



BRAND GUIDELINES

INTRODUCTION

People experience companies in a variety of ways: through their products and services, the people they employ, the buildings and environments they inhabit and the communications they send out. One of the most powerful ways people judge anything is through its visual appearance.

Our visual identity communicates a number of important ideas about our company. The following pages contain practical rules for implementing the basic elements and bringing the personality of our company to life.

The purpose of the guidelines is to help build and maintain a consistent image of our company throughout all of our communications around the world. We need to manage our visual identity in the same way as any other strategic asset, as this will help differentiate us in an increasingly competitive marketplace.

Please ask or contact the Corporate Communications and Marketing Department for assistance instead of making up your own rules.

01

BRAND MARQUE THE LOGO

BRAND MARQUE

ROUNDED ANATOMY

Symbol & wordmark

The symbol plays an important role in the Group identity. It appears in all the Quantis logotypes and it will be present in all its corporate communication and advertising. The origins of the symbol has been inspired by the particular shape of the sun's total eclipse on the 11th of august 1999.



Quantis

THE LOGO SYMBOL & WORDMARK

Version A

Logo minimum size 8 mm

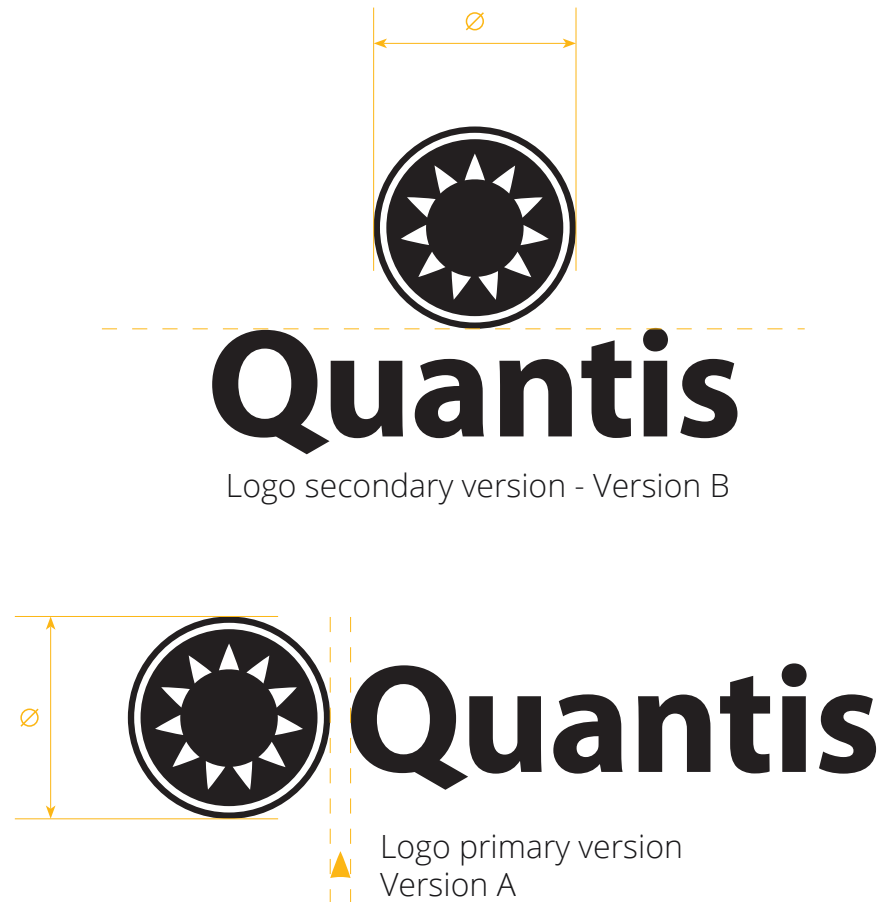
Version B

Logo minimum size 8 mm

Symbol & wordmark positioning

The horizontal positioning is our preferred version and should be used for the majority of generic applications.

Our symbol without the wordmark is available for special applications only. Please check application guidelines for further specifications.



THE LOGO

SYMBOL & WORDMARK

Sizes

Some of the most common applications of logo sizes are shown from business card to A4/B4 documents. For sizes above, the height of the symbol is 22 mm (for A3/B3) and 34 mm for (A2/B2).

