State of Qatar

# Digital Brand Guidelines

October 2023

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# Scope and Applicability

The State of Qatar's brand identity will define the manner in which it presents itself to the public. To build trust and brand recognition among the public, all government entities must communicate a consistent and clear brand identity.

The Digital Brand Guidelines serve as a natural extension of the Master Brand Guidelines. These guidelines emphasise the fundamental tools and assets necessary to attain impactful digital graphics and videos that reflect the government's identity.

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This document outlines the visual and verbal elements that define the brand identity of the State of Qatar, its ministries, and all other relevant government bodies.

The 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.

In order to protect the brand identity, entities must prevent unauthorised or incorrect use of their names and marks.

# New Logo: Vision and Mission

## Vision

A unified State of Qatar across all governmental entities with a consistent image and brand.

## Mission

Solidify public trust in the State of Qatar by creating a unified national brand system for all State entities.

The national emblem should personify the rich cultural history of the State of Qatar and unite the citizens of Qatar under a shared symbol of trust and vision for the future.

# Brand Personality

There is a high degree of public recognition and trust in the State of Qatar identity. As such, it has a distinctive personality that represents the government's core values, mission and vision.

This master brand guidelines incorporates a contemporary approach with a minimalist design to reflect the mission and vision, while being approachable and responsive

- Contemporary
- Competent
- Innovative
- Inclusive
- Consistent
- Minimalist
- Sustainable

# Tone of Voice

Our voice is vital to our brand.

Together with our visual identity, our voice shows the world who we are.

Arabic is the primary language of the Government of the State of Qatar.
The tone of voice is transparent, informative, impartial and reliable.

This tone complements and reinforces of our visual identity, resulting in an overall impression that is strong, consistent and recognisable.

## How to write in an appropriate tone and voice for the Government of the State of Qatar:

### 1. Be transparent
- Tell people what they need to know
- Use plain, familiar language

### 2. Be informative
- Be concise and to the point
- Relay facts
- Educate your audience

### 3. Be impartial
- Express information in a neutral way
- Don't hedge or moderate

### 4. Be reliable
- Practice consistency
- Avoid grammatical and linguistic errors
- Cite accurate statistics and supporting information

## Tone up or down as appropriate for the message and mode of communication:

| Mode of communication | Tone |
|---|---|
| Official (speech, announcement, press release) | Serious, formal, direct, impartial |
| Digital (websites, e-mail correspondence) | Helpful, engaging, clear |
| Social media (posts, replies, comments, messages) | Engaging, relatable, conversational |

## Consider your audience:

The State of Qatar communicates with many different audiences – citizens, residents, tourists, businesses, investors, families, students, media.

Each will seek information and expect to be spoken to in different ways. A consistent tone of voice will ensure they know they can trust who's communicating with them.

| Audience | Tone |
|---|---|
| Citizens | Direct, relevant, reliable |
| Residents | Direct, relevant, reliable |
| Tourists | Engaging, unique, clear |
| Businesses | Informative, digestible, encouraging |
| Investors | Informative, direct, comprehensive |
| Families | Holistic, shareable, well-planned |
| Students | Simple, direct, clear |
| Media | Formal, factual, quotable |

# Style Guide

## General rules

British English should be used at all times. When in doubt, check the Oxford English dictionary for spelling.

Conjuctions should not be used. E.g. can't, don't, they're etc.

Capitalisation should be used for names and titles, geographical places and job titles.

Percentages should be spelled percent. Not 'per cent' or the symbol %.

Dates should follow this format [day month year] 31 January 2022, not January 31, 2022.

Numbers one to ten should be spelled out in word form. Numbers above 10 (11, 12, and so on), should be written using numbers.

## Names

Titles such as Dr, Mr and Ms should not have dots at the end – including, HH and HE.

Al should be capitalised and never hyphenated in names.

Government Ministries should be written in full in the first instance
and then can be abbreviated. I.e Ministry of Foreign Affairs, and then MoFA.

## National Branding System

"National emblem" should not be capitalised,
i.e "The State of Qatar has launched a new national emblem".

The constituent parts of the emblem should not be capitalised.
I.e: the sea, the dhow, the palm and the swords.

01

# The Logo

# Logos Constructions

The State Ministry logos consist of several fixed elements designed to create a cohesive, cost-effective and consistent approach to branding government departments, their agencies and arm's length bodies.

These logso constructions apply on all government organisations following and applying a unified brand identity.

**A. Primary logo – Horizontal**
In this horizontal version, the emblem is always placed on the right where the Ministry and country in Arabic and English are always positioned on the left side of the emblem.

**B. Secondary logo – Vertical**
Both the ministry descriptor and State of Qatar line are centered vertically below the emblem in this vertical version. In the event that the primary logo is not working, the secondary logo is usually used as an alternative.

**A. Primary logo – Horizontal**




**B. Secondary logo – Vertical**



# Exclusion Zone

Whenever the logo is in use, it should be surrounded with clear space to ensure its visibility, legibility and impact.

To achieve this, a minimum clear space has been created based on the emblem width is proportionally squared. This is the exclusion zone from other graphic elements of which could invade this area.

**The digital minimum exclusion zone** is a quarter of the emblem size.

**Primary logo – Digital minimum exclusion zone**

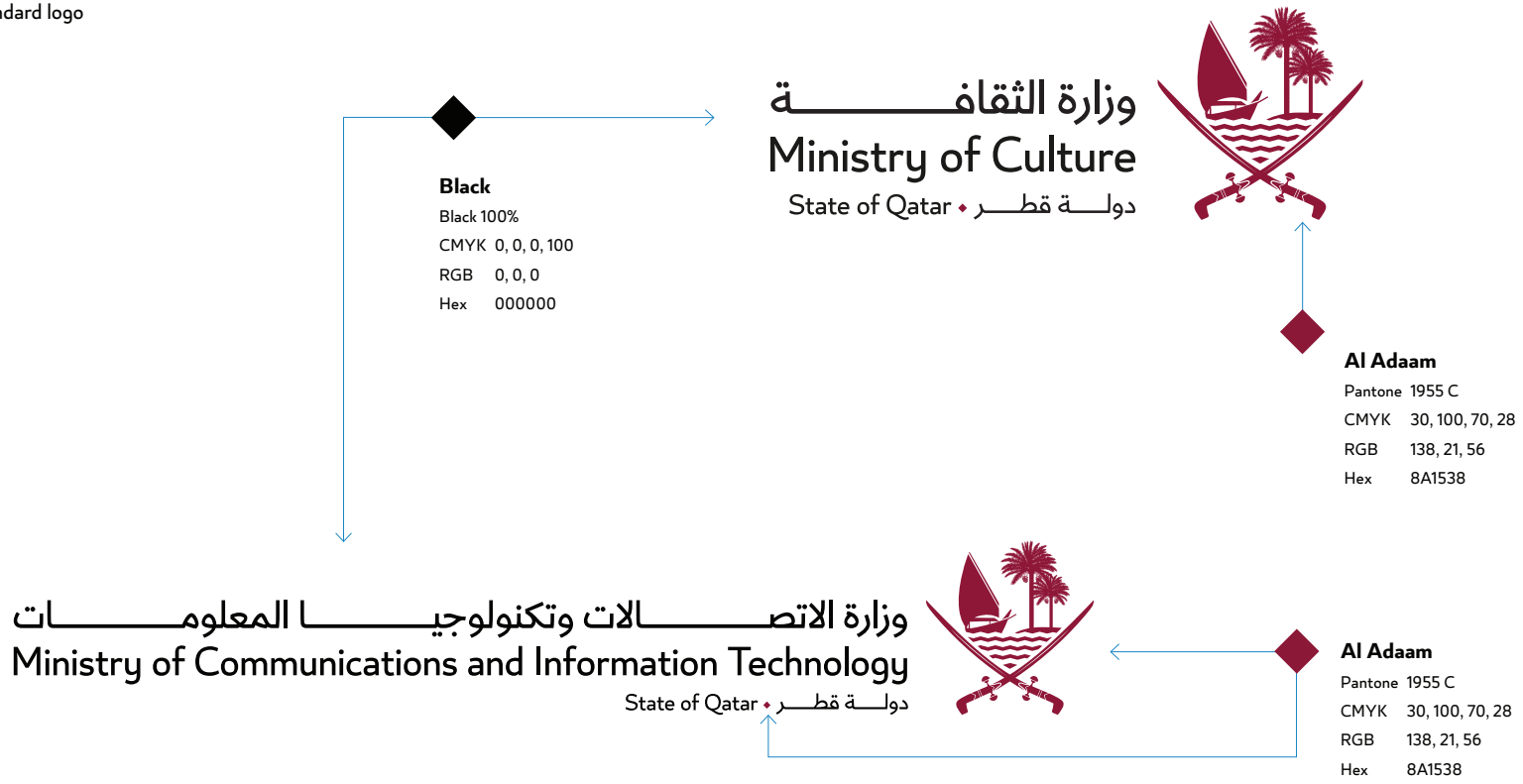



**Secondary logo – Digital minimum exclusion zone**



# Logo Colours

As a general rule, these are the standard logo colours that should be used.



# Colour Variations

(1)




(3)




(2)




(4)




**(1) Full colour logo on white background**

The standard logo should be used in the first instance whenever possible.

**(2) Reversed logo**

Always use the reversed version of the logo when placing it on primary colour backgrounds.

**(3 / 4) Black and white logos**

It is strictly forbidden to use the black logo. The purpose of this is to share with production companies when engraving, embossing or debossing is required.

# Incorrect Logo Usage

## The configuration of the logos must never be altered. Always use the identity artwork provided within the master brand guidelines.

For details and appropriate logo use, refer to the logos construction and colours pages.




Do not stretch or distort the logo.




Do not rotate the logo.




Do not change the logo identity system.




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




Do not alter the logo construction.




Do not change “State of Qatar” placement.




Do not use Al Adaam colour for the logotype.




Do not alter the colours of the logo.



Do not use the emblem only.




Do not scale the emblem.




Do not use the colour logo on coloured backgrounds.




Do not use the logo on a crowded image.




**Do not have any border or frame around the** logo




Do not have any border or frame around the emblem

# Logo Minimum Size

**The full logo should always be used for print or digital, in case of using the emblem only, an approval from GBA should be requested before proceeding with any publications.**

These are the minimum size usage of the emblem and logos is as follows for most used digital publications.

The sizes are measured in height and could be adjusted depending on the type of publication, without compromising the quality of the emblem and ensuring that the logotype is readable.

It is preferable where possible to use the emblem and the logo at a size larger than the minimum.









**On-screen**

| Minimum height size | Emblem | Primary logos | Secondary logos |
|---|---|---|---|
| Electronic publishing | 100 px | 30 px | 45 px |
| Standard screen 4:3 | 125 px | 60 px | 90 px |
| Wide screen 16:9 | 200 px | 110 px | 169 px |
| Social media post | 100 px | 80 px | 120 px |
| Mobile screen | 100 px | 80 px | 120 px |

# Co-branding – Primary Logos

In the case of two ministries displaying their logos together, they are separated by a line colored with Al Adaam.

**For horizontal lockup folow example A and B:**
The ministries are seperated by a line, leaving a half X space between each logo where the height equals the height of the sword. The logos' height and space are illustrated here in example A.

**For vertical lockup folow example C and D:**
The ministries are seperated by a line, leaving a half X space between each logo where the width equals the width of the smallest logo. The logos' width and space are illustrated here in example C.

**A. Co-branding left direction for horizontal lockup**




**B. Co-branding right direction for horizontal lockup**




**C. Co-branding top direction for vertical lockup**




**D. Co-branding bottom direction for vertical lockup**



# Co-branding – Secondary Logos

The same applies for the secondary logos when two logos are together are separated by a line coloured with Al Adaam.

**For horizontal lockup folow example A and B:**
The ministries are seperated by a line, leaving a half X space between each logo where the height equals the height of the sword and the ministry name in English. The logos' height and space are illustrated here in example A.

**For vertical lockup folow example C and D:**
The ministries are seperated by a line, leaving a half X space between each logo where the width equals the width of the smallest logo. The logos' width and space are illustrated here in example C.

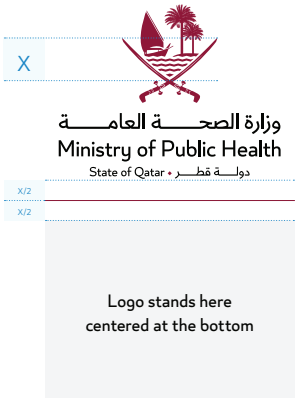
**A. Co-branding left direction for horizontal lockup**



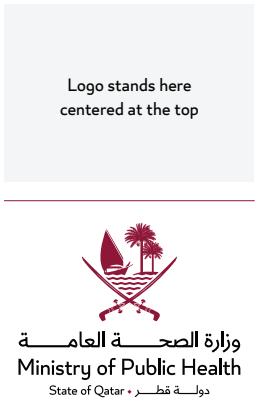

**B. Co-branding right direction for horizontal lockup**




**C. Co-branding top direction for vertical lockup**




**D. Co-branding bottom direction for vertical lockup**



02

# Colours

# Primary Colour Palette

## Al Adaam

100 % 80 % 60 % 40 % 20 %

**Colour codes**

RGB 138, 21, 56

Hex 8A1538

## Dune*

100 % 80 % 60 % 40 % 20 %

**Colour codes**

RGB 162, 148, 117

Hex A29475

## Black

100 % 80 % 60 % 40 % 20 %

**Colour codes**

RGB 0, 0, 0

Hex 000000

## White

**Colour codes**

RGB 255, 255, 255

Hex FFFFFF

* The use of the Dune colour should be limited to the Executive branch of the government of the State of Qatar, defined as category 1 in the Brand Guidelines, to know more check page 70.

# Secondary Colour Palette

## Skyline

100 % 80 % 60 % 40 % 20 %

**Colour codes**

RGB 13, 66, 97

Hex 0D4261

## Palm

100 % 80 % 60 % 40 % 20 %

**Colour codes**

RGB 0, 156, 128

Hex 009C80

## Sea

100 % 80 % 60 % 40 % 20 %

**Colour codes**

RGB 65, 148, 179

Hex 4194B3

## Sunrise

100 % 80 % 60 % 40 % 20 %

**Colour codes**

RGB 253, 243, 158

Hex FDF39E

# Colour Hiearchy

**Role of primary colours**
Primary colours serve as the guiding principle for branded and co-branded communications.

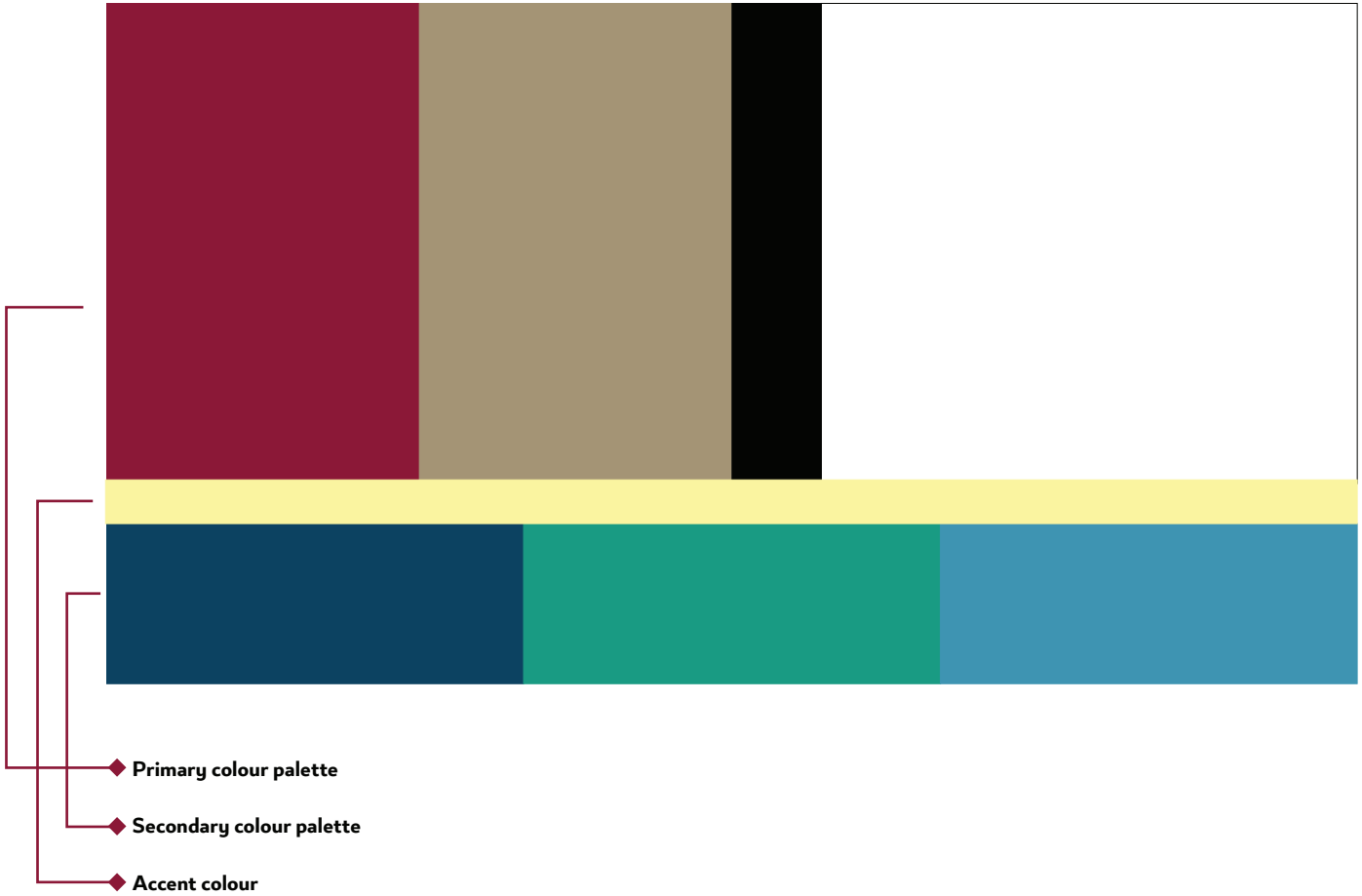
**Role of accent colours**
The purpose of accent colours is to create contrast with the primary colours. In a design layout, it should be used to interplay with the primary colour and to add energy and vibrancy. It is not always necessary to have both colours present at the same time.

