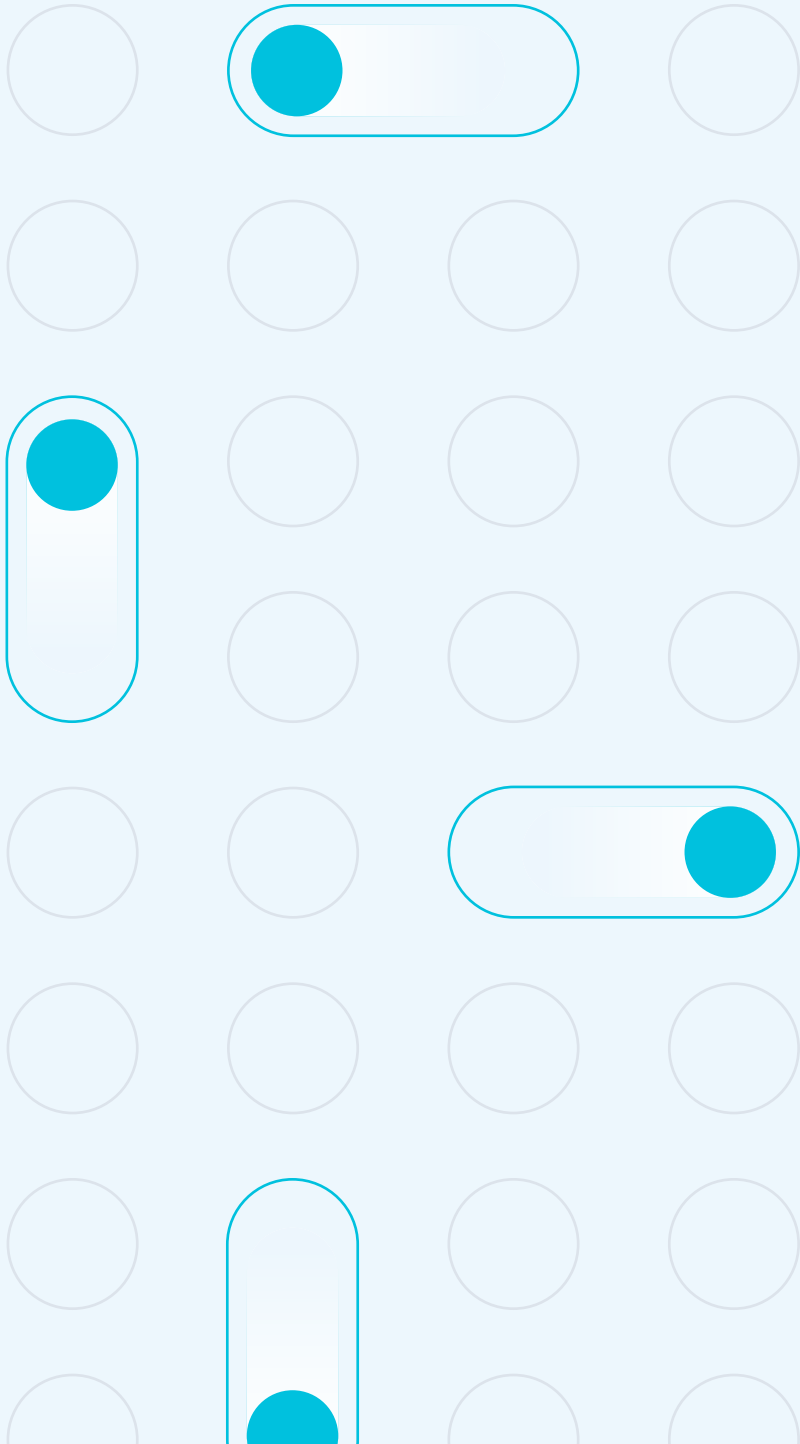


LOQR

Brand
Guidelines

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Brand

Brand
Protection Areas
Minimum Dimensions

Brand

Polychromatic Version

The LOQR logo is centered within a large, light blue rounded rectangular frame. The letters 'L', 'Q', and 'R' are rendered in a dark teal color. The letter 'O' is replaced by a white circle with a teal dot in the center, creating a stylized eye or camera lens effect.

