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GDES 3008 001

Assignment #5—Brand Implementation and Launch

Apr.12.2019

QOREL

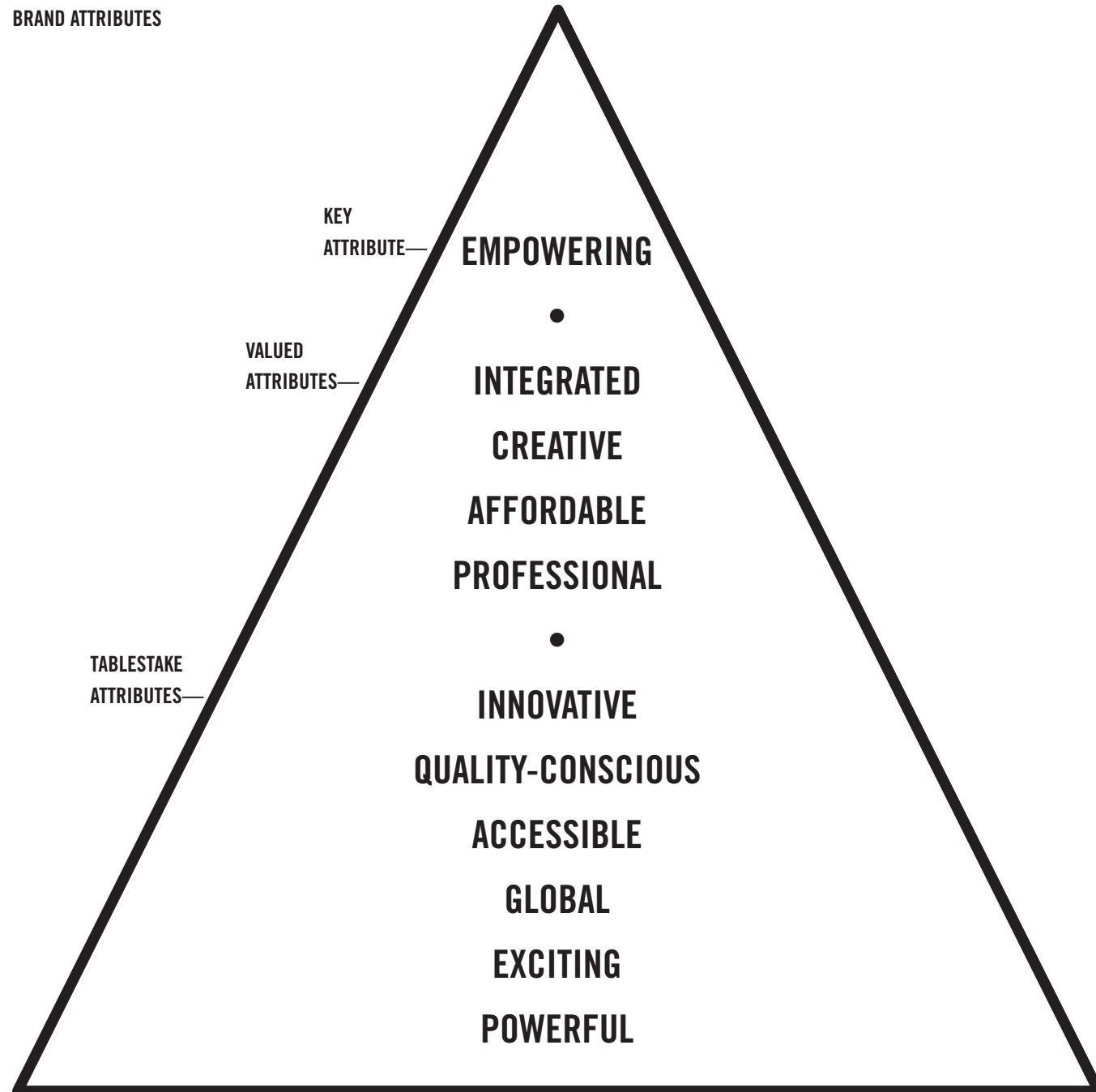
BRAND PRESENTATION BOOK

- 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

BRAND ATTRIBUTES



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.
- Tablestake 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

