



رأس الخيمة  
ras al khaimah

# The Brand



2.1 Logo



## 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.



b.



## 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.



Primary Logo



رأس الخيمة  
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Variations



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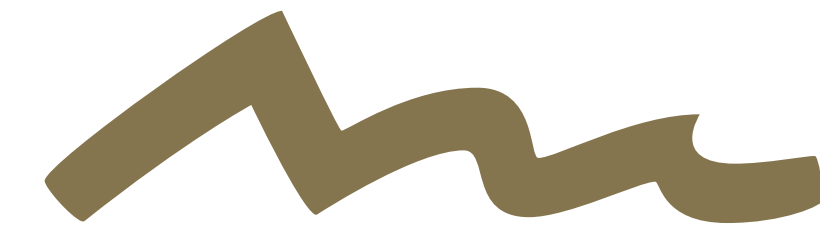
Corporate



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## 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.



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## 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



**PANTONE 166 C**  
**HEX # e65708**

**C 3**  
**M 76**  
**Y 100**  
**K 0**

**R 230**  
**G 87**  
**B 8**



**PANTONE 1365 C**  
**HEX # fabb49**

**C 0**  
**M 30**  
**Y 78**  
**K 0**

**R 250**  
**G 187**  
**B 73**



**PANTONE 7466 C**  
**HEX # 22b1b3**

**C 73**  
**M 2**  
**Y 35**  
**K 0**

**R 34**  
**G 177**  
**B 179**



### 3.1 Logo Colour Codes

#### Rakashida / Variations

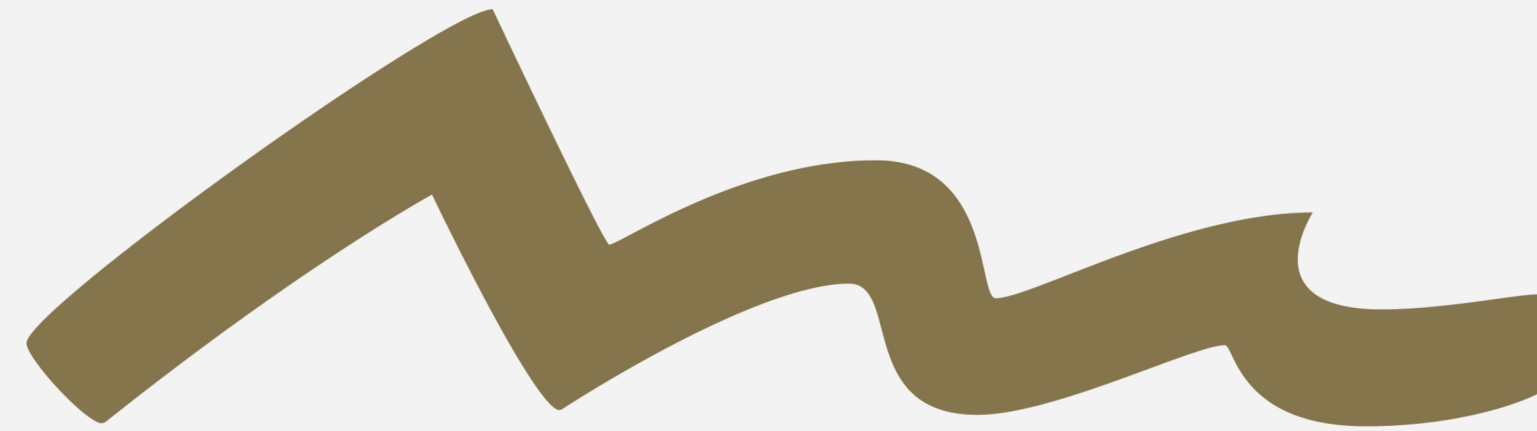
Corporate Gold  
Colour Codes



**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.



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**PANTONE** 4287 C  
**HEX #** 444444

