



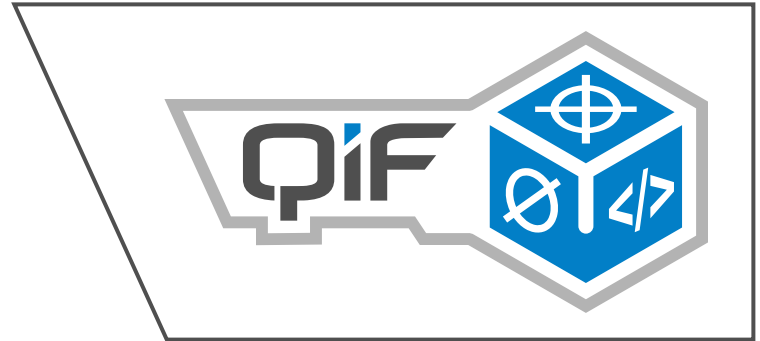
Qif brand identity guide 2017

color scheme

WEB #027FC7
RGB 2/127/199
CMYK 88/45/0/0
PANTONE 3005 C

WEB #4F4F4F
RGB 79/79/79
CMYK 67/60/59/44
PANTONE 445 C

WEB #B3B3B3
RGB 179/179/179
CMYK 31/25/25/0
PANTONE COOL GRAY 9C



color scheme



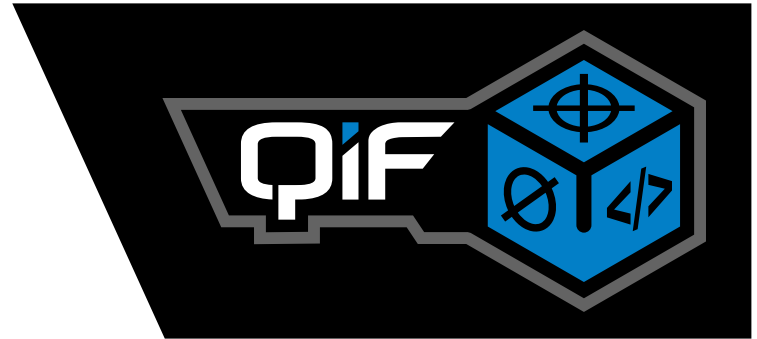
WEB #027FC7
RGB 2/127/199
CMYK 88/45/0/0
PANTONE 3005 C



WEB #636363
RGB 99/99/99
CMYK 62/55/53/27
PANTONE 445 C

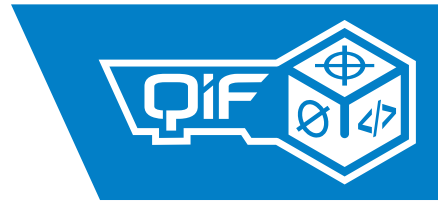
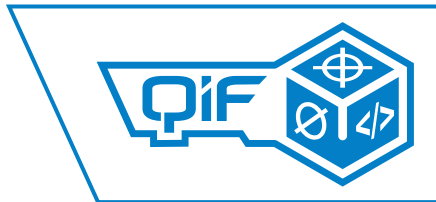


WEB #FFFFFF
RGB 225/225/225
CMYK 0/0/0/0
PANTONE COOL WHITE C

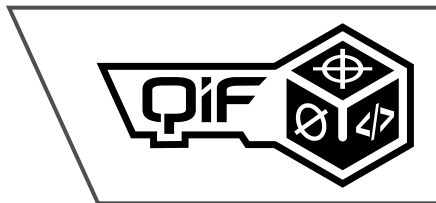


color scheme (mono color)

