

Data Quest Brand Guideline

Done by

 **Yellow** Creative

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Mission:

To elevate the quality and international standards of businesses in Iraq by offering innovative consulting and training solutions. We empower clients with the tools, knowledge, and strategies they need to achieve sustainable growth, operational excellence, and long-term success.

Vision:

To become the leading catalyst for institutionalizing SMEs in Kurdistan and Iraq, helping them build robust, sustainable frameworks that enhance competitiveness and drive economic development. Our goal is to support businesses, government entities, and NGOs with customized, impactful solutions.

Navigating Success,
Together.

Brand Slogan

Introduction

This guide will help everyone who works with the Data Quest brand communicate in a consistent, high-quality way. Whether you're a team member or a partner, following these guidelines ensures that our brand always looks and sounds professional.

If you have any questions or need guidance, feel free to contact us at aaaaaa@aaa.com

What We Do

We specialize in:

- ISO Certification & Consultancy: Supporting clients in achieving international standards for quality, safety, and environmental management.
- Financial Advisory & Auditing: Providing comprehensive financial services, from tax planning to restructuring, to ensure compliance and efficiency.
- Recruitment & Workforce Solutions: Offering end-to-end HR solutions, from candidate selection to onboarding and payroll management.
- HSE Compliance Services: Planning and implementing systems that prioritize workplace safety and environmental sustainability.
- Market Studies & Management Consulting: Delivering actionable insights and strategic guidance to enhance organizational performance.

History

Since our founding in 2021, Data Quest has addressed Iraq's resource capacity gap by offering project management training. We've expanded to include certified courses in HSE, entrepreneurship, sales strategy, financial advisory, recruitment solutions, and ISO consulting. Our growing team of local and international experts is dedicated to empowering businesses and individuals.

ISO Certification

We deliver authentic ISO certifications across multiple disciplines, including:

- ISO 9001: Quality management systems.
- ISO 14001: Environmental management systems.
- ISO 45001: Occupational health and safety.
- ISO 22000 & Halal Certification: Food safety management systems.

Accredited by the International Accreditation Forum (IAF), we ensure robust support for clients seeking global compliance.

This guide is for:

Data Quest team members, both new and current.

Sales agents and representatives, working internally within Iraq or externally in international contexts.

Marketing and design agencies, collaborating with Data Quest on branding, events, and promotional content.

Clients and strategic partners, seeking a clear understanding of our branding and communication standards.

Since the use of logos, posts, and other branding materials varies based on the target audience and geographical location, it is essential to apply the appropriate branding elements as outlined in this guide.

Design Checklist

Trust: We focus on cultivating lasting relationships with our clients, ensuring confidence in the solutions we provide.

Integrity: Upholding strong ethical values is central to everything we do, ensuring honesty and fairness in every interaction.

Transparency: Clear and open communication underpins our work, fostering trust and accountability at all levels.

Reliability: Our team consistently delivers dependable, timely services, tailored to meet the unique needs of every client.

Expertise: With a highly skilled team, we bring in-depth knowledge across ISO consultancy, financial advisory, and recruitment services.

Experience: Drawing from years of experience across industries like banking, oil and gas, and real estate, we bring valuable insights to each project.

Innovation: We strive to adopt new and effective methods, ensuring our clients remain ahead in a competitive landscape.

Commitment: We are dedicated to providing exceptional solutions that not only meet but exceed expectations.

Sustainability: Encouraging responsible and sustainable practices is integral to our approach, helping businesses integrate environmental and social accountability into their operations.

Social Responsibility: We actively engage in community development, offering free skill-based training and advocating for renewable energy solutions.

Our *Logo*

Logo Variations:

The Data Quest. logo is to be exclusively used for all formal and general posts, stationery, or internal communications within Iraq. This includes all internal branding materials, localized marketing content, and correspondence related to activities within the country.

The Data Quest Global. logo is designated for all external-facing content, including events, stationery, posts, or any materials intended for audiences or purposes outside Iraq.

Combination
Wordmark horizontal
Construction

The logo

DataQuest®

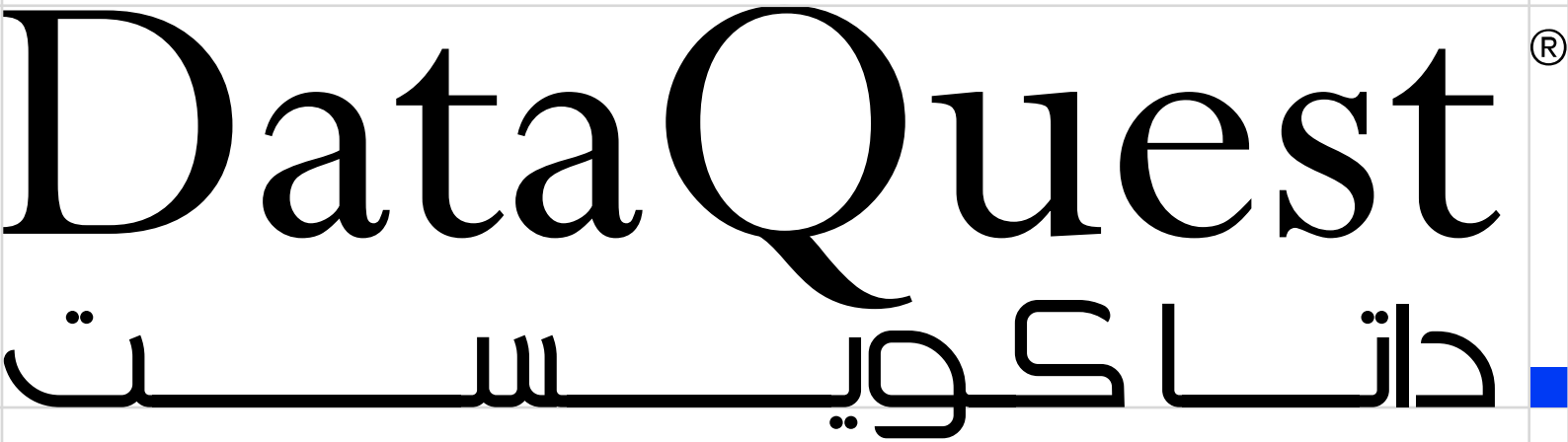
The Data Quest. logo is to be exclusively used for all formal and general posts, stationery, or internal communications within Iraq. This includes all internal branding materials, localized marketing content, and correspondence related to activities within the country.

Combination
Wordmark vertical
Construction

Data[®]
Quest.

The logo

Combination
Wordmark (AR & en)
vertical construction



The logo

Combination
Wordmark horizontal
Construction

DataQuest Global.

®

The logo

The logo

Data
Quest. ■

Blue Square

The blue square serves as a visual anchor, symbolizing trust, stability, and professionalism while adding a memorable and distinct element to the design.

Data
Quest. ■

Text-Based Logo

The text-based logo emphasizes clarity, professionalism, and brand recognition, ensuring versatility and trust in the consulting industry.

