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Brand elements overview

Qatar Airways corporate logo

![Qatar Airways logo](image)

Corporate font English

- **Jotia Light**
  - Arabic: أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ
  - Numbers: ٠٩٨٧٦٥٤٣٢١

- **Jotia Medium**
  - Arabic: أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ
  - Numbers: ٠٩٨٧٦٥٤٣٢١

Corporate font Arabic

- **Qatar Airways Normal**
  - Arabic: أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ
  - Numbers: ٠٩٨٧٦٥٤٣٢١

- **Qatar Airways Medium**
  - Arabic: أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ
  - Numbers: ٠٩٨٧٦٥٤٣٢١

Colour palette

![Colour palette](image)

The motif

![The motif](image)

The wave motif

![The wave motif](image)

The ribbon

![The ribbon](image)

The wave

![The wave](image)
Corporate logo application

The Qatar Airways logo is formed by two compositional elements:

1. Oryx pictograph
2. Logotype

The purpose of managing properly the usage of the logo is to ensure its consistent application across the different visual communications, and to generate a strong visual identity for the brand.

There should be no deviation from the examples featured in this section.

Please note:
The logo, in all its variations, must not be typeset, traced, re-spaced, re-drawn or modified in any form. The proportions, spacing, relative positioning and colours must remain consistent.
The logo should always be applied in the correct way, with a proper alignment and size that allows the logo to be perfectly displayed keeping consistency through all the brand communications.

There are two Qatar Airways corporate logo alignments: horizontal (preferred) and stacked. The stacked logo should only be used when the horizontal version cannot be used.

The corporate logo should be used for business communication.

The monochrome logo should be used when; printing is limited to one colour or does not provide sufficient contrast against the background, as a watermark, or if only one colour of ink, paint, stitching or engraving is possible. One-colour logos should always appear in either 70% black or white.
Colours

When using the Qatar Airways logo, it should always be applied using the colour palette. Representation of both the CMYK and PMS colour breakdowns may vary depending on paper, tint, post-impression treatments, print process used, etc. RGB colours may vary, depending on the display unit. For printing, it is always recommended to apply the logo using the brand PANTONE® inks (spot colour printing); if there is a need of using four colour process printing (CMYK), it is important to do the proper test to verify that the colours are as close to the colour references as possible. For non-traditional reproduction methods such as embroidery and silk-screening, make a visual match to the PANTONE® specifications.

Colour palette

Please note:
While this example depicts only the full-colour horizontal logo, the principles apply to all versions of the logo.
Minimum size application

Minimum sizes have been set for the logo to ensure legibility at all times. The logo should never appear smaller than the recommended minimum size.

Print
Minimum size

Small use version
When there is a need of applying the logo below 7mm (high). The Arabic text and oryx pictograph have been adjusted to ensure more legibility and clarity. It should not be reproduced below 7mm.

Please note:
While this example depicts only the full-colour horizontal logo, the principles apply to all colour applications of the logo.
Clear space

The logo must always be applied with a clear space area that allows for perfect legibility. This minimum clear space is established from the character ‘Q’ from the logo itself. It should always be surrounded with the ‘Q’ clear space from all sides in both logo variations.

Please note:
While this example depicts only the full-colour horizontal logo, the principles apply to all colour applications of the logo.
**Incorrect usage**

It is important that the logo always has perfect legibility; it should never be applied on any background that interferes or does not let the logo be read perfectly. The logo should always be consistent and never distorted, stretched or managed inappropriately.

These examples illustrate incorrect applications of the logo.

- **DO NOT** place the full-colour logo on any coloured backgrounds which are darker than 15% greyscale.
- **DO NOT** distort or change the position of the logo elements.
- **DO NOT** place any additional information within the clear space area.
- **DO NOT** position the logo on a detailed or busy image. Always position it in an area of clear space.
- **DO NOT** alter the colour of the logo.
- **DO NOT** use the logo in QR Burgundy, Grey 2 and black over a dark background.
- **DO NOT** use the reversed white logo on a light or white background.

Please note:
While these examples depict only the horizontal version, the principles apply to all versions of the logo.
In most occasions when Qatar Airways logo is used, it is applied with the oneworld logo. The lockup of both logos together has to be consistent across all applications. A minimum ‘Q’ space separates oneworld and the Qatar Airways logos.

