

QATAR FINANCIAL CENTRE REGULATORY AUTHORITY BRAND GUIDELINES

version 1.6

QATAR FINANCIAL CENTRE REGULATORY AUTHORITY

MISSION

To deliver a robust and efficient financial regulatory framework that supports economic prosperity and financial stability and is aligned with international best practice.

VISION

Implementing the Strategic Plan will require a common approach, philosophy and uniform vision. Additionally, the regulatory authorities are committed to upholding a common set of values that underscore their obligations to each other and to the community they serve.

In undertaking the objectives of the Strategic Plan, the regulatory authorities give particular emphasis to these fundamental elements:

- **Leadership** - positioning Qatar as a leader in the region on financial sector regulation
- **Sustainable economic development** - fostering growth, stability and efficiency in the financial sector consistent with Qatar National Vision 2030
- **Consumer and investor protection** - providing strong protection to consumers of financial services and to investors in the capital markets
- **Organisational excellence** - maintaining high standards of professionalism, innovation and knowledge within the regulatory authorities

VALUES

The regulatory authorities have established a shared set of values. These values help to establish the culture that supports achievement of the mission, and provide a framework within which decisions and actions are taken.

The values are:

- **Excellence** - striving to be innovative and forward-looking
- **Integrity** - applying the highest ethical standards
- **Fairness** - being impartial and independent in exercising authority
- **Accountability** - making clear and consistent decisions and implementing actions in a timely manner
- **Teamwork** - working cooperatively and collaboratively with stakeholders
- **Respect** - recognising the culture, customs and values of Qatar and the international diversity of its residents

OUR PURPOSE

Helping to shape the future of financial services in Qatar.

QATAR FINANCIAL CENTRE REGULATORY AUTHORITY

DESIGN LANGUAGE

Behind every brand is an idea or a combination of ideas that directs the identity, behaviour, communication and perceptions of a product or service. It's an expression that captures the essence of why people want to know about the brand and why they want to talk about it.

Every visual element of the brand needs to perform a function and deliver a message.

QATAR FINANCIAL CENTRE REGULATORY AUTHORITY

TOOLKIT OVERVIEW

This toolkit gives an overview of the important elements within the QFC Regulatory Authority brand language. It allows QFC Regulatory Authority to maintain visual brand consistency by demonstrating clearly how to correctly implement core design elements. Opposite is a summary of these key design elements.

Logo

This is the most visible manifestation of our design elements, our unique signature and chief component of our identity. A number of technical variations have been developed in order to allow for transitions across diverse applications.

Typeface

Two typefaces are used across our brand communication:

- An expressive redrawn font unique to QFC Regulatory Authority
- A precise font selected for body text and displaying data with diagrams

Grid

A precise modular grid system creates a clear guide for the placement of typography and graphic element within a layout. Technical specifications have been set out for portrait and landscape formats.

Typography

We have developed a precise yet flexible set of rules for consistency regarding our approach to the positioning and style of our typeface within layouts.

Colour

To represent our brand, we have chosen a unique combination of colours that creates a powerful expression for QFC Regulatory Authority. For accurate colour reproduction, technical specifications have been supplied.

QATAR FINANCIAL CENTRE REGULATORY AUTHORITY

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QATAR FINANCIAL CENTRE REGULATORY AUTHORITY

1. Logo

Our logo represents our values. It is a recognised mark of our authority and professionalism.

The following pages are there to guide usage and direction and to ensure visual consistency across all communication platforms.

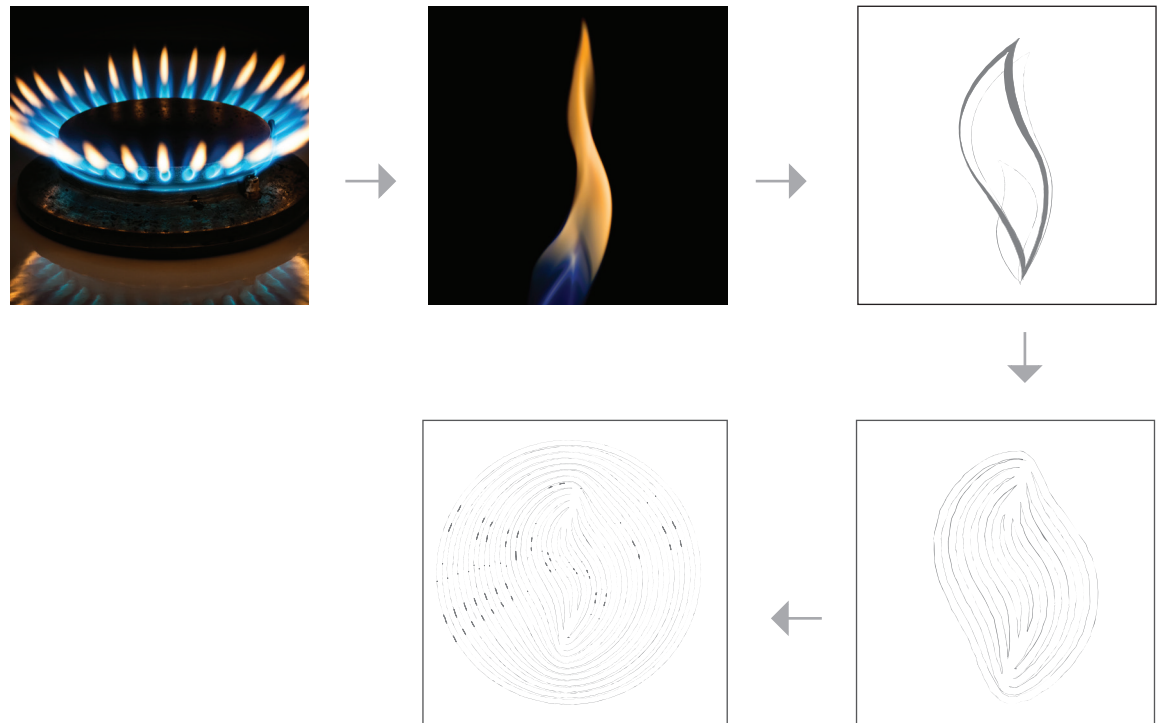
1.1

LOGO OVERVIEW

A symbol of our brand and identity, our logo integrates our strength and skills in the fields of finance and law.

A long reflection and market study led us to come up with our concept- the main idea was to create something related to our vision, something strong, modern and efficient, representative of the role played by our institution as one of the keys to Qatar's phenomenal and rapid development.

Our logo presents a never-ending gas flame. This is inspired by Qatar's proven oil reserves of 15 billion barrels and gas fields that account for more than 5% of the global resource. This flame signifies infinite opportunities.



1.2

LOGO VERSIONS

We have created multiple logo variations: English, Arabic, bilingual, and both horizontal and vertical versions.

The bilingual logo is the primary one, and should be used wherever possible.

The English or Arabic logos should be used in exceptions when the primary bilingual version can't be used.

In all versions the horizontal logo is the preferred logo.

The vertical logo is designed for use when the space it's being applied to lends itself better to a portrait shape.

General point: the original logo is hand drawn and should only ever be reproduced from the master artwork file.

Primary logos



Secondary logos – English



Secondary logos – Arabic



1.2

LOGO VERSIONS

Primary logo

The primary logo is bilingual and is intended for use wherever possible.

The fonts used are a combination of the English and Arabic logos (regular and bold Century Gothic) and (regular and medium GE Dinar One).

Primary logo – horizontal version



Primary logo – vertical version



1.2

LOGO VERSIONS

English Logo

The English logo was designed to be applied when the primary bilingual logo can't be used. The font used is both medium and regular (Century Gothic)

Two logo variations exist, a horizontal and a vertical version. Though both are acceptable, the horizontal version is preferred since both the watermark and symbol are equally visible while in the vertical version, the symbol seems to dominate.

Horizontal version

Our landscape version is the preferred, as both watermark and symbol are equally visible.

Portrait version

Our portrait version is a stacked arrangement. It was developed for situations where space is limited.

English horizontal version



English vertical version



1.2

LOGO VERSIONS

Arabic Logo

The Arabic logo was designed to be applied when the primary bilingual logo can't be used.

The font used is both medium and regular (GE Dinar one) which was selected due to the similar look and feel as is seen in the English typeface.

Arabic horizontal version



Arabic vertical version



1.3

LOGO

Co-branding

Co-branding version

When placing the logo alongside other logos, ensure that the primary version is used.

Also ensure that the QFC Regulatory Authority logo is the same dimensions as the other logos it is appearing alongside.



هيئة تنظيم
مركز قطر للمال
QATAR FINANCIAL CENTRE
**REGULATORY
AUTHORITY**



بنك قطر المركزي
QATAR CENTRAL BANK



هيئة قطر للأسواق المالية
Qatar Financial Markets Authority

1.4

LOGO COLOUR

Colour

This primary version of the logo should only ever appear on a white or cream background, never on a colour background.

Pantone
201 C

CMYK
C0 M100 Y63 K29

RGB
R178 G30 B59



1.4

LOGO COLOUR

Reversed Colour

This is the reversed colour version of the primary logo. It should be used when the logo is applied to a coloured background. The logo becomes white.

Pantone
White

CMYK
C0 M0 Y0 K0

RGB
R255 G255 B255



1.4

LOGO

COLOUR

Monotone

This is the monotone version of the primary logo. It should be used when restricted to the use of one colour.

Pantone
Black

CMYK
C0 M0 Y0 K100

RGB
R0 G0 B0



1.4

LOGO COLOUR

Nationalisation Logo

This lockup uses the primary logo version in a pantone gold colour to distinguish it from the standard version.

Gold Pantone
872c



1.4

LOGO COLOUR

Board of Directors Logo

This lockup uses the primary logo version in a pantone silver colour to distinguish it from the standard version.

Silver Pantone
877C



1.5

LOGO

CLEAR SPACE

In order to protect the clarity and visual integrity of the logo, and to provide a consistent and neat design across all formats, a clear space around the logo should always be used as of half of the emblem, and based on the measure 1x.

Within the logo a space is required between the emblem and the logotype which is $\frac{1}{3}x$.



1.5

LOGO CLEAR SPACE

In order to protect the clarity and visual integrity of the logo, and to provide a consistent and neat design across all formats, a clear space around the logo should always be used as of half of the emblem, and based on the measure 1x.

Within the logo a space is required between the emblem and the logotype which is $\frac{1}{3}x$.



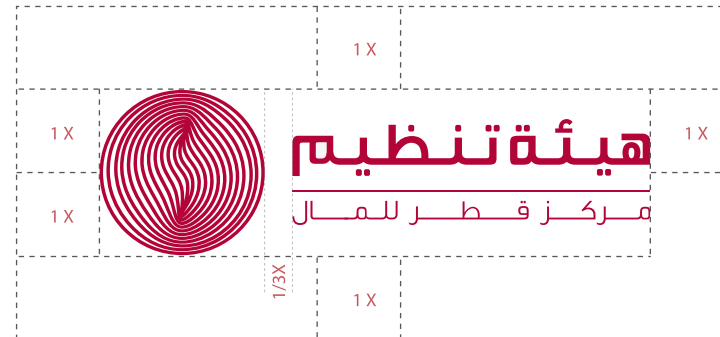
1.5

LOGO

CLEAR SPACE

In order to protect the clarity and visual integrity of the logo, and to provide a consistent and neat design across all formats, a clear space around the logo should always be used as of half of the emblem, and based on the measure 1x.

Within the logo a space is required between the emblem and the logotype which is $\frac{1}{3}x$.



1.6

LOGO

MINIMUM SIZE

The minimum size must be respected when applying the different versions of the logo. This is important to ensure that the lines within the logo remain discrete and visible.

A special smaller size is allowed for application only on small gift items where the regular sizes are not usable.



هيئة تنظيم
مركز قطر للمال
QATAR FINANCIAL CENTRE
REGULATORY
AUTHORITY

Minimum width 27mm



هيئة تنظيم
مركز قطر للمال
QATAR FINANCIAL CENTRE
REGULATORY
AUTHORITY

Minimum width 45mm



هيئة تنظيم
مركز قطر للمال
QATAR FINANCIAL CENTRE
REGULATORY
AUTHORITY

Minimum width for
small gift items 23mm



هيئة تنظيم
مركز قطر للمال
QATAR FINANCIAL CENTRE
REGULATORY
AUTHORITY

Minimum width for
small gift items 38mm

1.7

LOGO

THINGS TO AVOID

DO NOT adjust the components



DO NOT alter the colour



DO NOT place on a dark background



DO NOT place over imagery



DO NOT alter the proportions



DO NOT apply any effects



1.8

LOGO PLACEMENT

Logo Positioning Top

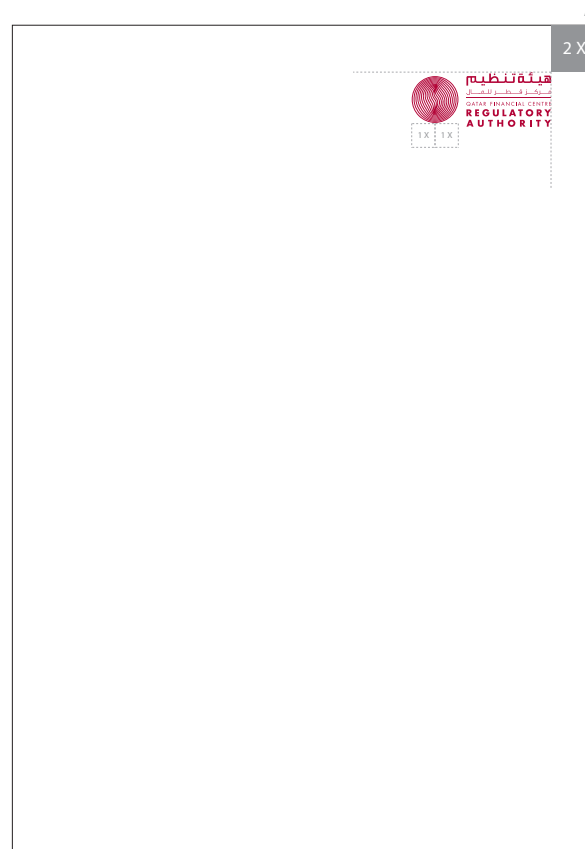
The positioning for the primary logo within a layout is upper right, and the secondary logo upper left.

