Quartz Carpet Website Brand Manual

website design by NH Strategic Marketing

NHStrategic
Marketing.com

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Primary Logo

Quartz Carpet logo is essential in helping audiences identify the brand and should always be represented accurately to maintain a consistent and recognizable brand image. Where possible, the primary logo on a transparent background should be used.

Color Variations

These variations can be used in different situations when appropriate, but the black on white or the white on red should be used whenever possible.

Secondary Logos

When necessary, secondary logos may be used, with caution, if the primary logo or its color variations will not work.

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Primary Logo

To ensure legibility, there should always be clear space around the logo. This space prevents competition with other graphic elements that might crowd, conflict with, or lessen the impact of the logo.

QUARTZ
CARPET

Size

The smallest the logo should appear is 1.5" wide.

QUARTZ
CARPET

1.5" wide.

Incorrect Usage

The logo must always appear in a fixed relationship which may not be altered, adjusted, or modified in any way.

A. Do not rotate.

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CARPET
SEAMLESS STONE FLOORING

B. Don't squish or stretch

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C. Don't infringe on clear space

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D. Don't use unapproved colors.

QUARTZ

E. Don't add text effects.

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F. Don't use variations together.

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The Brand's First Impression

Colors are compelling and evocative and often give the first impression of a brand. Quartz Carpet primary colors of Red and dark gray evoke energy and vitality while also conveying professionalism and expertise.

Primary Colors

RED
CMYK: 25, 100, 94, 22
RGB: 155, 28, 35
Hex: #9b1c23

DARK GRAY
CMYK: 76, 64, 60, 60
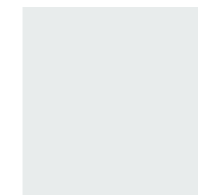RGB: 41, 48, 51
Hex: #293033

Secondary Colors

MEDIUM GRAY
CMYK: 62, 53, 52, 23
RGB: 96, 97, 97
Hex: 606161

LIGHT GRAY
CMYK: 8, 4, 5, 0
RGB: 232, 236, 236
Hex: #E8ECEC

The Brand's Written Style

Quartz Carpet typography is clean, bold, and professional. When used according to the guidelines below, it should convey a clear and impactful message without being too stylistic and overwhelming.

Main Title 44

Typeface: Open Sans Regular
Color: Dark Gray
Tracking: 44

Subtitle 18

Typeface: Open Sans Bold
Color: Red
Size: 18 pt

Body 11

Typeface: Open Sans Regular
Color: Dark Gray
Size: 11 pt

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