

BASIC VI

2026 Queclink - VIS

color - **Benchmark**

Red is widely used as a brand color around the world and is featured in brand identities across various industries

Fashion



Finance



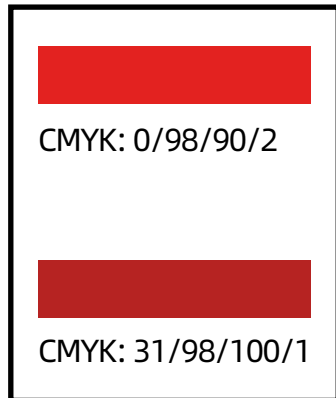
Digital



Hardware



2021ver red



New Brand Red



PANTONE®
2035 C

The new brand colors have higher saturation and appear more vibrant. They follow international standard pantone color system.



CMYK: 0 / 100 / 87 / 16

RGB : 214 / 0 / 28

HSB : #d6001c

100	80	70	60
50	40	30	20

NEW COLOR SYSTEM

primary color



pantone 2035C
CMYK: 0 / 100 / 87 / 16
RGB : 214 / 0 / 28
HSB : #d6001c

PANTONE®
2035 C

secondary color



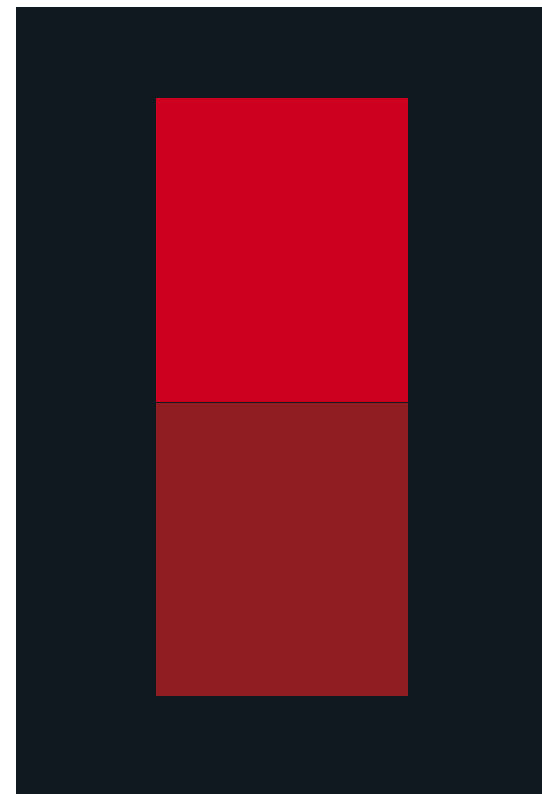
pantone 7427C
45, 100, 100, 15
#971b1b
151, 27, 27

PANTONE®
7427 C



pantone black 6c
0, 0, 0, 95
#101820
17, 28, 36

PANTONE®
Black 6 C



White

Brand
red
primary

Brand
red
secondary

Brand
Black

When a softer visual effect is desired or when the primary brand color appears too intense, the secondary brand color — which is deeper and less saturated — should be used as an alternative.

Visual proportion - color

On white backgrounds, the use of red areas should be integrated with the content. The use of red has a defined range — for example, social media materials may use more red, while product materials should use less.

White 70%-85%	Brand red primary 5%-20% Brand Black 10%	Brand Black 80%	Brand red secondary 5% White 15%
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Heading Font

Roboto

This is a showcase article
demonstrating the typeface
in various visual styles and
design contexts/roboto
regular

This is a showcase article
demonstrating the typeface in various
visual styles and design contexts/
roboto regular/ **14pt**

Body Font

Muli

This is a showcase article
demonstrating the typeface
in various visual styles and
design contexts/muli
regular

This is a showcase article
demonstrating the typeface in
various visual styles and design
contexts/roboto regular/ **14pt**

The use of heading and body fonts helps establish a stronger content hierarchy and clearer visual structure.

title/chapter/model

roboto extrabold 48pt
all uppercase

VEHICLE TRACKERS

mul regular 18pt

A comprehensive portfolio of hardwired GNSS trackers designed for all vehicle types, ensuring reliable tracking and enhanced fleet management.

