

Logo

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Icons



Color

Primary Logo Palette



HTML	7C7E7F	5B5D62	BAD739	00BAAE
RGB	124-126-127	91-93-98	186-215-57	0-186-174
CMYK	25-18-15-51	76-63-55-24	25-0-83-0	65-0-35-0
PMS	425	433	381	3262

Secondary Color Palette (TBD Still)



HTML	909496	5B5D62	BAD739	00BAAE
RGB	136-137-138	91-93-98	186-215-57	0-186-174
CMYK	25-17-15-44	76-63-55-24	25-0-83-0	65-0-35-0
PMS	424	433	381	3262

Do Not:

- Do not warp or distort the logo in any way
- Do not use any other typeface for the logotype
- Do not crowd the logotype or mark in any placement, keeping at least an "Q" equivalent of spacing, as shown below:



Type

Geometric 706 Medium BT
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789

Queryon brand headline font is Geometric 706 Medium BT/Black BT, a medium sans serif that brings a modernist touch to the brand. The letters "ON" are heavier (using Black BT) to add a differentiation between the letters.

Kohinoor Bangla
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789

Kohinoor Bangla is a complementary font and used in the tagline. This sans serif font is used for web and print headlines and advertising.

Geometric Slabserif 703 Medium BT
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789

Geometric Slabserif 703 Medium BT is used for the body copy font for both print and web brand applications. The stories and blogs will be laid out in this font, as well as advertising body copy.

DON'T WARP & DISTORT THE BUNNY!



DON'T ADD VISUAL EFFECTS
 (i.e. 3-d, outline, or glows)

DON'T CHANGE FONTS!

