WELCOME TO QATAR

We’re delighted to share guidelines and assets for the year ahead.

And what a year it promises to be.

Perhaps no other time in the history of Qatar, have we been more at the centre of the world’s stage.

As our valued partners and operators we’ve created this toolkit as a way to enable you to use and leverage our global campaign to introduce your customers to Qatar and the wonders it has to offer.

We’ve kept it practical and easy to follow so you can adapt the work to include your logo, tailor messages for your customers but ultimately still be part of our global campaign.

We look forward to working with you.
PART ONE
STRATEGY, AMBITION
AND MESSAGING

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Our global campaign platform 7
Our global campaign comms messaging house 9
Value Led Messaging House 10

PART TWO
OUR ASSETS AND GUIDELINES

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PART ONE

STRATEGY, AMBITION AND MESSAGING
## AMBITION

Grow tourism to 6million+ visitors by 2030.

## CHALLENGE

To raise awareness of Qatar among global premium travellers and persuade them to come here rather than rival destinations in the region.

## PROPOSITION

Qatar offers a greater range of authentic emotional experiences.

## PLATFORM

Feel More in Qatar.

## BARRIERS

- Don't know much about Qatar as holiday destination.
- Concerns around cultural fit, safety, welcome.
- Not much to see and do.

## COMMS TASKS

**Awareness** – get premium travellers’ attention by showcasing the range of unique emotional experiences they will feel in Qatar.

**Consideration** – build desire and relevance by showing Qatar meets their needs, whatever their ‘demand space’.

**Conversion** – capture all demand and make it effortless to book the perfect Qatar experience.

Increase spontaneous awareness of Qatar as a destination.
OUR STRATEGY PRIORITIZED SIX DEMAND SPACES ACROSS 15 INTERNATIONAL SOURCE MARKETS FOR THE LEISURE TRAVELLER ENABLING US TO PRIORITIZE AND TARGET OUR COMMS.

<table>
<thead>
<tr>
<th>DEMAND SPACE</th>
<th>Active Holidays</th>
<th>Relax &amp; Rejuvenate</th>
<th>Sun, Sea &amp; Sand</th>
<th>Culture Enthusiasts</th>
<th>Luxury City Breaks</th>
<th>Romantic Getaways</th>
</tr>
</thead>
<tbody>
<tr>
<td>TARGET SEGMENTS</td>
<td>Sporty families</td>
<td>Last-minute retreat</td>
<td>Sun-seeking indulgent families</td>
<td>Culture enthusiasts</td>
<td>Pampered couples</td>
<td>Romantic getaways</td>
</tr>
<tr>
<td></td>
<td>Active millennials</td>
<td>Wealthy relaxers</td>
<td></td>
<td>Millennials &amp; mature culture seekers</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Adventurous friends</td>
<td>Relaxed families</td>
<td>Sun-seeking indulgent families</td>
<td>Indulgent couples' breaks</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Wealthy culture enthusiasts</td>
<td></td>
<td></td>
<td></td>
<td>Pampered families</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Romantic explorers (P2P and stopover)</td>
</tr>
</tbody>
</table>
FEEL MORE IN QATAR

How do you want to feel on holiday?

Qatar is the undiscovered pearl of the Middle East that offers you more emotional experiences. Feel welcomed by the friendly locals, keen to share the country they’re so proud of. Feel the warmth of its beaches. The peacefulness of its natural wonders. The awe of its world-class architecture. The exhilaration of its action adventures. The fascination of its culture. And feel the reassurance of staying in the world’s safest country.

However, you want to feel, you’ll Feel More in Qatar
FEEL MORE IN QATAR

This brand platform will inform everything we do and say, guiding us to follow these three crucial principles.

The ‘Feel’ aspect forces us to show emotions wrapped in experiences. Not just showing something to do in Qatar but the emotional impact it will have on you. We will not just show the National Museum of Qatar – we will show the feeling of wonder you get from it. We will not just show dune bashing, but the exhilaration you get from it. We will not just show the mangroves but the tranquility you get there. And of course, over the world cup period we will show the intense feelings fans will get here: exhilaration, excitement, camaraderie and so on.

The ‘More’ aspect gives us our ‘elbow’ against competitors. It always directs us to show how we offer a superior emotional experience, making us the premium choice, the choice of the more discerning traveller.

