LOGO

FULL COLOR LOGO

FOR SPECIAL CASES

SINGLE COLOR LOGO

INCORRECT COLOR LOGO USAGE

Ooredoo Cup
Brand Guideline Summary

August 2022

COLORS

FLAT COLORS

Pantone 2035 C
C 0 M 100 Y 100 K 0
R 227 G 6 B 19

Pantone 117 C
C 0 M 29 Y 96 K 30
R 179 G 126 B 17

GRADIENT COLORS

Pantone 2035 C
C 0 M 100 Y 100 K 0
R 227 G 6 B 19

Pantone 7417 C
C 0 M 82 Y 61 K 0
R 233 G 75 B 80

Pantone 187 C
C 0 M 100 Y 100 K 34
R 167 G 15 B 8

Pantone 2001 C
C 2 M 2 Y 45 K 0
R 255 G 242 B 166

Pantone 2001 C
C 4 M 11 Y 61 K 0
R 249 G 222 B 123

Pantone 117 C
C 0 M 29 Y 96 K 30
R 179 G 126 B 17

TYPOGRAPHY

ARABIC •Neo Sans Arabic

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ENGLISH •Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

PATTERN & ELEMENTS

For any queries or approvals regarding this brand guideline summary,
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