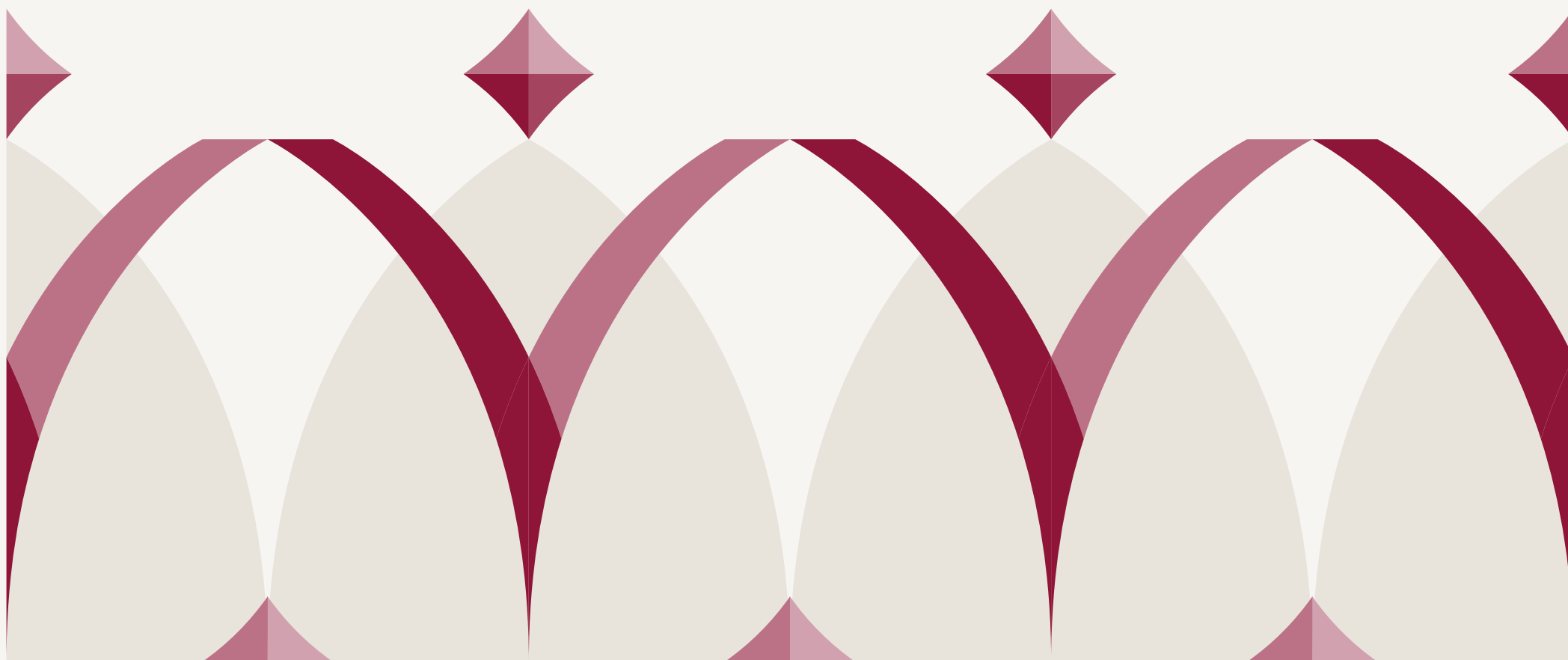


QATAR NATIONAL DAY BRAND GUIDELINES

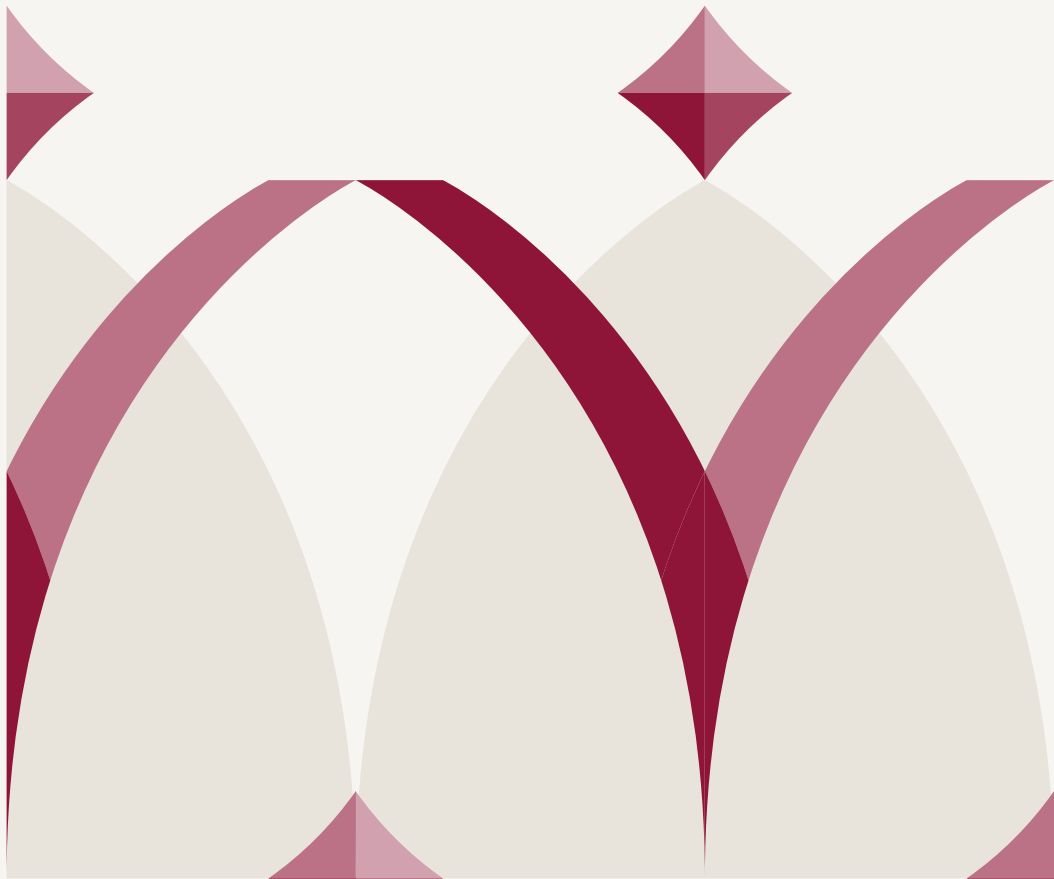
2023

THE FOLLOWING GUIDELINES
DEMONSTRATE HOW BEST TO APPLY
THE QATAR NATIONAL DAY 2023 BRAND





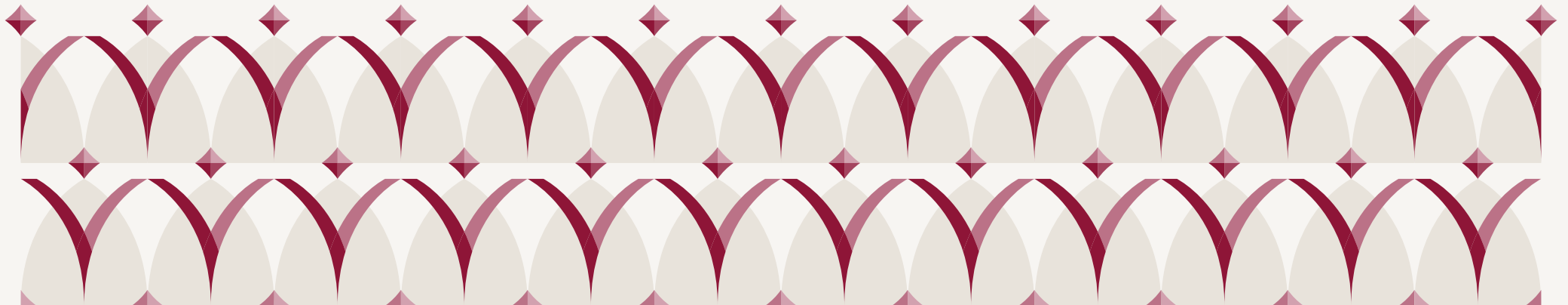
Page No.	CONTENTS
4	THE STATE NATIONAL DAY CELEBRATIONS ORGANIZING COMMITTEE
5	NATIONAL DAY VISION
6	NATIONAL DAY VALUES
7	NATIONAL DAY ASPIRATION
8	QND LOGO
9	LOGO RATIONALE
10	LOGO CLEAR SPACE & SIZE
11	LOGO DO'S
12	LOGO MISUSE
13	LOGO DON'TS
14	QND LOGO USAGE GUIDELINES FOR BRANDING ON BUILDINGS AND TOWERS FACADES
15	ARABIC TYPEFACE
16	ENGLISH TYPEFACE
17	QND 2022 THEME
18	QND 2023 THEME
19 - 20	COLOUR PALETTE
21	LOGO OFFICIAL COLOURS
22	LOGO POSITIVE & NEGATIVE
23	MOTIF DESIGN 2023
24	MOTIF DESIGN CONCEPT
25	MOTIF DESIGN
26 - 33	QND MOTIF APPLICATION
34 - 36	QND MOTIF APPLICATION - SOCIAL MEDIA TEMPLATES
37	LOOK & FEEL