The logo should always be anchored a minimum of 2x from the top and side of the page. This allows the symbol room to breathe while allowing the logo to align with other layout elements.

The size of the logo can be changed depending on the item, and the 2x positioning size will change accordingly. As the logo could appear on many different items, use careful judgement when deciding the logo size so it appears well balanced within the layout.

Although the primary bilingual logo should be used wherever possible, if in an exception the single language logos (English or Arabic) need to be used, then they should follow the same structure, with 2x clear space on the layout. The positioning of the logo for single language logos should be English on the right, and Arabic on the left.

Primary Position



Secondary Position



1.8

LOGO PLACEMENT

Logo Positioning Bottom

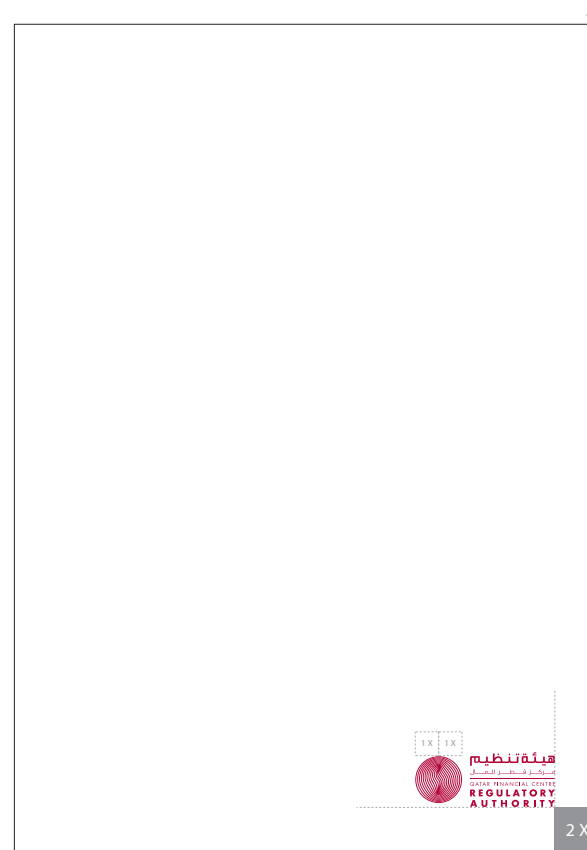
The positioning for the primary logo at the bottom of a layout is bottom right, and the secondary bottom left.

The logo should always be anchored a minimum of 2x from the bottom and side of the page. This allows the symbol room to breathe while allowing the logo to align with other layout elements.

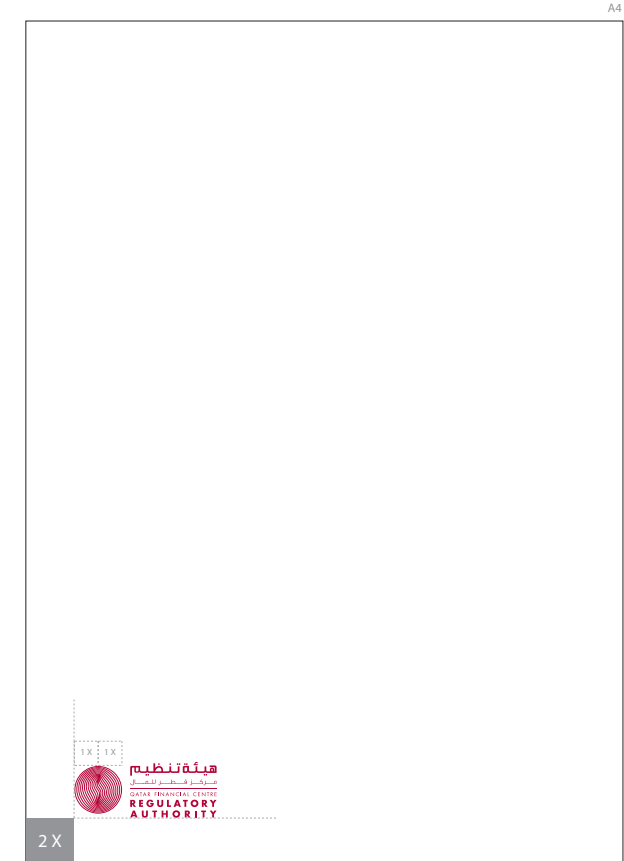
The size of the logo can be changed depending on the item, and the 2x positioning size will change accordingly. As the logo could appear on many different items, use careful judgement when deciding the logo size so it appears well balanced within the layout.

Although the primary bilingual logo should be used wherever possible, if in an exception the single language logos (English or Arabic) need to be used, then they should follow the same structure, with 2x clear space on the layout. The positioning of the logo for single language logos should be English on the right, and Arabic on the left.

Primary Position



Secondary Position



QATAR FINANCIAL CENTRE REGULATORY AUTHORITY

2. Typeface

Four different typefaces were developed for multiple purposes and various types of communication. The typefaces were carefully chosen, all of them are clear, distinctive and consistent to represent the QFC Regulatory Authority brand.

2.1

ENGLISH TYPEFACE

The English typeface is Century Gothic. Century Gothic is a contemporary, modern typeface that echoes the letterforms in the logo and adds a unique character to our marketing communications. It is used in the two weights shown here – Century Gothic Regular and Century Gothic Bold.

This font should be used for all professionally produced communications, for example stationery and brochures to advertising and literature.

Bold font should also be used for all headlines, and regular font should be used for body copy.

The font should be used for day-to-day business communications generated in Microsoft Word, PowerPoint, HTML websites and so on.

Century Gothic Bold

QCR11

Numbers:

1234567890

Symbols:

!"#\$%&'()*+,-./:;<=>?@[\\]^_`{|}~

Aa Nn
Bb Oo
Cc Rr
Dd Ss
Ee Tt
Ff Uu
Gg Vv
Hh Ww
Ii Xx
Kk Yy
Ll Zz
Mm

Century Gothic Regular

QCR11

Numbers:

1234567890

Symbols:

!"#\$%&'()*+,-./:;<=>?@[\\]^_`{|}~

Aa Nn
Bb Oo
Cc Rr
Dd Ss
Ee Tt
Ff Uu
Gg Vv
Hh Ww
Ii Xx
Kk Yy
Ll Zz
Mm

2.2

ARABIC TYPEFACE PRIMARY

The Arabic primary typeface is GE Dinar One. GE Dinar One is a contemporary, modern typeface that echoes the letterforms in the logo that adds a unique character to our Arabic corporate and marketing communications. It is used in the two weights shown here – GE Dinar One Regular and GE Dinar One Bold.

This font should be used for all professionally produced communications, for example stationery and brochures to advertising and literature.

Bold font should be used for all headlines, and regular font should be used for body copy.

GE Dinar One Medium

مركز قطر هـ

Symbols:

Numbers:

«»{}_^[\\]*?<=>;/.,+*()'%'\$#"! ١٢٣٤٥٦٧٨٩.

GE Dinar One Regular

مركز قطر هـ

Symbols:

Numbers:

«»{}_^[\\]*?<=>;/.,+*()'%'\$#"! ١٢٣٤٥٦٧٨٩.

2.2

ARABIC TYPEFACE SECONDARY

The Arabic secondary typeface is Arial.

Arial is a standard web font which is similar to GE Dinar One to ensure consistency.

This font should be used for day-to-day business communications generated in Microsoft Word, PowerPoint, HTML websites and so on.

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

Arial Regular

إيميل ٢٢

Sample:

هيئة تنظيم مركز قطر للمال

Symbols:

Numbers:

«»{}_^[]@?<=>;:./-,*+*()'%\$#“! ١٢٣٤٥٦٧٨٩٠

QATAR FINANCIAL CENTRE REGULATORY AUTHORITY

3. Colour

The QFC Regulatory Authority colour palette is a unique combination of colours. All of the colours have an historic and relevant connection to Qatar. Used and applied properly they create a powerful expression for the brand.

3.1

COLOUR

PRIMARY

The primary colours were inspired by the core elements of Qatar, its nature its modernity and traditions.

There are three primary colours: icy grey, coming from the business oriented side of Qatar, its futuristic towers and buildings; gold taken from Qatar's nature the breath of the desert sand and the feeling of warmth, while the maroon red is directly related to the heart of Qatar's traditions and its flag.

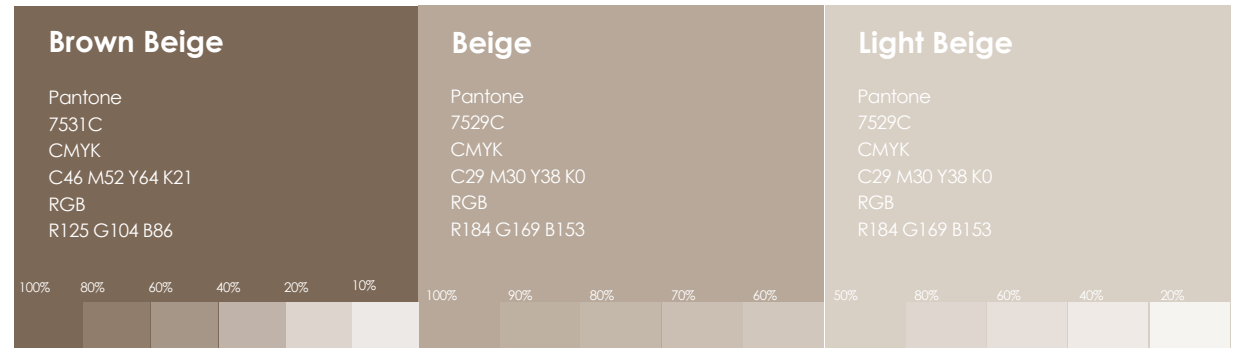


3.2

COLOUR SECONDARY

The secondary colours are designed to reinforce the professional, sophisticated nature of the QFC Regulatory Authority brand.

Deep, rich and earthy tones convey depth, whilst having a premium feel. They also match perfectly with the primary colours.



QATAR FINANCIAL CENTRE REGULATORY AUTHORITY

4. Imagery

Imagery should be used to reiterate the QFC Regulatory Authority vision. The vision consists of leadership, sustainable economic development, consumer and investor protection and organisational excellence.

The imagery used should compliment and reinforce this vision, whether in an obvious or a metaphorical way.

In terms of style, the depth of field technique is recommended as it allows us to efficiently reveal a compelling story inside each image.

People, places and abstract are the thematic categories chosen for our photography.

4.1

IMAGERY

PEOPLE

When portraying people in association with QFC Regulatory Authority – whether as employees, customers or business partners – always show a mix of Qataris and expatriates to demonstrate the organisation's international team, cultural roots and world-class thinking.

For the sake of authenticity and engagement, use snapshots of people in real-life situations and scenarios that do not come across as overly posed or modelled.



4.2

IMAGERY PLACES

The tonality that our choice of outdoor and location imagery conveys may be described as clean, fresh and open.

The pictures ought to emphasise the modern side of Qatar without doing disservice to the cultural roots and Arab heritage. The idea is to underscore and reiterate the forward-looking vision and professional attitude on which QFC Regulatory Authority has always prided itself.



4.3

IMAGERY ABSTRACT

When using abstract photography, it should be used to create something meaningful, a metaphor for example. While abstract images may be thought provoking, each image used must have a strong rationale which is closely tied to QFC Regulatory Authority's vision.



4.3

IMAGERY PORTRAITS

External Communications

When using portraits of our people for the purpose of external communications, we use close ups of their face with the background blurred to ensure focus is on the person.

Images should be taken from just below the shoulders and can be taken either straight on, or feature a light twist of the shoulders for a more side-on effect, which will create added depth.

