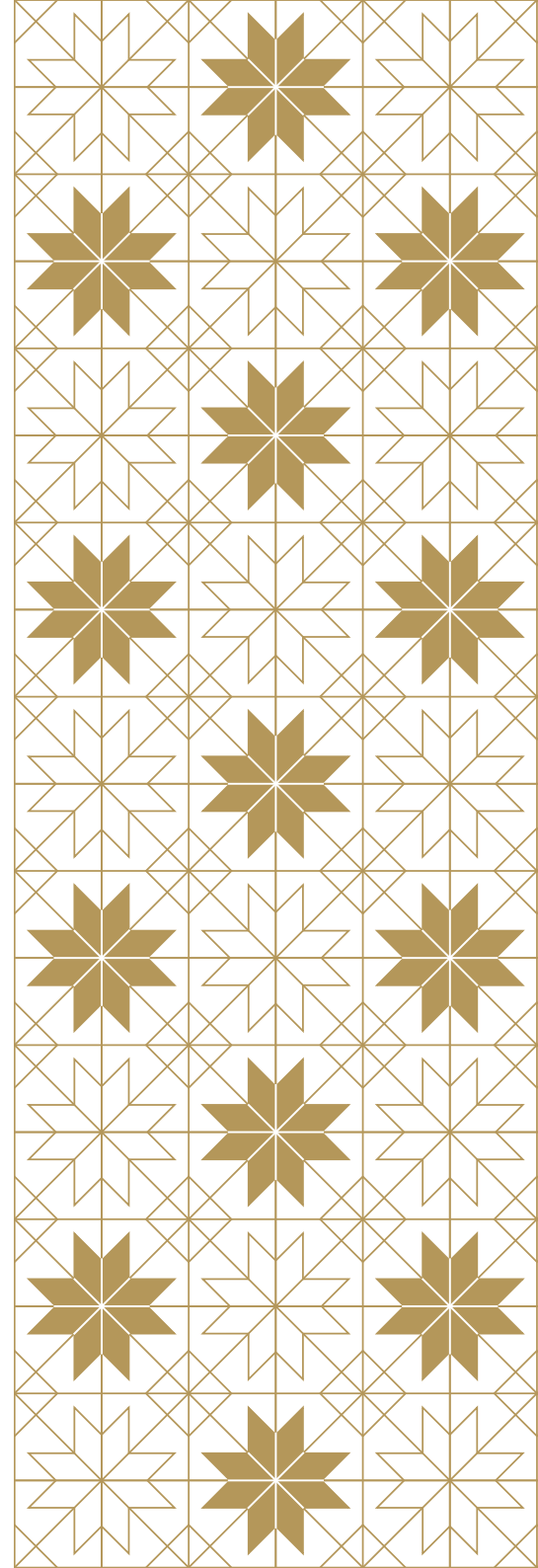


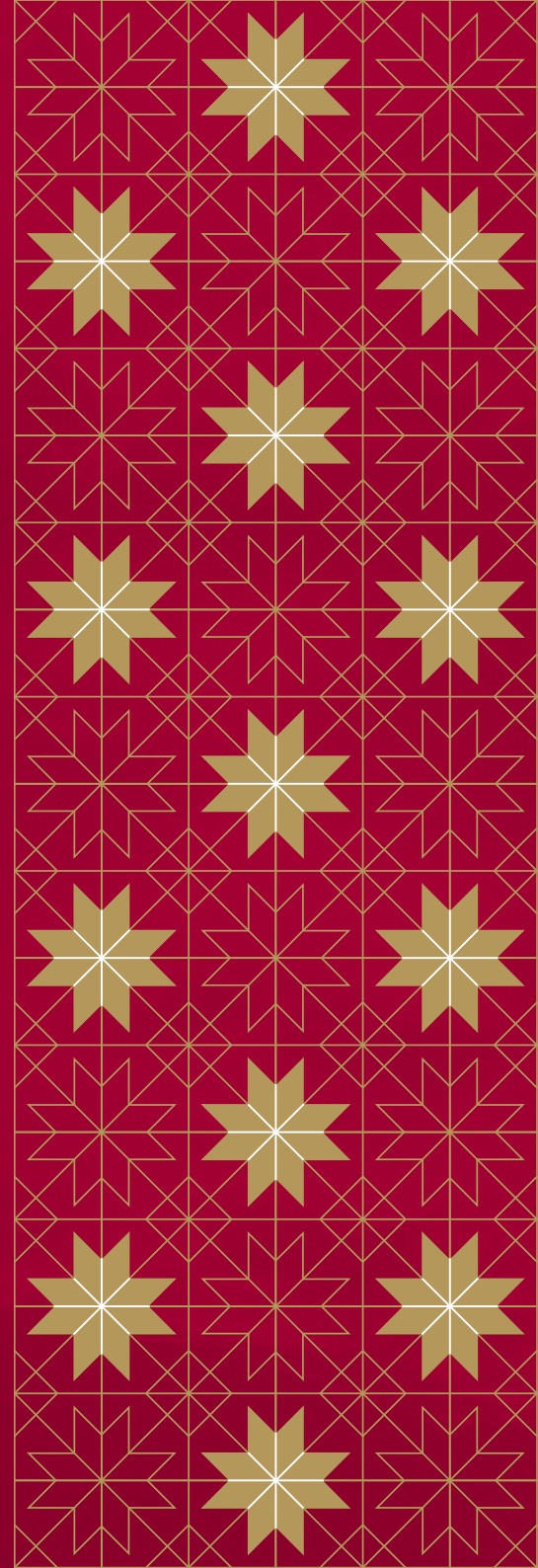
QATAR NATIONAL DAY 2017

# BRAND GUIDELINES 2017



THE FOLLOWING GUIDELINES  
DEMONSTRATE HOW BEST TO APPLY  
THE QATAR NATIONAL DAY BRAND

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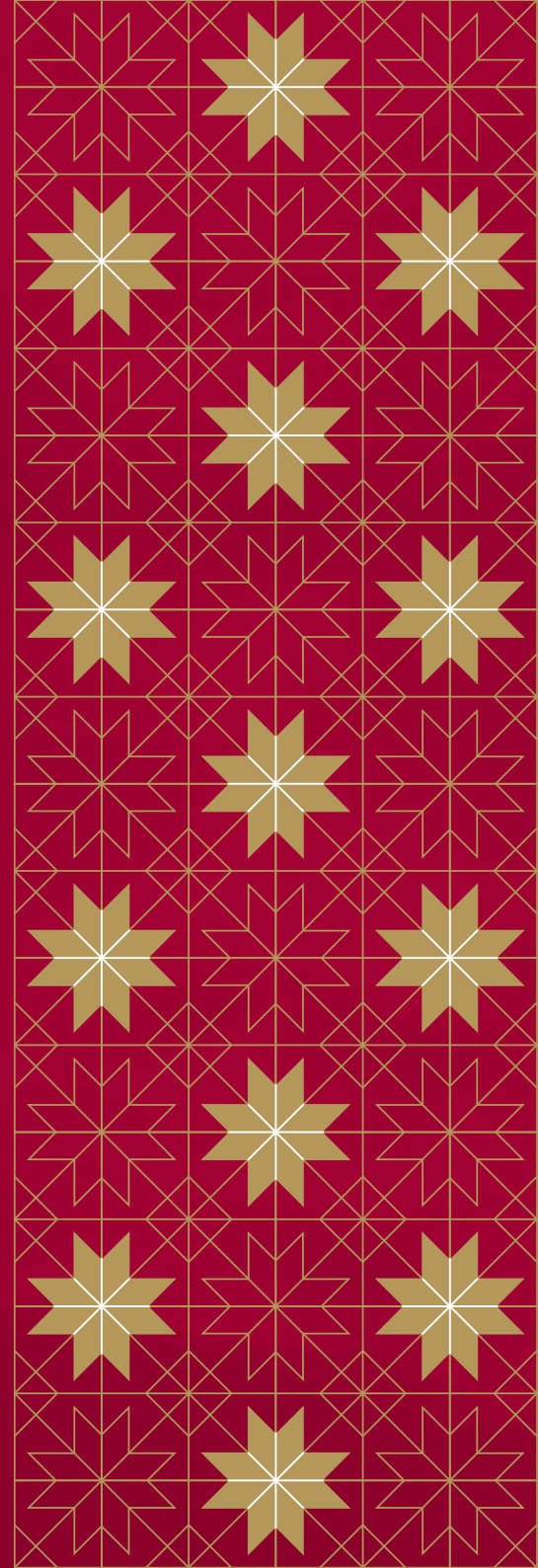


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## VISION & MISSION



## VISION

To strengthen solidarity, loyalty and pride in national identity.

