ACTVET
Abu Dhabi Centre for Technical and Vocational Education and Training
مركز أبوظبي للتعليم والتدريب التقني والمهني

ATS
مدارس التكنولوجيا التطبيقية
Applied Technology Schools

Applied Technology Schools
Brand Guidelines



Version 4.2: October 2026

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Overview


Regulatory
ACTVET
Abu Dhabi Centre for Technical and Vocational Education and Training
مركز أبوظبي للتعليم والتدريب التقني والمهني
Abu Dhabi Centre for Technical and Vocational Education and Training (ACTVET)
Technical and Vocational Education System
معهد التكنولوجيا التطبيقية
INSTITUTE OF APPLIED TECHNOLOGY
Institute of Applied Technology (IAT)
Operator / Traning Provider
A T S
مدارس التكنولوجيا التطبيقية
Applied Technology Schools
Applied Technology Schools (ATS)

ACTVET
Abu Dhabi Centre for Technical and Vocational Education and Training
مركز أبوظبي للتعليم والتدريب التقني والمهني

The Abu Dhabi Centre for Technical and Vocational Education and Training (ACTVET) aims to regulate the Technical and Vocational Education and Training sector in Abu Dhabi to develop human resourc es for effective participation in the country's sustainable de velopment.

The centre diligently seeks to provide a work environment that enables educational and training institutions to graduate Emirati cadres possessing innovative skills and knowledge to engage in the labor market, thereby contributing to enhancing the competitive capabilities of various economic sectors, in pursuit of achieving the Abu Dhabi Vision 2030. The centre also oversees the Institute of Applied Technology and the Abu Dhabi Vocational Educational and Training Institute to ensure the delivery of the best accredited educational and training programs. This is aimed at providing professional qualifications aligned with the current and future requirements of the job market.

Additionally, ACTVET organizes numerous regional and international events and initiatives alongside both the public and private sectors. This endeavors to enhance the quality of technical and vocational education and training in the country.

Visit Website

مدارس التكنولوجيا التطبيقية
Applied Technology Schools

Applied Technology Schools (ATS) offer unique high school programs that combine technical education with a strong academic foundation and career development. Founded in 2005, ATS was established to meet the growing demand for skilled workers in various technical industries. The school offers programs and courses that focus on hands-on training and practical skills, preparing students for careers in fields such as engineering, technology, artificial intelligence, business, and other applied sciences. The goal of ATS is to equip Emirati students with the knowledge and expertise necessary to succeed in technical and vocational careers, both within the UAE and internationally.

At Applied Technology School, our programs start from Grade 9 through Grade 12, except at the ATS Al Ain, Abu Dhabi - Girls, and Al Dhafrah campuses, where the program begins from Grade 6. Upon completion, students receive the High School Certificate, along with the National Qualification Centre (NQC) Level 4 Certificate for cluster-based programs.

The program consists of three different streams:

- Advanced Science Program
- Advanced Stream
- General Stream

Visit Website

Document History

Created: February - 2024	Version: 1	Remarks: Offered a plan and outlined a course of action to adhere to the ATS Brand.
Release Date: January - 2025	Version: 2	Remarks: Introduce a new system & design for student IDs.
Release Date: February- 2025	Version: 3	Remarks: Significant progress include fresh stationery, fonts, patterns, icons, and uniforms.
Release Date: March- 2025	Version: 4	Remarks: Adding in a color with white text ATS logo to the hoodie (an integral part of the ATS uniform)
Release Date: March- 2025	Version: 4.1	Remarks: Updating the colors of a uniform
Release Date: October - 2026	Version: 4.2	Remarks: Updating Contact Details, Senior Jacket 2026 Emblem, links to assets

Introduction

This document provides an overview of the visual identity of Applied Technology Schools (ATS), focusing on proper logo usage across various backgrounds and scenarios, brand asset associations with other entities, and the use of social media icons.

Adherence to these guidelines is mandatory when using the ATS logo.

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Version 4.2: October 2026

Branding Principles

At Applied Technology Schools, our logo embodies our core values and mission. Represented by three shapes, each featuring a combination of sharp and rounded edges, they come together to form the shape of leaves.

