



دبي سفاري پارک
DUBAI SAFARI
PARK

BRAND GUIDELINES



INTRODUCTION

Our Guidelines reveal the visual expression for Dubai Safari Park, aimed to introduce the brand to a new generation, with a fresh, ownable and global design proposition



BRAND PROPERTIES

1 LOGO

2 COLOURS

3 TYPOGRAPHY



1. LOGO

BILINGUAL LOGO



دبي سفاري پارک
DUBAI SAFARI
PARK

ENGLISH LOGO



DUBAI SAFARI
PARK

ARABIC LOGO



دبي سفاري
بارك



LOCK-UPS

In response to differing application needs, these lock-ups have been developed.



دبي DUBAI
سفاري SAFARI
بارك PARK



PROTECTION AREA = X



A protection area (X) around the logo has been defined to maximize its prominence. It should be respected for all applications.

MINIMUM SIZE



20mm
for print
Minimum size



60 Pixels
for Digital
Minimum size

A minimum size has been defined for printed and digital applications of the logo to ensure that it is always clear and legible

SIMPLIFIED 1-COLOUR VERSION

In response to differing printing needs, a simplified 1-colour Logo option has been developed.

This 1-colour Logo can be used when printing restrictions do not allow for a full-colour version.



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INCORRECT USE OF LOGO

The examples shown here illustrate a wide range of incorrect logo uses and demonstrate how any deviation from the guidelines can weaken the impact of the brand identity.



DO NOT change the colours of the logo



DO NOT create new lock-ups



DO NOT distort the logo



DO NOT change the appearance of the logo



DO NOT add new elements to the logo



DO NOT change the angle



2. COLOURS

PRIMARY COLOUR PALLETTE

Primary colours are picked from the logo. These are the first colours one sees on the layout. Each colour represents an animal from the logo.

White and black are default colours we can use.

This colour palette can be used for accents, graphics, typography and backgrounds.



C= 48, M=27, Y=23, K=0
R= 147, G=169, B=184



C= 61, M=63, Y=44, K=40
R= 89, G=73, B=85



C= 0, M=40, Y=100, K=0
R= 247, G=166, B=0

SECONDARY COLOUR PALLETTE

Our Secondary Colour Palette is carefully chosen to support the primary colours. The wide palette illustrates the diversity of natural world.



C= 30, M=60, Y=80, K=30
R= 147, G=92, B=50



C= 20, M=100, Y=75, K=15
R= 176, G=23, B=48



C= 15, M=90, Y=20, K=0
R= 209, G=52, B=120



C= 70, M=100, Y=20, K=10
R= 103, G=34, B=107



C= 85, M=40, Y=0, K=0
R= 0, G=126, B=195



C= 70, M=0, Y=50, K=0
R= 63, G=180, B=152



C= 90, M=30, Y=80, K=20
R= 0, G=111, B=74

The background is a dark green, almost black, jungle scene. It is filled with various types of tropical leaves, including large monstera leaves with characteristic holes, and several ferns with long, thin, pointed fronds. The lighting is dramatic, with some leaves appearing in shades of light green and others in deep shadows. In the center, there is a bright yellow, horizontal banner with a rough, torn edge. The text '3. TYPOGRAPHY' is written on this banner in a bold, dark blue, sans-serif font. To the right of the text, there are two small, stylized monstera leaves in a lighter shade of green, partially overlapping the banner.

3. TYPOGRAPHY

TYPOGRAPHY

Our Typefaces have been carefully chosen. They are a cornerstone of our brand property framework and must be used through all our print and digital communications.

Earworm is a happy handmade font, a lot of fun to use. It is balanced by **Gotham**, for clean and modern communication.

PRIMARY TYPEFACE

EARWORM

Earworm is the Primary Typeface for headlines and titles.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
0123456789!@%&*?

SECONDARY TYPEFACE

GOTHAM

The **Gotham** family is used for subheadings and body copy because it's clear, legible and modern.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz
0123456789!@%&*?
**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz
0123456789!@%&*?**

The background is a dark green, almost black, jungle scene. It is filled with various types of tropical foliage, including large, deeply lobed monstera leaves and delicate, feathery fern fronds. The lighting is dramatic, with some leaves catching a bit of light while others are in deep shadow. In the center, a bright yellow banner with a rough, torn edge contains the text 'APPLICATION EXAMPLES' in a bold, dark blue, sans-serif font. To the right of the text, two small, stylized yellow monstera leaves are tucked into the banner.

APPLICATION EXAMPLES

APPLICATION EXAMPLES

Following pages demonstrate how the new brand identity of DUBAI SAFARI PARK will come to life in different applications.

These applications are examples only and intend to demonstrate the flexibility of the design system.





TAGLINE

You've Got A Friend Here



YOU'VE GOT
A FRIEND
HERE

YOU'VE GOT
A FRIEND
HERE

Tone of Voice

1 Passionate

2 Inspiring

3 Friendly

4 Fun

5 Exciting

6 Responsible

Brand pillars

Entertainment

Education

Animal Well-fare

Brand Purpose

An inspiring wildlife journey to foster lasting connections with the animal world



Brand Narrative

FOR residents and tourists seeking a departure from the typical, superficial leisure and entertainment options DSP is the place for an inspiring wildlife journey THAT creates remarkable memories BECAUSE we offer an edutainment centric immersive experience of a vast animal world in beautiful naturalized surroundings SO THAT you can have lasting connections with the animal world.



WHO TO CONTACT

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