All communications must have the oneworld logo. When the communication is just internal (employees) or sponsorships, the Qatar Airways logo should be applied by itself (not with the oneworld logo).
There are two different ways of aligning the one world logo to Qatar Airways logo: lock-to-line (preferred), lock-to-line vertical.

1. Lock-to-line
   This is the preferred method and should be used whenever possible.

2. Lock-to-line vertical
   When it is not possible to use option 1 for example on extreme vertical formats, it may be necessary to lock to a vertical line.
The logos can be featured on a variety of backgrounds. Always select the version that ensures maximum legibility.

Corporate logo and one world logo background applications
Logo variations

The outline surrounding the one world logo is always present even on light colour backgrounds—resulting in only one version of artwork for light and dark backgrounds. Outline width is twice the width of the letter “l” in one world logo.

- **Full-colour logo** (for high resolution printing and on-screen)
- **Solid colour logo** (for low resolution printing such as silk screen)
- **Greyscale logo** (when full colour printing is not available)
- **Solid black logo** (for low resolution printing such as fax, when full colour is not available)
- **Reverse black logo** (for use on merchandise)
Minimum size application

In general, the minimum logo size for print media is 8mm, and for on-screen media it is 35 pixels. However, there are two exceptions to the rules.

**General rule**

- 8mm for print
- 35px on-screen

**Exception 1:**
Frequent Flyer card applications. The logo can be used as small as 7mm wide on Frequent Flyer cards.

**Exception 2:**
'Icon' use on web browser, airline booking engine, desktop and mobile applications. The logo may be used at below minimum size as an icon in situations where the brand name and logo are clearly legible on the same page. For example, on a web browser or within airlines’ booking engines.
When legibility of the logo cannot be guaranteed at minimum size (e.g. small banner ads, on-screen applications, print applications such as on-board napkins), it may be replaced by a type-only version of the one world brand name, either as ‘one world’ or ‘one world member’, using the guidelines below.

For the type only treatment, always use the typeface shown below, and the colour should always be one world horizon blue.

---

**one**world

**one world member**

‘one’ should be written in helvetica neue 85 Heavy

The rest should be written in helvetica neue 45 Light

---

one world horizon blue

Pantone 2735

CMYK =95, 89, 0, 0

RGB =18, 12, 128

Hexadecimal = #120C80

Ral 5002

---

Minimum size for type only treatment is 40 px wide.
When representing the oneworld name in body text, the following style should be used:

All lower case, never capitalised and no spacing between the words. ‘one’ to be set Jotia Bold, and ‘world’ to be set Jotia Regular. The ® reference should only be used with the oneworld name the first time it appears within a communication piece. However, the ® is not to be used in any headlines or sub-headings, only body text. Where oneworld appears in a bold headline or subheading, ‘world’ should appear in the lighter weight.

When oneworld.com is stated, the ‘one’ is no longer emboldened. For general use, use all lower case ‘the oneworld alliance’. For formal and legal documents, use upper and lower case ‘The oneworld Alliance’.

Acceptable: oneworld, oneworld®, oneworld.

Unacceptable: One World, ONeworld, ONE WORLD and OneWorld
White (primary)
Use large areas of white for strong visual effect.

_oneworld_ colours

_oneworld_ Horizon blue (primary)
Pantone 2735
CMYK = 95, 89, 0, 0
RGB = 18, 12, 128
Hexadecimal = #120C80
Ral 5002

Because of the tendency of gradations to appear ‘banded’ when optimised for small file sizes, it is not recommended for use in on-screen applications.

20%
RGB = 208, 206, 230
Hexadecimal = #D0CEE6
Websafe Hexadecimal = #CCCCFF

40%
RGB = 190, 158, 204
Hexadecimal = #A9ECC
Websafe Hexadecimal = #9999CC

60%
RGB = 119, 179
Hexadecimal = #75D89
Websafe Hexadecimal = #666699

80%
RGB = 65, 61, 123
Hexadecimal = #41D99
Websafe Hexadecimal = #666699

100%
RGB = 18, 12, 128
Hexadecimal = #120C80
Websafe Hexadecimal = #000066
A set of common *oneworld* status levels: *oneworld* Emerald, Sapphire and Ruby should accompany the various tiers of the Privilege Club Frequent Flyer programme. The various gemstones outline the different benefits and services appropriate to their tier level.

