



# Graphic Guidelines for Partners

The Qt Company

Last update: 7.7.2017

# Logos

Qt is about powerful blocks of code that run anywhere on any device, on any operating system at any time. We built a visual system that reflects the same principles – a system that is based on one simple block that can conveniently be expanded into various layouts in a wide range of formats. The logo is the heart of Qt's visual system.

There are individual logos for the Qt brand as a product and for The Qt Company. The product logo is the universal logo and usual use case. The Qt Company logo is used for company signature or company promotion material.

It is not allowed to alter the proportions, shape, colors or fonts of the Qt logo in any way.

Please, use only the original logo files provided in our brand resource center:  
<http://brand.qt.io/>

Product logo



Company logo



# Sub-brand logo and signature badge

The same usage principles as for the product and the company logo apply to the sub-brand logos and the signature badges. Do not alter the proportions, shape, colors or fonts of the logos or badges in any way.

Please, use only the original logo and badge files provided in our brand resource center:  
<http://brand.qt.io>  
<http://brand.qt.io/partner>

## Sub-brand logo



## Signature badge



# Partner badge

The same usage principles as for the product and the company logo apply to the partner badges. Do not alter the proportions, shape, colors or fonts of the logos or badges in any way.

Please, use only the original logo and badge files provided in our brand resource center: <http://brand.qt.io/partner>

Partner badge



## Minimum clear space

Clear space guidelines apply also to sub-brand logos and signature and partner badges.



## Colors

Note that for print materials we only use a specific Pantone green shade.

Printing the logo in CMYK is restricted because the CMYK color space won't be able to produce the neon color. When Pantone colors are not available, please use the black or white logo version.



<b>Screen</b>	R=65 G=205 B=82 #41CD52	R=9 G=16 B=43 #09102B	-	R=255 G=255 B=255 #FFFFFF
<b>Print</b>	PANTONE 802 C / 902 U	PANTONE 7463 C / U C=100 M=62 Y=12 K=65	C=60 M=40 Y=40 K=100	WHITE C=0 M=0 Y=0 K=0

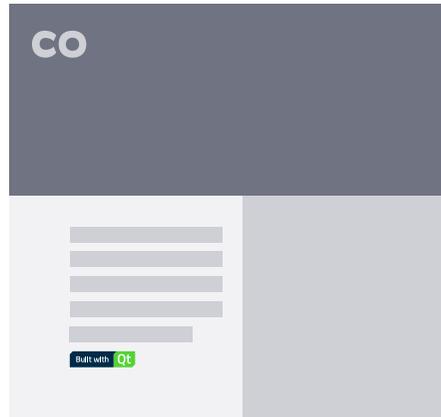
# Logo usage

Don't use the green logo on a photographic or colorful background. Use the white logo or badge instead.

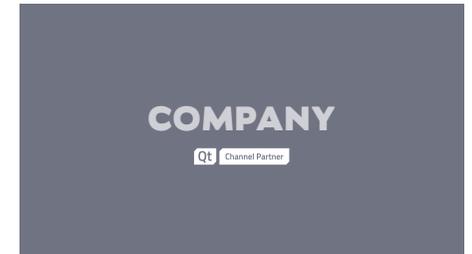
Make sure the minimum clear space is considered also when using the logo together with other brand logos.

The designer has the freedom to determine appropriate logo size for the layout.

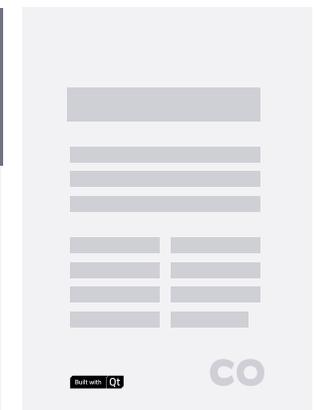
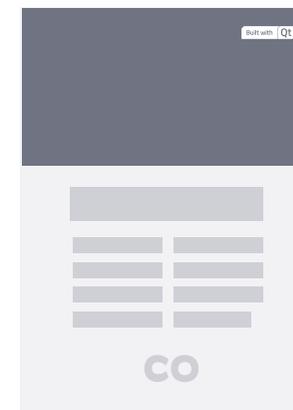
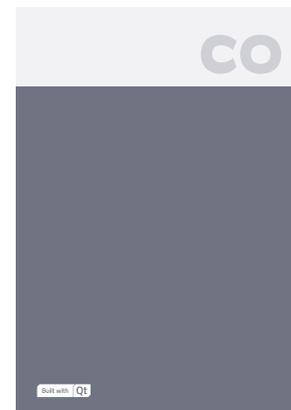
## Web



## PowerPoint



## Print



# Dos and don'ts

The logo is the embodiment of the brand, so it should never be edited or distorted. You should not attempt to recreate the logo yourself under any circumstances. Always use the original logo files.

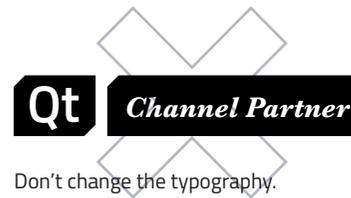
Always ensure good legibility when the logo is applied on a photographic or colorful background.



Don't distort the logo.



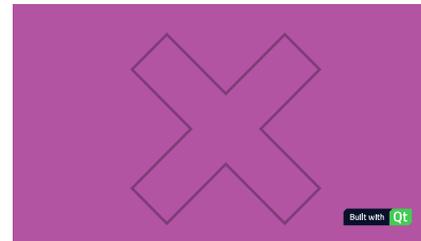
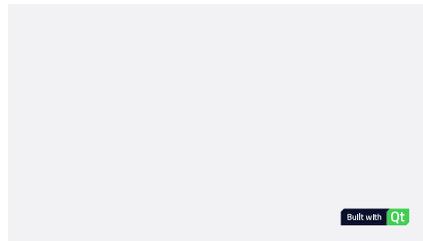
Don't use any effects.



Don't change the typography.



Don't change the colors.



Don't use the green logo on a colorful background.



Make sure that you have enough contrast.



Don't use the green logo on a photographic background.



Make sure that you have enough contrast.