MASTERBRAND MINI GUIDE

DUBAI ELECTRICITY AND WATER AUTHORITY

هيئة كهرباء ومياه دبي
Dubai Electricity & Water Authority

2026

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02 INTRODUCTION

This document describes the basic elements of our brand identity system. Adhering to these guidelines is essential to maintaining Dubai Electricity & Water Authority PJSC image in a coherent, consistent, and professional manner. Our identity must be applied appropriately across all internal and external touchpoints. These guidelines will provide you with all branding elements that will help us successfully build and promote DEWA's image positively.

THE BIG IDEA: THEN & NOW

BRAND STRATEGY

THEN

DEWA's story began by fulfilling the initial needs of a growing city – providing water and electricity that powered Dubai's fast development. As a lifestyle provider, DEWA played an essential role in the everyday lives of its people.

NOW

Today, DEWA inspires the future through innovation and impact – powering Dubai's transformation through smart, sustainable and innovative solutions. Our role has evolved from provider to inspirer – from service provider to strategic partner in shaping a net-zero world.

THE EVOLVED BRAND PROMISE

"INSPIRING A NET-ZERO REALITY"

This brand promise stems from DEWA's evolved vision to be a globally leading sustainable innovative corporation committed to achieving Net-Zero by 2050.

03 PRIMARY BRANDMARK

THE BRANDMARK

DOWNLOAD

Vertical



Horizontal



COLOUR FORMATS

Full Colour Brandmark





Greyscale Brandmark





Mono Gradient Brandmark





White Out Brandmark





Black Out Brandmark





04 BRAND COLOURS

COLOUR PALETTE

DOWNLOAD

Primary Colours

Pantone 335 C
CMYK
88.32.69.17
RGB
0.117.96 #007560

Pantone 3005 C
CMYK
100.44.0.0
RGB
0.121.193 #0079c1

Secondary Colours

Pantone 361 C
CMYK
80.0.98.0
RGB
11.177.78 #0bb14e

Pantone 294 C
CMYK
100.86.29.23
RGB
26.54.104 #1a3668

Pantone 192 C
CMYK
0.100.68.0
RGB
237.24.73 #ed1849

Pantone 143 C
CMYK
3.32.91.0
RGB
244.179.51 #f4b333

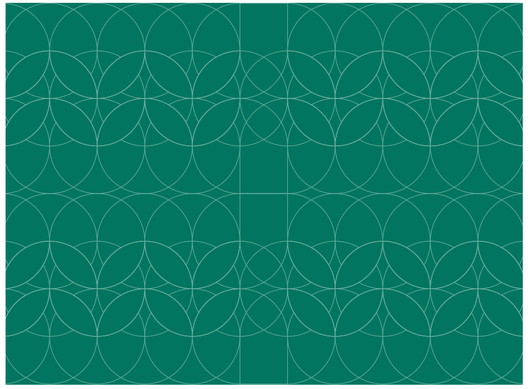
Pantone 1495 C
CMYK
0.54.95.0
RGB
247.141.40 #f78d28

