



Brand guidelines

Logotype

Brand guidelines

Logotype | Overview

Symbolism

The magnifying glass that represents scrutiny and attention. A nod to our previous logo.

The target bullseye that shows dedication, focus and perfection to solve the hardest problems.

The double Q. Some see the negative space Q, some see the positive yellow Q, both parties enlightened by the other.

The globally protective embrace of Q circling both our world and the client's.

The dot in orbit, perpetual motion, never giving up
The vital component to complete the puzzle.

The electronic circuitry and engine piston that signify both digital and mechanical.

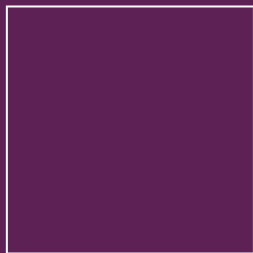
Colors

The Quest Global purple and yellow represent a powerful partnership. Yellow is optimism, enlightenment and positivity. Purple is success, creativity, harmony, independence and bravery. A color combination that is unique to our industry.



Brand guidelines

Logotype | Colors & Clearance



Pantone 511 c
c-32, m-80, y-0, k-58
r-102, g-42, b-83



Pantone 116 c
c-0, m-17, y-100, k-0
r-255, g-209, b-0

- The Quest Global logo is to be placed on a solid colored background
- There is a clearance zone around the logo which must be respected
- This clearance zone is created using the diameter of the circular countershape within the Quest Global Q
- No graphics should come into this clearance zone

Brand guidelines

Logotype | Color combinations

Primary color combination



Use this combination where possible

Secondary color combination



Use when the primary combination is not appropriate

Use below combinations when primary and secondary color combinations are not achievable



Quest Global purple on white



Black on white



White on black

Brand guidelines

Logotype | Don'ts



Don't remove elements



Don't skew, scale or move elements



Don't add textures



Don't place yellow logo on white background



Don't rotate logo



Don't add drop shadows or bevels



Don't make multiple colors



Don't place on patterned background



Don't add outer glows

Brand guidelines

Logotype | Vertical bar

When communicating that an individual or initiative is associated with Quest Global, these entities can be linked to the Quest Global logo through the use of a vertical bar that sits between the logo and person/program.

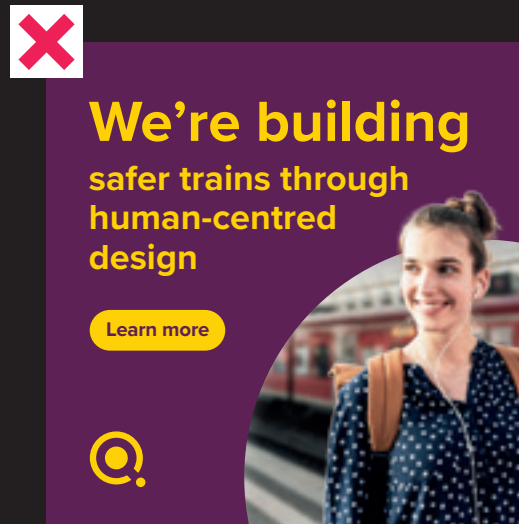
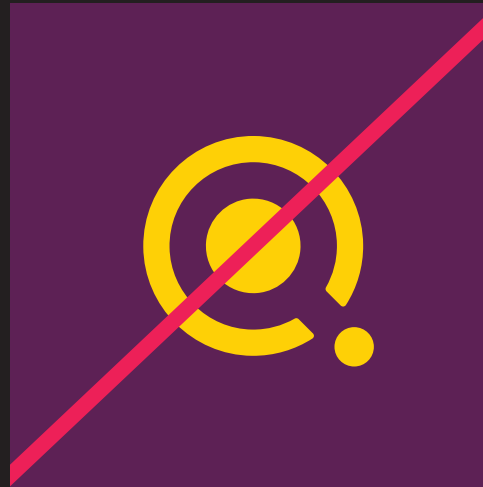
The bar should be a consistent size in relation to the logo (see top right), should be 2x the width of the lowercase 'l' of 'global', and should be colored yellow to match the title color (see color section).



Brand guidelines

Logotype | Brandmark

As we strive to make Quest Global a more recognizable and recognized brand one of the decisions we've made is to remove the Quest Global brandmark from our communication, replacing it with the Quest Global logotype.

