

Quest

BRAND IDENTITY SYSTEM

Version 3.0

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Hi, it's nice to meet you. I'm here to introduce you to the new Quest, a brand that is more than just a logo. It is a design scheme made up of a number of core elements, guiding principles and guardrails that combine to create a distinctive look and feel that is immediately recognizable as Quest.

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Our new brand



OUR NEW BRAND

A new era of Quest

Although our template is technology, our work is actually all about people. We listen. We cut through the clutter. We demystify the mysterious. We simplify the complex. And we get things done because we're there, working the way you expect—efficiently, effectively and smart. We are invested in the success of our

customers, striving daily to help them be as good at their jobs as we want to be at ours. We know how we'd like to be treated and we never treat the people we work with any other way. We're dedicated to helping people with technology. It's who we are. It's how we do business. Join the Innovation™.





OUR BRAND PROMISE

People don't buy features, they buy promises.

These are our promises to our customers, prospects and ourselves:

Customer obsessed rather than competitor focused – We appreciate the wisdom that comes from staying aligned with our customers and partners because we're not just selling software, we're interviewing for a job.

Innovate with end-users in mind – We harness insights from users and through continuous iteration and conversation offer solutions that feel custom-made for their needs.

Informed by a community of constructive conflict – We've built a community to start conversations, stimulate debate, and create healthy tension. If one finds something to apply at work, to talk about with a colleagues, or reframe a problem, then we've succeeded.

Service Matters. Always. – Our most important work begins after you buy a solution and great support means more than just technical skills. It's about listening, dialogue, and knowing when to say "sorry". You should always leave certain you made the right choice in a partner

OUR NEW BRAND

A new tone and voice

We use straight talk when we communicate but it is friendly and approachable. We want our communications to be simple, easy to understand and actionable. Even when we need to describe highly technical matters, we want to break things down into snack-able chunks.

We know people don't like to read much, so whenever possible, let's keep it short. Solving problems, stimulating sales and offering support is mostly done by people helping people. Let's steer interactions that way.

TONE AND VOICE

Keep it simple

DON'T WRITE THIS WAY:

– At the heart of any actionable digital security system are well-documented policies and procedures that determine the building blocks of a safer environment. Brand X's security policy and procedure development service helps you generate accurate, high-level documents that provide the building blocks for total security management.

DO WRITE THIS WAY:

– Business knowledge is sensitive. Password security is vulnerable. You need the best protection available and the best support imaginable. Quest designs, installs and services the best digital security software solutions for some of the most recognizable Fortune 500 companies on the planet. We help you create an environment of security where innovation can live. Let's do this together.



“WE TREAT OUR CUSTOMERS HOW WE WOULD
LIKE TO BE TREATED, WITH A REFRESHING DOSE
OF STRAIGHT TALK AND TRANSPARENCY.”



Our logo



And it looks
a little
something
like this.

Quest™

OUR LOGO

Color variations

Our logo appears in a number of variations. Each has been created for a specific use. The key is to ensure there is enough contrast so that the logo is clearly legible.

FULL COLOR

The full color logo is always preferred and used as often as possible. It is used on white or light photographic backgrounds.

GREYS

The grey versions should be used when full-color printing is restricted and tonal clarity cannot be guaranteed—in black and white advertisements, for example.

WHITE

The white version can be used when the full-color version will not read clearly on dark photographic or colored backgrounds, or when printing in a single color.

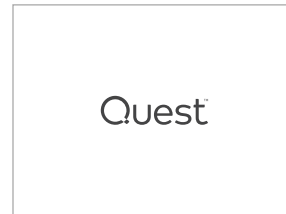
PLEASE NOTE:

Do not use the orange brand mark on a Quest Blue background or the blue brand mark on a Quest Orange background.

