



Al Jazeera

Corporate Brand Guidelines

for Partners

V1.2023



Introduction

Our brand is an asset. It is a reflection of who we are and what we stand for.

Many organizations across the globe depend on Al Jazeera's journalism and content and they often use Al Jazeera's brand assets to communicate their relationship with our brand. These guidelines have been prepared to unify these diverse communications and to help our global partners represent Al Jazeera as a reliable, focused and dynamic media organization.

Use this guide as a high-level overview of how to present the Al Jazeera brand consistently.

1. Logos

1.1. Masterbrand logos



These two symbols are the face of Al Jazeera's brand. An iconic calligraphic icon on its own, or coupled with a strong wordmark, they represent everything we stand for globally – our content, our portfolio of products, our values and the meaning we create in our audiences' lives. They are our most recognizable brand assets both regionally and globally and should be treated with great care.

These logos are used in all consumer/audience-facing scenarios, as follows:



We use icon only in the following instances:

- Partnerships and events in the MENA region and Arabic-speaking markets (e.g. Partnership with Etisalat or Al Jazeera Debates in Oman)
- Marketing and promotional materials for all campaigns in Arabic language
- Other applications, especially where the size is limited



We use icon + wordmark in the following instances:





- Partnerships and events in international markets, outside of MENA (e.g. Distribution agreement with Virgin UK, or Al Jazeera Roundtable in France)
- Marketing and promotional materials for campaigns in English and other Latin-alphabet languages

While the stacked logo is a preferred option, you can use the horizontal version where space requirements dictate so (e.g. wide banners). To download Al Jazeera logos, click [here](#).

For any questions or additional guidance, contact the brand team at brand@aljazeera.net.

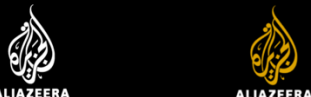



1.2. Logo approved colors

Our logo should always appear in the primary brand colors. To make our communications as accessible as possible, we should always aim for high contrast and maximum legibility.

White on dark backgrounds	
Gold on both dark and white backgrounds	
Blue on white backgrounds	
Black on white backgrounds	

If color is not an option for technical reasons, or if the brand colors do not provide enough contrast with other visual elements, use the black and white logo options. Do not use any color that is not specifically detailed in this guide.

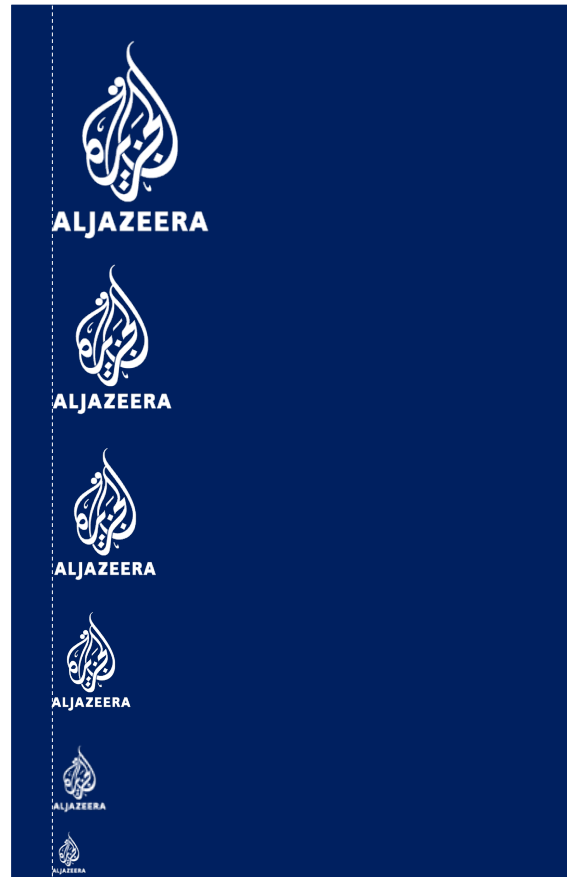
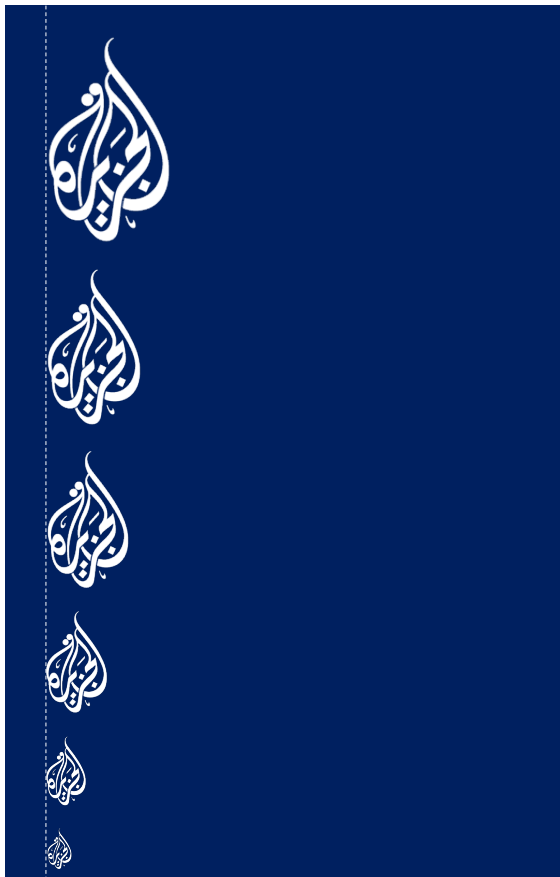
1.2.1. Approved color combinations of the logo lock-up:

Full white or gold/white on dark backgrounds	
Gold and blue on white backgrounds	
Full blue on white backgrounds	
Black on white backgrounds	

For HEX, RGB and CMYK color codes, please refer to the Colors section below (p11).

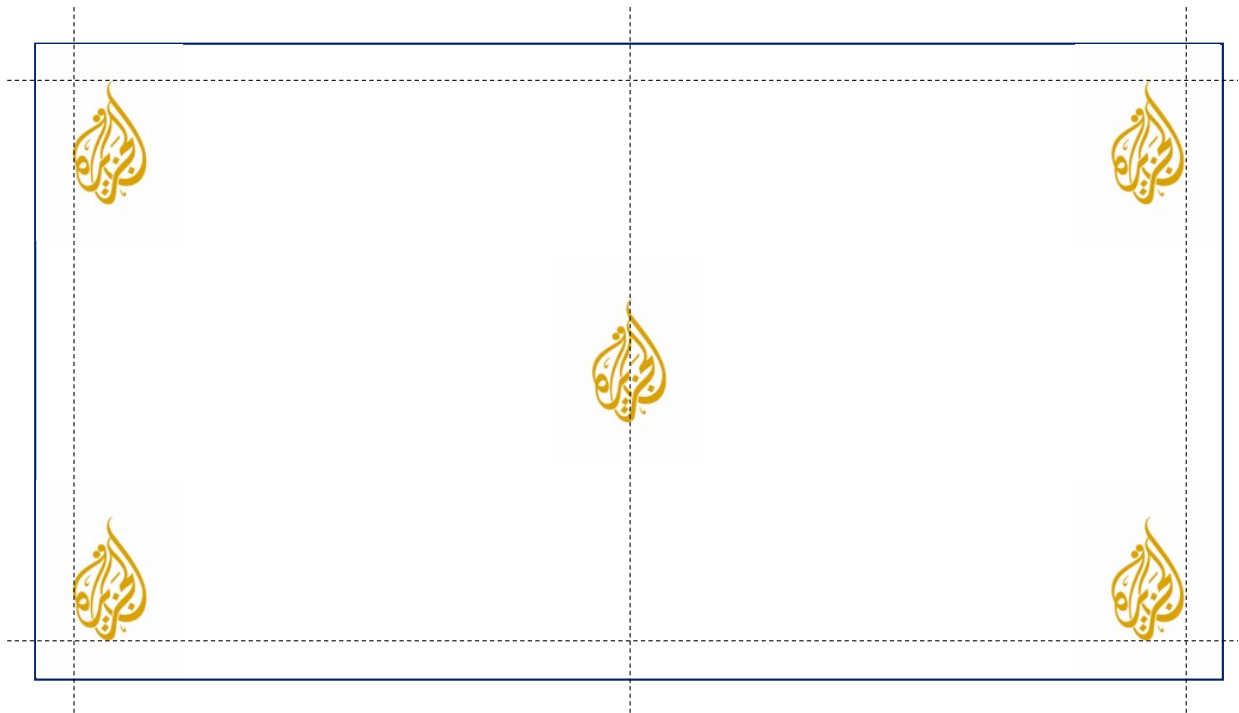
1.3. Logo sizing

Our logos are designed to work at different sizes. The minimum logo size is set to a height of 60px, ensuring proper legibility. There is no set maximum size but if you decide to go big, always remember the rules of clear space, scale and balance. Keep in mind that oversized logos may not always look attractive.



