

Brand Guidelines

V 1.0 • 21 04 2022

InvoiceQ



Hello,

This book will help you envision how InvoiceQ Brand is evolving and will serve as a guide for implementing InvoiceQ Brand Identity System, both inside and outside the company.

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LOGO

We have chosen a typographic logo using the font Gotham that reflects modernity and attractiveness with its solid letters and various adaptive weights. Selecting this style of logos was aimed at catching our audience's attention, as the main advantage of the typographic logo is that it's easily recognizable.

For the colors scheme, we have changed the color of one letter and turned it teal, which symbolizes growth, knowledge, and comfort.

Singling out the letter Q emphasizes it the most and makes it stand out as it holds within its meaning everything iconic, unique about our services, and how you will be cutting QUEUES and eliminating wasted time when using our solutions. As for the black color, it contrasts brilliantly against the teal to create a unique brand identity for invoice.

انقویس Q

Invoice Q

LOGO ICONS



Profile Picture - Light



Profile Picture - Dark



Profile Picture - InvoiceQ Color

LOGO

DIMENSIONS



Clear Space

Give it space.

To preserve the integrity and visual impact of InvoiceQ logo, always maintain adequate clear space around it. The clear space around the logo is an integral part of its design, and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork, or text.

InvoiceQ

Maximum size

When using the logo massively, we must be careful not to lose the spirit of the logo and its details to be readable to the eye.

InvoiceQ

Minimum Size

The minimum logo size has been defined to ensure readability and printability. The minimum width of the logo, excluding the protection area, is 20 mm in printed materials and 100 pixels in web materials.

FONT

TYPOGRAPHY

Choosing from a combination of weights, you can use Gotham & The Sans Arabic to create a clear and consistent visual hierarchy.

Gotham Aa

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
0 1 2 3 4 5 6 7 8 9
\$ ¢ £ € ¥ % & § @ ? ! , ; .

Light Book **Bold**

The Sans Arabic

أ ب ت ث ج ح خ د ذ ر ز
س ش ص ض ط ظ ع غ
ف ق ك ل م ن ه و ي
^ % \$ # @ ! 9 1 2 3 4 5 6 7 8 9 0
* &

Plain **Bold**

FONT

TYPOGRAPHY

Leading | Tracking

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

12 Pts | Leading : 14.4 Pts | Tracking : 0

More Practical, Consistent, And Dynamic.

12 Pts | Leading : 14.4 Pts | Tracking : 0

All leading is not equal. As a general rule of thumb; The smaller the point size, the larger the leading; the higher the point size, the tighter the leading; Leading should be set between 100 to 140% of the point size. The tracking for Helvetica Neue can generally be set to 0.

Hierarchy

Same Point Sizes | Different Weights

Innovation

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

12 Pts | Bold

10 Pts | Light

Different Point Sizes | Same weight

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

12 Pts | Light

12 Pts | Light

Titles

More Practical, Consistent

30 Pts | Bold

10 Pts | Light

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

BACKGROUND CONTROL

The preferred background color for InvoiceQ logo is white.

If using a background color other than white, a blue, dark grey and dark background is preferred.

If the background is darker than 70%, use a Negative or 1-Color Negative logo to increase contrast.

Avoid solid color backgrounds that wash out the logo.

These tints range between 40-60%.



White background is always preferred.



Do not use 1-color negative signature on photographic background that does not create enough contrast for the logo to stand out.



Never place the full color signature on red or equivalent background.



Black 30% tint - do not use tints that decrease contrast and readability



Photographic background should provide sufficient contrast to the signature.



If red must be a background, use Negative Color logo signature



Black 50% tint or lower provides ample readability.

LOGO

MISUSAGE

Do not alter or distort InvoiceQ logo in any of the following ways.

InvoiceQ Black & Blue Logo

The blue version of the logo is used on white backgrounds and on light photo backgrounds.

Black Logo

The black logo version is used only on black-and-white materials.

X

Invoice 

Do not use change colors of the bug or signature.

X

Invoice 

Do not convert the signature to grey scale.

X

Invoice 

Do not alter or distort the signature.

X

 Invoice

Do not reposition the signature elements. Do not enlarge or reduce a portion of the signature.

COLOR

SCHEME

The primary InvoiceQ colors are (PANTONE Neutral Black C) and InvoiceQ Cyan (PANTONE 3125 C).

InvoiceQ Neutral Black And Green and white are used in all the visual elements. InvoiceQ Neutral Black And Green and white are also used as background colours in applications.

Additional Dark Blue Color
An additional bright color adds freshness and life to the identity when appropriate. Additional color is used in digital Applications; such as social media posts, website, presentations and newsletters.
gather various visual elements together.

Primary Colors (Web)



LIGHT

Pantone 3125 C

R: 0 G: 168 B: 196
C: 95 M: 2 Y: 22 K: 0



DARK

Neutral Black C

R: 34 G: 34 B: 34
C: 72 M: 66 Y: 64 K: 72



BLUE

Pantone 534 C

R: 34 G: 53 B: 91
C: 99 M: 85 Y: 36 K: 27



WHITE

White

R: 255 G: 255 B: 255
C: 0 M: 0 Y: 0 K: 0



Gradient Color





PATTERN

STYLE



PATTERN STYLE

**More
Practical,
Consistent,
And
Dynamic.**

**More Practical,
Consistent,
And Dynamic.**

**More
Practical,
Consistent,
And Dynamic.**

A Centralized e-Invoicing
Platform for Issuing and
Receiving Invoices

**More
Practical,
Consistent,
And
Dynamic.**

ICON

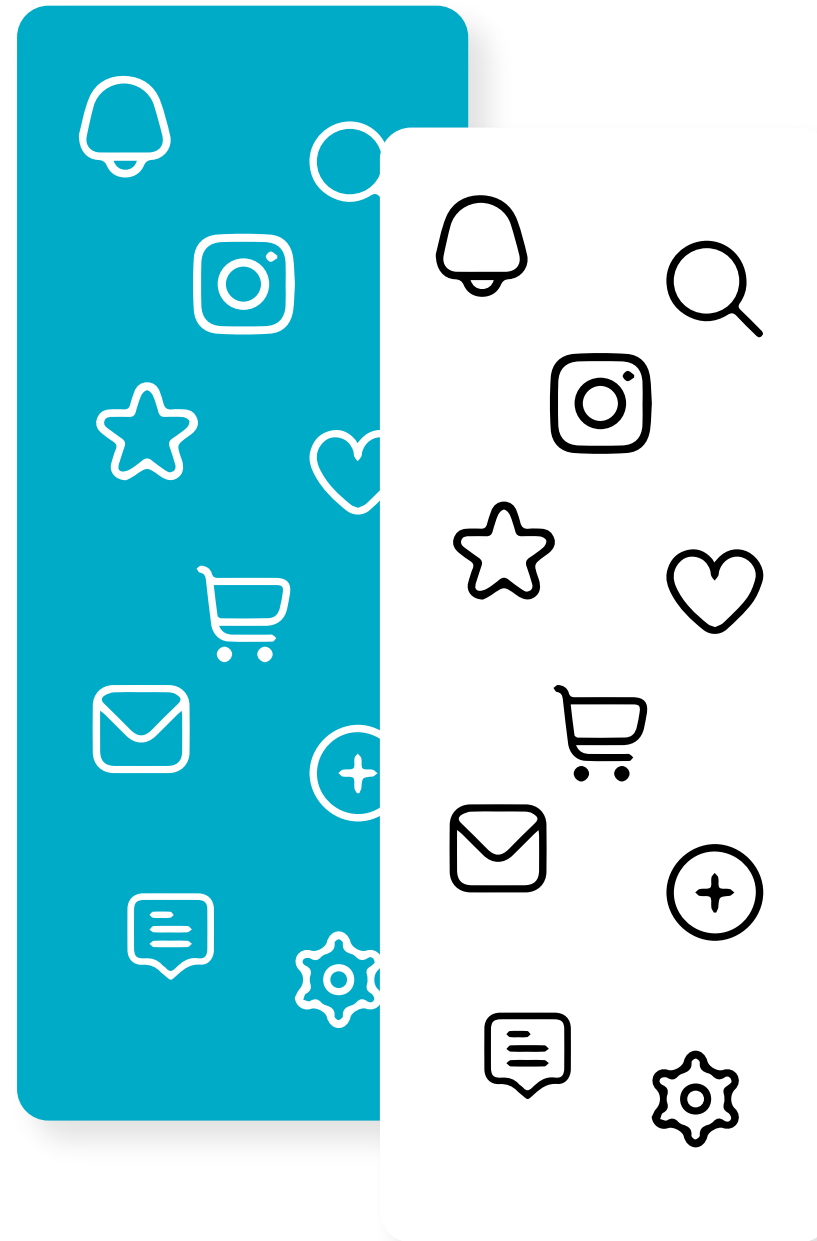
STYLE

Icons play a large role in InvoiceQ website and content. Icon's primary role is to guide a visitor or a reader through the content.

Do not tamper with the vector files of the icons. They have been designed to have equal stroke weights and be of equal proportions to one another.

If additional icons are to be created, keep in mind the following:

- The size of the icon must be made equal to existing icons (compare to a similar vertical or horizontal icon in our library of invoiceQ icons).
- The icon's stroke must be of equal weight to the existing icons.
- Design balanced icon imagery that is a mixed use of positive and negative space.



