

Brand toolkit

Abu Dhabi Early Childhood Week

—
V.1, August 2024

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WED Movement Context

Brand architecture
ADEC week concept

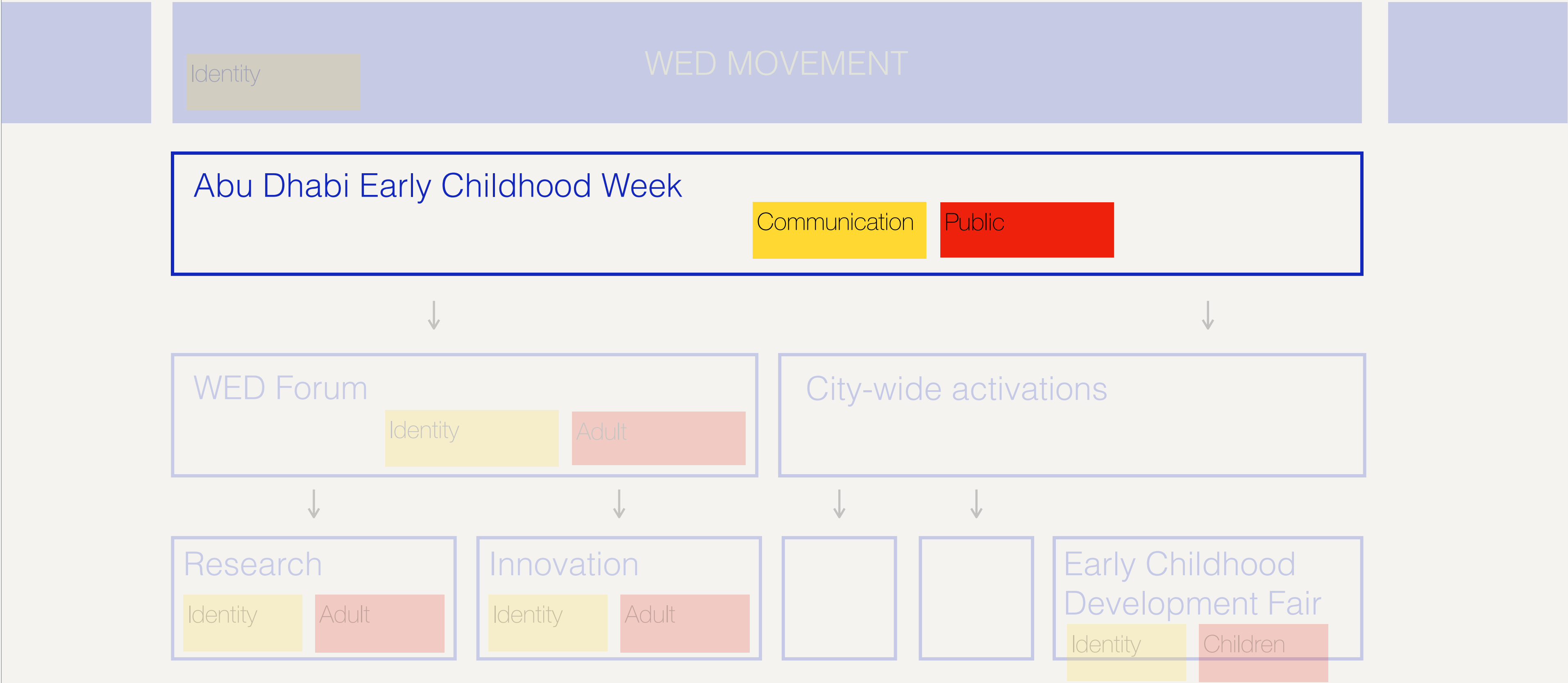
WED Movement Context

Brand architecture

WED Movement Context

The visual on the right showcases the hierarchical structure of the brand and visual identities within the WED movement universe.

It illustrates how elements have been adapted and extracted for various sub-initiatives under the broader WED movement umbrella.



WED Movement assets

- Logo contruction
- Logo clearspace
- Background behavior
- Misuse
- Co-branding

WED Movement assets

Logo construction

WED Movement assets



Logo clearspace

WED Movement assets



Background behavior

WED Movement assets

For solid-color backgrounds, choose a color that provides a strong and visually appealing contrast with the logo.

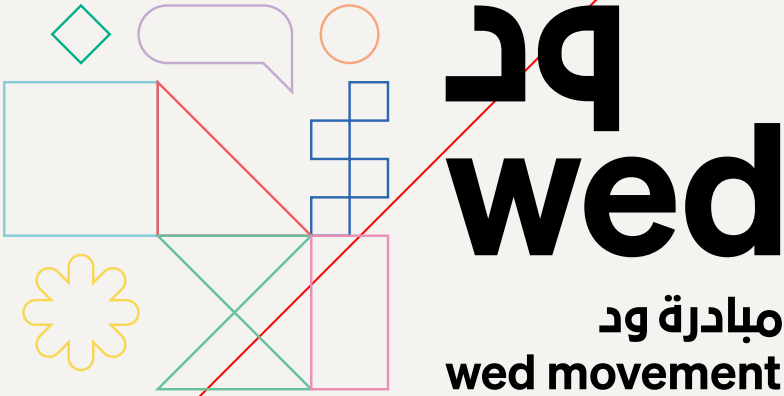
<p>Brand colors / light logo</p> 	<p>Brand colors / dark logo</p> 	<p>Brand colors / darker shade color</p> 
<p>Black / light logo</p> 	<p>Grey / light logo</p> 	<p>Brand colors / opposite color</p> 

Misuse

WED Movement assets

The logo should not be edited or modified in any shape, way or form. We want to ensure that the brand is applied consistently and correctly across all the platforms and touchpoints.

Do not outline the logo.



Do not remove elements of the logo.



Do not apply textures or effects on/over the logo.



Do not stretch the logo.



Do not use the logo with low background contrast.



Do not change the colors of the logo.



Co-branding

WED Movement assets

All communication shared by the Abu Dhabi Early Childhood Week should be co-branded with both the WED Movement and Abu Dhabi Early Childhood Authority’s logos.

In scenarios where the logos do not sit well together, a white box can be created around the brands to prioritize legibility.



