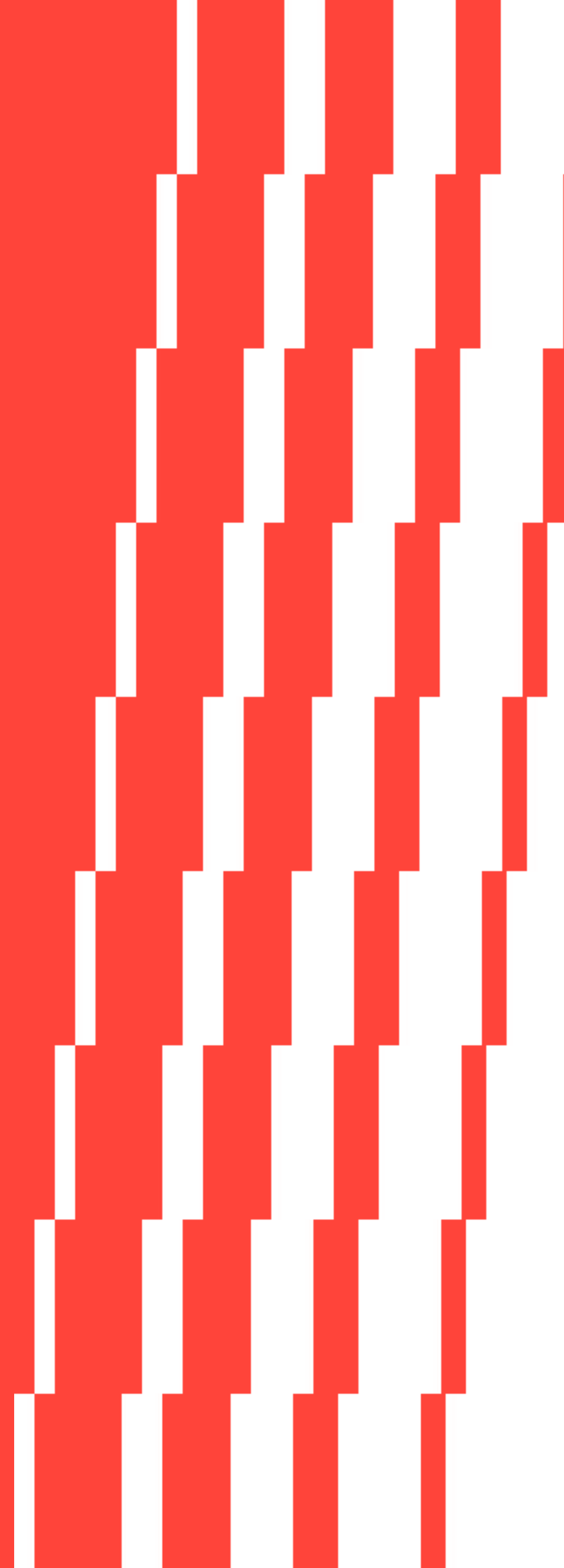


Version 2.0 | May 2026

Brand Guidelines

QNX



Introduction

Welcome to the QNX Brand Guidelines.

At QNX, our brand is more than just a logo or a tagline; it's the story we tell, the values we uphold, and the experiences we create for our audience.

This document enables anyone who works with QNX to piece together a clear, concise, and consistent piece of communication.

Together, we are QNX.

Talking QNX

QNX verbal articulation

QNX

Pronunciation

Our journey started in 1980 when Dan Dodge and Gordon Bell founded QSS, Quantum Software Systems Limited.

Our first operating system was called “QUNIX”, short for “Quantum UNIX”.

Later, our product and company name was shortened to QNX.

We want to reconnect with the legacy of our company and reintroduce an official pronunciation recommendation for our brand.

Watch our Founder Dan Dodge share the story behind our business and the inspiration for the QNX name.

[Watch video](#)

Pronounced

Cue-nix /'kju:niks/

QNX is pronounced
to rhyme with Unix.

Talking QNX

Tone of voice

QNX

Remember

Our brand is sensible and
what we do is practical.

The way we think is visionary.

We talk about the 'impossible'
as if it's achievable.

Talking QNX

Our taglines

QNX

What 'it all starts here' means

Our Brand tagline is a concise description that articulates how we stand out in the market and the minds of our audience.

Sometimes, our tagline stands by itself. Other times, it's in our body copy. In many instances, it's not used at all—but it always exists at the core of how we think.

QNX – We are the foundation

Stability in technology, starts with trusted, reliable, and high-performing software.

We have technological heritage and 45 more than years of experience.

When you want your people and technology to thrive, you build on the best-possible foundation.

We are the gateway

It's about always having an eye on the future. As the world changes, we'll be there on that journey with you. QNX is the gateway to smarter, safer, and faster industries.

We are the experience

Automakers and Tier 1s worldwide trust QNX to help them build safe, secure, and reliable automotive systems.

QNX unlock new possibilities for the next generation of software-defined vehicles.

It all starts here

Brand tagline

Our Brand tagline is a concise description that articulates how we stand out in the market and the minds of our audience. It is the north star for how we look, how we sound and what we talk about.

Sometimes, our tagline stands by itself. Other times, it's in our body copy. In many instances, it's not used at all—but it always exists at the core of how we think.

When used independently and not within body copy, the tagline is available as a finely kerned vector file, ready for seamless integration into layouts or branded merchandise.

There are separate ways on how to use the tagline together with the logo. Please go to section 04 to find out more.

It all starts here

Visual language

The QNX logo

QNX

The logo

Our new logo is a simplistic wordmark that has been created to be unique, standout amongst our competitors and being highly recognizable.

In addition, it was carefully crafted to encapsulate our brand and complement our tag line and mission statement.

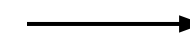
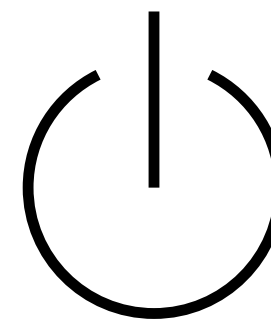
The image shows the wordmark 'QNX' in a bold, black, sans-serif typeface. The letters are closely spaced and have a clean, modern design. The 'Q' features a small tail that extends downwards and to the right. The 'N' and 'X' are composed of thick, straight strokes, giving the logo a strong and stable appearance.

Logo rationale – Start

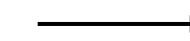
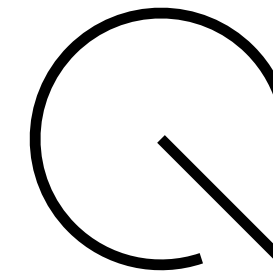
The most distinctive feature of the QNX logo is the bold 'Q', more commonly known as the 'start' button.

This symbol not only signifies activation but also represents the powerful impact of something coming to life, echoing our tagline, 'It all starts here.'

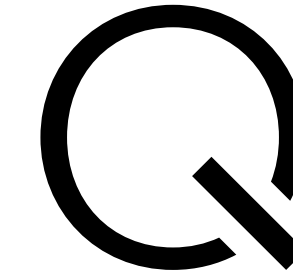
'Start button' button



'Start button' button
135° rotated



Designed for
visual impact



QNX

Logo rationale – Progress

QNX strive for innovation and progress in within our brand DNA and part of our brand story.

A “hidden” arrow in the negative space in between the N and the X. symbolises our mission statement:

‘Powering progress with precision engineered performance’



Logo clear space

The QNX logo requires clear space around it to ensure brand visibility and prominence, and to avoid being obstructed by other assets.

The clear space should be equal to the height of the 'Q' around the logo.

This rule should also be applied to co-branded versions of the logo.



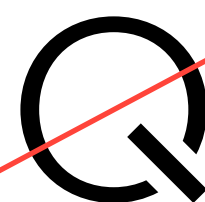
Logo don'ts

Respect the integrity of the logo.
Don't use the Q separately and
don't put images inside the logo.

To retain consistent use of the logo
across the brand and encourage brand
recognition, avoid altering the logo
outside of the provided assets.

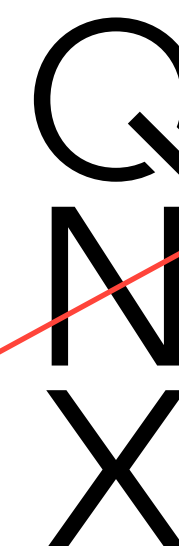
Examples

See examples of how to use the QNX
logo correctly in the 'Bringing it together'
section of these guidelines.



Characters

Never use the characters in isolation.



Orientation

Never alter the orientation of the logo.



Alter

Never alter the look or feel of the logo.



Color

Never use the logo in an alternative color.

Minimum logo sizes

Follow the minimum size requirements to ensure the QNX logos are always clear and visible.

By following these rules, the QNX logos will always be visible and recognizable to our audience.



The minimum width for screen is: 50px
The minimum width for print is: 8mm / 0.315in



The minimum width for screen is: 180px
The minimum width for print is: 25mm / 1in

‘It all starts here’ as a tagline

You may use the tagline to underpin relevant pieces of communication.

The tagline is optional and should only be used if it enhances or grounds the message.

The tagline is one component of the brand toolkit and should be used separately as a sign-off on marketing materials and not as a brand mark. All versions are available as vector files in the logo toolkit. Only the following versions are allowed to be used.

Compact Version

QNX

It all starts here

Left Aligned Version

QNX

It all starts here

Center Aligned Version

QNX

It all starts here

Text only version

It all starts here

'It all starts here' clear space and spacings

All versions are available as vector files in the logo toolkit. Only these approved versions are permitted for use. A clear space equivalent to the width of one 'Q' must be maintained around the lockup version, per clear space guidelines.

The tagline may be used alongside the logo but must comply with spacing, sizing, alignment, and the required clear space of one "Q" on all sides.

A standalone text-only version is also available, provided it is scaled according to the logo size used in each application. Specifically, 'All starts here' should have a minimum width equal to the logo or a maximum height of 1/2 'Q'.

Compact Version



Left Aligned Version



Center Aligned Version



Text only version



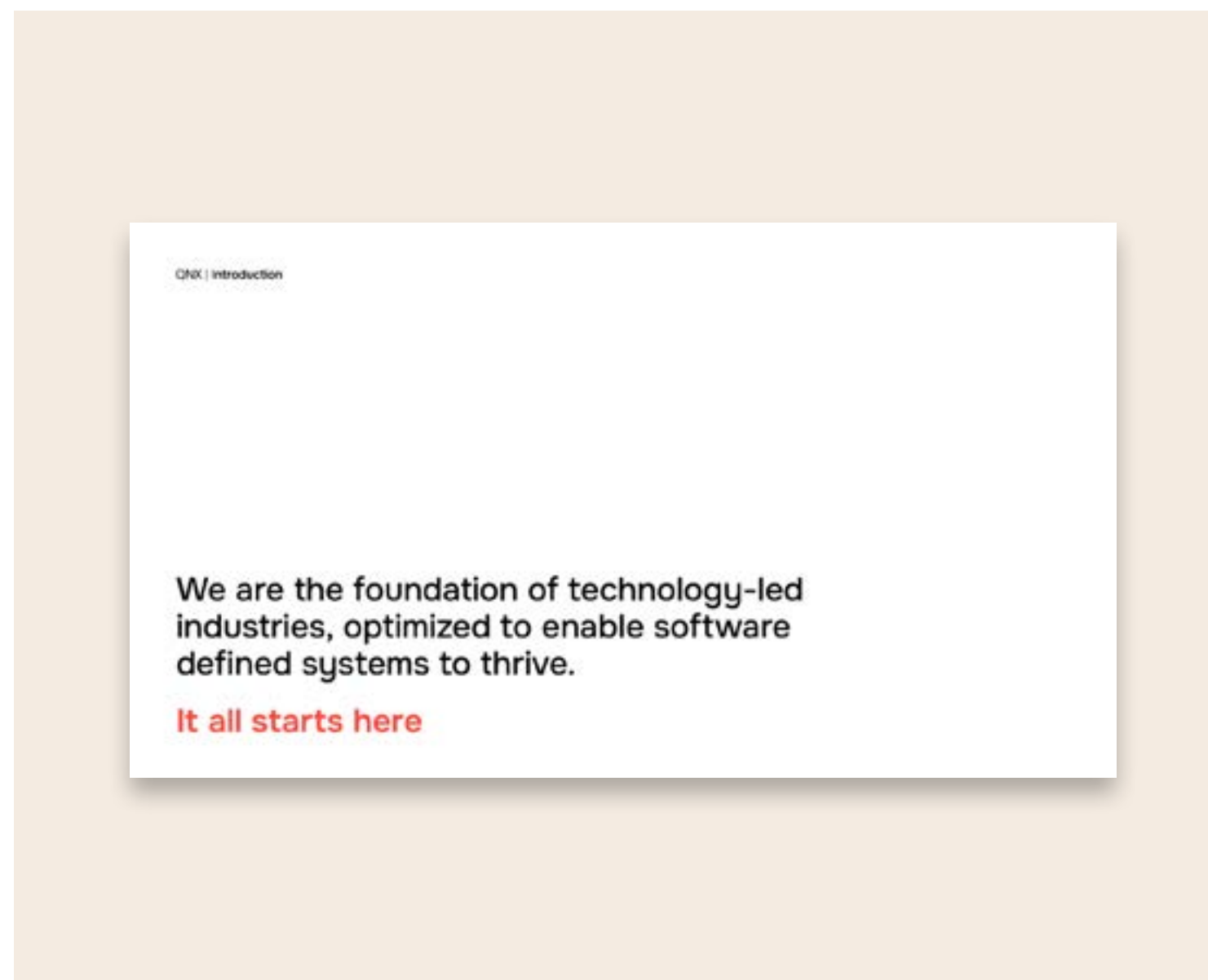
‘It all starts here’ as a tagline: Dos

Here are some examples of different ways we can use the tagline across creative that abides by the guidelines.

The tagline may be used in certain brand awareness scenarios.

For example; branded merchandise, branded event stands, email signatures and the closing slide for presentations or videos.

In these scenarios, the QNX logo and tagline must have adequate distance between them, the tagline cannot be higher than the logo and must be visually separated. Where the tagline is used without the logo it must stand out from over text and be given space.



'It all starts here' as a tagline: Don'ts

Our tagline is going to be used in different ways depending on the material and content being produced. We have set out some guidance of elements to avoid when using the tagline with the logo.

Height

When using the tagline with the logo, the tagline should never exceed the height of the logo.

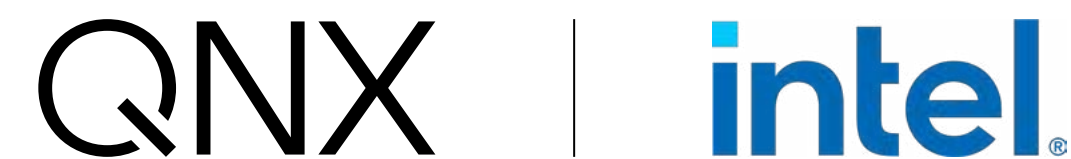
Clear space

If placing the tagline near the logo, we should never invade the clear space guidance of the logo.



Partnership logo lockups

When working with a partner and there is a need for a logo lockup to support marketing activities such as partnerships, promotions, and sponsorships, we have created simple rules for continuity, order and hierarchy.



Dividing line and spacing

The partnership lockup separates the QNX and partner's logo with a dividing line. The partner logo should be the same height as the QNX logo with a space either side; equal to width of the 'Q' in the QNX logo.

The stroke weight of the dividing line should be 0.75pt.

Hierarchy

The QNX logo should always be on the left side of the partner's logo.

If a second partner logo is required, follow the same rules as above and place the second partner's logo to the right of the first partner logo.

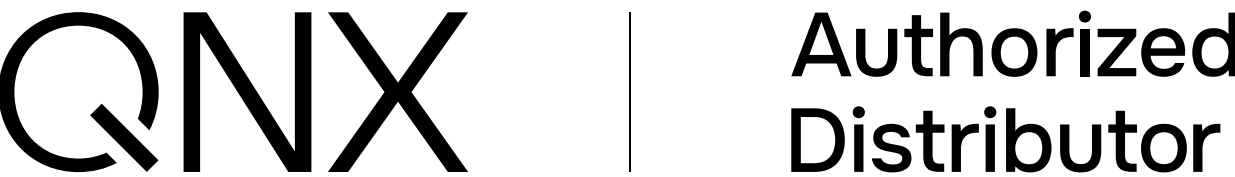
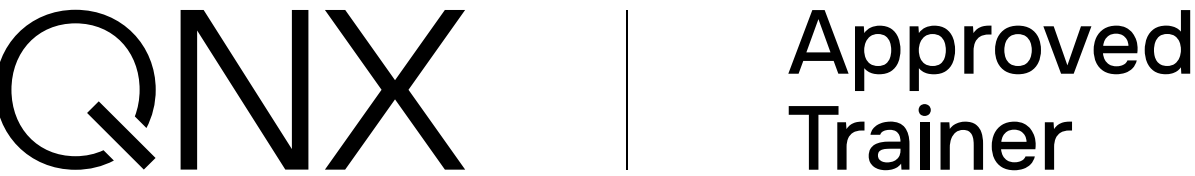
Channel Partner logo lockups

When representing a QNX channel partner, it is important to maintain a consistent logo lockup design for activities such as certifications, partnerships, and promotional materials. A set of four lockups supports these needs, ensuring clear order, hierarchy, and brand alignment.

Each lockup has been carefully designed to balance the QNX brand identity with partner recognition, ensuring compatibility across different applications while adhering to brand standards.

It is required to assure that a safe zone of one ‘Q’ is given at all times.

Horizontal versions



Vertical versions



Visual language

QNX colors

QNX

Digital Color Palette

The QNX color palette consists of 11 core colors and is one of the key visual attributes that makes QNX distinct within our industry. It sets a neutral tone with accents of energetic warmth.

When creating digital assets, use the RGB color palette.

Primary

QNX Coral

HEX. FF443A

RGB. 255 68 58

Secondary

Blush Red

HEX. C45349

RGB. 196 83 73

Burnt Umber

HEX. 85352E

RGB. 133 53 46

Mahogany

HEX. 451713

RGB. 69 23 19

Base

White

HEX. FFFFFFFF

RGB. 255 255 255

Black

HEX. 000000

RGB. 0 0 0

Neutrals

Gray 1

HEX. C0C0BB

RGB. 192 192 187

Gray 2

HEX. 8F8F8B

RGB. 143 143 139

Gray 3

HEX. 5E5D5A

RGB. 94 93 90

Neutral Background

Sand

HEX. F4EBE1

RGB. 244 235 225

Light Sand

HEX. FBF8F4

RGB. 251 248 244

Specialist Highlighter

Energizer Purple

HEX. 8C62FF

RGB. 140 98 255

Presentations only

Light Coral 1

HEX. FEDBD0

RGB. 254 219 208

Light Coral 2

HEX. FFB29D

RGB. 255 178 157

Light Coral 3

HEX. FF806B

RGB. 255 128 107

Red - Loss

HEX. E4203C

RGB. 255 128 107

Orange

HEX. FFBE5B

RGB. 255 190 91

Green - Gain

HEX. 06CA5F

RGB. 6 202 95

Web only

Dark

HEX. 181C1E

RGB. 24 28 30

Sand - Dark

HEX. 232729

RGB. 35 39 41

Light Sand - Dark

HEX. 2C3032

RGB. 44 48 50

Print Color Palette

The QNX color palette consists of 11 core colors and is one of the key visual attributes that makes QNX distinct within our industry. It sets a neutral tone with accents of energetic warmth.

When creating print assets, use the CMYK color palette.

Primary

QNX Coral

CMYK. 0 83 81 0

Pantone®. Warm Red C

Secondary

Blush Red

CMYK. 0 75 65 10

Pantone®. 2032 C

Burnt Umber

CMYK. 5 90 75 50

Pantone®. 7624 C

Mahogany

CMYK. 10 85 80 75

Pantone®. 483 C

Base

White

CMYK. 0 0 0 0

Black

CMYK. 100 100 100 100

Neutrals

Gray 1

CMYK. 28 25 28 3

Pantone®. 401 C

Gray 2

CMYK. 40 35 35 15

Pantone®. 2332 C

Gray 3

CMYK. 60 55 55 45

Pantone®. 2336 C

Neutral Background

Sand

CMYK. 0 5 10 0

Pantone®. P 7-1 C

Light Sand

CMYK. 2 3 5 0

Pantone®. P 1-1 C

Specialist Highlighter

Energizer Purple

CMYK. 50 60 0 0

Pantone®. 3575 C

Logo color variations

There is a limited number of logo color variations which should not be deviated from. The logo color can only be black, white or coral.

As a background, you can choose from the entire brand color pallet except the special highlighter “Energizer Purple”.

The preferred color combination should always be the black logo on a white background.

The secondary color combinations are only used when a layout requires it.

Note

The QNX Coral version of the logo can only be used on a white background

Do not use any other logo color combinations.

Primary



Secondary



Tertiary



Primary

QNX Coral is the single, most essential color in our brand palette. It's unmistakably QNX.

Usage

While we should include this color in every communication, a less-is-more approach is advised due to QNX Coral's vibrancy.

QNX Coral

HEX. FF443A

RGB. 255 68 58

CMYK. 0 83 81 0

Pantone®. Warm Red C



Secondary

A helpful set of colors that add flexibility to the brand and expand on the primary color.

Usage

Consider using secondary colors on visuals that have many layers or touchpoints in a single space and help you to expand on the QNX Coral. For example, secondary UI buttons, call-out banners, eyebrows and graphs. It can also be used in quadrant graphics if the primary color has already been used elsewhere.

Blush Red

HEX. C45349

RGB. 196 83 73

CMYK. 0 75 65 10

Pantone®. 2032 C

Burnt Umber

HEX. 85352E

RGB. 133 53 46

CMYK. 5 90 75 50

Pantone®. 7624 C

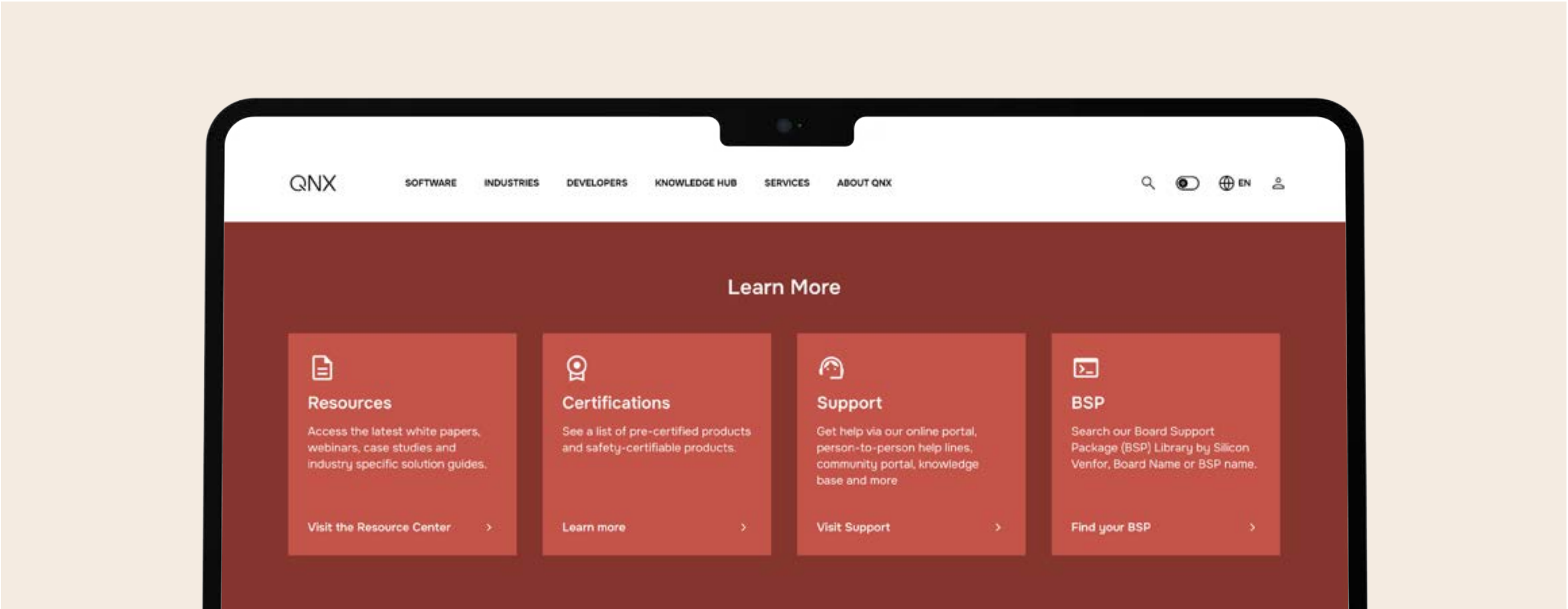
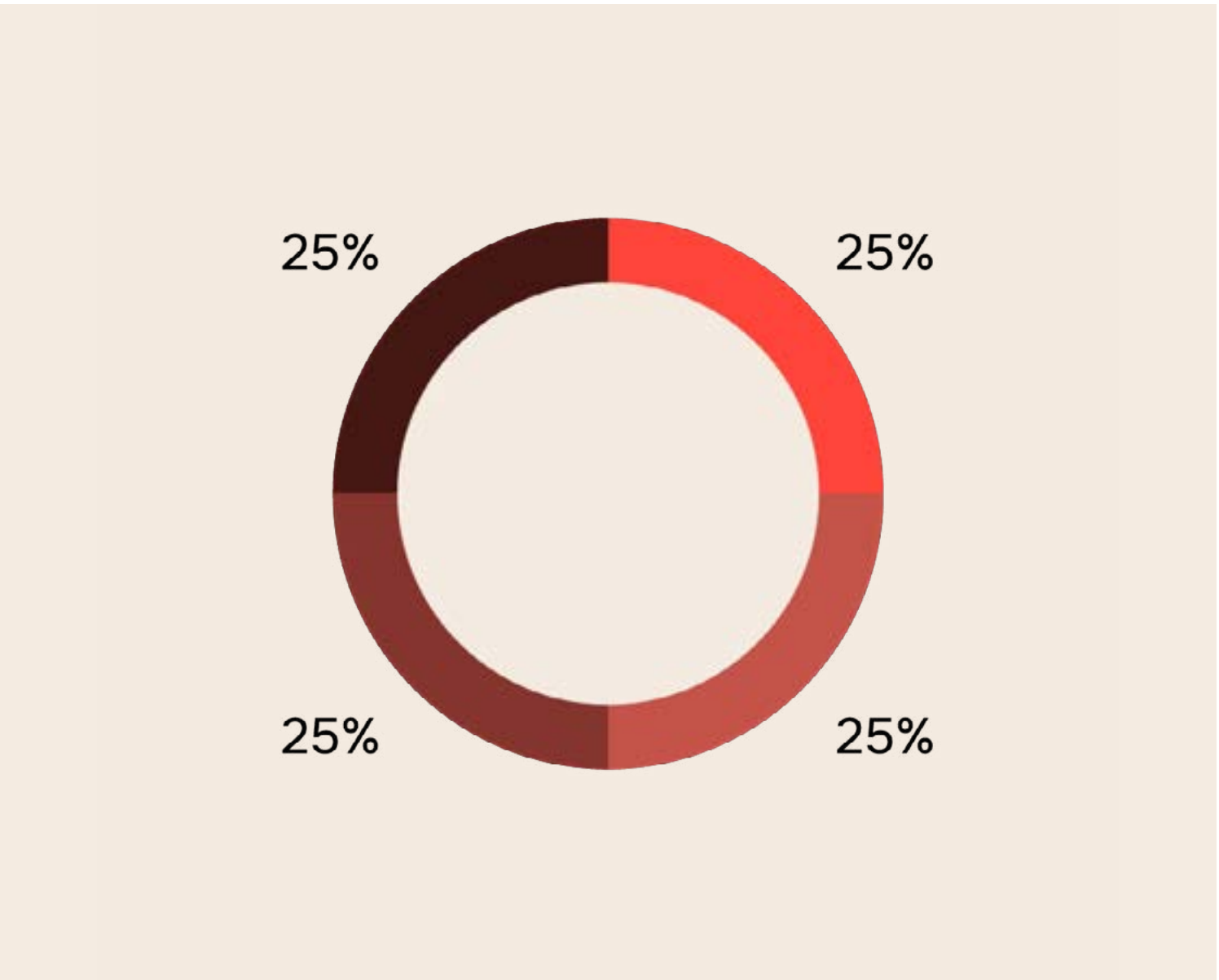
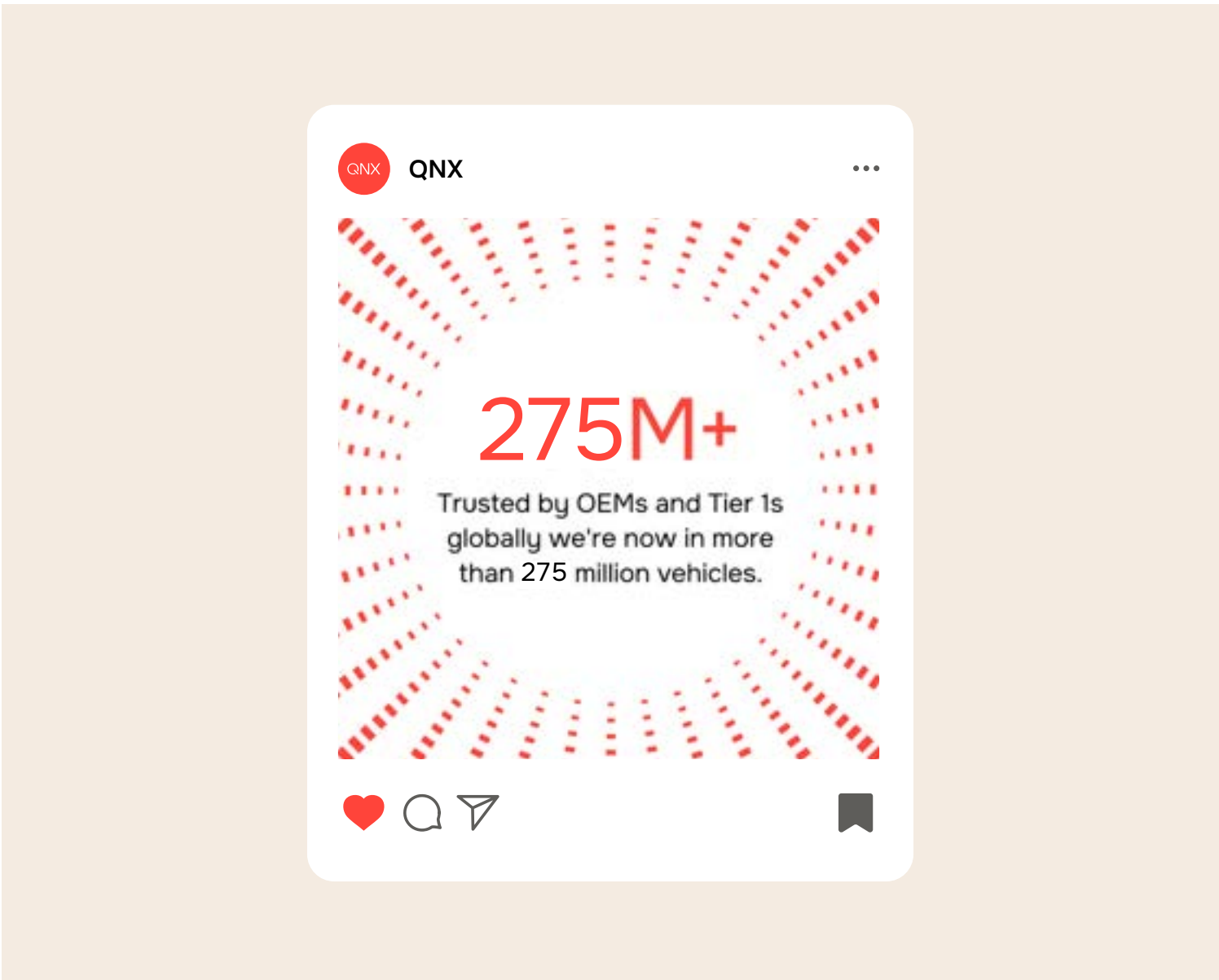
Mahogany