Combination
Wordmark vertical
Construction

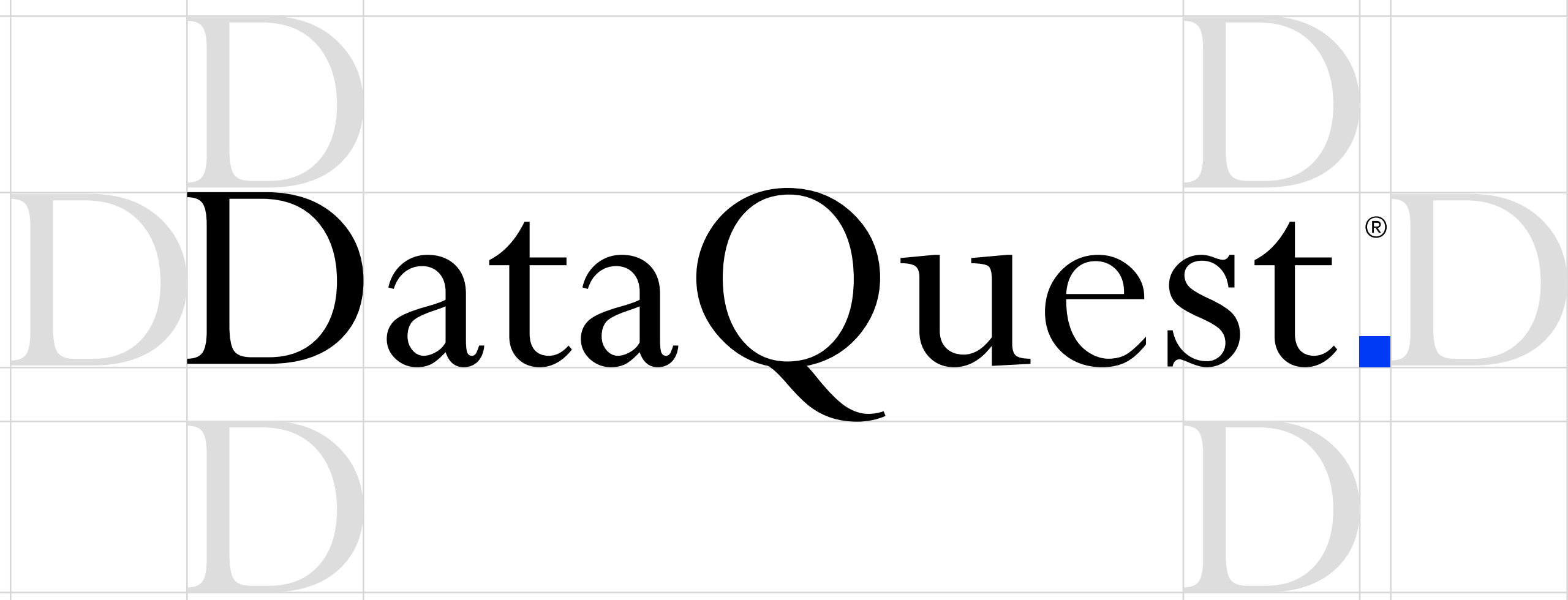
Data
Quest
Global.

Data
Quest
Global.

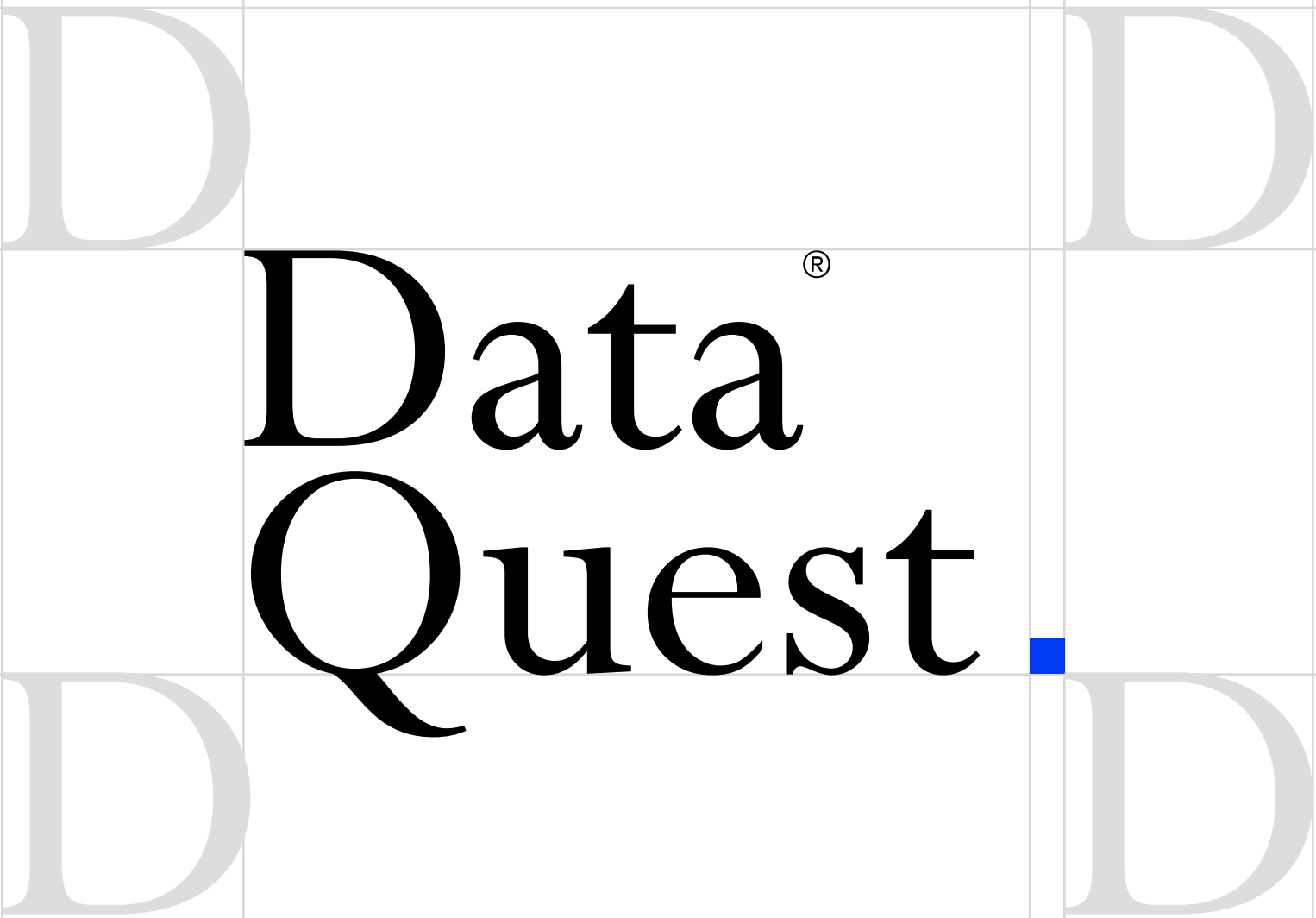
The logo

Combination
Wordmark horizontal
Construction
clear space

The logo



Combination
Wordmark vertical
Construction
Clear space



The logo

Combination
Wordmark horizontal
Construction

DataQuest Global.

The logo

Combination
Wordmark vertical
Construction
Clear space

Data
Quest
Global.

