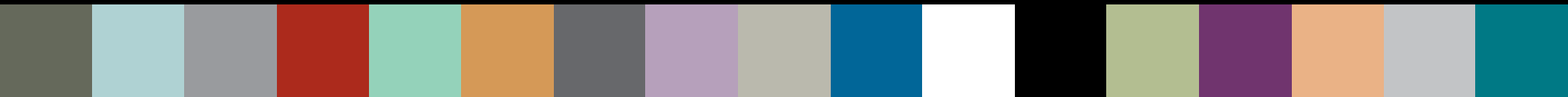




DESIGN AND BRAND GUIDELINES



WHO WE ARE

Q MANIFESTO

We are real.

We won't tell you owning a business is easy. We give you the tools to be successful.

We won't do it for you. We teach you how.

We don't want you to sacrifice relationships. We help you strengthen them.

We don't make false claims. We practice better self-care.

We don't give you magic in a bottle. We give you great products to share.

We won't "make it rain." We give sound financial advice.

We offer generous compensation.

We are your family.

TOGETHER, WE ARE Q.



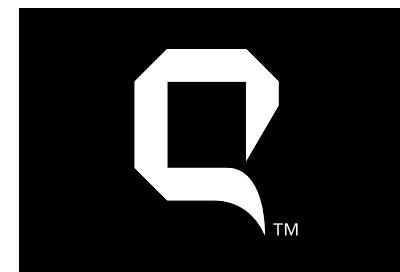
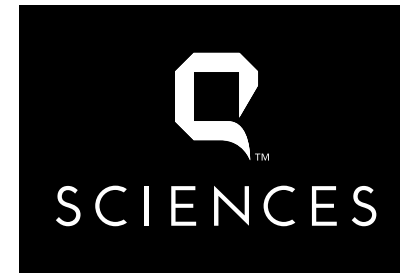
LOGOS

