

QATAR NATIONAL DAY **BRAND GUIDELINES** 

2021



# THE FOLLOWING GUIDELINES DEMONSTRATE HOW BEST TO APPLY

THE QATAR NATIONAL DAY BRAND

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VISION OF THE QATAR NATIONAL DAY	VISION	OF THE	QATAR	NATIONAL	L Day
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STRENGTHENING SOLIDARITY, LOYALTY AND PRIDE OF QATAR NATIONAL IDENTITY

## VALUE OF QATAR NATIONAL DAY

**INSPIRATION** 

**PARTICIPATION** 

**INNOVATION** 

**TRANSPARENCY** 

### VALUE OF QATAR NATIONAL DAY

- Continuous/sustainable national pride.
- Highlighting on major National symbols by encouraging the Qatari community through ethics inspired by the founder Sheikh Jassim Bin Mohammed Al Thani.
- Highlighting the core values of Qatari culture.
- Inspiring the Qatari Youth on the essence of loyalty, solidarity and unity through community activities and cultural events.
- Introducing Qatari history and culture.
- Ensuring the importance of accuracy of Qatari Culture in any activity or event.
- All activities/events should be linked to the heritage and traditions of the Qatari people.
- Linking the past and the present through solid and clear vision reflecting on the Qatari History and how it's implemented in the present.
- Embodiment of the values and ideology and implementing them ensuring strong and unified interaction between Qatari citizens and expats during Qatar National Day celebrations.





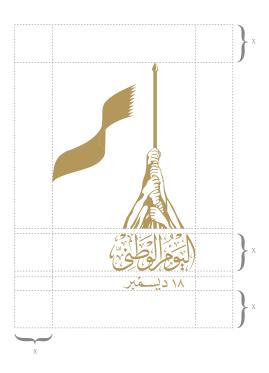
### **LOGO RATIONALE**

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 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.



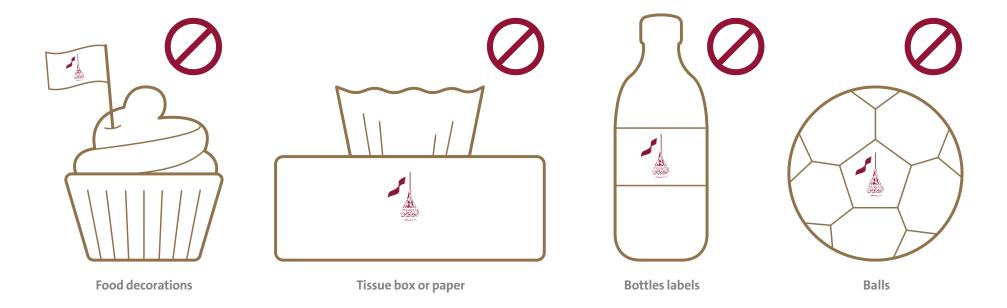
## LOGO DO'S 🗸





Logo should be clearly visible on any imagery. Contrast between the image and the logo is highly recommended while using QND logo in official colours.





Logo should not be used on any consumable items such as (Bottles labels - Food decorations - Tissue box or paper - Balls) or any disposable item

An official permission must be provided by QND committee in order to use QND logo on any merchandise and gifts items or on any advertisements printed, promotional videos, TV and online commercials.





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 rotated



Logo should not appear in white colour on any background in any case

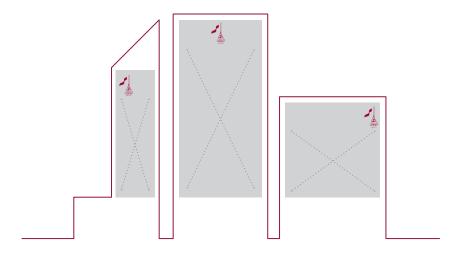


Logo should not be used on a background with the same saturation degree



Logo should not have any stroke while placing on coloured background

### QND LOGO USAGE GUIDELINES FOR BRANDING ON BUILDINGS AND TOWERS FACADES



- Maintain using QND logo as per the guidelines
- Place QND logo in the right place at the design header
- In the case of using the official images of His Highness the Amir of the State of Qatar and His Highness the Father Amir "may God preserve them", please place QND logo at the design header without exceeding shoulder height.
- In the case of using the official images of His Highness the Amir of the State of Qatar and His Highness the Father Amir "may God preserve them", follow the general guidelines and controls for the use of official photos issued by the Communication and Information Office Amiri Diwan
- Maintain using the flag of Qatar according to flag law

### **ARABIC TYPEFACE**

In order to reflect tradition and modernity, Bahij TheSans Arabic fonttypface have been chosen.

The Arabic modern font will be used for headlines, subtitles and body text.

## 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

### **ENGLISH TYPEFACE**

Typography plays an important role in creating a relevant personality for our brand.

Bahij TheSans was chosen to suggest modernity, simplicity and to be used for headlines, subtitles and body text.

