

qivalis

Logotype

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Logotype versions

To ensure consistent visibility and brand impact across all applications, our logotype is available in both positive and negative versions. Choosing the appropriate version is essential for maintaining clarity and contrast in different environments.



Positive Version

The positive (dark on light) logo is the primary version and should be used whenever it appears on white or light-colored backgrounds. This version preserves the full detail and intended appearance of the logotype. Use the positive logo for most print materials, documents, and digital interfaces where the background provides sufficient contrast.



Negative Version

The negative (light on dark) logo is designed for dark or saturated backgrounds where the positive version would not remain clearly visible. The negative logo ensures legibility and preserves the brand's presence in situations with reduced contrast.

Always choose the version that offers the strongest legibility and visual integrity. Avoid using either version on backgrounds that create insufficient contrast or visual noise. When in doubt, use the negative version on darker tones and the positive version on lighter ones to maintain a clean, consistent, and professional brand expression.

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Logotype Variations

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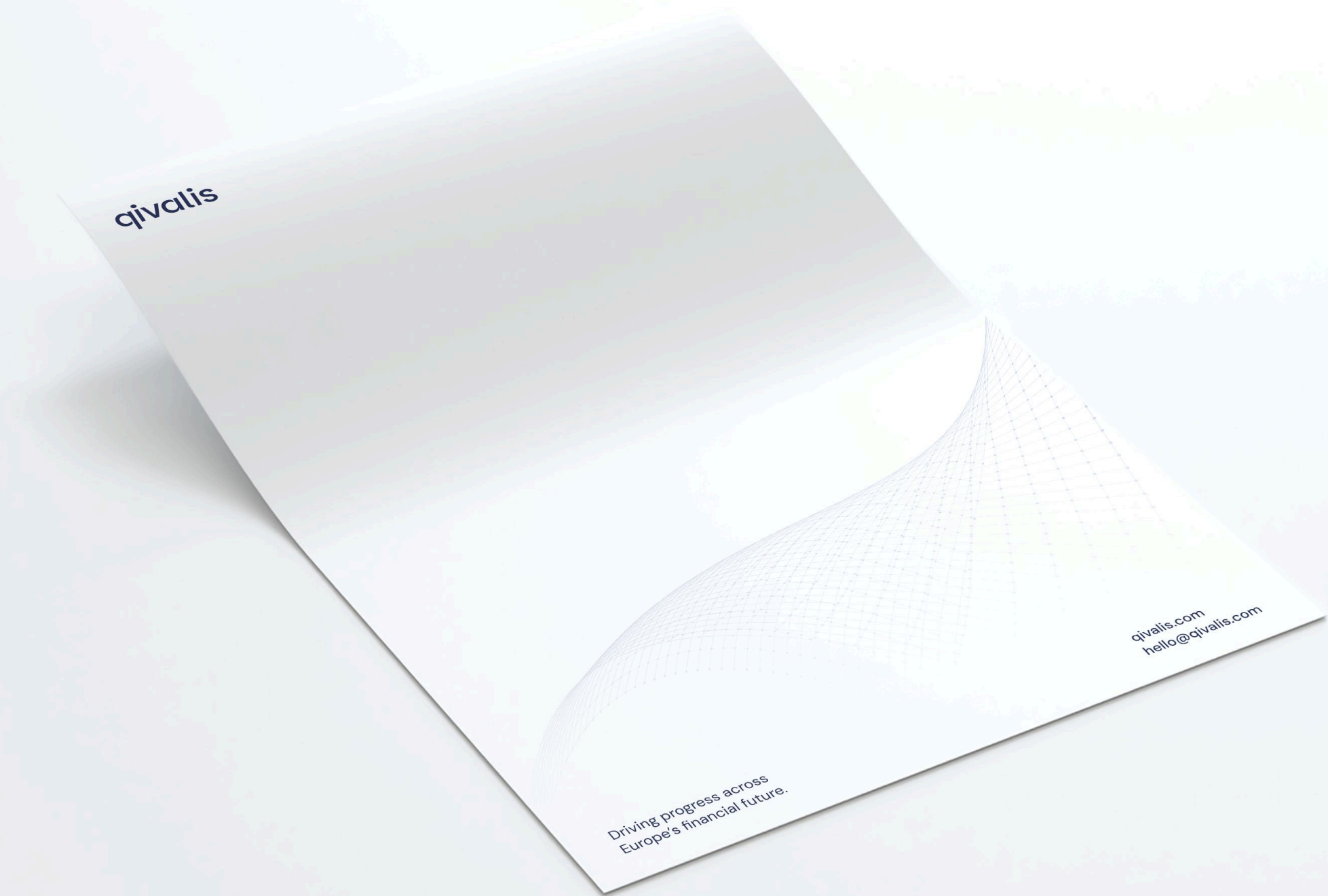
Logotype clearspace



To protect the visibility and impact of our logotype, a minimum clearspace must always be maintained around it. This clearspace ensures that the logo remains free from visual distractions and maintains its integrity across all applications. Clearspace is defined by the x-height of the logotype. This measurement, represented as S, must be kept free of any text, graphics, or other design elements on all sides of the logo.



Logotype minimum size



To ensure optimal legibility and brand recognition, the logotype must never be displayed below its minimum size. Reducing the logo too far compromises clarity, especially in digital environments and small format applications. The minimum size has been established to maintain the integrity of the logotype's shapes, spacing, and overall visual impact.

Always adhere to the following guidelines:

- Print: The logotype should never appear smaller than 12 mm in width.
- Digital: The logotype should never appear smaller than 60 pixels in width.