Brand

Monochrome Version



LOQR



LOQR

Protection Area

for Print and Digital



Minimum Dimensions

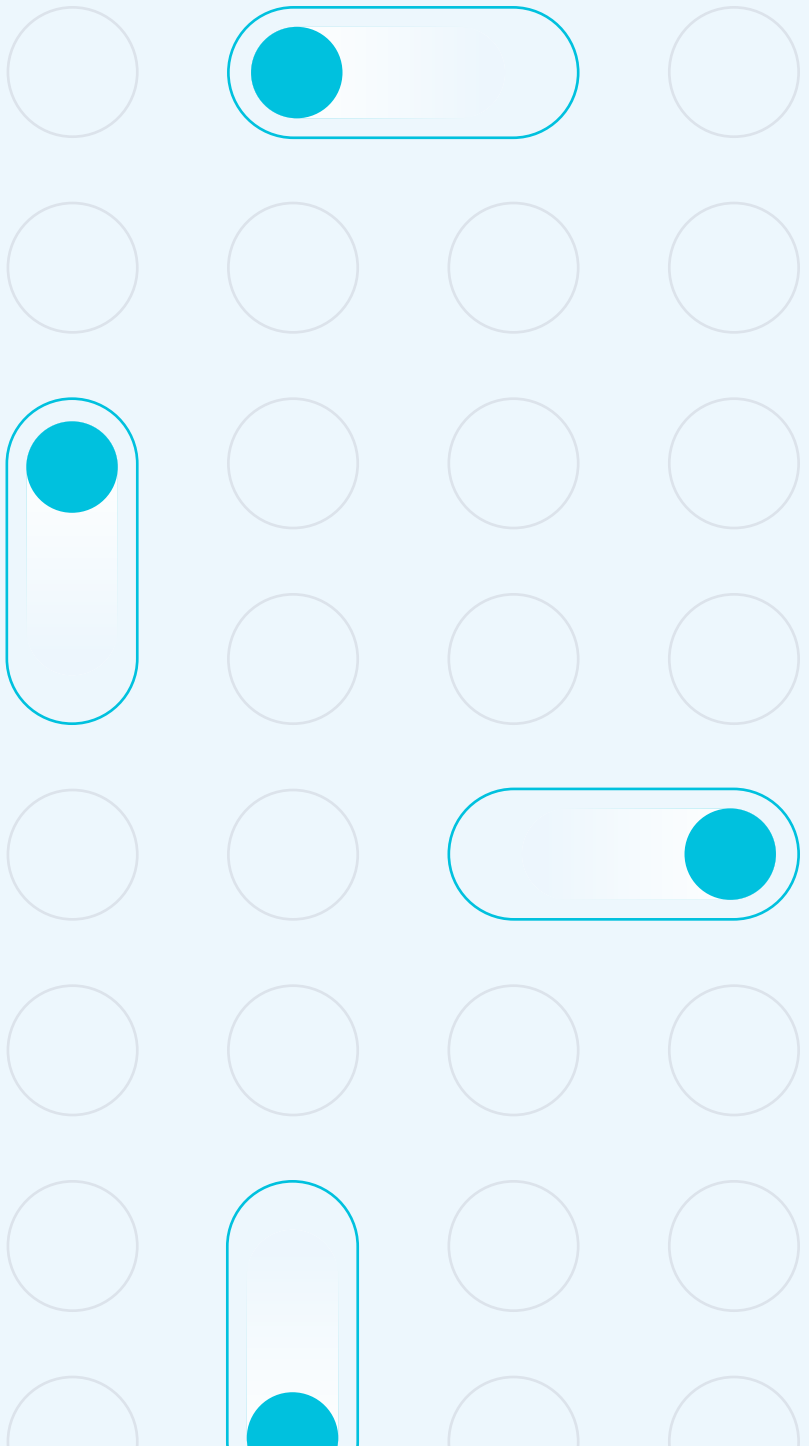
for Print and Digital

For Digital



For Print





Colors

Colors
Behavior on Different Backgrounds
Incorrect Uses

Colors for Digital

Main and Secondary Palette



Blue

For DIGITAL

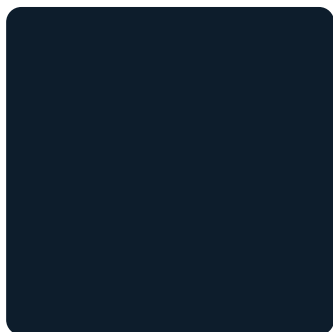
HEX 3CF3FF
RGB 60, 248, 255



Secondary Dark Blue

For DIGITAL

HEX 1F2F3E
RGB 31, 47, 62



Dark Blue

For DIGITAL

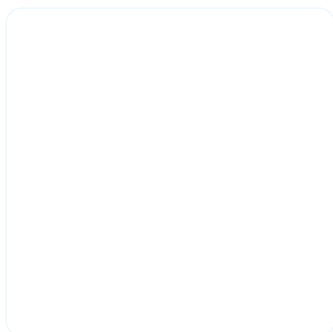
HEX 0B1C2C
RGB 11, 28, 44



Soft Blue

For DIGITAL

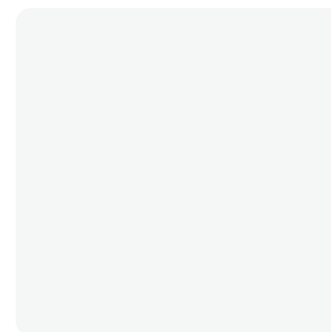
HEX EAFEFF
RGB 234, 254, 255



White

For DIGITAL

HEX FFFFFFFF
RGB 255, 255, 255



Soft Dark Blue

