



QPERCOM

Advanced Assessment Solutions

Brand Guidelines

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“ Advanced Assessment Solutions”

Qpercom is a provider of advanced assessment solutions, in the form of software and data analysis expertise. We provide digital data capture and analysis tools in assessment in healthcare and recruitment.

Our mission is to advance assessment and measurement via our research and development, and to create innovative, value-adding solutions.



Brand Guidelines

Main Logo

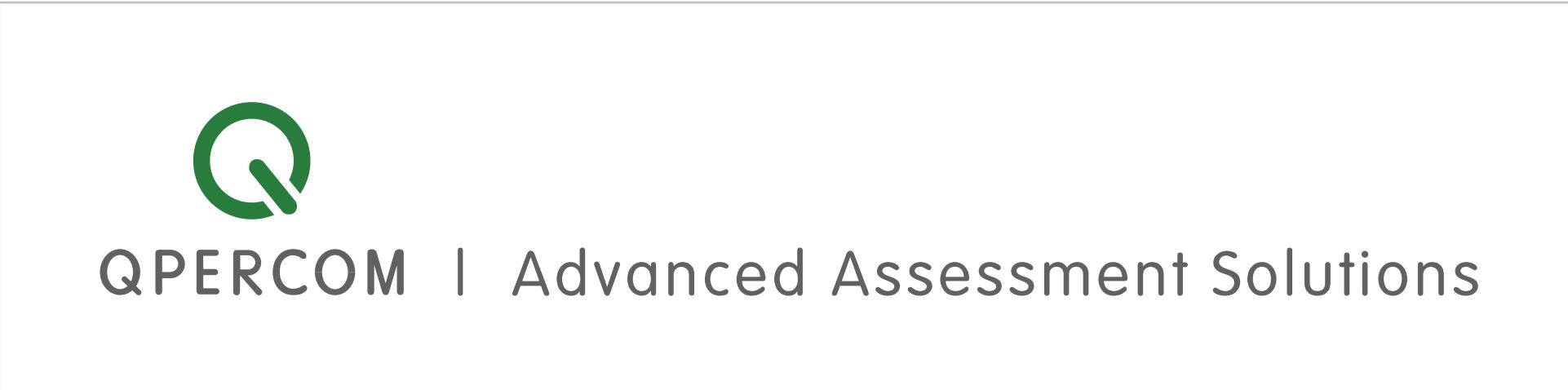
A rule of thumb is that tagline variation 2 should be used first in any graphic work. If artwork requires variation 1 of the logo due to variation 2 not fitting, the designer is allowed to use it.

The logo should always have 4 mm away from it, including tagline.