Graphical elements

Graphical elements system
Application for different formats

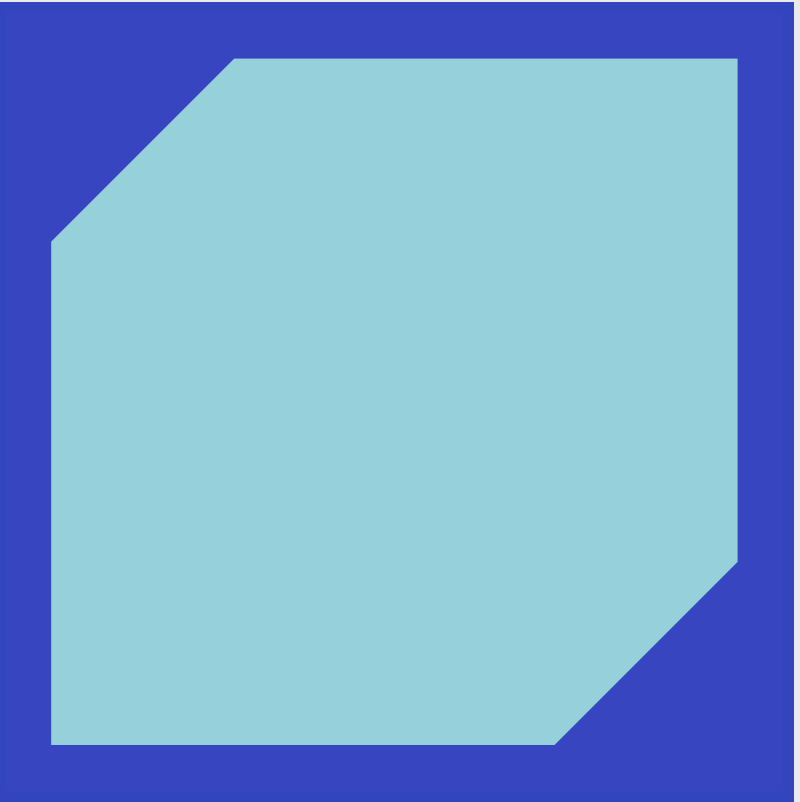
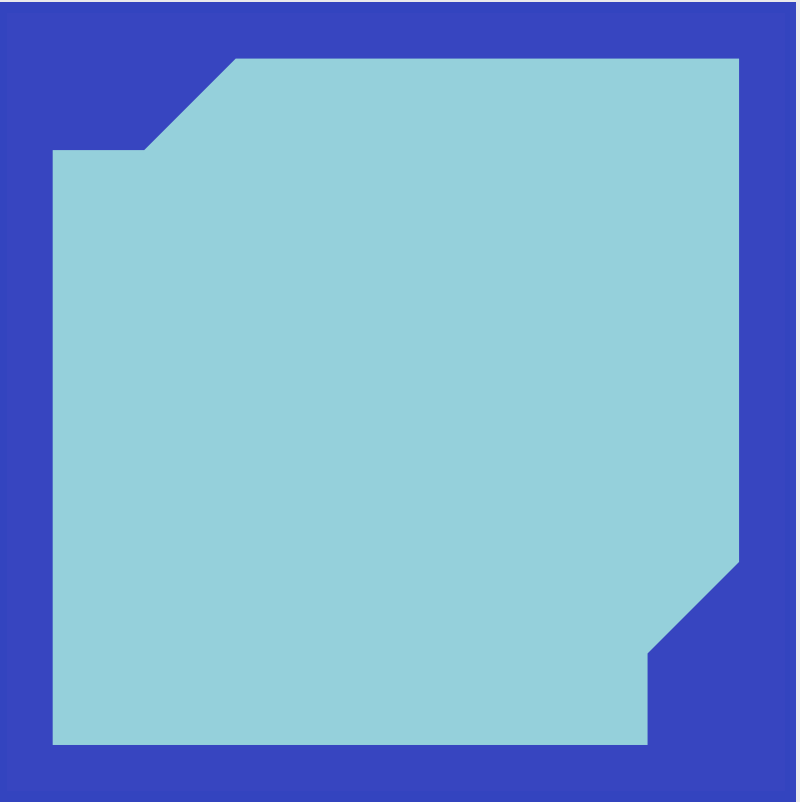
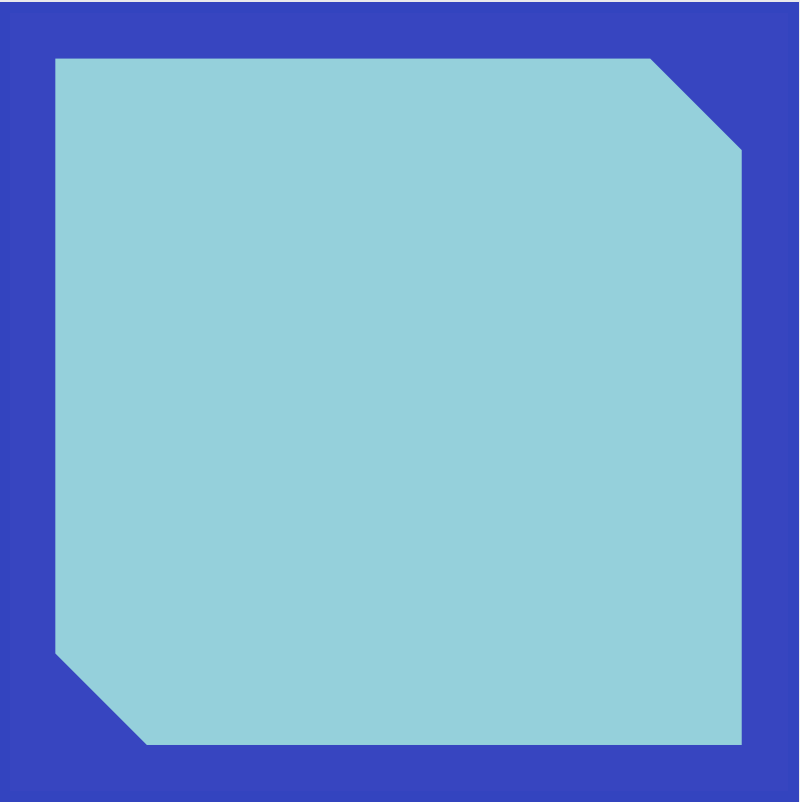
