



2026 UN WATER CONFERENCE

PARTNERS

BRANDBOOK

Last updated 05 Aug 2026

LOGOS & TAGLINE

This section outlines the Conference logos, lockups and tagline applications. Follow these guidelines to ensure the identity is applied consistently across all communications.

PRIMARY UAE-LED LOGO LOCKUP

This is the default lockup for the Conference and campaign. It carries both the campaign message and the event detail in a single mark.

Use it when all of that context needs to be present: campaign launch materials, DOOH and OOH, large-format print, event entrance points, venue graphics, and standalone campaign assets.

The Primary UAE-led Logo should be used wherever possible and is the preferred logo across all applications.



**EVERY FUTURE
FLOWS FROM WATER**

2026 UN WATER CONFERENCE
8-10 DEC | ABU DHABI

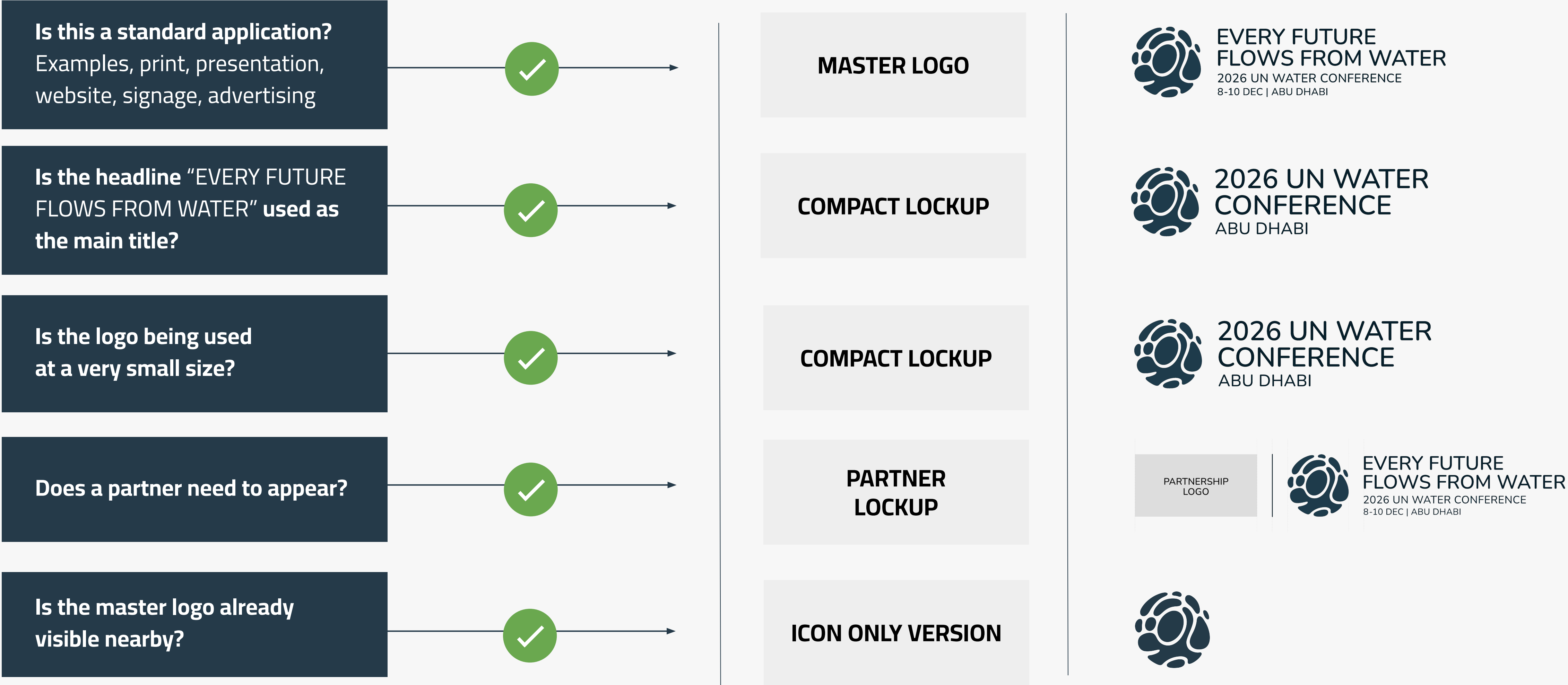
UAE-LED LOGO VARIATION LOCKUPS

Start with the primary lockup. The variations below exist for situations where it will not work: because space is limited, context is already established nearby, or a relationship needs to be made explicit. The table below shows which lockup to reach for and when.

Logo variation	Name	Use when
	Primary	The full context needs to be present: campaign message and event detail together. Use for launch materials, OOH, large-format print, entrances and venue graphics.
	Compact	Space is limited, or the surrounding creative already provides narrative context. Use for social posts, thumbnails, mobile placements, digital footers, end cards, profile graphics and websites.
	Co-Host affiliated	The UAE-Senegal Co-Host relationship needs to be visible. Use for formal materials and joint meetings.
	Partner affiliated	The partner connection needs to be visible.

