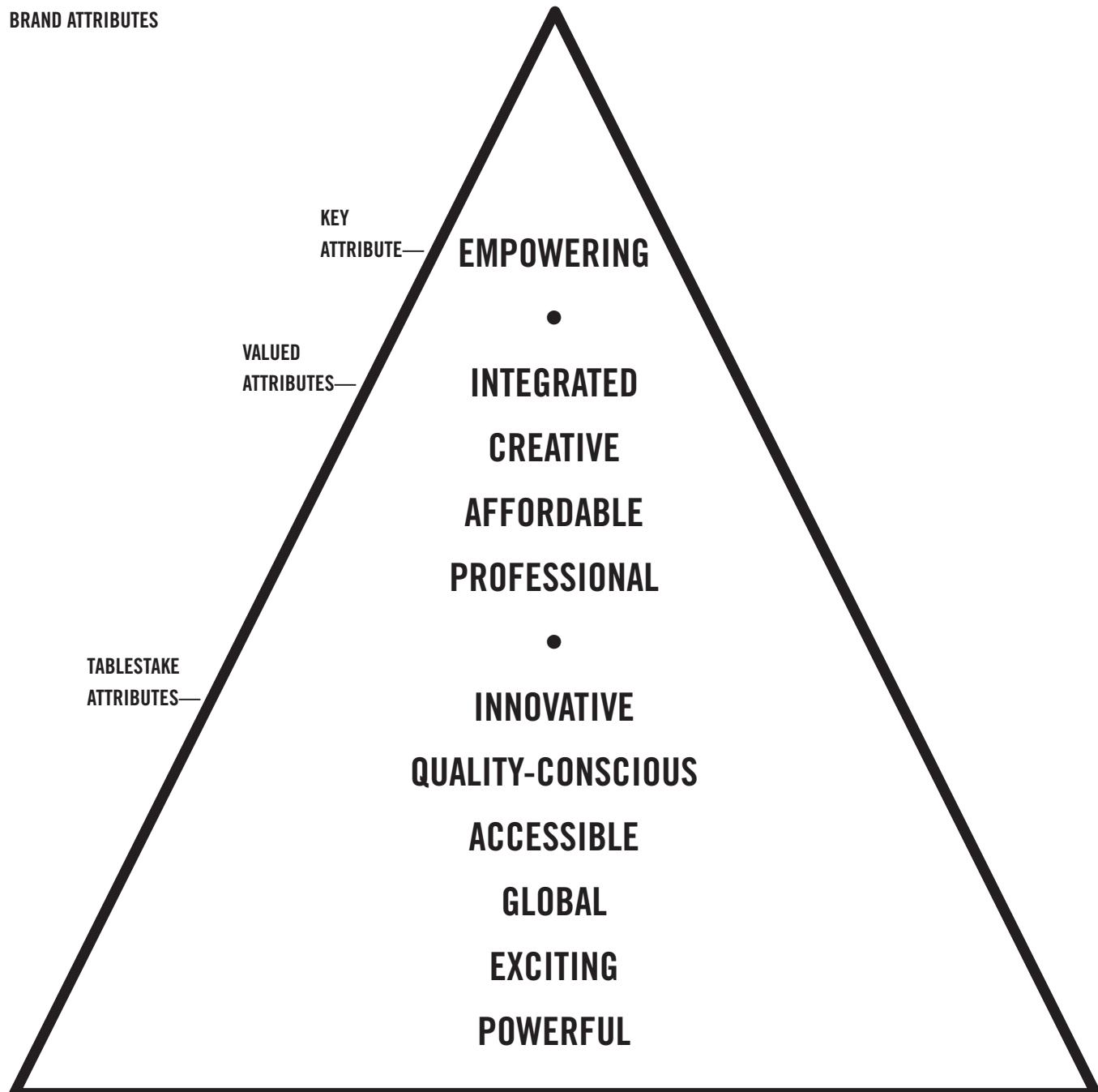


QOREL

BRAND PRESENTATION BOOK

- Introduction to *Qorel*
- Logo
- Logo, varieties on diverse backgrounds
- Brand colors—
 - Primary color palette
 - Secondary color palette
- Brand fonts—
 - Serif type family
 - Sans-serif type family
- Imagery style
- Graphic elements
- Sample stationary—
 - Letterhead
 - Envelope
 - Business card
- Website
- Vehicle
- Brochure covers
- Newspaper advertisement
- Billboard
- Trade magazine advertisement



QOREL

A NEW CORPORATE BRAND IDENTITY

Qorel is a new brand created through the merger of *Corel* and *Quark*.

