

## Abu Dhabi UPC unveils new brand identity

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The Abu Dhabi Urban Planning Council (UPC) on Monday unveiled its new corporate brand symbolizing the emirate's 2030 long term vision.

The new brand will help communicate the key principles of 'Plan Abu Dhabi 2030' including preserving the area's delicate ecology, ensuring economic sustainability, enhancing transport links, increasing public open spaces and fostering Emirati culture, said a government official.

Reflecting the dynamism and substance of this unique 'Next Generation Planning' mindset, the creation of the brand identity brings together all the elements of this innovative approach, allowing the UPC to communicate the full scope of the plan to the Emirati communities,' remarked UPC general manager Falah Al Ahababi after unveiling the brand.

The word 'Vision' is incorporated into the brand and reflects the visionary guidance of government initiatives. The new brand is also endorsed by the brand of Abu Dhabi and complements its added value.

The choice of colours illustrates the confluence of Abu Dhabi's marine and desert environments, emphasising sustainable and controlled development policies within the plan that will preserve the emirate's physical and cultural identity.

'Staying true to Abu Dhabi's culture and heritage, the Arabic typeface used in the 'Vision 2030' brand reinforces Plan Abu Dhabi 2030's vision to create an authentic Arab city.'

' The contemporary design of the lettering illustrates its forward-thinking focus and the UPC's foresight to plan,' Al Ahababi noted.

"Although created by the UPC, this new brand will be owned by the people of Abu Dhabi, it will become an inspiring image of our collective vision for a harmonious, diversified, culturally rich, stable and sustainable society,' he remarked.

'With people at the forefront of everything we do, the identity will be a symbol of a future environment that everyone can contribute to and be proud of,' he added.

The brand will now be implemented across all 'Plan 2030' marketing collateral and will become a mark of differentiation for projects that comply with the Plan Abu Dhabi 2030 framework's vision.