



V1.0

# Brand guidelines



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# 1.0 Brand elements





Q4 is the capital markets access platform, an integrated network that enables issuers and investors to connect and engage.

The two characters that make up our Q4 logo are different perspectives of a single three-dimensional shape seen from two different angles.

Although our logo is made up of two separate characters, it is as unified and connected as the product that it represents.

3D logo  
Full color



Flat logo  
Q4 Blue



Black &  
Reversed out



**Our 3D logo** is our main logo. It should be used whenever possible in either still, shown here, or animated form as seen on the next page.

See page 1.6, 'Using our 3D logo' for approved applications.

! Our 3D logo has been supplied as a high resolution PNG. When printing, please ensure the effective PPI of the logo does not drop below 300.

**Our flat logo** is our secondary logo. It should only be used in instances when our primary 3D logo is inappropriate, such as single color printing or when a size below the 3D logo minimum size is needed.

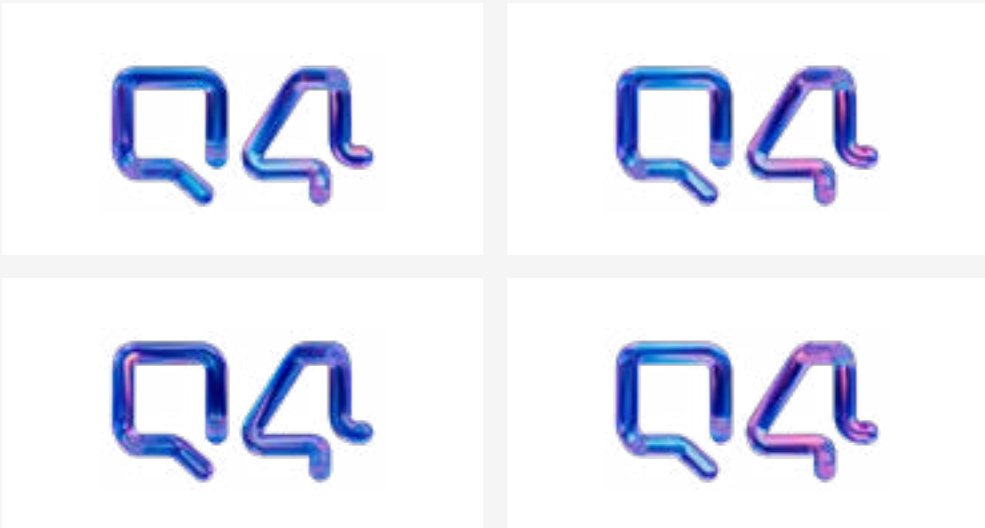
See Page 1.7, 'Using our flat logo' for approved applications.

**Always use original artwork and follow the logo guidelines.**

Animation 1:  
Q4 loop



Animation 2:  
Q4 shimmer



Animation 3: Q4 split (5 sec)  
Animation 4: Q4 split (10 sec)



Wherever possible, we use an animated version of our logo. We have created three variations to cover all use case eventualities.

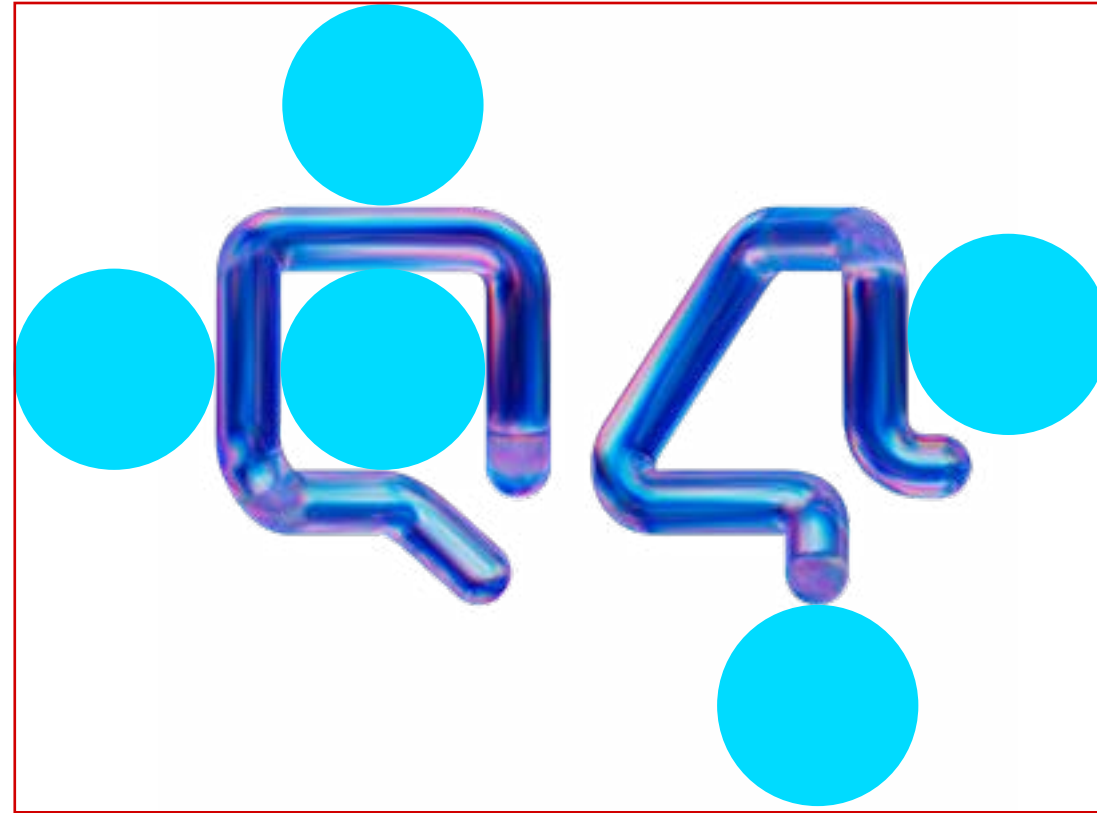
**Animation 1: Q4 loop**  
The ever-spinning ‘Q to 4 and back again” loop is our primary animation. Use the Q4 loop on anything from screensavers to e-blasts to loading animations on digital applications such as the Q4 platform.  
[vimeo.com/820872669](https://vimeo.com/820872669)

**Animation 2: Q4 shimmer**  
The shimmer animation is the most subtle of our animations. It has a subtle movement within the static logo form. It has been developed as a key brand asset, providing texture and interest, without being dominating.  
[vimeo.com/820872699](https://vimeo.com/820872699)

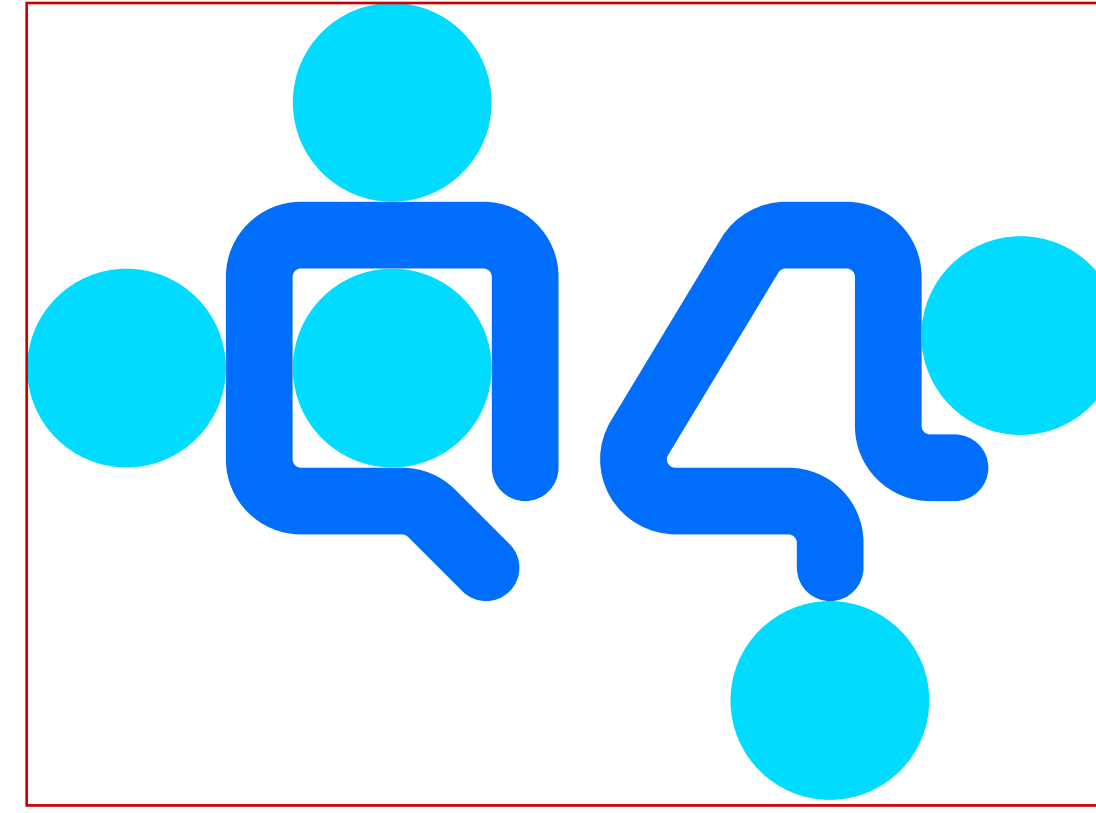
**Animations 3 & 4: Q4 split (5 & 10 sec)**  
The two Q4 split animations offer a combination of the Q4 shimmer and the Q4 loop animations. At first these variants move like the Q4 loop, but after their respective rotations are complete, the characters split and the logo forms a shimmering static Q and 4.  
5 sec: [vimeo.com/820872735](https://vimeo.com/820872735)  
10 sec: [vimeo.com/820872760](https://vimeo.com/820872760)



3D logo



Flat Logo



Never use less than the minimum clear space indicated here for any logo that you are working with.

Clear space applies to borders, such as edges of an app icon as well as other objects.





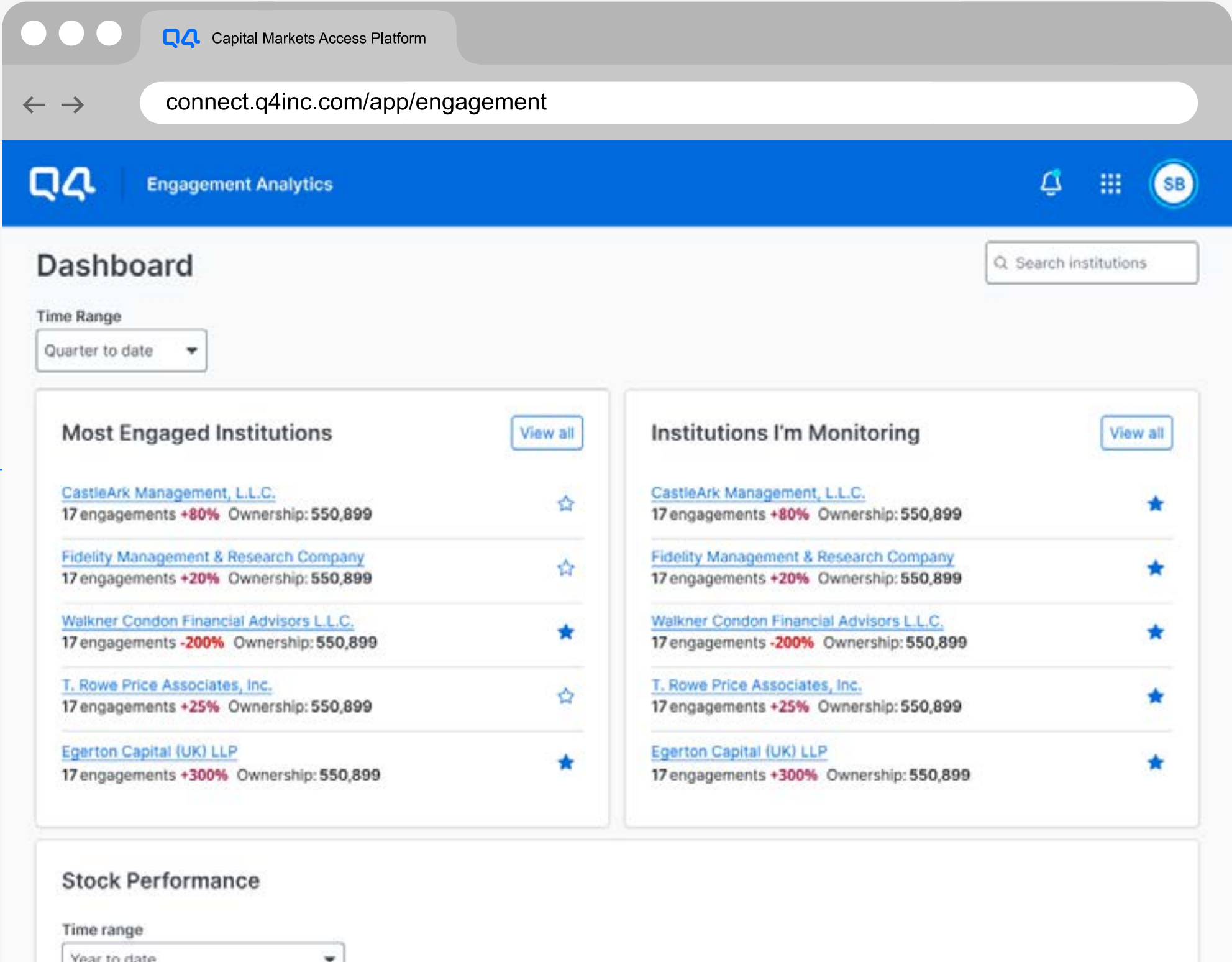
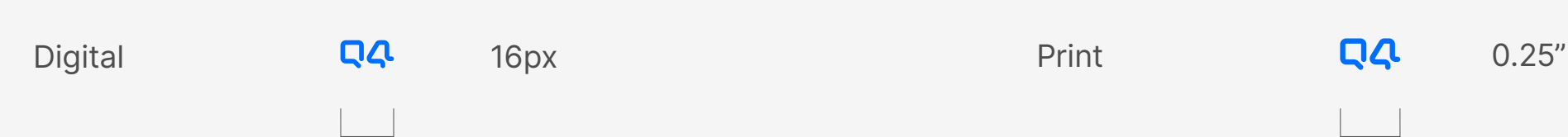
3D logo



Our 3D logo should be used wherever possible. However, it must never be used below the sizes specified here. The flat logo must always be used when the 3D minimum size cannot be met.