Gradient Colours

05 PRIMARY COLOURS
PATTERN

DOWNLOAD

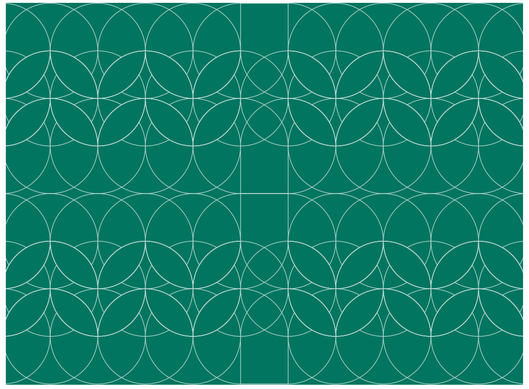
White Pattern - Opacity 40%



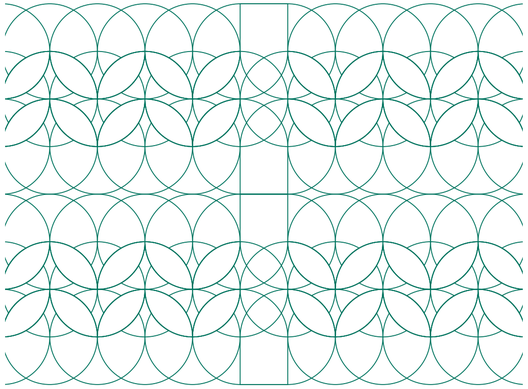
White Pattern Gradient - Opacity 30%



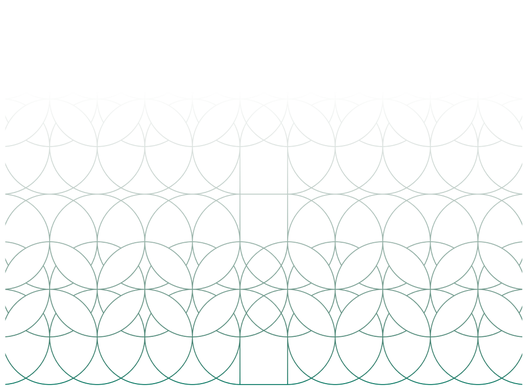
White Pattern - Opacity 70% (outdoor only)



