

visit  
QATAR



# OUR INTRODUCTION

# INTRODUCTION

In this document, you will find comprehensive guidelines designed to encapsulate the essence of Qatar and its rich, vibrant culture. Our goal is to establish and maintain a cohesive global brand identity and campaign strategies. Achieving consistency is crucial in order to present a brand that is thoughtful, confident, authentic, and welcoming.

This document serves as a reference for any questions or uncertainties you may have regarding the brand.

It is important that every aspect of our brand and campaigns adhere to these guidelines to ensure that our image and reputation remain strong and positive.

When our brand or campaign lacks consistency, it can negatively impact our reputation and overall image, an outcome we are keen to avoid.

By following these guidelines, we can collectively contribute to a unified and compelling brand presence.

OUR BRAND PLATFORM

# MOMENTS

We believe in a single, guiding idea.  
We believe in the power of moments.  
Intense. Exhilarating. Surprising. Wonderful.  
Moments that connect us, unite us, inspire us.  
Moments that last a lifetime.

**Moments that are only made in Qatar.**

Under the brightest skies.  
Amongst the clearest seas .  
Memories are formed...  
in moments. Moments to get lost in.  
Moments that make us.  
Shape us.  
That bridge our past...and our future.  
These moments in the blink of an eye,  
that last a lifetime.  
Whether it's time to take off,  
Or slow down.  
We believe life means more than  
a ticking clock.  
Or a date on the calendar.  
Here we measure our days in moments.  
Enjoy the journey  
as much as the destination.  
Make every encounter a warm welcome.  
An invitation to live life fully.  
To write a new story.  
To be surprised.  
To take your breath away.

**Welcome to Qatar,  
and the moments that stay with you.**



OUR TONE OF VOICE

OUR TONE OF VOICE

# KEY PRINCIPLES

Three key characteristics will help deliver a consistent and impactful campaign.

**Evocative**

We provoke an emotional response by using evocative language and emotional storytelling.

**Authentic**

We help audiences feel the warm hospitality of Qatar through how we speak to them.

**Elevated**

We promote Qatar as a premium destination by using elevated and confident language.

EVOCATIVE

AUTHENTIC

ELEVATED

OUR TONE OF VOICE

# KEY PRINCIPLES

**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.

EVOCATIVE

AUTHENTIC

ELEVATED

OUR TONE OF VOICE

# KEY PRINCIPLES

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 the audiences.
- Where possible, find elements in Qatar that will surprise people as a travel destination that contradicts preconceived negative ideas or understanding.

EVOCATIVE

AUTHENTIC

ELEVATED

OUR TONE OF VOICE

# KEY PRINCIPLES

## Elevated

- Confidence is key. Always speak with an assuredness that gives the customer peace of mind. As all good service would.
- 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 over all.

EVOCATIVE

AUTHENTIC

ELEVATED

OUR TONE OF VOICE

# APPLICATION - DREAM PHASE

## Dial up...Evocative

In the dream phase, we are trying to inspire our audience and create a strong emotional reaction.

We want them to imagine the incredible possibilities of a stay in Qatar.

## Before

Designed by Pritzker Prize winning architect Jean Nouvel, the National Museum of Qatar, draws inspiration from and recreates the naturally occurring crystal formations known as the “desert rose”. The design features interlocking disks and spans a whopping 430,500 square feet, and is built around Sheikh Abdullah bin Jassim Al-Thani’s original palace, and seat of the government for 25 years. Use your Culture Pass Plus or Family membership to gain free and unlimited entry to galleries and exhibitions across Qatar Museums’ network.

## After

The architect of the National Museum of Qatar, Jean Nouvel, found his seed of architectural inspiration in the intricate geometry and glistening facets of the desert rose.

The museum building features interlocking disks mimicking the rare desert formations, and spans an expansive 430,000 square feet. The new building envelops Sheikh Abdullah bin Jassim Al-Thani’s original palace, juxtaposing the country’s cultural past against its future-ready present.

Find inspiration in our prized series of national cultural destinations, including the National Museum of Qatar. Use your Culture Pass Plus or Family membership to gain free and unlimited entry across the Qatar Museums’ network.

OUR TONE OF VOICE

# APPLICATION - PLAN PHASE

## Dial up...Authentic

In the plan phase, we are trying to invite and allure our audience to take action.

A warm, authentic and human tone will help people feel welcomed and comfortable to make that decision to book.

## Before

Falconry is a traditional sport in Qatar, and Souq Waqif is home to a Falcon Souq where you can see the majestic birds up close and, under the shopkeeper's watchful eye, pose with a falcon perched on your arm. It is also possible to buy falcons and accoutrements here, and a dedicated hospital cures whatever ails them.

## After

Falconry is to us, what football is to Brazil, and cricket is to England. It's our traditional sport and national obsession—one that our forefathers took pride in, and our youth continue to nurture.

We invite you to pay a visit to Doha's Souq Waqif. With its narrow, spice-scented alleyways and its famous Falcon Souq, it offers a rich, potent experience of our culture, not to mention an opportunity to interact with the majestic birds up close. It's always a pleasure to see guests pose with falcons perched on their arms. And if a bird catches your fancy, you could buy it too!

OUR TONE OF VOICE

# APPLICATION - BOOK PHASE

## Dial up...Elevated

In the book phase, it is important that our language communicates Qatar is a premium destination. Despite amazing offers it must always feel like you are buying into a luxury travel experience.

## Before

Those who prefer independence and flexibility can easily move around the country using the accessible and affordable public transport system.

The bus network connects Hamad International Airport to various destinations across the city, offering a convenient transport option. Bus fare can only be paid with a Karwa Smartcard, available at HIA help desks near baggage claim belts 5 & 6.

## After

We offer a world-class, extensive and affordable public transportation system to facilitate and inspire your discovery of our country.

One of the most convenient ways to get around is using our bus network, which connects Hamad International Airport to destinations across the city. You'll need a Karwa Smartcard to pay your bus fare, which you can purchase at one of our airport helpdesks near baggage claim belts 5 and 6.

OUR TONE OF VOICE

# THINGS TO AVOID

- X** Avoid being bold for boldness' sake. The objective is to connect with the reader through nuanced, textured and poetic writing rather than brash, eye-catching statements.
- X** Where possible, avoid the use of the passive voice. Using the active voice forces you to use pronouns such as 'we' and 'you,' creating a personal connection with the reader.
- X** Where possible, use first and second person pronouns in copy. Use third person pronouns only when necessary.
- X** Limit the use of negative words. Where possible, reframe the sentence as a positive one.
- X** Avoid slang language. Replace slang words and colloquial abbreviations with standard English.
- X** Avoid using exclamatory statements.
- X** Avoid using complicated language. Remember this is for a global audience and must be easily translatable.

OUR TONE OF VOICE

# TRANSCREATION

As we are creating a global campaign that will need to be translated across a variety of languages, it is important to always keep transcreation in mind when writing copy.

Creative writing is always encouraged but it must still make sense when translated into another languages.



EXAMPLE 1

## A TO B, VIA SEA

This headline doesn't work as it only works in the English language.



EXAMPLE 2

## TAKE THE SCENIC ROUTE

This headline does work as it still makes sense when translated.

OUR LOGOTYPE

OUR LOGOTYPE

PRIMARY

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.



[DOWNLOAD ASSETS](#)

OUR LOGOTYPE

# COLOURWAYS

Our corporate 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.

POSITIVE COLOUR



NEGATIVE COLOUR



POSITIVE BLACK



NEGATIVE WHITE



OUR LOGOTYPE

# HORIZONTAL

For extreme horizontal formats, where the legibility of the primary brandmark might be compromised, you can use the extreme horizontal brandmark.

It's important to recognise this mark can only be used when there are size limitations.

The primary brandmark should always be the main mark to be used across all brand applications.

The logo features the word 'visit' in a lowercase, teal, sans-serif font, followed by 'QATAR' in a larger, uppercase, teal, serif font. Two small orange squares are positioned above the 'i' and 't' in 'visit', and a small red swoosh is located between the 't' and 'Q'.The logo features the word 'visit' in a lowercase, white, sans-serif font, followed by 'QATAR' in a larger, uppercase, white, serif font. Two small orange squares are positioned above the 'i' and 't' in 'visit', and a small red swoosh is located between the 't' and 'Q'.

OUR LOGOTYPE

# EXCLUSION & SIZE

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

The construction of the exclusion zone area is based on the height of the letter ‘A’ in the logotype, referred to here as ‘X’.

The minimum size of the Corporate brandmark in print is 1cm in height and in digital is 20px.

The brandmark is proportionally scalable and there is no limit on the maximum size.

The size is a minimum and can be increased to ensure better legibility.

MINIMUM EXCLUSION ZONE



The construction of the exclusion zone area is based on the height of the letter ‘A’ in the logotype, referred to here as ‘X’.”

MINIMUM SIZE



OUR LOGOTYPE

# SCALE

Our Visit Qatar logo has been meticulously designed to maintain readability, even at reduced sizes. While there's no restriction on enlarging it, caution is advised when scaling down. If legibility suffers, it's too small.

Whenever possible, choose from the four sizes provided below. For unique formats and applications, alternative sizes can be used. The key is to maintain proper proportions and exclusion areas.



OUR LOGOTYPE

# LAYOUT EXCLUSION

MINIMUM EXCLUSION ZONE



- White is the primary colour for backgrounds.
- Royal Teal is the primary colour for fonts.
- When creative is on a white webpage (eg. Web Banner), our colours are flipped to white font on Royal Teal.

MINIMUM EXCLUSION ZONE



OUR LOGOTYPE

# ACCESSIBILITY

In this slide, we simplify the rules for determining when to use a colour logo on a specific background.

Ensuring legibility is paramount, so we recommend the appropriate background for each logo colour to maintain clear visibility.



## OUR LOGOTYPE

# IMAGE OVERLAY

The brandmark should appear white on dark backgrounds and teal on light backgrounds as shown.

When applicable, it's suitable to use a photo of your campaign.

Avoid using brandmark over busy imagery.



OUR LOGOTYPE

MISUSE

To maintain a strong, distinctive brand it is important to use our Corporate 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 COLOURS



DO NOT  
CHANGE FONTS



DO NOT FLIP



DO NOT ADD EFFECTS



DO NOT CHANGE  
SCALE



DO NOT  
ENCLOSE IN SHAPE



DO NOT CROP



DO NOT DISTORT



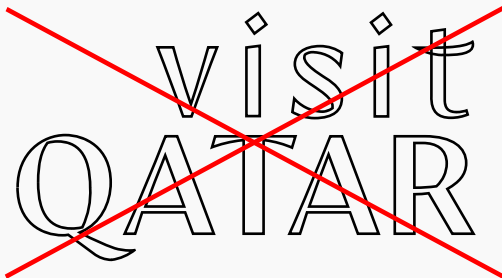
DO NOT ROTATE



DO NOT  
USE GRADIENTS



DO NOT  
CHANGE OPACITY



DO NOT OUTLINE

OUR COLOURS

OUR COLOURS

PRIMARY PALETTE

Our primary and secondary palettes were carefully designed to be versatile, ensuring they can be applied across all communications when needed. The full colour palette is bold and grounded, complemented by supporting shades and tints that offer flexibility.

The colours draw inspiration from Qatar’s national identity, reflecting the warm tones found in Qatari nature - particularly the sun, desert, and the vibrant hues of sunrise, sunset, and the sea.

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 COLOURS

# PRIMARY PALETTE

OUR COLOURS

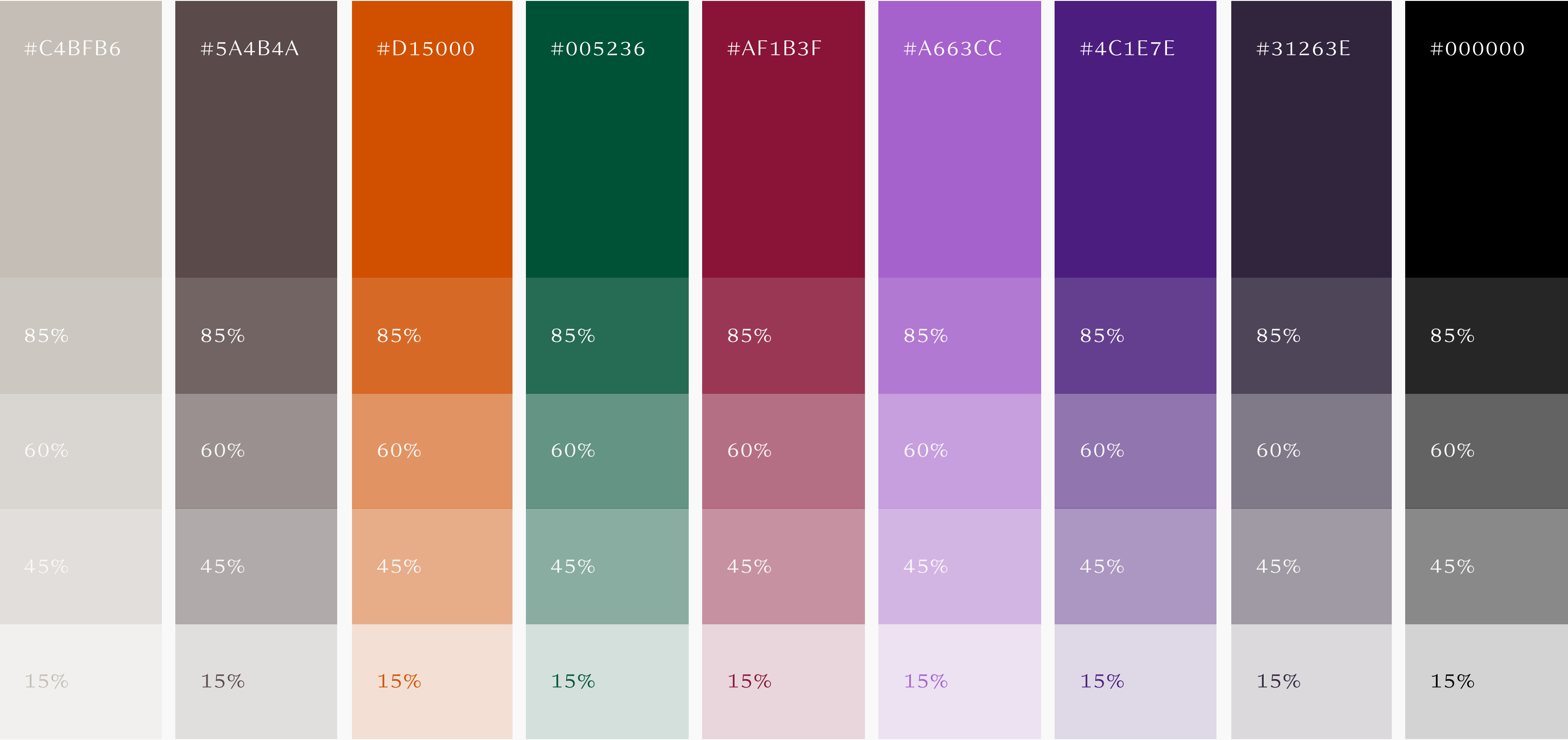
SECONDARY PALETTE

Our secondary colour palette also draws its inspiration from the rich and diverse natural elements found within the unique landscape of Qatar.

The purpose of this palette is to complement and enhance our primary colours. Each secondary colour has been thoughtfully selected to offer balance, allowing for seamless integration with our primary palette while adding depth and vibrancy where needed.

This combination supports the core brand elements and introduces a dynamic edge that helps highlight key messaging and design features.

The vividness of our secondary colours is intentional, as it brings energy and modernity into the overall look, without overpowering the elegance of our primary tones.



OUR COLOURS

# COLOUR PROPORTION

To maintain a premium look and feel, and to ensure alignment with our brand identity, it is recommended that the usage of the secondary colour palette **not exceed 30% in any given design.**

This careful limitation helps preserve the elegance and sophistication of our primary colours while allowing the secondary palette to serve its intended purpose.

The secondary colours are meant to be used exclusively to highlight specific moments, actions, or to create harmonious compositions that support the overall design. Their role is to enhance visual interest without overpowering the primary palette.

Overusing these colours can detract from the brand's refined aesthetic, so it is important to apply them with restraint and intentionality, ensuring they complement rather than dominate the visual presentation.



# OUR TYPOGRAPHY

OUR TYPOGRAPHY

PRIMARY 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 ASSETS](#)

OUR TYPOGRAPHY

PRIMARY TYPEFACE

To maintain consistency of look and feel for foreign language content, substitute Typefaces have been carefully selected as replacement. for Russian, Turkish and Manadarin ONLY. For all other languages the proprietary typeface – Visit Qatar – must be used.

RUSSIAN & TURKISH

For these markets we have selected Orchidea Pro as a replacement, it has extensive weight options and delivers a very good resemblance to our unique Visit Qatar typeface.

MANDARIN

For Mandarin type, Heiti TC has been selected as having characters with similar aspects as the Visit Qatar typeface.

MANDARIN

黑体

黑体细

黑体常规

黑体粗体

RUSSIAN & TURKISH

Orchidea Pro

Orchidea Pro Light

Orchidea Pro Regular

Orchidea Pro Medium

Orchidea Pro Bold

# TITLE CASING

Subtitles will be in fully capitalised form with a subtle 3% character spacing.

All headlines will be in fully capitalised form with a subtle 3% character spacing.

Body copy will remain in sentence case.

CTA and other forms of click through copy will be in title case format.

This is only an example showcasing how different title casing can be applied in various scenarios, combining type weights to create a more refined and premium composition.

THIS IS A SUBTITLE

# MOMENTS WORTH STOPPING FOR

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam nulla tortor, mattis vel faucibus ut, ultrices non felis. In tellus turpis, bibendum in dui in, pharetra semper nunc. Quisque laoreet leo nec elit rhoncus tincidunt. Aliquam sit amet ullamcorper arcu, ut placerat nulla.

Discover 24-hour stopover packages

SUBTITLE

HEADLINE

BODY COPY

CTA

OUR TYPOGRAPHY

TITLE HIERARCHY

On this slide, we examine the title hierarchy and its proportions across different media, including printed and digital formats.

For digital banners, it’s recommended adding the CTA as a button, while for printed materials, it should remain as a simple text.

DIGITAL  
EXAMPLES

DIGITAL BANNERS 200 X 200

MOMENTS WORTH STOPPING FOR

See Stopover Deals

DIGITAL BANNERS 300 X 600

MOMENTS WORTH STOPPING FOR

See Stopover Deals

PRINT  
EXAMPLES

PRINT 1219 X 609CM

MOMENTS WORTH STOPPING FOR

See Stopover Deals

PRINT 609 X 304CM

MOMENTS WORTH STOPPING FOR

See Stopover Deals

PRINT 180 X 120CM

MOMENTS WORTH STOPPING FOR

See Stopover Deals

OUR TYPOGRAPHY

VISITQATAR.COM

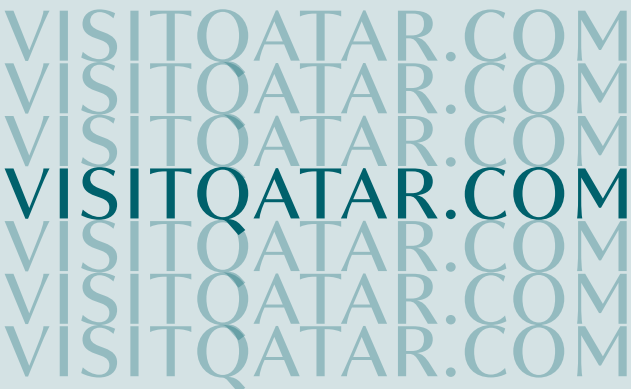
Website copy will be in Qatar Medium, fully capitalised, with 3% character spacing.

Sub-copy should be centred under our landmark for a balanced design.

For digital use, scale up the sub-copy for better legibility, while in print, it can remain smaller for a more elegant look.

Remember to specify the font weight (Medium) and character spacing (3%) for the website.

PRINT APPLICATION



15%



100%

DIGITAL APPLICATION



33%



100%

OUR TYPOGRAPHY

CAMPAIGN HEADLINE

Here, we have examples where the text breaks into one, two, and four lines. In some vertical applications, breaking into more lines might be necessary. To ensure the legibility of our campaign headline in these cases, we avoid breaking the text into more than five lines.

EXAMPLE ONE LINE

MOMENTS WORTH STOPPING FOR

EXAMPLE TWO LINE

MOMENTS WORTH  
STOPPING FOR

EXAMPLE FOUR LINES

MOMENTS  
WORTH  
STOPPING  
FOR

# CO-BRANDING

CO-BRANDING

BRANDMARK

In a 50/50 partnership communication published by the partner, the Visit Qatar brandmark should be equal in size to the partner logotype.

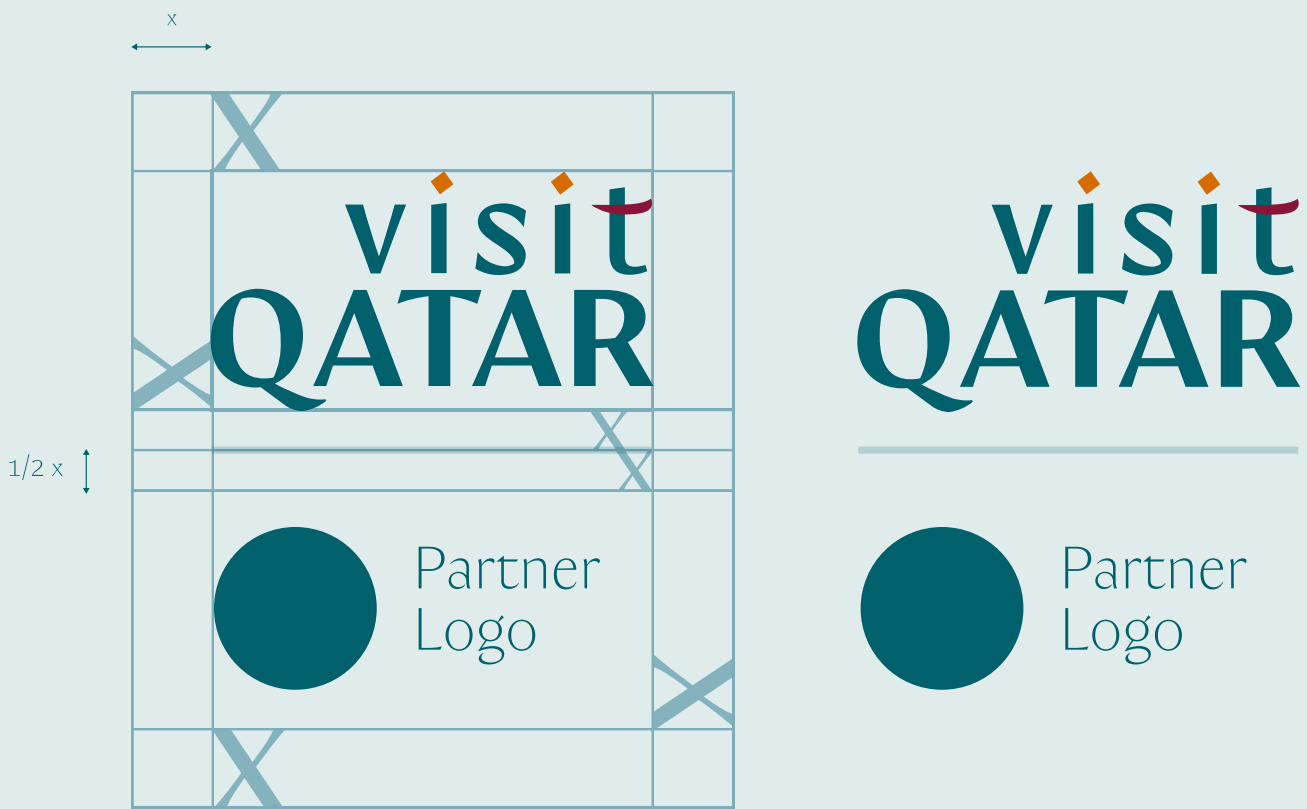
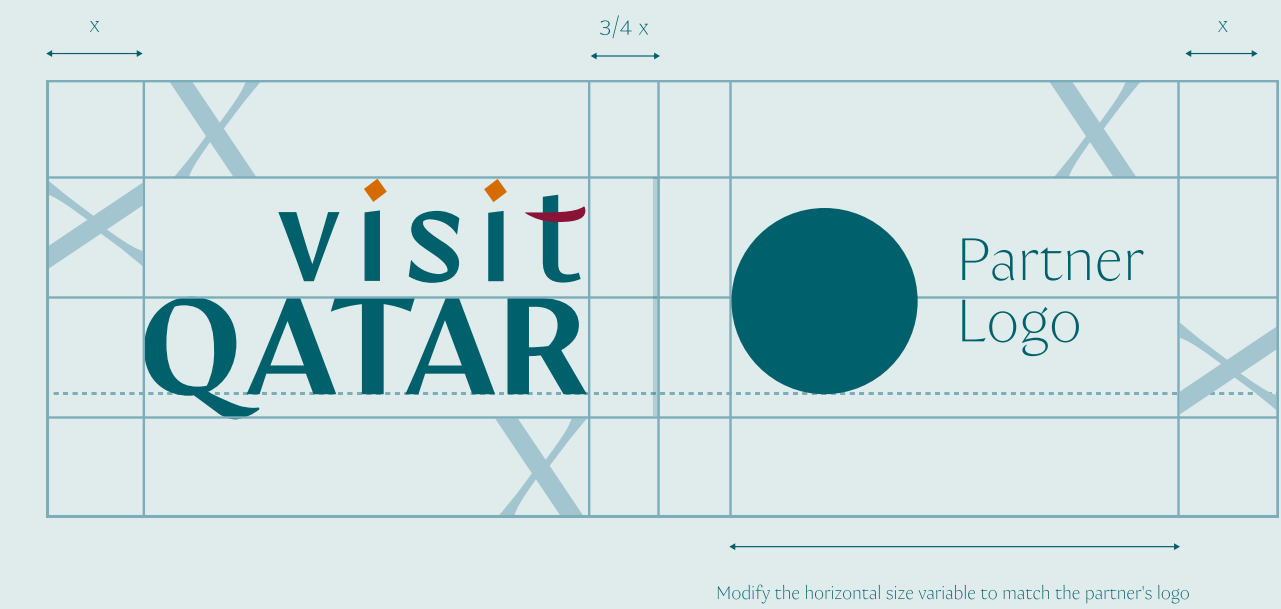
Visit Qatar logotype should sit next to the partner brand, where possible.

Partnerships should be agreed upon and approved by the Visit Qatar marketing team.

Distance between ‘VQ’ and the partner logo should be 1/2 X, where X is applied independently of the partner logo's size.

The bottom of the partner logo should align to the baseline of ‘Qatar’.

LOCKUP HORIZONTAL



# ENDORSEMENT

In communications endorsed by Visit Qatar and published by the partner, the Visit Qatar brandmark must convey a distinct endorsement message that defines the nature of the relationship.

Endorsement messaging should be agreed upon and approved by the Visit Qatar marketing team.

We use the x-width of ‘visit’ in our brandmark as a guideline for our endorsement message.

Our endorsement message will be 25% of the x-height of the ‘V’ in our brandmark.

## HORIZONTAL

ENDORSEMENT MESSAGE



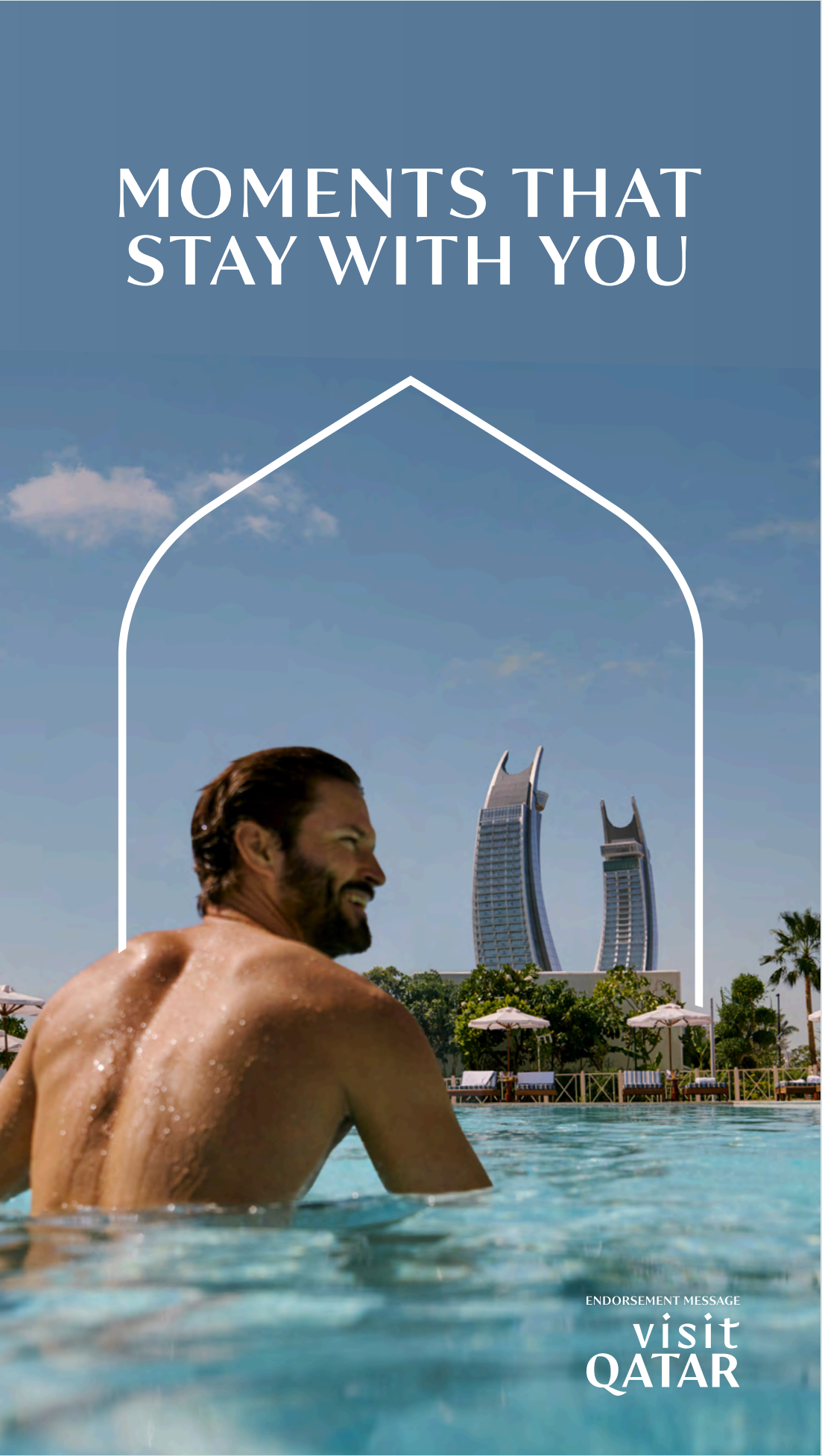
## FONT SIZING

ENDORSEMENT MESSAGE  
ENDORSEMENT MESSAGE  
ENDORSEMENT MESSAGE

33%



X-HEIGHT



CO-BRANDING

# ENDORSEMENT MESSAGING

The endorsement messaging defines the relationship between the partner and the VQ brand, and should be agreed upon by the Visit Qatar marketing team

## MESSAGING



[DOWNLOAD ASSETS](#)

OUR PHOTOGRAPHY

OUR IMAGERY

# PHOTOGRAPHY

Photography intends to capture the epic beauty of Qatar locations, and infuse it with an inviting vibrancy of shared experiences.

## EPIC BEAUTY

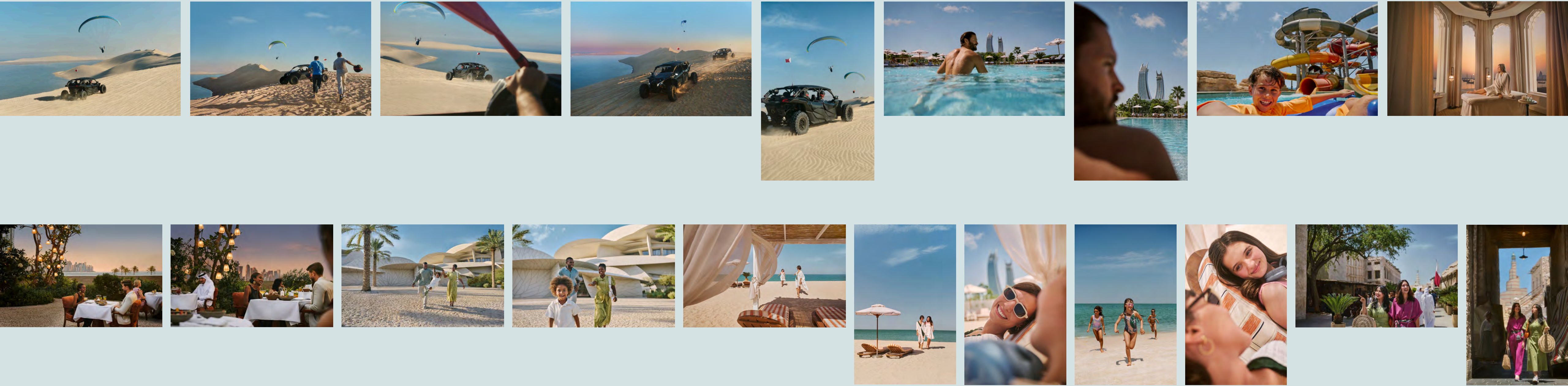
The location is the lead character in our story.

