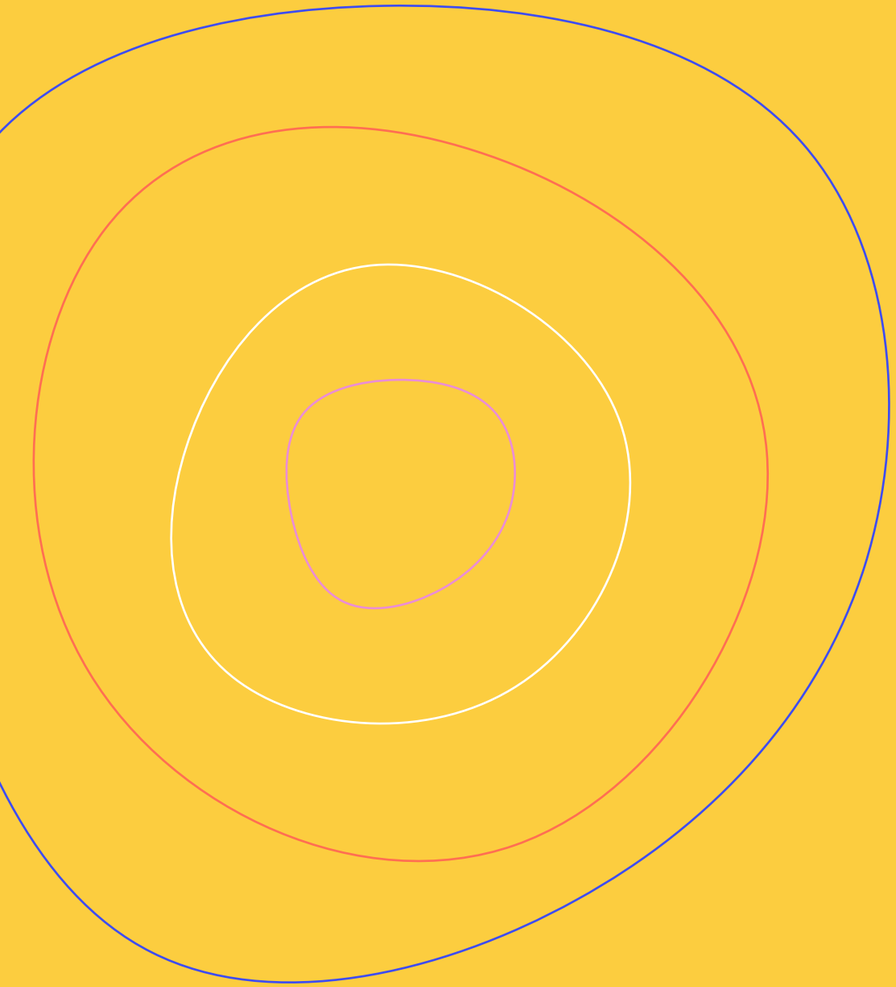
Qualio

Qualio
Brand Guidelines

Version 2.1 —
September 2021



Qualio

We help teams bring high-quality, life-saving products to market.

Medical device and pharmaceutical companies need a secure and scalable quality management system with the flexibility to support their evolving needs. Qualio meets that challenge with an enterprise-class cloud QMS that cuts through complexity to optimize and automate critical quality processes.

©2021 Qualio

Qualio

Qualio

Built for Life Sciences

Aa

Aller Light
Aller Light Italic

Aller Regular
Aller Italic

Aller Bold
Aller Bold Italic

©2021 Qualio

01 — The Qualio Brand 5

Our Core Purpose 6
Our Vision & Mission 7
Our Core Values 8
Our Brand Values 10

02 — The Logo Overview 12

Qualio Brand 13
Qualio Logo — Symbol 14
Qualio Logo — Typeface 15
Logo Clear Zone 16
Logo Sizes — Dark Shades 17
Logo Sizes — Light Shades 18
Logo Versions 19
Logo Correct Uses 20
Logo Incorrect Uses 21
Logo Placement 22
Brand Symbol Placement 23
Applying Our Brand Symbol 24

03 — Color Palette 25

Core Palette 26
Shades & Tints 27
Feedback Colors 29
Correct Color Combinations 30
Incorrect Color Combinations 31

04 — Typeface & Type Scale 32

Display typeface 33
Text typeface 34
Typographic Scale 35
Typographic Weights 36
Typographic Pairings 37

