WORLD DATES DAY

VISUAL IDENTITY GUIDELINES

FOR GRAPHIC DESIGNERS

Prepared by the Office of Communications,
World Dates Day

22 Sep

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Introduction

World Dates Day | 22 Sep

By observing World Dates Day each year, we can celebrate and raise awareness about the nutritional, economic, and cultural value of dates, one of the oldest cultivated fruits in human history.
Dates have played a central role in the sustenance and heritage of desert civilizations, particularly in the Arabian Peninsula and North Africa.

Concept

The visual identity of dates captures the beauty and richness of this natural treasure through visual scenes that document the diversity of their shapes and flavors.

Design

The visual identity consists of three main components:

1. The pictogram

- A palm tree, symbolizing the natural source of growth.
- A bunch of dates, placed in the center to highlight the celebrated fruit.
- A globe, partially visible in the background, representing the international dimension of World Dates Day.
- These elements are composed in a cohesive structure that reflects the interconnection between nature, agriculture, and global celebration.

2. The text

- The text appears below the pictogram in a clear and bold style.
- It consists of two lines:
  "WORLD"
  "DATES DAY"
- The use of capital letters reinforces the importance and global nature of the event.

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Visual identity

Color Versions

The visual identity for the World Dates Day comes in two main versions, and it is recommended to use them whenever possible:

- Horizontal: Used when combining the World Dates Day logo with another organization's logo, especially on a white background to ensure color and element clarity.

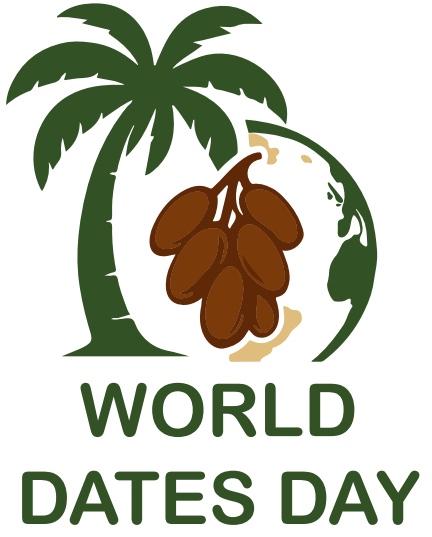
- Vertical: Also used when merging with other logos, on a white background, particularly when the design requires a vertical layout or larger vertical spacing.

Languages

vertical version

The visual identity for the World Dates Day is available in the following languages:

- Arabic
- English
- French



Languages

horizontal version

اليوم العالمي
للتمور

The visual identity for the World Dates Day is available in the following languages:

- Arabic
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WORLD
DATES DAY

JOURNÉE MONDIALE
DES DATTES

Backgrounds

The visual identity should always be used in full colour against a solid background, ideally white.
Overlaying it onto busy photography or a background without sufficient contrast is not recommended.
Solid black/white versions have been created as alternatives, but these should only be used when absolutely necessary.

Misuse

To ensure consistent and appropriate visuals for communicating the desired message, a general set of guidelines is outlined here.

WORLD DATES DAY	WORLD DATES DAY
Changing colors in an uncoordinated manner	REASSEMBLY
	WORLD DATES DAY
AGAINST DETAILED BACKGROUND	NEW ELEMENTS

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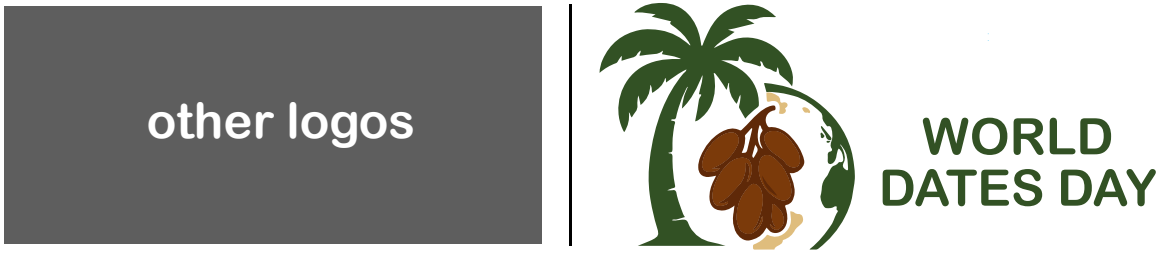
Use with other logos

