



# BRAND MANUAL

# INTRODUCTION

This manual is a tool for anyone who works with QBIS brand. By using the guidelines this manual contains, we create a clear and consistent image of QBIS that is easy to recognize.

## MORE THAN WORDS

Where our texts and storytelling are the literal voice of QBIS, our visual identity — which includes our fonts, colors and visual style — ensures that our nonverbal communication is consistent with our words.

## TO BE RECOGNIZED & PROPERLY UNDERSTOOD

The landscape for advertising in the digital space has changed drastically over the past years and places much higher demands on how companies communicate in order for them to break through the media noise. To be recognized is the first step towards an increased customer interest. The next step is to be perceived correctly. A consistent visual identity supports a strong brand for QBIS, by creating a unified look in all communications.

## QBIS MARKETING DEPARTMENT

This manual will be updated and improved continuously. If you have a good example that can help and inspire others, or if you have an idea on how we can improve or clarify our brand manual, please, get in touch!

Marketing Department  
marketing@qbis.se

# 1. LOGOTYPE

The logotype is the signature of our brand and its main task is to build brand recognition. It's a visual representation of who we are and what we stand for.

## 1.1 GENERAL INFORMATION

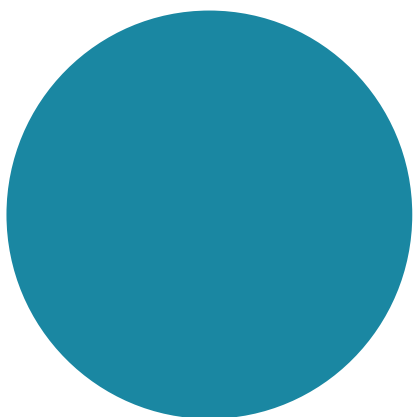
Our logo consists of the name QBIS, written in a specially designed typeface. The logotype is a unique entity and should never be changed or recreated. The logo must always be on the material produced by QBIS.



### QBIS BLUE

The original logo in QBIS Blue is always preferred.

## 1.2 COLOUR OF THE LOGOTYPE



PMS: 633 U      RGB: 0-131-159  
CMYK: 85-36-29-2    Hex: #00839f

## 1.3 LOGOTYPE TYPEFACE

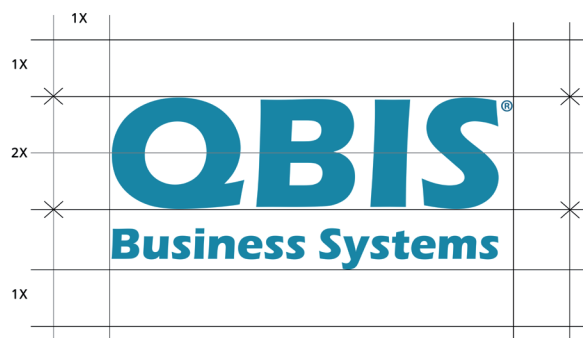
QBIS logo is written with the typeface Eras Bold. Since there's a specific typeface, sizing, and spacing required when creating logos, all alternative logos must be approved by the marketing department.

## 1.4 CONSTRUCTION & FREE ZONE

This illustration shows the construction grid as well as the required clear space around the QBIS logotype. The minimum clear space is in direct proportion to the size of the height of the letters in the logotype ( $Q = 2X$ ).

Always maintain a minimum clear space/free zone around the logotype. This is important in order to provide maximum impact and protect the integrity of the logotype.

**Note:** This is the minimum clear space; there is usually more free space around the logotype





## 1.5 VARIATIONS OF THE LOGOTYPE



### WONDERFUL WHITE

When you need to use the logo on a darker colour, use the logo in Wonderful White. If possible, use the negative logo on a background of QBIS Blue. Together they make a good alternative to the original logo.



### GREY 3

A more discreet version of the logo. This can be used for waterstamps and signs, but mainly on giveaways. By using this version we include the logo, but in a more stylish way.



