

# JETOUR LEAGUE

BRAND GUIDELINE 2026

UPDATED ON JULY 2026



PLAYER IN MOTION

INSPIRED BY  
REAL  
MOTION.  
SHAPED INTO  
AN ICON.

The JETOUR LEAGUE logo is inspired by the natural movement of a football player. This pose captures a split second of motion, energy and intent.

The body leans forward, the leg drives through, and the ball is advanced with purpose.

From this powerful movement, we abstracted the form into a dynamic symbol that represents the spirit of the league.

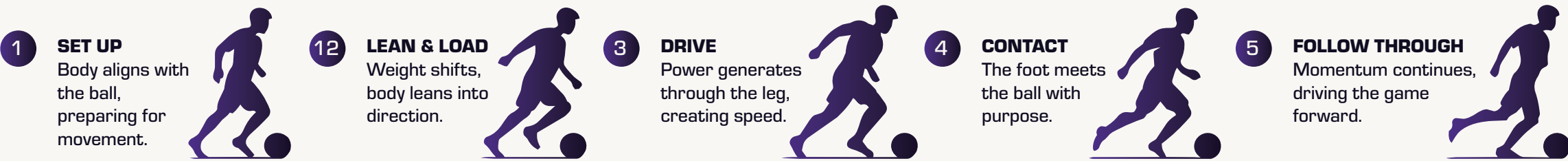
“  
REAL MOVEMENT.  
REAL INSPIRATION.  
”

THE INSPIRATION

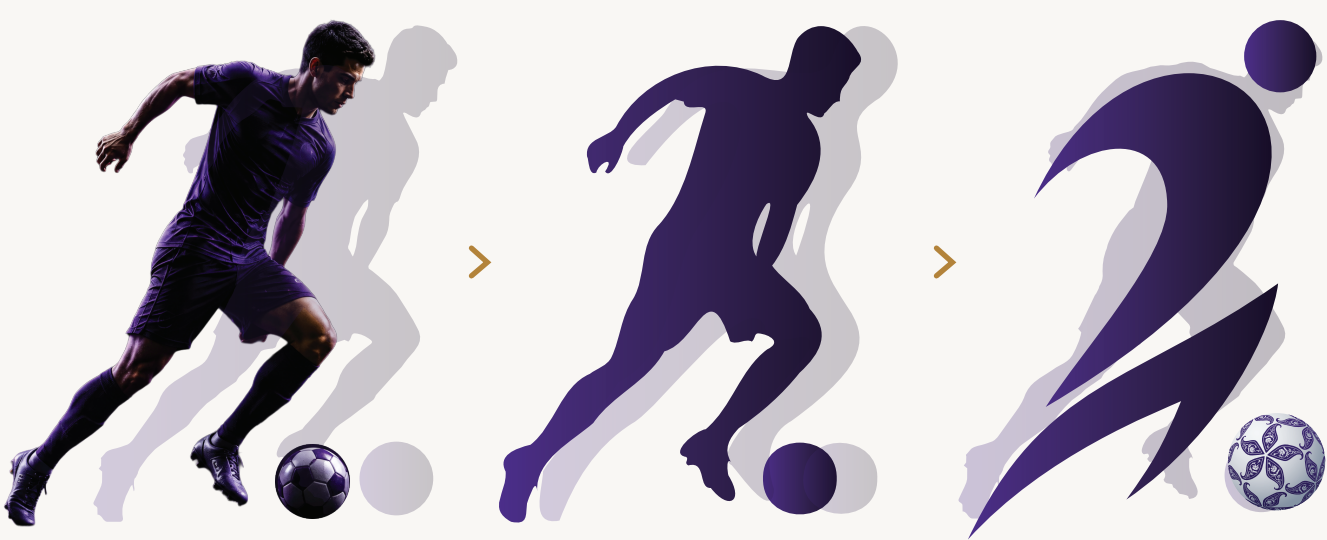
A PLAYER. A MOMENT. A MOVEMENT.



THE INSPIRATION



FROM POSE TO SHAPE



- 1 REAL POSE**  
The authentic movement.
- 2 ABSTRACTION**  
Refining into clean shapes.
- 3 ICON**  
A timeless symbol of the league.

