INTRODUCTION

The CIQ brand is more than a logo or color palette—it's our reputation. These primary logos best represent us visually and should be used whenever possible. This Style Guide ensures the CIQ brand is used consistently across all communication. A clear, unified brand reflects who we are and what we stand for.

Hero variant
(2 color)

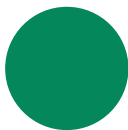## Workhorse variant
(1 color)

When to use:

- When the logo is the main focus or the hero of the page
- Presentation covers
- Signage
- Business collateral

When to use:

- When another element or message is the main focus
- Medium tone surfaces
- Small sizes
- Visually complex environments
- Interfaces
- Overlayed on images
- Used as a watermark
- Any time you are unsure

Primary Colors

Green
87C 23M 81Y 8K
11R 135G 89B
HEX #0B8759

Dark Grey
81C 71M 54Y 58K
37R 135G 89B
HEX #252B37

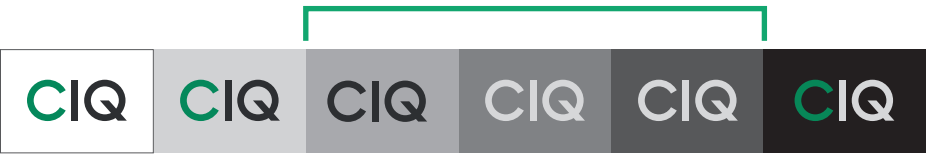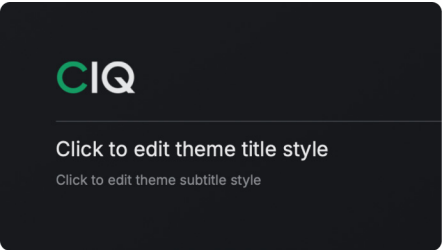Light Grey
15C 11M 10Y 0K
213R 215G 218B
HEX #D5D7DA

EXAMPLE USAGE

To establish consistent and effective branding for CIQ, it is essential to follow the standards outlined in this guide. This page demonstrates some common errors that should be avoided.

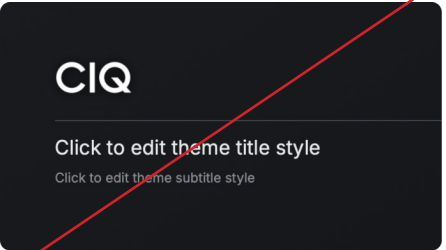### Always use one color logo on medium tone backgrounds

YES!

NO

✅ Logo is the hero and has sufficient contrast with background.

❌ Contrast is good but the logo is a focal point and uninteresting.

✅ Good contrast against a dark and rich background

❌ Insufficient contrast. The "C" is lost against the background.

Infrastructure should drive your future.

Infrastructure should drive your future.

✅ Good contrast, focal point is the headline.

❌ Insufficient contrast. The "C" draws attention away from the message