## INVITING VIBRANCY

Locations come to life through candid experience.

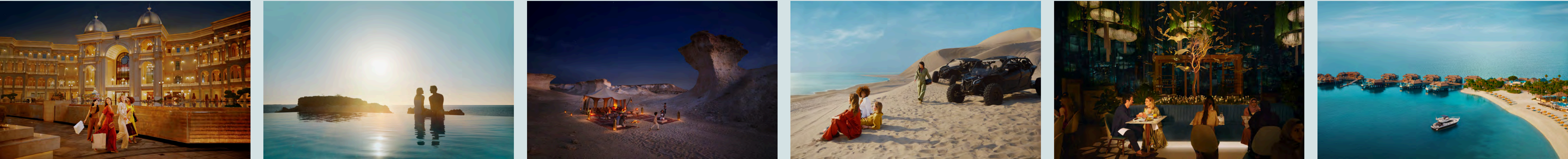
OUR IMAGERY

# STOPOVER CAMPAIGN



OUR IMAGERY

GLOBAL CAMPAIGN



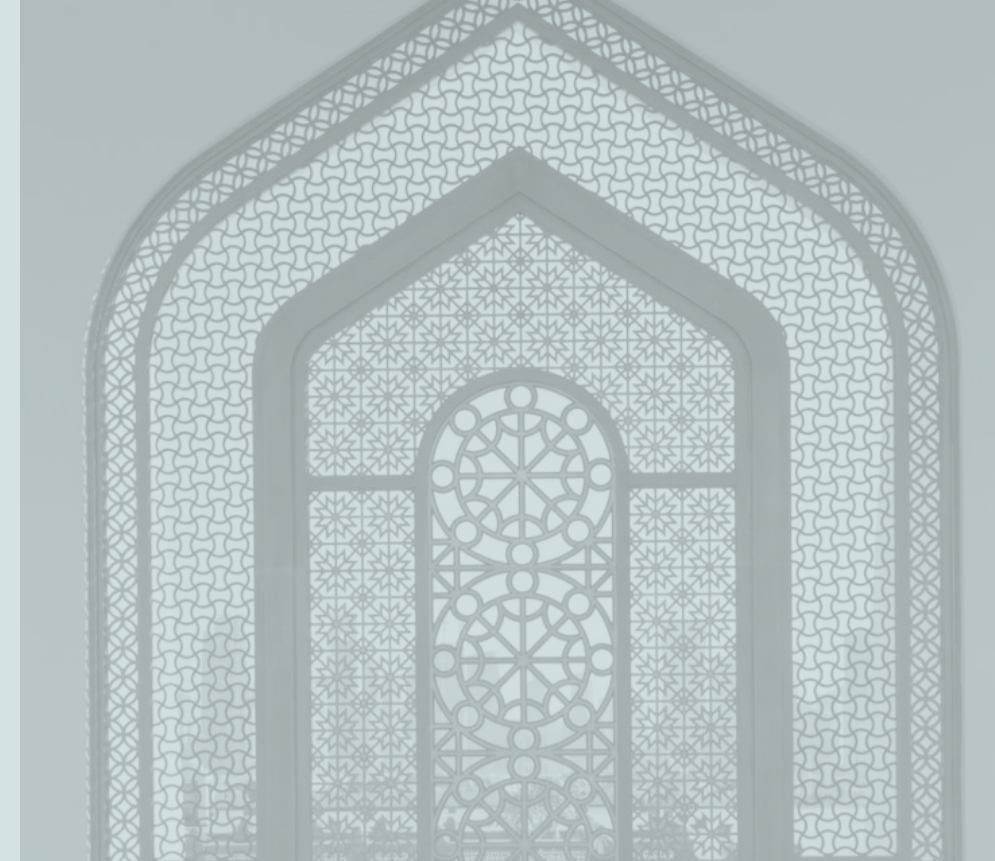
# OUR GRAPHIC ASSETS & ICONOGRAPHY

OUR GRAPHIC ASSETS

# INSPIRATION

A symbol of Qatar's rich hospitality, our archways invite visitors into unforgettable moments, grounded in the nation's unique architectural heritage and used as a portal into new experiences and adventures.

The archway serves as a sophisticated bridge between heritage and modernity, subtly integrating historical elements into contemporary design. It acts as a metaphorical gateway, providing a glimpse into the country's storied past while highlighting its vibrant present. This abstract representation enables us to present Qatar not only as a place of historical significance but also as a dynamic and enticing destination.



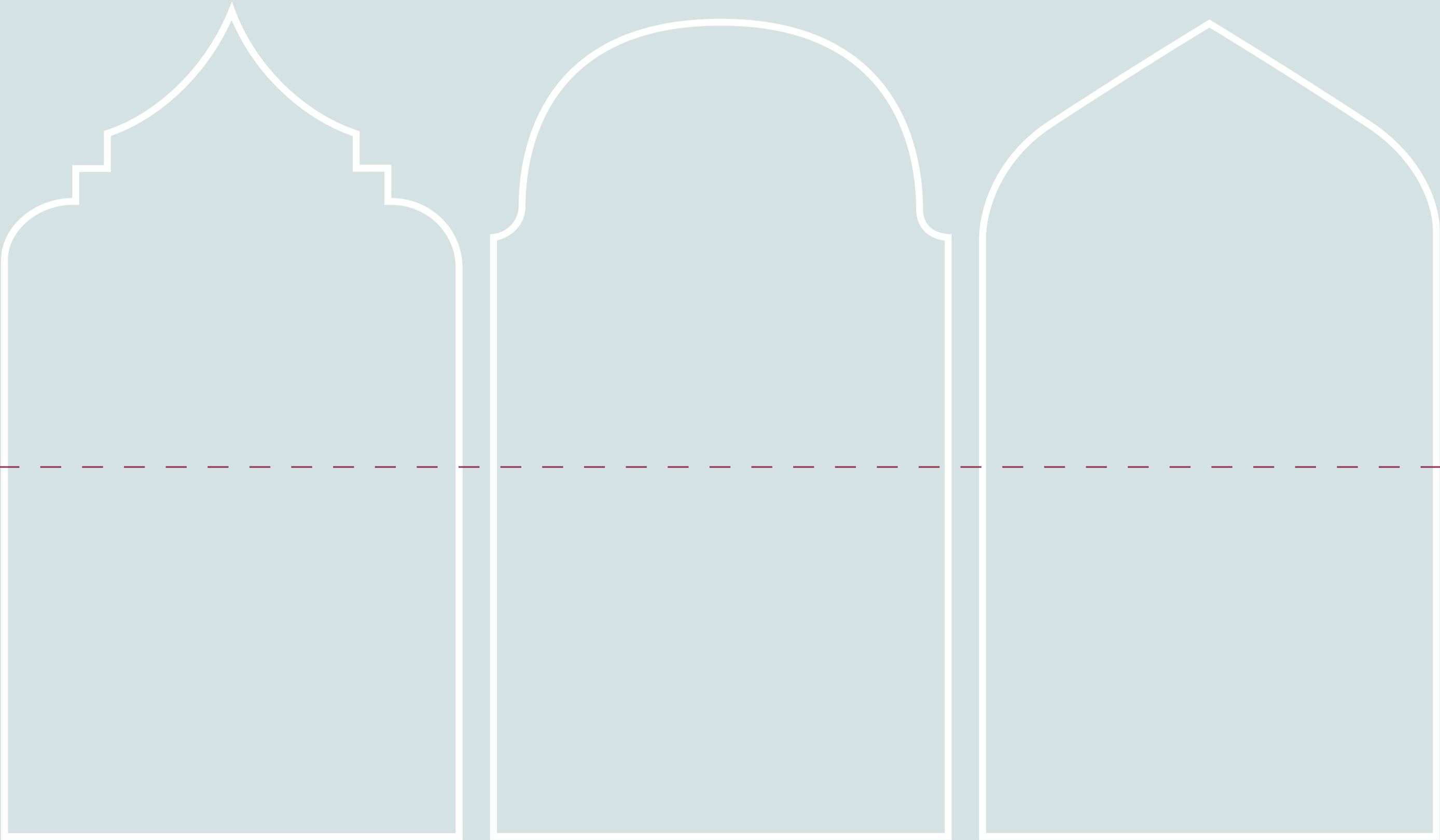
OUR GRAPHIC ASSETS

# COMPONENTS

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

The height of the archway can be altered slightly to flex 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



SOUQ WAQIF

MUSEUM OF ISLAMIC ART

TRADITIONAL

[DOWNLOAD ASSETS](#)

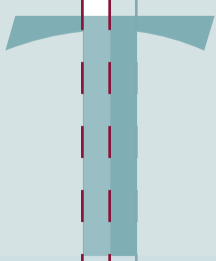
OUR GRAPHIC ASSETS

# STROKE WIDTH

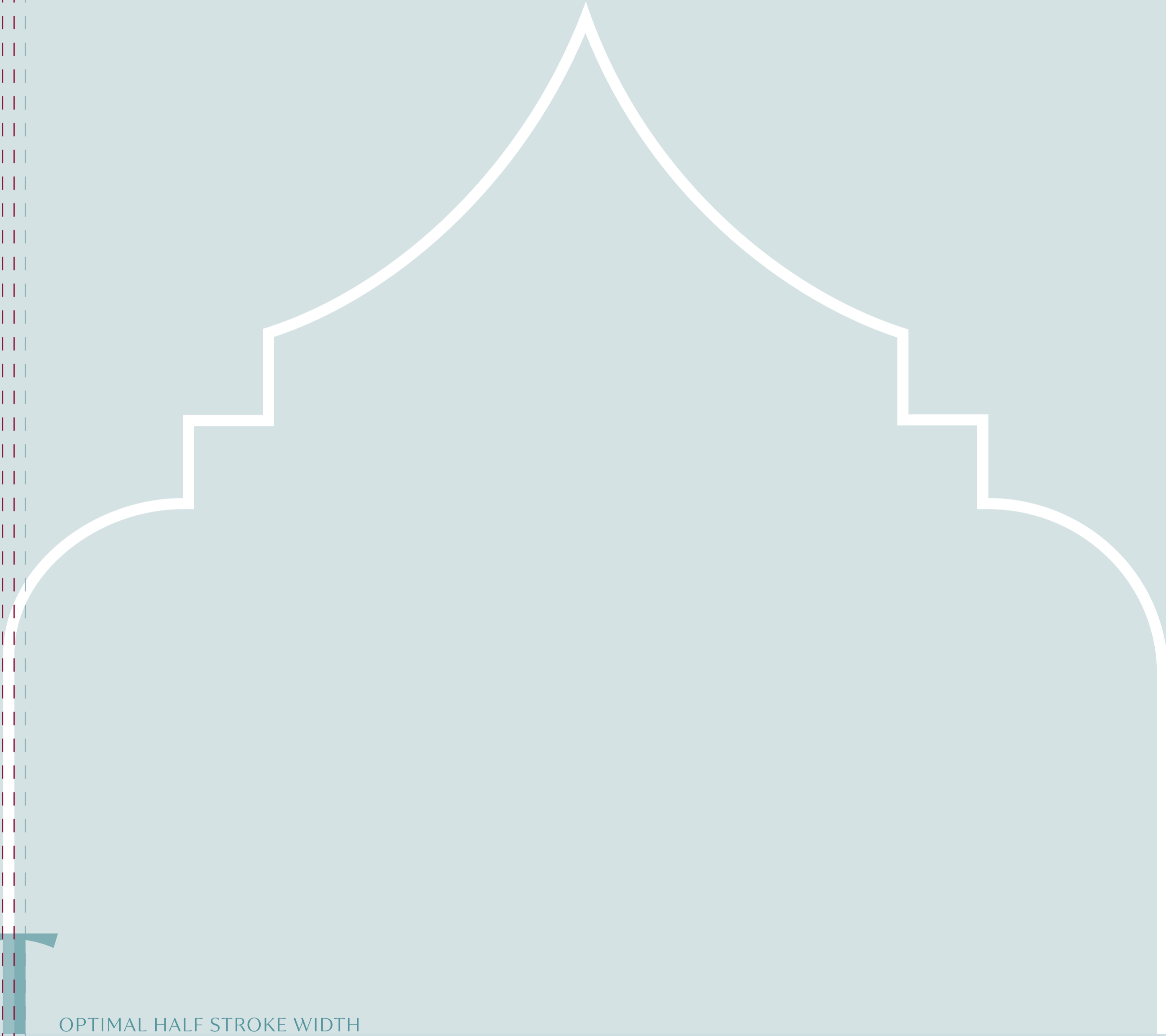
The width of our graphic device will be dynamic and relative to its application.

An application's archway will match half the width of the vertical stroke of the letter 'T' in its paired logo.

LOGO



OPTIMAL HALF STROKE WIDTH



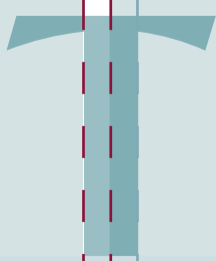
OUR GRAPHIC ASSETS

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LOGO



OPTIMAL HALF STROKE WIDTH

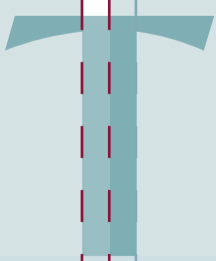
OUR GRAPHIC ASSETS

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An application's archway will match half the width of the vertical stroke of the letter 'T' in its paired logo.

LOGO



OPTIMAL HALF STROKE WIDTH

OUR GRAPHIC ASSETS

# ARCHWAYS

Archways can be visualised in different ways and have a variety of purposes.

- Stopover campaign: As a line drawing to hero details within the imagery.
- Global campaign: An image masked into our selected archway shape.



LINE ASSET (HERO)



IMAGE FILL

OUR GRAPHIC ASSETS

# ARCHWAYS

Archways can be visualised in different ways and have a variety of purposes.

- Stopover campaign: As a line drawing to hero details within the imagery.
- Global campaign: An image masked into our selected archway shape.
- Winter campaign: As a block colour shape to house copy (e.g. for use in trade assets).



LINE ASSET (HERO)



IMAGE FILL

OUR GRAPHIC ASSETS

# ARCHWAYS

Archways can be visualised in different ways and have a variety of purposes.

- Stopover campaign: As a line drawing to hero details within the imagery.
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LINE ASSET (HERO)



IMAGE FILL

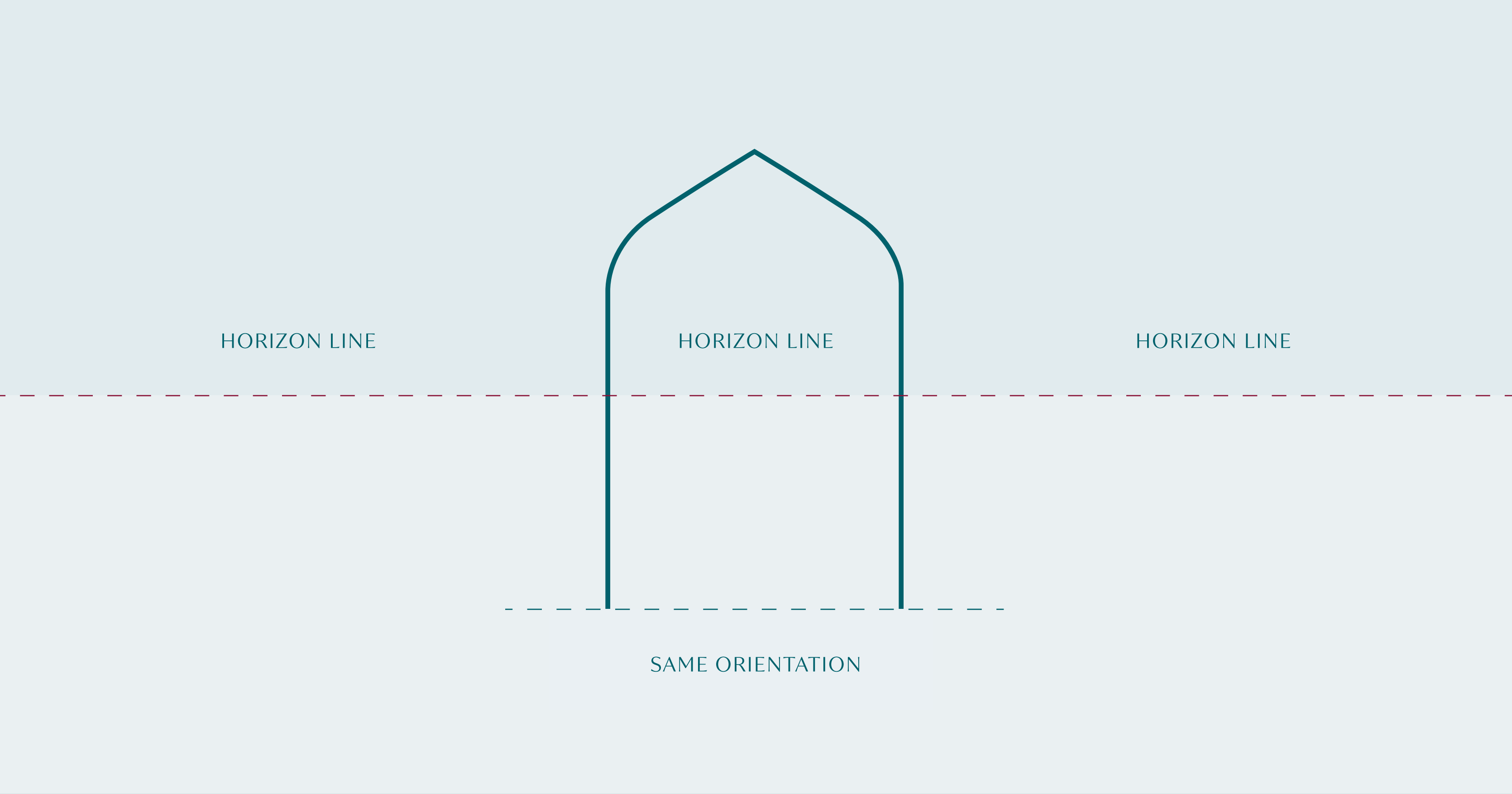
OUR GRAPHIC ASSETS

# USING THE HORIZON LINE

To integrate archways more effectively into an image, us the archway with the bottom removed to create a portal-like effect.

The integration should be done smoothly and consider several factors. When the horizon line is clearly defined, it is easier to integrate the archway with the same orientation and perspective.

In some cases, such as top-down shots, it is best to avoid using the archway because the absence of a horizon line makes it challenging to align with the perspective.



OUR LAYOUT

# IMAGE INTEGRATION

With full bleed imagery, our line archway is used as a floating accent within the image to invite focus on a particular subject, action or emotion.

The archway can interact with the environment to help make it feel part of the image, overlapped by figures or environmental details.

Any archway integration should fall within the highlighted margins to avoid overlapping with headline and logo.

Most of the time, the action is centred in the image, making it less likely to affect the edges

DO NOT INCLUDE  
GRAPHIC AT THE EDGES



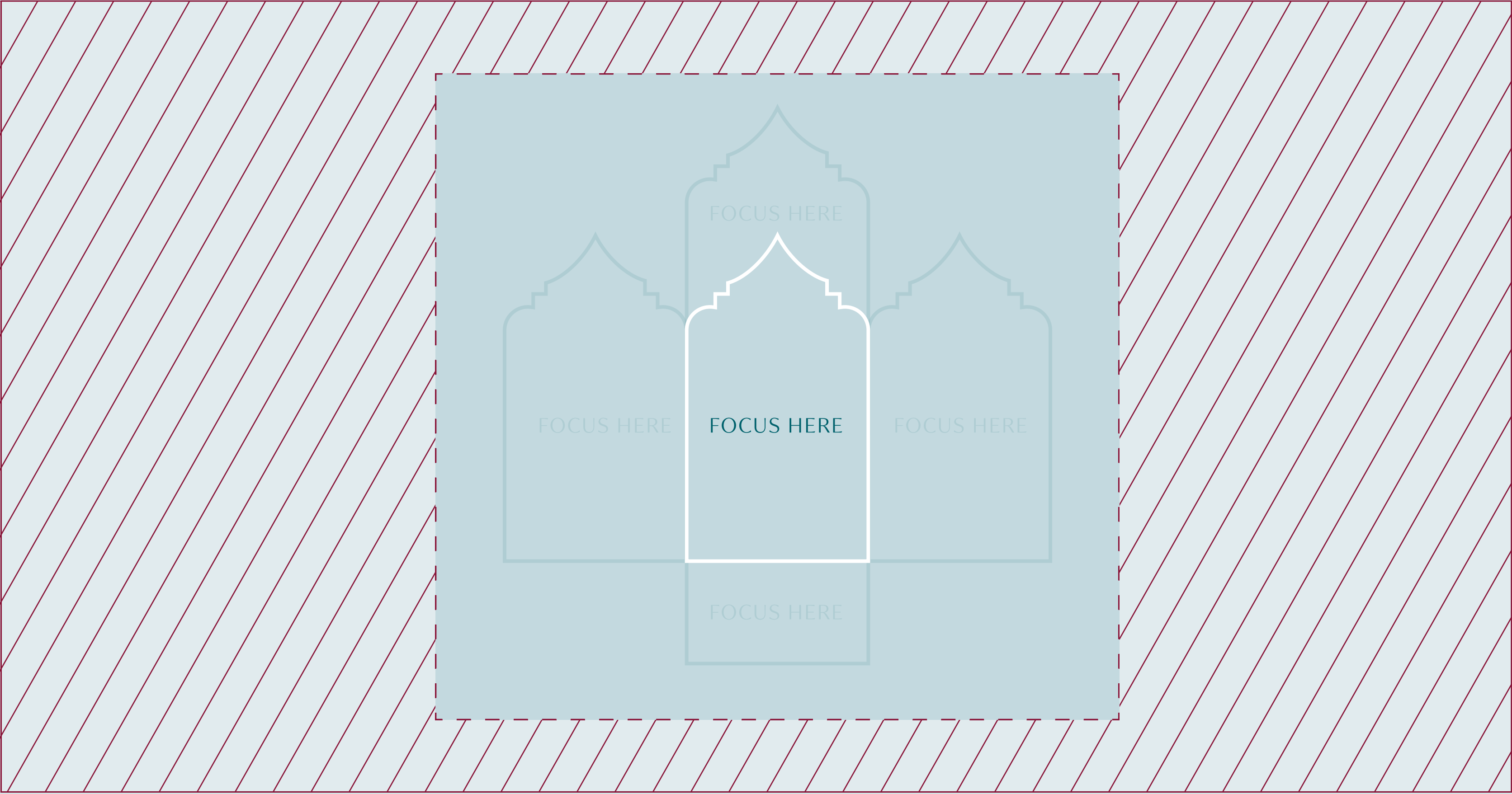
DO NOT INCLUDE  
GRAPHIC AT THE EDGES

OUR LAYOUT

# ACTION IN FOCUS

We focus on the centre of the image, avoiding the edges and periphery.

The key is to capture the action occurring in the photograph. While the action doesn't need to be perfectly centred, it should be within the central area, with minimal content near the sides and completely avoiding the extremities.



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.**

USING THE HORIZON LINE



ACTION IN FOCUS

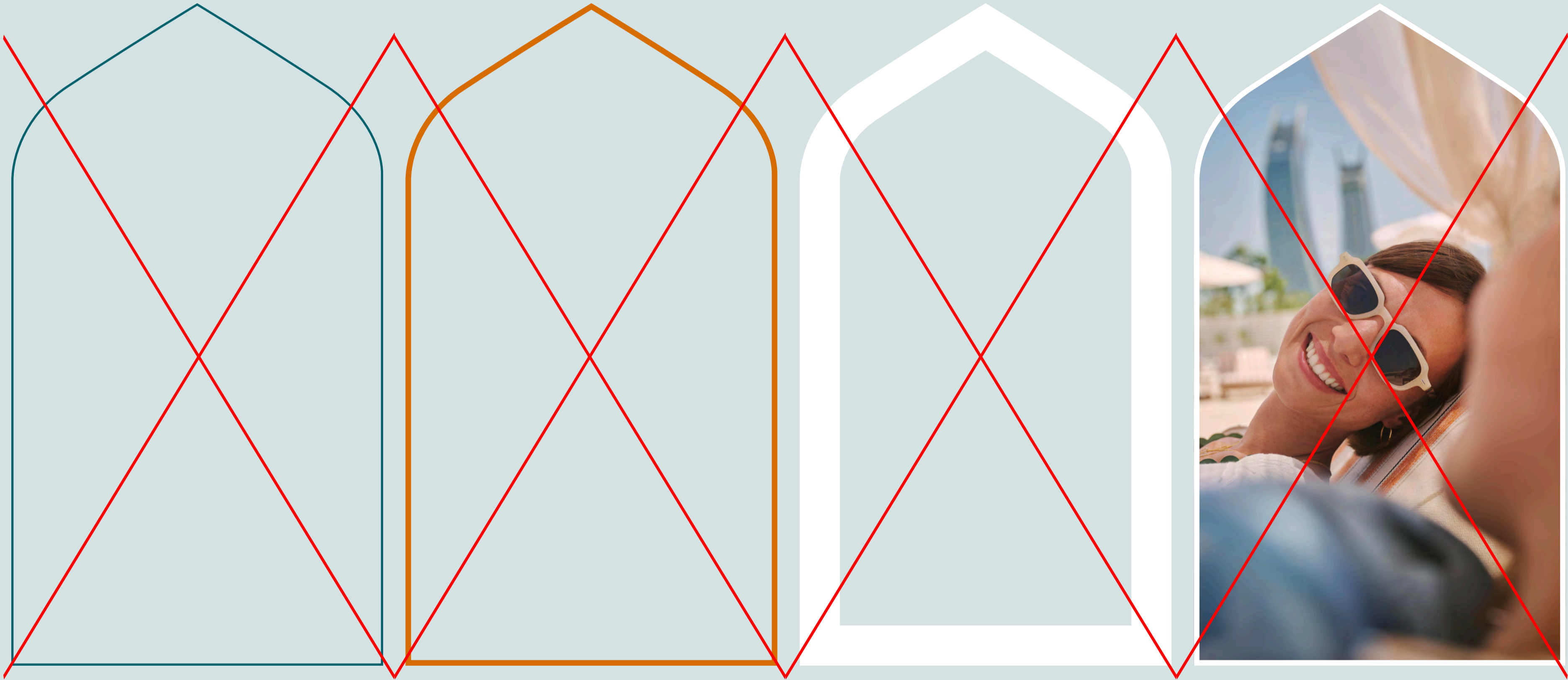


OUR GRAPHIC ASSETS

# MISUSE, ASSET

Please use the following guidance to avoid inconsistencies to graphic application.

Only a white outline will highlight our key action within an image.



DO NOT USE A THIN BORDER

DO NOT USE A COLOURED ARCHWAY

DO NOT THICKEN THE ARCHWAY

DO NOT MIX IMAGE AND STROKE

OUR GRAPHIC ASSETS

# MISUSE, INTEGRATION

Here are four examples of improper archway usage.  
Consistency and uniformity are essential for maintaining  
a cohesive identity.

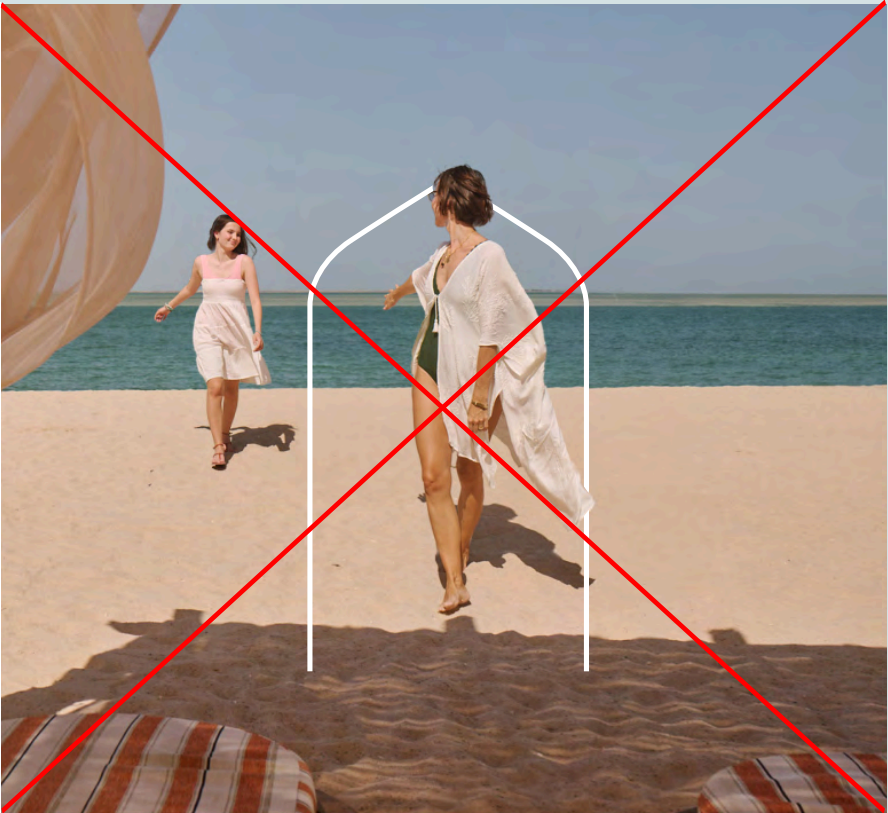
DO NOT  
USE THE ARCHWAY TO  
HIGHLIGHT ONLY ONE  
ACTION, IN A PHOTO OF  
MULTIPLE ACTIONS.



DO NOT  
USE THE ARCHWAY  
ON IMAGES WITH  
A ROTATED  
HORIZON LINE



DO NOT  
CROP OUT THE TOP POINT OF  
EACH ARCHWAY ASSET.



DO NOT  
DISTORT OR STRETCH  
THE ARCHWAY.