THE STATE NATIONAL DAY CELEBRATIONS ORGANIZING COMMITTEE

VISION OF THE QATAR NATIONAL DAY

STRENGTHENING SOLIDARITY, LOYALTY AND PRIDE OF QATAR NATIONAL IDENTITY



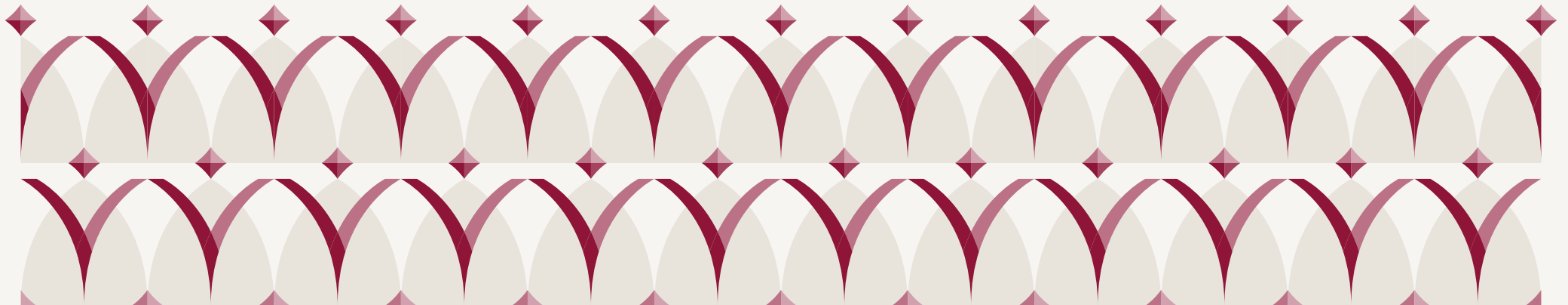
VALUE OF QATAR NATIONAL DAY

INSPIRATION

PARTICIPATION

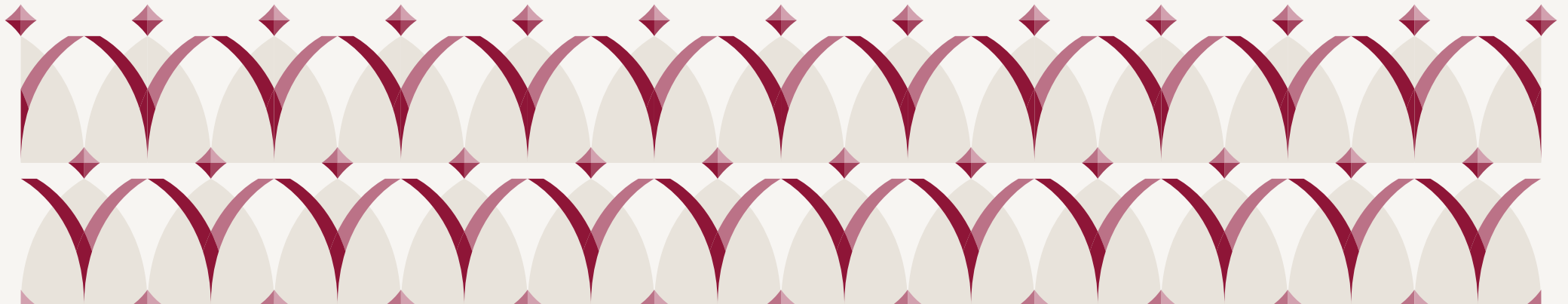
INNOVATION

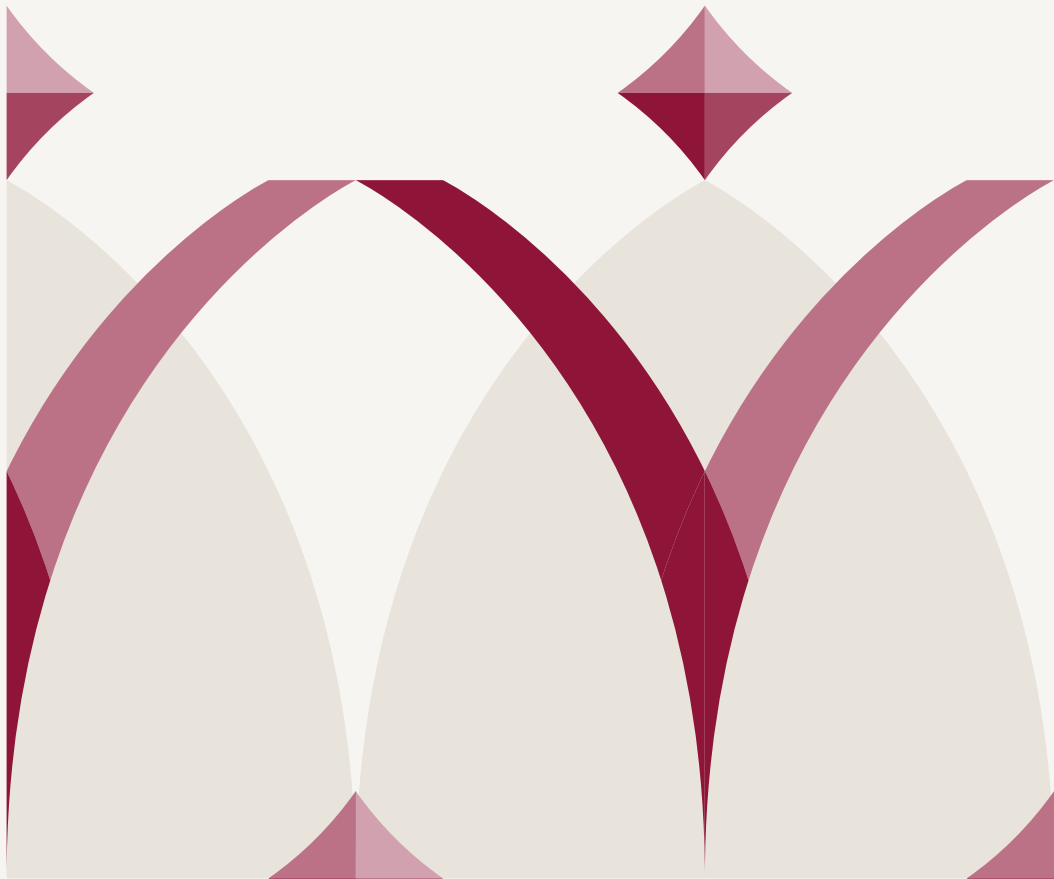
TRANSPARENCY



VALUES 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.





QND LOGO



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



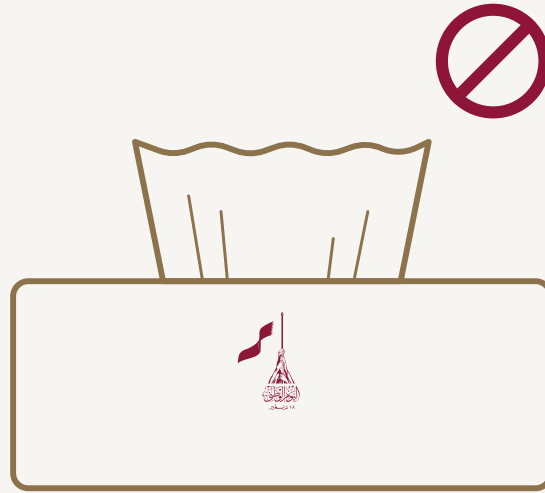
Logo should be clearly visible on any imagery. Contrast between the image and the logo is highly recommended while using QND logo in official colours.



LOGO MISUSE



Food decorations



Tissue box or paper



Bottles labels



Balls

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.



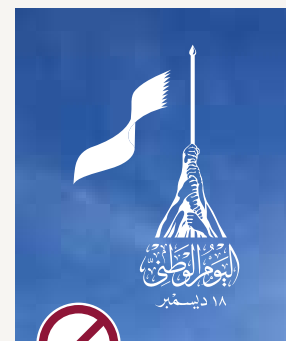
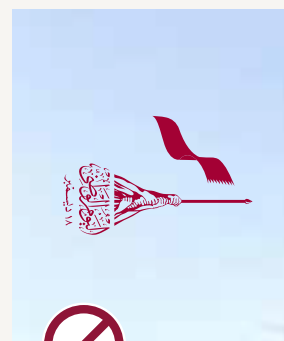
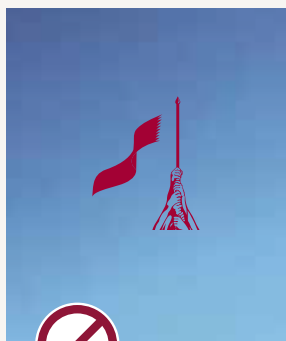
LOGO DON'TS



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 rotated



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

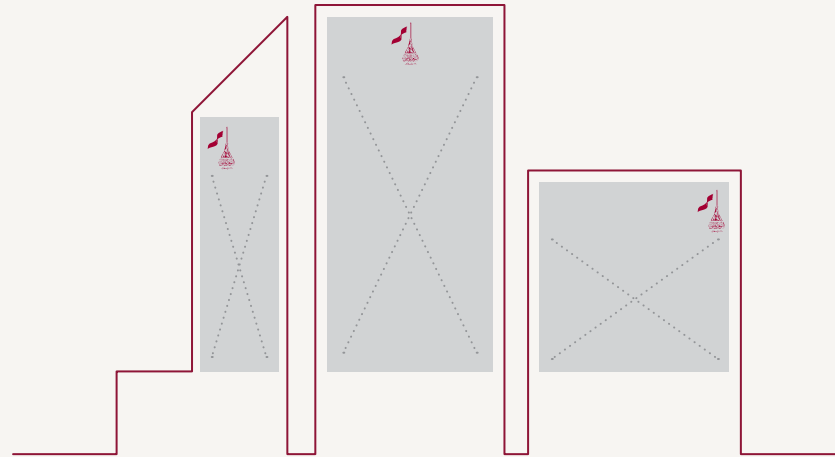


Logo should not be used on a background with the same saturation degree



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 protect 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 fonttypeface 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

