



أوركسترا قطر
الفهارمونية
Qatar Philharmonic
Orchestra

BRAND IDENTITY GUIDELINES

ISSUE 01 - 2012

INTRODUCTION

Welcome to our Qatar Philharmonic Orchestra (QPO) brand guidelines.

These guidelines have been produced to achieve a consistent look and feel and to protect the integrity of our QPO brand as it is represented to a local, regional and global audience.

We are all custodians of the QPO brand, so ensure that you adhere to these guidelines.

Every interaction with QPO, be it a client, intermediary or global partner must maintain the highest level of professionalism and quality across the spectrum of our communications.

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THE BRANDMARK

The brandmark, takes its inspiration from both globally accepted icon of law - the scales of law, and the spout of the traditional Arabic tea pot.

These two iconic elements link the international credibility of the legal expertise with Qatari culture, heritage and values.

The colours are simple, recognisable and appropriate - they combine with the sophisticated typography and logo icon to create an overall strong and iconic brandmark.



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COLOUR PALETTE

These are our TWO core brand colours for QPO. These are the colours used within the logo and should be precisely matched.

Colour plays an important part in helping people to recognise our brand. These colours represent the main identity and should be used on communications to build strong recognition and a distinctive presence.



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Brand Silver

Brand Copper

COLOUR SWATCHES

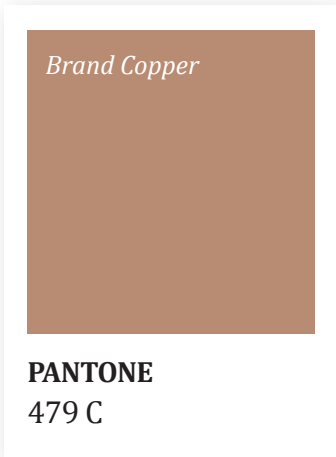
To maintain a consistent visual identity for the brand the technical specifications for each colour should be followed.

Wherever possible the colours should be reproduced in Pantone® colour. Where production methods or cost implications do not allow this, always follow the CMYK specifications as shown here.

Please note that the colour results may vary. These depend on the application, printing profile and colour breakdown selected.

The Pantone® 479 C Gold will be used on more premium applications such as VIP events or awards.

Pantone® is a registered trademark of Pantone LLC.



	Pantone	CMYK				RGB		
	<i>Pantone Cool Grey 6</i>	<i>C 0</i>	<i>M 0</i>	<i>Y 0</i>	<i>K 31</i>	<i>R196</i>	<i>G196</i>	<i>B 196</i>
	<i>Pantone Black C</i>	<i>C 0</i>	<i>M 0</i>	<i>Y 0</i>	<i>K100</i>	<i>R 36</i>	<i>G 31</i>	<i>B 12</i>
	<i>Pantone 479 C</i>	<i>C 30</i>	<i>M 48</i>	<i>y 57</i>	<i>k 0</i>	<i>R191</i>	<i>G142</i>	<i>B113</i>

PRIMARY LOGO

Primary Portrait Lockup

This version is our primary logo lockup as it offers the highest impact and greatest flexibility. It can be applied on all communication materials and should always be clearly visible.

It must be always be used in the correct corporate colours, and used directly from master artwork files.

Any attempt to recreate the logo in any way will undermine the impact and credibility of the brand as the positioning of the typography with the graphic element is set, and should not be altered.



Single colour Grey



Single colour Copper



Reversed out on Grey



Reversed out on Copper

SECONDARY LOGO

Secondary Landscape Lockup

The landscape layout is our secondary version of the logo and should always be the alternate option considered for communications.

The landscape layout provides an excellent support option, giving great flexibility when required.

Where there are limitations in space, the landscape version can be used to give QPO a stronger presence. Examples of these can be seen later in the guidelines.



أوركسترا قطر الفلهارمونية
Qatar Philharmonic Orchestra

Landscape lockup



Single colour Grey



Single colour Copper



Reversed out on Grey



Reversed out on Copper

LOGO EXCLUSION ZONES

Exclusion Zone

To ensure legibility and clarity, an area around the QPO logo known as the exclusion zone should always be maintained.

The recommended exclusion zone is the size of the 'X' in the logo as shown in the diagrams. The 'X' is derived using the overall height of the 'Qatar Philharmonic Orchestra' text.

No additional graphic elements or text must enter within this defined space. This ensures the brandmark is given a consistent prominence.



Portrait clear space



Landscape clear space

RECOMMENDED SIZES

Primary Portrait Lockup

It is vital that the logo remains legible across all applications.

Maintaining a visual size ensures consistency across all communication materials and greater brand recognition.

Wherever possible the brandmark should ensure to be greater than the defined 'minimum size'.

A printed proof test should always be run to ensure brandmark legibility.



