



QUEST
UNIVERSITY

**BRAND
GUIDELINES
2022**



DOCUMENT OVERVIEW

At Quest, we get that everyone has a different dream for their future, and not all paths look alike. That's why we focus on guiding our students and providing them with the tools they need to become the best versions of themselves while also earning a high-quality liberal arts and sciences education.

When it comes to branding, it's important that everything from our fonts to our imagery reflects our unique approach to education.

With an icon rich in meaning, a tagline that promotes elevated learning, and a fresh colour palette reflecting our unparalleled location, our new branding will inspire others to take a deeper look at what Quest is all about.

This document provides guidelines for implementing our visual brand. Our brand represents our core values and unique identifiers—it's what people visualize when they think "Quest."

Cohesive and thoughtful use of this document will help us strengthen our brand and reputation as the hub for inventive and purposeful thinkers and creators.

TABLE OF CONTENTS

Brand Mission / Vision	04	THE TAGLINE	22	Student Life Usage to Avoid	40
The Brand	05	Tagline Colours	23	LEAP	41
Brand Pyramid Framework	06	Tagline Usage	24	LEAP Clearance	42
VISUAL TOOLKIT	07	Tagline Usage to Avoid	25	LEAP Main Colourway	43
Logo	08	Tagline Clearance	26	LEAP Secondary Colourway	44
Logo Colours	09	TYPOGRAPHY	27	LEAP Colour Hierarchy	45
Logo Usage to Avoid	10	Primary Font	28	LEAP Usage to Avoid	46
Logo Clearance	11	Primary Font Styling	29	QuestX	47
Logo Lockups	12	Alternate Font	30		
THE ICON	13	Examples of Appropriate Usage	31		
Icon Inspiration	14	IMAGERY	32		
Icon Colours	15	Imagery Examples	33		
Icon Usage	16	Image Overlaying	34		
Icon Usage to Avoid	17	APPLICATIONS	35		
THE COLOURS	18	Application Examples	36		
Colour Palette	19	SUB-BRANDS	37		
Colour Recipes	20	Departments & Faculties	38		
Colour Hierarchy	21	Student Life	39		

BRAND MISSION

**We exist to equip students for their
brightest possible future.**

BRAND VISION

**To be the best university on the planet to
get an education (not just a degree).**

THE BRAND

BRAND ESSENCE

The feeling we leave behind when we've left the room.



BRAND PERSONALITY

If our brand was a person and showed up at an event.



EMOTIONAL CONNECTION

How our target audience feels when they interact with our brand.



PURPOSE

We exist to...

BRAND PYRAMID FRAMEWORK

BRAND ESSENCE

Bright Future Ahead

BRAND PERSONALITY

Maverick Mentor

Visionary, Authentic, Passionate, Problem Solver, Inspiring

EMOTIONAL CONNECTION

I feel inspired to be part of the Quest University community. I will be able to explore my various passions and experience learning in relevant ways. My instructors will bring enthusiasm to their classes and be open to my questions. I will feel more confident as I continue to develop a direction for my life work. This will lead me into a meaningful career path and equip me with marketable skills.

UNIQUE SOLUTIONS

- Bachelor of Arts and Sciences Degree
- Small class sizes
- Adaptable programs

SHARED VALUES

- Discovery
- Critical thinking
- Innovation
- Individuality
- Community

NEED

Generation Z is shaping up to be the most-educated generation yet. They're future focused, value post-secondary education, and want a product that is unique to them—something no one else has.

PURPOSE

We exist to inspire inquiring minds to love learning and develop independent problem-solving skills to equip them for their brightest possible future.

VISUAL TOOLKIT

A visual toolkit is a set of unique graphic elements that signal our brand. Used properly and consistently, the toolkit unifies our communications and distinguishes our messages from the landscape. This section provides an overview and instructions on the proper use of Quest's visual elements.

LOGO

Every element of Quest was intentionally designed and the logo is no different. Our desire was to maintain the mountain from the original logo, but to tie it closer to Squamish.

In consultation with the Squamish Nation (Skwxwú7mesh), we opted to create a representation of the Stawamus Chief Mountain (Síám' Smánit). In the design, we reflect the many different paths one may take to represent how Quest students move through discovery and learning by the most appropriate path for their individual goals.

We achieved a geometric look by using Proxima Nova typeface as our base. The letterforms are modified to create a unique, future forward wordmark. All angles in the wordmark are 45 degrees, symbolic of an ascent.

Out of respect for the Indigenous land that Quest rests on, and the blessing of the Squamish First Nation, this must not be altered in any way or substituted with another mountain icon.



LOGO COLOURS

See pages 19 and 20 for colour codes

Please do not adjust the logo colours for any reason.
Approved logo colours are **Forever Green**, **Black** and **White**. **Copper** is permitted when being used digitally or printed with a metallic foil.

FOREVER GREEN



BLACK



METALLIC COPPER



REVERSE (WHITE)

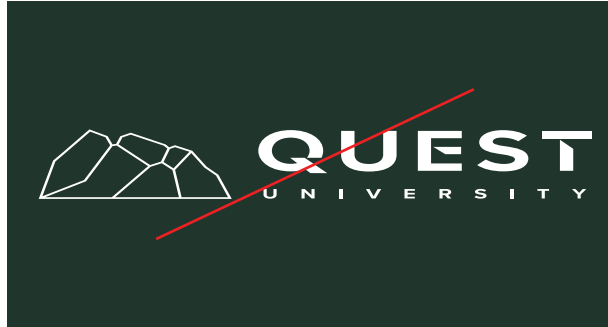


LOGO USAGE TO AVOID

The logo has been carefully designed to ensure legibility and visual balance and should not be altered in any way.



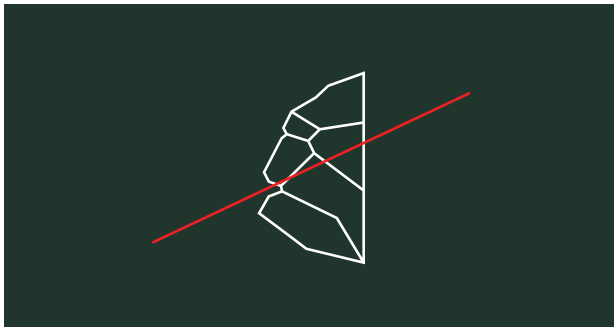
Never stretch or contract logo or icon in any way.