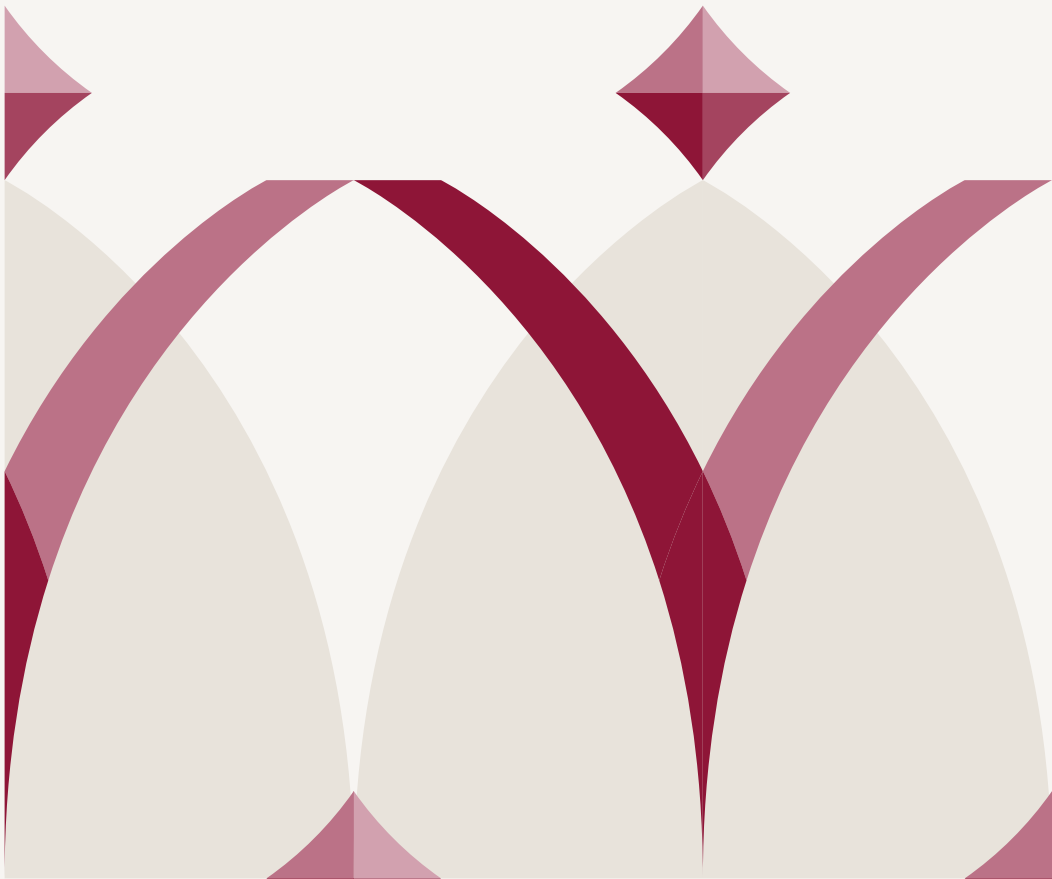
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789

- Bahij TheSansArabic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789



QND 2023 THEME

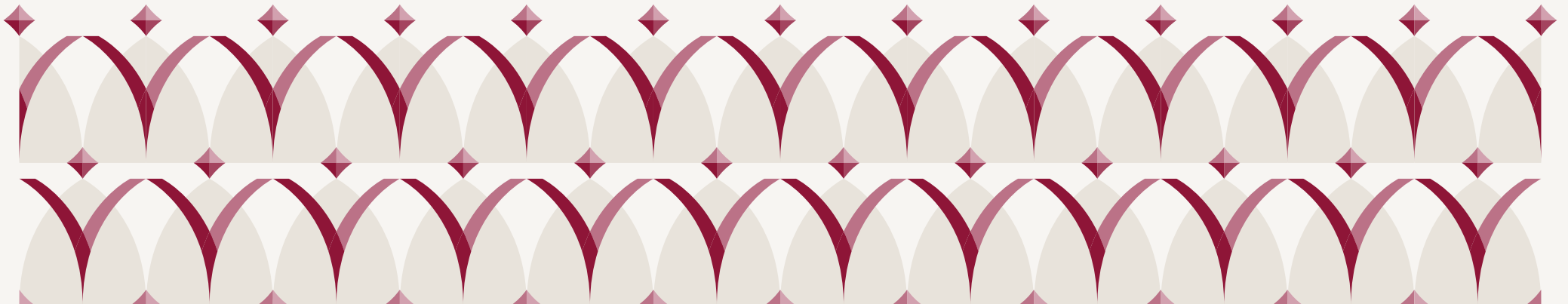
QND 2023 THEME

Since the founding of the state and through the turning points of their history, the Qataris have been able to face many challenges in order to build the nation and realize that the human being is the most important building block of that building. The nation flourishes when all segments of society possess the capabilities to work and create in various fields, in addition to possessing a cohesive will linked to its national identity.

During the periods of Qatari history, generations have exerted their effort, thought and money to build the nation. The founder, Sheikh Jassim bin Mohammed bin Thani, and the rulers of Qatar after him worked to build and advance the state, as well as strengthen the Qatari character, thanks to the keenness to adopt science, knowledge, and skills, so the Qataris became accustomed to both knowledge and work. Just as they devoted themselves to the pearl trade at the time of diving, built ships, and expanded their economic, political, and cultural relations with other countries, the saga of their nation-building has continued to this day, and they have invested, with God's grace, in the new bounties of their nation. In the present, urbanization has expanded and new challenges have arisen, to which the Qataris are not late in responding. The nation's gains have been enhanced at this current historical stage thanks to investment in human development, in accordance with the strengthening of national identity, which makes culture its permanent immunity.

Qataris followed the path of innovation and initiative, successfully confronting global challenges, developing their lifestyle in various fields, and benefiting from their country's bounties, thanks to enhancing their intellectual capabilities and developing their competence and practical ethics. These virtues reflect the extent to which Qataris cling to their national identity, which is derived from the richness of their culture and heritage and their interaction with cultures that respect their privacy, which has increased the development of their national character.

If the country rises through the thoughts and efforts of its people, then the Qataris return the generosity and kindness of their country by continuing to work on its immunity, prosperity and advancement among nations.



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:

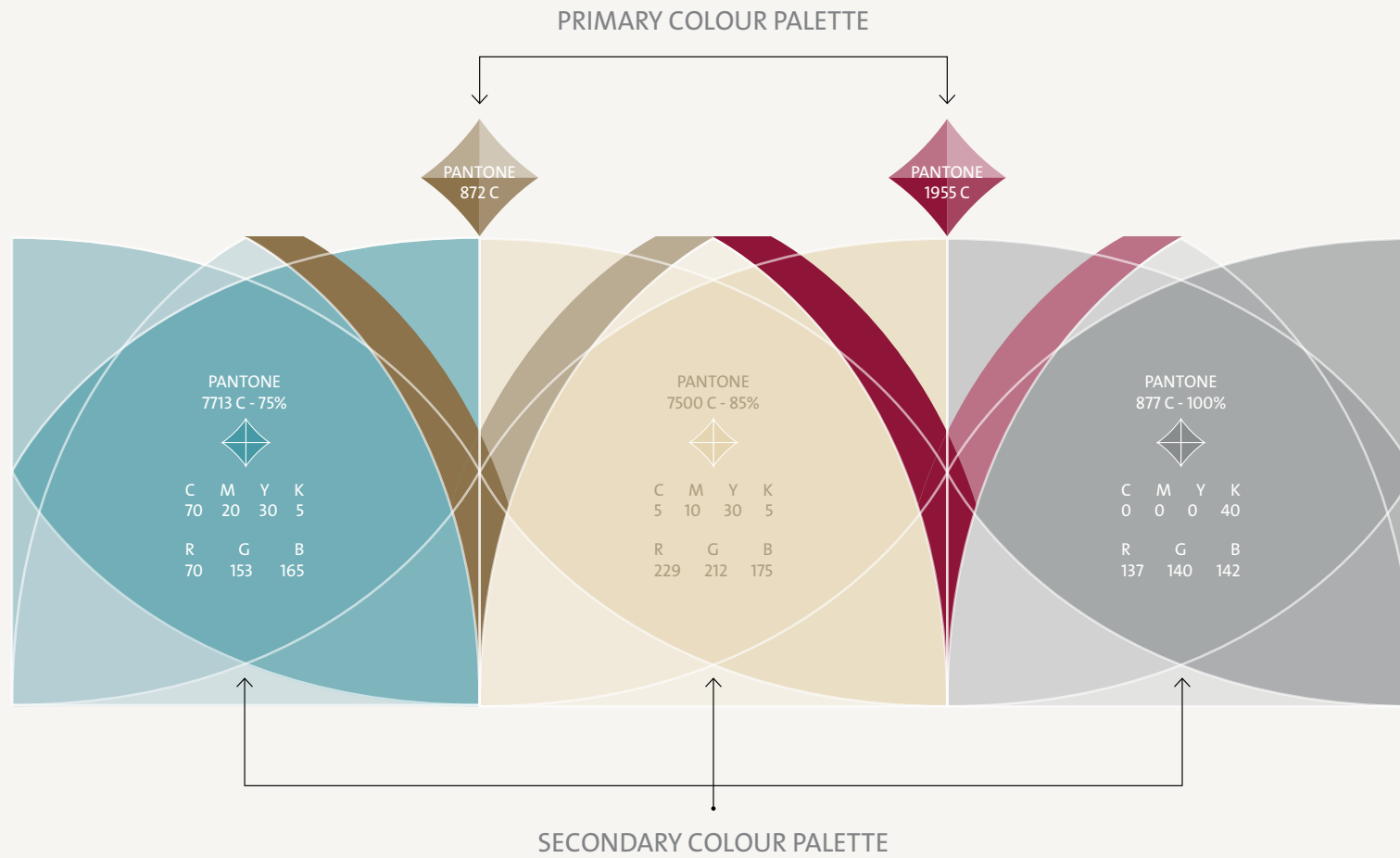
The main category will be referred to as the **Primary Colour Palette**.

