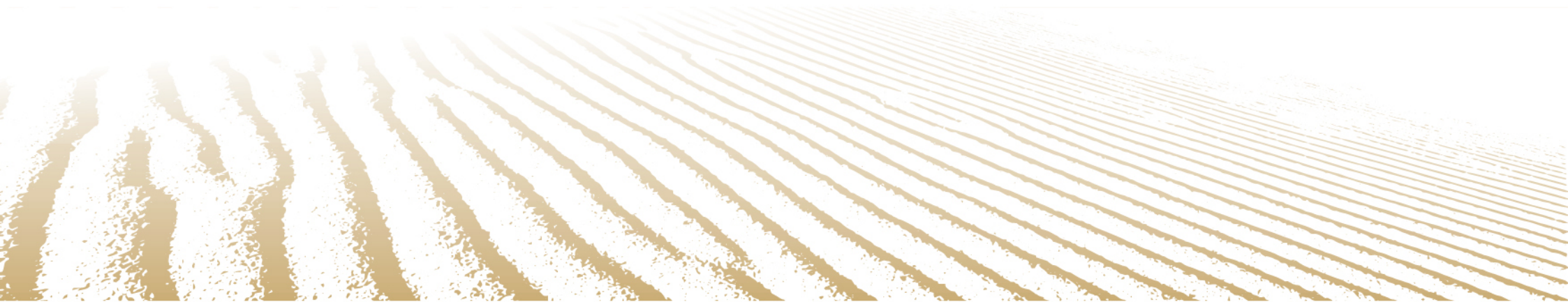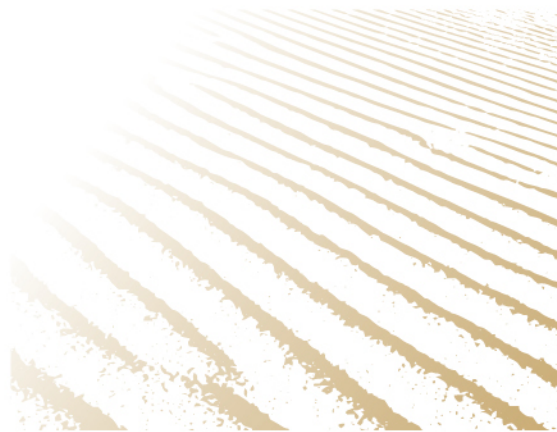QATAR NATIONAL DAY 2018