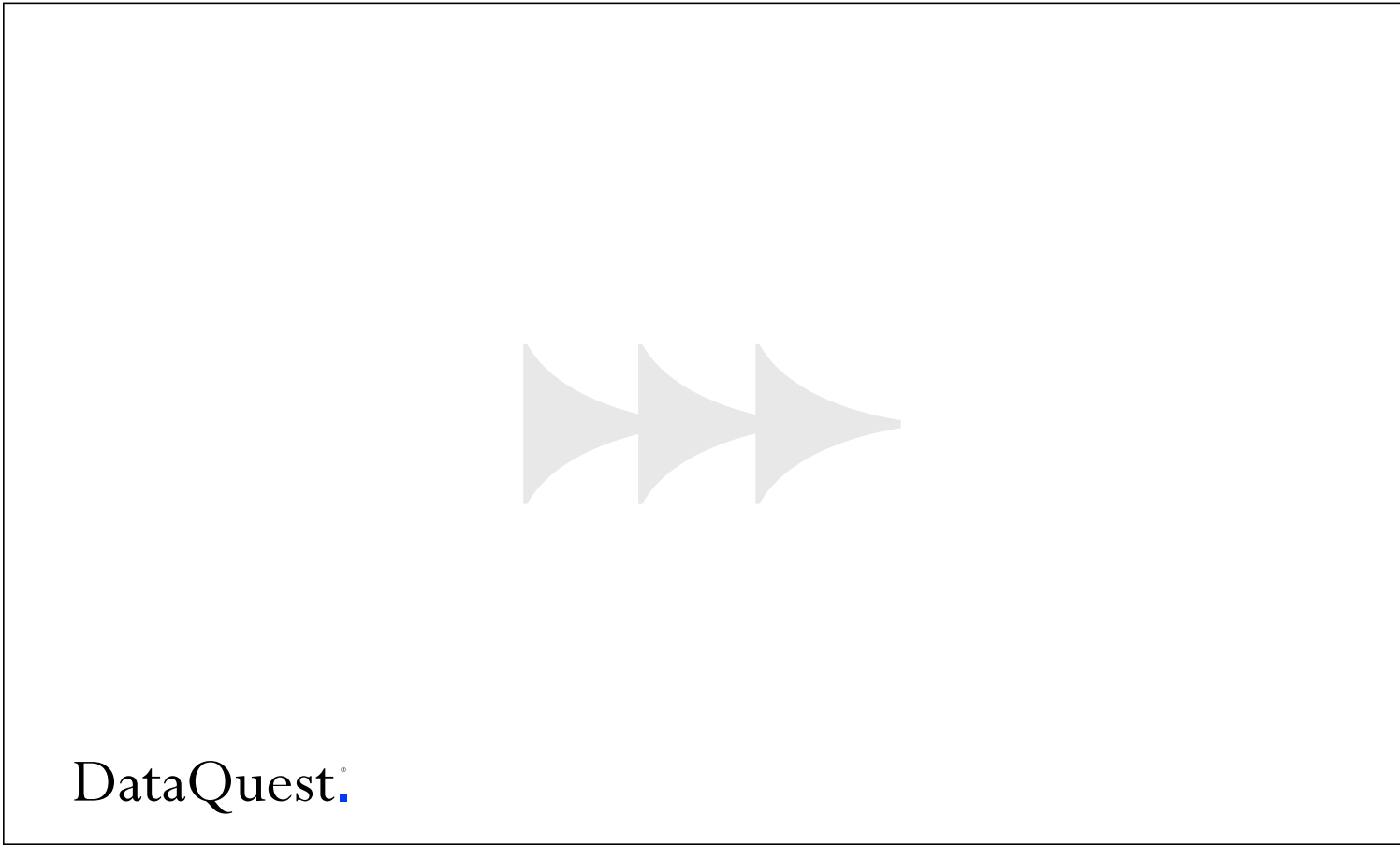
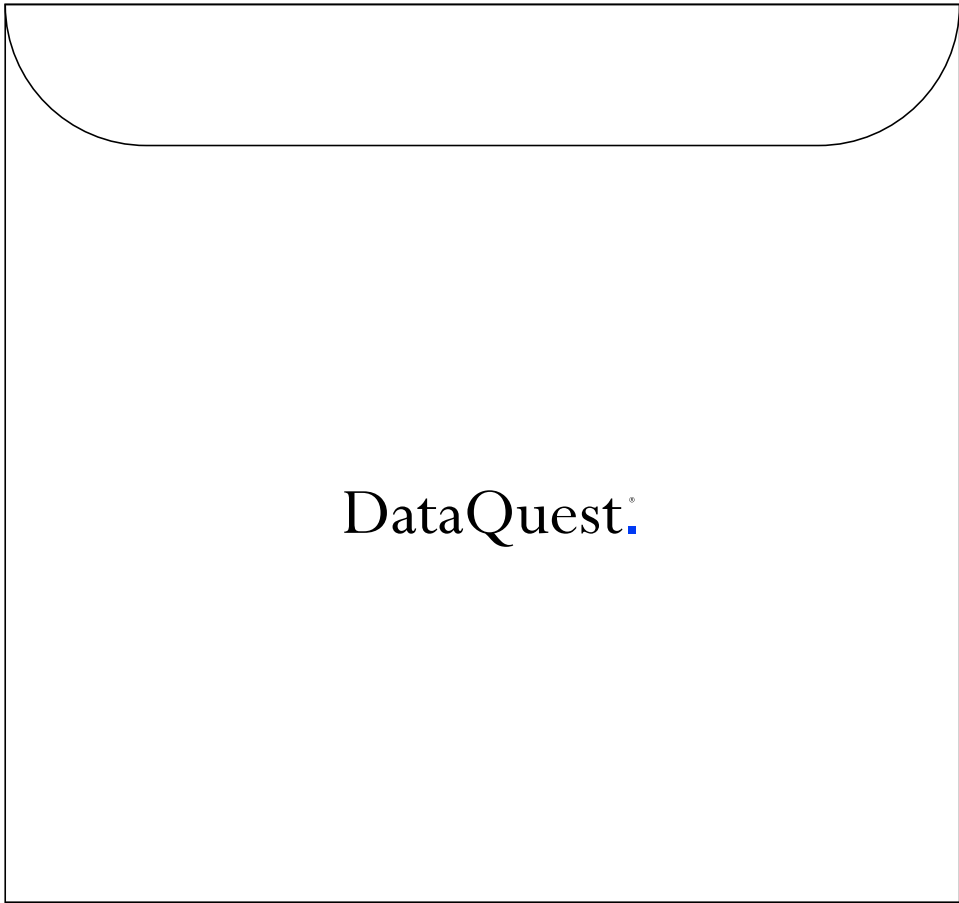
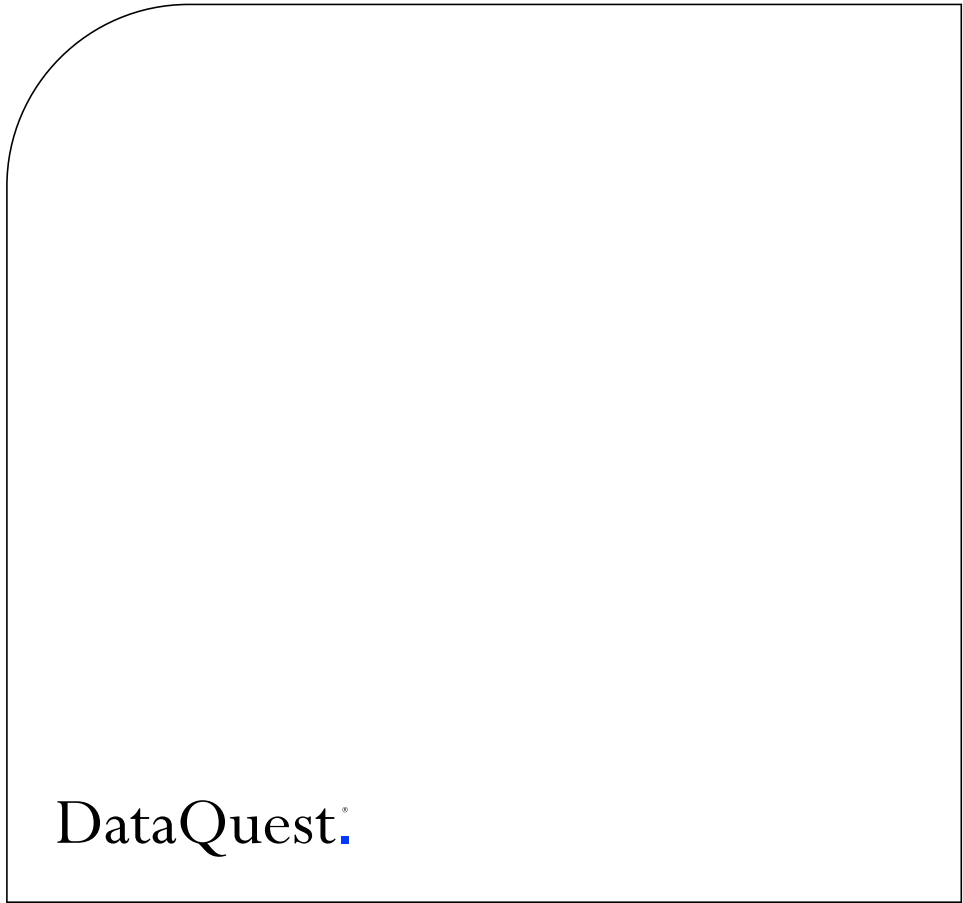
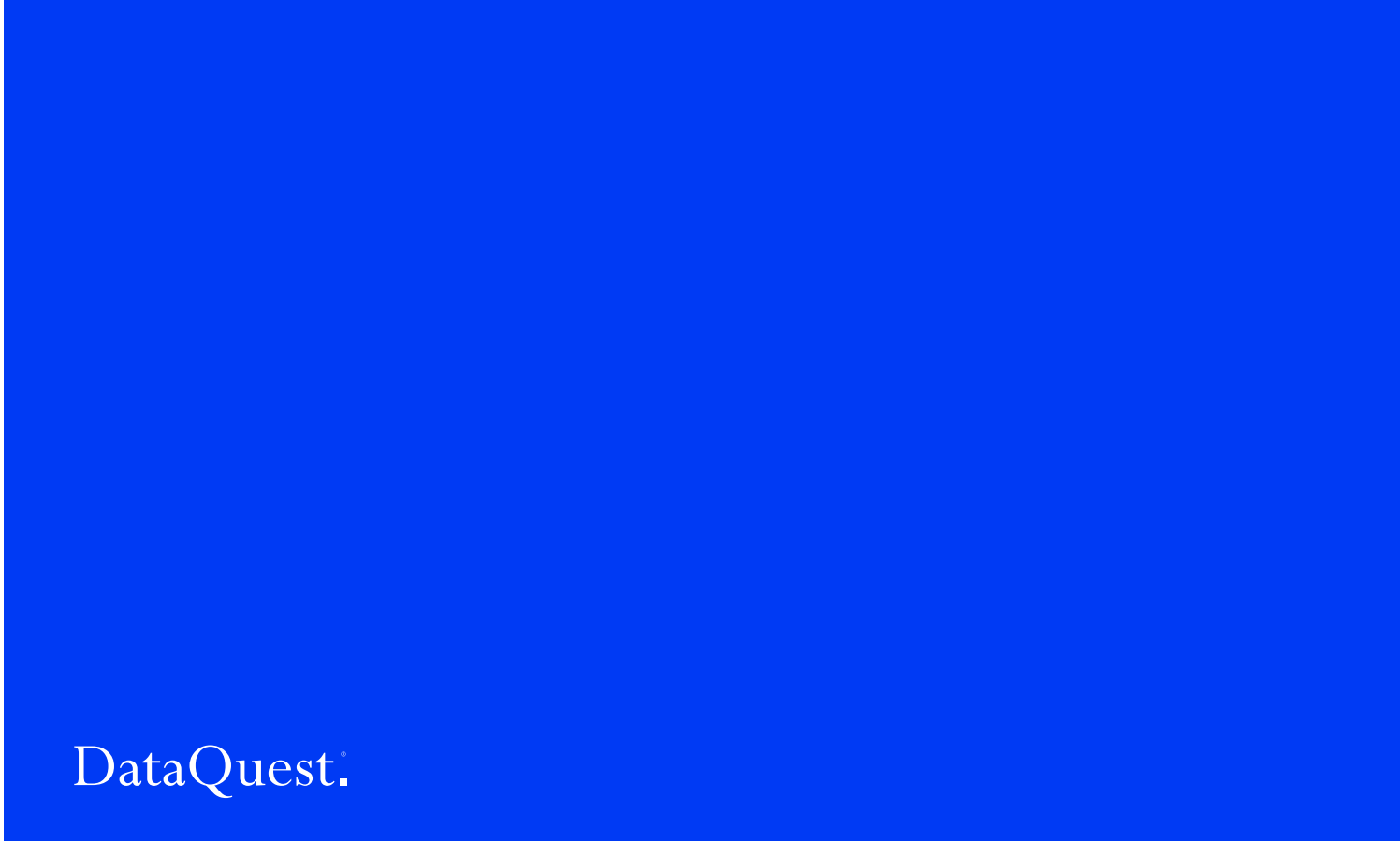
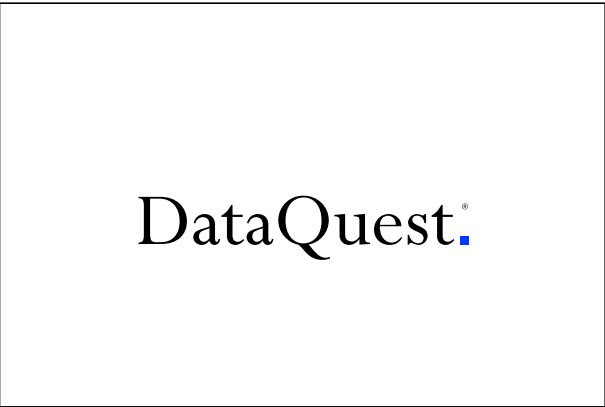
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Global.

