

Q U A N T U M · T E C H

20

STYLE GUIDE_

QILIMANJARO
Q U A N T U M · T E C H

www.qilimanjaro.tech

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QILIMANJARO 2020_



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01. logotype

Creating the logotype_

The logotype is built by using thin lines with circular closures to compose each letter, becoming QILIMANJARO. To give it a minimalist style the principle of **Closure** is used.

The principle of closure states that when we look at a complex arrangement of visual elements, we tend to look for a single, recognizable pattern. In other words, when you see an image that has missing parts, your brain will fill in the blanks and make a complete image so you can still recognize the pattern.

In this way, although the letters have missing parts, we can read each character because they are next to another one, for example the M, A, N or R.

In the 'A' case, the horizontal line is avoided and the right vertical is modified to create the same effect with the contiguous letters.



QILIMANJARO
Q U A N T U M · T E C H

Tagline

Typography: Aristotelica Display
(‘A’ modification)



1,5 cm x 1,5 cm



Execution on a background_

Basic Logotype_



Variations_



Minimum size of reduction_

The minimum size allowed indicates how much can the logo be reduced to ensure that is readable. In this case we have two reduction options, with and without the tag line 'Quantum-Tech'.



3cm x 0,5cm

4,5cm x 0,9cm

8cm x 1,5cm



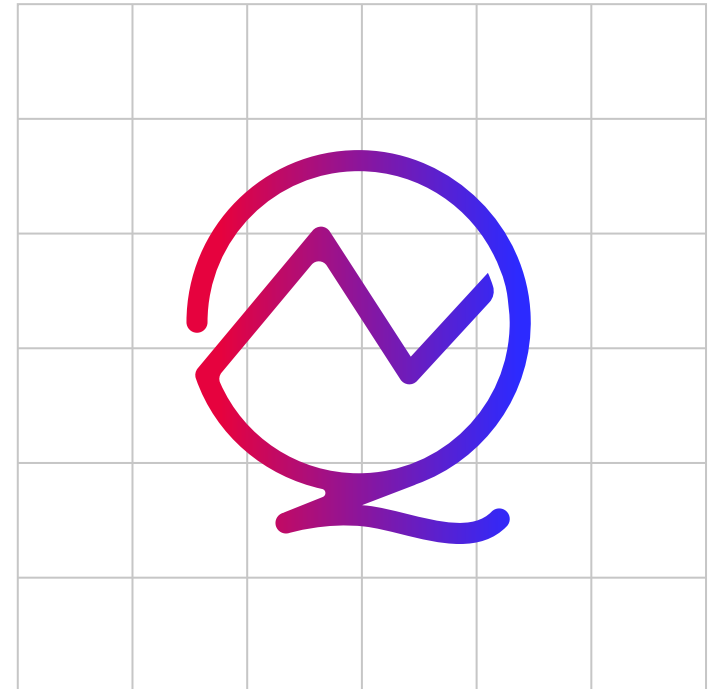
02. isotype

Building the isotype_

The isotype is built by the union of two key elements, the 'Q' letter and a minimalist abstraction of the shape of a mountain. This way the initial Q is built and can be used by its own as the brand's icon in many applications.

Qilimanjaro's philosophy is inspired by the volcanic mountain Kilimanjaro, in Africa.

The climbing of a mountain is similar to the progress of research and, in both cases, either individual and group work have great importance to reach the summit and success.