text/article/description

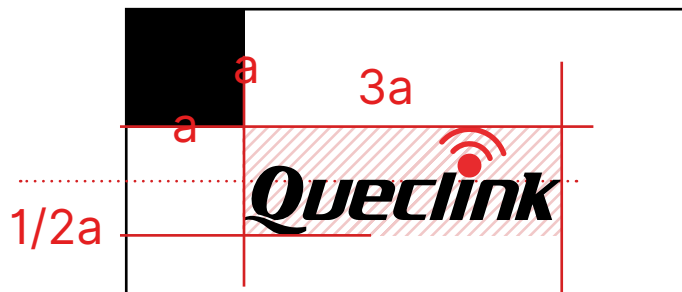
roboto extrabold 30pt

Precise Positioning

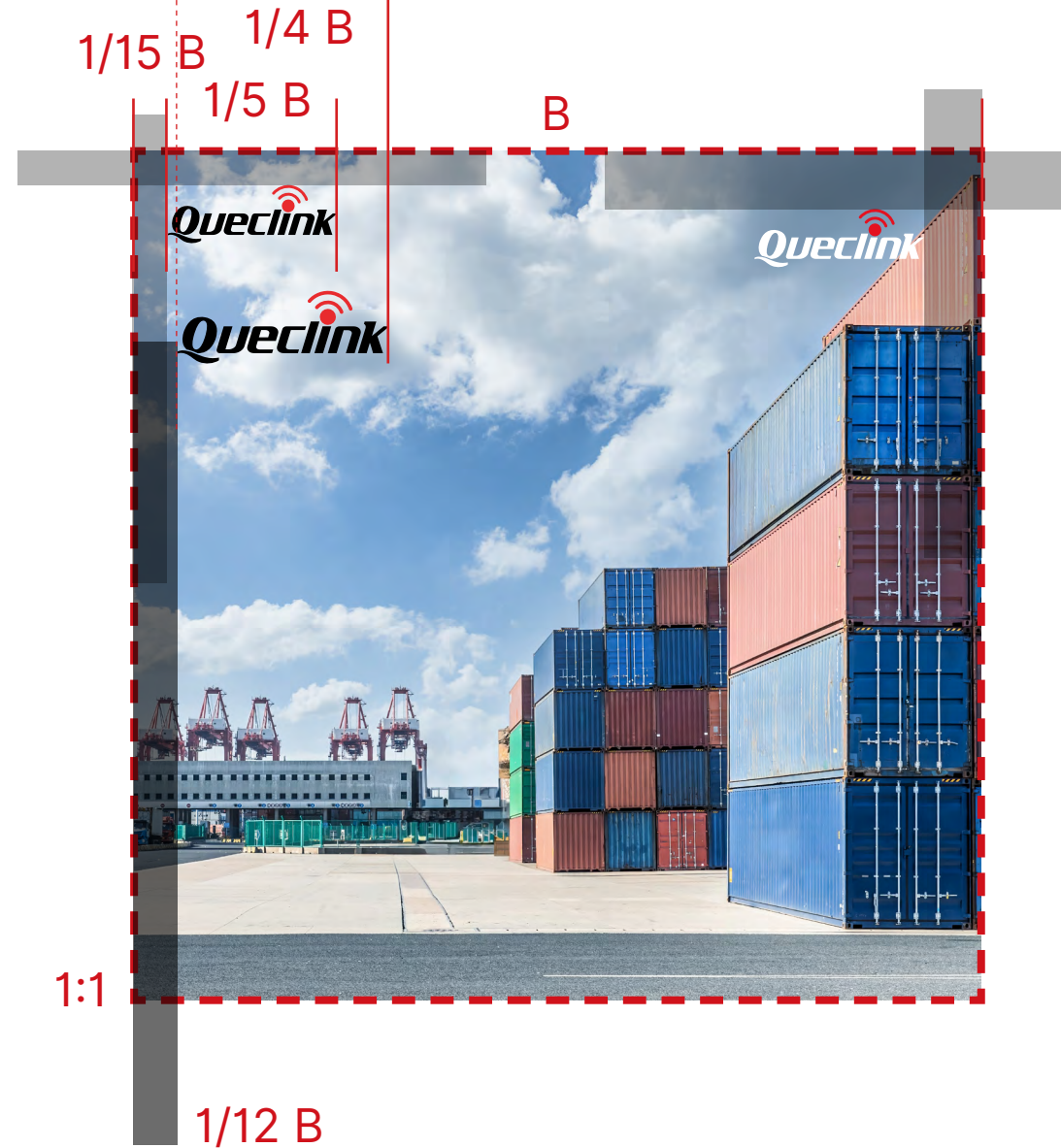
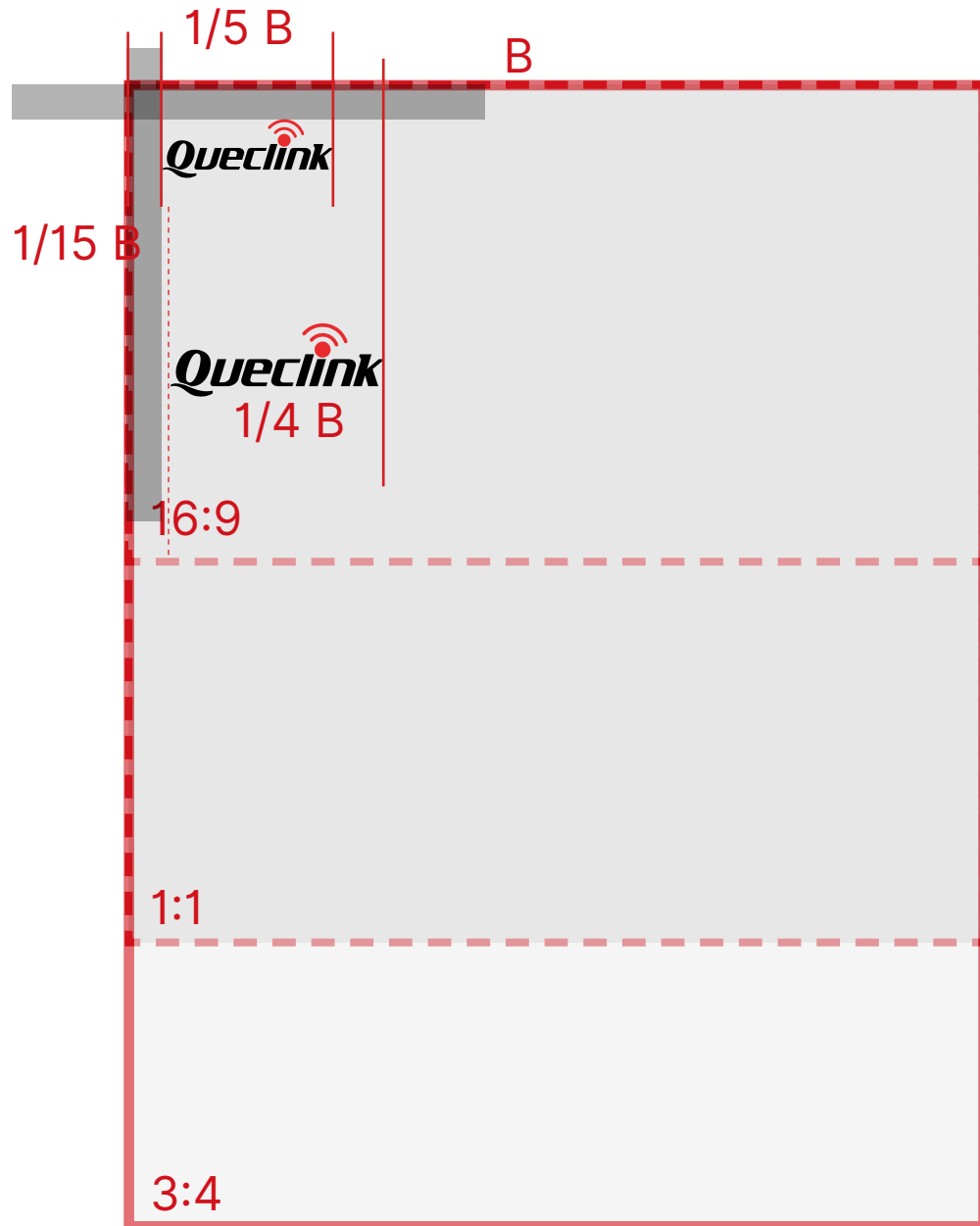
mul light 15pt