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 utmost importance, and that they should not be jeopardised by over using the above effects.

COLOUR PALETTE



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)

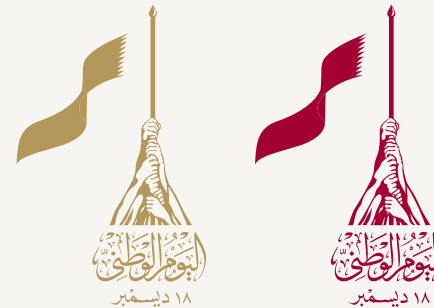
LOGO POSITIVE & NEGATIVE

POSITIVE & NEGATIVE LOGO USAGE

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

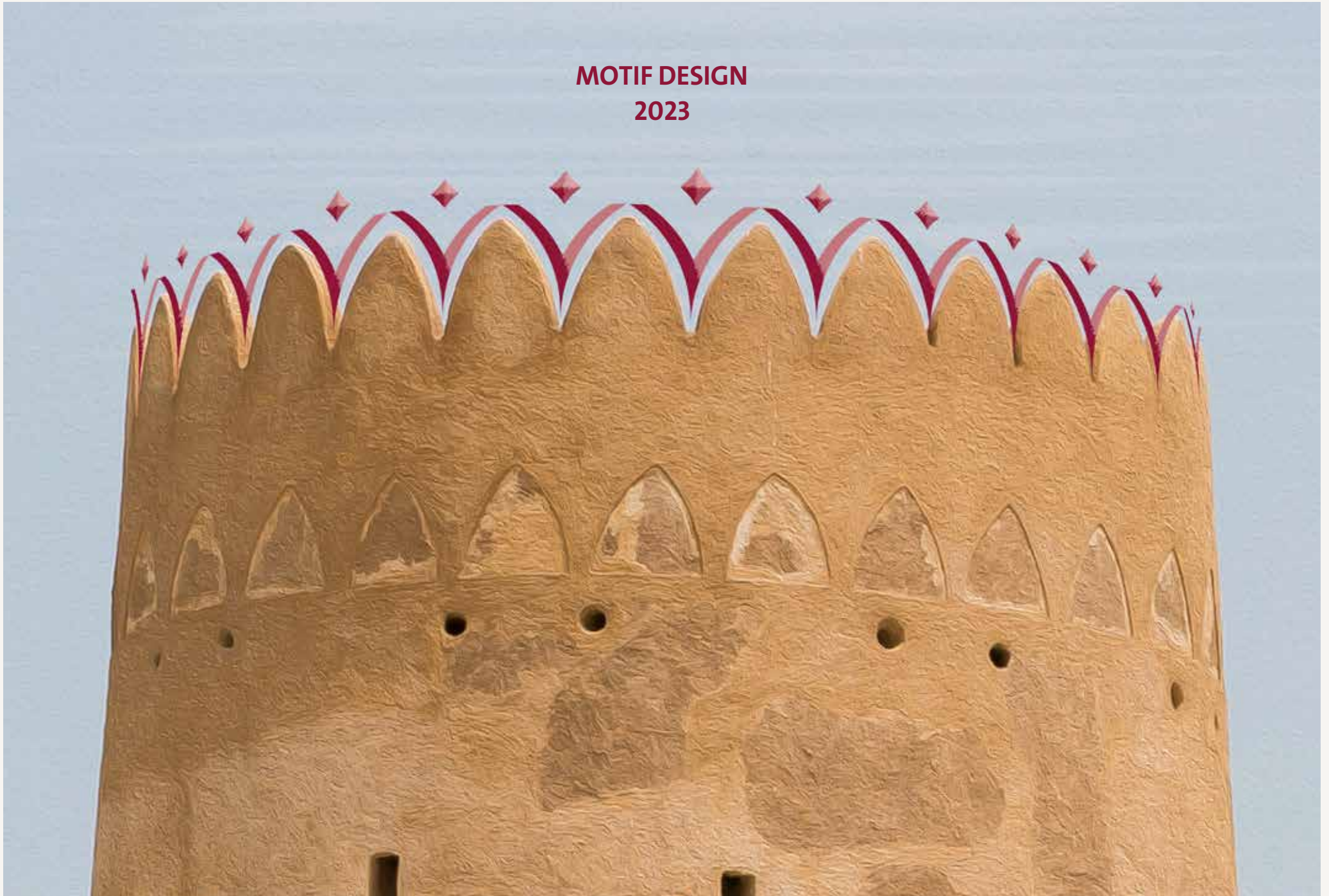


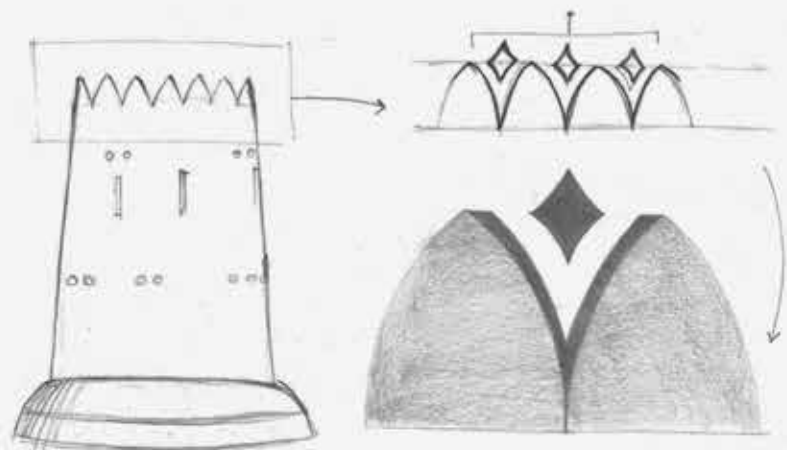
The logo should be clearly visible on any background. Maintain the contrast between the colour of the logo and the background while using the QND logo official colors.



Neutral Colours

**MOTIF DESIGN
2023**



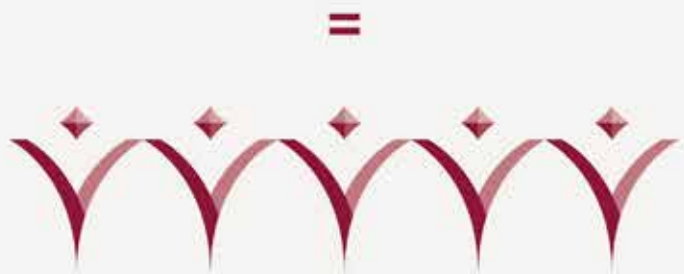
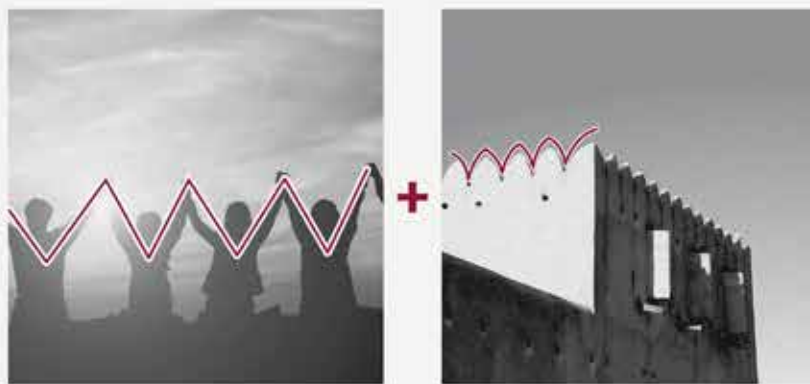


MOTIF DESIGN CONCEPT

In line with the vision of the National Day, an authentic artistic visual language was developed and created.

The concept of solidarity of the people of Qatar side by side to raise the country high in all fields, it is a scene that resembles the peaks of Qatar's forts that used to play a role in protecting the state from any danger or aggression.

The design pattern was created in a way that reflects the depth of our vision and our belief in the principle of unity, togetherness and confidence in a bright future for the State of Qatar.



