IQUW

Partner Style Guide

# Contents page

IQUW

Our Logo

Our logo

Using the logo

Our logo, pictured to the right, shows light and dark colourways.

Exclusion zone

The clear space around the logo is half of the complete height of the logo ("x").Please ensure nothing encroaches into this space.

Remember: We ask that you do not squash or stretch our logo and please avoid placing the logo closely to other design elements which may distract from it.

0.5x

0.5x

X

IQUW

0.5x

0.5x

X

IQUW
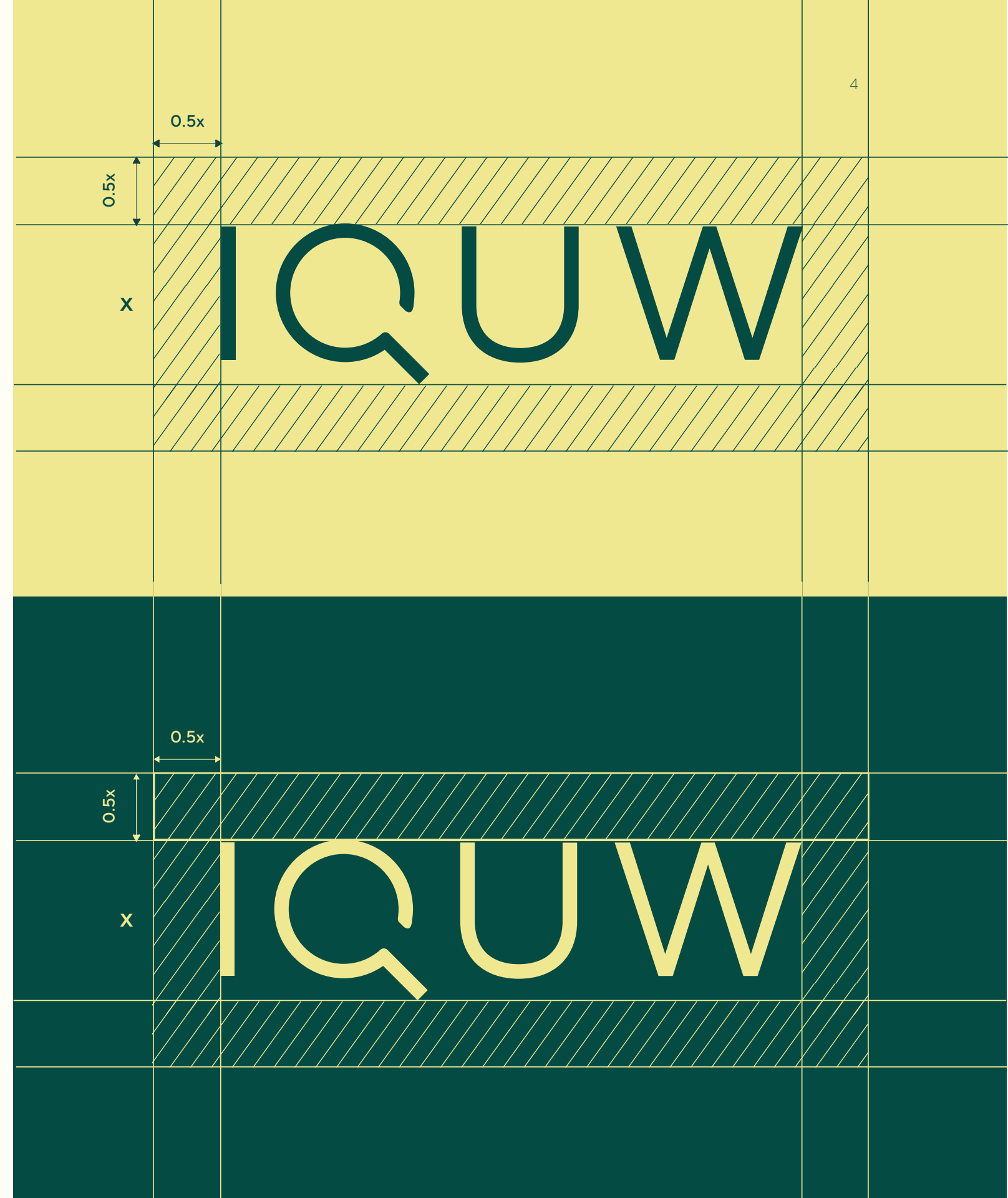
Our logo construction

BRAND ICON

IQUW

Our brand icon usage

Our brand icon must not be used as a main feature or asset. It may be regarded instead as an icon.

