

UAE National Day

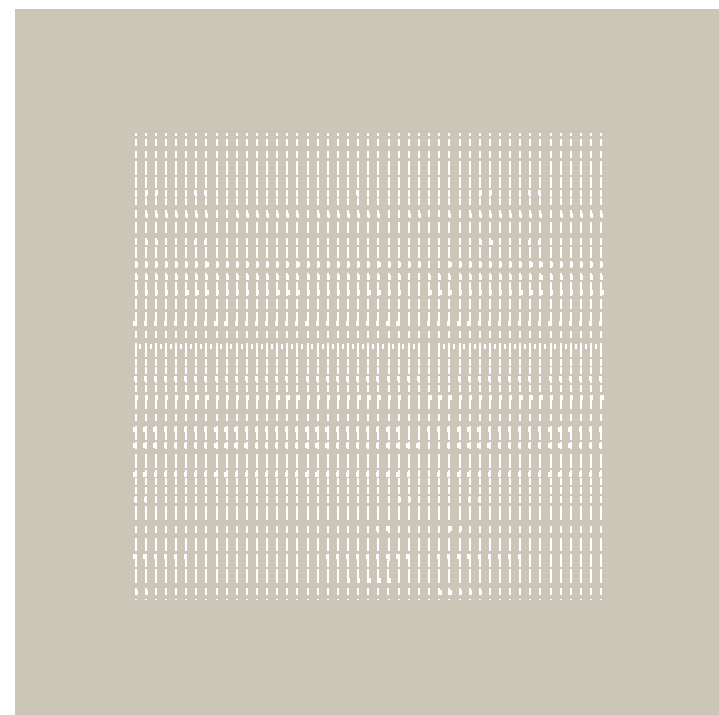


EASA SALEH AL GURG GROUP

Official 51st National Day Graphical Elements

The 51st UAE National Day is a moment of connection between the nation and its people to celebrate our national unity, illuminate the pioneers of today, and inspire the dreamers of tomorrow.

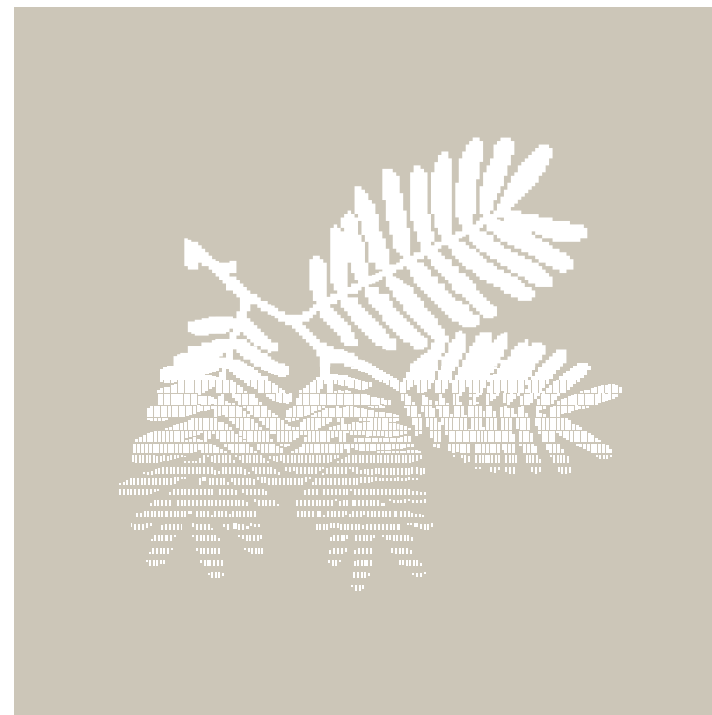
To that end, the National Day communications will bring together all those who call the UAE home to celebrate and be inspired through deep storytelling to do their part towards our collective future.



