



Welcome to the AtomIQ.  
Smarter, together

<b>OUR BRAND</b>	04
Versions	05
Digital Maximum Reduction	06
Protection Area	07
Usage Rules	08
<b>COLOR FAMILY</b>	09
Primary Colors	10
Secondary Colors	11
Colors for Sub-Brands	12
<b>TYPOGRAPHY</b>	13
Title typography	15
Text typography	16
Alternative typography	17

<b>GRAPHIC ELEMENTS</b>	18
Our graphics	20
Examples	23
Presentation	29
<b>PHOTOGRAPHY STYLE</b>	30
Conceptual guideline	31
Inspiration	32



Our  
Brand

01

## Our Brand

The AtomIQ logo is the main visual asset.

The logo serves as a positive embodiment of AtomIQ's uniqueness, increasing brand awareness in the market, as well as boosting good brand awareness, providing a clear indication of brand benefits and generating recognition.

This concept logo is a bold, simple, graphic statement. It's simple and easy to understand.



Versions

The visual identity allows great flexibility of use, being able to be applied on background with the colors of the brand, in negative or positive and also in one color.

Restricted

In these logo variations, the brand takes on only one color. Use these versions when color versions cannot be used.



# Digital Maximum Reduction

To ensure AtomIQ's versatility and presence in the digital environment, applications must follow the definition of maximum brand reduction as shown here, not using sizes smaller than indicated as they impair the readability of the elements.

### Uses

Social media avatar, small digital element (brand height below 64 px), app icons.

### Restricted

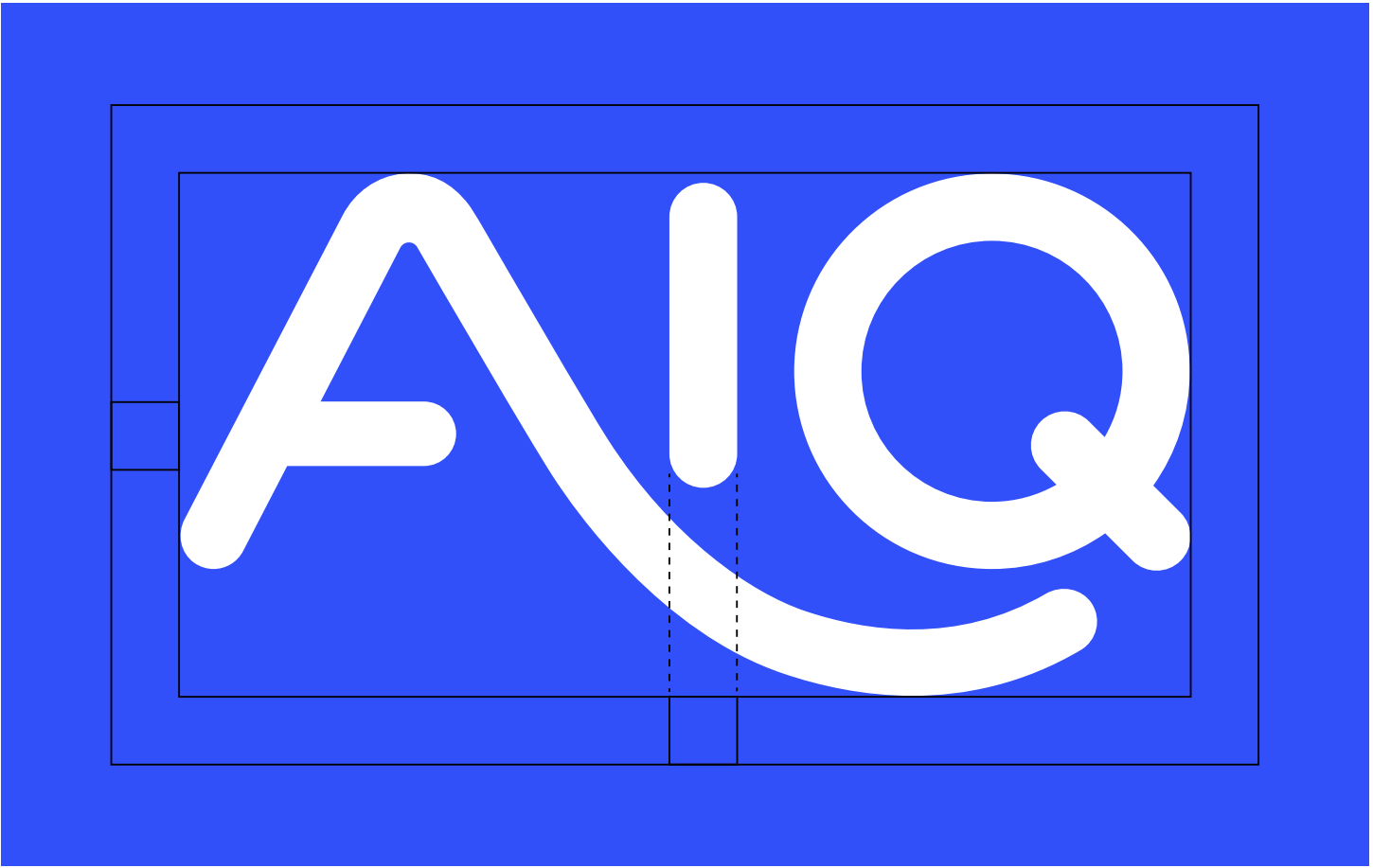
In this logo variation, the brand cannot be used for print media.