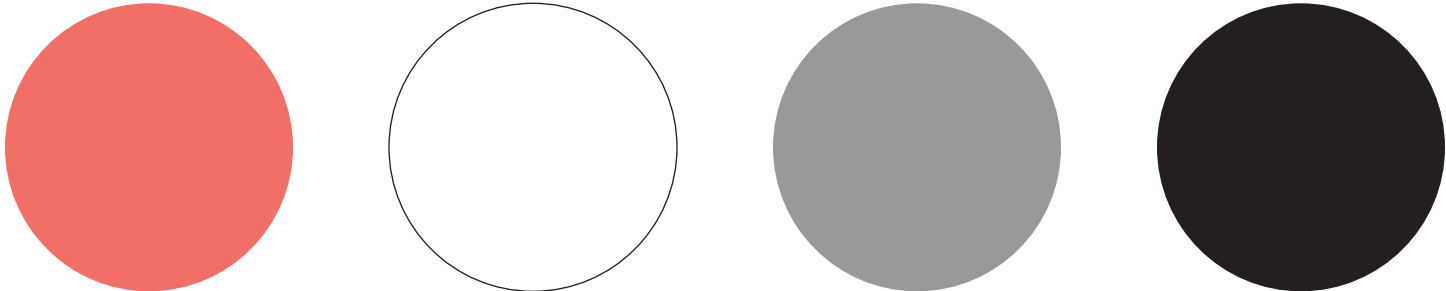
quark.com





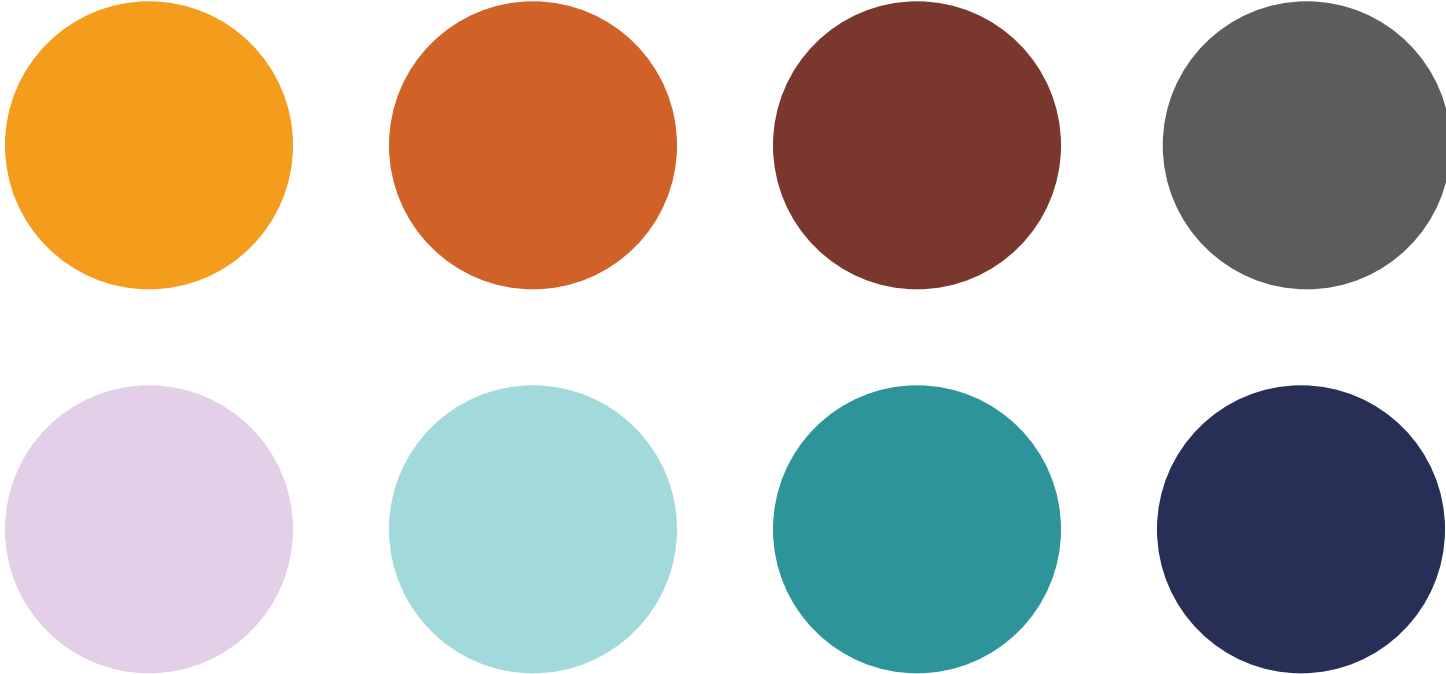
BRAND COLORS

—PRIMARY COLOR PALETTE



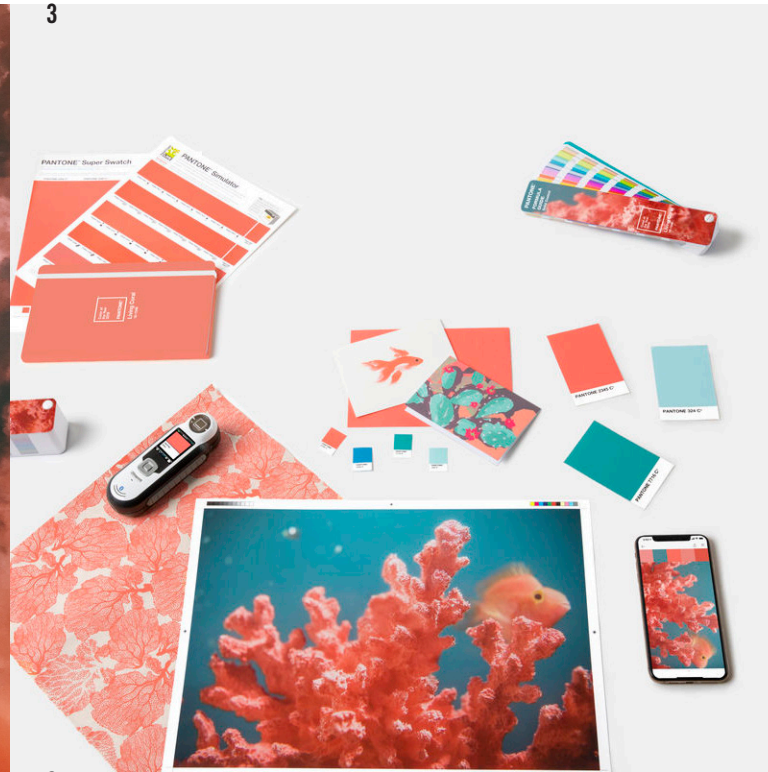
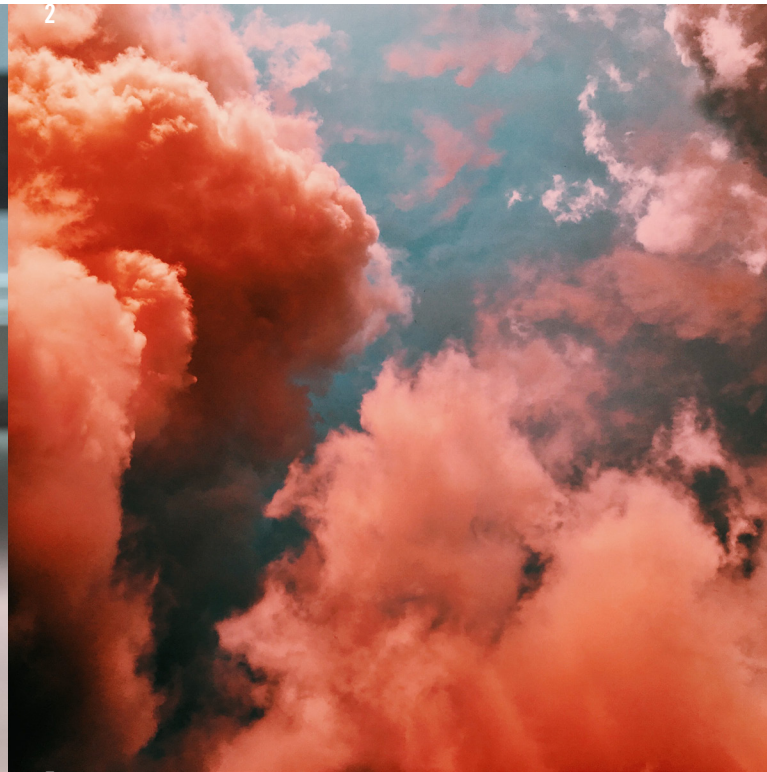
- Living Coral #F26E61
- White #FFFFFF
- Silver Gray #989898
- Black #000000

—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

IMAGERY STYLE



1— boldly stepping forward, empowered through confidence.

2— the sky is the limit.

