



Brand guidelines

Questel

Keeping It Simple.

As a general rule, the KISS principle states that most systems work best if they are kept simple rather than made complicated.

So forget about gradient, shadow, filigrane or any other decoration.

Questel

Updated on March 2020.

Brand

The logotype is used in three ways:

1. The Q monogram
2. The Questel brand
3. The brand + legal entity

The ellipse will no longer be used.



No longer to be used

We no longer use logos with shadows or gradients. We no longer use the "freedom to operate" catchphrase or any other one.



Fonts to use

Arial for all shared documents to allow all computers to view documents the same way.

Roboto for all corporate documents :
Leaflets, Totems, Website, etc.

ABCČĆDĎEFGHIJKLMNOPQRSŠ
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Microsoft Arial

ABCČĆDĎEFGHIJKLMNOPQRSŠ
TUVWXYZŽžabcčćdďefghijklmnop
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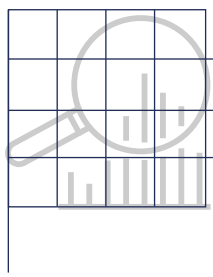
Google Roboto

You can download Roboto fonts here:
<https://www.1001fonts.com/roboto-font.html>

The download and use of these fonts is royalty-free

Product logo

The identity for each product is build with the composed with the Roboto font.



Product icon

Orbit

Google Roboto Black

Intelligence

Google Roboto Thin

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Color chart

The three main colours of questel are Navy, Brick and White.

Two complementary color palettes of blue and grey complete the Questel identity.

Primary colors

Must be used



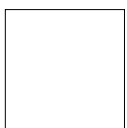
Navy

rgb (16, 40, 93)
cmjn (95, 76, 20, 40)
#10285d



Brick

rgb (209, 72, 54)
cmjn (12, 87, 93, 0)
#d14836



White

rgb (255, 255, 255)
cmjn (0, 0, 0, 0)
#ffffff

Secondary colors

Complementary use



Darkblue

rgb (40, 80, 160)
cmjn (94, 79, 0, 0)
#2850a0



Midblue

rgb (80, 120, 180)
cmjn (74, 51, 0, 0)
#5078b4



Lightblue

rgb (42, 171, 226)
cmjn (68, 16, 0, 0)
#2aabe2

Shades of grey

Additional use



Darkgrey

rgb (68, 68, 68)
cmjn (0, 0, 0, 73)
#444444



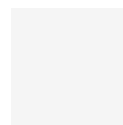
Midgrey

rgb (119, 119, 119)
cmjn (0, 0, 0, 54)
#777777



Lightgrey

rgb (170, 170, 170)
cmjn (0, 0, 0, 34)
#c9c9c9



Darkwhite

rgb (245, 245, 245)
cmjn (0, 0, 0, 10)
#f5f5f5