QNAP®

Brand Logo Guidelines

QNAP Brand Visual Identity Design Standards
and Usage Specifications

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Logo as brand image

QNAP is an abbreviation of Quality Network Appliance Provider. We are dedicated to software application development and hardware design optimization and have our own production lines to provide comprehensive and advanced technology solutions.

QNAP focuses on storage, network communication and smart video product innovation, and provides Cloud NAS solutions to build new technology ecosystems through software subscription and diversified service channels. In the QNAP enterprise blueprint, NAS is not a mere conventional storage device anymore. Combined with various R&D innovations in cloud-based network architecture, NAS helps customers efficiently implement AI analytics, edge computing and information integration to create greater value.

Design concept

Breakthrough and innovation

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Red is symbolic of the driving force for continuous progress and the fuel for advancement. A glimpse of red stroke in a calm blue context symbolizes QNAP's unconventional approach to the current situation and innovation, and the possibility of creating the future only by thinking outside of the box.

The logo is a two-color combination of blue and red. The blue color symbolizes professionalism, quality and stability, while the red color represents enthusiasm, confidence and authority, and the "Q" in the logo symbolizes vitality and creativity.

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Logo form and usage scenario

QNAP logo has two forms: frameless and framed. Both forms must comply with the logo usage specifications.

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Logo without background frame is preferred:

1. On a simple and clean background

2. For visual balance when juxtaposing horizontally with a partner logo

3. For use in a limited space

Logo with background frame is preferred:

1. On a complex background

2. For visual balance when juxtaposing with square-shaped logo of a partner

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Use of color

Different media and materials may cause color differences.
To ensure consistent and accurate color presentation, there are fixed color ratios or specified color palette numbers for both print and online multimedia color applications. Please pay attention to the color accuracy.

When to use secondary colors

In the use of colors, the main consideration is the original color of the logo, with blue conveying stability and purity and red showing affection and liveliness, and the secondary colors are derived from red and blue.

Main color

CMYK: 100, 94, 28, 0
HEX: #0c2e82
RGB: 12, 46, 130
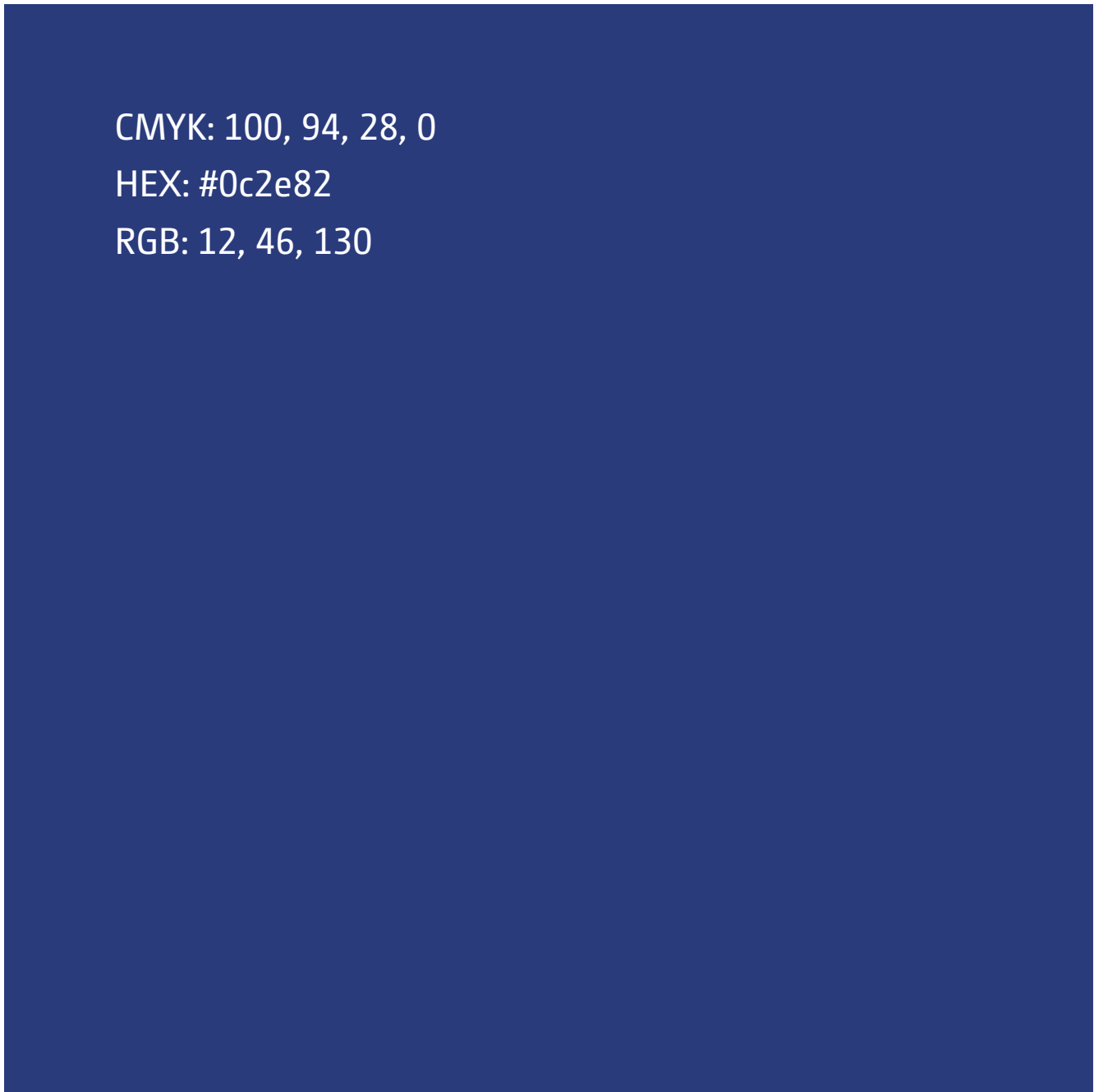
Secondary color