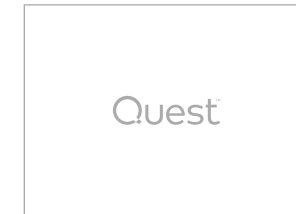
Important: When creating a piece that will be primarily used digitally, use the RGB mix of the color. When the CMYK value is used, the on-screen result will appear more orange than our official color. For best printing accuracy, use the Pantone spot color match when possible.



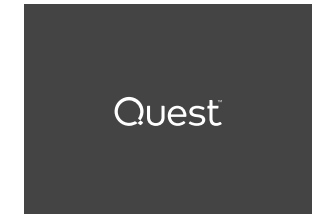
Dark Grey



Natural Grey



Pure White



OUR LOGO

Clear space

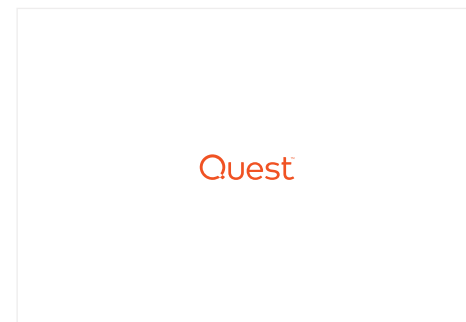
Just like a good metaphor, our logo needs some breathing room. Please make sure you give it space to stand out. For the logo, the margin of clear space is measured by half the size of the letter "s."



OUR LOGO

Minimum size

To make sure our logo is always visible, we've determined a minimum display size for both digital and print applications.



Minimum print width is 1 inch (25.4mm).
Minimum digital width is 120 pixels.
The height is always relative to width.

OUR LOGO

Improper usage

To make sure our logotype appears as consistent as possible throughout our communications, we've identified a few ways it should not be used.

Here are some examples.

Don't rotate



Use only specified colors



Don't stretch



Don't use effects



Don't use on busy image



Don't fill with gradient or images



Our tag line



A few words
can tell a
big story.

Join the Innovation.

OUR TAG LINE

Three words – that's all it takes

Innovation can take many forms. Our tag line extends the meaning of that word to define the way we do business and how partnering with Quest can free our customers to innovate more, better and faster. It is a movement, and we want everyone to come along.

The tag line can be used in campaigns and body copy as a headline or a point of emphasis. For the tag line, the margin of clear space represented in the 'x' is equal to the cap-height.



OUR TAG LINE

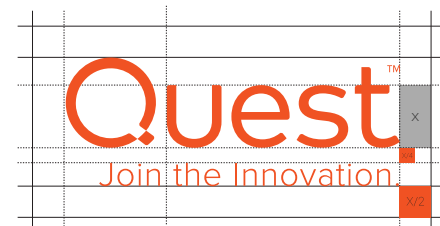
Tag line lockup and clear space

Similar to our logo and brand mark, our tag line requires adequate clear space. Please make sure you give it space to stand out.

For logo and tag line lockup, the margin of clear space is also measured by half the size of the letter "s."

PLEASE NOTE:

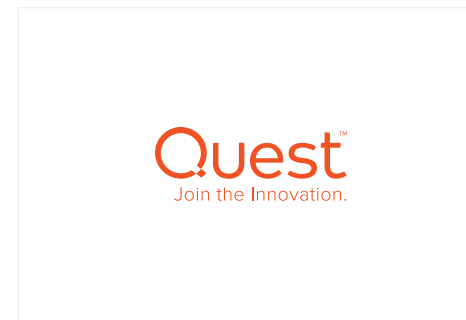
The Quest tag line lockup is only to be used for certain campaigns and in conjunction with the community.



OUR TAG LINE

Minimum size

To make sure our tag line is always legible, we've determined a minimum display size for both digital and print applications.



Minimum print width is 2 inches (50.8mm).
Minimum digital width is 200 pixels.
Minimum height is relative to minimum width.

OUR LOGO

TM mark

When creating any document that is legal in nature, the TM version our logo should be used. This includes our tagline logo.

