



TRADE TOOLKIT

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

Global campaign strategic overview	5
Our Demand Spaces	6
Our global campaign platform	7
Our global campaign comms messaging house	9
Value Led Messaging House	10

PART TWO OUR ASSETS AND GUIDELINES

Our Feel More In Qatar '22/'23 campaign	11
Principles	12
Logo + Lock Up	13
Fonts + Typography	24
Photography	28
Grid system	29
Our brand colours	31
Our characters	36
Editorial frame	37
Our brand in Print / OOH	38
Our brand in Digital	39
Our brand in Social	40
Our contextual "No Football. No worries." campaign	42

PART ONE

STRATEGY, AMBITION AND MESSAGING



GLOBAL CAMPAIGN STRATEGIC OVERVIEW

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 DEMAND SPACES

OUR STRATEGY PRIORITIZED SIX DEMAND SPACES ACROSS 15 INTERNATIONAL SOURCE MARKETS FOR THE LEISURE TRAVELLER ENABLING US TO PRIORITISE AND TARGET OUR COMMS.

DEMAND SPACE	Active Holidays	Relax & Rejuvenate	Sun, Sea & Sand	Culture Enthusiasts	Luxury City Breaks	Romantic Getaways
TARGET SEGMENTS	Sporty families 	Last-minute retreat 	Sun-seeking indulgent families 	Culture enthusiasts 	Pampered couples 	Romantic getaways 
	Active millennials 	Wealthy relaxers 		Millennials & mature culture seekers 	Pampered families 	
	Adventurous friends 	Relaxed families 	Indulgent couples' breaks 	Wealthy culture enthusiasts 	Romantic explorers (P2P and stopover) 	

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



OUR GLOBAL CAMPAIGN PLATFORM

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



OUR GLOBAL CAMPAIGN COMMS

OVERARCHING MESSAGE	<p>FEEL MORE IN QATAR</p> <p>Qatar offers a wide range of deep emotional experiences whether you're a family wanting to reconnect or couple escaping the nine-to-five.</p> <p>Qatar isn't a collection of things to do, it's a showcase of experiences wrapped in emotions.</p>					
OVERARCHING MESSAGE TAILORED FOR OUR THREE KEY AUDIENCES	<p>FAMILIES: Feel More Together With Your Family</p>		<p>COUPLES: Feel More Connected</p>		<p>FRIENDS: Feel More Fun</p>	
	<p>Any of our audiences could be in any of the demand spaces but they must always receive a tailored 'Feel More in Qatar' message.</p>					
HOW 'FEEL MORE' IS TAILORED BY DEMAND SPACE...	<p>SUN, SEA & SAND Feel More...</p> <p>Fun Happiness Warmth</p>	<p>ACTIVE HOLIDAYS Feel More...</p> <p>Thrills Alive Excitement</p>	<p>ROMANTIC GETAWAYS Feel More ...</p> <p>Love Together Close</p>	<p>LUXURY BREAKS Feel More...</p> <p>Indulged Pampered Special Delight</p>	<p>CULTURE ENTHUSIASTS Feel More...</p> <p>Wonder Awe Curious Joy</p>	<p>RELAX AND REJUVENATE Feel More...</p> <p>Relaxed Serene You</p>
KEY FAMILY OUTTAKE	<p>With Qatar's, pristine azure seas and all year sun, it's the perfect destination for families.</p>	<p>Qatar offers adventure and activity for every member of the family.</p>	<p>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.</p>	<p>Qatar is the perfect place to indulge your whole family.</p>	<p>Qatar offers a range of wondrous cultural experiences to suit everyone from the youngest to the oldest member of the family.</p>	<p>Qatar has something to relax, restore and revive everyone.</p>
RTBS	<p>The sun always shines on Qatar's beautiful coastline.</p> <p>With its golden beaches and tranquil azure seas it's the perfect destination for families all year round.</p> <p>And our exclusive family-oriented beachfront villas let every family relax and enjoy their holiday in private.</p>	<p>Live life with your family to the full in an exciting sports paradise in the Arabian Gulf.</p> <p>Get your adrenaline rush fix under the desert sun with sand boarding or take the plunge and explore life under the waves scuba diving.</p>	<p>Escape the day-to-day and reconnect.</p> <p>Qatar is a land of activities, adventures and picturesque attractions so you're guaranteed to make new memories together.</p>	<p>Qatar offers a luxury getaway like no other.</p> <p>Enjoy a whole world of fine dining in Doha with countless restaurants run by globally famous Michelin chefs.</p> <p>Then pamper yourself at one of our world-beating 5* hotels spas.</p>	<p>Feel the history and immerse yourself in Qatar's world class heritage sites (Souq Waqif), museums (MIA, NMOQ) and restaurants.</p>	<p>Qatar offers a wide range of activities that can soothe or energise everyone, from world class resorts to relaxing wellness centres.</p>
CALL TO ACTION	<p>AWARENESS 'Discover it all at VisitQatar.com'</p>		<p>CONSIDERATION 'Plan your trip today at VisitQatar.com'</p>		<p>BOOKING Book now at QatarAirways.com' or Book Now'</p>	
URL (ALL PHASES / CREATIVE)	<p>VisitQatar.com</p>					

OUR GLOBAL CAMPAIGN COMMS

OVERARCHING MESSAGE	أكثر من شعور توفر قطر العديد من التجارب الملهمة سواء كنتم عائلة تُريد الترفيه أو زوجين يبحثون عن طريقة لكسر الروتين. قطر ليست كباقي الوجهات، هي وجهة تجمع ما بين التجارب والعواطف. قطر أكثر...					
OVERARCHING MESSAGE TAILORED FOR OUR THREE KEY AUDIENCES	العائلة: أكثر من جمعة		الزوجين: أكثر من شعور		الأصدقاء: أكثر من فرحة	
HOW 'FEEL MORE' IS TAILORED BY DEMAND SPACE...	لعشاق البحر أكثر من فرحة متعة حياة	لعشاق المغامرات أكثر من وناسة مغامرة تشويق	الرحلات الرومانسية أكثر من محبة شعور ذكريات	لمحبي الرفاهية أكثر من رفاهية تميز جمال	لمحبي الثقافة أكثر من فن معرفة حضارة	للاسترخاء والانتعاش أكثر من استجمام راحة اجواء
KEY FAMILY OUTTAKE	ببحرها الأزرق وشمسها المشرقة، قطر هي الوجهة المثالية للعائلات	تقدم قطر عددا غير محدود من التجارب والأنشطة المشوقة لجميع الاسرة	قطر بتجاربها ومناظرها الرائعة هي الوجهة المثالية التي تتشاركها مع من تحب	قطر هي الوجهة المثالية لترفيه عائلتك	تقدم قطر العديد من التجارب الثقافية الغنية التي تلهم كامل العائلة	قطر هي وجهة اسرتك للاستجمام و الراحة.
RTBS	ساحل قطر المشرق طوال السنة بشواطئه الذهبية و بحاره الهادئة هو الوجهة المثالية للعائلات تهيئ الشواطئ و الفلل الخاصة للعائلات الفرصة للاسترخاء والاستمتاع بخصوصية تامة	عش تجارب لا تنسى مع عائلتك ومارس أكثر الأنشطة الرياضية المشوقة في الخليج العربي. عش الانارة أثناء التزلج على الرمال الصحراوية أو الغوص لاكتشاف الحياة المائية المبهرة	قطر هي الوجهة الأمثل لخوض المغامرات، زيارة المعالم السياحية الخلابة ولتكوين أفضل الذكريات مع من تحب	قطر ملاذ للرفاهية لا مثيل له استمتع بعالم من المأكولات الفاخرة في عدد لا يحصى من مطاعم طهارة ميشلان المشهورين عالميًا. و دلي نفسك في منتجعاتنا ذات الخمس نجوم	عش تاريخ و تراث قطر في مواقعها التراثية العالمية المميزة و زر المتاحف و المطاعم والأسواق المتعددة	جدد طاقتك برفاهية تامة و استرخ بمنتجعات قطر الصحية العالمية
CALL TO ACTION	مرحلة الوعي اكتشف المزيد على VisitQatar.com		مرحلة الاعتبار خطط 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

