



Brand Guideline

A Complete Guideline of
Qwaiting

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Brand Logo



Light Mode



Dark Mode

Logo Structure

The logo must be standardized according to the same proportions as shown below to ensure it is always correct in presentation, without distortion, squeezing, oversimplification or disproportionate floral elements, affecting the brand's image.



Logo Mark



Horizontal logo

Safe Distance

Clear space is the term for a specific amount of space that a logo must have on all sides, no matter where it is used. The reason for clear space is to ensure that a logo maximizes visibility and impact.



Logo Color

The JackPet logo can appear on many different color backgrounds but must still comply with the standard ratio of the logo

Primary Color



#5C4AE4

RGB

92 74 228

CMYK

74% 73% 0% 0%



#333333

RGB

51 51 51

CMYK

69% 63% 62% 58%

Secondary Color



#B1C8E7

RGB

177 200 231

CMYK

23% 13% 0% 9%



#00A928

RGB

0 169 40

CMYK

100% 0% 76% 34%



#F6AC01

RGB

246 172 1

CMYK

0% 30% 100% 4%

Brand **Typography**

Typeface

Aa

Typography hierarchy for a company involves organizing text elements to prioritize information. This is achieved through variations in font size, weight, and style to guide readers' attention and convey the importance of different content. It enhances readability and helps communicate messages effectively.

Font - Instrument sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789? !/ * - #

