



QUILL



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Revised May 2018



Logo + Size Restrictions

Primary Logos:

- Quill H
- Quill V

Should be used in most applications, with no minimum or maximum size. Mark can be used without text when the name/brand is visible nearby.

Secondary Logos:

- Quill Security Technology H
- Quill Security Technology V

In situations where the extended version of the name needs to be used, do not print under two inches or on screen under 200 pixels wide.

One Color Logos:

- Same Restrictions apply





Logo Proportions

Mark Proportions:

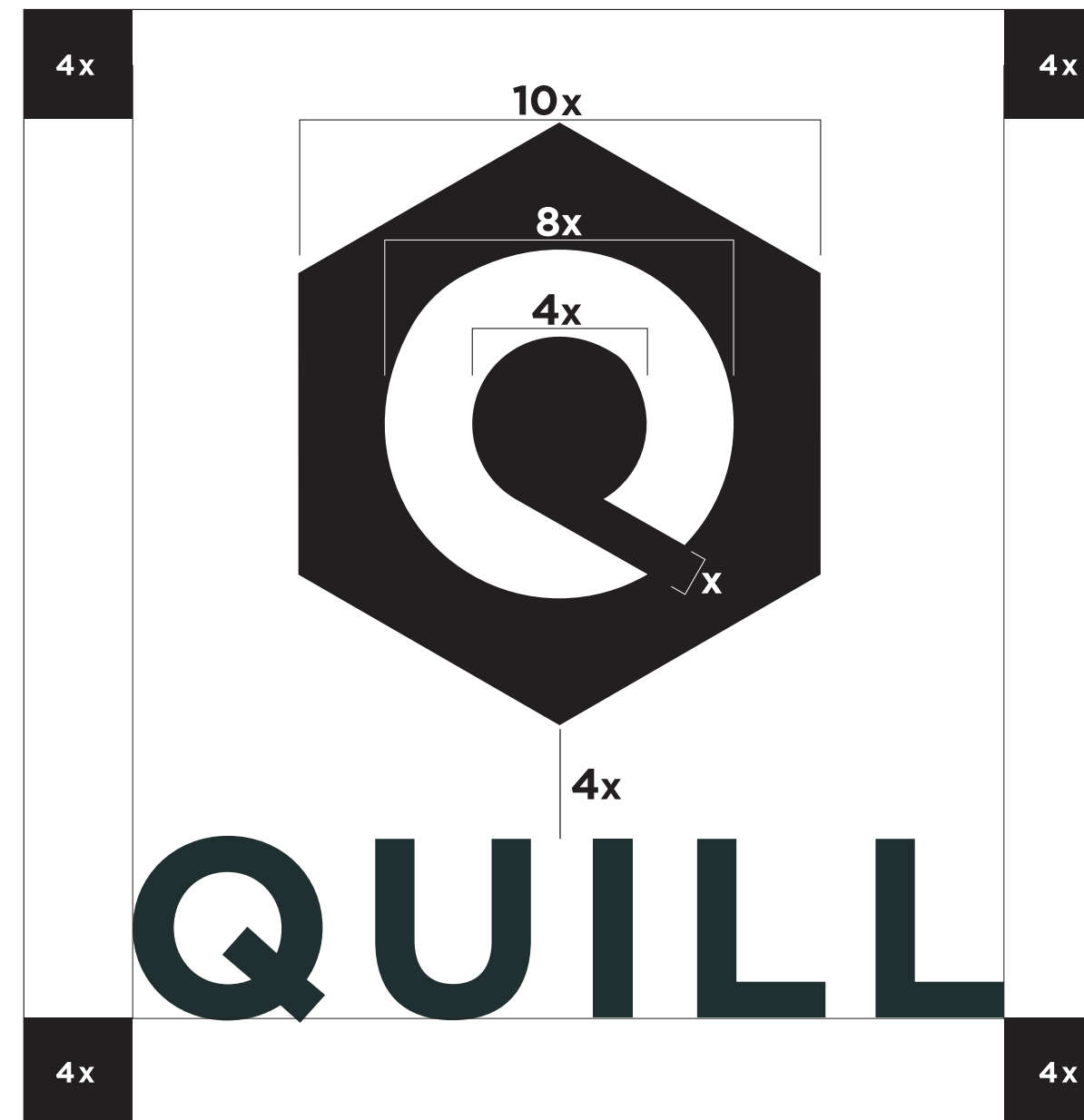
Using proportions enables us to define parameters to help keep the integrity of the logo. In this case the width of the internal Q, its' counter, and the hexagon all correlate in size.