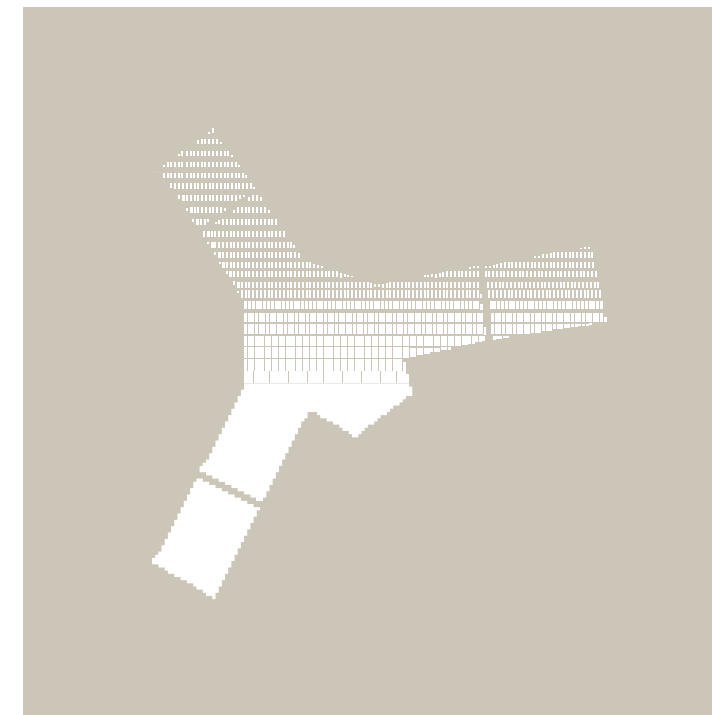
Saddu weave



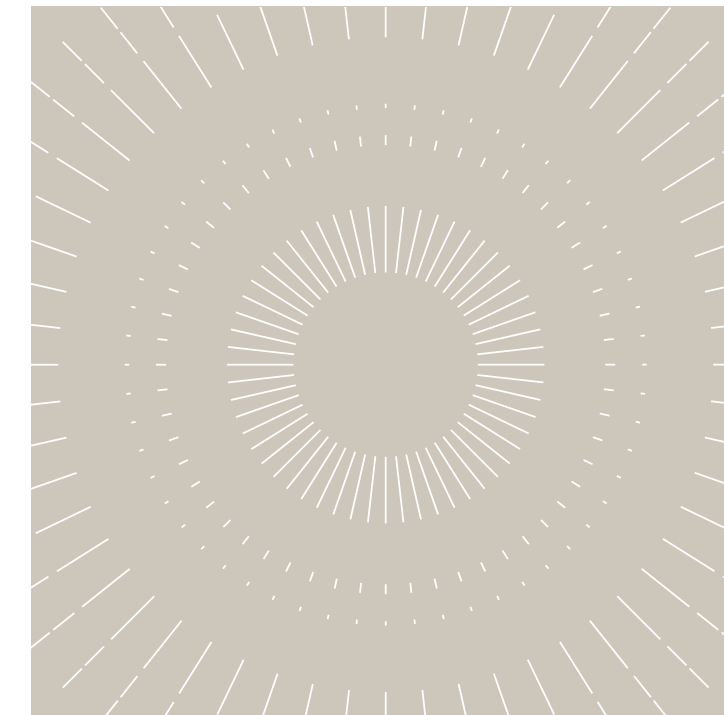
Transportation



