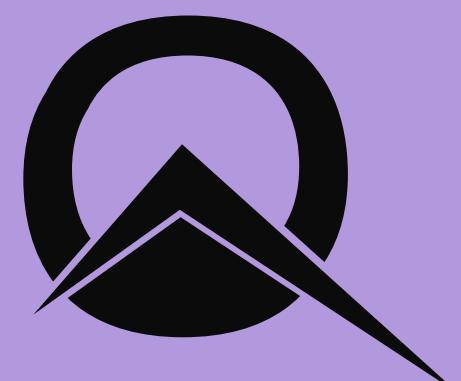


Brand Guidelines

October 2023



Hello!

Happy to have you here



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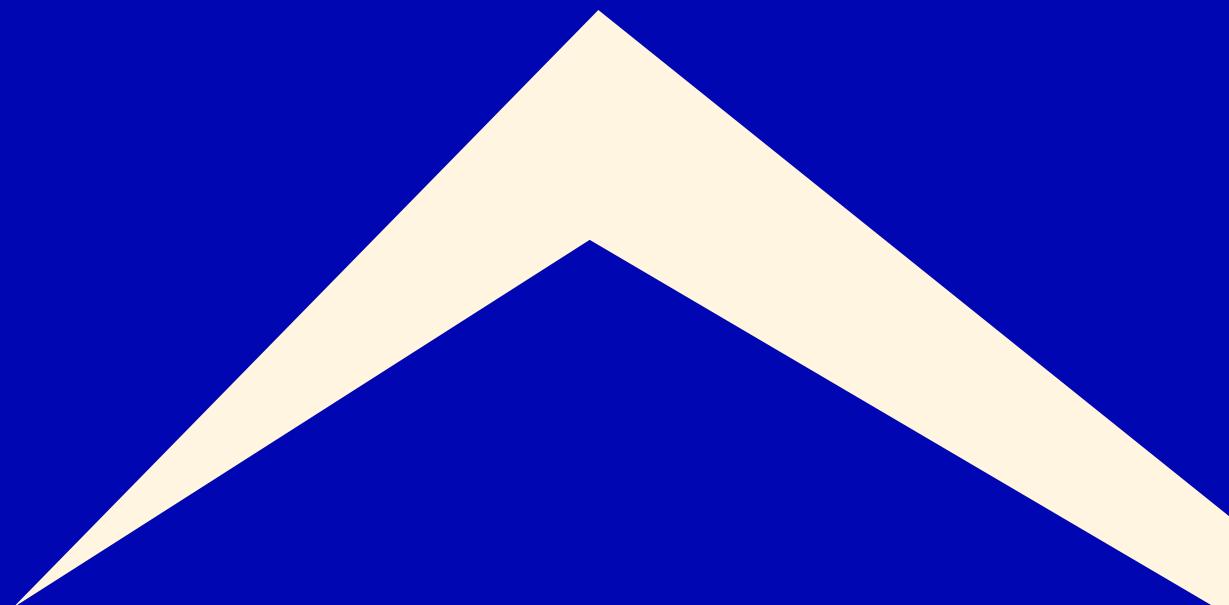
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01

The Brand

About Quartzola



Quartzola

Quartzola: Where Elegance Meets Precision. Our curated collection offers a diverse range of exquisite watches to suit every style, from classic to contemporary. Each timepiece is a statement of personal elegance and a reflection of our passion for the art of timekeeping. Discover Quartzola and make every second count with a watch that tells your unique story."

Our Tagline

The tagline emphasizes Quartzola role as a key enabler in bridging communication gaps between individuals, organizations, and beneficiaries, fostering collaboration, and amplifying life-changing initiatives.

How to Use

To ensure its impactful usage, consistently integrate the tagline across all brand communications, including the logo, website, and marketing materials.

Strategically position it to reinforce the brand's messaging and commitment to measurable outcomes. Emphasize the word "impact" to showcase Loremips's results-driven approach.

Use the tagline in storytelling to convey the brand's essence, and adapt it for diverse contexts and social media campaigns. By following these guidelines, the tagline will effectively reinforce Loremips's brand identity and communicate its role as an enabler of transformative initiatives.

...time flies, style shines



Written in Inter font

02

The Logo

Overview

Our visual identity has been created in a way that allows it to work across all media. The style you choose will depend on the environment in which the logo appears.

So whether our logo appears on packaging, the web, TV, in print, on screen, or on a product, you have near infinite design flexibility to adapt the logo to its appropriate design context.

Quartzola

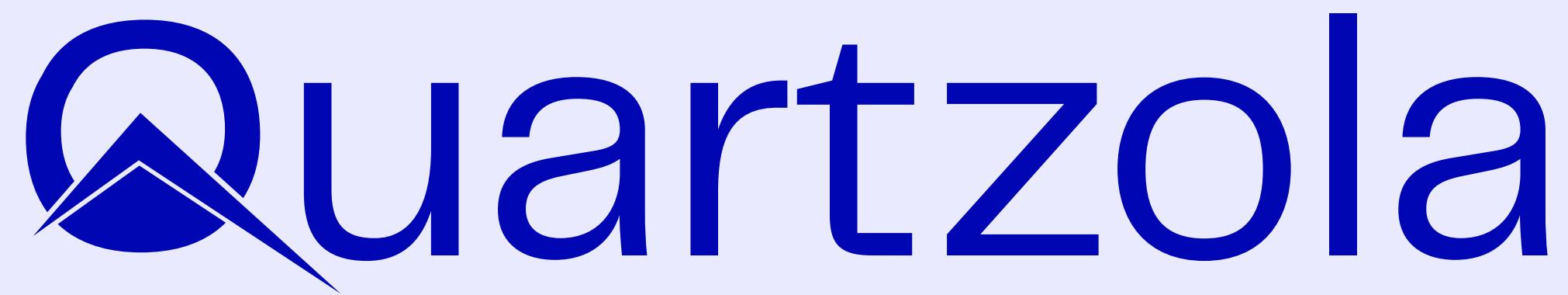


Quartzola

Primary logo

Loremips's logo features an acorn, one of the smallest seeds in the world. We combined an acorn with a speech bubble, which conveys Loremips's focus on effective communication leading to growth and transformation.

We combined the mark with a geometric san-serif font that has a quirky appearance which adds character and a humanistic feel to the brand.



Logo Safezone & Minimum Size

The dimensions referred to are the absolute extreme smallest size that allows for a good amount of legibility for the symbols and lockups.

To ensure legibility, the lockup should not be used with a width smaller than 140px.

For lockups, provide at least x-height white space around the logo. Never crowd or overlap the logo with other elements.

Logo

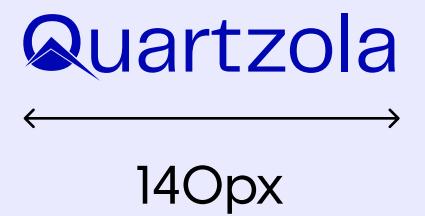
Our logo safezone prevents type, imagery or other graphic elements from interfering with the legibility of our logo.

No graphic elements should encroach the border around the logo mark.

Logo lockup with clearspace guide



The minimum size allowable for logo use is 140 px for digital use online or in presentations.



