

قطر
QATAR

QATAR DESTINATION

Brand Identity Guidelines

دليل الهوية البصرية



VALUE PROPOSITION

Qatar is a country that is home to people who are rooted in their heritage while maintaining an eye on the future, and the country's growing global role in tourism, business, politics, and education. Qatar is known to be a land where tradition meets modernity and nothing depicts it better than our brand new logotype.

The Qatar Tourism logotype should be exclusively used for the purpose of promoting the tourism business of Qatar both locally and internationally.

Understanding what Qatar has to offer

Qatar is an ever-growing popular destination that holds thrills and novel experiences for everyone. With a thriving arts and culture scene, heart-warming hospitality, family-oriented activities and fun, thrilling adventures and sports, and pristine nature, Qatar makes a compelling young destination for all types of travellers.

Experience Qatar through its:

- World class infrastructure
- Nature (sun, sea and sand)
- Luxury hotels
- Sports (golf, water sports and adventure)
- High profile sports events (FIFA World Cup 2022)
- World-class shopping avenues
- Health & wellness
- Culinary scene
- Business opportunities and more



THE MANIFESTO

Qatar is a compelling destination for all types of travellers from around the world. It is a country where cultural authenticity meets modernity; where the sand meets the sea; where people come together to experience unique offerings in culture, sports, business and family entertainment.

QATAR DESTINATION

Our Logo. Our Signature

شعارنا، هويتنا



INVERTED + BLACK & WHITE LOGO VERSIONS



Positive version: Used in color on a white background, and made bolder than the negative version to keep the logo always in a similar weight no matter what the background color is.



Negative version: White on darker background. The calligraphy is a bit lighter in weight to compensate the stronger visual contrast created by the white.

The logo calligraphy is carefully crafted in two versions. One version to be used on a white background, and another version to be used on a darker background. Each of the versions is optically adjusted so that the logo always appears with the same weight.

LOGO AGAINST A SOLID BACKGROUND



LOGO SPECIFICATIONS



LOGO MINIMUM SIZES



	Minimum clear space for all applications	
Minimum clear space for all applications		Minimum clear space for all applications
	Minimum clear space for all applications	

LOGO RULES OF USAGE

		X size	
X size			X size
		X size	

OUR CORPORATE LOGO

Qatar Tourism

قطر للسياحة



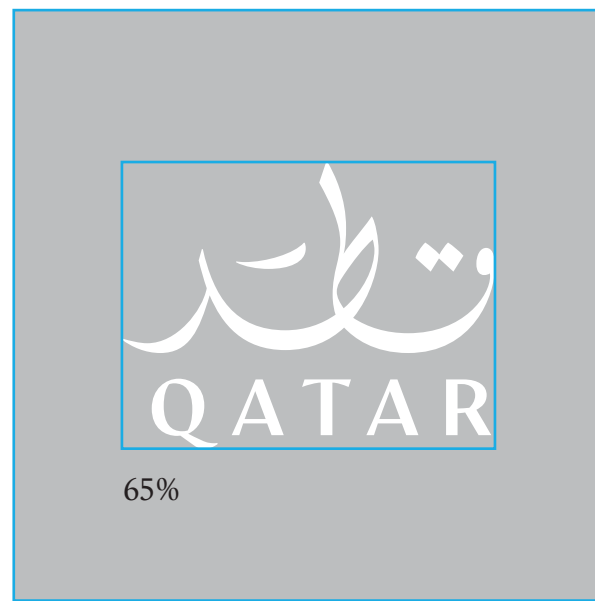
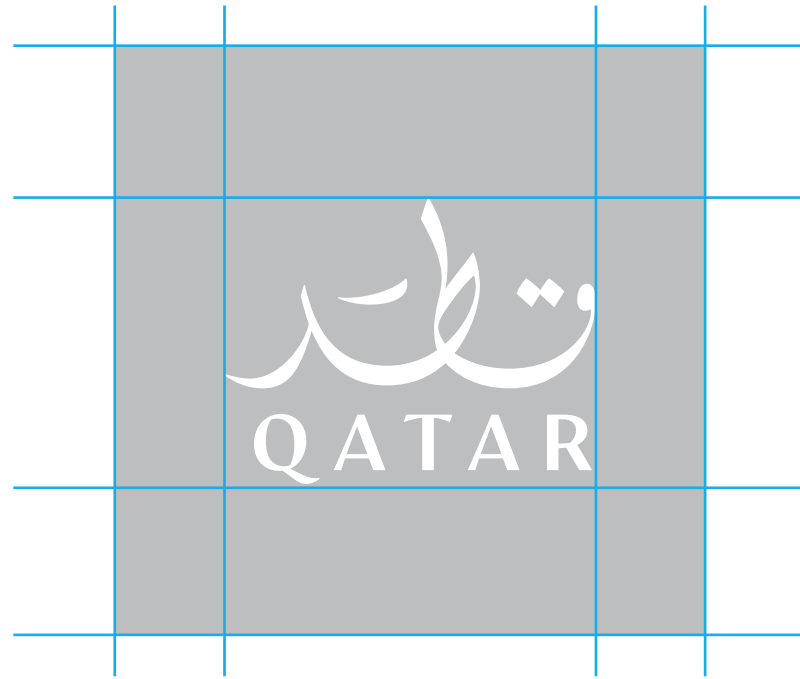
QATAR DESTINATION

Square Logo

شعارنا المربع



SQUARE LOGO RULES



100%

A square logo version has been created to use in complex or busy compositions. This will allow the logo to stand out among the information and have enough contrast amongst other elements. This logo version uses the inverted wordmark and calligraphy in a square frame, using the identity colors.

SQUARE LOGO COLORS



QATAR DESTINATION

Our Colors. Our Life.

ألوان هويتنا. عالمنا.