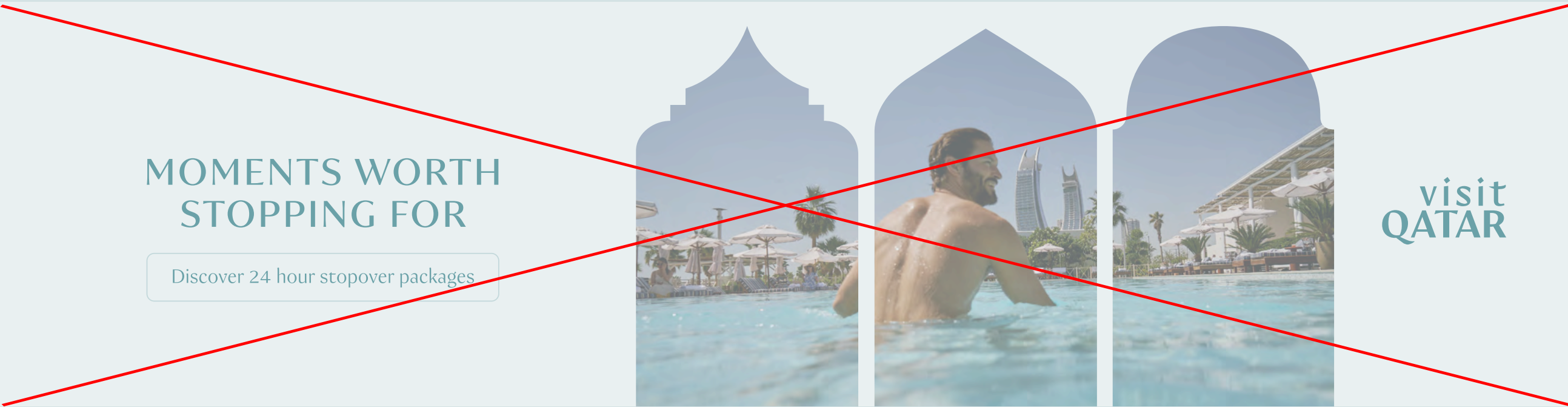


OUR GRAPHIC ASSETS

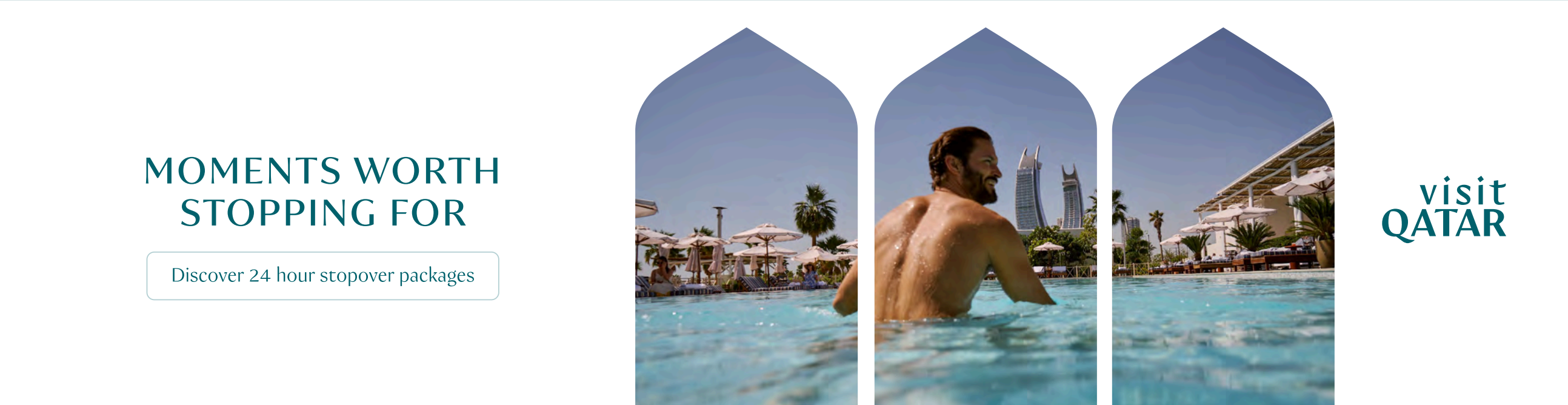
# MISUSE, IMAGE FILL

Multiple archway applications must consistently use the same archway type, ensuring uniformity and preventing any mixing of different styles.

The effectiveness of multiple archway applications depends on the negative space between each arch, which together forms a cohesive silhouette that mirrors real-world applications.



INCORRECT USAGE



CORRECT USAGE

OUR GRAPHIC ASSETS

# SILENT MOMENTS

We recommend **avoiding its application in situations where there is no discernible action or special moment.**

For static images or scenes that lack movement or emotional significance, the archway may not enhance the visual impact and could potentially detract from the intended effect.

**Therefore, it is best utilised in scenarios where it can truly add value by drawing attention to engaging and memorable interactions.**



INCORRECT USAGE



CORRECT USAGE

OUR GRAPHIC ASSETS

# BREAKING THE MASK

While a more integrated approach may seem visually appealing - such as having images extend beyond the archway as a mask - we advise against using design explorations like this. Though it can create a striking effect, it is prone to being misused, leading to inconsistencies and confusion across all materials.

**This type of design can easily disrupt visual clarity, making it harder for users to navigate or understand the intended message. It's crucial to balance creativity with coherence, ensuring that the design remains functional and clear throughout the project.**



INCORRECT USAGE



CORRECT USAGE

# ICONOGRAPHY

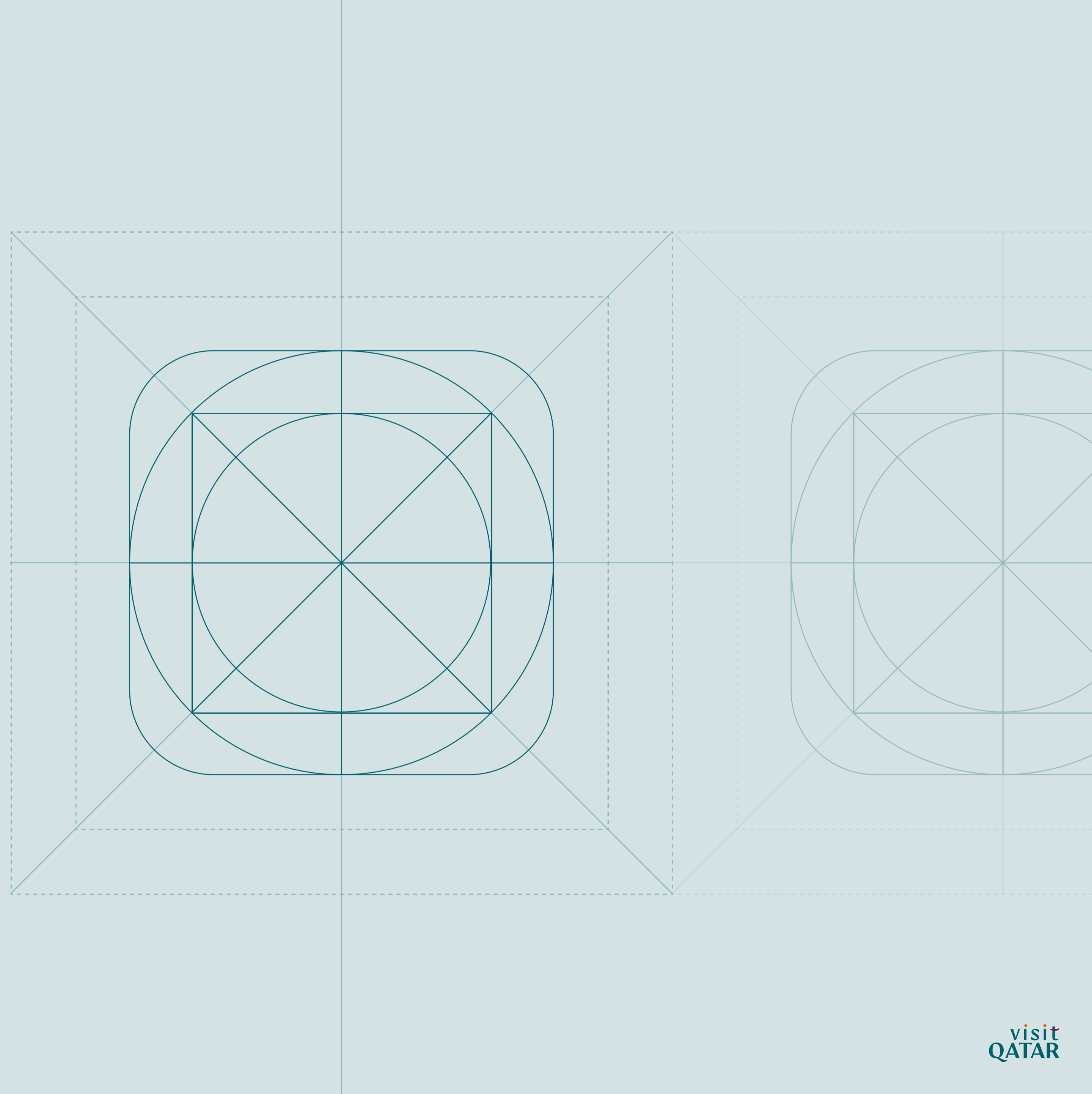
OUR ICONS

# ICONOGRAPHY

Our iconography is meticulously crafted and uniquely tailored for Visit Qatar, ensuring it aligns seamlessly with the brand's core identity. This process begins with the creation of a custom-designed grid, establishing a strong visual foundation that reflects the brand's values and vision.

By unifying various elements and harmonising the aesthetic, we have achieved a cohesive and visually appealing iconography. Each icon is thoughtfully designed to embody the essence of Visit Qatar, creating something that is not only distinctive but also deeply connected to the brand's overall identity and narrative.

The result is an iconographic system that stands out as both visually engaging and uniquely representative of the brand.



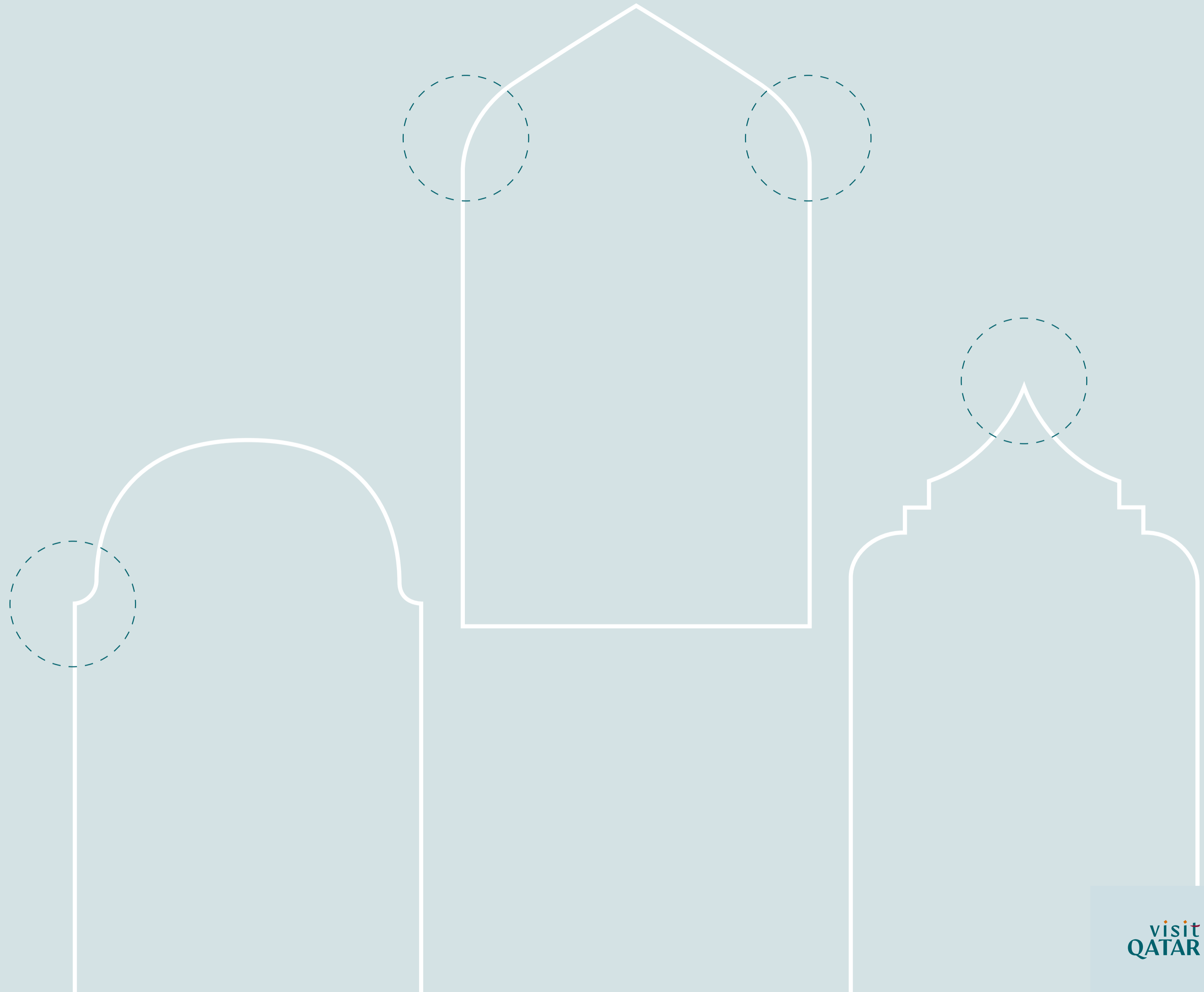
OUR ICONS

# PRINCIPLES

Our archways offer a perfect blend of smooth curves and sharp angles, seamlessly aligning with our design principles.

To create unique icons that reflect our branding, we must strike a careful balance between these element - avoiding designs that are either too angular or too rounded. This balance is crucial to maintain harmony in our visuals.

- 1. Balanced Corners:** Use a combination of straight and rounded edges to achieve a harmonious look.
- 2. Closed Shapes:** Just as our archways and windows are fully enclosed, the icons should also be closed, symbolising completeness and continuity.
- 3. Consistent Stroke:** Avoid strokes that are too bold or too thin. Ensure the stroke maintains the same balance and weight as our core brand elements.



OUR MOTION

OUR MOTION

# OVERVIEW

The motion language covers our logo, typography, outline arch graphic, and solid arch graphic.

Each share common ground in pace, feel, and aesthetic, and are versatile to cover a multitude of possible applications.

LOGO



TYPOGRAPHY

MOMENTS WORTH  
STOPPING FOR

ARCH STROKES



ARCH SOLIDS



OUR MOTION

LOGO

The logo animates on with each character gracefully fading on in turn. ‘visit’ slides gently in, with the cross of the ‘t’ rocking into place to complete the motion.

Various letters have subtle animations that let the logo breathe into its final resting place.



OUR MOTION

# TYPOGRAPHY

The typography animates with a similar motion to the logo, fading on from left to right. The motion has two ‘waves’ of light that run over the text. The speed of this motion can be adjusted easily. depending on the application.

MOMENTS WORTH  
STOPPING FOR

OUR MOTION

# ARCH STROKES

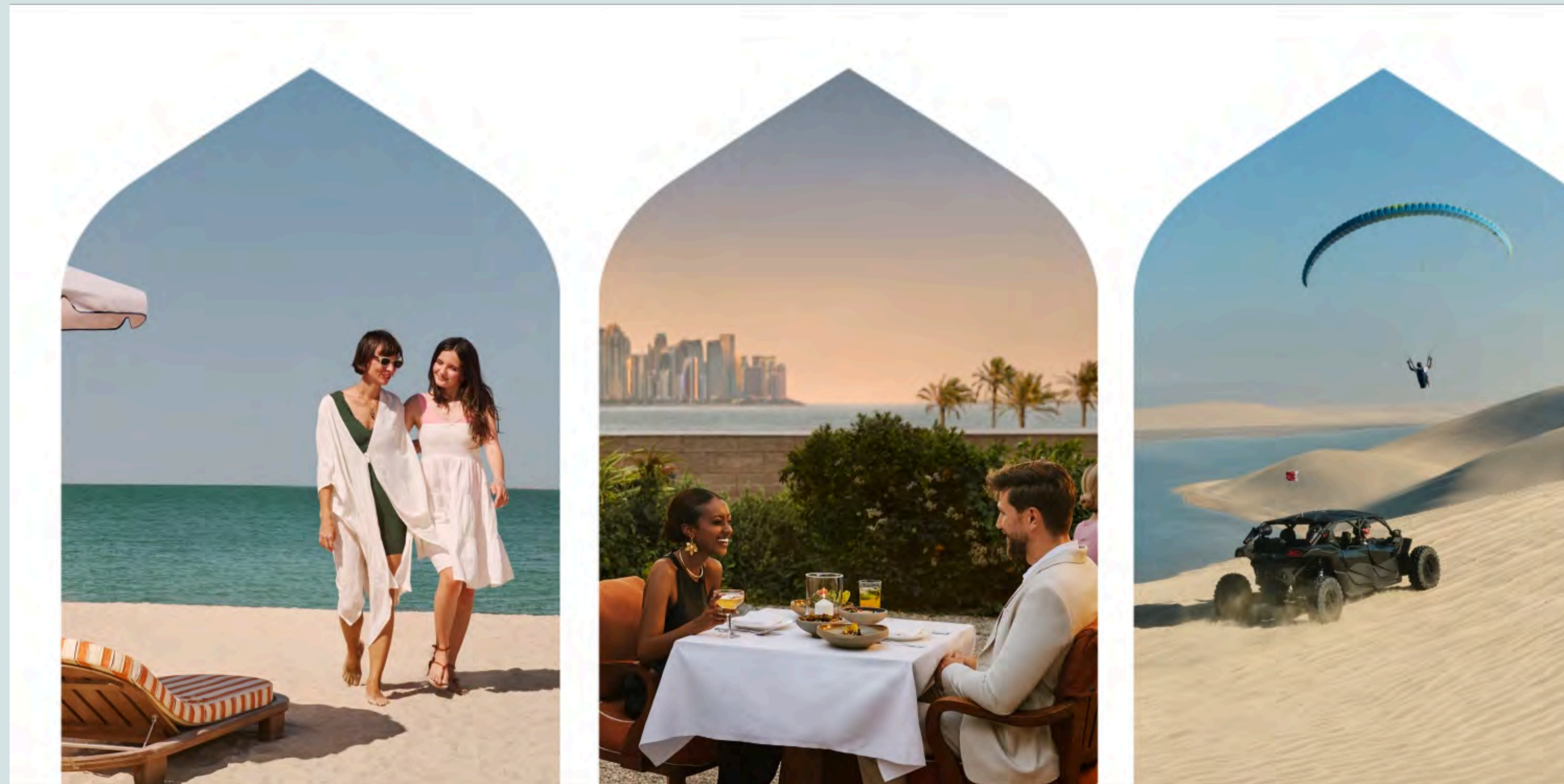
The arch strokes appear as thin, tapered strands of light that intertwine with each other, growing in thickness as they fill the shape of the arch. The motion creates a shimmering effect, similar to the appearance of dust moving over a sand dune.



OUR MOTION

# ARCH SOLIDS

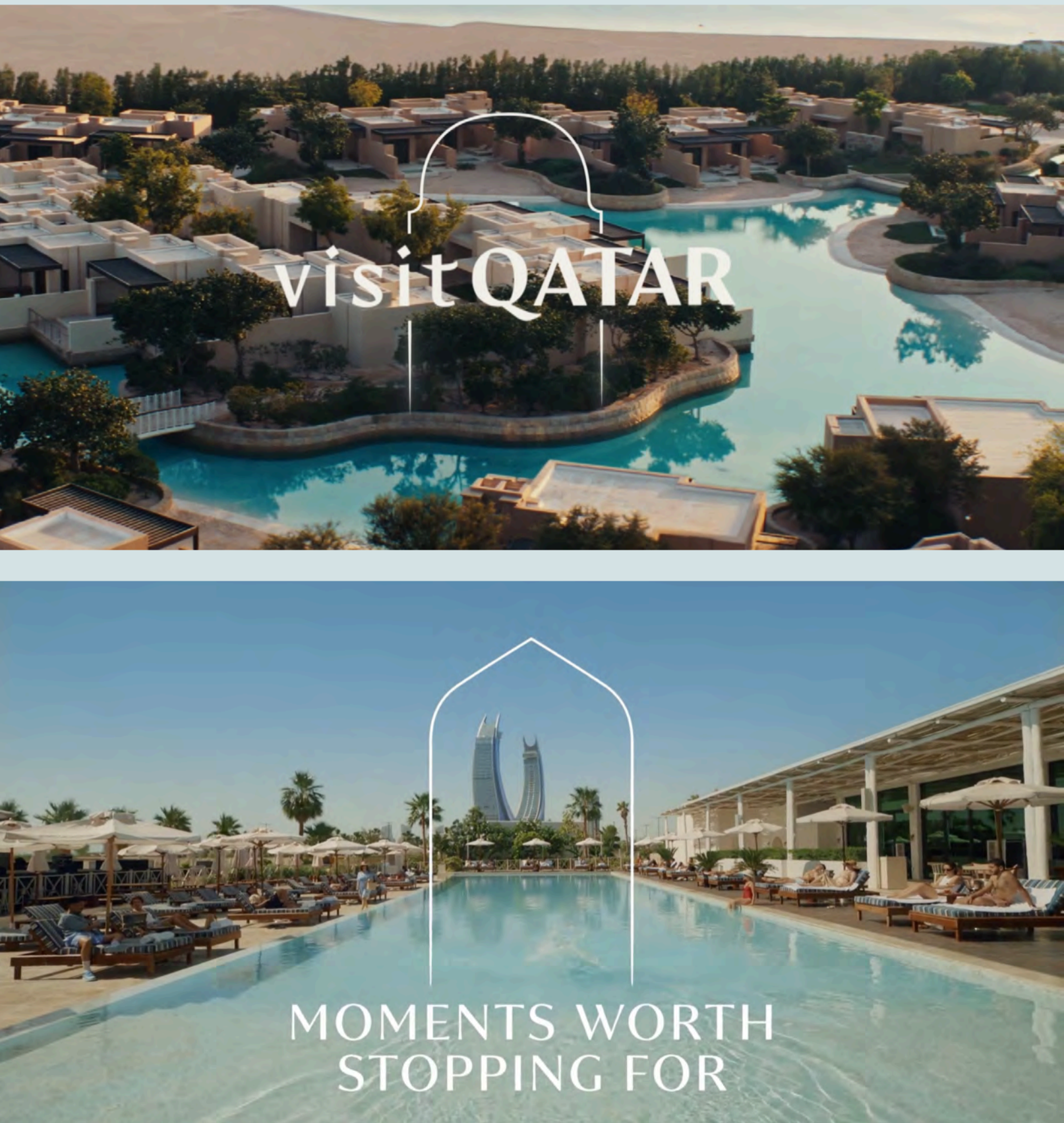
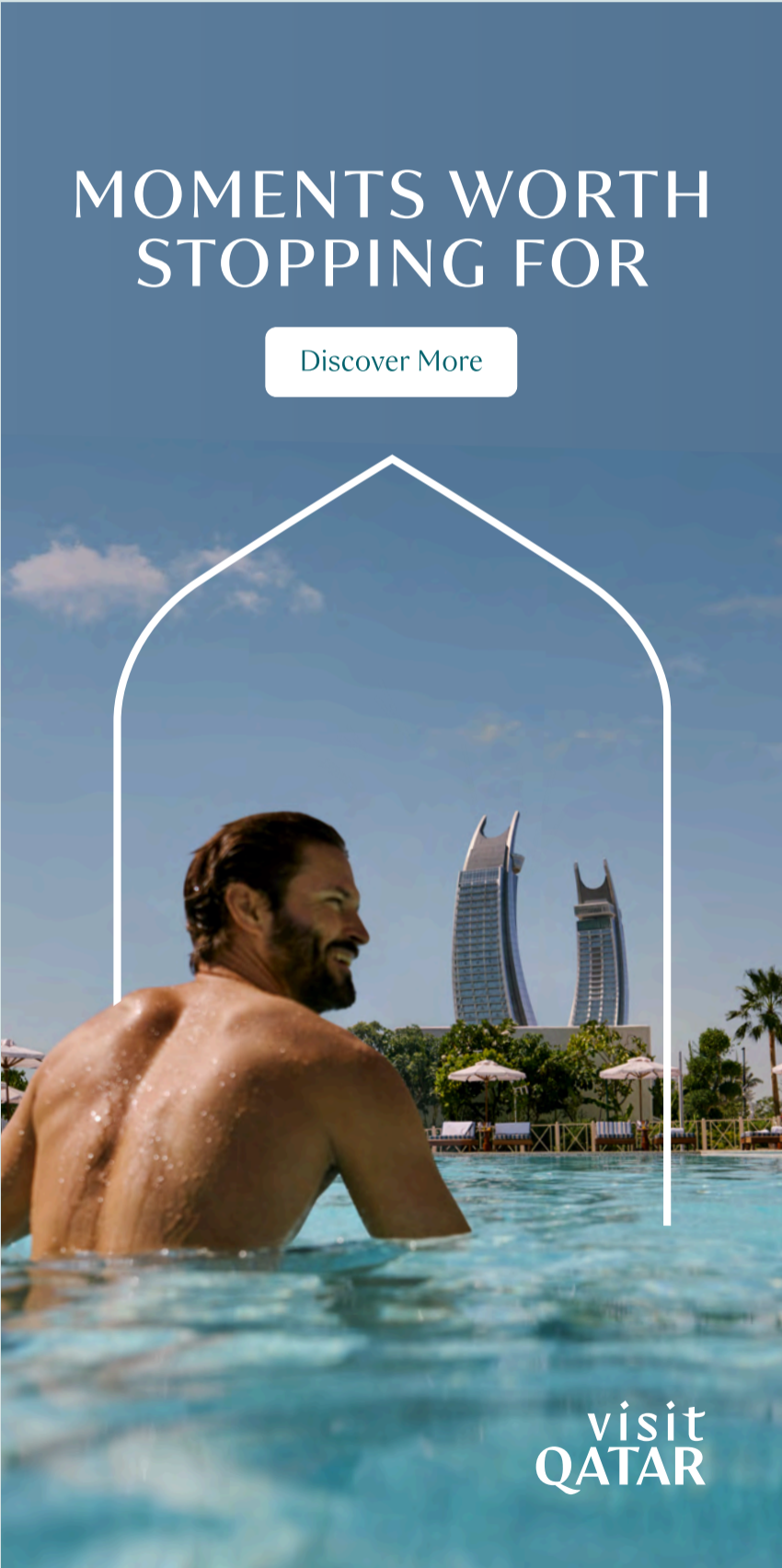
The solid arches create an aperture into another world as they fade into frame. The windows scale down as they fade in, bringing the area of interest into focus.



OUR MOTION

APPLICATION EXAMPLES

These are some examples of the motion language in action across the Stopover and Global campaigns, as well as digital advertising.



OUR MOTION

# ARCHWAY MISUSE

When using the archway graphic asset, avoid combining it with supers (text overlays). Archways should be reserved for shots that do not contain text and are ideally designed specifically to feature the asset. This ensures the best visual impact and maintains clarity and effectiveness when incorporating archways in video content.



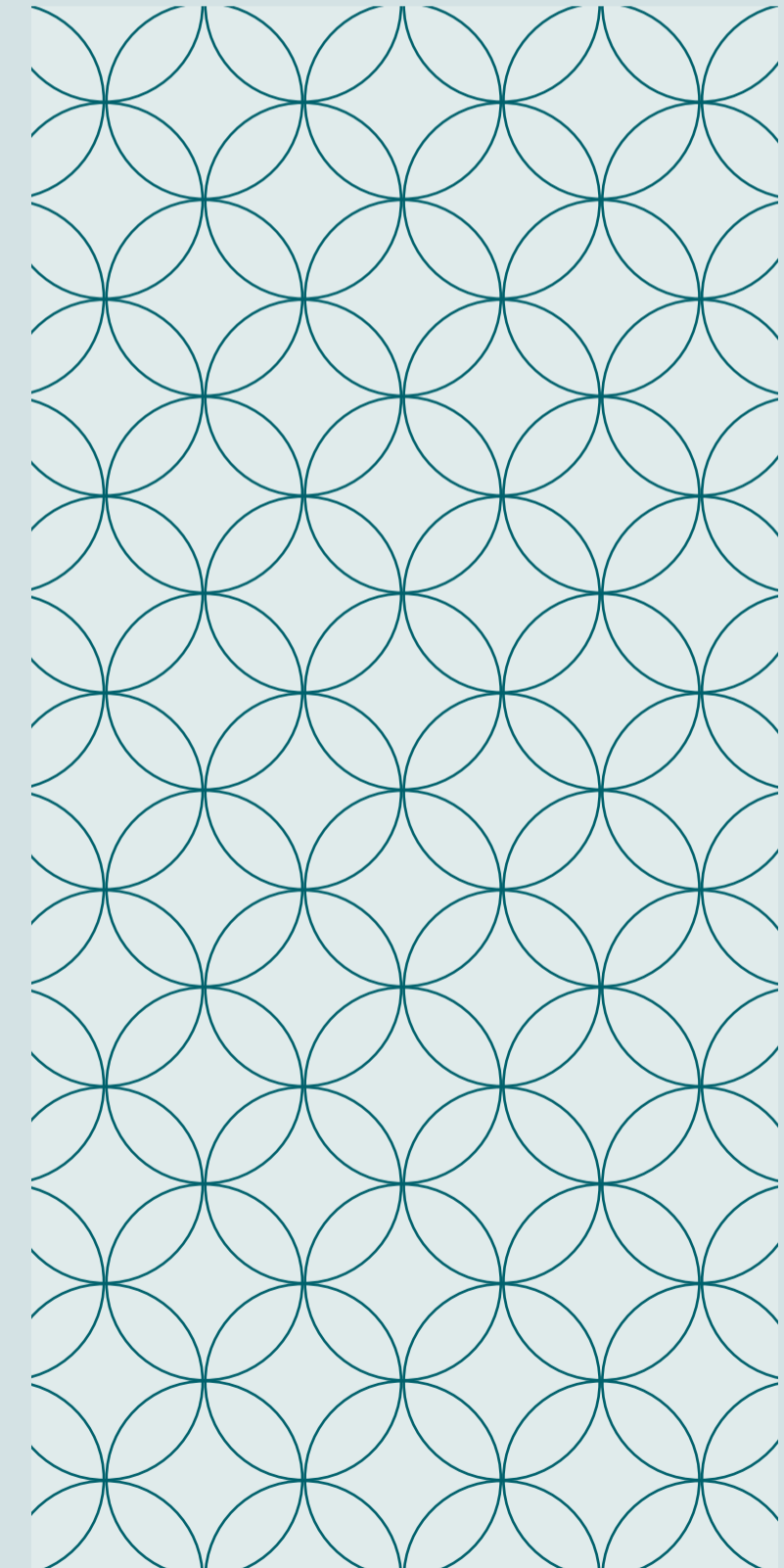
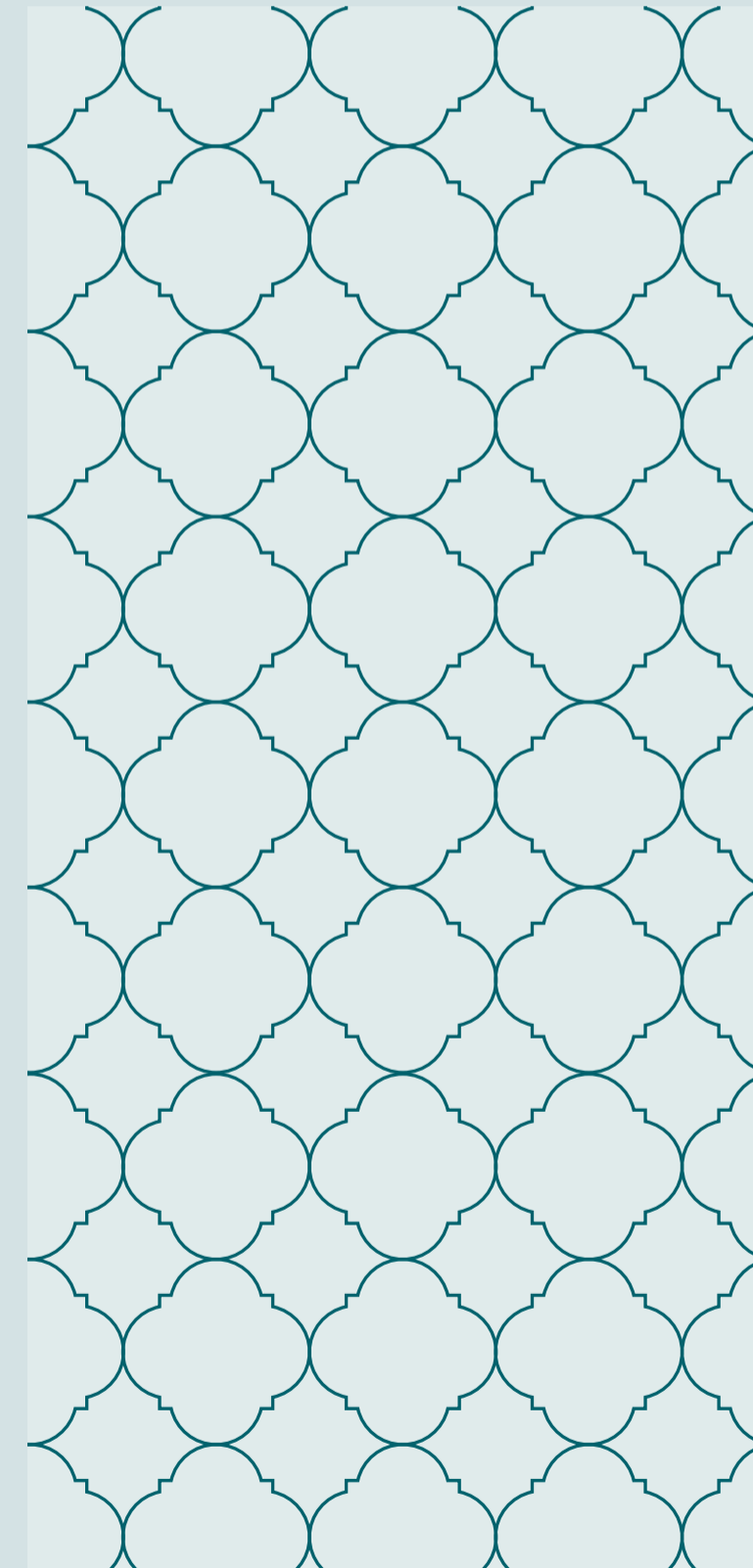
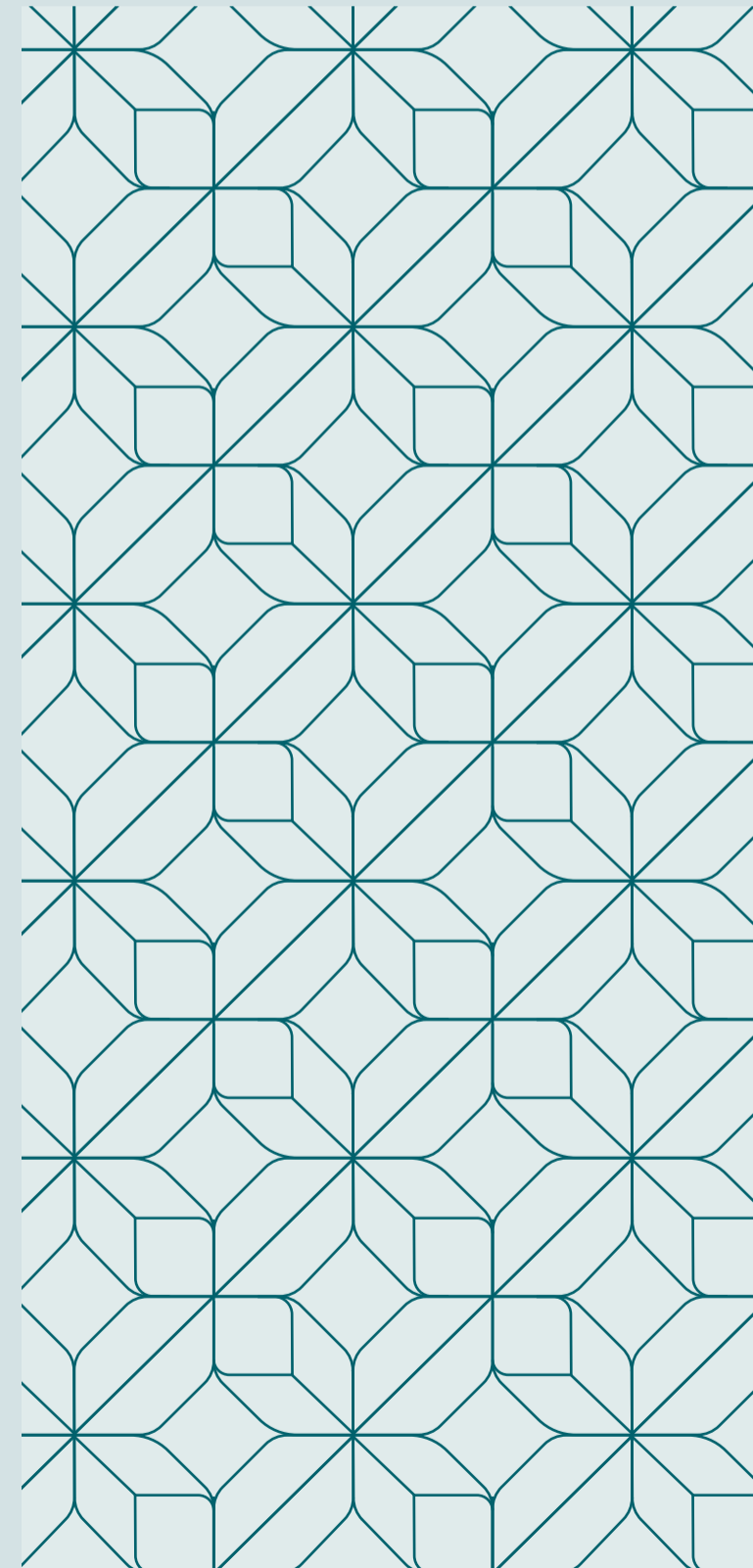
OUR PATTERNS

OUR PATTERNS

# INSPIRED BY ARCHWAYS

Our patterns celebrate the beauty of Qatar, drawing inspiration from its stunning architecture.

