

LOGO

FULL COLOR LOGO



SINGLE COLOR LOGO (black)



SINGLE COLOR LOGO (white)



GRADIENT COLOR LOGO (Silver)



FULL COLOR LOGO WITH BOX (for special cases)



For any queries or approvals regarding this brand guideline summary,
please contact QSL Branding team branding@qsl.com.qa

COLORS

PRIMARY COLORS

Pantone 2925 C C 74 M 26 Y 0 K 0 R 40 G 153 B 213	Pantone 7690 C C 84 M 45 Y 15 K 1 R 37 G 122 B 169	Pantone 281 C C 100 M 93 Y 32 K 28 R 5 G 36 B 96	White C 0 M 0 Y 0 K 0 R 255 G 255 B 255	Black C 0 M 0 Y 0 K 100 R 0 G 0 B 0

SECONDARY COLORS To support the primery colors in littele spots

Pantone 137 C C 2 M 46 Y 98 K 0 R 241 G 153 B 0	Pantone 326 C C 79 M 0 Y 38 K 0 R 0 G 173 B 172	Pantone 584 C C 30 M 0 Y 88 K 0 R 199 G 213 B 55	Pantone Cool Gray 2C C 0 M 0 Y 0 K 25 R 208 G 208 B 208	Pantone 563 C C 58 M 10 Y 33 K 0 R 115 G 182 B 179

TYPOGRAPHY

ARABIC

•GE SS Two

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ENGLISH

•Gill Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

•FAKTOS TITLES ONLY (ONLY IN CAPS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

PATTERN & ELEMENTS

