



ABU DHABI
SUSTAINABILITY WEEK

ABU DHABI SUSTAINABILITY WEEK

BRAND GUIDELINES

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INTRODUCTION

This is a guideline describing the basic elements of the Abu Dhabi Sustainability Week (ADSW) brand. Adhering to these guidelines is essential in maintaining ADSW's image in a coherent, consistent, and professional manner. The ADSW identity must be applied appropriately across all internal and external touchpoints.

In order to uphold the ADSW brand and to achieve a visually consistent public profile, it is important that the use of the ADSW brand occurs without any alteration to the specific formats outlined by this style guide.

BRANDMARK

Primary Logo

The primary English brandmark is one of the most valuable assets. The primary brandmark is made up of two elements: Icon and English wordmark.

PRIMARY ENGLISH
BRAND MARK



The primary Arabic brandmark is one of the most valuable assets. The primary brandmark is made up of two elements: Icon and Arabic wordmark.

PRIMARY ARABIC
BRAND MARK



The primary Dual Masdar brandmarks are one of the most valuable assets. The horizontal lock-up brandmark is made up of three elements: Icon, Arabic wordmark and English wordmark

HORIZONTAL
BRAND MARK
LOCKUP



This brandmark should be used for all internal and external communications on items such as stationery, brochure collateral, advertising etc.

BRANDMARK

Secondary Logo

The secondary English brandmark is one of the most valuable assets. The secondary brandmark is made up of two elements: Icon and English wordmark. Use when appropriate.

SECONDARY VERTICAL
ENGLISH BRAND MARK



The secondary Arabic brandmark is one of the most valuable assets. The secondary brandmark is made up of two elements: Icon and Arabic wordmark. Use when appropriate.

SECONDARY VERTICAL Y
ARABIC BRAND MARK



The vertical lock-up brandmark is made up of three elements: Icon, Arabic wordmark and English wordmark. Use when appropriate.

VERTICAL
BRAND MARK
LOCKUP



This brandmark should be used for all internal and external communications on items such as stationery, brochure collateral, advertising etc.

LOGO FORMATS

All versions of the brandmarks are available in Pantone®, process colour and single colour in positive and negative formats.



On a black background, the colour of the typography appears in reverse, while the colour of the logo design remains the same.

For a black and white rendition, the colour of the typography appears in reverse, while the colour of the logo design is in greyscale.

The monochrome version of the branding will be used in case of special applications such as embossing, engraving, faxes etc.

COLOUR PALETTE

This breakdown shows the brand colour specifications for various printing and web applications. Always follow the correct colour specifications shown here when specifying the colours for the ADSW brand.



Circle Blue
Pantone 631 C
C 70 - M 10 - Y 20 - K 0



Yellow
Pantone 108 C
C 0 - M 15 - Y 100 - K 0



Green
Pantone 360 C
C 60 - M 0 - Y 100 - K 0



Orange
Pantone 1375 C
C 0 - M 50 - Y 100 - K 0



Grey
Pantone 446 C
C 0 - M 0 - Y 0 - K 90



Grey
Pantone 425 C
C 0 - M 0 - Y 0 - K 80

The greyscale brand guidelines is used to achieve a rendering similar to the coloured brand guidelines in black and white printing.



Circle Blue
Black 40%



Yellow
Black 20%



Green
Black 30%



Orange
Black 55%



Dark Grey
Black 90%

TYPOGRAPHY

AVENIR and GE SS are the primary typefaces for English & Arabic.

ENGLISH PRIMARY TYPEFACE

AVENIR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890.,/;'\[]= ~!@£\$%^&*()

BLACK / HEAVY / MEDIUM / ROMAN / BOOK

ARABIC PRIMARY TYPEFACE

GE SS TWO MASDAR

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ
ع غ ف ق ك ل م ن ه و ي
0987654321

BOLD / MEDIUM / REGULAR / LIGHT

ENGLISH SECONDARY TYPEFACE

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890.,/;'\[]= ~!@£\$%^&*()

BOLD / REGULAR / *BOLD ITALIC / ITALIC*

ARABIC SECONDARY TYPEFACE

Arial

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ
ع غ ف ق ك ل م ن ه و ي
0987654321

BOLD / REGULAR

FONT S

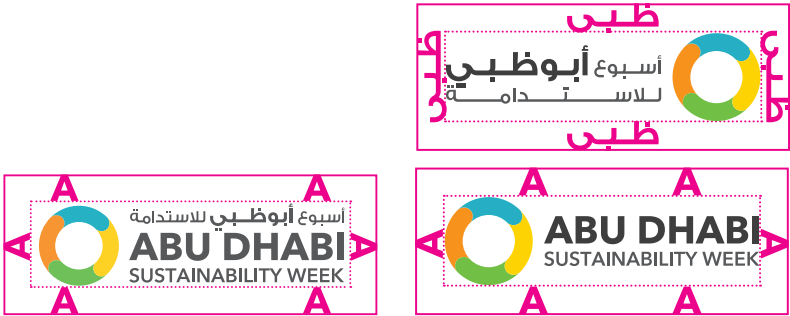
AVENIR BOOK / GE SS TWO LIGHT is the preferred weight for body and should be used wherever possible across all brand applications. Only on E-applications and web applications can VERDANA REGULAR / TAHOMA REGULAR (browser safe font) be used.

AVENIR BLACK / GE SS BOLD is the preferred weight for Headlines and Sub Headings, and should be used wherever possible across all brand applications. Only on E-applications and web applications can VERDANA BOLD / TAHOMA BOLD.

AVENIR BOLD / GE SS BOLD is the supporting weight used to highlight words or phrases, the BOLD weight should only be used when it is necessary to differentiate from the AVENIR light or regular weight. On E-applications and web applications VERDANA BOLD (browser safe font) can be used instead of AVENIR Medium.

