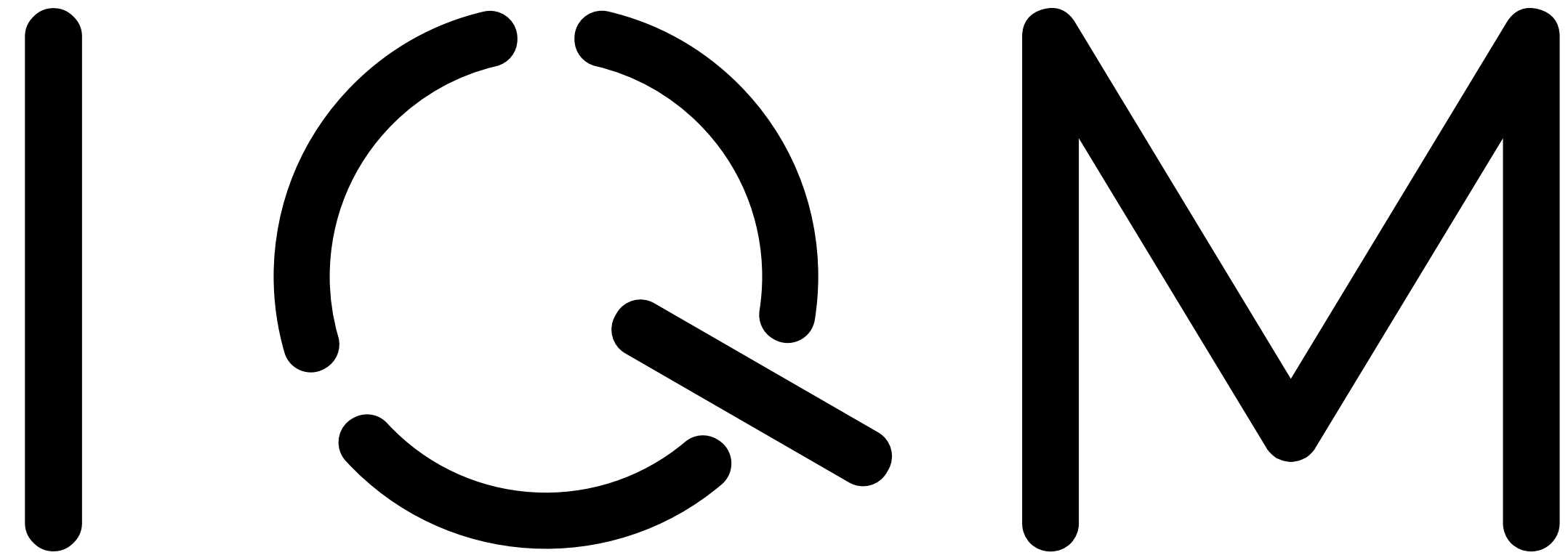


Guidelines

Brand/Visual

Logo

Our logo is the face of our brand. Using it correctly is crucial to maintain our brand's identity. This section provides clear guidelines on using both our main and secondary logos and helps avoid common mistakes.



We offer two versions of our logo:
black and white.

To ensure consistency and clarity in communications, we recommend placing the logo in one of the four corners of your layout, with a preference for the top left or bottom left for optimal visibility.

However, exceptions apply—such as in advertising—where the logo may need to be prominently centered.



