QURE

PROBLEM
SOLVED

The Qure Group
Brand guidelines

The importance of brand

A brand is much more than just a logo. Our brand plays an important role in how the Qure Group is perceived by our customers, partners, suppliers and staff. Everything they see and hear from us creates a picture in their minds of who we are and what we stand for. This impression is our brand.

QURE
PROBLEM SOLVED

We must be consistent. When used effectively; logos, colour, fonts, images and graphics can be powerful elements of our brand. Consistency demonstrates visually that we are a cohesive, strong and highly professional business that delivers the highest quality service.

Our brand is an extremely valuable asset. These guidelines aim to define and protect that asset. They are an invaluable tool which will help ensure that our standards are upheld throughout all our communications.

Who are we

We are...

Trustworthy
Approachable
Proactive
Pioneering
Challenging
Premium

We are not...

Amateur
Cheap
Gimmicky
Desperate
Overconfident
Unconfident
Scared
Salesy
Brash
Vague
Smug
Pompous
Trendy
Dated
Boring

The logo:
Qure Group

Stacked logo

Wide logo

Positive logo:
For use on light backgrounds.

Negative logo:
For use on mid-toned backgrounds.

White logo:
For use on dark backgrounds.

The logo: Problem Solved

Stacked logo

Wide logo

Positive logo:
For use on light backgrounds.

Negative logo:
For use on mid-toned backgrounds.

White logo:
For use on dark backgrounds.

Typography:
The font family

All our designed communication, such as websites, adverts,social media, flyers, brochures, etc, should use the Helvetica Neue family of fonts.

Helvetica Neue 45 Light.

Helvetica Neue 75 Bold.

Typography:
Primary fonts

Always use our primary fonts for use on professional collateral, such as website, adverts, brochures, signage, etc.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

Headline font

Helvetica Neue 75 Bold should be used for all headings.

Headings set in 75 Bold should be tracked to -20.

All text and headings should be ranged left. Never centred.

Set word spacing to 80%.

75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

Text font

Helvetica Neue 45 Light should be used for all body copy.

Text set in 45 Light should always be tracked to 0.

All text and headings should be ranged left. Never centred.

Set word spacing to 80%.

45 Light

Typography:
Secondary fonts

Only ever use our secondary fonts for work generated in-house, such as on Powerpoint and Word documents, and for normal business correspondence, such as letters and emails.

Do not use Arial in print or online.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

Headline font

Arial Bold should be used for all headings in Powerpoint, Word and in correspondence emails.

All text and headings should be ranged left. Never centred.

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

Text font

Arial should be used for all body copy in Powerpoint, Word and in correspondence emails.

All text and headings should be ranged left. Never centred.