HEX. 451713

RGB. 69 23 19

CMYK. 10 85 80 75

Pantone®. 483 C



Base

The base colors are the foundation for our visual brand and are used to create space for our content and visual components.

Usage

Use black as the perfect contrast to white on backgrounds for copy for optimal legibility. White is to be used as the base layer and background for many of the design visuals to allow the rest of the color palette to shine, as well as in logos, patterns, iconography and typography.

The black is to be used more sparingly where contrast is needed in the logo text, typography and iconography.

White

HEX. FFFFFFFF

CMYK. 0 0 0 0

RGB. 255 255 255

Black

HEX. 000000

CMYK. 100 100 100 100

RGB. 0 0 0



Neutrals

Our neutral palette includes a set of grey shades that help to distinguish the difference between active/inactive.

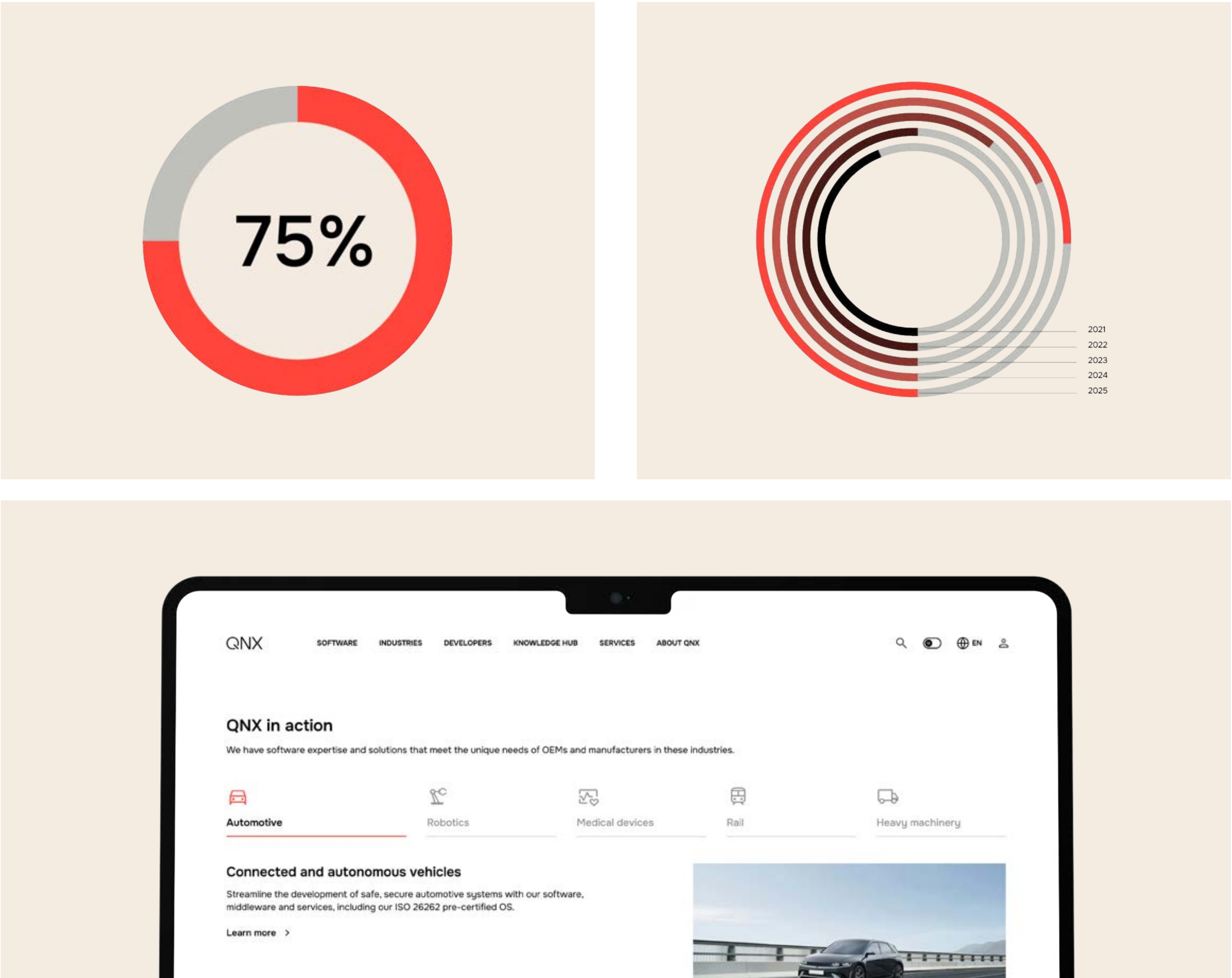
Usage

Neutrals should be reserved for certain instances that require less prominence, attention or interaction. For example, these are only to be used for background and page dividers, charts, patterns and to show an inactive state within the icon suite.

Gray 1	
HEX. C0C0BB	CMYK. 28 25 28 3
RGB. 192 192 187	Pantone®. 401 C

Gray 2	
HEX. 8F8F8B	CMYK. 40 35 35 15
RGB. 143 143 139	Pantone®. 2332 C

Gray 3	
HEX. 5E5D5A	CMYK. 60 55 55 45
RGB. 94 93 30	Pantone®. 2336 C



Neutral Background

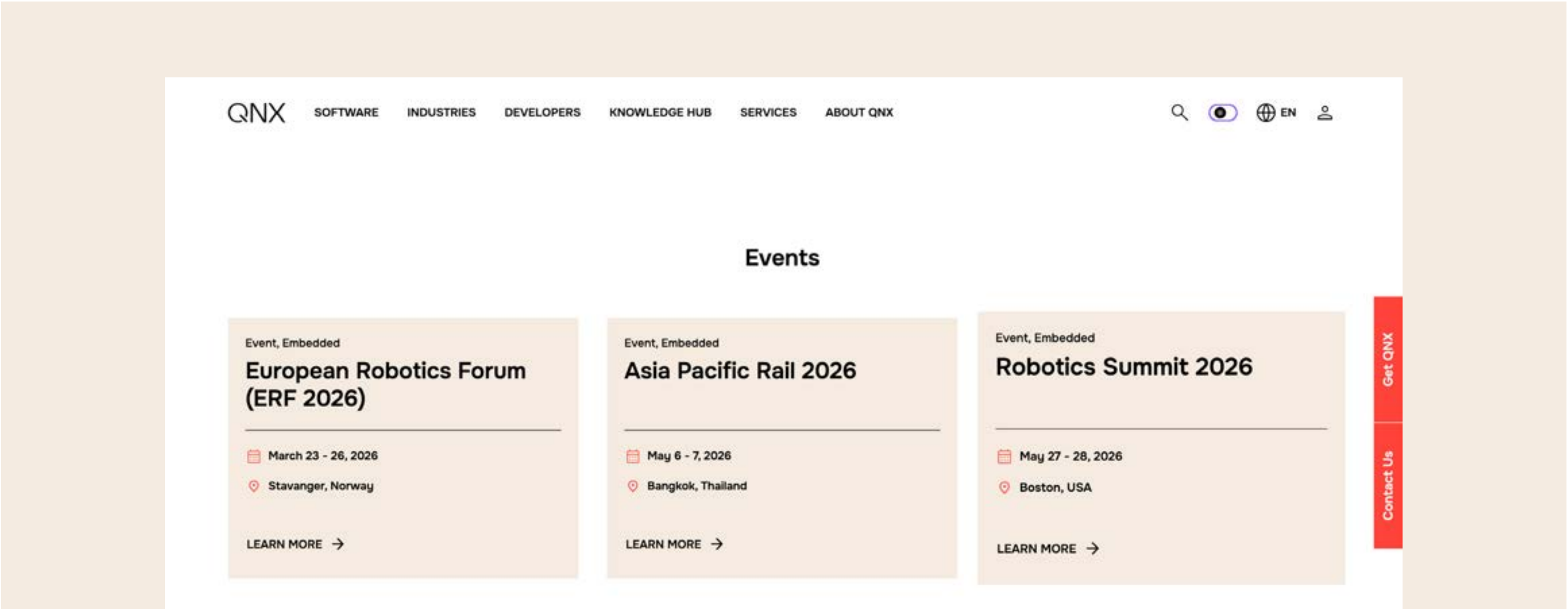
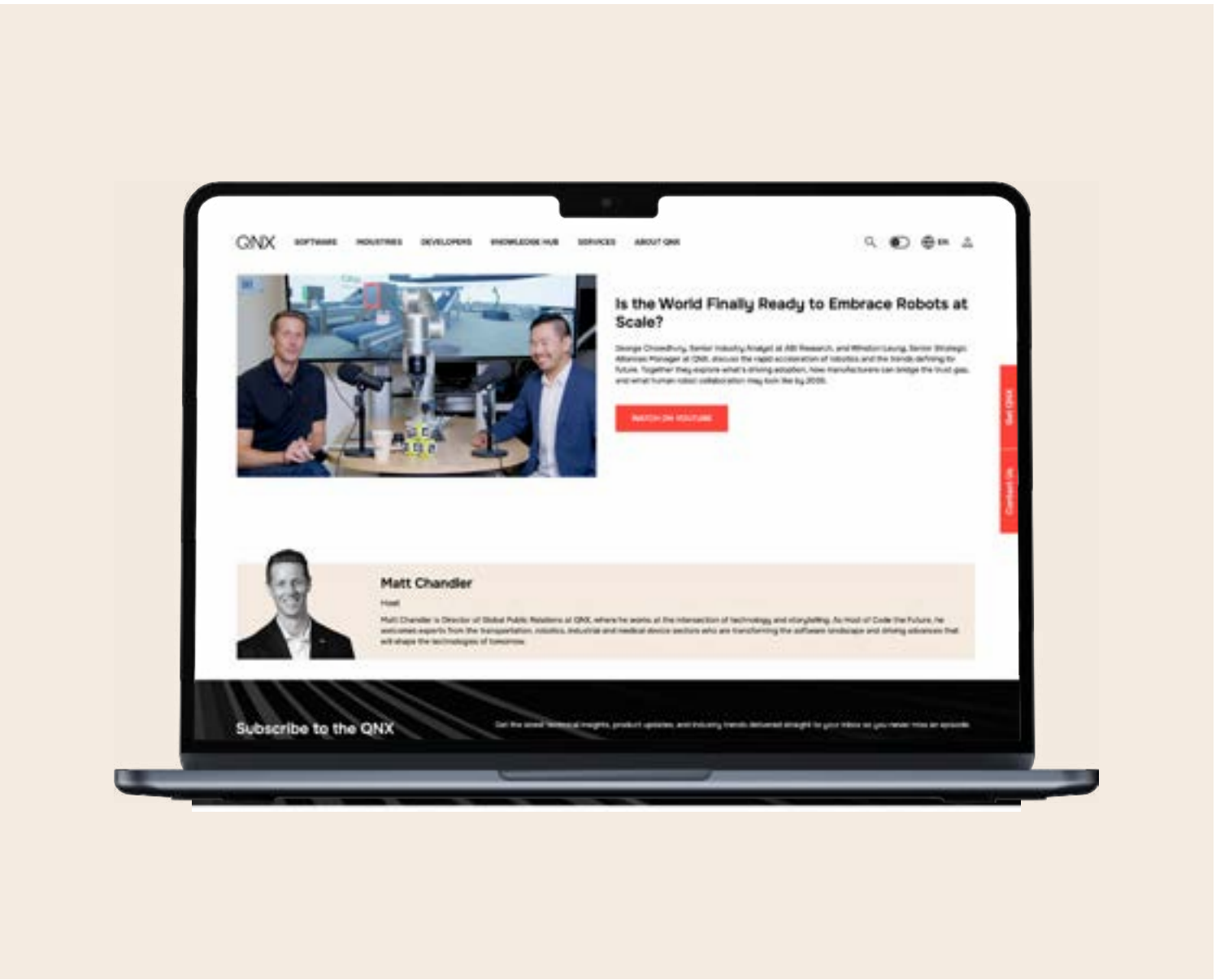
Our background contains two colors, Sand and Light Sand.

Usage

These can be used alongside our White base to help divide copy, for example, on a one-page PDF or webpages.

The colors are designed to subtly pull out information, lift it off the plain white background or create divides within the content. In addition, they are to be used to highlight footnotes, and deactivated UI buttons (like the gray on icons) and as a supplementary color in graphs and charts.

Sand			
HEX.	F4EBE1	CMYK.	0 5 10 0
RGB.	244 235 225	Pantone®.	P 7-1 C
Light Sand			
HEX.	FBF8F4	CMYK.	2 3 5 0
RGB.	251 248 244	Pantone®.	P 1-1 C



Specialist Highlighter

When we use Energizer Purple, it should be done cautiously and sparingly to ensure that it doesn't clash with QNX Coral. This color is all about adding purpose and shouting to the audience.

Usage

This color should be used when visual elevation is required over QNX Coral to gain focus. The Energizer Purple is a potent color so must be used sparingly and only in very particular scenarios; as a call-out box on digital or print posts/posters to signify critical or new information. A pull-out banner or teaser on the website to highlight news or fresh releases. Or to highlight messaging like 'Last Chance' and 'Register Now' where we need more impact than the QNX Coral.

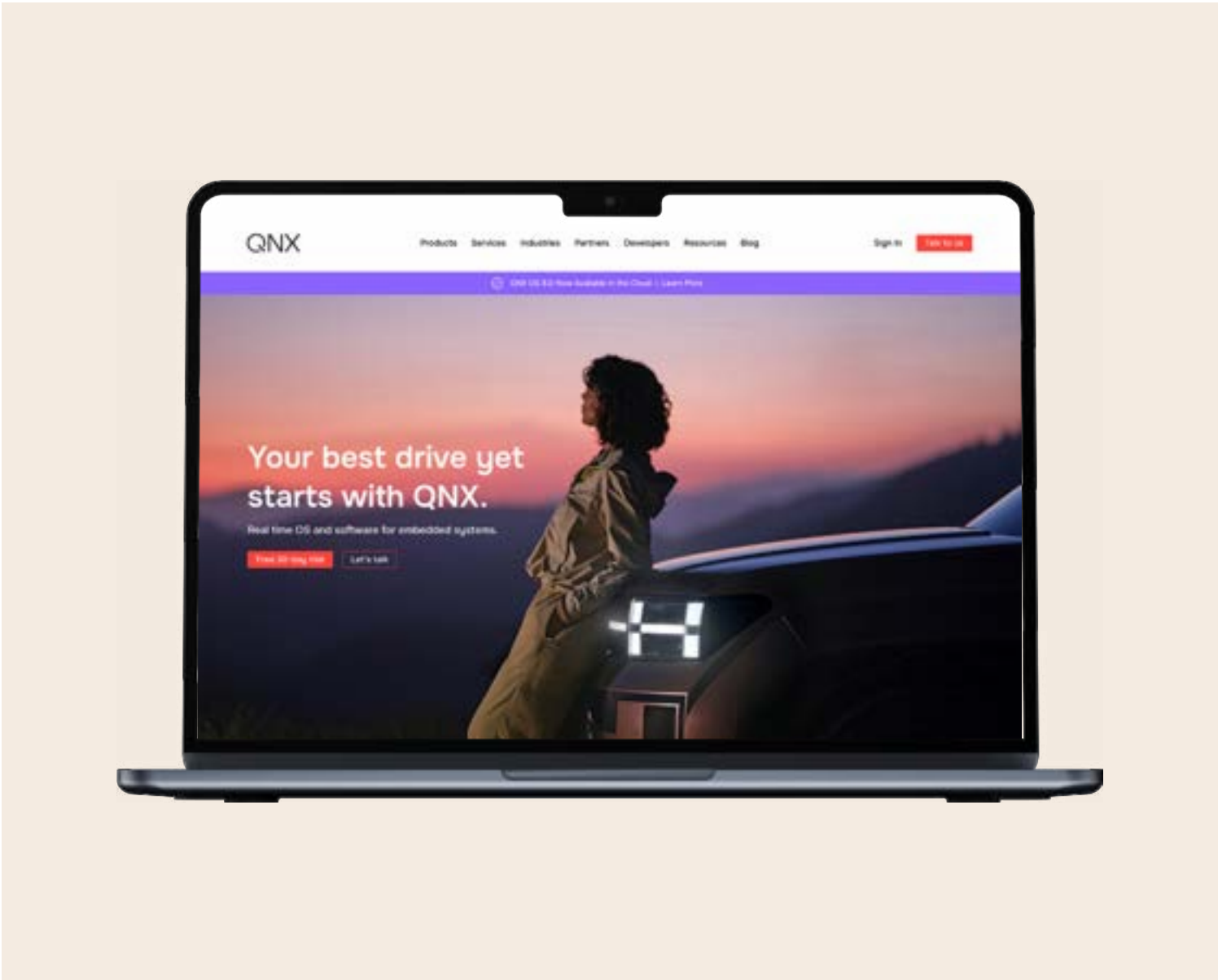
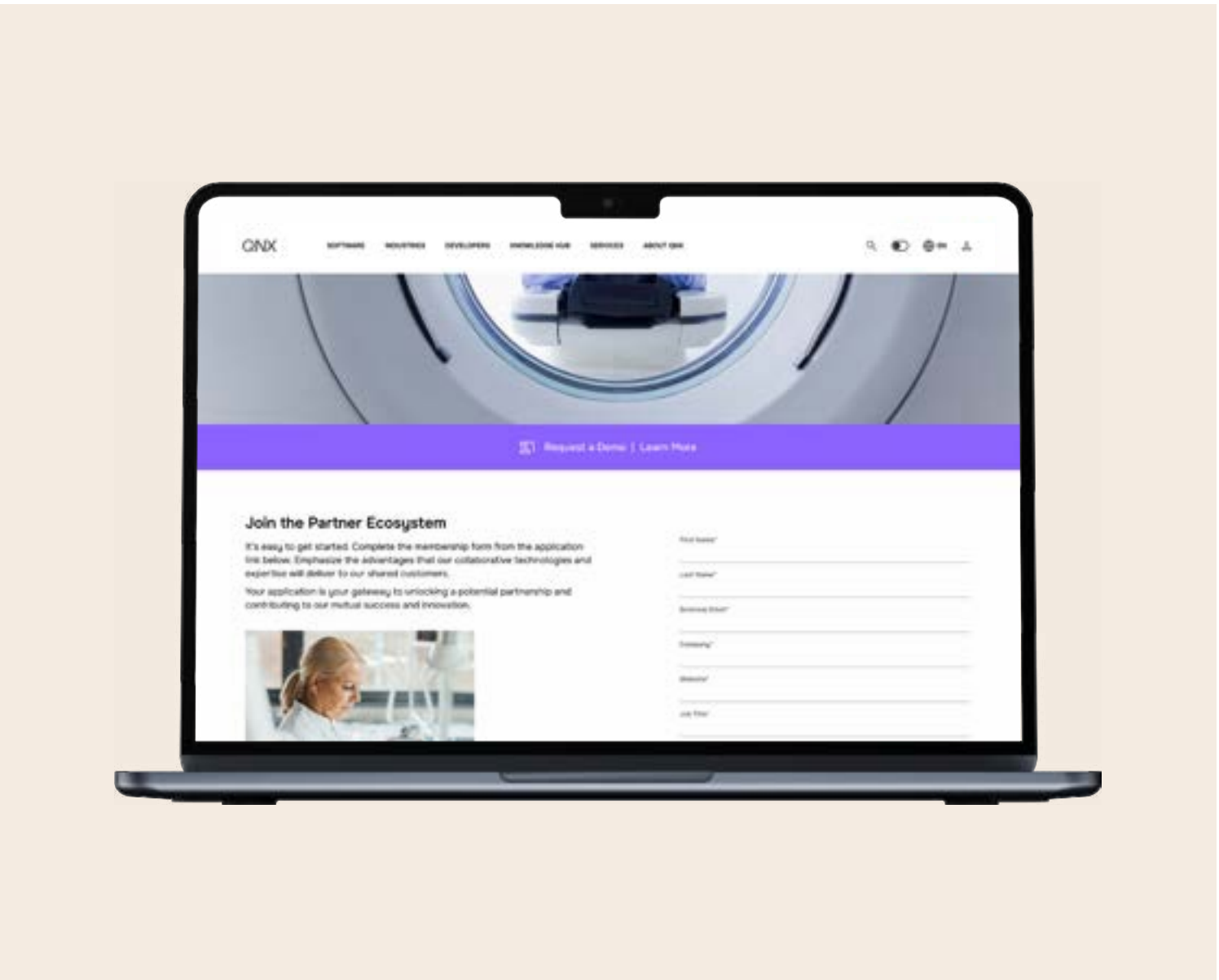
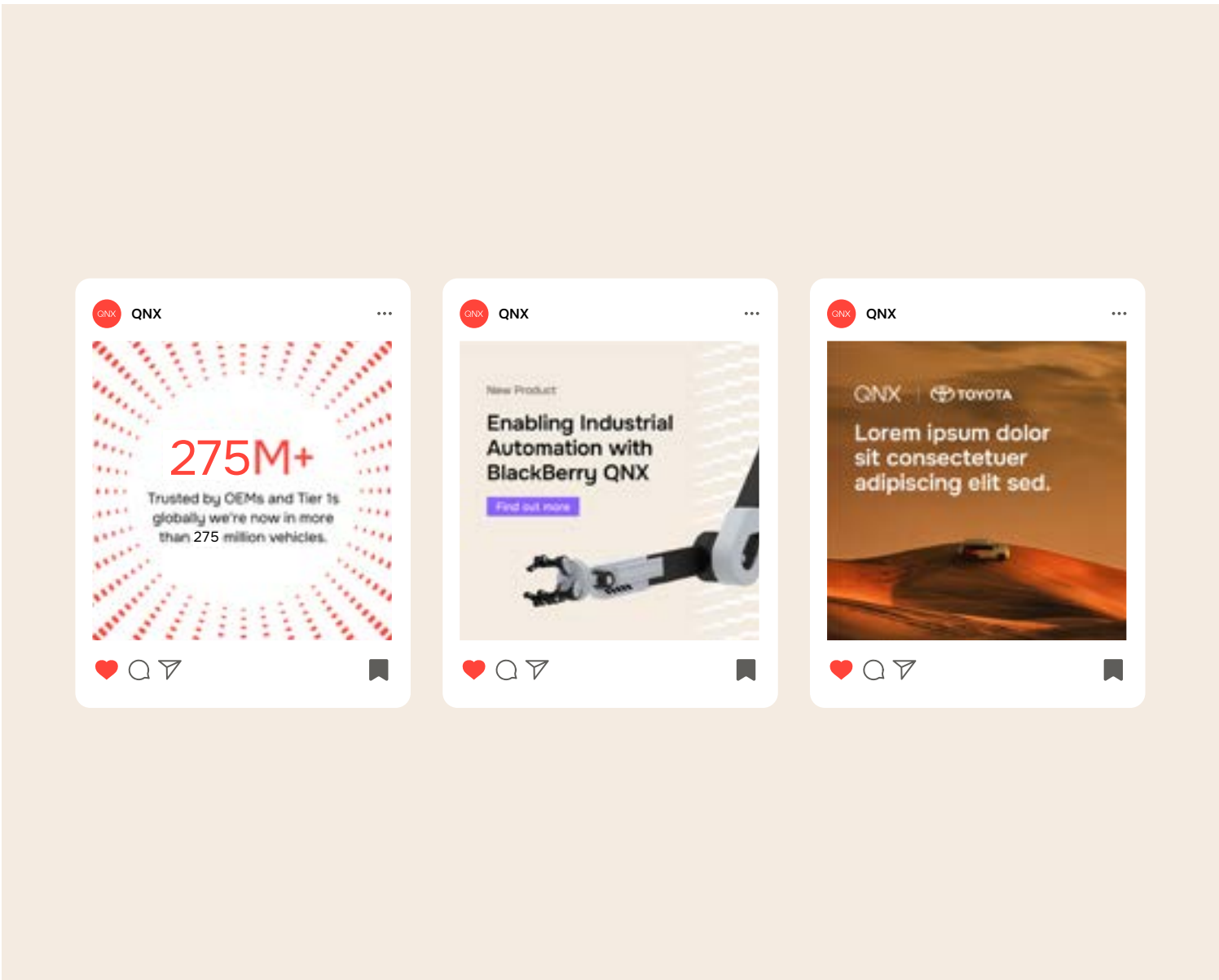
Energizer Purple

HEX. 8C62FF

CMYK. 50 60 0 0

RGB. 140 98 255

Pantone®. 3575 C



Color accessibility best practices

Ensure your use of color doesn't hamper the legibility of the content.