ON WHITE BACKGROUND



LOGOS

ON BLACK BACKGROUND



LOGOS

POSITIONING



SCIENCES

CLEAR SPACE around logo
should equal the inside height of the Q



SCIENCES

DO NOT mess with spacing
between Q and Sciences



DO NOT mess with spacing
between Q and Sciences

LOGOS

DON'TS



SCIENCES
DO NOT squeeze



SCIENCES
DO NOT stretch



SCIENCES
DO NOT make Q larger



DO NOT make sciences larger



DO NOT add gradient to text



DO NOT make it an outline



DO NOT add multiple colors



DO NOT change
direction of gradient



DO NOT substitute colors
outside of original logo colors





TYPOGRAPHY

PRIMARY FONT - UNIVERSAL

Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

TYPOGRAPHY

SECONDARY FONT - HOLIDAYS & PROMOS

Al Fresco

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bombinate

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



COLORS

PRIMARY COLORS



CMYK

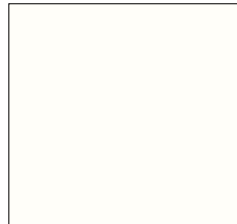
C: 70 M: 67 Y: 64 K: 74

RGB

R: 35 G: 31 B: 32

Hex: #231f20

Pantone: process black



CMYK

C: 0 M: 0 Y: 2 K: 0

RGB

R: 255 G: 254 B: 249

Hex: #fffef9

Pantone: 1-1 C/paper



CMYK

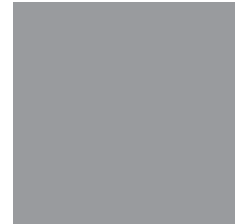
C: 60 M: 51 Y: 49 K: 18

RGB

R: 103 G: 104 B: 107

Hex: #67686b

Pantone: 179-11 C



CMYK

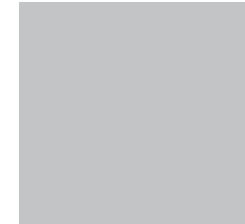
C: 43 M: 34 Y: 33 K: 1

RGB

R: 153 G: 155 B: 158

Hex: #999b9e

Pantone: 179-7 C



CMYK

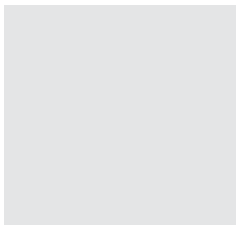
C: 24 M: 18 Y: 17 K: 0

RGB

R: 194 G: 196 B: 198

Hex: #c2c4c6

Pantone: 179-4 C



CMYK

C: 9 M: 6 Y: 6 K: 0

RGB

R: 228 G: 229 B: 230

Hex: #e4e5e6

Pantone: 179-2 C



CMYK

C: 87 M: 37 Y: 42 K: 9

RGB

R: 0 G: 121 B: 133

Hex: #007985

Pantone: 123-14 C



CMYK

C: 42 M: 0 Y: 33 K: 0

RGB

R: 148 G: 210 B: 186

Hex: #94d2ba

Pantone: 136-3 C



CMYK

C: 31 M: 6 Y: 16 K: 0

RGB

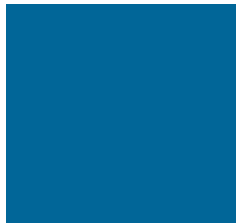
R: 175 G: 210 B: 211

Hex: #afd2d3

Pantone: 125-9 C

COLORS

SECONDARY COLORS



CMYK

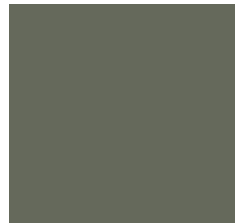
C: 93 M: 58 Y: 18 K: 2

RGB

R: 0 G: 93 B: 131

Hex: #005D83

Pantone: 114-15 C



CMYK

C: 59 M: 46 Y: 61 K: 22

RGB

R: 101 G: 105 B: 91

Hex: #65695b

Pantone: 178-12 C



CMYK

C: 32 M: 16 Y: 51 K: 0

RGB

R: 179 G: 190 B: 145

Hex: #b3be91

Pantone: 162-10 C



CMYK

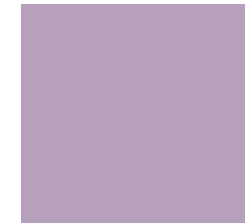
C: 63 M: 92 Y: 28 K: 12

RGB

R: 112 G: 52 B: 110

Hex: #70346e

Pantone: 90-7 C



CMYK

C: 29 M: 37 Y: 11 K: 0

RGB

R: 182 G: 160 B: 187

Hex: #b6a0bb

Pantone: 90-10 C



CMYK

C: 28 M: 22 Y: 30 K: 0

RGB

R: 186 G: 185 B: 173

Hex: #bab9ad

Pantone: 178-2 C



CMYK

C: 22 M: 96 Y: 100 K: 15

RGB

R: 172 G: 42 B: 28

Hex: #ac2a1c

Pantone: 46-16 C



CMYK

C: 16 M: 42 Y: 76 K: 1

RGB

R: 213 G: 153 B: 87

Hex: #d59957

Pantone: 21-5 C



CMYK

C: 7 M: 33 Y: 49 K: 0

RGB

R: 234 G: 178 B: 134

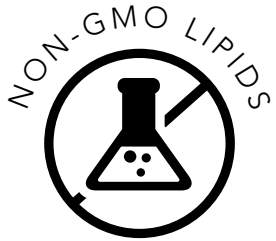
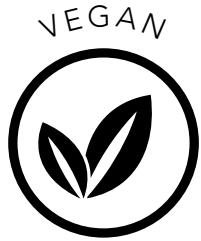
Hex: #eab286

