

Q4

Brand Guidelines



Our brand identity is made up of a number of elements. The images we use, the colours we choose, our icons, our words, and so on. Each has a specific role to play, but the real magic happens when they're all used together.

We encourage and support our partners and the media to use our brand assets as required. At the same time, we must protect our reputation and brand identity. So we ask that you follow these Brand Guidelines, which are intended to promote consistent use of our Brand Assets. This makes it easier for people to instantly recognize references to Q4, and prevents consumer confusion.





Colour Palette

The Q4 color palette is comprised of primary and secondary colours. The Q4 palette offers varying colours in an attempt to create an exhaustive and adaptable colour arrangement that can easily be tweaked for print or web.

PRIMARY COLOURS

	Name	PMS	C	M	Y	K	R	G	B	HEX
	Q4 Blue	2945 CP	100	52	0	0	15	92	163	0f5ca3
	Slate	Cool Gray 11 CP	50	28	24	65	42	48	53	2a3035

SECONDARY COLOURS

	Name	PMS	C	M	Y	K	R	G	B	Hex
	Citrus	1235 CP	0	30	100	0	241	175	15	f1af0f
	Rain	285 CP	90	48	0	0	41	122	197	297ac5
	Teal	326 CP	85	0	38	0	26	188	156	1abc9c
	Spice	7416 CP	0	69	65	0	236	106	76	ec6a4c

Logo

The Q4 Inc. trademark appears in either blue or white. A 100% black logo may be used for Greyscale. No other colors are permitted.



SAFE APPLICATION



MINIMUM SIZE



ACKNOWLEDGEMENT LOGO



The Q4 Inc. boxed logo is to be used in cases where multiple elements are competing in a small area.

For example: Q4 is listed among other companies as a sponsor.

TREATMENT



Whenever possible, the identity mark should be used in the proper 1-colour form.

Typography

To help provide a consistent and unified look in the Q4 brand's use of typography, the Open Sans typeface should be used on all aspects of communication for Q4 products and services.

TYPEFACE

Open Sans

by Steve Matteson

WEIGHTS

Aa Aa Aa

Light

Regular

Semibold

THIS IS A SUB-HEADING SAMPLE

This is a sample title

This is a sub-heading sample

Consectetur adipiscing elit. Suspendisse dignissim tincidunt tempor. Nunc laoreet accent colour 1, sed lobortis accent colour 2 ultricies. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce vitae aliquet libero. Curabitur blandit text link.