ICON
STYLE



Outline Icons



ICON
STYLE



Lineal Color

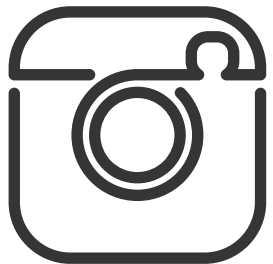




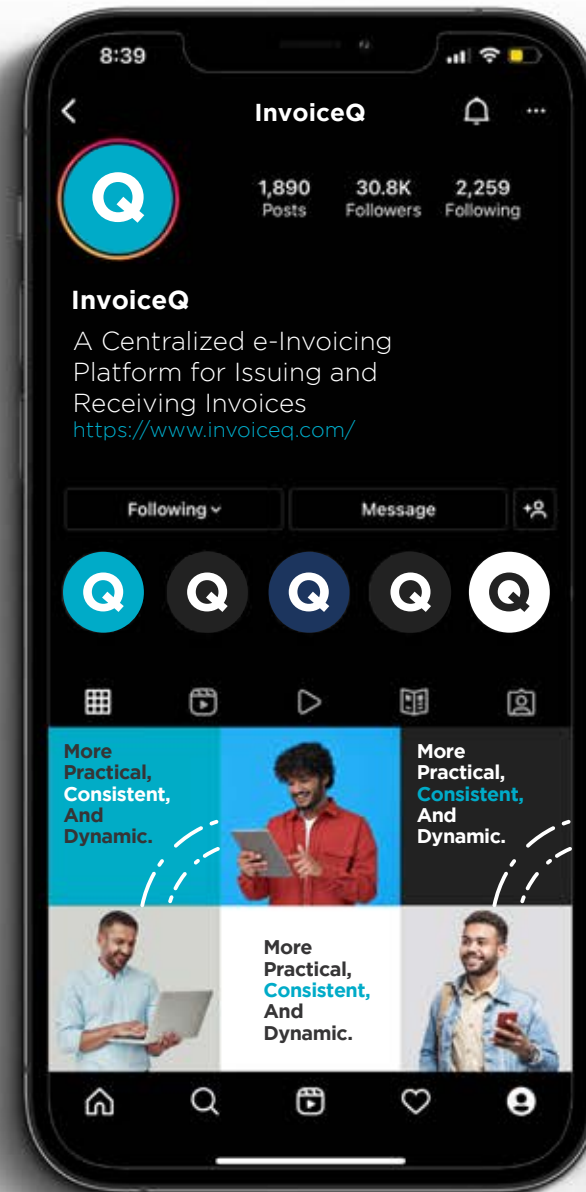
DIGITAL APPLICATIONS

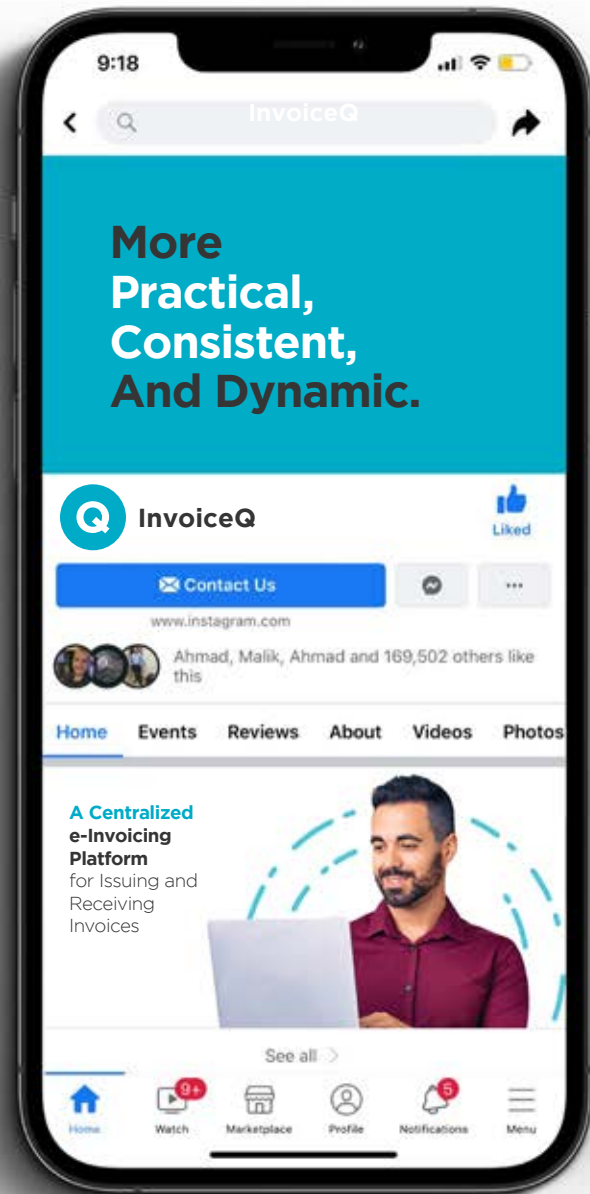
Use images, type, illustrations, or even InvoiceQ Colors as a backdrop. A standing out typography, colors, and illustration style can isolate your message and make it stand out on a busy Instagram home page, or it can make your presentations full of excitement and energy. Also, don't forget to use some friendly quotes in any application !

Our brand is based on talking to our partners and communicating with them.



Instagram Platforms





DIGITAL APPLICATIONS

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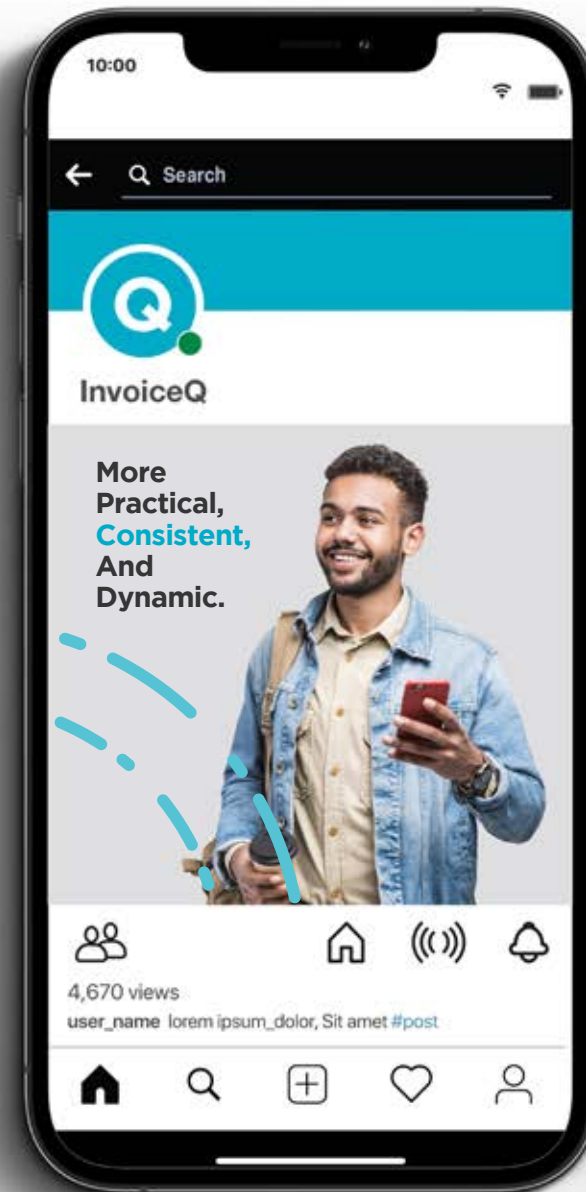
Our brand is based on talking to our partners and communicating with them.