BRAND GUIDELINES 2018

THE FOLLOWING GUIDELINES
DEMONSTRATE HOW BEST TO APPLY

THE QATAR NATIONAL DAY BRAND
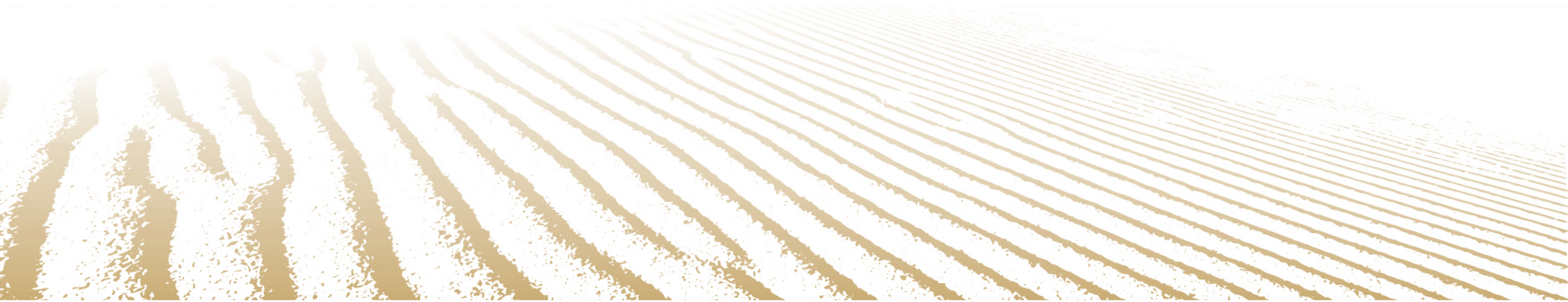
CONTENTS

CONTENTS

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
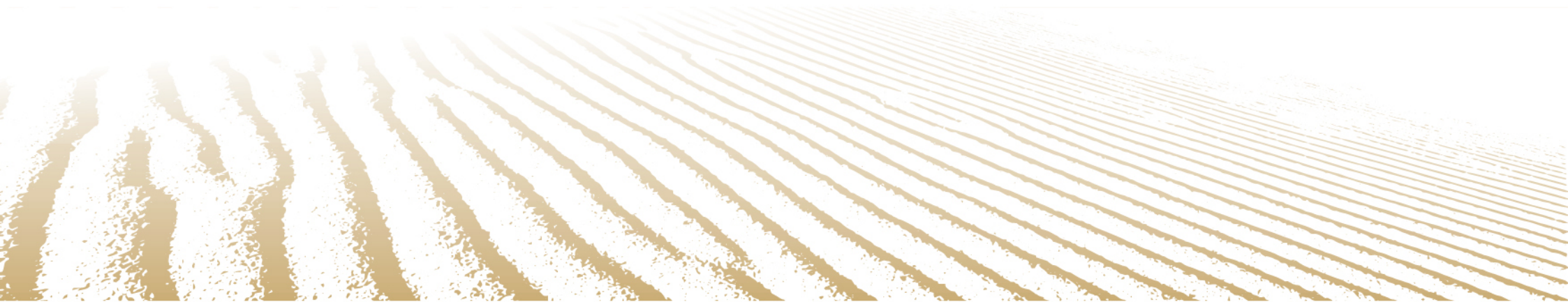
MISSION

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

اليوم الوطني

١٨ ديسمبر

LOGO 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.
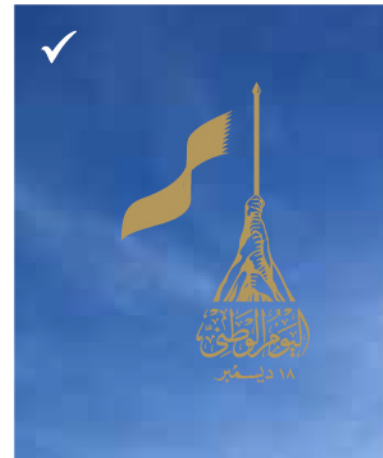
MINIMUM SIZE

The minimum size for all printed material is ٢٠mm and ١٥٠ 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.
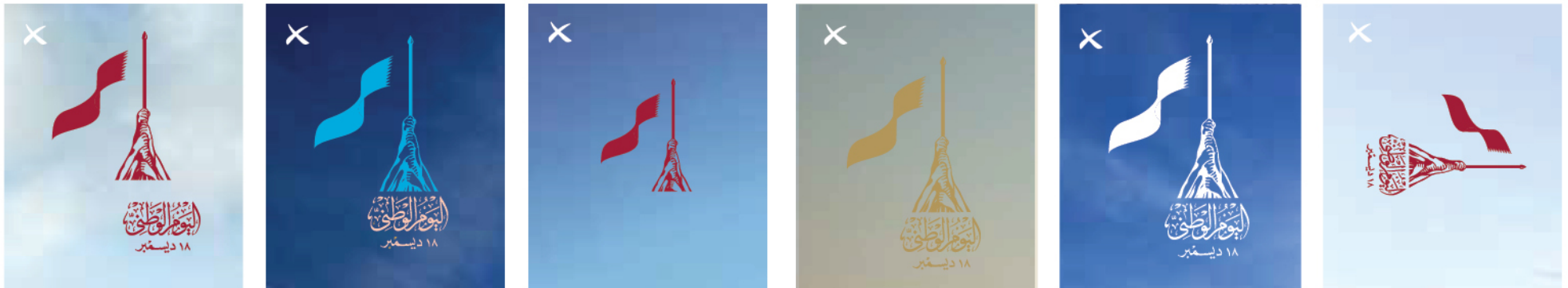
25 mm

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 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 appear in white colour on any background
- 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
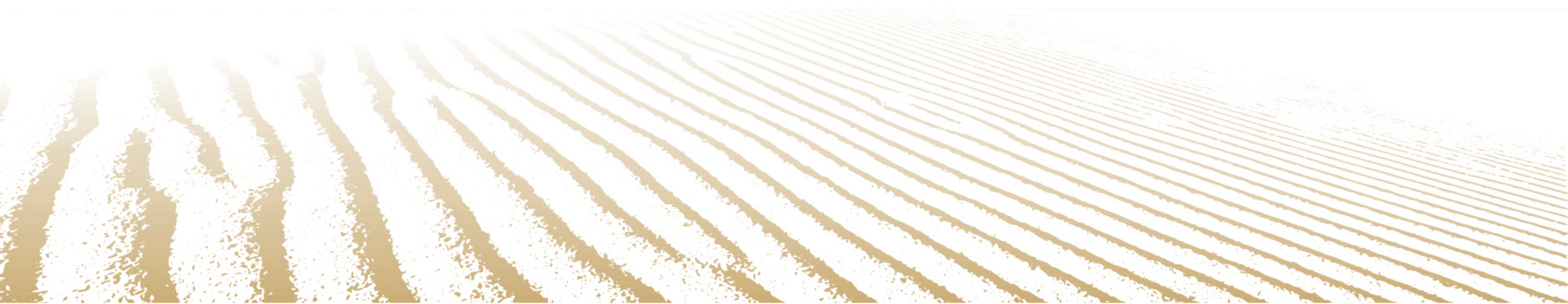
COLOUR PALETTE