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Logo

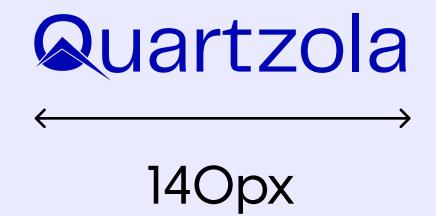
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Logo lockup with clearspace guide



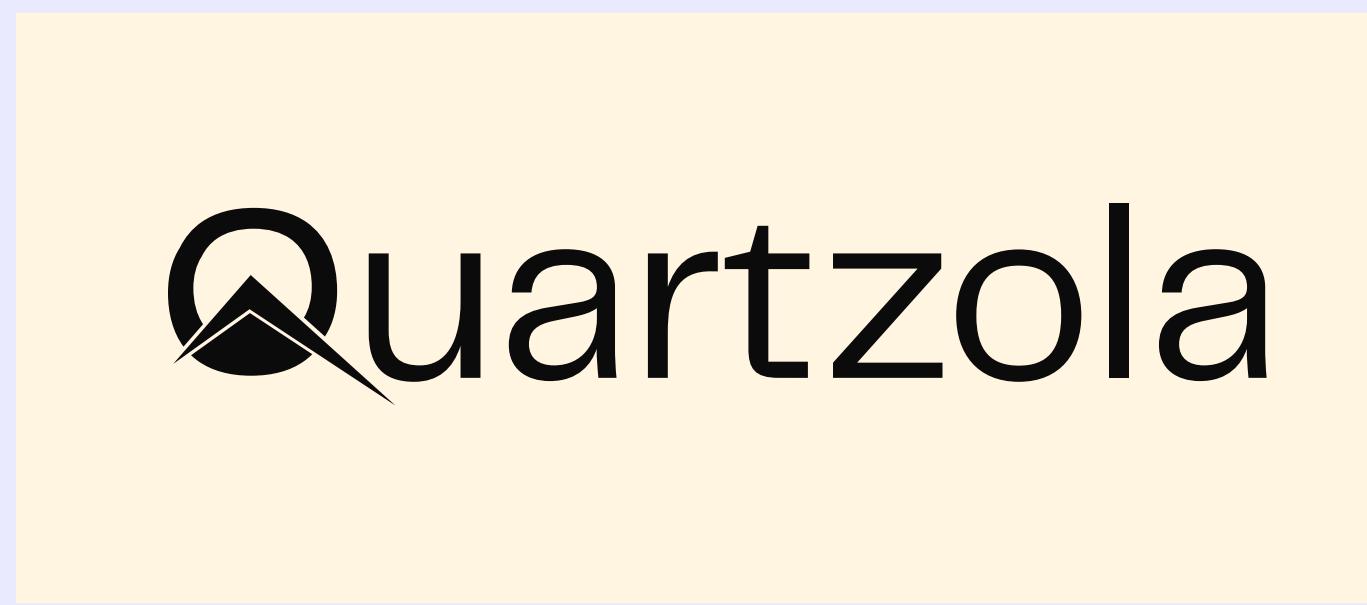
The minimum size allowable for logo use is 140 px for digital use online or in presentations.



One-color use

The one-color and reversed logo should be used only on photographs and color backgrounds within the Loremips color palette.

If using a cream background, we strongly prefer to use the full-color logo.

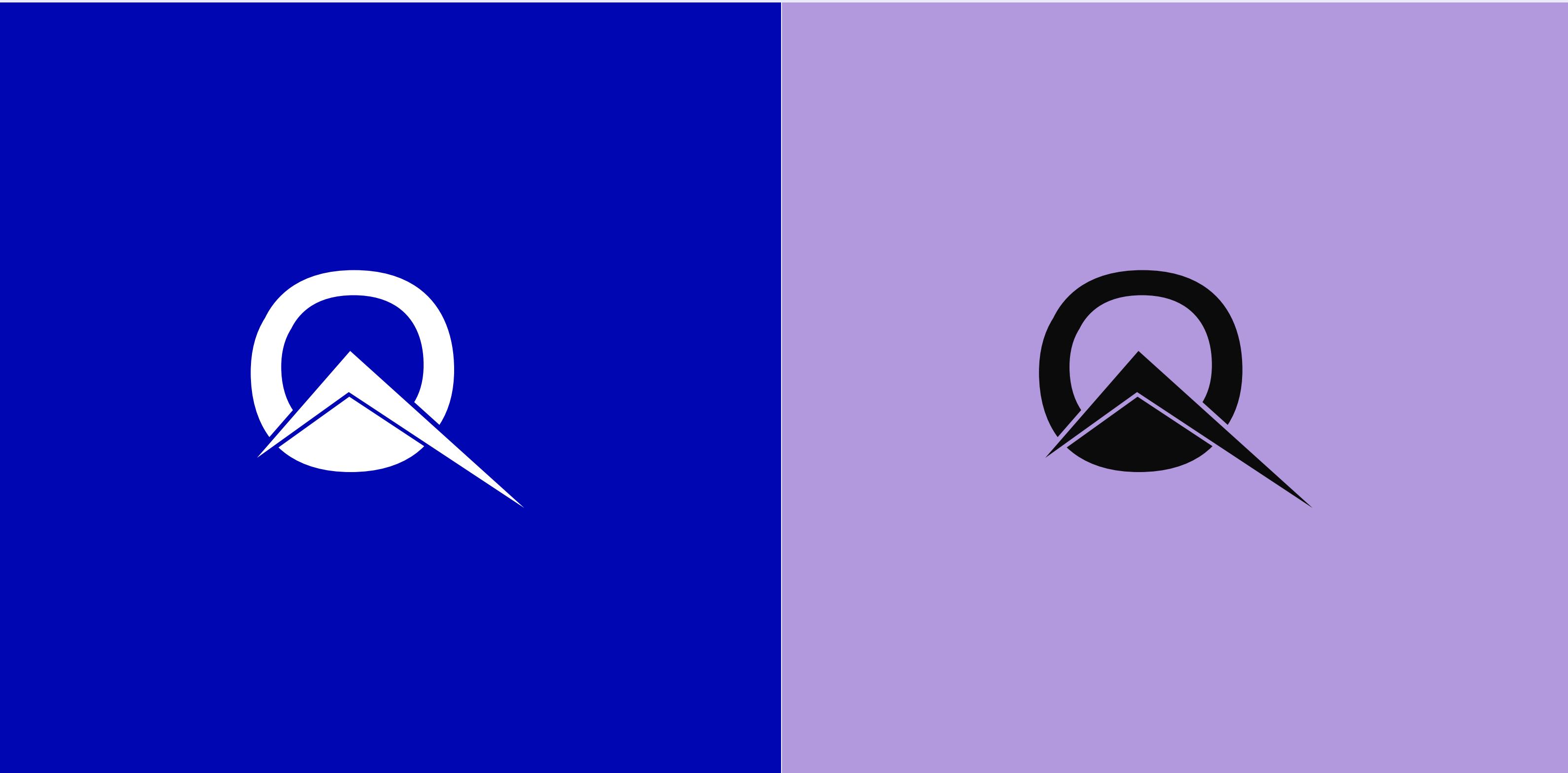


Logomark



Logo

We use our icon as a standalone brand element, as well as part of the logo. By doing so, it creates a strong and distinctive brand symbol. Our icon should be used as the reduced form of our logo in tight spaces.



Ensure that you use the right logo mark variant at all times. Don't try to recreate or modify the existing logo mark. Rather, use as provided.

Wordmark

The **minimum size** allowable for wordmark use is 100 px for digital use online or in presentations.

We prefer to use our primary logo most times. However, some use cases will steer you towards the sole use of the wordmark

Quartzola

Quartzola

Quartzola
↔
100px

For example, this can happen when our icon is used elsewhere in the layout. Here are four ways of using our wordmark.

Quartzola

Quartzola

Logo Placement

1 Landscape

Our default option would be to place our logo on top of layout. Preferably on the left.

2 Landscape wide

Working with extra wide landscape layouts? We prefer to place our logo to the right, horizontally centered.

3 Portrait

If your content is vertically centered in a portrait frame, we prefer our logo to also be vertically centered at the top.

