Quest®

BRAND IDENTITY SYSTEM

VERSION 5.1 - 02 | 01 | 21

Welcome to the Quest Brand Identity guide. Our brand is built to be a representation of who we are as a business, and how we wish to be perceived. This style guide communicates our company's design standards to our organization, as well as externally to our partners, affiliates and the general public. It serves to help establish a strong, consistent brand identity that resonates with our audience, which is essential for building awareness and trust.

Quest – the brand – is far more than just a logo. It's a design scheme and voice, comprised of several core elements, guiding principles and guardrails. Together, these pieces create a distinctive look and feel that is immediately recognizable as Quest – a brand that sticks.

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Our brand

OUR BRAND

Why we do what we do

We're the people companies turn to with a goal in mind but an uncertain road ahead.

Platform migrations. Complex Microsoft problems. A new approach to identity management. Whether it's a KACE customer, a die-hard Toad developer or a company that needs to move to Office 365 without sleepless nights and angry employees, they choose Quest because our software is what makes the benefits of their move real and the outcome assured.

When their next challenge is now, we're the company they choose. We write the code and provide the guidance that makes businesses successful.

We're one business. One team. One message. We're the company where next meets now. That's our Quest.

OUR BRAND

We started here

Building a brand means starting with a strong foundation. At Quest, our Purpose, Vision and Values inform everything we do. These are the cornerstone of our culture, and they create consistency for our partners, customers and teammates.

Our purpose: We solve complex problems with simple solutions.

Our vision: To deliver technology that eliminates the need to choose between efficiency and effectiveness. We want our customers to get more things done – without the expense of long days and longer nights.

And our values:

- We embrace change. We want to hear new ideas and get behind decisions that benefit Quest.
- We commit to team success. We work together, listen to any and all ideas and celebrate individuals and the team.
- We are solution and action oriented. We quickly find and solve the problem and are flexible enough to pivot at a moment's notice.
- We drive innovation. We deliver value and work to always improve operational excellence.
- We take ownership. We keep promises, respect every opinion and are stewards of Quest.
- We, communicate openly, honestly and constructively and take ownership. Speaks for itself, right?

Our purpose, vision and values will always drive our brand.

OUR BRAND

Tone and voice

We want our creative messaging simple, customer-focused and active. Our call to action will always be clear, and the language we use punchy.

And we'll stay consistent in not only what we say, but how we say it. We'll lean on emotion, tone and flexibility to get there.

TONE AND VOICE

Keep it simple

NOT SO GOOD:

– You are one minute away from a critical, business-ending data disaster because your current backup and recovery solution is underpowered and inadequate. Quest is the software provider you need. We have the solutions, the bandwidth and the thought leadership to ensure your pain points are addressed. And as a technical change agent, our resources and reputation are unmatched in the industry.

BETTER:

– Is your backup and recovery strategy working for your entire business? At Quest, we've helped companies like yours for over 25 years, and we'll work with you to find a solution that fits your specific needs. No more sleepless nights or endless days - you'll safeguard every bit of critical data and never lose a minute of productivity to downtime.

"WE TREAT OUR CUSTOMERS HOW WE WOULD LIKE TO BE TREATED, WITH A REFRESHING DOSE OF STRAIGHT TALK AND TRANSPARENCY."
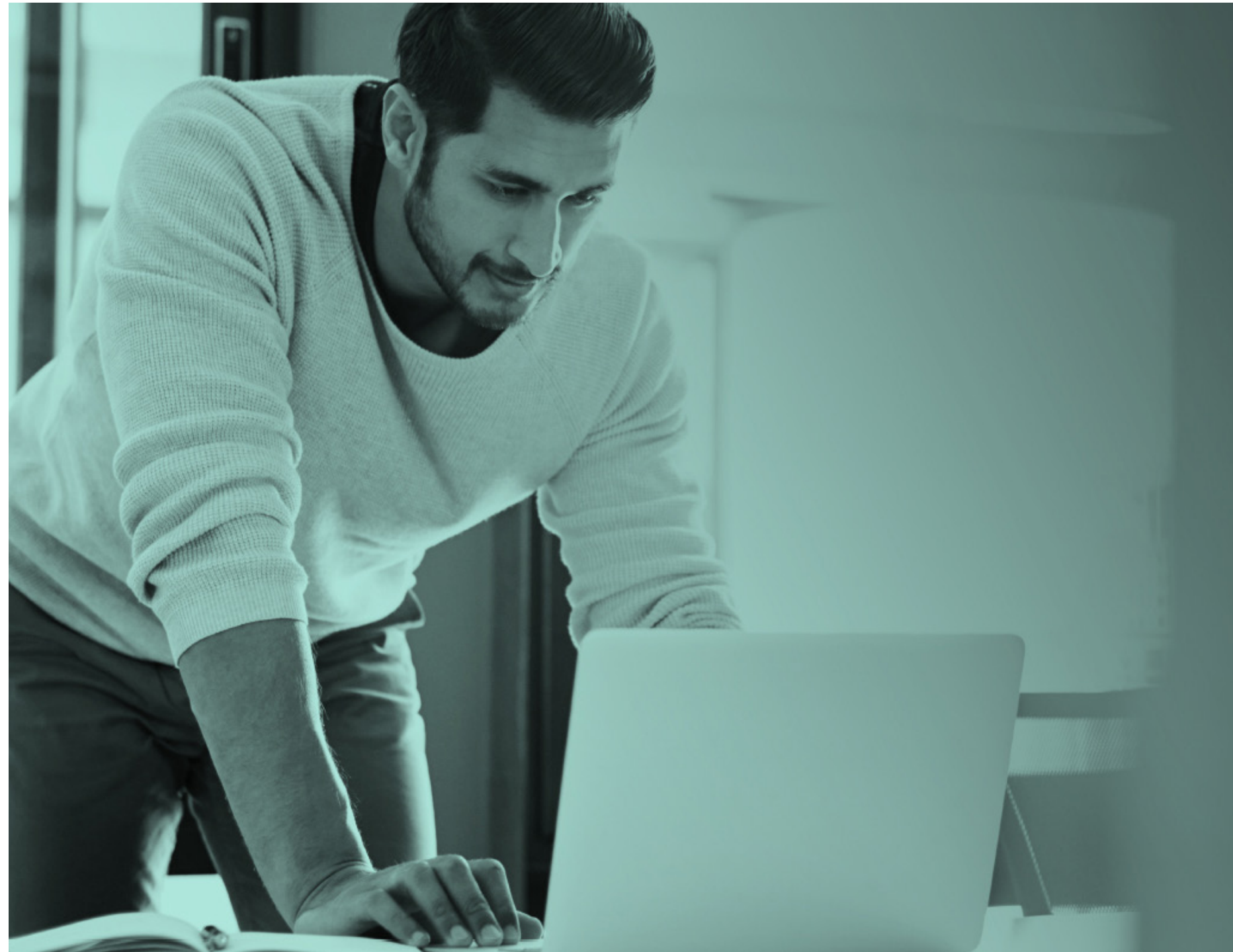
Our logo

