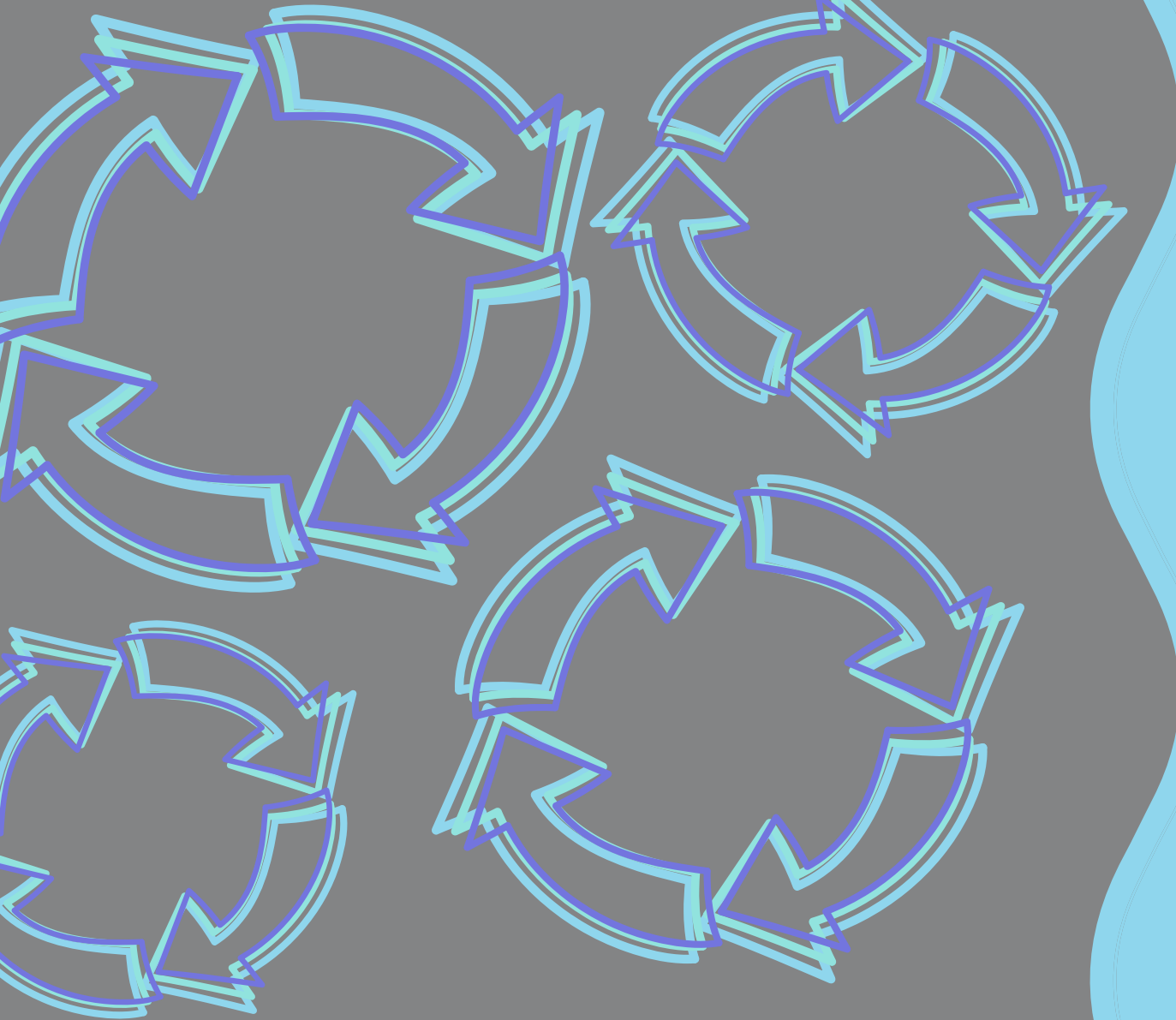


# BRAND BOOK



Sustainability is at the core of our efforts.



Foundation

# About us

Founded in 2010 by an innate need to create, build and transform, JQ Group of Companies came to life seeking not only excellence in the industry but also a complement that brings social value and improvement to the community.

