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Brand guidelines

# 01

## The Logo

The Qualia logo includes two variations for use with light and dark backgrounds. In most cases the logo should be used on a white background for added clarity. In cases where the logo must be placed on a dark background, the inverted version is available for use. Please avoid using the inverted logo with a strongly saturated background color.

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# 02



## The Mark

Qualia's mark can be used in cases where the brand name can be implied by the placement context, for example with profile images for Twitter or LinkedIn. Be sure to use the vector files included in our press packet for the most accurate reproduction quality.

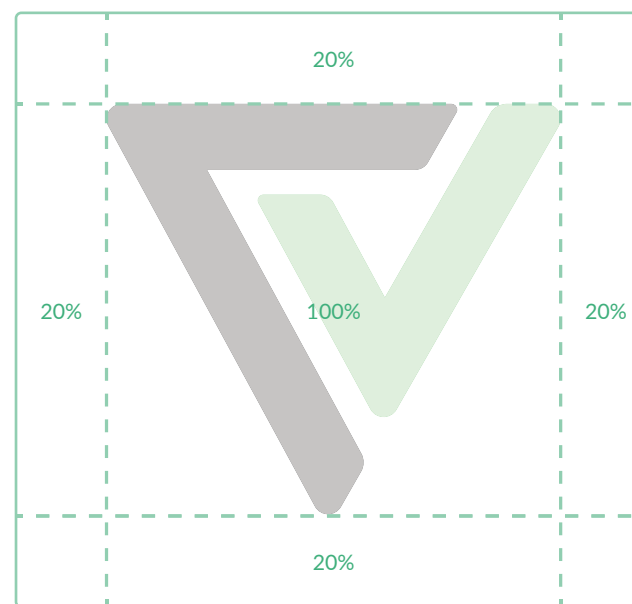
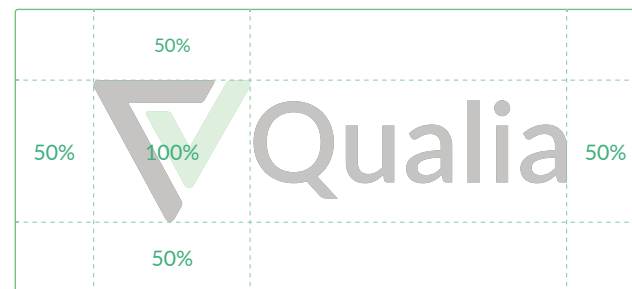


# 03

## Spacing & sizing

When using our full logo be sure to leave spacing of one half of the Qualia mark's size between other content or—in print—the edge of the page. When using our mark, it's best to leave at least 20% whitespace on all sides.

The minimum size of our logo and mark when used digitally is 86px and 28px wide respectively. When used in print, the minimum size for our logo and logo mark is 1.25in and 0.25in.



# 04

## Colors

Our logo consists of three colors: De York Green, Mako Black, and White. Ocean green is an additional color that can be used with page elements like buttons, dividers, or headers to show emphasis. Nevada Grey can be used as a secondary accent color with page elements. Mako Black, Nevada Grey and Shark Black can be used to add depth to text and backgrounds.

### 1. De York Green

C59 M0 Y72 K0  
R110 G193 B119  
#6ec177

### 2. Ocean Green

C70 M7 Y68 K0  
R77 G175 B124  
#4daf7c

### 3. Nevada Grey

C64 M47 Y43 K13  
R100 G113 B120  
#647178

### 4. Mako Black

C70 M62 Y57 K46  
R61 G64 B67  
#3d4043

### 5. Shark Black

C76 M66 Y61 K68  
R33 G38 B41  
#212629

1

2

3

4

5

# 05

## Typography

Aa

# Typeface: Merriweather

### Subheader

Nullam ipsum sem, ultricies mollis magna eu, vestibulum molestie purus. Nunc rutrum, turpis posuere commodo feugiat, metus sapien porta ligula, eget tempus leo elit at lectus. Duis id leo rutrum, pulvinar dui aliquet, elementum orci. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque nec arcu elementum turpis molestie pharetra a id sapien. Donec quam lectus, dignissim id massa in, tincidunt.

