



GOVERNMENT OF  
UNITED ARAB EMIRATES

# UAE Promise Guidelines

# UAE Promise Guidelines

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**A representation of our past  
our unity and our future,  
Our state emblem is a symbol  
Our Strength**



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# Logo Combinations

The following drawings show the different combinations of copying the ministries' emblem according to their specifications

## Pantone®

This is the main version of the ministries logo, so it should be used in Most files, documents and forms of correspondence.



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## Colors Pantone without shadow

This version of the ministries logo is devoid of shading details, and is used in Applications in which it is difficult or impossible to show color gamut. For example, replicas made of metal, plastic, or embroidery or acrylic.



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## Solid Colors

The monochrome versions of the logo have a limited use, being limited to Monochrome functions or special applications. For example, stamp-on-a-chip, fax forms, seals, press releases Black and white, bold or deep characters without colors.



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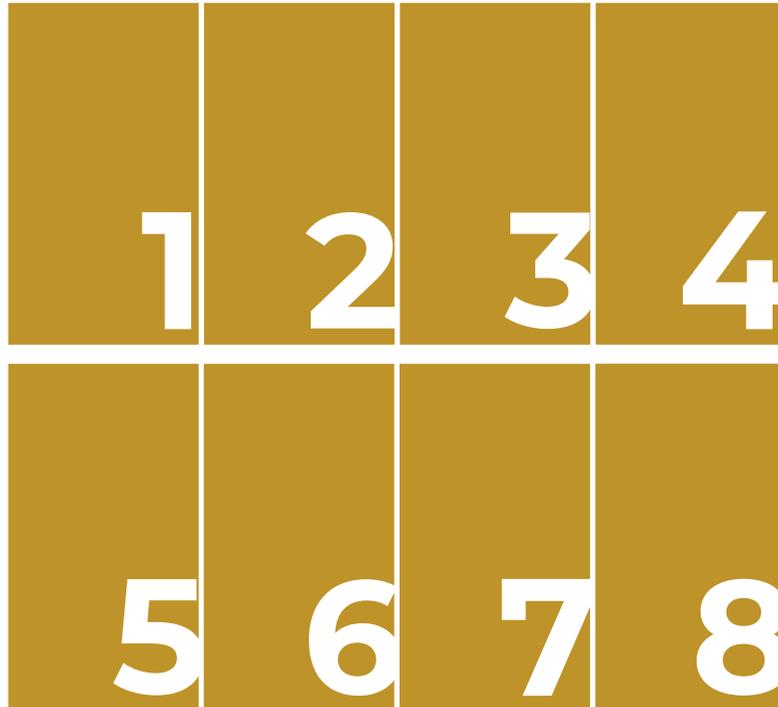
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# Elements

%100 Opacity



%15 Opacity



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# Colors



# Fonts

Montserrat Light

ABCDEFGHIJKLM abcdefghijkl ? ! ( ) @ 1234567890

Montserrat Regular

ABCDEFGHIJKLM abcdefghijkl ? ! ( ) @ 1234567890

Montserrat Medium

ABCDEFGHIJKLM abcdefghijkl ? ! ( ) @ 1234567890

**Montserrat Bold**

**ABCDEFGHIJKLM abcdefghijkl ? ! ( ) @ 1234567890**

Helvetica neue LT arabic Light

أ ت ث ج ح ذ ز ش ض ظ غ ف ق ك م ن ه ! ( )

Helvetica neue LT arabic Regular

أ ت ث ج ح ذ ز ش ض ظ غ ف ق ك م ن ه ! ( )

Helvetica neue LT arabic bold

أ ت ث ج ح ذ ز ش ض ظ غ ف ق ك م ن ه ! ( )

## File specifications

Digital content, it will be ready for implementation associated with all terms of use. Conditions for color mode to be in RGB

Content intended for printing, will be ready for execution with all printing conditions associated with it. Conditions for color mode to be in CMYK

Full adherence to the forms and instructions is extremely important

Use the attached forms and do not amend the current technical design or create a new technical design without consulting the Emirates Program for Excellence in Governmental Service at the Prime Minister's Office in the Ministry of Cabinet Affairs. Full information on technical design instructions and associated standards must be provided as indicated to printing and design companies so that they can comply with the required design.