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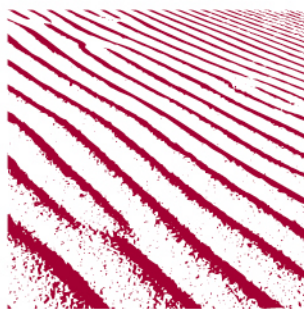
When applicable, the Gold Metallic and the Gold Foil can be used for the logo, headline, strapline and even pattern.

Designers should take into consideration that simplicity and elegance is of upmost importance, and that they should not be jeopardised by over using the above effects.
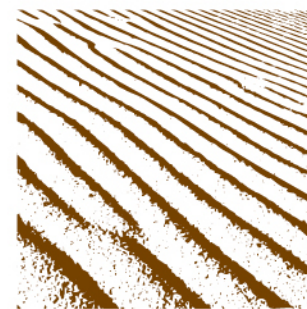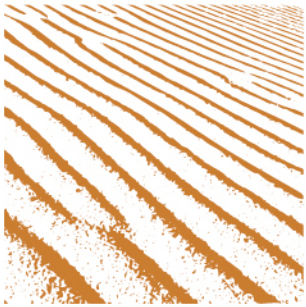
PRIMARY COLOUR PALETTE
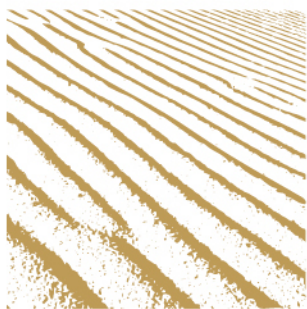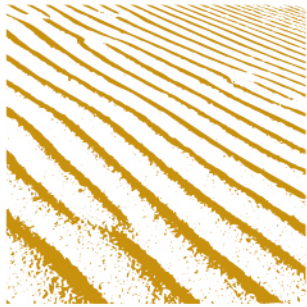
Pantone 872 C
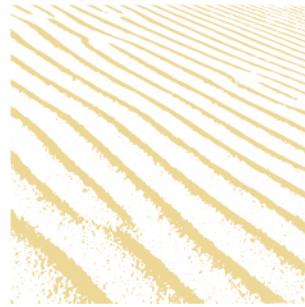
Pantone 1955 C
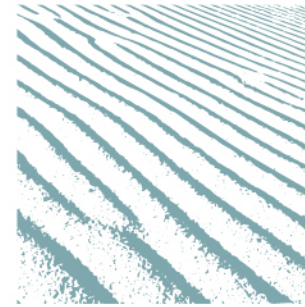
Pantone 161 C