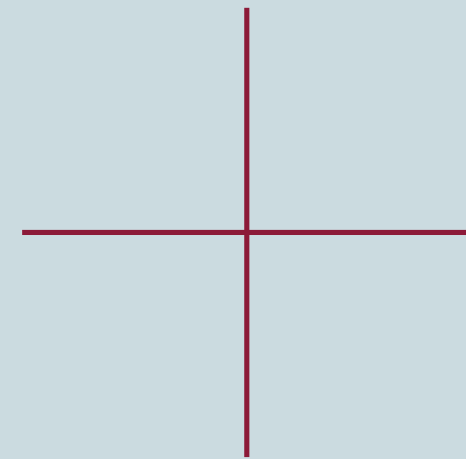
PHOTOGRAPHY PRINCIPLES

EMOTION

FIRST PERSON POV

NATURAL GLOW

MOVEMENT

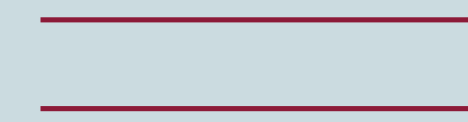


COLOUR PRINCIPLES

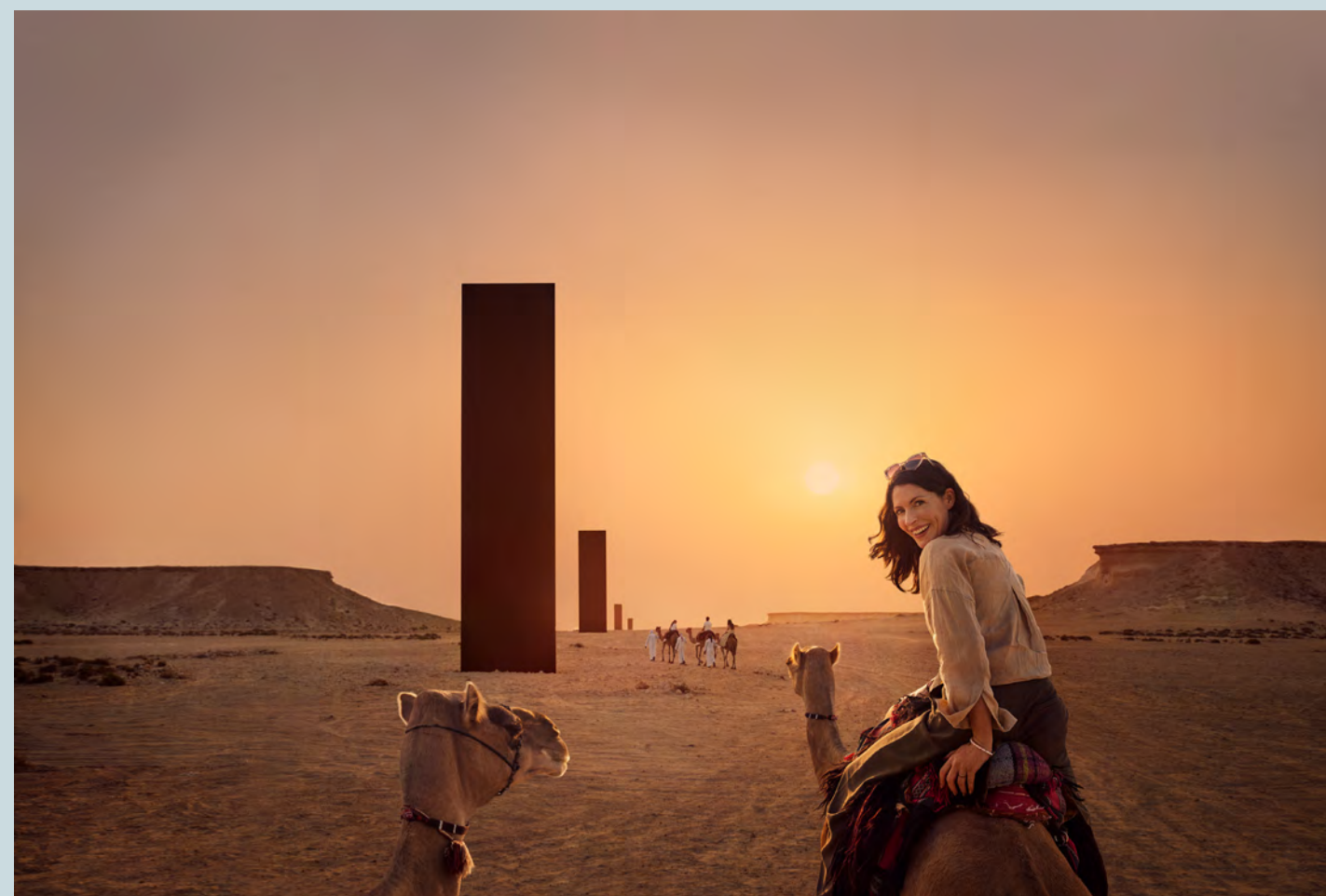
BRIGHT TURQUOISES
AND ELEGANT BLUES

GLOWING HIGHLIGHTS
AND HEIGHTENED REALITY

WARM SHADE AND
CONTRASTS



**UPLIFTING
DRAMA**



OUR BRAND LOGOS

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.



OUR BRAND LOGOS

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

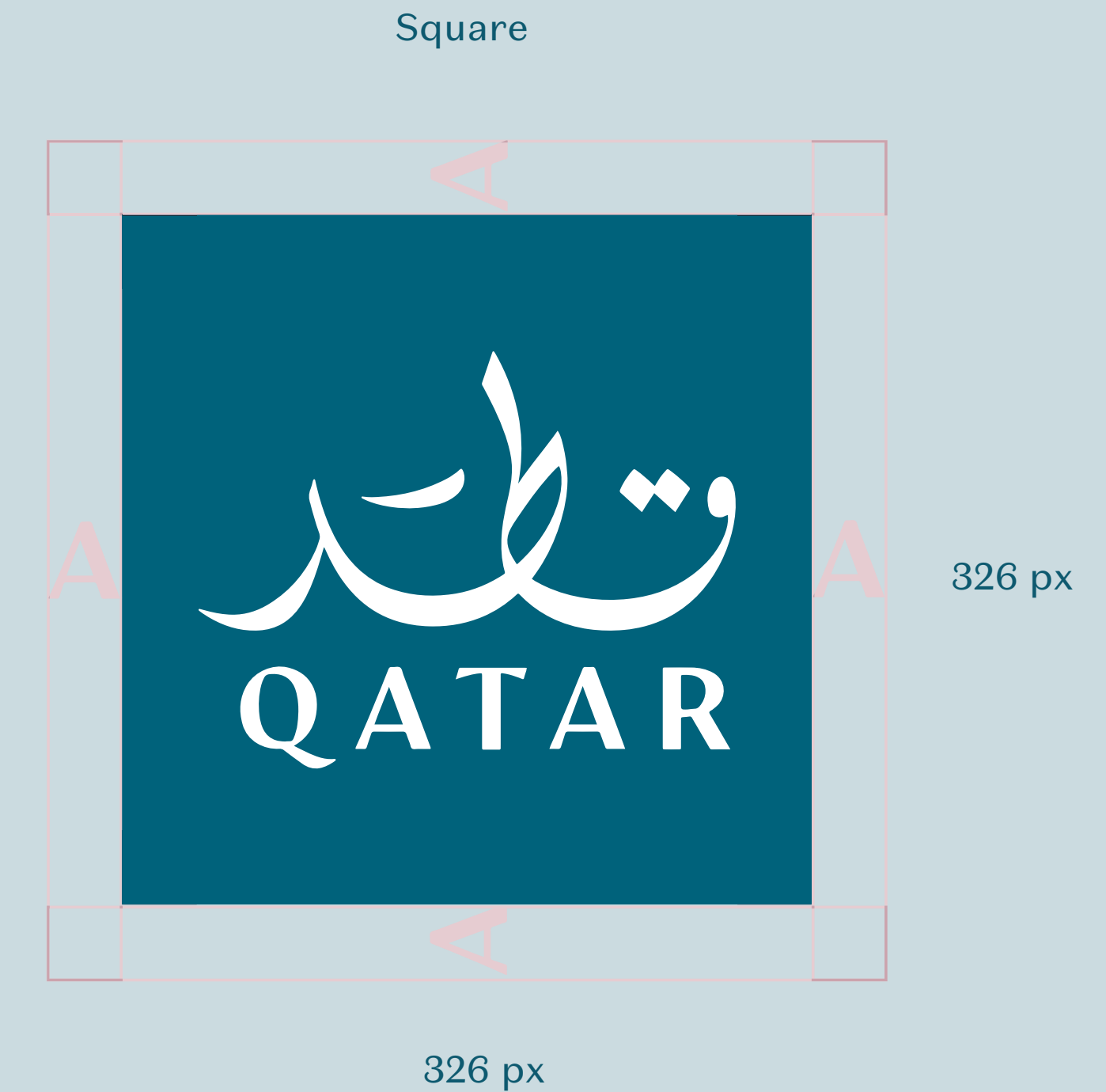
The brandmark is surrounded by an area of clear space. This space should be kept clear of all other graphic elements and typography to maintain clarity and prominence for the brandmark on all applications.

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 the all the brandmark version.



Leave A spacing clear around lock-up



OUR GLOBAL CAMPAIGN LOCK-UP AND SIGN-OFF

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 clearspace 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



OUR GLOBAL CAMPAIGN LOCK-UP AND SIGN-OFF

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

BRAND 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.

BRANDMARK



NEGATIVE BRANDMARK



BLACK AND WHITE BRANDMARK



OUR GLOBAL CAMPAIGN LOCK-UP AND SIGN-OFF

LOCK-UP ACROSS
OTHER LANGUAGES

EMOCIÓNATE
EN

SPANISH



KATAR'DA
DAHA
FAZLASINI
HİSSEDİN

TURKISH



TERRE
DE
SENSATIONS

FRENCH



ERLEBE
MEHR
IN

GERMAN



VIVI LE TUE
SENSAZIONI
IN

ITALIAN



أكثر
من
شعور

ARABIC



OUR GLOBAL CAMPAIGN LOCK-UP AND SIGN-OFF

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.

