VOLUNTEERING
GUIDELINE

2020

White Logo

Our logo is the most visible element of Department of Community Development (DCD) brand identity – a universal signature across all brand communications. It's a guarantee of quality and heritage associated with the brand and what unites all brand programmes.

Vertical

Horizontal

دائـــرة تـنـمـيـة الـهجتـمع
DEPARTMENT OF COMMUNITY
DEVELOPMENT

دائـــرة تـنـمـيـة الـهجتـمع
DEPARTMENT OF COMMUNITY
DEVELOPMENT

White logo on background blue

Colors & Pattern

Color Used on themes Blue and
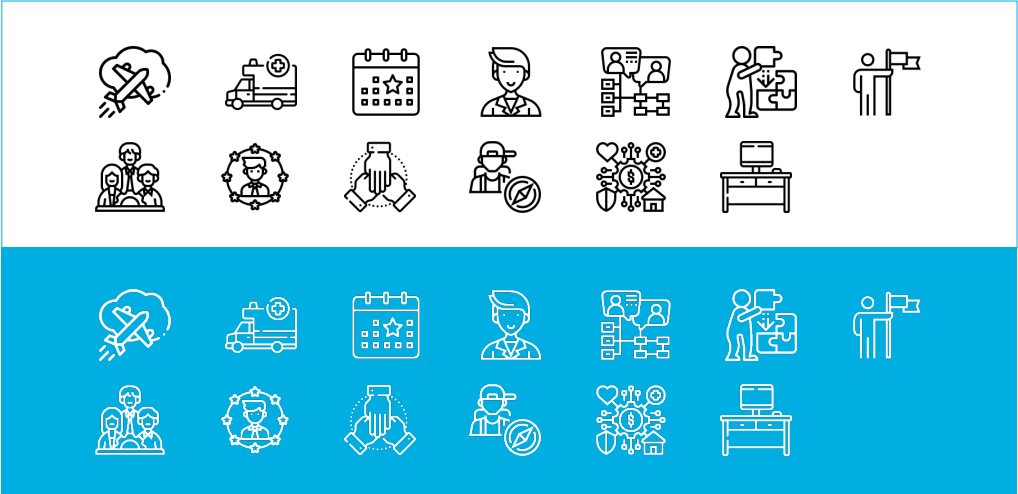white, text color black and blue

Gray pattern with multiply,
stroke 0.25%
opacity 40% or less

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

Colors & Pattern:

Main Color

#00C7D9 Pantone 306 C	85%
	65%
	45%
	25%

Text Color

#000000 Pantone Process black C	85%
	65%
	45%
	25%

Pattern

Icons Style:

Typeface

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

Extra font Arabichandwritten for titles only

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

ArabicHandwritten

خ ف ع ط س م ض

Photography

Black and white images
you can use blue shades on the
images with opacity 85% for covers

Used for Covers
Opacity:85%

Samples:

Policy Guideline
Name tags
Permissions