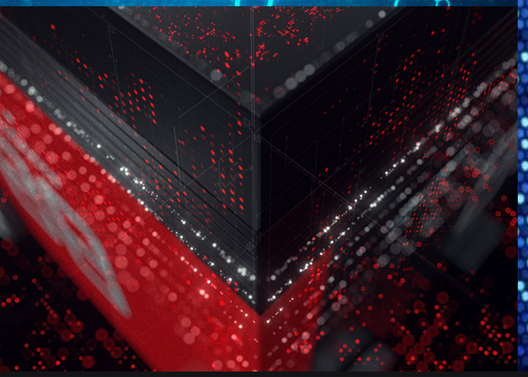
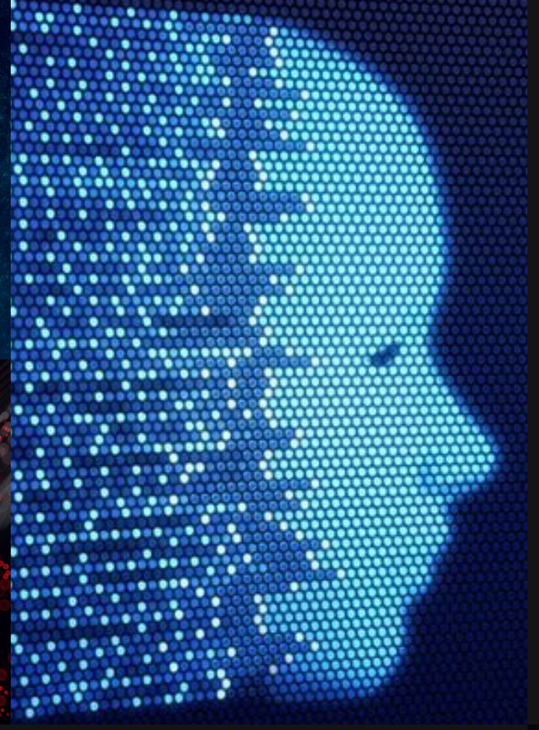
QUARTILE 3 Robotics
Branding Development

ROUND 3: FINAL LOGO, COLOR PALETTE, ICONOGRAPHY, IMAGERY & PATTERNS

Color Story





COLOR STORY

INSPIRED IN COLORS FOUND IN TECHNOLOGY

COLOR IS ONE OF THE FIRST THINGS OUR BRAINS PERCEIVE FROM A BRAND, SO IT'S OFTEN THE FIRST THING THAT PULLS US IN. THIS COLOR PALETTE IS MODERN, EXITING AND COMMANDS ATTENTION WHILE STILL BEING ELEGANT AND SOPHISTICATED.

NEUTRAL COLOR PALETTE | PRIMARY COLORS

BRIGHT COLOR POPS | SECONDARY COLORS

Final Logo

QUARTILE 3

ROBOTICS

QUARTILE 3
ROBOTICS

QUARTILE 3

ROBOTICS

QUARTILE 3

ROBOTICS

Font Family

QUARTILE 3
ROBOTICS

FONT FAMILY

LOGO BASE FONT: PRIMAL REGULAR
ROBOTICS FONT: TITILLIUM REGULAR
FONT RECOMMENDED FOR WEBSITE: TITILLIUM FAMILY

PRIMAL REGULAR
ABCDEFGHIJKLM–
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
N0PQRSTUVWXYZ
1234567890!?&@#$

LOGO BASE FONT: PRIMAL REGULAR
* **NOTE:** CHARACTERS HAVE BEEN MODIFIED TO ADD UNIQUE PERSONALITY TO THE LOGOTYPE

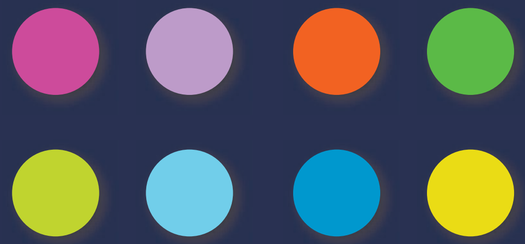
TITILLIUM REGULAR
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890!?&@#$

ROBOTICS FONT: TITILLIUM REGULAR
FONT RECOMMENDED FOR WEBSITE: TITILLIUM FAMILY

Iconography

Icon are all about creating an image of a service or feature. It should clearly define the application's philosophy and create an image memorable to the user. We take great care in the icon design process and also in how it is created with industry leading, graphic design techniques and integration of modern trends.

EXTRA BRIGHT COLOR PALETTE FOR ICONS ONLY



Icons Aesthetics

Minimal design with depth

Adding depth to flat minimal design by using realistic shadows creates the appearance of a three dimensional space that almost looks true to real life. This effect will be enhanced when objects are separated in different layers and interact autonomously with the combination both sharpness and blurriness.

