Qmerit

Branding Guidelines

Logo

The clear space around the logo is determined by an area around the logo equal to the height of the "e" in Qmerit.

Always leave enough space around the logo to protect legibility. This area must be free of copy, graphic elements, and high-contrast imagery. In addition, the logo should always be 100% visible across all on-screen breakpoints.

The Qmerit Indiqo logos should be used on white backgrounds.

Black or white Qmerit logos should be used on backgrounds with color. Use the white logo on a dark background and the black logo on a light colored background.

Spacing

Qmerit

Logos

Qmerit
Indiqo

Qmerit
Indiqo Grey 400

Qmerit
Indiqo Grey 800

Qmerit
Black

Qmerit
White

Powered by Qmerit

The Powered by Qmerit logo is usually used in conjunction with partner logos. As with our Qmerit logo, the same spacing and color rules apply to our Powered by Qmerit logo.

Leave enough clear space (the height of the "e" in Qmerit) around the logo to protect legibility and the logo should be visible across on-screen breakpoints.

The Qmerit Indiqo logos should be used on white backgrounds.

Black or white Qmerit logos should be used on backgrounds with color. Use the white logo on a dark background and the black logo on a light colored background.

Spacing

Logos

Indiqo

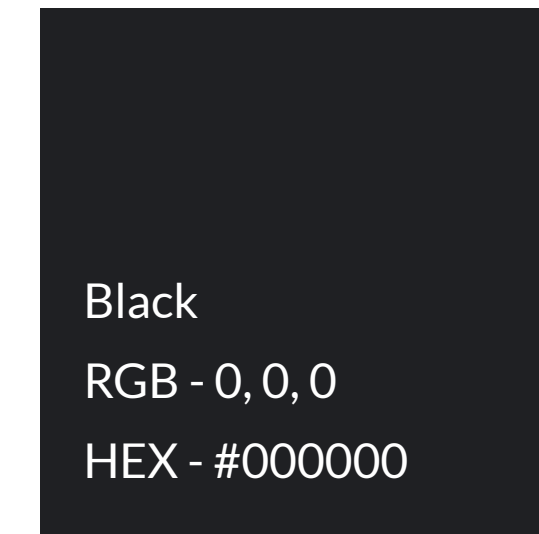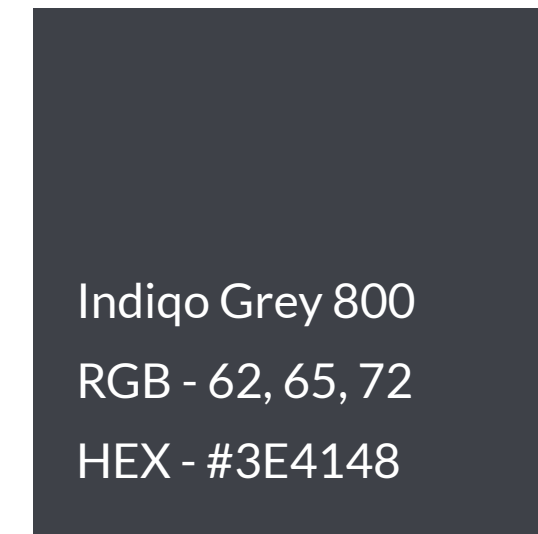Indiqo Grey 400
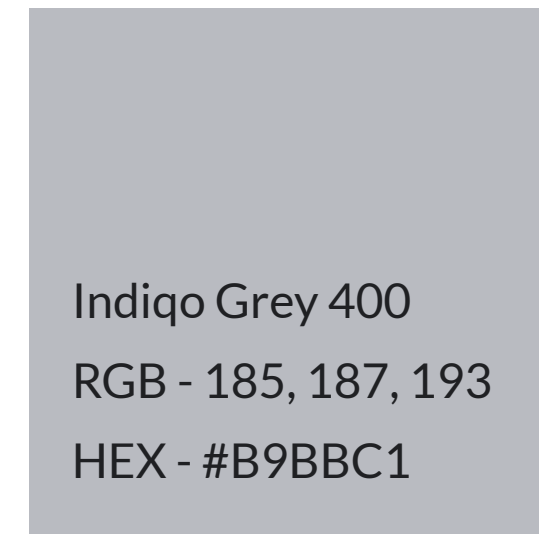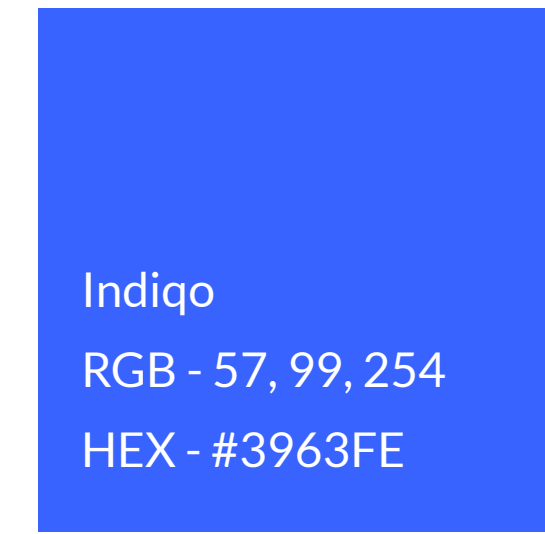

White

Indiqo Grey 800

Black

Color

Qmerit's brand color is Indiqo.

Indiqo Grey 400 & 800 should be used on white backgrounds only.

Black and White are used when our logo appears on colored backgrounds. Use the white logo on a dark background and the black logo on a light colored background.

Flat Colors

Indiqo
RGB - 57, 99, 254
HEX - #3963FE

Indiqo Grey 400
RGB - 185, 187, 193
HEX - #B9BBC1

Indiqo Grey 800
RGB - 62, 65, 72
HEX - #3E4148

Black
RGB - 0, 0, 0
HEX - #000000

White
RGB - 255, 255, 255
HEX - #FFFFFF
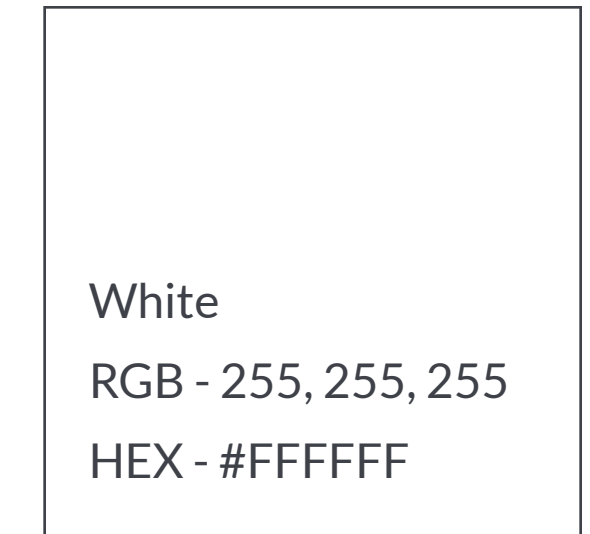
Fonts

Montserrat Bold is the main font weight for headers. It is used for defining pages and sections. Headers should always be in title case with kerning set to optical.

Lato Regular is the main font weight for body copy. Body copy should always be in scentence case with kerning set to optical.

Montserrat Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Lato Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890