

Quess Corp Limited

DESIGN AND BRAND GUIDELINES

About this Manual

At Qess, we have a portfolio of businesses, subsidiary brands, platforms, and products. Through this brand book, we aim to use our shared design elements and resources to portray a unified brand image to the audience.

We have developed the Brand Guidelines through a collaborative process between the leadership and brand custodians of Qess Corp, and it is available for use to all employees. The manual outlines the rules, tools, and resources necessary to build a uniform Qess brand across our various businesses and platforms.

It's essential to follow these brand guidelines to ensure our communications reflect a cohesive identity across all channels.

For any clarifications regarding the execution of the brand guidelines, please reach out to marcom@quesscorp.com.



Who We Are

Established in 2007 and headquartered in Bengaluru, Qess is one of India's leading business services providers, leveraging extensive domain knowledge and future-ready digital platforms to drive client productivity through outsourced solutions. The company has a widespread geographic presence and scale, with more than 64 locations across India, Southeast Asia, North America, and the Middle East.

Qess provides a host of technology-enabled staffing and managed outsourcing services across processes such as sales and marketing, customer care, after-sales service, back-office operations, manufacturing operations, facilities, and security management, HR and F&A operations, IT and mobility services, etc.

At Qess, we believe in creating a winning ecosystem that delivers a win-win for our customers, people, and shareholders. Our passion for delivering exceptional services, augmented by proprietary digital platforms, has strongly established our credentials as India's largest employer in the private sector and the biggest integrated business services provider in the country.



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A Short Summary

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The Brand

Over the years, we have consciously put our thoughts and effort toward building a people-first brand. For us, 'winning together' is not just a motto but the principle we operate by. 'Winning Together' symbolises our commitment to creating a business ecosystem that delivers a win-win for our customers, people, and shareholders alike. We strongly believe in developing and nurturing a culture where personal and professional growth, mutual respect, and happiness is valued.

The driving force behind our brand is to deliver more value and help businesses become more productive. From our expertly trained professionals and technology platforms to custom solutions, every aspect of our brand has excellence and assurance of quality woven into it.



Our Brand Story Through the Decades

Started as a manpower outsourcing company in Bangalore in 2007, IKYA Human Capital Solutions, now Quess, was funded by Park Equity Holdings Limited in 2008. In February 2013, Thomas Cook (India) Limited (TCIL), promoted by Fairfax Financial Holdings, acquired a 74.85% stake in Quess, thus forging a strategic partnership with the company. Preceding this, Quess acquired Avon, a facility management company, thus expanding its business interests. To further diversify its business, Quess started acquiring more companies in the following years.

From Coachieve and Magna Infotech to Monster, Quess, over the years, has invested in a multitude of companies across sectors and tech-led businesses to become an 'all weather' business.

Quess' business strategy is centered on developing a more productive workforce, achieved through various initiatives, including training and skill development, helping job seekers find employment opportunities easily, digitising workflows, and enabling social security benefits for a wider population.

Quess today is one of India's largest private sector employers with a wide geographic presence and scale, with more than 64 locations across India, South East Asia, North America, and the Middle East.



Logo History



2007

IKYA, derived from the Sanskrit word 'Aikya' meaning oneness and integration, represents unity in pursuit of a single cause. And how 'being together', the strength we derive from each other, and the collective ability we bring to the table would make an enterprise much stronger and successful.

The logo is a stylised lettermark of the brand name IKYA, with a logomark that symbolises the name and the tagline 'The Power of Being One'.

2015

The name 'Quess' symbolises perseverance, drive for progress, and discovery of new frontiers. It is also the inspiration behind the ship logo. The logomark represents the hull of a ship, signifying the nature of the company and its strong foundation. The position of the name indicates the company's ambition to explore new shores and opportunities so as to serve customers better and create happy employees.

Each element of the brand and visual identity highlights the strategic focus to forge ahead and make waves of progress.

2017

The change in brand identity is communicated through a distinctive logo and baseline that encapsulates the themes of innovation, self-belief, collaboration, and customer focus.

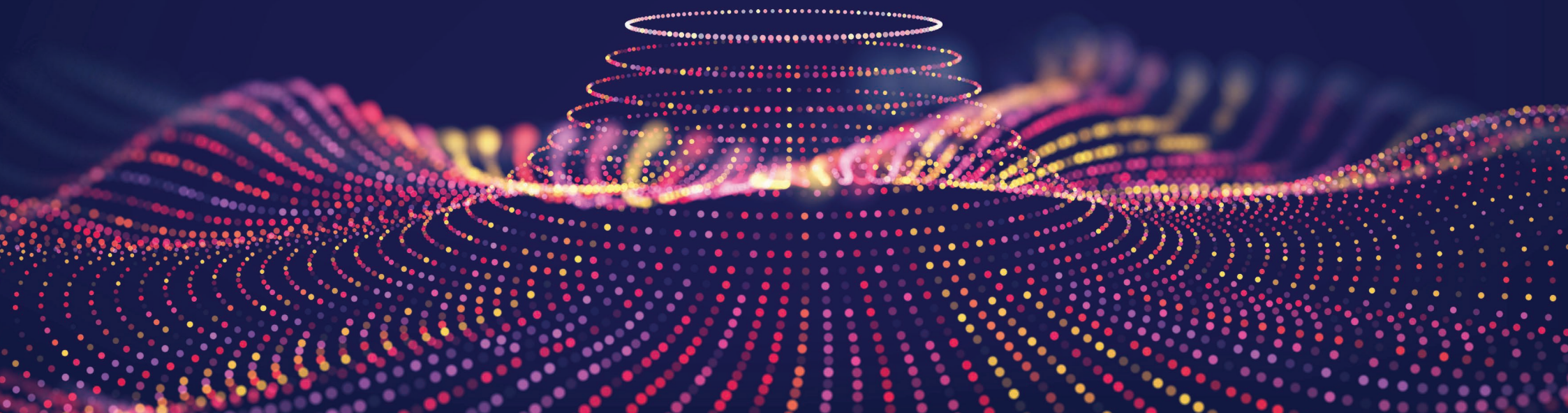
The logo, rendered as a stylised lettermark, hinges on the power of Q—a symbol of assurance, a signature of quality, and a code for growth. And the 'Q' rests on the brand name Quess, rendered in a clean, contemporary font that communicates stability, strength, and focus.

The tagline 'Delivering Growth' is a value statement crafted to appeal to all stakeholders while at the same time conveying the company's core philosophy and its reason for existence. The line is simple yet exudes underlying confidence, a 'can-do' mindset that drives the company to discover new ways of expanding and enhancing business.

2020

Evolved from the previous version, the current logo is a stylised lettermark of the word 'Quess' with the Q in blue. And the new tagline 'Winning Together' was crafted to reflect the company's philosophy of 'when our clients win, we win', 'when our employees win, we win', and 'when our investors win, we win'.

Corporate Logo



Corporate Logo

LOGO INTRODUCTION

The corporate logo is a symbol of the company's identity. The current company logo is a derivation of its first logo, a sailor boat. The idea behind the logo illustration was a ship set on a quest, and developing from that, the current logo is the word Quess itself, conveying the meaning of a quest for success. This logo starts with the capital letter Q in blue colour, depicting the blue colour of the ocean.

THE FULL LOGO TYPE

The Quess Full Logotype consists of the tagline 'Winning Together'. This tagline is dedicated to the members of the Quess family, consisting of stakeholders, corporate, employees, management, and customers. The tagline was curated, keeping in mind what Quess propagates as a brand - it's better to be together. Another approach to this can be seen in how Quess has integrated all the sub-brands and independent brands in the finest way under the parent umbrella. The tagline 'Winning Together' tells the brand story on its own. It defines the hard work, power, faith, trust, credibility, and reliability of Quess towards its stakeholders, corporates, employees, management, and customers and resonates with the success of the brand. This logo, in full is the byword of a brand with a great ideology and vision. It also signifies that the ship has sailed on a mission to mark its victory in the corporate world, with the desire to keep its values intact.

Logo

The logo consists of the word "QUESS" in a bold, sans-serif typeface. The letter "Q" is colored blue, while the letters "U", "E", "S", and "S" are black.

Logo

Logotype

The logotype features the word "QUESS" in the same bold, sans-serif font as the logo, with a blue "Q" and black "UESSES". Below it, the tagline "WINNING TOGETHER" is written in a smaller, all-caps, bold, sans-serif font.

Logotype

Logo Font

QUESS LOGO FONT

Handel Gothic D Bold font was created by URW Type Foundry GmbH, a German company with a long and rich history in type design and engineering. As the direct successor of digital type pioneer URW GmbH, it continues to design and develop first-class typefaces and custom projects. URW Type Foundry GmbH is renowned for a comprehensive library, a specialization in global font technology, and its overall role in type development.

LINK

<https://fonts.adobe.com/fonts/handel-gothic#about-section>

LICENSING

The complete Adobe Fonts library is cleared for both personal and commercial use.

Handel Gothic D Bold

Handel Gothic D Light </>

QUESS

Handel Gothic D Medium </>

QUESS

Handel Gothic D Bold </>

QUESS

The Full Logotype

THE LOGO ON LIGHT BACKGROUND

This is used when the background is light-coloured.

THE LOGO ON DARK BACKGROUND

This is used when the background is dark-coloured.

THE RECOMMENDED FORMATS ARE

.ai | .eps | .png | .jpg | .ti

ATTENTION

The use of any stylised, animated, hand-drawn, or another version of an unofficial logo is not permitted. It undermines the logo system and brand consistency.



Brand logo minimum size.

