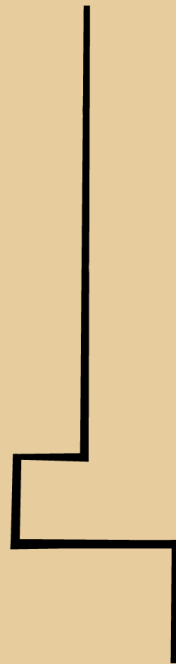




Year of Family 2026
Brand Guidelines

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

Roots

Identity, stability, and continuity

Enable families to practise and model positive values through small, repeatable actions that reinforce healthy social norms and intergenerational continuity.

Bonds

Closeness, connection

Encourage everyday behaviours that strengthen family connection by making positive interactions easier, more frequent, and socially supported.

Branches

Growth, future confidence

Provide families with clear guidance and accessible tools that reduce uncertainty, help them navigate daily family challenges with confidence, and support healthy family growth.

Design Principles

True to the idea of the UAE

Culturally Grounded and progressive

Concrete & Actionable

Powerful & Human Storytelling

Design Attributes

Authentic

Warm

Personal

Genuine

Human

Celebratory

Groundedness

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



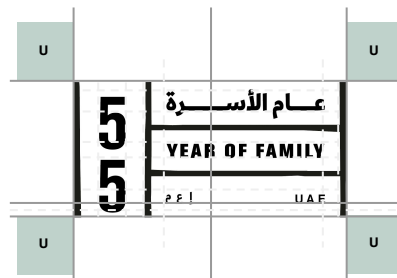
Minimum size



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

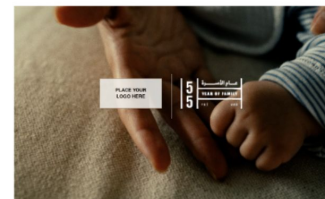
Co-brand placement must always appear in the top area of any composition, positioned from the center upward, and must never be placed in the lower portion of a layout.

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

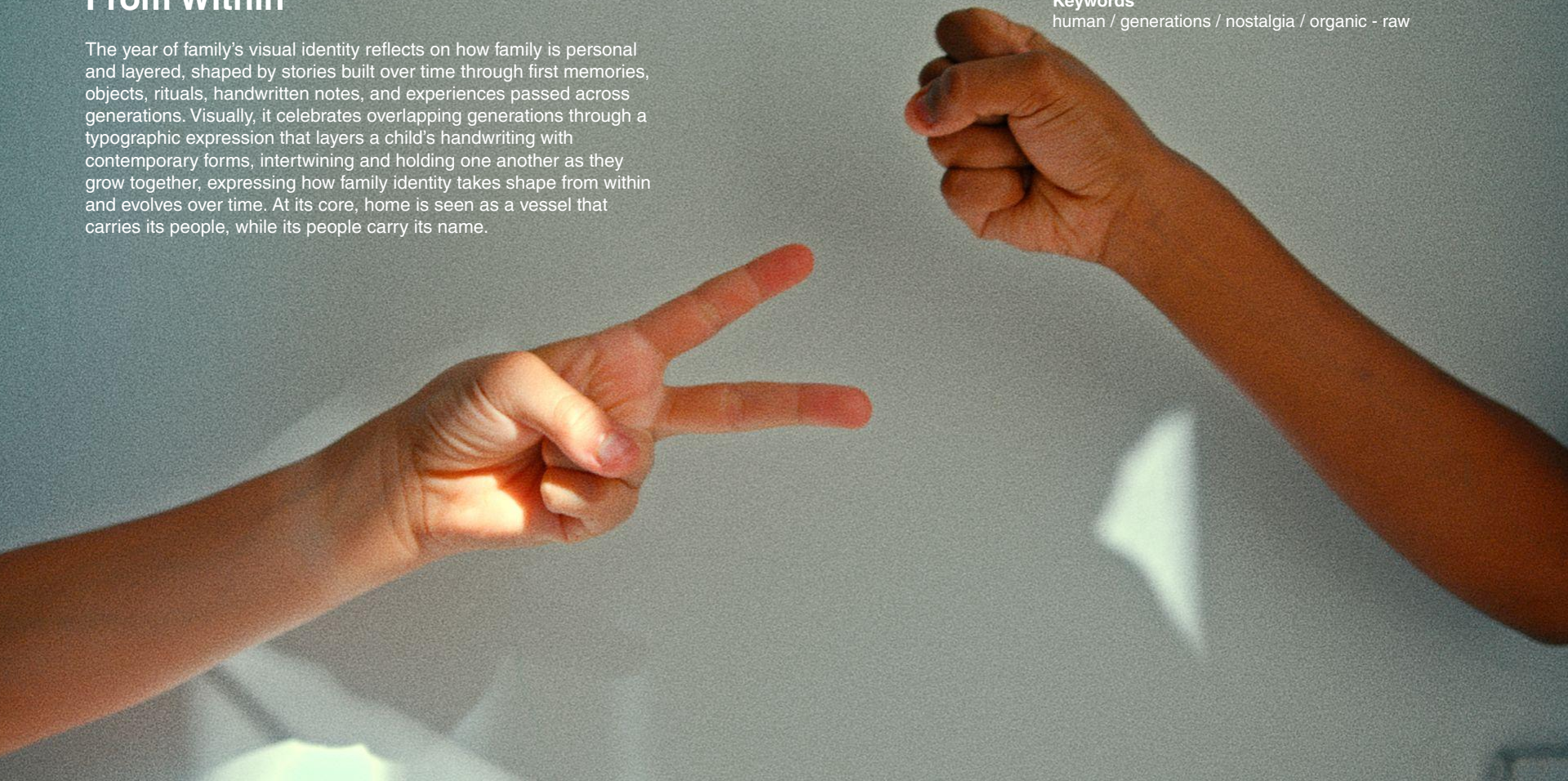
- . outline the brand mark
- . add any effect to the brand mark
- . mask the brandmark
- . flip, stretch or distort the brand mark
- . extend or reduce the flag poles of the brand mark
- . use national flag colors behind the brand mark
- . use colors not as part of this year's brand color scheme
- .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