Green Pattern



Green Pattern Gradient



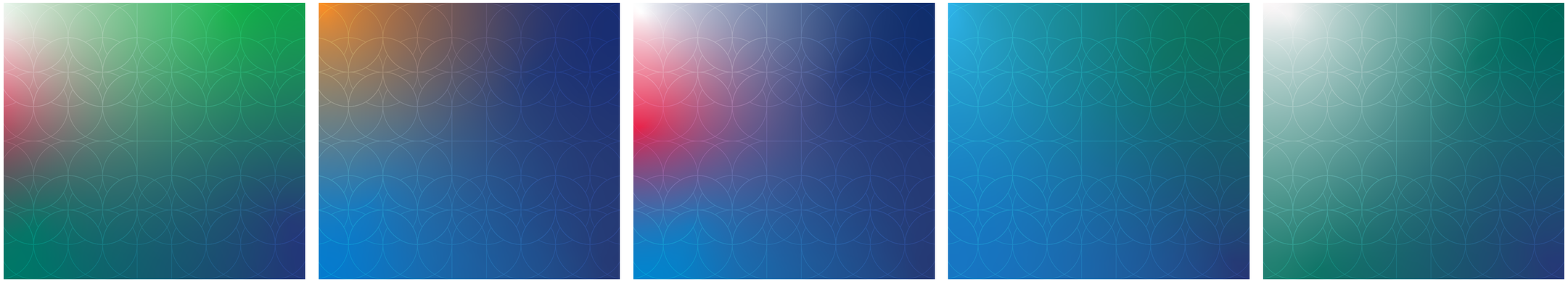
Black 15% - Gradient

Black 15%

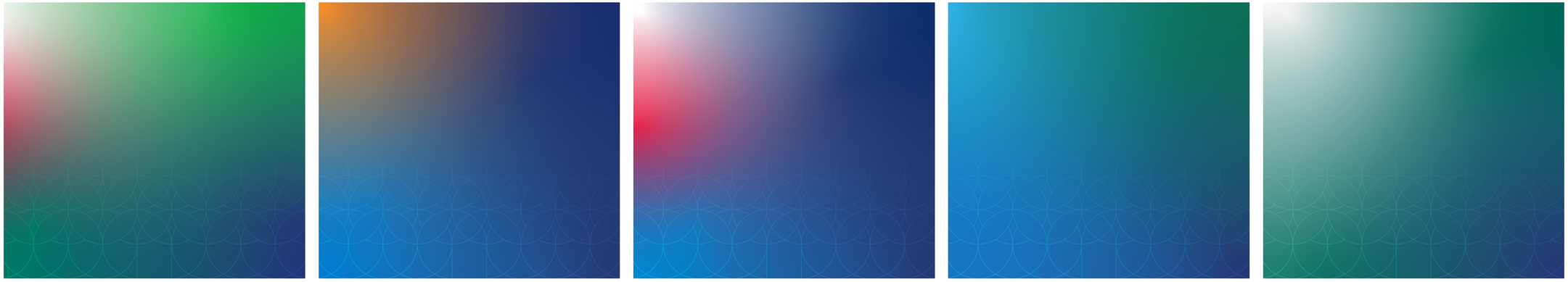
06 GRADIENT COLOURS
PATTERN

DOWNLOAD

White Pattern - Overlay - Opacity 20%



White Pattern - Gradient - Overlay - Opacity 30%



07 LANDSCAPE / PORTRAIT

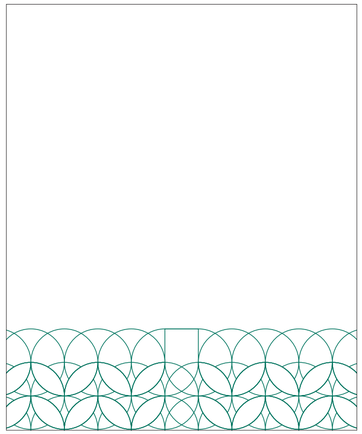
PATTERN

DOWNLOAD

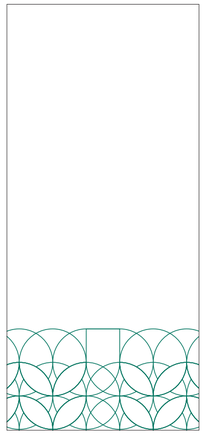
Horizontal pattern - Landscape



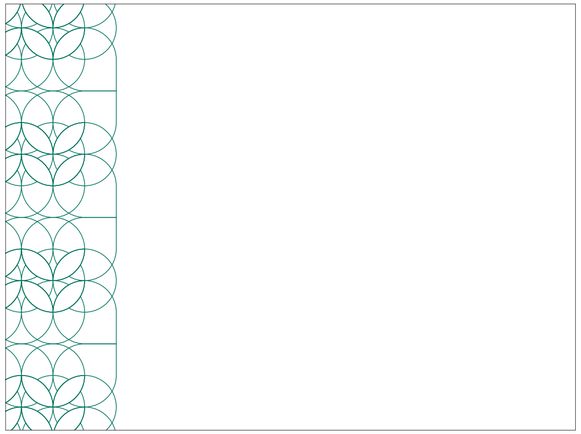
Horizontal pattern - Portrait



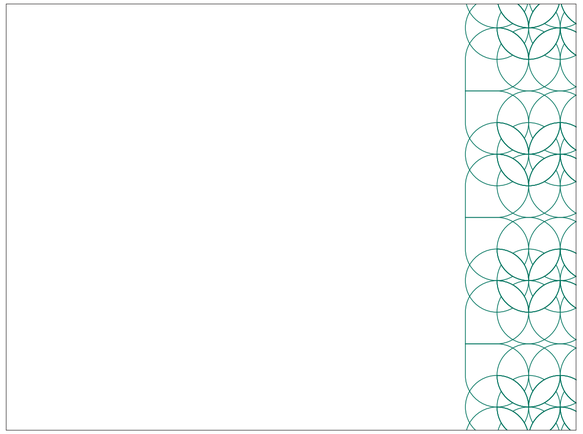
Horizontal pattern - Portrait



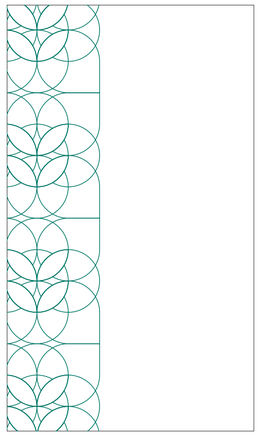
Vertical pattern - Landscape (Arabic)



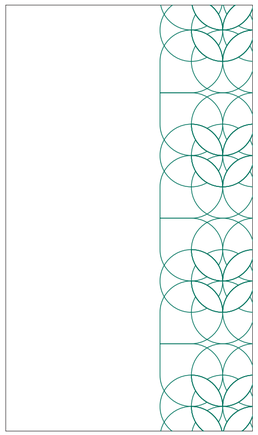
Vertical pattern - Landscape (English)



Vertical (Arabic)



Vertical (English)



08 TYPOGRAPHY

PRIMARY

DOWNLOAD

SECONDARY

DOWNLOAD

Dubai (ENGLISH)

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqustuvwxyz
1234567890
!@#$%^&*(/)©®

Dubai is a modern and an engaging type with a strong corporate design built on a sturdy skeleton that is rational and spirited.

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqustuvwxyz
1234567890
!@#$%^&*(/)©®

Dubai is a modern and an engaging type with a strong corporate design built on a sturdy skeleton that is rational and spirited.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqustuvwxyz
1234567890
!@#$%^&*(/)©®

Dubai is a modern and an engaging type with a strong corporate design built on a sturdy skeleton that is rational and spirited.

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqustuvwxyz
1234567890
!@#$%^&*(/)©®

Dubai is a modern and an engaging type with a strong corporate design built on a sturdy skeleton that is rational and spirited.

Lucida Sans Unicode (ENGLISH)

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqustuvwxyz
1234567890
!@#$%^&*(/)©®

Lucida Sans Grande is only used when restrictions do not allow the use of the primary typeface.

Note: The system typeface must never be used in conjunction with or as a substitute for the primary typeface.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqustuvwxyz
1234567890
!@#$%^&*(/)©®

Lucida Sans Grande is only used when restrictions do not allow the use of the primary typeface.