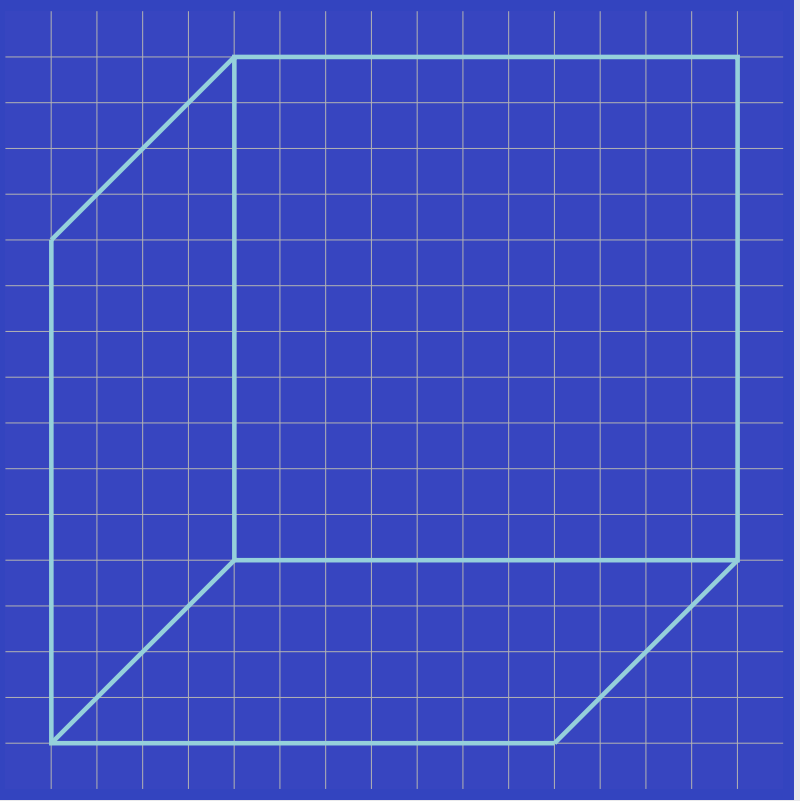
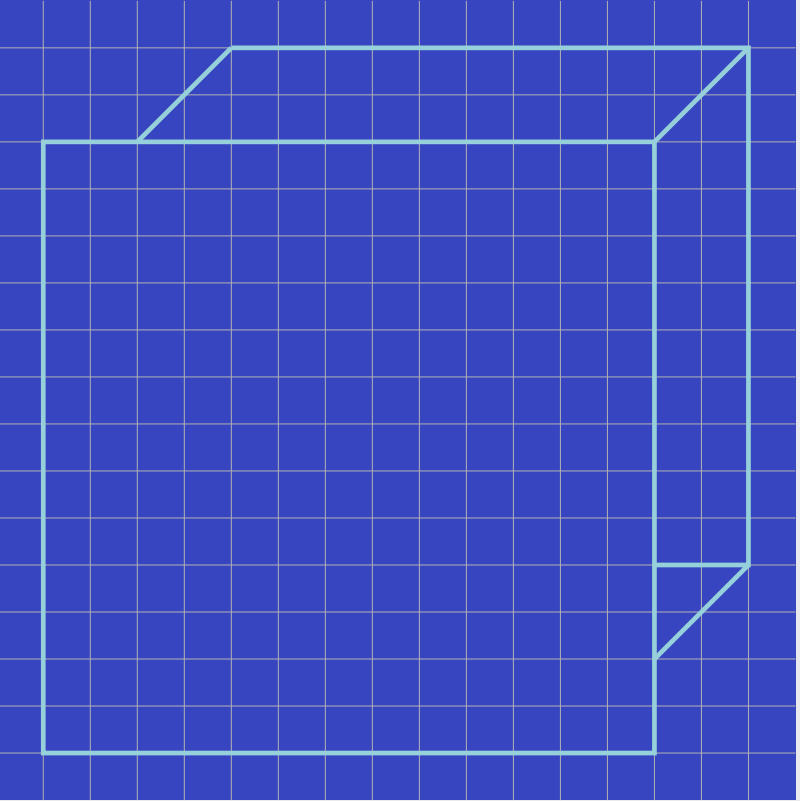
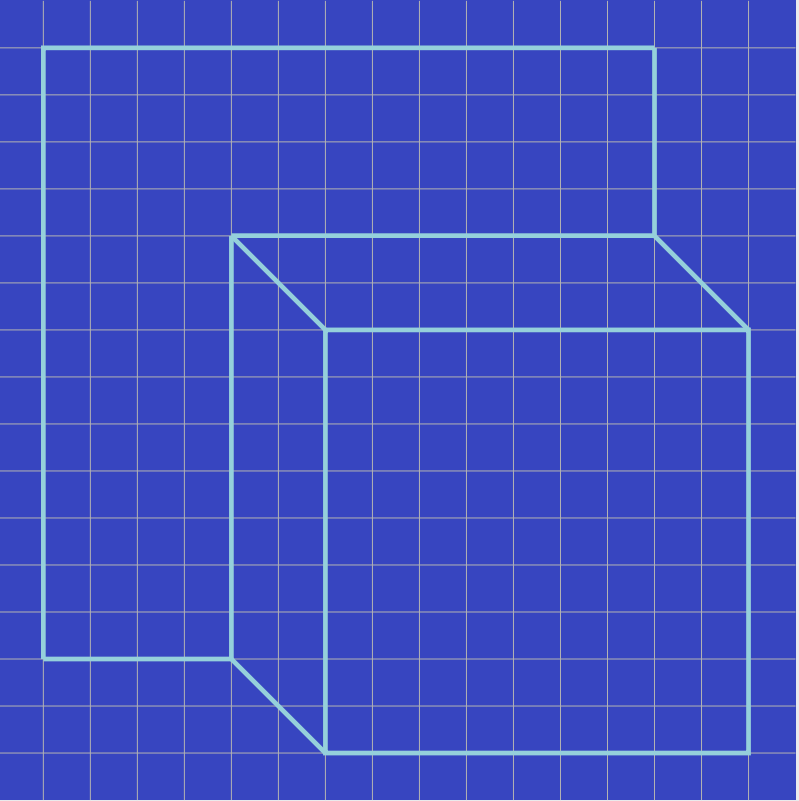
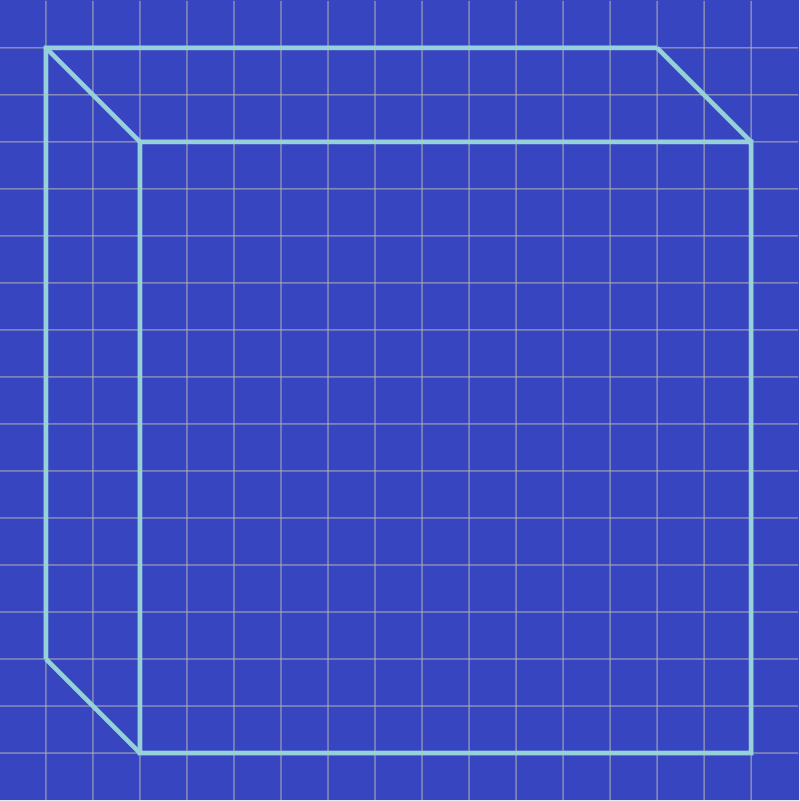
Graphical elements