## Bahij TheSansArabic

#### **TYPEFACE:**

- Bahij TheSansArabic Regular ABCDEFGHIJKLMNOQRSTUVWXYZ abcdefghijklmnoqrstuvwxyz0123456789
- Bahij TheSansArabic Bold ABCDEFGHIJKLMNOQRSTUVWXYZ abcdefghijklmnoqrstuvwxyz0123456789







## **ANCESTRAL MEADOWS: A MATTER OF TRUST**

From time immemorial, Qataris have always maintained a close-knit relationship with their environment. They were brought up on the land that shaped their characteristics, and they explored and coexisted with nature, the colors of its soil and sea and its seasonal changes, to the extent that the environment has become part and parcel of their existence and a major source of influence in the building of their personality and identity.

The simplicity of Qatari life reflects that of their environment, and the placidness of the land is equally manifested in the moral rectitude of the people, their modesty, the smoothness of their language and the clarity of their expression, qualities which, in turn, reflect on their clothing style and architecture.

The intersection of sea and land is a distinctive feature of the Qatari environment, which makes their lives the quintessence of two blessings that enrich their livelihood with their bounties. They went to sea in the summer season for diving and relocated to terra firma in the winter season. They embraced the realms of the sea in search of pearls, empowered with wisdom and courage, believing that the meaning of life resides in interaction with others, which is why Qataris welcomed with open arms the ships coming to their shores from far and wide.

In the desert, Qataris found inspiration and acumen despite the difficulty of desert life as reflected in the scarcity of water and lack of grassland. They were, nonetheless, able to tame the desert through patience, and the beauty of the meadows enhanced the beauty of their poetry and creativity.

Qataris roamed the land of which God has made them vicegerents; so, they contemplated it and took care of it, using stones and animal fur to build their homes, but without indulging in extravagance, because they appreciated the blessings of God upon them, and their expression of gratitude towards God was articulated in deed before words.

Qataris became attached and loyal to their environment, and their devotion to the land enhanced their sense of belonging and pride. The environment assumed an important place in their lives and was celebrated in their songs and poems, as the following verses from the "Elegy" of the Sheikh, the founding father, illustrate:

Oh, how many caravans have passed by, Leaving behind vestiges of the fluctuations of the times, Abodes our sights are accustomed to as the seasons slip by, Our meadows ornamented with herbs.



### **2021 THEME**

QND2021 theme consists of two main parts. Founder verse & Slogan

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.



### **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:

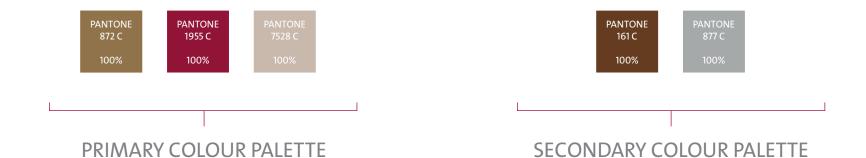
The main category will be referred to as the **Primary Colour Palette**.

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.

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.





### LOGO OFFICIAL COLOURS

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



**Gold Print colours:**( Pantone 872 C ) ( C:24% - M: 34% - Y: 70% - K: 10% )

**Screen colours:** (R: 180 - G: 151 - B: 90)



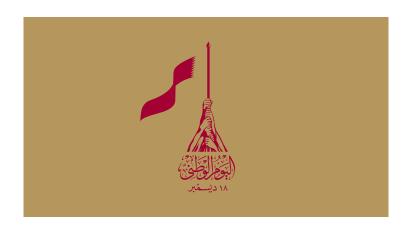
Maroon
Print colours:
( Pantone 1955 C ) ( C:30% - M: 100% - Y: 70% - K: 28% )

**Screen colours:** (R: 163 - G: 0 - B: 51)

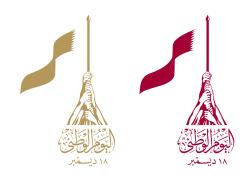
## **LOGO POSITIVE & NEGATIVE**

### POSITIVE & NEGATIVE LOGO USAGE

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



The logo should be clearly visible on any background. Maintain the contrast between the colour of the logo and the background while using the QND logo official colors.



**Neutral Colours** 



Within the look of QND, A graphic element created to add depth and richness to the graphic language.

The visual identity designed and inspired by the natural elements in our environment and meadows decorated with herbs and plants to enrich the value, unity and dignity.

The graphic element was created in a way to present authenticity, future and Environment inspired by our slogan.

