



مؤتمر القمة العالمي للابتكار في الرعاية الصحية  
World Innovation Summit for Health

# Brand Guidelines

# Introduction

When Qatar Foundation appears as a joint brand with WISH, there are set guidelines to the relationship and application of the logotype, which should be followed as closely as possible.

If there is any point that is not clarified within the guidelines, inquiries should be directed to:

**Email: [partnerWISH@qf.org.qa](mailto:partnerWISH@qf.org.qa)**

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# BRANDMARK



# Main Brand-mark

**Brandmark**



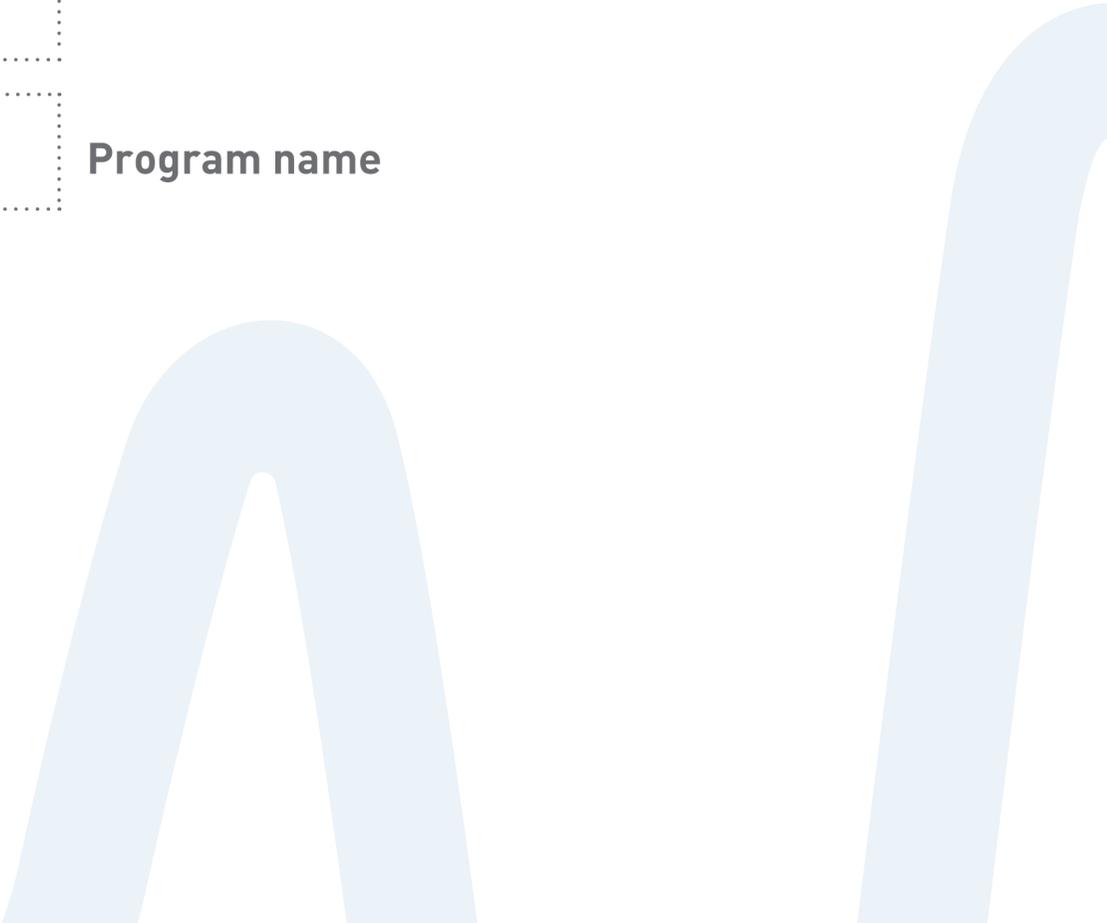
**Initials**

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World Innovation Summit for Health

من مبادرات مؤسسة قطر  
An Initiative of Qatar Foundation

**Co-branding**

**Program name**



## Main Brand-mark

### 80:20

In this ratio relationship, Qatar Foundation is recognized in the strapline "An Initiative of Qatar Foundation" at 20 percent underneath the WISH logotype at 80 percent.

Do not attempt to recreate or modify it in any way, as this will undermine the consistency of Qatar Foundation's identity across all institutes.

The relationship of Centers with QF logo at 80:20 is to be used on all stationery materials such as promotional items, brochures and all signages. All communications will take some form of joint venture.

