

BRAND GUIDELINES

How to use **SYSTEMiQ** Brand Identity

June, 2018

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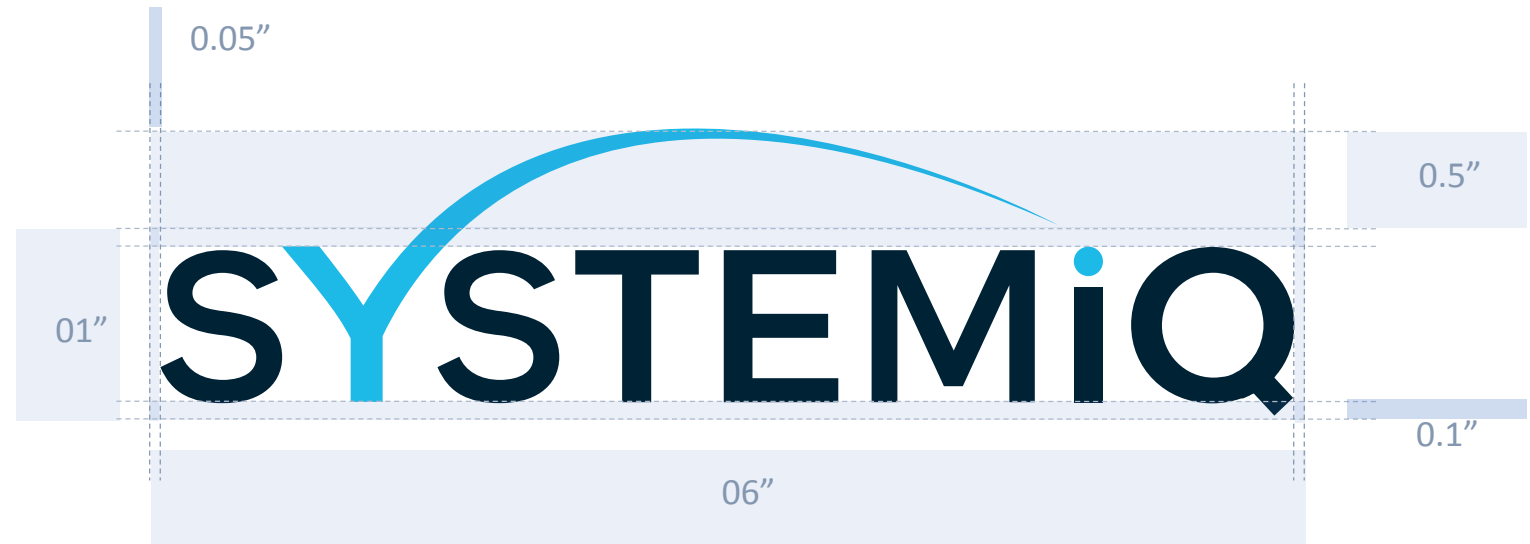


How to use **SYSTEMiQ** Brand Identity



These guidelines contain recommendations for the various ways you can use the SYSTEMiQ name, logos, and language in your materials without having to have your people call our people. We've included some examples of work so you can see how it comes together as well as links to assets you can download and use.