Pantone: 27-11 C



ICONS

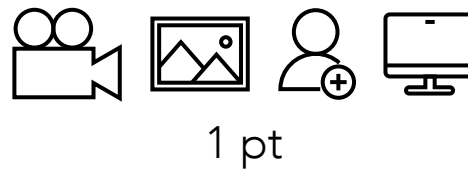
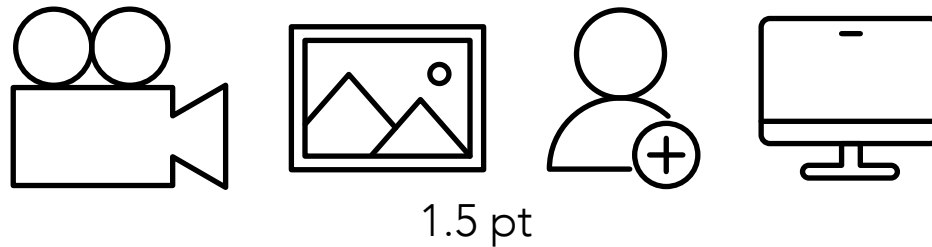
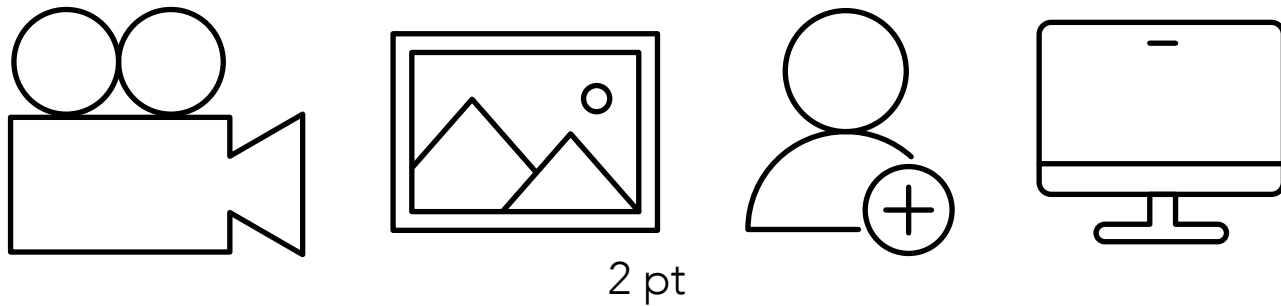
DIETARY RESTRICTIONS



ICONS

ICON USAGE

Size of stroke will change depending on the size of the icon



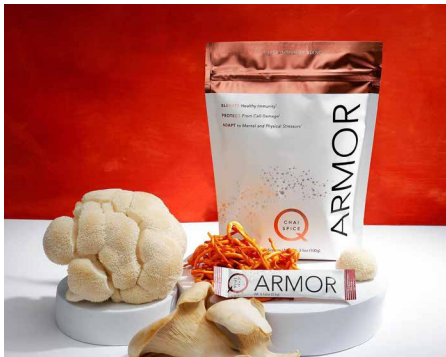
PHOTOGRAPHY

STYLIZED - ARQ, SHOP Q & SOCIAL MEDIA



PHOTOGRAPHY

LIFESTYLE - SOCIAL MEDIA



PHOTOGRAPHY

SINGLE PRODUCTS - ARQ



PHOTOGRAPHY

SINGLE PRODUCTS - SHOP Q & BACK OFFICE





ARQ

MOBILE APP

LOGOS

WHERE IT'S USED



Splash Screen



Apple & Android
App Icons



LOGOS

HOW IT'S USED

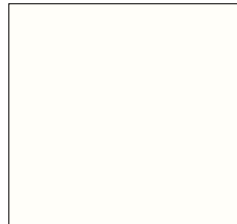


COLORS

PRIMARY COLORS



CMYK
C: 70 M: 67 Y: 64 K: 74
RGB
R: 35 G: 31 B: 32
Hex: #231f20
Pantone: process black



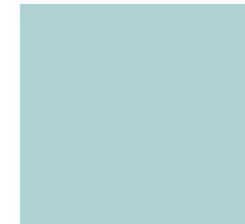
CMYK
C: 0 M: 0 Y: 2 K: 0
RGB
R: 255 G: 254 B: 249
Hex: #fffef9
Pantone: 1-1 C/paper