CLEAR SPACE

To maintain visual clarity and to provide maximum impact, the brandmark must never appear to be linked to or crowded by copy, photographs or graphic elements.



ClearSpace = 1'A'

The minimum clear space around the brandmark is measured by the height of the English letter 'A' which is the same height as the Arabic letters 'طبي' (Dhabi). Refer to the diagram above when calculating the minimum size.

The clearspace is equal to 1'A'. Always maintain a minimum clear space around the Masdar brandmark

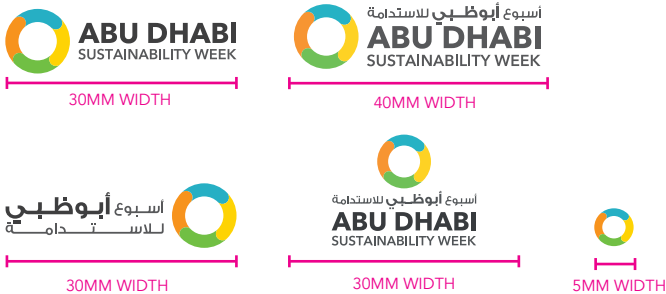
to preserve its integrity. The minimum clear space must never differ proportionally from the diagrams demonstrated on this page.

This rule applies to all versions of the ADSW brandmarks (Primary, Secondary, Vertical & Horizontal).

Always use master artworks which are provided. Please do not alter them in any way. Clear space is included in the artwork.

BRANDMARK: MINIMUM SIZE BRANDMARK

The brandmark master artworks can be enlarged or reduced in size. They do not have a maximum size, although they do have a minimum size.



CALCULATING THE MINIMUM SIZE

To specify the size of the ADSW primary brandmark always measure across the full width of the brandmark. Always ensure that the ADSW primary brandmark is scaled in proportion and is not distorted in any way.

PRIMARY BRANDMARK - MINIMUM SIZE

This size has been determined to ensure maximum clarity for all elements at small sizes. The single language primary brandmark should never be used smaller than 30mm in width. The dual language horizontal brandmark should never be used smaller than 40mm in width, and the dual language vertical brandmark should never be used smaller than 25mm in width.

ICON - MINIMUM SIZE

The Infinitor should never be used smaller than 5mm in width whenever it's used on it's own.

PLEASE NOTE

The brandmarks shown on this page are for visual reference only and are not to scale, please refer to the measurement below each for accurate minimum sizes.

DESIGN ELEMENTS

The below is a decorative element only that can be used across all collateral.



DESIGN ELEMENT 1



DESIGN ELEMENT 2

PATTERN USE

For use as an accent or background to signage, marketing collateral, presentations, gifts, etc.

PATTERN VARIATIONS

The below must be followed when using ADSW design elements:

- It must never be altered from its original state.
- It must never change colour from the variation used.
- All four colors in the variation have to be used.

LOGO LOCK-UPS

A. Date Lock up

English



Arabic



Bilingual horizontal

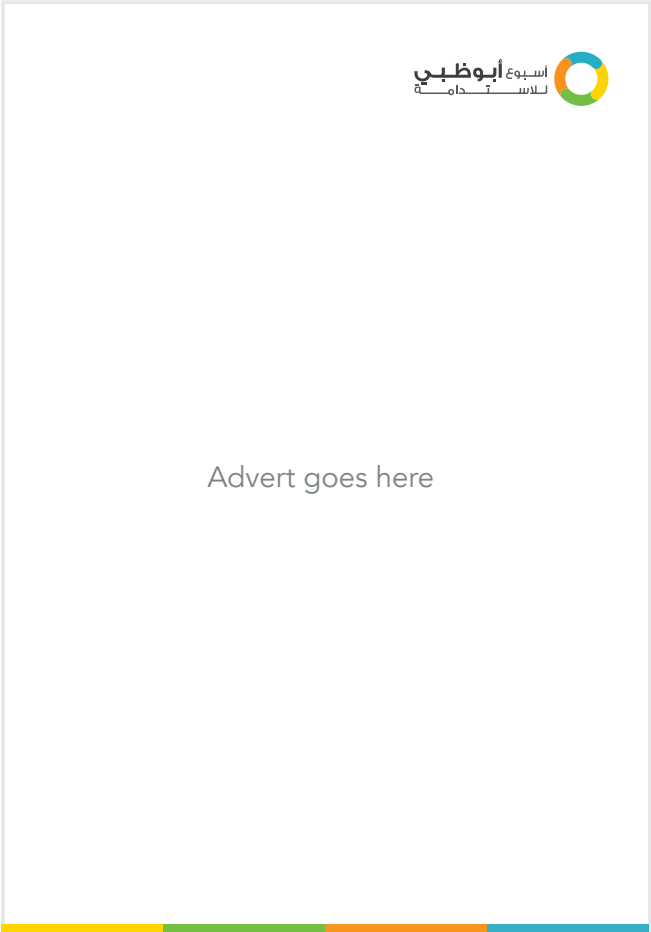


Date lock-up is to be used only when the event date is not indicated in the advert/collateral/online banner.