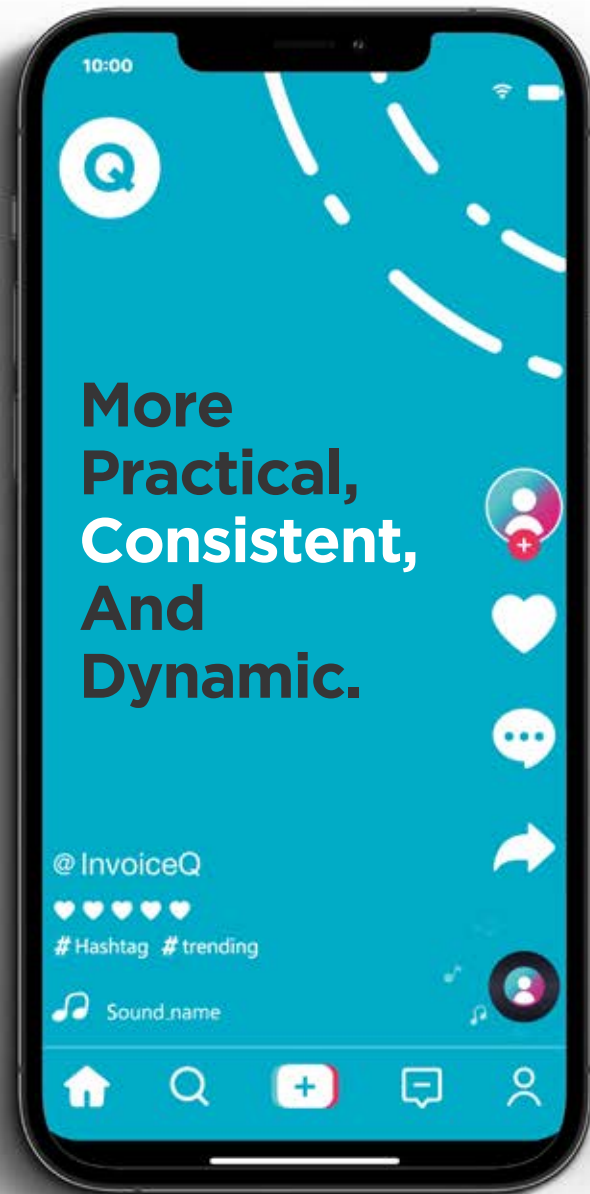


DIGITAL APPLICATIONS

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DIGITAL

APPLICATIONS

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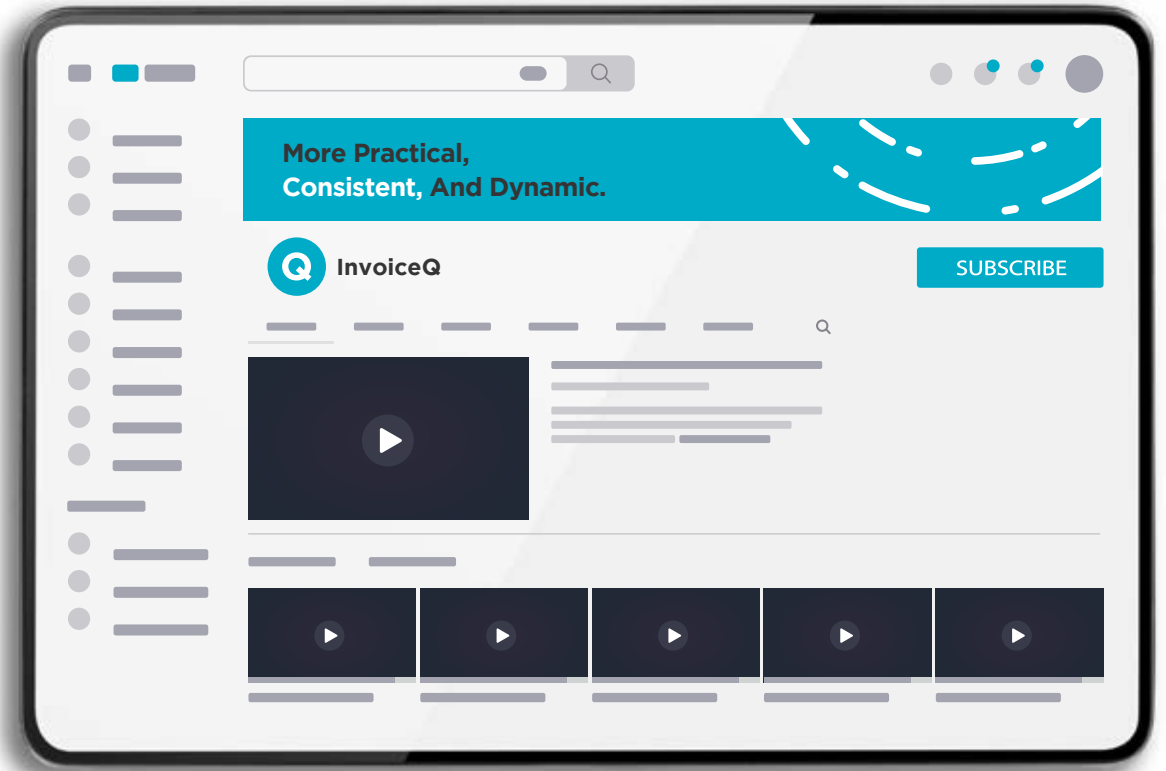
DIGITAL APPLICATIONS

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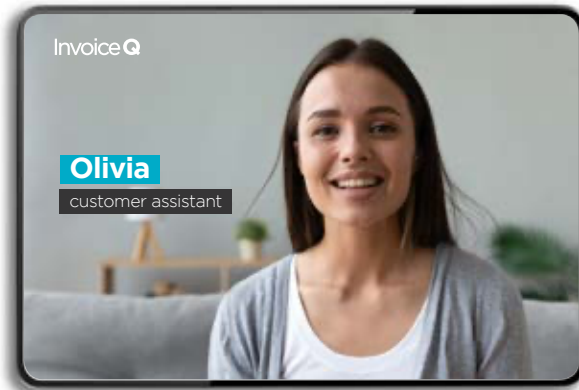


Youtube Platforms

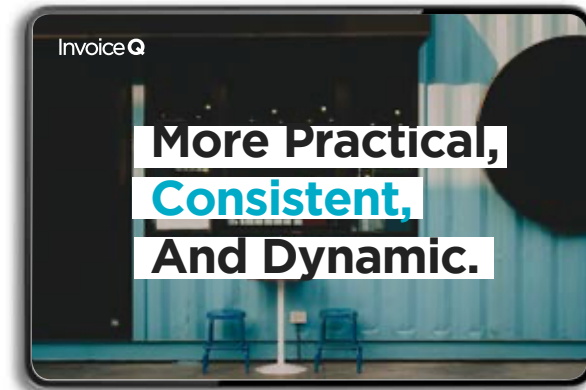




INTRO & OUTRO DESIGN



Video Messages Example



Video Messages Example



Outro Option 1



Outro Option 2

Tone of Voice

AND CONTENT STYLE

Communicating with clear and comprehensible language is crucial to our brand. It helps us maintain our core values to use a language and a tone of voice that is factual, trustworthy, inclusive, and transformative.

When we communicate with our target audience, we try to convey the message as clearly as possible. All written documents, copies, and publications shall employ appropriate grammar, capitalization, and spelling language and style. When developing written communications, you must consider the following:

InvoiceQ Voice

Our language and communication are friendly, informative, transparent, and inclusive.

Our tone is driven, bold, fact-based, and trustworthy

We have a responsibility to inform our audience of the new technological trends and keep them up to date with our services and products, so make sure the content is clear and straight to the point with a twist of creativity.

Bear in mind, when referencing InvoiceQ, always use InvoiceQ believes, provides, and wishes. Also, you can use a personal tone to create a genuine sense of trust and relatability with the audience; in this instance, you can refer to InvoiceQ using first-person pronouns, such as 'we' and 'our.'

When we speak about our products, accomplishments, and knowledge, an authoritative tone helps to emphasize our references and the importance of what we say.

Using language and comprehension frameworks that work for our audience, we are not alienating our existing audiences and potential ones.

Tone of Voice

AND CONTENT STYLE

InvoiceQ Voice Pillars ▲

As they say, a culture of content innovation means putting things to the test, learning results, and making evidence-based improvements. Experimenting with new content types and having processes of measurement, learning, and improvement helps us reach new heights.

Finally, our mantra is when trying to get people to engage, encourage rather than judge. Don't be bossy or demanding or use confirm-shaming. If InvoiceQ followers do not want to take action today, it doesn't mean they won't tomorrow.

Bold but not brash

Dynamic and energetic

Opinionated but always open to criticism and constructive feedback

Approachable in a professional manner

Image

Style - 1

InvoiceQ imagery should depict real people in real situations in real environments.

Never contrived, trite, or clichéd. InvoiceQ imagery embodies a photojournalistic eye to capture pure moments in the lives of people, and their interactions with one another.



Image

Style - 2

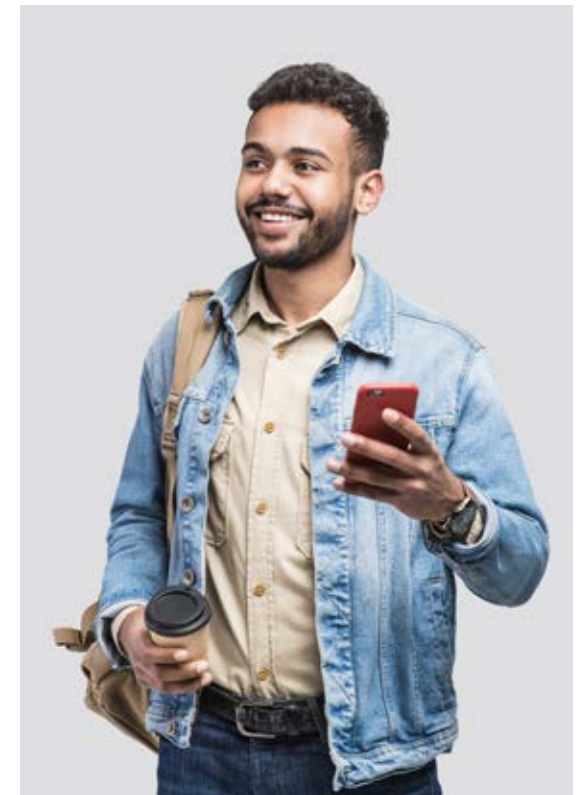
At InvoiceQ we shoot our own photography and maintain an extensive image library.