The free space, equal in height to the height of the diagonal of the symbol, indicates the minimum amount of space that should be maintained from other elements such as text, images and other wordmarks.

business card

8



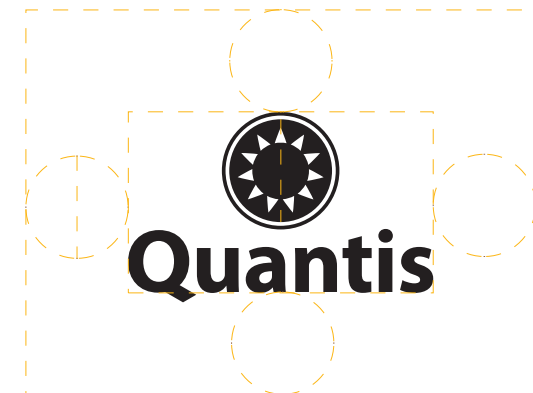
LA4/A5/B5

10



A4/B4

15



GROUP MEMBERS

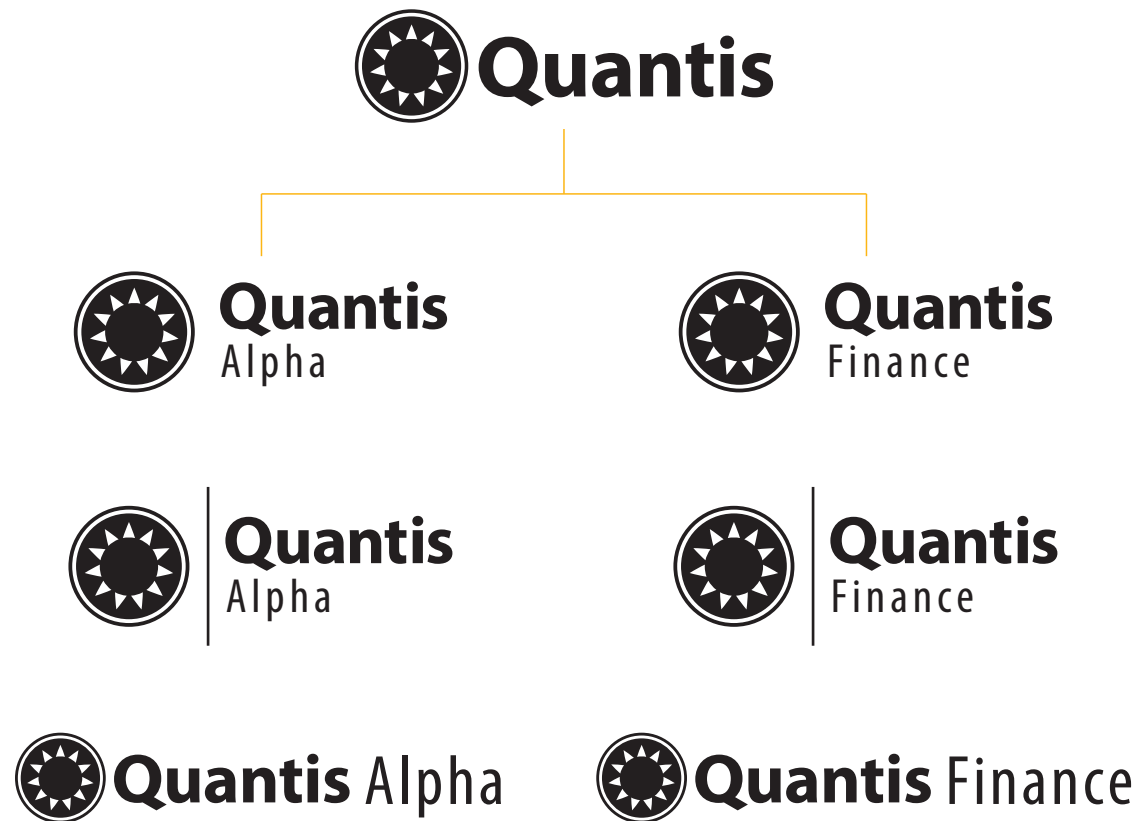
BRAND ARCHITECTURE

The group members

Some business units have been identified, that need differentiation in their markets. The following business units live with a descriptor: Quantis Alpha and Finance (implemented from 2014), further group members will be implemented in future releases).

Ratio

The ratio between the logo and the descriptor is set and un-modifiable. The following are the only business units allowed.



