



BRAND GUIDELINES



Qsiver is a Web3 platform that enables users to interact with the Qubic cryptocurrency through seamless DApp and crypto wallet services, simplifying digital transactions and asset management.

Enhances Your Experience with Qubic Cryptocurrency Through Innovative DApp and Wallet Services



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01 LOGO



Brand Guidelines

Safe Zone

2024

A good logo has a safe zone where it can be easily identified and recognized. the safe zone is the minimum limit where the logo is placed, both with objects and with other logos. A part from the reasons above, the function of the safe zone in the logo is to maintain the consistency of the brand image.











Qsilver



Brand Guidelines
Brandmark

2024







Brand Guidelines
Brandmark

2024





02 TYPOGRAPHY



Brand Guidelines

Typography

2024

Typography is one of the most important graphic design elements, for that typography selection selected carefully and considering the use in various media.

Urbanist as a headline and body text is considered sufficient to accommodate the needs and values of the brand, with various font variants, good legibility and represents the value of the brand image.

Urbanist

Designed by Corey Hu



Uppercase

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

Lowercase

a b c d e f g h i j k l m n
o p q r s t u v w x y z

Numbers

0 1 2 3 4 5 6 7 8 9

Symbols

! @ # \$ % ^ & * ; ¢ © ®



Your Web3 and Crypto Wallet Specialist for Qubic

Nemo enim ipsam voluptatem quia voluptas sit
aspernatur aut odit aut fugit, sed quia

Typographic purists like to see every typeface used with the technology for which it was designed. Taken literally, this means that virtually all typefaces designed before 1950 must be set in metal and printed letterpress.