The vision elements explained

### SOLIDARITY:

a feeling of togetherness arising from common responsibilities and interests – it implies a community of feelings and common purpose and obligation and shared values.

### LOYALTY:

faithful to commitments and obligations, for example  
faithful adherence to family, leaders and nation.

### PRIDE:

a strong sense of self-respect, self-esteem and dignity

## MISSION

To celebrate Qatar National Day.

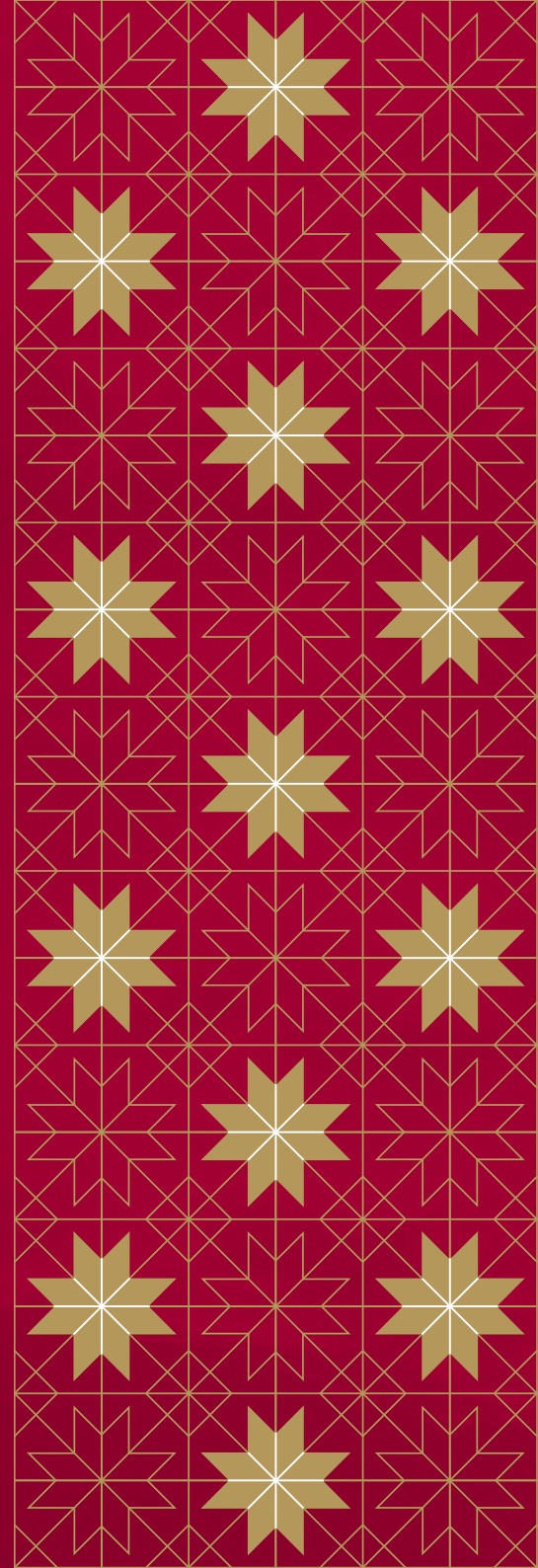
“ Qatar’s very rapid economic and population growth have created intense strains between the old and new in almost every aspect of life.

Modern work patterns and pressures of competitiveness sometimes clash with traditional relationships based on trust and personal ties, and create strains for family life. Moreover, the greater freedoms and wider choices that accompany economic and social progress pose a challenge to deeprooted social values highly cherished by society.

Yet it is possible to combine modern life with values and culture. Other societies have successfully molded modernization around local culture and traditions. Qatar’s National Vision responds to this challenge and seeks to connect and balance the old and the new. “

*Qatar National Vision 2030*  
*General Secretariat For Development Planning*

LOGO



## LOGO RATIONALE

### RATIONALE

The logo is inspired by the Qatari flag. Multiple hands are coming together, proud to hold up high the Qatari flag. Strength, optimism, solidarity can be felt through the stylisation. The symbol of the hands are reaching out from the calligraphy of National Day showing a strong sense of patriotism and loyalty.



## LOGO CLEAR SPACE & SIZE

### CLEAR SPACE

It is important to keep the logo clear of any other graphic elements. To ensure this, an exclusion zone or 'clear space' rule has been established to indicate the closest any other graphic message can be positioned in relation to the logo.



### MINIMUM SIZE

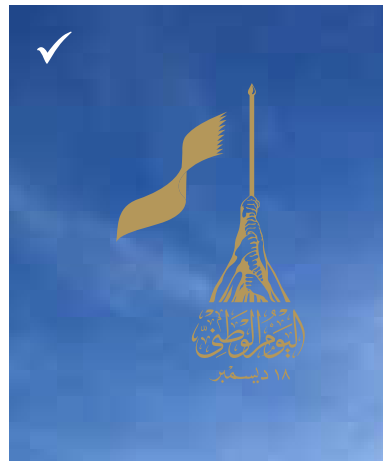
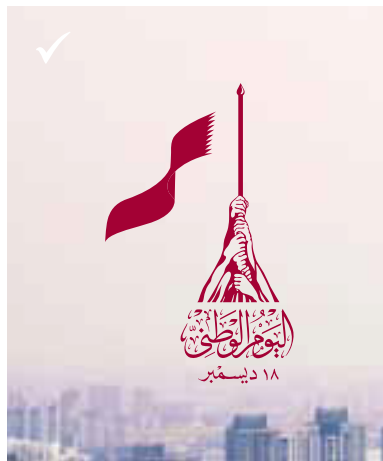
The minimum size for all printed material is 25mm and 150 pixels for on-screen usage such as website or Power Point. The logo should never be used less than this size as this would lead to a compromise in legibility.



## LOGO DO'S

### LOGO DO'S ✓

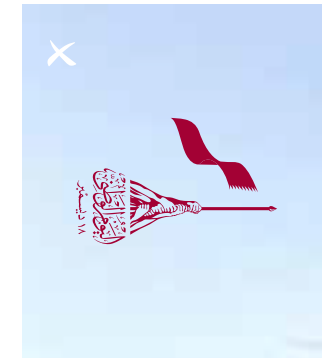
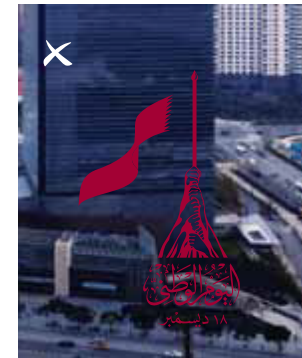
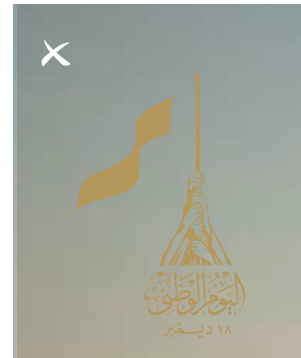
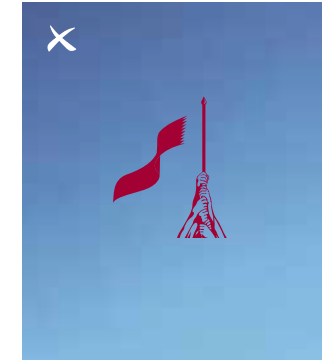
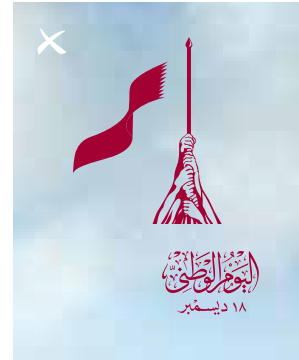
Logo should be clearly visible on any imagery.  
Contrast between the image and the logo is highly recommended.



