

Qi, Ki and Corporate Visual Guidelines

Guidelines to maintain
the integrity of our
visual brand and its
consistency in use.

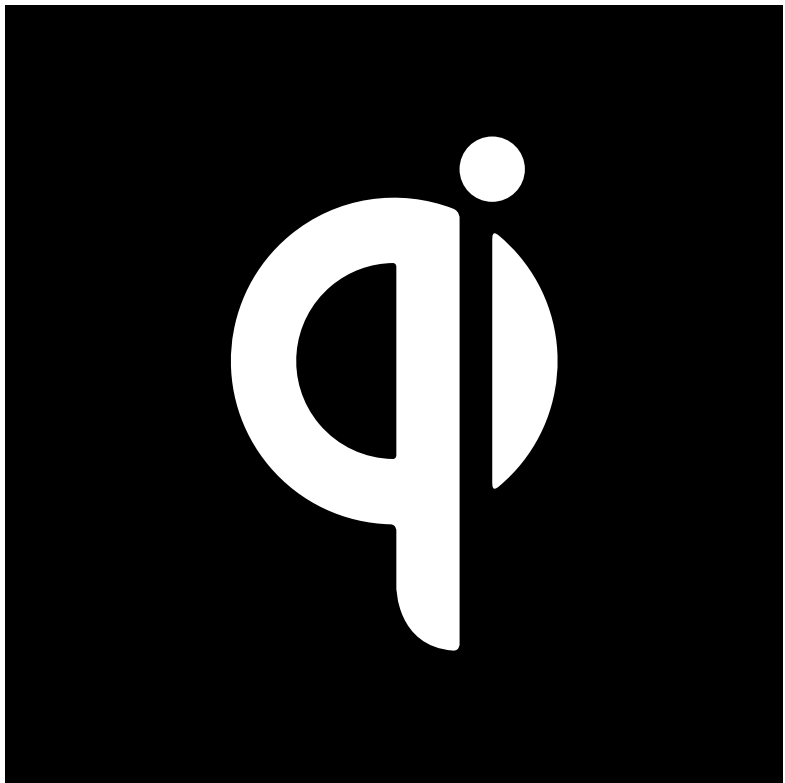
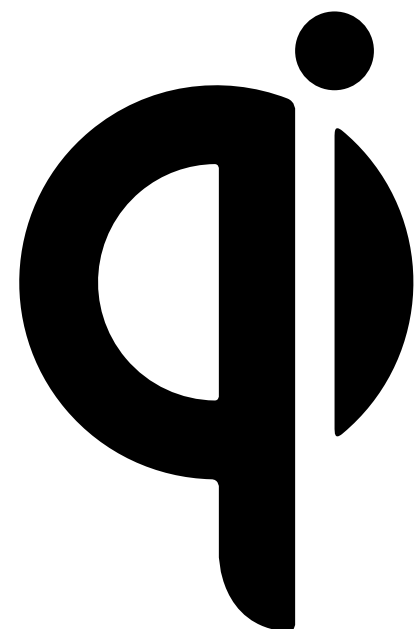
Brand Visual Direction

