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
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.
Inverted + Black & White Logo Versions

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

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.

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.
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.
<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone Code</th>
<th>CMYK Values</th>
<th>RGB Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maroon</td>
<td>Pantone 1955 C</td>
<td>C: 0; M: 100 Y: 54; K: 46</td>
<td>R: 146; G: 0; B: 49</td>
</tr>
<tr>
<td>Blue</td>
<td>Pantone 7470 C</td>
<td>C: 90; M: 0 Y: 9; K: 57</td>
<td>R: 0; G: 98; B: 123</td>
</tr>
<tr>
<td>Orange</td>
<td>Pantone 718 C</td>
<td>C: 0; M: 75 Y: 100; K: 5</td>
<td>R: 229; G: 96; B: 32</td>
</tr>
<tr>
<td>White</td>
<td>Pantone White</td>
<td>C: 0; M: 0; Y: 0; K: 0</td>
<td>R: 255; G: 255; B: 255</td>
</tr>
<tr>
<td>Maroon</td>
<td>Pantone 456 C</td>
<td>C: 37; M: 37 Y: 100; K: 8</td>
<td>R: 217; G: 0; B: 84</td>
</tr>
<tr>
<td>Blue</td>
<td>Pantone 1788 C</td>
<td>C: 0; M: 96 Y: 83; K: 0</td>
<td>R: 241; G: 23; B: 209</td>
</tr>
<tr>
<td>Orange</td>
<td>Pantone 7563 C</td>
<td>C: 16; M: 41 Y: 98; K: 1</td>
<td>R: 255; G: 102; B: 13</td>
</tr>
<tr>
<td>White</td>
<td>Pantone Green C</td>
<td>C: 100; M: 0 Y: 65; K: 0</td>
<td>R: 255; G: 255; B: 255</td>
</tr>
<tr>
<td>Maroon</td>
<td>Pantone 4665 C</td>
<td>C: 81; M: 96 Y: 26; K: 13</td>
<td>R: 255; G: 102; B: 13</td>
</tr>
</tbody>
</table>
Our Typography

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

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

### Latin Typography
Le Monde Livre Cla Pro
Typography for all Latin text

<table>
<thead>
<tr>
<th>Used in Text</th>
<th>Used in Titles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular Book</td>
<td></td>
</tr>
<tr>
<td>Italic</td>
<td></td>
</tr>
<tr>
<td>Demi ExDemi</td>
<td></td>
</tr>
<tr>
<td>Bold</td>
<td></td>
</tr>
</tbody>
</table>

*To be used as the font in all branding material*

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 خط العربي المعتمد
خط كرمس العربي

**الخط العربي المعتمد**

**الخط كرمس العربي**

للاستعمال في العناوين والنصوص الطويلة في المطبوعات والمواد الترويجية

- **ليت - عادي**
  متوفر في أربعة أوزان يتم استعمالها في الهوية البصرية
- **وسط - بولد**
  متوفر في أربعة 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**
Our Stationary

LETTERHEAD
Our Graphic Themes

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
Our Graphic Patterns

QATAR DESTINATION

انماط مرافيكية
Overlay-minimalist Theme
EXPERIENCE A WORLD BEYOND

OVERLAY-MINIMALIST THEME

Vertical Outdoor Template:
FULL BLEED THEME

Horizontal Outdoor Template:

QATAR EXPERIENCE A WORLD BEYOND

QATAR EXPERIENCE A WORLD BEYOND

QATAR EXPERIENCE A WORLD BEYOND
FULL BLEED THEME

Vertical Print Template:

EXPERIENCE A WORLD BEYOND

Lorem ipsum dolor sit amet, core magna aliquam erat volutpat. Ut wisi enim ad minim veniam, Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy euismod.
FULL BLEED THEME

Horizontal Print Template:

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam,
Our Photography Style

QATAR DESTINATION
Our Promotional Items

QATAR DESTINATION

مقننات ترويجية
Our Building Signage