LOGO DECISION MATRIX

Use this to pick the right lockup quickly. Start at the top and follow the answers down.



UAE-LED PRIMARY LOCKUP: CLEAR SPACE AND MINIMUM SIZING

CLEAR SPACE

The height and width of the icon at 25% sets the exclusion zone.
Keep that measurement on all four sides. It scales with the logo.

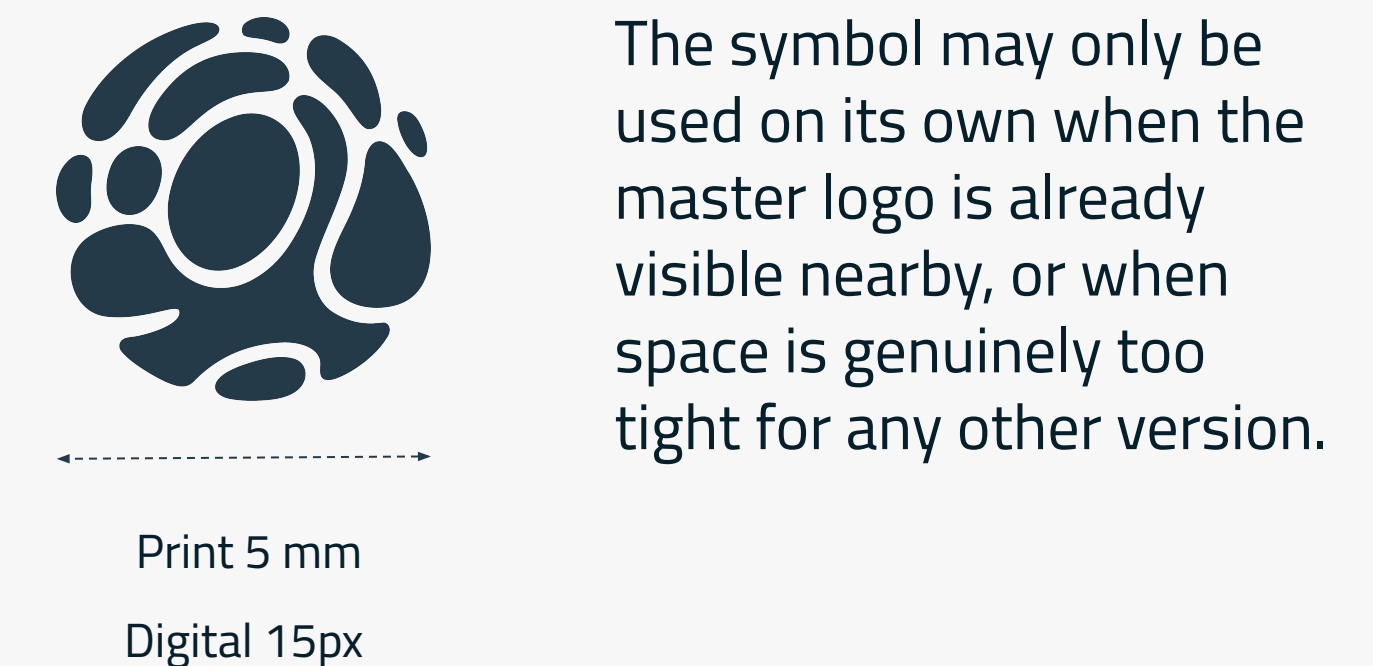


MINIMUM SIZING

Every future (no SDG partner): min 40 mm width



Every Future symbol only



UAE-LED PRIMARY LOCKUP: CLEAR SPACE AND MINIMUM SIZING

The same principle applies to the compact lockup. The exclusion zone and the minimum sizes below are non-negotiable, regardless of format.

CLEAR SPACE

The height and width of the icon at 25% sets the exclusion zone. Keep that measurement on all four sides. It scales with the logo.



MINIMUM SIZING

Compact logo (no SDG partner): min 40 mm width



Print 40 mm / Digital 150px

Every future symbol only



In rare instances it may be applicable to use the standalone symbol see lockup usage (page 18)

Print 5 mm

Digital 15px

MERGED: PARTNER AND CO-BRAND LOCKUP RULES

These rules apply to partnership lockups. The Conference logo must always hold its position and its weight relative to any partner mark.



SPACING BETWEEN LOGOS

The gap between logos must be consistent and equal to the internal spacing of the Conference lockup. Specifically, the gap between the blue icon and "Every future flows."

POSITION

The Conference logo (the UAE lockup or the Every Future mark, depending on the lockup type) always sits to the right of the divider line.

HEIGHT

Neither logo may exceed the height of the divider line. Neither may drop above or below it.

PARTNER LOGOS

Where a condensed version of the partner logo exists, use that, not the full mark. Apply the clear space rules from the previous page to the partner logo as well.