Primary logo



Primary logo with tagline variation



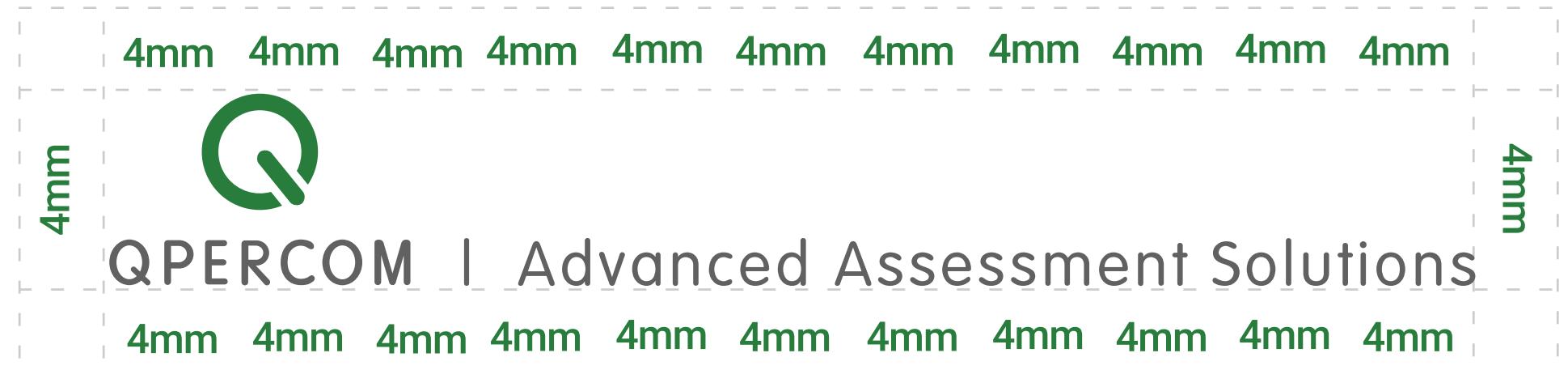
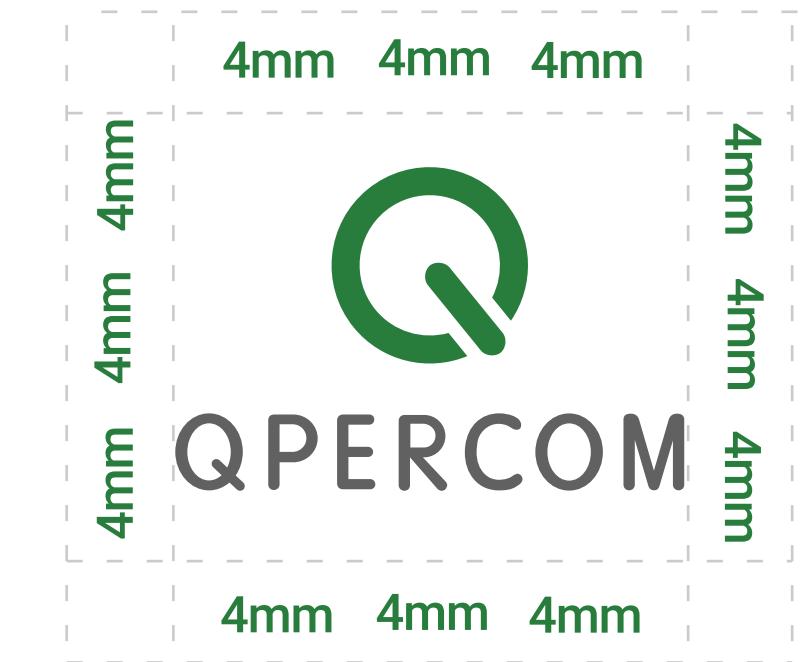
Primary logo with tagline variation 2

Brand Guidelines

Main Logo Usage

The logo including tagline variation 2 should be used in the letterhead and banners. If artwork requires variation 1 the designer is allowed to use it.

The logo should always have 4 mm away from it, including tagline.



Brand Guidelines

Brand Collateral

The logo including tagline variation 2 should be used in the letterhead and banners. If artwork requires variation 1 the designer is allowed to use it.

The logo should always have 4 mm away from it, including tagline.



