الأعوام الثقافية
YEARS OF CULTURE

2026 Qatar Canada & Mexico
Brand Guidlines

V. 1.1

Primary Logo Lockup

The primary expression of the 2026 identity is the 2026 Logo Lockup, which pairs the stacked Years of Culture logo with the 2026 Double-Stacked Logo, as shown. It is available in both left-aligned and right-aligned formats to support layout flexibility.

This lockup should be used as the default across all communications whenever space allows.

Download link

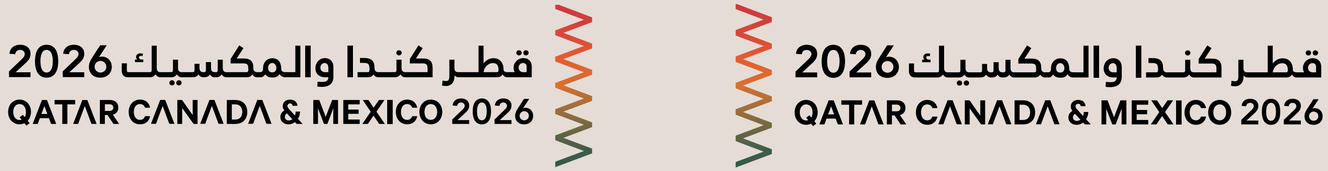
2026 Logo System (Standalone Use):

The 2026 Standalone Logo is part of a flexible logo system with multiple configurations.

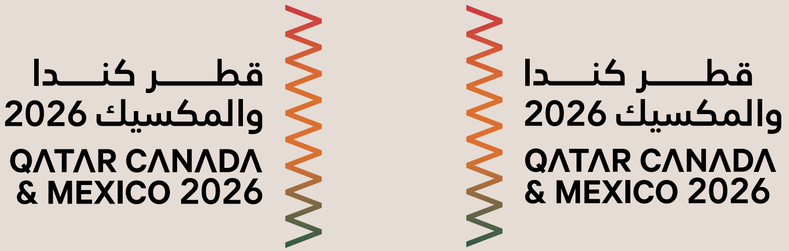
While the 2026 Logo Lockup is the primary and preferred expression, standalone logo versions may be used only **when layout or production constraints prevent the use of the lockup.**

The logo must be used as provided. It should not be redrawn, altered, reconfigured, or edited in any way. All usage must follow the approved versions outlined in these guidelines

2026 Double-Stacked Logo



2026 Vertical Stacked Logo



2026 Single-Line Logo

Download link

Logo System Hierarchy

The 2026 logo system defines clear usage priorities to maintain consistency across all touchpoints.

- The Primary Logo Lockup should always be used when space/layout allows.
- The Secondary logo may be used when layout constraints apply.
- Limited-use logos are reserved strictly for space-constrained applications.

Primary

Secondary

Limited use

Logo Color Applications

The 2026 Logo Lockup and Standalone Logo are available in approved full-color, reversed, and flat-color versions to ensure clarity and contrast across backgrounds and production contexts.

Full Color
Primary treatment for light or neutral backgrounds.

Full Color Reversed
Used on dark or high-contrast backgrounds when additional visibility is needed.

Flat Color
Used when full-color reproduction is not possible or a simplified treatment is required. Approved brand colors, black, or white may be used based on background contrast.

FULL COLOR

FULL COLOR REVERSED

FLAT COLOR

Clear Space

To preserve legibility and visual impact, the logo must always be surrounded by a minimum clear space. No text, imagery, or graphic elements should enter this area.

The minimum clear space is defined by the serration unit, measured by its height above and below the logo, and its width on the left and right, as illustrated. This rule applies to all logo variations and alignments.

Maintaining this clear space ensures the logo remains clear, readable, and visually balanced across all applications.

Minimum Size

To maintain legibility and visual integrity, each logo variation has a defined minimum size. These measurements ensure that all text and serration details remain clear across print and digital applications.
If legibility is compromised due to background, placement, or production method, the logo must be scaled larger than the minimum size.

Exceptions may apply only when space is highly constrained and legibility remains acceptable.

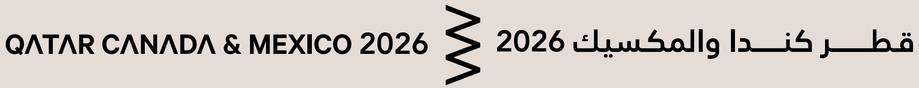
Approved exceptions include:
- Social media profile images and avatars
- Favicons and app icons
- Small-scale merchandise (e.g. pins, labels, giveaways)
- Footers, credits, or secondary placements in digital interfaces

In these cases, high-contrast treatments should be used where available.

