

Qloo Brand Identity

Updated 2021



LOGOTYPE

Colors

Primary #28323C		Mid #505A64	Light #E1E6EB
Film #F08C78	Music #8C78B4	TV #148CC8	Nightlife #C8648C
Sports #78D2C8	People #F0B4B4	Products #B4DC78	Media #F0C850
Books #F06464	Travel #64B4C8	Fashion #DCB478	Dining #00B4A0

Fonts

Circular

BOLD

**The quick brown fox jumps
over the lazy dog**

Main headline font—use bold font weight

Barlow

REGULAR

The quick brown fox jumps
over the lazy dog

Primary typeface used for bodycopy—usage of all family font weights are acceptable

Proxima Nova

BOLD

**The quick brown fox jumps
over the lazy dog**

Supporting font—use only in all caps, bold with loose letter spacing