Finally, ‘In Qatar’ means we must always show things which are distinctively ‘Qatar’ – not generic footage which could be anywhere from the sea of sameness that characterizes the comms from our regional rivals. We believe Feel More in Qatar is a brand platform that can inform everything we do and say. It will make us distinctive.

AN EMOTIONAL BRAND COMMUNICATIONS PLATFORM WITH COMPETITIVE EDGE BUILT-IN
QATAR TRADE TOOLKIT
OUR GLOBAL CAMPAIGN COMMS

<table>
<thead>
<tr>
<th>OVERARCHING MESSAGE</th>
<th>FEEL MORE IN QATAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qatar offers a wide range of deep emotional experiences whether you’re a family wanting to reconnect or couple escaping the nine-to-five. Qatar isn’t a collection of things to do, it’s a showcase of experiences wrapped in emotions.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OVERARCHING MESSAGE TAILORED FOR OUR THREE KEY AUDIENCES</th>
<th>FAMILIES: Feel More Together With Your Family</th>
<th>COUPLES: Feel More Connected</th>
<th>FRIENDS: Feel More Fun</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANY OF OUR AUDIENCES COULD BE IN ANY OF THE DEMAND SPACES BUT THEY MUST ALWAYS RECEIVE A TAILORED 'FEEL MORE IN QATAR' MESSAGE.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HOW ‘FEEL MORE’ IS TAILORED BY DEMAND SPACE…</th>
<th>SUN, SEA &amp; SAND Feel More…</th>
<th>ACTIVE HOLIDAYS Feel More…</th>
<th>ROMANTIC GETAWAYS Feel More…</th>
<th>LUXURY BREAKS Feel More…</th>
<th>CULTURE ENTHUSIASTS Feel More…</th>
<th>RELAX AND REJUVENATE Feel More…</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUN, SEA &amp; SAND Feel More…</td>
<td>Fun</td>
<td>Happiness</td>
<td>Warmth</td>
<td>Thrills</td>
<td>Alive</td>
<td>Excitement</td>
</tr>
<tr>
<td>ACTIVE HOLIDAYS Feel More…</td>
<td>With Qatar’s, pristine azure seas and all year sun, it’s the perfect destination for families.</td>
<td>Qatar offers adventure and activity for every member of the family.</td>
<td>With some of the most romantic views and experiences in the world, Qatar is the perfect place for you and your partner to bond together.</td>
<td>Qatar is the perfect place to indulge your whole family.</td>
<td>Qatar offers a range of wondrous cultural experiences to suit everyone from the youngest to the oldest member of the family.</td>
<td>Qatar has something to relax, restore and revive everyone.</td>
</tr>
<tr>
<td>ROMANTIC GETAWAYS Feel More…</td>
<td>Live life with your family to the full in an exciting sports paradise in the Arabian Gulf. Get your adrenaline rush fix under the desert sun with sand boarding or take the plunge and explore life under the waves scuba diving.</td>
<td>Escape the day-to-day and reconnect. Qatar is a land of activities, adventures and picturesque attractions so you’re guaranteed to make new memories together.</td>
<td>Qatar offers a luxury getaway like no other. Enjoy a whole world of fine dining in Doha with countless restaurants run by globally famous Michelin chefs. Then pamper yourself at one of our world-beating 5* hotels spas.</td>
<td>Feel the history and immerse yourself in Qatar’s world class heritage sites (Souq Waqif), museums (MIA, NMOQ) and restaurants.</td>
<td>Qatar offers a wide range of activities that can soothe or energise everyone, from world class resorts to relaxing wellness centres.</td>
<td></td>
</tr>
<tr>
<td>LUXURY BREAKS Feel More…</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CULTURE ENTHUSIASTS Feel More…</td>
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</tr>
<tr>
<td>RELAX AND REJUVENATE Feel More…</td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>KEY FAMILY OUTTAKE</th>
<th>THE SUN ALWAYS SHINES ON QATAR’S BEAUTIFUL COASTLINE. WITH ITS GOLDEN BEACHES AND TRANQUIL AZURE SEAS IT’S THE PERFECT DESTINATION FOR FAMILIES ALL YEAR ROUND. AND OUR EXCLUSIVE FAMILY-ORIENTED BEACHFRONT VILLAS LET EVERY FAMILY RELAX AND ENJOY THEIR HOLIDAY IN PRIVATE.</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE SUN ALWAYS SHINES ON QATAR’S BEAUTIFUL COASTLINE.</td>
<td>WITH ITS GOLDEN BEACHES AND TRANQUIL AZURE SEAS IT’S THE PERFECT DESTINATION FOR FAMILIES ALL YEAR ROUND. AND OUR EXCLUSIVE FAMILY-ORIENTED BEACHFRONT VILLAS LET EVERY FAMILY RELAX AND ENJOY THEIR HOLIDAY IN PRIVATE.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RTBS</th>
<th>CALL TO ACTION AWARENESS ‘Discover it all at VisitQatar.com’</th>
<th>CONSIDERATION ‘Plan your trip today at VisitQatar.com’</th>
<th>BOOKING ‘Book now at QatarAirways.com’ or Book Now’</th>
</tr>
</thead>
<tbody>
<tr>
<td>RTBS</td>
<td>‘Discover it all at VisitQatar.com’</td>
<td>‘Plan your trip today at VisitQatar.com’</td>
<td>‘Book now at QatarAirways.com’ or Book Now’</td>
</tr>
</tbody>
</table>