Use with other logos

horizontal version

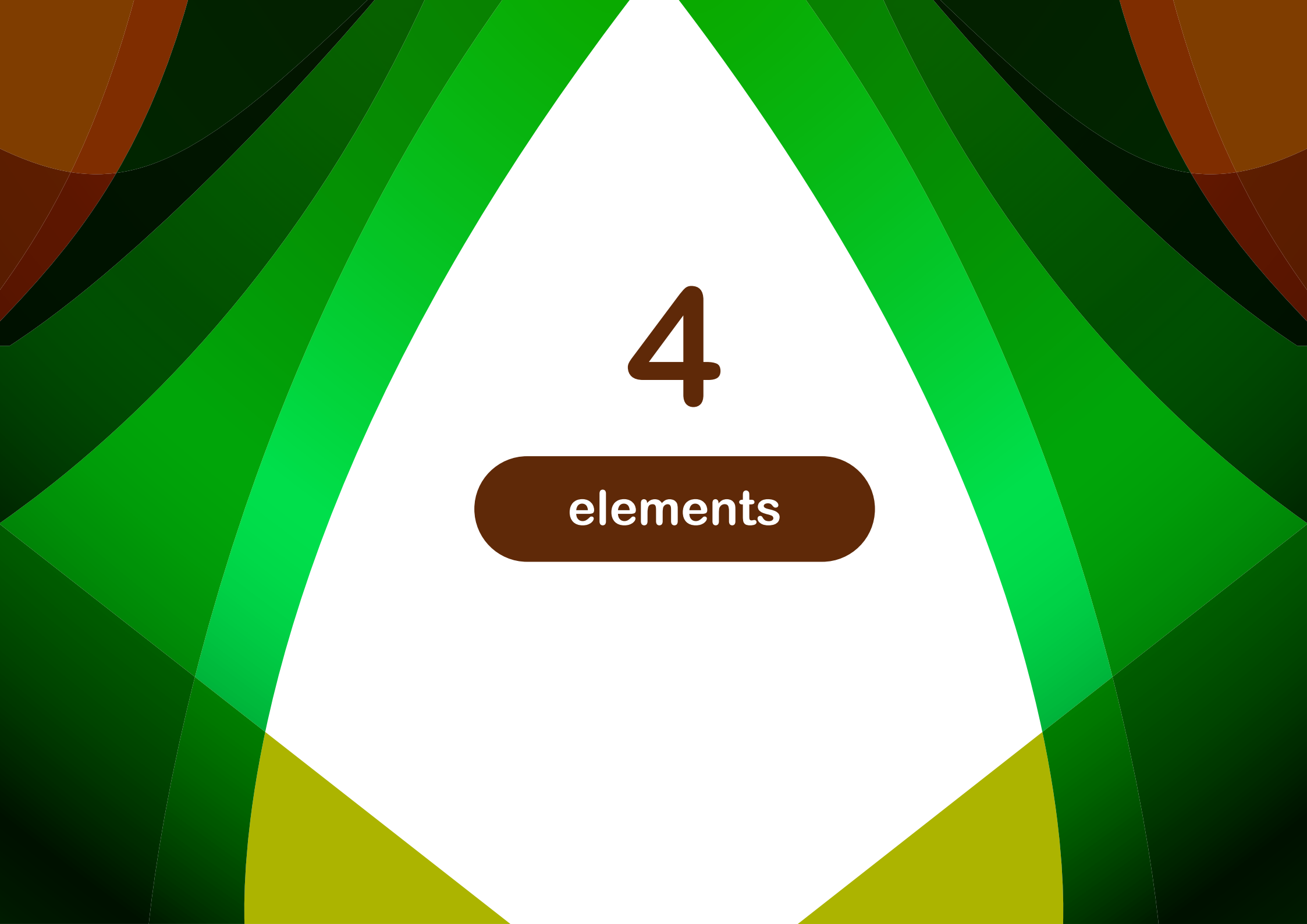
When using the horizontal version of
the World Dates Day
visual identity as co-branding with another
entity's logo, its size must be consistent.
Logos should be centered horizontally,
with a thin black line used as a divider.
The horizontal space between each
element and the divider line should be equal
to the space of the World Dates Day visual identity.



Use with other logos

Vertical version

When using the vertical version of
the World Dates Day visual identity
as a co-brand with another entity's logo,
its size must be consistent.
Logos should be centered vertically,
with a thin black line used as a separator.
The vertical distance between each element
and the separator line should be equal
to the size of the World Dates Day visual identity.


4
elements

Visual identity elements

Main colour palette

The visual identity of World Dates Day is built around three natural core colours:
Palm green, representing the trunk and leaves of the date palm.
Earthy beige, symbolizing the globe and agricultural lands.
Date brown, reflecting the rich, ripe color of fresh dates, with inner tones of amber brown —
a warm hue blending brown and gold, capturing the natural glow of ripe dates from within.
These earthy, organic tones were chosen to express the deep connection between palm trees, nature,and sustainability across different cultures and continents.
The globe element in the logo also conveys a sense of global unity and environmental awareness — values at the heart of World Dates Day.

Primary Colors

Palm green
C 79 M 43 Y 98 K 44
R 50 G 81 B 36
325124

Earthy beige
C 13 M 25 Y 57 K 2
R 223 G 189 B 125
DFBD7D

Date brown
C 38 M 80 Y 95 K 58
R 95 G 41 B 8
5F2908

Amber Brown
C 33 M 76 Y 100 K 42
R 123 G 58 B 10
7B3A0A

WORLD
DATES DAY

Visual identity elements

Typefaces

The typefaces used in the logo and visual identity of World Dates Day were carefully selected to reflect a balance of tradition, simplicity, and visual clarity across three languages:

Arabic: The logo features **Tajawal**, a modern Arabic font with rounded edges and balanced proportions, offering a fresh yet traditional feel that enhances readability.

