



رأس الخيمة
ras al khaimah

The Brand



2.1 Logo



رأس الخيمة
ras al khaimah



2.2 Logo Matrix

- a. Primary Logo
- b. Responsive Logo / Icon
- c. English Logo
- d. Arabic Logo

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a.



b.



c.



d.



2.3 Clear Space

To ensure the legibility of the logo, it is preferable to surround it with an area of clear space.

The minimum amount of clear space to be applied is indicated by the X symbol.

X is based on the proportions of elements within the logo.



2.4 Logo Lockups

Aligning partnership logos should follow a clear space rule indicated by the 'X'. The partner logos should be bottom aligned and visually balanced.



2.4 Logo Lockups

a. Ras Al Khaimah Tourism Development Authority single language

b. Ras Al Khaimah Tourism Development Authority bilingual logos
b1 is the primary logo for bilingual use.
b2, the stacked version of the bilingual logo is for limited use only. It is only used where space constraints prevent the use of the primary logo..

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a.



هيئة رأس الخيمة لتنمية السياحة



ras al khaimah tourism development authority

b1.



هيئة رأس الخيمة لتنمية السياحة
ras al khaimah tourism development authority

b2.



رأس الخيمة
ras al khaimah
هيئة تنمية السياحة
tourism development authority

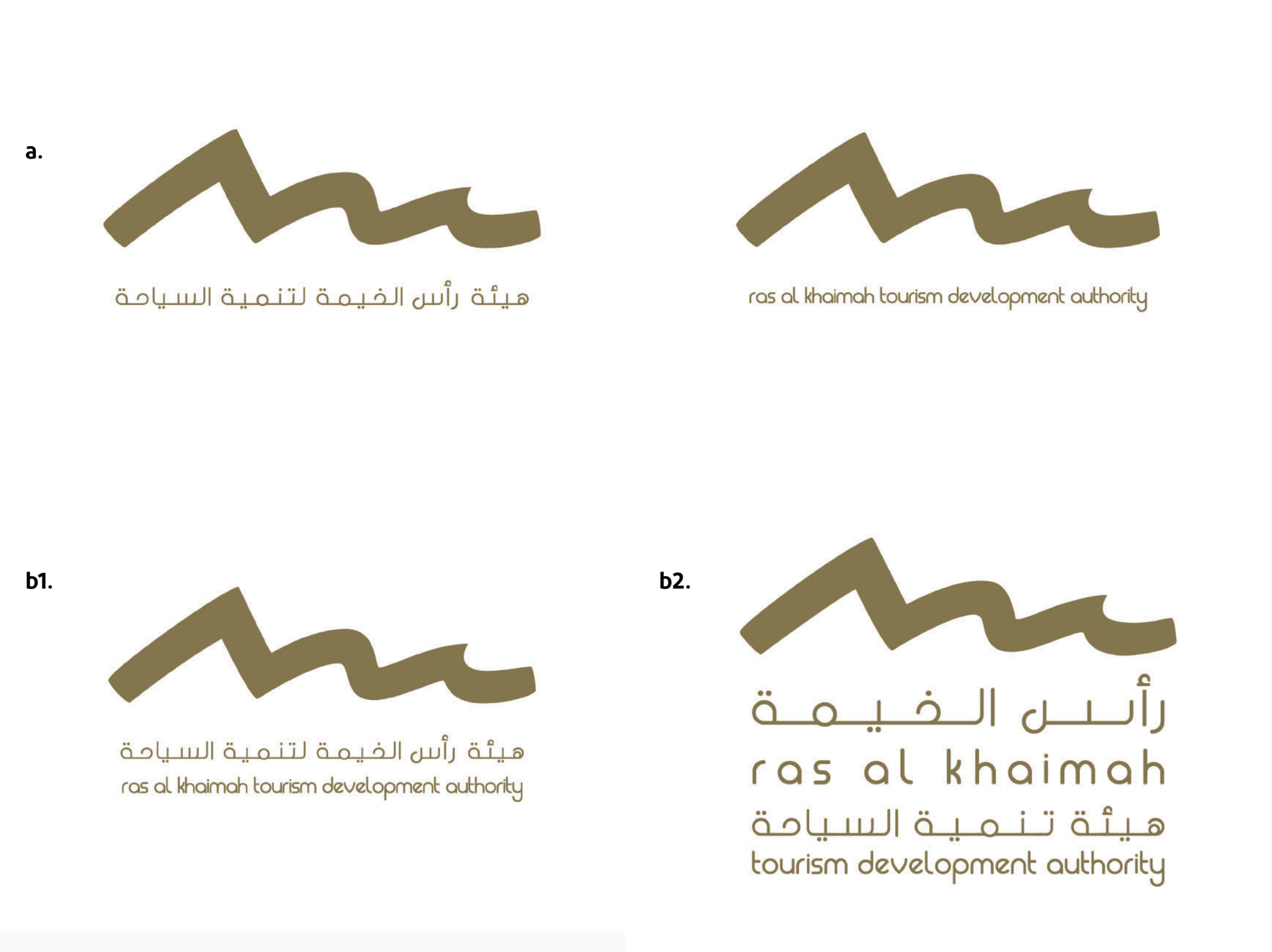


2.4 Logo Lockups

- a. Ras Al Khaimah Tourism Development Authority single language
- b. Ras Al Khaimah Tourism Development Authority bilingual logos

Corporate / Gold

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2.5 Misuse



DO NOT
Add shadows or effects to the logo.



DO NOT
Tilt, rotate, or distort the logo.



DO NOT
Place logo on busy images/backgrounds.



DO NOT
Place logo on backgrounds that challenge legibility.



DO NOT
Reconfigure elements within the logo.



DO NOT
Alter the colour gradients of the primary, or variations logos.



