Powerline QMS

Brand Guidelines

Logotype

The logotype is a representation of our brand, and application of the logo should be considered to best represent the business. These guidelines should be followed as the basic requirements for its application.
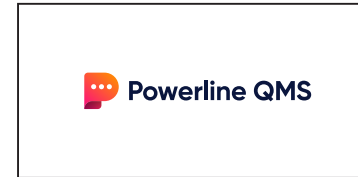
Only use the digital artwork provided and never attempt to recreate the logotype.

The Powerline QMS logo is available in 3 variations to suit all applications. It can also be used without the QMS wording in the right surroundings.

Please use this guide to determine which version of the logo should be used on each application.

Logotype Colours
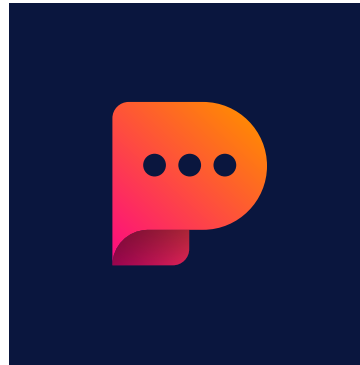
Powerline QMS

Powerline

Monogram

The monogram is an identifiable feature of the Powerline QMS logo and can be used as a mark to represent the brand. The monogram must only be used alongside the Powerline QMS logo, or in areas where the full logo has preceeded it.

The monogram is a bold mark which can enhance layouts or simplify a piece of creative. It can be used in 3 variations too.

Monogram Colours

Colour Palette

The Powerline QMS colour palette has been selected to represent the vision and innovative nature of the business.

A primary and secondary colour palette has been chosen to allow consistent use of colour across applications.

The primary colour palette consists of vivid pink, vivid orange (which form the logo gradient), very dark blue and white.

The secondary colour palette should be used in conjunction with the core colours to allow further flexibility and creativity in design.

Primary Palette

Vivid pink

C0 M96 Y4 K0
R237 G30 B138
#ed1e8a

Vivid orange

C0 M54 Y99 K0
R246 G140 B31
#f68c1f

Very dark blue

C100 M93 Y40 K53
R10 G22 B62
#0a163e

White

C0 M0 Y0 K0
R255 G255 B255
#ffffff

Secondary Palette

Very dark (mostly black) red

C70 M67 Y64 K74
R35 G31 B32
#231f20

Dark violet

C81 M100 Y0 K1
R88 G2 B135
#58029b

Very soft pink

C1 M44 Y0 K0
R248 G165 B208
#f8a5d0

Very soft orange

C1 M19 Y37 K0
R251 G209 B165
#fbd1a5

Typography

Typography and a consistent use of typeface is a key element of our brand, helping to create a cohesive look across all applications.

Our brand typeface is Gilroy and can be used in all weights and sizes.

Please use the following pages as a guide to size and use.

Keep typography simple. Do not overcrowd layouts and avoid using too many type sizes.

Arial is the internal system default corporate typeface. It should be used for typed letters, reports, Powerpoint, and other 'non-designed' documents such as internal memos. Arial should never be used when Gilroy could be used instead.

Primary Font

Gilroy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gilroy Light

Gilroy Regular

Gilroy Medium

Gilroy Bold

Gilroy Extra Bold

Gilroy Heavy

Secondary Font

Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Arial Black