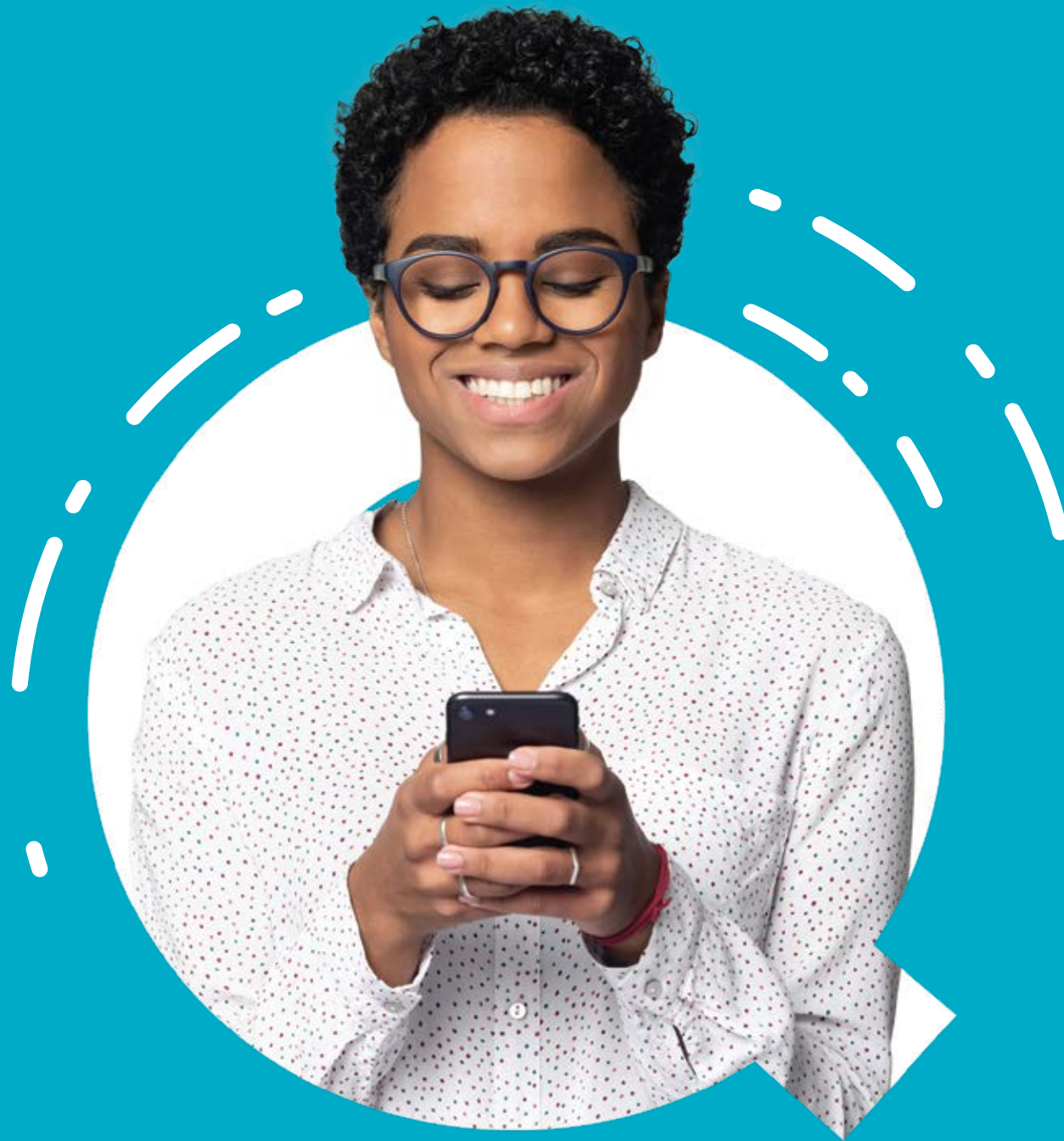
So no matter what type of image you need, whether it's lifestyle, product beauty shot, environmental, or technology interaction, you should be able to find the visual assets you are looking for.

We employ different cameras, lighting, and lenses to extend our range, and keep imagery fresh, human, and inviting.

Throughout, our aim is to convey a photojournalistic approach, create a true sense of place, and depict real-life interaction between people and our services.

Keep it real and friendly !





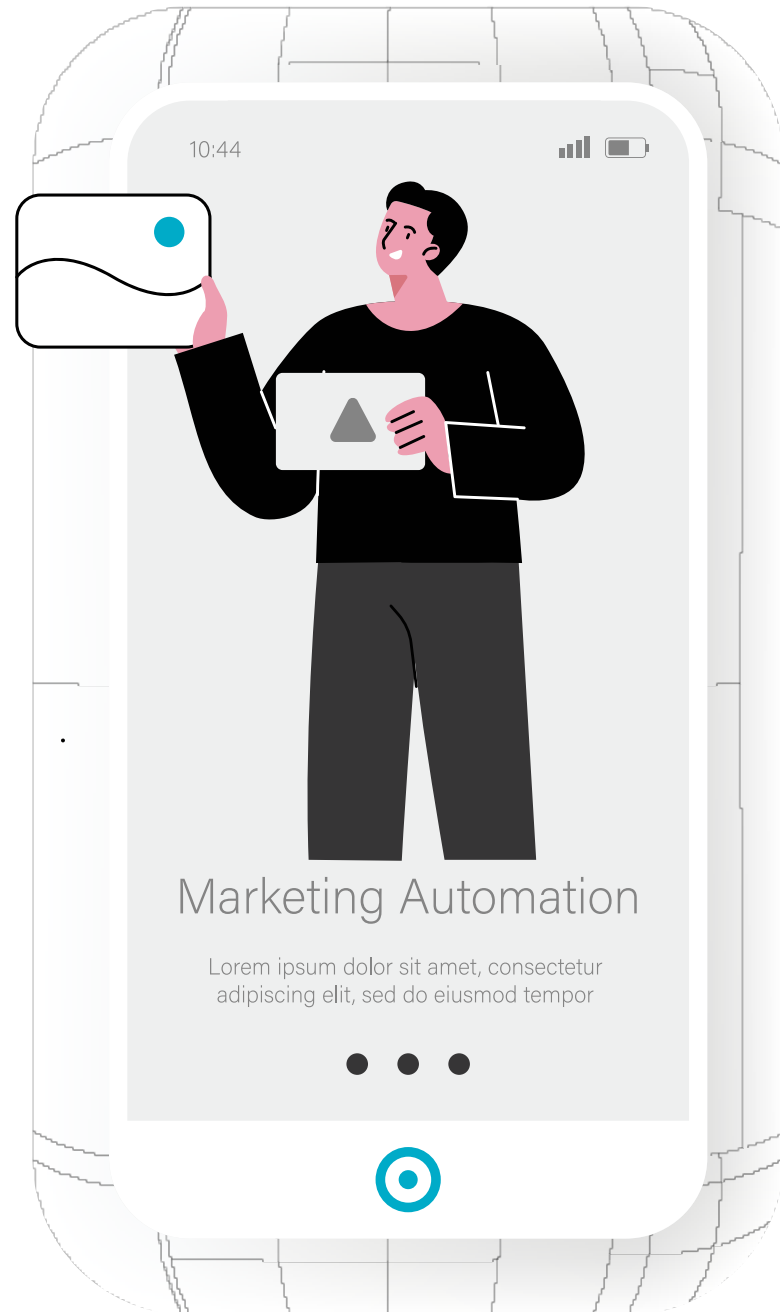
illustration

Style

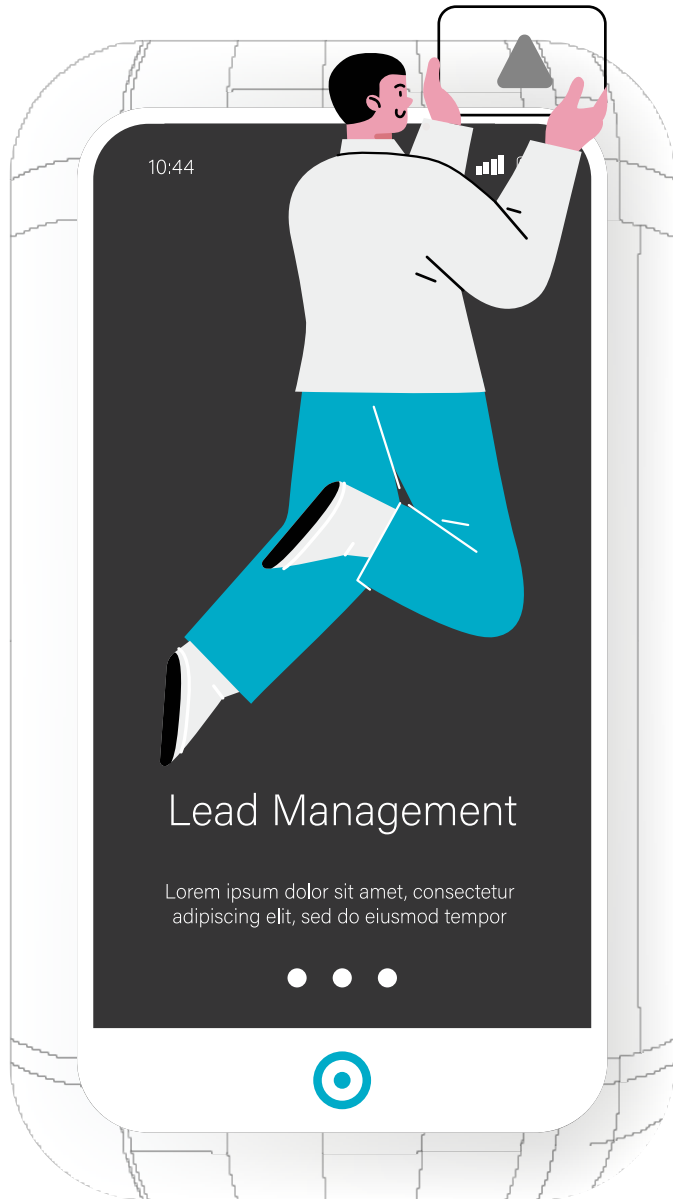
InvoiceQ illustration style is meant to be simple and clean.

the style gives you flexibility to use it in any application needed; it can be used on booklets, brochures, and instruction manuals, but can be extended to brand expressions.