A3 page
45mm width



A4 page
35mm width



A5 page
25mm width



Minimum size
25mm width

RECOMMENDED SIZES

Secondary Landscape Lockup

The secondary landscape lockup should be used where the 'primary' lockup is not suitable.

Where the secondary lockup is required, the brandmark should not be reduced further than the sizes defined as shown.

A printed proof test should always be run to ensure brandmark legibility.



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A3 page
70mm width



أوركسترا قطر الفلهارمونية
Qatar Philharmonic Orchestra



A4 page
55mm width



أوركسترا قطر الفلهارمونية
Qatar Philharmonic Orchestra



Minimum size
40mm width

IMPROPER USE

Improper Use

To maintain a strong, distinctive brand it is important to use the logo and basic elements in a consistent way.

Here are some examples of what you should NOT do with the QPO logo.

- Do not distort the logo or its individual elements
- Do not re-colour the elements within the logo
- Do not delete elements of the logo
- Do not add a keyline or any effects to the logo
- Do not change the logo fonts
- Do not alter the rotation of the logotype
- Do not change the alignment of the logo
- Do not alter the layout of the logo
- Do not alter the rotation of the logotype or logo

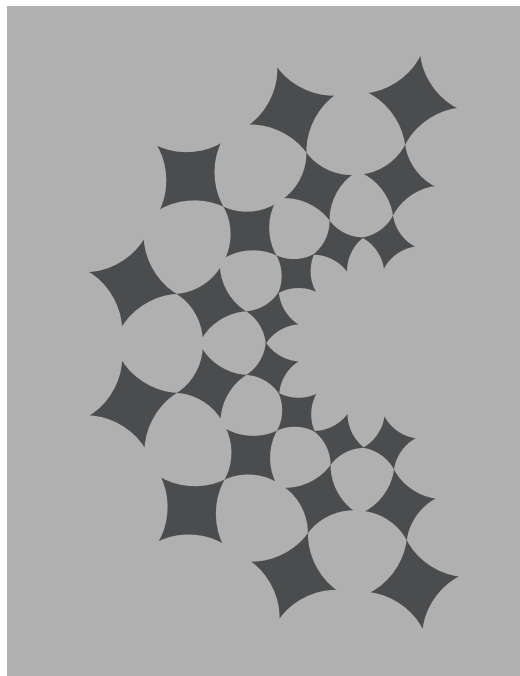


PATTERNS

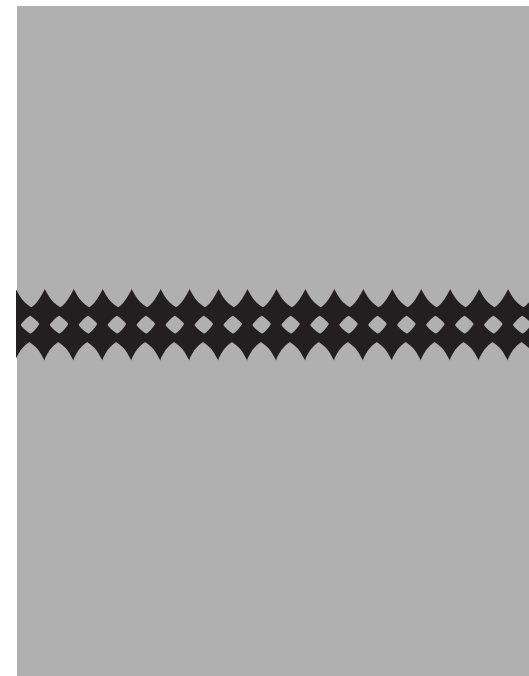
Pattern Graphic

The pattern graphic should never be altered or redrawn, it should be sourced from master artwork.

Primary Pattern

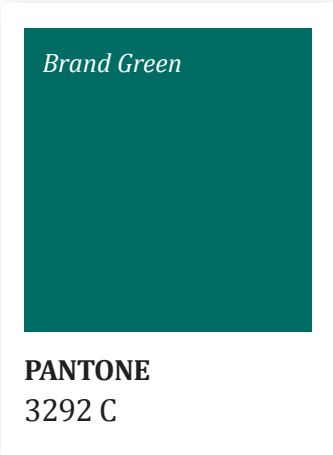


Secondary Pattern



SECONDARY COLOURS

This colour palette consists of three colours. They are intended for the events taking place under Qatar Philharmonic Orchestra.



	Pantone	CMYK				RGB		
	<i>Pantone 3292 C</i>	<i>C 100</i>	<i>M 0</i>	<i>Y 49</i>	<i>K 46</i>	<i>R 0</i>	<i>G 102</i>	<i>B 97</i>
	<i>Pantone 2945 C</i>	<i>C 100</i>	<i>M 45</i>	<i>Y 0</i>	<i>K 15</i>	<i>R 0</i>	<i>G 100</i>	<i>B 167</i>
	<i>Pantone 255 C</i>	<i>C 50</i>	<i>M 100</i>	<i>Y 0</i>	<i>K 25</i>	<i>R 121</i>	<i>G 20</i>	<i>B 106</i>

ENGLISH TYPOGRAPHY

Our English font used throughout print communications is the NEO SANS and Palatino family. The font weights listed here are the preferred variants.