Never stretch or contract logo or icon in any way.



Never use more than one colour in the lockup.



Do not rotate the icon. However, it is permissible to rotate only the wordmark and only where necessary.



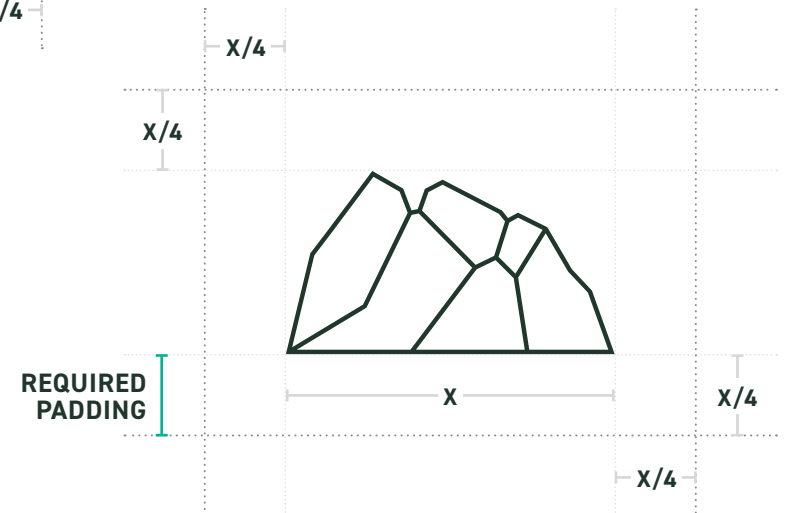
Do not put the logo on a background with insufficient contrast.



Do not put the logo on an image with insufficient contrast.

LOGO CLEARANCE

All logo lockups should always be placed with padding around it that is equivalent to one-quarter of the width of the Routes Icon.



LOGO LOCKUPS

Logo lockups build on the university logo to create a signature specific to each entity within the institution. They help us build brand association and visual clarity by reducing the number of standalone logos. Three lockups have been developed to facilitate the diverse initiatives we undertake.

LOCKUP



LOGOTYPE



WORDMARK

QUEST

ROUTES ICON



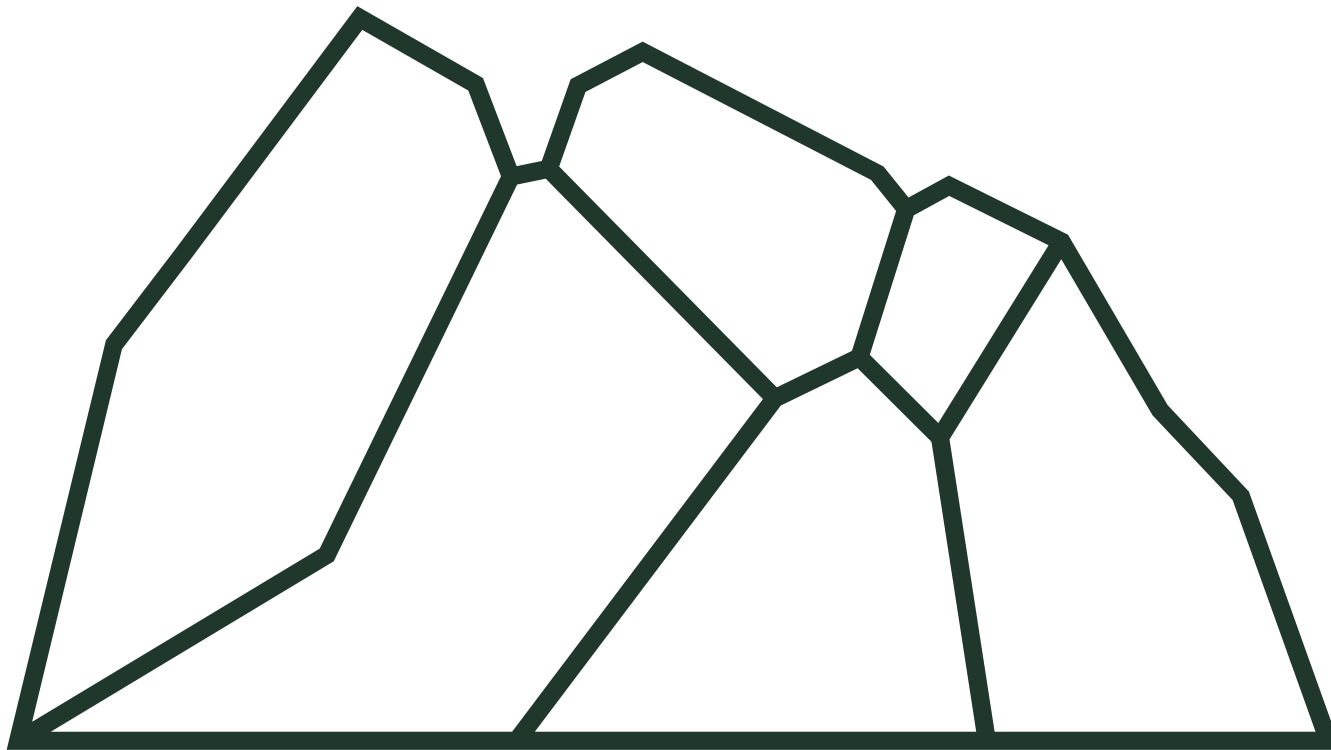
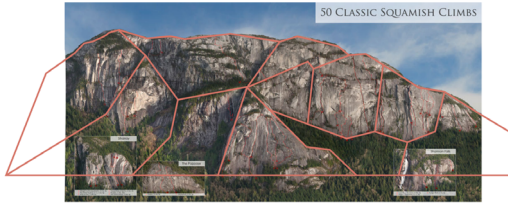
THE ICON

Our desire was to maintain the mountain from the original Q logo, but to tie it closer to Squamish. In consultation with the Squamish Nation (Skwxwú7mesh), we opted to create a representation of the Stawamus Chief Mountain (Siám' Smánit). In the design, we reflect the many different paths one may take to represent how Quest students move through discovery and learning by the most appropriate path for their individual goals.