And it looks a little something like this.

Quest®

Color variations

Our logo appears in a number of variations. Each has been created for a specific use. The key is to ensure there is enough contrast so that the logo is clearly legible.

FULL-COLOR
The full-color logo is always preferred and used as often as possible. It is used on white or light photographic backgrounds.

GREYS
The grey versions should be used when full-color printing is restricted and tonal clarity cannot be guaranteed — in black and white advertisements, for example.

WHITE
The white version can be used when the full-color version will not read clearly on dark photographic or colored backgrounds, or when printing in a single color.

PLEASE NOTE:
Do not use the orange brand mark on a Quest Blue background or the blue brand mark on a Quest Orange background.

Important: When creating a piece that will be primarily used digitally, use the RGB mix of the color. When the CMYK value is used, the on-screen result will appear more orange than our official color. For best printing accuracy, use the Pantone spot color match when possible.

Dark Grey

Natural Grey

Pure White

Clear space

The Quest logo is powerful, but to make it really pop it needs some room of its own. Make sure the margin of clear space around the logo is measured by half the size of the letter "s."

Minimum size

To make sure our logo is always visible, we've determined a minimum display size for both digital and print applications.

Minimum print width is 1 inch (25.4mm).
Minimum digital width is 120 pixels.
The height is always relative to width.

OUR LOGO

Improper usage

To make sure our logotype appears as consistent as possible throughout our communications, we've identified a few ways it should not be used.

Here are some examples.

Don't rotate

Use only specified colors

Don't stretch

Don't use effects

Don't use on busy image

Don't fill with gradient or images

Our tagline

Four words can tell a big story.

Where Next Meets Now.

OUR TAGLINE

Four words — that's all it takes

In IT, next never stops. The next trend. The next need. The next technology. From platform migrations to cloud deployments to upgrades and updates, constant change is the new steady state.

But what's next is only as valuable as the partner that can get you there.

At Quest, we create and manage the software that makes the benefits of new technology real. Companies turn to us to manage, modernize and secure their business, from on-prem to in-cloud, from the heart of the network to the vulnerable endpoints. From complex challenges like Active Directory management and Office 365 migration, to database and systems management, to redefining security, and hundreds of needs in between, we help you conquer your next challenge now.

We're not the company that makes big promises. We're the company that fulfills them.

We're Quest Software. Where next meets now.

Where Next Meets Now.

The tagline can be used in campaigns and body copy as a headline or a point of emphasis.

For the tagline, the margin of clear space represented in the 'x' is equal to the cap-height.

Tagline lockup and clear space

Similar to our logo and brand mark, our tagline requires adequate clear space. Please make sure you give it space to stand out.

For logo and tagline lockup, the margin of clear space is also measured by half the size of the letter "s".

PLEASE NOTE:
The Quest tagline lockup is only to be used for certain campaigns and in conjunction with the community.

Minimum size

To make sure our tagline is always legible, we've determined a minimum display size for both digital and print applications.

Minimum print width is 2 inches (50.8mm).
Minimum digital width is 200 pixels.
Minimum height is relative to minimum width.

® mark

When creating any document that is legal in nature, the ® version of our logo should be used. This includes our tagline logo.

Some usage examples that require the Quest® logo are:

- quotes
- statements of work
- contracts
- invoices
- orders
- partner attach
- partner incentives
- sales SPIFF's
- print ads
- splash screens
- product documentation

Our sub-brands

The Endorsement Model

Quest has adopted an endorsement model strategy for our sub-brands in order to systematize our product identities and increase the visibility of the portfolio and corporate brand while preserving and/or enhancing the equity and individual strength of the sub-brands.

This model should be used whenever a sub-brand is represented as a standalone or the Quest logo is not present at the top tier on marketing assets.

by Quest®

OUR SUB-BRANDS

Foglight by Quest

The 'by Quest' endorsement qualifier should be visible but not dominate the sub-brand logo. The size of the qualifier (B) is 45% of the height of the sub-brand logomark from it's midpoint (A).

The 'by Quest' endorsement qualifier requires adequate clear space from the sub-brand logo. The margin of clear space (C) is 20% of the height of the qualifier itself (B).

The color used for the 'by' in the 'by Quest qualifier is our corporate brand natural gray.

