

CASE STUDY: ADACH

Industry: Culture & Heritage

Reconnecting Abu Dhabi's youth with their past

Abu Dhabi Authority for Culture and Heritage (ADACH) was created to fulfil the vision of His Highness, the late Sheikh Zayed Bin Sultan Al Nahyan. That vision was to preserve and promote the identity and rich culture of the people of the United Arab Emirates.

We were given the opportunity to help tell this story by creating and developing a brand that would reconnect Abu Dhabi's history with the local youth of today.



أبوظبي للثقافة و التراث
ABU DHABI CULTURE & HERITAGE

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The unique spirit of the city

As there are few obvious symbols of Abu Dhabi culture and heritage, we had to find something that would capture the unique spirit of the Emirate. Drawing on the influences of Abu Dhabi's culture and heritage, we developed a distinguished identity that illustrated the years of craftsmanship and creative expression in the area. Through expressive strokes and subdued earthy tones, the logo took its inspiration from Abu Dhabi's early beginnings, while the introduction of a secondary palette of brighter, more vibrant colours communicated the different chapters in the story of the Authority.



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Harnessing the power

By developing a brand with more focus, ADACH now had a strong marketing tool with which to promote the events they hold and the work they do. We had created a design that harnessed an eclectic combination of cultures, people, traditions and icons, all into one powerful symbol that reconnected the youth of today with their proud past.

In the proud words of Director General of ADACH Mohamed Khalaf al Mazrouei, the new identity is *"a work of art"*.

