The Qatalum Brand

Qatalum الومنيوم قطر

Excellence in Performance™

2020

2

Brand Elements

The Logo

This is the primary version of the Qatalum logo. The logo consists of the unique Qatalum symbol and Qatalum wordmark.

The logo has been specially drawn and should not be recreated or altered in any way. The colour standard for the logo is based on the four colour (CMYK) values as shown. Nearest equivalents are provided in Pantone®, RGB and Hex values.

Master artwork for all print and screen versions are available from the Qatalum PR Department.

In some instances to be approved by the Qatalum PR Department the symbol can be used on its own without the wordmark.

Symbol

Wordmark

Pantone: 2945C
C: 90 M: 65 Y: 0 K: 0
R: 0 G: 84 B: 160
or DS 196-2 C 1
Hex: #0054A0

Pantone: 347C
C: 100 M: 0 Y: 100 K: 10
R: 0 G: 158 B: 96
or DS 275-1 C 1
Hex: #009E60

Pantone: 2945C
C: 90 M: 65 Y: 0 K: 0
R: 0 G: 84 B: 160
or DS 196-2 C 1
Hex: #0054A0

Clear Space & Minimum sizes

This explains how we protect the logo, using the A of Qatalum as a way to measure sufficient clear space around the lock-up. Nothing should break into this area, in order to preserve the integrity of the mark and ensure it stands out.

Minumum sizes should always be adhered to for use in print and digital applications. There are also mono and white versions of the logo available.

Print

25 mm

Screen

100px

The Logo B/W version

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Pantone: 2945C
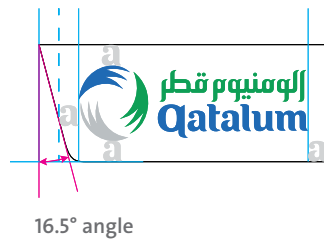C: 90 M: 65 Y: 0 K: 0
R: 0 G: 84 B: 160
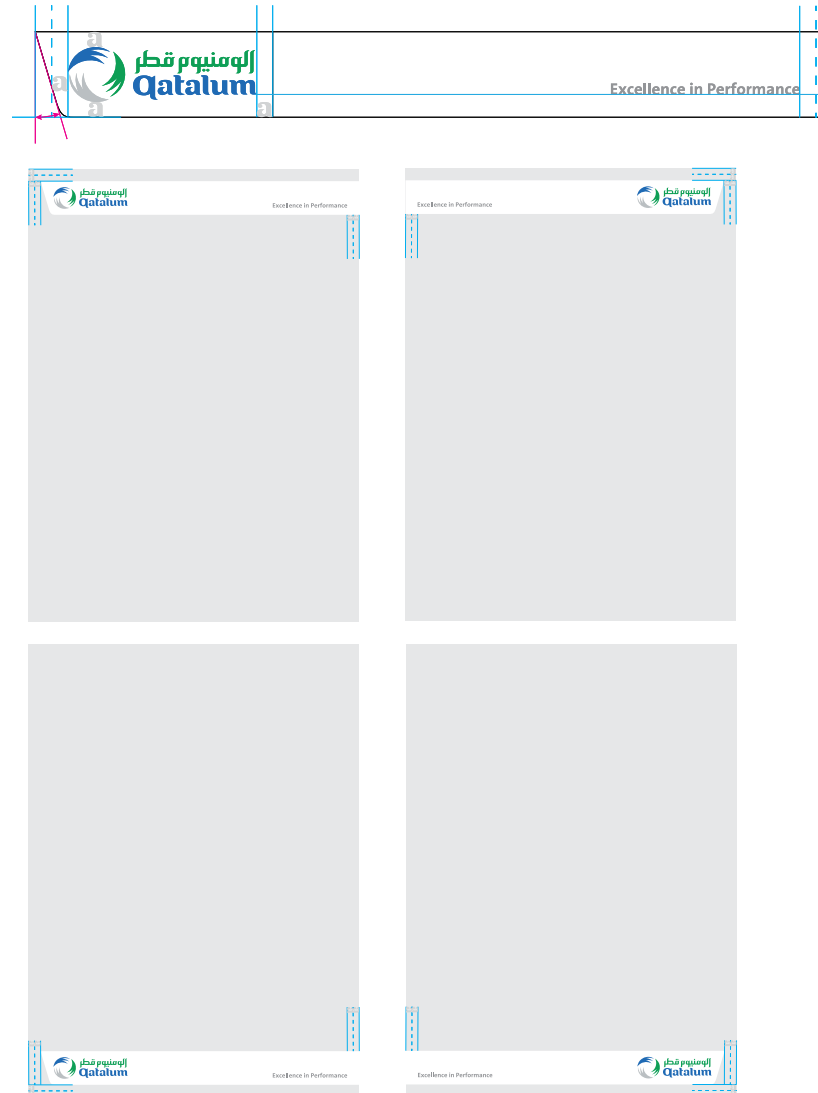or DS 196-2 C 1
Hex: #0054A0

Logo Lockup

The **logo lockup** is a protective device which holds the logo and fits with the overall visual style. It is the preferred way of featuring the logo. The **logo lockup** should be used on all applications unless an exception is shown in the guidelines or agreed with the Public Relations Department and is applied over coloured backgrounds and images.

