

**BRAND
GUIDELINE**
DUBAI-IT

Dubai-it
بي بي الأفعال

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Contact us on the below email for more information on brand usage.

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INTRODUCTION

DUBAI IT OVERVIEW

DUBAI-IT

OVERVIEW

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, and Ruler of Dubai, launched the “Dubai-it” initiative to highlight Dubai’s exceptional journey of progress and its development model built on action, dedication, and transforming the grandest ambitions into tangible achievements in record time. The initiative aims to instill in generations the spirit of Dubai — a spirit built on connecting big dreams to concrete actions and turning them into real accomplishments.

Today, Dubai has become a verb — “to Dubai-it” — symbolizing the achievement of something extraordinary in record time, and the

transformation of bold ideas into reality, just as the city itself transformed from desert to a global hub in a remarkably short span.

The initiative engages individuals and all institutions to shine a spotlight on progress and achievements accomplished in record time, showcasing Dubai’s spirit in driving transformation through the contributions and accomplishments of its people.

DEFINITION:

Dubai-it
[Dubai-it] verb

Dubai-it To Dubai-it is to achieve something extraordinary with excellence in record time.

It’s about turning big ideas into reality, just like Dubai’s incredible transformation from desert to global city in a short span.

Dubai-it
دبي في الأفعال



Vision and Inspiration

This initiative is inspired by the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum to turn big ideas into great achievements, and by his words: “We say what we do, and we do what we say.”

The “Dubai-it” initiative reflects His Highness’s thinking and exceptional leadership experience — a leadership model built on action, not on slogans or speeches.



BRAND MARK

DUBAI IT

PRIMARY LOGO

This logo presents a seamless integration of both Arabic and English, reflecting Dubai's cultural diversity and modern forward-thinking identity. The Arabic phrase which translates to "Dubai actions," is paired with the energetic English slogan "Dubai-it!" Together, they create a motivational and action-driven message, inspiring initiative and progress. The tagline invites people to showcase how Dubai is "Dubai-ing it" celebrating the city's relentless drive for innovation and achievement.

The typography is bold and slanted, symbolizing movement, energy, and ambition. This design choice reflects Dubai's vibrant and fast-paced approach to excellence, constantly pushing boundaries and progressing. The overall composition captures Dubai's dynamic spirit and positions the city as a hub where opportunities thrive and actions lead to meaningful change.



Dubai-it
دبي في الأفعال

Main logo English and Arabic

دبي في الأفعال
Dubai-it

Main logo Arabic and English

SECONDARY LOGOS



Arabic and English logo without (-) and (!)



Arabic and English logo with (-) and (!) on English



Arabic and English logo with (!) on English

Dubai it
دبي في الأفعال

English and Arabic logo without (-) and (!)

Dubai it!
دبي في الأفعال

English and Arabic logo with (!) in English

Another style
English and Arabic
Horizontal version

Dubai-it دبي في الأفعال

English and Arabic parallel version

Dubai-it

English alone

دبي في الأفعال

Arabic alone



Arabic and English logo without (-) on English



Arabic and English logo without (-) and (!) on English

Dynamic Logo



Arabic and English logo with (-) and (!) on English



Arabic and English logo without (-) and (!) on English



English and arabic logo with (-) and (!) on English



English and arabic logo without (-) and (!) on English



English and arabic logo without (-) and (!) on English

LOGO RATIO AND CLEAR SPACE

Clearspace ensures the sufficient space between the brandmark and other design elements are respected. Always allow for the minimum amount of clear space to avoid any undesired contact between the brandmark and other design elements.



X: UNIT
Measurement size 5 px

The space created from the last edge of the lockup to the next edge of any adjacent external element.

LOGO PLACEMENT & LAYOUTS

The examples here provide a visual reference to the preferred size and position of the stacked dual language logo placement. In all the cases shown we suggest sizing the logo at 20% of the height of the page.



TITLE MARK CO-BRANDING CONSTRUCTIONS

the Title Mark variation is to be used in endoresementco-branding cases. As indicated below as standard systems to be followed considering minimum space & size established.

It is advised to use the black and white versions of any co-brands, to maintain a cohesive and a balanced look.



X: UNIT
Measurement size 5 px

The space created from the last edge of the lockup to the next edge of any adjacent external element.

LOGO PLACEMENT WITH PARTNERS

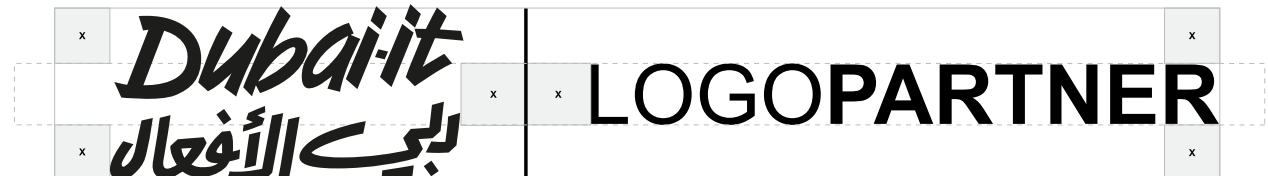
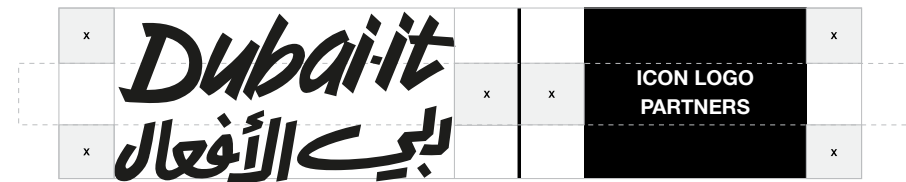
In co-branding, Dubai-It logo will be used before the participating brand.

- For new joint products or services.
- For events with joint hosts.

When an entity, partner, or any brand publishes materials related to the **Dubai-it** initiative, the **Co-Branding** Lockup must be used to represent the collaboration.