MERGED: 3 LOGOS LOCKUP RULES

On the rare occasion that we use 3 logos, please follow the same rules as the previous slide but with an added logo.

PARTNERSHIP
LOGO

PARTNERSHIP
LOGO



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8-10 DEC | ABU DHABI

PARTNERSHIP
LOGO

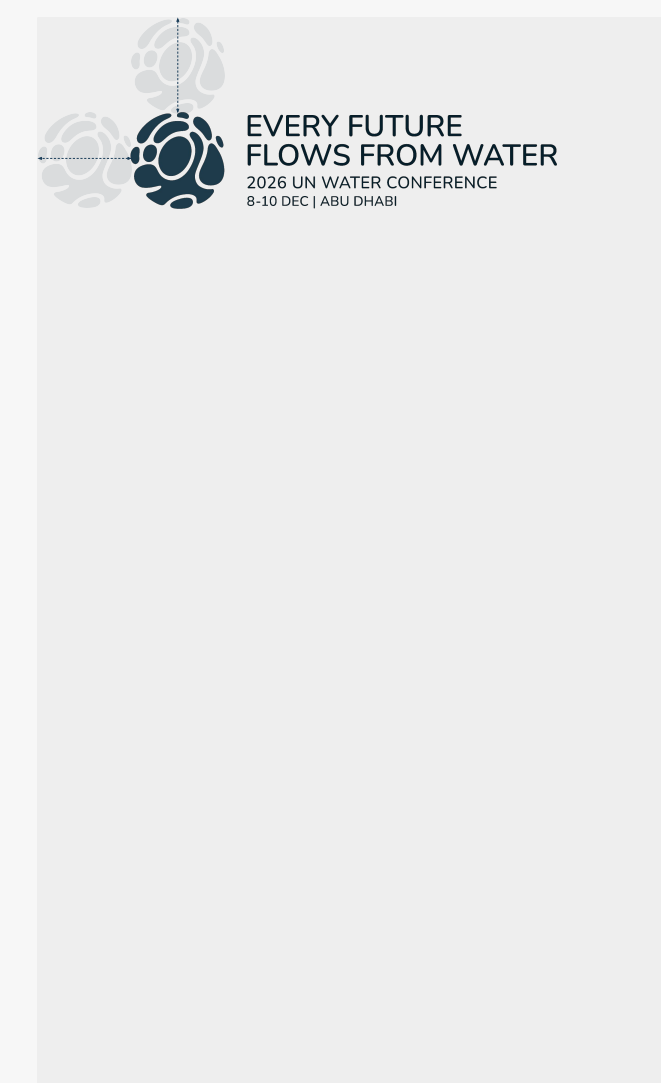
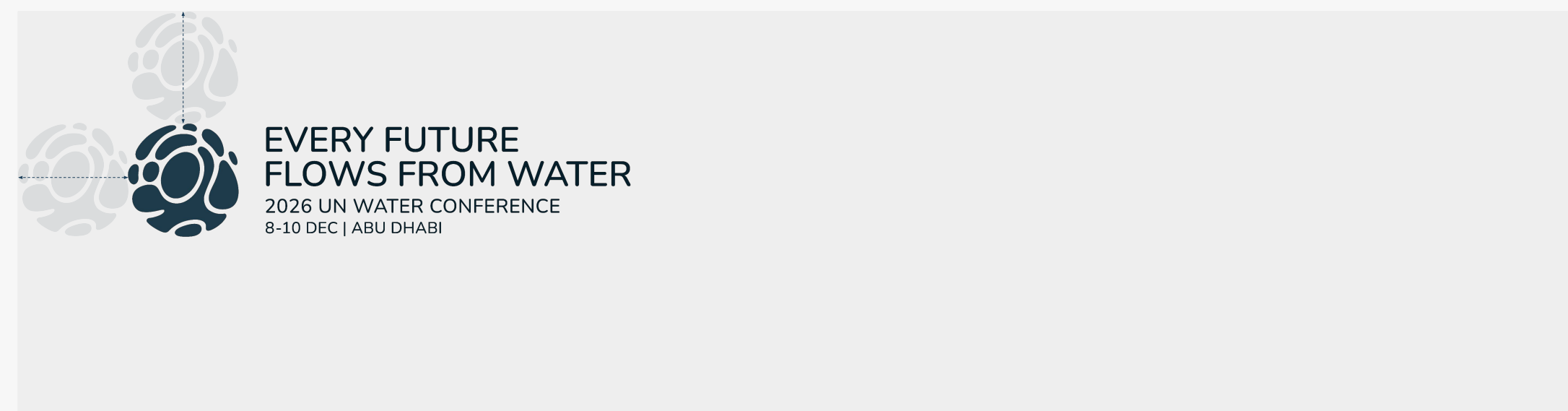
PARTNERSHIP
LOGO



2026 UN WATER
CONFERENCE
ABU DHABI

LOGO EDGE PLACEMENT

Placing the logo too close to the edge reduces its authority and can cause it to be cut in production. Use The Aflaj square icon as the minimum margin from any page edge or containing element. More space is always acceptable. Less is not. Clear space rules still apply on any side that is not edge-aligned.



