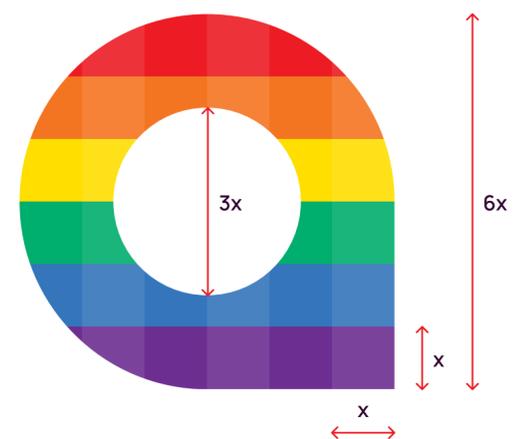


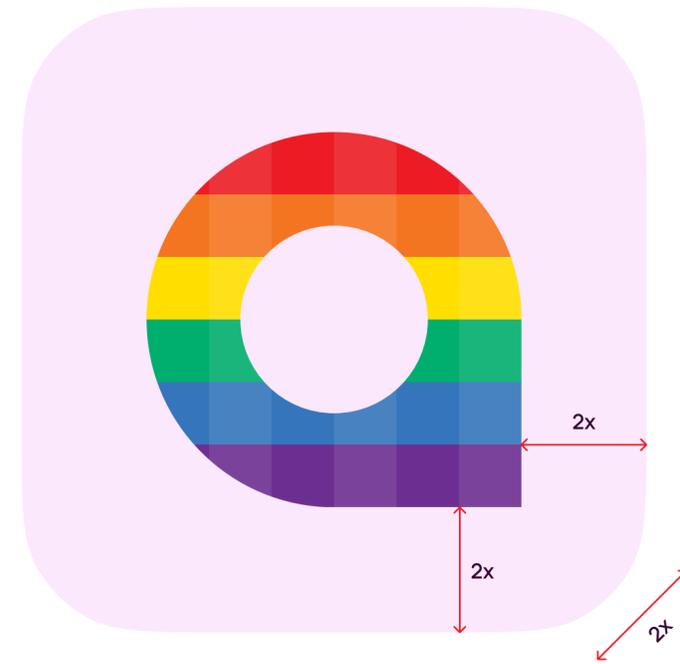
Brand Guidelines



Logomark Construction

- Q logomark

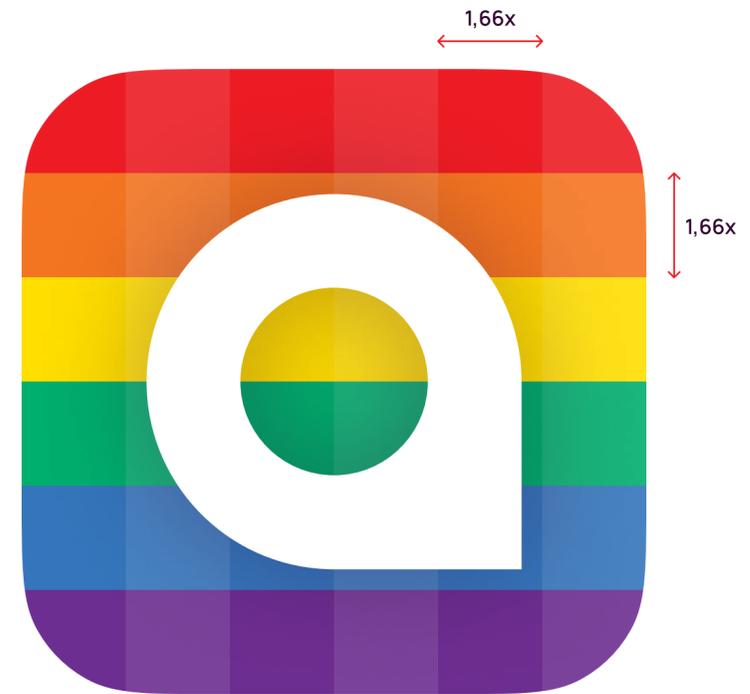
A logomark is an identifying mark or symbol that doesn't contain the business name, like a drawing or image that represents the business.



Contained Logomark Construction

- Q logomark
- light background with rounded corners

A logomark is an identifying mark or symbol that doesn't contain the business name, like a drawing or image that represents the business.