For icon detail see PDF appendix

Patterns & Textures

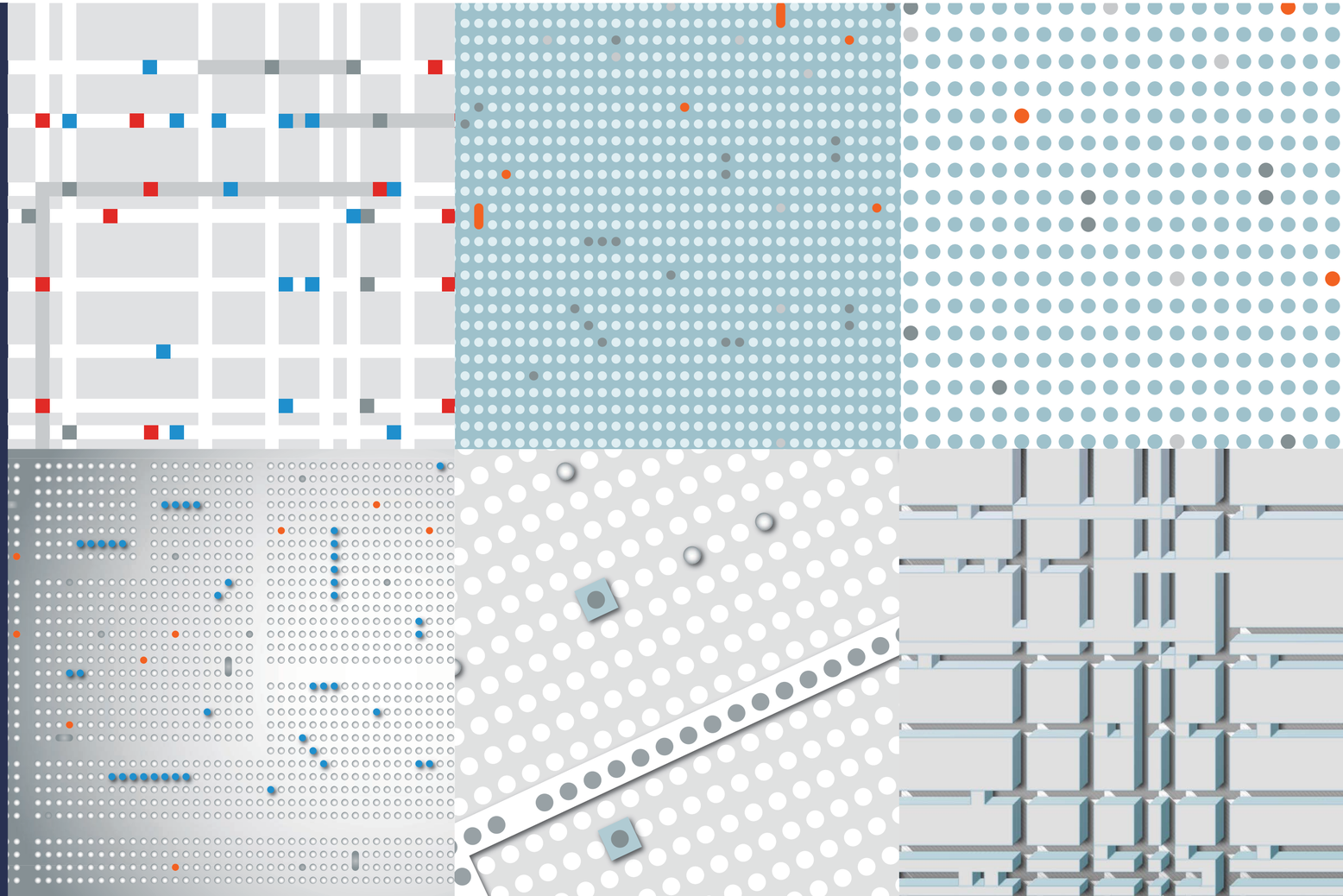
PATTERNS & IMAGERY COMBINATIONS

PATTERN SYSTEM

Q3 Robotics is an American Robotics tech company, leading innovation in the field of robotic automation. For the patterns development our task was to conceive and create patterns that captured the elegant futurism of the Quartile 3 brand and its unique approach to automatization.

PATTERN PRINCIPLES

- Balance open spaces and intersections
- Continuous lines to avoid floating shapes
- All patterns with direction, point up to communicate optimism and to the right to follow the human's natural way to read
- All patterns are inspired by the world of robotics and engineering



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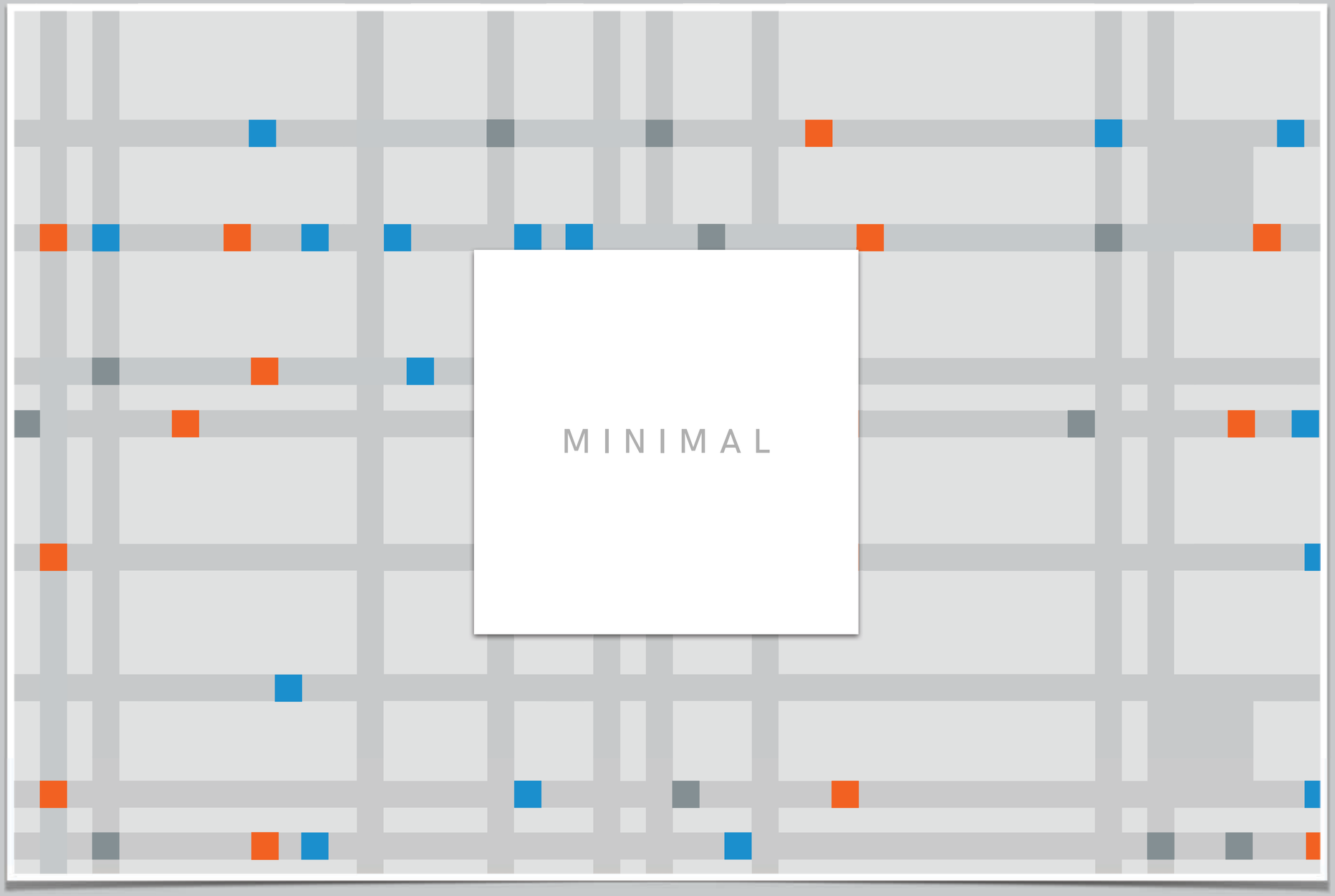