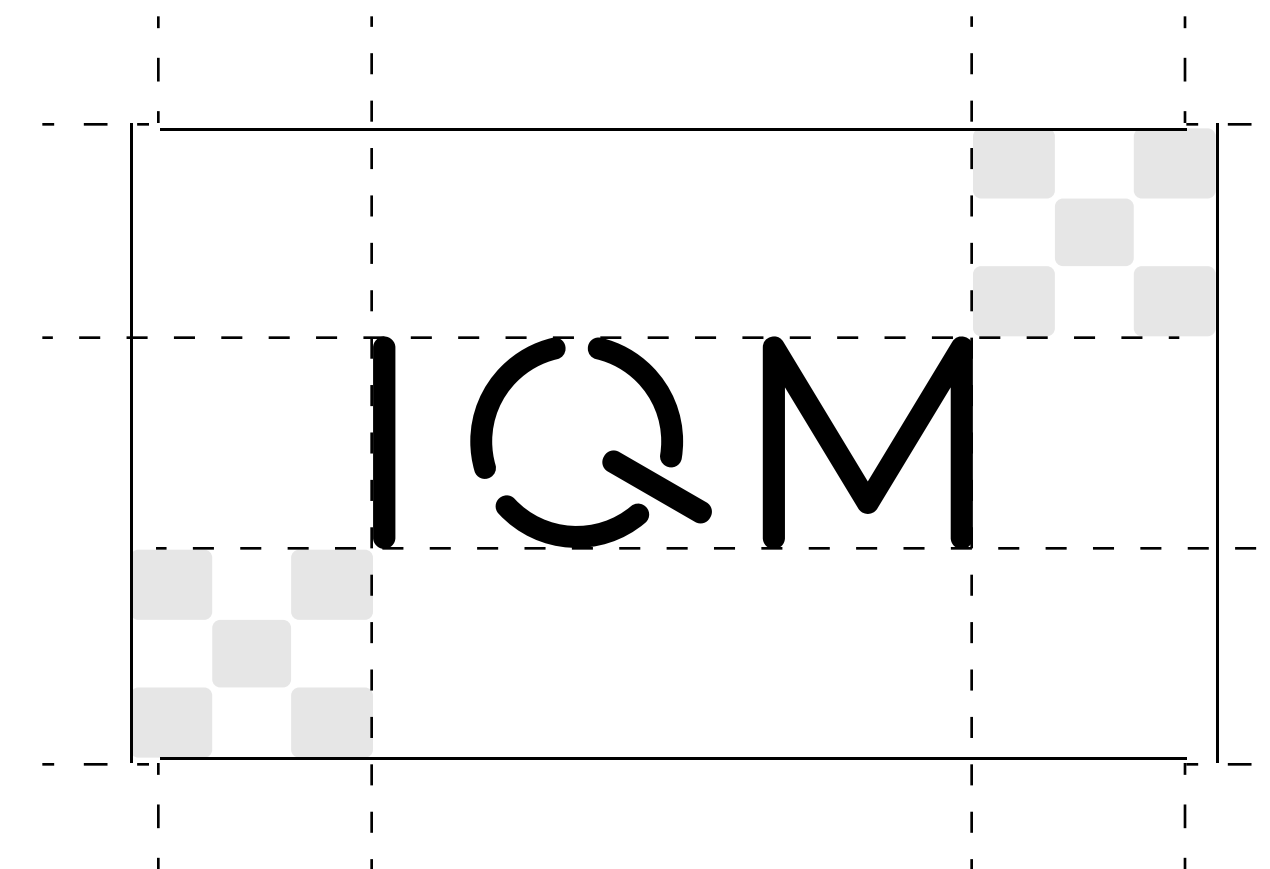
If the background is busy, consider adding a black overlay or a gradient with a linear blend starting from a corner and fading inward toward the visual to ensure better visibility.



Safe Area

The safe area around the logo is defined by its height, with a minimum required spacing equivalent to the size of the letter “Q” in the logo. This ensures the logo remains clear and unobstructed. No other graphical elements, text, or visually distracting photographic elements should be placed within this space.

Maintaining this buffer preserves the logo’s impact, enhances legibility, and ensures a clean, professional presentation across all layouts.



Minimum Size

To ensure your logo maintains readability and clarity, it's important to adhere to the following minimum size recommendations for both digital and print use. Proper scaling helps preserve the integrity of your logo and prevents distortion.

Digital (Pixels)

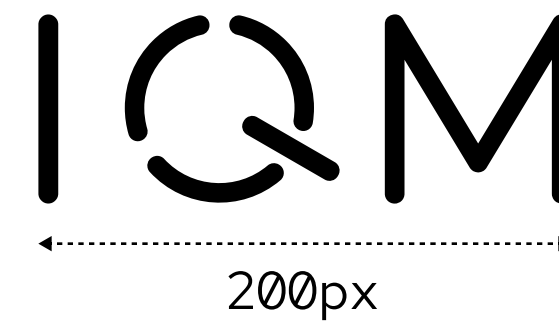
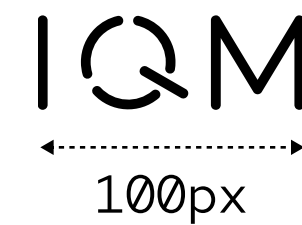
- Minimum width: 100 px
(for small web placements like favicons, footers, or mobile headers)
- Recommended minimum width: 200 px
(for general web use to maintain clarity)

Print (Millimeters & Inches) [300 DPI]