1,5 cm x 1,5 cm

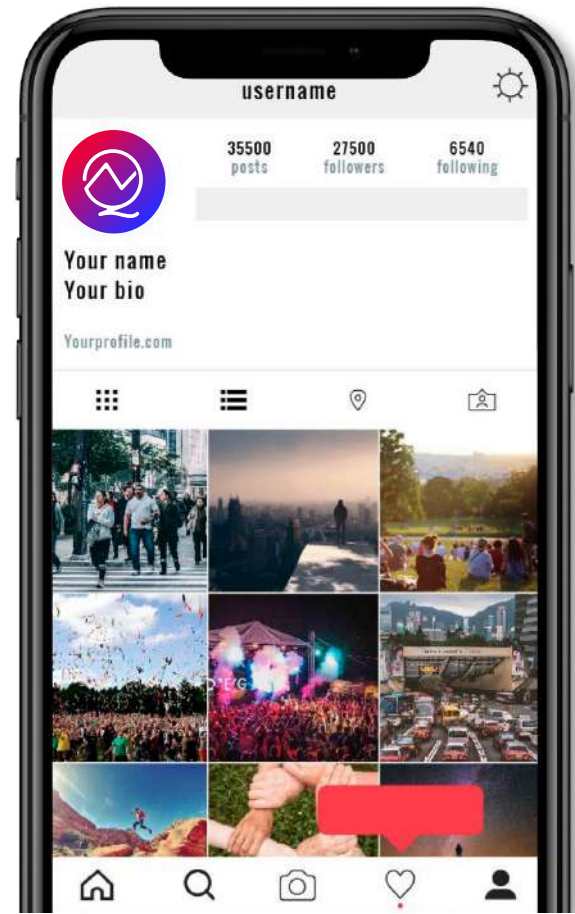
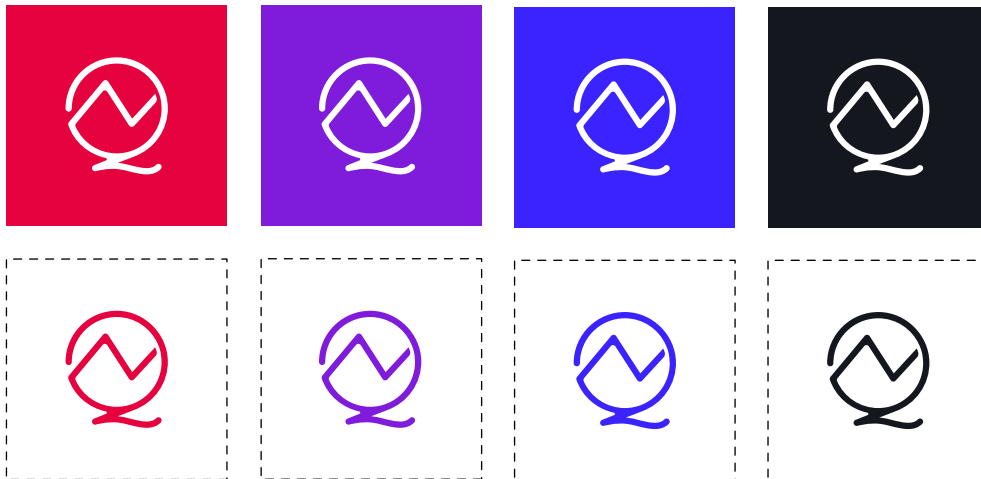


Execution on a background_

Basic Isotype_

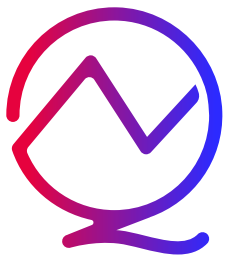


Variations_



Minimum size of reduction_

The minimum size allowed indicates how much can the isotype be reduced to ensure that is readable. For this isotype we have a medium size and then a maximum reduction to 0.5cm x 0.6cm.



0,5cm x 0,6cm

2,2cm x 2,5cm

2,8cm x 3,2cm



03. color

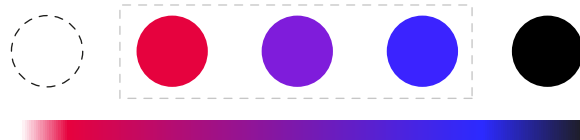
The gradient_

A key process in quantum computation is the temperature at which a qubit works that has to be near to the absolut zero.