**Role of secondary colours**
Secondary colours play a vital role in providing a dynamic and practical palette. The support palette should be used expressively and freely to create tonal shifts.

Using the darker colours Skyline and Palm for screen-based communications can help improve legibility.

**Achieving colour balance**
To achieve a colour balance within communications, we should use these scales as indicators of our colour hierarchies. It is important that support colours are used with restraint and in the correct balance.

When a new secondary colour is required, ministries must notify GBA for approval.



# Accessibility – Primary Colours

It is vital to the State of Qatar that everyone has equal opportunity to access critical information, regardless of their abilities or limitations.

Therefore, we have put a few guidelines in place to make sure we are always compliant with the Web Content Accessibility Guidelines (WCAG 2.0), with a minimum standard of AA compliance.

**For primary colours as background:**
The examples on the right show which colour combinations of primary colours are acceptable and which ones are not.

Here is a key to help understand the different indicators:

- Acceptable for all font sizes
- Not acceptable for any size
- Acceptable for large fonts (from 30pt and above)

**Some accessibility references:**
Here is a quick reference on how to comply with WCAG 2.0:
https://www.w3.org/WAI/WCAG21/quickref/?currentsidebar=%23col_customize&levels=a%2Caaa#top

Use this tool to test colour combinations and their compliance:
https://monsido.com/tools/contrast-checker



# Accessibility – Secondary Colours

**For secondary colours as background:**
The examples on the right show which colour combinations of primary colours are acceptable and which ones are not.

Here is a key to help understand the different indicators:

- Acceptable for all font sizes
- Not acceptable for any size
- Acceptable for large fonts (from 30pt and above)

**Some accessibility references:**
Here is a quick reference on how to comply with WCAG 2.0:
https://www.w3.org/WAI/WCAG21/quickref/?currentsidebar=%23col_customize&levels=a%2Caaa#top

Use this tool to test colour combinations and their compliance:
https://monsido.com/tools/contrast-checker



# Accessibility – Text on Images

**For images as background:**
The examples on the right show how to use text over images in a manner that complies with accessibility standards.

Here is a key to help understand the different indicators:

- Acceptable for all font sizes
- Not acceptable for any size
- Acceptable for large fonts (from 30pt and above)




It is acceptable to use text over a solid background as long as the colour combinations comply with the accessibility colours standard.




It is acceptable to use white text only over a dark overlay. The acceptable dark colours are Charcoal and Skyline - which can be applied with a “Multiply” blending mode and a transparancy of 35%.




It is not acceptable to use text over a busy background without any overlay.




It is only advisable to write text over a plain background image when there is sufficient contrast between colours.




It is not acceptable to have text on light overlays.




It is not acceptable to have coloured text even on non-busy backgrounds.

03

# Typography

# Primary Typeface

The Government of the State of Qatar uses a contemporary custom-made, open and legible typeface. Lusail can be used in all digital or printed communications in Arabic and English.

This typeface is exclusive to the government. You will have to download it from The Government Digital Assets as it is not readily available online and cannot be uploaded online or used in anything other than formal governmental communication.

Lusail font has three formats, OTF, TTF, WOFF. Whenever using Arabic text on a curved path, it is recommended to use the TTF format for the best spacing and application of the font.

## Lusail

### English primary font

Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Bold

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**0123456789**

### Arabic primary font

Light

ا 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 يa

0123456789

Regular

ا 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

Medium

ا 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

Bold

**ا 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**

# Fallback Typeface

When use of the primary fonts is not possible, such as in Microsoft PowerPoint, Microsoft Word documents, or HTML content on web applications, the following system font can be used:

**Calibri**
Calibri is the substitute system font for Lusail and can be used for both Arabic and English content.

It is a system font for Microsoft users and can be downloaded by MAC users from GBA website.

## Calibri

**English system font**

Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

**Bold**

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**0123456789**

**Arabic system font**

Light

ا 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

Regular

ا 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

**Bold**

**ا 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**

# Alternative Typeface

Noto is a font family from Google that aims to support all languages in the world. Noto is licensed under the Open Font License.

Noto Sans is used when Lusail typeface cannot support the actual application or purpose.

- Language support (alone)
- Unavailable weights (e.g., italics)
- Special characters

Download Noto Sans from Google Fonts

View and download the entire Noto family

## Noto Sans

*Noto Sans Japanese*

人類社会のすべての構成員の固有の尊厳と平等で譲ることのできない権利とを承認することは

*Noto Sans Chinese*

承認人類社會所有成員的固有尊嚴以及平等和不可剝奪的權利

*Noto Sans Russian*

*Признавая присущее достоинство и равные и неотъемлемые права всех членов человеческого общества*

*Noto Sans Greek*

*Αναγνωρίζοντας την εγγενή αξιοπρέπεια και τα ίσα και αναπαλλοτρίωτα δικαιώματα όλων των μελών της ανθρώπινης κοινωνίας*

*Noto Sans French*

*Reconnaissant la dignité inhérente et les droits égaux et inaliénables de tous les membres de la société humaine*

*Noto Sans German*

*Anerkennung der angeborenen Würde und der gleichen und unveräußerlichen Rechte aller Mitglieder der menschlichen Gesellschaft*

# Font Usage

| | Lusail | Calibri | Noto Sans |
|---|---|---|---|
| Government Brand in focus (when it is important to own the brand expression in print or social media). | ◆ | | |
| A new project/initiative requires the design of a sub-logo. | ◆ | | |
| A project or event that requires the use of an additional language that Lusail does not support. | | | ◆ |
| A document (MS Office) needs to be sent to another user who does not have the typefaces installed. | | ◆ | |
| There is a need to create a digital newsletter and/or a digital application without server-hosted typefaces. | | ◆ | |
| Website | ◆ | | |

04

# Graphical Element

# Graphical Element Overview

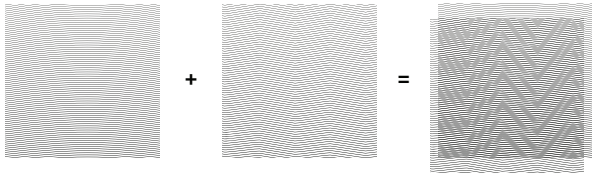
To create a brand with a story at its heart, we embraced the extraordinary history of Qatar, the vision of the government and the spirit of Qatar's people.

Through a mesmeric series of moire patterns, the identity pays homage to Qatar's heritage and vision, with the flowing movement of the sand and sea with light and wind from the sky.

An artistic abstract reinterpretation of the way light hits water from the sky is created by overlapping two lines in motion that create an ethereal moire effect.

The flag of Qatar is the main source of inspiration for the movements of this graphical element.

Demonstrarion of the moire effect:



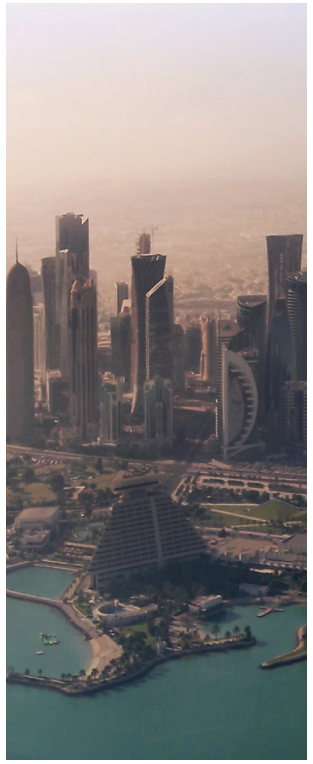

**Sand**



**Sea**



**Sky**



# Graphical Element Applications

The use of the flag's visual expression brings the concept of "stronger together" to life.

The flag expression conveys the direct and clear approach of the government's purpose and mission.

It is to be used across a wide range of applications that supports the visual messaging.

In homage to the Qatari flag, thin outlines of overlapping curves and zig-zags are used to illustrate the graphic element.

In each movement, two lines are blended together to create natural spacing.

**The lines always fade from black to white, using the 'Multiply' effect to reflect transparency and blend the style over a coloured background. The background colours must be chosen individually from the colour palette and its tints.**

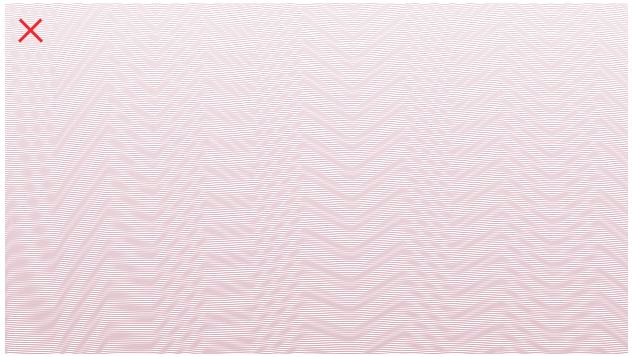


# Incorrect Graphical Element Usage

The flag's visual must never be altered or used in a wrong way. Always use the graphic elements provided within the brand guidelines.



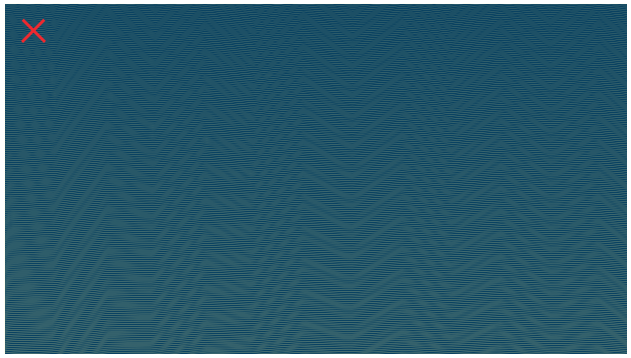
Do not stretch or distort the lines.



Do not change the colour of the lines with any solid colour.



Do not use the sunrise colour in the graphic element.



Do not use coloured lines with a coloured background.



Do not chage the "muliply" effect to normal or any other effect styles.



Do not use colours that are not included in the brand identity system's colour palattes.

05

# Imagery

# Imagery Overview

Our internal photography will feel rich, artistic, comforting and insightful. Reflecting the government's mission and vision.

Some guidance on the photography style and subject matter are listed below:

- Real life (not staged, posed, or fictional)
- Optimistic and warm
- Slightly saturated effect
- Dynamic and cropped composition
- High level of contrast
- Shallow depth of field where possible

Media galleries for approved photography can be accessed by contacting ministries.









# Official Photos for HH The Father Amir and HH the Amir

Official photos of HH the Amir and HH the Father Amir are published by the Amiri Diwan.

Style interventions are strictly prohibited and should be used as official publications by the Amiri Diwan.

No other photos shall be used officially until the release newer official portraits.





# Official Ministers' Photos

As part of the new brand identity, official photos of ministers should follow the same guidelines and should be unified.

To capture and follow an excellent portrait, please follow these guidelines:

**1. Follow the rule of thirds**
When taking portraits, it's best to position the eyes in the top third of the image. There is an exception to this rule when the portrait includes a full body shot; in this case, the person will be positioned in either the lower third, left third, or right third of the photo.

**2. Positioning direction**
When positioning, consider the direction of their body and/or eyes. Their eyes shuold look straight into the camera.

**3. Light**
Use Butterfly Lighting (& Clamshell Lighting) to create a soft, even lighting while sculpting the shape of the face.

**4. Background**
The background should always be in white colour.

**5. Dress code**
The ministers should always be wearing the formal attire and the Bisht should always be visible.

**6. Recommended camera settings**
**ISO –** low like 100-400 if possible, higher if a faster shutter speed is needed.
**Focus mode –** autofocus, set it to a single point and use back button focus.
**Aperture –** between f/2 and f/4 for a single subject (get the background out of focus) or f/5.6-f/8 for groups.
**Shutter speed –** at least 1/1200th - 1/1600th handheld, or 1/15th on a tripod.






# Events – The Prime Minister and Ministers

During events, capture the most important moments and personalities.

Keep the protocol in mind at all times.

Make no interventions such as manipulating photos.

It is best to avoid capturing frames when the camera is facing the back of the subject.

Make sure tables and food are not the main focus.
















# Landmarks

Photo manipulation or other interventions should not be made to approved photos.

Photos from libraries approved by the ministry or GCO are preferred.

Refer to the overview sections for guidelines.

Ensure that images are cropped correctly and align with our brand guidelines in order to promote Qatar in the best way possible.













# What to Avoid

Make sure the photos you use represent Qatari culture in a culturally appropriate manner.

Be sure to use Qatari-centered stock photography instead of photography that represents another nation.







06

# Iconography

# Iconography Style

Icons are an essential part of visual communication and having a unified icon system creates the desired harmony and consistency among graphics.

In order to choose/create an icon for a governmental visual, we have outlined a few rules to follow.

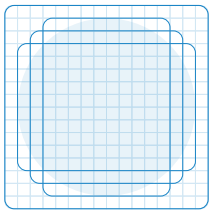
**1. Simplicity**
Choosing your icon should be based on simplicity, which is at the core of our brand. Keep it clean and simple.

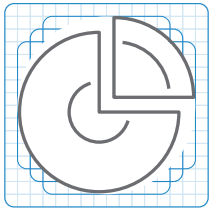
**2. Clarity**
Your icon should convey your message clearly and in a way that can be understood by anyone, regardless of culture.

**3. The Grid**
To remain consistent with the rest of the icons, it is recommended to follow the grid system shown to the right when designing an icon from scratch.

**4. Outline Style**
The icons we use follow an outline-style design without fills. Maintaining simplicity and cleanliness is important. Ensure that your icon is at least 3 pt in stroke while using the grid in a layout size of 80mm X 80mm and ensure to scale your stroke proportionately.

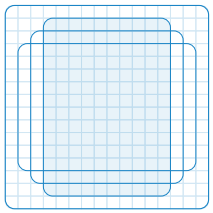
**Circular icon grid**







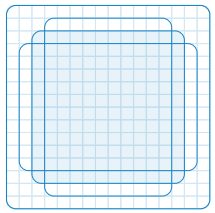
**Vertical icon grid**

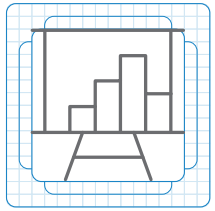






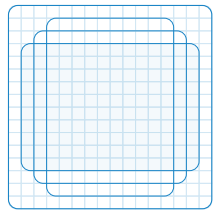
**Square icon grid**

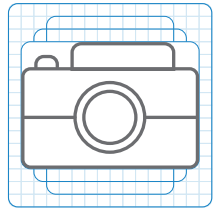


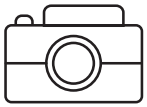




**Horizontal icon grid**







# Icon Packs

In order to make things easier and more accessible, we created an icon library filled with a variety of icon packs that you can use in your designs. You can download these icons from the website and use them when you need. The GBA website is always up to date with additional icons, across different categories, if more icons are required, please visit the GBA website.

It is recommended that external icons are only used when absolutely unavailable through these packs to maintain consistency. Here are some examples of the icon packs we've provided.

**Culture**



**Entertainment**



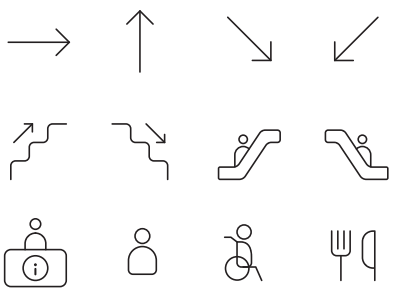
**Business**



**Sustainability**



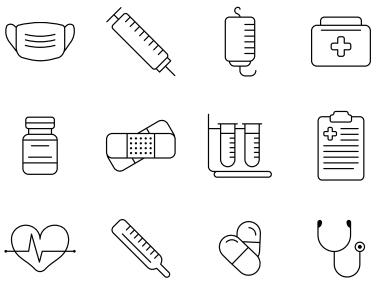
**Wayfinding**



**Transportation**



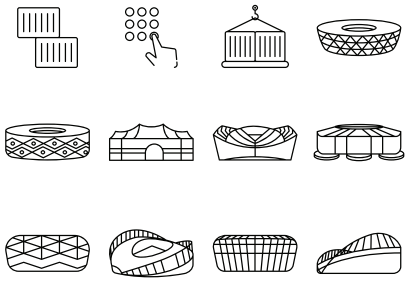
**Medical**



**Deplomacy**



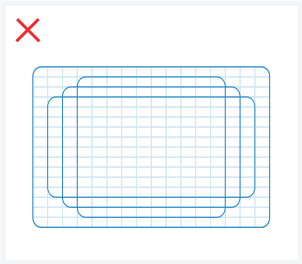
**Qatar stadiums**



# Incorrect Icon Usage

The iconography style must never be altered. Always follow the icon grid and outline style provided within the brand guidelines.

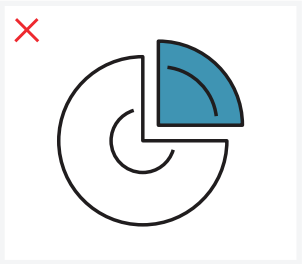
For details and appropriate icon use, refer to the iconography style and colours pages.



Do not change the grid dimensions.



Do not use more than one colour.



Do not fill any shape in the icon.



Do not fill the icon.



Do not use colours that are not included in the brand identity system's colour palattes.



Do not use a coloured icon on coloured backgrounds.



Do not use different line weight.



Do not use thick outlines.



Do not add any shadows or any other effects.



Do not add reflections.



Do not add perspective.



Do not use the icon on a crowded image.

# Social Media Icons

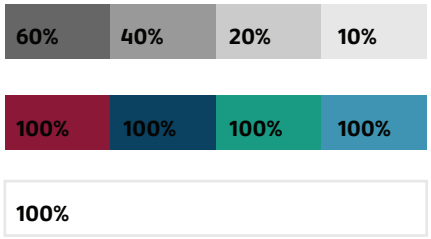
When incorporating social media icons into digital applications or websites, it is advised to adhere to the style presented in the provided examples.

