



Qlumi

BRAND GUIDE



Qlumi

WHAT'S NEXT

the all-in-one event and travel app

QLUMI

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QLUMI WHY

Directions, dates, sites and sights.

Event and travel planning are both about managing the details. And especially with today's pace of life, knowing what's next on the agenda can help you enjoy every moment more—whether you're a consummate host or intrepid traveller.

That's why there's Qlumi.

Qlumi helps you get more out of life by keeping you in the know, by providing you with all your event and travel management needs in one simple and fun-to-use app. Qlumi gets you the details without sweating the details.

Qlumi clues you in.



QLUMI WHAT

Qlumi is the all-in-one event and travel app with the funny name.

Ready when you are, for making plans or making tracks, Qlumi is your trusted sidekick whether you're coming or going, to help keep you clued in to what's next in your life.

Maybe you're planning a family celebration. Or organizing a professional event. Qlumi's many features help manage everyone getting there without anyone getting lost in the details.

With Qlumi's Event Dashboard, you can create guest lists, customize invitations, and keep everyone up to speed with all the info they'll need to make sure your event is a success. And when you're ready for adventure, count on Qlumi to be your personal travel advisor. Based on your preferences, Qlumi's Smarter Maps can chart your course to destinations near and far and show you places you might want to stop to see along the way.

And that means anywhere in the world—or wherever your drive and imagination take you.



QLUMI HOW

Lewis had Clark. Sherlock had Watson. For the rest of us, there's Qlumi. Use it as your notebook, your guidebook, your hosting concierge or map navigator—Qlumi's full array of features help you stay on top of everything, even when the parts are moving.

Qlumi Event Dashboard

Create customized invitations you can design to your taste and needs while managing multiple gatherings with schedules, guest lists, notes and directions to share with all your attending colleagues, friends and families.

Qlumi Smarter Maps

Qlumi Smarter Maps presents a detailed travel route anywhere in the world to help you and/or your guests not only navigate directly to an event but also discover any of your interests marked along the way. Set your interest profile to include dining choices, sightseeing interests and any necessary pit-stops, along with options of how you want of each or any of them to appear on your self-designed map. And if you want more information about a particular place or interest, a link to its website pops up on your Smarter Maps.