Maroon
Pantone 1955 C



Blue
Pantone 7470 C



Orange
Pantone 718 C



White
Pantone White



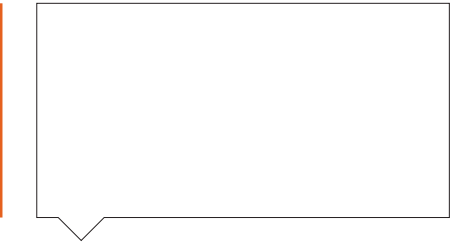
Maroon
C: 0 ; M: 100 Y: 54 ; K: 46
R: 146 ; G: 0 ; B: 49



Blue
C: 90 ; M: 0 Y: 9 ; K: 57
R: 0 ; G: 98 ; B: 123



Orange
C: 0 ; M: 75 ; Y: 100 ; K: 5
R: 229 ; G: 96 ; B: 32



White
C: 0 ; M: 0 ; Y: 0 ; K: 0
R: 255 ; G: 255 ; B: 255



Pantone456 C
C:37 ; M:37 ; Y:100 ; K:8



Pantone1788C
C:0 ; M:96 ; Y:83 ; K:0



Pantone7563 C
C:16 ; M:41 ; Y:98 ; K:1



Pantone Green C
C:100 ; M:0 ; Y:65 ; K:0



Pantone7415C
C:8 ; M:30 ; Y:29 ; K:0



Pantone269 C
C:81 ; M:96 ; Y:26 ; K:13



Pantone4665 C



Pantone7542 C



Pantone7567C



Pantone277C



Pantone363 C

Our Typography

الخطوط الطباعية المُعتمدة

Latin Typography Le Monde Livre Cla Pro

Typography for all Latin text

Used in Text	Regular	Used in Titles	Demi
	Book		ExDemi
	<i>Italic</i>		Bold

To be used as the font in all branding material

الخط العربي المعتمد خط كرمس العربي

للإستعمال في العناوين والنصوص الطويلة في المطبوعات والمواد الترويجية

Used in Text	لايت • عادي	Used in Titles	وسط • بولد
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متوفر في اربعة أوزان يتم استعمالها في الهوية البصرية

متوفر في اربعة أوزان يتم استعمالها في الهوية البصرية

Equal language hierarchy. Same classic typeface for English and Arabic having the same values and weights, and a closely related Japanese typeface.

All are easily legible typefaces:

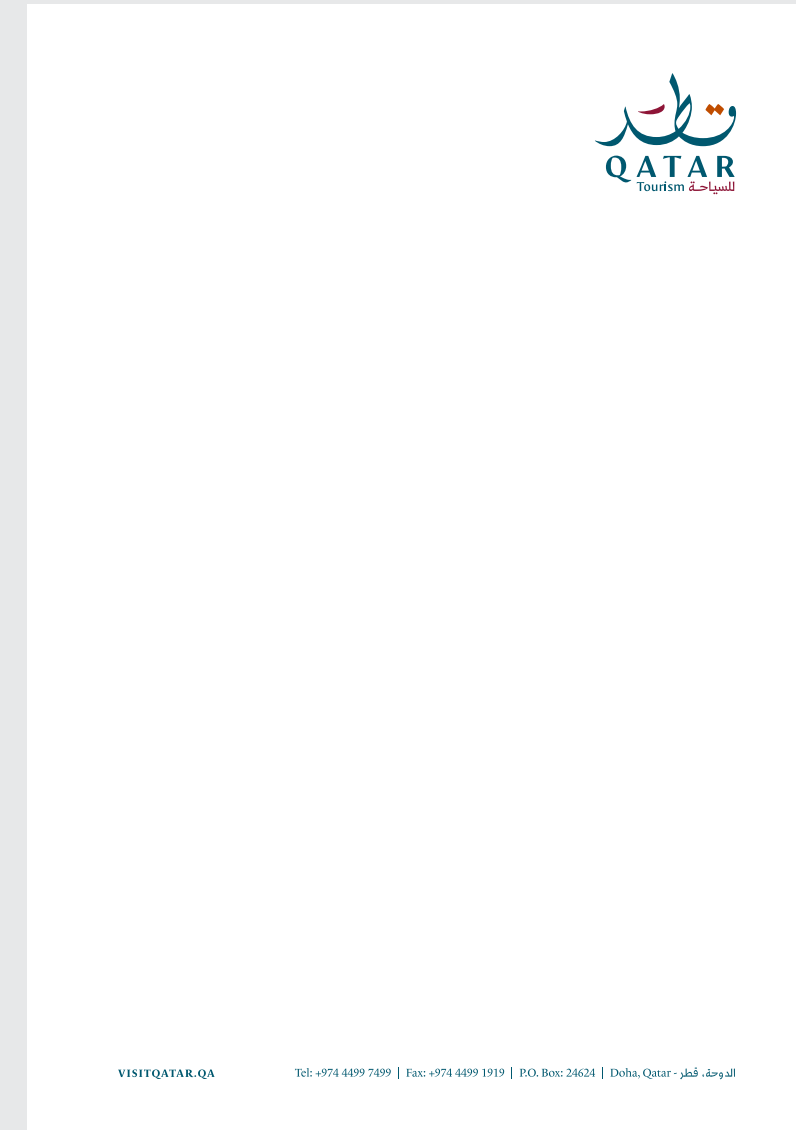
- Display typeface for titles
- Reduce the usage for all caps/small caps
- Reduce italic usage
- No hyphenation
- Type size study following distances from signs

NATIONAL TOURISM COUNCIL

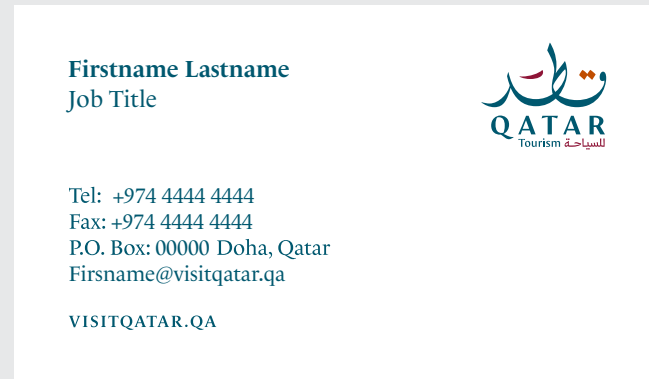
Our Stationary

أوراق الرسائل

LETTERHEAD



BUSINESS CARD



QATAR DESTINATION

Our Graphic Themes

لغتنا الجرافيكية

We will have 3 graphic themes within the general identity. The Minimalist Theme, the Overlay-minimalist Theme and the Full Bleed Theme.

MINIMALIST THEME

This is the most simple and corporate theme. It uses the logo on flat color.

