

VISIT QATAR 2024/2025

CAMPAIGN TOOLKIT

OUR LOGO GUIDELINES

Primary Brandmark
Primary Palette
Co-Branding Lockup
Typography
Graphic assets
Graphic Assets Usage

GLOBAL P2P CAMPAIGN

FOR MOMENTS THAT STAY WITH YOU

Messaging Structure
Taglines
Campaign Key Visuals
Key Visual Usage
Print Assets
Digital Assets
Digital Offers
OTA Templates
Image Library
TVC Assets
End Frame

GLOBAL STOPOVER CAMPAIGN

MOMENTS WORTH STOPPING FOR

Messaging Structure
Taglines
Campaign Key Visuals
Digital/Social Statics
Digital Offers
Image Library
Video Assets
End Frame

GCC WINTER CAMPAIGN

MOMENTS MADE FOR YOU

Messaging Structure
Campaign Key Visuals
Print Assets
Digital Asset
OTA Templates
Image Library
TVC Assets
End Frame

OUR LOGO GUIDELINES

OUR BRAND LOGO

PRIMARY BRANDMARK

The primary corporate brand-mark is one of the brand's most valuable assets and should be used whenever needed.

The ruby accents on the 'T' and the amber dots that compliment 'visit' are reference to Arabic calligraphy – further reinforcing our heritage.



DO NOT USE COLOURS



DO NOT CHANGE FONTS



DO NOT FLIP



DO NOT ADD EFFECTS



DO NOT ROTATE



DO NOT CHANGE OPACITY



DO NOT CHANGE SCALE



DO NOT ENCLOSE IN SHAPE



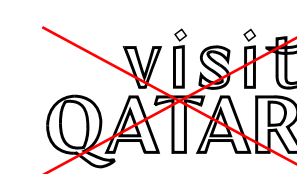
DO NOT CROP



DO NOT DISTORT



DO NOT USE GRADIENTS



DO NOT OUTLINE

OUR BRAND LOGO

PRIMARY PALETTE

Our primary colour palette is designed to represent Qatar in the most premium way, enriching the user experience and immersing them in our culture. The palette features four key colours, each provided with values for both print and digital use.

For print materials, such as litho or digital formats, use the specified print values.

For all screen-based applications - web, TV, email signatures, and digital documents like Word or PowerPoint—use the screen values to ensure consistency and vibrancy across platforms.

#00627B
R0 G98 B123
C90 M0 Y09 K57
PANTONE 7470 C

ROYAL TEAL

85% 60% 45% 30% 15%

#FFFDF8
R255 G253 B248
C0 M1 Y2 K0
PANTONE 11-0601 TCX

WHITE

85% 60% 45% 30% 15%

#7D002A
R125 G0 B42
C0 M100 Y66 K51
PANTONE 1955 C

RUBY

85% 60% 45% 30% 15%

#C7711B
R78 G41 B11
C0 M43 Y86 K22
PANTONE 2019 C

AMBER

85% 60% 45% 30% 15%

OUR BRAND LOGOS

CO-BRANDING LOCKUP



[DOWNLOAD ASSET](#)

OUR TYPOGRAPHY

TYPEFACE

Crafted to encapsulate our unique combination of tradition and modernity, the proprietary typeface – Visit Qatar – is our primary typeface.

Visit Qatar has been designed in both Latin and Arabic.

Visit Qatar is licensed to Visit Qatar for SOLE use in executions that articulate the Qatar brand story.

It MAY NOT be used for any other purpose. In order to obtain the typeface please contact Visit Qatar Branding team.

To maintain consistency of look and feel for foreign language content, substitute typefaces have been carefully selected as replacement for Russian, Turkish and Mandarin ONLY.

Our primary typeface - Visit Qatar - comes in a range of weights to be used.

For headlines, medium is the preferred weight.
For body, regular is the preferred weight.

ARABIC

زوروا قطر

زوروا قطر ضوء

زوروا قطر عادي

زوروا قطر واسطة

زوروا قطر عريض

ENGLISH

Visit Qatar

Visit Qatar Light

Visit Qatar Regular

Visit Qatar Medium

Visit Qatar Bold

SECONDARY ARABIC

تاهوما عادي

تاهوما عريض

SECONDARY ENGLISH

Aptos Regular

Aptos Bold

[DOWNLOAD ASSET](#)

OUR GRAPHIC ASSETS

COMPONENTS

Our primary components are 3 archways inspired by the architecture of Qatar.

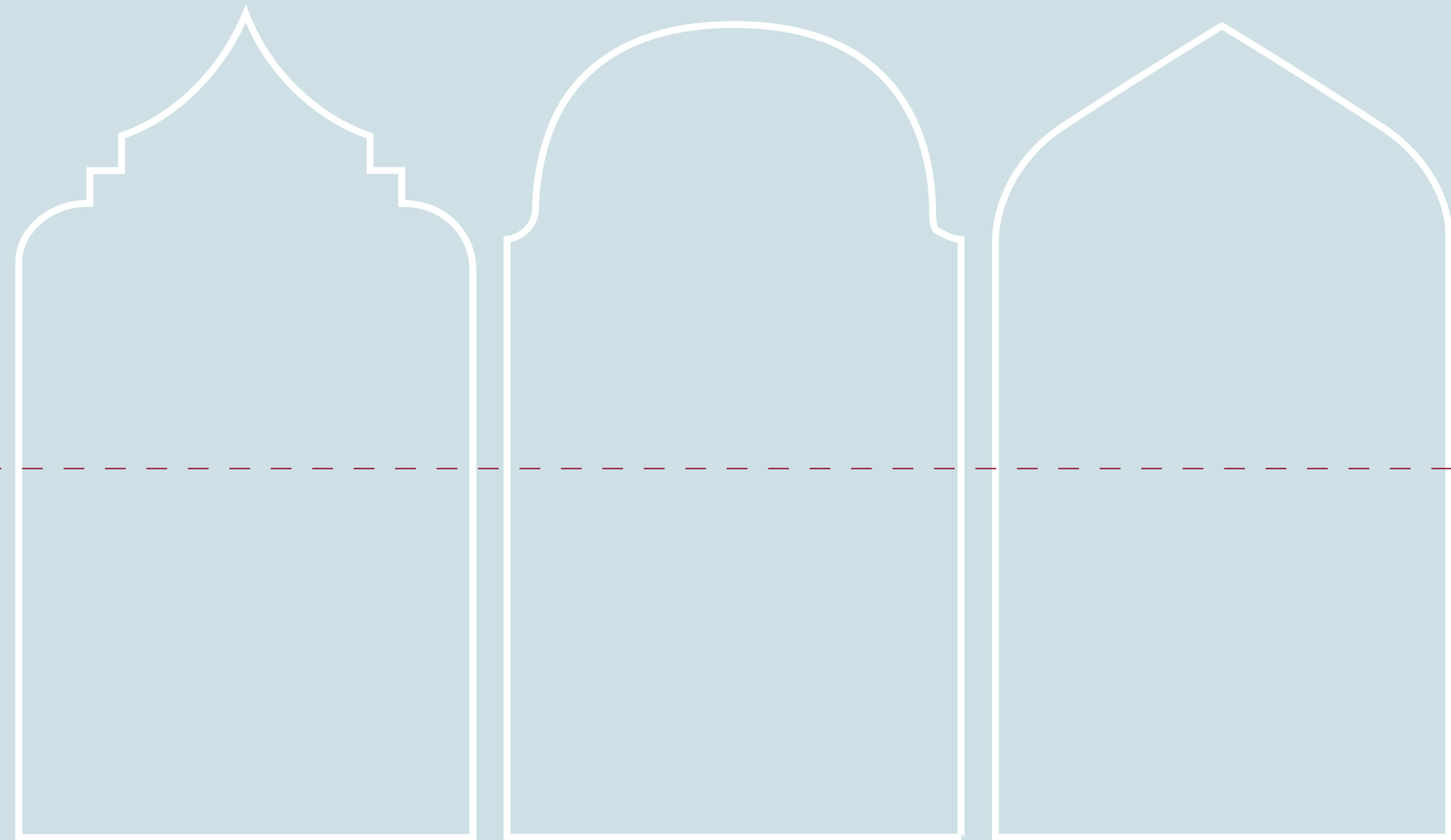
The height of the archway can be altered slightly to flex against different creative but the core shape at the top must remain constant to remain true to it's design.

COUPLES

FRIENDS

FAMILY

AVOID TRIMMING
ABOVE THIS LINE



SOUQ WAQIF

MUSEUM OF ISLAMIC ART

TRADITIONAL

OUR GRAPHIC ASSETS

HIGHLIGHTING MOMENTS

The archway has been meticulously designed to emphasise key moments and capture the essence of beautiful interactions, particularly those that occur between individuals. Its purpose is to accentuate dynamic and meaningful scenes, creating a focus on the magical and significant moments shared among people.

While the archway can be used to highlight various types of actions, it is not intended for use in every context.