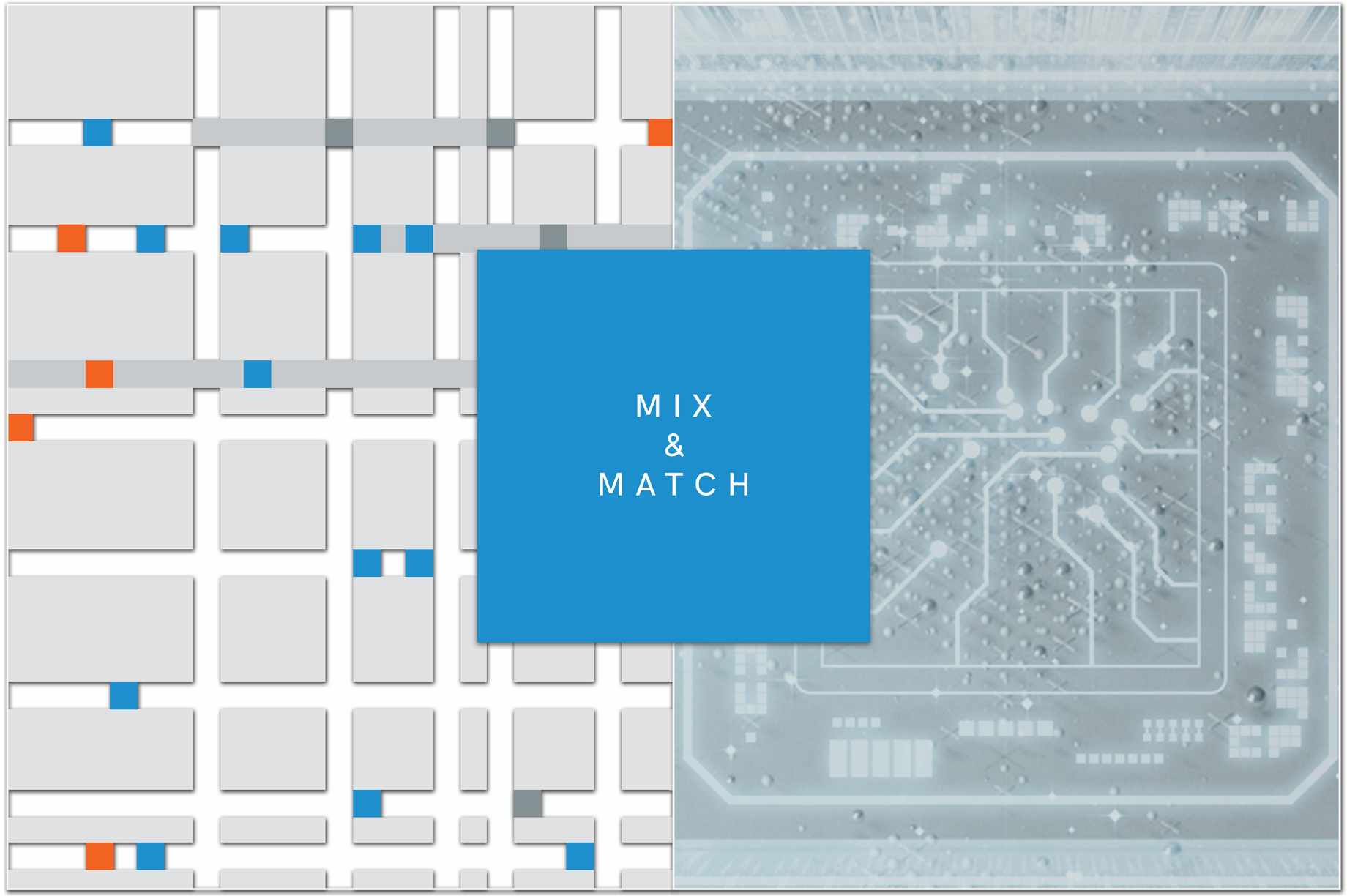
MIX
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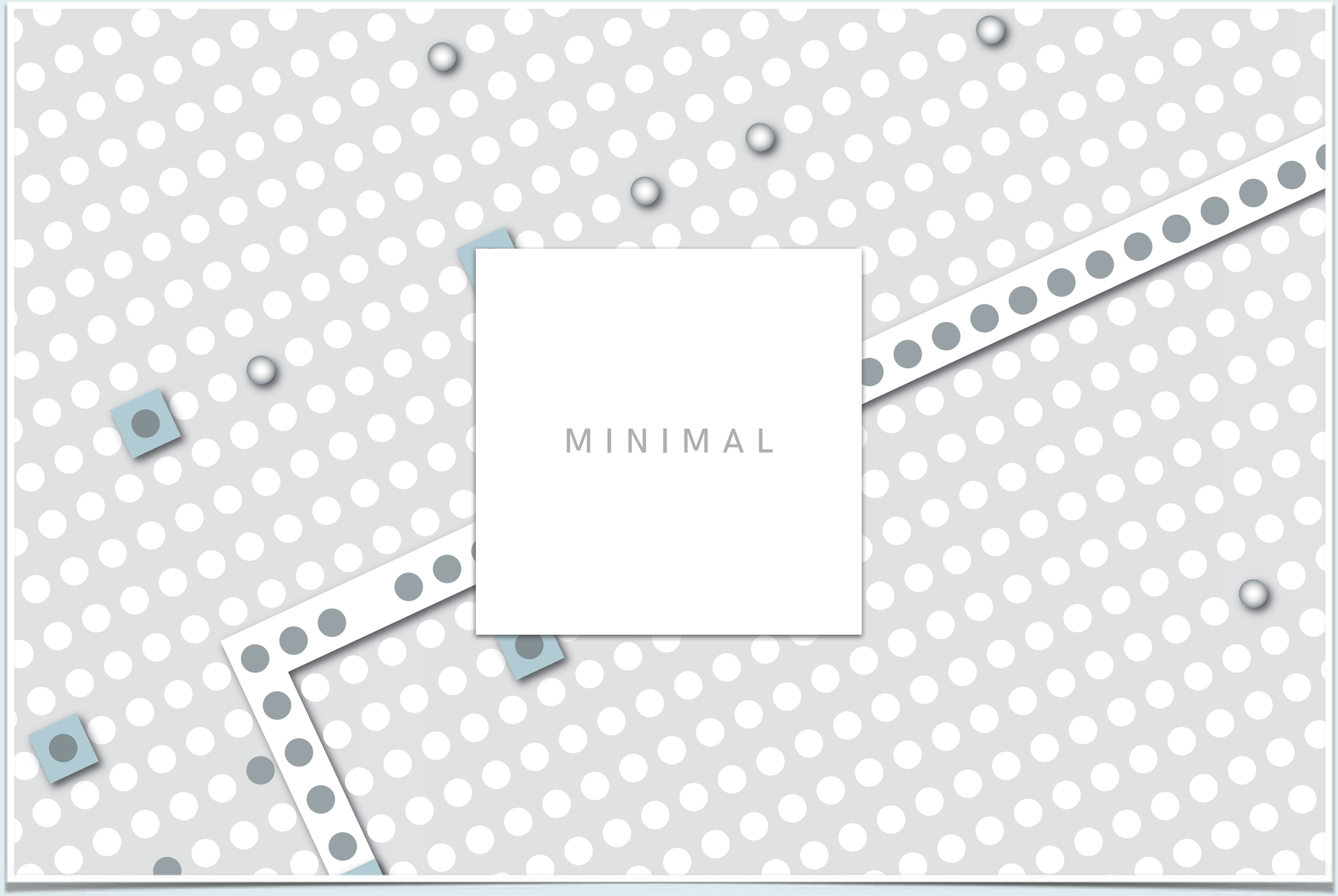
MATCH