Advanced GNSS technology ensures reliable performance in various environments and applications.

LOGO USAGES



LOGO USAGES



LOGO USAGES

1/15 B

2/15 B
B

1/5 B

1/5 B

The Queclink logo, featuring the word "Queclink" in a black, italicized sans-serif font with a red Wi-Fi symbol above the 'e'.

1/4 B

The Queclink logo, featuring the word "Queclink" in a black, italicized sans-serif font with a red Wi-Fi symbol above the 'e'.

1/15 B

2/15 B
B

The Queclink logo, featuring the word "Queclink" in a black, italicized sans-serif font with a red Wi-Fi symbol above the 'e'.

The Eurobike logo, featuring two magenta circles followed by the word "Eurobike" in a magenta sans-serif font.

The Eurobike logo, featuring two magenta circles followed by the word "Eurobike" in a magenta sans-serif font.

LOGO USAGES

1/15 B

2/15 B

B



1/15 B

2/15 B

B



LOGO USAGES

1/15 B

2/15 B

B



GITEX
EUROPE
Berlin

LOGO USAGES

1:1

Edm Banner
Linkedin Poster

4:5

**Linkedin
Carousel**

16:9

video format
PPT template

Website header

Website small banner

Wechat header

IMAGE EDITING

In order to maintain a consistent brand tone, all images used in marketing materials should be processed using at least one of the following three approaches(next page)



1 Modify the color

Apply brand red to a main element(in small-area) to create visual focus.



2 Reduce the saturation

Reduce the saturation of non-red colors to a certain extent (as appropriate) and highlight the red elements.



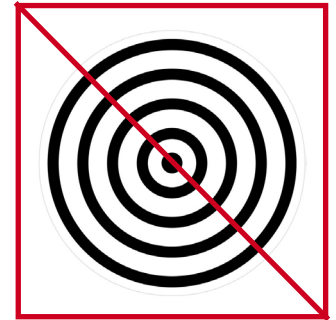
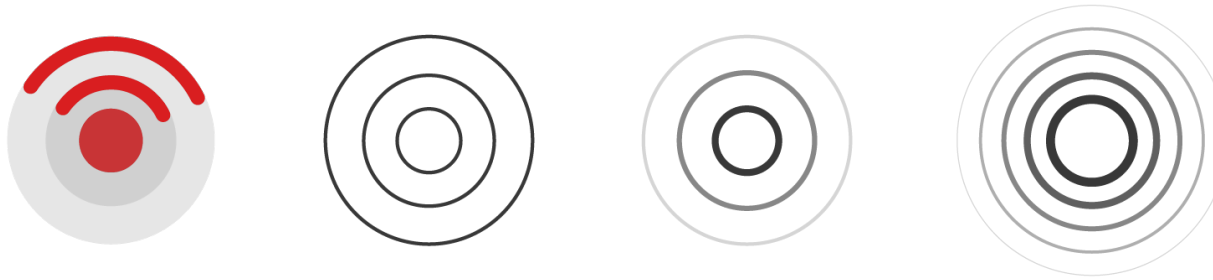
3 Add red graphics

If the two approaches above are not suitable, additional red visual accents be used as highlights(e.g. icons, graphics)



Definition

A dynamic transmission form spreading from the the center outward



consistant line weight with equal spacing is more like target

Signal → Data flow → Transmission → Connection

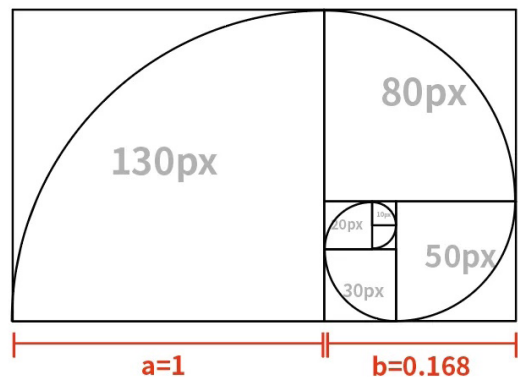
Communication → Global → Universe

Based on the company's products and philosophy, the supplemental graphic is designed to convey the idea of transmission and connection. Inspired by the concentric rings of a Wi-Fi signal, the design uses two visual methods to represent the spreading effect from the inside out: **one through varying line weights**, and the other **through changes in color intensity**. Both formats use consistent spacing between each layer.

根据公司的产品和理念，确定辅助图形要表达的含义是传播和连接。以 wifi 信号发展来的同心圆造型为基础，从内到外用 2 种方式产生传播的效果，1 是用线条的粗细变化，2 是有颜色的深浅变化，2 种形式使用相同的间距。

Golden Ratio

Two quantities are in the Golden Ratio if their ratio is the same as the ratio of their sum to the larger of the two:

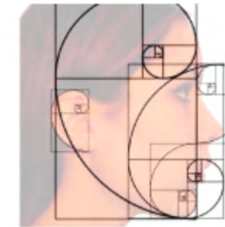
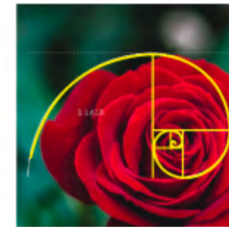
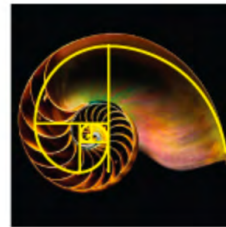


$$a:b=1:0.618$$

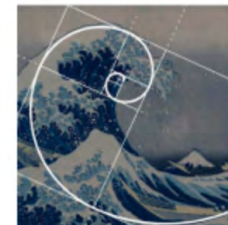
$$a:a+b=1:1.618$$

The golden ratio is widely found in nature and extensively applied in art, architecture, and design.

