



QUINN

BRAND GUIDELINES



ABOUT THIS GUIDE

With any brand, it is important that all of the elements follow a predefined set of rules. This helps to ensure the brand remains strong, keeps consistency and is easily recognizable when used throughout all brand collateral.

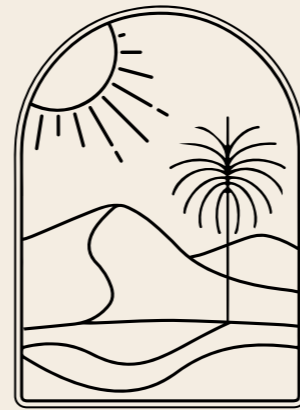
This guide is designed to set out a few rules for how to use the Quinn brand, and covers topics such as word mark usage, colors, typefaces and imagery amongst other things.

Please take the time to read this guide and ensure it is correctly followed when using the Quinn brand.



LOGO LOCKUP

This is the primary logotype for **Quinn**. This is a fundamental component of the **Quinn** brand and must be used appropriately to maintain it's integrity.

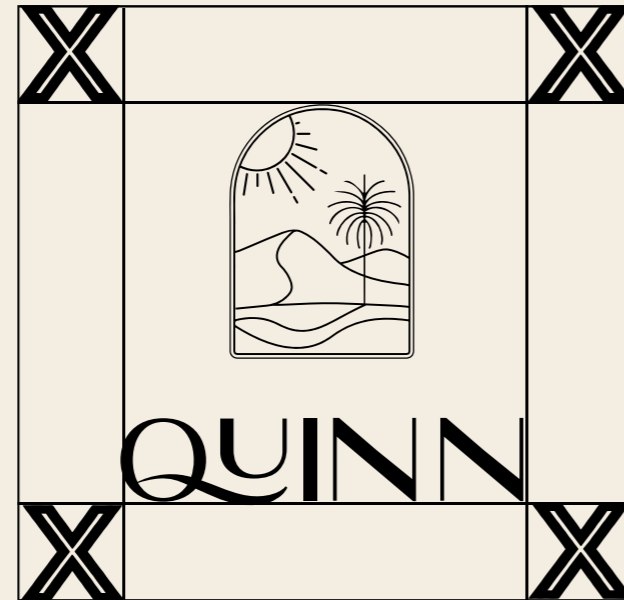


QUINN



LOGO CLEARANCE

The minimum clearance area is designed to ensure the logotype is always presented clearly and consistently. The minimum clearance area is defined by "x" (the height of the **Quinn** wordmark / logomark) This area should be kept clear at all times. The logotype must not go below the size stated.



BREAKING HEIGHT
.75in or 50px



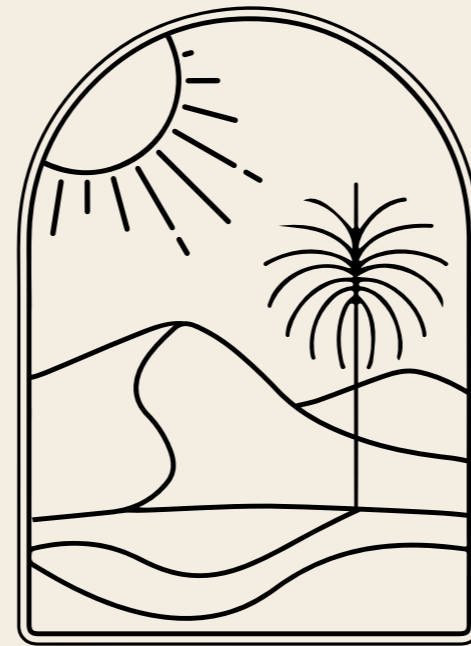
MINIMUM HEIGHT
.125in or 10px





BRAND ICON

This is a fundamental component of the **Quinn** brand and must be used appropriately to maintain its integrity. This icon is to be used in support of the **Quinn** logo and can be used as a decorative element in all applications.





LOGO USE

Do not use the Quinn logo in any of the ways stated below.