## Printing specifications

The digital artwork design contains all official poster files that are ready to be modified according to manual and print instructions

Paper: GSM 300 matte printing paper with plastic cover

Paper sizes change according to requirements and size

Paper Scale Recommendations

Preferred paper sizes for the following locations:

Lifts - A3, A4

Meeting rooms - A2, A3

Staff Desks - A2, A3, A4

Main and branch offices and customer service centers - A0, A1, A2, A3

Customer Service Counter - A4, A5

The size of the technical design must be appropriate to the available space, and there must be enough space around the technical design. Recommended to be placed

The artistic design is in a prominent place and at a level suitable for reading

# Printings

# Reports Covers

## Printing specifications

The emblem of the government, the emblem in which the name of the government is on the right is used. Put the Ministry's logo here, provided that the maximum size of the logo is compatible with the size of the golden square.

If necessary, the title can be reduced to accommodate a maximum of two lines.

The information about the promises is written here based on the place assigned to each one of them.

## Paper Type

GSM 300 . Matte Printing Paper  
Supplied with a plastic cover



# Reports Covers



# Printing Ads

## Printing specifications

The emblem of the government, the emblem in which the name of the government is on the right is used. Put the Ministry's logo here, provided that the maximum size of the logo is compatible with the size of the golden square.

If necessary, the title can be reduced to accommodate a maximum of two lines.

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## Paper Type

GSM 150 . Matte Printing Paper  
Supplied with a plastic cover

 **GOVERNMENT OF UNITED ARAB EMIRATES**

**THE UAE GOVERNMENT CHARTER FOR FUTURE SERVICES**

<b>1</b> <b>Human Centered Services</b> Providing government services that are tailored to meet human needs, requirements and preferences, and designed with customers' feedback in mind.	<b>2</b> <b>Digital Services by Default</b> Providing proactive digital government services to suit future lifestyle.	<b>3</b> <b>One-time Data Provision</b> Designing interconnected and integrated government services that request customer data only once.	<b>4</b> <b>Safe Data and Guaranteed Privacy</b> Protecting the data shared among government entities to keep it safe and ensure customer privacy.
<b>5</b> <b>Integrated, Varied and Consistent Service Channels</b> Providing government services through various, integrated and coordinated channels that cater to customer preferences through a unified government interface.	<b>6</b> <b>Seamless and Proactive Experience</b> Providing bundles of seamless, interconnected and proactive services to the customer on time and before request, based on life events.	<b>7</b> <b>Listening to Customer's Voice</b> Listening to the customer's voice and ensuring transparency in the evaluation results.	<b>8</b> <b>Value Added Services</b> Adjusting government fees to reduce costs and increase efficiency in government entities.

# Printing Ads



# Billboards

## Printing specifications

The emblem of the government, the emblem in which the name of the government is on the right is used. Put the Ministry's logo here, provided that the maximum size of the logo is compatible with the size of the golden square.

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### Paper Type - FLEX

GSM 400 . Matte Printing Paper  
Supplied with a plastic cover

 **GOVERNMENT OF  
UNITED ARAB EMIRATES**

**THE UAE GOVERNMENT  
CHARTER FOR FUTURE  
SERVICES**

<b>1</b> <b>Human Centered Services</b> Providing government services that are tailored to meet human needs, requirements and preferences, and designed with customer feedback in mind.	<b>2</b> <b>Digital Services by Default</b> Providing proactive digital government services to suit future lifestyle.	<b>3</b> <b>One-time Data Provision</b> Designing interconnected and integrated government services that request customer data only once.	<b>4</b> <b>Safe Data and Guaranteed Privacy</b> Protecting the data shared among government services to keep it safe and ensure customer privacy.
<b>5</b> <b>Integrated, Varied and Consistent Service Channels</b> Providing government services through various, integrated and consistent channels that cater to customer preferences through a unified government structure.	<b>6</b> <b>Seamless and Proactive Experience</b> Providing business seamless, interconnected and proactive services to the customer on time and before request, based on the events.	<b>7</b> <b>Listening to Customer's Voice</b> Listening to the customer's voice and ensuring transparency in the evaluation results.	<b>8</b> <b>Value Added Services</b> Adjusting government fees, reduce costs and increase efficiency in government entities.