PRIMARY BRANDMARK

PRINT



X

PRIMARY BRANDMARK - ENGLISH LOCK-UP

PRINT



X

PRIMARY BRANDMARK - ARABIC LOCK-UP

PRINT



X

DIGITAL



X

DIGITAL



X

DIGITAL



X

OUR GLOBAL CAMPAIGN LOCK-UP AND SIGN-OFF

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 ADD EFFECTS TO THE BRANDMARK



DO NOT DISTORT THE BRANDMARK



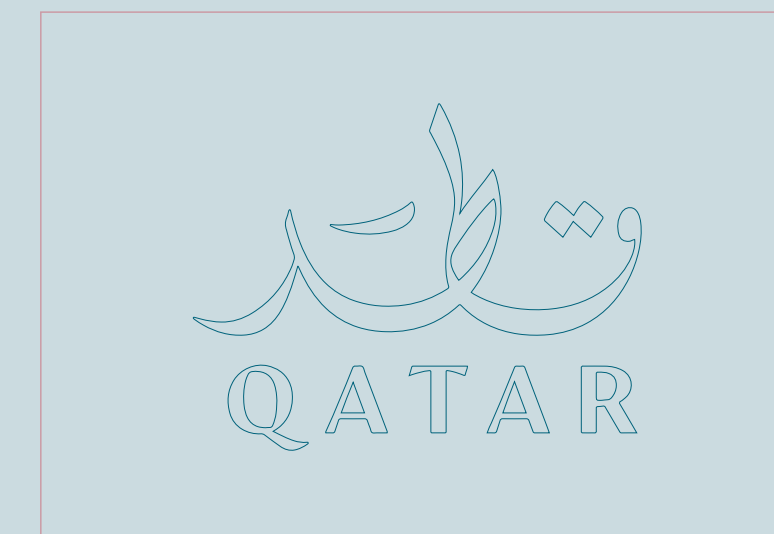
DO NOT ROTATE THE BRANDMARK IN ANY WAY



DO NOT CROP THE BRANDMARK



DO NOT OUTLINE THE BRANDMARK



OUR GLOBAL CAMPAIGN LOCK-UP AND SIGN-OFF

FEEL MORE IN QATAR

France	German	Spanish	Arabic	Turkish	Italian
TERRE DE SENSATIONS	ERLEBE MEHR IN	EMOCIONATE EN	أكثر من شعور	KATAR'DA DAHA FAZLASINI HİSSEDİN	VIVI LE TUE SENSAZIONI IN

TYPOGRAPHY

PRIMARY ARABIC TYPE

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/>

زاريد سانس
29LT ZARID SANS

REGULAR

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي
9876543210

MEDIUM

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي
9876543210

BOLD

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي
9876543210

TYPOGRAPHY

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/>

DOMAINE SANS TEXT

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPOGRAPHY

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.

TAHOMA

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789








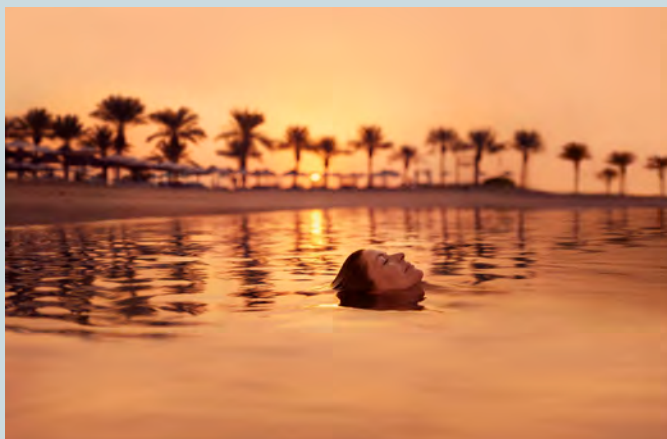
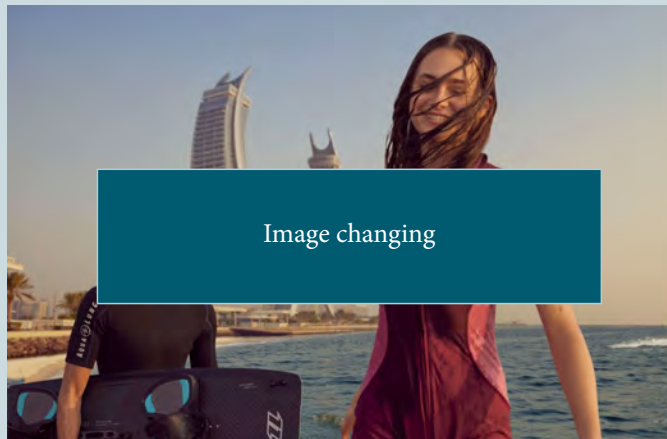




ا ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي
9876543210

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي
9876543210

OUR CAMPAIGN KEY VISUALS

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

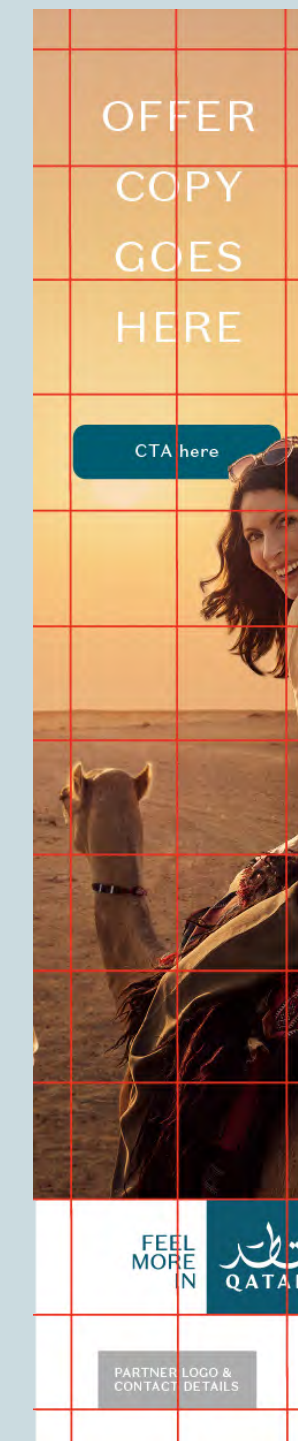
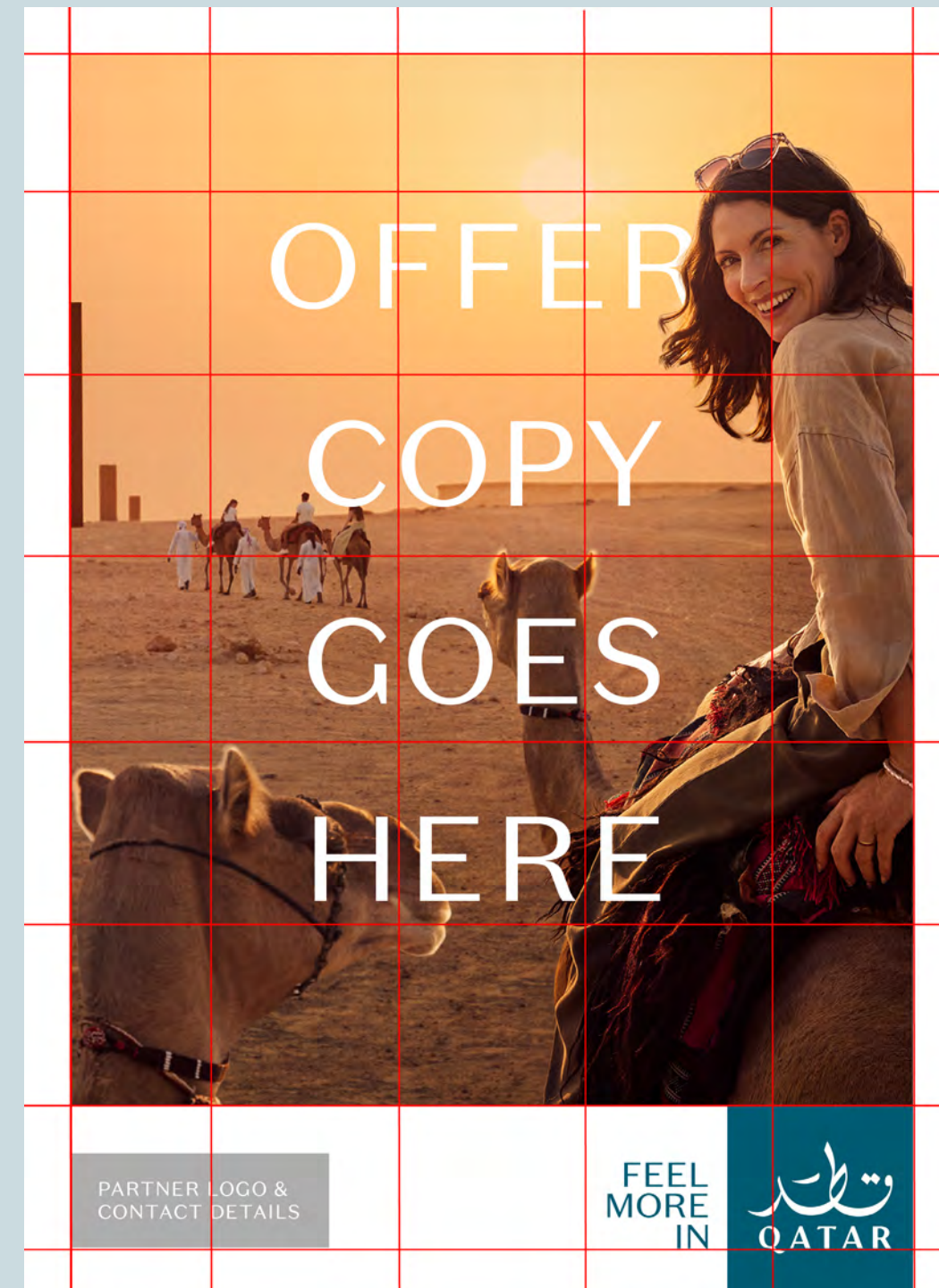
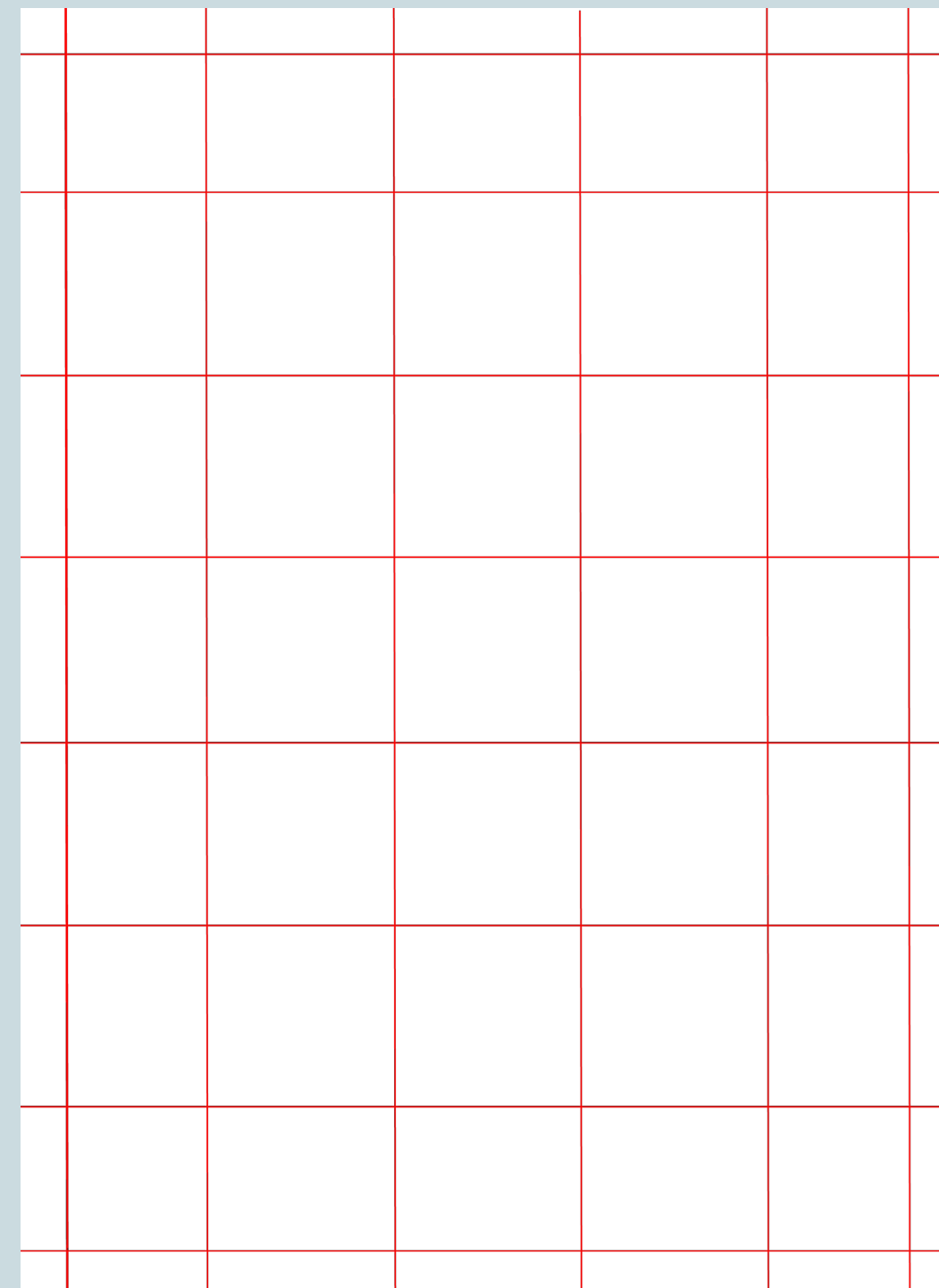
VISUAL LANGUAGE

