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THE WOQOD MARK
The WOQOD mark is made up of 2 elements:
The star mark and word mark.

THE STAR MARK
The star mark is our symbol, a dynamic burst of energy from a Sidra flower. The star mark is unique, vibrant and bold.

THE WORD MARK
The word mark is the way we write our name. The letters have been specially drawn in Arabic and English forms.
Whenever possible, the mark should be used as a whole ie, the star mark and the word mark appearing in their fixed relationship.

The star mark, the word mark, the size relationship, letter spacing, colours, keylines etc. have all been detailed and considered.
No alterations should ever be made to the master WOQOD mark.
REGULAR USE VERSION
The regular use version is the preferred version of the Woqod mark. It should be used in all print applications where the mark will appear larger than 40mm across measure bar A.

PROTECTIVE AREA
The dotted blue keyline indicates the protective area. This area is intended to ensure a clear surround to the Woqod mark. No other text, logos, or information should encroach on this area.

The star mark has its own protective white keyline around the star. It ensures that the star mark stands out when placed on dark coloured backgrounds.

SMALL USE VERSION
The small use version of the Woqod mark should be used in situations where it will be reproduced at sizes between 25mm–40mm across measure bar A. The character spacing in this version of the mark has been adjusted to ensure best legibility at small sizes.

The same principles are used to establish the protective area for the small use version.

MINIMUM SIZE
As a general rule, the Woqod mark should not be reproduced below 25mm across measure bar A.

HORIZONTAL VERSION
In special situations the horizontal version of the Woqod mark can be used. It should be used in situations where height is restricted and the regular use version is not practical. For example, the horizontal mark is suitable for use on vehicle livery.

ARCHITECTURAL VERSIONS
Special versions of the Woqod mark have been created specifically for use on forecourt architecture. There is one version for Woqod totem signs, and another version for the Woqod canopy fascia. Details of these versions will be given in the Retail Identity Manual.
These are the 4 standard sizes of the Woqod mark.

**SIZE 1**
The Woqod mark is 50mm across measure bar A. This version of the mark should be used for A4 literature front covers and A4 advertising. Size 1 is the largest of the standard sizes.

**SIZE 2**
The Woqod mark is 30mm across measure bar A. This version of the mark should be used for A4 literature back covers and A5 advertising.

**SIZE 3**
The Woqod mark is 40mm across measure bar A. This version of the mark should be used for most stationery applications.

**SIZE 4**
The Woqod mark is 27mm across measure bar A. This version of the mark should be used for business cards and most envelope applications. Size 4 is the smallest of the standard sizes.
Wherever possible the mark should be used in its full colour version. If this is not possible, the mark may be reproduced in one or two colours. There are 5 versions available for various situations:

**TWO COLOUR VERSION**
This version has a solid green star mark, it does not use a gradient fill effect.
The two colour mark can be used in 2 colour print applications, such as internal communications, or applied as a paint finish to industrial storage buildings.

**WOQOD BLUE AND GREEN VERSIONS**
These versions have a solid star mark, and do not use a gradient fill effect.
The Woqod blue and Woqod green marks can be used in 1 or 2 colour print applications, such as internal communications.
No other colours should ever be used.

**GREYSCALE VERSION**
This is a version of the mark that retains a gradient fill effect, but uses only black. This version of the mark can be used in black and white applications where a good print quality is assured, such as black and white advertising and laser printed documents.

**SOLID BLACK VERSION**
This is a version of the mark that should be used in applications where print quality cannot be guaranteed, such as faxes and material finishes, such as embossing and engraving techniques.

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**For use in situations where only two colour reproduction is available, or where reproducing the gradient is not possible**, eg, paint finishes.

**For use in one or two colour print applications such as internal communications.**

**For use in one or two colour print applications such as internal communications.**

**For use in black and white applications where good print quality is assured, such as black and white advertising, and laser printed documents.**

**For use in black and white applications where print quality cannot be guaranteed, such as faxes and material finishes, such as embossing and engraving.**
USING THE MARK ON DIFFERENT COLOURED BACKGROUNDS

Each version of the Woqod mark has an option with the word mark in a solid colour (blue, green or black), and an option with the word mark reversed out white. It is important that the correct version of the Woqod mark be used at all times.

When there is sufficient contrast between the colour word mark and the background image, then this version should be used. However, if the background image is dark, and a coloured word mark would not be visible, then the reversed out word mark version should be used.

Illustrated here is the full colour Woqod mark. The principle is exactly the same for colour variations of the Woqod mark.

