



2025
Qatar Argentina & Chile
Brand Guidelines

الأعوام
الثقافية
YEARS OF
CULTURE

01

Qatar Argentina & Chile **Joint Logos**

01. Qatar Argentina & Chile 2025 Logos

For this year, there will be three logos in total: a main year logo representing the partnership between Qatar, Argentina, and Chile, alongside country-specific logos.

The following is the main logo will that includes the names of all three countries and that will be used for the general presentation of the year and for joint events involving both Argentina and Chile together.



Note: Various logo alignments are provided in a separate folder to offer flexibility and to ensure that the logo integrates into different designs when needed.

01. Qatar Argentina & Chile 2025 Logo Usage

In many events and designs, it is advised to use both our main logo alongside the location-specific logo. The primary logo on the right is to represent Years of Culture in general, and the location logo on the left is to represent this specific year.

Please make sure to use one of the following color options: gradient colors, white, or black.



01. Qatar Argentina & Chile 2025 Logo Lockups Spacing



Partner logos should always be positioned on the opposite side to our logo for example, if you lead with our logo on the left, partner logos should be featured to the right and vice versa. Always lead with our logo first. Scale and position partner logos in relation to our logo, making sure they don't appear larger than our logo.

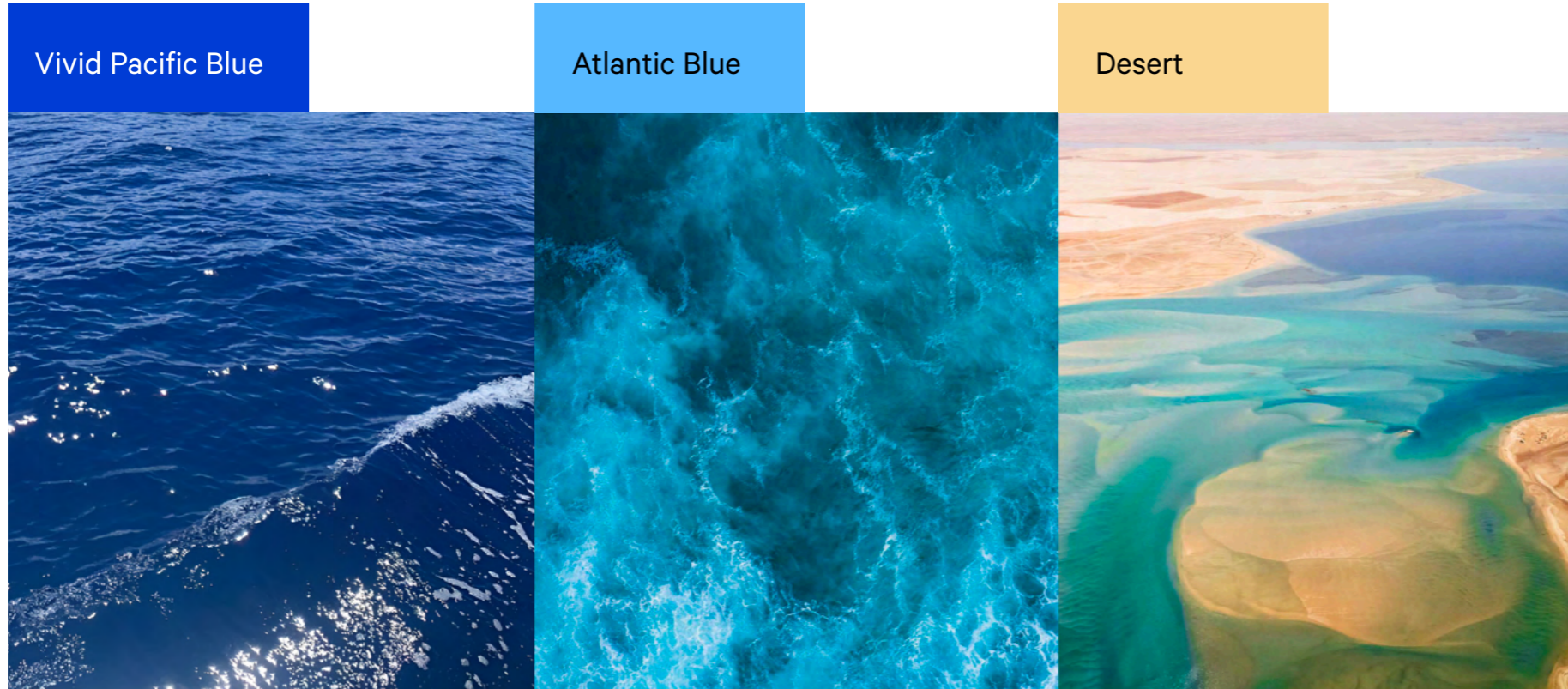
02

Qatar Argentina & Chile
Colors & Gradient

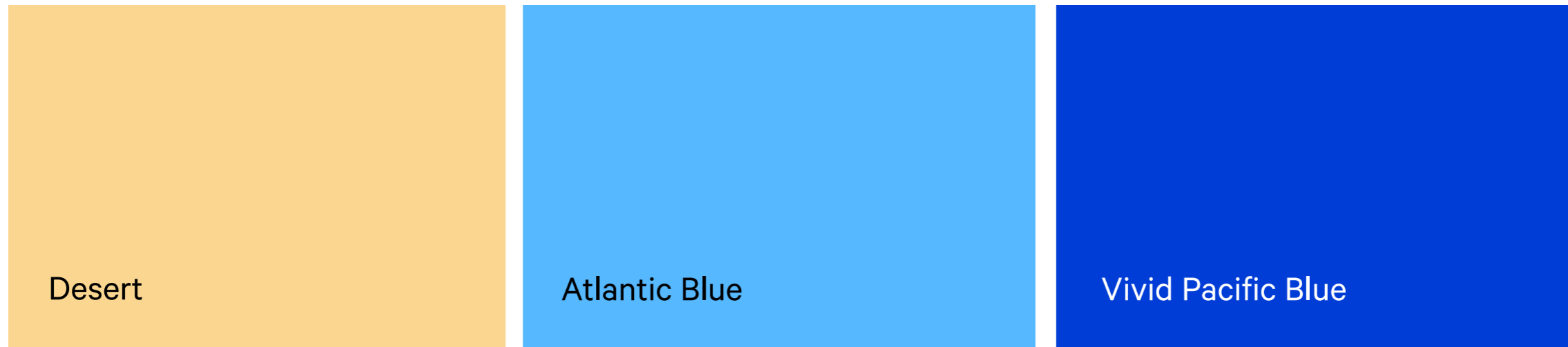
02. Qatar Argentina & Chile 2025

Colors: Inspiration

We want the colors of each country to reflect key elements of their identity and shared natural landscapes. Chile's vivid blue represents the vast Pacific Ocean that borders its coastline. Argentina's Atlantic blue symbolizes the South Atlantic, which plays a key role in its history and economy. Qatar's desert color reflects its rich desert landscapes and its connection to the Persian Gulf. These colors visually link each country's natural environment to its cultural identity.



02. Qatar Argentina & Chile 2025 Colors: Palette



HEX F5D899
RGB 245, 216, 153
CMYK 0, 12, 38, 4

HEX 71B7FC
RGB 113, 183, 252
CMYK 55, 27, 0, 1

HEX 0D3CCE
RGB 13, 60, 206
CMYK 94, 71, 0, 19

Note that while these are our primary colors for 2025, our secondary colors from the main brand palette can be used alongside the primary colors when additional flexibility or variation is required.

02. Qatar Argentina & Chile 2025 Gradient

In this gradient choice, the desert color seamlessly blends with the Atlantic and Pacific blue. The soft transition between these hues creates a flexible and adaptable design, perfect for a variety of materials.



