



مركز الإحصاء
STATISTICS CENTRE

STATISTICS CENTRE - ABU DHABI

Corporate Identity Guidelines

Our brand mark is our first and most forceful point of contact with the world.

It's only natural that every care be taken to preserve the mark while being mindful of the medium it is appearing in.

1.1 | Primary Signature Elements

The primary signature is the preferred version of the SCAD identity. The primary signature is the full-colour version (Fig. 1).

These signatures are available in Pantone process colour and single-colour print processes in positive and negative formats (Fig. 2).

Always follow the correct colour specifications shown opposite (Fig.3) when specifying the colour for the SCAD symbol and type.

These artworks should cater for all requirements and you should never attempt to re-create them.

These signatures exist as a set of master artworks that can be found within the master artwork library CD ROM.



Fig. 1: Primary full colour signature



Fig. 2: Colour specifications



Fig. 3: Primary signature colour variations

SCAD's horizontal signature (Fig. 4) is one of the company's most valuable assets.

On specific elements the signature can be used in horizontal application.

This signature exists as a set of master artworks that can be found within the master artwork library CD ROM.



Fig. 4: SCAD signature elements

1.3 | Clear Space & Minimum Size

Minimum Clear Space

Always maintain a minimum clear space around the SCAD signature to preserve its integrity.

To maintain visual clarity and to provide maximum impact, the signature must never appear to be linked to, or crowded by, copy, photographs or graphic elements.

The minimum clear space must never differ proportionally from the diagrams demonstrated on this page (Fig. 5).

Minimum Size

To protect the integrity, legibility and impact of the Signature, it must never be reproduced in sizes smaller than those shown in (Fig. 6).

For print applications of the primary signature, do not use it smaller than the sizes shown.



Fig. 5: How to define minimum clear space



1.4 | Horizontal Signature Clear Space

Always maintain a minimum clear space around SCAD's horizontal signature to preserve its integrity.

To maintain visual clarity and to provide maximum impact, the signature must never appear to be linked to, or crowded by, copy, photographs or graphic elements. The minimum clear space must never differ proportionally from the diagrams demonstrated on this page (Fig. 7).



Fig. 7: SCAD signature elements



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Need further help?

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