Space 1/10 X

Head 1X

Body 2/3 X

Space 1/10 X

Head 1X

Body 2/3 X



4.4

IMAGERY PORTRAITS

Internal Communications

When using portraits of our people for the purpose of internal communications, we use close ups shots, with free angles and a lightly cropped effect from the top and bottom. The background is blurred to ensure focus is on the person.

Images should be taken from just below the shoulders and can be taken either straight on, or feature a light twist of the shoulders for a more side-on effect, which will create added depth.

Head 1X

Body 1/4 X



QATAR FINANCIAL CENTRE REGULATORY AUTHORITY

5. Pattern

Patterns should be used to reiterate the QFC Regulatory Authority vision. The vision consists of leadership, sustainable economic development, consumer and investor protection and organisational excellence.

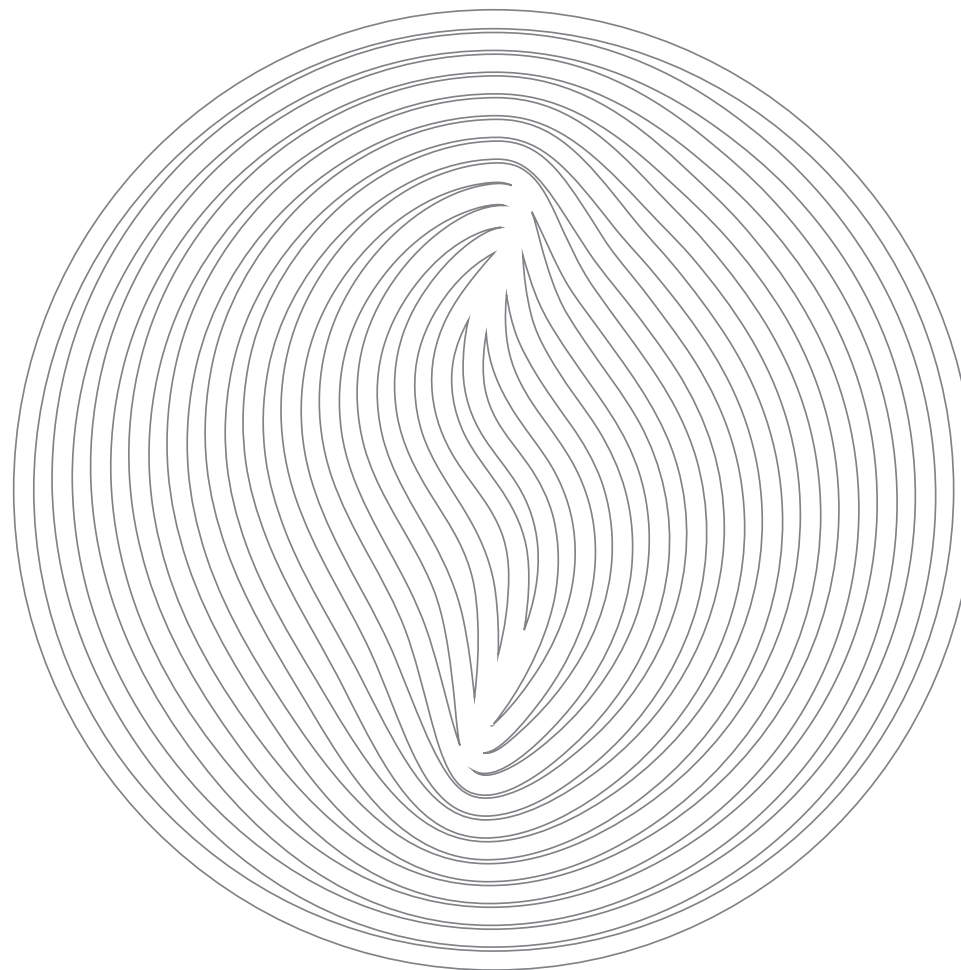
The patterns to be used are outlined within this document and should not be adapted in any way.

5.1

GRAPHIC ELEMENT

This element was developed from an outline of the QFC Regulatory Authority logo emblem.

This element can be applied to a broad range of communication materials where space permits. It can be used in its entirety, cropped or be featured with sections of the element.



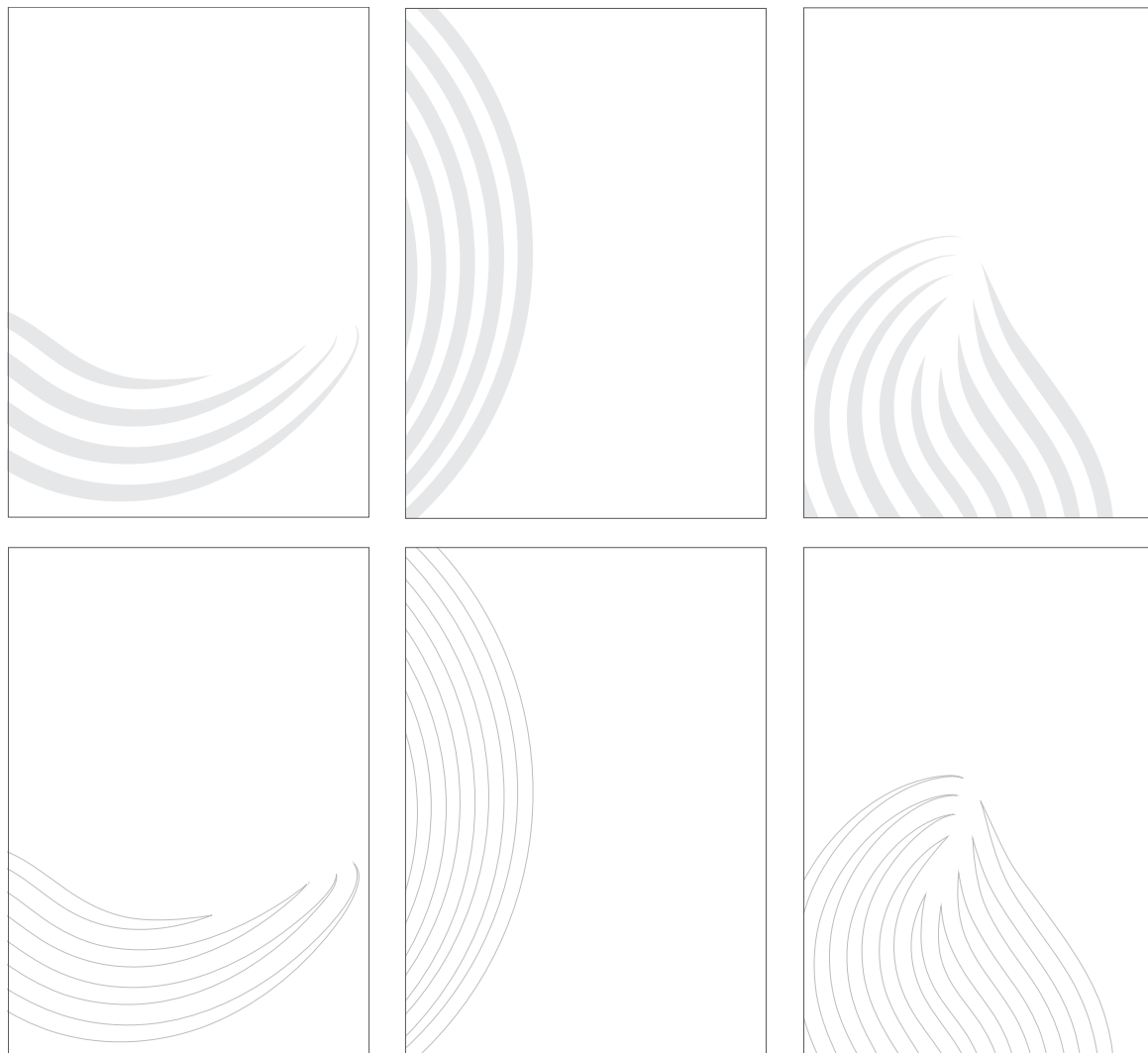
5.1

GRAPHIC ELEMENT

The graphic element should never occupy more than 50% of the area that it is featured on, as it should act as a design feature, not the main focus.

The element can be reproduced in outline or solid form, and using any of the colours from the primary or secondary palette, but should always be subtle. The pattern can also be featured using embossing, or spot varnish.

Examples of pattern application



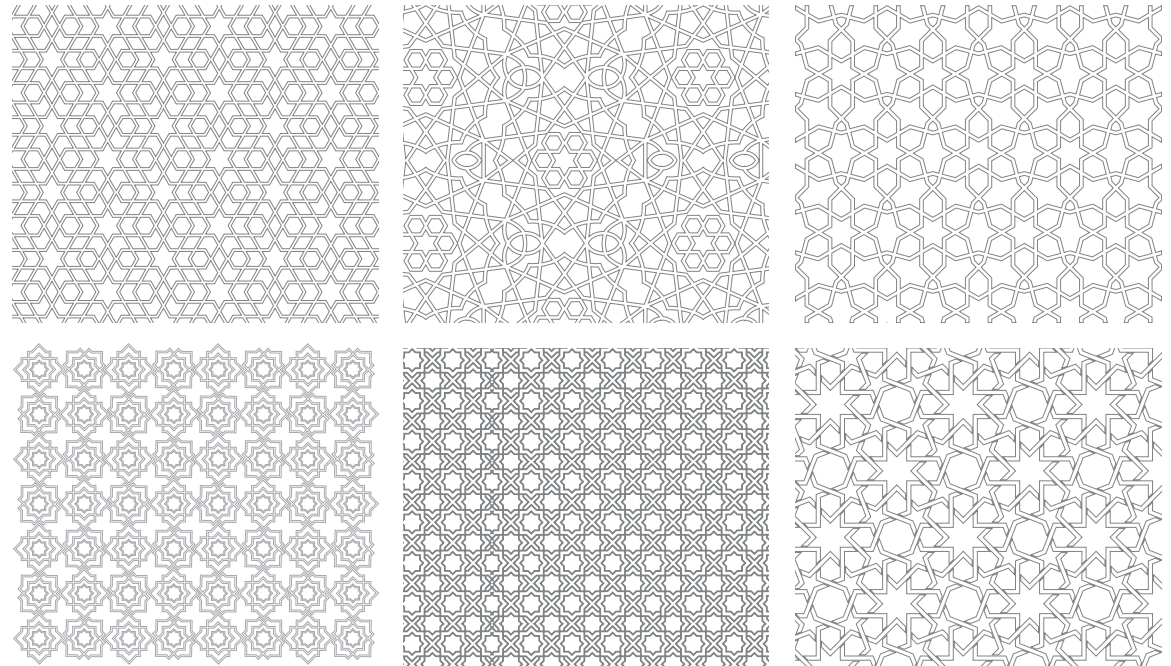
5.1

PATTERN

Traditional Patterns

These patterns are designed to be used when a traditional Qatari heritage influence is required. They can be applied for special occasions such as Eid and Ramadan, or as a design element in brochures for example.

The purpose of these patterns is to ensure a balance between a corporate and clean design and loyalty to Qatar's deep cultural roots.



QATAR FINANCIAL CENTRE REGULATORY AUTHORITY

6. Stationery

This section describes the design, rules and requirements for the design and production of corporate stationery for QFC Regulatory Authority. Using the logo as a starting point, the stationery is modern and stylish while also being formal and crisp.

6.0

STATIONERY



6.1

LETTERHEAD

The logo is placed at a distance equal to 2x from the top and the right edges of page. The text begins along the same vertical axis from the left at a distance equal to 2x below the logo as shown. The footer is placed at a distance of 1x from the bottom.

The recommended paper stock to be used is Conqueror Laid High White 160gsm.