Construction

Graphical elements

Our graphical language is inspired by the squarish structure surrounding the WED movement logo.

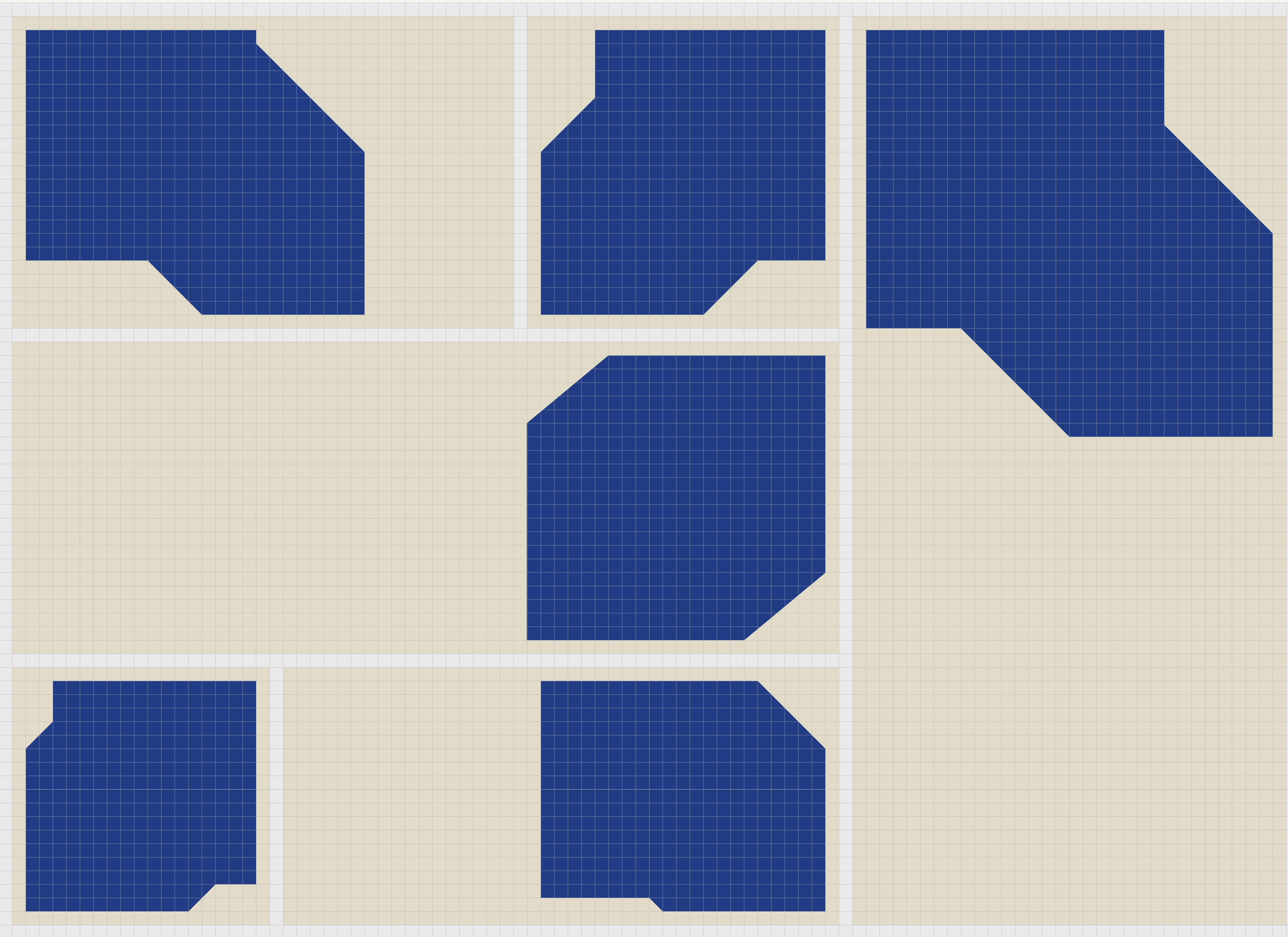
We extend its use by creating shapes to develop distinctive patterns that form the foundation of our communication.



Graphical elements for different formats

Graphical elements

On the right are examples of
graphical elements applied to
different formats.



Typography

- English typesetting
- Arabic typesetting
- Composition suggestions

Type

English typesetting

Typography

To ensure cohesiveness and enhance recall, it is essential to use a consistent font across all communication platforms.

The examples on the right illustrate the approved fonts. Consistent application of these fonts across all platforms and channels is crucial in order to reflect a strong brand.

CAPTIONS / DETAILS

291t ADIR REGULAR [RENT] →
FABRIKAT MONO →

MASSIVE TITLES IN CAPS

MANUKA BLACK →

TITLES [SUB TITLES IN CAPS]

ALWAYS MONTEFIORE →

BODY TEXT, LOWER CASE

MILO SERIF →

أسبوع لتنمية الطفولة المبكرة
ABU DHABI EARLY CHILDHOOD
DEVELOPMENT WEEK

EARLY CHILDHOOD

ABU DHABI EARLY
CHILDHOOD WEEK

The Abu Dhabi Early Childhood Week is set to galvanise the emirate's focus on early childhood development (ECD), highlighting the capital's critical role in nurturing children's growth and development across all facets of society.

Aligned with WED's themes of Intentional Parenting, culture and Identity, and Sustainable and Family-friendly Cities, Abu Dhabi aims to inspire community involvement and collaboration in advancing ECD.

The Abu Dhabi Early Childhood Week is set to galvanise the emirate's focus on early childhood development (ECD), highlighting the capital's critical role in nurturing children's growth and development across all facets of society.

Aligned with WED's themes of Intentional Parenting, culture and Identity, and Sustainable and Family-friendly Cities, Abu Dhabi aims to inspire community involvement and collaboration in advancing ECD.

Arabic typesetting
Typography

Much of the content for communication will be bilingual, requiring the development of collaterals that support and accommodate both languages. On the right are the approved fonts for Arabic typography.

CAPTIONS / DETAILS

291t ADIR REGULAR [RENT] →
FABRIKAT MONO →

أسبوع لتنمية الطفولة المبكرة
ABU DHABI EARLY CHILDHOOD
DEVELOPMENT WEEK

السباق الممتع
أسبوع لتنمية
الطفولة المبكرة

يهدف أسبوع أبوظبي للطفولة المبكرة إلى تحفيز تركيز الإمارة على تنمية الطفولة المبكرة، وتسليط الضوء على الدور الحاسم الذي تلعبه العاصمة في رعاية نمو الأطفال وتطورهم في جميع جوانب المجتمع.

