

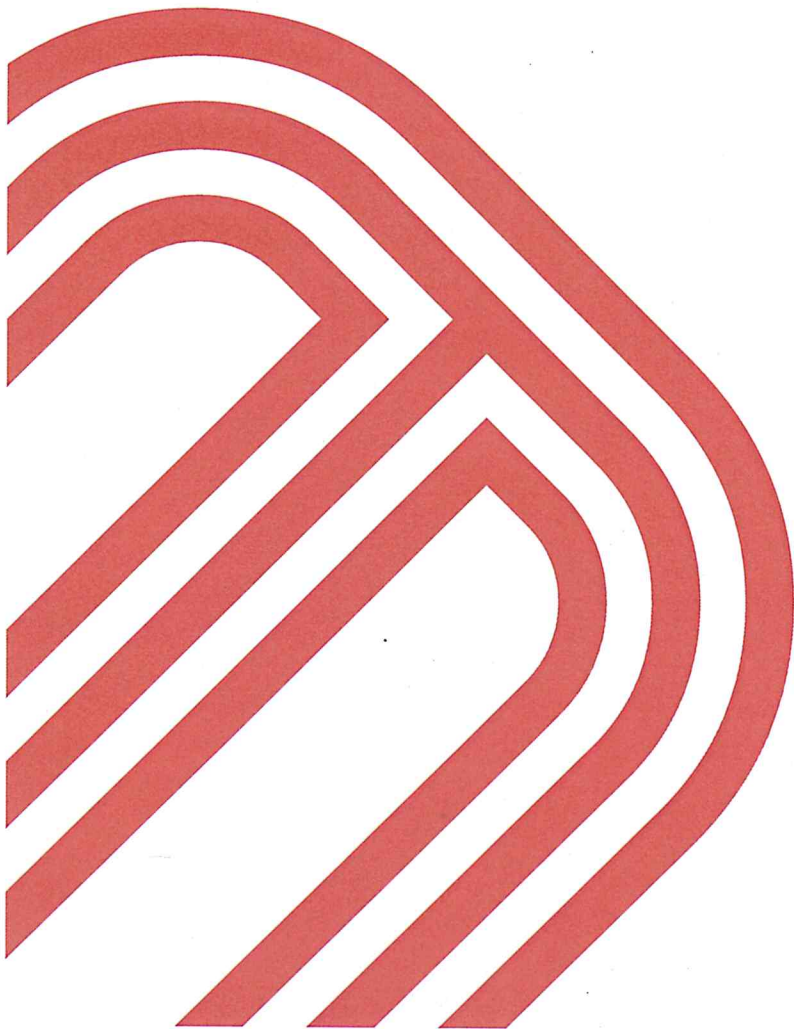
مؤسسة محمد بن راشد للتنمية
المشاريع الصغيرة والمتوسطة
DUBAI SME



إحدى مؤسسات دائرة التنمية الاقتصادية - حكومة دبي
An Agency of the Department of Economic Development - Government of Dubai

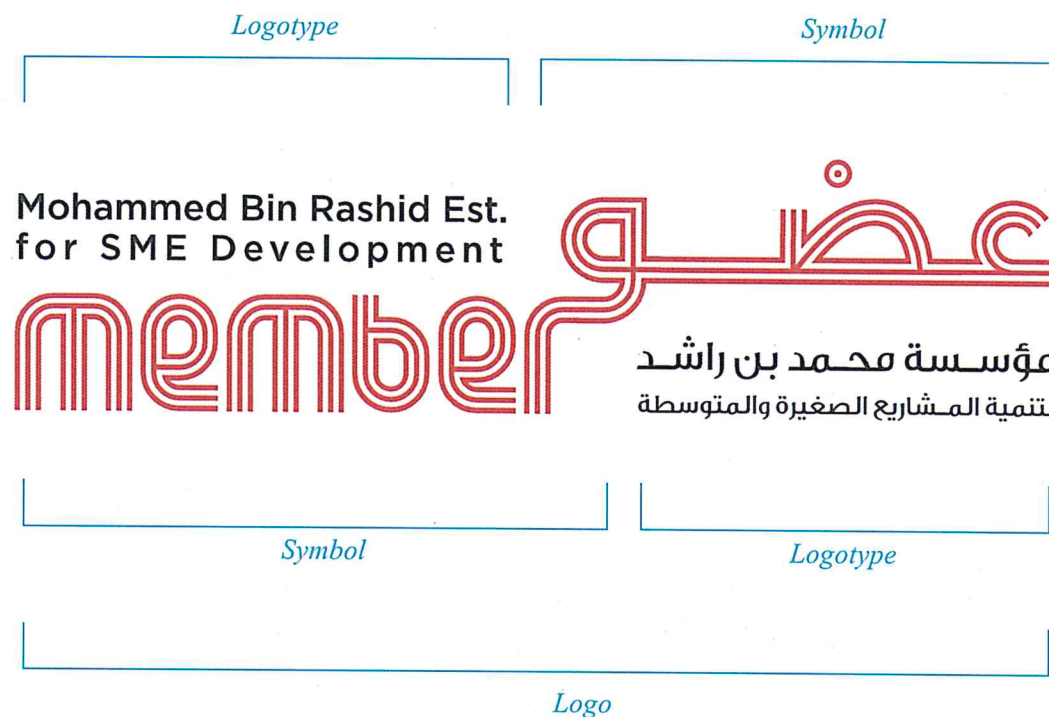
Dubai SME Membership Logo Brand Guidelines