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.



tone of voice

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 BREAKDOWN

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 00627B
PANTONE 7470C
C90 M0 Y9 K57
R0 G98 B123

RUBY

HEX 920031
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





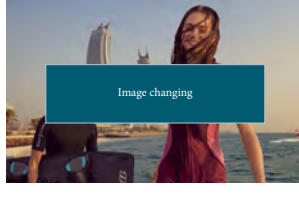
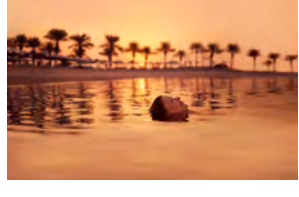
**TEENAGE BROTHER
AND SISTER**

Active holiday
Sun, Sea, Sand

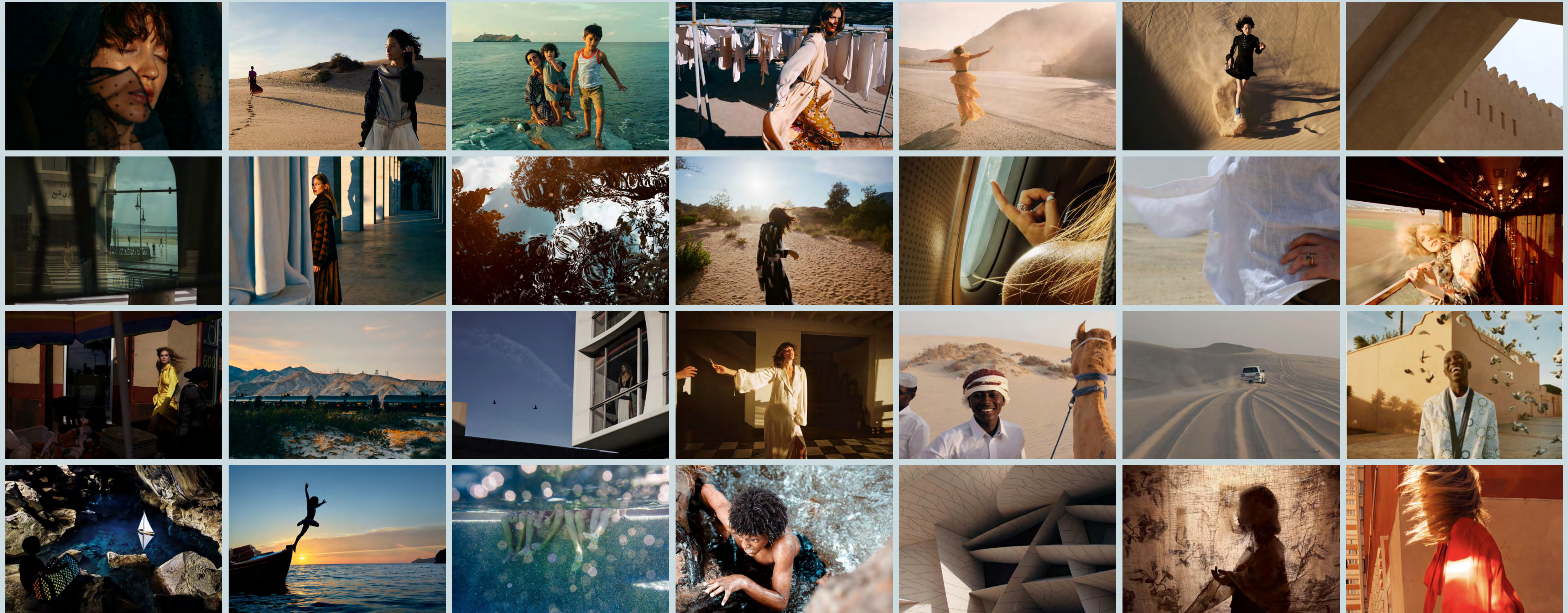
A GUIDE TO FEEL MORE IN QATAR - TRANSLATED LINES

KEY VISUAL		EN MASTER HEADLINE
	CAMEL	FEEL MORE WONDER
	DHOW	FEEL MORE TOGETHER
	TENT	FEEL MORE LOVE
	FLOATING + EVIE	FEEL MORE WARMTH
	SPEEDBOAT	FEEL MORE FUN
	KAYAK	FEEL MORE TRANQUIL
	SOUQ	FEEL MORE JOY

A GUIDE TO FEEL MORE IN QATAR - TRANSLATED LINES

KEY VISUAL		EN MASTER HEADLINE
	GASTRONOMY	FEEL MORE INDULGED
	YOGA	FEEL MORE SERENE
	SHOPPING	FEEL MORE PAMPERED
	NMOQ	FEEL MORE CURIOUS
 <small>Image changing</small>	KITESURFING	FEEL MORE THRILLS
	FLOATING MUM	FEEL MORE RELAXED

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!