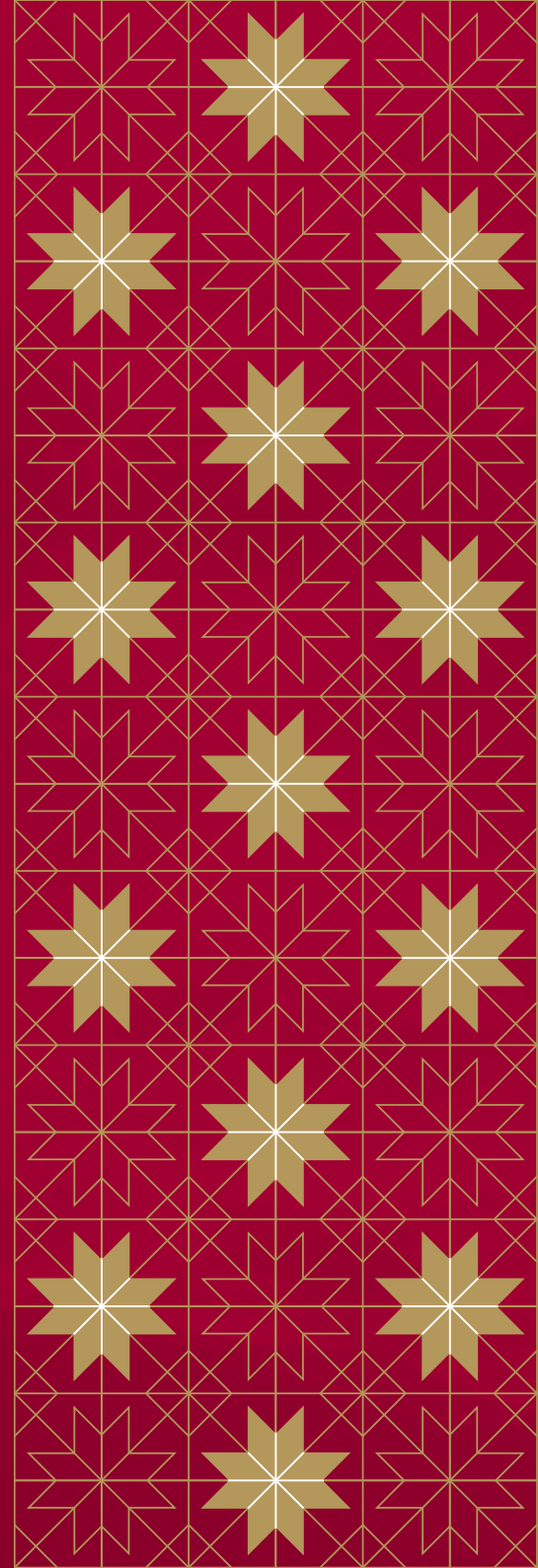
## LOGO DON'TS

### LOGO DON'TS ✗

- Logo elements cannot be shifted
- Logo should not be distorted vertically, horizontally and should not change colour
- Elements of the logo should not be used independently
- Logo should not be used on a background with the same saturation degree
- Logo should not be put in a white frame on a coloured background
- Logo should not be rotated.



## COLOURS





## COLOUR PALETTE

A colour scheme has been selected to introduce, establish and differentiate the QND brand to the public and promote the different activities taking place during the celebration.

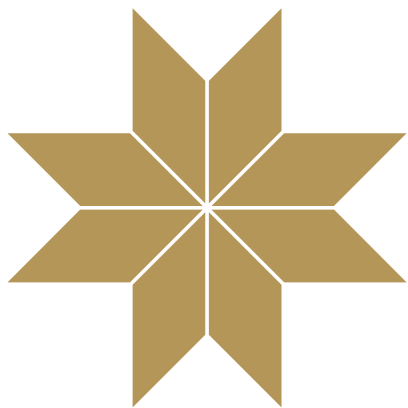
Colours are divided into 2 categories:  
The main category will be referred to as the Primary Colour Palette.

The other category will be referred to as the Secondary Colour Palette, which will include everything related to the QND Events.

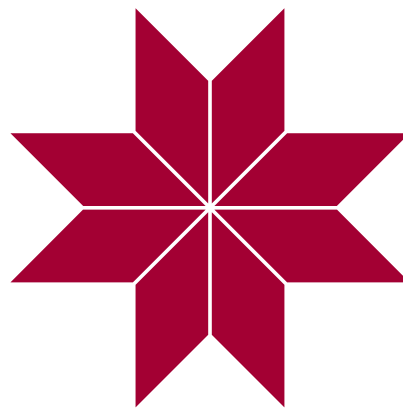
When applicable, the Gold Metallic and the Gold Foil can be used for the logo, headline, strapline and even pattern.

*Designers should take into consideration that simplicity and elegance is of utmost importance, and that they should not be jeopardised by over using the above effects.*

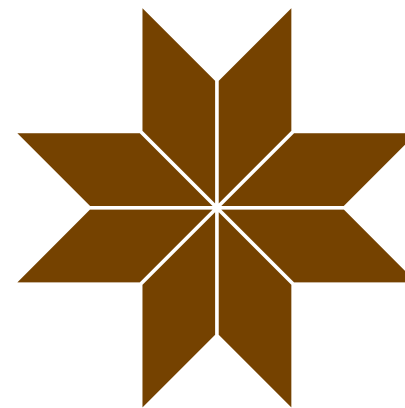
## PRIMARY COLOUR PALETTE



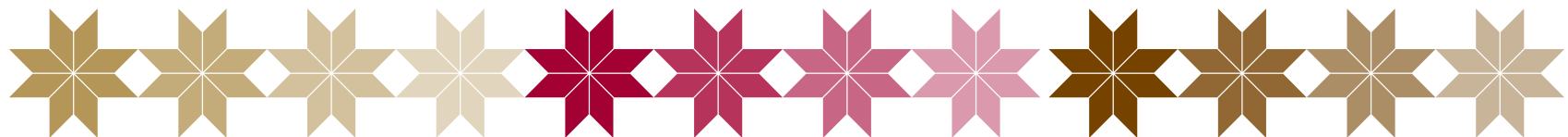
Pantone 872 C



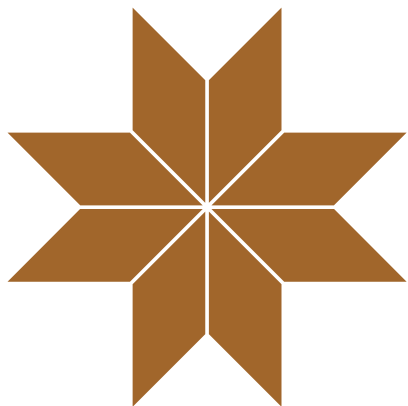
Pantone 1955 C



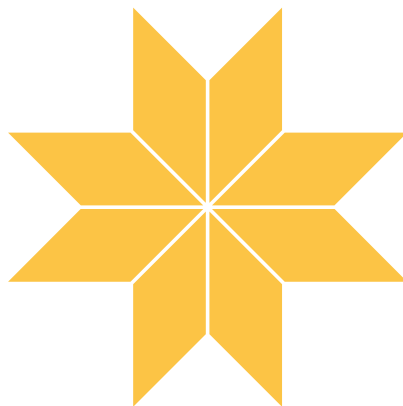
Pantone 161 C



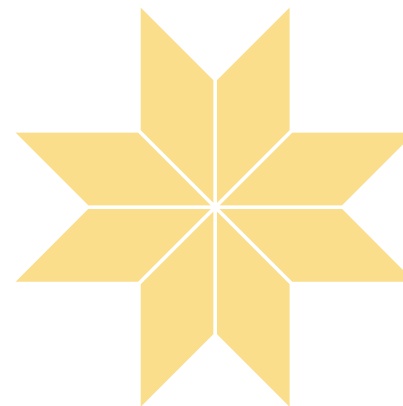
## SECONDARY COLOUR PALETTE



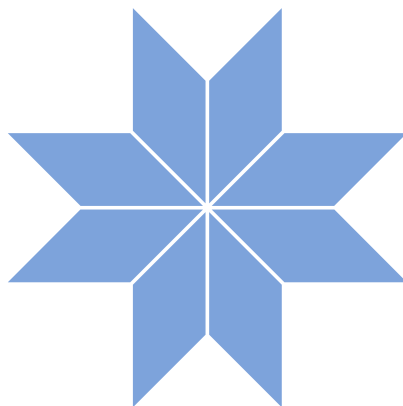
Pantone 730 C



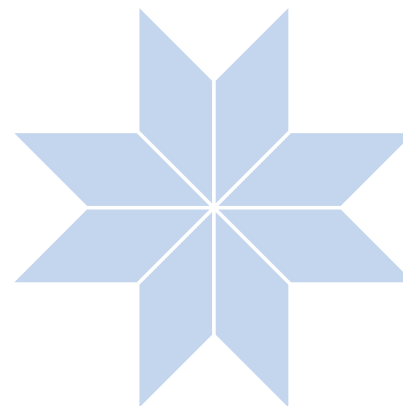
Pantone 1225 C



Pantone 1205 C



Pantone 659 C



Pantone 2707 C

## LOGO COLOURS

In order to keep consistency throughout all communication, the logo should be used whenever possible in the following colour variations palette:

**Gold - Maroon**

The logo should always be used in a solid colour format.



Pantone 872 C



Pantone 1955 C

## LOGO POSITIVE & NEGATIVE

### POSITIVE & NEGATIVE LOGO USAGE

The logo can only be used in black or white in cases where colour restrictions and constraints are present.