Regular

Medium

Semi-Bold

Bold

Extra-Bold

ABCD

ABCD

ABCD

ABCD

ABCD

Brand **Stationary**

Business Card

Marsha Smith

Designation

 +91 941 703 5046

 info@qwaiting.com

 Plot No. D-151, Phase 8,
Industrial Area, Mohali
PunjabIndia



Letterhead

Waiting

 +91 941 703 5046 |  info@qwaiting.com

 Plot No. D-151, Phase 8, Industrial Area, Mohali PunjabIndia

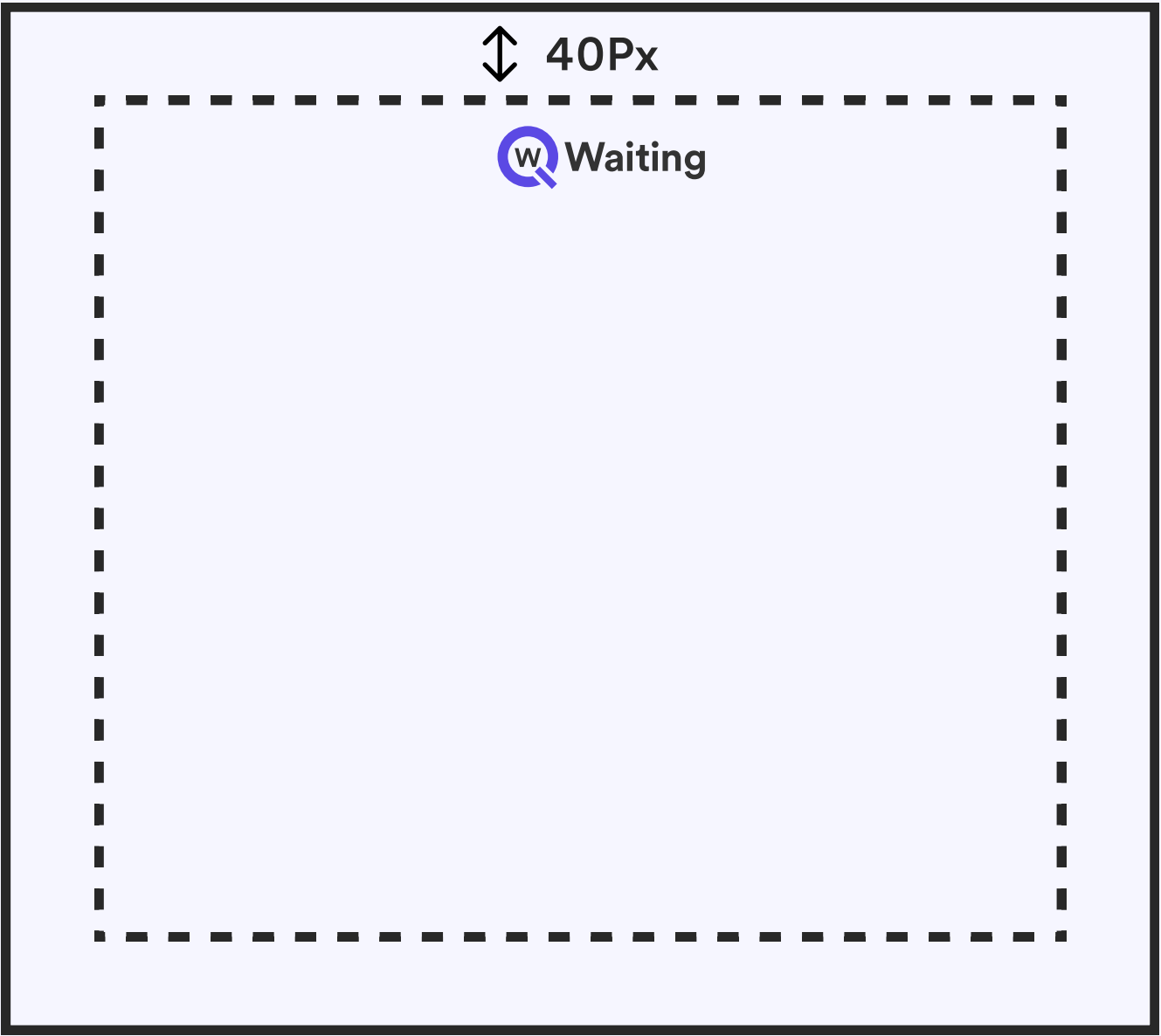
Waiting

 +91 941 703 5046 |  info@qwaiting.com

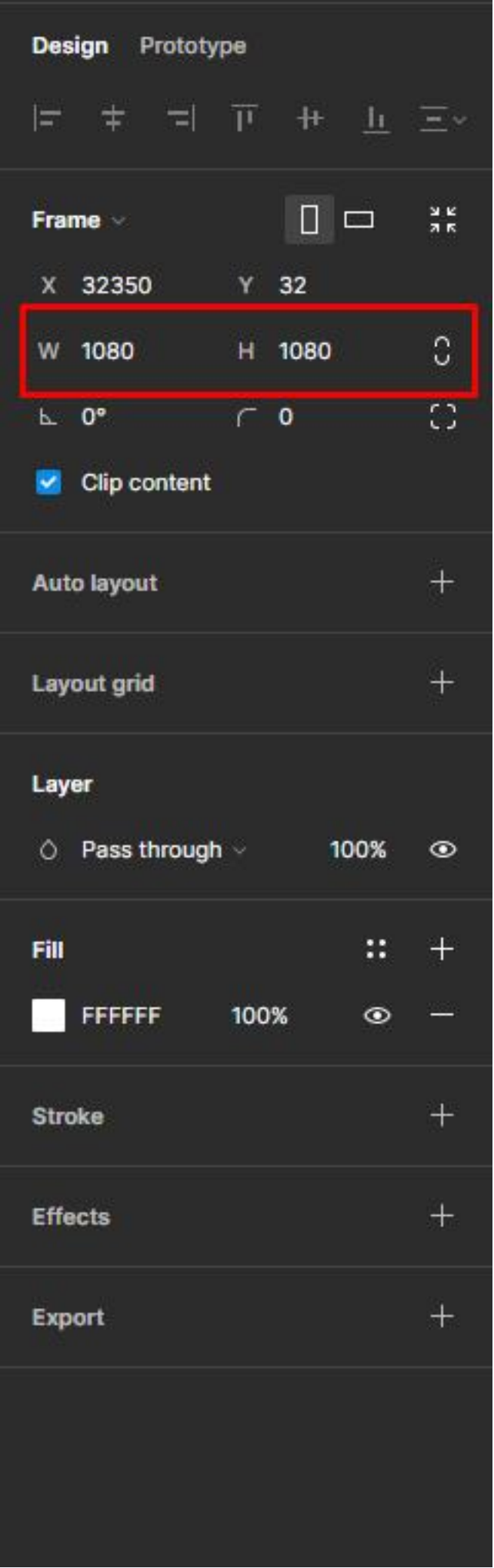
 Plot No. D-151, Phase 8, Industrial Area, Mohali PunjabIndia

