

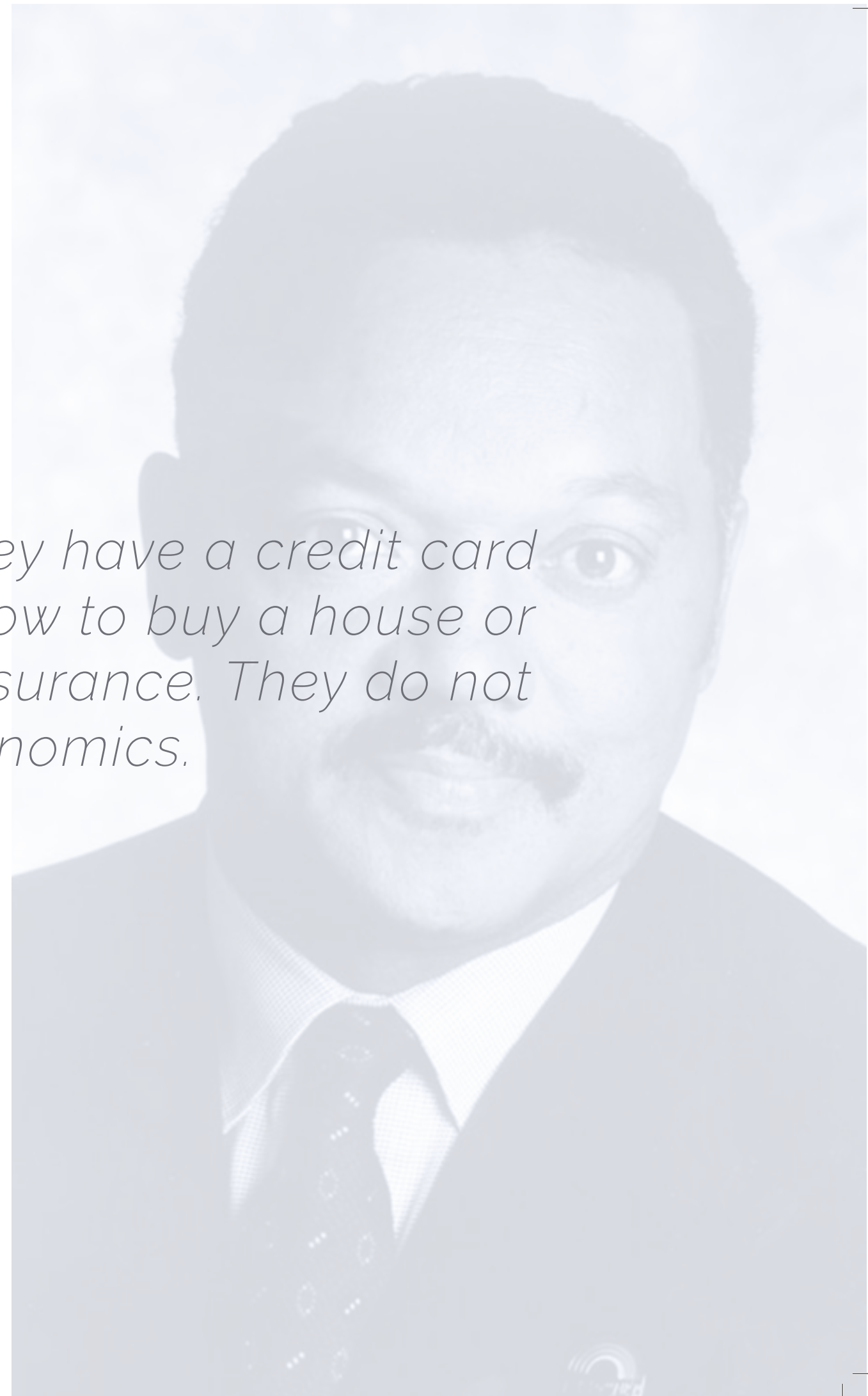


**QUICK SILVER**  
SYSTEMS, INC.

BRANDING GUIDE Ver.01

*Many kids come out of college, they have a credit card and a diploma. They don't know how to buy a house or a car or health insurance or life insurance. They do not know basic microeconomics.*

**JESSE JACKSON**



# INTRODUCTION

The following style guide for the Quick Silver Systems, Inc. These guidelines outline the elements which make up our brand. This will help you in designing with a high degree of creative flexibility. The following pages explain more about the brand elements and how to use them across all media.

# 01

## BRAND MARK

The Logo Symbol is a powerful image evoking the culture of design services - the connection between the strength of communication and the different points that influence.

The Logo Type has been carefully chosen for its modern and yet refined, highly legible style.