DO NOT
STRETCH



QUINN



DO NOT
ADJUST
WEIGHT



QUINN



DO NOT
SPLIT
COLORS



QUINN



DO NOT
OUTLINE



QUINN



DO NOT
SUBSTITUTE
TYPEFACES



QUINN



DO NOT USE
UNDEFINED
COLORS



QUINN



TYPEFACE SUITE

It is recommended that as a guide, there should be a minimum of 6pt difference between the point size and leading of the body copy. For example, if using the copy at 9pt it is recommended that leading should be set to 15pt.

HEADLINE TYPEFACE

JULIUS
SANS
ONE

REGULAR AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP
QQ RR SS TT UU VV WW XX YY ZZ
1 2 3 4 5 6 7 8 9 0 !@#\$%^&*()-_+={}

SUPPORTING TYPEFACE

ARCHIVO
NARROW

MEDIUM Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 !@#\$%^&*()-_+={}

BOLD Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 !@#\$%^&*()-_+={}

BODY COPY

SOURCE
SANS PRO

LIGHT Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 !@#\$%^&*()-_+={}

REG Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 !@#\$%^&*()-_+={}



Below is an example of how the typefaces can work together. Please keep the headlines at a significantly larger size than sub heads and body copy. It is recommended that the headline point size is at least 20pts larger than the subhead and body copy.

HEADLINE TEXT
JULIUS SANS ONE
Point Size: 55pt
Leading: 0pt
Tracking: 50
Kerning: Metrics

HEADINGS WILL BE
POSITIONED LIKE THIS

SUB HEADING
ARCHIVO NARROW
Point Size: 36pt Leading:
39pt Tracking: 50
Kerning: Metrics

INTROS & SUB HEADS
SET IN SOURCE SANS REGULAR

BODY COPY
SOURCE SANS PRO
Size: 10pt
Leading: 17pt Tracking: 20
Kerning: Metrics

Body copy looks like this using Alverata Light set to 11pt/17pt with 10pt tracking. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam at viverra velit. Sed congue vehicula felis sit amet euismod. Pellentesque faucibus, sem eu blandit varius, nisi massa elementum dui. Nam at viverra velit. Sed congue vehicula felis sit amet euismod. Pellentesque faucibus, sem eu blandit varius, nisi massa elementum dui. Nam at viverra velit. Sed congue vehicula felis sit amet euismod. Pellentesque faucibus, sem eu blandit varius, nisi massa elementum dui. Nam at viverra velit. Sed congue vehicula felis sit amet euismod. Pellentesque faucibus, sem eu blandit varius, nisi massa elementum dui.



COLOR PALETTE

To maintain a consistent and recognizable brand appearance it is important that not only the colors are reproduced correctly but also that each one is used to the correct degree.

Cool Grey1
RGB 217, 216, 214
CMYK 14,11,12,0
HEX D9D8D6
Cool Grey 1 C

Gold
RGB 165,156,97
CMYK 37,31,73,4
HEX A59C61
PANTONE 618U

Peach
RGB 224,197,172
CMYK 12,22,31,0
HEX E0C5AC
PANTONE 4685C

Midnight Blue
RGB 29,37,44
CMYK 80,69,58,67
HEX 1D252C
PANTONE 433C



BRAND PATTERN

The brand graphic pattern is derived from the burst of the icon. The pattern should be used as a subtle element when complimenting the logo. When using the pattern alone it can be scaled to attain the look and feel the creative calls for.