- The **Dubai-it primary logo** should always appear in equal balance with the partner's logo.
- Maintain **clear space** around both logos, ensuring visibility and legibility.
- Logos should never overlap or be altered in proportion, size, or color.
- A **divider line** or neutral spacing may be used to separate the two logos.
- Alignment should be horizontal wherever possible, with both logos sharing equal prominence.
- Minimum size and safe zone guidelines of the Dubai-it logo must always be respected.

This lockup ensures that Dubai-it's identity is preserved while highlighting partnerships and collaborations with other entities.



X: UNIT

Measurement size 5 px

The space created from the last edge of the lockup to the next edge of any adjacent external element.

PRIMARY ENGLISH FONT

Adelle Sans is a humanist sans-serif typeface that offers readability and a friendly yet professional tone. Its clean lines make it approachable, while its range of weights (from light to heavy) allows for flexibility in expressing different aspects of the initiatives dynamic message, from bold calls to action to more subtle, informative elements. This makes it ideal for a initiative that balances motivation with accessibility

Adella Sans Light

A B C D E F G H I
J K L M N O P Q R S
T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 0 !
@ # \$ % ^ & * ()

a b c d e f g h i j k l
m n o p q r s t
u v w x y z

Adella Sans Regular

A B C D E F G H I
J K L M N O P Q R S
T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 0 !
@ # \$ % ^ & * ()

a b c d e f g h i j k l
m n o p q r s t
u v w x y z

Adella Sans Semibold

A B C D E F G H I
J K L M N O P Q R S
T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 0 !
@ # \$ % ^ & * ()

a b c d e f g h i j k l
m n o p q r s t
u v w x y z

Adella Sans Bold

A B C D E F G H I
J K L M N O P Q R S
T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 0 !
@ # \$ % ^ & * ()

a b c d e f g h i j k l
m n o p q r s t
u v w x y z

Adella Sans Extrabold

A B C D E F G H I
J K L M N O P Q R S
T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 0 !
@ # \$ % ^ & * ()

a b c d e f g h i j k l
m n o p q r s t
u v w x y z

Adella Sans Regular

A B C D E F G H I
J K L M N O P Q R S
T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 0 !
@ # \$ % ^ & * ()

a b c d e f g h i j k l
m n o p q r s t
u v w x y z

PRIMARY ARABIC FONT

29 LT Zarid Sans, complements this by ensuring a cohesive and seamless visual transition between Arabic and Latin scripts. Its clear, modern design aligns perfectly with the initiatives focus on innovation, progress, and bilingual inclusivity.

Thin

دبي الأفعال

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

٩٨٧٦٥٤٣٢١٠

Light

دبي الأفعال

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

٩٨٧٦٥٤٣٢١٠

Regular

دبي الأفعال

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

٩٨٧٦٥٤٣٢١٠

Medium

دبي الأفعال

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

٩٨٧٦٥٤٣٢١٠

Bold

دبي الأفعال

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

٩٨٧٦٥٤٣٢١٠

Black

دبي الأفعال

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

٩٨٧٦٥٤٣٢١٠

INCORRECT USAGE ON BACKGROUNDS AND BRAND PLACEMENT

In order to maintain brand legibility and consistency in representation, the brand mark should not be placed on backgrounds as indicated in the below scenarios:

- Negative version on light shades
- Primary Black version on dark shades
- Placed in a framed form as a background unless the shape is part of the established brand asset library
- Do not place the logo on low-contrast photographs.
- Do not crop the Logo



INCORRECT USAGE

Below are some examples of incorrect usage of the brandmark.

These must be avoided in all cases.

- Do not Change the logo
- Do not outline the brandmark
- Do not add any effects to the brandmark
- Do not alter proportions
- Do not add contrass shadow
- Do not create a new lockup
- Do not rotate
- Do not stretch
- Do not rescale parts



GENERAL BRAND ELEMENT

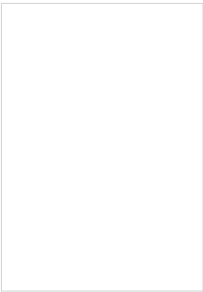
DUBAI IT

BRAND COLORS

Our brand uses **black** as the primary wordmark color, ensuring clarity and consistency across all applications. Black also serves as the main typography color when used on **light-colored backgrounds**, delivering legibility and strength to our communications.

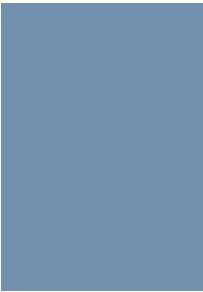
At the same time, the Dubai-it brand embraces a **diverse and vibrant color palette**. This expanded spectrum reflects **Dubai’s diversity, dynamism, and inclusivity**. It ensures the brand can resonate across **multiple sectors**, adapt to different contexts, and speak to a wide range of audiences.

Each color in the palette has been carefully selected to symbolize Dubai’s role as a global hub: diverse in culture, bold in ambition, and unified in spirit. By combining a strong primary anchor (black) with a versatile palette, the brand balances **stability** and **adaptability**, ensuring it remains both iconic and flexible in every sector it touches.



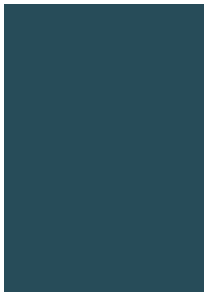
#FFFFFF

CMYK : 0, 0, 0, 0
RGB : 255, 255, 255



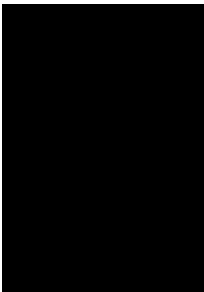
#E3DFFB

CMYK : 8, 11, 0, 0
RGB : 114, 145, 175



#274C59

CMYK : 90, 58, 48, 31
RGB : 39, 76, 89



#000000

CMYK : 100, 100, 100, 100
RGB : 0, 0, 0



#CCDBBB

CMYK : 22, 3, 32, 0
RGB : 204, 219, 187



#70A082

CMYK : 65, 18, 60, 1
RGB : 112, 160, 130



#E3DFFB

CMYK : 8, 11, 0, 0
RGB : 227, 223, 251

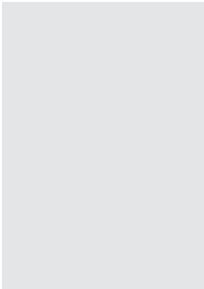


#972017

CMYK : 23, 100, 100, 19
RGB : 151, 32, 23

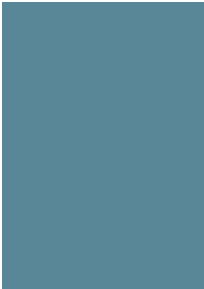
SECONDARY BRAND COLORS

These colors are only to be used in background and graphic asset elements.