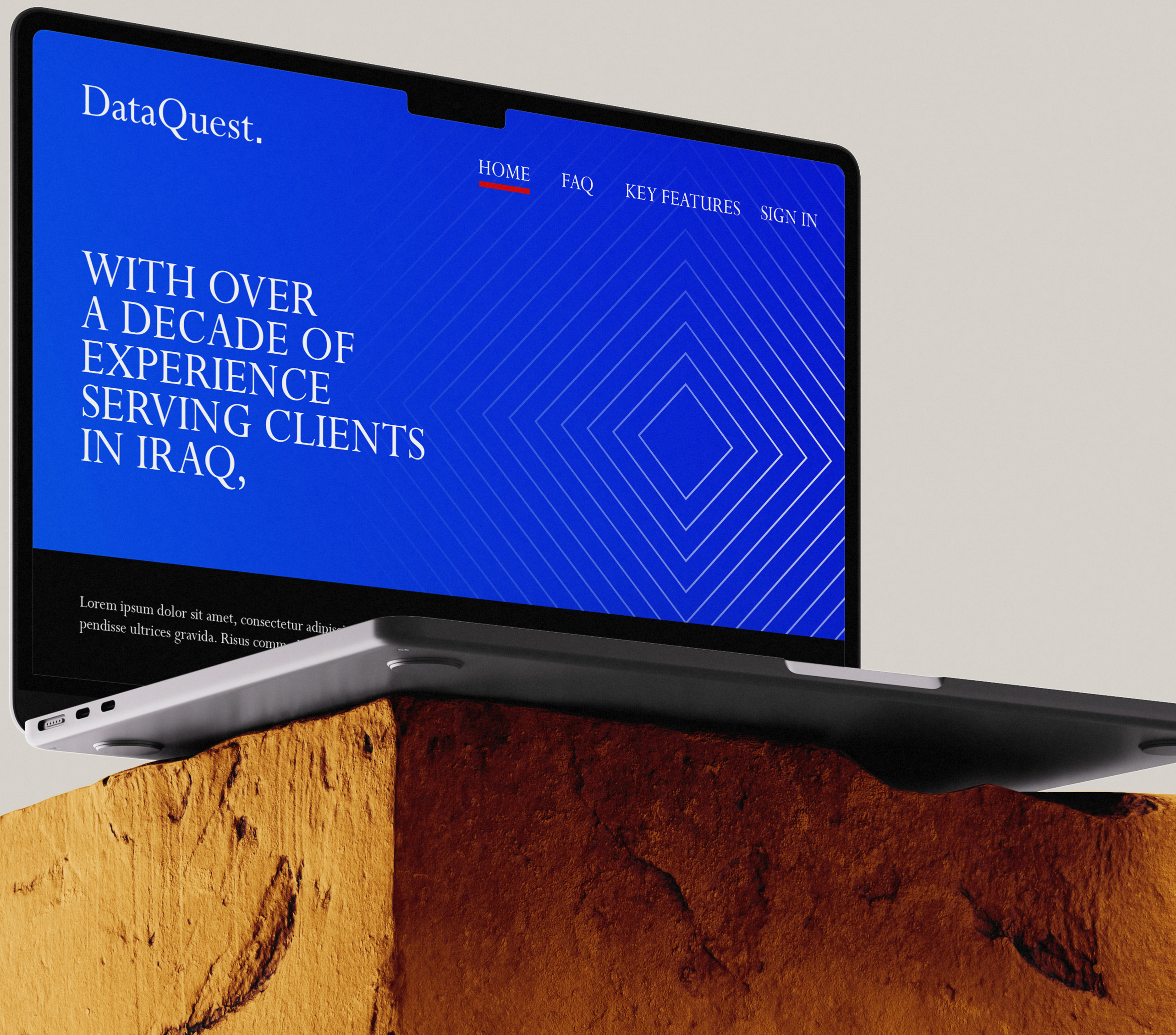
The logo

Data[®]
Quest.

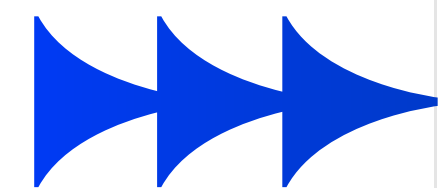
Logo Placement

Our logo represents Al-Fatlawy's identity
and should always be placed correctly, here's how:



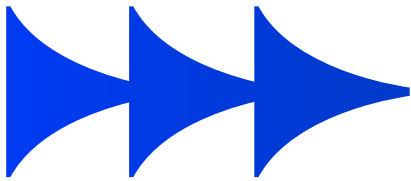


website





Billboard

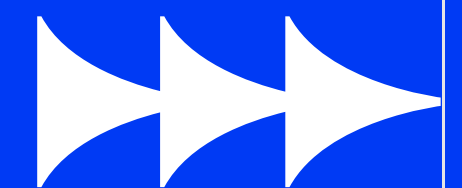


WITH OVER
A DECADE OF
EXPERIENCE
SERVING CLIENTS
IN IRAQ,

Data
Quest.