It can therefore be used like other icons as shown in the examples on the left.
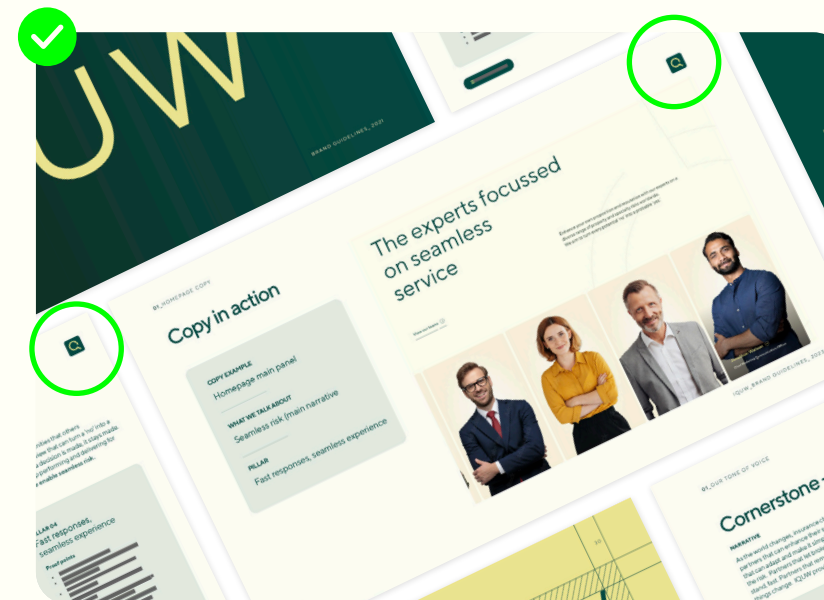
It must never be used as a frame or overlay, as shown in the examples on the right.

For example we could use it as a CTA to find out more information or a contents page anchor point in presentations.
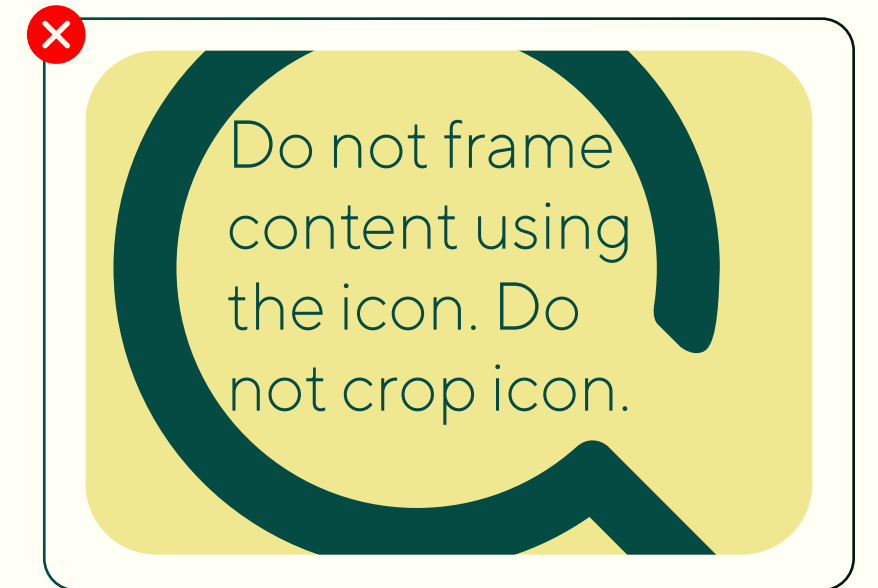
For example we do not use the icon as a framing device or content box. As a rule the icon should **take up no more than 5%** of your design or asset
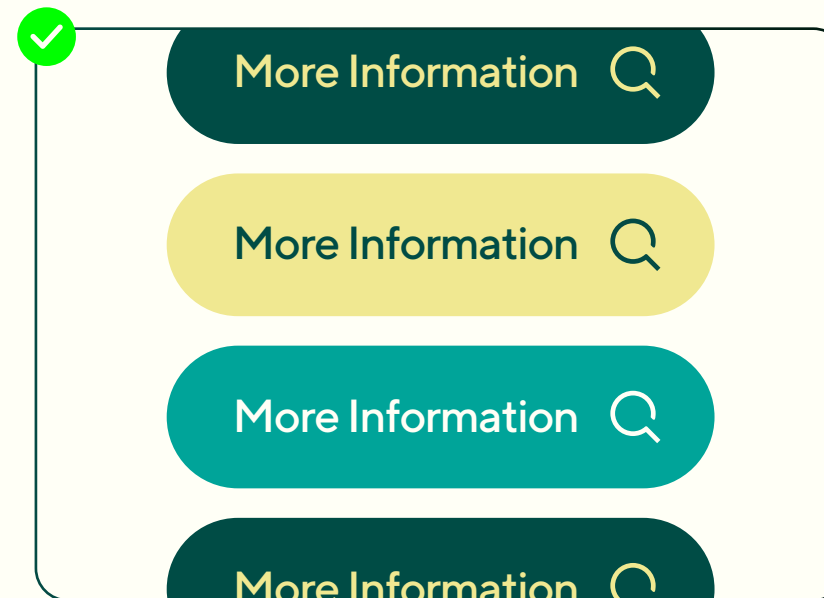
Do
A use example for the icon could a CTA or information point.