**The strapline 'An Initiative of Qatar Foundation' can also be used in black and white.**

### Qatar Foundation and WISH Co-Branding 80:20 Monolingual



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## Clear Space

A minimum exclusion zone surrounds the brandmark. This ensures that it is always prominent and does not become obscured by surrounding information.

The exclusion zone consists of two "W" stacked next to each other, from the program name. It should be the same size as the logo used.

That space should also be present between the QF and WISH logos.



## Versions

The logo can be used in all of the primary colors.

The main logo variation is the blue and grey shown on the right.

It can also be used in white and black.



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## Use on Backgrounds

The brandmark should always be clear and legible. The colour of the brandmark should always contrast with whichever background colour is being used.



## Co-branding

Currently, co-branding is executed at two alternative levels of Qatar Foundation presence, which we describe as a 60:40 or 80:20 ratio.

These relationships are demonstrated in this section, along with recommendations of when they should be applied.

60:40



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80:20



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World Innovation Summit for Health  
من مبادرات مؤسسة قطر  
An Initiative of Qatar Foundation

# Co-branding

## 60:40

In this ratio relationship, Qatar Foundation is recognized as the full Qatar Foundation logotype at 40 percent next to the WISH logotype 60 percent.

There is set artwork for the logotype and its size and proportion against the institute logotype provided as master CD. Do not attempt to recreate or modify it in any way, as this will undermine the consistency of Qatar Foundation's identity across all institutes.

This relation should be used only when the WISH logotype is seen in a joint promotion with Qatar Foundation.



# Improper Usages

The brandmark should not be altered under any circumstances.

To ensure integrity and legibility, the brandmark should always be used in its original unaltered form as presented in this document.



The brandmark should not be rotated



The brandmak should be used in the 80:20 form for all vertical usages



The brandmark proportions should not be altered



The brandmark should not be stretched



The brandmark should not be flipped



The brandmark design should have any additional effects.

# Typeface

There are specific fonts that should be used for all WISH communication.

QF Arabic, in all its forms, is the typeface used for all arabic communication.

Din, in all its forms, is the typeface used for all Latin communication.

arabic typeface

## QF Arabic

**ا ب ت ث ج ح خ د ذ س ش ص ض ط ظ ع غ ف ق ك ل م ن و ي** Bold

ا ب ت ث ج ح خ د ذ س ش ص ض ط ظ ع غ ف ق ك ل م ن و ي Medium

1234567890 Regular

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Latin typeface

## Din

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

Medium **a b c d e f g h i j k l m n o p q r s t u v w x y z**

Regular 1234567890

! " § \$ % & / ( ) = ? ` ; : ; " ¶ ¤ [ ] | { } ≠ ¿ ‘  
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## Color palette

Here you can find the colors associated with the brand.

The primary brand colours are complemented by a set of darker secondary colours.

The secondary colours may be used with text to ensure optimum legibility.

There can also be a blue and green gradient used as background colour behind text.