Alternative Contained Logomark Construction

- Q logomark with shadow (x:0, y:0, blur: 2x, spread: 0, wordmark text colour, alpha: 32%)
- rainbow background with rounded corners

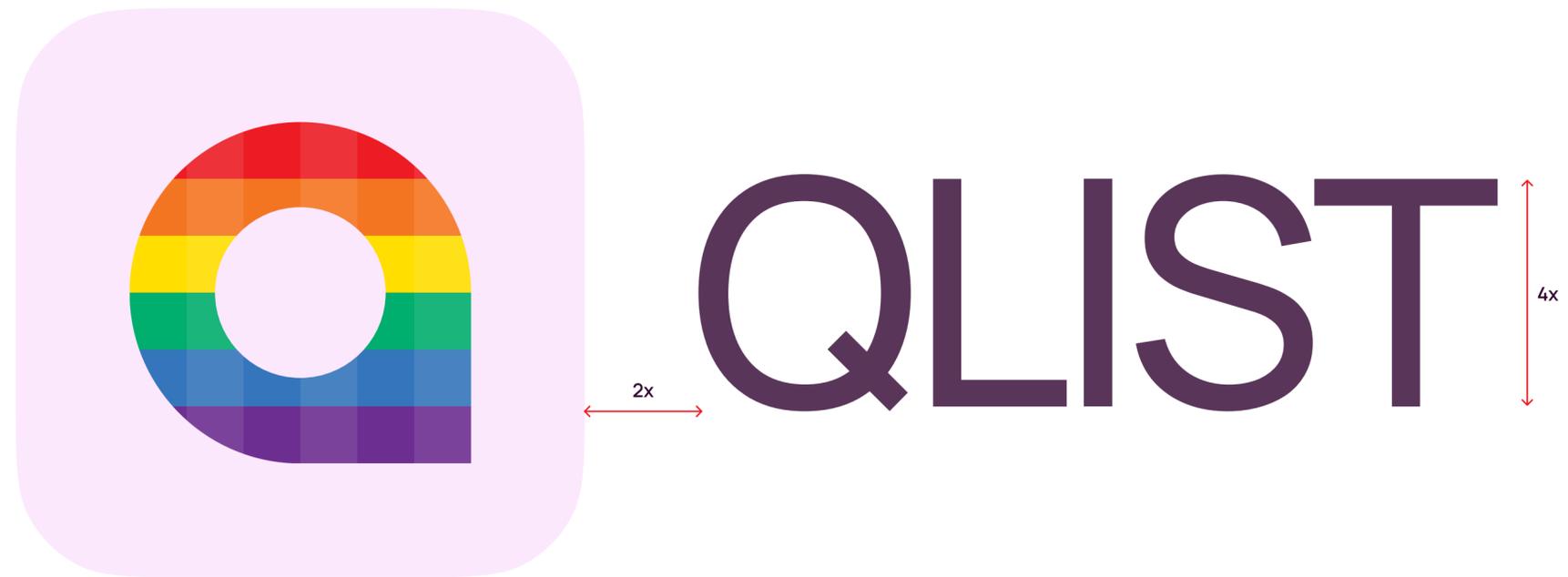
A logomark is an identifying mark or symbol that doesn't contain the business name, like a drawing or image that represents the business.



Logo Construction

- Default Q logomark
- QLIST wordmark in Manrope Medium font, 4x font size, -4% letter spacing, uppercase

The logo contains the logomark and the wordmark. Both elements have been exactly positioned and proportionally fine-tuned.



Contained Logo Construction

- Contained Q logomark
- QLIST wordmark in Manrope Medium font, 4x font size, -4% letter spacing, uppercase

The logo contains the logomark and the wordmark. Both elements have been exactly positioned and proportionally fine-tuned.



Alternative Contained Logo Construction

- Alternative contained Q logomark
- QLIST wordmark in Manrope Medium font, 4x font size, -4% letter spacing, uppercase

The logo contains the logomark and the wordmark. Both elements have been exactly positioned and proportionally fine-tuned.



Logo on Background

The alternative contained logo should be used on darker backgrounds

The default and contained logo are preferred on light backgrounds

Only contained variants should be used on image and colourful backgrounds, choose the variant depending on the background lightness



Mono Colour Logo

Sometimes, often due to production costs, only one colour of ink is available and so the logo must be reproduced using only one colour.

In this scenario, the logo, logomark or wordmark must be used following the convention of using a light colour type on a dark background or in a dark colour type on a light background.



Clearspace

- keep the space of the height and the width of the Q logomark (6x) clear at all times
- applies for all logomark and logo variants

It's important to maintain proper spacing around the logo to avoid overcrowding.

Also, the use of whitespace keeps the brand feeling clean.