This design symbolizes our commitment to nurturing growth and innovation in education. We embrace technology and prepare students from grade 6 onwards across UAE to excel in a fast-changing world. Our goal is to empower UAE nationals with the knowledge and skills needed to thrive and make impactful contributions to society.



Applied

The 'A' in 'Applied' also symbolizes Advancement: Emphasizing the advancement of knowledge and skills in cutting-edge technologies, equipping UAE nationals with the tools they need to excel through their educational journey.

Technology

The 'T' in 'Technology' also symbolizes Transformation:

Highlighting how education transforms through technology and innovation, preparing students for the dynamic and competitive future job market.

Schools

The 'S' in 'Schools' also symbolizes Success and Passion:

Delivering a high-quality education that prepares students for future success, where honing skills paves the way for career opportunities and personal development.

Logo Brandmark

The ATS logo is composed of two main components - the leave emblem and the wordmark.

The following pages cover the correct usage to ensure the logo always looks its best.

The ATS and ACTVET logo should be shown in full color on a white background.

When placing the logo on a photographic image or colored background, always use the boxed version. If media or printing limitations prevent the use of full-color logos, a monochrome version may be used instead.

Clear Space

Other logos, text copy, or graphic elements should never dominate or overshadow the logo in any layout.

As a general rule, there should be a minimum amount of clear space around the logo, equivalent to the width/height of four boxes on all sides.



Logo Coloured



Horizontal 3D (Gradient)



Horizontal Flat



Vertical 3D (Gradient)