Technology



Sustainability

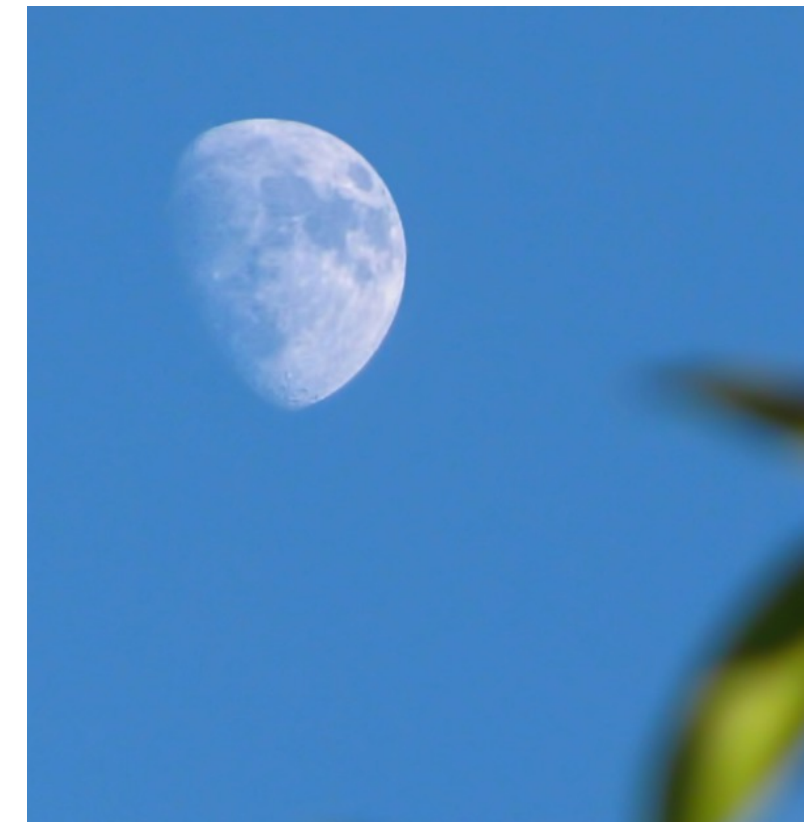
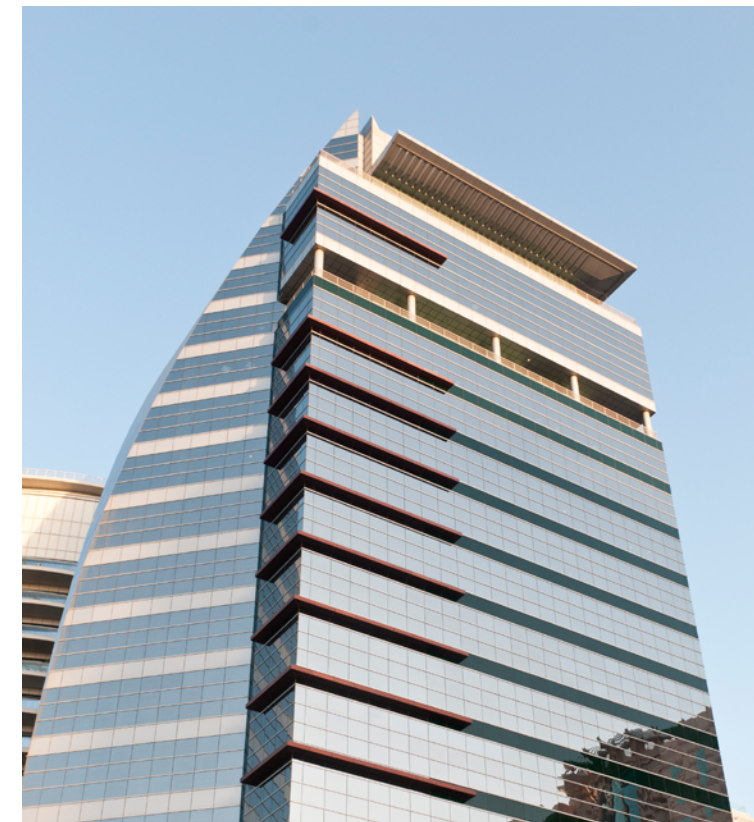