2026 Double-Stacked Logo
Print: 13 mm height
Digital: 88 pixels height

2026 Vertical Stacked Logo
Print: 22 mm height
Digital: 140 pixels height

2026 Single-Line Logo:
Print: 8 mm height
Digital: 60 pixels height



Partner, sponsor, and co-branding

Partner Logo Placement:
When used alongside partner logos, the 2026 logo must remain the primary visual lead.

- The 2026 logo must always appear first in reading order.
- Partner logos must be scaled proportionally and should never appear larger or more prominent than the 2026 logo.
- Adequate clear space must be maintained between all logos to ensure clarity and legibility.

قطر كندا والمكسيك 2026
QATAR CANADA & MEXICO 2026

قطر كندا
والمكسيك 2026
QATAR CANADA
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2026 Colors

The 2026 color system begins with the national colors of Qatar, Canada, and Mexico, harmonised through natural, iconic elements that share similar tones across the three countries, creating a balanced and cohesive visual language.

- **Crimson Horizon:** A warm red drawn from ripe date clusters, autumn maple leaves, and marigold blooms, representing shared heritage and connection.
- **Harvest Glow:** An orange inspired by sunlit dates, marigold fields, and maple foliage, expressing creativity, harvest, and shared growth.
- **Evergreen Canopy:** A deep green taken from palm fronds, maple canopies, and marigold foliage, providing balance and visual stability.
- **Sandstone Light:** A soft ivory drawn from Qatar's desert light and flag tones, grounding and warming the palette as the host nation's foundation.