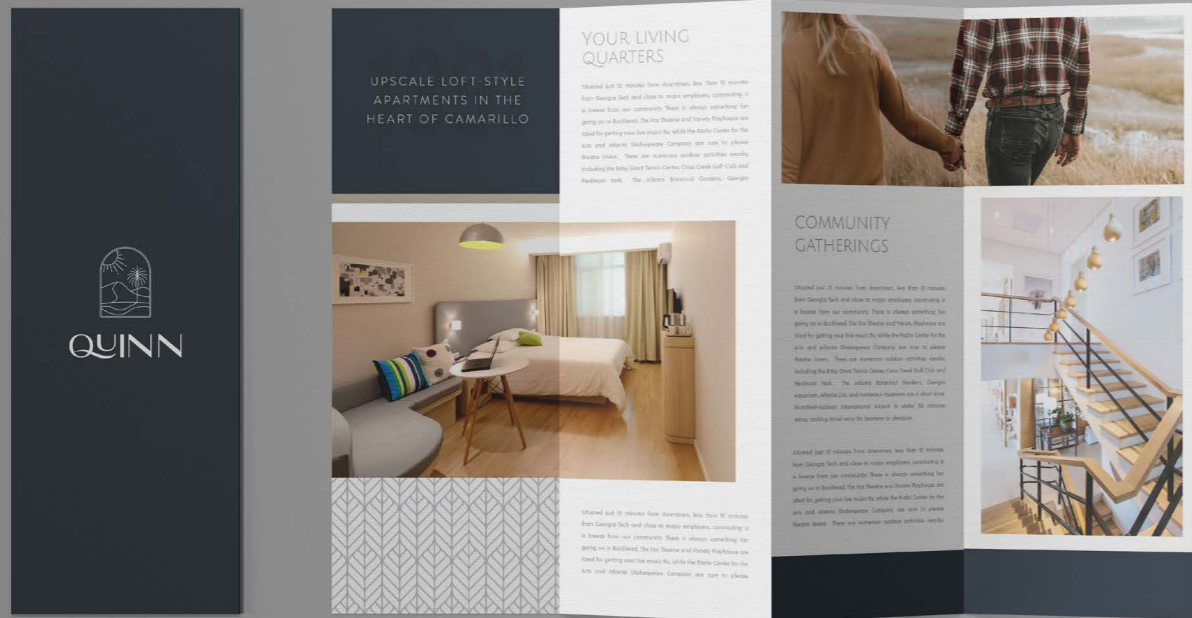




PHOTOGRAPHY

All photography should be representative of the local area and the ideal resident. Vibrant lifestyle shots create a fresh, clean, natural and positive vibe. Images that are nature based and active lifestyle, are perfect examples.

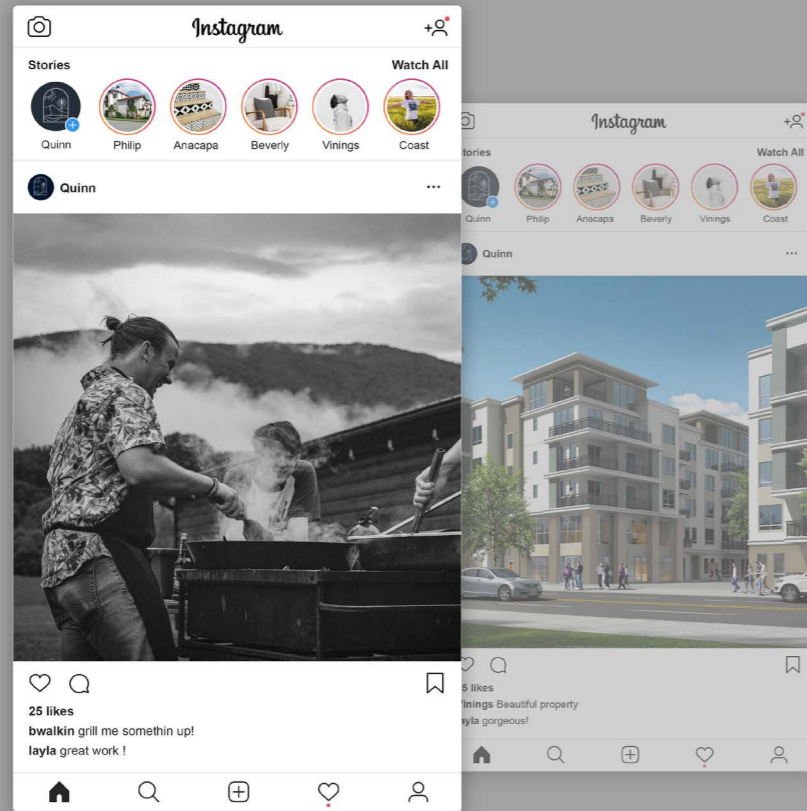




BROCHURE



BUSINESS CARDS



SOCIAL



WEB



SIGNAGE



WAYFINDING



QUINN

DERIAN



ABOUT THIS GUIDE

With any brand, it is important that all of the elements follow a predefined set of rules. This helps to ensure the brand remains strong, keeps consistency and is easily recognizable when used throughout all brand collateral.

