



## Brand Compass

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# How we look

## Our Logo

The Quicket logo is the embodiment of the Quicket brand. It is meant to convey Tech-Friendliness, Trustworthiness, Accessibility and Calmness.

The logo features the word "Quicket" in a large, rounded, green sans-serif font. Below it, the tagline "EXPERIENCE AWESOME" is written in a smaller, orange, all-caps sans-serif font.

**Quicket**  
EXPERIENCE AWESOME

## Logo Variations

### The Tag

The tag is commonly used when the logo would be too small for the tagline.

### Logo without tagline

This version of the logo is only used at very small sizes where the tagline would be unreadable ([Size guide here](#)).

### The Q Symbol

The Q symbol is rarely used on it's own except in the case of app icons or website favicons for example. ([Examples here](#)).



Standard Logo



The Tag



The Q symbol



Logo without tagline

## Logo Use Restrictions

1. Do not stretch or compress the logo
2. Do not change the space between the logotype and tagline or change the size relationship
3. Do not alter the colour specifications within the symbol of the logotype.
4. Do not change the logotype into a different typeface.
5. Do not put a stroke on the logotype.



## Logo Size & Clear Space

When constructing the logo white space we use the lowercase u as the spacing element from the top of the k, bottom of the tagline and left and right of the Q and t respectively. The spacing between the logo and tagline is equal to the height of the tagline.

At sizes smaller than 150px or 3cm wide we drop the tagline in favour of the tag version.



## The Holding Device

The logo is never displayed on a dark background. When we use the logo on a dark background we make sure to place it in a white rectangle observing correct usage of [clear space](#).



On image background

## Black Tie Events

In the case of a black tie or similar event, the logo can be represented as white on black for lanyards/tablecloth. This is very situational and should be used less than 5% of the time.

The image shows the Quicket logo in white on a solid black background. The word "Quicket" is written in a large, bold, sans-serif font. Below it, the tagline "EXPERIENCE AWESOME" is written in a smaller, all-caps, sans-serif font.

Quicket  
EXPERIENCE AWESOME



# Tag Usage

When using the tag without the tagline we include the orange strip to identify Quicket. If there is space for the full tagline, we drop the orange strip.