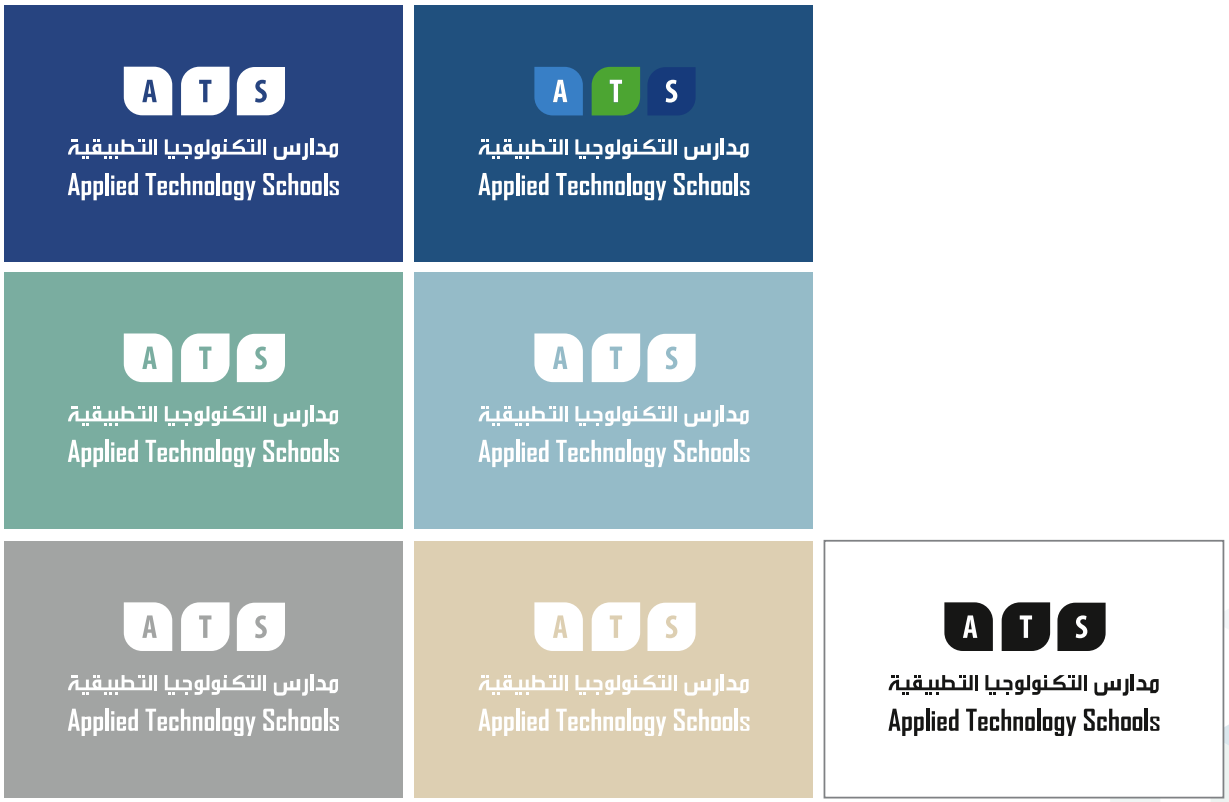
Vertical Flat



Vertical Signage

Logo - Monochrome Versions

ATS monochrome version is used in a single color for a sleek, minimalist design.
ATS strives to present itself in a clear, easily recognizable format.



Download Logo

Logo - With Background

The emblem should be displayed in full color on a white background. When placing the emblem on a photographic image or colored background, the white, black, or boxed version of the emblem should be used.

مدارس التكنولوجيا التطبيقية
Applied Technology Schools

Use full colour emblem on a white background.



Use boxed emblem on a complex background

مدارس التكنولوجيا التطبيقية
Applied Technology Schools

A white emblem can be displayed on a coloured background

مدارس التكنولوجيا التطبيقية
Applied Technology Schools

A black emblem can only be used on a white, yellow, or very light background under exceptional circumstances.

مدارس التكنولوجيا التطبيقية
Applied Technology Schools

A white emblem should not be displayed on a light-colored background.

مدارس التكنولوجيا التطبيقية
Applied Technology Schools

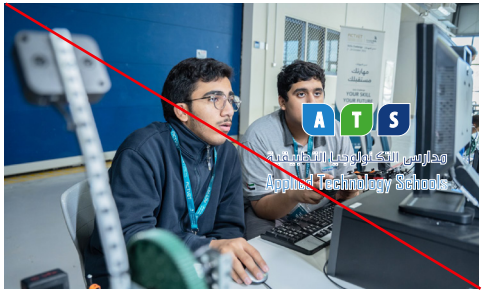
A light color emblem should not displayed on a light coloured background

Applied Technology Schools

Avoid displaying the full-color emblem on a colored background.

مدارس التكنولوجيا التطبيقية
Applied Technology Schools

Do not change colour of the emblem



Do not use a border around the emblem excpet school uniforms



Do not display white or monochromatic emblem on a complex / busy background

Colour Codes & Specifications

Primary Colours

PANTONE® P 105-16C	PANTONE® P 109-8C	PANTONE® P 151-8C
CMYK C100 M76 Y17 K4	CMYK C75 M17 Y3 K0	CMYK C58 M2 Y76 K0
RGB R15 G72 B138	RGB R27 G147 B208	RGB R104 G179 B87
HEX #0f488a	HEX #1b93d0	HEX #68b357

Note: Due to a digital display and different screen calibrations, all color adjustments and tones are near Pantone.

Blue - Stability and Security: signifies a stable foundation for learning and career development, emphasizing the importance of acquiring skills for future stability and success.

Sky Blue- High and Deep: is the color of the ocean and the sky; it often symbolizes serenity, stability, inspiration, or wisdom.

Green - Nature and Growth: represents new beginnings and growth. It also signifies renewal and abundance.

d6d7e4	d0e0f2	f4efe6
bbbed4	aacae9	e9dfcb
8991b6	86b6e0	dfd0b2
6472a1	4d9ed5	d1bb90
37558d	1b93d0	c3a872
0f488a	0079be	af8b45
9b8445	045fa9	9b8445
8b7538	204e9b	8b7538
73622d	173e7d	73622d

Secondary Colours

PANTONE®
P 551 C

CMYK
22.4, 5.2, 0.0, 17.6

RGB
63, 199, 210

HEX
#A3C7D2

PANTONE®
P 564 C

CMYK
C47 M12 Y33 K0

RGB
R122 G173 B160

HEX
#7aada0

Note: Due to a digital display and different screen calibrations, all color adjustments and tones are near Pantone.

Supporting Colours

PANTONE®
P 7500 C

Beige

Symbolizes simplicity, calmness, and neutrality.

