



STYLE GUIDE 2016

**THIS STYLE GUIDE IS A SET OF
RULES THAT EXPLAINS HOW OUR
BRAND WORKS. THIS MANUAL
INCLUDES INFORMATION ABOUT:**



1. ABOUT INSIDE QUEST
2. THE LOGO
3. COLOR
4. TYPOGRAPHY
5. POST PRODUCTION / MEDIA
6. APPAREL & PROMO ITEMS
7. COPYRIGHT NOTICE



INSIDE **IQ** QUEST
TOM BILYEU

1.01

**Never be afraid
to change
course.**

- Tom Bilyeu -

ABOUT INSIDE QUEST

THE SHOW

Hosted by Tom Bilyeu, President and Co-Founder of Quest Nutrition, Inside Quest (IQ) is a lot like TED Talks meets the Tim Ferriss Podcast, with a hint of Charlie Rose. IQ is more intimate than a traditional talk show format, allowing guests time to tell their story and give the audience keys to success.

**Stupid doesn't
exist.**

- Carol Dweck -

1.02

SHOW VALUES

IQ investigates people who have achieved success and breaks down how they achieved it. Humans have infinitely potential and IQ shows viewers how to unlock theirs. Following each of our one-on-one episodes is a follow-up segment called “Inside Questions,” where Tom’s interview with our guest continues as they field questions from the live studio audience.



**The day before
something is a
breakthrough, it's a
crazy idea.**

- Peter Diamandis -



THE LOGO

2.01

NEW LOGO

2.02

LOGO VERSIONS

2.01

MAIN LOGO

THE LOGO

A

As a general rule, third parties may not use the Inside Quest logo ("logo"). On this page are the limited circumstances under which third parties may use the Inside Quest logo. The logo must always be used pursuant to the specifications on this page to identify Inside Quest. Any use that falls outside of these specifications is strictly prohibited.



B



A

Logo on white background

B

Logo on blue background

WHAT IS A LOGOTYPE?

A logotype refers to words or the name of a business that is designed in a special way. Examples include Pinterest, eBay, Yahoo, Coca-Cola or Google.

2.02

PRIMARY LOGO

For a more formal way to express
Inside Quest's brand values through text.

Used for print, media, and stationery.

LOGO VERSIONS



1



2



3

PRINT

1



2



3



SECONDARY LOGO

For everyday items that symbolize
Inside Quest brand values.

WEB

1



2



3



WEBSITE LOGO

This is a streamlined version of the logo for use on InsideQuest.com only.



1



2



3

2.03

WHAT NOT TO DO

INSIDE  QUEST
WITH TOM BILYEU

DO NOT CHANGE THE FONT

INSIDE  QUEST
WITH TOM BILYEU

DO NOT MAKE LOGO IN A
DIFFERENT COLOR

INSIDE  QUEST
WITH TOM BILYEU

DO NOT ROTATE LOGO

INSIDE  QUEST
WITH TOM BILYEU

DO NOT CHANGE THE SIZE
RELATIONSHIP

INSIDE  QUEST
WITH TOM BILYEU

DO NOT STRETCH THE LOGO

INSIDE  QUEST
WITH TOM BILYEU

DO NOT COMPRESS THE LOGO

3

COLOR

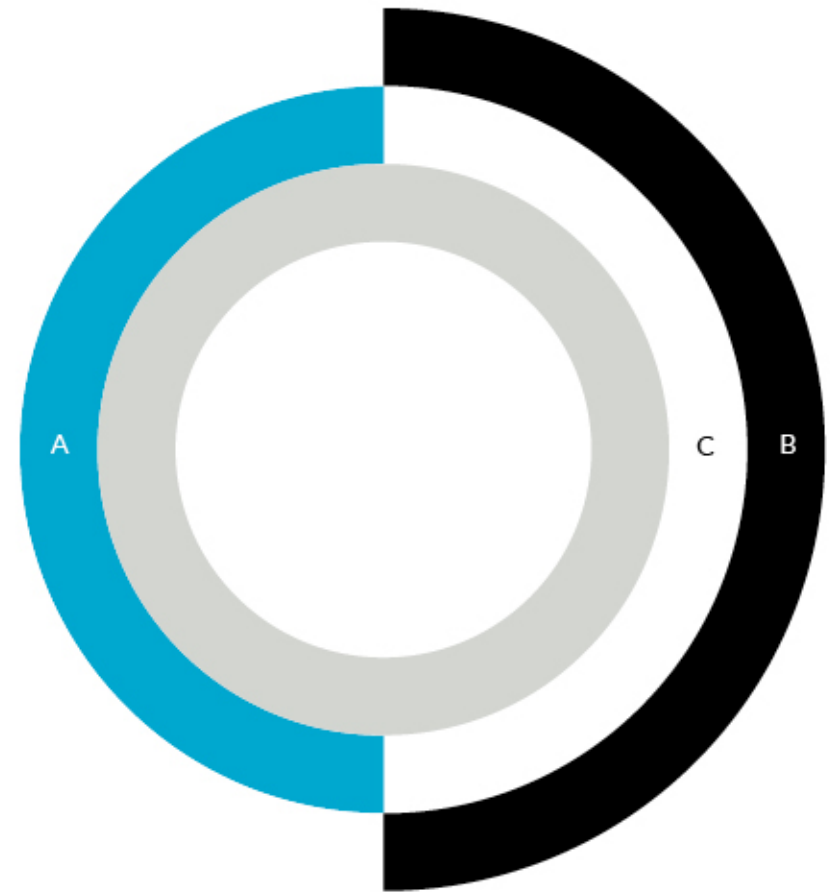
- 3.01 COLOR WHEEL
- 3.02 COLOR PALETTE
- 3.03 COLOR CONTEXT