CMYK: 0, 0, 0, 100
HEX: #000000
RGB: 0, 0, 0

CMYK: 0, 0, 0, 80
HEX: #595757
RGB: 89, 87, 87

CMYK: 3, 2, 2, 0
HEX: #f4f4f4
RGB: 244, 244, 244

CMYK: 0, 0, 0, 0
HEX: #ffffff
RGB: 255, 255, 255

CMYK: 96, 90, 54, 28
HEX: #1a2c4c
RGB: 26, 44, 76

CMYK: 94, 85, 38, 4
HEX: #263f72
RGB: 38, 63, 114

CMYK: 81, 61, 10, 0
HEX: #3d66ad
RGB: 61, 102, 173

CMYK: 11, 95, 98, 0
HEX: #e61f17
RGB: 230, 31, 23

CMYK: 20, 80, 60, 0
HEX: #d55454
RGB: 213, 84, 84

*Color schemes are for reference, the actual use could be more flexible

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Specifications related to copywriting

If you intend to write copywriting or marketing materials for QNAP or its related products, adhere to the following specifications.

・QNAP should be in uppercase.

・"Q", "T", and "S" in QTS, QuTS hero, and QuTScloud should be in uppercase.

・"QuTScloud" is one word.

・QNAP package names in two words should be separated by a space, with the first letter of each word in uppercase. For example, Virtualization Station, Container Station, Music Station and Video Station.

・Do not write any copywriting materials that might damage the QNAP brand and products.

Copyright Statement

When using QNAP logo, indicate the copyright - "QNAP logo is a QNAP trademark registered in Taiwan and other regions."

Logo use and safe distance

To make the logo clearly recognizable and present a distinct impression in all situations, it is important to maintain logo clarity.

Therefore, it is necessary to leave sufficient clear space around the logo, and in the clear space, there should be no text or complicated colors or images that interfere with the presentation of the logo.

Non-usable space

When placing the logo, at least 1X height between the logo and its surroundings should be left empty.
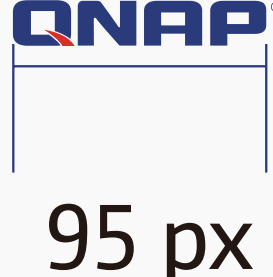

Minimum size

In printing, the minimum size of the logo shall not be less than 10 mm wide, and in screen display, the width shall not be less than 95 pixels.

Minimum printing size   Minimum screen display

10 mm   95 px

Color specification

Logo color schemes

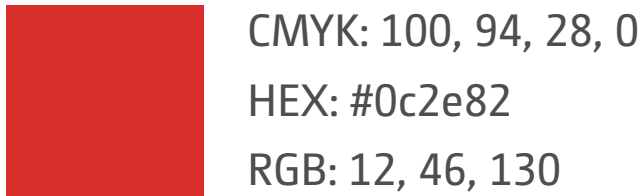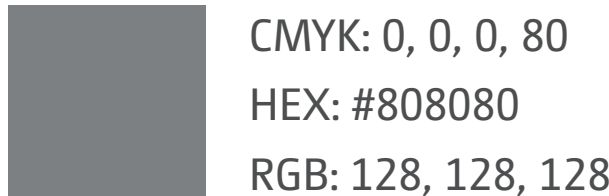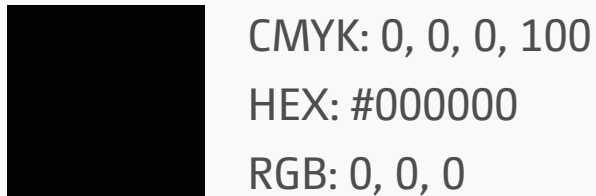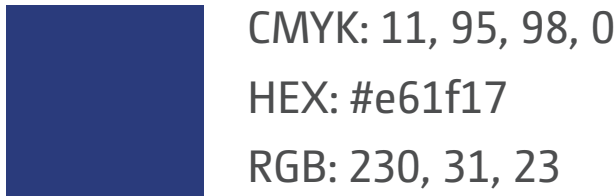QNAP logo can have four different color variations depending on the usage context.