Qatar

Qatari Palm

Canada

Canadian Maple

Mexico

Mexican Marigold

Sandstone Light
HEX: #E6DDD5
RGB: 230/220/213
CMYK: 12/12/16/00

AB2629

Crimson Horizon
HEX: #CC3D3D
RGB: 204/61/61
CMYK: 14/87/73/00

DB7676

CD491C

Harvest Glow
HEX: #D96F32
RGB: 217/111/50
CMYK: 11/65/87/00

E08D5D

394637

Evergreen Canopy
HEX: #3B5C48
RGB: 59/92/72
CMYK: 75/41/69/35

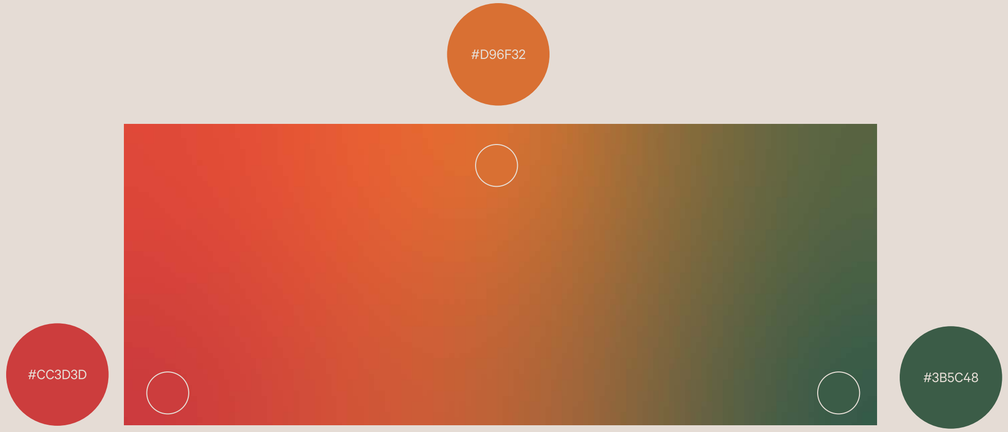
506E5C

2026 Gradient

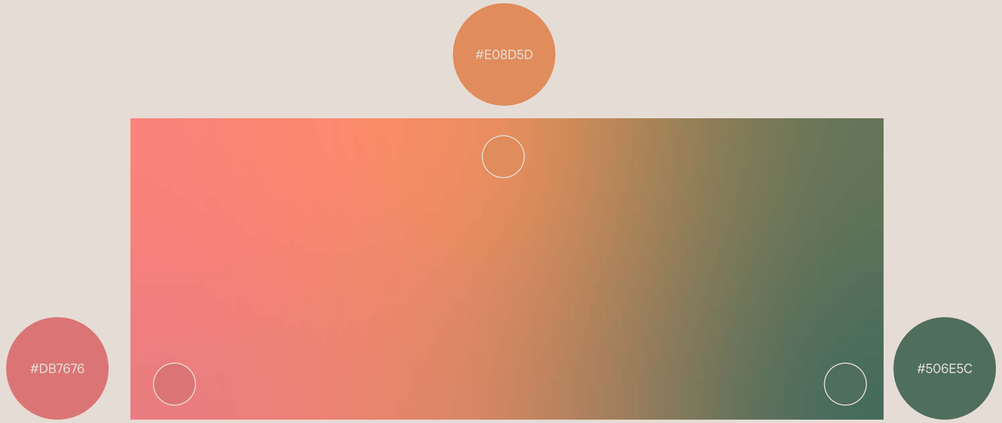
Gradients are used as a key visual 2026 identity. They are built exclusively from the 2026 color palette and should be applied with care to maintain clarity and balance.

Vivid Gradient
The vivid gradient combines the primary palette tones to create a bold, expressive transition.
It is intended for large-scale applications such as hero visuals, banners, and digital environments where strong visual impact is required.

Subtle Gradient
The subtle gradient uses softer tonal variations for a calmer, more restrained effect. It is recommended where readability and balance are a priority.



Vivid Gradient



Subtle Gradient

Gradients should be created as freeform (mesh) gradients rather than linear or radial gradients. This approach allows the three colors to blend more naturally, avoiding harsh transitions and helping integrate the palette into a cohesive visual field.

The position and distribution of colors within the gradient may vary depending on the format and application, provided that all three palette colors are present and the overall balance and legibility are maintained.

Typography

Typography for the 2026 identity follows the main **Year of Culture** brand system.

English: Calibre (Regular / Semibold)
Arabic: Janna LT (Regular / Bold)

These typefaces should be used consistently across all applications to ensure clarity, readability, and alignment with the overarching Year of Culture visual identity.

Bilingual Layout Rules:

- When stacked, Arabic appears above English unless context requires otherwise.
- Maintain equal visual weight between both languages.
- For Arabic typography, Arabic numerals (0–9) must be used. Indic numerals (٠-٩) should not be used

English Typeface

Calibre

Headline Sample
Aa Bb Cc Dd Ee Ff Gg

Body Sample
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Common Punctuation
.,:;!?()&%$#@

Arabic Typeface

Janna LT

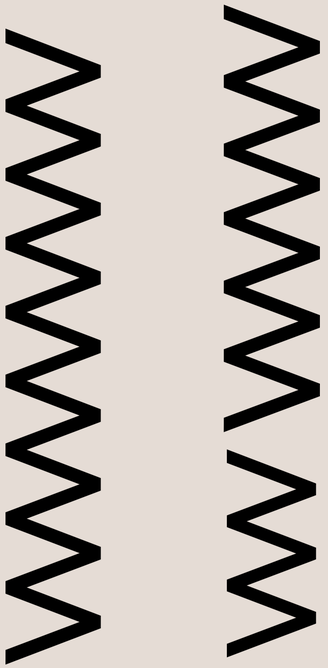
نموذج العنوان العربي
الأعوام الثقافية

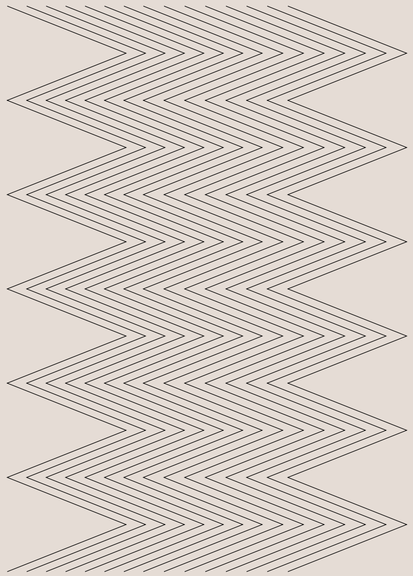
نموذج النص القياسي
نؤمن أن تواصل الثقافات ينتج إبداعات مذهلة.
0123456789

Graphic Devices

The serration motif remains the core graphic device of the 2026 identity, derived directly from the logo. It acts as a visual connector across layouts, reinforcing rhythm, movement, and cultural continuity.

