

The logo for SendQuick, featuring the word "Send" in white and "Quick" in orange, with a stylized orange swoosh above the "Q".

SendQuick

VISUAL IDENTITY GUIDELINES

Version 1.0 | July 2022



INTRODUCTION

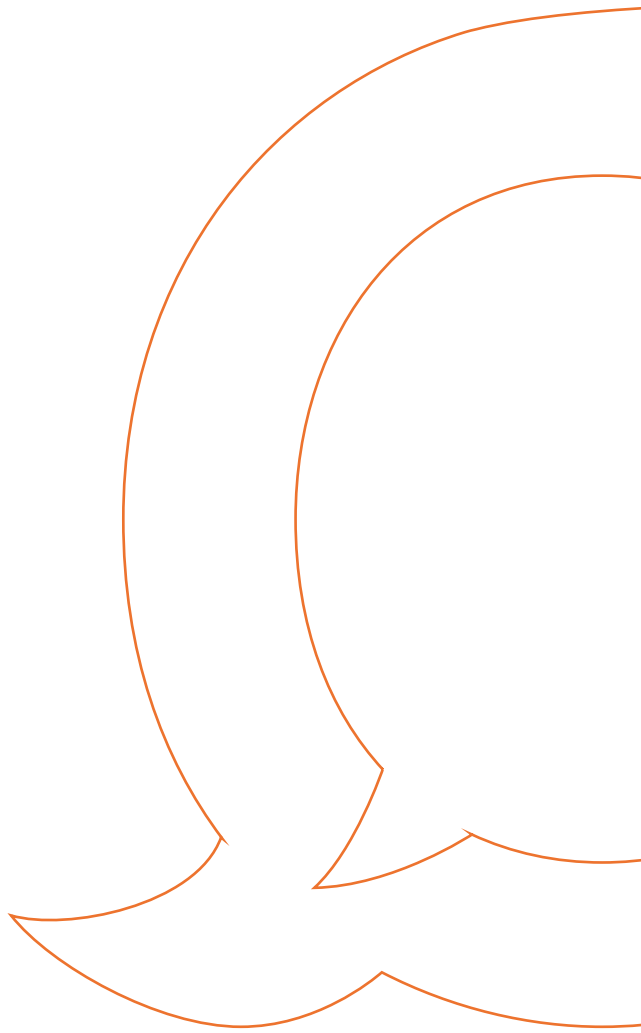
This Visual Identity Guidelines contains the standards to be observed in articulating the SendQuick brand. These standards are not meant to restrict, but should be used as the framework to build on in expressing our brand consistently yet creatively. All of the stock images displayed in this Visual Identity Guidelines are used for display and explanatory purposes only.



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The background is a solid dark blue color. On the left side, there are several large, overlapping, abstract shapes outlined in a thin orange line. These shapes resemble stylized waves or organic forms. On the right side, there are smaller, similar orange-outlined shapes, also appearing as stylized waves or organic forms.

Visual **Identity**

LOGO RATIONALE

Innovative communications that deliver.
Connecting the world.
Partnering for growth.
At the core, Partnership for Innovation defines SendQuick.

The concept of Partnership is articulated by the speech bubble, which not only relates to sendQuick's award-winning messaging service but also the importance of listening to and advising clients. Person to person. Heart to heart. Deep in conversation.

The colour Blue, serious and professional, equals trust and security. Over the decades, Clients have come to trust SendQuick for getting their messages across. Safely. Securely.

The energetic Orange symbolises an inventive mind, capturing SendQuick's indomitable spirit of innovation that strengthens Global Partnership for many more decades to come.

The logo features the word "Send" in a dark blue, sans-serif font, followed by "Quick" in an orange, sans-serif font. The letter "Q" in "Quick" is stylized as a speech bubble with a tail pointing towards the top right.

CLEAR SPACE & MINIMUM SIZE

Clear space is the invisible margin surrounding the logo. Its purpose is to give room for the logo to be easily recognised and read, especially when placed alongside other graphic elements. The clear space is calculated using the height of 'e' from the logotype. Do not place any other elements in this space at all times. The example illustrates how the minimum clear space is applied.

The minimum size is the smallest size that the logo could be properly discerned or read. The minimum size is 15mm measured according to its width from the left-hand edge to the right-hand edge.



