

BRAND GUIDELINES

Branding & Usability



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00 INTRODUCTION

Quoxent (ticker: QUO) is a community-oriented coin originally launched at the end of 2017 under the name “Vulcano”. In August of 2019, it was relaunched as Quoxent by a new development team which had previously introduced masternode functionality and began the development of an ecosystem which would facilitate the growth of the community and research investment in specific domains relating to data management and IoT integration. Since this relaunch, the project has grown in scope as Team Quo works to push the envelope of possibility in terms of blockchain technology and its role in daily life.

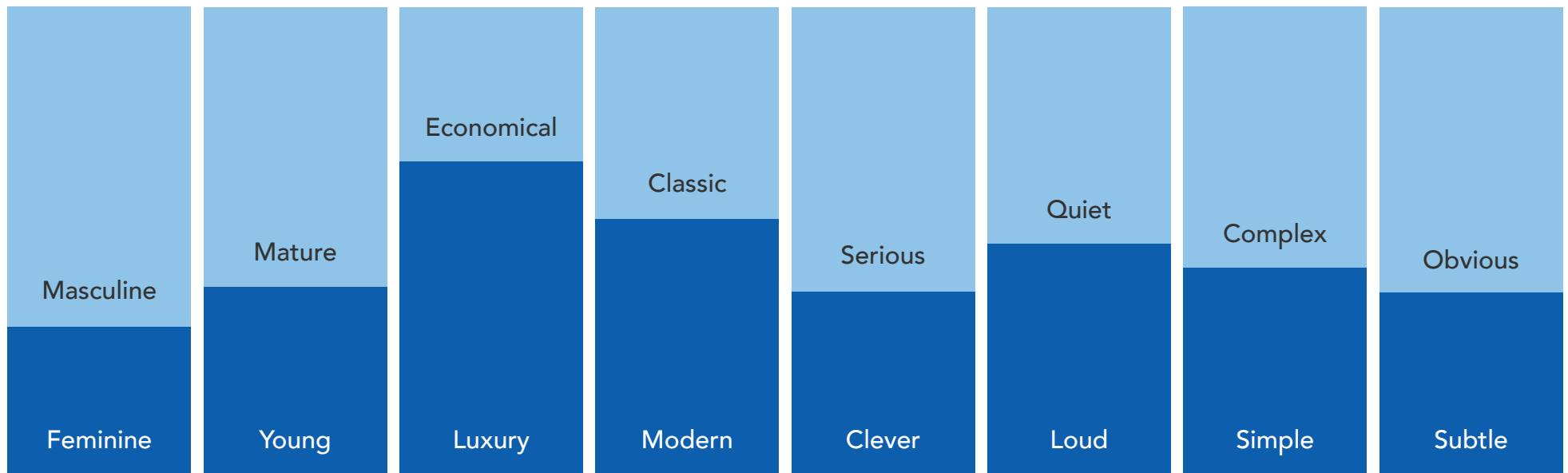
In November of 2018, Quoxent signed its first research partnership with Rajamangala University in Thailand to support the development of their seismic sensing network. This low-cost seismometer is a critical step in helping scientists understand the movement of kinetic energy through the surface of the earth. In March 2019, this suite of sensing equipment entered the testing phase with deployments in Central Thailand.

Quoxent has been granted legal standing in the State of Nevada, giving Team Quo a legal entity needed for more complex initiatives and to apply for listing on certain exchanges which require a legal signing entity. The establishment of the Quoxent Foundation is still in progress.

[Read Full Whitepaper](#)

01 TONE & VOICE

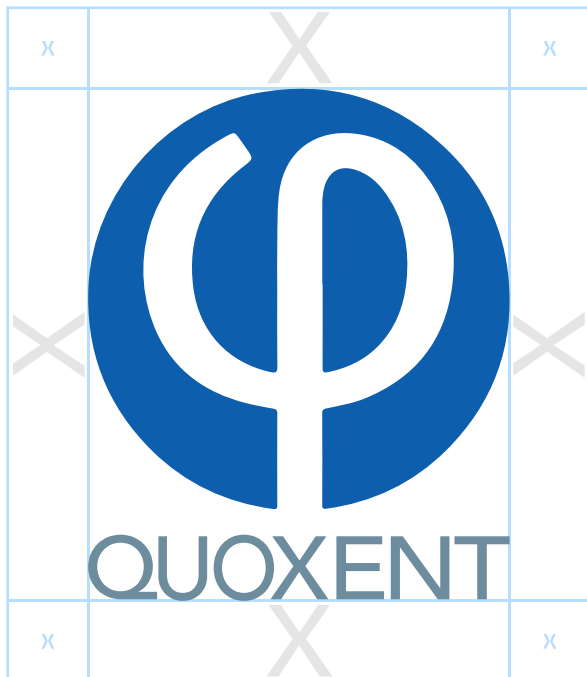
Every brand needs a consistent voice that can be used across all the channels of communication, written, spoken, and visual. The consistency of the voice will project an image of stability and trust and will reduce the chances of making contradictory impressions. When you communicate with your colleagues within Quoxent or with partners, clients, or prospects outside Quoxent, please embed the following values.



