



QATAR

المجلس الوطني للسياحة
National Tourism Council

قطر

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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:



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- 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



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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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