! Print sizes shown here are accurate when viewed at 100% 11x17in size. Digital size examples are for reference only. Always follow the pixel values listed to ensure correct usage.


Flat logo






3D logo correct use

✓




Do use our 3D logo on white.

✓




Do use our 3D on black.

✓




Do use our 3D on light gray.

✓




Do use our 3D logo on smooth, less blue areas of our zoom textures.

✓



Do place our 3D logo on any of the gradients other than blue.


✓



Do use or 3D logo at minimum size (65px/0.9375”in) or above


3D logo misuse

✗




Don't place our 3D logo on top of Q4 Blue.

✗




Don't use our 3D logo on blue areas of our zoom textures.

✗




Don't alter the proportions of the Q4 logo.

✗




Don't place our 3D logo over busy parts of images.

✗



Don't place our 3D logo on any brand color other than white.



✗





Don't place our 3D logo on the blue gradient.

Consistent representation of our Q4 logo helps build strong brand awareness and recognition. Make sure that the logo is always legible. Never alter the original artwork. Above are some examples on how to use our 3D logo and some common mistakes to avoid.



Flat logo correct use





Do use the blue logo on white/gray background.





Do use the black logo on white/gray background.





Do use the white logo on blue background.



Do use the white logo on black background.





Do use the white logo on zoom crop.





Do use the white logo any gradient background.



Flat logo misuse





Don't reverse the logo out of any unapproved colors.





Don't use unapproved colors for our logo.





Don't alter the relationship between letterforms in the logo.



Don't place our flat logo over busy parts of images.



Don't alter the proportions of the Q4 logo.



Don't add a drop shadow to our logo.

Consistent representation of our Q4 logo helps build strong brand awareness and recognition. Make sure that the logo is always legible and never alter the original artwork. Above are some examples on how to use our flat logo and some common mistakes to avoid.



Core palette

Primary

Q4 Blue

RGB 0.110.250

HEX #006add

CMYK 95.60.0.0

PMS 2174 C

PMS 2194 U

Secondary

White

RGB 255.255.255

HEX #ffffff

CMYK 0.0.0.0

Light Gray

RGB 244.244.244

HEX #f4f4f4

CMYK 3.2.2.0

Dark Gray

RGB 77.77.77

HEX #4d4d4d

CMYK 65.58.57.36

Black

RGB 0.0.0

HEX #000000

CMYK 0.0.0.100

Tertiary

Deep Blue

RGB 48.40.209

HEX #4533ee

CMYK 95.85.0.0

Cyan

RGB 0.208.242

HEX #00dbff

CMYK 51.2.0.0

Magenta

RGB 221.31.106

HEX #dd276a

CMYK 0.90.10.10

Orange

RGB 255.95.46

HEX #ff5f2e

CMYK 0.77.87.0

Green

RGB 0.168.56

HEX #00a838

CMYK 80.5.100.0



Gradient mesh

Our gradients are created using the gradient mesh tool. Although we have supplied the working files to ensure maximum resolution, the mesh structures and colors should never be changed.

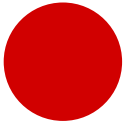
See pages 2.2-2.6 for guidance on gradient use.

Warning system

We have a quarternary color system to alert customers to specific information. These colors are the background colors for buttons that signal content significance within our platform(s). These colors must be used in conjunction with the text colors specified here.

These colors are NOT part of the core brand and should never be used beyond their button function.

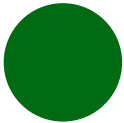
!



**Red**  
RGB 235.0.0  
HEX #eb0000  
CMYK 0.100.100.0  
(use white text only)



**Yellow**  
RGB 242.211.54  
HEX #f2d336  
CMYK 6.13.90.0  
(use black text only)



**Green**  
RGB 0.133.44  
HEX #00852c  
CMYK 87.23.100.10  
(use white text only)

Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@&\*(-)<->[.,:;]#\$\$%

Regular  
Medium  
Semi-Bold  
Bold

System font  
**Arial Bold**  
Arial Regular

Our brand typeface is Inter

Inter is a typeface carefully crafted & designed for computer screens by Swedish type designer [Rasmus Anderson](#). Inter features a tall x-height to aid in readability of mixed-case and lower-case text. Several OpenType features are provided as well, such as contextual alternates that adjust punctuation depending

on the shape of surrounding glyphs, slashed zero for when you needed to disambiguate “0” from “o”, tabular numbers, etc.

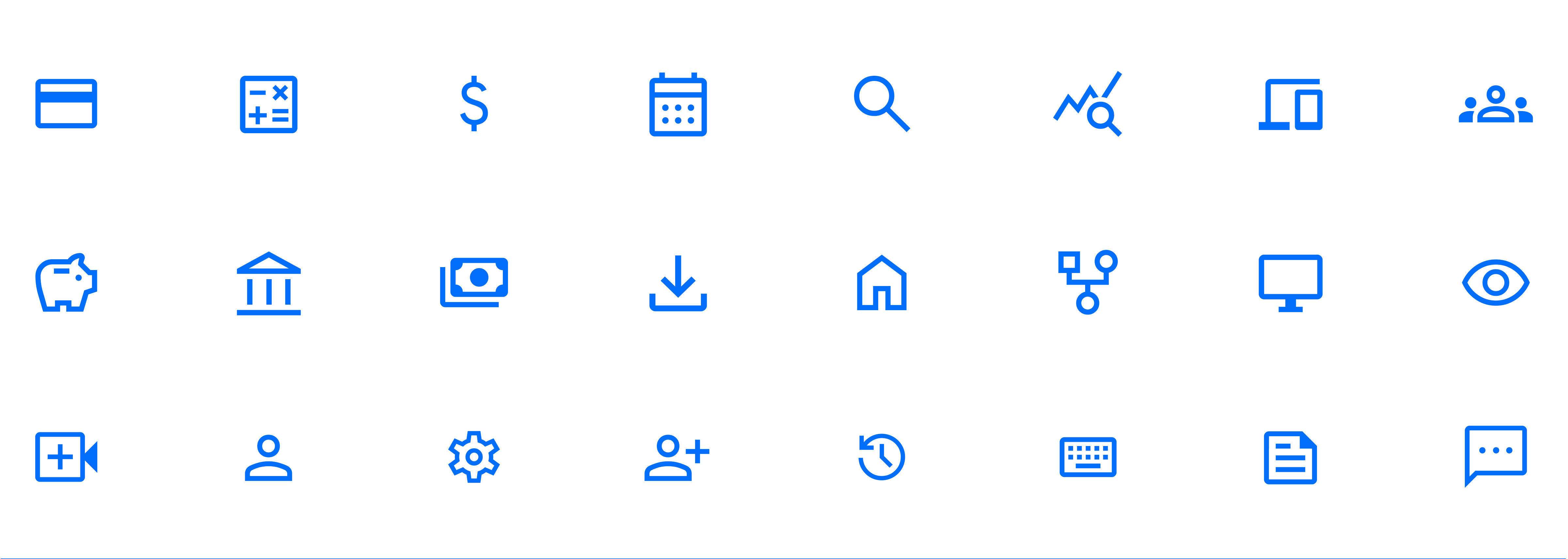
Inter is available through either [Google Fonts](#) or the typefaces original [foundry](#). It is free to use from either.

! We never use than the four weights shown here.

Our system font is Arial

In situations where Inter is not available such as Microsoft programs, use Arial. **Don’t** any other system fonts.



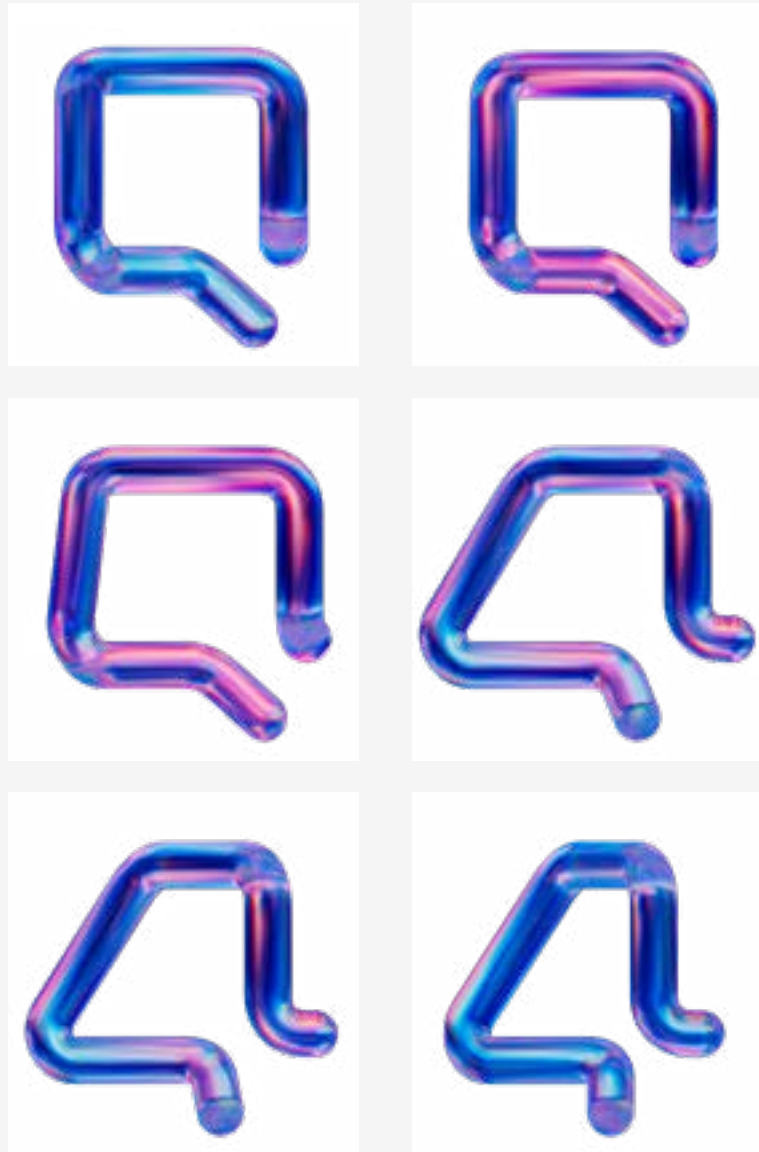


We source our icons from Google Fonts

To ensure consistency and usability we source all our icons from [Google Fonts](#) symbol library.