Qlumi Notes

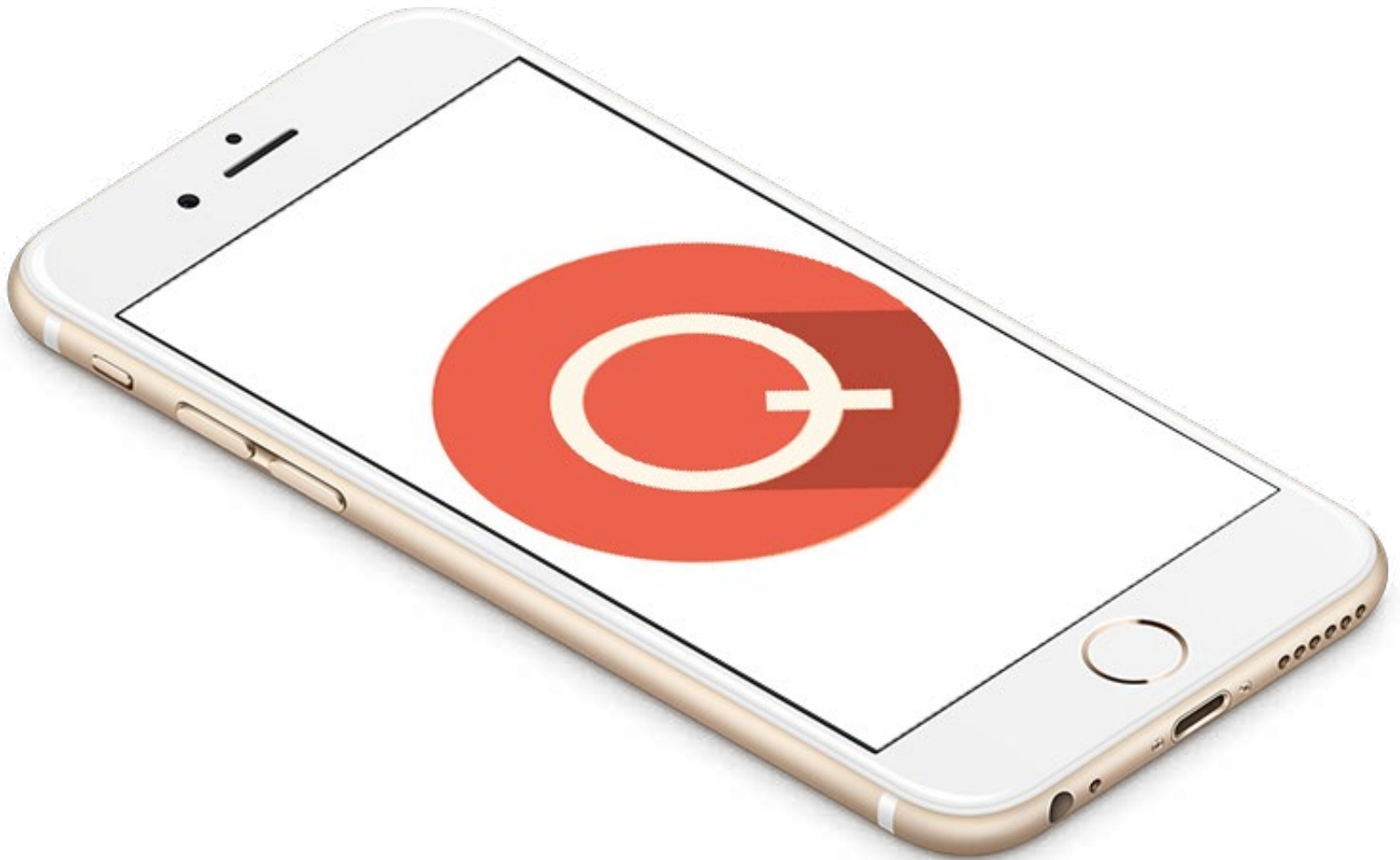
Leave notes on your Qlumi Smarter Map to help specify directions or share your thoughts with other members in your network. Read the notes collected together or create a social or business schedule to share with friends and family or colleagues. Notes can help you update everyone on the latest changes to any event or conference.

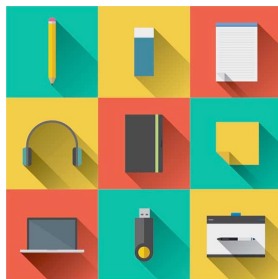
Qlumi Meetings & Sharing

Invite contacts from your Qlumi network for your next meet up and then stay in touch through Qlumi's private encrypted chatting. The locations of friends and colleagues can also be followed on your map, making caravan-driving easier to organize and navigate.

Qlumi Places

View a list of your favorite sights, restaurants and destinations complete with notes composed for each place.







QLUMI DESIGN

As an event-planning app, Qlumi promises its users good old-fashioned reliability. As a travel-advising app, it offers the fresh possibilities of spontaneous adventure.

So just like the app, Qlumi's brand design is a union of old and fresh, old-fashioned and spontaneous, nostalgia and the charge of future adventure.

They're two sides of the same coin and Qlumi's brand design speaks to both, combining a retro feel with a look that is fresh and current—into one compelling, evocative, and inspiring visual personality.



QLUMI LOGO

Qlumi is the all-in-one app.

Which can only mean that Qlumi's logo is the all-in-one logo, of course—the star of which is its leading character, the Qlumi Q.

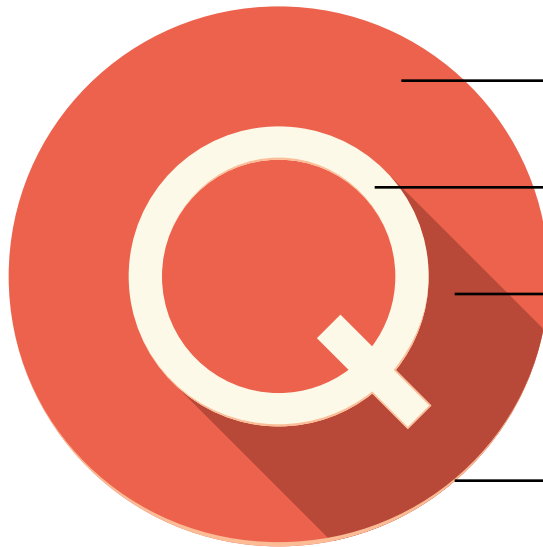
The Qlumi Q embodies the idea of the app being your ever-resourceful (and playful) sidekick. You might find the Qlumi Q casting a shadow at the end of another exciting day or speeding off to the next adventure. The Qlumi Q can be a cartoon head, a spotlight, a power button, a magnifying glass, a spaceship.