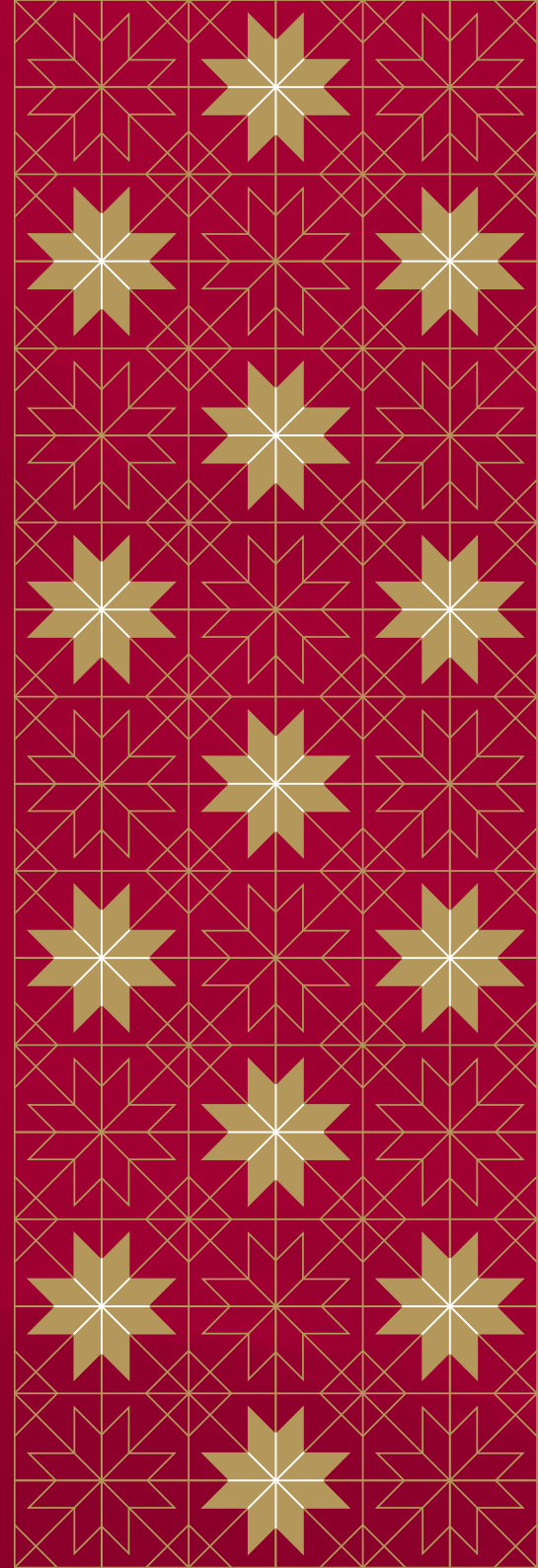


negative logo



positive logo

## TYPEFACES



## ENGLISH TYPEFACES

### ENGLISH

Typography plays an important role in creating a relevant personality for our brand. We have selected two fonts for use in headlines and body copy.

Trajan was chosen because it suggests tradition and history. Optima was chosen to suggest modernity, simplicity and to work in small text for maximum legibility, i.e. for body copy in retail applications.

# TRAJANOptima

### HEADLINE TYPEFACE:

- TRAJAN REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

- TRAJAN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

### Body copy typeface:

- Optima Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789

- Optima Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789

## ARABIC TYPEFACES

### ARABIC

In order to reflect tradition and modernity, three Arabic typfaces have been chosen.

The handmade calligraphy will be used for the theme. The Arabic modern font TheSans Arabic will be used for headlines. In order not to overpower the headline a simple, legible font, Axt Manal will be used for subheadlines and body copy.

### THEME CALLIGRAPHY

وربجي إلى ماجام من الدهر نايب  
إلى قلت قول ما يرون سواه  
المؤسس

أبشروا بالعز والخير  
تميم بن حمد

### BODY COPY TYPEFACE :

#### Axt Manal Regular

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن و ي  
١٠ ١٢٣٤٥٦٧٨٩

#### Axt Manal Bol

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن و ي  
١٠ ١٢٣٤٥٦٧٨٩

#### The Sans Arabic Regular

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن و ي  
١٠ ١٢٣٤٥٦٧٨٩

#### The Sans Arabic Bold

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن و ي  
١٠ ١٢٣٤٥٦٧٨٩



## ARABIC TYPEFACES

### THEME 2017

The arabic calligraphy of the theme 'Qatar will fulfil more pride and goodness' is an essential part of the brand. When it comes to corporate communication it should always be a major component of the design.

When no imagery is used, the theme can be the main element of the layout. When doing a press ad, the theme should always be present.

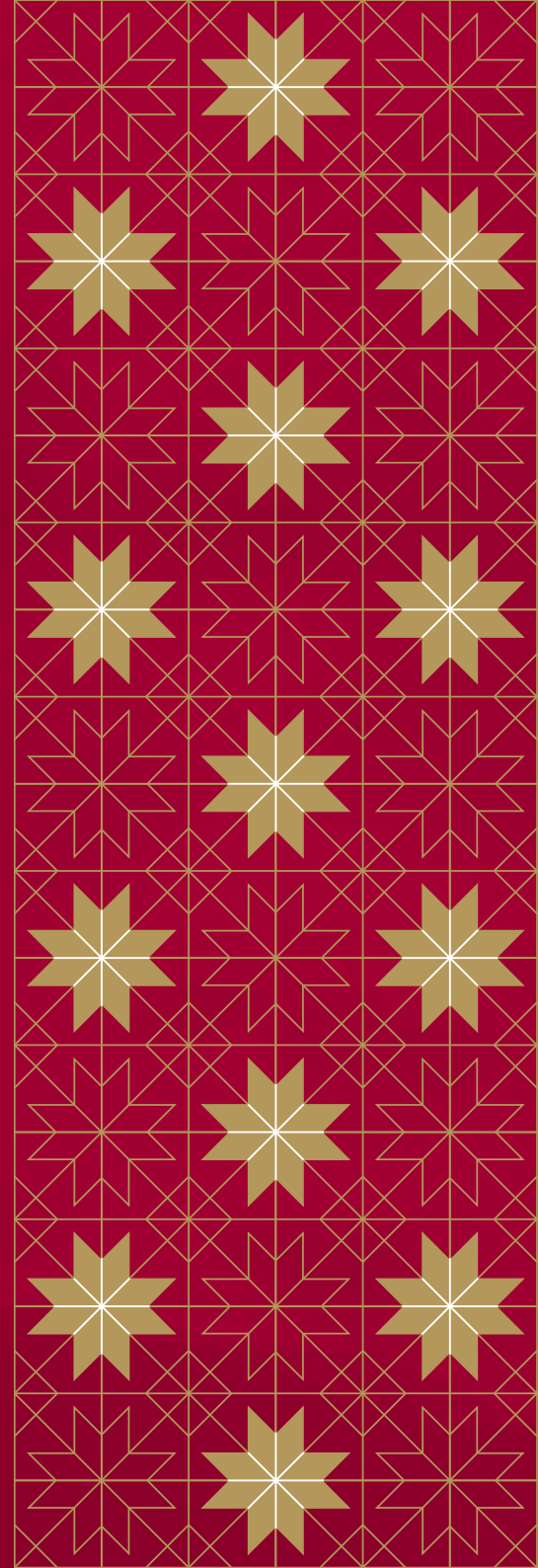
وربجي إلى ماجام. الدهر ناييه  
إلى قلت قول ما يرون سواه  
المؤسس

أبشروا بالعز والخير  
قيم بن حمد



The theme should always be used in arabic. It should not be used in english and should never be translated in any other language.

## GRAPHIC ELEMENTS



## PATTERN

Within the look of QND a graphic device was created to add depth and richness to the graphic language.

An arabesque pattern has been selected to introduce elements of precision, tradition and Islamic values such as transparency, integrity and pride.

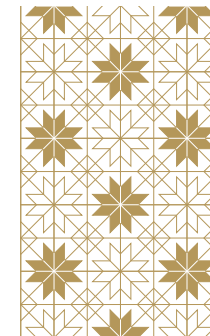
The cultures of the Middle East that embraced Islam have always shown a passion for geometrical design. More than five thousand years ago, complex geometrical mosaics, based upon equilateral triangles, were part of the architectural vocabulary and still reflect an important attribute of the Islamic culture.