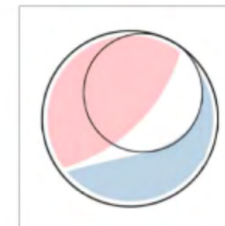
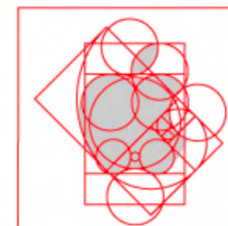
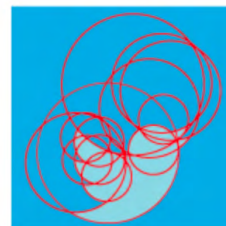
In Nature



In Art and Architecture

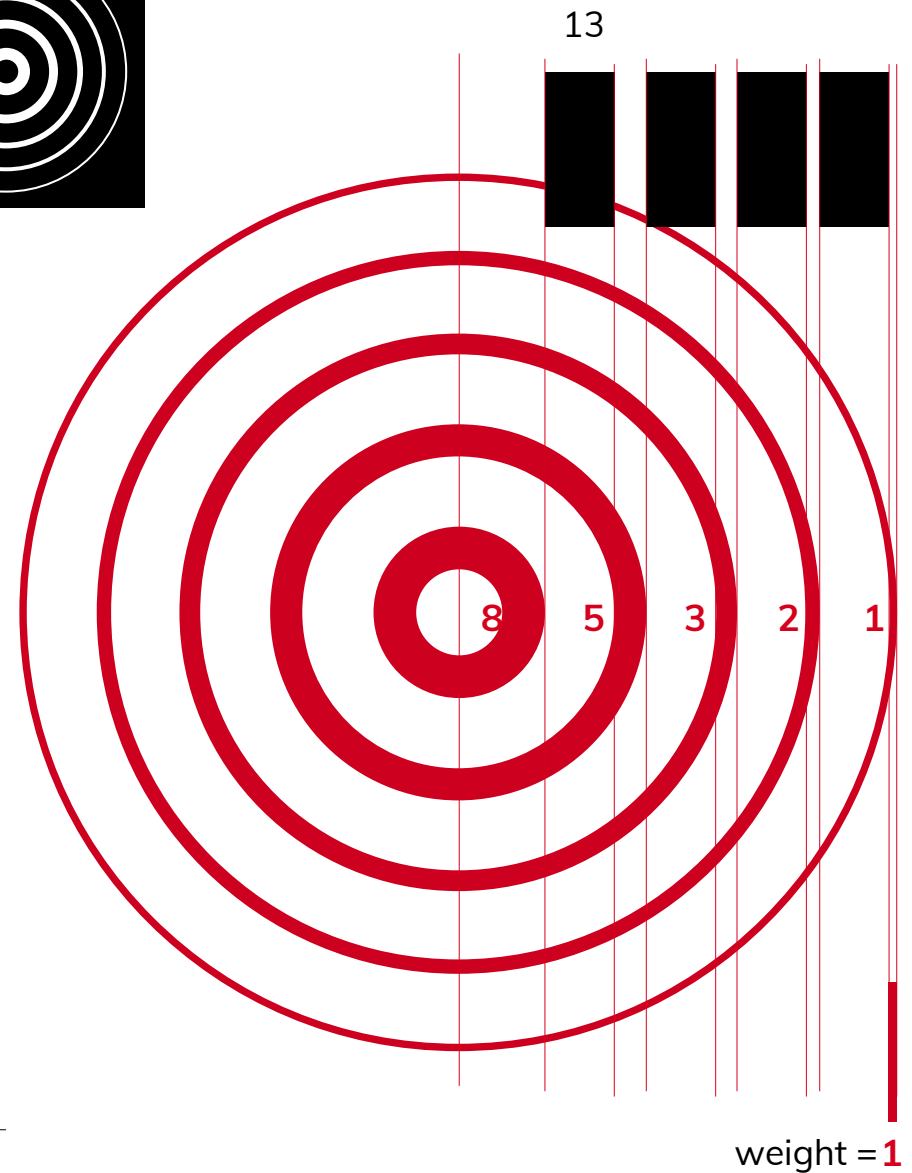
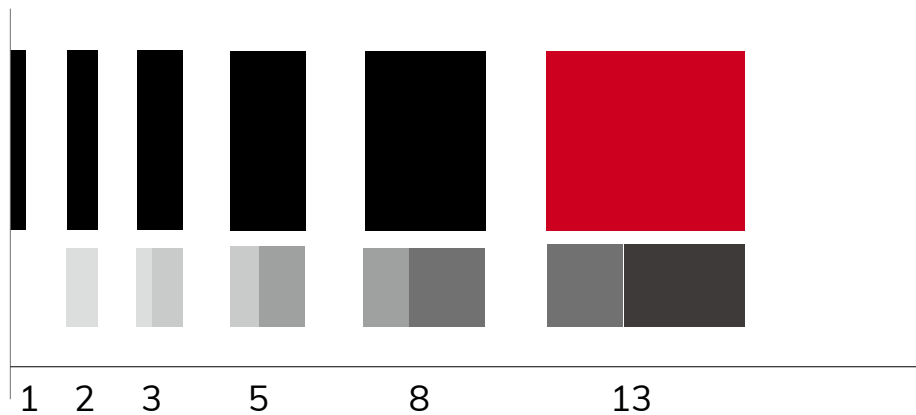
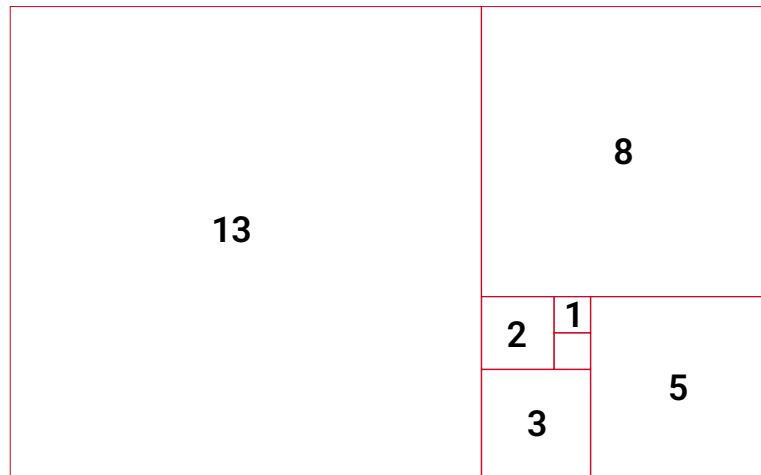
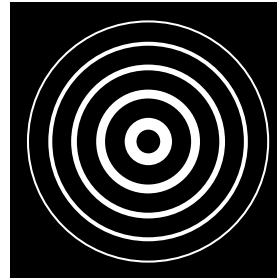


