

Our Logo

Our logo is our most powerful visual asset! It's an extension of us, or brand, our relationship with our customers and our solutions.

The pages that follow will lay out rules for keeping our logo consistent, clear and professional so that we can accomplish just that!

Logo Color



Quore Green
PANTONE 361 C
RGB: 93, 180, 8
CMYK: 67, 3, 100, 0
HEX: #5DB408



Quore Grey
PANTONE 11 C
RGB: 70, 70, 70
CMYK: 67, 60, 58, 42
HEX: #464646

Full Color Logomark

Our capital Q symbol is a clear and direct way of representing the Quore product. Our symbol is meant to be a friendly beacon for clarity and communication.

Our Signature

Clean and simple, our signature is based on the Basik sans-serif typeface.



Stack Version



Clear Space & Minimum Sizing

It's necessary to keep some clearspace around our logo and maintain an appropriate size, even when it's scaled down, for maximum clarity and legibility. When you're using the logo with other graphic elements, make sure you give it some room to breathe. The empty space around the logo should be at least 150% of the width of the logo.

The minimum print size and minimum web size demonstrate the smallest size that our logo should appear in either medium. Minimum print size and minimum web size is 1.5 inches or 38 mm.

Wordmark



Minimum print size



Minimum web size



Our Logomark

Our logomark—the signature Quore Q—is indicative of our entire brand! Our goal is to make it so recognizable it needs no explanation, and, as such, its use has to be consistent.

Reversed



Shadow

When using reversed style, the shadow should include alpha color of background hue.

Half Tone



Clipped



Primary Logomark

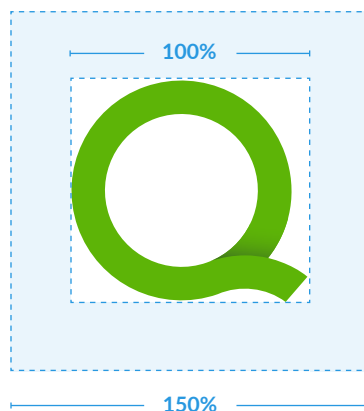
Used primarily as an app icon, and on corporate communications, the logomark should only be used when there is a clear mention of the Quore brand name.



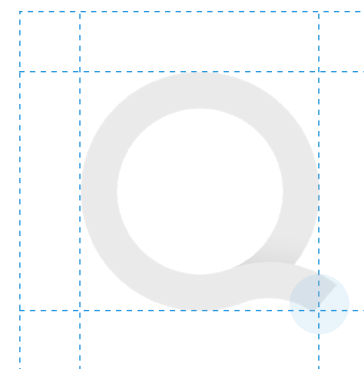
Shadow

The shadow should always be present unless the logomark is clipped.

Logomark



When you're using the logo with other graphic elements, make sure you give it some room to breathe. The empty space around the logo should be at least 150% of the width of the logo. To ensure the logo maintains its visual impact, do not go any smaller than 16 pixels wide.



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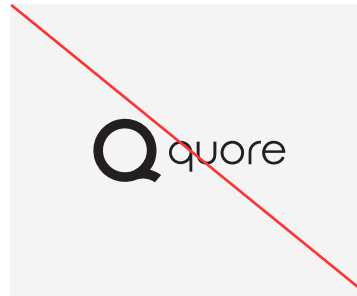
Color Versions

Our reversed white logo can appear on any color from our approved color palette. Be sure to consult this Brand Guide if you have any questions as to which colors are approved!



Incorrect Logo Usage

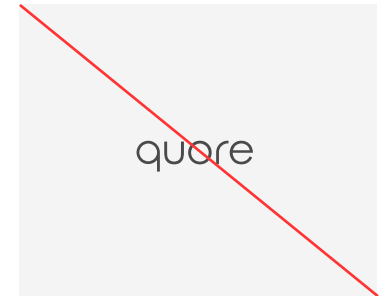
Here are a few examples of how you our logo *should not* be used.



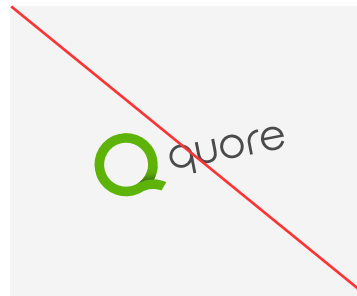
Do not chane the color of the logo. It's always in it's primary color, grascake or in reverse only.