Use the illustration to add warmth and friendliness.



Media Network



illustration

Style

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| Customization

illustration

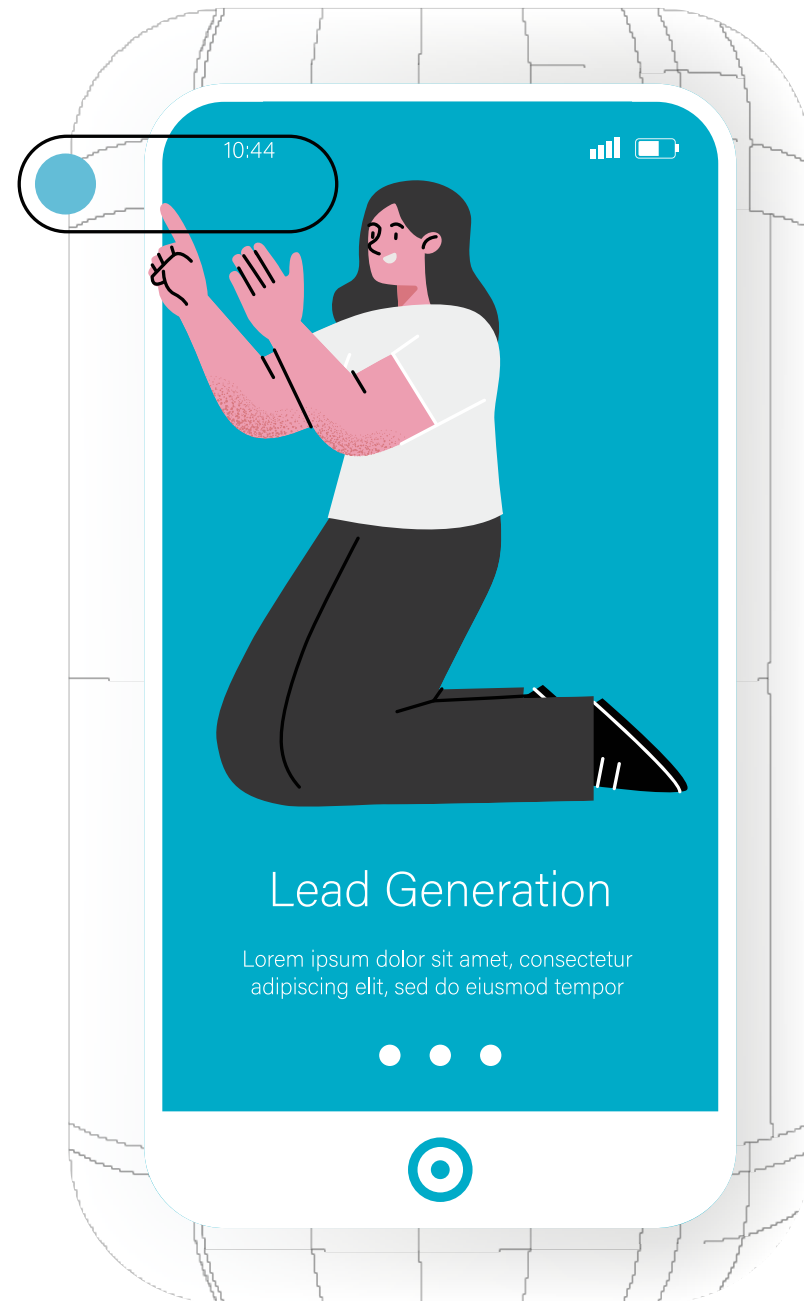
Style

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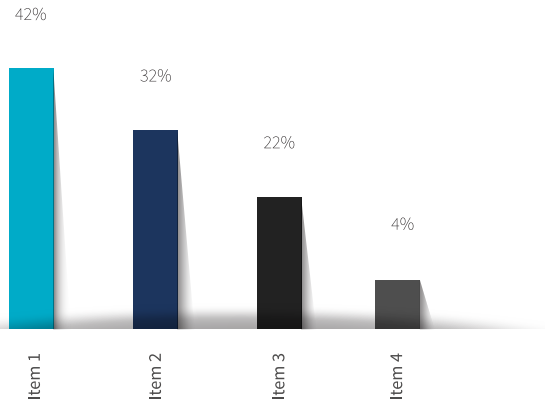
Use the illustration to add warmth and friendliness.

Best Solutions



Infographics

Style



25%
HUGS
EVERYDAY

Delectus cray you probably haven't heard of them Neutra, Austin 90's culpa. Thundercats fingerstache deep



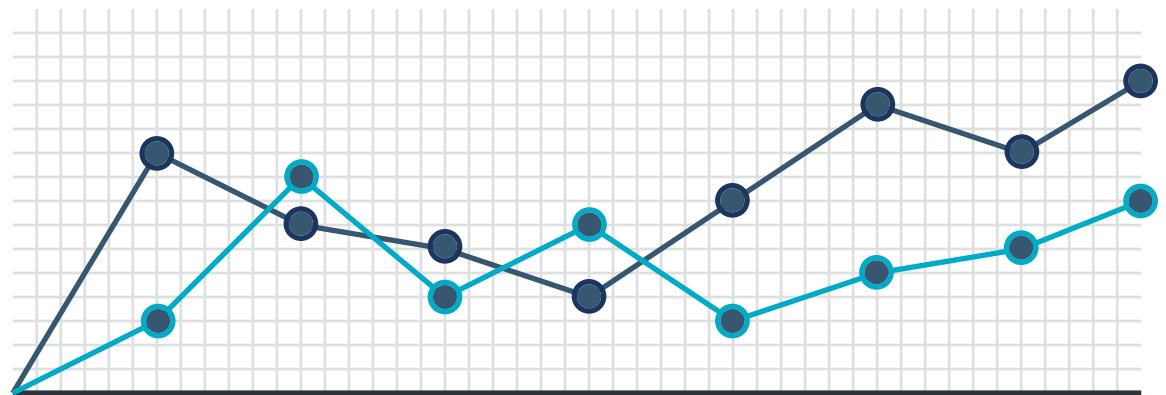
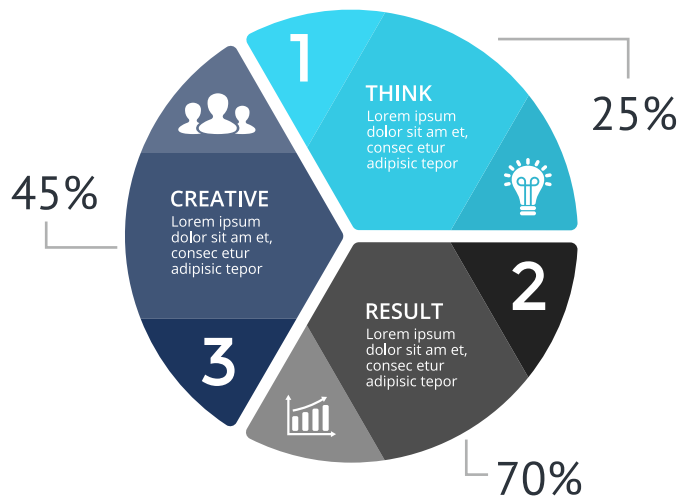
45%
LOVES
MORNINGS

Delectus cray you probably haven't heard of them Neutra, Austin 90's culpa. Thundercats fingerstache deep



70%
HATES
BADWEATHER

Delectus cray you probably haven't heard of them Neutra, Austin 90's culpa. Thundercats fingerstache deep



Product 1



Product 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed

Table Style

Table 1	Table 1	Table 1

Table 1	Table 1	Table 1

Table 1	Table 1	Table 1



Stationary

Business Card

This shows the approved layout with the primary elements of InvoiceQ stationary system for front and backside of the Personal & Business cards.

Usage

The business & personal cards will be used for all official contact and communication of InvoiceQ.

Dimensions

90 * 50mm

Text size

Names 10 pts | Bold Weight
Position 8.5 pts | Roman Weight
Contact info. 8.5 pts | Light Weight

Material and Weight

Recycled Paper
Rec. 450g

Print

Pantone Colors





InvoiceQ

Hashem Ali
People Success

KHBP
building 19 - 3rd floor
Amman - Jordan

T : +96277103332
Invoiceq@info.com
www.invoiceq.com

Stationary

Letterhead

This shows the approved layout with the primary elements of InvoiceQ stationary system for front and backside of the Letterhead.

Usage

The letterhead will be used for all official contact and communication that is going out of InvoiceQ.