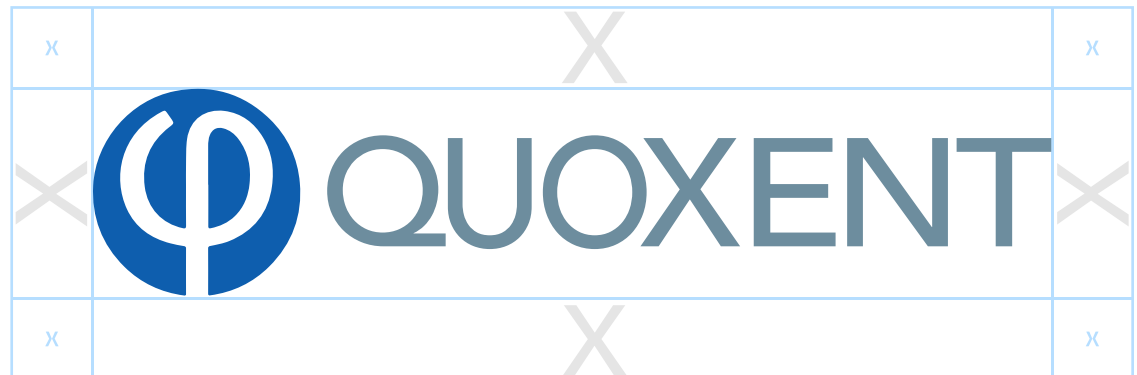
02 LOGO

To preserve the integrity of the Quoxent logo, always maintain a minimum clear space around the logo. This clear space isolates the logo from competing graphical elements that may divert attention. The minimum clear space for the Quoxent is defined as the x-height of the bolded letter 'X' in the word match. This minimum space should be proportionally maintained as the logo is enlarged or reduced in size.

The vertical orientation is to be preferred. However, in situations when that may be inappropriate, the horizontal orientation may be used.



vertical orientation



horizontal orientation

02 LOGO

OFFICIAL COLOR LOGO: These are the default logos. Use this whenever possible.



WHITE LOGO: These are the single color white logos to be used on dark backgrounds.



BLACK LOGO: Single colored black logos are to be used if the documents will not be printed in color.



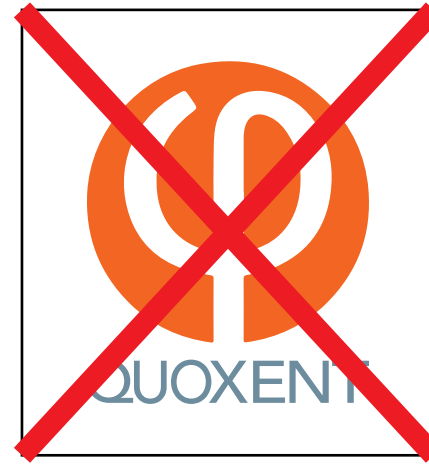
EXAMPLES OF LOGO MISUSE:



Do not reverse
logo colors



Do not place colored
logo on non-approved
backgrounds



Do not use non-approved
colors for the logo



Do not modify logo
lines or weights



Do not use "drop shadows"
or other effects on logo



Do not distort the
proportions of the logo



Do not tilt or reorient
the logo

03 TYPOGRAPHY

“Century Gothic” is the default typeface for all web materials for body copy.

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@\$%^&*()_+

“Avenir Medium” is the default typeface for all print materials for body copy.

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@\$%^&*()_+

“Avenir 85 Heavy” is the default typeface for headings.

Avenir 85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@\$%^&*()_+

Large bold type is used to establish a clear information hierarchy. These are the recommended type sizes:

Avenir 85 Heavy 50px

Avenir Medium 36px

Century Gothic Bold 20px

Century Gothic 16px

Century Gothic 12px

04 COLOR

The primary Quoxent colors are blue and grey as displayed by the official Quoxent logo. These primary colors give a sense of stability and loyalty to our users while the accent colors make the brand more youthful and modern.

#0E5EAE

#6D8D9E

PRIMARY COLORS

#DE5D19

#EBEFF7

*APPROVED SECONDARY BACKGROUND COLOR

ACCENT COLORS

#20343E

05 TEMPLATES

It's important that all inward and outward facing documents have a consistent look and feel. It would be great if you could use the following template for your email signatures:

Vulcano Quo | god of the forge

vulcano@quoxent.com

T: +1 555.555.5555

Discord: @VulcanoQuo



Please note that because of limitations with typefaces on different email clients, we are using a standard web font, Lucida San Regular, for the text within the email signature. While it is not Quoxent's standard font, it will mitigate issues that may arise regarding the email signature.