THE LOGO ICON



- DYNAMIC CURVE**  
Represents motion, flow and energy.
- ATHLETIC ANGLES**  
Engineered for balance, strength and stability.
- UNITY & FOCUS**  
The head symbolizes focus and ambition.
- QATARI IDENTITY**  
The ball features a motif inspired by our culture and heritage.

PLAYER IN MOTION

MORE THAN  
A LEAGUE.  
A MOVEMENT  
THAT UNITES.

The JETOUR LEAGUE logo concept is inspired by the essence of football and the spirit of Qatar. It captures the athlete in motion, the energy of competition and the unity of a nation through the beautiful game.

Every element is intentionally designed to reflect movement, balance and heritage—creating a timeless symbol for a new era.



THE IDEA IN ONE



+

2

+



+



=

**ATHLETE IN MOTION**  
Dynamic movement captures the speed, skill and passion of the game.

**NUMBER 2**  
Represents the league edition and the pursuit of excellence and greater heights.

**FOOTBALL**  
The ball element grounds the identity in the game that brings us together.

**QATAR HERITAGE**  
The ball pattern is inspired by traditional Qatari art—a symbol of culture, pride and authenticity.

THE PLAYER IN THE NUMBER

ONE  
IDENTITY.  
ONE LEAGUE.  
ONE LEGACY.

The JETOUR LEAGUE logo is a powerful representation of the player in motion, crafted with precision and purpose.

In black and white, the logo expresses strength, clarity and timelessness.

It stands with confidence across every platform, reflecting the essence of competition and the spirit of the league.

VERTICAL LOGO



HORIZONTAL LOGO



One Colors logo



For special cases only



TYPOGRAPHY SYSTEM

A TYPEFACE  
THAT  
COMMANDS  
RESPECT.  
ON AND OFF  
THE PITCH.

The typography system is built on strength, precision and clarity. At its core is Eurostile, an iconic geometric typeface chosen for its bold, athletic character and timeless appeal. Paired with a clean supporting typeface, it creates a versatile hierarchy that performs seamlessly across stadium branding, broadcast, digital platforms and print applications.



ENGLISH FONT

EUROSTILE

Recognized for its bold geometric construction and confident personality, Eurostile delivers maximum impact across headlines, player names and key communications.

BOLD • GEOMETRIC • ICONIC

Its strong architectural forms reinforce the league's modern, athletic and premium identity.

UPPERCASE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

NUMBERS

1 2 3 4 5 6 7 8 9 0

TYPOGRAPHIC HIERARCHY

H1 CHAMPIONS ARE MADE

Typeface:  
Eurostile Black

H2 LEGENDS ARE REMEMBERED

Typeface:  
Eurostile Heavy

H3 QATAR STARS LEAGUE

Typeface:  
Eurostile Bold

BODY Where passion meets performance.

Typeface:  
Eurostile Medium

CAPTION TOGETHER WE RISE

Typeface:  
Eurostile Regular

ARABIC TYPEFACE

Loew Next Arabic

A contemporary geometric sans-serif designed to complement Eurostile with exceptional clarity and readability.

Ideal for body copy, captions, digital interfaces and supporting information across every touchpoint.

Black

دوري نجوم قطر

Bold

دوري نجوم قطر

Medium

دوري نجوم قطر

Thin

دوري نجوم قطر

NUMERALS SYSTEM

23

Custom applications integrate seamlessly with the logo identity, creating a consistent and unified visual language across all league assets.

COLOR PALETTE

A PALETTE THAT  
INSPIRES  
PASSION,  
BUILT ON  
HERITAGE,  
DESIGNED FOR  
THE FUTURE.

The JETOUR LEAGUE color palette is a bold fusion of ambition and elegance. Anchored in our signature purple and gold, it is elevated by a dynamic range of secondary tones that bring energy, modernity and distinction to every touchpoint of the league.