No type is permitted within the gemstone and no attempt should be made to modify the design in any manner.

- **Privilege Club Platinum**
  - Emerald
  - Pantone 347
  - CMYK = 100,0,100,0
  - RGB = 0,150,90

- **Privilege Club Gold**
  - Sapphire
  - Pantone 285
  - CMYK = 100,50,0,0
  - RGB = 0,115,180

- **Privilege Club Silver**
  - Ruby
  - Pantone 192
  - CMYK = 0,100,68,0
  - RGB = 228,0,60

Minimum size for Frequent Flyer card applications:
- Clear space for gemstones should be a minimum of a half sphere diameter: 7mm

Gemstones on white background:
- Emerald: 0.5A
- Sapphire: A
- Ruby: 0.5A

Gemstones on *oneworld* horizon blue colour background:
- Emerald: 0.5A
- Sapphire: A
- Ruby: 0.5A
OneWorld membership stacks should be displayed at all lounges, customer service desks, ticketing offices and reservation desks. Signage can be A4 desktop or back wall signage (for major locations).
Tagline usage
Composition

The Qatar Airways logo lockup with the tagline ‘Going places together’ must always appear either in English or Arabic only, and NOT a combination of both.

English lockup

Arabic lockup

In print ads, outdoor, flyers and internal communications, the tagline logo lockup should be applied. If there is any need of applying the logo and tagline separately, the tagline has to be in sentence case.

Please note:
The logo, in all its variations, must not be typeset, traced, re-spaced, re-drawn or modified in any form. The proportions, spacing, relative positioning and colours must remain consistent.
Please note:
The logo, in all its variations, must not be typeset, traced, re-spaced, re-drawn or modified in any form. The proportions, spacing, relative positioning and colours must remain consistent.
Clear space

The logo must always be applied with a clean space area that allows for perfect legibility. A minimum clear space is based on the ‘Q’ of the logo. From all the four sides of the logo, there must be a ‘Q space’ empty area.

Please note:
The logo, in all its variations, must not be typeset, traced, re-spaced, re-drawn or modified in any form. The proportions, spacing, relative positioning and colours must remain consistent.
There are different applications of Qatar Airways logo to be used in digital platforms, because there is a need of having a logo application that works and can be read in all screen sizes.

As smartphones are now the most common form of communication, the new logo application has been designed to make it work on all platforms.

**Logo applications**

**Corporate logo**

This logo application is just used for Qatar Airways websites.

**Logotype**

This logo application should be used in all digital advertising communication as well as mobile communications.

**Pictograph**

Oryx pictograph should only be used when logotype version cannot be used in mobile applications and social media.

**Synthesized pictograph**

Synthesised pictograph should only be used for favicon usage and wearable devices.
Colours

In all logo applications, there are just two ways of usage: full-colour version and monochrome version.

QR burgundy
RGB 102/32/70
Websmart #662046
Websafe #660033

QR grey 1
RGB 129/138/143
Websmart #818A8F
Websafe #999999

QR grey 2
RGB 94/106/113
Websmart #5E6A71
Websafe #666666
Minimum size application

There is a minimum size application for all logo applications to ensure that all are legible. It should never be applied in a smaller size than the ones shown in this section.
There are two different ways of applying Qatar Airways corporate logo and oneworld logo together. This means, that depending on the need you can choose one or the other.

In this case, the oneworld logo is just the logotype version.

Alignment is very important: both, the word Airways of the corporate logo and oneworld logo must have the same width and be separated by a ‘Q’ space.

In terms of the alignment, both logos have to be centralised with each other.

Proportions

Alignments
Corporate logo and one world logo colours

**QR burgundy**

RGB
102/32/70

Websmart
#662046

Websafe
#660033

**Horizon blue**

RGB
18/12/128

Websmart
#662046

Websafe
#000066
Clear space

The logo must always be applied with a clean space area that allows for perfect legibility. This minimum clear space is established from the character ‘Q’ from the logo itself. It should always be surrounded with the ‘Q’ clear space from all sides in both logo variations.
Oryx pictograph
Usage of Oryx pictograph

These are examples of the best ways to apply the Oryx pictograph as a graphic element on branding materials, such as corporate giveaways, ticket jackets, T-shirts and other apparel exclusively.