To show this concept in colors, a gradient from a warm color to a colder one is used. The red color is used to represent the heat and blue for the cold.

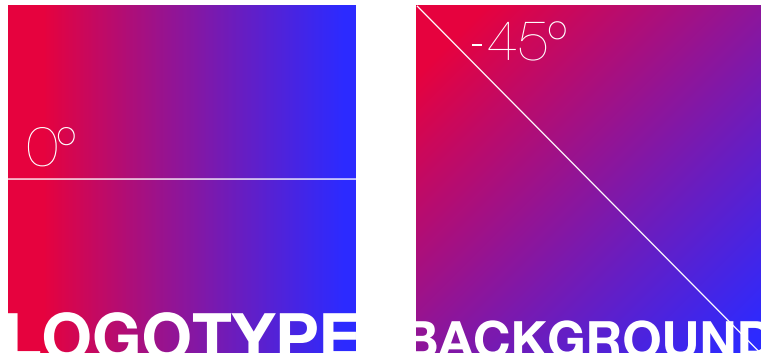
In this combination, white and black are presented as additional colors.

The Qilimanjaro brand uses the gradient as its main background color together with solid colors for particular applications or secondary uses. These are red, purple and blue.





The gradient_



The use of the gradient will be always from left to right, to symbolize going from hot to cold. When using it to fill the letters in the logotype it will be applied horizontally.

However, when applying it as a background, it will be placed with a 45° inclination, with the red tone at the top left corner and the blue at the bottom right one, so the left-right readability is maintained.

#e6023e



R: 230% C: 7%
G: 2% M: 99%
B: 62% Y: 72%
K: 0%

#7f1cdb



R: 127% C: 76%
G: 28% M: 90%
B: 219% Y: 0%
K: 0%

#3b23ff



R: 59% C: 88%
G: 35% M: 84%
B: 255% Y: 0%
K: 0%

#000000



R: 0% C: 84%
G: 0% M: 83%
B: 0% Y: 73%
K: 80%

#ffffff



R: 255% C: 0%
G: 255% M: 0%
B: 255% Y: 0%
K: 0%



04. typographies

Fonts and family fonts_

The chosen typography for Qilimanjaro is the Montserrat font family, in its multiple variations.

The Black version is for main titles with a bigger body and protagonism (these kind of titles may be modified with the corporate colors).

The Bold version works for secondary titles with less importance. Finally, the light version is for body text.

Main titles_ **Montserrat Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary titles_ **Montserrat Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

example

04. typographies

Fonts and family fonts_

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper.

FONT

Body text_ **Montserrat Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



example

(*Lorem*) ipsum dolor sit amet,
 consectetur adipiscing elit,
 sed diam nonummy nibh
 euismod **tincidunt** ut laoreet
 dolore magna aliquam erat
 volutpat. Ut wisi enim
 ad minim veniam,
 quis nos

Highlighted_ *Montserrat Regular*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Highlighted text_

In big text blocks some parts may be highlighted and some other may work as a quote.

In this cases the Regular and Light Italic versions will be used.

Mentions (Highlighted)_ *Montserrat Light Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



05. Incorrect uses

Wrong uses of the brand_

To respect the brand use and preserve its identity it is important to respect its baselines. In this way, all the indications compiled in this guide must be strictly followed. In this section, wrong uses of the brand are shown and never should be presented.



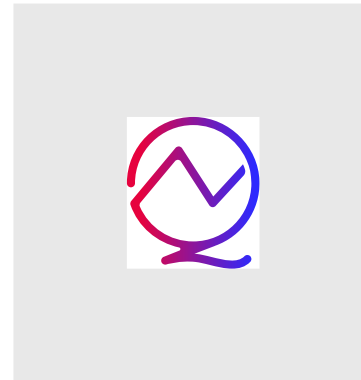
Any kind of deformation or distortion of the logotype is forbidden, as for any modification of it, either in composition or position. Using not corporate colors is not allowed, just in special cases or particular moments. If it has to be, the readability of the logotype will prevail over the background color.