**WISH BLUE**

**CMYK** 100/25/0/0  
**PMS** Process Blue  
**RGB** 0/134/205  
**HEX#** 0086cd

**WISH GREEN**

**CMYK** 79/0/100/0  
**PMS** 361  
**RGB** 31/166/55  
**HEX#** 1FA637

**WISH GREY**

**CMYK** 0/0/0/70  
**PMS** Cool Grey 11  
**RGB** 112/111/111  
**HEX#** 706f6f

**WHITE**

**WISH DARK BLUE**

**CMYK** 100/70/0/0  
**RGB** 0/91/170  
**HEX#** 005baa

**WISH DARK GREEN**

**CMYK** 100/0/100/50  
**RGB** 0/101/46  
**HEX#** 00652e

**BLACK**



# Color palette

## Forum Colours

**Big Data & Healthcare**

CMYK 80/14/30/0  
RGB 0/158/177  
HEX# 009eb1

**Complimentary**

CMYK 100/30/30/50  
RGB 0/80/99  
HEX# 005063

**Mental Health**

CMYK 25/0/100/20  
RGB 166/182/34  
HEX# a6b622

**Complimentary**

CMYK 50/0/100/63  
RGB 60/98/22  
HEX# 3c6216

**Patient Engagement**

CMYK 0/40/100/5  
RGB 237/157/25  
HEX# ed9d19

**Complimentary**

CMYK 0/85/100/50  
RGB 140/41/4  
HEX# 8c2904

**Road Traffic Injury**

CMYK 75/10/70/0  
RGB 58/168/119  
HEX# 3aa877

**Complimentary**

CMYK 95/35/80/35  
RGB 0/93/67  
HEX# 005d43

**Obesity**

CMYK 0/80/100/0  
RGB 241/90/34  
HEX# f15a22

**Complimentary**

CMYK 0/85/100/45  
RGB 150/53/8  
HEX# 963508

**End-of-Life**

CMYK 0/100/100/60  
RGB 237/26/62  
HEX# ed1a3e

**Complimentary**

CMYK 0/100/77/0  
RGB 121/0/0  
HEX# 790000

**Accountable Care**

CMYK 15/100/10/0  
RGB 208/20/129  
HEX# d01481

**Complimentary**

CMYK 53/95/0/43  
RGB 91/19/96  
HEX# 5b1360

**Abtimicrobial Resistance**

CMYK 70/80/0/0  
RGB 105/80/161  
HEX# 6950a1

**Complimentary**

CMYK 75/100/0/45  
RGB 63/8/98  
HEX# 3f085c

# VISUAL LANGUAGE

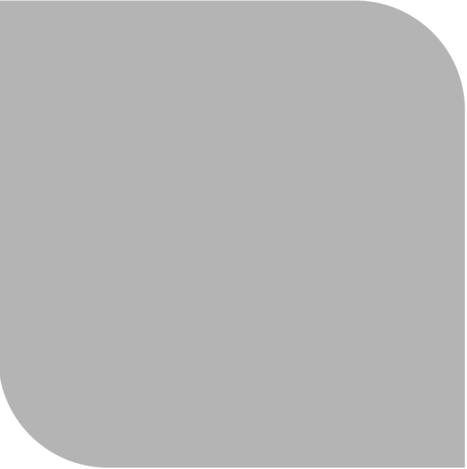


# Design Elements

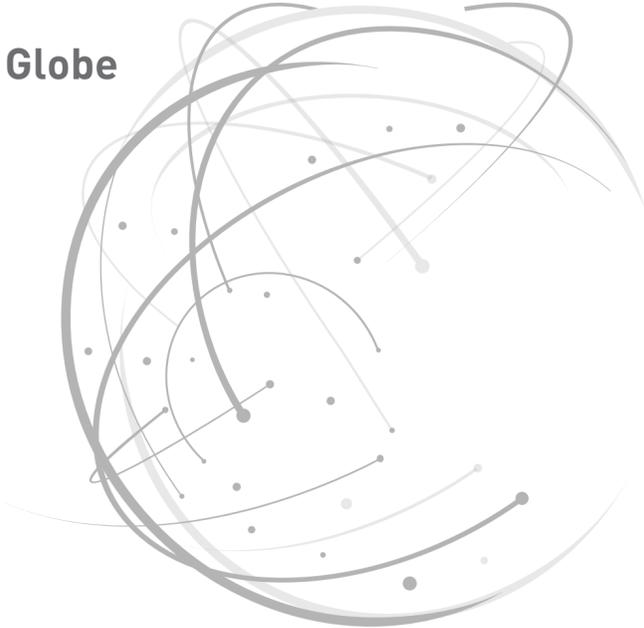
There are three design elements that can be incorporated in the branding of any WISH collaterals.

Each element can be used in a specific way, which is demonstrated throughout the next slides.

**Half-rounded shape**



**Globe**



**Health monitor**



## Design Elements

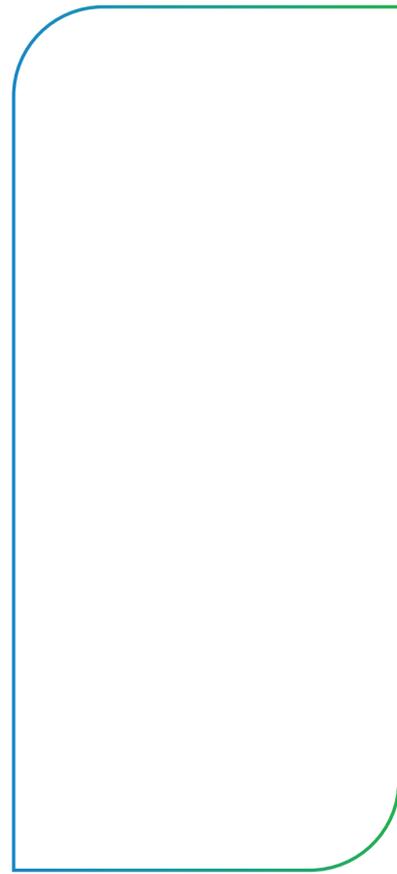
### Half-rounded Shape

This design element is used as a coloured box that is placed behind text, or as an image holder.

