



Roads and Transport Authority is a new entity formed under the Government of Dubai. The RTA has adopted the following former responsibilities of Dubai Municipality and Dubai Police:

- Road planning, construction and management.
- Traffic and transportation planning and studies.
- Public transport planning, development and management.
- Vehicle licensing and registration.

اشتقت هوية RTA من جوهر العلامة المؤسسية (التنقل) . ان ايجاد حل متكامل للمواصلات فيدبي يضع على عاتق RTA تزويد حلول متنوعة . من هنا انطلقت فكرة (التقارب) في جميع الخدمات، بين الناس و المشاريع في دبي العالمية . فكرة التقارب كانت مترجمة إلى هوية بسيطة في نطاق الخدمات قادرة على تشكيل علاقة مع جمهور هائل متنوع . تعكس الهوية و اللغة المرئية ثقة و طموح مدينة دبي .

العلامة المؤسسية الجديدة ترمز إلى كل نقاط الهيئات الملموسة و كل طرق المواصلات في إمارة دبي . يمثل اللون ا حمر الحركة و الحياة و في الوقت نفسه الارتباط الوثيق مع حكومة دبي .

يمكن وضع اسم الهيئة مع ا يقونة من الاتصال الواضح لاسم العلامة المؤسسية RTA مع خلق فرصة تطوير اللغة المرئية حول الهوية .

طورت هذه اللغة المرئية لخلق أكبر تأثير للعلامة المؤسسية و تزويدها با اساس لاتصال موحد خلال كل التطبيقات، لذلك تم وضع الهوية في الزاوية العليا من الصفحات، و لتمنح الهوية مكان و تجعلها موحدة في جميع التطبيقات .

نرجو العلم بضرورة الالتزام بالتعليمات المذكورة في جميع اوقات . أي تغيير يعتبر غير مقبول .

سنقوم بإيصال رسالة موحدة للجمهور وبناء مصداقية في علامتنا المؤسسية من خلال التطبيقات الموحدة للعلامة المؤسسية والهوية .

The RTA identity derives its design from the brand essence 'MOBILITY' . To provide Dubai with a holistic transport solution, the RTA will need to communicate a variety of services working together to create a better future. This led to the concept of 'CONVERGENCE'. Convergence of all our services, people and business in a cosmopolitan Dubai. This idea was translated into an identity that is simple, service-orientated, and capable of forging a relationship with a hugely diverse target audience. The identity and the visual language reflect the confidence and aspirations of the city of Dubai.

The new brand will be used to mark all of the Authority's touch points as well as the various modes of transport in the Emirate of Dubai. The colour red has been chosen to indicate dynamism and vibrance and, at the same time, links us strongly to the Government of Dubai. The positioning of the Authority's name with the icon allows for the clear communication of the brand name, RTA, while creating the opportunity for a visual language to be developed around the identity.

The visual language has been developed to maximise the impact of the brand and provides the basis for consistent communication across all applications, hence, the positioning of the identity in the top right corner of layouts to give it its own space and to provide an anchor point for the rest of the layout to develop from. Please note that the guidelines provided should be adhered to at all times. Any deviation is unacceptable. It is only through the consistent application of the brand and identity in all communications that we will deliver a consistent message to the market and build credibility.



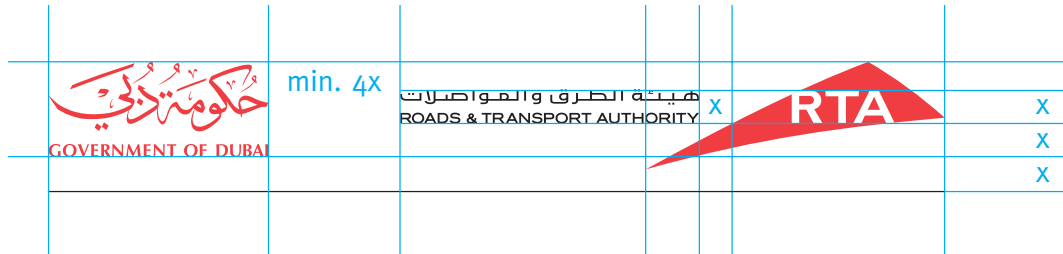
The RTA identity appears in various formats for different reasons. Please note that the specific use of each logo is detailed in the following pages.

The RTA logo formats:

1. **RTA logo:** This is the logo of the RTA and is representative of our brand. The RTA logo with the Authority name or Government descriptor should be used internally or in key applications only.

2. **Authority logo:** Both English and Arabic wordmark placed one above the other as a unit that cannot be separated. Its relationship to the RTA logo is fixed and at no time can be changed.

3. **Official logo:** When required to use the Government of Dubai descriptor, it must only be used in the following way. No deviation to the relationship of the elements is acceptable.