CMYK
C10, M12, Y24, K0

RGB
R221 G207 B178

HEX
#68b357

PANTONE®
Cool Gray 5C

Cool Gray

Symbolizes intelligence, wisdom, and refinement.

CMYK
C31 M24 Y25 K0

RGB
R162 G164 B163

HEX
#b1b3b3

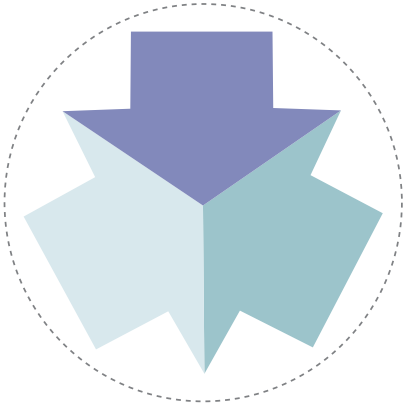
Note: Due to a digital display and different screen calibrations, all color adjustments and tones are near Pantone.

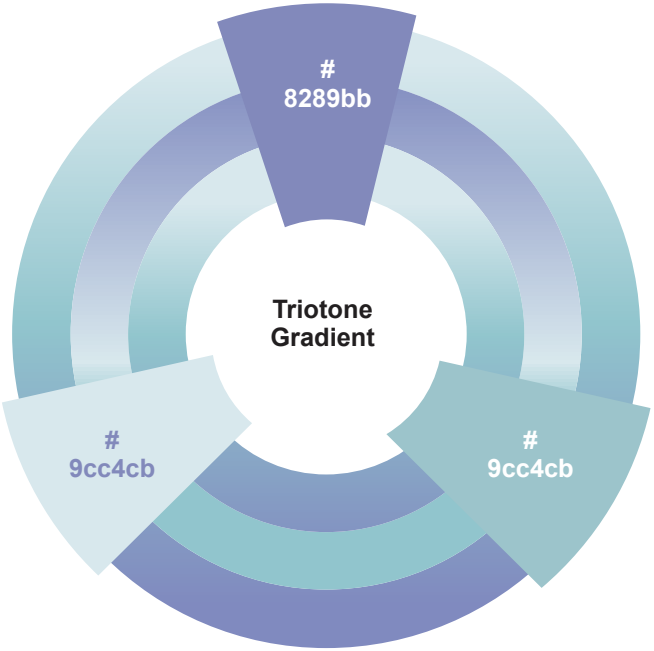
e9dfcb	e6e7e8	e9dfcb	e6e7e8
dfd0b2	dcddde	dfd0b2	dcddde
d1bb90	d1d3d4	d1bb90	d1d3d4
c3a872	bcbec0	c3a872	bcbec0
af8b45	a7a9ab	af8b45	a7a9ab
9b8445	949598	9b8445	949598
8b7538	818284	8b7538	818284
73622d	6d6e71	73622d	6d6e71
53461a	58595b	53461a	58595b

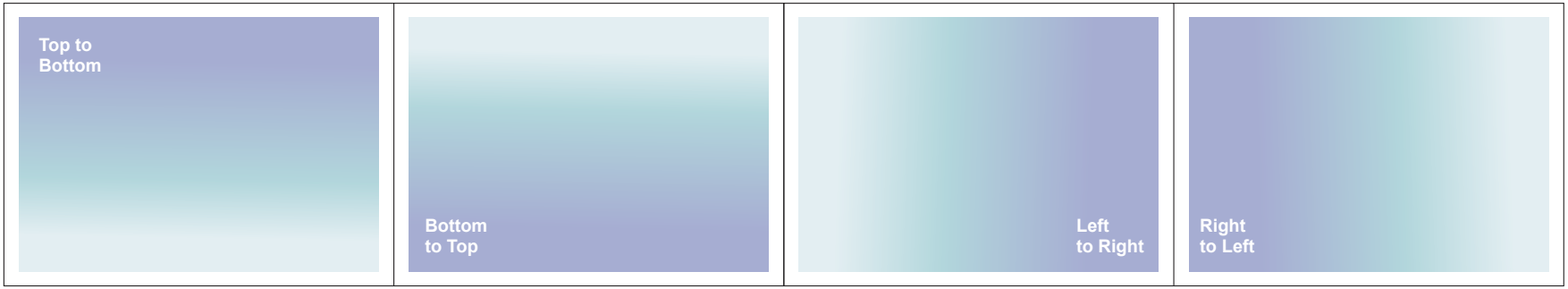
Gradient

PANTONE® 272 C	PANTONE® 551 C	PANTONE® 7541 C
CMYK C52 M43 Y3 K0	CMYK C42 M7 Y18 K0	CMYK C16 M2 Y5 K0
RGB 130, 137, 187	RGB R156 G196 B203	RGB R216 G232 B237
HEX 8289bb	HEX 9cc4cb	HEX d8e8ed

