

Quartix

Real-Time Vehicle Tracking

Co-Branding Guidelines

September 2018

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What this guide is for

The aim of this guide is to help you use the Quartix branding and any Quartix images correctly.

Following the simple instructions in the following pages should mean any co-branded marketing material is making the best use of the Quartix identity, ensuring we maintain a visual quality that reflects our system.

How to talk about Quartix

We do not distinguish between Quartix 'the company' and Quartix 'the system'. These are one and the same.

Quartix sells to companies with a commercial fleet of any size.

We refer to our tracking services as a 'system'.

Quartix can add value to any business with company vehicles. However, our most successful target customer segments are Trades businesses, often referred to as site-based services companies such as construction, landscaping, utilities, councils and housing associations, plumbing, security services, facilities maintenance, cleaning companies etc.

At Quartix, we apply the following principles:

Keeping it simple

Quartix prefers uncomplicated language in our marketing materials. We aim to provide a simple to use tracking system with easy navigation.

A personal service

Quartix offers 'direct to person' customer support, and we take pride in our award-winning service.

At Quartix, no matter the size of the customer organisation, we provide everybody the same service.

Safe speed versus legal speed

Quartix is unique in the data we provide to fleet managers. Unlike other telematics companies, we provide the safe speed data in our driving style reports, not just legal speed limit. Therefore, risky driving behaviour can easily be identified with the Quartix system.

Making sense of your telematics data

Quartix has 17 years of experience in telematics and we understand the daily, weekly and monthly tasks our customers are trying to complete. Our system and reports are designed to accurately provide answers, and we do so systematically, consistently and transparently.

We are transparent

Quartix believes in open, honest and transparent communications. This includes our pricing, and what our product can and can't do.

The Quartix logo

Quartix

The quartix logo is the core of Quartix's visual identity, and must be used with care and consideration.

The following pages contain guidelines on its use and relationship to other layout elements - particularly other logos such as your own.

Please pay particular attention to these guidelines to ensure that co-branded material remains as clearly and professionally presented as possible.

Ensure that you are using the most up-to-date version of the Quartix logo. Only use logos featured in this document.

Quartix
Real-Time Vehicle Tracking

Clear space

All layout elements need room to breathe, none more than logos. It is space and position, rather than size, that establishes a logo's rank in the hierarchy of a layout or design.

Be sure to leave plenty of space around the Quartix logo using the minimum spacing shown.

A note on optical alignment

The logo should be aligned by the baseline of the strapline, as opposed to the bottom of the "g".



Sizing

Given the wide range of possible context for the Quartix logo, we do not provide minimum sizing specifications.

Instead we advocate for a common sense approach covering two main points:

- If the strapline is unreadable or pixellated, the logo is too small.
- If the logo dominates other layout elements, it's too large.