Don't
Do not frame content using the icon. Do not crop icon.

Do
Use the icon minimally. As a rule the icon should not take up more that 5% of your design. As you can see here it's used in the top right as a contents page anchor for each presentation slide.

Don't
Do not overlay or frame icon with imagery.
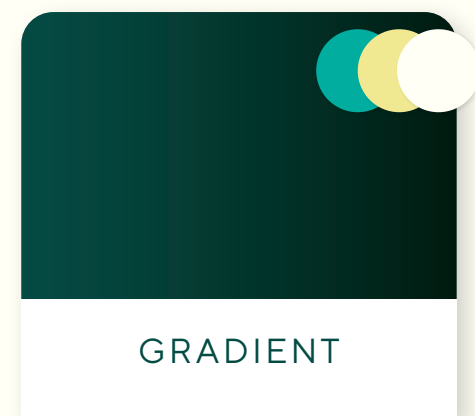
Our brand icon colourways

IQUW

Our Colours
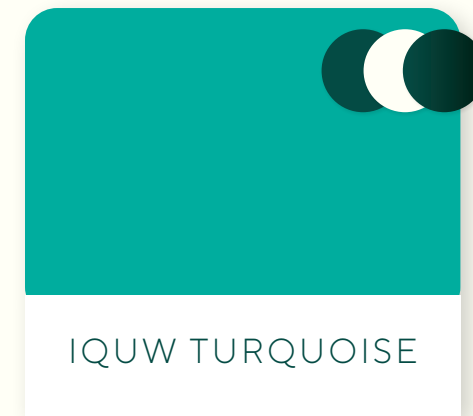
Our primary and secondary colours

Our Primary and highlight colours can be used together – with white or on their own. They can be used in conjunction with their pairing colours which are shown along side them below. **Remember:** Use our pairing palette as instructed below.
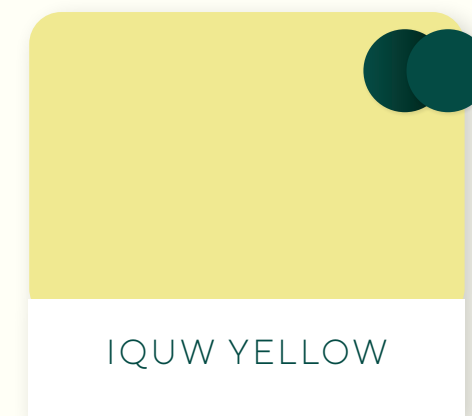
IQUW Primary colours