Arial

Colours:
Group palette

White
CMYK 0/0/0/0
RGB 255/255/255
#ffffff

Grey 7
CMYK 0/0/0/7
RGB 230/231/232

Aqua
Pantone 564c
CMYK 43/0/23/0
RGB 142/210/204
#8ed2cb

Grey 60
CMYK 0/0/0/50
RGB 147/149/152

Grey 30
CMYK 0/0/0/30
RGB 188/190/192

DisputeAssist
A Qure Group solution

Colours:
Dispute Assist palette

White
CMYK 0/0/0/0
RGB 255/255/255
#ffffff

Grey 7
CMYK 0/0/0/7
RGB 230/231/232

Orange
Pantone 103c
cmyk 0/20/100/15
rgb 221/177/10
#ddb009

Grey 60
CMYK 0/0/0/50
RGB 147/149/152

Grey 30
CMYK 0/0/0/30
RGB 188/190/192

ClaimAssist
A Qure Group solution

Colours:
Claim Assist palette

White
CMYK 0/0/0/0
RGB 255/255/255
#ffffff

Grey 7
CMYK 0/0/0/7
RGB 230/231/232

Blue
Pantone 2905c
cmyk 40/0/0/10
rgb 129/197/226
#81c4e2

Grey 60
CMYK 0/0/0/50
RGB 147/149/152

Grey 30
CMYK 0/0/0/30
RGB 188/190/192

ComplaintAssist
A Qure Group solution

Colours:
Complaint Assist palette

White
CMYK 0/0/0/0
RGB 255/255/255
#ffffff

Grey 7
CMYK 0/0/0/7
RGB 230/231/232

Red
Pantone 171c
cmyk 0/60/70/0
rgb 245/131/87
#f48356

Grey 60
CMYK 0/0/0/50
RGB 147/149/152

Grey 30
CMYK 0/0/0/30
RGB 188/190/192

DebtAssist
A Qure Group solution

Colours:
Debt Assist palette

White
CMYK 0/0/0/0
RGB 255/255/255
#ffffff

Grey 7