PRIMARY COLORS

**PURPLE**  
PASSION. AMBITION. LEADERSHIP.

Pantone: 2685 C

CMYK: 92 100 20 30

RGB: 35 0 64

HEX: #230040

**GOLD**  
EXCELLENCE. HERITAGE. GLORY.

Pantone: 872 C

CMYK: 30 35 90 10

RGB: 188 135 57

HEX: #B48739

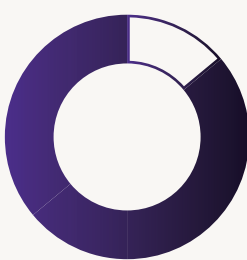
PRIMARY COLORS

|                                       |                                              |                               |                                     |
|---------------------------------------|----------------------------------------------|-------------------------------|-------------------------------------|
|                                       |                                              |                               |                                     |
| <b>DEEP VIOLET</b><br>POWER & MYSTERY | <b>VIBRANT VIOLET</b><br>ENERGY & CREATIVITY | <b>SAND</b><br>WARMTH & ROOTS | <b>SAND BEIGE</b><br>WARMTH & ROOTS |
| CMYK: 100 100 30 60                   | CMYK: 85 100 11 3                            | CMYK: 30 35 90 10             | CMYK: 10 15 30 0                    |
| RGB: 26 0 46                          | RGB: 81 26 133                               | RGB: 188 135 57               | RGB: 230 213 184                    |
| HEX: #1A002E                          | HEX: #511a85                                 | HEX: #B48739                  | HEX: #E6D5B8                        |

SECONDARY COLORS

|                                          |                                          |                                         |                                        |
|------------------------------------------|------------------------------------------|-----------------------------------------|----------------------------------------|
|                                          |                                          |                                         |                                        |
| <b>LAVENDER</b><br>INSPIRATION & BALANCE | <b>LIGHT GREEN</b><br>INNOVATION & FOCUS | <b>CHARCOAL</b><br>STRENGTH & STABILITY | <b>LIGHT GREY</b><br>NEUTRAL & BALANCE |
| CMYK: 25 30 0 0                          | CMYK: 40 0 30 0                          | CMYK: 70 60 50 60                       | CMYK: 15 10 10 0                       |
| RGB: 201 187 230                         | RGB: 153 212 191                         | RGB: 46 46 49                           | RGB: 220 220 223                       |
| HEX: #C9BBE6                             | HEX: #A7D5C2                             | HEX: #2E2E31                            | HEX: #DCDCDF                           |

COLOR USAGE GUIDE



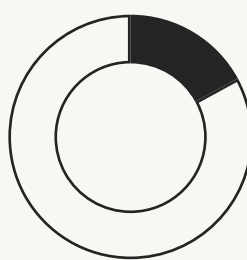
60%  
PRIMARY

Purple is dominant to create strong brand recognition.



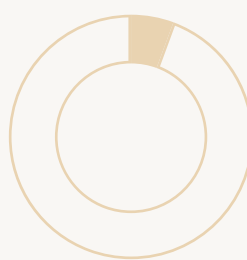
20%  
SECONDARY

Secondary colors add energy, variety and modernity.



15%  
NEUTRALS

Neutrals provide balance, clarity and elegance.



5%  
ACCENTS

Used sparingly for highlights, CTAs and special moments.