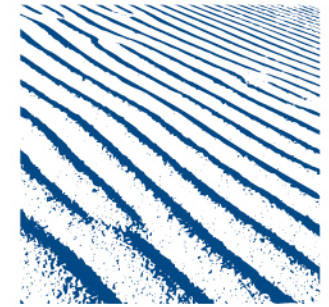# SECONDARY COLOUR PALETTE

Pantone 7571 C

Pantone 1245 C

Pantone 7402 C

Pantone 161 C

Pantone 301 C

LOGO COLOURS

In order to keep consistency throughout all communication, the logo should be used whenever possible n 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
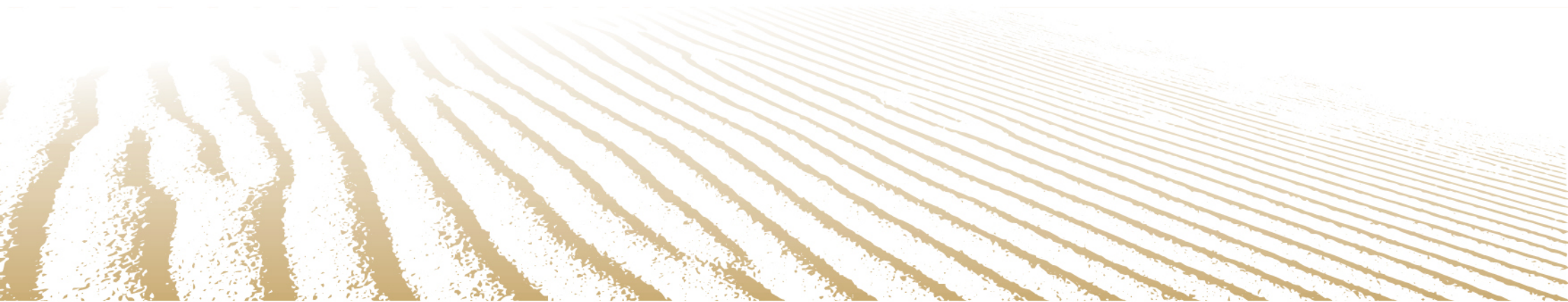restrictions and constraints are present.

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.

Optima was chosen because it suggests tradition and history.

Bahij TheSans was chosen to suggest modernity, simplicity and to work in small text for maximum legibility, i.e. for body copy in retail applications.

Optima

HEADLINE TYPEFACE:

- Optima regular
ABCDEFGHIJKLMNOQRSTUVWXYZ
abcdefghijklmnoqrstuvwxyz0123456789

- **Optima bold**
ABCDEFGHIJKLMNOQRSTUVWXYZ
abcdefghijklmnoqrstuvwxyz0123456789

Bahij TheSansArabic

BODY COPY TYPEFACE:

- Bahij TheSansArabic Regular
ABCDEFGHIJKLMNOQRSTUVWXYZ
abcdefghijklmnoqrstuvwxyz0123456789

- **Bahij TheSansArabic Bold**
ABCDEFGHIJKLMNOQRSTUVWXYZ
abcdefghijklmnoqrstuvwxyz0123456789

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.

Bahij TheSansArabic

TYPEFACE:

- Bahij TheSansArabic 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 ه و ي 0123456789

- Bahij TheSansArabic 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 ه و ي 0123456789

THEME CALLIGRAPHY

فيا طالما قد زيّنتها أفعـالنا
المؤسِّسِ

قطرستبقى حرّة

ARABIC TYPEFACES

THEME 2018

The arabic calligraphy of the theme 'Qatar will remain free' a part from The National Anthem, 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.

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
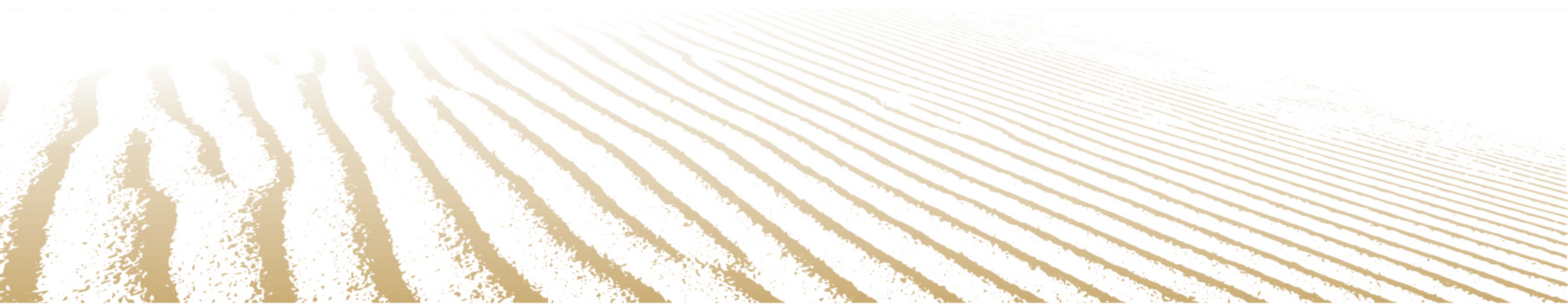
PATTERN