ICON INSPIRATION

The icon provides a beautiful and flexible tool to reinforce the brand in various applications.

The icon was derived through tracing the different routes one can take up the Stawamus Chief Mountain (Siám' Smánit). As the design was refined, we mimicked the geometric cutouts in the Quest wordmark by adjusting the angles to 45 degrees.



ICON COLOURS

See pages 19 and 20 for colour codes

When using the icon with the logo, the colour of the icon must match the colour of the wordmark logo.

When using the icon alone, colours shown below should be used.

When using the icon as a background on a white background for web or print, use **Glacier** or **Solid Rock** with a low opacity (40% MAX).

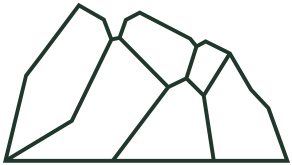
When using the icon as a background on a dark background for web or print use, use **White** with a 10% opacity.

When using the icon as a background on a **Forever Green** background, for print use only, you can use **Copper** with 100% opacity.

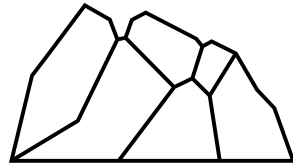
Use discernment when overlapping copy with the icon background. Copy should always be legible.

ICON WITHOUT LOGO

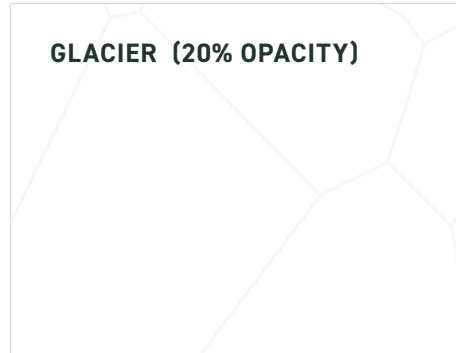
FOREVER GREEN



BLACK



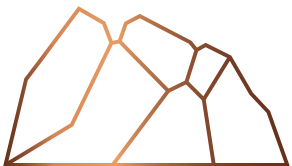
GLACIER (20% OPACITY)



WHITE (10% OPACITY)



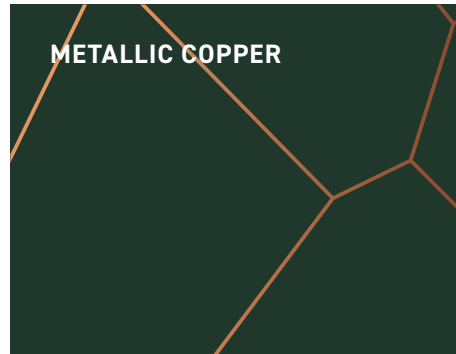
METALLIC COPPER



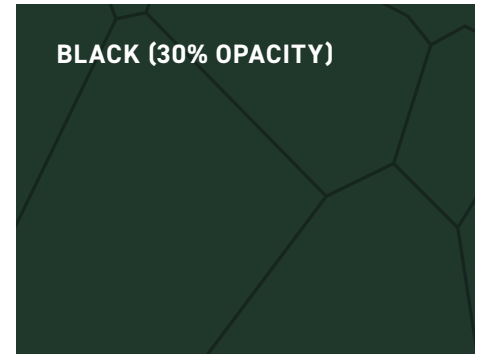
REVERSE (WHITE)



METALLIC COPPER



BLACK (30% OPACITY)



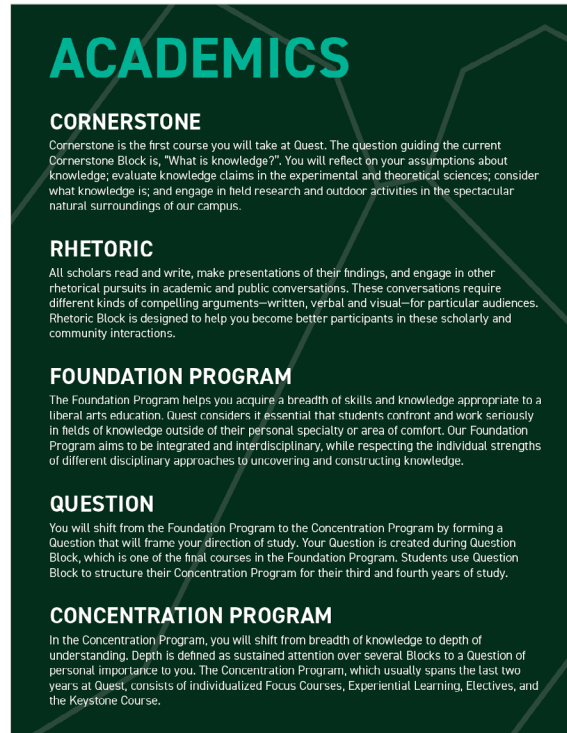
ICON USAGE

It is difficult to precisely identify the exact “thickness” of line to be used. As the applications of the brand expand, apply a discerning eye to maintain appropriate use. However, as the scale of the icon increases, the lineweight most certainly will need to decrease. This can most easily be done using the offset path in Illustrator (Object>Path>Offset Path etc.)

Rotating the icon vertically or flipping the icon upside down is not allowed, however, flipping the icon horizontally is OK if using as a background.

When using the icon as a background, make sure the opacity of the icon is low enough for the content to be legible, but light enough that you can see the icon.

When being used as a background, the icon should always bleed off the page it is being used on. However, an exception can be made when being spread across two pages (i.e. Front and back cover).



ACADEMICS

CORNERSTONE
Cornerstone is the first course you will take at Quest. The question guiding the current Cornerstone Block is, “What is knowledge?”. You will reflect on your assumptions about knowledge; evaluate knowledge claims in the experimental and theoretical sciences; consider what knowledge is; and engage in held research and outdoor activities in the spectacular natural surroundings of our campus.

RHETORIC
All scholars read and write, make presentations of their findings, and engage in other rhetorical pursuits in academic and public conversations. These conversations require different kinds of compelling arguments—written, verbal and visual—for particular audiences. Rhetoric Block is designed to help you become better participants in these scholarly and community interactions.