Before downloading from the Google Fonts library, please ensure that the following settings are correctly applied:  
**Style: Outlined, Fill: 0, Weight: 400, Grade: 0, Optical Size: 40**

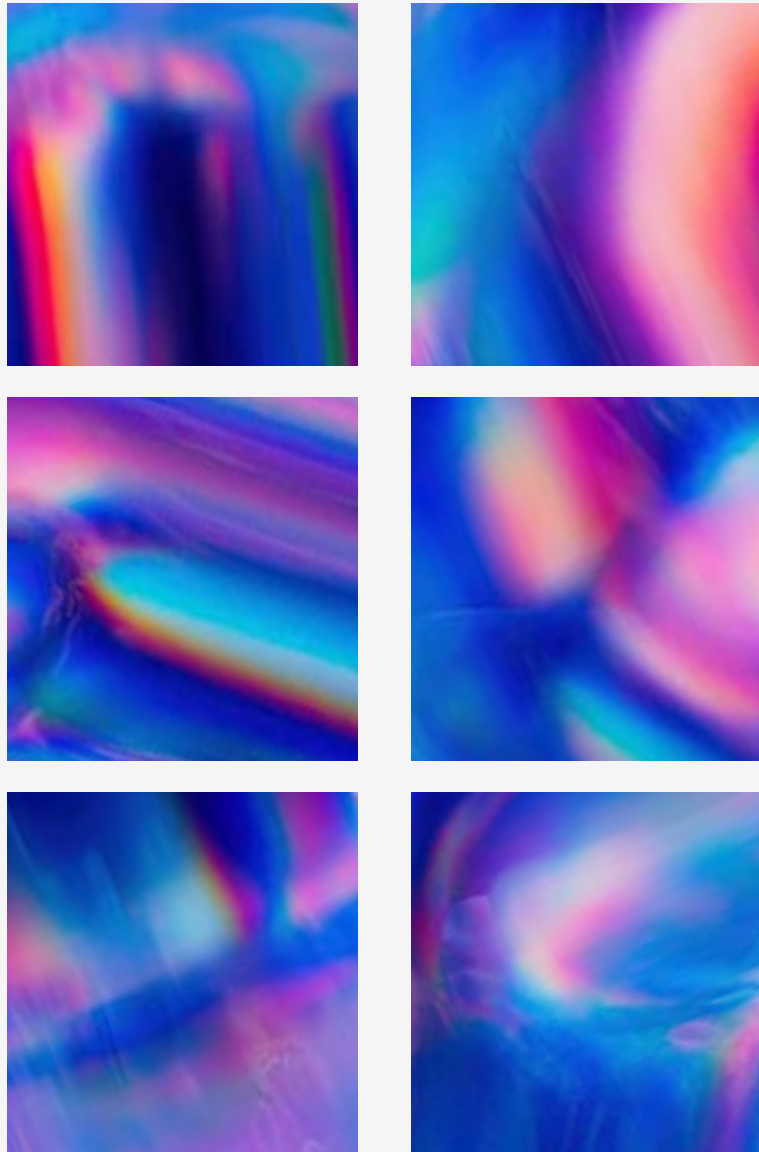
Full crop (6x)



Zoom (6x)

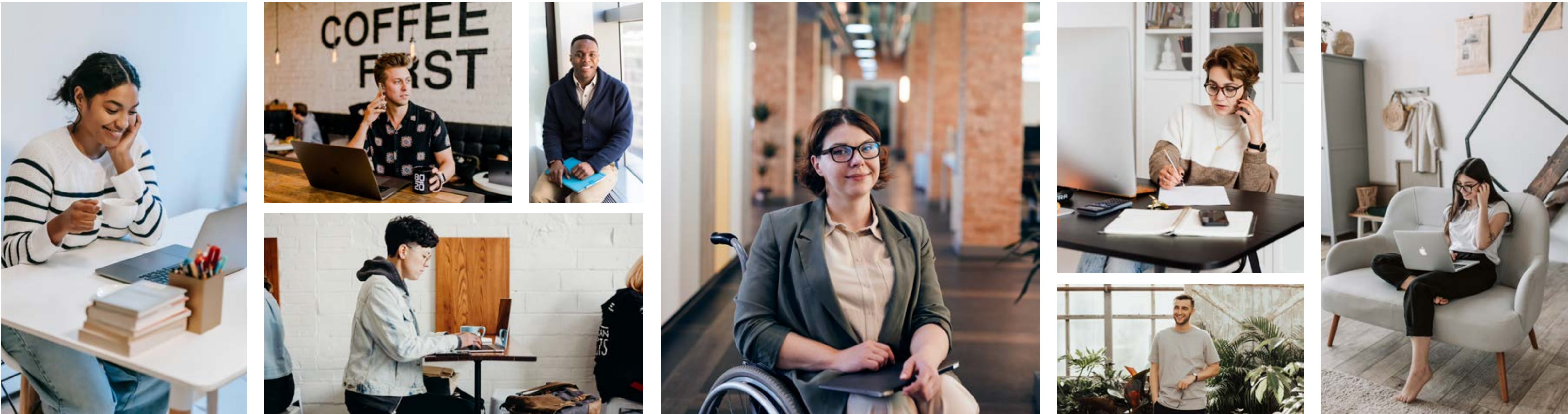


Superzoom (6x)



A number of crops have been selected from the animated logo for use as part of our visual identity system. These crops are available in super high resolution. Crops should always be used in accordance with the brand guidelines. See page 2.1, 'Supergraphic crop do's and don'ts' for more detail.





Light, bright and relaxed portraiture makes our brand friendly and approachable. Subjects should never be too formal and, where appropriate, should always be engaged in their task or activity.

Locations should be a mix of office, home office and public space. They should be selected for their natural light and primarily white interiors.

All images in these brand guidelines have been sourced from Unsplash or Pexels. They are free to use.

! When selecting images of people, always consider diversity and inclusivity.



File naming examples



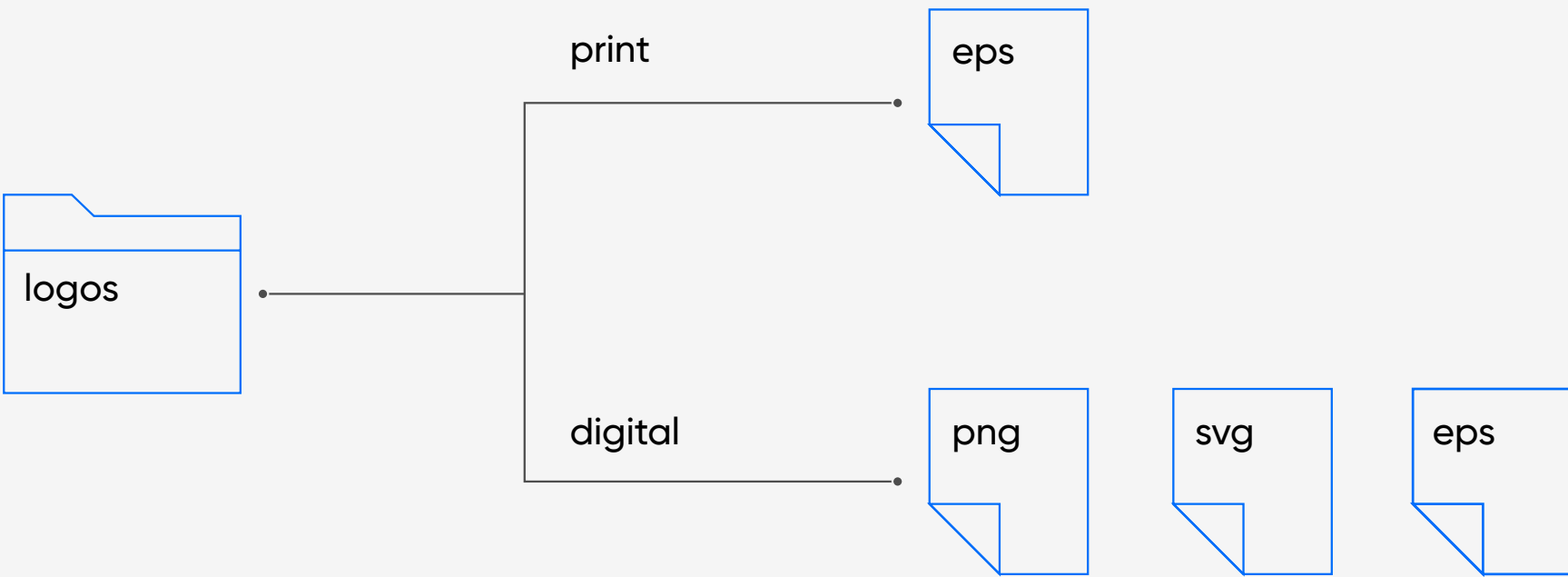
Q4\_logo\_blue\_pms.c.eps



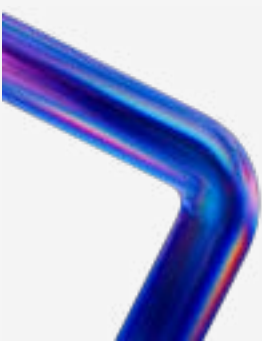
Q4\_logo\_rotate\_motion.mp4



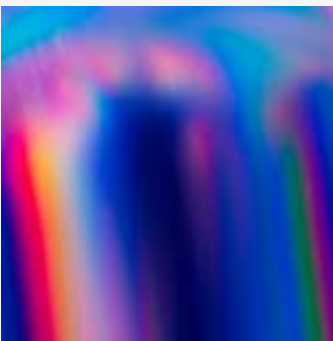
Q4\_grad\_blue\_rgb.png



Q4\_full\_crop\_01.png



Q4\_zoom\_01.png



Q4\_super\_zoom\_01.png

We have developed a file naming structure to help you find files easily.

Always use the file type appropriate to your usage requirement.

Each file is available in a format specific to print and digital applications.

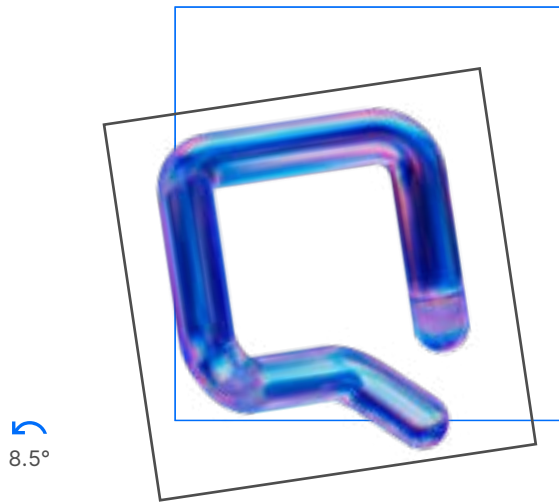


# 2.0 Visual identity

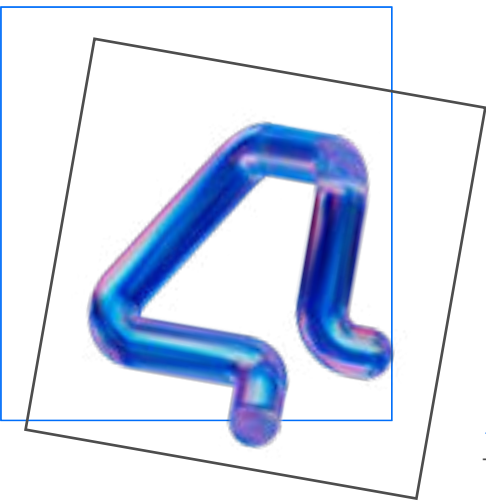


Full crop

✓ Do

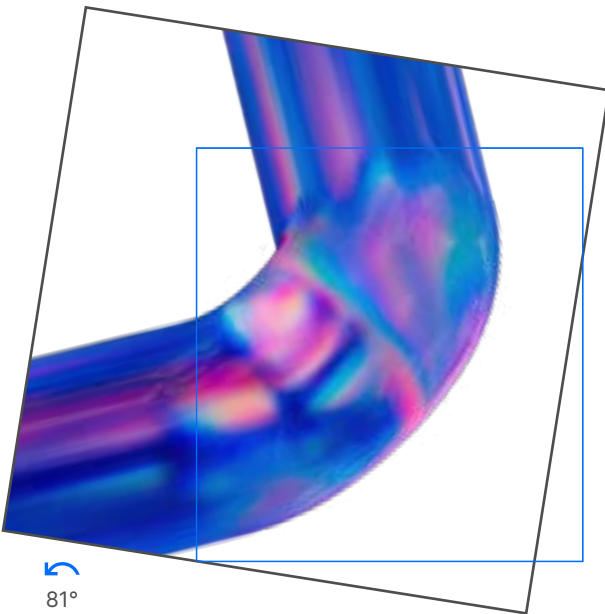


Do ensure part of the design is bleeding off two or more edges when placing the full crops.

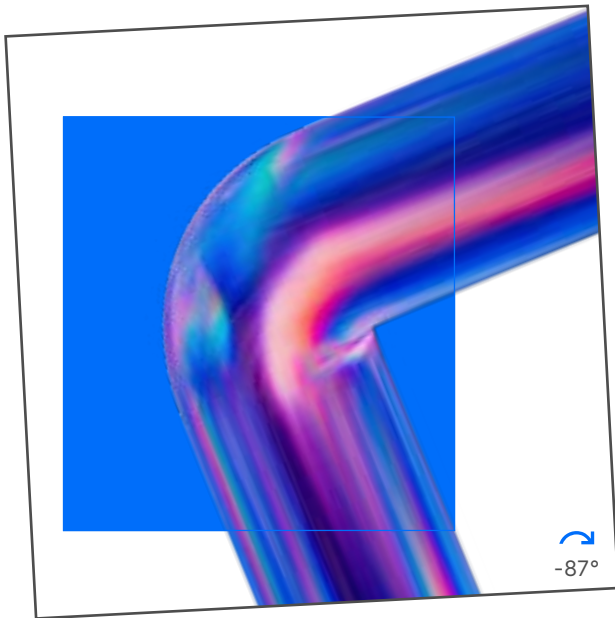


Do position the full crop to minimize showing too many of the shape terminations.

Zoom

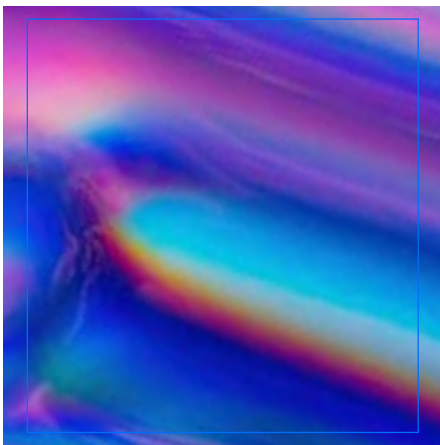
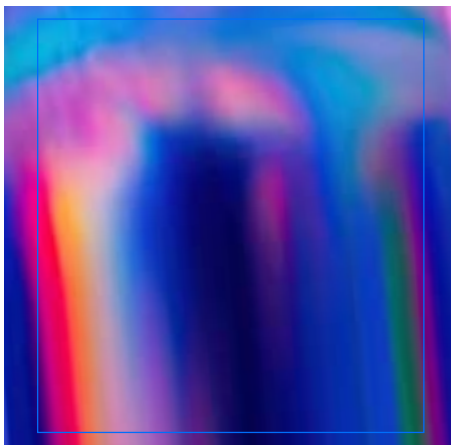


Do ensure part of the design is bleeding off two or more edges when using the zooms.