Gradient

02. Qatar Argentina & Chile 2025 Gradient



+



=



+



=



02. Qatar Argentina & Chile 2025 Gradient: Logos



Atlantic
Blue

Vivid
Pacific
Blue

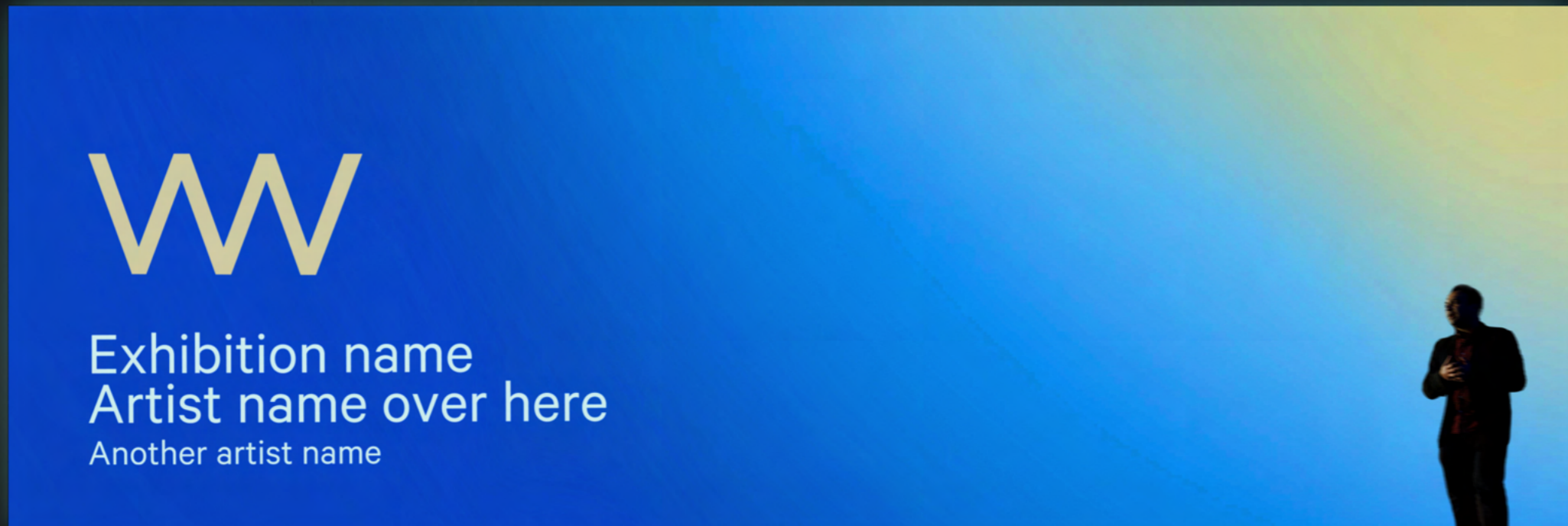
Desert
Shade

03

Qatar Argentina & Chile
Application

03. Qatar Argentina & Chile 2025 Application

For events such as conferences and panel discussions, we recommend using our joint gradient as the background—either as a static design or animated with moving colors. This should be accompanied by the event title, our logos, and the logos of our partners.



03. Qatar Argentina & Chile 2025 Application

The following is a preview showcasing how the colors and gradients will interact when applied to covers and spreads, providing a glimpse into their dynamic visual impact.



03. Qatar Argentina & Chile 2025 Application

The following is an example of how each country's colors can seamlessly complement one another in a shared event. The gradients of each country will be applied in the following manner.



03. Qatar Argentina & Chile 2025 Application

The following is an example of how the gradient can be applied to create a flyer for an upcoming event.



03. Qatar Argentina & Chile 2025 Application

The following is an example of how the gradient can be applied to create a flag banner for an upcoming event.



03. Qatar Argentina & Chile 2025 Application

The following is an example of how the gradient can be applied to create a pins for an upcoming event.



03. Qatar Argentina & Chile 2025 Application

The following is an example a teaser campaign designed to prepare for the official announcement of Years of Culture 2025.



03. Qatar Argentina & Chile 2025 Application

The following is an example a teaser campaign designed to prepare for the official announcement of Years of Culture 2025.





2025
Qatar Argentina
Brand Guidelines

الأعوام
الثقافية
YEARS OF
CULTURE

01

Qatar Argentina 2025
Feature Logo

01. Qatar Argentina 2025

Logos

This logo is specifically for the Qatar-Argentina Year of Culture and will be used for events focused solely on Qatar and Argentina.



Note: Various logo alignments are provided in a separate folder to offer flexibility and to ensure that the logo integrates into different designs when needed.

01. Qatar Argentina 2025

Logos: Overview

In many events and designs, it is advised to use both our main logo alongside the location-specific logo. The following demonstrates how the overall look is when the two logos are placed side by side.



02

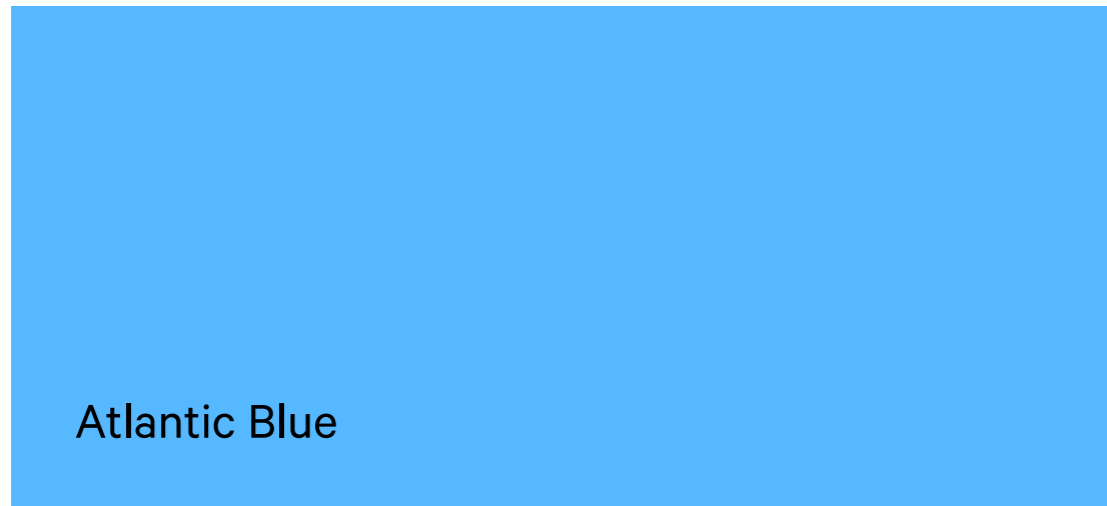
Qatar Argentina 2025

Colors & Gradient

02. Qatar Argentina 2025

Colors: Primary Colors

Argentina's blue, inspired by its flag and the Atlantic Ocean, and Qatar's desert-inspired hue come together to create a harmonious blend that reflects the essence of both nations.