CMYK 0/0/0/7
RGB 230/231/232

Pink
Pantone
cmyk
rgb
#

Grey 60
CMYK 0/0/0/50
RGB 147/149/152

Grey 30
CMYK 0/0/0/30
RGB 188/190/192

RepairAssist
A Qure Group solution

Colours:
Repair Assist palette

White
CMYK 0/0/0/0
RGB 255/255/255
#ffffff

Grey 7
CMYK 0/0/0/7
RGB 230/231/232

Beige
Pantone
cmyk
rgb
#

Grey 60
CMYK 0/0/0/50
RGB 147/149/152

Grey 30
CMYK 0/0/0/30
RGB 188/190/192

ExpertAssist
A Qure Group solution

Colours:
Expert Assist palette

White
CMYK 0/0/0/0
RGB 255/255/255
#ffffff

Grey 7
CMYK 0/0/0/7
RGB 230/231/232

Green
Pantone
cmyk
rgb
#

Grey 60
CMYK 0/0/0/50
RGB 147/149/152

Grey 30
CMYK 0/0/0/30
RGB 188/190/192

QualityAssist
A Qure Group solution

Colours:
Quality Assist palette

White
CMYK 0/0/0/0
RGB 255/255/255
#ffffff

Grey 7
CMYK 0/0/0/7
RGB 230/231/232

Lilac
Pantone
cmyk
rgb
#

Grey 60
CMYK 0/0/0/50
RGB 147/149/152

Grey 30
CMYK 0/0/0/30
RGB 188/190/192

VideoAssist
A Qure Group solution

Colours:
Video Assist palette

White
CMYK 0/0/0/0
RGB 255/255/255
#ffffff

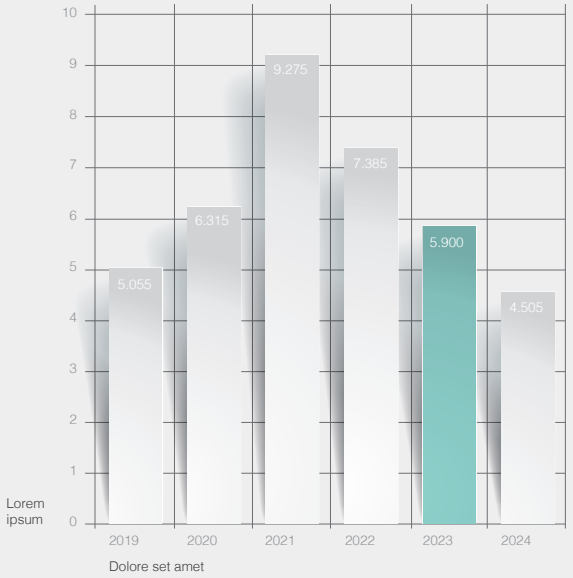
Grey 7
CMYK 0/0/0/7
RGB 230/231/232

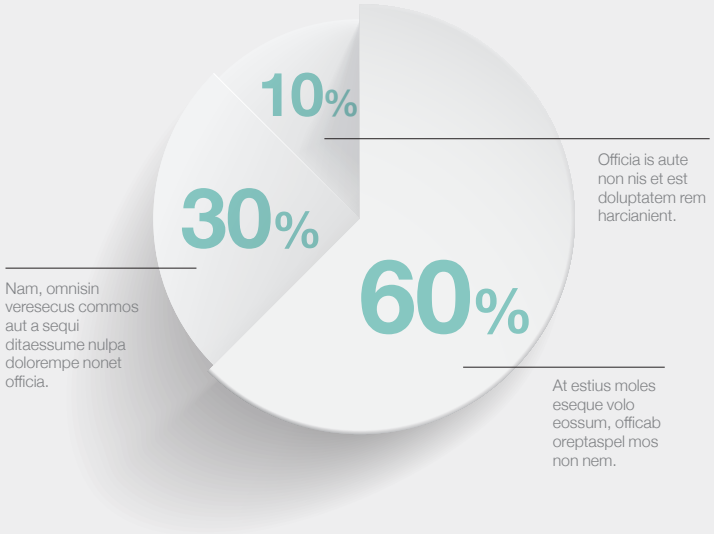
Mustard
Pantone
cmyk
rgb
#

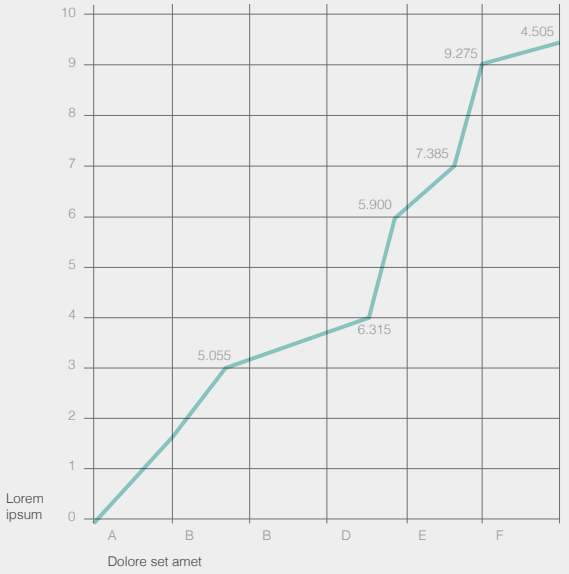
Grey 60
CMYK 0/0/0/50