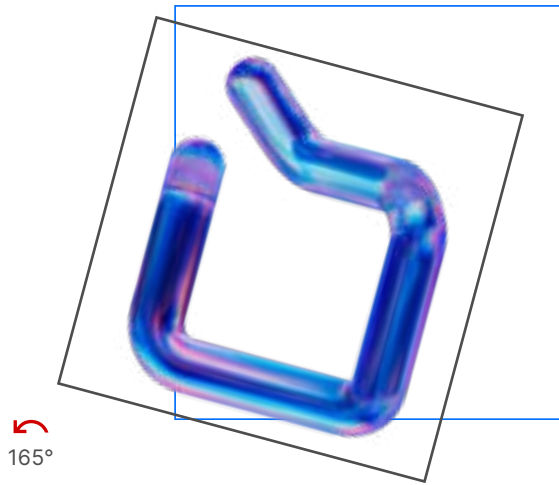
Do used the zooms on a blue background.

Superzoom

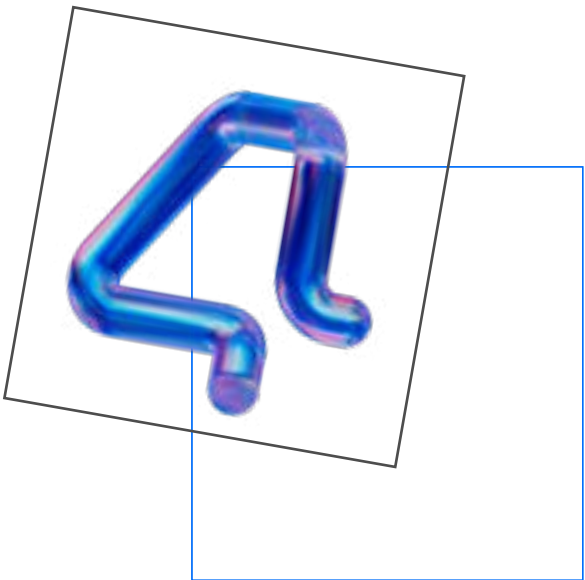


Do ensure the entire design is bleeding off all edges when using superzooms.

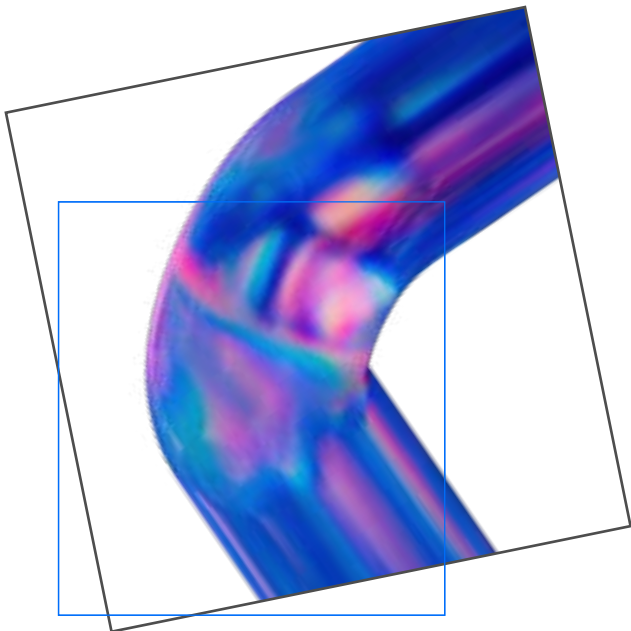
✗ Don't



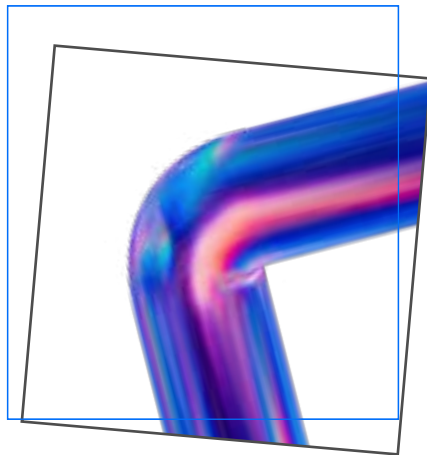
Never rotate the full crops beyond 25° in either direction.



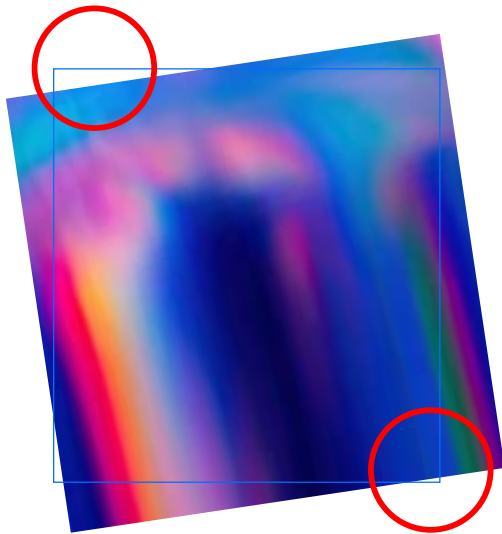
Never position the character so that it is illegible. Avoid creating awkward crops.



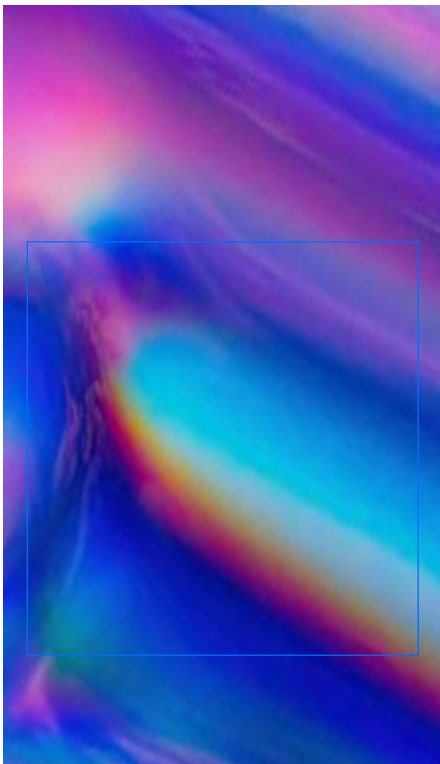
Don't show edges of the zoom frame.



Never let the shape get too thin or 'elbow like'. Always aim to take up roughly 50% of space available.



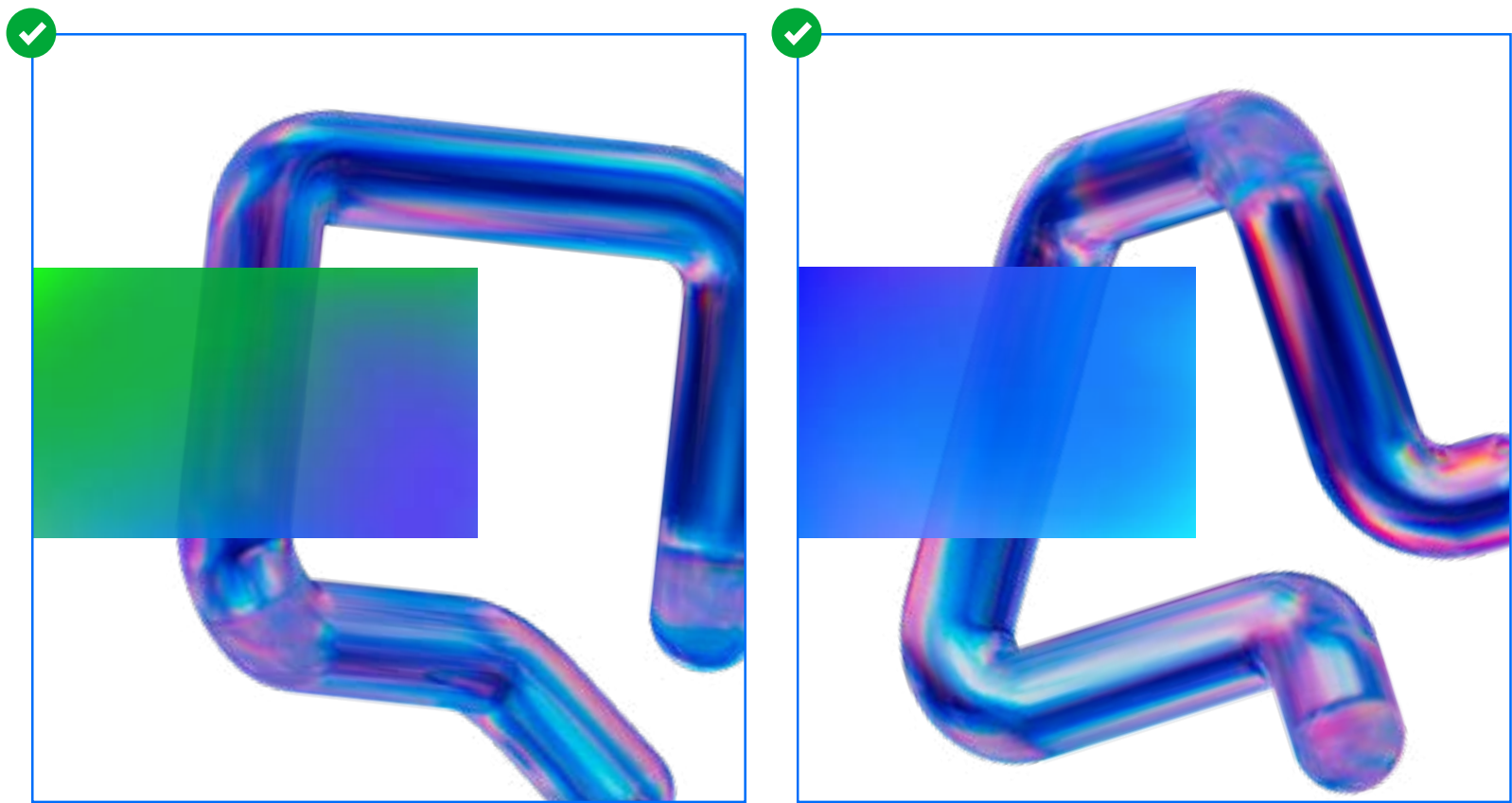
Never include the edges of the superzoom within the design.



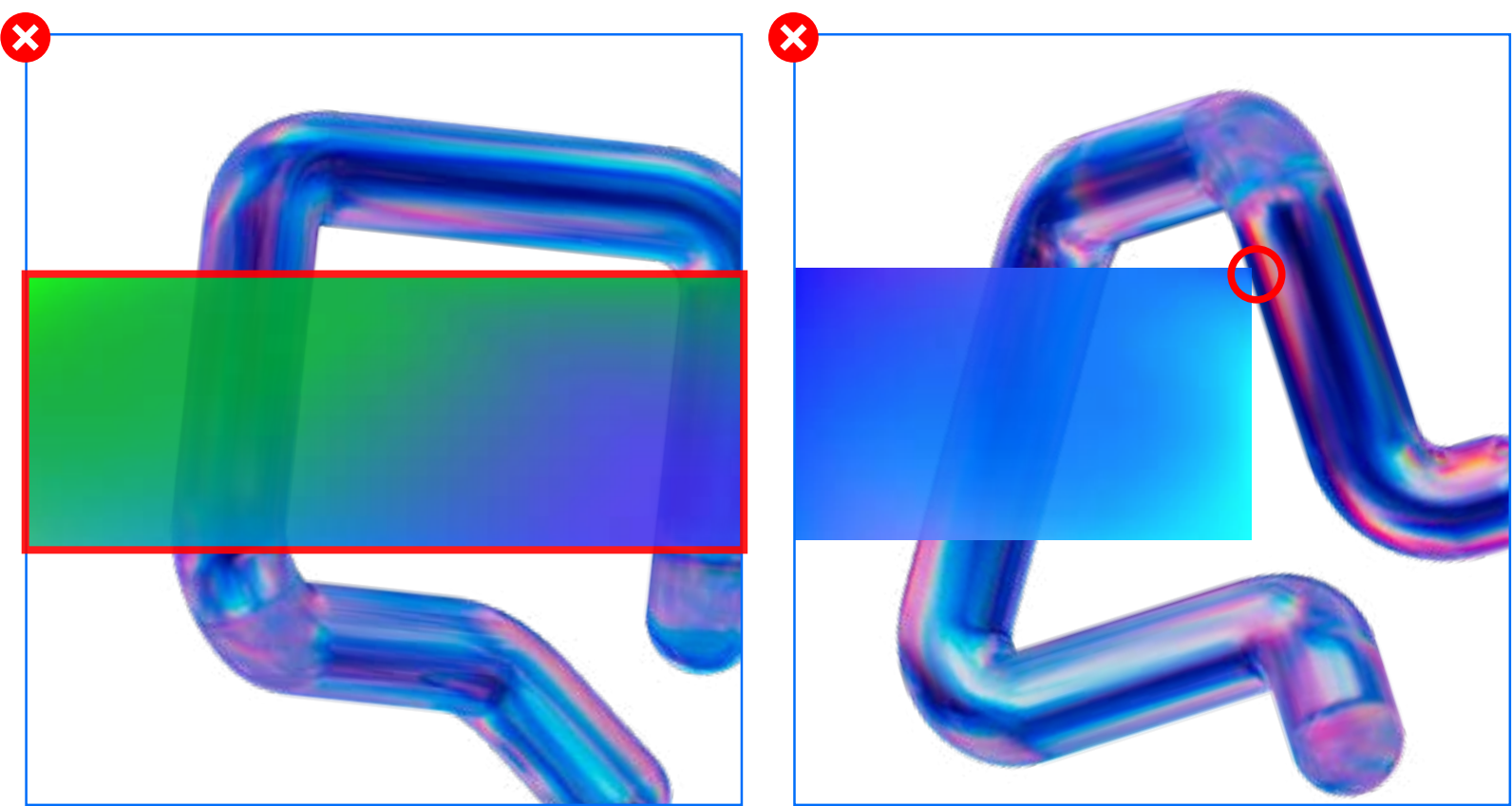
Never stretch the superzooms to distort the image further.