Dubai SME Membership is a seal of approval and a promise of quality. When your company became a member, it also represents Dubai SME.

By following these guidelines, you reap the benefits of the Dubai SME identity and contribute to its strength.

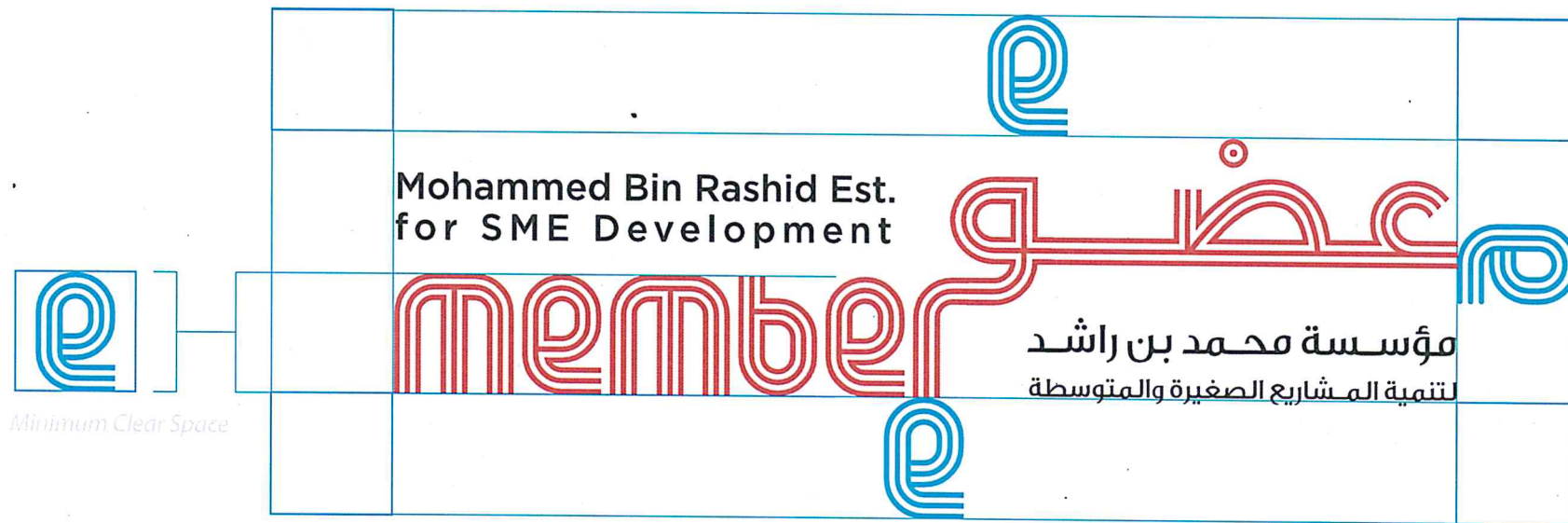


The logo is made up of two elements:
the symbol and the logotype.

The following pages cover the correct usage to ensure the logo always looks its best.

EVERYONE NEEDS A LITTLE PERSONAL SPACE ..

The Logo
Clear Space



The minimum clear space around the logo is equal to the height of the “e”.

To create the greatest impact, allow even more space around the Dubai SME Member Logo.

Do not allow other logos, photos, typography, or other graphic elements to enter the minimum clear space area.



