



بنك الإمارات دبي الوطني  
Emirates NBD

# Logo Guidelines

Guidelines for correct logo application  
on partner communications

This document provides a simple guide to understanding and applying the Emirates NBD logo correctly within partner communications.

By following these guidelines, you'll help ensure Emirates NBD remains distinctly recognisable and professional across every interaction and channel.

# Section 1

# Masterbrand Logo

## Introduction

Emirates NBD is a brand that has significantly strengthened and evolved over the years, with its logo playing an integral role in this transformation. The new logo, crafted to modernise and elevate the brand, reflects the bank's growth and its commitment to innovation.

### 1. Logo

The logo is a lockup between the brandmark and the wordmark. The space and sizing relationship between the two has been carefully crafted to create visual balance.

The wordmark is unique to our brand, and the weight and spacing ensures alignment of the English and Arabic into one cohesive asset.

**THE WORDMARK SHOULD NEVER BE USED IN ISOLATION.**



## Primary Logo Lockups

The Emirates NBD logo consists of two compositional elements: a brandmark and a wordmark.

The horizontal version is the primary logo, while the vertical version is used when the application or space does not allow for a horizontal layout.

Proper logo usage across all visual communications is essential to ensure a consistent and unified brand identity. **There should be no deviations from the examples provided in this section.**

**Do not recreate or alter the logo, and always use master artwork files as provided. These can be obtained directly from the Brand Team.**

Primary Logo  
Horizontal



Primary Logo  
Vertical



## Primary Logo Lockups Minimum Size

The logo should always be displayed at a size that ensures both the brandmark and the wordmark are legible. The size of the logo may vary depending on the type of media used.

It is strongly recommended to verify the minimum size requirements based on printing methods, or digital display specifications, and the type of application.

**Do not recreate or alter the logo, and always use master artwork files as provided. These can be obtained directly from the Brand Team.**



10 mm – Print  
30 px – Digital



بنك الإمارات دبي الوطني  
Emirates NBD

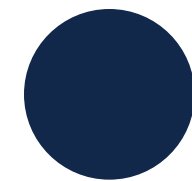


18 mm – Print  
55 px – Digital

## Logo Colour Variations

To allow for flexibility of use, both positive and negative versions of the logo are provided. The choice of the correct version depends on the specific application and its legibility in contrast to the background.

### Emirates NBD Blue Colour Value:



Pantone® 2767 C  
CMYK 100, 90, 10, 77  
RGB 7, 36, 71  
HEX #072447



**Incorrect Usage of Logo on Partner Communications**



**DO NOT** place a rectangular box around the Emirates NBD logo.



**Correct Usage of Logo on Partner Communications**



**DO** use the Emirates NBD logo artwork provided. Select the version with the most contrast to ensure legibility.



**Incorrect Logo usage**

The examples opposite demonstrate incorrect and correct application of the logo on light and dark backgrounds.

**NEVER** place a rectangular box around the Emirates NBD Logo.

**Always** use the correct artwork, ensuring the logo contrasts with the background to guarantee legibility.

## Incorrect Logo usage Example 1

The Emirates NBD logo needs to be placed on temporary directional signage at a partner venue. Always use the correct artwork, ensuring the logo contrasts with the background to guarantee legibility.

The examples opposite demonstrate incorrect and correct application of the logo on light and dark backgrounds.