For DIGITAL

HEX F5F6F6
RGB 245, 246, 246

Colors for Print

Main Palette



Blue

For PRINT

PANTONE **311C**



Secondary Dark Blue

For PRINT

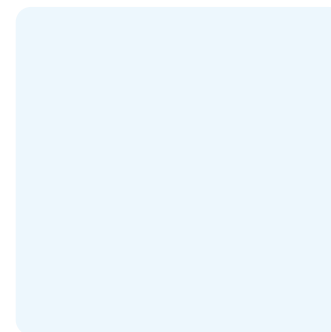
PANTONE **7545C**



Dark Blue

For PRINT

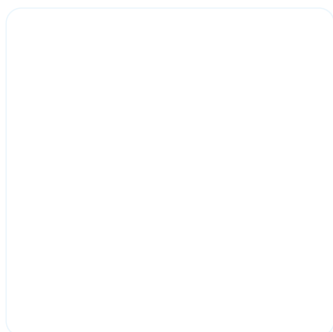
PANTONE **548C**



Soft Blue

For PRINT

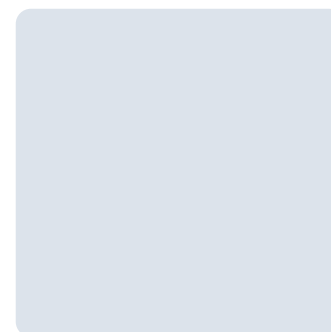
PANTONE **P 115-9C**



White

For PRINT

PANTONE **White**



Soft Dark Blue

For PRINT

PANTONE **656C**



Original version on colored backgrounds



Original version on black and white backgrounds



Monochrome version on colored backgrounds



Monochrome version on black and white backgrounds

Behaviour

Different Colored Backgrounds



Never change the brand typography.