With determination, innovation and perseverance at the core, JQ Group believes in positive impact that directly affects future generations.

Pursuing higher standards of living, JQ Group rapidly grew its involvement in community outreach by forming strategic partnerships with several non-profit organizations throughout the years. Most recently, in 2015 the company solidified its commitment with the opening of Communitas Dei Association's (CDEI) chapters in Miami and Venezuela, foundation that ] benefits children in Venezuela through programs in arts, sports, education, health and nutrition. Led by Liliana Malavé de Quintero, JQ Group's Vice-President of Community Outreach, CDEI Miami has reached almost 7,500 children and shipped over 42,500 pounds in supplies to victims of the current crisis in Venezuela.

Despite the success achieved through CDEI, JQ Group understands the need to embark on new journeys that lead society to a brighter future and simultaneously recognizes the hardships that unfortunately form part of everyday life at a local level. Being an avid supporter during the humanitarian crisis of Venezuela for the past years, JQ Group now expands its efforts to lessen the pressing matters that affect its home base and surroundings. Starting in 2019, JQ Group reinforced its commitment with the establishment of the JQ Foundation, a non-profit organization that serves as the official benefactor of all community outreach efforts within the United States as well as internationally in Venezuela through CDEI Miami.

As JQ Group continues to support the humanitarian relief in Venezuela, it is also now its goal to partake in initiatives that produce long-lasting results in the environment and invest in sustainable projects that align with the company's vision and core values.

Motivated by a passion for transformation, the JQ Foundation seeks to boost social value through impactful initiatives that foster longevity. With environmental sustainability at the forefront, the organization's purpose is to serve the communities where JQ Group operates by addressing challenges that threaten to limit their potential.

## Old Logo



# Updated Logo (black)



The redesign of the logo was done with the purpose of aligning JQ Foundation with its core values and mission. The use of the waves in the logo symbolize water which in itself symbolizes environment. Taking into consideration that the nonprofit supports environmental sustainability, the waves hit the perfect spot to visually tell the consumer what JQ Foundation is all about.

The logo can be set up both horizontally and vertically, giving the nonprofit room for design variation. The font used is EXO 2, which is similar to the previous font used and keeps the logo looking modern. The thickness of the JQ was also altered to be thicker so that the waves would not be missed by the eyes. From the previous logo, information was kept intact as well as the line that separates the horizontal logo.



# Updated Logo (white)



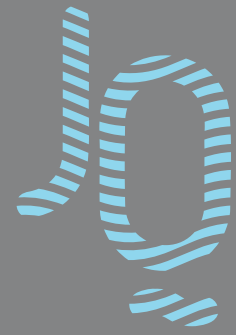
# Horizontal Logo Variation



# Vertical Logo Variation



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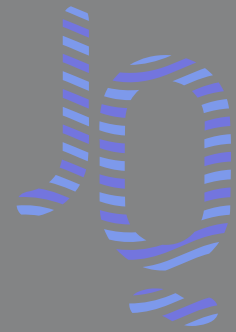
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# Primary Color Palette

Based Grey  
R: 130 G: 131 B: 133  
C: 51% M: 42% Y: 41% K: 6%  
#828385  
PANTONE:

Sky  
R: 143 G: 214 B: 237  
C: 40% M: 0% Y: 4% K: 0%  
#8FD6ED  
PANTONE:

Water Blue  
R: 145 G: 227 B: 221  
C: 39% M: 0% Y: 18% K: 0%  
#91E3DD  
PANTONE:

# Secondary Color Palette

Electric Purple  
R: 114 G: 118 B: 223  
C: 62% M: 57% Y: 0% K: 0%  
#7276DF  
PANTONE:

BLUEISH PURPLE  
R: 125 G: 153 B: 234  
C: 50% M: 35% Y: 0% K: 0%  
#7D99EA  
PANTONE:

OFFICE BLUE  
R: 130 G: 171 B: 213  
C: 49% M: 23% Y: 3% K: 0%  
#82ABD5  
PANTONE:



# Typography

The fonts chosen for JQ Foundation are modern, slick and work great together. These fonts are also free for commercial purposes and should be used across all platforms to keep a constant branding and personality. Referring to EXO 2, both the regular and bold fonts are allowed to be used as well as any other weight style within that family of font. The same can be said for the use of Open Sans in all future design projects. Alternative fonts can be considered.

