

QuillAudits

Brand Guidelines

Updated March 2023

Wordmark



Whenever possible, QuillAudits' icon and wordmark should appear together. QuillAudits' wordmark is a refined variation on its icon and help maintain an identity.



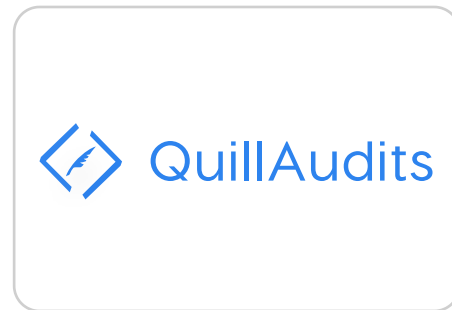
Guidance . Clear Space



Make sure to leave enough space around the icon and the wordmark, so that they are distinct from other elements on the page. Safe space around the icon and lockups should be at least 130% of the icon size.



Guidance · Treatments



Horizontal Lockup



Dark Background



Photo Background



Vertical Lockup



Dark Background



Photo Background

Whenever possible, use our icon lockup with the wordmark. The QuillAudits icon can only be used alone on our platform or as a share icon.



Guidance · Improper Treatments



Don't recolor the logo



Don't outline the logo



Don't distort the logo



Don't redraw the logo

It is important that the QuillAudits logo and wordmark appear in a consistent manner. Please use one of the variations we provide, and never redraw or re-color the logo or the wordmark.



Partnerships



Partnership logos where QuillAudits is the lead should include the QuillAudits logo on the left, and continue to respect the clear space around it. The dividing line should match the height of the icon.



Color - Bleu De France

Bleu De France

Hex

#2D83EE

RGB

45 - 131 - 238)

Color can define a brand, and QuillAudits' signature color is *Bleu De France*. This is the core of our identity and is essential for recognition of our brand. Everything visual that we produce should employ the color in some capacity.



Branding Background



The above given background can be used to represent QuillAudits whenever a particular theme may be required. Complimentary colour to be used over the background is *White*. The background is not necessarily to be used behind a logo, its only meant to create a theme.



Typography

visby®
sans·serif

Using the Visby CF typeface ensures our brand personality shows through in our communications.



Terms of Use

Use official graphics

- Brand assets are readily available for your use
- Don't modify the brand asset graphics or use modified versions you might find on the internet

Talk about, not as, QuillAudits

- Use the brand assets to refer to QuillAudits and its products and services
- Don't use the brand assets in a way that suggests partnership or endorsement by QuillAudits

Restricted contexts

- Don't use the brand assets in connection with material that would violate any kind of Policy
- Don't use the brand assets to disparage QuillAudits or QuillAudits' products or services

Follow terms & agreements

- Read and comply with the QuillAudits' Brand Terms of Use
- As applicable, follow the QuillAudits' Terms of Service, Privacy Policy, and any other relevant agreement



QuillAudits brand terms of use

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If you have any questions about these guidelines, please contact hello@quillhash.com.

