

QSL 2 LEAGUE

GUIDELINE 2026
V01

PLAYER IN MOTION

INSPIRED BY
REAL
MOTION.
SHAPED INTO
AN ICON.

The QSL2 logo is inspired by the natural movement of a football player. This pose captures a split second of motion, energy and intent.

The body leans forward, the leg drives through, and the ball is advanced with purpose.

From this powerful movement, we abstracted the form into a dynamic symbol that represents the spirit of the league.

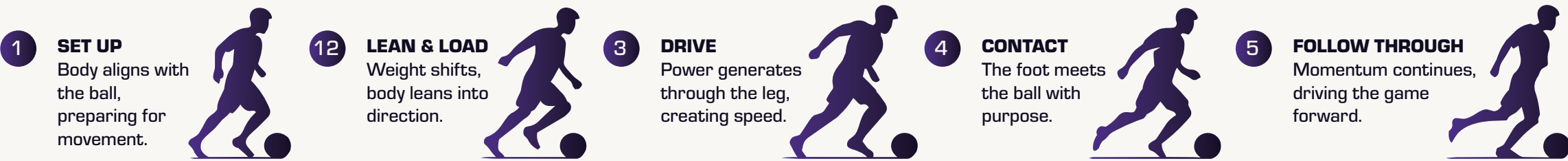
“
REAL MOVEMENT.
REAL INSPIRATION.
”

THE INSPIRATION

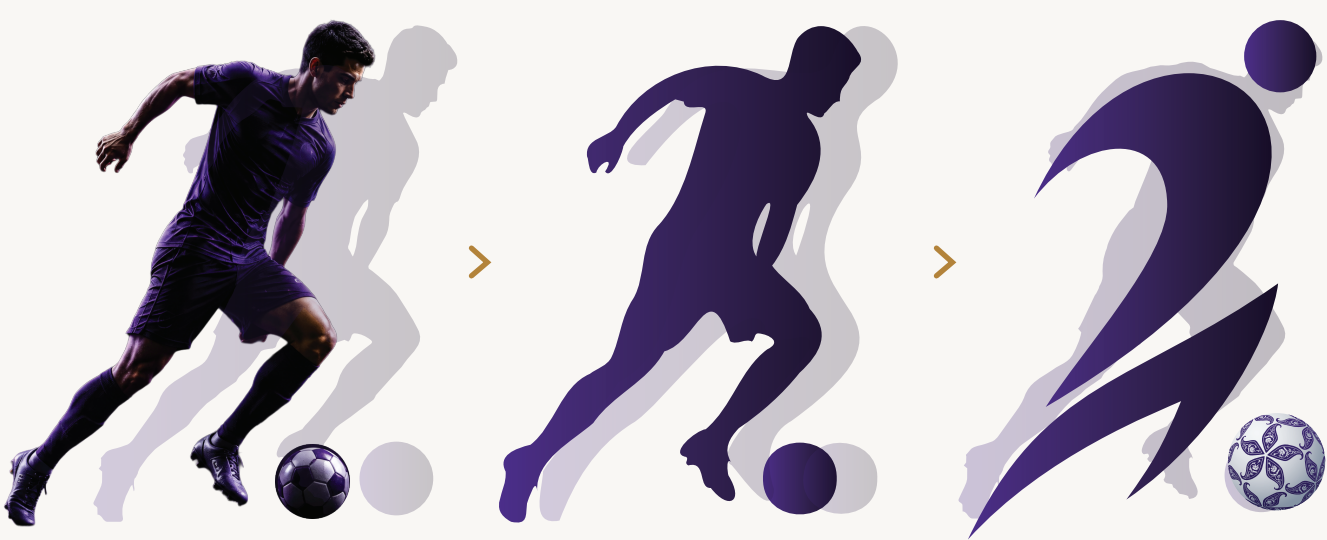
A PLAYER. A MOMENT. A MOVEMENT.