Please note that there can be no deviation from the controls provided for the construction of the logo.

Please contact the RTA marketing department for all logo artwork and digital files.



Pantone 185 | RTA Brandmark & Dubai Government Brandmark



Black | RTA Wordmark



هيئة الطرق والمواصلات
ROADS & TRANSPORT AUTHORITY



هيئة الطرق والمواصلات
ROADS & TRANSPORT AUTHORITY



Where it is not possible to use the coloured logo, the Black & White version should be used.

Typically it is used in documents such as facsimiles or single colour advertisements.



When the logo does not appear on a white background the negative version of the logo must be used. When reversed out of black or dark colours, please note that all elements (the RTA logo, Authority name, Government logo) are reversed out in white.


The same rule applies when reversing out of the corporate red.


When reversing out of an image, however and wherever possible, the RTA logo should remain in red with the letters 'RTA' remaining in white. The Authority name should always reverse out white.

Careful consideration should be given to placement of the logo over any image.

Roads & Transport Authority
 Corporate Identity
 Minimum clear space
 1.5

2X							2X	
	 min. 4x حكومة دبي GOVERNMENT OF DUBAI	هيئة الطرق والمواصلات ROADS & TRANSPORT AUTHORITY	X		X		X	
X								X
2X								2X

2X							2X	
		هيئة الطرق والمواصلات ROADS & TRANSPORT AUTHORITY	X		X		X	
2X								2X

2X							2X	
					X		X	
2X								2X

To ensure legibility and brand integrity a clearspace of 2X must be adhered to when placing the RTA logo on any application. X is equal to the height of the 'R' in the RTA logo, therefore the clearspace is equal to twice the height of the 'R'.

The 2X rule does not change if the logo becomes iconic.

Roads & Transport Authority
Corporate Identity
Minimum size
1.6



To ensure legibility and readability on all applications the RTA logo has a minimum size. The logo can never go smaller than the sizes specified above on print or on web.

Please note that the logo should always be scaled proportionately.



To ensure brand integrity the logo must not be manipulated in anyway. There is a specific relationship between all the elements that make up the logo and this relationship must not be altered or compromised. All scaling of the logo must be uniform to ensure this relationship is maintained.

Above are a few examples of logo manipulation and incorrect logo use:

1. Create a read-through configuration: The RTA logo has its own specified space on any piece of communication. It also has a minimum space around it to ensure its visibility and readability.

2. Make the type a different colour: Logo colours are the primary colours of the brand that shall not be manipulated.

3. Replace the font: the RTA has a unique typeface that was made specifically for the wordmark. This cannot be replaced or modified.

4. Change the colours: colour of the icon or wordmark must not be manipulated in any way.

1.8



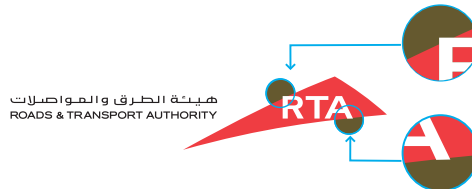
5



6



7



8



9

5. Displace the wordmark:
Wordmarks must remain centred with the Arabic above the English and bottom aligned to the 'R' with a spacing of X. Under no circumstances can the wordmarks be moved within the icons either towards the top or the bottom of the icons.

6. Change the proportional relationship of the icon and the wordmark:

The Arabic wordmark must always appear on top of the English, both have an aligned position in respect to the logo. Under no circumstances can this ratio change.

7. Add names or other logos:
the logo should sit comfortably within its controls and no other logo can intrude its clearspace.

8. Crop the letters 'R' and 'A' :
the letters within the symbol should under no circumstances be changed.

9. Displace the Government:
Government of Dubai is an obligatory logo that sits as one unit, bottom aligned to the Authority wordmark.

هيئة الطرق والمواصلات
ROADS & TRANSPORT AUTHORITY



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هيئة الطرق والمواصلات
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هيئة الطرق والمواصلات
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10. Redraw the icon: Each angle, slope or line was taken into consideration while creating the RTA icon. This cannot be redrawn or modified.

11. Rotate the logo: You can never rotate the RTA logo in any direction.

12. Distort the logo: When scaling the logo it is important that it remains uniform. Under no circumstances can the logo be distorted or stretched in anyway.