Also consider different levels required for sight deficiencies.

Using our palette consistently is essential to building brand equity and brand recognition. But making our messaging easy to read is key to ensuring it's accessible to our audience.

Examples

To the right are examples of how to apply color to a page, without compromising on legibility.

We are the foundation of
technology-led industries,
optimized to enable
software-defined systems
to thrive.

It all starts here

We are the foundation of
technology-led industries,
optimized to enable
software-defined systems
to thrive.

It all starts here

We are the foundation of
technology-led industries,
optimized to enable
software-defined systems
to thrive.

It all starts here

QNX OS 8.0 is now
available in the cloud.

Find out more

Color accessibility in type

To ensure that our brand colors are accessible to all—whether they are being viewed on a desktop monitor, on a tablet or on mobile—we have tested them against the Web Content Accessibility Guidelines (WCAG) 2.1.

Type falls into two size categories—Large or Small.

Large = 14pt and above, typically for a headline or subhead

Small = 13pt and below, typically for body or legal print

The information on this page highlights which color pairings and type sizes comply with the WCAG.

QNX Coral	Contrast	Large	Small
Blush Red	1.31	X	X
Burnt Umber	2.41	X	X
Mahogany	4.43	✓	X
White	3.42	✓	X
Black	6.14	✓	✓
Energizer Purple	1.16	X	X
Gray 1	1.87	X	X
Gray 2	1.05	X	X
Gray 3	1.93	X	X
Sand	2.90	X	X

Blush Red	Contrast	Large	Small
QNX Coral	1.31	X	X
Burnt Umber	1.84	X	X
Mahogany	3.38	✓	X
White	4.49	✓	X
Black	4.68	✓	✓
Energizer Purple	1.13	X	X
Gray 1	2.46	X	X
Gray 2	1.38	X	X
Gray 3	1.47	X	X
Sand	3.81	✓	X

Burnt Umber	Contrast	Large	Small
QNX Coral	2.41	X	X
Blush Red	1.84	X	X
Mahogany	1.84	X	X
White	8.25	✓	✓
Black	2.55	X	X
Energizer Purple	2.08	X	X
Gray 1	4.52	✓	✓
Gray 2	2.54	X	X
Gray 3	1.25	X	X
Sand	7.00	✓	✓

Mahogany	Contrast	Large	Small
QNX Coral	4.43	✓	X
Blush Red	3.38	✓	X
Burnt Umber	1.84	X	X
White	15.15	✓	✓
Black	1.39	X	X
Energizer Purple	3.83	✓	X
Gray 1	8.30	✓	✓
Gray 2	4.67	✓	✓
Gray 3	2.30	X	X
Sand	12.86	✓	✓

White	Contrast	Large	Small
QNX Coral	3.42	✓	X
Blush Red	4.49	✓	X
Burnt Umber	8.25	✓	✓
Mahogany	15.16	✓	✓
Black	21.00	✓	✓
Energizer Purple	3.96	✓	X
Gray 1	1.83	X	X
Gray 2	3.25	✓	X
Gray 3	6.58	✓	✓
Sand	1.18	X	X

Black	Contrast	Large	Small
QNX Coral	6.14	✓	✓
Blush Red	4.68	✓	✓
Burnt Umber	2.55	X	X
Mahogany	1.39	X	X
White	21.00	✓	✓
Energizer Purple	5.31	✓	✓
Gray 1	11.50	✓	✓
Gray 2	6.47	✓	✓
Gray 3	3.19	✓	X
Sand	17.82	✓	✓

Sand	Contrast	Large	Small
QNX Coral	2.90	X	X
Blush Red	3.81	✓	✓
Burnt Umber	7.00	✓	✓
Mahogany	12.86	✓	✓
White	1.18	X	X
Black	17.82	✓	✓
Energizer Purple	3.36	✓	X
Gray 1	1.55	X	X
Gray 2	2.75	X	X
Gray 3	5.59	✓	✓

Energizer Purple	Contrast	Large	Small
QNX Coral	1.16	X	X
Blush Red	1.13	X	X
Burnt Umber	2.08	X	X
Mahogany	3.83	✓	X
White	3.96	✓	X
Black	5.31	✓	✓
Gray 1	2.17	X	X
Gray 2	1.22	X	X
Gray 3	1.66	X	X
Sand	3.36	✓	X

Gray 1	Contrast	Large	Small
QNX Coral	1.87	X	X
Blush Red	2.46	X	X
Burnt Umber	4.52	✓	✓
Mahogany	8.30	✓	✓
White	1.83	X	X
Black	11.50	✓	✓
Energizer Purple	2.17	X	X
Gray 2	1.78	X	X
Gray 3	3.61	✓	X
Sand	1.55	X	X

Gray 2	Contrast	Large	Small
QNX Coral	1.05	X	X
Blush Red	1.38	X	X
Burnt Umber	2.54	X	X
Mahogany	4.67	✓	✓
White	3.25	✓	X
Black	6.47	✓	✓
Energizer Purple	1.22	X	X
Gray 1	1.78	X	X
Gray 3	2.03	X	X
Sand	2.75	X	X

Gray 3	Contrast	Large	Small
QNX Coral	1.93	X	X
Blush Red	1.47	X	X
Burnt Umber	1.25	X	X
Mahogany	2.30	X	X
White	6.58	✓	✓
Black	3.19	✓	X
Energizer Purple	1.66	X	X
Gray 1	3.61	✓	X
Gray 2	2.03	X	X
Sand	5.59	✓	✓

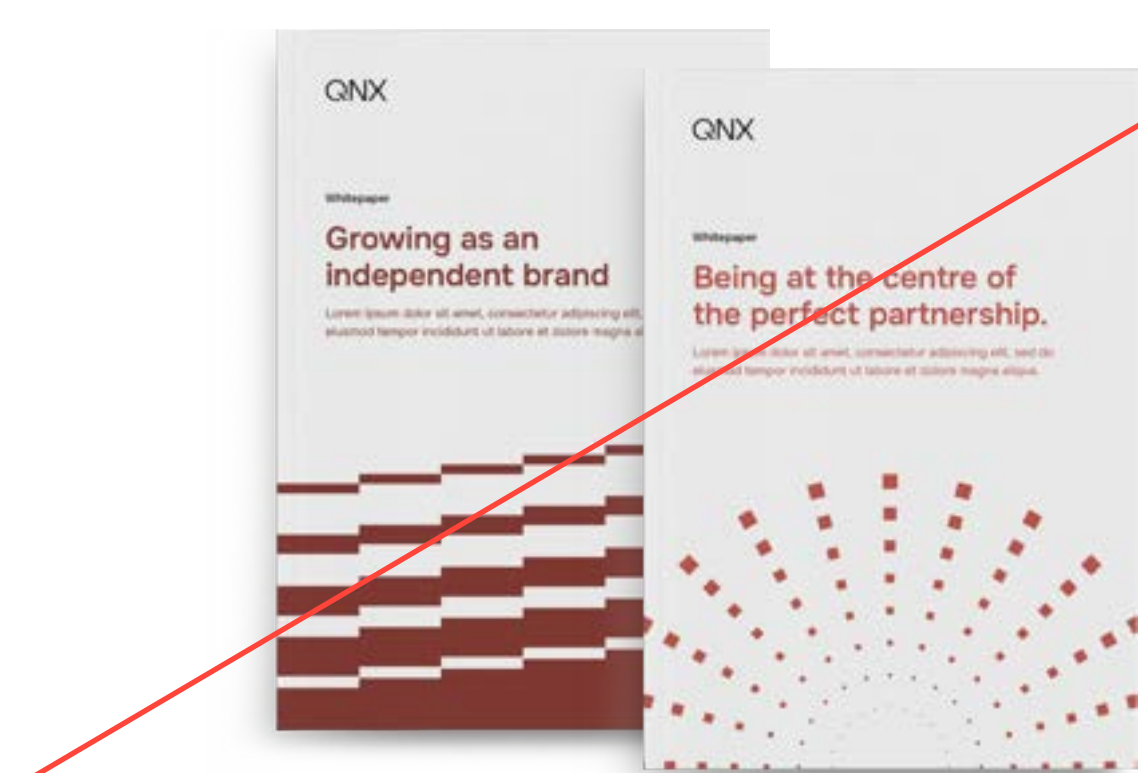
Incorrect use of color

The QNX color palettes should be used in a structured manor. This ensures the colors are used effectively and consistently, and that we always show up as QNX.

To the right are some instances of color misuse, which should be avoided.

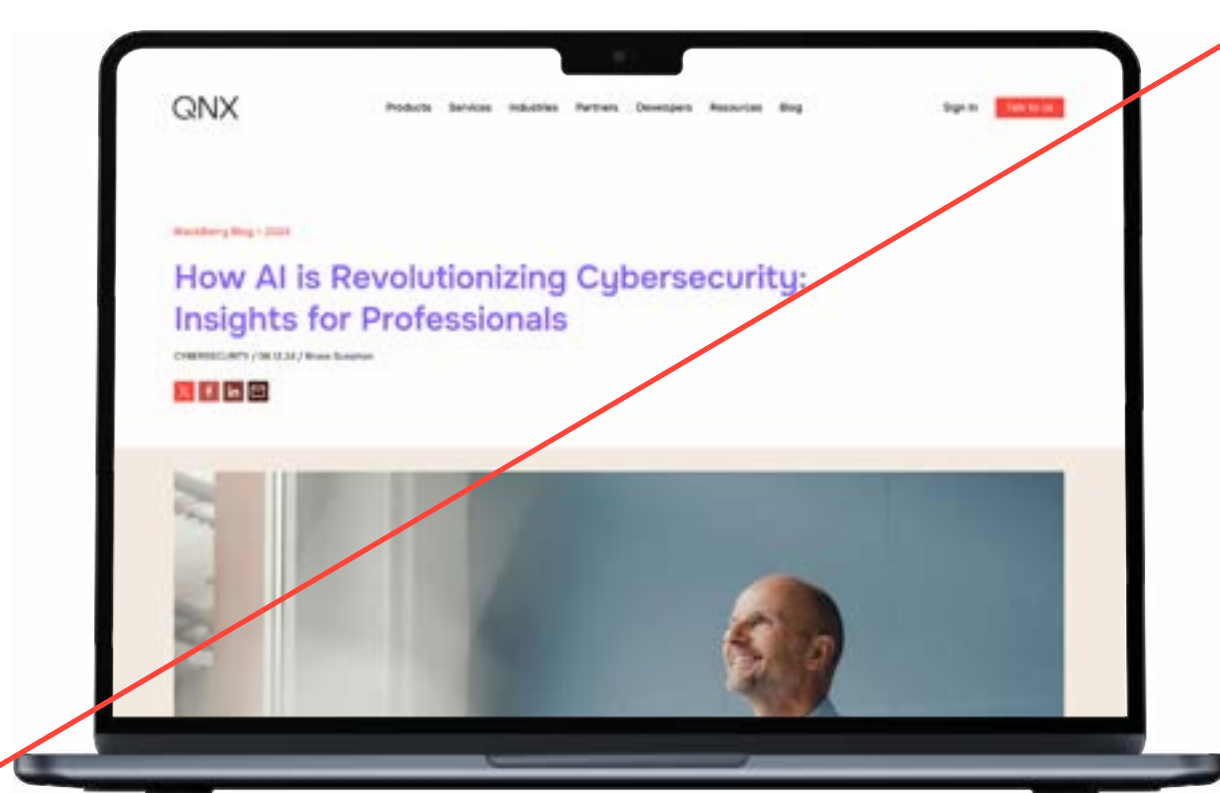
Examples

For examples of how to use the brand colors correctly, refer to the ‘Bringing it together’ section of these guidelines.



Primary first

Our brand is predominately QNX Coral. Only use secondary colors when required and use them sparingly.



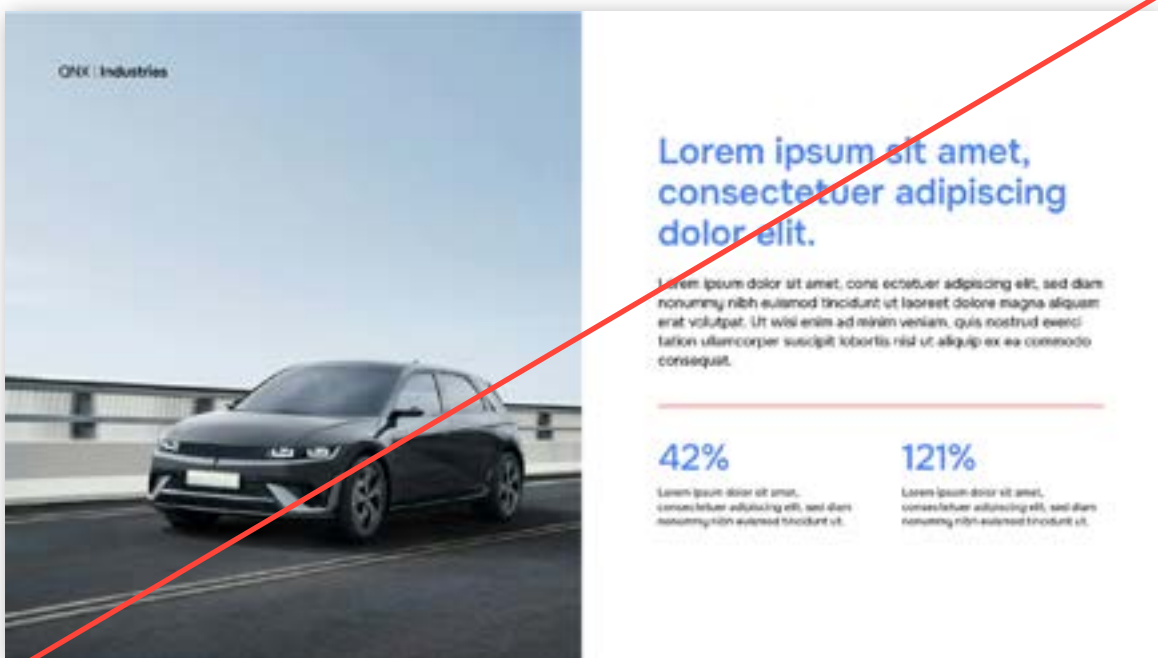
Multiple colors

Colors should be used sparingly and with purpose. Avoid using multiple colors at once.



Flood colors

Our brand should feel light and refreshing. Avoid using any colors other than QNX Coral heavily.



Color Palette

We should only use colors from the brand palette. Avoid introducing colors outside of our brand palette.

Visual language

Typography

QNX

Primary typeface

From Thin to Extrabold, Onest is designed as a hybrid of geometric and humanistic grotesques.

Letters are easily distinguished even in smaller sizes, so they can be used in interface elements or navigation. Character sets have been developed for a range of closed and open apertures, allowing for mixed character combinations depending on the goal.

Onest is available to download for free from Google Fonts.

Download

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@£\$%^&*;,;/{}[]()?!

Onest

Primary typeface weights

Do not use more than three weights on a page.

Our primary typeface, Onest, comes in a wide variety of weights, which means QNX content can be created with both hierarchy and flexibility.

Weights

Onest Thin

Onest ExtraLight

Onest Light

Onest Regular

Onest Medium

Onest SemiBold

Onest Bold

Onest ExtraBold

Using the primary typeface

When selecting weights, we should do so sparingly so that each content element feels balanced to the prominence required.

To the right is a guide of how you should apply weights across multiple elements, while retaining hierarchy on the page.

Element	Weight	Example	
Eye brow	Medium	Eye brow	
Headline	SemiBold	Lorem ipsum dolor sit amet, consectetur adipiscing elit.	
Sub-Head	Medium	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore.	
Body	Regular	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Tortor consequat id porta nibh venenatis cras. Eget arcu dictum varius duis at. Tellus molestie nunc non blandit massa enim. Rutrum tellus pellentesque eu tincidunt tortor aliquam. Senectus et netus et malesuada fames ac turpis egestas maecenas. In metus vulputate eu scelerisque felis imperdiet proin fermentum. Amet purus gravida quis blandit turpis.	
Statistics	Medium	275M+	121%
Descriptor	Regular	Neque gravida in fermentum et sollicitudin. Quisque egestas diam in arcu cursus euismod quis viverra nibh sapien et ligula ullamcorper malesuada.	Arcu felis bibendum ut tristique et egestas. Egestas dui id ornare arcu odio ut. Volutpat lacus laoreet non curabitur gravida arcu ac tortor.

Typography Spacing

To maintain consistency and readability across all brand communications, typography spacing follows a fixed system.

Tracking (Letter Spacing)

Tracking is always set to 0 across all applications. This preserves the intended proportions of the typeface and ensures visual consistency. Tracking should not be adjusted unless specifically defined for special design treatments.

Leading (Line Spacing)

Leading is calculated using a proportional rule to maintain a consistent vertical rhythm:

Leading = Font Size + 5.8%

This scalable approach ensures balanced spacing and optimal legibility across different text sizes and formats. Leading should always be recalculated when the font size changes rather than applied as a fixed value.

Tracking = 0

Lorem ipsum



Leading = Font size + 5.8%

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.



Secondary typeface

Aptos is the secondary typeface that has been added to the brand toolkit for situations where the Onest font cannot be used or where a Microsoft font must be applied.

Aptos is a Microsoft-native font and has been selected due to its similar properties to Onest. It is only to be used in situations where the primary font isn't available.

[Download](#)

Fallback typeface

In circumstances when you cannot use the primary or secondary typefaces, then use **Arial** as your fallback.

For Chinese, Korean and Japanese characters it is recommended to use **Noto Sans CJK**, in the respective version. (Noto Sans SC, JP, KR)

[Download Noto Sans SC](#)

[Download Noto Sans JP](#)

[Download Noto Sans KR](#)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@£\$%^&*;,/{ } [] () ? !

Aptos

Incorrect use of typography

The QNX typography should not be added to, adapted or stylized. Our focus with typography is on clarity of message and readability.

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor.

Multiple colors

Do not use multiple colors within a single block of text.

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor.

Outlining text

Do not outline text.

Lorem ipsum dolor
sit amet, consectetur
adipiscing elit

Kerning

Don't be a hero, keep the kerning at zero.

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor.

Shadows

Do not add drop shadows to text.

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor.

Typeface

Do not introduce another typeface.

*Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor.*

Altering

Do not alter type to create a new look or style.

Proper use of the typeface

Onest can be used in a range of different ways with the ability to create a clean, structured hierarchy.

To the right are a few examples of how you may structure different types of copy with color and images.

White paper

Growing as an independent brand

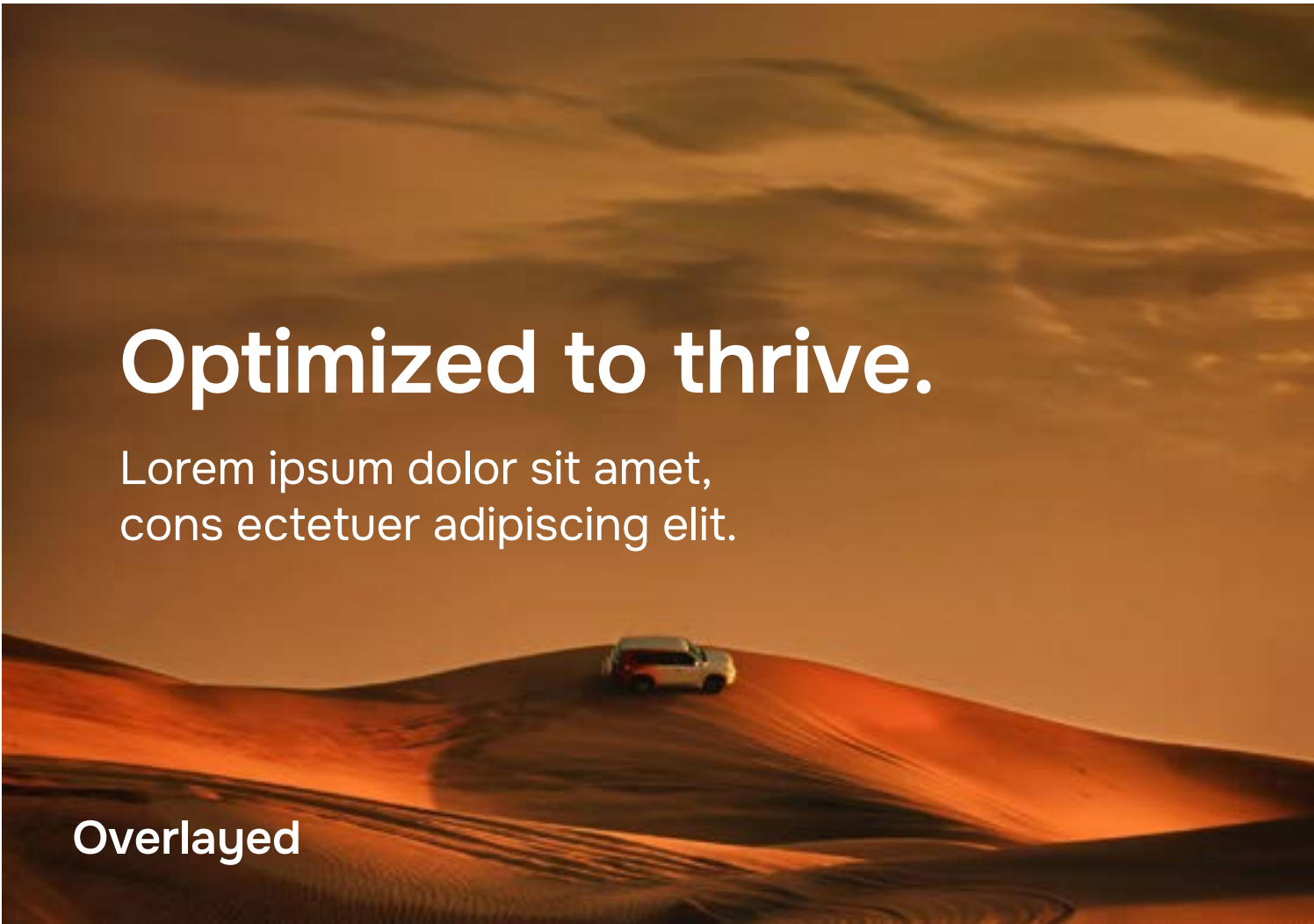
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Eyebrow, Headline & Descriptor

275M+

Trusted by OEMs and Tier 1s globally, we’re now in more than 235 million vehicles.

Statistic



“

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy.”

Dr. Michael Tinnsworth
Surgeon

Quote

Visual language

Infographics & Iconography

QNX

Chart styles

What we do can become information dense.

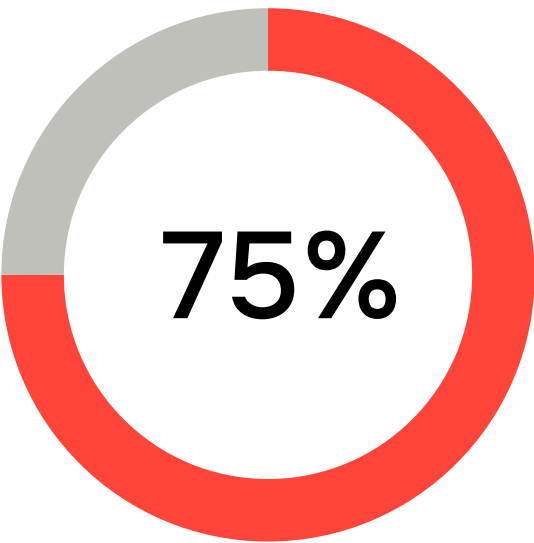
Aim to focus on clarity and legibility when expressing information on a chart.

Put the emphasis on sharp, squared corners and ensure there is sufficient space between elements.

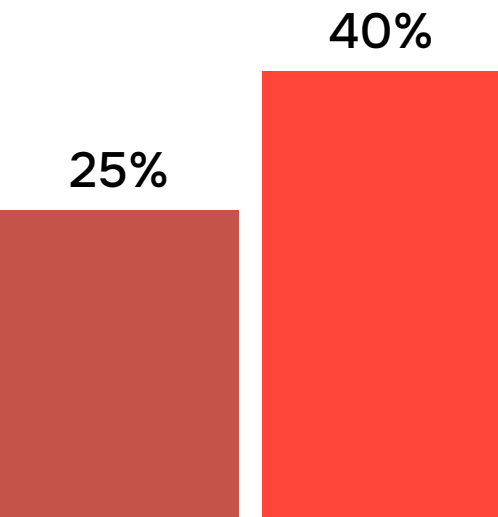
Insider tip

Consider if the information depicted on your graph is essential to your topic. We strongly encourage you to add more pages rather than making graphs smaller.

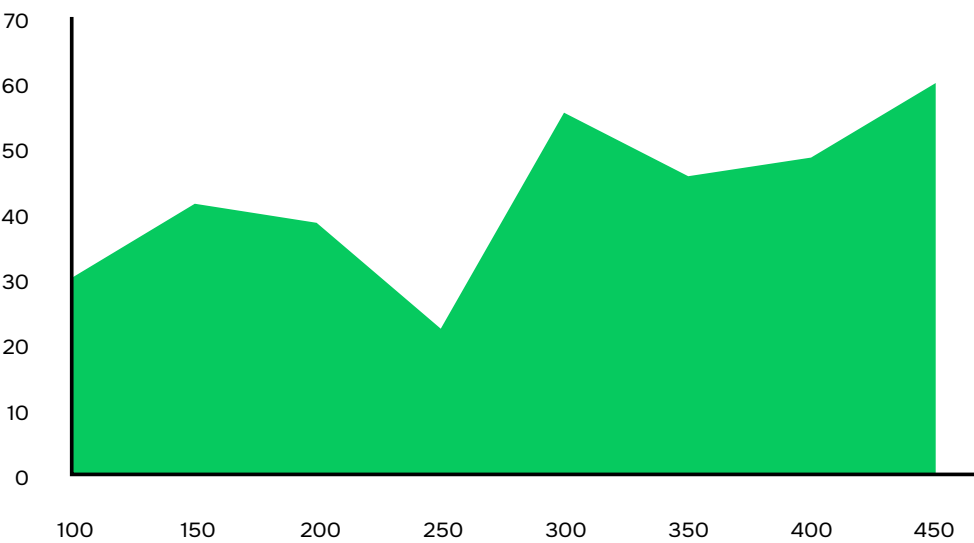
If it's worth putting the chart on the page, it's worth adding extra pages to make it readable.



