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Brand elements overview

Qatar Airways corporate logo



Colour palette



The motif



The ribbon



Corporate font English

Jotia Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Jotia Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Corporate font Arabic

Qatar Airways Normal

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ

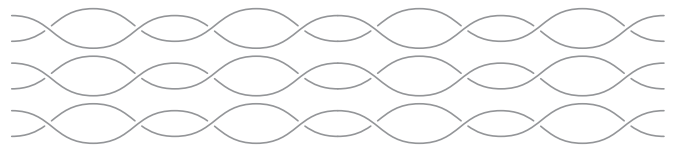
١٢٣٤٥٦٧٨٩٠ ع غ ف ق ك ل م ن ه و ي

Qatar Airways Medium

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ

١٢٣٤٥٦٧٨٩٠ ع غ ف ق ك ل م ن ه و ي

The wave motif



The wave



1.2

Corporate logo

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.

Horizontal version



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.

Corporate logo overview

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.

Full-colour horizontal logo



Monochrome horizontal logo



Full-colour vertical logo




Monochrome vertical logo







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



			
QR burgundy	QR grey 1	QR grey 2	QR grey 3 (To be used for copy purposes)
Pantone® 229 C 228 U	Pantone® 430 C 429 U	Pantone® 431 C 431 U	Pantone® Cool grey 11 C Cool grey 11 U
CMYK 24/100/17/60	CMYK 33/18/13/37	CMYK 45/27/17/51	CMYK 00/00/00/70
RGB 102/32/70	RGB 129/138/143	RGB 94/106/113	RGB 113/112/116
Websmart #662046	Websmart #818A8F	Websmart #5E6A71	Websmart #8E8F8B
Websafe #660033	Websafe #999999	Websafe #666666	Websafe #666666

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 10mm (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.

1.3

Corporate logo + **oneworld** logo

Corporate logo with **oneworld** logo application

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.

Horizontal Qatar Airways + oneworld application



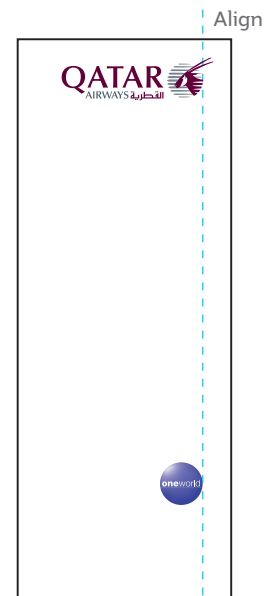
All communications must have the **oneworld** logo. When the communication is just internal (employees) or sponsorships, the Qatar Airways logo should be applied by itself (not with the **oneworld** logo).

Corporate logo and **oneworld** logo application within artwork

There are two different ways of aligning the **oneworld** 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 wherever 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.

Corporate logo and **oneworld** logo background applications

The logos can be featured on a variety of backgrounds. Always select the version that ensures maximum legibility.