OUR SUB-BRANDS

Spotlight by Quest

The 'by Quest' endorsement qualifier should be visible but not dominate the sub-brand logo. The size of the qualifier (B) is 45% of the height of the sub-brand logomark from it's midpoint (A).

The 'by Quest' endorsement qualifier requires adequate clear space from the sub-brand logo. The margin of clear space (C) is 20% of the height of the qualifier itself (B).

The color used for the 'by' in the 'by Quest qualifier is our corporate brand natural gray.

Spotlight®

by Quest

Spotlight®

by Quest

KACE by Quest

The 'by Quest' endorsement qualifier should be visible but not dominate the sub-brand logo. The size of the qualifier (B) is 45% of the height of the sub-brand logomark from it's midpoint (A).

The 'by Quest' endorsement qualifier requires adequate clear space from the sub-brand logo. Because the KACE logotype does not have a descender the margin of clear space (C) is 50% of the height of the qualifier itself (B).

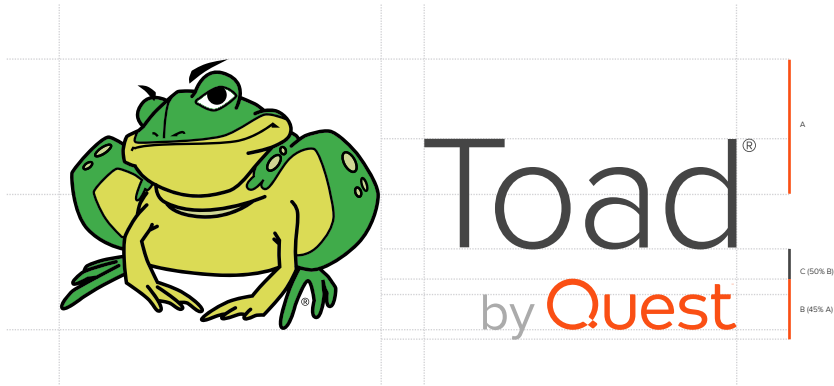The color used for the 'by' in the 'by Quest qualifier is our corporate brand natural gray.

Toad by Quest

The 'by Quest' endorsement qualifier should be visible but not dominate the sub-brand logo. The size of the qualifier (B) is 45% of the height of the sub-brand logomark from it's midpoint (A).

The 'by Quest' endorsement qualifier requires adequate clear space from the sub-brand logo. Because the Toad logotype does not have a descender the margin of clear space (C) is 50% of the height of the qualifier itself (B).

The color used for the 'by' in the 'by Quest qualifier is our corporate brand natural gray.

syslog-ng by Quest

The 'by Quest' endorsement qualifier should be visible but not dominate the sub-brand logo. The size of the qualifier (B) is 45% of the height of the sub-brand logomark from it's midpoint (A).

The 'by Quest' endorsement qualifier requires adequate clear space from the sub-brand logo. The margin of clear space (C) is 20% of the height of the qualifier itself (B).

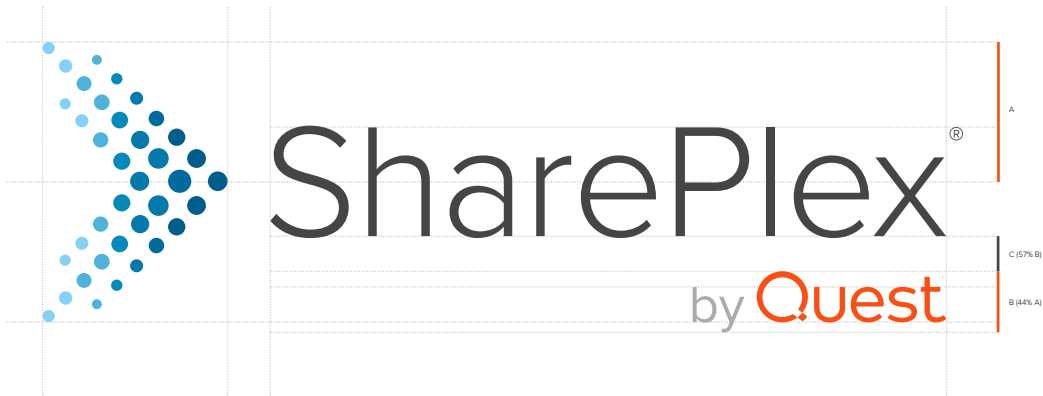The color used for the 'by' in the 'by Quest qualifier is our corporate brand natural gray.

One Identity by Quest

The 'by Quest' endorsement qualifier should be visible but not dominate the sub-brand logo. The size of the qualifier (B) is 70% of the height of the sub-brand logomark from it's midpoint (A).

The 'by Quest' endorsement qualifier requires adequate clear space from the sub-brand logo. The margin of clear space (C) is 35% of the height of the qualifier itself (B).

The color used for the 'by' in the 'by Quest qualifier is our corporate brand natural gray.

SharePlex by Quest

The 'by Quest' endorsement qualifier should be visible but not dominate the sub-brand logo. The size of the qualifier (B) is 44% of the height of the sub-brand logomark from it's midpoint (A).

The 'by Quest' endorsement qualifier requires adequate clear space from the sub-brand logo. Because the SharePlex logotype does not have a descender the margin of clear space (C) is 57% of the height of the qualifier itself (B).

The color used for the 'by' in the 'by Quest qualifier is our corporate brand natural gray.

ApexSQL by Quest

The 'by Quest' endorsement qualifier should be visible but not dominate the sub-brand logo. The size of the qualifier (B) is 71% of the height of the sub-brand logomark from it's midpoint (A).