# Billboards



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## THE UAE GOVERNMENT CHARTER FOR FUTURE SERVICES

**Human Centered  
Services**

Providing government services that are tailored to meet human needs, requirements and preferences, and designed with customers' feedback in mind.

**Digital Services  
by Default**

Providing proactive digital government services to suit future lifestyle.

**One-time Data  
Provision**

Designing interconnected and integrated government services that request customer data only once.

**Safe Data  
and Guaranteed  
Privacy**

Protecting the data shared among government entities to keep it safe and ensure customer privacy.

**Integrated, Varied  
and Consistent  
Service Channels**

Providing government services through various, integrated and coordinated channels that cater to customer preferences through a unified government interface.

**Seamless  
and Proactive  
Experience**

Providing seamless, interconnected and proactive services to the customer on time and before request, based on life events.

**Listening  
to Customer's  
Voice**

Listening to the customer's voice and ensuring transparency in the evaluation results.

**Value Added  
Services**

Adjusting government fees to reduce costs and increase efficiency in government entities.

# Table Ads

## Printing specifications

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## Paper Type

GSM 300 . Matte Printing Paper  
Supplied with a plastic cover



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# THE UAE GOVERNMENT CHARTER FOR FUTURE SERVICES

<b>Human Centered Services</b> <small>Providing government services that are tailored to meet human needs, requirements and preferences, and designed with customers' feedback in mind.</small> <b>1</b>	<b>Digital Services by Default</b> <small>Providing proactive digital government services to suit future lifestyle.</small> <b>2</b>	<b>One-time Data Provision</b> <small>Designing interconnected and integrated government services that request customer data only once.</small> <b>3</b>	<b>Safe Data and Guaranteed Privacy</b> <small>Protecting the data shared among government entities to keep it safe and ensure customer privacy.</small> <b>4</b>
<b>Integrated, Varied and Consistent Service Channels</b> <small>Providing government services through various, integrated and coordinated channels that cater to customer preferences through a unified government interface.</small> <b>5</b>	<b>Seamless and Proactive Experience</b> <small>Providing bundles of seamless, interconnected and proactive services to the customer on time and before request, based on life events.</small> <b>6</b>	<b>Listening to Customer's Voice</b> <small>Listening to the customer's voice and ensuring transparency in the evaluation results.</small> <b>7</b>	<b>Value Added Services</b> <small>Adjusting government fees to reduce costs and increase efficiency in government entities.</small> <b>8</b>

# Table Ads

**GOVERNMENT OF UNITED ARAB EMIRATES**

## THE UAE GOVERNMENT CHARTER FOR FUTURE SERVICES

<b>Human Centered Services</b> <small>Providing government services that are tailored to meet citizens' needs, requirements and preferences, and designed with customers' needs at heart.</small> <b>1</b>	<b>Digital Services by Default</b> <small>Providing proactive digital government services to suit future needs.</small> <b>2</b>	<b>One-time Data Provision</b> <small>Designing interconnected and integrated government services, so repeat customer data entry is not required.</small> <b>3</b>	<b>Safe Data and Guaranteed Privacy</b> <small>Ensuring the data stored using government services is used only for the intended purpose.</small> <b>4</b>
<b>Integrated, Varied and Consistent Service Channels</b> <small>Providing government services through various, integrated and consistent channels that cater to customer preferences through unified government interfaces.</small> <b>5</b>	<b>Seamless and Proactive Experience</b> <small>Providing seamless, interconnected and proactive services to the customer on time and before request, based on life events.</small> <b>6</b>	<b>Listening to Customer's Voice</b> <small>Listening to the customer's voice and ensuring transparency in the evolution process.</small> <b>7</b>	<b>Value Added Services</b> <small>Adding government services to meet citizens' needs and increase efficiency in government services.</small> <b>8</b>