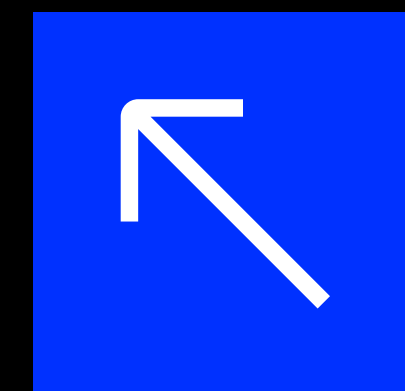


Billboard





Sign
Board



Social Media

Data Quest's social media should reflect professionalism, innovation, and growth. Posts should feature high-quality visuals and content, including thought leadership, client success stories, educational insights, and behind-the-scenes moments. The tone should be clear, empowering, and engaging, encouraging audience interaction. Regular posting with relevant hashtags will boost visibility, while active engagement fosters trust.

WITH OVER
A DECADE OF
EXPERIENCE
SERVING CLIENTS
IN IRAQ,

Data[®]
Quest.



WITH OVER
A DECADE OF
EXPERIENCE
SERVING
CLIENTS
IN IRAQ,

WE HAVE
ESTABLISHED
A PROVEN
TRACK
RECORD
OF SUCCESS.

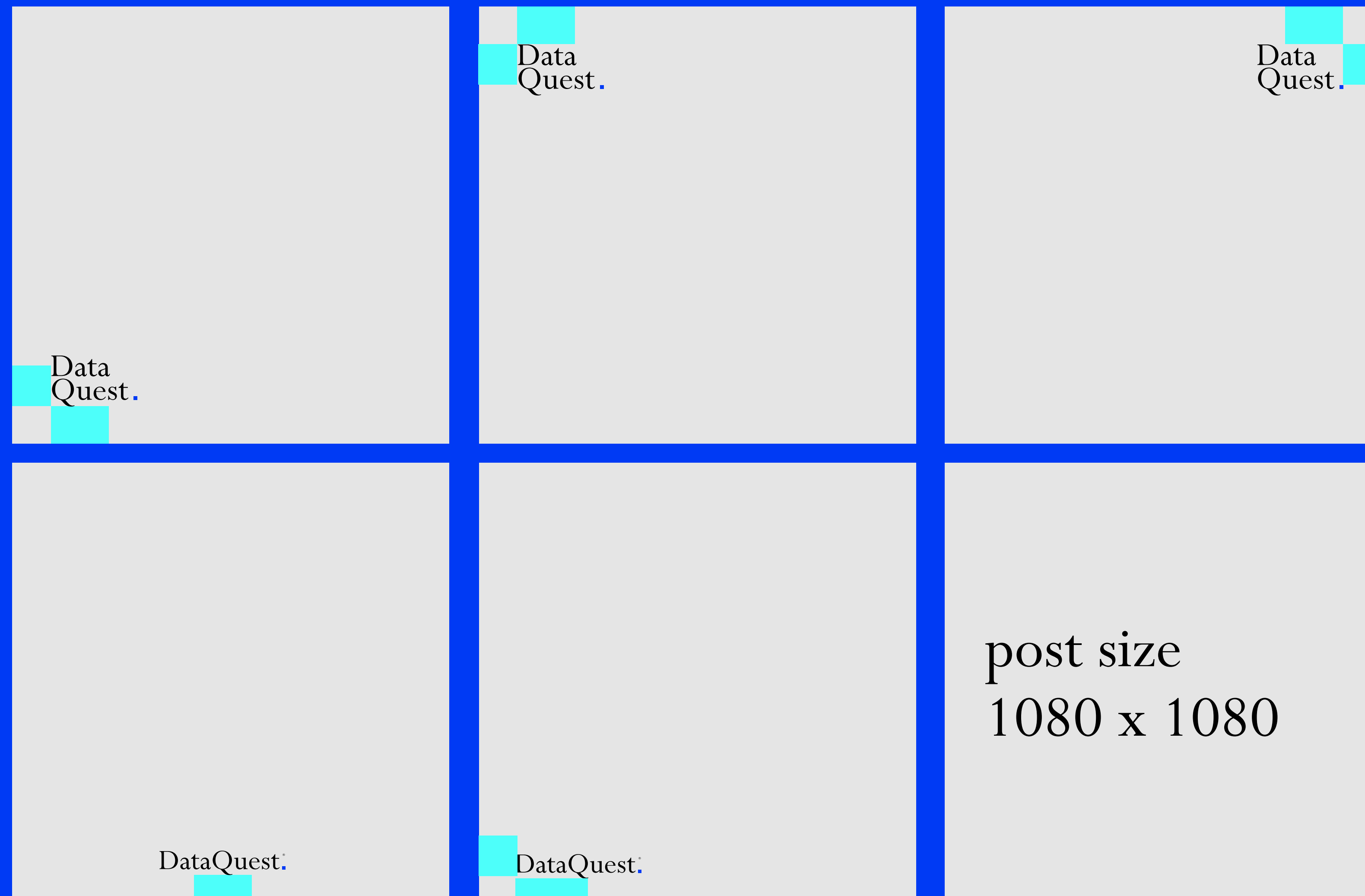
Data[®]
Quest.



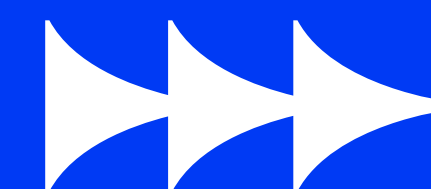
WITH OVER
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EXPERIENCE
SERVING CLIENTS
IN IRAQ,

Data[®]
Quest.





Social Media





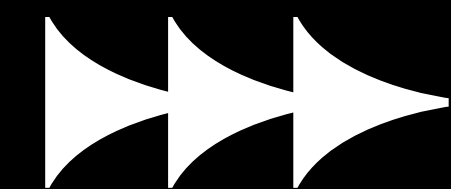
DataQuest.

Story size
1920 x 1080

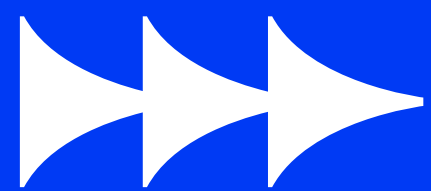
DataQuest.

Data
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Social Media



Incorrect ways to use the logo



DataQuest[®] 

Data
Quest. 

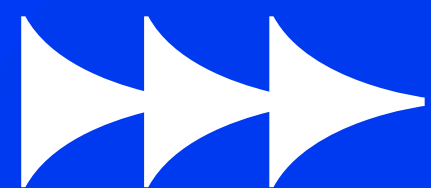
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DataQuest. 

DataQuest[®] 

DataQuest[®] 

Color Pallete



Primary Color:

Royal Blue

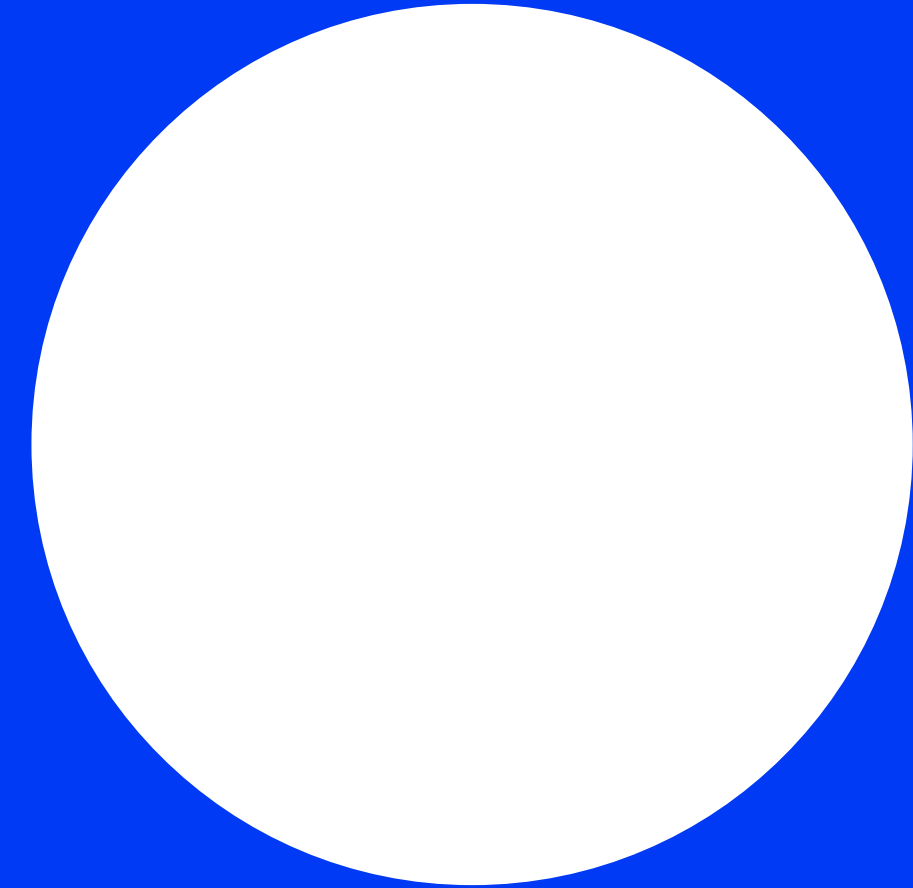
Royal Blue is a deep, rich color that can evoke feelings of trust, loyalty, and intelligence. It's often associated with authority, stability, and success.