FOR MOMENTS THAT STAY WITH YOU

GLOBAL P2P CAMPAIGN

MESSAGING STRUCTURE

Headline Visit Qatar Medium

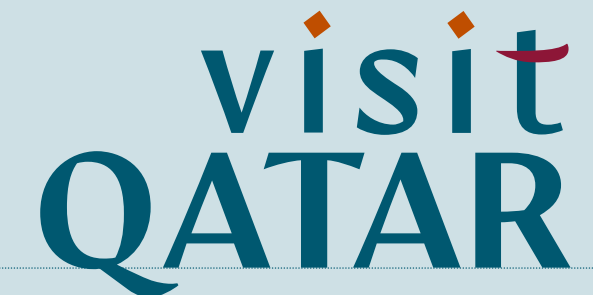
FOR MOMENTS
THAT STAY WITH YOU

URL Visit Qatar Regular

VISITQATAR.COM

LOCATION Visit Qatar Regular
LOGO

📍 Location

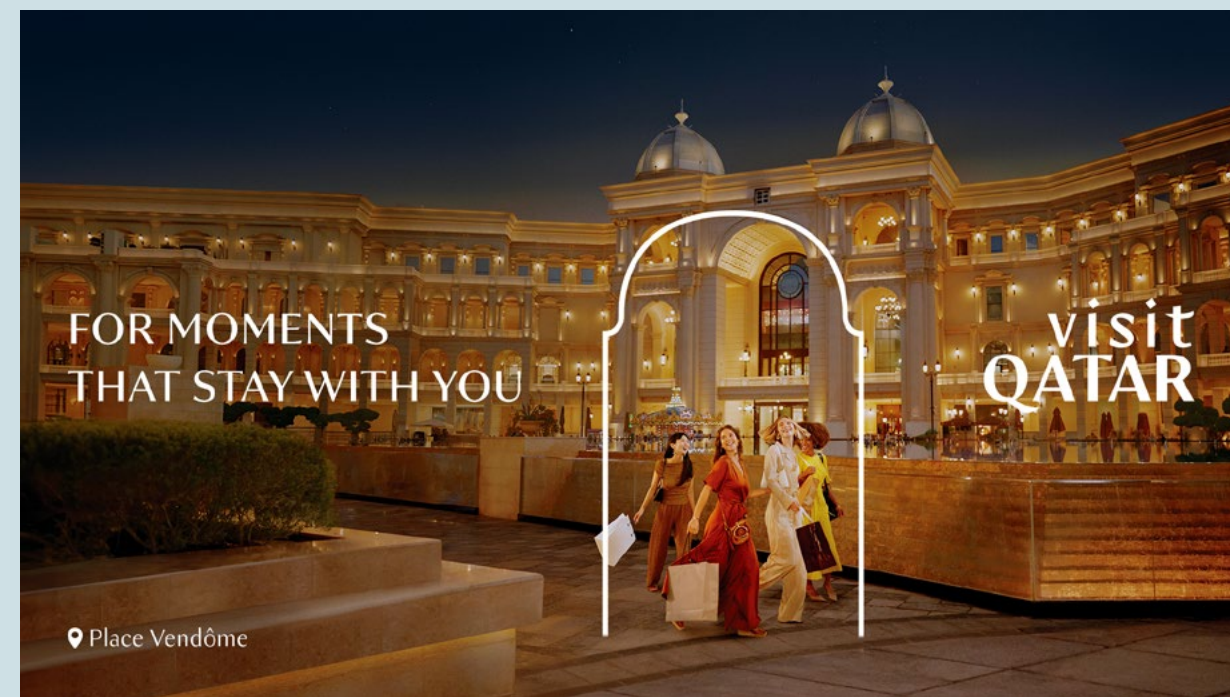
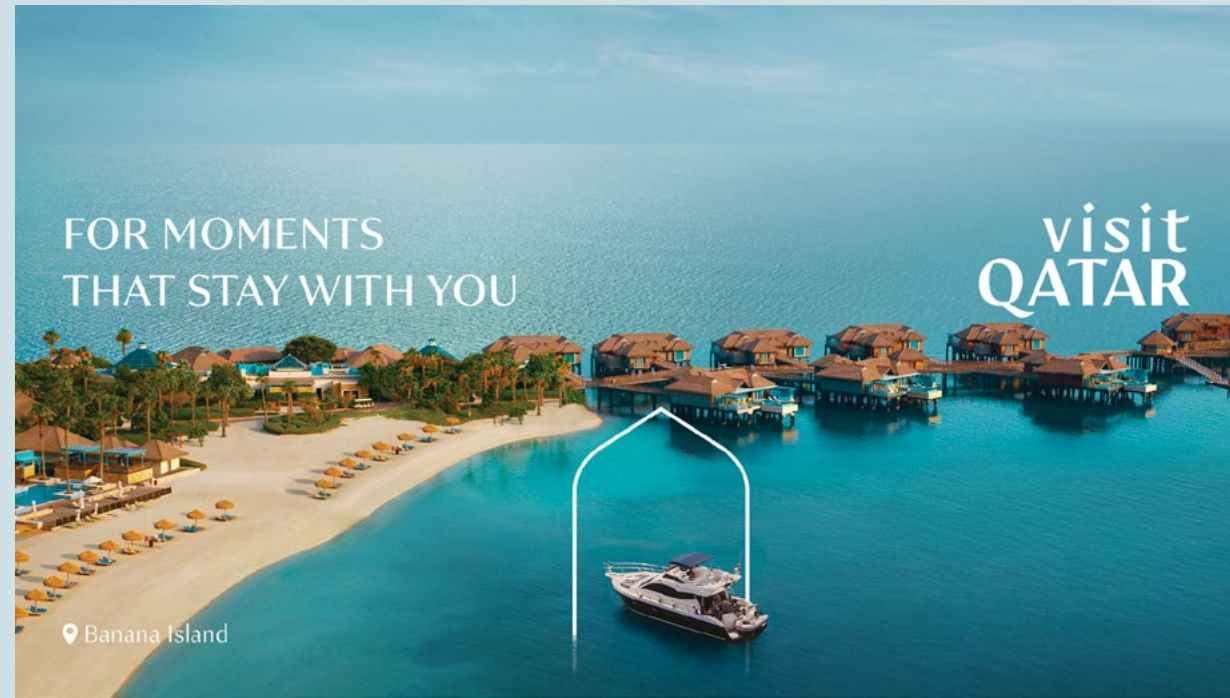


TAGLINES

ASSET	ORIGINAL ENGLISH	APPROVED ADAPTATION
German	FOR MOMENTS THAT STAY WITH YOU	FÜR UNVERGESSLICHE MOMENTE
	SURPRISE YOURSELF	LASSEN SIE SICH ÜBERRASCHEN
Spanish	FOR MOMENTS THAT STAY WITH YOU	MOMENTOS QUE SIEMPRE LLEVARÁS CONTIGO
	SURPRISE YOURSELF	DÉJATE SORPRENDER
French	FOR MOMENTS THAT STAY WITH YOU	VIVEZ DES MOMENTS INOUBLIABLES
	SURPRISE YOURSELF	LAISSEZ-VOUS SURPRENDRE
Italian	FOR MOMENTS THAT STAY WITH YOU	VIVI MOMENTI INDIMENTICABILI
	SURPRISE YOURSELF	LASCIATI SORPRENDERE
Chinese	FOR MOMENTS THAT STAY WITH YOU	拥抱难忘时刻
	SURPRISE YOURSELF	给自己惊喜
Arabic	FOR MOMENTS THAT STAY WITH YOU	لحظات تحملها معك
	SURPRISE YOURSELF	أدهش نفسك

GLOBAL CAMPAIGN

CAMPAIGN KEY VISUALS



KEY VISUAL USAGE

The headline can be single or multi-lined to flex for the desired application. However, it should not exceed three lines as per visit qatar's brand guidelines.

The headline should also always be aligned with the center of the visit qatar logo, with a ratio of 15% for print applications, 33% for digital, and written in all capitals using qatar medium font.

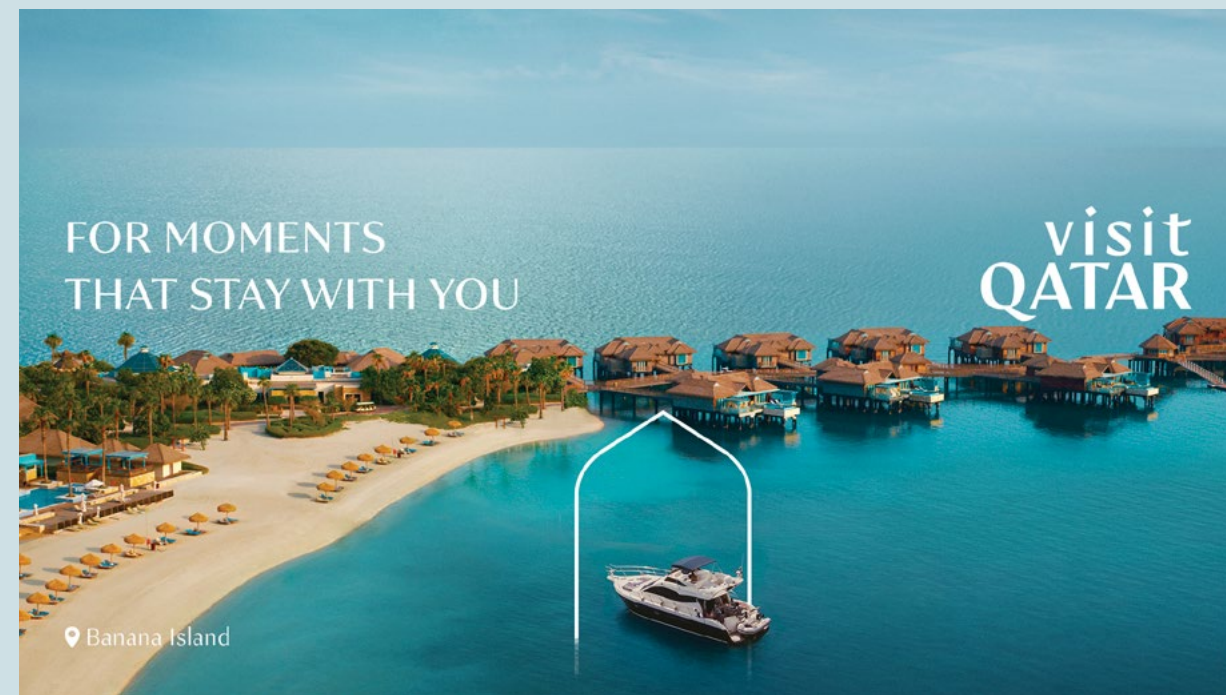
Do use the correct ratio for your specific application.