3.01

COLOR WHEEL

**You get more of
what you feed
through focus.**

- Tom Bilyeu -



3.02

COLOR PALETTE



PRIMARY

CMYK
C 76 / M 22 / Y 7 / K 0

RGB
R 26 / G 157 / B 205

WEB
#1A9DCD

PANTONE
Pantone 312c



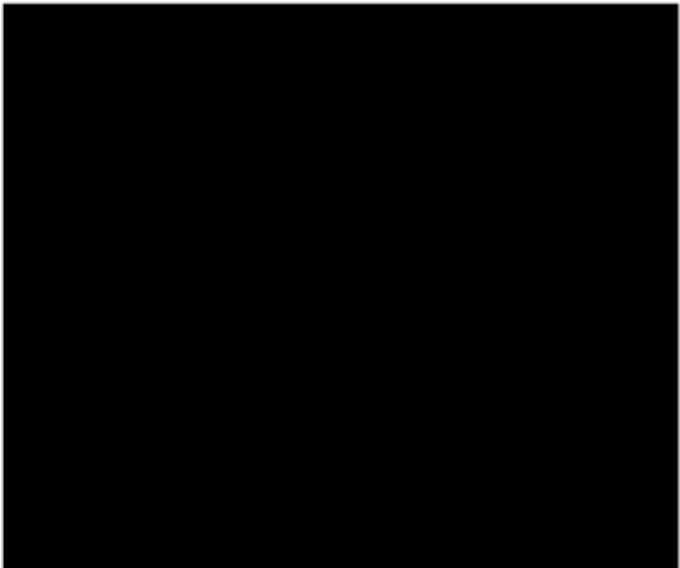
DARK

CMYK
C 75 / M 68 / Y 67 / K 90

RGB
R 0 / G 0 / B 0

WEB
#000000

PANTONE
Pantone Black 6c



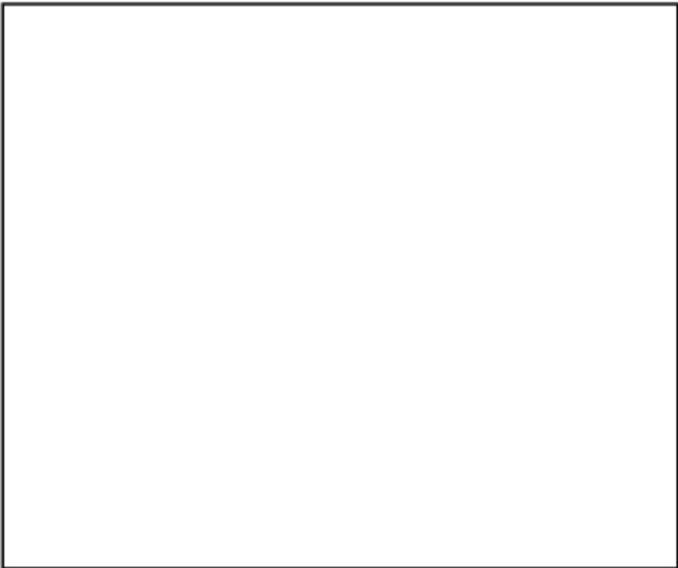
LIGHT

CMYK
C 0 / M 0 / Y 0 / K 0

RGB
R 255 / G 255 / B 255

WEB
#FFFFFF

PANTONE
Pantone White



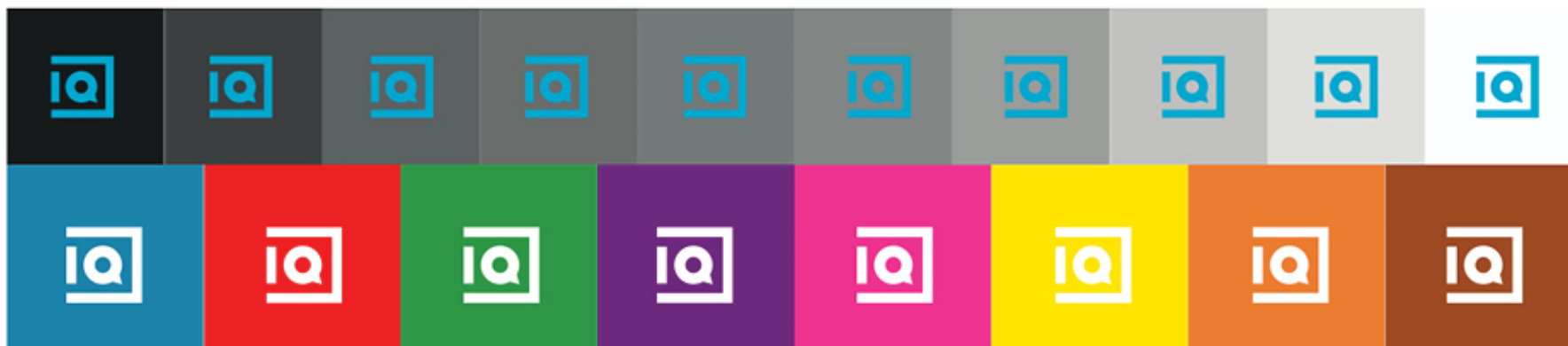
3.03

COLOR CONTEXT

COLOR

Here is a guide how to use our logo in different color ways.

