

جامعة قطر  
QATAR UNIVERSITY

# Social Media Brand Guidelines

This guide helps you understand our brand's key elements for creating consistent and strong communications. Feel free to be creative!

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# Important Notes to Follow

- Designs must adhere to the correct sizes for each platform.
- Use only approved official Arabic and English fonts.
- Designs should exclude links, a QR code is the preferred alternative.
- Avoid long paragraphs; include only basic information such as title, location, and time.
- Designs with detailed Arabic and English text should be kept separate. However, they can be combined if the text is only a title.
- Workshop and event invitations should not be posted on Instagram posts.
- Final files must be saved in RGB color mode at 72 dpi, optimized for web use.
- When incorporating numbers into Arabic text, kindly ensure the use of Arabic numerals instead of Indian numerals.



# Sizes

## 2.1 Sizes for Social Media Platforms

Facebook	
Profile Picture	180 x 180 pixels
Header Image	820 x 312 pixels
Post Size	1200 x 630 pixels
Story Size	1080 x 1920 pixels

Instagram	
Profile Picture	320 x 320 pixels
Post Size	1080 x 1350 pixels
Story Size	1080 x 1920 pixels

X (Previously Twitter)	
Profile Picture	400 x 400 pixels
Header Image	1500 x 500 pixels
Post Size	1600 x 900 pixels
Story Size	1080 x 1920 pixels

LinkedIn	
Profile Picture	400 x 400 pixels
Header Image	1584 x 396 pixels
Post Size	1200 x 628 pixels

YouTube	
Profile Picture	800 x 800 pixels
Header Image	2560 x 1440 pixels (with a safe area of 1546 x 423 pixels)
Thumbnail Size	1280 x 720 pixels

TikTok	
Profile Picture	200 x 200 pixels
Video Dimensions	1080 x 1920 pixels

Snapchat	
Profile Picture	320 x 320 pixels
Story Image/ Video	1080 x 1920 pixels

NOTE: Social media size requirements change from time to time, so make sure to stay up to date.



# Logo Application

### 3.1 Logo Usage for Different Platforms

Logo placement on the design						Social media platforms used based on the subject					
Subject	Instagram	Facebook	Snapchat/Instagram Story	LinkedIn	Twitter	Instagram	Facebook	Snapchat/Instagram Story	LinkedIn	Twitter	Notes
Congratulatory		X	X	X	X		X	X	X	X	
Condolences		X	X	X	X		X	X	X	X	- Use the black and white logo - If the deceased was staff or student
Important Announcements		X	X	X	X		X	X	X	X	
University/College Ranking	X	X	X	X	X	X	X	X	X	X	- Use Qatar University logo only with ranking logos
Quotes/Campus or Student Shots		X	X	X	X						
International Days		X	X		X		X	X		X	
Event/Workshop Announcements	Post photos from the event	X	X		X		X	X		X	- For internal events, colleges can use their logos - For events include external participants, the design should feature Qatar University's logo alongside the logos of the participating entities
National Events (National Sports Day/ Qatar National Day)	Post photos from the event	X	X	X	X	X	X	X	X	X	- Use Qatar University logo only with official national day logos
Occasions (Ramadan/Eid)	X	X	X	X	X	X	X	X	X	X	- Use Qatar University logo only
Research Campaigns				X	X				X	X	- Use Qatar University logo only
Success Stories		X	X	X	X		X	X	X	X	- Use Qatar University logo only
Awards		X	X	X	X		X	X	X	X	- Use Qatar University logo only

The image is a composite of two grayscale photographs. The left side shows a close-up of intricate Arabic calligraphy in black ink on a light-colored surface. The right side shows a 3D architectural structure with dark, rectangular blocks arranged in a grid-like pattern, creating a sense of depth and perspective. A semi-transparent white rectangular box is centered over the image, containing the text "Brand Typography" in a dark red, serif font.

# Brand Typography

## 4.1 Arabic Font

# GE Dinar One

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

Light

جامعة قطر هي الجامعة الوطنية للتعليم العالي في دولة قطر

---

Regular

جامعة قطر هي الجامعة الوطنية للتعليم العالي في دولة قطر

---

Medium

جامعة قطر هي الجامعة الوطنية للتعليم العالي في دولة قطر

---

Bold

**جامعة قطر هي الجامعة الوطنية للتعليم العالي في دولة قطر**

## 4.2 English Font

# Helvetica Neue

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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