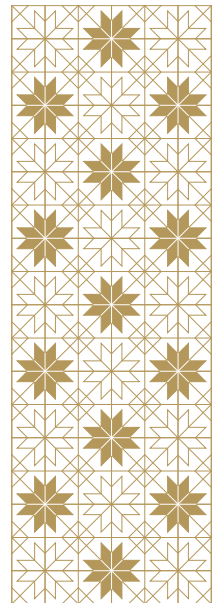
always maintain a full module appearance



Filled Module



3 Columns  
always maintain a  
full module vertical  
appearance



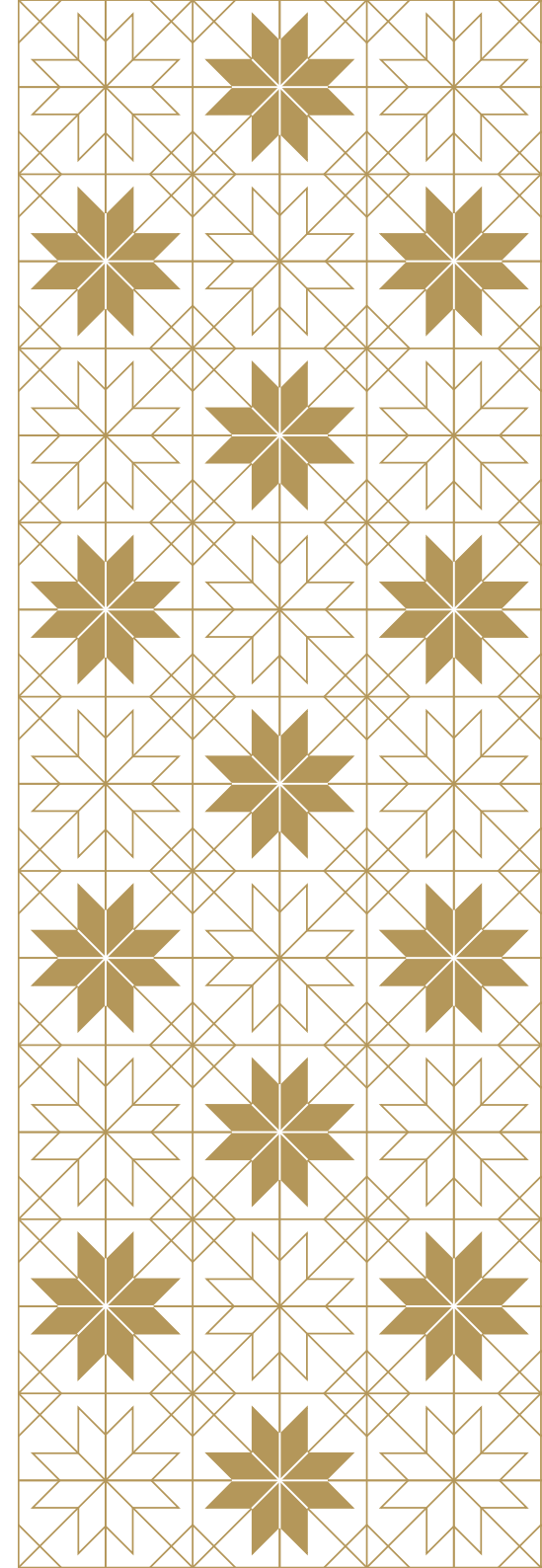
3 Columns

## PATTERN

The pattern of Qatar National Day 2017 is composed of three vertical columns.

### How to use the pattern in the layout:

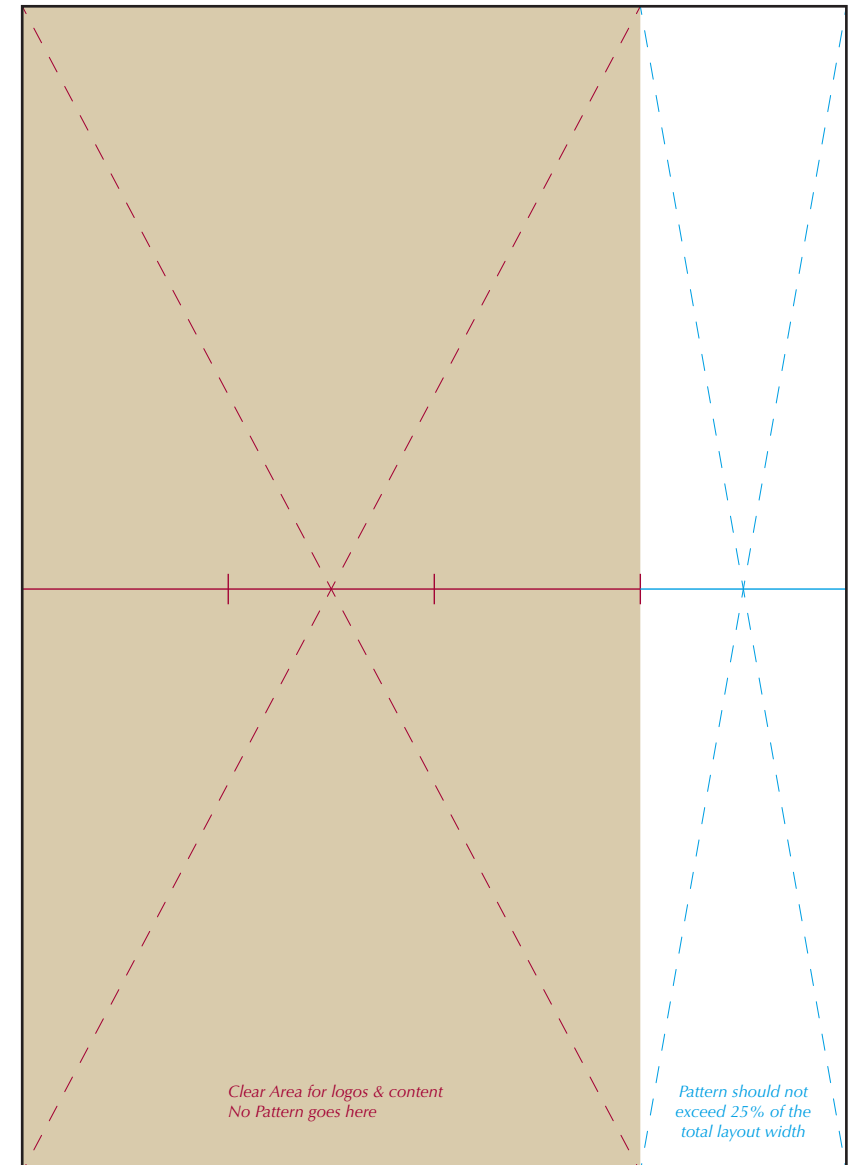
- Always place the pattern from top to bottom of the layout
- Do try to keep the stroke weight thin and visible
- The pattern should be used as three columns only
- Pattern should only be used on one side of the layout, the right side
- Do not remove any of the vertical columns
- Do not change their respective sizes
- Do not stretch, always increase and reduce size proportionally
- Do not place the pattern on both side of the layout simultaneously
- Pattern should not exceed %25 of the total layout width



## PATTERN

VERTICAL ARTWORK LAYOUT - PRINT  
Always maintain a 75% clear space of the vertical layout in all the communications.