## **EXO 2 (bold)**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

## EXO 2 (regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## **OPEN SANS (bold)**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

## OPEN SANS (regular)

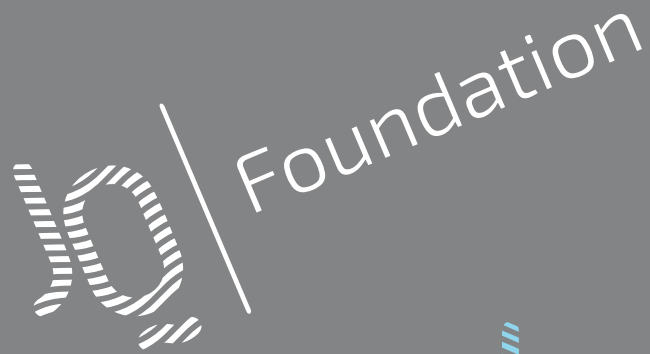
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

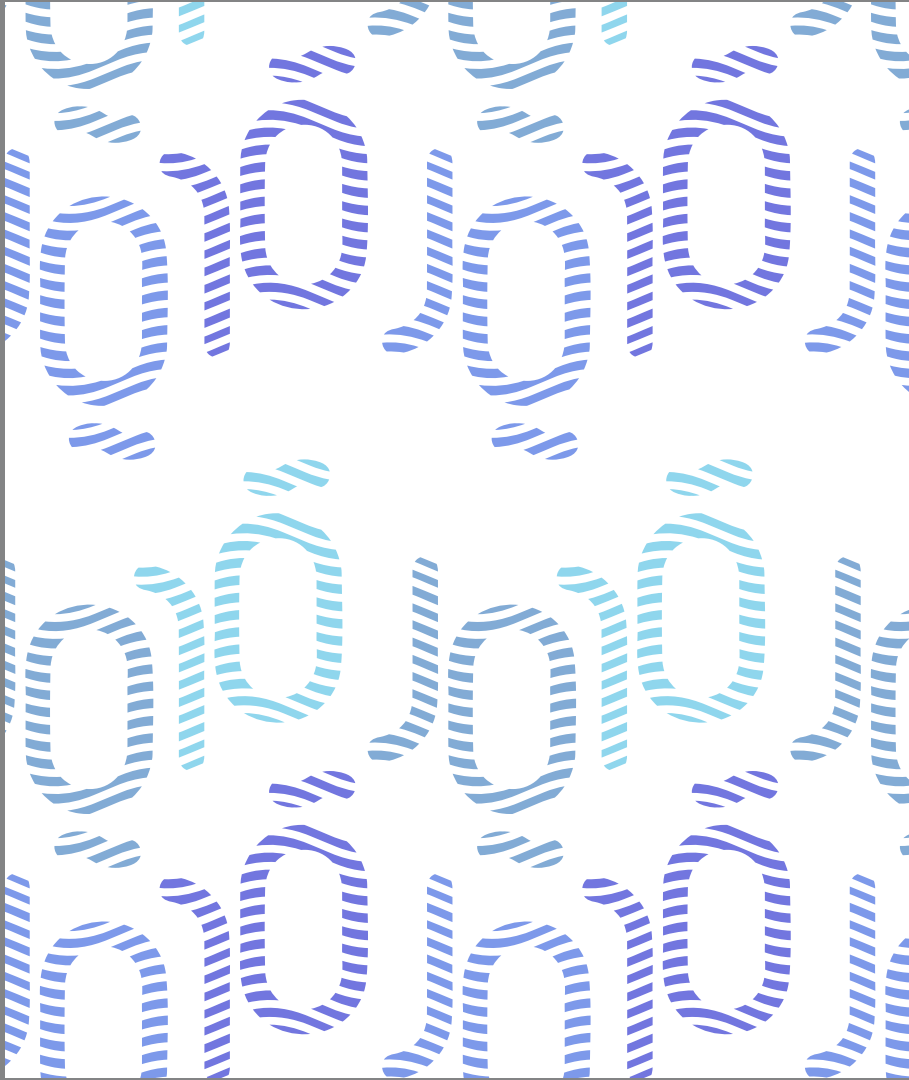
1234567890