FOUNDATION PROGRAM
The Foundation Program helps you acquire a breadth of skills and knowledge appropriate to a liberal arts education. Quest considers it essential that students confront and work seriously in fields of knowledge outside of their personal specialty or area of comfort. Our Foundation Program aims to be integrated and interdisciplinary, while respecting the individual strengths of different disciplinary approaches to uncovering and constructing knowledge.

QUESTION
You will shift from the Foundation Program to the Concentration Program by forming a Question that will frame your direction of study. Your Question is created during Question Block, which is one of the final courses in the Foundation Program. Students use Question Block to structure their Concentration Program for their third and fourth years of study.

CONCENTRATION PROGRAM
In the Concentration Program, you will shift from breadth of knowledge to depth of understanding. Depth is defined as sustained attention over several Blocks to a Question of personal importance to you. The Concentration Program, which usually spans the last two years at Quest, consists of individualized Focus Courses, Experiential Learning, Electives, and the Keystone Course.



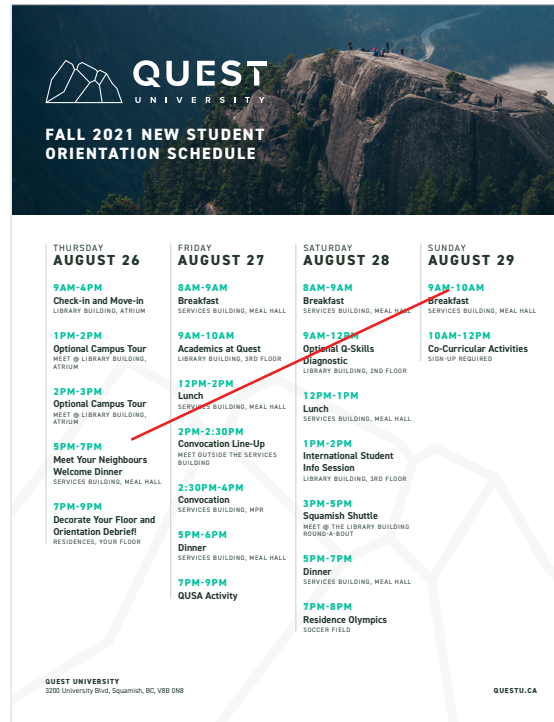
ICON USAGE TO AVOID

When using the icon as a background, avoid using thick lines. Use discernment with the thickness when using it as a background.

Do not rotate the icon. However, it is permissible to rotate only the wordmark and only where necessary.



Do not use icon lines that are too thick when using the icon as a background.



Do not use icon lines that are too thick when using the icon as a background.



Do not rotate the icon. However, it is permissible to rotate only the wordmark and only where necessary.

THE COLOURS

Inspired by Squamish's natural beauty, the colours in this palette were selected to convey a strong, stable, trustworthy collegiate presence.

COLOUR PALETTE

Spot **PMS** colours should be used whenever possible for the truest representation of colours.

CMYK inks will need to be monitored or press checked whenever possible to optimize colour matches.

If in doubt, get colour tests or ink drawdowns prior to printing.

FOREVER GREEN Pantone 5605 C Pantone 5605 U C78 M35 Y74 K78 R34 G55 B43 #22372B 70% 40% 10%	SOLID ROCK Cool Gray 8 C Cool Gray 8 U C44 M34 Y29 K10 R136 G139 B141 #888B8D 70% 40% 10%	GLACIER Cool Gray 1 C Cool Gray 1 U C44 M34 Y29 K10 R136 G139 B141 #D9D9D6 70% 40% 10%	SEA + SKY Pantone 2240 C Pantone 2240 U C82 M0 Y56 K0 R0 G193 B159 #00C19F 70% 40% 10%
COPPER Pantone 876 Metallic Pacific Bindery Shiny Copper #7 C0 M41 Y53 K42 R139 G99 B75 #8B634B			
C37 M78 Y89 K48	C14 M54 Y72 K41	C6 M44 Y66 K0	C37 M78 Y89 K48

COLOUR RECIPES

Whenever **Copper** is used for print, a metallic foil must be applied.