When used on gray scale, logo will be Pantone 312C. When used on RGB or CMYK hues, the logo will remain white.



Motivation needs action.

- Tom Bilyeu -



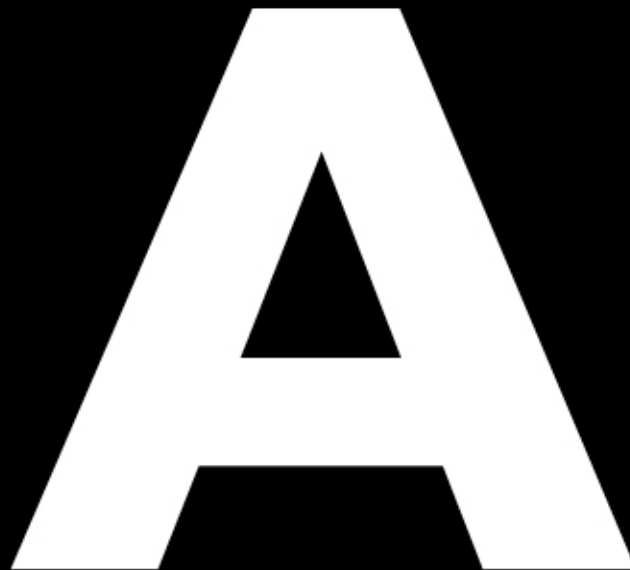
**If you're
not failing,
you'll never win.**

- Rainn Wilson -

4

TYPOGRAPHY

- 4.01 TYPE CONTEXT
- 4.02 MONTERRAT BLACK
- 4.03 MONTERRAT REGULAR
- 4.04 HIERARCHY
- 4.05 ICONOGRAPHY



TYPOGRAPHY?

Typography is the visual component of the written word.

A text is a sequence of words. A text stays the same no matter how it's rendered. Consider the sentence "I like pizza." I can print that text on a piece of paper, or read it aloud, or save it in a file on my laptop. It'll be the same text, just rendered different ways—visually, audibly, digitally.

But when "I like pizza" is printed, typography gets involved. All visually displayed text involves typography—whether it's on paper, a computer screen, or a billboard.

Don't infer from the highway-sign example that typography is another word for font. Fonts are part of typography, but typography goes beyond fonts.

Montserrat/ttf
Letters/540 pt

PRIMARY TYPEFACE

Montserrat is a New Libre Sans text typeface for the web. Inspired by the signage found in a historical neighborhood of Buenos Aires!

The Montserrat Black has the weight that shows authority in a playful way, perfect to catch the attention of its viewers without steering them away.

**A B C D E F G H I J K L N
P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0**

FONT INFO

Created by Julieta Ulanovsky

TYPEFACE AVAILABILITY

Montserrat will be supplied with final files.

SECONDARY TYPEFACE

For great readability, the lighter weight Montserrat Regular is suitable for showcasing information, easy on the eyes of its audience.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

FONT INFO

Created by Julieta Ulanovsky

TYPEFACE AVAILABILITY

Montserrat will be supplied with final files.

HIERARCHY

If all type was the same size, then it would be difficult to know which was the most important information on the page. In order to guide the reader, then, headings are usually large, sub-headings are smaller, and body type is smaller still.

Size is not the only way to define hierarchy – it can also be achieved with colour, spacing and weight.

LEADING

For legible body text that's comfortable to read, a general rule is that your leading value should be greater than the font size; from 1.25 to 1.5 times

TRACKING

The space between letters in a block of text. In CSS this is defined with the letter-spacing property

WIDOWS & ORPHANS

A single word at the end of a column is a widow and if it's at the top of a new column it's an orphan. They look bad and can be hard to read.

Montserrat

black

Montserrat

bold

Montserrat

regular

4.05

ICONOGRAPHY

WHAT IS A PICTOGRAPH

Pictography is a form of writing which uses representational, pictorial drawings, similarly to cuneiform and, to some extent, hieroglyphic writing, which also uses drawings as phonetic letters or determinative rhymes. In certain modern use, pictograms participate to a formal language (e.g. Hazards pictograms).

Pictographs can often transcend languages in that they can communicate to speakers of a number of tongues and language families equally effectively, even if the languages and cultures are completely different. This is why road signs and similar pictographic material are often applied as global standards expected to be understood by nearly all.



**Cultivate a
Champion's
mindset.**

- Lewis Howes -

5

POST PRODUCTION / MEDIA

- 5.01 KEY ART
- 5.02 THUMBNAIL GUIDELINES
- 5.03 LOGO PLACEMENT
- 5.04 HERO IMAGE
- 5.05 EPISODE TITLE
- 5.06 ALTERNATE EPISODE TITLE
- 5.07 IQ STUDIO GUEST WALL
- 5.08 POWER UP
- 5.09 LOGO
- 5.10 HOST NAME
- 5.11 TOM'S VLOG
- 5.12 FRAME PLACEMENT
- 5.13 TOM'S PLACEMENT
- 5.14 VLOG TITLE
- 5.15 IG LOGO

5.01

KEY ART

TOM & GUEST

Key art is the main element and scheme which would cascade over all of our digital assets, mainly for web, YouTube, and social media.

The border of the main IQ logo will always hover over Tom & guest, casting a shadow over the subject, and dodging and burning will be applied to appropriate portion of the logo.