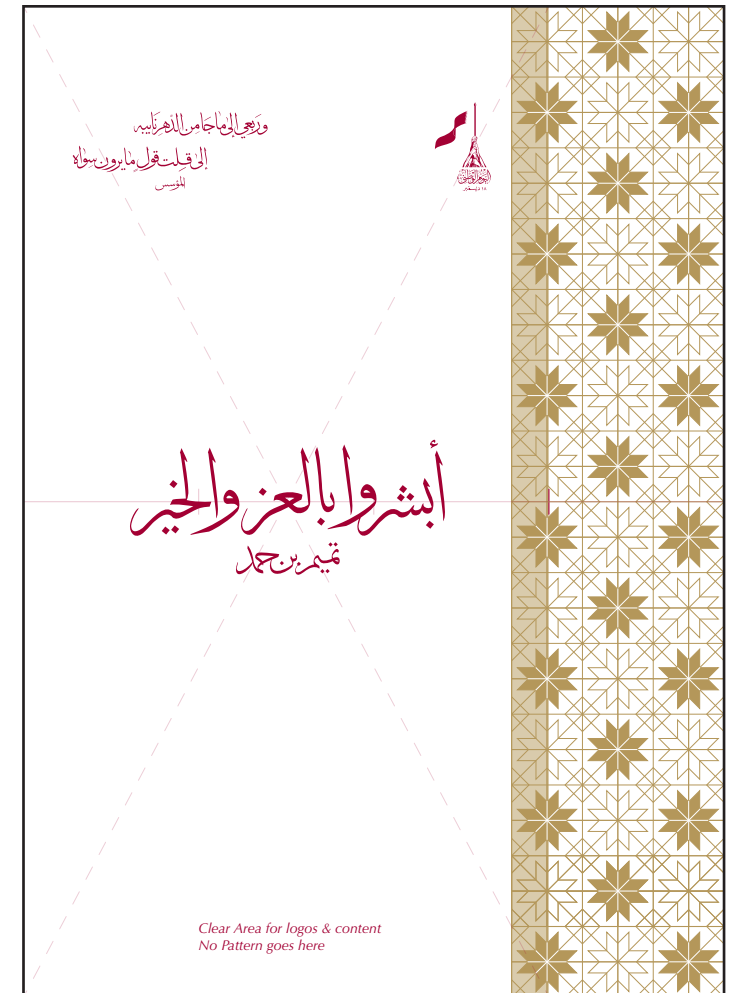
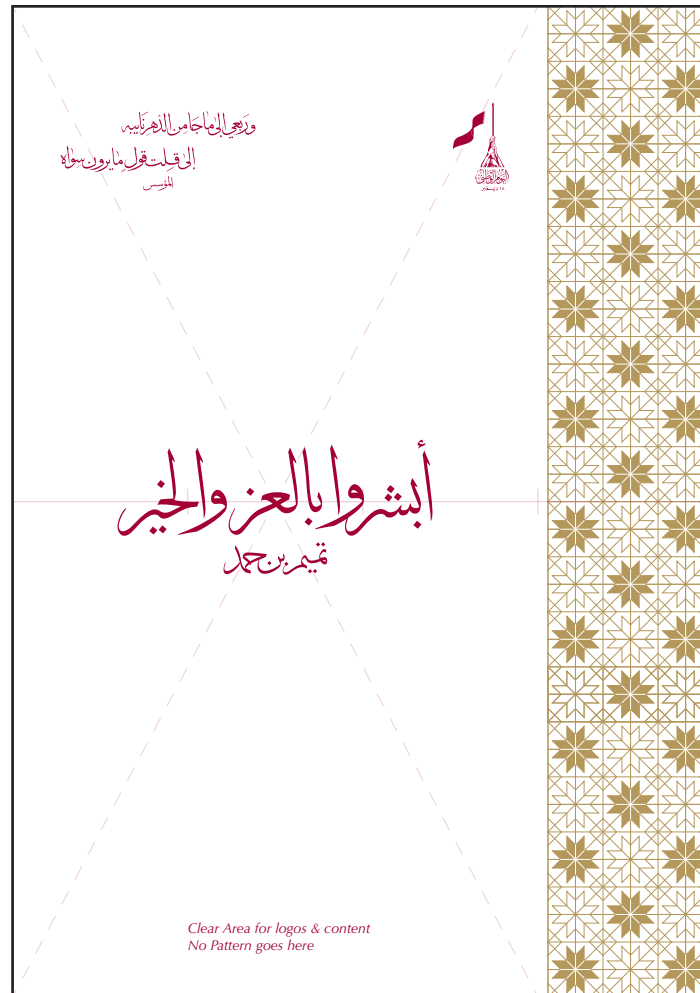
The pattern should not exceed 25% of the total width of the layout.



## PATTERN

### VERTICAL ARTWORK LAYOUT - PRINT APPLICATION EXAMPLES

\* Pattern should not exceed %25 of the total layout width

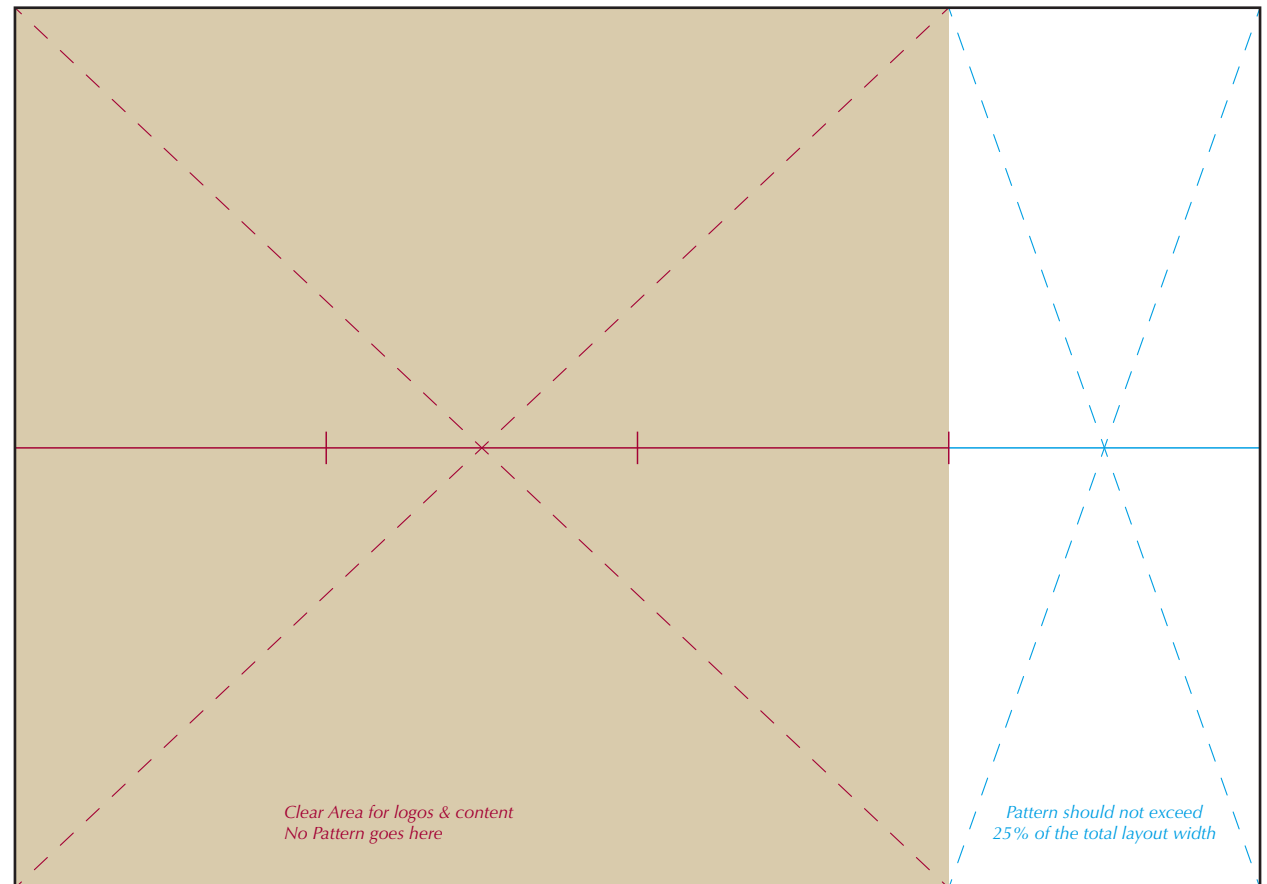


## PATTERN

### HORIZONTAL ARTWORK LAYOUT - PRINT

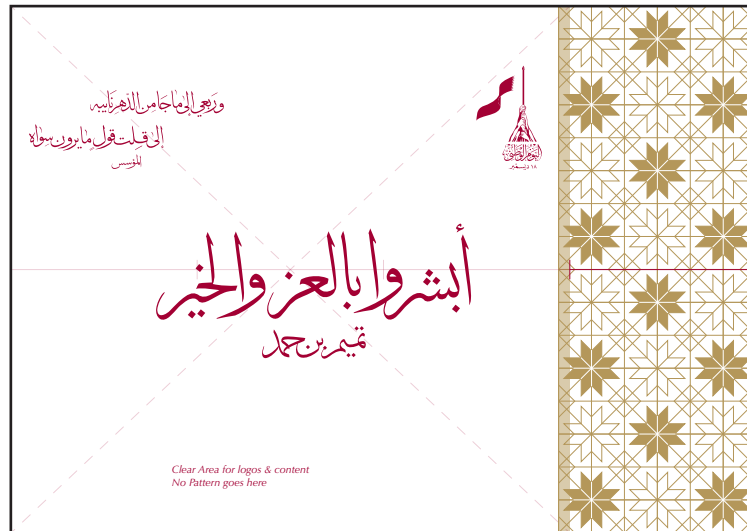
Always maintain a 75% clear space of the horizontal layout in all the communications.

The pattern should not exceed 25% of the total width of the layout.