- Logo
- Colors
- Fonts
- Shapes & Backgrounds
- Quick Reference Guide

LOGO

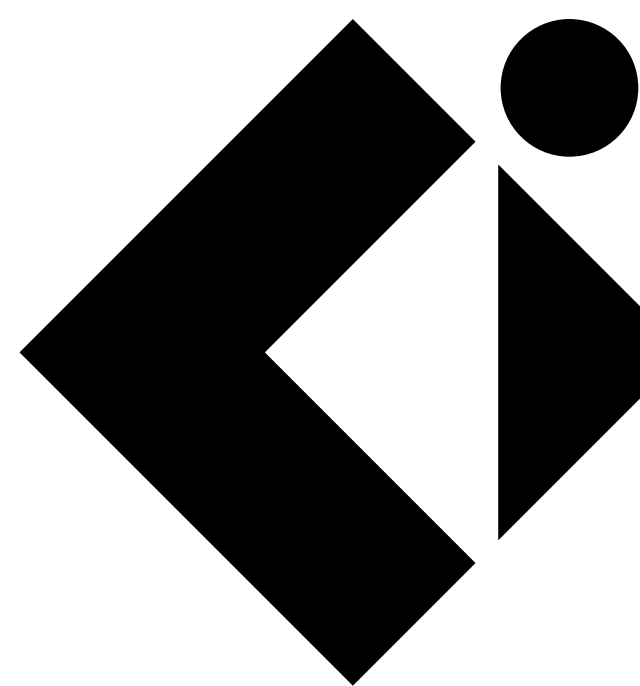
PRIMARY LOGOS

Qi Logos



PRIMARY LOGOS

Ki Logo



PRIMARY LOGOS

Wireless Power Consortium Corporate Logo

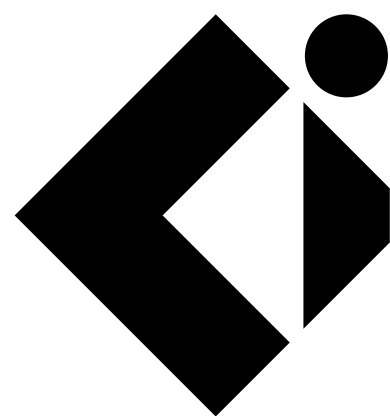
WIRELESS POWER

CONSORTIUM