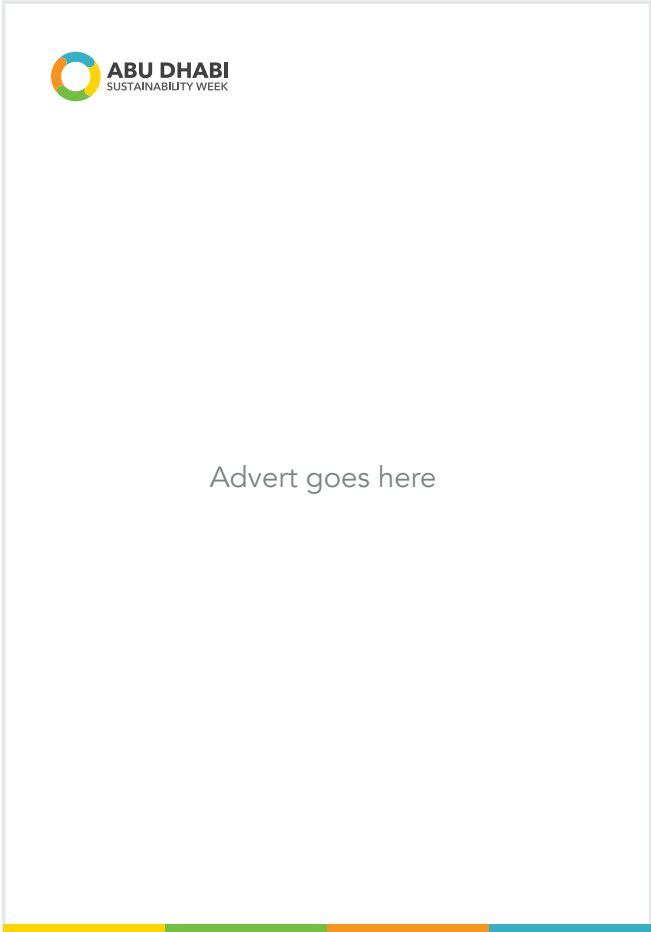
ADVERTISING LAYOUT

A. ADSW Adverts

GENERIC ADVERT ARABIC



GENERIC ADVERT ENGLISH



LOGO PLACEMENT

In all Arabic ADSW adverts, ADSW logo should be placed on the top side of the advert and the Masdar logo should be placed on the bottom left side.

In all English ADSW adverts, ADSW logo should be placed on the top side of the advert and the Masdar logo should be placed on the bottom right side.

ADVERTISING LAYOUT

A. ADSW Adverts with Masdar/sponsor

GENERIC ADVERT ARABIC

اسبوع أبوظبي
للسustainability

Advert goes here

مصدر
إحدى شركات مبادلة

PRINCIPAL SPONSOR
LOGO

GENERIC ADVERT ENGLISH

ABU DHABI
SUSTAINABILITY WEEK

Advert goes here

Hosted by
Masdar
A MUBADALA COMPANY

PRINCIPAL SPONSOR
LOGO

LOGO PLACEMENT

In all Arabic ADSW adverts, ADSW logo should be placed on the top side of the advert and the Masdar logo should be placed on the bottom left side.


In all English ADSW adverts, ADSW logo should be placed on the top side of the advert and the Masdar logo should be placed on the bottom right side.

ADVERTISING LAYOUT

B. Third Party Adverts


Advert

Under the Patronage of H.H. General Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the U.A.E. Armed Forces




**WORLD FUTURE
ENERGY SUMMIT**

Part of




**ABU DHABI
SUSTAINABILITY WEEK**

Hosted by




Masdar
SUSTAINABLE ENERGY

Principal Sponsor




ADNOC

Innovation Sponsor






EGA
EMIRATES GLOBAL ENERGY ACADEMY

Diamond Sponsor



ExxonMobil

Discover the latest technologies
driving the **global energy transformation**




30,000+
ATTENDEES

175
COUNTRIES


630+
EXHIBITING COMPANIES

Plan Your Business Meetings Online
Register today at **wfes.ae**


Key Sectors




WFES ENERGY




WFES WATER




WFES ECOWASTE



WFES SOLAR




WFES GREEN BUILDINGS




WFES MOBILITY

Under the Patronage of H.H. General Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the U.A.E. Armed Forces



**WORLD FUTURE
ENERGY SUMMIT**

Part of




**ABU DHABI
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Masdar
SUSTAINABLE ENERGY

Principal Sponsor




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Innovation Sponsor





EGA
EMIRATES GLOBAL ENERGY ACADEMY

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ExxonMobil

Discover the latest technologies
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30,000+
ATTENDEES

175
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EXHIBITING COMPANIES

Plan Your Business Meetings Online
Register today at **wfes.ae**


Key Sectors




WFES ENERGY



WFES WATER




WFES ECOWASTE



WFES SOLAR



WFES GREEN BUILDINGS




WFES MOBILITY

In any advert for WFES/third party, the ratio between their logo and ADSW MASDAR lock up should always stay 80%.

ADVERTISING LAYOUT

B. Third Party Adverts


Hoarding




WORLD FUTURE
ENERGY SUMMIT

Discover the latest
technologies driving the
global energy transformation


Part of




Hosted by




Principal Sponsor



Innovation Sponsor



Diamond Sponsor





WORLD FUTURE
ENERGY SUMMIT

Discover the latest
technologies driving the
global energy transformation

Part of



Hosted by



Principal Sponsor



Innovation Sponsor



Diamond Sponsor



In any outdoor adverts for WFES/third party, the ratio between their logo and ADSW MASDAR lock up should always stay 80%.

ADSW LOGO PLACEMENT

A. Alone

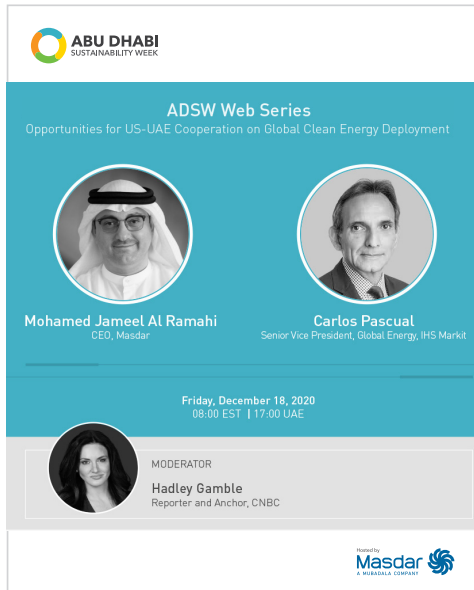


ADSW logo always goes on the top left side of the artwork

If accompanied by one or more logos they can be placed on the bottom of the artwork