ow_cmy.eps on white background



Full-colour logo on white background



ow_cmy.eps on 10% black



Full-colour logo on 10% black



ow_cmy.eps on QR burgundy



Reverse white logo on QR burgundy



ow_k_solid.eps on QR grey 3



Reverse white logo on QR grey 3

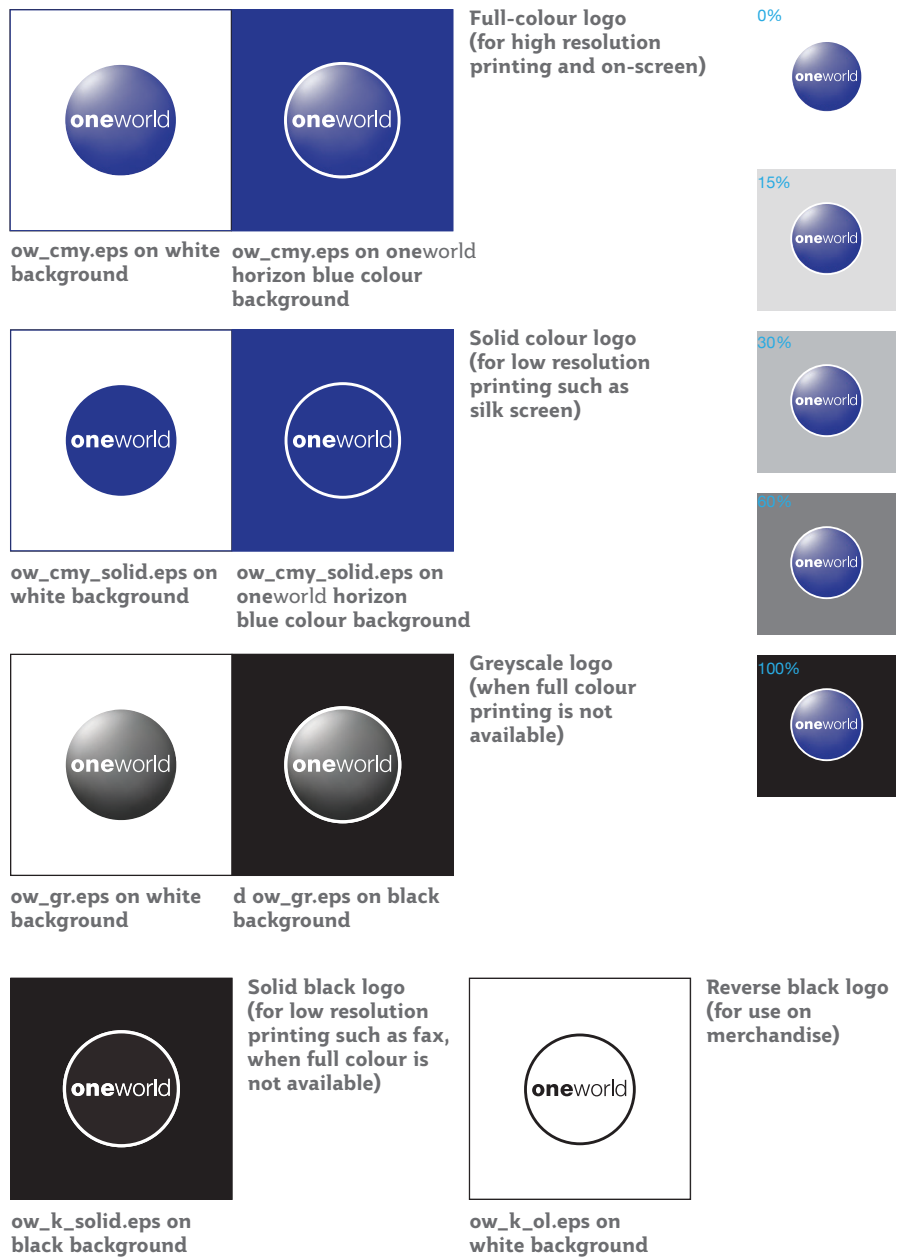


1.4

oneworld

Logo variations

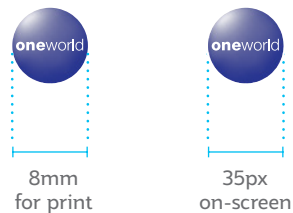
The outline surrounding the **oneworld** logo is always present even on light colour backgrounds—resulting in only one version of artwork for light and dark backgrounds. Outline width is twice the width of the letter “l” in **oneworld** logo.



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



Exception 1:

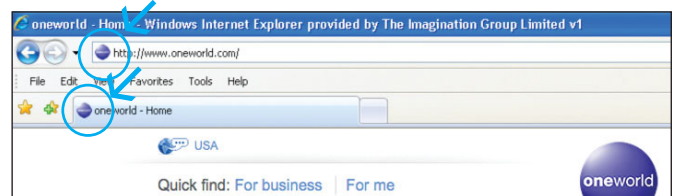
Frequent Flyer card applications. The logo can be used as small as 7mm wide on Frequent Flyer card



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.