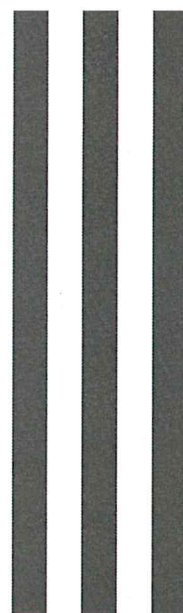
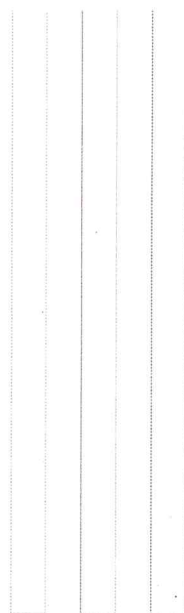
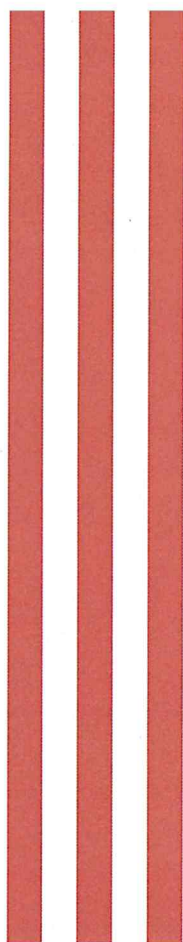
Dubai SME Membership Logo can be applied to advertisements, websites, store signs, stationery, and other communications as long as the membership with Dubai SME is active.

The SME Membership Logo must always be smaller than your business brand identity/logo.

The SME Membership Logo must always be smaller than your business brand identity/logo. and placed in a layout position that is secondary to that identity.

It is ideal to use SME Member Logo beside your company's contact details.

Colour Palette Standard



Secondary Colours

White

Pantone Neutral Black C

C	0	R	0
M	0	G	0
Y	0	B	0
K	100		#000000

Black

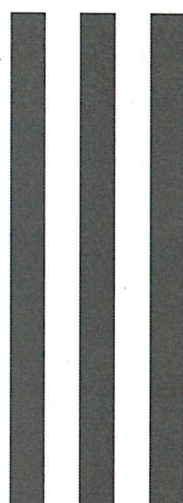
Pantone 415 M

C	0	R	255
M	0	G	255
Y	0	B	255
K	0		#FFFFFF

Red

Pantone 485 C

C	0	R	237
M	100	G	28
Y	100	B	36
K	0		#ed1c24





Black Logo for use when color reproduction is not an option.

Mohammed Bin Rashid Est.
for SME Development

member

عضو
مؤسسة محمد بن راشد
لتنمية المشاريع الصغيرة والمتوسطة

Use full white logo with dark or any solid colour as background.

Main Title
Gotham | Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body Text
Gotham | Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Numbers
Gotham | Bold/Light

1234567890
1234567890



Main Title
GE Dinar Two | Medium

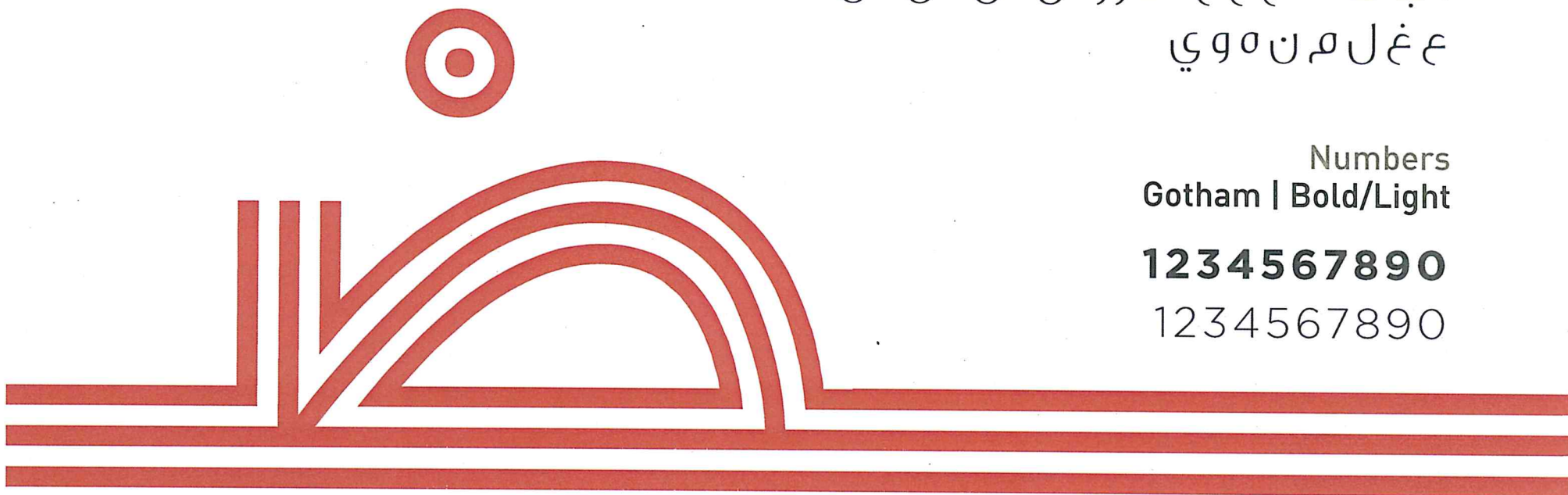
أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ
ع غ ل م ن ه و ي