OVERLAY-MINIMALIST THEME

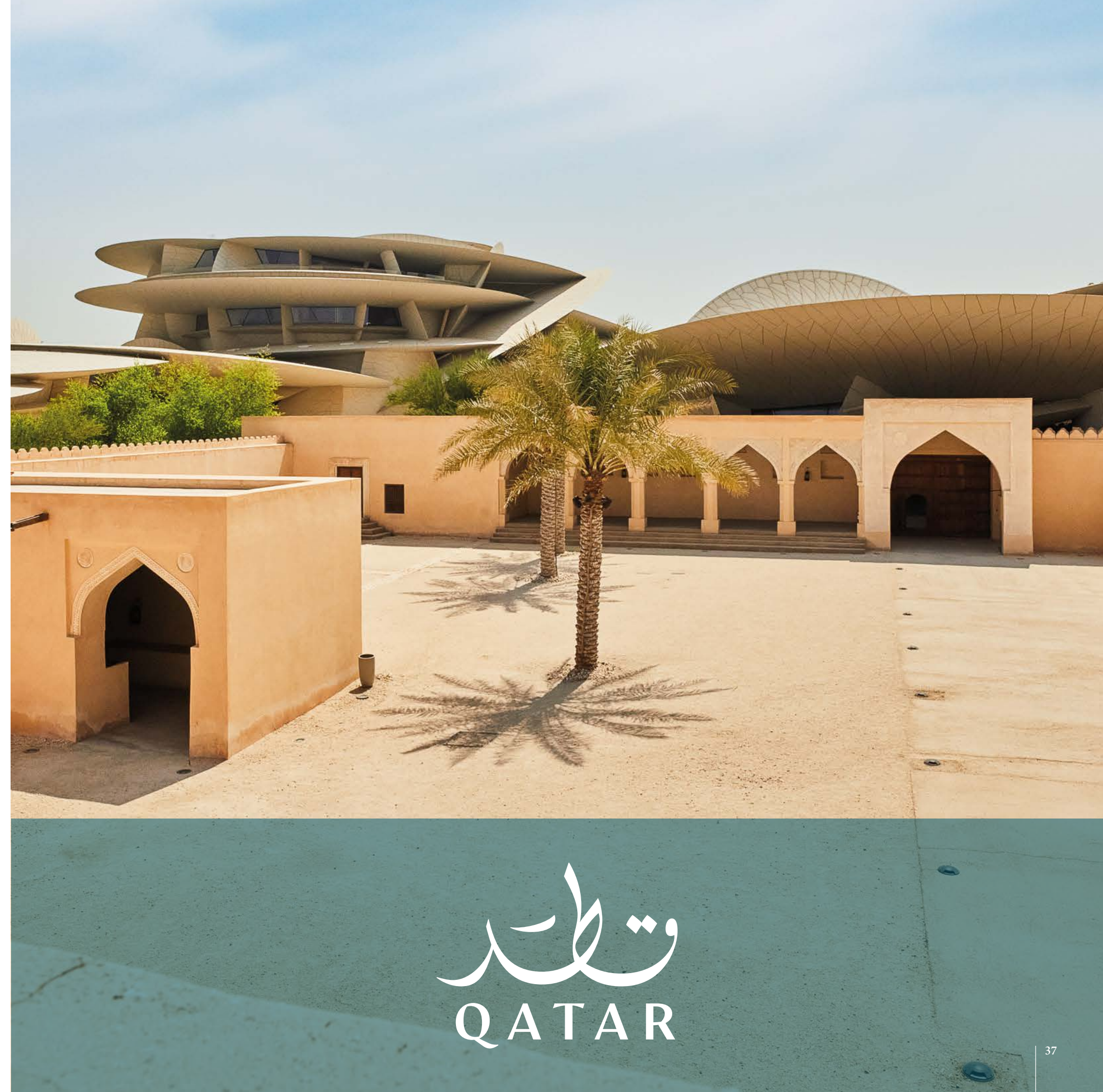
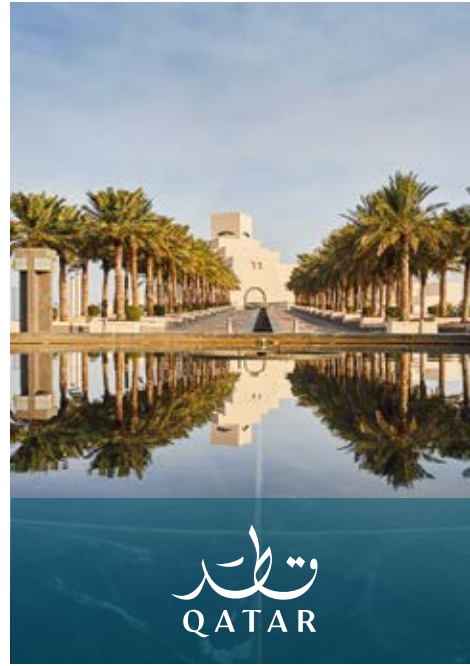
This is the dominant theme. It uses the logo in white on the blue color at %60 opacity over a full bleed image.

FULL BLEED THEME

This theme includes photos at full bleed so they are more dominant within the composition. The logo is positioned directly on the photo.



OVERLAY-MINIMALIST THEME



FULL BLEED THEME

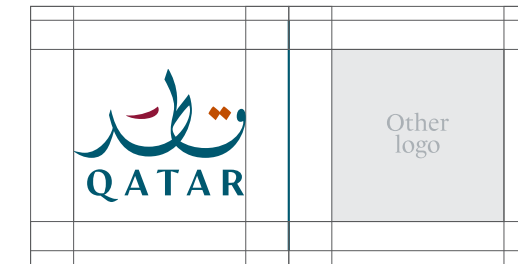


Cobranding Guidelines

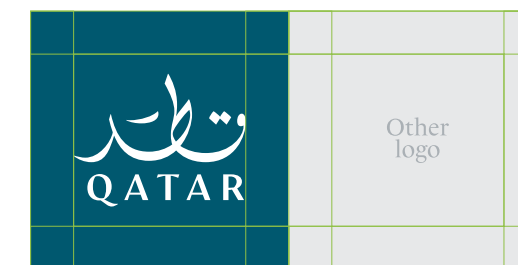
مبادئ جمع العلامات التجارية

QATAR DESTINATION COBRANDING

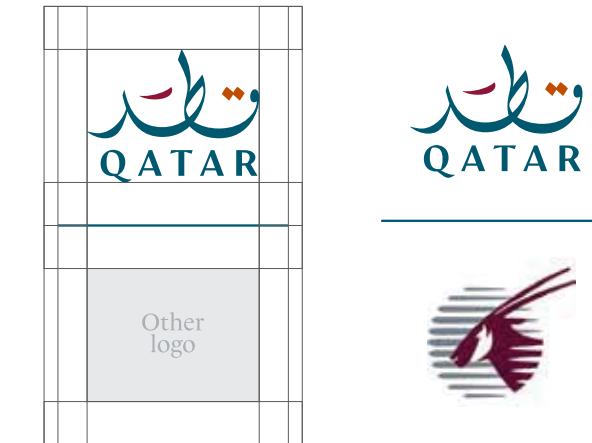
Construction Horizontal:



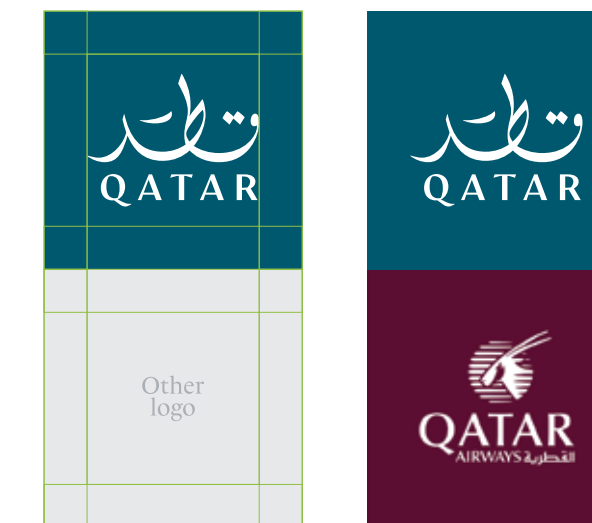
Inverted logo - Construction Horizontal:



Construction Vertical:



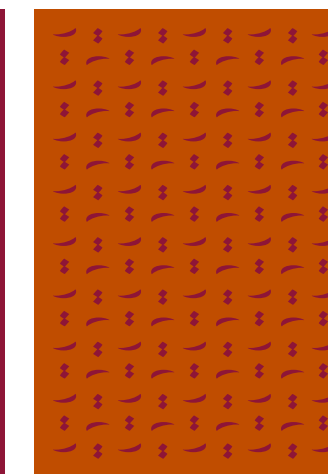
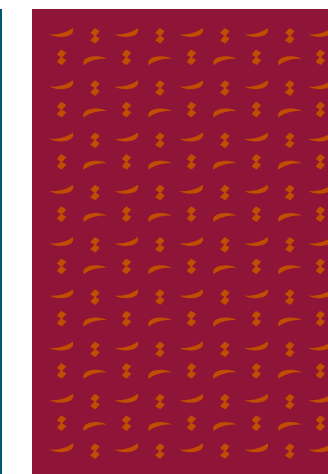
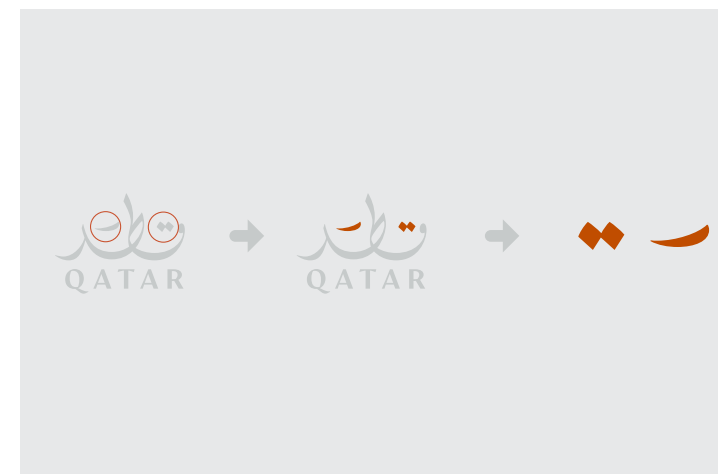
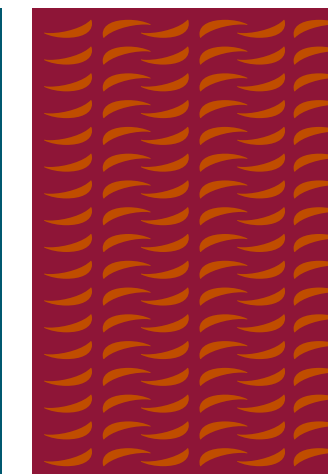
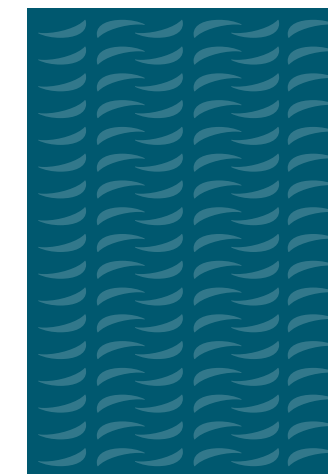
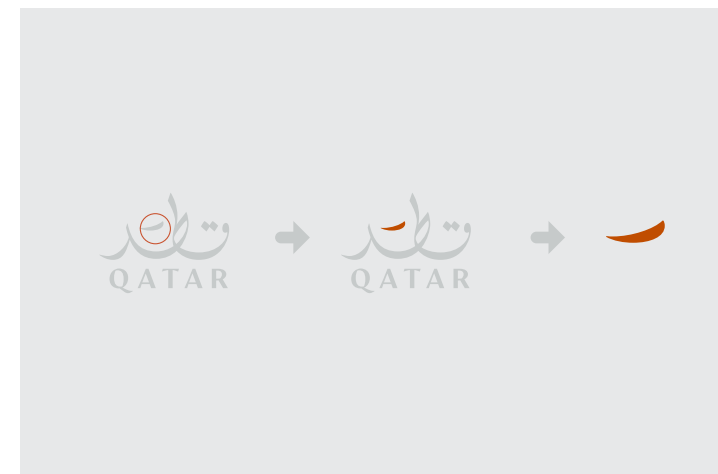
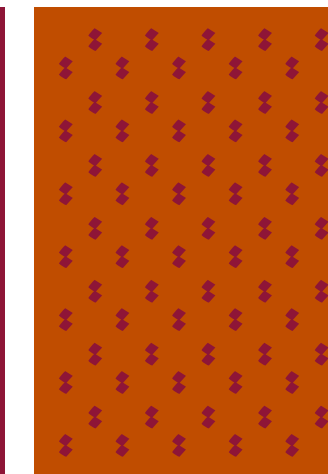
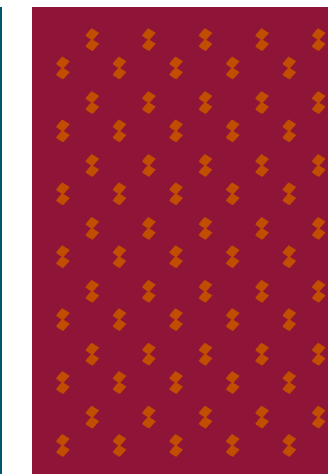
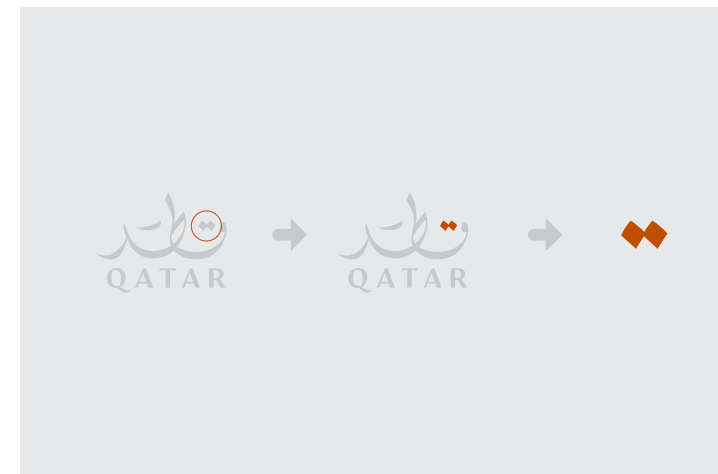
Inverted logo - Construction Vertical:



QATAR DESTINATION

Our Graphic Patterns

أنماط غرافيكية



QATAR DESTINATION

ATL Advertisement Templates

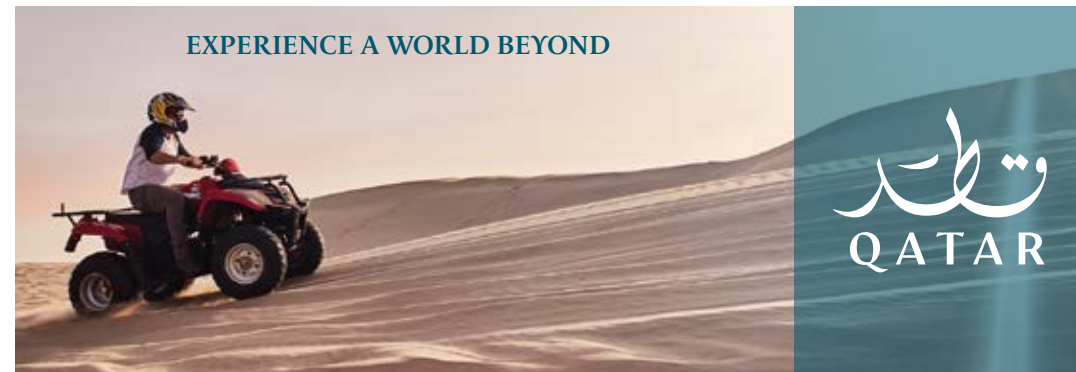
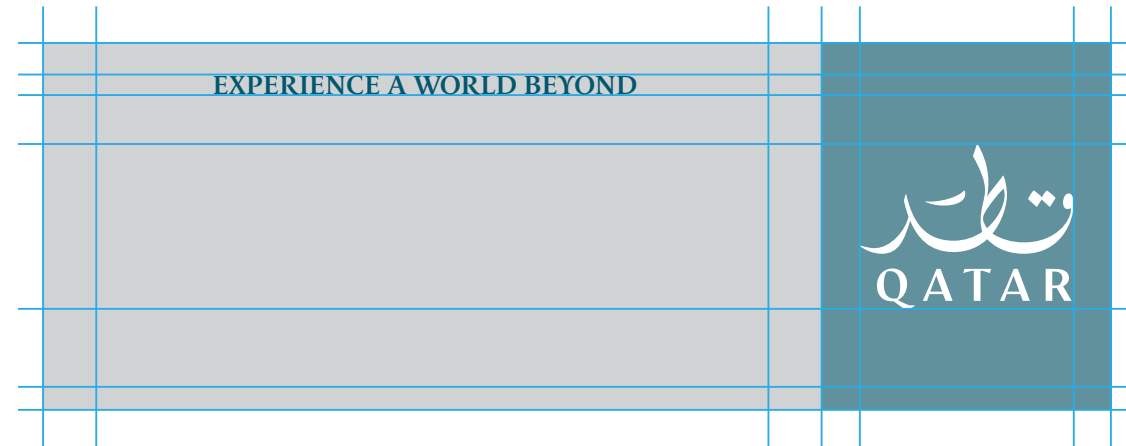
نماذج تصميم الإعلانات