## PATTERN

### HORIZONTAL ARTWORK LAYOUT - PRINT APPLICATION EXAMPLES



\* Pattern should not exceed %25 of the total layout width



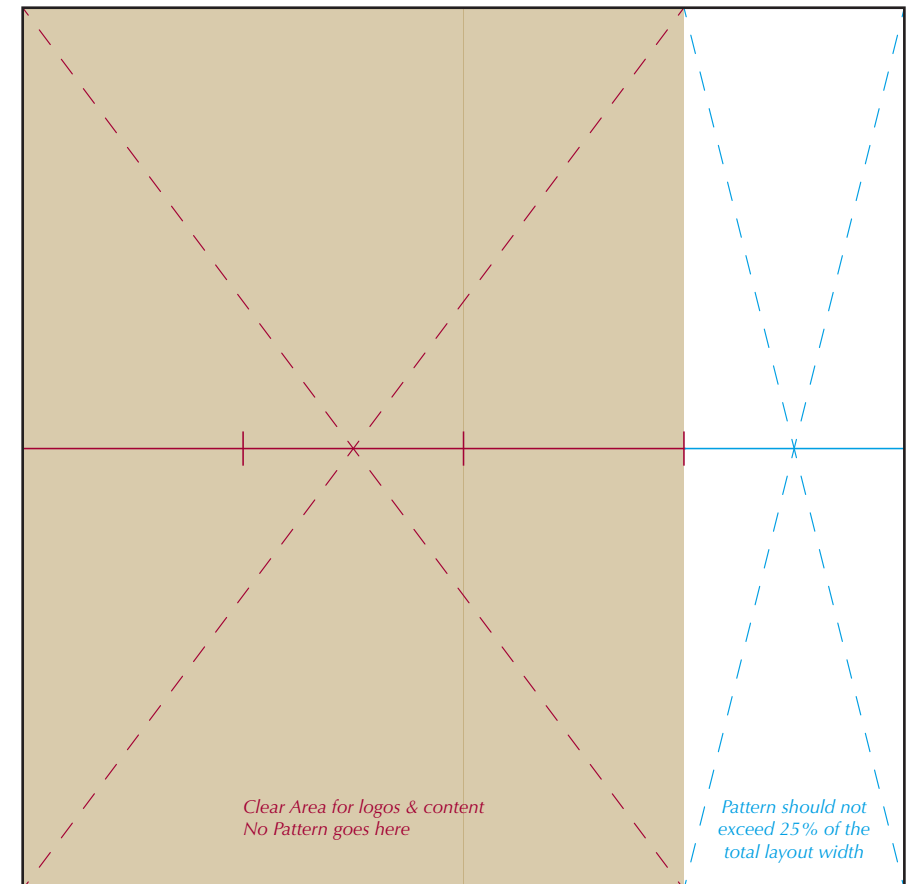


## PATTERN

### SQUARISH ARTWORK LAYOUT - PRINT

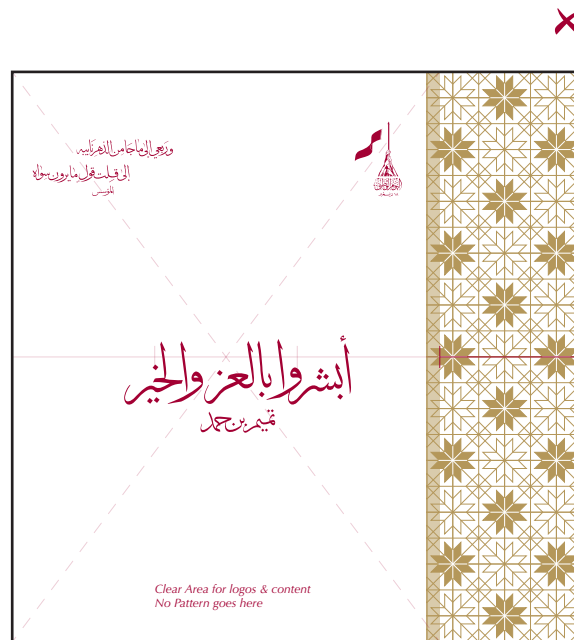
Always maintain a 75% clear space of the Squarish layout in all the communications.

The pattern should not exceed 25% of the total width of the layout.

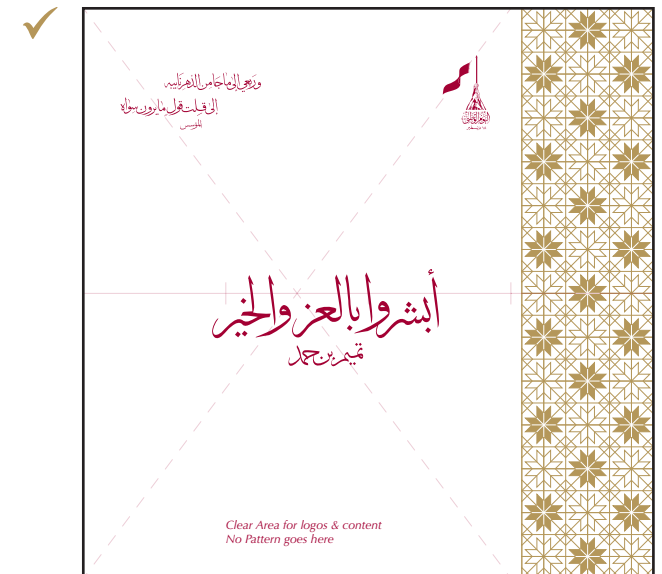
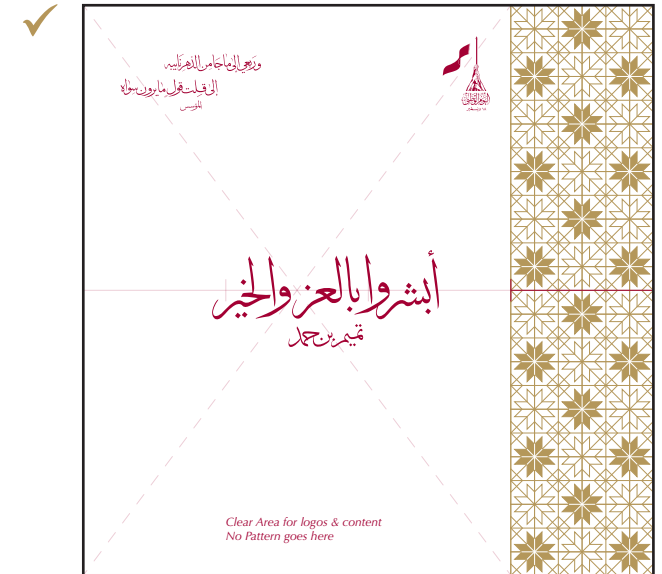