05 — Brand Elements 38

Brand Elements 39
Animations & Graphic Elements 40

06 — Brand Application 41

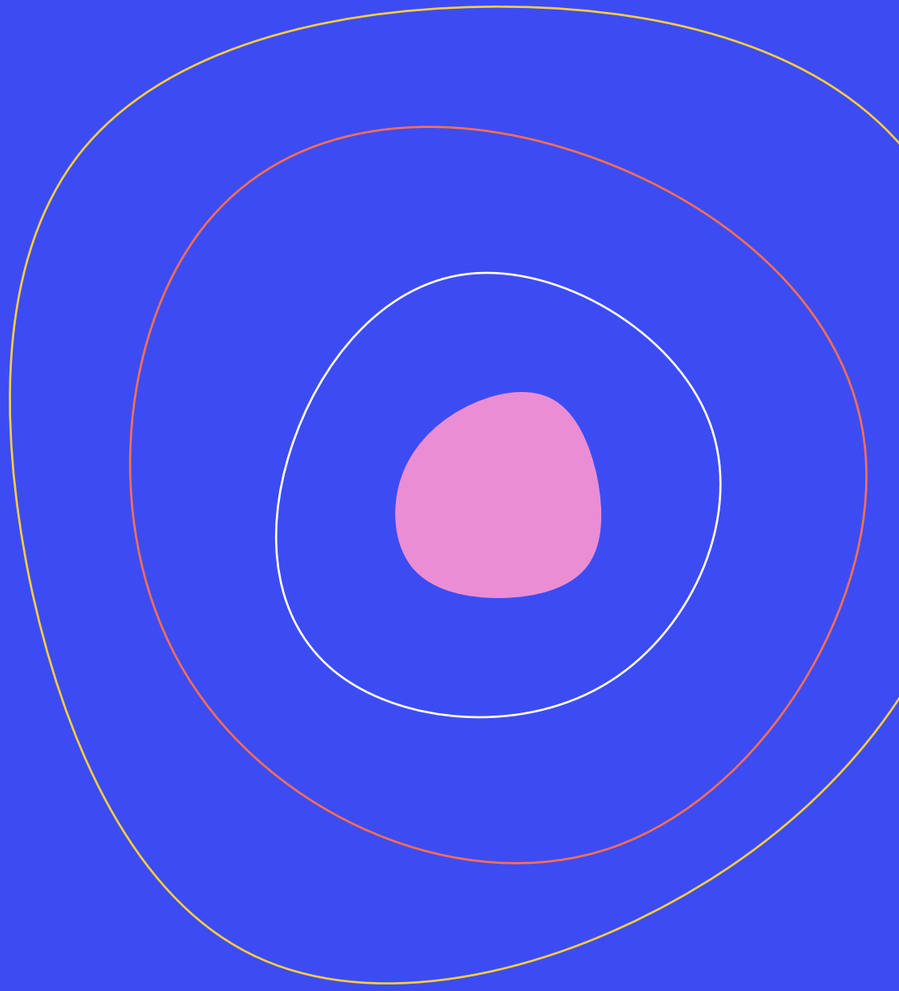
©2021 Qualio

01 The Qualio Brand

©2021 Qualio

Our Core Purpose

Enable teams to launch and scale life-saving products.

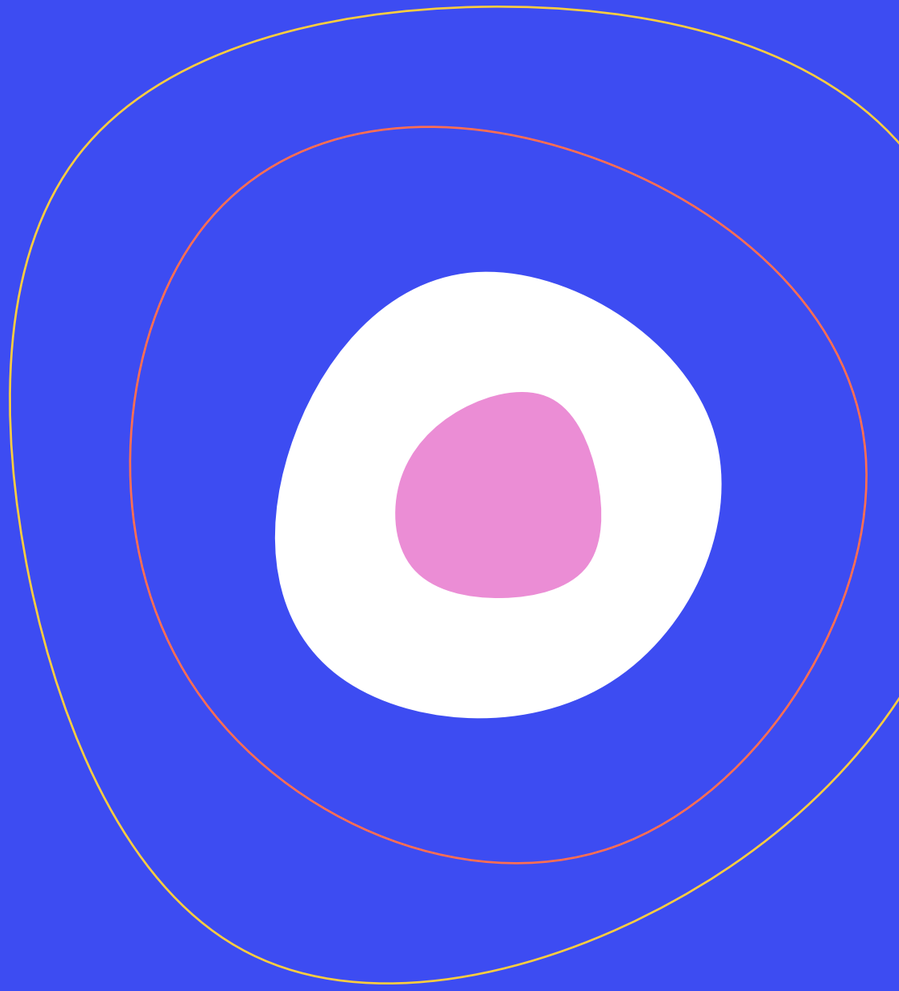


©2021 Qualio

Our Vision & Mission

Help teams building life-saving products get to market quickly and scale successfully.