# Protection Area

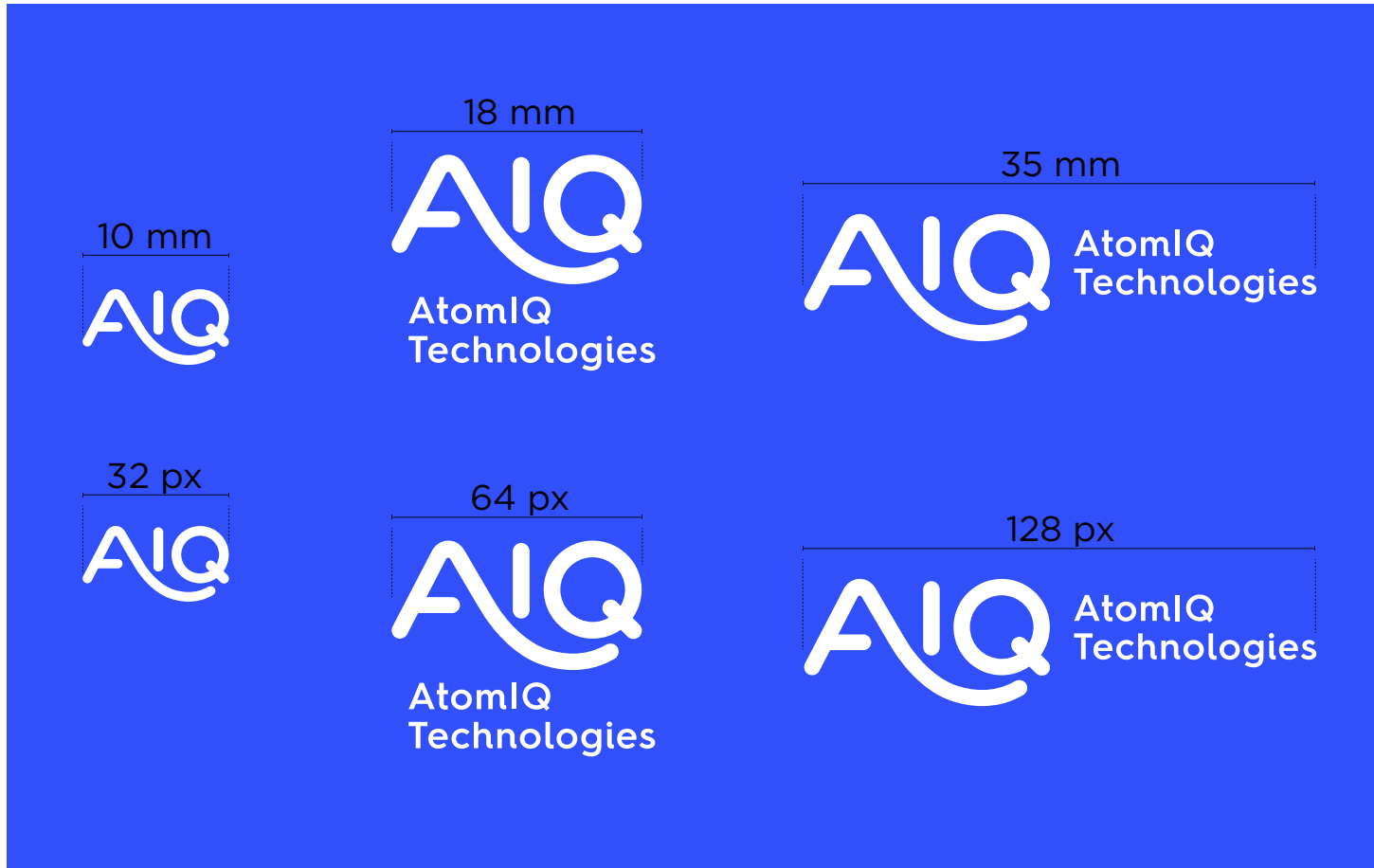
Protection area is the minimum spacing the logo needs to preserve its readability.