Headline
Urbanist / SemiBold

Subheadline
Urbanist / SemiBold

Body Text
Urbanist / Medium

CTA
Urbanist / Medium

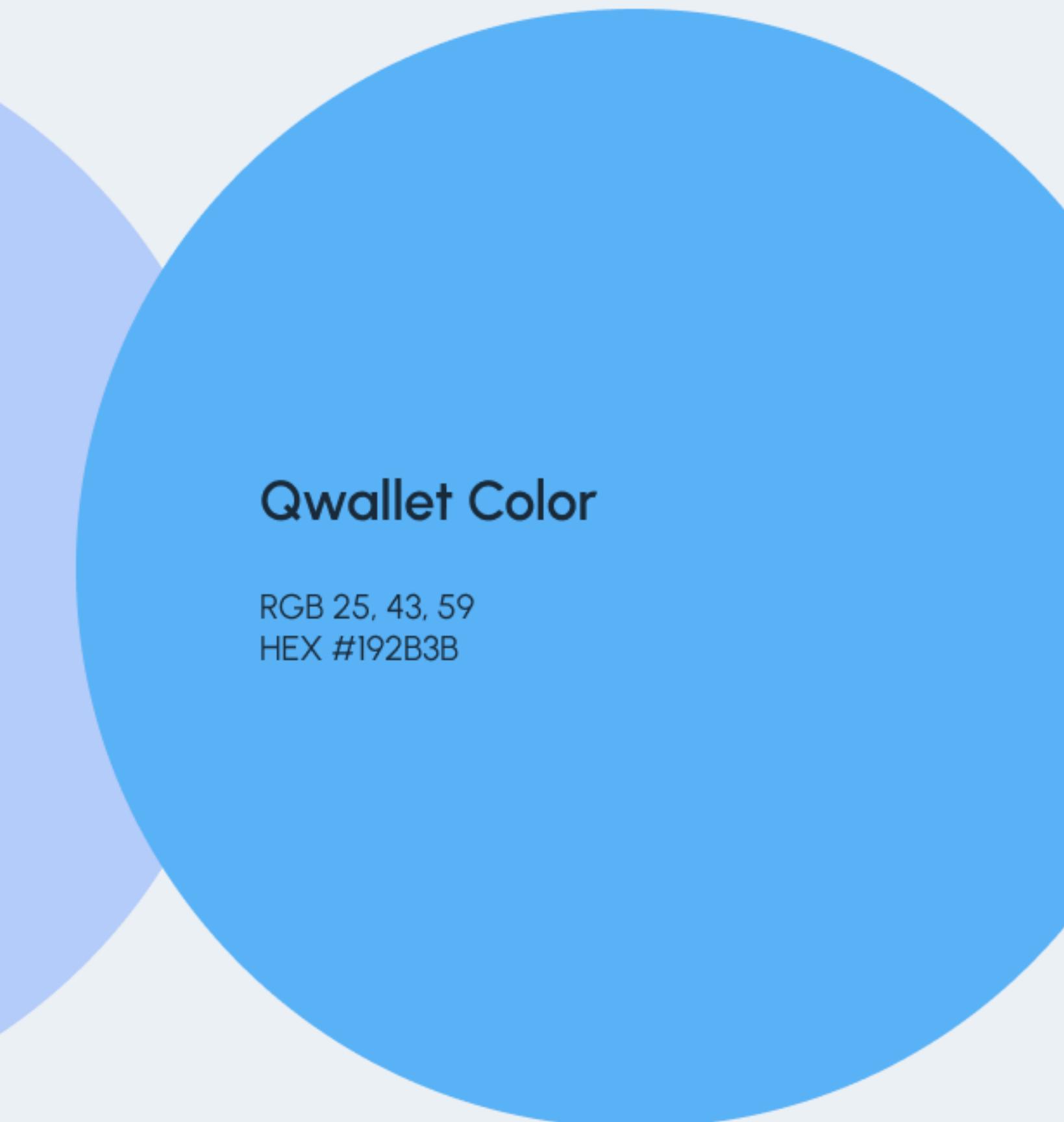
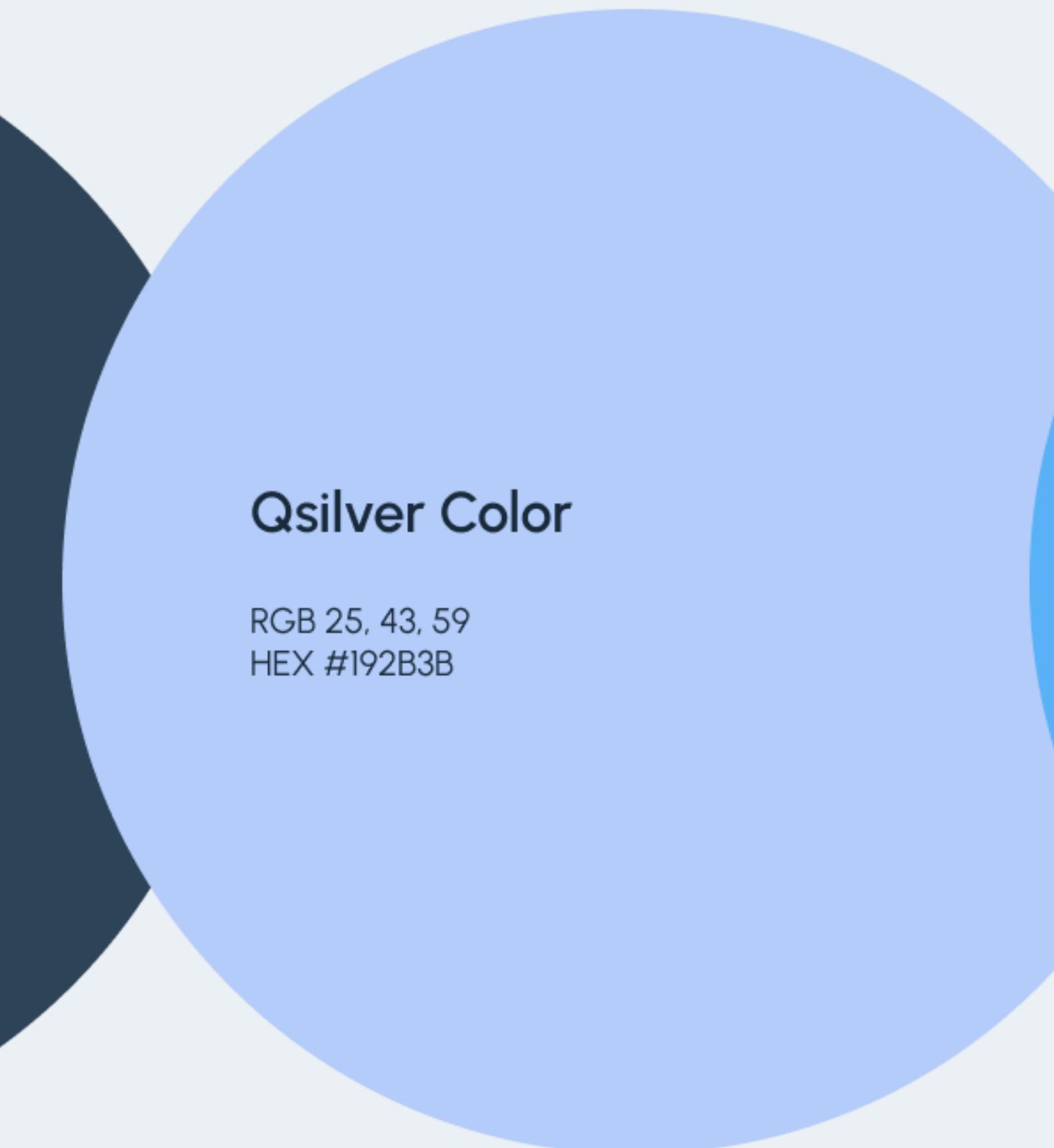
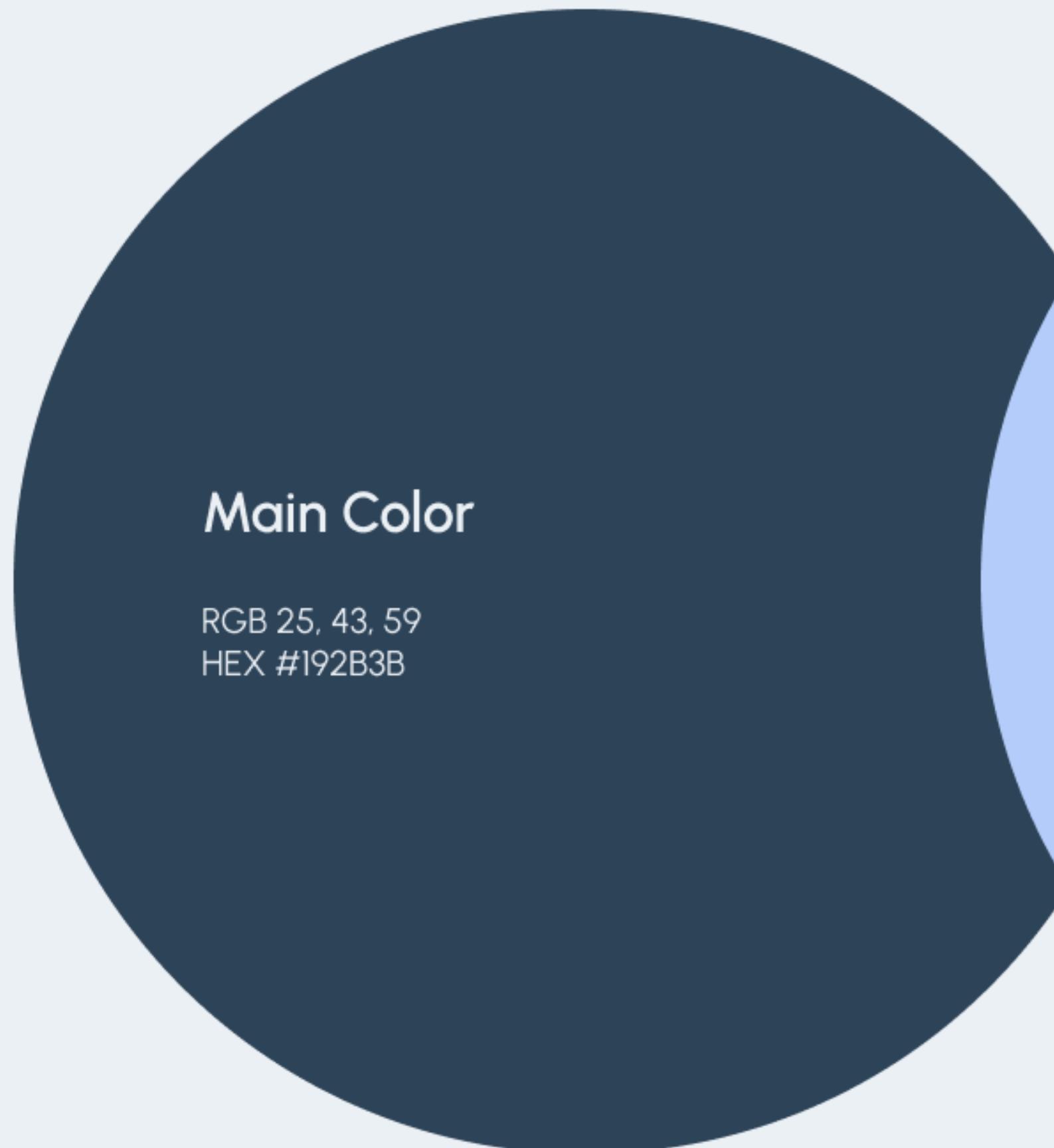
Typography