They blend intricate details with the elegant curves and smooth lines of the country's iconic archways.



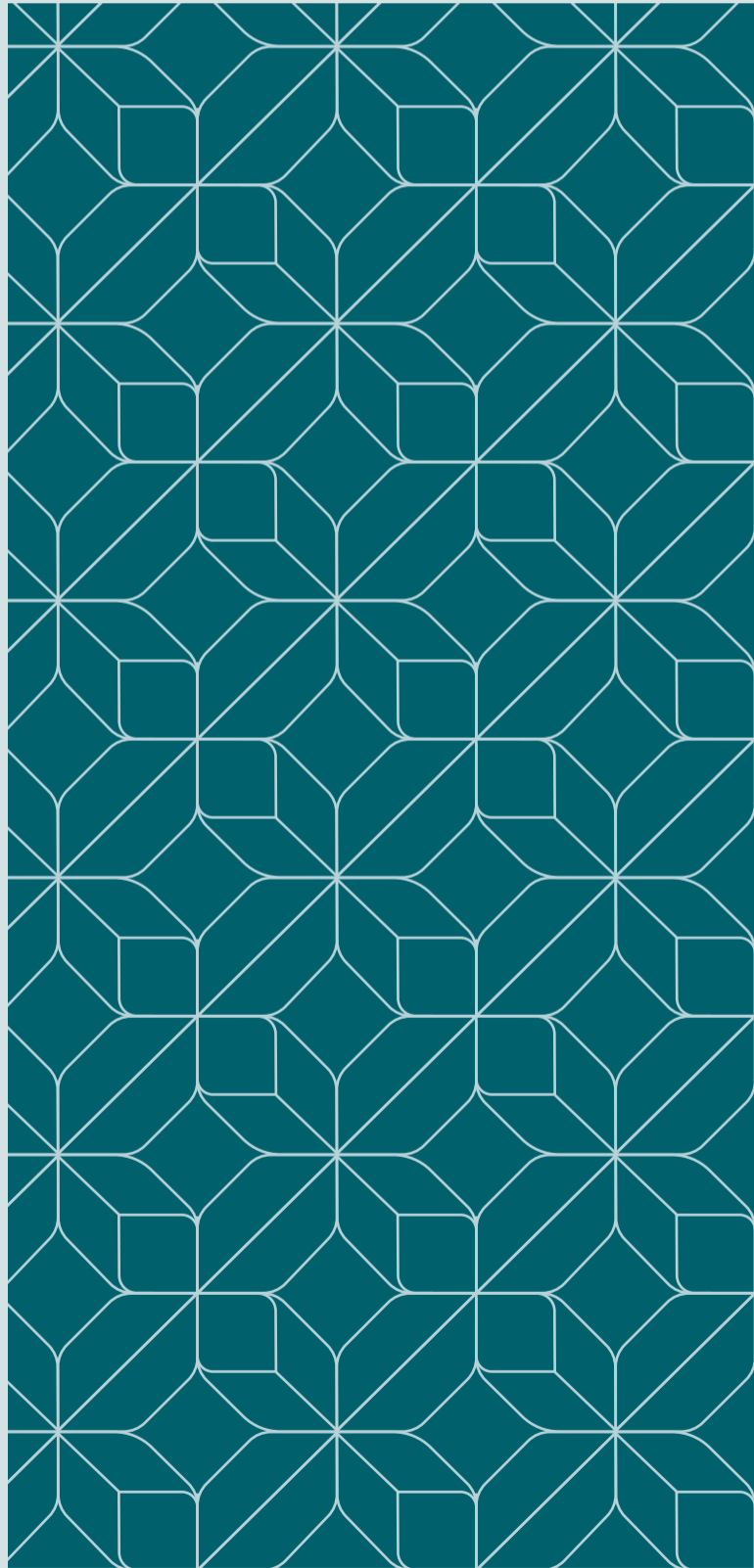
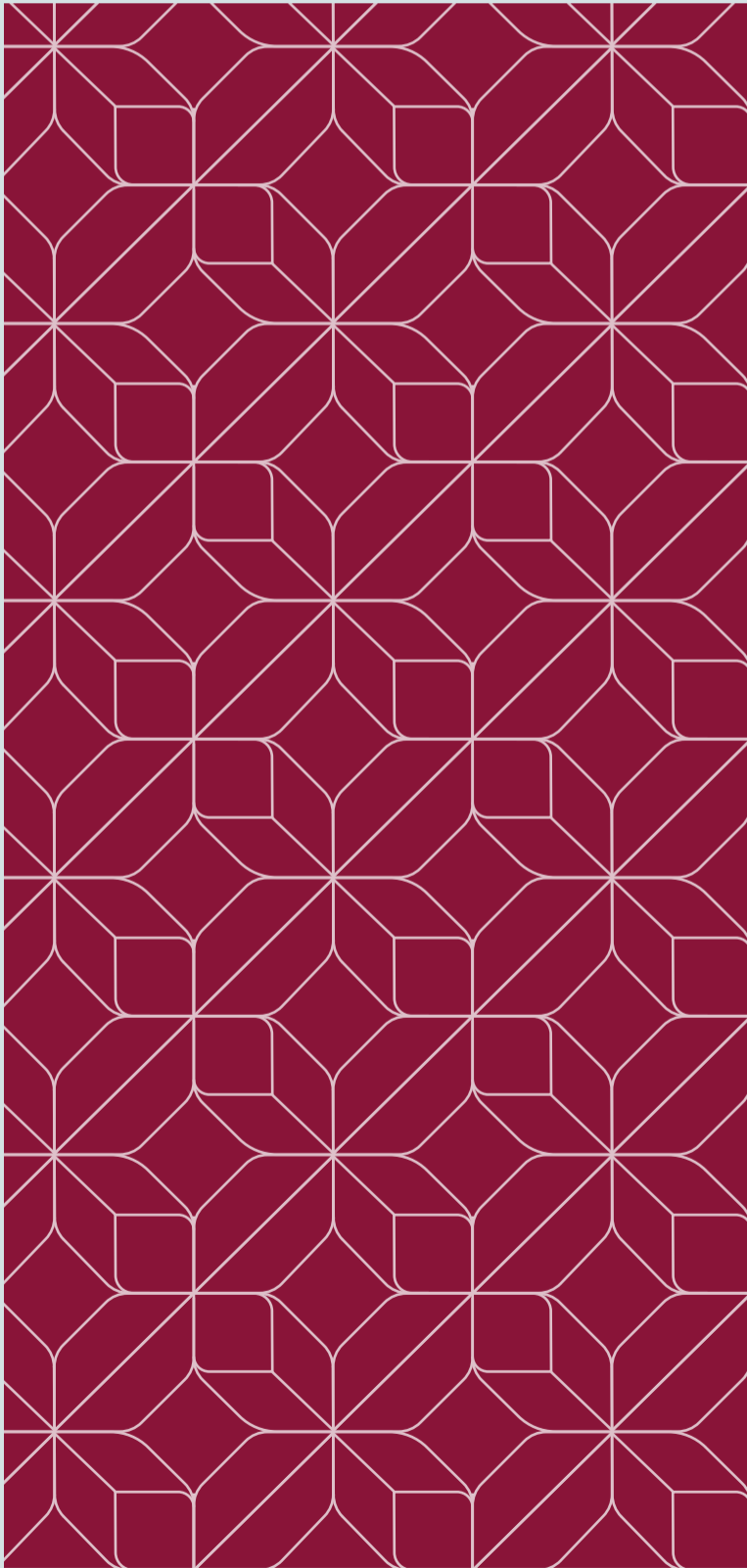
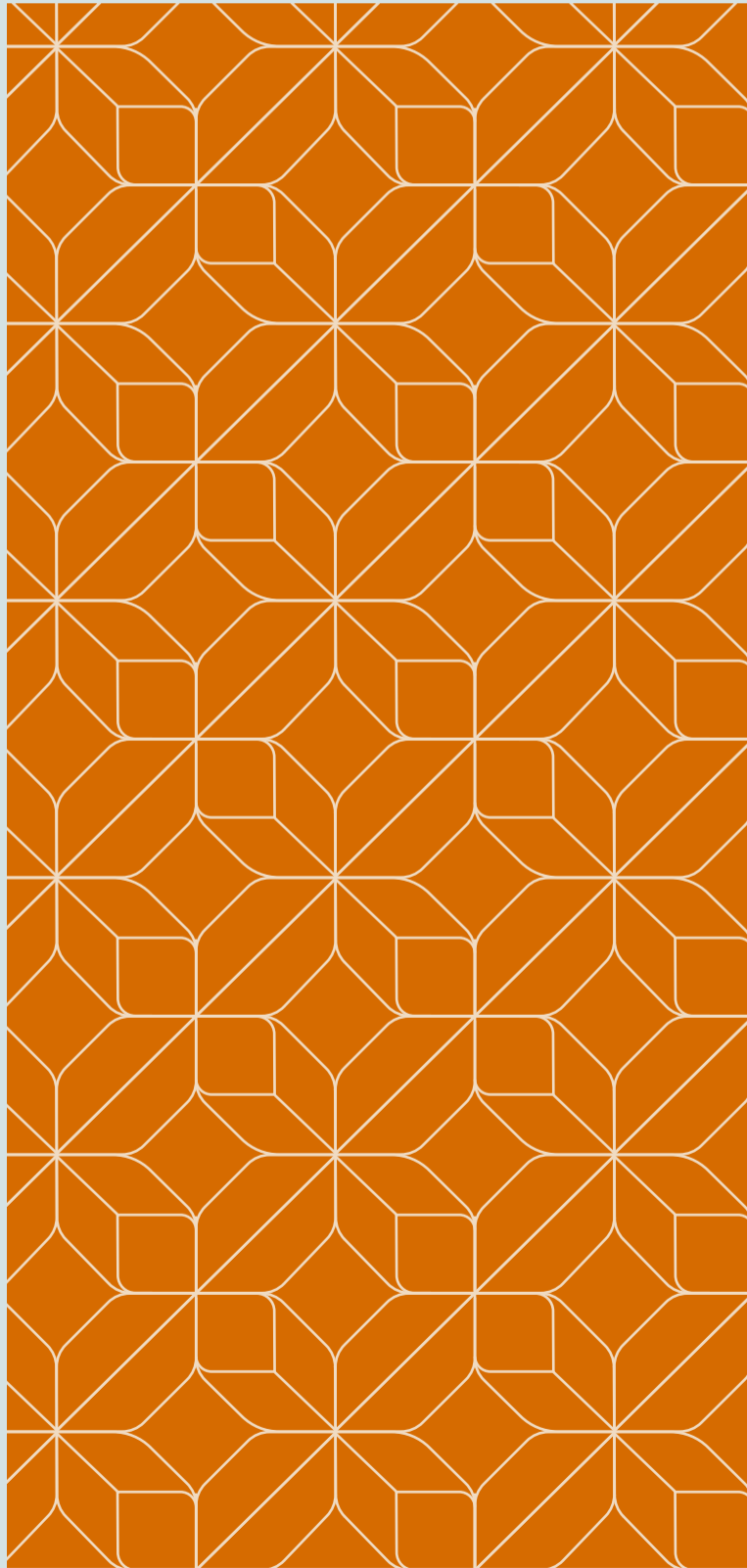
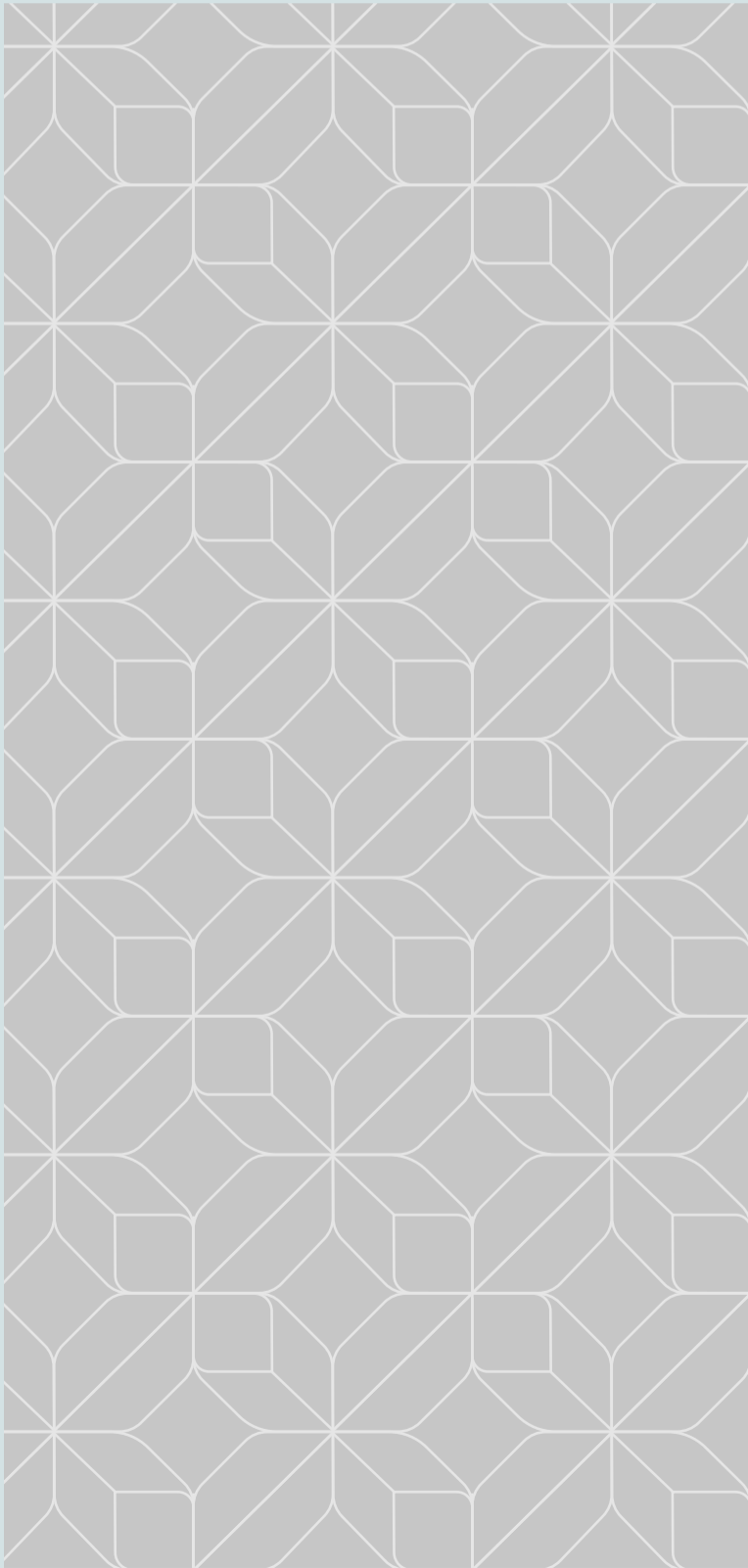
[DOWNLOAD ASSETS](#)

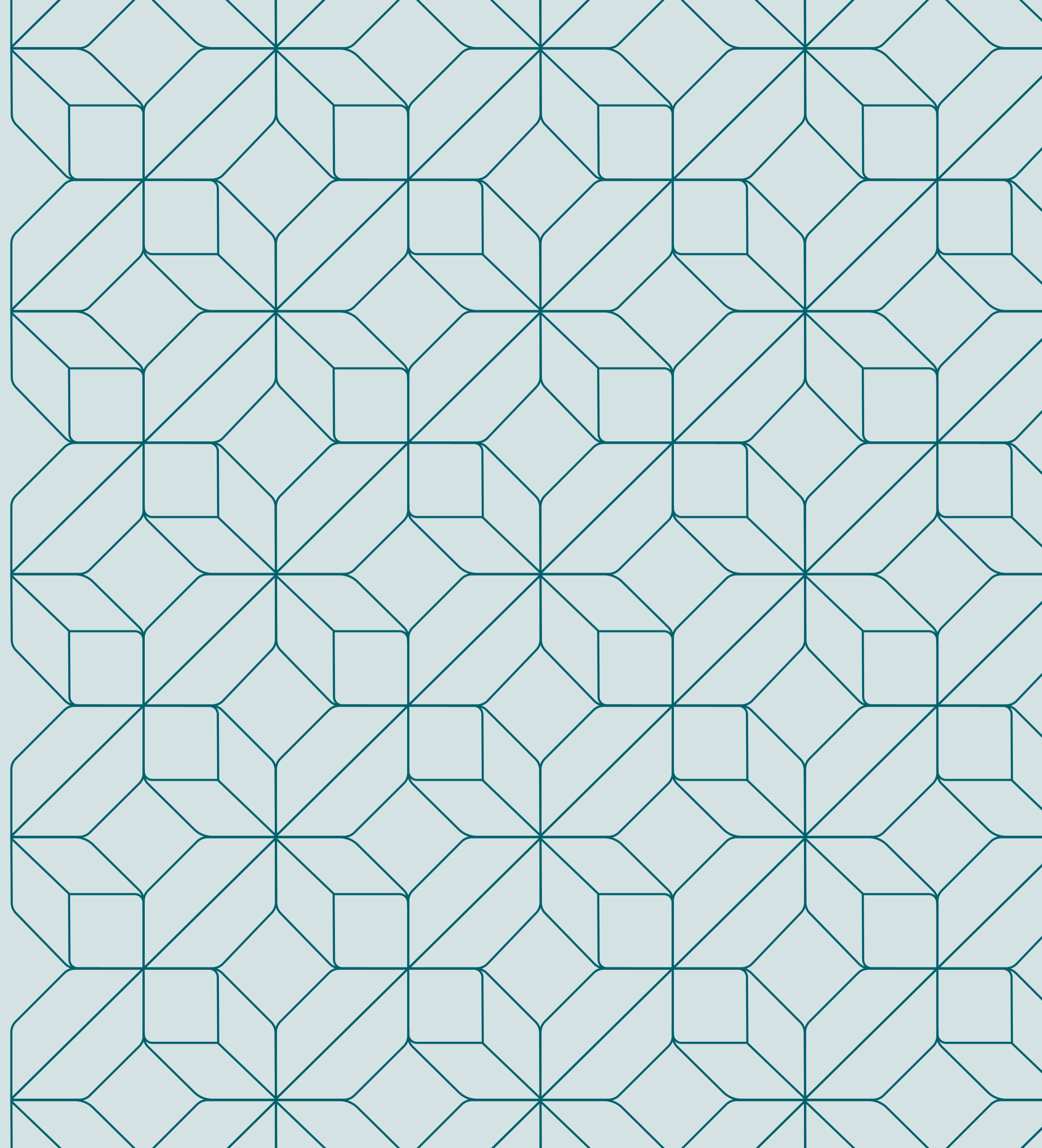
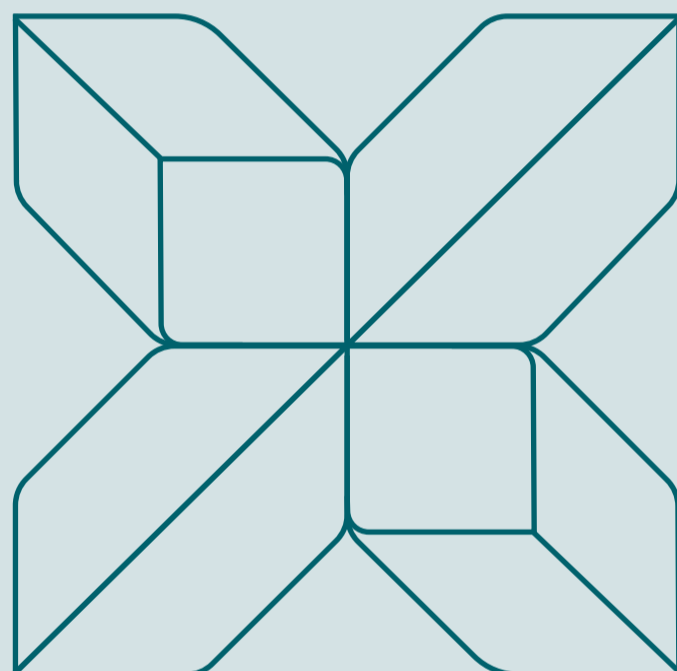
OUR PATTERNS

# FIRST PATTERN

This pattern draws inspiration from the stunning architecture of Qatari culture.

Featuring smooth, elegant curves reminiscent of our main archway device, it allows us to create visually appealing and harmonious layouts.



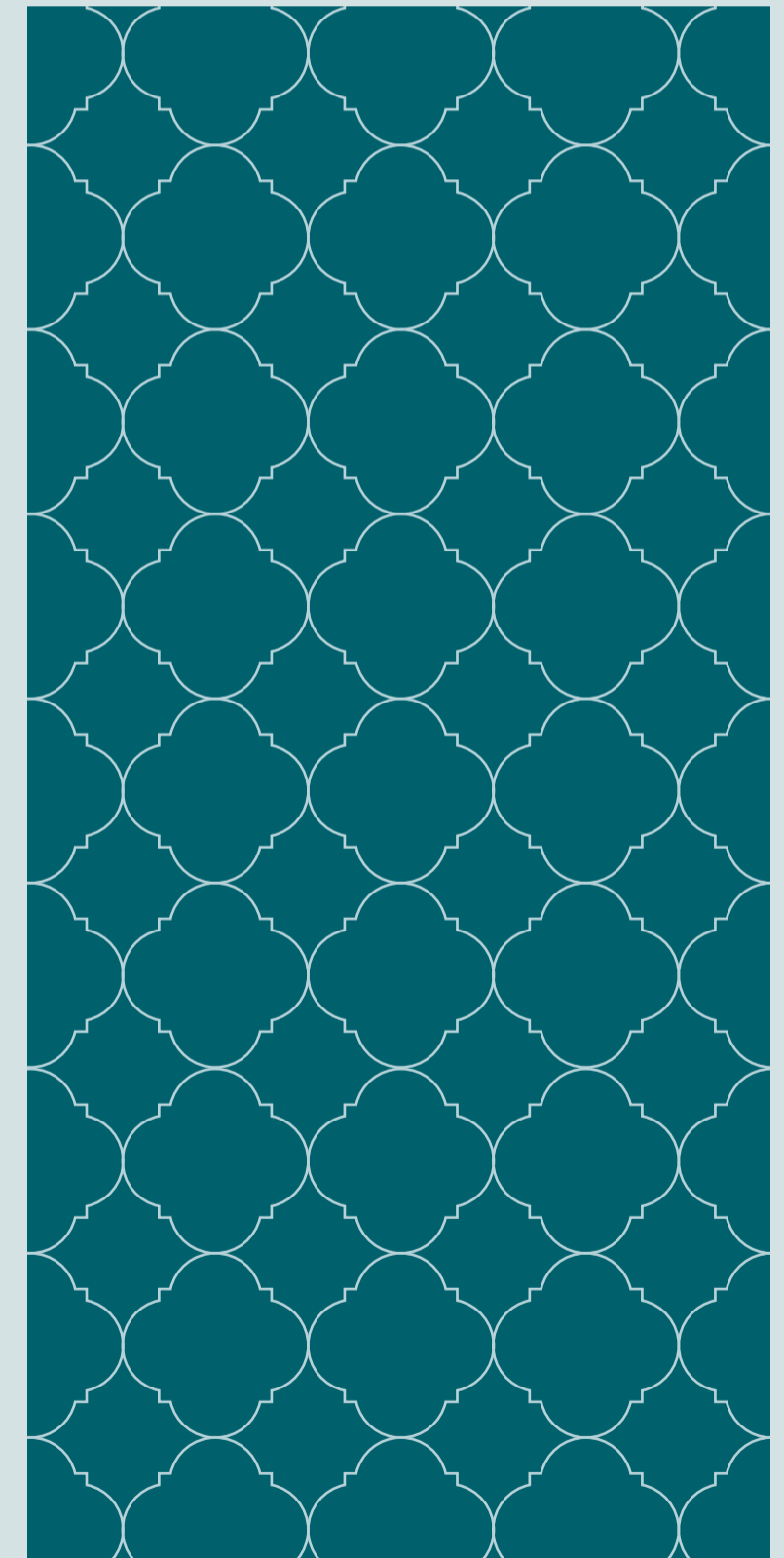
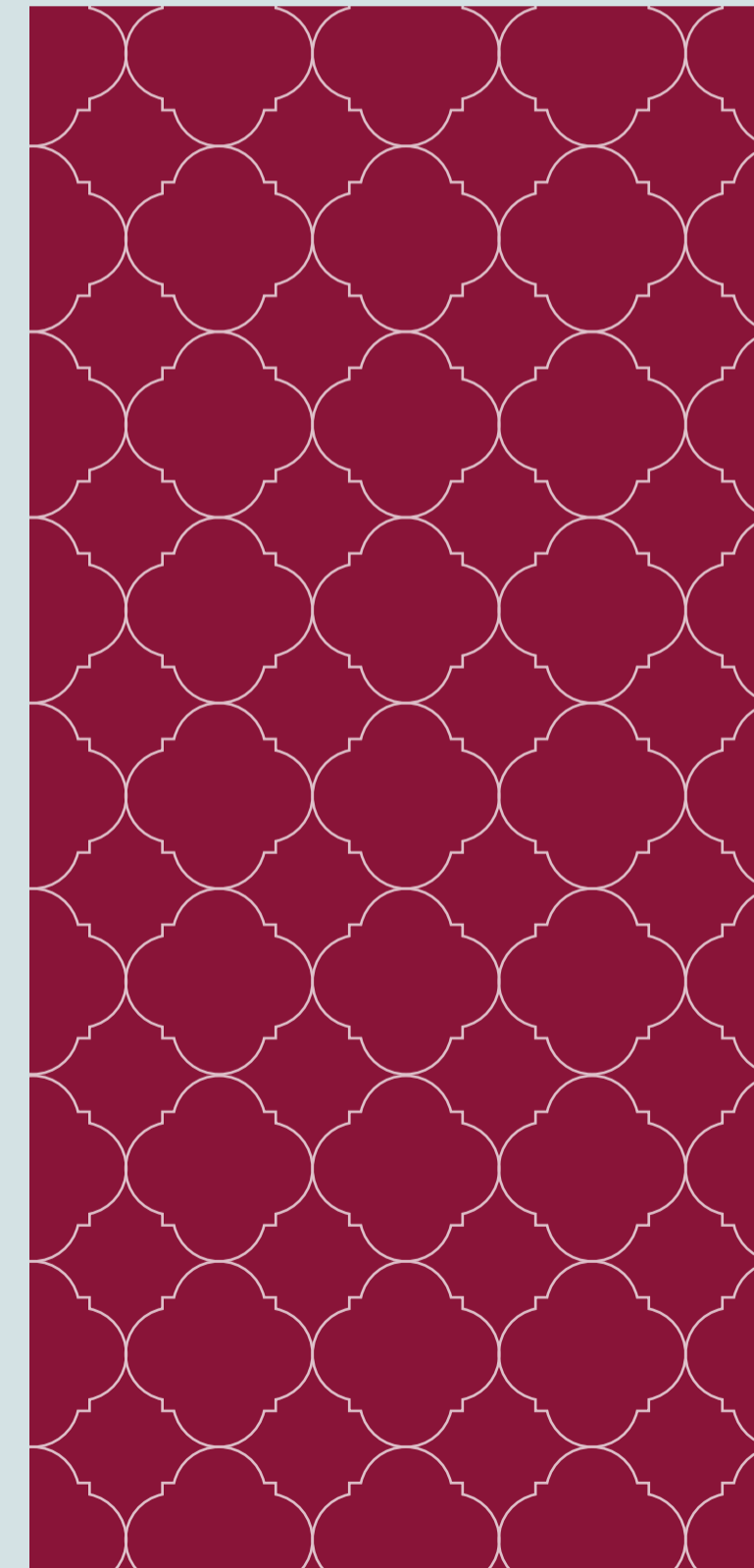
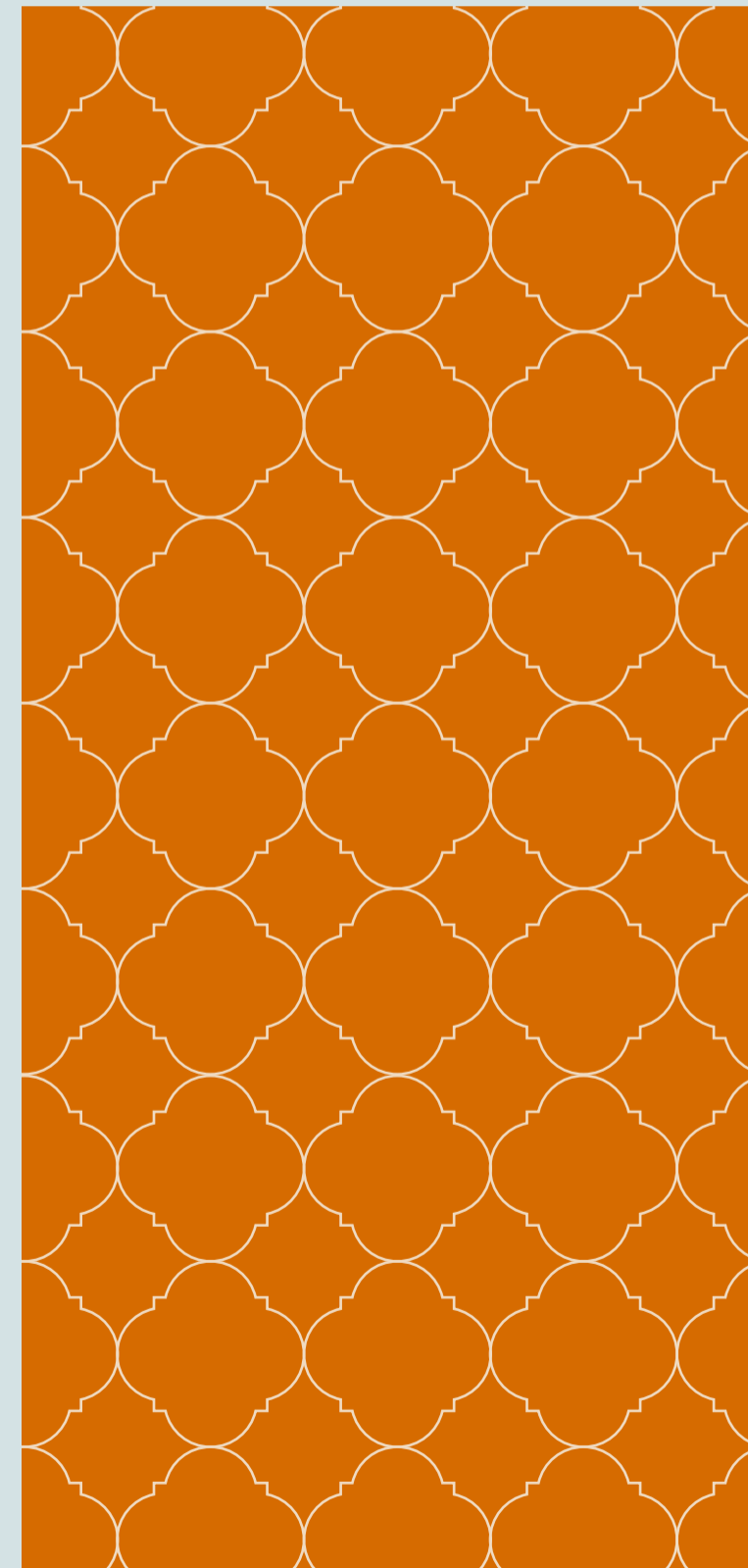
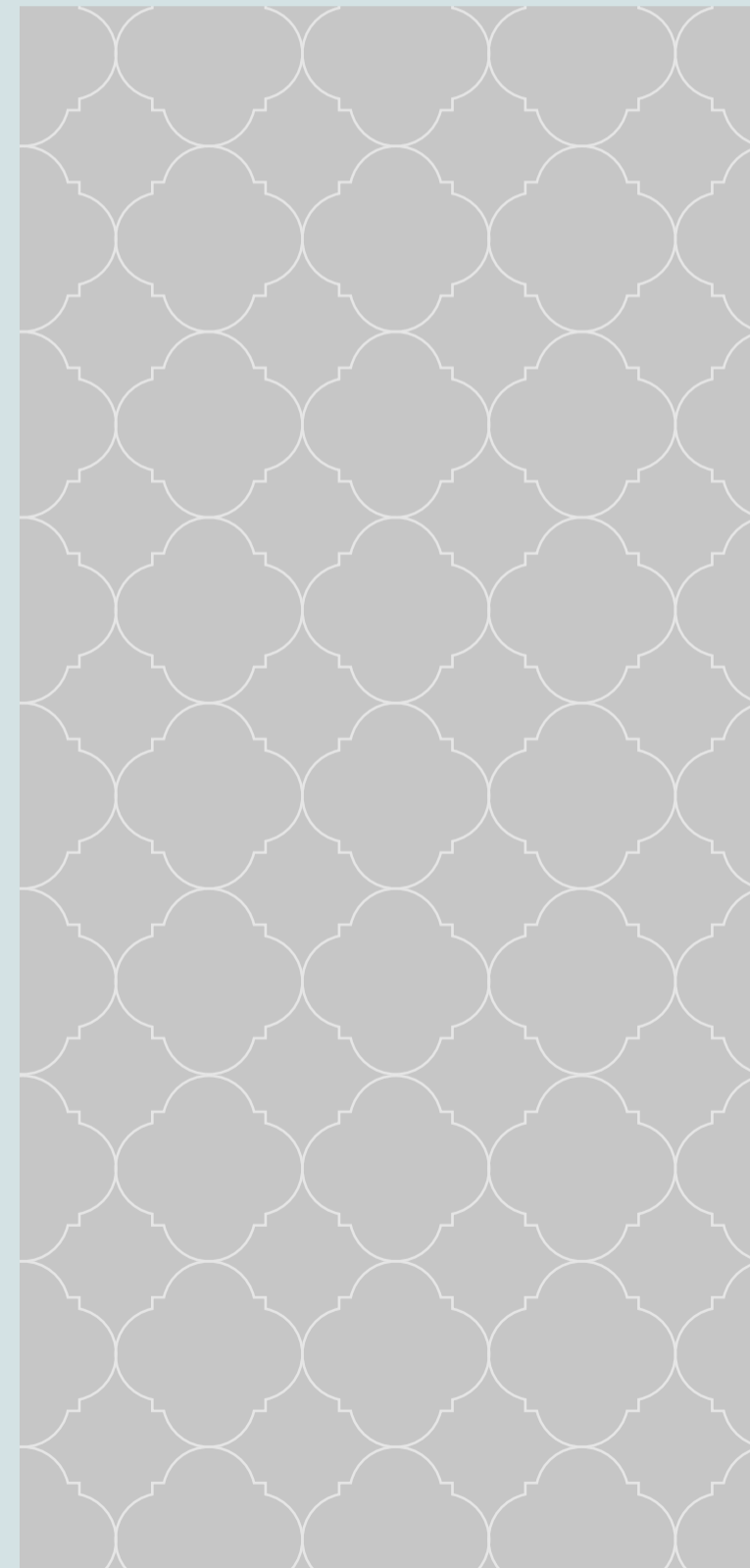