Stakeholders Consumers (individual, institutional, corporate), employees, investment community, media, software retailers.

Competitors Adobe, Microsoft, SmithMicro Software, Extensis, Apple, Dell, Google, IBM, Lenovo, HP, Sun Microsystems, other computer and software brands.

Positioning and Attributes

Affordable software empowering creative professionals everywhere.

Qorel empowers creative professionals everywhere in the world. Our full suite of products, including *Qorel Draw*, *Qorel XPress*, *PaintShop Pro*, *VideoStudio*, *WinDVD*, *WordPerfect Office*, and *WinZip*, provides the power to writers, designers, filmmakers, and other artists to create. Our integrated approach to digital software ensures that our products and services are exciting and affordable.

- Key attribute: Empowering.
- Valued attributes: Integrated, Creative, Affordable, Professional.
- Tabletake attributes: Innovative, Quality-conscious, Accessible, Global, Exciting, Powerful.

Background

Adobe, over the past several years, has captured most of the market of software aimed at the creative industry. With software like *Adobe Illustrator*, *Adobe Photoshop*, and to some extent, *Adobe PageMaker*, it grew into a commanding position. With the packaging of software into suites such as *Creative Suite* and being offered for both Macintosh and PCs, Adobe has effectively forced out all competitors. It has now however, introduced *Creative Cloud*. With its subscription fee structure, the customer base's unhappiness with Adobe's virtual monopoly is crystallizing, providing an opening for a competitor. *Corel*, which originally was just a lower-cost, less powerful graphics software company aimed at the PC market, realizes that in order to not just grow, but also survive, it has to offer suites that are competitive to Adobe's packaged software bundles. *Quark* makes *QuarkXPress*, which used to be the dominant desktop publishing software, but found its market share collapse when Adobe introduced *InDesign*. *Corel* and *Quark* have therefore decided to merge.

corel.com

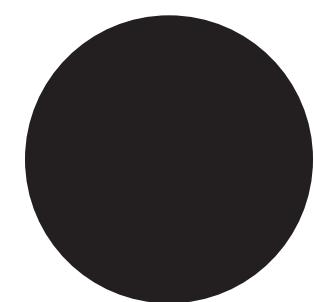
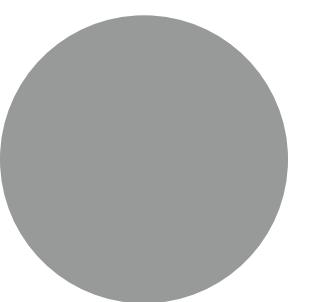
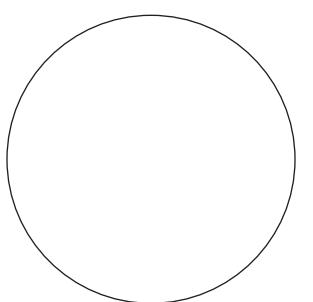
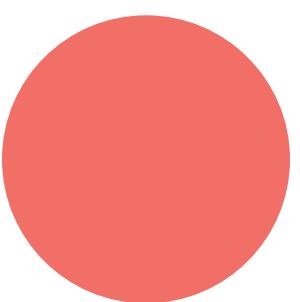
quark.com