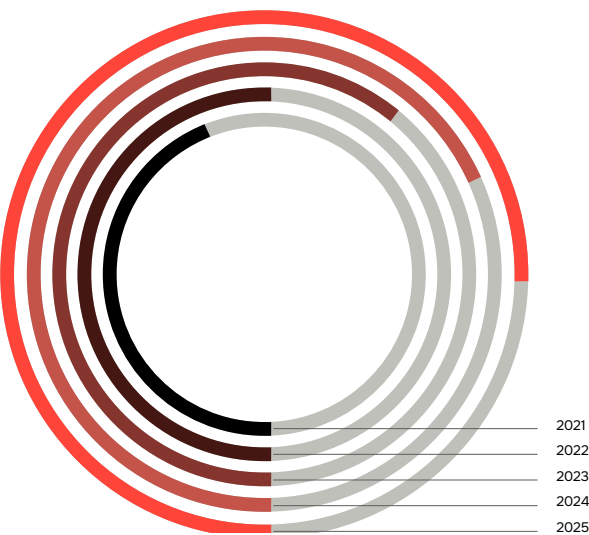
Donut Graph



Bar Graph



Axis Graph



Ring Graph

Chart style—
use of color

Use the color hierarchy in conjunction with your chart styles.

When creating infographics, follow a specific color hierarchy to maintain order and clarity.

To the right is a chart which outlines the order for applying color. One being first and six being the last.

The deactivated color is designed to help the primary colors pop and lift the graphic from the background (as shown on the next page in ‘1 Data Field’).

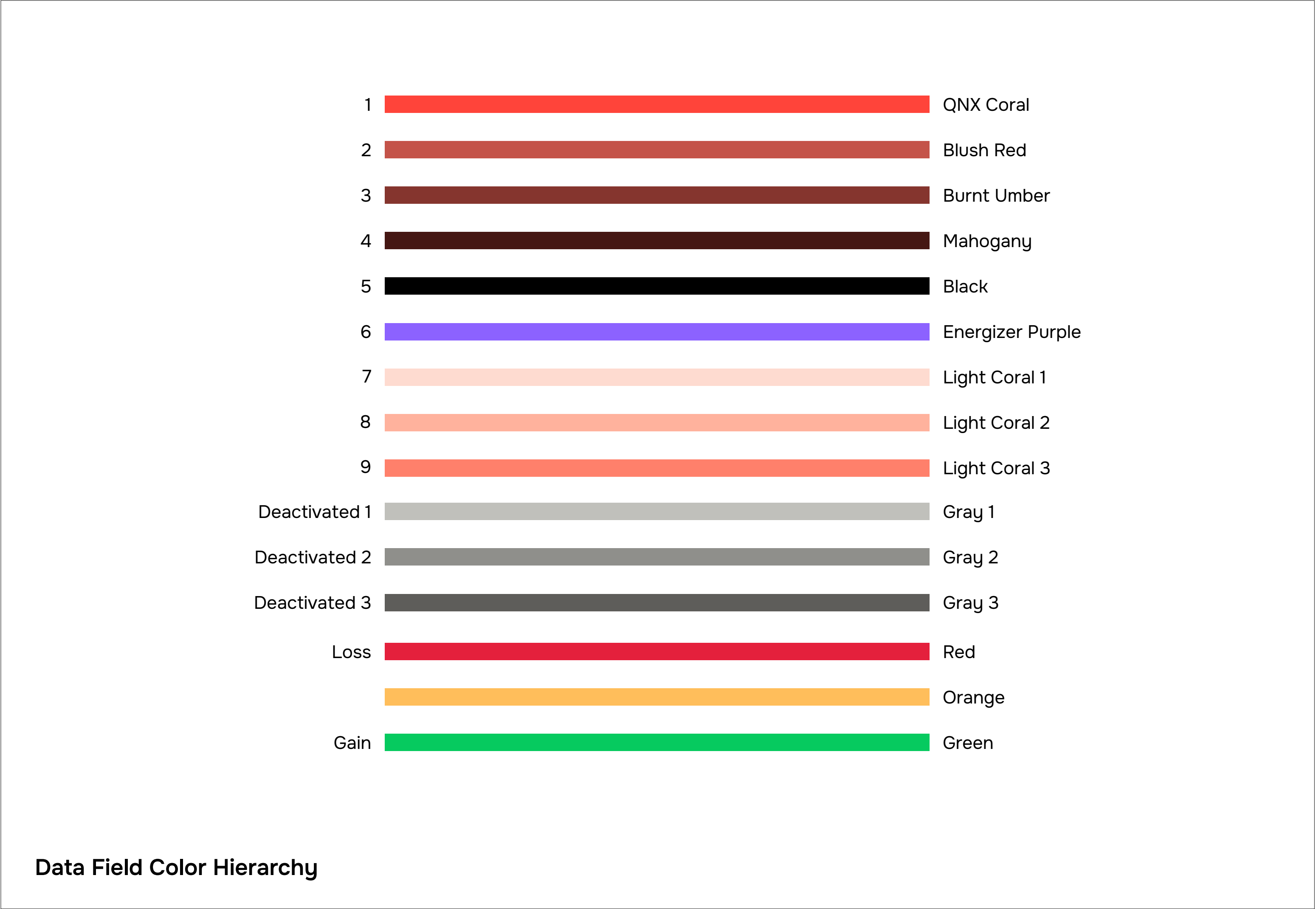
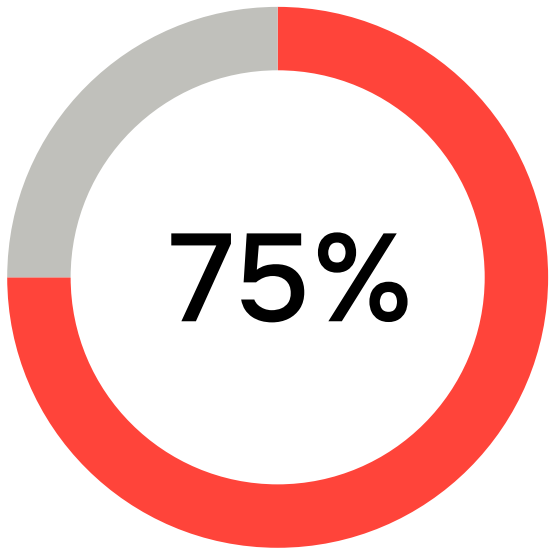


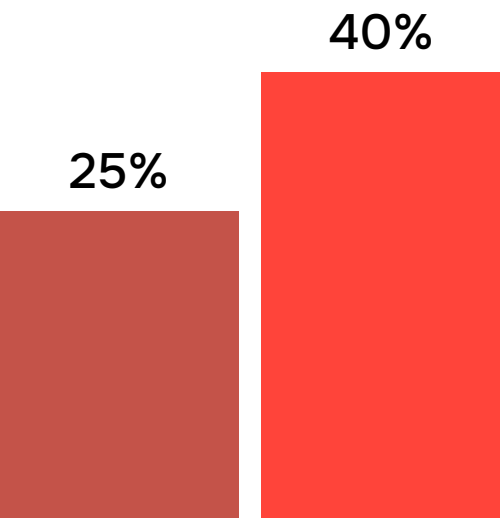
Chart style—
examples with color

Our primary colors should remain across all styles.

Here are some further examples of how charts and graphs can be used, taking the color hierarchy into account.



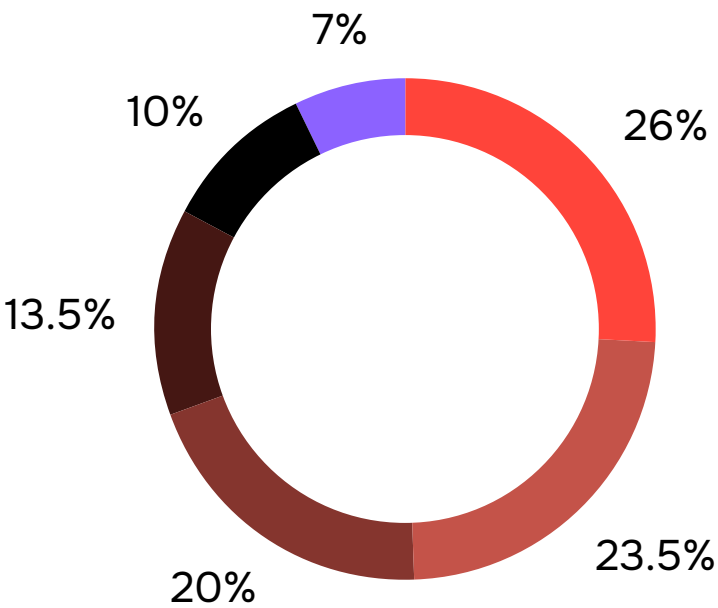
1 Data Field



2 Data Fields



4 Data Fields



6 Data Fields

Iconography

Use clear, squared lines that hold color without applying a color fill to any part of the object.

Icons are used to determine subject and categorization, they are never to be used as a primary visual in our communication.

The QNX iconography has been created using Google Icons. This is a temporary style to be used until the QNX brand evolves and creates its own library.

The following icons are only an excerpt.

For the full Icon Set please visit the go/qnxbrand page or get in touch with the QNX brand team.

Google Icon settings

When sourcing stock icons from Google, a specific setting is required for continuity:

Weight	Grade
300	0
Optical Size	Style
40px	Outlined

Products



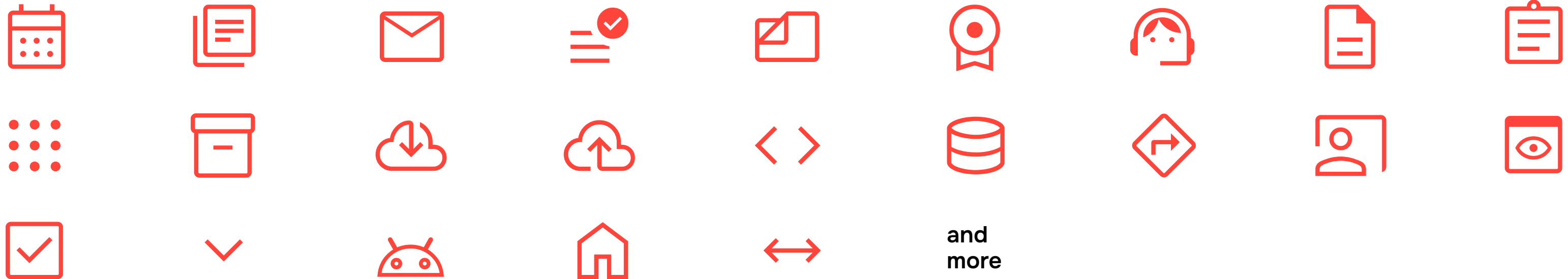
Industries



Sub-Industries



Office & IT



Visual language

Grids & layouts

QNX

The grid system

To ensure consistency, we use a simple grid system. Most of our creations can be classified as small, medium or large.

Small

Business cards, social posts, stickers, mobile screens, etc.

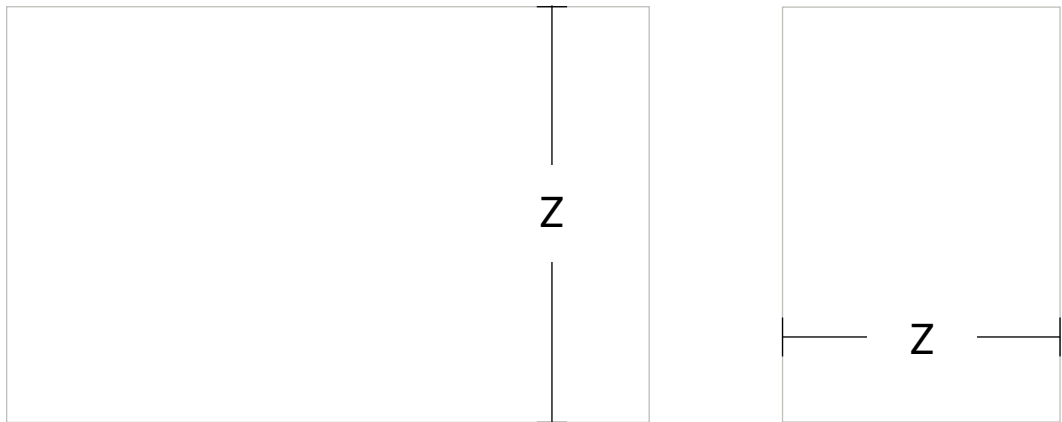
Medium

Reports, presentations, flyers, video, etc.

Large

Posters, exhibition stands, roll-up banners and other large-format prints.

Our logo width is based on a percentage of the document’s shortest side (labelled with a Z, below).



Landscape

Portrait

Small

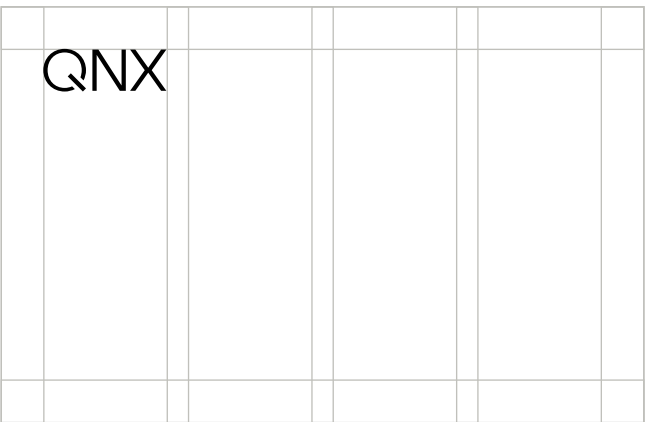
Logo width = 20-30% of Z.

Once the logo has been sized, we use the Q to set the margins.



Margin = 1 x Q.

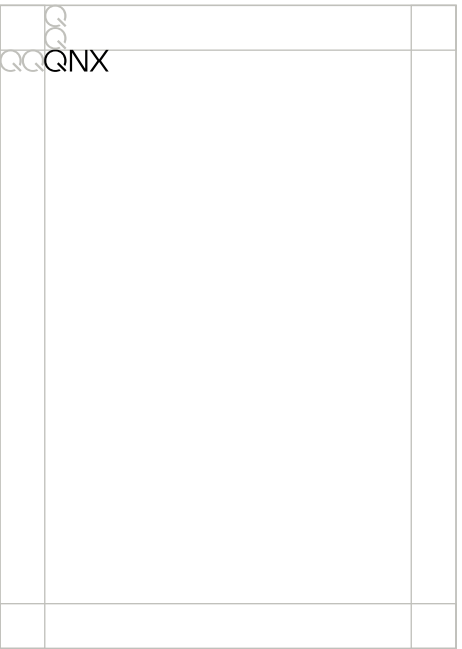
Where our logo needs a greater presence, like paid social, it should be sized to 30% of Z.



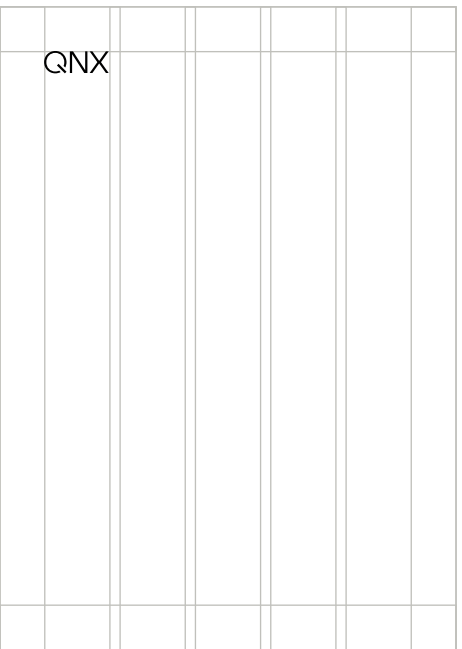
Gutters = 50% of Q.

Medium

Logo width = 15% of Z.



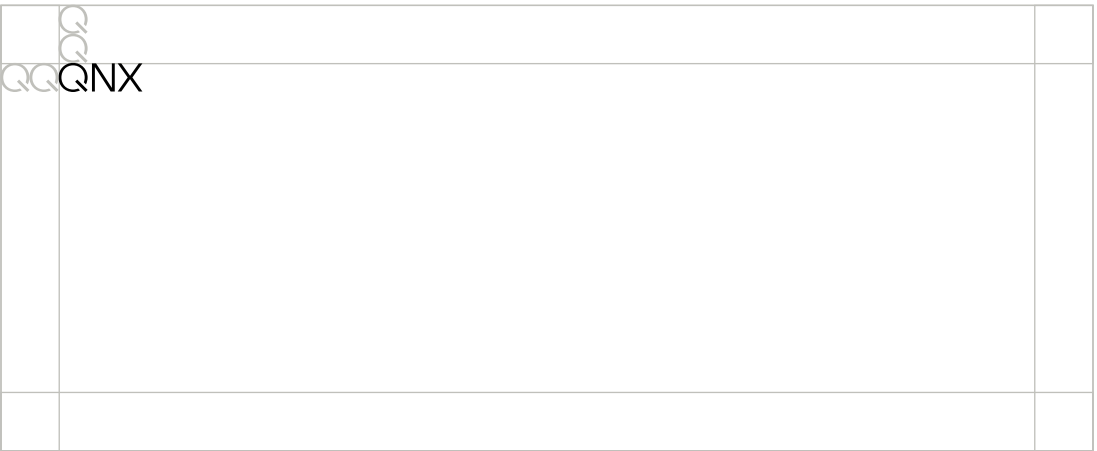
Margin = 2 x Q.



Gutters = 25% of Q.

Large

Logo width = 20% of Z.



Margin = 2 x Q.



Gutters = 25% of Q.

Visual language

Quadrant graphics

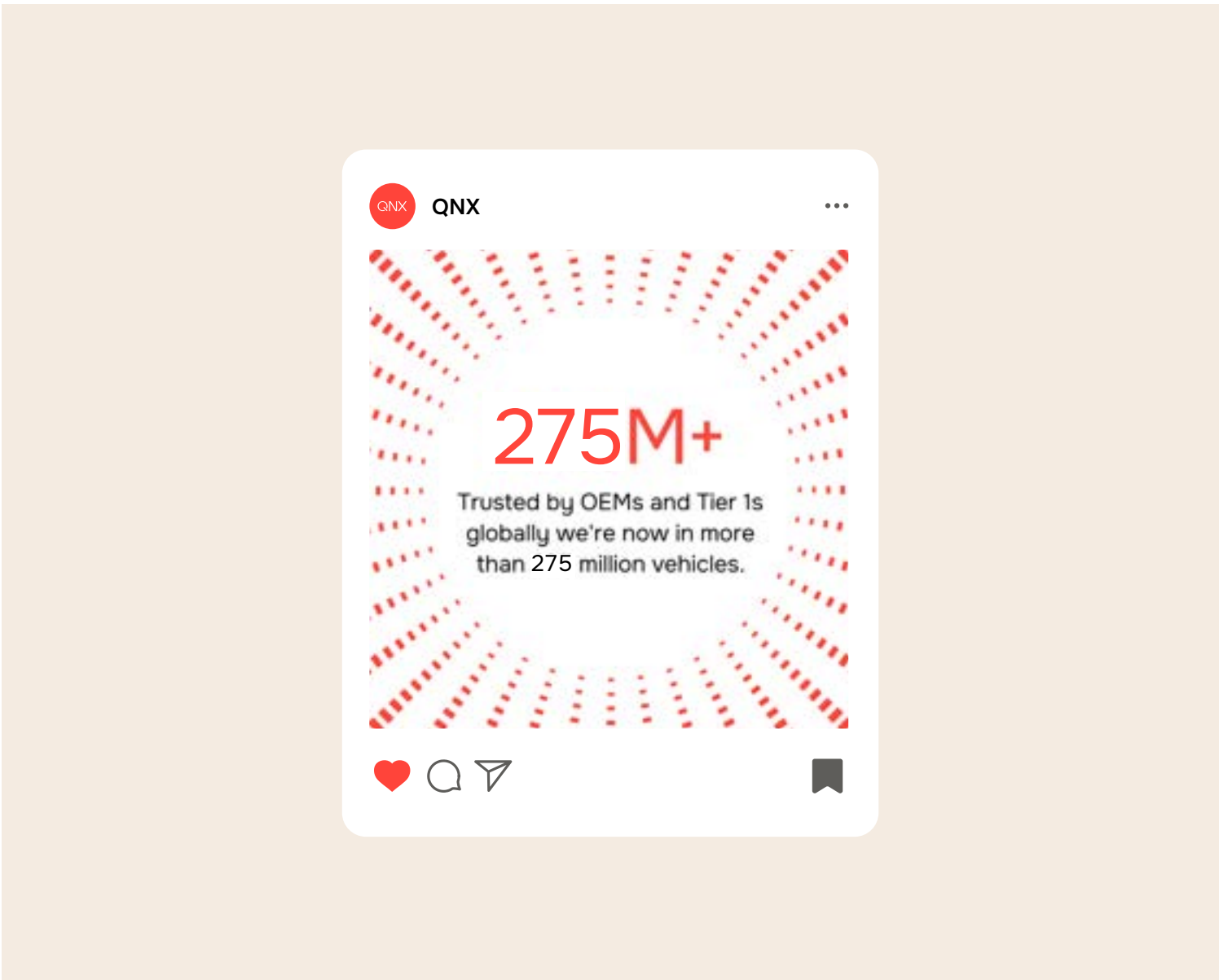
QNX

Quadrant graphics introduction

The QNX brand utilizes custom-made graphics made of four patterned points, known as quadrants.

Our quadrant graphics are a visual representation of ‘**it all starts here**’. They are foundational part of our visual system that can be used across many situations— as a subtle tone right up to a hero graphic.