Never change brand colors.



Never distort or apply a rotation.

Guidelines

Incorrect Uses



Never change the arrangement of the elements that make up the brand.

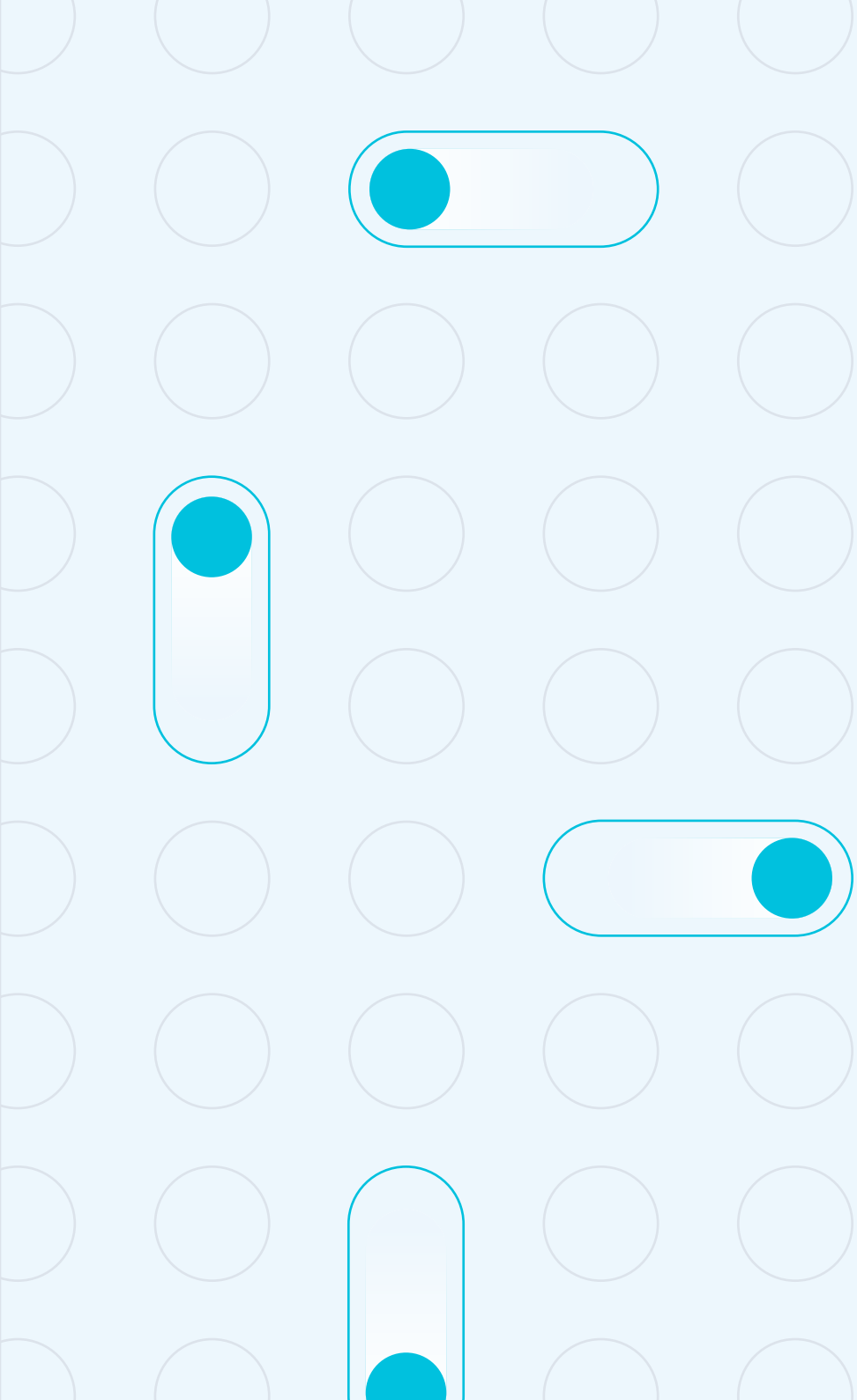


Do not use the brand with or as an outline.