Do not skew or distort our logo



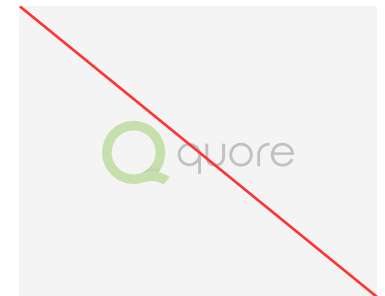
Do not add a logo without our tagline



Do not rotate our logo



Do not rearrange the order of our logo



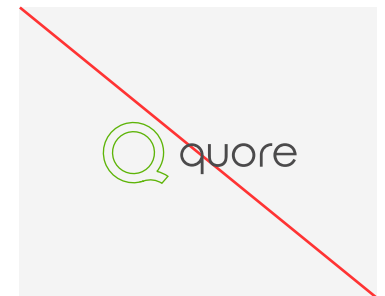
Do not lighten our logo



Do not add a 2-color logo on a color background



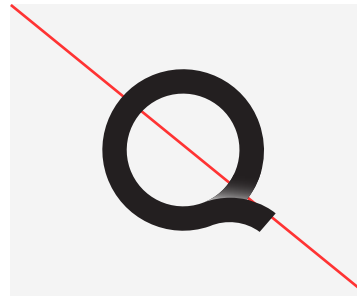
Do not add a drop shadow or any effects to our logo



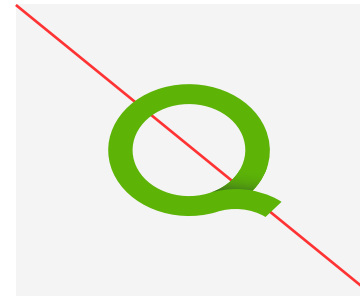
Do not outline our logo

Incorrect Logomark Usage

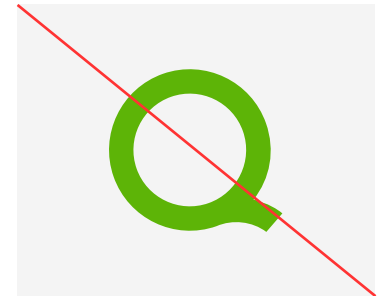
Here are a few examples of how you
our logo *should not* be used.



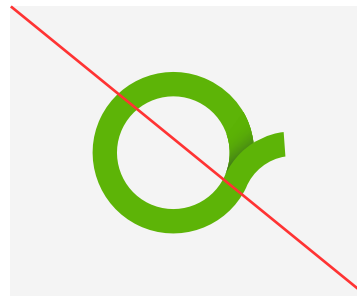
Do not chane the color of the logomark. It's always in it's primary color, grayscale or in reverse only.



Do not skew or distort our logomark



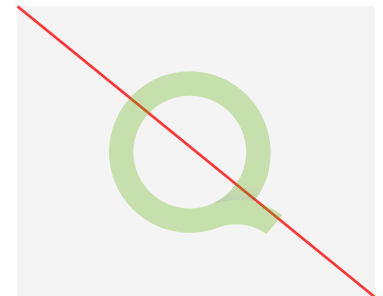
Do not add our logomark without the shadow



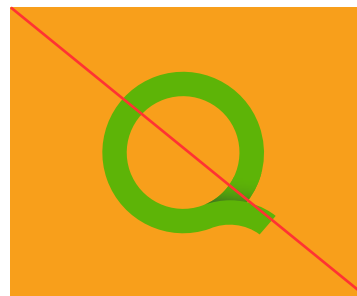
Do not rotate our logo



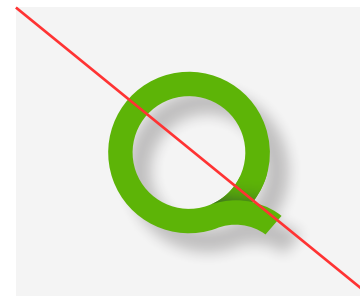
Do not flip our logo



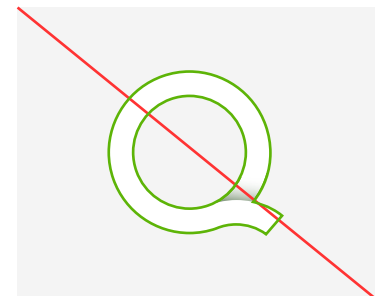
Do not lighten our logo



Do not add a 2-color logo on a color background



Do not add a drop shadow or any effects to our logo



Do not outline our logo

Our Tagline

Our tagline goes hand in hand with our logo—it quickly spells out our our mission: to relentlessly innovate and inspire others to do the same in the name of *guest service*.

Like our logo, our tagline needs to be presented with approved colors and spacing. Refer to the images at the right anytime you have questions about how our tagline should be presented! And make sure to always keep “guest” singular!

Tagline Color

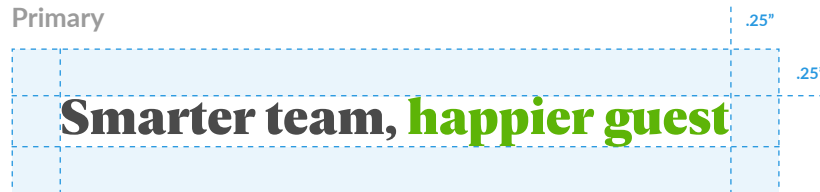


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Quore Grey
PANTONE 11 C
RGB: 70, 70, 70
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HEX: #464646

Primary



Secondary



All other colors

When using tagline on any other colors besides Quore Green, White or Sky Blue the tagline should appear reversed out