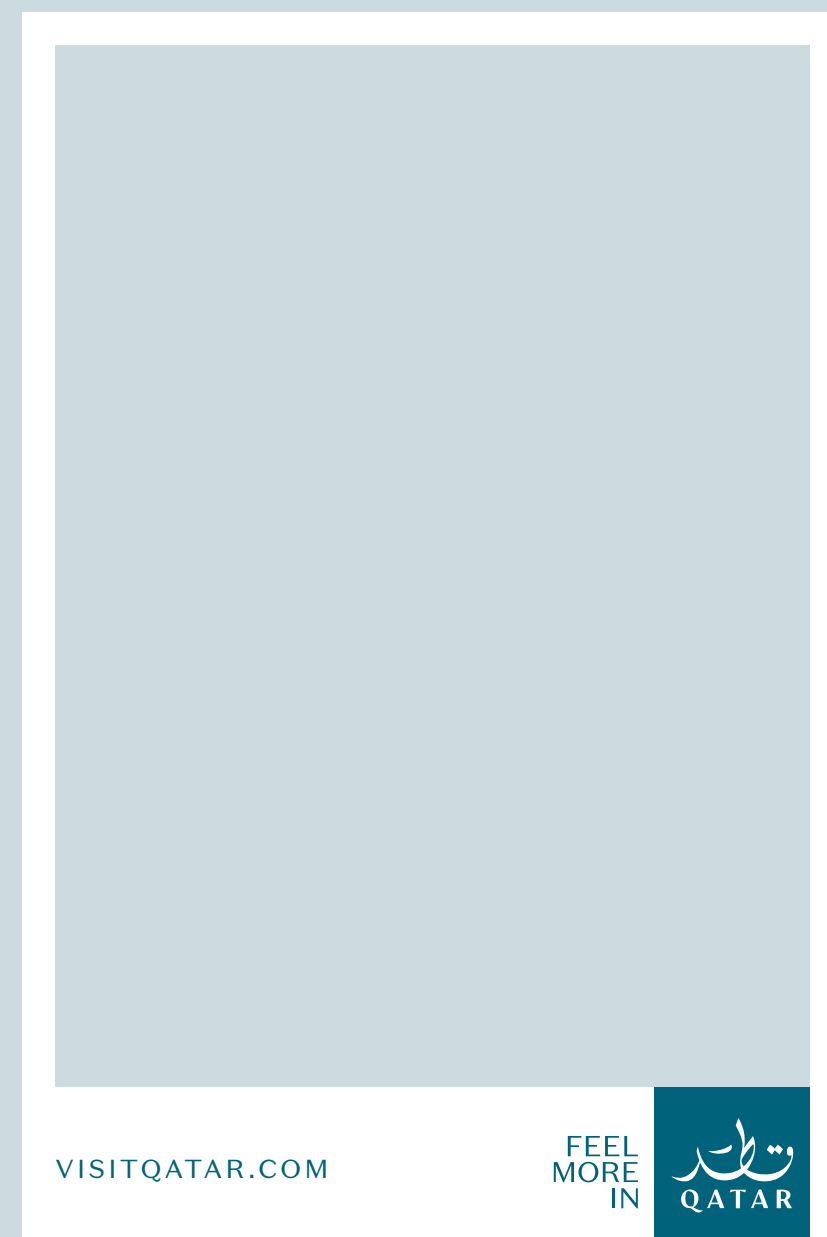
Shaheen isn't shy when it comes to showing the world just how magnificent his country is. He's a wise falcon who's as proud of the beautiful souks and deep culture as he is of the exciting and vibrant new architecture in the West Bay.

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.

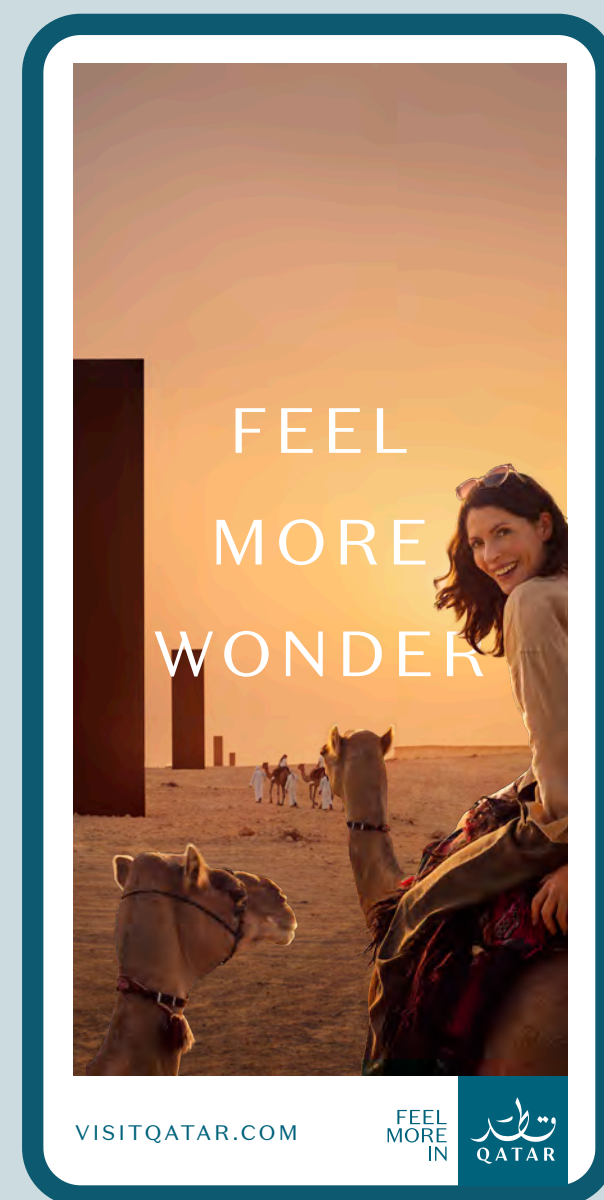
OUR CONNECTING THREAD: EDITORIAL FRAME

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.

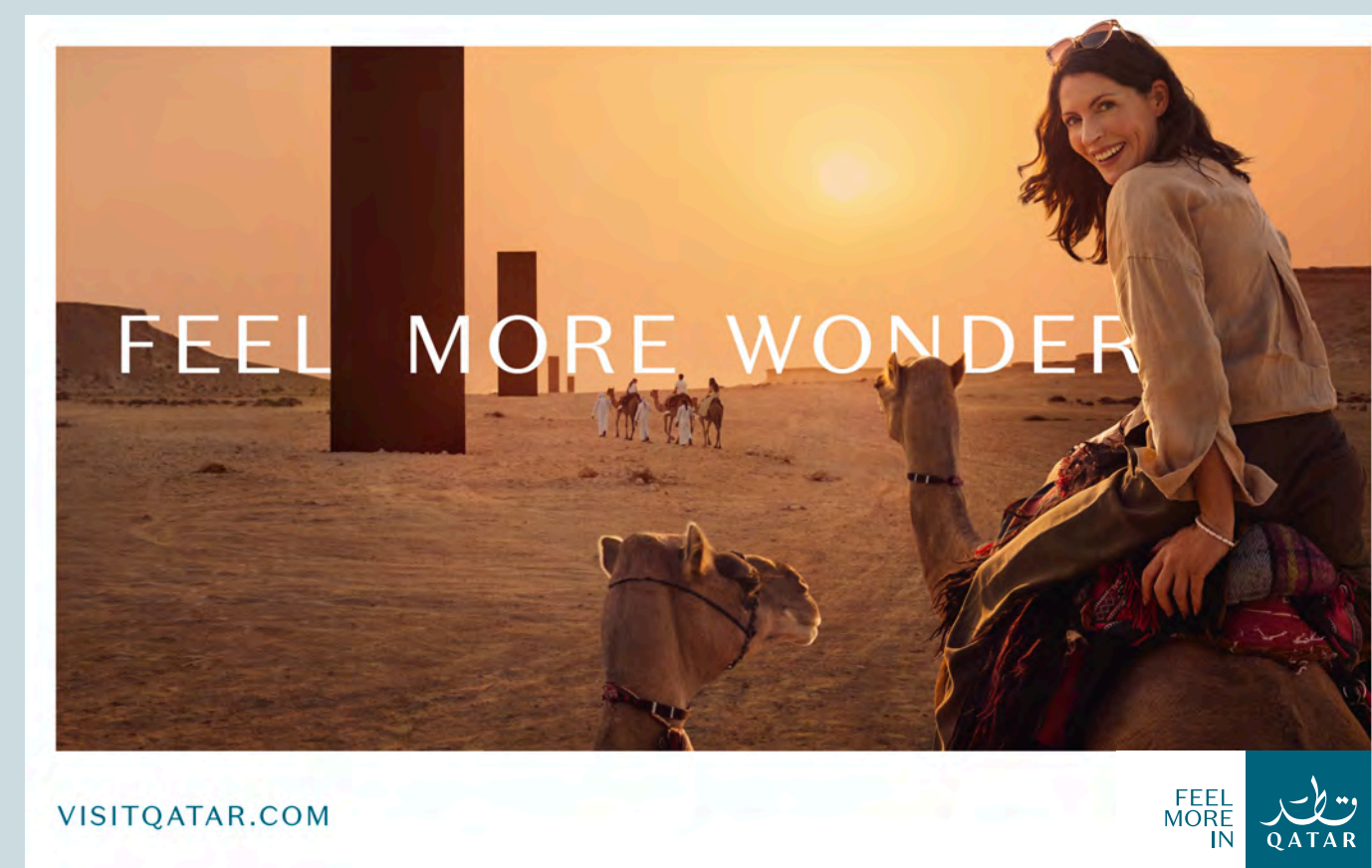
It also cues the wonderful emotions of nostalgia and memory evoked by moments captured in analogue photography.