Some usage examples that require the Quest™ logo are:

- quotes
- statements of work
- contracts
- invoices
- orders
- partner attach
- partner incentives
- sales SPIFF's
- print ads
- splash screens
- product documentation

Quest™

Quest™
Join the Innovation.

Our colors



OUR COLORS

Dominant Brand Colors

The dominant, identifying Quest colors are a bright and energetic orange and a deep, engaging blue. The blue symbolizes the depth of our commitment and the breadth of our understanding. The orange symbolizes the energy, dynamic and excitement that our brand and products reflect.

Important: When creating a piece that will be primarily used digitally, use the RGB mix of the color. When the CMYK value is used, the on-screen result will appear more orange than our official color. For best printing accuracy, use the Pantone spot color match when possible.

Quest Orange, paired with different shades of grey and white are our dominant brand colors.

Please use the Quest Blue sparingly and only as an accent color. We do not use the Quest Blue covering large solid areas as a fill color. Nor do we mix or overlay Quest Orange with Quest Blue.



Quest Orange

PANTONE
172 C

CMYK
0 | 83 | 100 | 0

RGB
251 | 79 | 20

HEX
#FB4F14



Pure White

PANTONE
NONE

CMYK
0 | 0 | 0 | 0

RGB
255 | 255 | 255

HEX
#FFFFFF



Light Grey

PANTONE
COOL GREY 1

CMYK
5 | 4 | 4 | 0

RGB
238 | 238 | 238

HEX
#EEEEEE



Natural Grey

PANTONE
422C

CMYK
32 | 28 | 28 | 0

RGB
170 | 170 | 170

HEX
#AAAAAA



Dark Grey

PANTONE
425 C

CMYK
67 | 60 | 59 | 44

RGB
68 | 68 | 68

HEX
#444444



Darker Grey

PANTONE
426C

CMYK
69 | 63 | 62 | 58

RGB
51 | 51 | 51

HEX
#333333



Quest Blue

PANTONE
287 C

CMYK
100 | 87 | 27 | 12

RGB
0 | 56 | 118

HEX
#003876

OUR COLORS

Secondary colors

Our secondary color palette helps us highlight areas of importance while providing for variety with our primary color palette. It is meant to be used in proportions that will not interfere with the power of our dominant colors while adding interest and flexibility for use in campaigns.

Important: When creating a piece that will be primarily used digitally, use the RGB mix of the color. When the CMYK value is used, the on-screen result will appear more orange than our official color. For best printing accuracy, use the Pantone spot color match when possible.



Steel Blue

PANTONE
2138 C

CMYK
71 | 47 | 25 | 3

RGB
89 | 121 | 153

HEX
#597999



Ice Green

PANTONE
317 C

CMYK
23 | 0 | 0 | 13

RGB
171 | 221 | 220

HEX
#ABDDDC



Sky Blue

PANTONE
291 C

CMYK
38 | 14 | 0 | 9

RGB
143 | 199 | 232

HEX
#8FC7E8



Golden Brown

PANTONE
7502 C

CMYK
18 | 25 | 53 | 0

RGB
210 | 184 | 134

HEX
#D2B886

OUR COLORS

Reserve colors

Reserve colors are created exclusively for online and web use. Their usage is restricted to special use cases like buttons on a website, alert colors for interface design or special applications where a third color is needed to highlight important areas.

Important: When creating a piece that will be primarily used digitally, use the RGB mix of the color. When the CMYK value is used, the on-screen result will appear more orange than our official color. For best printing accuracy, use the Pantone spot color match when possible.



