

THE IDEA

Two leaves of one gate. **Where they meet, the arch between them is the bridge.**

The ink leaf

One side of a trade, standing on its own ground.

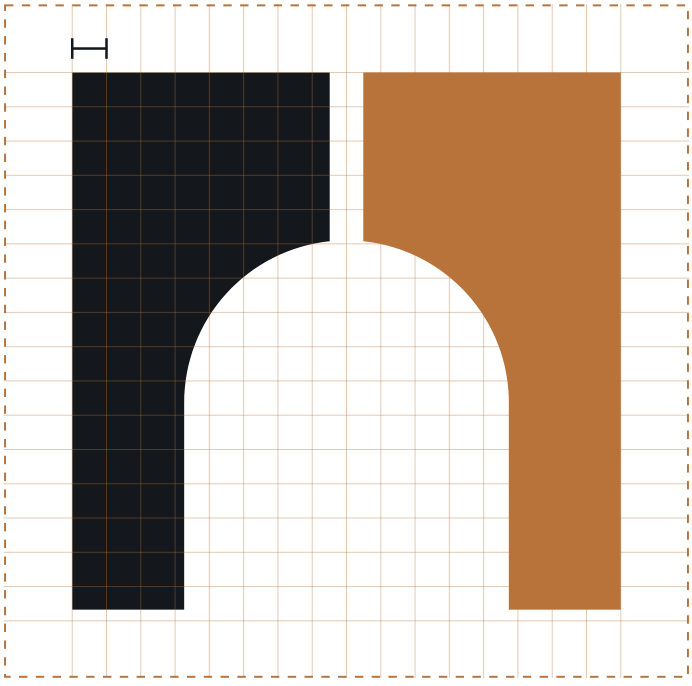
The copper leaf

The other side, equal in height and weight.

The arch between

The gate the two sides form together. At its crown the leaves lean in and close the span: the qantara.

CONSTRUCTION



Symmetric about one vertical axis. Two rectangles and one circle. The slit above the arch is one sixteenth of the width of the mark.

The grid is sixteen units across the longer side. The dashed line is the clear space: two units on every side, kept free of type and edges.

ON EVERY GROUND



Colour on limestone



Reversed on basalt



One colour on copper



One colour, for stamps and fax



Horizontal lockup



Horizontal lockup, reversed



Stacked lockup, reversed



Stacked lockup

ICON



96 px 48 px 32 px 16 px

The icon is full bleed on basalt so it holds its shape under any mask. The same file serves as the browser tab icon and the home screen icon.

COLOUR

Basalt #14181C

The dominant colour. It carries the form of the mark and most of every page.

Copper #B8733A

The signature. The smaller part of the mark and the first thing the eye finds. Use it sparingly.

Limestone #EFEAE1

The ground: paper, light pages and reversed type.

TYPE

QANTARA

Wordmark: Jost Medium, capitals, tracked wide. The tail of the Q is copper: a small bridge through the ring.

Trade, carried **across.**

Headlines: Jost Extra Light with one word in Semi Bold. Text: Jost Light and Regular. Arabic legal lines: Alexandria.

KEEP IT WHOLE

1. The copper leaf is always the right-hand leaf. Never recolour the left one.
2. Copper is the signature, not the base. It stays the smaller part of every layout: the mark, the word GATE, the tail of the Q and one fine rule.
3. Leave clear space of two grid units on every side of the mark.
4. Smallest sizes: the mark at 16 px or 5 mm, the lockup at 110 px or 24 mm wide.
5. No outlines, shadows, gradients or rounded corners on the mark.
6. Never retype the wordmark. Use the supplied outlines.

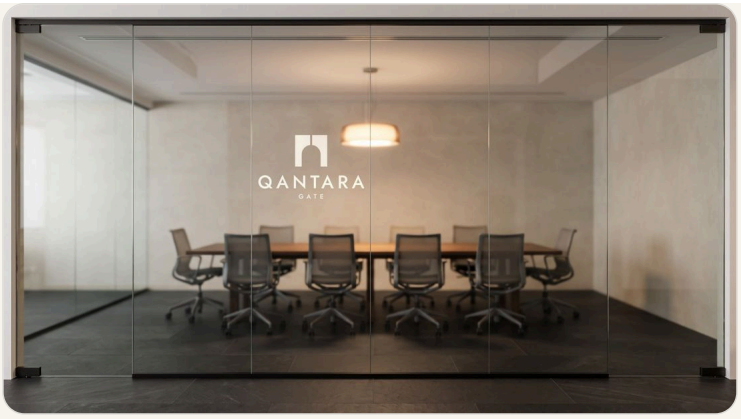
IN USE



Office entrance: raised letters on a basalt panel



Reception wall



Meeting room glass: one colour, as frosted film



Presentation folder and notebook

STATIONERY AND SCREEN





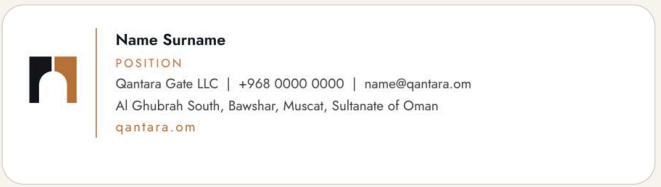


Name Surname
POSITION

+968 0000 0000
name@qantara.om
Al Ghubrah South, Bawshar, Muscat, Sultanate of Oman
qantara.om







Name, position, phone and personal email on the card and the signature are placeholders.

FILES

favicon.svg
qantara-gate-app-icon-light.svg
qantara-gate-app-icon.svg
qantara-gate-lockup-mono-white.svg
qantara-gate-lockup-mono.svg
qantara-gate-lockup-reversed.svg
qantara-gate-lockup-stacked-mono-white.svg
qantara-gate-lockup-stacked-mono.svg
qantara-gate-lockup-stacked-reversed.svg
qantara-gate-lockup-stacked.svg
qantara-gate-lockup.svg
qantara-gate-mark-mono-white.svg
qantara-gate-mark-mono.svg
qantara-gate-mark-reversed.svg
qantara-gate-mark.svg
qantara-gate-og-image.svg
qantara-gate-wordmark-mono-white.svg
qantara-gate-wordmark-mono.svg
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qantara-gate-wordmark.svg