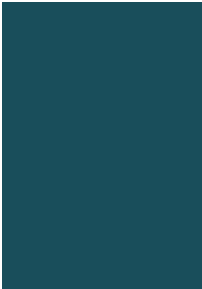
#E4E5E6

CMYK : 9, 6, 6, 0
RGB : 228, 229, 230



#598798

CMYK : 73, 34, 32, 2
RGB : 89, 135, 152



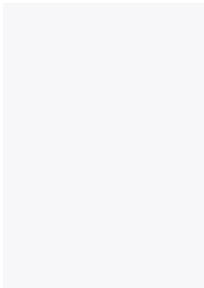
#194E5B

CMYK : 96, 55, 49, 30
RGB : 25, 78, 91



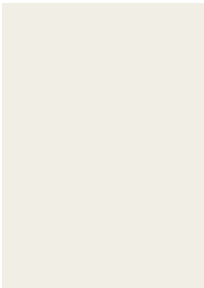
#BB674D

CMYK : 16, 73, 77, 3
RGB : 187, 103, 77



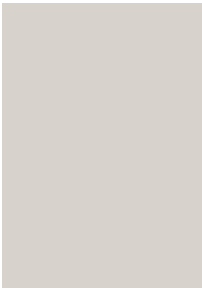
#F7F7F9

CMYK : 2, 1, 0, 0
RGB : 247, 247, 249



#F1EEE6

CMYK : 4, 4, 8, 0
RGB : 241, 238, 230



#D8D2CC

CMYK : 13, 13, 16, 0
RGB : 216, 210, 204



#B69E83

CMYK : 27, 36, 51, 1
RGB : 182, 158, 131

LOGO IN COLORS

The logo must be displayed above our brand color palette.
If the communication is conducted by a third party, use a solid color, or one that matches the brand color palette, photos, or videos that allow our logo to be read and understood.



GENERAL GRAPHIC ASSETS

As part of the brand's visual language, a collection of graphic elements have been established to live throughout the full term of this identity

WE DO!!

**WE SAY WHAT WE DO
AND WE DO WHAT WE SAY**

**نقول ما نفعل
ونفعل ما نقول**

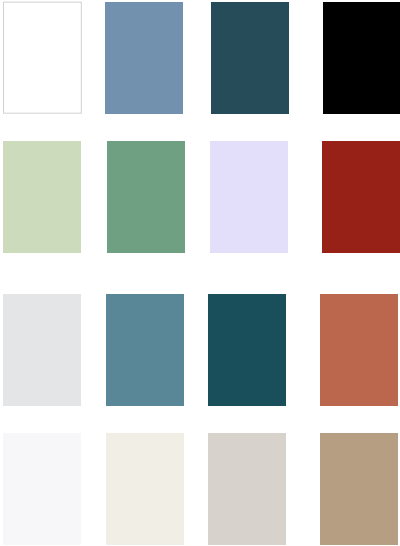
**الطموح يصنع
المعجزات**

**WHEN DUBAI
SAYS SOMETHING
DUBAI DOES IT!**

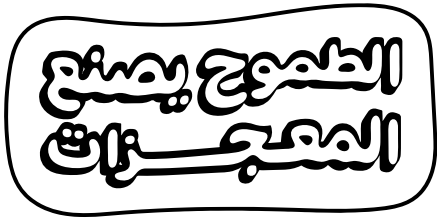
**MAKING
DREAMS
HAPPEN!**



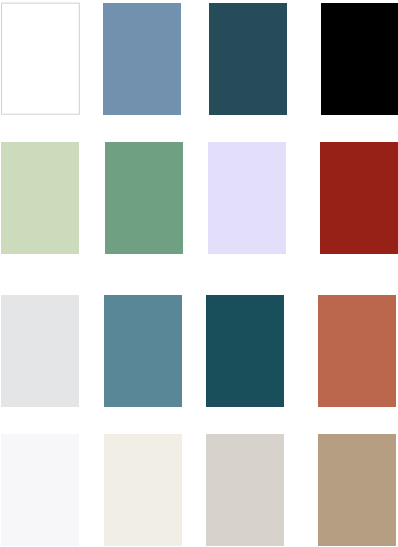
Primary Graphic Elements (Stickers)



These color palette themes can be used to change the color of the sticker



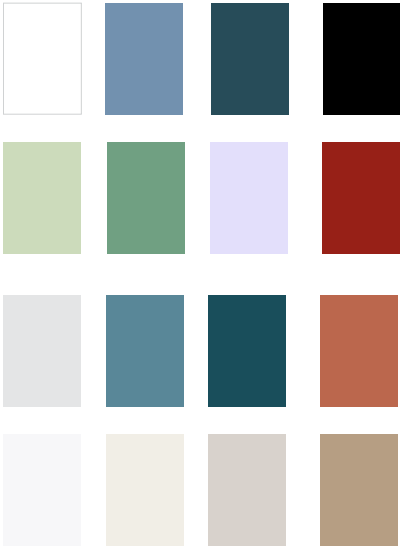
Primary Graphic Elements (Stickers)



These color palette themes can be used to change the color of the sticker



Primary Graphic Elements (Stickers)



These color palette themes can be used to change the color of the sticker

WE DO!!