While the graphic use of the oryx pictograph can contribute to the Qatar Airways identity presence, it must never be used as a substitute for the logo.

When the oryx pictograph is abstract, rules regarding clear space and minimum size do not apply.

The Oryx pictograph can be placed on objects in an abstract manner. 80% of the symbol must be visible when it is abstracted so that it is easily recognisable.

Please note:
The approved arrangement of these elements is fixed and should not be altered or recreated. Always use approved master artwork.

Full-colour

QR Grey 2

85% QR burgundy on QR burgundy background

85% QR grey 2 on QR grey 2 background

22% QR grey 2 or 15% black on white background

15% QR grey 2 or 10% black on white background

Lorem ipsum

Use 22% QR grey 2 when printing with spot colour and 15% black when printing with process colours.

This version should only be used when there is text running on top of it.
Colour palette
Corporate colour palette

Qatar Airways communications must always have the corporate colour palette.

Qatar Airways Visual Style Guide
Updated: June 2016

1.8.1

Corporate colour palette

QR burgundy
Pantone®
229 C
228 U
CMYK
24/100/17/60
RGB
102/32/70
Websmart
#662046
Websafe
#660033

QR light grey
Pantone®
427 C
426 U
CMYK
17/12/13/0
RGB
209/211/211
Websmart
#818A8F
Websafe
#D0D2D3

QR grey 1
Pantone®
430 C
429 U
CMYK
33/18/13/37
RGB
129/138/143
Websmart
#5E6A71
Websafe
#999999

QR grey 2
Pantone®
431 C
431 U
CMYK
45/27/17/51
RGB
94/106/113
Websmart
#666666
Websafe
#666666

QR grey 3
(To be used for copy purposes)
Pantone®
Cool grey 11 C
Cool grey 11 U
CMYK
00/00/00/70
RGB
113/112/116
Websmart
#8E8F8B
Websafe
#666666
Fonts
Qatar Airways font usage

English

Typography is an essential part of the brand identity system. It ensures a consistent and recognisable identity across all communications.

Qatar Airways uses the following English typefaces:

Jotia font should be used in all cases. For example, printing, digital, corporate communications, presentations, email marketing communications, stationery, etc.

Jotia Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Jotia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Jotia Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Jotia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

For business communications, such as stationery, business correspondence, online, e-mail, etc.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Qatar Airways uses the following Arabic font:

The 'Qatar Airways' font should be used in all cases. For example, printing, digital, corporate communications, presentations, e-mail marketing communications, stationery, etc.

Qatar Airways Normal
أب تث جح خدذر زس شص ضط عقق كل م نهي ١٢٣٤٥٦٧٨٩٠١

Qatar Airways Medium
أب تث جح خدذر زس شص ضط عقق كل م نهي ١٢٣٤٥٦٧٨٩٠١

For business communications, such as stationery, business correspondence, online, e-mail, etc.

AXT Simplified Light
أب تث جح خدذر زس شص ضط عقق كل م نزي ١٢٣٤٥٦٧٨٩٠١

AXT Simplified Bold
أب تث جح خدذر زس شص ضط عقق كل م نزي ١٢٣٤٥٦٧٨٩٠١
There are languages that require special characters that Jotia font does not have. For all those languages, it is required to use Noto Sans font. In case the language uses regular characters that can all be found in Jotia font, then Jotia font should be used.

Noto Sans Regular
Design elements
Design elements:

motif

This motif can be used in corporate communications such as: office signage, office door branding, signs, business cards, etc.

How to merge the shapes

![Diagram showing how to merge the shapes correctly and incorrectly.](image-url)
Design elements: ribbon

The burgundy ribbon is an element that can be placed over an image or by itself.

For further details, please see sections 3 and 4.

There are dark and light grey ribbons, but these two can be applied only on colour backgrounds and on white backgrounds.
Design elements: wave

The wave is the element used in all ads and outdoor communications. It is mostly applied over images.

For further information about the usage of the wave please refer to sections 3 and 4.