

The Qatalum Brand



Excellence in Performance™

2020

2

Brand Elements

The Logo

This is the primary version of the Qatalum logo. The logo consists of the unique Qatalum symbol and Qatalum wordmark.

The logo has been specially drawn and should not be recreated or altered in any way. The colour standard for the logo is based on the four colour (CMYK) values as shown. Nearest equivalents are provided in Pantone®, RGB and Hex values.

Master artwork for all print and screen versions are available from the Qatalum PR Department.

In some instances to be approved by the Qatalum PR Department the symbol can be used on its own without the wordmark.



Pantone: 2945C
C: 90 M: 65 Y: 0 K: 0
R: 0 G: 84 B: 160
or DS 196-2 C 1
Hex: #0054A0



Pantone: 347C
C: 100 M: 0 Y: 100 K: 10
R: 0 G: 158 B: 96
or DS 275-1 C 1
Hex: #009E60



Pantone: 2945C
C: 90 M: 65 Y: 0 K: 0
R: 0 G: 84 B: 160
or DS 196-2 C 1
Hex: #0054A0

Colour Palette

Lead Colours

Think about the piece of communication and what the audience wants from it. In the main message refer to the brand story in higher level materials such as speeches and company reports - anywhere where the bigger story and the vision of the organisation fit more comfortably.

On more straightforward pieces of communication, internally or externally, it is important that the brand story doesn't get in the way of what you are trying to say.

It may be that you need to create a sentence or two that refer to the brand story or the idea behind **Excellence in Performance**, but never let it detract from the information your audience looking for.



Main Colours with gradations



Black



Colour Palette Secondary Colours

Think about the piece of communication and what the audience wants from it. In the main message refer to the brand story in higher level materials such as speeches and company reports - anywhere where the bigger story and the vision of the organisation fit more comfortably.

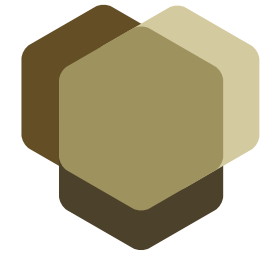
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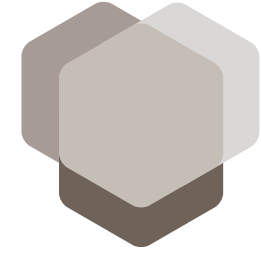
Warm | Dynamic



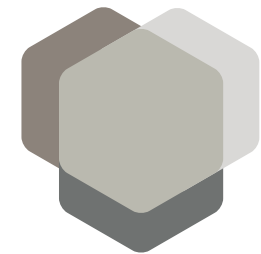
Neutral | Dynamic



Hybrid | Progressive



Cool | Integrity



Contacts

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