State of Qatar

Endorsement Brand Guidelines

March 2023

Table of Content

3 Scope and Applicability

4 **Introduction**
5 State of Qatar Organisations Chart

6 **Endorsement by the State of Qatar**
7 Tab Derivation
8 Tab Construction
9 Tab Colours
10 Placement and Margin
11 Alignment of Horizontal Logos
12 Alignment of Vertical Logos
13 Movement and Placement
14 Bleed
15 Incorrect Tab Usage
16 Tab Minimum Size

17 **Print Format**
18 Overview
19 Stationeries
20 Multi-Page
21 Cover Booklet
22 Indoor Branding
23 Outdoor Branding

24 **Digital Format**
25 Overview
26 Website
27 Website Examples
28 Video

Scope and Applicability

The State of Qatar's Endorsement Brand Guidelines will define how government entities present themselves to the public when using the State of Qatar logo. To build trust and brand recognition among the public, all organisations must communicate a consistent and clear endorsed brand.

This document demonstrates the appropriate use of the State of Qatar endorsement for each entity or organisation while maintaining their own brand guidelines.

The endorsement brand guidelines are a copyright product of and owned entirely by the Government Communications Office of the State of Qatar.
All rights reserved 2023 ©

They are subject to updates. Do not refer to a locally saved or printed version. Please find the latest version at gba.gco.gov.qa.

01

Introduction

State of Qatar Organisations Chart

Organizations founded under the Government of the State of Qatar have their own brand guidelines, however they may need to identify in their agreements or electronic and print collaterals that they are affiliated with the government of the State of Qatar.

Additionally, some State of Qatar organizations are endorsed by government organisations and entities, such as ministries.

We have developed a specific set of guidelines and application of the endorsement for organisations when representing the State of Qatar.

In order to maintain the consistency of a unified brand across all the government and organisations, the right approach and set of rules should be applied when using the endorsement.

State of Qatar organisations chart



02

Endorsement by the State of Qatar

Tab Derivation

The endorsement tab comprises the Al Adaam strip in Pantone 1955C and the State of Qatar primary logo in white, as shown in the examples here.

The Tab may be used for endorsement without interfering with the existing visual identity of government organizations.

This indicates that their collateral or stationery is official and endorsed by the State of Qatar.

The governement organisations with their own brand guidelines can use the Tab whenever they want to state that they are part of the government, as highlighted in grey in the State of qatar organisations chart.



Al Adaam strip (Pantone 1955C)

State of Qatar primary / horizontal logo

State of Qatar logo reversed to white on the Al Adaam strip

Tab Construction

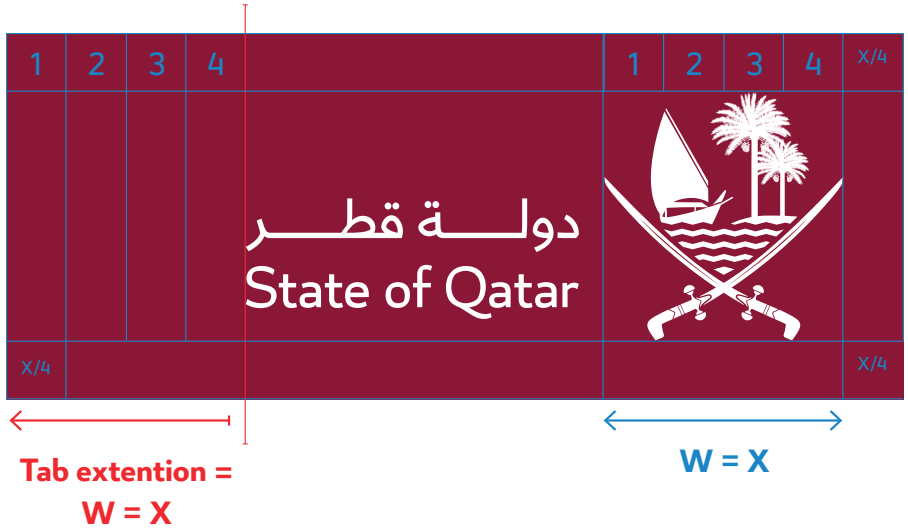
The State of Qatar logo is used in the construction of the Tab.

As shown in the example here, a proportionate square shape is required for the clear space around the Al Adaam emblem.

This clear space is quarter the width of the emblem, W = X

To finish the Tab construction, the Al Adaam strip should be extended; the Tab extension should be the same width as the emblem. We shall explain how to align the Tab efficiently in the section on Placement and Alignment.

Logo clear space and the Tab size



Tab Colours

The Tab colours are always based on Al Adaam colour for the strip and white for the emblem.