ADSW LOGO PLACEMENT


B. With Masdar



ABU DHABI SUSTAINABILITY WEEK


ADSW Web Series
Opportunities for US-UAE Cooperation on Global Clean Energy Deployment

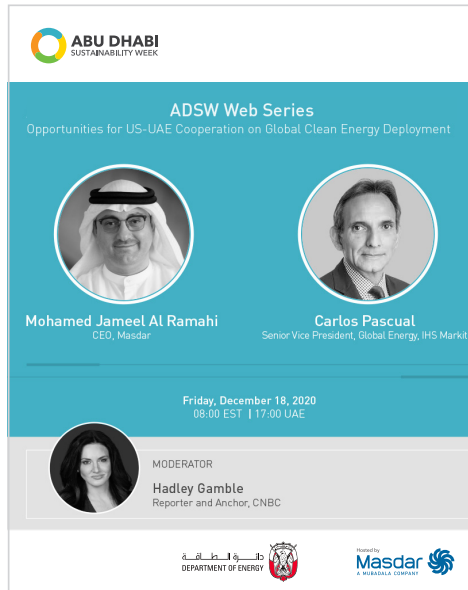

Mohamed Jameel Al Ramahi
CEO, Masdar


Carlos Pascual
Senior Vice President, Global Energy, IHS Markit

Friday, December 18, 2020
08:00 EST | 17:00 UAE



MODERATOR
Hadley Gamble
Reporter and Anchor, CNBC



Masdar
A MUBADALA COMPANY




ABU DHABI SUSTAINABILITY WEEK


ADSW Web Series
Opportunities for US-UAE Cooperation on Global Clean Energy Deployment



Mohamed Jameel Al Ramahi
CEO, Masdar


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دولة الإمارات
DEPARTMENT OF ENERGY



Masdar
A MUBADALA COMPANY




ABU DHABI SUSTAINABILITY WEEK


ADSW Web Series
Opportunities for US-UAE Cooperation on Global Clean Energy Deployment



Mohamed Jameel Al Ramahi
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Friday, December 18, 2020
08:00 EST | 17:00 UAE


MODERATOR
Hadley Gamble
Reporter and Anchor, CNBC


ABU DHABI
GLOBAL MARKET


دولة الإمارات
DEPARTMENT OF ENERGY


Masdar
A MUBADALA COMPANY

Masdar logo is only included in the artwork if the event relates to Masdar. Then the Masdar logo is positioned at the bottom right side of the page.

If accompanied by one or more logos they can be placed on the bottom of the page.

ADSW LOGO PLACEMENT IN VIDEOS

A. Alone



ADSW logo

ADSW logo is placed in the top left of the screen with the date and website below. As shown in the example above.



ADSW logo + partner

ADSW logo is placed in the top left of the screen with the date and website below, followed by the partner logo at the bottom center of the screen. As shown in the example above.

ADSW LOGO PLACEMENT IN VIDEOS

B. With Masdar



ADSW + Masdar


When the video is related to Masdar, ADSW logo is placed in the top left of the screen with the website below and Masdar logo on the bottom center. As shown in the example above.



ADSW + Masdar + partner

When the video is related to Masdar, ADSW logo is placed in the top left of the screen with the website below and Masdar logo on the bottom center paired with any sponsors logos. As shown in the example above.