The shape can be altered and elongated horizontally or vertically when necessary.

It can be filled with any colour that fits the theme of the collateral that is being branded.

The outline of the shape can only be used in support of the filled shape color, in order to add depth or complimentary elements.



# Design Elements

## Half-rounded Shape

Here you will find different examples of how the element could be put to use, in order to enhance and keep the layout consistent with the brand.

The shapes can also be stacked next to each-other and added on the template as an additional design element.



**Lorem Ipsum**

**Lorem Ipsum**  
Fuga. Nam voluptatur? Tectium cor sequi blaborectio quate volorep ericid elique volorec aborem aut idel inci odiatur magnis dolupit harum con porlcimporatur? To voluptatem que vendestis exerum qui nonseditae.



**Lorem Ipsum**  
Fuga. Nam voluptatur? Tectium cor sequi blaborectio quate volorep ericid elique volorec aborem aut idel inci odiatur magnis dolupit harum con por

# Design Elements

## Globe

This design element should only be used in either grey or white.

The grey globe should be at 25% opacity and used in the background as a pattern element.

The white globe can be used on cover pages of brochures or presentations at full opacity or 50% opacity.



# Design Elements

## Globe

Here are some examples of how the globe can be used as a supporting element while branding a document or online uses.

**Plenary Sponsor**  
Among other benefits, the dedicated Plenary Sponsor can take advantage of the unique opportunity to host and curate an exclusive session in the conference plenary hall, supported by the WISH team

.....

**Doha Healthcare Week Partner**  
Partner with WISH to host Doha Healthcare Week, a week packed with community-based events taking place across Qatar’s capital city, starting on September 29th

.....

**WISH Studio Partner**  
WISH will feature a state-of-the-art virtual studio for the main interactive hybrid sessions at WISH, which will be branded with the name of a dedicated partner

.....

**Further Sponsor Opportunities**  
Sponsorships for additional WISH 2022 elements provide opportunities for more partners to participate in WISH and gain exposure from purpose-built activations and content