Reserve Orange

RGB
196 | 78 | 38
HEX
#C44E26



Reserve Purple

RGB
97 | 79 | 131
HEX
#614F83



Reserve Yellow

RGB
255 | 255 | 201
HEX
#FFFFC9



CTA Hover: Green

RGB
11 | 80 | 0
HEX
#0B5000



CTA Hover: Blue

RGB
0 | 155 | 105
HEX
#003769



Reserve Blue

RGB
11 | 106 | 156
HEX
#016A9C



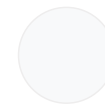
Reserve Green

RGB
62 | 131 | 28
HEX
#3E831C



Reserve Light Blue

RGB
204 | 229 | 241
HEX
#CCE5F1



Reserve Light Grey

RGB
249 | 249 | 249
HEX
#F9F9F9



Reserve Grey

RGB
115 | 115 | 115
HEX
#737373

OUR COLORS

Hierarchy & usage principles

White forms the basis of all design collateral. We use white space confidently. It aids clarity and cuts down the visual noise created by too much color. We try to maintain a good balance of color and white space.

Pure White	Quest Orange	Light Grey	Natural Grey	Dark Grey	Darker Grey	Quest Blue	Steel Blue	Sky Blue	Ice Green	Golden Brown
Pure White White is used as the base color for all our designs.	Quest Orange The primary color that represents our brand is Quest Orange. It is at the core of our color palette.	Primary greys The primary greys play a supporting role to white and is always used in conjunction.	Dark Greys Dark Grey & Darker Grey are used as supporting colors for copy and key lines.	Secondary palette The secondary palette supports the primary palette, providing color accents where a broader color palette is necessary.						

COLOR COMBINATIONS

Try and keep it simple

To help you make effective color choices and ensure color is working to support the Quest message and meaning, we've developed a number of color combinations. These combinations should help with the appropriate choice for any theme or application.

IMPORTANCE OF WHITE

The use of white sets the stage for Quest's color to pop. Balanced ratios of white space help the vibrancy of bold colors, or elevate the sophistication of muted tones and monochromatic greys.

USING COLOR WITH GREY

Whatever color combination you choose, all palettes should be used with foundational shades of grey. Whether grey is used as a base to anchor or as a highlight to lift, the harmonious combination of rich hues and greys define and elevate the Quest look and feel.