Primary Graphic Elements (Stickers)

These color palette themes can be used to change the color of the sticker



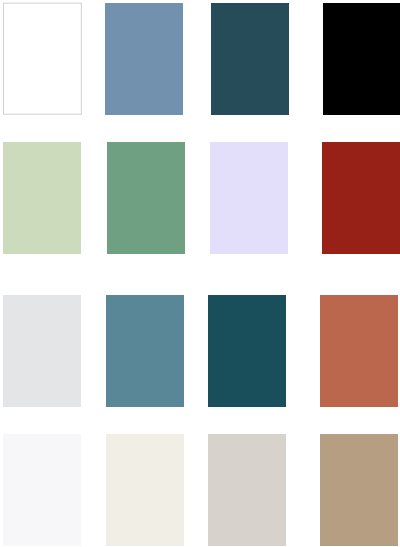
Primary Graphic Elements (Stickers)



These color palette themes can be used to change the color of the sticker



Primary Graphic Elements (Stickers)

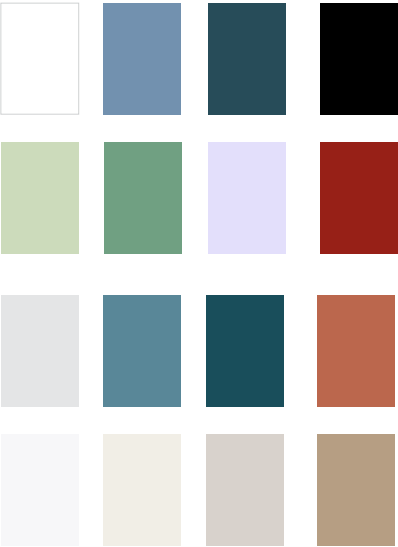
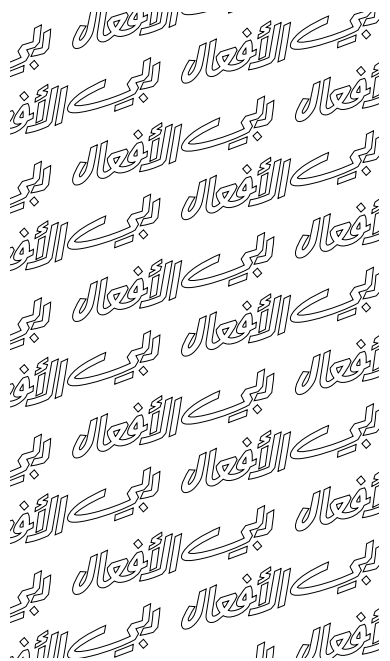


These color palette themes can be used to change the color of the sticker



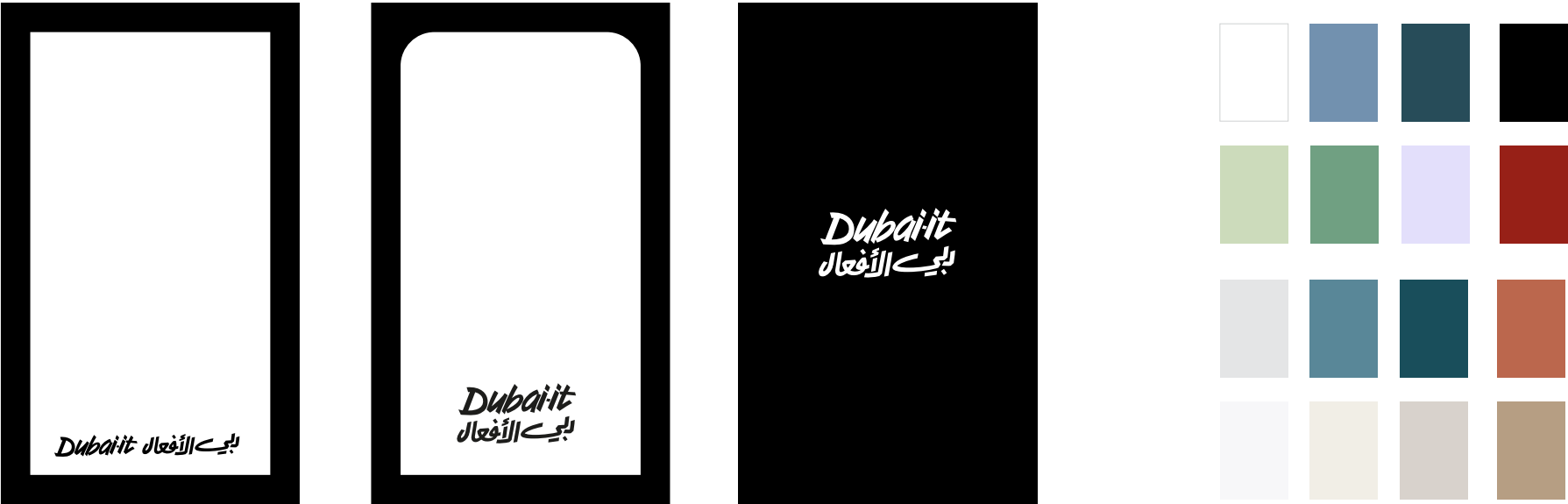
Supporting Graphics Pattern

These color palette themes can be used to change the color of the sticker



Supporting Graphics Pattern

These color palette themes can be used to change the color of the sticker



Social Media repost template

These color palette themes can be used to change the color of the sticker

INITIATIVE GUIDELINES

DUBAI IT

SOCIAL MEDIA INITIATIVE STRATEGY

Key Messaging:

“We Say What we Do, and We Do What We Say”

- Dubai it: Actions Speak Louder Than Words
- Capture the Transformation, Celebrate the Achievement
- Before and After: Your Lens on Dubai's Incredible Journey
- Document the City of Action: Dubai it
- From Vision to Reality: Share Your #Dubai-it Story

Hashtags:

#دبي-الأفعال #dubai-it

INITIATIVE OBJECTIVES

The "Dubai-it" initiative is designed to celebrate Dubai's remarkable achievements, inspiring individuals and organizations to document and share the city's transformation through visual storytelling. The initiative seeks to engage the public in a collaborative effort to highlight Dubai's growth, innovation, and the ambitious projects that have shaped its skyline, infrastructure, and global standing.

With this strategy, the "Dubai-it" initiative aims to celebrate Dubai's growth by involving its people, businesses, and global admirers in a visual storytelling journey that highlights the city's transformation from a local hub to a global icon of innovation and success.

