



دوري نجوم بنك الدوحة
DOHA BANK STARS LEAGUE

Doha Bank Stars League™

Brand Guidelines

2026/27



LOGO

VERTICAL



دوري نجوم بنك الدوحة
DOHA BANK STARS LEAGUE

HORIZONTAL



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LOGO > On light background



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LOGO > On dark background



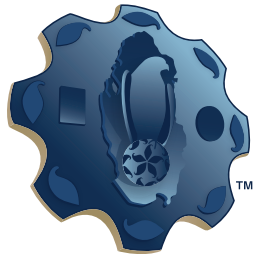
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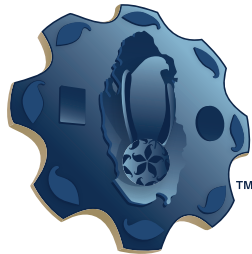
LOGO > Wrong usage

Don't change the colour of the wordmark

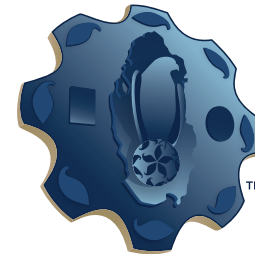


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Don't remove or change the wordmark



Don't add additional copy to the logotype

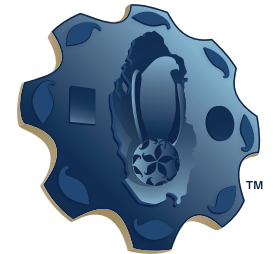


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Don't change the orientation of the logotype elements



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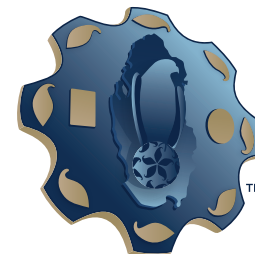
Don't use images that create poor legibility of the logotype



Don't use images that create poor legibility of the logotype

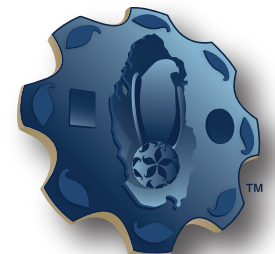


Don't change the colour of the symbol elements



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Don't add effects to logotype that cause legibility issues



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LOGO> Safe area & minimum size

Allow sufficient clear space when placing the logo in any application. The clear space should be measured using the height of the word "DOHA" in the wordmark, defined as Y height and X width, to ensure the logo remains legible and visually impactful.

Logo Minimum Size

Logotype minimum width size



دوري نجوم بنك الدوحة
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On-screen 70 px
Print: 25mm



دوري نجوم بنك الدوحة
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On-screen 130 px
Print: 46mm

Vertical logo, Primary



Horizontal logo, Secondary



COLORS

This page provides a detailed breakdown of our core colour palette in RGB, CMYK, and Pantone®. These colours can be used in full-colour or gradient versions as needed, with examples shown on this page. These colours are designated exclusively for broadcasting, partner activations, and premium applications. Do not use on-ground colours for these channels or in these contexts.

Primary Colour

RGB/Pantone

CMYK



COLORS> Gradient

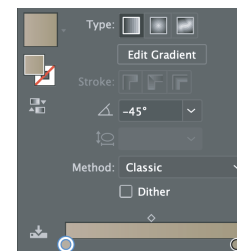
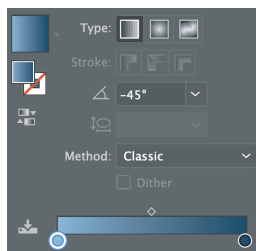
We create our gradient palette by carefully blending our primary colours. These gradients are treated meticulously to ensure a consistent and dynamic visual experience.

Gradients are strictly for use on screens and digital applications, and digital print only; do not use them for offset print materials or physical branding assets.

Do not create any new gradients by adding or mixing other colours. Always stick to the approved gradients detailed in this guide. This page specifies the exact colours used, their gradient angles, and the precise placement of each colour to

Primary Gradient Colour

RGB



Graphic elements



SLOGAN

Our slogan, “Be a Part of the Action,” is a key message that reflects the energy and inclusivity of the Qatar Stars League. The slogan should follow the brand’s colour guidelines — using positive maroon on light backgrounds and negative white on dark backgrounds. This ensures strong visibility, consistency, and alignment with our visual identity across all applications.

on light background

كن جزءاً
من الحدث!
دوري نجوم بنك الدوحة

Be a part of
THE ACTION!
Doha Bank Stars League



on dark background



Fonts

29LT Bukra Regular, Medium, and Black

Our primary English and Arabic typeface plays a vital role in the QSL brand. We use 29LT Bukra in various weights depending on the application. Clear guidance on how to use our font is provided throughout this guide to ensure consistency and legibility across all communications.

29LT Bukra Black
29LT Bukra Medium
29LT Bukra Regular

In bilingual text applications including Arabic, Qatari law requires that Arabic appears first, followed by the other language. Please note that any taglines shown in this document are for visual placeholder purposes only; the official tournament tagline will be provided once it has been approved.

29LT Bukra is a bilingual font for Arabic and English, ensuring consistent typography across QSL materials.

العناوين الرئيسية 29LT Bukra Bold

29LT Bukra Medium العناوين الفرعية

29LT Bukra Regular لجميع النصوص الأساسية
ستجد أمثلة على استخدامه في المخططات النموذجية ضمن هذا المستند.

Our headlines are 29LT Bukra Bold

29LT Bukra Medium for subheads

We use 29LT Bukra in all body copy.

Examples of use you'll find on example layouts throughout this document.



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For any necessary queries or approvals
please contact QSL Branding team.
branding@qsl.com.qa

