QMS
MEDICOSMETICS

The logo is one of the key elements of the corporate design.
Its form and color are permanently defined and may not be changed.

The logo can be used in 100% black or as a negative in white.
This depends on the brightness of the background.
Its legibility must always be guaranteed.

The logo may never be shown secondary to partner logos.

SPECIAL COLOR:
The logo may only be used in silver, PANTONE SILVER 10077C, on packaging,
gift boxes or bags, and invitations or Christmas cards.

The logo with chrome effect can be used for digital
and moving content only – as in the logo animation.

MAIN LOGO

↓

QMS
MEDICOSMETICS

EXCEPTIONAL LOGO

↓

QMS
MEDICOSMETICS

FOR REGULAR AND LARGE APPLICATIONS

→

QMS
MEDICOSMETICS

1
2
3
4
5
6
7
8
9
10

Print – min. width: 17 mm
Digital – min. width: 48 px

QMS
MEDICOSMETICS

←→

FOR SMALL APPLICATIONS

→

QMS
MEDICOSMETICS

1
2
3
4
5
6
7
8

Print – min. width: 12 mm
Digital – min. width: 34 px

QMS
MEDICOSMETICS

←→

3.2 LOGO
PROTECTIVE ZONE

The logo is always surrounded by a protective zone.

This guarantees that neither headlines, copy nor other visual elements distract from the logo. This protective zone is defined as half of the height/width of the Q in the logo, which illustrates the minimum distance and is to be enlarged whenever possible.
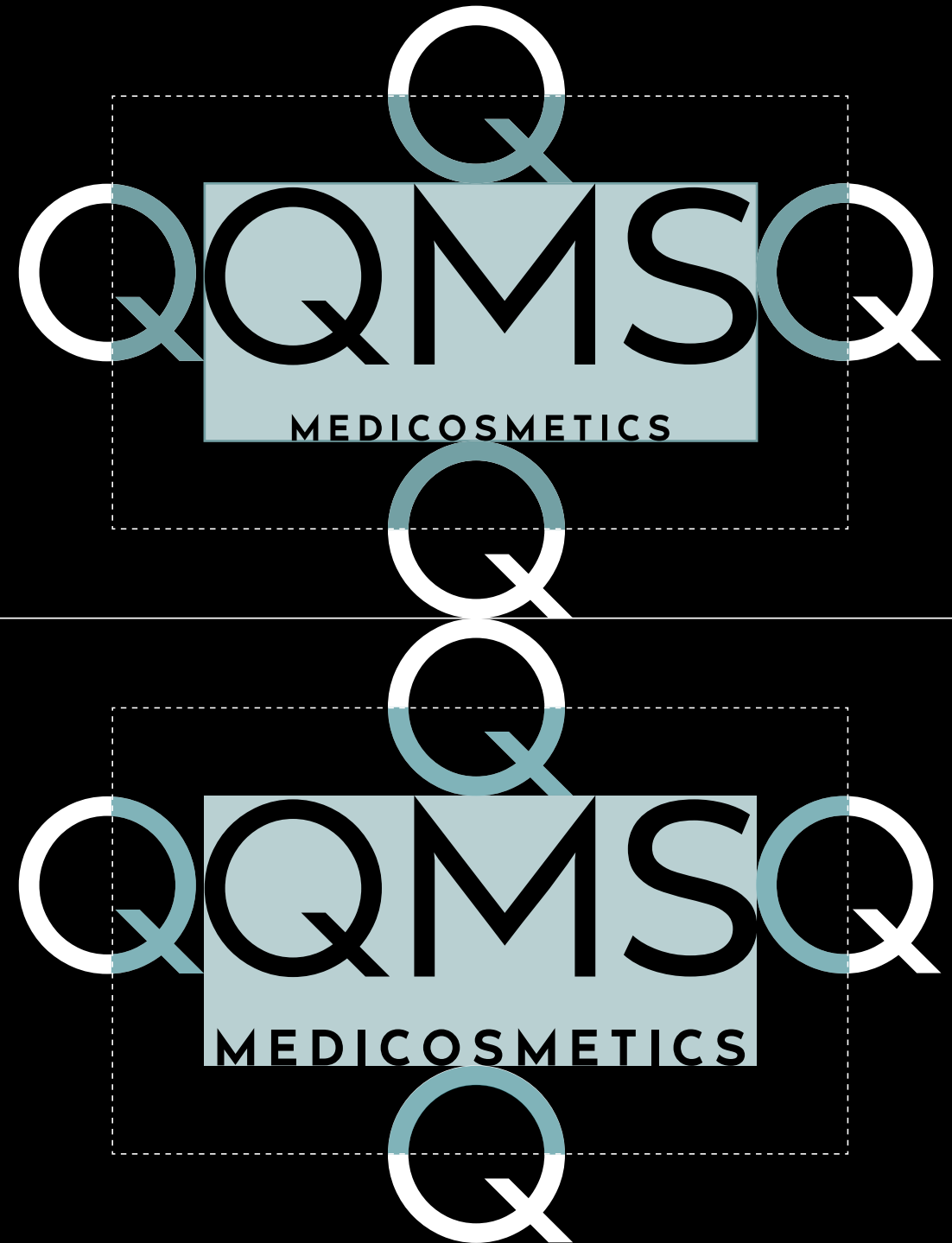
3.3 SLOGAN
ONE-LINER