There are two available variants: a **short version** and a **long version**. Both logo lockups respect the clear space principles as provided on page 2.09.

The logo lockup is built upon the visual style, see section 3.0 for guidance on how to use this panel.

16.5° angle

Long Version

Short Version

Excellence in Performance
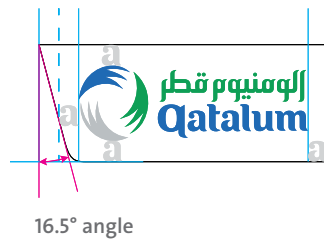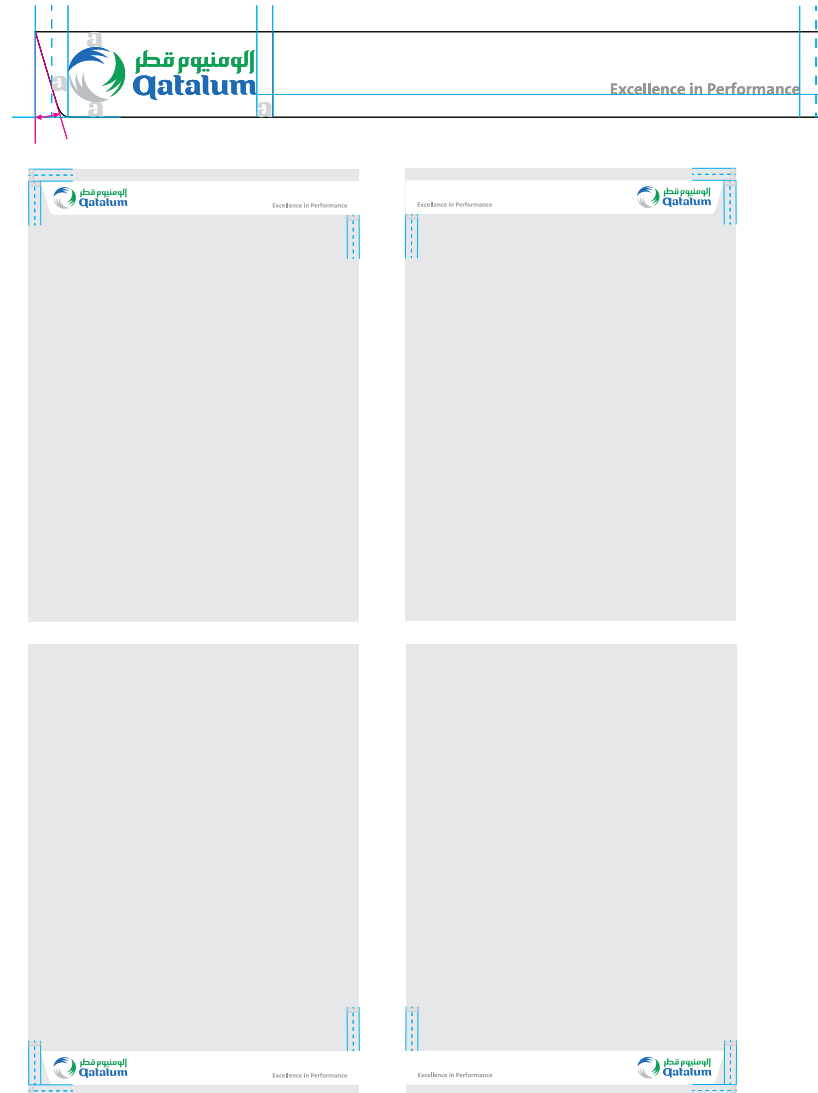
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16.5° angle

Long Version

Excellence in Performance

Short Version

Sponsorship Version

This sponsorship version of the logo is used when Qatalum is sponsoring an event or initiative. In circumstances where Qatalum is the sole sponsor and is controlling the design and production of communications material, this logo version should be applied using the same position shown here, i.e. top or bottom (both directions).

When Qatalum is main sponsor along with co-sponsors, the sponsorship logo is applied as shown on figure (A), with the co-sponsors logos aligned at the bottom from the left (i.e. in the case of English ad) and from the right (i.e. in the case of Arabic ad).