Branding: Royal blue can be a strong brand color for businesses that want to convey a sense of trust, reliability, or authority.

Headlines: It can be used for headlines to create a sense of importance or urgency.

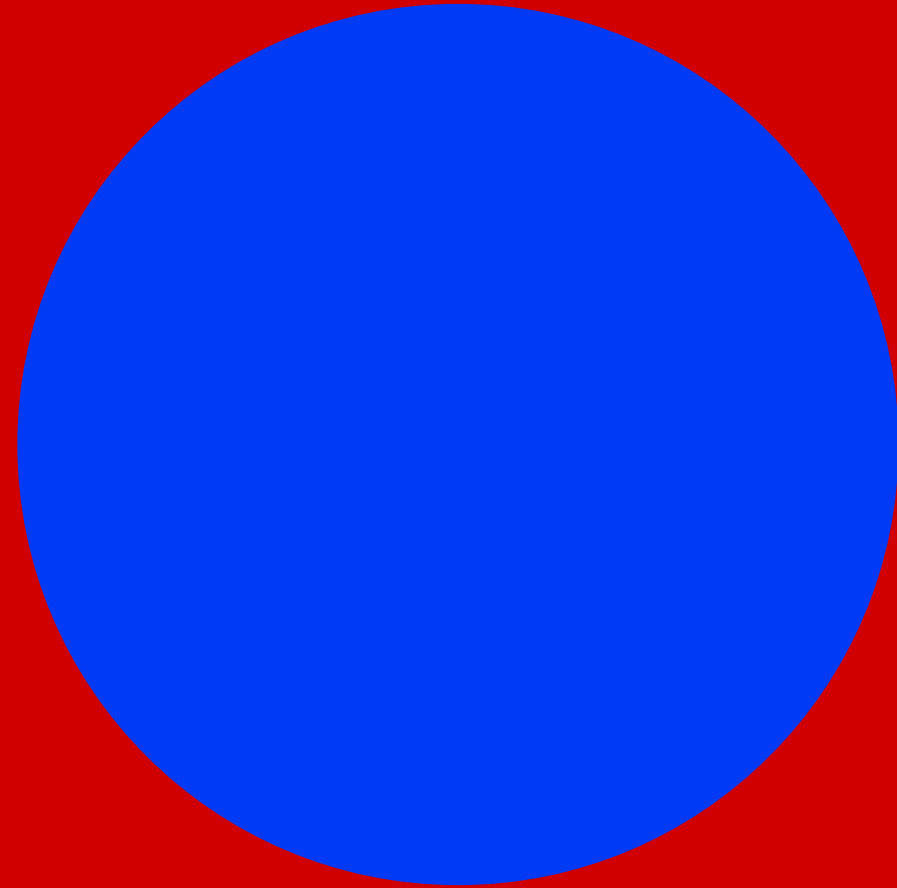
Accents: Royal blue can be used as an accent color to add a touch of sophistication and elegance

Hex Code : #: #232323 RGB: 35 ,35 ,35
CMYK: : : 11 ,89 ,89 ,89



Secondary Color 1:

Crimson Red



Crimson Red is a bold and vibrant color that can evoke strong emotions. It's often associated with

Energy: Crimson red can stimulate excitement and passion.

Power: It can convey authority and confidence.

Urgency: Crimson red can create a sense of urgency or importance.

Passion: It's a color associated with love, desire, and intensity.

Hex Code: #DA1822 | RGB: 34 ,24 ,218 | CMYK: 15 ,87 ,91,15 | Pantone: 485 C

Secondary Color 2:

Bright White

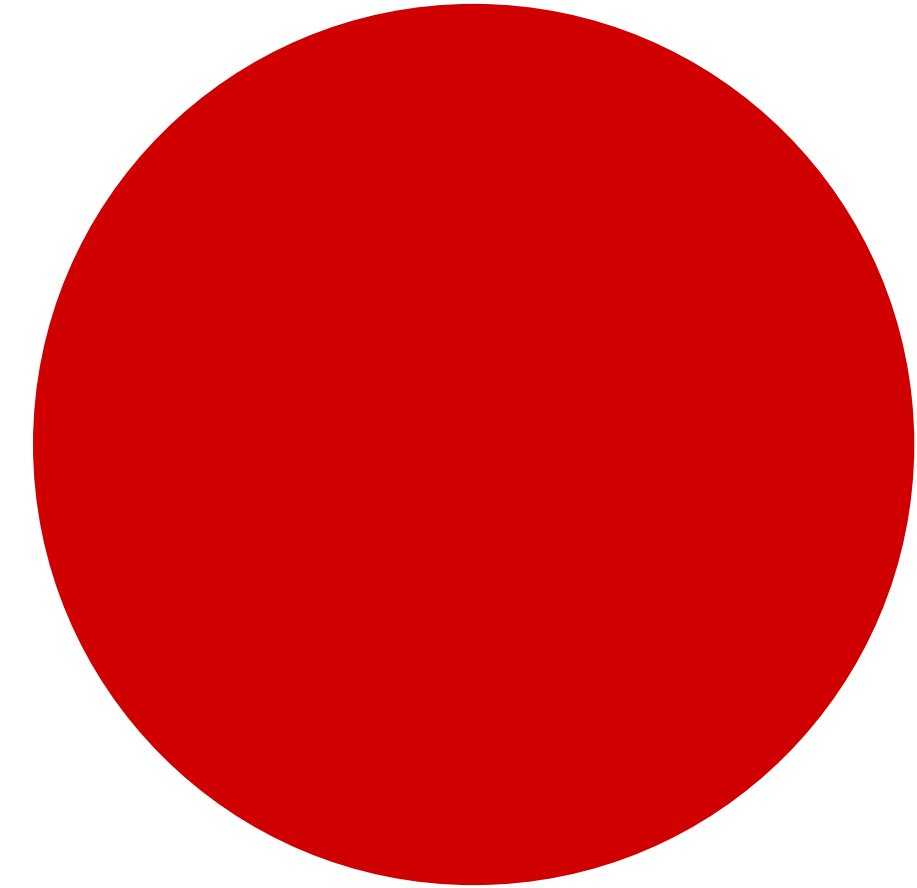
Dark Gray is a neutral color that can add a sense of sophistication, elegance, and professionalism to a design. It's often used as a background color or for text to create a sense of contrast.

Backgrounds: Dark gray can be used as a background color to create a modern and sophisticated look.

Text: It can be used for text to create a sense of contrast against a lighter background.

Neutral elements: Dark gray can be used for neutral elements such as buttons or navigation bars.

