

Brand Guidelines.

Qno

Brand story: Qno

Qno was created to eliminate the frustration of hospital queues. With a seamless online platform, we make booking appointments fast and effortless. At Qno, our mission is simple: to provide easy access to healthcare—no waiting, just care.

Introducing the logo: Qno

The logo for Qno embodies the essence of convenience and innovation in health-care. Designed for an online hospital booking platform, Qno eliminates the need for physical queues and token systems. The bold, modern shape of the logo symbolizes the seamless act of taking a token with two fingers, cleverly forming the letter "Q" with the visible integration of "no" within it. This reinforces the company's promise: no more queues at hospitals. The color choice, a bright #ef2f44, adds a vibrant and energetic touch, symbolizing urgency and care, while maintaining a friendly, approachable feel. The design reflects simplicity, efficiency, and reliability—just like Qno's mission to streamline the hospital booking experience



PRIMARY LOGO.



Logo Overview:

The Qno logo reflects the brand's core mission of simplifying healthcare access. It's designed to visually represent the ease of taking a token, while integrating the idea of "no more queues" in a modern, bold design. The bright #ef2f44 color adds a sense of urgency and care, making the logo both impactful and approachable.

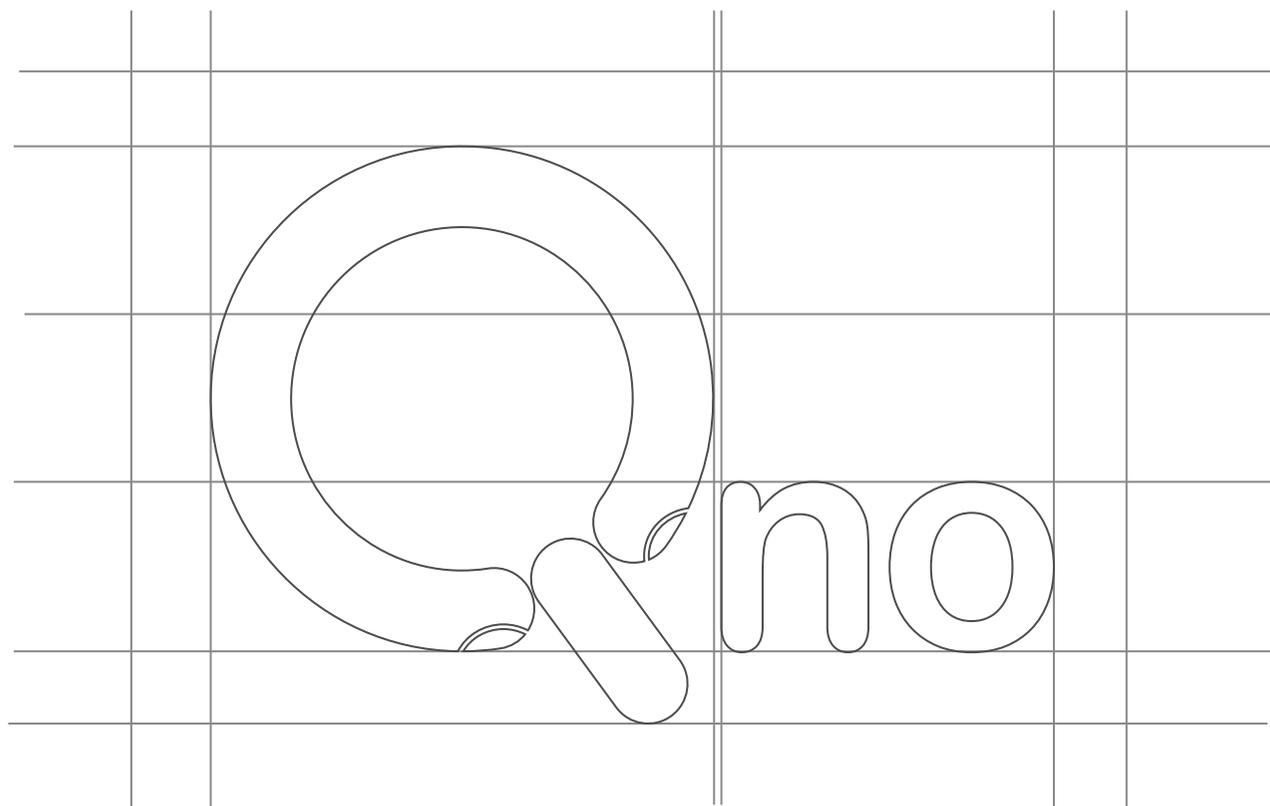
Process:

The design process focused on creating a logo that embodies convenience and innovation. Through multiple iterations, the shape of the letter "Q" was combined with the word "no" to symbolize the brand's promise. The goal was to ensure the logo was not only visually striking but also represented the effortless experience Qno offers.

Outcome:

The final logo is a bold, modern representation of Qno's mission to make hospital bookings easy and stress-free. It's simple, memorable, and clearly communicates the brand's core value of eliminating the need for physical queues at hospitals

LOGO GRID.



APP ICON.



TYPE.

Primary:

Poppins (Regular & Bold)

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

Secondary:

Roboto (Regular & Bold)

ABCDEFGHIJKLMN

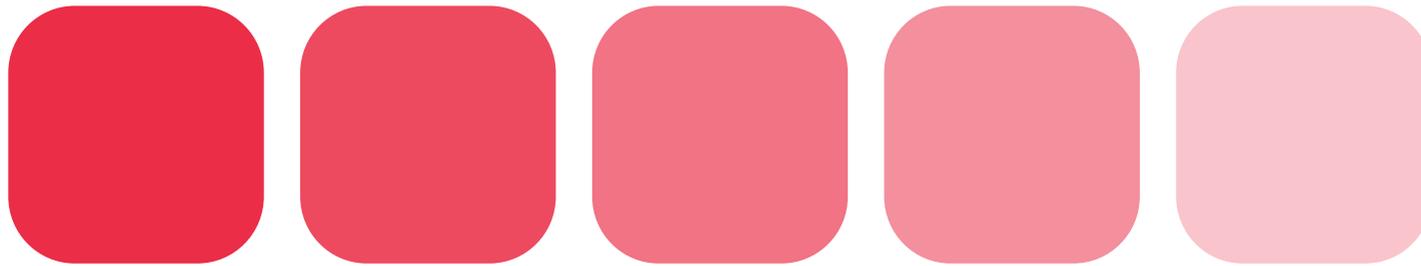
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Other:

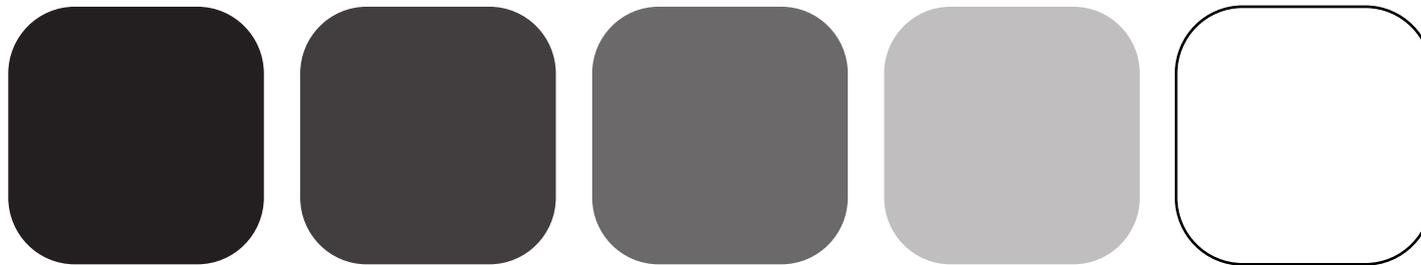
Arial (Regular & Bold)

0987654321

COLOR PALETTE.



Shades of #ef2f44



Shades of #231f20

THANK YOU.

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