06. respect area

Breathing area for the brand image_

To ensure that the logotype and the isotype are applied with harmony and without being altered at a visual level, they need to have a respect area of 1.5cm in each side. Any other element should not be placed within this area.



1,5 cm x 1,5

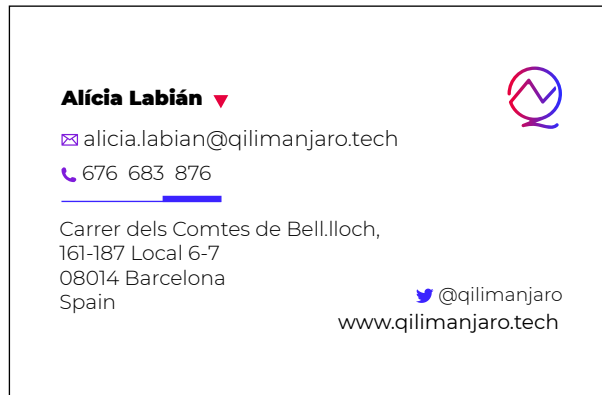


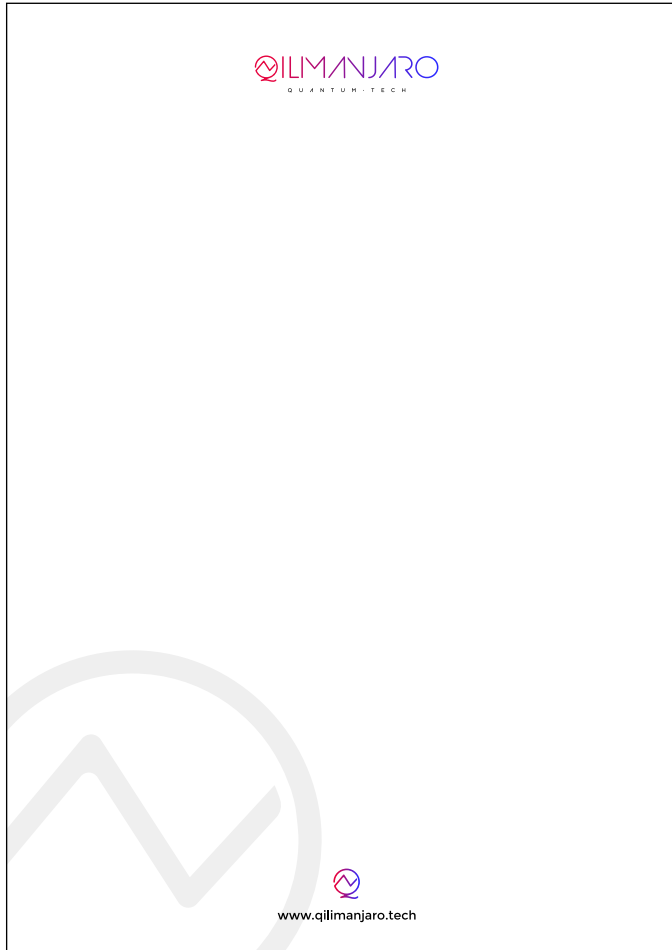
07. applications

Business card_

The personal card is a basic element for the brand. The card has been designed by thinking of the typographic use of the brand and its corporate colors.