Space

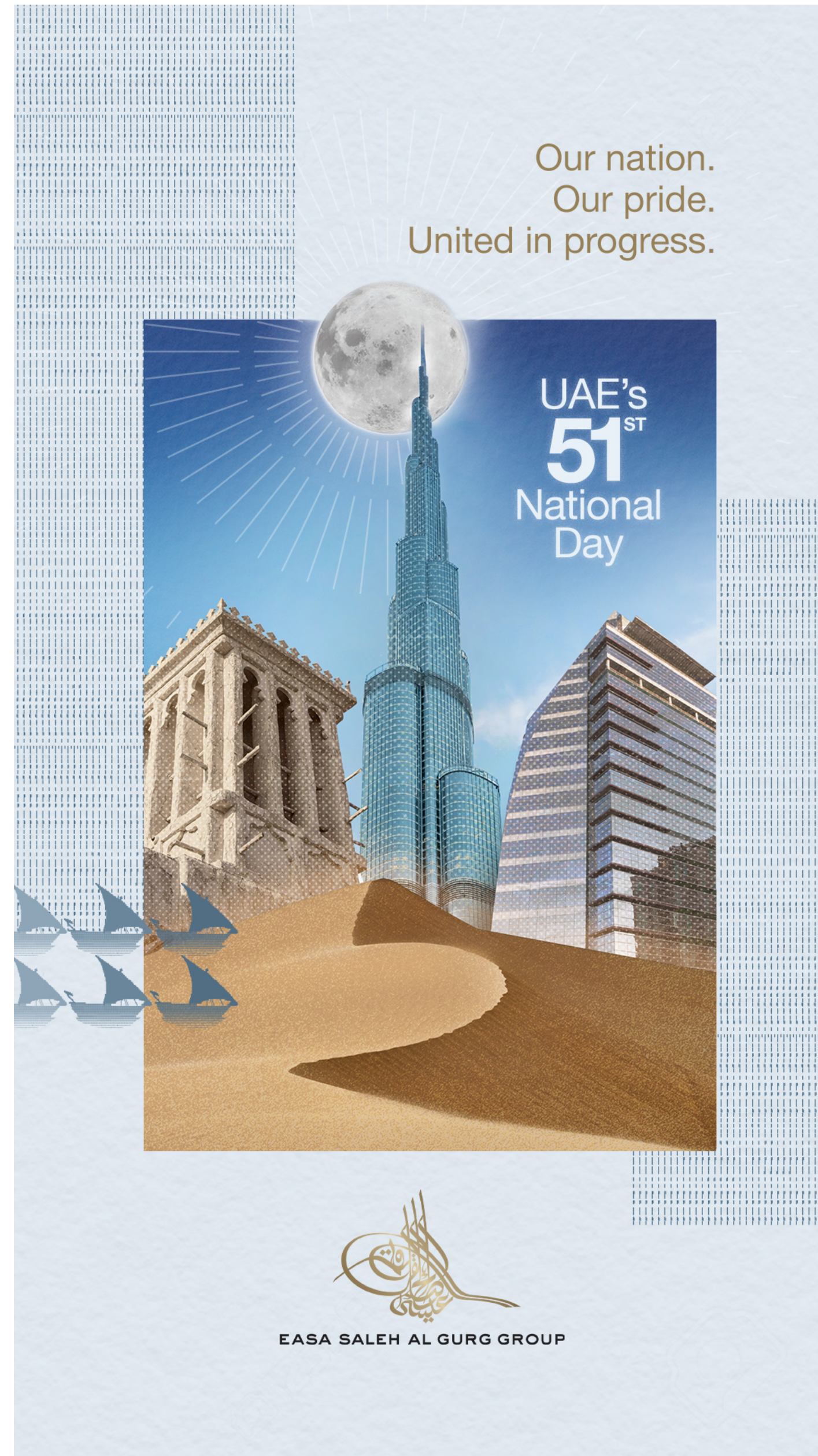
Option 1

Option 1 Concept

A visual presentation of the UAE's journey to the future. The inclusion of the Group headquarters symbolizes ESAG's patronage to the country's vision, from one generation to another.



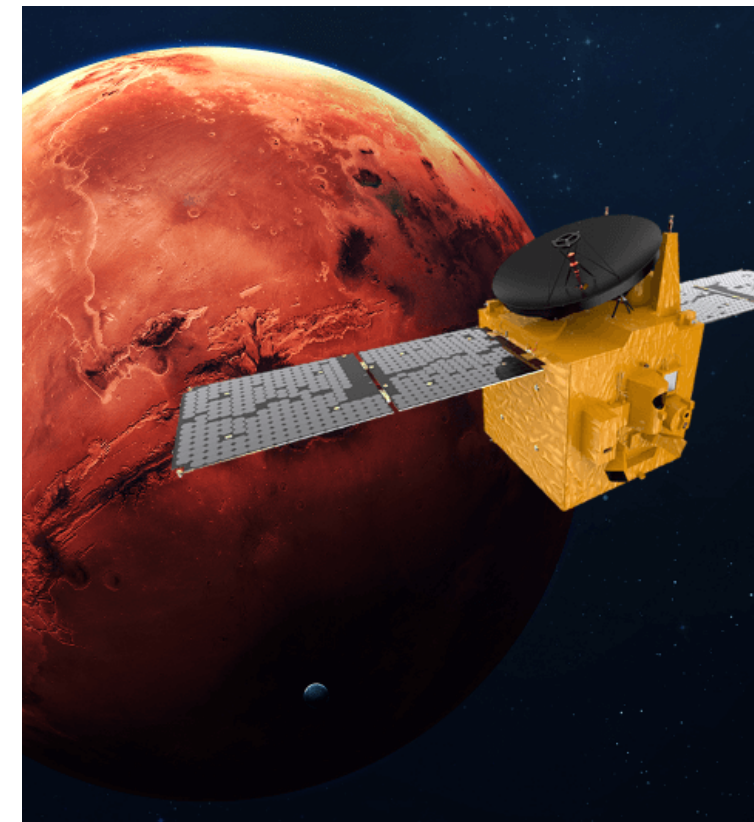
Option 1 (IG Story)



Option 2

Option 2 Concept

From ships, to spaceships, to the beyond - Originating from the seabasins, to sky and everything in between, together we will contribute in building the future of the UAE.



Option 2 (IG Story)

**EMBRACING THE PRIDE
OF A GREAT NATION.
UNITED IN THOUGHT
AND PURPOSE.**



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