Size Of Social-Media

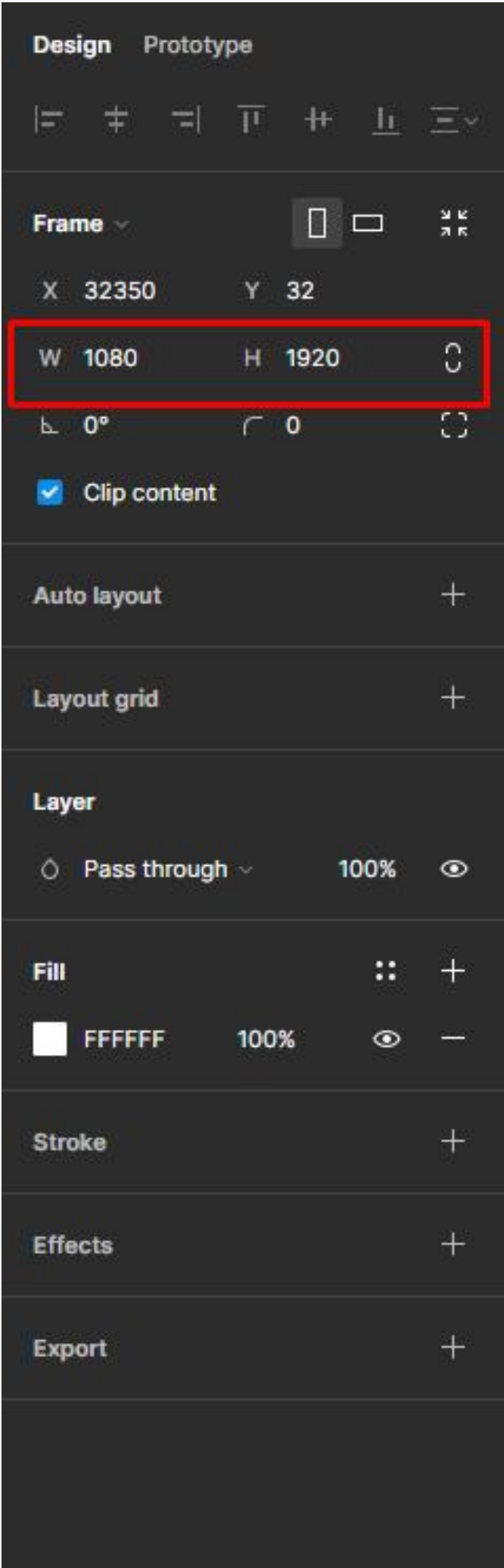
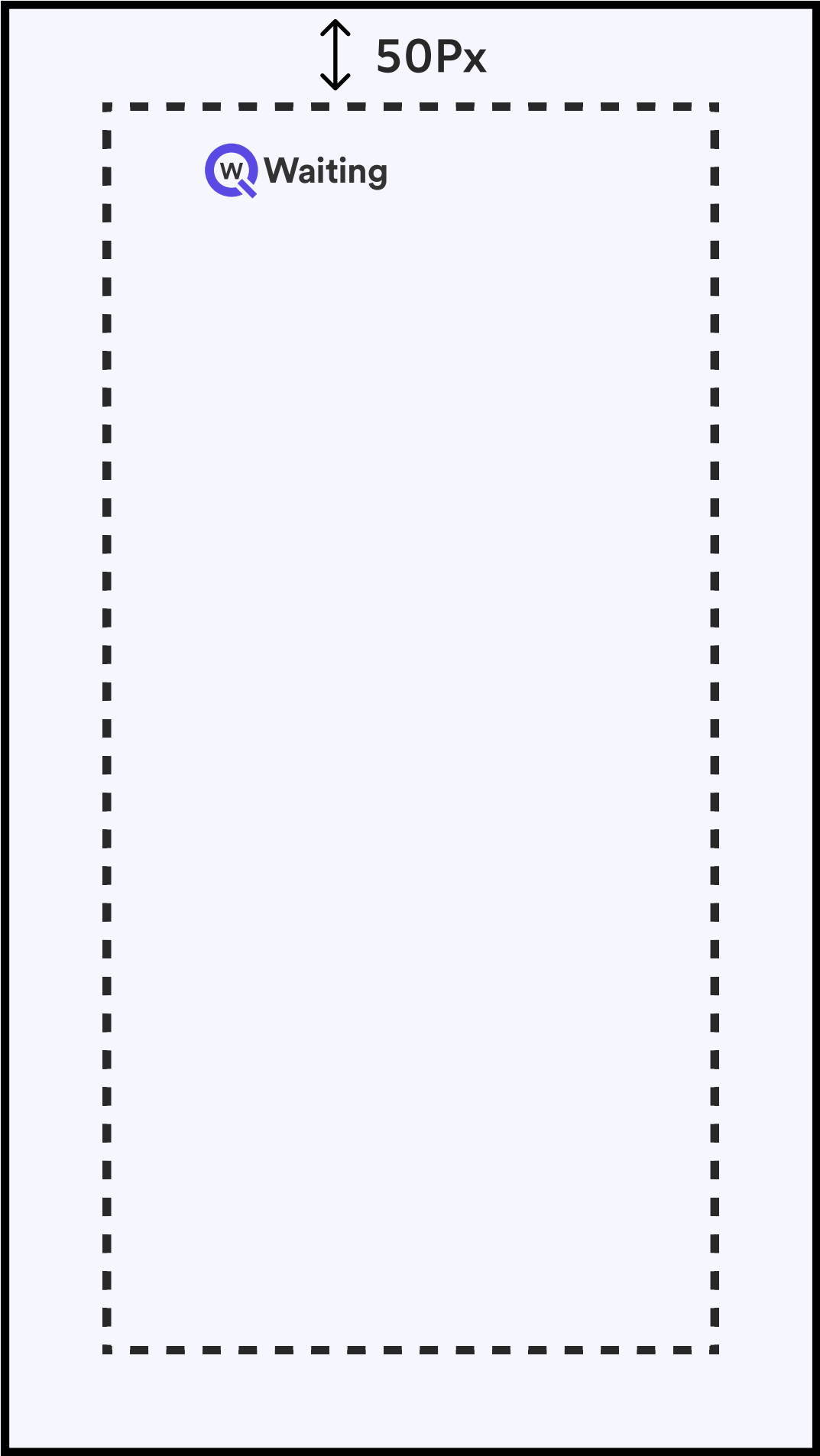
Facebook / Instagram Post Size