# Prohibited

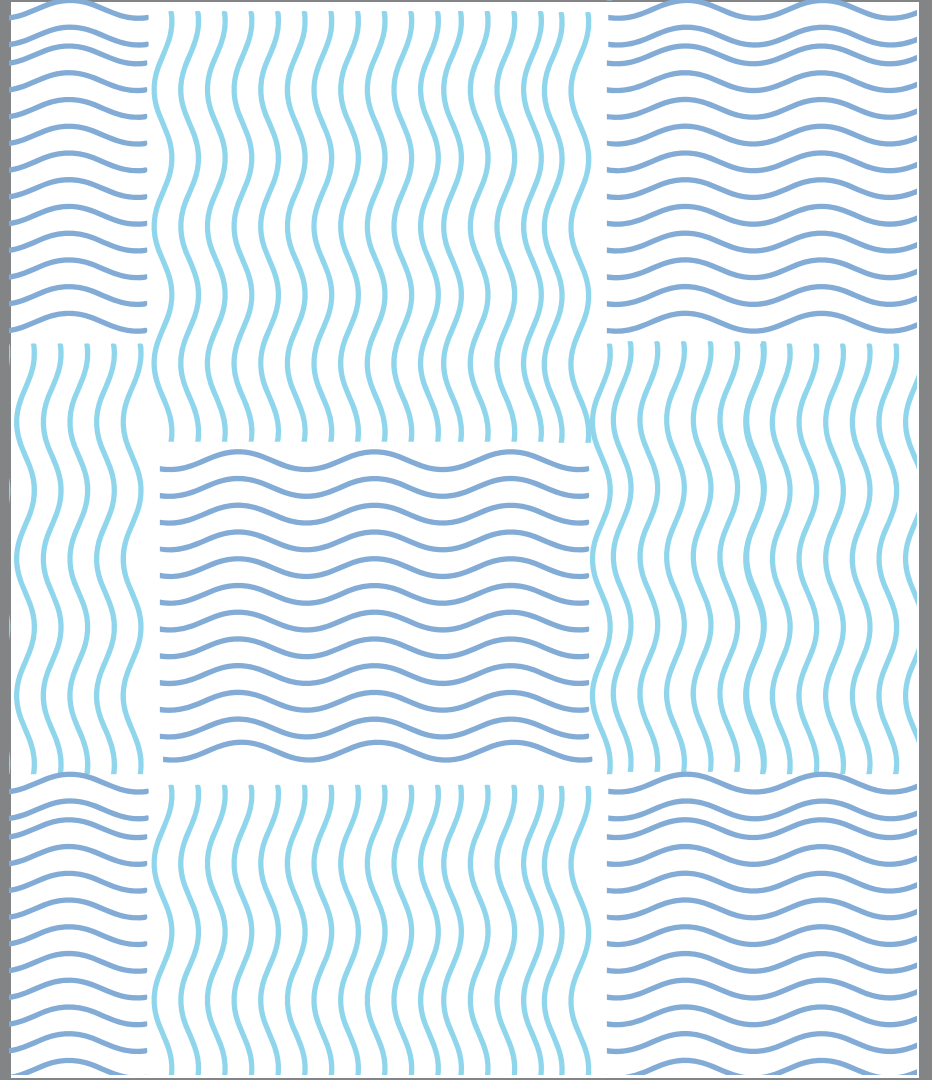
The following are examples of “What not to do” when applying the logo to any design project. Changing the weight and or size of the logo is not acceptable. Rotating or diviating from horizontal or vertical logo design is not acceptable. Using harsh colors and or any other color not included in the color palettes can be considered, but needs prior approval.