**NEVER** place a rectangular box around the Emirates NBD Logo.

**Always** use the correct artwork, ensuring the logo contrasts with the background to guarantee legibility.

### Incorrect Usage of Logo on Partner Communications



**DO NOT** place a rectangular box around the Emirates NBD logo.

Light background



Dark background



### Correct Usage of Logo on Partner Communications



**DO** use the Emirates NBD logo artwork provided. Select the version with the most contrast to ensure legibility.

Light background



Dark background



**Incorrect Usage of Logo on Partner Communications**



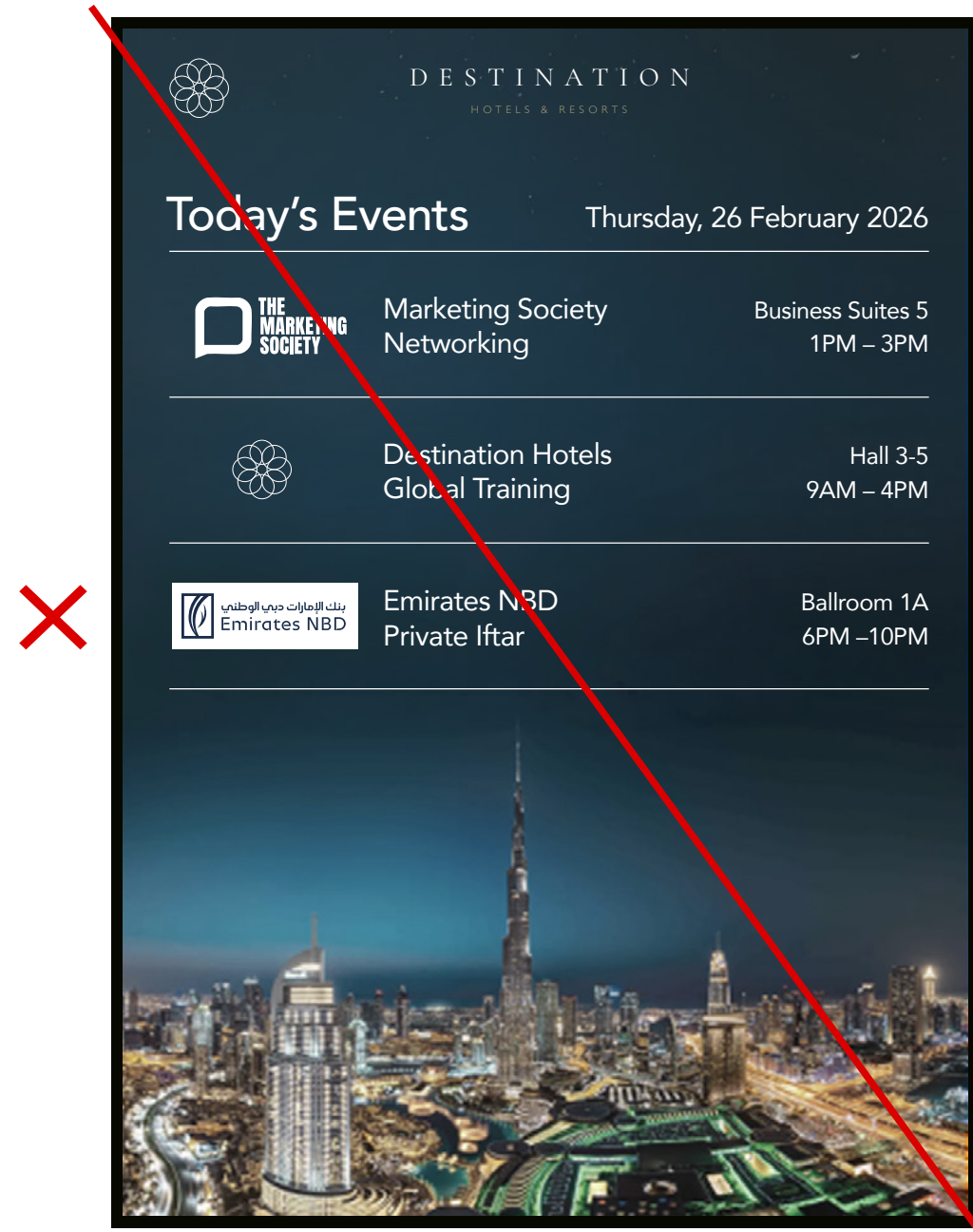
**Incorrect Logo usage Example 2**

The Emirates NBD logo needs to be placed on a digital information screen at a partner venue.

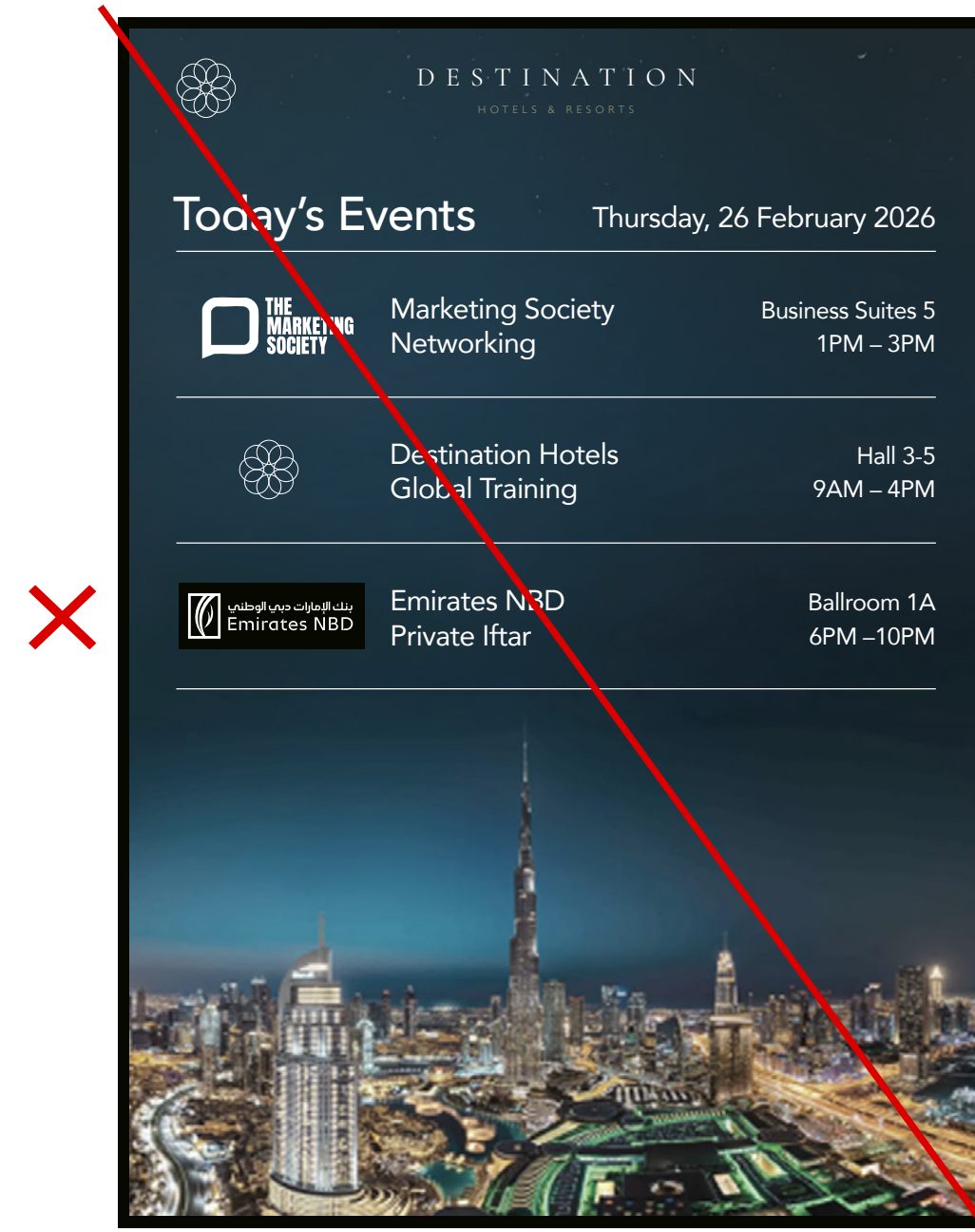
**NEVER place a rectangular box around the Emirates NBD Logo.**