FOREVER GREEN

PMS

Pantone 5605 C
Pantone 5605 U

CMYK Coated

C78 M35 Y74 K78

CMYK Uncoated

C59 M32 Y58 K49

RGB

R34 G55 B43

HEX/HTML

#22372B

PAINT

Benjamin Moore
Calico Blue 707 (ARCH)
or Lafayette Green HC 135

VINYL

Avery Dark Green #793

SOLID ROCK

PMS

Cool Gray 8 C
Cool Gray 8 U

CMYK Coated

C44 M34 Y29 K10

CMYK Uncoated

C38 M28 Y24 K14

RGB

R136 G139 B141

HEX/HTML

#888B8D

PAINT

Benjamin Moore
Whale Gray 2134-40

VINYL

Avery Dark Gray #855

GLACIER

PMS

Cool Gray 1 C
Cool Gray 1 U

CMYK Coated

C10 M7 Y5 K0

CMYK Uncoated

C10 M8 Y7 K0

RGB

R217 G217 B214

HEX/HTML

#D9D9D6

PAINT

Benjamin Moore
Genesis White 2134-70

VINYL

Avery Light Gray #810

SEA + SKY

PMS

Pantone 2240 C
Pantone 2240 U

CMYK Coated

C82 M0 Y56 K0

CMYK Uncoated

C75 M0 Y52 K0

RGB

R0 G193 B159

HEX/HTML

#00C19F

PAINT

Benjamin Moore Amelia Island
Blue 2044-40

VINYL

Avery Dark Aqua #705

COPPER

PMS

Pantone 876 Metallic

Foil

Pacific Bindery Services Shiny
Copper #7

CMYK Coated

C0 M41 Y53 K42

CMYK Uncoated

C24 M44 Y62 K6

RGB

R139 G99 B75

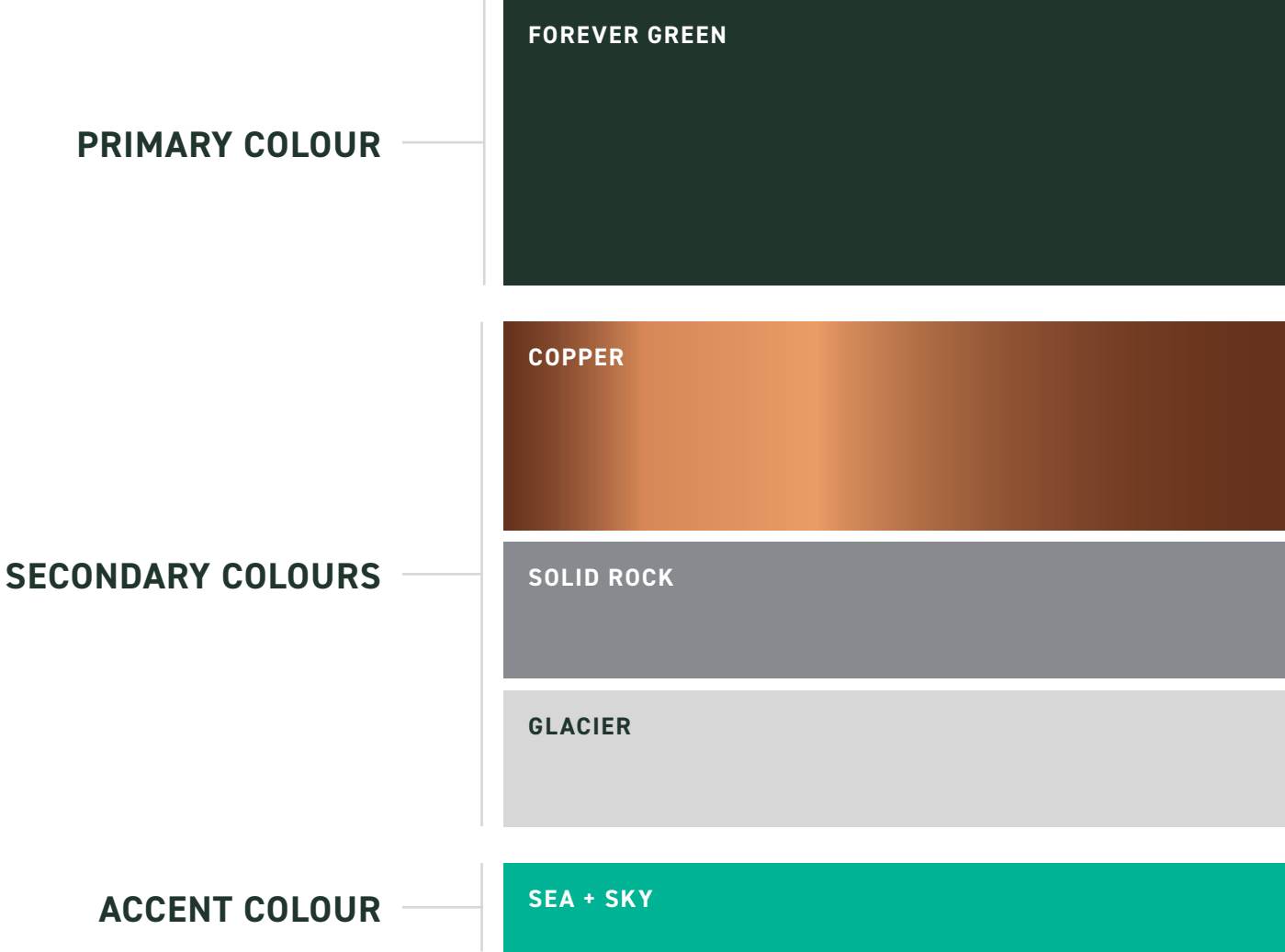
HEX/HTML

#8B634B

VINYL

Avery Copper Metallic #932

COLOUR HIERARCHY



THE TAGLINE

“ELEVATE YOUR FUTURE” is inspired by listening to alumni stories. Quest students who are now thriving in both academia and the professional world, and are known for their commitment to activism. Those who study at Quest become part of a supportive family that networks, connects, and shares opportunities. By elevating the future of one individual, we elevate everyone.

TAGLINE COLOURS

See pages 19 and 20 for colour codes

FOREVER GREEN

ELEVATE YOUR FUTURE

BLACK

ELEVATE YOUR FUTURE

COPPER

ELEVATE YOUR FUTURE

REVERSE (WHITE)

ELEVATE YOUR FUTURE

TAGLINE USAGE

The long version of the tagline can be used both horizontally and vertically as needed.

LONG

ELEVATE YOUR FUTURE

STACKED

**ELEVATE
YOUR
FUTURE**

**ELEVATE
YOUR
FUTURE**

**ELEVATE
YOUR
FUTURE**

TAGLINE USAGE TO AVOID

When using the Quest tagline, ensure that all usage is always legible and not altered in any way that makes it difficult to distinguish or change its overall look.



**ELEVATE
YOUR
FUTURE**

A red diagonal line is drawn across the text, which is stretched horizontally and contracted vertically, making it illegible.

Never stretch or contract the tagline in any way.



 **QUEST**
UNIVERSITY
ELEVATE YOUR FUTURE

A red diagonal line is drawn across the text, which is placed directly around the Quest logo, making it illegible.

Do not use the tagline directly around the Quest logo.



ELEVATE YOUR FUTURE

A red diagonal line is drawn across the text, which is in an unapproved color (teal).

Do not use the tagline in an unapproved colour. See [Tagline Colours](#) page.

TAGLINE CLEARANCE

The tagline should always be placed with padding around it that is equivalent to the height of the horizontal tagline.



TYPOGRAPHY

We chose clean, humanistic sans serif typefaces to reflect the modern, future-focused personality of the brand. Whenever possible, DIN 2014 should be used as it has a warm appearance and a versatile range of weights.

PRIMARY FONT

DIN 2014 is the primary typeface of Quest University. It is the lead typeface used for headlines in all communications.

DIN 2014 Bold, Light and Extra Light are used to differentiate levels of information through contrasting weights.

DIN 2014 Regular can also be used as a third weight. Italics are used sparingly.