POWERPOINT PRESENTATION TEMPLATE



أسبوع أبوظبي
للاستدامة

Click to add title


Click to add subtitle



ABU DHABI
SUSTAINABILITY WEEK

Click to add title

Click to add subtitle




أسبوع أبوظبي
للاستدامة

Click to add title

Click to add text

Click to add title



ABU DHABI
SUSTAINABILITY WEEK

Font used in the presentation is ADSW's digital font
Verdana

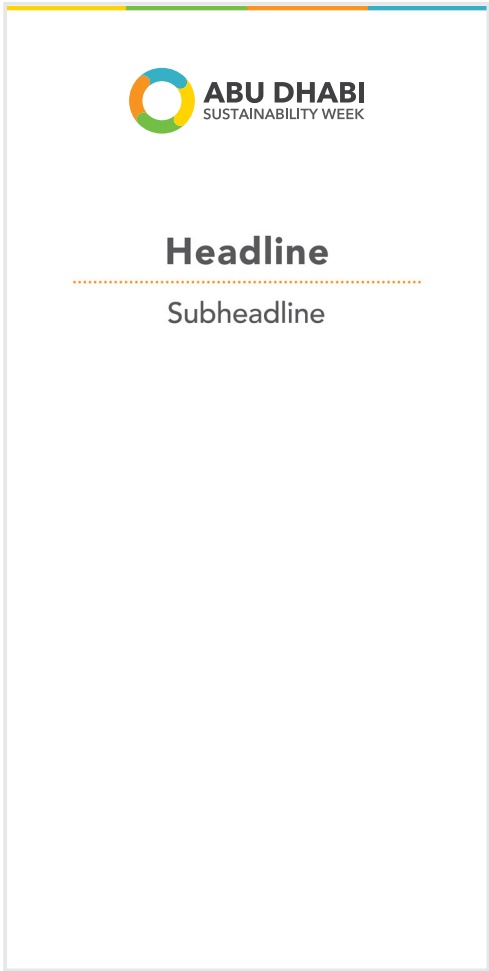
COLLATERALS

Pull-up Banners

GENERIC PULL-UP ARABIC



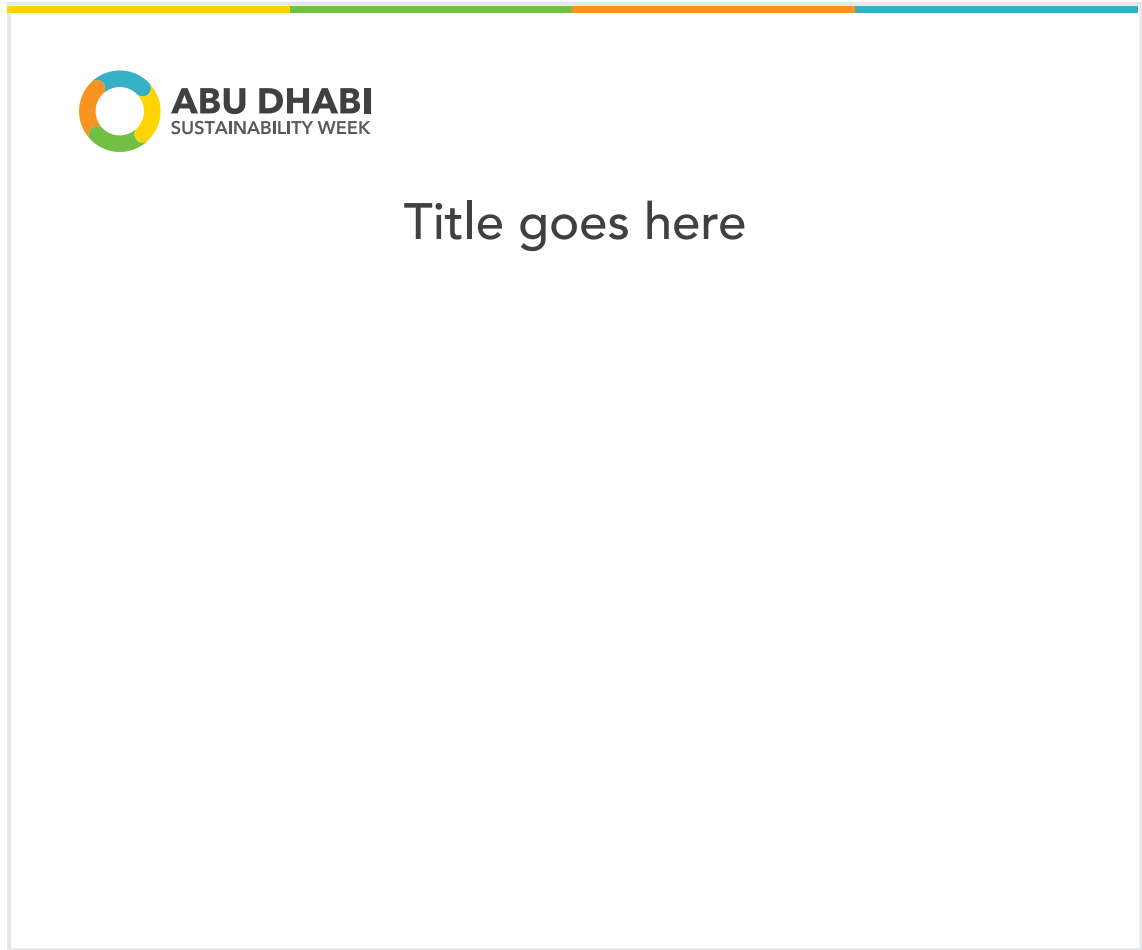
GENERIC PULL-UP ENGLISH



The above layout applies to all ADSW collaterals and other branding elements.

