



BRAND GUIDELINES

THE LOGOS

Master Logo



The Q Guild Medal



LOGO VARIATIONS

Full Logo

Alternate Variations



Black & White Variations



The Q Guild Medal

Alternate Variations



Black & White Variations



USING THE LOGO

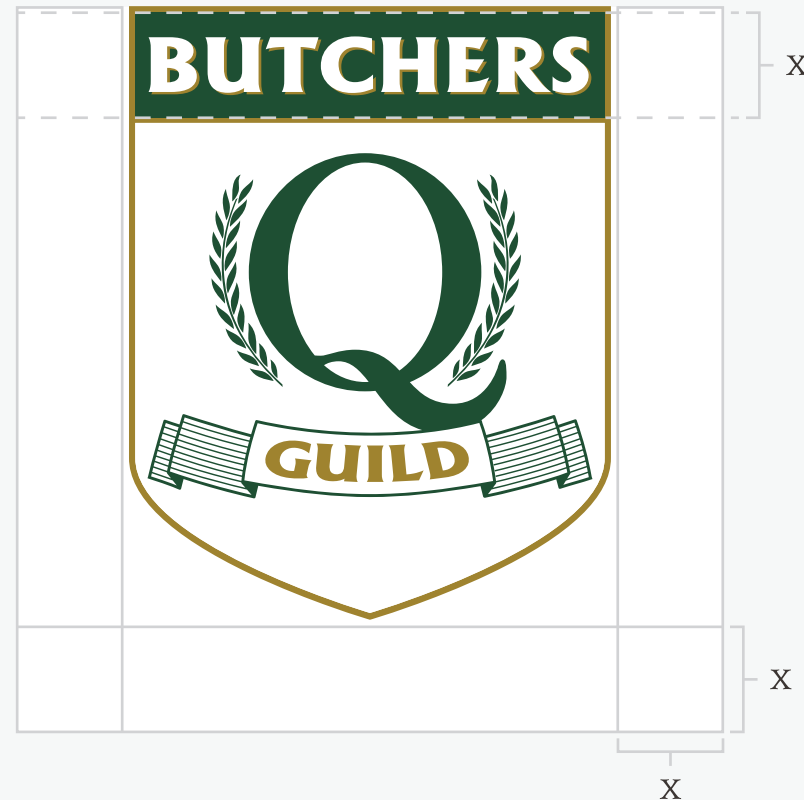
Logo Safe Zone



Do

The Q Guild logo must have the designated amount of clear space (marked by 'x') around it. The top of the logo can touch objects above it.

'x' is determined by the height of the green strip.



Minimum Size



Don't

The Q Guild logo must not be used below 25mm in width to ensure the text is legible.

Print



Digital



HOW TO USE THE LOGO

Correct Usage



Position at the top when possible



Any time the logo is used on promotional material and print emanating from the Guild, it will be reproduced in the official Guild colours of green and gold. The Guild realises, however, that these colours may not always suit individual businesses and for costing purposes a single colour may be preferred. If the logo is reproduced in only one colour, any colour can be used. If budgets permit, however, the Guild suggests that the gold element of the logo be included.

When commissioning new material e.g. letterheads, carrier bags, van livery etc, members should ensure that the logo is used correctly.

Q Guild branding on as many business materials as possible is encouraged, but members are reminded that Q branding should only be used on premises that are members of the Guild. Wholesaling can only be accompanied with Q branding if the wholesaling is to another member of the Guild. If for any reason the business leaves the Guild, all Q branding must be removed and any materials belonging to the Guild returned.

Incorrect Usage



DO NOT change individual colours



DO NOT change the font



DO NOT distort



DO NOT rotate



FONTS

Which Typefaces to Use

TRAJAN PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Trajan Pro is to be used for all Headings.

Quattrocentro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Quattrocentro is to be used for all Sub-Headings

Swiss 721 BT Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Swiss 721 BT Light is to be used for all body copy.
 This should also be used to label the products in the store.