DIN 2014 BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%&*(){}:"'<>?.

DIN 2014 REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%&*(){}:"'<>?.

DIN 2014 LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%&*(){}:"'<>?.

DIN 2014 EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%&*(){}:"'<>?.

PRIMARY FONT STYLING

Type is consistently left-aligned, given “optical” kerning and comfortable leading.

DIN 2014 is always used as the headline typeface and always used in lock-ups.

Headlines are always ALL CAPS.

Typeface weights and colours can be used together to draw attention and create contrast in certain messaging.

Note: Font size to be determined proportionately in the context of application.

H4 ——— **OVERLINE IS SET IN DIN 2014 REGULAR 10PT**

H1 ——— **DIN 2014 BOLD**

H2 ——— Subheads are set in DIN 2014 Extra Light. This text is sized at 17pt with a 20pt line height.

P ——— Body copy is set in DIN 2014 Light. This example is set in 12pt with a 17pt line height. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Pulvinar sapien et ligula ullamcorper. Et sollicitudin ac orci phasellus egestas tellus. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Pulvinar sapien et ligula ullamcorper. Et sollicitudin ac orci phasellus egestas tellus. Lorem ipsum dolor sit amet, consectetur adipiscing.

H3

Pull quotes are DIN 2014 Bold at 15pt with an 18pt line height.

AUTHOR BYLINE

ALTERNATE FONT

Due to the nature of typeface licensing, if DIN 2014 is not available or for use on web, then use Roboto.

Roboto can be found for free with Google Fonts.

<https://fonts.google.com/specimen/Roboto>

ROBOTO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%&*(){}:"<>?.

ROBOTO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%&*(){}:"<>?.

ROBOTO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

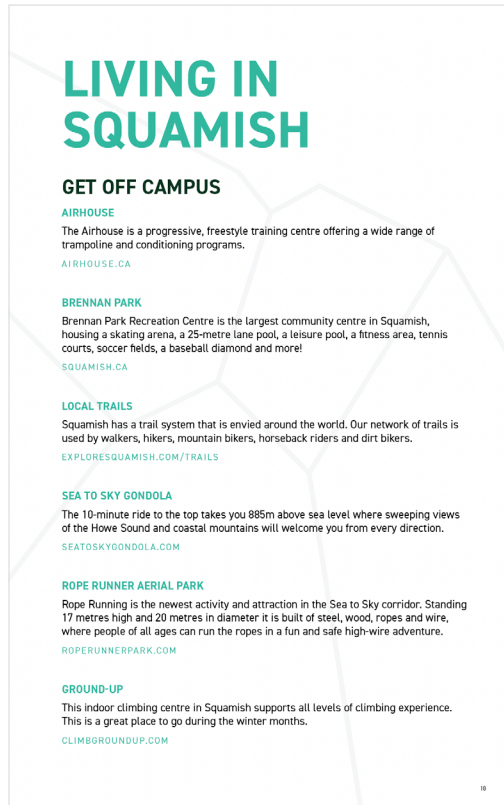
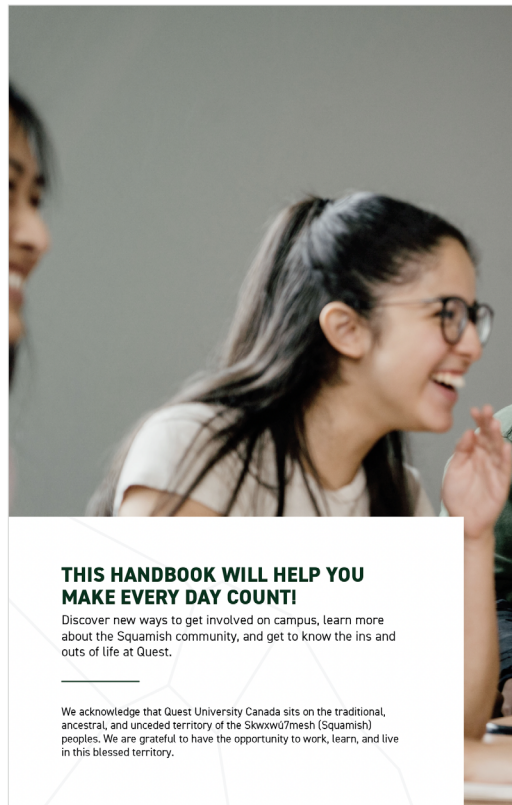
abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%&*(){}:"<>?.

EXAMPLES OF APPROPRIATE USAGE

The following are good examples of the appropriate use of typefaces, information hierarchy, colours, images and icon.



IMAGERY

The best stories are authentic, and Quest has no shortage of amazing ones to choose from! Imagery should capture the natural beauty of the area, as well as the incredible students whose stories provide endless inspiration.

Images should be candid and intimate with a focus on people as well as Squamish scenery. Colours are dramatic but slightly desaturated.

IMAGERY EXAMPLES

Here are examples of the type of imagery that should be used while designing for Quest as well as Quest Sub-Brands.

Imagery should include campus photos, students and images showcasing the Squamish landscape. If possible, photos should contain similar colours to the Quest colour palette.

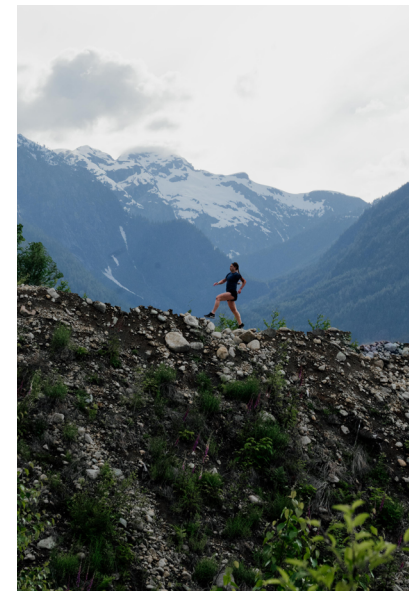
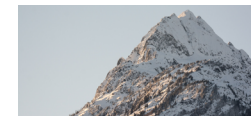
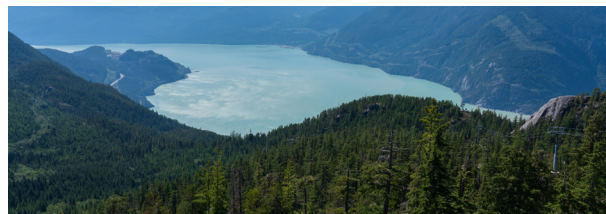