RGB 147/149/152

Grey 30
CMYK 0/0/0/30
RGB 188/190/192

Graphic elements:
Diagrams and charts







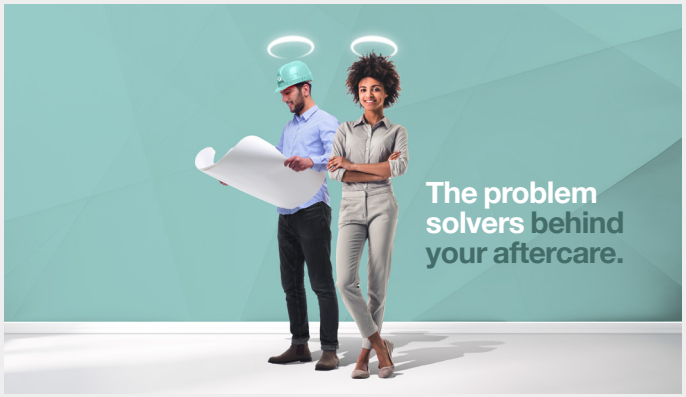
Corporate messaging

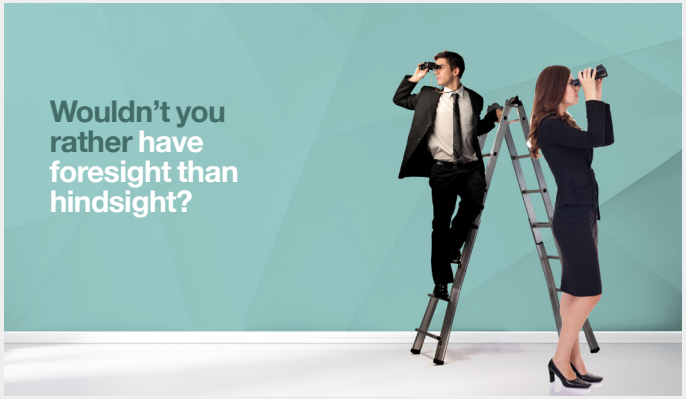
We have created a library of images and key messages for the Group and for our divisions, using our distinctive photographic-illustration style.

These make a strong and consistent suite that helps us convey key messages and a strong sense of professionalism... all without being too serious and unapproachable.

We use people as the focal point to give us personality and to avoid us being another faceless organisation. And we exaggerate the point to engage the audience.

Never use stock images in any campaign work. Always try to use the image library of messages, or ask us to create something for your message if nothing appropriate exists already.

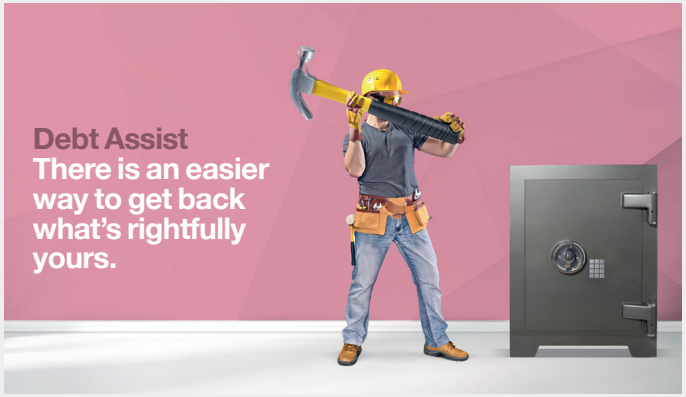




Divisional messaging

As with the corporate messaging, we have created a suite of key divisional messages too, but each uses the divisional colour.

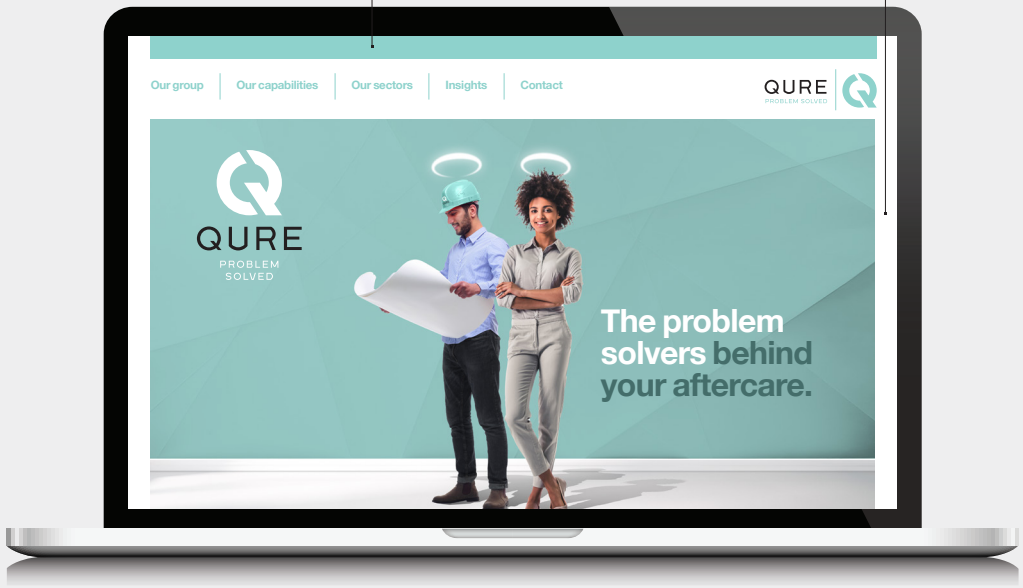
Please always use these in any communications, or ask us to create something for your message if nothing appropriate exists already.



