



**UAEERF**

**اتحاد الإمارات للفروسية والسباق**  
**UAE Equestrian and Racing Federation**



## **BRAND GUIDELINES**



## **PREFACE**

The UAE Equestrian and Racing Federation has a new brand identity. As the Equestrian Sports evolves, so does its image. The UAE Equestrian and Racing Federation Logo has been part of the emirate's identity since 1992 and over the past few years it has been developed in order to present a consistent conformity and preserve the individuality of The Equestrian Sports.

The UAE Equestrian and Racing Federation Identity is made up of a number of elements. In order to build a consistent brand, it is important that all Equestrian Sports entities understand how the brand elements work together and where flexibility applies.

The primary role of these brand guidelines is to provide detailed descriptions of the core elements of the brand, including advertising, stationery, environment branding and supporting design templates.

These guidelines provide rules and examples for adhering to the brand in all visible applications of the Equestrian Sports and marketing communications. They will provide an understanding when applying the UAE Equestrian and Racing Federation Brand, allowing the development of a consistent framework without restricting creativity.

If you have any questions regarding the use of the UAE Equestrian and Racing Federation Brand, please visit our website [\*\*www.uaeerf.ae\*\*](http://www.uaeerf.ae).



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*THIS SECTION IS MANDATORY.  
ALL EQUESTRIAN SPORTS  
ENTITIES ARE TO ADHERE TO  
THE FIXED CORE ELEMENTS.*

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*TO COMMUNICATE OUR  
VISION, POSITIONING AND  
STRUCTURE THE EQUESTRIAN  
SPORTS ENTITIES CAN UTILISE  
OR BE INSPIRED BY OUR BRAND  
ASSETS.*





# UAE EQUESTRIAN AND RACING FEDERATION BRAND GUIDELINES

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## **INTRODUCTION**





## The UAE Equestrian and Racing Federation

The Federation was established under the guidance of His Highness Sheikh Zayed bin Sultan Al Nahyan, founder of the United Arab Emirates, in accordance with the Ministerial Resolution No.61 (1992), under the name of the ‘United Arab Emirates Equestrian and Racing Federation’.

The Federation supervises and regulates all equestrian activities throughout the country with the aim of building a broad base for sport and preparing future generations.

The UAE Equestrian and Racing Federation has an important role in supervising all competitions held in the country. It also plays an active role in organizing and supporting equestrian activities and authentic Arabian horse events throughout the world.

The Equestrian Discipline are:

- Endurance.
- Show Jumping.
- Dressage.
- Eventing.
- Tent pegging.
- Racing.

## OLD LOGO’S



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Emirates Equestrian Federation

## Our vision, mission and values

### Our Vision

To make the country a top-class equestrian hub keeping in mind the national culture and heritage and to be a source of pride and inspiration to the people. Spread equestrian spirit among the young and the old and make the youngsters love and understand the noble creature- the horse. Boost equestrian disciplines like Endurance, Showjumping, Dressage, Eventing, Tent Pegging and Racing. Continue to produce world-class riders

### Our Mission

Enhance the country's image nationally and internationally by participating in all equestrian events Promote and encourage the equestrian spirit among the youth Promote and enhance the sport of Endurance Riding within the UAE and also outside by providing competition, training and development opportunities that will appeal to all levels of rider from beginners to world class winners. Continue to promote the Pure-breed Arabian horses all over the world Provide comprehensive training through courses, seminars and meetings Organise and participate in all international equestrian activities in general and endurance and show jumping in particular which will pave way for better relationship between countries leading to improved bilateral ties Follow the motto "sport can bridge all gaps" To promote the spirit of team work and hard work among the equestrian fraternity To take pride in what we are, our history, achievements and our equestrian culture To inspire others by our commitment to the sport.

### Our Values

The proper treatment of all animals is a part of the Islamic moral code and our Arab tradition. As for the horse, even more emphasis is placed on good care, for these creatures have been selected by the Arabs as man's partner and travel companion.

Concern for the horse's welfare is not so much a matter of following rules, but more of listening to one's own conscience and soul. We are very keen to remind all people to treat these marvellous animals compassionately and to ensure that all horses are well cared for.

## The UAE Equestrian and Racing Federation

The UAE Equestrian and Racing Federation Logo is symbolizing the success of the equestrian sports in emirates.