Don't alter the campaign headline in any way.

Don't break the headline into more than three lines.

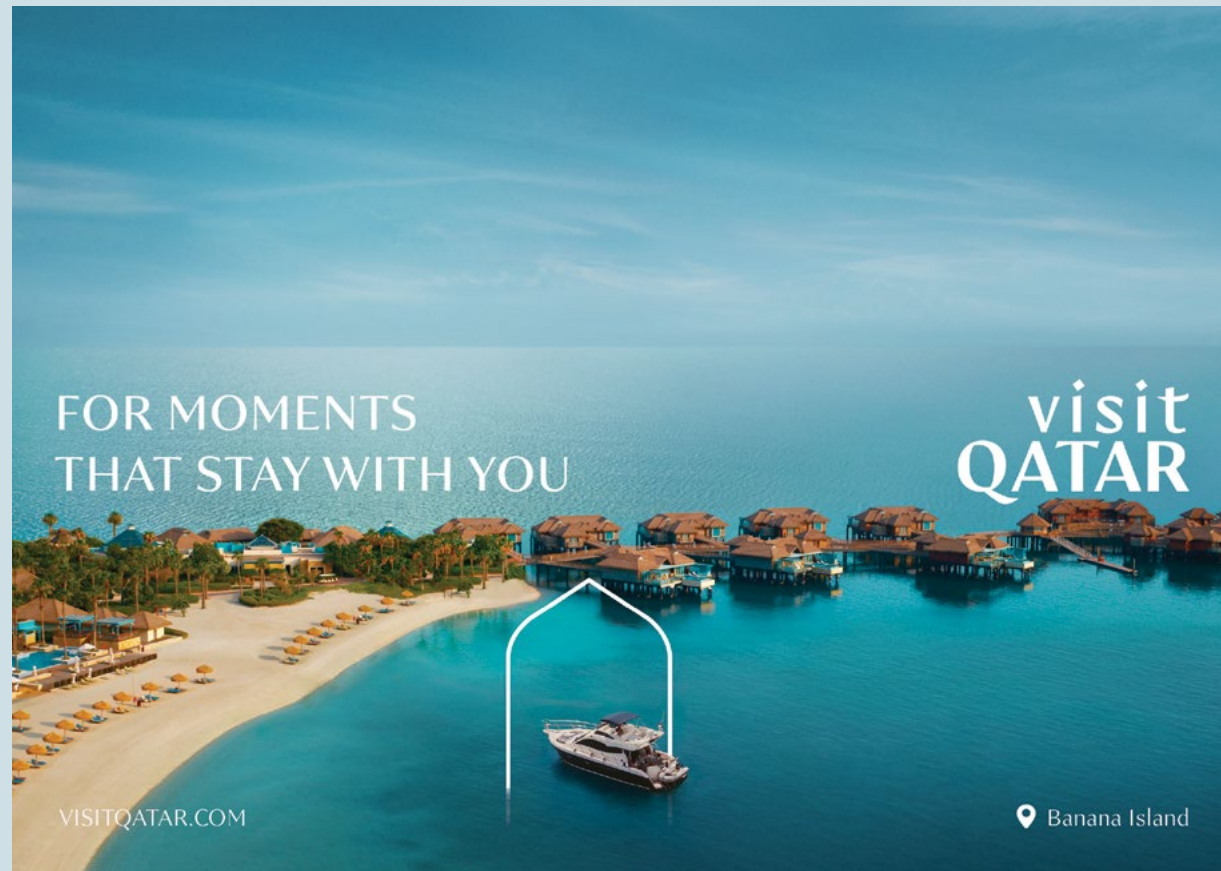
Don't alter the shape at the top in any way.

Don't use any color other than provided.



PRINT ASSETS | APPLICATION

A3 Landscape

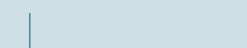


URL

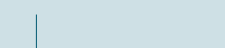


LOCATION

A3 Portrait



LOCATION



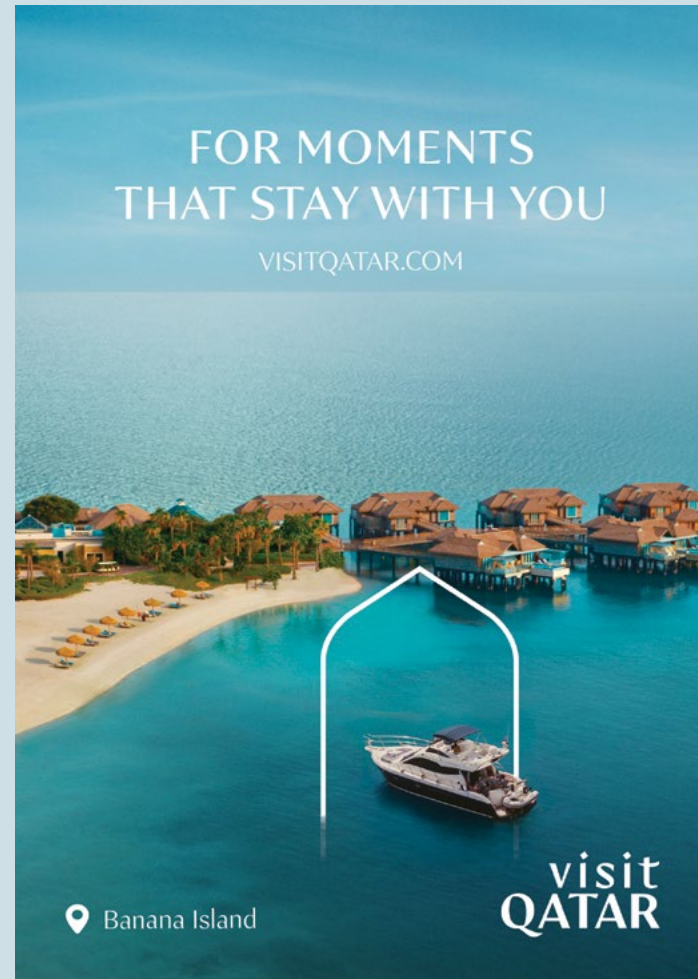
LOGO LOCKUP

DOWNLOAD ASSET

DIGITAL ASSETS | APPLICATION



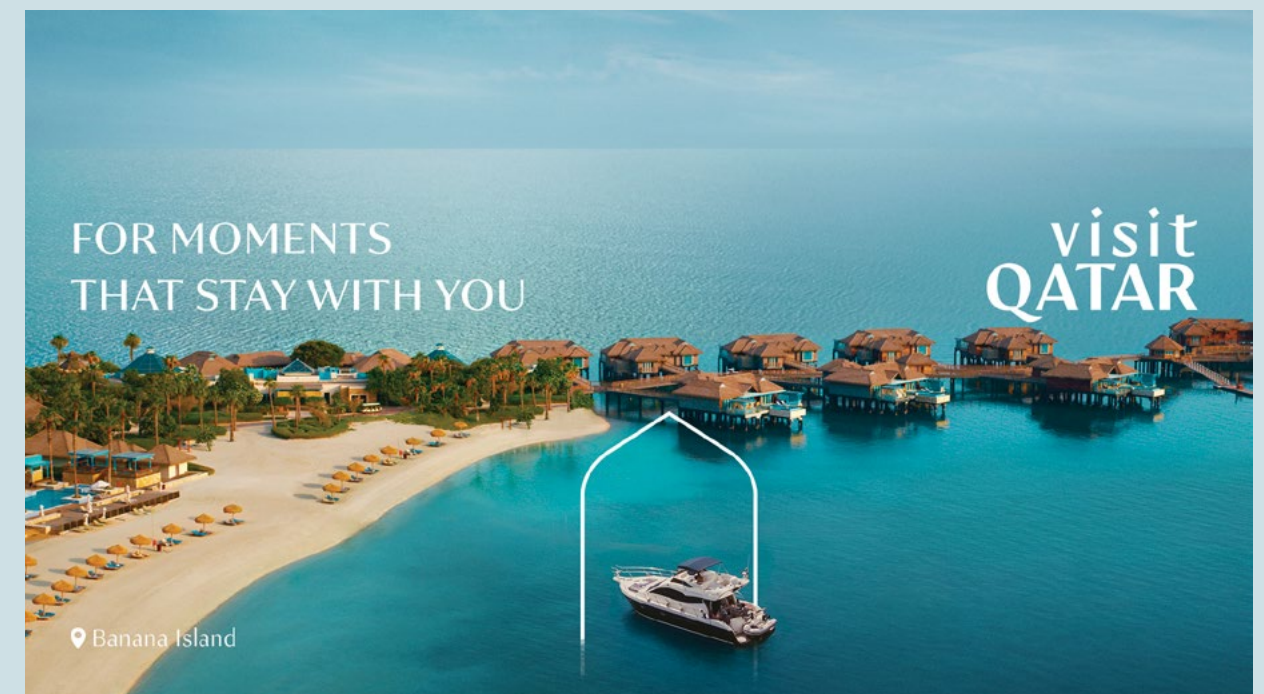
9X16



4X5



1X1



16X9

[DOWNLOAD ASSET](#)