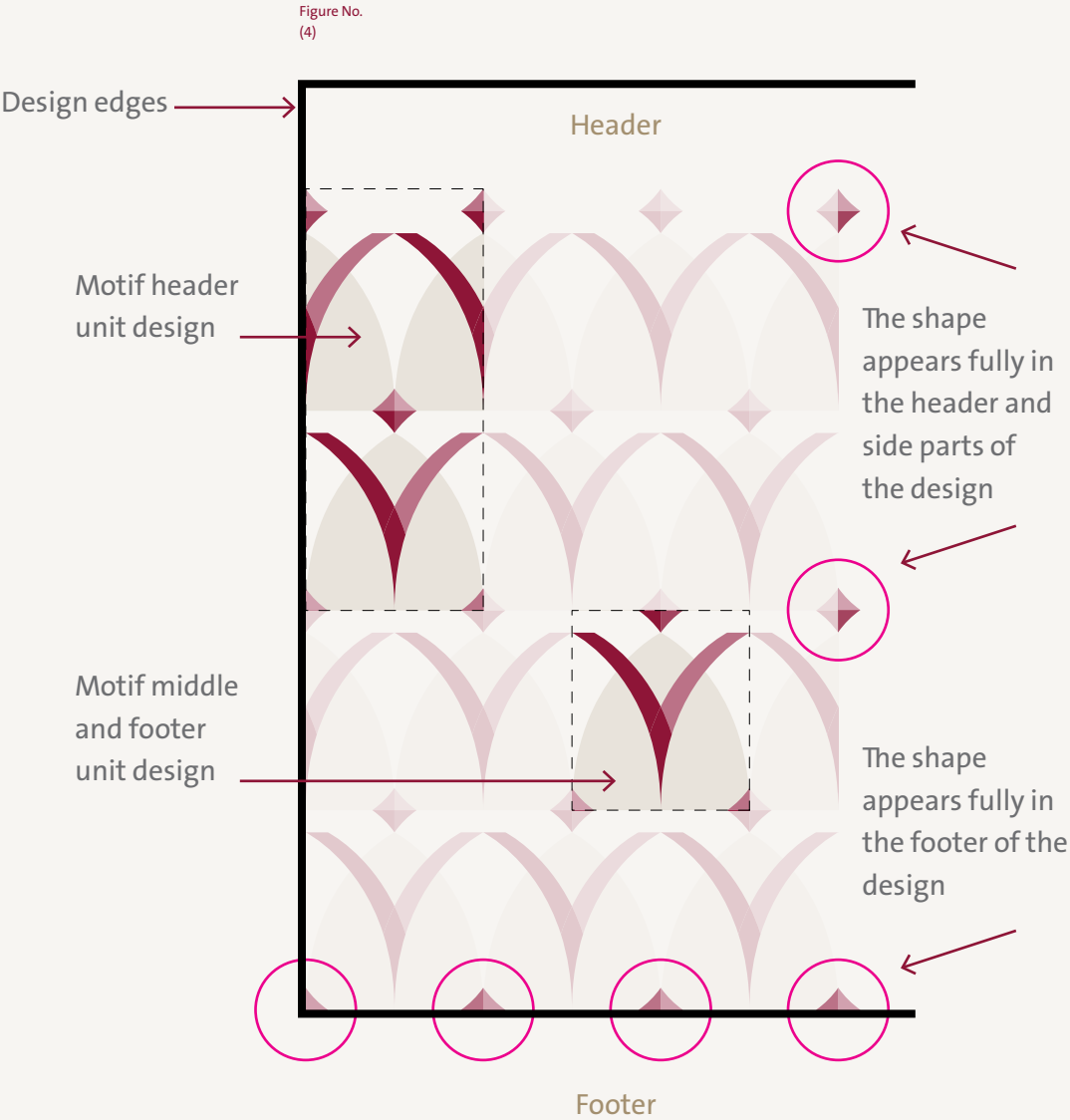
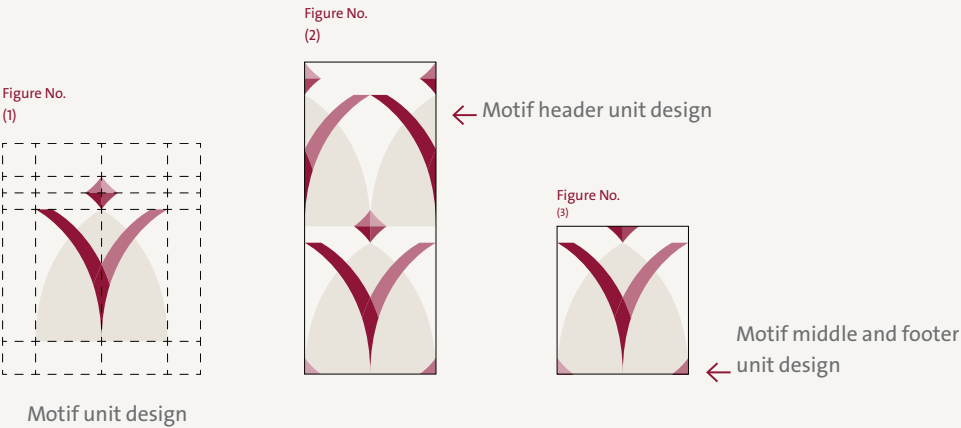
The motif design is inspired by the architecture on the tops of the forts, as if they were people standing side by side as an indication of solidarity and unity.

MOTIF DESIGN:

Below are the guidelines for QND2023 pattern design to ensure it appears correctly in applications.

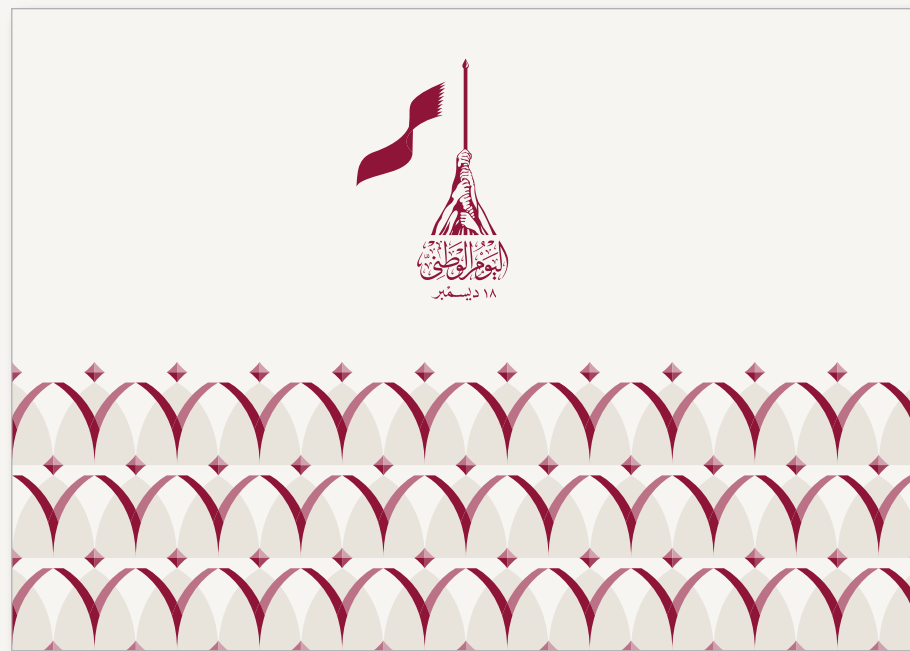
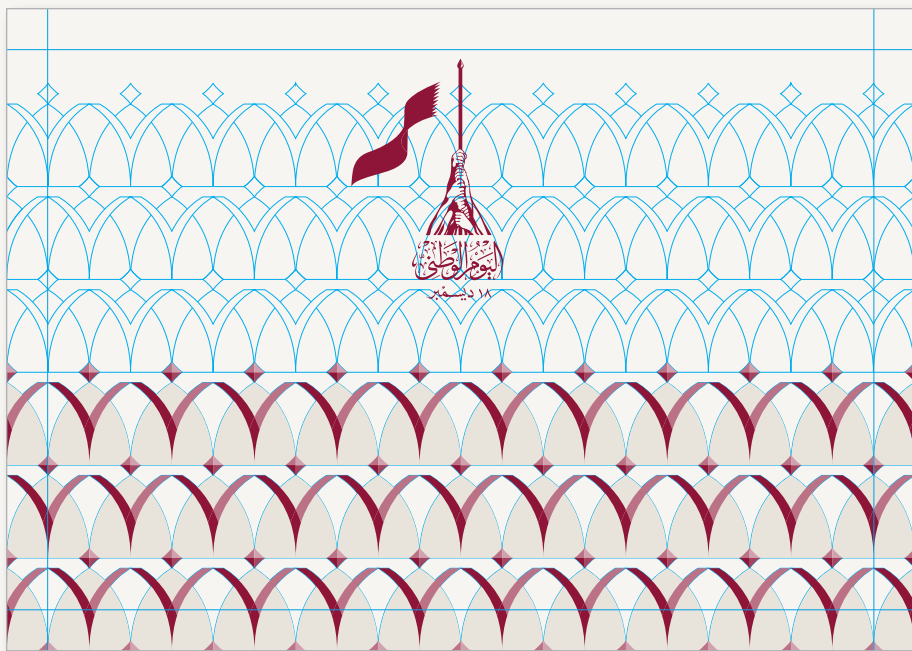
Figure No. (1) shows the design of the motif unit.

The design of the motif unit has been specified for the header part of the design, as shown in figure No. (2), to ensure that the design appears correctly, as shown in figure No. (4), in addition to that, the design of the motif unit for the middle and footer design, as shown in figure No. (3).