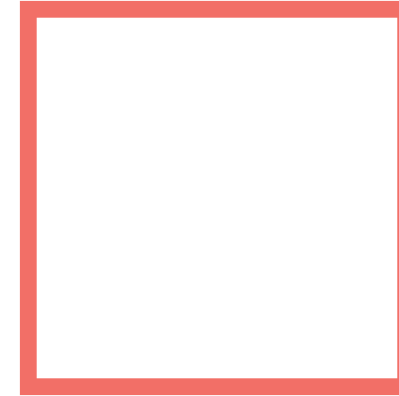
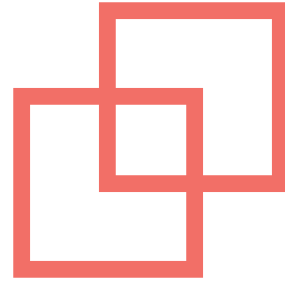
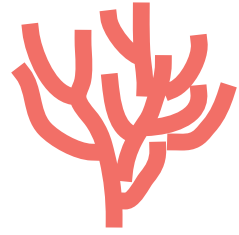
3— office and stationary landscapes that are a designer's go-to.

4— boldly looking forward, supported by diversity.

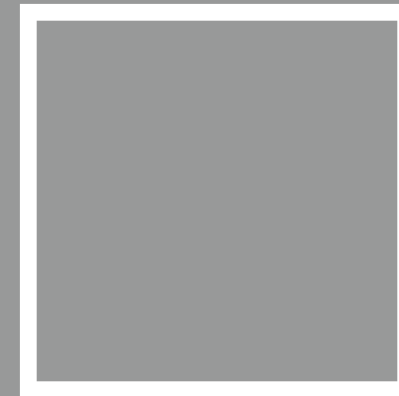
5— beautiful and strong, reaching upwards.

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.

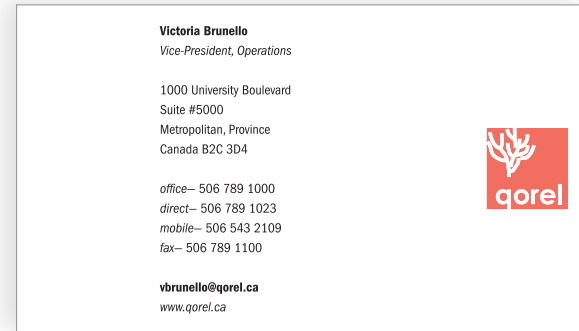
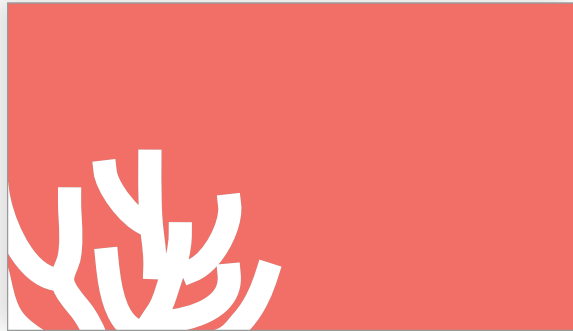