EVENTS BRANDING

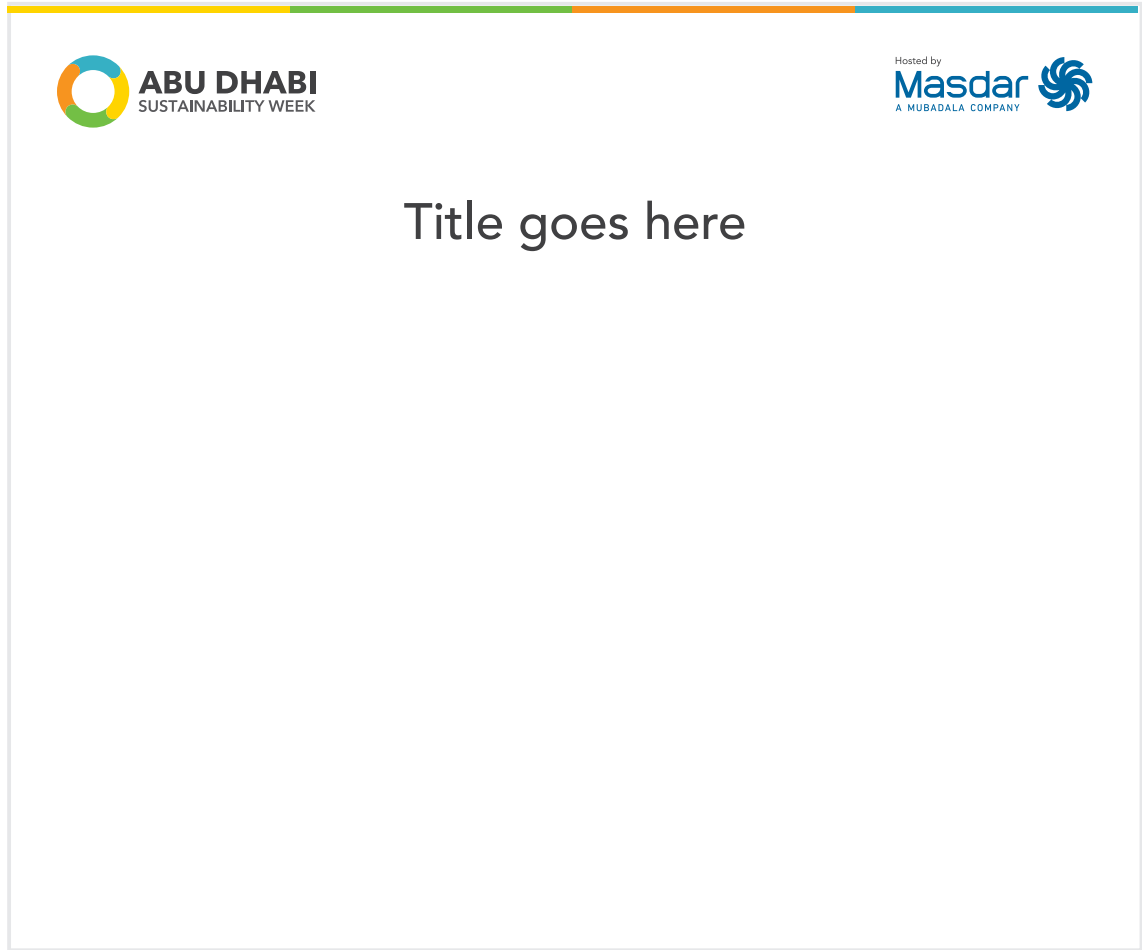
A. ADSW Event



The above layout is for ADSW events.

EVENTS BRANDING

B. Organised by Masdar



When Masdar is the organizer of the event, Masdar logo should go on the top right and ADSW logo should go on the top left.

EVENTS BRANDING

C. Third Party Event Within ADSW

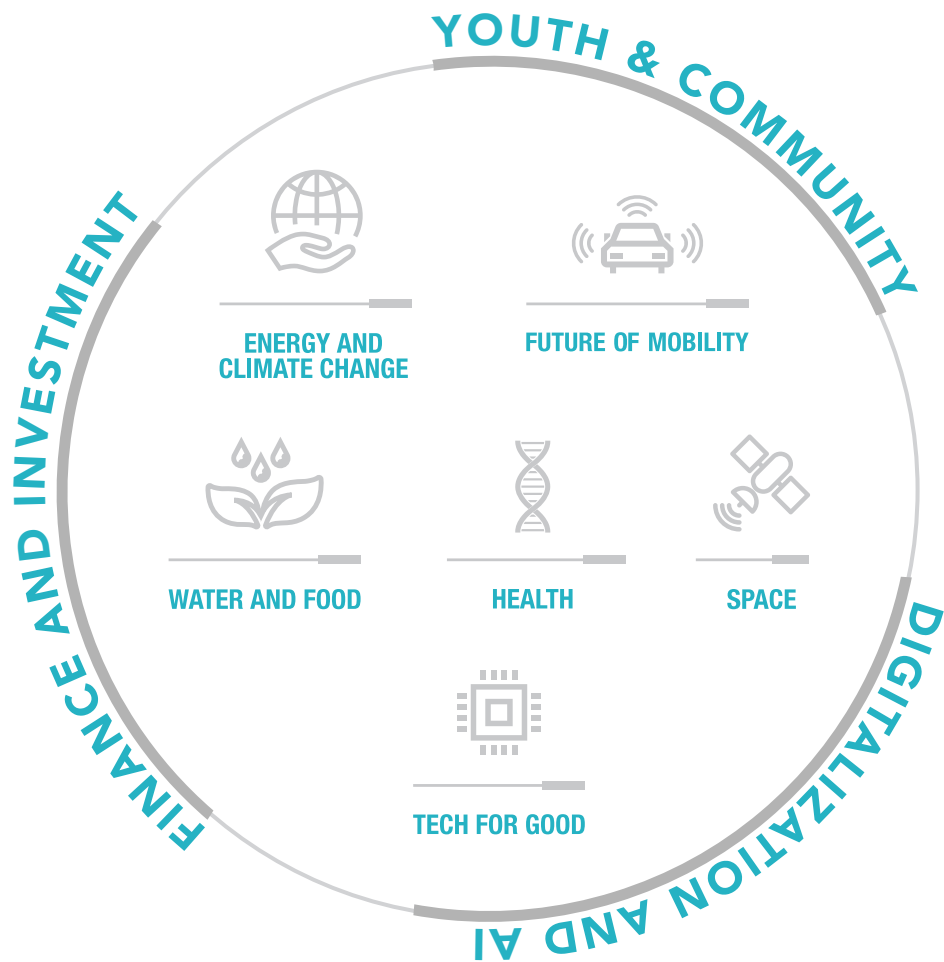
Third party logo



Title goes here

When a third party organizes an event during ADSW, ADSW and Masdar lock-up should go on the top right with a ratio of 80%

ADSW PILLARS



ADSW PILLARS

When and how to use the pillars icons

SOCIAL MEDIA ACCOUNTS



When used for adverts, events, media that will likely be shared or viral, ADSW logo to be placed on the top left side of the post



When used for general posts, images, advices, no need to include the ADSW logo in the post.

STATIONERY

Shown below is a general overview of a ADSW stationery suite. The use of the typographic style and colour, along with a single paper stock, produce visually consistency of the stationery suite.

Always use the specifications on the following pages when creating stationery for ADSW.



FORMAT

Letterhead and Continuation sheet - A4
Business Envelope - DL 210mm x 100mm
Business Envelope - A4 324mm x 229mm

PAPER SPECIFICATIONS

Letterhead and Continuation sheet
- 148 GSM / Brilliant White

PRINT SPECIFICATION

Always use the Master Artworks provided.

STATIONERY

Shown below is a general overview of a ADSW stationery and gift item suite. The use of the typographic style and colour, along with a single paper stock, produce visually consistency of the stationery and gift item suite.



BOILERPLATE (FOR EDITORIAL USE)

Abu Dhabi Sustainability Week (ADSW) is a global platform for accelerating the world's sustainable development. The week brings together a unique fusion of policy makers, industry specialists, technology pioneers and the next generation of sustainability leaders. Through its initiatives and events, ADSW is a catalyst for sharing knowledge, implementing strategies and delivering solutions to drive human progress.

ADSW is committed to furthering our understanding of the major social, economic and environmental trends shaping the world's sustainable development.