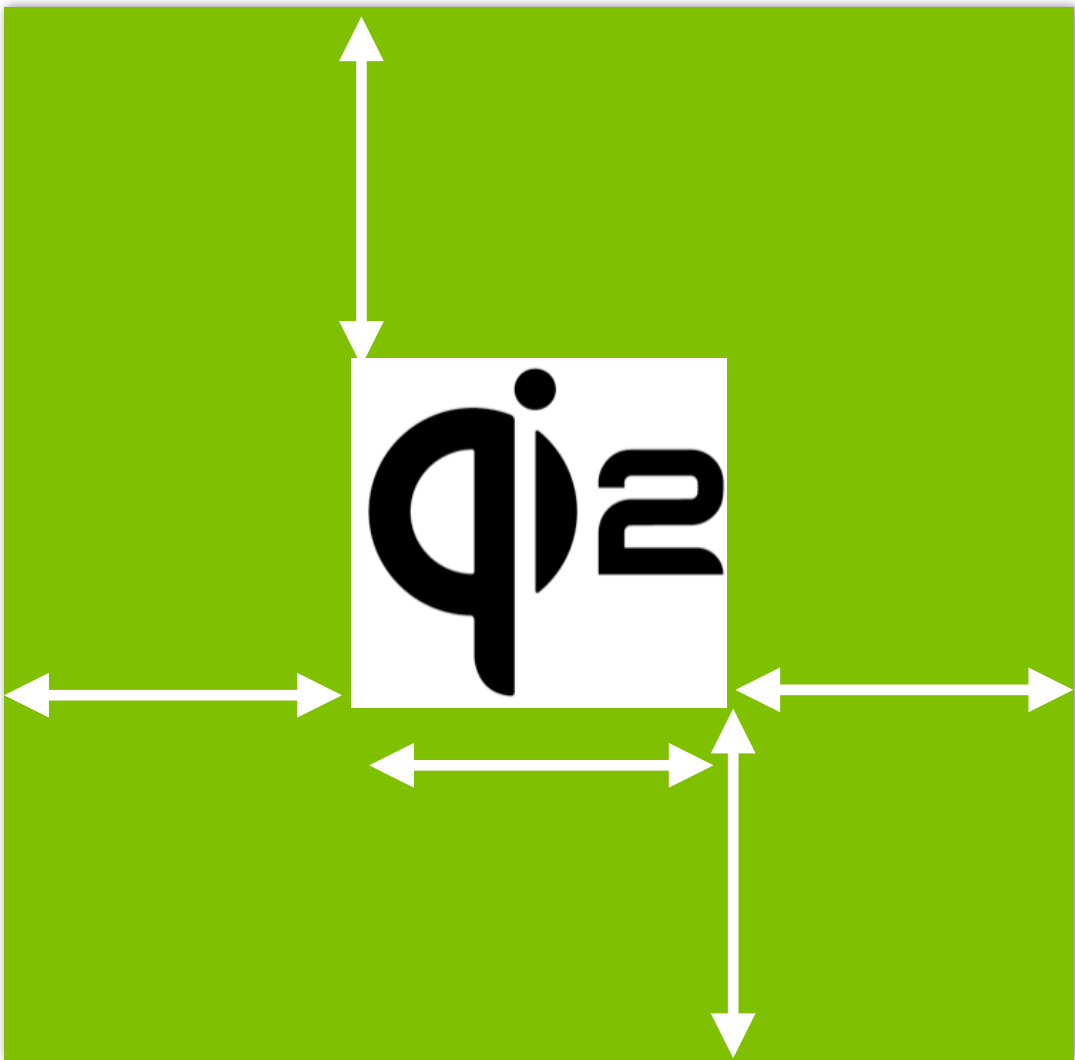
FREE SPACE

A clear zone equal to the width of the logo must be maintained around the logo

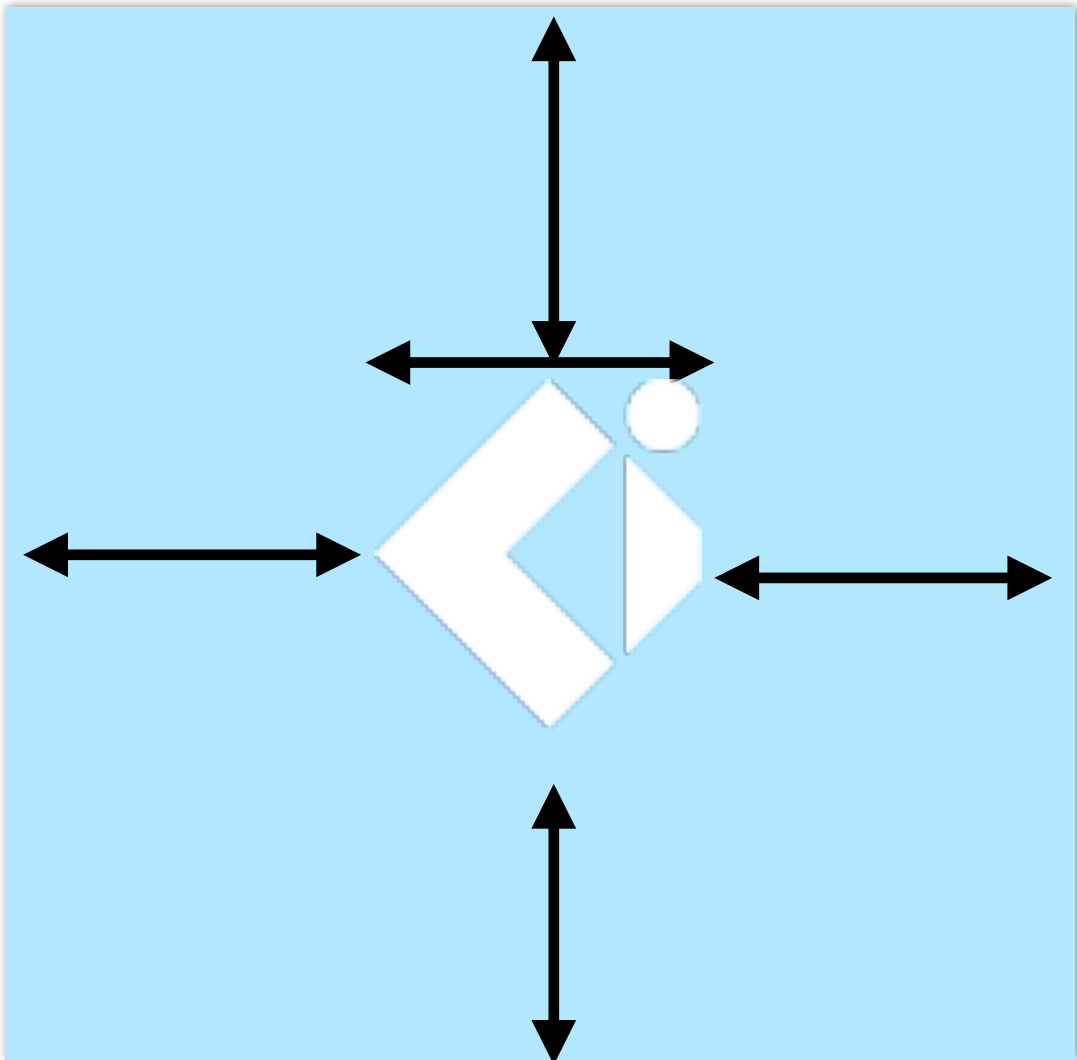
Note: For certain applications (e.g. product label, web navigation bar) free space may be tightened for specific purposes.