The top bar and white border

The white border is an integral part of our brand. We never bleed images off the page.

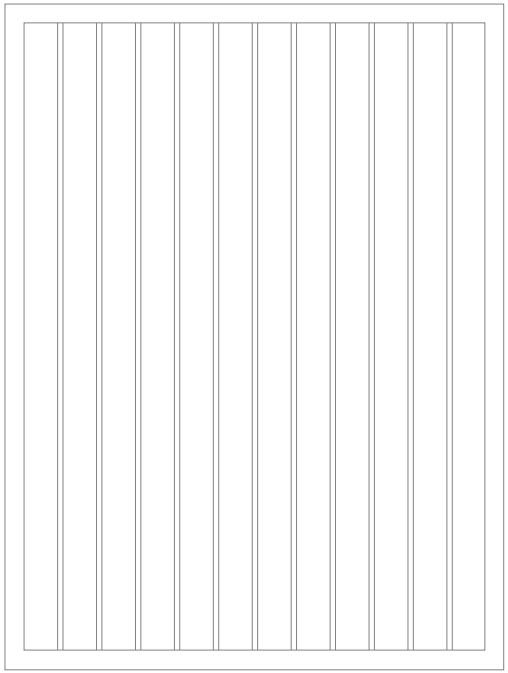
The top bar is a distinct part of our look, and should always appear at the top of any communications, whether they be print or digital.



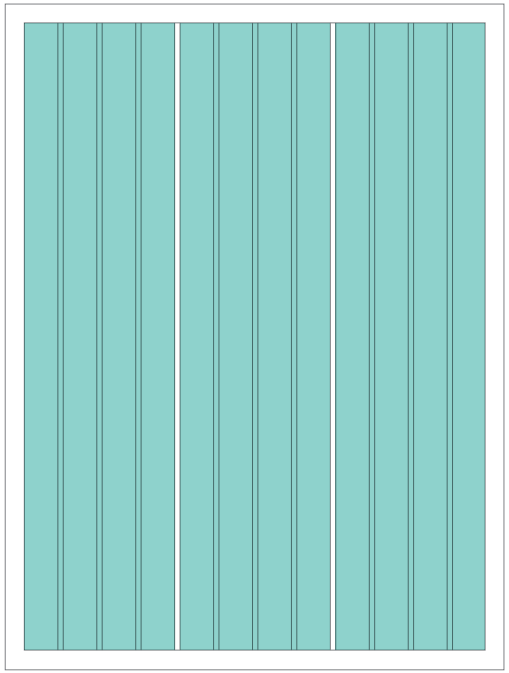
The grid system:
12 columns

Where possible, use a 12 column grid as the basis of any document. Using 12 columns gives layouts flexibility as well as structure, allowing for 3 column and 4 column grid systems.

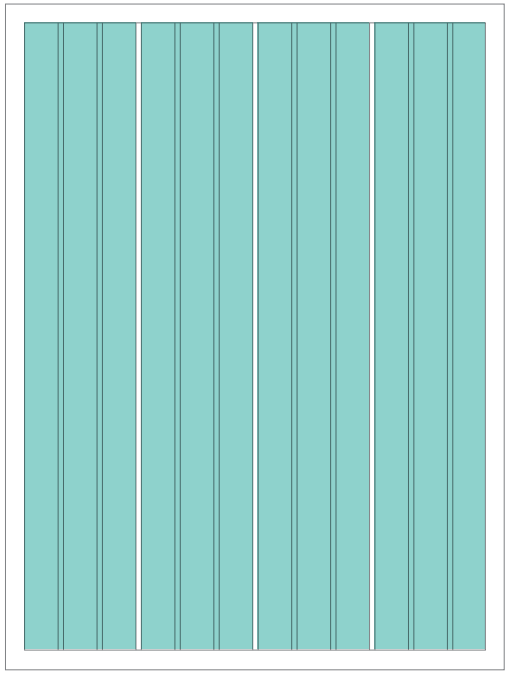
More advanced layouts using a range of column widths can also be derived from a 12 column grid.



