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## LOGO USAGE GUIDELINES

2022

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## MAIN LOGO

The main logo consists of the word "Qulix" in a bold, blue, sans-serif typeface. The letter "Q" is notably large and features a thick, rounded tail that extends downwards and to the left.

### Monochrome Version of the Logo

The monochrome variation is used when it is impossible to apply the color version (dark background, monochrome printing only, etc.).

The monochrome version of the logo is shown in black. It maintains the same bold, sans-serif font and the distinctive large "Q" with a thick tail as the colored version.The monochrome version of the logo is also shown in white, set against a solid dark grey square background. This demonstrates its legibility in high-contrast, dark environments.A smaller version of the Qulix logo is shown, enclosed within a thin grey rectangular border. Below the logo, a dimension line indicates a minimum width of 15 mm.

15 mm

When scaling the logo, make sure that both words comprising the logo are easily legible. Therefore, the minimum width of the logo should be at least 15 mm.

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## CLEAR SPACE AROUND THE LOGO

Respect the logo by giving it sufficient space on all sides.

The logo must not be combined with any other objects (logos, words, slogans, graphics, etc.).



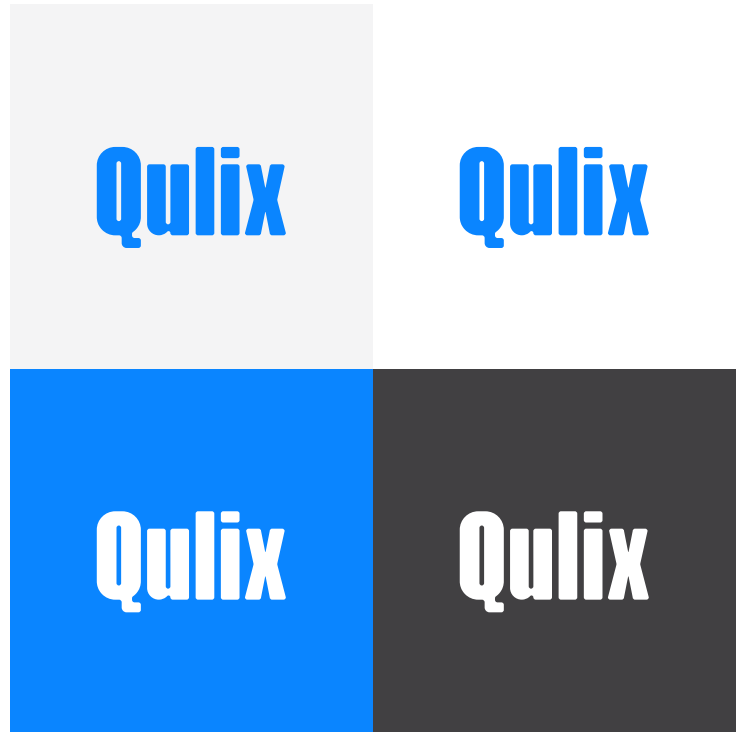
To prevent the logo from looking obstructed, provide a spacer on all sides of the logo equivalent to the width of the letter "u".

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## LOGO OVER BACKGROUNDS

The logo should always remain in contrast to the background on which it is located.

Otherwise, use a background with a solid color fill or use a monochrome version of the logo.



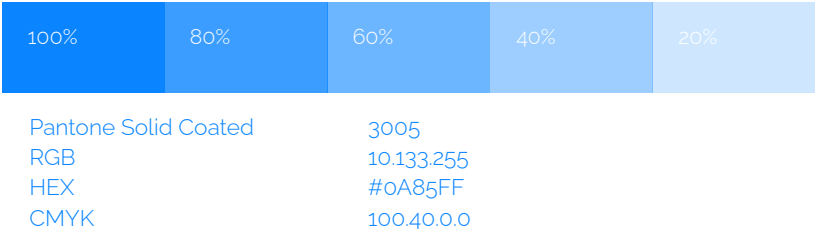
# COLORS

Qulix's primary colors are a shade of blue and black, but white is acceptable.

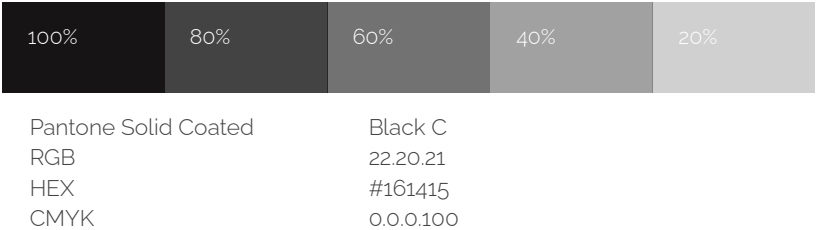
Lighter shades of these colors are also acceptable, but the logo and background may only be used in 100% tint.

QULIX

BLUE



BLACK



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## INCORRECT LOGO USAGE

The corporate identity dictates certain standards that must be adhered to so that it does not lose its recognition.

The most common mistakes when using the logo are shown on the right.



**Qulix**

Do not alter proportions.



*Qulix*

Never distort the logo  
(no tilt, perspective, etc.).



**Qulix**

Do not transform  
logo elements.



**Qulix**

Do not add effects  
(shadows, gradients).



**Qulix**

Never add strokes  
or change colors.



**Qulix**

Make sure there is no image  
or gradient overlay.



**Qulix**

Do not change the font.



**Qulix**

Do not modify transparency.

# Qulix

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