This area is measured from the width of the letter I, as shown to the right.



# Maximum Reduction

Maximum reduction is the smallest size the logo can assume without losing readability.





Usage Rules

Follow the rules described on the right, avoiding improper uses of the brand.



**Do not change the typography**  
Don't build the logo with another typography. Use only the logo provided.



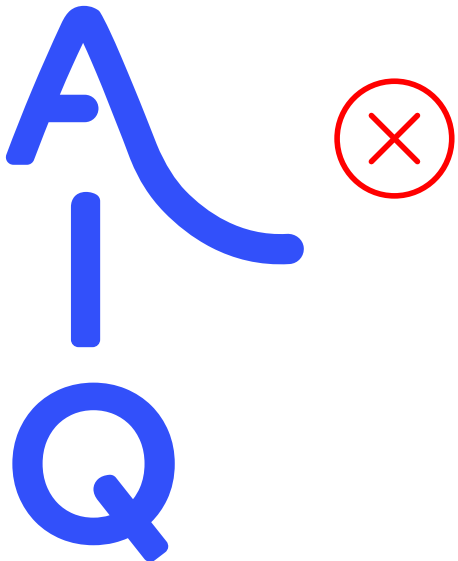
**Do not change the characteristics**  
Don't change the structure of the logo.



**Do not distort**  
Don't distort the original proportions of the logo.



**Do not change the colors**  
Don't change the colors of the logo.



**Do not change the logo**  
Don't change the structure of the logo.



**Do not rotate**  
Don't apply the logo on random rotations.



**Do not create interference**  
Don't include elements in the protection area of the brand.



**Do not apply texture**  
Don't fill the brand with images or patterns.





Color  
Family

02

# Primary Colors

AtomIQ Technologies has two shades of blue as primary colors, which should always be used to reinforce the brand's presence in its communication and contact with the public.

Using color psychology, where blue expresses security, future, and positive outcomes. The AtomIQ brand colors also symbolize two essential attributes for the brand statement: Technology and Modernity (Artificial Intelligence).

For printed material always use the code in Pantone or CMYK.

## ATOMIQ BLUE

Pantone	2726C
HEX	#3250fa
RGB	50   80   250
CMYK	80   70   00   00

## ATOMIQ CYAN

Pantone	310C
HEX	#00f0ff
RGB	000   240   255
CMYK	55   00   10   00

# Secondary Colors

Secondary colors should be used as a complement to primary colors. Avoid using this palette as the main color in any communication material. Vibrant Color Palette: Bright and contrasting colors for digital prominence.

HEX        #915fd7  
RGB     145 | 95 | 215  
CMYK   55 | 70 | 00 | 00

HEX        #ff538f  
RGB     255 | 83 | 143  
CMYK   00 | 82 | 13 | 00

HEX        #ff8235  
RGB     255 | 130 | 53  
CMYK   00 | 60 | 85 | 00

HEX        #ffbe00  
RGB     255 | 190 | 000  
CMYK   00 | 28 | 100 | 00

HEX        #000000  
RGB     000 | 000 | 000  
CMYK   00 | 00 | 00 | 100

HEX        #ffffff  
RGB     255 | 255 | 255  
CMYK   00 | 00 | 00 | 00

# Colors for Sub-Brands

To identify the visual identity of the secondary brands PacIQ and RydelQ, we will use the secondary colors as applied alongside. This way, we differentiate the visual universes through the predominant colors.

This feature is very important in the communication and quick identification of each service by the consumer.





Typography

03

Smarter,  
Together

**Technology**  
**Intelligence**  
**Packaging**  
**Label Design**  
**Delivery**

# Title Typography

The Noka typeface is AtomIQ’s titles font family. It gives the visual identity a modern, techonology and legibility. It’s suitable to make up titles when developing all printed and digital communication materials.

Modern Typography: Contemporary, readable, and adaptable font.

ABC123

# Noka Family

Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789+-%/=.!?@&#

Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789+-%/=.!?@&#

Semibold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789+-%/=.!?@&#

Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789+-%/=.!?@&#

Black  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789+-%/=.!?@&#



# Text Typography

The Poppins typeface is AtomIQ’s text font family. It’s suitable to use when developing all printed and digital communication materials.

Modern Typography: Contemporary, readable, and adaptable font.

ABC123

# Poppins Family

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789+-%/=.!?@&#

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789+-%/=.!?@&#

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789+-%/=.!?@&#

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789+-%/=.!?@&#

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789+-%/=.!?@&#

# Alternative Typography

The Tahoma typeface is the alternative font family because it is a system font it is indicated to be used in daily activities, such as e-mails, Word and PowerPoint documents.