- The media wall
- Podcast series
- Gallery space

## BENEFITS

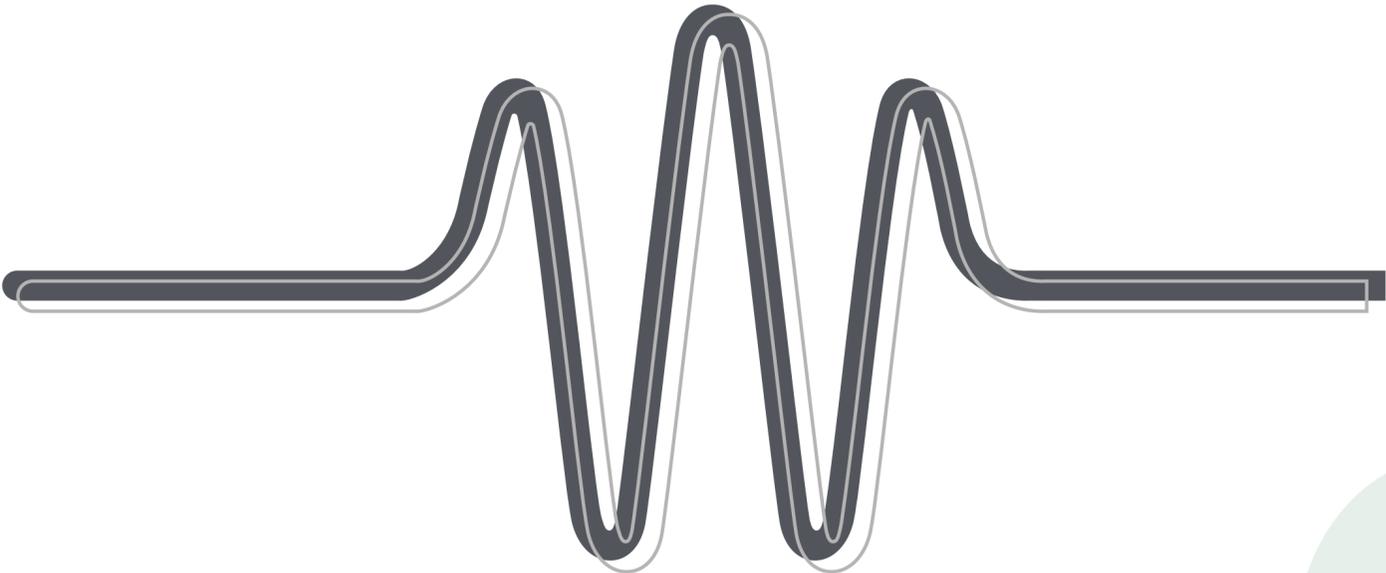
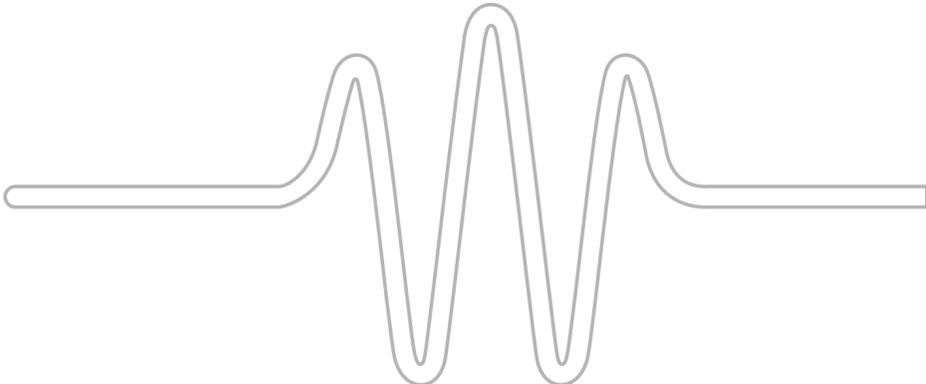
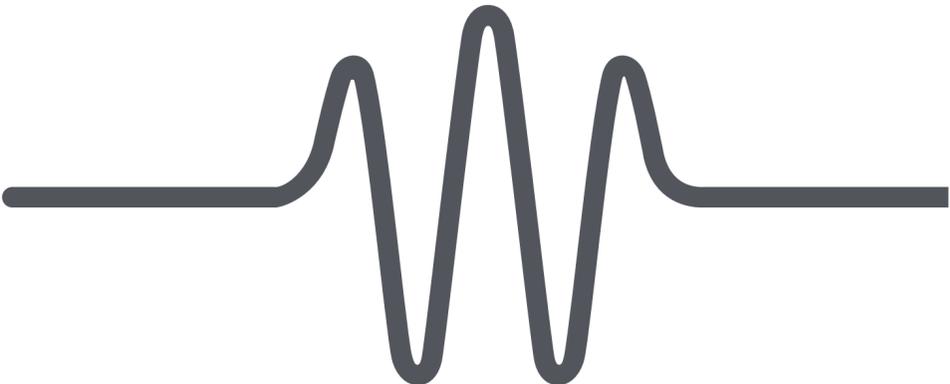
- Prominent logo presence on all conference material and inclusion in relevant WISH communications, plus recognition on the WISH website
- Gain exposure for the Innovation Partnership through announcements in the media via a press release and social media posts
- Co-branding of promotional material for the WISH innovation competitions as the “WISH 2022 Innovation Partner” (WISH has two innovation competitions - one for start-ups and one for scale-ups)
- Title sponsorship of the innovation stage named the [PARTNER] Innovation Spotlight Stage
- Participation on the judging panel for the two WISH innovation competitions
- Premium booth at WISH 2022
- Six invitations to attend WISH 2022 and access to VIP Lounge (four passes)

## Design Elements

### Health Monitor

This design element can either be used as full colour or outlined, in all colours of the brand.