In the future, Qualio will act as the quality data layer, touching every part of the drug and device development and delivery life-cycle. From early R&D and clinical trials, through to market approval and manufacturing, and all the way to the last-mile where healthcare professionals and patients depend on these products.



©2021 Qualio

Our Core Values

— Intentional Communication
— Customer-Centric
— Seek Ownership
— Always Curious
— Team Players

©2021 Qualio

1 — Intentional Communication

We believe in running an open company that communicates early and often, with a focus on clarity.

2 — Customer-Centric

We prioritize creating a positive customer experience with every decision and every action.

3 — Seek Ownership

We thrive on being trusted, on freedom, and on being able to make an impact. We live up to verbal and written commitments and adjust quickly to changing priorities.

4 — Always Curious

We are voracious learners, open to new ideas, and can integrate them into our professional and personal lives quickly.

5 — Team Players

We earn trust and support each other. We seek what is best for the company, rather than what is best for ourselves or our group.

©2021 Qualio

Our Brand Values

Our brand values are who we are, how we behave, and how we position ourselves to customers and competitors.

1 — Trusted

Respected, reliable, solid.

2 — Scalable

Dynamic, fast-paced, efficient.

3 — Joyful & Playful

Energetic, vibrant.

4 — Easy

Effortless, not complicated, or over-engineered.

©2021 Qualio

Built for Life Sciences

02

The Logo Overview

©2021 Qualio

Qualio Brand

Our brand is bold, bright, elegant, and energetic. Our logo carries simple but yet remarkable features. We're a dynamic, reliable company, and we want to be seen as such.

These guidelines incorporate our essence and set the foundation for a successful and clear messaging. We can achieve this by not altering or applying our logotype in any way not clearly defined in these guidelines.

Qualio Logo — Symbol

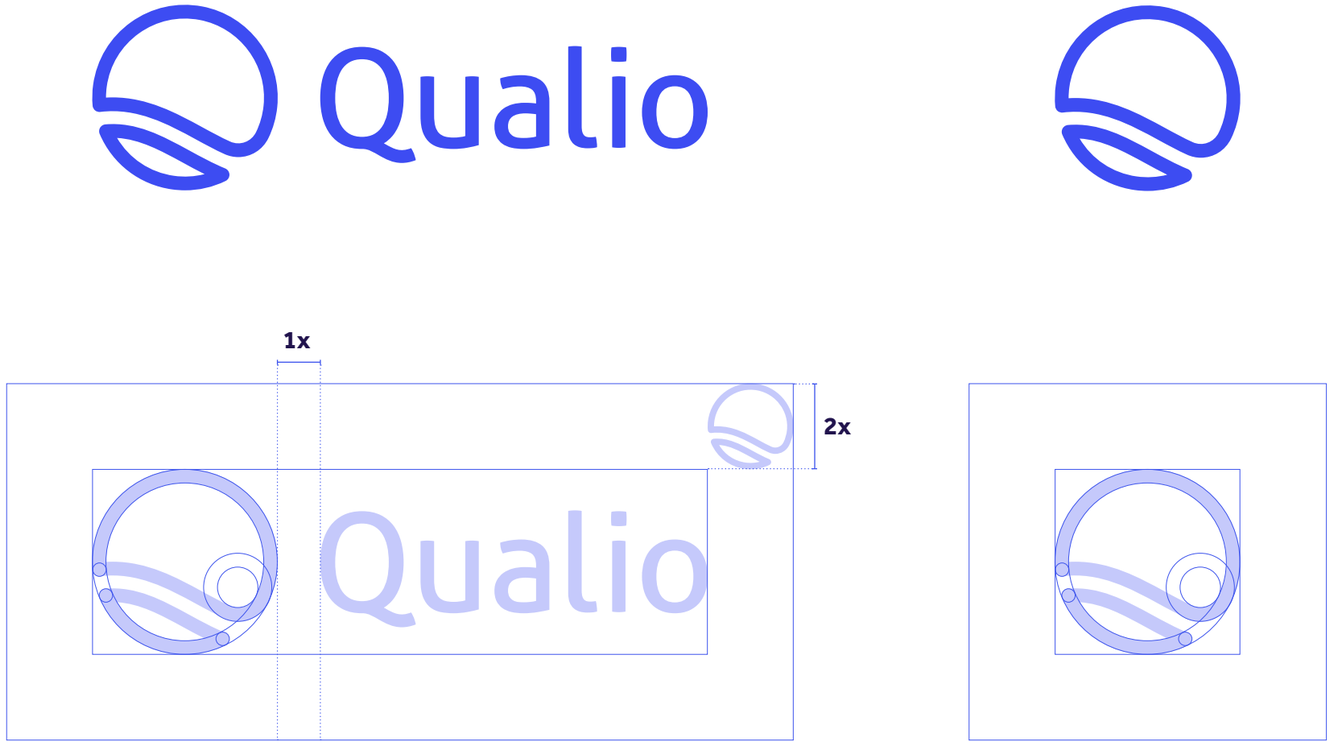
The symbol resonates with Qualio in many ways. It has a ‘Q’ for quality, it’s fluid, solid, and scales well. It can be used on its own whenever possible, and it can transform and express itself in different manners. See more on that from page 39.