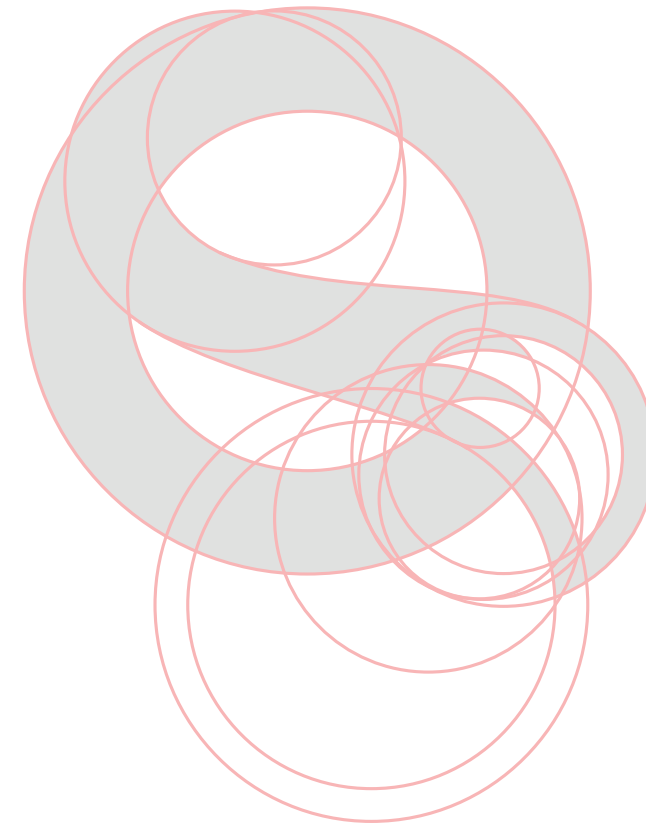


# THE ANATOMY

The mark of the Quick Silver Systems, Inc. logotype is custom created and should not be edited or changed at any way. It's created in a way that represents the character of our company.

## CLEARSPACE

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.





The Quick Silver Systems, Inc. logo is the most important element of our visual identity. It is the visual representation of our company that people will instantly come to recognise.

The following pages outline the main rules about our logo. Please take your time to understand it and get the basic knowledge on how our brand works

The logotype has been specially created for us, so please don't alter it in any way.



# 02

## TYPOGRAPHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Design.

MAIN TYPEFACE

**RALEWAY**

Raleway is an elegant sans-serif typeface family intended for headings and other large size usage. Initially designed by Matt McInerney as a single thin weight, it was expanded into a 9 weight family by Pablo Impallari and Rodrigo Fuenzalida in 2012 and iKerned by Igino Marini.

<https://fonts.google.com/specimen/Raleway>

Logotype	
Raleway Thin	AaBbCcDdEeFfGgHhIiJjKk
Raleway Thin Italic	<i>AaBbCcDdEeFfGgHhIiJjKk</i>
Raleway Regular	AaBbCcDdEeFfGgHhIiJjKk
Raleway Italic	<i>AaBbCcDdEeFfGgHhIiJjKk</i>
Raleway Bold	<b>AaBbCcDdEeFfGgHhIiJjKk</b>
Raleway Black Italic	<b><i>AaBbCcDdEeFfGgHhIiJjKk</i></b>

Glyphs

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«Σ€®†Ω”/øπ•±‘æœ@Δ<sup>o</sup>a©ƒð

Tabular Numerals

0123456789%!@#\$\$%^&\*?+

SUPPORTING TYPEFACE

LATO

Lato is a sans serif typeface family started in the summer of 2010 by Warsaw-based designer Łukasz Dziedzic (“Lato” means “Summer” in Polish).

The semi-rounded details of the letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness. “Male and female, serious but friendly. With the feeling of the Summer,” says Łukasz.

<https://fonts.google.com/specimen/Lato>

Logotype	
Lato Hairline	AaBbCcDdEeFfGgHhIiJjKk
Lato Hairline Italic	<i>AaBbCcDdEeFfGgHhIiJjKk</i>
Lato Regular	<b>AaBbCcDdEeFfGgHhIiJjKk</b>
Lato Italic	<b><i>AaBbCcDdEeFfGgHhIiJjKk</i></b>
Lato Bold	<b>AaBbCcDdEeFfGgHhIiJjKk</b>
Lato Bold Italic	<b><i>AaBbCcDdEeFfGgHhIiJjKk</i></b>

Glyphs

!“§\$%&/()=?`::i“¶¢[]|{}≠¿  
«Σ€®†Ω”/øπ•±‘æœ@Δ°ª©ƒð

Tabular Numerals

0123456789%!@#\$\$%^&\*?+

TYPE PAIRINGS

Heading

LATO BOLD

Sub Heading

RALEWAY SEMI BOLD

Body copy

This page is a nice simple way to showcase the brand's type system. This will help the client get a clear vision of how typography will feel in the brand experience. There will obviously be more use cases than covered here but this is good enough to get a vibe across. For the purposes of this template we used all Raleway but you will likely have a variety of type.

