

The background is a complex, abstract composition. It features several overlapping circular and semi-circular shapes in shades of blue, green, and yellow. These shapes are layered over a textured, golden-brown surface that resembles a close-up of a mechanical or organic structure. In the lower-left corner, a hand is visible, holding a pen and writing on a surface. The overall effect is a sense of depth and movement, with the text appearing as a central element within this dynamic environment.

TECHNIQUEST BRAND IDENTITY

September 2019

CONTENTS

THE TECHNIQUEST LOGO

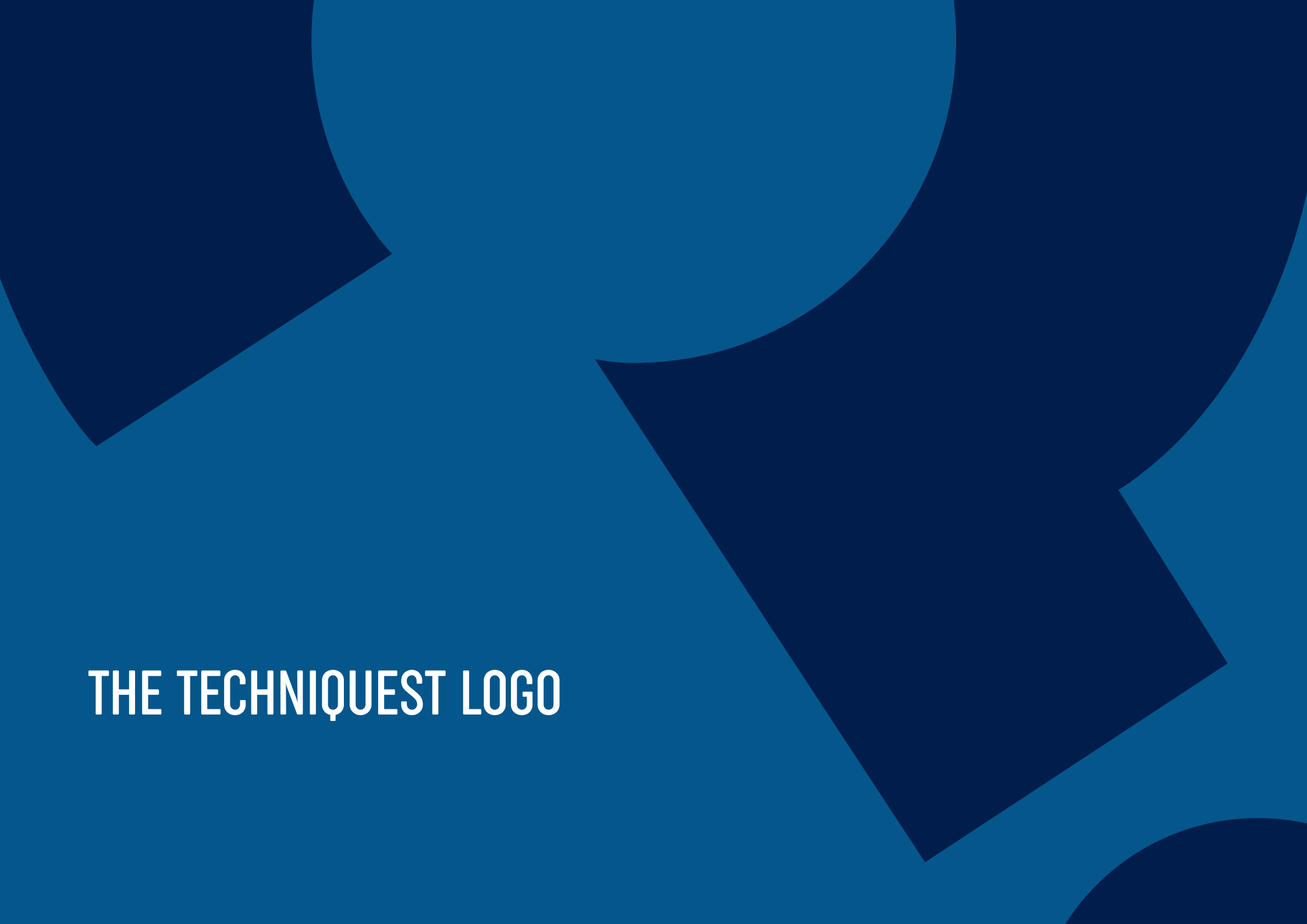
- 4** The logo
- 5** Positioning the Standard logo
- 6** Logo colours
- 7** Using the logo