Standard color type

The standard color type is the main color variation of the logo, and it is the most commonly used form on white or light backgrounds.

Monochrome application type

The logo can be presented in a monochrome application form when the hues are too close, or the colors are complex or the background color is dark.

It can also be used in 3D production or silver stamping, gold stamping, or other special varnish printing processes to highlight the logo.

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CMYK: 11, 95, 98, 0
HEX: #e61f17
RGB: 230, 31, 23

CMYK: 100, 94, 28, 0
HEX: #0c2e82
RGB: 12, 46, 130

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CMYK: 0, 0, 0, 100
HEX: #000000
RGB: 0, 0, 0

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CMYK: 0, 0, 0, 80
HEX: #808080
RGB: 128, 128, 128

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CMYK: 0, 0, 0, 0
HEX: #ffffff
RGB: 255, 255, 255

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Background color usage specifications

For the logo to stand out in any environment and be recognized, the background color and the logo must follow the sample usage specifications to maintain contrast and clarity between the background and the logo.

Examples of incorrect use

For the logo to present a consistent visual image under any condition, the shape and curvature of the logo are clearly defined and cannot be changed arbitrarily under any condition. To prevent distortion, the logo shape is precisely specified here to show the interrelationship of the elements and to establish the standard shape of the logo.

A
B Background color of the logo must conform to the correct specification, and the use of colors that are difficult to identify and affect recognition should be avoided.
C

D Do not add borders, shadows, or glows that would affect logo recognition.

E Do not change the designated color of the logo.

F Do not tilt, flip, or deform the logo.

A

B

C

D

E

F

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Identity and usage

For the logo to stand out in any environment and be recognized, the background color and the logo must follow the sample usage specifications and must be kept at a safe distance from surrounding objects and borders. The goal is to maintain the contrast and clarity of the background and corporate identity.

Logo and QR CODE combined usage specifications

For the logo to be clearly identifiable, the QR code display must comply with the following dimensional specifications.

1X

1X

Minimum size

When printing, the minimum size of the logo and QR CODE combination shall not be less than 15 mm wide, and in screen display, the width shall not be less than 125 pixels.
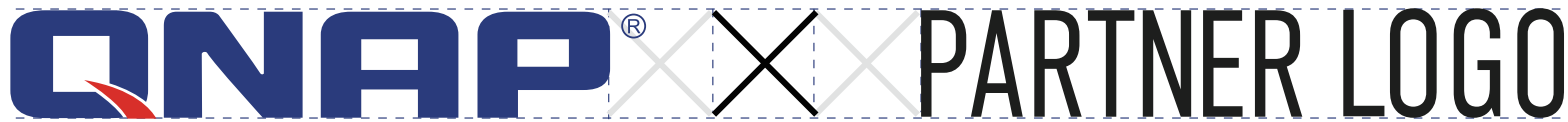
Minimum printing size

Minimum screen display

15 mm

125 px

Partners Logo Specifications

For those who want to display a partner logo next to the QNAP logo, we have provided examples where there should be enough space and distance between the two logos to clearly distinguish them.
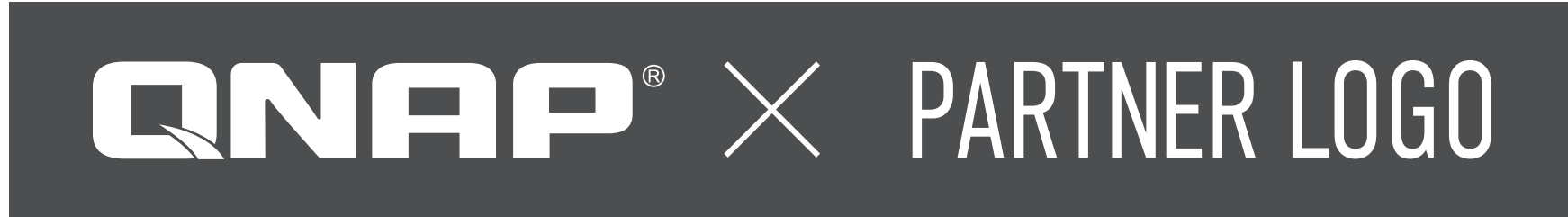
Horizontal

QNAP® ⊠ PARTNER LOGO

Horizontal monochrome-On bright background

QNAP® ✕ PARTNER LOGO

Horizontal monochrome-On dark background

QNAP® ✕ PARTNER LOGO

Vertical

QNAP®
✕
PARTNER LOGO

Vertical monochrome-On bright background

QNAP®
✕
PARTNER LOGO

Vertical monochrome-On dark background

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✕
PARTNER LOGO

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Examples of Incorrect Partner Logo Usage

For the QNAP logo to appear visually balanced when placed together with the partner logo, adhere to partner usage specifications. Avoid the following situations:

A Do not change the symbol that links the logos.

B Do not break the visual balance between the logos.

C Use a logo form that is similar to the partner's logo.

D Keep the specified distance between the logos.

E Do not change the position of the link symbol.

F Do not place the partner log on a background with obscure contrast.

Thank you.

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