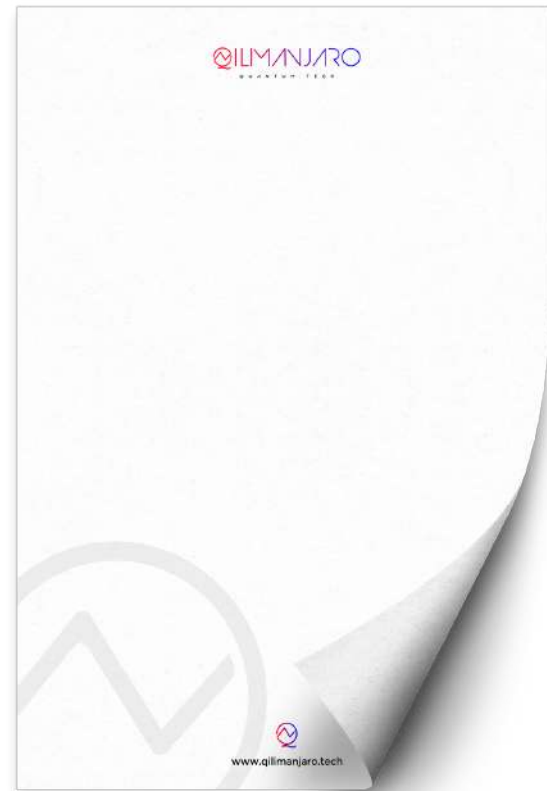
Size: 8,5cm x 5,5cm





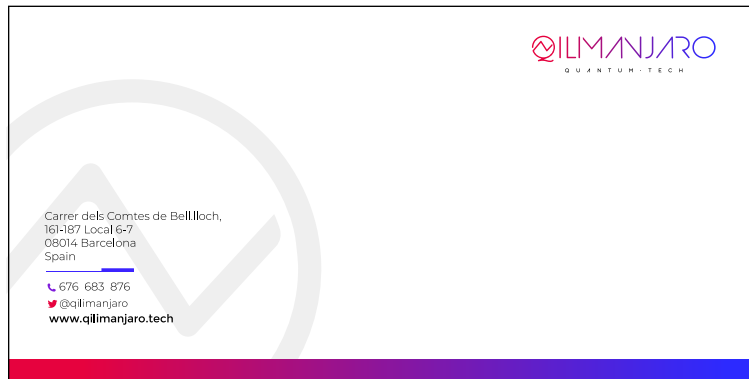
Corporate paper_

Paper sheet to be used in official documents of the brand.
A4 format for its easy printing