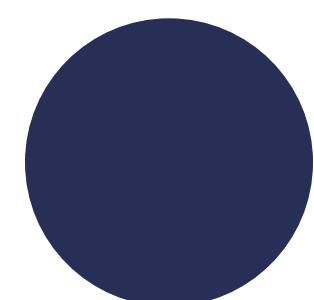
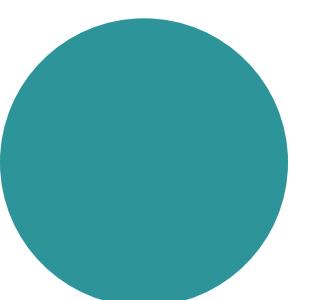
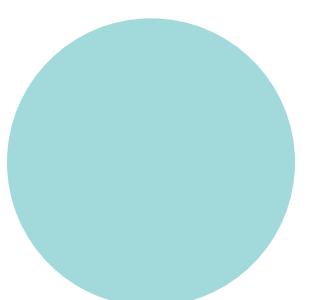
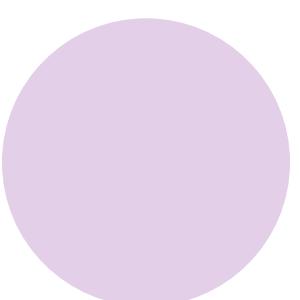
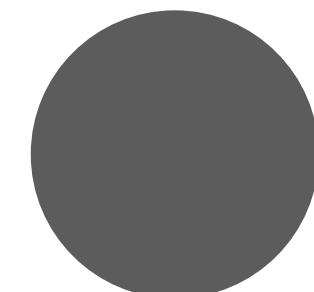
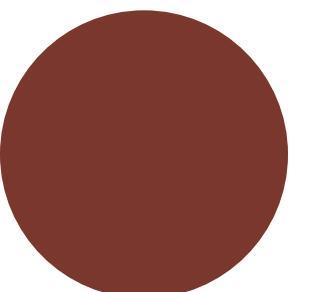
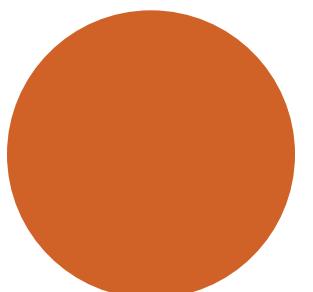
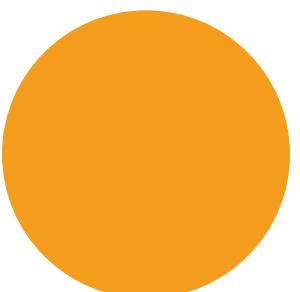
BRAND COLORS

—PRIMARY COLOR PALETTE



- Living Coral #F26E61
- White #FFFFFF
- Silver Gray #989898
- Black #000000

—SECONDARY COLOR PALETTE



- Radiant Yellow #F29D21
- Deep Orange #CF6128
- Roasted Red #7A392E
- Steel Gray #5C5C5C
- Dreamy Purple #E2CFE5
- Sky Blue #A2DADC
- Aqua Green #2D9499
- Naval Blue #272F56

BRAND FONTS

SERIF TYPE FAMILY

Bembo Std Regular—

pt—ABCDEFGHIJKLMNOPQRSTUVWXYZ
bcdefghijklmnopqrstuvwxyz 1234567890 ;?!@#\$%&★()
11pt—ABCDEFGHIJKLMNOPQRSTUVWXYZ
bcdefghijklmnopqrstuvwxyz 1234567890 ;?!@#\$%&★()
14pt—ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Bembo Std Regular Italic—

8pt—ABCDEFGHIJKLMNOPQRSTUVWXYZ
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11pt—ABCDEFGHIJKLMNOPQRSTUVWXYZ
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14pt—ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Bembo Std Bold—

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14pt—ABCDEFGHIJKLMNOPQRSTUVWXYZ
bcdefghijklmnopqrstuvwxyz 1234567890 ;?!@#\$%&★()

Bembo Std Bold Italic—

*pt—ABCDEFGHIJKLMNOPQRSTUVWXYZ
bcdefghijklmnopqrstuvwxyz 1234567890 ;?!@#\$%&*()*
*11pt—ABCDEFGHIJKLMNOPQRSTUVWXYZ
bcdefghijklmnopqrstuvwxyz 1234567890 ;?!@#\$%&*()*
*14pt—ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Bembo Std Extra Bold—

pt—ABCDEFGHIJKLM NOPQRSTUVWXYZ
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1pt—ABCDEFGHIJKLM NOPQRSTUVWXYZ
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14pt—ABCDEFGHIJKLM NOPQRSTUVWXYZ
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Bembo Std Extra Bold Italic—

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abcdefghijklmnopqrstuvwxyz 1234567890 ;?!@#\$%&*()
1pt—ABCDEFGHIJKLMNOPQRSTUVWXYZ
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14pt—ABCDEFGHIJKLMNOPQRSTUVWXYZ
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—SANS-SERIF TYPE FAMILY