THE INSPIRATION



FROM POSE TO SHAPE



THE QSL 2 ICON



- DYNAMIC CURVE**
Represents motion, flow and energy.
- ATHLETIC ANGLES**
Engineered for balance, strength and stability.
- UNITY & FOCUS**
The head symbolizes focus and ambition.
- QATARI IDENTITY**
The ball features a motif inspired by our culture and heritage.

PLAYER IN MOTION

MORE THAN
A LEAGUE.
A MOVEMENT
THAT UNITES.

The QSL2 logo concept is inspired by the essence of football and the spirit of Qatar. It captures the athlete in motion, the energy of competition and the unity of a nation through the beautiful game.

Every element is intentionally designed to reflect movement, balance and heritage—creating a timeless symbol for a new era.



THE IDEA IN ONE



+

2

+



+



=

ATHLETE IN MOTION
Dynamic movement captures the speed, skill and passion of the game.

NUMBER 2
Represents the league edition and the pursuit of excellence and greater heights.

FOOTBALL
The ball element grounds the identity in the game that brings us together.

QATAR HERITAGE
The ball pattern is inspired by traditional Qatari art—a symbol of culture, pride and authenticity.

THE PLAYER IN THE NUMBER

**ONE
IDENTITY.
ONE LEAGUE.
ONE LEGACY.**

The QSL2 logo is a powerful representation of the player in motion, crafted with precision and purpose.

In black and white, the logo expresses strength, clarity and timelessness.

It stands with confidence across every platform, reflecting the essence of competition and the spirit of the league.

VERTICAL LOGO



HORIZONTAL LOGO



One Colors logo





TYPOGRAPHY SYSTEM

A TYPEFACE
THAT
COMMANDS
RESPECT.
ON AND OFF
THE PITCH.

The QSL2 typography system is built on strength, precision and clarity. At its core is Eurostile, an iconic geometric typeface chosen for its bold, athletic character and timeless appeal. Paired with a clean supporting typeface, it creates a versatile hierarchy that performs seamlessly across stadium branding, broadcast, digital platforms and print applications.



The official display typeface of QSL2.

ENGLISH FONT

EUROSTILE

Recognized for its bold geometric construction and confident personality, Eurostile delivers maximum impact across headlines, player names and key communications.

BOLD • GEOMETRIC • ICONIC

Its strong architectural forms reinforce the league's modern, athletic and premium identity.

UPPERCASE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

NUMBERS

1 2 3 4 5 6 7 8 9 0

TYPOGRAPHIC HIERARCHY

H1 CHAMPIONS ARE MADE

Typeface:
Eurostile Black

H2 LEGENDS ARE REMEMBERED

Typeface:
Eurostile Heavy

H3 QATAR STARS LEAGUE 2

Typeface:
Eurostile Bold

BODY Where passion meets performance.

Typeface:
Eurostile Medium

CAPTION TOGETHER WE RISE

Typeface:
Eurostile Regular

ARABIC TYPEFACE

Loew Next Arabic

A contemporary geometric sans-serif designed to complement Eurostile with exceptional clarity and readability.

Ideal for body copy, captions, digital interfaces and supporting information across every touchpoint.

Black

دوري نجوم قطر 2

Bold

دوري نجوم قطر 2

Medium

دوري نجوم قطر 2

Thin

دوري نجوم قطر 2

NUMERALS SYSTEM

23

Custom applications integrate seamlessly with the QSL2 identity, creating a consistent and unified visual language across all league assets.

COLOR PALETTE

A PALETTE THAT
INSPIRES
PASSION,
BUILT ON
HERITAGE,
DESIGNED FOR
THE FUTURE.

The QSL2 color palette is a bold fusion of ambition and elegance. Anchored in our signature purple and gold, it is elevated by a dynamic range of secondary tones that bring energy, modernity and distinction to every touchpoint of the league.

PRIMARY COLORS

QSL PURPLE

PASSION. AMBITION. LEADERSHIP.

Pantone: 2685 C

CMYK: 92 100 20 30

RGB: 35 0 64

HEX: #230040

QSL GOLD

EXCELLENCE. HERITAGE. GLORY.