- **Raise Awareness**
Promote Dubai's global image as a city of action and achievement through user-generated content
- **Engage Communities**
Involve both residents and visitors in the narrative of Dubai's transformation by encouraging participation
- **Showcase Transformation**
Highlight the contrast between Dubai's past and present to inspire pride and global admiration
- **Boost Digital Footprint**
Increase social media mentions, interactions, and visibility through the use of the hashtags #dubai-it and #دبي-الأفعال

ORIGINAL

EDITED:

Overlay > Opacity 50% > Noise 13% -
Monochromatic / Uniform

EDITED:

Overlay > Opacity 50% > Noise 13% -
Monochromatic / Uniform

PHOTO EDITING STYLE

Follow the below sequence to edit new photos that are not from the existing photo library in order to maintain established brand system.

* Note that the brand does not own the rights to the photo



ORIGINAL PHOTO

EDITED WITH GRAIN FILTER FOLLOWING
THE BELOW INSTRUCTIONS :

Use Adobe Illustrator > select the photo > go to Effect > Grain > adjust contrast & intensity to 50% > select Soft Grain then apply .

PHOTOGRAPHY TREATMENT

Photos used for the reflect phase should always be treated using the grain effect to maintain a cohesive look & feel as part of the brand's communication system.

On the right is an illustrated example with instructions that need to be maintained for all photo content published as part of the reflect phase.

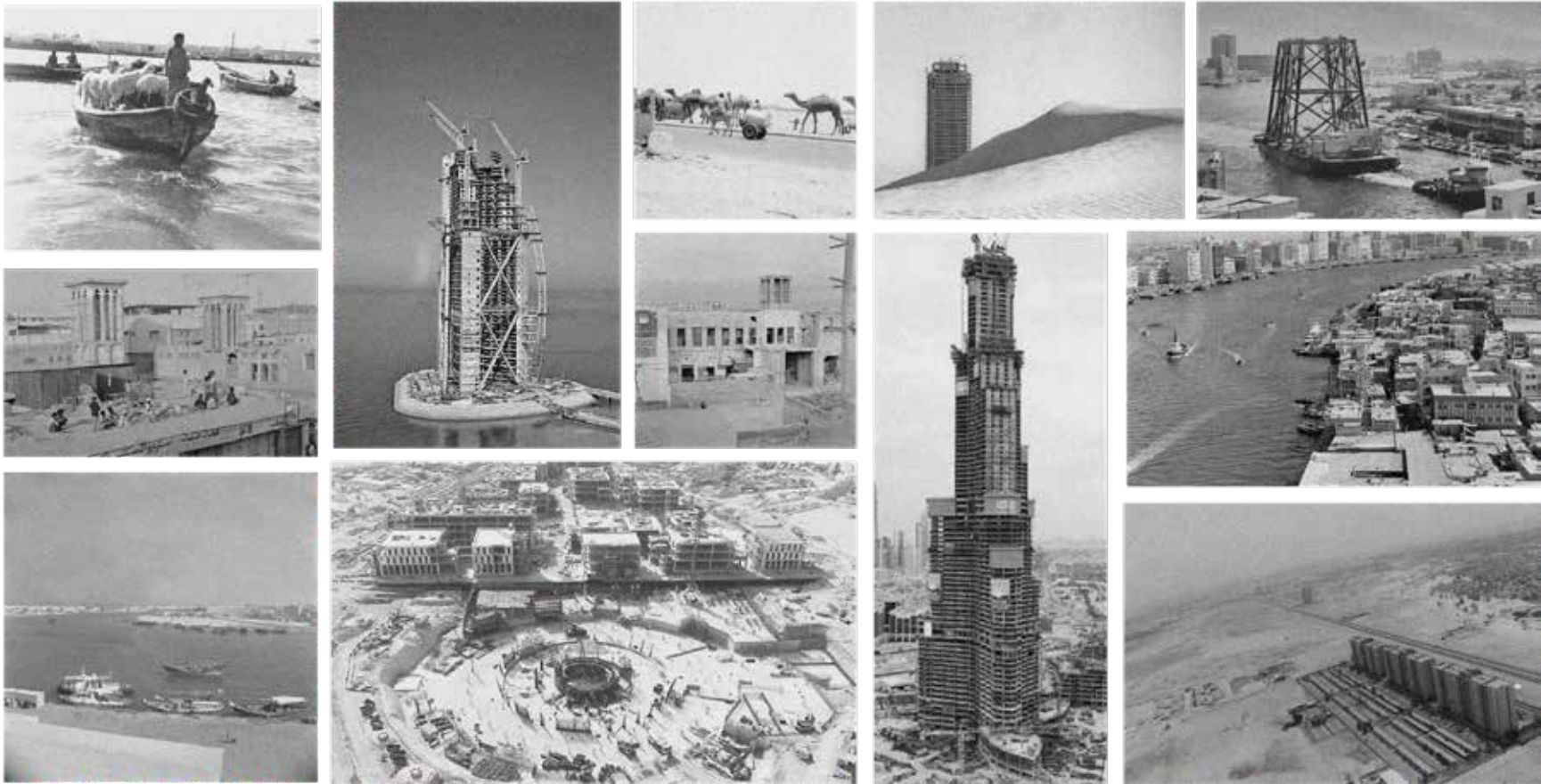


PHOTO LIBRARY

This library will showcase the remarkable evolution of Dubai, highlighting the city's progress and innovations from its past to its present. By presenting a compelling narrative, we aim to demonstrate Dubai's dynamic growth and its pivotal role in shaping the future and leading by example.

In addition, the initiative will highlight Dubai's excellence in service-The Dubai Way, showcasing how the city's unique approach to service standards sets it apart globally and reflects its commitment to providing world-class experiences across all sectors

BEFORE



AFTER



BEFORE



AFTER



DUBAI-IT! EXAMPLES:

Dubai has built a global reputation for its ability to deliver on ambitious projects, often setting benchmarks for innovation, infrastructure, and development. Here are some major projects that showcase Dubai's commitment to its vision and These are some examples of many that we wish to cover and shed the light on through this initiative.

