

GLOBAL P2P CAMPAIGN 2026

CAMPAIGN TOOLKIT



OUR LOGO GUIDELINES

- Primary Brandmark
- Primary Palette
- Co-Branding Lockup
- Typography
- Graphic assets
- Graphic Assets Usage



Global P2P Campaign

VISIT QATAR YOUR WAY

- Messaging Structure
- Campaign Key Visuals
- Tactical Messaging
- OTA Templates
- Image Library
- Video Assets
- Usage Asset Tracker
- Taglines

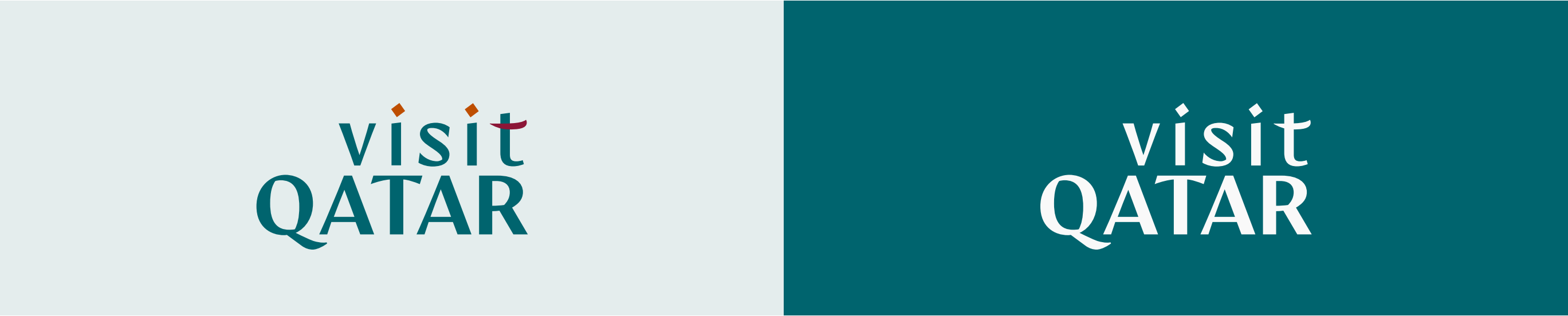
OUR LOGO GUIDELINES

OUR BRAND LOGO

PRIMARY BRANDMARK

The primary corporate brand-mark is one of the brand’s most valuable assets and should be used whenever needed.

The ruby accents on the ‘T’ and the amber dots that compliment ‘visit’ are reference to Arabic calligraphy – further reinforcing our heritage.



DO NOT
USE COLOURS



DO NOT
CHANGE FONTS



DO NOT FLIP



DO NOT ADD EFFECTS



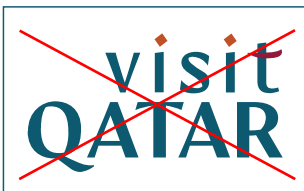
DO NOT ROTATE



DO NOT
CHANGE OPACITY



DO NOT CHANGE
SCALE



DO NOT
ENCLOSE IN SHAPE



DO NOT CROP



DO NOT DISTORT



DO NOT
USE GRADIENTS



DO NOT OUTLINE

PRIMARY PALETTE

Our primary colour palette is designed to represent Qatar in the most premium way, enriching the user experience and immersing them in our culture. The palette features four key colours, each provided with values for both print and digital use.

For print materials, such as litho or digital formats, use the specified print values.

For all screen-based applications - web, TV, email signatures, and digital documents like Word or PowerPoint—use the screen values to ensure consistency and vibrancy across platforms.