وتماشياً مع موضوعات يوم البيئة العالمي للتمثلة في التربية للتعمدة والثقافة والهوية واللدن للمستدامة والصديقة للأسرة، تهدف أبوظبي إلى إلهام المشاركة المجتمعية والتعاون في النهوض بتنمية الطفولة المبكرة

يهدف أسبوع أبوظبي للطفولة المبكرة إلى تحفيز تركيز الإمارة على تنمية الطفولة المبكرة، وتسليط الضوء على الدور الحاسم الذي تلعبه العاصمة في رعاية نمو الأطفال وتطورهم في جميع جوانب المجتمع.

وتماشياً مع موضوعات يوم البيئة العالمي للتمثلة في التربية للتعمدة والثقافة والهوية واللدن للمستدامة والصديقة للأسرة، تهدف أبوظبي إلى إلهام المشاركة المجتمعية والتعاون في النهوض بتنمية الطفولة المبكرة

MASSIVE TITLES IN CAPS

← KANUN ARABIC

TITLES [SUB TITLES IN CAPS]

← BUKRA VARIABLE 600x70

BODY TEXT, LOWER CASE

← GRETA ARABIC

Composition suggestions

Typography

While we aim for consistency, we also recognize the need for dynamic layouts that enhance various content formats and engagement needs.

On the right, are examples of how we can maintain alignment with the grid while introducing creative and engaging formatting options to keep the content visually appealing.

ENGLISH →

ABU DHABI
EARLY
CHILDHOOD
WEEK

TUESDAY, 29TH OCTOBER
SATURDAY, 2ND NOVEMBER

The Abu Dhabi Early Childhood Week is set to galvanise the emirate's focus on early childhood development (ECD), highlighting the capital's critical role in nurturing children's growth and development across all facets of society.

Aligned with WED's themes of Intentional Parenting, culture and Identity, and Sustainable and Family-friendly Cities, Abu Dhabi aims to inspire community involvement and collaboration in advancing ECD.

← ARABIC

WWW.ECADEVWEEK.AE

أسبوع أبوظبي
للطفولة
المبكرة

الثلاثاء 29 أكتوبر
السبت 2 نوفمبر

يهدف أسبوع أبوظبي للطفولة المبكرة إلى تحفيز تركيز الإمارة على تنمية الطفولة المبكرة، وتسهيل الضوء على الدور الحاسم الذي تلعبه العاصمة في رعاية نمو الأطفال وتطورهم في جميع جوانب المجتمع.

وتماشياً مع موضوعات يوم البيئة العالمي المتمثلة في التربية للتعمدة والثقافة والهوية واللدن للمستدامة والصديقة للأسرة، تهدف أبوظبي إلى إلهام للمشاركة المجتمعية والتعاون في النهوض بتنمية الطفولة المبكرة.

يهدف أسبوع أبوظبي للطفولة المبكرة إلى تحفيز تركيز الإمارة على تنمية الطفولة المبكرة، وتسهيل الضوء على الدور الحاسم الذي تلعبه العاصمة في رعاية نمو الأطفال وتطورهم في جميع جوانب المجتمع.

وتماشياً مع موضوعات يوم البيئة العالمي المتمثلة في التربية للتعمدة والثقافة والهوية واللدن للمستدامة والصديقة للأسرة، تهدف أبوظبي إلى إلهام للمشاركة المجتمعية والتعاون في النهوض بتنمية الطفولة المبكرة.