ITC Franklin Gothic Std Book Condensed—

9pt—ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 ;?!@#\$%&*()
11pt—ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 ;?!@#\$%&*()
14pt—ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 ;?!@#\$%&*()

ITC Franklin Gothic Std Book Condensed Italic—

9pt—ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 ;?!@#\$%&*()
11pt—ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 ;?!@#\$%&*()
14pt—ABCDEFGHIJKLMNOPQRSTUVWXYZ
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ITC Franklin Gothic Std Demi Condensed—

9pt—ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 ;?!@#\$%&*()
11pt—ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 ;?!@#\$%&*()
14pt—ABCDEFGHIJKLMNOPQRSTUVWXYZ
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ITC Franklin Gothic Std Demi Condensed Italic—

9pt—ABCEFGHIJKLMNOPQRSTUVWXYZ
*abcdefghijklmnopqrstuvwxyz 1234567890 ;?!@#\$%& *()*

11pt—ABCEFGHIJKLMNOPQRSTUVWXYZ
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14pt—ABCEFGHIJKLMNOPQRSTUVWXYZ
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ITC Franklin Gothic Std Heavy

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ITC Franklin Gothic Std Heavy Italic

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IMAGERY STYLE



1—boldly stepping forward, empowered through confidence.

2—the sky is the limit.

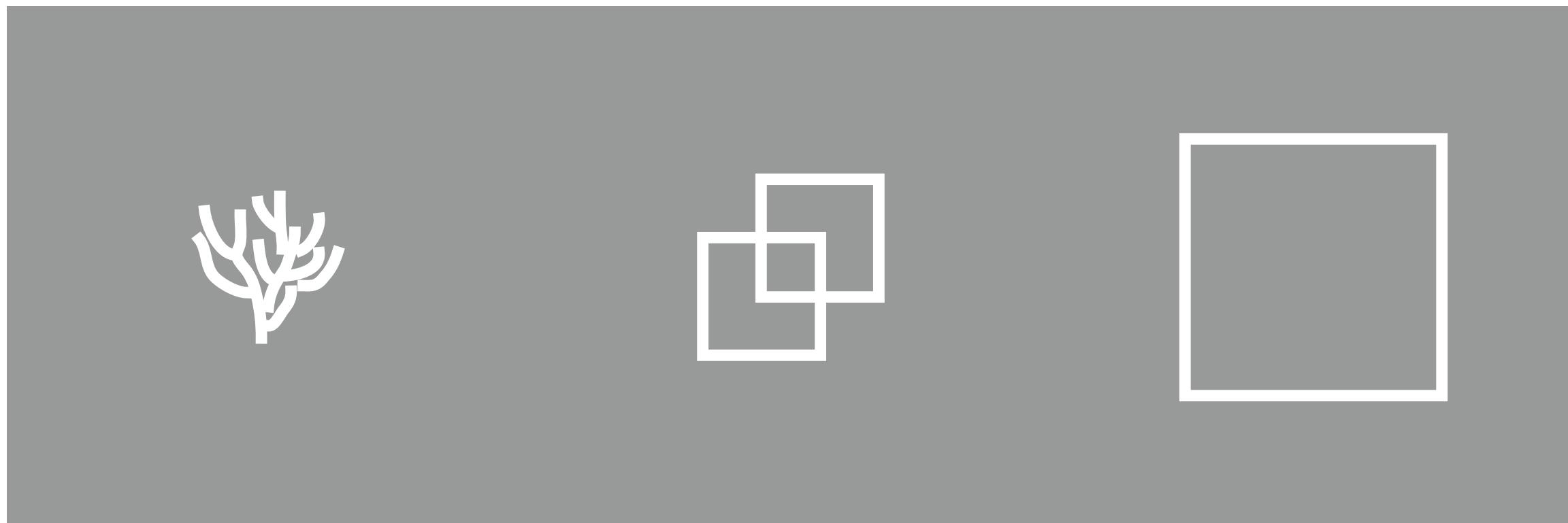
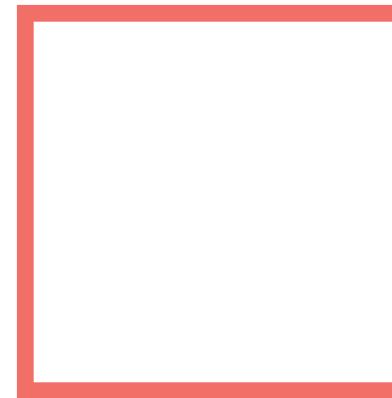
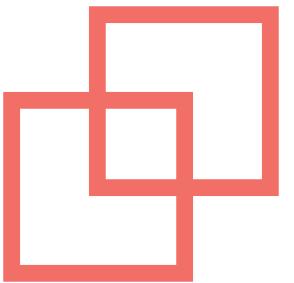
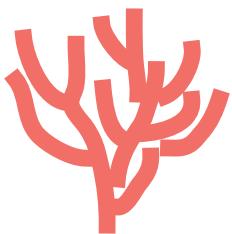
3—office and stationary landscapes that are a designer's go-to.