#00626C
R0 G98 B108
C100 M0 Y25 K47
PANTONE 7715 C

ROYAL TEAL

85%

60%

45%

30%

15%

#FFFDF8
R255 G253 B248
C0 M1 Y2 K0
PANTONE 11-0601 TCX

WHITE

85%

60%

45%

30%

15%

#8A1538
R138 G21 B56
C30 M100 Y70 K28
PANTONE 1955 C

RUBY

85%

60%

45%

30%

15%

#D76B00
R215 G107 B0
C5 M73 Y100 K1
PANTONE 2019 C

AMBER

85%

60%

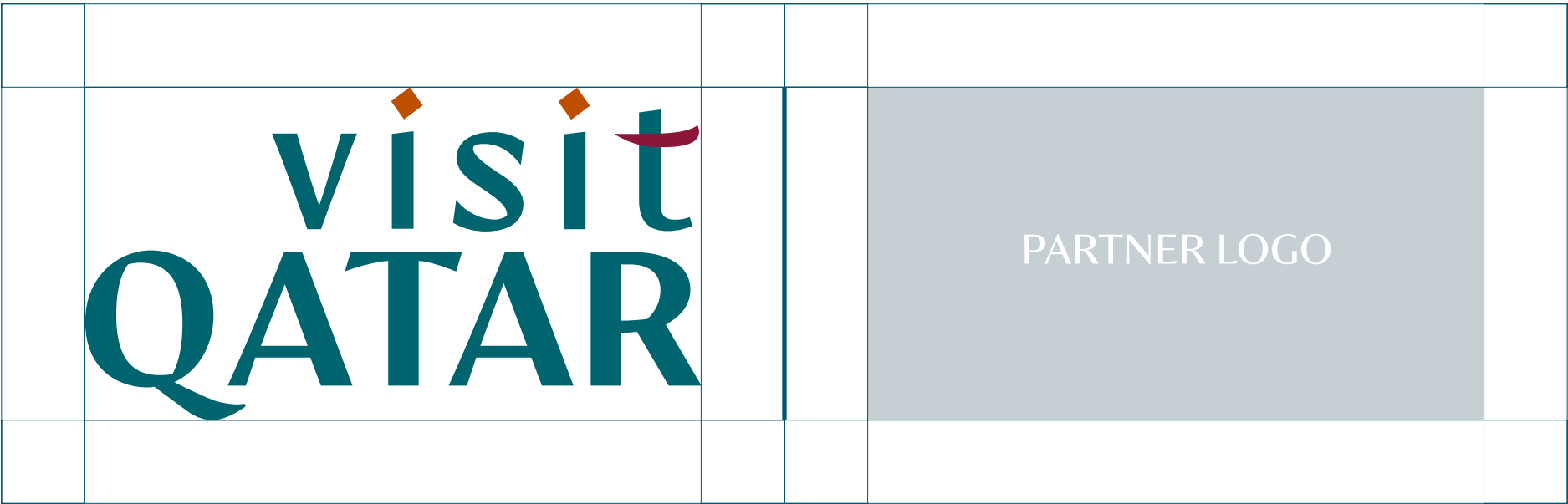
45%

30%

15%

OUR BRAND LOGOS

CO-BRANDING LOCKUP



[DOWNLOAD ASSET](#)

OUR TYPOGRAPHY

TYPEFACE

Crafted to encapsulate our unique combination of tradition and modernity, the proprietary typeface – Visit Qatar – is our primary typeface.

Visit Qatar has been designed in both Latin and Arabic.

Visit Qatar is licensed to Visit Qatar for SOLE use in executions that articulate the Qatar brand story.

It MAY NOT be used for any other purpose. In order to obtain the typeface please contact Visit Qatar Branding team.

To maintain consistency of look and feel for foreign language content, substitute typefaces have been carefully selected as replacement for Russian, Turkish and Mandarin ONLY.

Our primary typeface - Visit Qatar - comes in a range of weights to be used.

For headlines, medium is the preferred weight. For body, regular is the preferred weight.

ARABIC

زوروا قطر

زوروا قطر ضوء
زوروا قطر عادي
زوروا قطر واسطة
زوروا قطر عريض

ENGLISH

Visit Qatar

Visit Qatar Light
Visit Qatar Regular
Visit Qatar Medium
Visit Qatar Bold

SECONDARY ARABIC

تاهوما عادي
تاهوما عريض

SECONDARY ENGLISH

Tahoma Regular
Tahoma Bold

[DOWNLOAD ASSET](#)

OUR GRAPHIC ASSETS

COMPONENTS

Our primary components are 3 archways inspired by the architecture of Qatar.