DIGITAL OFFERS

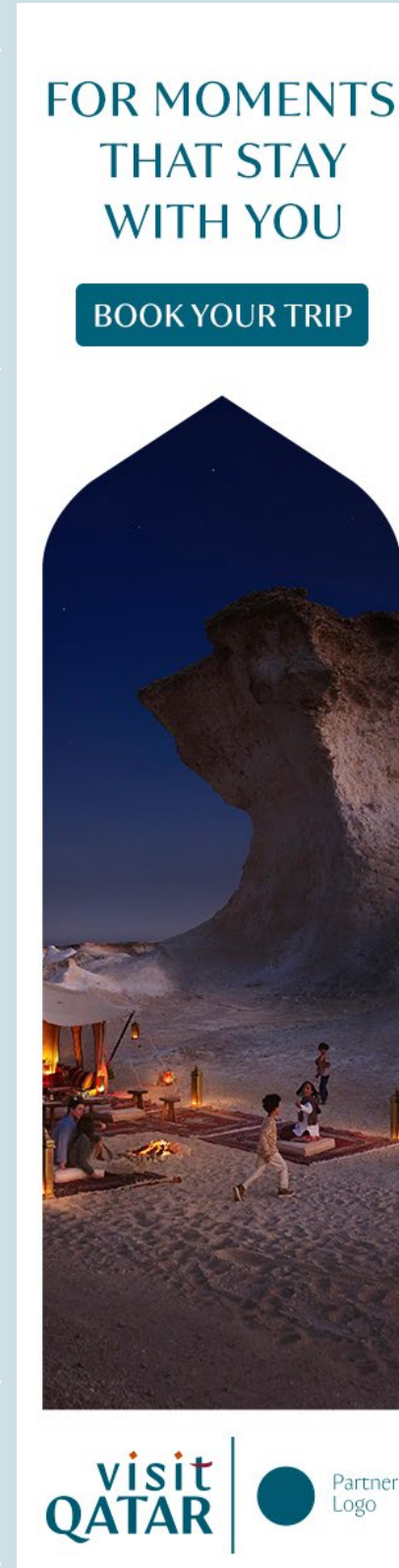


Logo and Partner lockup should not be less than 1/8 of total width

Headline and CTA should not be less than 2/8 of total width

728x90

Headline and CTA should not be less than 2/8 of total height



Logo and Partner lockup should be 1/8 of total height

160x600

[DOWNLOAD ASSET](#)

DIGITAL OFFERS

CTA should be not less than 2/5 of the total width

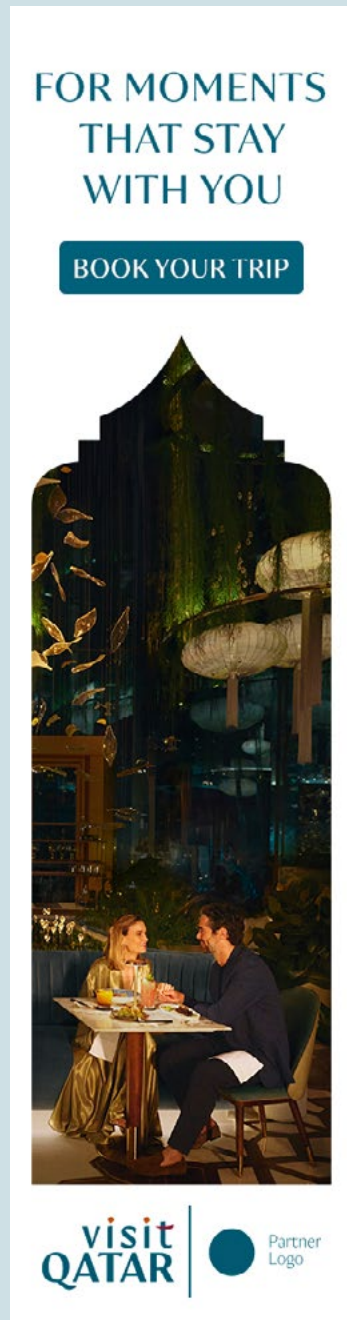


300x250

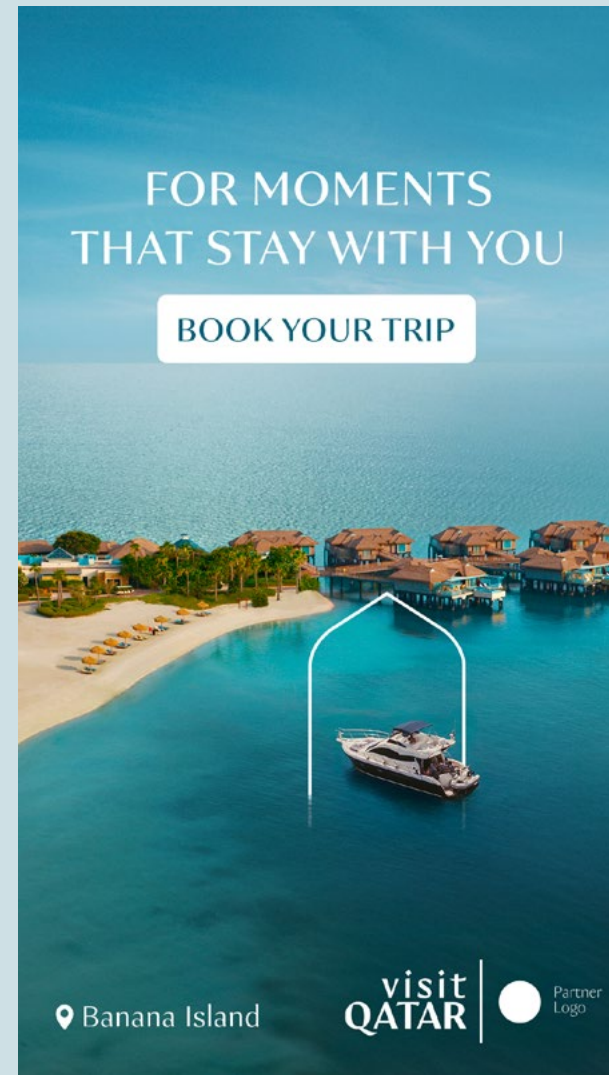
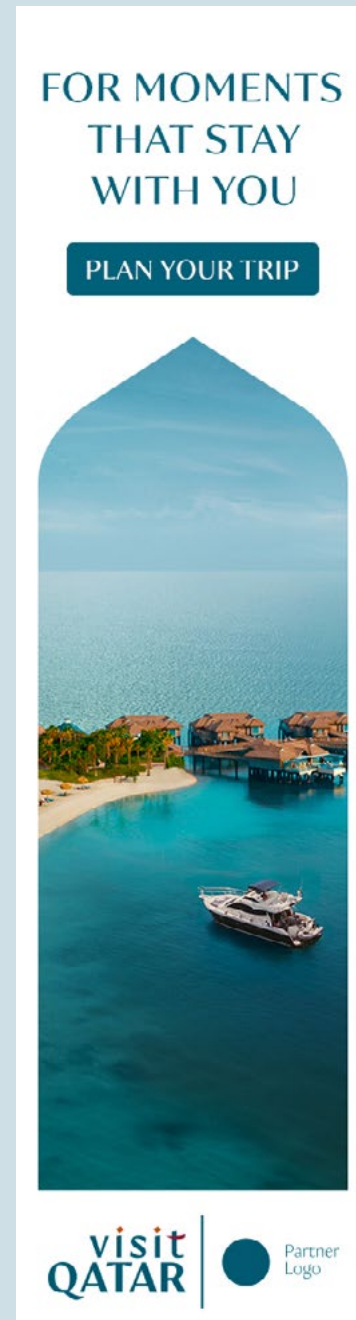
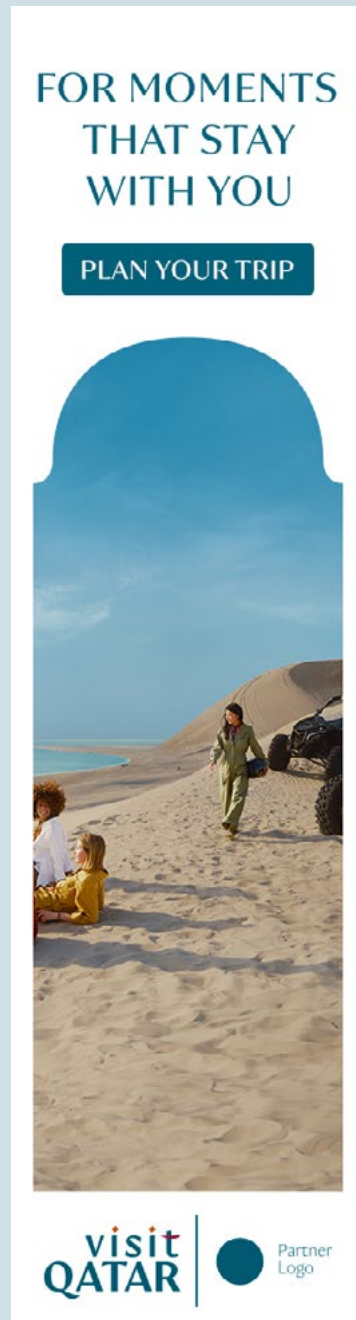
Logo and Partner lockup should be 1/3 of total width

[DOWNLOAD ASSET](#)

DIGITAL OFFERS | EXAMPLE



160x600



1080x1920



728x90



300x250



DOWNLOAD ASSET

OTA TEMPLATE | DIGITAL

Annotations for the vertical template:

- Logo and Partner lockup should be 1/8 of total height
- Headline and CTA should not be less than 2/8 of total height
- Package Price 2/8 of total height

160x600

Annotations for the horizontal template:

- Package 1/8 of total width
- Headline and CTA should not be less than 2/8 of total width
- Logo and Partner lockup should not be less than 2/8 of total width

728x90

Annotations for the vertical template:

- CTA should be not less than 1/3 of the total width
- Package Price 1/4 of total height

300x250

[DOWNLOAD ASSET](#)

OTA TEMPLATE | PRINT HORIZONTAL

1 PACKAGE

FOR MOMENTS THAT STAY WITH YOU

visit QATAR Partner Logo

FROM \$38 PER PERSON

Package Information
 Departure Dates:
 12/15 October, 23/25 November
 • Bullet point information
 • Bullet point information
 • Bullet point information