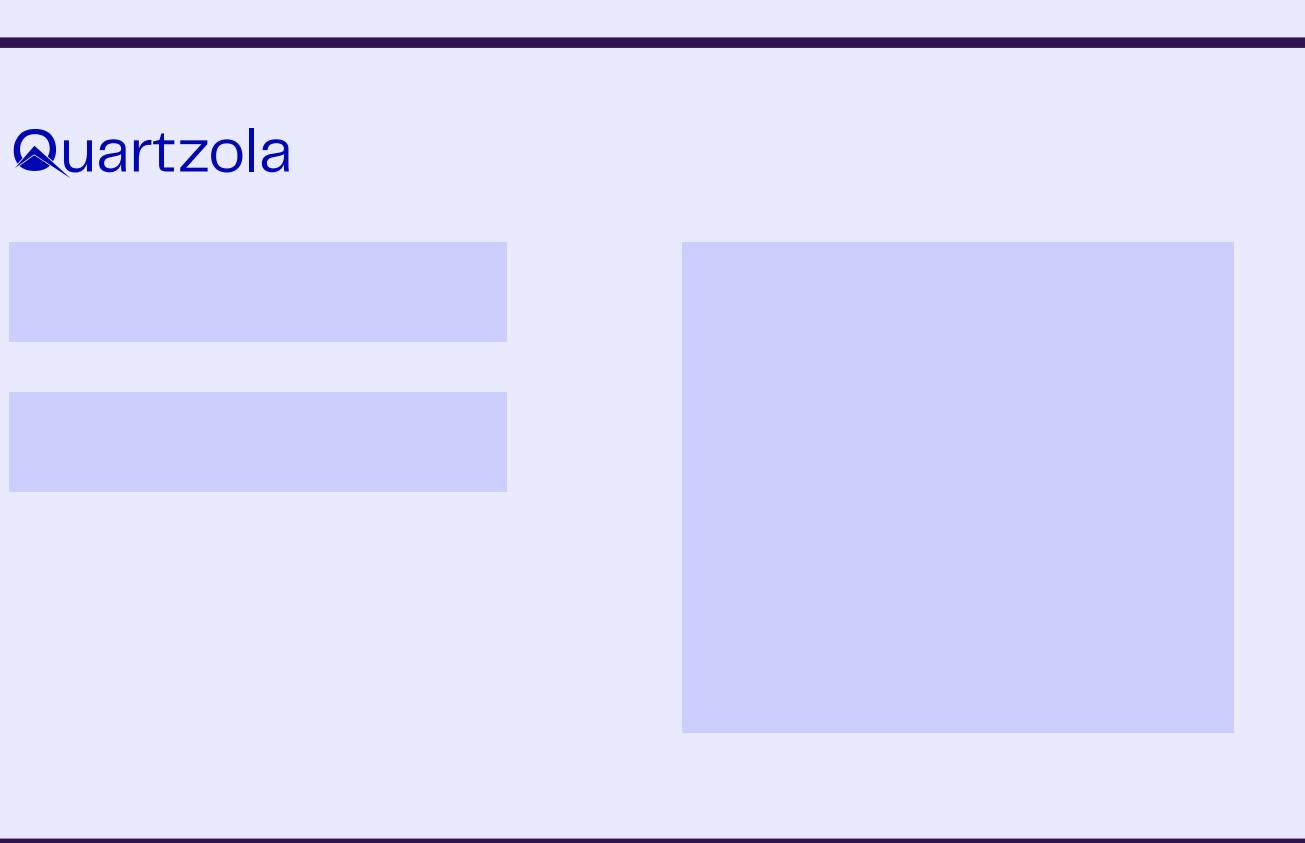
4 Square

Our default option would be to place our logo at top of layout. Preferably on the left.

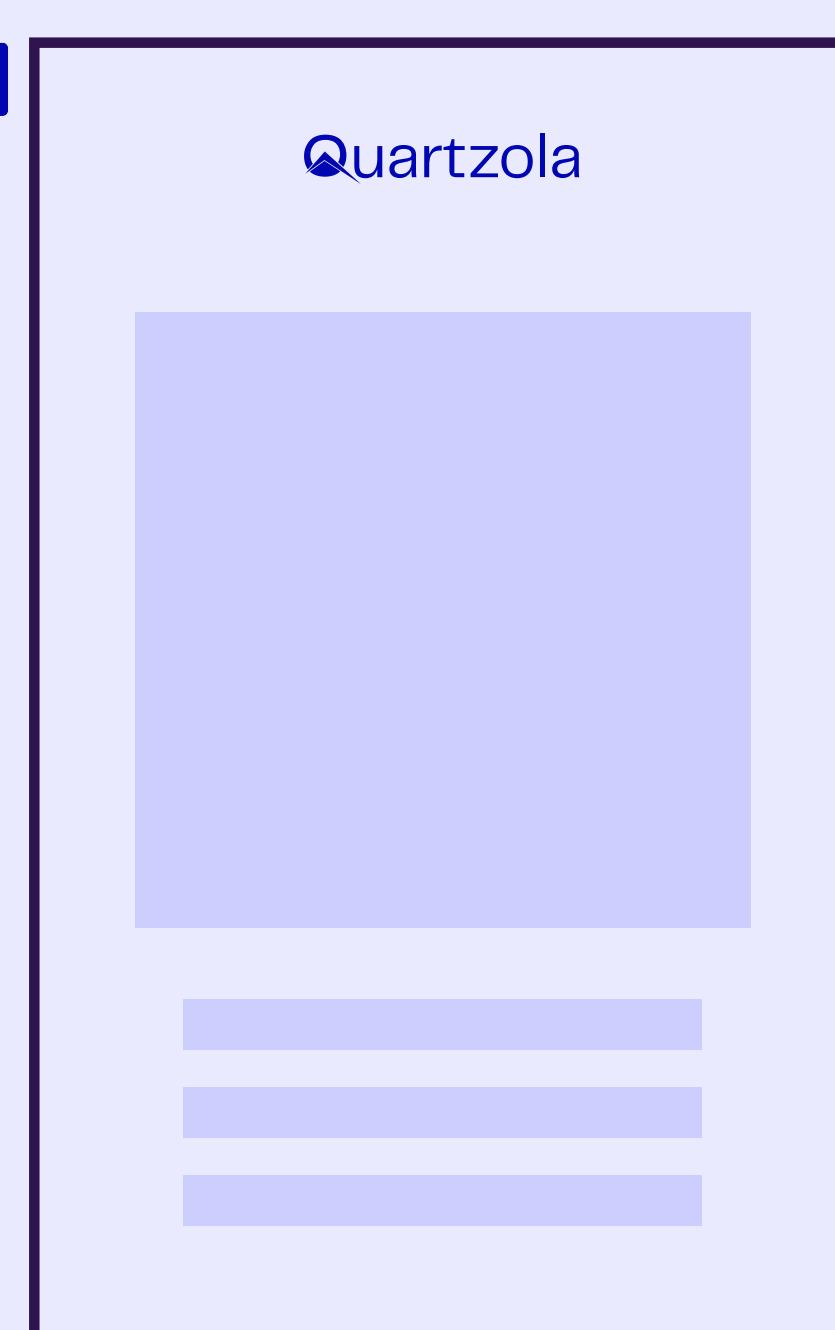
When it comes to logo placement, we have a few options listed on this page. Whenever possible, place the logo at the top of the layout.

However, you might sometimes need to give the rest of the content more space, thus move the logo elsewhere. In this scenario, here are a few examples on how to work with it.