The Qlumi Q is all these things and more—and always ready for what's next.



QLUMI LOGO

BY THE NUMBERS



RED

R230 G75 B60

OFF WHITE

R254 G249 B229

SHADOW

R169 G52 B42

HIGHLIGHT

R249 G175 B133

QlumiTM

RED

R231 G75 B60

WHAT'S NEXT

SHADOW

R169 G52 B42



QLUMI LOGO

SAFE AREA



— SAFE AREA

QlumiTM

WHAT'S NEXT



QLUMI LOGO

SCALE



“Q” icon by itself is permissible with TM



QLUMI COLOR

PRIMARY

A one-of-a-kind app like Qlumi deserves a color of its very own.

The Qlumi Red embodies the warmth and personality of the brand and is supported by a color palette of five secondary colors, created to enhance it at every turn and execution.



RED
R231 G75 B60



QLUMI COLOR

SECONDARY



TEAL

R70 G167 B148



BLUE

R75 G140 B172



PURPLE

R201 G90 B123



YELLOW

R243 G153 B67



GRAY

R146 G164 B164



QLUMI TYPE

The Qlumi typeface, like the overall brand design, speaks to adventure and nostalgia as much as it does to boldly going where no man or woman—or maybe just you—has ever gone before.

Gotham is the primary font, in upper and lower case, to be used for everything from the Qlumi name itself to all the fantastically fun Qlumi copy that supports it.

Franchise is the secondary font. Use it for headers and announcements. It's bold and playful, like the sports jerseys it often appears on, and ready to support the Qlumi logo with WHAT'S NEXT.