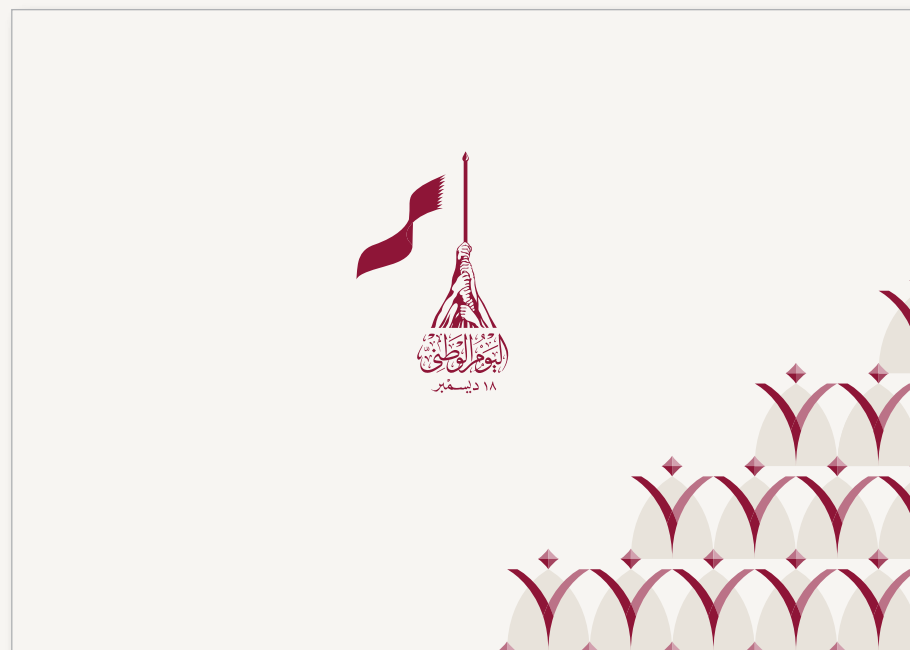
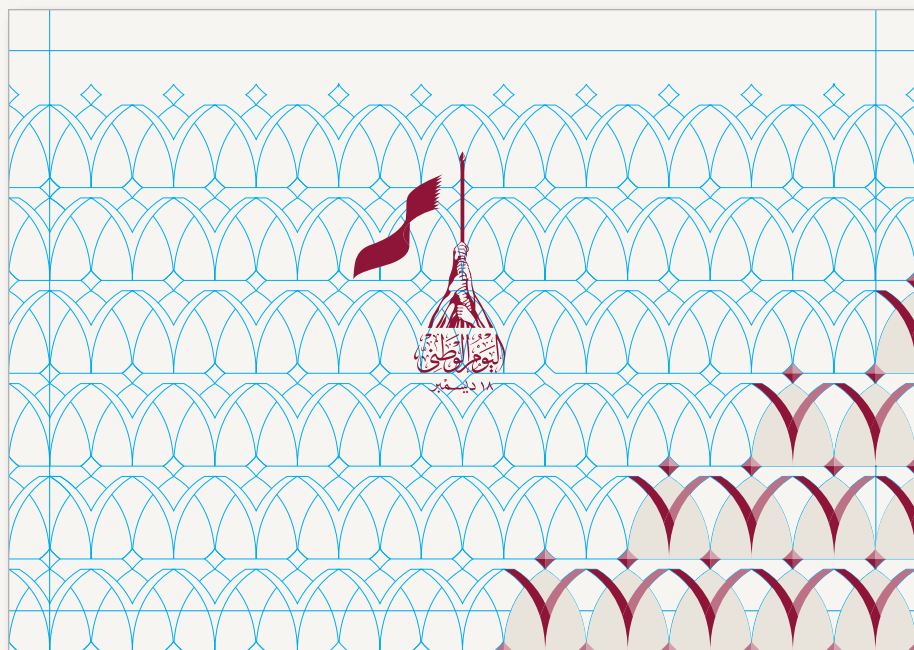
QND MOTIF APPLICATION

HOW TO USE THE GRAPHICS IN THE LAYOUT - HORIZONTAL PROPORTIONS



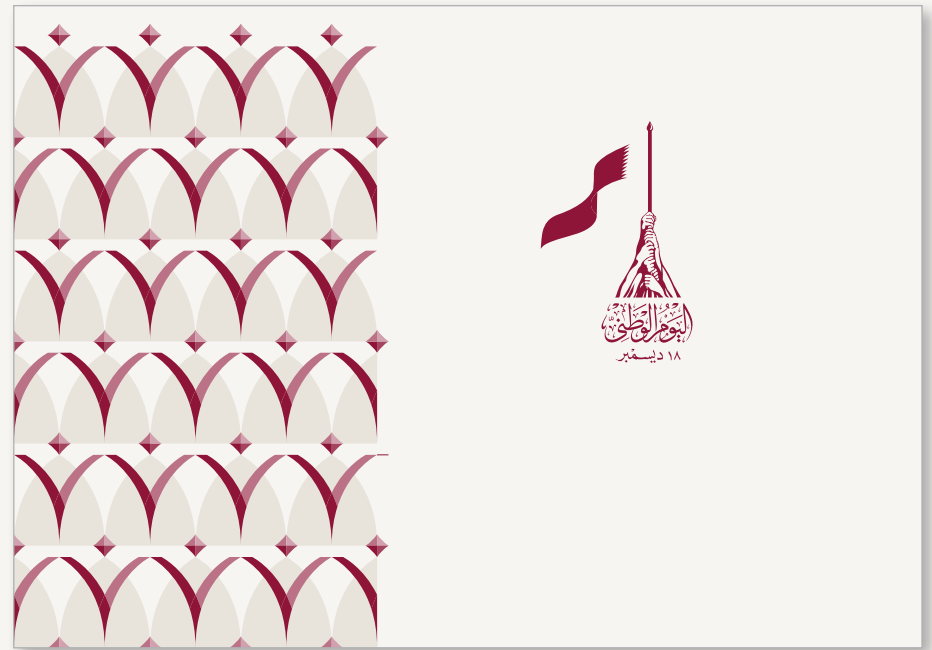
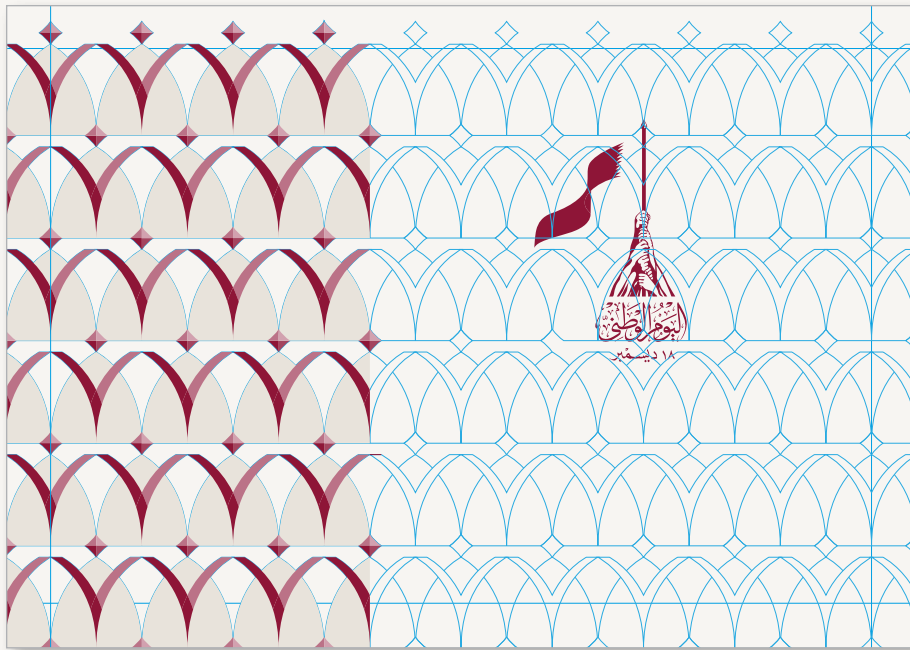
QND MOTIF APPLICATION

HORIZONTAL PROPORTIONS



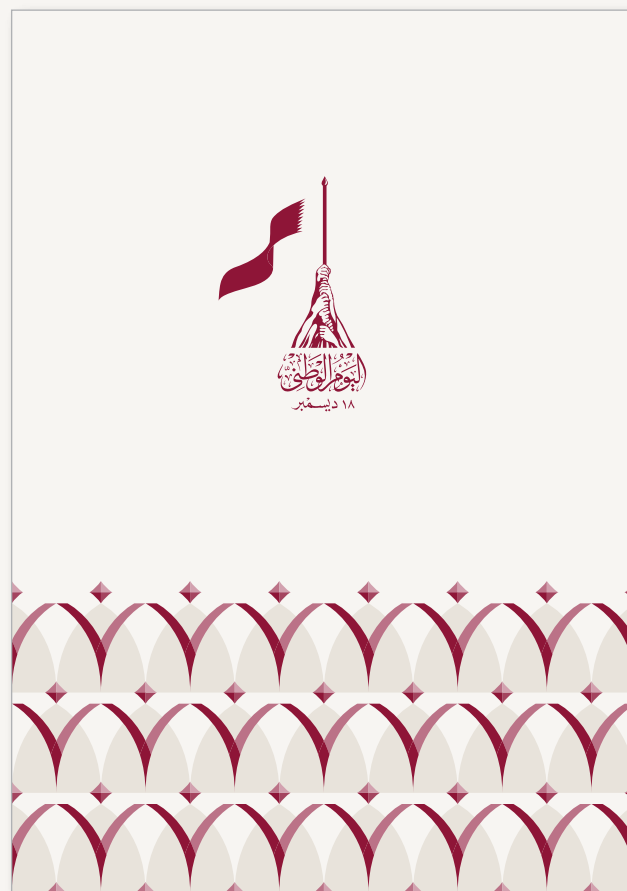
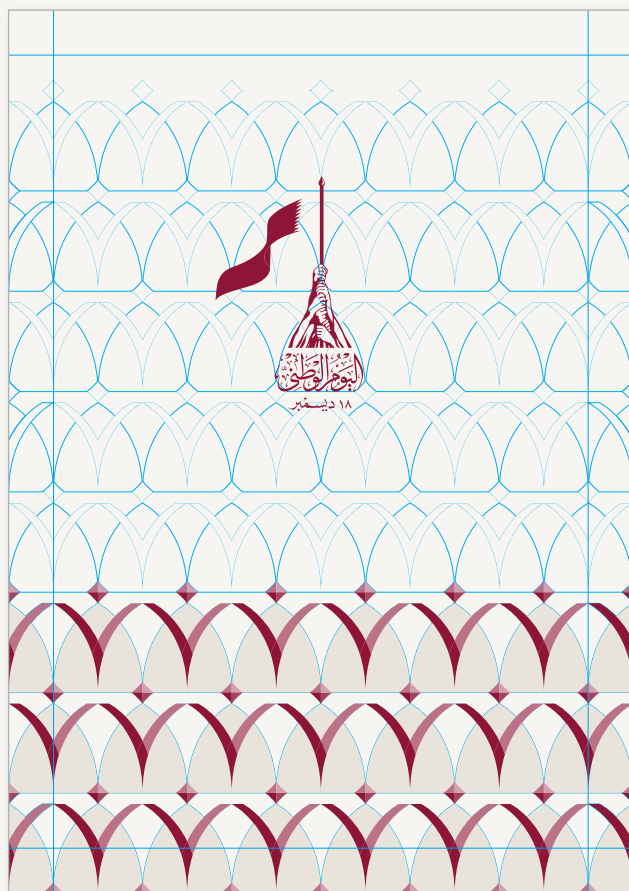
QND MOTIF APPLICATION