Letterhead example



Banner example



Business card example



Product Portfolio Logos

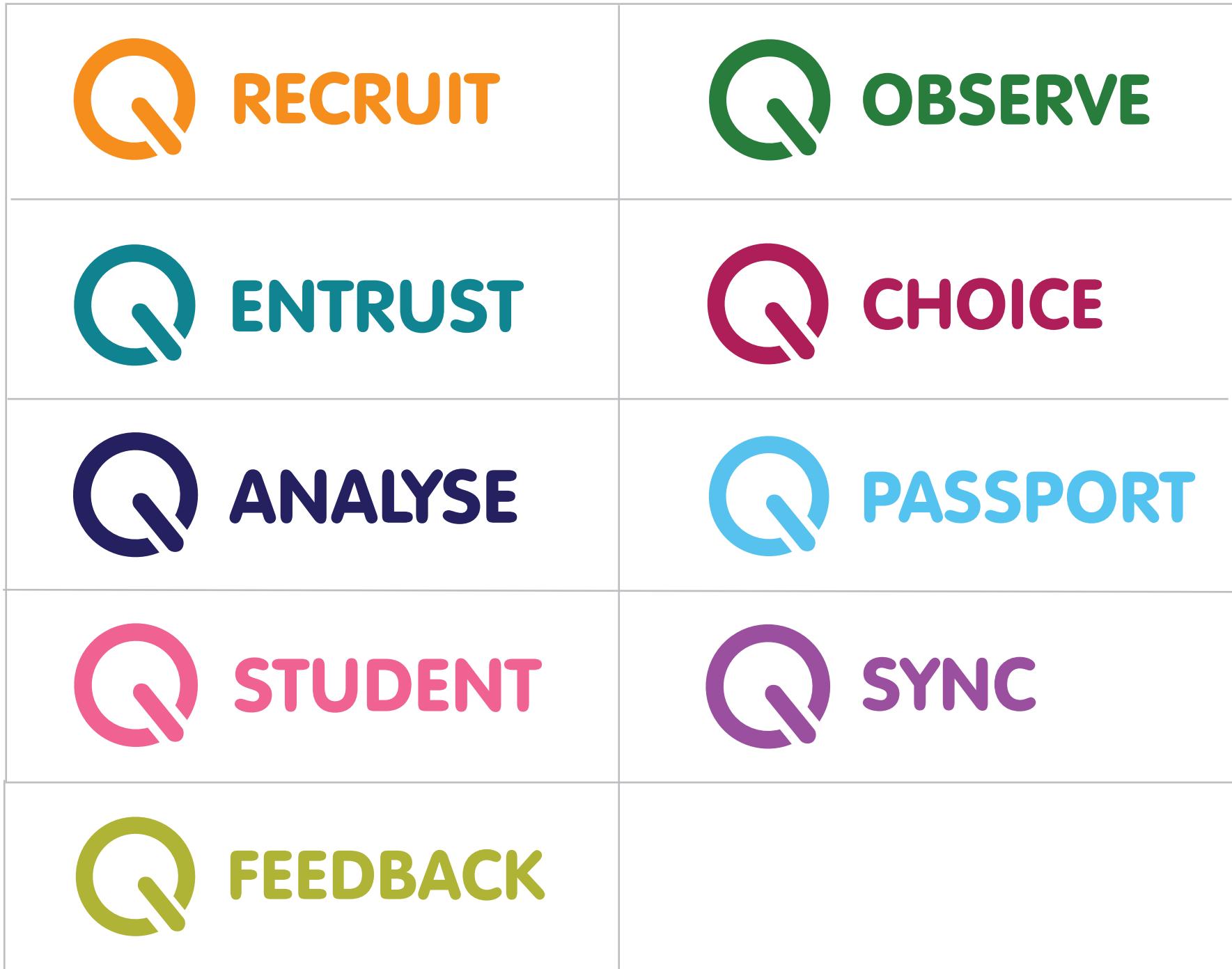
Qpercom's Product Portfolio is comprised of our management information systems used to perform and measure assessment. Qpercom also provides professional services to compliment the assessment solutions. These logos are used for all marketing and promotion of the products to all audiences external to the product management systems.



Brand Guidelines

Internal Product Logos

These logo variations are used in marketing and communications to our client base, not for all audiences. They are used internally for our product websites to distinguish between the products for UI purposes.



Logo Typography

VAG Rounded

Logo and Header font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=":?><

Regular

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Italic

*Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.*

Bold

**Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.**

Paragraph Typography

Roboto

UI/UX font and

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=":?><

Regular

Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.

Italic

*Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.*

Bold

**Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.**

Logo and Portfolio Colours

Observe



HEX 307D3D
R48 G125 B61
C82 M28 Y100 K15

Grey



HEX 595A5C
R89 G90 B92
C0 M0 Y0 K80

Recruit



HEX F78F1E
R247 G143 B0
C30 M30 Y30 K100

Entrust



HEX 03838F
R3 G131 B143
C85 M33 Y40 K5

Choice



HEX AE1F59
R174 G31 B89
C27 M100 Y47 K9

Analyse



HEX 262262
R38 G34 B98
C100 M100 Y30 K100

Passport



HEX 58C1EF
R88 G193 B239
C57 M4 Y0 K0

Student



HEX F06392
R240 G99 B146
C0 M76 Y15 K0

Sync



HEX 9B51AO
R155 G81 B160
C44 M81 Y0 K0

Feedback



HEX AFB436
R175 G180 B54
C36 M18 Y100 K0

Contact Details



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