Print: 24mm

Screen: 100px

<u>Sizes</u>	<u>Brand Logo width</u>
A5	32mm
A4	40mm
A3	60mm
A2	90mm

LOGO ON LIGHT BACKGROUND



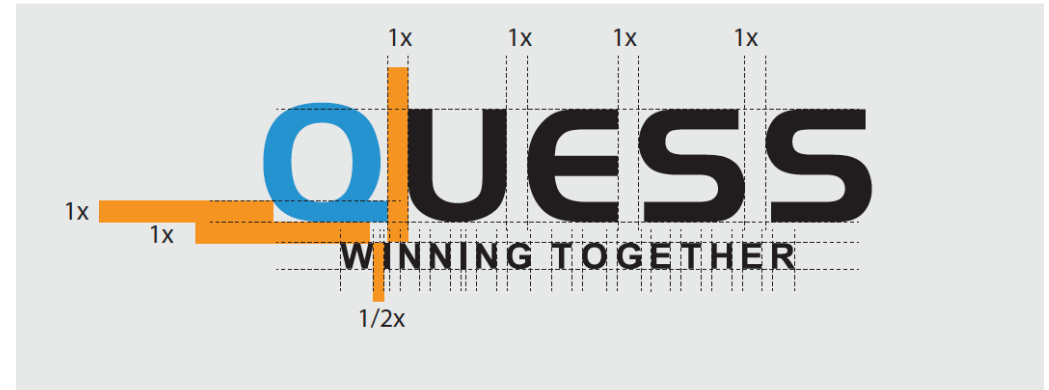
LOGO ON DARK BACKGROUND



Logo Construction, Clearspace and Computation

The logo should have a width of 10 pixels gap between each character for better visibility.

The aim is to highlight the 'Q' in the logo so as to reinforce the brand name Quess with just the letter Q. To achieve this goal, maintain a gap of 5 pixels between the margins when the logo is used in posters, mailers, etc.



Logo Sizes and Co-Branding Logo Placement

Co-branding is a marketing partnership between two brands or more. It's used for business partnerships such as joint ventures, sponsorships, charity events, etc.

This page talks about the placement size of the logo and its usage on co-branding materials.

The Quess logo used for co-branding has predefined sizes. The size of the logo starts with 80px with no tagline, then 100px, 150px, 250px, and 350px. Beyond 80px, all other logo sizes will have the brand tagline and will be considered as a full logotype.

350px



250px



150px



100px



80px



Co-Branding Logo Placement

CO-BRANDING

This page illustrates the usage of the Quess logo in co-branding materials for sub-brands and independent brands.

As shown, the space between the Quess logo and the sub-brand/independent brand logo should be equal to the size of the letter Q in the Quess logo. The lockups comprise the Quess brand logo, a separator line, and the partner brand logo to create symmetry and brand consistency. It will help achieve an overall visual balance between the brand marks.

Co-branding permissions and processes need to be approved by the brand team.



Web and App Icons

CO-BRANDING

This page provides an overview of the placement of our primary logo on different coloured backgrounds. The brand logo needs to be placed against a white or black background.

Note: The blue colour of Q remains the same on any background as it is symbolic.

ATTENTION

The use of any stylised, animated, hand-drawn, or another version of an unofficial logo is not permitted. It undermines the logo system and brand consistency.



Favicons



Logo Dos and Don'ts

A brand logo is the company's identity of differentiation from other brands; hence consistency in the brand logo is vital.

To maintain brand consistency, it is mandatory to use the logo as stated, and no alteration will be accepted by the company. Whenever a brand logo is required, use the master file always and do not recreate any part of the brand logo.

Here are a few examples to showcase the dos and don'ts while using the logo.

DOS



Logo



Can be used in black & white



Any solid colour with white text



DON'TS



Corporate Typography

Corporate Fonts and Typography

THE CORPORATE FONT - QUESS FAMILY

Quess Family font was designed in-house and released in 2022. Developed for professional use, with 4 weights, Quess Family has multiple alternatives for different needs. The subtle, sharp, and modern design of the Quess Family allows it to be readable in small and large display sizes.

QUESS FAMILY

Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Thin	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Figures	0 1 2 3 4 5 6 7 8 9
Special Charecters	`~!@#\$%^&*()-_+=+{}[]\ ;:’”’.,.<>/?

Adobe Font

CORPORATE FONT - PROXIMA NOVA

Proxima Nova was developed by Mark Simonson. He founded his studio specializing in lettering and typography in 2000. He started as a graphic designer and illustrator in 1976, working as an art director on a number of magazines as well as Minnesota Public Radio. Mark started licensing fonts to FontHaus in 1992 and now has nearly 300 fonts on the market.

LINK

<https://fonts.adobe.com/fonts/proxima-nova>

LICENSING

<https://www.marksimonson.com/>

PROXIMA NOVA FAMILY

Proxima Nova Medium </>

Deactivate font ☒

The quick brown fox jumps over the lazy dog

Proxima Nova Medium Italic </> [Similar fonts & pairings](#)

Deactivate font ☒

The quick brown fox jumps over the lazy dog

Proxima Nova Semibold </>

Deactivate font ☒

The quick brown fox jumps over the lazy dog

Proxima Nova Semibold Italic </>

Deactivate font ☒

The quick brown fox jumps over the lazy dog

Proxima Nova Bold </>

Deactivate font ☒

Proxima Nova Medium </> [Similar fonts & pairings](#)

Activate font ☐

The quick brown fox jumps over the lazy dog

Proxima Nova Medium Italic </>

Activate font ☐

The quick brown fox jumps over the lazy dog

Proxima Nova Semibold </>

Activate font ☐

The quick brown fox jumps over the lazy dog

Proxima Nova Semibold Italic </>

Activate font ☐

The quick brown fox jumps over the lazy dog

Google Font

CORPORATE FONT ROBOTO - CONDENSED

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

LINK

<https://fonts.google.com/specimen/Roboto+Condensed?query=Roboto+Condensed+>

LICENSING

<https://www.apache.org/licenses/LICENSE-2.0>

ROBOTO CONDENSED FAMILY

Roboto Condensed Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Roboto Condensed Light Italic

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890*

Roboto Condensed Italic

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890*

Roboto Condensed Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Roboto Condensed Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Roboto Condensed Bold Italic

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890***

Corporate Fonts

PRESENTATION FONT - CAMBRIA

Cambria is a transitional serif typeface made by Microsoft. It was designed by Dutch typeface designer Elle Bosman in 2004. It is intended as a serif font suitable for body text, which is very readable, printed small or displayed on a low-resolution screen, and has even spacing and proportions. Diagonal and vertical hairlines and serifs are relatively strong, while horizontal serifs are small and intended to emphasize stroke endings rather than stand out themselves. This will help our corporate presentations stand out and also match the font of our company logo.

CAMBRIA

Designer
Steve Matteson,
Robin Nicholas,
Jelle Bosma

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Book

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9

Special
Charecters

~ ! @ # \$ % ^ & * () _ + { } | :
" < > ? / . , ;

Corporate Fonts

PRESENTATION FONT - CALIBRI

Calibri is part of the ClearType Font Collection, a suite of fonts from various designers. Our idea behind making Calibri the social font for Quess corporate presentations is to give a legible, presentable look to our presentations. Also, it compliments the company logo. Calibri features subtly rounded stems and corners that are visible on larger sizes. Its sloped form is a 'true italic' with handwriting influences common in modern sans serif typefaces.

CALIBRI

Designer
Steve Matteson,
Robin Nicholas,
Jelle Bosma

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Book

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9

Special
Charecters

~ ! @ # \$ % ^ & * () _ + { } | : " < > ? / . , ;

Typography and Text Hierarachy

Quess has a set font size for all corporate documents to maintain symmetry and brand consistency. It is recommended that you follow the set font size, as illustrated, until further revision.

CONTENT AND INNER SUBHEADS

Copy text

Roboto Condensed FAMILY
10/12 pt Type / 12 pt Leadi

Subhead

Roboto Condensed FAMILY
14 pt Type / 12 pt Leading

HEADLINES

Sublines
Sections

QUESS BOLD
24 pt Type / 12 pt Leading

PRESENTATION CONTENT AND INNER SUBHEADS

Copy text

calibri
10/12 pt Type / 12 pt Leading

Subhead

Calibri Bold
14 pt Type / 12 pt Leading

HEADLINES

Sublines
Sections

Cambria Bold
24 pt Type / 12 pt Leading



Corporate Colours

Colour Overview

BRAND COLOURS

We are a multicoloured brand, with blue being our key colour. Our colour palette consists of five colours. They are our identifiers and play a critical part in what makes us look and feel different.

White and light gray are generally used for backgrounds, and black for body text.

THE COLOUR SYSTEM

Corporate colours are used to invoke a cognitive image alongside visual symbols such as logos. The corporate colour scheme is also part of its identity. The colour code is chosen from the colour wheel and helps to shape brand psychology.

Our colour palette is made of two primary colours—blue and black—and they create differentiation for the brand.



Brand Palette

BRAND COLOURS

PRIMARY COLOUR SYSTEM

The primary colour of the brand is blue, as this colour has a story associated with it and is the pride of the brand. Along with this, we have black, which completes the word Quess, adding to its symbolic meaning.

USAGE

For a creative background, primary colours can be used with white font colour. While on a black background, white, gray, and mustard yellow colour tones can be used for the font colour.

EXPLANATION (Blue)

Blue represents both the sky and the sea and is associated with open spaces, imagination, inspiration, and sensitivity. It also represents loyalty, wisdom, confidence, depth, and intelligence.

EXPLANATION (Black)

Black represents strength, seriousness, power, and authority. It is a formal, sophisticated, and classic colour.



BLUE

RGB : 0/149/218
CMYK : 100/20/0/0
HTML : #0095DA
PANTONE : P 112-8 C

SHADES

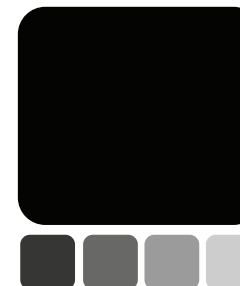


#0095DA #0077B9 #005A99 #003F7B #00265D

MATCHING GRADIENTS



#0095DA #4885D6 #6F73CB #8D5EB6 #A2469A #AE2B78



BLACK

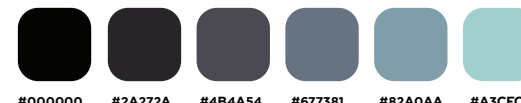
RGB : 0 / 0 / 0
CMYK : 100/100/100/100
HTML : #000000
PANTONE : P Process Black C

SHADES



#000000 #303030 #5E5E5E #919191 #C6C6C6

MATCHING GRADIENTS



#000000 #2A272A #4B4A54 #677381 #82A0AA #A3CFCD

Brand Palette

SECONDARY COLOURS

EXPLANATION (Spanish Yellow)

Spanish Yellow is the colour of sunshine, hope, and happiness. It symbolises creativity, optimism, and diversity.