In Design



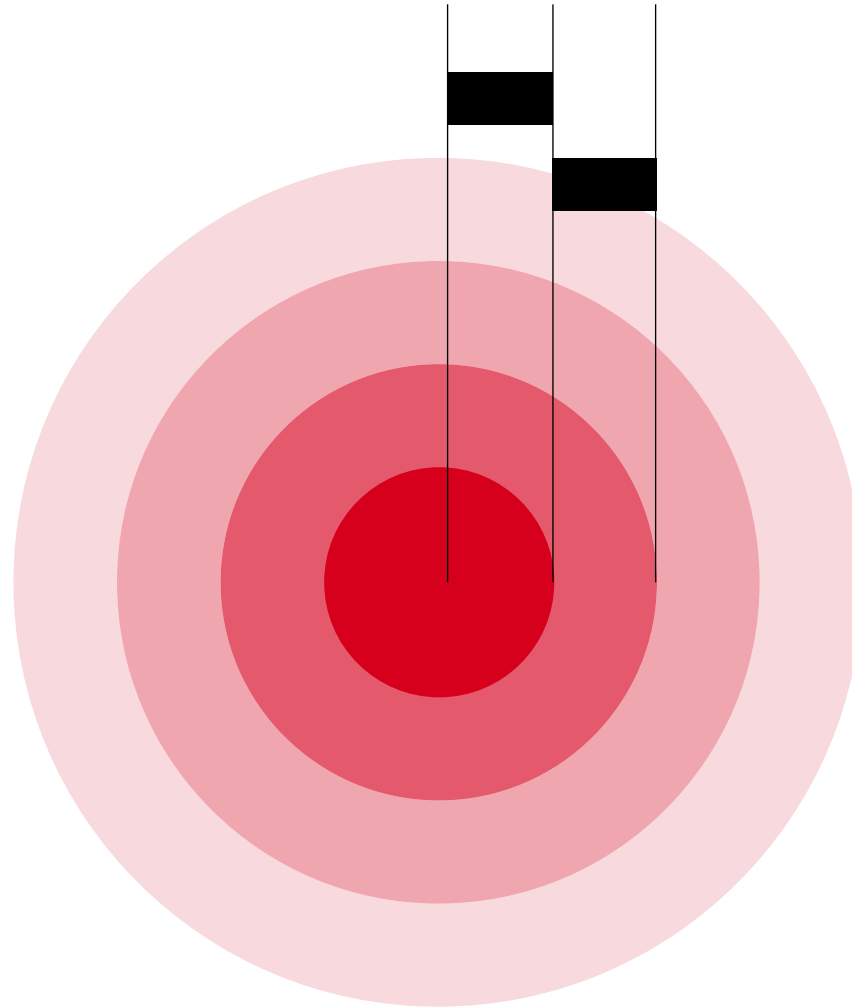
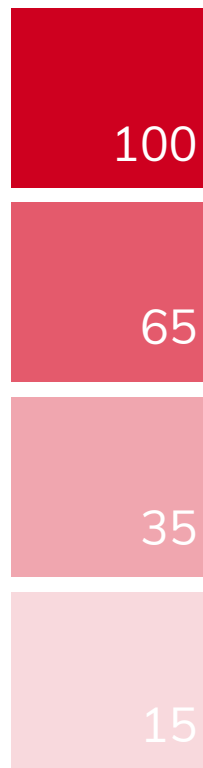
Form A - lines form