**Always use the correct artwork, ensuring the logo contrasts with the background to guarantee legibility.**

**DO NOT** place a rectangular box around the Emirates NBD logo.



White rectangle around the logo

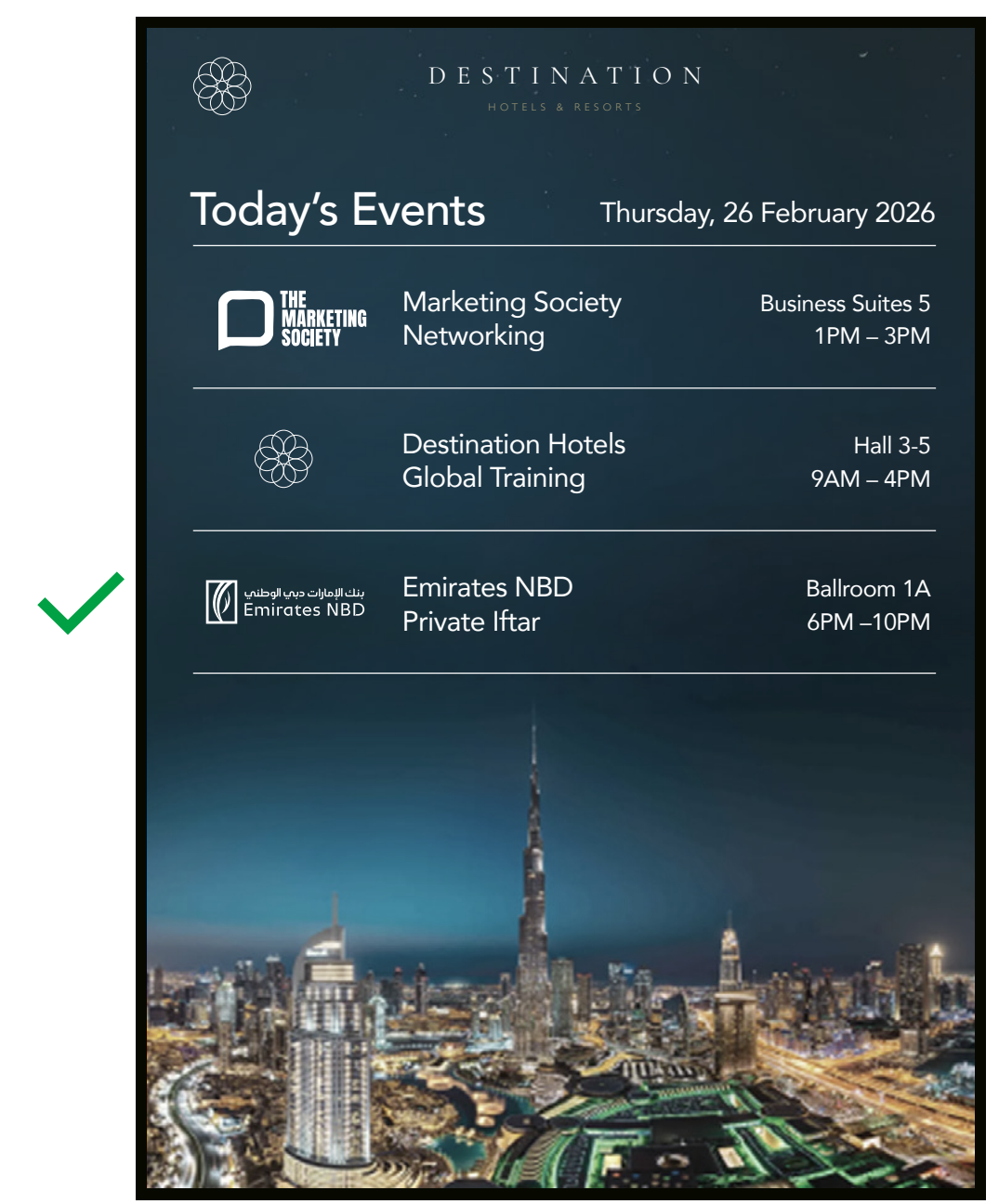


Black rectangle around the logo

**Correct Usage of Logo on Partner Communications**



**DO** use the Emirates NBD logo artwork provided. Select the version with the most contrast to ensure legibility.



Correct logo artwork