EXPLANATION (Desire Red)

Desire Red provokes potent emotions without being overbearing. It projects confidence, passion, and enthusiasm.



SPANISH YELLOW

RGB : 252/178/22
CMYK : 0/34/100/0
HTML : #FCB216
PANTONE : 116 U

SHADES



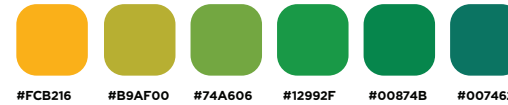
#FCB216 #CB8900 #9C6200 #713D00 #4D1A00

COMBINATIONS



#FCB216 #C79B8C #9C634E #503D37

MATCHING GRADIENTS



#FCB216 #B9AF00 #74A606 #12992F #00874B #007462



DESIRE RED

RGB : 228/85/92
CMYK : 5/82/58/0
HTML : #E4555C
PANTONE : P 57-7 C

SHADES



#EA3C53 #C80F3B #A70024 #85000E #660000

GRADIENT SHADES



#EA3C53 #CA3C7C #974B91 #61538E

RANDOM SHADES



#EA3C53 #FFADB4 #BE0033 #500000 #FF959E



#385178 #2F4858

Brand Palette


SECONDARY COLOURS

EXPLANATION (Prussian Blue)

Prussian Blue conveys significance, importance, and confidence without creating sombre or sinister feelings.

EXPLANATION (Grey)

Gray is a cool, neutral, and balanced colour. It signifies intellect and a calm and stable presence.



PRUSSIAN BLUE

RGB : 1/151/86
CMYK : 100/81/40/34
HTML : #013356
PANTONE : P 108-16 C



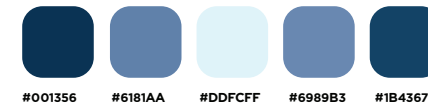
SHADES



GRADIENT SHADES



RANDOM SHADES





GRAY

RGB : 137/161/169
CMYK : 45/30/28/0
HTML : #89A1A9
PANTONE : P 174-3 C



SHADES



GRADIENT SHADES



NEIGHBOUR SHADES



Brand Palette

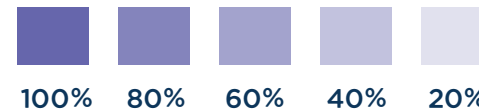
PANTONE 17-3938 VERY PERI ANNUAL REPORT COLOUR THEME

EXPLANATION:

PANTONE 17-3938 Very Peri, followed in the Annual Report, encompasses the qualities of the blues, yet at the same time possessing a violet-red undertone, displays a spritely, joyous attitude and dynamic presence that encourages courageous creativity and imaginative expression.

USAGE:

The colour of the year is subject to change every year. It's used in the annual report, yearly announcements, and other important documents.



VERY PERI

COLOUR CODES

RGB- 102/104/166

CMYK- 68/65/2/0

HTML- #6668A6

Pantone- 17-3938

COLOUR TONE

Brand Palette

ENSURING CONSISTENT COLOURS

Please follow the below guidelines to ensure accurate colour reproduction across platforms:

- Use the recommended colour spaces while creating artwork, and always embed colour profiles while exporting your artwork.
- Use the correct colour codes for your medium. For example, don't use CMYK colour codes while developing creatives for digital advertising.
- Ensure the print hardware is calibrated correctly before printing.

COLOUR PROFILES

The colour codes in this document correspond to the colour spaces given below:

RGB: sRGB IEC61966-2.1 CMYK: US Web Coated SWOP v2

Please account for these to ensure accurate colour reproduction.

Medium

Color Standard

Digital

RGB

Digital banners
E-mailers
On-screen billboards

Process/offset print (4 ink)

CMYK

Brochures
Physical branding
Standees

Spot print

Pantone

* When using special inks (more than 4), Pantone codes can also be used if the prints can be calibrated for accurate color reproduction.

Please consult your printer to ensure accurate color reproduction.

Recommended Color Profiles

RGB:

sRGB IEC61966-2.1

CMYK:

US Web Coated SWOP v2

Recruitment Solutions, Designed For You.

STYLE AND USAGE

The 'Recruitment solutions, designed for you.' line can be used in the stylized format as illustrated on this page.

It's recommended to keep the entire line in bold, but in use cases where only a word is to be highlighted, 'you' would be in bold.

The line must be written in sentence case and end with a period.

When presented in body copy, it can be written as plain text – Recruitment solutions, designed for you.

Set in a single line

Recruitment solutions, designed for you.

Recruitment solutions, designed for **you.**

Set in a two line

**Recruitment solutions,
designed for you.**

Recruitment solutions,
designed for **you.**

Set in a three line

**Recruitment
solutions, designed
for you.**

Recruitment
solutions, designed
for **you.**

Tone and Voice

It's always important to pay attention to the tone and voice of the brand. Our tone can communicate the variations in our voice for different contexts and audiences, and our voice can echo our brand's personality through the way we create our communications.

CORE CHARACTERISTICS

CONFIDENT

Nothing can invoke trust in your brand better than a direct, bold, and confident tone of voice. The design tone needs to be future-forward, positive, and enterprising.

AUTHENTIC

An authentic tone of voice can help build trust and credibility in the brand. Adapting a genuine, sincere, and grounded tone of voice can ensure that.

SUCCINCT AND SIMPLIFIED

A clear, precise, and simple tone goes a long way in connecting well with the audience and building a good rapport. So our tone should adhere to those principles and be straightforward and relatable.

VOICE

Our voice reflects our brand's personality. It is a representation of our values and ethos, and the way we craft our communication needs to be distinctly Quess.

A recognisable and distinct voice is necessary to develop a uniform and consistent visual identity.

While the tone might differ based on the context and circumstance, our voice must always be clear, confident, and authentic.

CORE CHARACTERISTICS

- | | |
|-------------|---------------|
| Boastful | Nonchalant |
| Laid-back | Presumptuous |
| Conceited | Authoritative |
| Irreverent | Condescending |
| Overselling | |

- | | |
|-------------|---------------|
| Speculative | Overpromising |
| Flippant | Unoriginal |
| Informal | Robotic |
| Formulaic | Monotonous |

- | | |
|-----------|----------------|
| Casual | Obscure |
| Convolutd | Complex |
| Dry | Matter-of-fact |
| Confusing | Cumbersome |
| Vague | Cryptic |

CORPORATE STATIONERY AND MERCHANDISE

Corporate Stationery

Corporate stationery is a defining element of a brand's identity. This section guides you on how to design different print documents or merchandise such as letterhead, sub-brand letterhead, independent brand letterhead, company business card, ID card, company envelopes, invoice receipts, t-shirt, shirt, pen, cap, diary, bag, pin badge, and mask.



Company Letterhead

EXPLANATION

A company’s letterhead is the most important communication document of a company. The design language of a letterhead must be consistent and follow the guidelines given in this manual.

The logo placement on the Quess Letterhead will be in the top right corner. The address and contact details will be in the bottom left corner.

The alignment of the document will be equal to the size of the letter ‘Q’ in the Quess logo.

USAGE

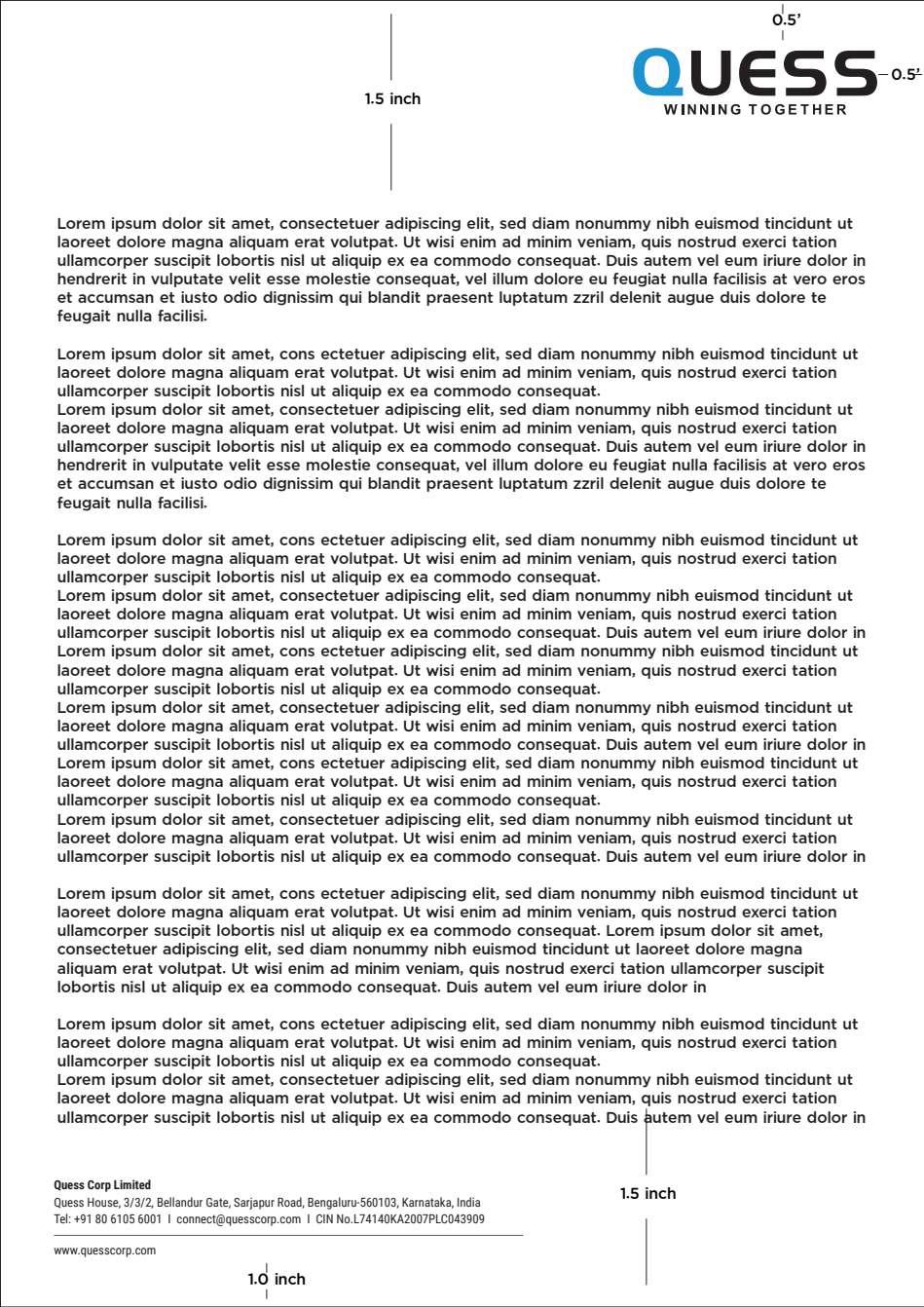
The company letterhead solely belongs to Quess and can only be used by the authorized signatory along with the company’s stamp. It is mandatory to follow the instructions given in this section to maintain consistency.