ABC123

# Tahoma Family

Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789+-%/=.!?@&#

Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789+-%/=.!?@&#



Graphics  
Elements

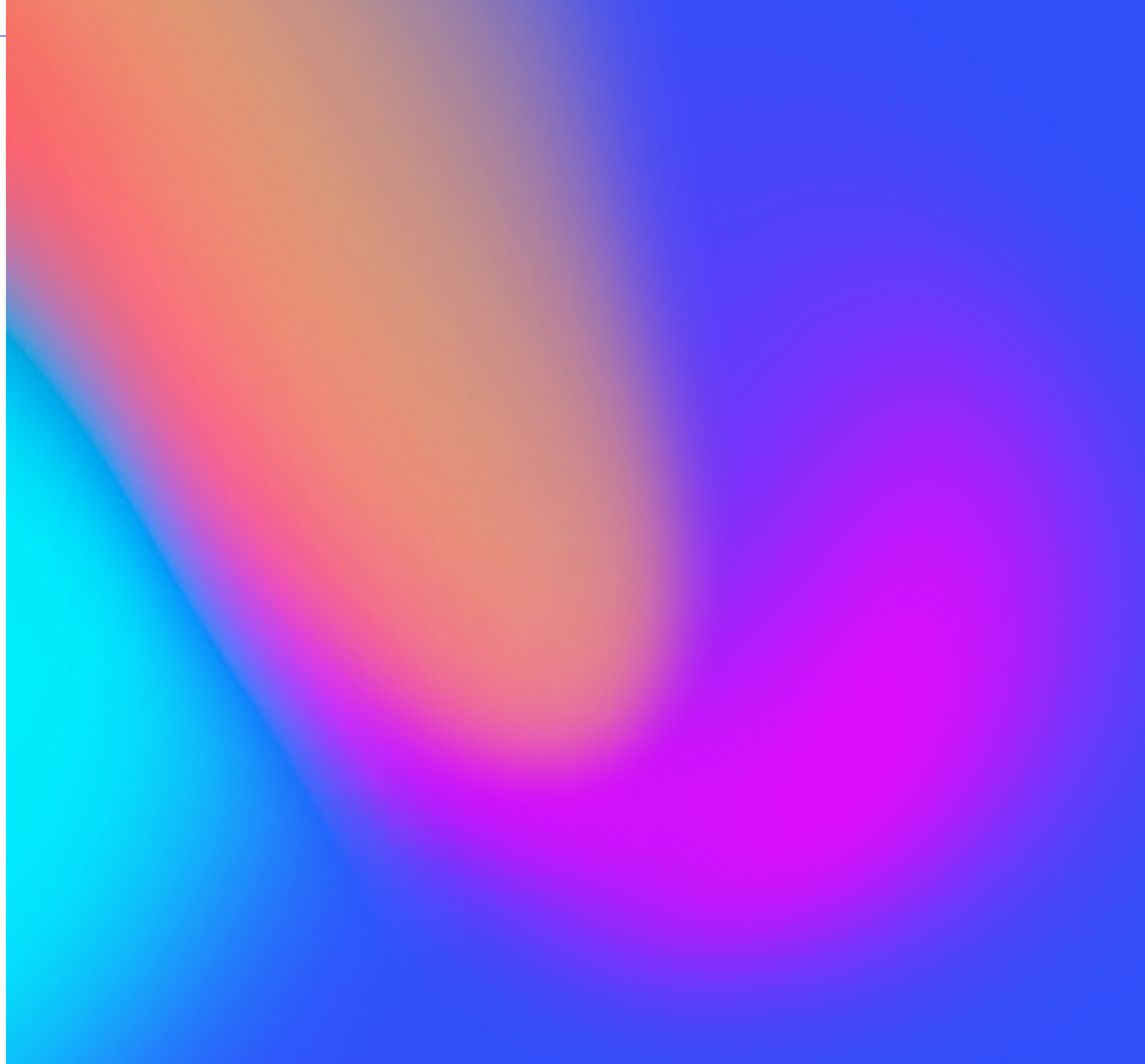
04

## Our Graphic

The visual identity allows countless combinations of elements and colors, creating scenarios with great visual presence for the exhibition and communication of the brand and maintaining a unique and distinct personality from competitors.

This graphic reflects the modernity and vibrancy that the AtomIQ brand represents.

The fluid splash of colors conveys our ability to find ways to deliver the best that technology has to offer. The shapes align and create different patterns, creating a feeling of modernity and proximity greater than any graphic representation. Use without limits, always maintaining the fluid movement of the graphics.

