

أنتم ذخر الوطن

حمد بن خليفة

VISUAL IDENTITY GUIDELINES 2026

THE FOLLOWING GUIDELINES
DEMONSTRATE HOW BEST TO APPLY
THE QATAR NATIONAL DAY 2026 BRAND

Page No.

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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



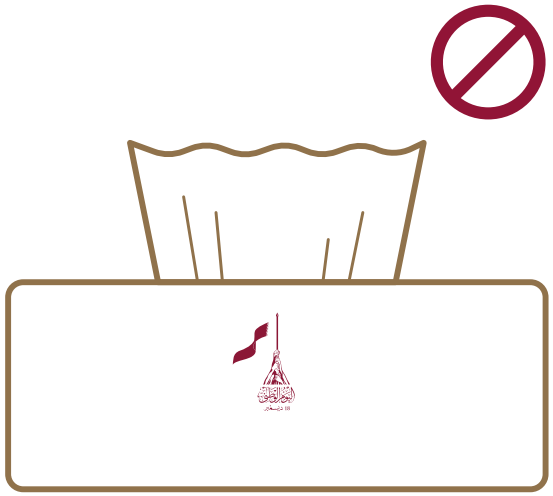


Logo should be clearly visible on any imagery. Contrast between the image .and the logo is highly recommended while using QND logo in official colours

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

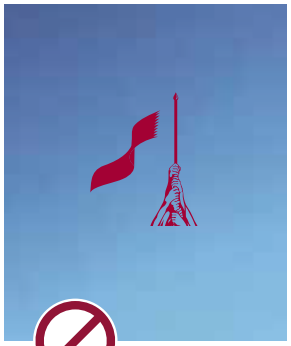
An official permission must be provided by QND committee in order to use QND logo on any merchandise and gifts items or on any advertisements printed, promotional videos, TV and online commercials.

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

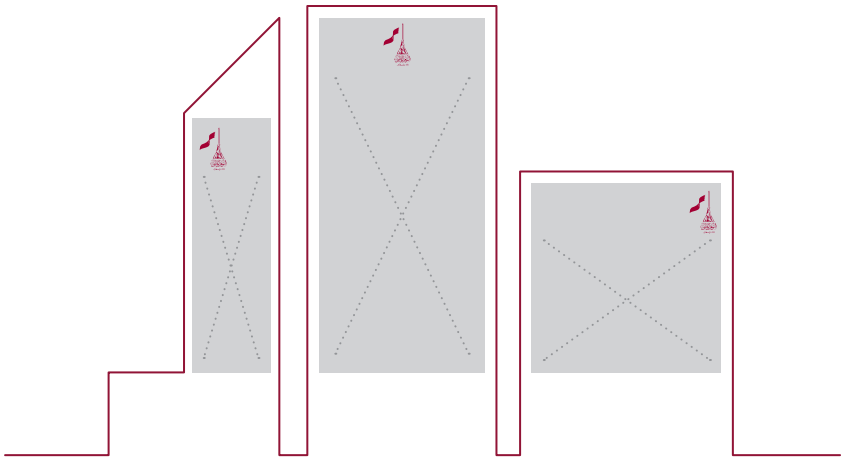


Logo should not be used on a background with the same saturation degree



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
- When using official photographs of His Highness Sheikh Tamim bin Hamad Al Thani, Amir of the State of Qatar, may God protect him, and His Highness the Father Amir Sheikh Hamad bin Khalifa Al Thani, may God have mercy on him, please ensure that the National Day logo is positioned no higher than shoulder level.
- When using official photographs of His Highness the Amir, may God protect him, and His Highness the Father Amir, may God have mercy on him, please comply with the general guidelines and requirements governing the use of official photographs issued by the Communications and Media Office at the 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

QND 2026 THEME

QND 2026 STORY

Since the time of their ancestors, Qataris have understood that nations are safeguarded by the unity of their people, strengthened by their determination, and sustained by their work. Through patience and solidarity, they faced the hardships of life and the scarcity of resources, upheld the standing of their land and the cohesion of their society, and paved the way for future generations through their efforts and sacrifices.

This inspiring experience of earlier generations set Qatar on a path of development towards a modern state with firm foundations. At every stage, the nation's aspirations have grown, potential has been translated into projects, and ambitions into institutions. Progress has taken shape across all areas of life, placing people at the heart of development and laying the foundations for the progress and stability of generations to come.

This journey has been founded on faith in human resolve and confidence in people's ability to take responsibility and help shape the future. It rests on a firm conviction that Qataris are a source of strength for their country, and that their work and solidarity sustain the nation's development. This belief has guided the preparation and empowerment of successive generations and the translation of vision into action, enabling each generation to carry forward the work of its predecessors in a continuing endeavour rooted in loyalty and belonging.