HEX 71B7FC
RGB 113, 183, 252
CMYK 55, 27, 0, 1



HEX F5D899
RGB 245, 216, 153
CMYK 0, 12, 38, 4

Note that while these are our primary colors for 2025, our secondary colors from the main brand palette can be used alongside the primary colors when additional flexibility or variation is required.

02. Qatar Argentina 2025

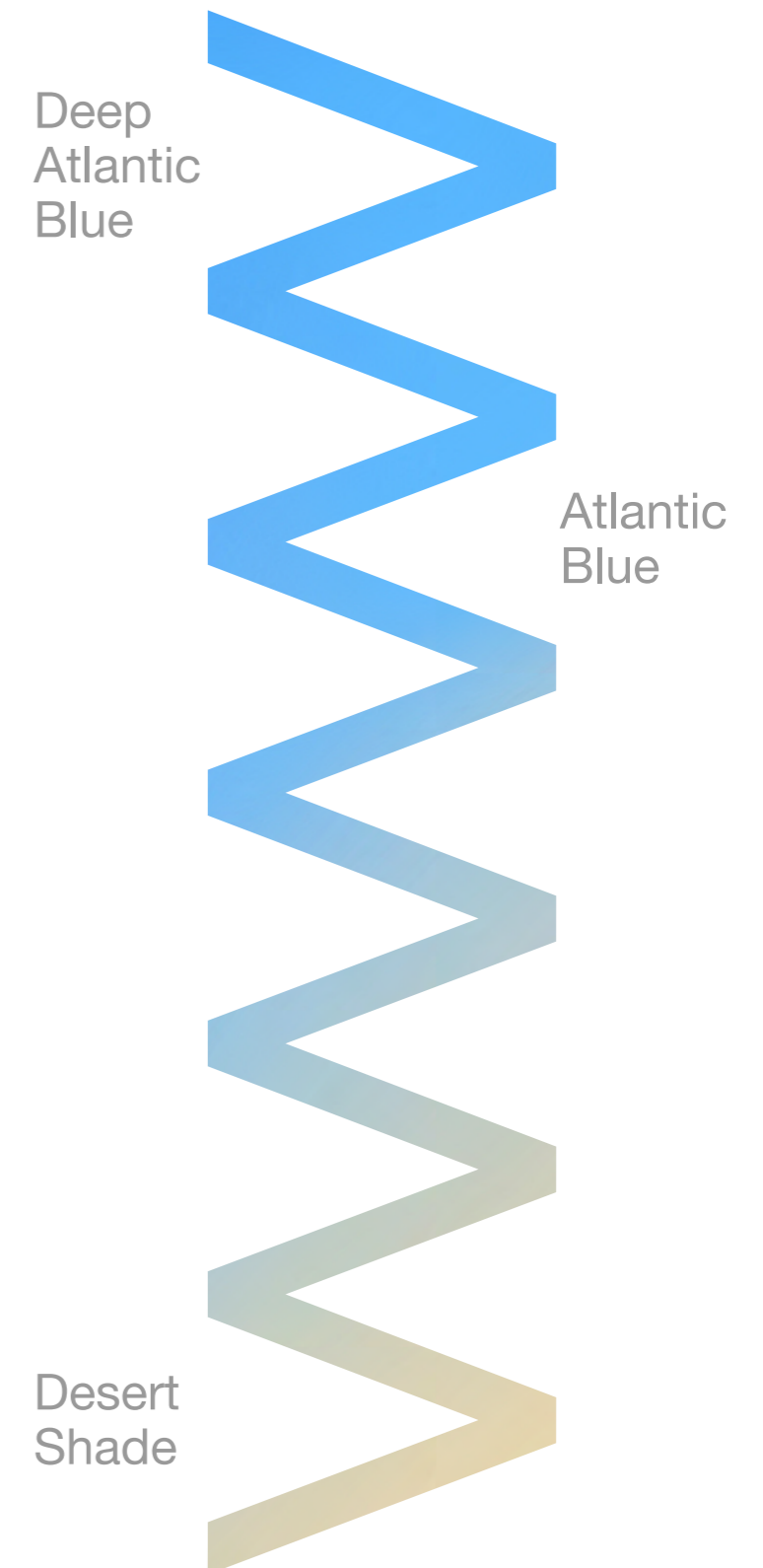
Gradient: Inspiration

In this gradient choice, the desert color seamlessly blends with the Atlantic blue. The soft transition between these hues creates a flexible and adaptable design, perfect for a variety of materials.