2.6 Tagline

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Primary Logo



Variations



Corporate



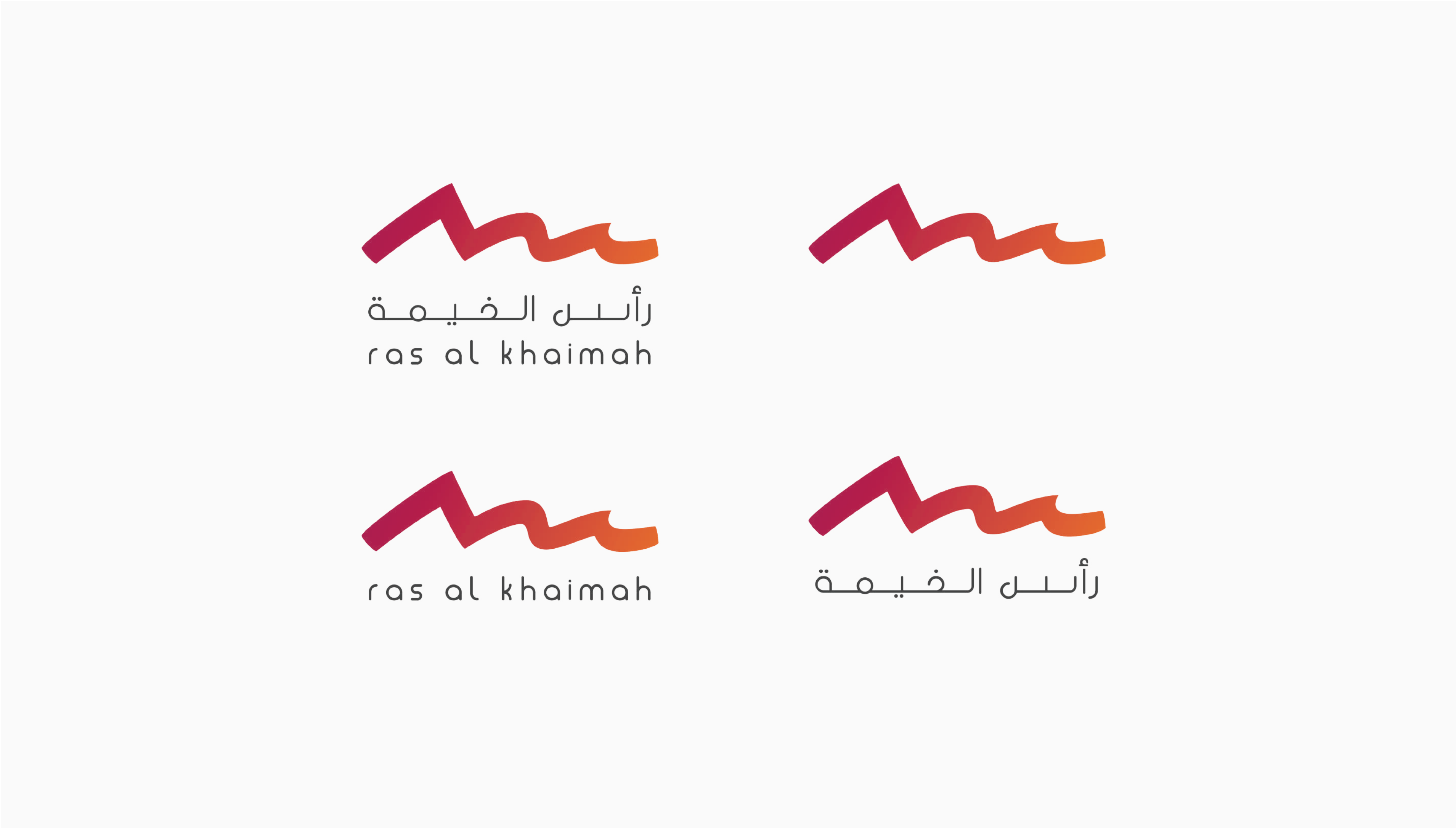
2.7 Brand System

Primary Logo