13. Flip the logo: The RTA logo should never be flipped or can never sit vertically.

هيئة الطرق والمواصلات
ROADS & TRANSPORT AUTHORITY



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هيئة الطرق والمواصلات
ROADS & TRANSPORT AUTHORITY



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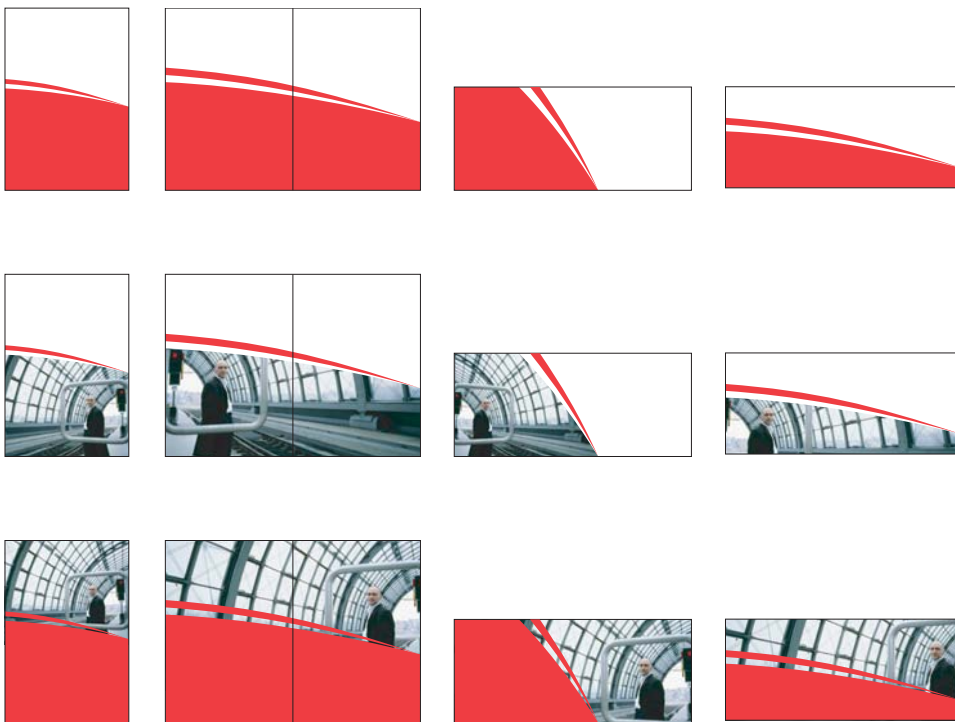
17

14. Lower the opacity: As an official authority, the RTA logo has to be as visible as possible. Thus, it is not permissible to play with the opacity.

15. Enclose the logo in a decorative shape.

16. Use as a design element or background.

17. Place the full logo on top of an image: Where the legibility of the logo will be affected.



Brand visual style: the brand visual style has been designed to provide the RTA with a visual differentiator in the market place. Its origin is from the RTA icon itself and is represented through movement, focus and colour.

The brand visuals are indicative of the brand essence 'mobility' and deliver on the positioning 'one single solution'.

c: 0	c: 0
m: 91	m: 0
y: 76	y: 0
k: 0	k: 100
r: 161	r: 0
g: 141	g: 0
b: 80	b: 0

PANTONE 185 c BLACK



Primary colour

Process Cyan c PANTONE 1375 C PANTONE 354 C Process Yellow C



Secondary colour

Primary colour palette: Colour plays a vital role in all the RTA communication. The primary colour palette has been chosen to support brand communication.

The primary colour palette consists of Pantone 185 C and Black.

Black should be predominantly used for text only.

Secondary colour palette: The secondary colour palette has been chosen to support primary colour in brand communication and is used, for example, to highlight information.

ا 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 GE SS Light

.١٢٣٤٥٦٧٨٩

ا 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 GE SS Bold

.١٢٣٤٥٦٧٨٩

ا 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 Electronic font
Simplified Arabic

.١٢٣٤٥٦٧٨٩

Arabic typeface: GE SS has been chosen as the official Arabic typeface.

To ensure brand strength and consistency, only GE SS can be used for the RTA brand communication and body copy. The typeface has been specifically chosen to enhance the overall brand and visual language of the RTA.

The colour used should be black only. The point size of the Arabic typeface must always be slightly larger than that of the Latin typeface in order for them to appear similar in size.

Electronic Arabic typeface: Simplified Arabic has been chosen as the electronic Arabic typeface. It is available in one font weight, namely Regular.

Simplified Arabic can be used for all PC communication; i.e., word documents, electronic applications, namely web, e-mail and Powerpoint.

It has also been chosen for its PC compatibility and legibility across all media.

ABCDEFGHIJKLMNOPQRSTUVWXYZ **Meta Normal**
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ **Meta Bold**
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ **Electronic font**
Times Roman
abcdefghijklmnopqrstuvwxyz
1234567890

English typeface: Meta has been chosen as the primary English typeface. It is available in two font weights, namely Normal and Bold.

To ensure brand strength and consistency only Meta can be used for the RTA primary brand communication and body copy.

The typeface has been specifically chosen to enhance the overall brand and visual language of the RTA.

Electronic English typeface: Times Roman is available in two font weights, namely regular and bold. It can be used for all PC and other electronic communication; i.e., word documents, ticket information and web.