

Qwikie | Draft Brand Guideline



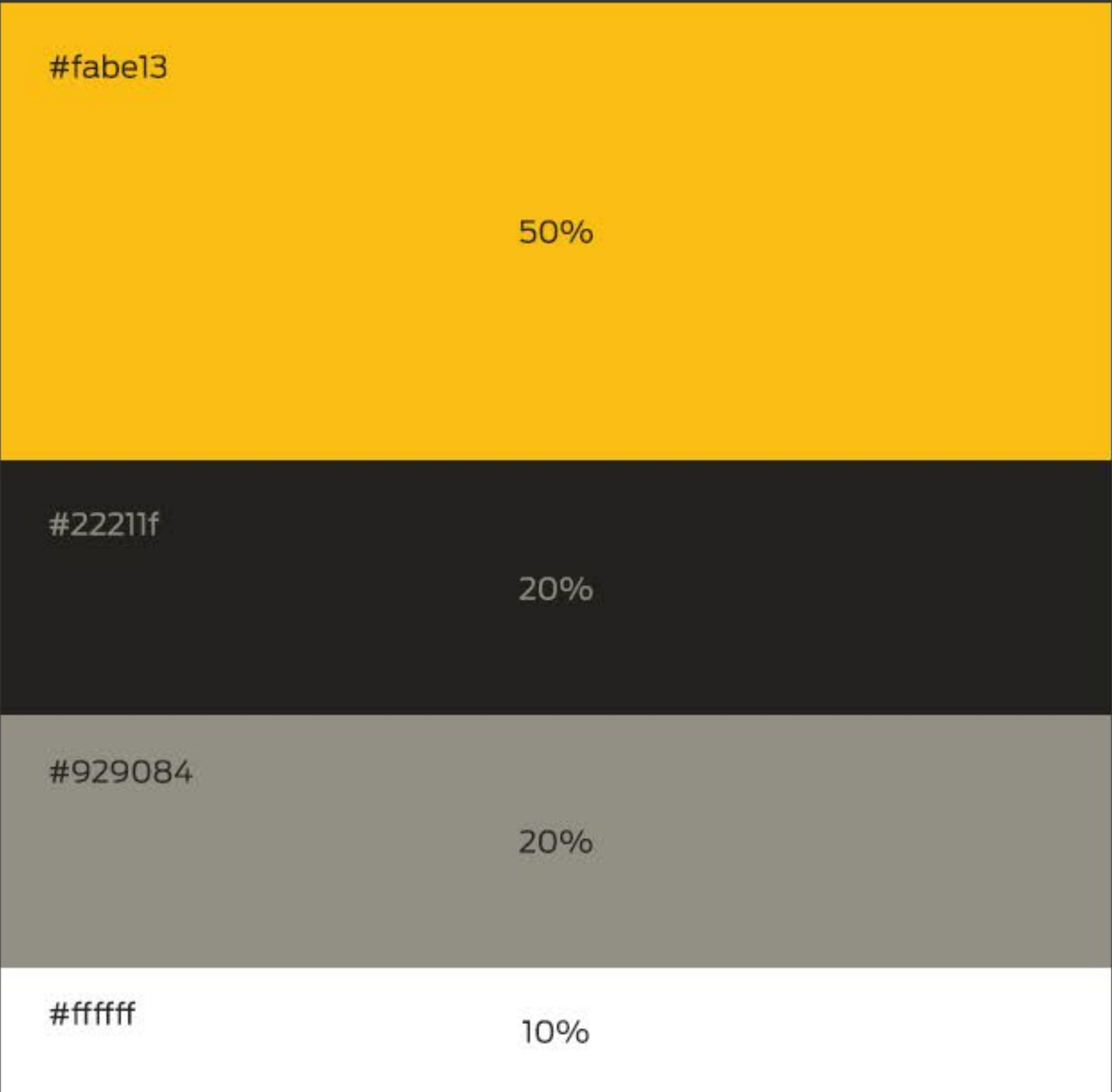
BRAND COLOUR

Our primary colour is AMBER, a shade of Yellow.

Amber is an optimistic hue. It symbolises positivity and joy. And these are attributes the brand intends to trigger in its target audience. When in the presence of amber, we can't help but feel joyful.

The brand intends to also be distinguished easily among its competitors.

Secondary colours also accompany the brand where necessary.



LOGO SAMPLES

The idea of the logo is to be minimal, yet have a subtle relation to journey activities. It is intended to highlight simplicity in a way that it is easily reproducible digitally and in print production.

Sample-A:

The maiden letter, 'Q' is inspired by a roundabout of a road. In the 'Q' is a minimalistic moving car around a solid circle, which extends into the letter, 'W' to spell out the brand name.

Sample-B:

This concept is a logotype or wordmark, with a smaller solid circle inside the letter 'Q' to portray a symbolic location icon.

SAMPLE-A



SAMPLE-B



LOGO SAMPLE-A

The idea of the logo is to be minimal, yet have a subtle relation to journey activities. It is intended to highlight simplicity in a way that it is easily reproducible digitally and in print production.

The maiden letter, 'Q' is inspired by a roundabout of a road. In the 'Q' is a minimalistic moving car around a solid circle, which extends into the letter, 'W' to spell out the brand name.

The solid black circle represents the roundabout.

A careful look at the 'Q' and its slight contact with the 'W' gives an impression of the generally recognized LOCATION icon.





CAR BRANDING

Simplicity and precision is important for the brand's visibility and indirect communication.

The full logo is required for this, with an amber background shape creating a sharp contrast behind the logo for eligibility purposes and brand colour awareness.



LOGO SAMPLE-B

The idea of the logo is to be minimal, yet have a subtle relation to journey activities. It is intended to highlight simplicity in a way that it is easily reproducible digitally and in print production.

This concept is a logotype or wordmark, with a smaller solid circle inside the letter 'Q' to portray a symbolic location icon.

Symbolic Location Spot

QWIKIE

The word, 'wikie', completing the full brand name, "Qwikie"





QWIKIE

CAR BRANDING

Simplicity and precision is important for the brand's visibility and indirect communication.

An enlarged 'Q' in black as the background element, with the logo superimposed on it.



Fonts

Ford Antenna is the primary font for the Brand. This should be used in all instances since it comes as a full font family package.

FORD ANTENNA

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_

DRIVE SAFELY

SEMI-BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_

DRIVE SAFELY

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_

DRIVE SAFELY

THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_

DRIVE SAFELY

