



QATAR

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المجلس الوطني للسياحة  
National Tourism Council



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**Features:**

- same contrast as arabic but lighter so the Arabic stand out more.
- sharp details matching the arabic

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## Features:

- Consistency in style and contrast between arabic and latin
- Consistency in style and contrast between styles in Latin

## Features:



- In the logo the Latin has the same contrast as arabic but lighter so the Arabic stand out more.

- related details across title, text, in arabic and latin

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## Visual hierarchy across the styles

Arabic stands out in  
contrast and weight



قطر

Latin follows the arabic  
same contrast but lighter



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Same contrast in arabic and  
latin and lower contrast to  
better readability.



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