



QSL كأس
Cup

Brand Guideline

Season 2025 - 2026



LOGO

vertical



QSL كأس
Cup

horizontal



QSL كأس
Cup

LOGO > On light/dark background

Logo Flat Color



QSL كأس
Cup

One Color Logo on Light Background



QSL كأس
Cup

One Color Logo on Dark Background



QSL كأس
Cup

LOGO > On light/dark background

Logo Flat Color



One Color Logo on Light Background



One Color Logo on Dark Background



LOGO > Wrong usage



Do not use wrong color



Do not use wrong color



Do not use wrong color



Do not change the colors

Lorem ipsum dolor sit amet, erat
 condimentum duis aliquet, gravida
 ipsum dolor vel at vitae, amet
 sollicitudin ac, gravida et odio id eu
 vel. Purus ornare laecenas ut,
 consequat amet tristique enim in, nec
 est, sit arcu. Sed enim morbi at amet
 fusce tincidunt porta erat quisque
 potenti cubilia tristique, integer
 turpis duis sit eu, mi nonummy
 laoreet. Urna et tincidunt, amet eu
 mi tincidunt, suscipit, vel et
 ornare nam sollicitudin, amet
 rutrum none.

Do not place on text or pictures



Do not distort



Do not remove any elements



Do not change reposition elements

LOGO> Safe area & minimum size

The logo should always be surrounded by an area of clear space.



To ensure readability and visibility, do not reduce the logos less than it shows here.



COLORS

Primary Colors

Pantone 7702 C
C 73 M 20 Y 20 K 2
R 53 G 157 B 184

Pantone 7698 C
C 73 M 21 Y 21 K 30
R 40 G 121 B 142

Pantone 2738 C
C 100 M 96 Y 20 K 22
R 37 G 41 B 106

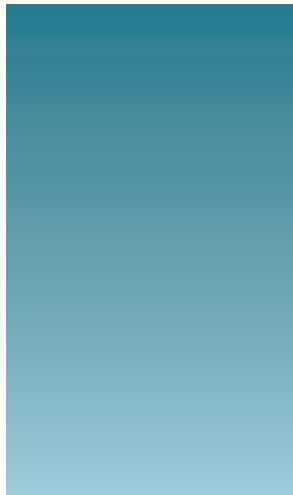
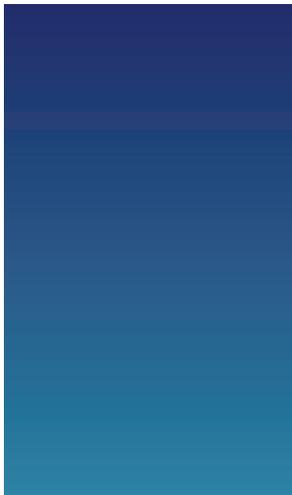
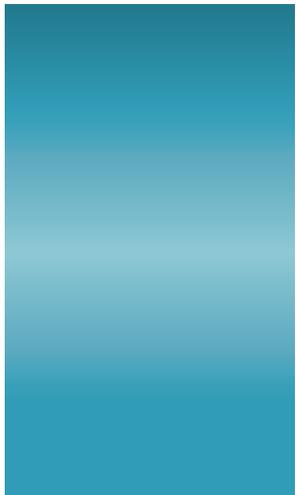
Secondary Colors

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

Pantone 351 C
C 40 M 0 Y 30 K 0
R 153 G 212 B 191

Pantone 290 C
C 24 M 0 Y 6 K 0
R 191 G 230 B 238

Gradient Colors



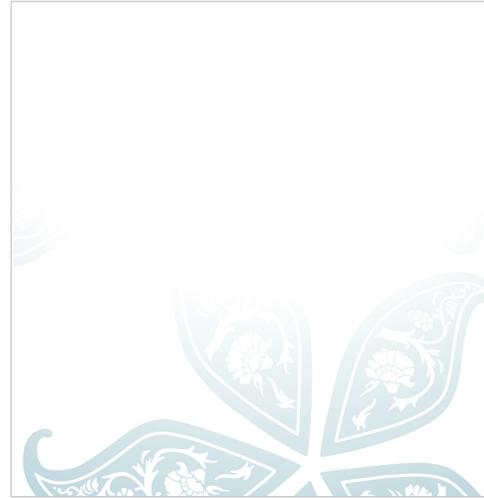
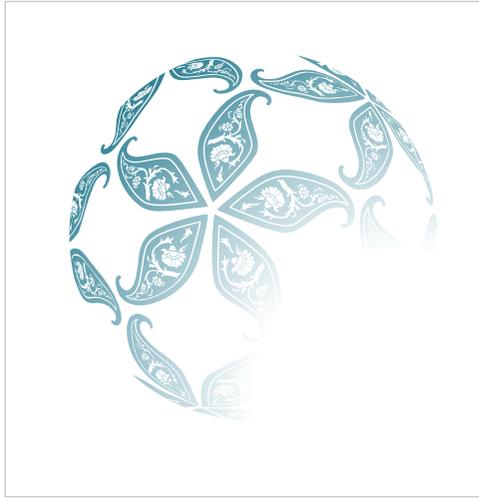
Arabic
RH-Zak



English
Hanken Grotesk



GRAPHIC ELEMENTS



For any necessary queries or approvals
please contact QSL Branding team.

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