## PATTERN

### SQUARISH ARTWORK LAYOUT - PRINT APPLICATION EXAMPLES



\* Pattern should not exceed %25 of the total layout width

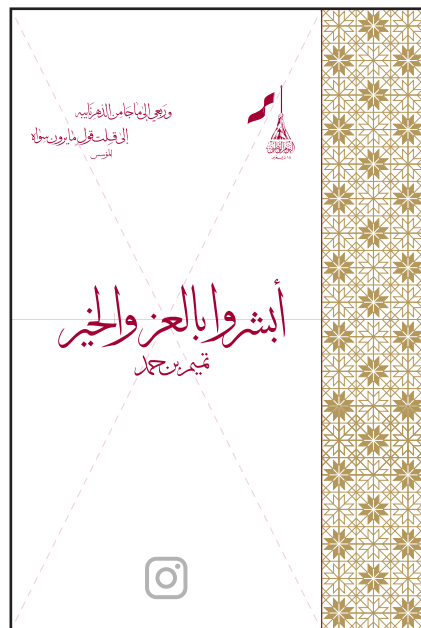


## PATTERN

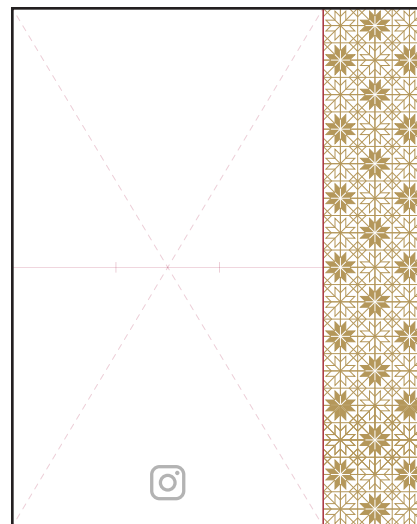


### SQUARISH ARTWORK LAYOUT - ONLINE SOCIAL MEDIA APPLICATION EXAMPLES

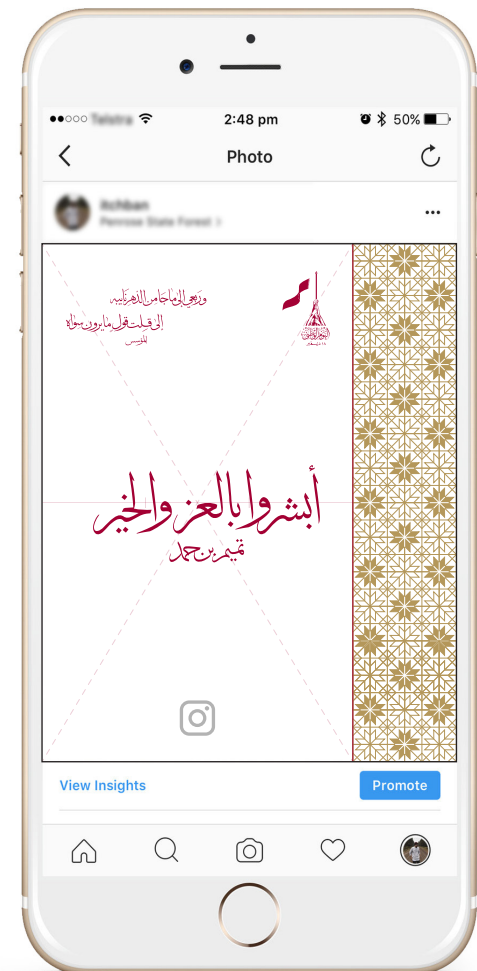
\* Pattern should not exceed %25 of the total layout width



2:3 ratio



4:5 ratio



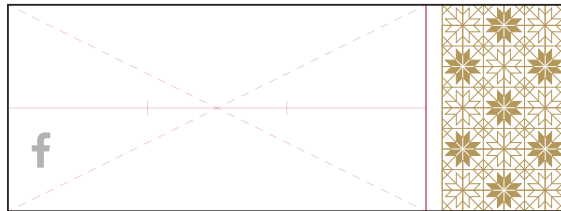
Instagram post application on 4:5 ratio

## PATTERN



### SQUARISH ARTWORK LAYOUT - ONLINE SOCIAL MEDIA APPLICATION EXAMPLES

\* Pattern should not exceed %25 of the total layout width



Facebook cover application 851px X 31px



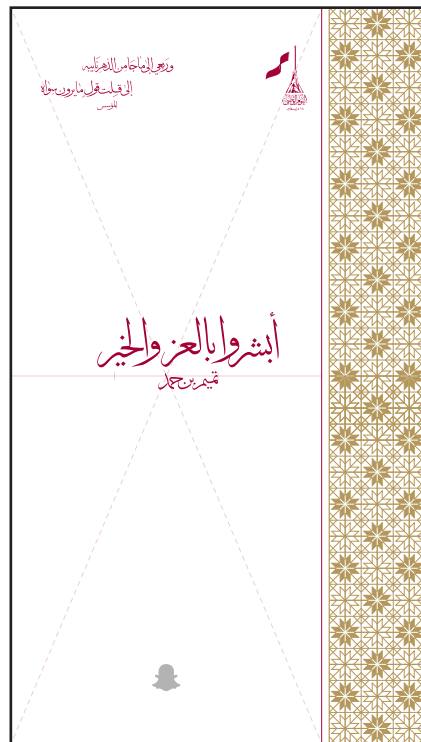
## PATTERN

SNAPCHAT



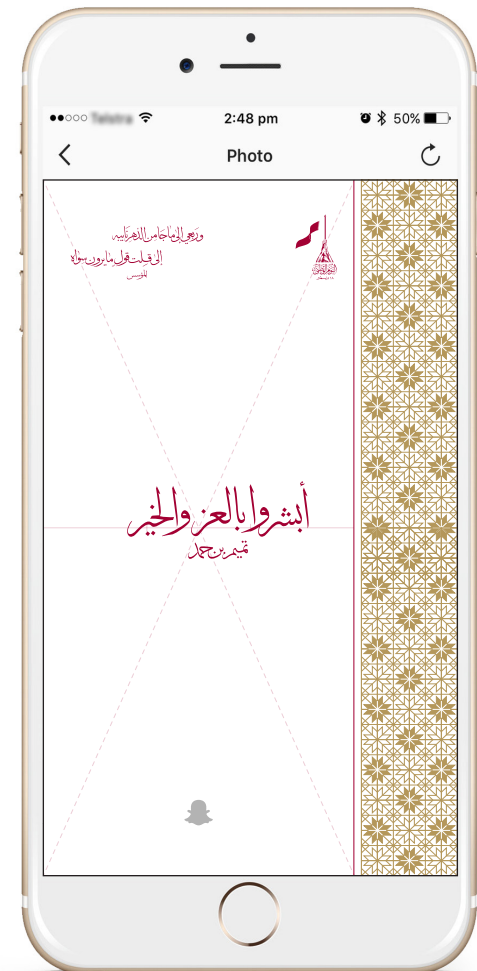
### SQUARISH ARTWORK LAYOUT - ONLINE SOCIAL MEDIA APPLICATION EXAMPLES

\* Pattern should not exceed %25 of the total layout width



- 1- Submit a web optimized, Transparent **PNG-24** file
- 2- PNG should have a width of **1080px** and a height of **1920px**
- 3- PNG file must be under **300KB**.

1080 px x 1920 px



Snapchat post application 1080 px x 1920 px

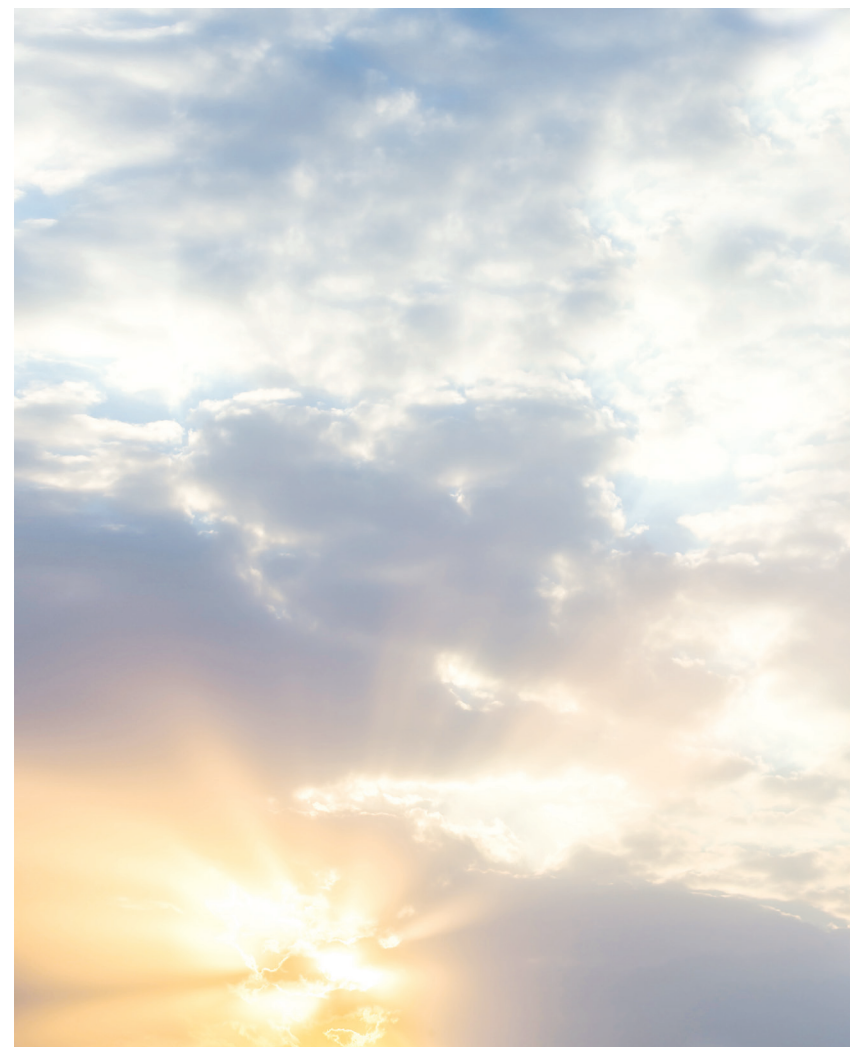
## TEXTURE

### SUNRISE SKY TEXTURE

Sunrise sky represents the new beginning, new start, better future and glory.

The sky is a symbol of superiority, integrity and vision. and by the strength, determination and perseverance, the Qatari people have earned this pride and goodness to their country.

*When using the texture, the designer should make sure that all graphical elements i.e. headline, bodycopy and logos, are properly visible and legible.*



## LOOK & FEEL



©  
BRAND  
GUIDELINES

QATAR NATIONAL DAY 2017

[WWW.QATAR.QA](http://WWW.QATAR.QA)