

BRAND STYLE GUIDE



SECTION 1:

LOGO

- 1.1 Primary Logo
- 1.2 Secondary Logo
- 1.3 Reversed Logo (Dark Background)
- 1.4 Reversed Logo (Light Background)
- 1.5 Black and White Logo
- 1.6 Usage

SECTION 2:

COLORS

- 2.1 Color Scheme
- 2.2 Proportional Palette

QRY

SECTION 3:

TYPOGRAPHY

- 3.1 Principal Typeface
- 3.2 Alternate Typeface
- 3.3 Usage

SECTION 4:

ICONOGRAPHY

SECTION 1

LOGO





QRY

STACKED PRIMARY LOGO

This Primary Logo is the official brandmark of QRY and is the preferred version to use when a vertical layout is required.

Minimum Size (Height): 0.875 in

QRY LIGHT GRAY

HEX #F2F4F3
R 242 G 244 B 243
C 1 M 0 Y 0 K 4
Pantone 663C

QRY ORANGE

HEX #CA5641
R 202 G 86 B 65
C 0 M 45 Y 54 K 21
Pantone 7619C

QRY BLUE

HEX #AEC0CE
R 174 G 192 B 206
C 13 M 5 Y 0 K 19
Pantone 5435C

QRY SLATE GRAY

HEX #595A5A
R 89 G 90 B 90
C 0 M 0 Y 0 K 65
Pantone 425C



HORIZONTAL PRIMARY LOGO

This Primary Logo is the official brandmark of QRY and is the preferred version to use when a horizontal layout is required.

Minimum Size (Height): 0.6 in

QRY LIGHT GRAY

HEX #F2F4F3
R 242 G 244 B 243
C 1 M 0 Y 0 K 4
Pantone 663C

QRY ORANGE

HEX #CA5641
R 202 G 86 B 65
C 0 M 45 Y 54 K 21
Pantone 7619C

QRY BLUE

HEX #AEC0CE
R 174 G 192 B 206
C 13 M 5 Y 0 K 19
Pantone 5435C

QRY SLATE GRAY

HEX #595A5A
R 89 G 90 B 90
C 0 M 0 Y 0 K 65
Pantone 425C



SECONDARY LOGO (ICON ONLY)

This Secondary Logo is the official icon of QRY and is the preferred version to use when the primary logo is not required.

Minimum Size (Height): 0.6 in

QRY LIGHT GRAY

HEX #F2F4F3
R 242 G 244 B 243
C 1 M 0 Y 0 K 4
Pantone 663C

QRY ORANGE

HEX #CA5641
R 202 G 86 B 65
C 0 M 45 Y 54 K 21
Pantone 7619C

QRY BLUE

HEX #AECOCE
R 174 G 192 B 206
C 13 M 5 Y 0 K 19
Pantone 5435C

QRY SLATE GRAY

HEX #595A5A
R 89 G 90 B 90
C 0 M 0 Y 0 K 65
Pantone 425C

QRY

SECONDARY LOGO (WORDMARK ONLY)

This Secondary Logo is the official Wordmark of QRY and is the preferred version to use when the primary logo is not required.

Minimum Size (Height): 0.6 in

QRY SLATE GRAY

HEX #595A5A

R 89 G 90 B 90

C 0 M 0 Y 0 K 65

Pantone 425C



REVERSED PRIMARY STACKED

Version of the primary logo preferred for dark backgrounds.

Minimum Size (Height): 0.875 in

REVERSED PRIMARY HORIZONTAL

Version of the primary logo preferred for dark backgrounds.

Minimum Size (Height): 0.6 in



QRY

REVERSED SECONDARY ICON

Version of the Icon preferred for dark backgrounds.

Minimum Size (Height): 0.6 in

REVERSED PRIMARY HORIZONTAL

Version of the wordmark preferred for dark backgrounds.