Dimensions

210 * 297 mm

Text size

Contact info. 10 pts | Light Weight

Material and Weight

Recycled Paper
Rec. 120g

Print

Pantone Colors



مركز فاطرة للتكنولوجيا المالية
Fatara for financial technology

InvoiceQ

www.invoiceq.com

W469 building 19 - 3rd floor
Amman - Jordan
T : +962779023232
invoiceq@fatara.com

Stationary

Envelop

This shows the approved layout with the primary elements of InvoiceQ stationary system for DL sized Envelope.

Usage

The envelope will be used for all official communication that is going out of InvoiceQ.

Dimensions

DL Envelope

Text size

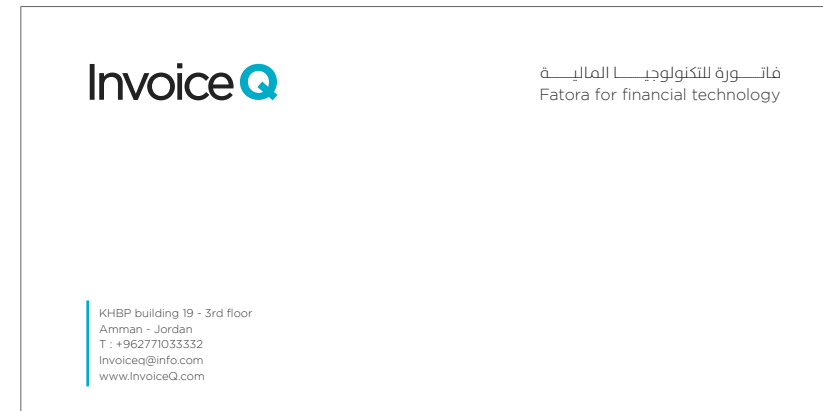
Contact info. 10 pts | Light Weight

Material and Weight

Recycled Paper
Rec. 170 g

Print

Pantone Colors



InvoiceQ

فاتورة للتكنولوجيا المالية
Fatora for financial technology

InvoiceQ

فاتورة للتكنولوجيا المالية
Fatora for financial technology

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www.InvoiceQ.com

Stationary Folder

This shows the approved layout with the primary elements of InvoiceQ folder system for front and backside of the folder.

Usage

The folder will be used for all official contact and communication that is going out of InvoiceQ.

Dimensions

210 * 297 mm

Text size

Contact info. 10 pts | Light Weight

Copy in Back 10 pts | Light Weight

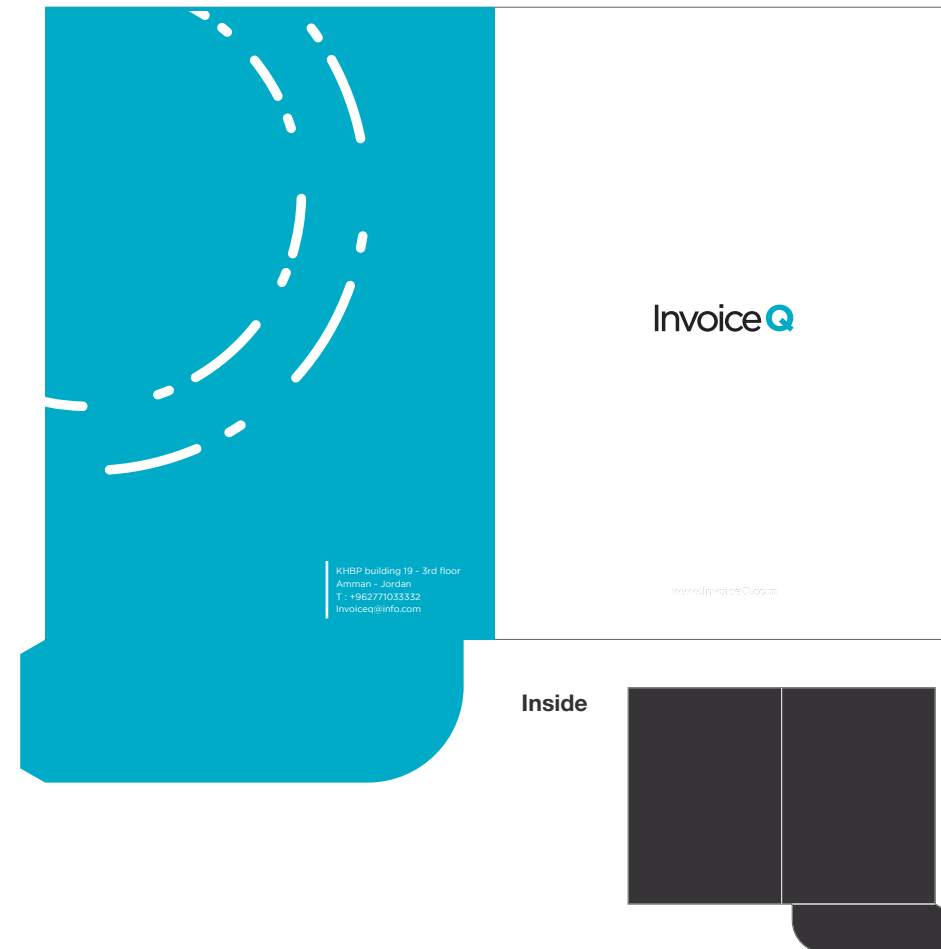
Material and Weight

Recycled Paper

Rec. 200g

Print

Pantone Colors





11000 Building St - 3rd floor
Austin, Texas
P: 49617702122
www.invoiceq.com

InvoiceQ

www.invoiceq.com

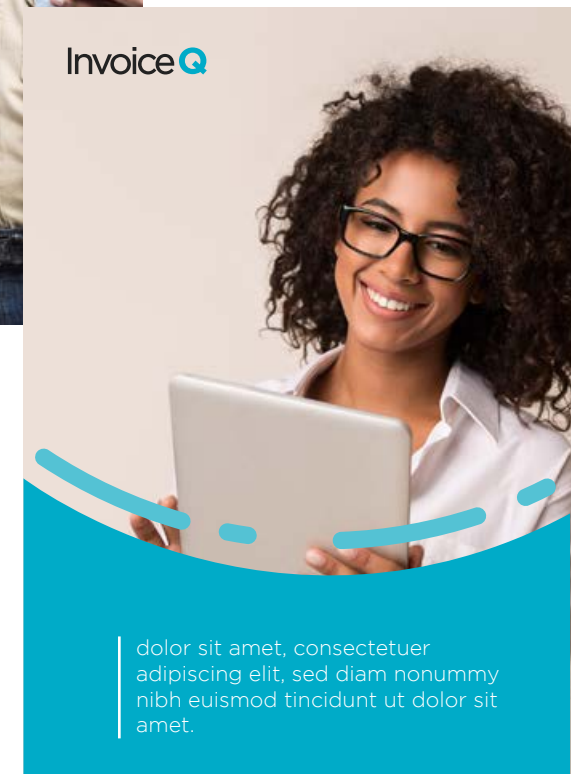
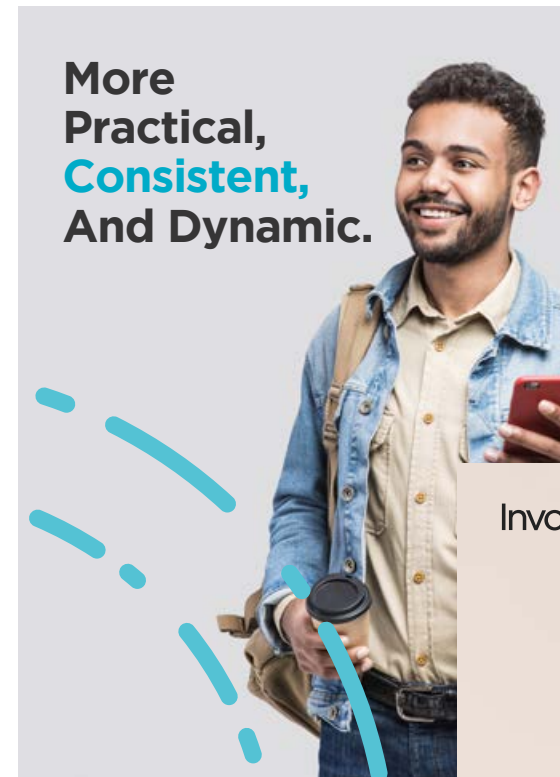
Stationary

Flyer Template

This shows the approved layout with the primary elements of InvoiceQ flyer system for front and backside of the flyer.

Usage

The flyer will be used for all marketing campaigns that are going out of InvoiceQ.



More
Practical,
Consistent,
And Dynamic.