PATTERN OPTION 2



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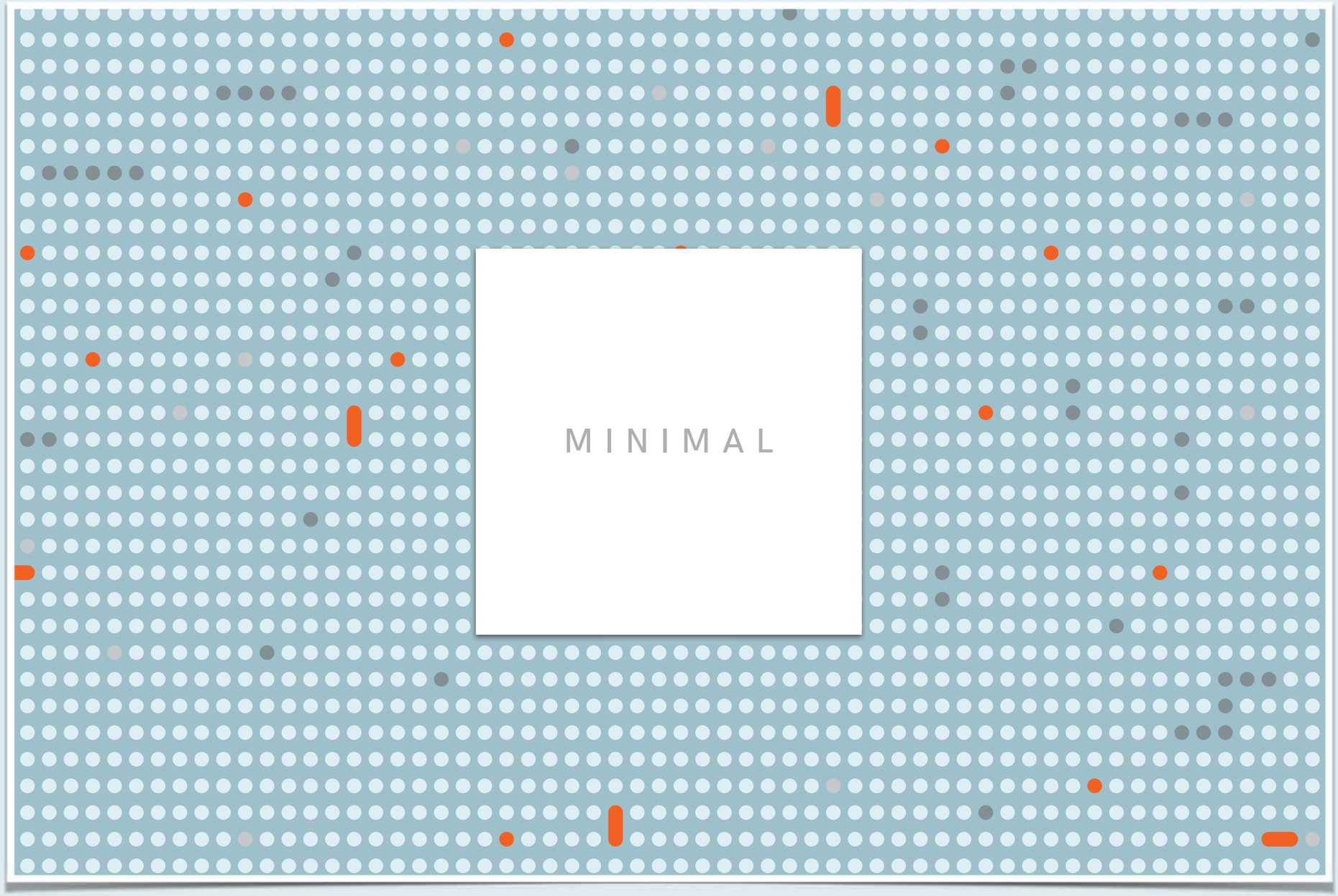
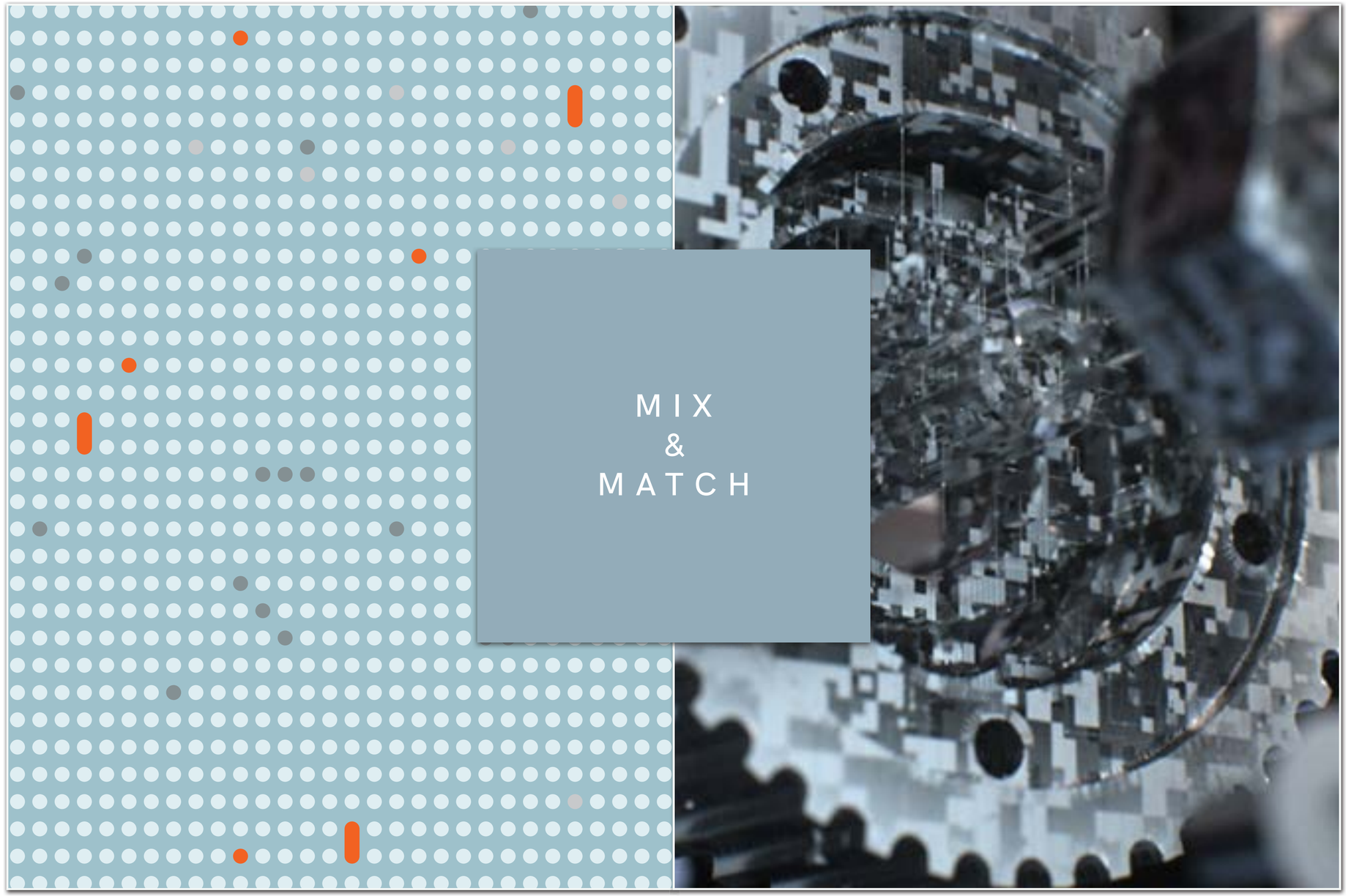
MATCH