LOGOS: COLOUR BACKGROUND VARIATIONS

The logos must always be placed for maximum contrast. The variations shown here cover every approved primary background in the Conference palette. Select the version that gives the strongest contrast against the surface behind it. Preference should always be for brand colours first.

This applies to all versions of the logo; master, compact, partner or emblem only



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DON'TS

These rules exist because any one of these errors undermines the mark and, by extension, the Conference identity it represents.



Do not contract, stretch, distort or warp the logo.



Do not add effects: no blurs, glows, shadows or gradients



EVERY FUTURE
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Do not rearrange or reposition the logo's elements.



Do not place the logo where contrast or legibility drops.



Do not use the logo in any colour outside this guide.



Do not rotate the logo.

TYPOGRAPHY

This section outlines the Conference typography system and how it should be applied across all communications. Follow these guidelines to ensure consistency, readability and accessibility in all three Conference languages.

PRIMARY TYPOGRAPHY

Bebas Neue Pro brings confidence, clarity and energy to the identity. Its condensed, all-caps form creates strong visual impact, allowing key messages and statements to feel bold, direct and memorable.

Cairo brings clarity, flexibility and cultural relevance to the typographic system. Designed for both Arabic and Latin scripts, it combines the structure of Kufi calligraphy with a contemporary digital sensibility, making it suitable for everything from body copy to bold headline applications.

DISPLAY FONT

BEBAS NEUE PRO
BOLD

SUBHEADING FONT

BEBAS NEUE PRO
BOOK

BODY FONT

Cairo Regular
Cairo Extra Bold

TYPE HIERARCHY

The way we typeset our content plays an important role in aiding legibility and navigation.

These are top-line principles to help establish consistency to our typesetting, with a clear structure and hierarchy. This isn't the only way our typefaces can be used, but it's a strong starting point.

DISPLAY HEADLINES

BEBAS NEUE PRO Bold

Upper case (All caps)

Leading set to 0.8 times the type size

SUBHEADING

BEBAS NEUE PRO Book

Upper case (All caps)

Set at 0.8 times the Display headline size

Leading set to 0.8 times the type size

SUBHEADINGS

Introductory paragraphs

CAIRO Regular

Upper case or Sentence Case

Set at 0.3 times the Display headline size

Leading set to 1.3 times the type size

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CAIRO Regular

Sentence Case

Set at 0.17 times the Display headline size

Leading set to 1.3 times the type size

TYPOGRAPHIC SYSTEMS FOR ARABIC & CYRILLIC

Bebas Neue Pro supports Cyrillic headline applications while preserving the bold, condensed character of the Latin identity. This allows campaign messaging to retain its impact across Cyrillic languages without requiring a separate visual system.

Noto Sans provides the body copy foundation for Latin and Cyrillic applications, offering clarity, neutrality and strong legibility across digital, editorial and information-led communications.

For Arabic, Cairo is used across headings and body copy. Its Kufi-inspired structure brings cultural relevance and a contemporary feel, while remaining flexible and highly readable across campaign applications.

Cyrillic

БЕБАС НОЙЕ

Display font > Bebas Neue

Ното Санс

Subheading font > Noto Sans in Bold

Ното Санс

Body font > Noto Sans in Regular

Arabic

ضيرع ورياك

Display font > Cairo in Bold

يداع ورياك

Subheading font > Cairo in Regular

يداع ورياك

Body font > Cairo in Regular

Mandarin

思源黑体

Display font > Noto Sans Bold

思源黑体

Subheading font > Noto Sans Light

思源黑体

Body font > Noto Sans Light

COLOURS

Every colour in this system is drawn from real places. The Aflaj, the oasis, the dam, the desert floor. That grounding is intentional. Colour is not decoration here; it is evidence. Using the palette correctly and consistently is what keeps the brand coherent across a global event at scale.

PRIMARY COLOURS

These six colours are the default expression of the brand. They have been named after the inspiration that they came from for internal reference only and have broken down values for accurate replication. They appear on the highest-visibility materials: OOH, the website, stage graphics, and any asset that speaks for the Conference as a whole.

Together with typography and the falaj map, they hold the identity together across every touchpoint.

DAM BLUE

RGB: 37, 58, 73
HEX: #253A49
CMYK: 89, 67, 50, 43
PANTONE® 7463 C



OASIS PALM

RGB: 82, 99, 82
HEX: #526352
CMYK: 69, 43, 68, 28
PANTONE® 7743 C



TIDAL BLUE

RGB: 145, 171, 186
HEX: #91ABBA
CMYK: 48, 22, 20, 0
PANTONE® 2177 C



AL AIN

RGB: 163, 189, 180
HEX: #A3BDB4
CMYK: 40, 13, 30, 0
PANTONE® 5585 C



FALAJ STONE

RGB: 221, 211, 203
HEX: #DDD3CB
CMYK: 10,12,15, 5
PANTONE® 9183 U



SALT

RGB: 247, 247, 247
HEX: #F7F7F7
CMYK: 2, 2, 2, 0
PANTONE® 9100 U



SUPPORTING COLOURS

Supporting colours extend the palette for contexts where the primary five are not enough. They carry variety without breaking the system. How and where to use them is set out on the pages that follow.