IMAGE OVERLAYING

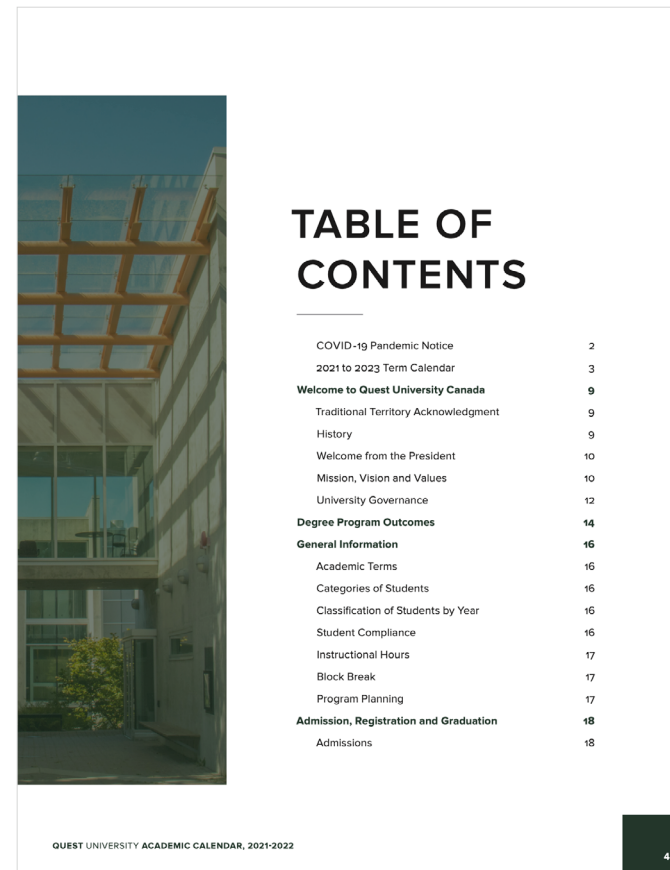
When using images as backgrounds underneath text, always overlay the image with **Forever Green** using a high opacity. Use discretion on the opacity of the colour overlay

Do not use a colour overlay on images that do not have copy on top.

It is important that the copy is always legible and that the background image is visible.



Proper usage ✓



Improper usage ✗

APPLICATIONS

The way we apply our brand in the world tells people how to think about Quest. Our goal is to use high-quality merchandise from local, eco-conscious vendors whenever possible, and use simple logo placement in black or white. If using a colour, always Pantone match to Quest's brand colours.

APPLICATION EXAMPLES



SUB-BRANDS

These sub-brands aim to provide departments and special events with a way to form stronger bonds and identities within the Quest community while building upon the main brand. The typography, logo and colour guidelines of the parent brand still apply. The sub-brands provides additional design elements that can used within specific sectors.

DEPARTMENTS & FACULTIES

Departments & Faculties logos build on the university logo to create a signature specific to each entity within the institution. They help us build brand association and visual clarity by reducing the number of stand-alone logos. Two formats of lock-ups have been developed to facilitate all of the diverse initiatives we undertake.

QUEST
UNIVERSITY

STUDENT LIFE

QUEST
UNIVERSITY

OFFICE OF
ADMISSIONS

QUEST
UNIVERSITY

OFFICE OF
FINANCE AND
OPERATIONS

QUEST
UNIVERSITY

FACULTY OF
SOCIAL SCIENCES

QUEST
UNIVERSITY

STUDENT
LIFE

QUEST
UNIVERSITY

OFFICE OF
ADMISSIONS

QUEST
UNIVERSITY

OFFICE OF FINANCE
AND OPERATIONS

QUEST
UNIVERSITY

FACULTY OF
SOCIAL SCIENCES

STUDENT LIFE

The Student Life sub-brand is meant to be utilized for internal Quest communications within the student community. For any marketing material that is for public consumption, please adhere Solely to the main brand.

To allow for a more vibrant and bright aesthetic, the accent colour **Gondola** has been added to the palette in place of **Sea + Sky**.

Within the Student Life context, it is acceptable to incorporate photos into the mountain icon. The icon should only use **Forever Green** or **Gondola** when styled in this way. This application is exclusive to the Student Life sub-brand.

COLOURS

GONDOLA

Pantone 809 C
Pantone 809 U
C2 M0 Y82 K9
R226 G231 B41
#E2E729

70%

40%

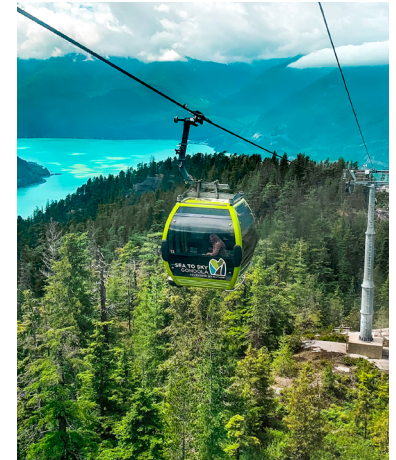
10%

FOREVER GREEN

GONDOLA

GLACIER

SOLID ROCK



LOGO

QUEST
UNIVERSITY

STUDENT
LIFE

QUEST
UNIVERSITY

STUDENT LIFE

USAGE



STUDENT LIFE USAGE TO AVOID

When designing for the Student Life sub-brand, care should be taken to ensure that all versions of the sub-brand are always legible and not altered in any way that makes it difficult to distinguish or change its overall look.



Do not use Copper at anytime when designing for Student Life.



Do not mix colours when filling in the mountain icon.



Do not use colours other than Forever Green or Gondola with the mountain icon.

LEAP

Quest University's Leaders in Elite Athletics and Performance program (LEAP) is an innovative model for the Canadian sport system; a partnership between an educational institution and sport, and a means by which to support the high-performance Canadian athlete.