The slogan is a supporting CI element.
Its form and colors are permanently defined and may not be changed.

The slogan must be used in black or white only.

1.

The SNM slogan is five times the same size as the QMS logo.

2.

It may never be shown in immediate conjunction with the logo.
The distance to the logo must be double the overall logo height.
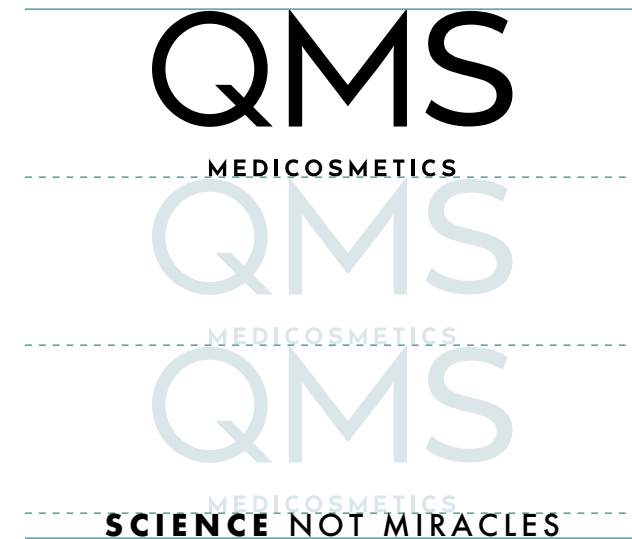
3.

The protective zone is 2x the height of the N.

→ Print – min. width: 19 mm
Digital – min. width: 54 px

1.

QMS

MEDICOSMETICS

SCIENCE NOT MIRACLES

SNM 5x QMS height

2.

QMS

MEDICOSMETICS

QMS

MEDICOSMETICS

QMS

MEDICOSMETICS

SCIENCE NOT MIRACLES

3.

SCIENCE NOT MIRACLES

3.4 SLOGAN
THREE-LINER

The slogan is a supporting CI element.
Its form and colors are permanently defined and may not be changed.

The slogan must be used in black or white only.

4.

The three-line SNM slogan is the same size as the QMS logo.

5.

It may never be shown in immediate conjunction with the logo.
The distance to the logo must be double the overall logo height.

6.

The protective zone is 2x the height of the N.

→ Print – min. width: 7 mm
Digital – min. width: 20 px

4.

SCIENCE
NOT
MIRACLES

100% of the height of the QMS logo

5.

QMS
MEDICOSMETICS

QMS
MEDICOSMETICS

QMS
MEDICOSMETICS

SCIENCE
NOT
MIRACLES

6.

SCIENCE
NOT
MIRACLES