Growing in Unity

Color scheme

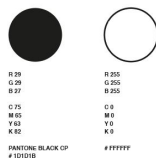
Color selection

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.

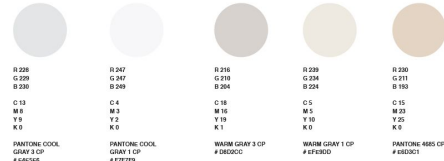
These accents are designed to support the palette and create a balanced contrast with the neutral and soft shades, drawing inspiration from carpets commonly found inside homes, objects that hold memories and reflect the moments families share.

Click [here](#) to download

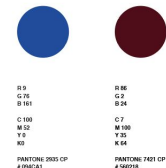
Black & White



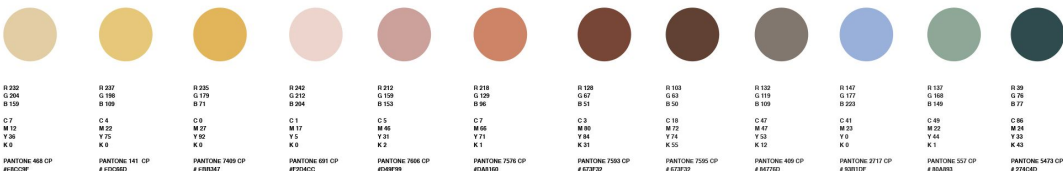
Neutrals



Accent



Primary



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



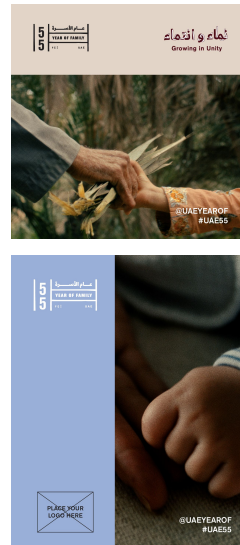
Email Signature



Desktop Wallpaper



A2 Poster

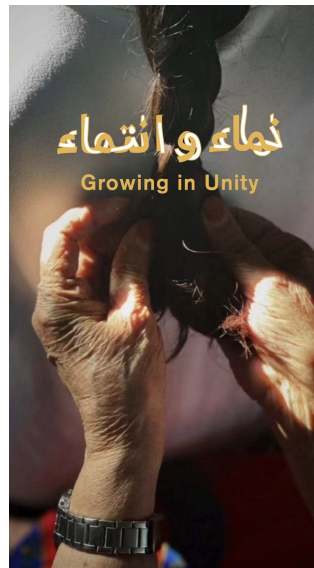


Social Media Posts

Visualization

Year of Family 2026

نماء و انتماء
Growing in Unity



Year of Family

Brand Guidelines

شكراً جزيلاً
Thank You