

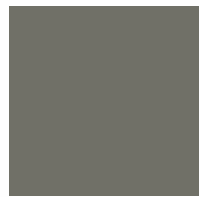


IQS SYSTEMS

Making metal work for you

Brand Manual

Main logo mark colours



C51M42Y49K33
R112G112B103
Hex #707067

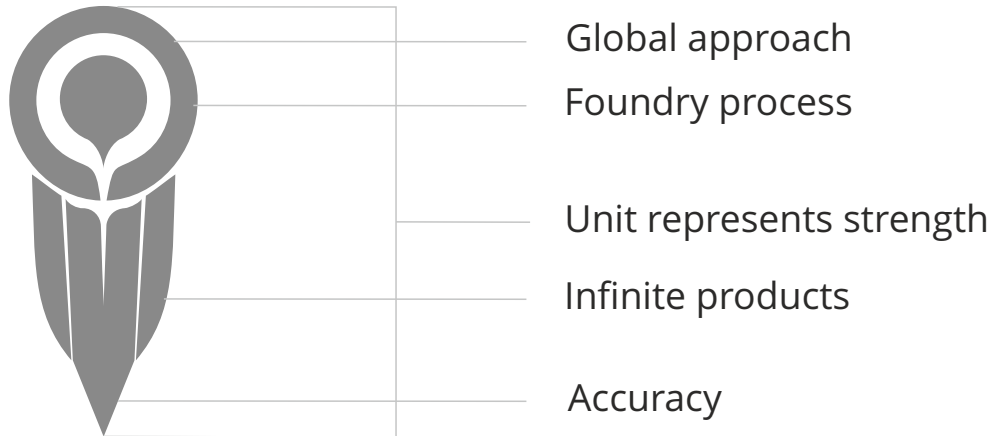


C0M100Y100K0
R227G30B36
Hex #E31E24



C0M0Y0K80
R91G91B91
Hex #5B5B5B

Logo mark design



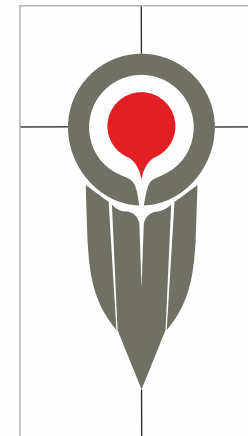
IQS Symbol description

This logo is designed for an international company. The logo mark is a representation of company's vision, its approach and manufacturing capacity. As the company is continuously working with the premium quality and precision this logo shows it all. The accuracy, perfection of products is packed in the structure. Also the 3 forms under the circular form stands for infinite possibilities of products which is the USP of the company. The whole mark/symbol is made out of letter 'I'. As it is the initial letter of IQS systems. Letter 'I' means - International and Infinite.

Brand mark clear space



While using the brand mark
the clear space should be the width / 7



While using the brand mark
the clear space should be the height / 7

Brand mark size



Logo should not be smaller than this | 1.5 inch(width)

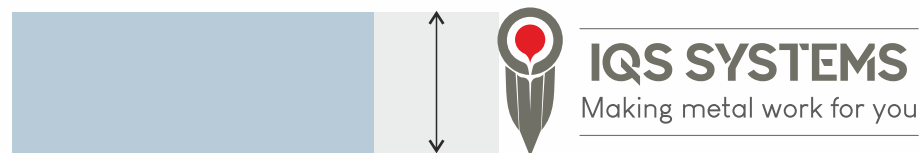
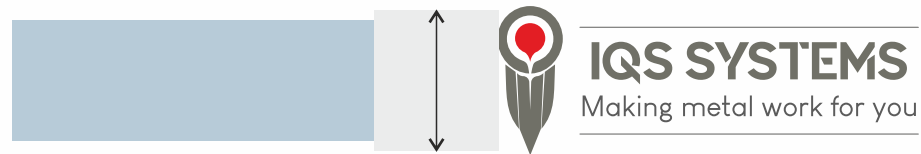


Logo should not be smaller than this | 0.5 inch(height)

Co-branding (horizontal/vertical)



While doing co-branding, another logo should be less than the height of IQS logo mark



If there is any official partner of the brand then the other logo should be of the same height of IQS logo mark

Fonts to be used with the logo

Regular

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 0123456789

Other

Hero

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 0123456789

Manrope

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 0123456789

Decker

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 0123456789

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 0123456789

Caviar Dreams

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 0123456789

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 0123456789

Logo colours for web (flat colour)



