

VISUAL BRAND – LOGO EVOLUTION + COLOUR PALETTE



The introduction of a revised brand colour which is visually more modern and appealing; together with a colour palette representing BQs core pillars and two accent contrast colour-ways will allow BQ a brand feel is both visually identifiable as well as educational – emphasising messaging and promotional elements.

CORPORATE
PMS 339

MEMBERS
PMS 320

ADVOCACY
PMS 314

EVENTS
PMS 7700

ACCENT CONTRAST COLOUR
PMS 527

ACCENT CONTRAST COLOUR
PMS 152