وزارة الصحـــــــة العامـــــة
Ministry of Public Health
State of Qatar ♦ دولــــة قطـــر

INSTRUCTIONS FOR USING THE MOPH LOGO

The following instructions shall be considered and followed whenever the MoPH logo is used as part of the accreditation process (on the CPD activity promotional materials, final program, and certificate of attendance/participation):

For all types of communications, the Primary logo (Horizontal) should be used (PAGE **A**).
Exclusion Zone: whenever the logo is used, it should be surrounded with clear space. For print use, the clear space should be half of the logo size and for digital use, it should be a quarter of the logo size (PAGE **B**).

Size :

It is recommended to use a logo size suitable for the size of the document/paper it will appear. The minimum height sizes usage of the logo is 25 mm for standard A3 paper size, 18 mm for standard A4 paper size, 15 mm for standard A5 paper size, and 13 mm for standard A6 paper size. The sizes could be adjusted (use a size larger than the minimum) depending on the type of publication, without compromising the quality of the emblem and ensuring that the logotype is readable. The minimum accepted size of the logo, however, is 13 mm (1.3 cm) (PAGE **C**).

Color :

The logo should be used in the Standard Full Color (as shared). It is strictly forbidden to use the black logo (PAGE **D**).

Position :

The logo should be positioned on the right side of the publication; it can be either aligned at the top or at the bottom of the margins of the developed document (PAGE **E**).

Incorrect Logo Usage :

Under any circumstances, the configuration of the logos must never be altered in any manner. This includes NOT TO stretch, crop, distort, rotate, change the logo identity system, alter the colors of the logo, alter the logo construction, use the emblem only, scale the emblem, use the logo on a colored background, use the logo on crowded image, or change "State of Qatar" placement (PAGE **F**).

A

Ministry Logo Construction
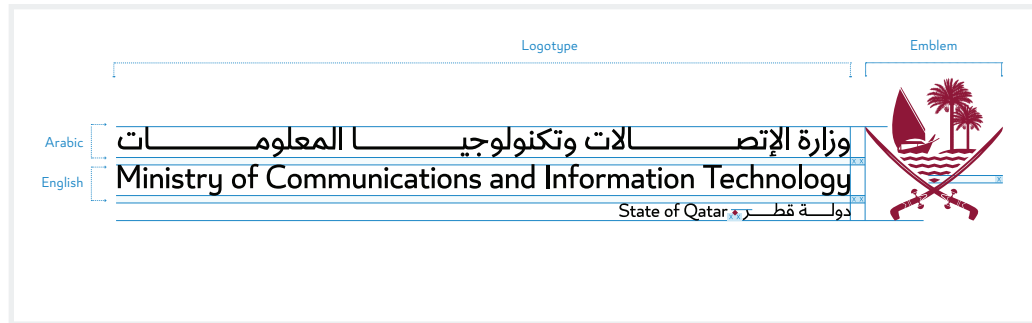
A. Primary logo – Horizontal with long name

C. Secondary logo – Vertical with long name

For all types of communications, the primary logo should be used.

Clear space
The highlights in blue define the clear space between the ministry name in Arabic and English and the alignment of the logotype with the emblem.

The emblem
In the horizontal logo, the emblem follows the Arabic horizontal logo alignment, and is aligned to the right within the logotype.

The logotype
The logotype consists of the Arabic and English ministry and country names:

1. Ministry name
The Arabic always stands on top of the English ministry name. The ministry name in Arabic and English always stands on a single line and both should have a proportional length.
The Arabic Kashida can be extended to ensure the width alignment with the English name (example A, C and B, C).

2. The State of Qatar (دولة قطر) text is always aligned at the bottom.
They are seperated with a diamond dot.

B. Primary logo – Horizontal with short name

D. Secondary logo – Vertical with short name

Exclusion Zone

Whenever the logo is in use, it should be surrounded with clear space to ensure its visibility, legibility and impact.

To achieve this, a minimum clear space has been created based on the emblem width is proportionally squared. This is the exclusion zone from other graphic elements of which could invade this area.

A. For print use, the clear space is the half of the emblem size.

B. For digital use, the clear space is a quarter of the emblem size.

A. The print minimum exclusion zone

B. The digital minimum exclusion zone

Logo Minimum Size

These are the minimum size usage of the emblem and logos is as follows for most used publications for print and digital.

