

BRAND GUIDELINES • MARCH 2021

PRIMARY COLOR PALETTE

RED
C=0 M=97 Y=80 K=0
Pantone=185C
RA= RAL 3024 (Luminous Red)

BLUE
C=79 M=74 Y=0 K=47
Pantone=2756C
RA= RAL 5022 (Night Blue)

STANDARD FONTS (ARABIC) Should you require this font please speak to the Graphic Design team.

ء ي و ه ن م ل ك ق ف غ ع ظ ط ض ص ش س ز ر ذ د خ ح ج ث ت ب أ	**GE SS Bold**
ء ي و ه ن م ل ك ق ف غ ع ظ ط ض ص ش س ز ر ذ د خ ح ج ث ت ب أ	**GE SS Medium**
ء ي و ه ن م ل ك ق ف غ ع ظ ط ض ص ش س ز ر ذ د خ ح ج ث ت ب أ	GE SS Light
ء ي و ه ن م ل ك ق ف غ ع ظ ط ض ص ش س ز ر ذ د خ ح ج ث ت ب أ	GE SS Ultra Light

STANDARD FONTS (ENGLISH) Should you require this font please speak to the Graphic Design team.

GOTHAM ULTRA	***A B C D E F G H I J K L M N O P Q R S T U V W X Y Z***
GOTHAM Black	**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**
GOTHAM Bold	**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uv Vv Ww Xx Yy Zz**
GOTHAM Book	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uv Vv Ww Xx Yy Zz
GOTHAM Light	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uv Vv Ww Xx Yy Zz

OFFICIAL LOGOS: DUBAI AUTODROME



Standard on White
Blue text
Red circuit



Landscape on White
Blue text
Red circuit



Standard on Red
White text
White circuit



Landscape on Red
White text
White circuit



Standard on Blue
White text
White circuit



Landscape on Blue
White text
White circuit

OFFICIAL LOGOS: DUBAI KARTDROME



Standard on White
Blue text
Red circuit



Landscape on White
Blue text
Red circuit



Standard on Red
White text
White circuit



Landscape on Red
White text
White circuit



Standard on Blue
White text
White circuit



Landscape on Blue
White text
White circuit

SPECIAL CASES: Always seek approval from Marketing & Communications

Standard on White
Black text
Black circuit

Landscape on White
Black text
Black circuit

Standard on Black
White text
White circuit

Landscape on Black
White text
White circuit

Standard on White
Black text
Black circuit

Landscape on White
Black text
Black circuit

Standard on Black
White text
White circuit

Landscape on Black
White text
White circuit



Marketing Graphics
As approved
by Marketing

Gotham Family
Fonts

English/Arabic
Blue text
Red circuit

-Gantry
-Letterhead
-Business Cards

LOGO USAGE: DO'S & DONT'S

DO'S

DO use plenty of white space around logo:



DO use ALL white logo on red/blue backgrounds:



DO seek approval for special cases:



DONT'S

DON'T crowd logo with other elements/logos:



DON'T use unapproved color/graphic combinations:



DON'T warp or skew logo:

