

CLIENT CASE STUDY
COMMUNITY DEVELOPMENT
AUTHORITY, DUBAI.

COMMUNITY DEVELOPMENT AUTHORITY

BRAND COMMUNICATIONS



هيئة تنمية المجتمع
Community Development Authority



OVERVIEW

The Community Development Authority is a government entity mandated with enhancing social development and national identity, as well as strengthening citizens and residents roles in the community. The organisation is responsible for setting up and developing frameworks for social development – aiming to attain the goals of the Dubai Strategic Plan 2015, declared in 2007 by H.H. Shiekh Mohammed Bi Rashid A Maktoum.

SOLUTION

Taking the newly developed brand and its guidelines, we were commissioned by the CDA to effectively communicate the organisation to the people of Dubai. In developing a warm and human brand implementation toolkit, we enabled the authority to break down barriers and converse on a simple and more emotive level. Also, an extensive photographic library was shot especially for the CDA, along with various other collateral as well as exhibition displays and environmental branding.

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حكومة دبي
GOVERNMENT OF DUBAI

THE HEARTBEAT OF SOCIETY

CORPORATE BROCHURE







SOCIAL PROTECTION

OUR AIM IS THAT PEOPLE ARE FINANCIALLY
SECURE, AND EVERYONE FEELS THAT
HUMAN RIGHTS ARE PRESERVED IN DUBAI.



- Everyone feels their human rights are protected
- Emiratis in need can get appropriate financial support and be financially self-sufficient





SOCIAL COHESION

OUR AIM IS THAT THE SOCIAL RELATIONS
IN DUBAI ARE BASED ON TOLERANCE,
OPENNESS TO OTHER CULTURES, FAMILY
AND INTER-GENERATIONAL TIES AND
A SHARED SENSE OF COMMITMENT.



- Everyone feels a sense of closeness to family and other generations
- All residents share a common vision for Dubai