Qualio Logo — Typeface

The semi-custom typeface complements the symbol in an incredibly harmonic way. The typeface can be seen as an extension of the symbol because of its similar cuts and angles. We explore the typeface a little more on page 33.

Logo Clear Zone

This zone should allow the logo to appear clearly without other graphic elements impacting its legibility. To this end, no typography or other logos and icons should appear within this zone. When the logo appears on an image or illustration, there should be enough contrast between the logo and its surroundings to ensure legibility.



©2021 Qualio

Logo Sizes — Dark Shades

For legibility purposes, the logo minimum size should be no less than 20px tall[1].

Please note — Our logo has light and dark modes that were optically adjusted to appear sharp against dark and light backgrounds. Please use the appropriate version when applying it.

100%

50%

25%

[1] Exception: the favicon was optically adapted to look sharp at 16px.

©2021 Qualio

Logo Sizes — Light Shades

When applied against dark backgrounds, the lines appear thicker when compared to the other version of the logo. To prevent that, the logo was optically adapted to appear sharp against dark backgrounds.

Please always use this version of the logo when applying it on dark backgrounds.

100%

50%

25%

Logo Versions

To allow the logo to adapt to different scenarios and applications, we created four versions. The horizontal orientation is the primary and preferable one, but the stacked and icon-only (brand symbol) versions should be used when the primary logo isn’t the most suitable.

Logo horizontal

Logo stacked

Brand symbol

Favicon

©2021 Qualio

Logo Correct Uses

We maintain the integrity and consistency of the brand by not altering our logo in any way. As such, the master artwork files should be used at all times and never edited.

See here some correct uses.

Plain colorways

Mixed colorways

Stacked version & brand symbol

On an image[1]

[1] Please adjust the image contrast to ensure logo legibility.

©2021 Qualio

Logo Incorrect Uses

We maintain the integrity and consistency of the brand by not altering our logo in any way. As such, the master artwork files should be used at all times and never edited.

See here some incorrect uses.

Plain colorways

Mixed colorways[1]

Distortions, rotations, crops, and effects

On an image

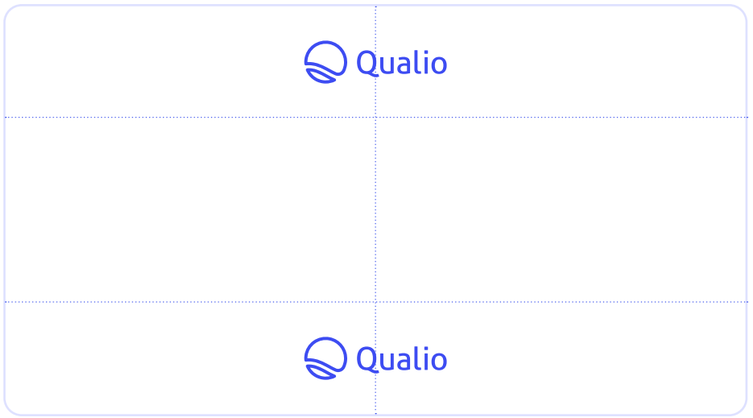
[1] Not enough contrast and too many color overlaps (example 1). Background with broken shapes (example 2).

©2021 Qualio

Logo Placement

Often our logo is placed as the ‘signature’ on a piece of communication. In these applications, the logo is positioned at the corners of the surface to allow the key message space to deliver its meaning.

