



exoIQ style guide

May | 2026

exoIQ

Content

Logo

Brand logo	4
Brand logo inverse	5
Brand logo + www	6
Brand logo clear space	7
Brand logo dimensions	8
Signet	9
Product logo	10
Brand logo + Product logo	11

Colours

Primary colours	13
Secondary colours	14

Typography

Company font Print/web	16
Company font office	16
Company font design	17

Logo

exoIQ

Brand logo



Brand logo inverse

The logo for exoIQ, but with the colors inverted: "exo" is in orange and "IQ" is in white, with a stylized orange arrow pointing right between the 'x' and 'o'.

Brand logo + www



Brand logo clear space



Brand logo dimensions

	Business cards	Din A6	Din long	Din A5	Din A4	Din A3
Format	85 x 55 mm	105 x 148 mm	105 x 210 mm	148 x 210 mm	210 x 297 mm	297 x 420 mm
Logo size	33.4 x 10.5 mm	under construction	under construction	under construction	under construction	under construction

Signet



Product logo

The independent use of the product logo is allowed in exceptional cases. The product logo can be used in marketing materials such as flyers or to highlight a specific product. This should help to present the product visually appealing and memorable. The use of the product logo should be designed in such a way that it does not compete with the brand logo. This means that both logos should be clearly distinguishable and presented separately from each other to avoid confusion. Once the brand logo and product logo have to be shown together, the brand logo + product logo created for this purpose should be used (see the following page)

S700

B900

B100

S700

B900

B100

Brand logo + Product logo

exoIQ
S700

exoIQ
B900

exoIQ
B100

Colours

exoIQ

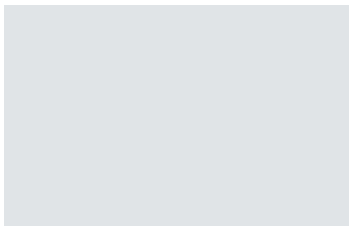
Primary colours



CMYK C:79M:54 Y:49 K:59
Pantone 432 C
HEX #313c42
RGB R:49 G:60 B:66
RAL 7016 / Anthracite gray



CMYK C:0 M:74 Y:97 K:0
Pantone 1655 C
RGB R:255 G:93 B:28
HEX #ff5d1c
RAL 2004 / Pure orange

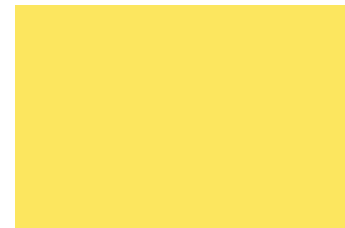


CMYK C:4 M:0 Y:0 K:13
Pantone 427 C
RGB R:236 G:239 B:241
HEX #eceff1
RAL 7035 / Light gray

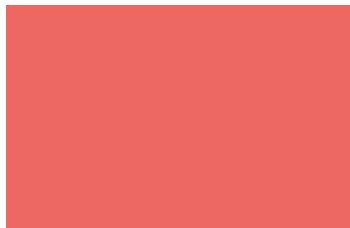
Secondary colours



CMYK C:72 M:22 Y:0 K:0
Pantone 298 C
HEX #51a5ff
RGB R:81 G:165 B:255



CMYK C:0 M:3 Y:71 K:4
Pantone 101 C
HEX #ffe467
RGB R:255 G:228 B:103



CMYK C:0 M:71 Y:55 K:0
Pantone 1785 C
RGB R:255 G:113 B:113
HEX #ff7171



CMYK C:50 M:0 Y:80 K:0
Pantone 2270 C
RGB R:167 G:229 B:96
HEX #a7e560

Typography

exoIQ

Company font Print/web DIN Pro

Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
 abcdefghijklmnopqrstuvwxyzäöü
 1234567890,.:!/?/

Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
 abcdefghijklmnopqrstuvwxyzäöü
 1234567890,.:!/?/

Medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
 abcdefghijklmnopqrstuvwxyzäöü
 1234567890,.:!/?/

! The font types bold and black are not used.

Company font office Arial

Arial Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
 abcdefghijklmnopqrstuvwxyzäöü
 1234567890,.:!/?/

! Whenever possible, DIN Pro is used as the company font.
 • If this is not possible (such as in e-mails) Arial should be used.

Company font design

Headline ← Regular

Subline and further discription ← Medium

← Regular
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan

! Font colour is 95% black.

Contact

exoIQ GmbH

Jaffestrasse 12
D-21109 Hamburg

phone: +49 (0)40 - 23936 9900
mail: [info @ exoiq.com](mailto:info@exoiq.com)