Never apply textures, gradients and other visual effects to the brand that are not foreseen.

Typography



Nunito Sans

Aa

Bold Semibold Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz aA
(.,:;!€\$&f*) 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz aA
(.,:;!€\$&f*) 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz aA
(.,:;!€\$&f*) 0123456789

Typography

Main and Secondary

Space Mono

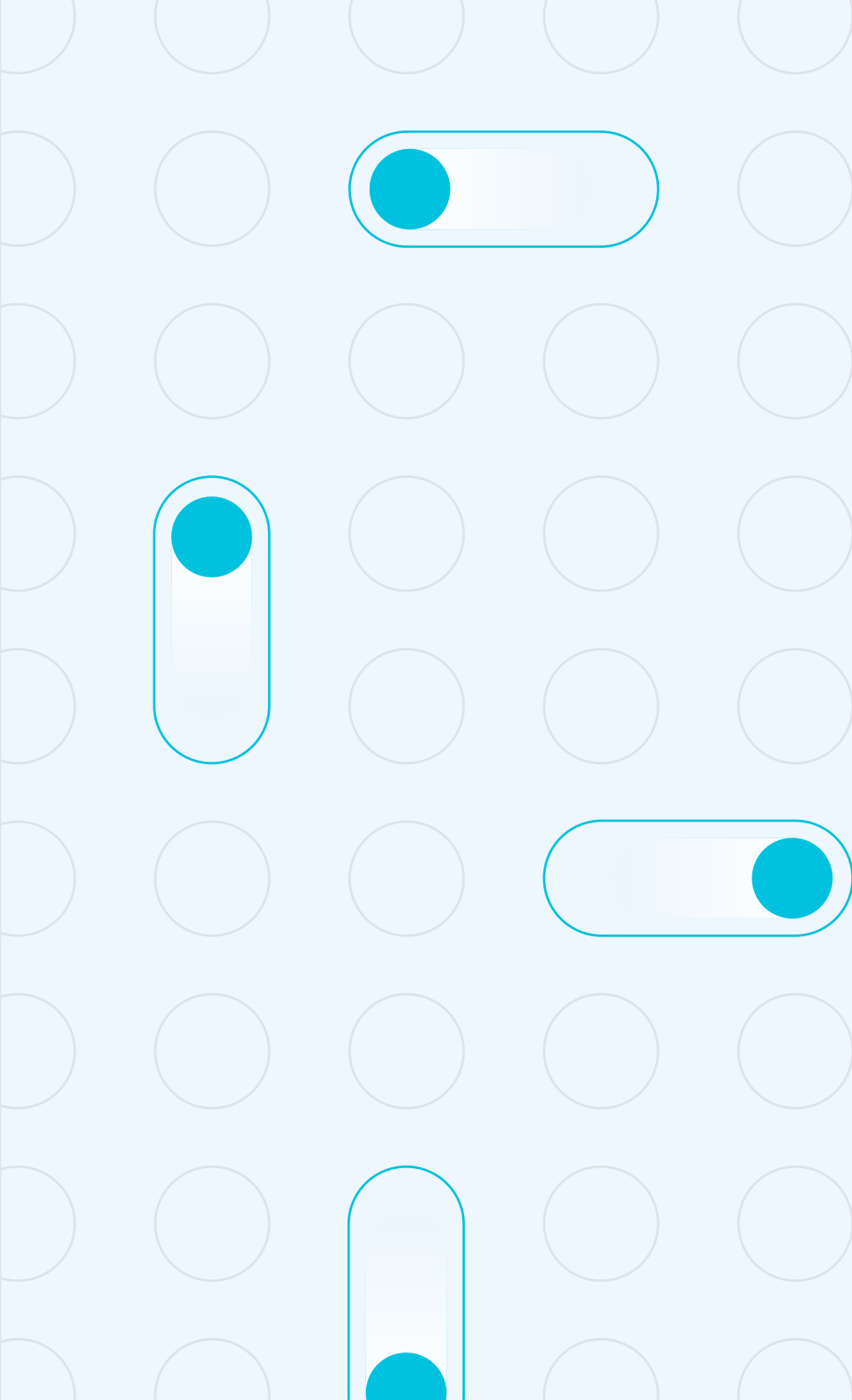
AA

REGULAR

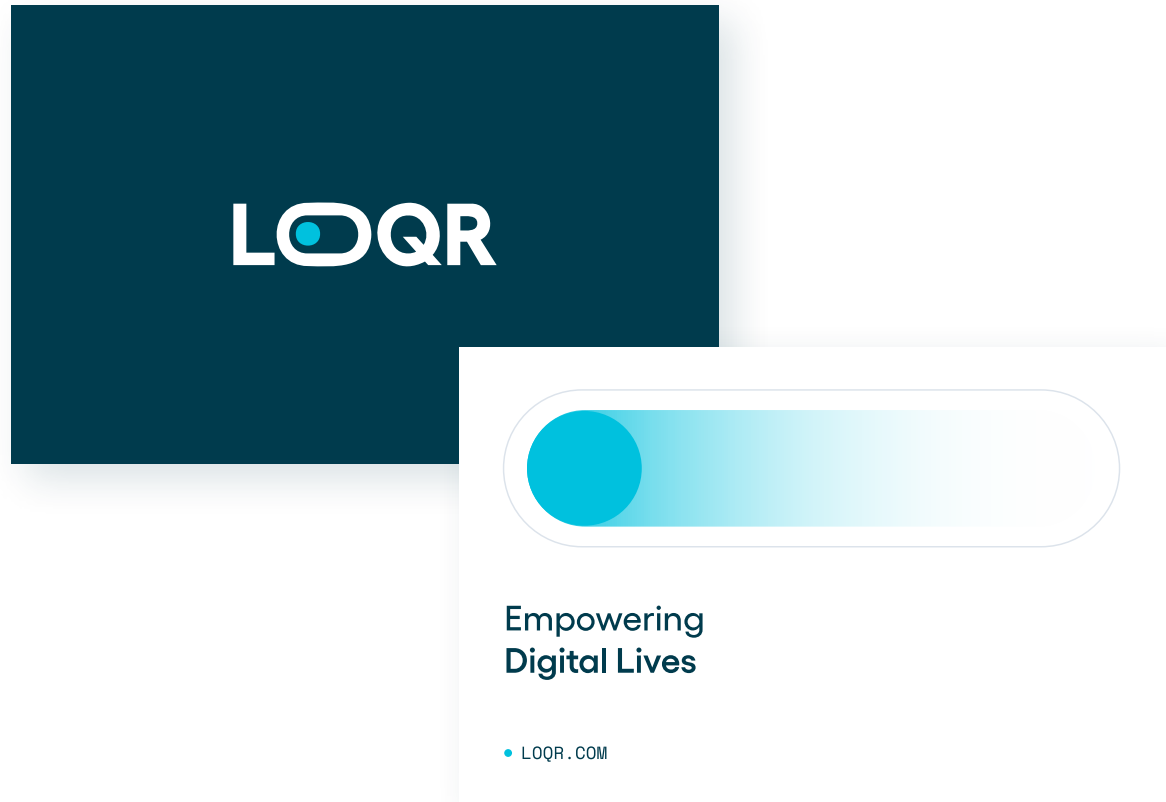
ABCDEFGHIJKLMNOPQRSTUVWXYZ
(.,:;!€\$&f*) 0123456789

Applications

Colors
Behavior on Different Backgrounds
Incorrect Uses



Business Cards



Empowering Digital Lives

LOQR