



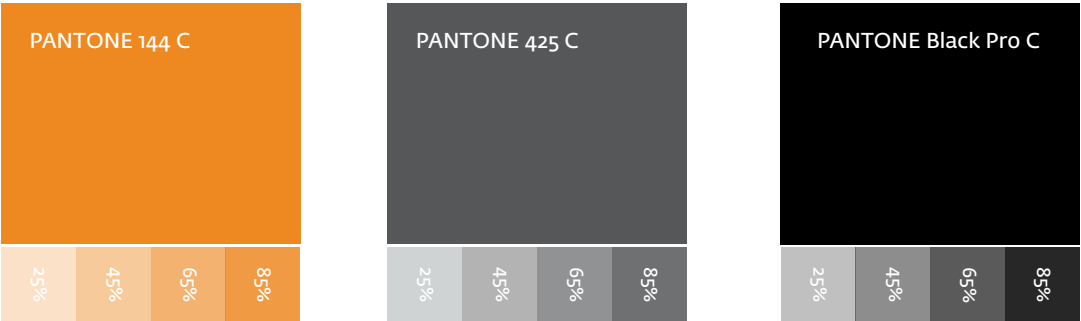
Abu Dhabi Strategy for People of Determination GUIDELINE



Colors

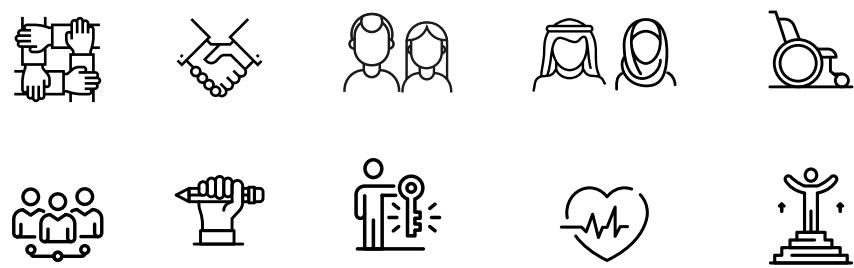
Color Used on themes Orange , grey
and black , text color dark grey

Main Colors



Icons style:
thin strokes,
colors: white, black and blue

Icons style



Typeface

Use Fedra Fonts always for titles
and body copy English or Arabic

English:

Used for titles, highlight text and headlines

Fedra sans sts Bold

Used for titles, headlines and running headlines.

Fedra sans sts Bold

Used for body copy book to light

Fedra sans sts Book

Arabic:

Fedra Sans Arabic AR Bold Used for titles, highlight text and occasional headlines

خ ف ع ط س م ض

Fedra Sans Arabic AR Meduim Used for titles, headlines and running headlines.

خ ف ع ط س م ض

Fedra Sans Arabic AR Book Used for body copy book to light

خ ف ع ط س م ض

Slogan

Extra font

Arabichandwritten for slogan AR

touchBase for slogan EN

نحن وياكم واحد

WE ARE ONE

#استراتيجية_أبوظبي_لأصحاب_الهمم

#AbuDhabiStrategyForPOD

Photography

Black and white images



Samples