### BLACK

The black logo is only for black and white print.

## 1.6 BUSINESS UNIT LOGOS

To clearly define QBIS products and business units, we have created a system for how these should be composed and endorsed.

### WRITTEN VERSION

QBIS Byråpartner

### GRAPHIC VERSION



### WRITTEN VERSION

QBIS Tid

### GRAPHIC VERSION



## 1.7 HOW NOT TO USE THE LOGO



### DON'T STRETCH IT

Stretching the logo is strictly forbidden.



### DON'T ROTATE IT

The logo shouldn't be rotated (Exceptions: merchandise such as pens or water bottles where the logo positioning better achieves brand objectives (90 degrees)).



### DON'T DRESS IT UP

Our logo doesn't like to dress up, so stay away from the special effects.



### DON'T CHOKE IT

Give the logo some space.



### DON'T CHANGE COLOUR

Even if it's one of QBIS profile colours.



LOGO NOT FOUND

### DON'T FORGET IT

The logo should be included in all marketing and communication materials.



### DON'T BE SENTIMENTAL

Times change and so does our logo. So, even if you like retro design, be sure to use the latest version of the logo.

## 1.8 TRADEMARK

QBIS is a registered trademark since 2007. This is shown with the symbol ®. QBIS logo should always, when possible, have the registered trademark symbol with the set proportions on the official QBIS logo.



The presence of the Registered Trademark symbol must not necessarily appear in written content. It is only recommended in print advertising and of course in the logo.

## 1.9 ICON



The QBIS Icon is used on its own. On the web site or the app as a favicon — a representation of our website — or, when there is no room for the complete logo.

## 2. KEY MESSAGE

“Key messages are the core messages you want your target audience to hear and remember”

– Catriona Pollard

### 2.1 BACKGROUND

QBIS key message is “Spend your time right”. It was created and presented in its final form together with our vision, but has been in our founders thoughts since long before QBIS was created. In fact, it’s the very reason why QBIS was created.

### 2.2 EXPLANATION

Our logo is well known in the financial and accounting sectors, but the logo itself is quite anonymous. With the message — Spend your time right — we fill the logo and brand with content and we create curiosity.

The purpose is to show that although you can capture time in QBIS, that’s not what QBIS is about. QBIS is about being more efficient.

It’s a tool for complementing and developing companies and people. A tool that helps managers make the right decisions. A tool that helps both businesses and people to learn from themselves and become better at what they do.

The key messages summarizes QBIS main strength in a good way. Helping people to spend their time right is what QBIS is all about.



### 2.3 HOW TO USE IT

QBIS key message is written with the typeface Open Sans Regular, never written with only uppercase letters.

It can be used in the same colours as our logo: QBIS Blue, Wonderful White, Black and Grey 3.

Spend your time right is a complement to the logo but never part of the logo. If presented near the logo, the key message should be placed underneath the logo, with a separating line as shown at the bottom of this page.

#### PRINTED MATERIAL

Our key message should be included in all printed material such as brochures, business cards and rollups.

#### DIGITALLY

Spend your time right should always be part of the main message on the website. The term will also be explained in the About QBIS page. It should also be included in other digital material such as digital brochures.

**QBIS**<sup>®</sup>  
**Business Systems**

---

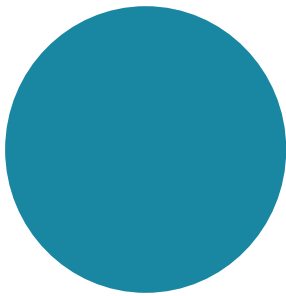
Spend your time right

# 3. COLOUR

Colour is an important element of our brand's identity. A consistent use of colour plays a major role in building our brand. Colour is by nature an eye-catcher and helps us to create focus points in our communication.