Official brand mark.

- Official documents
- Generic communication
- Domestic

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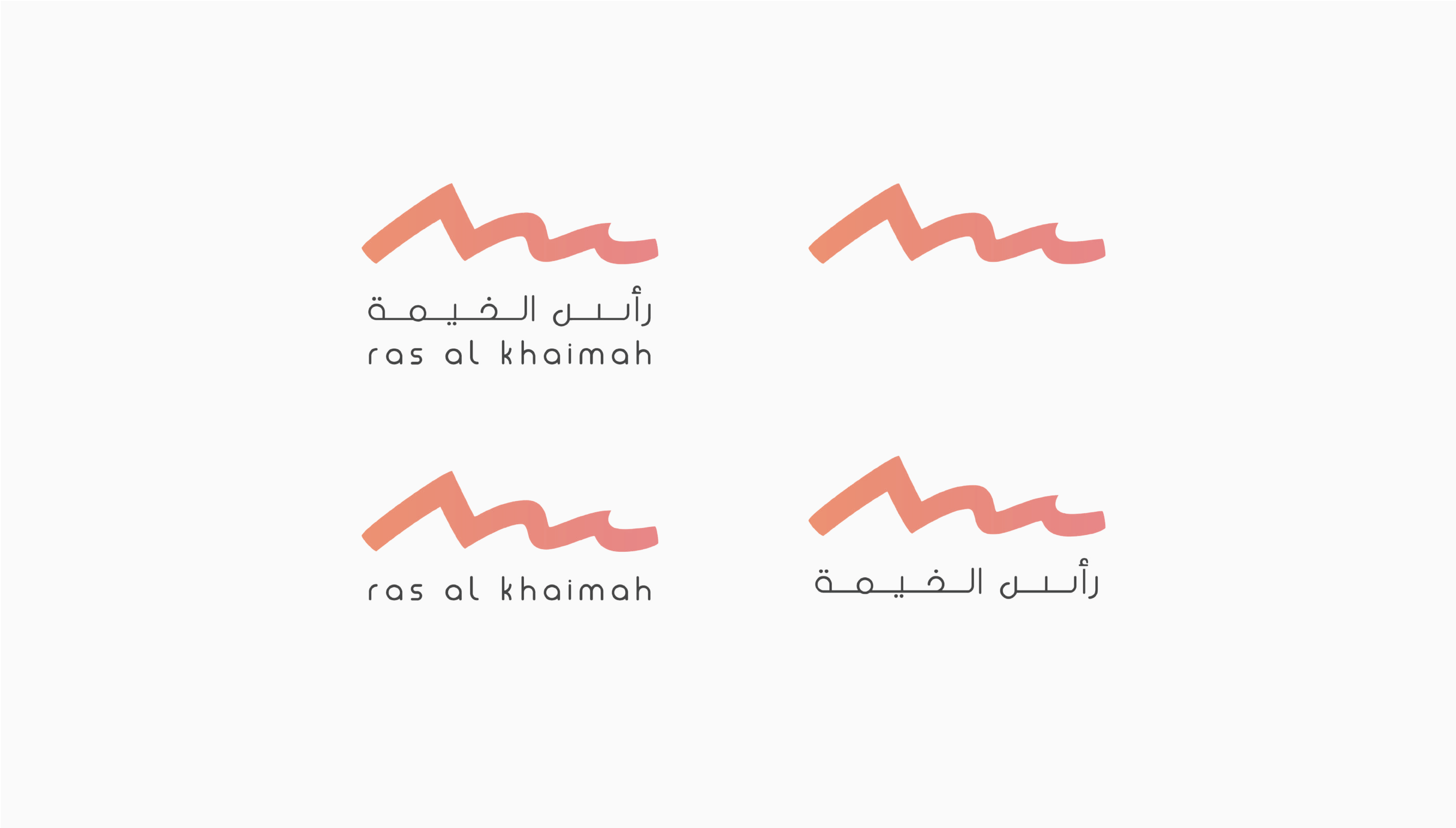
2.7 Brand System