Pantone: 872 C

CMYK: 30 35 90 10

RGB: 188 135 57

HEX: #B48739

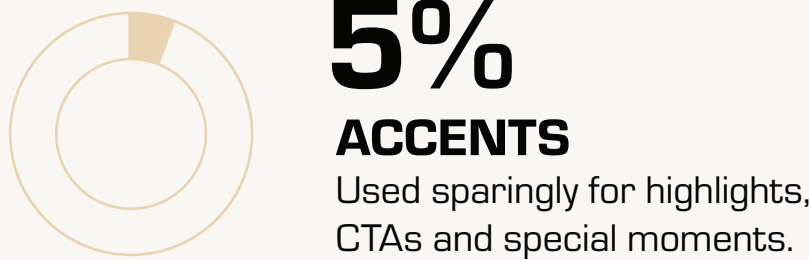
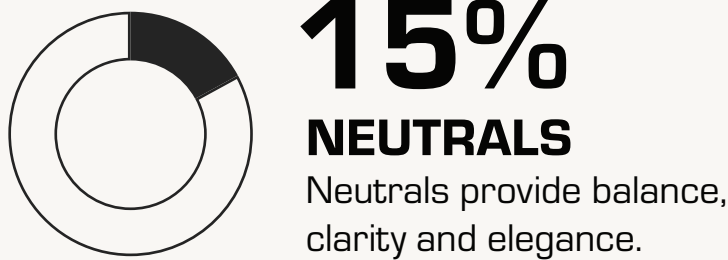
PRIMARY COLORS

DEEP VIOLET POWER & MYSTERY	VIBRANT VIOLET ENERGY & CREATIVITY	SAND WARMTH & ROOTS	SAND BEIGE WARMTH & ROOTS
CMYK: 100 100 30 60	CMYK: 85 100 11 3	CMYK: 30 35 90 10	CMYK: 10 15 30 0
RGB: 26 0 46	RGB: 81 26 133	RGB: 188 135 57	RGB: 230 213 184
HEX: #1A002E	HEX: #511a85	HEX: #B48739	HEX: #E6D5B8

SECONDARY COLORS

LAVENDER INSPIRATION & BALANCE	LIGHT GREEN INNOVATION & FOCUS	CHARCOAL STRENGTH & STABILITY	LIGHT GREY NEUTRAL & BALANCE
CMYK: 25 30 0 0	CMYK: 40 0 30 0	CMYK: 70 60 50 60	CMYK: 15 10 10 0
RGB: 201 187 230	RGB: 153 212 191	RGB: 46 46 49	RGB: 220 220 223
HEX: #C9BBE6	HEX: #A7D5C2	HEX: #2E2E31	HEX: #DCDCDF

COLOR USAGE GUIDE



INSPIRED BY THE SYMBOL

THE LINES
THAT MOVE
THE GAME.
PATTERNS
INSPIRED BY
QSL2.

The QSL2 symbol is built from dynamic curves and sharp angles that express movement, energy and ambition.

These pattern explorations translate the essence of the logo into bold, versatile visuals for a strong and consistent brand world.

PATTERN EXPLORATIONS



DYNAMIC FLOW

Flowing curves inspired by motion and momentum.



ANGLE OF VICTORY

Sharp angular lines representing drive and determination.



UNITY IN MOTION

Interlocking shapes that symbolize connection, teamwork and unity.



ENERGY LINES

Speed lines that reflect logo, energy, impact and forward movement.



SHORT,
MEMORABLE
PHRASE THAT
CAPTURES THE
ESSENCE OF
THE BRAND.
BRAND'S
SIGNATURE LINE

“Aim Higher” reflects the brand's ambition, progress, and commitment to excellence. It inspires people to push beyond expectations, embrace growth, and strive for better in everything they do.

Aim Higher نرتقي بالطموح

Aim Higher نرتقي بالطموح

نرتقي بالطموح
Aim Higher

نرتقي بالطموح
Aim Higher

Thank You

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

