

Qt logo

Identity Look & Feel. October 19th 2011

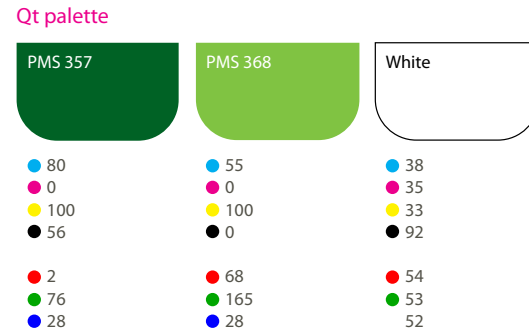
This document covers:

- Qt colour palette
- Typography
- Qt logo with clearance zones
- Application and misuses
- Photographic guidelines

All examples are for visual reference only.

Qt Look & Feel – Qt core colour palette

The colours for Qt are shown right.



Qt Look & Feel – Typography setting

Standard Typestyle

This can be applied to both headlines and body text. Type should be ranged left. Centered, ranged right or justified type arrangements are to be avoided.

Standard headlines

The size of headlines will vary according to application. Linespacing should be 100%; for example 48pt type should be set on 48pt linespacing.

Body text

- Body text is always ranged left and should ideally be at least 50% smaller than a headline.

- Linespacing should be 120%; for example 10pt type should be set on 12pt linespacing
- Body text should appear as solid colour only. Care must be taken to ensure text is legible at all times.

Minimum type size

A minimum type size of 6pt is recommended. Type size selection should always be driven by legibility.

We should never...

1. Write in upper case only (capital letters).
 2. Write in lower case only.
 3. Centre, justify or range type right.
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Qt Look & Feel – Logo

This is the approved version of the Qt logo.

The logo must always be used as shown. Do not attempt to duplicate or alter it.

Master files

Master artwork files are provided in vector and image formats:

- Illustrator EPS in CMYK
- Illustrator EPS in RGB
- Jpeg in CMYK @ 72dpi
- Jpeg in CMYK @ 300dpi
- Jpeg in RGB @ 72dpi
- Jpeg in RGB @ 300dpi

Master Qt logo: Uses PMS 357 and PMS 368



Qt Look & Feel – Logo clearance zone

Clearance Zone

The clearance zone acts as a safe area, guaranteeing maximum presence for the logo across all printed material. This is no different to how other leading brands protect their “mark” or “signature”.

The Qt logo clearance zone should not be seen as a “white-only” zone. White is certainly encouraged, but background colours or campaign images can also enter the clearance zone and be visible behind the logotype. However, text must never enter the clearance zone.

Magenta lines to show clearance zone only, they do not print.