Variations Logo

“Sand”

- Official tourism color scheme
- All consumer facing communication
- Domestic / International tourism

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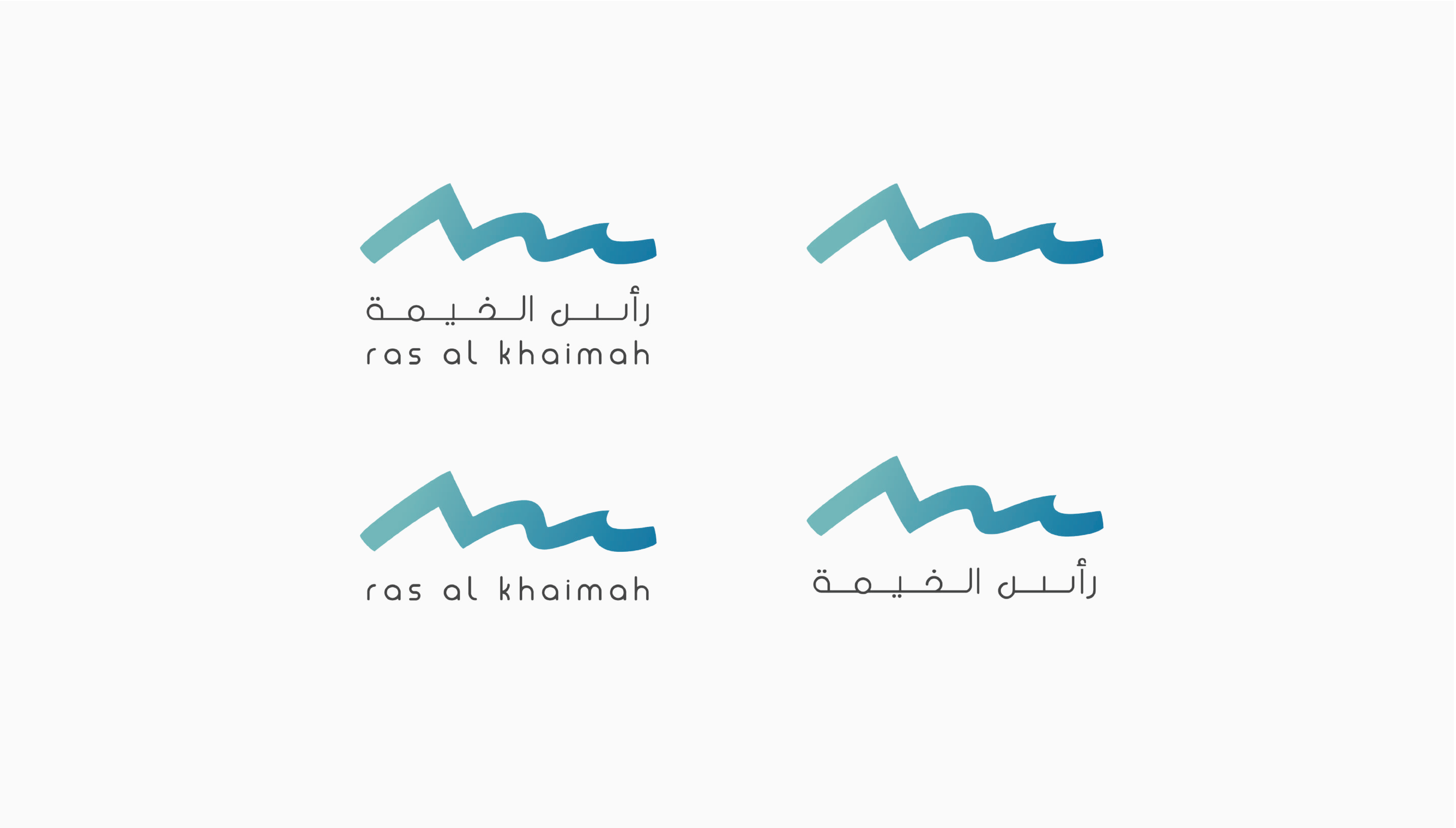
2.7 Brand System