**1. Burj Khalifa**

- Announced: 2004
- Completion: 2010
- Timeline: 7 years
- Significance: The announcement of the world's tallest building made waves globally, and Dubai completed this architectural marvel on time in just seven years.

**2. Palm Jumeirah**

- Announced: 2001
- Completion: 2006 (Main infrastructure)
- Timeline: 5 years
- Significance: The Palm Jumeirah was an audacious land reclamation project, transforming a vision of an artificial palm-shaped island into a reality in just five years.

**3. Dubai Metro**

- Announced: 2005
- Completion: 2009 (Red Line), 2011 (Green Line)
- Timeline: 4 years (Red Line), 6 years (Green Line)
- Significance: Dubai Metro was envisioned to modernize transportation and was launched right on schedule, with the Red Line opening in 2009 and the Green Line in 2011

4. Expo 2020 Dubai

- Announced: 2013 (Bidding), Officially Awarded in 2013
- Completion: October 2021 ,1 (Postponed from 2020 due to COVID-19)
- Timeline: 8 years (from being awarded to opening)
- Significance: Dubai successfully hosted a global event despite the pandemic's delay. The scale and delivery of Expo 2020 reinforced Dubai's resilience and planning capabilities.

8. Dubai Mall

- Announced: 2004
- Completion: 2008
- Timeline: 4 years
- Significance: A world-class shopping mall project, completed in four years, solidified Dubai's status as a leading luxury destination.

5. Dubai International Airport

- Expansion (Concourse A)
- Announced: 2008
- Completion: 2013 (Concourse A)
- Timeline: 5 years
- Significance: The expansion was critical to maintaining Dubai's role as a major global hub for air travel, and the new concourse was completed within five years.

9. Mohammed bin Rashid Solar Park

- Announced: 2012
- Completion: Ongoing (First phase: 2013, Expanding till 2030)
- Timeline: 1 year for first phase, ongoing expansion
- Significance: The first phase of the world's largest solar park was completed in just one year. This project is ongoing, with multiple phases to be finished by 2030, in line with Dubai's Clean Energy Strategy.

6. Dubai Water Canal

- Announced: 2013
- Completion: 2016
- Timeline: 3 years
- Significance: This ambitious project, extending the Dubai Creek into the Gulf, was completed within three years, adding new lifestyle and tourism options to the city.

10. Dubai Healthcare City

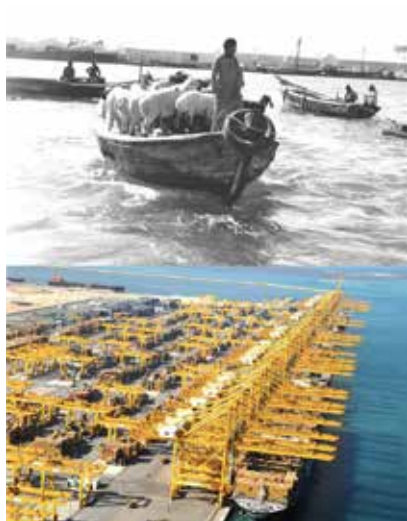
- Announced: 2002
- Completion: Phase (2002) 1, Phase 2 (ongoing)
- Timeline: Phase 1 completed in the same year; ongoing development
- Significance: Dubai Healthcare City was launched and partially delivered in the same year, showcasing Dubai's rapid execution of strategic goals.

7. Museum of the Future

- Announced: 2015
- Completion: 2022
- Timeline: 7 years
- Significance: Announced at the World Government Summit in 2015, the Museum of the Future was delivered as promised, embodying Dubai's leadership in innovation and futuristic thinking.

11. Dubai Internet City and Media City

- Announced: 1999
- Completion: 2000
- Timeline: 1 year
- Significance: These free zones were set up in record time and have become the foundation for Dubai's role as a regional technology and media hub.



13. Jebel Ali Port and JAFZA (Jebel Ali Free Zone)

- Announced: 1976 (Port), 1980s (JAFZA)
- Completion: 1979 (Port), 1985 (JAFZA)
- Timeline: 3 years for the port, 5 years for the free zone
- Significance: Both the port and free zone were established quickly and have since driven Dubai's growth as a global logistics and trade hub.



14. The Address Sky View

- Announced: 2013
- Completion: 2020
- Timeline: 7 years
- Significance: The skyscraper with a sky bridge was completed as a symbol of luxury and modernity in Dubai's real estate market.

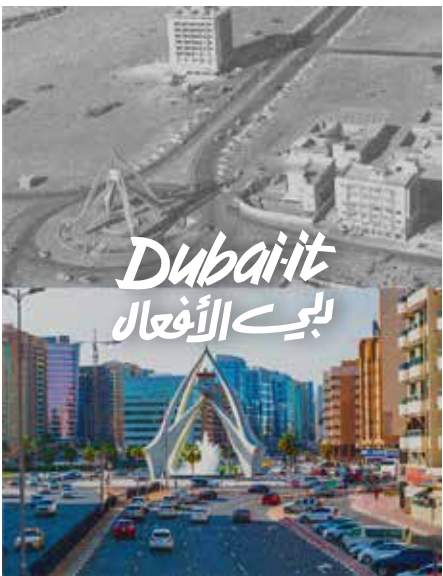
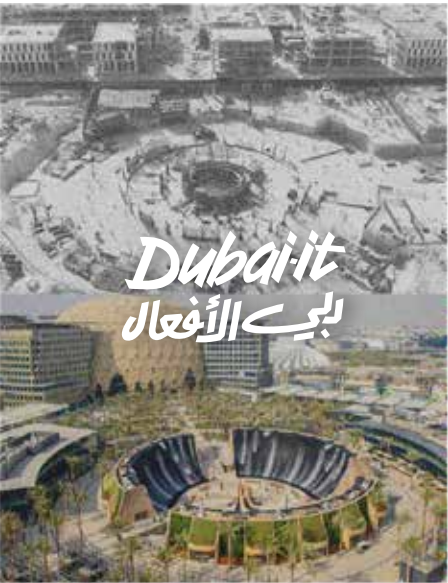
LOGO ON COLORED BACKGROUNDS

The brand mark can sit on different colored backgrounds whilst considering its legibility to appear in its negative form or in its primary color tone.