DIMENSIONS

297mmx210mm
DIN A4

WEIGHT

120g/m uncoated white



Sub-Brand Letterhead

EXPLANATION

The Quess family is a large one with 23 sub-brands. In order to retain the essence of each brand within Quess, this section will help you design the letterhead for the same.

The logo of each sub-brand will be at the top right corner of the letterhead.

The Quess logo will be at the bottom left corner of the letterhead. Please ensure that the address and ensure that the address and contact details for the corporate office are mentioned at the bottom.

USAGE

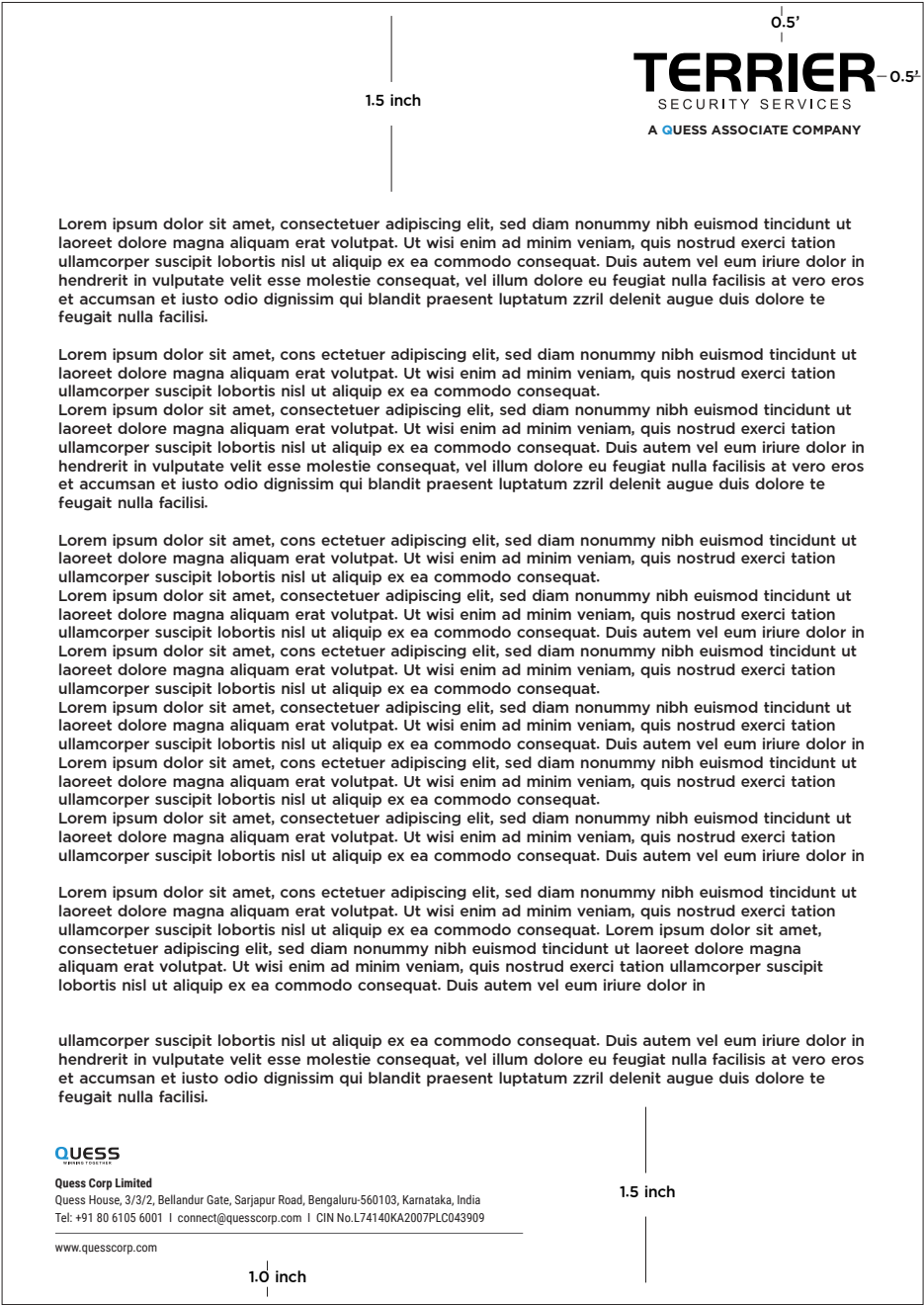
The sub-brand letterhead will be used only by authorized signatory for official purpose only.

DIMENSIONS

297mm x 210mm DIN A4

WEIGHT

120g/m uncoated white



Company Business Card

EXPLANATION

To maintain brand consistency, all business cards will be designed as illustrated, and no variation will be acceptable. The business card showcases the identity of an employee in sync with the organization; hence Quess deems this design as acceptable as per the company’s policy.

USAGE

The company business cards will be given to the employees by their managers and new hires by HR and can only be used for business-related purposes.

Front side



Back side



Sub-Brand Business Card

EXPLANATION

To maintain brand consistency, all business cards will be designed as illustrated, and no variation will be acceptable. The business card showcases the identity of an employee in sync with the organization; hence Quess deems this design as acceptable as per the company's policy for the sub-brand.

USAGE

The sub-brand business cards will be given to the employees by their managers and new hires by HR and can only be used for business-related purposes.

PARAMETER

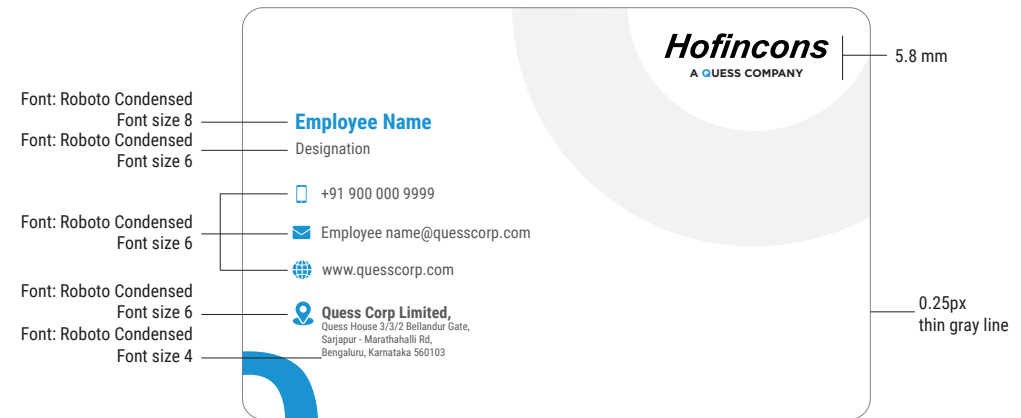
DIMENSIONS

A4 - 300mm x 213mm
Cheque size - 230mm x 105mm

WEIGHT

120g/m uncoated white

Front side



Back side



Company ID, Sub-Brand ID & Independent Brand ID Card Design

EXPLANATION

The Employee ID card helps identify an individual as an employee of the company. This section guides you on how to design an employee ID card for Quess. Kindly do not change the format illustrated for it is created in line with the company policy.

USAGE

The Employee ID is the only form of identification of an employee on campus. Hence, the admin has to provide ID cards to all employees. Each employee has to wear or carry this ID card whenever on campus. The rule stands still for Quess Corporate employees as well we sub-brand and independent brand employee.

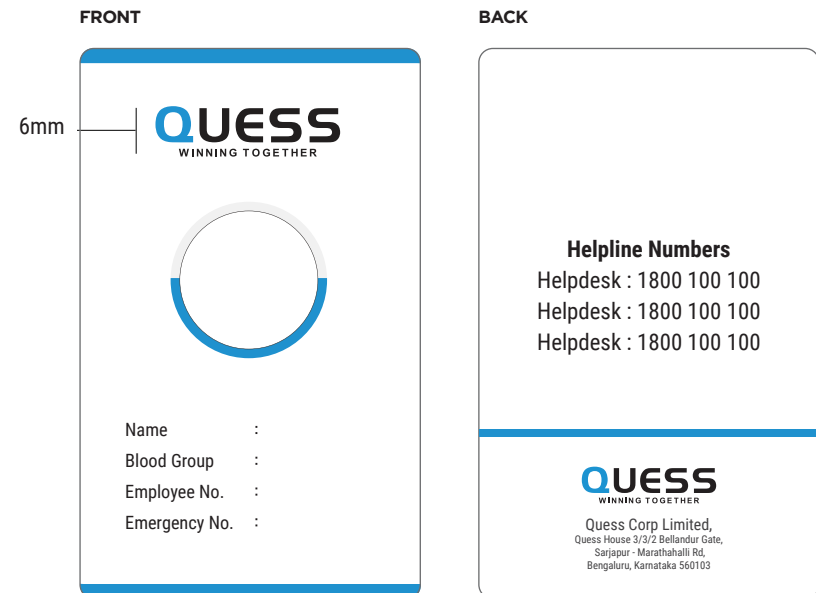
PARAMETER

DIMENSIONS

A4 - 300mm x 213mm
Cheque size - 230mm x 105mm

WEIGHT

120g/m uncoated white



Company ID, Sub-Brand ID & Independent Brand ID Card Design

EXPLANATION

The Employee ID card helps identify an individual as an employee of the company. This section guides you on how to design an employee ID card for Sub-brands under Quess Corp. Kindly do not change the format illustrated here for it is created in line with the company policy.