| URL (ALL PHASES / CREATIVE) | VisitQatar.com |
**QATAR TRADE TOOLKIT**

**OVERARCHING MESSAGE**

<table>
<thead>
<tr>
<th>العائلة: أكثر من جمعه</th>
<th>الرحلات الرومانسية: أكثر من راحة</th>
<th>لمجبي الرفاهية: أكثر من فرح</th>
<th>الاسترخاء والانتعاش: أكثر من استجمام</th>
</tr>
</thead>
<tbody>
<tr>
<td>أثقيا البحر</td>
<td>مواصلات رومانسية</td>
<td>مجتهدة رفاهية</td>
<td>استرخاء راحة</td>
</tr>
<tr>
<td>أثقيا الطفولة</td>
<td>وسيلة رومانسية</td>
<td>تطوير رفاهية</td>
<td>استجمام راحة</td>
</tr>
<tr>
<td>أثقيا الحياة</td>
<td>نقلة رومانسية</td>
<td>تطوير رفاهية</td>
<td>استجمام راحة</td>
</tr>
</tbody>
</table>

**KEY FAMILY OUTTAKE**

بحرا الأزرق وشمسها المشرقة، قطر هي الوجهة المثالية للعائلات. تقدم قطر عددا غير محدود من التجارب والأنشطة المشوقة لجميع الأسرة.

**RTBS**

ساحل قطر المشرق طوال السنة بشواطئه الذهبية وبحاره الهادئة هو الوجهة المثالية للعائلات. تهيب الشواطئ والواقع الخاص للعائلات الفرصة للاسترخاء والاستمتاع بخصوصية تامة.

**CALL TO ACTION**

مرحلة الوعي: اكتشف المزيد على VisitQatar.com

مرحلة الاعتبار: حجز رحلتك على VisitQatar.com

مرحلة القرار: احجز سفرك على QatarAirways.com

**URL**

VisitQatar.com
PART TWO
OUR ASSETS AND GUIDELINES
WE WILL ALSO LAUNCH NEW PHOTOGRAPHY AND COLOUR PRINCIPLES

**PHOTOGRAPHY PRINCIPLES**
- Emotion
- First Person POV
- Natural Glow
- Movement

**COLOUR PRINCIPLES**
- Bright Turquoises and Elegant Blues
- Glowing Highlights and Heightened Reality
- Warm Shade and Contrasts

**UPLIFTING DRAMA**
PRIMARY BRANDMARK

The Visit Qatar logo is one of the brand's most valuable assets.

The brandmark is an elegant innovative Arabic calligraphy style of the word ‘Qatar’ carefully blending traditional elements with a contemporary interpretation, and becoming the graphic signature of the country.

The brandmark abstract forms open many possibilities for the viewer to see, while retaining the essential Arabic flavour that is modernly and elegantly expressed. The calligraphy represents three giant leaps that symbolise the free form waves of the sea and the dunes of the desert.

The middle part of the calligraphy echoes the free flowing shapes of a sailing dhow.
SECONDARY BRANDMARK

The secondary brandmark is only suitable for use with the Feel More campaign. It’s typically used with a frame to ensure legibility.