Editorial Frame



Social



OOH



Event and Collateral

A GUIDE TO 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.

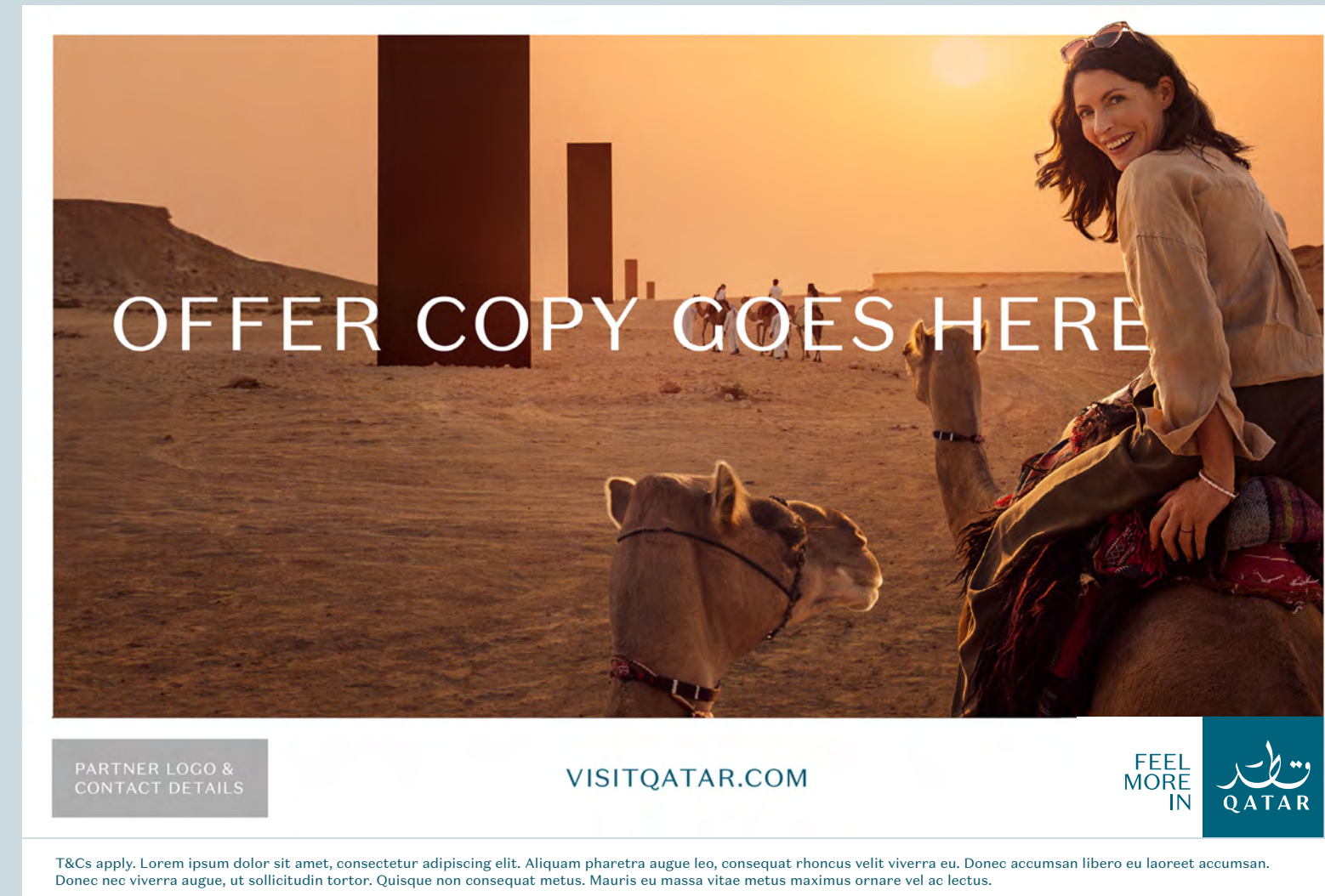
When it is not possible the headline sits on a clear background.

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.



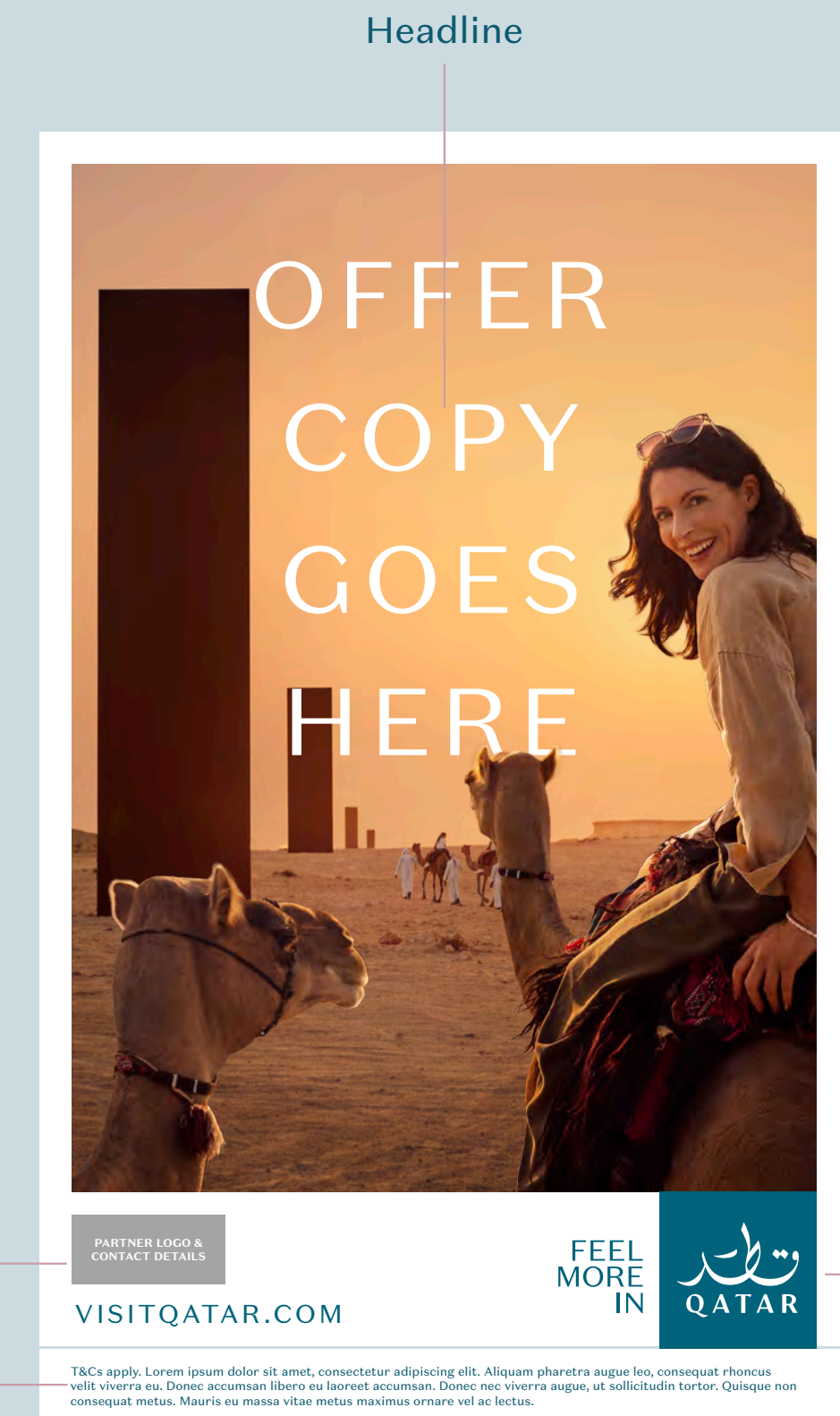
WHAT NOT TO DO

Headline text should not cover any faces.

Elements should not fully cover a letter.

Partner logo & contact details

Terms and conditions



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

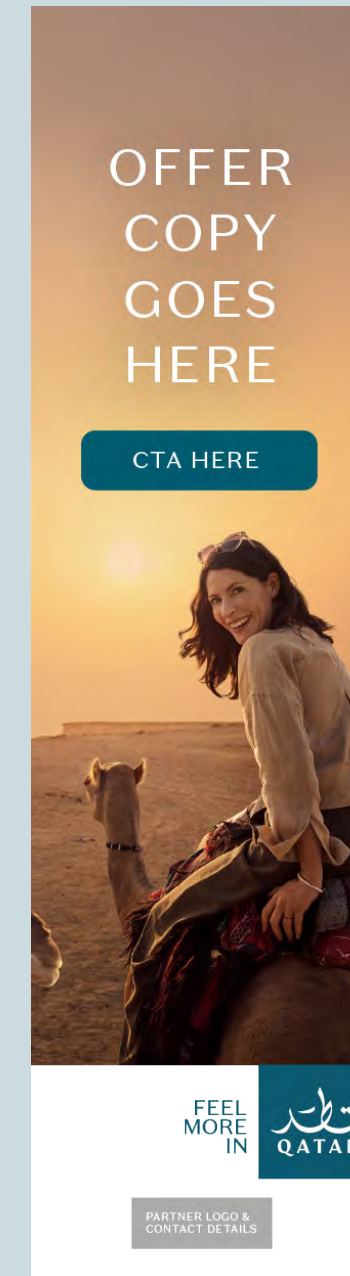
These are the most common sizes that we recommend buying that are big enough to carry a brand message.