BILINGUAL →

انضم إلينا في
أبوظبي
ABU DHABI

→ A WEEK FOCUSED ON
EARLY CHILDHOOD
أسبوع مخصص
للطفولة المبكرة

FROM
OCT 29TH
TO
NOV 2ND 2024
اكتوبر
نوفمبر

→ A WEEK FOCUSED ON
EARLY CHILDHOOD
أسبوع مخصص
للطفولة المبكرة

→ HOSTED IN
ABU DHABI
مستضاف
في أبوظبي

Colors

Color palette
Color combinations

Colors

Neutral tones

Colors

Neutral 01

RGB
255 240 221

CMYK
0 6 12 0

HEX
FFF0DD

PMS
7506 C

Neutral 02

RGB
218 214 211

CMYK
2 4 4 12

HEX
DAD6D3

PMS
Warm Gray 1 C

Neutral 03

RGB
255 249 236

CMYK
0 2 8 0

HEX
FFF9EC

PMS
Cool Gray 1 C

Collaboration red
Colors

Collaboration
Red

RGB
210 57 45

CMYK
0 86 63 0

HEX
D2392D

PMS
Red 032 C

Collaboration Red 2

RGB
149 40 31

CMYK
8 93 78 33

HEX
95281F

PMS
7628 C

Innovation orange

Colors

Innovation
Orange

RGB
238 160 111

CMYK
0 41 59 0

HEX
EEA06F

PMS
7410 C

Innovation Orange 2

RGB
229 115 31

CMYK
0 62 95 0

HEX
E5731F

PMS
158 C

Community green
Colors

Community
Green

RGB
65 146 112

CMYK
68 0 71 18

HEX
419270

PMS
7730 C

Community Green 2

RGB
49 92 74

CMYK
80 18 56 54

HEX
315C4A

PMS
626 C

Global blue
Colors

Global
Blue

RGB
58 70 185

CMYK
90 68 0 0

HEX
3A46B9

PMS
2728 C

Global Blue 2

RGB
49 59 127

CMYK
100 78 0 18

HEX
283B7F

PMS
7687 C

Transformation pink

Colors

Transformation
Pink

RGB
232 120 219

CMYK
16 60 0 0

HEX
E878DB

PMS
2375 C

Transformation Pink 2

RGB
207 161 222

CMYK
23 45 0 0

HEX
CFA1DE

PMS
529 C

Technology blue
Colors

Technology
Blue

RGB
132 197 228

CMYK
45 0 0 0

HEX
84C5E4

PMS
2905 C

Technology Blue 2

RGB
162 208 218

CMYK
34 0 6 0

HEX
A2D0DA

PMS
304 C

Future yellow
Colors

Future
Yellow

RGB
242 208 42

CMYK
0 14 100 0

HEX
F2D02A

PMS
116 C

Future Yellow 2

RGB
242 219 104

CMYK
0 4 62 0

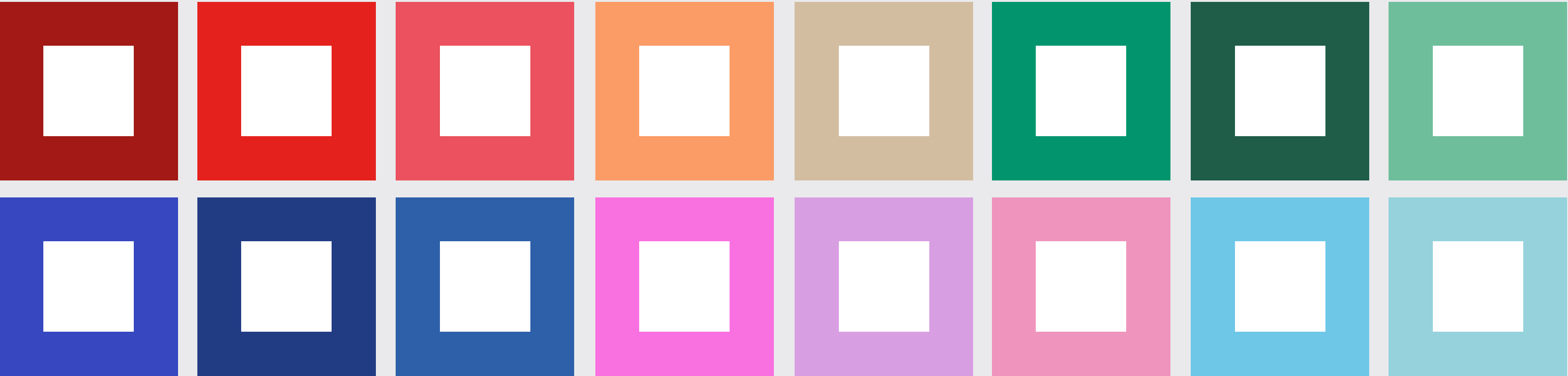
HEX
F2DB68

PMS
127 C

Extra contrast

Colors

White can be applied with the following colors from our palette. However, in some applications where high-contrast should be priority, use white only against the darker colors.



Low contrast

Colors

Not all colors in our palette work harmoniously together; for example, red on green is not the best for legibility.

The combinations below feature low-contrast pairings, best used for backgrounds in conjunction with our graphical elements.

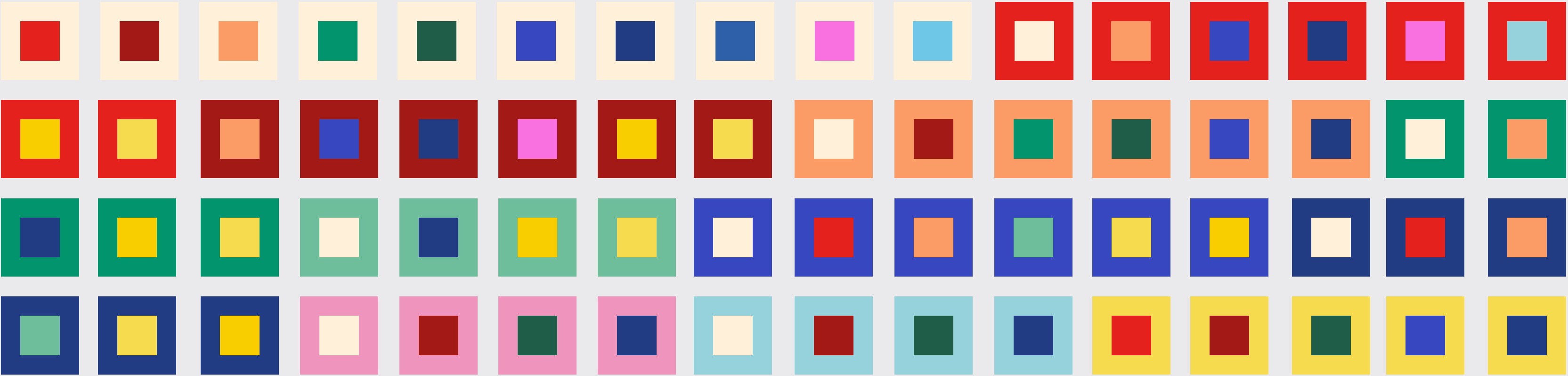
Always refer to the approved color breakdowns when creating color combinations.



Color combination

Colors

A wider selection of combinations is available for more expressive purposes. Use discretion and consider legibility when working with these pairings.



6.0 Imagery & Texture

Childhood imagery
Abu Dhabi imagery

Imagery

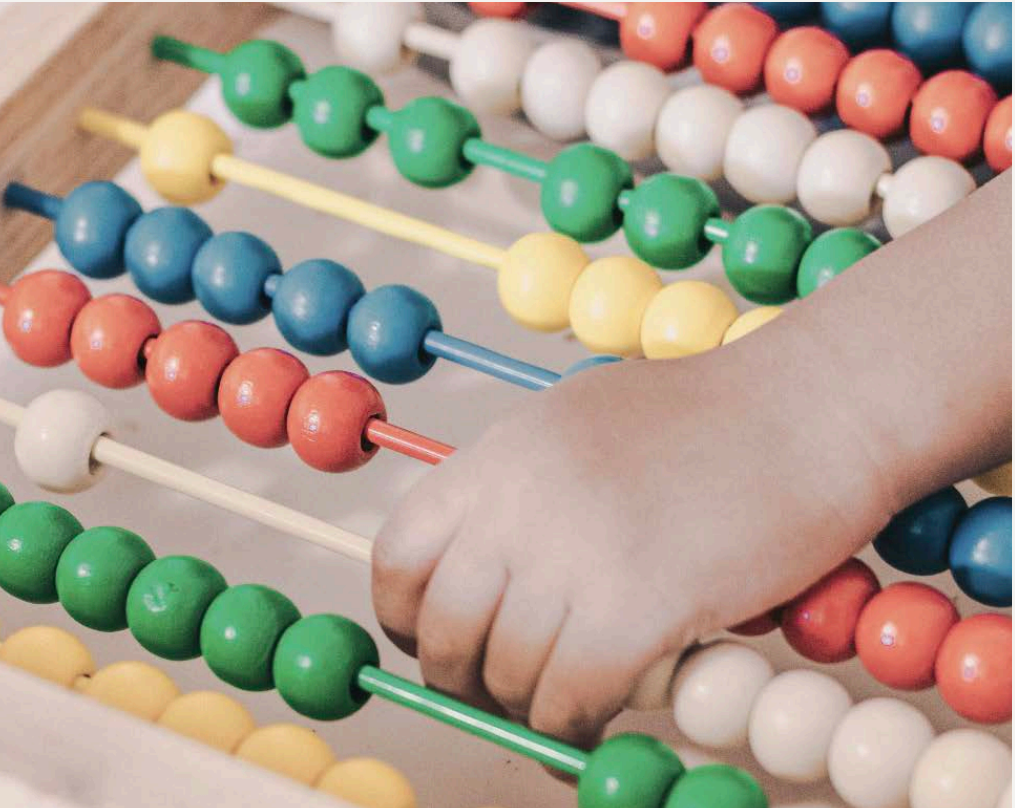
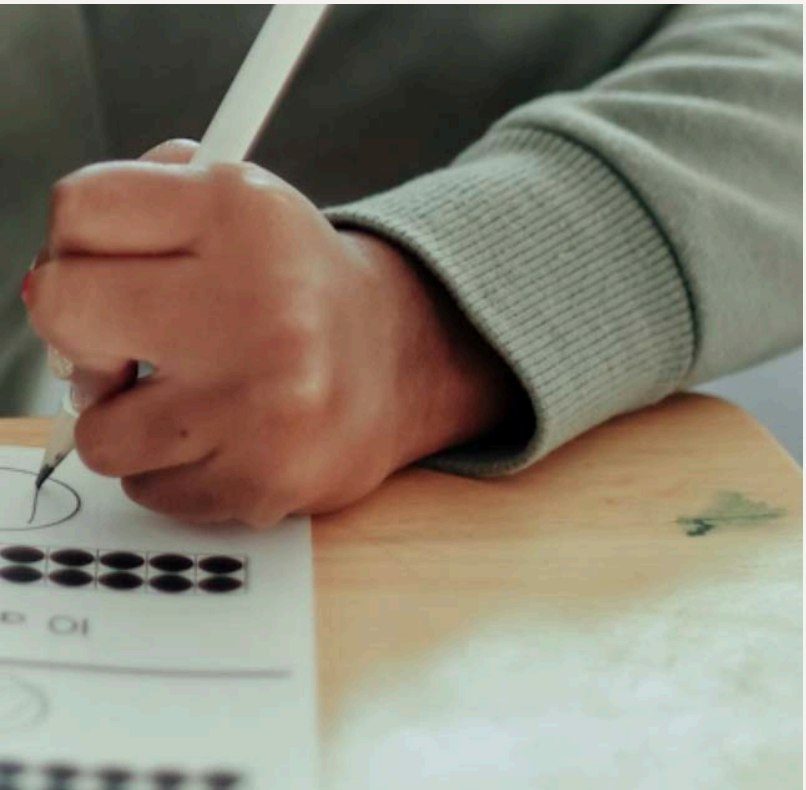
Childhood imagery