NOTE*

All images used are place holders to illustrate as examples





LOGOMARK IN NEGATIVE FORM OR
DARK BACKGROUNDS

In the case that the brand mark needs to sit on colored backgrounds or images that conflict with the legibility of the mark, then a negative version is to be used instead of its primary brand tone.

NOTE*
All images used are place holders to illustrate as examples



**SOCIAL MEDIA
INITIATIVE**

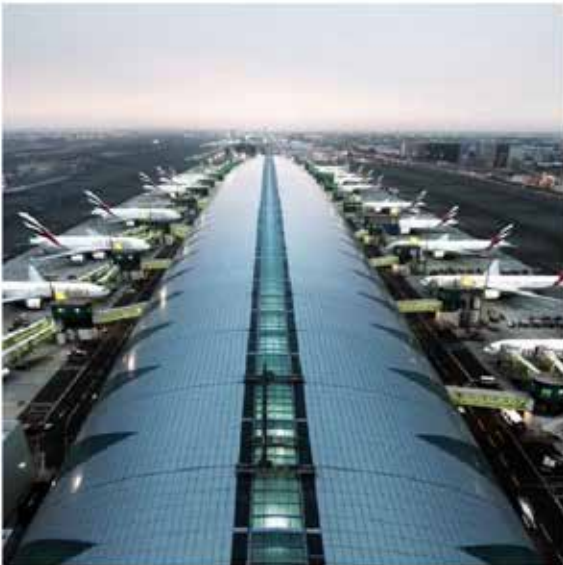
Follow the sequence below
to edit proportions of
photos that are not from
the existing photo library in
order to maintain the
established brand system.



9:16



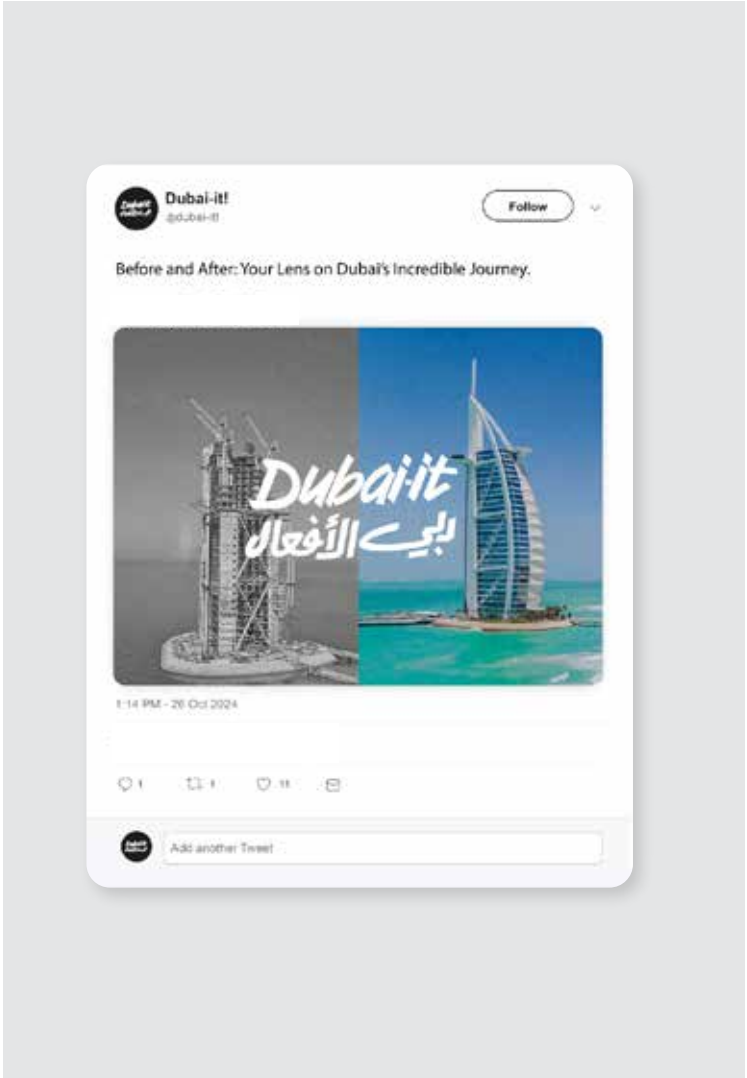
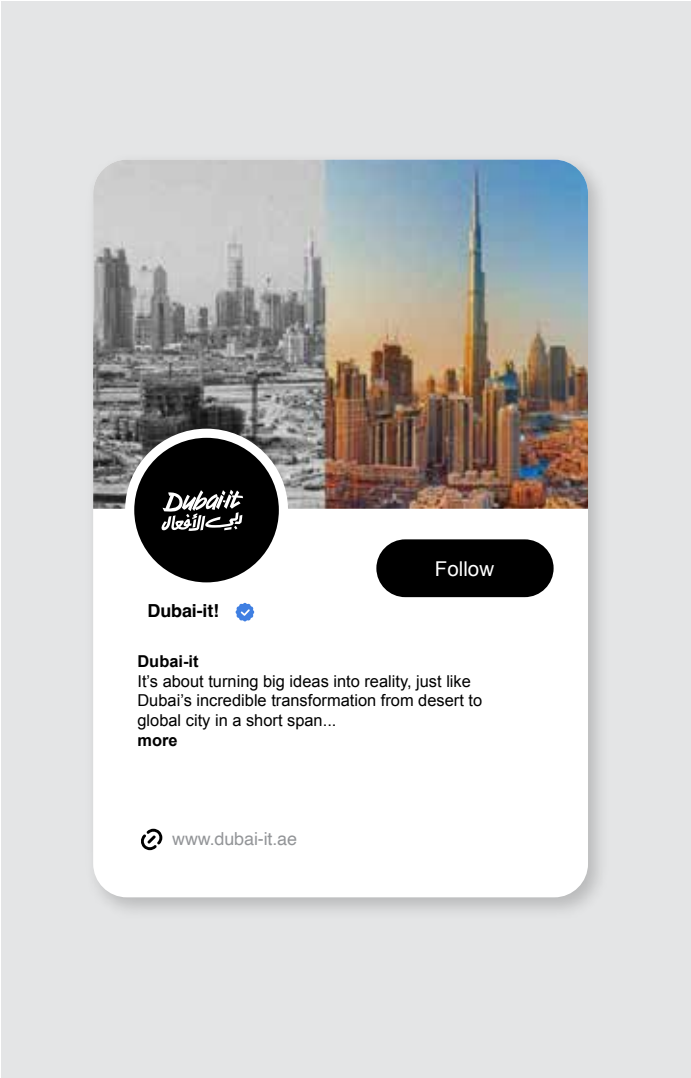
16:9



X
SOCIAL MEDIA TEMPLATE

- Short-form content:
Share quick updates on iconic projects and invite followers to join the conversation using initiative hashtags.