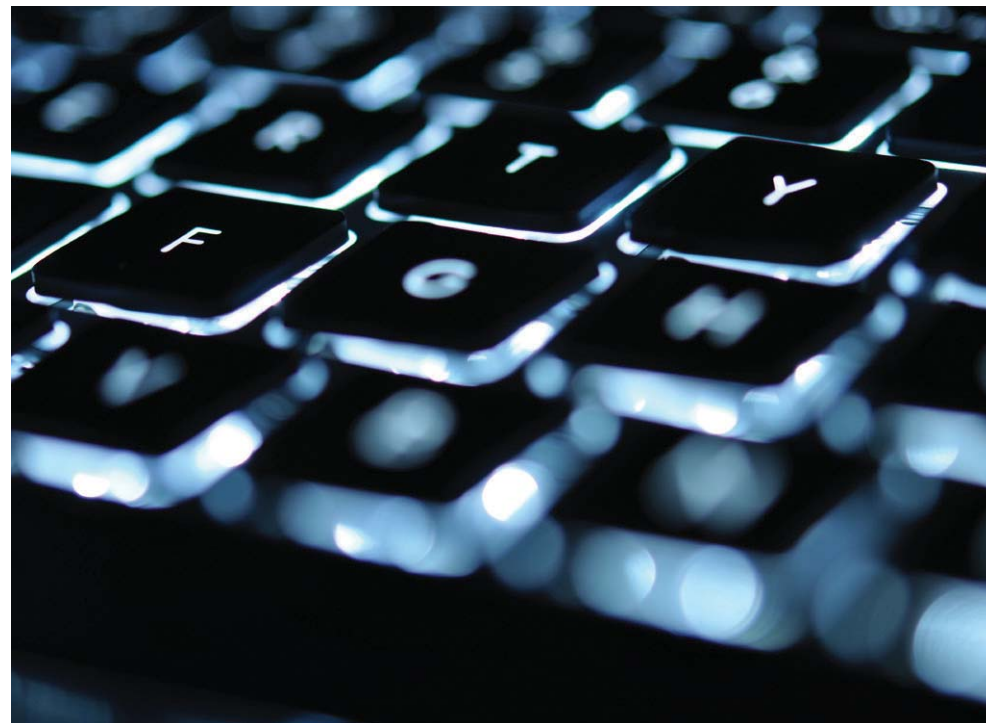
PRIMARY PAIRINGS - THESE ARE THE PRIMARY BRAND COLOR COMBINATIONS



SECONDARY PAIRINGS - THESE ARE THE SECONDARY PAIRINGS AND ONLY WHEN USING BLUE AS AN ACCENT COLOR



Our typography



OUR TYPOGRAPHY

We love our typography

Type tells a story and the right typefaces build character. Quest fonts fuse sophistication with universal functionality. With three typefaces, Quest calls attention while maintaining elegance and clear readability. From marketing teams to IT professionals, our message is clear: Quest is capable and ahead of the curve on any platform.

ARIAL

Arial is the font we use for power point templates, Emails, letterhead, Word documents and any communication internally/externally with customers & partners.

PROXIMA NOVA

Proxima Nova is limited to internal or external teams/agencies who create marketing assets for campaigns, product launches and events or other branded pieces. These assets generally have a paid media investment to support them.

OPEN SANS/NOTO

Fonts to be used for our websites, communities, mobile applications, online applications, portals, and product UIs.

OUR TYPOGRAPHY

Arial - employee typeface

Arial is the font for all-employee use. Arial is a standard system font. It is already available to employees and easily readable by people outside the company.

Who uses Arial?

All employees should use Arial for their day-to-day work.

What are examples of assets created in Arial?

Examples include Power Point presentations, emails and Word documents, Spec sheets, white papers and other product/solutions collateral also use Arial.

SUBSTITUTE TYPEFACE

Q q

Arial Regular

—
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%&*'(_+^~.= { } | : " < > ? [] \ ; ' , . /
1234567890

Q q

Arial Italic

—
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%&*'(_+^~.= { } | : " < > ? [] \ ; ' , . /
1234567890

Q q

Arial Bold

—
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%&*'(_+^~.= { } | : " < > ? [] \ ; ' , . /
1234567890

Q q

Arial Bold Italic

—
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%&*'(_+^~.= { } | : " < > ? [] \ ; ' , . /
1234567890

OUR TYPOGRAPHY

Proxima Nova - marketing typeface

Proxima Nova is the font used across our family of logos and official marketing assets. Its elegance and differentiation can be seen best in large format assets such as signage and billboards.

Who uses Proxima Nova?

Proxima Nova is limited to internal or external teams/agencies who creates marketing assets for campaigns, product launches and events. These assets generally have a paid media investment to support them.

What are examples of assets created in Proxima Nova?

Examples include static banners or graphics, prints, out-of-home, TV commercials, corporate videos, packaging, physical product badges and event signage.

The Corporate Brand team controls access to the Proxima Nova licenses.

IDENTITY TYPEFACE

Q q

Proxima Nova Thin

—
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%&*'()_+^~={ }|:"<>?[]\;'.:/
1234567890

Q q

Proxima Nova Light

—
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%&*'()_+^~={ }|:"<>?[]\;'.:/
1234567890

Q q

Proxima Nova Medium

—
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%&*'()_+^~={ }|:"<>?[]\;'.:/
1234567890

Q q

Proxima Nova Bold

—
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%&*'()_+^~={ }|:"<>?[]\;'.:/
1234567890

OUR TYPOGRAPHY

Open Sans & Noto - web typeface

Although their styles are similar, Open Sans has the weights that our development teams need for Day 1.