It may be used as a single bold element, a repeated pattern, or a linear texture to frame content, create transitions, or anchor compositions. When applied to imagery, the device can interact through masking, cropping, or layering, maintaining a consistent and cohesive visual language.

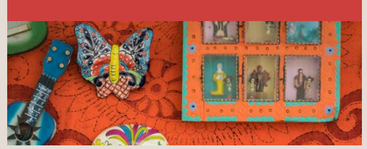


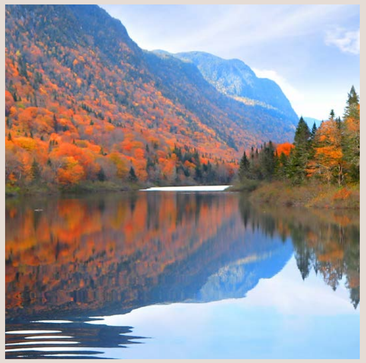


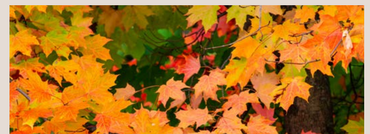
Imagery Style

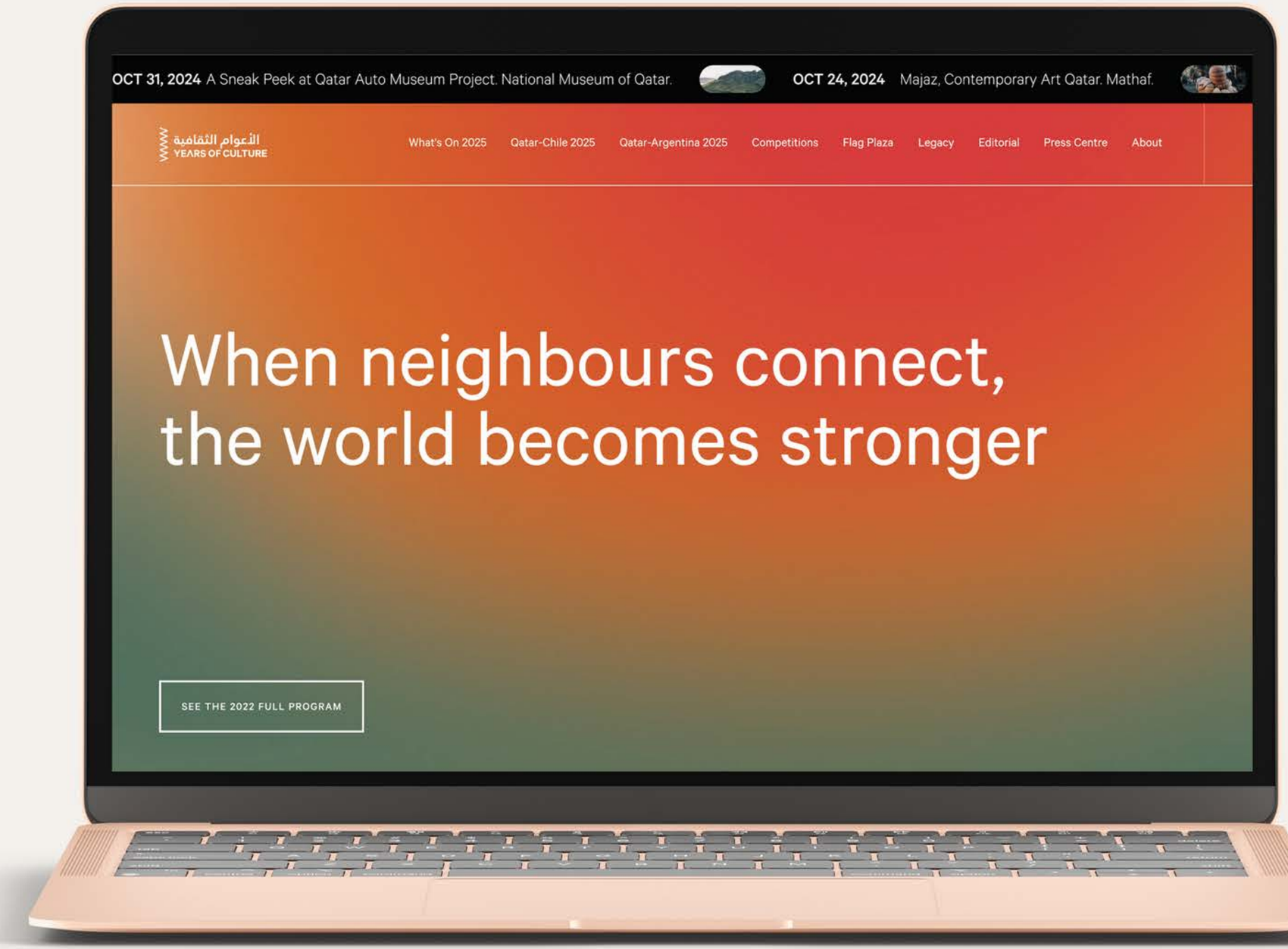
The 2026 imagery style is **warm, natural, and culturally grounded.** Photography and video should prioritise soft, natural light and balanced contrast, with an overall warmth that feels inviting and authentic. Colours should appear rich but controlled, avoiding harsh saturation or artificial filters. Skin tones, materials, and environments must remain true to life, creating imagery that feels timeless rather than trend-driven.