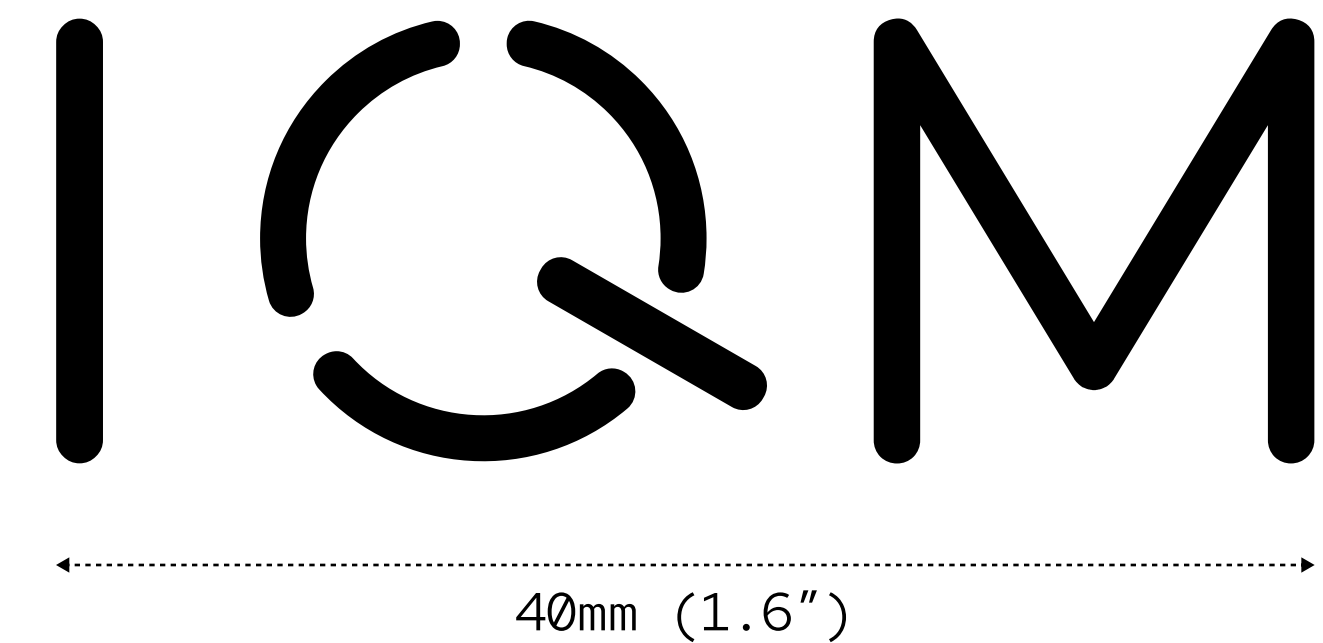
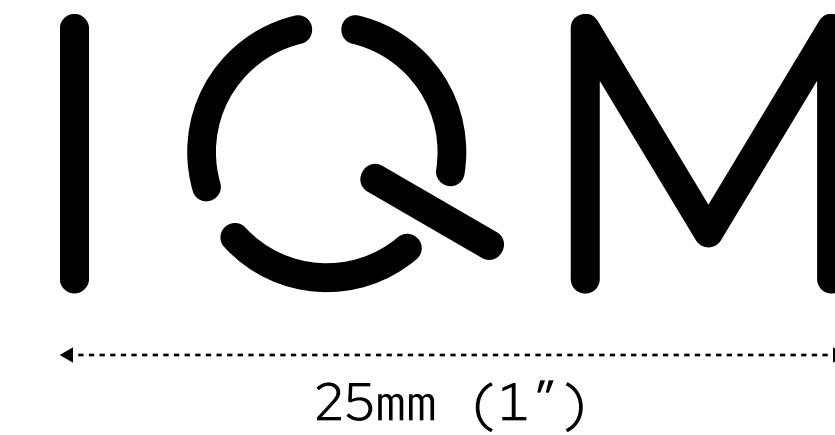
- Minimum width: 25 mm (1 inch)
(for business cards, brochures, and small print applications)
- Recommended minimum width: 40 mm (1.6 inches)
(for better legibility in standard print materials)

Note: The print sizes above are based on a resolution of 300 DPI (dots per inch). For different resolutions, the pixel equivalents will vary.