Use the colour version where possible. Two mono versions are available for circumstances when colour printing is not available.

Master artwork is available for all versions.
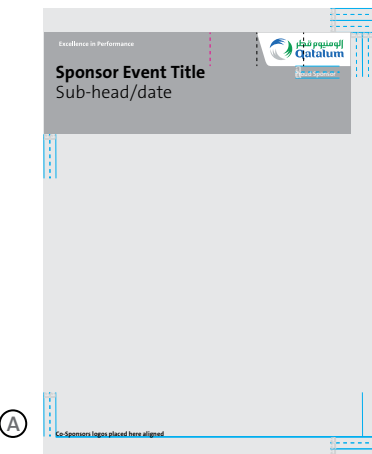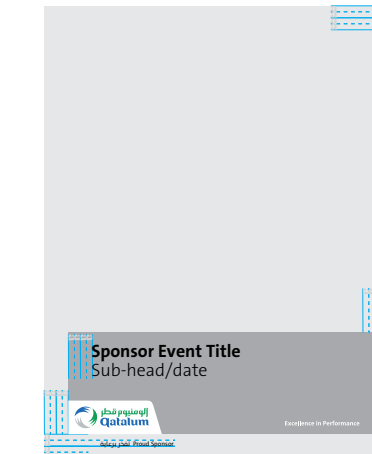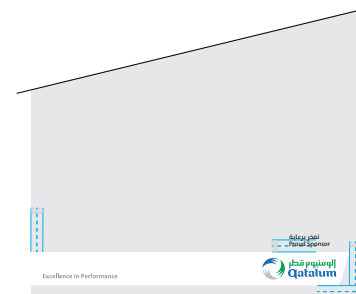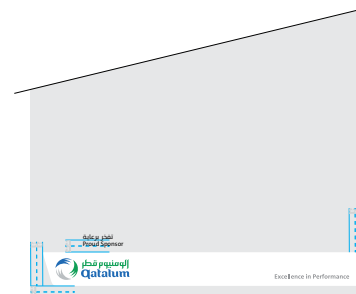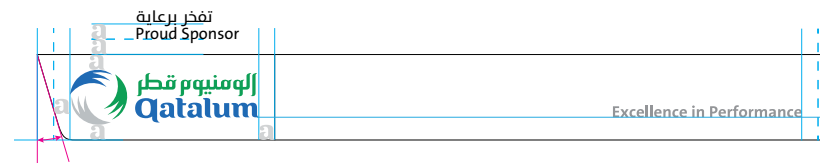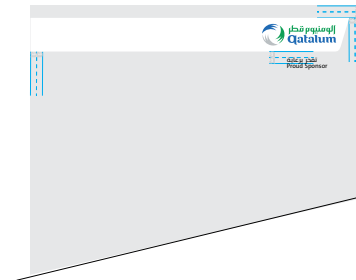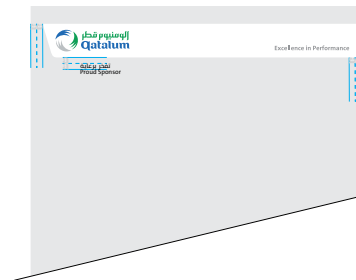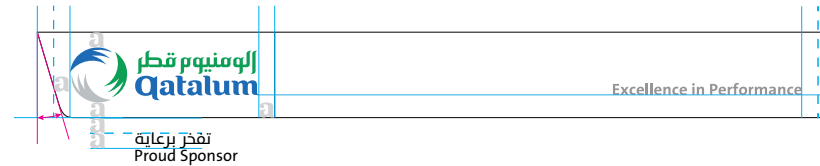
Incorrect Use

The Qatalum lock-up and symbol are our most important visual assets.

Using them incorrectly devalues their impact and credibility. For this reason we should always ensure that they are not manipulated or distorted in any way. Shown opposite are a few examples of things to be avoided when working with these assets.

1. Do not alter the symbol or lock-up in any way.
2. Do not stretch or distort the mark in any way.
3. Do not re-arrange the sequence of how each of the elements is placed.
4. Do not crop.
5. Do not rotate the symbol.
6. Do not delete one of the word marks.
7. Do not delete the symbol.
8. Do not place the full colour logo overbackgrounds other than white.
9. Do not place the logo over images

Tagline

Think about the piece of communication and what the audience wants from it. In the main message refer to the brand story in higher level materials such as speeches and company reports - anywhere where the bigger story and the vision of the organisation fit more comfortably.

On more straightforward pieces of communication, internally or externally, it is important that the brand story doesn't get in the way of what you are trying to say.

It may be that you need to create a sentence or two that refer to the brand story or the idea behind **Excellence in Performance**, but never let it detract from the information your audience looking for.