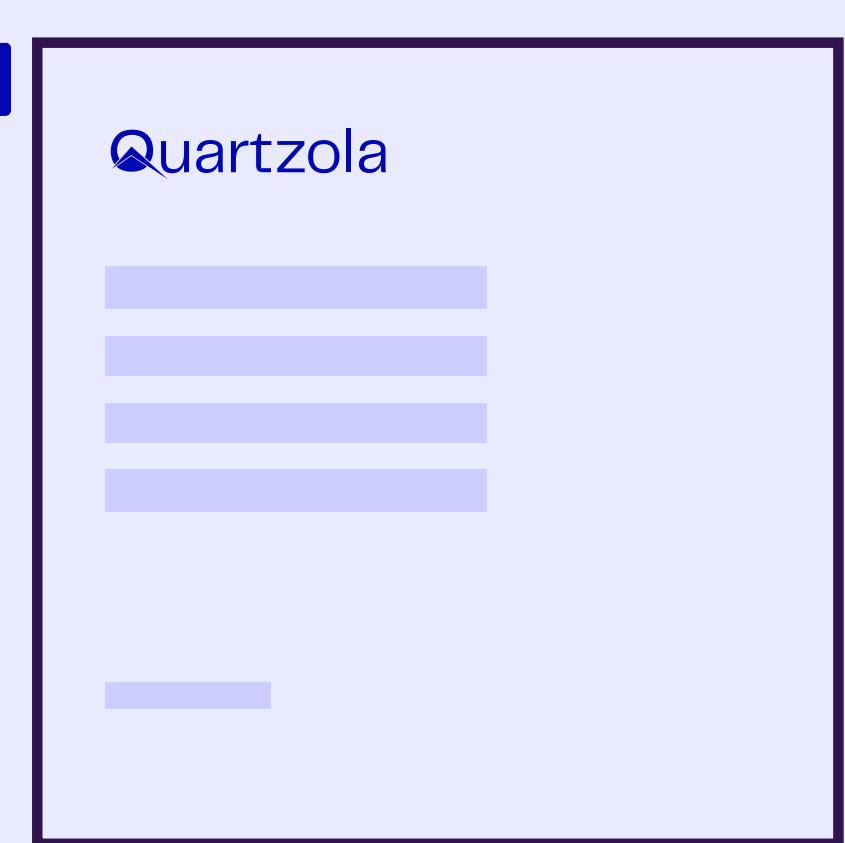
1



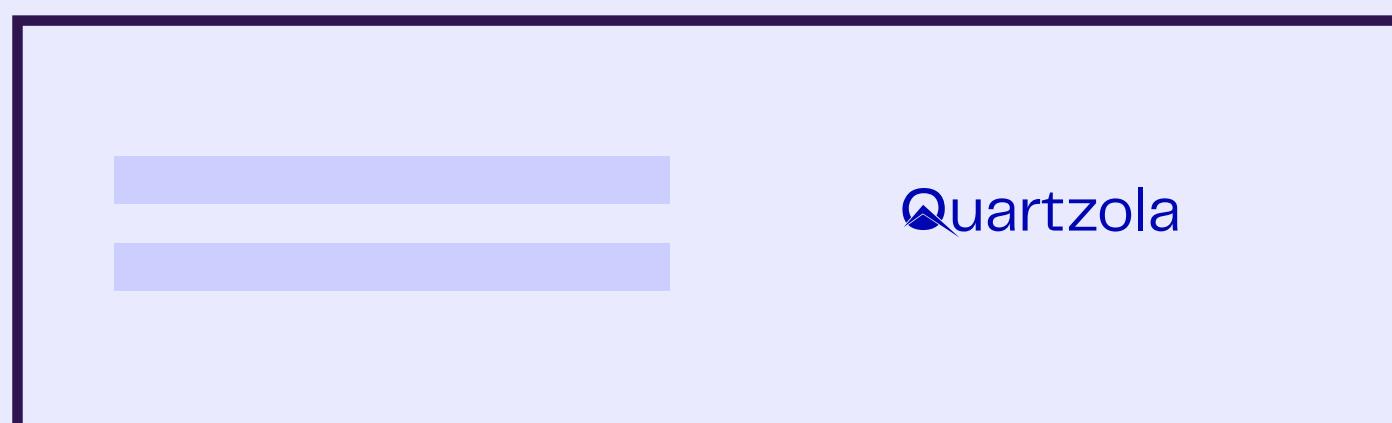
3



4



2



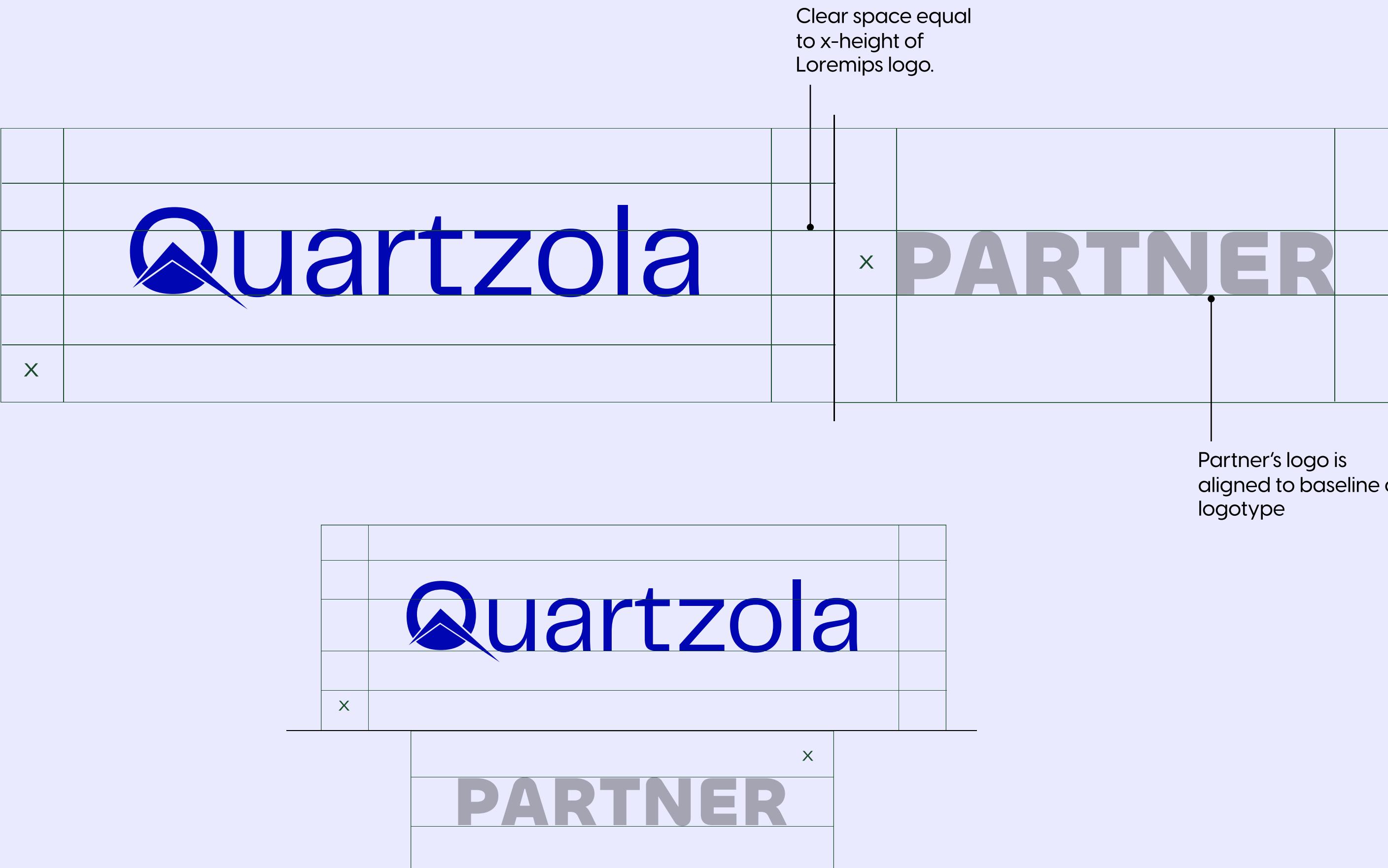
Placement Lockup

We also kindly ask that you adhere to the following:

- Do not pair the Loremips icon with partner logos—always use the Loremips logo
- Do not use the Loremips name or marks as part of your own
- Do not use Loremips in any advertising without our explicit approval
- Do not use Loremips assets or similar words/marks on apparel or merchandise

When combining the Quartzola logo with other logos, it's important to make sure there is enough spacing provided between the logos. The logos should be separated by a 1px white/black stroke

Both logos should feel of equal size. Partner logos should be aligned to the optical baseline of the Loremips logotype.



Logo Misuse

Avoid the examples mentioned below at all times:

1. Avoid distorting our logo
2. Avoid changing brand colors
3. Avoid rotating our logo
4. Avoid rearranging our logo
5. Don't tamper with the logo spacing
6. Never apply shadow effect to our logo
7. Avoid boxing in our logo
8. Avoid background with poor contrast
9. Don't choke our logo