Imagery

Given the event's theme, we aim to highlight the concept of the 'little humans'.

Use imagery that capture moments of movement and action to convey the vibrancy and energy of the theme.

This approach will help illustrate the essence of the event by showcasing engaging and active scenarios that align with the overall message.



Abu Dhabi imagery

Imagery

In addition to highlighting the theme, incorporate imagery that highlights Abu Dhabi and the context that gave fuel to this Abu Dhabi Early Childhood Week.

Showcase Abu Dhabi by using photos that authentically represent its unique identity.

Focus on cultural spaces and elements that reflect the city's legacy and tradition, presented in a sophisticated way rather than relying on clichés.



Layout system

Print and digital grids
Layout examples

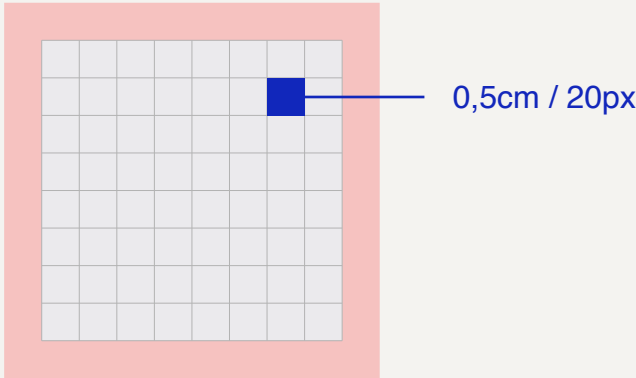
Layout system

Print and digital grids

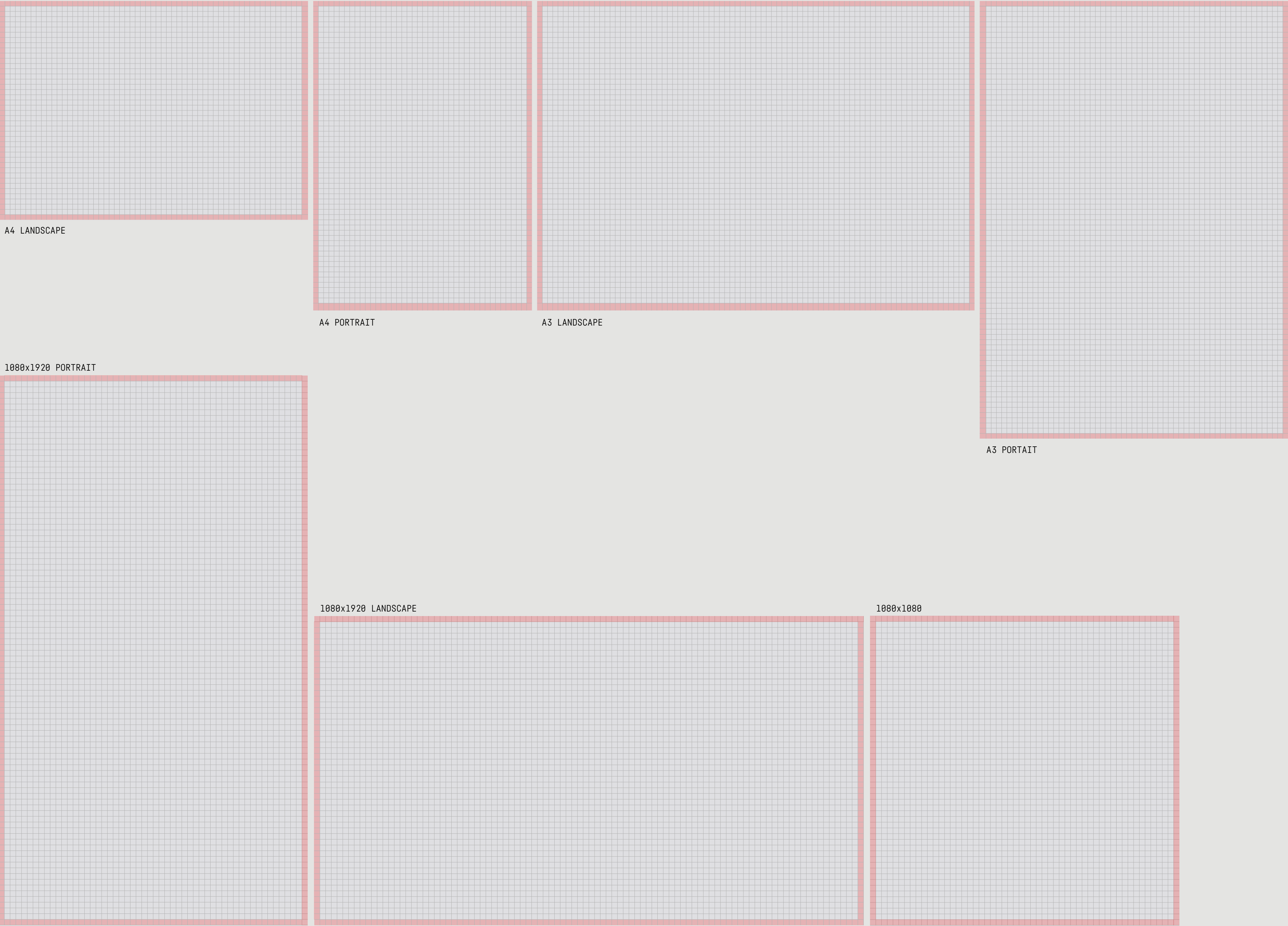
Layout System

Our grid system was created following a squarish grid structure that accommodates both graphical elements and typographic compositions in the layout.