Qi free space



Ki free space



COLOR

COLOR



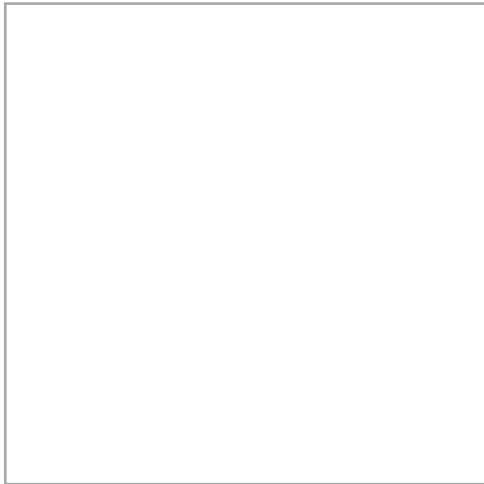
PRIMARY COLOR PALETTE



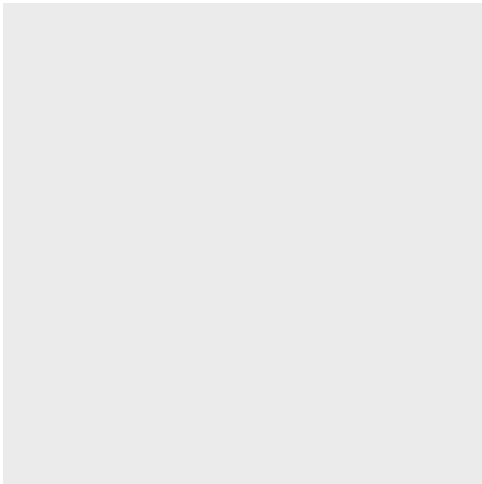
#7FC101



#000000



#FFFFFF



#EBEBEB



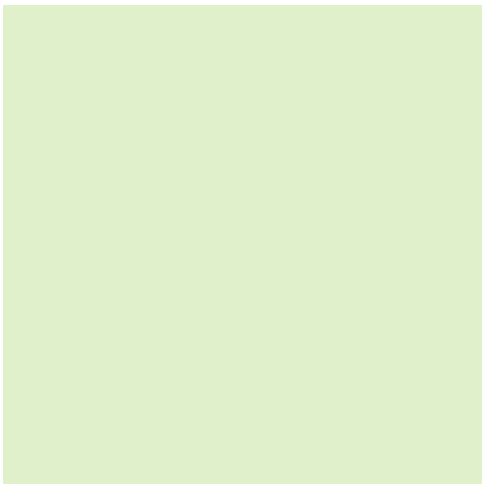
#70827B

QI HIGHLIGHT COLOR

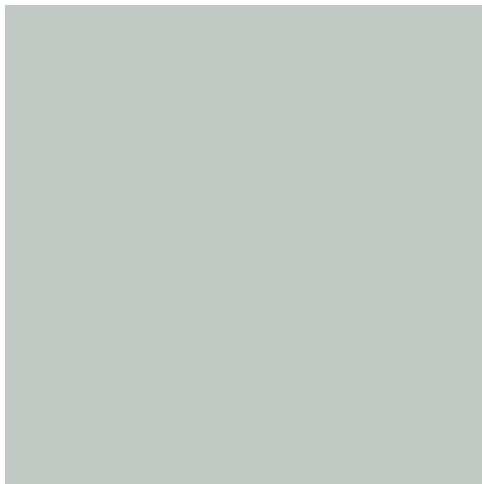


#FFD479

SECONDARY COLOR PALETTE



#E3F0CE



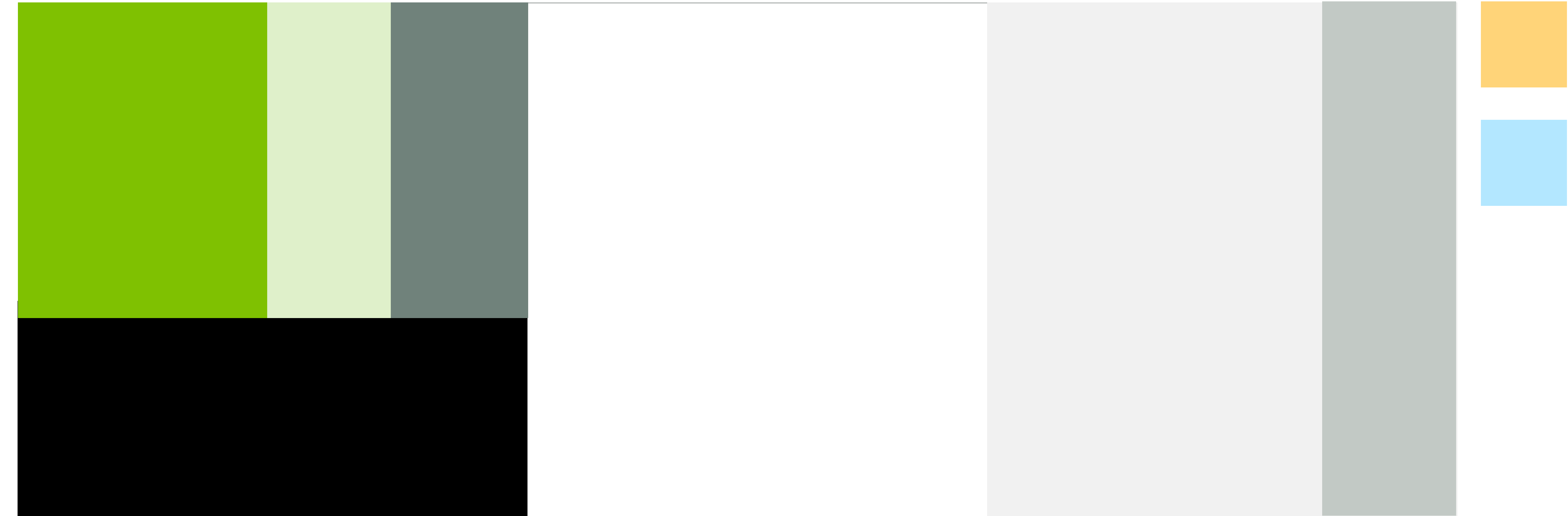
#C3C9C6

KI HIGHLIGHT COLOR

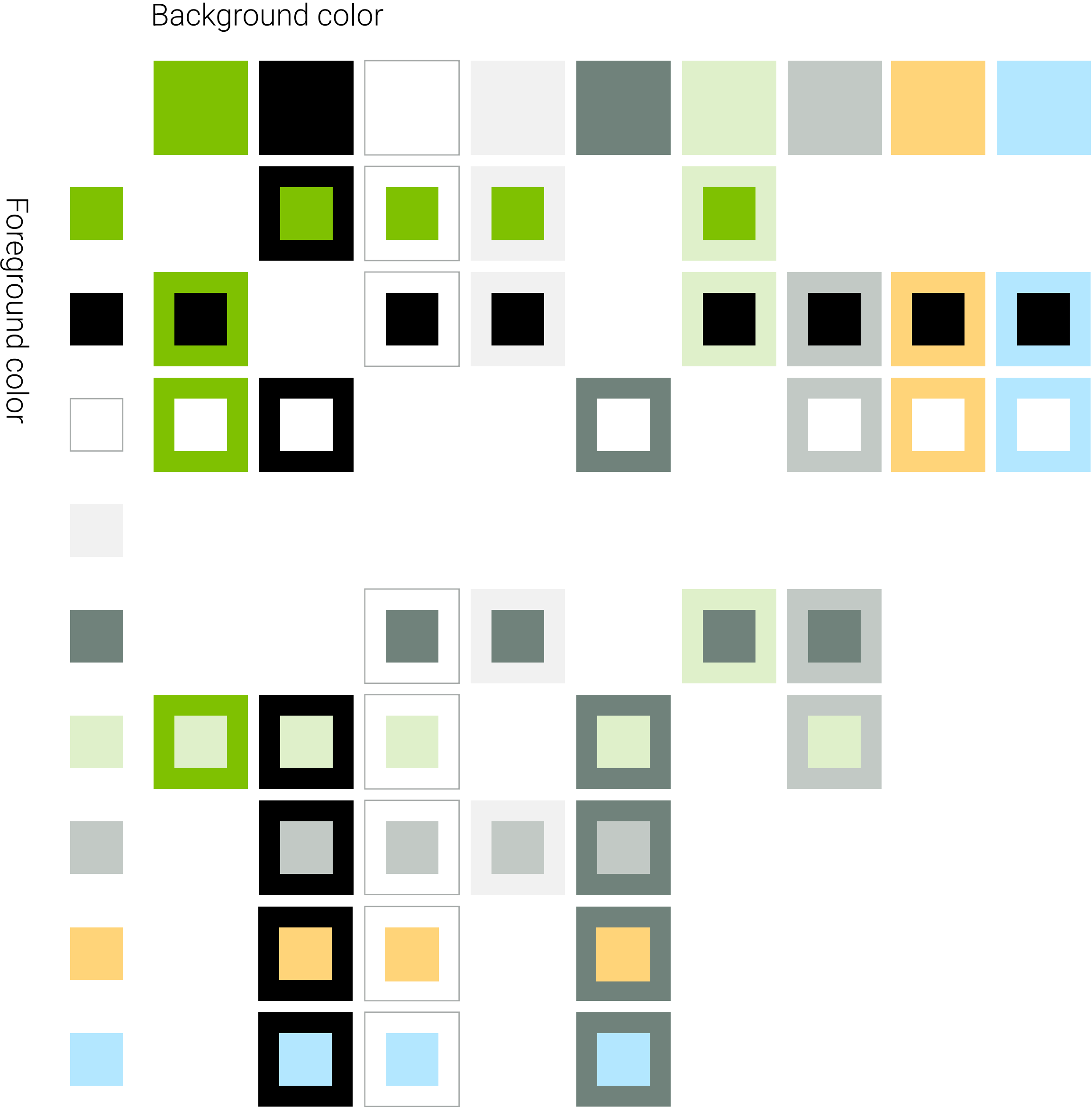


#BFE6FD

COLOR SPACIAL USE

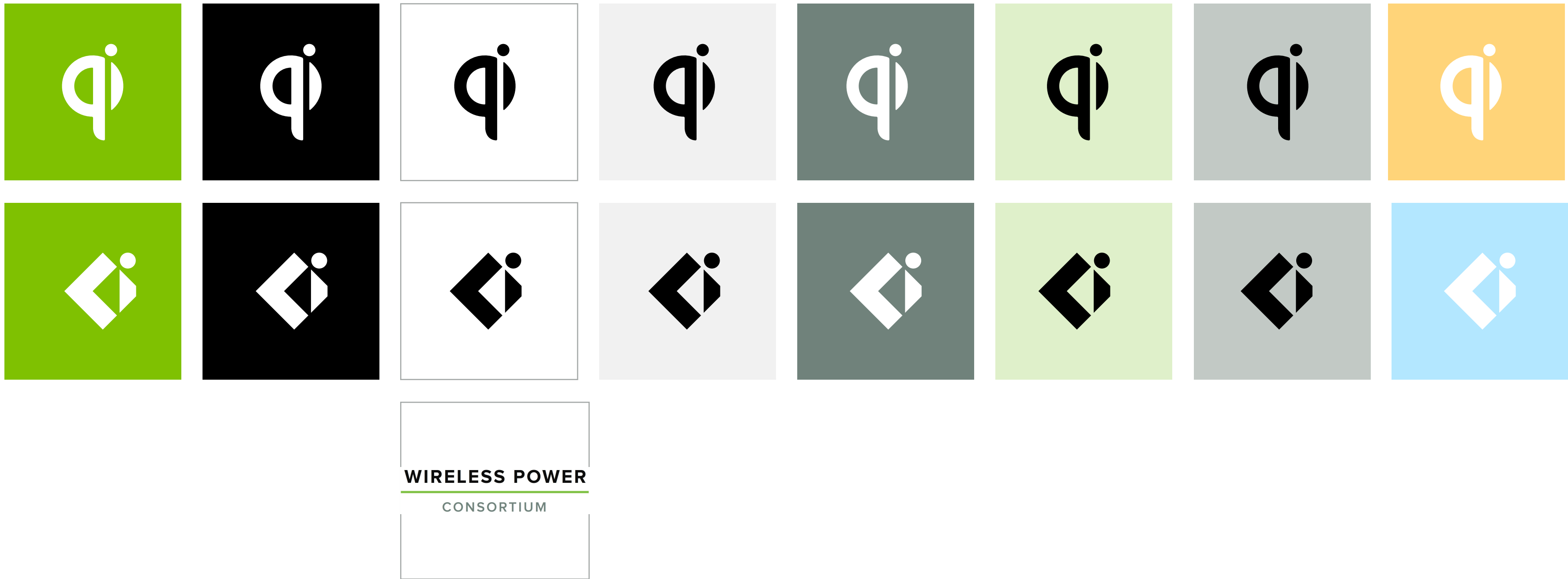


COLOR COMBINATIONS



LOGO ON COLOR

Preferred use



FONT

FONTS

Headlines and Sub-headlines

Proxima Nova

- **Bold**
- ***Bold Italic***
- ***Black Italic***

**ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ
123456789**

Bodycopy

Roboto

For Light backgrounds

- Lite
- *Lite Italic*

For Dark Backgrounds

- Regular
- *Italic*

ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ
123456789

Text Callout

Roboto Slab

- Regular
- **Bold**

**ABCDEFGH
IJKLMNOP
OPQRSTU
VWXYZ
123456789**

FONTS IN USE

Headlines and Subheadlines

*Short,
impactful
headline*

Head or
subhead with
more words in
it or a tighter
space

Bodycopy

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. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

Text Callout

“A testimonial, quote, or notable copy to catch an eye or communicate a point.”

- Name

FONTS IN USE

Visual example



Subhead with more words in it or a tighter space

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. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