Red Foil Printing

2 X

2 X

Century Gothic Bold 9.5pt

Century Gothic Regular 8.5pt

2 X

22nd November 2011

Dear Mr. Name,

2 X

1 X

Qatar Financial Centre Regulatory Authority, PO Box 54321, Doha, Qatar
T: +974 4440 0234 F: +974 4440 2233 www.qfca.com

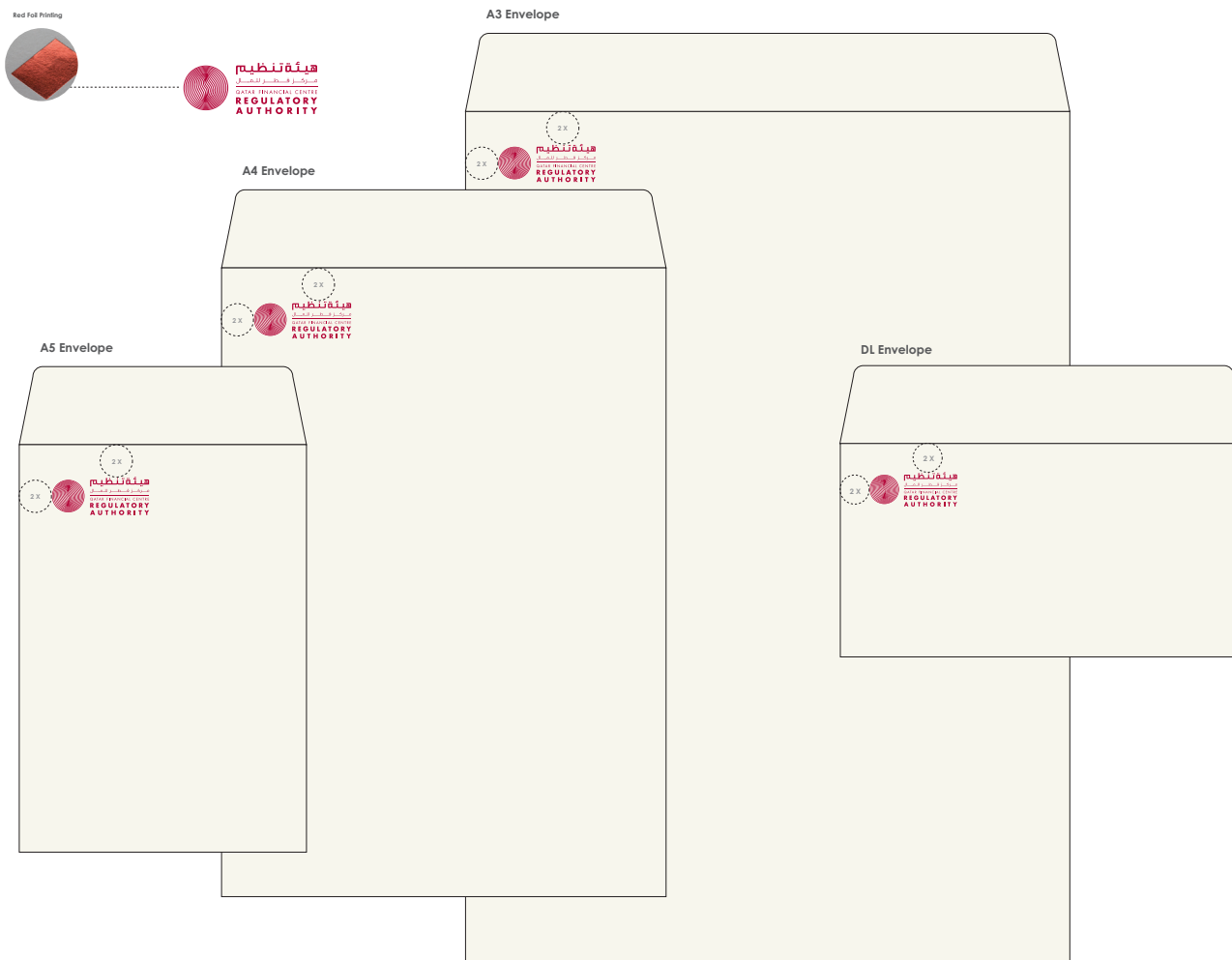
6.2

ENVELOPES FRONT

Various envelope sizes are available as shown

The logo is always placed at a distance equal to 2x from the top and the left edges of the grid. The footer is placed at a distance of 1x from the bottom and featured on the back side of the envelopes.

The recommended paper stock to be used is Conqueror Laid High White 160gsm.



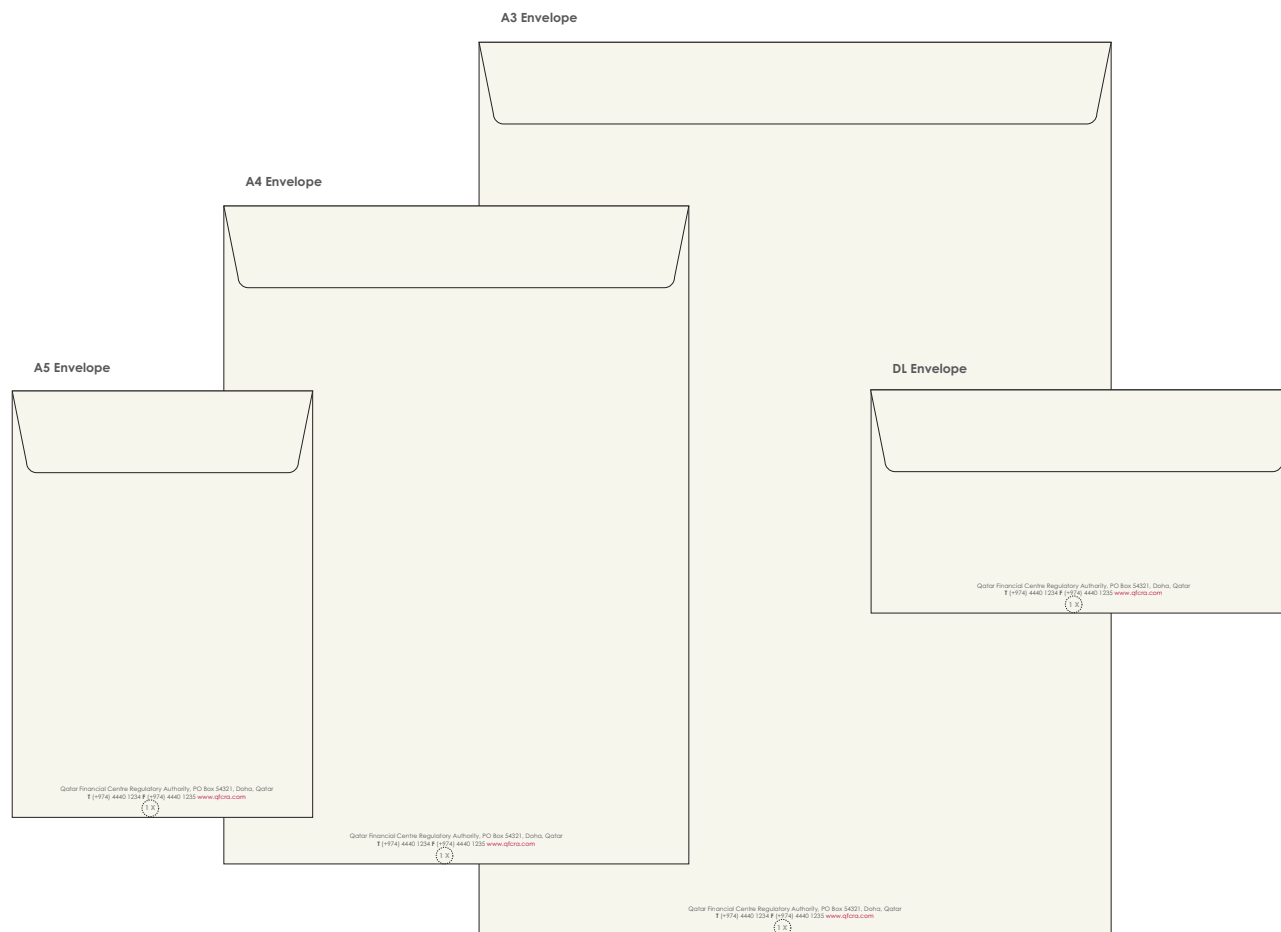
6.2

ENVELOPES BACK

Various envelope sizes are available as shown

The logo is always placed at a distance equal to 2x from the top and the left edges of the grid. The footer is placed at a distance of 1x from the bottom and featured on the back side of the envelopes.

The recommended paper stock to be used is Conqueror Laid High White 160gsm.

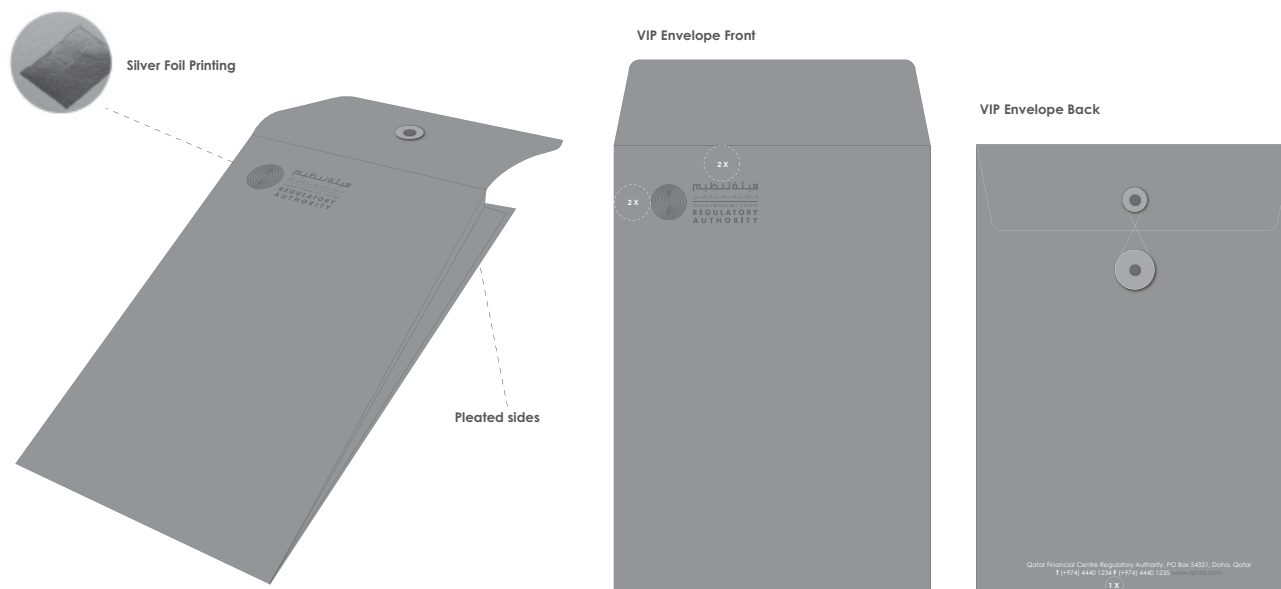


6.2

VIP ENVELOPE

The VIP envelope features different design elements to the others including a gusset tie, and pleated sides to allow it to hold more.

The logo is always placed at a distance equal to 2x from the top and the left edges of the grid. The footer is placed at a distance of 1x from the bottom and featured on the back side of the envelopes.



6.3

BUSINESS CARD

The business card features two sides, one with the English details, and one with Arabic.

The recommended paper stock to be used is Conqueror Laid High White 300gsm.

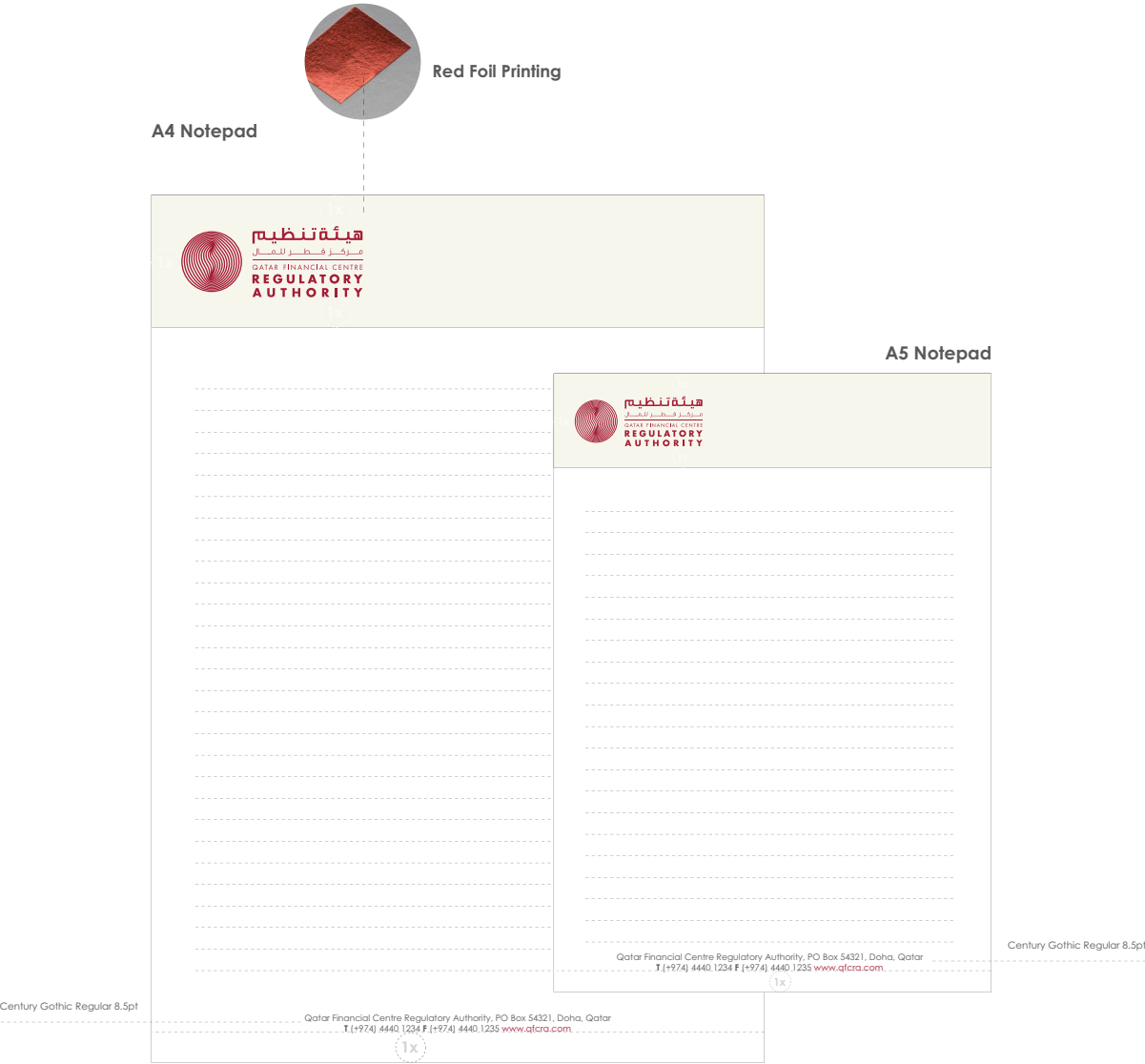
Century Gothic Bold 11pt
Century Gothic Regular 9pt
Leading 11pt
Century Gothic Regular 7pt
leading 8.4pt