Incorrect Usage of Logo on Partner Communications ✘

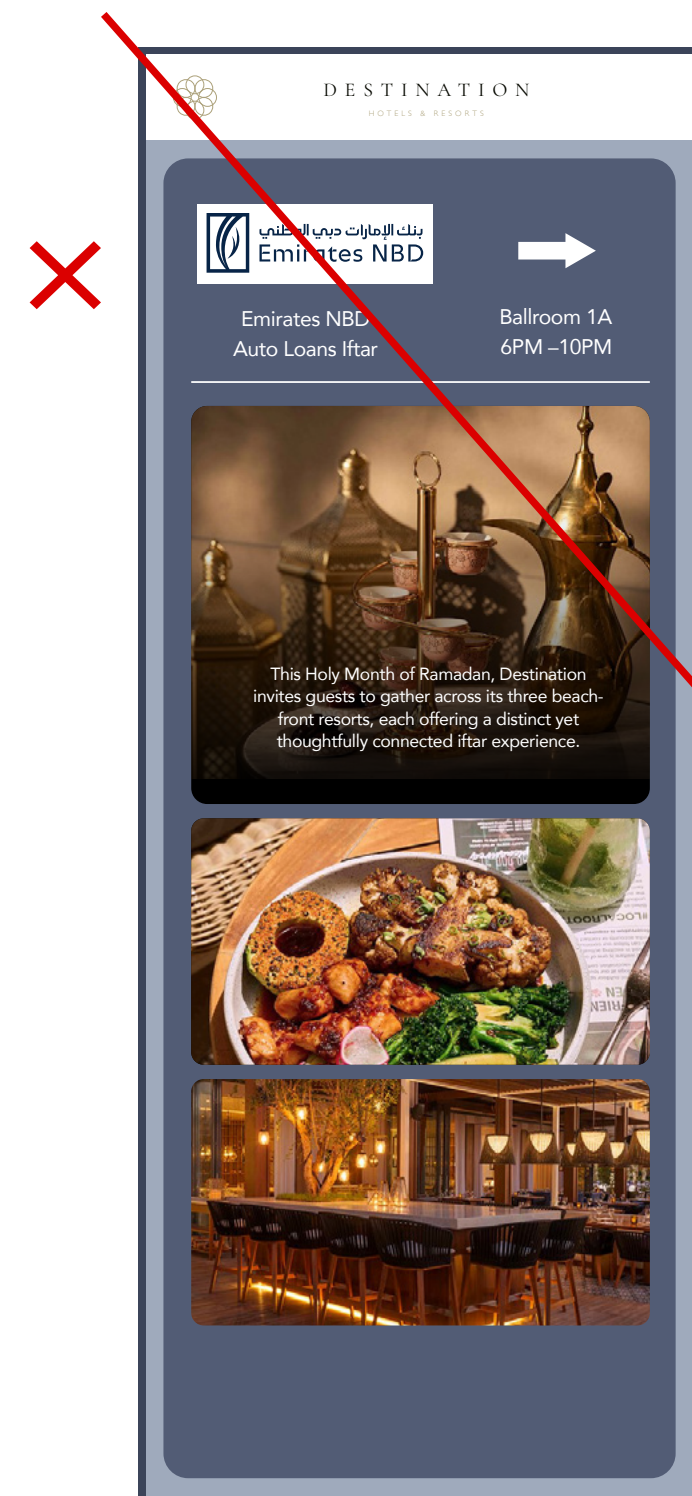
**Incorrect Logo usage Example 3**

The Emirates NBD logo needs to be placed on a digital information screen at a partner venue.

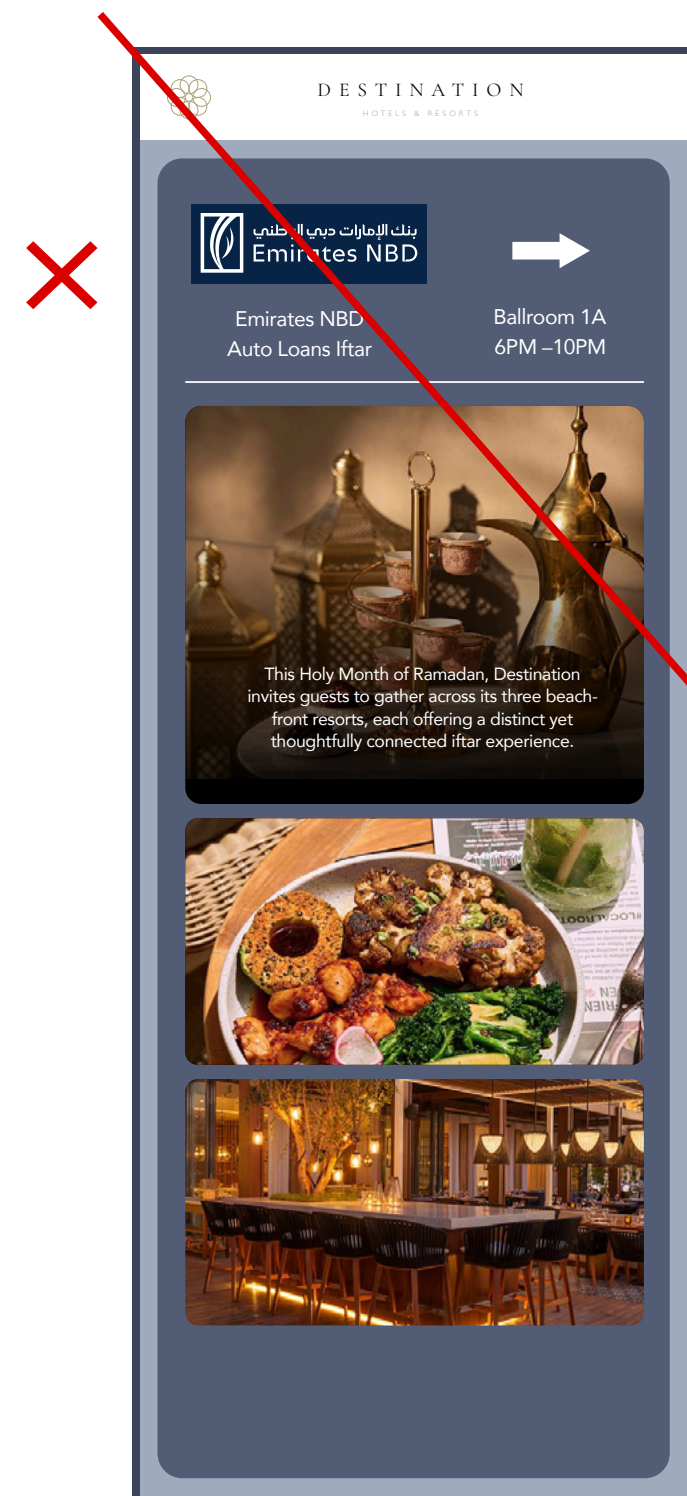
**NEVER** place a rectangular box around the Emirates NBD Logo.

Always use the correct artwork, ensuring the logo contrasts with the background to guarantee legibility.