Al Adaam

Pantone	1955 C
CMYK	30, 100, 70, 28
RGB	138, 21, 56
Hex	8A1538

White

CMYK	0, 0, 0, 0
RGB	255, 255, 255
Hex	FFFFFF

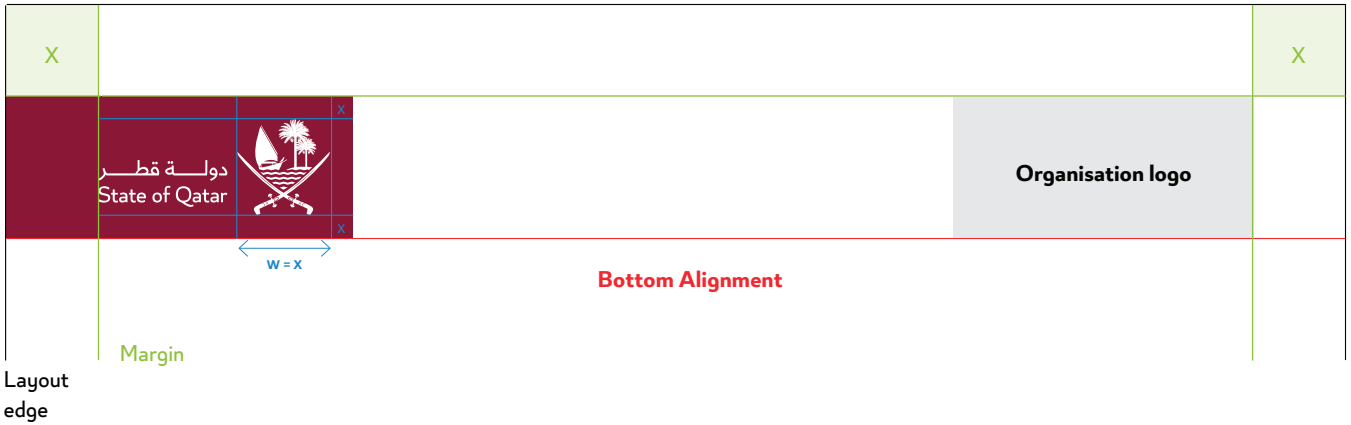
Placement and Margin

Al Adaam Tab is always placed as the following:
1- Left aligned to the edge of the layout
2- Top aligned to the margin of the layout.

As shown in red, the Tab and the organisation logo are always aligned together to the bottom line.

The margin of the layout should be created based on the emblem width size as indicated in the graphs, margin = X = W (emblem width)

Tab placement within the margin and the layout edge

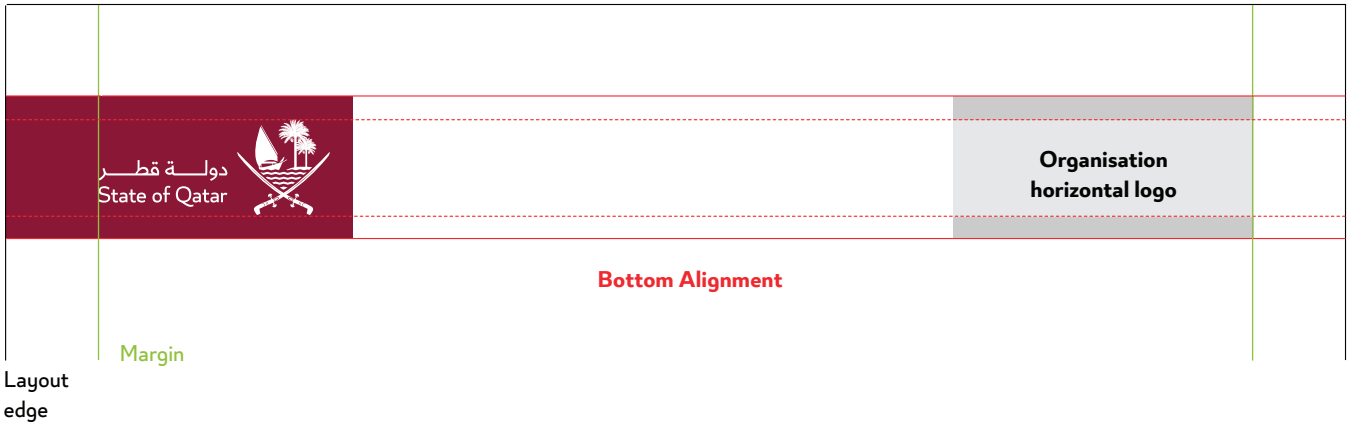


Alignment of Horizontal Logos

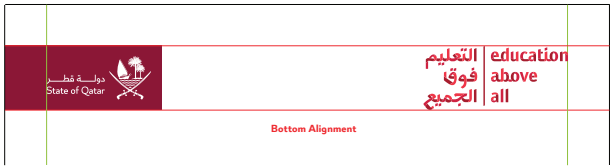
It is advised to use the horizontal logo wherever possible and align the organisation's logo with the Tab's bottom line.

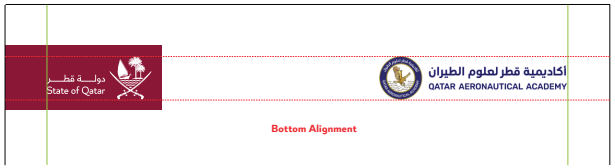
Here are examples of two different horizontal logos, with their minimum and maximum alignments for the organisation's logo noted in red. Some horizontal logos have varied mechanisms for height, width, emblem size, or logotype size.

Organisation horisontal logo alignment with the Tab



Examples of organisations with horizontal logo



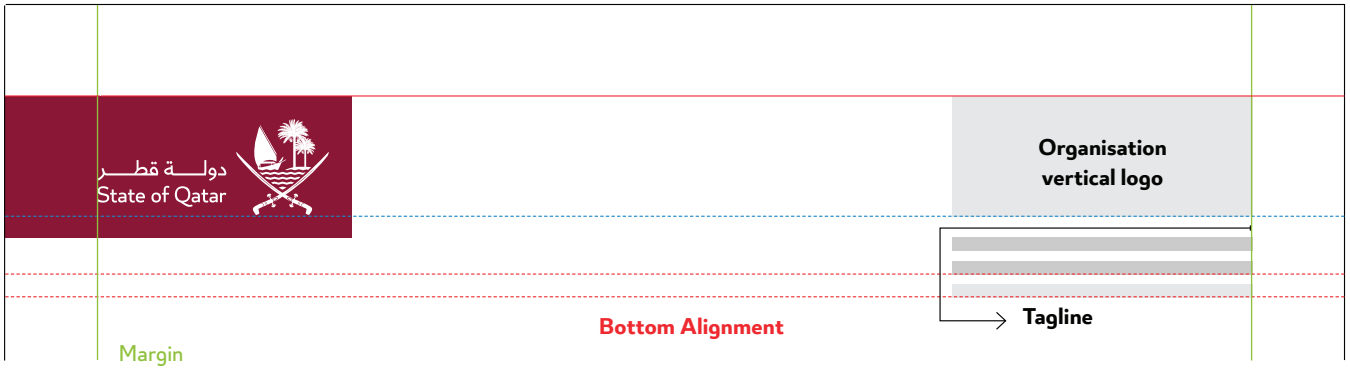


Alignment of Vertical Logos

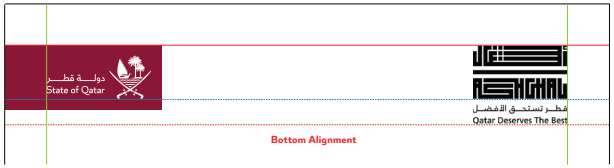
If the organisation only has a vertical logo, the bottom alignment can be extended such that the brandmark or logotype of the organisation is aligned at the bottom with the State of Qatar's emblem, as shown in blue in the graph.

