



iQmetrix Graphic Standards Manual

For Partners and Media | October 2011

Introduction

The goal of the iQmetrix Graphic Standards Manual is to assist partners and media with using iQmetrix branding elements to convey a consistent image and communicate a clear message.

The following sections set guidelines for use of the iQmetrix logo and other major iQmetrix branding elements. iQmetrix is providing you access to use the iQmetrix logo and branding elements solely in accordance with this manual.

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Logo

The cornerstone of our branding is the iQmetrix logo – which consists of three elements:

- **Symbol** The symbol is bold and well established. It is simple yet structurally precise, it carries the message of reliability and security.
- **Wordmark** The wordmark is based on Museo Sans typeface with custom slab serifs on the i and x.
- **Tagline** The company may implement a general or targeted tagline in the future. All partners will be immediately updated on the status of such a tagline.



The color logo is always used with the iQmetrix wordmark. The tagline below the wordmark is optional.

A registered trademark sign ® is used in all cases except in very small dimensions - smaller than 200px in electronic media and 2.5cm/1" in printed material.

Color values for iQnavy
 RGB 0,45,86
 CMYK 100,46,0,70
 PANTONE 296
 hex# 002D56

Color values for iQyellow
 RGB 255,204,0
 CMYK 1,19,100,0
 PANTONE 116
 hex# ffcc00



Room to breathe. The minimum clear space around all four points of the logo is a square, with the distance from the extremities equal to the x-space (2/3 of the yellow Q space). This way, the clear space scales with the logo.

Logo

Variations of the iQmetrix logo are available to allow for flexibility of use in nearly every application. Each of these formats is available in the iQmetrix Media Kit www.iQmetrix.com/media

If you have a request for a different format, please contact branding@iQmetrix.com

White logo, with or without the wordmark, on top of color or black backgrounds



Black logo, with or without the wordmark, on top of white or bright backgrounds



Silver logo, with or without the wordmark, on top of white or bright backgrounds



Logo No-Nos

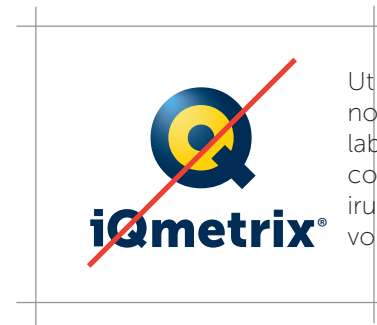
The iQmetrix logo, as well as iQmetrix products and iQmetrix Partners logos, must be consistent and recognizable in all formats. The following are mistakes to avoid:



DON'T place color logo on top of a photo, dark or busy background.



DON'T rearrange logo elements.



Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit

DON'T interfere with logo's clear space.



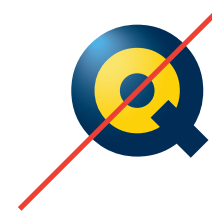
DON'T scale or stretch the logo disproportionately or distort the logo to change the perspective.



DON'T use drop shadows, outlines or similar effects.



DON'T use any other color variations than those provided in this manual.



DON'T use color symbol without the wordmark. Only white, black and silver versions can be used without the wordmark.

iQmetrix product logos

The following iQmetrix product and product family logos are currently available. The rules of usage are the same as with the iQmetrix logo.

These logos are not part of the Media Kit, but can be requested from the iQmetrix marketing department at branding@iQmetrix.com

RQ4 Retail Management Platform

RQ[®]4

PocketRQ: compact RQ4 for mobile devices

Pocket**RQ**[®]

XQ Interactive Retail

XQ[™]

iQmetrix Select & Elite Partner Logos

iQmetrix Partner logos are available for partner usage to identify companies as iQmetrix Select Partners or iQmetrix Elite Partners, as well as noting their service category.

These logos will provide a consistent branding message across the iQmetrix Partner Network as well as all partner marketing collateral. Select and Elite logos are available in color, black, white and silver versions. These logos are not part of the Media Kit, but are available upon request from your Product Marketing Manager and once Partner status has been verified. The rules of usage are the same as with the iQmetrix logo.

Requests can be sent to branding@iQmetrix.com

iQmetrix Select Partner color and silver logos



iQmetrix Elite Partner color and silver logos



iQmetrix Press Release Boiler Plate

About iQmetrix:

iQmetrix is the leading provider of retail management solutions for the North American wireless industry. We strive to create the ultimate retail experience for the consumer, the employee and the business. Our flagship product, RQ4, is a complete software solution designed for wireless retailers to manage people, business processes and strategic decision-making. Our new product, XQ Interactive Retail, is a suite of in-store digital media solutions that provide an engaging way to educate and guide customers through the process of buying a mobile device. iQmetrix is a privately held software as a service (SaaS) company with offices in Canada and the United States.

www.iQmetrix.com

Using the iQmetrix Design Standards

Thank you for helping iQmetrix in building a successful brand image.

iQmetrix branding elements can be found at www.iQmetrix.com/media. The Media Kit contains several acceptable versions of the iQmetrix logo.

All print and online advertising that uses iQmetrix logos and/or iQmetrix partner logos must be approved by the iQmetrix Branding Team. Please submit artwork (preferably as a .pdf) to branding@iQmetrix.com

All press releases must be approved by the iQmetrix Communications Team. Please submit content, or direct any questions related to standard iQmetrix spelling, writing style or usage, to media@iQmetrix.com.