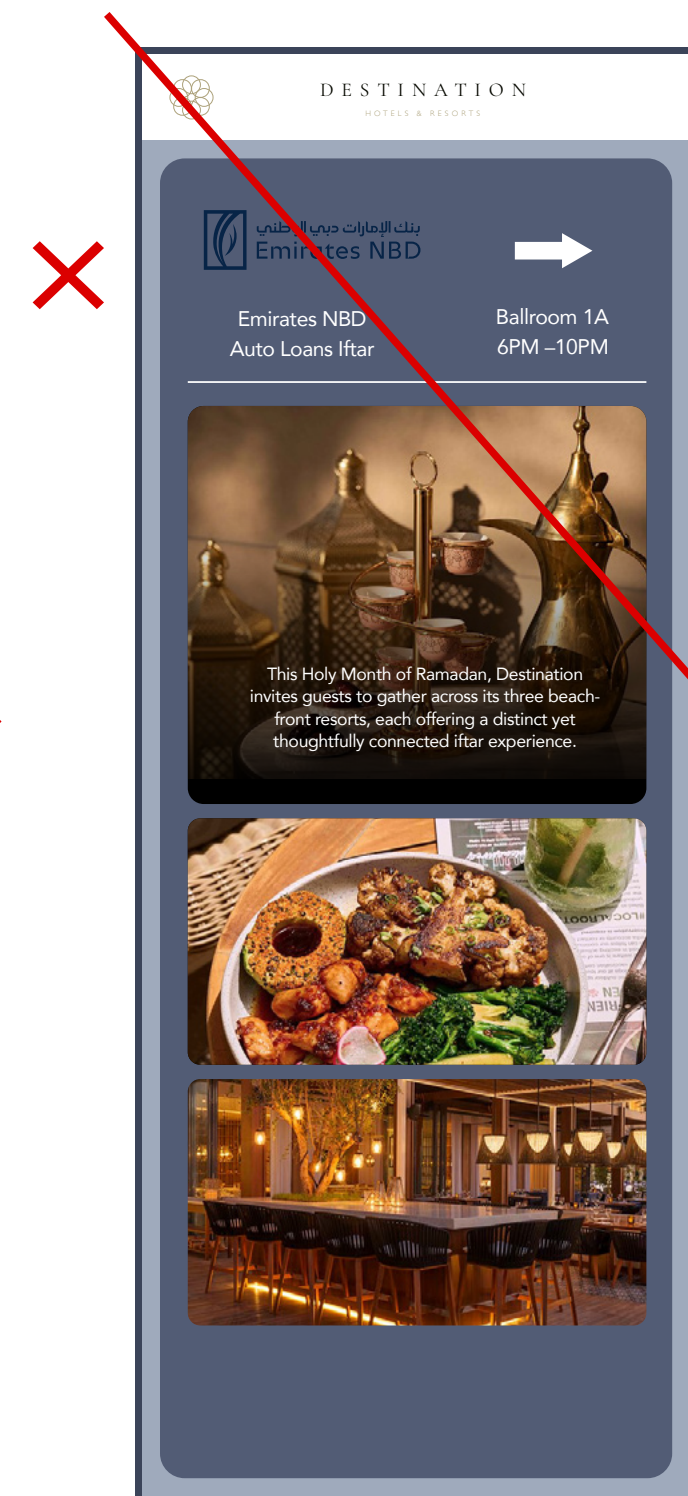
**DO NOT** place a rectangular box around the Emirates NBD logo.