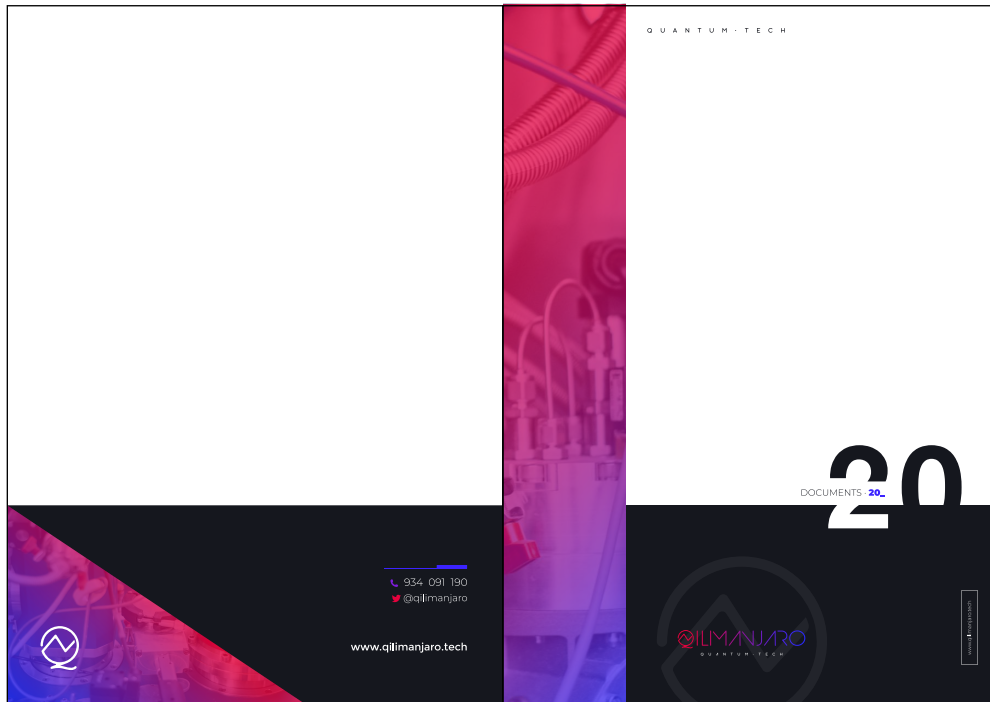
Envelope_

Corporate envelope for official documents.



Folder_

Corporate folder for any kind of document.
For a maximum size of A4 documents



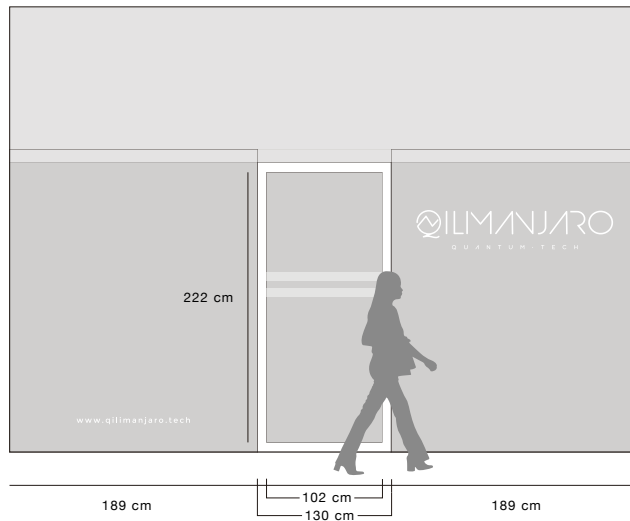
Templates_

Corporate template for brand presentations.

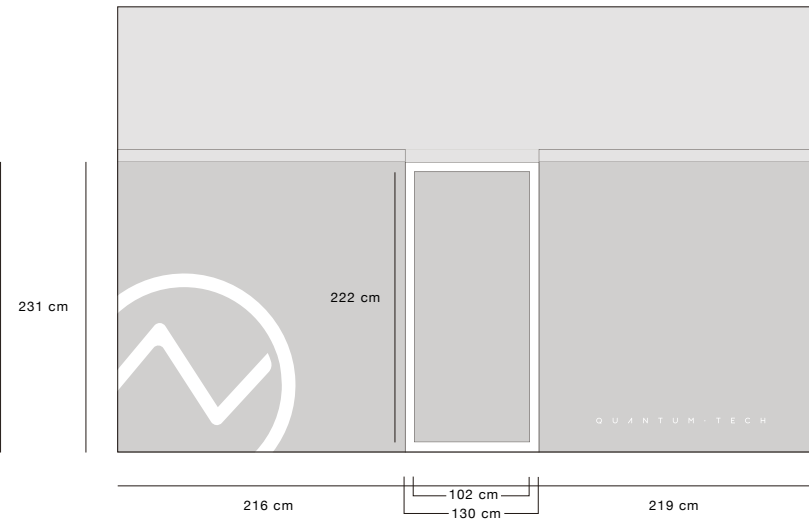


Vinyls_

Sticky vinyls for the window dressings of the Meraki office.
To bring identity to the space to be seen from the outside,
also bringing some privacy to the workers.