Variations Logo

“Sky”

- Health and Wellness communication
- Initiative and conscious living communications
- Sustainability / Innovation initiatives
- Domestic

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2.7 Brand System

Variations Logo

“Tricolour”

- Merchandise
- Sporting Events

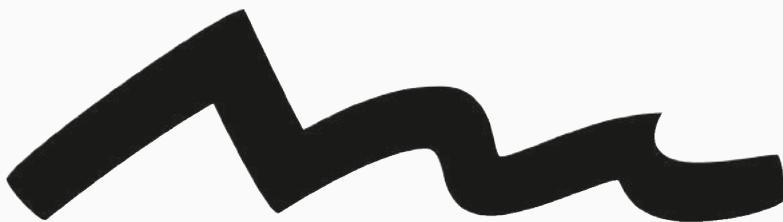
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2.7 Brand System

Corporate / Mono

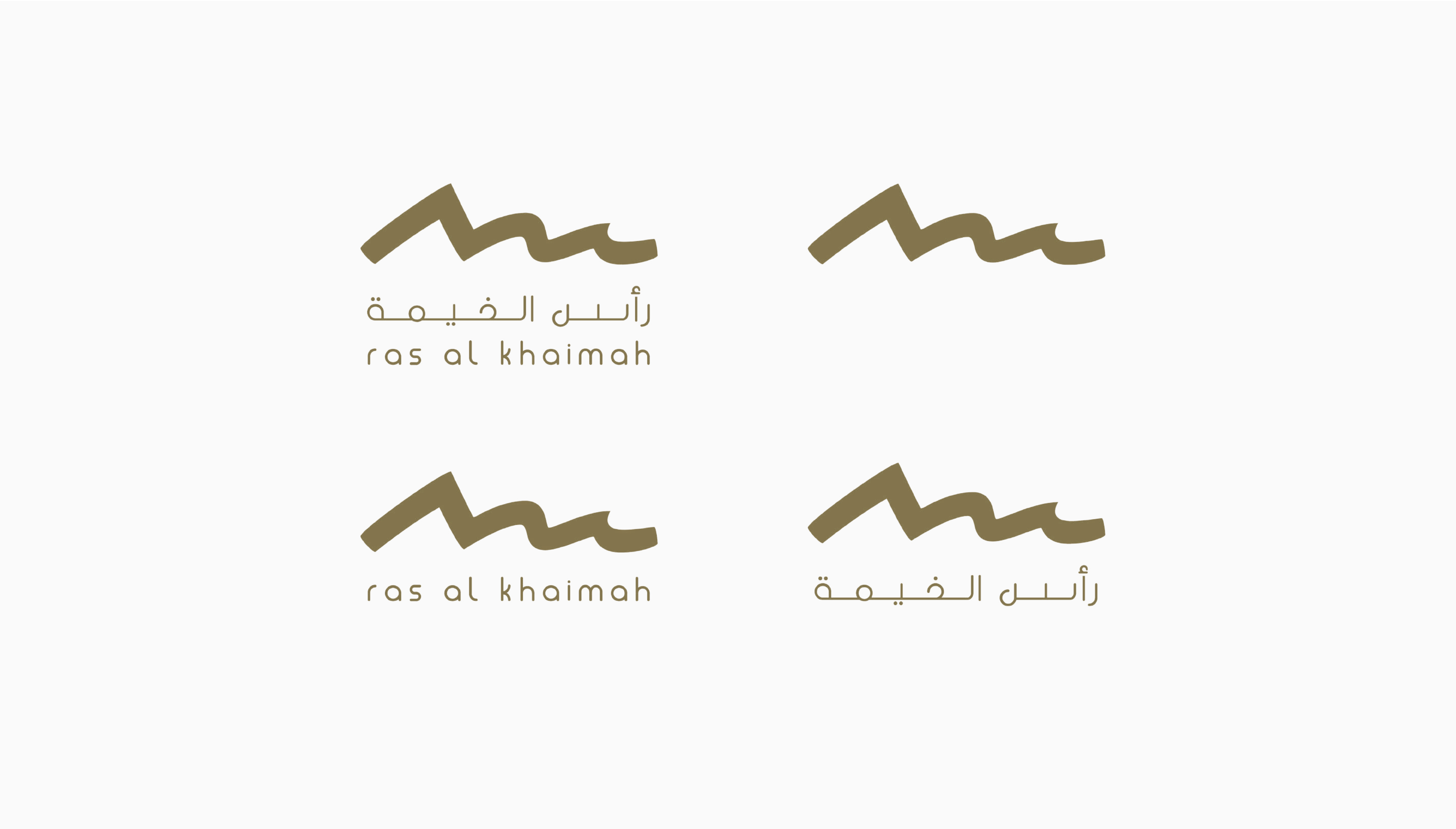
Corporate use.