HORIZONTAL PROPORTIONS



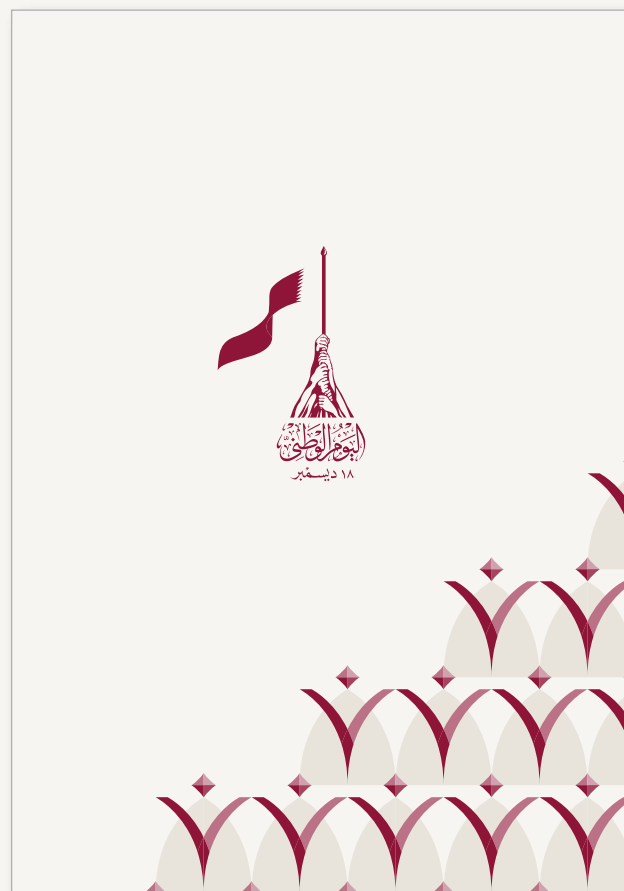
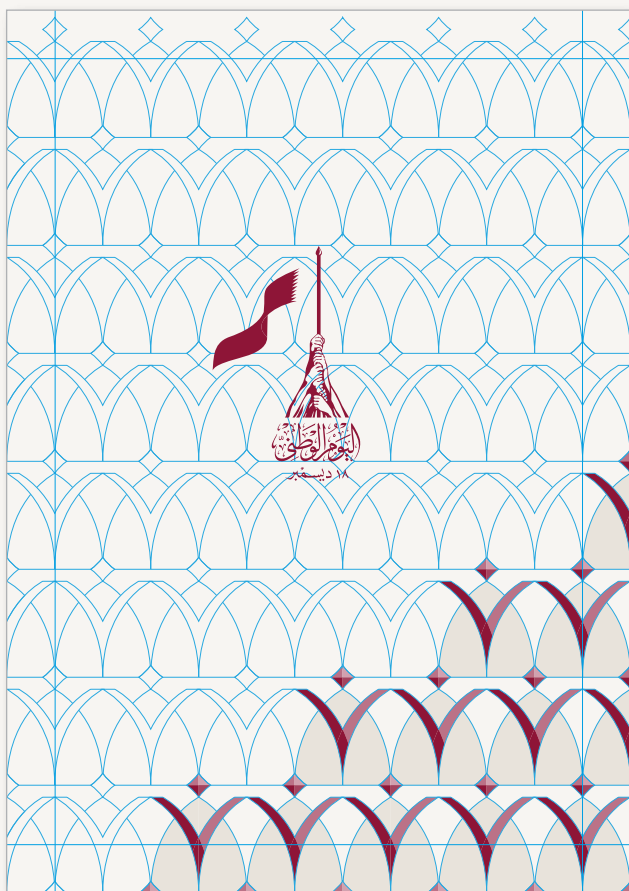
QND MOTIF APPLICATION

HOW TO USE THE GRAPHICS IN THE LAYOUT - VERTICAL PROPORTIONS



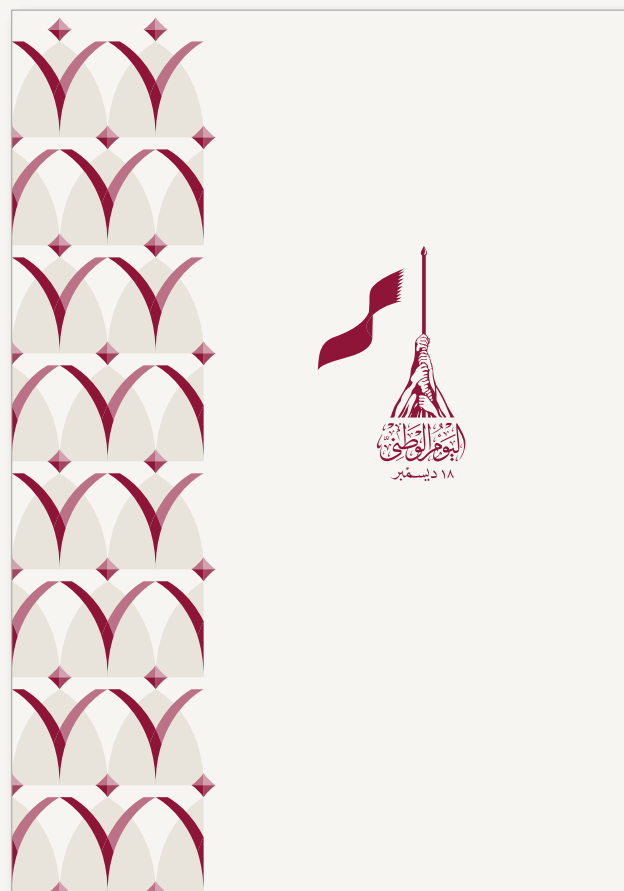
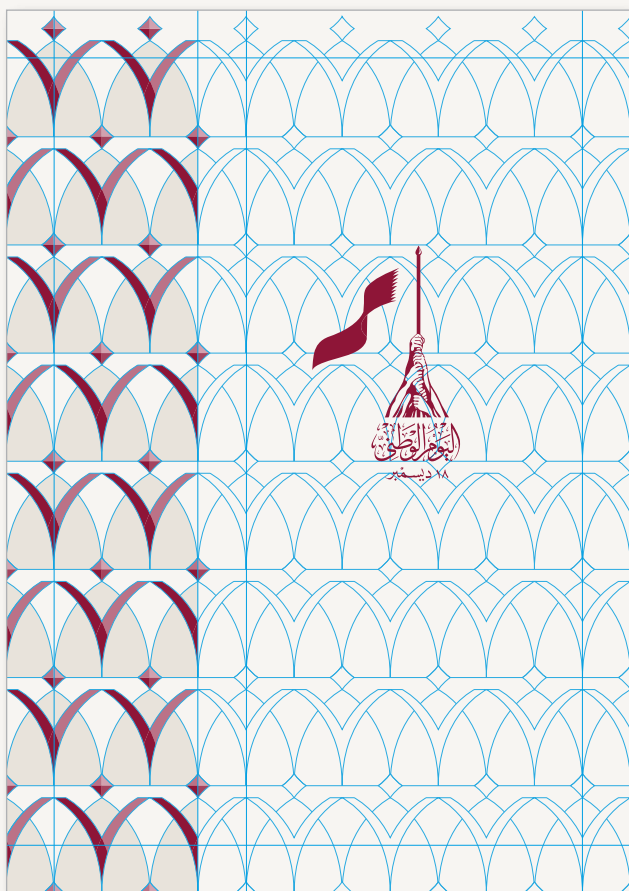
QND MOTIF APPLICATION