Gradient

02. Qatar Argentina 2025

Gradient: Logos

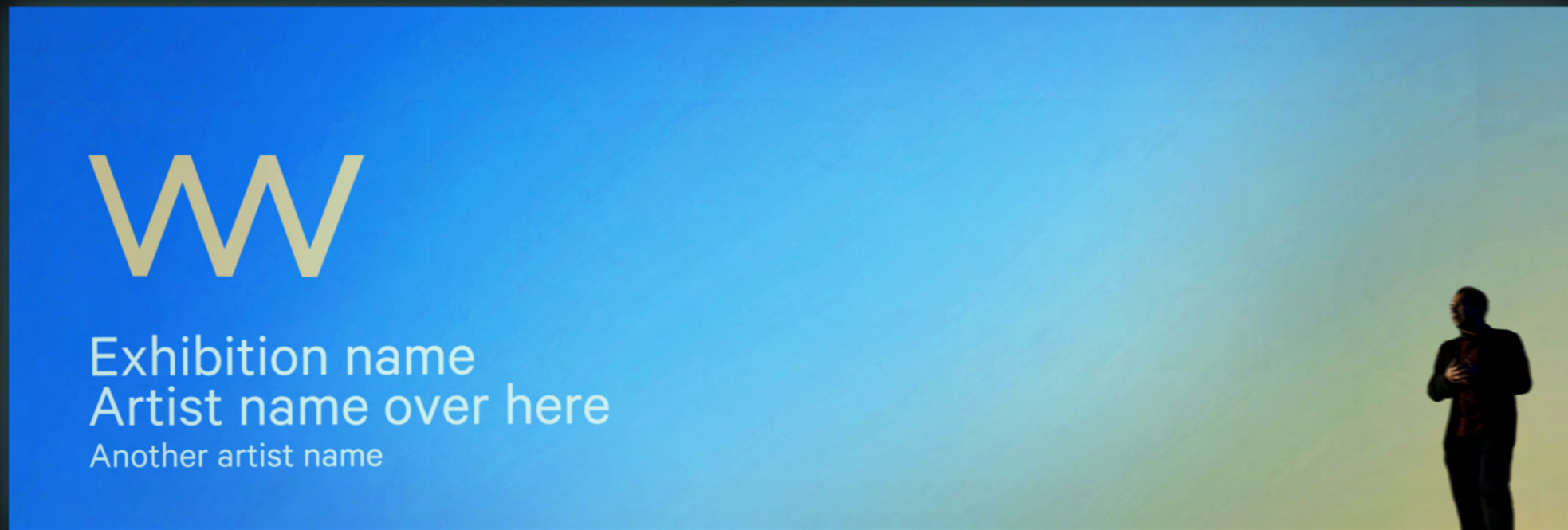


03

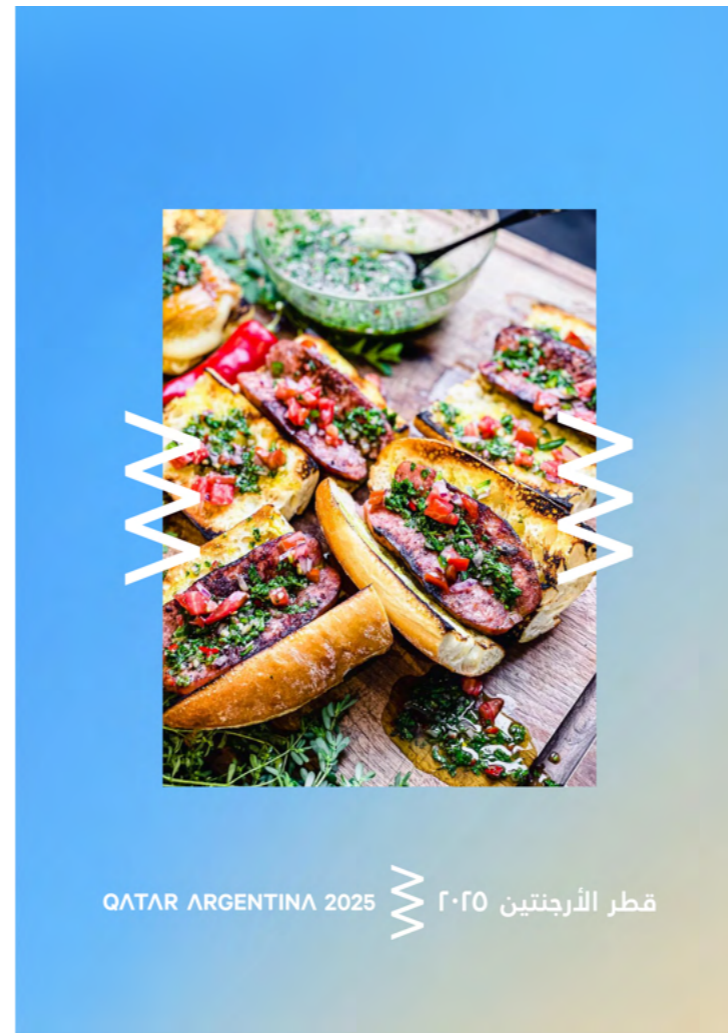
Qatar Argentina 2025
Application

03. Qatar Argentina 2025 Application

For events exclusively related to Qatar and Argentina, we will use the Qatar-Argentina gradient as the background, either as a static design or animated with moving colors. This should be accompanied by the event title, our logos, and the logos of our partners.