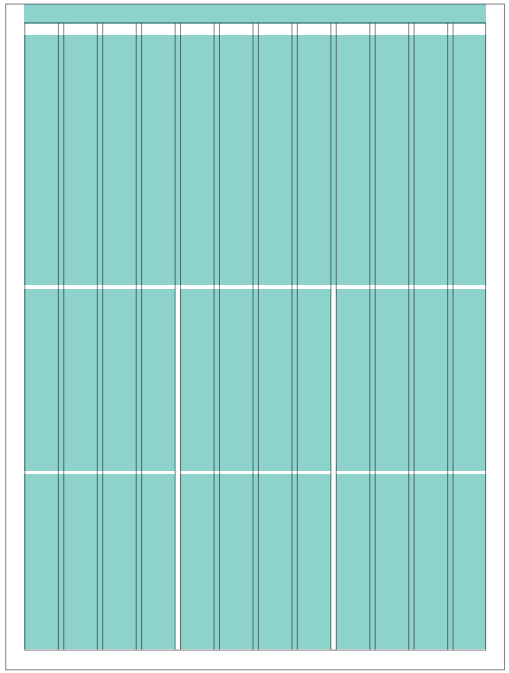
A 12 column grid



3 columns from a
12 column grid

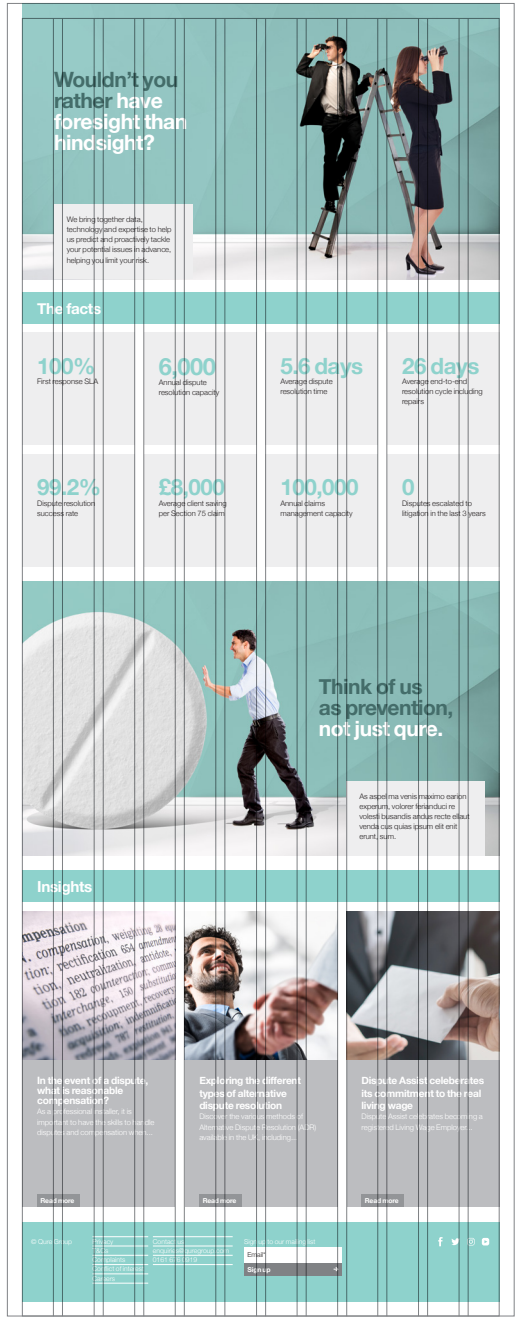


4 columns from a
12 column grid



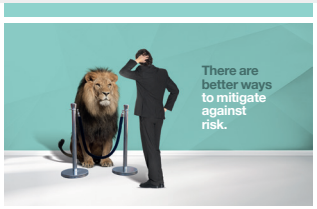
Using the grid to
create our boxed
layouts.