Excellence in Performance™

Typography
Latin Typefaces

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The Sans Arabic Bold

Use this font weight style fot headlines and subheadlines.

AaBbCcDdEe
FfGgHhIiJjKk
1234567890*+?

HEADLINES
SUBHEADLINES
Highlights

The Sans Arabic SemiBold

Use this font weight style fot headlines and subheadlines.

AaBbCcDdEe
FfGgHhIiJjKk
1234567890*+?

Use this style on generic body copy text for sections and paragraph titles within a dense block of text to create a separation between topics or subjects.

The Sans Arabic Plain

Use this font weight style fot headlines and

AaBbCcDdEe
FfGgHhIiJjKk
1234567890*+?

Use this style on generic body copy text to **higlight** a paragraph within communication material such as brochures, advertising and posters.

The Sans Arabic Light

Use this font weight style fot headlines and

AaBbCcDdEe
FfGgHhIiJjKk
1234567890*+?

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Typography
Arabic Typefaces

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The Sans Arabic Bold

Use this font weight style fot headlines and subheadlines.

هناك حقيقة مثبتة منذ زمن طويل ١٢٣٤٥٦٧٨٩٠*+؟

HEADLINES
SUBHEADLINES
Highlights

The Sans Arabic SemiBold

Use this font weight style fot headlines and subheadlines.

هناك حقيقة مثبتة منذ زمن طويل ١٢٣٤٥٦٧٨٩٠*+؟

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Using Arabic Typefaces

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هناك حقيقة مثبتة منذ زمن طويل وهي أن المحتوى

HEADLINES

هناك حقيقة مثبتة منذ زمن طويل وهي أن المحتوى المقروء لصفحة ما سيلهي القارئ عن التركيز على الشكل الخارجي للنص أو شكل

SUBHEADLINES
Highlights

هناك **حقيقة مثبتة** منذ زمن طويل وهي أن المحتوى المقروء لصفحة ما سيلهي القارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات في الصفحة التي يقرأها. ولذلك يتم استخدام طريقة لوريم إيبسوم لأنها تعطي توزيعاً طبيعياً -إلى حد ما- للأحرف عوضاً عن استخدام «هنا يوجد محتوى نصي، هنا يوجد محتوى نصي» فتجعلها تبدو (أي الأحرف) وكأنها

Use this style on generic body copy text to **higlight** a paragraph within communication material such as brochures, advertising and posters.

Highlights

نص مقروء. العديد من برامج النشر

المكتبي وبرامج تحرير صفحات الويب تستخدم لوريم إيبسوم بشكل إفتراضي كنموذج عن النص، وإذا قمت بإدخال «lorem ipsum» في أي محرك بحث ستظهر العديد من المواقع الحديثة العهد في نتائج البحث. على مدى السنين ظهرت نسخ جديدة ومختلفة من نص لوريم إيبسوم، أحياناً عن طريق الصدفة، وأحياناً عن عمد كإدخال بعض العبارات الفكاهية إليها.

Use this style on **generic body copy** text within communication material such as brochures, advertising and posters.

Using Latin Typefaces

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Lorem ipsum dolor sit amet, consectetur adipiscing elit,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incidunt ut labore et dolore magna aliqua.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Excepteur sint occaecat cupidatat

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est

HEADLINES

SUBHEADLINES
Highlights

Use this style on generic body copy text to **higlight** a paragraph within communication material such as brochures, advertising and posters.

Highlights

Use this style on **generic body copy** text within communication material such as brochures, advertising and posters.

Colour Palette
Lead Colours

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Main Colours with gradations

Black

Colour Palette
Secondary Colours

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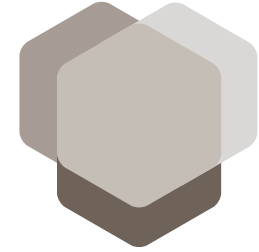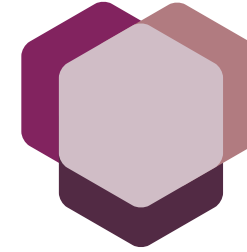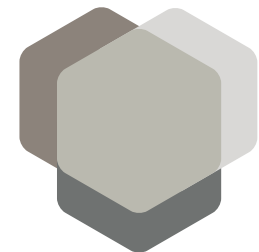
Warm | Dynamic

Neutral | Dynamic
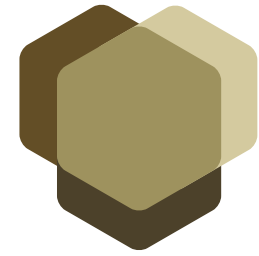
Hybrid | Progressive

Cool | Integrity

Contacts

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