White rectangle around the logo



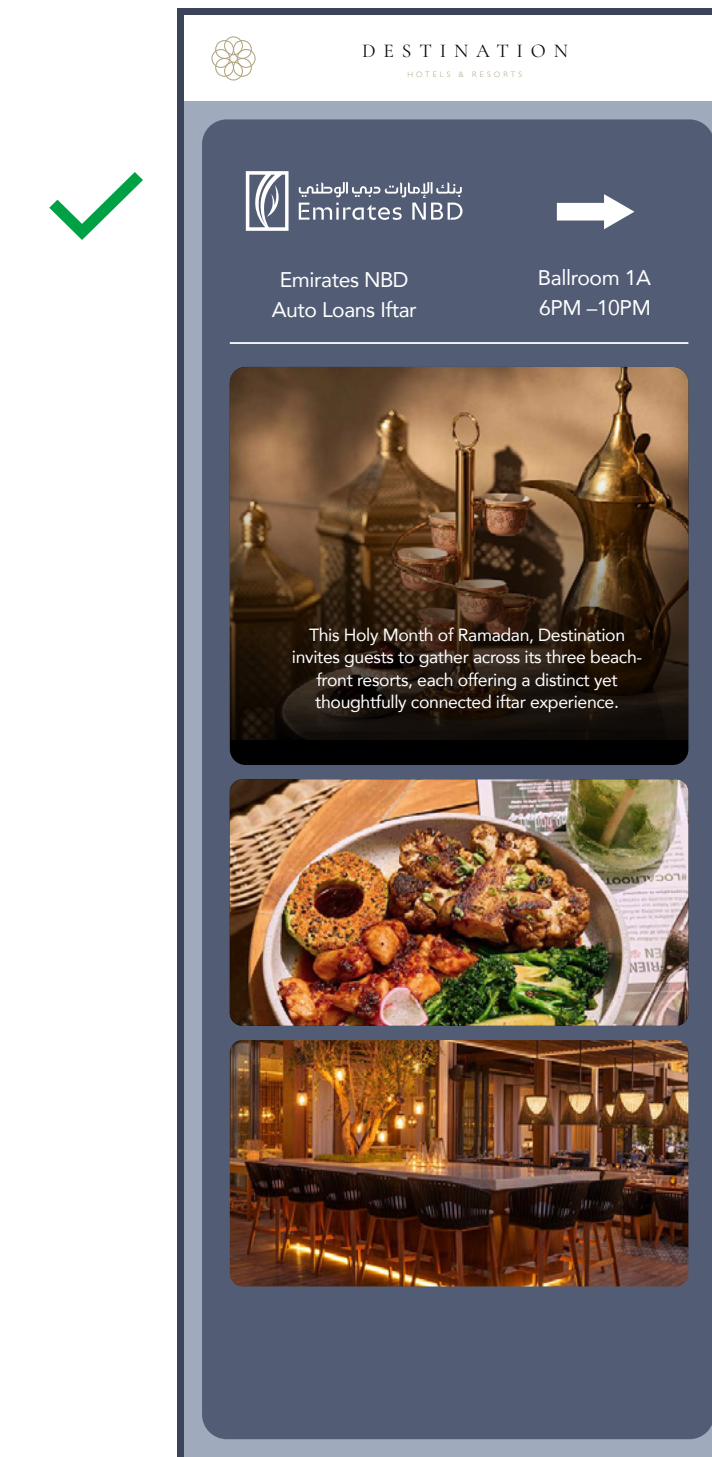
Dark blue rectangle around the logo



Dark blue logo artwork **does not provide enough contrast with this background**

Correct Usage of Logo on Partner Communications ✔

**DO** use the Emirates NBD logo artwork provided. Select the version with the most contrast to ensure legibility.



Correct logo artwork

## Incorrect Logo Usage

It is imperative that the brandmark always has perfect legibility; it should always be consistent and never distorted, stretched or managed inappropriately.

The brandmark should never be applied on any background that interferes with legibility or does not let the brandmark be read perfectly.

The examples opposite demonstrate incorrect application of the logo.

**Do not recreate or alter the logo, and always use master artwork files as provided. These can be obtained directly from the Brand Team.**



**DO NOT** place the logo within a rectangle to ensure its legibility.



**DO NOT** place the logo within a rectangle to ensure its legibility.



**DO NOT** change proportions between the logo elements.



**DO NOT** add outline strokes or effects to the logo.



**DO NOT** distort or change the position of the logo elements.



**DO NOT** alter the colour of the logo.



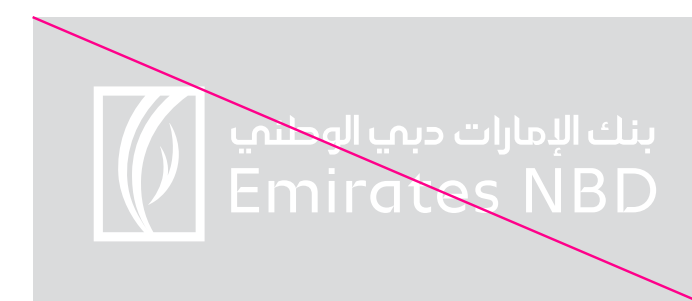
**DO NOT** place any additional information within the clear space area.



**DO NOT** use the logo in primary blue or black over a dark background.



**DO NOT** position the logo on a detailed or busy image. Always position it in an area of clear space.



**DO NOT** use the reversed white logo on a light or white background.

## Logo on Colour Backgrounds

### Third Party Collateral

Our logo may only be placed on a coloured background in third party collateral where the external brand or partner has defined this space. While it’s always preferred that our logo be placed on the corporate blue or a white background, the table opposite serves as a useful guide to help decide which version of the logo should be used in cases where this isn’t possible.

**As a general rule, please avoid:**

1. Colours that clash with the corporate blue
2. Colours that do not provide sufficient contrast with the corporate blue, which can compromise legibility

**Do not recreate or alter the logo, and always use master artwork files as provided. These can be obtained directly from the Brand Team.**


# Section 2

# Basic Elements

## Primary Colours

The primary colours of Emirates NBD are dark blue and white. These two colours combine to create a simple, sophisticated brand.

It is imperative to use the correct colour values to help create a consistent visual brand identity across print and digital touchpoints.

**The values specified opposite should not be altered.**

Colours in print will often vary due to differences in machines, temperature and paper stocks. Always conduct print tests before commencing a full print run to ensure the colours are a close match to what you see on screen.

Emirates NBD Blue  
Pantone® 2767 C

Hex #072447  
RGB 7, 36, 71  
CMYK 100, 90, 10, 77

White

Hex #FFFFFF  
RGB 255, 255, 255  
CMYK 00, 00, 00, 00

## Extended Colour Palette

The primary colours of Emirates NBD are supported by an extended palette of greys and an accent blue colour.

It is imperative to use the correct colour values to help create a consistent visual brand identity across print and digital touchpoints.