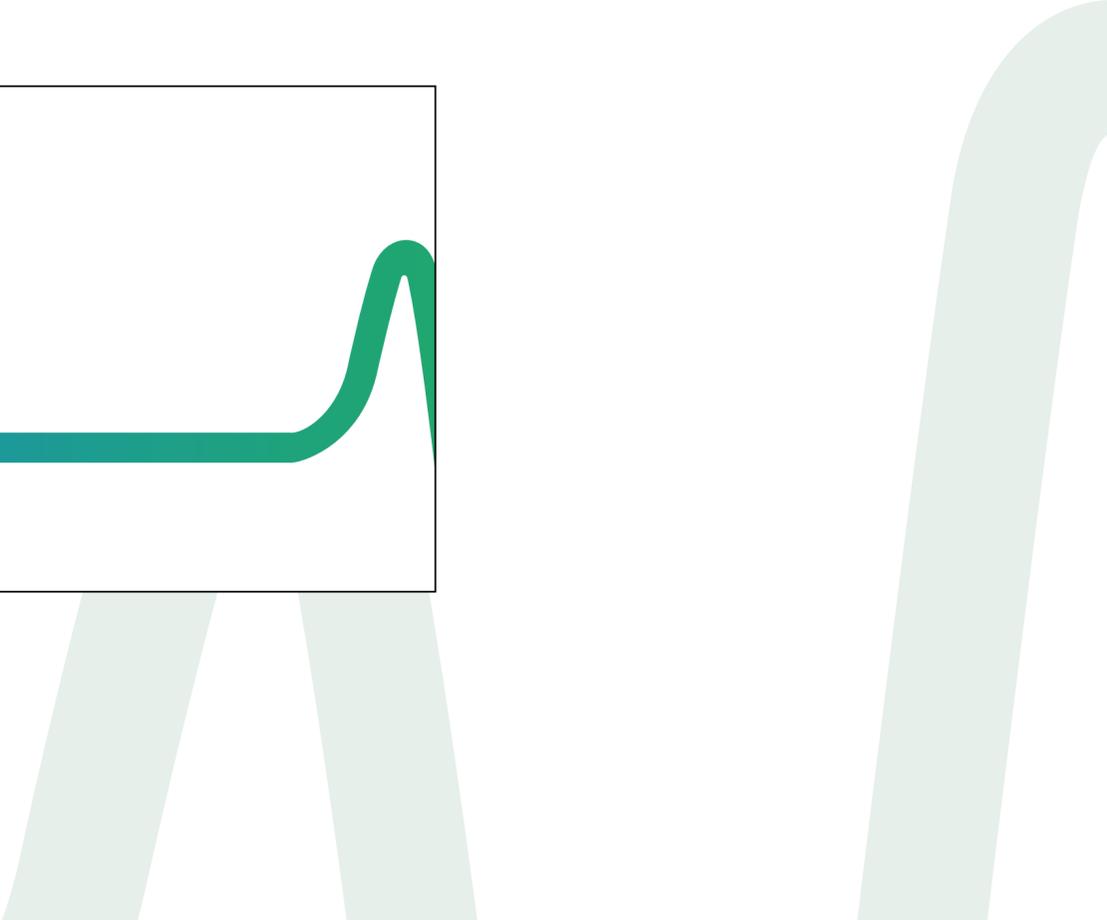
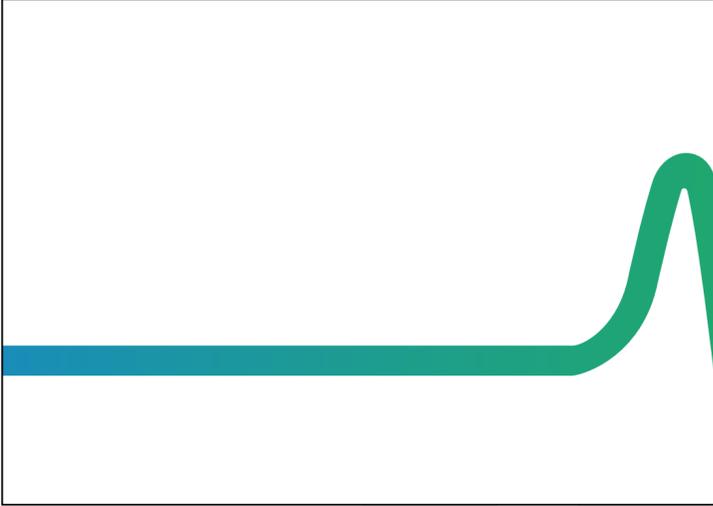
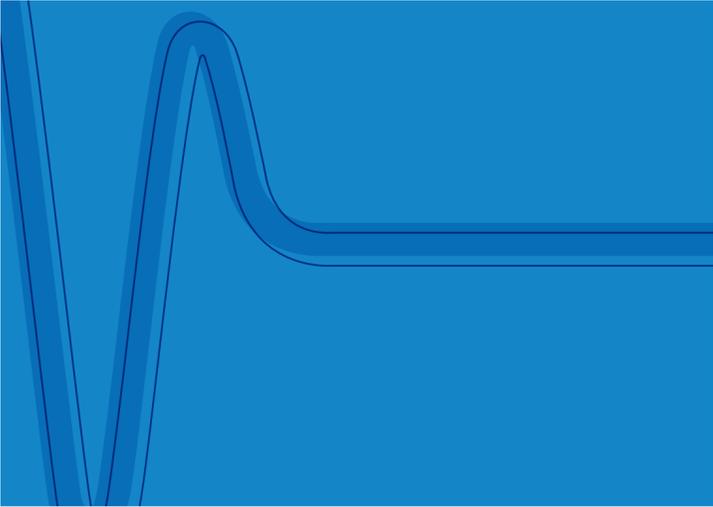
The design element can also consist of both filled and outlined shape overlapping each other.