Note: Due to a digital display and different screen calibrations, all color adjustments and tones are near Pantone.







Linear Gradient Flow Variations

Color 70% Opacity

Typeface

Arabic

Alarabiya (logo) — مدارس التكنولوجيا التطبيقية

Secondary

The URW DIN is secondary typeface is typically used exclusively for headings, titles, and brief content.

URW DIN Arabic Light — مدارس التكنولوجيا التطبيقية
URW DIN Arabic Light — مدارس التكنولوجيا التطبيقية
URW DIN Arabic Light — **مدارس التكنولوجيا التطبيقية**

Body Text

When GE SS is not available or not the suitable option, the font Muna/Arial should be used.

Muna Regular — مدارس التكنولوجيا التطبيقية
Muna Bold — مدارس التكنولوجيا التطبيقية
Muna Black — **مدارس التكنولوجيا التطبيقية**

English

Primary

The URW DIN is Primary typeface is typically used exclusively for headings, titles, and brief content.

URW DIN Arabic Light — Applied Technology School
URW DIN Arabic Light — Applied Technology School
URW DIN Arabic Light — **Applied Technology School**

Secondary

Legibility and readability are two of the most crucial aspects of body text.
Therefore, for body text in English, Arial is utilized rather than DIN.

Arial Regular — Applied Technology School
Arial Bold — **Applied Technology School**

Download Font

Pattern

The pattern acts as a graphic element that can be used to fill empty spaces, provide backgrounds, and add visual interest and energy. In this context, the combination of rubric squares represents the available programs, clusters, and courses.

Finished



Dot-based



Linear

Download
Pattren

Official Stamp

The school name, branch name, address, logo, and other key information are usually included in the school rubber stamp. Documents including invoices, letters, circulars, and receipts are stamped to show that they were issued by the principal office. Each branch has a distinct stamp.

ATS School
Director Office



4 X 4 CM

ATS School
Principal Office



4 X 4 CM

Examples



Uniform

The logo should be directly embroidered into the uniforms in branded coloured thread with a white outline for a better appearance on textile.

However, in certain situations, Applied Technology Schools (both English and Arabic) will become white due to a conflict between two blues.