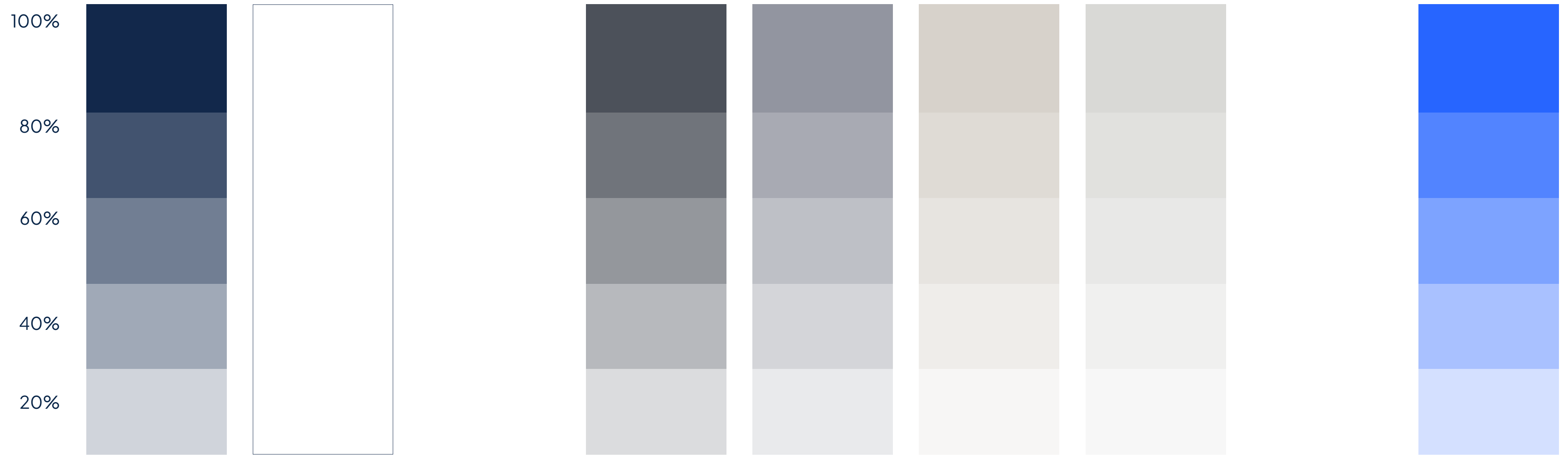
**The values specified opposite should not be altered.**

Tints of the colours, which are lighter shades of the original colours achieved by reducing their intensity, should be used sparingly and with purpose. They are most appropriate for creating subtle backgrounds, enhancing legibility of text over darker colours, or adding visual differentiation to elements in a design without straying from the core palette. This ensures flexibility in design while maintaining brand consistency.

### Primary Colours

### Secondary Colours

### Accent Colour



Pantone©	2767 C	White	7450 C	430 C	Warm Grey 1C	Cool Grey 1C	2935 C
Hex	#072447	#FFFFFF	#4C515A	#9295A0	#D7D2CB	#D9D9D6	#2765FF
RGB	7, 36, 71	255, 255, 255	76, 81, 90	146, 149, 160	215, 210, 203	217, 217, 214	39, 101, 255
CMYK	100, 90, 10, 77	0, 0, 0, 0	41, 28, 22, 70	33, 18, 13, 40	3, 3, 6, 7	4, 2, 4, 8	100, 52, 0, 0

## English Typography

Our brand typeface in Latin for print and digital communication is Plus Jakarta Sans, a distinctive and legible typeface with a modern appearance.

Plus Jakarta Sans should be used in all communication unless it's technically impossible to do so. In these cases, Roboto can be used.

**Plus Jakarta Sans can be downloaded via:**

<https://fonts.google.com/specimen/Plus+Jakarta+Sans>

Fonts should only be downloaded by external parties, **while staff must contact IT for assistance with downloading fonts and installation.**

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0123456789

Plus Jakarta Sans – Light

Plus Jakarta Sans – Regular

Plus Jakarta Sans – Medium

Plus Jakarta Sans – SemiBold

Plus Jakarta Sans – Bold

Plus Jakarta Sans – ExtraBold

## Arabic Typography

Our brand typeface in Arabic for print and digital communication is Tajawal, a distinctive and legible typeface with a modern appearance, complementary to Plus Jakarta Sans.

Tajawal should be used in all communication unless it's technically impossible to do so. In these cases, Myriad can be used.

**Latin numbers are to be used in all Arabic communications.**

**Tajawal can be downloaded via:**

<https://fonts.google.com/specimen/Tajawal>

Fonts should only be downloaded by external parties, **while staff must contact IT for assistance with downloading fonts and installation.**

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تجوال رفيع جداً  
 تجوال رفيع  
 تجوال عادي  
 تجوال متوسط  
 تجوال سميك  
 تجوال سميك جداً

