

Cabinet Resolution No. (79) of 2020 Regarding the Approval of the Emirates Brand

The Cabinet:

- Upon reviewing the Constitution;
- Federal Law No. (1) of 1972 on the Competencies of the Ministries and the Powers of the Ministers, and any amendments;
- Federal Law by Decree No. (7) of 2020 Establishing the UAE Government Media Office;
- And upon the proposal of the Minister of Cabinet Affairs, and the approval of the Cabinet;

Has resolved:

Article (1)

The design of the Emirates Brand consisting of “seven lines” shall be approved and the accompanying logo, which is “Impossible is possible” in Arabic and English, shall be approved, as attached to this Resolution.

Article (2)

The UAE Government Media Office shall be the concerned official authority in the State and shall be responsible for everything related to the State’s Visual Brand and the sole reference for the uses of the Brand, and for this purpose it may:

1. Adopt and sponsor the Emirates Visual Brand and support all parties in the Government and Private Sectors in the State for the purpose of using the Brand and the accompanying Logo and its applications inside and outside the State.
2. Supervise the uses of the Brand and the accompanying Logo, and the approval for Government and Private Agencies and other parties to use it in accordance with the terms and conditions approved by the Office.

3. Make improvements and changes for the purposes of developing and improving the Brand or the use of accompanying logos that vary according to the requirements and events.
4. Coordinate efforts, strategies and initiatives for the Brand activities with both federal and local government and semi-government agencies in the State, and the Private Sector.
5. Grant approval to trademark owners to design and produce commercial products related to the Brand and logo, issue the necessary guidelines for this, and contract with them in this regard.

Article (3)

All federal and local government agencies and leading national companies in the Private Sector and civil and humanitarian institutions must establish the use of the Emirates Logo and Brand in accordance with the guidelines from the UAE Government Media Office, by including them in:

1. Their economic, tourism, cultural, social and other initiatives and activities.
2. Their visual brands.
3. The main campaigns and events organized and supervised by these entities and their sectors.

Article (4)

All government and private entities must coordinate with the UAE Government Media Office regarding the uses of the Brand and the accompanying Logo, and not modify or change any of its axes in any way.

Article (5)

Any provision that violates or contradicts this Resolution shall be repealed.

Article (6)

This Resolution shall be published in the Official Gazette and shall be entered into force as of the date of its publication.

Mohamed Bin Rashid Al Maktoum

Prime Minister

On: 07 Rabi' Al-Awwal 1442 H

Corresponding to: 22 November 2020 A.D

Annexed to Cabinet Resolution No. (79) of 2020 Design of the Emirates
Brand and Accompanying Logo

Vertical Design of the Logo

And the text brand in both languages



Horizontal Design of the Logo

And the text brand in both languages