USAGE

The Employee ID is the only form of identification of an employee on campus. Hence, the admin has to provide ID cards to all employees. Each employee has to wear or carry this ID card whenever on campus. The rule stands still for Quess Corporate employees as well we sub-brand and independent brand employee.

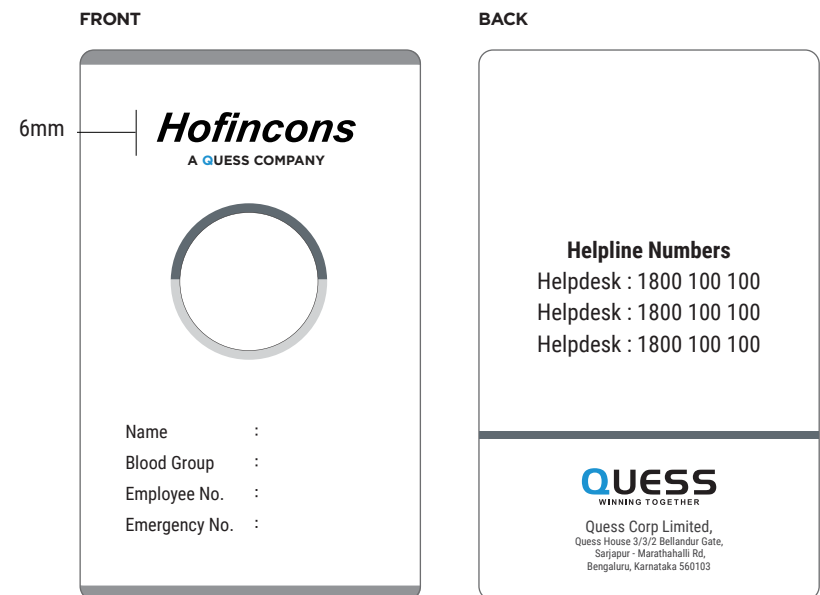
PARAMETER

DIMENSIONS

A4 - 300mm x 213mm
Cheque size - 230mm x 105mm

WEIGHT

120g/m uncoated white



Company Envelope

EXPLANATION

The company envelope will be designed as illustrated here. Please be mindful of the details and design accordingly. The size of the logo type on an A4 envelope will be 6.5mm height and on the cheque size will be 5.5mm height.

The contact details of the company will be on the bottom left corner.

USAGE

The company envelope can be used only for official purpose to send/courier hardcopy documents or company related papers.

PARAMETER

DIMENSIONS

A4 -300mm x 213mm

Cheque size - 230mmx 105mm

WEIGHT

120g/m uncoated white



A4 Size



Cheque Size

Sub-Brand Envelope

EXPLANATION

A sub-brand envelope will be designed as illustrated here. Please be mindful of the details and design the envelope accordingly.

The size of the logo type on an A4 envelope will be 6.5mm height and on the cheque size will be 5.5mm height. In addition to that this, the address and contact details of the company will be on the bottom left in 10px font size for A4 envelope & 8px font size for cheque sized.

USAGE

The sub-brand envelope can be used only for official purpose to send/courier hardcopy documents or company related papers.

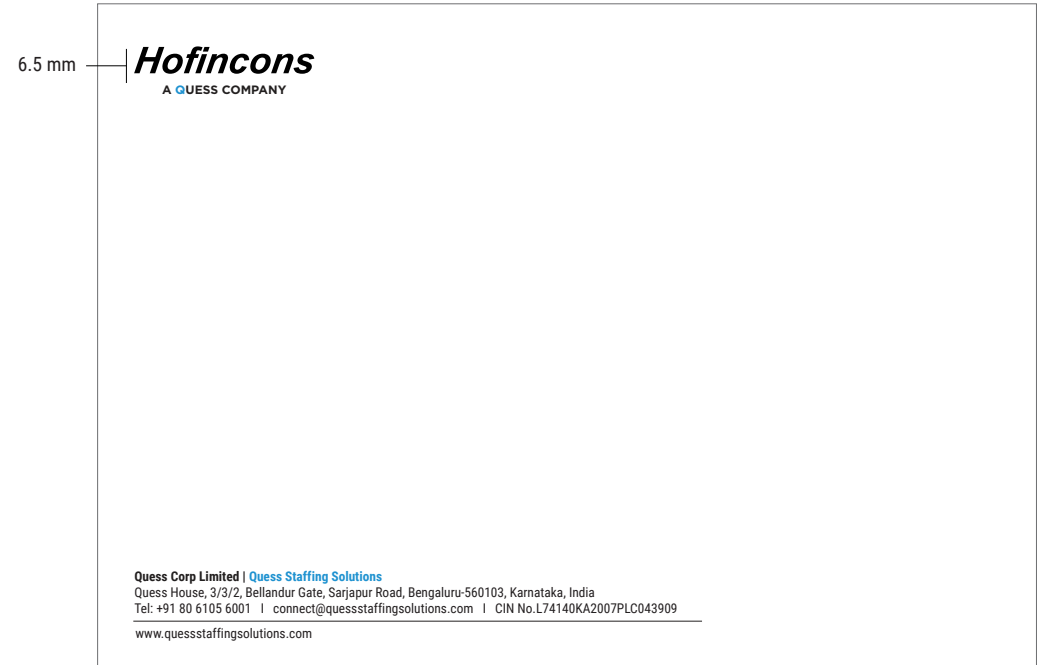
PARAMETER

DIMENSIONS

A4 - 300mm x 213mm
Cheque size - 230mm x 105mm

WEIGHT

120g/m uncoated white



A4 Size



Cheque Size

Company Invoice

EXPLANATION

The company invoice will be designed as illustrated here. The logo of the brand will be on the top right corner of the invoice. The name and address of the company will be on the top left corner of the invoice.

USAGE

The company invoice will be used for official purposes only by a signatory authority.

PARAMETER

DIMENSIONS

A4 - 300mm x 213mm
Cheque size - 230mm x 105mm

WEIGHT

120g/m uncoated white

PURCHASE ORDER		QUESTS WINNING TOGETHER	
NAME AND ADDRESSES OF PURCHASER Quests Corp Limited AVON FMS-Delhi, B-1/1-1, First Floor, Mohan Industrial estate, Near Badarpur Industrial Estate, New Delhi, 110044 City: New Delhi Pincode: 110044 State: New Delhi GSTIN: 07AABC17601M1ZH CIN: TAN:		Validity Period: PURCHASE ORDER: VERSION: ES-04614329 1 Shipped To: Power Grid-Delhi Attn: S M Gupta ORDER DATE: PURCHASER CONTACT: PAY TERMS: BUYER CONTACT: 12/4/2020 supplierinvoice@questscorp.com Net 30 Days REVISED DATE: REVISED BY: SHIP METHOD:	
SUPPLIER Supplier Code : 0019014624 S.M. ENTERPRISES, 8814/3, Multani Dhanda, Paharganj, Delhi, 110055 City: New Delhi Pincode: 110044 State: New Delhi GSTIN: 07AABC17601M1ZH CIN: PAN: Contact person Contact number Email id		SITE ID / CC: RTG/PO/Contract Reference: FREIGHT: SEND INVOICES TO: Please use Quests preferred method for Invoice Submission on Payee Central: https://p2p.questscorp.com/Login/LoginMain.aspx Acknowledged physical invoice copy to be send to below address Quests Corp Limited AVON FMS-Delhi, B-1/1-1, First Floor, Mohan Industrial estate, Near Badarpur Industrial Estate, New Delhi, 110044 City: Pincode: State:	

General Terms & Conditions	Quests Corp Limited, Quests House, 3/3/2, Bellandur Gate, Sarjapur Road - Bengaluru.	1800 572 3333 info@questscorp.com
Legal Review to be taken		

Quess, Sub-Brand, and Independent Brand Lanyard Design



Email Signature

A professional email signature is a significant and necessary element of business correspondence, helping you establish credibility with the recipient.

An email signature is added at the bottom of an email with the sender's contact information, including name, designation, phone number, email id, company address, social media links, etc.

For Quess official email signature, adhere to any of the following formats:

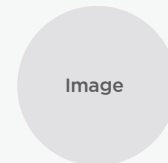


Name
Designation
Quess Corp Ltd.
M: +91 xxx xxx xxxx E: email@quesscorp.com

Name
Designation | Department
+91-9999999999



Quess Corp Limited
Quess House, 3/3/2, Bellandur Gate,
Sarjapur Road, Bengaluru – 560103,
Karnataka, India.
www.quesscorp.com



Name of the employee, Designation of the employee

+91 12345 12345

name@quesscorp.com



+91 12345 12345

Quess Corp Limited

Quess House, 3/3/2, Bellandur Gate,
Sarjapur Road, Bengaluru – 560103,
Karnataka, India.
www.quesscorp.com

Merchandise Design

EXPLANATION

The colour of the logo might vary as per the colour of the merchandise - shirt or t-shirt. For a white coloured shirt/t-shirt, the blue and black coloured logo will be used. For a black and grey coloured shirt/t-shirt, the logo will be white and blue. Also, the letter 'Q' from the Quess logo will always be in blue.

Also, the Quess logo will always be on the left.