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

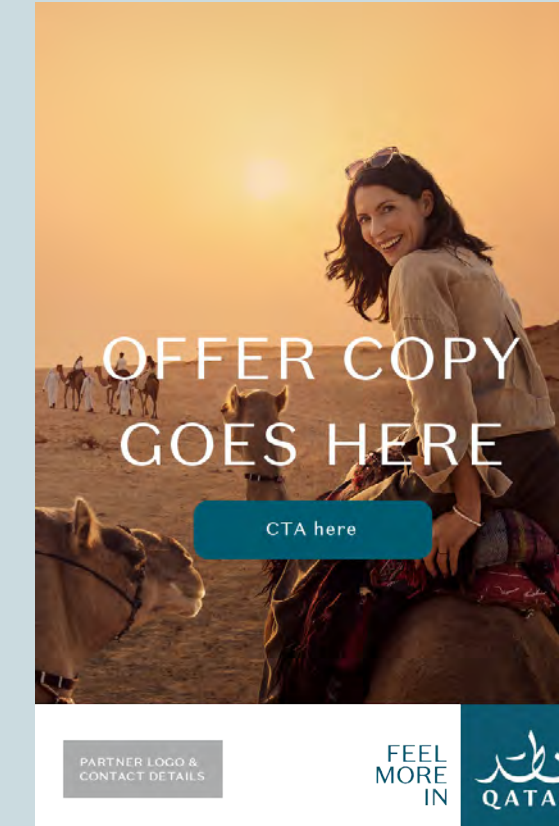
This page shows the final frames to guide your adaptation with your logo and copy. The grid should reflect the size of the teal box. The white border should be a quarter of the size of the teal box.



Half-Page ad (Double MPU)
300 x 600px



Wide Skyscraper
160 x 600px



Vertical Rectangle
320 x 480px



Medium Rectangle (MPU)
300 x 250px

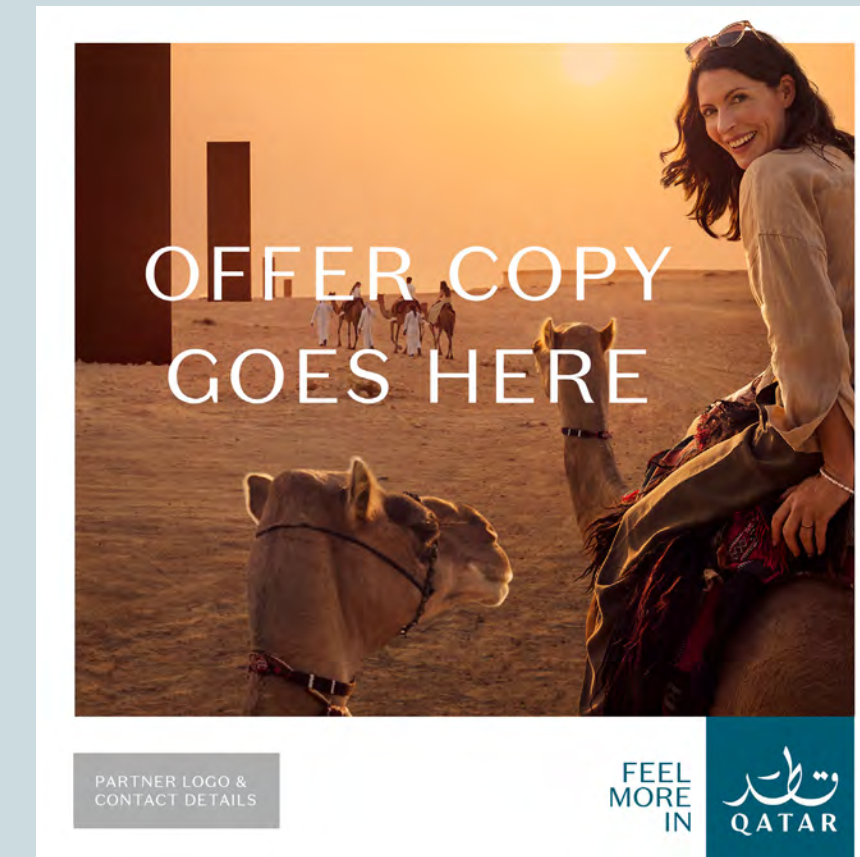
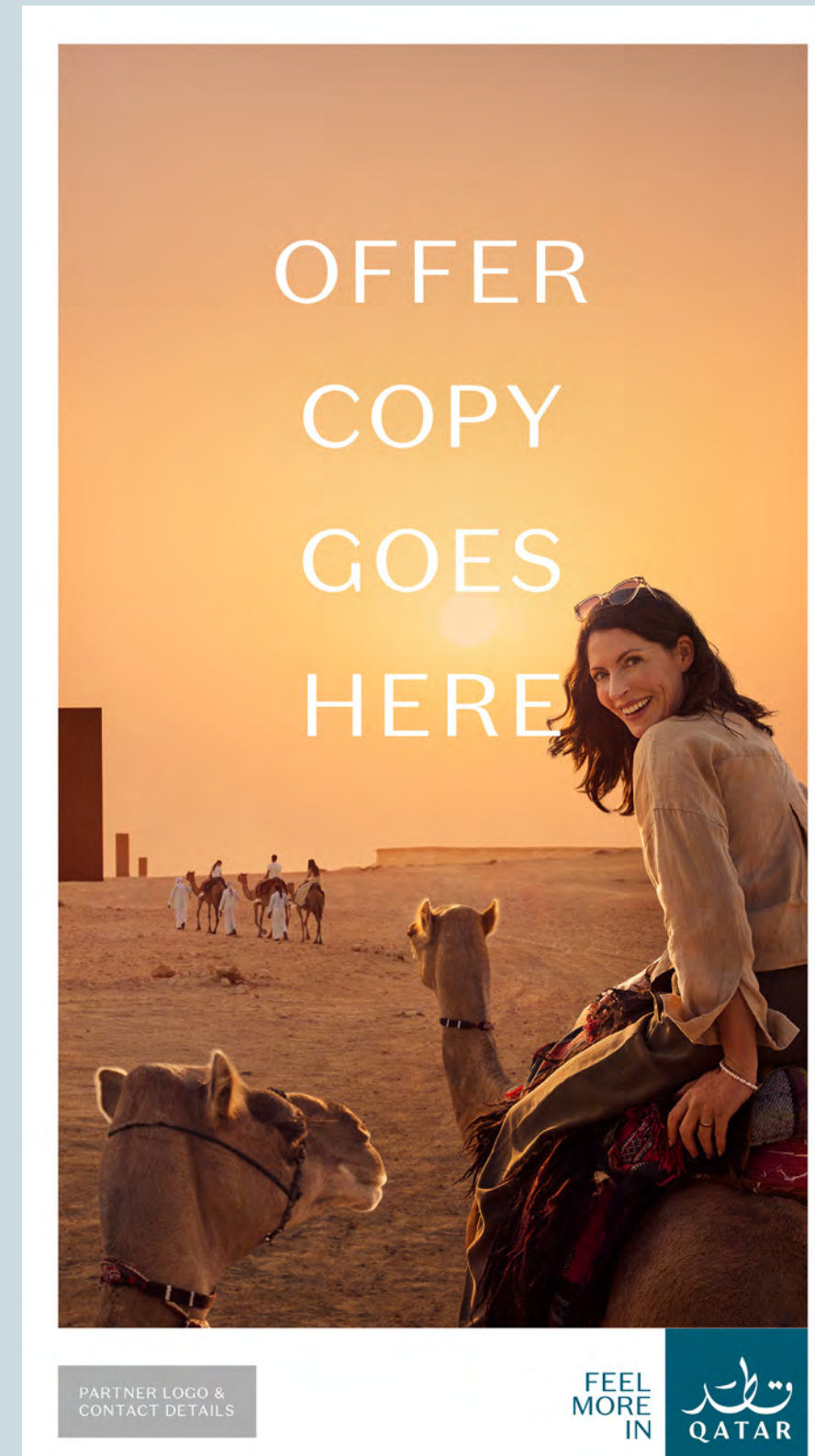
We've made available master assets and templates in 4:5 and 9:16 formats for each of the 5 demand spaces.