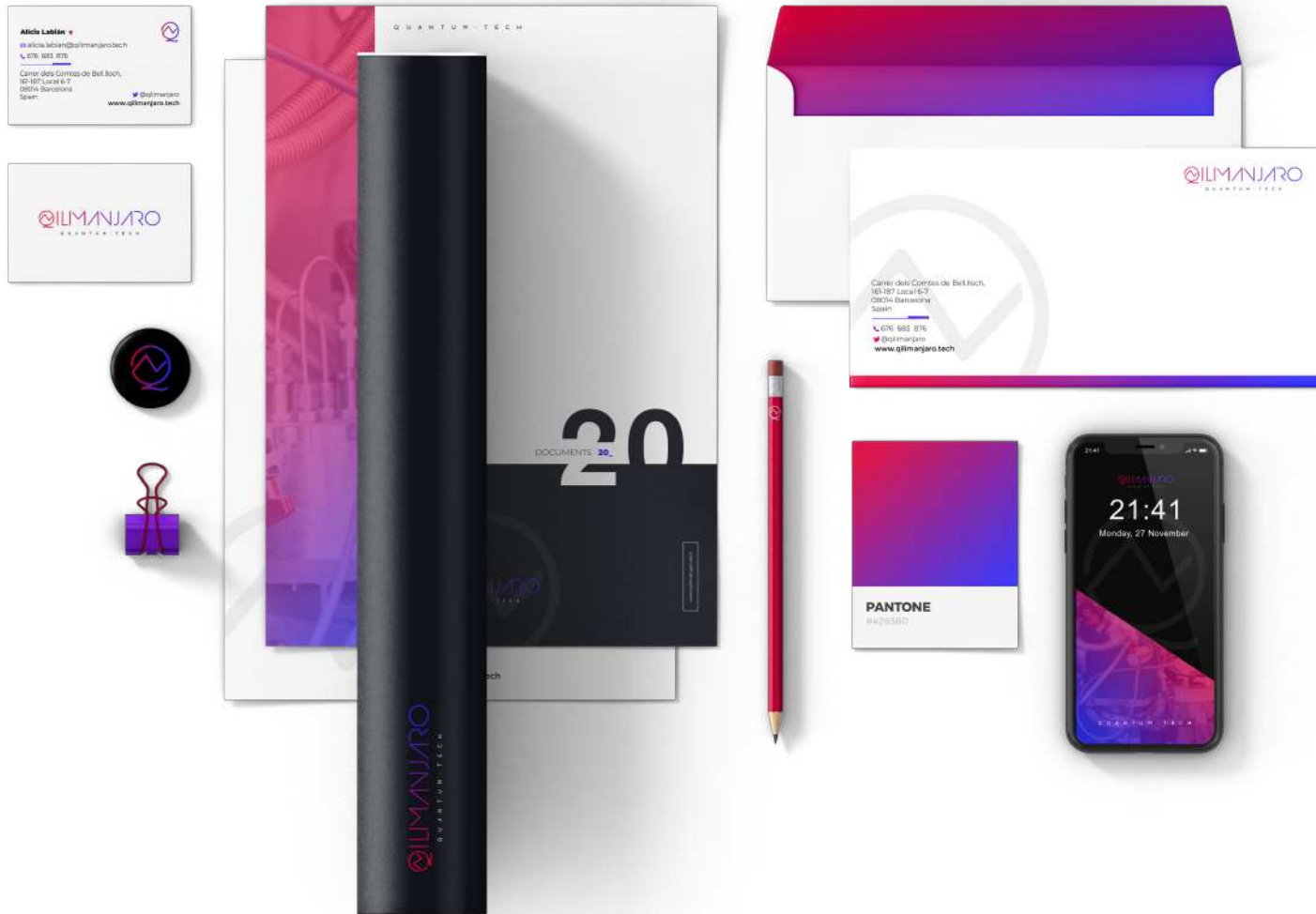


Principal entrance (Out side 1.)



(Out side 2.)







www.qilimanjaro.tech



QILIMANJARO
QUANTUM · TECH

Style guide for the brand image designed by **David Debete**[®]
for Qilimanjaro Quantum Tech.

Qilimanjaro Project 2020[®]





David DeBete en:



www.daviddebete.com