USAGE

The full logotype will be used for all the articles though the size will vary



Stationery Design - Cap, Diary & Laptop Bag

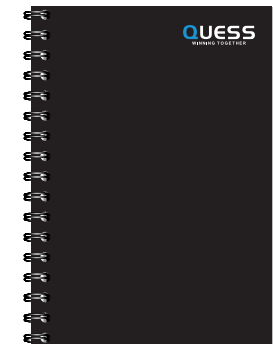
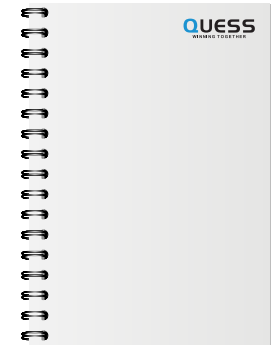
EXPLANATION

The colour of the logo might vary as per the colour of the stationery. For a white article, the logo colour will be blue and black. For a black or grey article, the logo colour will be blue and white. In all cases, the colour of the letter 'Q' from the Quess colour will always be blue.

Please note, the Quess Logo will always be on the top right corner of a diary. In terms of laptop bag or caps, the logo will be in the center.

USAGE

The full logotype will be used for all the articles thought the size will vary.



Stationery Design - Mask, Pen & Pin Badge

EXPLANATION

The colour of the logo might vary as per the colour of the stationery. For a white article, the logo colour will be blue and black. For a black or grey article, the logo colour will be blue and white. In all cases, the colour of the letter 'Q' from the Qess colour will always be blue.

Please note, the Qess logo on a mask will always on the top left corner. On the pin badge, the logo will always be in the center.

USAGE

The full logotype will be used for all the articles thought the size will vary.



Stationery Design - Stand holder

EXPLANATION

The colour of the logo might vary as per the colour of the stationery. For a white article, the logo colour will be blue and black. For a black or grey article, the logo colour will be blue and white. In all cases, the colour of the letter 'Q' from the Quess colour will always be blue.

Please note, the Quess logo on any stand holder will always be in the center.

USAGE

The full logotype will be used for all the articles thought the size will vary.



Stationery Design - Mug & Water Bottle

EXPLANATION

The colour of the logo might vary as per the colour of the stationery. For a white article, the logo colour will be blue and black. For a black or grey article, the logo colour will be blue and white. In all cases, the colour of the letter 'Q' from the Quess colour will always be blue.

USAGE

The full logotype will be used for all the articles though the size will vary.



OOH Design

EXPLANATION

This section will guide you on how to design creatives or printables for Out-Of-Home and Digital Media Designs.

The logo placement for creatives will depend on the design. Primarily, the logo placement will be on the top right corner of the creative. If the design does not permit this standard, the logo can be used on the top left or bottom right corner of the creative.

Please get clearance from Marcom before the final outprint.

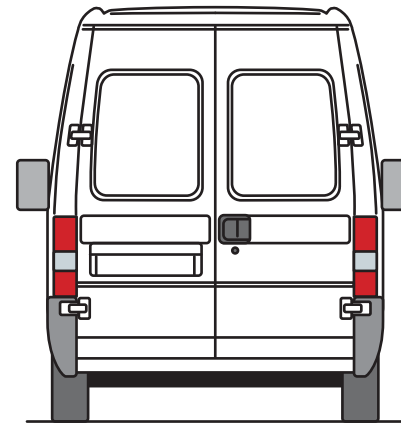
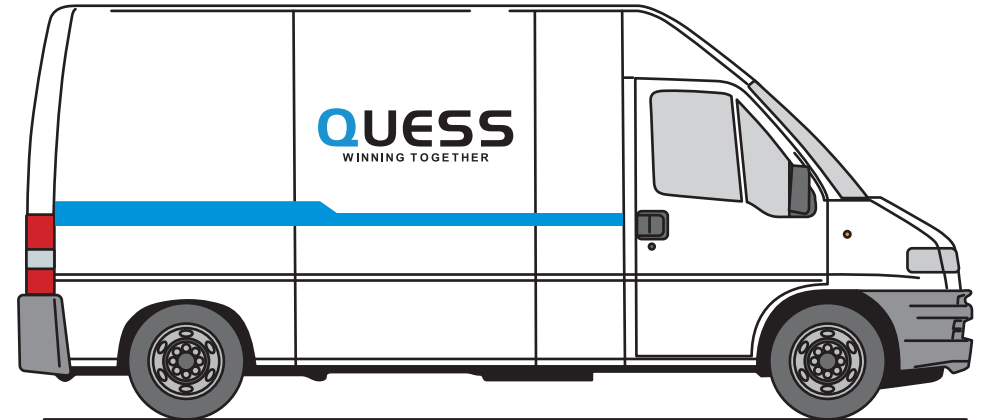
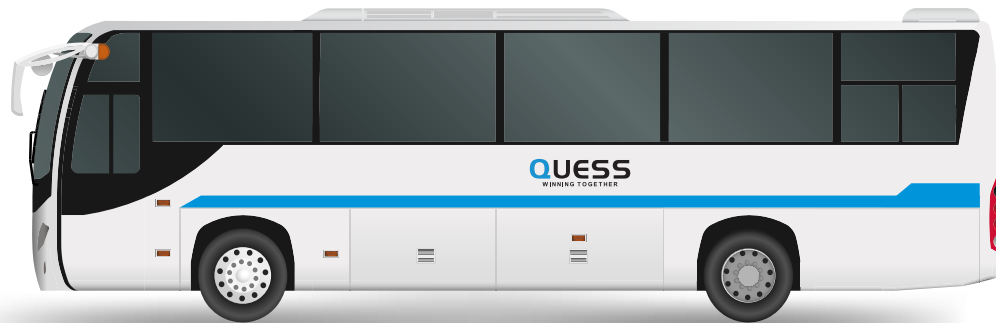


Vehicle Branding

EXPLANATION

Vehicle branding is a great way to market a brand. This section will guide you on how to design printables/stickers used for vehicle branding.

The Quess logo must not be cluttered. It must stand out prominently.



Office Branding - Outdoor

Office branding for Quess offices across India will be consistent.

This section guides you on how to design the signage that will be on or over the building.



Office Branding - Interior

INTERIOR

Interior branding can change according to the QUESSCORP entity in consideration.





COLOUR & PHOTOGRAPHY

Imagery

To differentiate the brand from the rest, we should exercise selectiveness while using imagery. The focus should always be on conveying the right message through the image.

SELECTING IMAGES

Avoid using images where someone has posed for it. Reconsider images commonly used by other marketers or look too generic/clichéd. Also, ensure the images are of high quality and don't appear pixelated.



PHOTOGRAPHY SELECTION AND TREATMENT

Photography selection and treatment are essential to maintain consistency in documents where pictures are required. To sync the picture with the content and page colour, it is important to find the right tint or hue.

EXPLANATION:

The images need to show a mix of people and the environment related to our extensive range of services. A tint of blue or yellow colour can be used in the proportion of 25%, as illustrated. Also, black-and-white images are preferred to be used for some documents.

USAGE:

These images can be used in company documents such as induction booklets, company brochures, etc.



Original Bright Image



25% Yellow tint



Person with BG Composition



25% Blue tint



Portrait Composition



Black & White

PEOPLE

Use natural/candid images of people doing an activity to convey a story effectively. And ensure that images with exaggerated, artificial, or inauthentic reactions/emotions are not used.

Note:

The imagery should be focused on a single individual, with a focus on a maximum of two people when depicting collective actions.



Image of people interacting in an unnatural manner



Photograph of a more natural scene



Image with subject posing for the shot



A more natural shot of the subject

SUBJECT-IN-FOCUS

Use close-up shots of a specific subject within your composition to depict a story through the image. And these shots need to be easily recognisable and relatable. Also, ensure that not more than two prominent subjects are visible within the frame.



Image with a complex composition and multiple subjects



Image with a relatively simpler composition



Cluttered image with no prominent subject



Image with a relatively prominent subject in focus

COLOUR IN ILLUSTRATION

EXPLANATION:

These colours are pre-decided and have been mentioned as part of the secondary colours. The colours that can be used, as per the policy on illustrations, are Grey, Spanish Yellow, Desire Red, and Prussian Blue.

USAGE:

These colours can be used in company documents or booklets.





CORPORATE ICONOGRAPHY

Imagery

CORPORATE ICONOGRAPHY APPLICATION

Corporate iconography is essential because these icons can be associated with commands, concepts, and ideas related to information and branding. These icons can be used in infographics to increase the viewer's understanding of the situation.



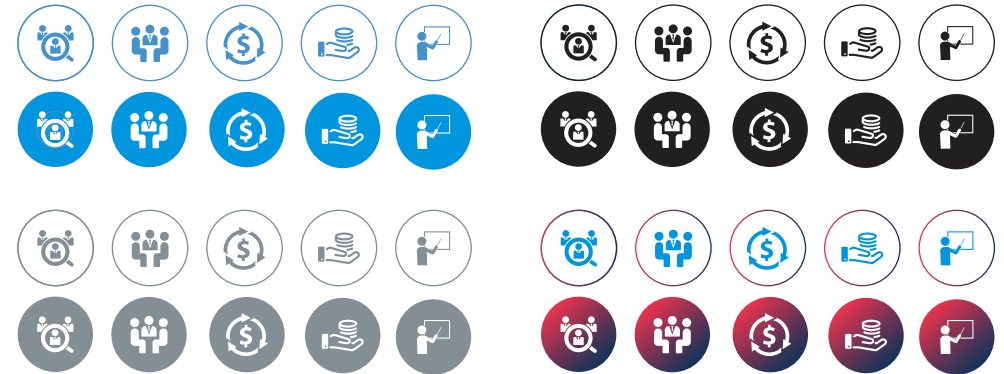
EXPLANATION:

The corporate iconography is illustrated here. Most of the icons are covered here, but authorized personnel can make variations in shapes.

USAGE:

It can be used while illustrating Workforce Management, Operating Asset Management, Global Technology Solutions, and other business verticals.