Hex Code: : #: #232323 RGB: 35 ,35 ,35
CMYK: :: 11,89 ,89 ,89



Secondary Color 3:

Dark Gray

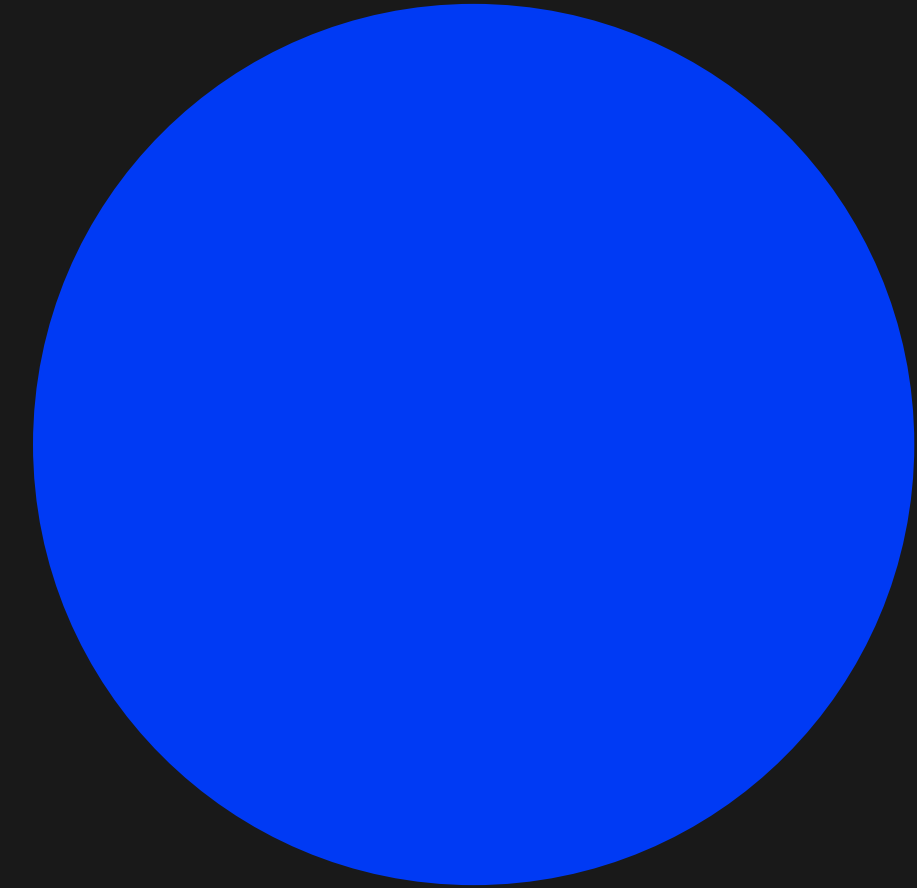
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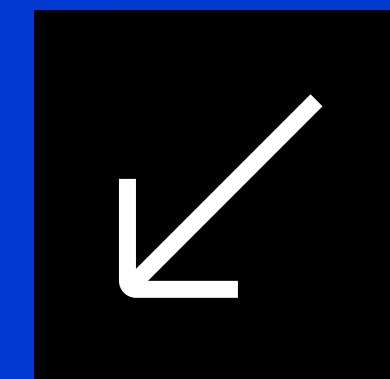
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Hex Code: : #: #232323 RGB: 35 ,35 ,35
CMYK: : : 11,89 ,89 ,89



Typography



Font
Perpetua

Wiegths
All

Language
English

The fonts we use are important for keeping a consistent look:

Headings: Perpetua Bold — provides a timeless and elegant style, ideal for drawing attention to key titles and headers

Body Text: Perpetua Regular — ensures readability with a refined and sophisticated tone, perfect for longer text
Primary Typeface: Perpetua (Regular, Italic, and Bold) — a versatile and classic font that conveys professionalism — cultural depth, and a polished look across all materials

By using Perpetua, we maintain a unified brand identity that is both modern and timeless

Perpetua

Font
Rabar

Wiegths
13 – 14 – 15

Language
Kurdish

The fonts we use are important for keeping a consistent look:

is the cornerstone of our visual identity, providing a distinctive and modern aesthetic

Bold: This bold, striking font is ideal for headlines and titles, commanding attention and conveying strength

Regular: A versatile font perfect for body text, ensuring readability and a contemporary look

Light: A softer, elegant font suitable for subheadings and smaller text elements, adding a touch of sophistication

we maintain a unified brand identity that is , By consistently using Rabar both innovative and timeless

RABAR

Tone of Voice for Data Quest

At Data Quest, our tone reflects professionalism, expertise, and a commitment to success. It's clear, .trustworthy, and approachable, focused on delivering results

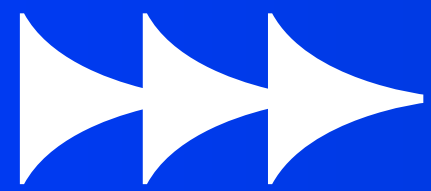
Professional & Trustworthy: We speak with authority, backed by our expertise in consultancy, .financial advisory, and recruitment

.Empowering & Supportive: Positive and solution-focused, we inspire confidence and drive action

.Innovative & Future-Focused: We stay ahead of trends, highlighting our commitment to progress

.Integrity & Expertise: Ethical, knowledgeable, and reliable, we ensure clients trust our solutions

Photography Mood for Data Quest





Given Data QuestS focus on professionalism, integrity, and reliability the photography mood should be

Innovative and Forward-Looking

Highlight modern, dynamic settings and technological elements
.that reflect our commitment to progress and innovation

Approachable and Warm

Maintain professionalism while creating a welcoming, accessible
.feel through natural lighting and candid moments

Clear and Focused

Ensure photos are crisp with simple, unobtrusive backgrounds that
.highlight the subject and their actions

Local and Global Balance

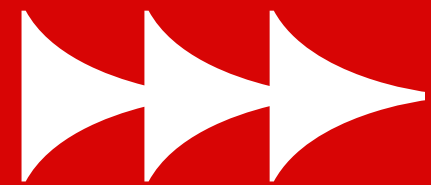
Showcase both our local presence and global reach, blending
.regional elements with international perspectives

Photography Style Guidelines

Lighting: Use natural or soft lighting to create a welcoming, bright atmosphere. Avoid harsh, high-contrast lighting that can feel too intense or distracting

Composition: Focus on balanced, clean shots with the subject in clear focus. Keep backgrounds uncluttered and minimal to highlight the key message

Tone and Colors: Maintain consistency with Data Quest's brand colors, utilizing neutral tones with accents of blue, gray, and white. Avoid overly saturated or stark colors that may create visual distractions



“Navigating Success, Together.

The tagline should always be centered
and appear in Playfair Display Bold.

Hashtags

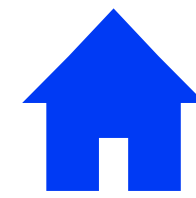
#DataQuest #InnovativeSolutions #BusinessGrowth #ISOConsulting
#SustainableGrowth

Use only a few, high-quality hashtags to keep things clean and professional

Icon System & signs

Icons to use in Digital Platforms

Website - Company system - Social media platforms



Home page



Website



Menu



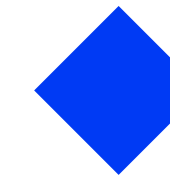
E-mail



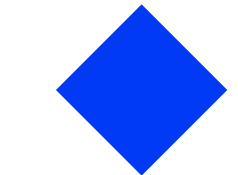
Search



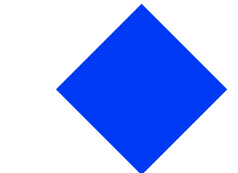
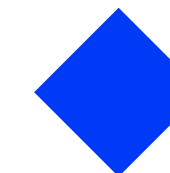
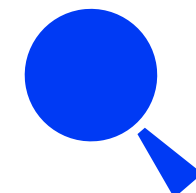
Contact Us



