



QUVEL

B R A N D B O O K



LIFE IS A JOURNEY

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# WHO WE ARE

QUVEL



## 1.1: THE QUVEL STORY

At Quvel, we believe that life is about the journey, and walking in our shoes is one of the best ways to take it all in. Whether you are strolling seaside destinations or wandering cobblestone streets, our shoes give you the freedom to explore in a style all your own.

Quvel is about exploration, creativity, freedom of expression and of course, handmade shoes. With our online design tool, we give you the creative freedom to design a pair of shoes reminiscent of the places you've been, the places you will visit, and the places you dream of. You pick, swap, and design a pair of shoes from a curated, ever-changing, array of colors and materials. We make them to order, box them up, and put them on your feet in one week.

Quvel was founded in 2015 by the second generation of a family with 30 years of experience manufacturing apparel and footwear for global brands. Since our launch, thousands of happy customers have visited our website to design and personalize their custom shoes.



## 1.2: MESSAGING FRAMEWORK

The Messaging Framework is a tool used to define the foundation of a brand, whether that brand is a person, a product, or a company. It is an integral part of messaging and serves as the foundation from which all forms of visual and verbal communications are derived. All brand decisions stem from the Messaging Framework.

### One Simple Thing:

The one simple word/idea that defines Quvel

Journey

### Positioning:

How we want to be perceived

Quvel handcrafts custom shoes that are with you in every step of your life journey.

### Tagline:

A clarifying thought that associates us with our target market.

Life is a Journey

# 1.3: TARGET AUDIENCE & BUYER PERSONAS

**Target  
Audience**  
Millennials

## Buyer Personas

A globetrotter who is on a mission to visit 40 countries by the time he turns 40.

A casual sailor looking to channel his inner Kennedy.

A young father happy to share his sense of style with his son.

A trendsetter who is keen on showcasing her unique style.

A new couple in love always trying to match with each other.

A young mother excited to play dress-up with her daughter.

A hipster who is socially responsible looking for brands with the same principles.

## 1.4: EMOTIONAL BENEFITS

Why do consumers believe they benefit from us; why do they tell themselves to do business with us?



## 1.4: FUNCTIONAL BENEFITS

The reasons why our consumers benefit from us



## 1.5: STORIES

A simple way to explain how customers benefit from Quvel

### A globetrotter

who is on a mission to visit 40 countries by the time he turns 40. He has to make a decision on which shoes to pack for his journey. It is a no-brainer that he chooses to only bring his Quvel shoes because of their style and comfort.

### A husband

who wanted to do something special for his wife on Mother's day, went on the Quvel website to design matching shoes for his wife and their daughter.

### A socially reponsive hipster

always goes on the Quvel website to design shoes that they can wear with confidence because they know Quvel shares the same principles.

### A casual sailor

who knows how brutal the salty water can be on shoes only trusts Quvel while at sea due to the quality and craftsmanship of his custom shoes.

## PROOFS

Proofs that support our claims

### Since the launch of Quvel,

thousands of happy customers have visited the Quvel website to design and personalize their custom shoes.

### Quvel has a long heritage

of handcrafting custom shoes. To date, the company has produced more than ten thousand shoes per day.

### Quvel is very socially and environmentally responsible.

By cutting each shoe on an as-needed basis, Quvel produces virtually no waste. Also, since all shoes are made to order, there is no leftover inventory to throw away.

### Quvel customers

are loyal to the brand, with some designing and customizing as many as a dozen pairs of shoes on the website since inception.

## 1.6: BRAND PERSONALITY

What personality do we want to permeate through our communications?



**1.7.1:**  
**PRODUCT**  
**PHOTOGRAPHY**



**1.7.1:**  
**PRODUCT**  
**PHOTOGRAPHY**



**1.7.2:**  
**LIFESTYLE**  
**PHOTOGRAPHY**



**1.7.2:**  
**LIFESTYLE**  
**PHOTOGRAPHY**



# LOGO ELEMENTS

QUVEL



## 2.1: QUVEL LOGO

The phrase “threading the needle” has multiple meanings. Its literal meaning is to guide a piece of thread through the eye of a sewing needle.