The height of the archway can be altered slightly to fl x against different creative but the core shape at the top must remain constant to remain true to it’s design.

AVOID TRIMMING
ABOVE THIS LINE

COUPLES

FRIENDS

FAMILY

SOUQ WAQIF

MUSEUM OF ISLAMIC ART

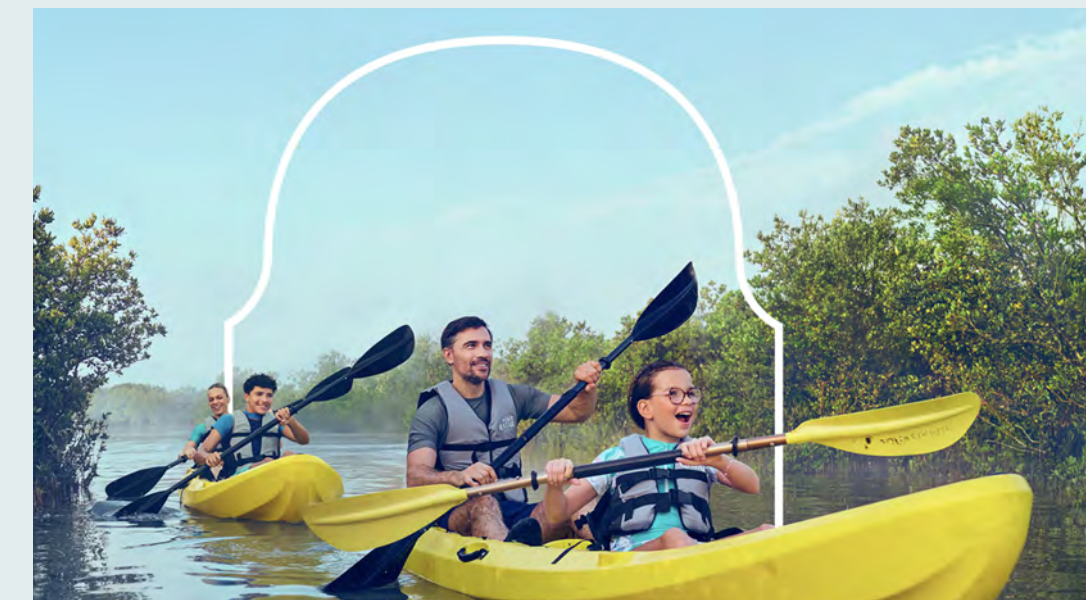
TRADITIONAL

OUR GRAPHIC ASSETS

HIGHLIGHTING MOMENTS

The archway has been meticulously designed to emphasise key moments and capture the essence of beautiful interactions, particularly those that occur between individuals. Its purpose is to accentuate dynamic and meaningful scenes, creating a focus on the magical and significant moments shared among people.

While the archway can be used to highlight various types of actions, it is not intended for use in every context.