The 'by Quest' endorsement qualifier requires adequate clear space from the sub-brand logo. The margin of clear space (C) is 20% of the height of the qualifier itself (B).

The color used for the 'by' in the 'by Quest qualifier is our corporate brand natural gray.

OUR SUB-BRANDS

erwin by Quest

The 'by Quest' endorsement qualifier should be visible but not dominate the sub-brand logo. The size of the qualifier (B) is 70% of the height of the sub-brand logotype from it's midpoint (A).

The 'by Quest' endorsement qualifier requires adequate clear space from the sub-brand logo. The margin of clear space (C) is 35% of the height of the qualifier itself (B).

The color used for the 'by' in the 'by Quest qualifier is our corporate brand natural gray.

OUR SUB-BRANDS

Quadrotech by Quest

The 'by Quest' endorsement qualifier should be visible but not dominate the sub-brand logo. The size of the qualifier (B) is 100% of the height of the sub-brand logotype from it's midpoint (A).

The 'by Quest' endorsement qualifier requires adequate clear space from the sub-brand logo. The margin of clear space (C) is 35% of the height of the qualifier itself (B).

The color used for the 'by' in the 'by Quest qualifier is our corporate brand natural gray.

Binary Tree by Quest

The 'by Quest' endorsement qualifier should be visible but not dominate the sub-brand logo. The size of the qualifier (B) is 55% of the height of the sub-brand logo from it's midpoint (A).

The 'by Quest' endorsement qualifier requires adequate clear space from the sub-brand logo. The margin of clear space (C) is 35% of the height of the qualifier itself (B).

The color used for the 'by' in the 'by Quest qualifier is our corporate brand natural gray.

OUR SUB-BRANDS

Color variations

Our logos appear in a number of variations. Each has been created for a specific use. The key is to ensure there is enough contrast so that the logos are clearly legible.

FULL COLOR
The full color logo is always preferred and used as often as possible. It is used on white or light photographic backgrounds.

BLACK
The grey versions should be used when full-color printing is restricted and tonal clarity cannot be guaranteed—in black and white advertisements, for example.

WHITE
The white version can be used when the full-color version will not read clearly on dark photographic or colored backgrounds, or when printing in a single color.

Important: When creating a piece that will be primarily used digitally, use the RGB mix of the color. For best printing accuracy, use the Pantone spot color match when possible.

Full color sub-brand logo example

Black sub-brand logo example

White sub-brand logo example

Note: For the full list of sub-brand endorsement logos in each color variation, please visit brand.quest.com

OUR SUB-BRANDS

Clear space

When you're using our logos with other graphic elements, make sure you give them room to breathe. The empty space around the logo should be at least 150% of the height of the endorsement qualifier (by Quest).

Minimum size

To make sure the 'by Quest' qualifier is always legible, the endorsement logos should not be used at a size that would reduce the qualifier below 0.35 inches.

Sub-brand clear space example

Sub-brand minimum size example

Naming convention in copy

The endorsement model name must be used in the first use in body copy on product pages and long form assets – white papers, datasheets, tech briefs, ebooks, blogs, emails, etc. After first use, the full product name minus the endorsement text should be used.

The endorsement model does not have to be included in product page titles, asset titles, blog titles, web banners, email subject lines and social posts.

ENDORSEMENT MODEL NAMING CONVENTION EXAMPLES

The endorsement model includes "by Quest" after the name for a product line and for some acquired product lines:
- Toad by Quest, KACE by Quest, ApexSQL by Quest, Metalogix by Quest, etc.

For products within a product line, "Quest" precedes the product name:
- Quest Foglight for Databases, Quest On Demand, Quest QoreStor, etc.

Product names for One Identity and acquired companies that retained their corporate naming use the "by Quest" endorsement model:
- E.g. One Identity Active Roles by Quest, Metalogix Content Matrix by Quest, etc.

The endorsement model qualifer ('Quest' or 'by Quest') should never directly follow a third party platform name:
- E.g. Metalogix Essentials by Quest for Office 365, Quest Recovery Manager for Exchange

Note: For a list of all products' endorsement models, please visit the Writing section of brand.quest.com.

Our colors

OUR COLORS

Dominant brand colors

The dominant, identifying Quest colors are a bright and energetic orange and a deep, engaging blue. The blue symbolizes the depth of our commitment and the breadth of our understanding. The orange symbolizes the energy, dynamic and excitement that our brand and products reflect.

Quest Orange, paired with different shades of grey and white are our dominant brand colors.

We do not use the Quest Blue covering large solid areas as a fill color.

Important: When creating a piece that will be primarily used digitally, use the RGB mix of the color. When the CMYK value is used, the on-screen result will appear more orange than our official color. For best printing accuracy, use the Pantone spot color match when possible.

Quest Orange

PANTONE
172 C

CMYK
0 | 83 | 100 | 0

RGB
251 | 79 | 20

HEX
#FB4F14
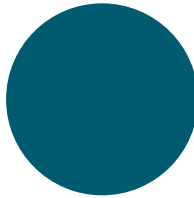
Quest Blue

PANTONE
P 120-16 C

CMYK
100 | 0 | 15 | 60

RGB
0 | 85 | 108

HEX
#00556C

Pure White

PANTONE
NONE

CMYK
0 | 0 | 0 | 0

RGB
255 | 255 | 255

HEX
#FFFFFF

Light Grey

PANTONE
COOL GREY 1

CMYK
5 | 4 | 4 | 0

RGB
238 | 238 | 238

HEX
#EEEEEE
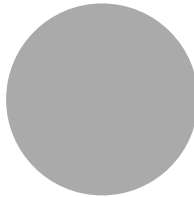
Natural Grey

PANTONE
422C

CMYK
32 | 28 | 28 | 0

RGB
170 | 170 | 170

HEX
#AAAAAA
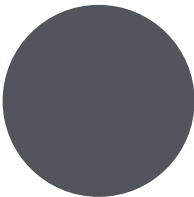
Dark Grey

PANTONE
COOL GRAY 11 C

CMYK
63 | 52 | 44 | 33

RGB
83 | 86 | 90

HEX
#53565A

Secondary colors

Our secondary color palette helps us highlight areas of importance while providing for variety with our primary color palette. It is meant to be used in proportions that will not interfere with the power of our dominant colors while adding interest and flexibility for use in campaigns.