## Iconography Style

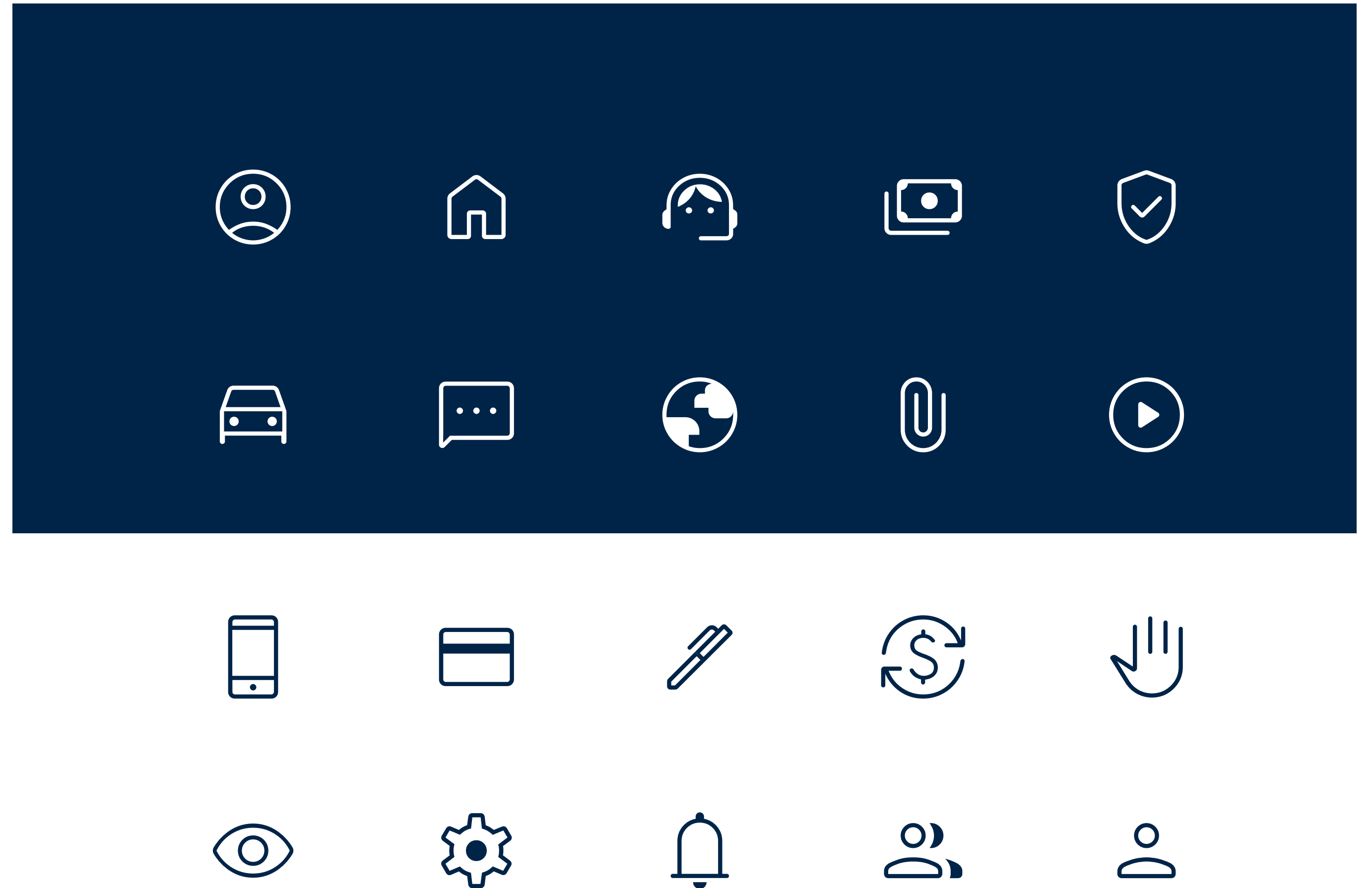
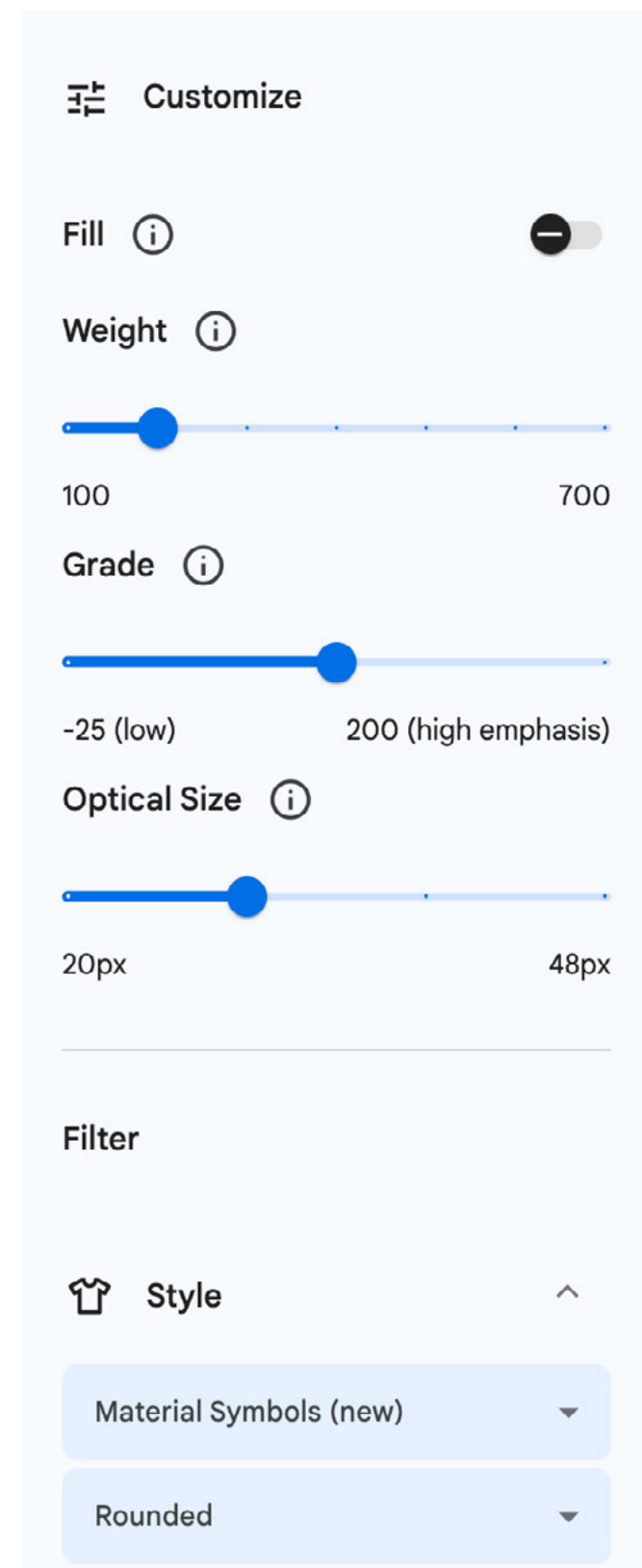
Our icon library utilises Google Material Symbols, a set of icons that consolidates over 3,183 glyphs into a single font file, offering a wide range of design variants.

While the symbols are available in three styles, **the Emirates NBD style is rounded.**

Use a weight of 200 and a grade of 0 as fixed parameters.

The “optical size” can be adjusted depending on the size of the icon in digital applications.

Iconography can be applied in dark blue on white or light backgrounds and in white on dark blue backgrounds.





# Thank You

Brand assets are available on our Frontify brand portal or by email request. For any questions regarding our brand guidelines or to request portal access, please contact the Brand Management Team at **[brand@emiratesnbd.com](mailto:brand@emiratesnbd.com)**.