Outbound: Singapore To London / Sun, 09 Jun 2013					
Flight / Carrier	Departs / Arrives	Duration (Total Hours)	Fares Compare our Fare Options		
			Economy restricted	Economy semi-flexible	Economy flexible
QR 39 777-300ER	Singapore (SIN) Doha (DOH)	02:20 04:55	780.30 SGD	936.30 SGD	1,150.30 SGD
Transit Time: 01:50 hrs		16:40 hrs			



oneworld type only treatment

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 **oneworld** brand name, either as '**oneworld**' or '**oneworld member**', using the guidelines below.



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

Minimum size for type only treatment is 40px wide.

oneworld

oneworld member

'one' should
be written in
helvetica neue
85 Heavy

The rest should
be written in
helvetica neue 45
Light

oneworld

40px wide
on-screen



oneworld horizon blue
Pantone 2735
CMYK = 95, 89, 0, 0
RGB = 18, 12, 128
Hexadecimal = #120C80
Ral 5002

oneworld font

When representing the **oneworld** name in body text, the following style should be used:

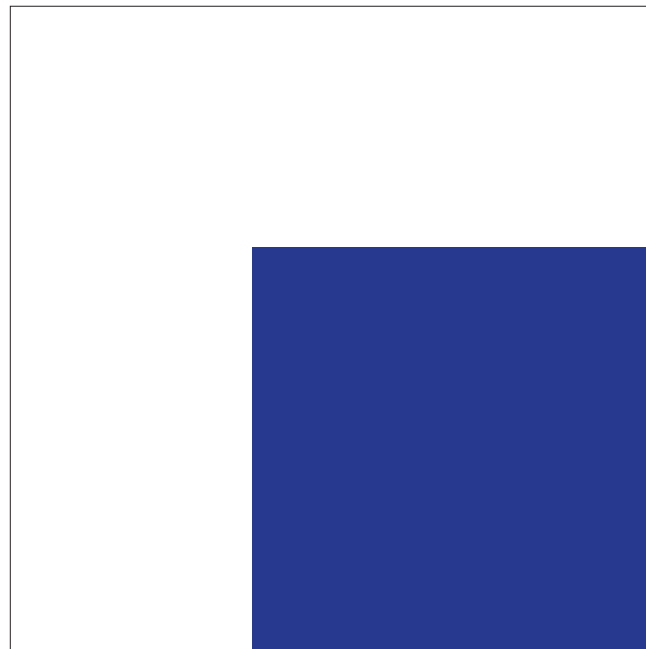
All lower case, never capitalised and no spacing between the words. 'one' to be set Jotia Bold, and 'world' to be set Jotia Regular. The ® reference should only be used with the **oneworld** name the first time it appears within a communication piece. However, the ® is not to be used in any headlines 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, **ONE**WORLD, **ONE** WORLD and **One**World

oneworld colours



White (primary)
Use large areas of white for strong visual effect.

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 = 160, 158, 204
	Hexadecimal = #A09ECC
	Websafe Hexadecimal = #9999CC
	60%
	RGB = 113, 109, 179
	Hexadecimal = #716DB3
	Websafe Hexadecimal = #666699
	80%
	RGB = 65, 61, 153
	Hexadecimal = #413D99
	Websafe Hexadecimal = #666699
	100%
	RGB = 18, 12, 128
	Hexadecimal = #120C80
	Websafe Hexadecimal = #000066

oneworld Frequent Flyer gemstones

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



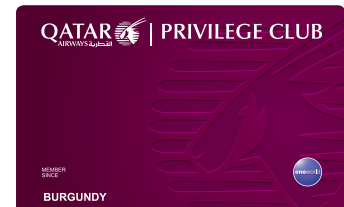
Sapphire
Pantone 285
CMYK = 100,50,0,0
RGB = 0,115,180

Privilege Club
Silver

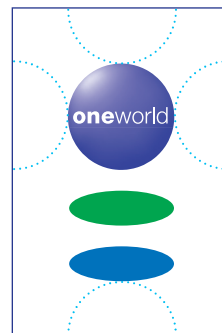


Ruby
Pantone 192
CMYK = 0,100,68,0
RGB = 228,0,60

Minimum size
for Frequent Flyer
card applications



Clear space for
gemstones should
be a minimum of a
half sphere diameter



0.5A A 0.5A

Gemstones on white
background



0.5A A 0.5A

Gemstones on
oneworld
horizon blue colour
background

oneworld member stack

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).