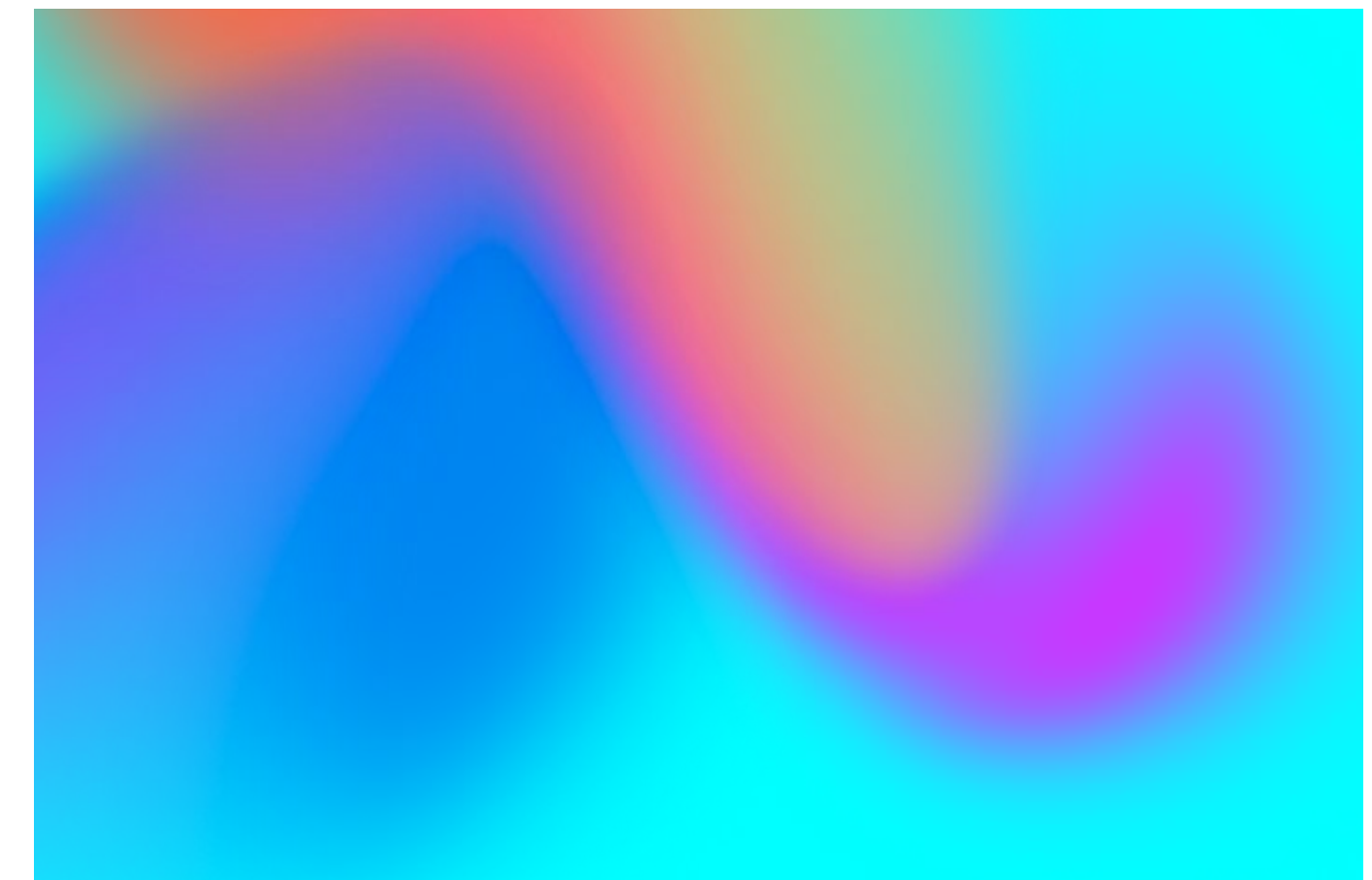