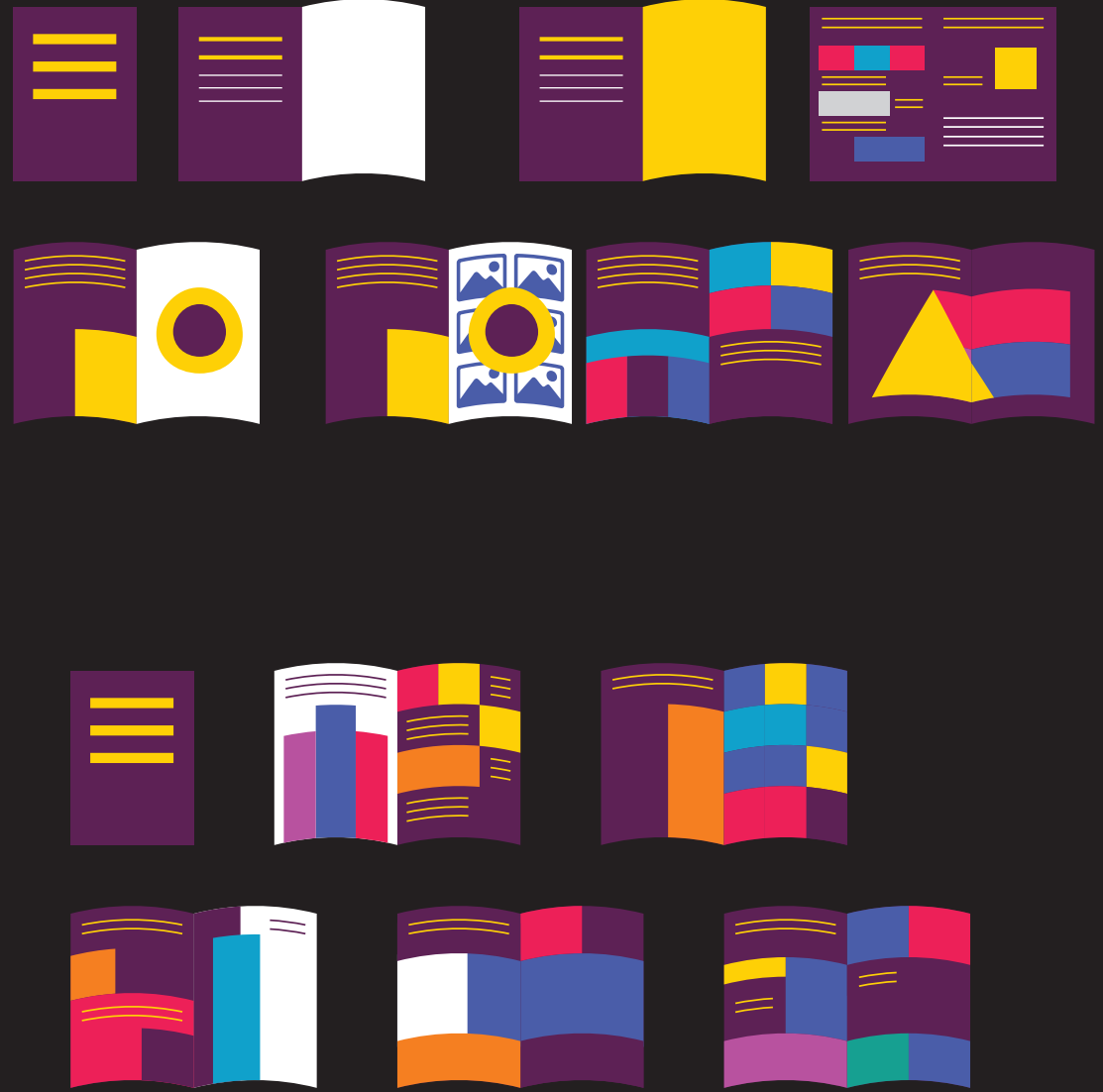


'Whose speaking to me?'

Color palette

Big picture purple

- Primary colour purple should always be the dominant color within a piece of communication. Headline font should be in primary yellow color and use white for subhead. Body copy should be in white or black as per the background color
- Tertiary colors through design elements/icons/images to be used only to add vibrancy
- However, within a more complex piece of communication (see brochures right), there can be sections that primarily use another color - as long as purple is the dominant color



Uses of tint



Pantone: 511 C
c-32, m-80, y-0, k-58
r-102, g-42, b-83



10% transparent white
on purple

Watermark treatment should be used only for powerpoint slides and letterheads



Type and typography

Brand guidelines

Type and typography | Primary typeface

The Quest Global brand font is:

Proxima Nova regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ.,?!&@%
abcdefghijklmnopqrstuvwxyz

Proxima Nova bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ.,?!&@%
abcdefghijklmnopqrstuvwxyz

Other fonts within the family are also available,
e.g. light, medium, *italic*, **extra bold**



Avoid using Proxima Nova Condensed (any weight)

To purchase Proxima Nova please follow this link:

<https://www.myfonts.com/fonts/marksimonson/proxima-nova/>

Brand guidelines

Type and typography | Secondary typeface

The backup Quest Global brand font is:

Calibri regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ.,?!&@%
abcdefghijklmnopqrstuvwxyz

Calibri bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ.,?!&@%
abcdefghijklmnopqrstuvwxyz

Other fonts within the family are also available,
e.g. italic, bold italic



Only use Calibri when Proxima isn't available (e.g. Powerpoint).
This font is included in the MS Windows operating system