128 PX



64 PX



32 PX



24 PX



Scale and Minimum Size

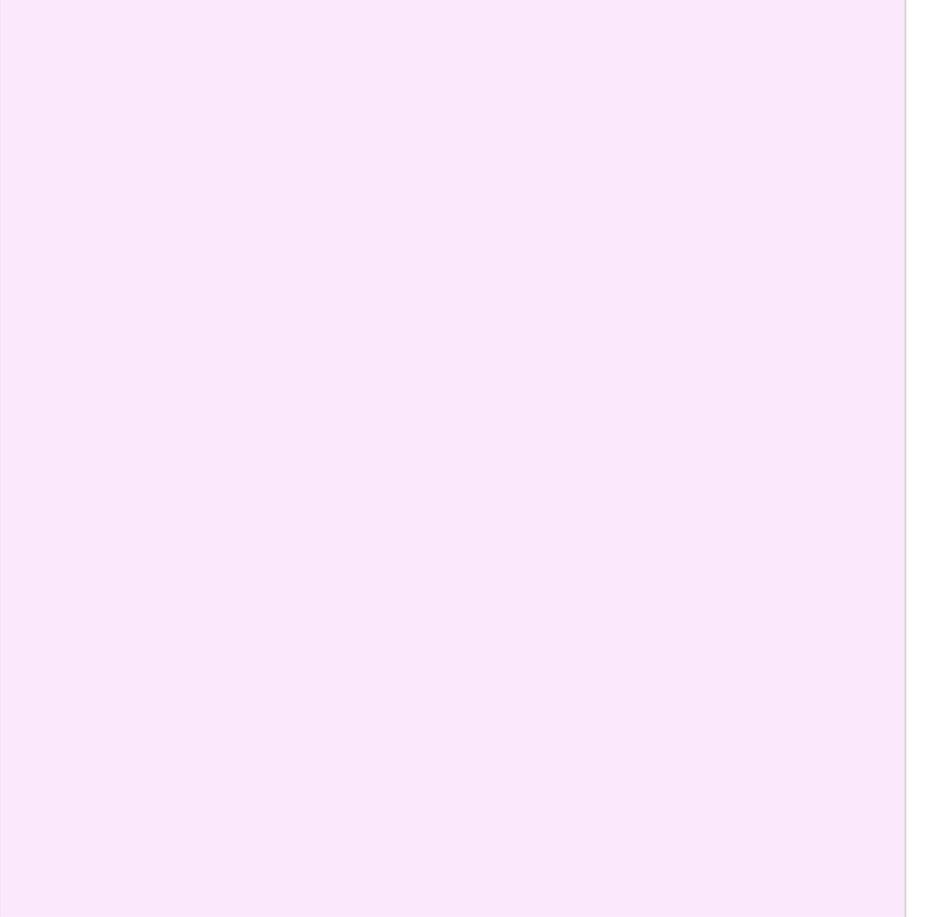
The logo is designed to scale to small sizes on print and screen.

When significantly reduced, the logo will become illegible. We recommend not going below 24px size to preserve quality of the logo.

2024

 	 	 	 	
<p>Do not use the font in other weights/typefaces</p>	<p>Do not stretch or manipulate the logo</p>	<p>Do not pair logo with icons that may be confused as logos</p>	<p>Do not change colours used in the logo</p>	<p>2024</p>

Guidance



EGGPLANT: #593559

WISP PINK: #FCE8FC

2024

Core Palette

The core palette is used to provide accessibility, simplicity, and consistency throughout all brand communications. It is used on the logo along with the checked rainbow.