Important: When creating a piece that will be primarily used digitally, use the RGB mix of the color. When the CMYK value is used, the on-screen result will appear more orange than our official color. For best printing accuracy, use the Pantone spot color match when possible.

Light Blue

PANTONE
P 124-1 C
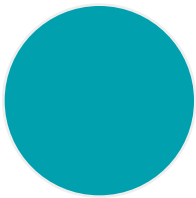
CMYK
10 | 0 | 4 | 0

RGB
227 | 238 | 235

HEX
#E3F3F3
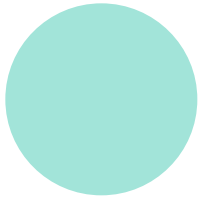
Ice Blue

PANTONE
331 C

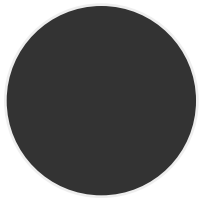CMYK
27 | 0 | 15 | 0

RGB
167 | 230 | 215

HEX
#A7E6D7

Teal Blue

PANTONE
P 122-6 C

CMYK
73 | 0 | 21 | 18

RGB
57 | 156 | 161

HEX
#399CA1

Darker Grey

PANTONE
426C

CMYK
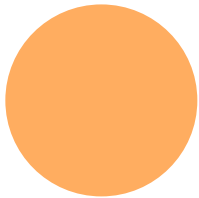69 | 63 | 62 | 58

RGB
51 | 51 | 51

HEX
#333333

Light Sand

PANTONE
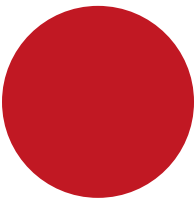P 3-9 C

CMYK
0 | 0 | 10 | 6

RGB
237 | 235 | 220

HEX
#EDEBDC

Light Orange

PANTONE
1485 C

CMYK
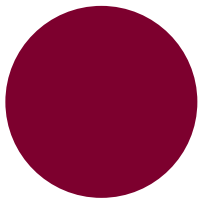0 | 34 | 68 | 0

RGB
255 | 174 | 98

HEX
#FFAE62

Burnt Red

PANTONE
P 49-8 C

CMYK
0 | 99 | 91 | 22

RGB
174 | 36 | 36

HEX
#AE2424

Wine Red

PANTONE
P 66-16 C

CMYK
0 | 100 | 41 | 58

RGB
124 | 36 | 58

HEX
#7C243A

OUR COLORS

Hierarchy &
usage principles

White forms the basis of all design collateral. We use white space confidently. It aids clarity and cuts down the visual noise created by too much color. We try to maintain a good balance of color and white space.

Pure White

Quest Orange

Quest Blue

Light Grey

Natural Grey

Dark Grey

Darker Grey

Light Blue

Ice Blue

Teal Blue

Light Orange

Light Sand

Burnt Red

Wine Red

Pure White

White is used as the base color for all of our designs.

Quest Orange

The primary color that represents our brand is Quest Orange. It is at the core of our color palette.

Quest Blue

Quest Blue works to support our primary color but should never outweigh Quest Orange.

Primary greys

The primary greys play a supporting role to white and is frequently used in conjunction with orange.

Secondary palette

The secondary palette supports the primary palette, providing color accents where a broader color palette is necessary.

COLOR COMBINATIONS

Try and keep it simple

To help you make effective color choices and ensure color is working to support the Quest message and meaning, we've developed a number of color combinations. These combinations should help with the appropriate choice for any theme or application.

USING COLOR WITH GREY
Whether grey is used as a base to anchor or as a highlight to lift, the harmonious combination of rich hues and greys define and elevate the Quest look and feel.