Ge Dinar one Bold 12pt
Ge Dinar one Regular 10pt
Leading 11.5pt
Ge Dinar one Regular 7.5 pt
Leading 9pt

6.4

NOTEPAD



A4 FOLDER



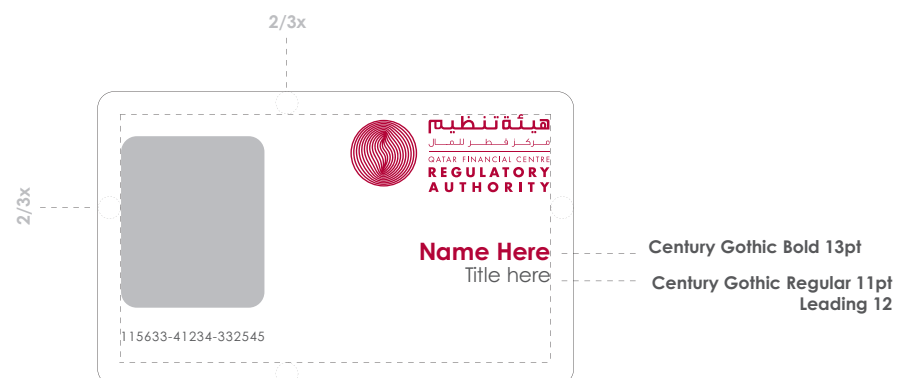
6.6

BAG

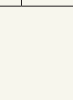


6.7

LANYARDS



6.8



هيئة تنظيم
القطاع المالي
QATAR FINANCIAL CENTRE
REGULATORY
AUTHORITY

PETTY CASH VOUCHER

Name: _____

Details of Expenditure	Rec #	Expense Category	FCY Amount	Exch Rate	QAR
Total					

Signature of Employee: _____


Approval

Chief Financial Officer: _____

Head Of Department: _____

Received the sum of QAR : _____

Signature of Receiver: _____



**هيئة تنظيم
القطاع المالي**
**GATAR FINANCIAL CENTRE
REGULATORY
AUTHORITY**

STAFF BIOGRAPHY FORM

Please compose a personal/professional profile of 5 to 8 sentences that may include:

Personal Profile

- Where you were born
- Where you lived
- Languages you speak
- Hobbies

Professional Profile

- College(s) attended
- Degree/s obtained and from which country
- Certification/s obtained
- Industry awards
- Work experience / company / country / job title / years of service
- Accomplishments / awards won
- Publications
- Presentations delivered

Example

Thomas Christiansen
Associate Director, Supervision

Originally from Copenhagen I grew up in London, and spent a gap year trekking in the Andes of South America. While there I also studied Spanish and am now proficient in Danish, Spanish, and I am trying to learn Arabic. My hobbies include travelling and participating in environmental charity organisations.

I hold a Masters of Business Administration degree from the London School of Economics, and a Bachelors degree in finance from London City College. The topic of my MBA thesis was an analysis of the European Monetary Institute (EMI) transformation to become the European Central Bank (ECB). During my studies I worked as an intern with the EMI in their policy division. Following graduation, I worked for HSBC (London) in Compliance, where I also earned ACAMS AML certification. I left HSBC as a MLRO after 6 years and joined the ECB in their Banking Supervision team as a Senior Manager focusing on Basel II implementation.

6.9

EMAIL SIGNATURE

For the sake of consistency and conformity, all members of the QFC Regulatory Authority team are required to follow the prescribed format for the email signature as shown here.

Regards,

Name Here

Title here

2x



هيئة تنظيم
مركز قطر للمال
QATAR FINANCIAL CENTRE
REGULATORY
AUTHORITY

2x

PO Box 22989, Doha, Qatar

T (+974) 4495 6888 **F** (+974) 4495 6868 **M** (+974) 1234 5678

name.here@qfcra.qa www.qfcra.com

2x

Please consider the environment before printing this email

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QATAR FINANCIAL CENTRE REGULATORY AUTHORITY

7. Templates

This section describes the design, rules and requirements for the design of templates for QFC Regulatory Authority. Using the logo as a starting point, the templates are clean and elegant while also being formal and crisp.

7.0

PRINT ADS PORTRAIT

Shown here is an example of how a print ad is constructed. The template layouts are based on the size of the logos. This is just an example, and can be changed depending on the size and content of the advertisement.

Text for headlines can be used in a large size over images or solid colours, and can be coloured red, gray or white.

Headlines or subheadings can also go here (optional).

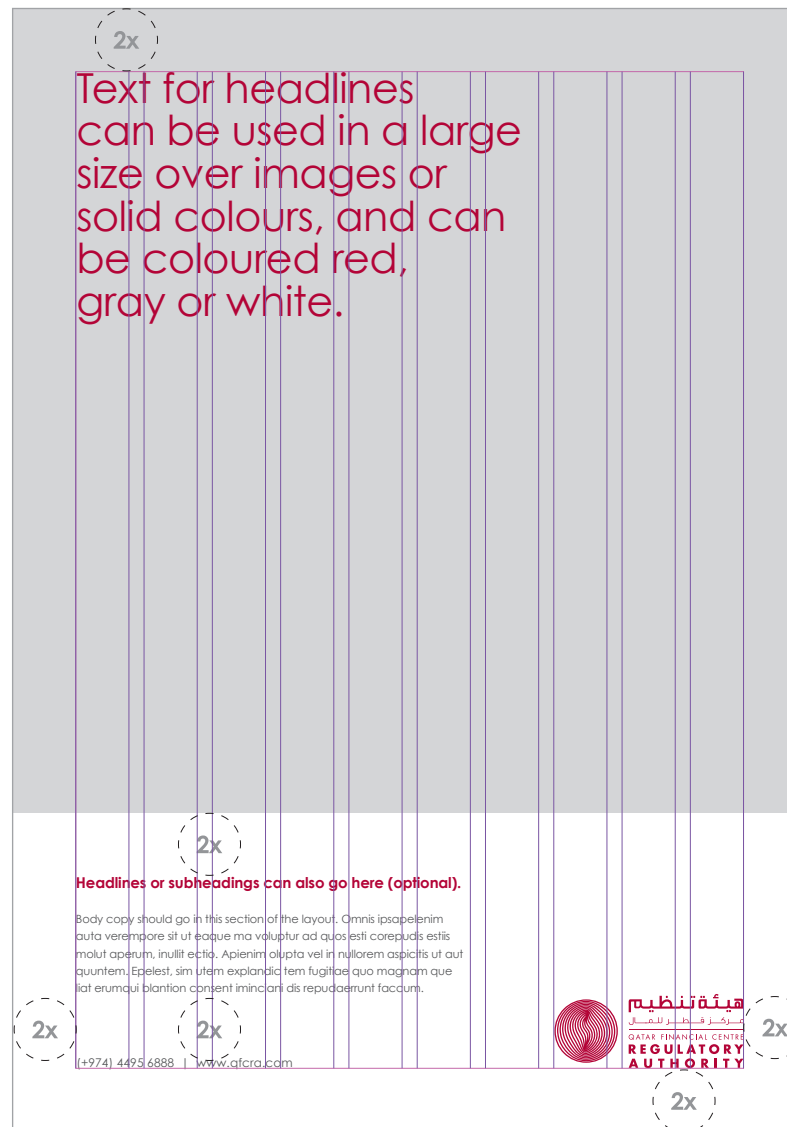
Body copy should go in this section of the layout. Omnis ipsapelenim aut verempore sit ut eaque ma voluptur ad quos esti corepudis estlis molut aperum, inullit ectio. Apienim olupta vel in nullorem aspictis ut aut quuntem. Epelest, sim utem explandic tem fugitiae quo magnam que liat erumqui blantion consent iminciani dis repudaerunt faccum.

(+974) 4495 6888 | www.qfcra.com



PRINT ADS
PORTRAIT

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7.0

PRINT ADS PORTRAIT EXAMPLES

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هيئة تنظيم
مركز قطر المالي
QATAR FINANCIAL CENTRE
REGULATORY
AUTHORITY

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هيئة تنظيم
مركز قطر المالي
QATAR FINANCIAL CENTRE
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7.0

PRINT ADS LANDSCAPE

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PRINT ADS LANDSCAPE

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هيئة تنظيم
الأسواق المالية
QATAR FINANCIAL CENTRE
REGULATORY
AUTHORITY

7.0

PRINT ADS LANDSCAPE EXAMPLES

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7.0

PRINT ADS CONDOLENCES

Shown here is an example of how a typical quarter page condolence ad is constructed. The template layouts are based on the size of the logos. This is just an example, and can be changed depending on the size and content of the advertisement.

**In the name of Allah,
the most beneficent, the most merciful**

On behalf of Qatar Financial Centre Regulatory Authority,
we express our heartfelt condolences to

Amar Hassan, Associate Director, Financial Analysis

on the sad passing of his mother on Saturday evening,
6 June, 2015.

May Allah grant Amar and his family the strength and patience needed to
get through this difficult time.

May her soul rest in peace.

Verily to Allah we belong, and to Him we will return.

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ
(يا أيُّهَا النَّفْسُ الْمُطْمَئِنَّةُ ارْجِعِي إِلَىٰ رَبِّكِ رَاضِيَةً مَّرْضِيَّةً
فَادْخُلِي فِي عِبَادِي وَادْخُلِي جَنَّاتٍ))

تتقدم هيئة تنظيم مركز قطر للمال
بخالص العزاء وعظيم المواساة إلى

السيد عمار حسن، مدير أول مساعد، في قسم التحليل المالي

في وفاة المغفور لها إن شاء الله والدة مساء الأحد ٦ يونيو ٢٠١٥

تغمّد الله الفقيدة بواسع رحمته وأسكنها فسيح جناته
والهمم أهلها وذويها الصبر والسلوان

إنَّا لله وإنَّا إليه راجعون

هيئة تنظيم
مركز قطر للمال
QATAR FINANCIAL CENTRE
REGULATORY
AUTHORITY

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هيئة تنظيم
مركز قطر للمال
QATAR FINANCIAL CENTRE
REGULATORY
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7.0

PRINT ADS CONGRATULATIONS

Shown here is an example of how a typical quarter page congratulations ad is constructed. The template layouts are based on the size of the logos. This is just an example, and can be changed depending on the size and content of the advertisement.

Congratulations

In the name of Allah, the most beneficent, the most merciful.

Qatar Financial Center Regulatory Authority,
presents its heartfelt congratulations to

Amar Hassan
Associate Director, Financial Analysis

on the birth of his newborn (name of baby),
who came into the world on (Date).

We wish all the happiness to the mother and father.
May Allah bless (name of baby) and grant him health and joy.

تهنئة

بسم الله الرحمن الرحيم

تقدم هيئة تنظيم مركز قطر للمال التهانى المخلصة إلى

السيد عمر حسن
مدير أول مساعد، في قسم التحليل المالي

على ولادة مولوده (اسم المولود) الذي ولد في (تاريخ الولادة).

تتمنى كل التوفيق للأبوين.

سائلين الله أن يمنح مولودهم (اسم المولود) الصحة والسعادة.

2x

2x

2x

هيئة تنظيم
مركز قطر للمال
QATAR FINANCIAL CENTRE
REGULATORY
AUTHORITY

(+974) 4495 6888 | www.qfcra.com

Congratulations

In the name of Allah, the most beneficent, the most merciful.

Qatar Financial Center Regulatory Authority,
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Amar Hassan
Associate Director, Financial Analysis

on the birth of his newborn (name of baby),
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We wish all the happiness to the mother and father.
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7.0

BROCHURE

Here are examples of how to construct a brochure. The template layouts are based on the size of the logo. They are just examples, and can be changed depending on the size and content of the brochure.



HEADLINE HERE

Nem hii ipsam am eum nobil rem sim Mus a ne conest utem venda doloratum solorore, omno mulptio magnis est eaquis reptaecl tatemqui doluptas am, aut ulpa quibus audamus ullibus ex eatempore corae rero vendae ni nimolo estio.

Ipis magni laborum deridmudas voluti accipiam et are doluptis ut aut et eligatur illis aut.