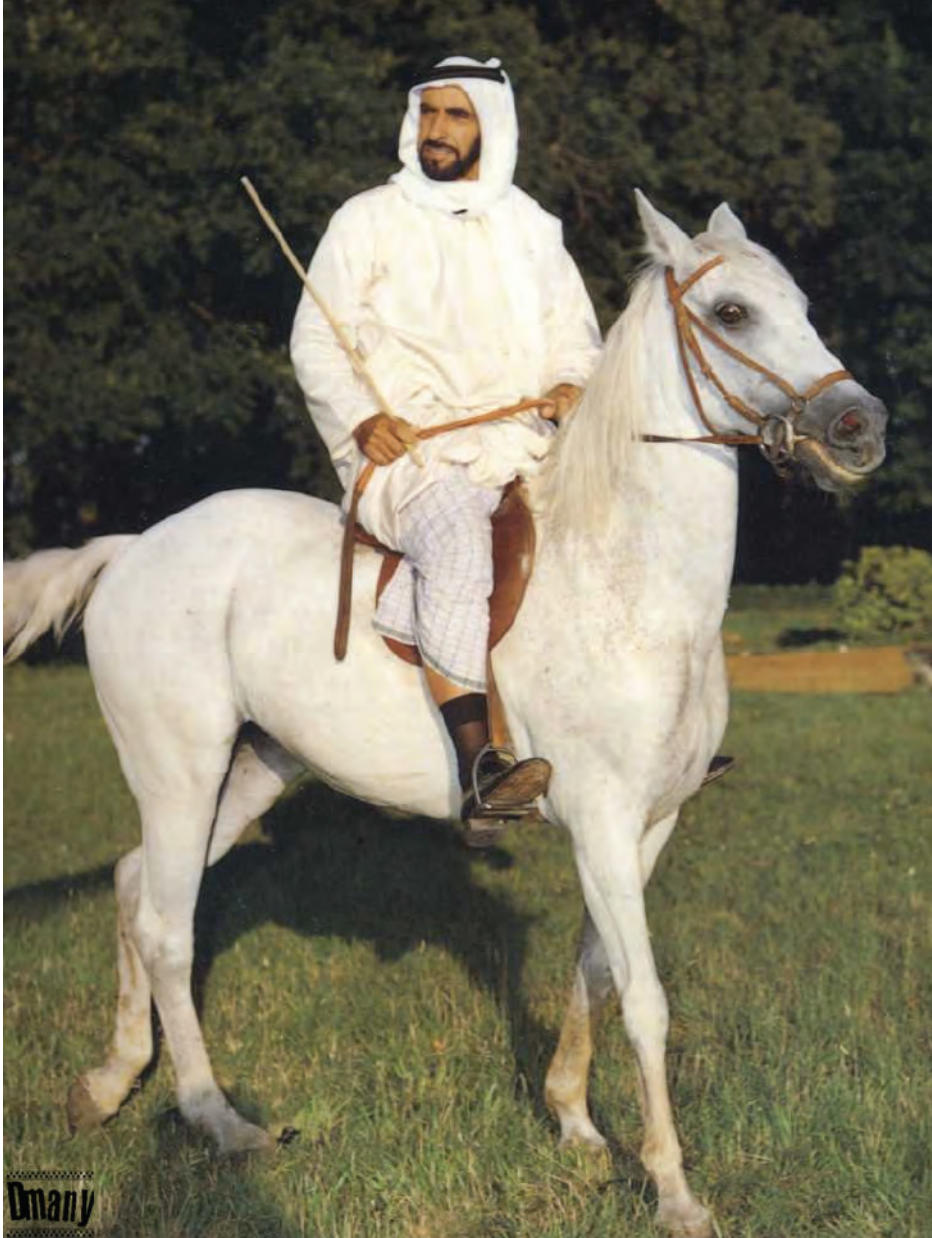


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UAE Equestrian and Racing Federation



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UAE Equestrian and Racing Federation





## The story of the UAE Equestrian and Racing Federation Logo

The UAE Equestrian and Racing Federation Logo that we recognise today is a combination of various influences. The flags, Arabian Horse and the Equestrian Disciplines reflect more traditional influences. Over the years there have been various attempts to improve and enhance the look and feel of the Logo, but these essential elements have always remained the same. It recently became clear that the time was right to review the Logo to ensure that all the elements were drawn and presented in as authentic a manner as possible. With several versions in circulation, both official and unofficial, the development of a single, authorised Logo will provide the UAE Equestrian and Racing Federation with an ideal opportunity to standardise its usage and appearance. With all the elements assembled and authenticated, the next stage was to create the perfect combination of style and content to ensure the Logo can be used effectively in the many different settings in which it will need to be applied.









UAE EQUESTRIAN AND RACING FEDERATION  
BRAND GUIDELINES

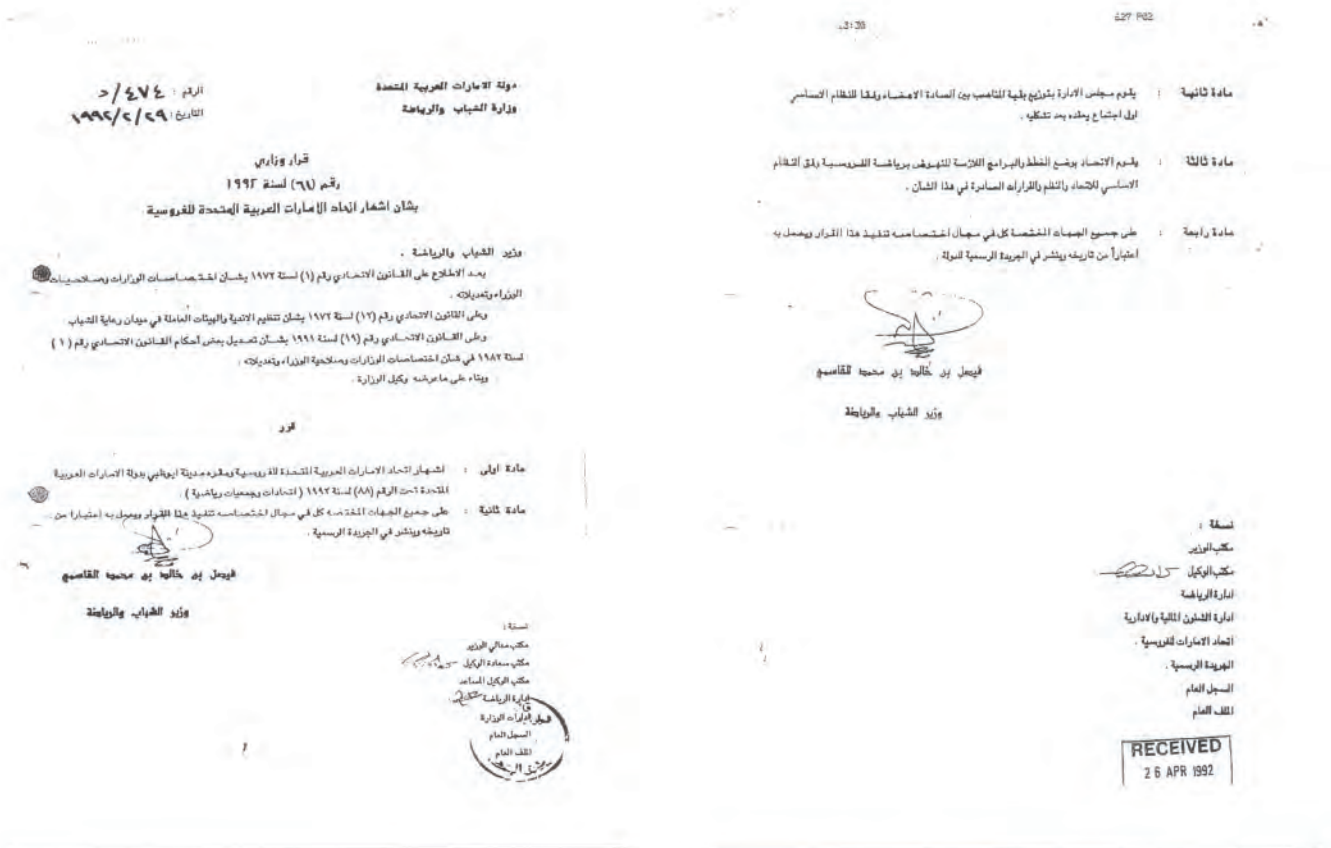
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SECTION 1  
**UAE EQUESTRIAN AND RACING FEDERATION  
LOGO**