This is the correct version to use with the Feel More campaign lock-up.

Please refer to pg. 19 for guidance on use of colours.

CLEAR SPACE

The brandmark is surrounded by an area of clear space. This space should be kept clear of all other graphic elements and typography to maintain clarity and prominence for the brandmark on all applications.

The clear space size is defined by the height of the A in the brand’s wordmark ‘Qatar’ in the English language.

Same clear space rules apply to all the brandmark version.
GLOBAL CAMPAIGN LOCK-UP ENGLISH

The secondary brandmark can be locked-up with the brand’s tagline whenever it is needed. A brandmark lock-up that introduces our brand font and key brand colour.

We have created a clear space with the tagline that allows our brand assets and brandmark lock-up to be viewed eyecatchingly and in a clean, premium way.

This lockup is used on a wide number of Feel More campaign assets. Please ensure you’re using the correct vector available here to ensure accurate proportions.

The lockup with the teal box is supplied as an image to preserve safe space.
GLOBAL CAMPAIGN LOCK-UP ARABIC

The brandmark can be locked-up with the brand’s tagline whenever it is needed. Whenever it is possible, please use the master artworked files supplied to make sure consistency across.
OUR GLOBAL CAMPAIGN LOCK-UP AND SIGN-OFF

 BRAND USAGE

 BRAN COLOURWAYS

Our brandmark must be legible at all times.
A sufficient contrast between the brandmark and background should always be present.
Use the positive or negative brandmark versions respectively to maintain contrast and legibility.
The black and negative brandmark is used when accurate colour reproduction is not available.
OUR GLOBAL CAMPAIGN LOCK-UP AND SIGN-OFF

LOCK-UP ACROSS OTHER LANGUAGES

SPANISH
EMOCIÓNATE

TURKISH
KATAR'DA DAHA FAZLASINI HISSEDIN

FRENCH
TERRE DE SENSATIONS

GERMAN
ERLEBE MEHR IN

ITALIAN
VIVI LE TUE SENSAZIONI

ARABIC
 أكثر من شعور
## BRAND USAGE

### MINIMUM SIZE

The minimum size of the primary logo in print is 23mm in width. While in digital applications the minimum size is 85 pixels in width. The brandmark is proportionally scalable and there is no limit on the maximum size. This size is a minimum and can be increased to ensure better legibility.
BRAND USAGE

BRAND MISUSE
To maintain a strong, distinctive brand it is important to use our brandmark and basic elements in a consistent way. Here are some examples of what we shouldn’t do. These rules apply to all brandmark versions.

- **DO NOT USE THE BRANDMARK IN COLOURS OTHER THAN THE BRAND COLOURS SPECIFIED**
- **DO NOT ADJUST EFFECTS TO THE BRANDMARK**
- **DO NOT DISTORT THE BRANDMARK**
- **DO NOT ROTATE THE BRANDMARK IN ANY WAY**
- **DO NOT CROP THE BRANDMARK**
- **DO NOT OUTLINE THE BRANDMARK**
# FEEL MORE IN QATAR

<table>
<thead>
<tr>
<th>France</th>
<th>German</th>
<th>Spanish</th>
<th>Arabic</th>
<th>Turkish</th>
<th>Italian</th>
</tr>
</thead>
<tbody>
<tr>
<td>TERRE DE SENSATIONS</td>
<td>ERLIEBE MEHR IN</td>
<td>EMOCIONATE EN</td>
<td>أكثر من شعور</td>
<td>KATAR'DA DAHA FAZLASINI HİSSEDİN</td>
<td>VIVI LE TUE SENSAZIONI IN</td>
</tr>
</tbody>
</table>
29LT Zarid Sans is our primary typeface and should be used whenever it is possible.

29LT Zarid Sans is a sans-serif typeface with roots in calligraphy that are soundly revisited. Clean outlines are balanced out by a humanistic flair, leaving an overall impression of freshness and smoothness.

29LT Zarid Sans can be purchase here: https://www.29lt.com/product/29lt-zarid-sans/
PRIMARY ENGLISH TYPE

Domaine Sans Text is our primary Latin typeface and should be used wherever it is possible.

