

# GRAPHIC STANDARD

Geeq<sup>TM</sup>

# 1.0

# INTRODUCTION

## OVERVIEW

The purpose of these guidelines is to explain the use of the new brand style and to reinforce consistent application of the visual elements in all communications. This includes publications, presentations, and all other marketing materials both online and offline. Guidelines on the use of the logo are included.

Your corporate identity is the face and personality presented to the global community. It is as important as the products and services you provide. Your identity is the total effect of your logos, products, brand names, trademarks, advertising, brochures, and presentations—everything that represents you.

Because the brand cannot be compromised, I have created this guide to provide all the pertinent specifications you need to maintain its integrity. The guidelines set in this document are not meant to inhibit, but to improve the creative process. By following these guidelines, the materials you create will represent your company cohesively to the outside world.

# 2.0

## THE LOGO DESIGN

The company logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.



Geeq™

**PRIMARY LOGO**  
in color



**SECONDARY LOGO**  
for use on apparel, merchandise or when legibility dictates its usefulness

# 2.1

## THE LOGO USAGE

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

When reproducing any logo elements, only the original high resolution or vector graphic files shall be used - logos should not be taken from this document.



### EXCLUSION ZONE

Make sure that text or other design elements do not encroach upon the logo.

The marked space should always be given to let the logo 'breathe', free from distraction.



### MINIMUM REPRODUCTION SIZE

In the primary logo format a minimum size must be adhered to so that legibility is retained.

In exceptional circumstances where space is below the recommended size, adjustments may have to be made to balance the shape and visibility.

DON'TS...



DO NOT distort the logo



DO NOT use a dropshadow



DO NOT place on an angle



DO NOT use unapproved colors



DO NOT place on background of unapproved color



#### PRIMARY LOGO USAGE

When appearing on black, grey or color background (Geeq approved colors only), the logo must be in white. The logo should not be placed over unapproved photographic backgrounds, patterns, visual graphics or other media.



# 3.0

## COLOR SCHEME

Accurate reproduction of the brand color scheme is essential in communicating a clear and consistent message about the company image.

Black and white are acceptable as accent colors, in addition to the colors within the assigned scheme.

PRIMARY BRAND COLORS



**Classic Geeq Blue**

**CMYK** 90 | 77 | 36 | 24

**RGB** 46 | 64 | 100

**HEX** #2E4064



**Geeq Goes Green**

**CMYK** 72 | 23 | 42 | 1

**RGB** 71 | 153 | 151

**HEX** #479997



**Indispensable Geeq Blue**

**CMYK** 73 | 30 | 9 | 0

**RGB** 61 | 148 | 195

**HEX** #3D94C3



**Orange You Glad You're a Geek?**

**CMYK** 12 | 74 | 87 | 1

**RGB** 214 | 99 | 57

**HEX** #D66339



**Limitless Geeq Blue**

**CMYK** 58 | 6 | 16 | 0

**RGB** 96 | 188 | 208

**HEX** #60BCD0

TEXT



**Black**

**CMYK** 100 | 100 | 100 | 100

**RGB** 0 | 0 | 0

**HEX** #000000

BACKGROUND/BASE COLOR



**White**

**CMYK** 0 | 0 | 0 | 0

**RGB** 255 | 255 | 255

**HEX** #ffffff

# 4.0

## TYPOGRAPHY

The primary typefaces are Jost and Open Sans.  
The fonts must be used to retain consistency, especially within the logo.  
Each may be downloaded from Google Fonts.

Replacing fonts with alternatives should not be done under any circumstances.

## DISPLAY/HEADLINE TYPEFACE

### Jost Medium

Usage: collateral, stationery, signage, merchandising/apparel, web

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

DOWNLOAD JOST

## BODYCOPY TYPEFACE

### Open Sans Regular

Usage: collateral, stationery, signage, merchandising/apparel, web

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## BODYCOPY EMPHASIS TYPEFACE

### Open Sans Italic

Usage: collateral, stationery, signage, merchandising/apparel, web

*abcdefghijklmnopqrstuvxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890*

DOWNLOAD OPEN SANS

### Jost Semi Bold

Usage: collateral, stationery, signage, merchandising/apparel, web

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### Open Sans Italic

Usage: collateral, stationery, signage, merchandising/apparel, web

**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

5.0

## CONTACT DETAILS

### Stephanie So

Geeq Founder and CDO

email: [marketing@qeeq.io](mailto:marketing@qeeq.io)

[www.qeeq.io](http://www.qeeq.io)

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