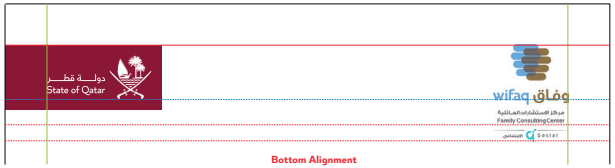
Some vertical logos have varied mechanisms in emblem or logotype size and placement, therfore the vertical logo should always be aligned at the top of the tab, providing room for the tagline to be aligned after the tab.Here are examples of two diffirent vertical logos.

Organisation vertical logo alignment with the Tab



Examples of organisations with vertical logo





Movement and Placement

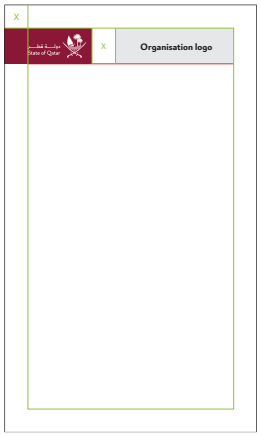
In both English and Arabic layout, the tab is always aligned to the left of the artwork and the organization is aligned to the right.

If the artwork is narrow, the minimum clear space between the Tab and the organisation logo is equal to X, as shown in example B.

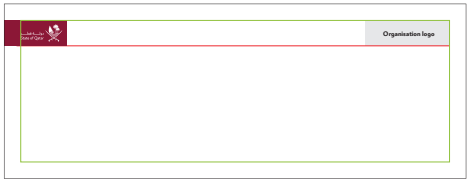
A. Average distance - English



B. Narrow distance - English with minimum clear space

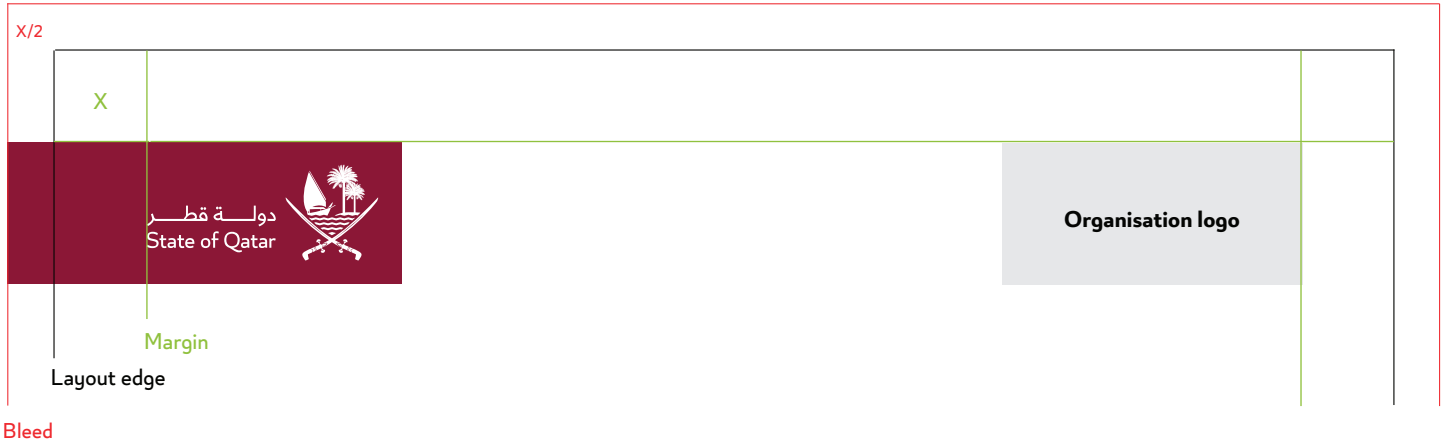


C. Wide distance - English



Bleed

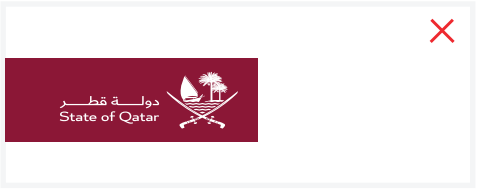
Whenever the artwork is sent for print, a bleed should be added to the layout by extending the Tab strip beyond the edge. For an A4 artwork or smaller, the bleeds should be at least 3 to 6 millimetres.



Incorrect Tab Usage

The configuration of the Tab must never be altered.
Always use the identity artwork provided within the endorsement brand guidelines.

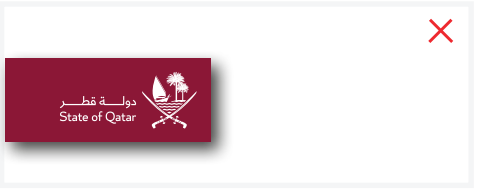
For details and appropriate Tab use, refer to the Tab construction and colours page.



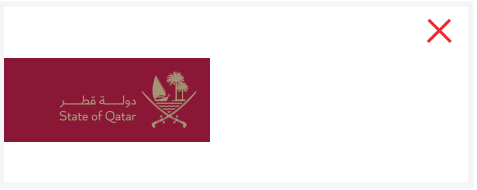
Do not stretch or distort the Tab.