- Engagement prompts:
Use polls and threads to spark discussion about Dubai's growth over the years.



INSTAGRAM SOCIAL MEDIA TEMPLATE

Instagram

- Visual storytelling:

Use high-quality photos, time-lapses, and IG Stories to engage users. Encourage the use of Instagram Reels for before-and-after transformations.

- Hashtag Initiative:

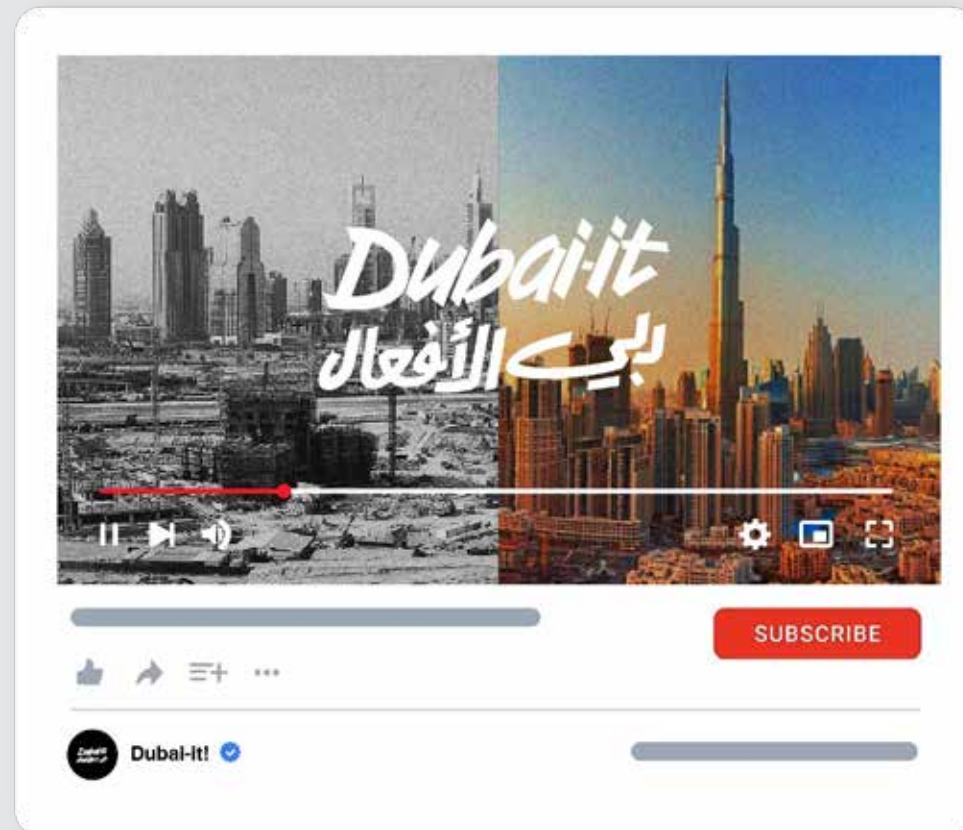
Promote the use of #Dubai-it and #دبي-الأفعال in posts.



YOUTUBE SOCIAL MEDIA TEMPLATE

- **Documentary-style content:**
Produce mini-documentaries or vlogs that tell the story of Dubai's transformation from various perspectives, including interviews with those who contributed to its growth.

- **Highlights of UGC:**
Compile user-generated content into videos to showcase the diverse experiences of people in Dubai



NARRATIVE

DUBAI IT

NARRATIVE

"Actions... they are what made Dubai the Dubai we know today.

Years of hard work, continuous execution, and rapid progress... with unmatched quality.

Today, we celebrate this incredible journey.

We announce the largest initiative to showcase Dubai's achievements...

A initiative that tells our city's story to the world,

Design an image that captures Dubai's great transformations... before and after the achievement. Share your stories with us using the hashtag #Dubai-it or #دبي-الأفعال

Dubai... actions that changed everything."

الأفعال... هي التي جعلت دبي، دبي التي نعرفها اليوم

سنوات من العمل الجاد، والتنفيذ المستمر، والتقدم السريع... بجودة لا تضاهى

اليوم، نحتفل بهذه الرحلة الملهمة. نعلن عن أكبر حملة لتسليط الضوء على منجزات منجزات دبي... حملة تسرد قصة مدينتنا للعالم، تحت شعار
Dubai it ... "دبي الأفعال"

صمموا صور ، توثقون بها التحول الكبير في دبي... قبل وبعد الإنجاز. شاركناكم بإبداعاتكم

باستخدام وسم #دبي-الأفعال أو #Dubai-it

دبي... الأفعال التي غيرت كل شيء

BRAND MOCKUP

DUBAI IT

PAPPER BAG



FLAGS



A4



STATIONERY



PHOTO FRAME



WRISTBAND



LANYARD



CALENDAR



PRINT FINISHES TEXTURE



CAP





EXHIBITION STAND



PHONE CASE



TUMBLER



INFORMATIONS

DUBAI IT

CONTACT INFORMATION

You may contact dubai-it brand management team on any of the following enquiries on:

info@dubai-it.ae

- To apply for necessary approvals to use the official brand of the year
- To apply for a copy of the official Brand Guidelines
- For any clarification questions regarding brand usage
- For design consultancy advice in using the official brand on external communication

Dubai-it
بي بي الـأفعال

www.dubai-it.ae