Option 1



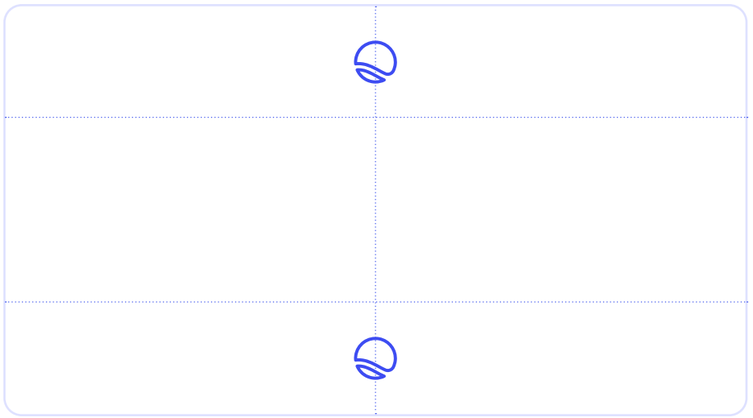
Option 2

©2021 Qualio

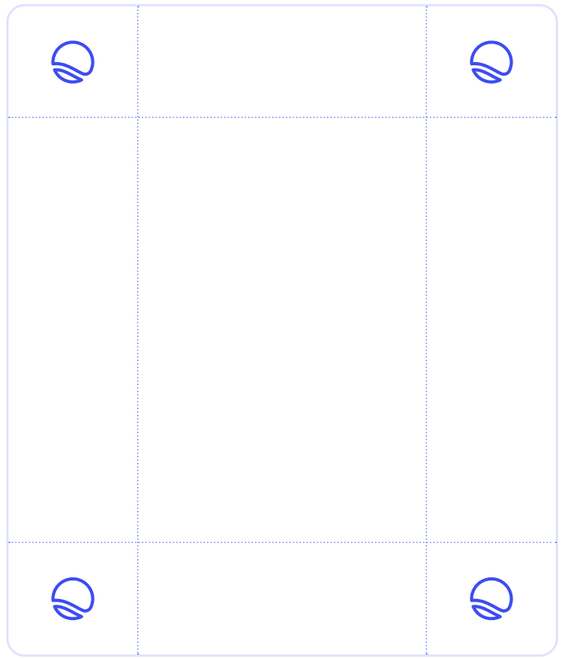
Brand Symbol Placement

Often our brand symbol is placed as the ‘signature’ on a piece of communication. In these situations, the icon is positioned at the corners of the surface to allow the key message space to deliver its meaning.

Option 1



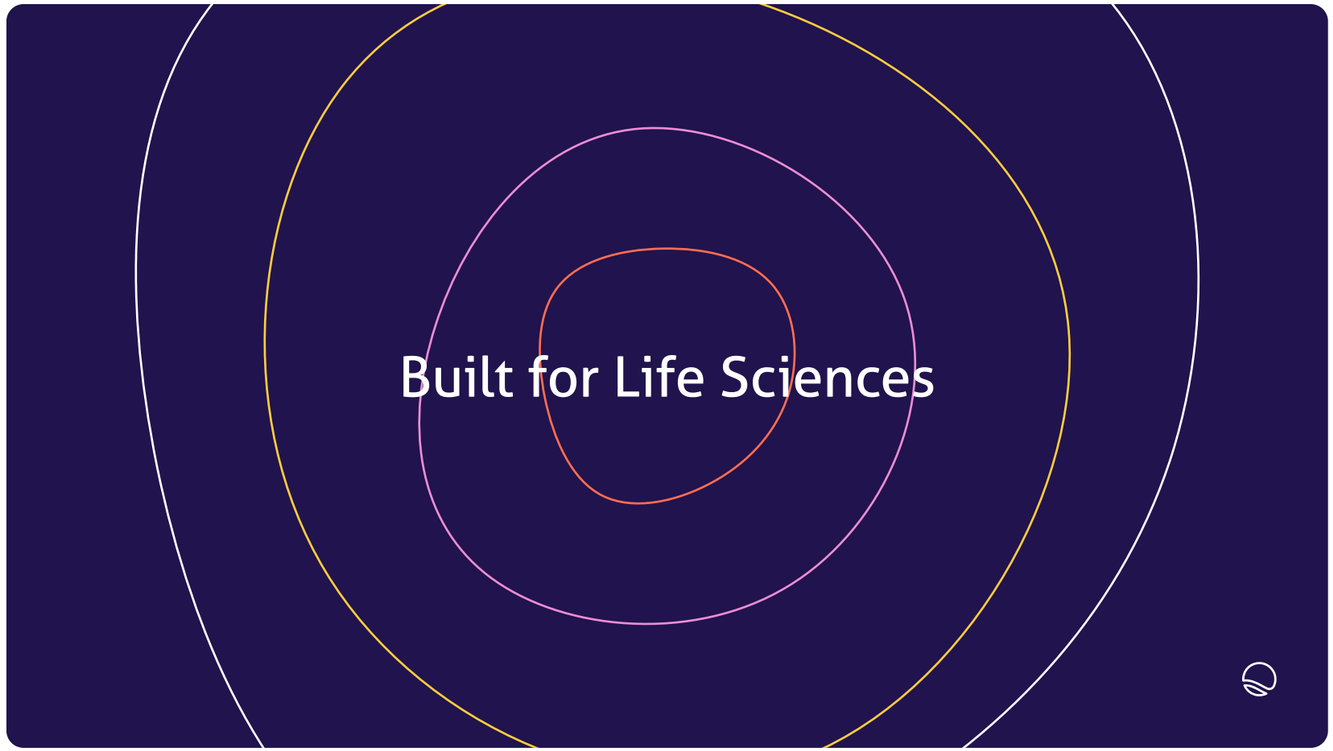
Option 2



©2021 Qualio

Applying Our Brand Symbol

There will be times where we may feel comfortable applying our brand symbol. Situations such as when the brand messaging / positioning is strong enough to use it on its own or if the location isn't suitable for our primary logo version.