Its social meaning: to skillfully navigate through a difficult conflict.

As for billiards players, “threading the needle” refers to a precise shot through a narrow pathway.

At Quvel we operate with precision. The new Quvel logo represents the needle and thread concept with two lines in the lower right hand corner of the that “Q”, which represents two needles that come together to complete a shoe. The round portion of the “Q” represented the actual thread.



QUVEL

## 2.2 QUVEL ICON

The Quvel icon may appear separately as a design element. The icon is never to replace the Quvel logo in formal identification.



## 2.3: LOGO PROTECTION & MINIMUM SIZE

The protection area prevents other elements from invading the identity, ensuring presence, hierarchy, and readability. The protection area is half of the height of the icon.

None of the reductions may be less than the specified size. This measure has been defined to ensure the integrity of the identity.



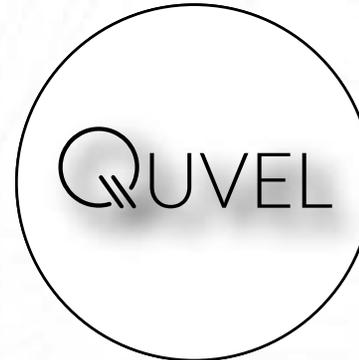
**2.4:**  
**LOGO**  
**VERSIONS**



## 2.5: INCORRECT LOGO USAGE



MONOCHROMATIC LAYERING



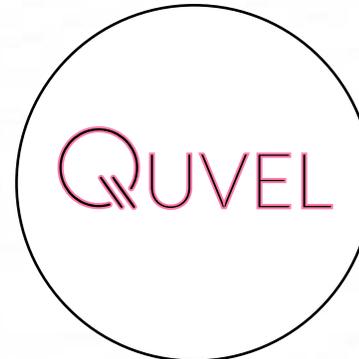
SHADOW



NON PROPORTION



PATTERNS OUTSIDE OF  
JOURNEY LINES



OUTLINE



GRADIENT

## 2.6: WATERMARK

The watermark should be used in the following ways:

- As a lower border where there is information or copy.
- In business or marketing documents.

The watermark pattern is formed by a series of icons. It will be used at 5% of the original color.

It can be used for example:

- Folder interiors
- Envelope interiors
- Presentations
- Wall imagery
- Letterhead
- Packaging



## 2.7: ELEMENTS

### Journey Lines:

The line pattern is used as the primary design element with and on products, branding and websites.

Our slogan is "Life is a Journey". Life is about experiences and the evolution that happens on the journey. There is a Quvel product for every part of that journey.