03. Qatar Argentina 2025 Application



03. Qatar Argentina 2025 Application



Usage Example: Flyer and Brochure Covers



قطر الأرجنتين ٢٠٢٥
QATAR ARGENTINA 2025

Exhibition name
Artist name over here
Another artist name



قطر الأرجنتين ٢٠٢٥
QATAR ARGENTINA 2025

Exhibition name
Artist name over here
Another artist name



قطر الأرجنتين ٢٠٢٥
QATAR ARGENTINA 2025

Exhibition name
Artist name over here
Another artist name



قطر الأرجنتين ٢٠٢٥
QATAR ARGENTINA 2025

Exhibition name
Artist name over here
Another artist name



2025
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Brand Guidelines

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CULTURE

01

Qatar Chile 2025 **Feature Logo**

01. Qatar Chile 2025

Logos

This logo is specifically for the Qatar-Chile Year of Culture and will be used for events focused solely on Qatar and Chile.



Note: Various logo alignments are provided in a separate folder to offer flexibility and to ensure that the logo integrates into different designs when needed.

01. Qatar Chile 2025

Logos: Overview

In many events and designs, it is advised to use both our main logo alongside the location-specific logo. The following demonstrates how the overall look is when the two logos are placed side by side.



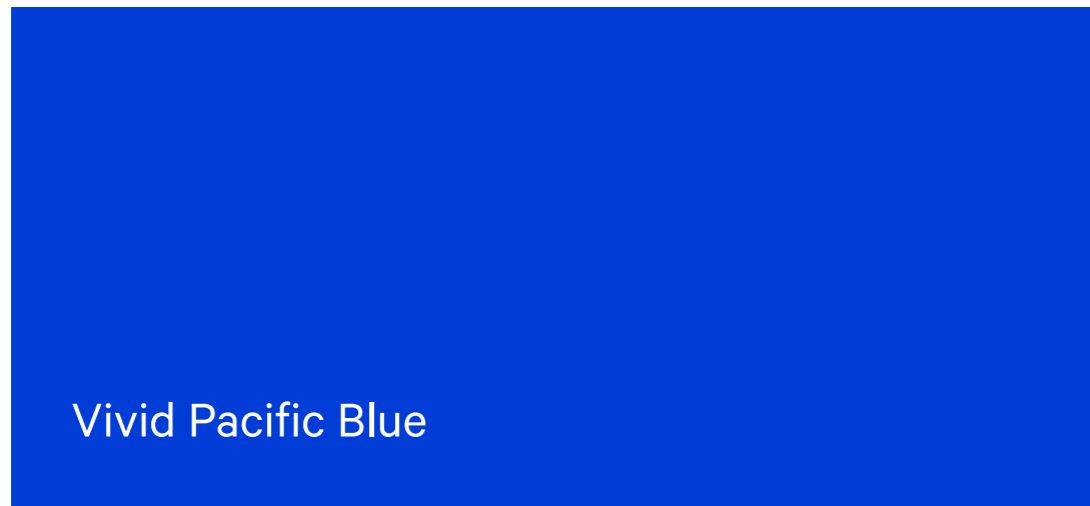
02

Qatar Chile 2025
Colors & Gradient

02. Qatar Chile 2025

Colors: Primary Colors

Chile's blue, inspired by its flag and the Pacific Ocean, and Qatar's desert-inspired hue come together to create a harmonious blend that reflects the essence of both nations.



HEX 0D3CCE
RGB 13, 60, 206
CMYK 94, 71, 0, 19



HEX F5D899
RGB 245, 216, 153
CMYK 0, 12, 38, 4

Note that while these are our primary colors for 2025, our secondary colors from the main brand palette can be used alongside the primary colors when additional flexibility or variation is required.