Noto is being invested in heavily by Google in cooperation with Monotype and may emerge as the global font standard for the web. Google has stated that they will likely add more font variations to the typeset soon. Given Noto's strong international support, we are investigating the use of Noto as the standard for Web and product development.

Dev teams will standardize on Open Sans and evaluate Noto for specific-use cases (like language) as needed. The use of either font Open Sans or Noto for this set of usage types if approved at this time.

Who uses Open Sans & Noto?

Internal or external teams who create web/digital assets.

WEB TYPEFACE - OPEN SANS

Q q

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%&*()_+`~-= { } | : "<>? [] \ ; , /
1234567890

Q q

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%&*()_+`~-= { } | : "<>? [] \ ; , /
1234567890

WEB TYPEFACE - NOTO

Q q

Noto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%&*()_+`~-= { } | : "<>? [] \ ; , /
1234567890

Q q

Noto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%&*()_+`~-= { } | : "<>? [] \ ; , /
1234567890

OUR TYPESETTINGS

Kicker typesetting with Proxima Nova

A Kicker is a short phrase introducing a headline. It can also be used as chapter headlines.

Use all uppercase.

Never apply effects like a drop shadow or outside glow, ever.

Try to limit to 45 characters and one line.

KICKER TYPESETTINGS

Font: Proxima Nova Bold/All upper case
Leading: 1.3x type size
Kerning: 0/optical
Tracking: 100
Color: Dark Grey/White/
Primary Color
Alignment: Flush left/ragged right

THIS IS A TYPICAL KICKER

Proxima Nova Bold – 14pt | 18.2pt

THIS IS A TYPICAL KICKER

Proxima Nova Bold – 24pt | 31.2pt

OUR TYPESETTINGS

Headline typesetting with Proxima Nova

As a general rule, headlines should always be set in Quest Dark Grey or White.

Use sentence case.

Never apply effects like a drop shadow or outside glow, ever.

TYPICAL HEADLINE TYPESETTINGS

Font: Proxima Nova Light
Leading: 1.3x type size
Kerning: 0/optical
Tracking: 25
Color: Darker Grey/White
Alignment: Flush left/ragged right

Headline goes
right here.

Proxima Nova Thin – 72pt | 80.6pt

OUR TYPESETTINGS

Body copy with Proxima Nova

Good typography requires extra attention. Type can lend clarity to your message. By employing a consistent type hierarchy, the readability of your communication becomes more clear and meaningful. The following rules and examples should work together to create clear, legible, beautiful-looking copy.

Use sentence case only.

Never apply effects like a drop shadow or outside glow, ever.

Never use all caps.

Do not use all lowercase type.

When writing URLs, always use lowercase, never use 'www.' and do not include a period when shown at the end of a sentence.

TYPICAL BODY COPY TYPESETTINGS

Font: Proxima Nova Light
Leading: 1.3x type size
Kerning: 0/optical
Tracking: 0
Color: Dark Grey/White
Alignment: Flush left/ragged right

Is volum alibusam, que ma quiasitias
sime pa namenda di dolorro et
esequi simus etur, quidebi taquia di
quist dolorpor aut hiligen estrumque
lisre nis alis doluptat.

Optatur? Deseditatur, quis aut prem
re aut dolupta sus exero et as ex
et quatur, invernatum ipsa plab
impos reprem dunt ius reptat. Mus
escitinuscid maxim quid qui quaecae

modi vel ipic temporu ndandame
et qui asin nimi, culpa voluptation
pro con nemqui doles parciis nati
consedo audae.
Odi repra nis maionem volorem
fugitat ecerum venda iducit
inciae comnimus ut quis essit rem
lderferrovid ut officit a nem.

Proxima Nova Light – 12pt | 15.6pt

Our photography



LIFESTYLE PHOTOGRAPHY

Images speak louder than words

We treat imagery with a gentle touch. Showing the IT professionals working together developing great tech solutions. We try and use selective focus, with light as a design element. Casual professional environments, avoiding people in suits in favor of smartly dressed professionals.