SAMPLE STATIONARY

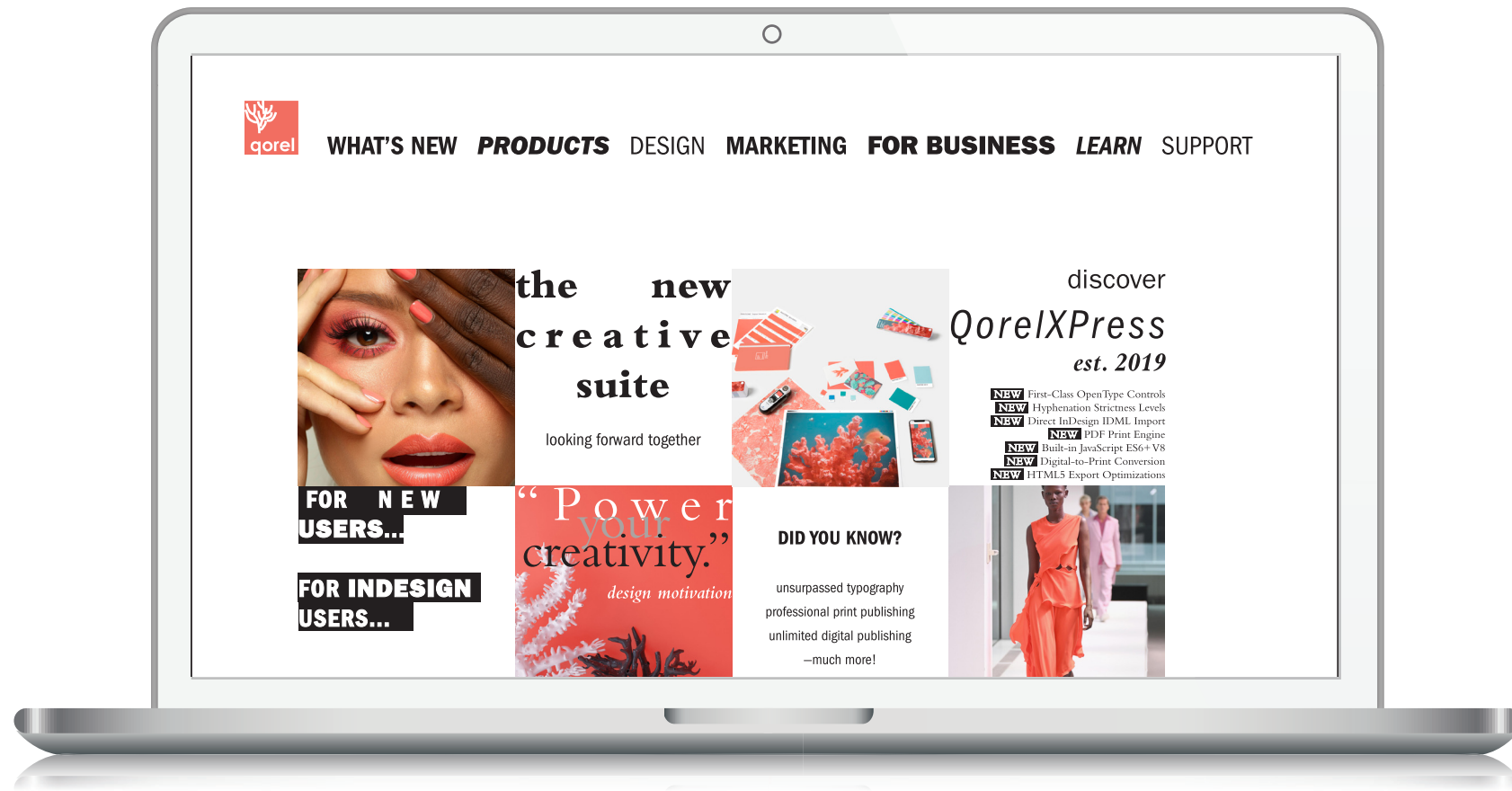
—**LETTERHEAD** 8.5" x 11" (85% scaled)

—**ENVELOPE** 4.125" x 9.5" (85% scaled)