2.7 Brand System

Corporate / Gold

Corporate use.



Colour Palette



3.1 Logo Colour Codes

Rakashida / Primary

Colour Codes



PANTONE 220 C
HEX # a20054

C 26
M 100
Y 31
K 20

R 162
G 0
B 84



PANTONE 715 C
HEX # f1802a

C 0
M 59
Y 88
K 0

R 241
G 128
B 42



3.1 Logo Colour Codes

Rakashida / Variations

“Sand”
Colour Codes



PANTONE 486 C
HEX # eb9072

C 4
M 53
Y 54
K 0

R 255
G 144
B 144

PANTONE 2445 C
HEX # e78888

C 6
M 58
Y 37
K 0

R 231
G 136
B 136



3.1 Logo Colour Codes

Rakashida / Variations

“Sky”
Colour Codes



PANTONE 2218 C
HEX # 72b7ba

C 58
M 10
Y 29
K 0

R 114
G 183
B 186



PANTONE 641 C
HEX # 006c9f

C 88
M 49
Y 18
K 3

R 0
G 108
B 159



3.1 Logo Colour Codes

Rakashida / Variations

“Tricolour”
Colour Codes



3.1 Logo Colour Codes

Rakashida / Variations

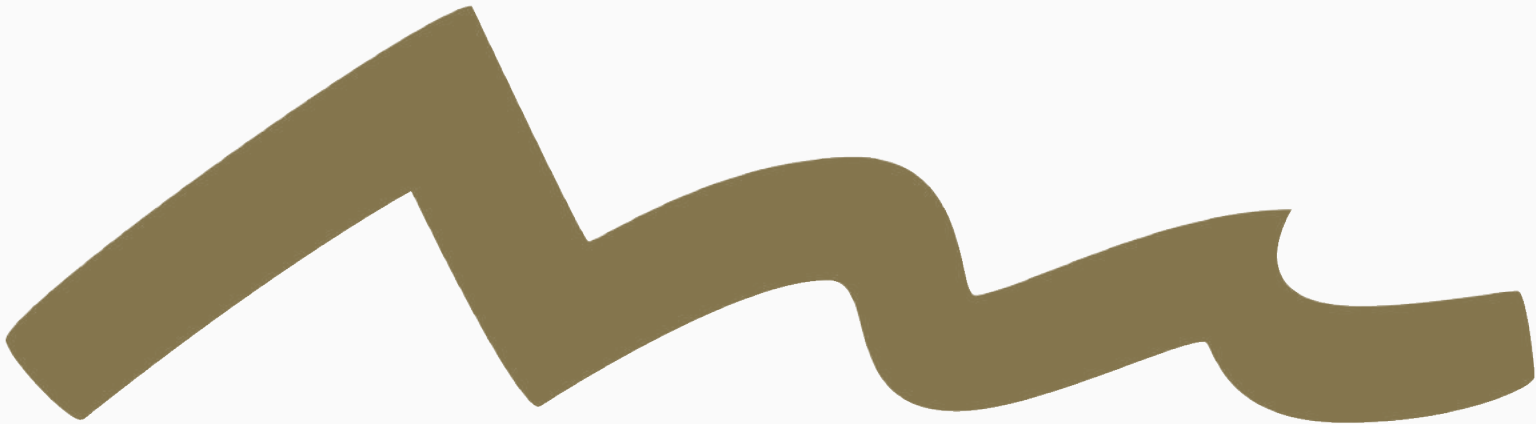
Corporate Gold
Colour Codes



PANTONE 871 C
HEX # 89764B

C 0
M 14
Y 45
K 46

R 137
G 118
B 75



3.1 Logo Colour Codes

Wordmark

Apply on all versions of logos.