Do



Don't



**Never** let the banner go over two thirds the width of the design.

**Don't** let corners of the panel touch the background awkwardly.

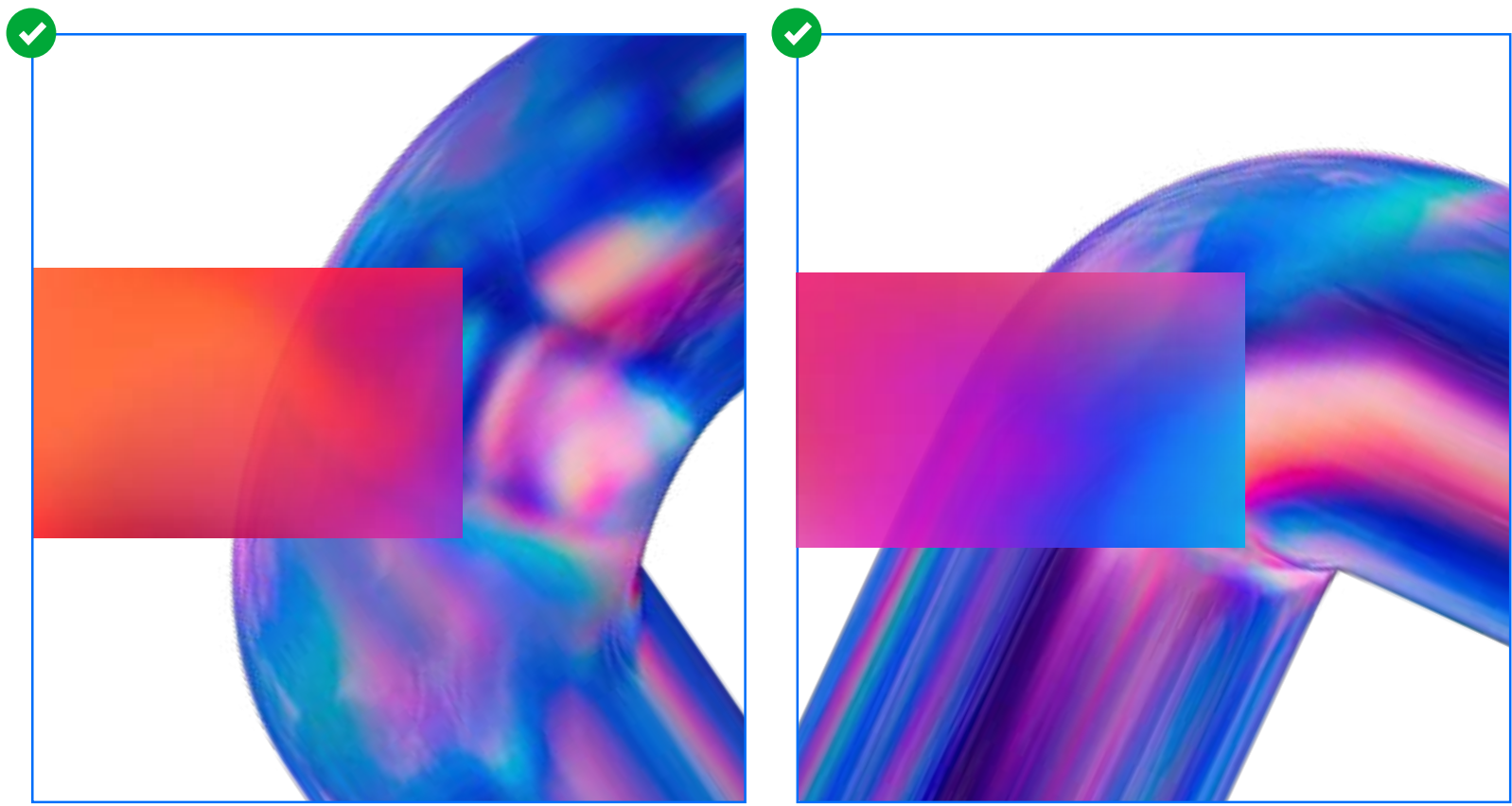
**All gradient bands must be set to 90% opacity.**

When applying the gradient band, always anchor it to the left of the design.

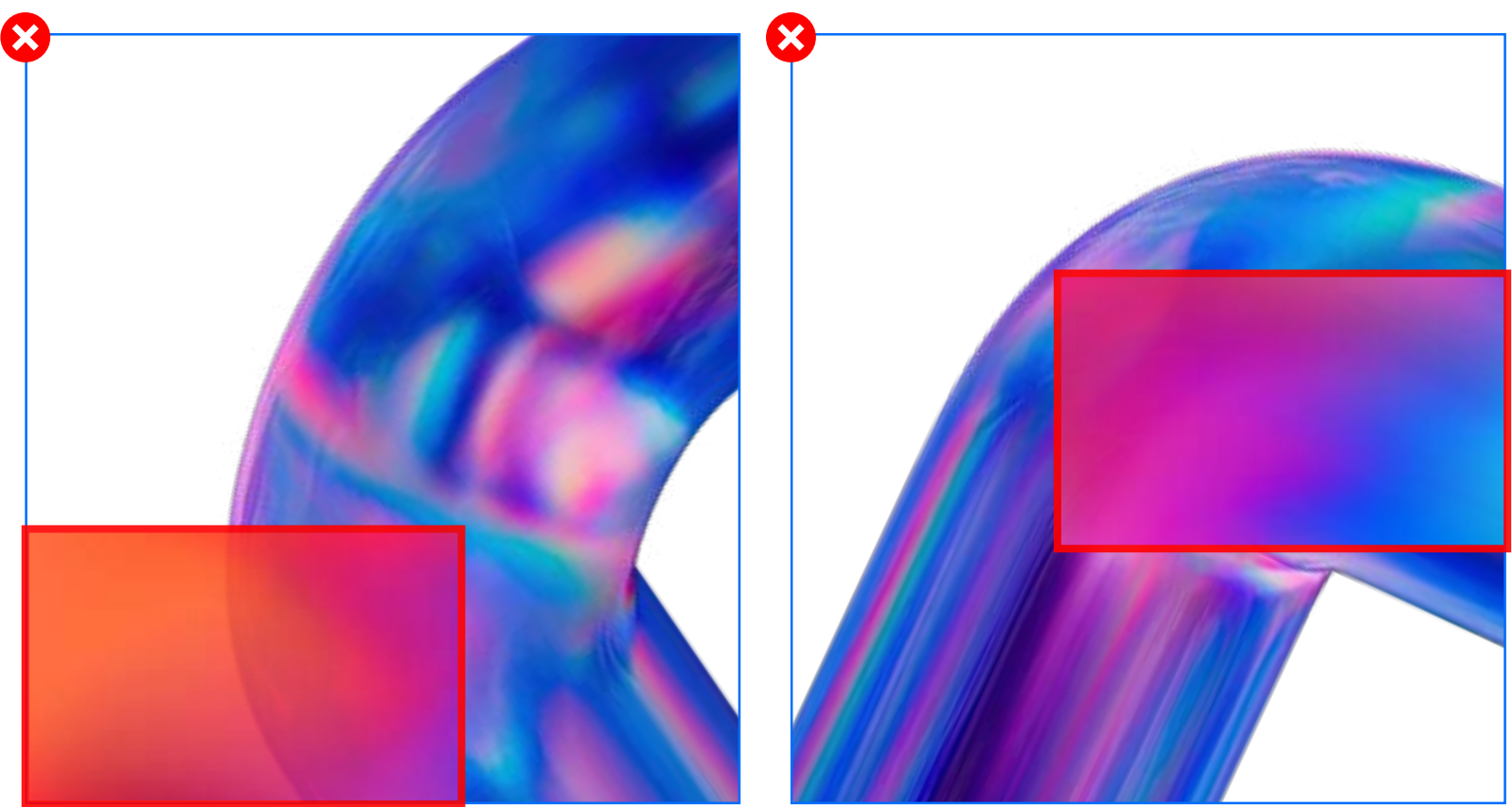
The gradient band should never extend more than two thirds of the width of the design.

Always use the supergraphic.  
Never enlarge the logo file.

Do



Don't



**Never** let the band bleed off any edge but the left.

**Don't** anchor the panel to the right hand side of the design.

**All gradient bands must be set to 90% opacity.**

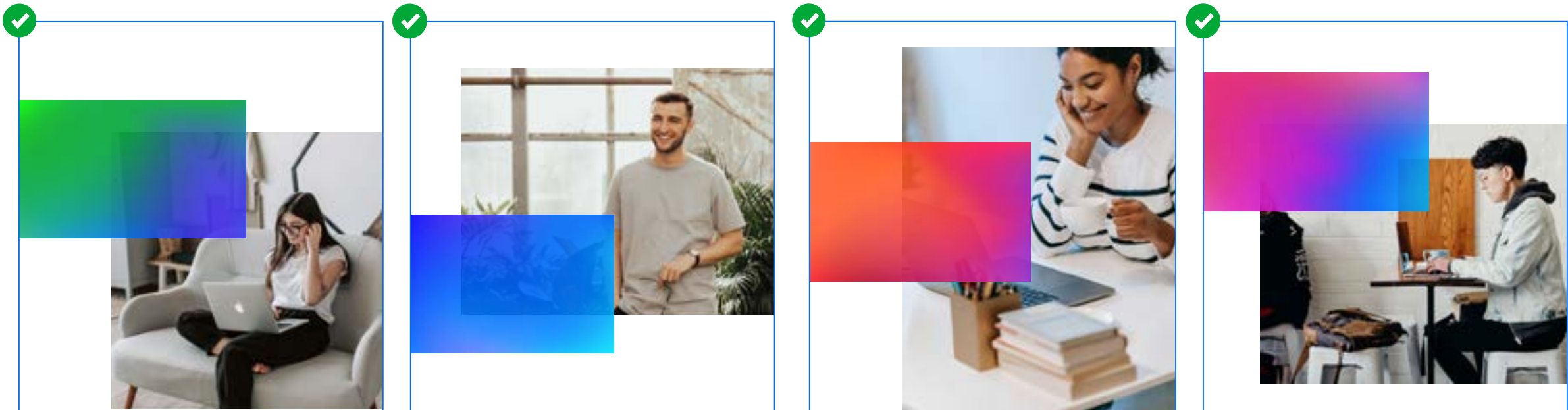
When applying the gradient band, always anchor it to the left of the design.

The gradient band should never extend more than two thirds of the width of the design.

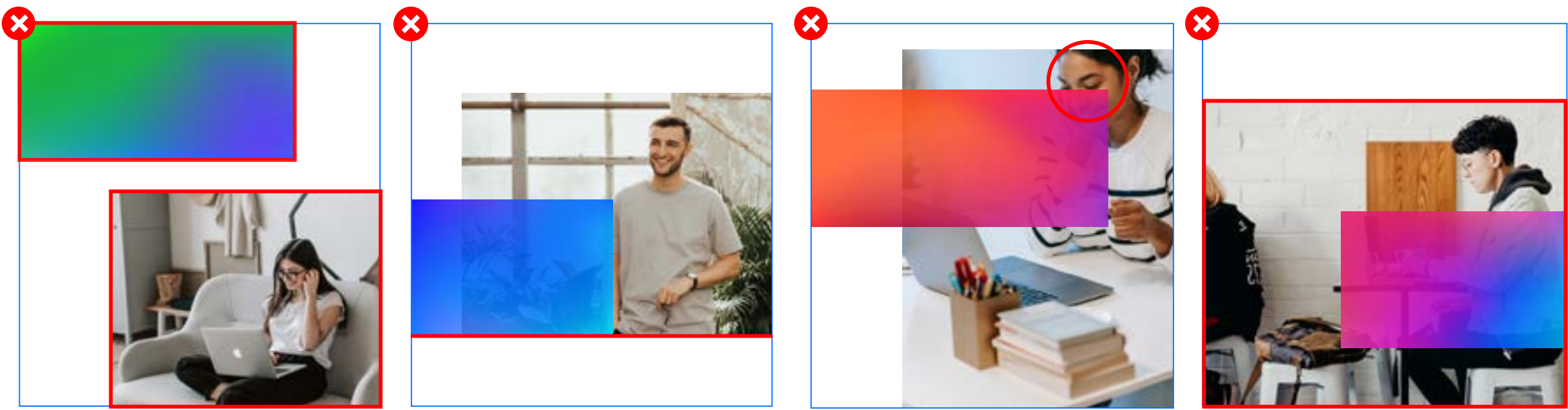
Always use the supergraphic.  
Never enlarge the logo file.



