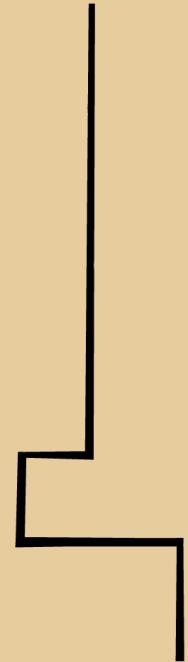




**Year of Family 2026
Brand Guidelines**

Introduction

Brand Narrative & Values



Our Narrative

In every home we build and belong to, there is a small piece that reflects who we are: a necklace passed down through generations, a scrap of fabric from an old garment, or even a chair a grandmother once sat on.

Simple details, yet they carry the voices of those who came before us and the scent of days that still live within us. The Year of Family brings us together around these moments, deepening our awareness of the importance of strong family bonds and the close relationships that offer strength and reassurance.

It invites us to rediscover what unites us, to nurture a sense of closeness and responsibility toward the people we love, and to embrace the quiet fulfilment that comes from caring for one another and placing our family's well-being at the heart of our lives. Amid all these small moments that shape our homes, we also recognise the challenges families face today.

The fast pace of life, the expectations of society, and the desire to do everything perfectly. This year reminds us that perfection is not the goal, and that families flourish when we allow space for mistakes, for learning, and for listening to one another with open hearts. This year opens new possibilities for families to grow in an environment that supports stability and well-being, and lays the foundation for confident, capable generations.

The habits and values we instill in our children become the basis for sustainable family growth; strengthened by optimism, resilience, and humanity as time goes on.

The Year of Family reminds us that what we give our families today: care, connection, and togetherness, is what builds a stronger community, a more prosperous nation, and a future worthy of our children's ambitions.



نماء و انتماء

GROWING IN UNITY

UAE YEAR OF FAMILY

Our Purpose

The Year of Family aims to **strengthen** family bonds and **equip** families in the UAE to **grow** with stability and confidence, shaping a future rooted in shared **identity** and worthy of our children's **ambitions**.

Strategic Objectives	Design Principles	Design Attributes
Roots <i>Identity, stability, and continuity</i> Enable families to practise and model positive values through small, repeatable actions that reinforce healthy social norms and intergenerational continuity.	True to the idea of the UAE	Authentic
Bonds <i>Closeness, connection</i> Encourage everyday behaviours that strengthen family connection by making positive interactions easier, more frequent, and socially supported.	Culturally Grounded and progressive Concrete & Actionable Powerful & Human Storytelling	Warm Personal Genuine Human Celebratory Groundedness
Branches <i>Growth, future confidence</i> Provide families with clear guidance and accessible tools that reduce uncertainty, help them navigate daily family challenges with confidence, and support healthy family growth.		Empowerment Belonging Sense of UAE Home



Year of Family Brand

2026 logo, tagline, color, and applications.

Co-branding Applications

Year of Family 2026

CO-BRANDING USE

Co-brand logomark
[Click here to download](#)

Co-brand logomark



Minimum size



PRINT
 W: 2 CM
 WEB
 W: 250 PX

Clearance border



U: UNIT
 Measurement size
 The space created from the last edge of the lockup to the next edge of any adjacent external element.
 Defined by the height of the 5 in 55.

Co-branding Applications

Year of Family 2026

CO-BRANDING USE

Placement

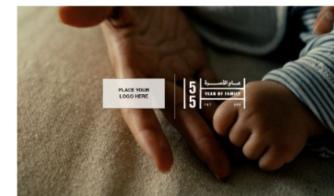
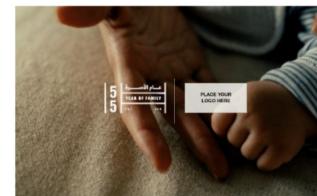
Co-brand placement must always appear in the top area of any composition, positioned from the center upward, and must never be placed in the lower portion of a layout.

Click [here](#) to download

Co-brand logomark



Examples of co-branding placement



Incorrect brand mark usage

Year of Family 2026

Below are some examples of incorrect usage of the brand mark. These must be avoided in all cases.