VISIT QATAR YOUR WAY

GLOBAL P2P CAMPAIGN 2026

MESSAGING STRUCTURE

Headline Visit Qatar Medium

VISIT QATAR
YOUR WAY

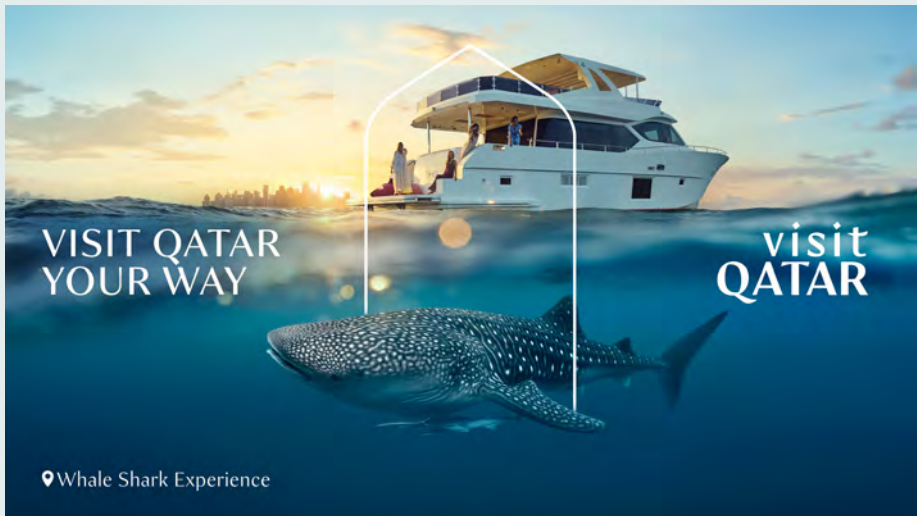
Location Visit Qatar Regular

📍Katara Cultural Village

LOGO

visit
QATAR

CAMPAIGN KEY VISUALS | INTERNATIONAL MARKETS



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GLOBAL P2P CAMPAIGN

CAMPAIGN KEY VISUALS | INDIAN MARKET



[DOWNLOAD ASSET](#)

GLOBAL P2P CAMPAIGN

CAMPAIGN KEY VISUALS | CHINESE MARKET



[DOWNLOAD ASSET](#)

TACTICAL MESSAGING

CATEGORY		TACTICAL MESSAGES
FAMILY	Sun, Sea & Sand	Sunshine your way Splash, play, and relax with the whole family at our pools, waterparks, and beaches.
	Active Holidays	Adventure your way Ride the wind, tear across the dunes, or hit the waves. Family fun starts here.
	Culture Enthusiasts	Explore your way Inspire the whole family with astonishing art, rich history, and vibrant culture wherever you wander.
	Food Lovers	Taste your way Bring the whole family together over local flavours and unforgettable bites.
	Retail Retreat	Shop your way Shop global brands, discover family favourites, and make a day of it.
FRIENDS	Active Holidays	Adventure your way Catch the wind. Shred the dunes. Ride the waves. Feel every thrill with your friends.
	Food Lovers	Taste your way From local favourites to flavours from around the world, there's always something for you and your friends.

TACTICAL MESSAGING

CATEGORY		TACTICAL MESSAGES
COUPLES	Active Holidays	Adventure your way Fall in love with adventure, from jet skis to adventures in Brouq.
	Culture Enthusiasts	Explore your way Embrace discovery together with awe-inspiring art, hidden gems and endless surprises in between.
	Romantic Getaways	Romance your way Welcome to your next dream escape, where every moment is made for two.
	Retail Retreat	Shop your way Browse, shop, dine, and enjoy a little time together.

PRINT ASSETS | APPLICATION

A4 HORIZONTAL

HEADLINE



LOGO
PARTNER
LOCKUP

A4 VERTICAL

HEADLINE



LOGO PARTNER
LOCKUP

DIGITAL ASSETS | APPLICATION



9X 16



4X5



1X1



16X9

DIGITAL OFFERS | EXAMPLE

HEADLINE
HERE

CALL TO ACTION



visit
QATAR

Partner
Logo

160x600

HEADLINE
HERE

CALL TO ACTION



visit
QATAR

Partner
Logo

HEADLINE
HERE

CALL TO ACTION



visit
QATAR

Partner
Logo

HEADLINE
HERE

CALL TO ACTION



visit
QATAR

Partner
Logo

1080x1920

HEADLINE
HERE

CALL TO ACTION



visit
QATAR

Partner
Logo

300x250

Headline and CTA
should not be
less than 2/8 of
total height

Logo and Partner
lockup should be
1/8 of total height

HEADLINE
HERE

CALL TO ACTION



visit
QATAR

Partner
Logo

160x600

DOWNLOAD ASSET

OTA TEMPLATE | PRINT HORIZONTAL

1 PACKAGE

VISIT QATAR
YOUR WAY

visit
QATAR

Partner
Logo

FROM
£36
PER NIGHT

Package Information

Departure Dates:
12/15 October, 23/25 November

• Bullet point information

• Bullet point information

• Bullet point information

009714 123 4567 / 009714 123 4567

Monday - Friday 9am - 6pm

Saturday 10am - 4pm

Company Address:
No 123, Road Name, Landmark Nearby,
12345 City Name (Citycode1234)