LOGO LOCK UP



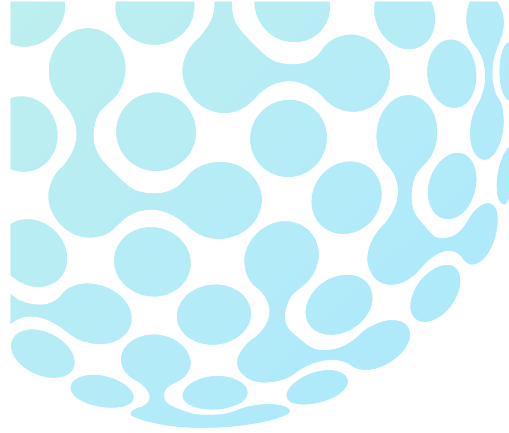
LOGO LOCK UP



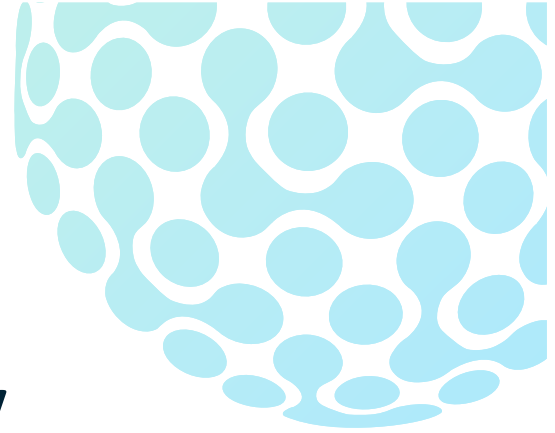
SYSTEMiQ

GLOBE USES

From Top **LEFT** Edge

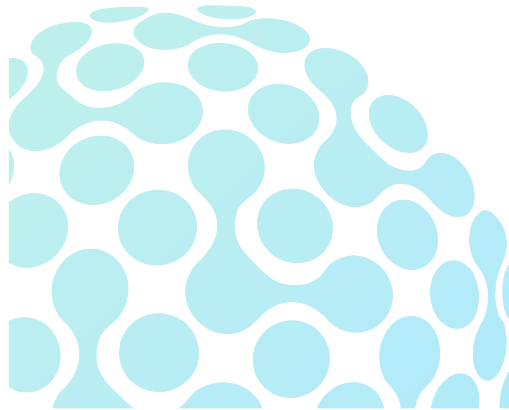


From Top **RIGHT** Edge

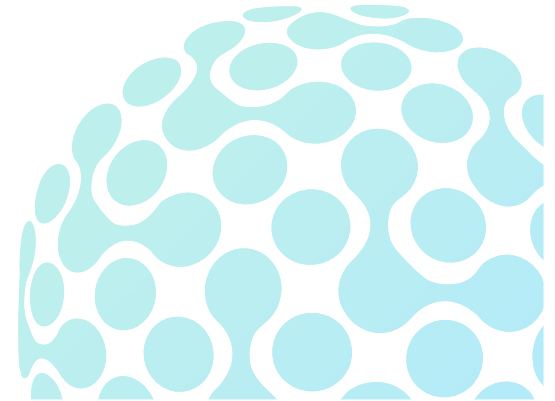


Use 20%
transparency

From bottom **LEFT** Edge



From bottom **RIGHT** Edge



LOGO USES

DO

The primary preferred usage is Full Color on white. Alternate version is grey on bright background. Other light backgrounds may be used as long as legibility is maintained. On dark backgrounds reverse the “Y” abstract and dot of “i” color, text in white.

The logo consists of the word "SYSTEMiQ" in a sans-serif font. A blue arc starts above the 'Y', arches over the 'S', 'Y', 'S', 'T', 'E', 'M', and ends above the 'i'. The 'i' has a blue dot. The 'Q' is dark blue. The entire logo is set against a white background within a dashed rectangular border.

SYSTEMiQ

The logo is the same as the full color version but rendered in a dark grey color. It is set against a white background within a dashed rectangular border.

SYSTEMiQ

The logo is the same as the full color version but set against a solid black background. The arc, 'i' dot, and 'Q' are blue, while the other letters are white.

SYSTEMiQ

The logo is the same as the grey version but set against a solid dark grey background. The arc, 'i' dot, and 'Q' are white, while the other letters are dark grey.

SYSTEMiQ

The logo is the same as the full color version but set against a solid bright blue background. The arc, 'i' dot, and 'Q' are white, while the other letters are blue.

SYSTEMiQ

The logo is the same as the full color version but set against a solid dark blue background. The arc, 'i' dot, and 'Q' are white, while the other letters are dark blue.

SYSTEMiQ

FONT TYPOGRAPHY

Headline Font

Lato (Primary)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial (Secondary)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Lato (Primary)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789

Calibiri (Secondary)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789

STYLE

- 1.Thin
- 2.*Thin Italic*
- 3.Light
- 4.*Light Italic*
- 5.Regular
- 6.*Regular Italic*
- 7.**Bold**
- 8.***Bold Italic***
- 9.**Black**
- 10.***Black Italic***

Body font

COLOR PALETTE

002235

**Primary
Colors**

R 0
G 34
B 53

1DBAE7

R 29
G 186
B 231

44D4C6

R 68
G 212
B 198

#95338A

**Secondary
Colors**

R 149
G 58
B 138

1C134F

R 28
G 19
B 79

#505C62

R 80
G 92
B 98

COLOR GRADIANT



Blue + Green



Royal Blue + purple