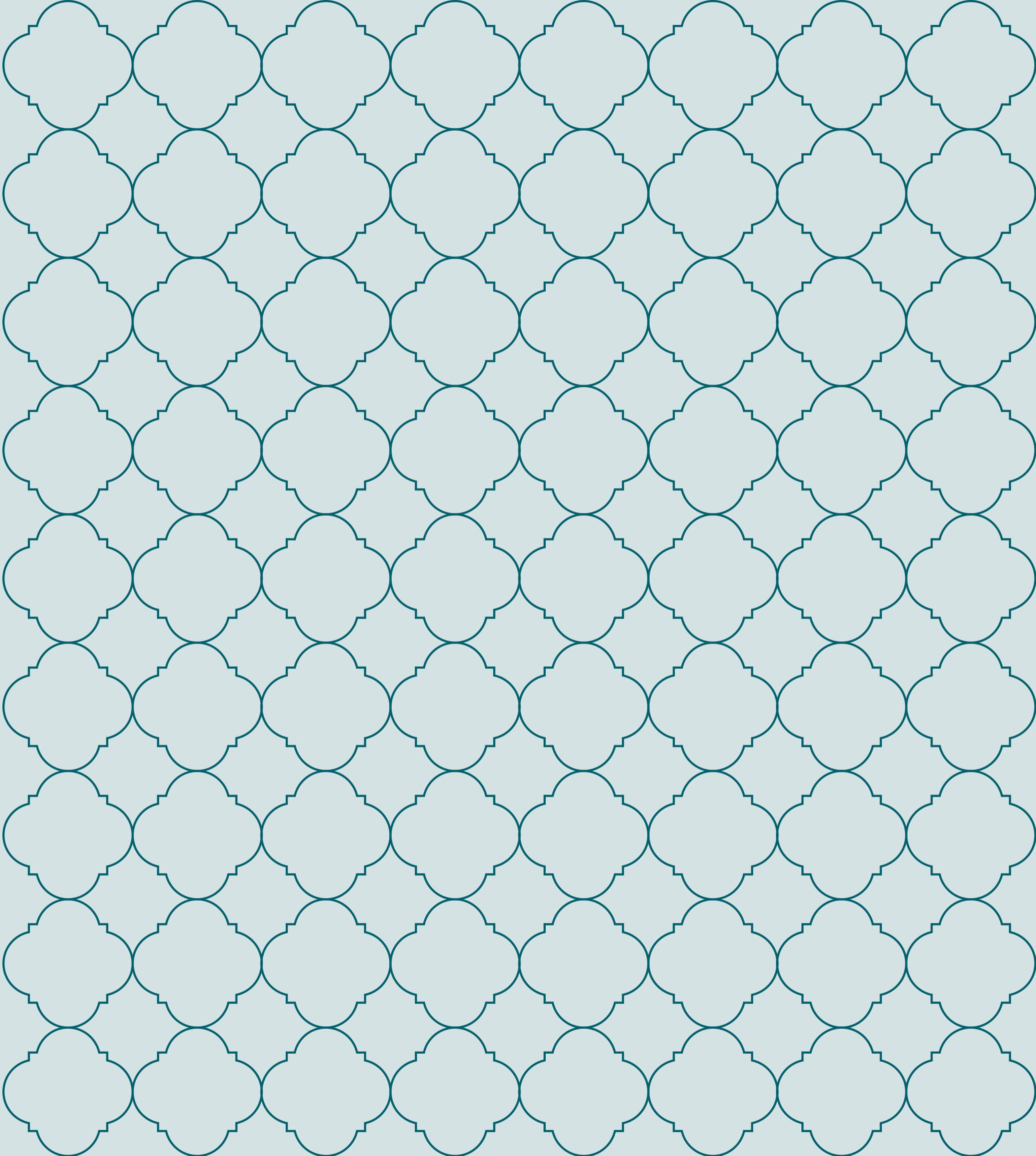
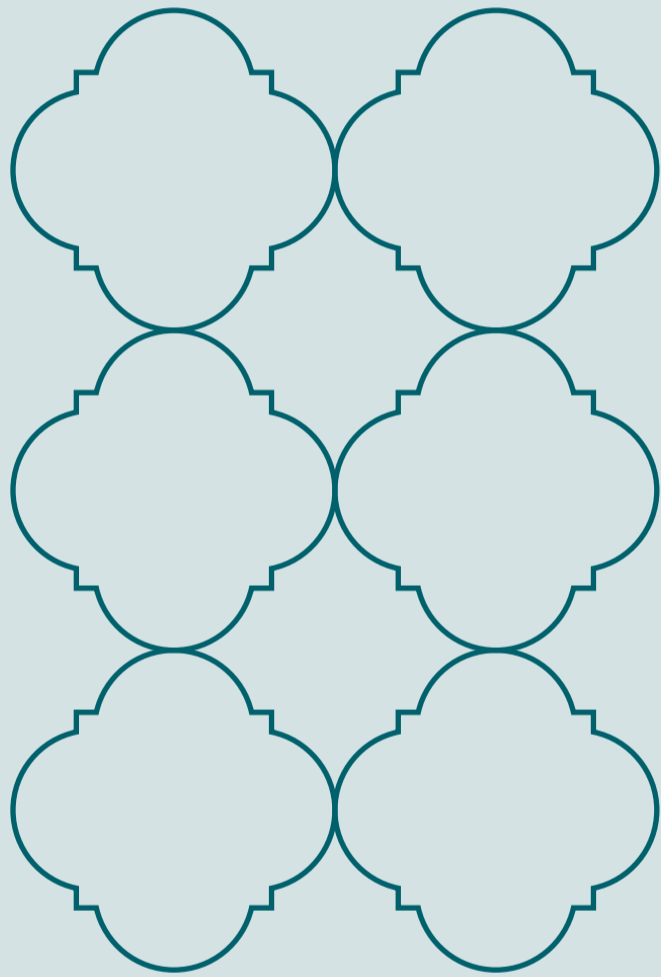
OUR PATTERNS

## SECOND PATTERN

This pattern also draws inspiration from the breathtaking architecture of Qatari culture.

Its elegant curves, reminiscent of traditional archways, enable the creation of visually appealing and harmonious layouts.



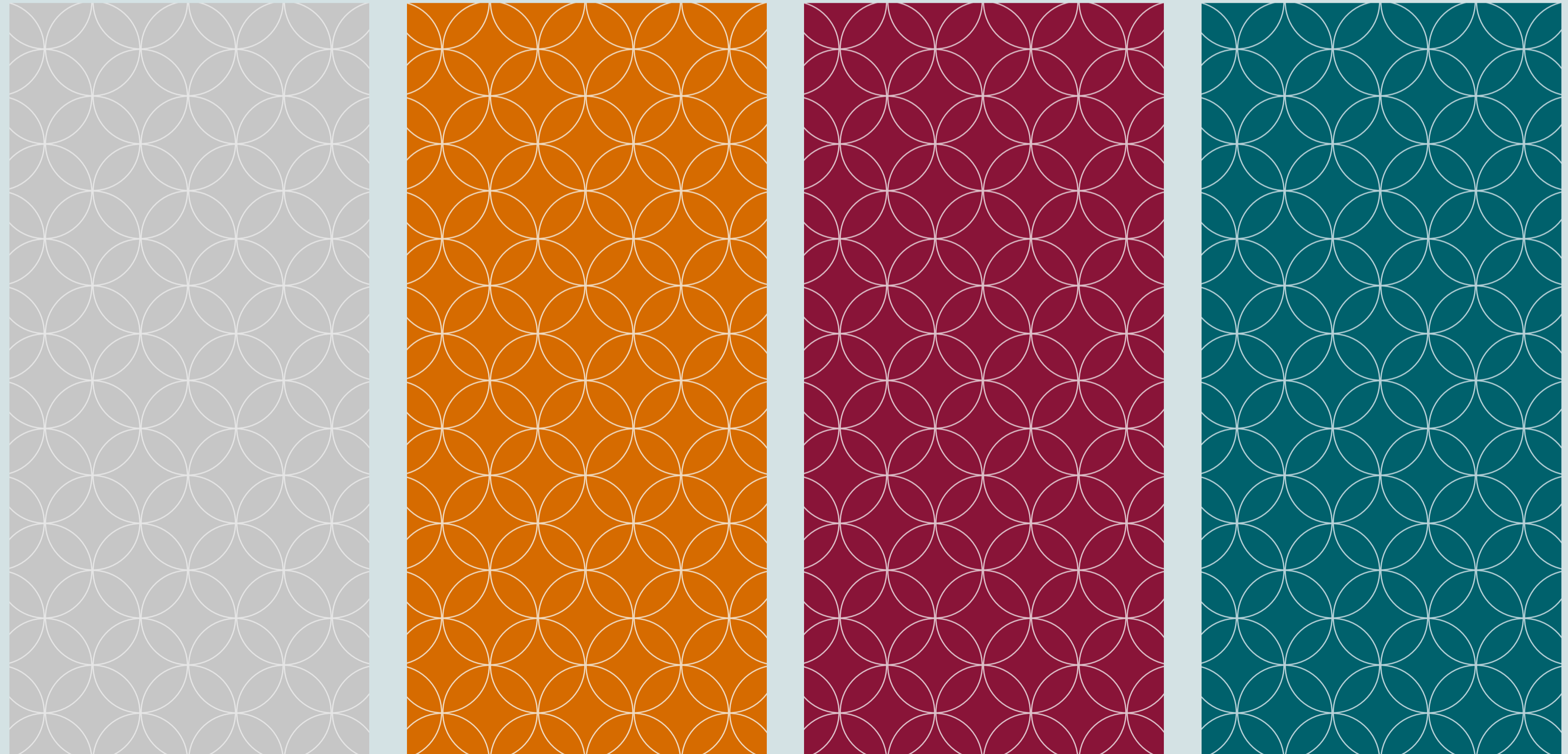


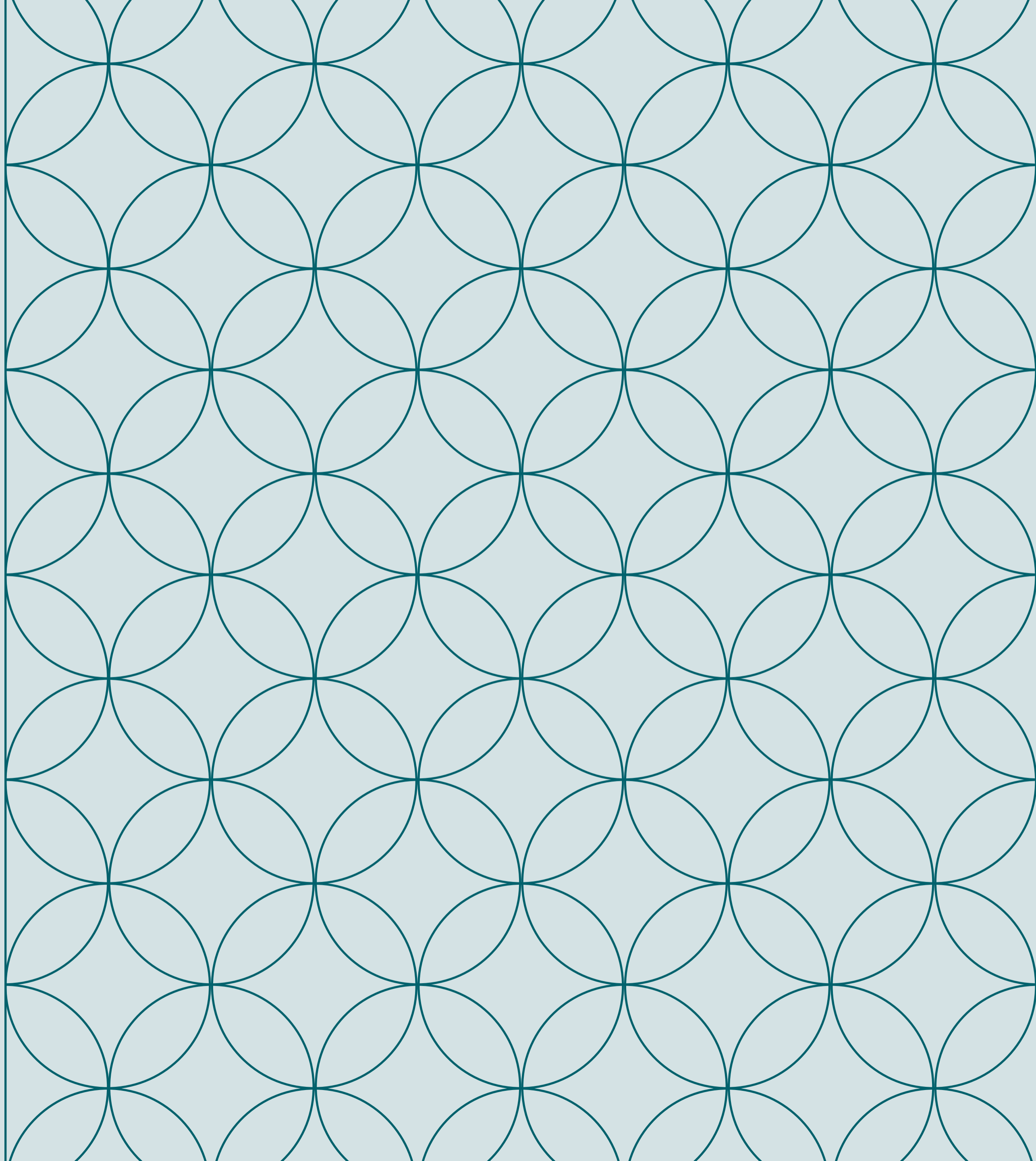
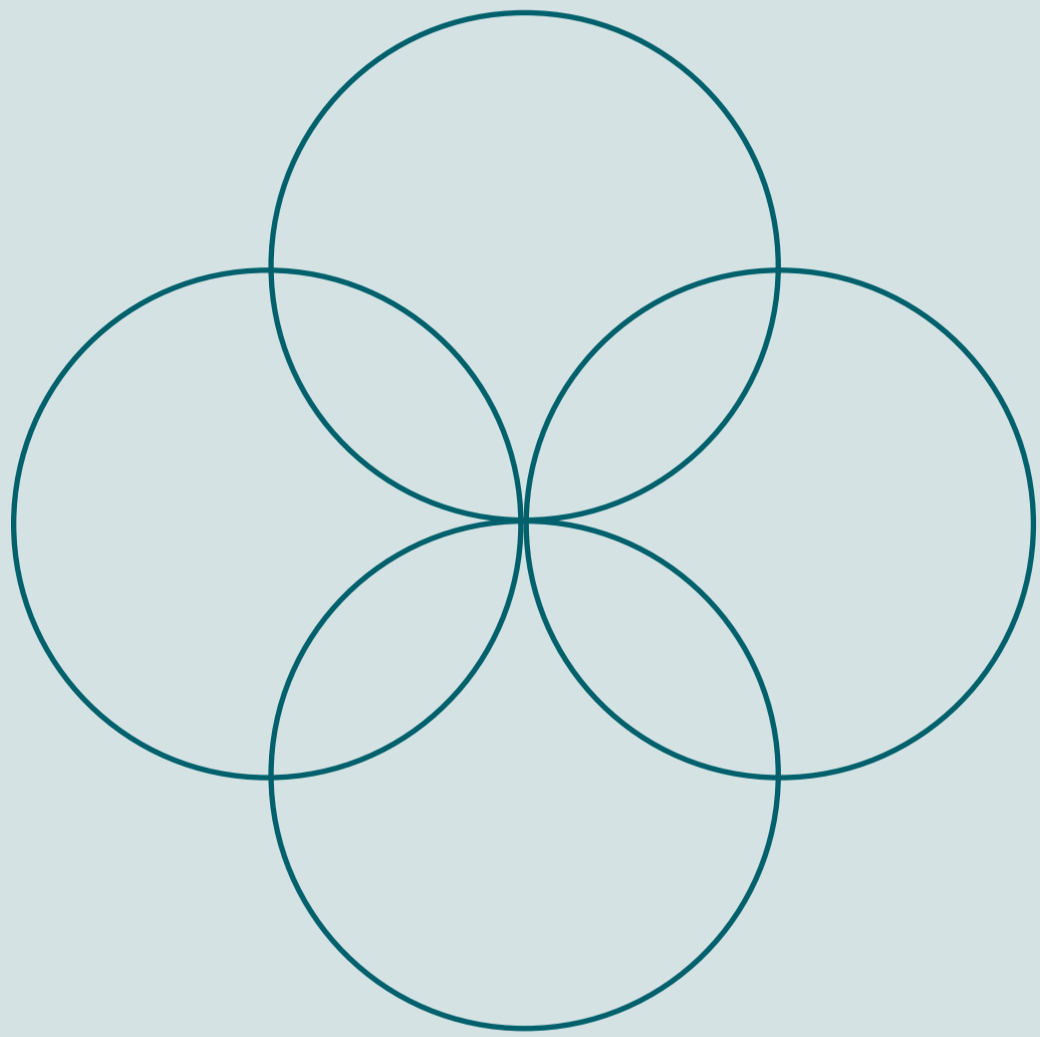
OUR PATTERNS

# THIRD PATTERN

The third pattern, also inspired by Qatar's beautiful architecture, features now circular elements that introduce harmony and a meticulously crafted aesthetic.

Creating elegant compositions that echo the intricate details found in the most traditional settings.





# OUR LAYOUT

OUR LAYOUT

# VARIETY

We offer a variety of layout options, all of which are valid as long as they adhere to the guidelines.

The applications may vary depending on the platform, file size, and format.

OUR LAYOUT, OOH

# FULL-BLEED

For best practice, full-bleed images are recommended on the following print formats.



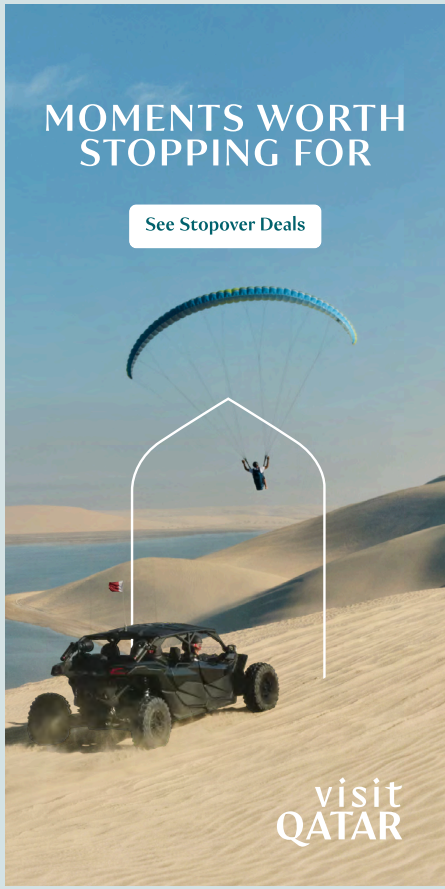
609 X 1209CM (96 SHEET)



609CM X 305CM (48 SHEET)



1:4



1:2



2:3



A4



1:1

OUR LAYOUT, OOH

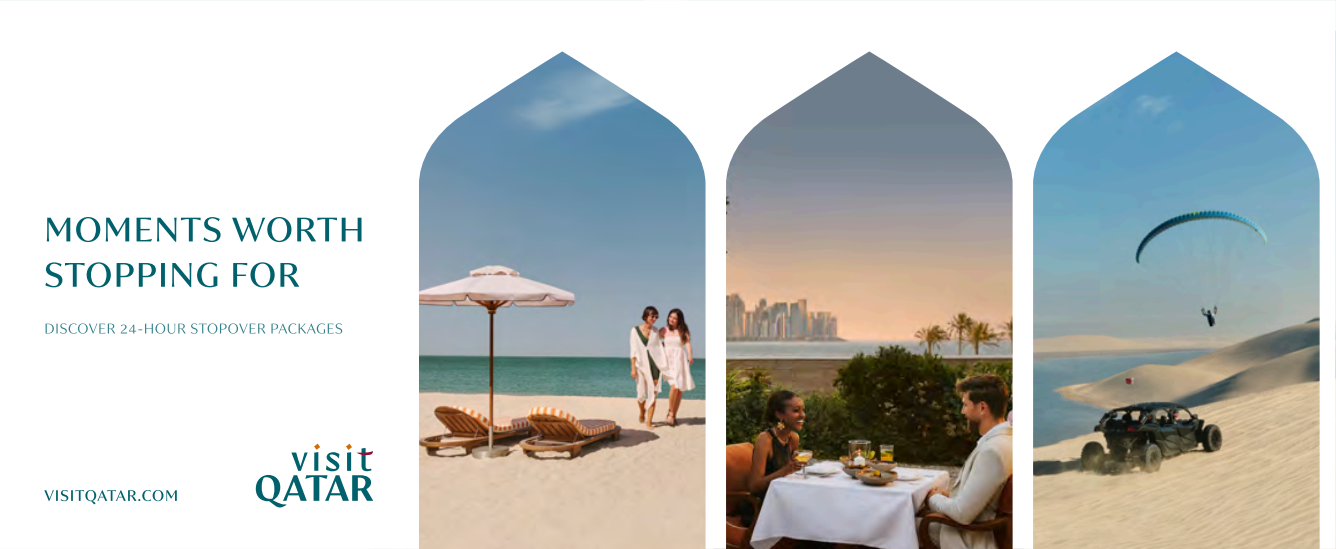
# MULTI-ARCHWAY

For wider ratio formats where single-archway applications generate too much white space, we recommend using a three archway pairing that reveals the image within.

We never want to mix and match our archway silhouettes within a single application.



609 X 1209CM (96 SHEET)



609CM X 305CM (48 SHEET)



1:4

1:2

2:3

A4



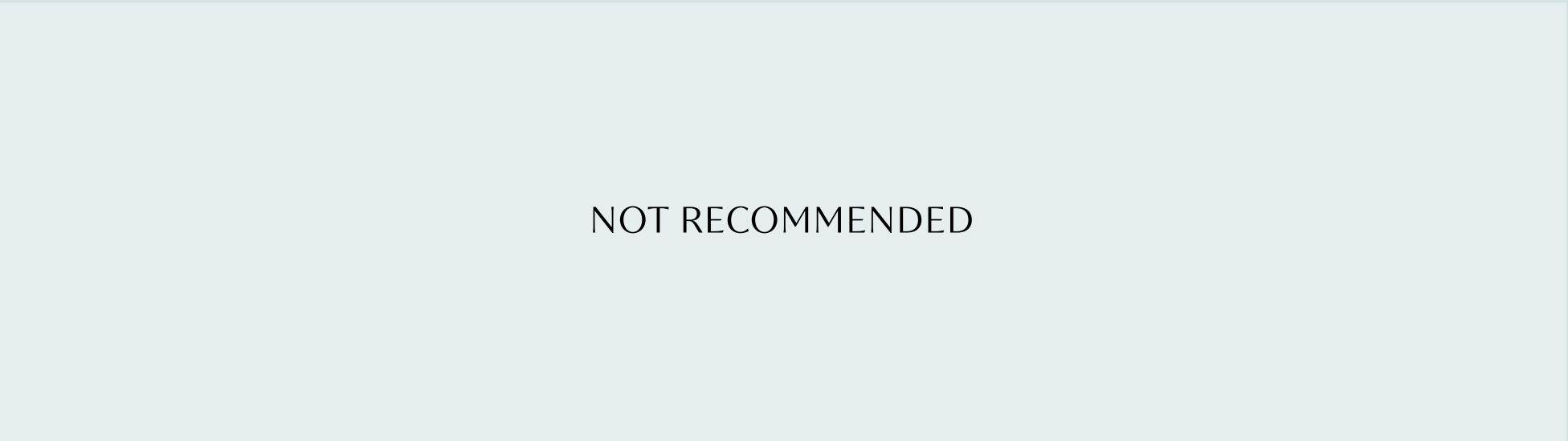
1:1

Multi archway applications are not recommended for narrow ratio formats.

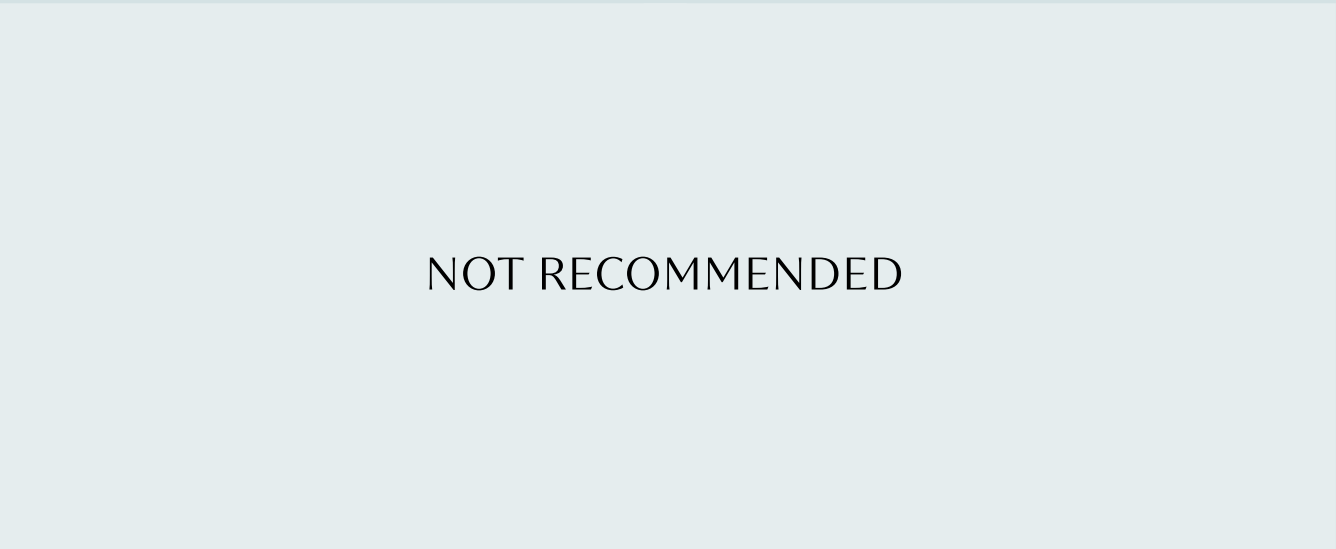
OUR LAYOUT, OOH

# SINGLE-ARCHWAY

Single archway applications are recommended on full white backgrounds for OOH use.