ATL Advertisement Template

Overlay-minimalist Theme

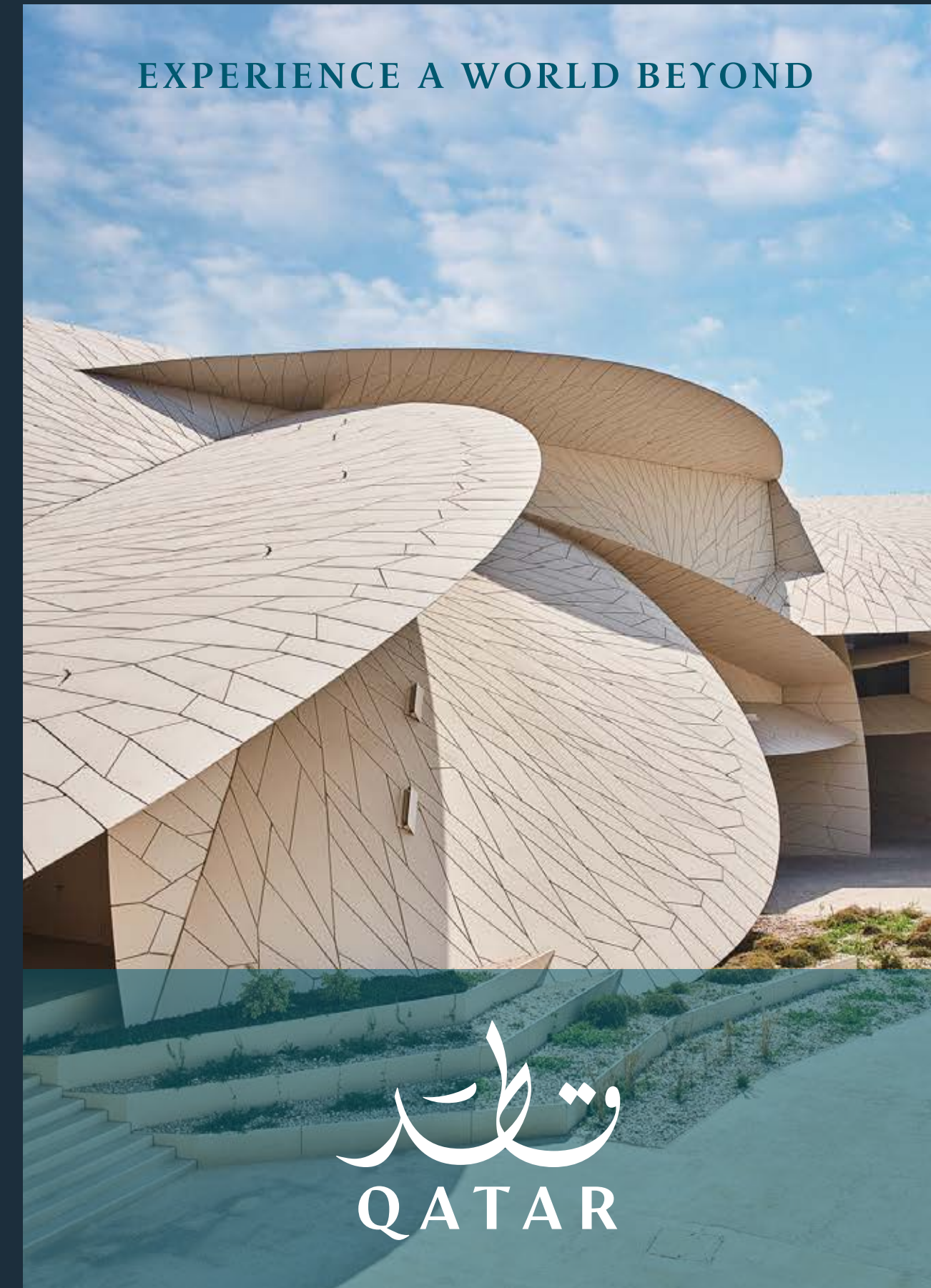
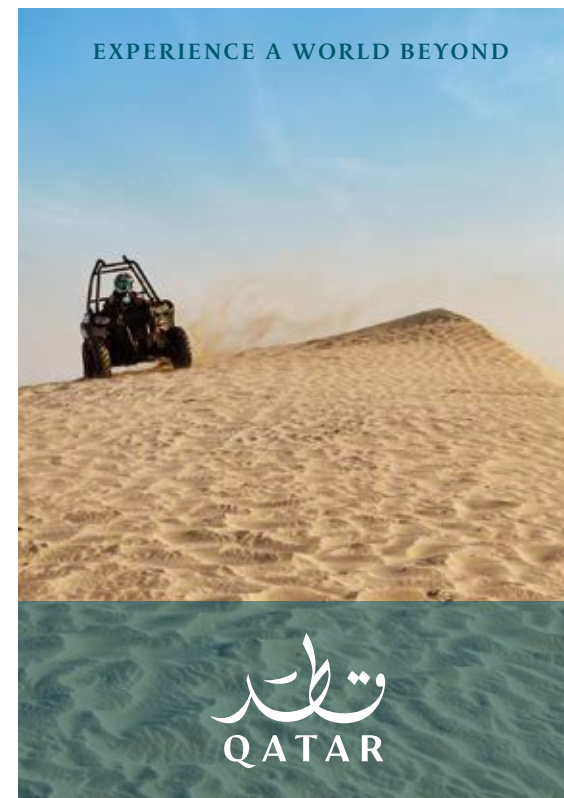
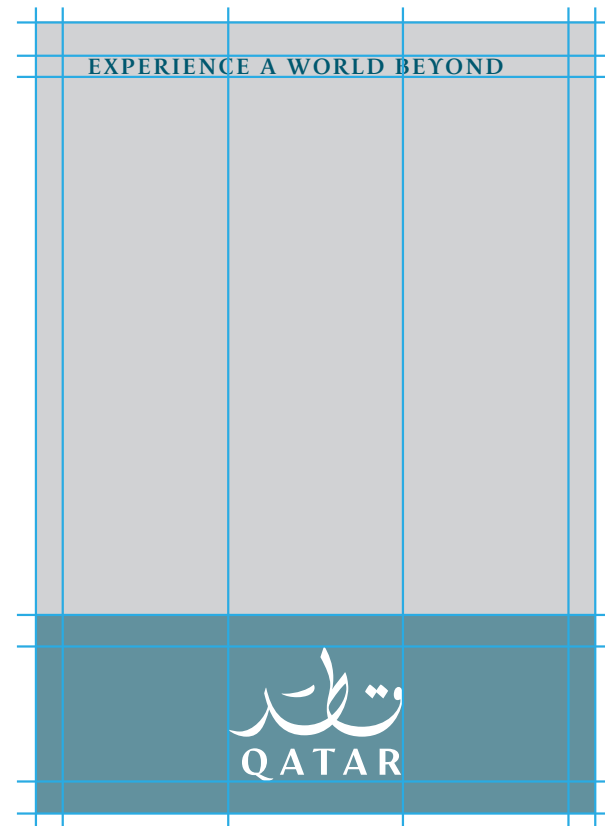
OVERLAY-MINIMALIST THEME

Horizontal Outdoor Template:



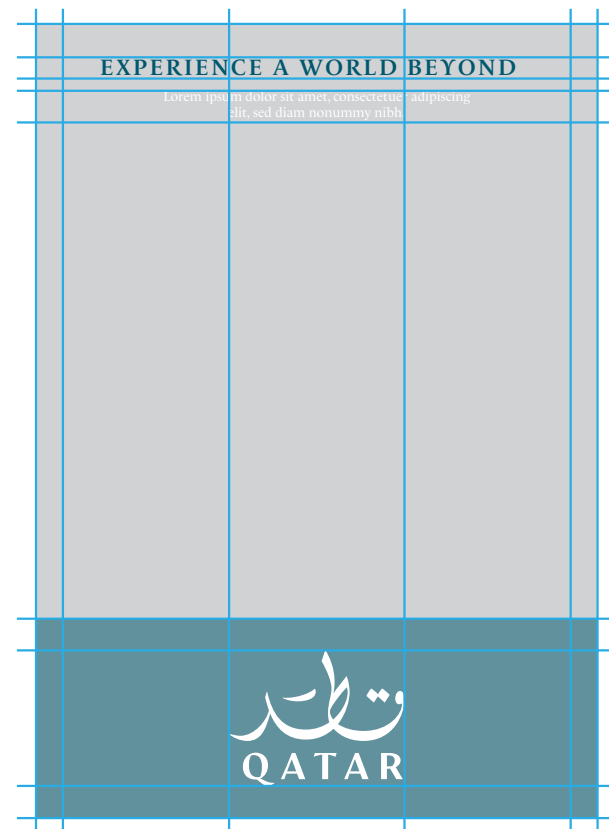
OVERLAY-MINIMALIST THEME

Vertical Outdoor Template:



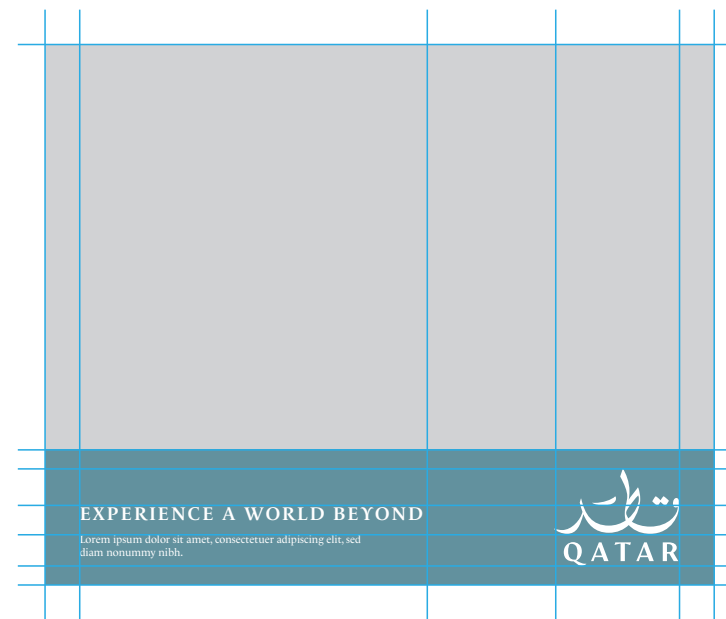
OVERLAY-MINIMALIST THEME

Vertical Print Template:



OVERLAY-MINIMALIST THEME

Horizontal Print Template:

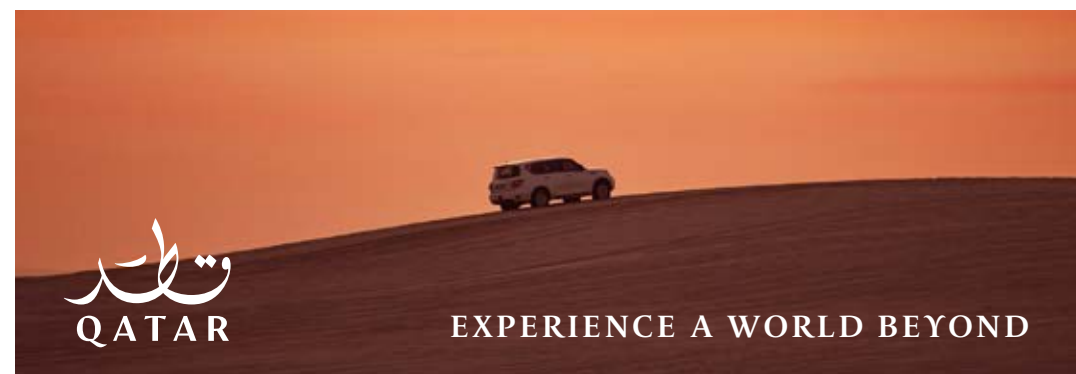


ATL Advertisement Template

Full Bleed Theme

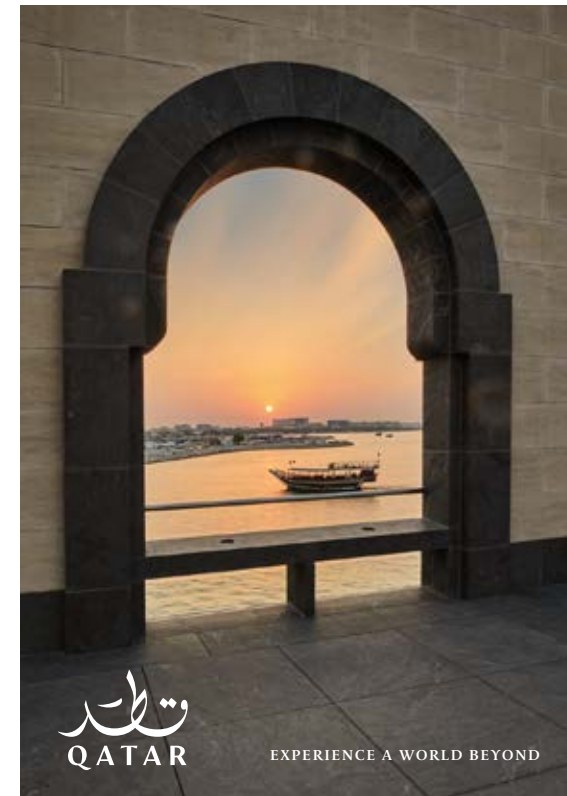
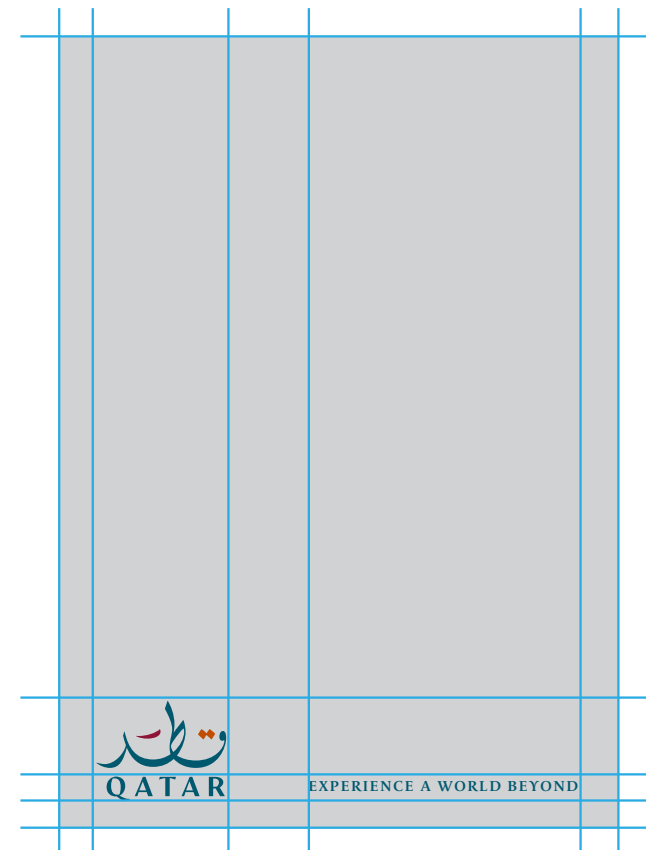
FULL BLEED THEME

