



دوري نجوم

**ooredoo**  
STARS LEAGUE

---

# Brand Guideline

Season 2024 - 2025



## LOGO

---

vertical



دوري نجوم  
ooredoo  
STARS LEAGUE

---

horizontal

ooredoo دوري نجوم  
STARS LEAGUE



ooredoo دوري نجوم  
STARS LEAGUE

LOGO > On light/dark background

on light  
background



دوري نجوم  
ooredoo  
STARS LEAGUE

ooredoo دوري نجوم  
STARS LEAGUE



ooredoo دوري نجوم  
STARS LEAGUE



on dark  
background



دوري نجوم  
ooredoo  
STARS LEAGUE

ooredoo دوري نجوم  
STARS LEAGUE



ooredoo دوري نجوم  
STARS LEAGUE



## 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, ut quis aliquet,  
 gravida ipsum dolor venenatis at  
 vitae amet sollicitudin ac,  
 gravida enim odio id eu. Purus  
 orci morbi venas ut consequat  
 amet arcu. Sed enim morbi at amet  
 fusce tincidunt, porta erat  
 quisque potenti. Quilla quis  
 aliquam, integer urnis duis sit  
 eu, mi nonummy laoreet. Urna  
 et tincidunt, amet eu mi taciti  
 erat suspendisse, vel et ornare  
 nam sollicitudin, amet rutrum  
 none.

Do not place on text or pictures



Do not distort



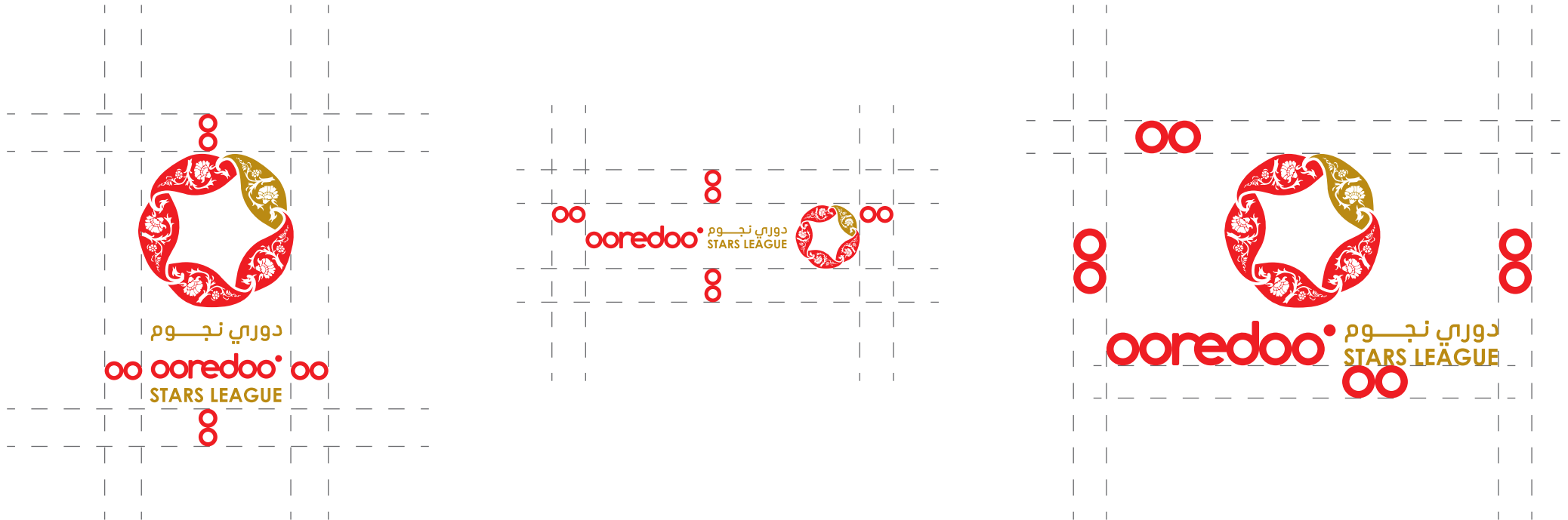
Do not remove any elements



Do not change reposition elements

## LOGO> Safe area & minimum size

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



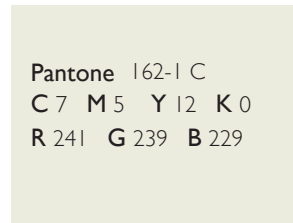
To ensure readability and visibility, do not reduce the logos less than it shows here.