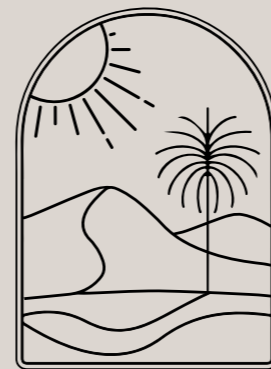
This guide is designed to set out a few rules for how to use the Quinn Derian brand, and covers topics such as word mark usage, colors, typefaces and imagery amongst other things.

Please take the time to read this guide and ensure it is correctly followed when using the Quinn Derian brand.



LOGO LOCKUP

This is the primary logotype for **Quinn Derian**. This is a fundamental component of the **Quinn Derian** brand and must be used appropriately to maintain its integrity.



QUINN

DERIAN



LOGO CLEARANCE

The minimum clearance area is designed to ensure the logotype is always presented clearly and consistently. The minimum clearance area is defined by "x" (the height of the **Quinn Derian** wordmark / logomark) This area should be kept clear at all times. The logotype must not go below the size stated.



BREAKING HEIGHT
.75in or 50px



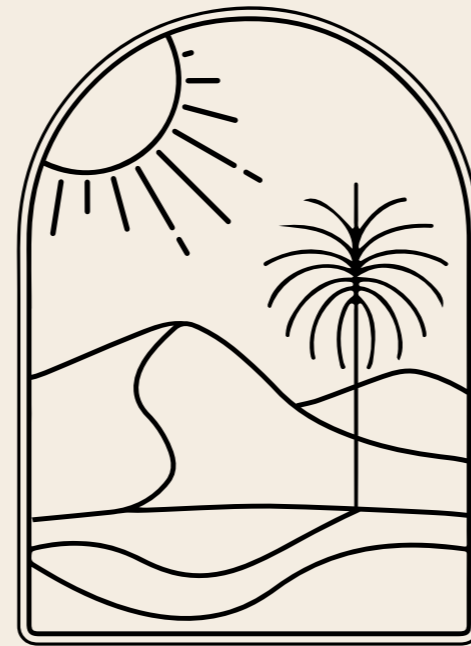
MINIMUM HEIGHT
.125in or 10px





BRAND ICON

This is a fundamental component of the **Quinn Derian** brand and must be used appropriately to maintain its integrity. This icon is to be used in support of the **Quinn Derian** logo and can be used as a decorative element in all applications.





LOGO USE

Do not use the Quinn Derian logo in any of the ways stated below.



DO NOT
STRETCH



DO NOT
ADJUST
WEIGHT



DO NOT
SPLIT
COLORS



DO NOT
OUTLINE



DO NOT
SUBSTITUTE
TYPEFACES



DO NOT USE
UNDEFINED
COLORS





HEADLINE TYPEFACE

JULIUS
SANS
ONE

REGULAR AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP
QQ RR SS TT UU VV WW XX YY ZZ
1 2 3 4 5 6 7 8 9 0 !@#\$%^&*()-_+={}

SUPPORTING TYPEFACE

ARCHIVO
NARROW

MEDIUM Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 !@#\$%^&*()-_+={}

BOLD Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 !@#\$%^&*()-_+={}

BODY COPY

SOURCE
SANS PRO

LIGHT Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 !@#\$%^&*()-_+={}

REG Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 !@#\$%^&*()-_+={}



Below is an example of how the typefaces can work together. Please keep the headlines at a significantly larger size than sub heads and body copy. It is recommended that the headline point size is at least 20pts larger than the subhead and body copy.

