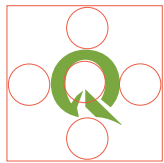


Brand Guidelines

Quest University Canada
Office of Communications & Development
3200 University Boulevard
Squamish, BC Canada V8B 0N8
+1 (604) 898-8000
communications@questu.ca
www.questu.ca

This style guide describes the exact size, colour, and usage specifications for the **Quest University Canada** logo, as well as providing copy and graphics standards and guidelines. These standards should be applied everywhere the Quest University Canada logo appears: stationery, faxes, advertising, publications, video and computer displays, websites, signage, clothing etc. In all applications:

- the primary logo should be used unless otherwise specified
- maintain the logo proportions
- maintain the size and spacing ratios of each component
- only the official styled text shown may be used; the fonts may not be changed or manipulated in any way
- the logo must appear in its entirety, not cropped or disappearing off the edge of a page or frame
- never skew or distort the logo



ICON LOGO

The Icon Logo should only be used for special applications. It also appears as background graphic on Quest University Canada stationery.



C: 57 R: 135 HEX: #7BA643
M: 15 G: 164 **GREEN**
Y: 98 B: 76
K: 3



C: 7 R: 189 HEX: #69737b
M: 0 G: 196 **SILVER**
Y: 11 B: 185
K: 23



C: 7 R: 108 HEX: #BCC5BA
M: 0 G: 115 **GREY**
Y: 11 B: 122
K: 64



C: 60 R: 102 HEX: #666666
M: 51 G: 103 **DARK GREY**
Y: 51 B: 102
K: 20



COLOURS

Green, Silver, Grey, Dark Grey, and White are the primary colours of Quest. This is the colour palette for identity and all applications.



PRIMARY LOGO

The primary logo should be used unless otherwise specified. The minimum size of the horizontal Quest University Canada logo is 1.95"

SECONDARY LOGOS



TYPOGRAPHY

PRIMARY TYPEFACE

The typeface of Quest University Canada is Charlotte Sans. Charlotte Sans is available at Linotype.com.

Charlotte Sans Book
The quick brown fox jumps over a lazy dog.

Charlotte Sans Book Italic
The quick brown fox jumps over a lazy dog.

Charlotte Sans Book Bold
The quick brown fox jumps over a lazy dog.

SECONDARY TYPEFACE

Lato is a typeface that is recommended for web use, as it was developed specifically for user interface design. It is similar in style to the Charlotte Sans family of fonts, but is web safe. Lato is an open source typeface and can be downloaded from Google.

Lato Regular
The quick brown fox jumps over a lazy dog.

Lato Regular Italic
The quick brown fox jumps over a lazy dog.

Lato Bold
The quick brown fox jumps over a lazy dog.