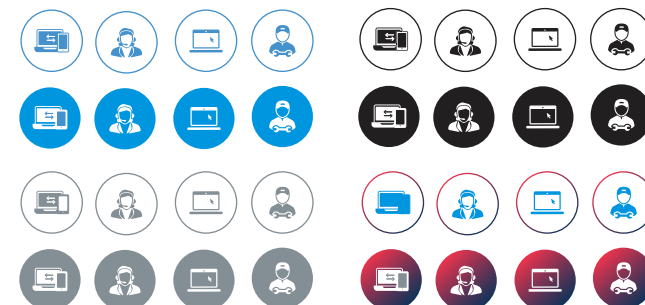
WORKFORCE MANAGEMENT



OPERATING ASSET MANAGEMENT



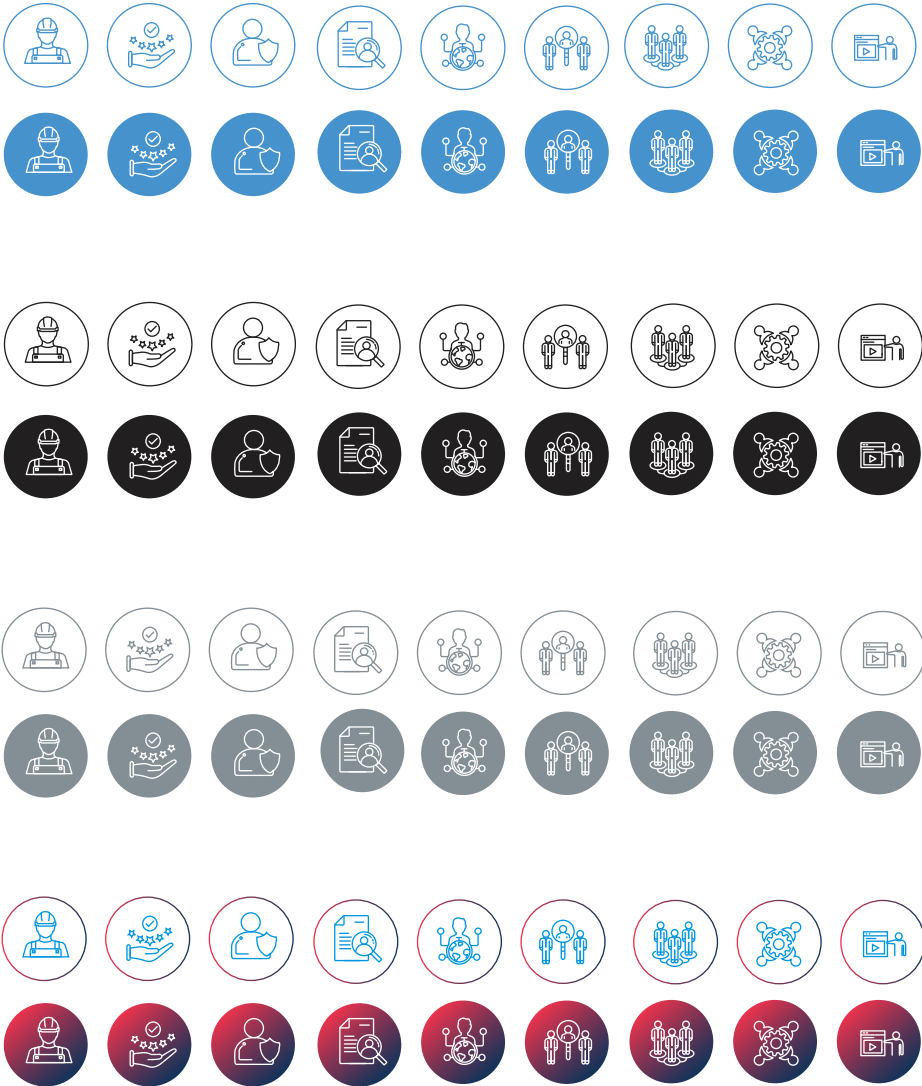
TECH SERVICES



USAGE:

This can be used in Workforce Management,
Operating Asset Management, Tech Services, etc.

WORKFORCE MANAGEMENT



The background of the image features a collection of blue, three-dimensional cubes scattered across a dark blue surface. Each cube is decorated with a white icon representing a different social media platform. Visible icons include the YouTube play button, the Instagram camera, the Facebook 'f' logo, the Twitter bird, the Snapchat ghost, the WhatsApp speech bubble, the Messenger speech bubble, the LinkedIn 'in' logo, the GitHub Octocat, and the Discord logo. The cubes are arranged in a way that creates a sense of depth and movement, with some cubes in the foreground and others receding into the background.

DIGITAL AND PRINT COMMUNICATION DESIGN

Guidelines for Social Media

The Quess logo should be in the top right corner.

The co-branding logo should be in the top left corner.

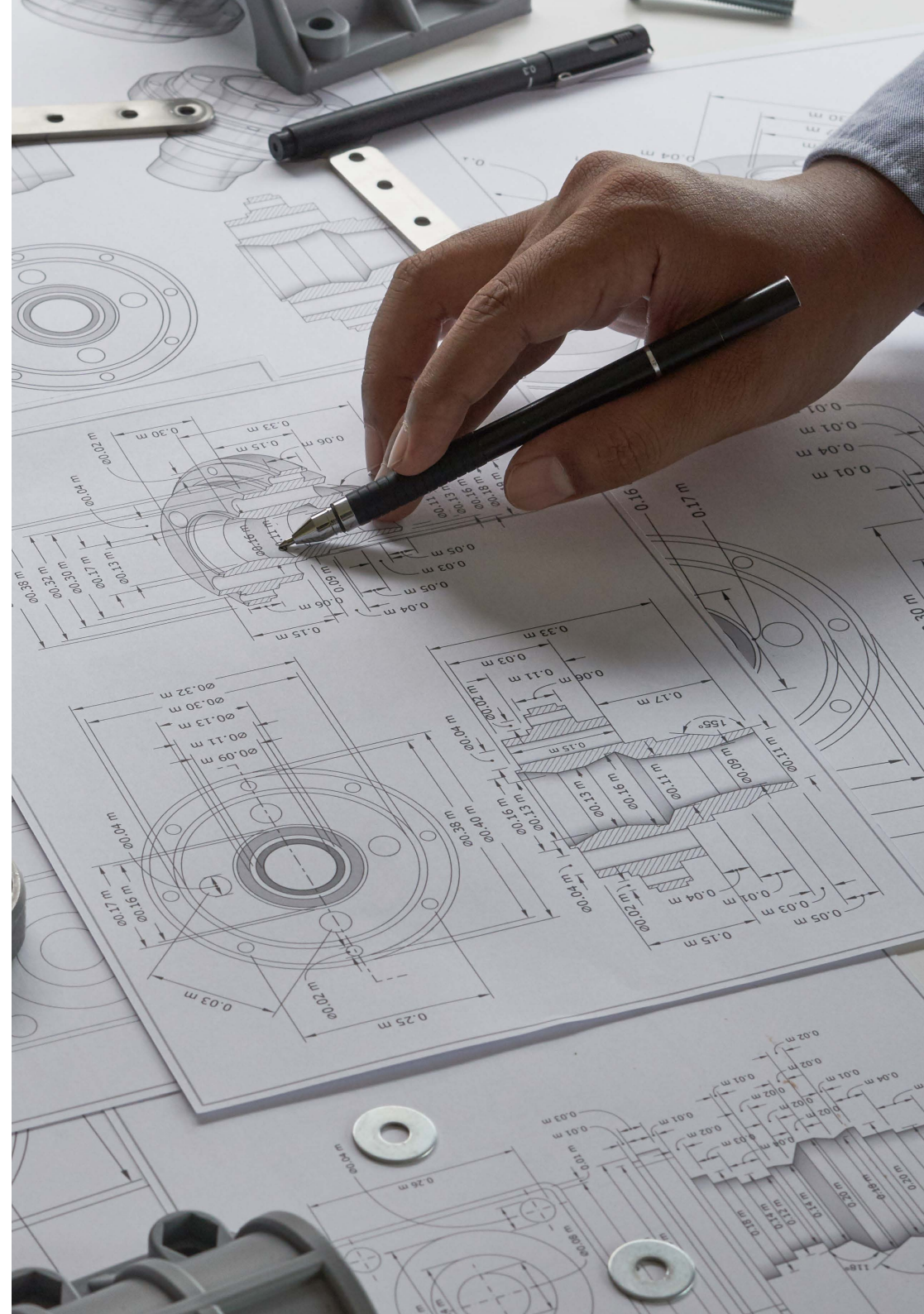
Adhere to brand fonts such as Gotham, Sans, and Cambria.

The stock images used for products, services, and models should be Indianised.

Highlight key points such as names, numbers, events, and headlines with different font variants and colours if necessary.

Use design elements appropriately, such as line, colour, shape, form, value, space, and texture.

Follow the four basic principles of compelling design: contrast, repetition, alignment, and proximity.



Social Media: Photo Layout

BIG PICTURE: BIG COPY

In this photo layout, 80% space is for the images in focus, and 20% space is for the body copy.



DIMENSIONS : 500p x 500px - 72 Ppi

Social Media: Carousel

MULTI-PHOTO LAYOUT

While using multiple photos and slides, balance the other components consisting of design elements, strokes, lines, and colour fills properly.



DIMENSIONS : 500p x 500px - 72 Ppi

E-Mailers

GUIDELINES FOR E-MAILERS

Employ wise use of vectors, images, infographics, and pie charts.

Use Quess blue and Quess colour codes throughout the creative.

Use the Quess logo on the right top corner and the associate logo on the left top corner in all creatives.

The title needs to be in bold and relevant imaging is to be placed in the first 40% of space at the top.

Maintain a linear flow in the structure of the content and design.

Highlight the Call to Action button with appropriate boxes, lines, or strokes—be it a mobile number, website address or email id.

Have a focal point in the design which leads to a Call to Action.

Title Bold
&
Imaging
30%

Body Copy,
Highlights,
Key points
60%

Call to
Action
10%

Logo
180x60px

QUESS
WINNING TOGETHER

**CII – EFI Workshop
on Contract Labour
Management**

Are you equipped with the right information
for hiring and managing Contract Labour?