WEB #027FC7
RGB 2/127/199
CMYK 88/45/0/0
PANTONE 3005 C



WEB #000000
RGB 0/0/0
CMYK 0/0/0/100
PANTONE BLACK C

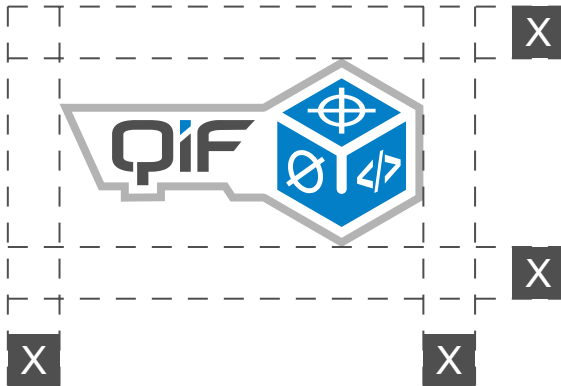


WEB #FFFFFF
RGB 225/225/225
CMYK 0/0/0/0
PANTONE COOL WHITE C

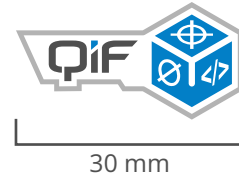


logo - exclusion area

 The "X" distance is always the size of the (I)



 minimum size

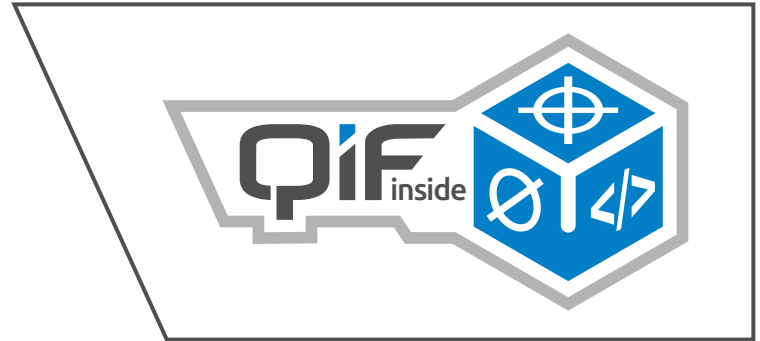


QiF inside logo

WEB #027FC7
RGB 2/127/199
CMYK 88/45/0/0
PANTONE 3005 C

WEB #4F4F4F
RGB 79/79/79
CMYK 67/60/59/44
PANTONE 445 C

WEB #B3B3B3
RGB 179/179/179
CMYK 31/25/25/0
PANTONE COOL GRAY 9C

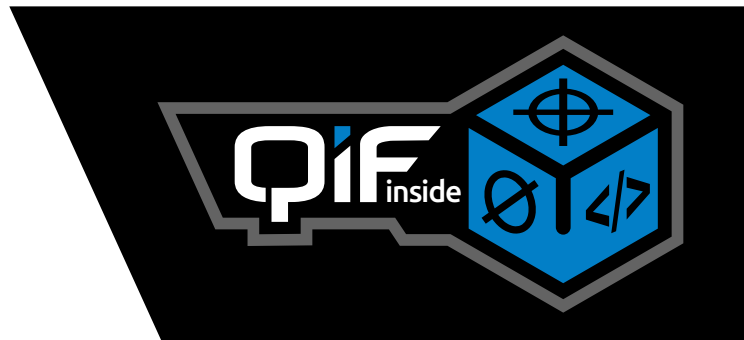


QiF inside logo black background

WEB #027FC7
RGB 2/127/199
CMYK 88/45/0/0
PANTONE 3005 C

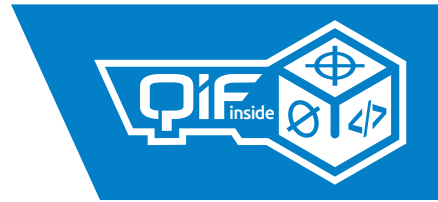
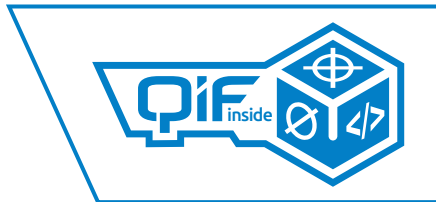
WEB #636363
RGB 99/99/99
CMYK 62/55/53/27
PANTONE 445 C