609 X 1209CM (96 SHEET)



609CM X 305CM (48 SHEET)



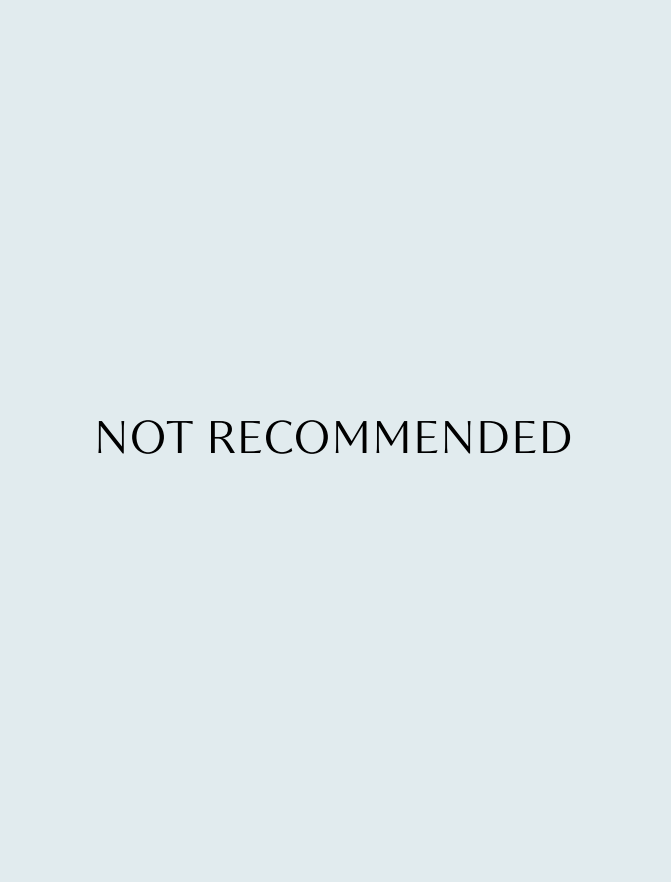
1:4



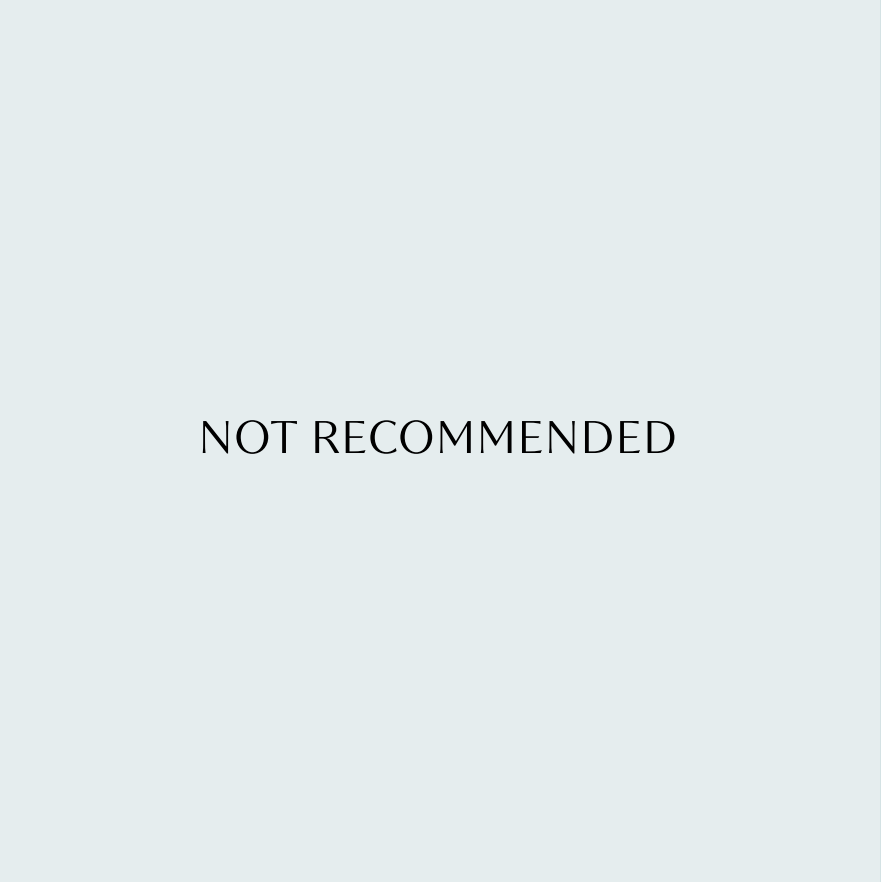
1:2



2:3



A4



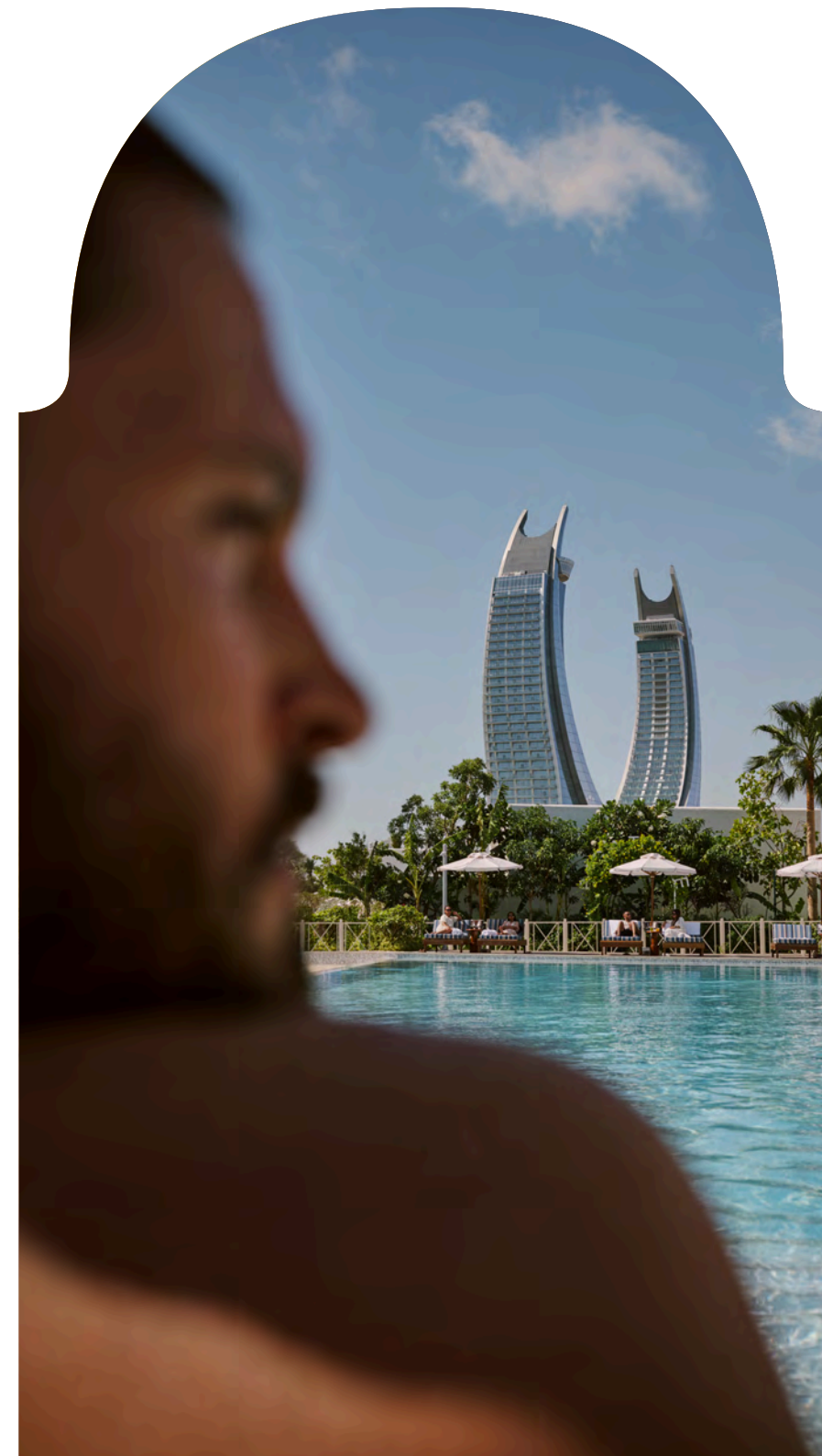
1:1

Single archway applications are not recommended for wider ratio formats.

OUR LAYOUT

# OVERVIEW

Our brand application will feel consistent and flex during different campaign rollouts.



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visit  
QATAR



VISITQATAR.COM

visit  
QATAR

## MOMENTS WORTH STOPPING FOR

DISCOVER 24-HOUR STOPOVER PACKAGES



visit  
QATAR

OUR LAYOUT

# EXTERNAL EXAMPLES

This external brand work, currently in-market, will be assessed with the goal of unifying and structuring all future materials to ensure consistency and alignment across all touchpoints.

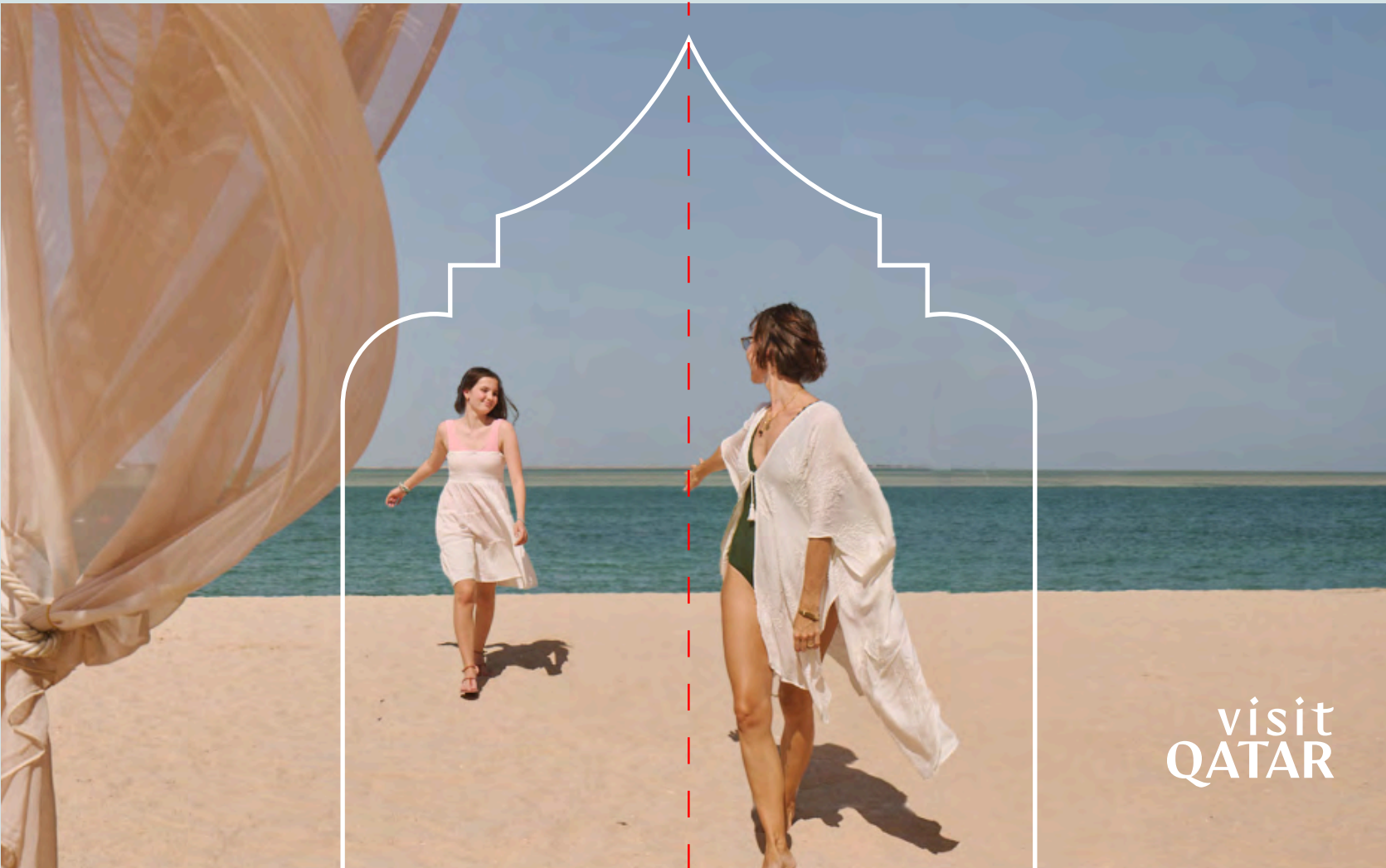


OUR LAYOUT

# SOCIAL CROP

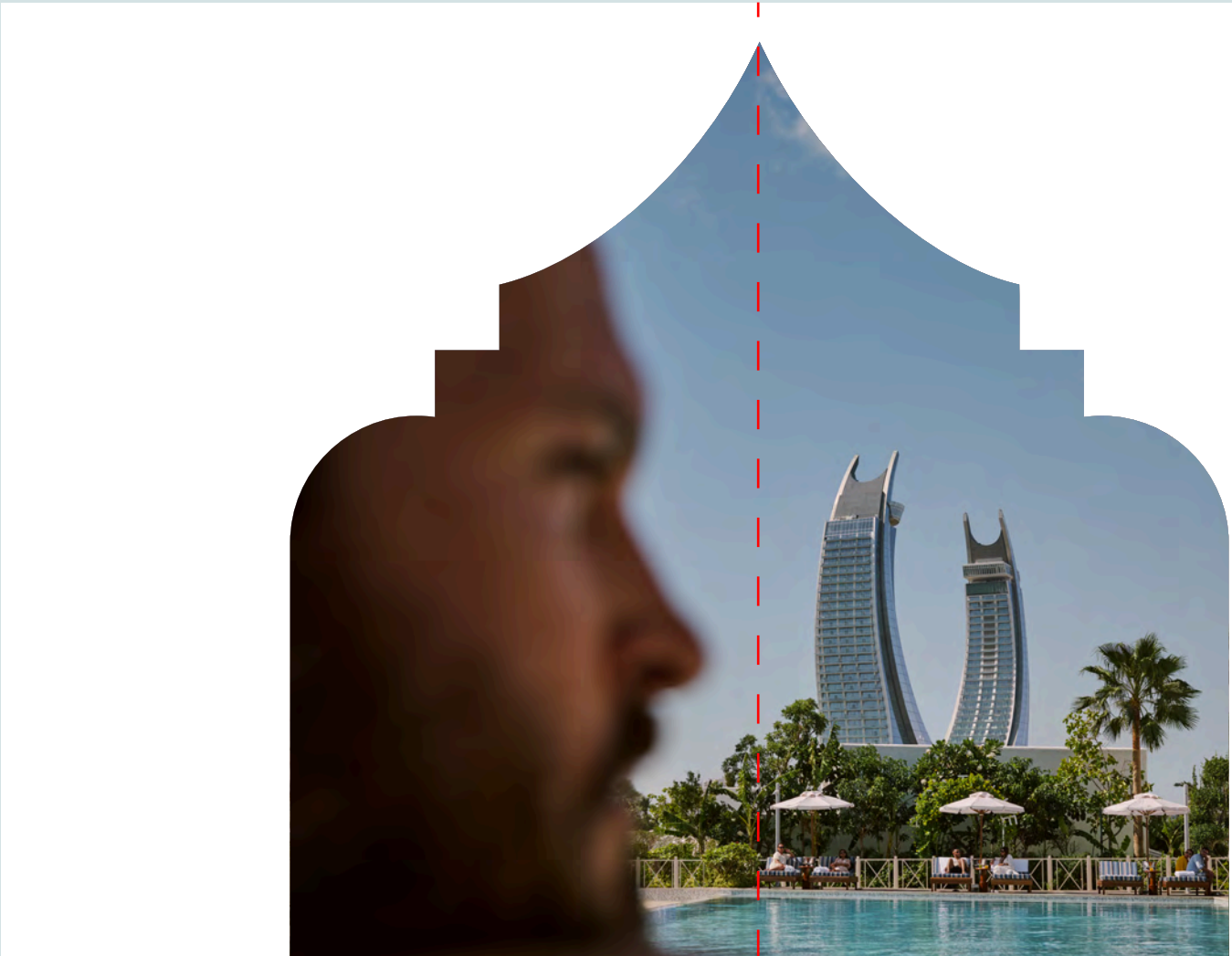
## INSTAGRAM CAROUSEL

A selected visual image and graphic asset will be cropped in half and spread across two carousel tiles to create a seamless transition for the user between one frame and the second frame.



## LINE ASSET

The selected archway will overlay the image and be cut in two to fold directly down the middle of a two frame asset.



## IMAGE FILL

The selected archway will house our selected visual then be cut in two to fold directly down the middle of a two frame asset.

DUAL-IMAGE

DUAL-IMAGE

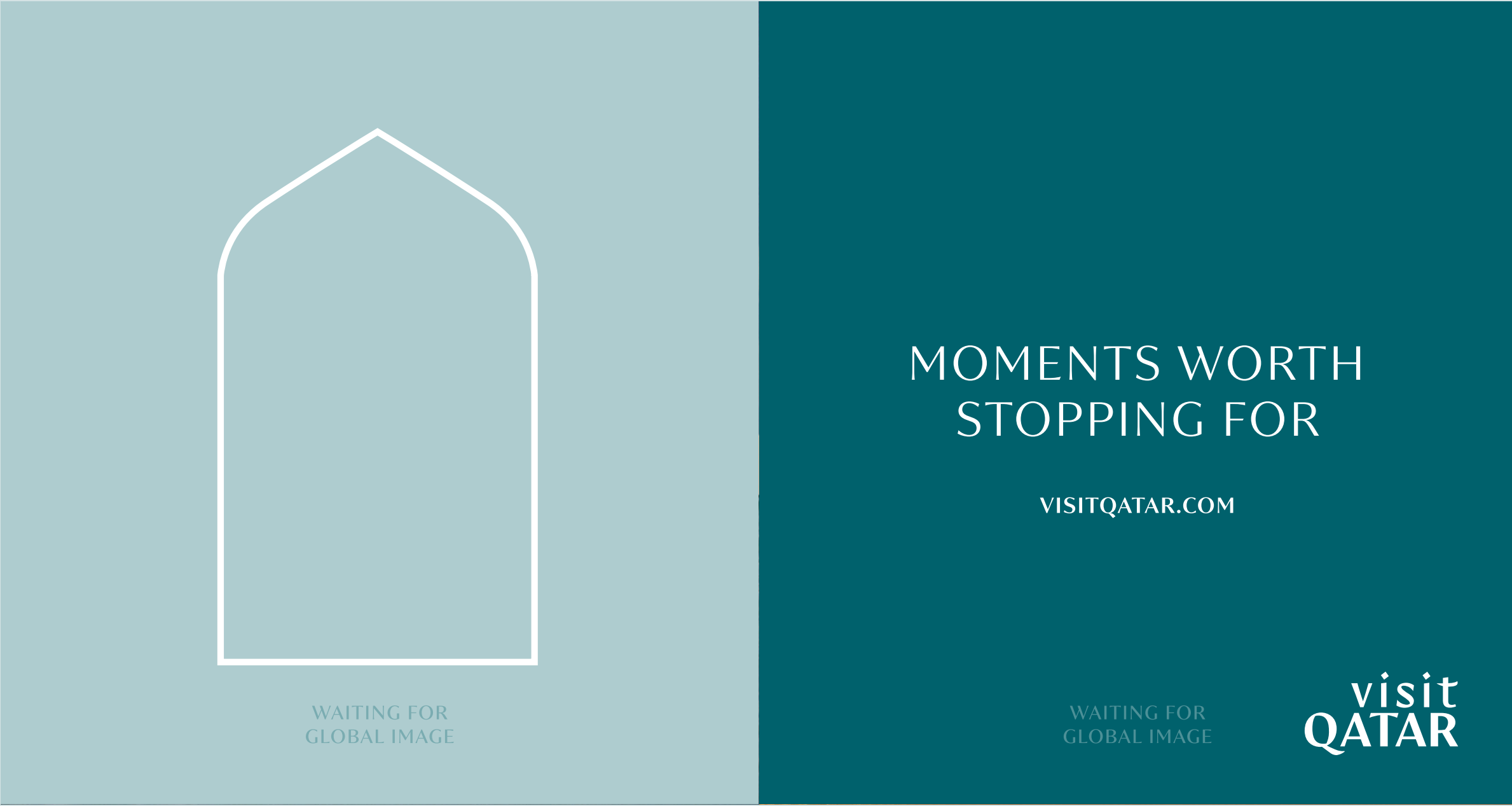
# LAYOUT, PREFERRED

For dual-image usage, we recommend the following.

On portrait, our wider landscape image will sit on the bottom with an emotion driven image above it.

On wider ratio formats, we'll keep the landscape image on the right with headlines overlay. The more emotion driven image will sit on the left.

We can integrate the archway frame when possible.



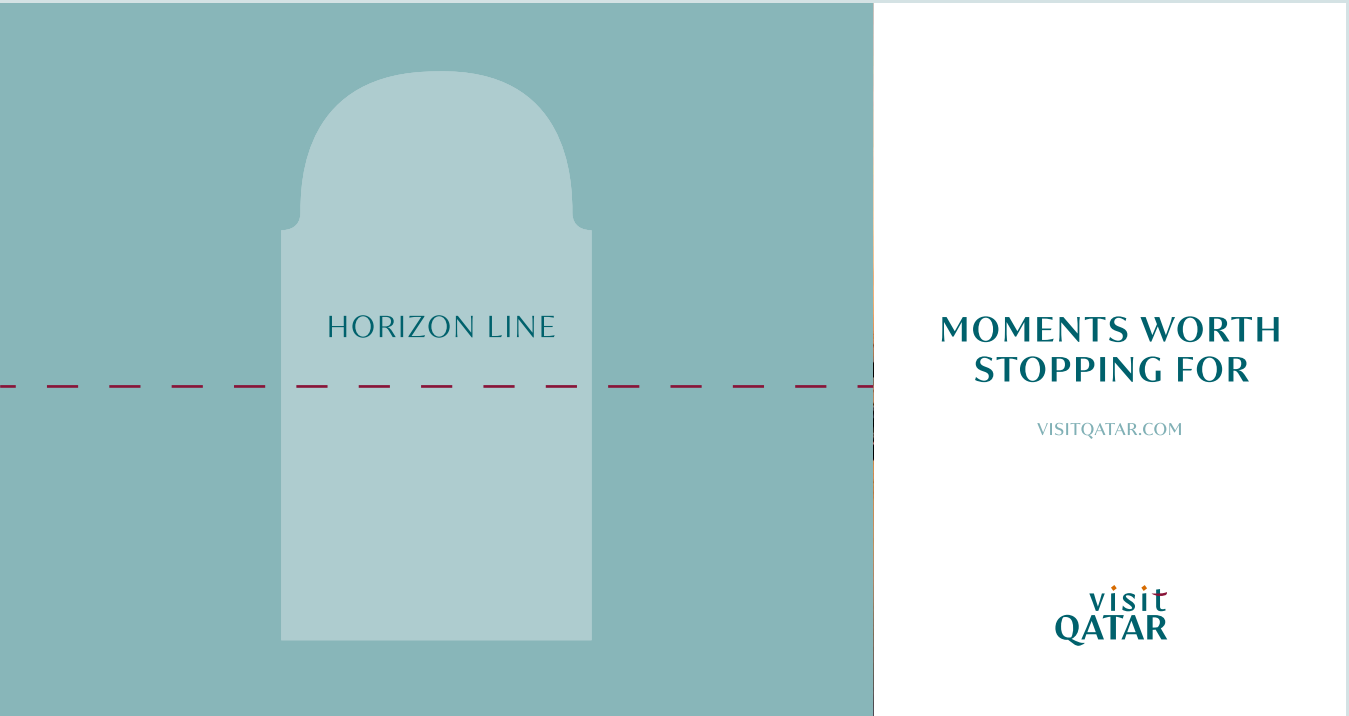
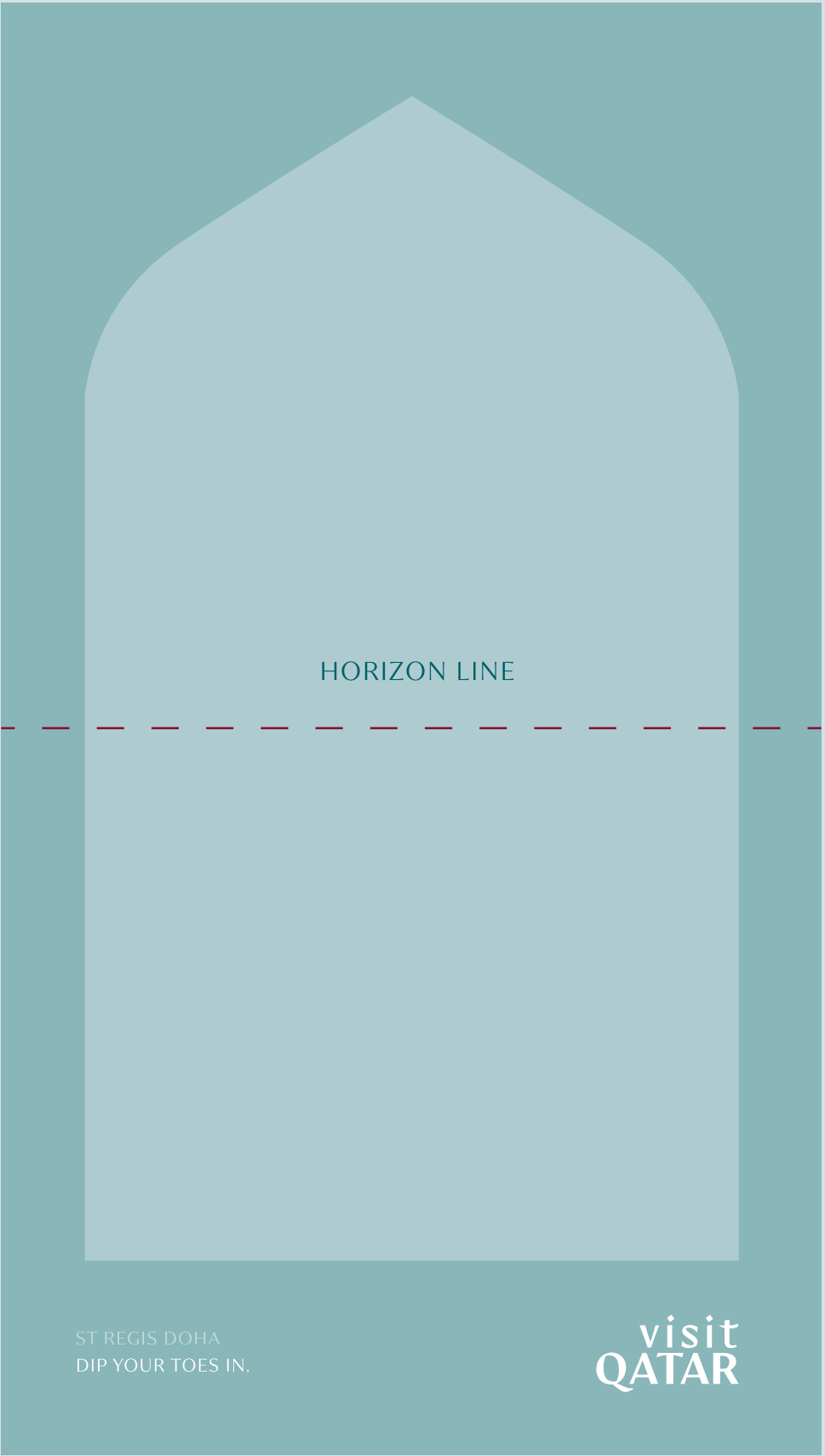
DUAL-IMAGE

# LAYOUT, SECONDARY

On both formats, our wider landscape image will sit behind a more emotion driven image over it.

We recommend only using the archway as an image mask.

For more restrictive vertical formats, the background and foreground images should share similar colours/tones as to clash.