02. Qatar Chile 2025

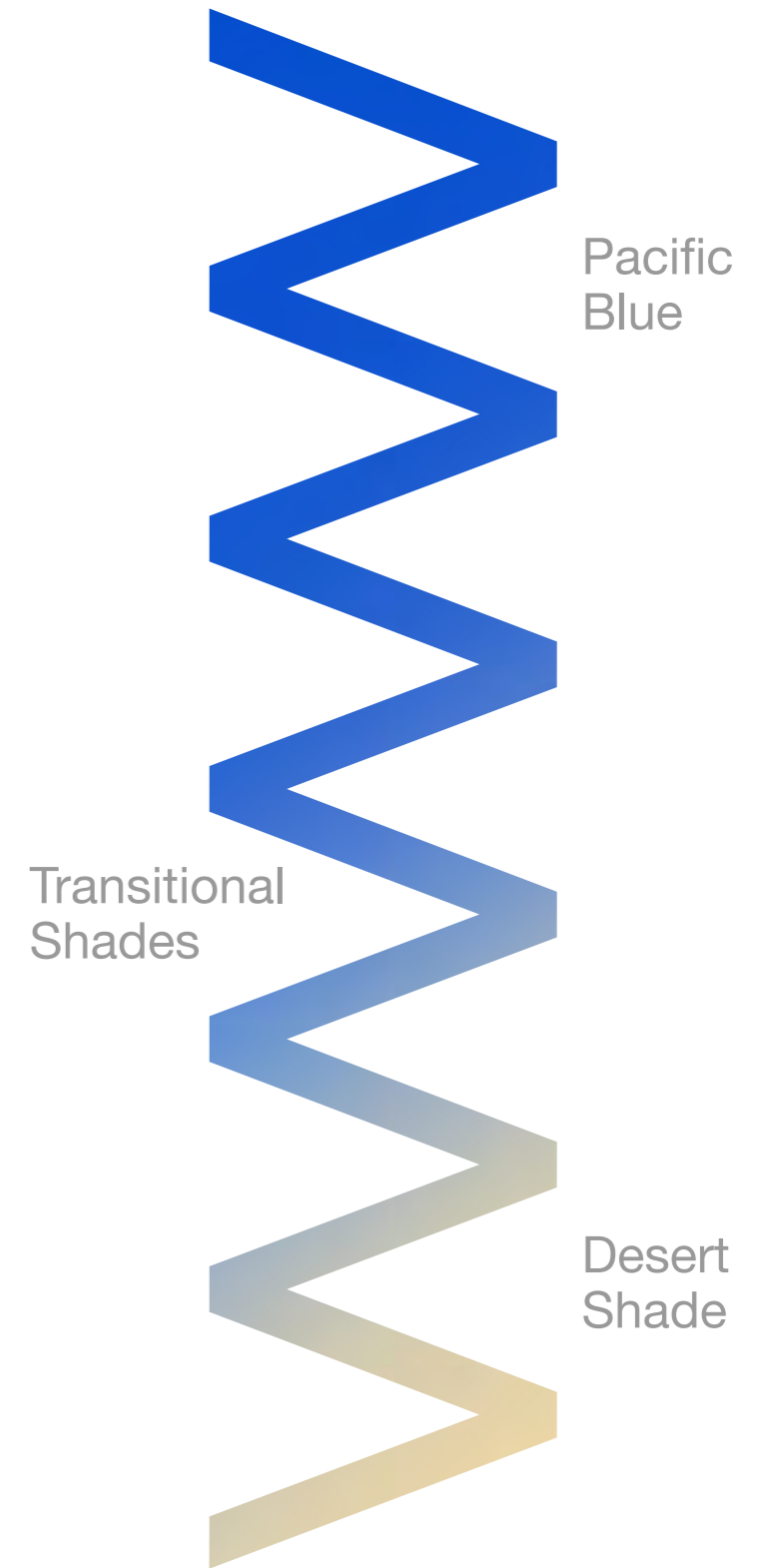
Gradient: Inspiration

In this gradient choice, the desert color seamlessly blends with the Pacific blue. The soft transition between these hues creates a flexible and adaptable design, perfect for a variety of materials.