WEB #FFFFFF
RGB 225/225/225
CMYK 0/0/0/0
PANTONE COOL WHITE C

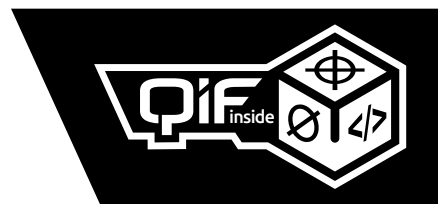
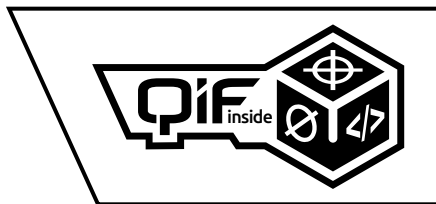


QiF inside logo (mono color)

WEB #027FC7
RGB 2/127/199
CMYK 88/45/0/0
PANTONE 3005 C



WEB #000000
RGB 0/0/0
CMYK 0/0/0/100
PANTONE BLACK C

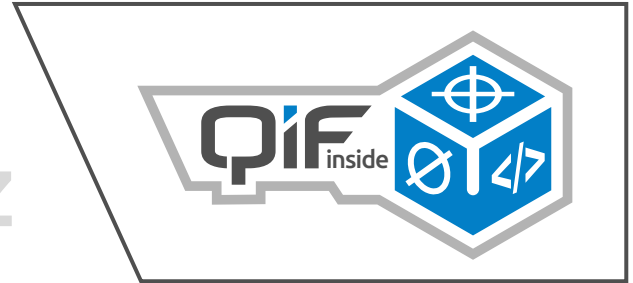


WEB #FFFFFF
RGB 225/225/225
CMYK 0/0/0/0
PANTONE COOL WHITE C



font usage

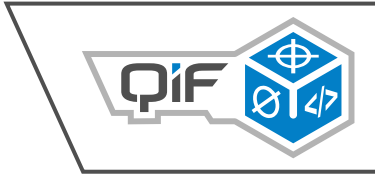
abcdefghijklmnop
nopqrstuvwxyz



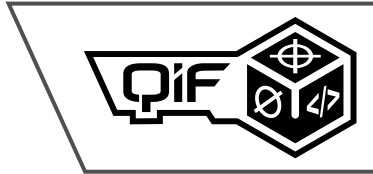
■ Ubuntu Light (medium)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!@#\$%^&* _ + = - < > , . : ; ? / ' ')

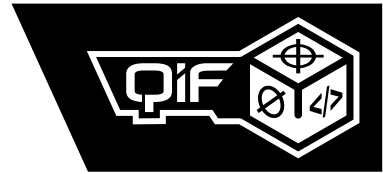
logo - use



✔ white background



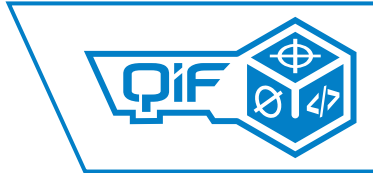
✔ black & white



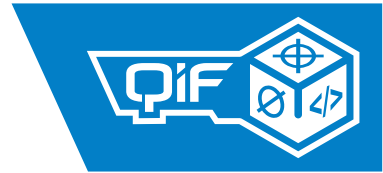
✔ black & white negative



✔ black background



✔ mono color



✔ mono color negative



✔ picture background

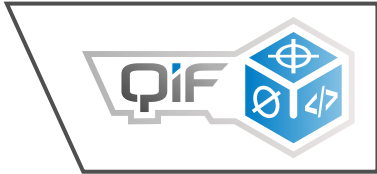


✔ light background

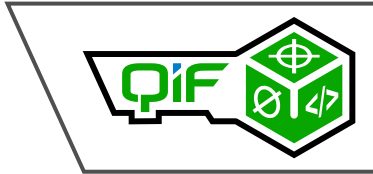


✔ dark background

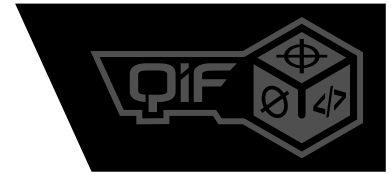
logo - misuse



— gradient colors



— wrong color combinations



— dark backgrounds



— change the corporate colors



— change the proportions



— picture background



— use shadows

thank you...!