03 COLOR PALETTE



Color also has an important role in logos, colors can evoke certain emotions and help brands communicate with users. Each color category has supporting colors that make it easier for designers or developers to use digital products or marketing to maintain legibility and brand clarity in each media.



Dark Gunmetal

RGB 25, 43, 59
HEX #192B3B

80% 60% 50% 40% 30% 20% 10%

Baby Blue

RGB 180, 204, 249
HEX #B4CCF9

Hawkes Blue

RGB 210, 224, 252
HEX #D2E0FC

Moonstone Blue

RGB 135, 159, 203
HEX #879FCB

Crystal Blue

RGB 89, 178, 246
HEX #59B2F6

Jeans Blue

RGB 139, 205, 255
HEX #8BCDFF

Celestial Blue

RGB 44, 145, 222
HEX #2C9IDE



BRAND 04 ARCHITECTURE



Brand Guidelines Architecture

2024

Qsilver operates as the overarching brand that offers comprehensive Web3 services, under which Qwallet stands as a dedicated sub-brand. Qwallet specifically focuses on providing a user-friendly, secure crypto wallet designed to optimize the management and exchange of Qubic

cryptocurrency. This structure allows Qsilver to maintain a clear and organized brand hierarchy, enhancing user experience by distinctly catering to different needs within the cryptocurrency domain.





Brand Guidelines Qwallet

2024

Qwallet is a specialized sub-brand of Qsilver, dedicated to providing a secure and user-friendly crypto wallet for managing and exchanging Qubic cryptocurrency.