Do not change the Tab identity system,
for example by rotating Al Adaam strip.



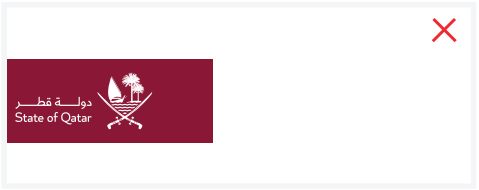
Do not add shadow behind the Tab.



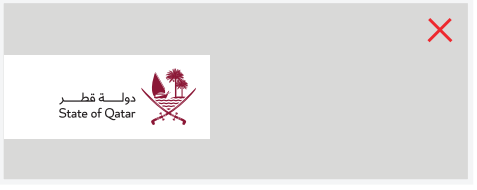
Do not change the logo colour against
the brand identity system.



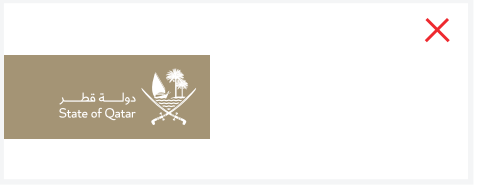
Do not alter the logo construction,
for example by extending the clear space.



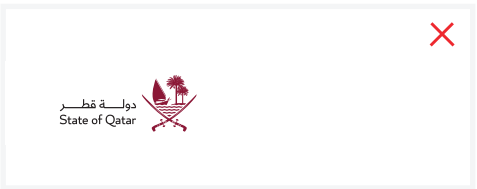
Do not change the logo placement inside the Tab.



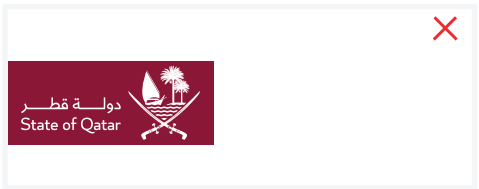
Do not reverse the Tab colours.



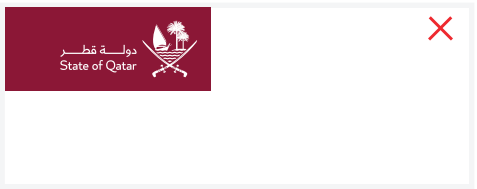
Do not alter the colour of the Tab.



Do not use the logo only.



Do not scale the emblem.



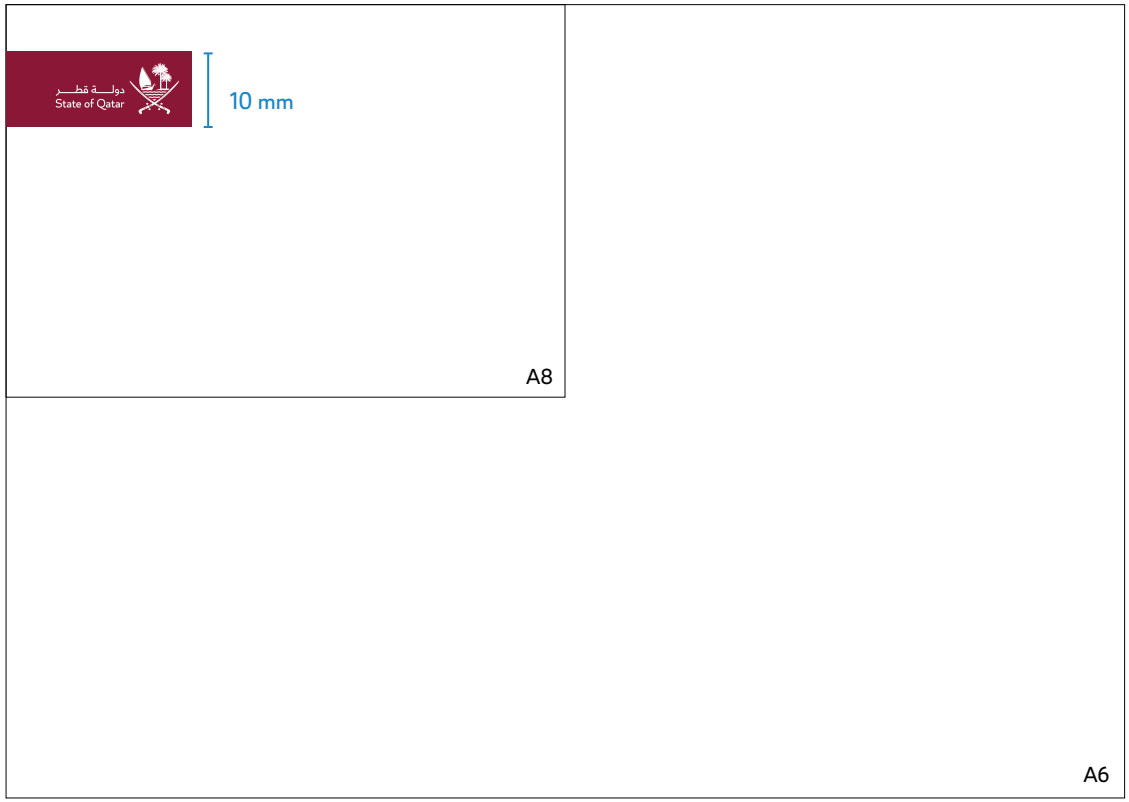
Do not change the Tab placement. The Tab should
always be aligned to the left edge of the layout and
top margin.



Do not align the Tab in the middle of the layout.

Tab Minimum Size

The Tab's minimum size is 10 mm in height for A8 paper size (W 24.5 mm X H 10 mm). The Tab should be resized proportionally within Al Adaam strip and the State of Qatar emblem.