Do



Don't



**Don't** create lock-ups where image and gradient band are not overlaid.

**Don't** align any of the image edges with the gradient band.

**Don't** obscure faces with the gradient band.

**Don't** obscure subject activities (e.g. laptop) with the gradient band.

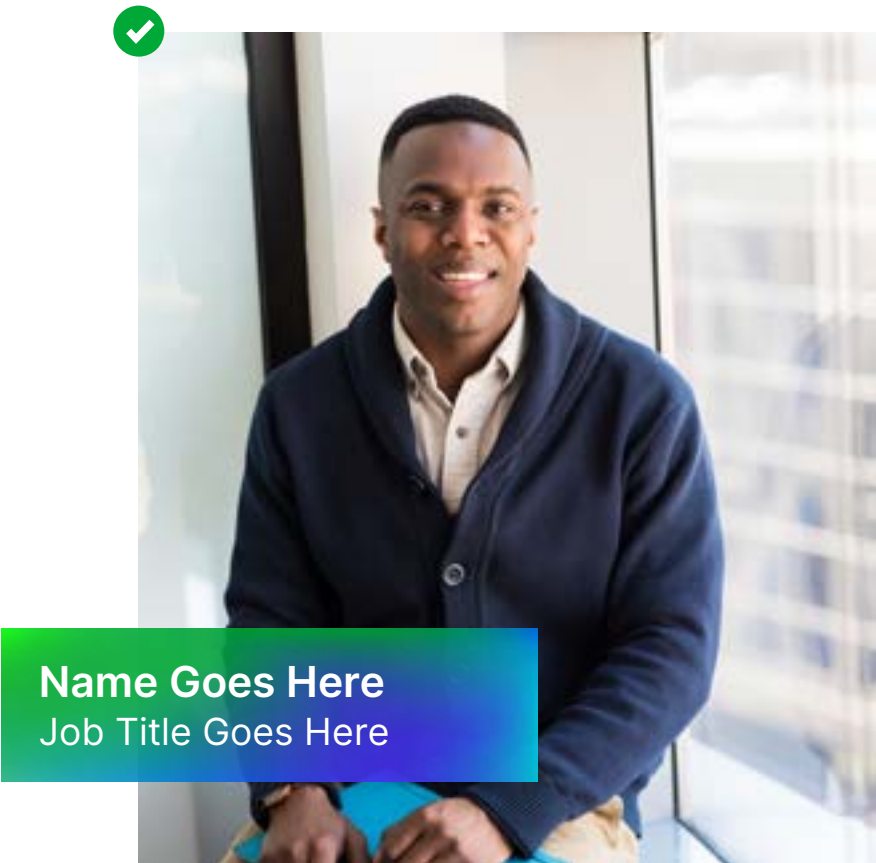
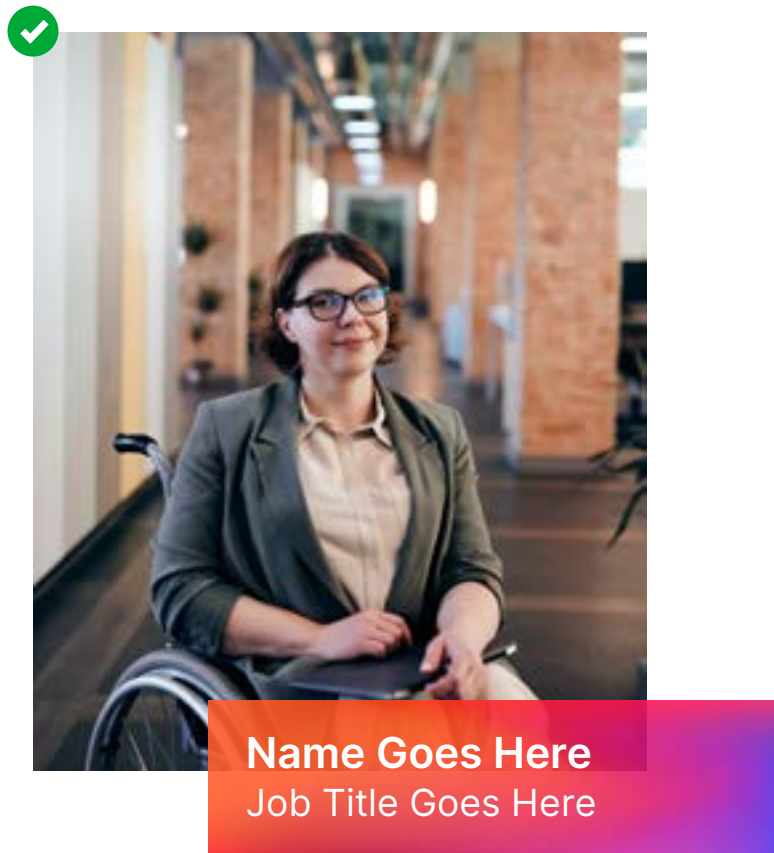
**All gradient bands must be set to 90% opacity.**

When applying the gradient band, always anchor it to the left of the design.

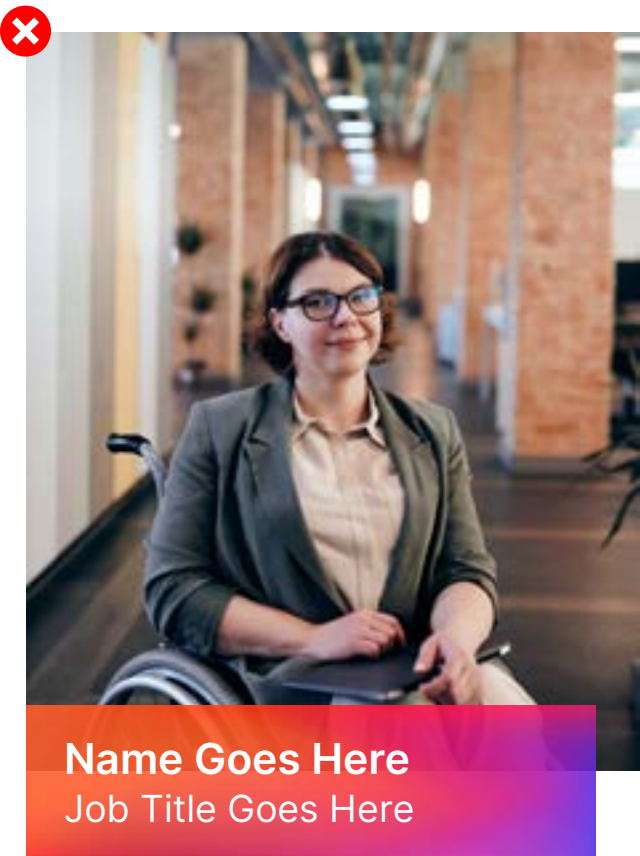
The gradient band should never extend more than two thirds of the width of the design.

Always use the supergraphic.  
Never enlarge the logo file.

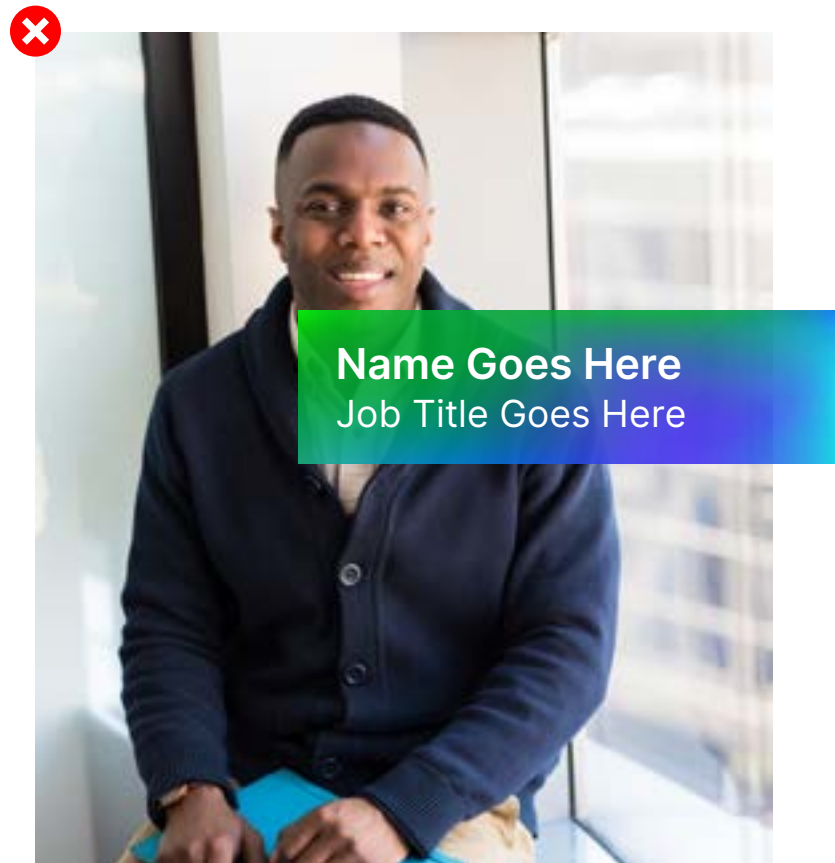
Do



Don't



Don't align the caption box to any of the image edges.



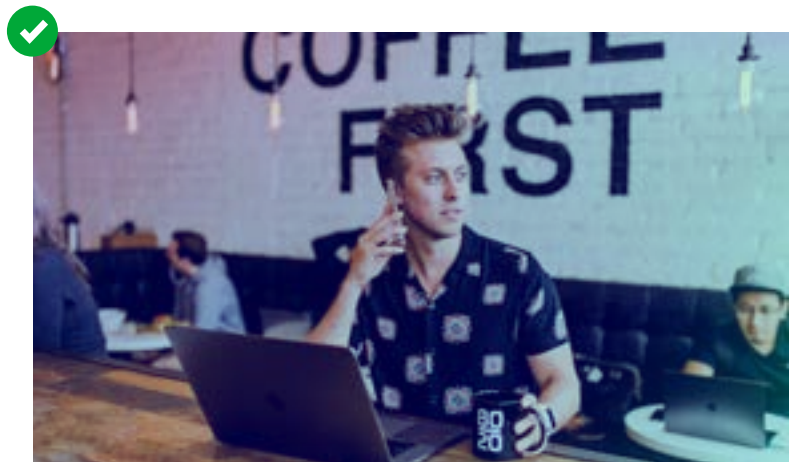
Don't obscure faces or subject activities (e.g. laptop) with the gradient band.

All gradient bands used for captions and subject names should be set to 90% opacity.

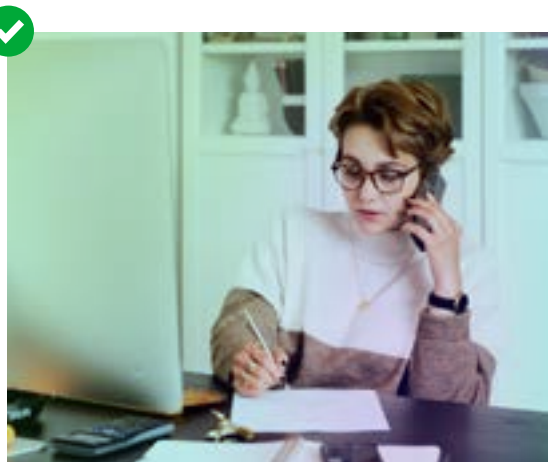
Bands should always be placed near the bottom of an image. Placement that follows the direction of a subject's body can ensure a natural flow from subject to caption.



