



QATAR

TITLE OR TAGLINE



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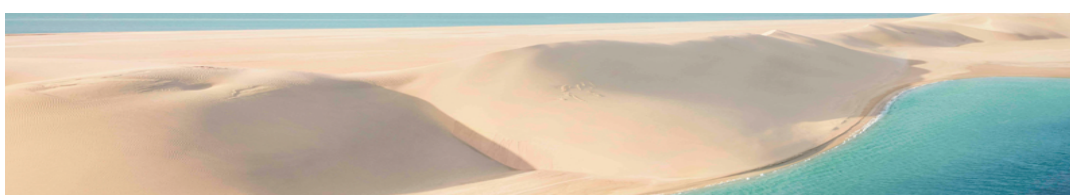


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LOGO RATIONAL: QATAR



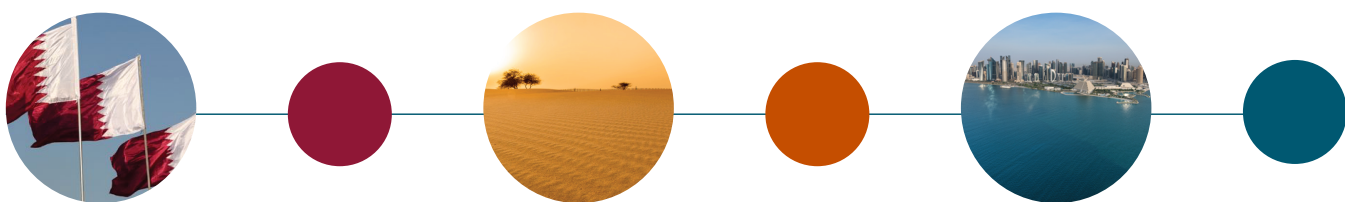
The beauty of the logo is in its simplicity: it does not literally illustrate any specific element. The logo's abstract forms open many possibilities for the viewer to see, while retaining the essential Arabic flavor that is modernly and elegantly expressed.



The Arabic calligraphy becomes an abstract form that people see it in endless angles and explanations. Some see in it three giant leaps, while others see in the horizontal free form waves of the sea or even dunes of the desert.



Parts of the calligraphic suggest a smiling face. The middle part of the calligraphy echoes the free flowing shapes of a sailing dhow.



The main deep blue color used in the identity is inspired by the colors of the sea in Qatar. The other two colors used are the national color used in the flag, as well as a vivid orange color inspired by Qatari nature, particularly the sunrise in the desert.



The Latin typography was custom designed to match the sharp details of the Arabic calligraphy

The new Qatar logo is a revival of the classic wordmark of the country: an elegant innovative Arabic calligraphy style of the word Qatar, carefully blending traditional elements with a contemporary interpretation, and becoming the graphic signature of the country.