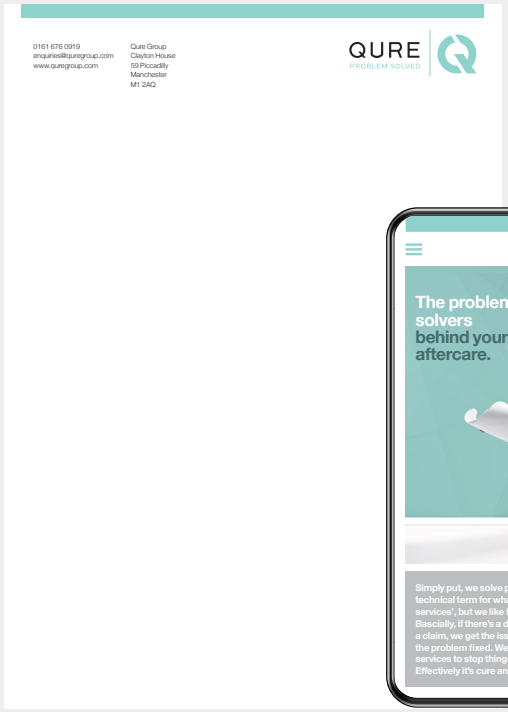
The grid system:
In action

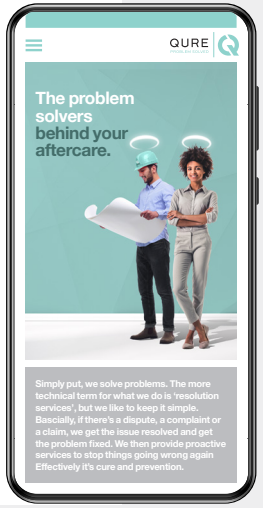


Our look

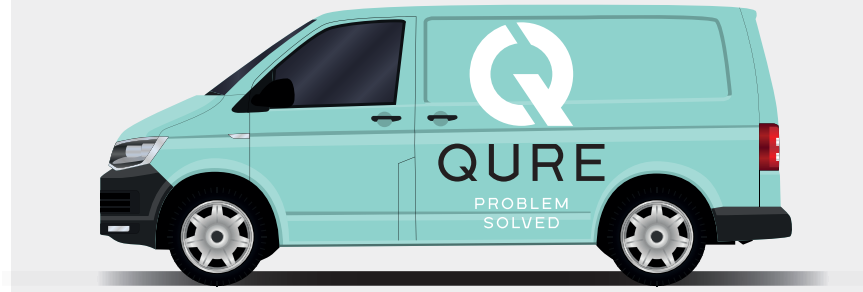
QURE
PROBLEM SOLVED
Ciaran Harkin
Managing Director
c.harkin@quregroup.com
01234 567890
07777 123456