It is recommended that the social media icons be used without a frame. If space allocation becomes essential, particularly on websites, a circular frame can be used as provided in the examples.

**Social media icons - colour palette**

The social media icons use a unified colour palette for consistency and clarity. :

- Black can be used with a tint of 60% or less
- Brand colours (only with Al Adaam, Skyline, Palm or Sea) can be used with a tint of 100%
- White can be used on coloured backgrounds with a tint of 100%




**Recommended usage examples**

Black tint 60%



X (formerly Twitter) | Facebook | Instagram | LinkedIn | YouTube

Brand colour (Al Adaam) 100%



**Usage examples, if circular frame is necessary**

Black tint 60% in frame of 10%



White tint 100% on coloured background



07

# Social Media

# Overview

This section outlines the proper use of Qatar's brand identity system on social media.

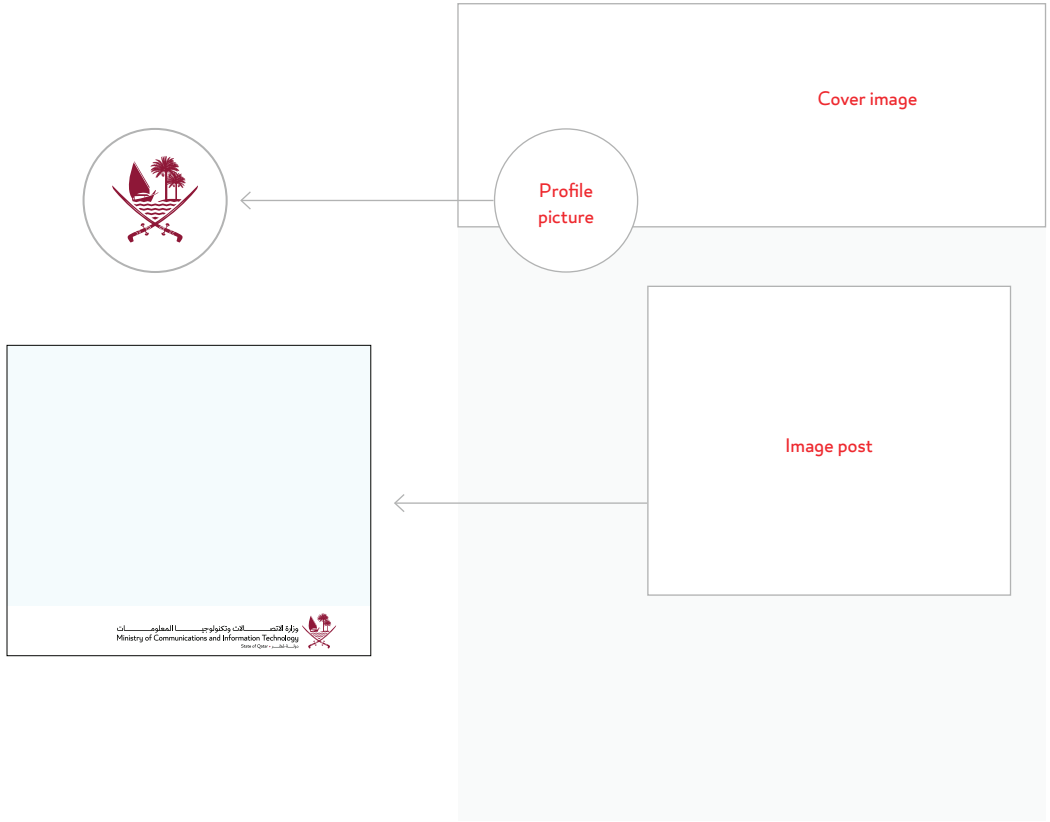
Social media is a powerful tool that can help connect with audiences and inform communities. To do so effectively, it is important that all social channels utilise the brand identity system so they can easily be identified as official and trustworthy sources of information.

The social media applications included in these guidelines generally follow the same standard organisation:

1- Profile picture
The emblem of the State of Qatar must be used on its own, in the primary colour.

2- Cover image
Cover images must not include an emblem or logo.

3- Posts
All posts that contain a visual element must include an emblem or logo and adhere to the placement and size guidance provided in the following pages.



# Profile and Cover Image

## Profile picture

1. The emblem of the State of Qatar should be used as the profile picture for all state ministries, entities, organisations, and embassies.

## Cover photo

2. Ensure the cover photo follows the guidelines and specifications provided by each social media channel. If you do use text on your cover picture, please make sure to apply the pre-set margins and safe zones.

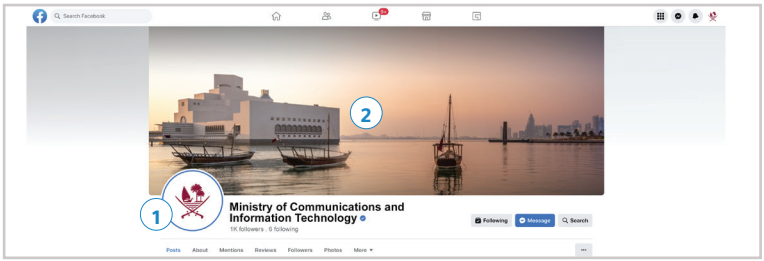
Ensure that the approved logo formats are used for the displays and that high quality appropriate images are used for posting.

All necessary social media assets for each ministry will be provided by GBA at gba@.gco.gov.qa

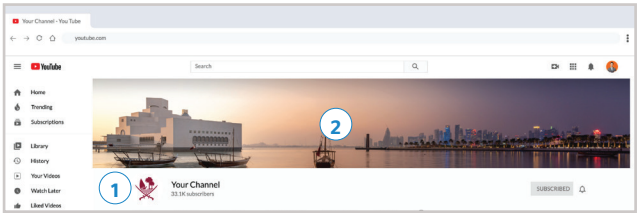
### X (formerly Twitter)



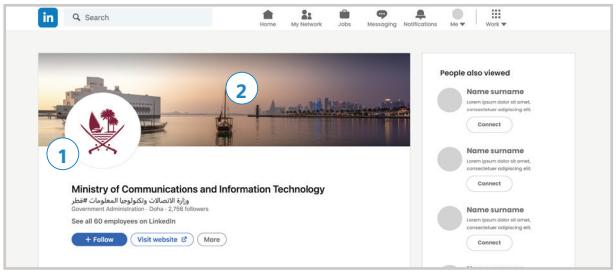

### Facebook



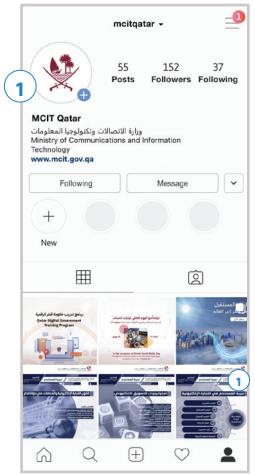

### Youtube




### LinkedIn




### Instagram



# Image Post

All posts that contain a visual element must include an emblem or logo.

**Placement and size guidance**
Following the clear space and safe zones provided, the logo should always be placed on the right for both Arabic and English content.

Based on the size and proportion of the templates used, the designated template rules and application style should be followed.

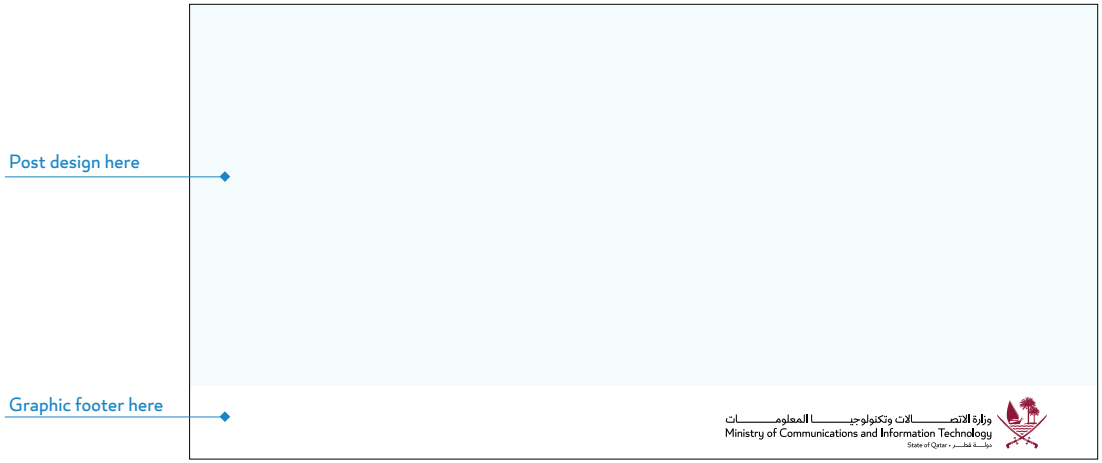
**Content**
The logo should always be positioned on the right using the primary logo.

**Graphic footer:**




White strip height: 120 px
Logo height: 80 px

Clear space:
Top and bottom margin is 20 px
Right and left margin is 80 px

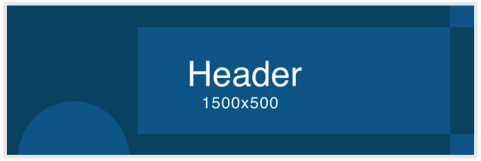


# X (formerly Twitter)

Make sure the provided templates are used correctly, the logo is clear and not pixelated, and the logo is positioned as per the guidelines provided.

Below are the recommended graphic sizes and aspect ratio based on image type.

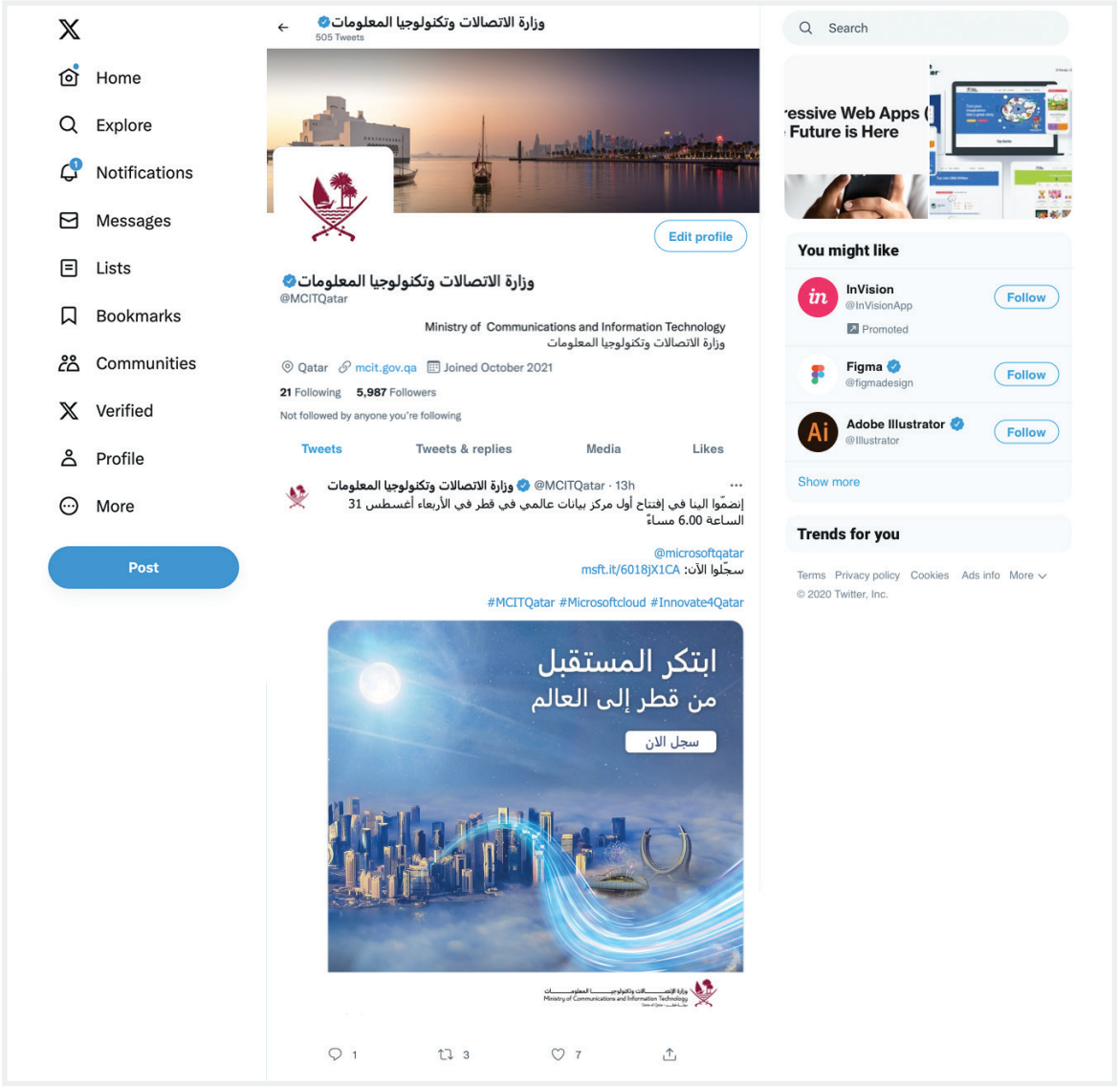
**Cover photo**




**Profile picture**



| Image type | Size (per pixels) | Aspect ratio |
|---|---|---|
| Profile picture | 400 x 400 | 1:1 |
| Header | 1500 x 500 | 3:1 |
| Vertical post | 1900 x 900 | 16:9 |
| Horizontal post | 1600 x 1800 | 0.89:1 |

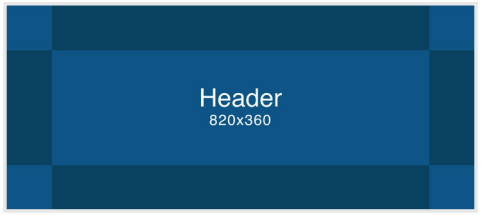


# Facebook

Make sure the provided templates are used correctly, the logo is clear and not pixelated, and the logo is positioned as per the guidelines provided.

Below are the recommended graphic sizes and aspect ratio based on image type.

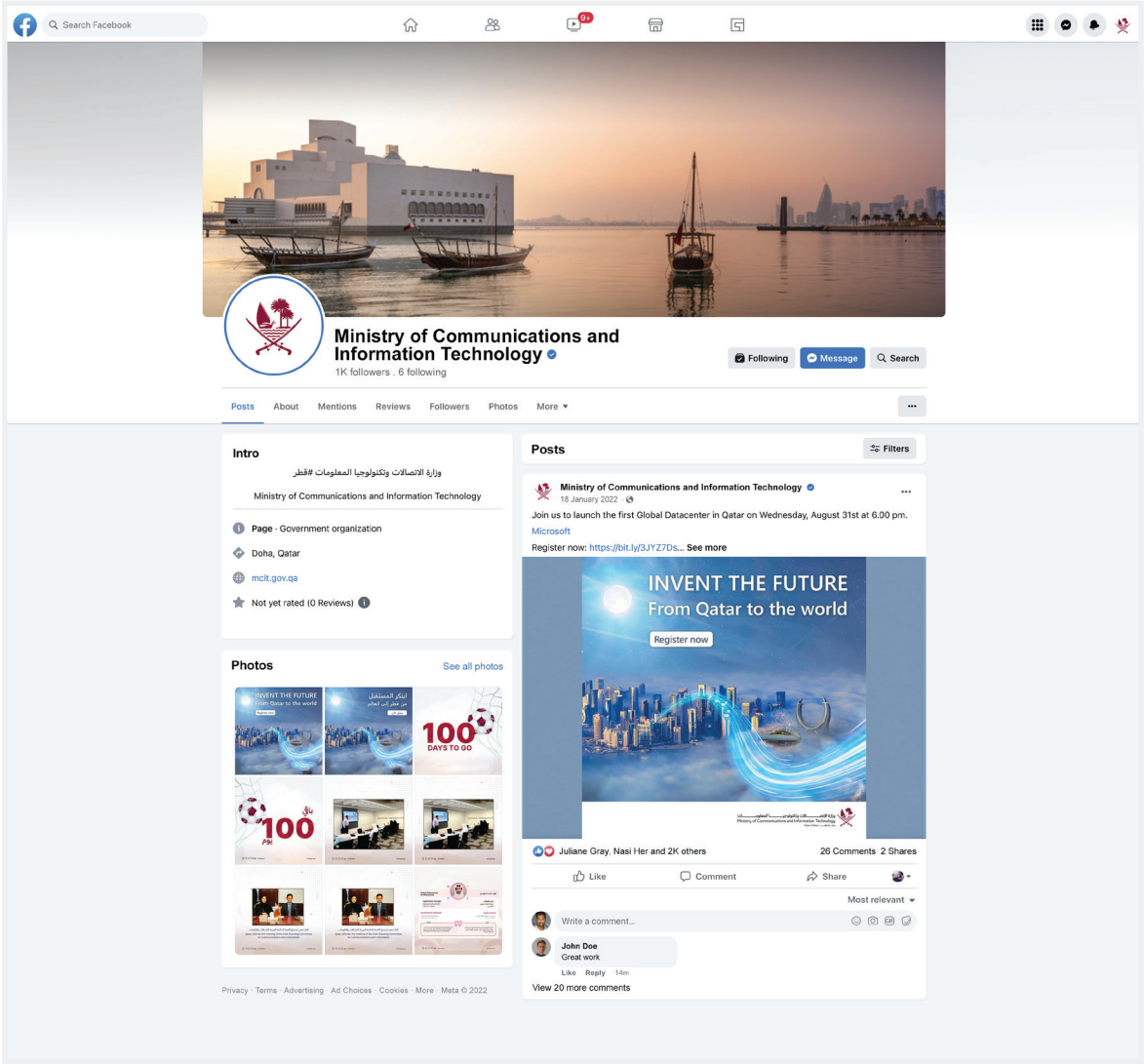
**Cover photo**




**Profile picture**



| Image type | Size (per pixels) | Aspect ratio |
|---|---|---|
| Profile picture | 400 x 400 | 1:1 |
| Header | 820 x 360 | 2.28:1 |
| Vertical post | 1200 x 1600 | 4:3 |
| Horizontal post | 1200 x 630 | 1.91:1 |
| Square post | 1200 x 1200 | 1:1 |



# Instagram

Make sure the provided templates are used correctly, the logo is clear and not pixelated, and the logo is positioned as per the guidelines provided.