Column



Portrait



Landscape 1



Landscape 2



1.5

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.

نالكم لك ىلإ أعم
Going places together



Lockup

With **oneworld**



The tagline has to be separated from the logo within a 'Q space'

Without **oneworld**



Logo on dark background



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.

English tagline lockup with oneworld



English tagline lockup without oneworld



Arabic tagline lockup with oneworld



Arabic tagline lockup with oneworld



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.

1.6

Digital corporate logo

Digital corporate logo application

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.

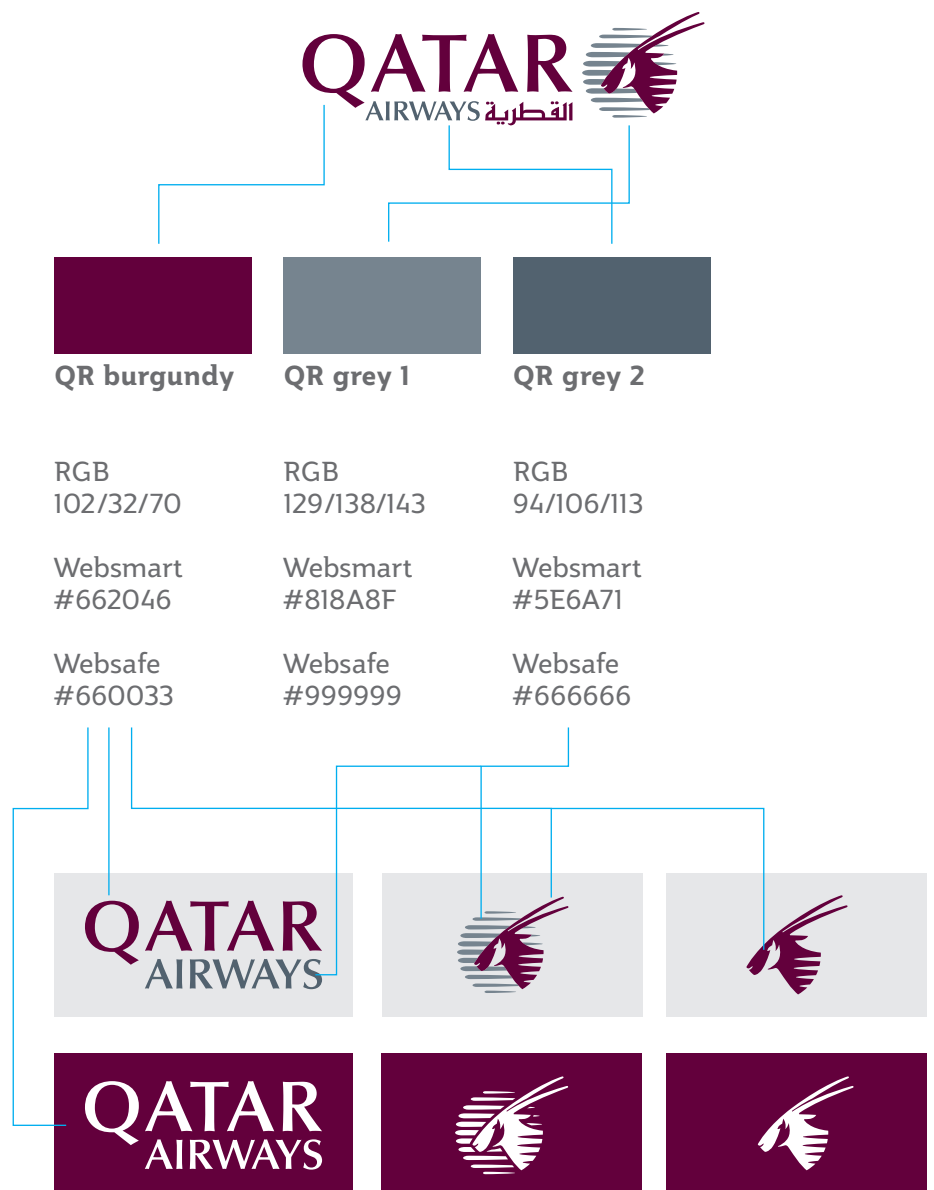
Synthesized pictograph



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.