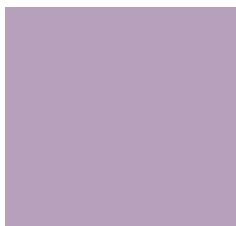
CMYK
C: 87 M: 37 Y: 42 K: 9
RGB
R: 0 G: 121 B: 133
Hex: #007985
Pantone: 123-14 C



CMYK
C: 42 M: 0 Y: 33 K: 0
RGB
R: 148 G: 210 B: 186
Hex: #94d2ba
Pantone: 136-3 C



CMYK
C: 31 M: 6 Y: 16 K: 0
RGB
R: 175 G: 210 B: 211
Hex: #afd2d3
Pantone: 125-9 C



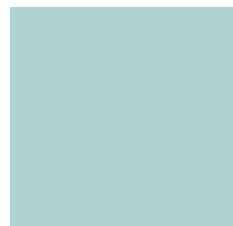
CMYK
C: 29 M: 37 Y: 11 K: 0
RGB
R: 182 G: 160 B: 187
Hex: #b6a0bb
Pantone: 90-10 C



CMYK
C: 32 M: 16 Y: 51 K: 0
RGB
R: 179 G: 190 B: 145
Hex: #b3be91
Pantone: 162-10 C



CMYK
C: 7 M: 33 Y: 49 K: 0
RGB
R: 234 G: 178 B: 134
Hex: #eab286
Pantone: 27-11 C



CMYK
C: 31 M: 6 Y: 16 K: 0
RGB
R: 175 G: 210 B: 211
Hex: #afd2d3
Pantone: 125-9 C