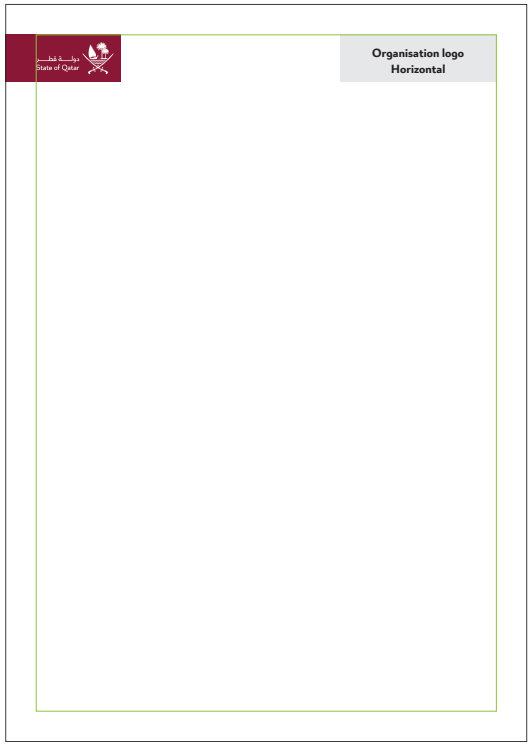
03

Print Format

Overview

The organisations endorsed by State of Qatar are always aligned at the top left of the layout. The margin and size of the Tab are resized based on the size of the artwork.

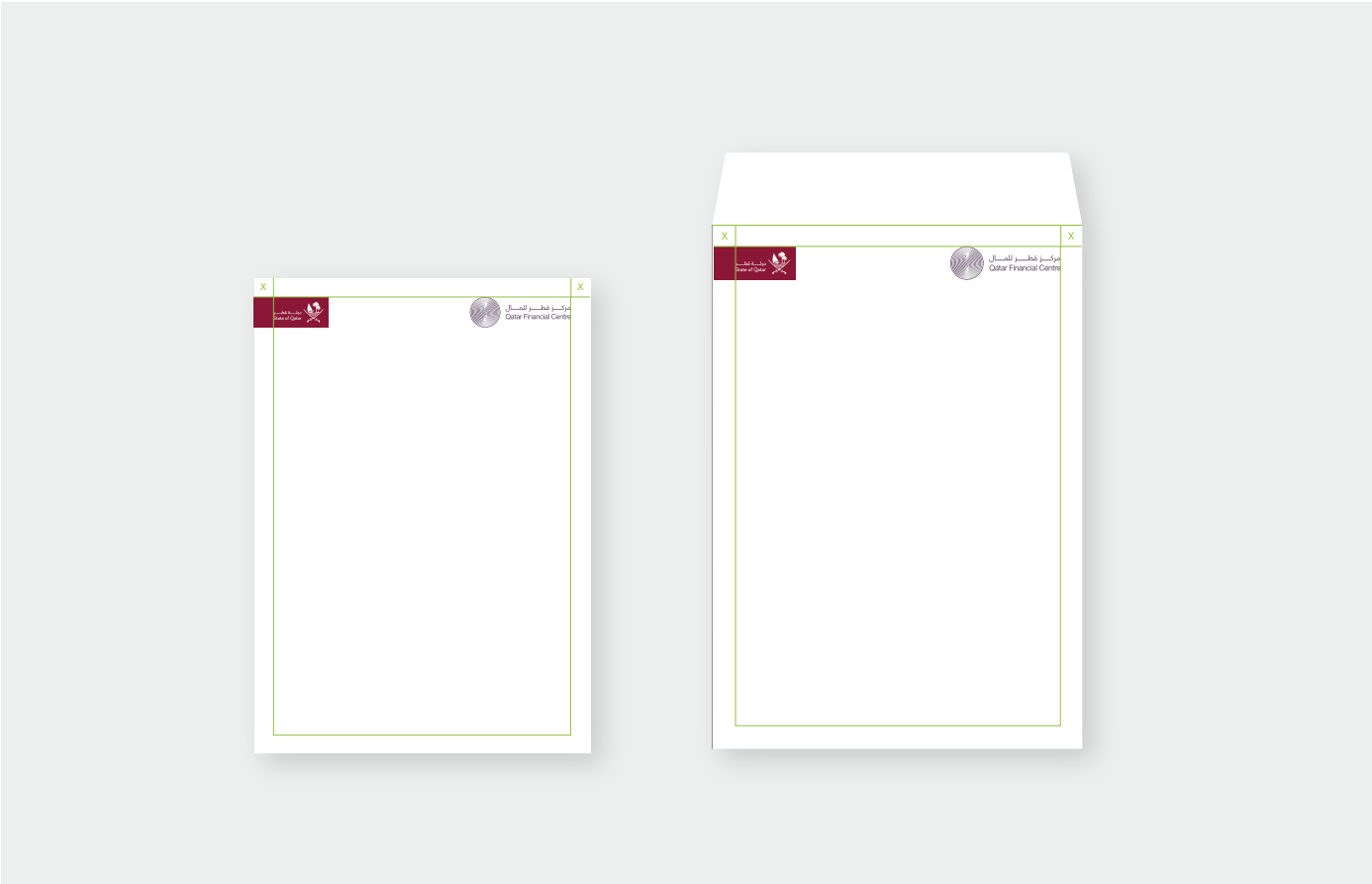
Tab left align for English and Arabic



Stationeries

Margin on stationery is always equal to X and follows the average distance in placement and alignment between the Tab and the government entity.

On A4 layouts, a tab size of 19 mm in height is recommended.