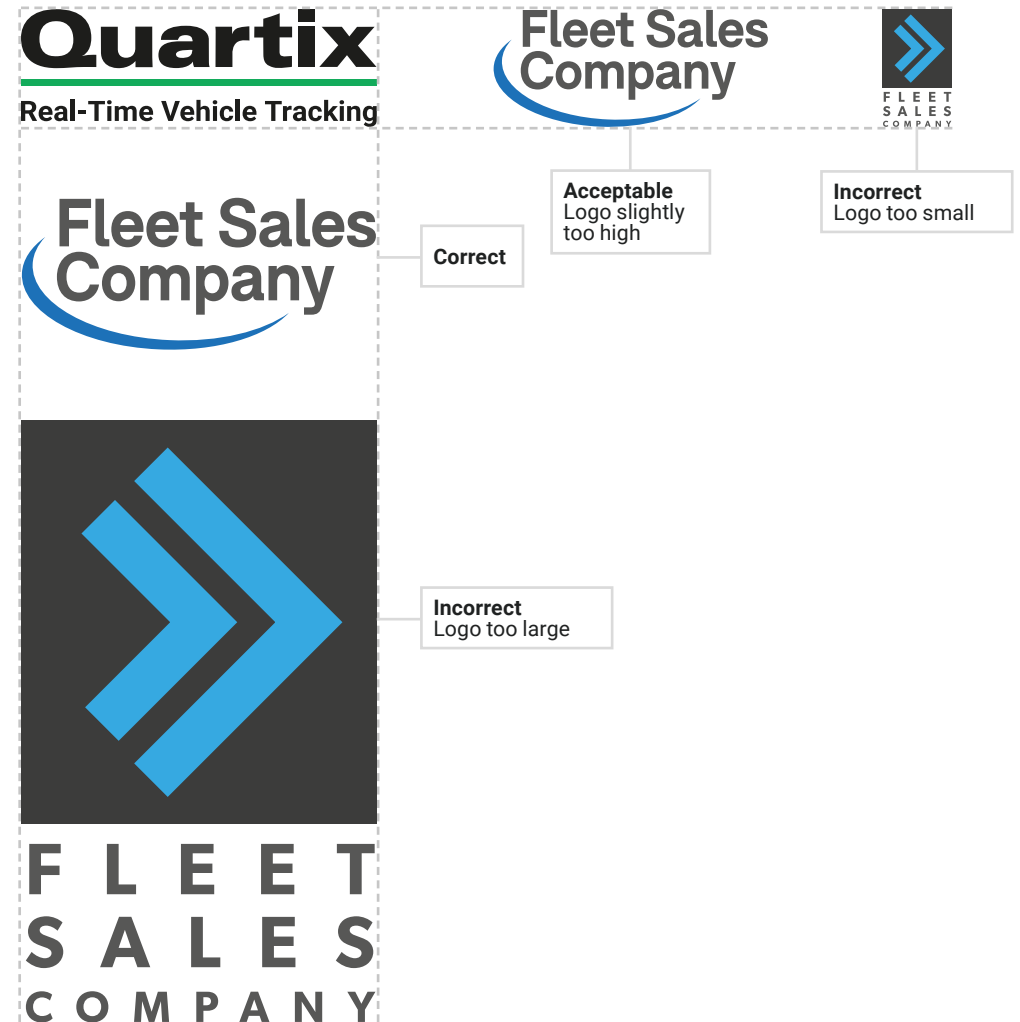
The Quartix logo



Sizing — Other Logos

Unless all the logos in your layout are the same (or very similar) shape, then uniform sizing will not work, as shown in these examples.

- If uniform vertical scaling is used, square or portrait logos will be too small.
- If uniform horizontal scaling is used, square or portrait logos will be too big.