ras al khaimah
رأس الخيمة

PANTONE 4287 C
HEX # 444444

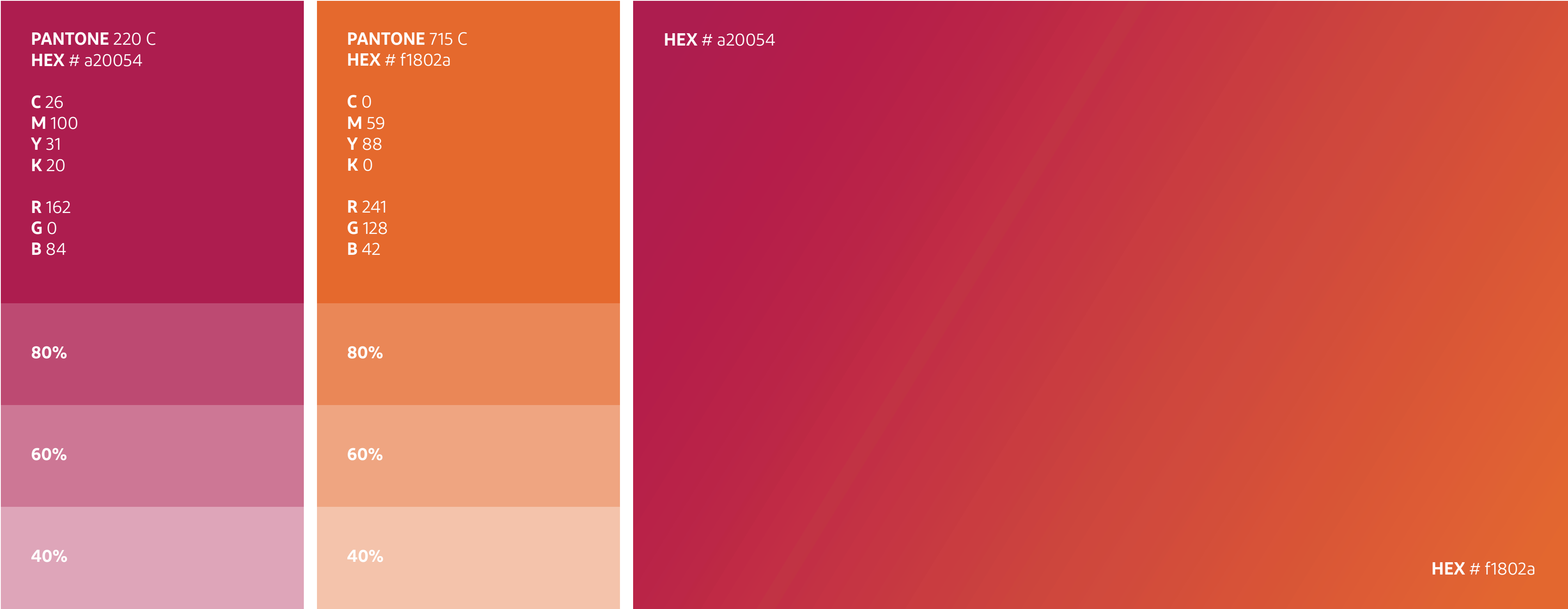
C 0
M 0
Y 86
K 0

R 68
G 68
B 68

ras al khaimah
رأس الخيمة



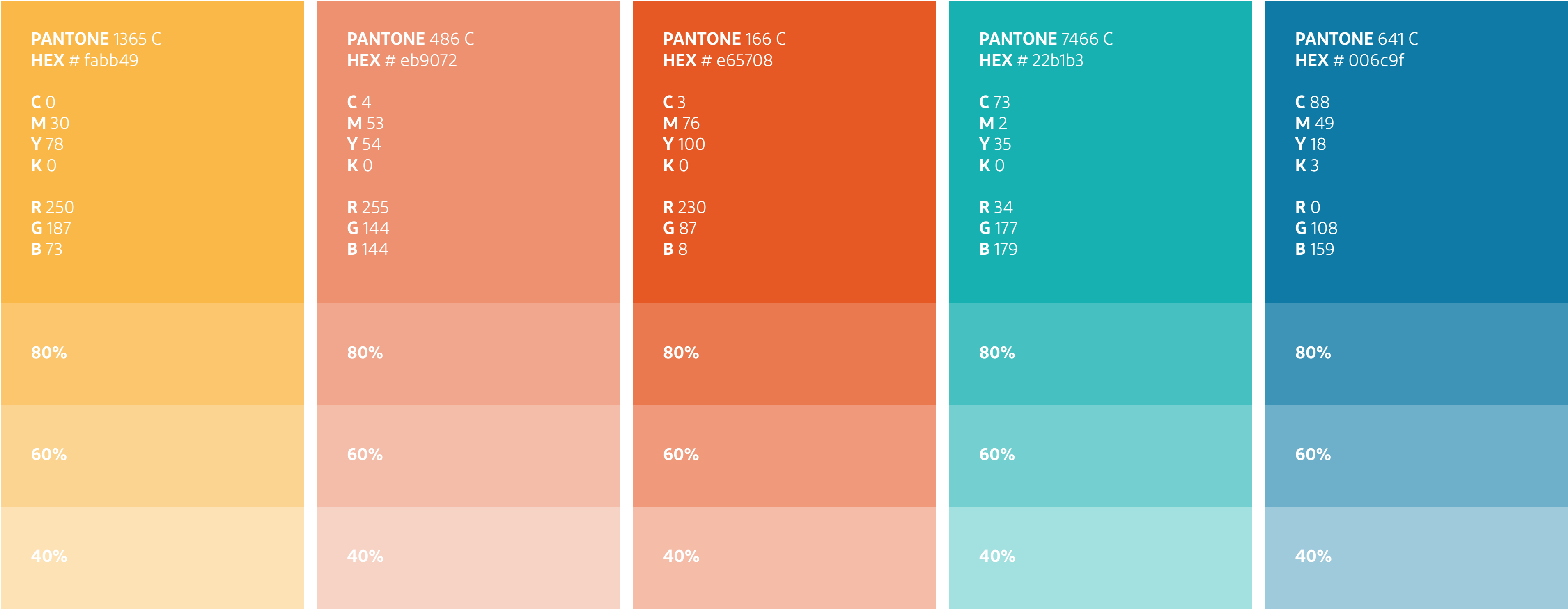
3.2 Primary Colours



3.3 Secondary Colours

Our secondary palette is vibrant, expressive, and gives our brand the creative freedom to explore boundless possibilities.

Inspired by Ras Al Khaimah’s dynamic spectrum of vistas - from mountains, dunes, to the sea.



Brand Fonts



4.1 Brand Fonts

English Font

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HEADING

Diodrum Arabic
Semi Bold
Aa

BODY COPY

Diodrum Arabic
Regular
Aa

WEIGHTS

Diodrum Arabic Medium Aa	Diodrum Arabic Light Aa
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4.1 Brand Fonts

Arabic Font

Diodrum Arabic
Light

عِش لحظَاتك

Diodrum Arabic
Regular

عِش لحظَاتك

Diodrum Arabic
Medium

عِش لحظَاتك

Diodrum Arabic
Semi Bold

عِش لحظَاتك



4.2 Web Fonts

English Web Font

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HEADING

Tajawal
Bold
Aa

BODY COPY

Tajawal
Regular
Aa

WEIGHTS

Tajawal
Medium
Aa

Tajawal
Light
Aa



4.1 Brand Fonts

Arabic Web Font

Tajawal
Light

عِش لحظاتك

Tajawal
Regular

عِش لحظاتك

Tajawal
Medium

عِش لحظاتك

Tajawal
Bold

عِش لحظاتك



6.5 Presentation
Official

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