Note: The system typeface must never be used in conjunction with or as a substitute for the primary typeface.

Dubai (ARABIC)

Bold

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن و ي
1234567890
!@#$%^&*(/)©®

خط دبي هي نوع حديث وجذاب مع تصميم قوي للشركات مبني على هيكل عظمي قوي وعقلاني وحيوي.

Medium

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن و ي
1234567890
!@#$%^&*(/)©®

خط دبي هي نوع حديث وجذاب مع تصميم قوي للشركات مبني على هيكل عظمي قوي وعقلاني وحيوي.

Regular

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن و ي
1234567890
!@#$%^&*(/)©®

خط دبي هي نوع حديث وجذاب مع تصميم قوي للشركات مبني على هيكل عظمي قوي وعقلاني وحيوي.

Light

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن و ي
1234567890
!@#$%^&*(/)©®

خط دبي هي نوع حديث وجذاب مع تصميم قوي للشركات مبني على هيكل عظمي قوي وعقلاني وحيوي.

Tahoma Arabic (ARABIC)

Bold

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ
ف ق ك ل م ن و ي
1234567890
!@#$%^&*(/)©®

هناك حقيقة مثبتة منذ زمن طويل وهي أن المحتوى المقروء لصفحة ما سيلهي القارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات في الصفحة التي يقرأها.

Regular

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ
ف ق ك ل م ن و ي
1234567890
!@#$%^&*(/)©®

هناك حقيقة مثبتة منذ زمن طويل وهي أن المحتوى المقروء لصفحة ما سيلهي القارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات في الصفحة التي يقرأها.

09 TONE OF VOICE

GOVERNMENT

Key principles driving tone:

Emirati, Expert, Innovative, Proactive.

Message of Supporting Dubai:

Pioneering the future. Inspiring a Net-Zero Reality.

Our innovative energy and water solutions are shaping a sustainable, efficient future. We proudly support Dubai's position as a global model for future-readiness, paving the way for decades of transformative change.

The message of Reliable, Available, Efficient:

We take pride in powering the world's best city. Through boundless excellence and bold progress, we deliver sustainability-driven efficiency, ensuring reliable energy and water services every day.

CUSTOMERS

Key principles driving tone:

Approachable, Supportive, Highly Accessible.

The message of Empowering Efficiency:

We foster efficient resource use and embrace renewable energy to build a smarter, greener tomorrow. With people at our heart, we make sustainable living effortless and accessible for all.

Message of Reliable, Available, Accessible:

Effortlessly within reach.

We simplify everyday life by ensuring efficient, reliable and high-quality energy and water services are always available - just a click away.

SOCIETY AND FUTURE GENERATION

Key principles driving tone:

Responsible, Collaborative, Emirati, Professional, Supportive.

The message of Sustainability:

As Dubai grows, we embrace a net-zero future. Efficient resource management and renewable energy are key to a greener tomorrow. By inspiring impact today, we secure a thriving, sustainable future for generations to come.

The Message of Fostering Community Growth:

We support the pillars of our community - women and youth - empowering them to drive a brighter, more sustainable future.

The message of Supporting Dubai:

Our journey with Dubai is a testament to progress. We are proud to uphold its visionary foundations and look forward to a future of sustainable growth and prosperity.

EMPLOYEES

Key principles driving tone:

Approachable, Supportive, Dynamic.

Message of Supporting Dubai:

We grow with our city, standing out among global utilities through innovation and continuous development. We nurture a happy and positive work environment that celebrates teamwork and strengthens loyalty. As we shape the future, let's move forward together, inspiring impact with every step.

The message of Promoting Electricity & Water Management:

Lead by example. Champion sustainability.

Each of us is an ambassador of sustainability. Let's inspire our communities by efficiently managing electricity and water use, leading with integrity and purpose.

PROVIDERS OF CAPITAL & INVESTORS

Key principles driving tone:

Integrity, Reliability, Future-Readiness, Sustainable Growth, Responsibility, Duty of Trust.

The message of Financial Stability:

We mark a new era of financial resilience. With a steadfast commitment to sustainable, long-term growth, we are shaping a future of enduring value and robust returns. As a listed company, we continue to strengthen strategic partnerships and uphold the trust and confidence of our investors.

The message of Empowering the Economy:

DEWA is more than an energy provider; we are a dynamic catalyst fuelling Dubai's economic vitality, powering industry, commerce and the green economy with world-class infrastructure.

SUPPLIERS & SUBCONTRACTORS PARTNERS

Key principles driving tone:

Credible, Professional, Growth Enabler.