Below are the recommended graphic sizes and aspect ratio based on image type.

**Profile picture**

| Image type | Size (per pixels) | Aspect ratio |
|---|---|---|
| Profile picture | 400 x 400 | 1:1 |
| Vertical post | 1080 x 1350 | 4:5 |
| Horizontal post | 1080 x 566 | 1.91:1 |
| Square post | 1080 x 1080 | 1:1 |
| Story | 1080 x 1920 | 16:9 |









# LinkedIn

Make sure the provided templates are used correctly, the logo is clear and not pixelated, and the logo is positioned as per the guidelines provided.

Below are the recommended graphic sizes and aspect ratio based on image type.

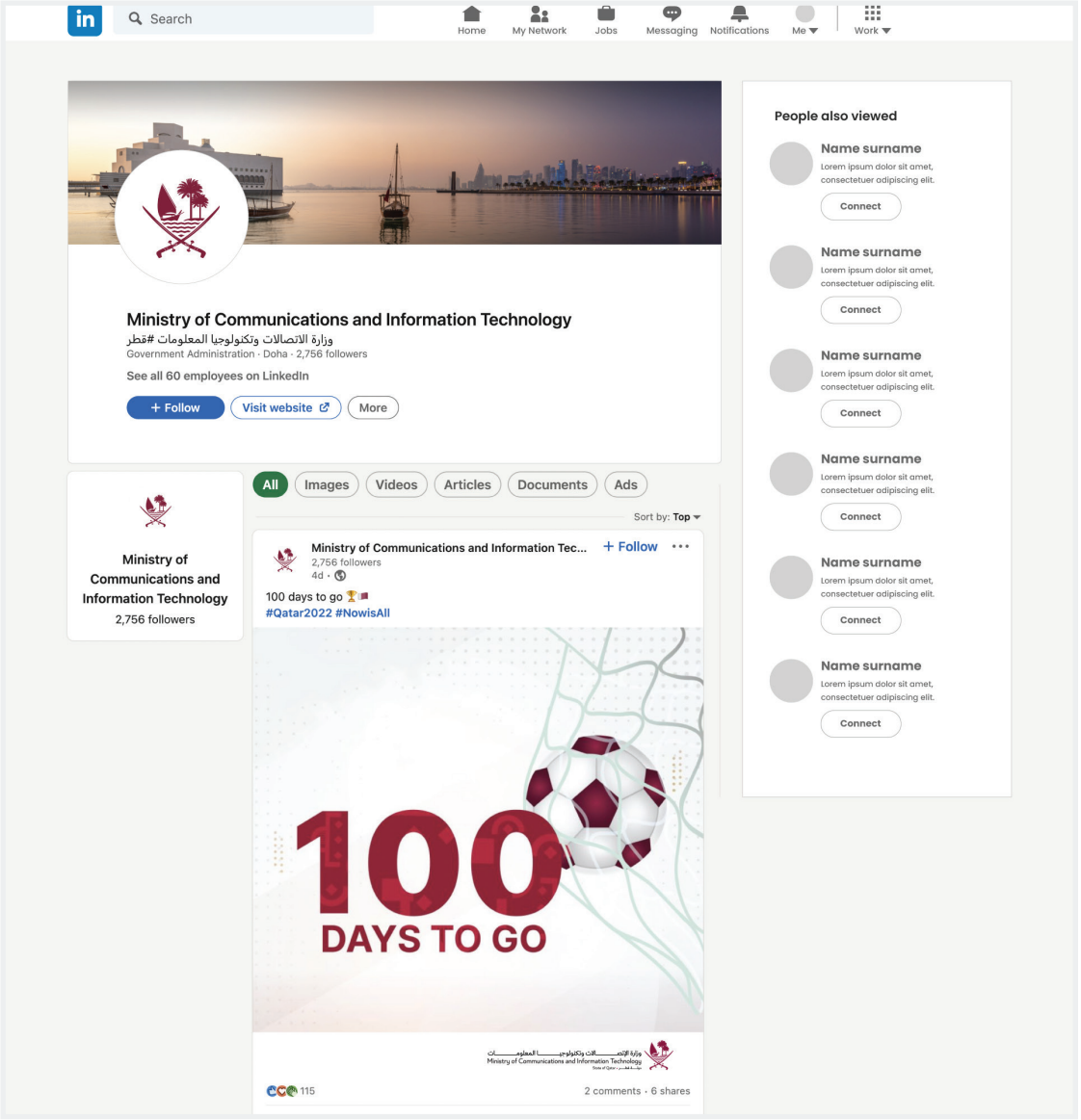
**Cover photo**




**Profile picture**



| Image type | Size (per pixels) | Aspect ratio |
|---|---|---|
| Profile picture | 300 x 300 | 1:1 |
| Header | 1128 x 191 | 5.91:1 |
| Vertical post | 1080 x 1350 | 1.25:1 |
| Horizontal post | 1200 x 627 | 0.52:1 |
| Square post | 1200 x 1200 | 1:1 |
| Hero Post | 1128 x 376 | 3:1 |

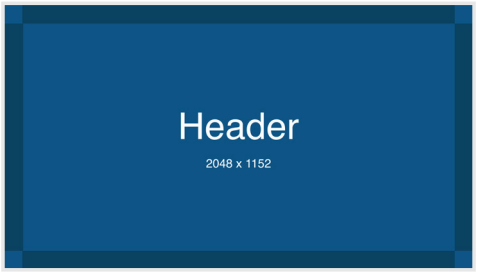


# YouTube

Make sure the provided templates are used correctly, the logo is clear and not pixelated, and the logo is positioned as per the guidelines provided.

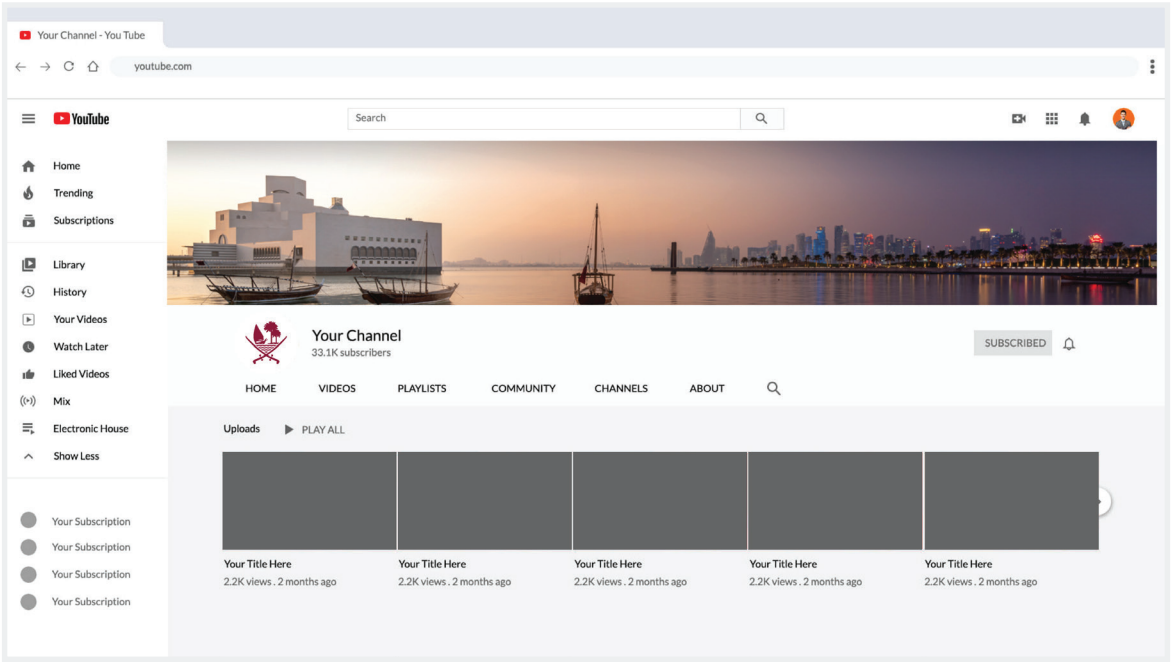
Below are the recommended graphic sizes and aspect ratio based on image type.

**Cover photo**




**Profile picture**





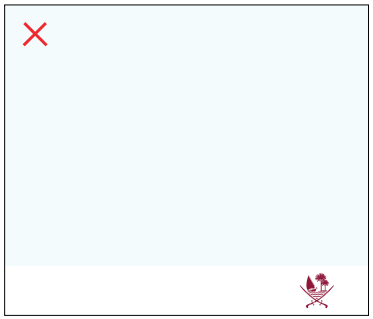

| Image type | Size (per pixels) | Aspect ratio |
|---|---|---|
| Profile picture | 400 x 400 | 1:1 |
| Header | 2048 x 1152 | 16:9 |

# Incorrect Logo Usage on Social Media

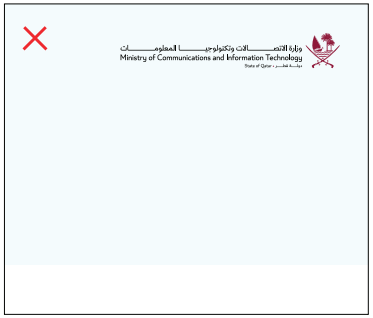
## Image Post




Do not align the logo to the left.



Do not use the emblem on its own.

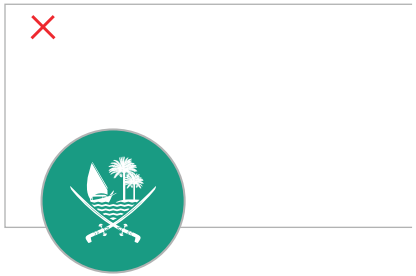



Do not align the logo to the top.

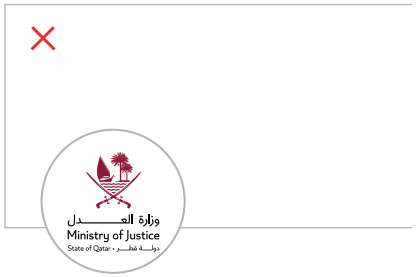


Do not alter the configuration or colour variation of the logo.

## Profile Picture



Do not use any colours for the emblem or background that do not match the primary emblem colour.




Do not use the logo.

## Cover Image



Do not use the emblem on the cover image.




Do not use the logo on the cover image.

08

# Website

# Website Logo Positioning on Header

## Header

The primary logo must be used in the website header.

The logo should always be positioned for both desktop and mobile headers at the top left in English (as example A and C) and at the top right in Arabic (as example B and D) .

Maintain a clear space around the logo to ensure visibility and avoid any overlapping with other elements as such:

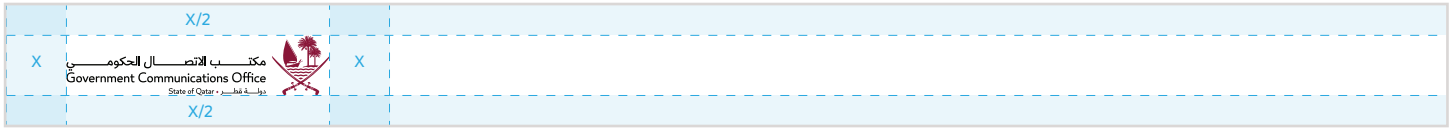
## On desktop

**Minimum logo height:** 80px
**Minimum logo margin top:** X/2
**Minimum logo margin sides:** X

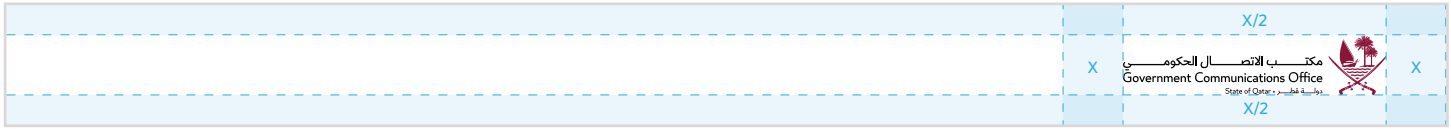
## On mobile

**Minimum logo height:** 50px
**Minimum logo margin top:** X/3
**Minimum logo margin sides:** X/2

**A.** Desktop header - English




**B.** Desktop header - Arabic




**C.** Mobile header - English




**D.** Mobile Header - Araibic



# Website Logo Positioning on Footer

**Footer**
In the website footer, the secondary logo must be used.

Maintain a clear space around the logo to ensure visibility and avoid any overlapping with other elements.

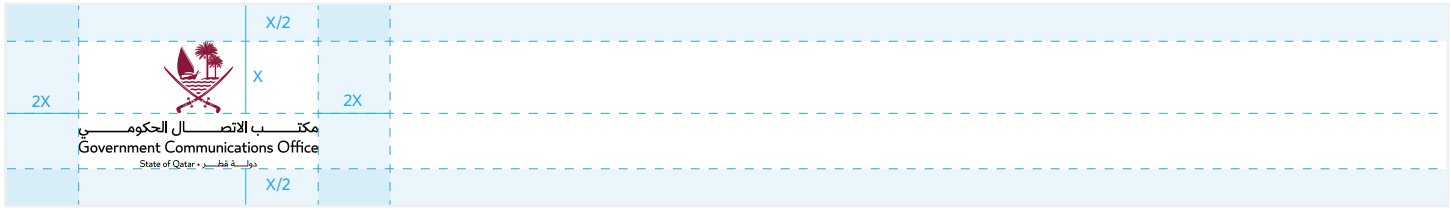
**On desktop**
The logo should always be positioned at the left in English (as example A) and at the right in Arabic (as example B).

**Minimum logo height:** 170px
**Minimum logo margin top:** X/2
**Minimum logo margin bottom:** X/2
**Minimum logo margin sides:** 2X

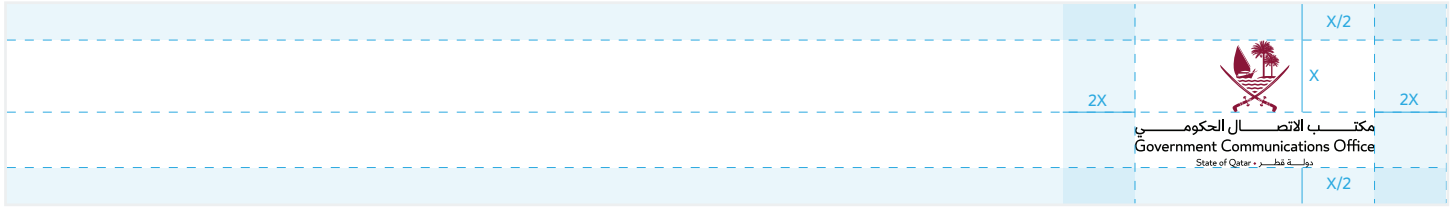
**On mobile**
The logo must always be center aligned.

**Minimum logo height:** 120px
**Minimum logo margin top:** X/2
**Minimum logo margin bottom:** X/2

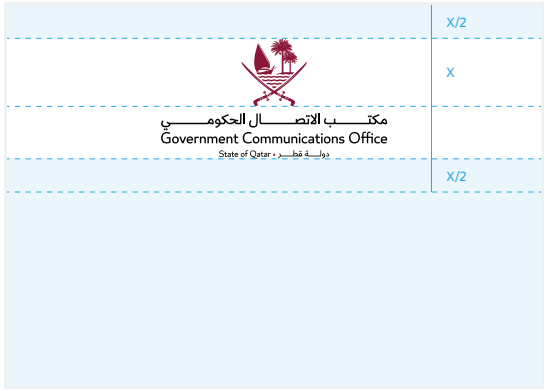
**A.** Desktop footer - English




**B.** Desktop footer - Arabic




**C.** Mobile footer - Arabic and English

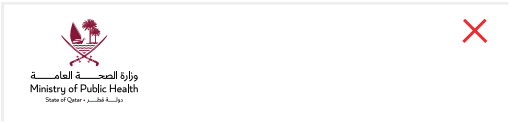


# Incorrect Logo Usage on Website

The correct application of the logo on websites is of paramount importance, signifying authenticity and reliability from the government of Qatar.

Adhering to established guidelines ensures a cohesive brand identity, instilling confidence and professionalism amongst users. Consistency across platforms reinforces the brand's stature, emphasising high standards and maintaining a strong, unified image.

Kindly adhere to the following "don'ts" to prevent any instances of logos appearing unprofessional.



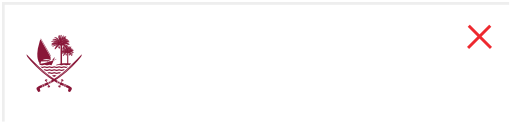
Do not use the secondary logo in the banner.



Do not use the logo over a crowded image or pattern.



Do not use any drop shadows or effects on the logo.



Do not use the emblem on its own.



Do not place the logo too close to the edge of the page.



Do not place the logo over a non-brand colour.



Do not alter colour variation of the logo.



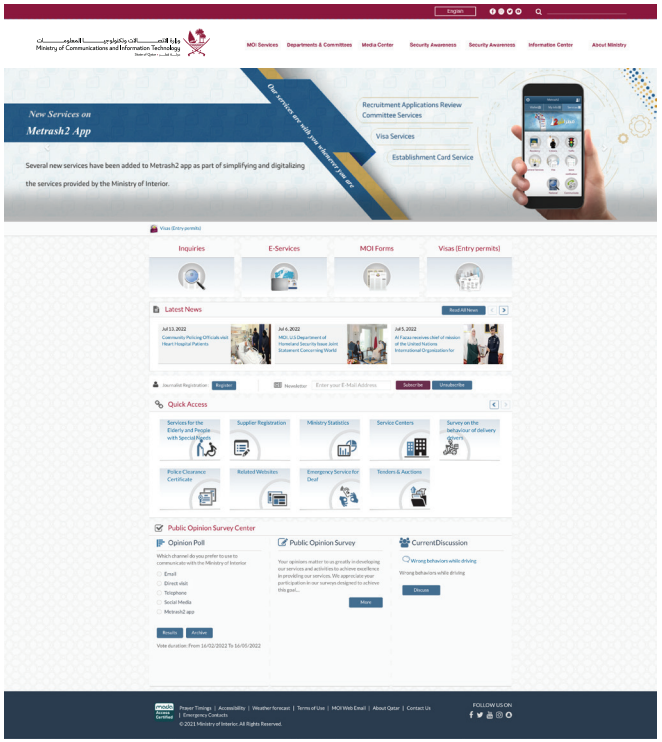
Do not place the logo inside a frame of any kind.