©2021 Qualio

03 Color Palette

©2021 Qualio

Core Palette

Our color palette is bold, vivid, and incorporates the energy present within the company culture, mission and vision.

Royal Blue is our main brand color, and it should be present at all times, even if in small percentages.

Yellow, Orange, and Pink are complementary and shouldn't be used as a stand-alone color.

Royal Blue

#3D4CF2
R 61 B 76 G 242
C 80 M 68 Y 0 K 0
Pantone 2726 C / 20-0147 TPM
Diode Blue (Textiles)

Dark Purple

#21134D
R 33 G 19 B 77
C 100 M 100 Y 35 K 35
Pantone 274 C / 20-0133 TPM
Kir Royale (Textiles)

White

#FFFFFF
R 255 G 255 B 255
C 0 M 0 Y 0 K 0

Yellow

#FCCD3F
R 252 B 205 G 63
C 0 M 16 Y 85 K 0
Pantone 122 C / 20-0041 TPM
Clarified Butter (Textiles)

Orange

#FF6E52
R 255 G 110 B 82
C 0 M 75 Y 70 K 0
Pantone 2024 C / 20-0056 TPM
Coralessence (Textiles)

Pink

#EB8DD5
R 235 G 141 B 213
C 8 M 56 Y 0 K 0
Pantone 237 C / 15-2913 TCX
Lilac Chiffon (Textiles)

©2021 Qualio

Shades & Tints

We use shades & tints of our core colors to create an extended palette. These can be used across all brand assets, respecting the accessibility standards when applying them to typefaces.

Please see more on that on page 29.

White dots are core colors.

Royal Blue

#13184D #1D2473 #232C8C #2934A6 #303CBF #3643D6 #3D4CF2 #4F5EFF

#6370FF #7883FF #8C96FF #A1A9FF #B5BBFF #C9CEFF #DEE1FF #F0F1FF

Dark Purple

#21134D #321D73 #3D238C #4929A6 #5430BF #5E36D6 #6A3DF2 #7B4FFF

#8A63FF #9A78FF #A98CFF #B8A1FF #C8B5FF #D7C9FF #E6DEFF #F4F0FF

Yellow

#734D00 #8C5E00 #A66F00 #BF8600 #DE9B00 #FCAD00 #FCB80D #FCC626

#FCCD3F #FCD256 #FCD96F #FCDF88 #FCE5A1 #FCECBA #FCF2D4 #FCF7E3

©2021 Qualio

Shades & Tints

We use shades & tints of our core colors to create an extended palette. These can be used across all brand assets, respecting the accessibility standards when applying them to typefaces.

Please see more on that on page 29.

Orange

#942E1E #B2442E #CC5842 #E5634A #FF6E52 #FF7A61 #FF8770 #FF9480

#FFA18F #FFAE9E #FFBBAD #FFC7BD #FFD4CC #FFE1DB #FFEAE5 #FFF2F0

Pink

#80336E #A35290 #AD5799 #B85CA2 #C261AC #CC70B7 #D67CC2 #E082CB

#EB8DD5 #ED9ADA #F5ABE4 #F5B8E7 #F5C4EA #F5D0EC #F7DFF2 #FFEDFB

White dots are core colors.

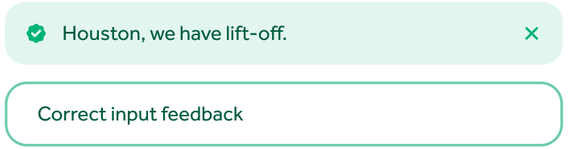
©2021 Qualio

Feedback Colors

We use feedback colors on UI elements such as form fields and product alerts. They were carefully picked to pass all accessibility standards — apply these guidelines when creating UI components.

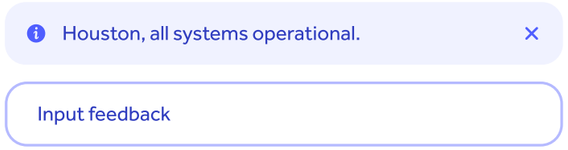
Feedback / Success

Text	Icon	Border	Bg
AAA			AAA
#005C3D	#00B277	#6ACCAB	#E4F5F0



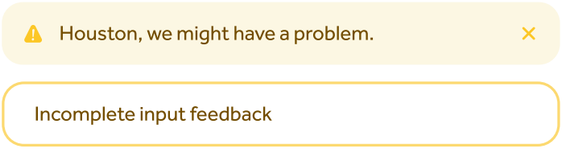
Feedback / Neutral Statement

Text	Icon	Border	Bg
AAA			AAA
#3643D6	#4F5EFF	#B5BBFF	#F0F1FF



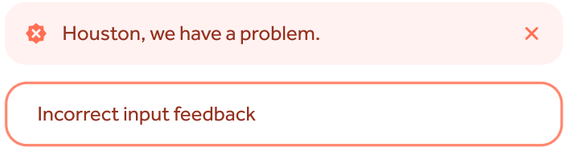
Feedback / Warning

Text	Icon	Border	Bg
AAA			AAA
#734D00	#FCC626	#FCD971	#FCF7E3



Feedback / Fail

Text	Icon	Border	Bg
AAA			AAA
#942E1E	#FF6E52	#FF8770	#FFF2F0



©2021 Qualio

Correct Color Combinations

These are our primary and secondary color combinations. From top to bottom, these are our preferred colorways.