Typography Distance From Mark:

In the Primary Logo, Quill should be 4x from the bottom of the mark or 2x to the right of the mark.

Minimum Clear Space:

In ALL applications there should be at least 4x of clear space on all sides of the logo.





Color

Background Green:

Background green is to be used as a background color. However, it may be used in a one color logo format when on Dark Green (see next page).

Light Green:

This color is applied to the top of the 3D box in our full color application, it can also be used as a background color or in the one color logo format.

Quill Green:

Quill Green is the color used on the left side of the 3D shape as well as on the type treatment. When using Quill's one color logo format this is the best color to use.

Dark Green:

This color is recommended for use as an accent or in formal applications. It is the color currently on the right side of the 3D shape.



QUILL

Background Green

R: 181 G: 225 B: 223
C: 28 M: 0 Y: 13 K: 0
PANTONE: 317 C

Light Green

R: 91 G: 180 B: 176
C: 63 M: 9 Y: 34 K: 0
PANTONE: 7472 C

Quill Green

R: 56 G: 123 B: 123
C: 79 M: 36 Y: 49 K: 11
PANTONE: 328 C

Dark Green

R: 35 G: 49 B: 51
C: 79 M: 62 Y: 61 K: 60
PANTONE: 426 C



Logo Color Applications

Full Color Logo (Column 1+2):

