

OUR LOGO - with strapline

This is our company logo with strapline. Whenever possible please use it as shown, in full colour on a white background.

In instances where legibility becomes an issue (such as on coloured backgrounds or overlaid on imagery) we have a monotone white logo and a white and teal logo that can be used instead.

This logo is the preferred logo and should be used predominantly.



Note: We have included Png and Svg files of the logos with the strapline in the Logo Pack. Jpeg files are available on request.

The logos without the strapline have also been provided in the pack - please only use these in designs where the strapline becomes unreadable and do not display correctly.

USING OUR LOGO - clear space

For maximum visual impact our logo needs space to breathe and stand proud.

The basic rule is to use the height of the right side of the voxagon to create an invisible rectangle around the logo.

This will allow a safe area or invisible barrier around the PSQR logo. Please use the rule of clear space also when it is placed in a circle.



USING OUR LOGO - do's and don'ts

Please don't distort, rotate, re-draw or change the PSQR logos. If you think you might need to change the logo in some way, no matter how minor it may seem, don't. Reach out to our marketing team to assist you with an alternative solution.



X Don't distort the logo



X Don't angle the logo



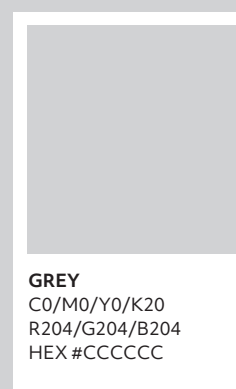
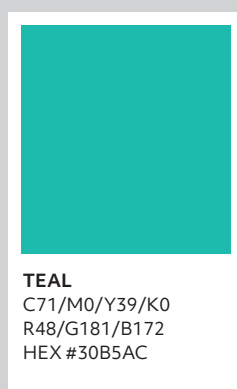
X Don't change colour of the logo



X Don't adjust proportions

OUR PRIMARY COLOURS

Our primary colour palette is a crucial part of building our identity. Please see the details below for easy use and reference. We also have a secondary colour palette which is available on request.



FONTS

Our primary fonts for:

Headings are **OBJEKTIV MK1** (**POPPINS** when OBJEKTIV MK1 is not available),

and for **Text** it is **MONTERRAT** (**HELVETICA** when MONTERRAT is not available).

ABOUT US

For easy reference, we have included our company description and some quick facts below:

PSQR is a Danish software development company that specializes in highly scalable software for storing, processing and analysing vast amounts of supply chain data. The company partners with track and trace software integrators, solutions providers, consultancies and industry bodies to bring best of breed IT Solutions to the world of Traceability. Hereby empowering manufacturers, corporations and governments across the globe with digital track and trace capabilities and the ability to tell the true story of the origin, journey, whereabouts, and consumption of products and resources across the supply chain.

- We are a Danish Software Development Company
- We deliver track and trace software to partners and customers across the globe
- Founded in 2016 – Commercialized in 2019
- We are a spin-off from FractureCode, who has been in track and trace for 16+ years
- Our software tracks more than 20 billion+ products per year
- We are agile and continuously develop track and trace software, solutions and stacks
- We are approachable, enthusiastic and believe in effective traceability practices

Should you need more information or want to discuss any marketing and communications matter **Contact Us at** info@psqr.eu or reach out directly to Juanita van der Watt, our Head of Marketing and Communications at jvdw@psqr.eu.