Always apply shadow over the subject and right underneath the border of the IQ logo on the bottom portion, to create a hovering effect.



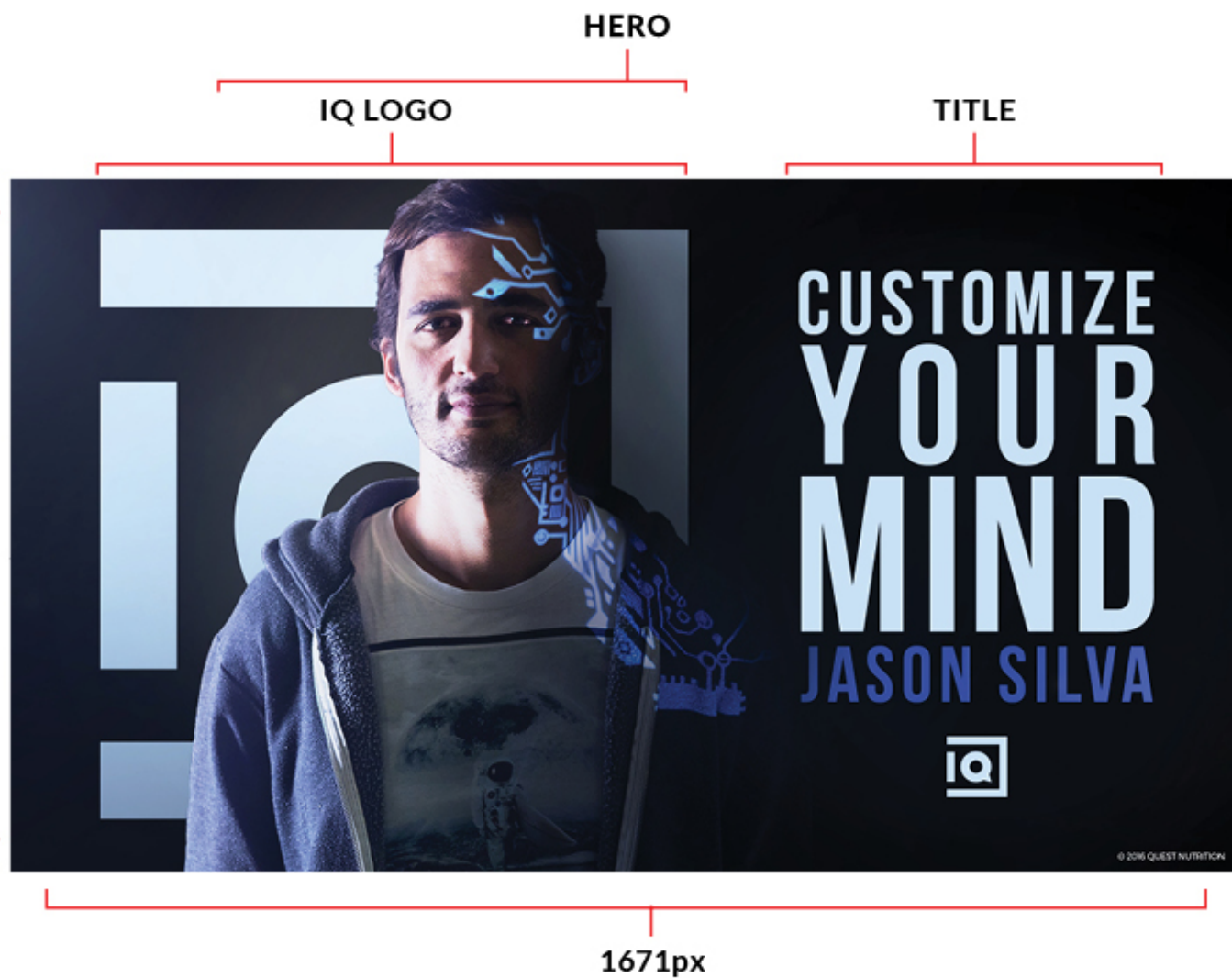
5.02

THUMBNAIL GUIDELINES

USAGE

A video thumbnail is never just an image without a purpose. With a well-thought-out layout, it has the power to showcase the brand, the subject, and the title of the content.

727px



5.03

LOGO PLACEMENT

LOGO CLEARSPACE

The area that surrounds the logo is as important as the logo itself. The elongated IQ logo is specifically catered to fit both the interviewees and title of the episodes.

The top and bottom should have 177px each for padding, and 124px for each padding on the sides.



5.04

HERO IMAGE

SUBJECT CLEARSPACE

The top of the interviewee's image should be at least 92px away from the top of the background image, and the bottom should be no lesser than 177px away from the bottom of the background image.

The left cushion of the hero image should be at least 615px away from the background image, and the right cushion should be no lesser than 760px.



5.05

EPISODE TITLE

TITLE CLEARSPACE

After we have reeled in viewers with logo and interviewee, it is time that we introduce the top of the interview.

Headline 1 will be a weekly custom font that caters to the theme of our guest. And the new of the interviewee will remain Monsteratt Regular.

The episode title should have a clearance space of 321px away from both top and bottom.

THUMBNAIL PREVIEW



Jason Silva On the Spectacle of Existence - Inside Quest

75,305 views • 2 weeks ago



“NON-PULL GUEST” - TITLE LARGE

5.06

ALTERNATE EPISODE TITLE

PULL GUEST

The top of the interviewee's image should be at least 92px away from the top of the background image, and the bottom should be no lesser than 177px away from the bottom of the background image.