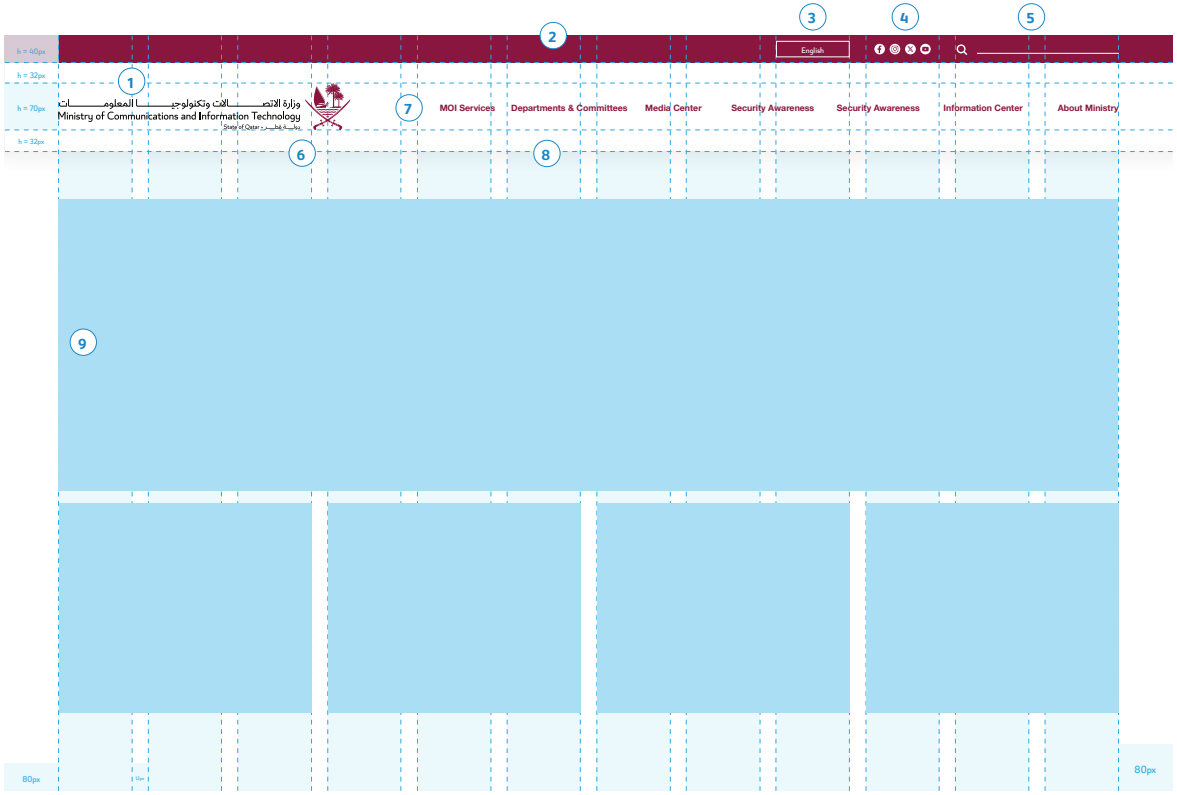
# Website Layout – Desktop

To unify the websites, we have created a unified header and grid system.

Al Adaam, Black, Dune, and White should be the primary colors on the website.

The social media and search icons used on the website should be taken from the provided library and be consistent across all government platforms. It is recommended that the Al Adaam strip serves as the background for the menu items, the logo, and the social media icons.




1. For English websites, the logo should be 70 pixels high and aligned to the left, while for Arabic websites, it should be aligned to the right.
2. This header consists of a strip of Al Adaam colour (#8A1538) with a height of 48 pixels. With the social icons, language button, and search icon, it should be added to the top of the website banner.
3. The language button should be placed beside the social media icons as an outlined button.
4. Social media icons should be placed inside the header strip.
5. The search icon should be placed on the right, beside the language button.
6. Leave a distance of 64 pixels between the logo and the menu items.
7. The menu items and logo should be placed below Al Adaam strip in a white strip of height 100 pixels.
8. Shadow Properties:
   Colour Grey #F2F2F2, Blur 23, X 3 pixel, Y 3 pixel, Transparency 30%
9. The grid is a 12 column grid consisting of an 80 pixel margin and 24 pixel gutters. This should be applied on all web screens.

# Website Layout – Mobile

## Grid

This grid consists of four columns with a margin of 24 pixels and gutters of 24 pixels. Regardless of column width, this can be applied to any mobile screen.

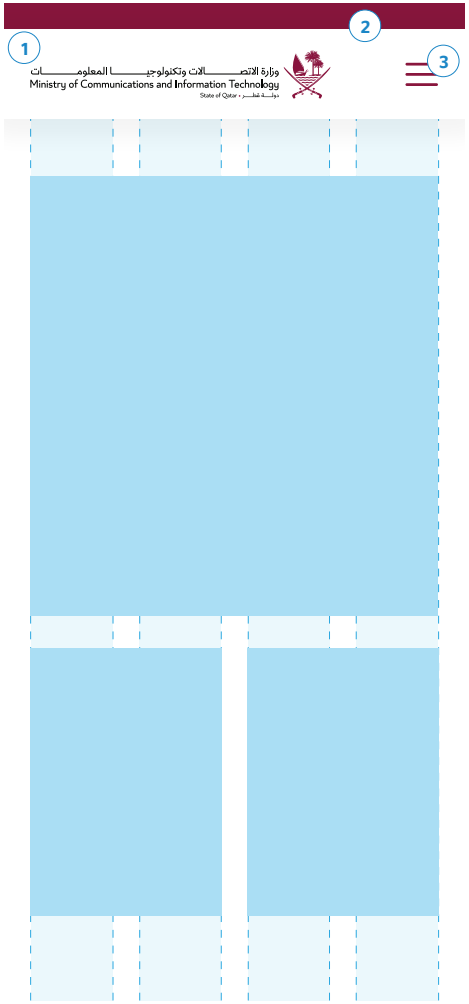
## Header

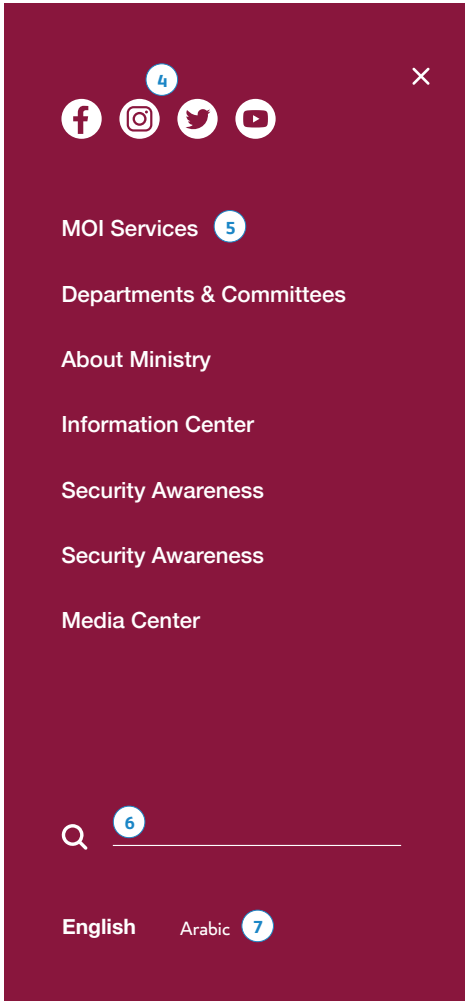
An Al Adaam stripe of 24 pixels is on top, and beneath it is a white strip of 80 pixels with a shadow containing the logo of the corresponding ministry/entity, as shown in the example. The white stripe should also contain the menu icon to the right.

## Menu

This example shows an Al Adaam background with social media icons, menu items, a search bar, and language options in the menu.




1. For mobile, the logo should be at least 45 pixels in height and positioned at the top left in English and top right in Arabic.
2. The top of the mobile header should contain a 24 pixel Al Adaam strip.
3. Inside the main header, and opposite to the logo, there should be a hamburger menu of 30x30 pixels.
4. The social media icons should be placed on top of the menu items and revealed once the hamburger menu is open.
5. Menu items should be placed in the form of a list with arrows for sub-menu items where needed.
6. The search bar should be placed at the bottom of the hamburger menu.
7. Language toggles should be placed at the very bottom of the hamburger menu.

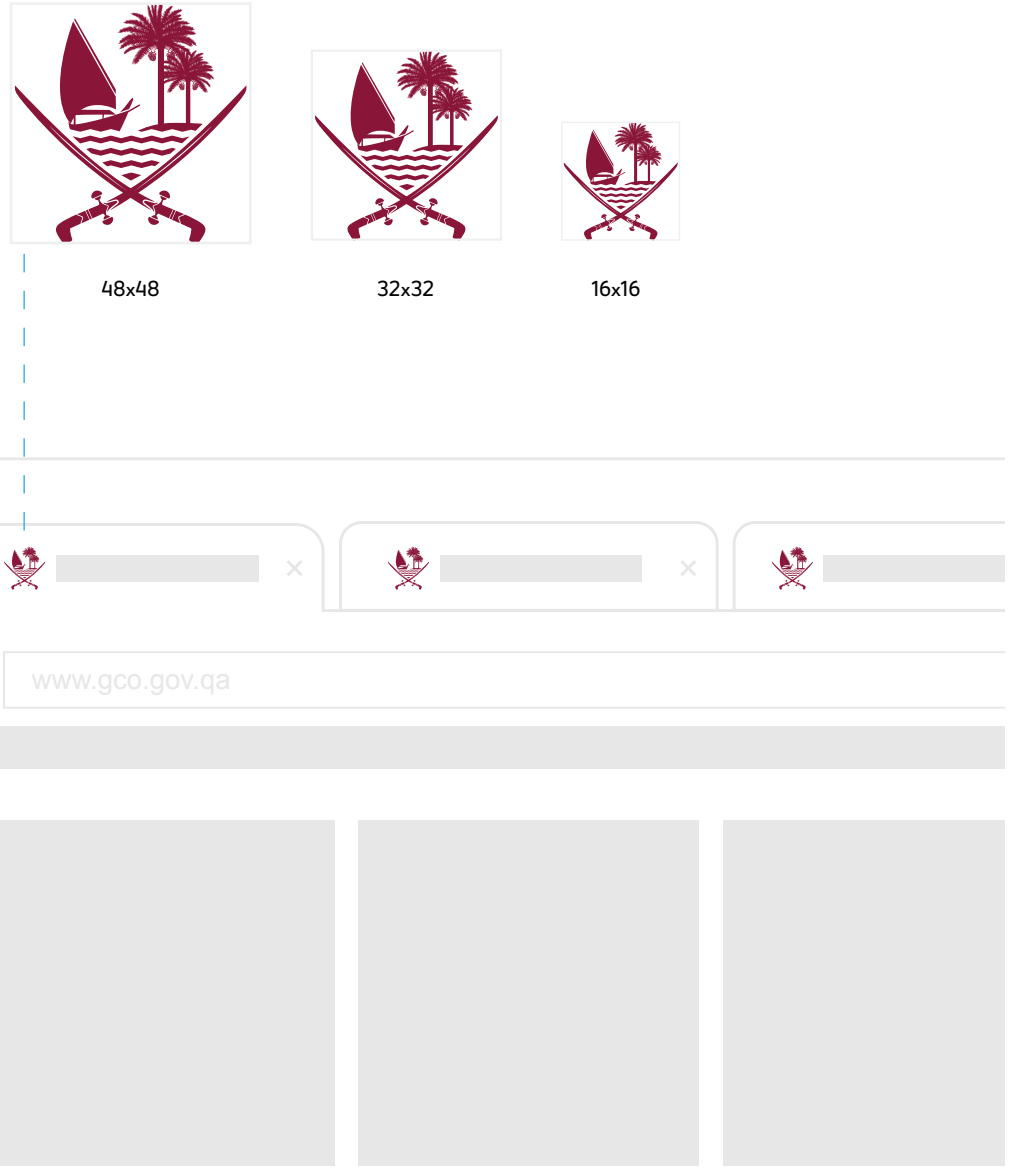
# Favicon

A favicon, which is the icon that shows up beside the website name when opening a tab, is an essential website identifier, underscores brand recognition. The only approved way to use as a favicon is by using the emblem in Al Adaam color, ensuring a uniform and impactful digital representation.

By consistently employing this emblem across platforms, the government of Qatar's brand presence is bolstered, enhancing user engagement and reinforcing its online identity.

- A favicon should be converted to .ico to include all compatible sizes.
- Make sure the favicon is recognisable in smaller sizes.
- Make sure to test your favicon across different browsers and operating systems to ensure consistent display.
- Make sure your favicon has a transparent background as most browsers do not have a white tab colour.
- No margins are needed for the favicon

**Standard favicon sizes go as follows**
**16x16 px** for most browsers
**32x32 px** for higher resolution displays
**48x48 px** for Windows 10 tile icon



# Incorrect Website Usage

- Do not use patterns that do not belong to the brand.
- Do not overcrowd the design; maintain a clean and organised layout.
- Do not use excessive animations that distract from the content.
- Do not neglect mobile responsiveness; ensure a smooth experience on all devices.
- Do not impact load speed with large files.
- Do not forget accessibility; make the site user-friendly for everyone.
- Do not auto-play media that might disrupt the user experience.
- Do not overlook clear “Call to Action” buttons; guide users with actionable buttons.
- Do not sacrifice consistency; keep branding cohesive.
- Do not use low-quality images; maintain a professional look.
- Do not leave outdated content; update regularly.
- Do not disregard copyright; only use authorised content.
- Do not omit contact information; make it easily accessible.
- Do not compromise security; implement encryption and safety measures.

09

# Video

# General Overview

These video guidelines are set to establish brand consistency across all video content. Encompassing logo placement, outros, lower thirds, overlays, and subtitles They elevate recognition, reinforce messaging, and ensure clear communication, resulting in impactful and engaging content.

### Safe Area

A “safe area” in video refers to the inner portion of the screen where content is guaranteed to be visible across various devices and displays. It ensures that crucial information like text, graphics, and important visual elements remain fully viewable, even on screens with potential overscan issues.

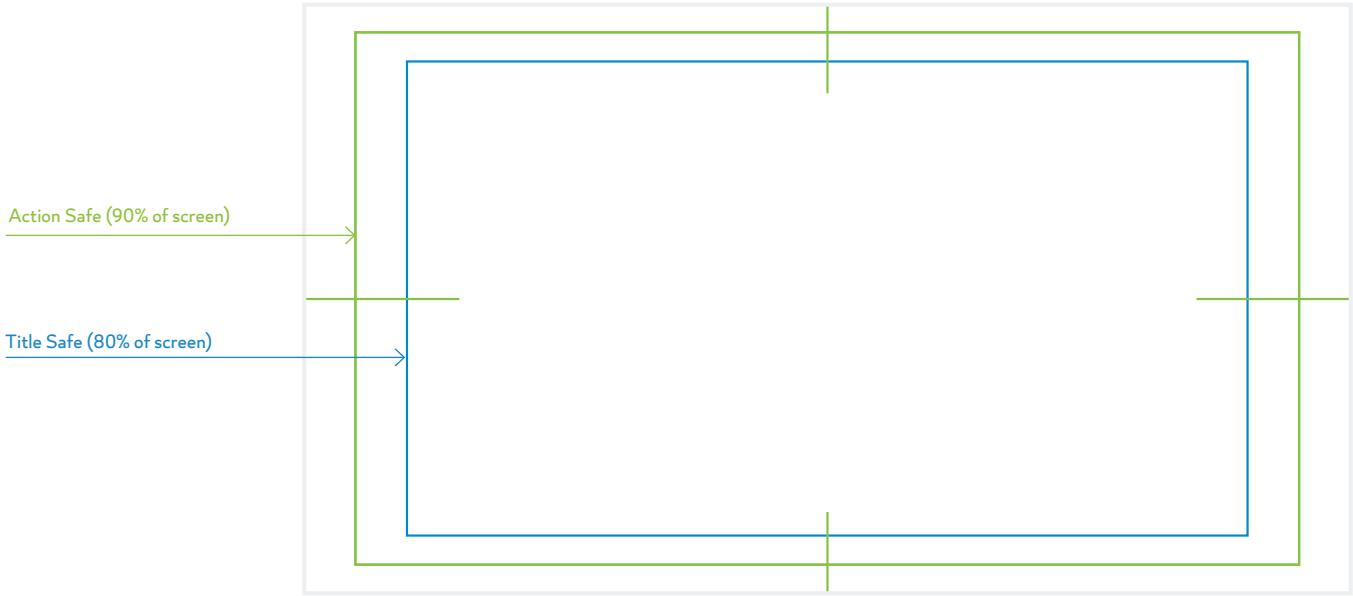
Utilising the safe area is essential to maintain content legibility and user experience, making it a fundamental practice in video production for widespread accessibility.

### Action Safe (90%)

The action safe area in videos encompasses the innermost 90% of the screen’s dimensions (framed in green). It defines the region where critical visual content, such as characters and important objects, should be positioned to ensure their visibility across various displays.

### Title Safe (80%)

The title safe area extends to 80% of the screen’s dimensions (framed in blue). This zone is especially reserved for essential text and graphics, preventing them from getting cut off or obscured on screens with potential overscan, ensuring optimal readability and visual communication.