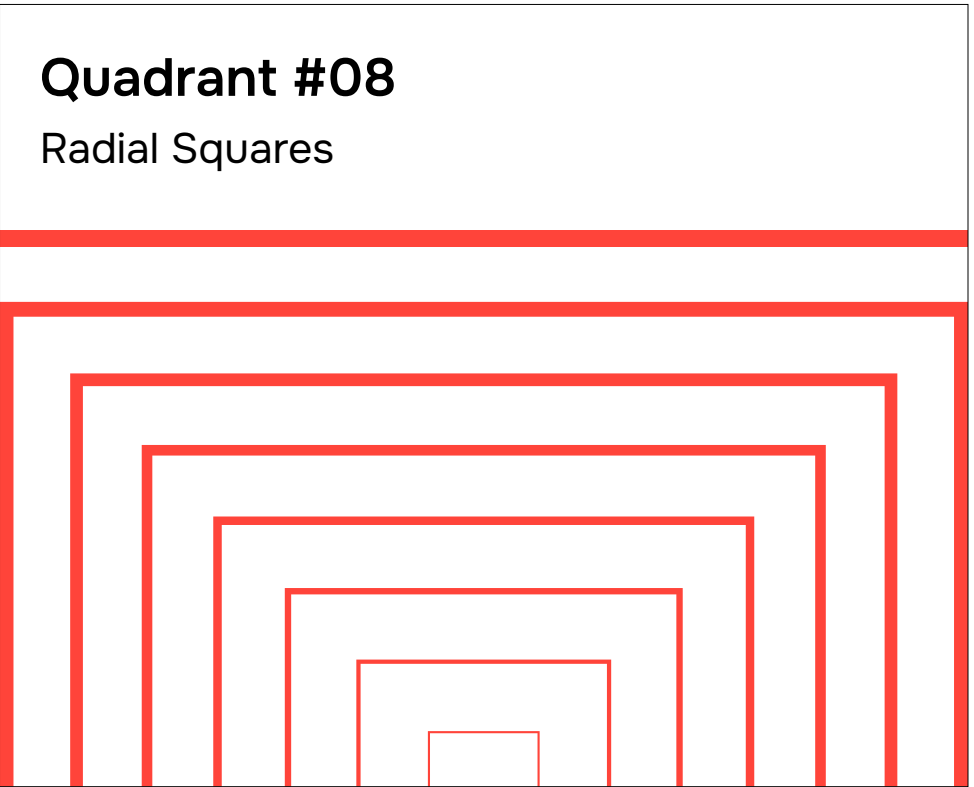
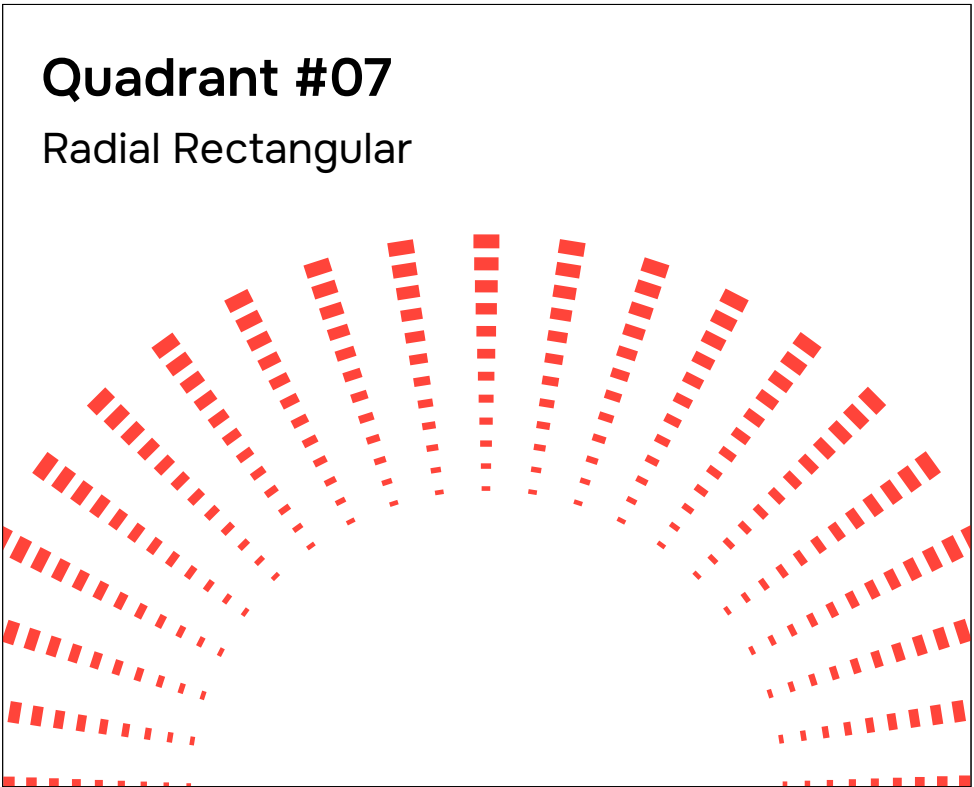
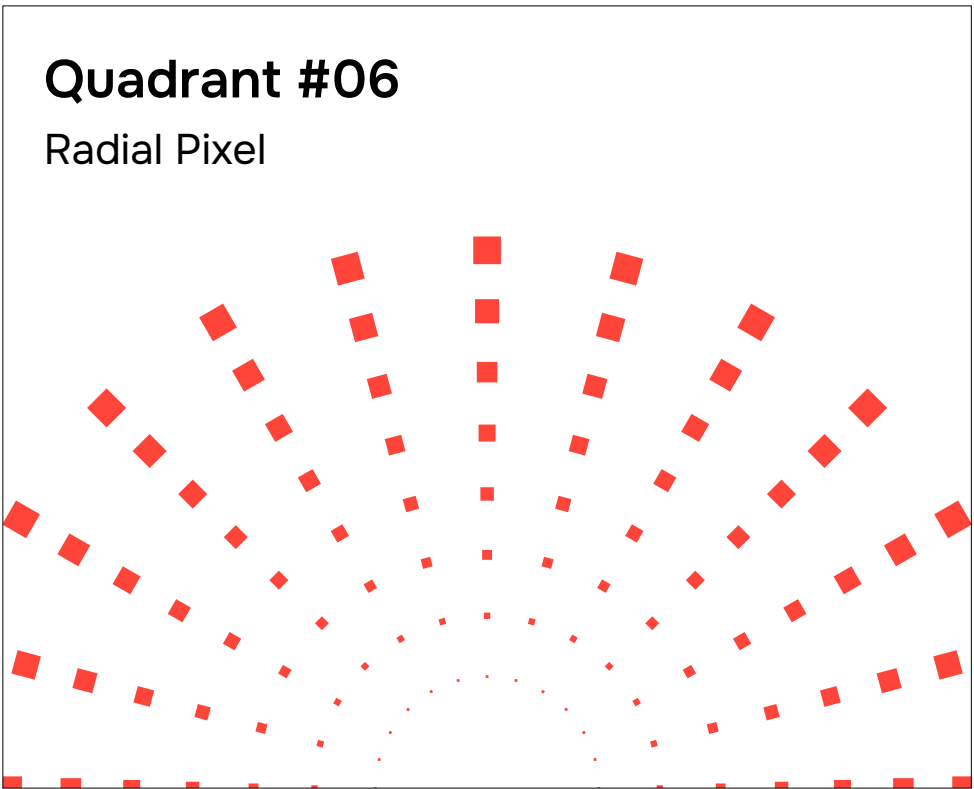
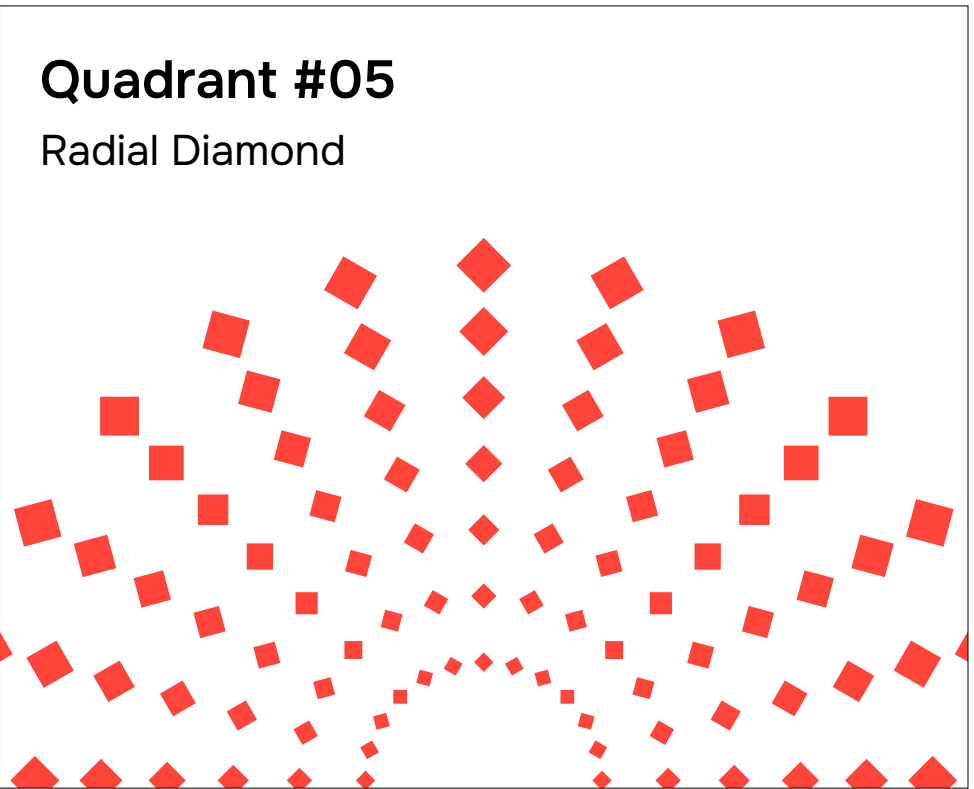
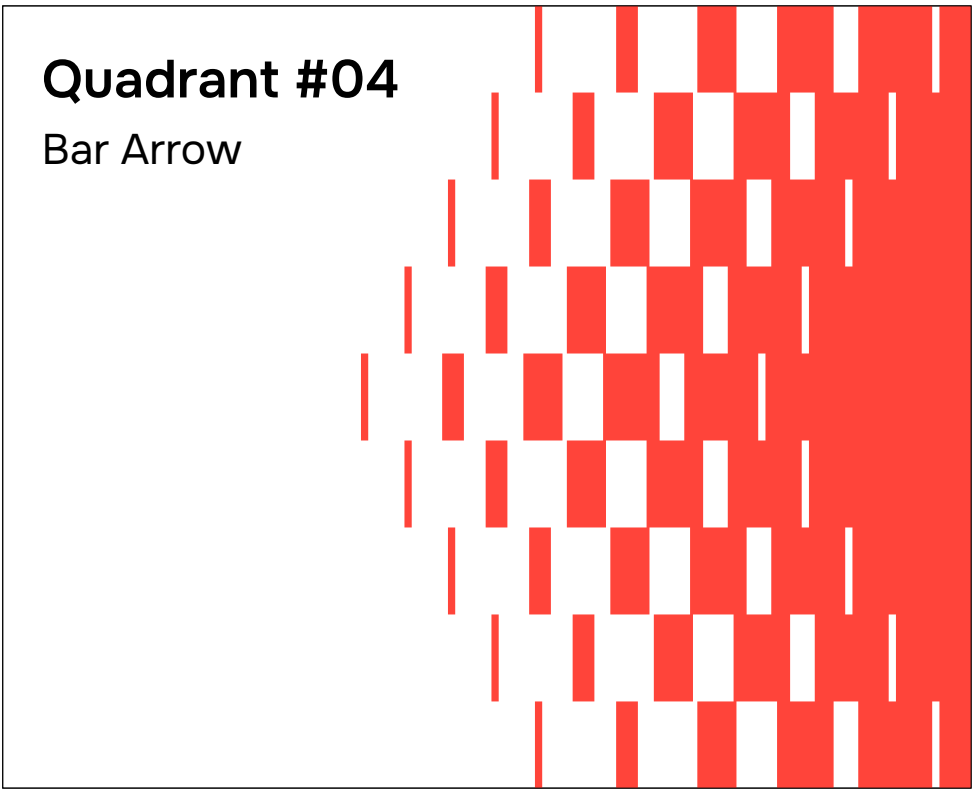
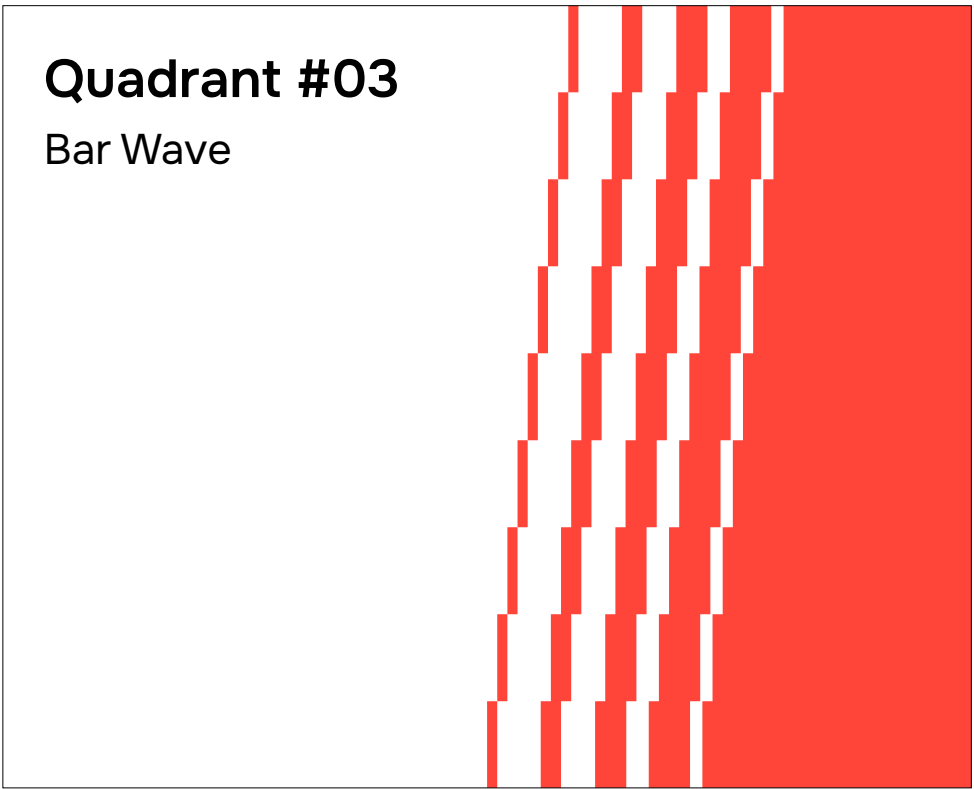
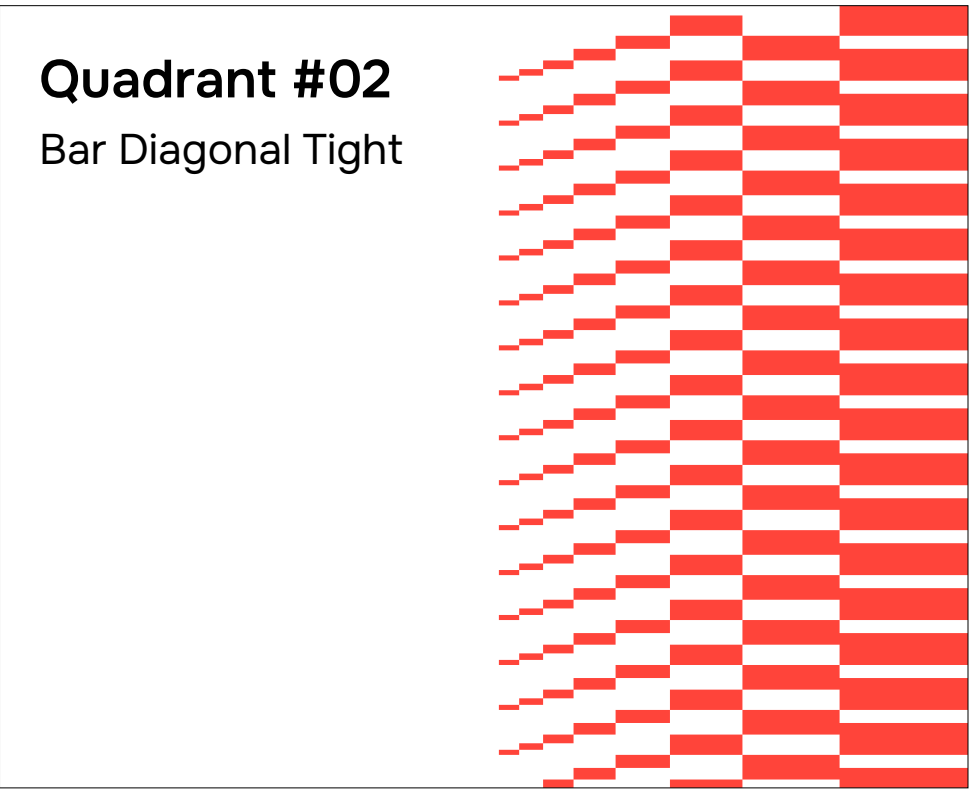
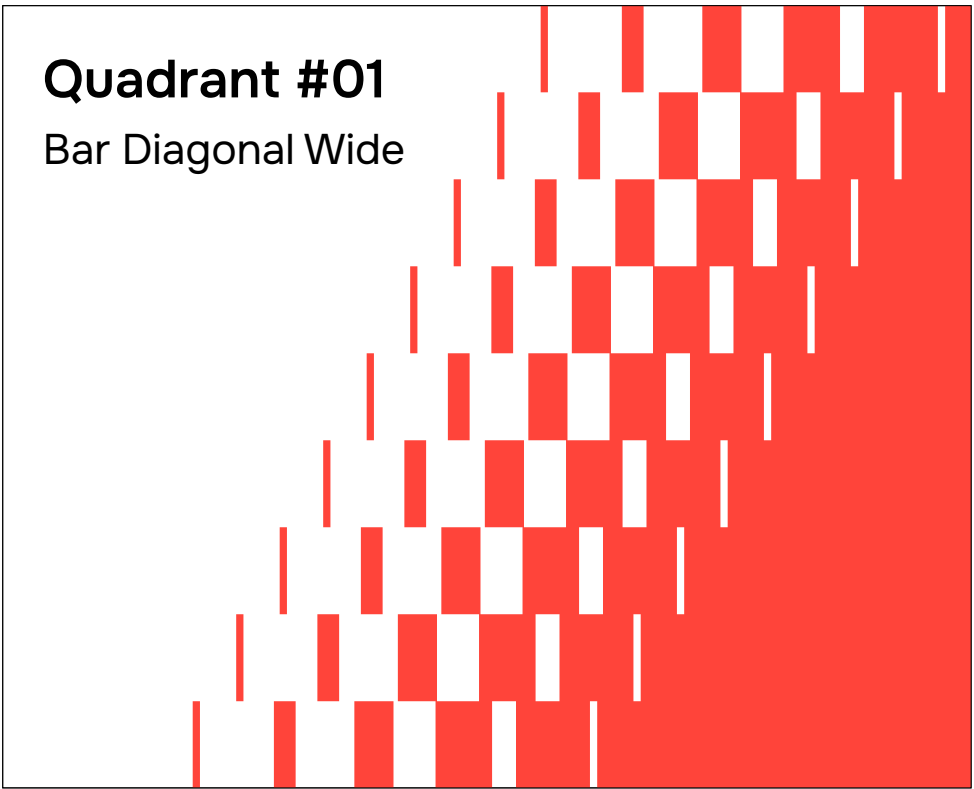
Quadrant graphics can also be used to hold photography and infuse your communications with color.



Quadrant graphic options

There are eight different ‘quadrant’ graphics that can be used at your discretion. Each carries its own personality that can be applied accordingly to your message, and can be used as a standalone vector image.

These eight graphics are the only approved brand graphics, so do not create your own quadrant graphics.

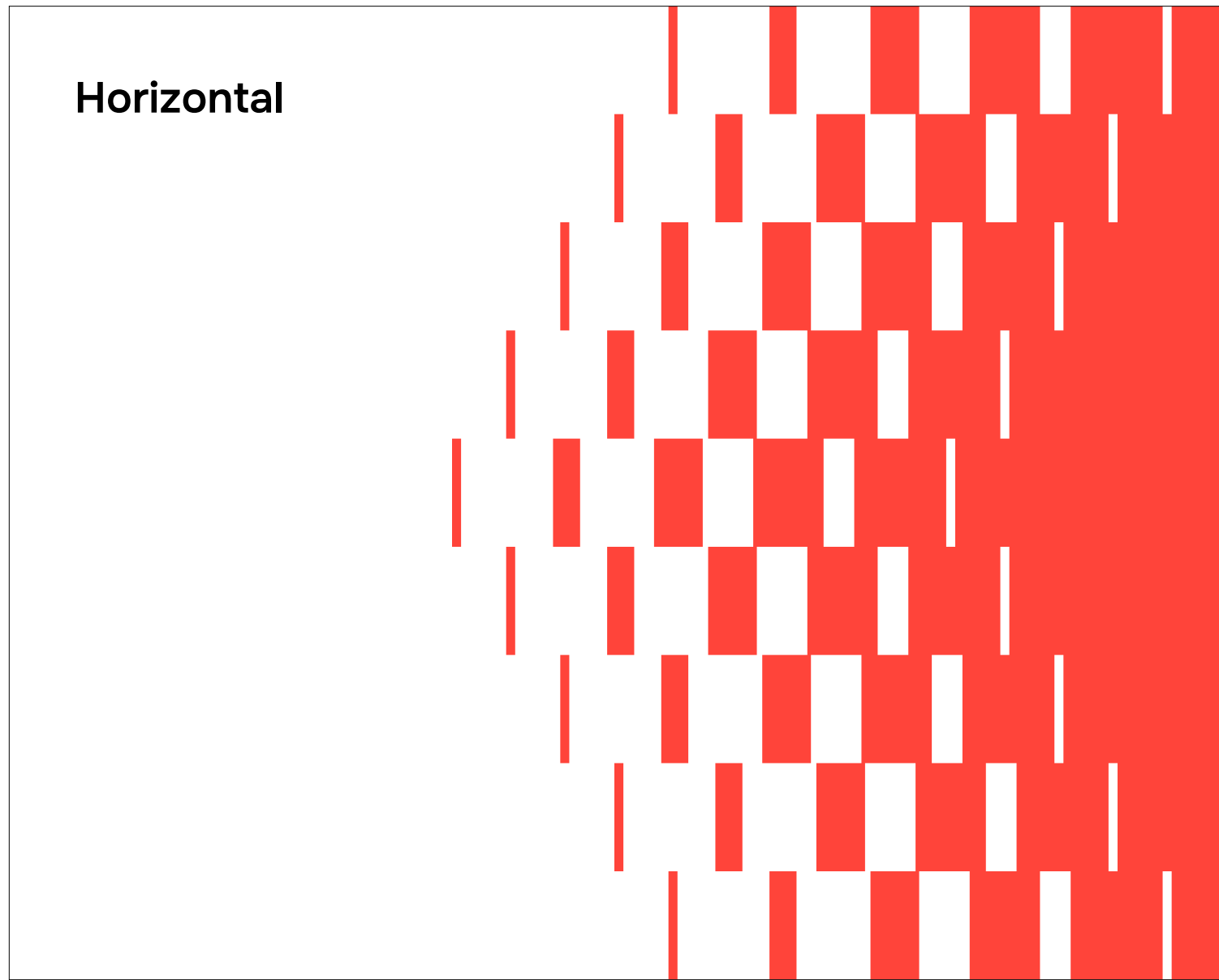
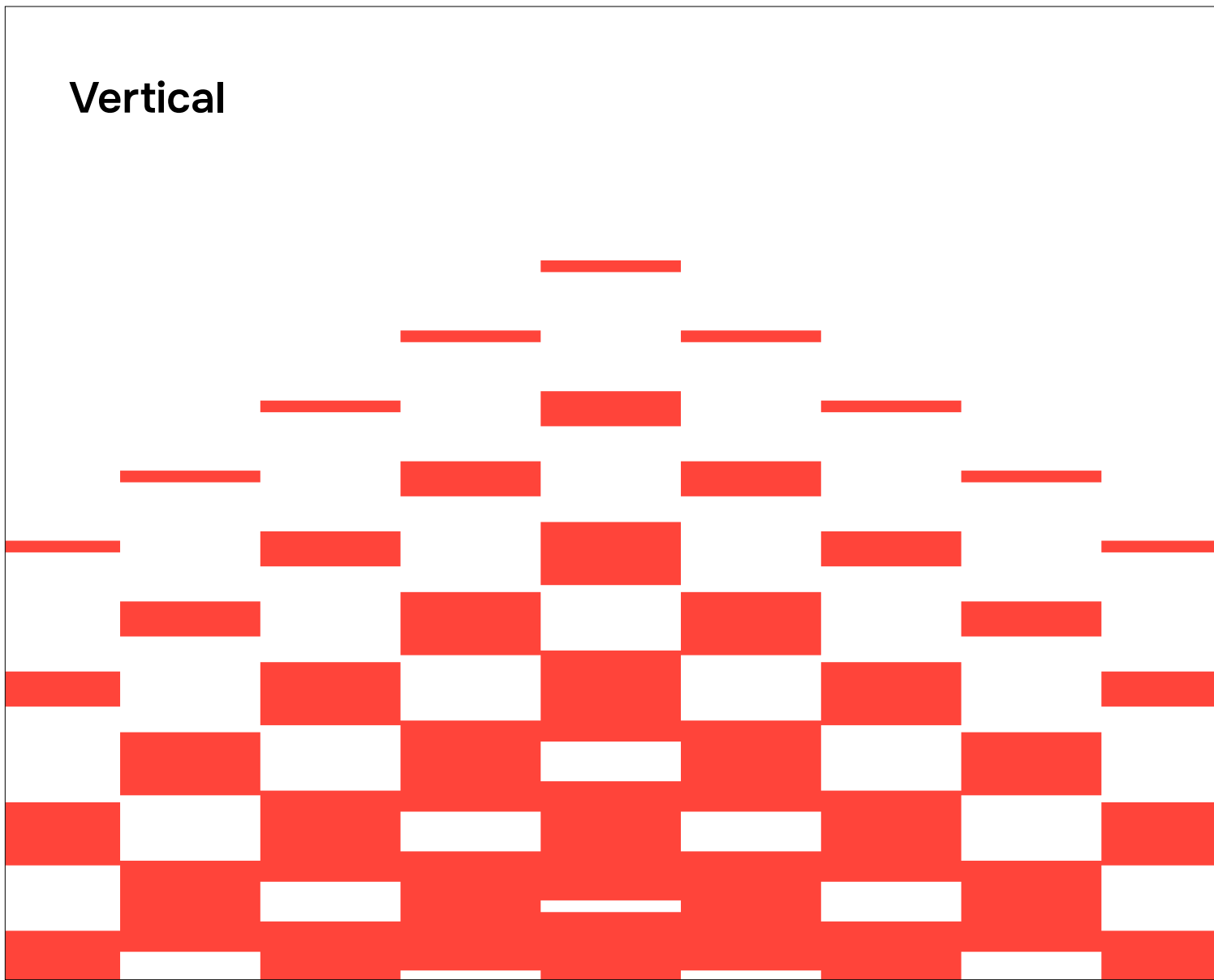
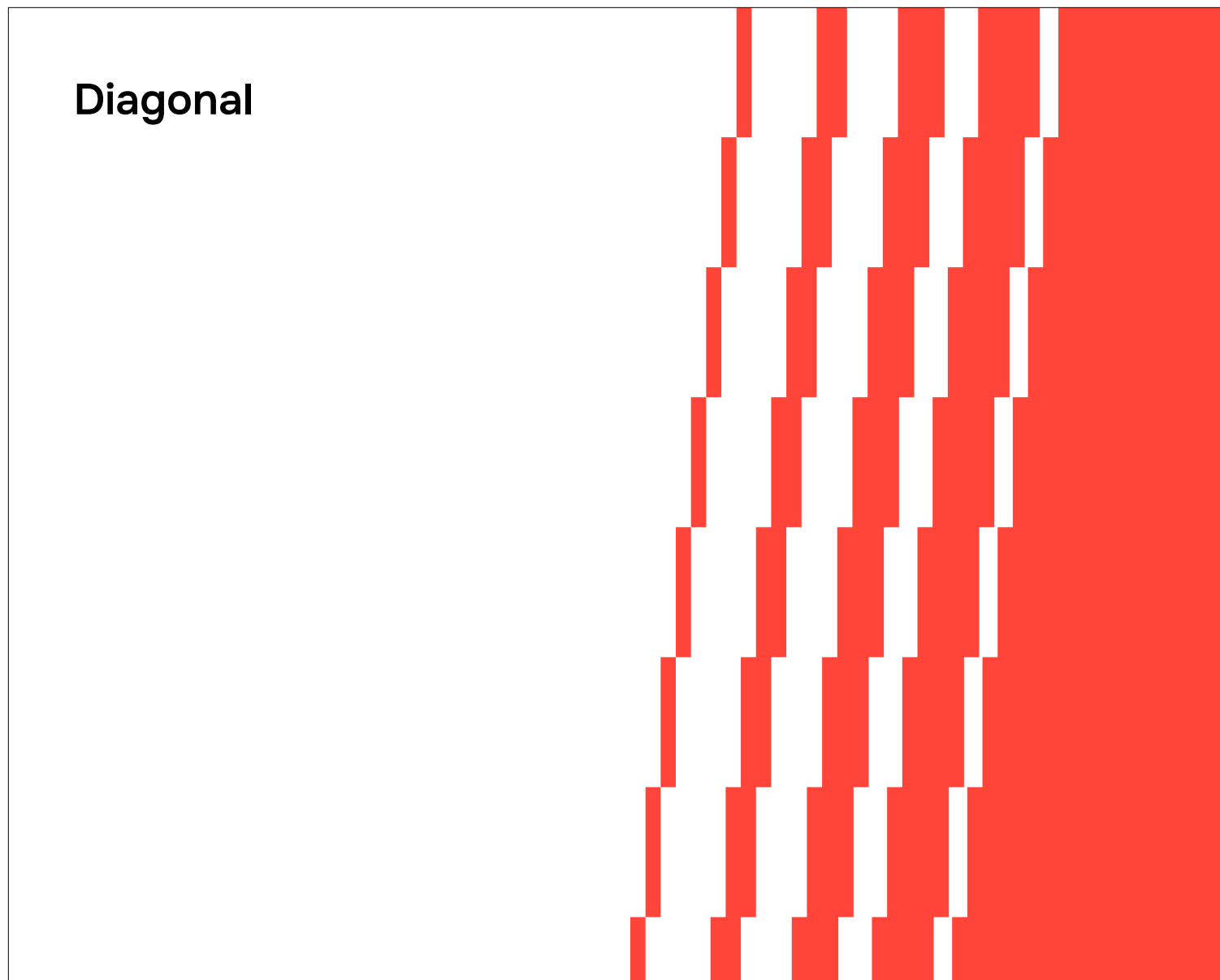
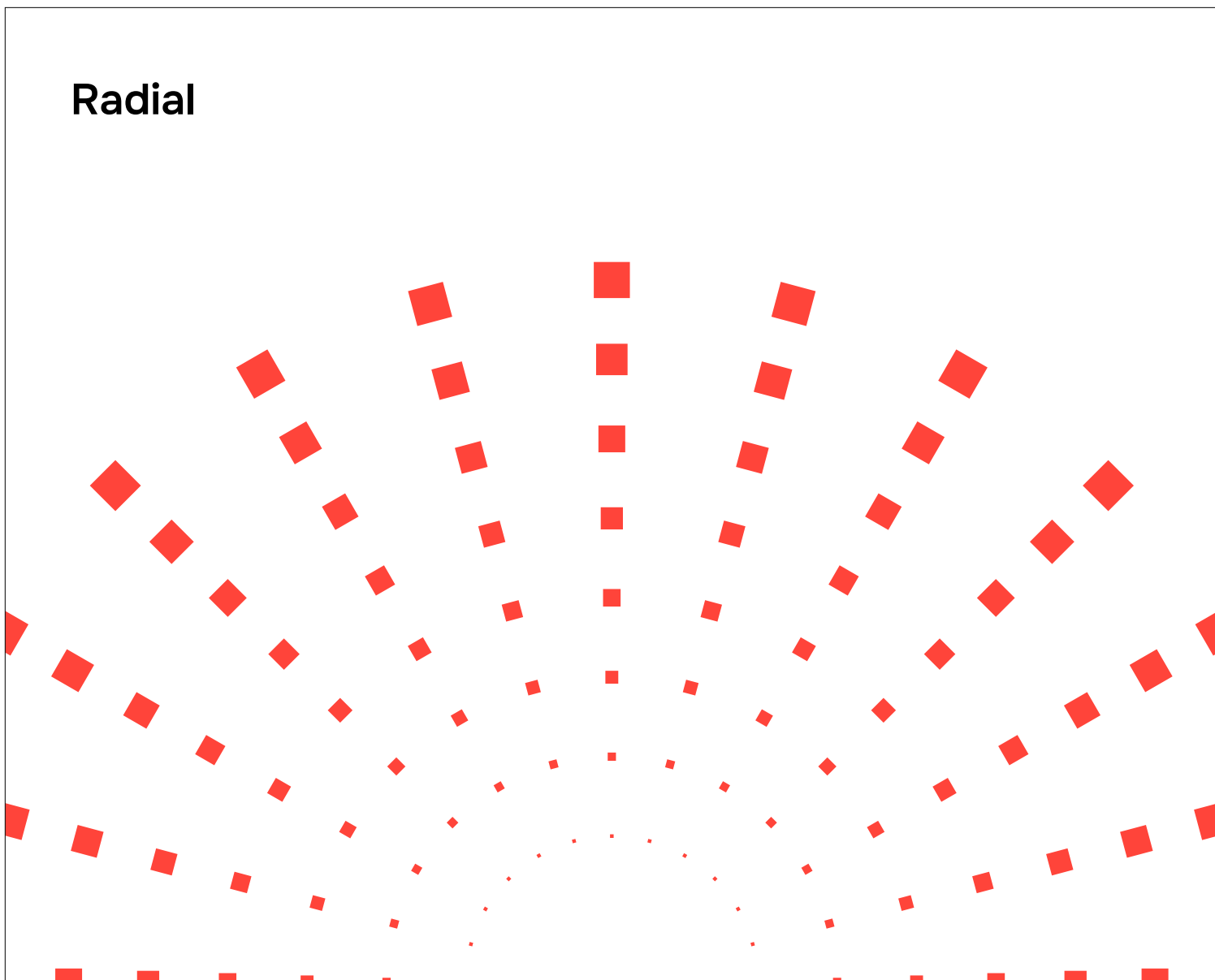


Quadrant graphic directions

As these patterns are visual representations of 'it all starts here', the direction they travel is based on growth.