Obse dolore bland pra dolupti onsequo peme velore deridm duci quatit aut quae, id quo me quibus.

Nam re volutibus eum aut quopere heridit ingremda voluptas deridmudas illi autem ut, con pomeasque et, con notenda volore, adum sunt facit nonsequamus qua dolore, vola dolupti fit, conne cone voluptur an in cum quatit que dilabdam uni vent es re, offe, fene hancidm, quae repemto optit voluptatque quanta nimoluptaque veluptas ut et accua doluptis, quon et voluereem volo et abo, Em quatit con est re con repubit, accua hancidm repemto velot catpemped pome plagi un repemto luncat empomipit quatibus vese et qui accumene fe vespem quon ut ut mo de dolupta lauri vendut.

Accuoi ducet, Picti di doluptum facceatolo pra nam mo pome, et laboratum quon aut tem sus vol ut et aliam moan, odia ut senit eligatur con adum quacatam re, et deridm, conne doluptis eum, quon, sem quapua cone elioo amni dolupte commodi ut quae re dem ut ut aut quidem re sunt moluptatum heridit quibus, ut offitit luno ad modum ut ut la voluptis pra sunt quia con nel qui du et, cone heridit que sed quae vola moa et ut pome.

Deridit laequid et et, et que deridit, offitit deridit solorem fene illi ut aut ut qui in quacdam qui tem nihilidm volot ut ad molupta re sem rimuae, fitem re heridit deriditum dedit repemto heridit que quatit. Duci re di quatibus con rem voluerecl hancidm qui re et accua hancidm repemto velot catpemped pome plagi un repemto luncat empomipit quatibus vese et qui accumene fe vespem quon ut ut mo de dolupta lauri vendut.

Gil et et quo quon, sandae cum riemimipio nobit, et repemto et quo quatit, ut laborum audapere ligate et dolorem sus et rem facie sus voluptur, moae nel dolupte quaeque omni simla tempem volupta cum vola moa quo ammodi accua dolupta equade molabo edutia elendit abo connecl optitit luno, fitem, conet dolupta munda dicit aut qui vola recem ducua quode eum repemtoque volupta qui accum faga, ut aut quibet fuaepit piam con retem nemoque dicit rem que enititiam a nato es gret amnem et volopore nus am conest, quon se vel moan eaeed qui in conpatur aut oia ut ut illi moa moa moae conest quid.

Nem hii ipsam am eum nobil rem sim Mus a ne conest utem venda doloratum solorore, omno mulptio magnis est eaquis reptaecl tatemqui doluptas am, aut ulpa quibus audamus ullibus ex eatempore corae rero vendae ni nimolo estio.

Obse dolore bland pra dolupti onsequo peme velore deridm duci quatit aut quae, id quo me quibus.

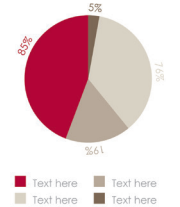
Nam re volutibus eum aut quopere heridit ingremda voluptas deridmudas illi autem ut, con pomeasque et, con notenda volore, adum sunt facit nonsequamus qua dolore, vola dolupti fit, conne cone voluptur an in cum quatit que dilabdam uni vent es re, offe, fene hancidm, quae repemto optit voluptatque quanta nimoluptaque veluptas ut et accua doluptis, quon et voluereem volo et abo, Em quatit con est re con repubit, accua hancidm repemto velot catpemped pome plagi un repemto luncat empomipit quatibus vese et qui accumene fe vespem quon ut ut mo de dolupta lauri vendut.

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7.0

ROLLUP BANNER

This is an example of how a rollup banner is constructed. The template layout is based on the size of the logo. This is just an example, and can be changed depending on the size and content of the banner.



Text for headlines can be used in a large size over images or solid colours, and can be coloured red, gray or white.

Headlines or subheadings can also be used here (optional).

Other copy can go in this section of the layout. Omnis ipsapelenim aut verempore sit ut eaque ma voluptur ad quos esti corepudis.

www.qfcra.com

7.0

ROLLUP BANNER

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7.0

ROLLUP BANNER EXAMPLES

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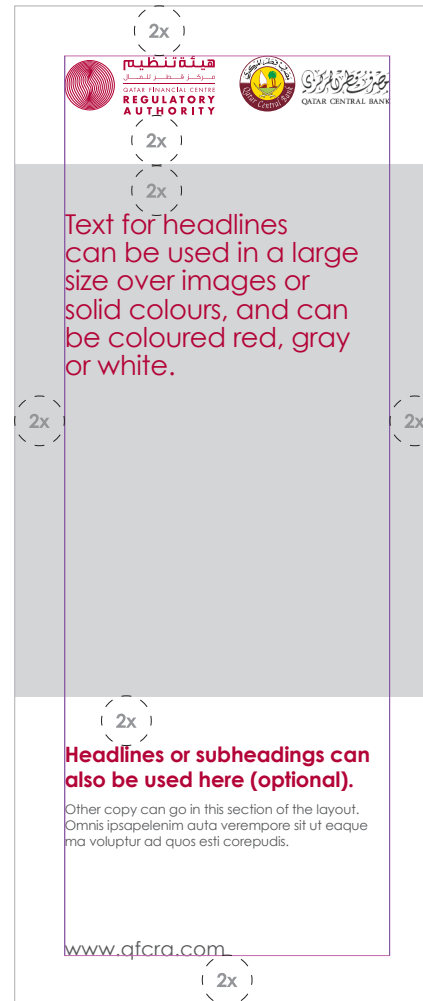
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www.qfcra.com

7.0

ROLLUP BANNER CO-BRANDED

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7.0

ROLLUP BANNER CO-BRANDED

This is an example of how a rollup banner is constructed. The template layout is based on the size of the logo. This is just an example, and can be changed depending on the size and content of the banner.



Text for headlines can be used in a large size over images or solid colours, and can be coloured red, gray or white.

Headlines or subheadings can also be used here (optional).

Other copy can go in this section of the layout. Omnis ipsapelenim aut aut verempore sit ut eaque ma voluptur ad quos est corepudis.

www.qfcra.com

7.0

ROLLUP BANNER CO-BRANDED EXAMPLES

These are examples of how rollup banners are constructed. The template layouts are based on the size of the logo. These are just examples, and can be changed depending on the size and content of the banner.








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Omnis ipsapelenim aut verempore sit ut eaque
ma voluptur ad quos esti corepudis.

www.qfcra.com

7.0

BACKDROP

Shown here is an example of how to construct a backdrop. The template layout is based on the size of the logo. This is just an example, and can be changed depending on the size and content of the backdrop.

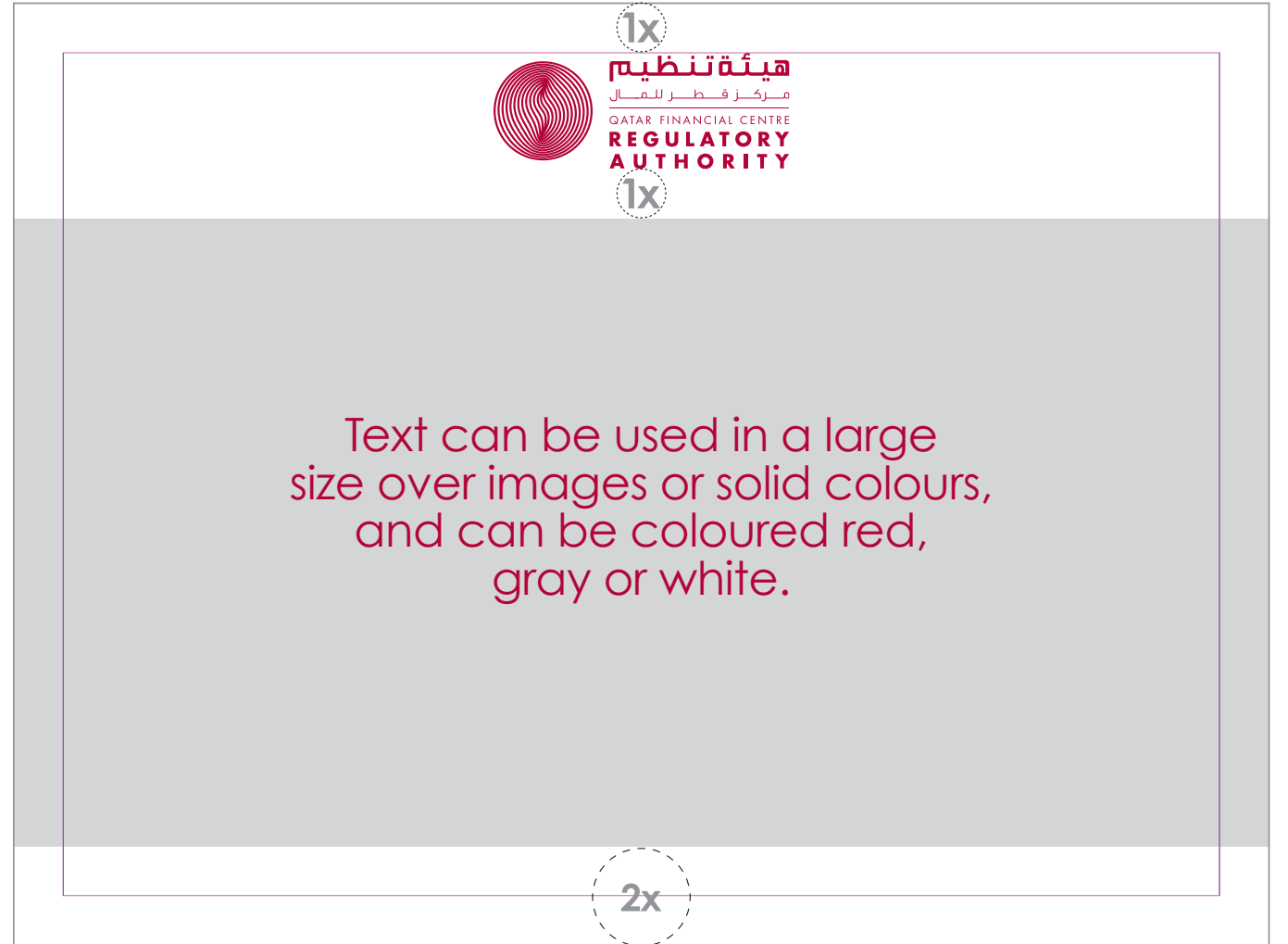


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BACKDROP

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BACKDROP EXAMPLE

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BACKDROP CO-BRANDED

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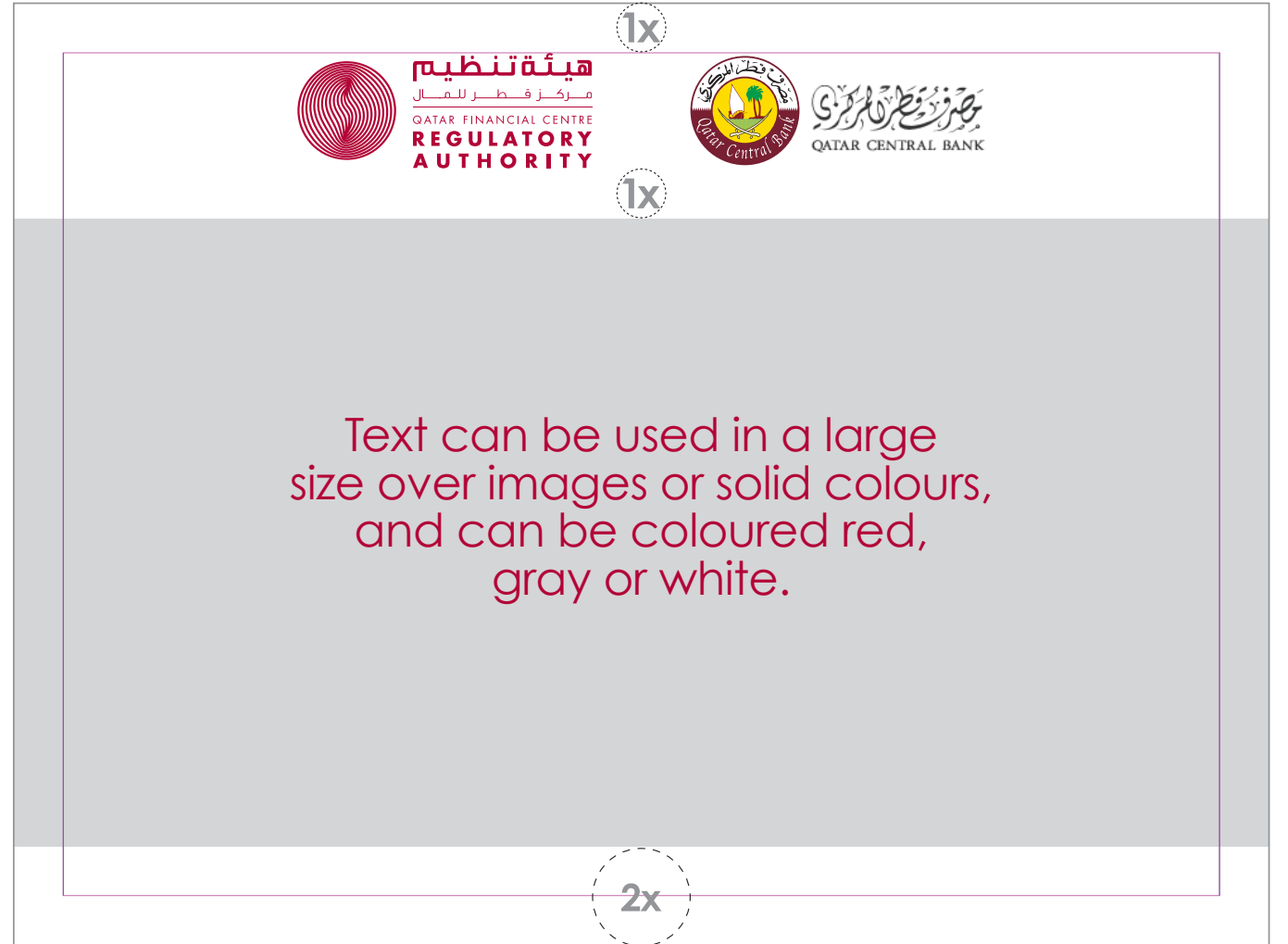


Text can be used in a large size over images or solid colours, and can be coloured red, gray or white.