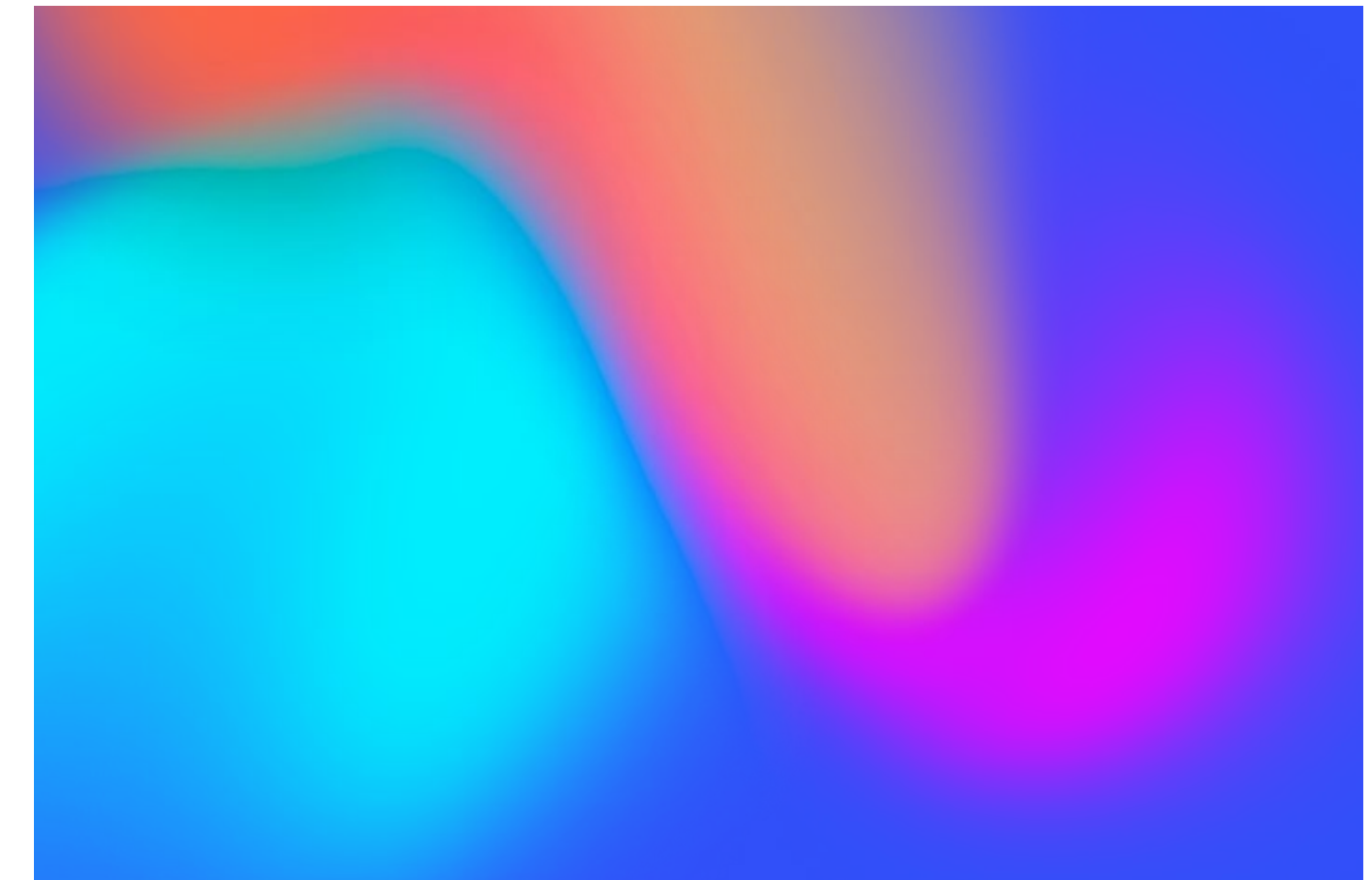