The left cushion of the hero image should be at least 615px away from the background image, and the right cushion should be no lesser than 760px.

THUMBNAIL PREVIEW



Russell Simmons
- Amplify Your Voice

by Inside Quest

194,013 views • 7 months ago



"PULL GUEST" - NAME LARGE

5.07

IQ STUDIO GUEST WALL

SUBJECT CLEARSPACE

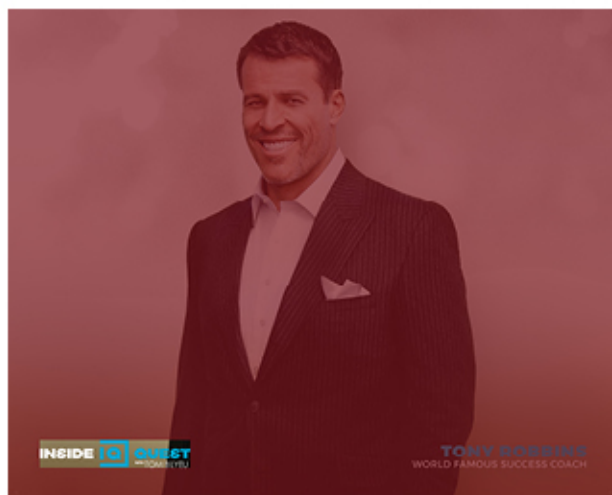
Every guest featured on the show will have their own image put on the Inside Quest guest wall. The guest wall serves as an inspiration built by the show and its guests who have shared critical insights for achieving success.



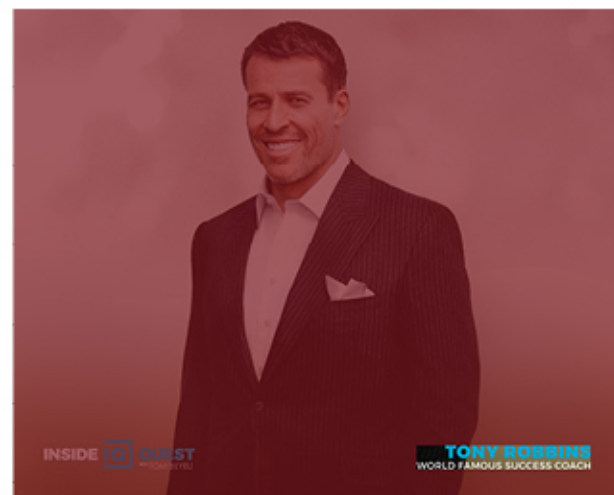
IMAGE



HERO IMAGE



IQ LOGO



GUEST NAME & TITLE

5.08

POWER UP

STRIVE FOR GREATNESS

A brand new show with Tom Bilyeu, featuring the key behind staying on the track to greatness.



The background image will always be the same (blurred Tom in studio).

thumbnail title
will always be
in this format

POWER UP
YOUR _____
WITH TOM BILYEU

5.09

LOGO

STRIVE FOR GREATNESS

A brand new show with Tom Bilyeu, featuring the key behind staying on the track to greatness.