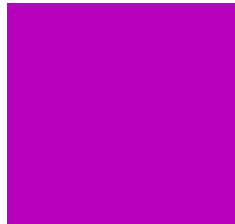


COLORS

SECONDARY COLORS - TEAM & RANK INFO



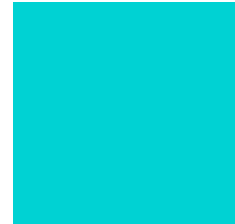
RGB
R: 0 G: 255 B: 204
Hex: #00FFCC



RGB
R: 182 G: 0 B: 187
Hex: #B600BB



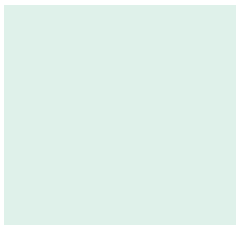
RGB
R: 255 G: 178 B: 0
Hex: #FFB200



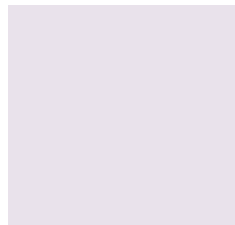
RGB
R: 0 G: 210 B: 211
Hex: #00D2D3



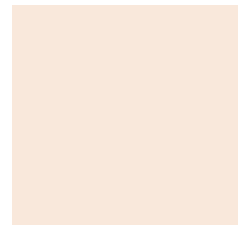
RGB
R: 194 G: 196 B: 198
Hex: #c2c4c6



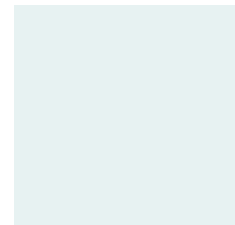
RGB
R: 223 G: 241 B: 234
Hex: #DFF1EA



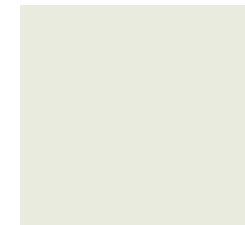
RGB
R: 233 G: 226 B: 235
Hex: #E9E2EB



RGB
R: 249 G: 232 B: 219
Hex: #F9E8DB



RGB
R: 231 G: 242 B: 242
Hex: #E7F2F2



RGB
R: 232 G: 235 B: 222
Hex: #E8EBDE

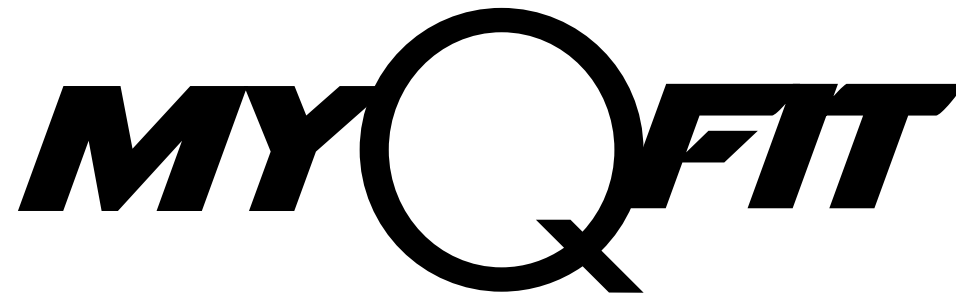
MyQFIT

HEALTH & FITNESS



LOGOS

WHERE IT'S USED



Simplified logo; newer version



Complex logo; older version

TYPOGRAPHY

PRIMARY FONT - UNIVERSAL

Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890





TYPOGRAPHY

SECONDARY FONT

AL FRESCO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

COLORS

PRIMARY COLORS

**CMYK**

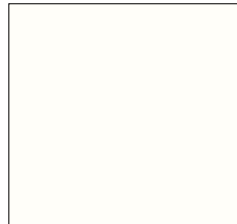
C: 70 M: 67 Y: 64 K: 74

RGB

R: 35 G: 31 B: 32

Hex: #231f20

Pantone: process black

**CMYK**

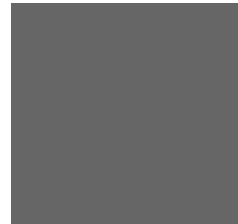
C: 0 M: 0 Y: 2 K: 0

RGB

R: 255 G: 254 B: 249

Hex: #fffef9

Pantone: 1-1 C/paper

**CMYK**

C: 59 M: 51 Y: 50 K: 19

RGB

R: 102 G: 102 B: 103

Hex: #666667

**CMYK**

C: 43 M: 35 Y: 35 K: 1

RGB

R: 152 G: 152 B: 152

Hex: #989898

**CMYK**

C: 92 M: 58 Y: 18 K: 2

RGB

R: 1 G: 102 B: 152

Hex: #016698

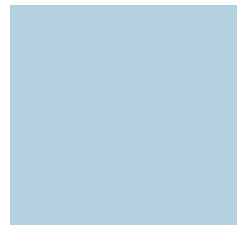
**CMYK**

C: 49 M: 17 Y: 11 K: 0

RGB

R: 128 G: 178 B: 204

Hex: #80B2CC

**CMYK**

C: 28 M: 8 Y: 7 K: 0

RGB

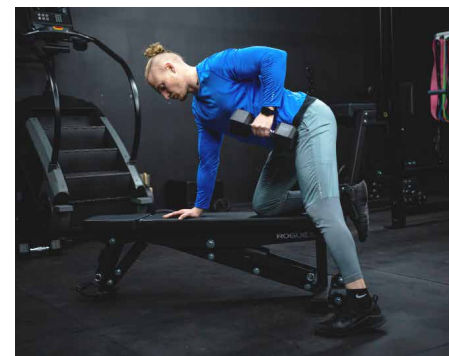
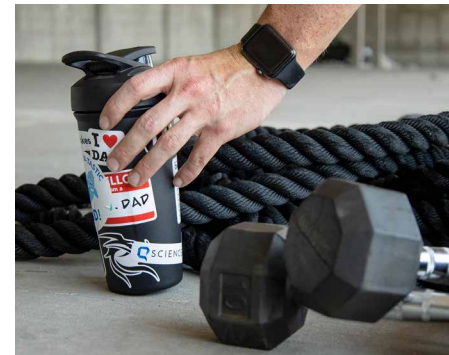
R: 179 G: 209 B: 233

Hex: #B3D1DF



PHOTOGRAPHY

ALL PHOTOGRAPHY



SWAG

ALL ITEMS



SWAG

CLOTHING



SWAG

MERCH