www.companywebsite.com

www.socialmedia.com

2 PACKAGES

VISIT QATAR
YOUR WAY

visit
QATAR

Partner
Logo

FROM
£36
PER NIGHT

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3 PACKAGES

VISIT QATAR
YOUR WAY

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12345 City Name (Citycode1234)

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www.socialmedia.com

DOWNLOAD ASSET

GLOBAL P2P CAMPAIGN 2026 TOOLKIT

visit
QATAR

OTA TEMPLATE | PRINT VERTICAL

1 PACKAGE

VISIT QATAR
YOUR WAY

visit
QATAR

Partner
Logo



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Package Information

Departure Dates:
12/15 October
23/25 November

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- Bullet point information
- Bullet point information
- Bullet point information

Company or Agency Name
Company Id No. 123456
009714 123 4567 / 009714 123 4567
Monday - Friday 9am - 6pm / Saturday 10am - 4pm

Company Address
No 123, Road Name, Landmark Nearby,
12345 City Name (Citycode1234)
www.companywebsite.com / www.socialmedia.com

2 PACKAGES

VISIT QATAR
YOUR WAY

visit
QATAR

Partner
Logo

Package Information

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23/25 November

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FROM
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PER NIGHT

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FROM
£36
PER NIGHT

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Monday - Friday 9am - 6pm / Saturday 10am - 4pm

Company Address
No 123, Road Name, Landmark Nearby,
12345 City Name (Citycode1234)
www.companywebsite.com / www.socialmedia.com

3 PACKAGES

VISIT QATAR
YOUR WAY

visit
QATAR

Partner
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No 123, Road Name, Landmark Nearby,
12345 City Name (Citycode1234)
www.companywebsite.com / www.socialmedia.com

DOWNLOAD ASSET

GLOBAL P2P CAMPAIGN 2026 TOOLKIT

visit
QATAR

GLOBAL P2P CAMPAIGN

IMAGE LIBRARY



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VIDEO ASSETS

16:9
9:16
4:5
1:1

Suitable for TVC
and YouTube

For
Social/Digital
use

The Holiday Read



The Spa Weekend

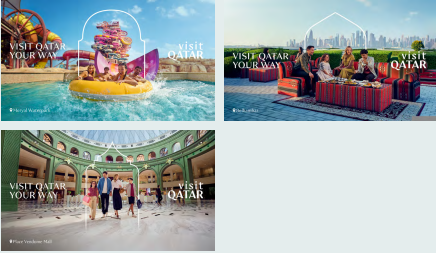
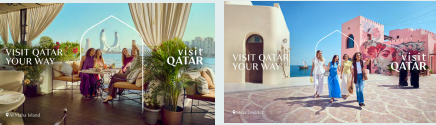
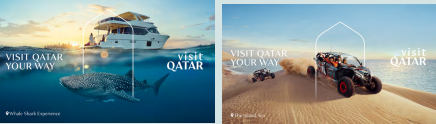


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USAGE ASSET TRACKER

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ASSET	CATEGORY	CAST	LOCATION	USAGE
	Family	Western Family	Meryal Waterpark Belhambar Restaurant Place Vendome	12 months (Starting date: 12 July, 2026) Print (including trade shows), web & social (organic only) USA, UK, India, China, Russia, Germany, Kazakhstan, France, Italy, Spain, Turkey, South Africa Plus 9x further years of Trade Show use
	Family	Western Family	Al Thakira Mangroves	12 months (Starting date: 12 July, 2026) OOH, Print (including trade shows), Digital, Social (paid & organic) USA, UK, India, China, Russia, Germany, Kazakhstan, France, Italy, Spain, Turkey, South Africa Plus 9x further years of Trade Show use
	Friends	Western Friends	Al Maha Island Old Doha Port	12 months (Starting date: 12 July, 2026) Print (including trade shows), web & social (organic only) USA, UK, India, China, Russia, Germany, Kazakhstan, France, Italy, Spain, Turkey, South Africa Plus 9x further years of Trade Show use
	Friends	Western Friends	The Inland Sea	12 months (Starting date: 12 July, 2026) OOH, Print (including trade shows), Digital, Social (paid & organic) USA, UK, India, China, Russia, Germany, Kazakhstan, France, Italy, Spain, Turkey, South Africa Plus 9x further years of Trade Show use