## 1.1 Abu Dhabi Decree – UAE Equestrian and Racing Federation Logo

The Federation was established under the guidance of His Highness Sheikh Zayed bin Sultan Al Nahyan, founder of the United Arab Emirates, in accordance with the Ministerial Resolution No.61 (1992), under the name of the ‘United Arab Emirates Equestrian and Racing Federation’.



## 1.2 UAE Equestrian and Racing Federation Logo elements

Presented here is the official Logo for the UAE Equestrian and Racing Federation. This is to replace all existing Logo, including those used within Equestrian Sports entity (ESE) identities.

Technical guidance for ESEs to update and align to the new UAE Equestrian and Racing Federation Brand is outlined within these guidelines.



### The Arabian Horse

Horses are of great heritage significance in Abu Dhabi, which has a wealth of equestrian talent.

Famous for their wide, flat forehead, soulful eyes, broad muzzle, erect ears, slender neck and flowing shining mane, and renowned for their beauty, loyalty, strength and intelligence, Arabian horses are an intrinsic part of Abu Dhabi's traditions.

### EQUESTRIAN DISCIPLINES

- Endurance
- Show Jumping
- Racing
- Eventing
- Dressage
- Tent pegging

### The Flags

The flag of Abu Dhabi dates back to 1820 and has been a key representation of the emirate's identity. It has evolved over the years from pure red to green, to red with a white canton, width 3/1 of the hoist, length 3/1 of the fly. In the 1960's two Abu Dhabi flags, with lances crossed, featured on postal stamps and provide a reference for the origins of the Crest as we know it today. From 1968 the flags became an integral part of the Abu Dhabi Crest, providing a stark and colourful background to the proud figure of the falcon. Throughout the years the detail has been lost and the flags have become less realistic and more of a representation of the Abu Dhabi emirate's colours, with bold blocks of red and white.

### 1.3 UAE Equestrian and Racing Federation Logo lock-ups

UAE Equestrian and Racing Federation Logo Identities consist of 3 main elements; the Logo, disciplines and a bilingual Wordmark and are available in two formats; horizontal and vertical. This is to enable flexibility to suit a wide variety of applications.

The physical relationship between the Identity elements should never change and the Logo must never be altered or redrawn in any way.

#### Horizontal format



#### Vertical format







UAE EQUESTRIAN AND RACING FEDERATION  
BRAND GUIDELINES

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SECTION 2  
**CORE ELEMENTS**



## 2.1 Introduction

The Equestrian Sports entities (ESEs) must change the Previous Logo Identities to New Updated Logo Identities, and must sight and approve the use of the UAEERF Branding, in alignment with the standards within these guidelines. This section is mandatory; all (ESEs) are to adhere to change to New UAEERF Logo. It is essential that we all understand how the core elements work together to help us build a strong and consistent brand. All existing Old Logo Identities must now be replaced with the New UAEERF Logo Identities.

### Previous UAEERF Logo Identities



### New updated UAEERF Logo Identities



## 2.2 Full colour identity

The hierarchy level of the Equestrian Sport entity (ESE) carefully determines the colour of Logo.

For guidance contact the UAEERF, or visit:  
[www.uaeerf.ae](http://www.uaeerf.ae)

With Adds-On Golden Round Design is allocated to direct reporting to the Higher Person (VIP); and Normal given to all others.

### Master Logo Identity for the UAEERF

The core brand for the UAEERF use:

PANTONE 185 C  
C2 M100 Y92 K0



PANTONE 7731 C  
C85 M24 Y93 K10



PANTONE 7731 C  
IN GRADIENT



PANTONE BLACK C  
C30 M30 Y30 K100



PANTONE BLACK C  
IN GRADIENT



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UAE Equestrian and Racing Federation



### Level 1: Reporting to the VIP

UAEERF entities reporting to the VIP use:

PANTONE 185 C  
C2 M100 Y92 K0



PANTONE 7731 C  
C85 M24 Y93 K10



PANTONE 7731 C  
IN GRADIENT



PANTONE BLACK C  
C30 M30 Y30 K100



PANTONE BLACK C  
IN GRADIENT



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### Adds on Design for VIP

The UAEERF Logo + Adds on Round Golden Design will appear in VIP Letter Heads and VIP Envelopes.

Gold foil 5-172 M or Metallic PANTONE® 871 C  
C20 M25 Y60 K25



## 2.2 Full colour identity

The Crest is the most important element of our visual identity. It must not be altered in any way to ensure that it is always visually recognisable.