Workshop agenda

- Coverage and applicability of Contract Labour Act 1970 (Regulation & Abolition)
- Contract labour management as per new labour laws
- Scope of contract labour under core and non-core activities
- Engagement of contractual labour in manufacturing and IT/ITES industries
- Obligations and responsibilities of employers and contractors towards contractual labour
- Latest Supreme Court of India judgements on contract labour management
- Q&A and case studies discussion

Speakers

Madhu Damodaran
Member, CII National Committee on Industrial Relations & Group Head - Legal, Quess Corp Ltd

Vineet Kaul
Member, CII National Committee on Industrial Relations & Past President EFL

Ibanaraj Israel
Member, CII National Committee on Industrial Relations & Group Head HR Compliance, Adani Group

Participation Fees
CII members – INR 1500 | Non-CII members – INR 1700

Infographic
emphasis on
key points.



Mailers: Campaign/Service

30% of the service/campaign mailers will be the header with title and imaging, leaving a standard space for a 180x60px logo, and the centre 60% will have the main body copy and highlight points. 10% of the footer can be utilized for the call to action.

Header
Space



Logo - 180x60px

The future is digital, backed by automation. And being a future-forward organisation, we are transforming into a digital-first services company by conceptualizing and investing in digital platforms to provide greater value for our clients.

Our various digital platforms have been developed with a view to increase efficiency, drive productivity and optimise key business processes. They offer a comprehensive tech solution for large and mid-size companies to accelerate their workforce hiring, management, engagement, and non-compensation benefit needs.

Message

Footer/Call to
Action/Contact

DIMENSIONS : 1200p x 1800px - 72 Ppi
(Subject to Change)

Mailers: Organisational Announcements

30% of the organisational mailers will be the header with title and imaging, leaving a standard space for a 180x60px logo, and the centre 60% will have the main body copy and highlight points. 10% of the footer can be utilized for the call to action.

Header
Space

**ORGANISATION
ANNOUNCEMENT**

Dear Colleagues,



It gives me immense pleasure to welcome Kamalpal Hoda to the Quess family as our Deputy Chief Financial Officer and Group CFO (designate). Our current Group CFO, Ravi Vishwanath, will superannuate in 2023, and as part of the succession plan, Kamalpal Hoda will assume the Group CFO role.service metrics.

Kamal has 18 years of extensive experience with Indian listed companies in core business finance, including Business Controlling, Financial Reporting, FP&A, Capital Allocation, Governance and Audit across industries like Metals and Mining, Retail & EPC Construction.

A Chartered Accountant by education and a fellow member of ICAI, he joins us from Hindustan Zinc (Vedanta Group Company), where he was the Chief Financial Officer for their mining business. He has held several finance leadership positions with leading organisations and conglomerates, heading large finance teams.

Kamal has successfully consolidated the financials for more than 200 entities within one group and led overseas filings and financial compliances for US SEC and UK FRC for a ~\$16 billion group. He has also been pivotal in the implementation of various Finance ERPs, namely Hyperion and S/4 SAP HANA, and other digital initiatives. Kamal takes pride in being recognised as 'TOP 250 GREAT MANAGERS' across India by People Business Consulting and has won many accolades for leadership excellence.

Beyond work, Kamal likes to spend time with his family and play badminton. He will be based out of Bangalore and will be reporting to me. He can be reached at:

Ph: +91 9867407560; Email: Kamal.pal@quesscorp.com

Please join me in welcoming Kamal and wishing him a successful tenure with us.

Logo - 180x60px

Message

Footer/Call to
Action/Contact

Standee

GUIDELINES FOR STANDEE

The usage of the Quess logo in standees is subjective, and its placement can be altered as per the requirement of the design.

Maintain 3 inches of headroom margin and footer margin to avoid text bleed.

Maintain 1 inch of space on both sides of the margin.

Keep the content minimal and communicate effectively.

Follow the CMYK colour code.

Maintain the print resolution of 300 DPI at all times.

Margin - 3 Inches

Title/
Imaging/
Copy/

Footer/Call to
Action/Contact

Logo - 15"x13"



Margin - 3 Inches

DIMENSIONS : 36" x 500px - 72 Ppi

Standee

Businesses/Services



DIMENSIONS : 36" x 500px - 72 Ppi

Products/Launches



DIMENSIONS : 36"x 72" - 72 Ppi

Poster

GUIDELINES FOR POSTERS

The standard resolution of a print poster (A3/A4/A5) should be 300 DPI and use the CMYK colour code.

Use font sizes that enable important information readable from about 10 feet away.

Make the text easy to read with the appropriate use of bullets, numbering, headlines, and highlights.

The images used should be able to capture attention and also relate to the purpose of the poster. Choose images that portrays your message well.

Title Bold
& Imaging
30%

Single
Window



Logo - 15"x13"

A core value driving our business is constantly making the workforce more productive. Our business strategy is aligned to this, including training and skill development for better employability, helping job seekers easily find employment opportunities, digitising workflows, and providing social security benefits to a wider employable population.

Body Copy,
Highlights,
Key points
60%



www.quesscorp.com

Call to
Action
10%

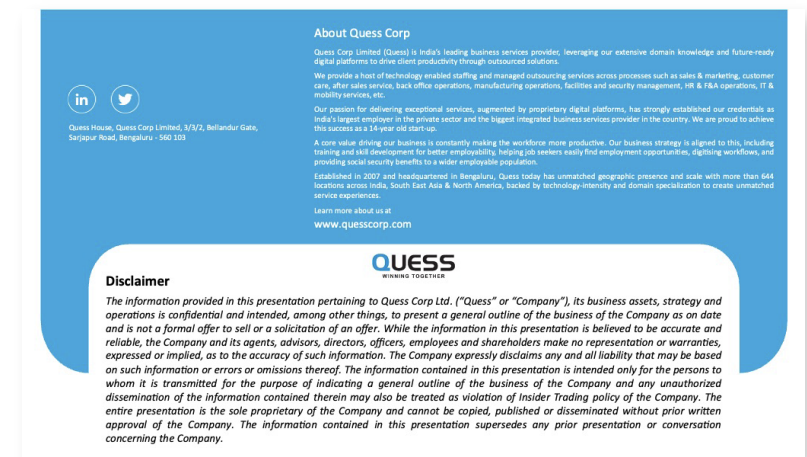
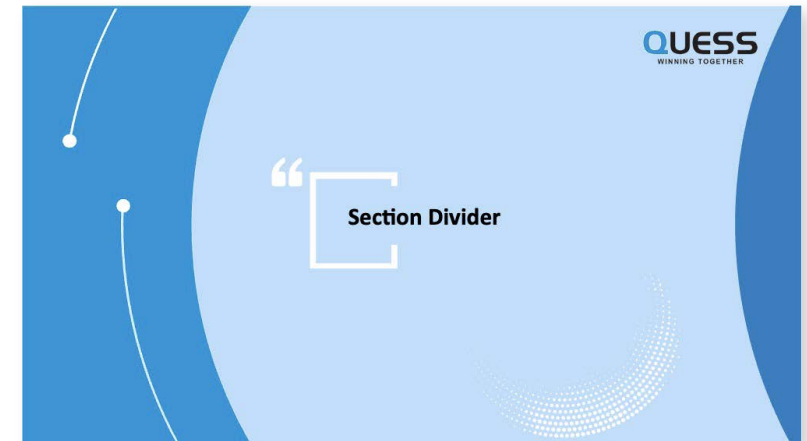
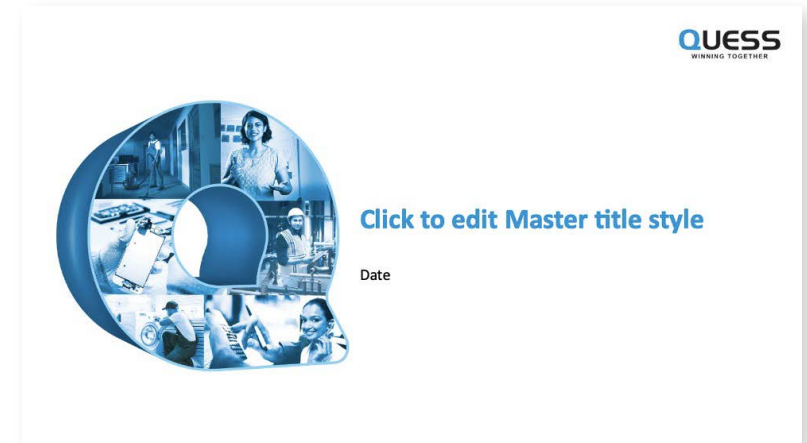
Presentation

GUIDELINES FOR PRESENTATION (PPT)

Use the Quess 'Q' that consists of images in the opening slide along with the heading 'WINNING TOGETHER', followed by Name, Presentation, and Date.

While using sub headings and titles do employee the 'Q' and mention it along side.

The end slide should have the 3-D 'Q' as mentioned in the above slide with the quote "In your win, lies our win" & Thank you.



Video

GUIDELINES FOR VIDEO

The Quess logo should remain in the top right corner throughout the video.

The Quess logo should be in plain white at the beginning and end of the video.

Use Quess fonts while making texts, credits, and subtitles.

Avoid transitions that are heavy in movement and image pixelation.

Keep the white balance of the video less than 4500k, which is more of a cool tone, approximately close to the Quess blue.

Keep the video consistent in terms of a standard aspect ratio of 16:9

Aim to give an output minimum of 1280×720.

Video

GUIDELINES FOR VIDEO

Logo, credits, photographs, and video stocks should be used in adherence with the colour scheme of Quess.



Imaging/Photo

Summary and Contact

A SHORT SUMMARY

The Quess Brand Book covers all the major aspects and the usage instructions for branding properties, hence before taking decisions regarding branding matters or the usage of company logo, sub brand logo or independent brand logo this book should be referred at the best of the knowledge. Quess brand book is prime till new amends are introduced by the company. Any variation to ideas and instructions of this book will be taken as disobedience of company's policy and will not be accepted.

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