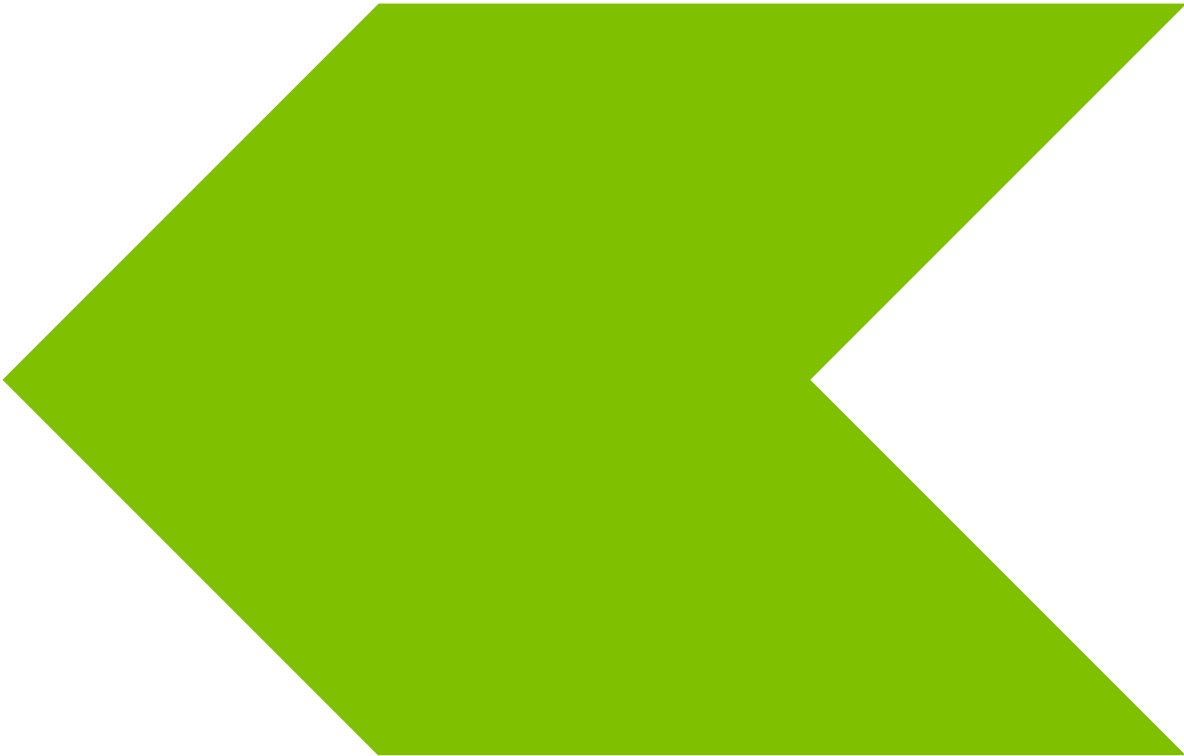
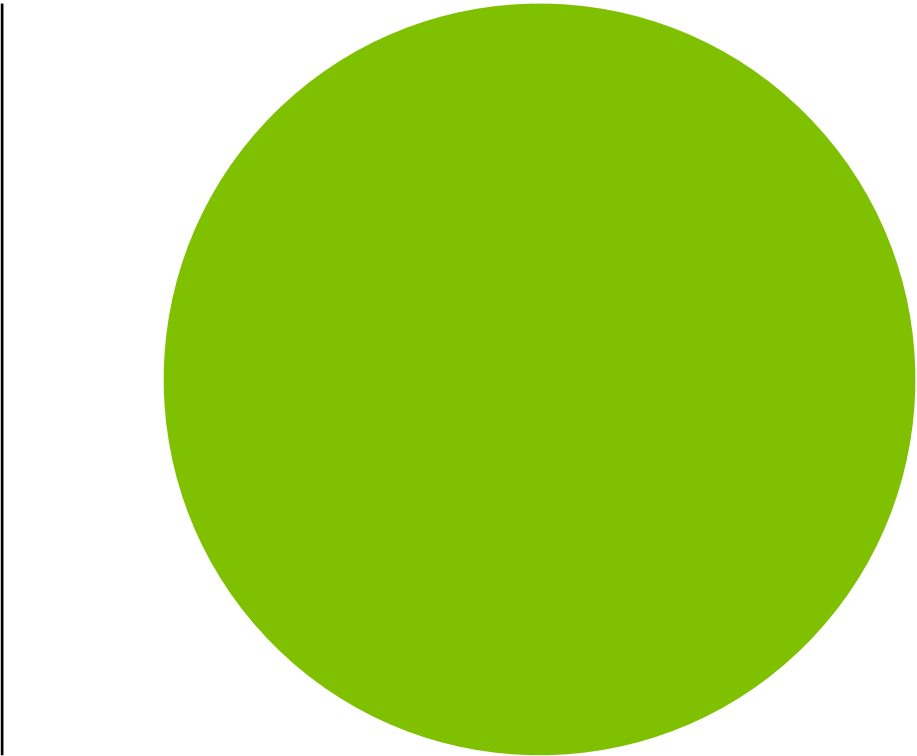
“A testimonial, quote, or notable copy to catch an eye or communicate a point.”

Sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

SHAPES & BACKGROUNDS

SHAPES & BACKGROUNDS

Graphic Shapes



SHAPES & BACKGROUNDS

Backgrounds

Examples

Note: % use of color can be adjusted for visual readability and nuance.



QUICK REFERENCE GUIDE

QUICK REFERENCE GUIDE

WPC Trademark Policy - Available [here](#).

WPC Logo Display Guidelines - Available [here](#).

WPC Logo Files

[Qi Logos](#)

[Qi2 Logos](#)

[Qi2 Ready Logos](#)

[Qi2 25W Logos](#)

[Qi2 Ready 25W Logos](#)

[Ki Logos](#)

THANK YOU

For questions please contact:

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- Marketing Director
- paul.golden@wirelesspowerconsortium.com