HEADLINE TEXT
JULIUS SANS ONE
Point Size: 55pt
Leading: 0pt
Tracking: 50
Kerning: Metrics

HEADINGS WILL BE
POSITIONED LIKE THIS

SUB HEADING
ARCHIVO NARROW
Point Size: 36pt
Leading: 39pt
Tracking: 50
Kerning: Metrics

INTROS & SUB HEADS
SET IN SOURCE SANS REGULAR

BODY COPY
SOURCE SANS PRO
Size: 10pt
Leading: 17pt
Tracking: 20
Kerning: Metrics

Body copy looks like this using Alverata Light set to 11pt/17pt with 10pt tracking. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam at viverra velit. Sed congue vehicula felis sit amet euismod. Pellentesque faucibus, sem eu blandit varius, nisi massa elementum dui. Nam at viverra velit. Sed congue vehicula felis sit amet euismod. Pellentesque faucibus, sem eu blandit varius, nisi massa elementum dui. Nam at viverra velit. Sed congue vehicula felis sit amet euismod. Pellentesque faucibus, sem eu blandit varius, nisi massa elementum dui. Nam at viverra velit. Sed congue vehicula felis sit amet euismod. Pellentesque faucibus, sem eu blandit varius, nisi massa elementum dui.



COLOR PALETTE

To maintain a consistent and recognizable brand appearance it is important that not only the colors are reproduced correctly but also that each one is used to the correct degree.

Paper
RGB 217, 216, 214
CMYK 14, 11, 12, 0
HEX D9D8D6
Cool Gray 1C

Green
RGB 97,126,114
CMYK 67,35,56,12
HEX 617E72
PANTONE 5545C

Midnight Blue
RGB 9, 37, 56
CMYK 98, 76, 51, 57
HEX 092538
PANTONE 539 C



BRAND PATTERN

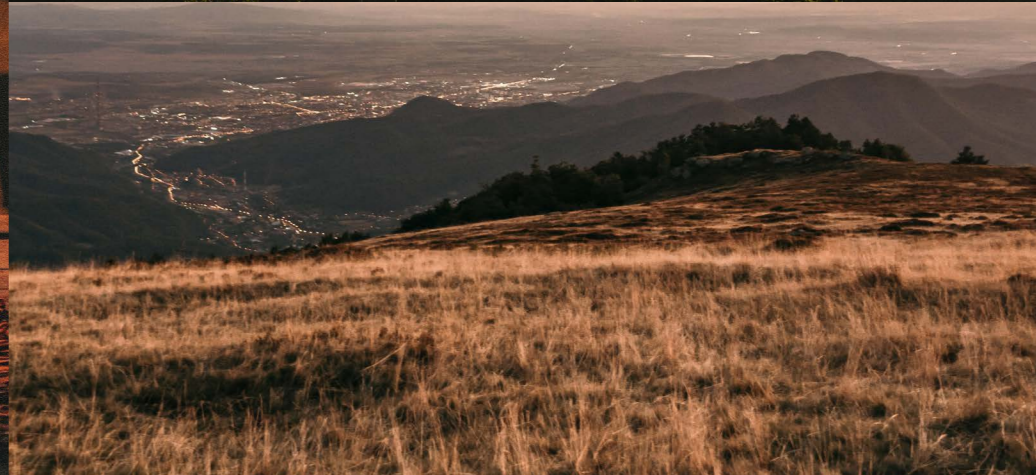
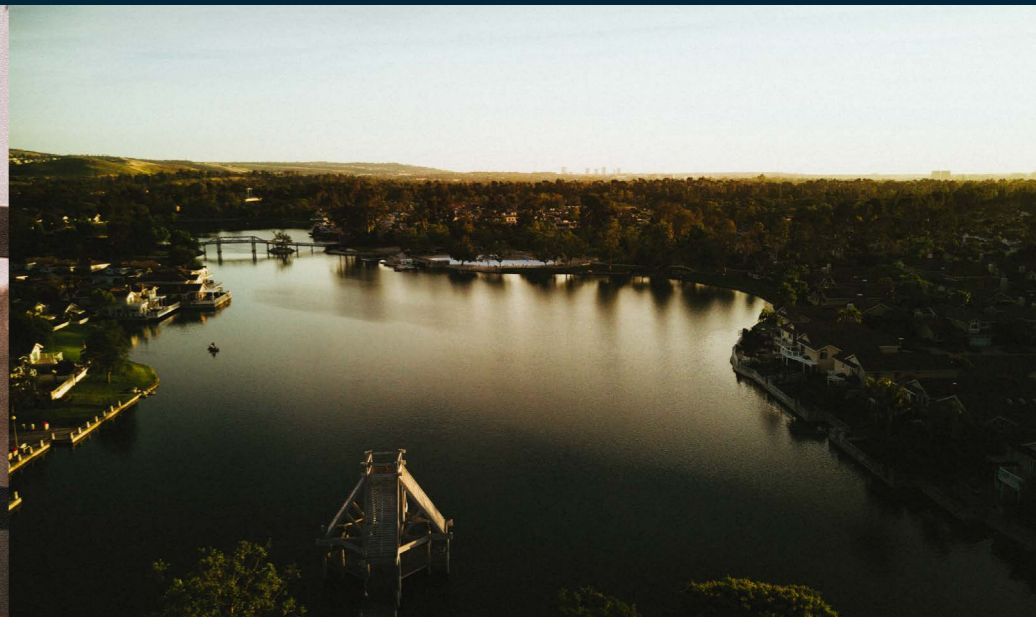
The brand graphic pattern is derived from the burst of the icon. The pattern should be used as a subtle element when complimenting the logo. When using the pattern alone it can be scaled to attain the look and feel the creative calls for.