following the golden ratio, use variations in line weight(1,2,3,5,8) and keeping the same spacing(13)



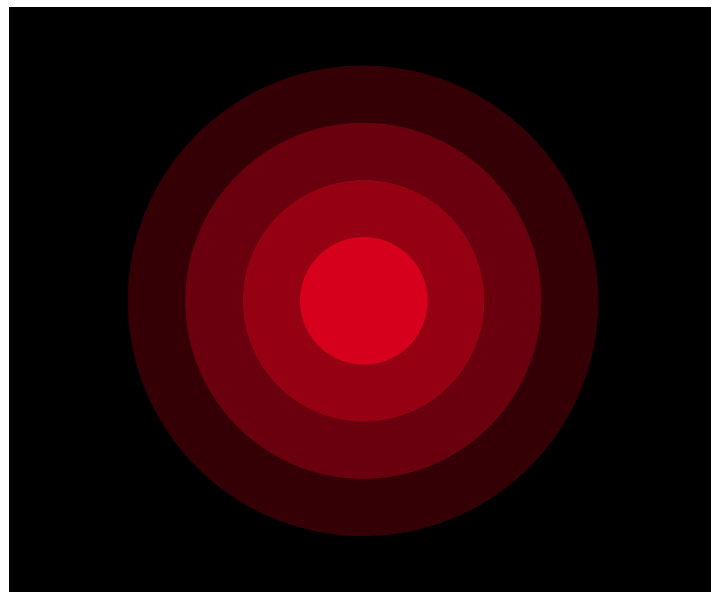
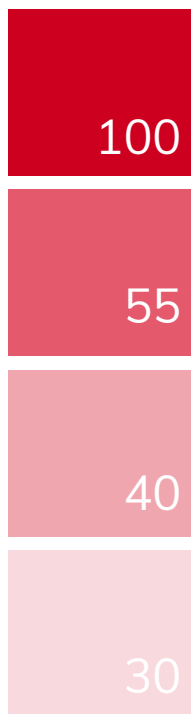
Form B - Gradient form

Following the golden ratio, use a four-step color gradient with equal spacing to create a supplemental graphic

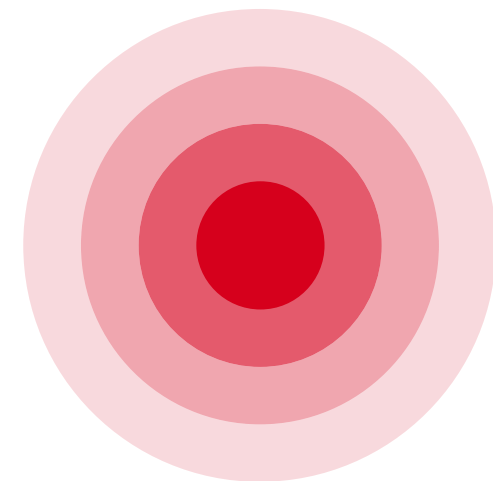
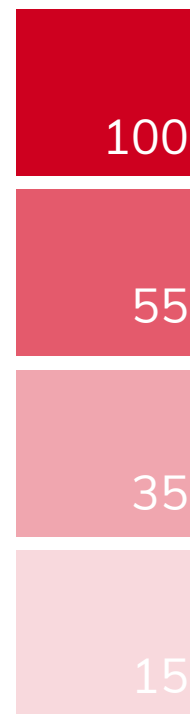


