

# LOGO

## FULL COLOR LOGO



## BLACK & WHITE LOGO



## FOR SPECIAL CASES

### White see-through



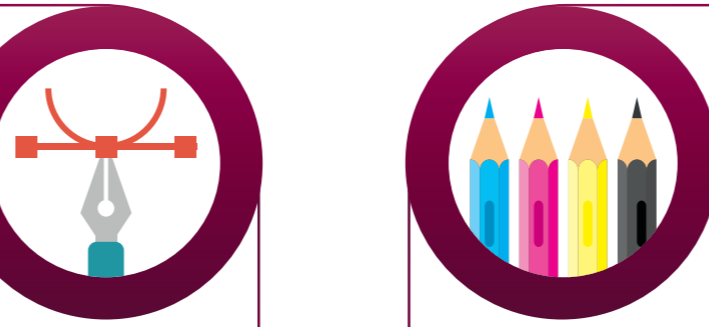
## FLAT COLOR



## FLAT AND SINGLE COLOR

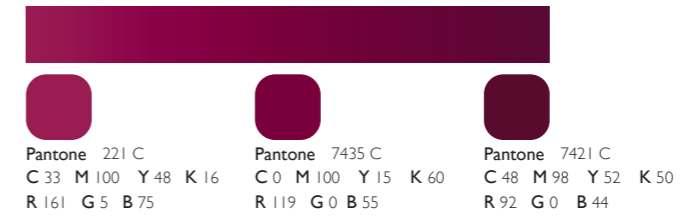


## WITHOUT THE BORDER

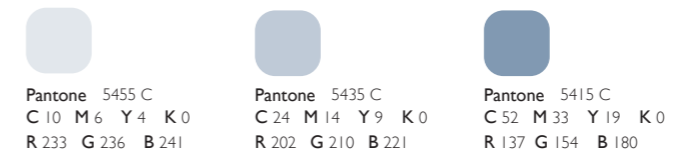


# COLORS

## PRIMARY COLORS



## SECONDARY COLORS To support the primery colors in littele spots



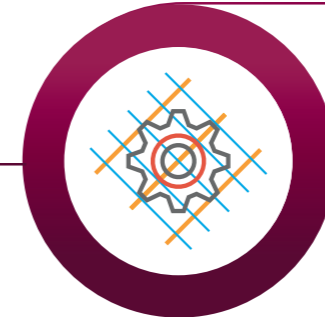
# TYPOGRAPHY



**ARABIC** • **Hacen Liner**  
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**ENGLISH** • **Jotia**  
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0123456789

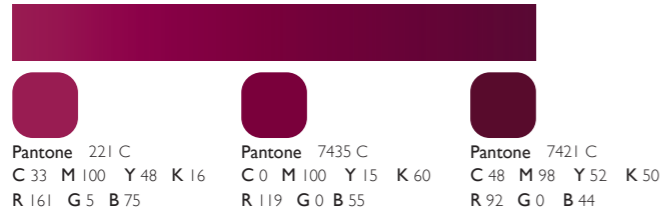
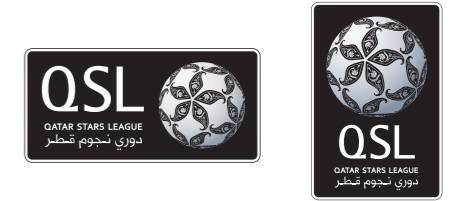
# PATTERN & ELEMENTS



For any queries or approvals regarding this brand guideline summary,  
please contact QSL Branding team [branding@qsl.com.qa](mailto:branding@qsl.com.qa)

[www.qsl.qa](http://www.qsl.qa)





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دوري نجوم قطر  
الدليل الإرشادي للعلامة التجارية المختصر  
مارس ٢٠٢٠