GOTHAM

Aa

BOOK

A Big Red Dog jumps over the lazy fox

MEDIUM

A Big Red Dog jumps over the lazy fox

BOLD

A Big Red Dog jumps over the lazy fox

FRANCHISE

AA

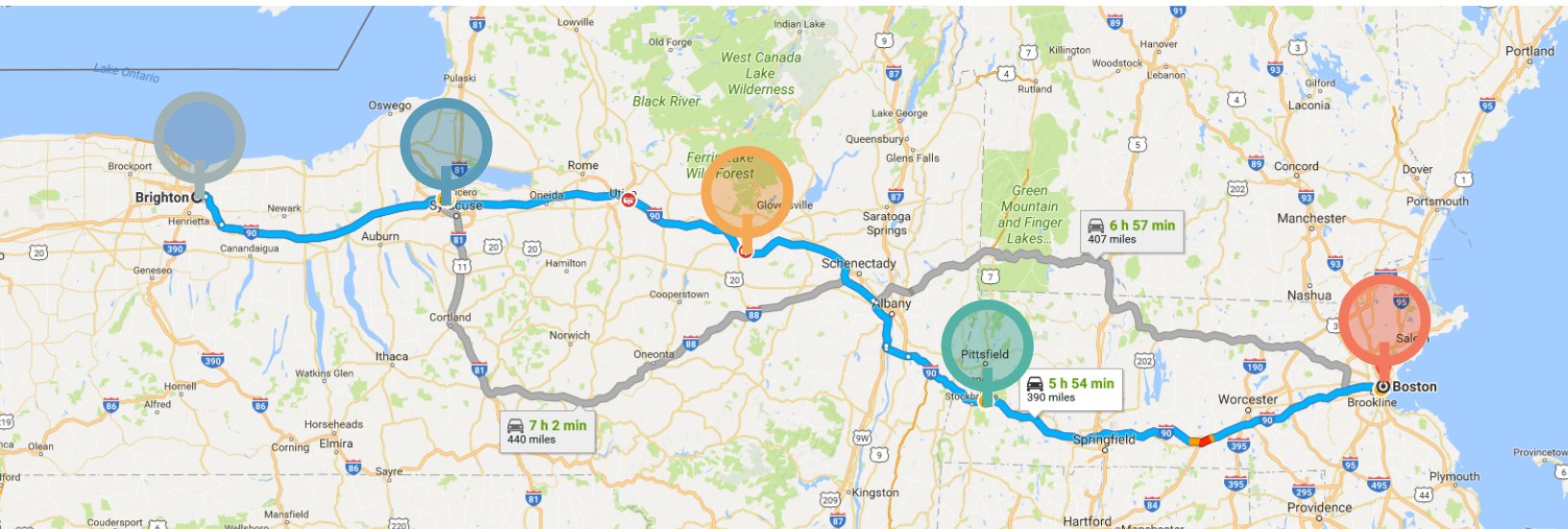
BOLD

A Big Red Dog Jumps Over the Lazy Fox



QLUMI ICON

Qlumi Smarter Maps get a smart new look with the Qlumi Q “push pins” which are color-coded to match profile interests and feature an opaque interior to enhance UI readability.



MEETINGS



EVENTS



SEARCH



PHOTOS



STORE



NOTES



PLACES





QLUMI IMAGE

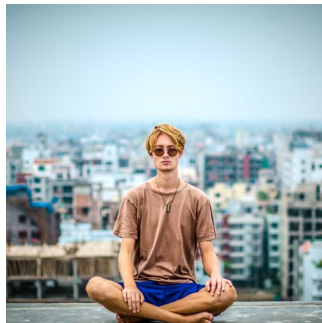
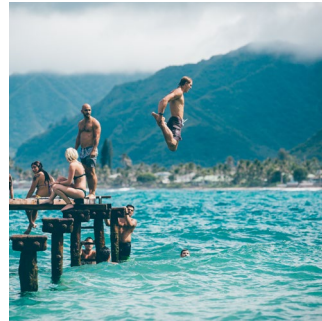
Long shadows and light at play. It's a big, beautiful world and Qlumi's photography captures all the people and places to see—while its illustrations evoke the memories each can become.





QLUMI IMAGE


PHOTOGRAPHY & ILLUSTRATION





QLUMI IMAGE

WEBSITE HEROES



WHAT'S NEXT

QLUMI IS THE ALL-IN-ONE EVENT AND TRAVEL APP READY TO CLUE YOU IN
—ANYWHERE IN THE WORLD YOUR DRIVE AND IMAGINATION TAKE YOU.



EVENT ORGANIZER

CREATE GUEST LISTS, CUSTOMIZE INVITATIONS, AND MANAGE EVERYONE
GETTING TO YOUR EVENT WITHOUT GETTING LOST IN THE DETAILS.



TRAVEL ADVISOR

SMARTER MAPS AND SHAREABLE ITINERARIES SET TO YOUR UNIQUE STANDARDS
MEAN YOU'RE ALWAYS GOING IN THE RIGHT DIRECTION.



QLUMI COPY

When it comes to Qlumi copy voice and tone, just remember Qlumi is your trusted, go-to, and ever-resourceful sidekick. And a trusted, go-to, and ever-resourceful sidekick should be personable, always accurate—and have a little sense of humor.

Friendly.

That's the tone. Because if you're planning a major event or a trip around the world, it's going to be a lot of work either way. But at least Qlumi is with you, preparing you for what's next and having a little fun every step, turn or bump along the way.

And speaking of having a little fun, are you ready to play?

1. I need to Qlumi my wife's birthday party so everything would go just the way she liked it.
(verb)
2. I sent my boss a Qlumi to make sure he got to the conference—and he promoted me!
(noun)
3. If we want to find pizza when we get to Kuala Lumpur, we're going to need the best Qlumi directions we can get!
(adjective)

(notice a pattern here?)

all-in-one
organizer
advisor manage
adventure
celebration memories
convenience share trusted
features business family
fun community
discovery experience
friendly guests
enjoy sidekick in-the-know
personable happy
hit the road

AD&M
Art, Design & Marketing