They move upwards, outwards, from bottom left to top right or from left to right. This is by design.

Do not rotate the quadrant patterns so they perceive a negative decline.



Cropping quadrant graphics

The quadrant patterns are designed to be cropped. While this allows them to be aesthetically pleasing on the page, the crop you choose also helps you match the tone of content you’re using.

As you must not alter the quadrant graphic, there is a maximum crop implied. Your minimum crop will be dictated by your canvas—make sure the pattern itself is still legible when cropping tightly.

Tight crop

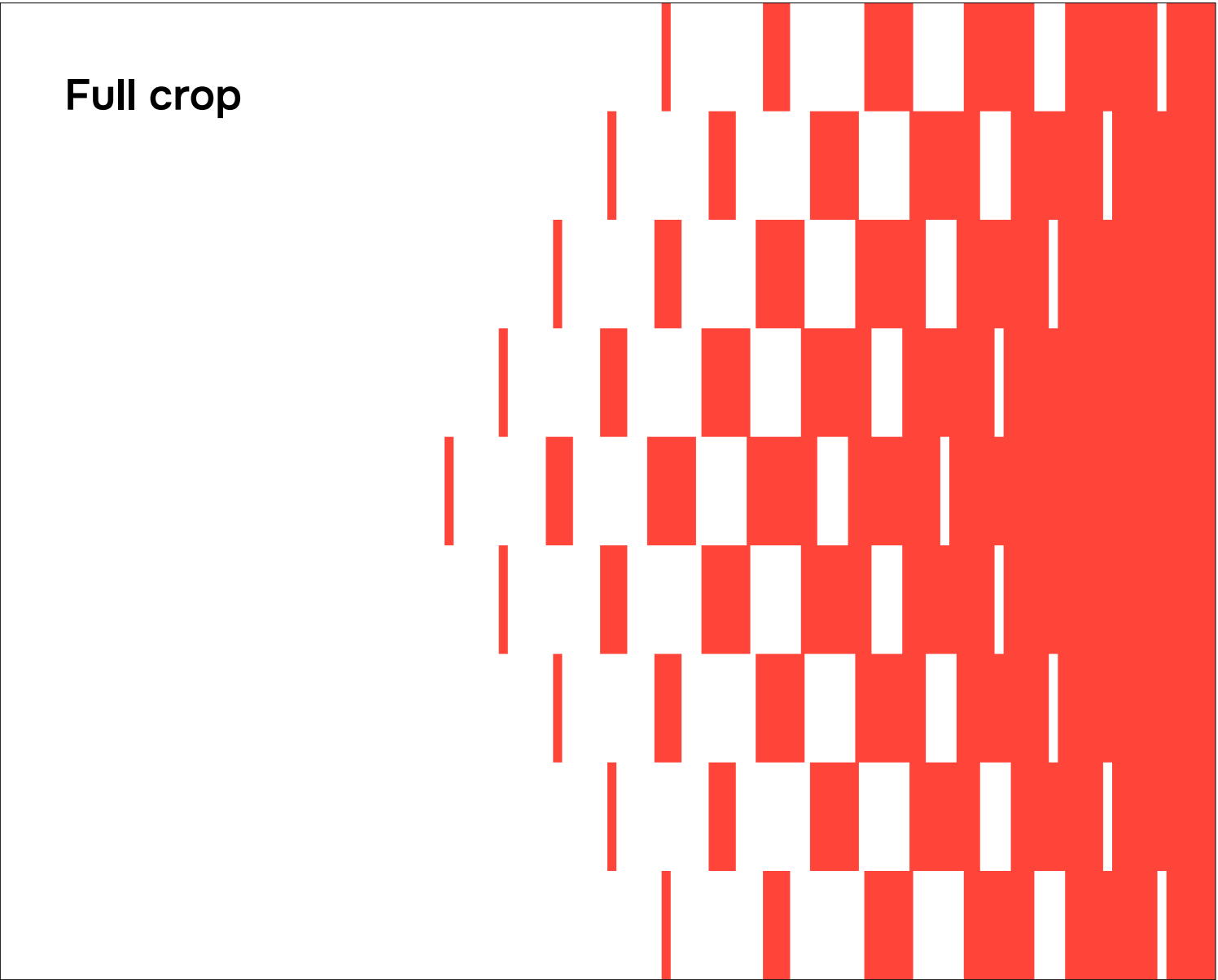
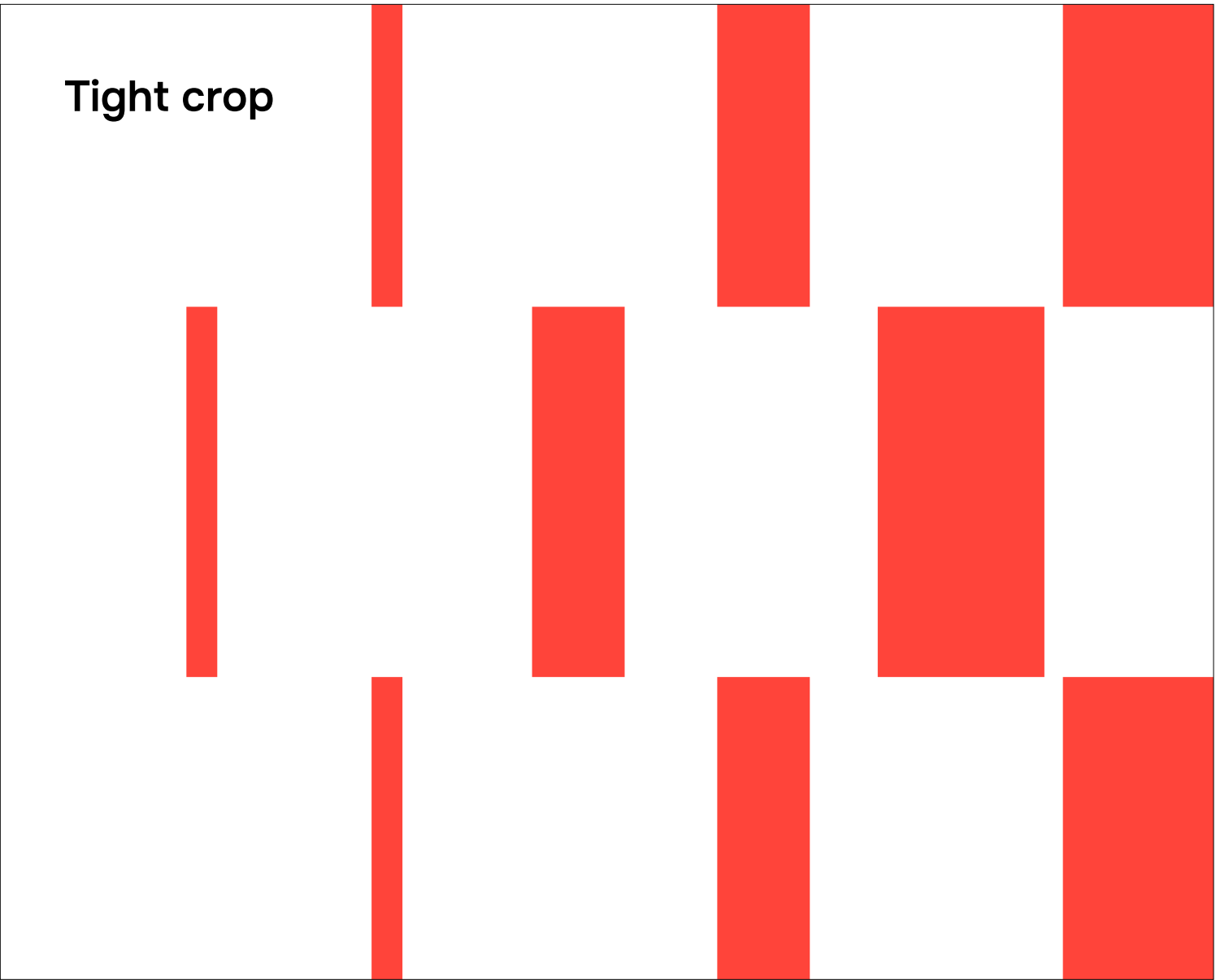
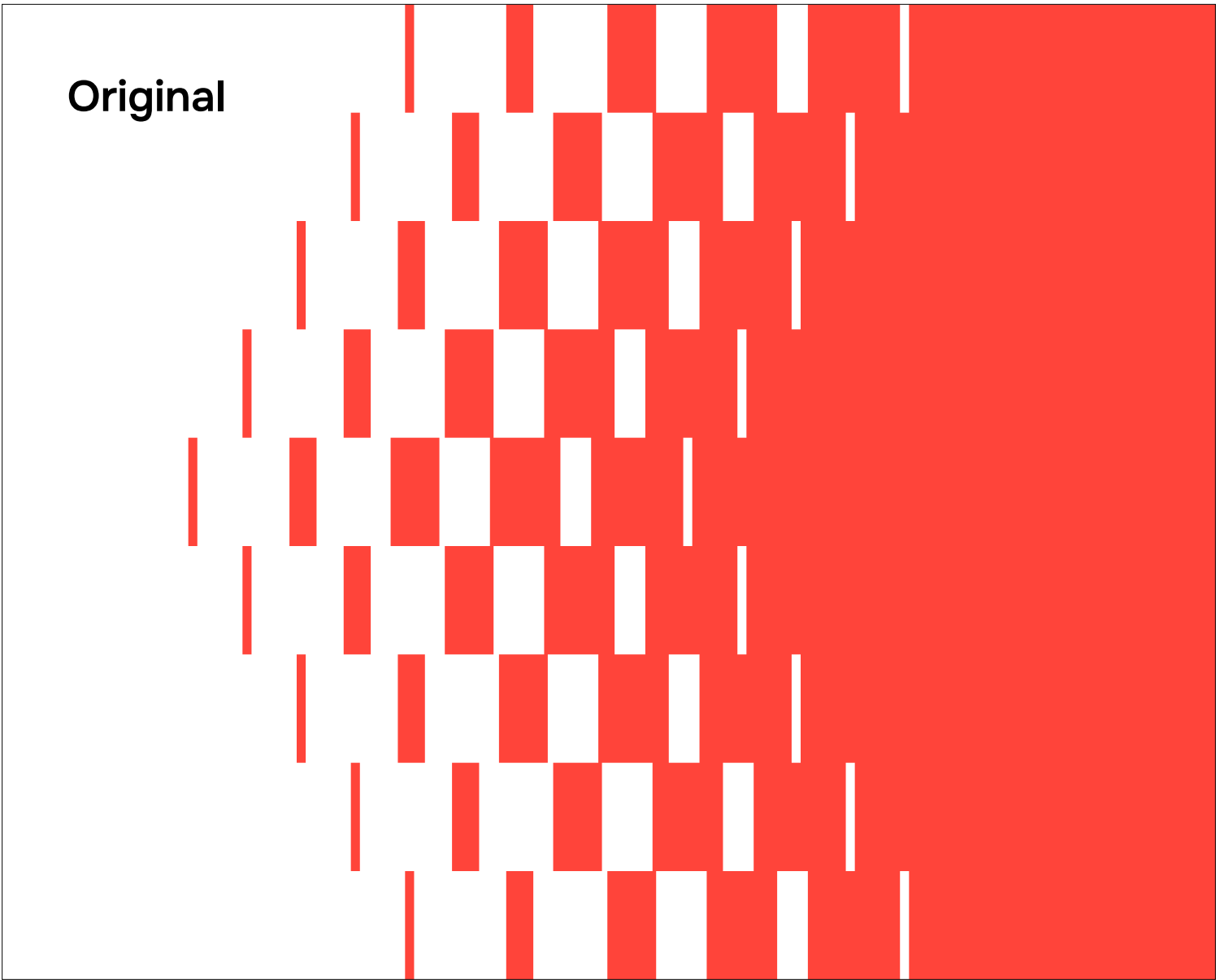
Best used for moments of intrigue and detail.

Mid crop

Best used to add a QNX tone to your canvas.

Full crop

Easily overwhelming. Best used when it is the lone graphic element on the canvas.

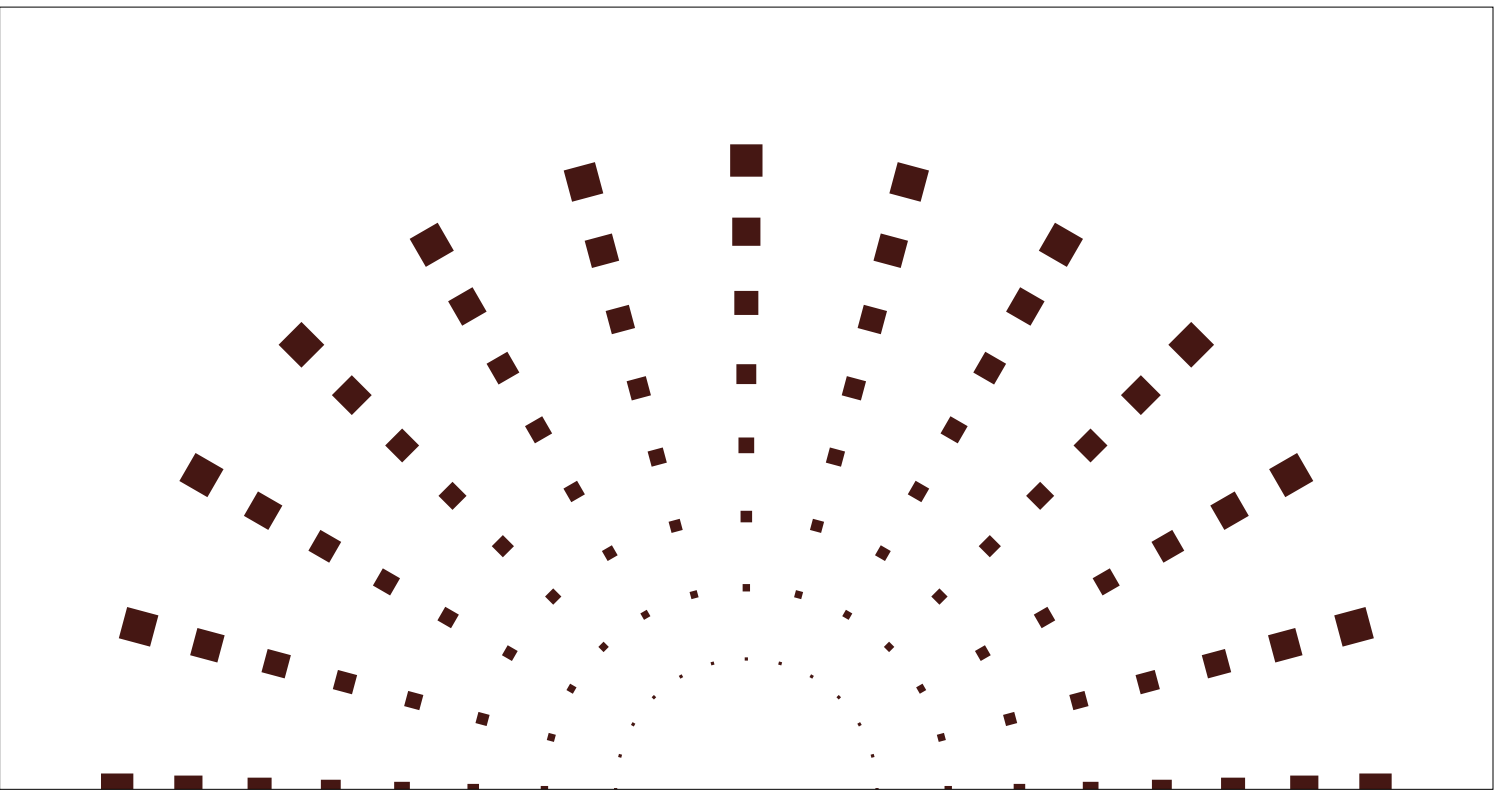
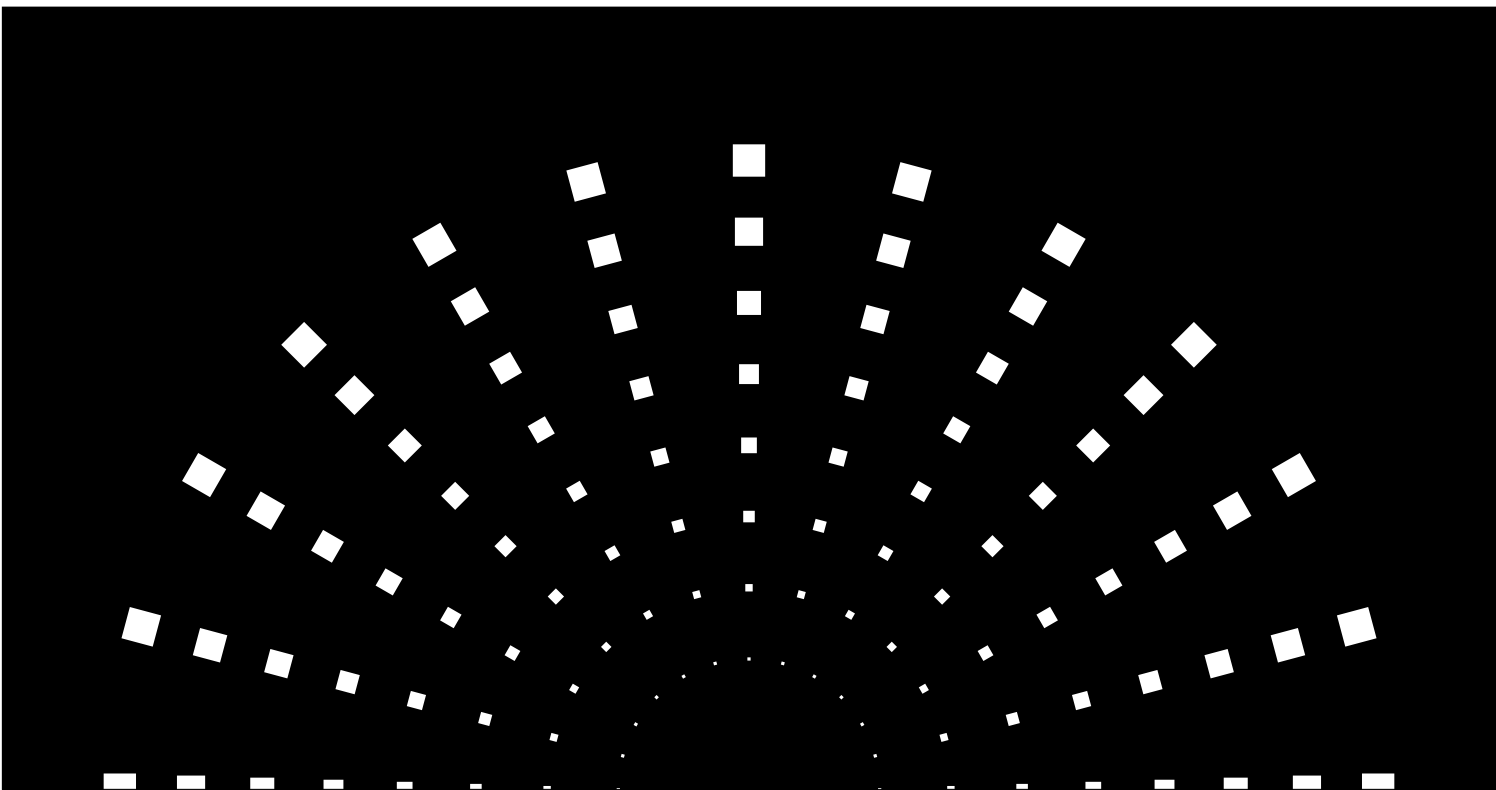
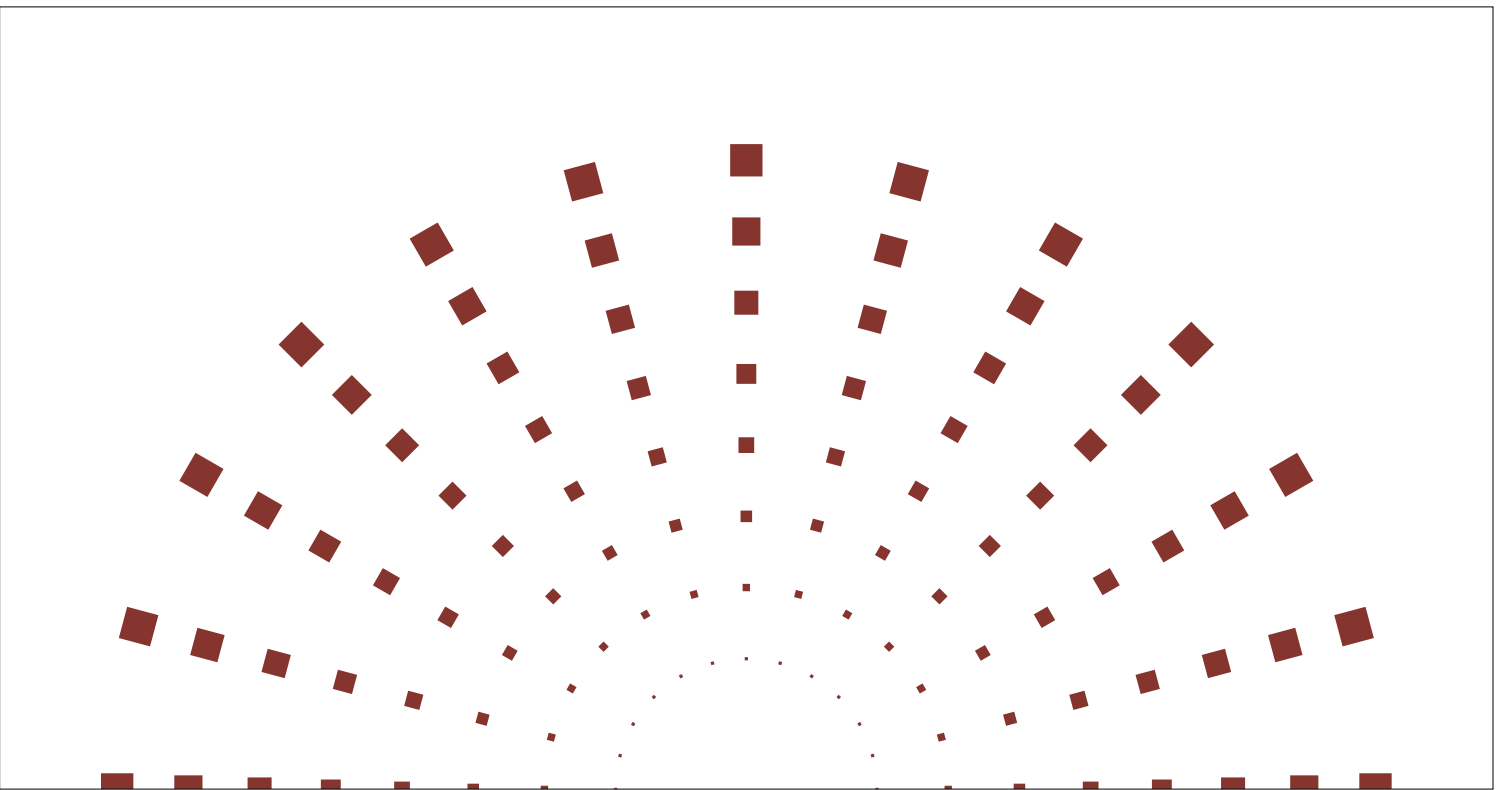
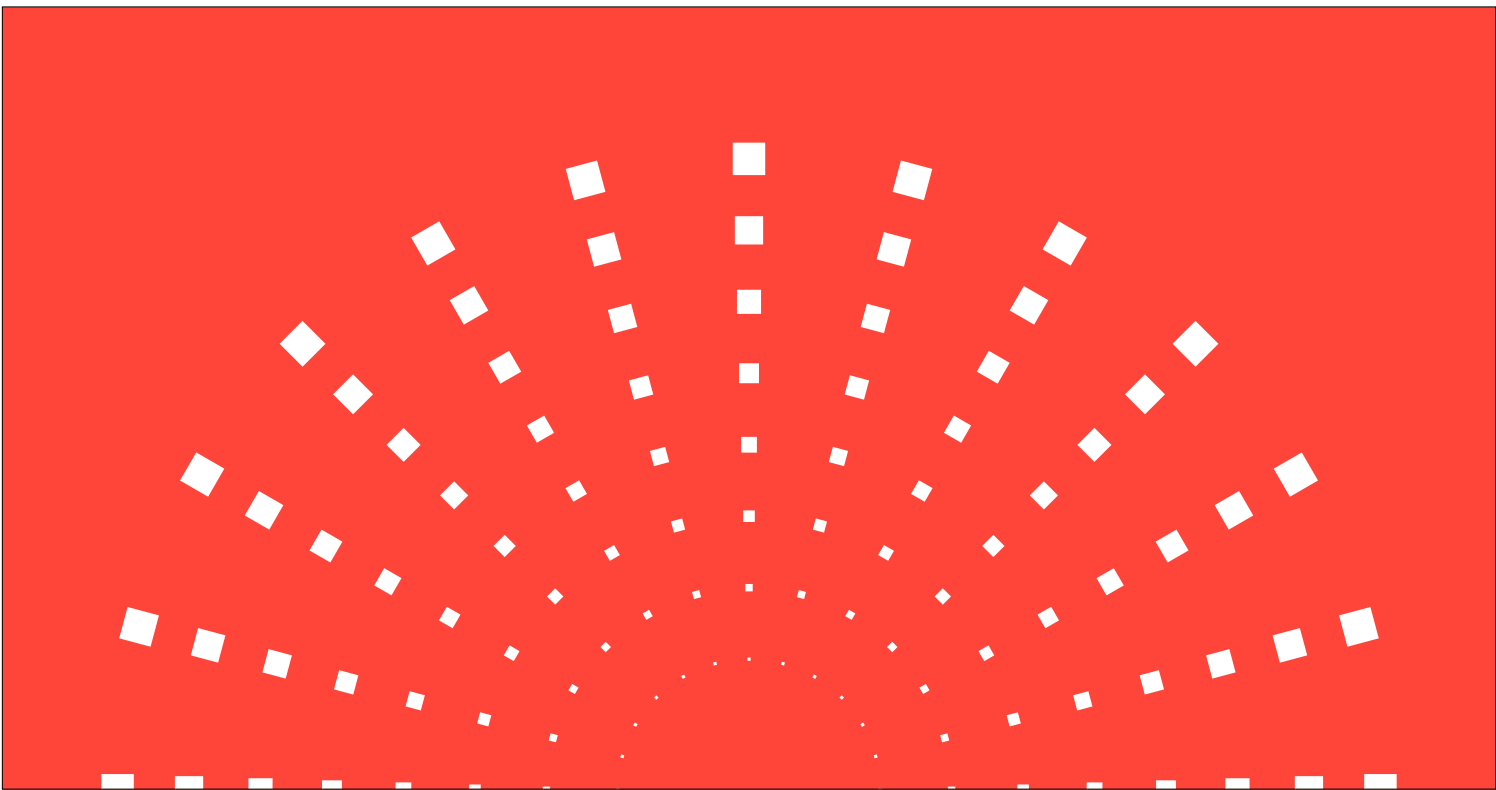
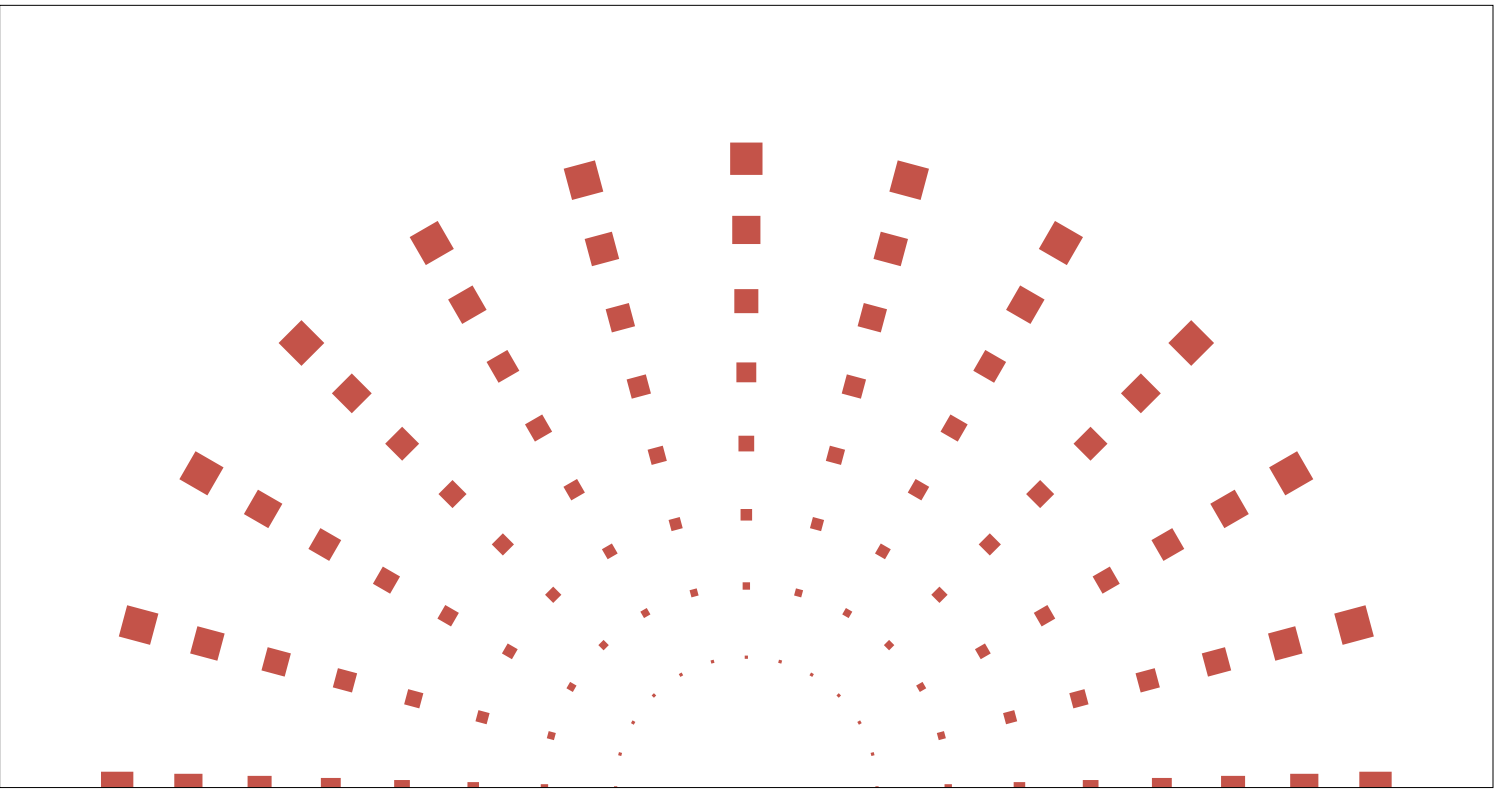
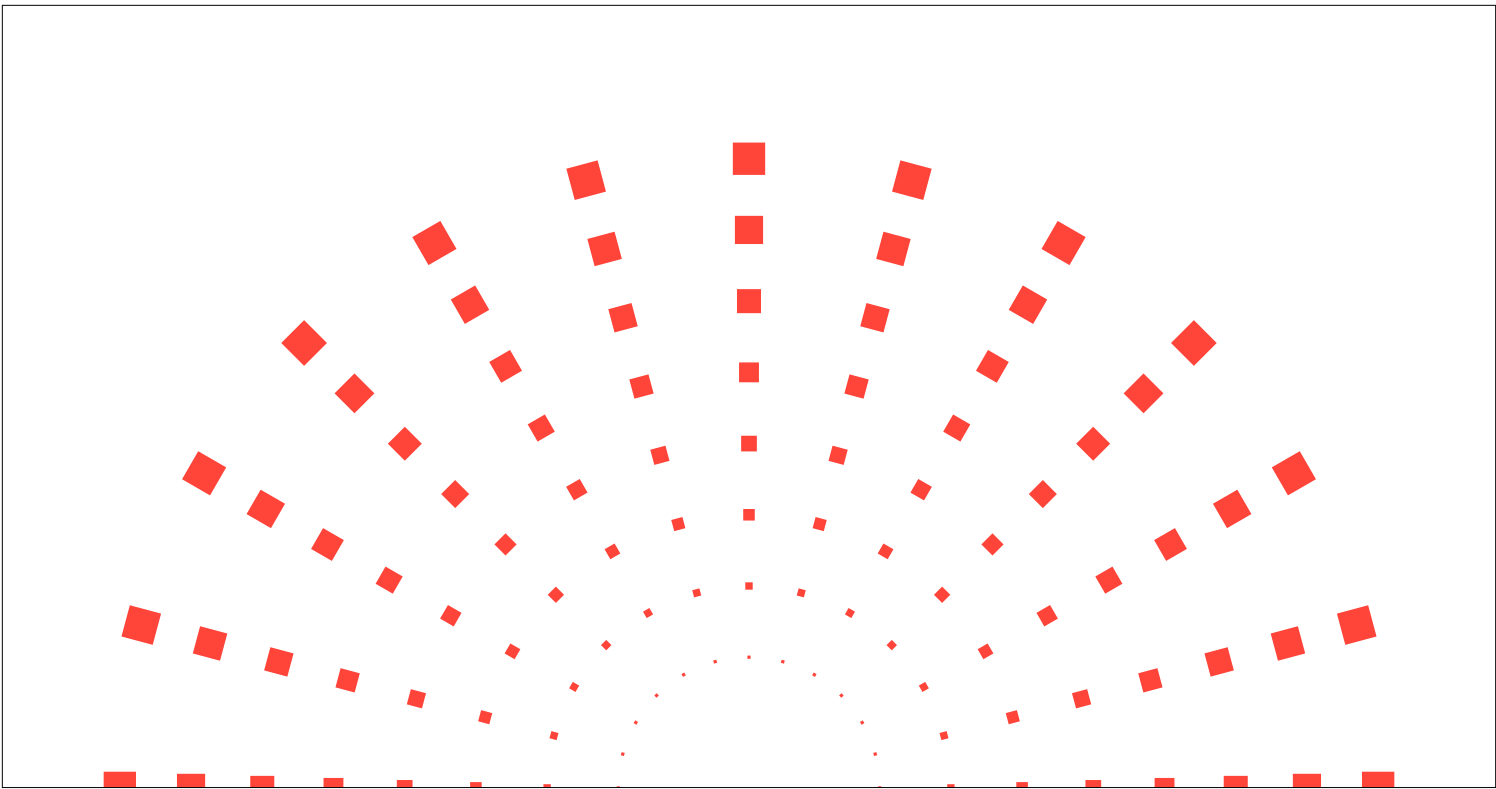