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

An abstract pattern has been selected to introduce elements of precision, tradition and environment reflections from sea waves to sand dunes to represent values such as transparency, integrity and pride.
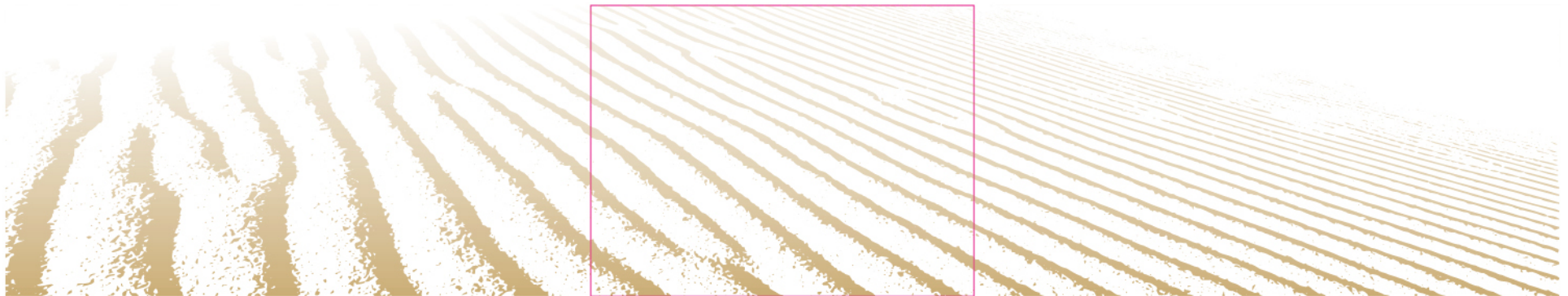
The pattern was created in a way to present depth, future and freedom inspired by our slogan 'Qatar will remain free'
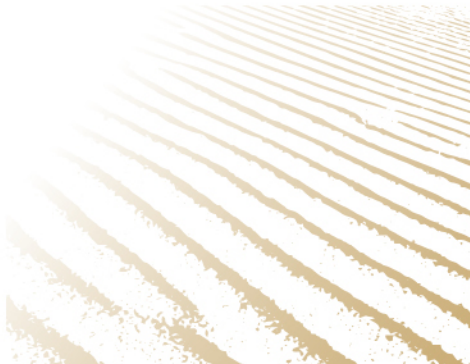
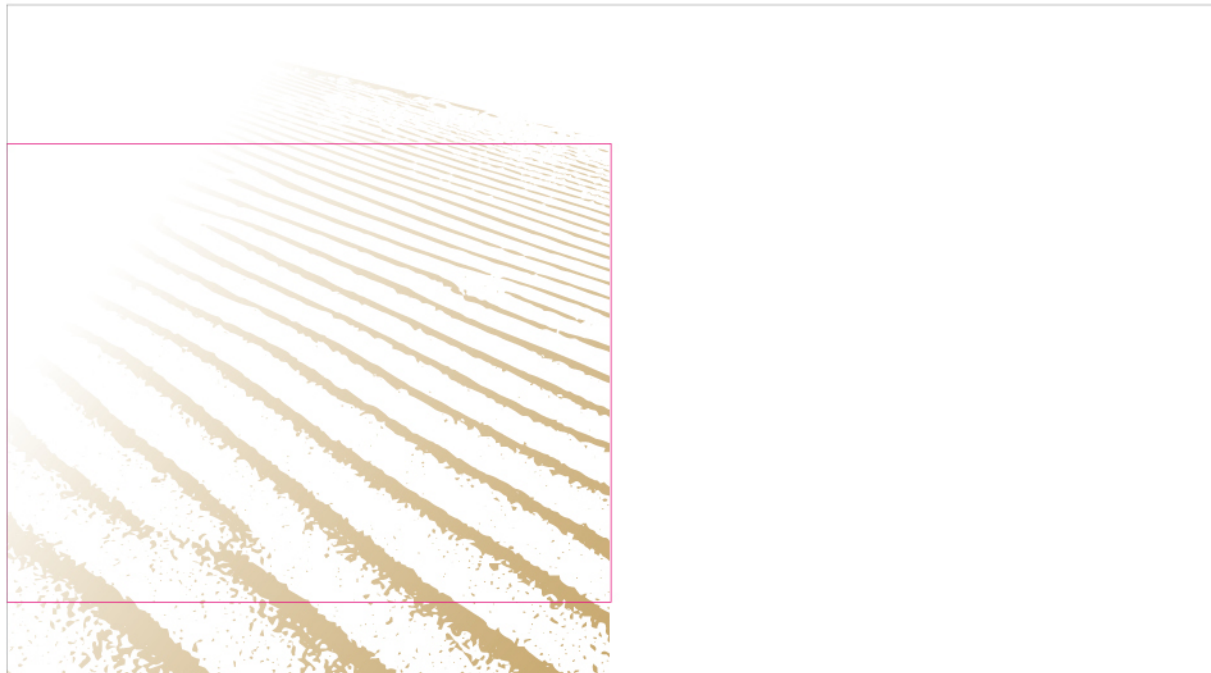THE ORIGINAL PATTERN