Domaine Sans Text can be purchased here: https://klim.co.nz/retail-fonts/domaine-sans-text/
SECONDARY TYPE

Our digital fall-back and Email safe fonts is Tahoma. Safe fonts are ONLY used when there is no presence of the primary or web-safe typefaces. Tahoma is available on both Microsoft and Apple systems in Regular and Bold font weights.

REGULAR

| A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r | s | t | u | v | w | x | y | z |
| 0123456789 |

BOLD

| A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| 0123456789 |
OUR CAMPAIGN KEY VISUALS

DEMAND SPACE

Active Holidays  Relax & Rejuvenate  Sun, Sea & Sand  Culture Enthusiasts  Luxury City Breaks  Romantic Getaways

![Images of different activities and settings for each demand space category.](Image changing)
GRID SYSTEM

The visual language is based on a grid system that allows flexibility. The grid system is divided into 5 columns and 7 rows on a portrait format. A frame grid is added onto the overall layout to create that frame idea. This grid is adaptable depending on the layout size needed. Our flexible brand language allows the story to continue.

It’s important to note, depending upon the media booked the frame mechanic should never be used on formats smaller than your standard social static ads. Here a full bleed image should be used.

For digital banners we do not use the frame mechanic. See page 36 onwards for further guidance on the implementation of this system.
COPYWRITING

Three key tonal characteristics will help deliver on the brand strategy.

Confident & urbane
Help audiences ‘feel the glow’ of comfort and support through QT’s confident and empathetic guidance.

Warm & authentic
Help audiences ‘feel the glow’ of care and belonging through QT’s warm hospitality and authentic demeanour.

Textured & evocative
Help audiences ‘feel the glow’ of inspiration and revelation through QT’s textured and expressive stories and points of view about Qatar’s past, present and future.

Confident & urbane
• Qatar is international in nature. Embody this internationality by speaking to audiences empathetically, as best understood by them.
• In the case of all instruction and direction, prioritise clarity and conciseness.
• Occasionally, make a bold statement that sets one thinking, e.g. present a refreshing point of view. However, avoid being bold for boldness’ sake.

Warm & authentic
• Refer to the reader by name where possible, and always in the second person (‘you’, ‘your’, ‘yourself’). Refer to Qatar and its people as ‘our’, ‘we’ and ‘us’ where possible.
• Assume a degree of closeness with the reader; avoid speaking at them, speak with them.
• Express a sense of oneness among cultures and people; make references to, and celebrate, Qatar’s expat population.
• Where possible, make references to local hospitality rituals and traditions.
• Where possible, transliterate key Qatari Arabic words that allude to Qatari hospitality traditions, introducing these concepts to English audiences.

Textured & evocative
• Tell stories with a beginning, middle and end, drawing inspiration from travel publications and editorial writing.
• Narrate nostalgic stories of Qatari living and upbringing, and tie these stories to present-day experiences available to audiences.
• Paint a vivid picture through the rich use of unusual metaphors.
• Where possible, express a unique point of view on aspects of culture.
Colour breakdowns have been provided for both print and digital based applications. Colours should never be changed or alternated in any way. CMYK is used for print. RGB is used for digital.

**TEAL**
- HEX 09627B
- PANTONE 7470C
- C90 M0 Y9 K57
- R0 G98 B123

**RUBY**
- HEX B20031
- PANTONE 1955C
- C0 M100 Y54 K46
- R146 G0 B49

**AMBER**
- HEX E56020
- PANTONE 718C
- C0 M75 Y100 K5
- R229 G96 B32
OUR NEXT GLOBAL CAMPAIGN NARRATIVE CENTRES ON THE POWER OF FAMILY

Qatar Tourism's second Global Campaign, aimed to drive awareness and consideration of Qatar.

LAUNCH: December 2022
Markets: 15 QT Priority Source Markets

- MASTER NARRATIVE FAMILY
  - PARENTS
    - Romantic Getaway
    - Relax and Rejuvenate
    - Culture Enthusiasts
    - City Break
  - YOUNGEST CHILD 'RUBY'
    - Sun, Sea, Sand
    - Culture Enthusiasts
  - TEENAGE BROTHER AND SISTER
    - Active holiday
    - Sun, Sea, Sand
<table>
<thead>
<tr>
<th>KEY VISUAL</th>
<th>EN MASTER HEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAMEL</td>
<td>FEEL MORE WONDER</td>
</tr>
<tr>
<td>DHOW</td>
<td>FEEL MORE TOGETHER</td>
</tr>
<tr>
<td>TENT</td>
<td>FEEL MORE LOVE</td>
</tr>
<tr>
<td>FLOATING + EVIE</td>
<td>FEEL MORE WARMTH</td>
</tr>
<tr>
<td>SPEEDBOAT</td>
<td>FEEL MORE FUN</td>
</tr>
<tr>
<td>KAYAK</td>
<td>FEEL MORE TRANQUIL</td>
</tr>
<tr>
<td>SOUQ</td>
<td>FEEL MORE JOY</td>
</tr>
</tbody>
</table>
## A GUIDE TO