Do not

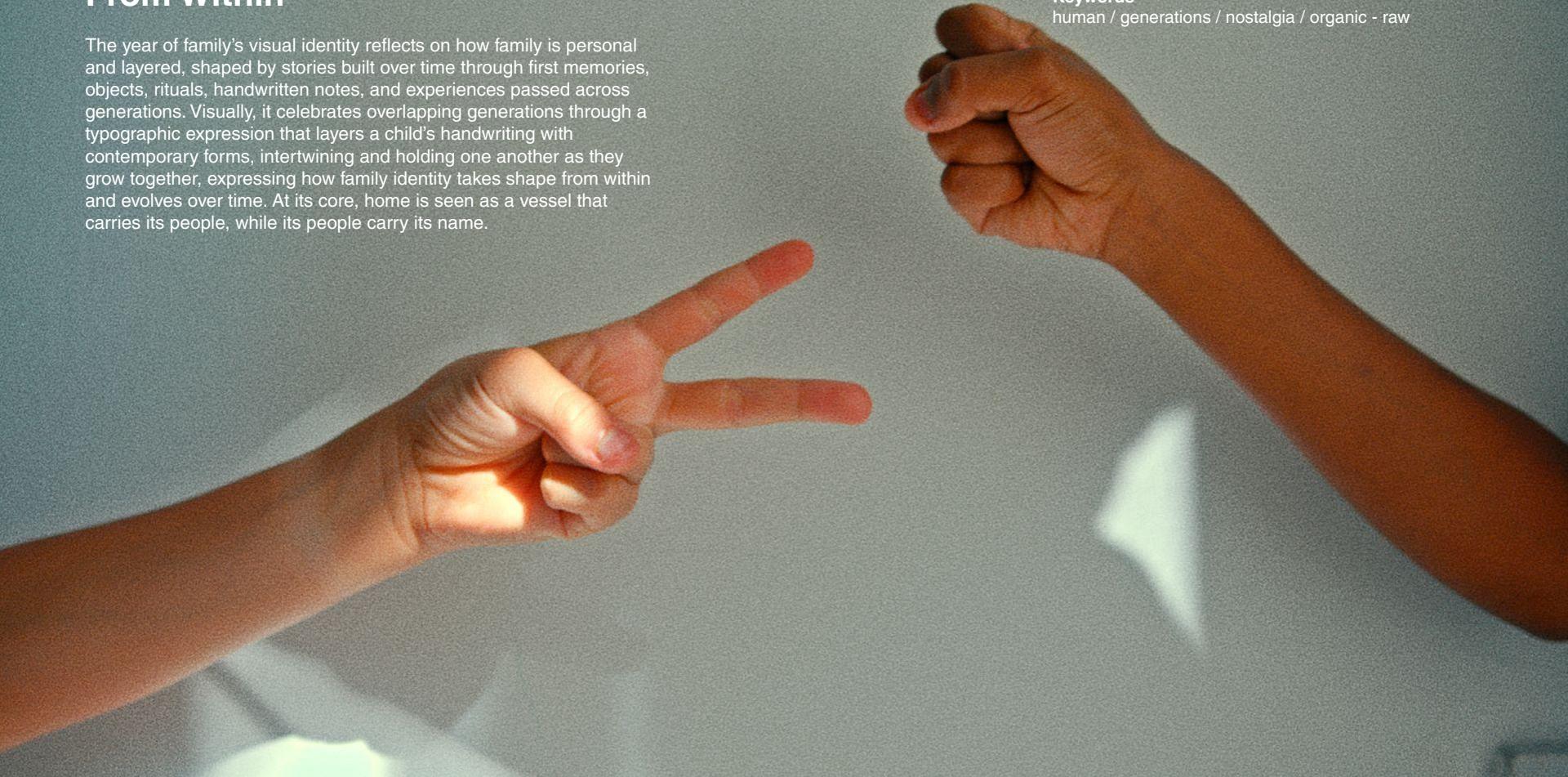
- . outline the brand mark
- . add any effect to the brand mark
- . mask the brandmark
- . flip, stretch or distort the brand mark
- . extend or reduce the flag poles of the brand mark
- . use national flag colors behind the brand mark
- . use colors not as part of this year's brand color scheme
- . create any outer shape to incase the brand mark

From Within

The year of family's visual identity reflects on how family is personal and layered, shaped by stories built over time through first memories, objects, rituals, handwritten notes, and experiences passed across generations. Visually, it celebrates overlapping generations through a typographic expression that layers a child's handwriting with contemporary forms, intertwining and holding one another as they grow together, expressing how family identity takes shape from within and evolves over time. At its core, home is seen as a vessel that carries its people, while its people carry its name.

Keywords

human / generations / nostalgia / organic - raw



Primary Tagline

Year of Family 2026

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نماء و انسجام

Growing in Unity

Color scheme

Color selection

The inspiration behind the color palette comes from the extensive YO brand color library. The selection is curated to align with the concept and the warmth and emotions associated with the home, while expanding with two accent colors.