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.



Corporate logo + oneworld logo

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 **oneworld** logo
colours

QATAR
AIRWAYS



QR burgundy

RGB
102/32/70

Websmart
#662046

Websafe
#660033

oneworld



oneworld
Horizon blue

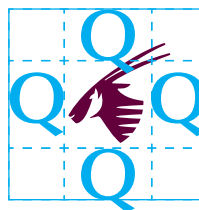
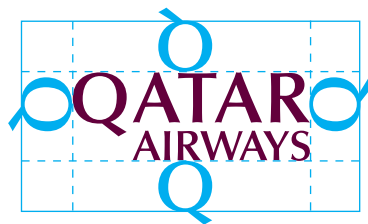
RGB
18/12/128

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 separated with the 'Q' clear space from all sides in both logo variations.



1.7

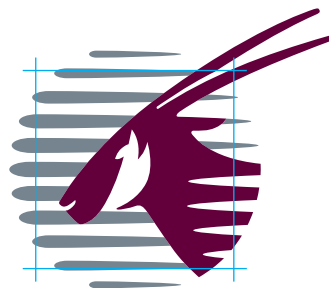
Oryx pictograph

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.



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



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

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.

1.8

Colour palette

Corporate colour palette

Qatar Airways communications must always have the corporate colour palette.



QR burgundy	QR light grey	QR grey 1	QR grey 2	QR grey 3 (To be used for copy purposes)
Pantone® 229 C 228 U	Pantone® 427 C 426 U	Pantone® 430 C 429 U	Pantone® 431 C 431 U	Pantone® Cool grey 11 C Cool grey 11 U
CMYK 24/100/17/60	CMYK 17/12/13/0	CMYK 33/18/13/37	CMYK 45/27/17/51	CMYK 00/00/00/70
RGB 102/32/70	RGB 209/211/211	RGB 129/138/143	RGB 94/106/113	RGB 113/112/116
Websmart #662046	Websmart #818A8F	Websmart #818A8F	Websmart #5E6A71	Websmart #8E8F8B
Websafe #660033	Websafe #d0d2d3	Websafe #999999	Websafe #666666	Websafe #666666

1.9

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 font usage Arabic

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

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ
ع غ ف ق ك ل م ن ه و ي
١٢٣٤٥٦٧٨٩٠

Qatar Airways Medium

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ
ع غ ف ق ك ل م ن ه و ي
١٢٣٤٥٦٧٨٩٠

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

AXT Simplified Light

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ
ع غ ف ق ك ل م ن ه و ي
٩٨٧٦٥٤٣٢١

AXT Simplified Bold

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ
ع غ ف ق ك ل م ن ه و ي
٩٨٧٦٥٤٣٢١

Qatar Airways special characters

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

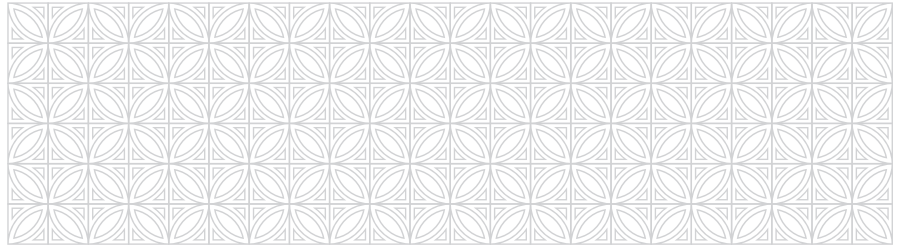
[illegible]

