



Qont Brand Identity Guidelines

Brand Overview

The Qont identity represents clarity, precision, and confidence. We maintain a premium and consistent image across every platform and expect all partners and users to do the same.

Visual Theme

Qont uses a black-on-white design for general use and communication.

White-on-black is used for business, product, and highlighted sectors.

Buttons appear in blue, matching Airbnb's brand colour.

The primary typeface for all Qont materials is Inter.

Logo Usage

Only official logos and files supplied by Qont may be used.

The logo cannot be modified, altered, or redrawn.

No other logos, marks, or words may appear overlapping or adjacent to the Qont logo.

Clear spacing must be maintained around the logo at all times.

Restrictions

The Qont logo and assets must not appear in inappropriate, sexual, drug-related, or offensive content.

Logos may not be used to endorse unrelated activities or organizations.

Editorial Use

Editorial or news use of the Qont logo and name is permitted without prior approval, provided the logo is not modified, combined with other marks, or presented in a misleading way. The logo must remain clear, official, and unaltered.

Trademarks and Intellectual Property

Qont, QOS, and Portable Risk Intelligence are trademarks of Qont.

All branding, designs, and associated materials are the property of Qont and may not be copied or reproduced without written consent.

Asset Use

Always use the official logos and media files provided by Qont.

Unofficial reproductions, screenshots, or edited versions are not permitted.

Quick Links