Horizontal Outdoor Template:



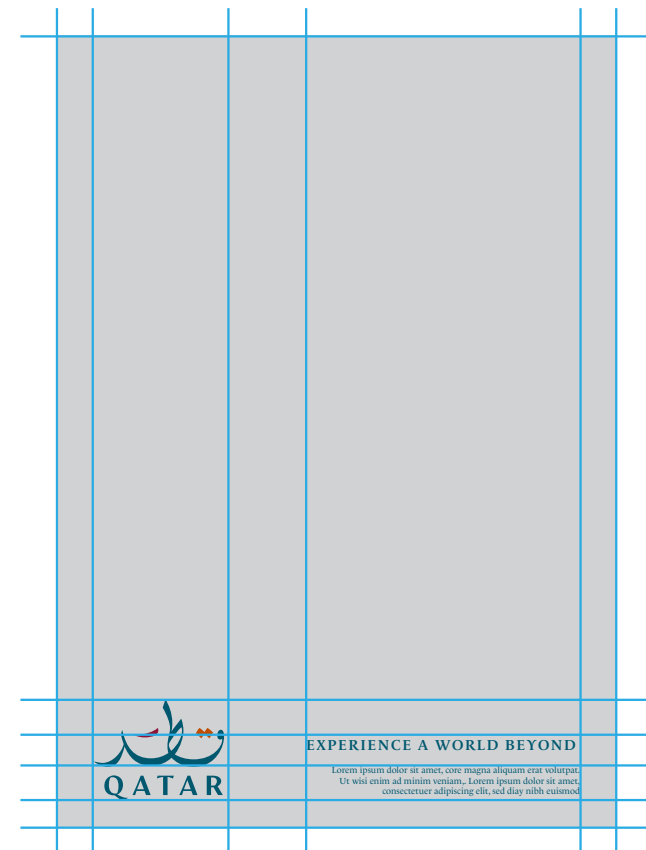
FULL BLEED THEME

Vertical Outdoor Template:



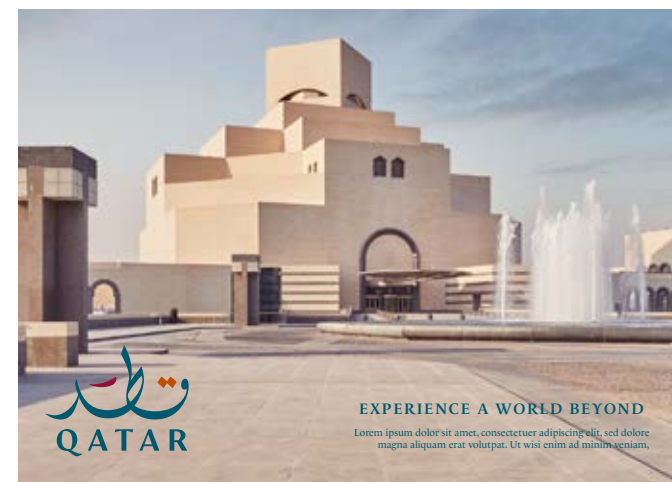
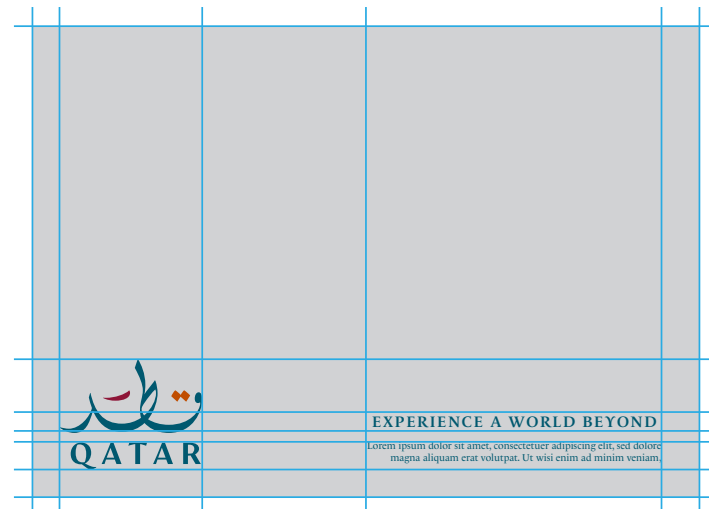
FULL BLEED THEME

Vertical Print Template:



FULL BLEED THEME

Horizontal Print Template:



QATAR DESTINATION

Our Photography Style

نمط التصوير الفوتوغرافي



QATAR DESTINATION

Our Promotional Items

مقتنيات ترويجية



QATAR DESTINATION

Our Building Signage

علامات المباني