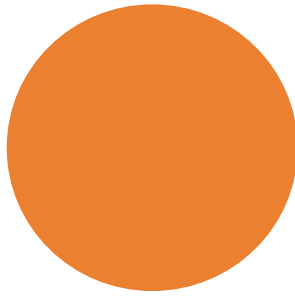
## 3.1 PRIMARY COLOUR PALETTE

The primary colours take a lead role in all of our communication. QBIS Blue is our identity colour and is really important for brand recognition. Oops Orange is a complement to QBIS Blue and should be used as an accent colour to enhance the brand and as a CTA colour to highlight all possibilities to try QBIS for free.



### QBIS BLUE

PMS: 633 U  
CMYK: 85-36-29-2  
RGB: 0-131-159  
Hex: #00839f

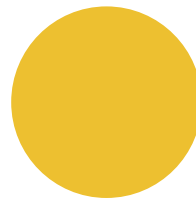


### OOOPS ORANGE

PMS: 138 U  
CMYK: 5-59-93-1  
RGB: 230-126-34  
Hex: #e67e22

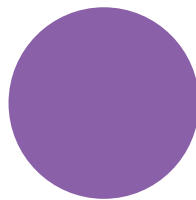
## 3.2 SECONDARY COLOUR PALETTE

The secondary colours are intended to complement or enhance the universal brand image.



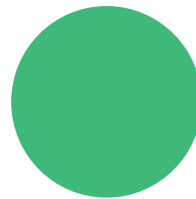
### FAVOURITE YELLOW

PMS: 109 U  
CMYK: 7-23-93-0  
RGB: 241-196-15  
Hex: #f1c40f



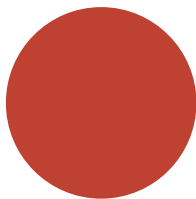
### SEE ME PURPLE

PMS: 2602 U  
CMYK: 51-72-0-0  
RGB: 155-89-182  
Hex: #9b59b6



### GO AHEAD GREEN

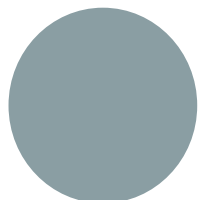
PMS: 2270 U  
CMYK: 69-0-70-0  
RGB: 46-204-113  
Hex: #2ecc71



### RED ALERT

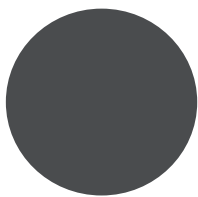
PMS: -  
CMYK: 18-88-89-7  
RGB: 192-57-43  
Hex: #c0392b

## 3.3 NEUTRAL COLOUR PALETTE



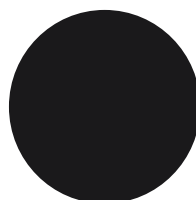
### QBIS GREY 3

PMS: 5507 U  
CMYK: 48-29-31-0  
RGB: 149-165-166  
Hex: #95a5a6



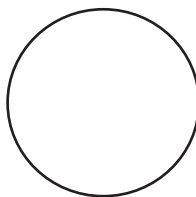
### QBIS GREY 4

PMS: HEXACHROME BLACK U  
CMYK: 67-58-55-37  
RGB: 77-77-77  
Hex: #4d4d4d



### NEUTRAL BLACK

PMS: NEUTRAL BLACK U  
CMYK: 75-69-64-74  
RGB: 34-34-34  
Hex: #222222



### WONDERFUL WHITE

PMS: 649 U  
CMYK: 0-0-0-0  
RGB: 255-255-255  
Hex: #ffffff



### 3.4 GRADIENTS

When it comes to charts, text plates, backgrounds etc. it's allowed to reproduce the profile colours as a percentage of the base colour. The guideline is to use colors in steps of 20 %, but the most important thing is that the correct contrast is achieved.