# Design Elements

## Health Monitor

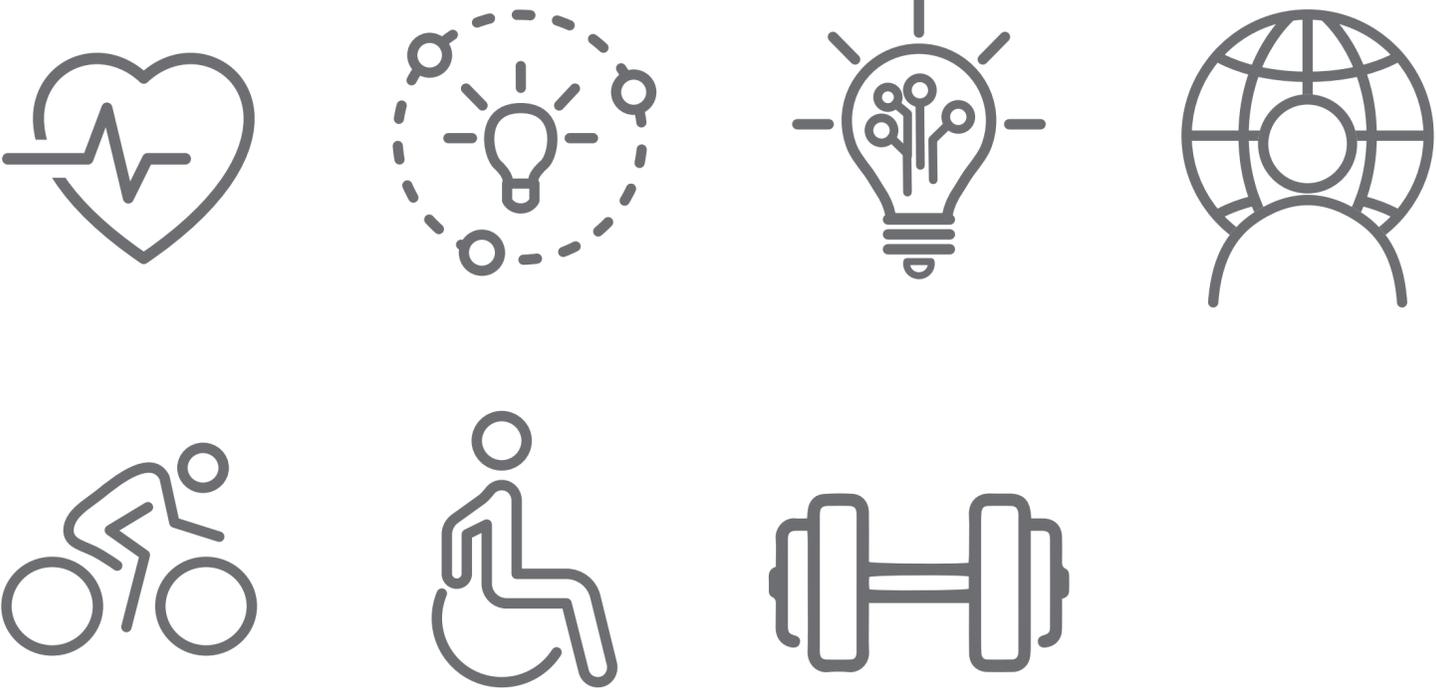
Here you will find different applications for this design element. It is mainly used as background pattern or simple design element for brand recognition.



# Icon Styles

This selection offers a few examples about the iconography style that is used for this brand.

Icons can be added based on what is required but should remain within the same family of the ones shown here.



# BRAND APPLICATIONS



# Print Marketing Collaterals

Letterhead and Continuation sheet.



# Print Marketing Collaterals

Business Cards.



# Digital Templates

Digital Cards.



# Digital Templates

Maktabi Banner with different template versions.