A range of colours has been created for use. The full colour Crest should always be used wherever possible.

The colours that make up the Crest can be identified within the primary palette shown on page 32. The Crest can only appear as one of the colours shown here and on the following pages. All colours must all be printed at %100. Only the greyscale version on page 20 is the exception to this rule.

### Horizontal lock-up



### Vertical lock-up



## 2.3 Greyscale identity

The greyscale version of the identity is generally reserved for fax or newsprint. This version is also appropriate for some special production techniques, such as etching on wood or metal. Refer to page 37.

### Horizontal format

Logo  
100% Black  
Flag  
67% Black  
100% Black



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UAE Equestrian and Racing Federation



Wordmark  
100% Black

### Vertical format



Logo  
100% Black  
Flag  
67% Black  
100% Black

Wordmark  
100% Black

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UAE Equestrian and Racing Federation





## 2.4 Single colour identity

The single colour version of the identity is generally reserved for mono-printing and special production techniques, such as blind debossing and embossing. Refer to page 37.

### Horizontal format

Logo  
PANTONE®  
Process Black C  
K100



Wordmark  
PANTONE®  
Process Black C  
K100

### Vertical format

Wordmark  
PANTONE®  
Process Black C  
K100



Logo  
PANTONE®  
Process Black C  
K100

## 2.5 Horizontal lock-up specifications: standard

### Font and size specifications

The height of the Logo is 20mm. The Arabic typeface is GE SS Two Bold and the English typeface is ITC Avant Garde Gothic Pro Bold.

The Arabic text must always appear first, then extended and justified to the width of the English text underneath.



### Spacing

The cap height of the English text is used to measure the distance between the Arabic and English text. This is measured from the cap height of the English to the baseline of the Arabic.

The space between the Wordmark and the Logo is measured by the cap height of the English text rotated as shown in the diagram below.



Once created using these guidelines, the size of the UAE Equestrian and Racing Federation Identity can be altered accordingly.

Alignment



Once created using these guidelines, the size of the UAE Equestrian and Racing Federation Identity can be altered accordingly.

## 2.6 Vertical lock-up specifications: standard

### Font and size specifications

The height of the Logo is 20mm. The Arabic typeface is GE SS Two Bold and the English typeface is ITC Avant Garde Gothic Pro Bold.

The Arabic text must always appear first, then extended and justified to the width of the English text underneath.



### Spacing

The cap height of the English text is used to measure the distance between the Arabic and English text. This is measured from the cap height of the English to the baseline of the Arabic.

The space between the Wordmark and Logo is measured by the cap height of the English text as shown in the diagram below.



Once created using these guidelines, the size of the UAE Equestrian and Racing Federation Identity can be altered accordingly.

## Alignment



Once created using these guidelines, the size of the UAE Equestrian and Racing Federation Identity can be altered accordingly.

## 2.7 Clear space

An area entirely clear of other graphic elements must be maintained around the Identity in order to ensure legibility and clarity. The formula for this exclusion zone is shown here and is based on double the cap height of the English text within the Wordmark.

### Horizontal format



### Vertical format





## 2.8 Minimum size

Most reproduction methods have limitations. Ensure the size selected suits the process being used and that the Identity is reproduced clearly. The minimum size for the horizontal format Identity and the Crest is 15mm/43 pixels high. The minimum size for the vertical format Identity is 23mm or 66 pixels high.

### Horizontal format



### Vertical format



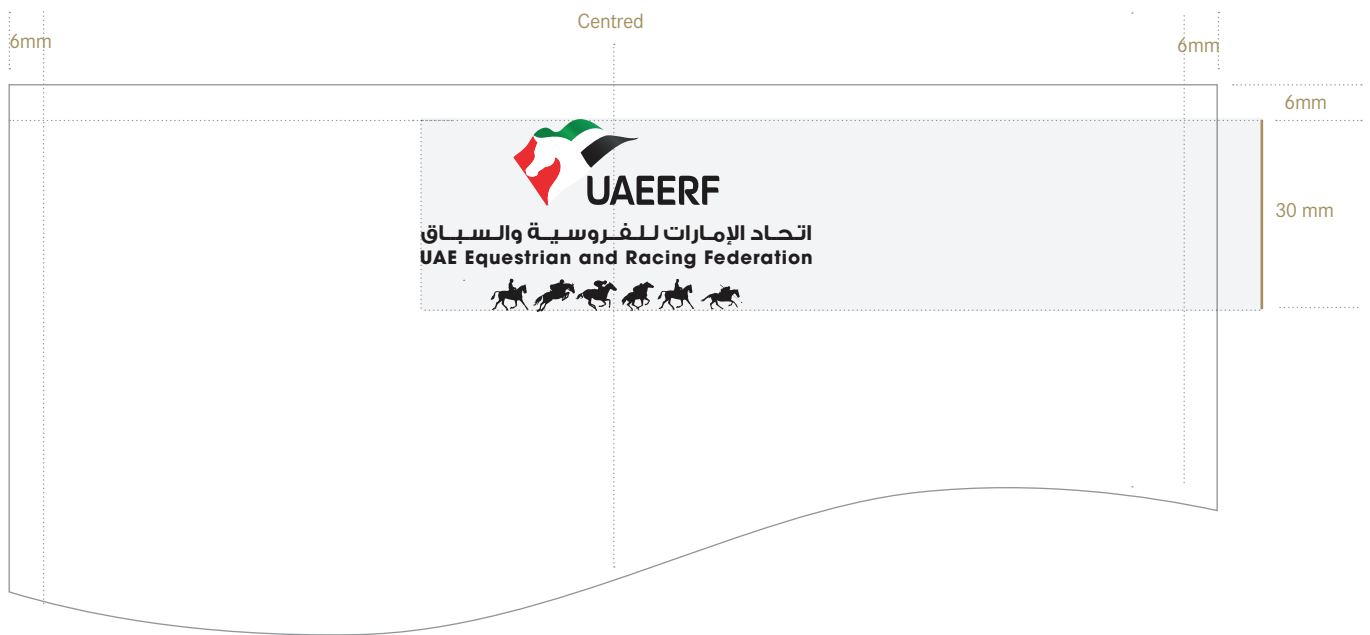
## 2.9 Size and positioning

Size and positioning of the UAEERF Identity must be kept consistent. The Identity size depends on the size format of the page. There are recommended sizes for certain standard stationery and publication sizes, DL, A5, A4, A3 and business cards.