1.4. Logo positioning

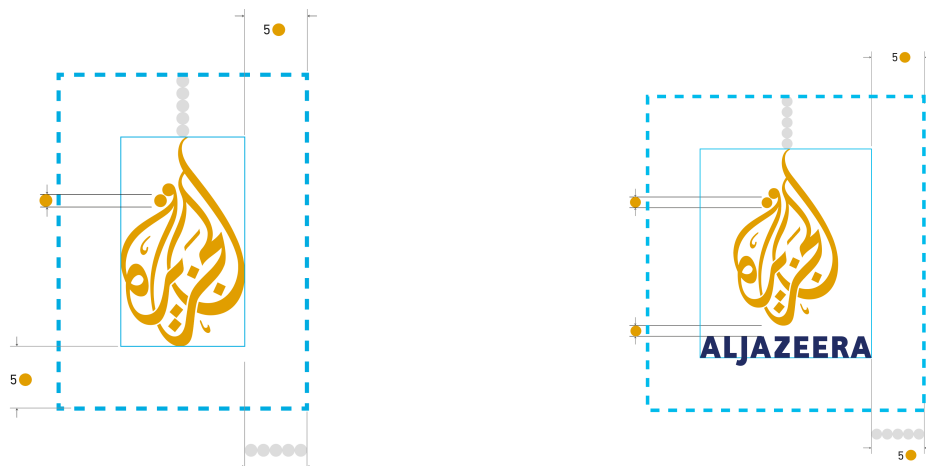
Our logo can sit anywhere on media as long as the rules on clear space are applied to how close it is placed from the margins.



However, our branding and communication can be even more efficient by selecting a position and consistently applying it in the same batch of content. For example, in a marketing campaign that uses different formats or elements, you can choose to place the Al Jazeera logo consistently in one of the positions from above (e.g. bottom right).

1.5. Clear space

It is important that our logos are given enough space from the margins and other elements on the page where they are presented.



The minimum clear space is equal to five circles joined next to each other as shown on the picture above. No other elements must be placed in this exclusion zone.

Where possible, this zone should be increased to allow the logo to visually sit well in relation to other elements on the page.