Calibri is to be the primary internal font used in all printed material.

PRIMARY EXTERNAL ENGLISH

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234

NEO SANS Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234

NEO SANS Medium

SECONDARY EXTERNAL ENGLISH

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234

PALATINO Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234

PALATINO Medium

ARABIC TYPOGRAPHY

Our Arabic font used throughout print communications is GE SS Two family. The font weights listed here are the preferred variants.

Arabic Simplified is to be the primary internal font used in all printed material.

PRIMARY EXTERNAL ARABIC



أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ
ع غ ف ق ك ل م ن ه و ي ا ء ٣ ٤

GE SS Two Light

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ
ع غ ف ق ك ل م ن ه و ي ا ء ٣ ٤

GE SS Two Medium

TYPOGRAPHY STYLE

English

Typographic styling for all designed QPO material uses the primary fonts Neo Sans and Palatino. and is designed around making the layout clean and fresh, using colour and varying weights in the font family. The QPO typographic styling is adaptable and so should be considered individually for each piece of communication designed.

The QPO brand is dual language and each communication should be designed to give each language equal importance.

Heading of document set in Neo Sans Medium at 40pt, all caps, in orange. It is to be noted that heading sizes need to be considered in relation to the length of the heading.

Sub heading set in Neo Sans Medium at 18pt, sentence case, in orange. It is to be noted that heading sizes need to be considered in relation to the length of the heading.

Smaller headline of document set in Neo Sans Regular at 14pt, sentence case, in black, but can equally be in alternative colour palette.

Body copy of document set in Palatino Regular at 11pt on 13pt leading, sentence case, in black.

Highlighted body copy set in Palatino Bold Italic at 9pt on 13pt leading, sentence case, in black.

Information document copy set in Palatino Regular at 9pt on 13pt leading, sentence case, in black.

HEADLINE

Education Symposium

Development

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi veniam, quis nostrud exercitation.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam. Nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat.

Tel +974 1234567 | Fax +974 1234567

TYPOGRAPHY STYLE

Arabic

Typographic styling for all designed QPO material uses the primary Arabic font GE SS Two and is designed around making the layout clean and fresh, using colour and varying weights in the font family.

The QPO typographic styling is adaptable and so should be considered individually for each piece of communication designed.

The QPO brand is dual language and each communication should be designed to give each language equal importance.

تم تعيين عنوان الفقرة إلى GE SS Two Medium بـ 34pt باللون البرتقالي. يجدر بالإشارة أن حجم العنوان عليه أن يكون مساوي لطول الفقرة.

تم تعيين العنوان إلى GE SS Two Medium بـ 22pt باللون البرتقالي. يجدر بالإشارة أن حجم العنوان عليه أن يكون مساوي لطول الفقرة.

تم تعيين العنوان الأصغر للفقرة إلى GE SS Two Medium بـ 14pt باللون الأسود. يمكن أن يكون على قدم المساواة باستخدام الألوان البديلة.

تم تعيين الفقرة إلى GE SS Two Light بـ 11pt و 9pt leading باللون الأسود.

تم تعيين الفقرة إلى GE SS Two Light بـ 7pt و 13pt leading باللون الأسود.

تم تعيين المعلومات في الفقرة إلى GE SS Two Medium بـ 8pt و 13pt leading باللون الأسود.

عنوان رئيسي

فن الخط العربي

الخط العربي

يعتمد الخط العربي جمالياً على قواعد خاصة تنطلق من التناسب بين الخط والنقطة والدائرة، وتستخدم في أدائه فنياً العناصر نفسها التي تعتمد عليها الفنون التشكيلية الأخرى، كالخط والكتلة، بمعناها الجمالي الذي ينتج حركة ذاتية تجعل الخط يتهاذى في رونق جمالي مستقل عن مضامينه ومرتبطة معها في آن واحد.

يعتمد الخط العربي جمالياً على قواعد خاصة تنطلق من التناسب بين الخط والنقطة والدائرة، وتستخدم في أدائه فنياً العناصر نفسها التي تعتمد عليها الفنون التشكيلية الأخرى، كالخط والكتلة، بمعناها الجمالي الذي ينتج حركة ذاتية تجعل الخط يتهاذى في رونق جمالي مستقل عن مضامينه ومرتبطة معها في آن واحد.

هاتف +٩٧٤ ١٢٣٤٥٦٧ | فاكس +٩٧٤ ١٢٣٤٥٦٧



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