Safe area example ratio 9:16

# Video Elements

**A. Outro**
The outro is the final screen that displays at the end of any video.

**B. Lower Thirds**
Video lower thirds are graphic items placed at the bottom third of the video display names and positions of featured individuals.

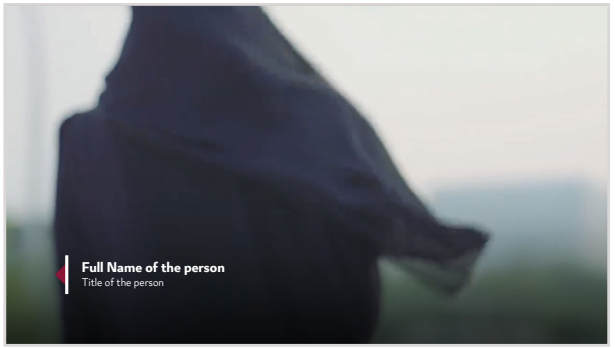
**C. Subtitles**
Subtitles refer to the text presented within the video, showcasing speech or narration in either Arabic or English. Their purpose is to visually enhance the comprehension of the video's content.

**D. Title**
Titles refer to the content presented in either Arabic or English. Their purpose is to visually enhance the comprehension of the video's content.

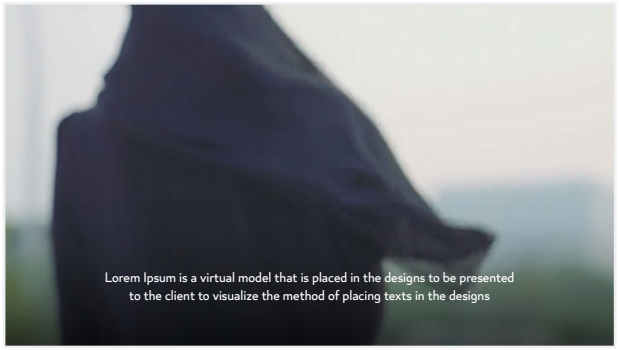
### A. Outro



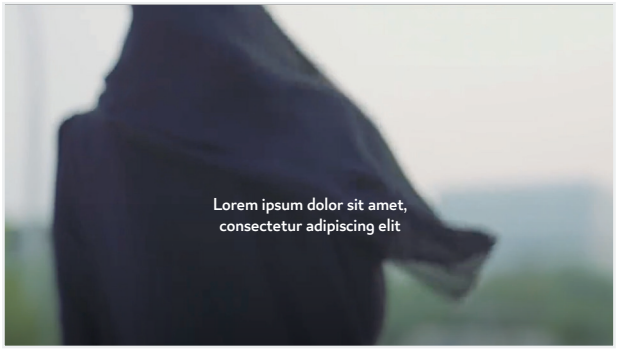

### B. Lower thirds




### C. Subtitles




### D. Titles



# Outro Overview

The closing screen for videos should be consistent and feature the entity logo.

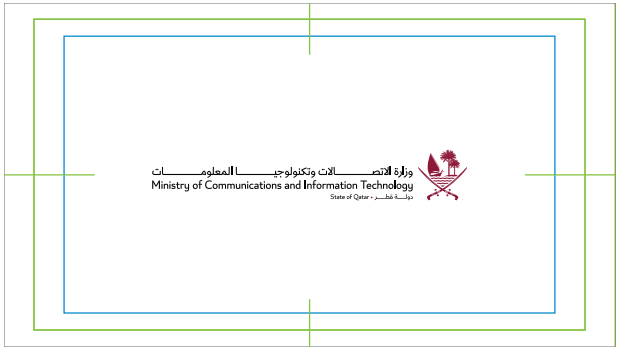
It is recommended to use the primary logo whenever possible. However, the secondary logo is also allowed.

The logo should always align to the center of the video within the “Title Safe” area, framed in blue.

- Always center the logo to the screen.
- Always place logo on white background.

The sizes change between the long and short logos on different ratios, which will be seen in the next page.

**A. Primary logo – Horizontal with long name**




**B. Primary logo – Horizontal with short name**




**C. Secondary logo – Vertical with long name**




**D. Secondary logo – Vertical with short name**



# Outro Specifications

The closing section at the end of the video must end with the entity's logo to identify its affiliation.

The examples here outline the recommended size for logos according to the most popular ratios and specifications.

For any specifications that are not mentioned in the examples, it is essential that the logo be positioned in the center of the "Title Safe" area.




Outro example with primary logo on ratio 9:16




Outro example with secondary logo on ratio 9:16

16:9

**Video ratio 9:16 (Size 1920x1080)**

| | |
|---|---|
| A. Primary logo - Long name | (H) 160 pixels |
| B. Primary logo - Short name | (H) 180 pixels |
| C. Secondary logo - Long name | (H) 320 pixels |
| D. Secondary logo - Short name | (H) 320 pixels |

9:16

**Video ratio 16:9 (Size 1080x1920)**

| | |
|---|---|
| A. Primary logo - Long name | (H) 100 pixels |
| B. Primary logo - Short name | (H) 160 pixels |
| C. Secondary logo - Long name | (H) 200 pixels |
| D. Secondary logo - Short name | (H) 300 pixels |

1:1

**Video ratio 1:1 (Size 1080x1080)**

| | |
|---|---|
| A. Primary logo - Long name | (H) 100 pixels |
| B. Primary logo - Short name | (H) 160 pixels |
| C. Secondary logo - Long name | (H) 200 pixels |
| D. Secondary logo - Short name | (H) 300 pixels |

4:5

**Video ratio 4:5 (Size 1080x1350)**

| | |
|---|---|
| A. Primary logo - Long name | (H) 100 pixels |
| B. Primary logo - Short name | (H) 150 pixels |
| C. Secondary logo - Long name | (H) 210 pixels |
| D. Secondary logo - Short name | (H) 300 pixels |

# Lower Thirds Overview

Video lower thirds display the full name and positions of featured individuals. The brand's lower third design includes a minimal line and diamond above, accompanied by the person's full name and title for identification purposes. The lower thirds should always be aligned to the left in English (as seen in examples A and C) and right in Arabic (as seen in examples B and D).

While the general specifications of the lower thirds applies to all video sizes and languages, there are some key differences concerning the font and diamond sizes for each screen.

**The clear space of the lower thirds is equal to X as highlighted in blue. X is the distance between the "Action safe" line and the "Title safe" line.**

**Graphic elements:**

- The white line should be 10 pt thick and 3X long
- Starts at X distance from the bottom of the title safe frame as highlighted in blue.
- Aligned with the inner safety area frame "Title Safe".
- Diamond width is equal to X.
- Half of the diamond is aligned to the outer side of the line.

**Text:**

- Composed of title and subtitle as shown.
- Clear space between the white line and the text is equal to X as highlighted in red.
- Middle aligned to the white line.

## Variations

The lower thirds element can be used in two different forms:

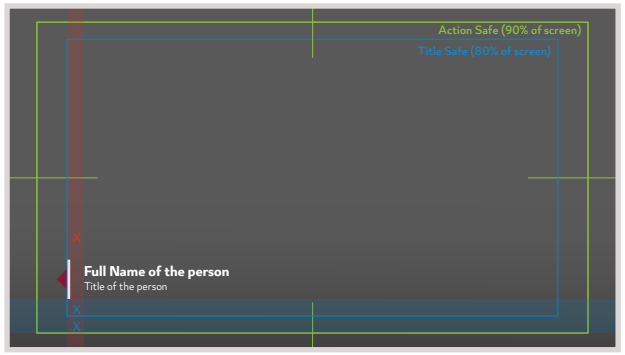
**1. No background (Examples A and B)**

Text appears in white with no background color.

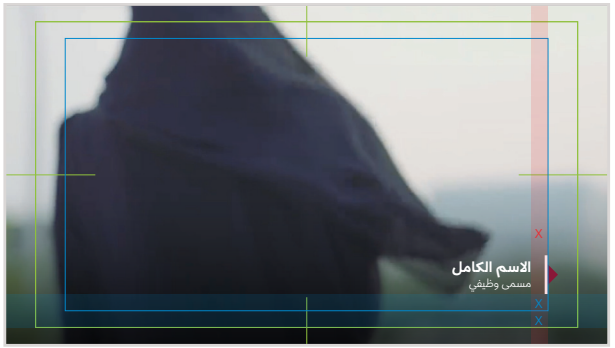
**2. Al Adaam colour background (Examples C and D)**

- Al Adaam colour block behind text.
- Height of block is the same as the line.
- Width of block extends till the middle of the screen.

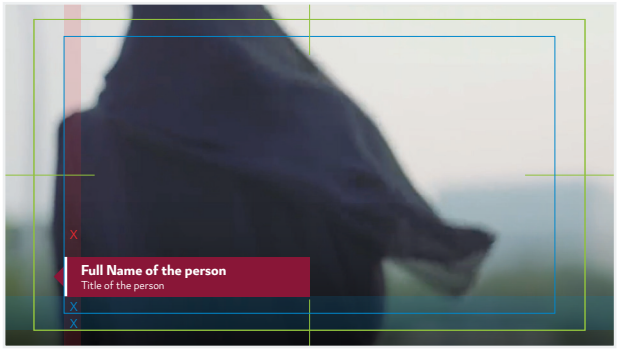
**A. English lower thirds - No background**



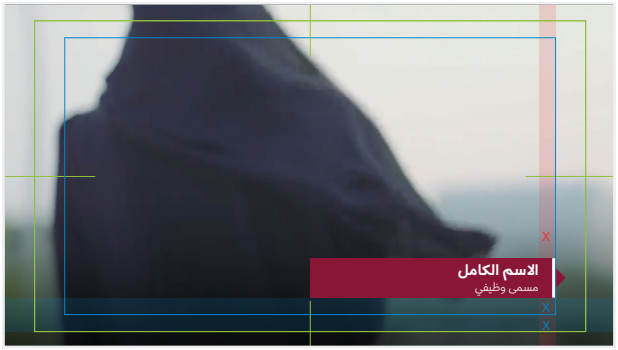

**B. Arabic lower thirds - No background**




**C. English lower thirds - Al Adaam colour background**

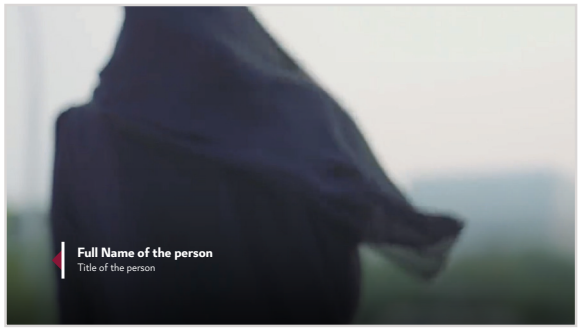



**D. Arabic lower thirds - Al Adaam colour background**



# Lower Thirds Specifications

The lower thirds design and animation as mentioned previously in the overview section should be applied to any video size. However, text size will vary based on the video ratio to ensure optimal visibility. The specifications here outline the necessary font sizes for standard screen sizes.




English lower thirds on ratio 9:16




Arabic lower thirds on ratio 9:16

16:9

**Video ratio 9:16 (Size 1920x1080)**

| | |
|---|---|
| **Name** | Lusail Bold 50pt |
| **Title** | Lusail Regular 40pt |

9:16

**Video ratio 16:9 (Size 1080x1920)**

| | |
|---|---|
| **Name** | Lusail Bold 50pt |
| **Title** | Lusail Regular 40pt |

1:1

**Video ratio 1:1 (Size 1080x1080)**

| | |
|---|---|
| **Name** | Lusail Bold 40pt |
| **Title** | Lusail Regular 30pt |

4:5

**Video ratio 4:5 (Size 1080x1350)**

| | |
|---|---|
| **Name** | Lusail Bold 40pt |
| **Title** | Lusail Regular 30pt |

# Lower Thirds Animation

The lower third will be animated in and out of the screen when someone needs to be introduced. You will find a step-by-step guide to this animation in the storyboard to the right consisting of:

**Frame 1**
The animation begins by displaying an outline of a diamond shape, which zooms in and rotates to the center of the screen. This diamond will match the size of the diamond featured in the lower third and will have an outer outline stroke of 10 pt.

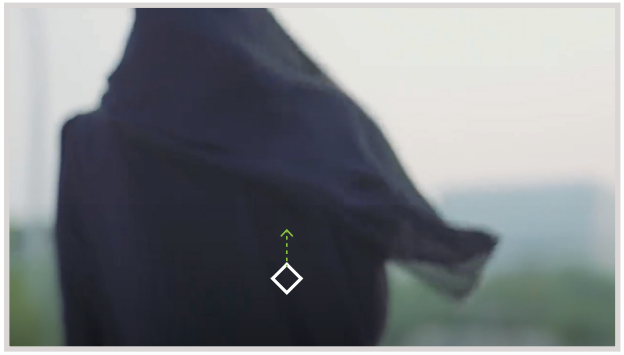
**Frame 2**
The diamond will then move to the left revealing the title and subtitle of the lower third via masking.

**Frame 3**
Once the full name is revealed the diamond reaches the final position and the Al Adaam coloured diamond will zoom in beneath it while the line scales from bottom to top.

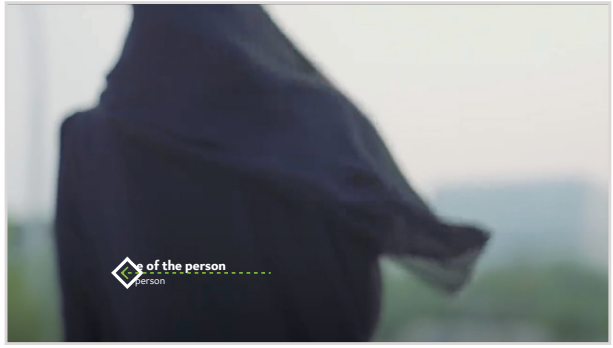
**Frame 4**
The outlined diamond zooms out of the screen leaving behind the Al Adaam diamond to take proper position.

**Frame 5**
The final form of the lower third would take shape and remain on the screen for a few seconds.

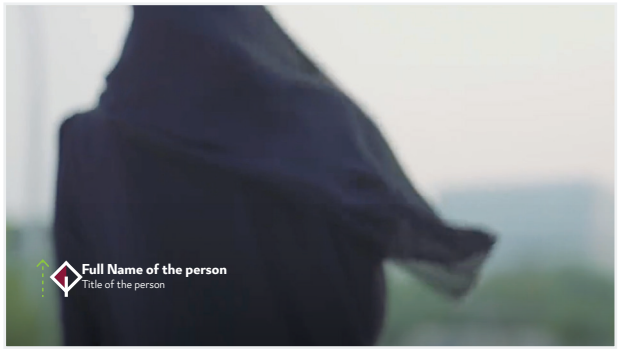
**Frame 6**
The entire animation will reverse creating the outro of the lower third to be animated out of the screen.



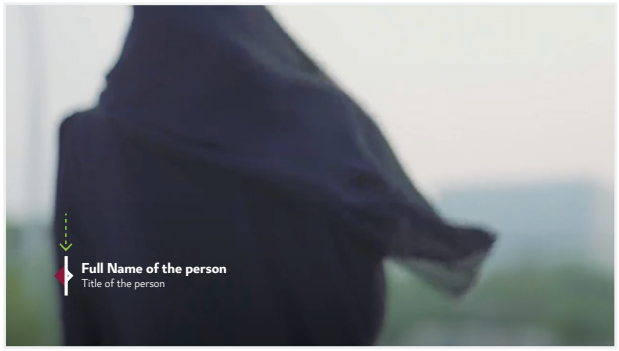
**Frame 1**



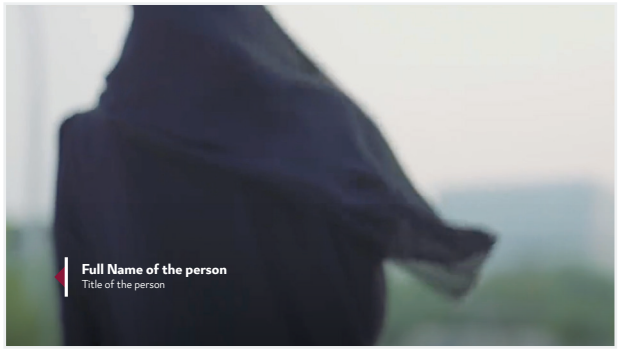
**Frame 2**



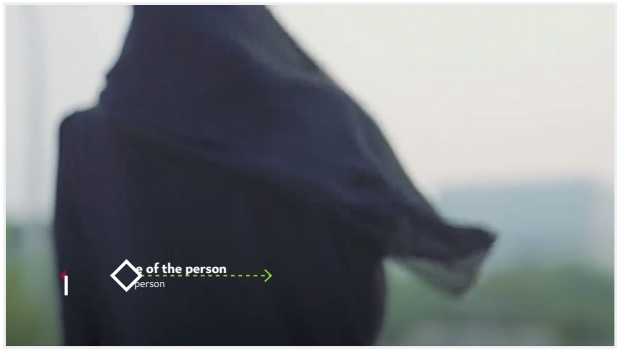

**Frame 3**




**Frame 4**




**Frame 5**



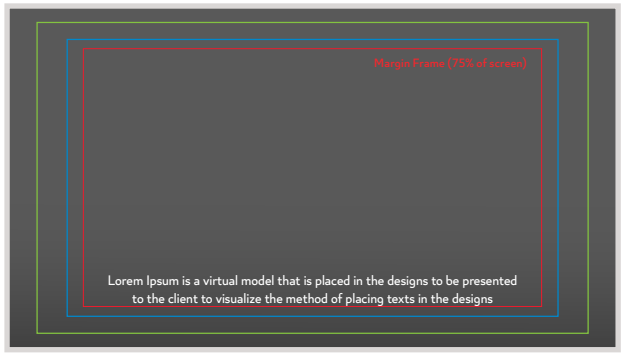
**Frame 6**

# Subtitles Overview

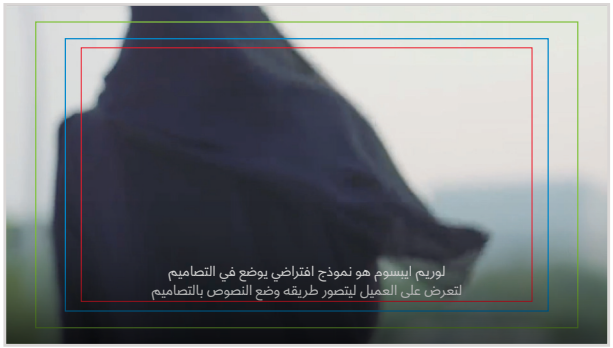
For optimal consistensy, the subtitles must follow a few simple rules:

- Subtitles need to adhere to the 75% Margin Frame, which is highlighted in red.
- The text frame should be aligned to the bottom.
- Do not exceed two lines of text in one frame.
- Text should always be center aligned.
- The text colour can be either White or Al Adaam, depending on the background.