The Quartix logo

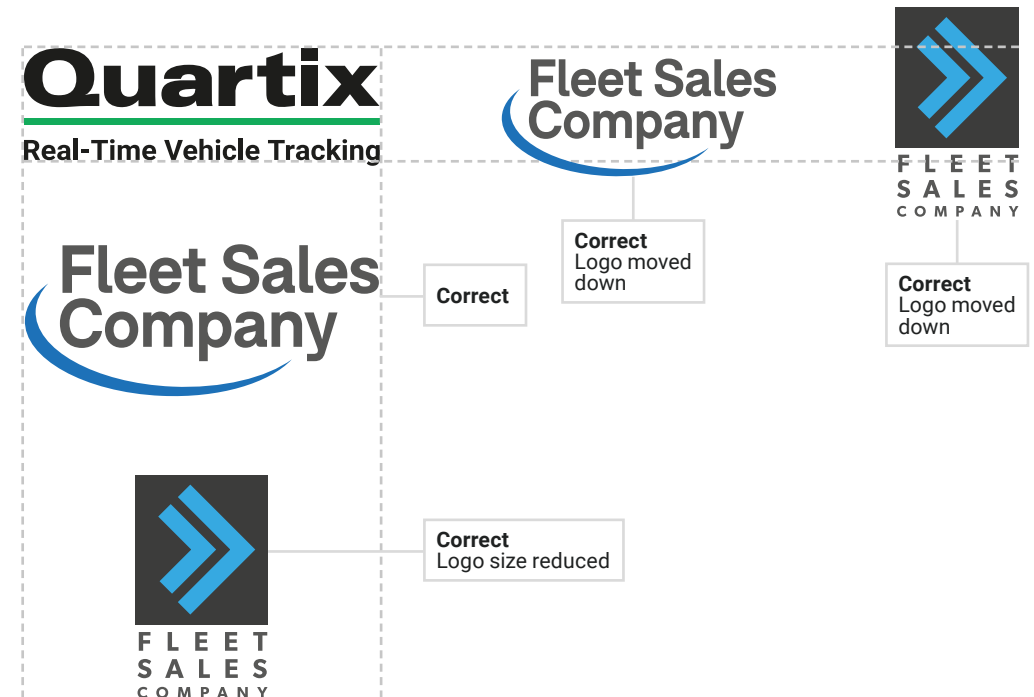
Sizing — Other Logos

By adjusting sizes slightly depending on their shape and visual weight a more harmonious relationship is possible:

- Square or portrait logos should be slightly taller when aligned horizontally, and smaller when aligned vertically.
- Logos of similar proportions to the Quartix logo should be slightly smaller in both cases.

Notice that optical alignment is also now in use when logos are positioned horizontally.

- The descender of the Quartix logo's "g" character is ignored, and other logos are aligned between the top and baselines, according to where the visual weight lies.
- Logos with uneven visual weight can appear bottom-heavy or top-heavy, and should be nudged up or down to bring their own visual weight closer to that of the others.



The Quartix logo

Quartix

Colour

To accommodate various placements Quartix has versions of the logo specific to the potential background colours:

- White/Light Grey
- Black

We ask that you only place the full-colour Quartix logo over background colours shown here.

Quartix
Real-Time Vehicle Tracking

Quartix
Real-Time Vehicle Tracking

Quartix
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The Quartix logo

Quartix

Greyscale/Mono

Where a full-colour logo is not suitable, Quartix also provides monotone logos for use on other backgrounds.

We would prefer background colours are predominantly:

- White/Light Grey
- Black

However it is also acceptable to use a mono logo in a co-branded layout where the predominant colours contrast with Quartix's own, as in the example below.



Quartix
Real-Time Vehicle Tracking

Quartix
Real-Time Vehicle Tracking

Quartix
Real-Time Vehicle Tracking

The Quartix logo

Quartix

Partner Logos

A specific variation of the Quartix logo exists, for use by Quartix's approved sales partners.

The same colour variations are provided, and the same rules on clear space apply.

This logo is to be used by Quartix approved partners only. For more information contact marketingteam@quartix.net

Quartix

Real-Time Vehicle Tracking



Approved Partner

Quartix

Real-Time Vehicle Tracking



Approved Partner

Quartix

Real-Time Vehicle Tracking



Approved Partner

Partner Logos — Greyscale/ Mono

Where a full-colour logo is not suitable, Quartix also provides monotone Partner logos for use on other backgrounds.

We would prefer background colours are predominantly:

- White/Light Grey
- Black

However it is also acceptable to use a mono logo in a co-branded layout where the predominant colours contrast with Quartix's own.



The Quartix logo

Quartix

Partner Logos — No tagline

A no-tagline logo is also provided. Be sure to use the same colour options depending on background colour as per previous pages.



The Quartix logo



What not to do

We provide a few helpful examples of what *not* to do with the Quartix logos.

While we only show the standard logo here, the same rules apply to the partner logo.

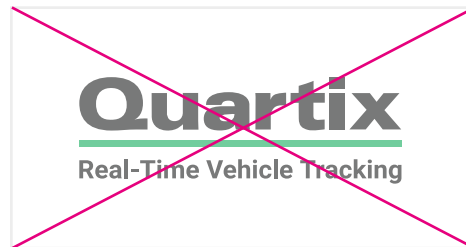
We also recommend bearing these rules in mind for your own logo(s) on any co-branded material.