IQUW Pairing palette & gradients

IQUW GREEN

GRADIENT

+

IQUW TURQUOISE

or

IQUW YELLOW

or

IQUW BLONDE

Our colour codes

IQUW_PRIMARY GREEN

IQUW_GRADIENT

CMYK: 90 | 41 | 63 | 48
RGB: 1 | 76 | 69
HEX: #014C45

IQUW_HIGHLIGHT MINT

IQUW_MIDNIGHT GREEN

IQUW_5% BLACK

IQUW_WHITE

HEX: #FFFFF6

CMYK: 76 | 01 | 45 | 0
RGB: 0 | 137 | 158
HEX:#00AD9E

CMYK: 10 | 3 | 54 | 0
RGB: 240 | 232 | 145
HEX: #F0E891

IQUW_100% BLACK

IQUW

Our Fonts

Using our fonts

Aa

PRIMARY FONT

TT IQUW Group Norms (Family)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz | 0123456789
!@£#%^&*?/)

Bold heading tight leading left aligned

The Heading example.

Medium sub heading smaller than heading

Sub Heading

Medium Intro paragraph, loose leading

This is an example of how to use TT Norms for intro content. This is an example of how to use TT Norms for intro content.

Light content, loose leading max size 10 pt

The body copy example The body copy example.
The body copy example The body copy example.
The body copy example The body copy example.
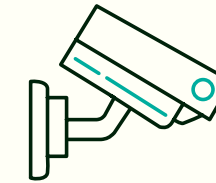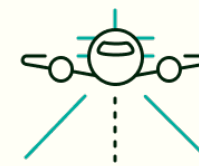The body copy example The body copy example.

IQUW

Our Assets

Our illustrations

In the same way as our iconography, our illustrative style is clean and simple.

Therefore, please try to emulate this simplicity consistently when creating new illustrations.consistency within the same document.
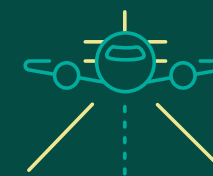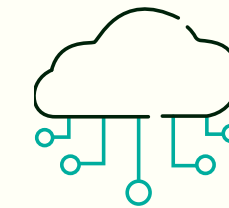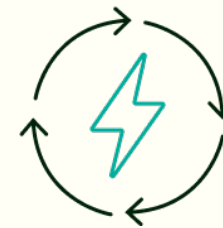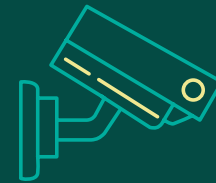
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Aviation

Marine & Energy Liability

Cargo

Energy

Terror

Property Direct & Faculative

Financial Institutions

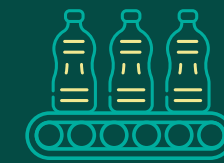Directors & Officers

Cyber

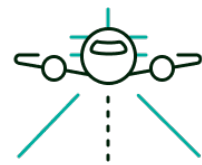Political Risk

War

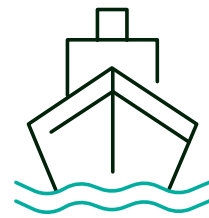Property Treaty - US

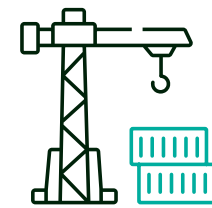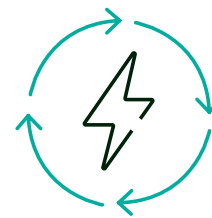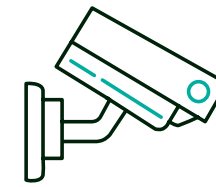Property Treaty - International

Specialty

Crisis Management

Delegated authority - property

Aviation

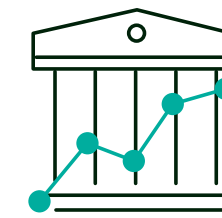Marine & Energy Liability

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Property Direct & Faculative

Financial Institutions
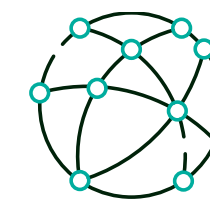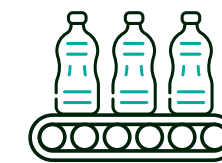
Directors & Officers

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Property Treaty - US

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