# OUR DIGITAL BANNERS

OUR DIGITAL BANNERS

# FULL BLEED



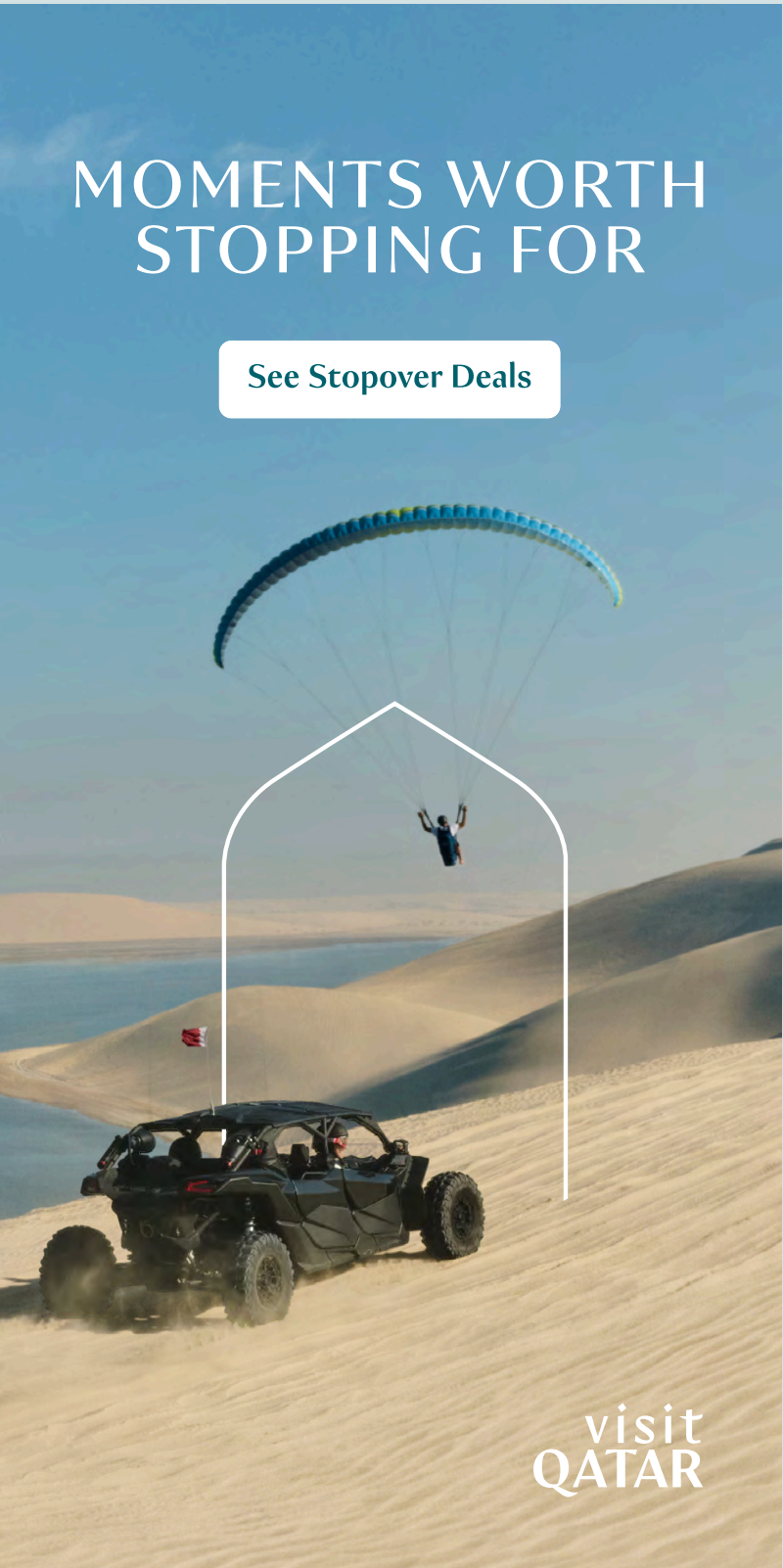
960 X 1200 (NOT ACTUAL SIZE)



1200 X 1200 (NOT ACTUAL SIZE)



160 X 600



300 X 600

OUR DIGITAL BANNERS

# FULL BLEED



970 X 250



930 X 180



728 X 90



468 X 60



320 X 50



300 X 250

OUR DIGITAL BANNERS

# MASK, WHITE

# QATAR STOPOVER

## 5-STAR HOTELS

FROM **£38**/NIGHT





960 X 1200 (NOT ACTUAL SIZE)

# QATAR STOPOVER

## 5-STAR HOTELS

FROM **£38**/NIGHT







1200 X 1200 (NOT ACTUAL SIZE)

# 5-STAR HOTELS

FROM **£38**/NIGHT

See Stopover Deals







160 X 600

# MOMENTS WORTH STOPPING FOR

See Stopover Deals





300 X 600

OUR DIGITAL BANNERS

MASK, TEAL

QATAR STOPOVER  
5-STAR HOTELS  
FROM £38/NIGHT

visit  
QATAR

960 X 1200 (NOT ACTUAL SIZE)

QATAR STOPOVER  
5-STAR HOTELS  
FROM £38/NIGHT

visit  
QATAR

1200 X 1200 (NOT ACTUAL SIZE)

5-STAR  
HOTELS  
FROM £38/NIGHT

See Stopover Deals

visit  
QATAR

160 X 600

MOMENTS WORTH  
STOPPING FOR

See Stopover Deals

visit  
QATAR

300 X 600

OUR DIGITAL BANNERS

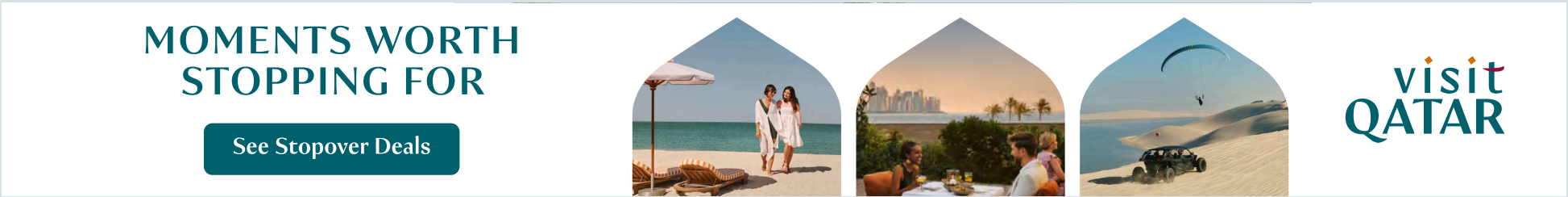
# MASK, WHITE



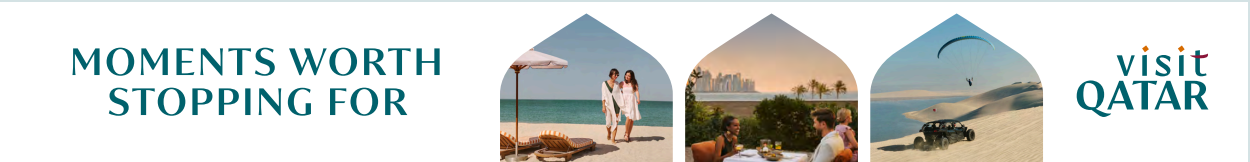
970 X 250



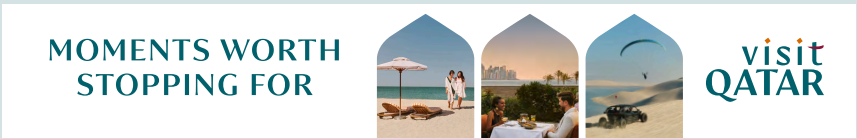
930 X 180



728 X 90



468 X 60



320 X 50



300 X 250

OUR DIGITAL BANNERS

# MASK, WHITE



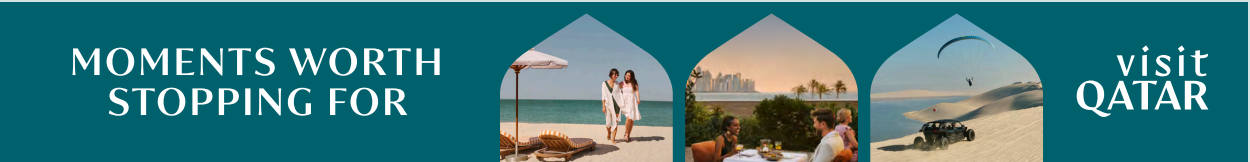
970 X 250



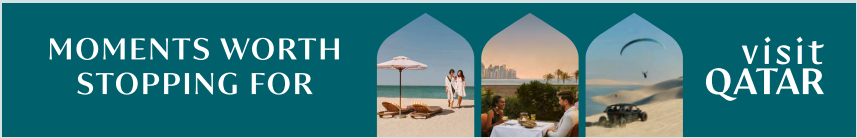
930 X 180



728 X 90



468 X 60



320 X 50

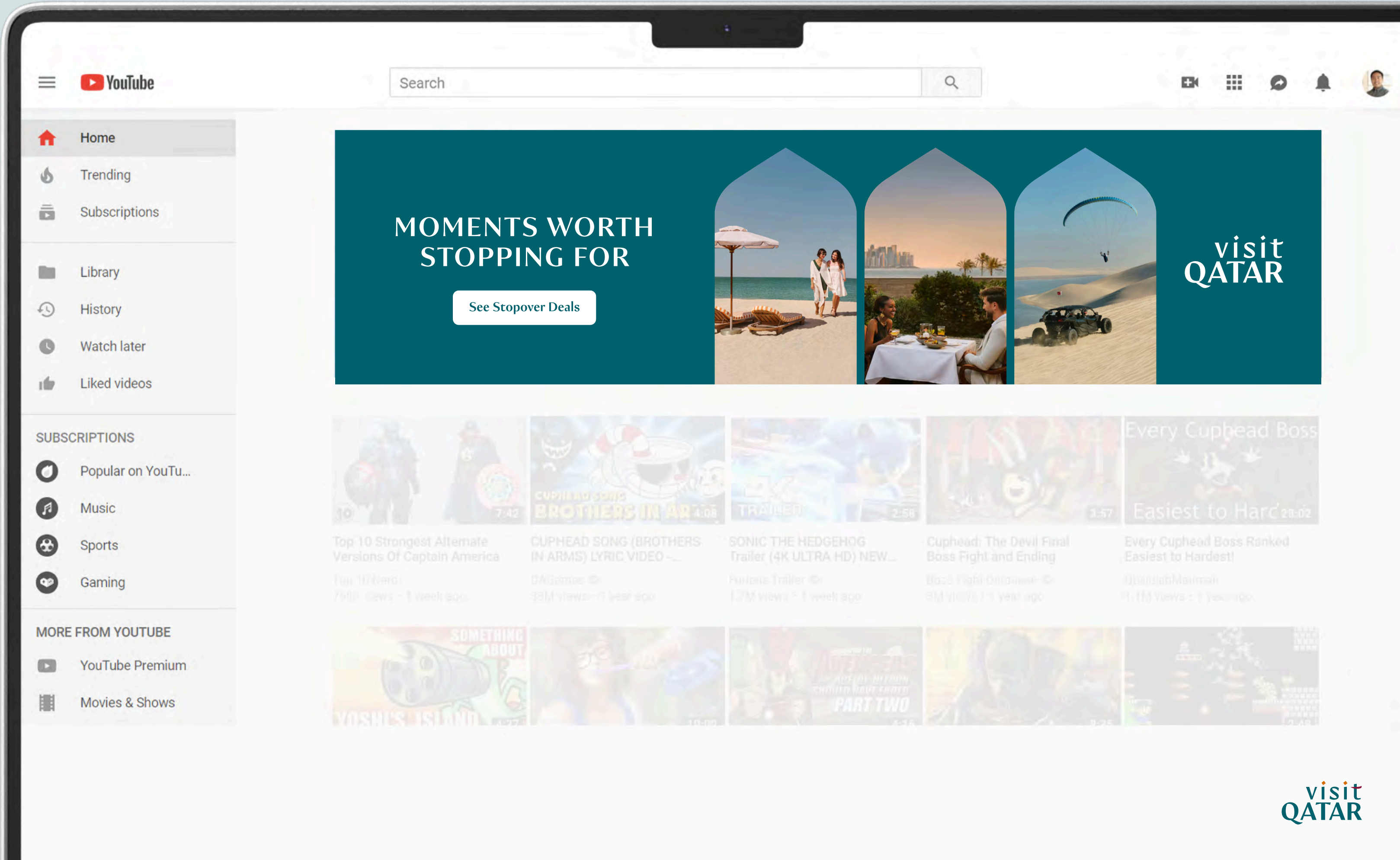


300 X 250

OUR DIGITAL BANNERS

# LIGHT MODE

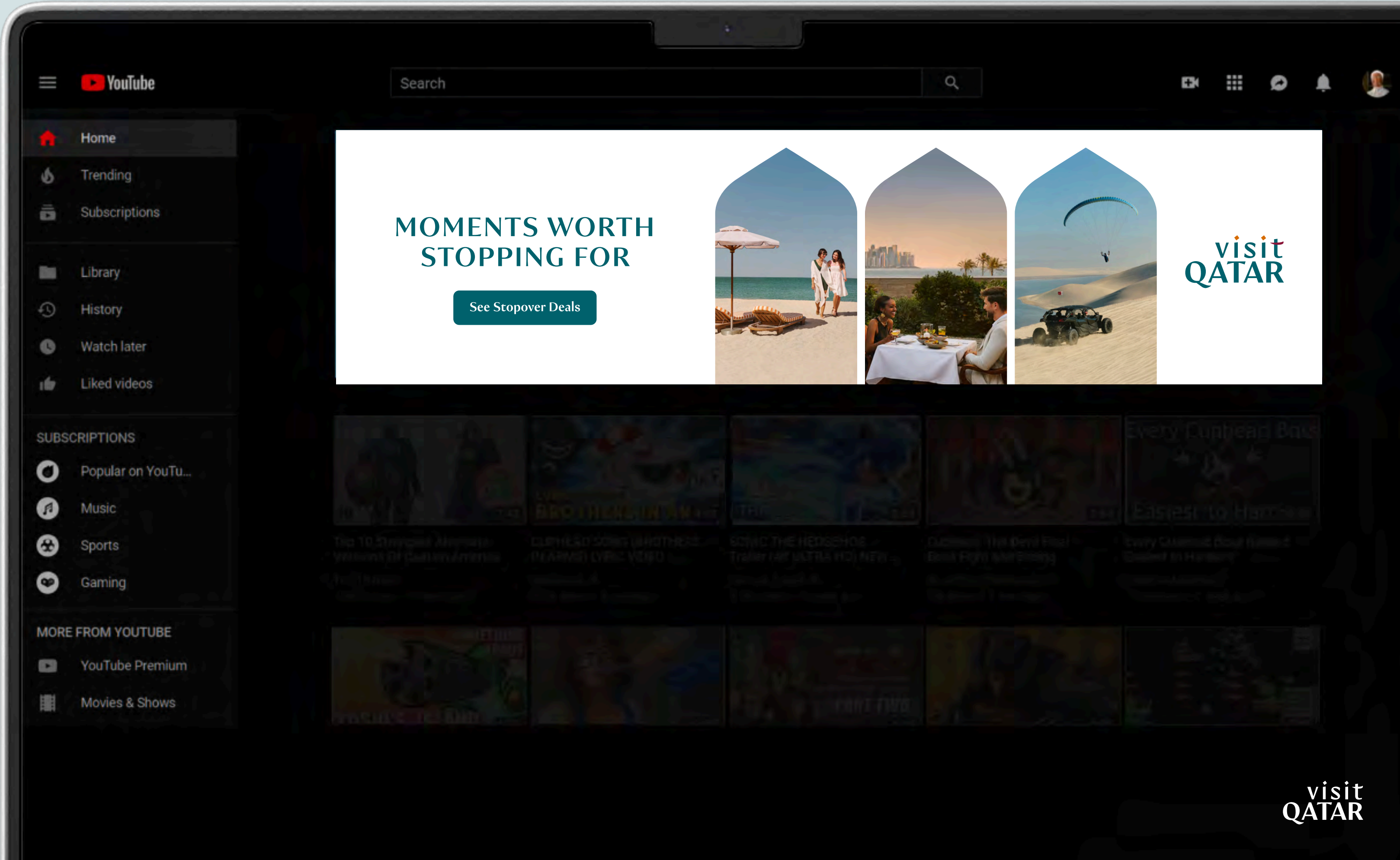
For sites with **lightmode** enabled. We'll default to Royal Teal backgrounds with white accents.



OUR DIGITAL BANNERS

# DARK MODE

For sites with **darkmode** enabled. We'll default to white backgrounds with Royal Teal accents.



# OUR APPLICATION



#### 48 Sheet - Full Bleed

Use full bleed imagery on wider formats. Add archway as line to frame a piece of action within the image.

## 9 Sheet - Masked

On taller formats, use archway shape to house imagery.



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→ ✈ Departures	→ ✈ Departures
← ✈ Arrivals	← ✈ Arrivals
↗ 🧳 Baggage	↗ 🧳 Baggage
↑ 🧳 Check-in	↑ 🧳 Check-in
↶ 🚗 Transfer	↶ 🚗 Transfer



96 Sheet - Full Bleed

On super wide formats, we can use both full bleed and masked imagery.

# MOMENTS WORTH STOPPING FOR

DISCOVER 24-HOUR STOPOVER PACKAGES



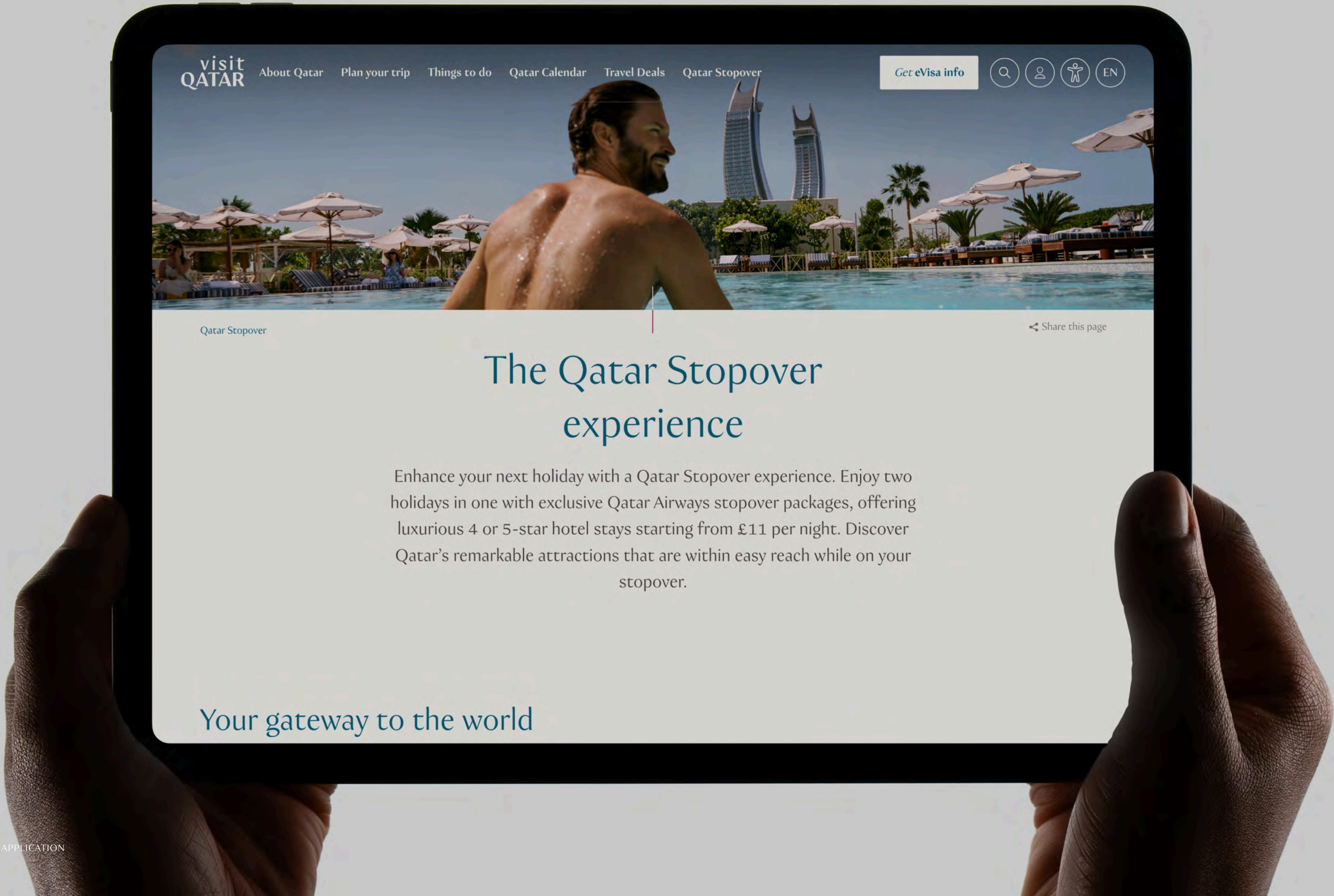
visit  
QATAR

VISITQATAR.COM

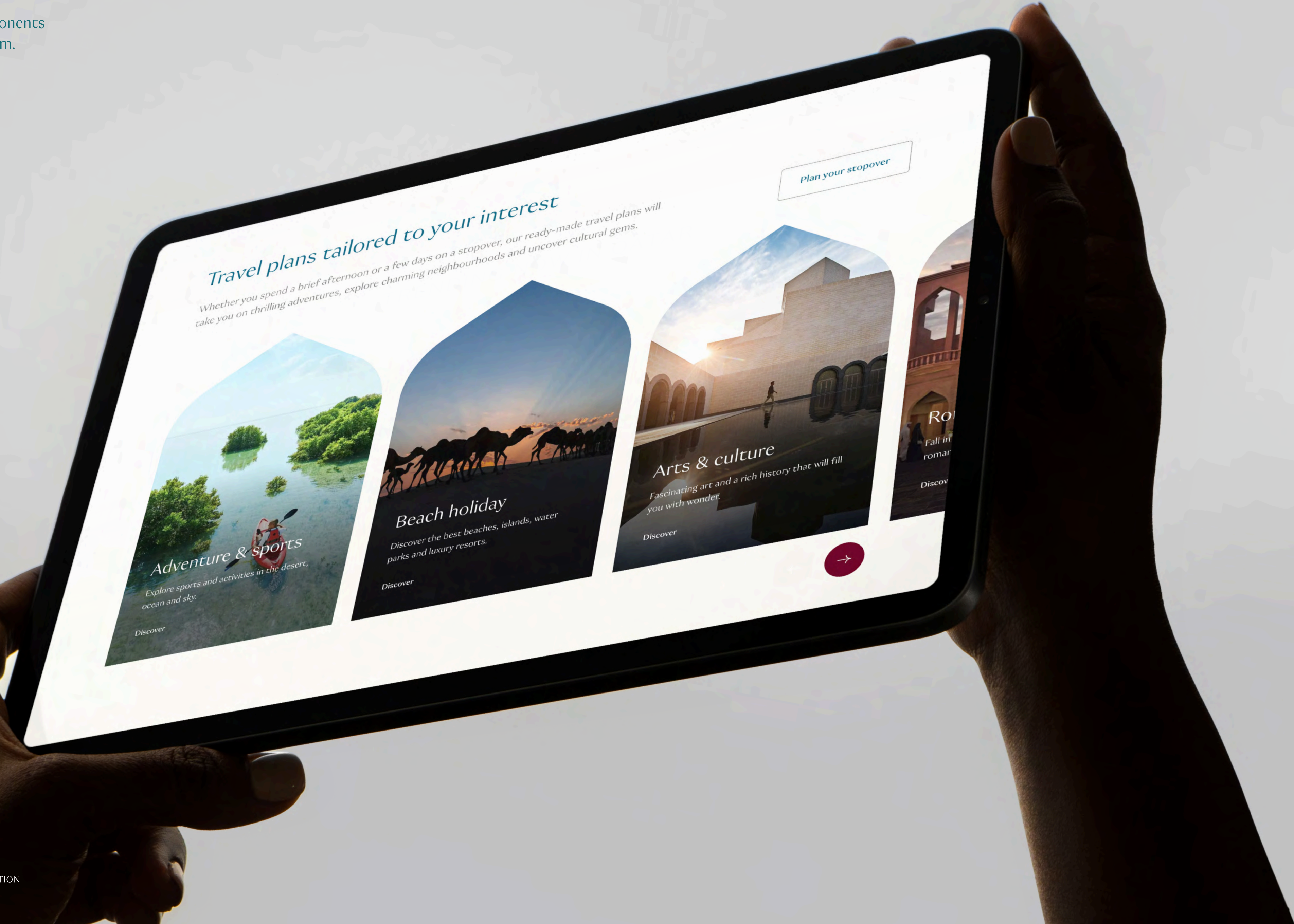
96 Sheet - Full Bleed

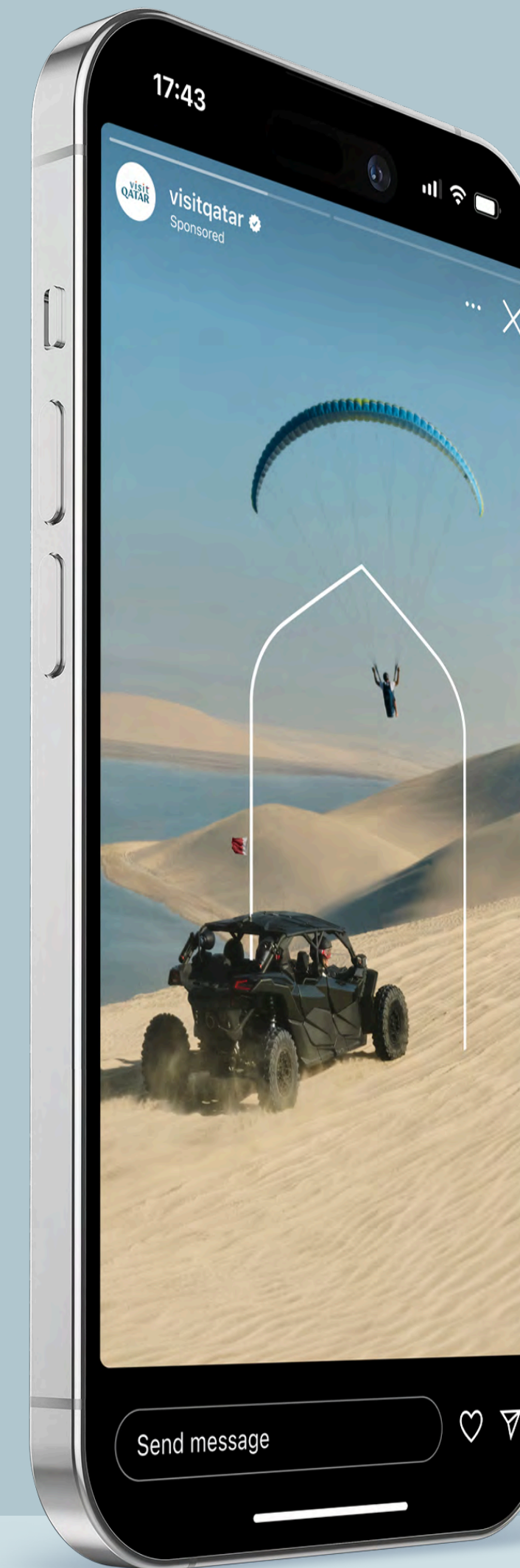
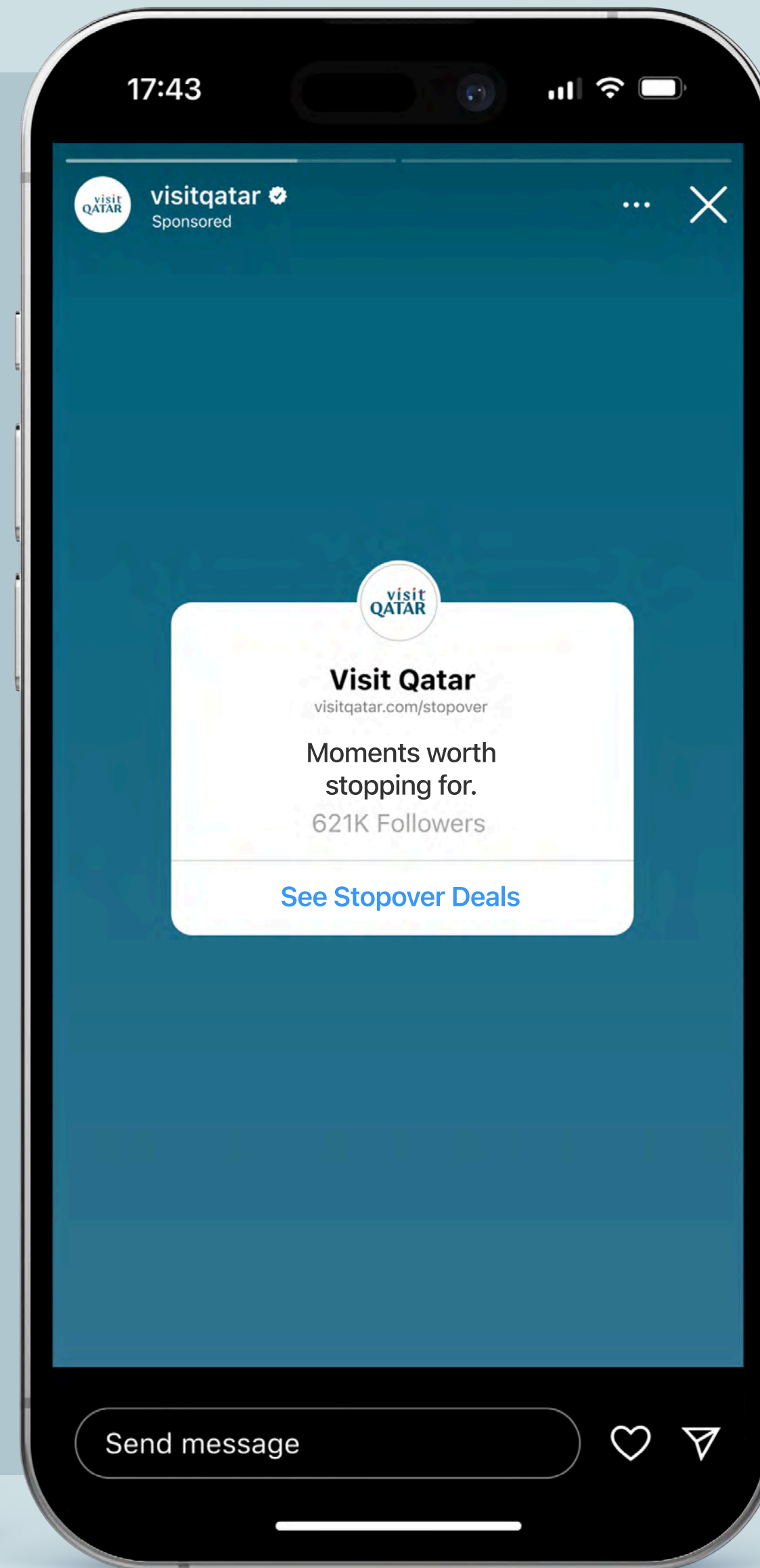
On super wide formats, we can use both full bleed and masked imagery.

For web landing page, full bleed imagery with archway line enable us to hero both location and the emotion within it.




We'll integrate our archway components into a more interactive card system.





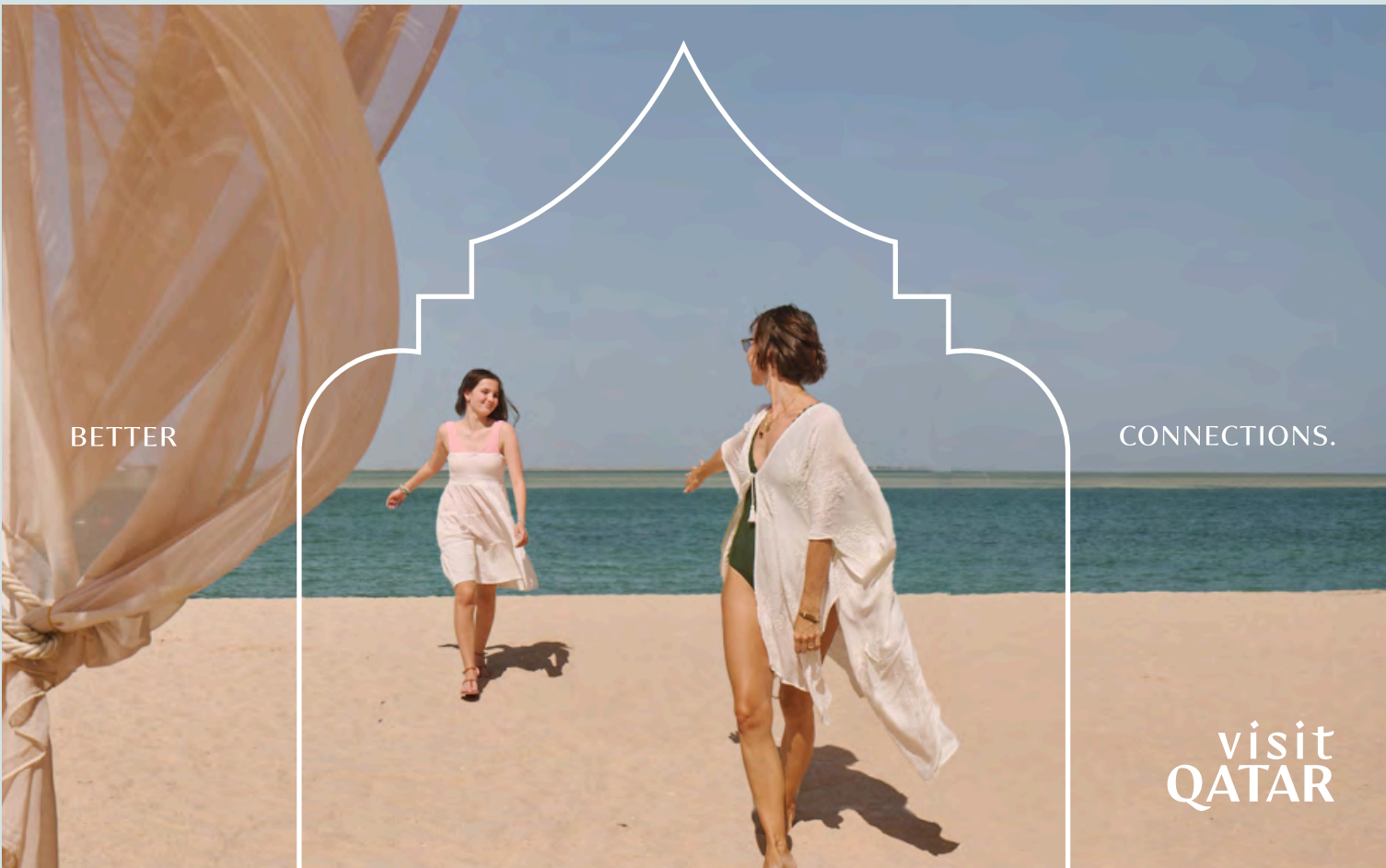
OUR APPLICATION

# SOCIAL CAROUSEL



SILVER PLATTER.


visit  
QATAR



BETTER

visit  
QATAR


CONNECTIONS.




VIEW FROM

visit  
QATAR

THE TOP.




TURN DOWNTIME



TAKE THE

visit  
QATAR


SCENIC ROUTE.