Company or Agency Name
 Company ID No. 123456
 069714 123 4567 | 099714 123 4567
 Monday - Friday 9am - 6pm
 Saturday 10am - 5pm
 Company Address:
 No. 123, Road Name, Landmark Nearby,
 12345 City Name (QJ)004812340
 www.companywebsite.com
 www.aod@mediacom

2 PACKAGES

FOR MOMENTS THAT STAY WITH YOU

visit QATAR Partner Logo

FROM \$38 PER PERSON

Package Information
 Departure Dates:
 12/15 October, 23/25 November
 • Bullet point information
 • Bullet point information
 • Bullet point information

FROM \$38 PER PERSON

Package Information
 Departure Dates:
 12/15 October, 23/25 November
 • Bullet point information
 • Bullet point information
 • Bullet point information

Company or Agency Name
 Company ID No. 123456
 069714 123 4567 | 099714 123 4567
 Monday - Friday 9am - 6pm
 Saturday 10am - 5pm
 Company Address:
 No. 123, Road Name, Landmark Nearby,
 12345 City Name (QJ)004812340
 www.companywebsite.com
 www.aod@mediacom

3 PACKAGES

FOR MOMENTS THAT STAY WITH YOU

visit QATAR Partner Logo

FROM \$38 PER PERSON

Package Information
 Departure Dates:
 12/15 October
 23/25 November
 • Bullet point information
 • Bullet point information
 • Bullet point information

FROM \$38 PER PERSON

Package Information
 Departure Dates:
 12/15 October
 23/25 November
 • Bullet point information
 • Bullet point information
 • Bullet point information

FROM \$38 PER PERSON

Package Information
 Departure Dates:
 12/15 October
 23/25 November
 • Bullet point information
 • Bullet point information
 • Bullet point information

Company or Agency Name
 Company ID No. 123456
 069714 123 4567 | 099714 123 4567
 Monday - Friday 9am - 6pm
 Saturday 10am - 5pm
 Company Address:
 No. 123, Road Name, Landmark Nearby,
 12345 City Name (QJ)004812340
 www.companywebsite.com
 www.aod@mediacom

DOWNLOAD ASSET

OTA TEMPLATE | PRINT VERTICAL

1 PACKAGE

FOR MOMENTS THAT STAY WITH YOU

visit QATAR Partner Logo

Package Information

Departure Dates:
12/15 October
23/25 November

- Bullet point information
- Bullet point information
- Bullet point information
- Bullet point information

FROM \$38 PER PERSON

Package Information

Departure Dates:
12/15 October
23/25 November

- Bullet point information
- Bullet point information
- Bullet point information
- Bullet point information

Company or Agency Name
Company Id No. 123456
009714 123 4567 / 009714 123 4567
Monday - Friday 9am - 6pm / Saturday 10am - 4pm

Company Address
No 123, Road Name, Landmark Nearby,
12345 City Name (Citycode1234)
www.companywebsite.com / www.socialmedia.com

2 PACKAGES

FOR MOMENTS THAT STAY WITH YOU

visit QATAR Partner Logo

Package Information

Departure Dates:
12/15 October
23/25 November

- Bullet point information
- Bullet point information
- Bullet point information
- Bullet point information

FROM \$38 PER PERSON

Package Information

Departure Dates:
12/15 October
23/25 November

- Bullet point information
- Bullet point information
- Bullet point information
- Bullet point information

FROM \$38 PER PERSON

Company or Agency Name
Company Id No. 123456
009714 123 4567 / 009714 123 4567
Monday - Friday 9am - 6pm / Saturday 10am - 4pm

Company Address
No 123, Road Name, Landmark Nearby,
12345 City Name (Citycode1234)
www.companywebsite.com / www.socialmedia.com

3 PACKAGES

FOR MOMENTS THAT STAY WITH YOU

visit QATAR Partner Logo

Package Information

Departure Dates:
12/15 October, 23/25 November

- Bullet point information
- Bullet point information
- Bullet point information

FROM \$38 PER PERSON

Package Information

Departure Dates:
12/15 October, 23/25 November

- Bullet point information
- Bullet point information
- Bullet point information

FROM \$38 PER PERSON

Package Information

Departure Dates:
12/15 October, 23/25 November

- Bullet point information
- Bullet point information
- Bullet point information

FROM \$38 PER PERSON

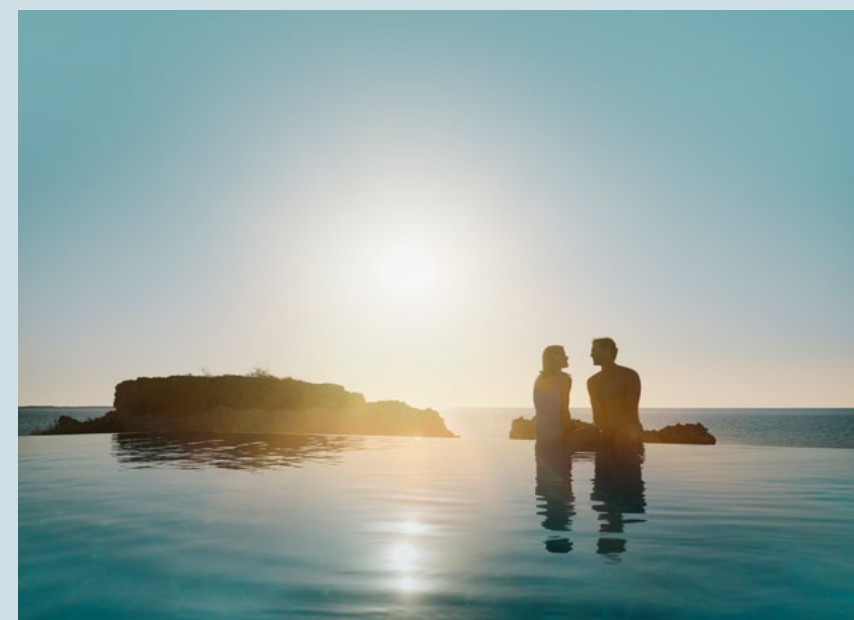
Company or Agency Name
Company Id No. 123456
009714 123 4567 / 009714 123 4567
Monday - Friday 9am - 6pm / Saturday 10am - 4pm

Company Address
No 123, Road Name, Landmark Nearby,
12345 City Name (Citycode1234)
www.companywebsite.com / www.socialmedia.com

DOWNLOAD ASSET

GLOBAL CAMPAIGN

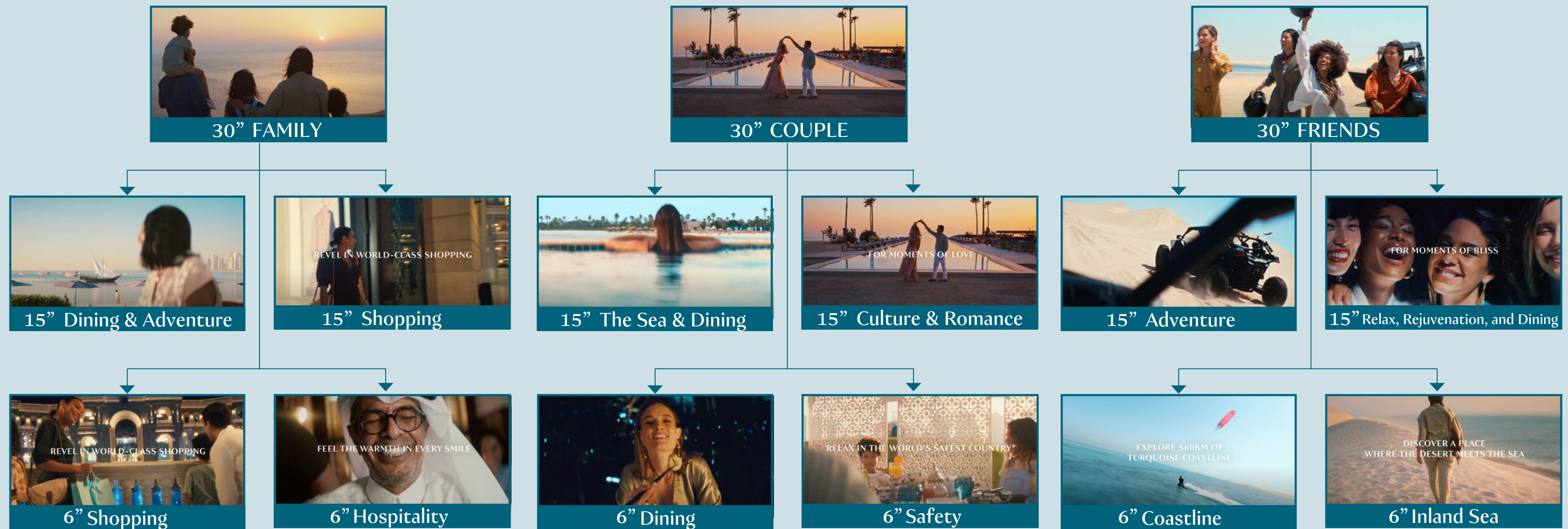
IMAGE LIBRARY



[DOWNLOAD ASSET](#)

ADAPTATIONS

16:9 | 9:16 | 1:1 | 4:5



[DOWNLOAD ASSET](#)