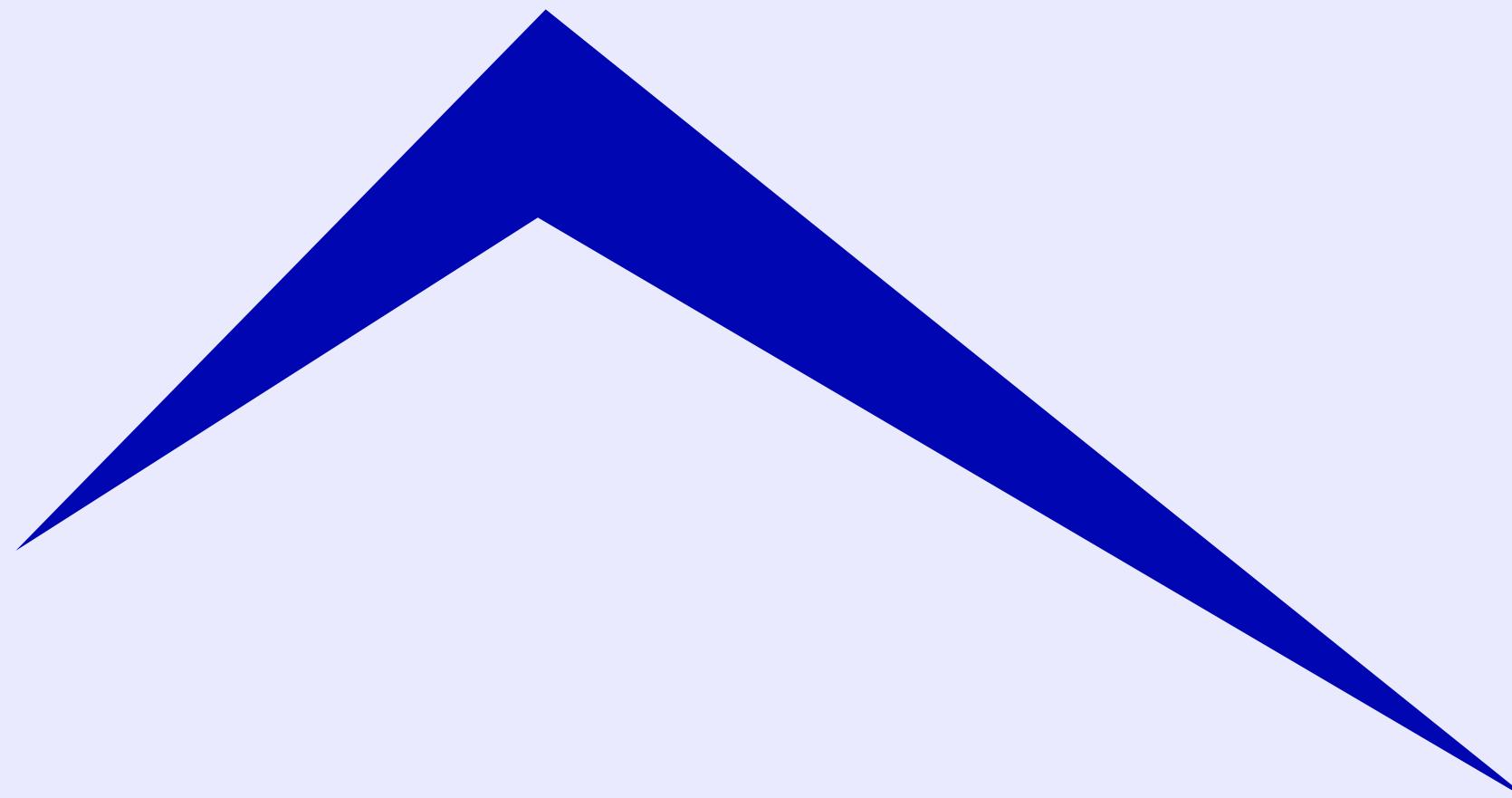
Our logo mark is iconic and distinct. It's our way of saying innovation without spoken words!

Ensure that you use the right logo mark variant at all times. Don't try to recreate or modify the existing logo mark. Rather, use as provided.

03

Graphical Element

The Hands of Time

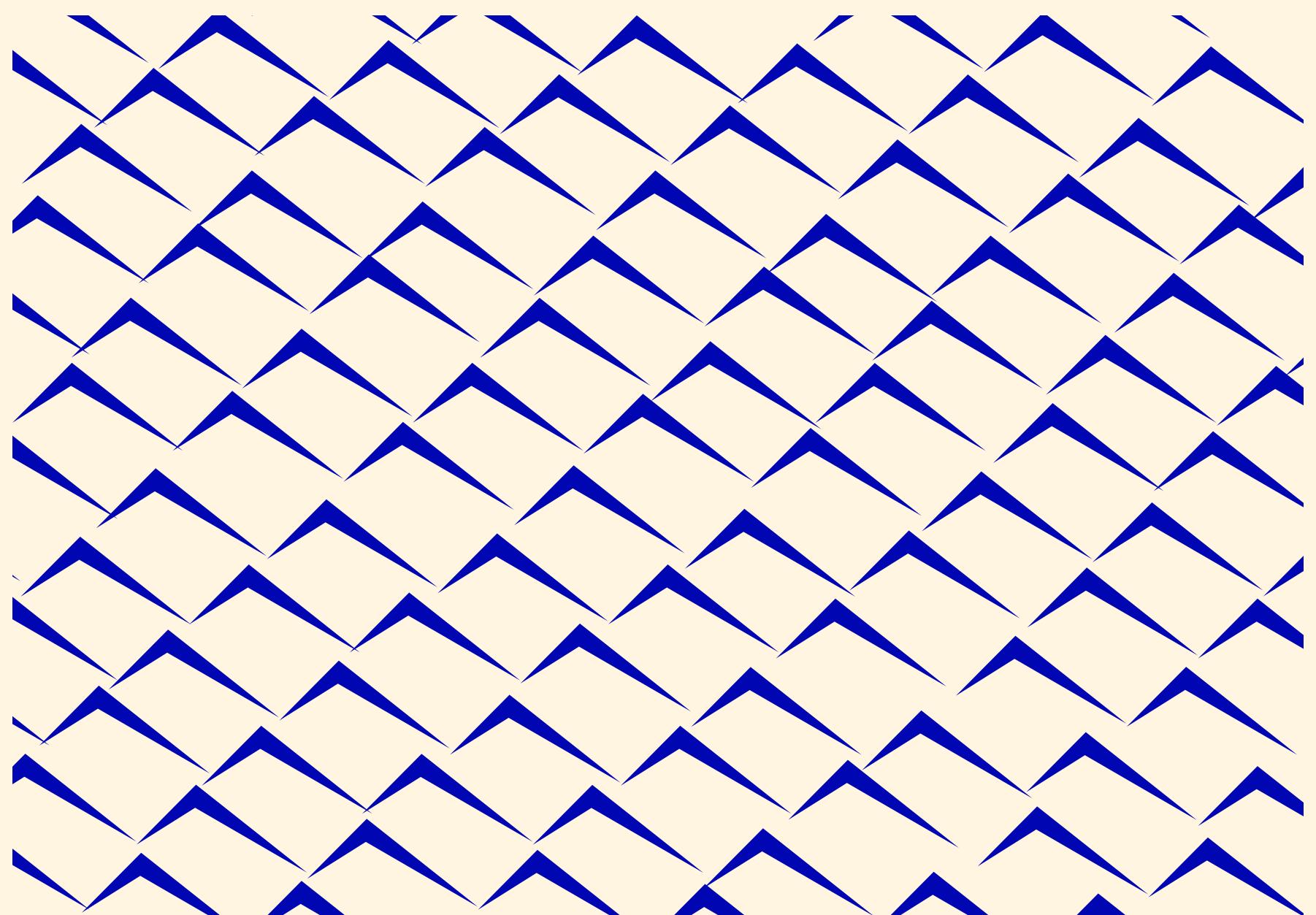


The clock hands serve as a pivotal visual element in Quartzola's brand identity, embodying the brand's commitment to curating a diverse collection of timepieces that resonate with various lifestyles and preferences. The hour and minute hands are thoughtfully designed to symbolize the brand's dedication to precision, enduring style, and the art of watch curation.

The hour hand represents the timeless allure of our watch selections, reflecting the enduring charm of classic designs, while the minute hand signifies our commitment to accuracy and meticulous sourcing of a wide range of watch types. The sleek and minimalist design of these clock hands is a testament to Quartzola's philosophy of offering versatile, stylish timepieces that seamlessly complement any style. Their dimensions, proportions, and angles have been meticulously crafted to maintain a sense of balance and harmony, creating a distinctive visual mark that encapsulates the essence of the diverse watch collections we offer to our discerning customers."

Use Cases: Print Ads and Posters, Testimonials and Quotes, Printed Collateral:, Event Backdrops, Storytelling Videos etc.

Brand Pattern



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Use Cases: Print Ads and Posters, Testimonials and Quotes, Printed Collateral:, Event Backdrops, Storytelling Videos etc.

04

Typography

Primary Typeface

Telegraf

Light
Regular
Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1234567890&@

Telegraf combines the forms of mid-century grotesks with rigid angles. As its weight increases, Telegraf's counters become more rectangular, to help with on-screen viewing at small sizes, and to increase impact at large sizes. It would define itself as a well-planted modern grotesk with a powerful presence and a touch of brutalism. Suitable for both large-scale and indie projects.