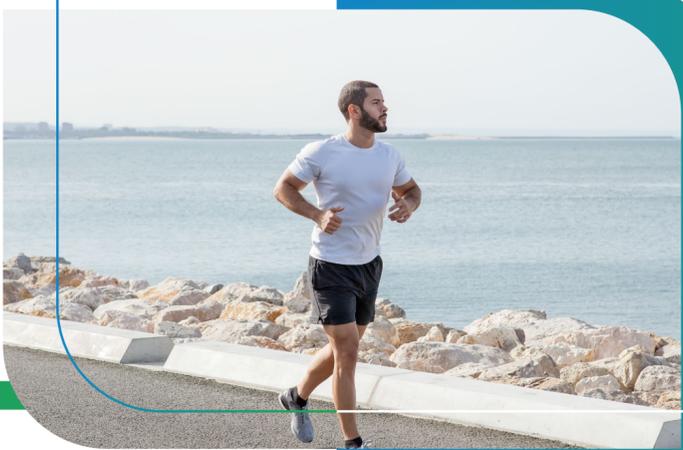


**DOHA HEALTHCARE WEEK**  
A week of health and wellbeing activities for all age groups. Brining the community together in a fun and engaging way!

**أسبوع الدوحة للرعاية الصحية**  
أسبوع من النشاطات المتعلقة بالصحة والرفاه لكل الفئات العمرية. نجتمع معا في بيئة مرحة وحيوية!

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BREST THERMAL ACTIVITY INDICATOR

dohahealthcareweek.com | wish.org.qa



**DOHA HEALTHCARE WEEK**  
A week of health and wellbeing activities for all age groups. Brining the community together in a fun and engaging way!

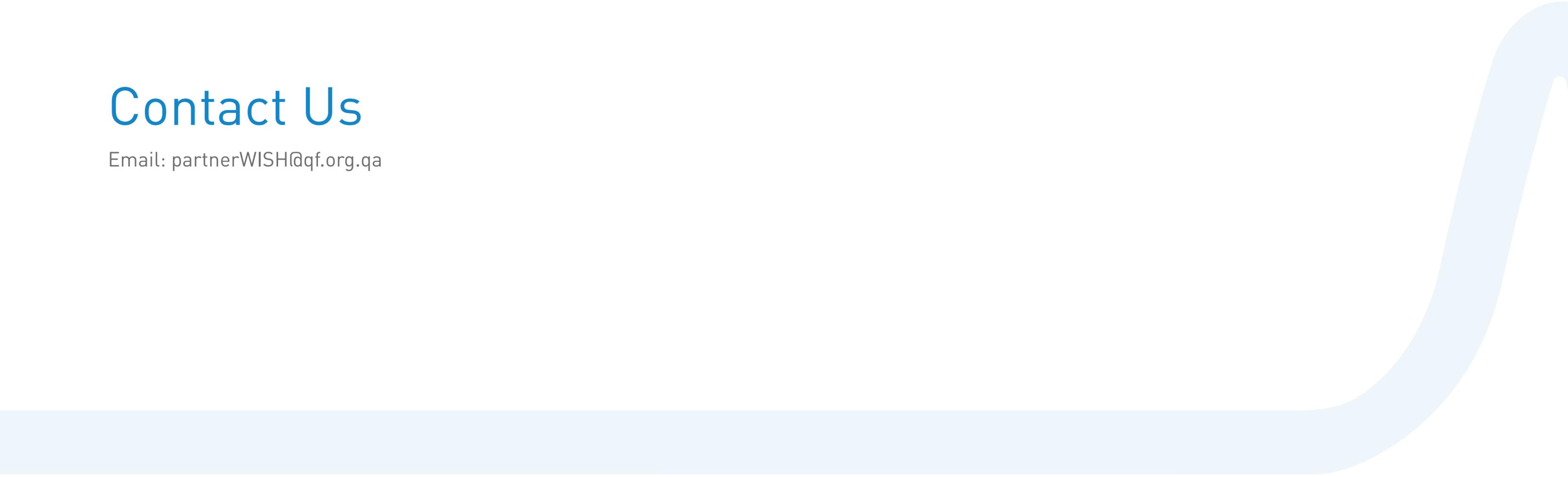
**أسبوع الدوحة للرعاية الصحية**  
أسبوع من النشاطات المتعلقة بالصحة والرفاه لكل الفئات العمرية. نجتمع معا في بيئة مرحة وحيوية!

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# Contact Us

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THANK YOU