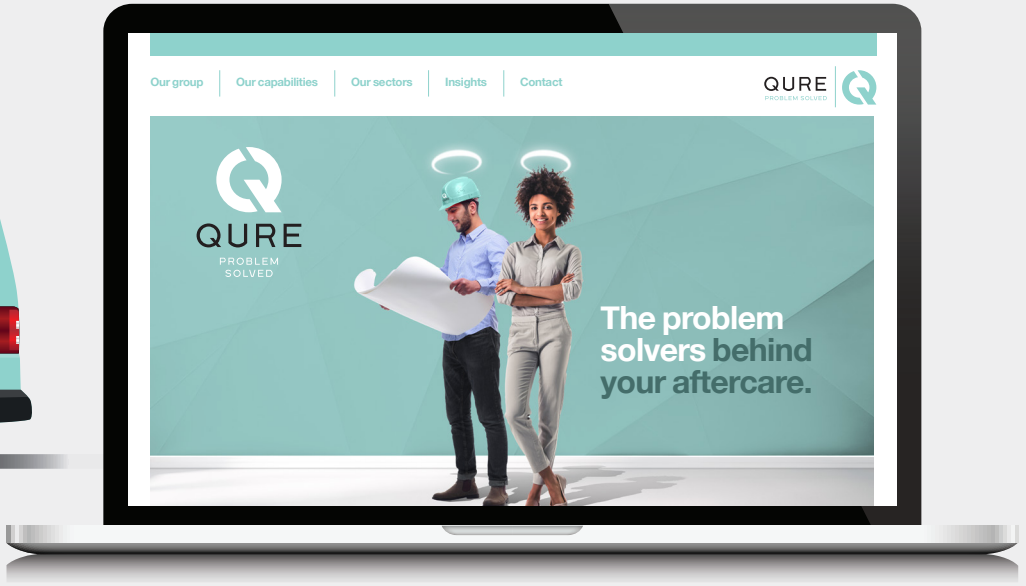

There are better ways to mitigate against risk.

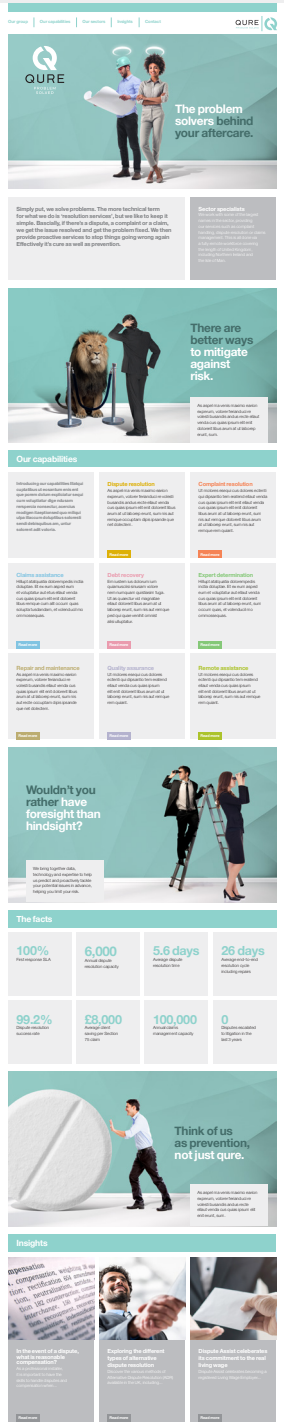

0161 676 0919
enquiries@quregroup.com
www.quregroup.com
Qure Group
Clayton House
59 Piccadilly
Manchester
M1 2AQ
QURE
PROBLEM SOLVED


QURE
The problem solvers behind your aftercare.
Simply put, we solve problems. The more technical term for what we do is 'resolution services', but we like to keep it simple. Bascially, if there's a dispute, a complaint or a claim, we get the issue resolved and get the problem fixed. We then provide proactive services to stop things going wrong again Effectively it's cure and prevention.

QURE
PROBLEM SOLVED


QURE
PROBLEM SOLVED


Our group
Our capabilities
Our sectors
Insights
Contact
QURE
PROBLEM SOLVED
The problem solvers behind your aftercare.


QURE
The problem solvers behind your aftercare.
There are better ways to mitigate against risk.
Our capabilities
Wouldn't you rather have foresight than hindsight?
The facts
100%
6,000
5.6 days
26 days
99.2%
£8,000
100,000
0
Think of us as prevention, not just qure.
Insights

Powerpoint layouts

Brochure layouts

Get in touch