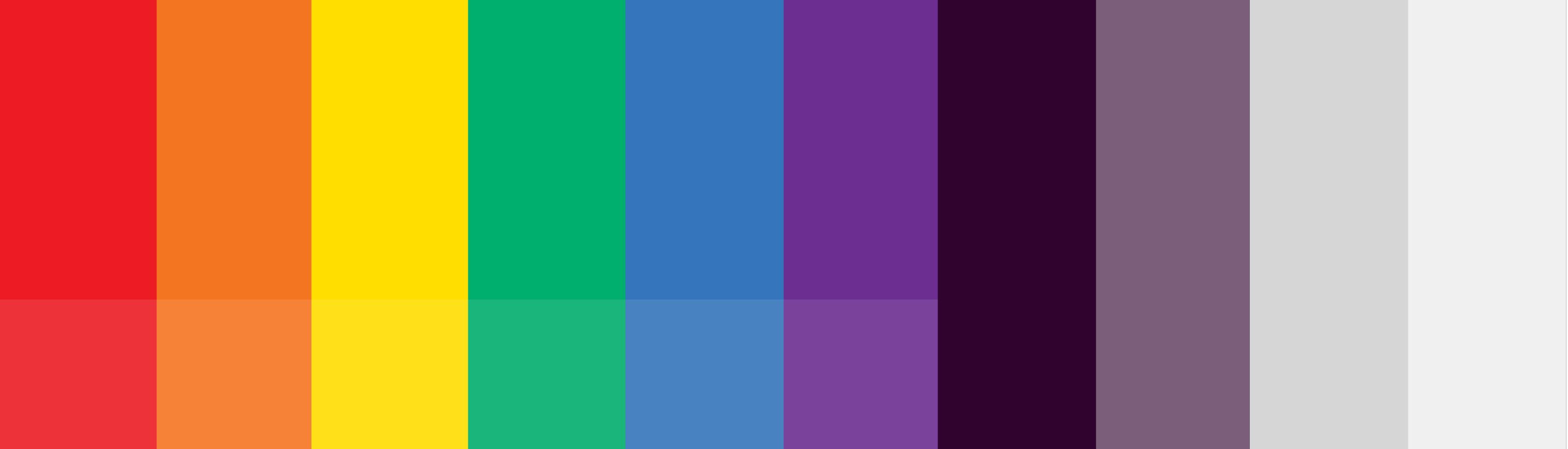
FUCHSIA: #CF3ACC

ORCHID: #DB6BD9

2024

Brand Palette

The brand palette is important because these colours are unique to QLIST and should be synonymous with the brand. Used sparingly for important moments of support, assurance, delight, calls to action and especially moments of interaction between a user and the brand.



RED: #ED1C24

ORANGE: #F47521

YELLOW: #FFDE00

GREEN: #00AE6D

BLUE: #3575BB

PURPLE: #6D2E91

#30032F

#7B5E7A

GRAY: #D6D6D6

LIGHT GRAY: #F0F0F0

2024

Secondary Palette

Our secondary colours represent the full spectral colours used in the checkmark rainbow in the logo, along with some dark and light variations from the brand palette. They should be used sparingly throughout illustration, photography, and product in order to maintain meaning and potency.

To get the checkmark effect, a 10% white alpha effect is applied.



2024

Usage Proportions

It is important to follow the rules of these proportions when creating any brand communication in order to maintain brand consistency and remain accessible for all people.



Manrope

Regular
Medium
Bold
ExtraBold

2024

Font

Manrope should be used for all headlines and body text both in print and digital media. Every graphic design artwork should be made using this font.

Manrope can be downloaded here: <https://www.gent.media/manrope>

Designed by Mikhail Sharanda in 2018–2021.



Heading 1 ExtraBold 96pt 1.0 -3%

Heading 2 ExtraBold 48pt 1.2 -3%

Heading 3 ExtraBold 32pt 1.2 -3%

Heading 4 Bold 24pt 1.2 -2%

Heading 5 Medium 20pt 1.2 -1%

LABEL EXTRABOLD 18PT 1.2 3%

Headers



Body Large — Lorem ipsum dolor sit amet consectetur. Ultrices tortor sed purus lacinia in tempus at libero. Felis parturient condimentum purus et vulputate maecenas pellentesque. Cras vel nec cursus non etiam viverra bibendum. Curabitur at egestas id ut rhoncus.

Regular 24pt 1.5 0%

Body Medium — Lorem ipsum dolor sit amet consectetur. Ultrices tortor sed purus lacinia in tempus at libero. Felis parturient condimentum purus et vulputate maecenas pellentesque. Cras vel nec cursus non etiam viverra bibendum. Curabitur at egestas id ut rhoncus. Mattis nibh lectus auctor purus lectus dignissim blandit libero nulla. Pharetra quis morbi egestas libero in volutpat suspendisse in aliquet. Urna velit vitae egestas lorem tellus sed.

Regular 18pt 1.5 0%

Body Small — Lorem ipsum dolor sit amet consectetur. Ultrices tortor sed purus lacinia in tempus at libero. Felis parturient condimentum purus et vulputate maecenas pellentesque. Cras vel nec cursus non etiam viverra bibendum. Curabitur at egestas id ut rhoncus. Mattis nibh lectus auctor purus lectus dignissim blandit libero nulla. Pharetra quis morbi egestas libero in volutpat suspendisse in aliquet. Urna velit vitae egestas lorem tellus sed.

Regular 16pt 1.5 0%

Body Text



qlist.app

QLIST Ltd
86-90 Paul Street
London
United Kingdom
EC2A 4NE

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