Secondary Typeface

Inter

Light
Regular
Medium
Semibold
Bold

Inter is a variable font family carefully crafted & designed for computer screens. Inter features a tall x-height to aid in readability of mixed-case and lower-case text. Several OpenType features are provided as well, like contextual alternates that adjusts punctuation depending on the shape of surrounding glyphs, slashed zero for when you need to disambiguate "0" from "o", tabular numbers, etc.

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz 1234567890&@

05

Colors

Core Colors

The brand color palette is meant to bridge marketing communications and product interface in order to enhance familiarity and visual recognition.

Primary color is Dark blue.

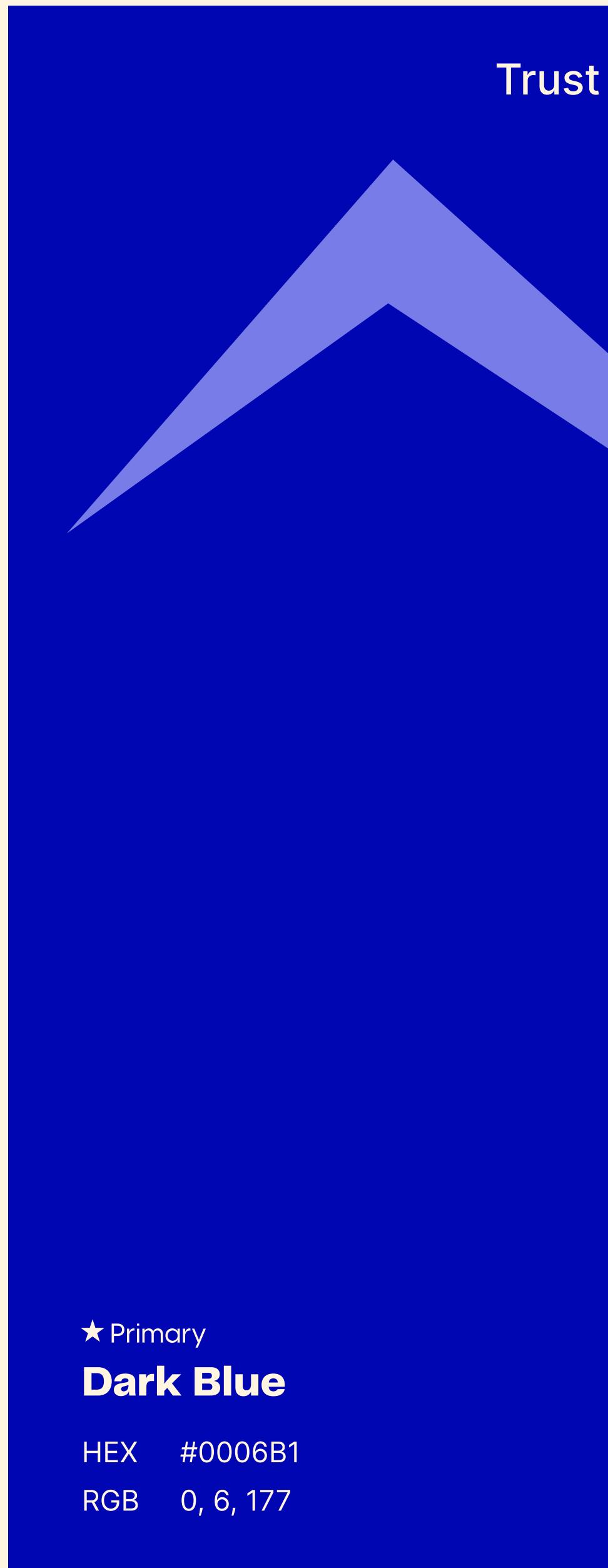
The use of black and white should be minimum.

Use dark blue or night for body text.

★ Primary

Dark Blue

HEX #0006B1
RGB 0, 6, 177



Wisteria

HEX #B298DC
RGB 255, 245, 224



Night

HEX #161616
RGB 22, 22, 22

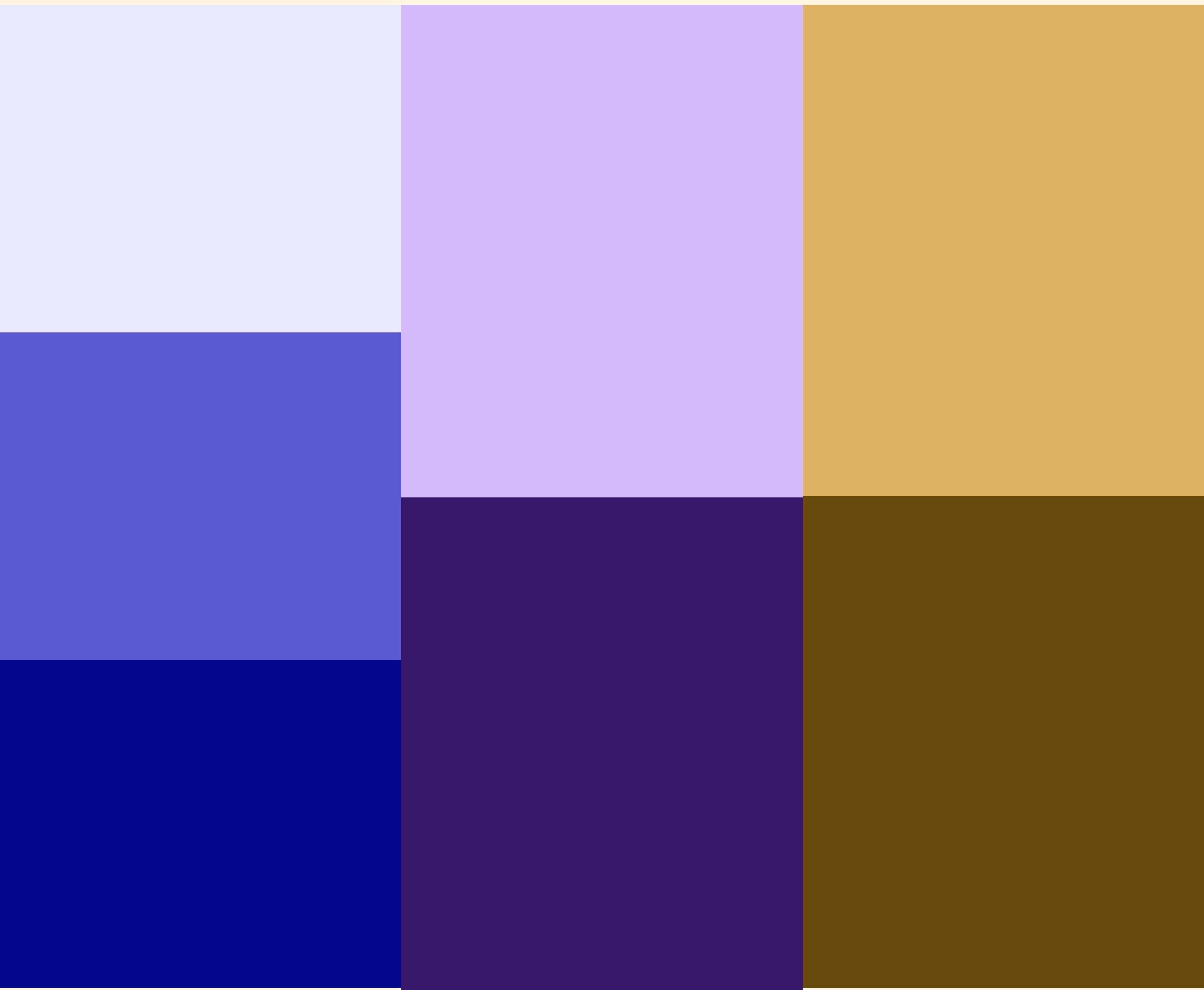


Growth

Secondary Colors

Do not use secondary colors for text.

Secondary colors can be used with our core colors, but this should be limited.



06



Imagery

Image Use Guidelines

Quartzola's imagery should embody a visual style that seamlessly blends timeless elegance with modern sophistication. The aesthetic should showcase a harmonious fusion of classic and contemporary watch designs, ensuring that each image tells the story of refined craftsmanship and enduring style. This visual language should resonate with our brand's commitment to offering a diverse range of timepieces that appeal to a wide range of tastes."