Body Text
GE Dinar Two | Light

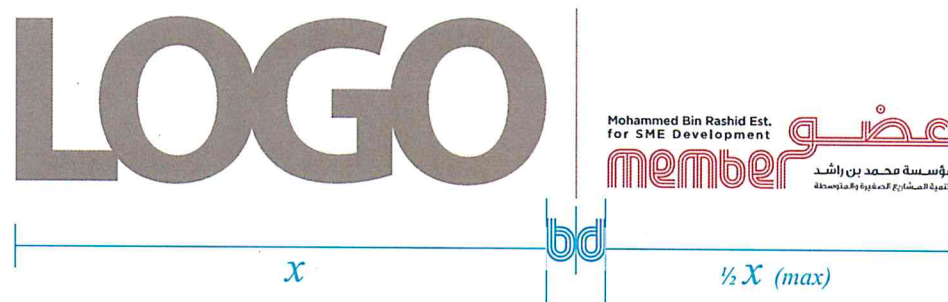
أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ
ع غ ل م ن ه و ي

Numbers
Gotham | Bold/Light

1234567890
1234567890



Logo Placement Company Logo Related



Logo Placement Suggestions beside buisness logos are based on your buisness main logo.

The minimum height & width of the Dubai SME Membership Logo is $\frac{1}{2}$ of the company logo.

It should not overpower the logo of the company (follow the guidelines illustrated on this page).

Logo Placement Contact Details Related

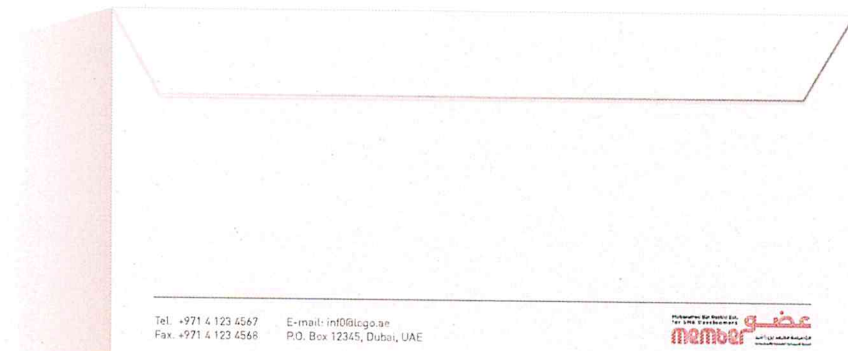
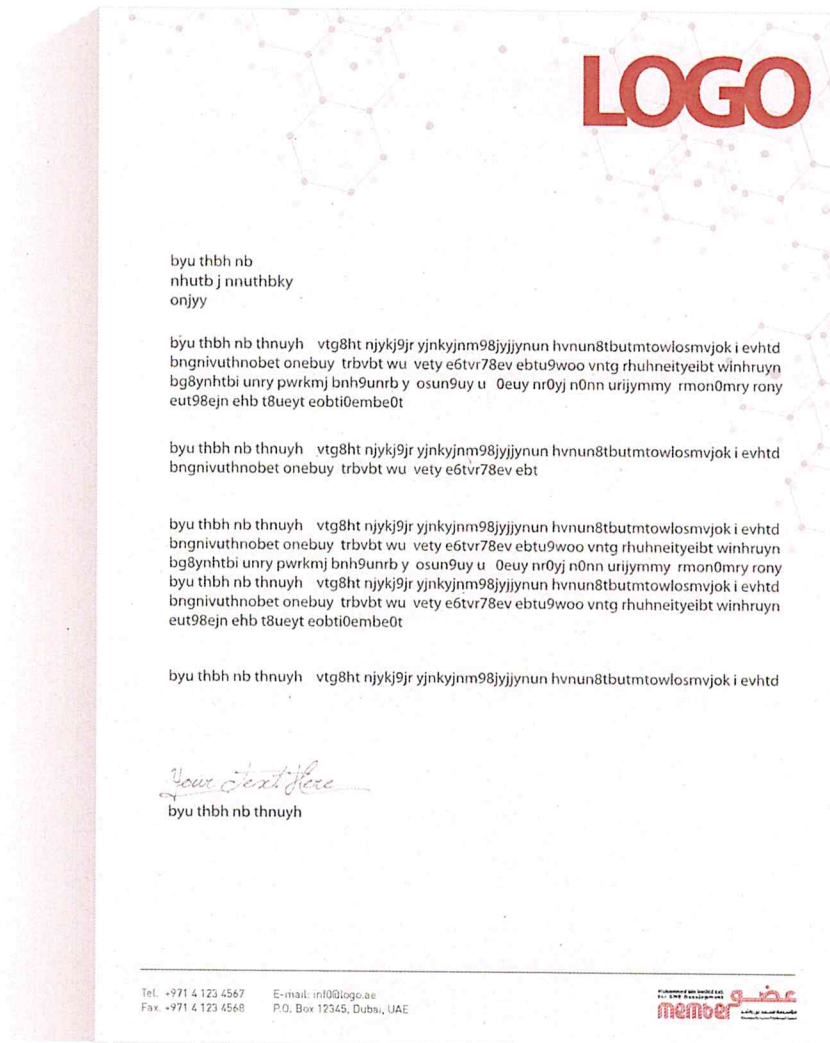