SUPPLEMENTAL GRAPHIC

To ensure visual consistency of gradient styles across black or white backgrounds, the color values of each layer need to be adjusted



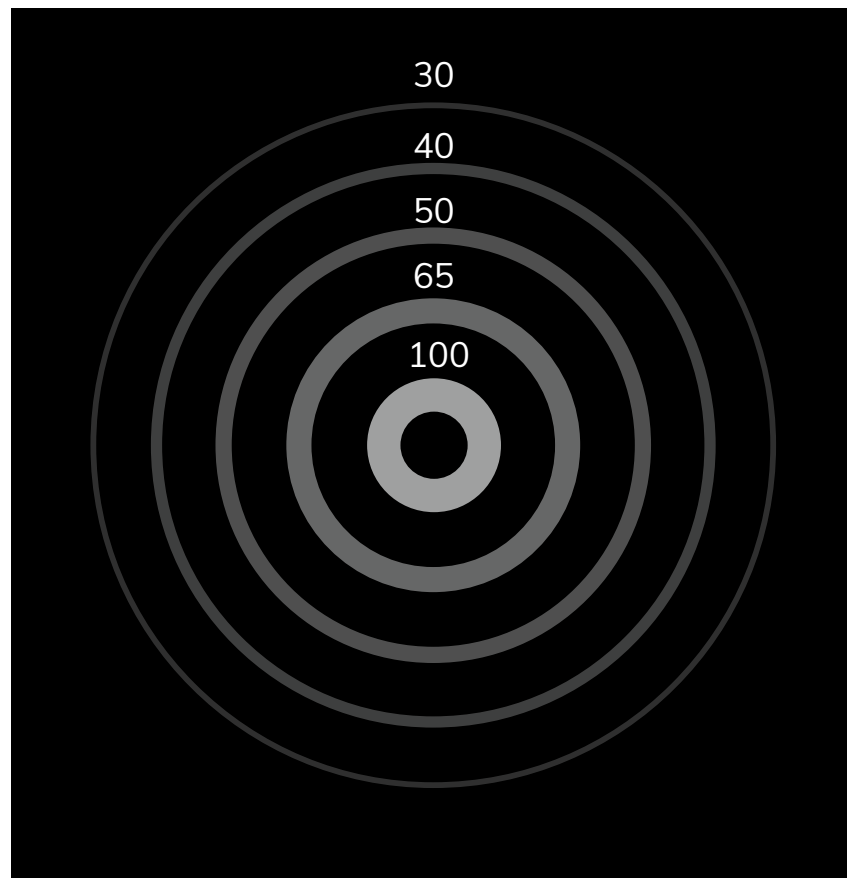
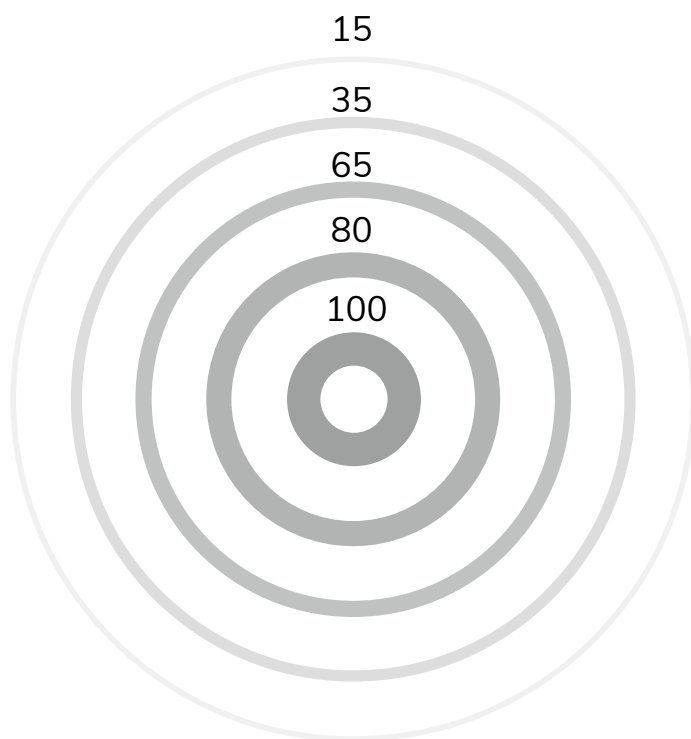
black



white

Form C - Gradient+lines form

Integrate gradients with changes in line weight



Visual balance of gradient/lines forms

With one fewer layer than the line style, the four-layer gradient should be proportionally adjusted to maintain visual balance when used together