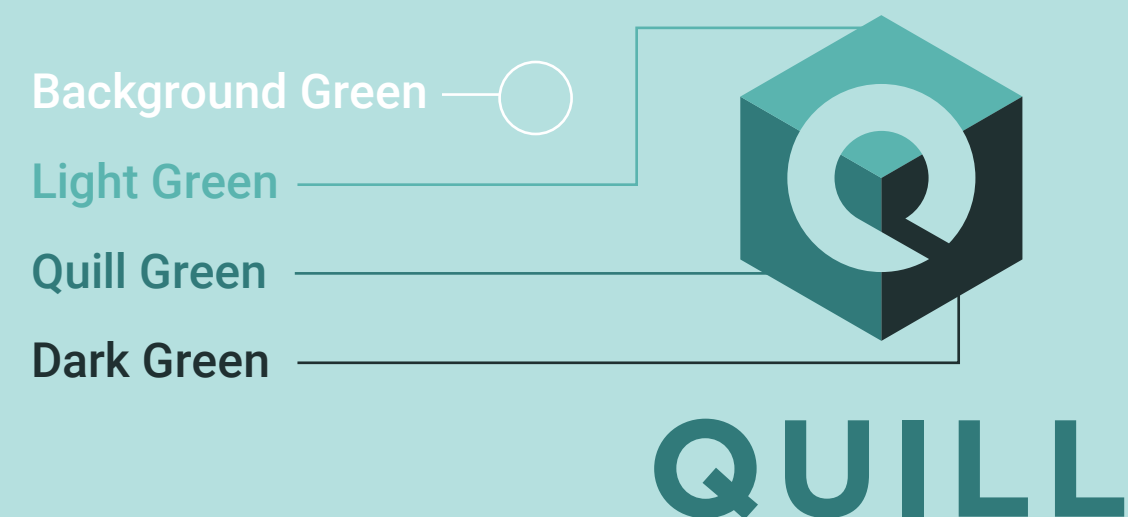
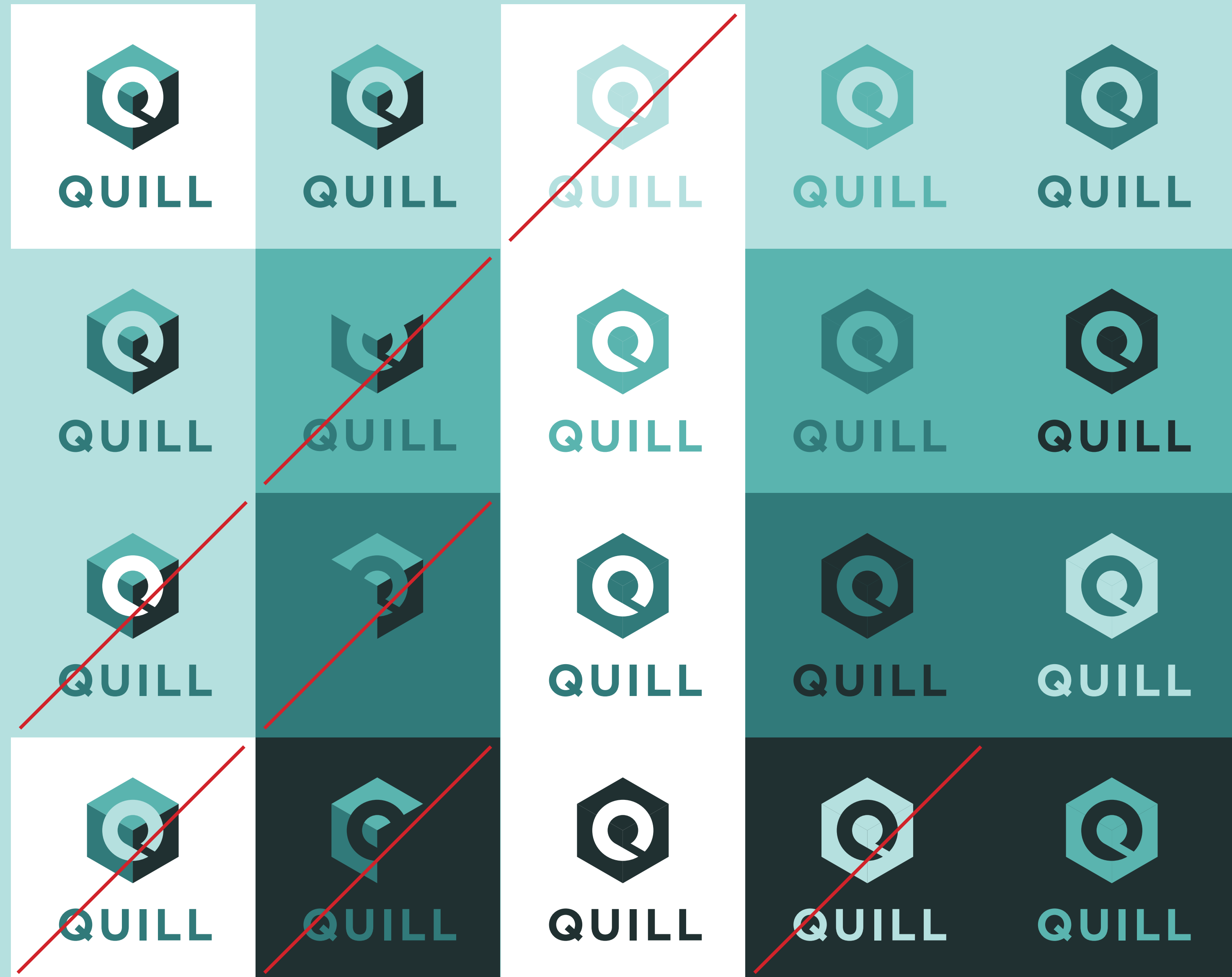
The full color logo should only be used on White or Background Green, the Q inside the mark should always match the background to reduce color complexity. Column 2 shows why putting the full color logo on other color backgrounds could be problematic.

Single Color Logo on White Background (Column 3):

Do not use the Background Green on a White background. Any of the other colors may be used on a white background.

Single Color Logo on Color Background (Column 4+ 5):

For subtle logo applications use the logo on a background that is one shade lighter. Do not use the Background Green on the Dark green. For high contrast applications go two shades darker or lighter. Column 5: Quill Green on Background Green, Dark Green on Light Green, Background green on Quill Green, Light green on Dark Green





Typography

Gotham Bold:

Used in the Logo for "Quill" and "Security Technology".

Roboto Thin:

Should be used for body copy applications, be cautious that with certain print applications it may become less legible at sizes under 10pt.

Roboto Light:

Should be used for body copy applications.

Roboto Medium:

Should be used in header or title applications. The default tracking is a bit tight, so I do not recommend using in body copy applications.

Roboto Bold:

Should be used sparingly, as the leading is a bit tight. In small 7-10pt applications it looks best. Section titles or headers only, NOT as body copy.

Roboto Black:

Free typefaces have a few shortcomings, one of them being the kerning/tracking. The bold and black letter forms are just too close together. Google Docs does allow adjustments to the tracking of the type, these fonts are not recommended.