If necessary, we can also apply our logo in black and white.

Primary

White logo on Royal Blue.

Royal Blue logo on white.

White logo on Dark Purple.

Dark Purple logo on Yellow.

Secondary

Royal Blue logo (#DEE1FF) on Primary Royal Blue.

White logo on Dark Purple (#321D73).

Yellow logo on Dark Purple.

White logo on Orange.

©2021 Qualio

Incorrect Color Combinations

To protect the integrity, consistency, and legibility of our brand, only use the color combinations as stated on these guidelines (page above).

Dark Purple logo on Royal Blue[1].

Dark Purple logo on white[2].

Royal Blue logo on Dark Purple[1].

Pink logo on Yellow[1].

Yellow logo on white[3].

Pink logo on white[3].

Orange logo on white[3].

White logo on Yellow[1].

[1] Not enough contrast between logo and background.
[2] Do not use Dark Purple logo against a white background.
[3] Yellow, Pink, and Orange should not be stand-alone colors.

©2021 Qualio

04 Typeface & Type Scale

©2021 Qualio

Display Typeface —— Aller

Aller is a font family with a unique design and warm tone of voice. It is a sans-serif font with some interesting features that make this a characterful alternative to less inventive sans serifs. The font includes three roman styles, ranging from light to bold, with matching italics. Read more ›

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

0123456789
!@#$%&*()+©øπßðƒ

Aller Light
Aller Light Italic

Aller Regular
Aller Italic

Aller Bold
Aller Bold Italic

©2021 Qualio

Text Typeface ——— Effra

Effra has impressive design credentials, with a family history tracing back to Caslon Junior. With clean lines and humanist character shapes, it is a supremely flexible sans serif family which has become a design favourite in recent years. Read more ›

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

0123456789
!@#$%&*()+©øπßðƒ

Effra Regular	**Effra Medium**	**Effra Bold**
Effra Italic	***Effra Medium Italic***	***Effra Bold Italic***

©2021 Qualio

Typographic Scale

Our type scale is equivalent of the diatonic scale. The Leading (line-height) is multiple of 4px, with exception of Extra Small.

All sizes represented here can be scaled up or down by changing the default root size on the UI or document.

[1] The Elements of Typographic Style (Version 3.1), Robert Bringhurst, 2005.

Diatonic Scale[1]

	a	a	a	a	a	a	a	a	a	a	a	a
Size	12	14	16	18	21	24	28	32	36	42	48	60
Leading	18	20	24	28	28	32	36	40	44	52	56	68

Heading Sizes (Aller)

Display 1

Display 2

Display 3

Heading 1

Heading 2

Heading 3

	a	a	a	a	a	a	a	a	a	a	a	a
Size	12	14	16	18	21	24	28	32	36	42	48	60
Leading	18	20	24	28	28	32	36	40	44	52	56	68

Body Text Sizes (Effra)

Heading 4

Heading 5

Heading 6

Lead

Paragraph

Small

Extra Small

©2021 Qualio

Typographic Weights

These are our main font weights. Since Aller is a display typeface, we should use it on titles and headings only. Our text typeface Effra complements Aller well and should be used across all devices and media.

We can apply these weights on all thirteen font sizes specified above on our type scale.

Heading Weights

Aller Regular

Aller Italic

Aller Bold

Aller Bold Italic

Body Text Weights

Effra Regular

Effra Italic

Effra Medium

Effra Medium Italic

Effra Bold

Effra Bold Italic

©2021 Qualio

Typographic Pairings

Here's an example of typeface pairing.

Text on buttons should always be paragraph size and bold to allow for legibility.

Headings, subheadings, and body text may change according to the composition hierarchy.

Example of website heading

Display 3

The #1 Cloud-based Quality Management System for Life Sciences

Heading 5

Qualio's ready-to-use QMS unites your teams, processes, and data all in one place so you can get to market quickly and scale successfully.