Minimum Size (Height): 0.6 in



QRY SLATE GRAY

HEX #595A5A
R 89 G 90 B 90
C 0 M 0 Y 0 K 65
Pantone 425C

REVERSED PRIMARY STACKED

Version of the primary logo preferred for light backgrounds when color production is limited to one color.

Minimum Size (Height): 0.875 in

REVERSED PRIMARY HORIZONTAL

Version of the primary logo preferred for dark backgrounds when color production is limited to one color.

Minimum Size (Height): 0.6 in



QRY

QRY SLATE GRAY

HEX #595A5A
R 89 G 90 B 90
C 0 M 0 Y 0 K 65
Pantone 425C

REVERSED SECONDARY ICON

Version of the Icon preferred for light backgrounds when color production is limited to one color.

Minimum Size (Height): 0.6 in

REVERSED PRIMARY HORIZONTAL

Version of the wordmark preferred for light backgrounds when color production is limited to one color.

Minimum Size (Height): 0.6 in



100% BLACK

BLACK & WHITE PRIMARY STACKED

Version of the primary logo preferred when color reproduction is not available.

Minimum Size (Height): 0.875 in

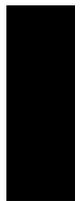
BLACK & WHITE PRIMARY HORIZONTAL

Version of the primary logo preferred when color reproduction is not available.

Minimum Size (Height): 0.6 in



QRY



100% BLACK

BLACK & WHITE SECONDARY ICON

Version of the icon preferred when color reproduction is not available.

Minimum Size (Height): 0.6 in

BLACK & WHITE PRIMARY HORIZONTAL

Version of the wordmark preferred when color reproduction is not available.

Minimum Size (Height): 0.6 in



QRY R



QRY

SAMPLE
HEADLINE



MINIMUM CLEAR SPACE

A minimum clear space must be maintained around all logo variations that is equal or greater than the height of the R of the Primary Logo. No other text or graphics should intrude into this clearance area.



MINIMUM CLEAR SPACE

A minimum clear space must be maintained around all logo variations that is equal or greater than the height of the R of the Primary Logo. No other text or graphics should intrude into this clearance area.

SAMPLE
HEADLINE

QRY



 VIOLATIONS

All elements, including typeface, color, and positioning cannot be altered for any reason. The following are examples of common misuse of the logo that are not permitted. Consistent usage of this logo is important to the integrity of the brand. Do not recreate, reconfigure, redraw, or redesign the logo or any of its elements in any way. Do not surround the logo with any containing shape or add elements such as halos, drop shadows, or any other graphic devices.

DO NOT stretch the logo
DO maintain original proportions



DO NOT change the color of the logo
DO use the approved artwork as is



DO NOT put a drop shadow behind the logo
DO use the reversed logo if more contrast is needed



DO NOT outline the logo
DO use the approved artwork



DO NOT remove parts of the logo
DO use the approved artwork in full



DO NOT enclose the logo in a shape
DO position the logo where no holding shape is needed or switch to wordmark



DO NOT use the grayscale logo when color reproduction is available

DO use the primary logo when possible



DO NOT make the logo transparent

DO use the approved artwork at full opacity



DO NOT use the primary logo over dark or busy background

DO use the reversed logos if more contrast is needed



DO NOT recreate the logo

DO use the approved artwork



DO NOT use the unboxed icon over random colors

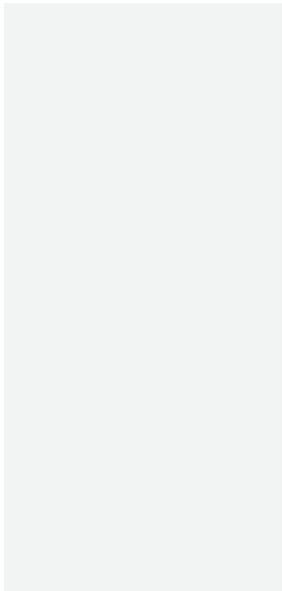
DO use the unboxed icon only over approved [brand colors]