If the page format is not one of those listed in the table, work to the nearest size.

For advertising where space is a premium, the measurements from the edge can be halved. Ensure that the minimum clear space is respected.

### Example A4 Letterhead shown (not to scale)



	Vertical format	Portrait/landscape		Horizontal format	Portrait/landscape	
Format (mm)	Logo height (mm)	Measurement from edge (mm)		Logo height (mm)	Measurement from edge (mm)	
Business card 90 x 55	18	6	6	12	6	6
A148 6 x 105	18	6	6	12	6	6
A210 5 x 148	30	6	6	15	6	6
A297 4 x 210	30	6	6	15	6	6
A420 3 x 297	60	20	20	27	20	20

## 2.10 Wordmark typeface

The primary Arabic typeface is the GE SS Two Bold and the English typeface is ITC Avant Garde Gothic Pro Bold. These typefaces only appear within the master Identity and are not used for headlines or body copy.

Attention must be given to the quality of typesetting. Ensure there is sufficient leading, and kerning is checked. Never expand or condense the typeface.

Arabic typeface: GE SS Two Bold

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

Character spacing 0pt

English typeface: ITC Avant Garde Gothic Pro 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**

Character spacing 25-pt

UAEERF Font in Logo : SEPTEMBER 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**

Due to copyright and licensing restrictions, the UAE Equestrian and Racing Federation is unable to distribute any of the typefaces listed.

## 2.11 Supporting typeface

The supporting Arabic typeface is the GE SS family. The typeface used for numbers in all Arabic text for print is Corporate S. When producing digital online applications or PowerPoint presentations use Arial as these are freely available on all computers.

Attention must be given to the quality of typesetting. Ensure there is sufficient leading, and kerning is checked. Never expand or condense the typeface.

### Print typeface

#### GE SS Light

أبتثجحخدذرزسشصضطظعغفق  
كلمنهويءة  
1234567890 £&@?!/+ (.,:;)

#### GE SS Medium

أبتثجحخدذرزسشصضطظعغفق  
كلمنهويءة  
1234567890 £&@?!/+ (.,:;)

#### GE SS Bold

أبتثجحخدذرزسشصضطظعغفق  
كلمنهويءة  
1234567890 £&@?!/+ (.,:;)

### Digital typeface

#### Arial Regular

أبتثجحخدذرزسشصضطظعغفق  
كلمنهويءة  
١٢٣٤٥٦٧٨٩٠ £&@?!/+ (.,:;)

#### Arial Bold

أبتثجحخدذرزسشصضطظعغفق  
كلمنهويءة  
١٢٣٤٥٦٧٨٩٠ £&@?!/+ (.,:;)

## 2.11 Supporting typeface

The supporting English typeface is the Corporate S font family. When producing digital online applications or PowerPoint presentations use Arial as these are freely available on all computers.

Attention must be given to the quality of typesetting. Ensure there is sufficient leading, and kerning is checked. Never expand or condense the typeface.

### Print typeface

Corporate S Light  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890 £&@?!/+ (.,:;)

Corporate S Regular  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890 £&@?!/+ (.,:;)

**Corporate S Bold**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890 £&@?!/+ (.,:;)**

### Digital typeface

Arial Regular  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 ١٢٣٤٥٦٧٨٩٠ £&@?!/+ (.,:;)

**Arial Bold**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**١٢٣٤٥٦٧٨٩٠ £&@?!/+ (.,:;)**

## 2.12 Crest colour palette

The colour palette for the UAEERF is fixed and should be reproduced consistently across all media.

The colours within the palette below must be printed at %100. Only the greyscale version of the Crest on page 20 is the exception to this rule.

### Level 1: Reporting to the VIP

#### Level 1: Reporting to the VIP

UAEERF entities reporting to the VIP use:

PANTONE 185 C  
C2 M100 Y92 K0



PANTONE 7731 C  
C85 M24 Y93 K10



PANTONE 7731 C  
IN GRADIENT



PANTONE BLACK C  
C30 M30 Y30 K100



PANTONE BLACK C  
IN GRADIENT



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UAE Equestrian and Racing Federation



#### Adds on Design for VIP

The UAEERF Logo + Adds on Round Golden Design will appear in VIP Report

Gold foil 5-172 M or Metallic PANTONE® 871 C  
C20 M25 Y60 K25



### Level 2: Core brand for the UAEERF and all other Equestrian Sports entities

PANTONE 185 C  
C2 M100 Y92 K0



PANTONE 7731 C  
C85 M24 Y93 K10



PANTONE 7731 C  
IN GRADIENT



PANTONE BLACK C  
C30 M30 Y30 K100



PANTONE BLACK C  
IN GRADIENT



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UAE Equestrian and Racing Federation



The colours shown within these guidelines are not intended to match the PANTONE® colour standards, they are for indication purposes only. PANTONE is a registered trademark of PANTONE®, Inc.

## 2.13 Crest on colour background

The preferred background for the Identity is white. When this is not possible special care and consideration must be taken to ensure the legibility of the Identity, especially against dark colours. The use of tints can be used to help enhance legibility.