TVC ASSETS

AV END-FRAME LOCKUP



MOMENTS WORTH STOPPING FOR

GLOBAL STOPOVER CAMPAIGN

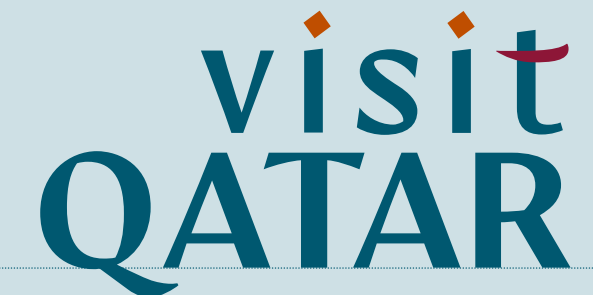
MESSAGING STRUCTURE

Headline Visit Qatar Medium

MOMENTS WORTH
STOPPING FOR

URL Visit Qatar Medium
LOGO

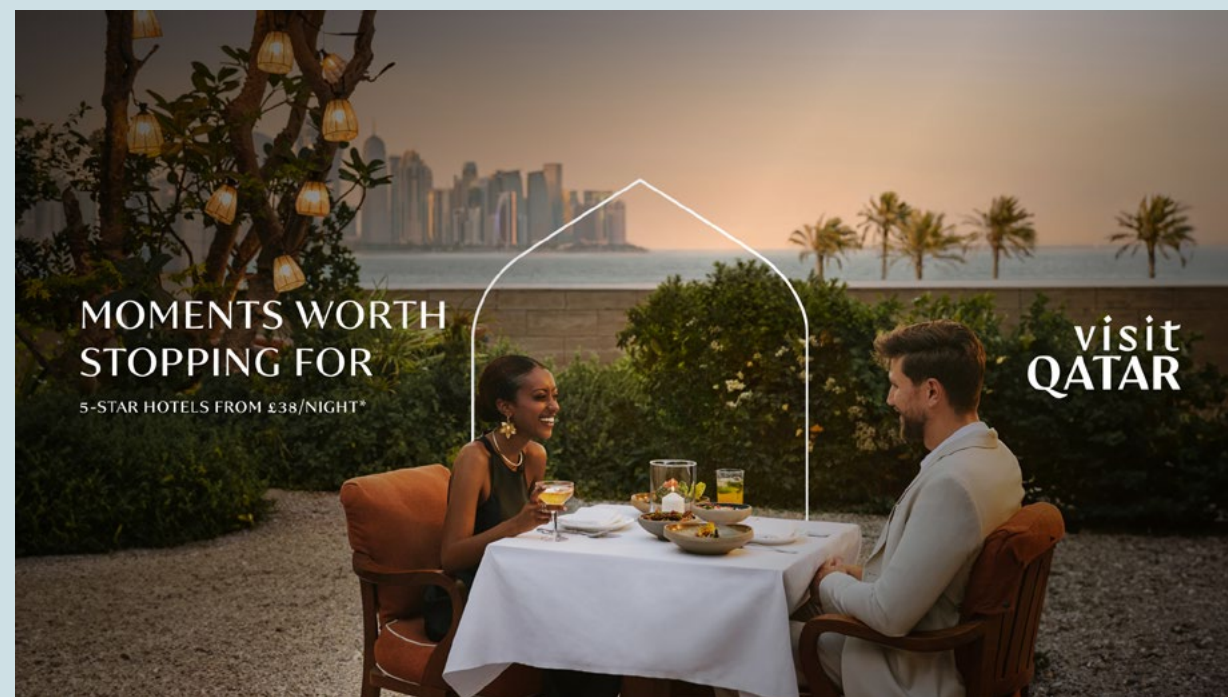
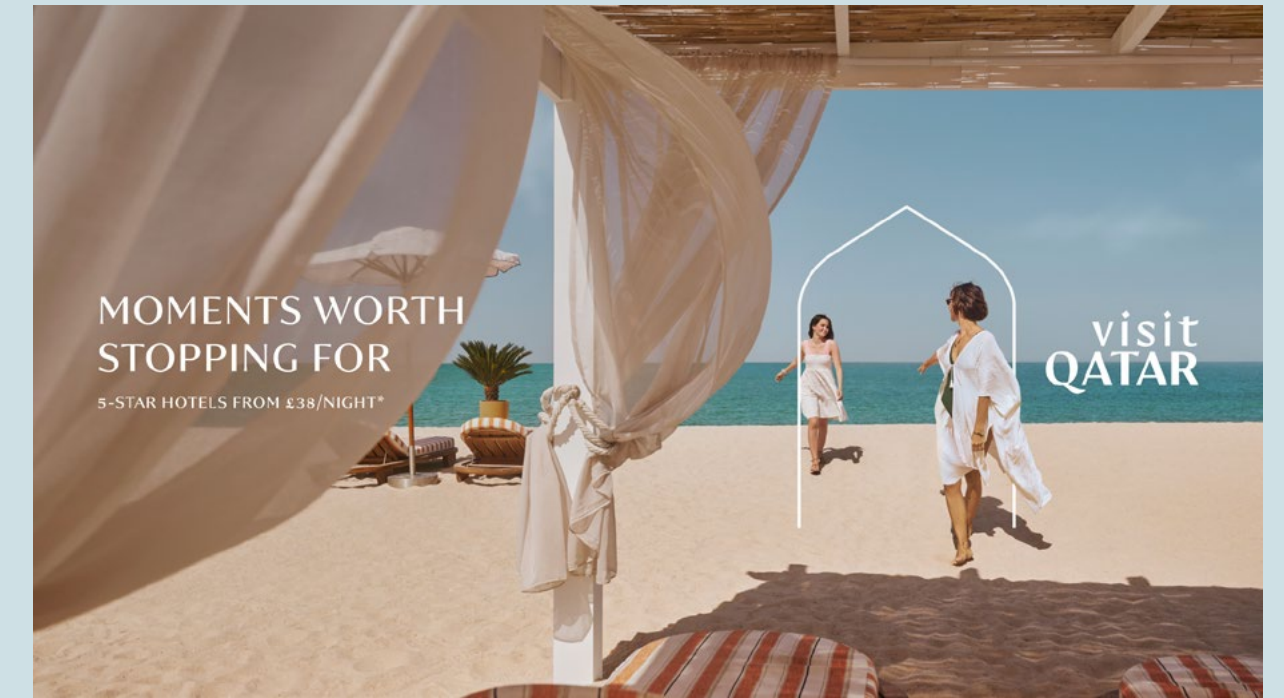
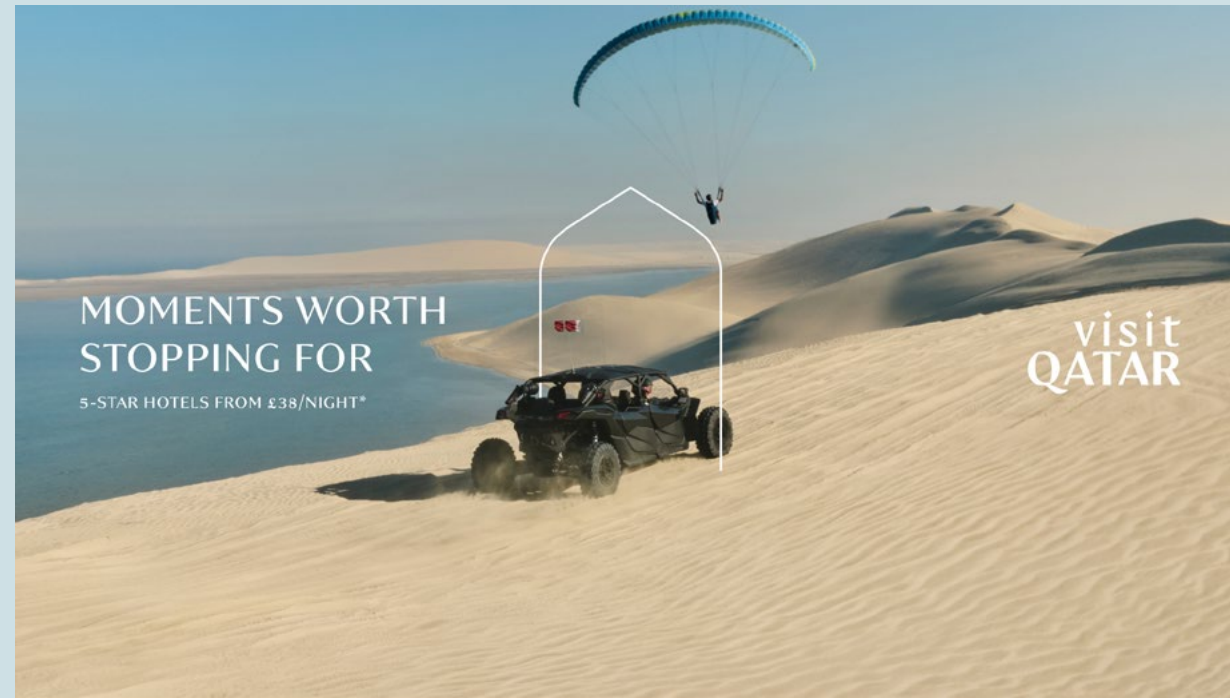
VISITQATAR.COM



TAGLINES

MARKET	ORIGINAL ENGLISH	TRANSLATION
FR	QATAR STOPOVER DEALS	OFFRES SPÉCIALES; ESCALE AU QATAR
	MOMENTS WORTH STOPPING FOR	LE TEMPS D'UNE ESCALE, VIVEZ L'EXCEPTION
ES	QATAR STOPOVER DEALS	OFERTAS DE ESCALAS EN CATAR
	MOMENTS WORTH STOPPING FOR	ESCALAS QUE DEJAN HUELLA
DE	QATAR STOPOVER DEALS	KATAR: ZWISCHENSTOPP-DEALS
	MOMENTS WORTH STOPPING FOR	MOMENTE, DIE EINEN ZWISCHENSTOPP WERT SIND
CN	QATAR STOPOVER DEALS	卡塔尔中途停留礼遇
	MOMENTS WORTH STOPPING FOR	精彩时刻 值得驻足

CAMPAIGN KEY VISUALS



[DOWNLOAD ASSET](#)

DIGITAL/SOCIAL STATICS



4X5



1X1

[DOWNLOAD ASSET](#)