PATTERN

HOW TO USE THE PATTERN IN THE LAYOUT

IN PANORAMIC USAGE THE ORIGINAL PATTERN REMAINS THE SAME AT THE MIDDLE

PATTERN
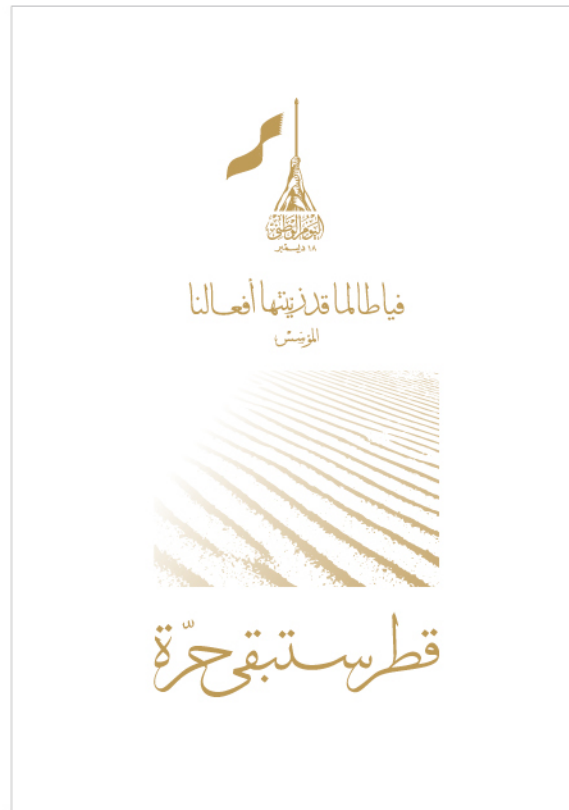
HOW TO USE THE PATTERN IN THE LAYOUT