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

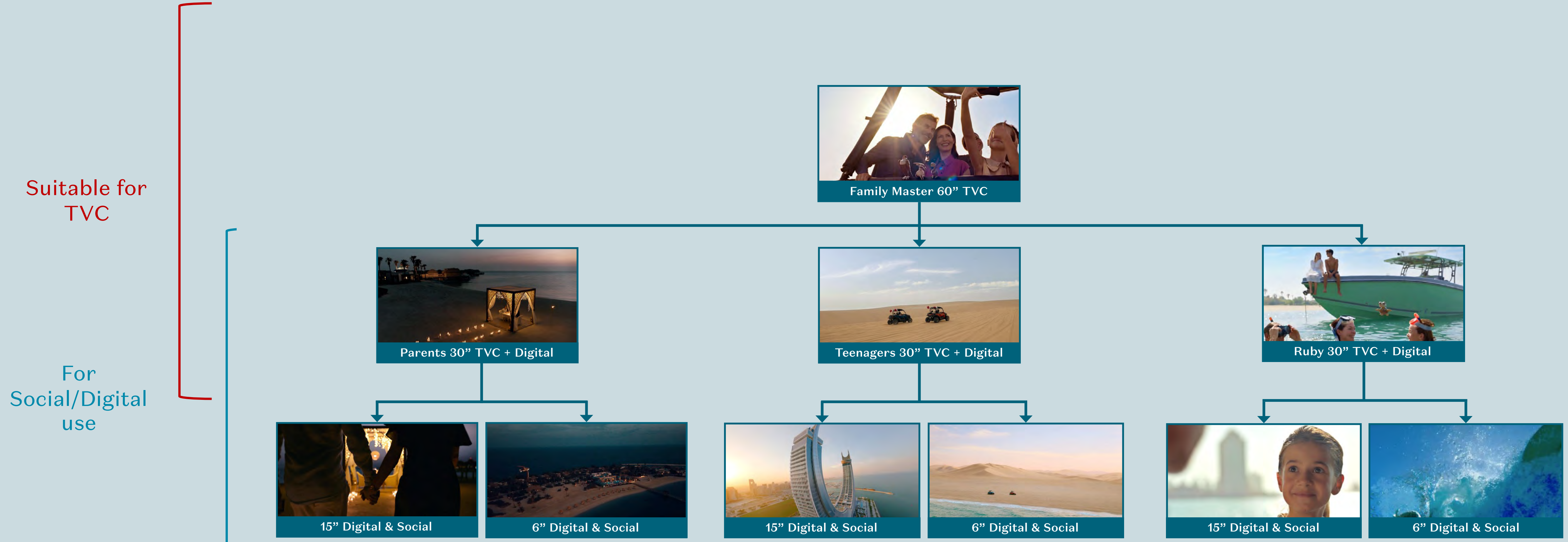
Spaces have been made available for partner logo, contact details and CTA. Please ensure the logo, contact details and CTA work within the space provided.

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



AV ENDFRAME LOCK-UP

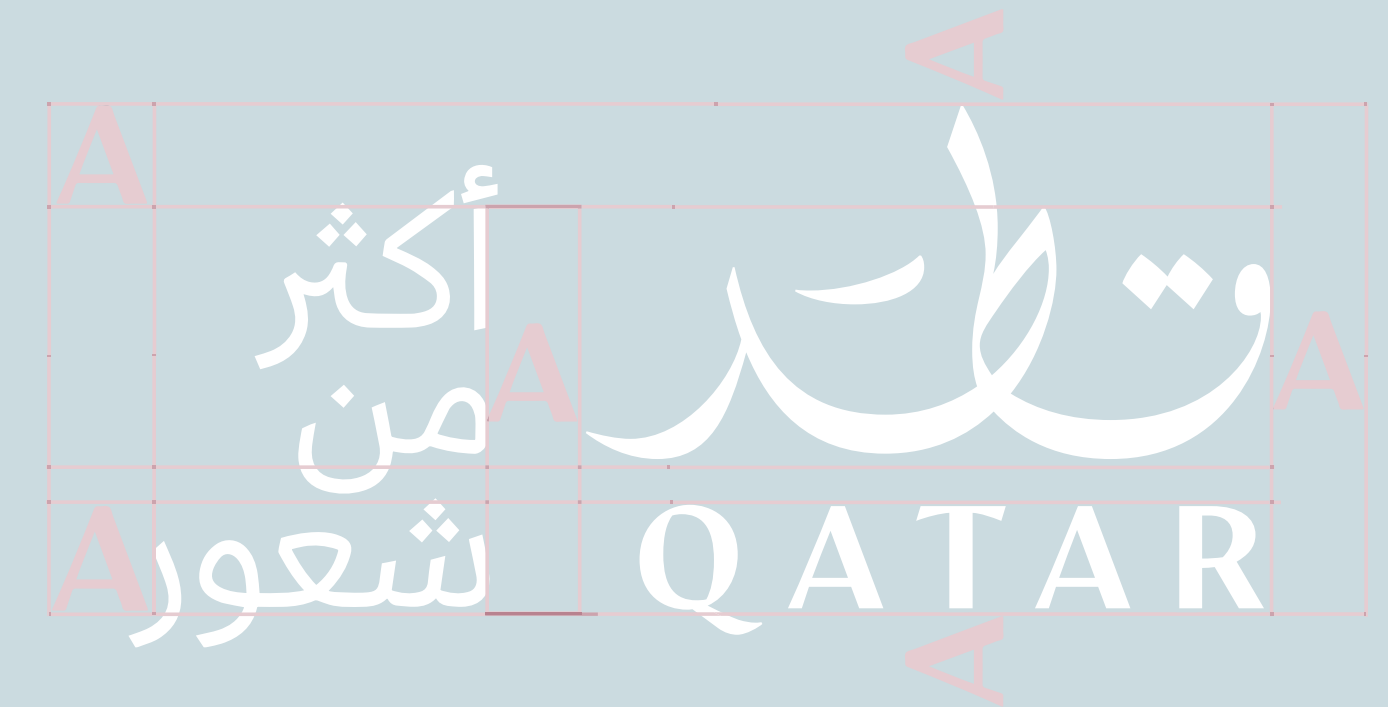
SECONDARY BRANDMARKS: ENGLISH AND ARABIC LOCK-UP

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.



A GUIDE TO FEEL MORE IN QATAR - TRANSLATED LINES

ENGLISH UK	FRENCH	GERMAN	ARABIC	SPANISH	TURKISH	ITALIAN
FEEL MORE IN QATAR	TERRE DE SENSATIONS	ERLEBE MEHR IN [QATAR]	أكثر من شعور	EMOCIÓNATE EN [QATAR]	KATAR'DA DAHA FAZLASINI HİSSEDİN	VIVI LE TUE SENSAZIONI IN [QATAR]
FEEL MORE WONDER	RESSENTEZ PLUS D'ÉMERVEILLEMENT	ERLEBE MEHR UND STAUNE	أكثر من فن	SIENTE MÁS FASCINACIÓN	DAHA MACERACI HİSSEDİN	VIVI LA MERAVIGLIA
FEEL MORE TOGETHER	RESSENTEZ PLUS DE COMPLICITÉ	ERLEBE MEHR GEMEINSAM	أكثر من جمعة	SIENTE MÁS UNIDAD	BİRLİKTE OLMANIN KEYFİNİ HİSSEDİN	VIVI LO STARE INSIEME
FEEL MORE LOVE	RESSENTEZ PLUS DE PASSION	SPÜRE MEHR ROMANTIK	أكثر من عشق	SIENTE MÁS EL AMOR	AŞKIN DAHA FAZLASINI HİSSEDİN	VIVI L'AMORE
FEEL MORE WARMTH	RESSENTEZ PLUS DE CHALEUR	SPÜRE MEHR HERZLICHKEIT	أكثر من راحة	SIENTE MÁS CALIDEZ	DAHA FAZLA HEYECAN	VIVI IL CALORE UMANO
FEEL MORE FUN	RESSENTEZ PLUS D'EUPHORIE	ERLEBE MEHR SPASS	أكثر من متعة	SIENTE MÁS DIVERSIÓN	EĞLENCEYİ HİSSEDİN	VIVI L' ALLEGRIA
FEEL MORE JOY	RESSENTEZ PLUS DE JOIE	SPÜRE MEHR FREUDE	AWAITING APPROVAL	SIENTE MÁS ALEGRÍA	DAHA FAZLA MUTLULUK	VIVI UNA GIOIA
FEEL MORE TRANQUIL	RESSENTEZ PLUS DE QUIÉTUDE	SPÜRE MEHR ERHOLUNG	أكثر من وناسة	SIENTE MÁS TRANQUILLIDAD	DİNGİNLİĞİ HİSSEDİN	VIVI LA TRANQUILLITÀ
FEEL MORE INDULGED	RESSENTEZ PLUS D'ÉPANOUISSEMENT	AWAITING APPROVAL	أكثر من تمیّز	SIENTE MÁS BIENESTAR	AYRICALIĞI HİSSEDİN	VIVI GLI SFIZI
FEEL MORE PAMPERED	AWAITING APPROVAL	AWAITING APPROVAL	AWAITING APPROVAL	AWAITING APPROVAL	AWAITING APPROVAL	AWAITING APPROVAL
FEEL MORE THRILLS	RESSENTEZ PLUS D'ÉMOTIONS FORTES	SPÜRE MEHR SPANNUNG	أكثر من مغامرة	SIENTE MÁS EMOCIONES	HEYECANIN DAHA FAZLASINI HİSSEDİN	VIVI LE EMOZIONI
FEEL MORE SERENE	RESSENTEZ PLUS DE SÉRÉNITÉ	SPÜRE MEHR RUHE	أكثر من استجمام	SIENTE MÁS SERENIDAD	HUZURU HİSSEDİN	VIVI LA SERENITÀ
FEEL MORE CURIOUS	RESSENTEZ PLUS DE CURIOSITÉ	MEHR NEUGIER SPÜREN	أكثر من فضول	SIENTE MÁS CURIOSIDAD	KEŞFETME HAZZINI HİSSEDİN	VIVI LA CURIOSITÀ

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



DIGITAL BANNERS

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.



768 x 1024px



160 x 600px



320 x 480px



300 x 250px

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.



PRINT

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.

Headline



Partner logo & contact details

Terms and conditions

Lock-up

THANK YOU