Today, this progress continues. Qatar's horizons are broadening and its ambitions are evolving through the determination and contributions of its people. They believe that honouring those who laid the nation's foundations means remaining true to their commitment and safeguarding the country's achievements.

QND 2026 THEME

QND2026 theme consists of two main parts.
the National Day logo and 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.



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Slogan

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.

COLOUR PALETTE



PANTONE 1955 C
HEX #8E1537
RGB 142, 24, 56
HSB 343, 85%, 56%
CMYK 29, 100, 70, 27
INKTYPE SPOT



PANTONE **872 C**
HEX #86704D
RGB 134, 113, 77
HSB 37, 43%, 53%
CMYK 43, 48, 74, 19
INKTYPE SPOT

C4 M4 Y6 K0
HEX #F2EEEA
RGB 242, 238, 234
HSB 29, 3%, 94%
INKTYPE PROCESS

PRIMARY COLOUR PALETTE



C20 M35 Y75 K10
HEX #BC9653
RGB 188, 150, 83
HSB 38, 56%, 74%
INKTYPE Process

SECONDARY 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)

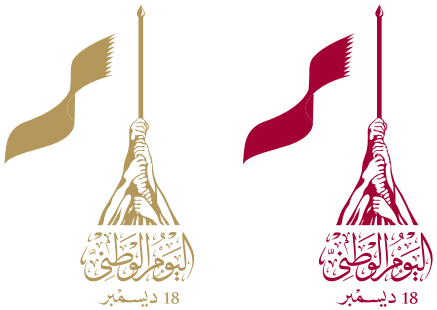
LOGO POSITIVE & NEGATIVE

POSITIVE & NEGATIVE LOGO USAGE

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



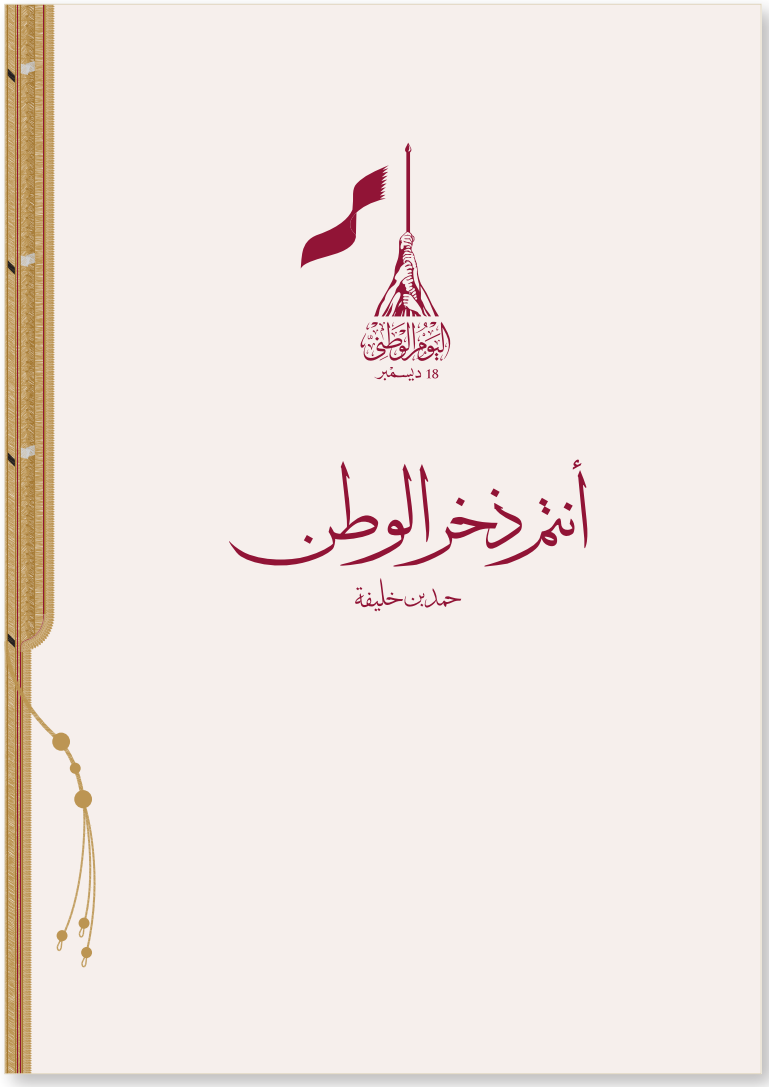
The logo should be clearly visible on any background. Maintain the contrast between the colour of the logo and the background while using the QND logo official colors.