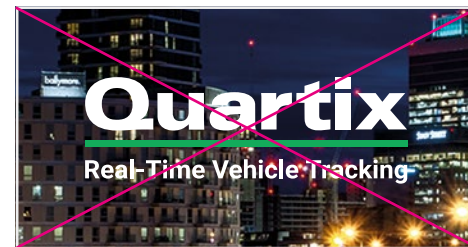
Don't put logos on a green background



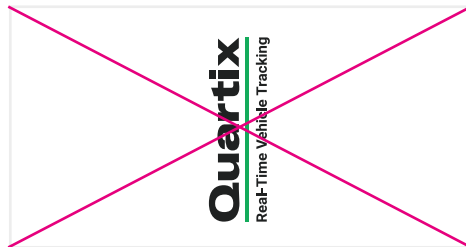
Don't invert logo colours



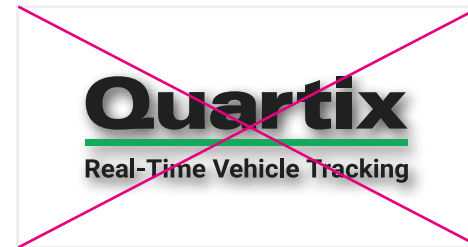
Don't present the logo in tinted colours



Don't place the logo over a busy photo



Don't rotate the logo



Don't use a drop shadow on the logo

Icon sets

Quartix has a set of icons and graphics used to describe key features and benefits of the product.

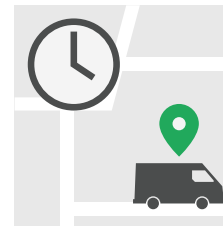
We provide two icon sets for use in co-branded material:

- Quartix features
- Frost & Sullivan stats/benefits

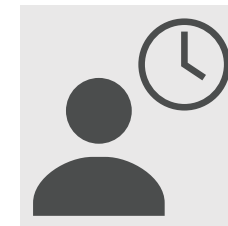
Under no circumstances should these sets be altered or edited.

Under no circumstances should these sets be used to promote any non-Quartix products or services.

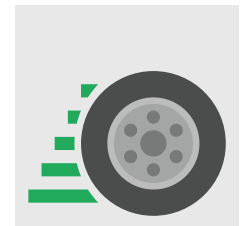
Quartix feature icon set



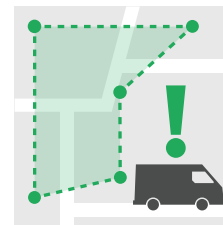
Real-time
Tracking



Daily Driver
Timesheets



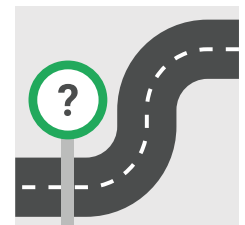
Driving Style
Analysis



Geofencing
Alerts



Detailed
Reports



Safe Speed
Database

Icon sets

Quartix has a set of icons and graphics used to describe key features and benefits of the product.

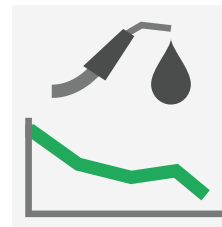
We provide two icon sets for use in co-branded material:

- Quartix features
- Frost & Sullivan stats/benefits

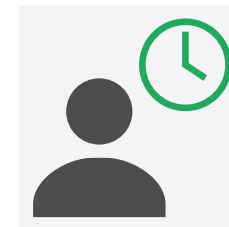
Under no circumstances should these sets be altered or edited.

Under no circumstances should these sets be used to promote any non-Quartix products or services.

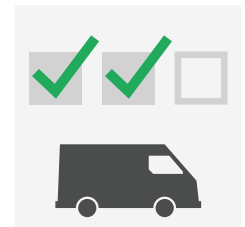
Quartix Frost & Sullivan stats



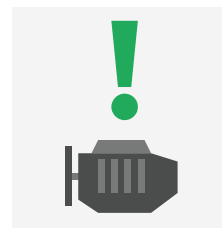
Reduce fuel consumption by up to 25%



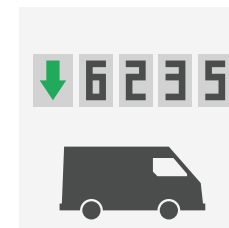
Improve overall productivity by up to 15%