ADSW SUMMIT

ADSW SUMMIT

BRAND GUIDELINES

BRANDMARK

Primary Logo

The primary English brandmark is one of the most valuable assets. The primary brandmark is made up of two elements: Icon and English wordmark.

PRIMARY ENGLISH
BRAND MARK



The primary Arabic brandmark is one of the most valuable assets. The primary brandmark is made up of two elements: Icon and Arabic wordmark.

PRIMARY ARABIC
BRAND MARK



The primary Dual Masdar brandmarks are one of the most valuable assets. The horizontal lock-up brandmark is made up of three elements: Icon, Arabic wordmark and English wordmark.

HORIZONTAL
BRAND MARK
LOCKUP



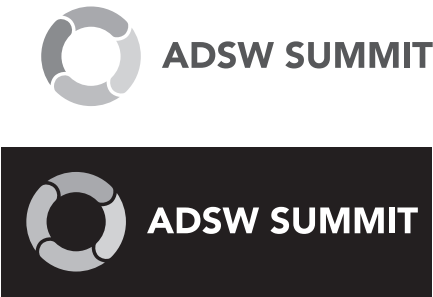
This brandmark should be used for all internal and external communications on items such as stationery, brochure collateral, advertising etc.

LOGO FORMATS

All versions of the brandmarks are available in Pantone®, process colour and single colour in positive and negative formats.



On a black background, the colour of the typography appears in reverse, while the colour of the logo design remains the same.



For a black and white rendition, the colour of the typography appears in reverse, while the colour of the logo design is in greyscale.



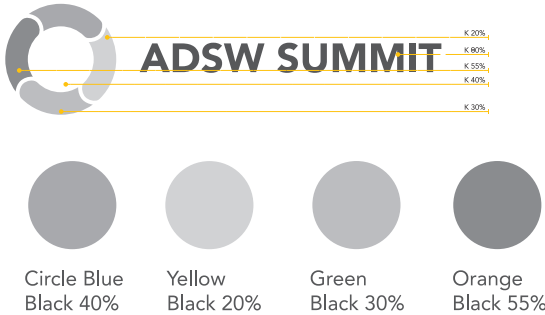
The monochrome version of the branding will be used in case of special applications such as embossing, engraving, faxes etc.

COLOUR PALETTE



Circle Blue
Pantone 631 C
C 70 - M 10 - Y 20 - K 0

Grey
Pantone 425 C
C 0 - M 0 - Y 0 - K 80



This breakdown shows the brand colour specifications for various printing and web applications. Always follow the correct colour specifications shown here when specifying the colours for the ADSW brand.

The greyscale brand guidelines is used to achieve a rendering similar to the coloured brand guidelines in black and white printing.

TYPOGRAPHY

AVENIR and GE SS are the primary typefaces for English & Arabic.

ENGLISH PRIMARY TYPEFACE

AVENIR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890.,/;'\[]= -!@£\$%^&*()

BLACK / HEAVY / MEDIUM / ROMAN / BOOK

ARABIC PRIMARY TYPEFACE

GE SS TWO MASDAR

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ
ع غ ف ق ك ل م ن ه و ي
0987654321

BOLD / MEDIUM / REGULAR / LIGHT

ENGLISH SECONDARY TYPEFACE

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890.,/;'\[]= -!@£\$%^&*()

BOLD / REGULAR / *BOLD ITALIC / ITALIC*

ARABIC SECONDARY TYPEFACE

Arial

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ
ع غ ف ق ك ل م ن ه و ي
0987654321

BOLD / REGULAR

FONTS

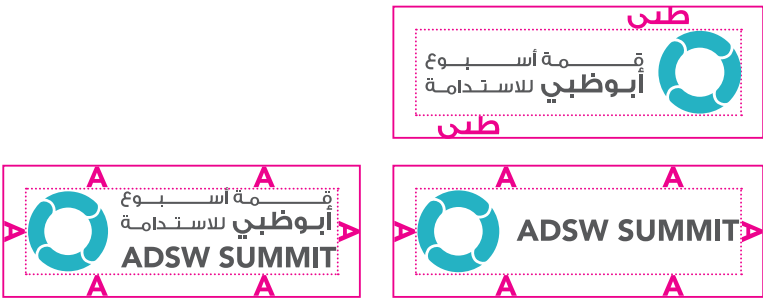
AVENIR BOOK / GE SS TWO LIGHT is the preferred weight for body and should be used wherever possible across all brand applications. Only on E-applications and web applications can VERDANA REGULAR / TAHOMA REGULAR (browser safe font) be used.

AVENIR BLACK / GE SS BOLD is the preferred weight for Headlines and Sub Headings, and should be used wherever possible across all brand applications. Only on E-applications and web applications can VERDANA BOLD / TAHOMA BOLD.

AVENIR BOLD / GE SS BOLD is the supporting weight used to highlight words or phrases, the BOLD weight should only be used when it is necessary to differentiate from the AVENIR light or regular weight. On E-applications and web applications VERDANA BOLD (browser safe font) can be used instead of AVENIR Medium.

CLEAR SPACE

To maintain visual clarity and to provide maximum impact, the brandmark must never appear to be linked to or crowded by copy, photographs or graphic elements.



ClearSpace = 1'A'

The minimum clear space around the brandmark is measured by the height of the English letter 'A' which is the same height as the Arabic letters 'طبي' (Dhabi). Refer to the diagram above when calculating the minimum size.

The clearspace is equal to 1'A'. Always maintain a minimum clear space around the Masdar brandmark

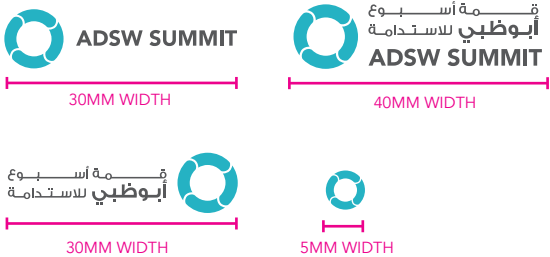
to preserve its integrity. The minimum clear space must never differ proportionally from the diagrams demonstrated on this page.