### Correct usage examples



### Incorrect usage examples



The colours shown within these guidelines are not intended to match the PANTONE® colour standards, they are for indication purposes only. PANTONE is a registered trademark of PANTONE®, Inc.



## 2.14 Identity reverse out usage

Should the UAE Equestrian and Racing Federation Identity or Logo need to appear on a detailed image, solid black, dark grey or similar dark coloured backgrounds, then the Identity must be used within a white holding shape, as illustrated below.

When applying a white holding space, please refer to the clear space guidelines on page 26 and below.

### Horizontal format



### Vertical format



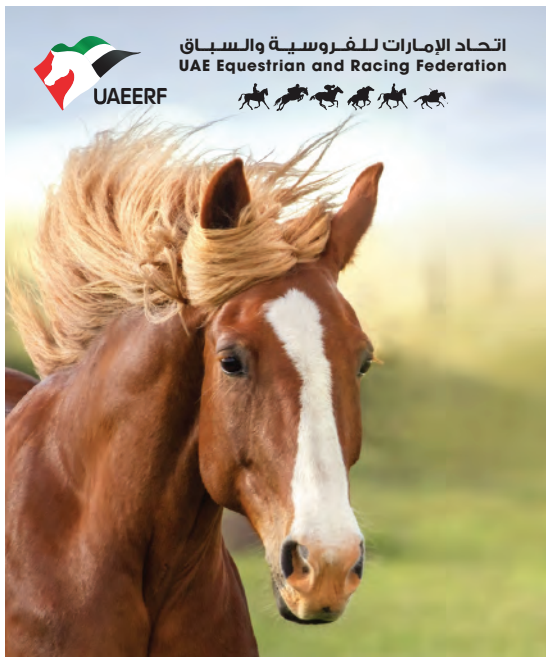
## 2.15 Identity on image usage

Wherever possible the UAEERF Identity or Logo should be seen on white clear space. In circumstances where this is not possible ensure that the area behind the identity is simple, clear and legible.

The examples shown here demonstrate correct ways of placing the Identity onto images without losing legibility.

### Correct usage examples

Full colour Identity



Reverse out Identity



### Incorrect usage examples



## 2.16 Identity for special applications

In some circumstances the UAEERF Identity or Logo may be required to be produced using special application techniques such as blind debossing, embossing or etching onto special materials. For these purposes please use the specially created Identity versions shown below.

Should you require further guidance or any of the special application Identity versions presented here, contact the Brand Support Team within the Office of UAEERF:  
[www.uaeerf.ae](http://www.uaeerf.ae)

### Blind application version

These versions are only to be used in circumstances where the Identity is required to be produced using a special production technique such as: blind debossing; blind embossing; and etching. Do not use for any other purpose.



### Applications for fabric

The full colour Identity should be used when producing merchandise such as screen-printing onto T-shirts or stitching onto a cap.



## 2.17 Special material and production techniques

**Metal** (Engraved)



**Metal** (Embossed)



**Wood** (Engraved)



**Leather** (Blind debossed or embossed)



**Fabric** (Stitched or screen printed)



**Paper** (Blind debossed or embossed)



## 2.18 Prohibited applications

The relationship between the Logo and the Wordmark is fixed, as stipulated on page 22 to 25. No other versions may be used and you may not alter the artwork or relationship between the elements in any way.

**DO NOT** alter the size relationship between the Logo and the Wordmark.



**DO NOT** alter the lock-up of the Logo and the Wordmark.



**DO NOT** use the Identity at an angle.



**DO NOT** distort, condense, stretch or crop the Identity.



**DO NOT** add a drop shadow. An exception to this rule is on TV or digital applications when a drop shadow effect can be applied.



**DO NOT** add an outlined stroke.



**DO NOT** use any other colours than those specified within these brand guidelines.



**DO NOT** alter the typography of the Wordmark in any way.

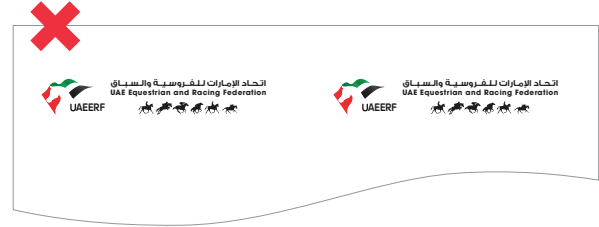


## 2.18 Prohibited applications

**DO NOT** lock up an UAEERF that has its own identity with the Logo Identity in isolation



**DO NOT** use the UAEERF logo Identity with the UAEERF master Logo Identity. They cannot appear together within the same application.



**DO NOT** lock up any logos, text or patterns to the Identity.



**DO NOT** separate the Logo from the Wordmark. Only certain applications are authorised to use the Logo in isolation. Consult with the Brand Support Team for further information.



**DO NOT** show or produce the Identity below the minimum size of 15mm high, as specified in Section 2, page 27.



**DO NOT** place any graphic elements close to the Identity. Always ensure that there is clear space around the Identity as specified in Section 2, page 26.



**DO NOT** split or break up the Identity in any way, such as across the openings of doors, windows (including vehicles), box lids, seals, openings etc.



**DO NOT** use any element of the Identity (Horse, Logo shape, Wordmark and typeface etc.) to create new logos or graphic devices.



**DO NOT** use any elements of the Identity (Horse, Logo shape, Wordmark, Identity typeface etc.) to use as a holding shape for image, pattern, text or colour.



**DO NOT** use the Identity typeface. The typeface has been chosen specifically for the UAEERF Brand and is used as part of the Identity.



## 2.18 Prohibited applications

This section covers examples of forbidden items for the UAEERF Identity or any of its supporting graphic elements to be placed, printed, produced or associated with. This is not a complete nor extensive list but is to be used as an initial checklist guide.