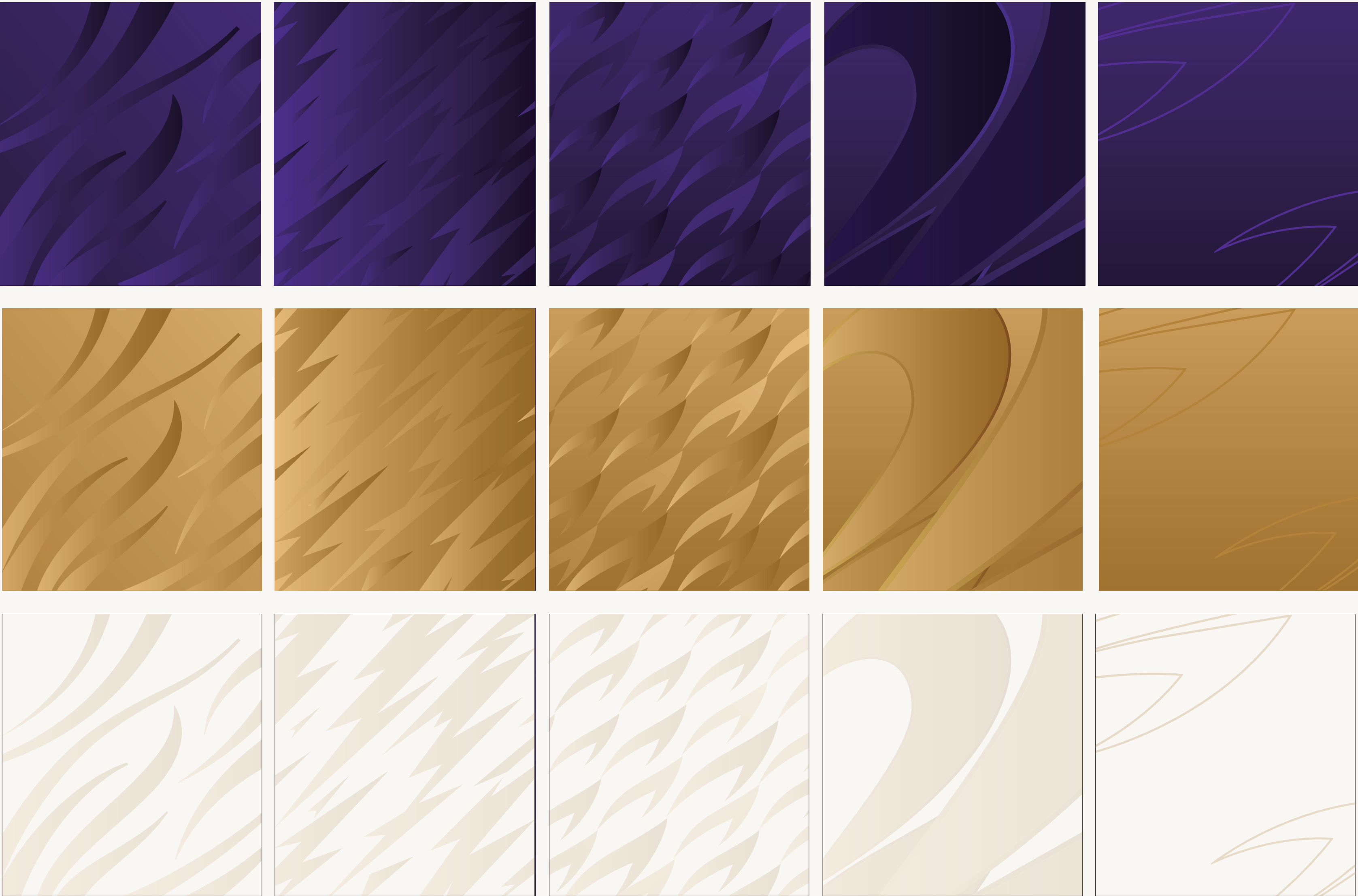
INSPIRED BY THE SYMBOL

THE LINES  
THAT MOVE  
THE GAME.  
PATTERNS  
INSPIRED BY  
JETOUR LEAGUE.

The JETOUR LEAGUE symbol is built from dynamic curves and sharp angles that express movement, energy and ambition.

These pattern explorations translate the essence of the logo into bold, versatile visuals for a strong and consistent brand world.

PATTERN EXPLORATIONS



SHORT,  
MEMORABLE  
PHRASE THAT  
CAPTURES THE  
ESSENCE OF  
THE BRAND.  
BRAND'S  
SIGNATURE LINE

“Aim Higher” reflects the brand's ambition, progress, and commitment to excellence. It inspires people to push beyond expectations, embrace growth, and strive for better in everything they do.

Aim Higher نرتقي بالطموح

Aim Higher نرتقي بالطموح

نرتقي بالطموح  
Aim Higher

نرتقي بالطموح  
Aim Higher

# Thank You

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For any necessary queries or approvals  
please contact QSL Branding Team.  
[branding@qsl.com.qa](mailto:branding@qsl.com.qa)