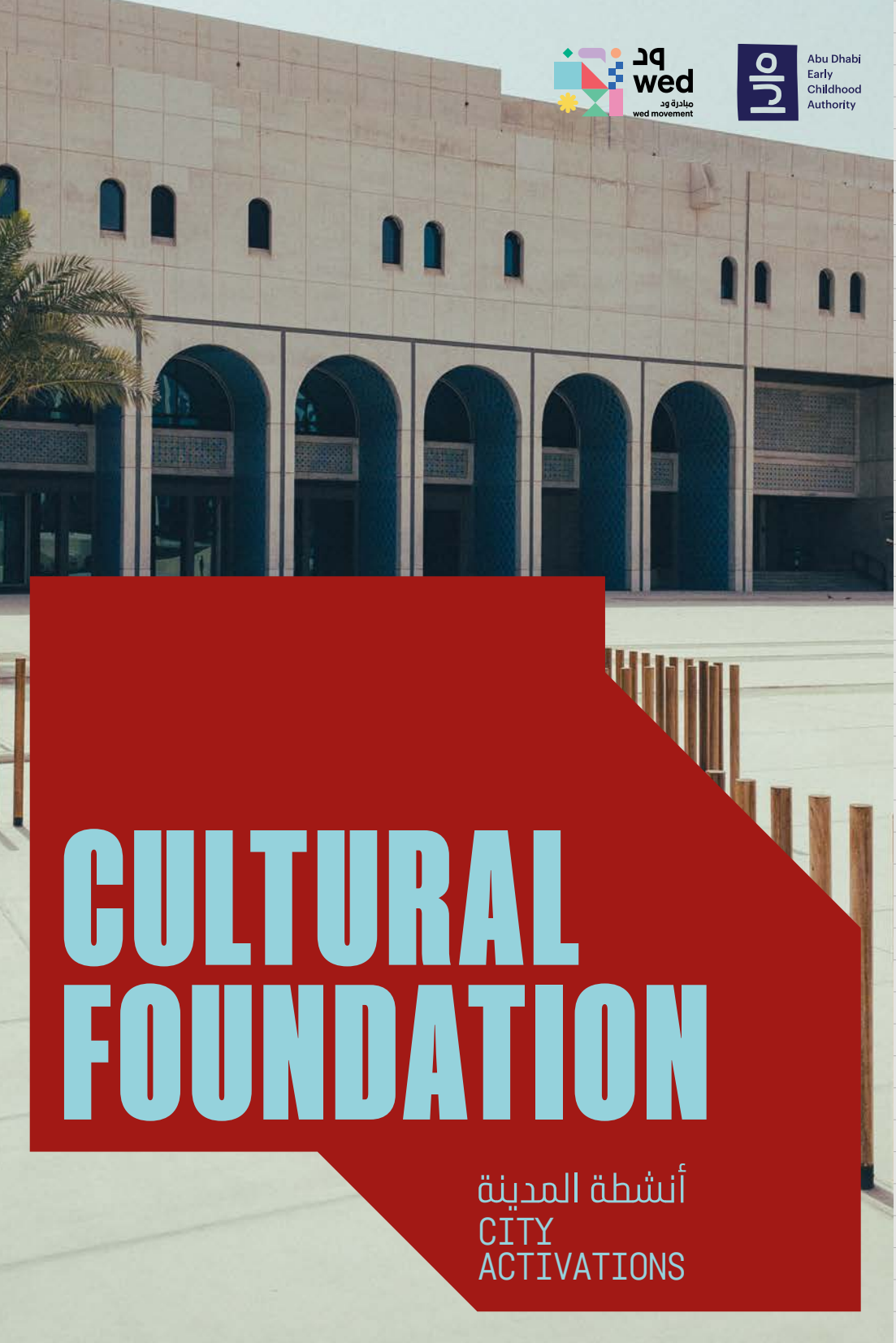
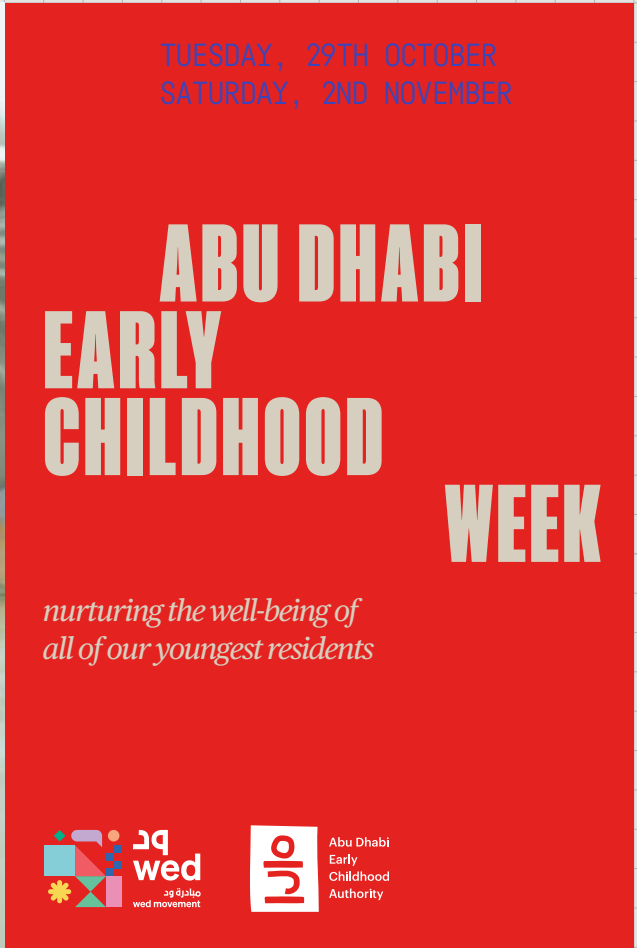
Grid module size
Print: 0,5 cm
Digital: 20px



When scaled to bigger sizes, the grid square size can be scaled up to accommodate for bigger formats.



Layout examples
Layout System



Layout system

Applications overview

Applications



