



ACTVET

Abu Dhabi Centre for
Technical and Vocational
Education and Training | مركز أبوظبي
للتعليم والتدريب
التقني والمهني

ACTVET Corporate Brand Guidelines

Implementing ACTVET
brand in communications

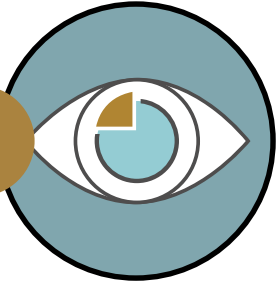
Updated 20 January 2021

About ACTVET

ACTVET was established under the directive of H.H. Sheikh Mohamed Bin Zayed Al Nahyan Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, through Resolution No. 2010/49. ACTVET is committed to establishing policies and standards that effectively regulate technical and vocational educational institutions in the emirate of Abu Dhabi. ACTVET is also responsible for the licensing of trainers and tutors that meet the demands of the UAE's local market.

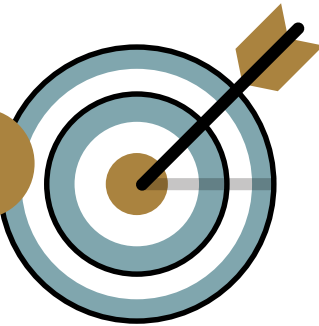
* For more information, please visit our website www.actvet.gov.ae

VISION



TVET to become the first choice for UAE citizens

MISSION



Regulate the TVET sector in the Emirate of Abu Dhabi to build a national workforce that is capable of effectively participating in the sustainable development of the country

LOGO

ACTVET logo is the most visible element of the organization identity - a universal signature across all ACTVET Media communications. Its a reflection of quality that unites our diverse products and services.

Use the same version in different variety of design elements; It's simple, easy to understand, no drop shadows, no glossy reflections, and no flashy graphic effects.

ACTVET logo is made up of two elements:

1. The symbol
2. The logotype

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

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■ Pantone P 11 - 16 U

LOGO CLEAR SPACE

EVERYONE NEEDS A LITTLE PERSONAL SPACE

To ensure that the signature versions are clearly visible in all applications, surround it with sufficient clear space - free of type, graphics, and other elements that might cause visual clutter - to maximize the recognition and impact of the identity.

To ensure the integrity and legibility of the logo lock-ups, the area directly surrounding it should be protected.

When the logotype or full name is used, a clear space of 50% the symbol's height should be maintained.

In special circumstances when a 50% clear zone isn't available or possible, use the second option of 25% clear space.



LOGO CLEAR SPACE

EVERYTHING IN ITS RIGHT PLACE

LOGO CLEAR SPACE

Avoid placing the logo in the middle of an area. On any given format - landscape or vertical - the preferred logo placement is in any corner position.



COLOR THEME



C: 30 M:45 Y:87 K:8



C: 47 M:50 Y:42 K:32



C: 54 M:22 Y:28 K:4



MONOCHROME LOGOS

The preferred color of the logo is one of the vibrant colors. In some cases, a full color logo may not be practical or possible due to limitations in printing. In these instances, the use of a gray version (made as a 75% tint of black) or a one-color black or white logo is allowed.



TYPEFACE

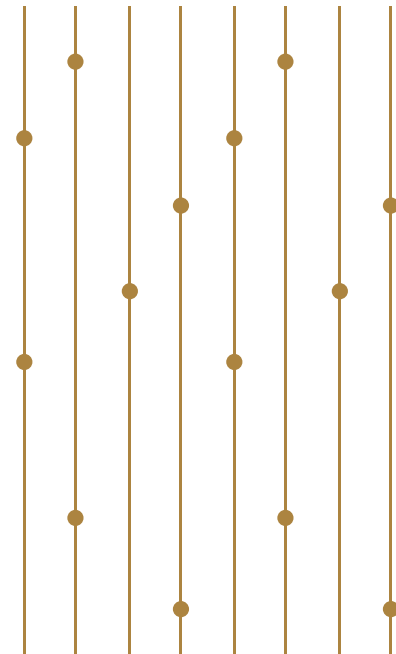
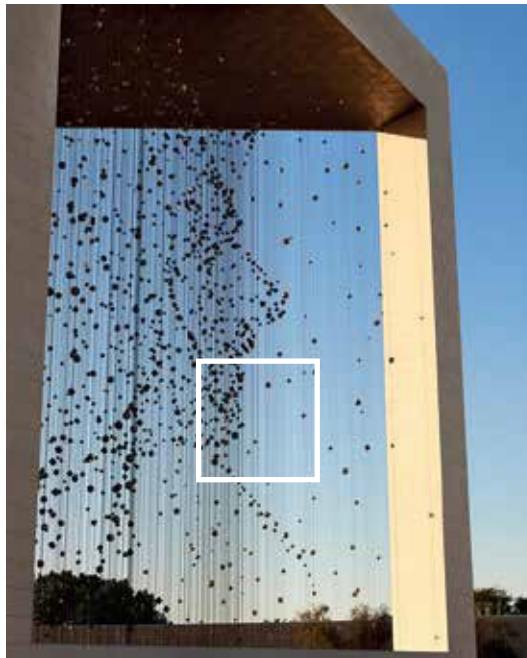
Arabic:

GE SS

English:

Neo Sans Std

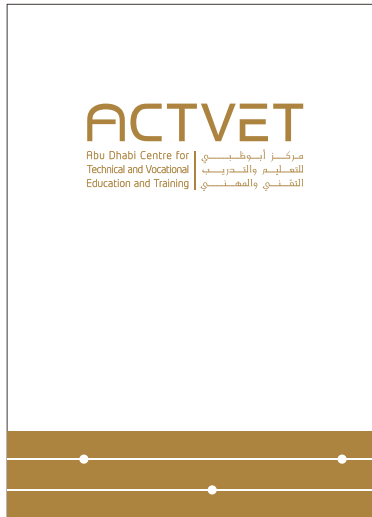
PATTERN LOOK AND FEEL



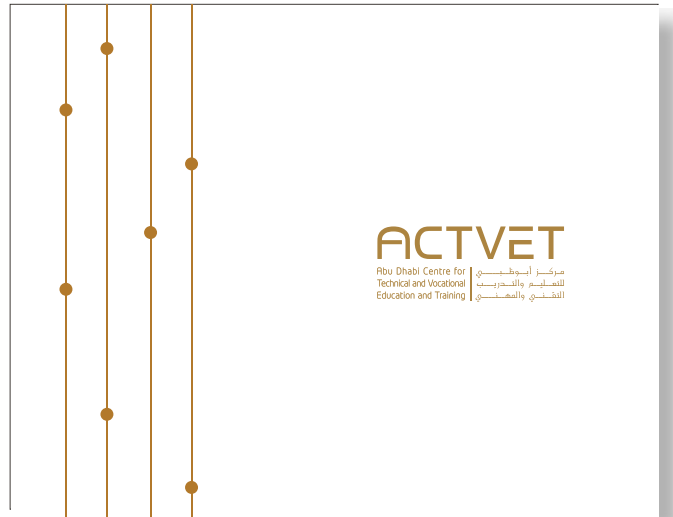
INTERNAL PRINT MATERIALS

The following elements are hypothetical examples, showing the brand identity applied across various materials.

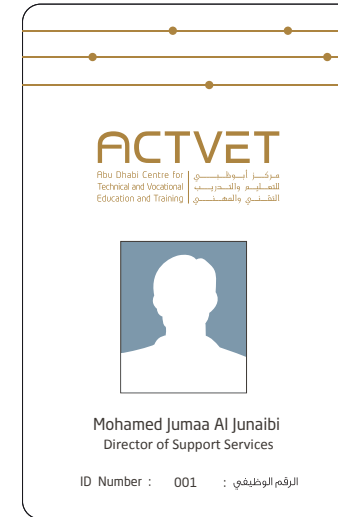
NOTEBOOK:



BOOKLET:



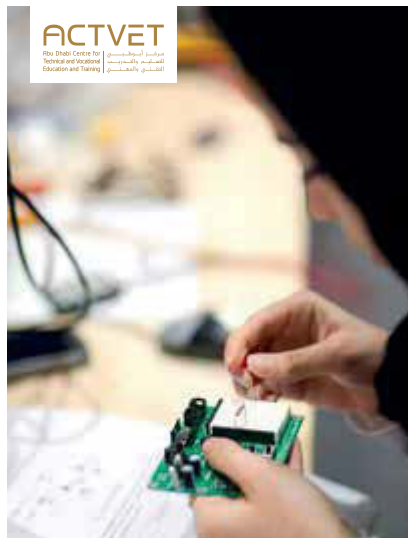
ID CARD:



BACK GROUND IMAGES

ACTVET logo may also be used on an image background with sufficient contrast. Use an all-gray logo for use on light colored backgrounds, and an all-white version for dark backgrounds.

When placing the logo onto imaginary, ensure that it is placed within an uncluttered image area to allow for maximum legibility and visibility.



Social media lock-up

ACTVET social media accounts and website are the interface of its core business, services, and education system. there are three ways to market the official channels as follows:

1 actvet.gov.ae      @ACTVETuae

2     
@ACTVETuae
actvet.gov.ae

3 @ACTVETuae | actvet.gov.ae

For further inquiries, please contact:

 social.media@actvet.gov.ae  +971 2 613 2128