quitt.

Brand Guidelines

02
Logo

The Logo

Our Logos are the main elements of our brand. In no way should the logo be modified, distorted, or redrawn.
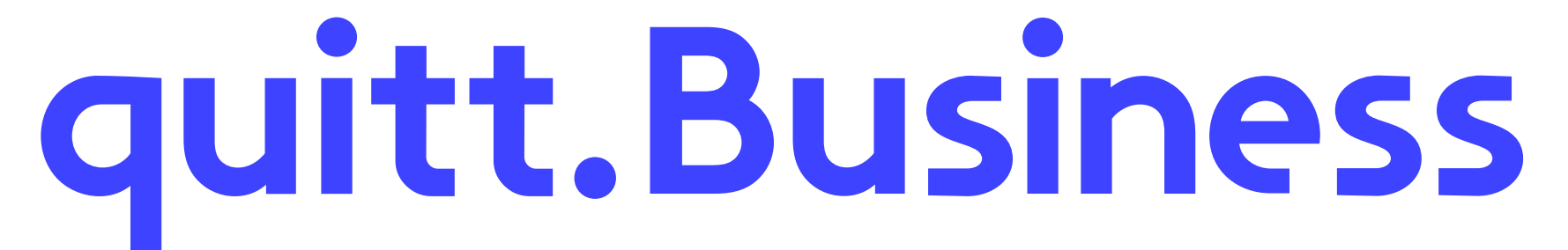
quitt Logo B2C
The logo highlights that we finish things and bring it to a proper end. Every month. Period.

quitt Business Logo B2B
To better separate the products we created another logo. (We were very innovative in naming the product.) Just as the normal quitt logo, it has the same meaning, but just related to businesses.

Both brands should be conceived as the same. As a example to keep in mind: If a quitt Business customer get an e-mail with a quitt header, she should not be confused (Still, it should not happen 😄)

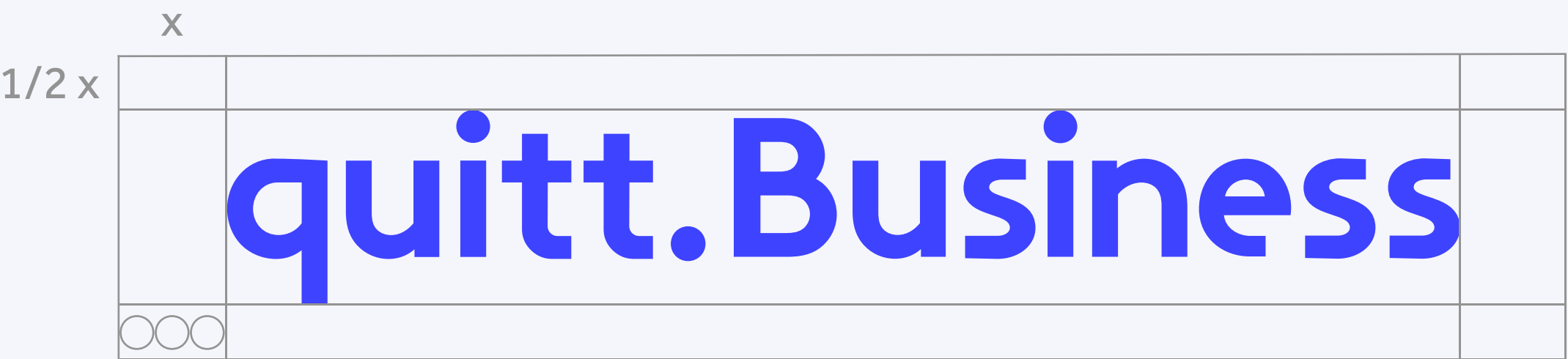⬇ Download the Logos

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quitt.Business

Clear Space

To ensure the right amount of breathing space around
the quitt logo the following process should be applied:

Step 1 Pick the period "."

Step 2 Triple it

x = ○○○

The Icon

Our Icon is as a standalone brand element, as well a part of the logo. By doing so, it creates a strong and distinctive brand symbol.

The Icon should be used as the reduced form of our logo in tight spaces (like favicons) **but only if the logo does not fit.**

⤓ Download the Icon

Partners

When combining the quitt logo with other logos, it's important to make sure there is enough spacing provided between the logos. Also the Logo should be separated by an small x (Font Effra Medium). Furthermore we want to make them akin to each other by giving them the same color, which is usually black or white negative version of the logos.
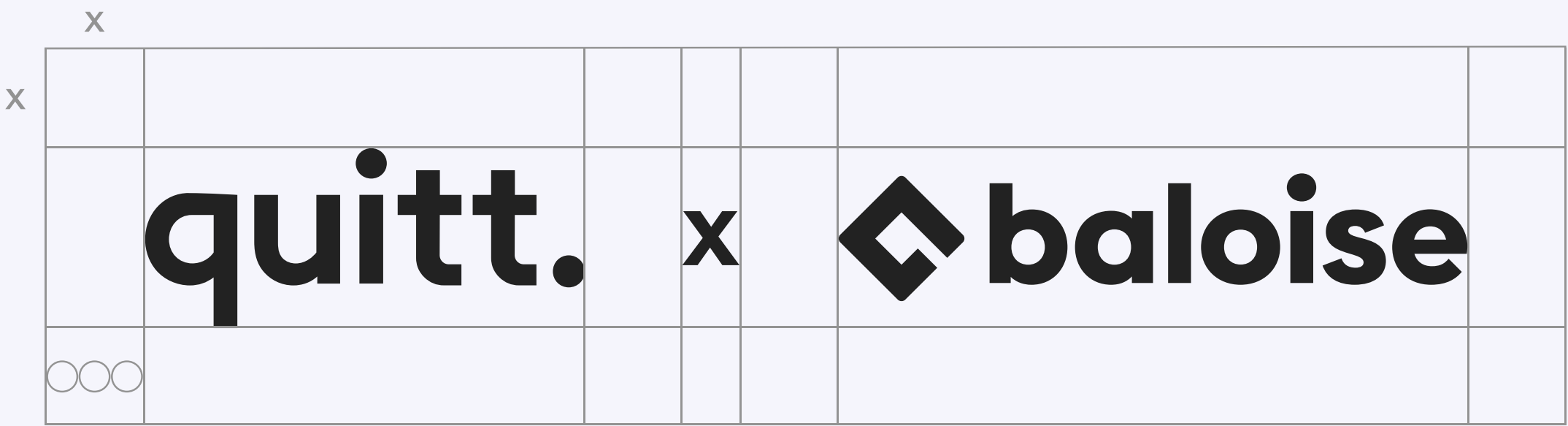
Usage
Colors

The default version of the quitt logo uses our primary brand color blue. Alternatives are white on blue, black on white/very light background, or white on black/ darker backgrounds.

quitt.

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quitt.

Usage
Don't do this...

Feeling quirky today? Save it for your chats with you mates, but please don't mess with our logo. Avoid the examples mentioned below at all times.

1. **Don't use other colors than given.**
   Use the colors given on the slides above

2. **Don't stretch the logo**
   Just let it be. Please

3. **Don't rotate the logo**
   Just leave it at 0 degrees :)

4. **Don't make the logo 3D**
   We are happy staying in the 2nd Dimension.