LEAP

LEAP

LEADERS IN ELITE ATHLETICS & PERFORMANCE PROGRAM

LEAP

LEADERS IN
ELITE ATHLETICS
& PERFORMANCE
PROGRAM

LEAP CLEARANCE

All LEAP logo lockups should always be placed with padding around it that is equivalent to one-half of the height of the wordmark.



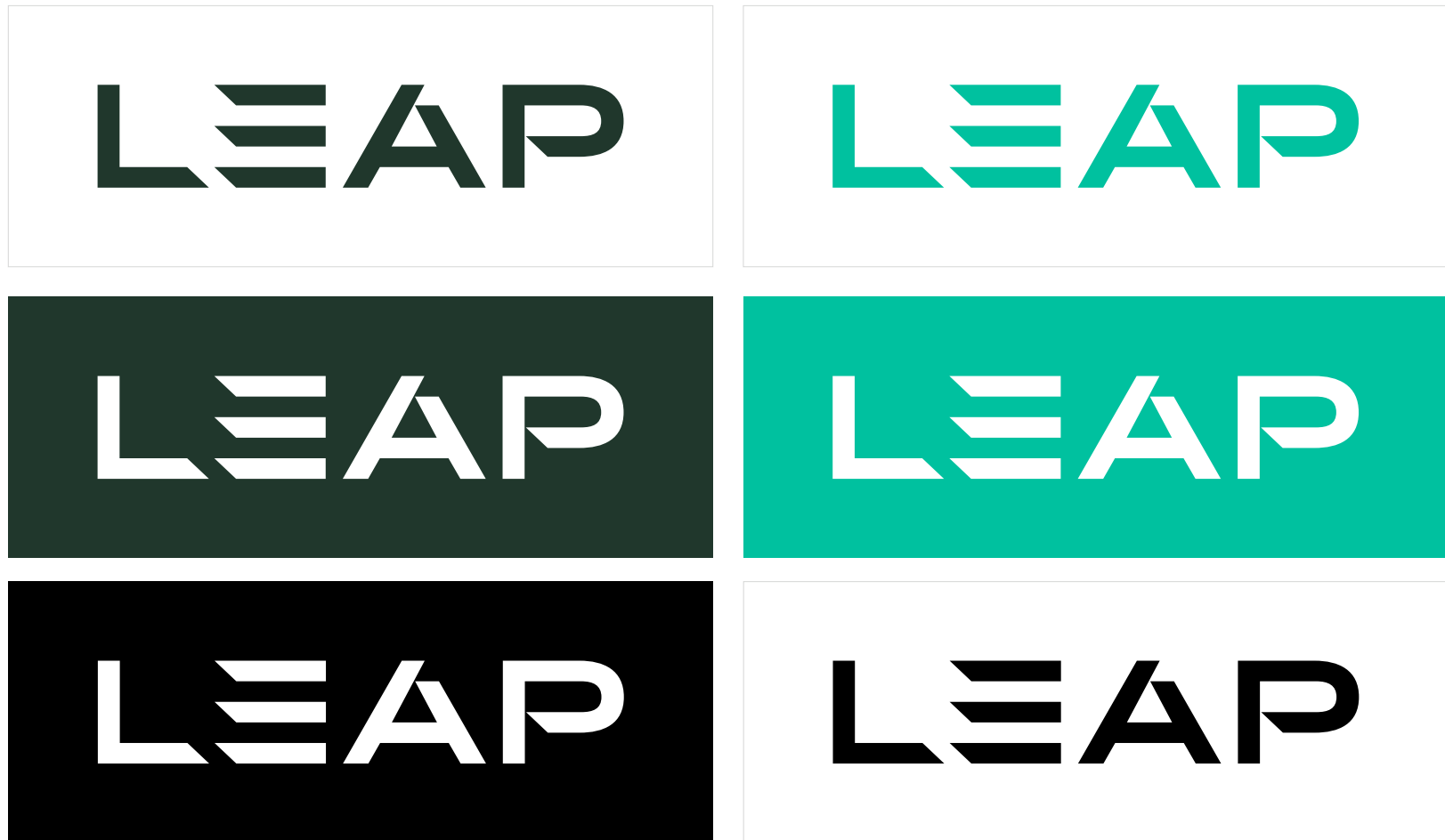
LEAP MAIN COLOURWAYS

See pages 19 and 20 for colour codes

The LEAP sub-brand makes use of a similar colour palette as the Quest brand, but utilizes **Sea + Sky** as one of the main colours rather than its typical accent usage.

Copper is not used in any way within the LEAP brand.

These main colour-ways should be used primarily when designing for the LEAP brand. Colours consist of **Forever Green**, **Sea + Sky**, **Black** and **White**.



LEAP SECONDARY
COLOURWAYS



LEAP COLOUR HIERARCHY

PRIMARY COLOURS

FOREVER GREEN

SEA + SKY

SECONDARY COLOURS

SOLID ROCK

GLACIER

LEAP USAGE TO AVOID

When designing for the LEAP sub-brand, care should be taken to ensure that all versions of the sub-brand are always legible and not altered in any way that makes it difficult to distinguish or change its overall look.

The word "LEAP" in a bold, dark green, sans-serif font. A red diagonal line is drawn across the letters, indicating that the logo should not be stretched or contracted.

Never stretch or contract logo in any way.

The word "LEAP" in a dark green, sans-serif font, set against a dark green background. A red diagonal line is drawn across the letters, indicating that the logo should not be placed on a background with insufficient contrast.

Do not put the logo on a background with insufficient contrast.



Do not put the logo on an image with insufficient contrast.

The word "LEAP" in a copper-colored, sans-serif font. A red diagonal line is drawn across the letters, indicating that the logo should not be used in copper.

Do not use Copper on or with the logo.

QUESTX

When designing for the QuestX sub-brand, care should be taken to ensure that all versions of the sub-brand are always legible and not altered in any way that makes it difficult to distinguish or change its overall look.

The X should always be coloured with **Sea + Sky** unless being used in black and white.

Copper is not used in any way within the QuestX brand.



Do not put the logo on a background with insufficient contrast.



Do not use Copper on or with the logo.