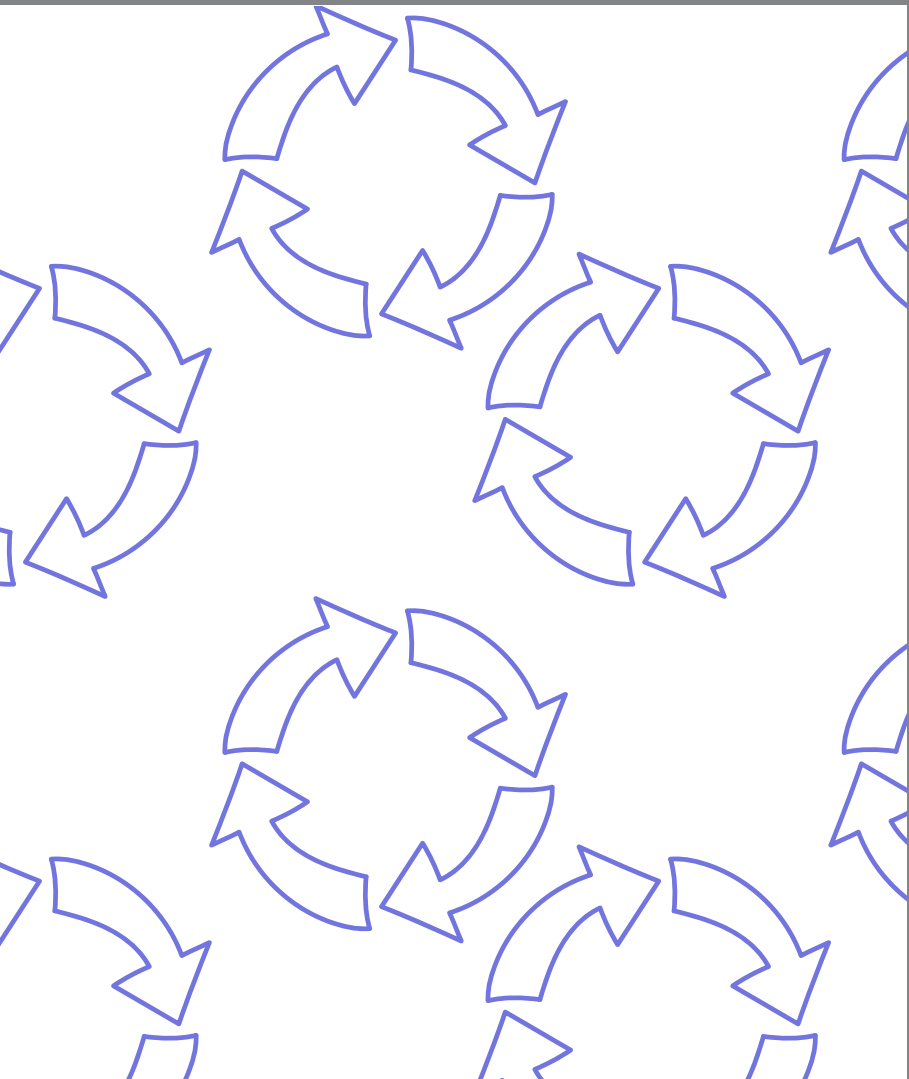
**Pattern #1**



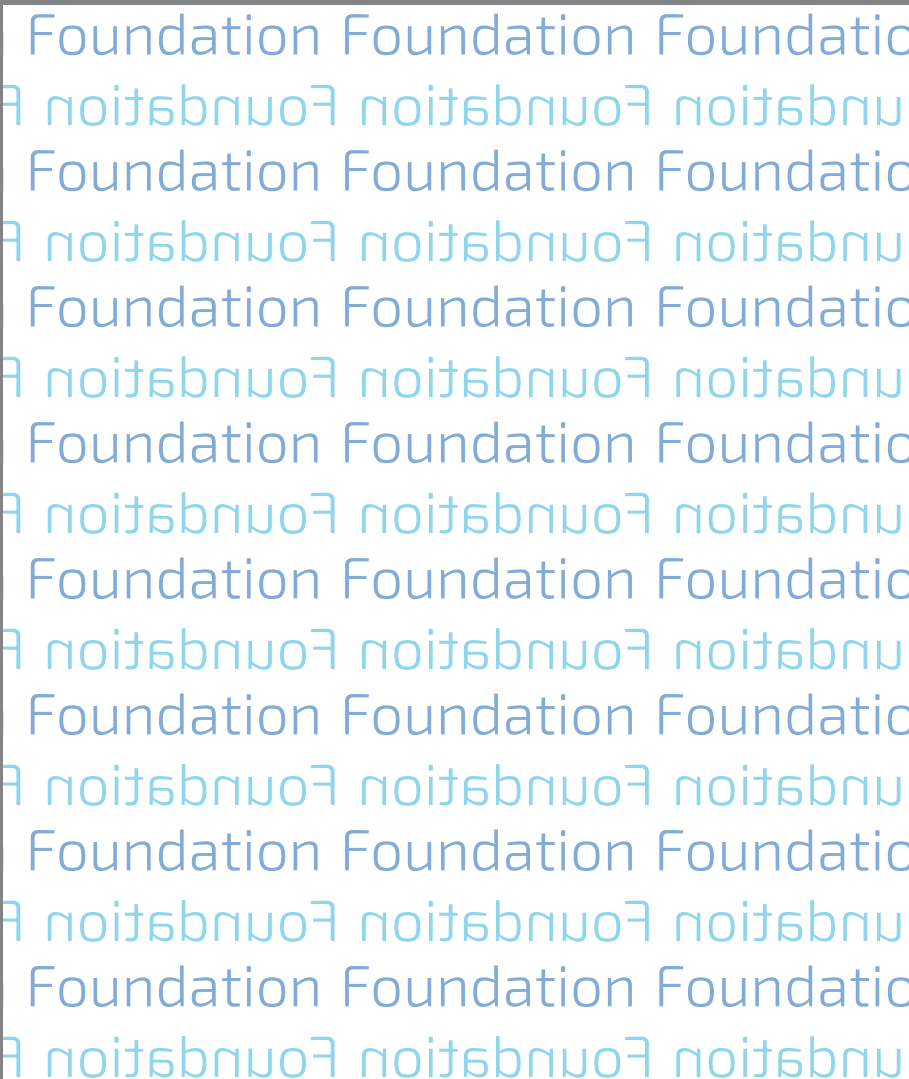
**Pattern #2**



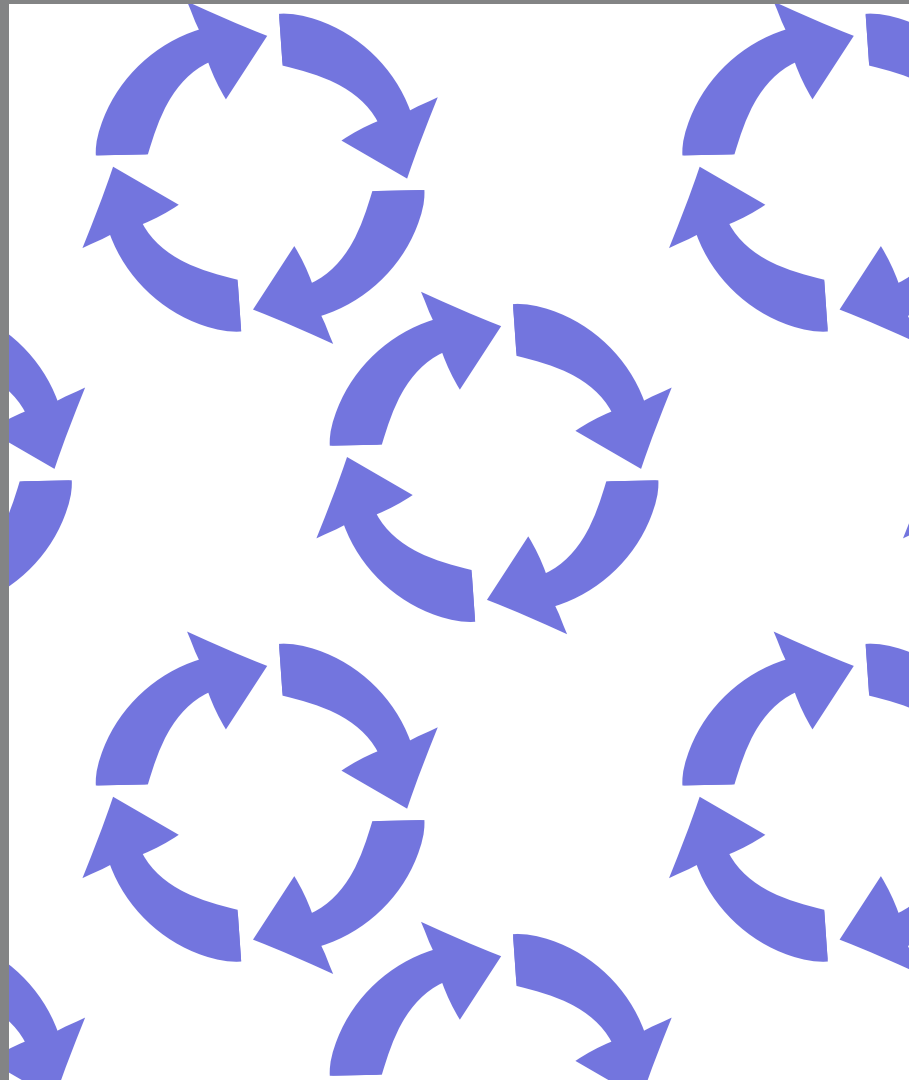
# Pattern #3

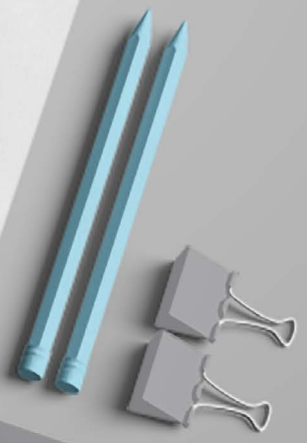