Applying color to quadrant graphics

Each of our quadrant graphics are available in six color variations, QNX Coral, Blush Red, Burnt Umber, Mahogany, Sand and White.

Examples

For examples of how to use quadrant graphics correctly, see the ‘Bringing it together’ section of these guidelines.



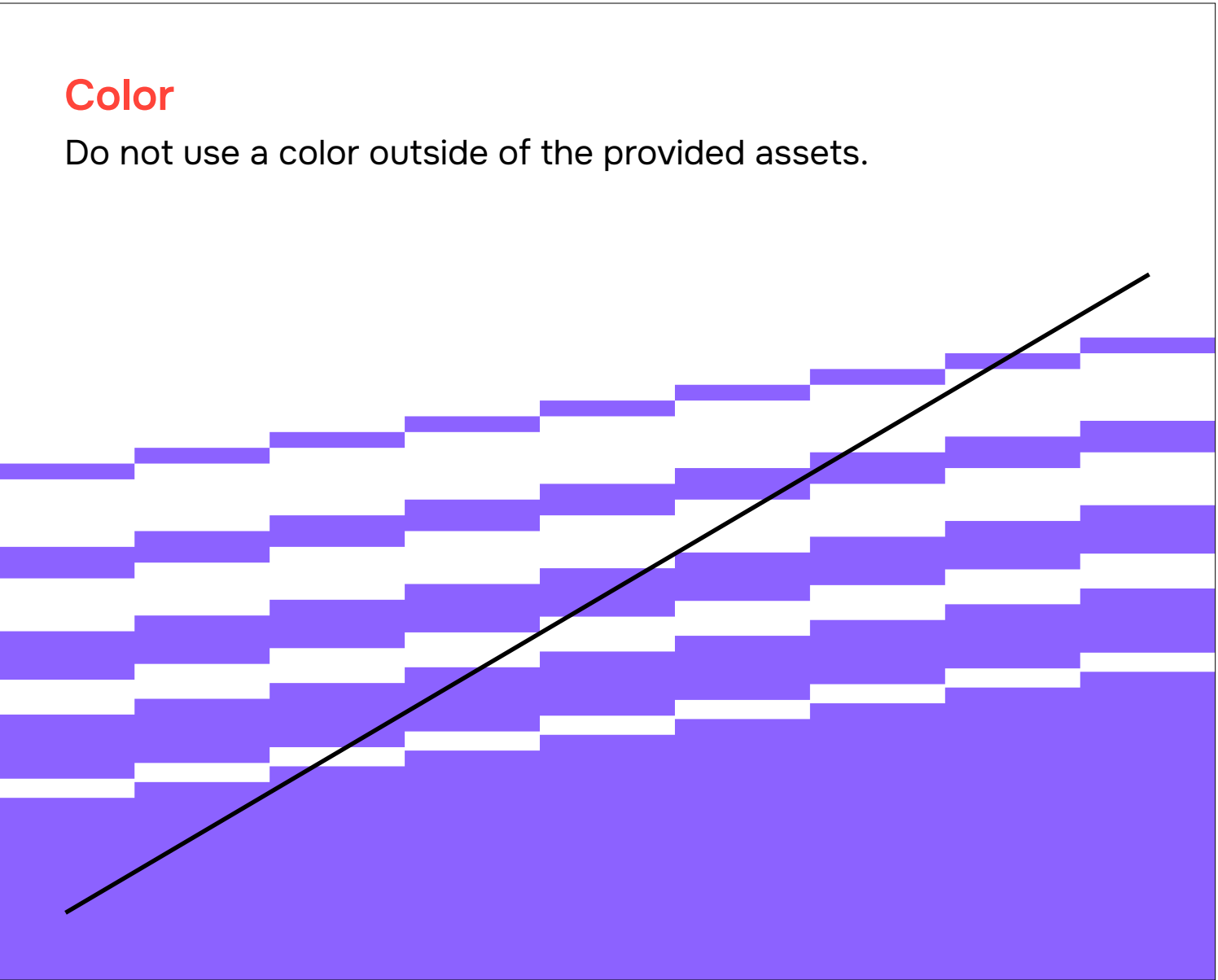
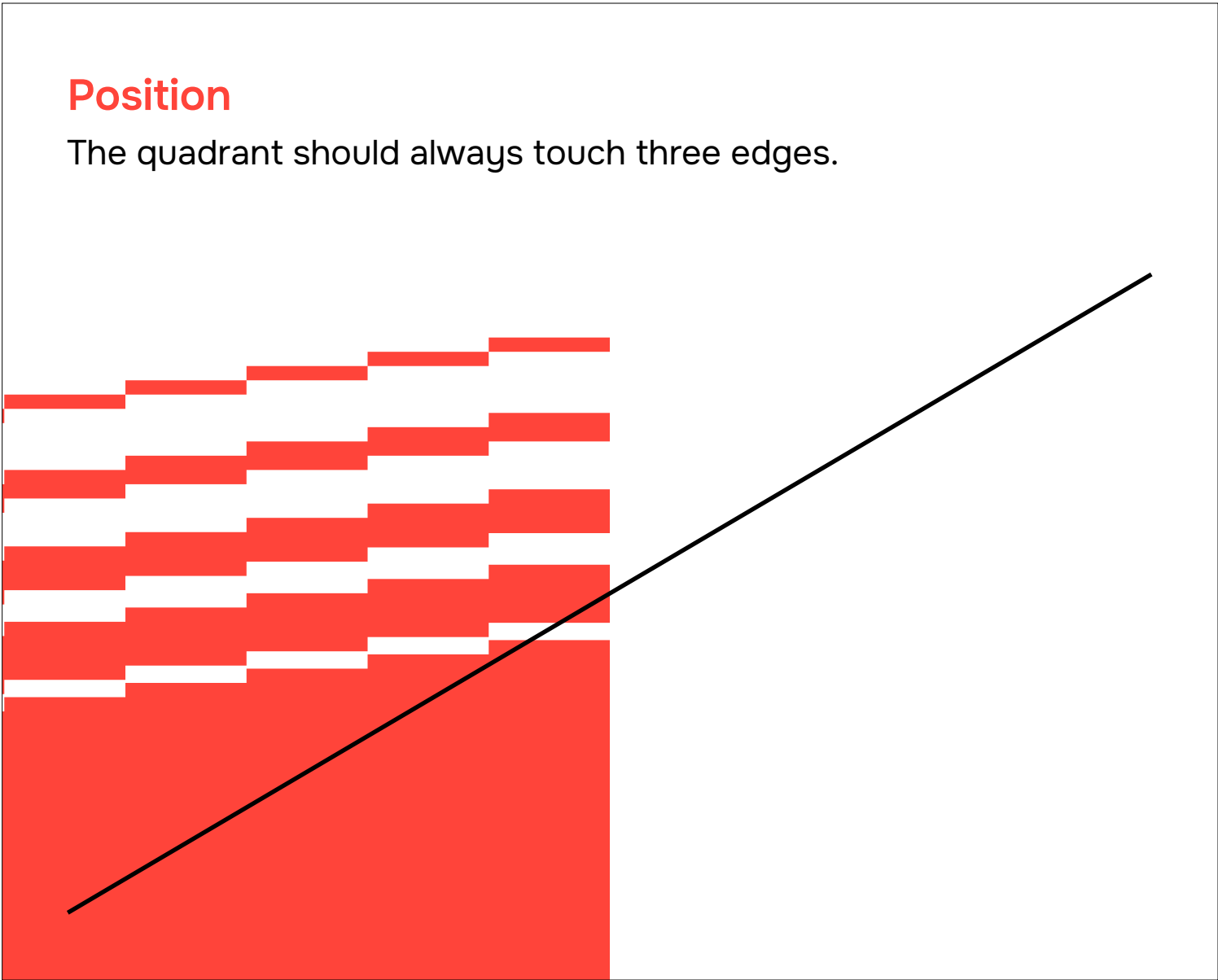
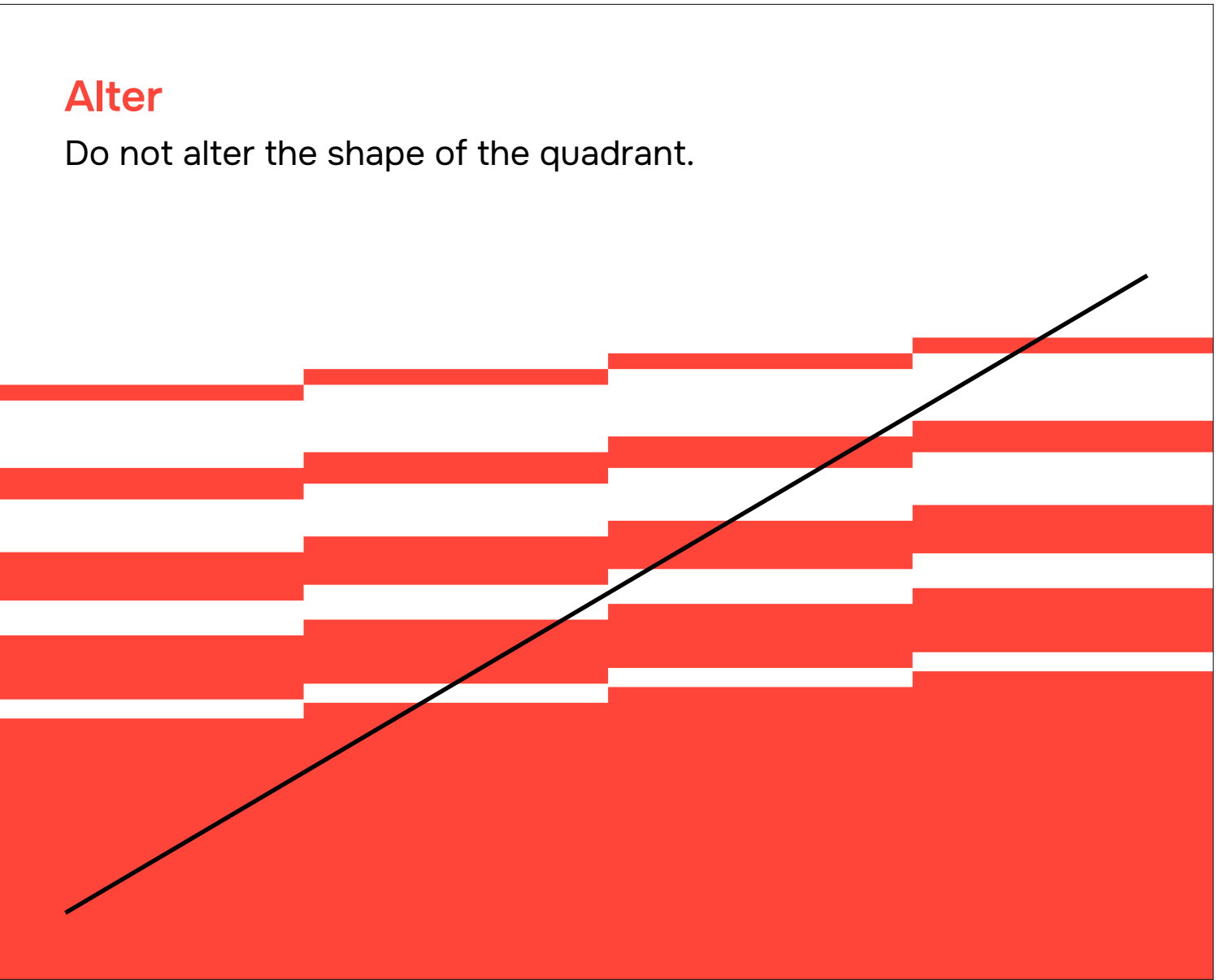
Incorrect use of quadrant graphics

Quadrant graphics should be used in a way that ensures progression, a key characteristic of QNX.

Incorrect use of our graphics, such as the examples shown to the right, should be avoided.

Examples

For examples of how to use quadrant graphics correctly, see the ‘Bringing it together’ section of these guidelines.



Visual language

Communication templates

QNX

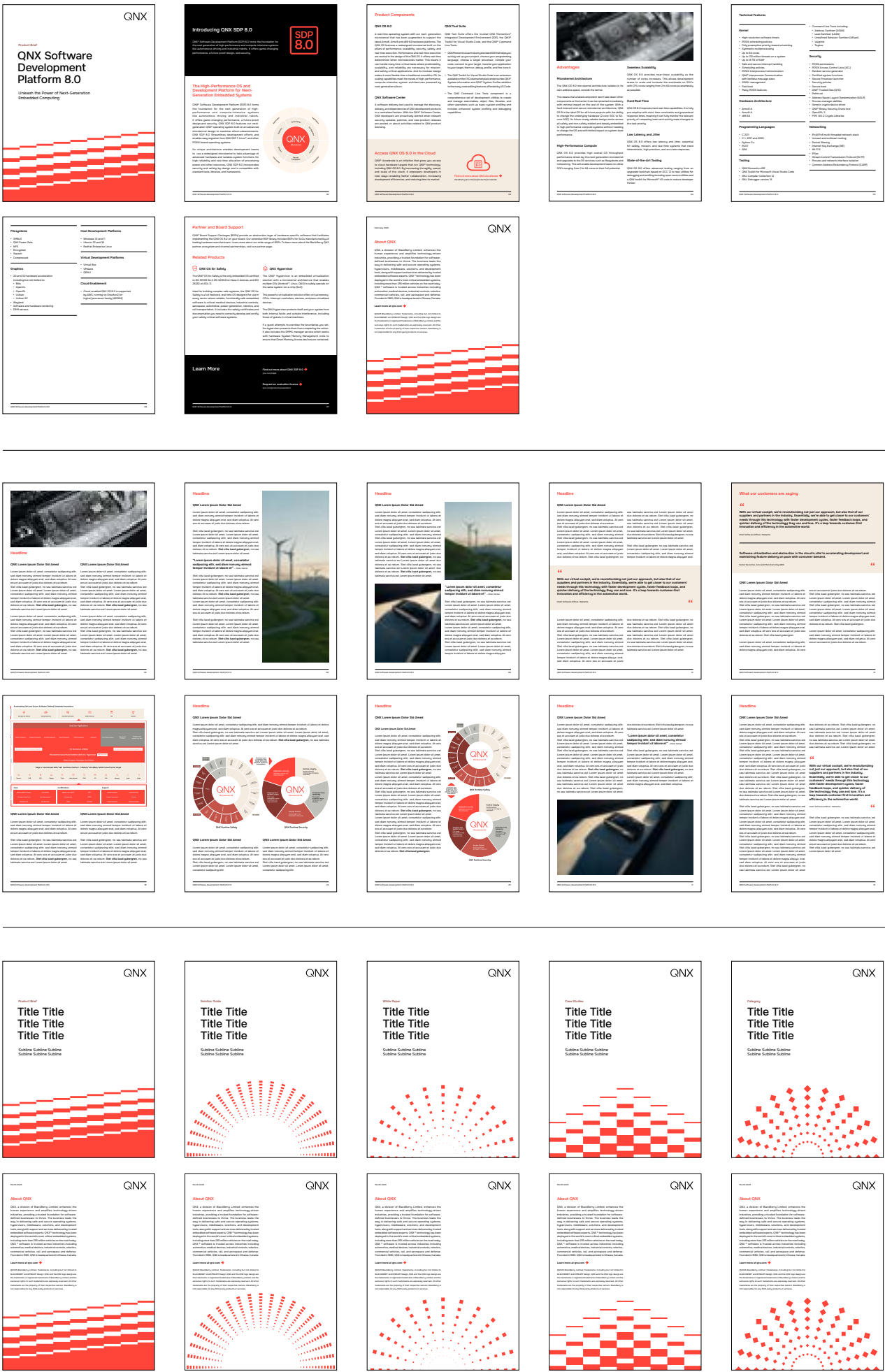
Guides/Document Templates

The whitepaper and document templates ensure a structured, and brand-aligned appearance for all corporate materials. These templates are provided as **InDesign files**, including predefined paragraph styles, character styles, template pages, and cover designs to maintain consistency across all documents. Whether for reports, studies, or internal documentation, they offer a clear framework.

For the Document Templates please visit the [go/qnxbrand](#) page or get in touch with the QNX brand team.

Note

Always use the official templates to ensure uniformity and adherence to the brand guidelines in all formal documents.



Example Document

The InDesign master template includes predefined styles and template pages. It features a sample **SDP 8.0 Product Brief** to showcase how a final document should look like.

Additional Template Pages

This set includes ready-made content pages for quick document creation. Various layouts and formatting guides help maintain brand alignment. Single modules can be combined within the given grid.

Cover Designs

Designed cover pages provide a structured introduction. Each document category has a predefined Quadrant Graphic to help distinguish between Product Briefs, Solution Guides, Case Studies or White Papers.