Headline text 48/54  
Merriweather Regular

Subheader text 16/40  
Merriweather Bold

Body text 10/16  
Merriweather Regular

# 06

## Typography

Aa

# Typeface: Lato

### SUBHEADER

Nullam ipsum sem, ultricies mollis magna eu, vestibulum molestie purus. Nunc rutrum, turpis posuere commodo feugiat, metus sapien porta ligula, eget tempus leo elit at lectus. Duis id leo rutrum, pulvinar dui aliquet, elementum orci. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque nec arcu elementum turpis molestie pharetra a id sapien. Donec quam lectus, dignissim id massa in, tincidunt.

Headline text 58/60  
Lato Regular

Subheader text 16/41  
Lato Heavy

Body text 12/16  
Lato Regular

# 07

# Qualia



## Our Name

Qualia (/ˈkwɑːliə/) is pronounced with a sound similar to “Quality”, and dissimilar to “Quail”. Qualia is a single word and the letter Q is always capitalized.

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Que	Quail
qualia	qua lia





# 08

## Screenshots

You should use unaltered screenshots for instructional purposes. Unless a photo is zoomable, do not scale the contents of screenshots for display. Please consider how much screen context is necessary to present our product. If necessary, you can use selective dimming to focus attention on a specific UI component while still revealing it's surroundings. Try to keep some spacing between UI elements and the edge of the screenshot.

The screenshot shows the 'Basic Info' section of a Qualia web application. The top navigation bar includes 'Orders', 'Contacts', 'Reports', 'Accounting', and 'Admin'. The left sidebar lists various sections: 'General' (Basic Info, Properties, Contacts, Loan, Earnest & Commissions, Taxes & Prorations, Payoffs, Title), 'CLOSING' (Charges, Disclosures, Proceeds), 'TASKS', and 'Documents'. The main content area is titled '922 Post Street' and contains several form sections: 'Important Dates' with fields for 'CLOSE DATE' (03/09/2016) and 'DISBURSEMENT DATE' (03/09/2016); 'Amounts' with 'PURCHASE PRICE' (\$4,343.00) and 'LOAN AMOUNT' (\$434,343.00); 'Type' with 'PURPOSE' (Purchase) and 'REPRESENTING' (Lender); 'ORDER #' (2016-1-22) and 'SETTLEMENT STATEMENT' (CDF); 'Reporting' with 'SOURCE OF BUSINESS' (Select one...); 'Taxes' with a toggle for '1099 Eligible'; 'Settlement Team' with fields for 'SETTLEMENT AGENCY' (Qualia), 'ORDER OPENER' (Lucas Hansen), 'PARALEGAL' (Lucas Hansen), 'ATTORNEY' (Lucas Hansen), 'ASSISTANTS' (Lucas Hansen), and 'MARKETERS' (Lucas Hansen); and 'Place of Closing' with fields for 'ADDRESS' (30 Sheridan Avenue), 'CITY' (San Francisco), 'STATE' (CA), 'APT, SUITE, ETC.', 'COUNTY' (San Francisco), and 'ZIPCODE' (94129). Buttons for 'Change Order #' and 'Toggle HUD/CD' are at the bottom.

The screenshot shows the 'Loan' section of the Qualia web application. The top navigation bar includes 'Orders', 'Contacts', 'Reports', 'Accounting', and 'Admin'. The left sidebar lists various sections: 'General' (Basic Info, Properties, Contacts, Loan, Earnest & Commissions, Taxes & Prorations, Payoffs, Title), 'CLOSING' (Charges, Disclosures, Proceeds), 'TASKS', and 'Documents'. The main content area is titled 'Loan' and contains several form sections: 'Loan' with 'LOAN TYPE' (Select one...) and 'LOAN AMOUNT' (\$434,343.00); 'FUNDING TYPE' with 'Net' and 'Gross' buttons; 'Term & Dates' with 'LOAN TERM' (5 yr.), 'FIRST PAYMENT DATE' (05/01/2016), 'LAST PAYMENT DATE', and 'MORTGAGE COMMITMENT DATE'; 'Disclosures & Tracking' with 'LOAN PURPOSE' (Purchase), 'LOAN PRODUCT', 'LOAN ID #', and 'MORTGAGE INS. CASE #'; 'Late Penalty' with 'GRACE PERIOD DAYS', 'LATE PENALTY AMOUNT', and 'LATE PENALTY TYPE' (% or \$); 'Interest' with 'Interest Only' toggle, 'INTEREST RATE', and 'INTEREST TYPE' (Fixed); and a checkbox for 'Generating Mortgage Docs'.

Add clarity to your closings

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