# Pattern #4



# Pattern #5





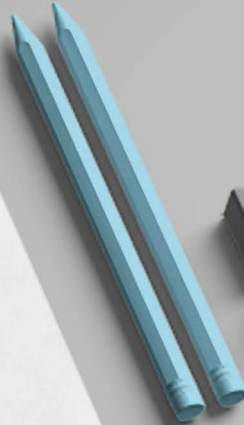
November 1st, 2020.  
Dear Volunteer

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Yours sincerely,

  
Liliana Malave  
President  
foundation@jqgroup.com

+1 (786) 502-4944  
www.jqfoundation.org  
1200 Brickell Ave, Suite 700, Miami, FL 33131





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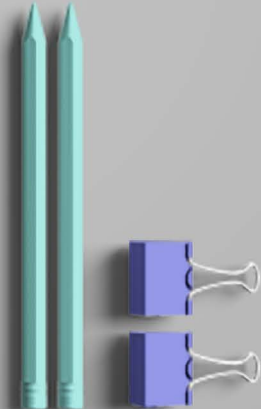
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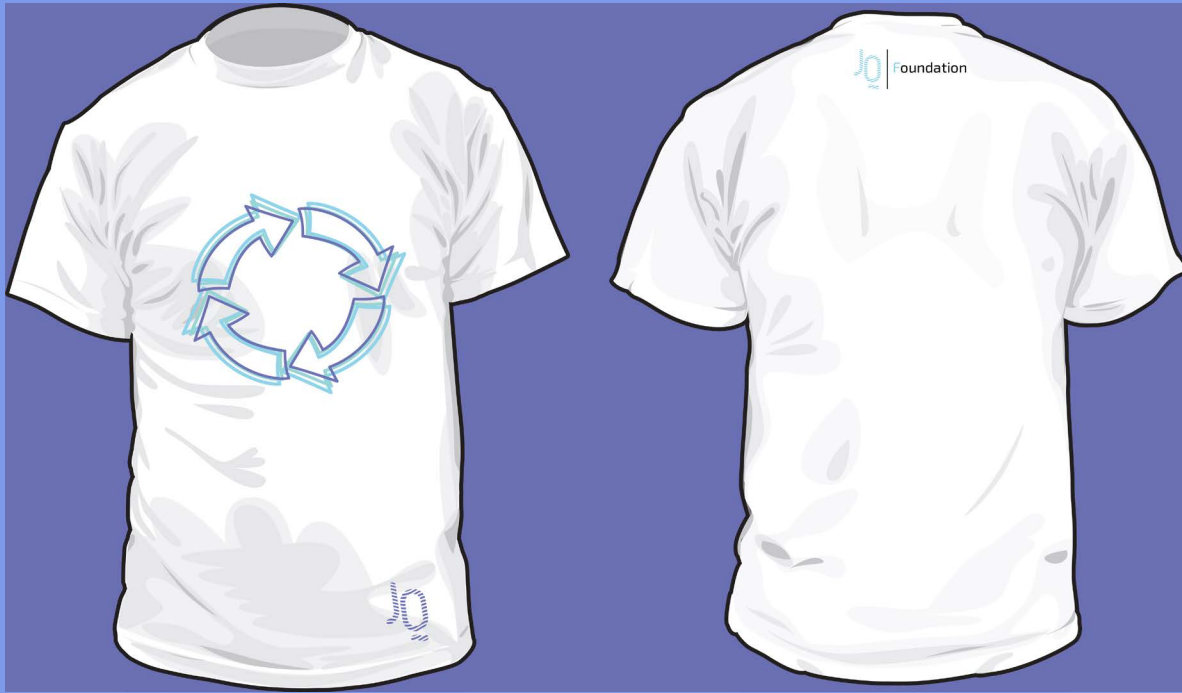