The sizes are measured in height and could be adjusted depending on the type of publication, without compromising the quality of the emblem and ensuring that the logotype is readable.

It is preferable where possible to use the emblem and the logo at a size larger than the minimum.

When an emblem or logo is marked with a dash (–), it means that the size is not applicable to this technique or products.

Print

Minimum height size	Emblem	Primary logos	Secondary logos (short name)	Secondary logos (long name)
A3 (Portrait / Landscape)	–	25 mm	37 mm	44 mm
A4 (Portrait / Landscape)	–	18 mm	27 mm	30 mm
A5 (Portrait / Landscape)	–	15 mm	22 mm	25 mm
A6 (Portrait / Landscape)	25 mm	13 mm	20 mm	23 mm
A7 (Landscape)	25 mm	–	20 mm	23 mm
A8 (Portrait / Landscape)	25 mm	–	–	–

Special Applications

Minimum height size	Emblem	Primary logos	Secondary logos (short name)	Secondary logos (long name)
Engraving	30 mm	18 mm	27 mm	30 mm
Embossing / Debossing	30 mm	18 mm	27 mm	30 mm
Foil	25 mm	13 mm	20 mm	23 mm
Screen print	25 mm	13 mm	20 mm	23 mm
Pen print	TBD	TBD	–	–

On-screen

Minimum height size	Emblem	Primary logos	Secondary logos (short name)	Secondary logos (long name)
Electronic publishing	100 px	30 px	45 px	55 px
Standard screen 4:3	125 px	60 px	90 px	104 px
Wide screen 16:9	200 px	110 px	169 px	200 px
Social media post	100 px	80 px	120 px	142 px
Mobile screen	100 px	80 px	120 px	142 px

Colour Variations

D

(1)

وزارة الثقافـــــــــة
Ministry of Culture
State of Qatar • دولـــــة قطـــــر

(3)

وزارة الثقافـــــــــة
Ministry of Culture
State of Qatar • دولـــــة قطـــــر

(2)

وزارة الثقافـــــــــة
Ministry of Culture
State of Qatar • دولـــــة قطـــــر

(4)