Invoice



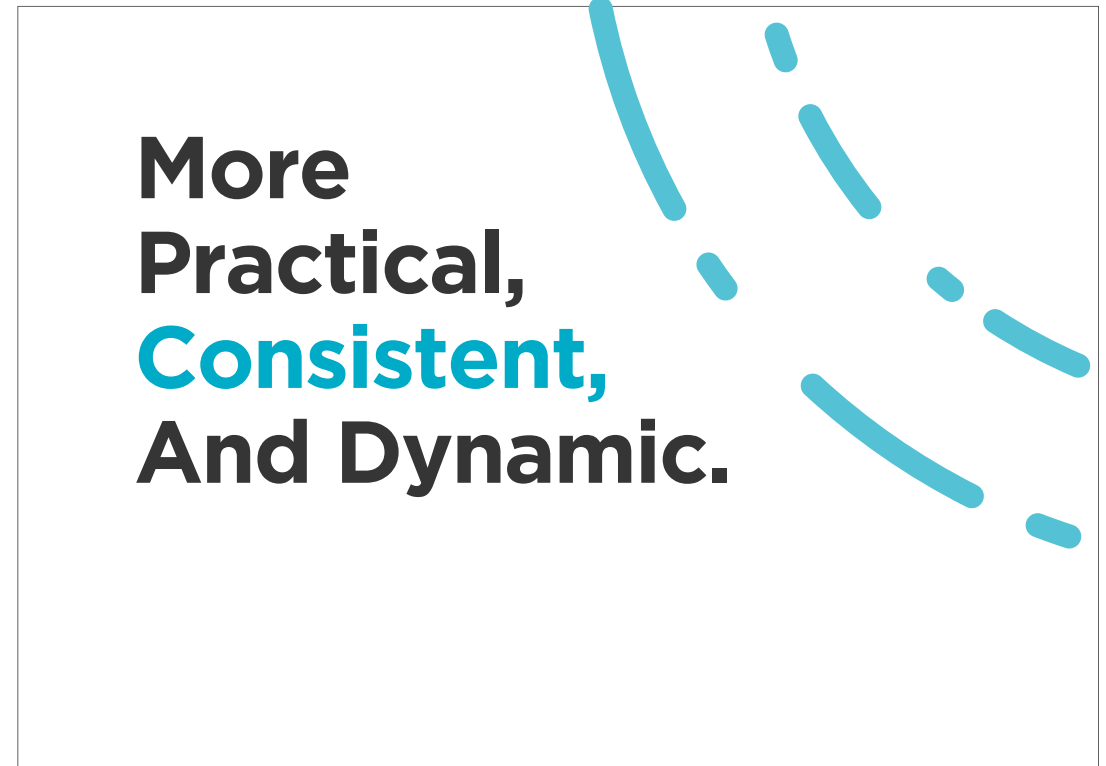
dolor sit amet, consectetur
adipiscing elit, sed diam nonummy
nibh euismod tincidunt ut dolor sit
amet.

Stationary

Backdrop

This shows the layout with the primary elements of InvoiceQ backdrop design.

Table





**More
Practical,
Consistent,
And Dynamic.**

Invoice Q

Stationary

Flag

This shows the approved layout with the primary elements of InvoiceQ flag design.

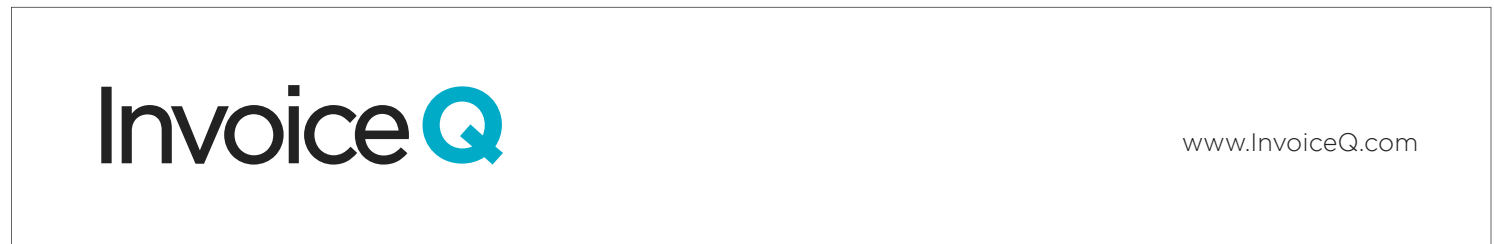




Stationary

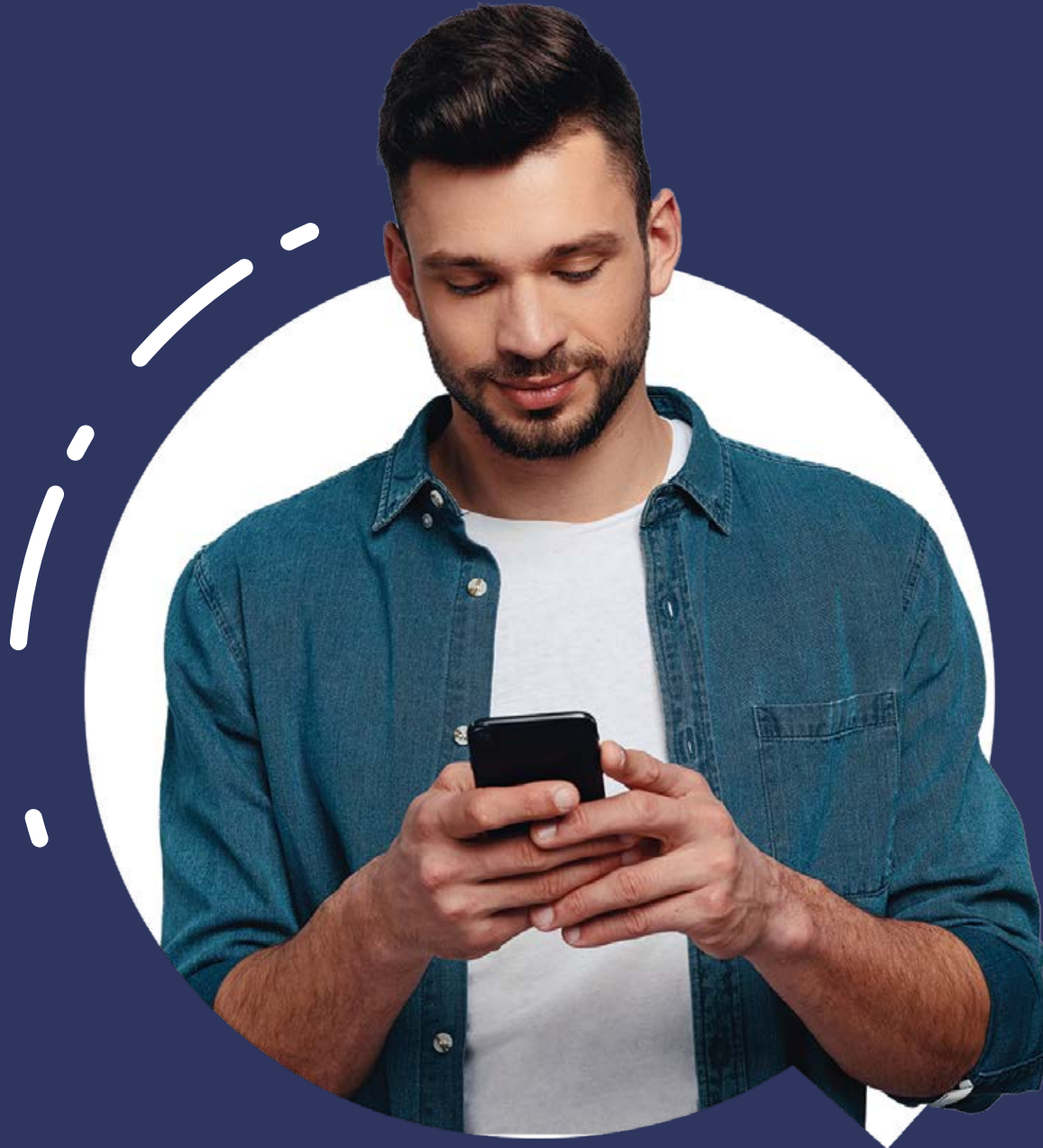
Signage

This shows the approved layout with the primary elements of InvoiceQ signage design.



InvoiceQ

www.InvoiceQ.com




Eamil

Marketing

InvoiceQ

Full Control of Your Invoicing & Payments at anytime from anywhere!


[Start Now](#)



InvoiceQ

Full Control of Your Invoicing & Payments at anytime from anywhere!

[Start Now](#)



InvoiceQ

نظام فوترة سحابي
معتمد من هيئة الزكاة
والضريبة والجمارك

هيئة الزكاة والضريبة والجمارك
Zakat, Tax and Customs Authority



Email

Signature

This shows the approved layout of InvoiceQ Email Signature.

Usage

The email signature will be used for all official communication that is going out of InvoiceQ through emails.

Dimensions

We recommend a maximum email signature width of 350 pixels, and the height is adaptable regarding the information.

InvoiceQ

Ahmad Al Ali
Creative Director

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Amman - Jordan
T : +962771033332
Invoiceq@info.com



Start Now



Presentation


Google Slide Template

InvoiceQ

More Practical, Consistent, And Dynamic.

A Centralized e-Invoicing Platform for Issuing and Receiving Invoices

www.InvoiceQ.com




More Practical, Consistent, And Dynamic.

Practical dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut dolor sit amet.

Consistent dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut dolor sit amet.

Dynamic dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut dolor sit amet.



Google Slide Template

More
Practical, **Consistent,**
And Dynamic.



dolor sit amet,
consectetuer adipiscing
elit, sed diam nonummy
nibh euismod tincidunt ut
dolor sit amet,



dolor sit amet,
consectetuer adipiscing
elit, sed diam nonummy
nibh euismod tincidunt ut
dolor sit amet,



dolor sit amet,
consectetuer adipiscing
elit, sed diam nonummy
nibh euismod tincidunt ut
dolor sit amet,

More
Practical, **Consistent,**
And Dynamic.

dolor sit amet, consectetuer
adipiscing elit, sed diam nonummy
nibh euismod tincidunt ut dolor sit
amet.