In cooler scenes, such as those with blue skies, water, or shaded environments, warm accents and orange highlights should be incorporated to maintain consistency with the brand›s palette. These can appear through light, materials, architecture, clothing, or environmental details rather than heavy color grading. This approach allows cooler imagery to retain realism while still aligning with the warm visual identity of 2026.








OCT 31, 2024 A Sneak Peek at Qatar Auto Museum Project. National Museum of Qatar.
OCT 24, 2024 Majaz, Contemporary Art Qatar. Mathaf.
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Across Borders, Through Culture

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مارس - يونيو 2026
صالة معرض الرواق

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قطر كندا والمكسيك 2026
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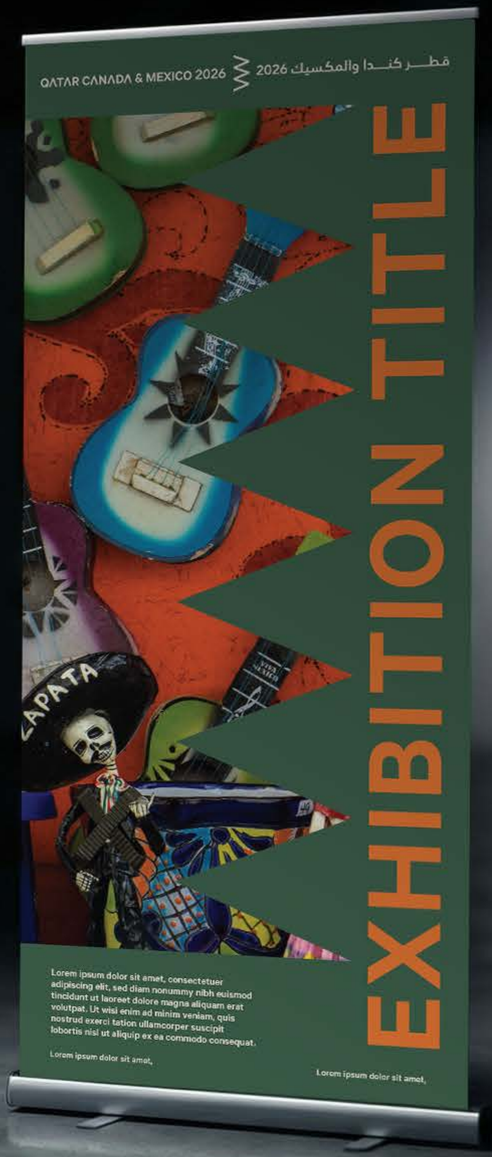
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والمكسيك 2026
QATAR CANADA
& MEXICO 2026

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الثقافية
YEARS OF
CULTURE
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QATAR CANADA & MEXICO 2028
MARCH 3RD
JUNE 2ND
2023
ARABIC MUSEUM OF
MODERN ARTS
CANADIAN
INDIGENOUS
ART
LOREM IPSUM DOLOR SIT AMET, CONSEC-
TETUER ADIPICCING ELIT, SED DIAM
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LAGREET DOLORE MAGNA ALIQUAM ERAT
VOLUTRAT. UT WISI ENIM AD NINIM VENIAM.
LOREM IPSUM DOLOR
SIT AMET

Brand queries:

Please contact yearsofculture@qm.org.qa