### A. English subtitles - White colour




### B. Arabic subtitles - White colour




### C. English subtitles - Al Adaam colour



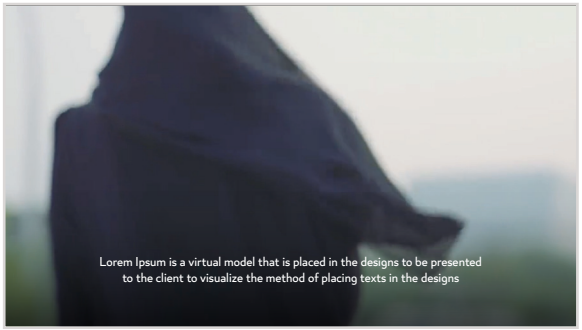

### D. Arabic subtitles - Al Adaam colour



# Subtitles Specifications

Ensuring optimal visibility and legibility is crucial for subtitles. To achieve high quality, it's advised to adhere to the specifications provided here.

For consistent quality, apply the 75% Margin Frame across all video ratios. Avoid aligning text outside this defined margin, as outlined in the subtitle overview section.




English subtitles on ratio 9:16




Arabic subtitles on ratio 9:16

16:9

**Video ratio 9:16 (Size 1920x1080)**

| | |
|---|---|
| **Font** | Lusail Regular |
| **Minimum font size** | 48 pt |

9:16

**Video ratio 16:9 (Size 1080x1920)**

| | |
|---|---|
| **Font** | Lusail Regular |
| **Minimum font size** | 40 pt |

1:1

**Video ratio 1:1 (Size 1080x1080)**

| | |
|---|---|
| **Font** | Lusail Regular |
| **Minimum font size** | 35 pt |

4:5

**Video ratio 4:5 (Size 1080x1350)**

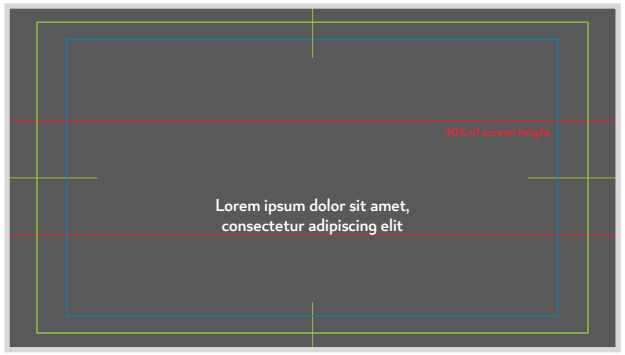
| | |
|---|---|
| **Font** | Lusail Regular |
| **Minimum font size** | 38 pt |

# Titles Overview

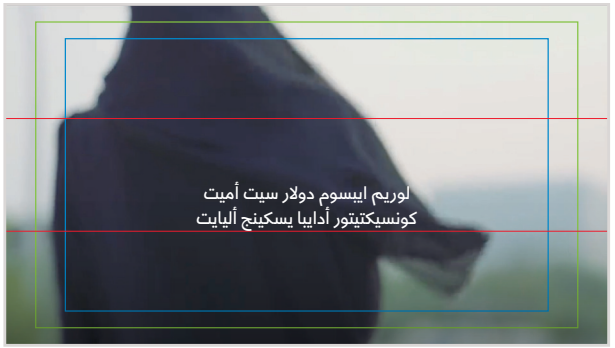
For optimal consistensy, the titles must follow a few simple rules:

- Titles should be positioned in the lower third of the screen, marked in red.
- The text should consistently maintain a center alignment.
- Leading should always be set to Auto.
- The text colour can be either White or Al Adaam, depending on the background.

**A. English titles - White colour**




**B. Arabic titles - White colour**




**C. English titles - Al Adaam colour**



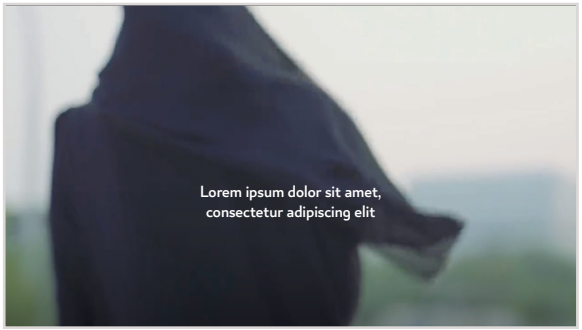

**D. Arabic titles - Al Adaam colour**



# Titles Specifications

Titles need to be both legible and distinguished from subtitles, therefore they need to be placed at a higher position and have a larger font size.

Please follow the following guidelines regarding the font size on different screen sizes for the title.




English subtitles on ratio 9:16




Arabic subtitles on ratio 9:16

16:9

**Video ratio 9:16 (Size 1920x1080)**

| | |
|---|---|
| **Font** | Lusail Regular |
| **Minimum font size** | 60 pt |

1:1

**Video ratio 1:1 (Size 1080x1080)**

| | |
|---|---|
| **Font** | Lusail Regular |
| **Minimum font size** | 50 pt |

9:16

**Video ratio 16:9 (Size 1080x1920)**

| | |
|---|---|
| **Font** | Lusail Regular |
| **Minimum font size** | 50 pt |

4:5

**Video ratio 4:5 (Size 1080x1350)**

| | |
|---|---|
| **Font** | Lusail Regular |
| **Minimum font size** | 50 pt |

# Overlay Specifications

Integrating a gradient overlay behind text in videos is a strategic method for enhancing legibility.

By smoothly blending hues, this technique creates a subtle contrast between text and background, ensuring optimal legibility even amidst varying visuals.

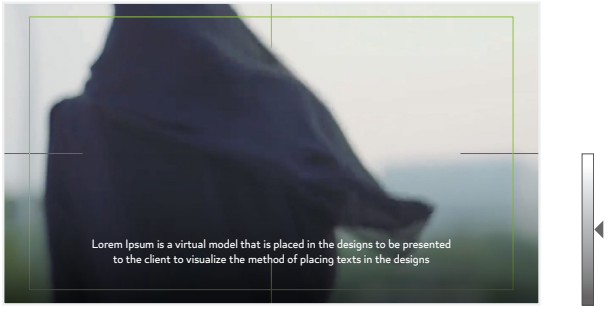
**Specifications:**
There are two types of gradient overlay that are employed based on the background colours:

**1. Dark background (Examples A and B)**
A black gradient with 0% opacity from the center of the screen (highlighted in red, as shown in example A) to black with 100% opacity toward the bottom of the screen. The effect is always set to multiply, and the opacity can range from 100% to 30%.

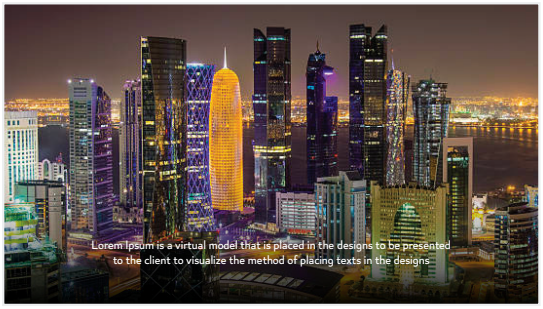
**2. Light background (Examples C and D)**
A white gradient with 0% opacity from the center of the screen to white with 60% opacity towards the bottom of the screen. The effect is always set to normal, and the opacity can range from 60% to 30%.

Various backgrounds might require varying opacities for the gradient overlay, as demonstrated in the recommendations on the left. It's important to assess your video carefully to identify the optimal opacity that aligns with the overall tone, whether it's dark, light, or dynamically busy.

**A. Black gradient overlay (70 to 30% Opacity - Multiply)**




**B. Black gradient overlay (100% Opacity - Multiply)**




**C. White gradient overlay (30% Opacity - Normal)**




**D. White gradient overlayd (60% Opacity - Normal)**



# Combination Specifications

In specific scenarios, you may need to display subtitles and lower thirds simultaneously. To guarantee a clear and effective presentation of the content, please follow these guidelines:

**Subtitles:**

- Limit the text to one line only (rather than two lines, which is permitted when subtitles appear without lower thirds).
- The text should always be aligned to the lower side of the “Title Safe” area, and never aligned to the top.

**Lower thirds:**

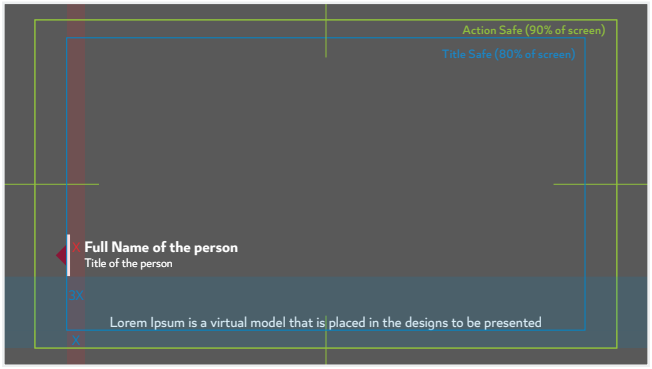
- The text’s distance from the inner “Title Safe” area will be adjusted to 3X instead of X to provide ample space for the subtitles.
- The font size, diamond size, and line weight will remain consistent as per the established ratios.
- The line will always be connected to the bottom of the video and will follow the same animation as mentioned in the lower thirds overview.

Please refer to the images on the side for a better understanding of how the guides will transform when these two elements appear together.

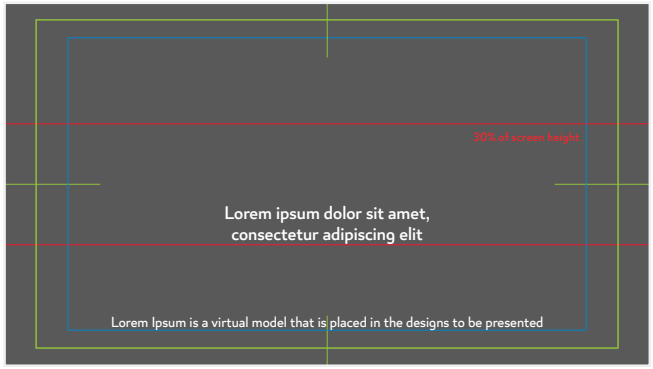
These specifications apply across all sizes and are subject to variation based on X, which represents the distance between the outer and inner frame.

**Titles:**
Titles and subtitles can be used together without the need for any modifications, provided that the initial rules are adhered to for both, as they do not overlap.

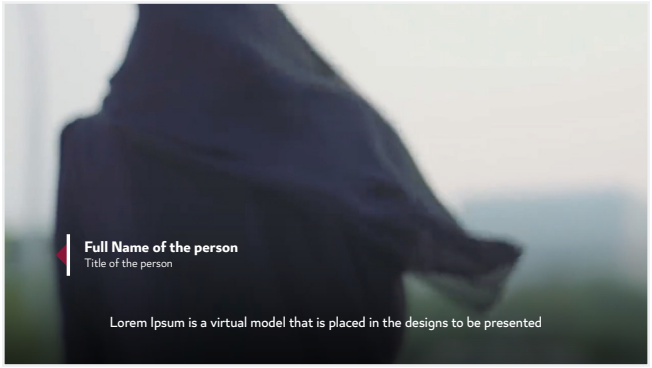
**Subtitles with lower thirds**



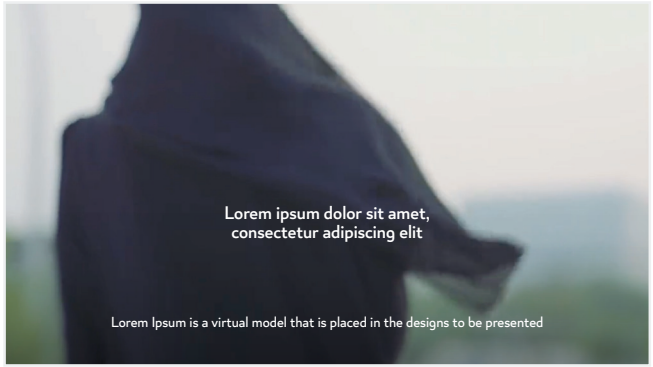

**Subtitles with titles**




**Subtitles with lower thirds**




**Subtitles with titles**



# Reels Specifications

Reels follow the general guidelines previously set, incorporating a few specific distinctions to tailor the content to various platforms and ensure its visiblity to all.

**Main grid:**
Reels have a distinct grid structure compared to most other sizes, primarily due to elements on various platforms that obstruct the visibility of title text.

Action Safe frame: 90% of the screen
Title Safe frame: 70% of the screen
Bottom Margin: 420px

**Overlay:**
The overlay will cover the entire artwork.

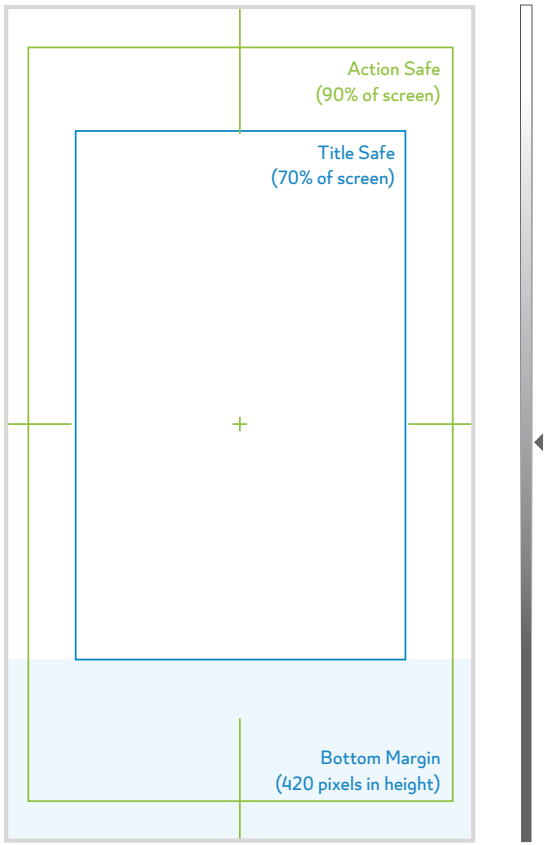
**A. Outro:**
The secondary logo is recommended to be used in reels.

**B. Lower thirds:**
Lower thirds will be placed at an X distance from the lower “Title Safe” margin, where X is the distance between the “Title Safe” and the “Action Safe” frames, as highlighted in example B.

**B. Subtitles:**
Subtitles will be positioned in alignment with the lower edge of the “Title Safe” frame, as demonstrated in example C.

**D. Titles:**
The title safe frame will be split in thirds, with the title aligned from the bottom up to the lower 30% of the frame, as demonstrated in example D.

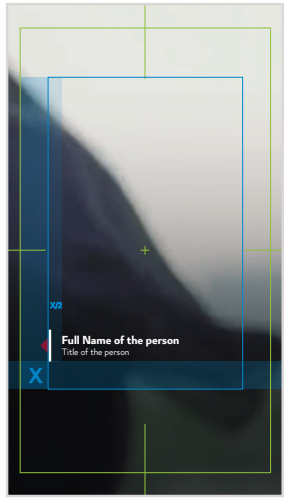
**Main grid**



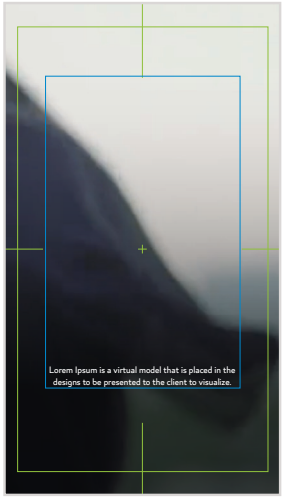

**A. Outro**



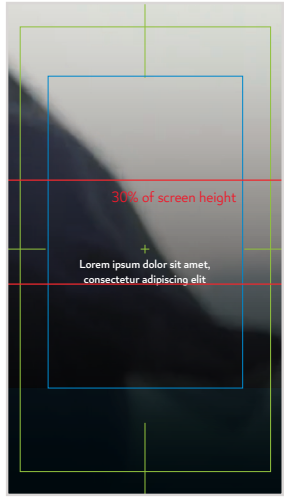

**B. Lower thirds**



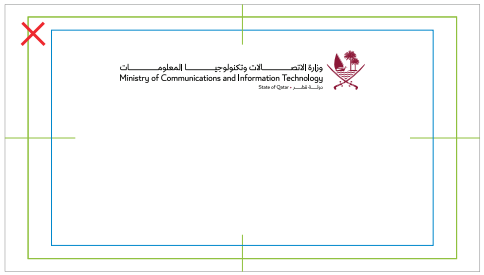

**C. Subtitles**




**D. Titles**



# Incorrect Video Usage




Do not align the logo at the top or bottom when it is standing alone.



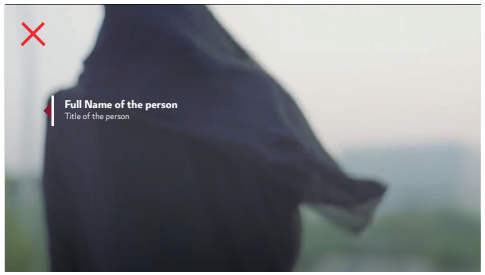

Do not exceed the logo size to the “Title Safe” or the “Action safe” frame.