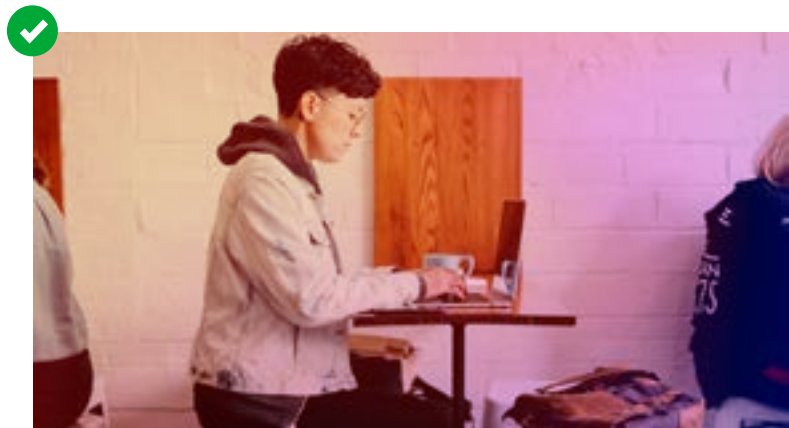
Do



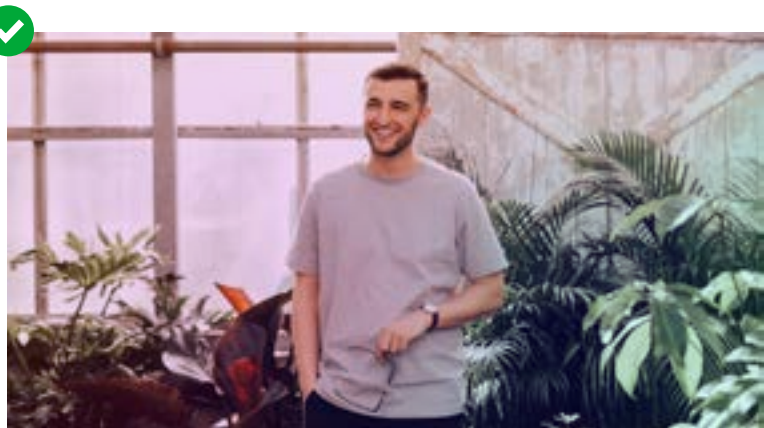
Do use gradients with 'hard light' effect.  
(Shown here: Blue gradient, 25%, hard light)



Do cover the entire image.  
(Shown here: Green gradient, 20%, hard light)



Do set opacity as high as 35%.  
(Shown here: Orange gradient, 35%, hard light)



Do set opacity as low as 15%.  
(Shown here: Magenta gradient, 15%, hard light)

Don't



Don't make the gradient too strong.  
(Shown here: Blue gradient, 75%, hard light)



Don't make the gradient too weak.  
(Shown here: Green gradient, 5%, hard light)



Don't use any effect other than 'hard light'.  
(Shown here: Orange gradient, 30%, difference)



Don't leave parts of images uncovered.  
(Shown here: Magenta gradient, 20%, soft light)

When applying a gradient overlay, ensure the entire image is covered. **Gradients should be set anywhere from 15-35% opacity** depending on the image. Blending mode should be set to 'Hard Light'.



## 3.0 Our brand applied





# Titles are in sentence case and use no punctuation

Subtitles

**When you have a full sentence headline or subtitle, use punctuation and sentence case for an informative tone.**

Text

A lead-in or intro can be in Inter Medium weight for emphasis; always 0 track all weights and optical align. Inter Regular is used for body copy. Lists of items use blue bullets, as shown below:

- Bullets are in Inter Regular; a heavier weight helps the orange stand out even at smaller type sizes
- List items have no added space after
  - Sub-lists are indented and use en-dashes in Inter Regular
  - Don't change the type size within body copy

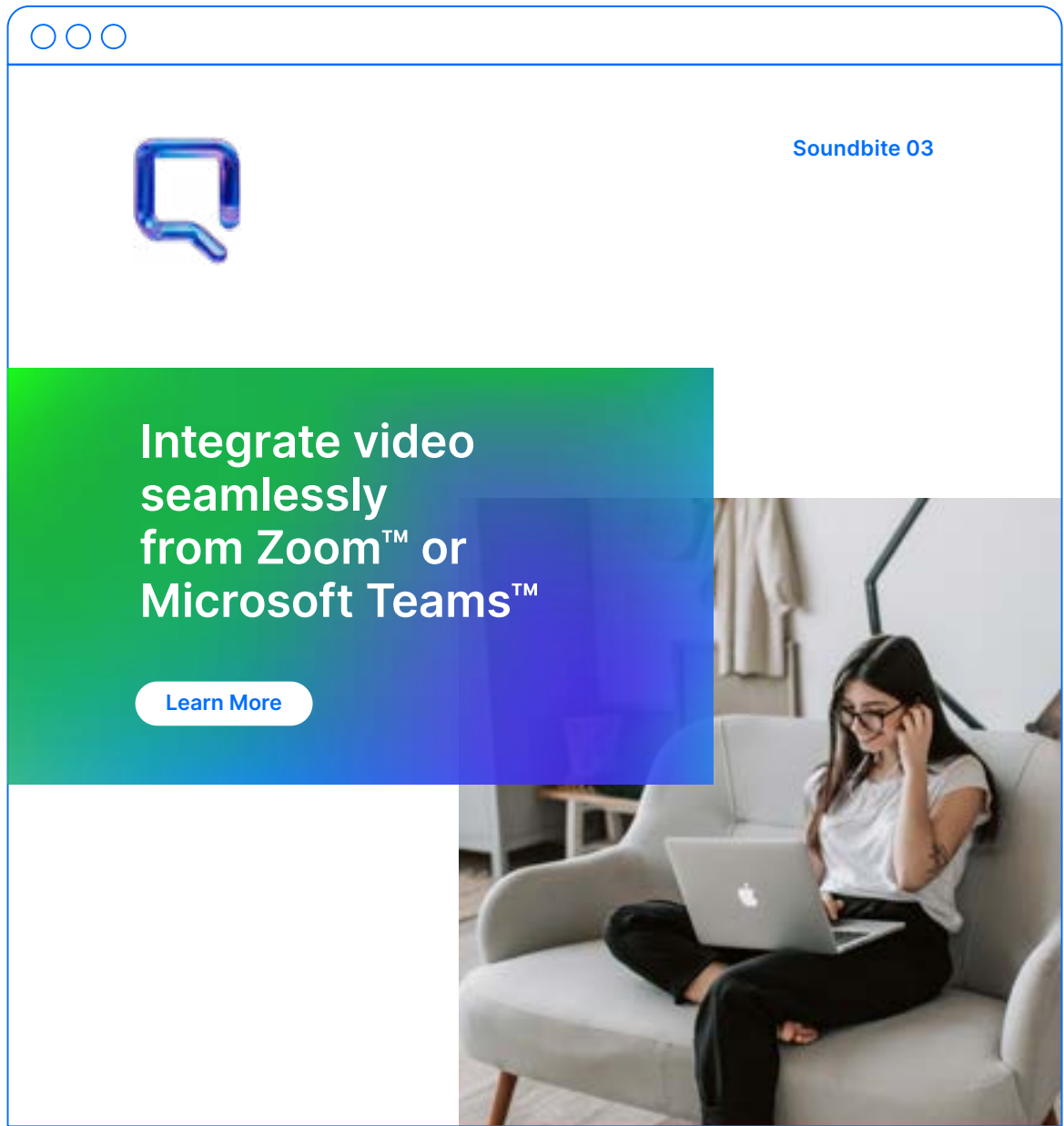
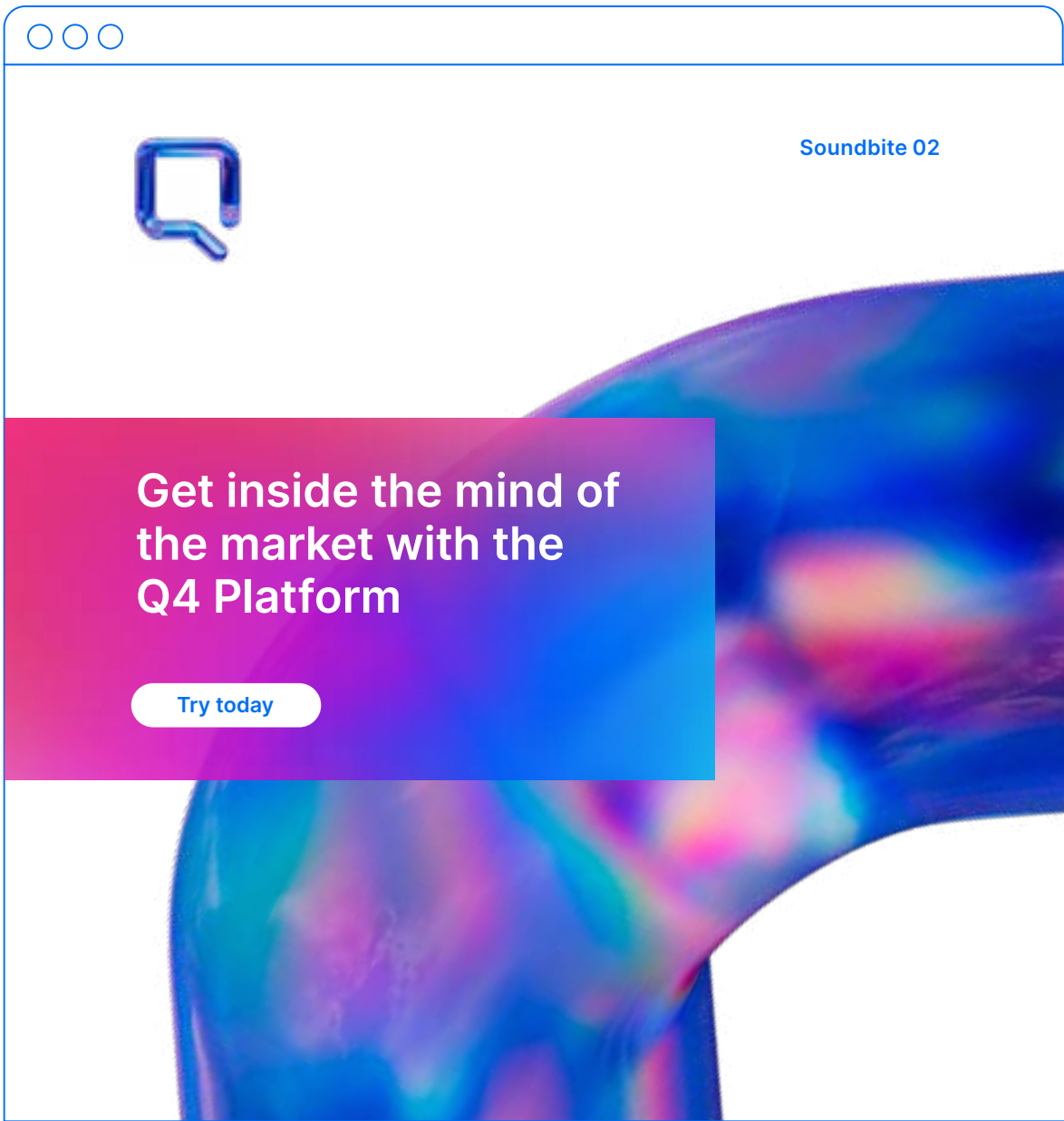
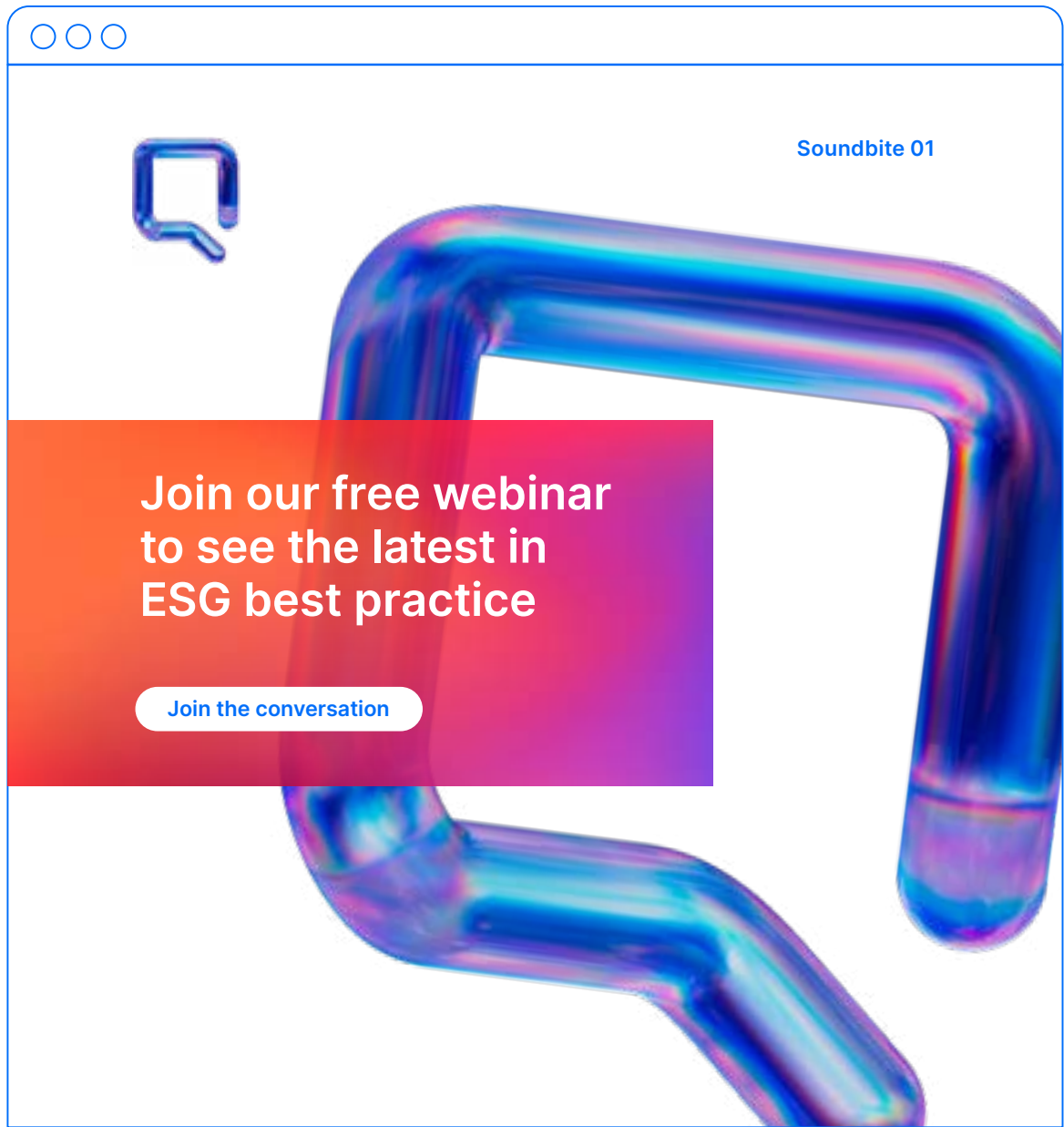
Important numbers

360°

View of investor engagement

Our typography has been established to create a natural flow within written content, from headlines and main titles, to subtitles, body copy and bullets. Always use the approved fonts. Never introduce fonts and weights that are not part of our approved brand identity.