PATTERN OPTION 3

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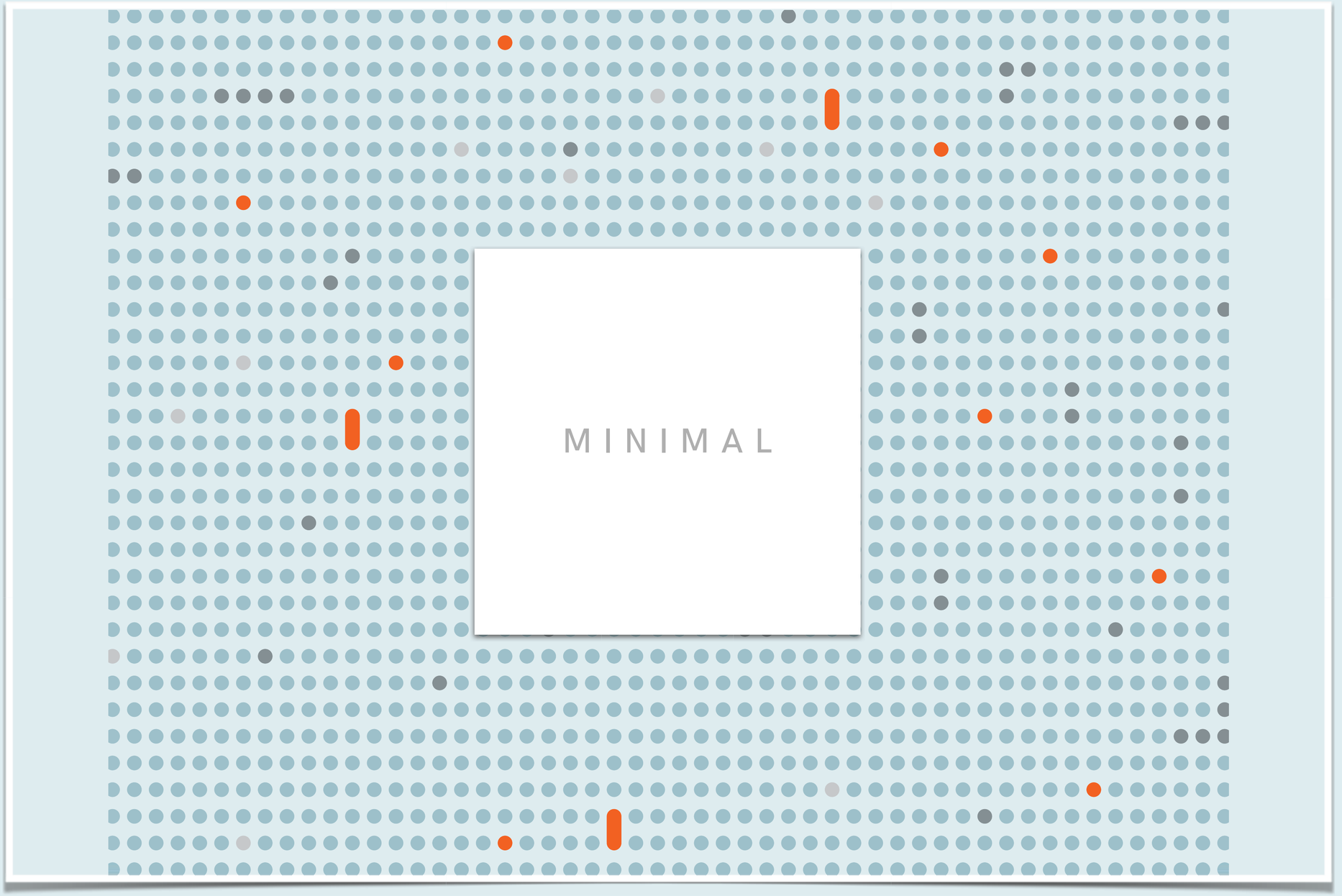

