QUARQ LOGO

The logo includes our symbol and logotype, designed to work together in horizontal and vertical lockups.

NEVER SKEW OR ITALICIZE THE LOGO.
NEVER STRETCH OR EXTEND THE LOGO.
NEVER ADJUST THE PROPORTION OF THE Q SYMBOL TO THE LOGOTYPE.
CLEAR SPACE

The logo should be treated with respect and needs room to breathe. Use a minimum clear space surrounding the logo equivalent to the cap height of the logotype.

The only element approved to intrude in the clear space is the theme line lockup, "KNOW YOUR POWERS".
Depending on the type and size of your communication, the logo will need to be sized appropriately. A specific versions of the horizontal and vertical logos (labeled as SMALL FORMAT) have been created to ensure readability at small sizes. Be sure to use these versions when thinking big, but designing small.
**LOGO COLORWAYS**

Our logo can be any color within the Quarq color palette. Contrast is important — use a color logo on white backgrounds, and a white logo on color backgrounds.

The logo may also be used on an image background with sufficient contrast. Use a color logo on light image backgrounds and a white logo on dark image backgrounds.

See page 40 for specific color information.

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**Full color, Dark Background**

- Knock Out: 
  - Quarq Color logo on color backgrounds.
  - Quarq White logo on dark backgrounds.

- The Knock Out logos can also use the secondary grey color palette.

**Full color, Light Background**

- Quarq Color logo on white backgrounds.

- Quarq White logo on light backgrounds.

**One Color, Light Background**

- Quarq Color logo.

- The One Color logos can also use the secondary grey color palette.
QUARQ LOGOTYPE

The logotype can be used independently from the Q symbol. It’s typography is custom drawn and should never be modified.

NEVER SKEW OR ITALICIZE THE LOGOTYPE.

NEVER STRETCH OR EXTEND THE LOGOTYPE.

NEVER OUTLINE THE LOGOTYPE.

Logotype
The logotype should be treated with respect and needs room to breathe. Use a minimum clear space surrounding the logo equivalent to the cap height of the logotype. The only element approved to intrude in the clear space is the theme line lockup, “KNOW YOUR POWERS”.

Minimum size: 0.4”.

The minimum logotype size is 0.4”.
Our logotype can be any color within the Quarq color palette but **NEVER RED**. Contrast is important — use a color logo on white backgrounds and a white logo on color backgrounds. The logo may also be used on an image background with sufficient contrast. Use a color logo on light image backgrounds and a white logo on dark image backgrounds. See page 40 for specific color information.

| Control | Knock Out | PMS 877 Metallic | Black | PMS 877 Metallic |

- **Knock Out**: PMS 877 Metallic
- **Black**: PMS 877 Metallic
- **PMS 441**: PMS 431
- **PMS 431**: PMS 431
KNOW YOUR POWERS

KNOW YOUR POWERS is our theme line. It’s our rally cry. Our call to action. Our competitive advantage that’s designed to speak directly to the devoted. For them, this phrase can mean a lot of things. It’s knowing when to push, when to sit up, and when to say “Shut up legs!” It’s adding context to their performances. And, increases in confidence from knowing exactly how and when to use the most important component of any bicycle – Themselves.
CLEAR SPACE

The logo & theme line should be treated with respect and needs room to breathe.

Use a minimum clear space surrounding the logotype equivalent to the cap height of the logotype.

Note: The symbol has been modified for use on the base.
THEME LINE
VARIANTS

Our theme line is the most important phrase of the brand. It can be used to meet the needs of many communications, but isn’t always a requirement.

When locking up the theme line with the Q Box, match the theme line color with logotype. When using the theme line on its own, it can be any color in the Quarq palette.
COLOR

The QUARQ primary color palette is comprised of: PMS 186, PMS Black 6, and White.

The supporting color palette includes: PMS 431, and PMS 441. To achieve a metallic look on printed materials, PMS 877 is used.

Colors shown in this section and throughout this guide have not been evaluated by Pantone Inc. for accuracy and may not match the PANTONE color standard. Color formula conversions are based on best match assessment of the uncoated color target, and are not direct conversions as defined in the PMS color bridge. For an accurate visual standard, refer to the current edition of the PANTONE Uncoated Color Formula Guide.

PANTONE® is a registered trademark of Pantone Inc.
Our headline font is Quarq Pro Headline, and it’s exclusive to the brand. It only comes in CAPS in one weight – ensuring consistent use in communications.

In some instances, small caps or superscript characters can be used to create a more refined typographic look.

**QUARQ PRO HEADLINE**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#$%^&*(){}[]:;’<>?,./|\
TYPOGRAPHY

Our secondary font is Apex New Italic. It’s a clean sans serif, giving the brand a modern and refined look. The bold weight can be used to draw visual contrast in subheads, or body copy if desired.

Set body copy with generous tracking, to give it an open and airy look.

Apex New Book Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890!@#$%^&*(){}[]":;'<>?,./\n
Apex New Bold Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890!@#$%^&*(){}[]":;'<>?,./\n
NEVER USE THE ROMAN CUTS OF APEX. THE HEADLINE FONT IS ROMAN, SO THERE’S NO NEED TO USE IT IN BODY COPY AS WELL.
SPONSORED ATHLETE RACE KITS

Depending on the level of sponsorship, various sizes and lockups of our logo can be used on team kits. When it's possible to bleed off of the edge of the garment, the Q Tab can be a powerful design element, like in these Bontrager Pro Cycling Team kits.