# COLOR PALETTE AND TYPOGRAPHY

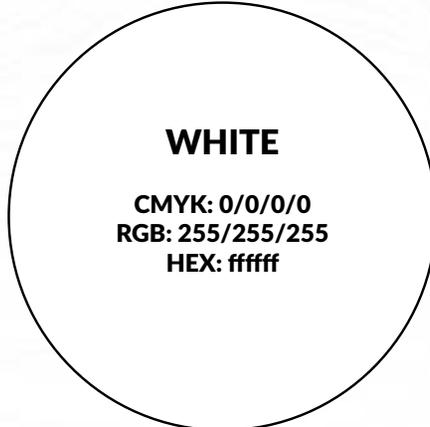
QUVEL



# 3.1: COLOR APPLICATIONS



**BLACK**  
PANTONE: Black C  
CMYK: 0/0/0/100  
RGB: 35/31/32  
HEX: 231f20



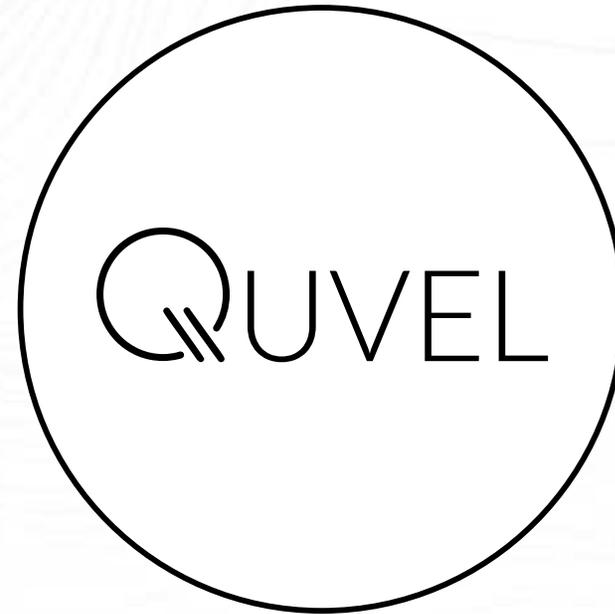
**WHITE**  
CMYK: 0/0/0/0  
RGB: 255/255/255  
HEX: ffffff



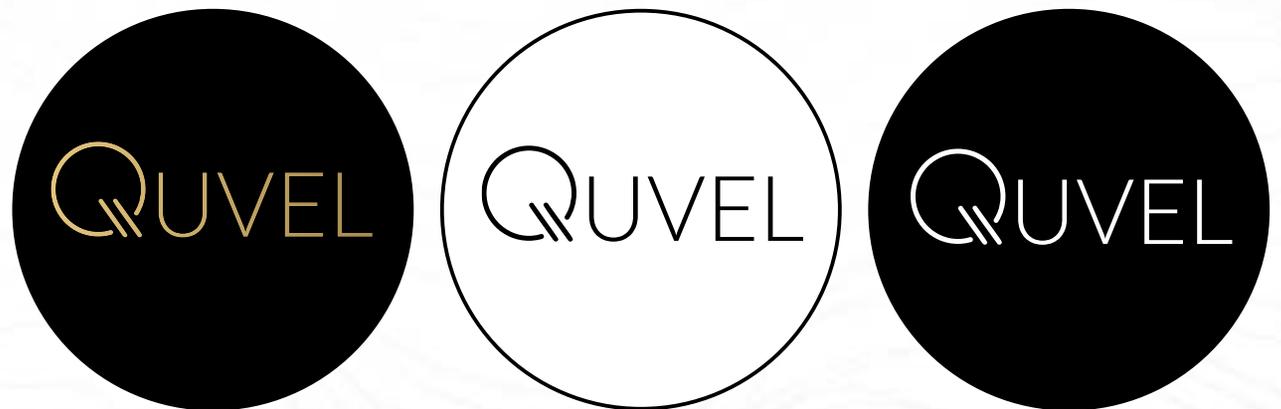
**GOLD**  
PANTONE: 4505C  
CMYK: 38/40/86/10  
RGB: 154/153/67  
HEX: 9a8543