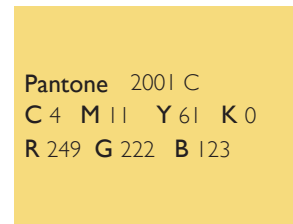
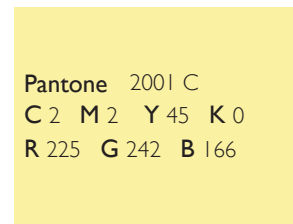
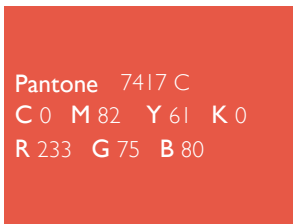
# COLORS

---

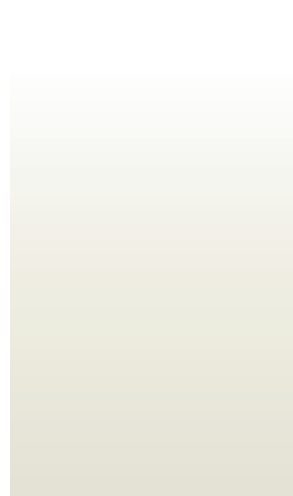
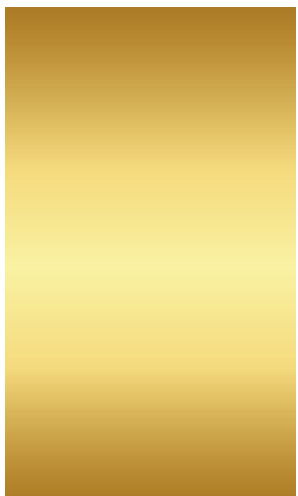
## Primary Colors



## Secondary Colors



## Gradient Colors



# COLORS> Logo on different color backgrounds



## FONTS

# Arabic & English Loew Next Arabic

### Thin

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  
0 1 2 3 4 5 6 7 8 9

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

### 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  
0 1 2 3 4 5 6 7 8 9

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

### Regular

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  
0 1 2 3 4 5 6 7 8 9

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

### Medium

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  
0 1 2 3 4 5 6 7 8 9

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

### Bold

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  
0 1 2 3 4 5 6 7 8 9

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

### Extra Bold

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  
0 1 2 3 4 5 6 7 8 9

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

### Heavy

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  
0 1 2 3 4 5 6 7 8 9

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

### Black

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  
0 1 2 3 4 5 6 7 8 9

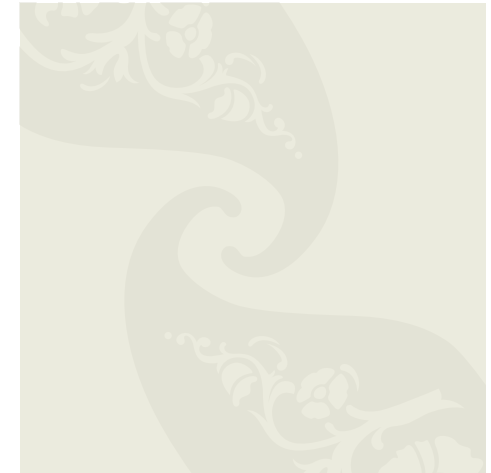
ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789



## GRAPHIC ELEMENTS

---



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

Tel: +974 44754000 | P.O.Box 27277 Doha, Qatar | [www.qsl.qa](http://www.qsl.qa)