This rule applies to all versions of the ADSW brandmarks (Primary, Secondary, Vertical & Horizontal).

Always use master artworks which are provided. Please do not alter them in any way. Clear space is included in the artwork.

BRANDMARK: MINIMUM SIZE BRANDMARK

The brandmark master artworks can be enlarged or reduced in size. They do not have a maximum size, although they do have a minimum size.



CALCULATING THE MINIMUM SIZE

To specify the size of the ADSW SUMMIT primary brandmark always measure across the full width of the brandmark. Always ensure that the ADSW SUMMIT primary brandmark is scaled in proportion and is not distorted in any way.

PRIMARY BRANDMARK - MINIMUM SIZE

This size has been determined to ensure maximum clarity for all elements at small sizes. The single language primary brandmark should never be used smaller than 30mm in width. The dual language horizontal brandmark should never be used smaller than 40mm in width, and the dual language vertical brandmark should never be used smaller than 25mm in width.

ICON - MINIMUM SIZE

The Infinitor should never be used smaller than 5mm in width whenever it's used on its own.

PLEASE NOTE

The brandmarks shown on this page are for visual reference only and are not to scale, please refer to the measurement below each for accurate minimum sizes.

ADSW SUMMIT AND ADSW LOCK-UPS

English



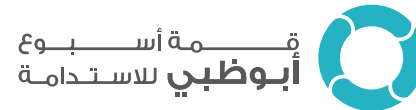
ADSW SUMMIT

Part of



ABU DHABI
SUSTAINABILITY WEEK

Arabic



Bilingual horizontal



أسبوع أبوظبي
للاستدامة
ADSW SUMMIT

Part of



أسبوع أبوظبي
للاستدامة
ABU DHABI
SUSTAINABILITY WEEK

LOGO PLACEMENT

Option 1



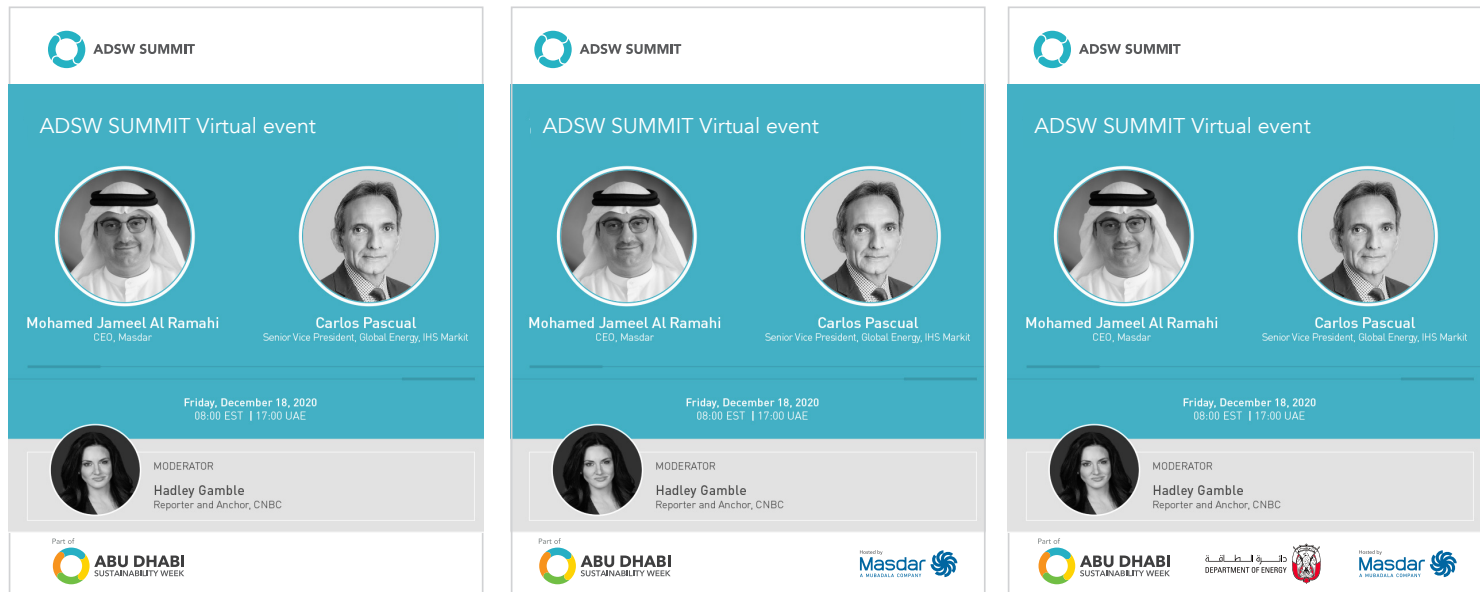
ADSW SUMMIT logo always goes on the top left side of the artwork accompanied by ADSW logo as a lock up next to each other

Masdar logo is only included in the artwork if the event relates to Masdar. Then the Masdar logo is positioned at the bottom right side of the page.

If accompanied by one or more logos they can be placed on the bottom of the artwork

LOGO PLACEMENT

Option 2



ADSW SUMMIT logo always goes on the top left side of the artwork accompanied by ADSW logo on the bottom left

Masdar logo is only included in the artwork if the event relates to Masdar. Then the Masdar logo is positioned at the bottom right side of the page.

If accompanied by one or more logos they can be placed on the bottom of the artwork



For more information please
contact: contactus@adsw.ae
or visit:

 facebook.com/ADSWagenda

 [@ADSWagenda](https://www.instagram.com/ADSWagenda)

 [@ADSWagenda](https://twitter.com/ADSWagenda)