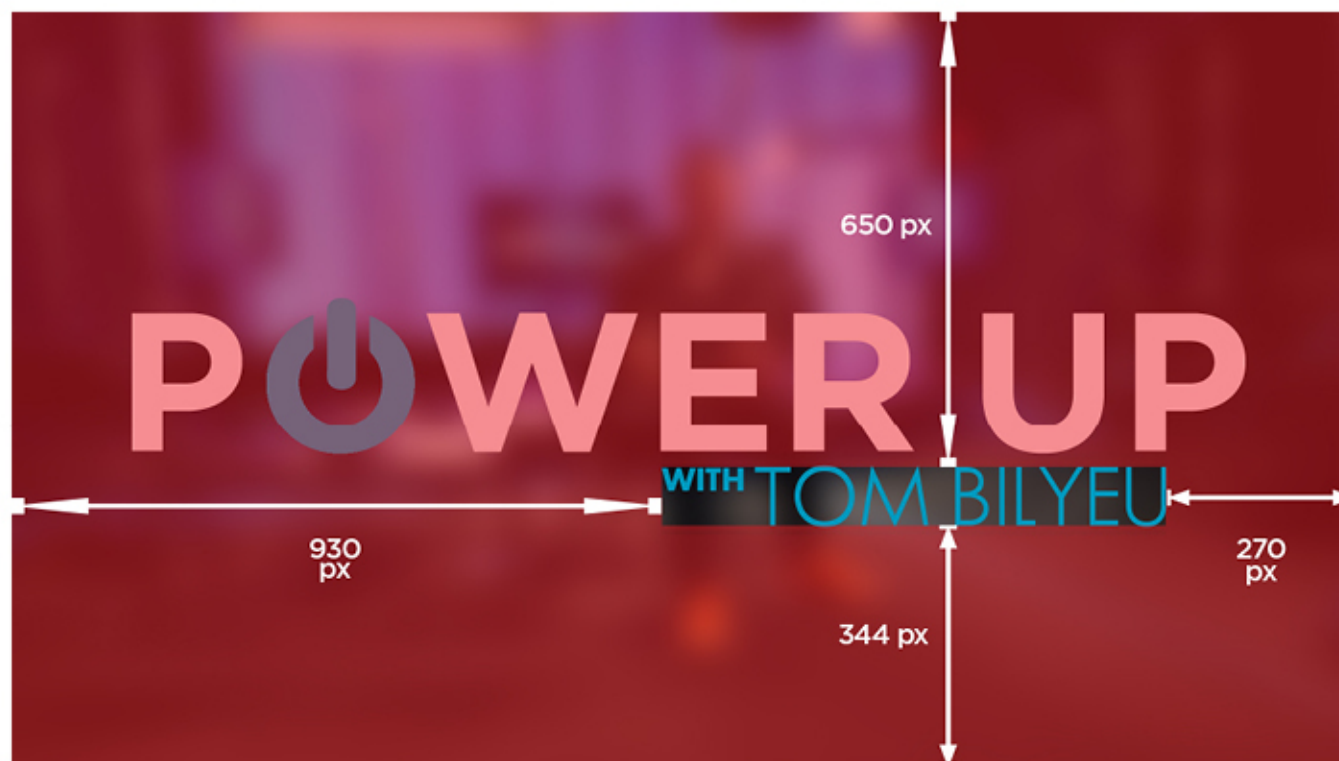
5.10

HOST NAME

STRIVE FOR GREATNESS

A brand new show with Tom Bilyeu, featuring the key behind staying on the track to greatness.

This is the only show where "With Tom Bilyeu" is in Quest blue.



This is the only instance where "With Tom Bilyeu" will always be in Quest blue.

5.11

TOM'S VLOG

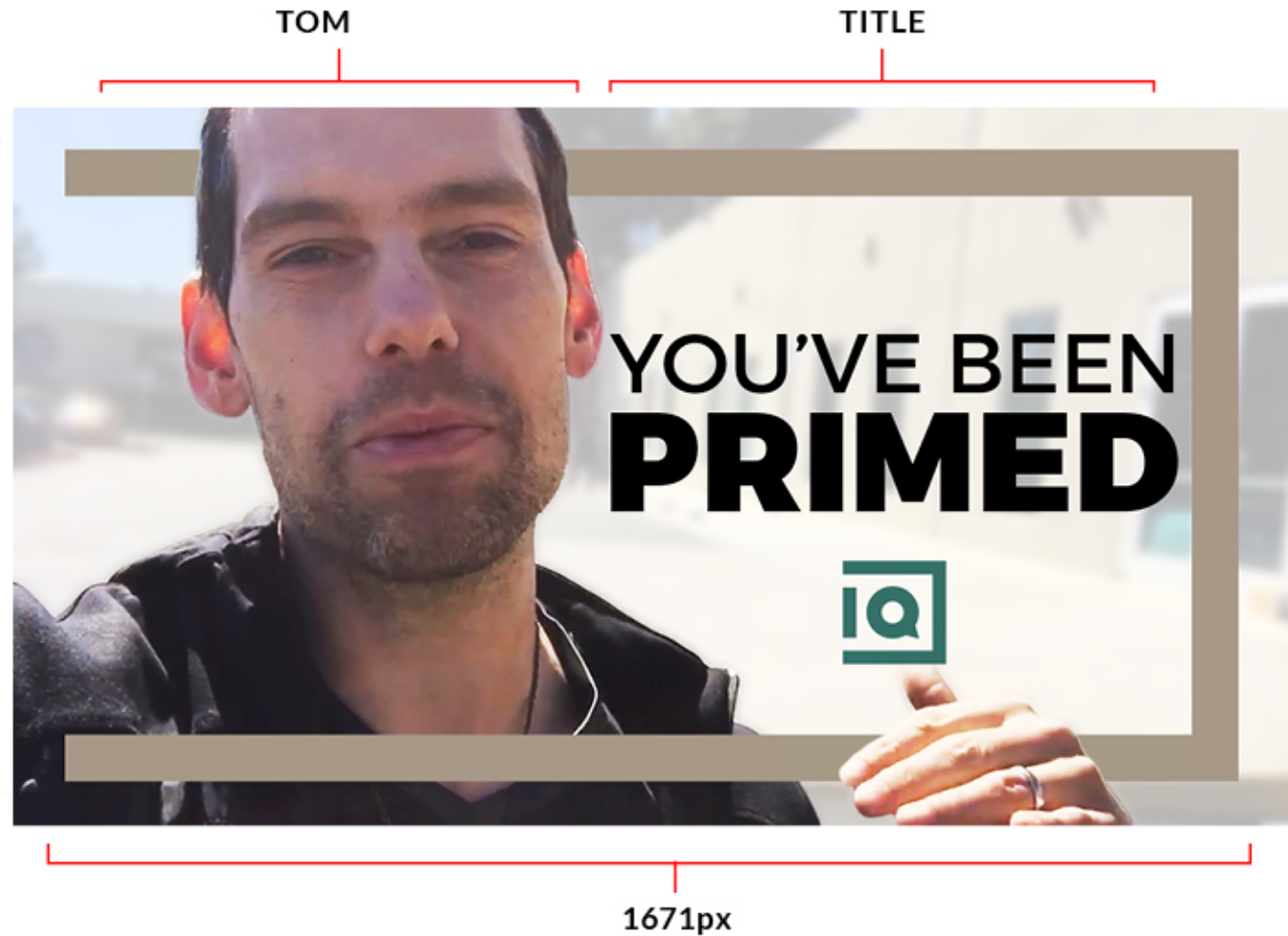
BEHIND-THE-SCENES

To get a scoop of what the co-founder of Quest Nutrition, Tom Bilyeu, is passionate about behind the scenes on a personal level, viewers can watch Tom's Vlog.