1.6. Minimum size

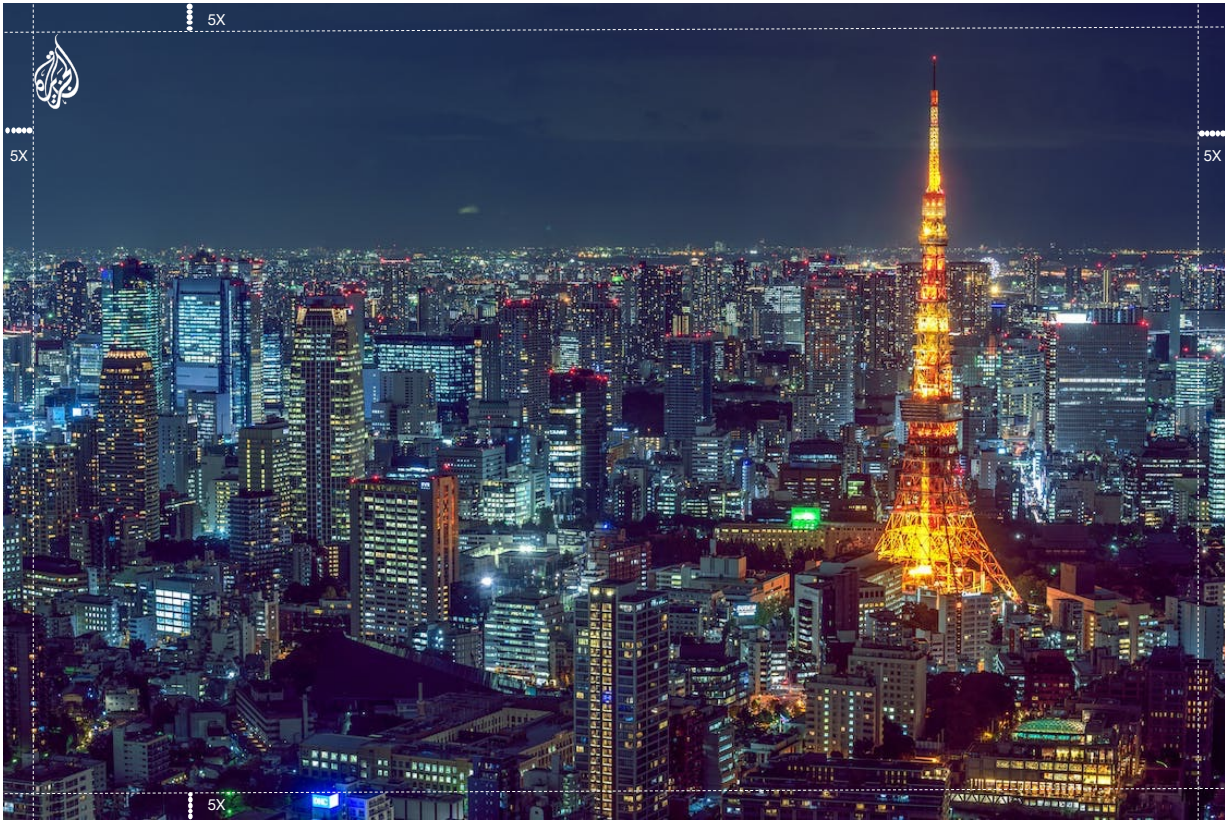


15 mm
60 pixels



15 mm
60 pixels

Our logo must always be legible and not lose its integrity when reduced. To ensure this, we've created a minimum size to which the logos can be reduced to in both print and digital applications.



Examples of logo positioning and clear space considerations.

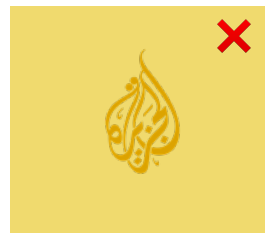
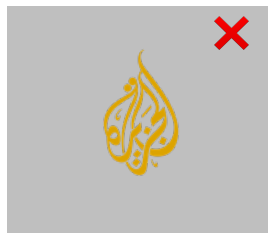
1.7. Backgrounds

Contrast is the most important factor when placing the logo on a background.

Our logo may be placed on photographs, textures, and patterns as long as there is enough contrast for the logo to be visible.



Our logo should not only be legible, it should also make a clear, strong statement when used. If there is not enough contrast between the logo and the background, the presence of the logo is weakened.



1.8. Logo misuse



Do not place anything around the logo.

Do not place anything over or above the logo.

Do not resize the logo.

Do not stretch the logo.



Do not squeeze the logo.

Do not crop the logo.

Do not tilt the logo.

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

1.9. Logo color misuse

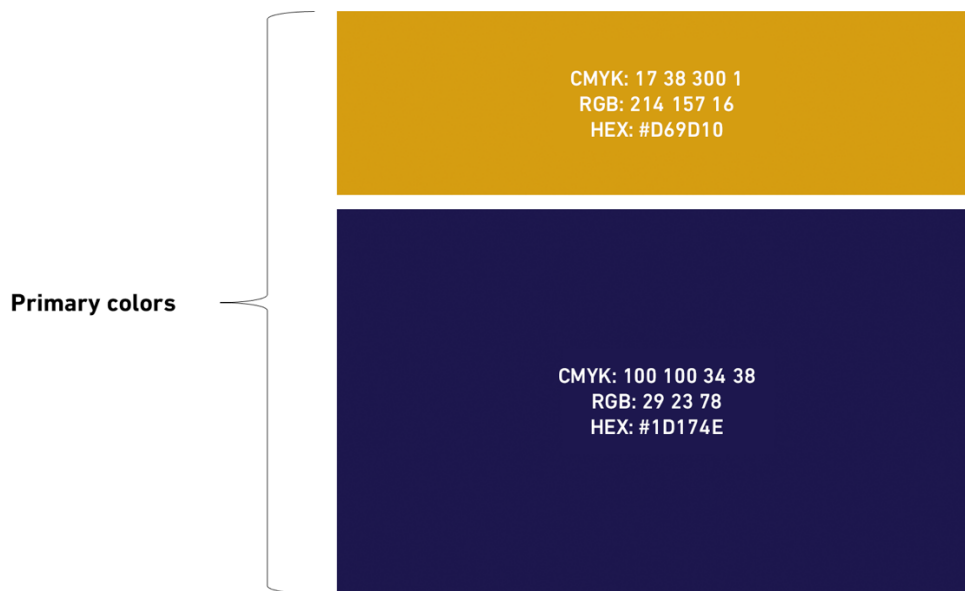
The examples below indicate how not to use the Al Jazeera logo in reference to color combinations. Do not use off-brand colors for the logo.