Paragraph

email@company.com

Request Demo

©2021 Qualio

05

Brand Elements

©2021 Qualio

Brand Elements

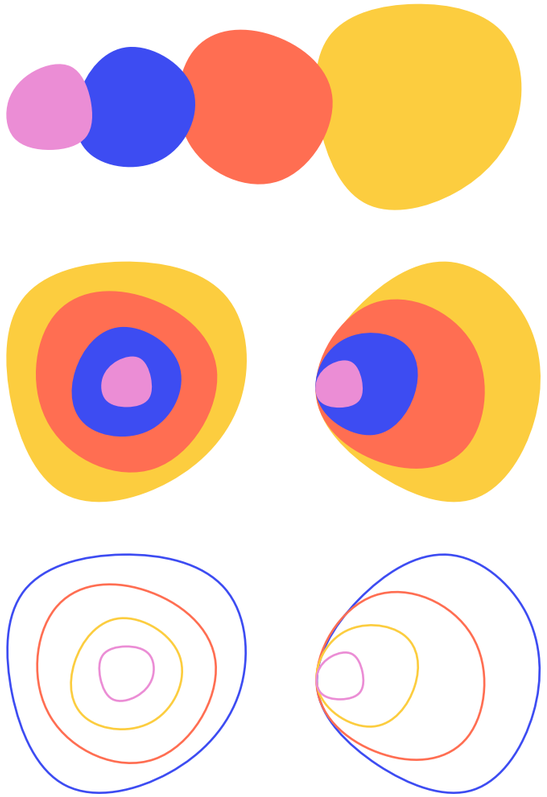
Here are a few examples of brand assets that can be used to bring the essence of the Qualio brand to life.

They may be applied in many different scenarios and were designed to adjust effortlessly to many situations. To create new components, use these elements as guidelines.

Stylistic Q

Stylistic Q to form shapes & backgrounds

Brand Core

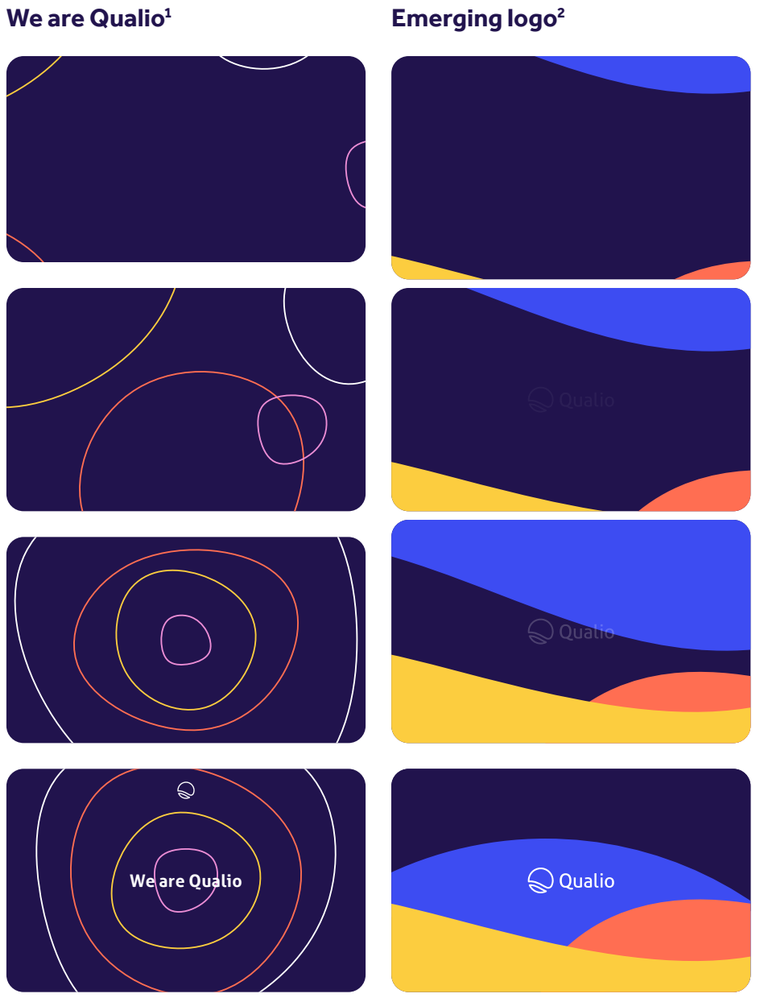


©2021 Qualio

Animations & Graphic Elements

We can create graphic elements and animations as a form to express our brand attributes, mission, and values.

Here are some examples of how this can work.



These graphic elements illustrate our core values: trusted, scalable, joyful & playful, easy.

We are Qualio —
The circular shapes emerging from all sides and meeting in the center represent our ability to work together towards our mission by quickly and efficiently adapting to changes and challenges, but still maintaining our form and integrity.

Emerging logo —
We use our ‘Stylistic Q’ element to create the waves that compose this graphic representation. The shapes gradually appear to meet at the bottom, forming the ‘Stylistic Q’ element and revealing the Qualio logo.

©2021 Qualio

06

Brand Application

©2021 Qualio

Example of billboard containing messaging, graphic element and full logo.

Example of graphic elements applications.

Example of guide cover page and pin with Stylistic Q.

Pen and sticker with Stylistic Q.

Tote bag with Stylistic Q and stacked logo.

Qualio

Contact

Laura Ungrad
Lead Brand Designer

laura.ungrad@qualio.com
1.855.203.2010

San Francisco, CA

268 Bush St #3334
San Francisco, CA 94104
United States

© Qualio Brand Guidelines
Version 2.1 — September 2021