SECTION 2

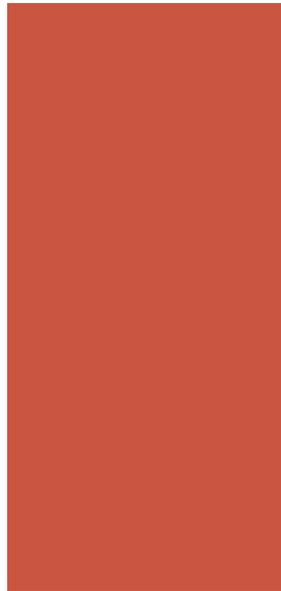
COLORS





QRY LIGHT GRAY

HEX #F2F4F3
R 242 G 244 B 243
C 1 M 0 Y 0 K 4
Pantone 663C



QRY ORANGE

HEX #CA5641
R 202 G 86 B 65
C 0 M 45 Y 54 K 21
Pantone 7619C



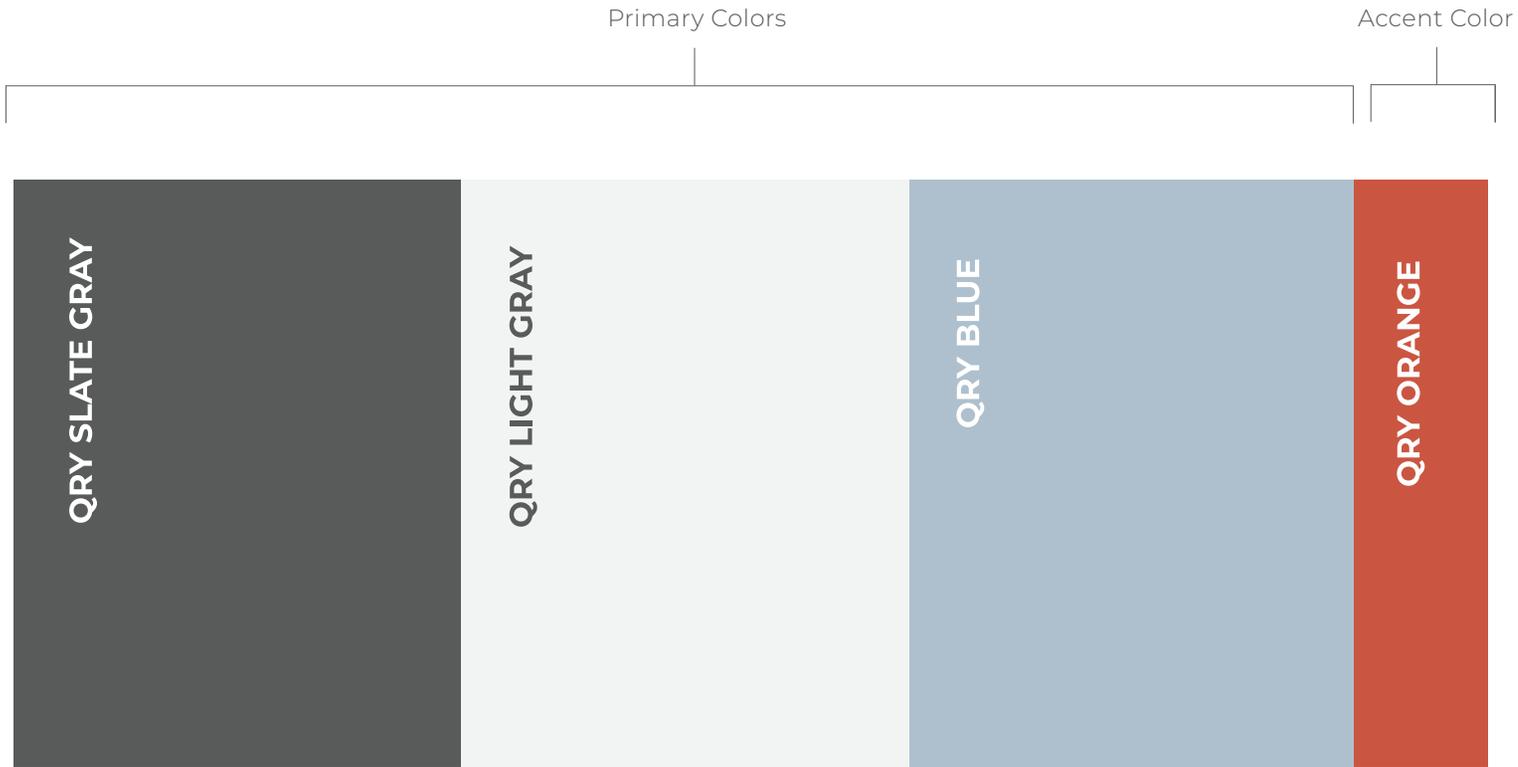
QRY BLUE

HEX #AECOCE
R 174 G 192 B 206
C 13 M 5 Y 0 K 19
Pantone 5435C



QRY SLATE GRAY

HEX #595A5A
R 89 G 90 B 90
C 0 M 0 Y 0 K 65
Pantone 425C



Primarily used on typography, thin graphic elements like rules/dividers, and diagrammatic details.

Primarily used for backgrounds

Primarily used for backgrounds and accent typography

This accent color should be used very minimally, only when the level of contrast needed in the communications can not be met with the primary colors.

SECTION 3

TYPOGRAPHY



TYPOGRAPHY | PRINCIPAL TYPEFACE 3.1

MONTERRAT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890~!@#\$%^&*()_+}|{:"?.,/';

MONTERRAT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890~!@#\$%^&*()_+}|{:"?.,/';

MONTERRAT MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890~!@#\$%^&*()_+}|{:"?.,/';

MONTERRAT SEMI - BOLD

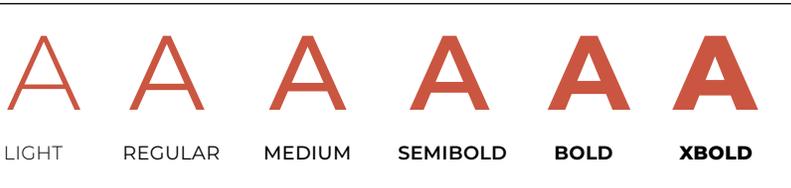
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890~!@#\$%^&*()_+}|{:"?.,/';

MONTERRAT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890~!@#\$%^&*()_+}|{:"?.,/';

MONTERRAT XBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890~!@#\$%^&*()_+}|{:"?.,/';