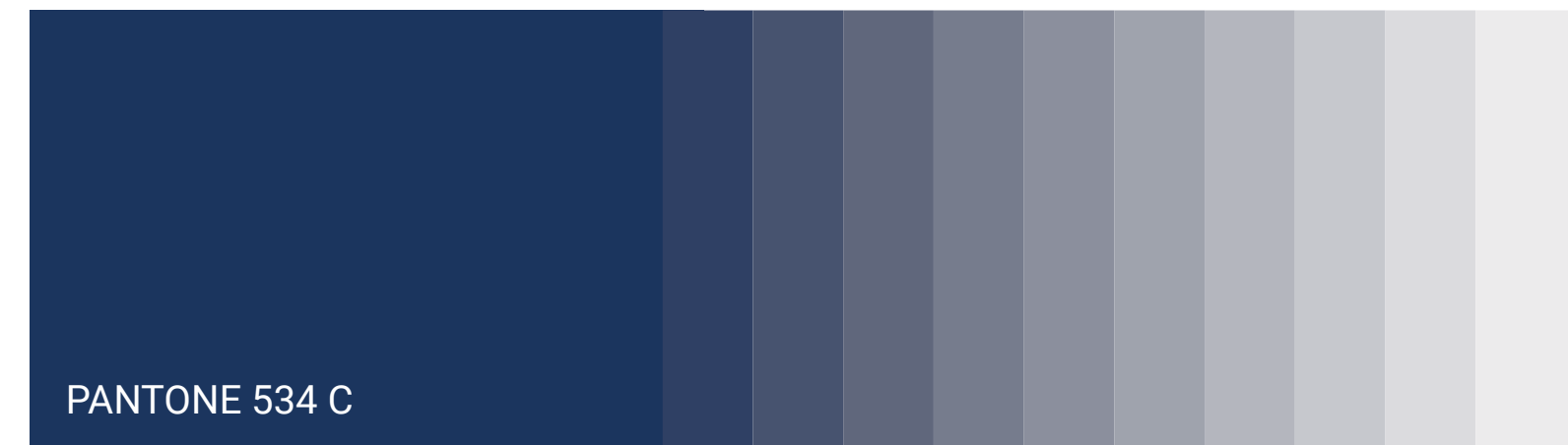
SendQuick



BRAND COLOURS

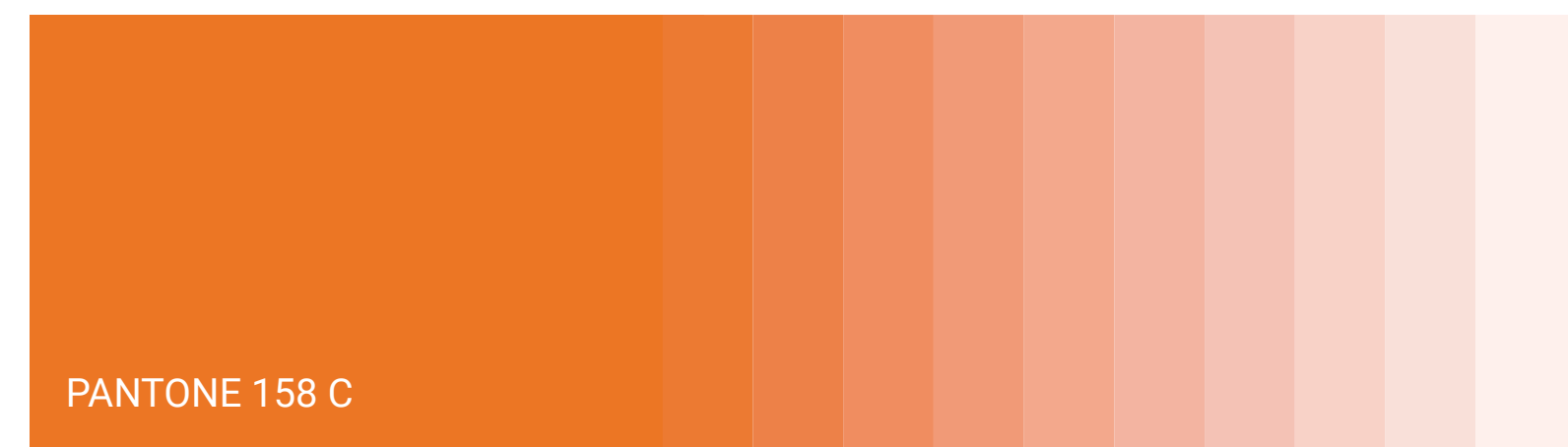
It is important that the colours consistently used by SendQuick convey our positive and confident persona. The following are the brand colours that can be applied across our brand communication touchpoints.

