



**Al Jazeera
Brand & Logo Guidelines**

Al Jazeera Logo Guidelines

This is the logo representing Al Jazeera brand in both stacked and landscape formats. The stacked version should always be the preferred option. The landscape version has been created for banner formats.

Stacked and landscape formats for white backgrounds. ([Download Here](#))



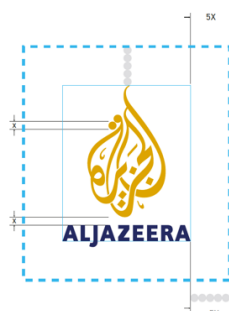
Stacked and landscape formats for dark backgrounds. ([Download Here](#))



Our logos must always have good visual standout and never get lost in communications. There are a few simple rules to follow to ensure this.

Logo clear space

Clear space should be consistently kept around our logos and no other elements should show up inside this space. The clear space should be **at least 5X times** the width of the dot in our logo.



Logo sizes for print

When using Al Jazeera logos in print, always use vector logos (PDF, SVG, and EPS). Smallest size for Al Jazeera logos that can still be readable should be 1 cm x 1.7 cm.



Incorrect uses of Al Jazeera logo

Al Jazeera logo is made up of two elements, icon and wordmark. These two elements make the logo and should always appear as one. Unpacking the logo lock-up and separating the icon from the wordmark is not allowed.

The logo always stands on its own. Do not place anything around the logo.



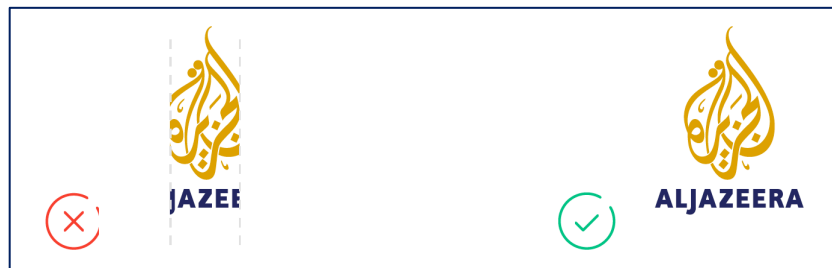
Do not place anything over or above the logo.



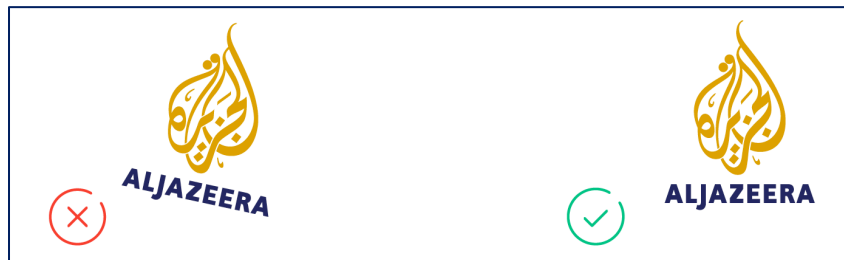
Do not resize, stretch or squeeze the logo.



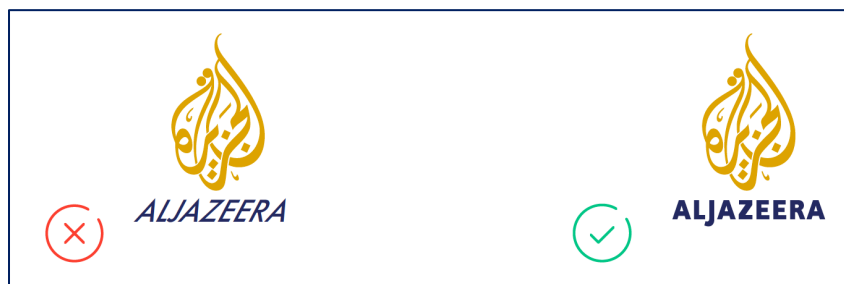
Do not crop the logo or use parts of it.