ABSTRACT PHOTOGRAPHY

Outside the lines

Using metaphor and graphic-inspired images can extend the boundaries of our message from user-based to innovation-based. Aspiration and emotion are critical elements to these types of choices.



Digital marks



DIGITAL MARKS

The Quest favicon

The Quest favicon is only used for URL navigational purposes on Quest.com domains only. The stand-alone "Q" from our new Quest logo is not a brand mark, and it should not be used to represent the Quest brand.

Usage guidelines:

- Do not use the stand-alone Q from our new Quest logo as a brand mark.
- Do not use it for anything other than as a favicon (for @quest.com domains) as shown in the example.
- For use on the corporate website navigation tab bar only.
- Never use on other marketing assets such as wearables, booth graphics, collateral etc.
- Any other usage needs must be fulfilled using an avatar or an application image.

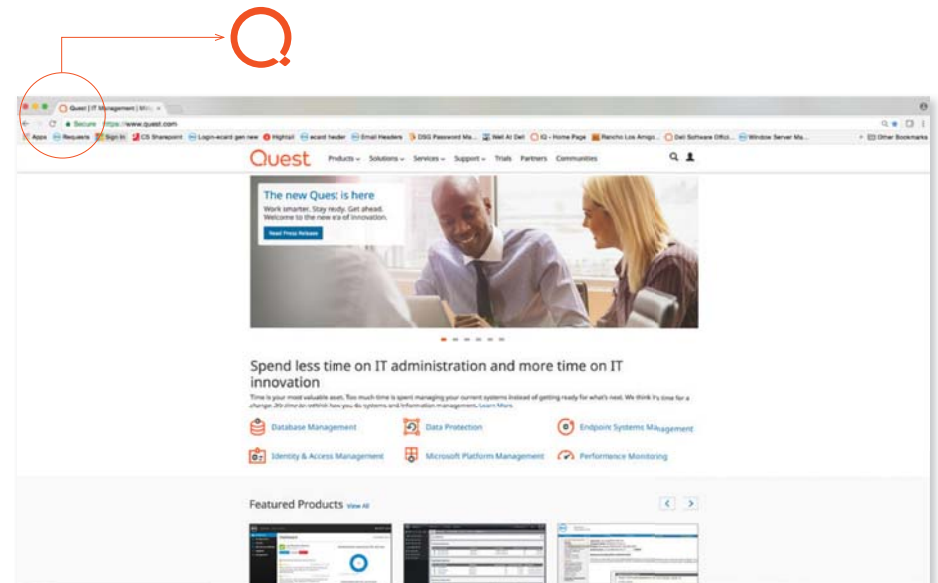
64x64 pixel size



64x16 pixel size



Only approved use of Quest favicon example



DIGITAL MARKS

Quest avatars

We define an avatar as a graphical representation of a user that represents a person or company and is manipulated by a computer user in a virtual space (as in a internet forum or an online shopping site) and that interacts with other objects in the space.

We provide two options for a Quest avatar:

- Stylized Quest logo (as represented to the right).
- Stylized Quest logo reversed (orange background with white text)
- For use on Quest social channels (Facebook, LinkedIn, Twitter etc.)
- Use on external domains, message boards, internet forums etc.
- Never use the Quest stand-alone "Q" as an avatar.