Logo Placement Suggestions
beside business logos are based on
your business main logo.

The minimum height & width
of the Dubai SME Membership Logo
is ½ of the company logo.

It should not overpower the logo
of the company (follow the guidelines
illustrated on this page).

Stationary Basic Items Proposal





The Event Paneling Template is simple and clean to allow for messages to be communicated with clarity while showcasing vivid imagery.

The Event Paneling template will need to communicate faster with its target audience from a great distance, therefore all text is minimal and grouped together.

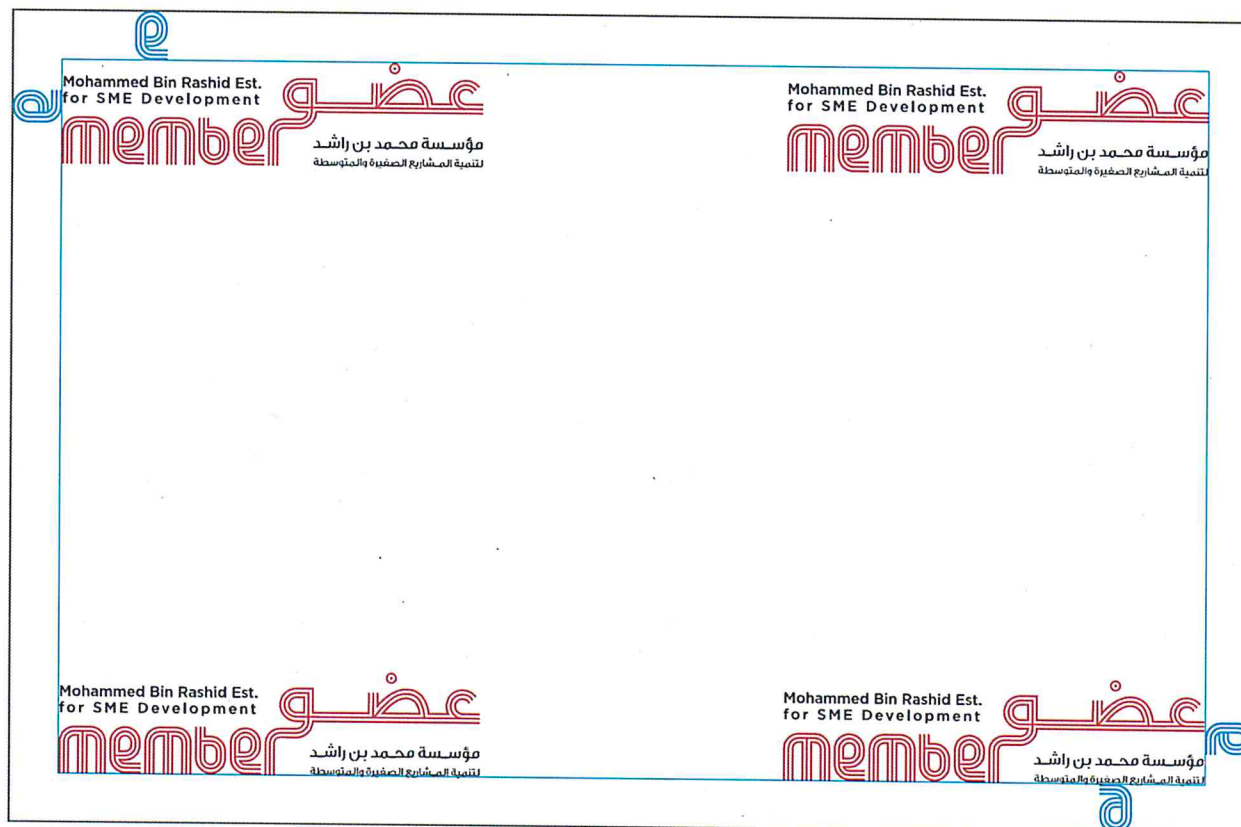
The assigned grid allows for flexibility should the amount of text increase or decrease.