This plays a pivotal role in setting the mood and atmosphere. The preferred mood should be one of sophistication, aspiration, and allure. It's essential that lighting enhances the intricate details and craftsmanship of our watches, elevating their beauty while maintaining a sense of timeless elegance. Whether bright and vibrant or moody and dramatic, the lighting should evoke emotions that align with Quartzola's core values and message."

The image style for Quartzola should reflect the brand's core values, personality, and mission.

Our images should visually communicate the brand's focus on growth, empowerment, and impactful communication

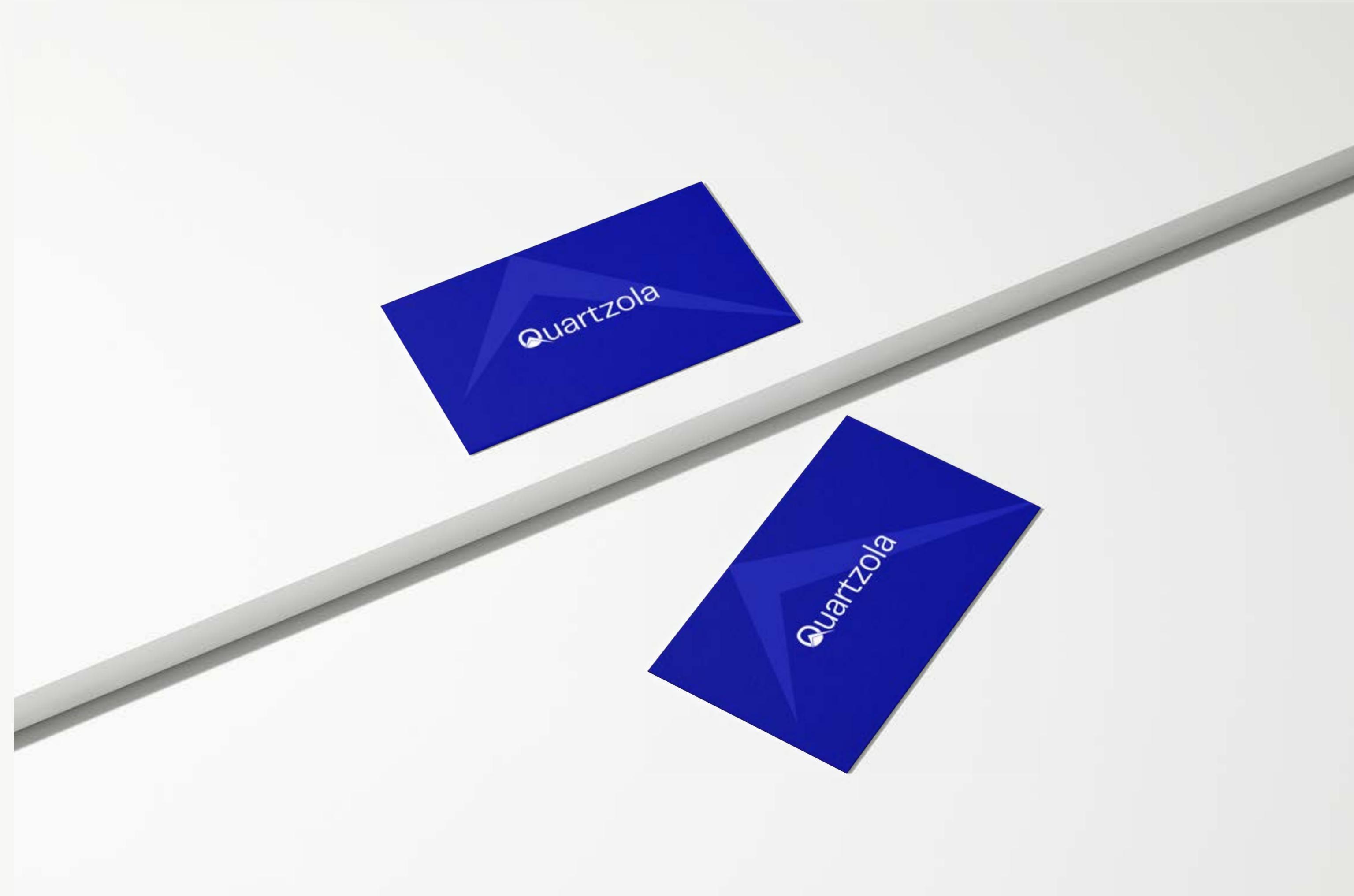


07

Applications

Business Card

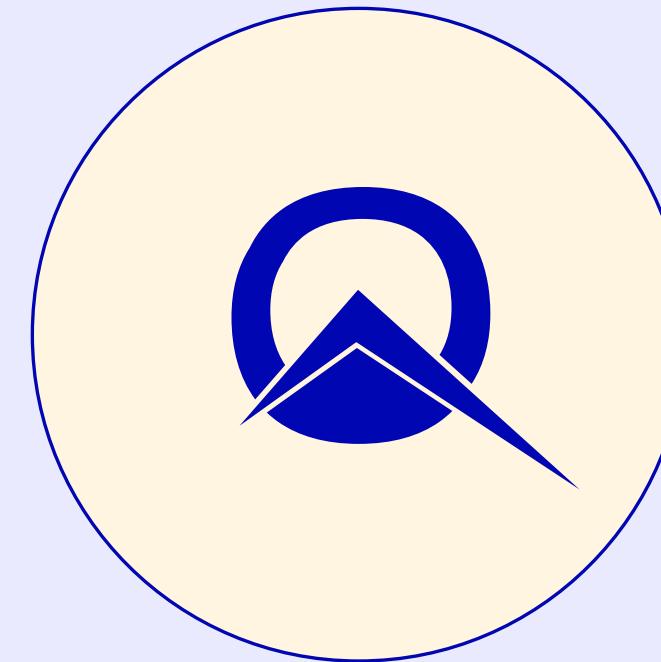
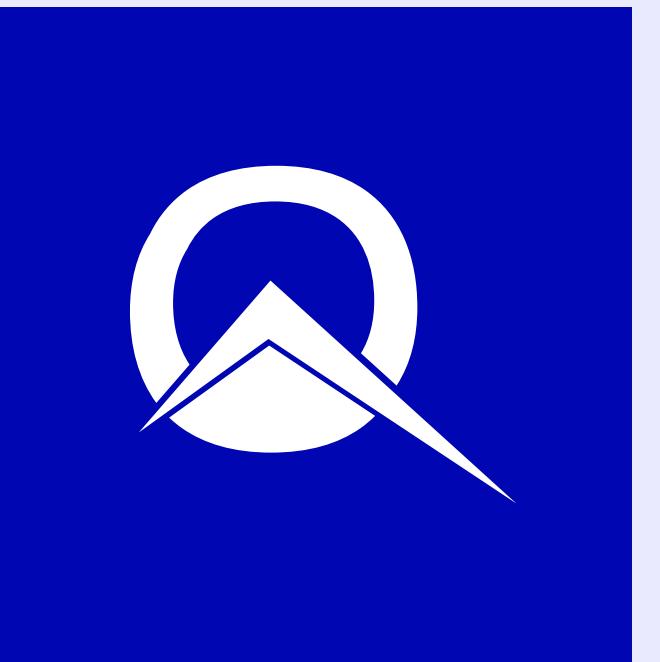
This shows the official layout and design of our business card for Quartzola. The figure below showcases the front and back view of the business card. The template has been provided in jpg, png and pdf format. The recommended font to be used when handling prints. Recommended print size for our business card is 3.5inches by 2inches.