These accents are designed to support the palette and create a balanced contrast with the neutral and soft shades, drawing inspiration from carpets commonly found inside homes, objects that hold memories and reflect the moments families share.

Click [here](#) to download

Black & White



R 29
G 29
B 27

C 75
M 65
Y 12
K 82

PANTONE BLACK CP
1D1D1B

Neutrals



R 226
G 229
B 230

R 247
G 247
B 249

R 216
G 216
B 204

R 239
G 234
B 224

R 230
G 211
B 183

C 13
M 11
Y 9
K 6

C 18
M 14
Y 10
K 1

C 16
M 23
Y 25
K 0

C 15
M 23
Y 25
K 0

PANTONE COOL
GRAY 3 CP
E9E9E9

PANTONE COOL
GRAY 1 CP
F7F7F7

WARM GRAY 3 CP
DEDCC
F7F7F7

WARM GRAY 1 CP
A7F9D0
F7F7F7

PANTONE 485 CP
68D8C1

Accent



R 9
G 76
B 161

C 100
M 52
Y 33
K 52

PANTONE 2905 CP
09AC11

Primary



R 230
G 198
B 159

R 937
G 179
B 109

R 335
G 196
B 109

R 342
G 212
B 153

R 212
G 129
B 96

R 218
G 129
B 51

R 198
G 119
B 109

R 103
G 119
B 109

R 132
G 177
B 229

R 142
G 177
B 229

R 137
G 168
B 149

C 47
M 47
Y 44
K 12

C 41
M 41
Y 44
K 12

C 46
M 56
Y 49
K 12

C 18
M 12
Y 14
K 12

C 47
M 47
Y 53
K 12

C 41
M 41
Y 44
K 12

C 46
M 46
Y 44
K 12

PANTONE 468 CP
E5C9E5

PANTONE 7421 CP
56D218

PANTONE 468 CP
E5C9E5

PANTONE 101 CP
E5C9E5

PANTONE 149 CP
E5C9E5

PANTONE 611 CP
F2D9C0

PANTONE 7066 CP
D9B919

PANTONE 7293 CP
D9A919

PANTONE 7295 CP
E2C7F2

PANTONE 469 CP
E5D7E0

PANTONE 2717 CP
53B3D3

PANTONE 507 CP
80B0D3

PANTONE 547 CP
27C9C0

Type selection

Arabic and English

Click [here](#) to download

Primary Font

For Titles and body text

أبجد هوز

29LT ZARID SANS

Version SemiBold for Titles
& Regular for body text

LOREM IPSUM

AKZIDENZ GROTESK STD

Version Medium for Titles
& Light for body text

Secondary Font

For Digital/ templates use

Arabic Fonts

G-Slides:

IBM Plex Arabic

Different Versions from light to bold.

MS Word:

29LT ZARID SANS

Different Versions from light to bold

English Fonts

G-Slides:

HELVETICA

Version Light & Bold only

MS Word:

HELVETICA

Version Light & Bold Condensed only

Co-branding Applications

Year of Family 2026

CO-BRANDING USE

Templates

Here are some applications showing the correct use of the logomark and tagline across different templates, ensuring consistent placement, clear hierarchy, and proper spacing.

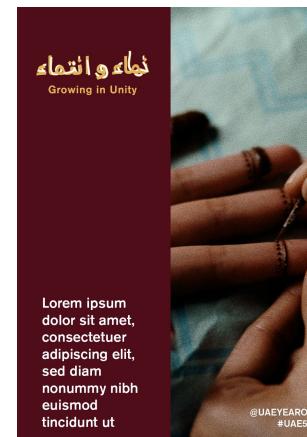
Click [here](#) to download



Email Signature



Desktop Wallpaper



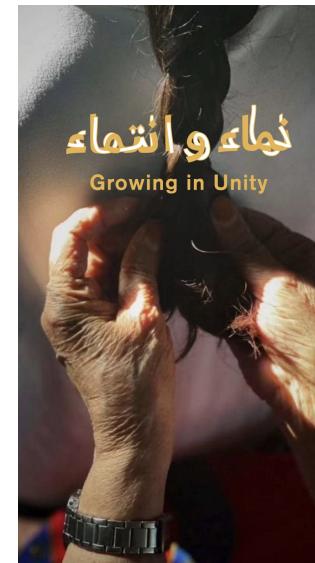
*لهم و انت ماء
Growing in Unity*
Lorem ipsum
dolor sit amet,
consectetuer
adipiscing elit,
sed diam
nonummy nibh
euismod
tincidunt ut



Social Media Posts

Visualization

Year of Family 2026



Year of Family
Brand Guidelines

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UAE