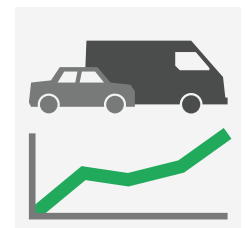
Reduce employee overtime by up to 15%



Decrease idling by up to 30%



Lower total miles driven by up to 10%



Increase vehicle utilisation by up to 20%

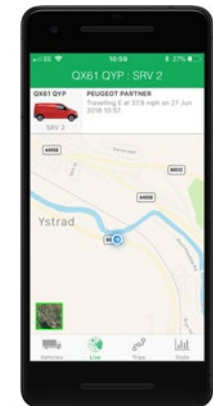
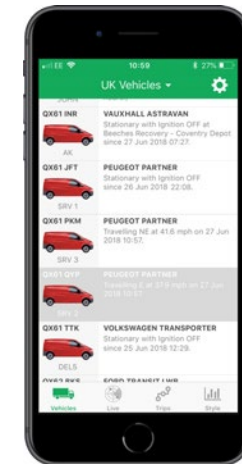
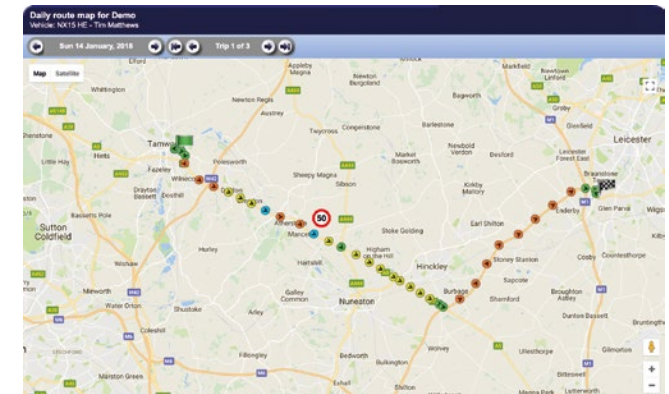
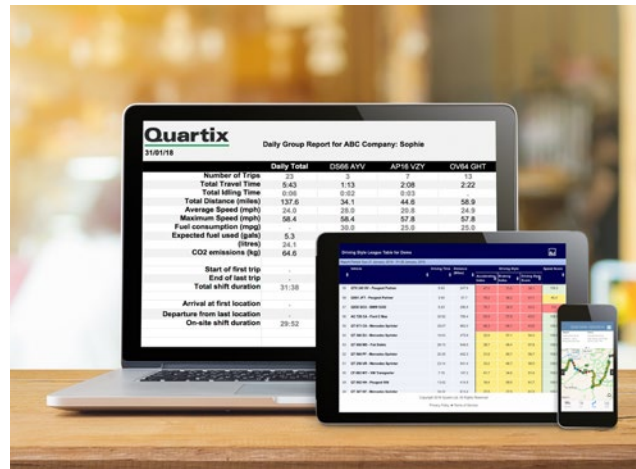
Product Imagery

Quartix

Quartix provides a pack of product imagery for both print and online uses.

Screenshots, mockups, and product videos/gifs are provided. Please contact marketingteam@quartix.net to obtain a copy.

**Under no circumstances
should these assets be used
to promote any non-Quartix
products or services.**



Example material

The example on this page show the correct approach for co-branding material and can serve as inspiration or reference for your own material.



Please use the following checklist to ensure that any co-branded material uses Quartix brand assets in the correct way and meets the standard our customers expect.

If you have any questions about the checklist, or any part of this guide, please feel free to contact [**marketingteam@quartix.net**](mailto:marketingteam@quartix.net) for assistance.

- ☐ I have used the correct minimum spacing around the Quartix logo
- ☐ I have used the Quartix logo at a readable size
- ☐ I have placed surrounding logos at sensible sizes and distances relative to the Quartix logo
- ☐ I have used the correct logo in relation to the background colour of my material
- ☐ I have not manipulated the logo in any way
- ☐ I have not manipulated any feature or benefit icon sets in any way (if used)
- ☐ I have not manipulated any product imagery or screenshots in any way (if used)