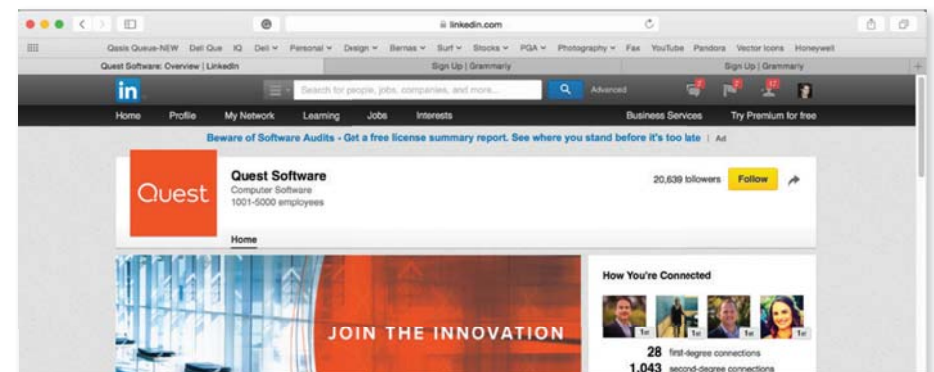
Stylized Quest logo (Quest Orange)



Stylized Quest logo (white on Quest Orange)



Usage example



SAAS PRODUCT FAVICON

The product line favicon

The Quest generic favicon is to be used for all our SaaS enabled products. This generic favicon ties in with the product line logo designs and strategy, while remaining simplistic to allow for easy readability.

Usage guidelines:

- Do not use the illustrations from our product line logos as brand marks.
- Do not use it for anything other than as a favicon (as a favicon in Quest SaaS products).
- Never use on other marketing assets such as wearables, booth graphics, collateral etc.
- Any questions about using this generic favicon for Quest's SaaS products should be directed to the Creative Services team.

64x64 pixel size



64x16 pixel size



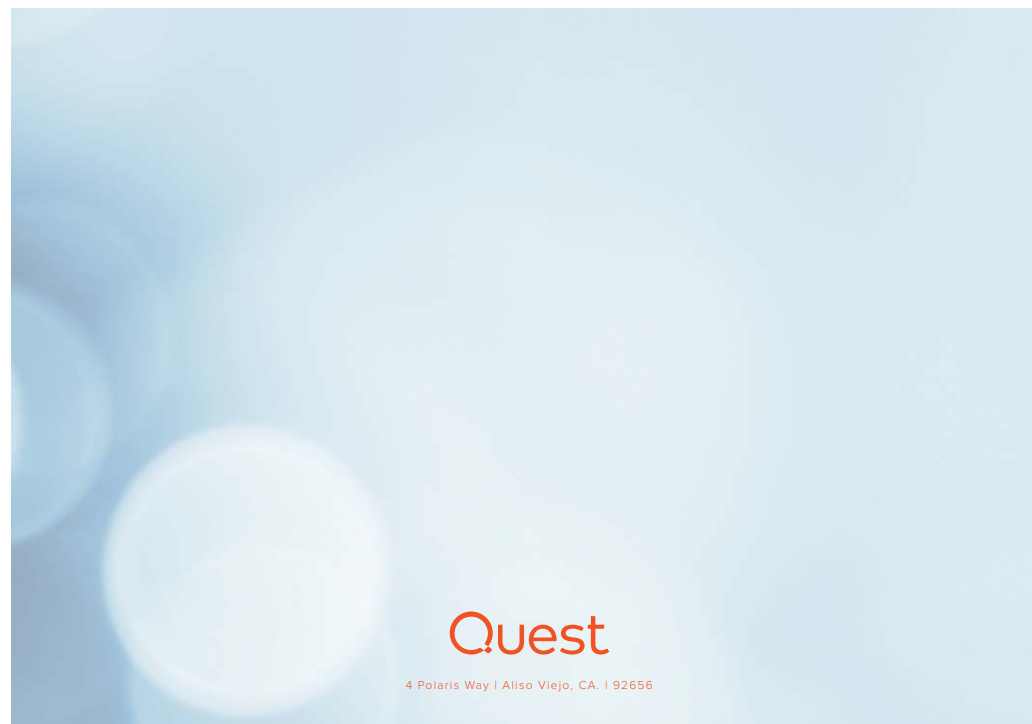
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Branding Document-Quest Brand Identity System-US-EN-2017-6-14



Quest

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