# Shirts













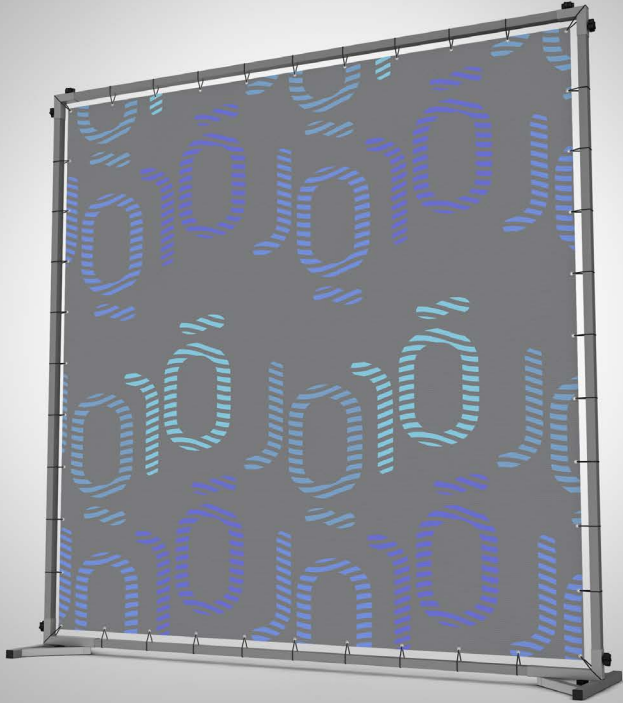
# Promotional Pieces



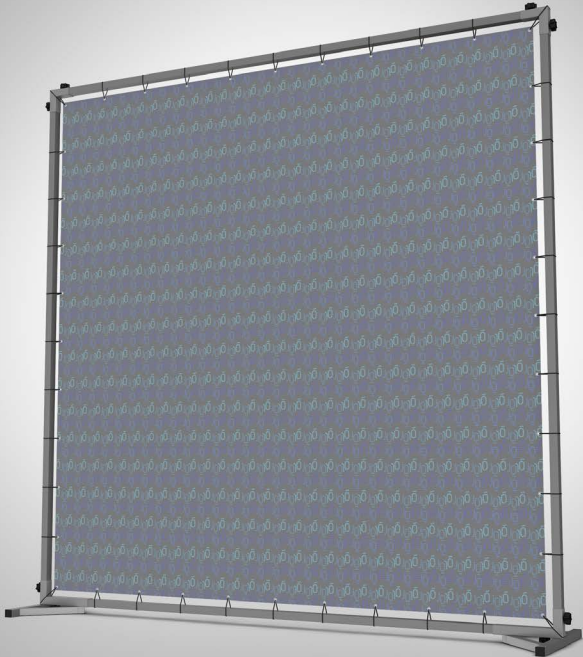


Foundation

**BACKDROP  
MOCKUP**



**BACKDROP  
MOCKUP**













Volunteer

Isabella Sironi



Foundation