### FEEL MORE IN QATAR - TRANSLATED LINES

<table>
<thead>
<tr>
<th>KEY VISUAL</th>
<th>EN MASTER HEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>GASTRONOMY</td>
<td>FEEL MORE INDULGED</td>
</tr>
<tr>
<td>YOGA</td>
<td>FEEL MORE SERENE</td>
</tr>
<tr>
<td>SHOPPING</td>
<td>FEEL MORE PAMPERED</td>
</tr>
<tr>
<td>NMOQ</td>
<td>FEEL MORE CURIOUS</td>
</tr>
<tr>
<td>KITESURFING</td>
<td>FEEL MORE THRILLS</td>
</tr>
<tr>
<td>FLOATING MUM</td>
<td>FEEL MORE RELAXED</td>
</tr>
</tbody>
</table>
OUR PHOTOGRAPHY COLOUR PALETTE
MORE THAN JUST KEYCHAINS - CREATING A DEFINITIVE ROLE FOR OUR CHARACTERS

This year’s campaign will focus on three of our characters - Maha, Shaheen, and Lulu. Why? Our research informed us that our three characters which are based on genuine Qatari wildlife resonated stronger with audiences.

Their role will be to help visitors have more emotive experiences in Qatar.

They act like a group of tiny Guardian Angels. People never see them. But they’re always there, making sure visitors see more—and feel more.

Moreover, they will only make an appearance in media and creative which is motion. This decision has been made to ensure their role, personalities and impact isn’t lost in any comms.

Maha, is a national treasure, unique and beautiful. She’s up to date with all the new trends and hotspots and loves to share her insights on the best spots to ‘graze’ with anyone who will listen!

In fact, sharing information on the best spots to visit makes her happiest - she just wants visitors to have the best time while they’re in Qatar!

Everyone loves Lulu, she’s fun, friendly and always sees the best in every situation. She’s happiest in the beautiful waters around Qatar and is always trying to get the gang to swim with her.

A pearl by name and by nature, her shell is striking in its iridescence, which is handy to follow her when she takes them off for adventures!

Shaheen isn’t shy when it comes to showing the world just how magnificent his country is. He’s a wise falcon who’s as proud of the beautiful souks and deep culture as he is of the exciting and vibrant new architecture in the West Bay.

Ask him anything about the history of the country and he’ll tell you incredible stories and share the places they happened so you can visit them for yourself.
Leaning into the known editorial visual language of a framing device, we create clean space for our brand elements to be held, whilst they surround and celebrate our distinctive photography. It also cues the wonderful emotions of nostalgia and memory evoked by moments captured in analogue photography.
PRINT ASSETS - PORTRAIT AND LANDSCAPE

We've made available portrait and landscape master templates for use across our key visuals and Demand spaces.

You can tailor the image to the most appropriate demand space for your market and message.

The communication headline could integrate within the imagery to weave the story in, only if it is legible.

When it is not possible the headline sits on a clear background.

A space has been made available for partner logo and contact details. Please ensure the logo and contact details work within the space provided.

Offer copy character count should, where possible, not exceed two lines of copy on portrait applications and a single line of copy on landscape applications.

Where this is not possible, please use good judgement to ensure legibility and readability.

Where terms and conditions apply. This information should be placed in the white banner at the bottom of the application.
We've made available master assets of animated digital banners in the following sizes:

- Half-Page ad (Double MPU) 300 x 600px
- Wide Skyscraper 120 x 600px
- Vertical Rectangle 240 x 400px
- Medium Rectangle (MPU) 300 x 250px

These are the most common sizes that we recommend buying that are big enough to carry a brand message.

While smaller, narrower formats might come with your media buy, we would just recommend using these for branding rather than carrying campaign messaging.

