

BRAND GUIDELINE

A Guide to a Comprehensive Visual System

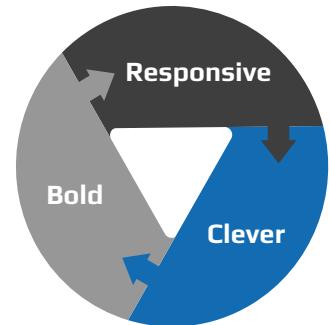


Brand Values

RESPONSIVE: We listen and respond quickly & positively to changing conditions and customer interactions as they occur. We react quickly and efficiently to our customers needs and to the evolving market. We provide solutions and overcome obstacles.

CLEVER: We show ingenuity, the ability to devise and apply new ideas and innovative solutions. We use words, phrases, and ideas in a clever way so we rivet our readers with creative perspectives that enhance our products and services.

BOLD: We are confident and express passion behind our products. We make statements we know to be true and don't feel the need to qualify them in our content. In our endeavours we are daring, fearless and not afraid to take risks. Our visual materials maintain a strong vivid appearance.



Logo

ACCEPTABLE LOGO USAGE: The white/reverse logo is intended for use on dark coloured backgrounds.

CLEAR SPACE: The Q5X logo needs sufficient visual space so that its impact is not degraded. For best practice, items such as text, images or graphic elements should be kept away from the logo by a minimum distance half the size of the "X" in the logo used.



Corporate Colours

Using consistent colours in our visual communications across print and web strengthens the Q5X identity. The primary colours for Q5X are Blue, Q5X Black and Charcoal.

All standard body text on light backgrounds should always be the Q5X charcoal. This creates enough contrast to be readable but is soft enough to reduce eye strain. Q5X specific black is reserved for the logo and background elements and is not to be used as the colour for standard text.

Orange is the first colour that the human brain recognizes and registers and is our secondary/accent colour used to draw the eye of the user.

The soft grey is intended for use in background separations and tables to help differentiate and soften against white. These colours create the dominant colour scheme for all collateral and web communication.



**R0
G105
B177**

CMYK
C100 M43 Y0 K6

HEX #0069B1



**R214
G133
B40**

CMYK
C14 M54 Y100 K1

HEX #d68528



**R10
G11
B20**

CMYK
C79 M71 Y60 K83

HEX #0a0b14



**R64
G64
B64**

CMYK
C68 M61 Y60 K47

HEX #404040



**R152
G151
B152**

CMYK
C43 M36 Y35 K1

HEX #989798

Typography Styles Internal

THE CALIBRI FAMILY: As a standard font for PC and web, that displays cleanly while offering a modern style, the Calibri font family is an excellent choice for visual branding that will be beautiful as well as safe and universally readable. Calibri is appropriate for use in all correspondence, web materials, and collateral such as letterhead, business cards, sales tools or presentations.

HEADING

Calibri bold type
Proper or All caps
Q5X black or charcoal

**Vestibulum rhoncus nisl in
faucibus viverra. Curabitur a
enim non lorem dictum.**

INTRODUCTION

Calibri bold type
Proper caps
Q5X charcoal or black

**Sed dignissim urna et purus tristique consequat. Mauris
blandit arcu a erat consequat pulvinar. Sed dignissim urna
et purus tristique consequat.**

SUB-HEADINGS

Calibri regular or bold
All caps
Q5X charcoal, blue or black

**PRAESENT IN VENENATIS DUI
PROIN SODALES IN DUI
TEMPOR ARCU. PROIN SODALES**

BODY

Calibri light type
Proper caps
Q5X charcoal
9-12pt

Nulla in quam a ipsum pulvinar dapibus. Nulla aliquet ornare velit sit amet commodo. Nulla in quam a ipsum pulvinar dapibus.

BULLET STYLE

Calibri light type
Proper caps
Q5X charcoal

- Aliquam id enim vitae noma.
- lobortis at nec sem lobortis at nec sem lobortis at nec sem lobortis at nec sem.
- Interdum et malesuada fames.

PULL QUOTE

Play bold type
Proper caps
Credit: Calibri italic

**“Pellentesque eleifend, sem vel pharetra purus
nulla non ipsum. Aliquam et orci.”**
Proin nunc tellus, iaculis ac imperdiet fermentum.

NOTE: Always italicize the titles of long works, like books, movies, TV shows, or record albums. Use quotation marks for the titles of shorter pieces of work: poems, articles, book chapters, songs, TV episodes, etc.

NOTE: Creative alterations for titles and headings are acceptable if suitable and approved by the marketing department.

Footers

STANDARD FORMATTING: When using a footer on a Q5X document please follow the outline below.

| www.Q5X.com | info@Q5X.com | 519-675-6999 | DOCID | Date |

DOCID: Each Document should contain a DOCID that can be referenced in our collateral catalogue. The DOCID break down is as follows: Category- Document number in that category- Version of the document.

Typography Styles External

HEADING

BankGothic Md BT
Proper or All caps

**Vestibulum rhoncus nisl in
faucibus viverra. Curabitur a
enim non lorem dictum.**

INTRODUCTION

Calibri bold type
Proper caps

**Sed dignissim urna et purus tristique consequat. Mauris
blandit arcu a erat consequat pulvinar. Sed dignissim urna
et purus tristique consequat.**

SUB-HEADINGS

Abel regular
All caps

**PRAESENT IN VENENATIS DUI
PROIN SODALES IN DUI
TEMPOR ARCU. PROIN SODALES**

BODY

Calibri light type
Proper caps
10-12pt

Nulla in quam a ipsum pulvinar dapibus. Nulla
aliquet ornare velit sit amet commodo. Nulla in
quam a ipsum pulvinar dapibus.

BULLET STYLE

Calibri light type
Proper caps

- Aliquam id enim vitae noma.
- lobortis at nec sem lobortis at nec sem lobortis at
nec sem lobortis at nec sem.
- Interdum et malesuada fames.

PULL QUOTE

Calibri light type
Proper caps
Credit: Calibri italic

“Pellentesque eleifend, sem vel pharetra purus
nulla non ipsum. Aliquam et orci.”
Proin nunc tellus, iaculis ac imperdiet fermentum.

READABILITY

Black and white, shades of gray and colour balance all impact how fonts will read. Laying type over photography, graphics, patterns or illustrations is an exercise in establishing and maintaining readability and visual pleasure.

GENERAL CONSIDERATIONS

- Use figures for address numbers.
- Place a comma between city and province.
- Abbreviate the province and write the country name in full.
- Use 10-digit phone numbers, with hyphens, not dots or spaces.
- When referring to our or others registered trademarks, always use the appropriate symbol and always produce the symbol on the first instance of the trade/registered mark. This applies to our logo, our/others registered products and/or services
- When a bulleted list follows a completed sentence the bulleted items are always capitalized and end with a period.
However when the sentence preceding the list is not a complete sentence the list items are not capitalized but still end with a period.

WORD BREAKS, DANGLERS, WIDOWS AND ORPHANS

Always adjust text so that words do not hyphenate. Do not allow only one word on a single line of text.

Do not allow a paragraph opening or ending line to fall at the beginning of the following page or column, separating it from the rest of the text.