1.10

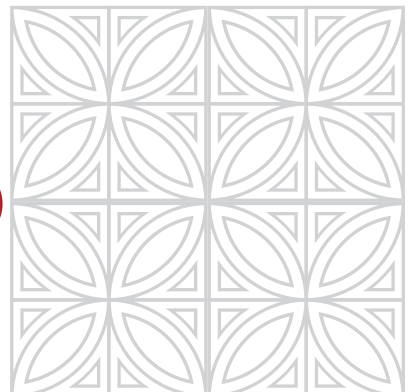
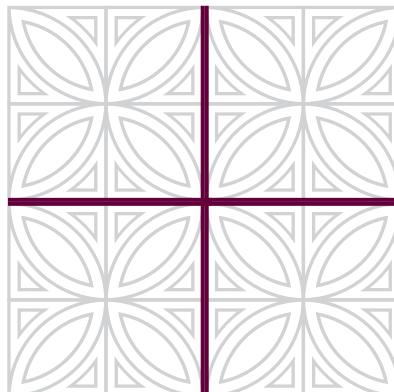
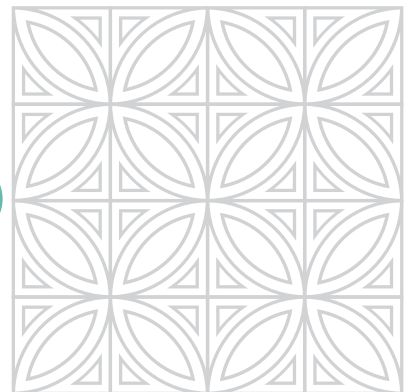
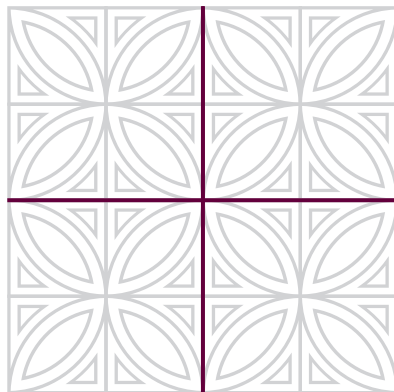
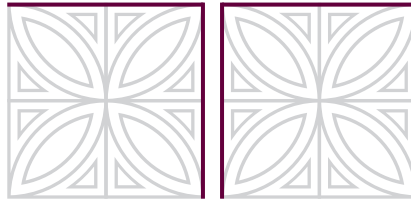
Design elements

Design elements: motif

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



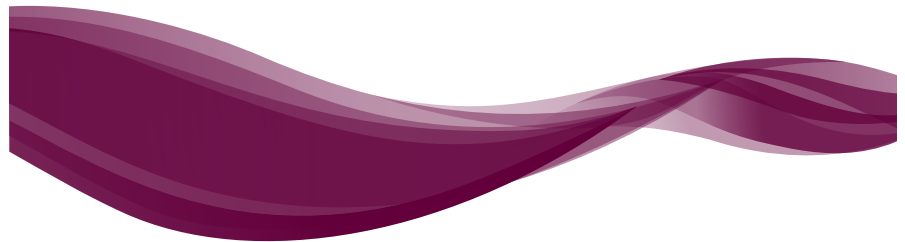
How to merge the shapes



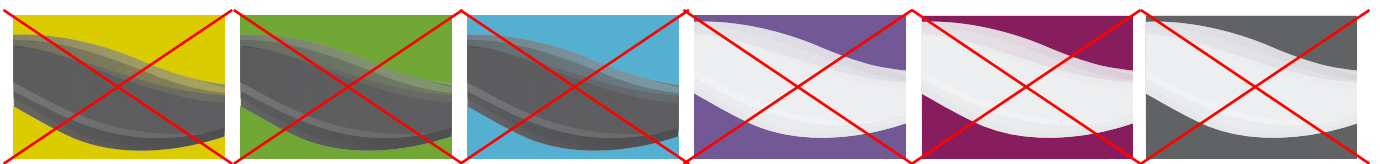
Design elements: ribbon

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.