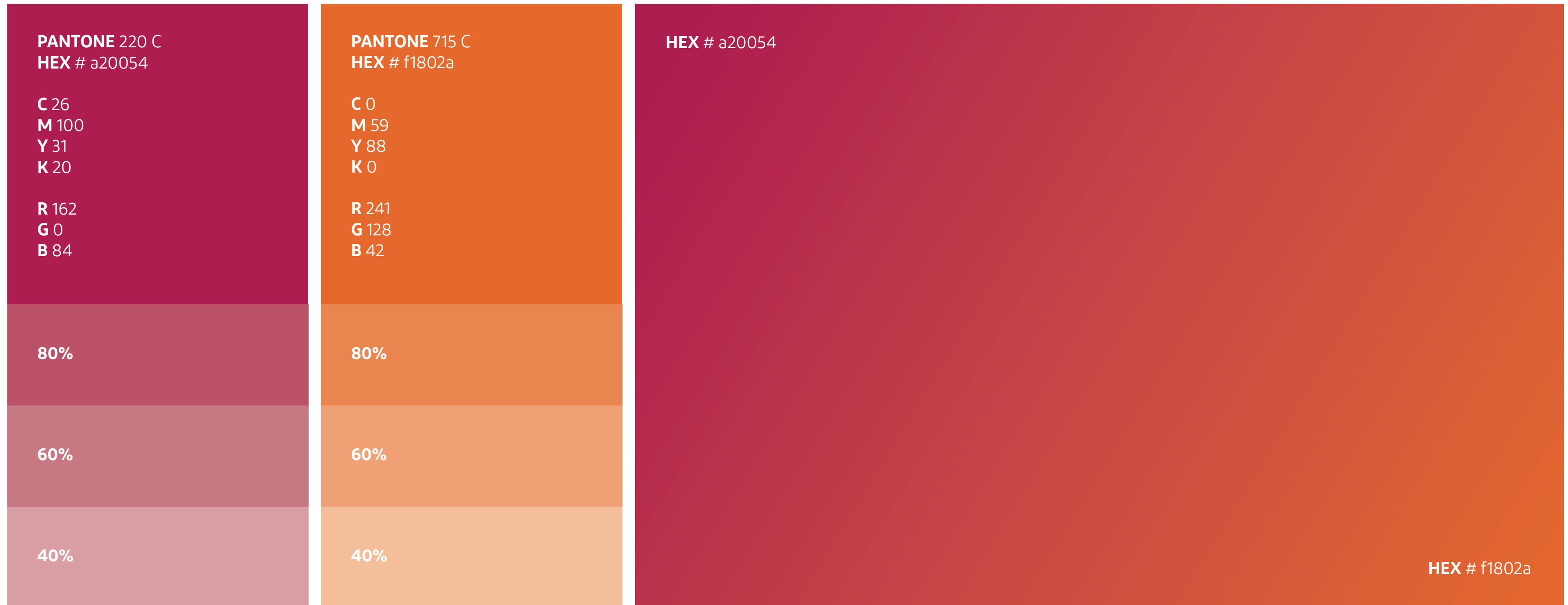
**C** 0  
**M** 0  
**Y** 86  
**K** 0

**R** 68  
**G** 68  
**B** 68

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### 3.2 Primary Colours

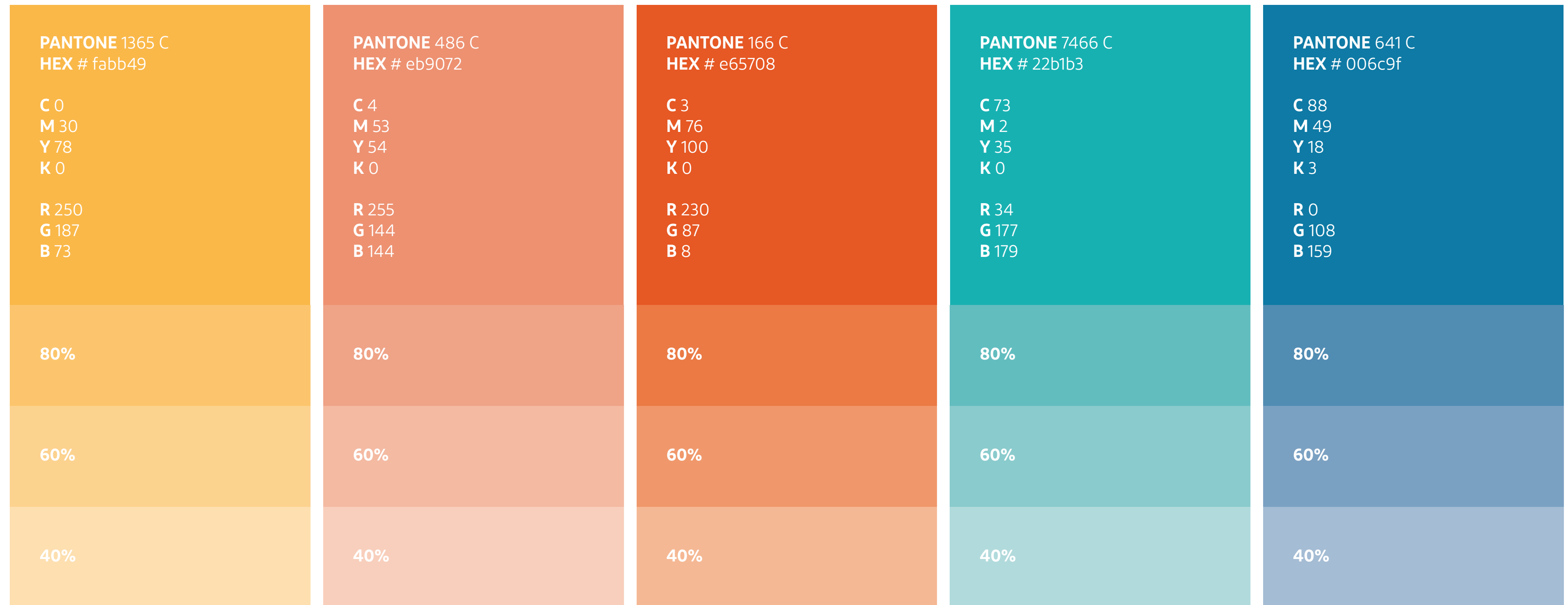




### 3.3 Secondary Colours

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



## 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

عِشْ لِحِظَاتِكْ

Tajawal  
Regular

عِشْ لِحِظَاتِكْ

Tajawal  
Medium

عِشْ لِحِظَاتِكْ

Tajawal  
Bold

عِشْ لِحِظَاتِكْ



## 6.5 Presentation Official

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