DIGITAL OFFERS

Headline and CTA should not be less than 2/8 of total width

Logo and Partner lockup should not be less than 1/8 of total width

Frame 1



Frame 2

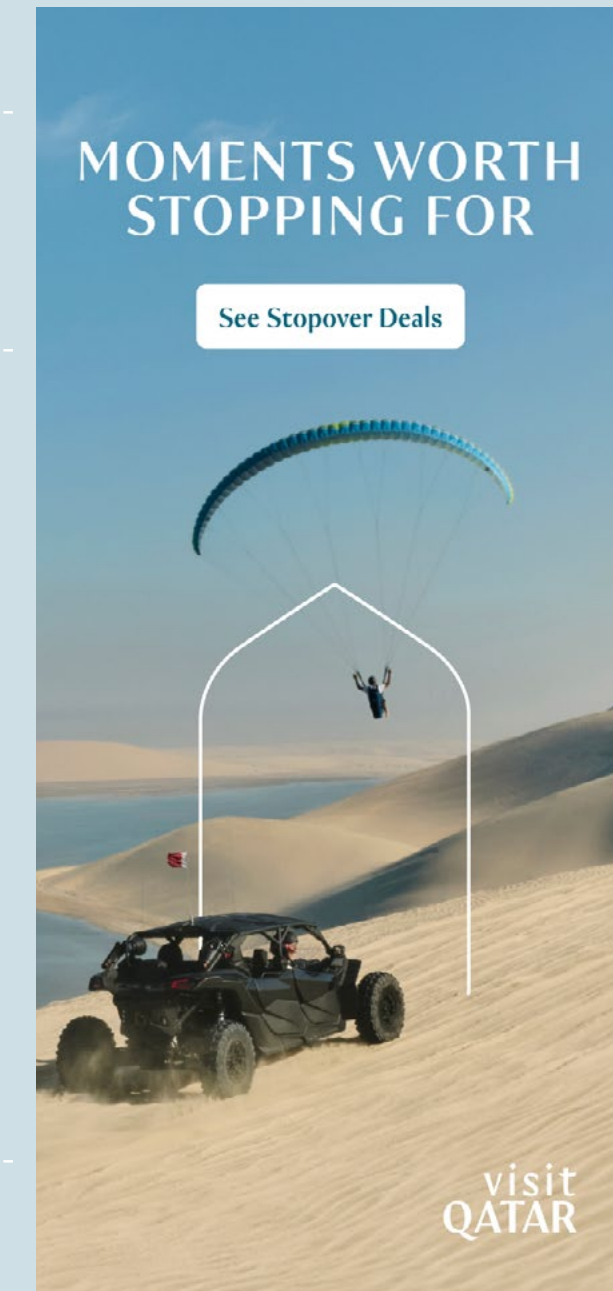


970x250

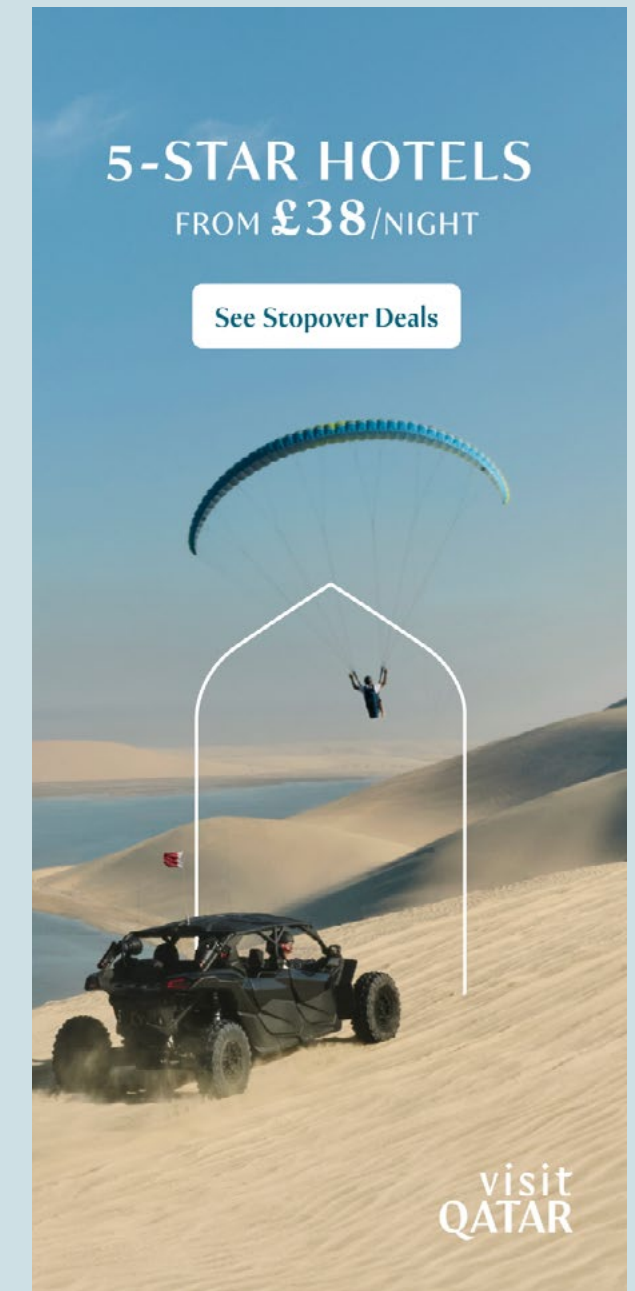
Headline and CTA should not be less than 2/8 of total height

Logo should be 1/8 of total height

Frame 1



Frame 2



300x600

DOWNLOAD ASSET

DIGITAL OFFERS

Frame 1

CTA should be not less than 1/3 of the total width



Option 1

Frame 2



Logo and Partner lockup should be 1/5 of total width



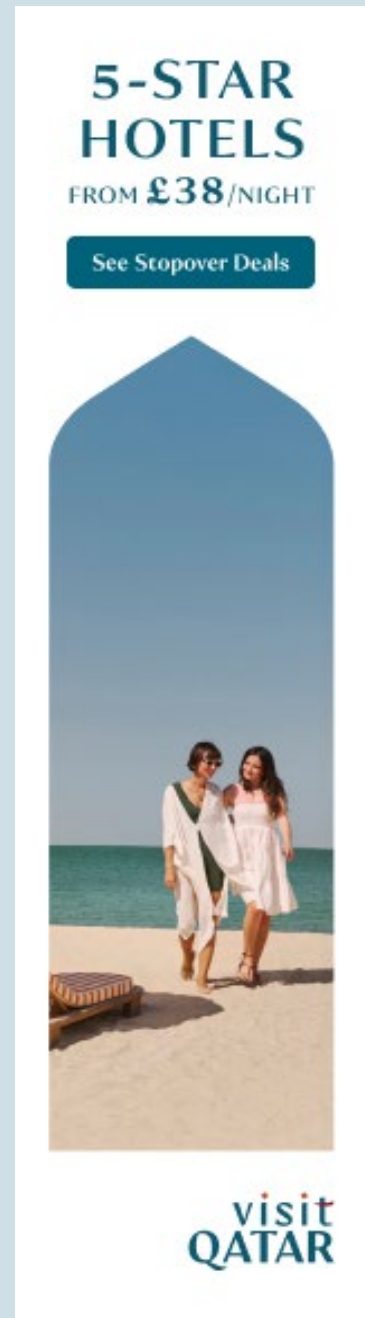
Option 2



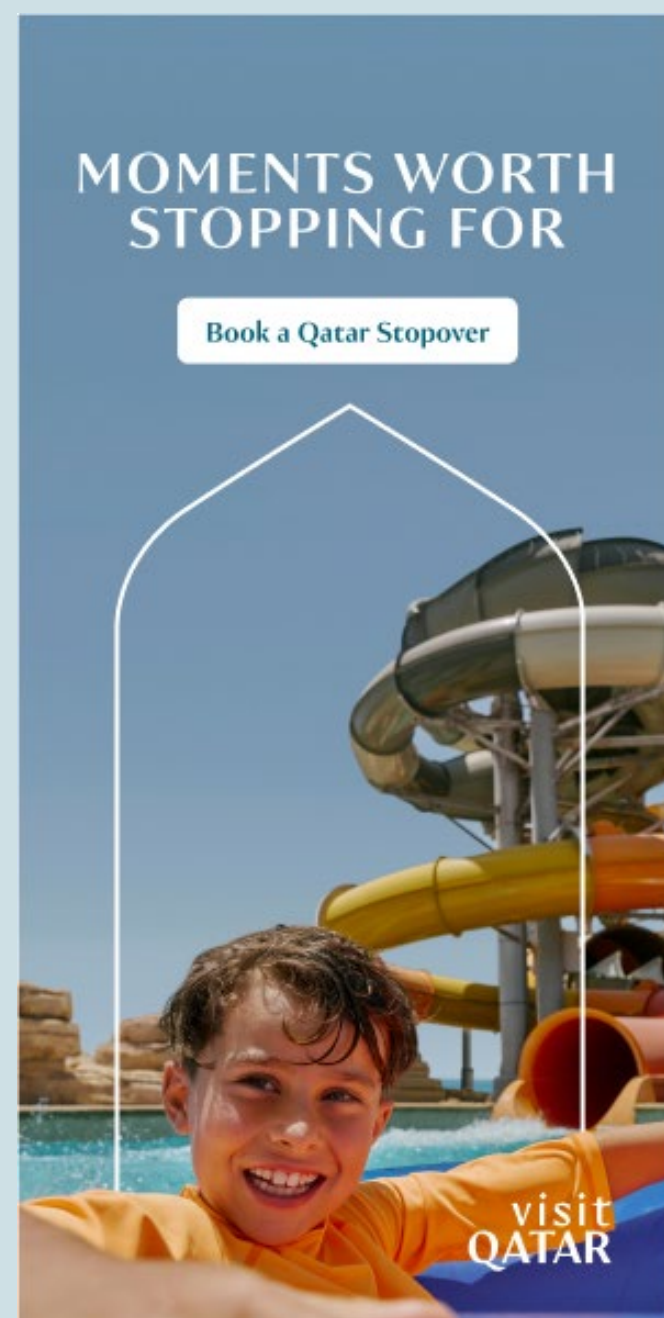
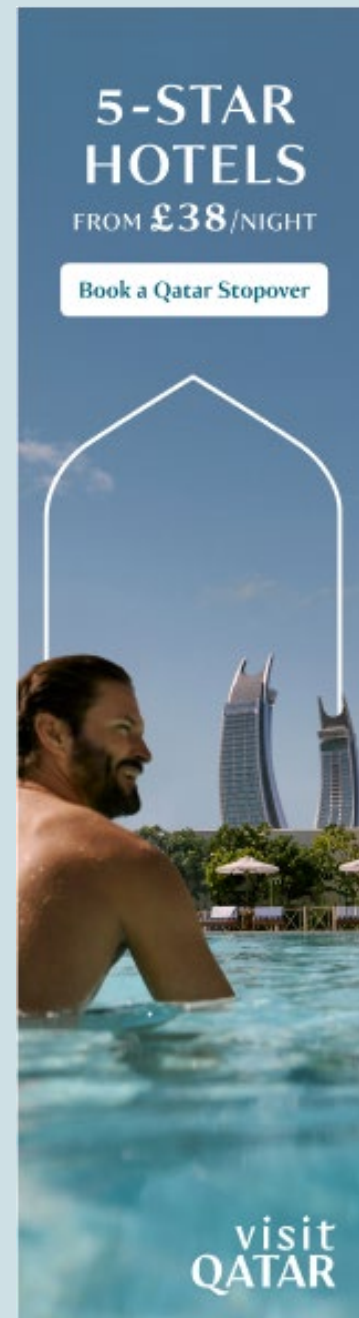
300x250