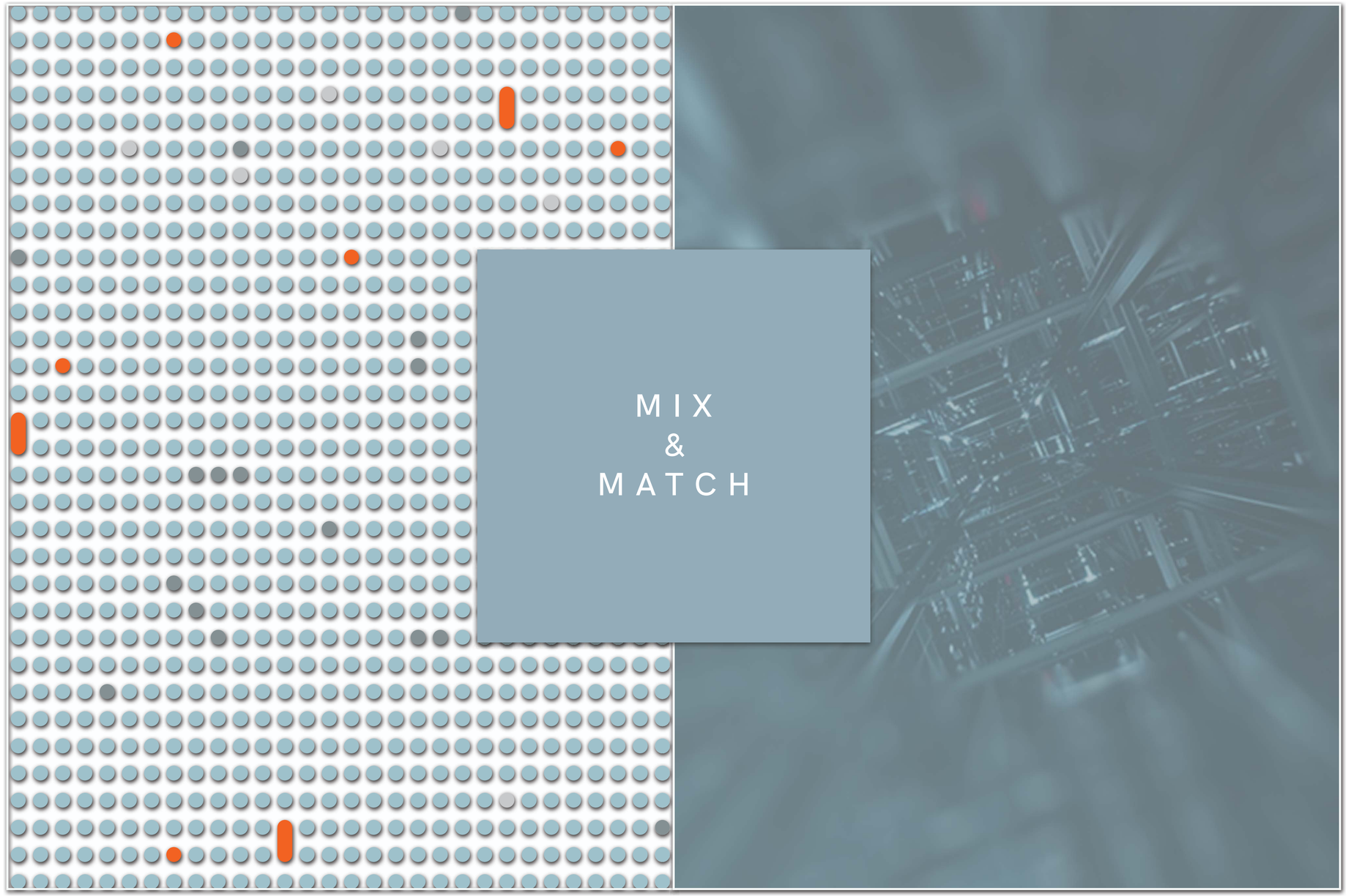
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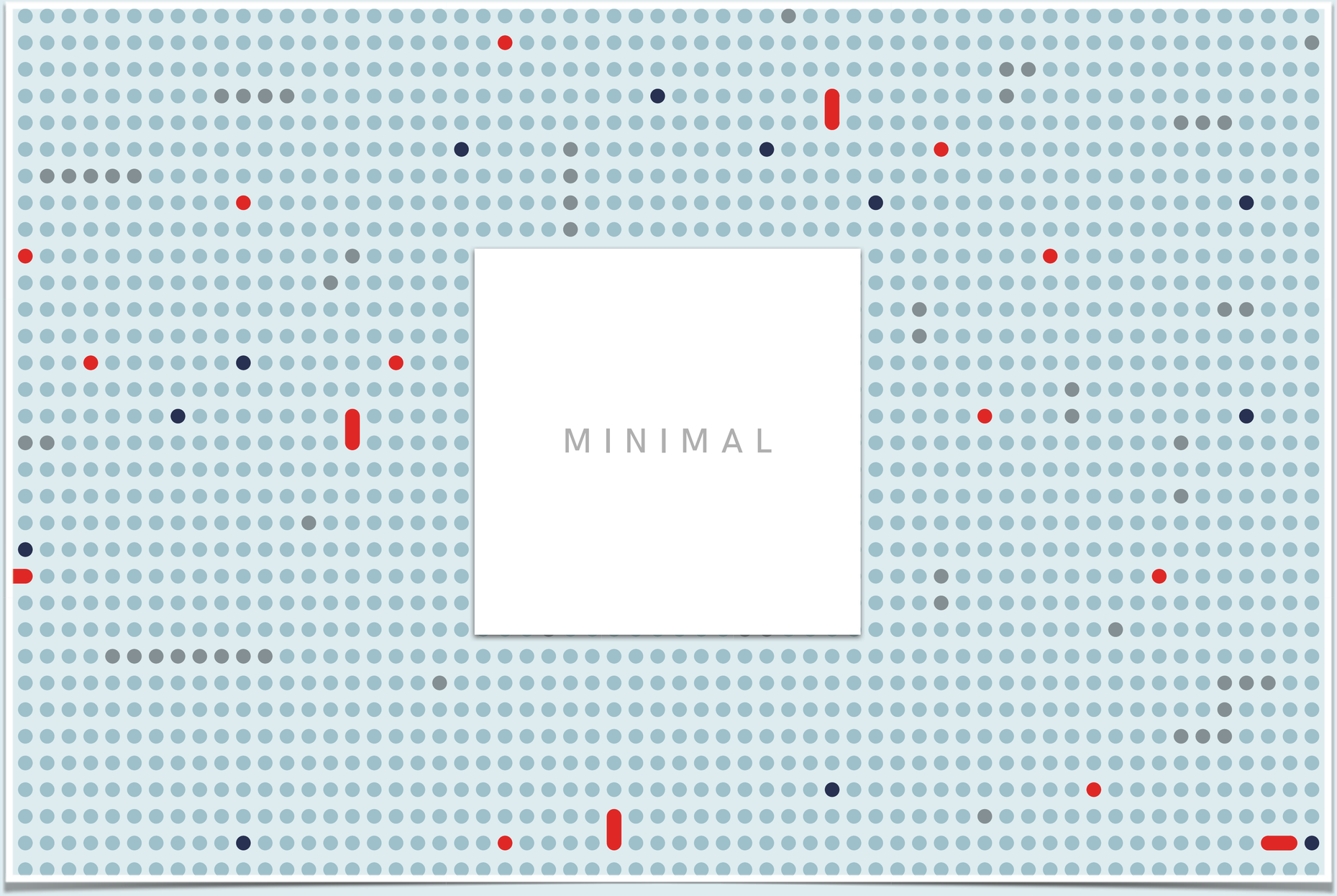
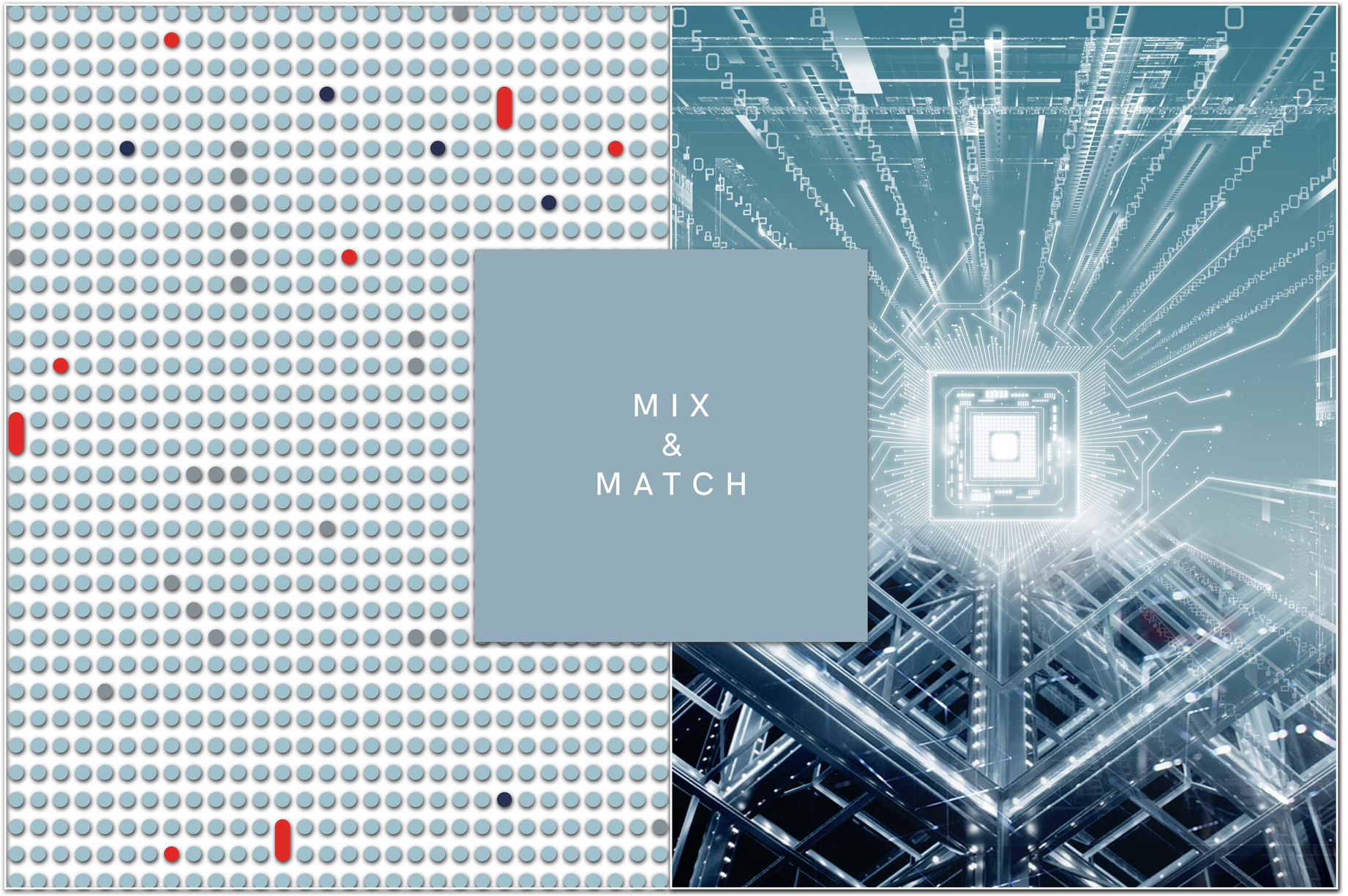
PATTERN OPTION 5