02 COLOUR PALETTE

COLOUR PALETTE

FEELINGS & VALUES

The Quantis visual identity has been built on one main brand colour – Black. It is used to reflect an expression of sophisticated seriousness, quality and reliability. Our secondary brand colours – Titan and Silver are for stillness and functionality, also shown on the basic level pins of our advisory structure.

The more successful the advisor is, the more valuable the pin they achieve. These precious metals representing the structure of our advisory system, where the highest available level is – Black.

The primary and secondary corporate colours are those appearing in the symbol and word-mark, while the tertiary colours used to support corporate communications as background colours or text accents.

COLOUR PALETTE

COLOUR VALUES

The colour

Our primary colour is black – reliable and sophisticated. It expresses our guiding principle. Our secondary corporate colour is titan – trusted and functional, still noble. Our supporting colour is selective yellow.

White-out logotype

For backgrounds where the tone of the colour is more than 40% use the white-out logotype.

Treatment exeptions

The only official treatment allowed on the logo is embossing / debossing and metal printing.

Vantablack
CMYK 70/50/30/100
RGB 0/0/0
Hex #000000
Pantone© Black 7 CP

Quantis Titan
CMYK 44/42/42/5
RGB 146/136/134
Hex #928886
Pantone© 8040 C

Selective Yellow
CMYK 0/31/100/0
RGB 255/183/20
Hex #FFB700
Pantone© 7549 C

Pure White
CMYK 0/0/0/0
RGB 255/255/255
Hex #FFFFFF



Quantis

intensity 0% - 40%



Quantis



Quantis

intensity 40% - 100%



Quantis

03 TYPOGRAPHY

BRAND TYPOGRAPHY

FONT PAIRING

Bebas Neue Regular

Used for headers, introductory text and isolated quotations.

Avenir Book

For headlines & subheading.

Open Sans Light

Used as the typeface for large amounts of body text, business cards, invitations, etc.

Helvetica & Arial

Arial is used in system generated output, some correspondence body text (emails) and in exceptional cases for online applications.

ISOLATED QUOTATION

BEBAS NEUE REGULAR

ARTICLE TITLE

AVENIR BOOK

Body Text Open Sans Light

Lorem ipsum dolor sit amet, duo altera viderer dissentiunt et, affert dicant nostrud eu quo, in admodum vituperata per. Ea vim idque delicatissimi. His solet virtute ne, sit atqui tritani insolens in. Apeirian instructor complectitur sea eu, sea lorem oportere evertitur eu, pro ex porro sententiae. Eu vix mutat viris saperet, quas reformidans pro et. At has ipsum option democritum.

021

PRIMARY IMAGE HOLDERS

BUSINESS CARD

NICE TO MEET US

Typography

Name: Open Sans Semibold 8 pt

Other: Open Sans Light 7 pt

Back: Bebas Neue (uneditable)

Colour

Name: foil stamping

Text: Pantone Black 7 CP (Black)

Logo: Pantone Black 7 CP (Black)

Back: Pantone Black 7 CP (Black)

Line: foil stamping

Material & dimensions

350 gr Colotech + matt foil (both sides)

Size: 50 x 90 mm / radius 2 mm

2+2 colours

Logo with varnish emboss



MAIL SIGNATURE

NICE TO MEET US

Typography

Name: Helvetica Regular 12 pt

Other data: Helvetica Regular 10 pt

Leading: 12 pt

Colour: Black #000000

Sales Force Levels

- A Trainee
- B Representant
- C Financial Consultant
- D Unit Manager
- D+ Division Manager
- E Regional Manager
- E+ General Manager
- F Sales Force Director
- F+ Senior Sales Force Director



John Doe

Title / SF Level

QUANTIS Group

1036 Budapest,

Árpád fejedelem útja 79.