For further queries or approvals on placing the UAEERF Identity onto objects, contact the UAEERF Office : **[www.uaeerf.ae](http://www.uaeerf.ae)**

### Transport vehicles

The UAEERF Logo Identity and its supporting brand elements are to be used with great care and respect, and can no longer be used on vehicle livery.

If the government entity requires identification for its livery, acronyms of the entities name may be used, for example Department of Transport can use DOT, but never the full name.

**DO NOT** place the Identity or any of its supporting graphic elements onto any part of a vehicle, such as:

- Cars, 4x4 and sports utility vehicles
- Lorries and pick-up trucks
- Buses, minibuses and coaches
- Bicycles
- Motorcycles
- Taxis, trains, monorails and trams
- Ships, boats and hovercrafts
- Aeroplanes and helicopters- Emergency and first responder vehicles
- Recreational vehicles such as camper vans, motorhomes and trailers
- Electric vehicles such as hybrid cars, golf buggies and segways
- All-terrain vehicles (Quad bikes)
- Garbage, sewage, construction or water trucks

**DO NOT** place the Identity or any of its supporting graphic elements inside the vehicle in areas such as:

- Car mats
- Dashboard covers
- Seat covers
- Window decals

### Disposable items

**DO NOT** place the Identity or any of its supporting graphic elements onto disposal items that can be thrown away, crushed or soiled, such as:

- Plastic or paper bags, bottles, packaging, cups, plates etc.
- Tissues
- Food stuffs etc.

### Undesirable items

**DO NOT** place the Identity or any of its supporting graphic elements onto undesirable items that may disrespect, hide, tarnish or raise questions against the brand, such as:

- Garbage bins
- Ash trays
- Cigarettes and packaging
- Coasters
- Cutlery
- Coat hangers
- Headphones
- Mouse pads
- Batteries
- Fire extinguishers
- Matches
- Lamps, lamp shades and bulbs
- Furniture
- Cushions, blankets, throws and rugs
- Industrial, agricultural and mechanical objects, equipment, apparatus and machinery
- Animal and livestock objects, equipment, apparatus and machinery etc.



## 2.18 Prohibited applications

### **Sporting and recreational equipment**

**DO NOT** place the Identity or any of its supporting graphic elements onto sporting and recreational equipment items that may disrespect, tarnish or soil the brand, such as:

- All types of balls used for sport
- Cricket bats, clubs or batons
- Boxing gloves- Hockey and lacrosse sticks
- Kayak and canoe paddles- Skateboards, snowboards and sandboards
- Billiards, snooker and pool cues
- Fishing rods
- Martial arts equipment such as knuckle dusters, clubs, coshes, rice flails, num chucks, kabatons, kubasaunts etc.
- Skis and blades- Ski and walking/hiking poles
- Ropes and netting- Roller skates, ice skates and roller blades
- Sport shoes and socks
- Sweatbands, etc.

### **Inappropriate clothing apparel**

**DO NOT** place the Identity or any of its supporting graphic elements onto undesirable items that may disrespect, tarnish or raise questions against the brand, such as:

- The bottom edge of clothing apparel too close to the ground; where the Identity could be hidden, soiled or trod upon.
- Shoes, sandals and flip-flops
- Sleeveless tops
- Ghotra and ogal
- Abaya and scarf

Should the UAEERF Identity be required for national, regional or international events. This will be taken into consideration on a case by case basis, after official applications and approvals have been submitted to the UAEERF Office: **[www.uae erf.ae](http://www.uae erf.ae)**

### **Flooring**

**DO NOT** place the Identity or any of its supporting graphic elements where they can be trod upon and soiled, such as:

- Tiles
- Carpets
- Mats (including vehicle interiors)
- Rugs etc.

### **Dangerous items**

**DO NOT** place the Identity or any of its supporting graphic elements onto undesirable items that may cause harm, disrespect, tarnish or raise questions against the brand, such as:

#### **Guns, firearms and weapons**

- Pistols, revolvers, rifles, shotguns, pellet guns, etc
- Replica and imitation firearms.
- Components of firearms (excluding telescopic sighting devices and sights)
- Toy guns of all types
- Cross bows
- Catapults
- Harpoon and spear guns
- Stun or shocking devices such as cattle prods, ballistic conducted energy weapons, etc.
- Lighters shaped like firearms etc.

#### **Explosives and flammable substances**

- Gas and gas containers (such as butane, propane, acetylene, oxygen)
- Fireworks, flares and other pyrotechnics (including party poppers)
- Matches
- Aerosol cans etc.

#### **Potential harmful objects**

- Axes and hatchets
- Arrows and darts
- Harpoon and spear guns
- Ice axes and ice picks
- Lockable or flick knives with blades of any length
- Knives, meat cleavers and machetes
- Sabres, swords, khanjars and swordsticks
- Scissors
- Ski and walking/hiking poles
- Tools that have the potential to be used as a pointed or edged weapon such as drills, drill bits, box cutters, utility knives, saws, screwdrivers, crowbars, hammers, pliers, wrenches, spanners, blow torches etc.



## 2.18 Prohibited applications

This section covers examples of forbidden locations for the UAEERF Identity or any of its supporting graphic elements to be placed, printed, produced or associated with.

This is not a complete or extensive list but is to be used as an initial checklist guide. For further items not mentioned here, or any further queries or approvals on placing the Identity onto specific locations, please do not hesitate to contact the UAEERF Office.

**DO NOT** place the Identity or any of its supporting graphic elements onto locations that may disrespect, tarnish or soil the UAEERF Brand, such as:

- Within any of the events outlined in prohibited events, page 43.
- Entrances, inside or within the vicinity of toilets or bathing facilities.
- Entrances, inside or within the vicinity of areas serving alcohol.
- In or within the vicinity of buildings or areas of industry, construction, mechanics and agriculture.
- Refuse, dumping or rubbish sites.
- Garbage or sewage vehicles and garbage bins etc.