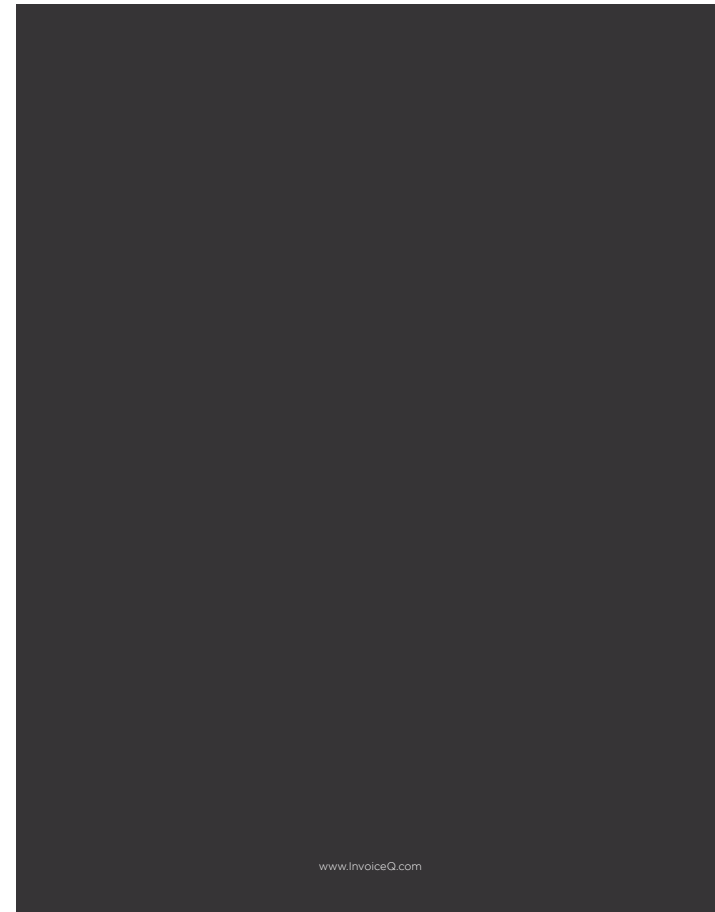
- dolor sit amet, consectetuer adipiscing
- onsectetuer adipiscing
- amet, consectetuer adipiscing
- doloradipiscing



Company
Profile



Cover



Back Cover

Company Profile

Who are we



invoiceQ is designed to ease the invoicing process for any organization, no matter what industry. Our platform is an all cloud- based e-invoicing solution that creates efficiency and security in terms. Founded by 3 Jordanian entrepreneurs that aimed to disrupt the country's entrepreneurial environment. One of invoiceQ's achievements was the completion of AHLI FINTECH Seed Accelerator Program in 2020; designed to meet the challenges of ongoing digital transformation. On invoiceQ, users can see what the entrepreneurs they're helping are up to directly through the digital solutions that can help businesses in Jordan.

www.InvoiceQ.com

Inside Page 1

What We Do



e-invoices have existed for more than ten years with various and numerous formats. But in recent years, electronic invoicing made its way across & benefits were impactful. Small companies or large enterprises jumped on this trend to solve a lot of concerning issues such as eliminating paper consumption to avoid human errors & simply to automate to comply with ZATCA requirement and regulation

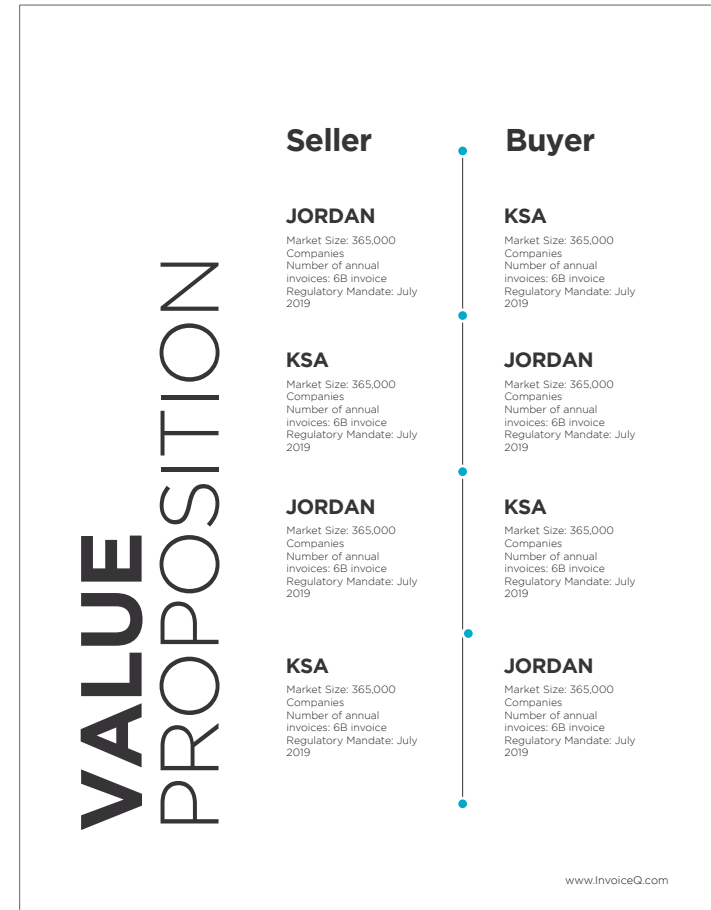
www.InvoiceQ.com

Inside Page 2

Company Profile



Inside Page 3



Inside Page 4

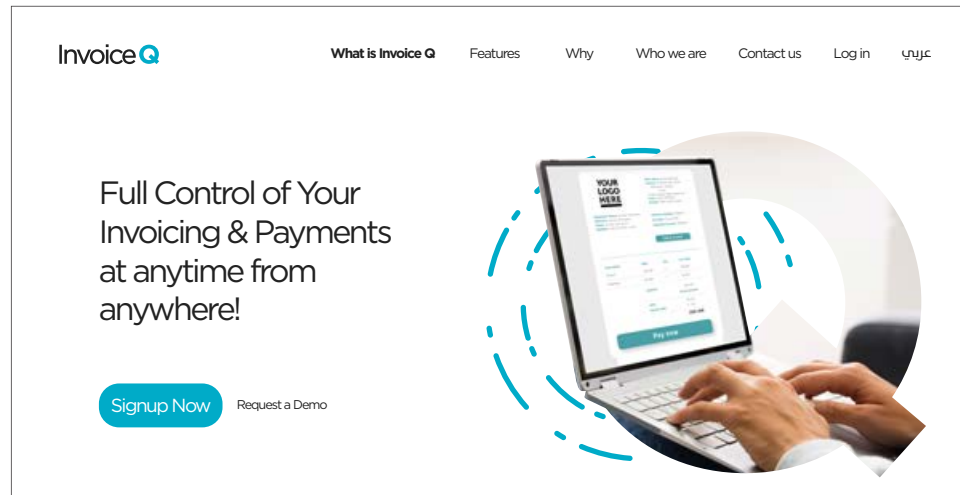
Website

Icons play a large role in InvoiceQ website and authority leadership content. Icon's primary role is to guide a visitor or a reader through the content.

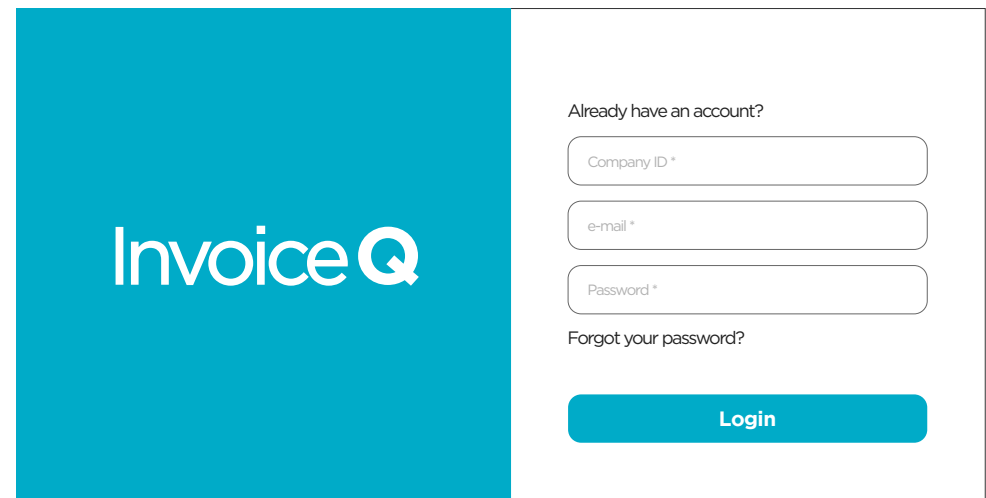
Do not tamper with the vector files of the icons. They have been designed to have equal stroke weights and be of equal proportions to one another.

If additional icons are to be created, keep in mind the following:

- The size of the icon must be made equal to existing icons (compare to a similar vertical or horizontal icon in our library of InvoiceQ icons).
- The icon's stroke must be of equal weight to the existing icons.
- Design balanced icon imagery that is a mixed use of positive and negative space.



Website Interface



Website Interface

Thank you