4—boldly looking forward, supported by diversity.

5—beautiful and strong, reaching upwards.

6—alert and ready to take on a new day.

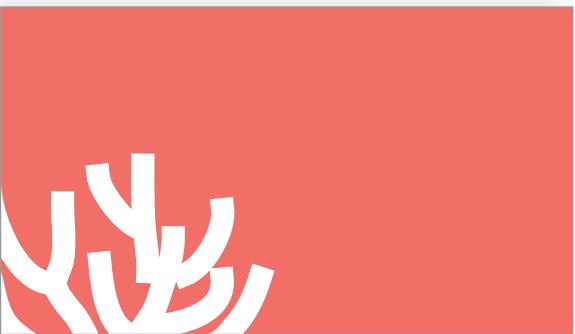
GRAPHIC ELEMENTS



- Scale to any size.
- Only use White version on colored backgrounds.
- Living Coral may be substituted for White, Black, or Silver Gray.
- Choose only one color of these graphic elements per application.
- Graphic elements may be repeated and overlapped in any combination, as long as the line width and proportions remain the same for all elements.

SAMPLE STATIONARY

- LETTERHEAD** 8.5" x 11" (85% scaled)
- ENVELOPE** 4.125" x 9.5" (85% scaled)
- BUSINESS CARD** 2" x 3.5" (85% scaled)



1000 University Boulevard
Suite #5000
Metropolitan, Province
Canada B2C 3D4
t– 506 789 1000
f– 506 789 1100
www.qorel.ca

April 30, 2019.

Mr. Albert Campbell
President
Real Brand Industries Inc.
100 McCaul Street
Suite #600
Toronto, Ontario M5T 1W1

Dear Mr. Campbell,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Si meliora dies, ut vina, poemata reddit, scire velim, chartis premium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis, “Est vetus atque probus, centum qui perficit annos.” Quid, qui deperiit minor uno mense vel anno, inter quos referendus erit? Veteresne poetas, an quos et praesens et postera respuat aetas? “Iste quidem veteres inter ponetur honeste, qui vel mense brevi vel toto est iunior anno.” Utor permesso, caudaeque pilos ut equinae paulatim vello unum, demo etiam unum.