Raleway Light

Action items

JOIN NOW

Raleway Light Italic

# 03

## COLOR

Color plays an important role in the Quick Silver Systems, Inc. corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed. Consistent use of these colors will contribute to the cohesive and harmonious look of the Quick Silver Systems, Inc. brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent

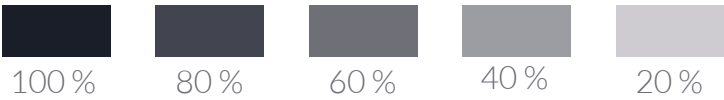
PRIMARY COLOR SYSTEM

Explanation:

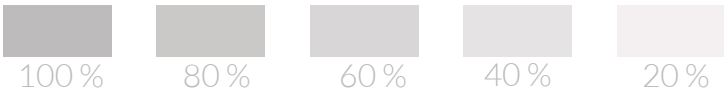
The Quick Silver Systems, Inc. has two official colors: Dark Gunmetal and X11 Gray. These colors have become a recognizable identifier for the company.

Usage:

Use them as the dominant color palette for all internal and external visual presentations of the company.



Gunmetal Gradient



Gray Gradient

PRIMARY COLOR  
DARK GUNMETAL

Color Codes:

CMYK: 88 76 30 82  
Pantone: 532 C  
RGB: 28 31 42  
Web: #1C1F2A

PRIMARY COLOR  
X11 GRAY

Color Codes:

CMYK: 12 8 9 23  
Pantone: Cool Gray 4 C  
RGB: 187 188 188  
Web: #BBBCBC



## SECONDARY COLOR SYSTEM

### Explanation:

The Secondary colors are complementary to our official colors, but are not recognizable identifiers for our company. Secondary colors should be used sparingly (less than 40 % of the palette in one piece).

### Usage:

Use them to accent and support the primary color palette.



Tones

#### COLOR CODES

CMYK: 0 61 97 0  
Pantone: 1585 C

RGB: 255 106 19  
Web: #FF6A13

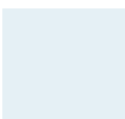
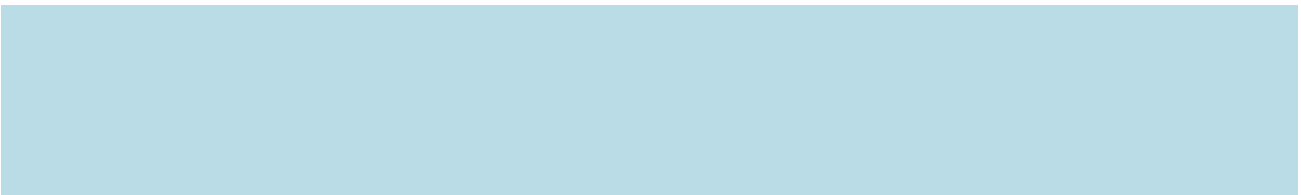


Tones

#### COLOR CODES

CMYK: 86 29 21 67  
Pantone: 7477 C

RGB: 36 76 90  
Web: #244C5A



Tones

#### COLOR CODES

CMYK: 18 0 5 0  
Pantone: 7457 C

RGB: 187 221 230  
Web: #BBDDE6



04

## IMAGES AND BLENDING MODES



## CORPORATE IMAGE: COLORED IMAGES

Corporate Images are responsible to transfer the values of Quick Silver Systems, Inc. to our customers or our potential customers. It is a composite psychological impression that continually changes with the firm's circumstances, media coverage, performance, pronouncements, etc. Quick Silver Systems, Inc. use various corporate advertising techniques to enhance their public image in order to improve their desirability as a supplier, employer, customer, borrower, partner, etc.

### **Requirements:**

- rich colours
- high contrast
- sharp images
- minimalistic look
- modern





## CORPORATE IMAGE: BLACK AND WHITE

Corporate Images are responsible to transfer the values of Quick Silver Systems, Inc. to our customers or our potential customers. It is a composite psychological impression that continually changes with the firm's circumstances, media coverage, performance, pronouncements, etc. Quick Silver Systems, Inc. use various corporate advertising techniques to enhance their public image in order to improve their desirability as a supplier, employer, customer, borrower, partner, etc.

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