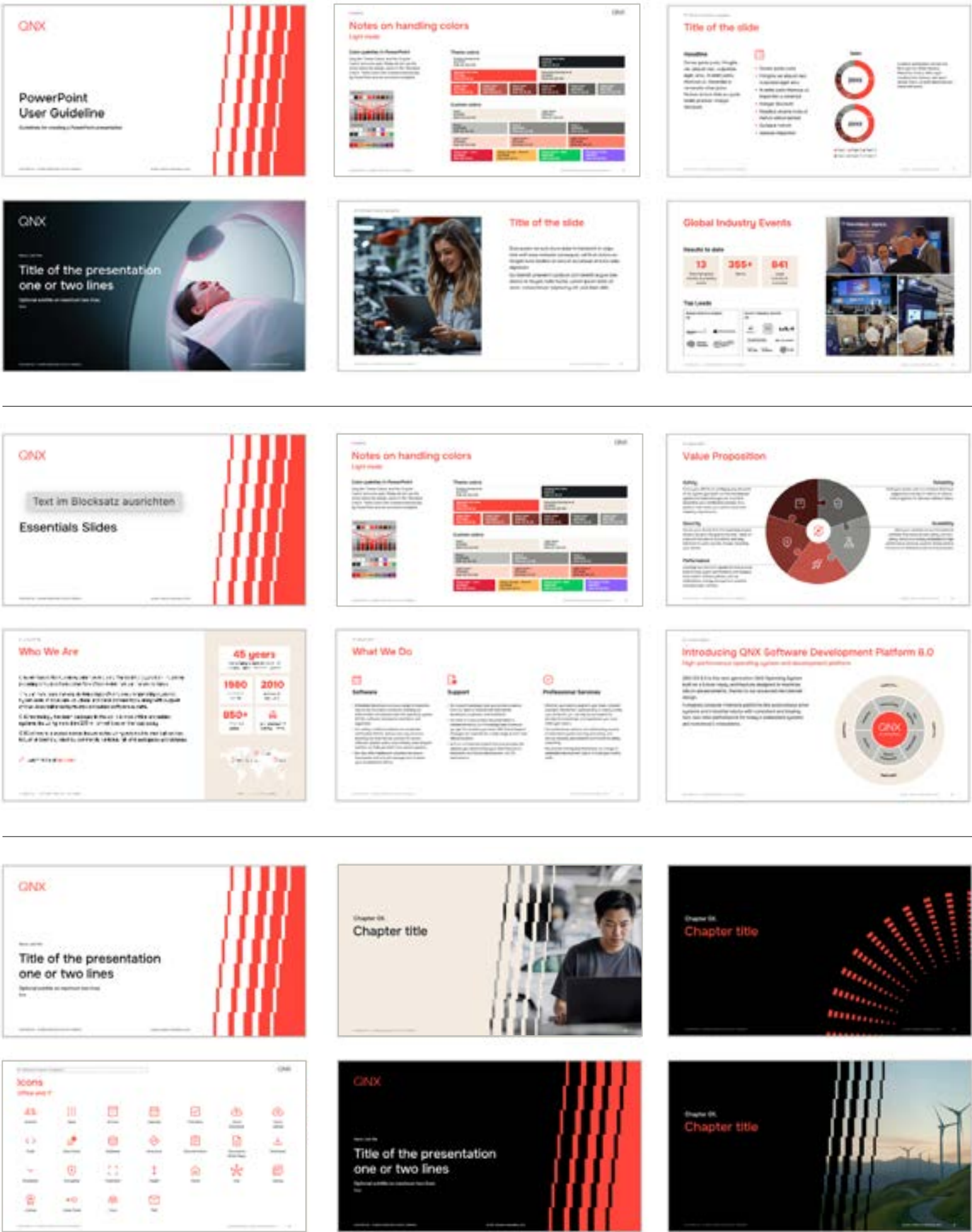
PowerPoint Templates

The updated PowerPoint templates are designed to reflect the brand’s visual identity, ensuring presentations maintain a cohesive look. They include a variety of pre-defined **PPT-Master Slides, Essential Slides and a Slide Library** to streamline and simplify your workflow. These templates are pre-formatted with brand-approved layouts, colors, and fonts.

For the PPT Templates please visit the [go/qnxbrand](#) page or get in touch with the QNX brand team.

Note

Only the official PowerPoint templates should be used for internal and external presentations to ensure consistency with the brand guidelines.



PPT-Master

The PPT-master template contains default settings and a number of different slide layouts. It is the base of every QNX presentation. There is a light and a dark version included.

QNX Essentials Slides

This slide deck contains ready-to-go content slides that you can use to create your own individual deck. Tips and tricks for working with the master are included.

QNX Slide Library

This deck contains designed slides and ideas for structuring content. Slides and elements can be copied and adapted. Tips and tricks for working with the master are included.

Visual language

Photography & AI imagery

QNX

Photography & AI Imagery introduction

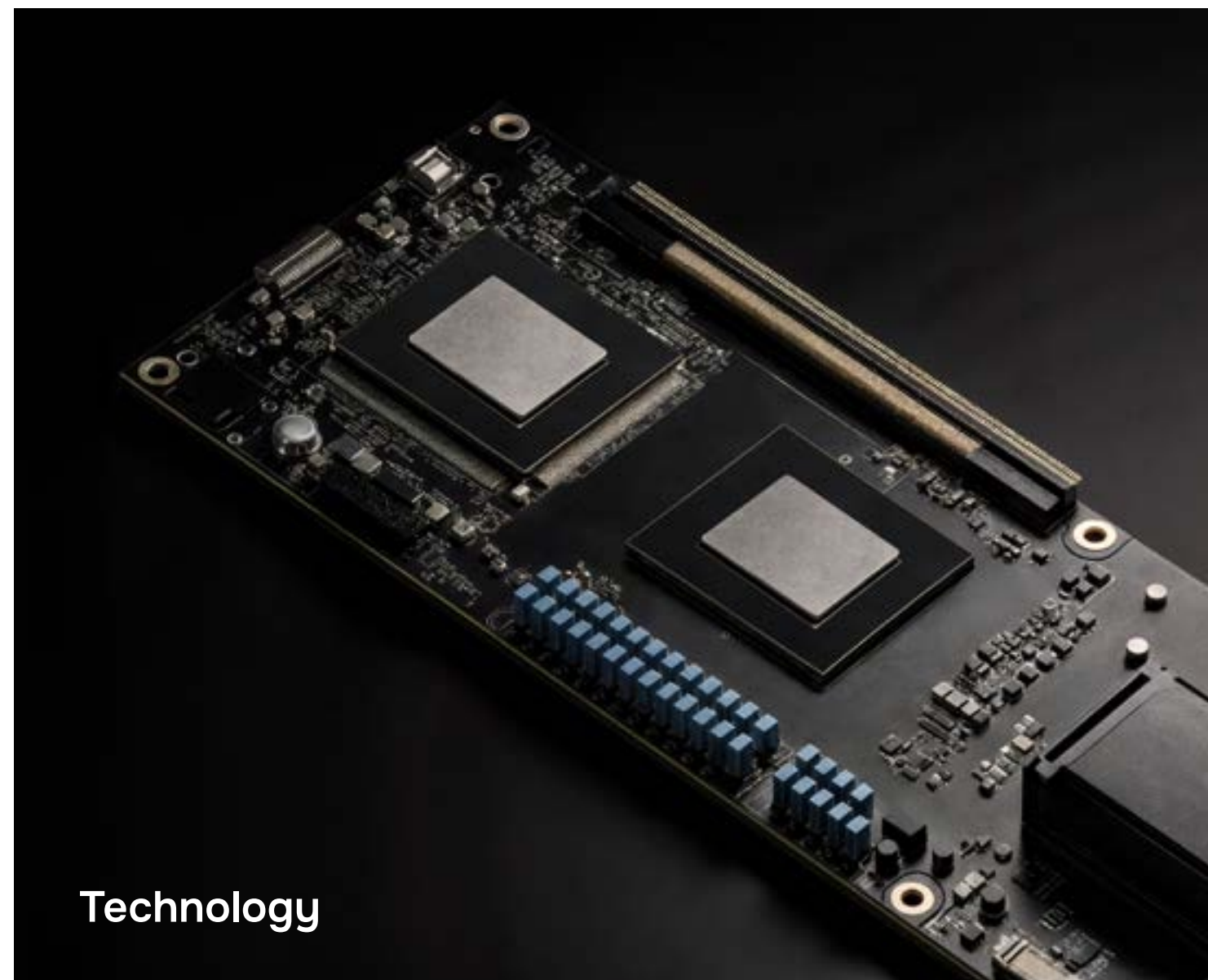
Imagery helps the QNX brand build a clear visual connection with its audience. This guide ensures a consistent use of visuals across touchpoints, so every image feels part of the QNX ecosystem.

The QNX image language is natural, authentic, and realistic. Colors are neutral with a gentle warmth, avoiding strong blues, oversaturation, or overly bright tones. Lighting is controlled and balanced, creating calm, minimal compositions with clear focal points. The result is a modern, confident, and generously composed visual style.

To access the official QNX image library, please visit the go/qnxbrand page or get in touch with the QNX brand team.

Note

Please only use official imagery that is being made available. If you need more specific imagery please get in touch with the brand team.



Master Prompts

QNX maintains visual and conceptual consistency through a structured Master Prompt framework that defines tone, composition, lighting, realism, and overall aesthetic.

This framework is trained on brand moodboards and variables, developed for each working field. These moodboards guide the creation of AI-generated imagery that authentically reflects the QNX brand DNA.

The generation of official imagery is managed through the QNX Image Prompt GPT, an internal system operated by the brand team to ensure all visuals meet QNX’s creative and quality standards.

Note

If you require new or specific imagery, please contact the QNX Brand Team with your request. The team will assist with image generation and alignment to the established brand standards.

Example Master Prompt for Transportation

{SUBJECT} in **{ENVIRONMENT}**, photographed from **{PERSPECTIVE}**. Premium transportation photography, Hasselblad H6D 100c look, ultra high resolution. **{LIGHTING}**, smooth highlight roll-off, neutral balanced tones without oversaturation. Minimal composition with generous negative space. Authentic realism, sharp details on **{FOCUS}**, with **{INTERACTION}** (**{ETHNICITY}**).

+

Select a matching moodboard for visual brand accuracy

People photography

Our People imagery shows QNX experts, both internal and external, as the professionals shaping the technologies that move industries forward.

It can also portray experts in action within their professional environments when supporting a specific product, use case, or sector.

Avoid stereotypes or staged scenarios, and aim for a diverse, authentic representation. The best results capture real expression and presence, emphasizing the human side of technology.

Choosing people-based images

Images should feel natural and insightful, offering a genuine view into the person, their work, or environment.

Please only use official imagery that is being made available through the official [go/qnxbrand](https://go.qnxbrand) page.



Industry photography

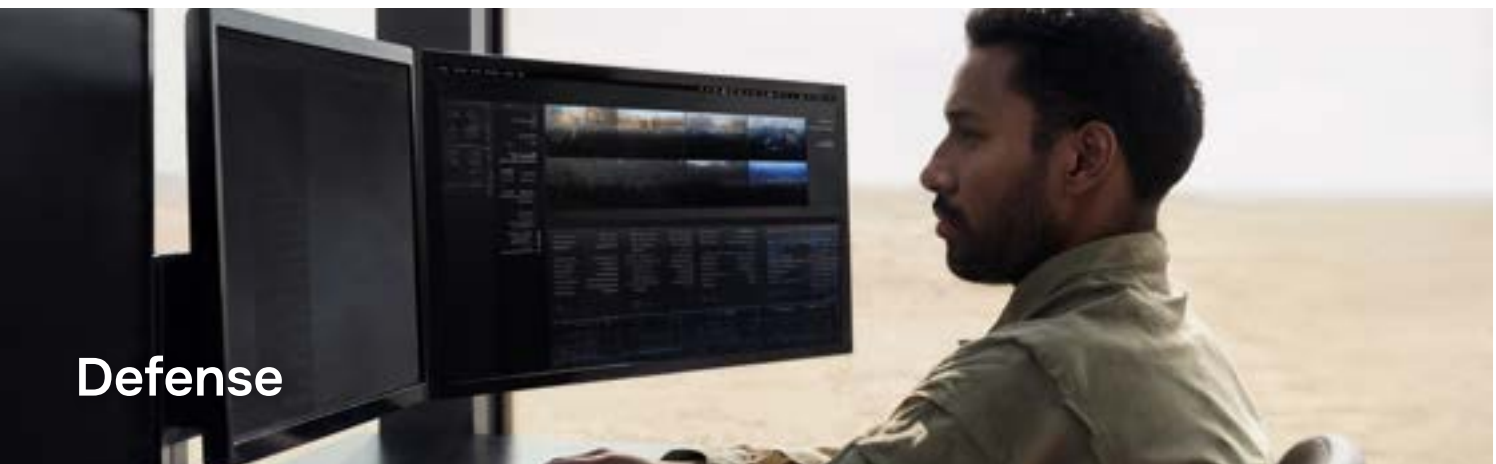
Our Industry imagery captures the fields and environments in which QNX operates. These images highlight the spaces where we collaborate with partners and customers to bring technology to life.

Avoid typical B2B clichés or overly-staged scenarios. Industry imagery works best when it reflects a specific sector or application and showcases authentic perspectives, scale, and purpose from the different working fields.

Choosing industry-based images

Select imagery that feels open and spacious, allowing a natural focal point and a sense of clarity. Environments should appear real, functional, and carefully composed.

Please only use official imagery that is being made available through the official [go/qnxbrand](#) page.



Technology photography

Our Technology imagery visualizes the invisible intelligence that powers QNX from embedded systems and interfaces to sensors, processors, and data flows. It represents precision, stability, and trust at the core of every QNX solution.

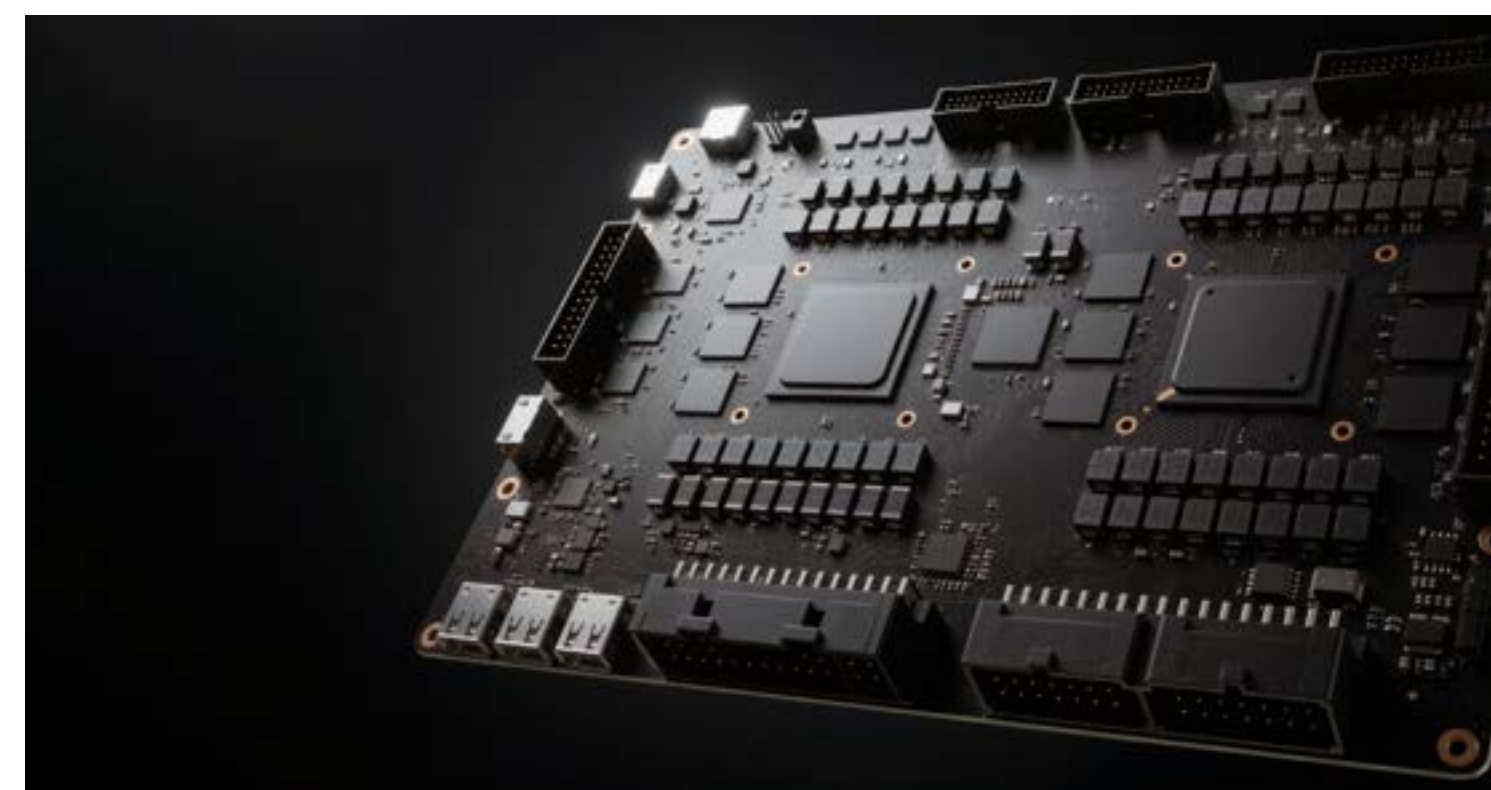
Use this category when people are not the focus and a specific technology, system, or component needs to be illustrated.

Choosing technology-based images

Imagery should convey a modern aesthetic that highlights the cutting edge of technology while remaining realistic and grounded.

Avoid sci-fi elements such as holographic overlays, 3D wireframes, or exaggerated digital effects.

Please only use official imagery available through the go/qnxbrand page.



Robotics photography

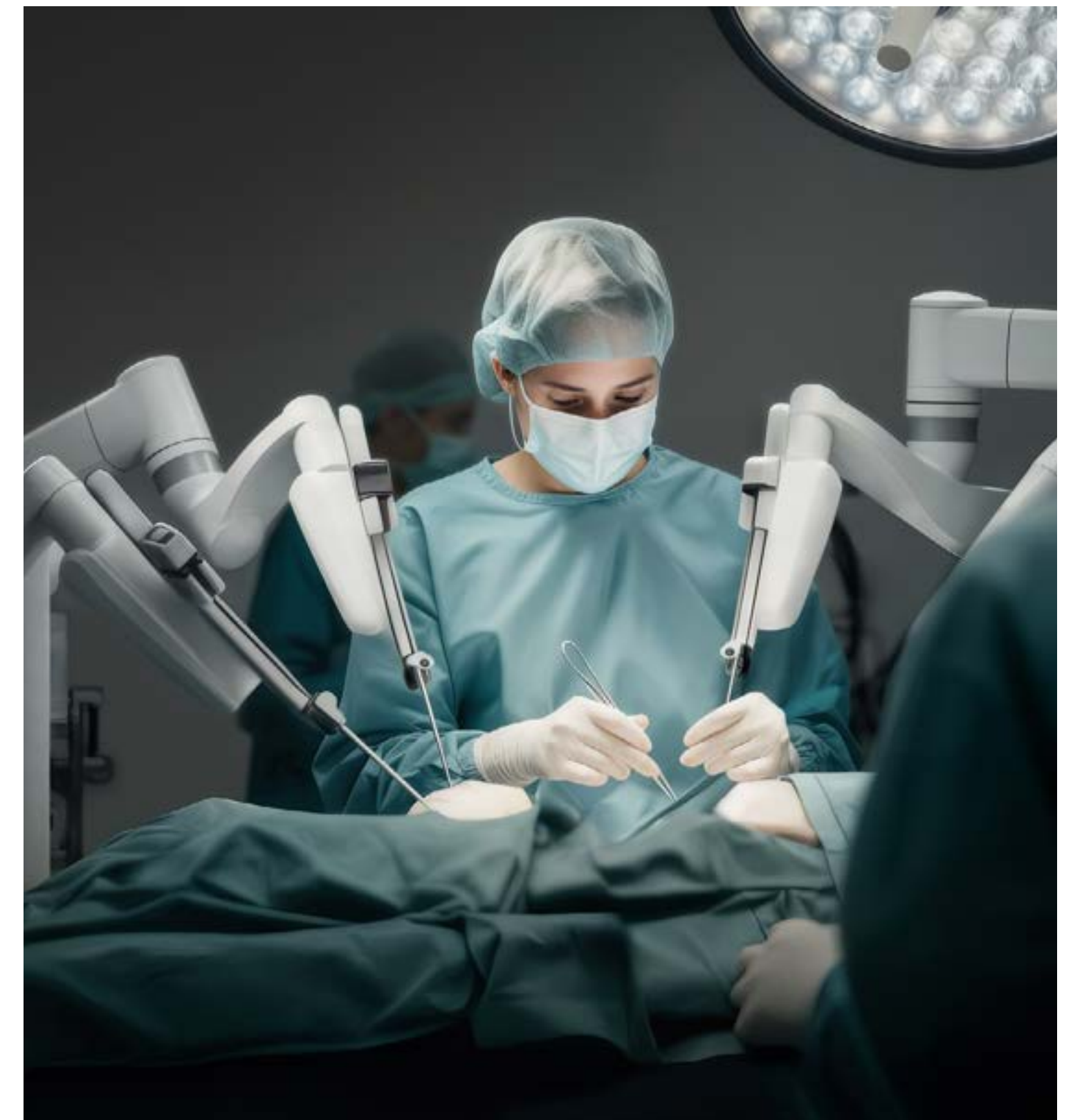
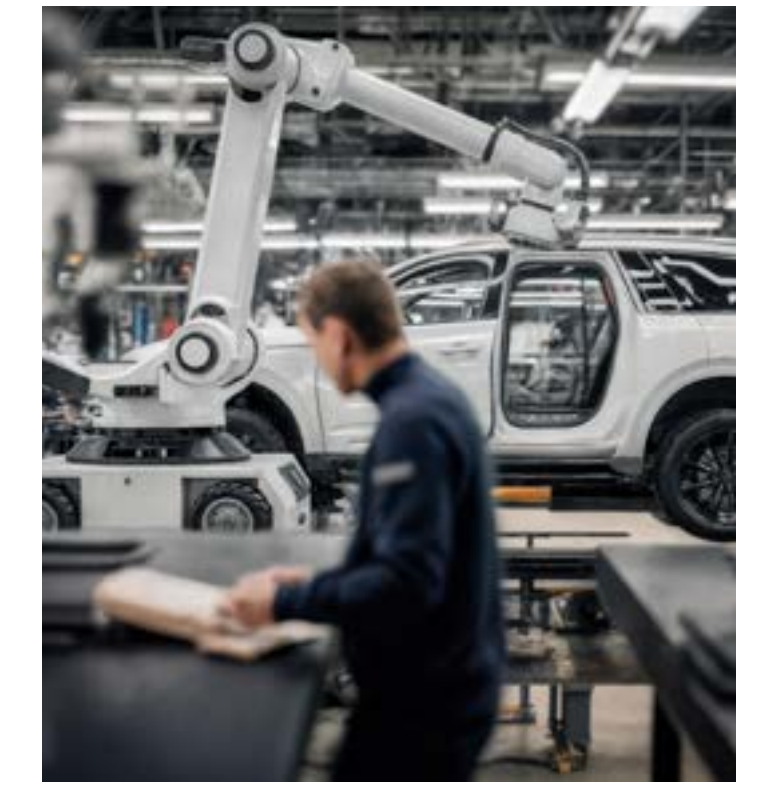
Our Robotics imagery captures the intersection of human and machine, from humanoid collaboration to autonomous systems and advanced automation. It represents innovation, precision, and the future of embedded intelligence.

Images should highlight purposeful design and function, portraying robotics as approachable, intelligent, and seamlessly integrated into human environments.

Choosing robotics-based images

Favor realistic lighting, soft materials, and clear focus on interaction or motion. The imagery should feel forward-looking yet grounded in real-world application.

Please only use official imagery that is being made available through the official [go/qnxbrand](#) page.



Abstract Imagery

Abstract patterns are used when specific imagery is not suitable or necessary, often serving as backgrounds or header visuals. These images are created by transforming original QNX brand elements into dynamic 3D compositions, ensuring a cohesive and recognizable visual identity.

When to use Abstract images and how to choose

Use abstract imagery when a more flexible, brand-aligned visual is needed without relying on specific technology or industry-based photos. These graphics help maintain a high-tech, modern feel while keeping the focus on content.

Please only use official imagery available through the [go/qnxbrand](#) page.



QNX foundational design principles

We use restraint.

We are authentic.

We embrace reality.



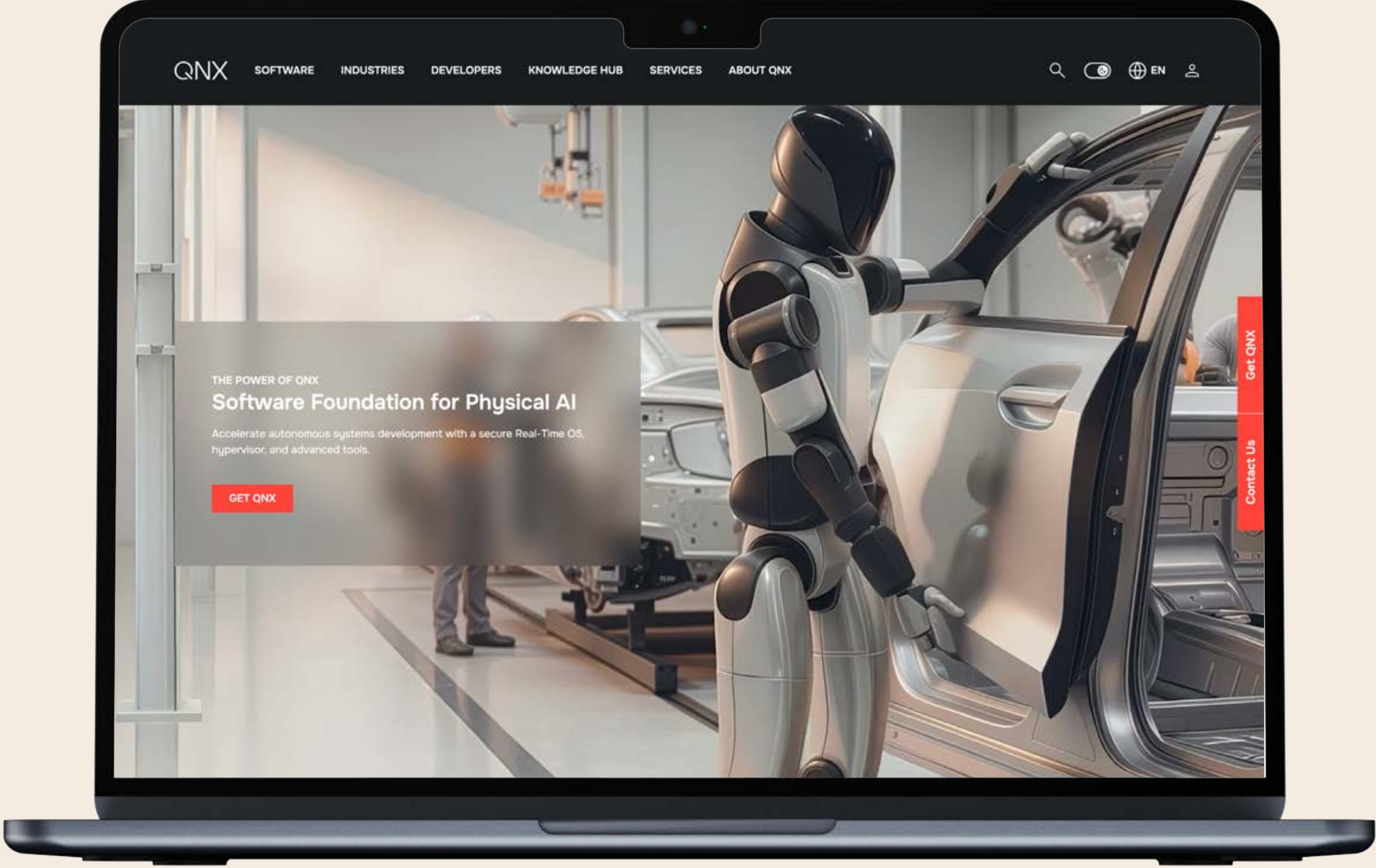
Moments of connection

How technology is giving us new ways to amplify people, patients and the healthcare industry.

Room 7
14:00
Oct 16th →

QNX | THE MEDTECH CONFERENCE





A living brand

By nature, brands evolve over time.

While our core principles will remain consistent, elements might be added or taken away as QNX continues its journey.

As you use the QNX brand, let us know what you encounter and what you're doing so that we can update the guidelines.

Who to contact

For more information or if you have any questions, please contact the brand team at:
brand@qnx.com

QNX