2. Colors

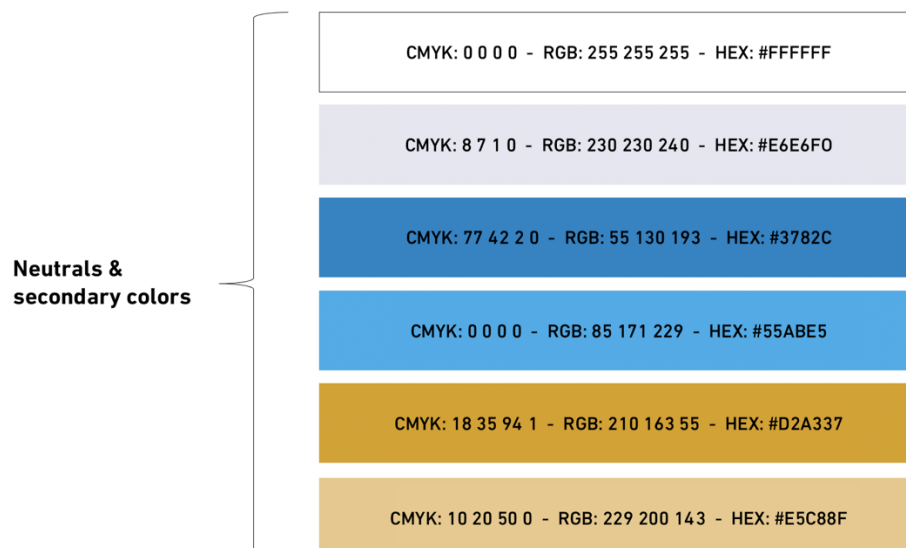
2.1. Primary colors

The primary color palette underpins the Al Jazeera corporate brand. These colors also carry through to marketing materials and all forms of communications.



2.2. Secondary colors

Secondary colors may be used for accents and backgrounds. Do not create logos in these colors.



3. Typography

Al Jazeera Latin is the primary font for our corporate communication in Latin-alphabet languages. It is modern, elegant and versatile with different weights and styles providing the needed flexibility for various typographic needs.

Headlines

Heavy is our most impactful typeface weight. With its condensed style, it appears bold and striking and can be used for functional headlines and wayfinding. It should be used cautiously and appropriately.

Accents

Bold is an ideal weight to be used as an accent for more expressive moments.

Body text

Light and *Regular* are our typeface weights for body copy.

For more guidance, see example below. To download Al Jazeera fonts click [here](#) or contact our brand team at brand@aljazeera.net.

Pioneering journalism

Heavy

Al Jazeera's journalism is about breaking new ground and exploring uncharted territories in the world of news reporting. It is about uncovering stories that have not been covered before, and reporting on issues that have been *overlooked or ignored by other media outlets*.

Light

Fearless and determined

Bold

Pioneering journalism requires a fearless and determined approach to seeking out the truth, and a commitment to ethical reporting practices. It is through the work of our pioneering journalists that important issues were brought to light, and public awareness is raised on crucial matters.

Light

Beyond the headlines

Bold

At the heart of pioneering journalism are *human stories* that shed light on the lived experiences of individuals and communities. These stories can have a profound impact on readers, providing insight into issues that may have otherwise seemed distant or abstract. Human stories help to humanize complex issues, offering a window into the lives of people who are often marginalized or overlooked.

Light

4. Spelling of Al Jazeera properties in Arabic and English

In English, “Al Jazeera” is to be separated by a space, written as two words, both capitalized*. All the sub-brands and subsidiaries will also be written as capitalized as shown below.

Al Jazeera Media Network	شبكة الجزيرة الإعلامية
Al Jazeera Arabic	الجزيرة الإخبارية
Al Jazeera English	الجزيرة الإنجليزية
Al Jazeera Mubasher	الجزيرة مباشر
Al Jazeera Documentary	الجزيرة الوثائقية
Al Jazeera Balkans	الجزيرة بلقان
Al Jazeera Media Institute	معهد الجزيرة للإعلام
Al Jazeera Centre for Studies	مركز الجزيرة للدراسات
Al Jazeera Centre for Public Liberties & Human Rights	مركز الجزيرة للحريات العامة وحقوق الإنسان
AJ+	AJ+
AJ+ Arabi	AJ+ عربي

*With spelling variations such as Aljazeera, Al-Jazeera, al-Jazeera that are frequently found across the world, spelling of Al Jazeera’s brand name in the English language is one of the brand applications that is fairly inconsistent.

While such variations may be acceptable from a linguistic perspective, remember that our official spelling is always **Al Jazeera** – two words, both capitalized. Please apply this rule consistently in your communication.

5. 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.

5.1. 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 logo 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 logo should be presented clearly and aesthetically (in a visually-appealing manner).
- Ideally, Al Jazeera logo 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.

5.2. 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@aljazeera.net