This page shows the final frames to guide your adaptation with your logo and copy. The grid should reflect the size of the teal box. The white border should be a quarter of the size of the teal box.
We've made available master assets and templates in 4:5 and 9:16 formats for each of the 5 demand spaces.
You can tailor the image to the most appropriate demand space for your market and message.
Spaces have been made available for partner logo, contact details and CTA. Please ensure the logo, contact details and CTA work within the space provided.
Offer text should be 160% bigger than the QATAR text in our logo.
Offer text character count should, where possible, not exceed two lines.
Where this is not possible, please use good judgement to ensure legibility and readability.
TVC

Family Master 60" TVC

Parents 30" TVC + Digital

Teenagers 30" TVC + Digital

Ruby 30" TVC + Digital

15" Digital & Social

6" Digital & Social

15" Digital & Social

6" Digital & Social

15" Digital & Social

6" Digital & Social

Suitable for TVC

For Social/Digital use

NOTE: All boxes to be swapped for visuals when finalized.
AV ENDFRAME LOCK-UP

SECONDARY BRANDMARKS: ENGLISH AND ARABIC LOCK-UP

The secondary brandmark should be used when it is not possible to use the primary brandmark. It is usually used when the layout requires a frame around the brandmark to ensure legibility. This lockup version is used on all Feel More AV endframes.

Please ensure you're using the correct vector asset, available here, and always adhere to guidance on spacing.

Whenever it is possible, please use the master artworked files supplied to make sure consistency across.
<table>
<thead>
<tr>
<th>ENGLISH UK</th>
<th>FRENCH</th>
<th>GERMAN</th>
<th>ARABIC</th>
<th>SPANISH</th>
<th>TURKISH</th>
<th>ITALIAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEEL MORE IN QATAR</td>
<td>TERRE DE SENSATIONS</td>
<td>ERLEBE MEHR IN [QATAR]</td>
<td>أكثر من فحور</td>
<td>EMOCIONATE EN [QATAR]</td>
<td>KATARDAA DAHA FAZLASINI HİSSEDİN</td>
<td>VIVI LE TUE SENSAZIONI IN [QATAR]</td>
</tr>
<tr>
<td>FEEL MORE WONDER</td>
<td>RESSENTEZ PLUS D'ÉMERVEILLEMENT</td>
<td>ERLEBE MEHR UND STAUNE</td>
<td>أكثر من شفاعة</td>
<td>SIENTE MÁS FASCINACIÓN</td>
<td>DAHA MACERACI HİSSEDİN</td>
<td>VIVI LA MERAUGLIA</td>
</tr>
<tr>
<td>FEEL MORE TOGETHER</td>
<td>RESSENTEZ PLUS DE COMPLICITÉ</td>
<td>ERLEBE MEHR GEMEINSAM</td>
<td>أكثر من حياة</td>
<td>SIENTE MÁS UNIDAD</td>
<td>IBBİLKİTE OLMANIN KEYİFİNİ HİSSEDİN</td>
<td>VIVI LO STARE INSÈME</td>
</tr>
<tr>
<td>FEEL MORE LOVE</td>
<td>RESSENTEZ PLUS DE PASSION</td>
<td>SPÜRE MEHR ROMANTIK</td>
<td>أكثر من هوى</td>
<td>SIENTE MÁS EL AMOR</td>
<td>ASKIN DAHA FAZLASINI HİSSEDİN</td>
<td>VIVI L’AMORE</td>
</tr>
<tr>
<td>FEEL MORE WARMTH</td>
<td>RESSENTEZ PLUS DE CHALEUR</td>
<td>SPÜRE MEHR HERZLICHKEIT</td>
<td>أكثر من إعجاب</td>
<td>SIENTE MÁS CALIDEZ</td>
<td>DAHA FAZLA HEYECAN</td>
<td>VIVI IL CALORE UMANO</td>
</tr>
<tr>
<td>FEEL MORE FUN</td>
<td>RESSENTEZ PLUS D’ÉUPHORIA</td>
<td>ERLEBE MEHR SPASS</td>
<td>أكثر من متعة</td>
<td>SIENTE MÁS DIVERSION</td>
<td>EĞLENCEYİ HİSSEDİN</td>
<td>VIVI’ ALLEGRIA</td>
</tr>
<tr>
<td>FEEL MORE JOY</td>
<td>RESSENTEZ PLUS DE JOIE</td>
<td>SPÜRE MEHR FREUDE</td>
<td>Awaiting Approval</td>
<td>SIENTE MÁS ALEGRÍA</td>
<td>DAHA FAZLA MUTLUULUK</td>
<td>VIVI L’ ALEGRIA</td>
</tr>
<tr>
<td>FEEL MORE TRANQUIL</td>
<td>RESSENTEZ PLUS DE QUÉTUEDE</td>
<td>SPÜRE MEHR ERHOLUNG</td>
<td>أكثر من راحة</td>
<td>SIENTE MÁS TRANQUILIDAD</td>
<td>DÜNGİNİĞİ HİSSEDİN</td>
<td>VIVI LA TRANQUILITÀ</td>
</tr>
<tr>
<td>FEEL MORE INDULGED</td>
<td>RESSENTEZ PLUS D’ÉPANOUISSEMENT</td>
<td>Awaiting Approval</td>
<td>أكثر من ندرة</td>
<td>SIENTE MÁS BIENESTAR</td>
<td>AYRICALİĞİ HİSSEDİN</td>
<td>VIVI GLI SPICI</td>
</tr>
<tr>
<td>FEEL MORE PAMPERED</td>
<td>Awaiting Approval</td>
<td>Awaiting Approval</td>
<td></td>
<td>Awaiting Approval</td>
<td>Awaiting Approval</td>
<td>Awaiting Approval</td>
</tr>
<tr>
<td>FEEL MORE THRILLS</td>
<td>RESSENTEZ PLUS D’ÉMOTIONS FORTES</td>
<td>SPÜRE MEHR SPANNUNG</td>
<td>أكثر من فرحة</td>
<td>SIENTE MÁS EMOCIONES</td>
<td>HEYECANIN DAHA FAZLASINI HİSSEDİN</td>
<td>VIVI LE EMOCIONI</td>
</tr>
<tr>
<td>FEEL MORE SERENE</td>
<td>RESSENTEZ PLUS DE SÉRÉNITÉ</td>
<td>SPÜRE MEHR RUHE</td>
<td>أكثر من سهولة</td>
<td>SIENTE MÁS SERENIDAD</td>
<td>HIZURU HİSSEDİN</td>
<td>VIVI LA SERENITÀ</td>
</tr>
<tr>
<td>FEEL MORE CURIOUS</td>
<td>RESSENTEZ PLUS DE CURIOSITÉ</td>
<td>MEHR NEUGER SPUREN</td>
<td>أكثر من جولة</td>
<td>SIENTE MÁS CURIOSIDAD</td>
<td>KEŞFETME HAZZINI HİSSEDİN</td>
<td>VIVI LA CURIOSITÀ</td>
</tr>
</tbody>
</table>
AV ENDFRAME LOCK-UP