Light

QU is the national institution of higher education in Qatar

---

Regular

QU is the national institution of higher education in Qatar

---

Medium

**QU is the national institution of higher education in Qatar**

---

Bold

**QU is the national institution of higher education in Qatar**

---

Medium Condensed

**QU is the national institution of higher education in Qatar**

# Videos



Videos for social media platforms should follow the following dimensions:

### **5.1 - Dimensions - Vertical:**

(Instagram, Facebook, Snapchat, TikTok)

#### **- Vertical Video (9:16)**

Vertical videos are videos that have a 9:16 aspect ratio, which means the width is 9 units and the height is 16 units. This video size is becoming increasingly popular due to the advent of mobile devices that are held vertically. Vertical videos are ideal for platforms such as Instagram Stories, Snapchat and TikTok. The recommended resolution for vertical videos on social media is 1080 x 1920 pixels.

## 5.2 - Dimensions - Horizontal or Square:

(Twitter, Facebook, YouTube)

### - **Horizontal Video (16:9)**

Horizontal videos have an aspect ratio of 16:9, with the width being 16 units and the height 9 units. This is the standard size for most videos and is suitable for platforms like YouTube, LinkedIn, and Facebook. It is also the size for TV display. The recommended resolution for horizontal videos on social media is 1280 × 720 pixels or 1920 × 1080 pixels.

### - **Square Video (1:1)**

Square videos have an aspect ratio of 1:1, meaning the width and height are equal. This size is particularly important for Instagram. Square videos are also ideal for Facebook and Twitter, as square videos tend to receive more engagement than other sizes. The recommended resolution for square videos on social media is 1080 × 1080 pixels.



# Logo Usage

## 6.1 Placement of the Logo:

The logo or watermark in the video should only be used at the end, as an outro, either fixed or animated.



## Conclusion (End of Video):

All videos produced for Qatar University are required to use the official Qatar University logo at the end of the video, as shown below: (1)



(1)

Colleges and centers affiliated with Qatar University producing short promotional or instructional videos must have an appropriate ending and must use their official logos, as shown below: (2)



(2)

# Names and Translation



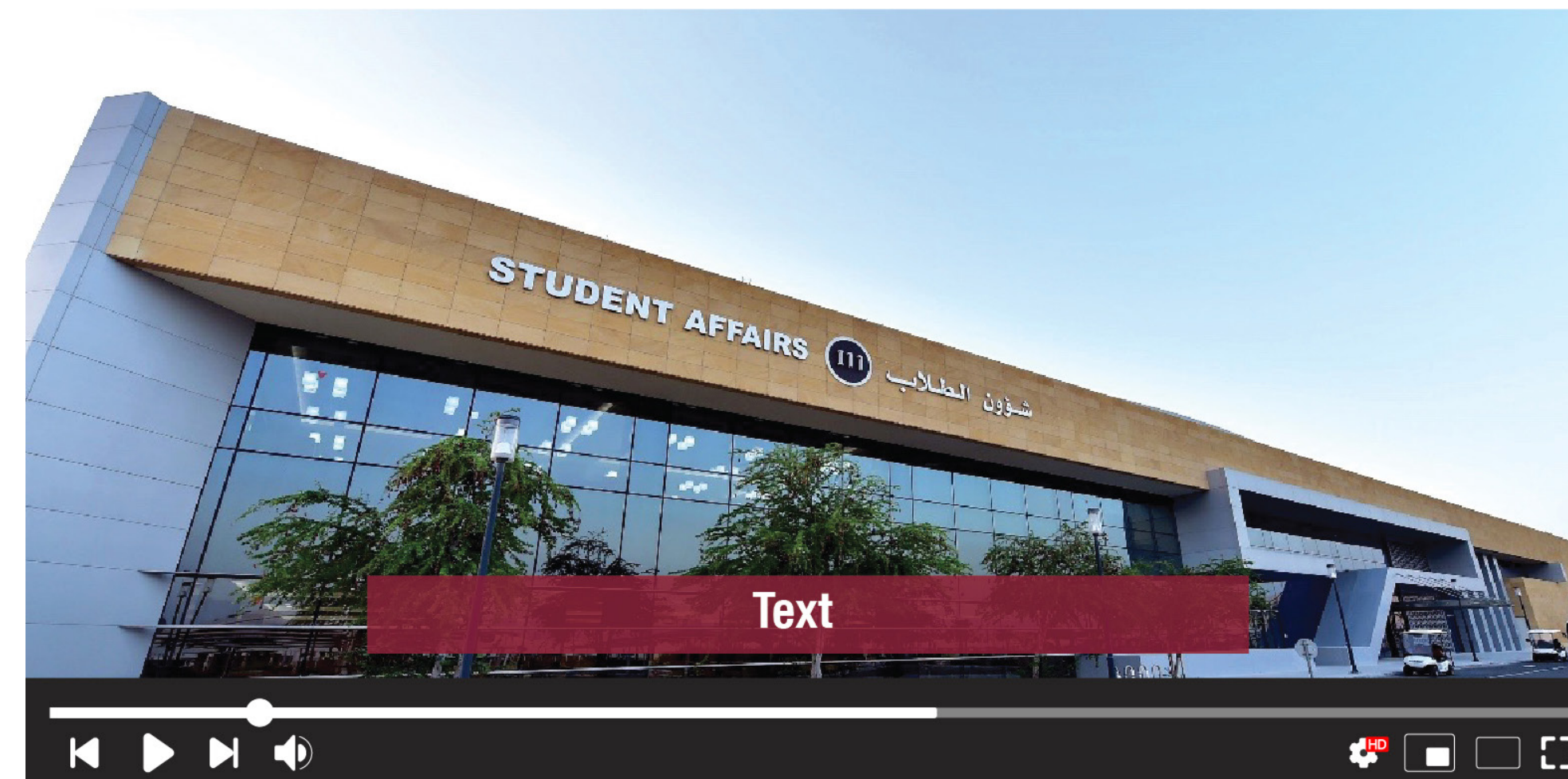
## 7.1 Name Placement Format:


When a video includes speaking personalities, their names and job titles should be added in both Arabic and English using the university's official fonts, as shown below:



## Translation:

In case of translation, whether in Arabic or English, it is preferred to be centered using the university's official fonts and the text should be placed on a faded background frame, as shown below.



The image features a title card for 'Podcast Creation Guidelines'. The background is a black and white photograph of a modern building with a curved facade and decorative window patterns. A semi-transparent white rectangular box is centered over the image, containing the title text in a dark red, serif font. The overall aesthetic is clean and professional.

# Podcast Creation Guidelines

## 8. Podcast Creation Guidelines

This document outlines the key elements that podcast creators need to include when submitting their podcast for publication or promotion.

By following these guidelines, your podcast will align with university standards and maintain a professional and cohesive look across platforms.

### 8.1 Name of Podcast

- Ensure that the name of your podcast is clearly visible and legible.
- Follow the official university or center guidelines for text formatting and placement.

### 8.2 Logo

- **Note:** The name of the podcast should be written clearly using the official university fonts.

**Do not create a custom logo for the podcast title.**

### 8.3 Logo of University or Center Affiliated with Podcast

- Include the official logo of the university or the center that the podcast is affiliated with.

## 8.4 Tagline or Brief Description

- Provide a short description or tagline of your podcast, highlighting its theme or main content. This should be concise and informative for potential listeners.

## 8.7 Name of Guest(s)

- List the name(s) of any guest(s) featured in the podcast. Include their full name(s) and any relevant titles.

## 8.5 Date/Time

- Include the exact date and time of the podcast release or recording.

## 8.8 Photo of Moderator and Guests

- High-quality photos of both the moderator and guests must be included if available. The images should be clear, well-lit, and professional-looking. All photos must be approved before usage.

## 8.6 Name of Moderator(s)

- Provide the name(s) of the moderator(s) who will lead the podcast. Include their full name(s) and any relevant titles.

## 8.9 Language

- Specify the language in which the podcast will be conducted (e.g., English, Arabic, bilingual, etc.).

## 8.10 Colors and Fonts

- **Colors:** Use the primary university colors as the main palette. Secondary colors can be used sparingly.
- **Fonts:** Stick to the official fonts of Qatar University for all text to maintain consistency with the university's branding.

## 8.13 Publishing and Platform Details

- **Hosting Platform:** Recommend or require a specific platform (e.g., university website, or YouTube channel, or any other streaming platform).

## 8.11 General Format

- Ensure consistency in the visual design for all podcast-related promotional materials, especially if the podcast is part of a series. Keep the layout and design unified across episodes.

## 8.14 Copyright and Permissions

- **Music and Sound Effects:** Clarify the use of any music or audio clips. Specify copyrights-free sources or the official university music intros used.

## 8.12 Expressive Design Elements (Theme)

- The theme and overall design style are to reflect the specific department, center, or initiative that the podcast is associated with. Maintain alignment with the branding guidelines of that entity.

## 8.15 Accessibility

- If possible, provide transcripts or captions (for video versions). This can ensure inclusivity for listeners with hearing impairments or non-native language speakers.



For any inquiries, please reach out to the Branding and Marketing Section