Embroidery logo (Example) ATS Hoodie

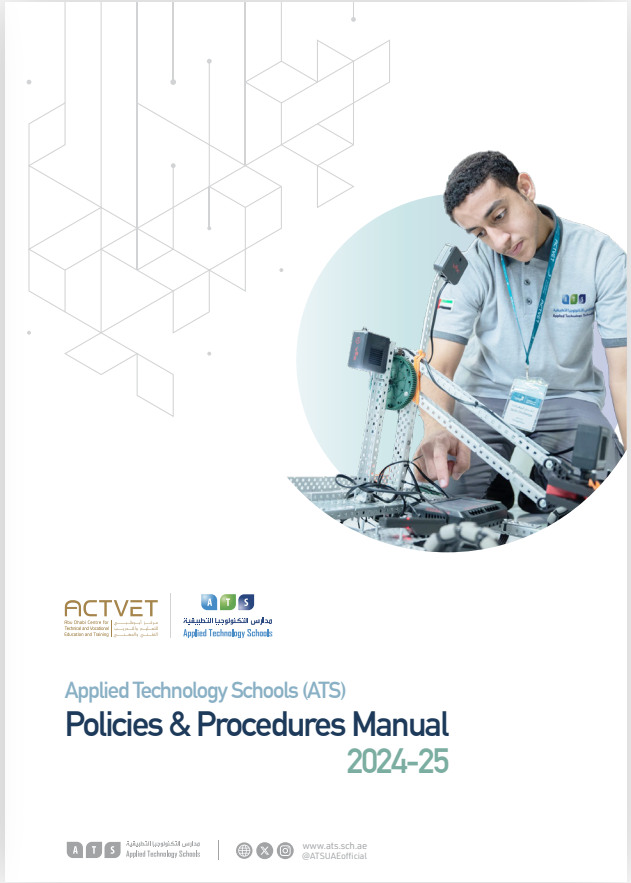


Examples

Publications

Publication design plays a crucial role in crafting visually appealing and engaging content. It includes various elements like layout, typography, colour scheme, and imagery, all working together to present information clearly and cohesively, while adhering to brand guidelines.





Examples

Uniform - Senior Jacket

The student's name initials are embroidered on the left, while the ACTVET logo letters are embroidered on the right using white thread.

The back of the garment will display the senior year.

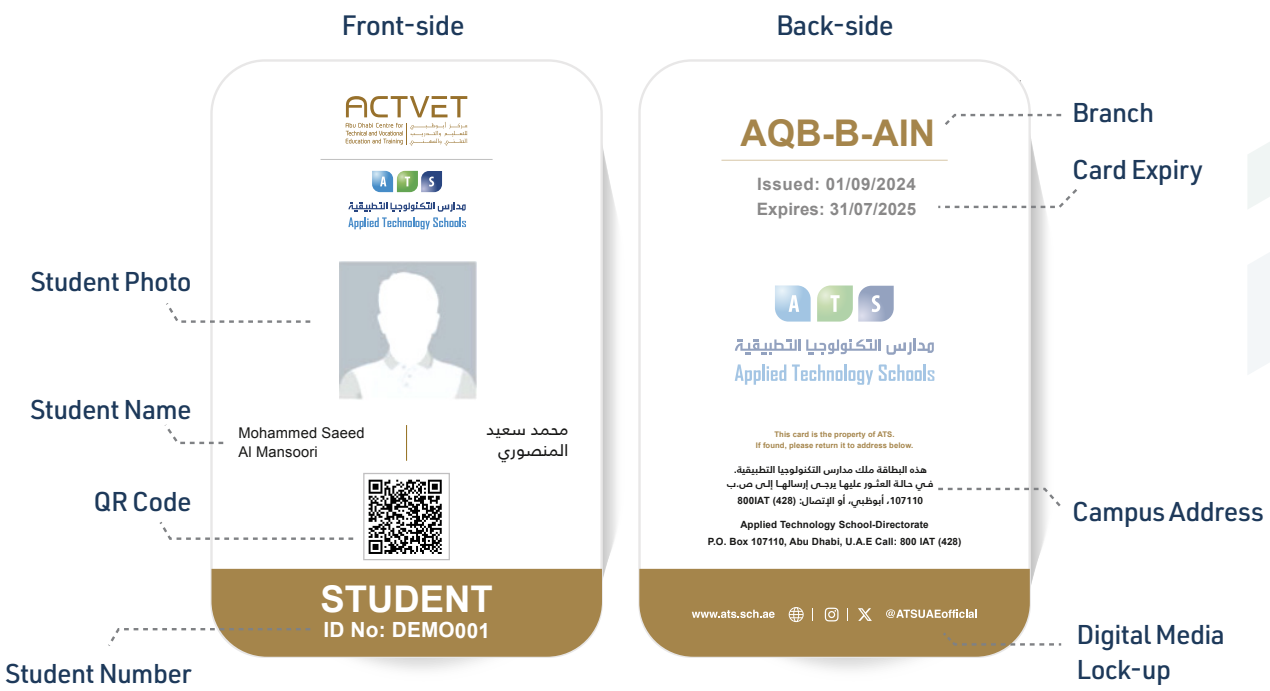


Embroidery logo (Example)



