QWEECO STUDIO
КВИКО СТУДИО

BRAND **STYLE** MANUAL

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INTRODUCTION - OVERVIEW

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Our usual customer is looking for company who can implement his ideas. Basically our customers are early startups. All they have when they start with us is idea. We help them to bring it to real world. Make their ideas to be real feature sets.

Our distinguishing feature is - customer and project care. Each our project is our child. We love each of them like parent loves his child.

THE LOGO DESIGN

Blue indicates Clear Space. The blue area must be kept free of other elements. Grey padding indicates Safe Zone.

The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height.' The width is equal to the height.)

THE LOGO DESIGN
Alternative Logo Version

The logo in solid black

The logo in white (reversed)

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THE LOGO DESIGN
Logo Sizes

Minimum logo width

4 cm

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Social media profile images

Website favicon

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NEXA BOLD
QWEECO STUDIO

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

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IDEALIST SANS REGULAR
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COLOR PALETTE

BURNT ORANGE

CHARCOAL GREY

CMYK 8 | 77 | 88 | 1

RGB 221 | 94 | 54

HEX # DD5E36

CMYK 68 | 62 | 58 | 46

RGB 65 | 64 | 66

HEX # 414042

LOGO CHARACTERISTICS

RESPONSIBLE

QUALITATIVE

WITH CARE

DESIGN CONSTRAINTS

BRAND STYLE MANUAL

Exclusion Zone

Make sure that text or other design elements do not encroach on the logo.

Minimum reproduction size

4 cm

Exceptions to minimum size restrictions include name badges, business cards, or other small products.

DESIGN CONSTRAINTS

WARNING! Please do not abuse our logo!

Make sure the logo **contrasts** with background colour.

Do not change the relative size of elements.

The logo **should not** be used as part of a sentence.

Do not stretch or distort your logo.

Do not change fonts or color.

Do not change element position.

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USING THE LOGO
Using with Qweeco Studio Logo
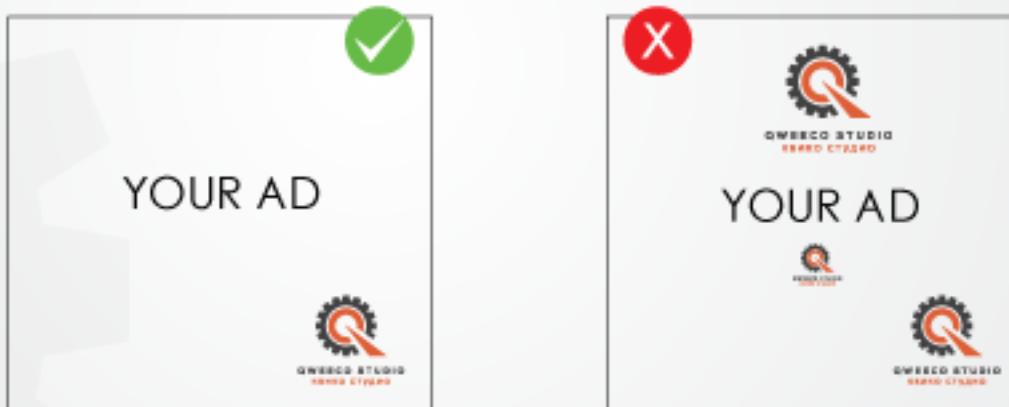
YOUR AD ✓

YOUR AD ✗

In most cases, use of one company logo is all that is required. If an advertiment is madeby Qweeco Studio then that logo is usually all that is required on YOUR ADVERTISEMENT for recognition of your audience and/or customers.

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USING THE LOGO
Using with Other Logo

When the Qweeco Studio logo is used with another logo, both logos should be scaled to the same visual weight and the separation distance should be at least double the exclusion zone.

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THANK YOU!!!