


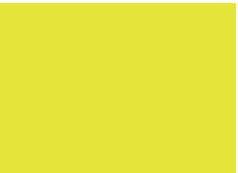




Color palette

					
CQ Plum hex: #32195b cmyk: c93 m100 y30 k26 pms: 2617C	CQ Coral hex: #f04b45 cmyk: c0 m86 y75 k0 pms: 2034C	CQ Lime hex: #a7ce38 cmyk: c40 m0 y100 k0 pms: 2292C	CQ Lemon hex: #e7e63b cmyk: c13 m0 y89 k0 pms: 394C	CQ Blue hex: #8dc1db cmyk: c43 m11 y7 k0 pms: 291C	CQ Magenta hex: #ec098d cmyk: c0 m98 y1 k0 pms: Original Process Magenta C

Color usage

Primary



Secondary



Tertiary



Typography

Primary font

Gotham

Abc123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Gotham, Bold

Gotham, Medium

Gotham, Book

Gotham, Light

Gotham, Extra Light

Usage

Use Gotham Bold for headlines

Use Gotham Medium for subheads

Use Gotham Book for body copy

Use Gotham Light as a subhead variation

Use Gotham Extra Light for footnotes & disclaimers

Universal font

Century Gothic

Abc123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Century Gothic, Bold

Century Gothic, Regular

Usage

Use Century Gothic for headlines

Use Century Gothic for body copy

Use only as an alternative for emails, internal communication, or when Gotham isn't available.

Logo options

The transitional logos are currently used on external marketing materials, such as tradeshow materials, flyers, catalogs and print. Lockup with Themeline should be used on all marketing materials after the duration of the transitional logo period. Stacked logos should only be used in applications with limited width.

Transitional



Lockup sans Themeline



Transitional



Lockup with Themeline



Stacked



Clear space

Always maintain a clear space surrounding the logo on all four sides in equal measure. The clear space should always be equivalent to half the height of the logomark in any given instance.



Minimum size

Primary

Ideal minimum requirements fall at a width of 125 pixels.



Secondary

Ideal minimum requirements fall at a width of 125 pixels.



Logo usage

Do not stretch, squeeze, or change the color of the logo.

Full-color versions of the CQ Medical logo family are always preferred. All-white (or reversed) versions of the logo family are available for use when the background color is too dark to use the full-color versions.

Proper usage on products: color

When product surface is dark use a white horizontal logo. When product surface is light use plum horizontal logo.

Proper usage on products: minimum sizing

Use single logomark on products smaller than 0.5 inches.



Improper usage



Do not distort the logo.



Do not outline the logo.



Do not change the color of the logo.



Do not use logo below its minimum size

Patterns

Our patterns are made up with our logo mark and geometric shapes in a clean grid. When thoughtfully applied, they are to be used to expand our visual identity and add rhythmic energy to any design.