VERTICAL PROPORTIONS



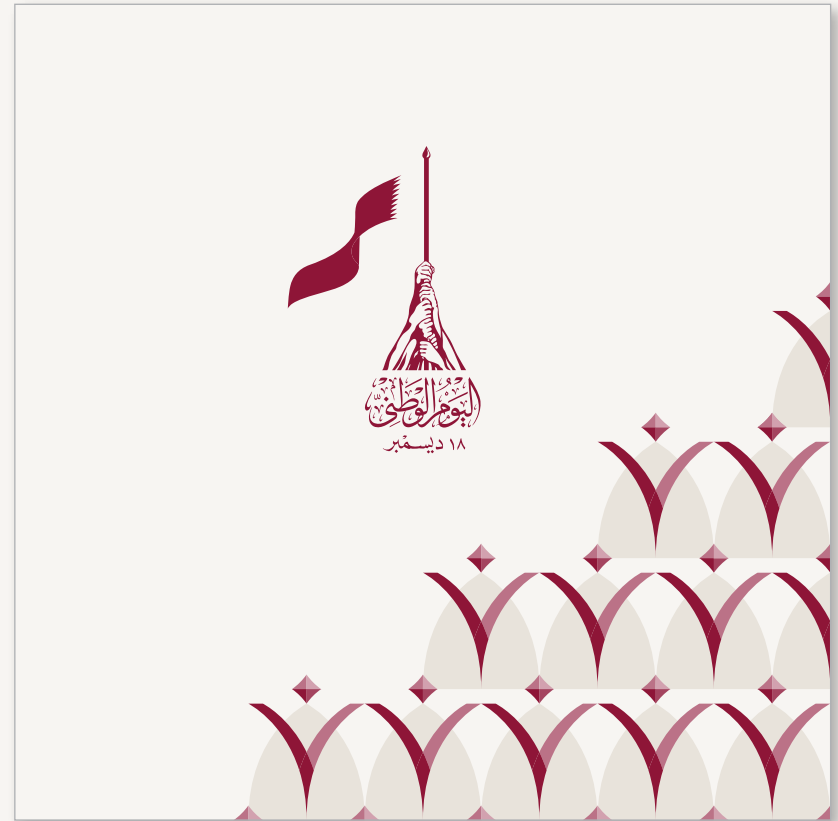
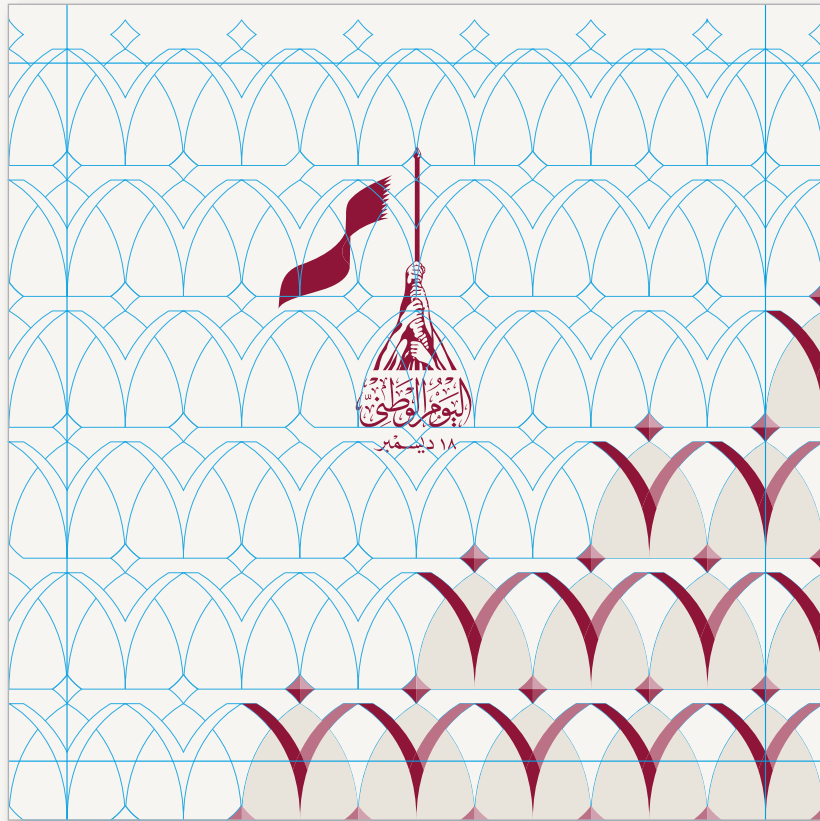
QND MOTIF APPLICATION

VERTICAL PROPORTIONS



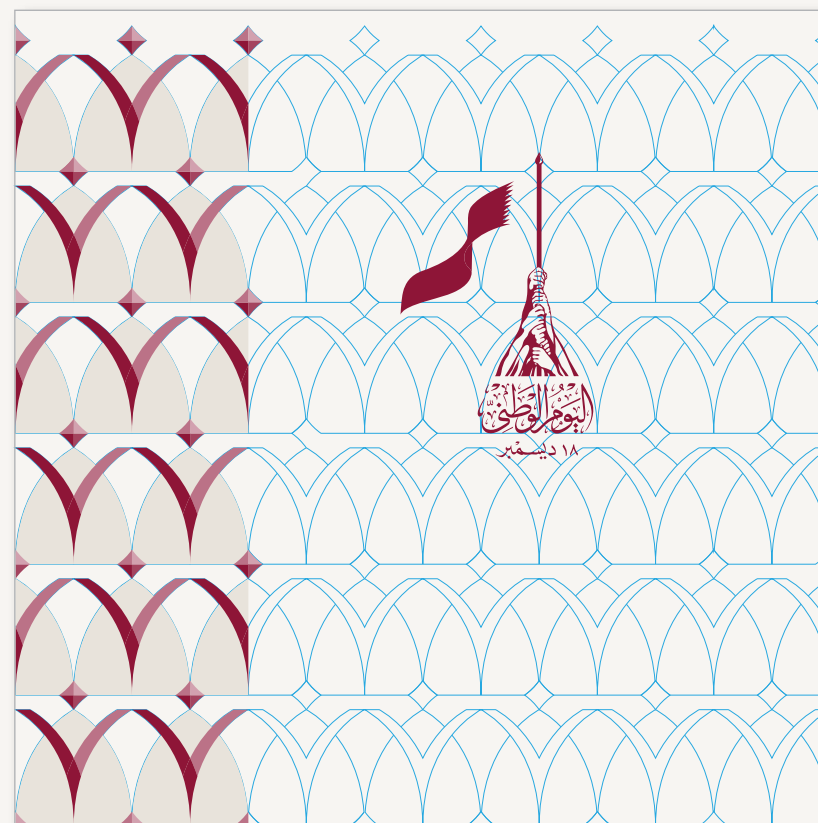
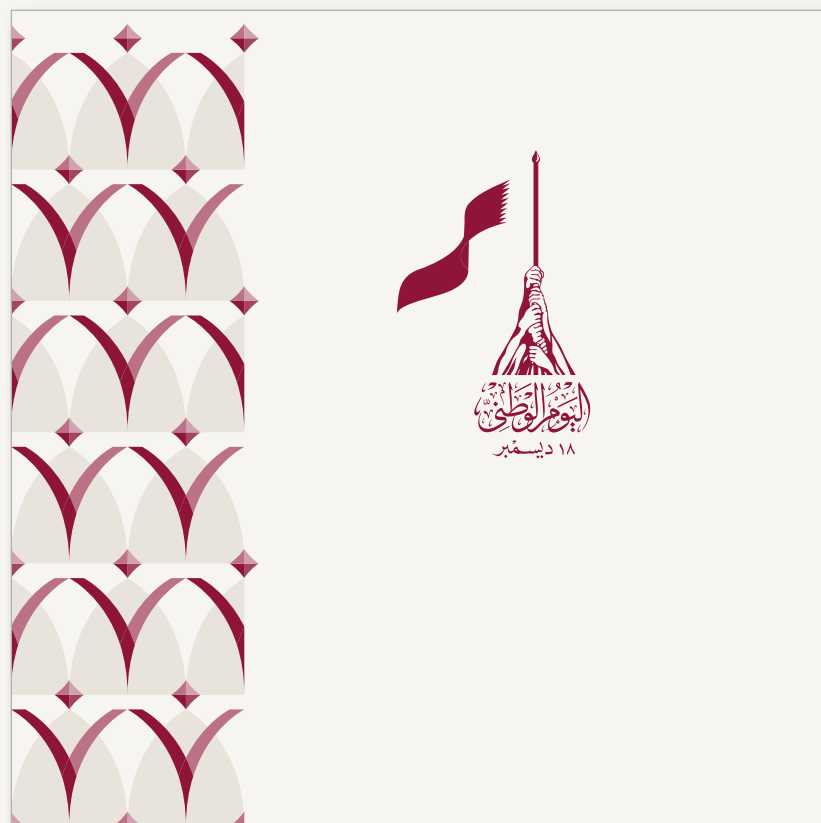
QND MOTIF APPLICATION

HOW TO USE THE GRAPHICS IN THE LAYOUT - SQUARISH PROPORTIONS



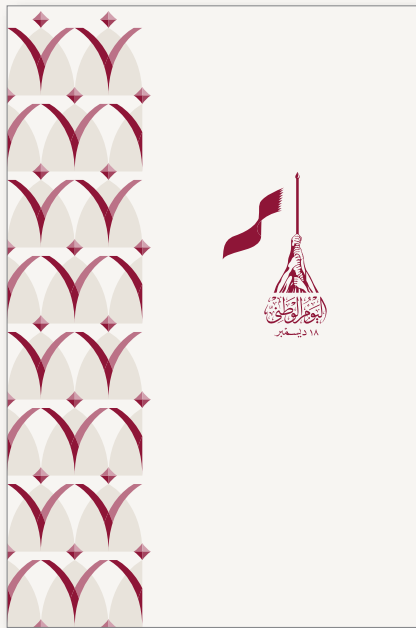
QND MOTIF APPLICATION

SQUARISH PROPORTIONS



QND MOTIF APPLICATION

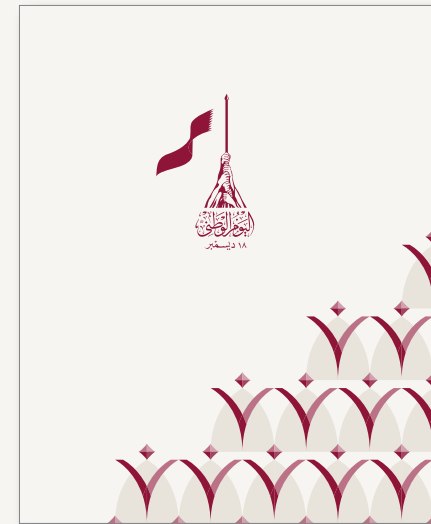
SOCIAL MEDIA TEMPLATES



2:3 ratio



INSTAGRAM



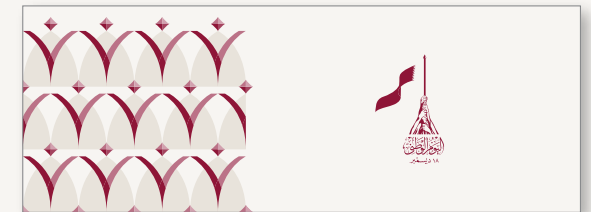
4:5 ratio

QND MOTIF APPLICATION

SOCIAL MEDIA TEMPLATES



FACEBOOK 



Facebook cover application 851px X 31px

QND MOTIF APPLICATION

SOCIAL MEDIA TEMPLATES



1080 px x 1920 px



SNAPCHAT



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 - Qatar National Day 2023[®]

www.qatar.qa