MIDNIGHT BLUE

RGB: 7, 30, 43
HEX: #071E2B
CMYK: 91, 72, 57, 68
PANTONE® 296 C



GRAY WATER

RGB: 150, 165, 179
HEX: #96A5B3
CMYK: 45, 28, 22, 0
PANTONE® 550 C



OASIS SUNRISE

RGB: 246, 240, 182
HEX: #F6F0B6
CMYK: 5, 3, 35, 0
PANTONE® 600 U



WADI BEDROCK

RGB: 190, 170, 145
HEX: #BEAA91
CMYK: 20, 25, 35, 10
PANTONE® 7530 U



PERMISSIBLE BACKGROUND/TYPE COMBINATIONS

PRIMARY COLOUR BACKGROUNDS

Colour applied to hierarchy of text is an important part of our identity, Not just for accessibility, but also to build consistency and equity in our brand. Use the approved text and background combinations to maintain sufficient contrast, ensuring content is clear, inclusive and accessible across all touchpoint. Light or blue should be the preference colour.

DISPLAY HEADLINES	DISPLAY HEADLINES	DISPLAY HEADLINES
SUBHEADING	SUBHEADING	SUBHEADING
SUBHEADINGS Introductory paragraphs	SUBHEADINGS Introductory paragraphs	SUBHEADINGS Introductory paragraphs
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TYPE ON COLOURED BACKGROUNDS

SUPPORTING COLOUR BACKGROUNDS

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SUBHEADING	SUBHEADING	SUBHEADING	SUBHEADING
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COLOUR ACCESSIBILITY

Every colour combination has been tested against the WCAG AA standard for contrast and legibility. Accessibility applies everywhere, not just digital.

It’s important to note that accessible and approved combinations are not the same (see Typography section for permissible pairings).

The key below shows which pairings work for body copy and which are headline-only.

AA STANDARD ACCESSIBILITY FOR TEXT:

Aa – Good for Headlines and Body copy

A – Headlines only

Aa	Aa					Aa			
Aa						Aa			
Aa						Aa			
Aa	Aa					Aa			
Aa	A		A	A		Aa		Aa	
Aa	A	Aa	Aa	Aa		Aa	Aa	Aa	Aa
Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa

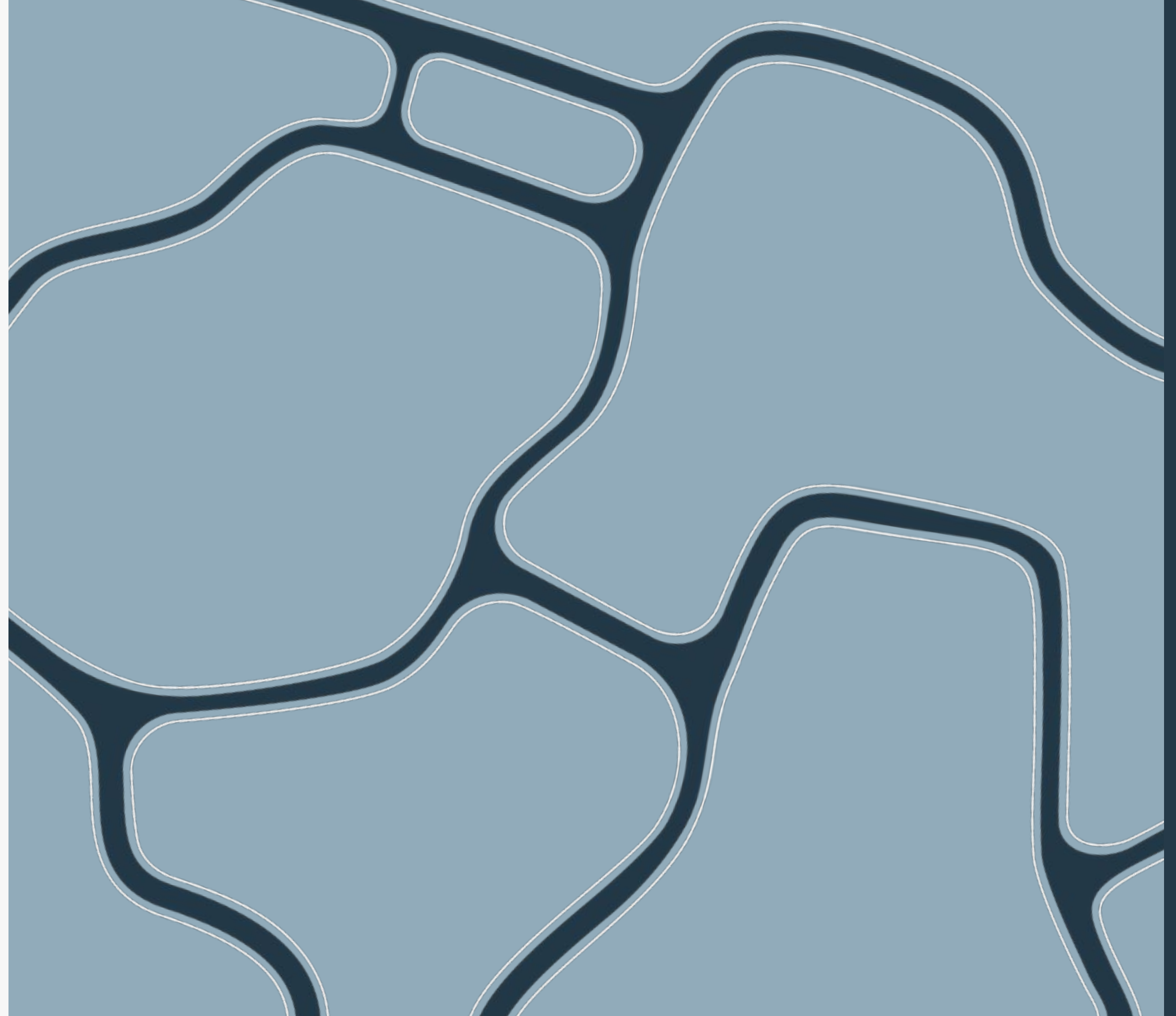
AFLAJ

The Aflaj graphic is the brand's hero graphic element. Distinctive and recognisable, its consistent use builds equity across the visual identity and creates a strong, unified brand presence.

AFLAJ HERO

The Aflaj graphic is the signature element of the brand. Inspired by the UAE's historic water networks, it provides a recognisable visual anchor across Conference assets.

Within the social media graphic templates, there are fixed, approved colour combinations and layouts of the Aflaj graphic provided. The Aflaj layout, colours, and treatments should not be altered.