English: The typeface **Arial Rounded MT Bold** was chosen for its clean, rounded appearance, evoking warmth, friendliness, and accessibility.

French: The logo uses **Gloucester MT Extra Condensed**, a narrow and elegant serif font that adds a formal, global touch to the identity.

font for text

Arial Rounded MT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gloucester MT Extra Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Tajawal

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 - هـ - و - ي

١ - ٢ - ٣ - ٤ - ٥ - ٦ - ٧ - ٨ - ٩

Together, these fonts harmonize visually and culturally, reinforcing the traditional and ecological character of World Dates Day while ensuring multilingual clarity and visual cohesion.

Visual identity elements

Photos

These photos were carefully selected
to represent the diversity of date
varieties, their production environments,
and the different cultural contexts
surrounding them around the world.
Cropping the photos to suit
the design is permitted,
but they must not be altered
or manipulated.
A copyright notice must be included
when using the photos:
© World Dates Day

Visual identity elements

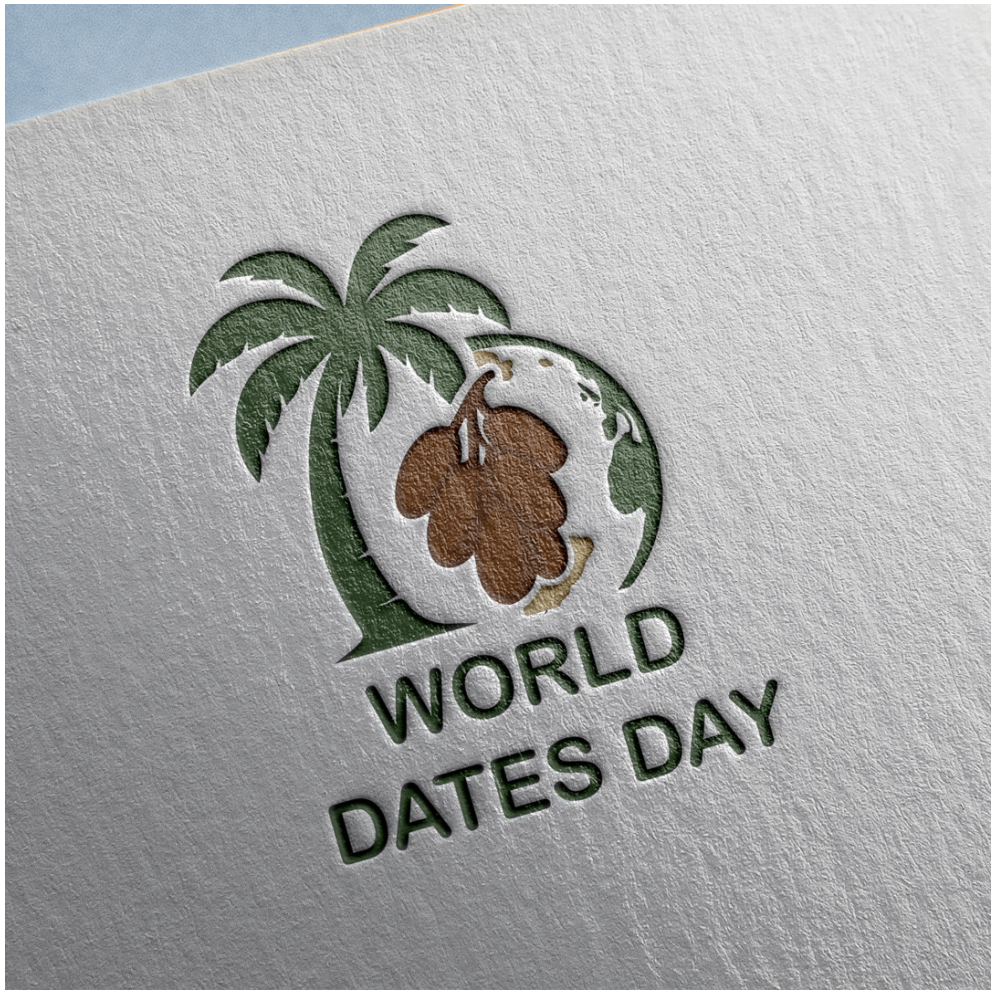
Visual language

Some examples of promotional items using the World Dates Day visual identity.

Visual identity elements

Visual language

Some examples of promotional items using the World Dates Day visual identity.



Visual identity elements

Visual language

Some examples of promotional items using the World Dates Day visual identity.

Visual identity elements

Visual language

Some examples of promotional items using the World Dates Day visual identity.

CONTACT

info@worlddatesday.com