IN VERTICAL USAGE THE ORIGINAL PATTERN REMAINS THE SAME AT THE MIDDLE
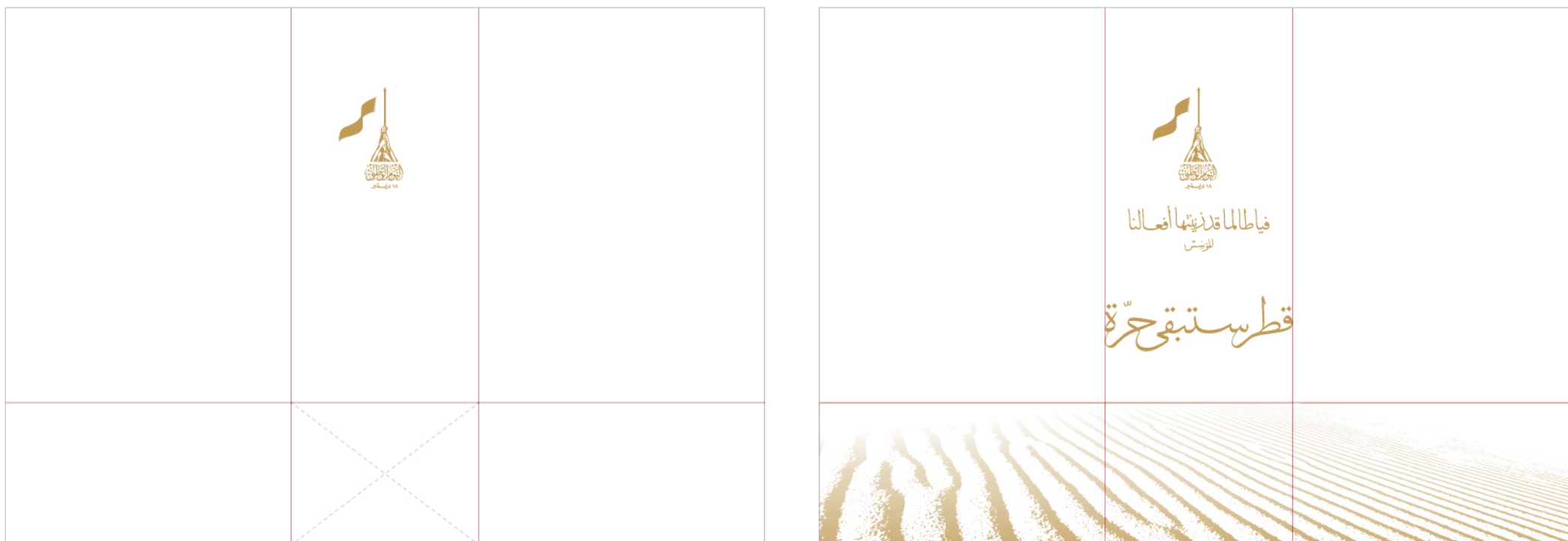
PATTERN

VERTICAL ARTWORK LAYOUT - PRINT

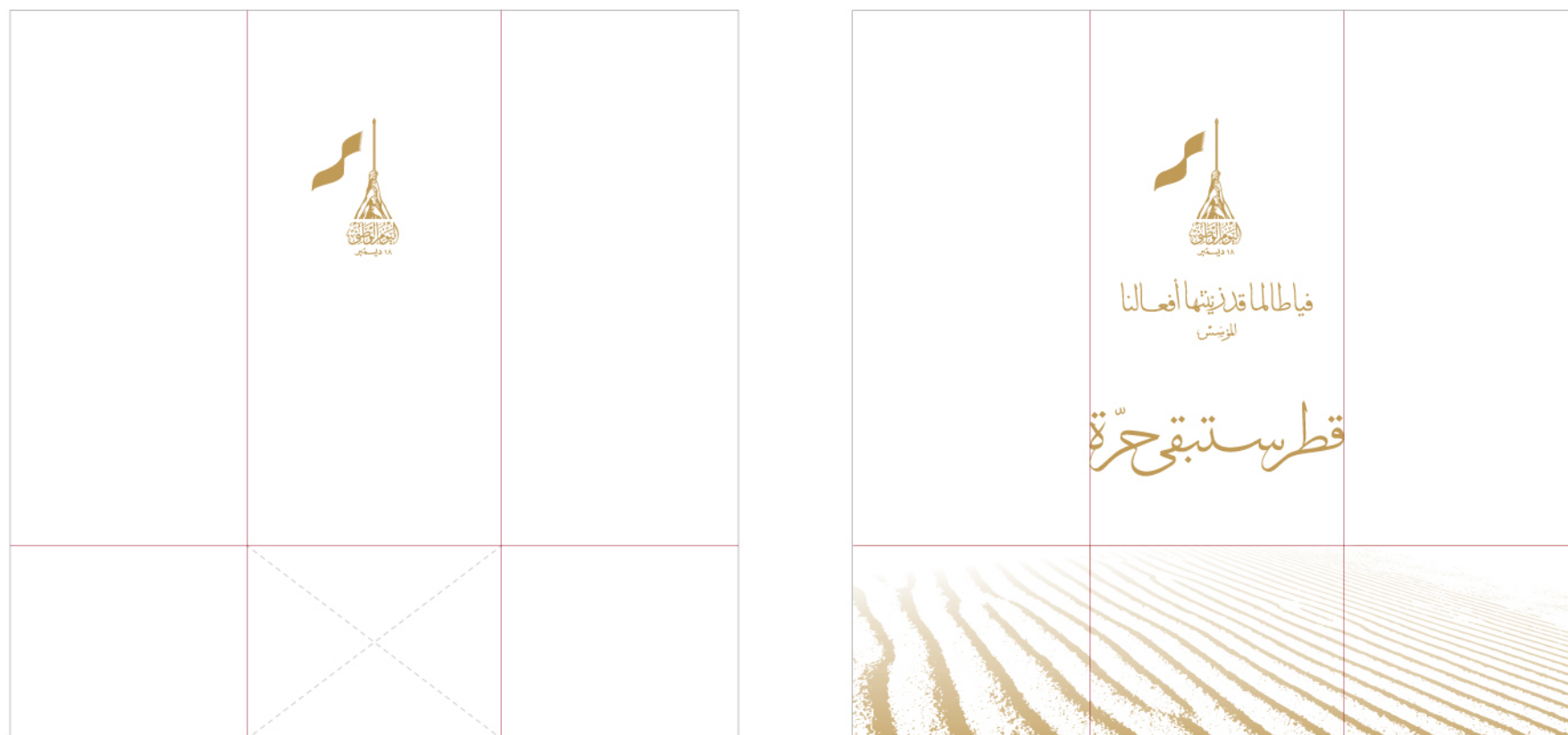# PATTERN

VERTICAL ARTWORK LAYOUT - PRINT

PATTERN

HORIZONTAL ARTWORK LAYOUT - PRINT

PATTERN

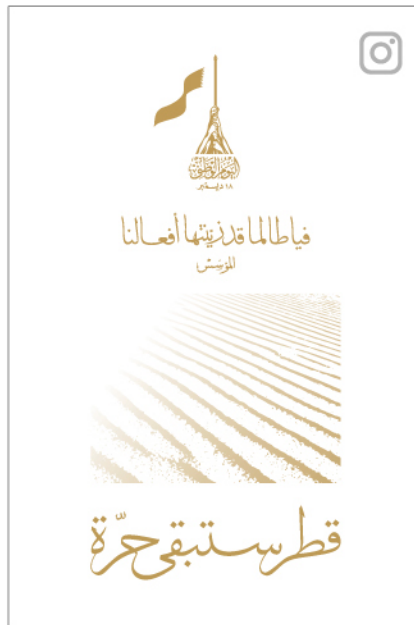HORIZONTAL ARTWORK LAYOUT - PRINT

PATTERN

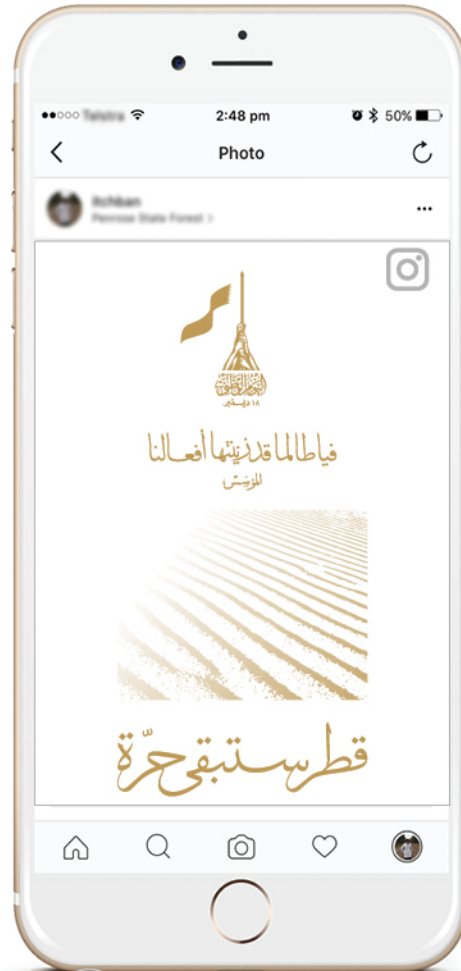SQUARISH ARTWORK LAYOUT - PRINT
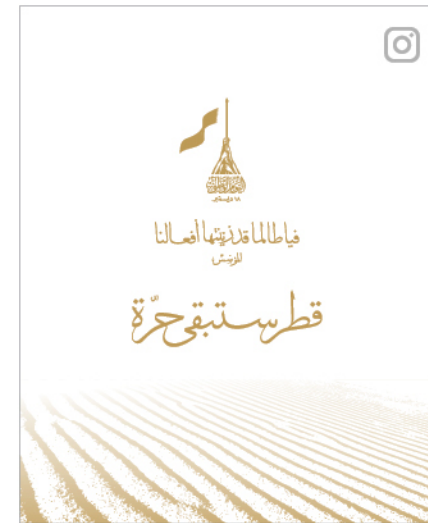
PATTERN

SQUARISH ARTWORK LAYOUT - PRINT

PATTERN

2:3 ratio

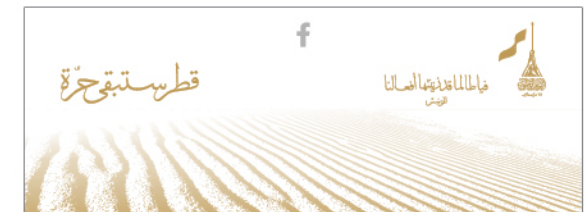ARTWORK LAYOUT - ONLINE SOCIAL MEDIA
APPLICATION EXAMPLES

4:5 ratio

Instagram post application on 4:5 ratio

PATTERN

Facebook cover application 851px X 31px

ARTWORK LAYOUT - ONLINE SOCIAL MEDIA
APPLICATION EXAMPLES

PATTERN

فياطالماقدذيتها أفعـالنا
للويش

قطرستبقى حرّة

1080 px x 1920 px

Snapchat post application 1080 px x 1920 px

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**.

ARTWORK LAYOUT - ONLINE SOCIAL MEDIA
APPLICATION EXAMPLES

LOOK & FEEL

Brand Guidelines ©