



BRANDBOOK



INTRODUCTION

This Manual of Corporate Identity contains the constituent elements of QSN Partnership visual identity.

The consolidation of the brand image requires special attention to the recommendations set out in this manual, in order to guarantee unity of criteria in its communication.

The manual should be a dynamic, "alive", and present tool in all adaptations, use and applications of the corporate image.

The guidelines contained in this document are not meant to restrict creativity, but to be a guide that opens up new creative possibilities for communicating its essence.



LOGO

A brand's visual recognitions is built through a series of graphic elements capable of generating brand identification on their own.

In the case of QSN, the essential graphic elements can be the logo, typography and colour palette.



HORIZONTAL LOGO



VERTICAL LOGO



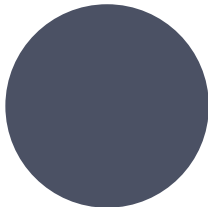
LOGO IN POSITIVE COLOUR



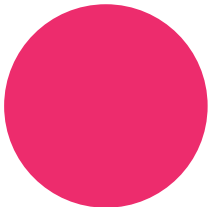
LOGO IN NEGATIVE COLOUR



COLOUR PALETTE



PANTONE 2378C
C72 M60 Y40 K31
R75 G81 B100
#4B5164

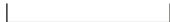


PANTONE 1915C
C0 M90 Y30 K0
R237 G48 B109
#ED3063

CONSTRUCTION AND MARGINS



MINIMUM SIZE



22mm
60px

MAIN FONT

Visby Round

Licensed font family by Connary

Visby Round Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789+*/#%@"!

Visby Round Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789+*/#%@"!

Visby Round Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789+*/#%@"!

Visby Round Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789+*/#%@"!

Visby Round Demi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789+*/#%@"!

Visby Round Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789+*/#%@"!

Visby Round Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789+*/#%@"!

Visby Round Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789+*/#%@"!

SECONDARY FONT

Noto Sans

Free font by Google Fonts

Noto Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789+-.*/#%@"'!

Noto Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789+-.*/#%@"'!

APPLICATIONS FOR IDENTITY AND COMMUNICATION

Now we know the essential visual elements of the brand.

Next, we will see a few examples of how these elements can be used depending on the nature of each corporative identity element or communication piece.



APPLICATIONS FOR IDENTITY AND COMMUNICATION



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Diseñado por

**Bogart
& Bacall**