



QATAR 2022 **THE BEAUTIFUL** **GAME**

Making a bid to host the FIFA World Cup™ is a sure sign of a nation's ambition to become a major player on the global stage. Tasked with bringing their bid to life, we took their simple logo and created a complete brand identity around it.

Inspired by the gritty vigour of this youthful Arab state and full of the passion and energy of the beautiful game. The brand identity is bold, dynamic and flexible and as appealing to local Qatari people as it is to international business partners.