وزارة الثقافـــــــــة
Ministry of Culture
State of Qatar • دولـــــة قطـــــر

(1) Full colour logo on white background
The standard logo should be used in the first instance whenever possible.
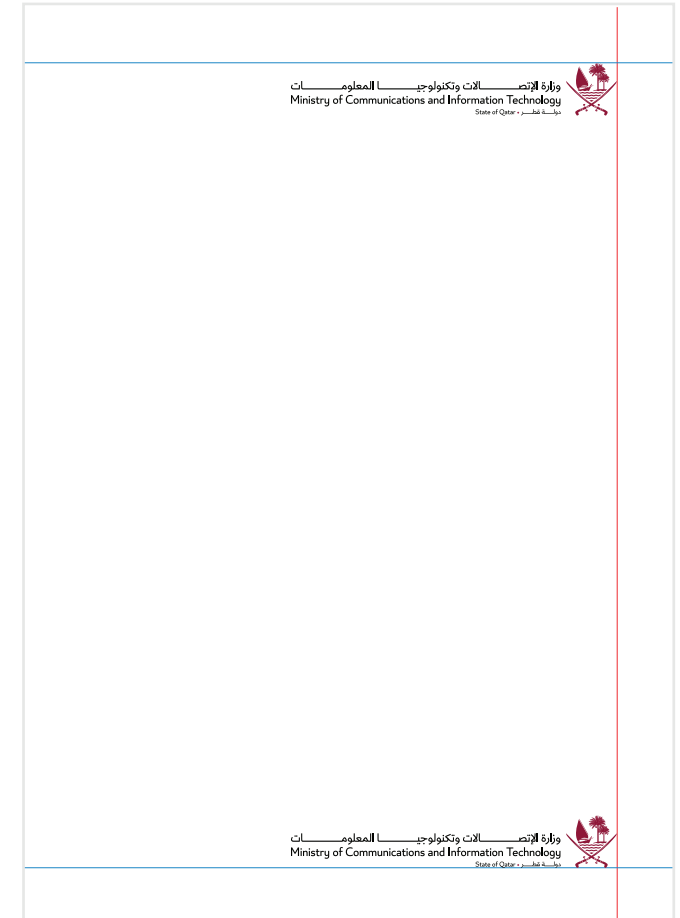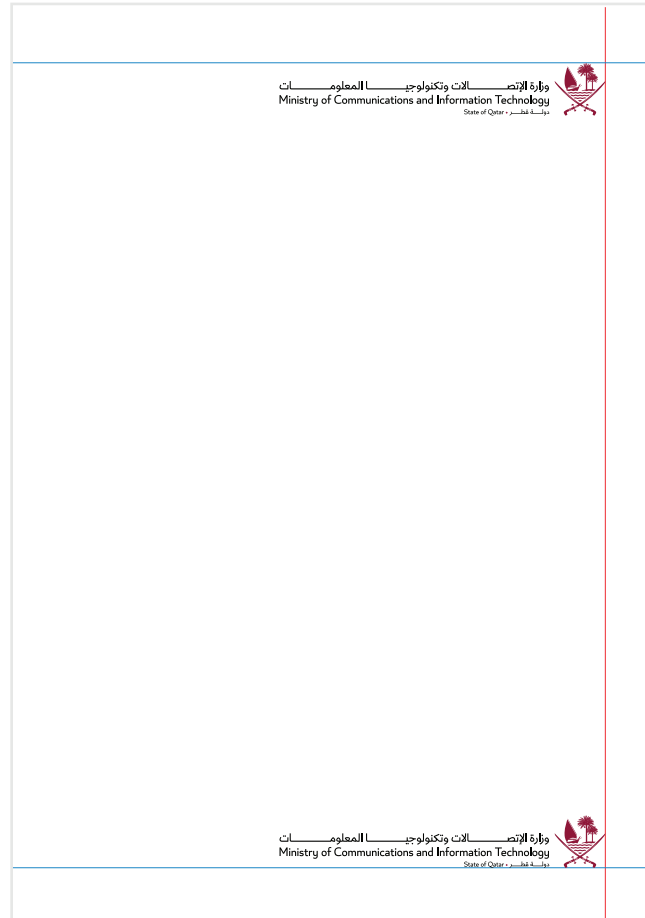
(2) Reversed logo
Always use the reversed version of the logo when placing it on primary colour backgrounds.

(3 / 4) Black and white logos
It is strictly forbidden to use the black logo. The purpose of this is to share with production companies when engraving, embossing or debossing is required.

E

Logo Positioning

The logo is always aligned on the right side
of the publication, it can be either aligned
at the top or at the bottom of the margins.
This appleis for all publications: Arabic, English
and bilingual.

وزارة الإتصـــــــــالات وتكنولوجيـــــــــا المعلومـــــــات
Ministry of Communications and Information Technology
State of Qatar • دولـــــة قطــــر

وزارة الإتصـــــــــالات وتكنولوجيـــــــــا المعلومـــــــات
Ministry of Communications and Information Technology
State of Qatar • دولـــــة قطــــر

وزارة الإتصـــــــــالات وتكنولوجيـــــــــا المعلومـــــــات
Ministry of Communications and Information Technology
State of Qatar • دولـــــة قطــــر

وزارة الإتصـــــــــالات وتكنولوجيـــــــــا المعلومـــــــات
Ministry of Communications and Information Technology
State of Qatar • دولـــــة قطــــر

F

Incorrect Logo Usage

The configuration of the logos must never be altered.
Always use the identity artwork provided within the master brand guidelines.

For details and appropriate logo use, refer to the logos construction and colours pages.

Do not stretch or distort the logo.

Do not rotate the logo.

Do not change the logo identity system.

Do not change the emblem colour against the brand identity system.

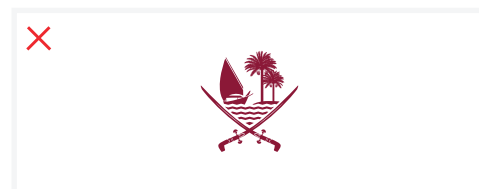Do not alter the logo construction.

Do not change "State of Qatar" placement.

Do not use Al Adaam colour for the logotype.

Do not alter the colours of the logo.

Do not use the emblem only.

Do not scale the emblem.

Do not use the colour logo on coloured backgrounds.

Do not use the logo on a crowded image.