SendQuick DEEP BLUE



CMYK 100 | 75 | 0 | 50
RGB 49 | 62 | 100

SendQuick ENERGY ORANGE



CMYK 0 | 65 | 100 | 0
RGB 237 | 115 | 47

LOGO COLOUR VARIATIONS

Use the full-colour version of the logo whenever possible. On backgrounds wherein using the full-colour version will compromise legibility, use the alternative colours as shown.

For predominantly white and light backgrounds, use the full-colour logo. But if there are colour limitations in printing (example for newspapers), use the black 1C version.

For predominantly black and dark backgrounds, use the reverse white logo. Note that the colours as printed in this manual are strictly for illustration only and may vary slightly from the actual colours. Please refer to the Pantone colour codes, under section 'Colour Palette' for accuracy. When Pantones are unavailable, use the CMYK and RGB percentages.



Full-Colour Version



White Version On Orange Background



Reversed White Version on Blue Background



1C Version - Black

INCORRECT LOGO USAGE

It is vital that our logo maintains consistency to preserve the integrity of our brand identity. It should not be altered and must adhere to these guidelines:



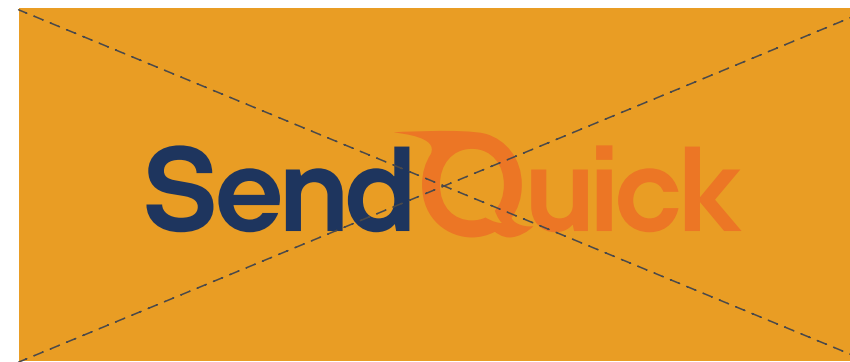
Crop any part of the logo



Use a low-resolution reproduction



Skew or distort



Place a full-colour logo on a colour background that will make the logo unclear



Add any messaging on the logo



Place the logo against a busy photographic background

INCORRECT LOGO USAGE

It is vital that our logo maintains consistency to preserve the integrity of our brand identity. It should not be altered and must adhere to these guidelines:



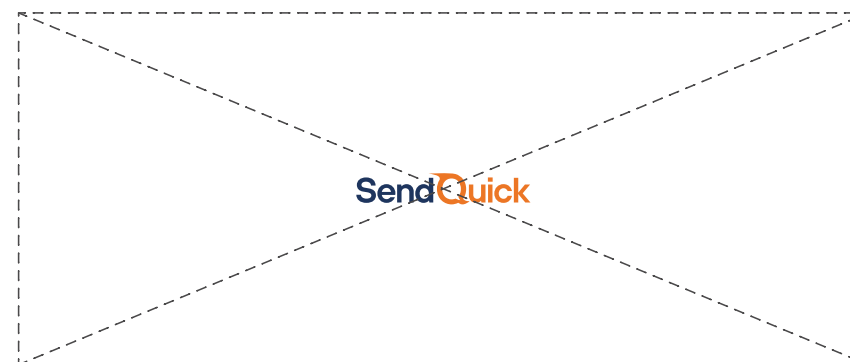
Recreate the logo using another typeface



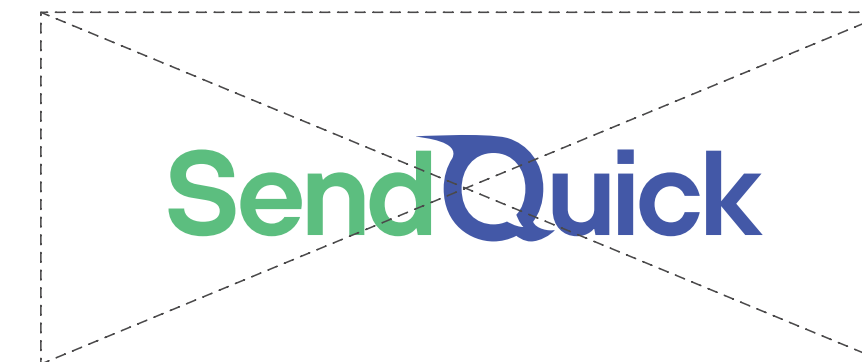
Separate logo elements



Outline or add stroke to logo



Reduce the logo size smaller than the minimum size (15mm)



Alter the colours



Reposition any elements of the logo

SUB BRANDS

The sub brands must look like a family at all times. Please adhere to the guidelines in terms of the colour usage and composition.

