

Brand guidelines

Version 08.22



VoiceQ

Kia ora, nau mai haere mai.

Welcome to our VoiceQ brand guide.

This brand guide document is a reference tool to ensure that the identity and image of VoiceQ is represented correctly as intended, no matter if you're new to the company or work at an agency or as a partner.

All design must be signed off from Marketing or Management of VoiceQ.

Logo

Our logo is available in 2 lockups, product option lockups and colour options

VoiceQ-long

VoiceQ-stacked

These are both hero logos.

The 'icon' use is allowed in special use only.



VoiceQ logos are available in various file formats and options and should never be recreated.



VoiceQ-long



VoiceQ-stacked



VoiceQ-icon

Logo

Clearspace

The minimum clear space around the logo must be adhered to at all times. No object or text can enter this area.

Minimum size

The logo minimum size in print can be no smaller than indicated here.



Logo

Colour options

These are the colour options available in both formats - long and stacked.

No other colour can be used unless approved by management.



VoiceQ-stacked-full-colour



VoiceQ-stacked-full-colour-reverse



VoiceQ-stacked-mono



VoiceQ-stacked-mono-reverse

The Don'ts

Please don't do any of these.



✗ Do not recolour



✗ Do not break apart the logo or edit



✗ No drop shadows or effects



✗ Do not recreate the logo



✗ No slant, or tilt



✗ Legibility of the logo. In this case use the reverse logo



✗ Legibility of the icon. In this case the mono reverse logo.

VoiceQ Partner Badge

VoiceQ Partner badge
is for licenced users of
VoiceQ applications.

As supporting badge for
marketing collateral in
digital and print.



VoiceQ Partner Badge

VoiceQ Partner badge accepted use on light and dark backgrounds.



VoiceQ-Partner-badge-light



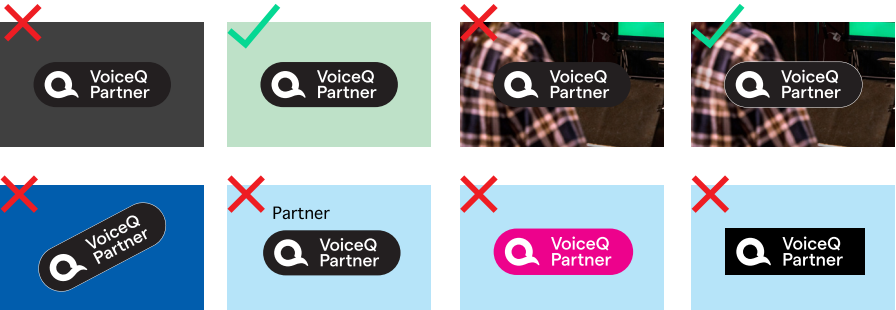
VoiceQ-Partner-badge-light



VoiceQ-Partner-badge-dark

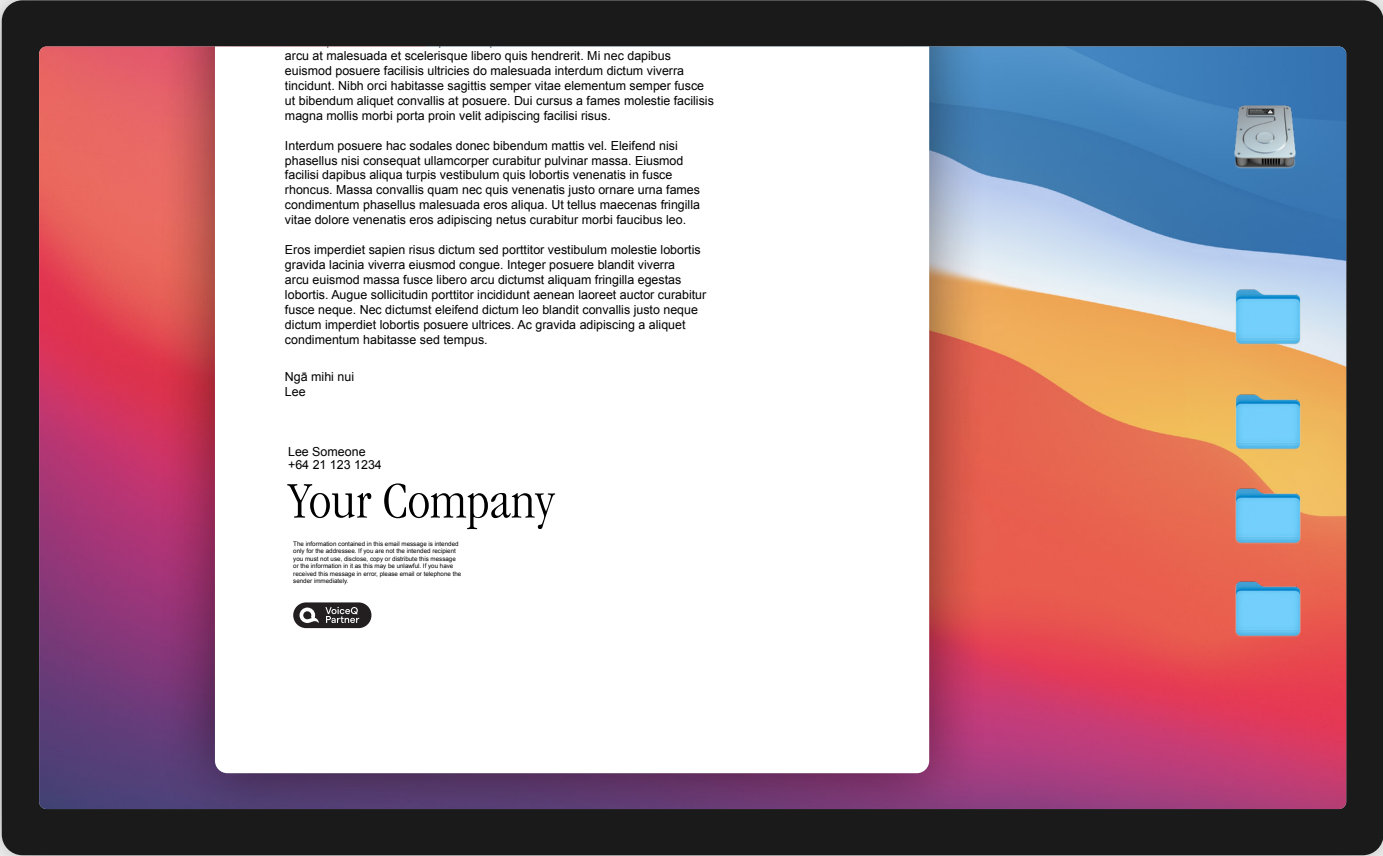


VoiceQ-Partner-badge-dark



VoiceQ Partner
Badge

Example of Partner badge
in email signature



Partner badge is too large,
needs to compliment