Student Identity Card

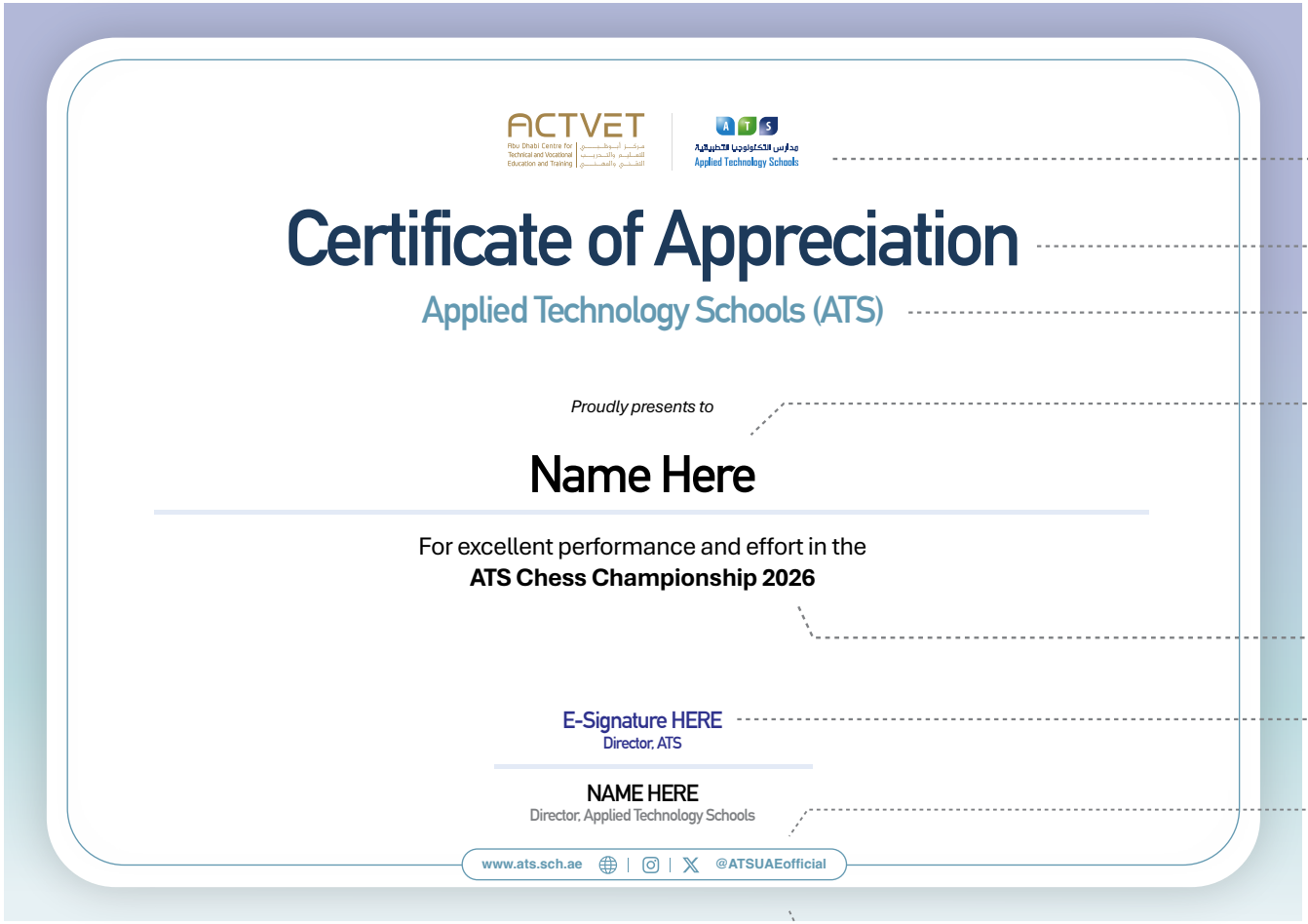
A Student ID Card is an identification card that includes information such as name, photo, card validity date, QR code that include student information, and the name of the academic institution.





Certificate Template

Certificate design of achievement, appreciation or any other internal event should be in landscape A4 size. It should also be in an editable format.



Official logo formation

Certificate Title

School Name (can add branch name in some cases)

Candidate Name (editable)

Contents as per the event (editable)

Official Signature (either digital or manual)

Digital Media Lock-up

Linear Gradient Border

Digital Media Lock-up

ATS Digital Media Lock- up is composed of website, social media icons and account name that are locked into place to form a single unit and should not be moved or reorganized.

Download Lockup

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