Neutral Colours

QND GRAPHIC APPLICATION

HORIZONTAL PROPORTIONS



QND GRAPHIC APPLICATION

HOW TO USE THE GRAPHICS IN THE LAYOUT - VERTICAL PROPORTIONS



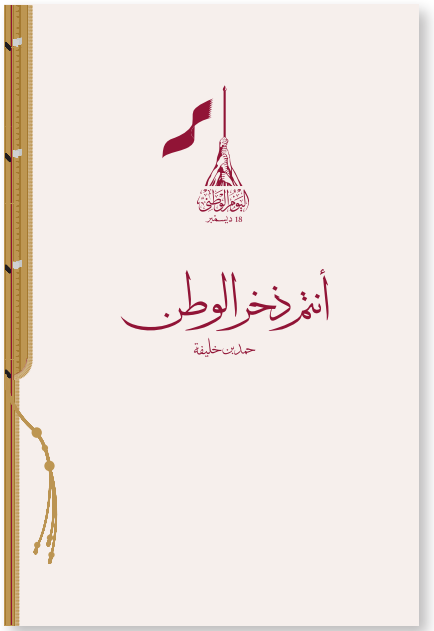
QND GRAPHIC APPLICATION

HOW TO USE THE GRAPHICS IN THE LAYOUT - SQUARISH PROPORTIONS



QND GRAPHIC APPLICATION

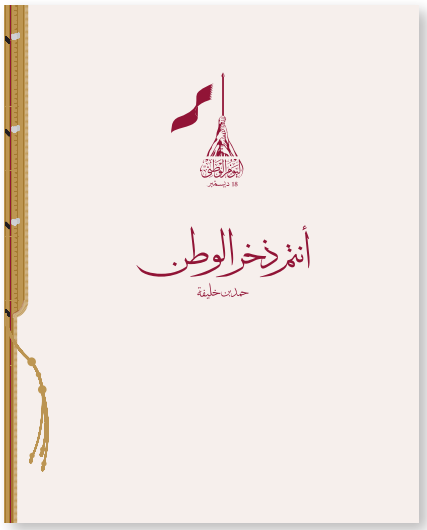
SOCIAL MEDIA TEMPLATES



2:3 ratio



INSTAGRAM



4:5 ratio

QND GRAPHIC APPLICATION

SOCIAL MEDIA TEMPLATES



FACEBOOK



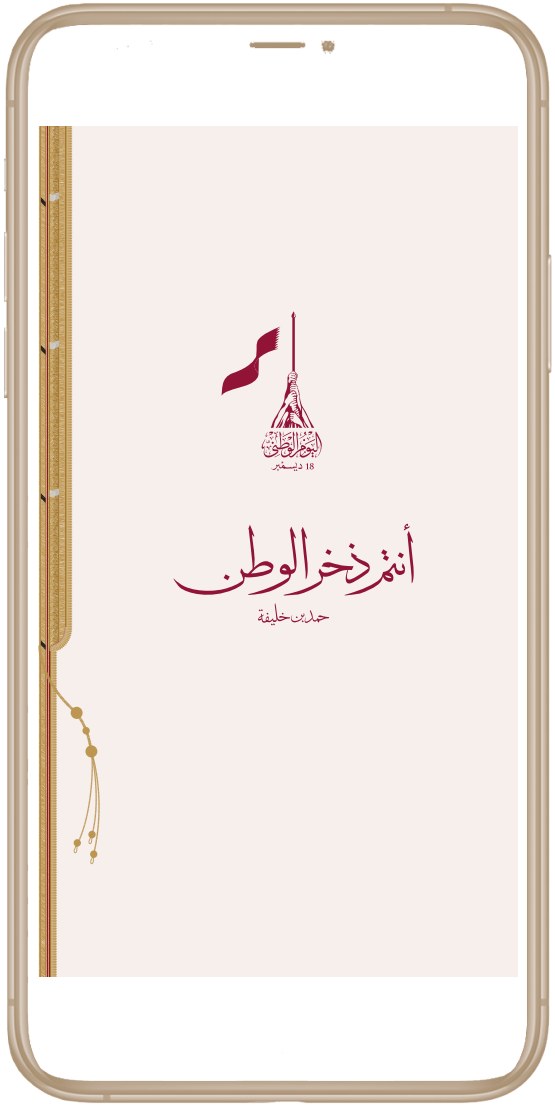
Facebook cover application 851px X 31px

QND GRAPHIC APPLICATION

SOCIAL MEDIA TEMPLATES



1080 px x 1920 px



Artwork layout - Online Social media
Application Examples

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.


أنتم ذخر الوطن
حمد بن خليفة
اليوم الوطني
18 ديسمبر

Brand guidelines - Qatar National Day 2026 ©

www.qatar.qa