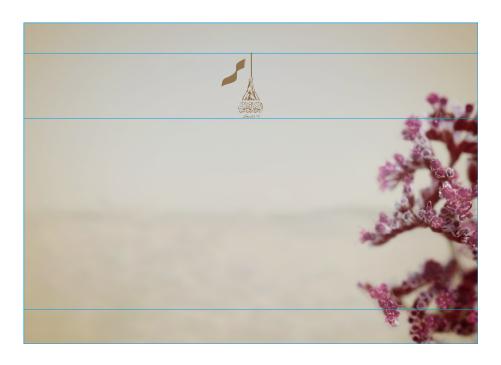


**GRAPHICS**HOW TO USE THE GRAPHICS IN THE LAYOUT - HORIZONTAL PROPORTIONS





**GRAPHICS**HOW TO USE THE GRAPHICS IN THE LAYOUT - HORIZONTAL PROPORTIONS

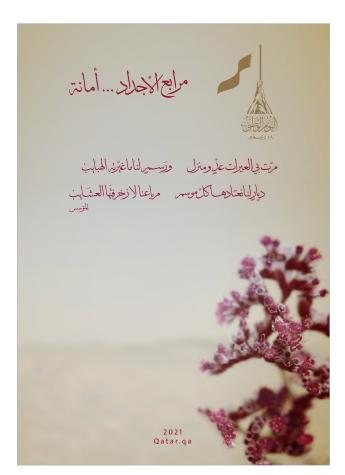




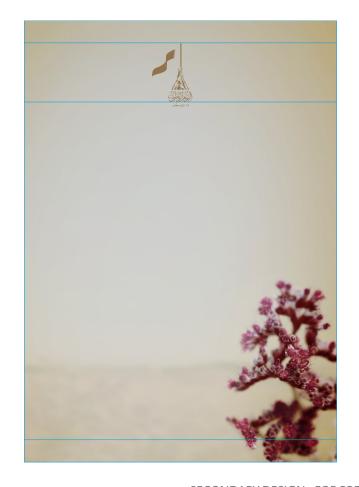
SECONDARY DESIGN - FOR PRESENTATIONS, BROCHURES ETC.

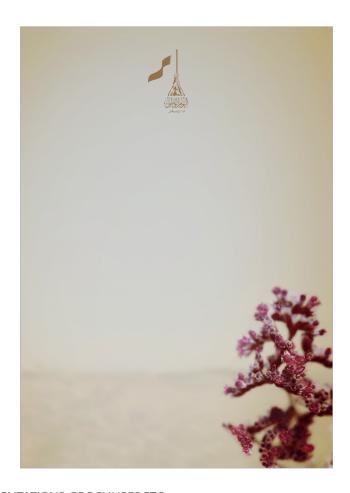
**GRAPHICS**HOW TO USE THE GRAPHICS IN THE LAYOUT - VERTICAL PROPORTIONS





**GRAPHICS**HOW TO USE THE GRAPHICS IN THE LAYOUT - VERTICAL PROPORTIONS

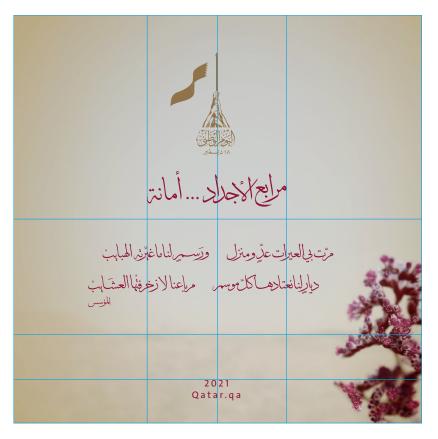




SECONDARY DESIGN - FOR PRESENTATIONS, BROCHURES ETC.

GRAPHICS

HOW TO USE THE GRAPHICS IN THE LAYOUT - SQUARISH PROPORTIONS





**GRAPHICS**HOW TO USE THE GRAPHICS IN THE LAYOUT - SQUARISH PROPORTIONS





SECONDARY DESIGN - FOR PRESENTATIONS, BROCHURES ETC.

## **GRAPHICS**



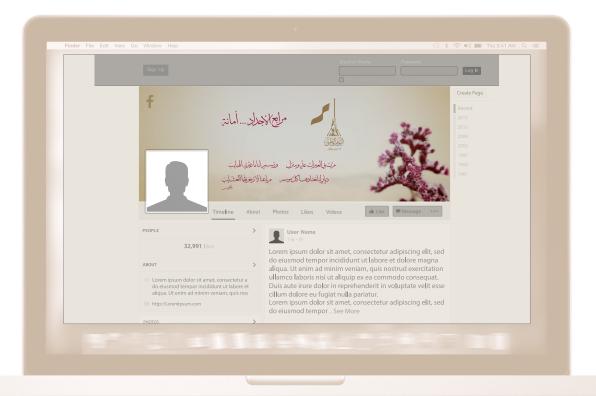
ARTWORK LAYOUT - ONLINE SOCIAL MEDIA APPLICATION EXAMPLES





4:5 ratio

## **GRAPHICS**





Facebook cover application 851px X 315px

ARTWORK LAYOUT - ONLINE SOCIAL MEDIA
APPLICATION EXAMPLES

## **GRAPHICS**



1080 px x 1920 px



ARTWORK LAYOUT - ONLINE SOCIAL MEDIA
APPLICATION EXAMPLES



### 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.



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