ENDFRAME IN SITU

 Ensure to always use lock-up with URL. Use the following ratio between the two.

4x5

9x16

16x9
PART THREE

NO FOOTBALL. NO WORRIES.
NO FOOTBALL. NO WORRIES – KEY VISUALS FEATURING ANDREA PIRLO
We've made available master animated digital banners in the following specs:

- 160x600
- 300x250
- 300x600
- 320x50
- 320x480
- 728x90
- 768x1024
- 1080x1920

This page shows guidance for positioning of copy and logos when using these formats.

We would not recommend use of formats smaller than those listed on this page.
SOCIAL STATIC

We’ve made available master assets and templates in 4:5 and 9:16 formats for each of the 3 key visuals.

You can tailor the image to the most appropriate demand space for your market and message.

Spaces have been made available for partner logo, contact details and CTA. Please ensure the logo, contact details and CTA work within the space provided.

Offer text should be 160% bigger than the QATAR text in our logo. Offer text character count should, where possible, not exceed two lines.

Where this is not possible, please use good judgement to ensure legibility and readability.
Please use the following guidance when using Pirlo key visuals in Print.

Please make use of the key visual most relevant to your use case. Always make use of provided Feel More lockup translations and guidance.

Offer copy should not exceed two lines on landscape variants. A space has been made available for partner logo and contact details. These must work within the space provided.

Where terms and conditions need to be included, these should be shown in the white space at the bottom of the asset.
THANK YOU