MONTERRAT

It is important to employ an consistent typeface to bring unity across the entire QRY brand. Our principal typeface is Montserrat , a modern, clean, versatile sans serif that offers many weights and variations. For the purposes of the QRY brand, usage will be limited to only the six fonts shown on this page. Do not use other weights or "Alt" variations. Italic versions of these weights may be used if required.

TYPOGRAPHY | ALTERNATE TYPEFACE 3.2

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
 mnopqrstuvwxyz1234567890~!@#\$%^&*()_+}{:”?’,./;

ARIAL BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
 mnopqrstuvwxyz1234567890~!@#\$%^&*()_+}{:”?’,./;**

ARIAL

For “non-designed” text on platforms where Montserrat is not available (such as the typed body of letters and memos, emails, spreadsheets, PowerPoint presentations), Arial can be substituted. Italic versions of the font may be used if required.

SAMPLE SUBTITLE

MONTERRAT BOLD

SAMPLE HEADLINE

MONTERRAT LIGHT
MONTERRAT MEDIUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse in vulputa.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad **minim** veniam, quis nostrud exercintation ullamcorper suscipit lobortis nisl ut www.weareqry.com consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse in vulputa.

MONTERRAT REGULAR

MONTERRAT SEMIBOLD

MONTERRAT REGULAR
(ORANGE) FOR LINKS

SECTION 4

ICONOGRAPHY



THANK YOU