Gradient

02. Qatar Chile 2025

Gradient: Logos

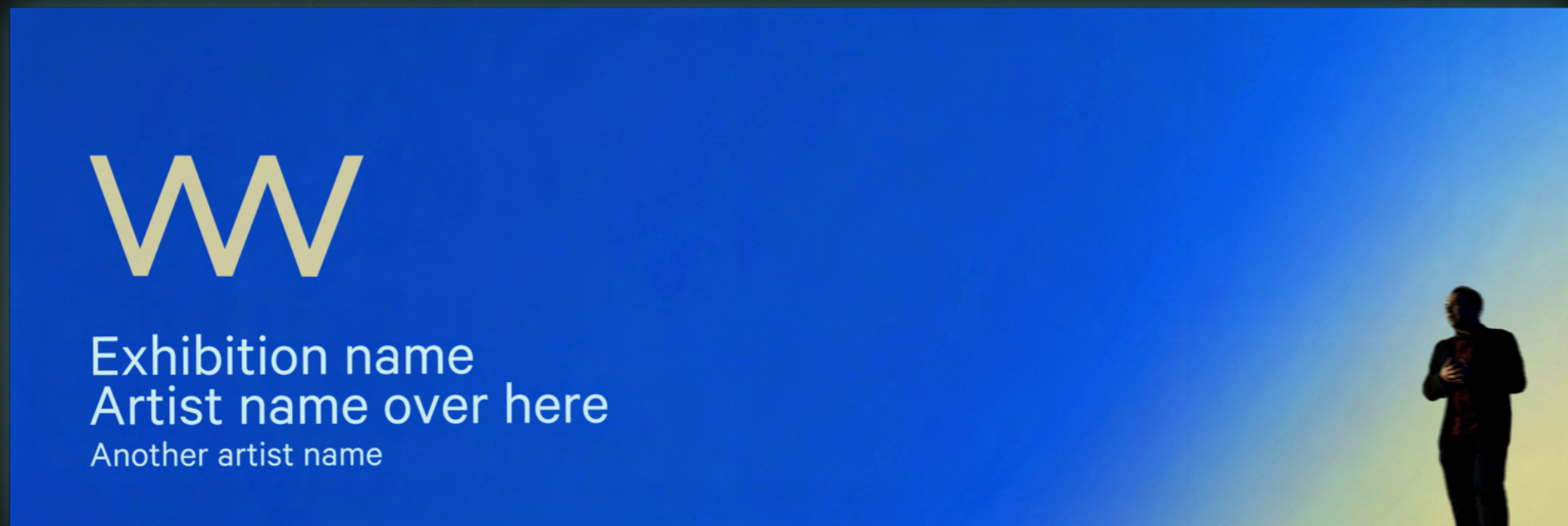


03

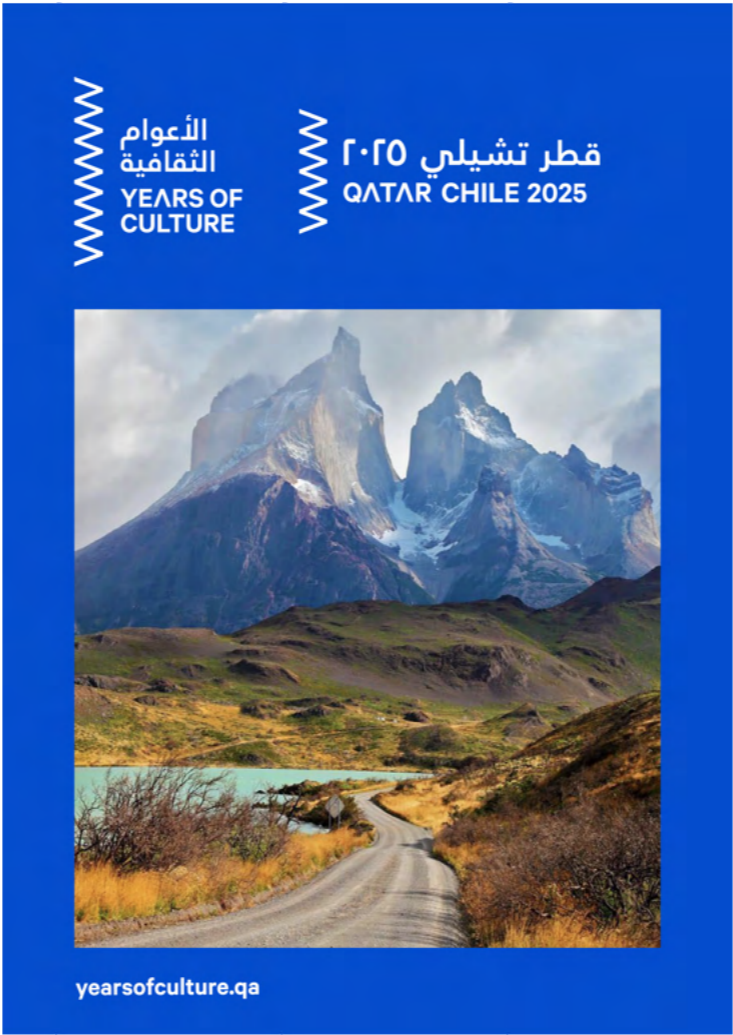
Qatar Chile 2025
Application

03. Qatar Chile 2025 Application

For events exclusively related to Qatar and Chile, we will use the Qatar-Chile gradient as the background, either as a static design or animated with moving colors. This should be accompanied by the event title, our logos, and the logos of our partners.



03. Qatar Chile 2025 Application



Usage Example: Covers and Spreads

03. Qatar Chile 2025 Application



Usage Example: Flyer and Brochure Covers

قطر تشيلي ٢٠٢٥
QATAR CHILE 2025

Exhibition name
Artist name over here
Another artist name



قطر تشيلي ٢٠٢٥
QATAR CHILE 2025

Exhibition name
Artist name over here
Another artist name



Exhibition name
Artist name over here
Another artist name



قطر تشيلي ٢٠٢٥
QATAR CHILE 2025

Exhibition name
Artist name over here
Another artist name



قطر تشيلي ٢٠٢٥
QATAR CHILE 2025

Our Hashtags

A. For posts related to Argentina & Chile:

#YearsofCulture #QatarArgentinaChile2025

#الأعوام_الثقافية #قطر_الأرجنتين_تشيلي2025

B. For posts related to Argentina only:

#YearsofCulture #QatarArgentina2025

#الأعوام_الثقافية #قطر_الأرجنتين2025

C. For posts related to Chile only:

#YearsofCulture #QatarChile2025

#الأعوام_الثقافية #قطر_تشيلي2025

For any questions or clarifications regarding the use of our branding, please contact:

yocbranding@qm.org.qa