Regards,

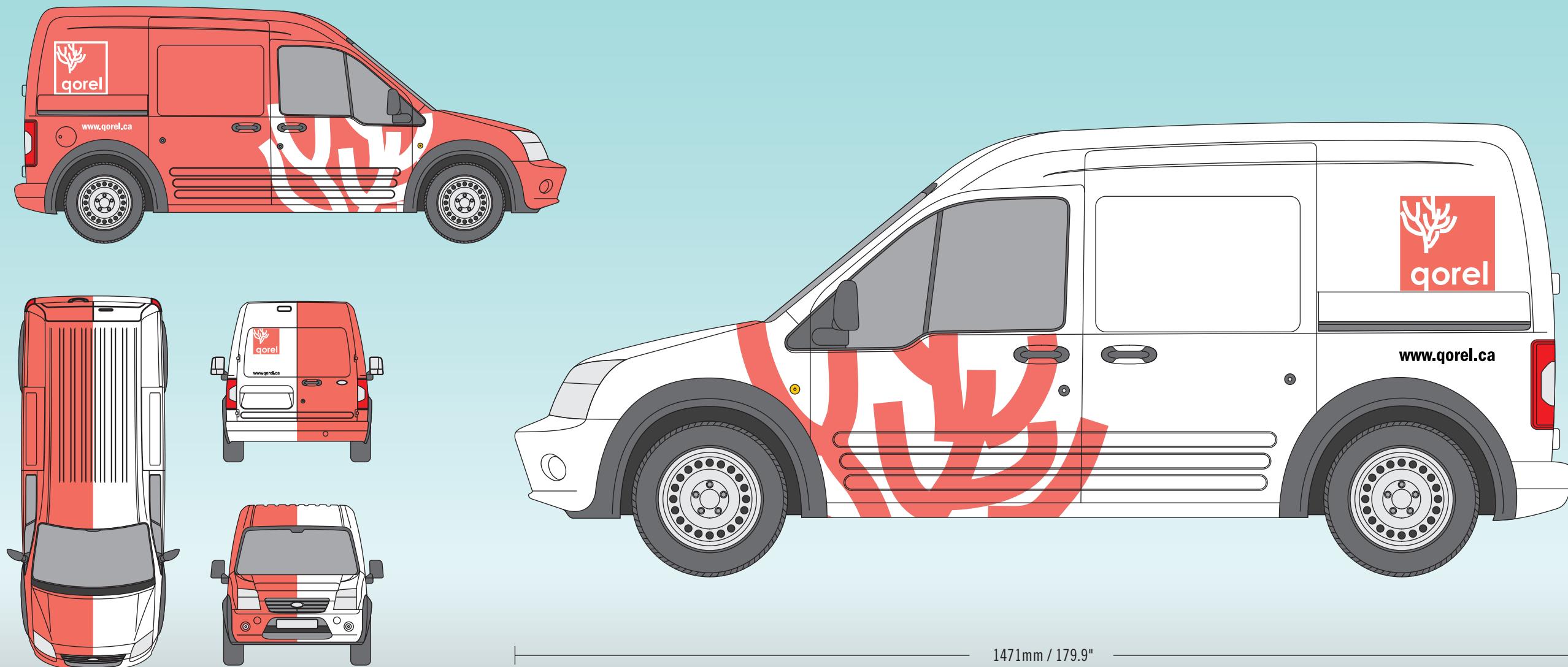
A handwritten signature in black ink that reads "VICTORIA BRUNELLO".

Victoria Brunello
Vice-President, Operations

WEBSITE
(scaled at various sizes)



VEHICLE



BROCHURE COVERS

- LAUNCH GUIDE 8.5" x 11" (91% scaled)
- BRANDING GUIDE 8.5" x 11" (75% scaled)

COMPREHENSIVE BRANDING ETIQUETTE BOOKLET

A HANDY GUIDE FOR OUR NEW LOOK...

HOW TO USE...

- THE LOGO
- THE FONTS
- TITLES, HEADINGS, SUB-HEADS
- COLORS
- ALIGNMENTS
- IMAGERY STYLE
- GRAPHIC ELEMENTS
- EXAMPLES

www.gorel.ca/branding-guide

Affordable software
empowering creative professionals
everywhere. 

FROM TWO GREAT LEGACIES,
COMES A POWERFUL NEW PLATFORM...

QOREL, EST. 2019

THE SKY IS THE LIMIT!

FROM NOW ON...

- OUR POSITION
- THE NEW BRAND, AN OVERVIEW
- MERGING OUR TEAMS
- MEDIA COVERAGE
- LAUNCH DATES
- WHAT'S NEW
- OUR PRODUCTS
- NEXT STEPS

www.gorel.ca/launch

Affordable software
empowering creative professionals
everywhere. 

NEWSPAPER ADVERTISEMENT
12.5" x 21.25" (47% scaled)



- The hand in this full-page newspaper advertisement is scaled to life-size.

- The square of color on the coffee cup mirrors the square of the *Qorel* logo.

—COLOR VERSION (25% scaled)





Your new best friend
is here.

Power your creativity.
www.qorel.ca



TRADE MAGAZINE ADVERTISEMENT
8" x 10.75" (93% scaled)

YOU'VE KNOWN AND TRUSTED
COREL AND QUARK FOR YEARS.

NOW...
WE'VE MERGED TO MAKE SOMETHING EVEN **BETTER!**
LET US INTRODUCE OURSELVES—

HELLO! WE'RE QOREL.

Our product line is more exciting than ever, and we
can't wait to show it off! Our goal is to empower creative
professionals around the world with innovative tools,
so they can achieve their dreams.

Let's grow together.

www.qorel.ca/debut

Affordable software
empowering creative professionals
everywhere.