

QBIT Brand GUIDELINES



This document contains the necessary information to properly use the Qbit branding marks. Please follow it exactly.

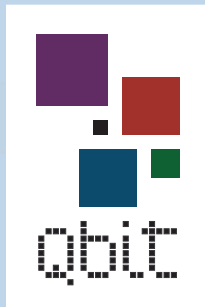


Corporate Logo & Colour Palette

Colouring

The colours for the Qbit brand icon were chosen because they are bold and rich as darker colours, giving a sense of sophistication, security, and trust. The colours chosen will help convey the company as knowledgeable in the industry. When recreating the brand icon, the colours must be adhered to. Provided are the colour palletes for the approved multi-colour, single colour, and two colour versions, as well as some examples. Whenever possible, please use a full colour version of the icon.

Full Colour

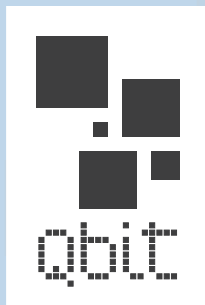


On light colours

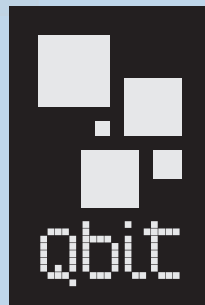


On dark colours

One Colour

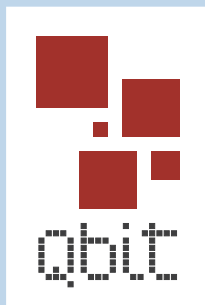


On light colours

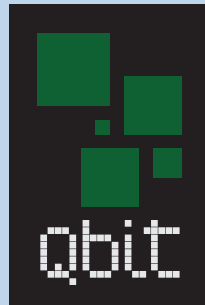


On dark colours

Two Colour



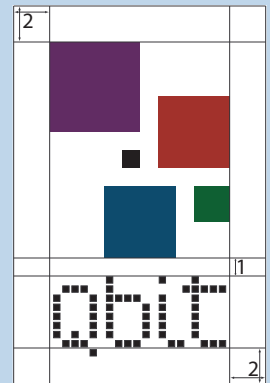
On light colours



On dark colours

Spacing

There must be adequate spacing around the logo icon and the logotype. The middle black square is defined as one unit, and the right green square is 2 units. The space around the logo icon and the logotype is to be at least 2 units wide without anything else. The space between the logo icon and logo type is to be 1 unit. This is demonstrated in the diagram to the right.



Qbit Dark Grape
C=74 M=100 Y=35 K=41
R=70 G=12 B=73



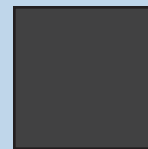
Qbit Crimson
C=25 M=100 Y=100 K=24
R=155 G=16 B=11



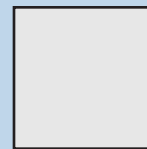
Qbit Indigo
C=100 M=89 Y=39 K=81
R=15 G=40 B=81



Qbit Emerald
C=83 M=46 Y=98 K=56
R=17 G=64 B=23



90% Black
C=0 Y=0 M=0 K=90
R=66 G=66 B=66



90% White
C=0 Y=0 M=0 K=10
R=231 G=231 B=231

Rules:

Full Colour: The centre 'square' in the icon must be black or white, no other colour. This applies to the test as well. The colours may not be "swapped" with one another, nor may they be changed.

One Colour: The whole logo must be '90% Black' or '90% White', no colours, including the other 'Qbit colours' may be used. Only when necessary may they be replaced with either pure black or pure white.

Two Colour: Only one of the four 'Qbit Colours' may be used for the brand icon. The text must be black or white.

General: No colour may be substituted for any other unless otherwise specified. The surrounding background colour must differ from the icon and text enough for them to be easily distinguishable

Corporate Fonts

Agency FB Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

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

calliper stairstep

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

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

calliper regularcubed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

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

blackgold regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

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

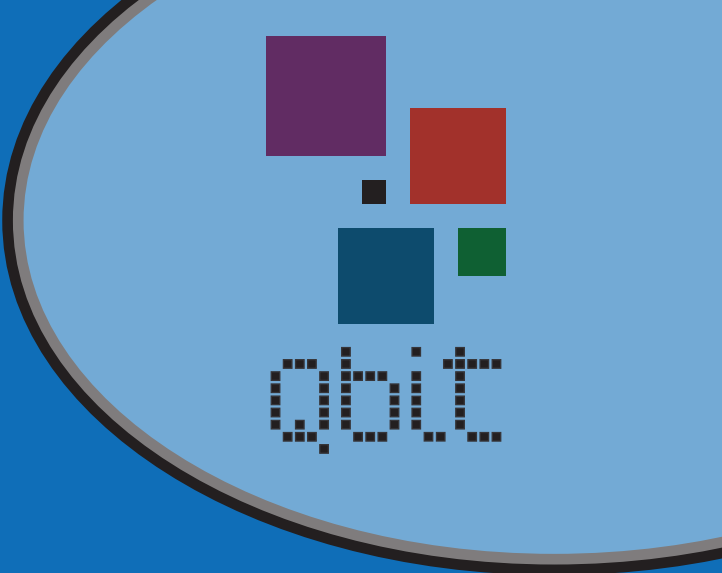
We have chosen three fonts, one with two options, to represent our company. We chose these fonts because they remind the viewer of technology and tech products, since we are a software training company, it only made sense. Our primary font for documents is Agency FB Regular. It should be used for titles and text of documents that range from very informal to casual, and even a little more formal than that, as long as they are released to the general public. You may notice it as the prevailing font in this document.

The next set of fonts is Callister. Callister Stairstep is to be used for document titles, like the cover of this booklet. Callister RegularCubed is the base font for our logo, it may be used in place of Callister Stairstep where deemed suitable.

The Final font is Blackgold Regular, it has been designated as an 'alternative' font, which may be used to replace one of the Callister fonts where it is unavailable. It may also be used for titles within a document instead of Agency FB.

Using as a logotype

If you want to imprint the 'Qbit' brand on something, using brand icon and type would be preferable, but for certain situations, text may be the only option. Since the Qbit logotype is a variant of Callister RegularCubed, that font would be the primary replacement. Please note that it is not this font exactly, but it is derived from it. After that, Callister Stairstep, Blackgold, then Agency FB, should be used, in that order, if the previous font is unavailable.



created by
Thomas Breffitt



Graphic design
IMD 1001_010