This is the general layout of the show's thumbnail. The style mimics Inside Quest's episode thumbnails.

The colorways and fonts may vary from episode to episode, and the small IQ logo should be present underneath the video title.

1000px



5.12

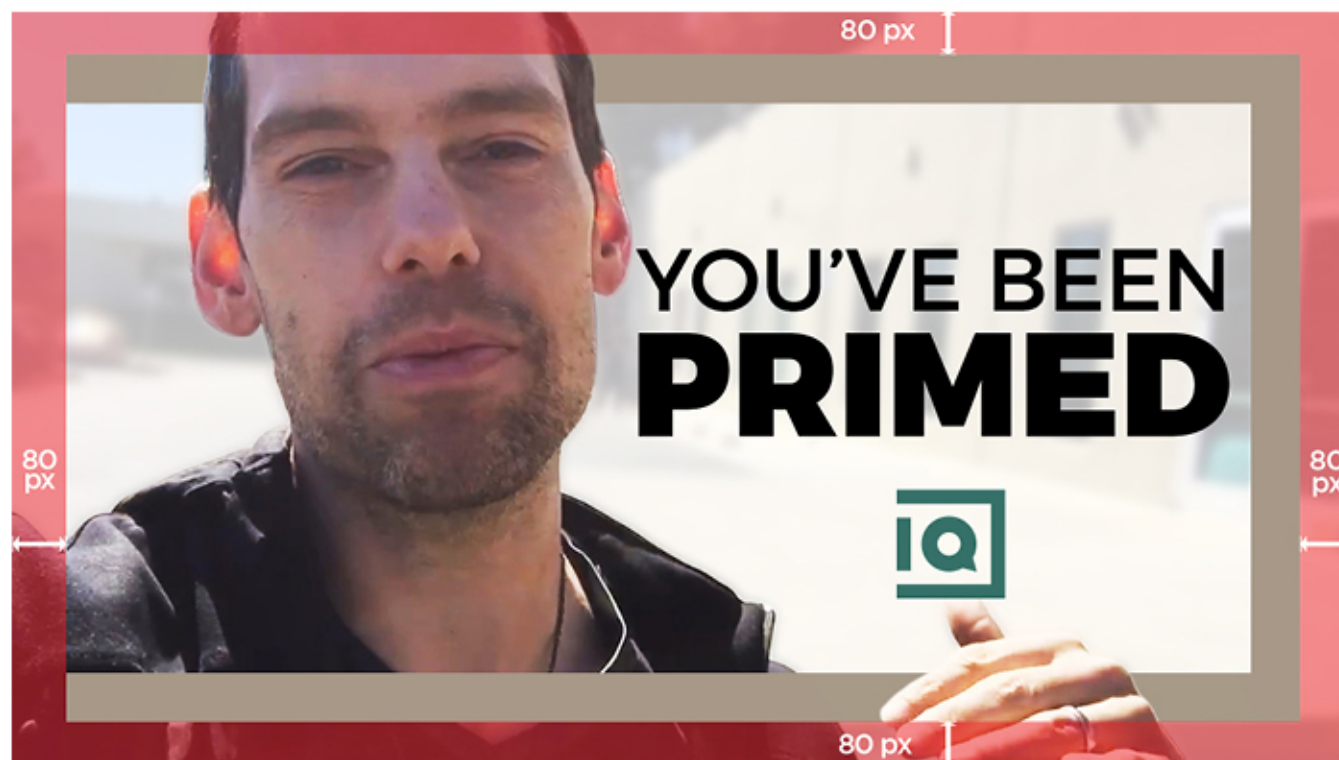
FRAME PLACEMENT

LOCK-UP

To get a scoop of what the co-founder of Quest Nutrition, Tom Bilyeu, is passionate about behind the scenes on a personal level, viewers can watch Tom's Vlog.

This is the general layout of the show's thumbnail. The style mimics Inside Quest's episode thumbnails, with background faded/blurred out.

The colorways and fonts may vary from episode to episode, and the small IQ logo should be present underneath the video title.



5.13

TOM'S PLACEMENT

HERO

To get a scoop of what the co-founder of Quest Nutrition, Tom Bilyeu, is passionate about behind the scenes on a personal level, viewers can watch Tom's Vlog.

This is the general layout of the show's thumbnail. The style mimics Inside Quest's episode thumbnails.

The colorways and fonts may vary from episode to episode, and the small IQ logo should be present underneath the video title.



5.14

VLOG TITLE

TOPIC

To get a scoop of what the co-founder of Quest Nutrition, Tom Bilyeu, is passionate about behind the scenes on a personal level, viewers can watch Tom's Vlog.

This is the general layout of the show's thumbnail. The style mimics Inside Quest's episode thumbnails.

The colorways and fonts may vary from episode to episode, and the small IQ logo should be present underneath the video title.



The title copy should always be in the same color, and the weights of the font can be varied (so 'you've been primed' is all 1 color).