SOCIAL MEDIA GRAPHIC TEMPLATES

SOCIAL MEDIA GRAPHIC TEMPLATES

These six ready-to-use templates allow partners and media organisations to create consistent, on-brand social content in support of the 2026 UN Water Conference.

Using the templates

Templates are supplied at 1080×1350 px. Replace only the marked areas for copy, imagery, attribution, and partner logos.

Do

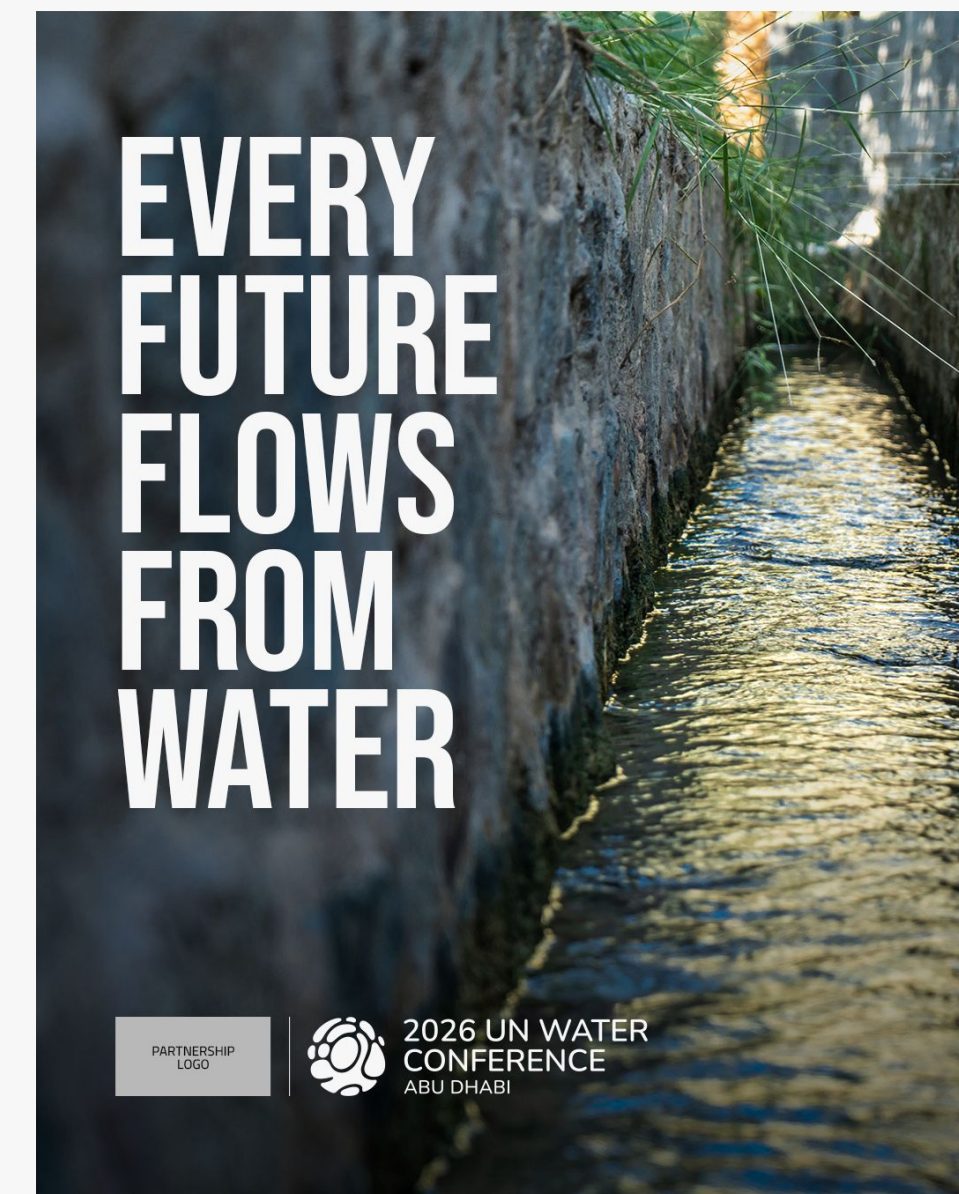
- Use concise copy.
- Use high-quality, rights-cleared imagery.
- Follow the co-brand lockup rules when adding your organisation's logo.