QUILL
SECURITY TECHNOLOGY

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Typographic Layout

Titles:

20pt Roboto Medium with double break spacing below, recommend 16pt leading as default.

Section Titles:

Should be 10pt Roboto Bold. This can be in title case or all caps depending on the application. Should be consistent throughout the document.

Other Applications:

In some situations information can be presented using Roboto Medium to highlight certain information in body copy or in infographics. Example: "Date" or "Subject"

Background/Type color:

Dark Green text does not pair well with Quill Green headers/titles. Background colors should be either white or Background green. As an alternate option for digital applications Background green can be used for all headers/titles. Body copy can be in Quill Green on the Dark green background. In this case the single color Quill logo is recommended in Background Green.

Note: The type to the right has been reduced for this slide and is about half the size it would normally be. Compare to provided letterhead on next page for actual size example.

Title at 20pt Roboto Medium

Section Title at 10pt Roboto Bold (All CAPS OPTIONAL)

Body Copy at 10pt Roboto Light or Thin. 16pt leading across the board. Nullam tincidunt dui in leo vehicula, vel commodo risus efficitur. Quisque mollis augue odio, in pellentesque nisl mattis ac. Nullam vel sapien sit amet velit eleifend pulvinar. Ut feugiat ante vitae tellus laoreet vehicula. Nam gravida volutpat suscipit. Vestibulum sodales finibus lacus. Phasellus pellentesque mi in pellentesque cursus. Aenean id lectus at risus dictum congue. Interdum et malesuada fames ac ante ipsum primis in faucibus. Donec tempor tristique lectus, at elementum ex pharetra ac. Cras augue arcu, cursus sed lacus convallis, interdum ornare nisl. Nullam sapien tellus, bibendum vel dui quis, tempus mollis ex.

Sincerely,

Lindsay Woolward
Founder & CEO

(Other Applications)

Date: 5/5/2019
Subject: Letterhead

Title at 20pt Roboto Medium

Section Title at 10pt Roboto Medium (All CAPS OPTIONAL)

Body Copy at 10pt Roboto Light or Thin. 16pt leading across the board. Nullam tincidunt dui in leo vehicula, vel commodo risus efficitur. Quisque mollis augue odio, in pellentesque nisl mattis ac. Nullam vel sapien sit amet velit eleifend pulvinar. Ut feugiat ante vitae tellus laoreet vehicula. Nam gravida volutpat suscipit. Vestibulum sodales finibus lacus. Phasellus pellentesque mi in pellentesque cursus. Aenean id lectus at risus dictum congue. Interdum et malesuada fames ac ante ipsum primis in faucibus. Donec tempor tristique lectus, at elementum ex pharetra ac. Cras augue arcu, cursus sed lacus convallis, interdum ornare nisl. Nullam sapien tellus, bibendum vel dui quis, tempus mollis ex.

Sincerely,

Lindsay Woolward
Founder & CEO

(Other Applications)

Date: 5/5/2019
Subject: Letterhead

Title at 20pt Roboto Medium

Section Title at 10pt Roboto Medium (All CAPS OPTIONAL)

Body Copy at 10pt Roboto Light or Thin. 16pt leading across the board. Nullam tincidunt dui in leo vehicula, vel commodo risus efficitur. Quisque mollis augue odio, in pellentesque nisl mattis ac. Nullam vel sapien sit amet velit eleifend pulvinar. Ut feugiat ante vitae tellus laoreet vehicula. Nam gravida volutpat suscipit. Vestibulum sodales finibus lacus. Phasellus pellentesque mi in pellentesque cursus. Aenean id lectus at risus dictum congue. Interdum et malesuada fames ac ante ipsum primis in faucibus. Donec tempor tristique lectus, at elementum ex pharetra ac. Cras augue arcu, cursus sed lacus convallis, interdum ornare nisl. Nullam sapien tellus, bibendum vel dui quis, tempus mollis ex.

Sincerely,

Lindsay Woolward
Founder & CEO

(Other Applications)

Date: 5/5/2019
Subject: Letterhead





Letterhead + Business Card

Business Card:

Horizontal shape to match up with the creative brand element on the back.

Letterhead:

Follow typographic layout instructions from previous slide.

Email Signature:

Use provided png file for sign off on emails.