# Indoor Rollups

## Printing specifications

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## Paper Type - FLEX

GSM 300 . Matte Printing Paper  
Supplied with a plastic cover



GOVERNMENT OF  
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# THE UAE GOVERNMENT CHARTER FOR FUTURE SERVICES

<b>Human Centered Services</b>  Providing government services that are tailored to meet human needs, requirements and preferences, and designed with customers' feedback in mind.	<b>Digital Services by Default</b>  Providing proactive digital government services to our future citizens.	<b>One-time Data Provision</b>  Designing streamlined and integrated government services that request customer data only once.	<b>Safe Data and Guaranteed Privacy</b>  Protecting the data shared among government entities to keep it safe and ensure customer privacy.
<b>Integrated, Varied and Consistent Service Channels</b>  Providing government services through various, integrated, coordinated channels that cater to customer preferences through a unified government interface.	<b>Seamless and Proactive Experience</b>  Providing bundles of seamless, interconnected and proactive services to the customer on time and before request, based on life events.	<b>Listening to Customer's Voice</b>  Listening to the customer's voice and ensuring transparency in the evaluation results.	<b>Value Added Services</b>  Adjusting government fees, service costs and increase efficiency in government entities.

# Indoor Rollups

**GOVERNMENT OF UNITED ARAB EMIRATES**

## THE UAE GOVERNMENT CHARTER FOR FUTURE SERVICES

<b>1</b> <b>Human Centered Services</b> Providing government services that are tailored to local human needs, requirements and preferences, and designed with customer feedback in mind.	<b>2</b> <b>Digital Services by Default</b> Providing accessible digital government services to all target markets.	<b>3</b> <b>One-time Data Provision</b> Designing interconnected and integrated government services, and request customer data only once.	<b>4</b> <b>Safe Data and Guaranteed Privacy</b> Protecting the data shared among government entities to help it safe and ensure customer privacy.
<b>5</b> <b>Integrated, Varied and Consistent Service Channels</b> Providing government services through various interconnected channels and ensuring the data consistency and interoperability of all government services.	<b>6</b> <b>Seamless and Proactive Experience</b> Providing bundles of services, interconnected and proactive services to the customer on-line and before request, based on the needs.	<b>7</b> <b>Listening to Customer's Voice</b> Listening to the customer's voice and ensuring transparency in the evaluation results.	<b>8</b> <b>Value Added Services</b> Adjusting government services to reduce costs and increase efficiency in government services.

# Elevator Ads

## Printing specifications

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## Paper Type

GSM 150 . Matte Printing Paper  
Supplied with a plastic cover

**GOVERNMENT OF UNITED ARAB EMIRATES**

# THE UAE GOVERNMENT CHARTER FOR FUTURE SERVICES

<b>Human Centered Services</b> <small>Providing government services that are tailored to meet human needs, requirements and preferences, and designed with customers' feedback in mind.</small> <b>1</b>	<b>Digital Services by Default</b> <small>Providing proactive digital government services to suit future lifestyle.</small> <b>2</b>	<b>One-time Data Provision</b> <small>Designing interconnected and integrated government services that request customer data only once.</small> <b>3</b>	<b>Safe Data and Guaranteed Privacy</b> <small>Protecting the data shared among government entities to keep it safe and ensure customer privacy.</small> <b>4</b>
<b>Integrated, Varied and Consistent Service Channels</b> <small>Providing government services through various, integrated, coordinated channels that cater to customer preferences through a unified government interface.</small> <b>5</b>	<b>Seamless and Proactive Experience</b> <small>Providing bundles of seamless, interconnected and proactive services to the customer on time and before request, based on life events.</small> <b>6</b>	<b>Listening to Customer's Voice</b> <small>Listening to the customer's voice and ensuring transparency in the evaluation results.</small> <b>7</b>	<b>Value Added Services</b> <small>Adjusting government fees to reduce costs and increase efficiency in government entities.</small> <b>8</b>