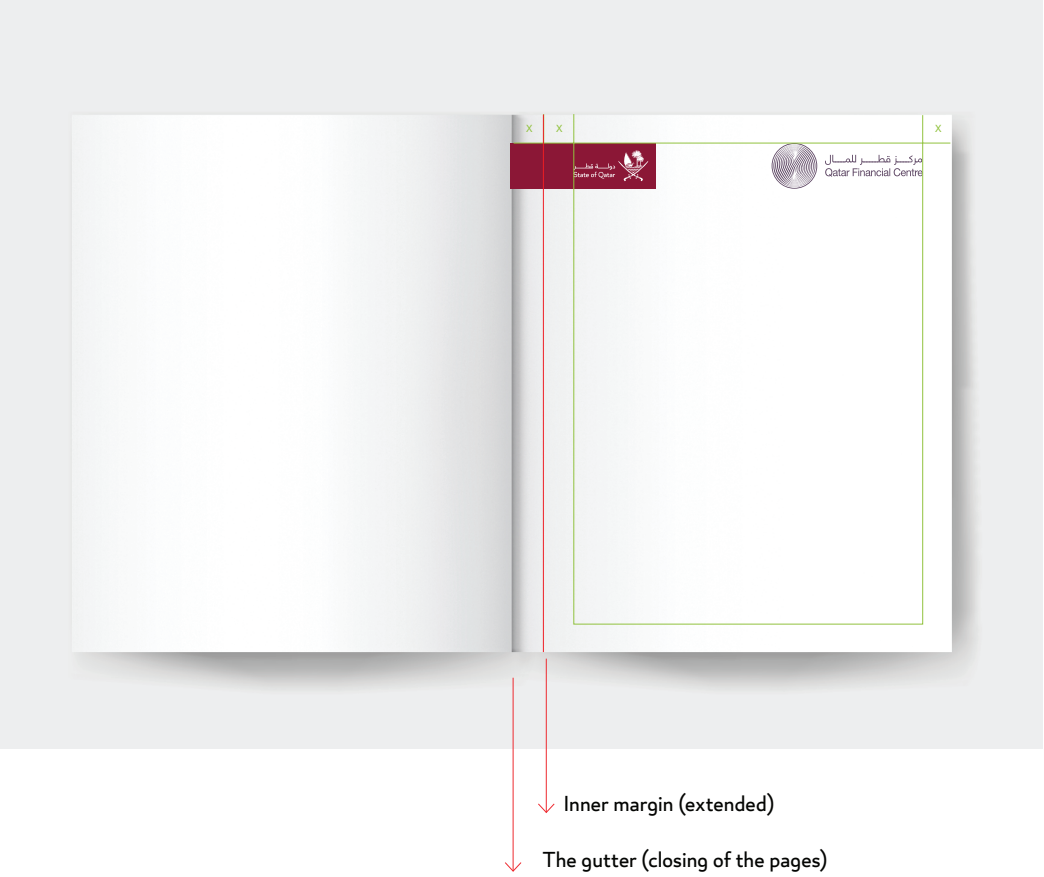


Multi-pages

Whenever having the endorsement in a spread, the inner margin of the multi-pages should be extended to avoid cutting the Tab at the closing of the pages.

In the multi-page format, the margin is always equal to X and follows the average distance between the Tab and the government entity.

The inner margin and the left side of the Tab may extend to X or more depending on the page numbering and binding style.



Cover Booklet

The margin on the cover is also equal to X and follows the average distance in placement and alignment of the Tab and the government entity.

The margin might remain equal in all sides of the artwork depending on the cover type. The margin on the binding side should be extended to avoid printing the logo on the binging gap.

Hard cover booklet





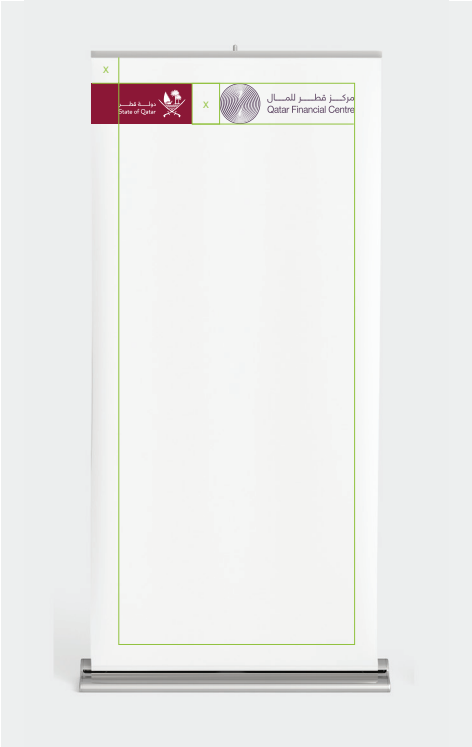
Indoor Branding

The content area should always be taken into account when branding an event. Here are a few of the branding materials that are most commonly used branding materials.

A. For narrow artworks in event branding, such as roll-ups, X should be the minimum clear space between the Tab and the government entity's logo.

B. For wide artworks in event branding, such as the curved pop up, the margin should be adjusted to fit the content area based on the shape of product or item. To fill the hidden areas, the left side of the Tab could be extended.

A. Roll up



B. Curved pop up



Outdoor Branding

Depending on the type of artwork, the margin on the outdoor branding could be equal to X.