5.15

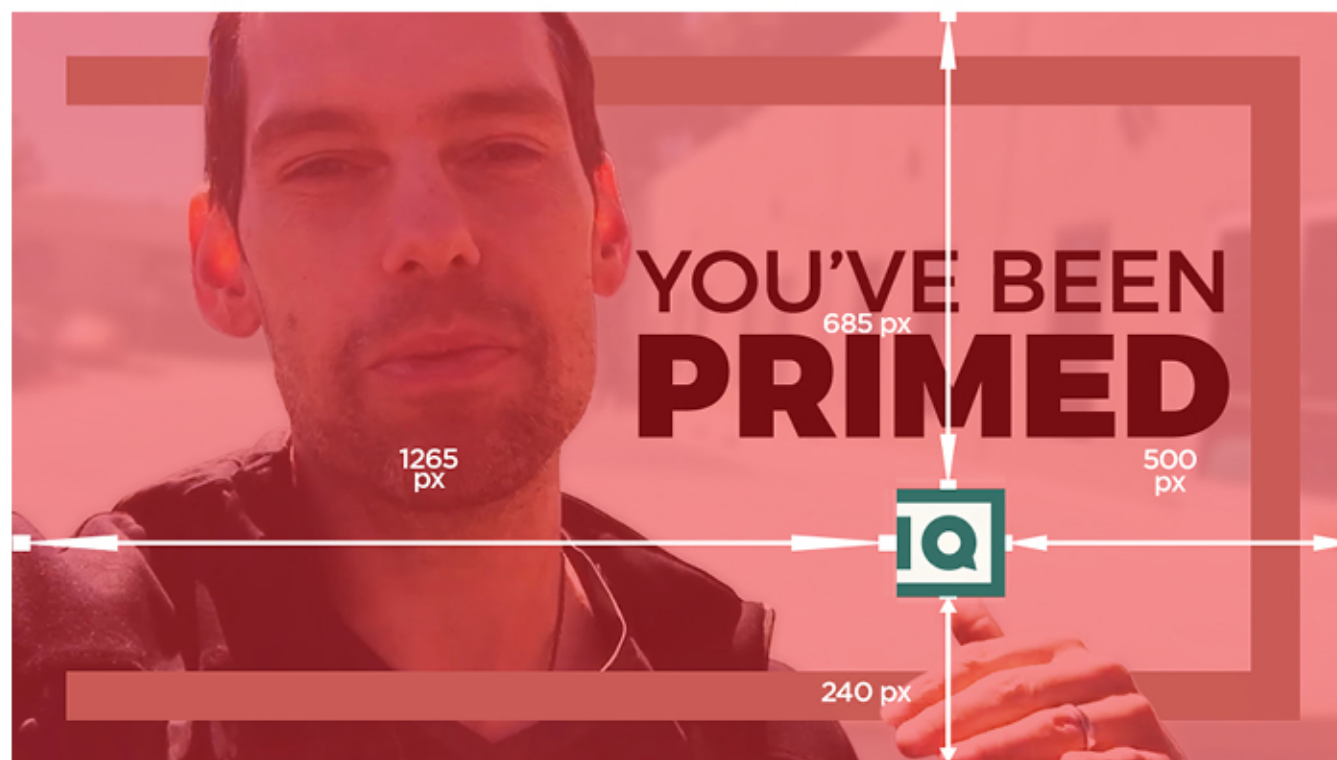
IQ LOGO

SYMBOL

To get a scoop of what the co-founder of Quest Nutrition, Tom Bilyeu, is passionate about behind the scenes on a personal level, viewers can watch Tom's Vlog.

This is the general layout of the show's thumbnail. The style mimics Inside Quest's episode thumbnails.

The colorways and fonts may vary from episode to episode, and the small IQ logo should be present underneath the video title.



**What you do today
can improve all
your tomorrows.**

- Ralph Marston -



APPAREL & PROMO ITEMS

- 6.01 CUP, MUG, BUSINESS CARD**
- 6.02 STATIONERY**
- 6.03 APPAREL**
- 6.04 VIP PROMO**
- 6.05 EVENTS**

6.01

CUP, MUG, BUSINESS CARD

REPRESENTATION

Every brand conveys its own value and mission by leaving impactful experiences with its audience.

To be present and yet not overwhelming its audience, the simple IQ logo is sleek and fashionable to live on cups, mugs, and business cards.

For these items usually rest on desks (where hardwork and creativity intertwined), they are great to remind us never stop from discovering, learning, and growing in life.



6.02

STATIONERY

STUDENT OF LIFE

For items that are up close and personal such as notepads and pens, the horizontal logo with Inside Quest is used.

Taking notes is essential, it is where all great ideas have been conceptualized. Having ideas flow through the ink of a pen onto a blank notepad, learning and conceptualizing ideas are what drive each and every of us at Inside Quest.



6.03

APPAREL

PROUD TO BE MOTIVATED

What a person wears says a lot about the individual, and that is often the case.

Inside Quest is a brand that motivates people to discover, learn, and grow, relentlessly, and the clean and sleek IQ logo represents just that.



SHOWING APPRECIATION

It is a very noble gesture when people spare their valuable time to share what drives them to their success with an audience of strangers.

That is why every interviewee is VIP to Inside Quest, and we custom-made this card for each and every guest we have on the show.



6.05

WE ARE HERE

For public events such as expos and conferences, we want our audience to know that Inside Quest is here.

The simple and sleek IQ logo takes the main stage on event posters. We want the audience to recognize IQ immediately without having to read into the title.

Batman has the light signal up in the sky. Inside Quest has the IQ logo hanging high up in the air.

EVENTS



COPYRIGHT NOTICE

7.01 COPYRIGHT & PLACEMENT



7.01

WE ARE GENUINE

At Quest Nutrition, we value all the content generated by our employees, and that is why we want to further protect our assets with the copyright notice.

Always placed on the bottom right corner of assets.

© 2016 QUEST NUTRITION

COPYRIGHT & PLACEMENT