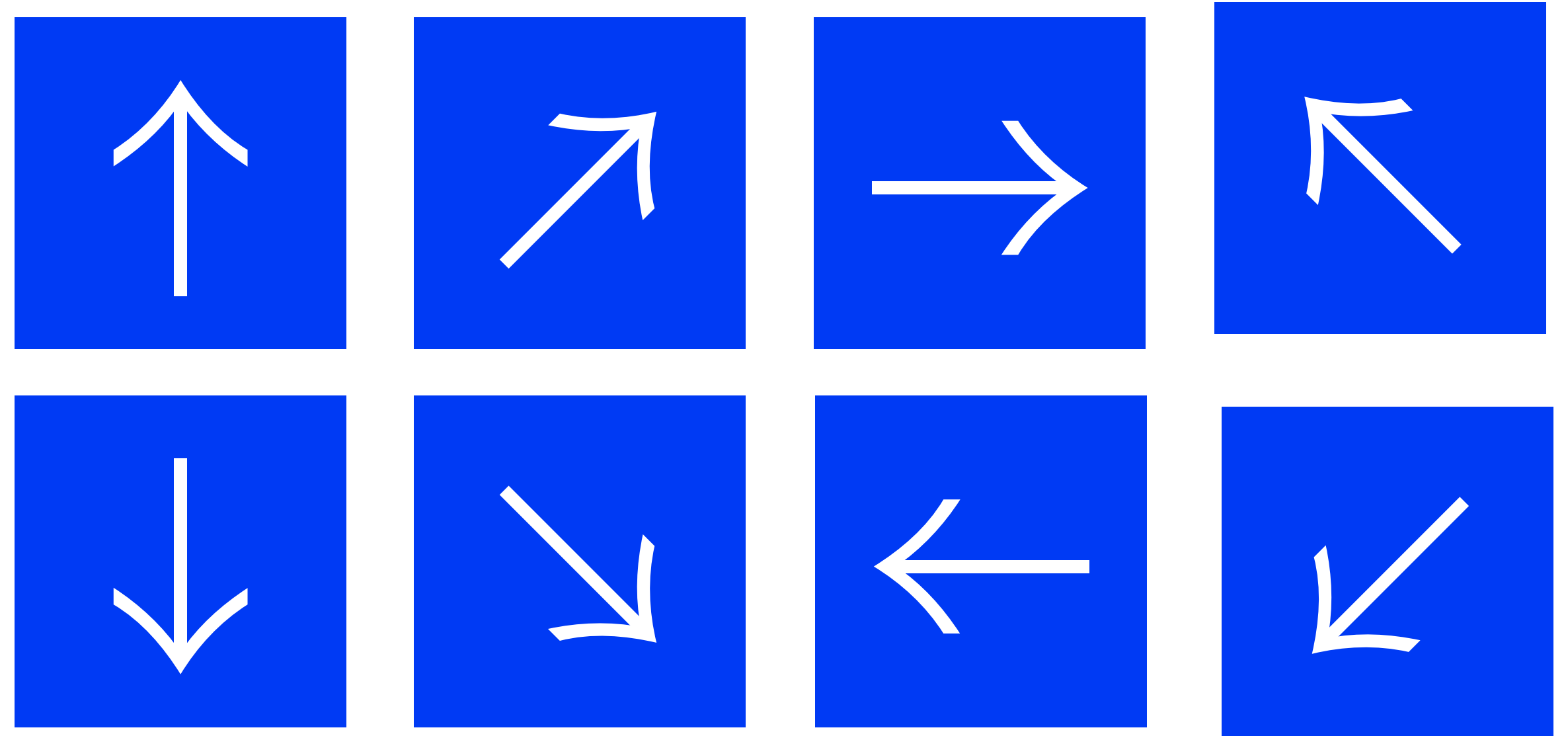
Report a Problem



User Account

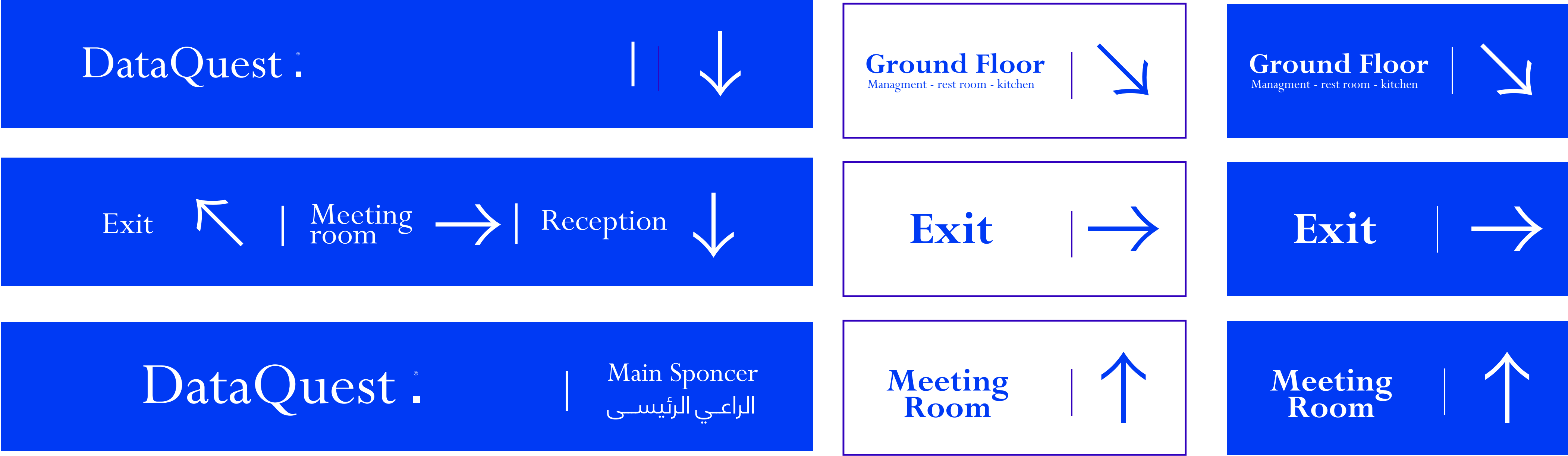


Guiding Arrows

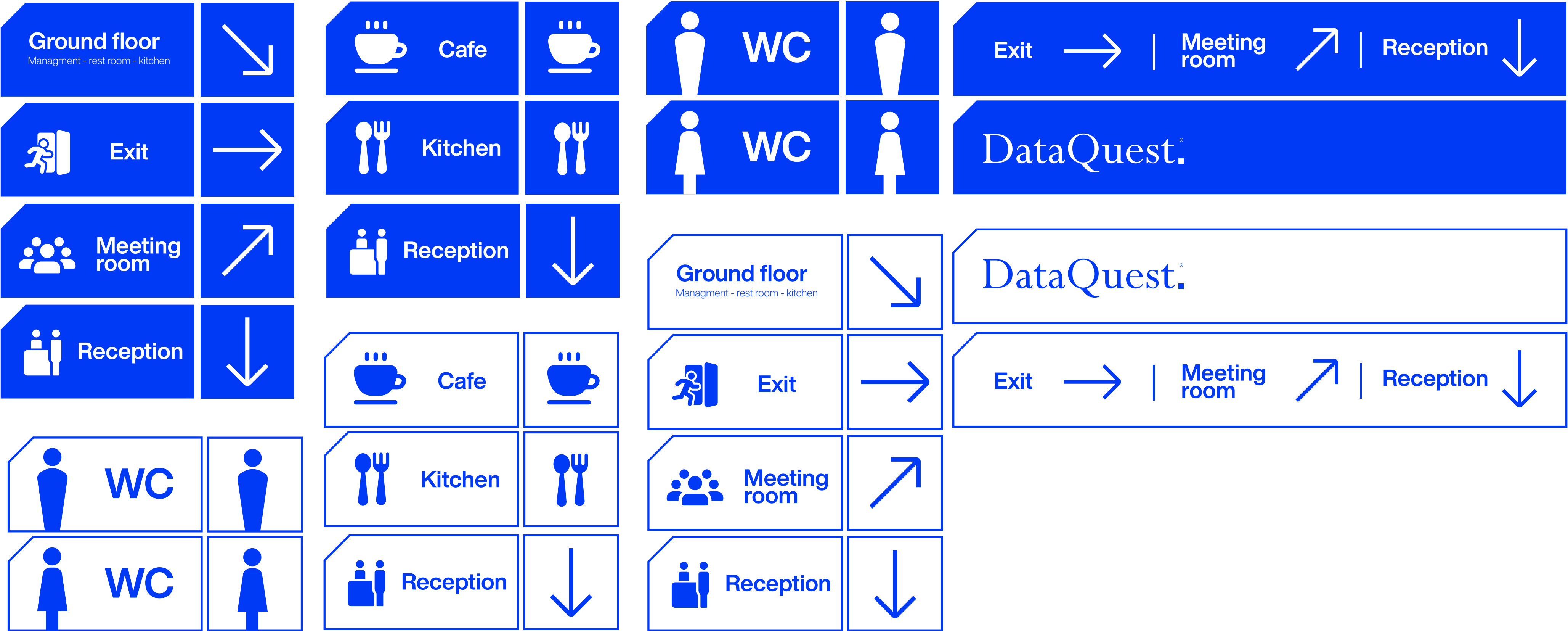


Social media carosuel

Company signage system - website



Event Sign



THANK YOU

Done by

 **Yellow** Creative®

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