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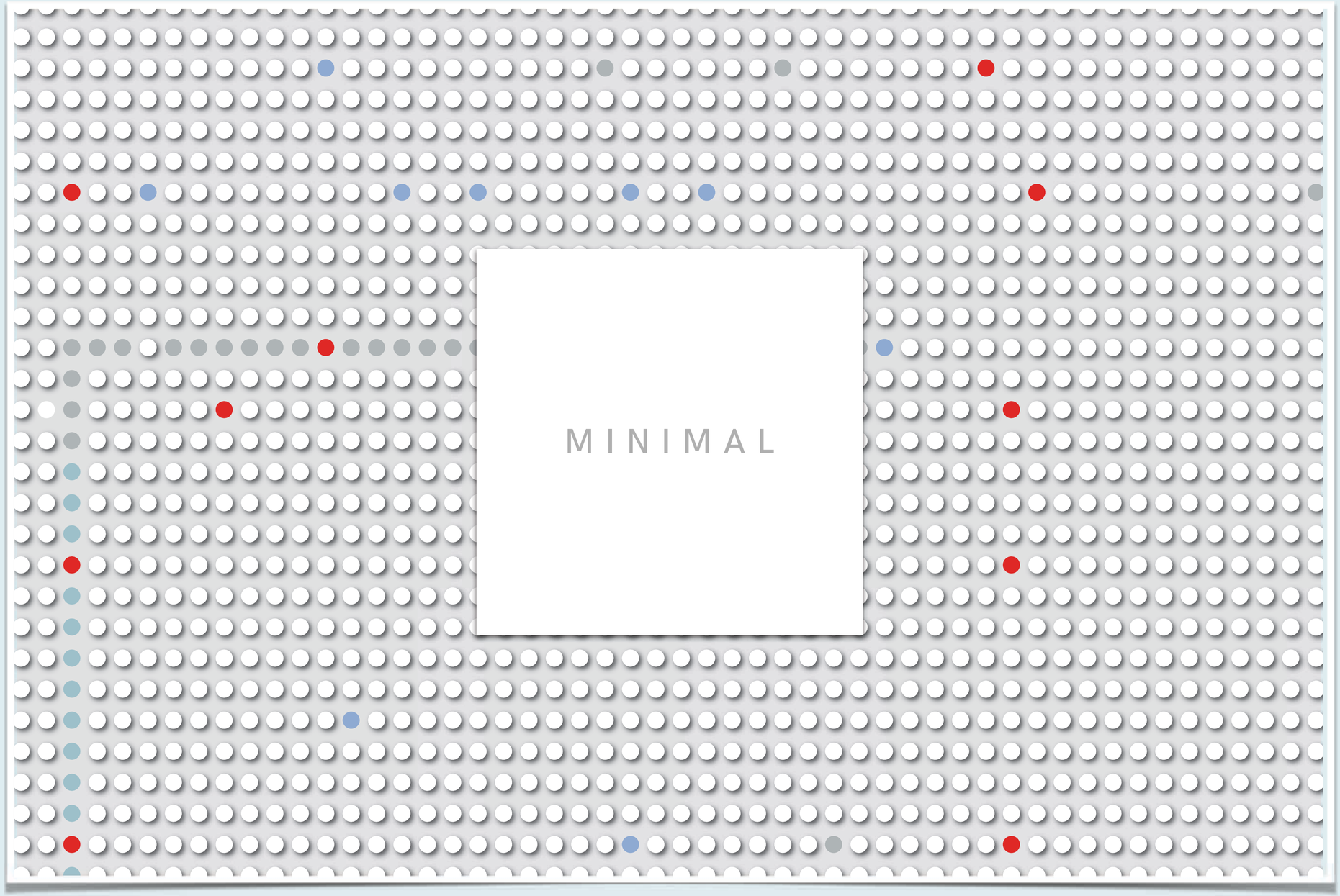