80 %	60 %	40 %	20 %
------	------	------	------

CMYK: 74-19-26-2  
RGB: 51-156-178  
Hex: #339cb2

CMYK: 61-11-22-0  
RGB: 102-181-197  
Hex: #66b5c5

CMYK: 44-5-15-0  
RGB: 153-205-217  
Hex: #99cdd9

CMYK: 24-2-8-0  
RGB: 204-230-236  
Hex: #cce6ec

80 %	60 %	40 %	20 %
------	------	------	------

CMYK: 5-47-74-1  
RGB: 235-152-78  
Hex: eb984e

CMYK: 5-36-56-0  
RGB: 240-178-122  
Hex: f0b27a

CMYK: 3-25-37-0  
RGB: 245-203-167  
Hex: f5cba7

CMYK: 2-13-18-0  
RGB: 250-229-211  
Hex: fae5d3

80 %	60 %	40 %	20 %
------	------	------	------

CMYK: 40-59-0-0  
RGB: 175-122-197  
Hex: #af7ac5

CMYK: 28-45-0-0  
RGB: 195-155-211  
Hex: #c39bd3

CMYK: 18-31-0-0  
RGB: 215-189-226  
Hex: #d7bde2

CMYK: 9-16-0-0  
RGB: 235-222-240  
Hex: #ebdef0

80 %	60 %	40 %	20 %
------	------	------	------

CMYK: 61-0-59-0  
RGB: 88-214-141  
Hex: #58d68d

CMYK: 18-0-44-0  
RGB: 136-226-174  
Hex: #88e2ae

CMYK: 35-0-31-0  
RGB: 175-236-201  
Hex: #afecc9

CMYK: 20-0-17-0  
RGB: 213-245-227  
Hex: #d5f5e3

80 %	60 %	40 %	20 %
------	------	------	------

CMYK: 16-71-63-4  
RGB: 205-97-85  
Hex: #cd6155

CMYK: 12-53-41-2  
RGB: 219-142-134  
Hex: #db8e86

CMYK: 9-36-27-1  
RGB: 231-180-174  
Hex: #e7b4ae

CMYK: 5-20-13-0  
RGB: 242-215-213  
Hex: #f2d7d5

80 %	60 %	40 %	20 %
------	------	------	------

CMYK: 6-16-82-0  
RGB: 244-208-63  
Hex: #f4d03f

CMYK: 5-11-66-0  
RGB: 247-220-111  
Hex: #f7dc6f

CMYK: 4-7-47-0  
RGB: 249-231-159  
Hex: #f9e79f

CMYK: 6-16-82-0  
RGB: 252-243-207  
Hex: #fcf3cf

# 4. TYPOGRAPHY

The written word says a lot about a brand and as a basic ingredient in the visual identity, the appearance of these words is crucial. The choice of font and how it's handled is very central in the communicative process. It is also an important part of the brand's personality and a way to create recognition.

## 4.1 MAIN TYPOGRAPHY FOR PRINT & WEB

QBIS typografy is based on Google Fonts. Open source web fonts that easaly can be downloaded from [fonts.google.com](https://fonts.google.com)

**Heading:** Roboto

Aa

abcdefghijklmnopqrstuvwxyzåäö  
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
1234567890!#%&?

**Roboto** has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. Use in headings, preferably in bold. You can also use Roboto in all caps to make a pleasant balance between the headline and body.

**Body:** Open Sans

Aa

abcdefghijklmnopqrstuvwxyzåäö  
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
1234567890#%&?

**Open Sans** is optimized for print, web, and mobile interfaces, and has excellent legibility in its letterforms. Open Sans is available in several different versions, such as italic and bold, which can be used to enhance individual words or sentences in a text.

**Body in print:** Lora

Aa

abcdefghijklmnopqrstuvwxyzåäö  
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
1234567890!#%&?

**Lora** is a well-balanced contemporary serif. It is a text typeface with moderate contrast. Technically Lora is optimised for both screen and print appearance. We use Lora mainly for longer texts in print.

## 4.2 ALTERNATIVE TYPOGRAFY FOR DOCUMENTS

QBIS font Open Sans is not originally installed on computers. In the documents we create ourselves where we are not able to use Open Sans we therefore use Verdana.