Do not tilt the logo.



Do not make the wordmark in the logo italic or make any other modifications to it.



Color palette

The primary color palette underpins the Al Jazeera brand.

Wherever possible, these colors should be printed using the Pantone® spot colors system. Using Pantone® color references will ensure consistency throughout all materials wherever and however they are reproduced. If spot color is not possible, the CMYK breakdowns shown below should be used for print. RGB should be used on screen. Never tint any of our brand colors.

Metallic Gold	Pantone 871
Gold	Pantone 117 CMYK 0c 31m 100y 16k RGB 214r 157g 16b
Blue	Pantone 2756 CMYK 100c 97m 25y 20k RGB 29r 23g 78b
Black	Pantone Black 6c CMYK 30c 0m 0y 100k RGB 0r 0g 0b
White	Pantone — CMYK 0c 0m 0y 0k RGB 255r 255g 255b

Official name and spelling of Al Jazeera properties

With the exception of the logo lock-up, where ALJAZEERA is spelled in capital letters and as one word, “Al Jazeera” is always spelled as two words, separated by a space. Think of “Al” and “Jazeera” as twin sisters that don’t want to be separated and that belong on the same line of text. Whenever possible, adjust the space between words and/or letters to make sure that both “Al” and “Jazeera” are unseparated on the same line of text.



Since its founding in 1996, Al Jazeera's history has been inexorably tied to the world's major events. In Al Jazeera's work you can find it all, from the heights of the indomitability of the human spirit to the lows of dictatorship, repression and the abuse of power. For decades **Al Jazeera** has been pushing the boundaries of free access to information, free thought and free expression in one of the most uncompromising parts of the world.



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Official spelling of other Al Jazeera properties in English include:

- Al Jazeera Media Network
- Al Jazeera Arabic
- Al Jazeera English
- Al Jazeera Mubasher
- Al Jazeera Documentary
- Al Jazeera Balkans
- Al Jazeera Centre for Studies
- Al Jazeera Media Institute
- Al Jazeera Centre for Public Liberties & Human Rights

Co-branding guidelines for the use of Al Jazeera logo/s

In situations when our brand is represented in co-marketing activities or on marketing materials of our partners, and communicated in combination with other brands, it is important to present the Al Jazeera brand appropriately.

General guidelines

In any co-branding or co-marketing situations, when our partner is communicating its relationship with more than one brand, the following principles should apply:

- Al Jazeera logo should receive the same level of prominence, unless other brands contribute to the partnership, financially or in terms of other resources, significantly more than Al Jazeera.
- Al Jazeera logos should be placed in a valuable and visible space (e.g. displayed above the fold on a website), and should be optically equal in size as other logos, with the required clear space around them.
- Al Jazeera logos should be presented clearly and aesthetically (in a visually-appealing manner).
- Ideally, Al Jazeera logos should appear in full color on a white background. However, the use of other colors from the neutral palette as a background is also acceptable. Solid black or white versions should be used only when color is not an option.
- Our logos should not be used as part of a sentence within a block of copy.

Specific guidelines

- Al Jazeera logo should, whenever possible, be positioned around or in the same line with other similar international news networks or media organizations.
- In situations when Al Jazeera logo is used on materials that present various other media brands, television channels or digital media properties, it is **not permitted** to place Al Jazeera logo next to, or in the same line with a channel or media outlet associated with explicit adult content.
- In situations when Al Jazeera logo is used on materials that present brands from other industries, it is **not permitted** to place Al Jazeera logo next to, or in the same line with brands whose products are generally considered as detrimental to health (e.g. tobacco, alcoholic drinks or similar substances) or providers of gambling and betting services.
- **For the reasons mentioned above, a written/email approval for the use of Al Jazeera logos is always required before publishing. For email approvals please contact our brand team at Brand-Governance@aljazeera.net**