# Elevator Ads



# Digital Designs

# Website

## Project specification

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Measurements:

1920x1080PX

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Home About Projects Media Contact Us

# THE UAE GOVERNMENT CHARTER FOR FUTURE SERVICES

<h2>1 Human Centered Services</h2> <p>Providing government services that are tailored to meet human needs, requirements and preferences, and designed with customers' feedback in mind.</p>	<h2>2 Digital Services by Default</h2> <p>Providing proactive digital government services to suit future lifestyle.</p>	<h2>3 One-time Data Provision</h2> <p>Designing interconnected and integrated government services that request customer data only once.</p>	<h2>4 Safe Data and Guaranteed Privacy</h2> <p>Protecting the data shared among government entities to keep it safe and ensure customer privacy.</p>
<h2>5 Integrated, Varied and Consistent Service Channels</h2> <p>Providing government services through various, integrated and coordinated channels that cater to customer preferences through a unified government interface.</p>	<h2>6 Seamless and Proactive Experience</h2> <p>Providing bundles of seamless, interconnected and proactive services to the customer on time and before request, based on life events.</p>	<h2>7 Listening to Customer's Voice</h2> <p>Listening to the customer's voice and ensuring transparency in the evaluation results.</p>	<h2>8 Value Added Services</h2> <p>Adjusting government fees to reduce costs and increase efficiency in government entities.</p>

# Website



# Desktop wallpaper and display screen

## Printing specifications

The emblem of the government, the emblem in which the name of the government is on the right is used. If necessary, the title can be reduced to accommodate a maximum of two lines.

Measurements:

1920x1080PX

 GOVERNMENT OF UNITED ARAB EMIRATES

## THE UAE GOVERNMENT CHARTER FOR FUTURE SERVICES

<b>1</b> <b>Human Centered Services</b> Providing government services that are tailored to meet human needs, requirements and preferences, and designed with customers' feedback in mind.	<b>2</b> <b>Digital Services by Default</b> Providing proactive digital government services to suit future lifestyle.	<b>3</b> <b>One-time Data Provision</b> Designing interconnected and integrated government services that request customer data only once.	<b>4</b> <b>Safe Data and Guaranteed Privacy</b> Protecting the data shared among government entities to keep it safe and ensure customer privacy.
<b>5</b> <b>Integrated, Varied and Consistent Service Channels</b> Providing government services through various, integrated and coordinated channels that cater to customer preferences through a unified government interface.	<b>6</b> <b>Seamless and Proactive Experience</b> Providing bundles of seamless, interconnected and proactive services to the customer on time and before request, based on life events.	<b>7</b> <b>Listening to Customer's Voice</b> Listening to the customer's voice and ensuring transparency in the evaluation results.	<b>8</b> <b>Value Added Services</b> Adjusting government fees to reduce costs and increase efficiency in government entities.

الاجتماعات السنوية  
لحكومة دولة الإمارات  
2019



# Desktop wallpaper and display screen

GOVERNMENT OF UNITED ARAB EMIRATES

## THE UAE GOVERNMENT CHARTER FOR FUTURE SERVICES

<b>1</b> Human Centered Services	<b>2</b> Digital Services by Default	<b>3</b> One-time Data Provision	<b>4</b> Safe Data and Guaranteed Privacy
<b>5</b> Integrated, Varied and Consistent Service Channels	<b>6</b> Seamless and Proactive Experience	<b>7</b> Listening to Customer's Voice	<b>8</b> Value Added Services