The message of Working Together:

We believe in forging sustainable partnerships with our suppliers and subcontractors, working hand-in-hand to drive efficiency and excellence across every project.

PARTNERS

Key principles driving tone:

Credible, Professional, Growth Enabler.

The message of Promoting Efficient Use of Resources:

Sustainability drives performance. Through smart, responsible and efficient resource management, we create maximum impact and enable a brighter, more sustainable future for all.

Message of Reliable, Available, Efficient:

We empower our partners with everything needed to build a fruitful relationship. Our commitment to boundless excellence ensures DEWA operates at peak efficiency in pursuit of sustainability.

10 BRAND PHOTOGRAPHY

Photography plays a key role in all DEWA brand communications. The style reflects the brand's philosophy and is guided by its values of being approachable, engaging, supervising, enriching and genuine.

The photographic style is fresh and uses sunlight and warmth whilst on a slightly desaturated image, which makes all images coherent as a set. The images are engaging and the soft lighting effect makes them appealing to all demographics. The style brings forward peace of mind and sustainability through the image style, denoting leadership as well as being people-oriented.

Alongside is an overview of the DEWA brand photography. Please see the following pages for further imagery on each sector.

Innovations/Smart Living







Business & Partnerships







Society & People







Lifestyle







11 AI-GENERATED CONTENT

Artificial Intelligence (AI) may be used as a supporting tool in the development of DEWA communication materials, provided that all AI-generated or AI-assisted content maintains the integrity, authenticity and consistency of the DEWA brand and complies with DEWA's review and approval processes.

All AI-generated content must comply with DEWA's brand Guidelines, including its approved visual identity, photography style, tone of voice.

✓ Maintain DEWA's approved brand identity, photography style and tone of voice.	✗ Do not generate, alter or recreate the DEWA logo or approved brand assets using AI.
✓ Ensure all generated content is accurate, credible, culturally appropriate and aligned with DEWA brand.	✗ Do not create fictitious or misleading representations of DEWA, its projects, achievements or services.
✓ Verify facts, figures, claims, Arabic text and visual details before use.	✗ Do not generate or materially alter representations of Their Highnesses, government officials or DEWA leadership without appropriate authorisation.
✓ Ensure representations of DEWA projects, facilities, technologies and services are accurate.	✗ Do not upload confidential, restricted, proprietary or sensitive DEWA information to any AI platforms.
✓ Obtain all required reviews and approvals prior to official, public or external use.	✗ Do not publish, distribute, or externally share AI-generated content without the required prior approval from the Corporate Brand Department as well as required approvals.
	✗ Do not assume AI-generated content is accurate or cleared for copyright, intellectual property or third-party rights.

Note: AI is a supporting tool and does not replace professional judgement, accountability or DEWA's established review and approval processes.

SOCIAL MEDIA LANGUAGE

MASTERBRAND GUIDELINES

OFFICIAL NAME

هـيـئـة كـهـربـاء ومـيـاه دبـي (ش.م.ع)

Dubai Electricity & Water Authority (PJSC)

PLATFORMS & WEBSITE

Apart from our website **www.dewa.gov.ae**, we have various official social media Platforms. Follow us to join us and become part of our online community.

DEWAOFFICIAL

HASHTAGS

Our main hashtag is the brand hashtag, kindly ensure you are using the same when posting content related to DEWA.

#ديـــوا
#DEWA

#أخبـار_ديـوا
#DEWANews

LEADERSHIP NAME

HE Saeed Mohammed Al Tayer
MD & CEO of Dubai Electricity & Water Authority

معالي سعيد محمد الطاير
العضو المنتدب الرئيس التنفيذي لهيئة كهرباء ومياه دبي

13 BRAND LOGO DISCLAIMER

MASTERBRAND GUIDELINES

To maintain brand integrity, the DEWA Logo must always be presented clearly and accurately in all applications. These few simple rules will help you use the logo the right way.

Dubai Electricity and Water Authority (“DEWA”) is the owner of all usage rights, applications, titles, and interests related to the DEWA logo (“Logo”).

DEWA shall grant permission to use the Logo for events sponsored by DEWA in association with other companies. This permission is a non-exclusive, non-transferable license to use the Logo during the Term of DEWA’s sponsorship solely to identify DEWA as a sponsor of and/or participant in the event on specific “Marketing Materials”.

The artwork for the Logo, which will be supplied by DEWA, may only be applied on the Marketing Materials, in accordance with the DEWA Logo Usage Brand Guidelines.

THANK YOU

For further information please contact
Corporate Brand Department
Strategy and Government Communications

dewabrand@dewa.gov.ae