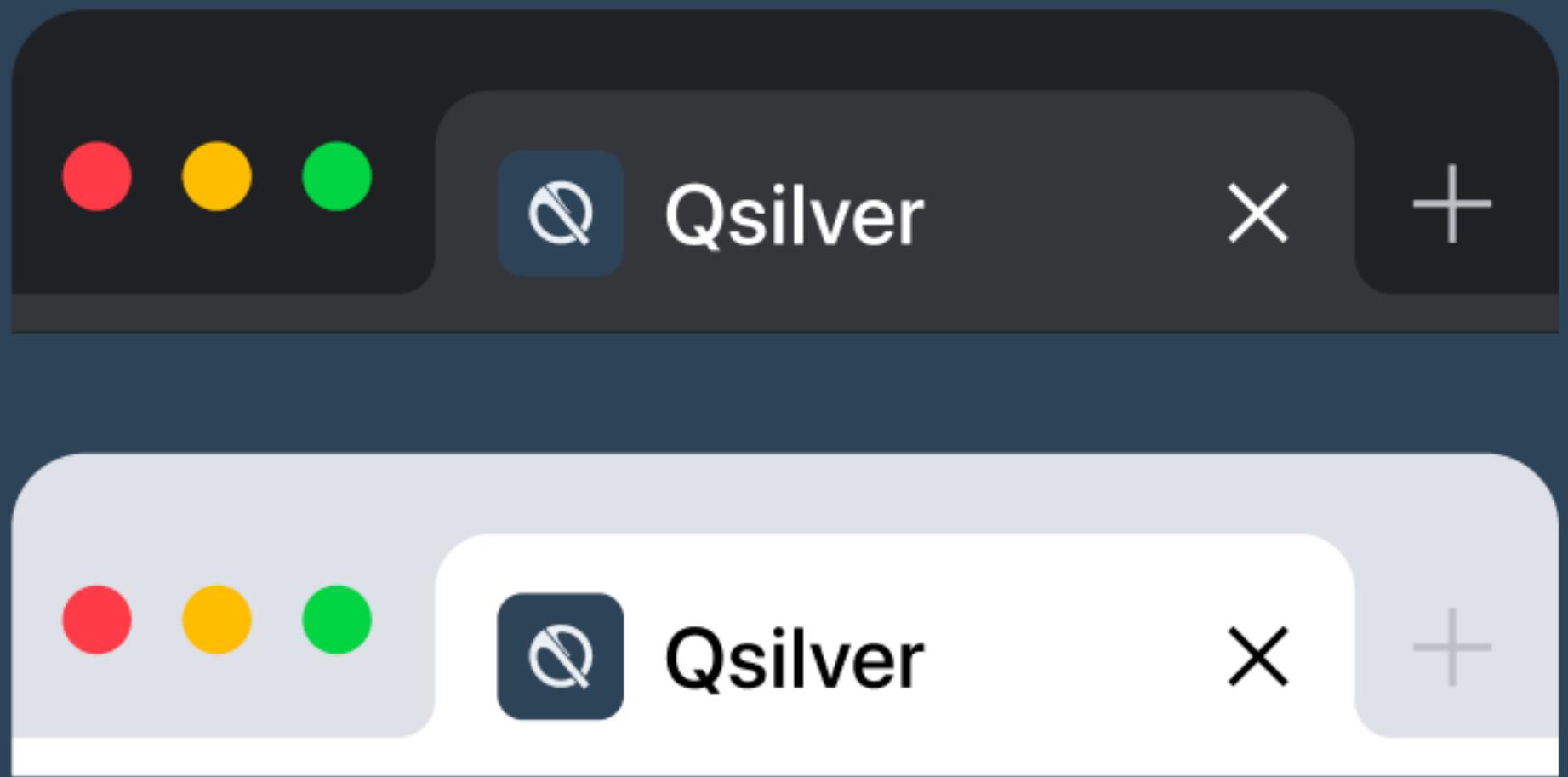


BRAND 05 IN USE

A group of diverse business people are gathered around a dark wooden conference table in a modern office. A man in a grey sweater and glasses stands in the center, holding a white coffee cup and smiling. To his left, a woman with short brown hair and a white blazer is laughing and holding a piece of paper. To his right, a woman with dark curly hair and a grey blazer is looking towards him. On the table, there's a laptop, a pen holder with several pens, and some papers. In the background, there are large windows showing a cityscape at night. The overall atmosphere is professional and collaborative.

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Dear [Recipient's Name],

We at Qsilver are delighted to reach out to you with our innovative offerings in the DAPP, WEB3, and cryptocurrency wallet services specifically designed for the Qubic cryptocurrency. Our commitment providing robust and cutting-edge solutions drives us to continuously improve and expand our services to meet and exceed the expectations of our clients in the blockchain space.

Qsilver has been at the forefront of blockchain technology, leveraging extensive industry knowledge and technical expertise to deliver secure, reliable, and user-friendly products. Our platforms ensure seamless transactions and management of Qubic cryptocurrency, making us a trusted partner in your digital asset management.

We would be pleased to discuss how our services can specifically benefit your operations and contribute to your strategic goals in the cryptocurrency sector. Please feel free to contact us at your convenience to schedule a meeting or to request additional information.

Thank you for considering Qsilver as your partner in blockchain and cryptocurrency solutions. We look forward to the opportunity to work together and contribute to your success.

Regards,

Vincent Mullen
CEO of Qsilver

Qsilver

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THANK YOU!