الاجتماعات السنوية  
الإمارات  
2019

# Social Media

## Design Specifications

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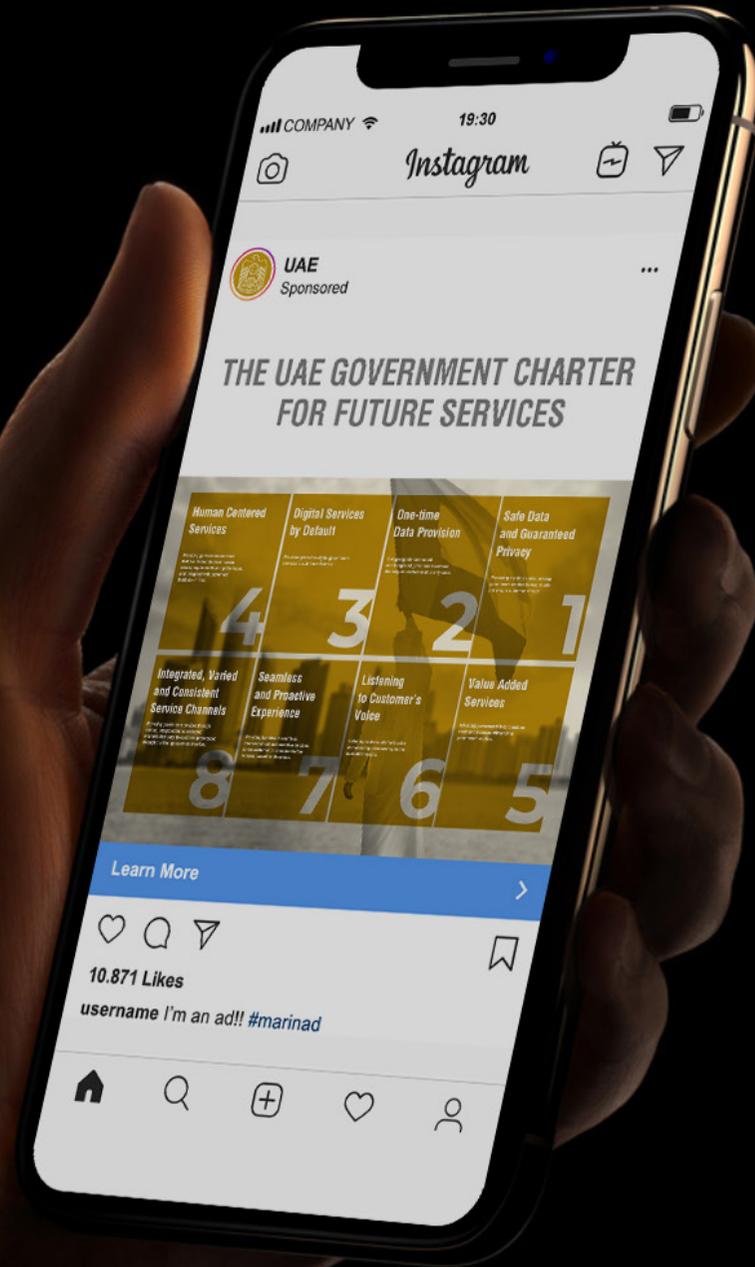
Measurements:

1080x1080PX

# THE UAE GOVERNMENT CHARTER FOR FUTURE SERVICES

<b>Human Centered Services</b> Providing government services that are tailored to meet human needs, requirements and preferences, and designed with customers' feedback in mind. 4	<b>Digital Services by Default</b> Providing proactive digital government services to suit future lifestyle. 3	<b>One-time Data Provision</b> Designing interconnected and integrated government services that request customer data only once. 2	<b>Safe Data and Guaranteed Privacy</b> Protecting the data shared among government entities to keep it safe and ensure customer privacy. 1
<b>Integrated, Varied and Consistent Service Channels</b> Providing government services through various, integrated and coordinated channels that cater to customer preferences through a unified government interface. 8	<b>Seamless and Proactive Experience</b> Providing bundles of seamless, interconnected and proactive services to the customer on time and before request, based on life events. 7	<b>Listening to Customer's Voice</b> Listening to the customer's voice and ensuring transparency in the evaluation results. 6	<b>Value Added Services</b> Adjusting government fees to reduce costs and increase efficiency in government entities. 5

# Social Media



# Thank You