IMPORTANCE OF WHITE
The use of white sets the stage for Quest's color to pop. Balanced ratios of white space help the vibrancy of bold colors, or elevate the sophistication of muted tones and monochromatic greys.
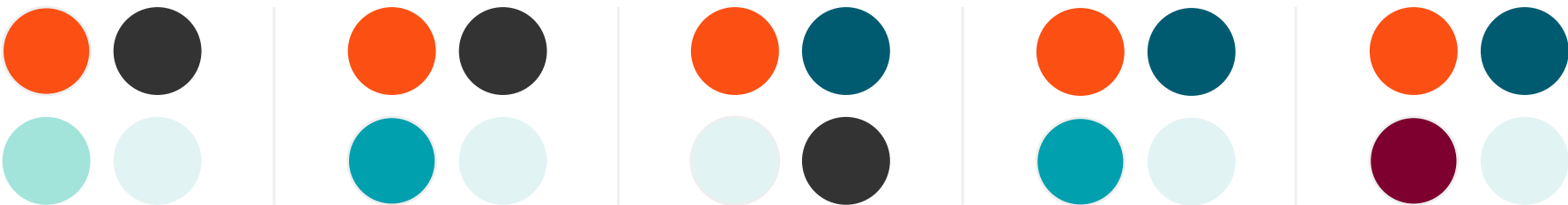
PRIMARY PAIRINGS - THESE ARE THE PRIMARY BRAND COLOR COMBINATIONS
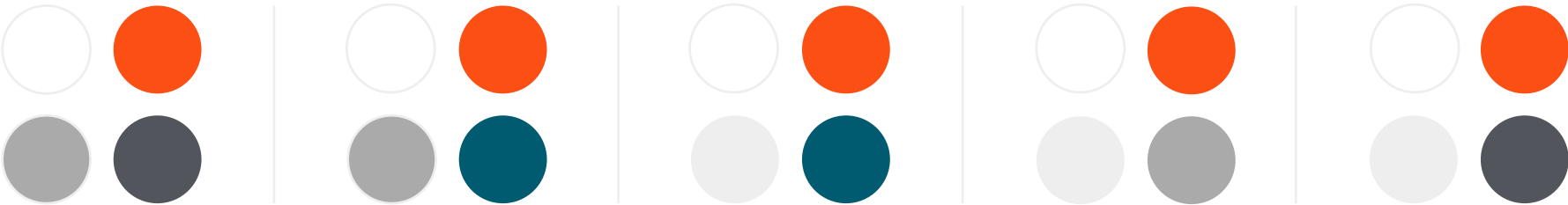
SECONDARY PAIRINGS - THESE ARE JUST SOME SAMPLES OF SECONDARY PAIRINGS
(THESE SHOULD BE USED SPARINGLY AND ALWAYS WITH QUEST ORANGE)

Our typography

OUR TYPOGRAPHY

See the brand through type

Type tells a story and the right typefaces build character. Quest fonts are strong but relatable. With three typefaces, Quest calls attention to the message while ensuring its readability. From marketing teams to IT professionals, our message is clear: Quest is the right solution for any challenge.

ARIAL
Arial is the font we use for PowerPoint templates, emails, letterhead, Word documents and any communication internally/externally with customers & partners.

PROXIMA NOVA
Proxima Nova is limited to internal or external teams/agencies who create marketing assets for campaigns, product launches and events or other branded pieces.

NOTO SANS
Fonts to be used for our websites, communities, mobile applications, online applications, portals, and product UIs.

OUR TYPOGRAPHY

Arial - employee typeface

Arial is the font for all-employee use. Arial is a standard system font. It is already available to employees and easily readable by people outside the company.

Who uses Arial?
All employees should use Arial for their day-to-day work.

What are examples of assets created in Arial?
Examples include PowerPoint presentations, emails and Word documents.

SUBSTITUTE TYPEFACE

Qq

Arial Regular
–
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*( )_+`~-={ }|:"<>?[ ]\;',./
1234567890

Qq

Arial Italic
–
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&( )_+`~-={ }|:"<>?[ ]\;',./*
1234567890

Qq

Arial Bold
–
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*( )_+`~-={ }|:"<>?[ ]\;',./
1234567890

Qq

Arial Bold Italic
–
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&( )_+`~-={ }|:"<>?[ ]\;',./*
1234567890

Proxima Nova - marketing typeface

Proxima Nova is the font used across our family of logos and official marketing assets. Its elegance and differentiation can be seen best in large format assets such as signage and billboards.

Who uses Proxima Nova?
Proxima Nova is limited to internal or external teams/agencies who creates marketing assets for campaigns, product launches and events.

What are examples of assets created in Proxima Nova?
Examples include static banners or graphics, printed collateral, corporate videos and event signage.

The Creative Services team controls access to the Proxima Nova licenses.

IDENTITY TYPEFACE

Q q

Proxima Nova Thin
—
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*( )_+`~-={ }|:"<>?[ ]\;',./
1234567890

Q q

Proxima Nova Light
—
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*( )_+`~-={ }|:"<>?[ ]\;',./
1234567890

Q q

Proxima Nova Medium
—
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*( )_+`~-={ }|:"<>?[ ]\;',./
1234567890

Q q

Proxima Nova Bold
—
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*( )_+`~-={ }|:"<>?[ ]\;',./
1234567890

Noto Sans - web typeface

Noto Sans is the font used on our corporate website. The font was created by Google to help to make the web more beautiful across platforms for all languages. Currently, Noto covers over 30 scripts, and will cover all of Unicode in the future. Noto fonts for many other languages are available as web fonts from the Google Web Fonts Early Access page.

Noto fonts are intended to be visually harmonious across multiple languages, with compatible heights and stroke thicknesses.

Who uses Noto Sans?
Internal or external teams who create web/digital assets.

Q q

Noto Light
–
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*( )_+`~-={ }|:"<>?[ ]\;',./
1234567890

Q q

Noto Regular
–
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*( )_+`~-={ }|:"<>?[ ]\;',./
1234567890

Q q

Noto Bold
–
**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*( )_+`~-={ }|:"<>?[ ]\;',./
1234567890**

Q q

Noto ExtraBold
–
**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*( )_+`~-={ }|:"<>?[ ]\;',./
1234567890**

OUR TYPESETTINGS

Kicker typesetting with Proxima Nova

A Kicker is a short phrase introducing a headline. It can also be used as chapter headlines.

Please note:

Use all uppercase.

Never apply effects like a drop shadow or outside glow.

Try to limit to 45 characters and one line.

KICKER TYPESETTINGS

Font: Proxima Nova Bold/All upper case
Leading: 1.3x type size
Kerning: 0/optical
Tracking: 100
Color: Dark Grey/White/
Primary Color
Alignment: Flush left/ragged right

THIS IS A TYPICAL KICKER

Proxima Nova Bold – 14pt | 18.2pt

THIS IS A TYPICAL KICKER

Proxima Nova Bold – 24pt | 31.2pt

OUR TYPESETTINGS

Headline typesetting with Proxima Nova

As a general rule, headlines should always be set in Quest Dark Grey or White.