When applying the Woqod mark to a light background, use the blue word mark version.

When applying the Woqod mark to a dark background, use the reversed out word mark version.

When applying the Woqod mark to a colour photographic background, use the blue word mark version when there is sufficient contrast between image and word mark.

Use the reversed out word mark version on colour photographic backgrounds when there is insufficient contrast for the blue word mark.
The elements that make up the Woqod mark have each been carefully designed to fulfill a particular role. The star mark, the word mark, the size relationship, letter spacing, colours, keylines etc. have all been detailed and considered. No alterations should ever be made to any of the master Woqod marks.

Illustrated here are some examples of incorrect use. If we follow these guidelines, the Woqod brand will be very strong. By using the elements consistently, Woqod will communicate its professionalism and authority.
PRIMARY CORPORATE COLOURS

The Woqod brand is identified by three strong primary colours.

WOQOD BLUE

Woqod blue is applied extensively to the corporate and retail identities. The Woqod mark frequently appears on a Woqod blue background, for example on the canopy and totems.

All secondary signage is Woqod blue, as is the majority of corporate literature.

WOQOD GREEN

Woqod green is designed to sit next to, and compliment Woqod blue. It is used as edging detail and is illuminated at night on the canopy. In literature applications Woqod green is used to highlight information next to Woqod blue.

WOQOD PEARL

Woqod pearl is applied as a distinctive pearlescent cladding material to station architecture. As a softer colour it compliments Woqod blue and green.

WOQOD BLUE

PANTONE 662

CMYK: C 100 M 90 Y 0 K 10
RGB: R 0 G 34 B 128
WEBSAFE: 003399
RAL: 5002
SCOTCHCAL: 3630-157 (SULTAN BLUE)

WOQOD GREEN

PANTONE 355

CMYK: C 100 M 0 Y 92 K 0
RGB: R 0 G 153 B 51
WEBSAFE: 009933
RAL: 6024
SCOTCHCAL: 3630-156 (VIVID GREEN)

WOQOD PEARL

PANTONE 7501

CMYK: C 0 M 7 Y 30 K 8
RGB: R 223 G 210 B 179
WEBSAFE: FFFFCC
RAL: METALLIC FINISH TO COLOUR MATCH RAL 1015
RENAULT PAINT REF: M191 BEIGE (TBC)
SECONDARY COLOURS

Woqod secondary colours provide a palette of colours to support the primary brand colours. Secondary colours should be combined with one or more of the primary colours to create flexible and consistent corporate communications.

WOQOD LIGHT BLUE
PANTONE 299
CMYK: C 82 M 10 Y 0 K 0
RGB: R 0 G 160 B 226
WEBSAFE: 0099CC

WOQOD DARK GREY
PANTONE WARM GREY 7
CMYK: C 0 M 9 Y 14 K 44
RGB: R 158 G 148 B 141
WEBSAFE: 999999

WOQOD COOL GREEN
PANTONE 556
CMYK: C 52 M 0 Y 50 K 20
RGB: R 116 G 161 B 142
WEBSAFE: 669999

WOQOD LIGHT GREY
PANTONE WARM GREY 4
CMYK: C 0 M 6 Y 12 K 31
RGB: R 189 G 182 B 176
WEBSAFE: CCCCCC

WOQOD COOL BLUE
PANTONE 5435
CMYK: C 16 M 3 Y 0 K 18
RGB: R 165 G 184 B 201
WEBSAFE: 9999CC
**TINTING GUIDE**

The colours that make up the primary and secondary Woqod colour palettes may be tinted to extend the range of colours. Woqod colours should only be tinted to the recommended values shown here. This will ensure sufficient colour contrast and reliable reproduction.

**USING TINTED COLOURS**

Pale tints shown opposite (20%–40%) should only be used for differentiating quantities in charts and maps, and on forms where pale tints will be overprinted by black text, and may be required not to reproduce when photocopied.
Basic elements  Using the Star mark as a graphic device

1.10 USING THE STAR MARK AS A PRINT APPLICATIONS

SCALE WIDTH OF THE GRID TO THE SHORTEST DIMENSION OF THE DOCUMENT

WIDTH OF STAR = SHORTEST DIMENSION OF DOCUMENT

The star mark can be used separately from the Woqod mark as a graphic device that can be cropped and used as a keyline or colour tint.

The star mark should be scaled so that its width matches the shortest dimension of the document. For A4, the star should be 210mm wide; for DL, it should be 99mm wide.

A positioning grid should then be laid over the star. The grid should divide the star into 4x4 squares.