: Size - Weight - 1080px / Hight - 1080px



Story And Reel Size

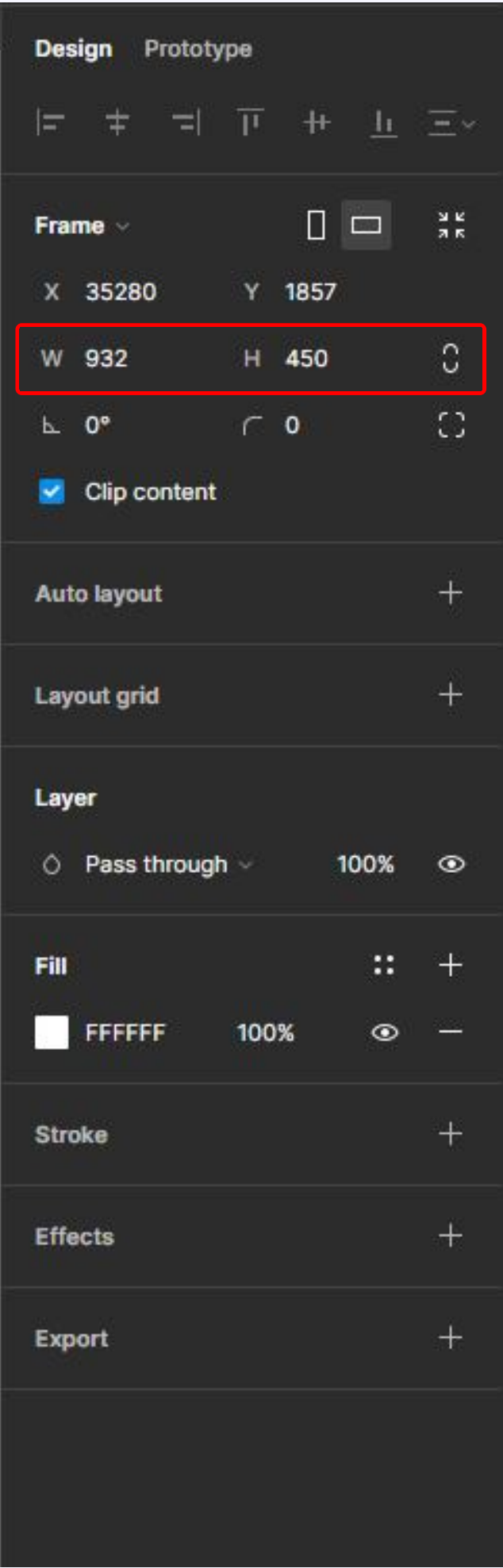


: Size - Weight - 1080px / Hight - 1920px

Blog Image Size



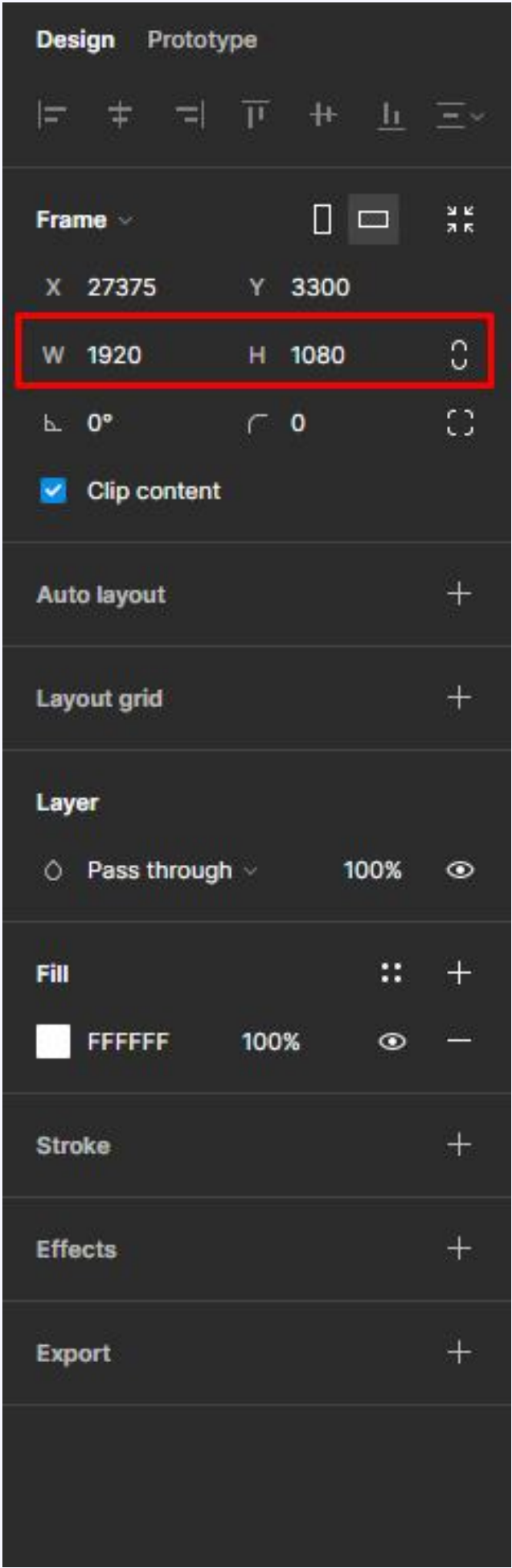
Size - Weight - 932px / Hight - 450px



You Tube Video Size



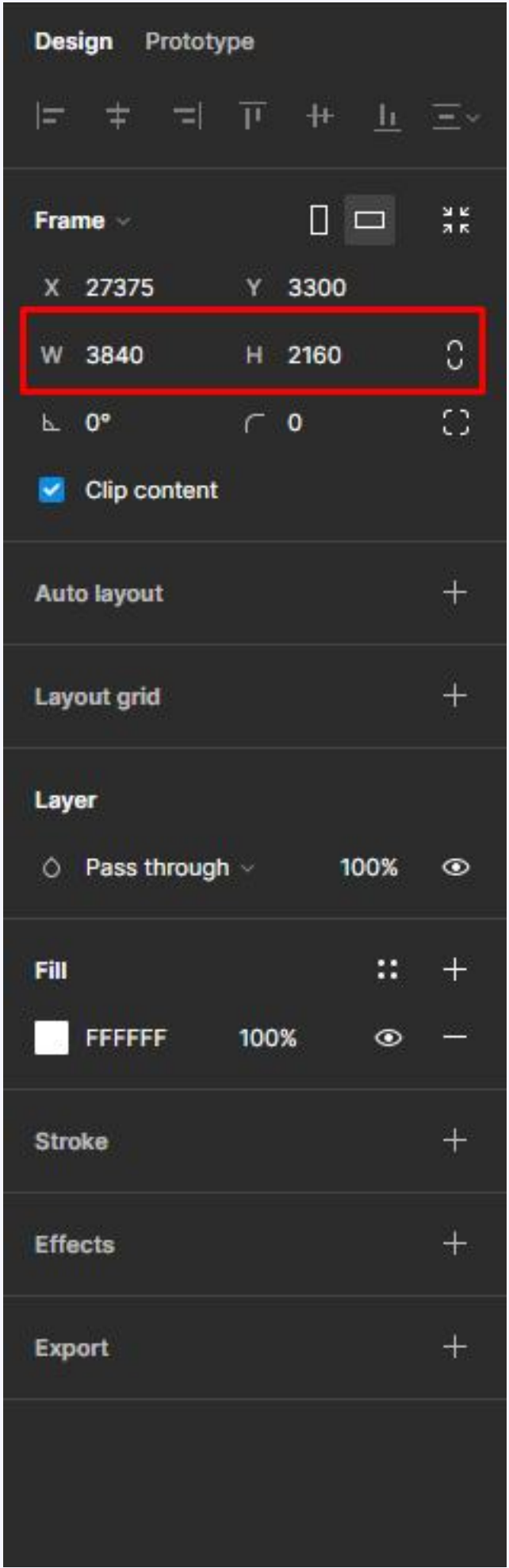
Size - Weight - 1920px / Hight - 1080px



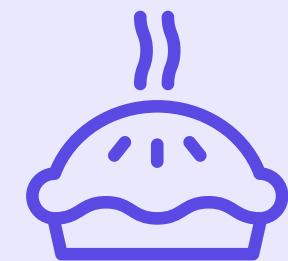
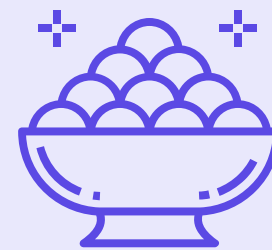
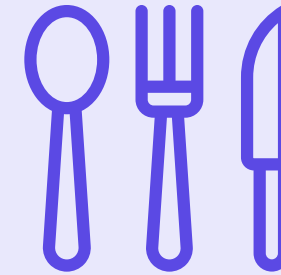
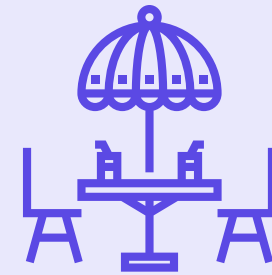
You Tube Video Size



Size - Weight - 3840px / Hight - 2160px



Brand Iconography



THANK YOU

FOR WATCHING