PHOTOGRAPHY

All photography should be representative of the local area and the ideal resident. Vibrant lifestyle shots create a fresh, clean, natural and positive vibe. Images that are nature based and active lifestyle, are perfect examples.





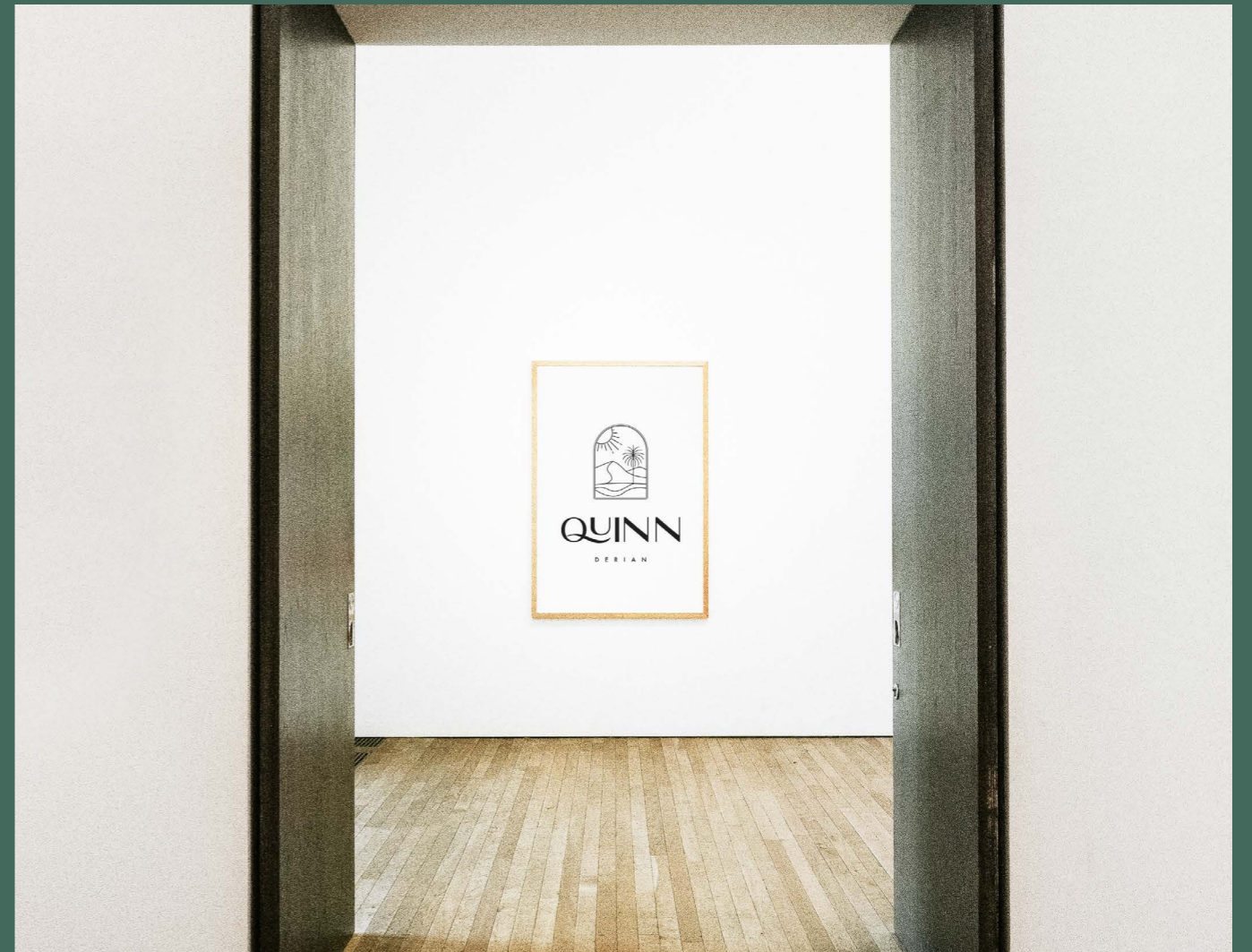
A FRAMES



FENCE WRAP



CONCEIRGE



WALL



QUINN

V O N K A R M A N



ABOUT THIS GUIDE

With any brand, it is important that all of the elements follow a predefined set of rules. This helps to ensure the brand remains strong, keeps consistency and is easily recognizable when used throughout all brand collateral.

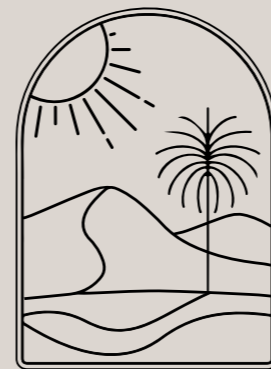
This guide is designed to set out a few rules for how to use the Quinn VonKarman brand, and covers topics such as word mark usage, colors, typefaces and imagery amongst other things.

Please take the time to read this guide and ensure it is correctly followed when using the Quinn VonKarman brand.