USAGE ASSET TRACKER

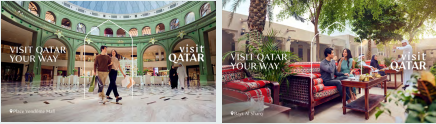
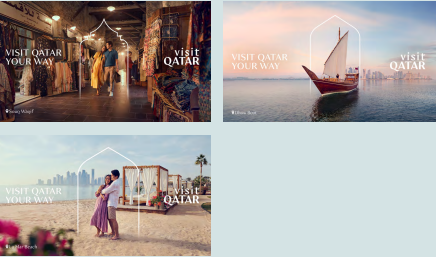
WESTERN MARKET

INDIAN MARKET

ASSET	CATEGORY	CAST	LOCATION	USAGE
	Couple	Western Couple	Nota Blu	12 months (Starting date: 12 July, 2026) OOH, Print (including trade shows), Digital, Social (paid & organic) USA, UK, India, China, Russia, Germany, Kazakhstan, France, Italy, Spain, Turkey, South Africa Plus 9x further years of Trade Show use
 	Couple	Western Couple	Brouq Rock Formation The Pearl	12 months (Starting date: 12 July, 2026) Print (including trade shows), web & social (organic only) USA, UK, India, China, Russia, Germany, Kazakhstan, France, Italy, Spain, Turkey, South Africa Plus 9x further years of Trade Show use
 	Family	Indian Family	Souq Waqif Waldorf Astoria Doha Lusail	12 months (Starting date: 12 July, 2026) OOH, Print (including trade shows), Digital, Social (paid & organic) India Only Plus 9x further years of Trade Show use
  	Couple	Indian Couple	Museum of Islamic Art La Mar beach Chabrat Al Mina	12 months (Starting date: 12 July, 2026) Print (including trade shows), web & social (organic only) India Only Plus 9x further years of Trade Show use
	Couple	Indian Couple	Katara Cultural Village	12 months (Starting date: 12 July, 2026) OOH, Print (including trade shows), Digital, Social (paid & organic) India Only Plus 9x further years of Trade Show use

USAGE ASSET TRACKER

— CHINESE MARKET

ASSET	CATEGORY	CAST	LOCATION	USAGE
	Couple	Chinese Couple	Bayt Al Sharq Restaurant Place Vendome	12 months (Starting date: 12 July, 2026) Print (including trade shows), web & social (organic only) China Only Plus 9x further years of Trade Show use
	Couple	Chinese Couple	Souq Waqif hallways La Mar Beach Dhow Boat	12 months (Starting date: 12 July, 2026) OOH, Print (including trade shows), Digital, Social (paid & organic) China Only Plus 9x further years of Trade Show use

TAGLINE TRANSLATIONS

ENGLISH	CHINESE	TURKISH	FRENCH	ITALIAN
Visit Qatar Your Way	探索卡塔尔, 随心而行	Dilediğin Gibi Keşfet BURASI QATAR	Le Qatar, COMME VOUS L'AIMEZ	Il Qatar come piace a te
ENGLISH	GERMAN	SPANISH	HINDI	RUSSIAN
Visit Qatar Your Way	Qatar – ganz auf deine Art	Visita Qatar a tu manera	Visit Qatar... अपने अंदाज़ में	Катар — путешествие, которое вдохновляет

For more information,
please contact the branding team branding@visitqatar.qa

visit
QATAR