DIGITAL & PRINT IDENTITY

- 9** Colour palette
- 10** The Q mark
- 11** Primary font
- 12** Secondary font

TECHNIQUEST STYLE IN USE

- 14** The website
- 15** Flyers & brochures
- 16** Display screens
- 17** Busking table
- 18** Vehicle graphics
- 19** Stationery



THE TECHNIQUEST LOGO

THE LOGO

The **Standard logo** is our primary logo, which should be used in most cases, where a plain or uncluttered background is used.

For logo colour usage, see **page 6**.

If the logo needs to be placed on a background that will interfere with the legibility of the Standard logo, the **Box logo** should be used instead.



Standard logo



Box logo

POSITIONING THE STANDARD LOGO

Exclusion boundary

Logo boundary

X-height

The x-height is defined by the height of the first letter T.

Exclusion zone

No other item should be placed within the bounds of the exclusion zone, which is defined as the height of the letter T around the logo. The Q mark is not included in this calculation.



LOGO COLOURS

Both the Standard and the Box logo should be used, where possible, with the **World Issues** colour.

Where this is not suitable or possible, the World Issues colour can be swapped for either black or white.

No other colours should be used.



World Issues

RAL

5015

RGB

0 91 140

HEX

#005B8C

CMYK

96 65 22 5

USING THE LOGO

The logo should not be stretched, rotated or have decoration such as drop shadows or other graphics added.

✔ Correct usage

TECHNIQUEST

TECHNIQUEST

✘ Incorrect usage

TECHNIQUEST

TECHNIQUEST

TECHNIQUEST

TECHNIQUEST

TECHNIQUEST

TECHNIQUEST

The background consists of several overlapping geometric shapes in two shades of blue. A large, dark blue shape on the right side resembles a stylized arrow or a large 'L' rotated 45 degrees. Other shapes include a large circle in the upper left, a smaller circle in the upper right, and various angular, polygonal shapes scattered throughout, creating a modern, abstract composition.

DIGITAL & PRINT IDENTITY

COLOUR PALETTE

THEMES

EXHIBITS

SCREEN

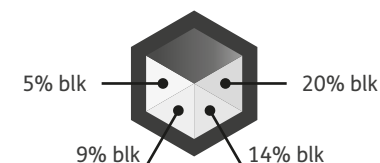
GRAPHICS

Filling

Highlights

Main Colour
(MC)Second
Colours

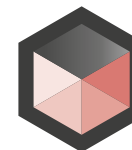
SPACE TECHNOLOGY
AND WELSH SPACE INDUSTRY

RAL
7039RAL
9003RGB
255 255 255HEX
#FFFFFFCMYK
0 0 0 0

ENVIRONMENTAL SCIENCE

RAL
7039RAL
6017RGB
88 127 64HEX
#587F40CMYK
69 31 94 15

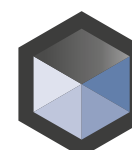
MEDICAL BIOLOGY

RAL
7039RAL
3018RGB
199 63 74HEX
#C73F4ACMYK
16 89 69 4

CHEMISTRY

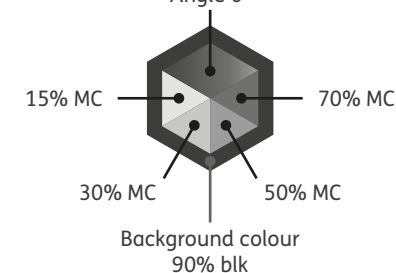
RAL
7039RAL
1003RGB
249 168 0HEX
#F9A800CMYK
1 38 100 0

LINKS TO CURRENT WORLD ISSUES
BEING TACKLED BY SCIENCE

RAL
7039RAL
5015RGB
0 91 140HEX
#005B8CCMYK
96 65 22 5

SECOND COLOURS — SCHEME

Gradient (location):
85% blk (10) — 70% blk (70) — 50% blk (100)
Angle 0°



THE Q MARK

The Q mark can be used for decorative purposes, either in plain format or with the addition of 'exploded' segments.