A. Billboard



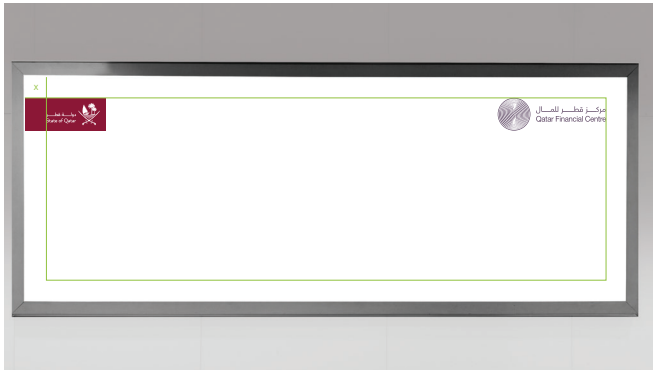
B. Mupi



C. Lamp Post



D. Static - Orgainsation logo aligned to the right



04

Digital Format

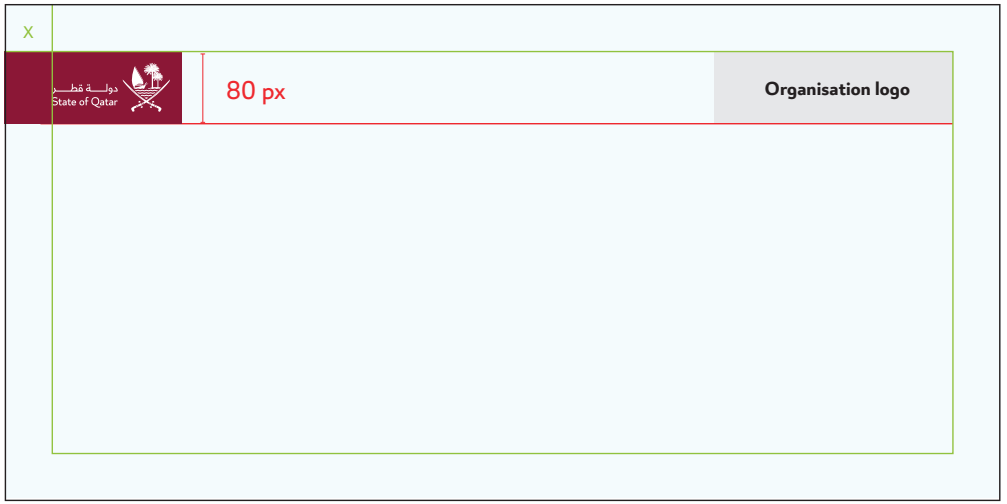
Overview

It is always important to align the logo of the organization endorsed by the State of Qatar at the top of the layout. For digital content, a minimum of X margin is always set. The Tab is always aligned to the left for both Arabic and English layout.

Please refer to the following pages for more information about the Tab's use in websites and video.

Minimum size for digital:
Tab minimum size in height is 80 pixels

Tab left align for English and Arabic

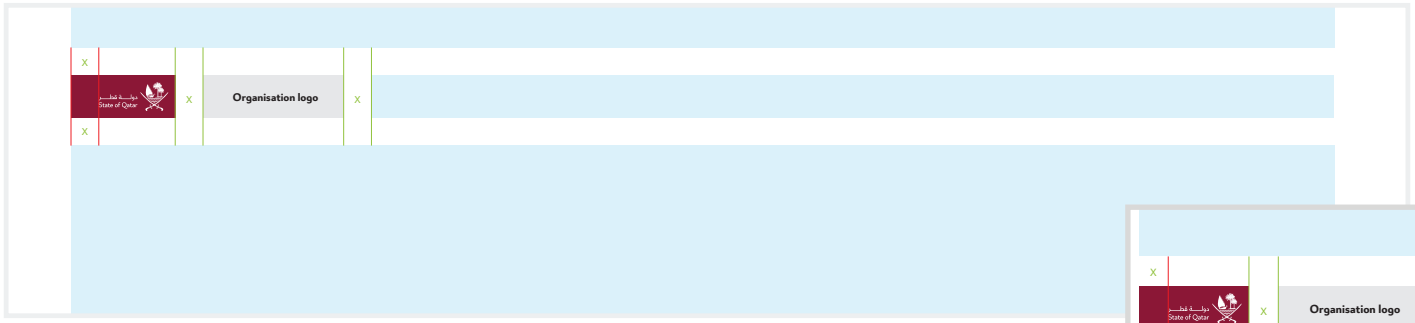


Website

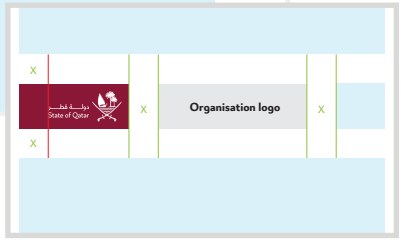
For the website, the logo could be positioned next to the Tab by leaving a minimum clear space of full X. This placement allows for enough space to accommodate the website menu.

The Tab could be aligned on the right of the website for Arabic to follow the menu alignment. This is the only exceptional alignment of the Tab for the website.

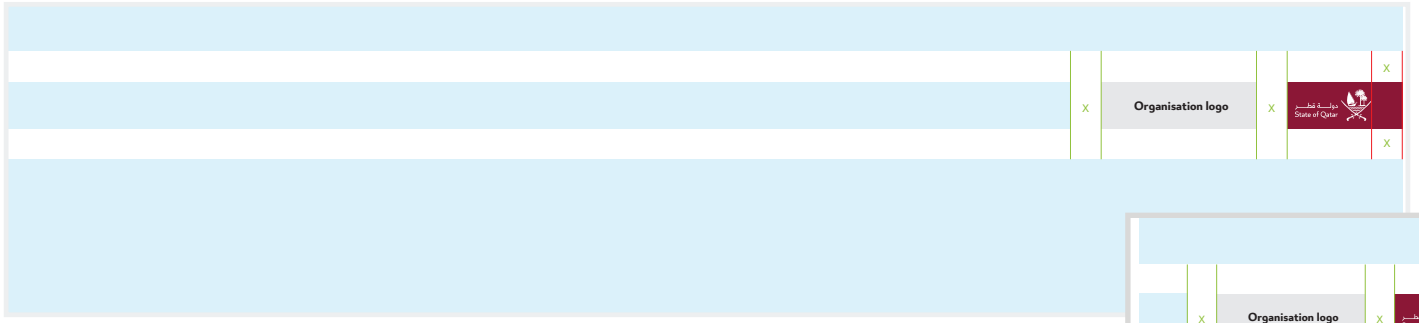
A. Desktop layout: Tab and organisation left aligned - English website