Don't

- Resize, crop, or change the aspect ratio.
- Alter the fonts, colours, Aflaj graphic, layout, or Conference branding.
- Overload the graphic with copy or additional elements.

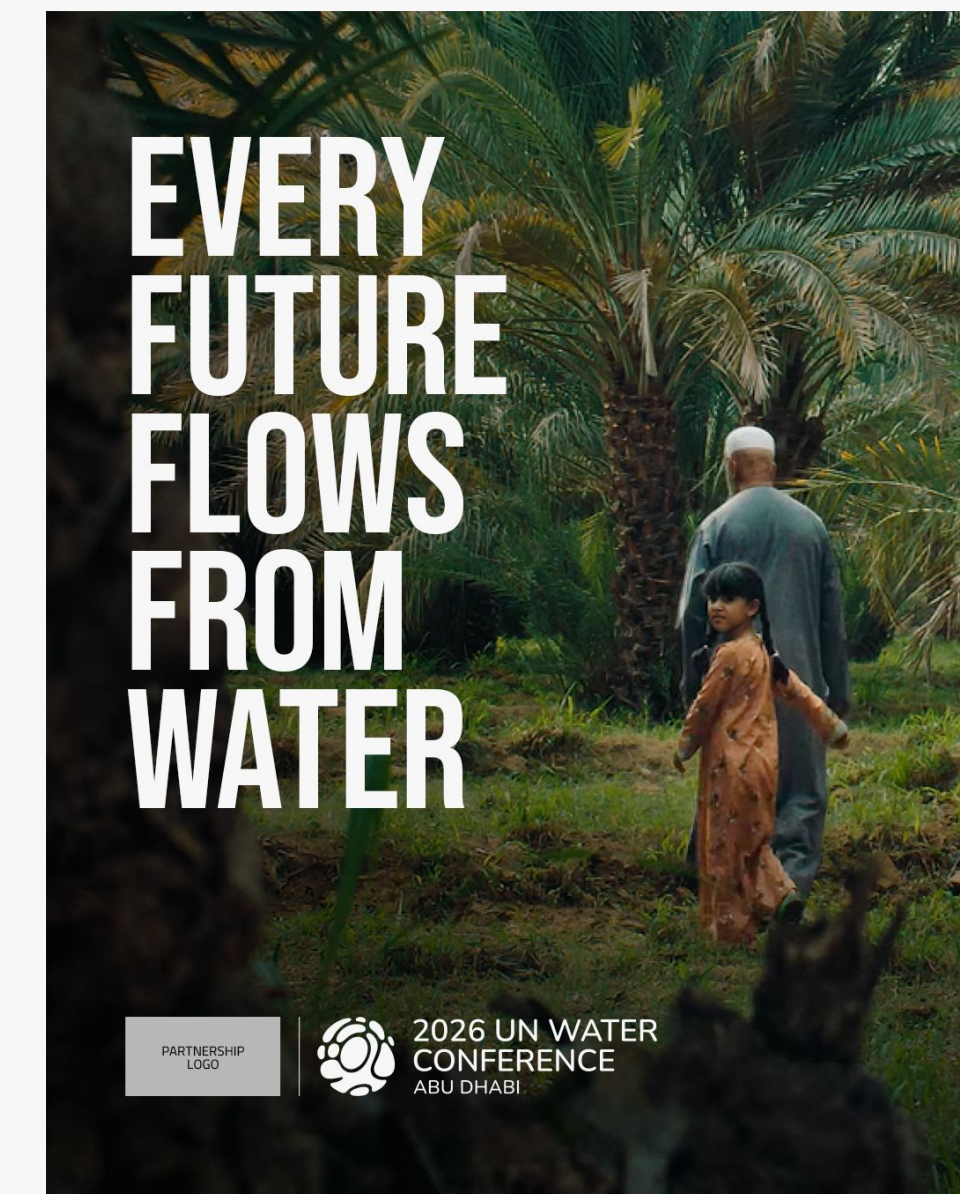
TEMPLATE 1 - TAGLINE GRAPHIC

Add your logo



TEMPLATE 2 - TAGLINE GRAPHIC

Add your logo



TEMPLATE 3 - QUOTE + PHOTO GRAPHIC

Add your custom quote, details, and photo



TEMPLATE 4 - LARGE QUOTE GRAPHIC

Add your custom quote and details



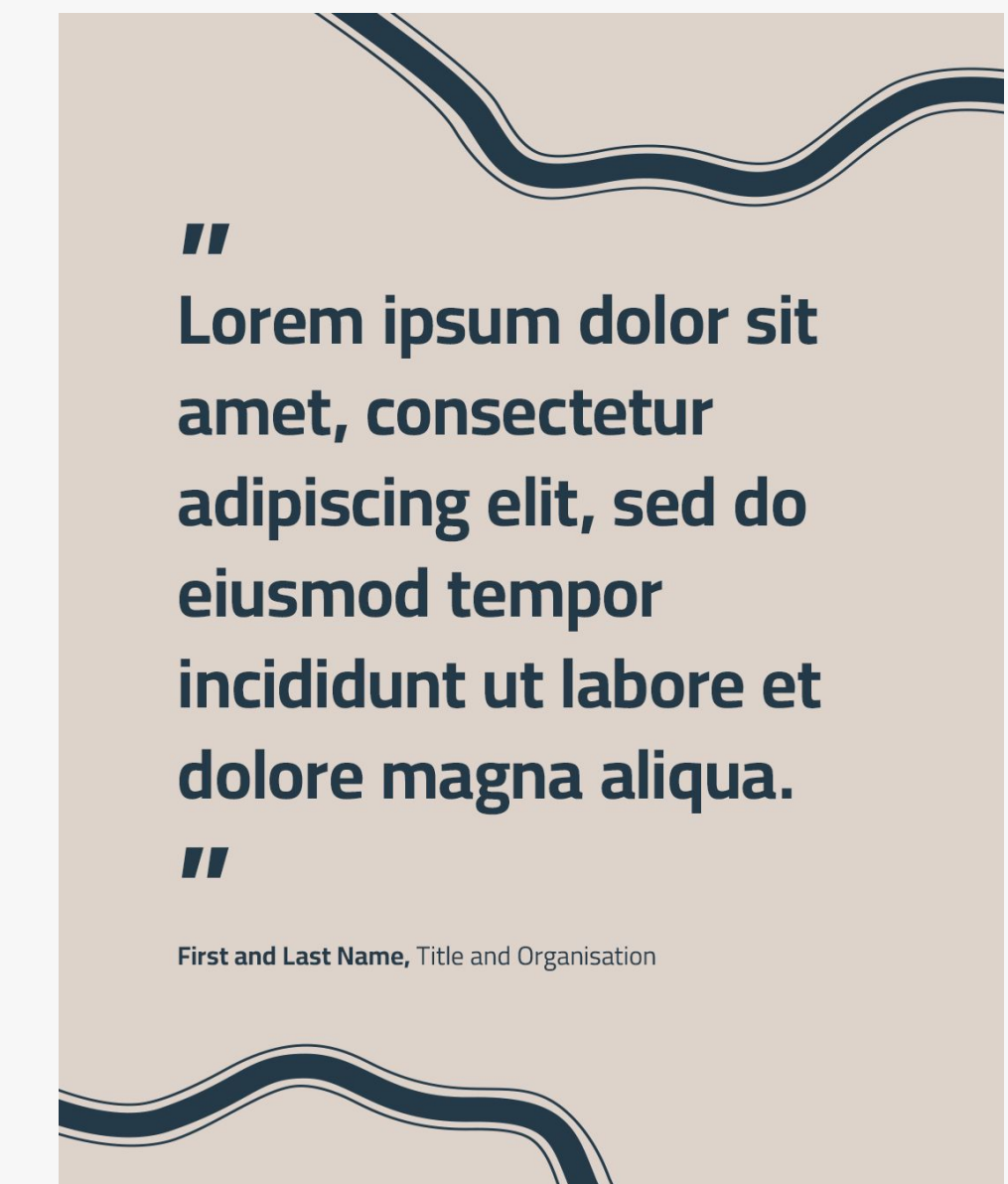
TEMPLATE 5 - PARTNERSHIP GRAPHIC

Add your partner logo



TEMPLATE 6 - QUOTE GRAPHIC

Add your custom quote and details



NEED SUPPORT?

For guidance on applying the Conference identity or advice on specific use cases, please contact **brand@unwaterconferenceuae.com**