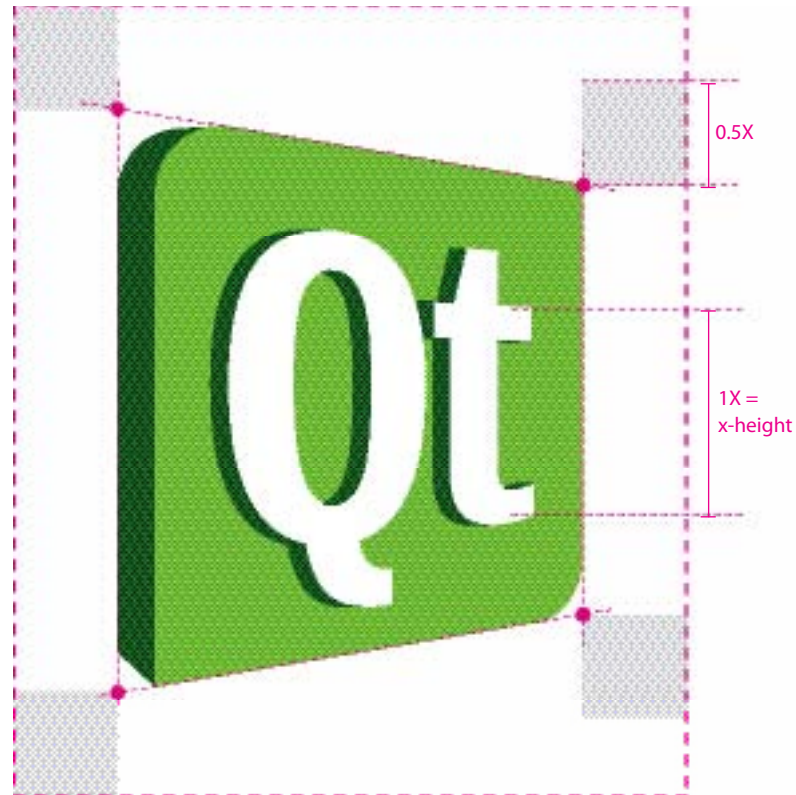
Digital applications

The clearance zone can be reduced to 0.25X for web executions. This is used to ensure the logo can have maximum impact when viewing size is reduced.

Minimum size

The minimum size is 15mm in overall width. Height is proportioned according to the width. Clearance zone distances still apply even at this small size.

Clearance zone: Calculated by the 'x' height



Minimum size:



Qt Look & Feel – Logo on gradient background

This page shows how the logo appears on a gradient range, from white, through to the C:80, M:0, Y:100, K:56 (PMS dark Green).

Make sure visibility is retained at all time.



Qt Look & Feel – Application and misuses

When placing the logo on a photograph, be sure that the background is of even colour to ensure the visibility on the photographic background.

This is because some photographic imagery may clash with the Qt colours in the logo. Use design judgement, clear visibility is crucial at all times.

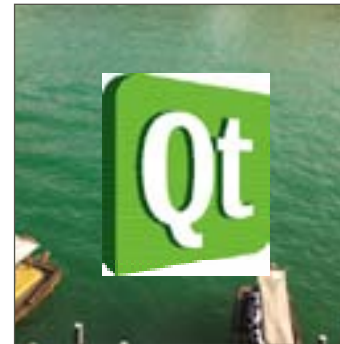
Use the monotone version of the logo for monotone applications or when printing quality is restricted.

Misuses

There are an array of misuses, such as distorting, scaling, changing the colour etc. A few are listed below. Always use the master logos provided to ensure accuracy and consistency.



White background:
PMS 357 & 368 or 4 colour equivalent



Dark photographic background:
PMS 357 & 368 or 4 colour equivalent



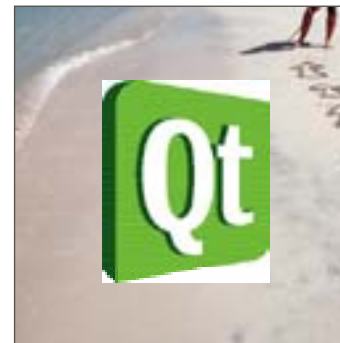
Monotone applications:
White background
Black 90% and 40%



Monotone applications:
Light photographic background
Black 90% and 40%



On a dark background:
PMS 357 & 368 or 4 colour equivalent



Light photographic background:
PMS 357 & 368 or 4 colour equivalent



Monotone applications:
Solid black background
Black 90% and 40%



Monotone applications:
Dark photographic background
Black 90% and 40%

We must never...

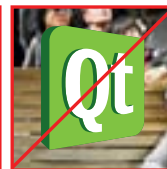
- 1 Alter the colour-ways.
- 2 Apply the black version over a colour image.
- 3 Apply over an image of contrasting tone.
- 4 Apply over a tint or graduation.
- 5 Reverse the logo out of green.
- 6 Distort the logo.
- 7 Apply the logo inside a shape.



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Qt Look & Feel – Logo on photographic backgrounds

This page shows how the Qt logo works on photographic backgrounds.

For visual reference only; please do not re-use photographic images.

Using photography