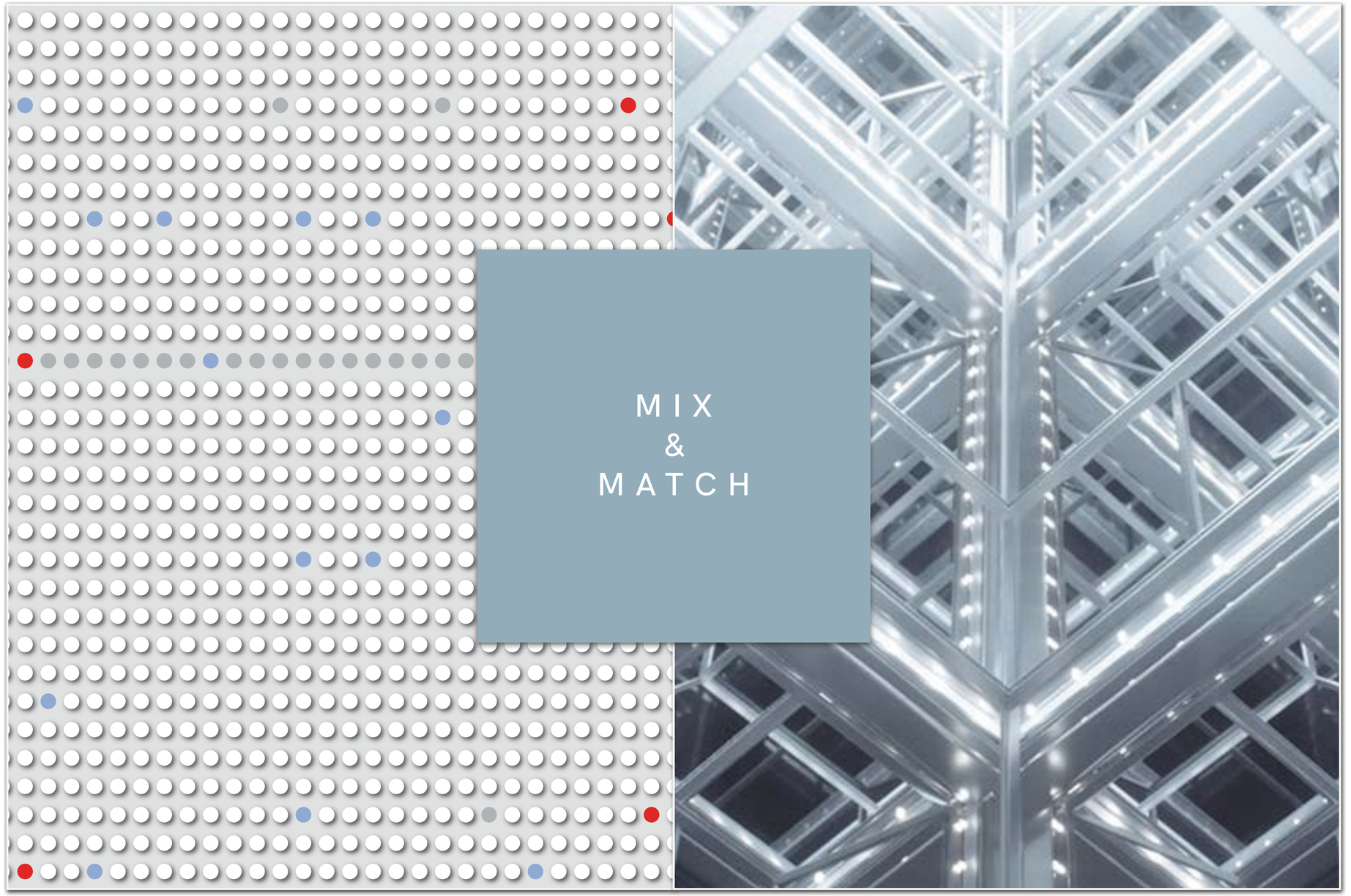
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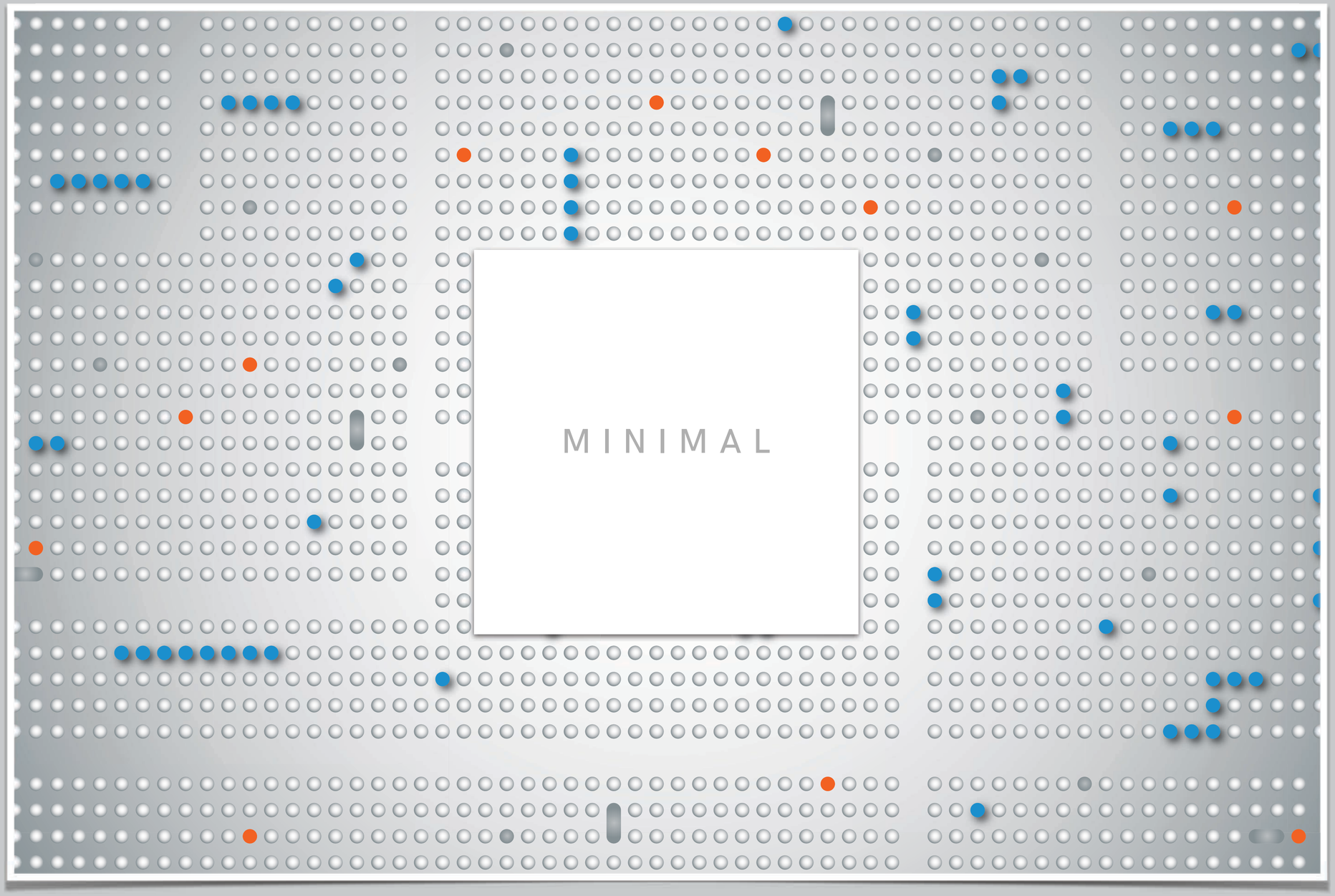
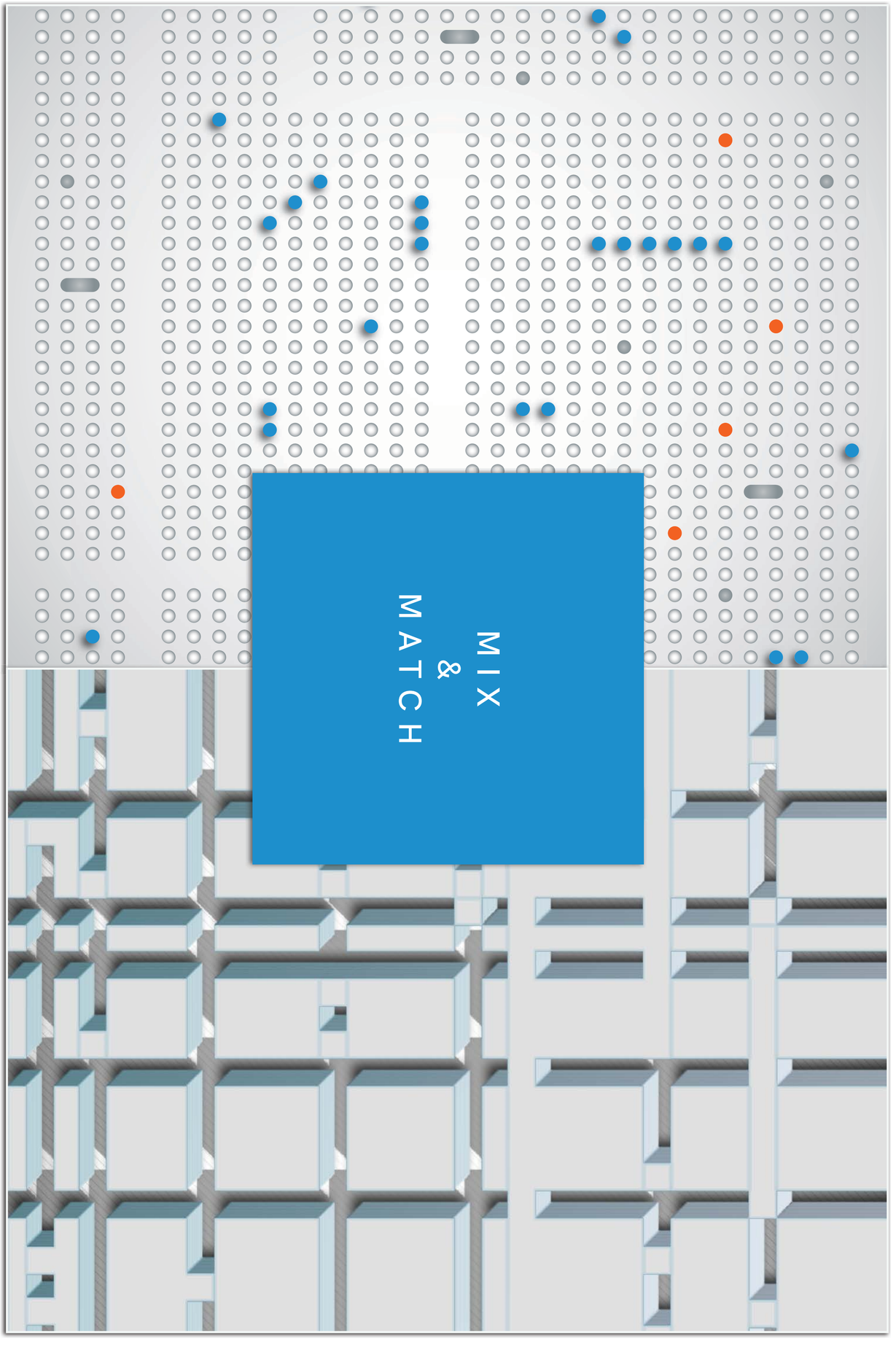
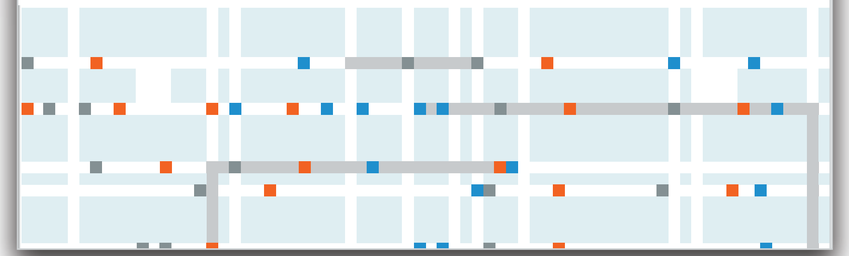



MIX
&
MATCH

Business Cards

QUARTILE 3

ROBOTICS



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QUARTILE

ROBOTICS

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