GRAB THE

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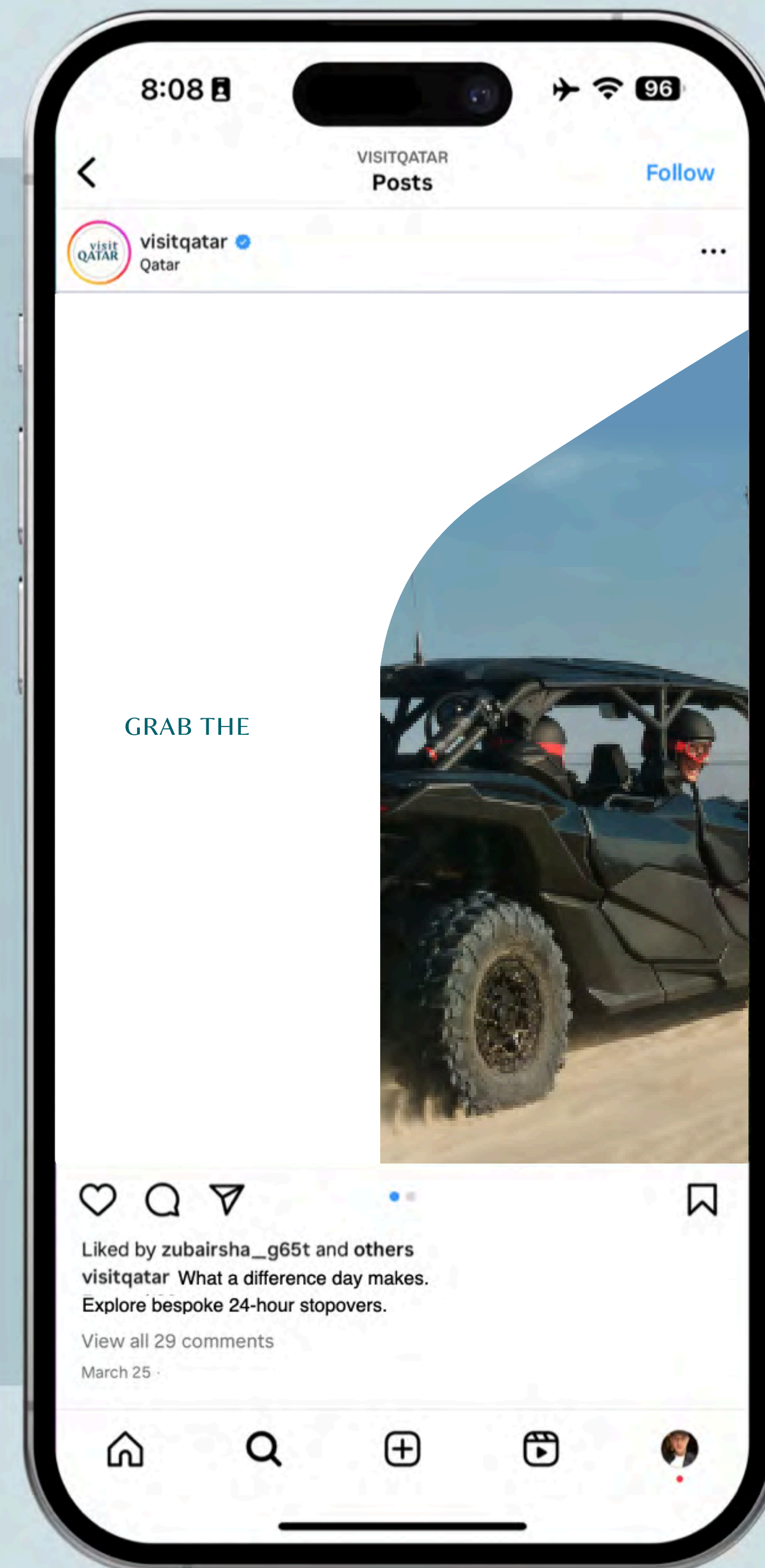
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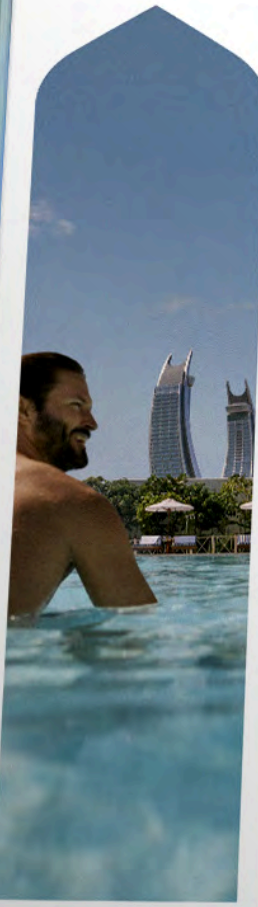
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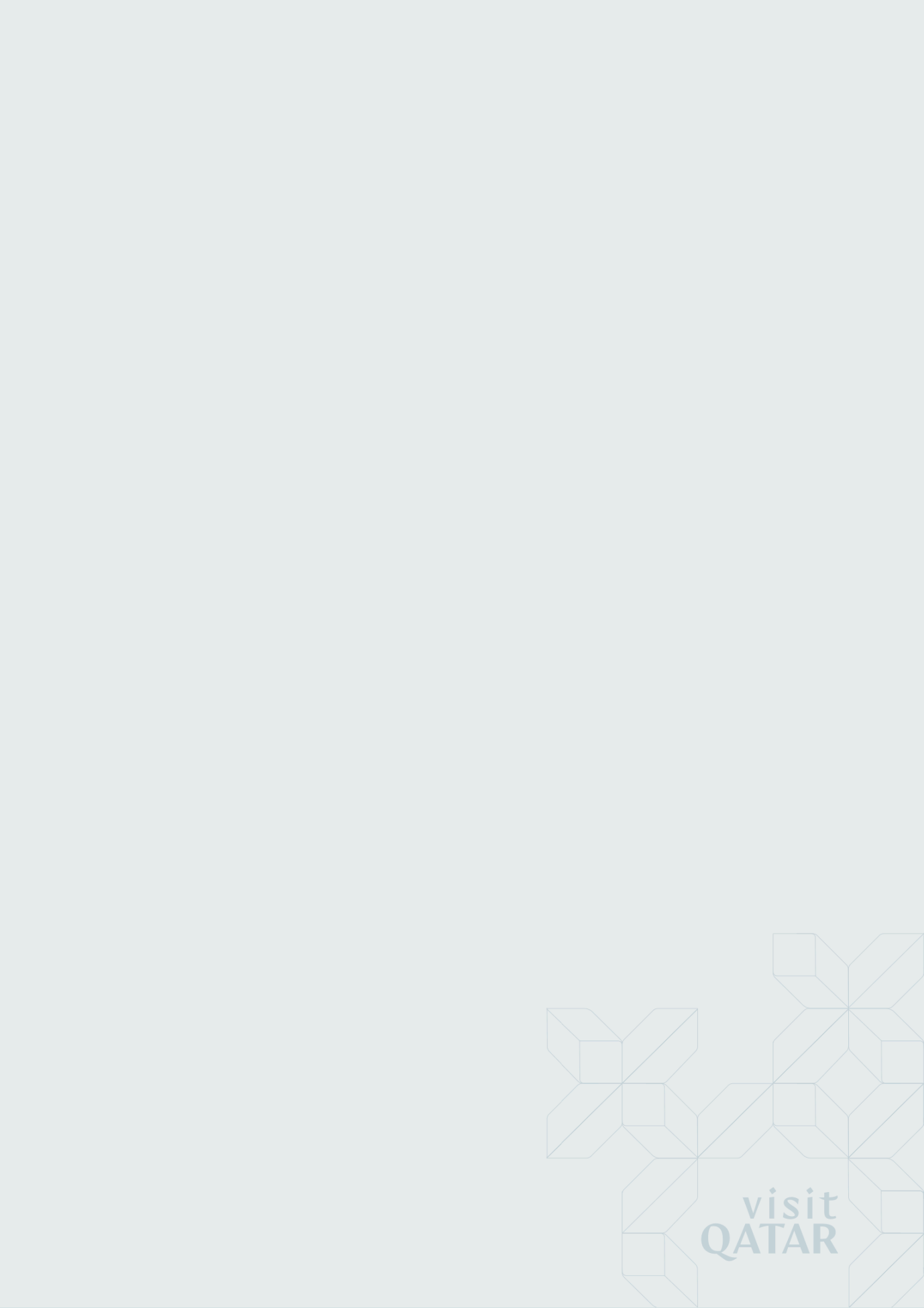
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# LETTERHEAD

Here is the layout for our letterheads, designed according to the main guidelines and incorporating one of the approved patterns.

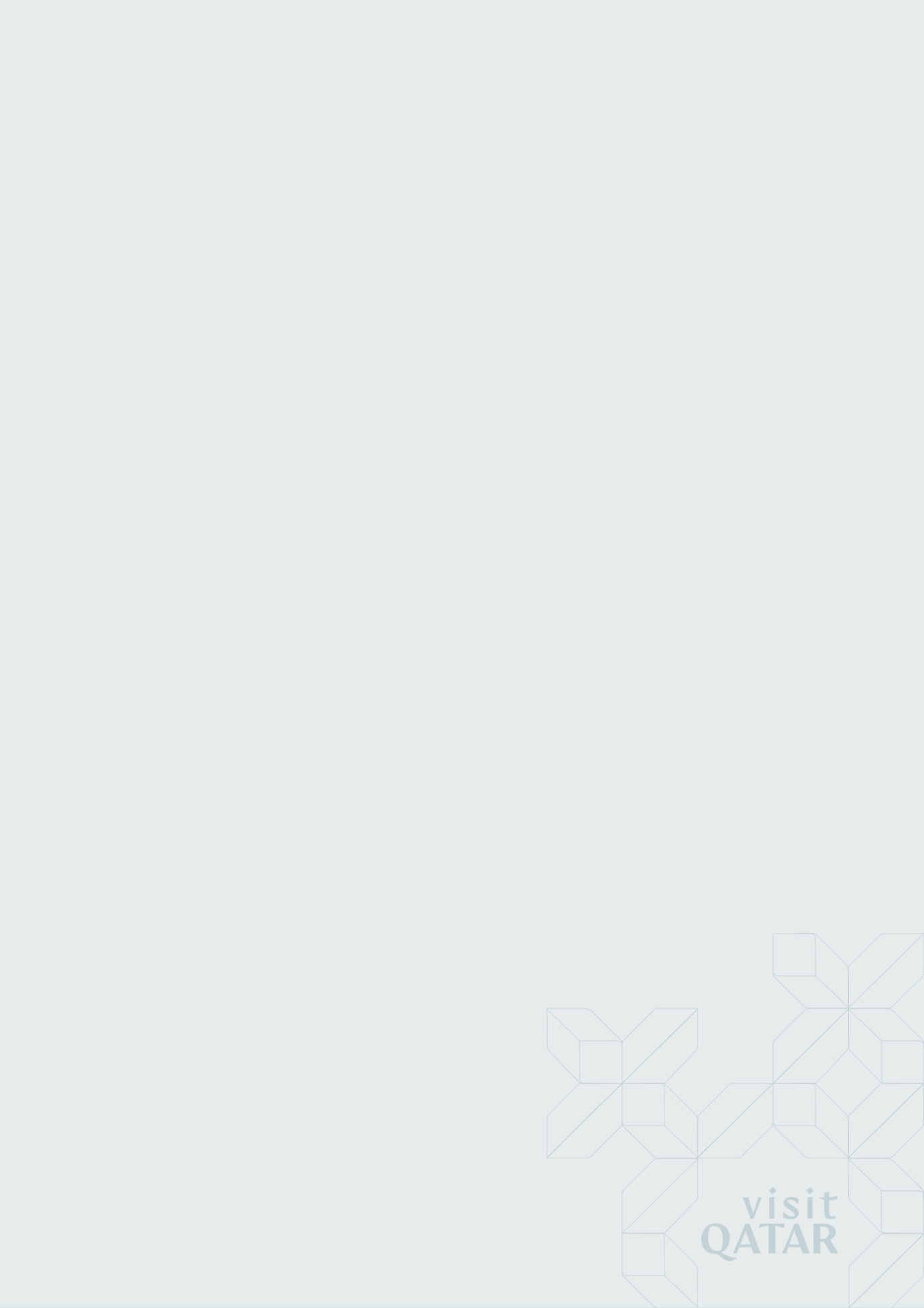


STATIONERY

# LETTERHEAD

## (CEO OFFICE)

Similar to the previous example, this is the layout for our letterheads, designed according to the main guidelines and incorporating one of the approved patterns, but this version is specifically tailored for our CEO.



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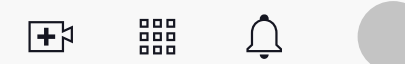
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المسمى الوظيفي  
FULL NAME  
Title

emailaddress@visitqatar.qa | M. +974 0000 0000 | T. +974 4499 2223



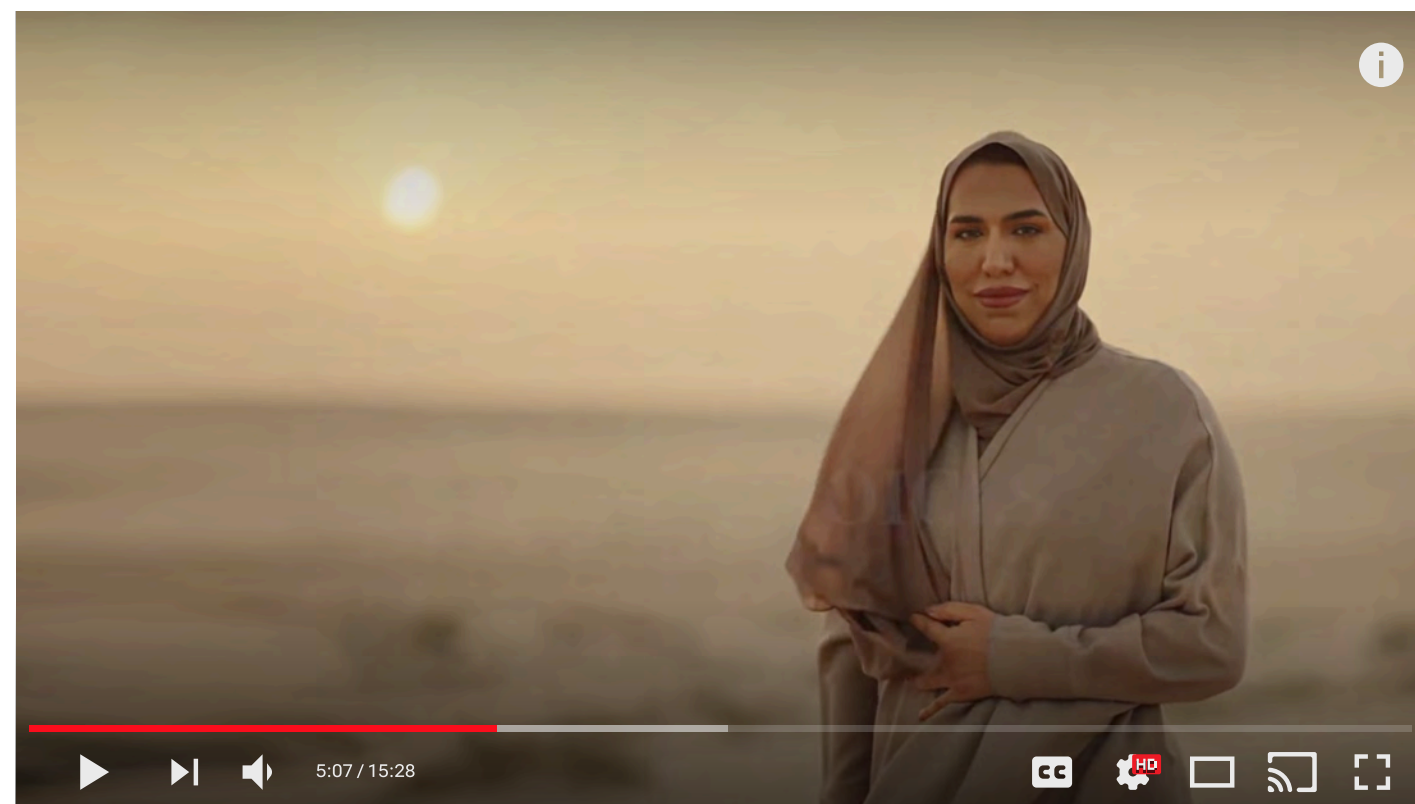
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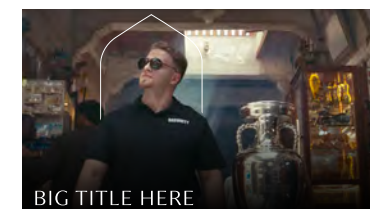


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Maecenas luctus sapien nisl, eget imperdiet orci placerat ut. Fusce et nulla ut magna lacinia euismod. Integer eget lectus pellentesque, eleifend ligula quis, eleifend sem. Mauris ante sapien, ornare vel lobortis id, egestas nec mauris.

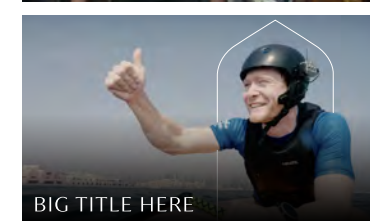
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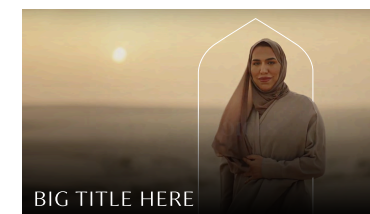
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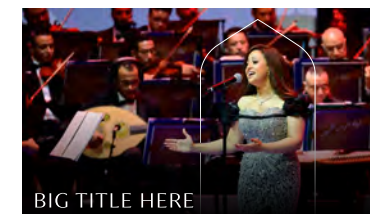
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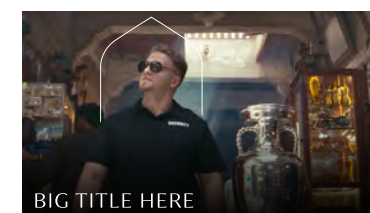
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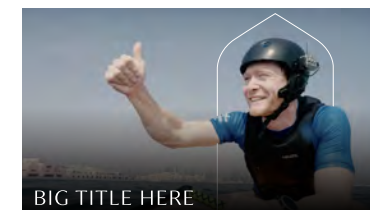
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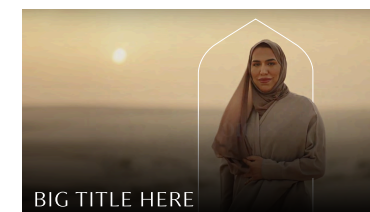
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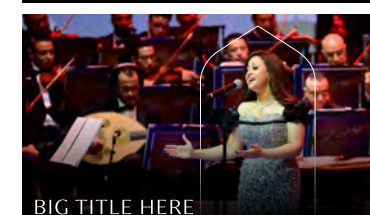
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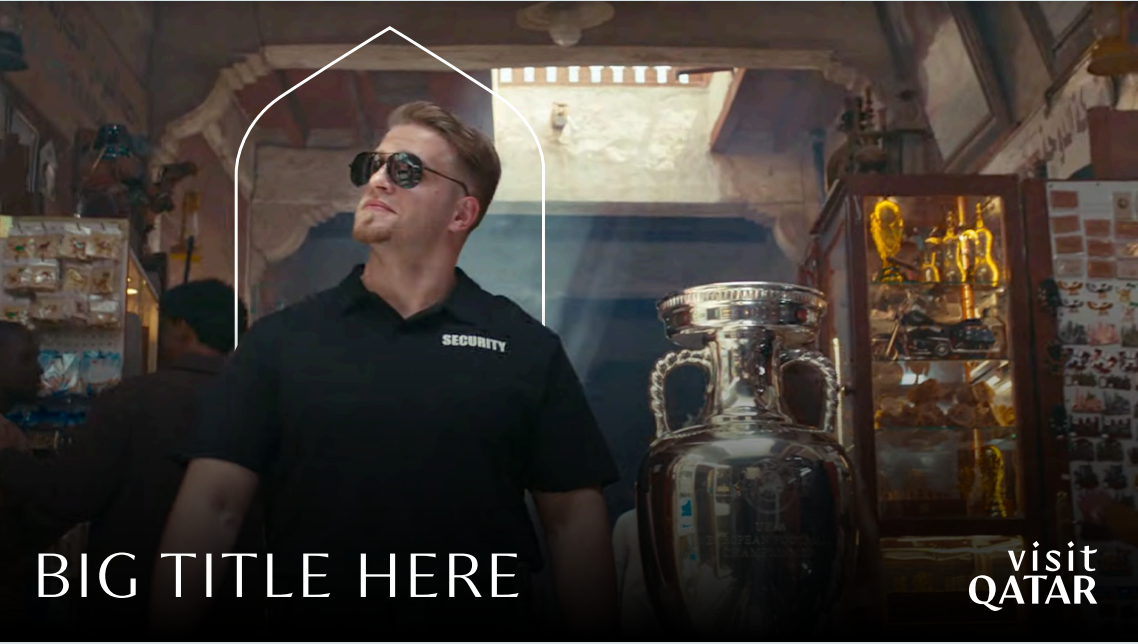
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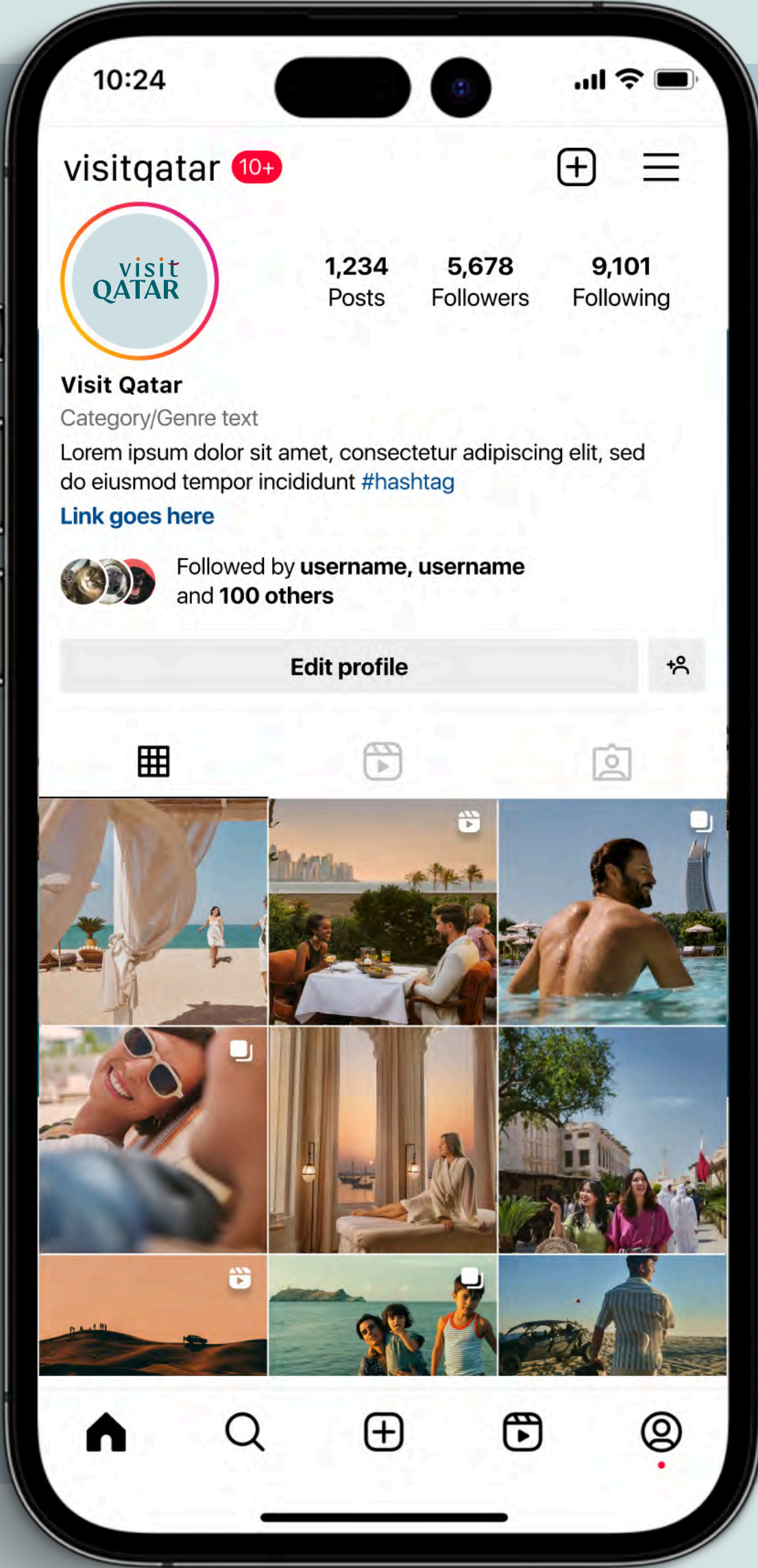
# YOUTUBE THUMBNAILS



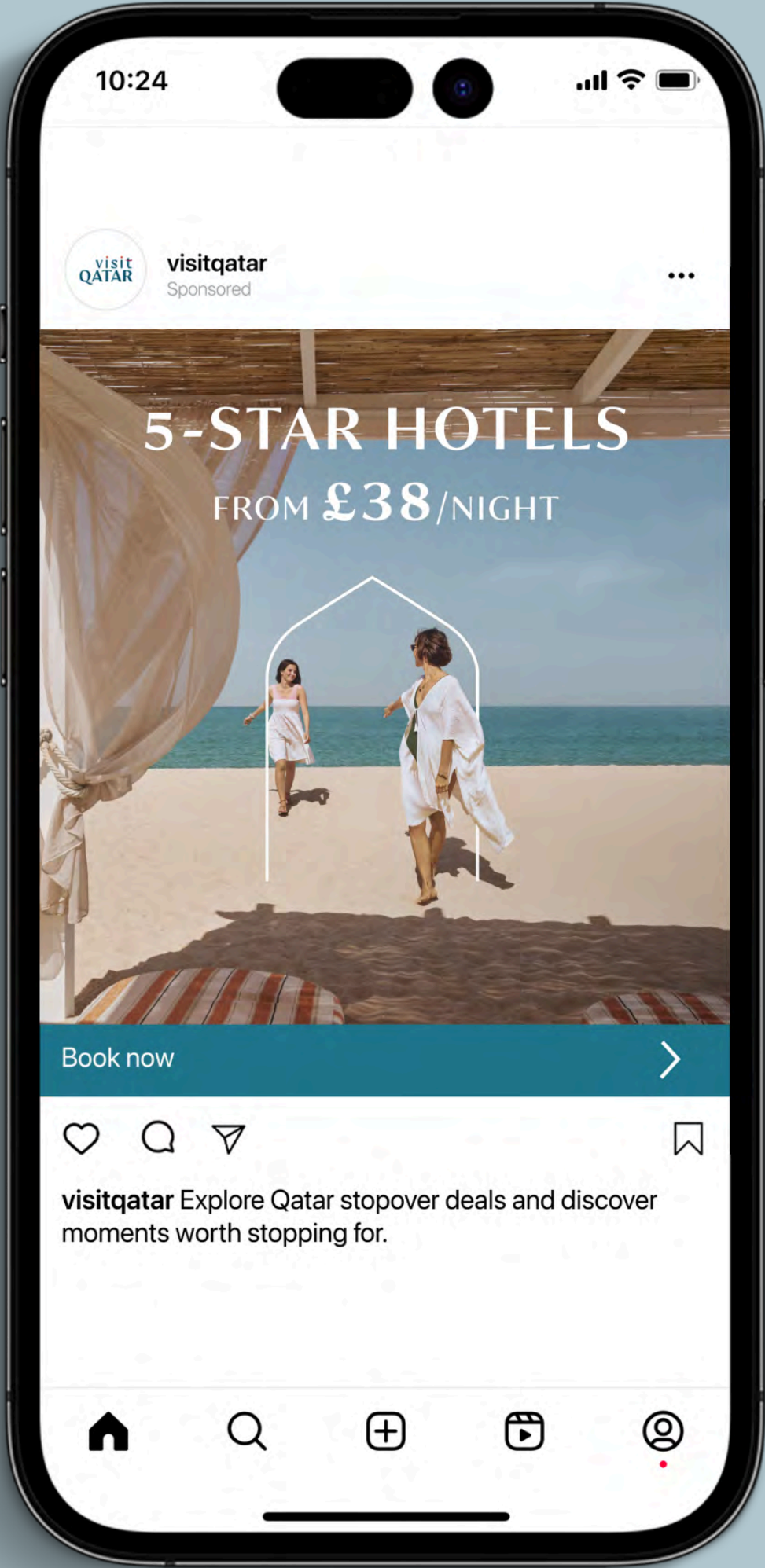
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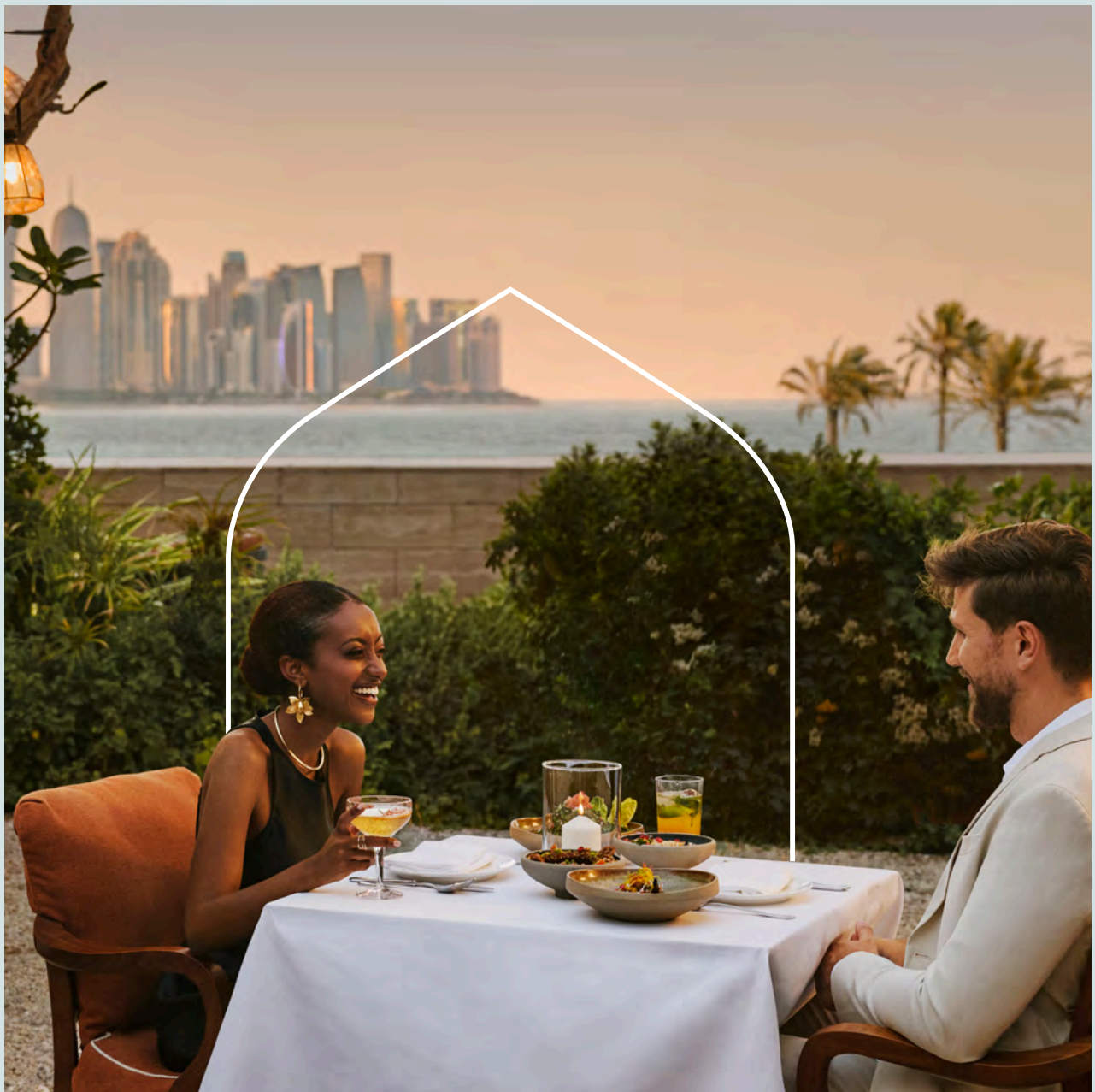


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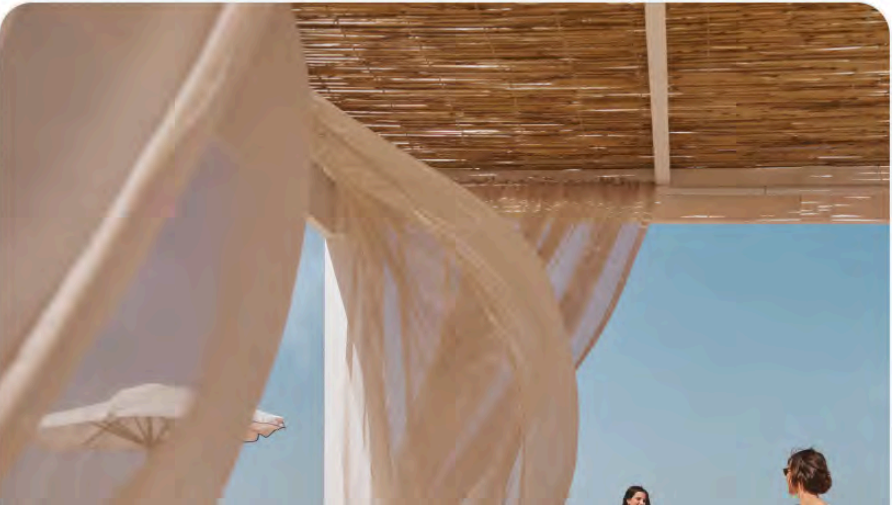
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