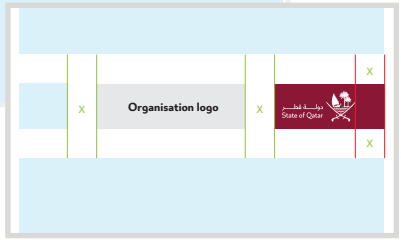
A. Mobile layout:
The Tab and organisation left aligned - English website



B. Desktop layout: Tab and organisation left aligned - Arabic website

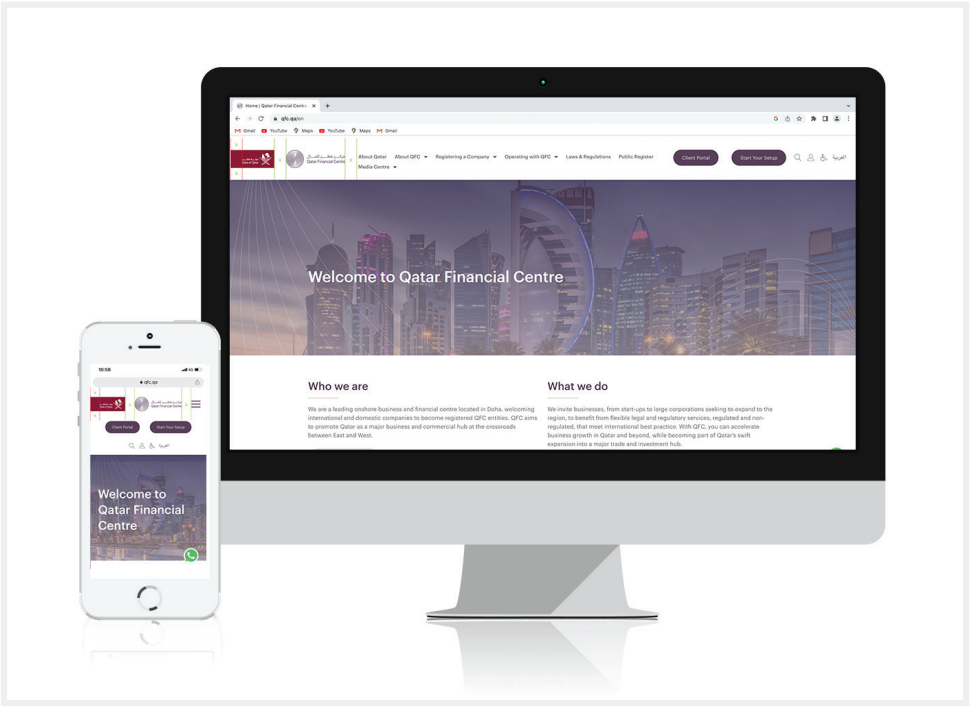


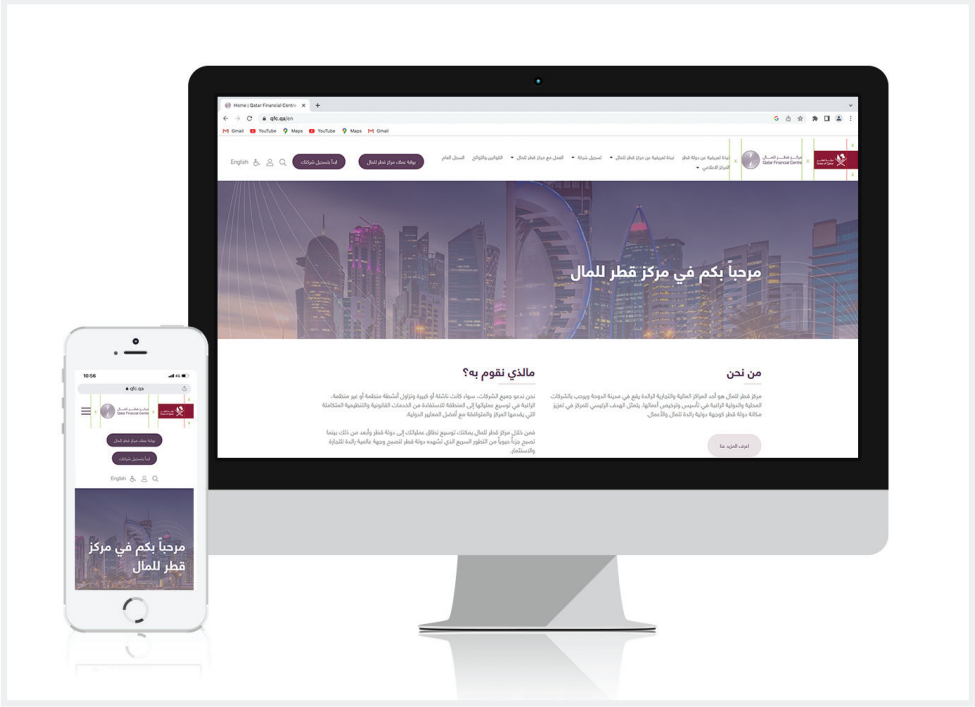
B. Mobile layout:
The Tab and organisation right aligned - Arabic website



Website Examples

Here is an example mockup of the website with the actual organisation website design.

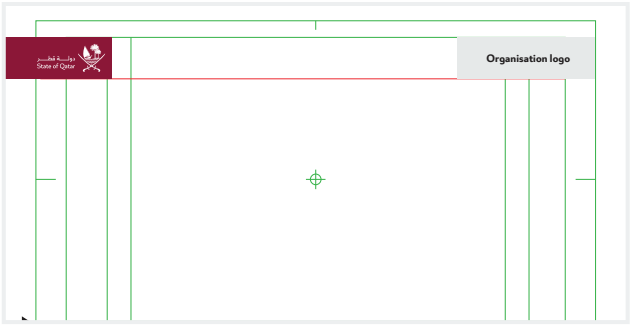




Video

The endorsement on video could be applied for outro or intro, by following the correct endorsement lockup and avoid cutting the logo in any way.

Endorsed by State of Qatar



Example of endorsement by State of Qatar