## Our Graphics

Our graphics were created based on the movement of the letter "A" of our brand, it gives the visual identity a modern, technological and memorable aspect. It is suitable for use on white backgrounds or on the brand's main colors, AtomIQ Blue and AtomIQ Cyan. And it can be used in all institutional communication materials, printed and digital.

Keep the graphics as the main part of the graphic appearance of the applied material.



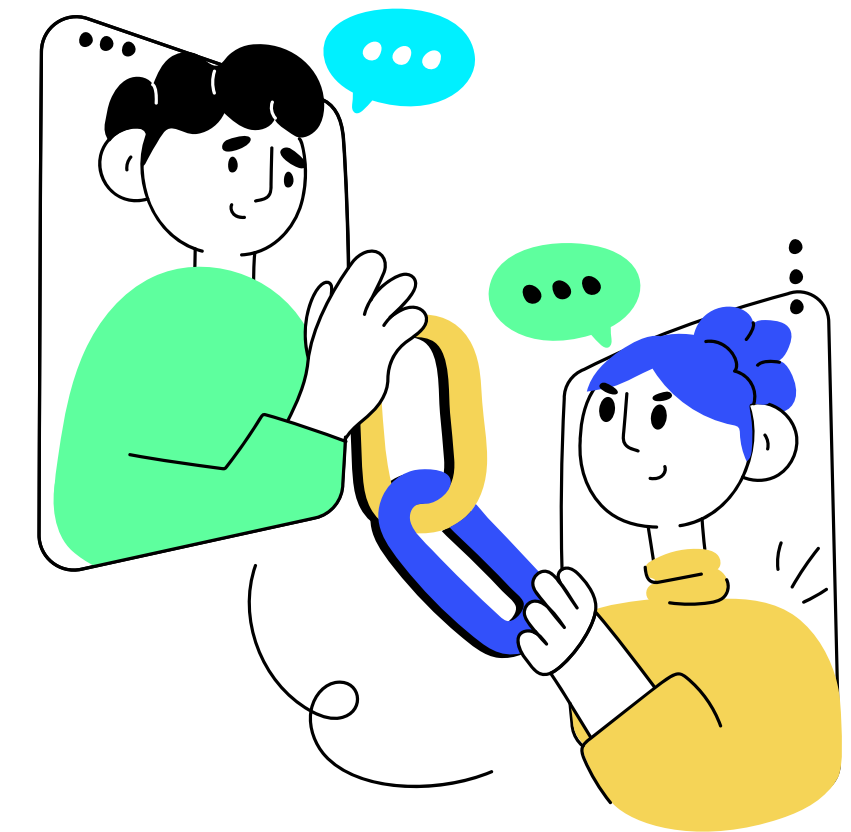
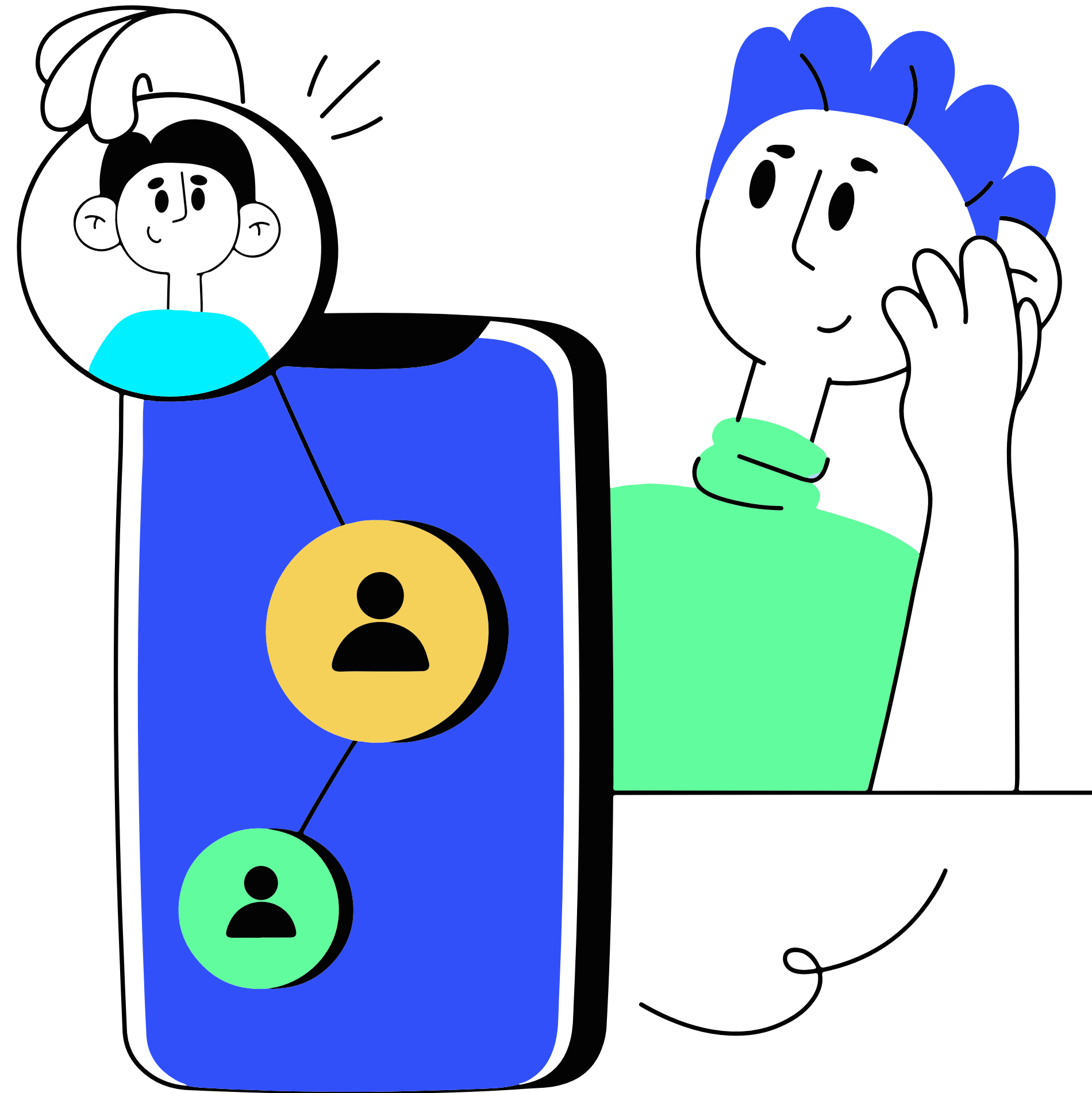
# Iconography

Icons are a universal language for fast and direct communication. With the aim of expanding the brand's communication possibilities, we created graphic icons that complement its visual identity. In digital communication, iconography is an important part of the visual language of modern and technological brands.