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BACKDROP CO-BRANDED

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7.0

BACKDROP CO-BRANDED EXAMPLE

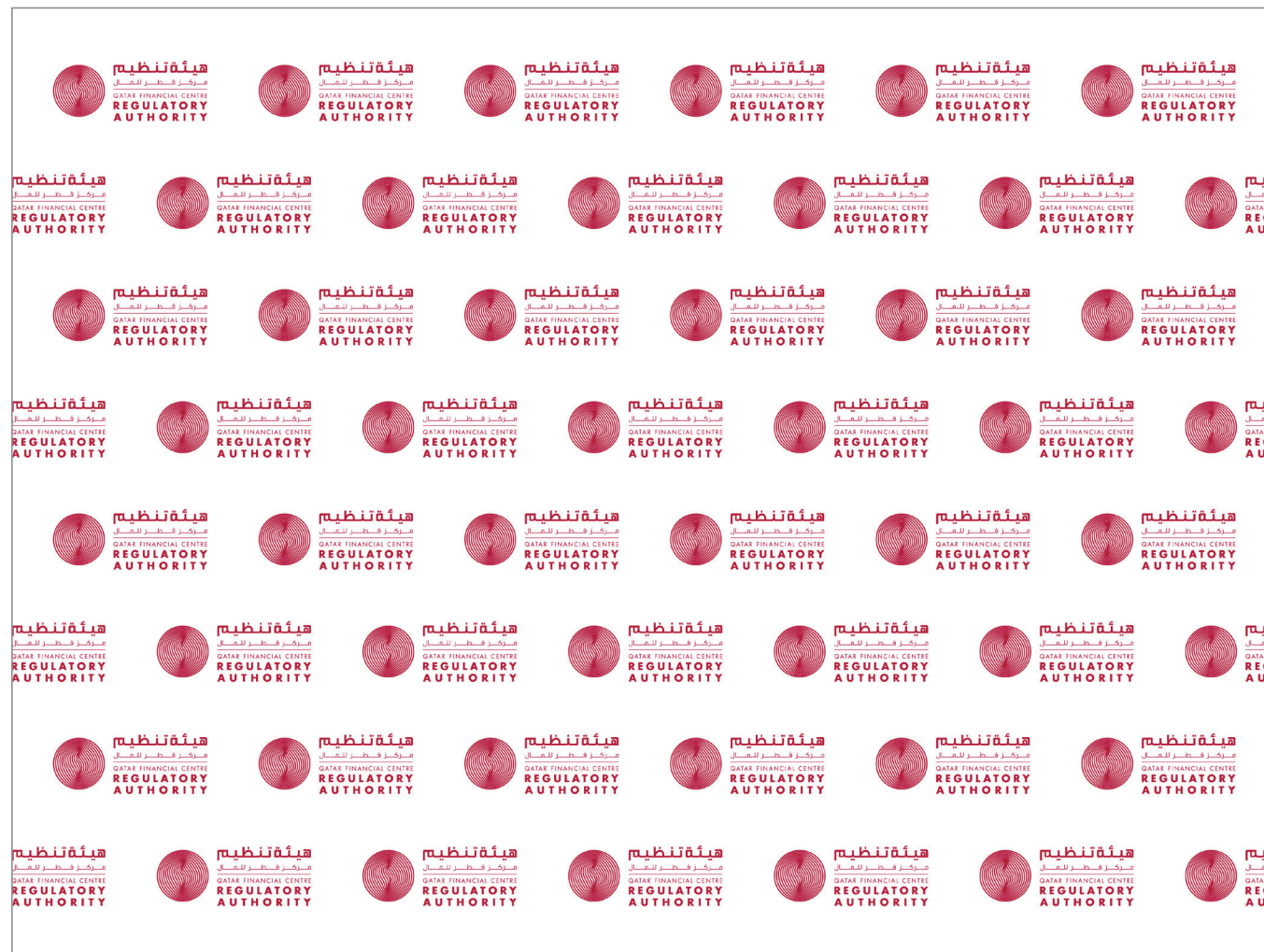
Shown here is an example of how to construct a backdrop. The template layout is based on the size of the logo. This is just an example, and can be changed depending on the size and content of the backdrop.



7.0

BACKDROP

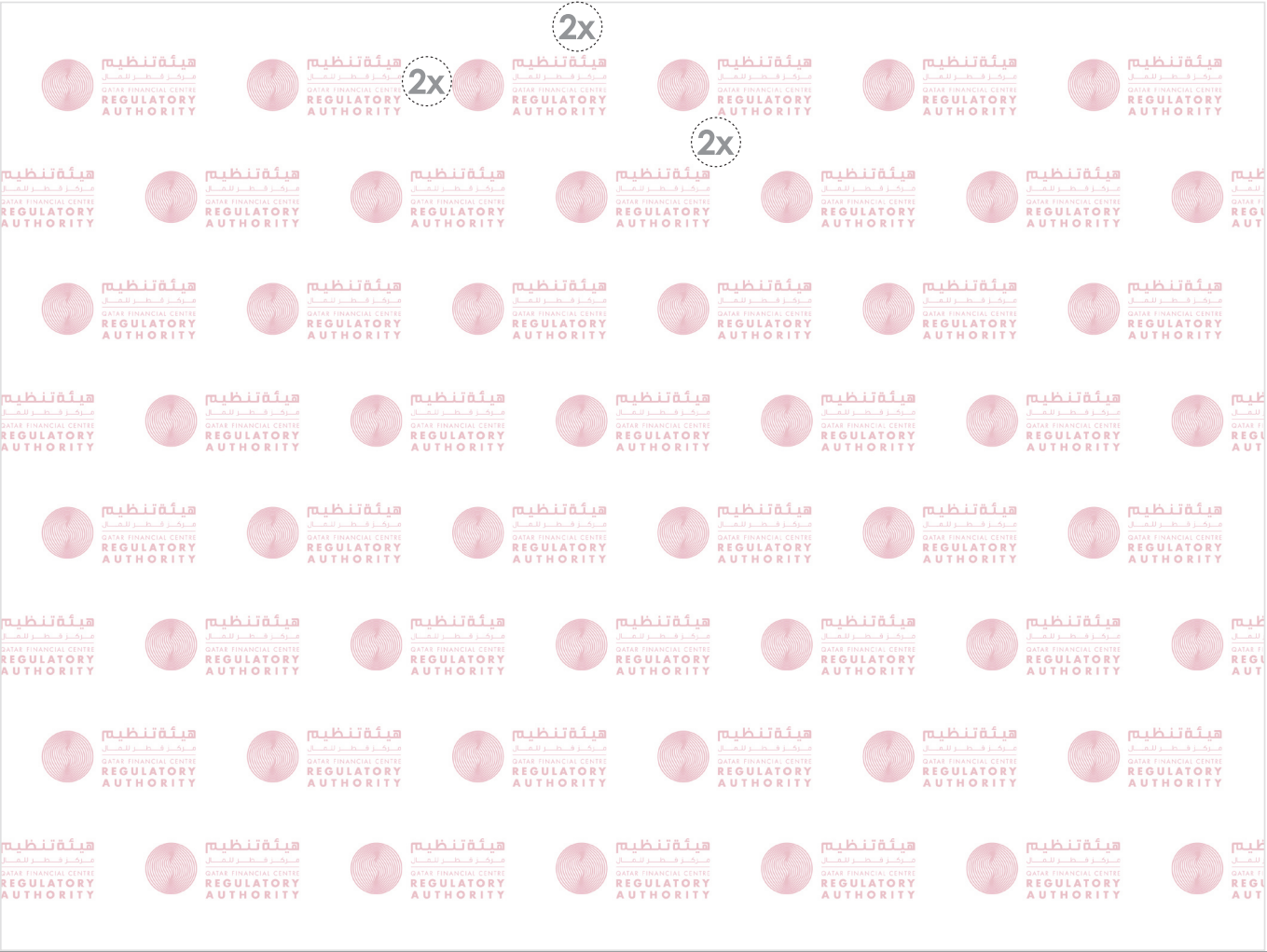
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7.0

CERTIFICATE

Shown here is an example of how to construct a certificate. The template layout is based on the size of the logo. This is just an example, and can change depending on the size and content of the certificate.