**Heading & Body:** Verdana

A a

a b c d e f g h i j k l m n o p q r s t u v x y z å ä ö  
A B C D E F G H I J K L M N O P Q R S T U V X Y Z Å Ä Ö  
1 2 3 4 5 6 7 8 9 0 # % & ?

**Verdana** is a font especially created to address the challenges of on-screen display. The generous width and spacing of Verdana's characters is key to the readability. Despite the quality of the Verdana font family at small sizes it is at higher resolutions that the fonts are best appreciated.

## 4.3 HOW WE WRITE QBIS

When we write our company name in plain text, QBIS should be written in uppercase letters. But when we write our web address or email address, we write QBIS with lowercase letter.

## 4.4 EMAIL SIGNATURE

All digital signatures used in emails should also have a uniform appearance. Therefore, we use our font, Verdana, when we create our signatures.

Vänliga hälsningar,

**JOHANNA UNGER**

Marknadskommunikatör

+46 31-383 50 90 | [johanna.unger@qbis.se](mailto:johanna.unger@qbis.se)



Södra Gubberogatan 8,  
416 63 Göteborg, Sweden  
[Facebook](#) | [LinkedIn](#) | [qbis.se](http://qbis.se)

Best regards, – Verdana Regular, 8 pt  
Name, Surname – Verdana Bold 8 pt, all caps  
Titel – Verdana Italic, 8 pt  
Telephone – Verdana Regular, 8 pt  
Email – Verdana Regular, 8 pt

[QBIS logo]

Address – Verdana Regular, 8 pt  
Facebook, LinkedIn, qbis.se – Verdana Regular, 8 pt

# 5. IMAGERY

Imagery plays an important role in our communication and is often more capable of expressing and explaining complex subjects than plain text. It is also a good way of breaking up long blocks of text and regain the readers attention.

## 5.1 PHOTOGRAPHY

A picture is worth a thousand words. They grab our attention, inspire and awakens our curiosity and emotions in a way we could never do with just a few words. This makes photography one of the most powerful tools in our communication. All our photographs should have a similar look and feel and we always strive to use imagery that feels natural and real.

### 5.1.1 TO SELECT PHOTOGRAPHY

A photograph is often the first thing that meets the eye and the photographs we choose can be crucial for how we succeed in communicating our message. Our choice of pictures is also an important part of how the outside world perceives QBIS and our work. A photograph can have many purposes, it can tell a story or show how someone looks, convey a feeling or amplify a message. But a photograph must never be a meaningless decoration.

When choosing a photograph, always think: "What do I want to convey with this photograph?". And how does it make us appear: professional, caring, modern, trustworthy, knowledgeable, creative and competent?

The photographs we publish will reflect QBIS values and not contradict our goals or vision. For example, people in a photo should be portrayed equally, show diversity and not reinforce stereotypes. Pictures should also follow our visual profile and other guidelines. For example, signs should have the correct logo.

### 5.1.2 SATURATION & CONTRAST

Our images have a slightly reduced color saturation. We do not want them to be too colorful, nor have images that contain too much yellow tones. A sepia toned filter can be used to tone down the yellowness of the picture, but still maintain the warm tone. Contrasts are a welcome feature, as it makes our pictures stand out and catch the audience's attention. You can advantageously increase the blackness of the images slightly to give them more depth.

### 5.1.3 NATURAL LIGHTNING

The lightning of the photography is important in our photos and should be natural, or at least appear to be. Natural light sources ensures that our images have an authentic, unembellished look. Use the light and shade to create accentuations in the picture.

### 5.1.4 SHALLOW DEPTH OF FIELD

Use images with short depth of field if possible. Short depth of field means that some part of the image is sharp while the rest is blurred. With a short depth of field, the image becomes more interesting. You can use the short depth of field to mask a messy background and highlight the important thing in the picture.