Swiss 721 BT Bold

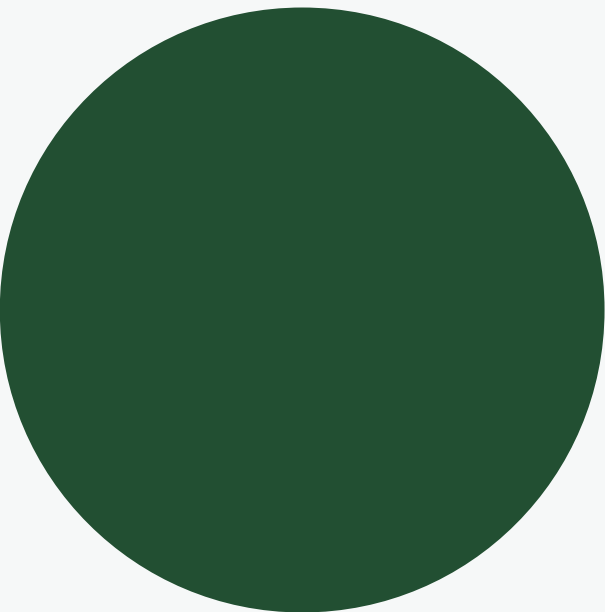
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Swiss 721 BT Bold can be used within body copy
 to highlight/emphasise content.

In the event that none of the fonts above are available, Times must be used for Headings and Sub-Headings.
 A sans-serif font must be used for body copy (Helvetica is preferred).

COLOURS

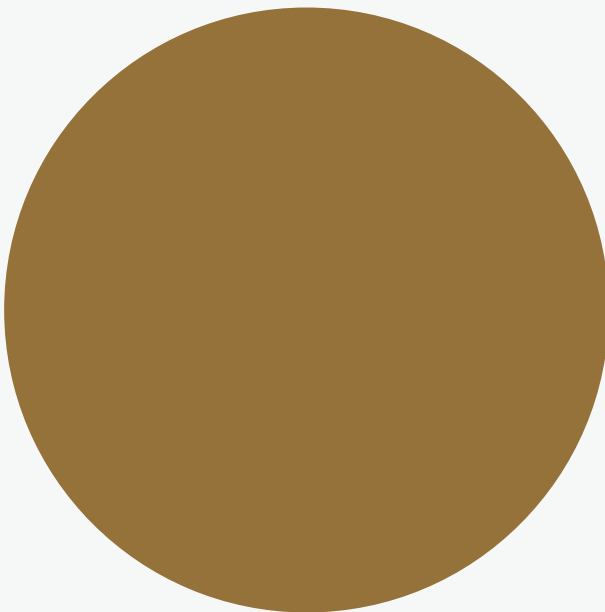
Primary Colours



PANTONE™
350 C

CMYK
82 42 84 44

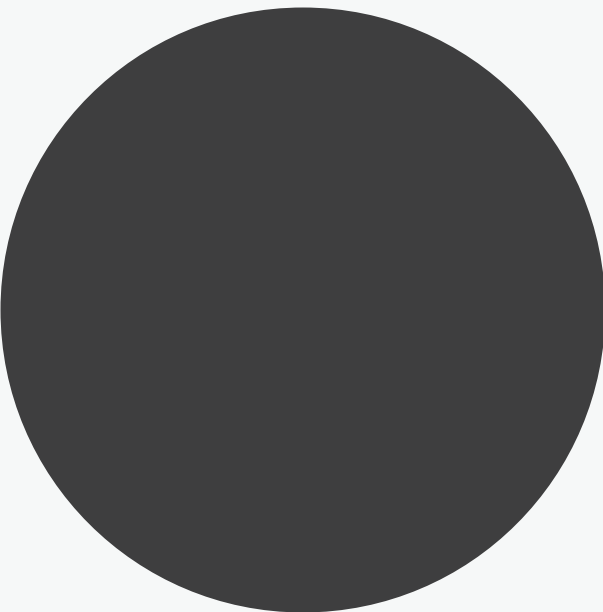
RGB / Hex
34 79 52 / #224F34



PANTONE™
126 C

CMYK
30 46 83 23

RGB / Hex
159 129 46 / #9F812E

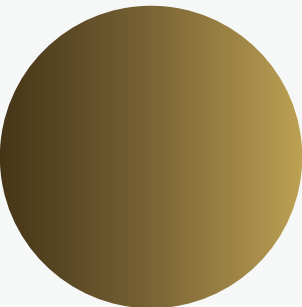


PANTONE™
90% Black

CMYK
0 0 0 90

RGB \ Hex
34 34 34 / #222222

Gradients



GRADIENTS 0°
(Dark shade always to the left)

Gold CMYK
48 58 86 63 > 22 29 77 7

ANY QUESTIONS?

Who to Contact

For any questions regarding the usage of the Q Guild brand or to obtain logo variants, please contact Prototype Creative on the details below.



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