



## 2018 BRAND GUIDELINES

Elements and Usage

# LOGO - HORIZONTAL

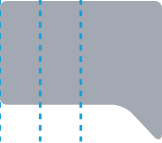


# LOGO - HORIZONTAL

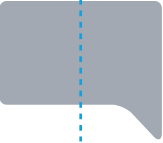
## Minimum Space



Quarter



Half



Half

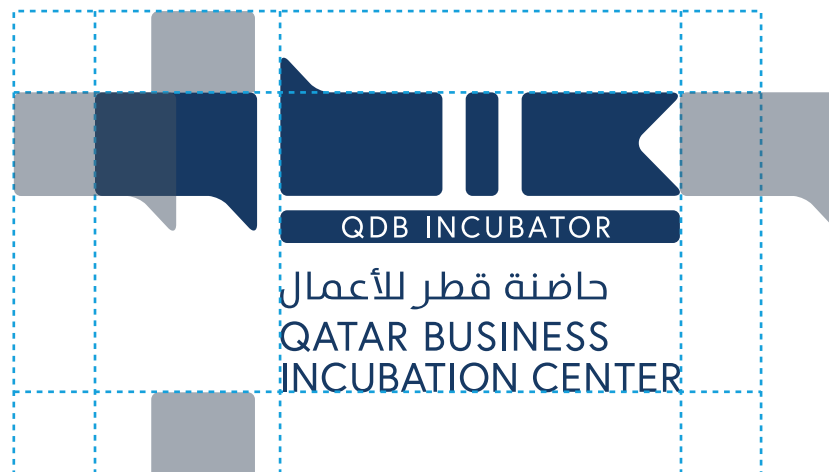


# LOGO - VERTICAL



# LOGO - VERTICAL

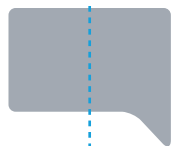
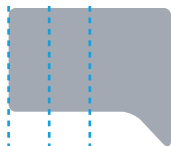
## Minimum Space



Quarter

Half

Half



# BRAND COLORS

## CORPORATE PRIMARY COLOR



PANTONE 2955  
CMYK  
100 60 10 53  
RBG  
0 56 101

## CORPORATE SECONDARY COLORS



PANTONE 299  
CMYK  
86 8 0 0  
RBG  
0 163 224



PANTONE 109  
CMYK  
0 9 100 0  
RBG  
255 209 0



PANTONE COOL GRAY 9  
CMYK  
30 22 17 57  
RBG  
117 120 123

## BRAND TERTIARY COLORS



PANTONE 164  
CMYK  
0 59 80 0  
RBG  
255 127 65



PANTONE 382  
CMYK  
28 0 100 0  
RBG  
196 214 0

# BRAND TYPOGRAPHY

## LATO

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvXxYyZz  
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvXxYyZz  
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvXxYyZz  
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvXxYyZz  
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvXxYyZz

Lato Light  
Lato Regular  
Lato Semibold  
Lato Bold  
Lato Heavy

## GE THAMEEN

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه ي  
ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه ي  
ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه ي

GE Thameen Light  
GE Thameen Book  
GE Thameen Demibook

# LOGO - DOS AND DON'TS

Width to Height Ratio must always remain the same



Do not rearrange the elements of the logo in any way





# LOGO - DOS AND DON'TS

Do not rotate the logo in any way



Do not add special effects to the logo.



# LOGO - DOS AND DON'TS

Correct color variation for the logo - in corporate use



In corporate Treatments the light blue color is not allowed for the logo



Logo must never be used in gradient



# LOGO - DOS AND DON'TS

Correct logo usage per background

In the case of light backgrounds of other colors, the logo to be used is the dark blue



In the case of dark background, the only logo allowed in the corporate branding is the white and NOT the light blue



# LOGO - DOS AND DON'TS

## Incorrect logo usage per background

There does NOT exist the yellow logo on the branding of QBIC and it must never be used in any situation. Neither in a white / light background nor a blue / dark background.

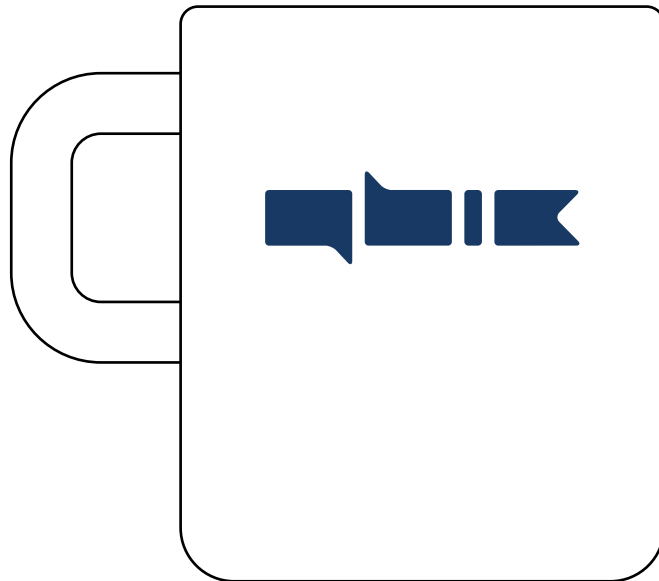
The white logo is NEVER to be used on a light / yellow background.



# LOGO - DOS AND DON'TS

Using the QBIC block

In certain circumstances, such as promotional or internal items, the QBIC logo can be use without the remaining elements (QDB Incu-  
bator, or the name)



# LOGO - MINIMUM SIZE

Width = 40mm



Width = 23mm