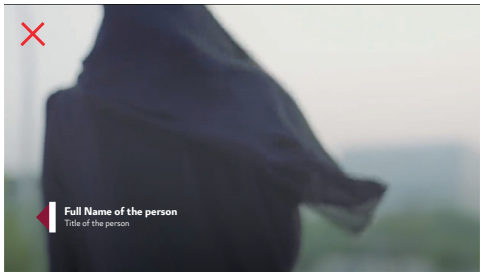

Do not use the logo on any background with an image.



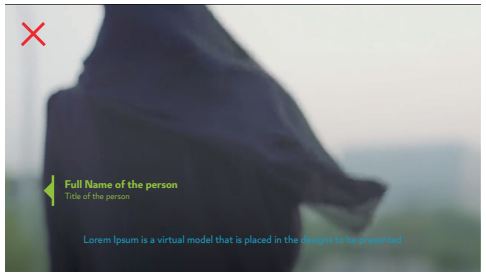

Do not use the colored logo on any coloured background.



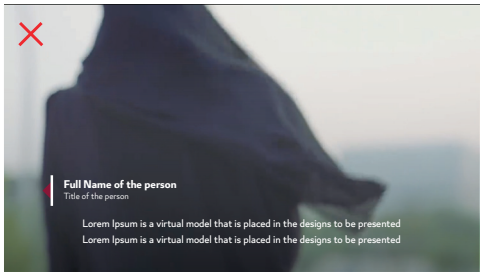

Do not extend the lower third distance when is not necessarly.



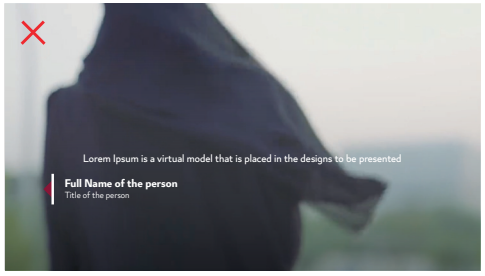

Do not enlarge the diamond or make the line thicker.



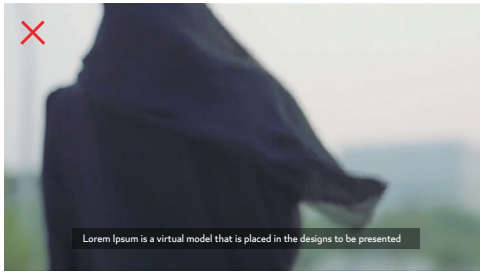

Do not use any colours for the subtitle or the lower third.



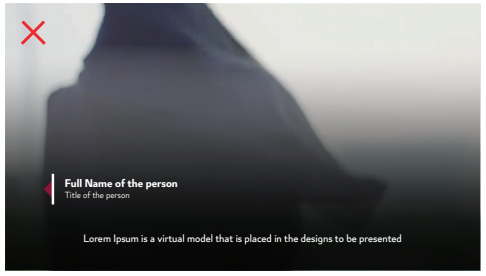

Do not allow subtitles to exceed one line when appearing with a lower third.



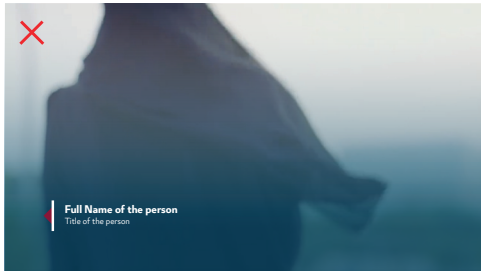

Do not change the subtitle placement or align it above the lower third.




Do not add any shapes befind the subtitle.




Do not make the overlay too dark.




Do not change the overlay colour.

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# Microsoft Office

# MS Word Templates

MS Word templates are available in Arabic, English and bilingual versions.

Word documents can only be formatted with the Calibri system fonts for Arabic and English.

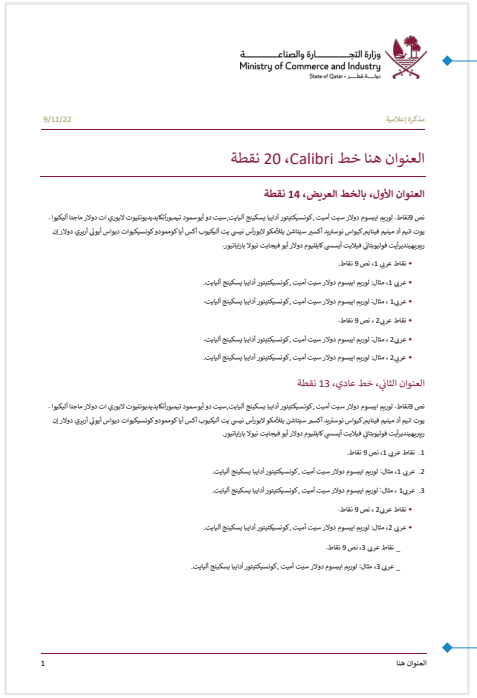
In all documents, the logo height is 1.8 cm, and the logos are always aligned at the top.

The standard margins across the document is 2.54 cm.

Header and footer are always included in MS Word templates:

1. The header consists of the logo, the section name and the date.
2. The footer consists of the document title and page numbering.

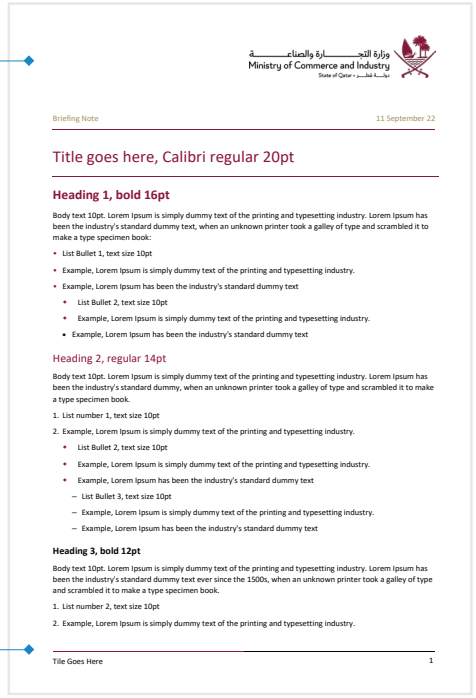
For consistency across government visual communications, templates have pre-set styles and design systems based on the primary and secondary colours of the government.




**Arabic**




**Bilingual**

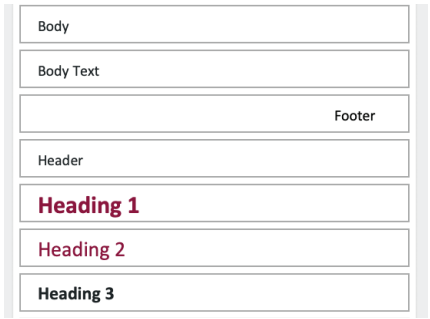


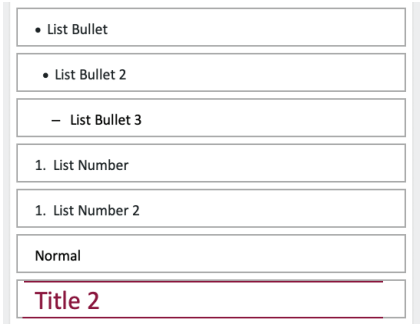

**English**

## Table and pane style examples

| عنوان جدول الأول | عنوان جدول الثاني | عنوان جدول الثالث | عنوان جدول الرابع |
|---|---|---|---|
| السطر الأول | النص / الرقم | النص / الرقم | النص / الرقم |
| السطر الثاني | النص / الرقم | النص / الرقم | النص / الرقم |
| السطر الثالث | النص / الرقم | النص / الرقم | النص / الرقم |

| Heading Grey C1 | Heading Grey C2 | Heading Grey C3 | Heading Grey C4 |
|---|---|---|---|
| **First Row** | Text/Number | Text/Number | Text/Number |
| **Second Row** | Text/Number | Text/Number | Text/Number |
| **Third Row** | Text/Number | Text/Number | Text/Number |



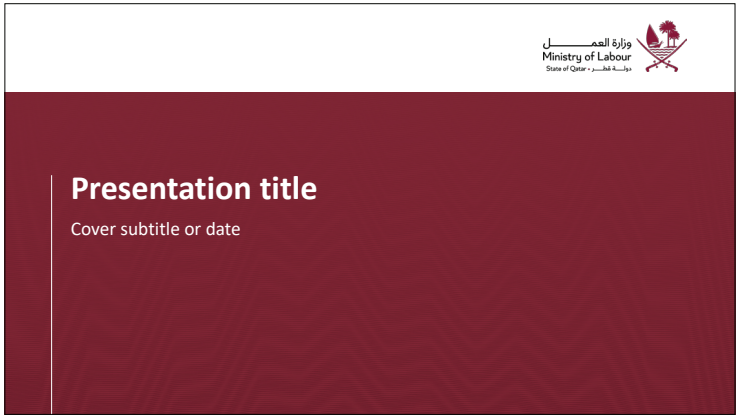
# PowerPoint Presentation Templates

Each ministry will be able to download a PowerPoint template with pre-designed master slide layouts.

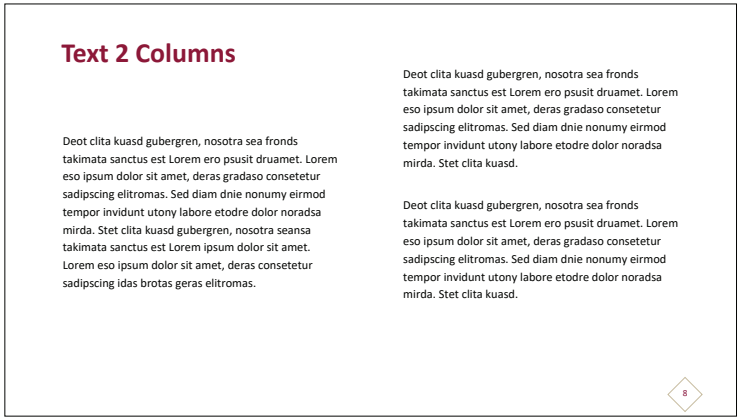
Various slide options for images and text are included in the master presentation, which is designed to support all types of presentations.

In addition, it includes a library of predesigned charts, bars, graphics and icons.

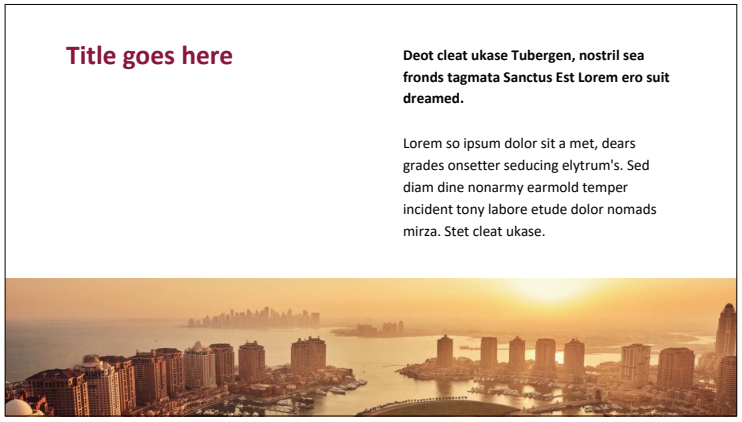
On the right, you will find some examples.




**Cover page**




**Text page example**




**Text with photo**




**Icon library**

# Incorrect Microsoft Usage

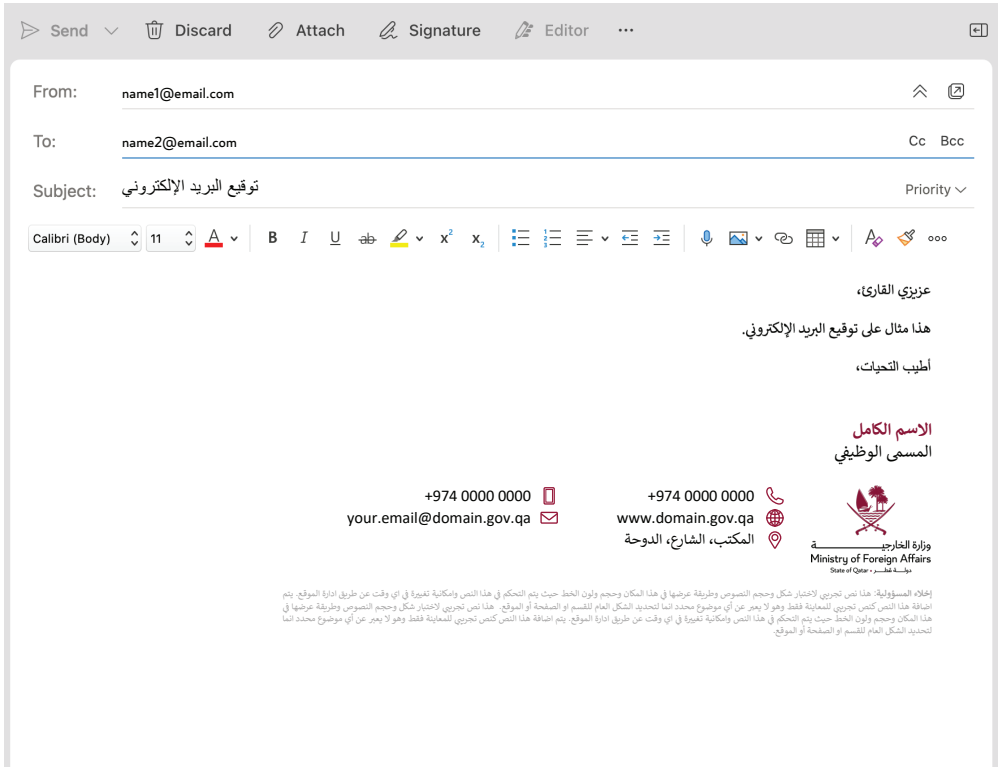
- Do not create a Word document or PowerPoint template; use the templates provided from GBA. The colour theme and style guide are already set for consistency and ease.
- Do not mix fonts by using Calibri and Lusail in the same document; double check the font type.
- Do not use different font sizes for titles and subtitles on different pages/slides; keep size consistent across all pages.
- Do not add any colours that are not related to the brand identity.
- Do not change the visual style; utilize visuals, slides, charts, and graphics that reflect the brand identity.
- Do not use icons that are not as per the brand identity system, follow the brand icon style.
- Do not use other graphic elements that do not belong to the brand.
- Do not forget accessibility; build a user-friendly Microsoft documents.
- Do not use low-quality images; maintain a professional look.

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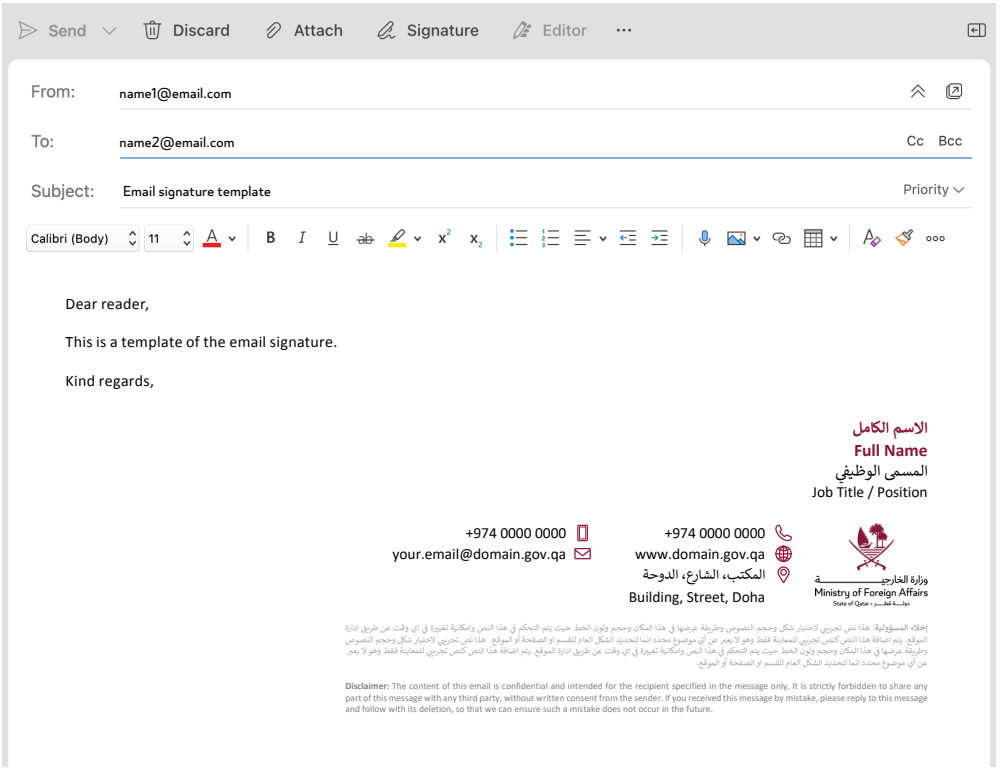
# Emails

# Email Signature

### Arabic email signature




### Bilingual email signature




There are two email signature format, Arabic and Bilingual.

**The email signature consists of the following order:**
1- Full name
2- Job title / Position
3- Ministry logo and contact details
4- Disclaimer

The Arabic logo and content are always aligned to the right, while the English logo and content are always aligned to the left.

Email signatures are formatted and can be copied and pasted for each individual to update with their details.

**Please follow the below size when writing an email:**
Body text: 12pt, #000000
Full name: 12pt, #8A1538
Job title / Position: 10.5pt, #00000
Ministry logo: Full colour, height 2 cm
Contact details: 10.5pt, #000000
Disclaimer: 6.5pt, # A6A6A6

# Incorrect Email Signature Usage

- Do not create the email template on your own, use the format shared by GBA or your IT department.
- Do not replace the secondary logo with primary logo; all email signatures must use the secondary logo.
- Do not change the signature alignment; it should always be right aligned for both Arabic and English.
- Do not change the order of the signature content; the logo should always be positioned in the first column, farthers to the right. The contact details should follow in the second and third columns.
- Do not replace the email signature icons.
- Do not change the placecment of the signature; the signature should always follow the sender's Full Name and Job Title and appear before the disclaimer.