## 3.2: LOGO COLOR APPLICATIONS

PRIMARY



SECONDARY



**3.3:**  
**ICON COLOR**  
**APPLICATIONS**



# 3.4: TYPOGRAPHY

---

## PRIMARY FONT: LATO

**Bold**

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

**Regular**

a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z

**Numbers**

0 1 2 3 4 5 6 7 8 9 0

---

## COPY FONT: HELVETICA

**Bold**

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z

**Regular**

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z

**Numbers**

0 1 2 3 4 5 6 7 8 9 0

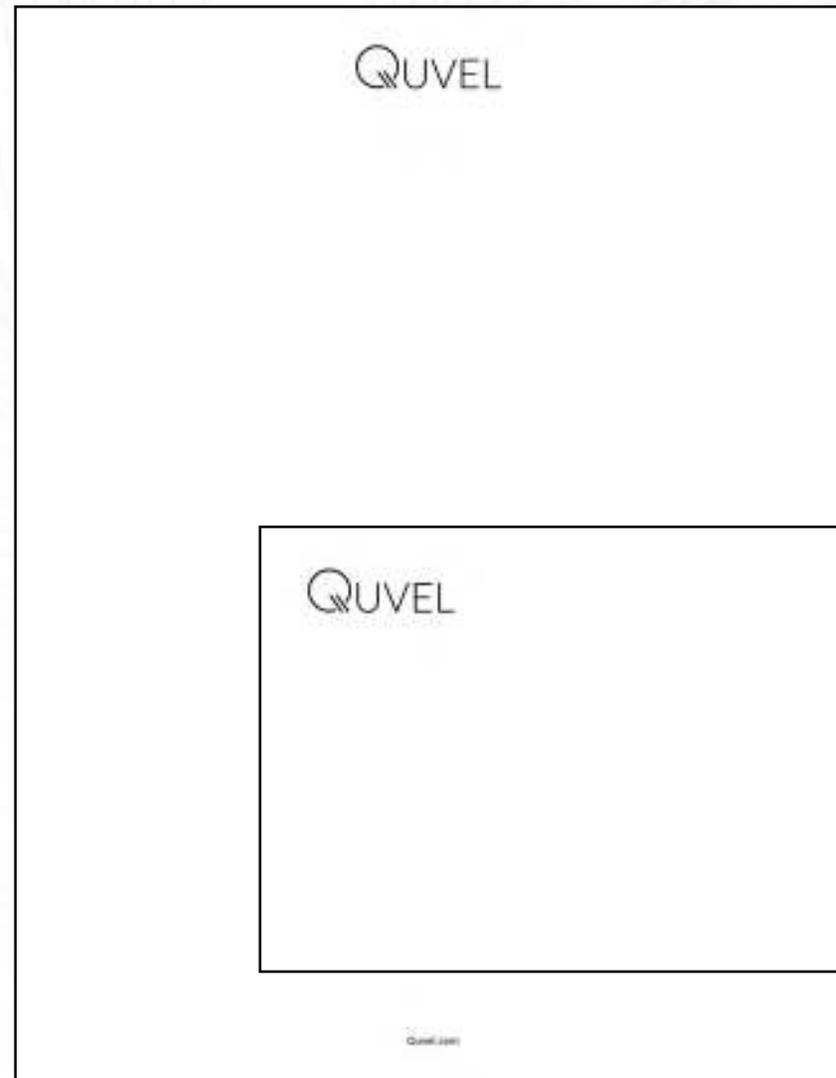
# APPLICATIONS AND STATIONERY SYSTEM

QUVEL



**4.1:**  
**WEBSITE**

## 4.2: STATIONERY SYSTEM



**4.2.1:**  
**STANDARD**  
**LETTERHEAD**



**4.2.2:**  
**STANDARD**  
**ENVELOPE**

QUVEL

**4.2.3:**  
**STANDARD**  
**BUSINESS CARD**



## 4.2.4: EMAIL SIGNATURES

**Jose Clase - Founder**



**US:** (305) 833-9371

**Dominican Republic:** (829) 471-2013

**Quvel.com**



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## 4.2.5: ICONS

**4.2.6:**  
**VIDEO**  
**ELEMENTS**

## 4.2.7: POWERPOINT TEMPLATES

The journey line element will be applied throughout the design of the powerpoint presentation.

The presentation will utilize the Lato font as the headline font and helvetica for the copy.

All slides will have over 60% negative space in order for the viewer to focus on the content on the page.



COVER



BACK COVER



SECTION BREAKS



INTERIOR

## 4.2.8: PRODUCT

Product packaging will include a white surface with the Quvel Journey Lines and black logo.

The company slogan, black and gold surfaces will be secondary around all product packaging.



## 4.2.9:

# POST IT NOTES & NOTEPADS

The Quvel notepads will keep the Journey Line element with the solid black Quvel logo and domain at the bottom.



A young couple is sitting on a ledge in a city street, taking a selfie. The woman is on the left, wearing a light blue button-down shirt and dark sunglasses, with her hand to her face. The man is on the right, wearing a light-colored striped shirt under a green jacket and dark sunglasses, holding a selfie stick. They are both smiling and looking towards the camera. The background shows a city street with buildings and a street lamp.

LIFE IS A JOURNEY

The logo features the word "QUVEL" in a white, sans-serif font. The letter "Q" is stylized with a white outline and a white dot in the center. The background is black with a complex, white, wavy pattern of thin lines that create a sense of depth and movement, resembling a topographical map or a fluid, organic texture.

QUVEL

[Quvel.com](http://Quvel.com)