E-blasts can use either full crops, superzooms or images as backgrounds. It is important to use both equally to ensure variation in designs.





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Our business card backs feature superzoom crops of our 3D logo. Members of staff can be given a set of options to choose their own backing design.

Typography on the back of the business cards should always be printed using our Pantone color references.

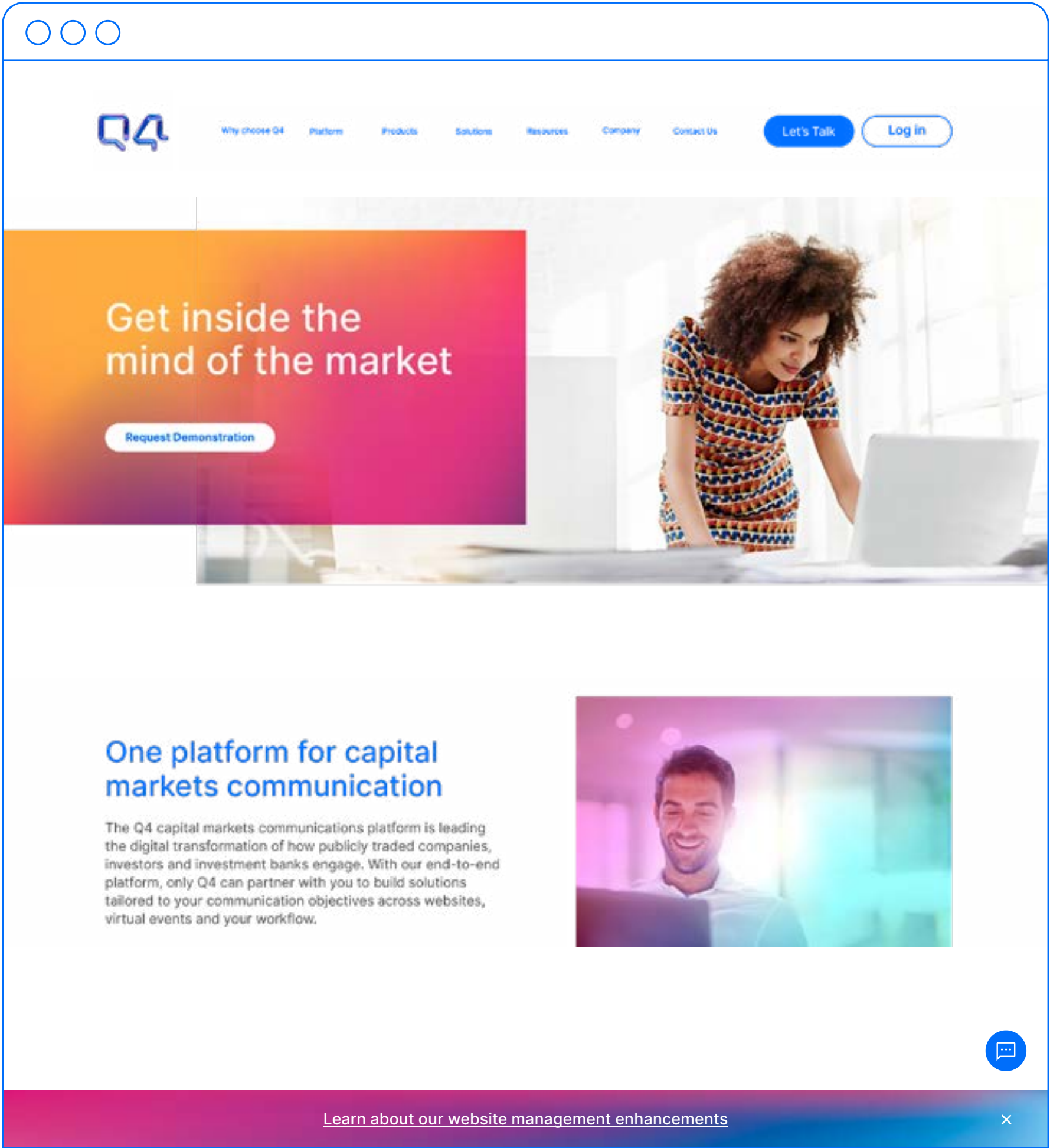


---

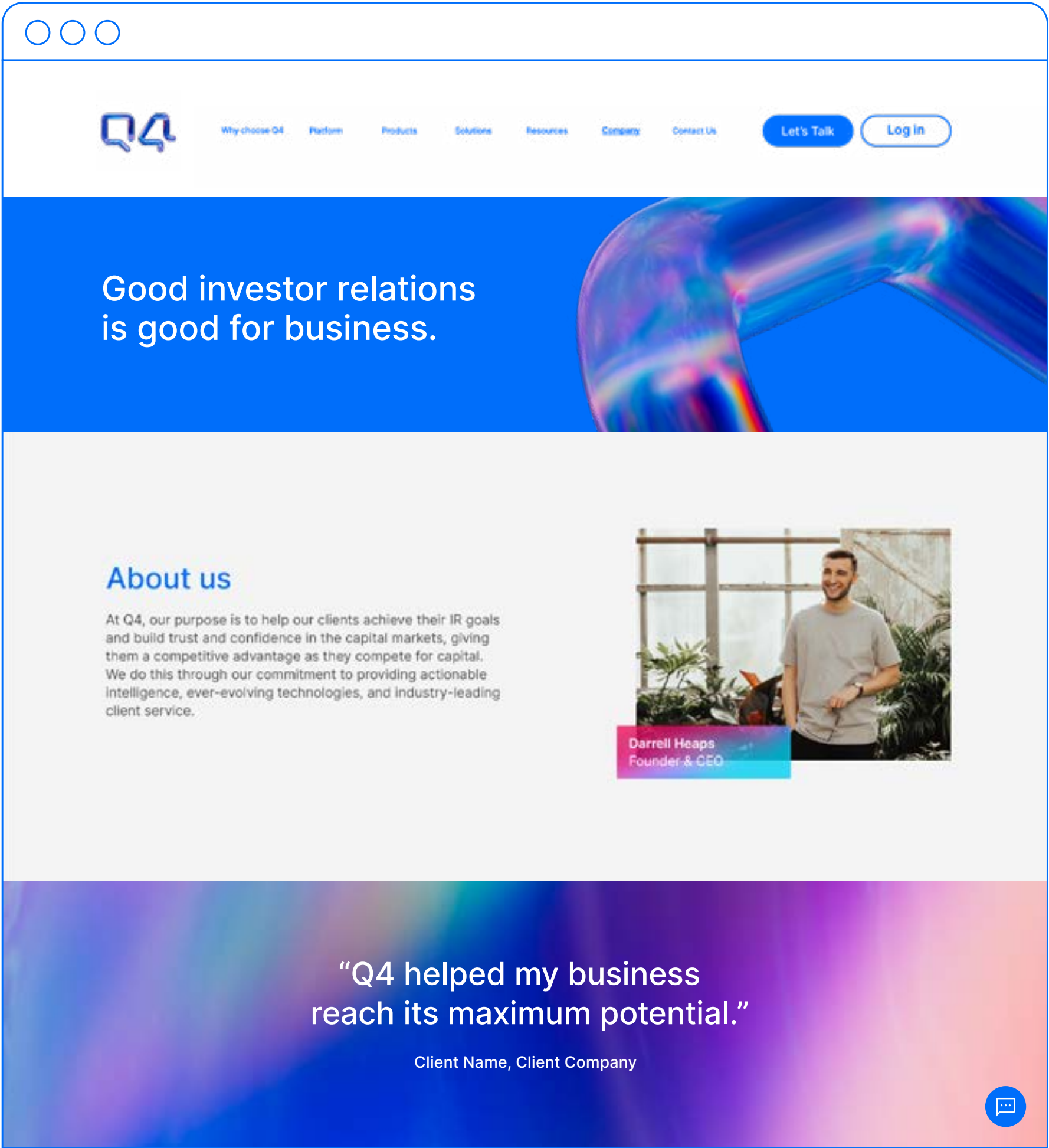
Our brochure cover features a zoom of our 3D logo. The curved edges from the logo have been included to create visual interest. Crops and background imagery must never interfere with the legibility of the logo or typography.







Our website uses a mix of all Q4 branded elements. Accessibility is essential, we therefore never create designs that live online with anything less than AA WCAG compliance.





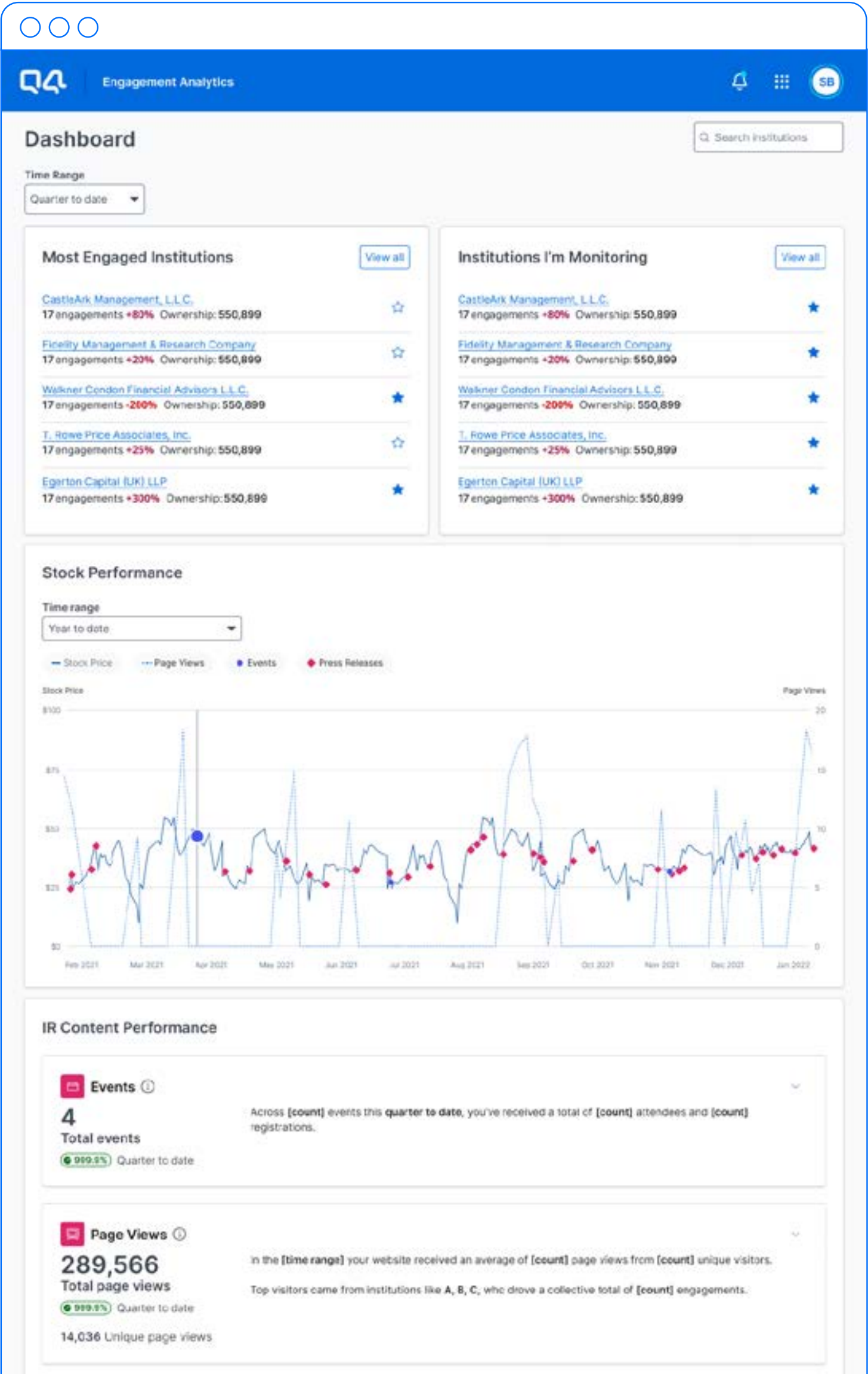


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Our login screen takes one of the zooms and applies it to the background. Here we see how the gradients may be used as solids to bring more attention to buttons.



The Q4 Platform has been re-skinned to reflect the new brand. Button colors and typography conform to brand guidelines, providing clients with a clean, intuitive, branded experience.





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Our app icon uses the flat Q4 logo on top of one of the superzoom crops. The logo must follow clear space guidelines here.





Our presentation covers feature a zoom crop of the logo overlaid with a gradient banner. The gradient banner should never extend more than two thirds the width of the presentation cover.

Always try to place the zooms with an upwards trajectory.





Thank you for  
reviewing our  
brand guidelines

Please contact [lorie.coulombe@q4inc.com](mailto:lorie.coulombe@q4inc.com) for more information on brand usage.