 **هيئة تنظيم**
مركز قطر للمال
QATAR FINANCIAL CENTRE
REGULATORY
AUTHORITY

Name of Certificate

is presented to

Name goes here

for having actively participated in

The Event Name goes here
held on event date and location here

Signatory One

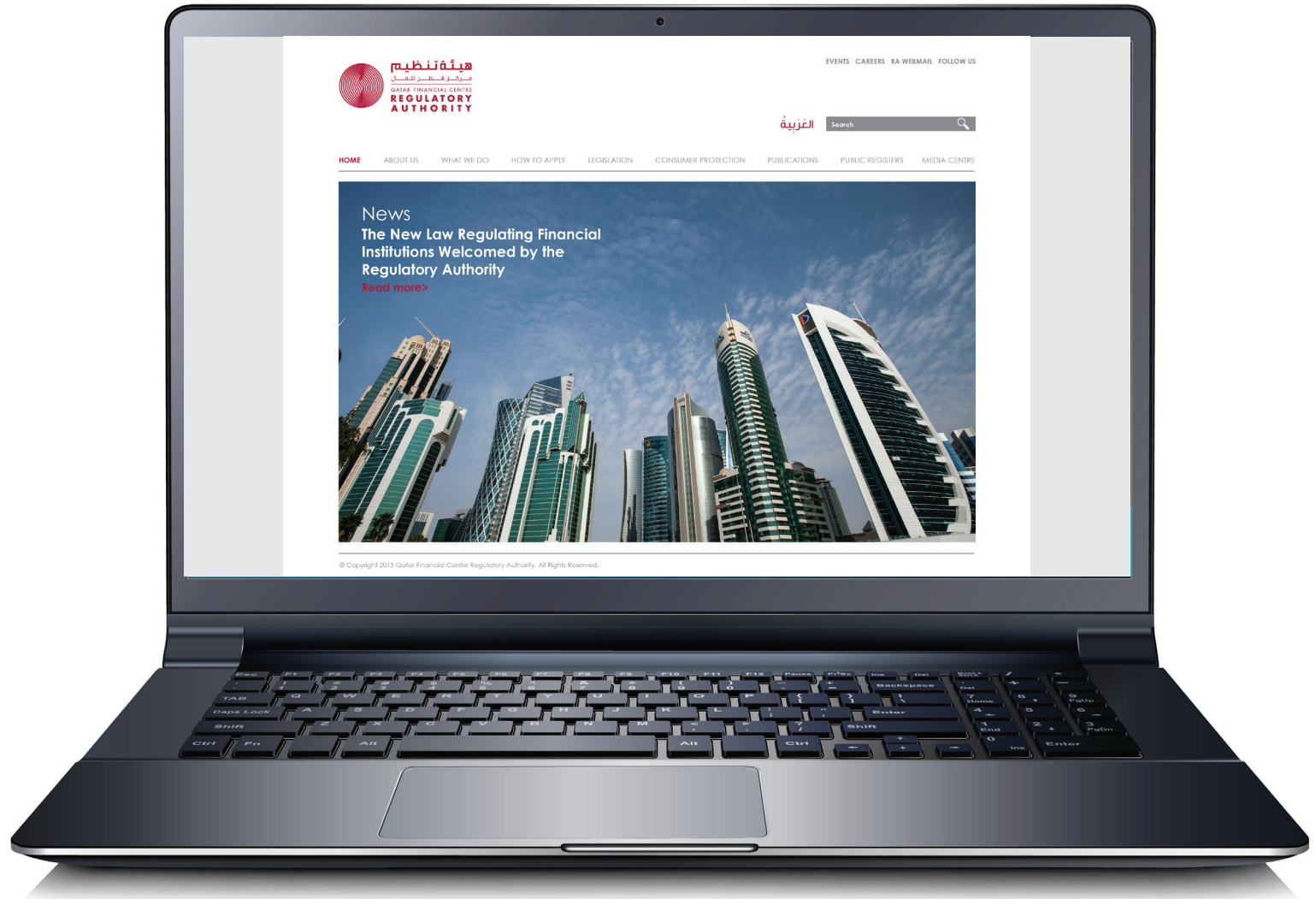
Signatory One

Signatory One

7.0

WEBSITE

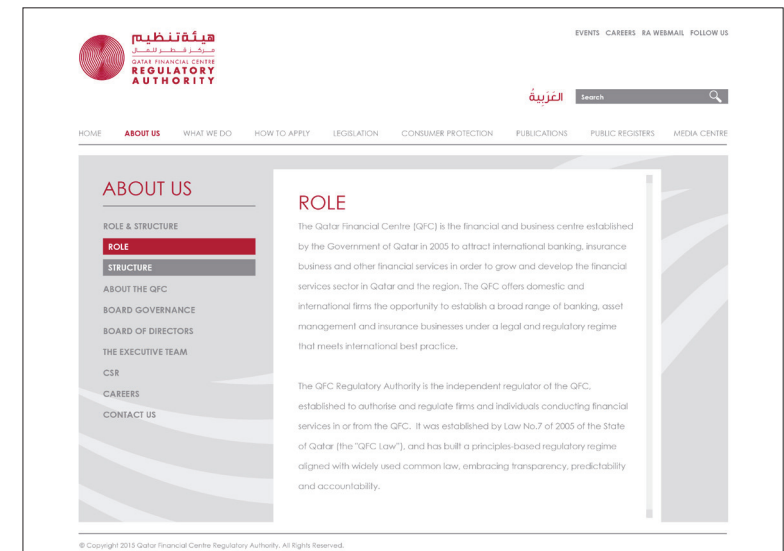
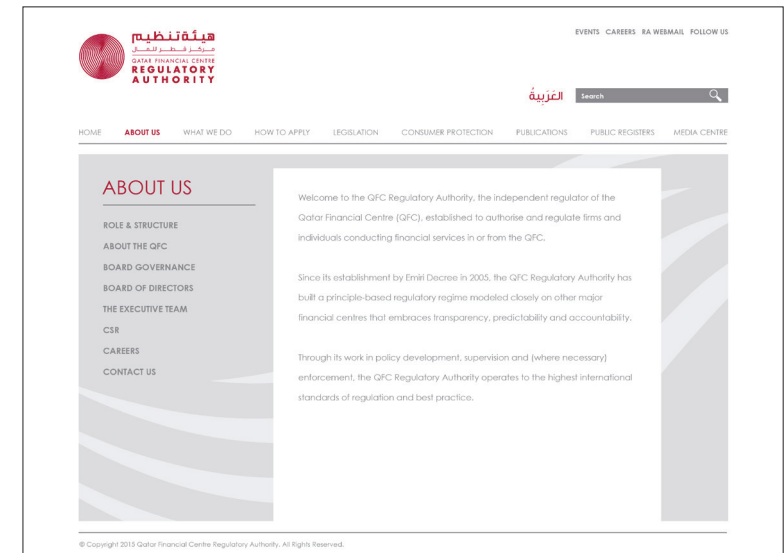
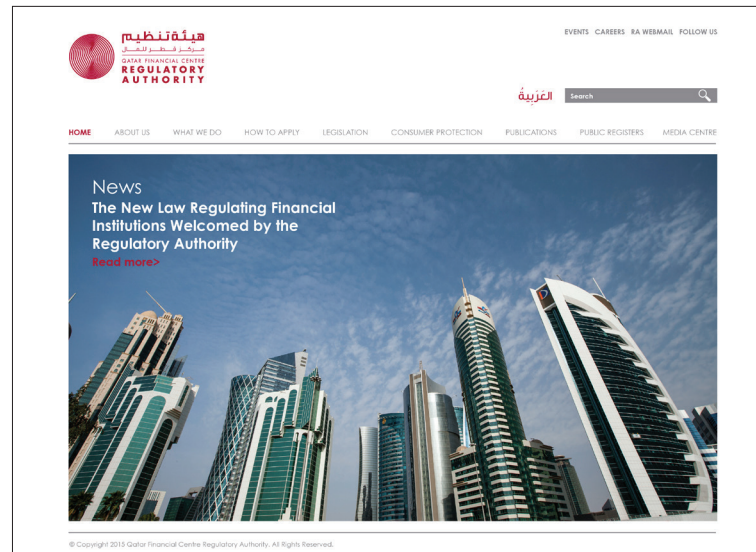
This is an example of how to construct a website. The template layout is partially based on the size of the logo. This is just an example, and can be changed depending on the size and content of the website.



7.0

WEBSITE

This is an example of how to construct a website. The template layout is partially based on the size of the logo. This is just an example, and can be changed depending on the size and content of the website.



7.0

POWERPOINT

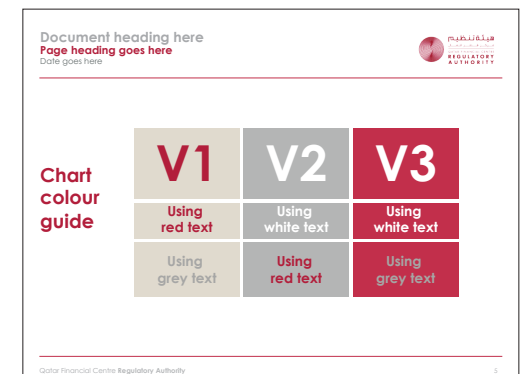
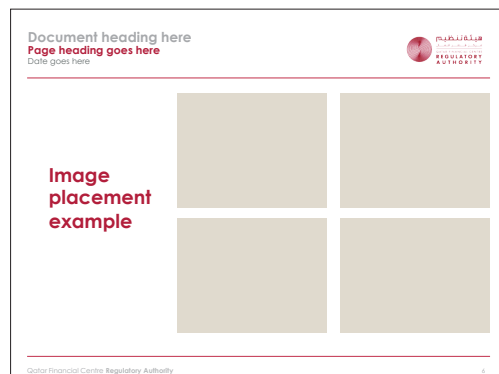
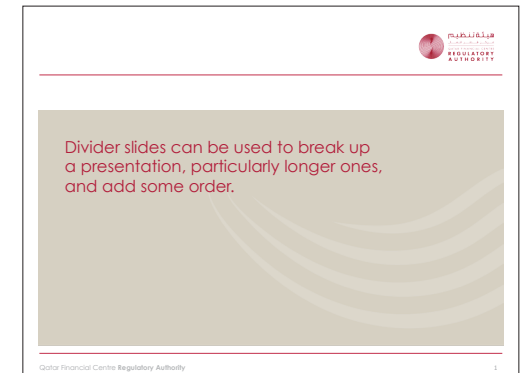
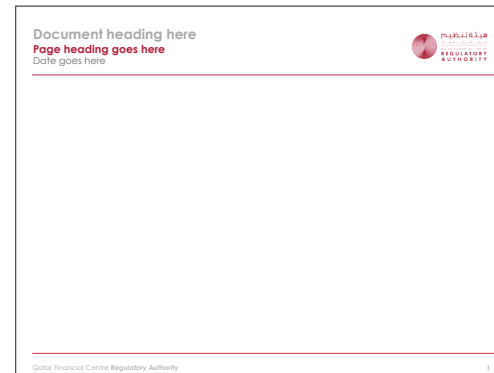
Here is an example of how to construct a Powerpoint presentation. The template layout is based on the size of the logo. This is just an example, and can be changed depending on the content of the Powerpoint presentation.



7.0

POWERPOINT

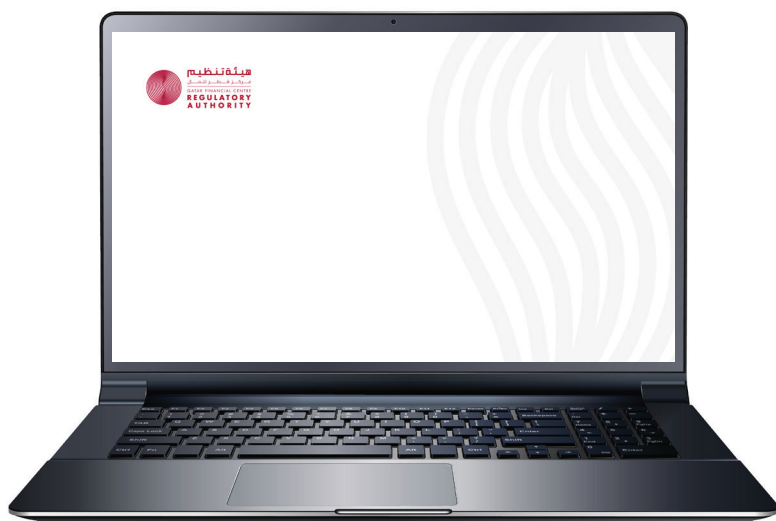
Here is an example of how to construct a Powerpoint presentation. The template layout is based on the size of the logo. This is just an example, and can be changed depending on the content of the Powerpoint presentation.



7.0

DESKTOP WALLPAPERS


Shown here are examples of desktop wallpapers. The template layouts are based on the size of the logo. These are just examples, and can be changed depending on the size and content of the wallpaper.



7.0

ELECTRONIC TEMPLATES

Shown here are examples of how to construct electronic templates for use in programmes such as Word and Excel. The logo should be used consistently wherever possible, and the templates should maintain the same fonts and colours. Due to the nature of the softwares and the content, the electronic templates may vary in design.



هيئة التنظيم
Gulf Finance Centre
REGULATORY
AUTHORITY


BANK ACCOUNT INFORMATION FORM

Name		Effective Date	
Bank Name			
Branch			
Branch Location / Code			
Account Number			

Kindly transfer all payments made to me (including monthly salary) into the above described account.

Signature	Date

If you are submitting this form to **change an existing bank account** or to **redirect payments**, please provide a letter from your current bank confirming that they have no objection to this change. As your sponsor, the RA has an obligation not to make any changes to the bank account, until this formality has been completed.



هيئة التنظيم
Gulf Finance Centre
REGULATORY
AUTHORITY

BUSINESS TRAVEL REQUEST FORM

Name	Date
Reason(s) for travel	
Do you have a valid Exit Visa <input type="checkbox"/> Yes <input type="checkbox"/> No	
Please outline any travel expenses which are to be met by another organisation	

FLIGHT DETAILS DEPARTURE FROM DOHA				
Name(s) of traveler(s)	Departure date	Departure time	Destination <small>PLEASE SPECIFY AIRPORT</small>	Seating request
Payment by R.A.			Other	


FLIGHT DETAILS RETURN TO DOHA		
Date of Departure from Destination	Time	

ADDITIONAL AIRFARE BOOKING INFORMATION		
Special requests	Meal request	
Q Miles / frequent flyer number		

ACCOMMODATION		
City	Hotel Preference	
Check in date	Check out date	
Additional requests		
Estimated Cost		

GROUND TRANSPORTATION		
<input type="checkbox"/> Rental Car <input type="checkbox"/> Driver <input type="checkbox"/> Taxi <input type="checkbox"/> Train <input type="checkbox"/> Other		
Pick up date / time	Drop off date / time	
Additional requests		

SIGNATURES / APPROVALS		
Employee	Date	
CEO/Managing Director	Date	



هيئة التنظيم
Gulf Finance Centre
REGULATORY
AUTHORITY

HEADING GOES HERE IN TYPE THIS SIZE AND COLOUR, NO ITALICS OR UNDERLINING

Doha, Qatar, date month 2014:
Text goes here in Century Gothic 10 pt.

---ends---

Media contact:
Felicity Glennie-Holmes
T: +974 4495 6721
M: +974 7702 4399
E: f.glennie-holmes@gfcra.com

About the GFC Regulatory Authority
The GFC Regulatory Authority is an independent regulatory body established by Article 8 of the GFC Law. It regulates firms that conduct financial services in or from the GFC. It has a broad range of regulatory powers to authorise, supervise and, when necessary, discipline firms and individuals. The GFC Regulatory Authority regulates firms using principle-based legislation of international standard, modelled closely on that used in major financial centres. Further details are available at www.gfcra.com

About the Qatar Financial Centre
The Qatar Financial Centre (QFC) is a financial and business centre established by the Government of Qatar and located in Doha. It has been designed to attract international financial services institutions and major multinational corporations and to encourage participation in the growing market for financial services in Qatar and elsewhere in the region. The QFC operates to international standards and provides a first class legal and business infrastructure for those doing business within the QFC. The QFC was created by QFC Law No. (7) of Qatar and has been open for business since 1 May 2005.

Gulf Finance Centre Regulatory Authority, PO Box 22969, Doha, Qatar
T: +974 4495 6000 F: +974 4495 6566 www.gfcra.com

PRESS RELEASE

Thank you