## 2.18 Prohibited applications

The UAEERF Identity is to be used with great care and respect. The use of the Identity or any of its supporting graphic elements for the co-branding, partnership, endorsement, sponsorship, communication or promotion of any national and international event can only be granted with official applications and approvals granted by the UAEERF Office. This helps protect the integrity and reputation of the Brand.

Although careful consideration will be given to all event requests, permission will rarely be granted to events whose content, outcome or the performers involved can not be regulated or guaranteed to not disrespect our brand values or the integrity of the UAEERF. Such categories of events may include:

- Comedy
- Abstract performance art and dance (with possible exceptions given to ballet and traditional cultural dancing of nations)
- Abstract contemporary art, film, animations and installations
- Dance festivals (with possible exceptions to ballet and traditional cultural dancing of nations)
- Film festivals
- DJ sets
- Contemporary music concerts (including pop, dance, house, R&B, drum n bass, rock etc.)
- Extreme or highly dangerous sports
- Events where the sale of alcohol is present

For any queries or approvals on using the UAEERF Identity at events please do not hesitate to contact the UAEERF Office: **[www.uaeerf.ae](http://www.uaeerf.ae)**



# UAE EQUESTRIAN AND RACING FEDERATION BRAND GUIDELINES

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## SECTION 3 **BRAND ASSETS**



### 3.1 Introduction

To communicate our vision, position and structure and to ensure the brands continuity across all Equestrian Sports entities (ESE), a range of brand assets have been developed. These assets include typography, colour palettes and graphical assets. ESEs can utilise or be inspired by these brand assets.

When coordinating artwork internally or with external company or organisations, ESEs are responsible for

using Logo, and must sight and approve the use of the UAEERF branding, in alignment with the standards within these guidelines.

For additional brand related questions or requests for usage, contact the UAEERF, within the Office of UAEERF:  
**[www.uaeeref.ae](http://www.uaeeref.ae)**

#### Horizontal format



#### Vertical format



## 3.2 Logo colour palette

The colour palette for the UAEERF Logo is fixed and should be reproduced consistently across all media. Individual Equestrian Sports entities can create their own colour palettes, but must work in harmony with the Logo colour palette.

The colours within the palette below must be printed at %100. Only the greyscale version of the Logo Identity on page 18 is the exception to this rule.

### Level 1: Reporting to the VIP

#### Level 1: Reporting to the VIP

UAEERF entities reporting to the VIP use:

PANTONE 185 C  
C2 M100 Y92 K0



PANTONE 7731 C  
C85 M24 Y93 K10



PANTONE 7731 C  
IN GRADIENT



PANTONE BLACK C  
C30 M30 Y30 K100



PANTONE BLACK C  
IN GRADIENT



#### Adds on Design for VIP

The UAEERF Logo + Adds on Round Golden Design will appear in VIP Report

Gold foil 5-172 M or Metallic PANTONE® 871 C  
C20 M25 Y60 K25



### Level 2: Core brand for the UAEERF and all other Equestrian Sports entities

PANTONE 185 C  
C2 M100 Y92 K0



PANTONE 7731 C  
C85 M24 Y93 K10



PANTONE 7731 C  
IN GRADIENT



PANTONE BLACK C  
C30 M30 Y30 K100



PANTONE BLACK C  
IN GRADIENT



The colours shown within these guidelines are not intended to match the PANTONE® colour standards, they are for indication purposes only. PANTONE is a registered trademark of PANTONE®, Inc.

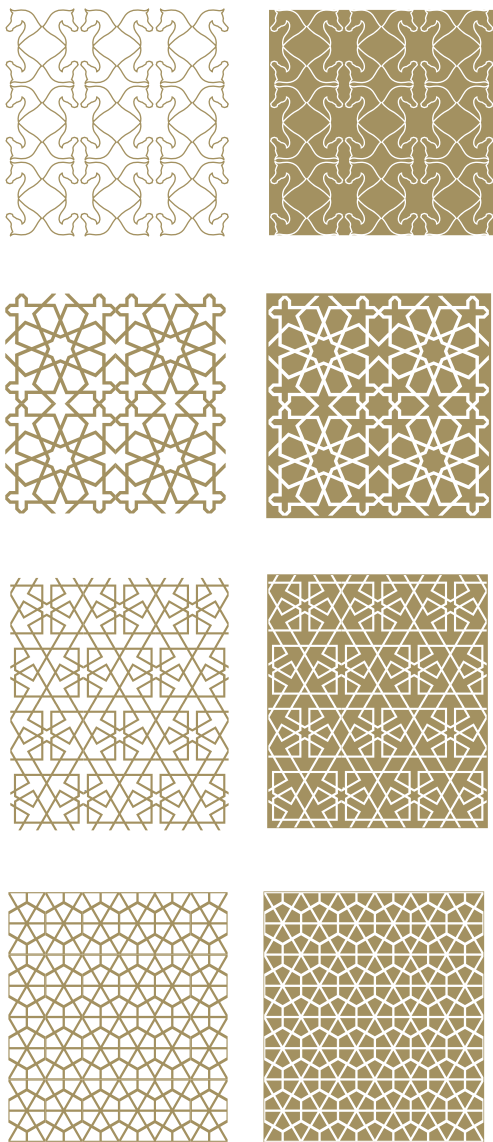


### 3.3 Patterns

The line weight of each pattern has been set to 0.5pt. For some applications this may need to be adjusted, therefore we recommended a tolerance of 0.25pt either way.

Borders can be created to add subtle detail to a design. Do not use the border and full pattern together as this can make the design overly complicated.

#### Pattern examples



#### Border examples