## Illustrations

With the aim of expanding the possibilities of brand communication, we defined a style of illustrations that complement our visual identity. Developed with based on the brand concept, these elements add personality, modernity and friendliness to the communication.





# Examples

Business Card





## Examples

Scotch tape





## Examples

Fabric Bag





# Examples

App store/User interface





## Examples

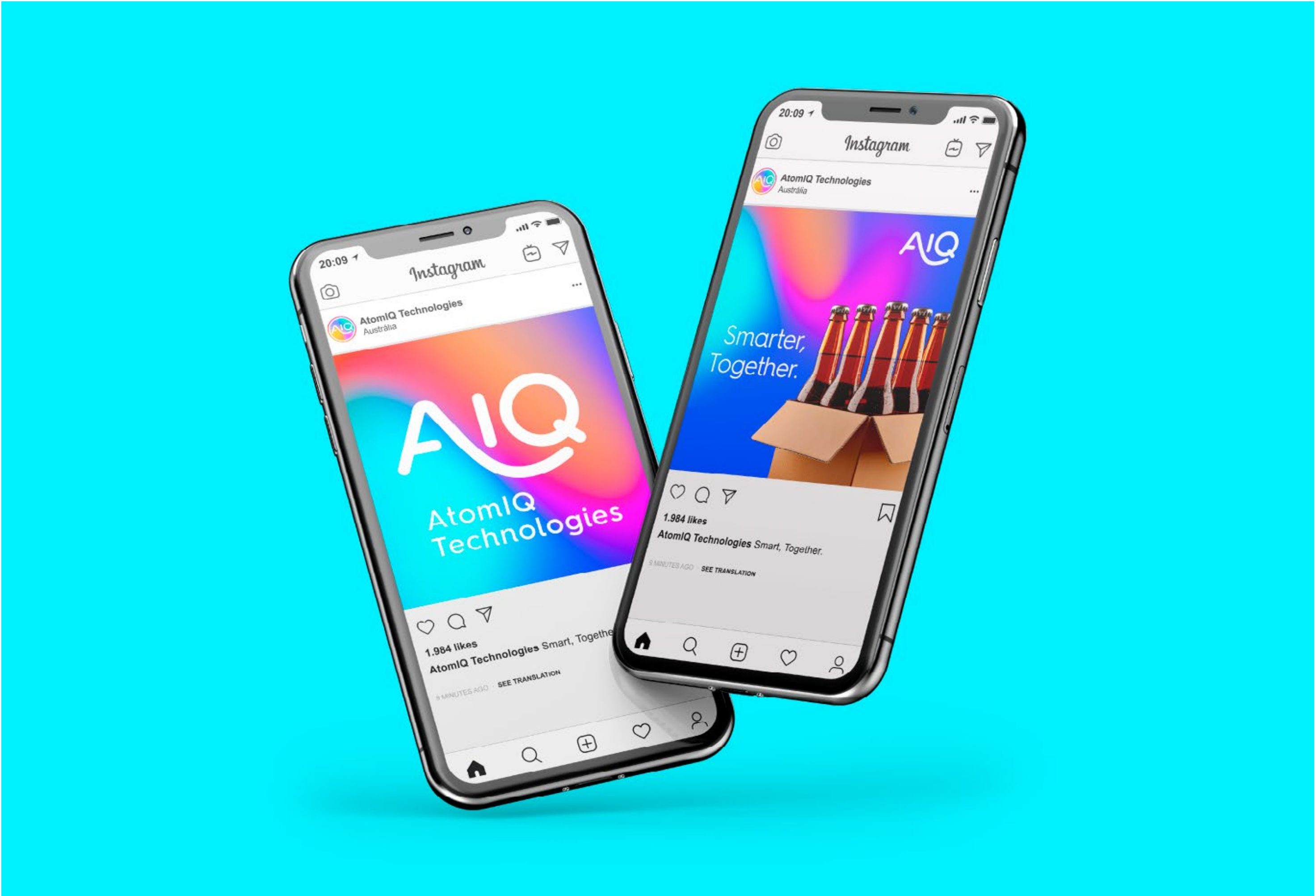
App icon





# Examples

Social media



## Examples

Delivery fleet





# AIO

## **ATTENTION**

The images used in this material are protected by copyright law and are property of various image banks (Envato, Freepik, Shutterstock and more). For use in communication materials (internal and external), please consult image banks to acquire reproduction rights for any material (digital and print).