LOGO LOCKUP

This is the primary logotype for **Quinn Von Karman**. This is a fundamental component of the **Quinn Von Karman** brand and must be used appropriately to maintain its integrity.



QUINN

V O N K A R M A N



LOGO CLEARANCE

The minimum clearance area is designed to ensure the logotype is always presented clearly and consistently. The minimum clearance area is defined by "x" (the height of the **Quinn Von Karman** wordmark / logomark) This area should be kept clear at all times. The logotype must not go below the size stated.



BREAKING HEIGHT
.75in or 50px



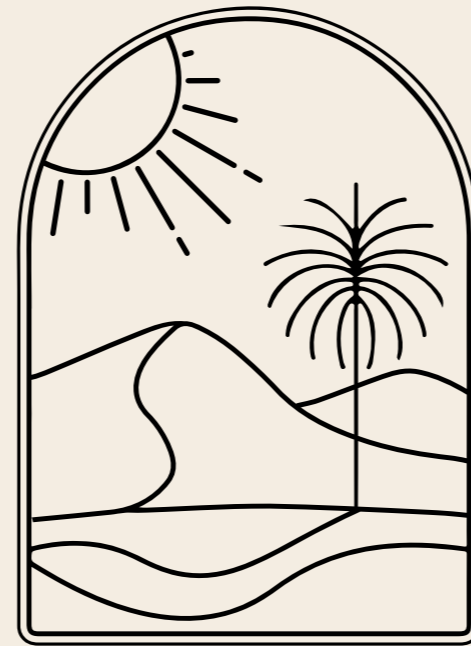
MINIMUM HEIGHT
.125in or 10px





BRAND ICON

This is a fundamental component of the **Quinn Von Karman** brand and must be used appropriately to maintain its integrity. This icon is to be used in support of the **Quinn Von Karman** logo and can be used as a decorative element in all applications.