The star mark can now be positioned on the document. It is important that the crop of the star mark must include a minimum of 3x3 adjacent squares of the grid.

EXAMPLES OF PRINT APPLICATIONS

- **Develop and deliver innovation to all aspects of our business**
- **Pull-out vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore**
- **Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore**
- **The star mark in keyline form on a level 3 document.**
- **A 4 colour version of the star mark on a level 4 document cover and used as a tint within the text pages of a level 4 document.**

SIGNAGE EXAMPLE

FLOOR IDENTIFIER

3  مستوى Level
Woqod has two primary typefaces. One Arabic typeface, Alkhalij, and one English, Futura Bold. Like the corporate mark and colours, the primary typefaces will soon become instantly recognisable as Woqod.

These typefaces have been chosen because they are both strong, clear and simple. They are modern and elegant, and fit well with the Woqod brand identity.

In the retail environment, Woqod primary typefaces must be used for all sub-branding, environmental signage, and health & safety messages.

In corporate applications, the primary typefaces should be used to make an impact. Use them for titling, main headings and subheadings.

Primary typefaces are used for sub-branding and service offers.
SECONDARY TYPEFACES

Futura Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

DEFAULT TYPEFACES

Century Gothic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Woqod imagery should be compelling and dynamic. Images should engage people with clear, direct messages about energy and life, they should be positive and inviting.

When selecting an image to use, ask yourself these questions:

• What is the message I want to communicate?
• Does the chosen image deliver that message clearly and simply?

IMAGES SHOULD...

• Look natural and real
• Show people, life or energy
• Have strong composition
• Focus the viewer’s attention on a definite object, relationship or event

DON’T USE IMAGES THAT ARE...

• Obviously posed and unreal
• Clichéd or unoriginal
• Boring and lack focus or clear message
• Studio manipulated or gimmicky
Basic elements Using imagery

- Dynamic consumer images: professional and real
- Close-up people images: positive, friendly, white background
- Refreshing product images
- Energetic images: innovative, dynamic
- Fresh, vibrant abstracts: WOQOD colours, themes

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CORPORATE STRAPLINE

Straplines communicate key brand promises to our customers. It is recommended that straplines always appear with the Woqod web address, and that the elements are positioned on the front cover of corporate communications (as shown).

It is recommended that straplines are not used on level 4 literature (internal communications).

Use only approved corporate straplines.

Be sure that the straplines are relevant to target audiences. For example, customer-facing straplines should not be used on B2B publications and vice versa.

Specifications for four standard sizes have been shown.

POSITIONING THE STRAPLINE

The recommended position is in the bottom left (see examples a–d):

- Do not use the strapline as a heading
- The recommended position is in the bottom left
- Care should be taken not to affect the legibility of the strapline when placed over photographs or graphics. If necessary, the strapline can be moved along the baseline of the document (see example e)
- The clearspace around the Woqod mark should always be respected, and no other elements should be combined with it

STANDARD SIZES

SIZE 1
- ‘Strapline’ 34pt Myriad italic upper and lowercase, ranged left
- ‘web address’ 15pt Futura Bold lowercase, 25pt linefeed, ranged left

SIZE 2
- ‘Strapline’ 29pt Myriad italic upper and lowercase, ranged left
- ‘web address’ 13pt Futura Bold lowercase, 22pt linefeed, ranged left

SIZE 3
- ‘Strapline’ 20pt Myriad italic upper and lowercase, ranged left
- ‘web address’ 9pt Futura Bold lowercase, 15pt linefeed, ranged left

SIZE 4
- ‘Strapline’ 17pt Myriad italic upper and lowercase, ranged left
- ‘web address’ 7.5pt Futura Bold lowercase, 13 pt linefeed, ranged left

CORRECT EXAMPLES

a  
Develop and deliver innovation to all aspects of our business
Driving energy
www.woqod.com.qa

b  
Develop and deliver innovation to all aspects of our business
Driving energy
www.woqod.com.qa

c  
Develop and deliver innovation to all aspects of our business
Driving energy
www.woqod.com.qa

d  
Develop and deliver innovation to all aspects of our business
Driving energy
www.woqod.com.qa

INCORRECT EXAMPLES

e  
Develop and deliver innovation to all aspects of our business
Driving energy
www.woqod.com.qa

f  
Develop and deliver innovation to all aspects of our business
Driving energy
www.woqod.com.qa

g  
Develop and deliver innovation to all aspects of our business
Driving energy
www.woqod.com.qa

h  
Develop and deliver innovation to all aspects of our business
Driving energy
www.woqod.com.qa