DOWNLOAD ASSET

DIGITAL OFFERS | EXAMPLE



160x600



300x600



728x90



300x250



[DOWNLOAD ASSET](#)

IMAGE LIBRARY



[DOWNLOAD ASSET](#)

GLOBAL STOPOVER CAMPAIGN

IMAGE LIBRARY



[DOWNLOAD ASSET](#)

VIDEO ASSETS

16:9 | 9:16 | 1:1 | 4:5

DREAM

For
Social/Digital
use

30"



15"



6"



[DOWNLOAD ASSET](#)

AV END-FRAME LOCKUP



MOMENTS MADE FOR YOU

GCC WINTER CAMPAIGN

MESSAGING STRUCTURE

Headline Visit Qatar Regular

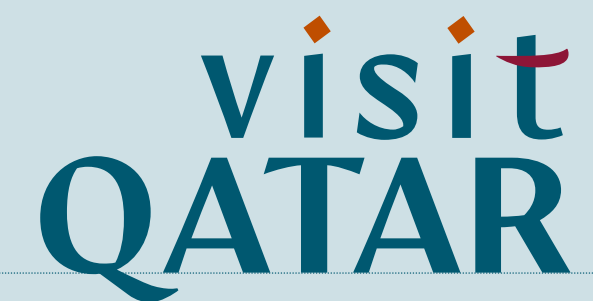
قطر، على هواك

URL Visit Qatar Medium

VISITQATAR.COM

LOCATION Visit Qatar Regular
LOGO

📍 Location



CAMPAIGN KEY VISUALS | ARABIC

ADVENTURES



ADVENTURES



RELAXING



FLAVORS



CONCERTS



FAMILY TIME



SHOPPING



[DOWNLOAD ASSET](#)

PRINT ASSETS | APPLICATION

A4



URL

LOCATION

LOGO PARTNER LOCKUP

A4



HEADLINE + URL

LOCATION

LOGO PARTNER LOCKUP

DOWNLOAD ASSET

DIGITAL ASSETS | APPLICATION



9X16



4X5



1X1



16X9

[DOWNLOAD ASSET](#)

DIGITAL ASSETS | APPLICATION



[DOWNLOAD ASSET](#)

DIGITAL TEMPLATES

CTA should be not less than 2/5 of the total width



300x250

Logo and Partner lockup should be 1/3 of total width

[DOWNLOAD ASSET](#)

DIGITAL TEMPLATES



Headline and CTA should not be less than 3/8 of total width

Logo and Partner lockup should not be less than 1/8 of total width

728x90



Headline and CTA should not be less than 2/8 of total height

Logo and Partner lockup should be 1/8 of total height

160x600

[DOWNLOAD ASSET](#)

OTA TEMPLATE | DIGITAL

Annotations for the vertical template:

- Logo and Partner lockup should be 1/8 of total height
- Headline and CTA should not be less than 2/8 of total height
- Package Price 2/8 of total height

160x600

Annotations for the horizontal template:

- Package 1/8 of total width
- Headline and CTA should not be less than 2/8 of total width
- Logo and Partner lockup should not be less than 2/8 of total width

728x90

Annotations for the vertical template:

- CTA should be not less than 1/3 of the total width
- Package Price 1/4 of total height

300x250

[DOWNLOAD ASSET](#)

OTA TEMPLATE | PRINT HORIZONTAL

1 PACKAGE

MOMENTS MADE FOR YOU

visit QATAR Partner Logo

Package Information

Departure Dates: 12/15 October, 23/25 November

- Bullet point information
- Bullet point information
- Bullet point information

FROM \$38 PER PERSON

Company or Agency Name
Company Id No. 123456

009714 123 4567 / 009714 123 4567
Monday - Friday 9am - 6pm
Saturday 10am - 4pm

Company Address:
No 123, Road Name, Landmark Nearby,
12345 City Name (Citycode1234)

www.companywebsite.com
www.socialmedia.com

2 PACKAGES

MOMENTS MADE FOR YOU

visit QATAR Partner Logo

Package Information

Departure Dates: 12/15 October, 23/25 November

- Bullet point information
- Bullet point information
- Bullet point information

FROM \$38 PER PERSON

Package Information

Departure Dates: 12/15 October, 23/25 November

- Bullet point information
- Bullet point information
- Bullet point information

FROM \$38 PER PERSON

Company or Agency Name
Company Id No. 123456

009714 123 4567 / 009714 123 4567
Monday - Friday 9am - 6pm
Saturday 10am - 4pm

Company Address:
No 123, Road Name, Landmark Nearby,
12345 City Name (Citycode1234)

www.companywebsite.com
www.socialmedia.com

3 PACKAGES

MOMENTS MADE FOR YOU

visit QATAR Partner Logo

Package Information

Departure Dates: 12/15 October, 23/25 November

- Bullet point information
- Bullet point information
- Bullet point information

FROM \$38 PER PERSON

Package Information

Departure Dates: 12/15 October, 23/25 November

- Bullet point information
- Bullet point information
- Bullet point information

FROM \$38 PER PERSON

Package Information

Departure Dates: 12/15 October, 23/25 November

- Bullet point information
- Bullet point information
- Bullet point information

FROM \$38 PER PERSON

Company or Agency Name
Company Id No. 123456

009714 123 4567 / 009714 123 4567
Monday - Friday 9am - 6pm
Saturday 10am - 4pm

Company Address:
No 123, Road Name, Landmark Nearby,
12345 City Name (Citycode1234)

www.companywebsite.com
www.socialmedia.com

DOWNLOAD ASSET

OTA TEMPLATE | PRINT VERTICAL

1 PACKAGE

MOMENTS MADE FOR YOU





FROM
\$38
PER PERSON

Package Information

Departure Dates:
12/15 October
23/25 November

- Bullet point information
- Bullet point information
- Bullet point information

Company or Agency Name
Company Id No. 123456
009714 123 4567 / 009714 123 4567
Monday - Friday 9am - 6pm / Saturday 10am - 4pm

Company Address
No 123, Road Name, Landmark Nearby,
12345 City Name {Citycode1234}
www.companywebsite.com / www.socialmedia.com

2 PACKAGES

MOMENTS MADE FOR YOU



Package Information

Departure Dates:
12/15 October
23/25 November

- Bullet point information
- Bullet point information
- Bullet point information



FROM
\$38
PER PERSON

Package Information

Departure Dates:
12/15 October
23/25 November

- Bullet point information
- Bullet point information
- Bullet point information



FROM
\$38
PER PERSON

Company or Agency Name
Company Id No. 123456
009714 123 4567 / 009714 123 4567
Monday - Friday 9am - 6pm / Saturday 10am - 4pm

Company Address
No 123, Road Name, Landmark Nearby,
12345 City Name {Citycode1234}
www.companywebsite.com / www.socialmedia.com

3 PACKAGES

MOMENTS MADE FOR YOU



Package Information

Departure Dates:
12/15 October
23/25 November

- Bullet point information
- Bullet point information
- Bullet point information



FROM
\$38
PER PERSON

Package Information

Departure Dates:
12/15 October
23/25 November

- Bullet point information
- Bullet point information
- Bullet point information



FROM
\$38
PER PERSON

Company or Agency Name
Company Id No. 123456
009714 123 4567 / 009714 123 4567
Monday - Friday 9am - 6pm / Saturday 10am - 4pm

Company Address
No 123, Road Name, Landmark Nearby,
12345 City Name {Citycode1234}
www.companywebsite.com / www.socialmedia.com

DOWNLOAD ASSET

GCC WINTER CAMPAIGN

IMAGE LIBRARY



[DOWNLOAD ASSET](#)

TVC ASSETS

16:9

Suitable for
TVC and Youtube



For
Social/Digital
use



DOWNLOAD ASSET

GCC WINTER CAMPAIGN

AV END-FRAME LOCKUP



For more information,
please contact the branding team branding@visitqatar.qa

visit
QATAR