Mobile: (+36 xx) xxx xxxx

doe.john@quantis-group.com

www.quantis-group.com

12 pt

10 pt

10 pt

10 pt

10 pt

10 pt

10 pt

10 pt



05

FURTHER IMAGE HOLDERS

CORE MESSAGE

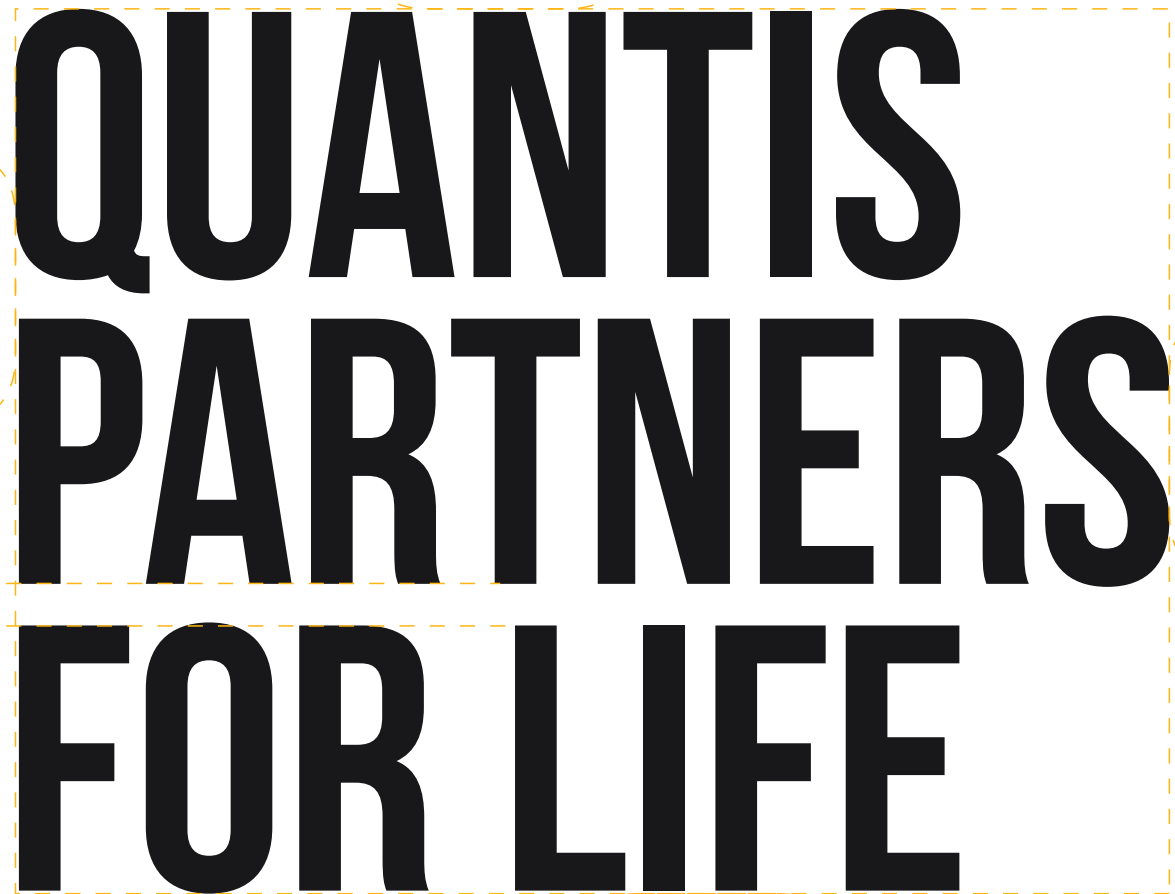
PARTNERS FOR LIFE

Your Lifetime Partner

The core message is a quotation that represents the bonding thread to our partners we cooperate with.

Free Space

The free space around is equal to the width of the letter "O" of the core message, indicates the minimum amount of space that should be maintained from other elements, while the leading equals to the width of the letter "l" in the core message



QUANTIS
PARTNERS
FOR LIFE

QUANTIS EUROPE AROUND THE CORNER

European holding structure

As an important image holder, our uniformed facade and reception wall are always familiar to our partners, regardless in which country they visiting us. The checkered wall representing the lifetime connection with our customers and partners.

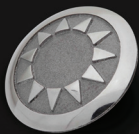


QUANTIS PINS
SIC ITUR AD ASTRA

Quantis Pins
The noble materials used for the Quantis Pins represents the service value and reliability of our advisory structure.

Dual career system
The more experienced the advisor is, the more noble the pin they achieve. These precious metals representing the Multi Level Agency structure of our advisory system, where the highest available level is The Black Diamond Pin.

Silver level
Trainee



Titan level
Financial Consultant

Gold level
Unit Manager



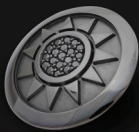
Grey level
Division Manager

Blue level
Regional manager



Red level
General manager

White level
Sales Force Director



Black level
Senior Sales Force Director