Please note:

Use sentence case.

Never apply effects like a drop shadow or outside glow.

TYPICAL HEADLINE TYPESETTINGS

Font: Proxima Nova Light
Leading: 1.3x type size
Kerning: 0/optical
Tracking: 25
Color: Darker Grey/White
Alignment: Flush left/ragged right

Headline goes right here.

Proxima Nova Thin – 72pt | 80.6pt

Body copy with Proxima Nova

Good typography requires extra attention. Type can lend clarity to your message. By employing a consistent type hierarchy, the readability of your communication becomes more clear and meaningful. The following rules and examples should work together to create clear, legible, beautiful-looking copy.

Please note:

Use sentence case only.

Never apply effects like a drop shadow or outside glow.

Never use all caps.

Do not use all lowercase type.

When writing URLs, always use lowercase, never use 'www.' and do not include a period when shown at the end of a sentence.

Font:	Proxima Nova Light
Leading:	1.3x type size
Kerning:	0/optical
Tracking:	0
Color:	Dark Grey/White
Alignment:	Flush left/ragged right

Is volum alibusam, que ma quiasitias sime pa namenda di dolorro et esequi simus etur, quidebi taquia di quist dolorpor aut hiligen estrumque lisre nis alis doluptat.

Optatur? Deseditatur, quis aut prem re aut dolupta sus exero et as ex et quatur, invernatume ipsa plab impos reprem dunt ius reptat.Mus escitinuscid maxim quid qui quaecae modi vel ipic temporu ndandame et qui asin nimi, culpa voluptation pro con nemqui doles parciis nati consedi audae.
Odi repra nis maionem volorem fugitat ecerum venda iducit inciae comnimus ut quis essit rem lderferrovid ut officit a nem.

Proxima Nova Light – 12pt | 15.6pt

Our photography

Images speak louder than words

Nobody believes the shot of the perfectly posed business suits, bathed in gorgeous light, holding a pen or a tablet as if it was a priceless artifact. Our photorealistic style communicates honesty, and will leave a strong impression with the viewer – because he or she can relate to the subjects.

For photos, we hold a mirror up to a life story event, and then capture it. This means our photography opens a window to vulnerability. Imperfections. Movement. Life. It's not the perfect shot – it's the moments in-between, the seconds when real people aren't posing. They're living.

Outside the lines

Using metaphor and graphic-inspired images can extend the boundaries of our message from user-based to innovation-based. Aspiration and emotion are critical elements to these types of choices.

Digital marks

The Quest favicon

The Quest favicon is only used for URL navigational purposes on Quest.com domains **only**. The stand-alone "Q" from our new Quest logo is not a brand mark, and it should not be used to represent the Quest brand.
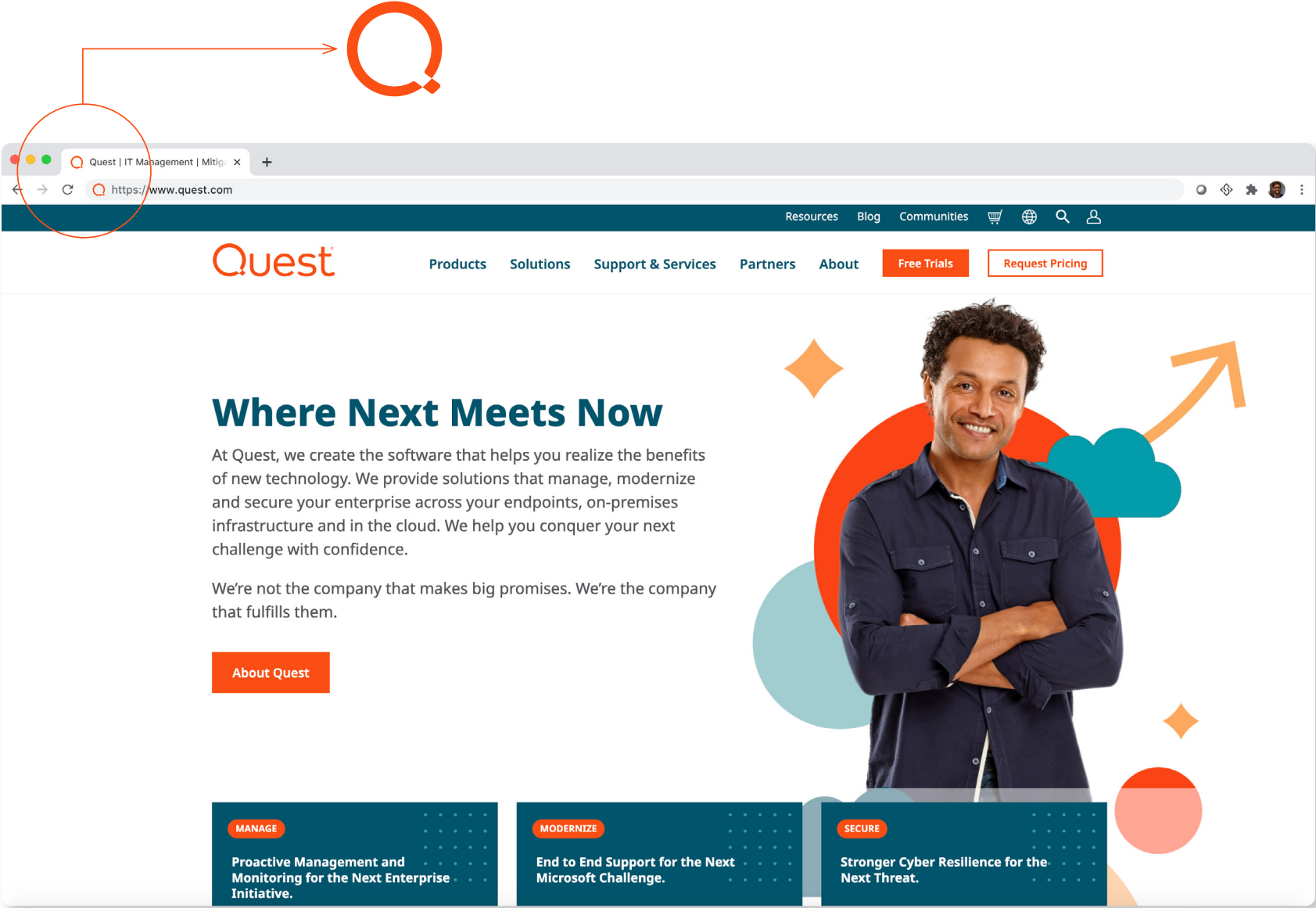
Usage guidelines:

• Do not use the stand-alone Q from our new Quest logo as a brand mark.
• For use on the the corporate website navigation tab bar.
• Any other usage must be approved by our legal team.

64x64 pixel size

16x16 pixel size

Quest avatars

We define an avatar as a graphical representation of a user that represents a person or company and is manipulated by a computer user in a virtual space (as in a internet forum or an online shopping site) and that interacts with other objects in the space.

We provide two options for a Quest avatar:

- Stylized Quest logo (as represented to the right).
- Stylized Quest logo reversed (orange background with white text)
- For use on Quest social channels (Facebook, LinkedIn, Twitter etc.)
- Use on external domains, message boards, internet forums etc.
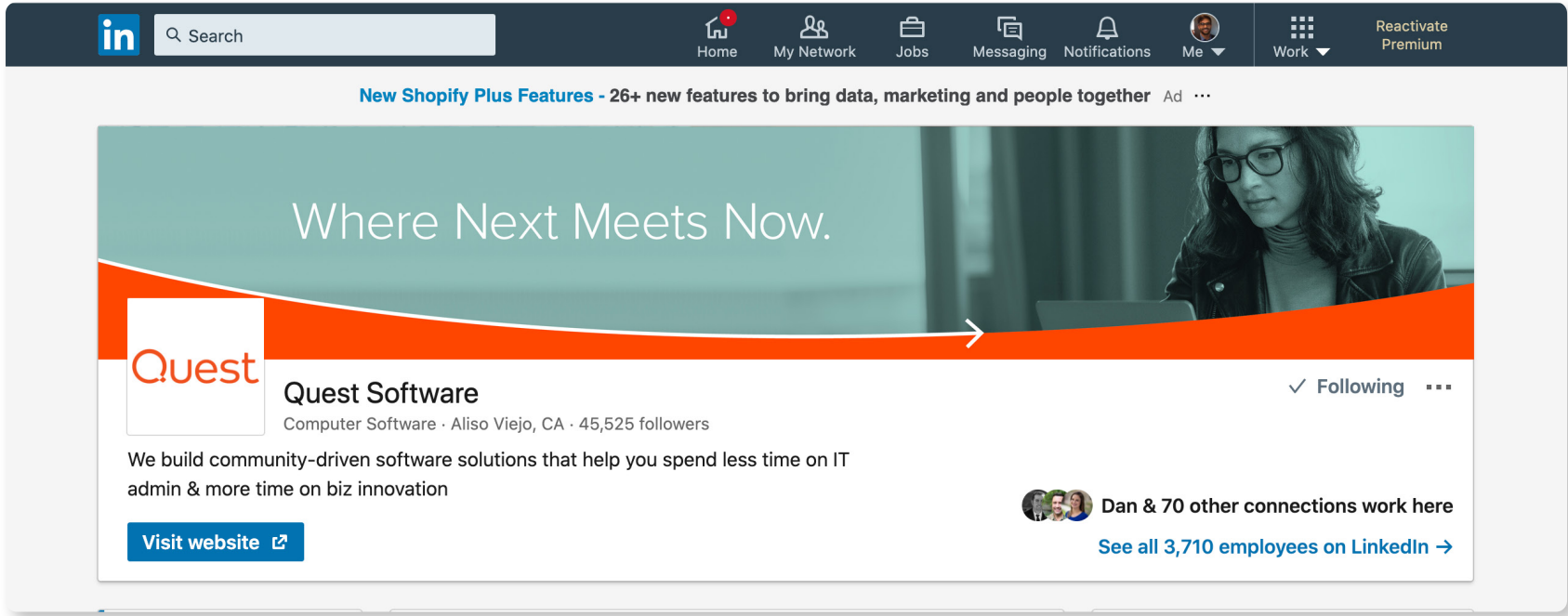- Never use the Quest stand-alone "Q" as an avatar.

Stylized Quest logo (Quest Orange)

Stylized Quest logo (white on Quest Orange)

Usage example

The product line favicon

The Quest generic favicon is to be used for our SaaS enabled products. This generic favicon ties in with the product line logo designs and strategy, while remaining simplistic to allow for easy readability.

Usage guidelines:

• Do not use the illustrations from our product line logos as brand marks.
• Do not use it for anything other than as a favicon (as a favicon in Quest SaaS products).
• Never use on other marketing assets such as wearables, booth graphics, collateral etc.
• Any questions about using this generic favicon for Quest's SaaS products should be directed to the Creative Services team.

64x64 pixel size

16x16 pixel size

CONTACT

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quest.com