Digital (Pixels)



Print (Millimeters & Inches)

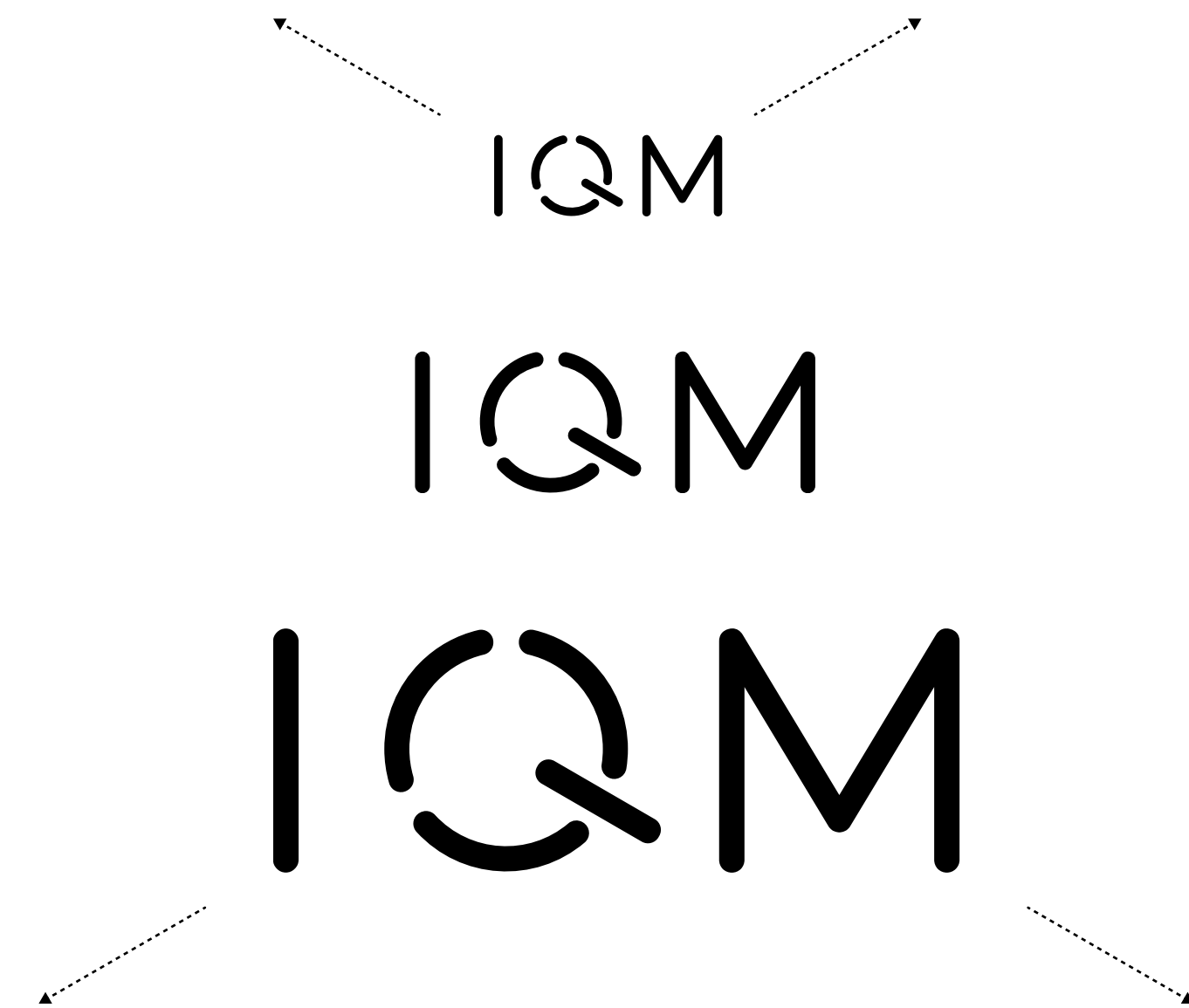


Scaling Guidelines

To scale your logo without distortion, follow these steps:

- 1. Maintain Aspect Ratio:** Always ensure that the height and width of your logo scale proportionally. This means you should not stretch or squish the logo in any direction.
- 2. Use Vector Files:** For scaling to various sizes, use vector formats (like SVG, AI, or EPS) instead of raster files (such as JPG or PNG). Vector files can be resized infinitely without losing quality.
- 3. Set the Width First:** When scaling, always set the width as the primary dimension. The height will automatically adjust to maintain the aspect ratio.
- 4. Avoid Small Sizes:** Do not scale the logo too small, as it can affect legibility and impact. Refer to the minimum size guidelines for both digital and print uses.

By following these guidelines, you can ensure that your logo always appears crisp, clear, and professional at any size.



Logo Misuse

Always use the official logos from the IQM logo pack.

Do not modify or alter the logo in any way. This includes changing colors, resizing disproportionately, adding effects, or making any adjustments that deviate from the provided logo assets.

When placing the logo on a photograph, ensure it remains clearly visible by using appropriate contrast or background treatments.