LOGO USE

Do not use the Quinn Von Karman logo in any of the ways stated below.



DO NOT STRETCH



DO NOT ADJUST WEIGHT



DO NOT SPLIT COLORS



DO NOT OUTLINE



DO NOT SUBSTITUTE TYPEFACES



DO NOT USE UNDEFINED COLORS





HEADLINE TYPEFACE

JULIUS
SANS
ONE

REGULAR AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP
QQ RR SS TT UU VV WW XX YY ZZ
1 2 3 4 5 6 7 8 9 0 !@#\$%^&*()-_+={}

SUPPORTING TYPEFACE

ARCHIVO
NARROW

MEDIUM Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 !@#\$%^&*()-_+={}

BOLD Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 !@#\$%^&*()-_+={}

BODY COPY

SOURCE
SANS PRO

LIGHT Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 !@#\$%^&*()-_+={}

REG Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 !@#\$%^&*()-_+={}



Below is an example of how the typefaces can work together. Please keep the headlines at a significantly larger size than sub heads and body copy. It is recommended that the headline point size is at least 20pts larger than the subhead and body copy.

HEADLINE TEXT
JULIUS SANS ONE
Point Size: 55pt
Leading: 0pt
Tracking: 50
Kerning: Metrics

HEADINGS WILL BE
POSITIONED LIKE THIS

SUB HEADING
ARCHIVO NARROW
Point Size: 36pt
Leading: 39pt
Tracking: 50
Kerning: Metrics

INTROS & SUB HEADS
SET IN SOURCE SANS REGULAR

BODY COPY
SOURCE SANS PRO
Size: 10pt
Leading: 17pt
Tracking: 20
Kerning: Metrics

Body copy looks like this using Alverata Light set to 11pt/17pt with 10pt tracking. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam at viverra velit. Sed congue vehicula felis sit amet euismod. Pellentesque faucibus, sem eu blandit varius, nisi massa elementum dui. Nam at viverra velit. Sed congue vehicula felis sit amet euismod. Pellentesque faucibus, sem eu blandit varius, nisi massa elementum dui. Nam at viverra velit. Sed congue vehicula felis sit amet euismod. Pellentesque faucibus, sem eu blandit varius, nisi massa elementum dui. Nam at viverra velit. Sed congue vehicula felis sit amet euismod. Pellentesque faucibus, sem eu blandit varius, nisi massa elementum dui.



COLOR PALETTE

To maintain a consistent and recognizable brand appearance it is important that not only the colors are reproduced correctly but also that each one is used to the correct degree.

Warm Grey
RGB 219, 213, 205
CMYK 13,12,16,0
HEX dbd5cd
Pantone Warm Grey 1U

Aged Eucalyptus
RGB 136, 126, 73
CMYK 45,40,82,14
HEX 887E49
PANTONE 620U

Sky Blue
RGB 151, 163, 174
CMYK 44,29,25,0
97A3AE
PANTONE 7544U

Dark Blue
RGB 5,28,44
CMYK 91,76,55,68
HEX 051c2c
Pantone 296C



BRAND PATTERN

The brand graphic pattern is derived from the burst of the icon. The pattern should be used as a subtle element when complimenting the logo. When using the pattern alone it can be scaled to attain the look and feel the creative calls for.





PHOTOGRAPHY

All photography should be representative of the local area and the ideal resident. Vibrant lifestyle shots create a fresh, clean, natural and positive vibe. Images that are nature based and active lifestyle, are perfect examples.





A FRAMES



FENCE WRAP



CONCEIRGE



WALL



QUINN