PRIMARY FONT

The primary font to be used in any digital or print media is FS Me Pro.

FS Me Pro

FS Me Pro Light

The quick brown fox jumps over a lazy dog.

FS Me Pro Regular

The quick brown fox jumps over a lazy dog.

FS Me Pro Bold

The quick brown fox jumps over a lazy dog.

FS Me Pro Heavy

The quick brown fox jumps over a lazy dog.

SECONDARY FONT

For more decorative uses such as titles, the secondary font to be used in any digital or print media is Sugo Pro Classic.

The preferred weight for titles is **Sugo Pro Classic Light**, styled in **all caps**.

Sugo Pro Classic

Sugo Pro Classic Thin

The quick brown fox jumps over a lazy dog.

Sugo Pro Classic ExtraLight

The quick brown fox jumps over a lazy dog.

Sugo Pro Classic Light

The quick brown fox jumps over a lazy dog.

Sugo Pro Classic Regular

The quick brown fox jumps over a lazy dog.

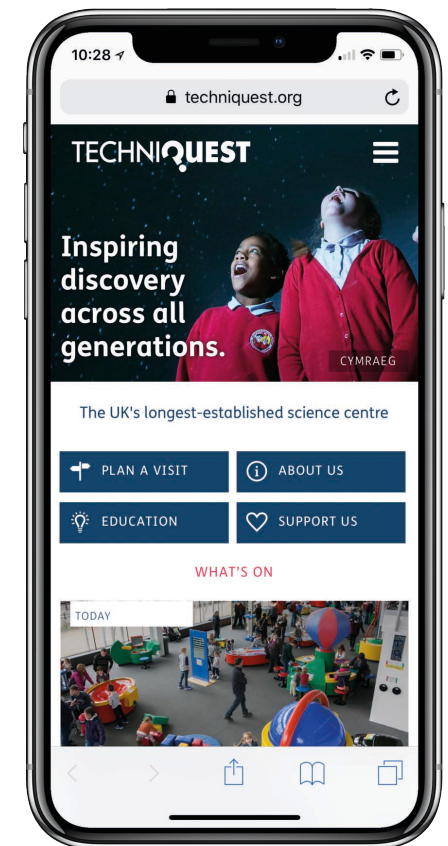
Sugo Pro Classic Bold

The quick brown fox jumps over a lazy dog.

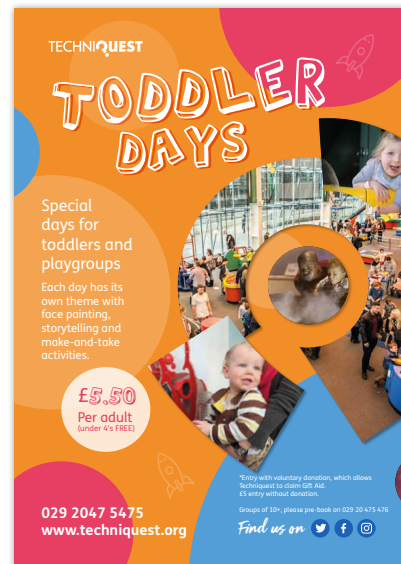


TECHNIQUEST STYLES IN USE

THE WEBSITE



FLYERS & BROCHURES



DISPLAY SCREENS

Planetarium for ages 7+



STAR TOURS

Show times

12:00
1:30
3:00

 **Duration:** 25 minutes

 **£1.50** — please book

Friends of Techniquet

Join us on our *exciting journey*

Annual £60

Monthly £5

Sign up tonight and receive a gift



BUSKING TABLE



VEHICLE GRAPHICS



STATIONERY