C51M42Y49K33
Hex #707067



C0M0Y20K80
Hex #5B5A50



C100M100Y100K100



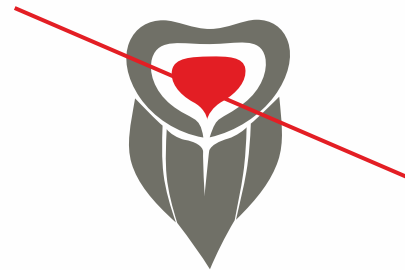
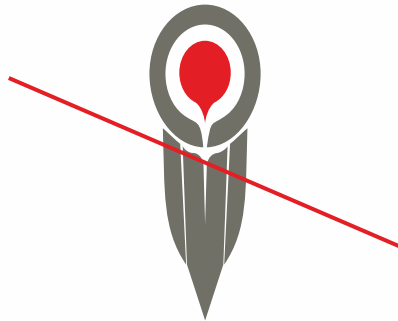
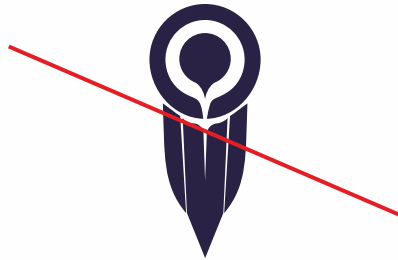
C0M0Y0K0

Misuse part 1



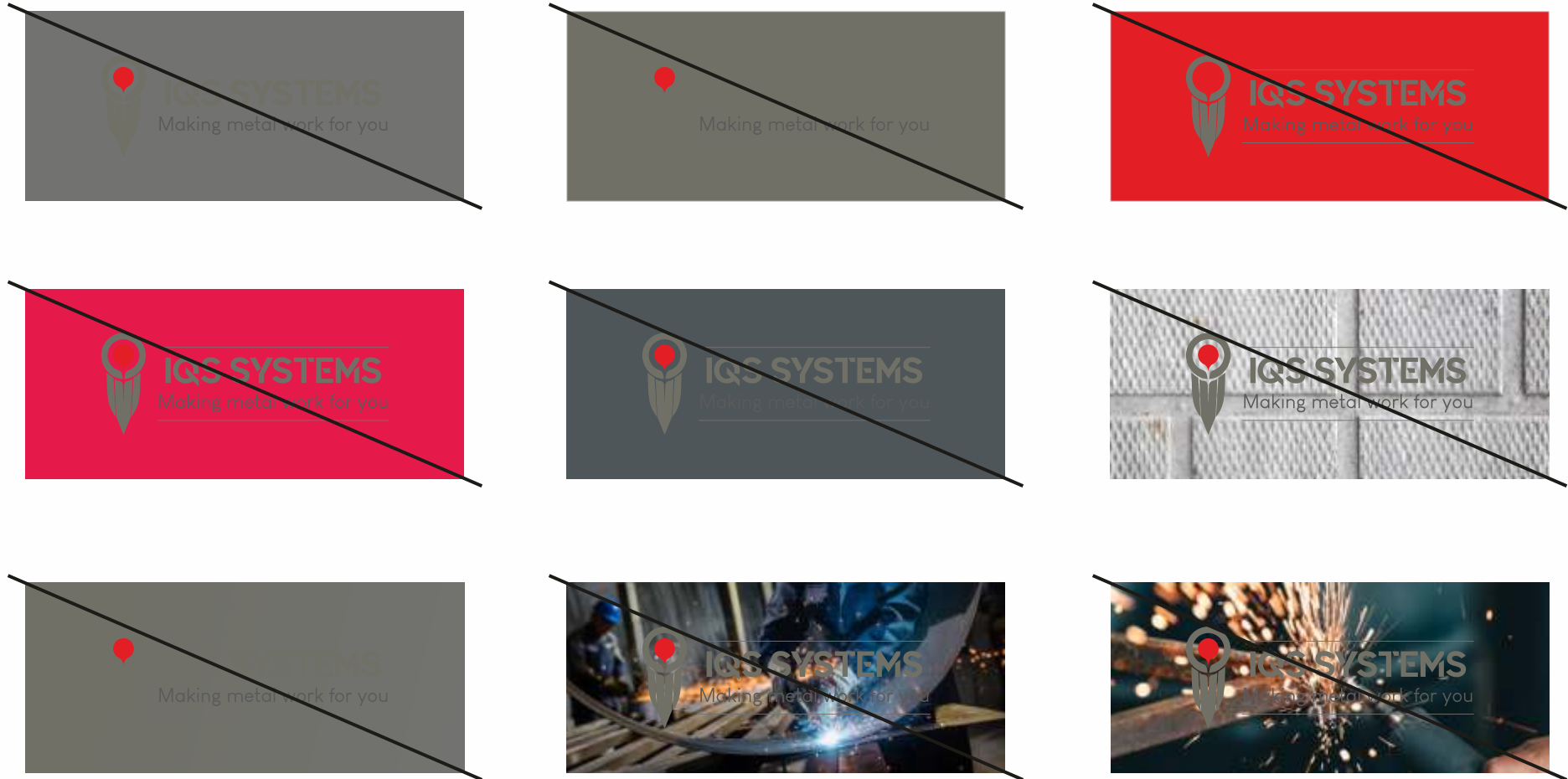
Never use logo like this, always use it with it's proper proportion

Misuse part 1a



Never use logo mark like this, always use it with it's proper proportion

Misuse part 2



These are the common mistakes.
While using logo on different surfaces make sure that it does not lose its identity.

Thank you for reading this !
Applying the guiding principles correctly and consistently
helps to build the brand stronger.



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