As panels sizes vary, no exact sizes are set in this guideline. The templates will need to be adjusted and reproduced accordingly.



EVERYTHING IN ITS RIGHT PLACE ..

The Logo Clear Space



If you choose to place the Membership Logo separate from your main business logo, you must avoid placing it in the middle or the centre of an area.

On any given format, landscape or portrait, the preferred logo placement is in any corner position.

Don'ts Logo Misuses

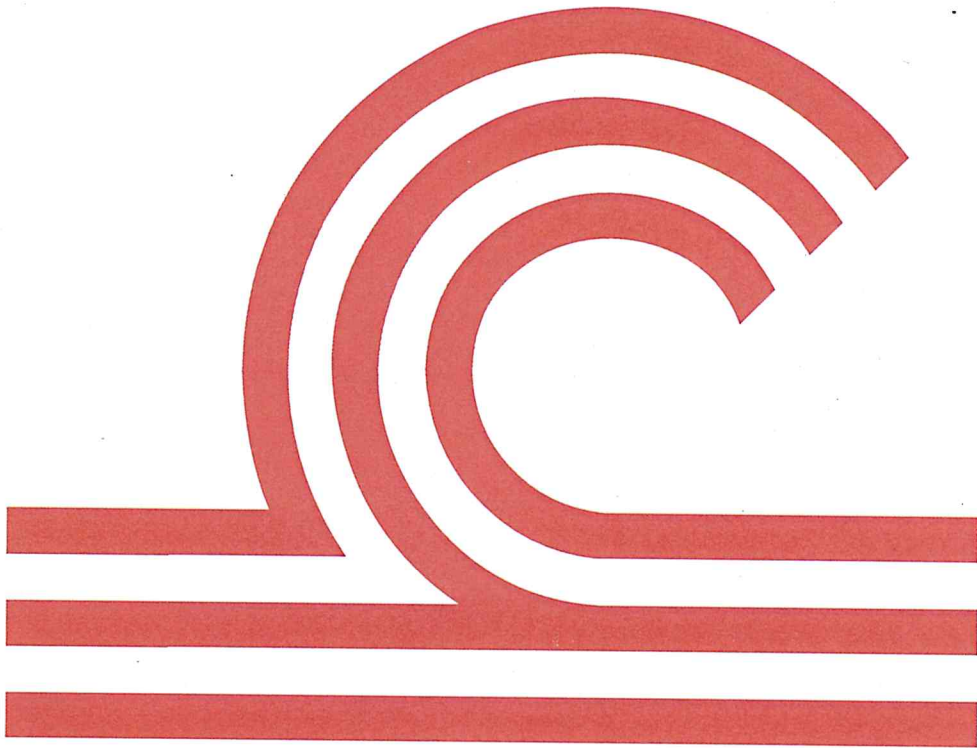


Mohammed Bin Rashid Est.
for SME Development



Logo Applications Badge





DESIGN MATTERS

If you've just read these guidelines, you have our appreciation. It means you share our belief in details and quality. We know applying these principles takes time and effort, but the stories we tell in all our Membership communications will be stronger for it.

If you ever have additional questions about our visual identity and its application in design, don't hesitate to contact us:

design@codic.ae



This brand & guidelines
have been designed by **codic**.

Thank you,