SendQuick[®] MIM**SendQuick[®] AlertPlus****SendQuick[®] Alert****SendQuick[®] Entera****SendQuick[®] Conexa**

SUB BRAND SIGNATURE

The sub brand signature comprises 2 components: the main logo and the sub logo. Always align the sub logo to the baseline of main logo. The sub logo must use the same font size as the main logo which is "TT Hoves Demi Bold".

Main Logo



Sub Log

**SUB BRAND SIGNATURE
CLEAR SPACE & MINIMUM SIZE**

Clear space is the invisible margin surrounding the logo. Its purpose is to give room for the logo to be easily recognised and read, especially when placed alongside other graphic elements. The clear space is calculated using the height of 'e' from the logotype. Do not place any other elements in this space at all times. The example illustrates how the minimum clear space is applied.

The minimum size is the smallest size that the logo could be properly discerned or read. The minimum size is 5mm measured according to its height from the bottom to the top.



TYPOGRAPHY FOR COPY

Typography plays a pivotal role in telling the SendQuick story. We use a range of weights in our type to create a clearly defined hierarchy. Using this range correctly allows us to create easily identifiable messaging that is clear from distraction. Thus, great care is given in selecting Roboto to embody the SendQuick brand. This typeface's lines are simple, practical and with a modern edge. With a wide variety of weights and easy access, Roboto typeface provides a creative palette for even the most demanding display of typography.

NOTES:

This should be used for all print materials, events, and copy set in offline and online graphics when possible.

Roboto Font Family

Lorem ipsum sit amet, consectetur adipiscing

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890 !@#\$%&*()

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890 !@#\$%&*()

Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890 !@#\$%&*()

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890 !@#\$%&*()

Roboto Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890 !@#\$%&*()

TYPOGRAPHY FOR LOGO

Typography plays a pivotal role in telling the SendQuick story. We use a range of weights in our type to create a clearly defined hierarchy. Using this range correctly allows us to create easily identifiable messaging that is clear from distraction. Thus, great care is given in selecting TT Hoves Demi Bold to embody the SendQuick's Logotype.

NOTES:

This should only be used for brand logo, including main logo and sub brand logos.

TT Hoves Demi Bold

SendQuick

AlertPlus

TT Hoves Demi Bold**ABCDEFGHIJKLMNOPQRSTUVWXYZ****abcdefghijklmnopqrstuvwxyz****01234567890 !@#\$%&*()**

GRAPHIC EXPRESSION

Brand graphics open new possibilities to visually express the brand beyond the logo. Shown here are examples on how to creatively apply this icon as a visually arresting design by exploring different permutations as shown.

The graphics were derived from the Q from SendQuick logo. They are designed to evolve and adapt to different sizes and formats. Through the cropping of these graphics, they can be used as a holding shape for different types of communications.



Cropped graphic



Graphic with message



Graphic with picture inside



Graphic as a part of picture



Graphic in stroke



Graphic use as watermark

BRAND TAGLINE

The tagline is a concise statement of what our brand stands for. It unifies every element of the brand into a single, compelling and memorable line.

'Innovating Communications' as a tagline communicates our brand's identity, purpose, and values in a clear and distinctive way. It summarises and distills our brand DNA of helping partners grow their business through innovative solutions in communications. The succinct summation speaks volume about SendQuick with just so many words.

The brand tagline should be used consistently across all channels of communications. Using our brand typeface serves two functions:

1. To create a distinctive and consistent look in all our communications.
2. To help the reader navigate a document, delivering messages with impact and clarity.

Innovating Communications

BRAND TAGLINE

Clear space zone

The clear space zone for the vertical version of the logo is calculated using the capital 'I' of the 'SendQuick' logotype.

Minimum size

The minimum size is 15 mm width or without the endorsement liner, measured according to its width from the left-hand edge to the right-hand edge.



**Innovating
Communications**

Minimum Size
15mm

SendQuick

As we evolve as a brand, so must our guidelines.
This document will be updated if any changes are needed.
For questions and suggestions, please contact:

SendQuick Pte Ltd

76 Playfair Road, #08-01, LHK 2 Building,
Singapore 367996

T. +65 6280 2881 F. +65 6280 6882

W. www.sendquick.com