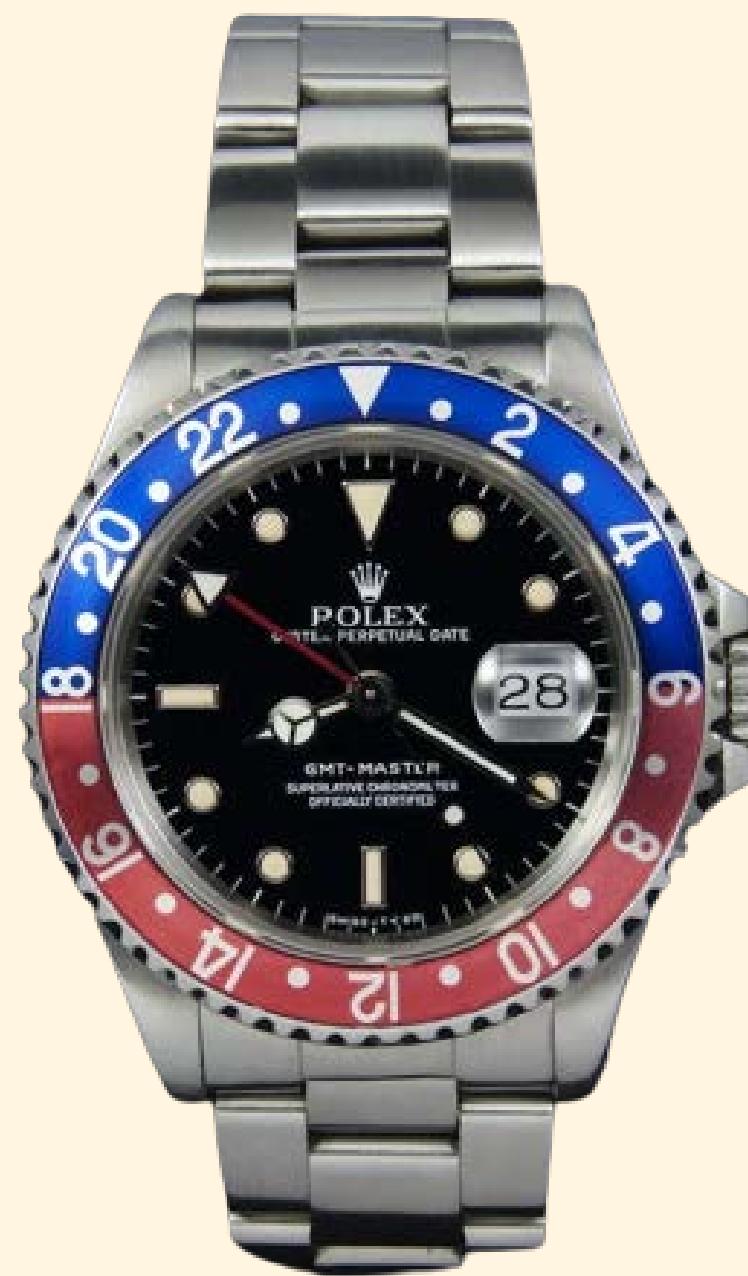


Social Media

A few tips to consider:

1. **Keep it simple:** Message should be easy to understand and design should be clutter-free. Use our brand fonts and avoid overusing colors and graphics.
2. **Make it visually appealing:** Use eye-catching visuals such as high-quality images, illustrations, or videos to make your posters stand out. Use contrast and color psychology to your advantage.
3. **Be consistent:** Use consistent branding and design elements across all of your posters to reinforce our brand identity and increase recognition.







Merchandise





T-shirt Mockup

This shows the official layout and design of our business card for Oakdream core members. The figure below showcases the front and back view of the business card. The template has been provided in .ai and .eps format. The recommended font to be used when handling this template is Visby. Recommended print size for our business card is 3.5inches by 2inches.



Tote bag design

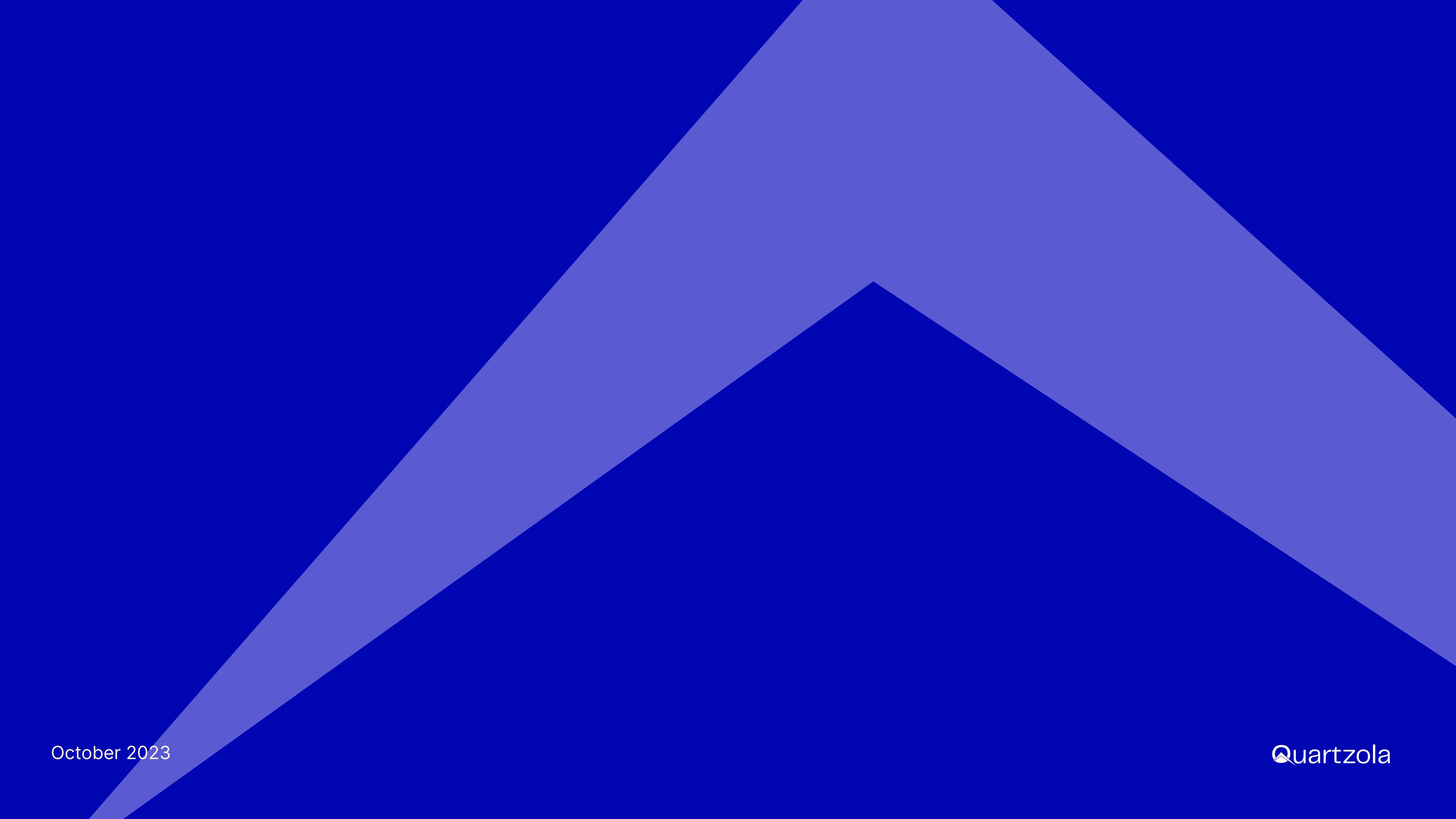
This shows the official layout and design of our business card for Quartzola. The figure below showcases the variant views of the tote bag card. The template has been provided in jpg, png and pdf format. Please use brand colors when printing.





Use requirements and terms

- Any use of Quartzola brand assets must conform to these guidelines.
- These guidelines can be modified at any time. Use of the Quartzola brand assets constitutes consent to any modifications to the guidelines.
- Quartzola has sole discretion in determining if use of the Quartzola assets violates these guidelines.
- Termination: Quartzola can ask that you stop using the brand assets at any time. In the event of termination, use of brand assets must stop within a reasonable period from the date of the request, and in all cases no more than 7 days from the date of the request.
- Reservation of Rights: Quartzola is the owner of all rights in the Marks and reserves all rights save the limited license granted here.
- Use of the Marks pursuant to this license shall not be construed as limiting the rights of Quartzola in the Marks.
- Quartzola DISCLAIMS ANY WARRANTIES THAT JULY BE EXPRESS OR IMPLIED BY LAW REGARDING THE Quartzola MARKS (TO THE EXTENT PERMITTED BY LAW), INCLUDING WARRANTIES AGAINST INFRINGEMENT.
- Contact us to request use of brand assets in a manner inconsistent with the guidelines or for any questions.



The background of the slide features a large, abstract graphic composed of several overlapping diagonal bands in varying shades of blue. The bands are oriented from the top-left towards the bottom-right, creating a sense of motion or depth. The colors range from a very light lavender at the top to a deep navy blue at the bottom.

October 2023

Quartzola