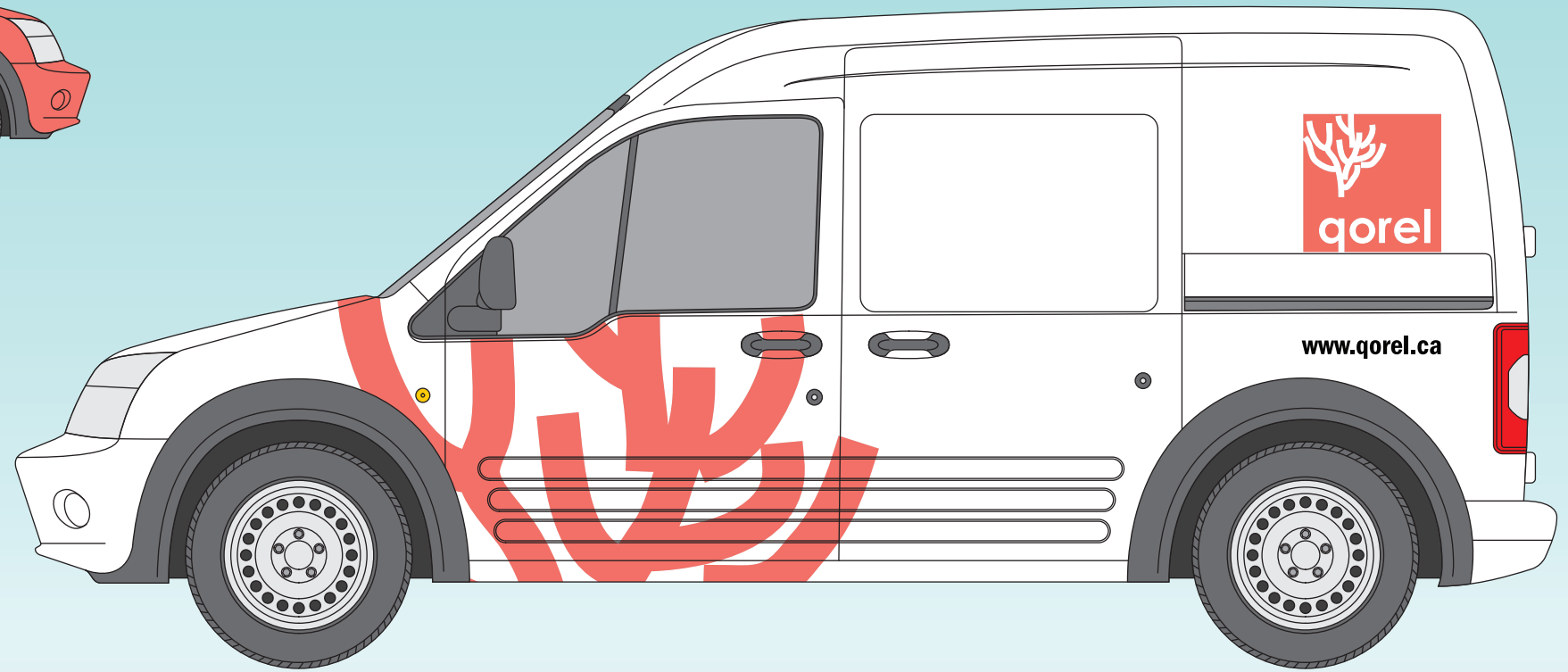
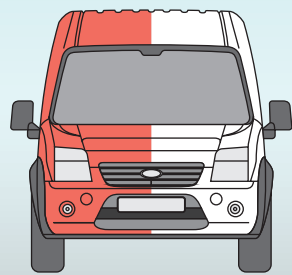
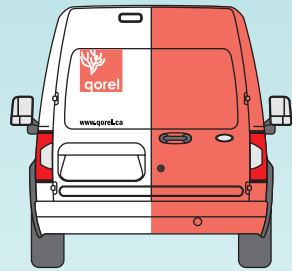
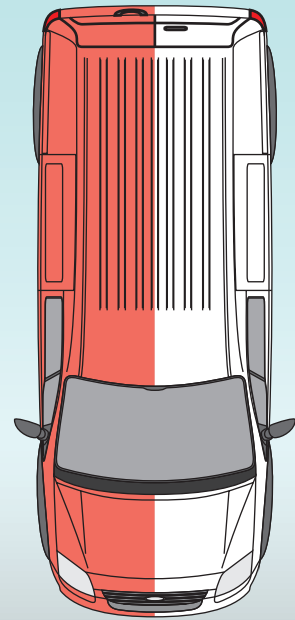
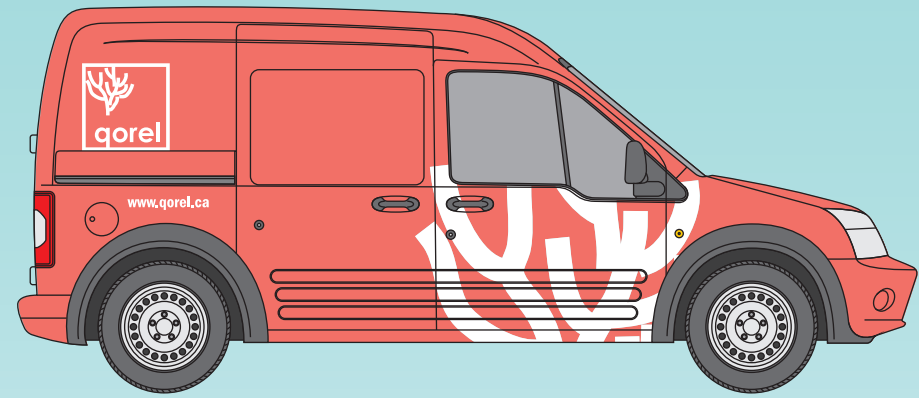
—**BUSINESS CARD** 2" x 3.5" (85% scaled)



WEBSITE
(scaled at various sizes)



VEHICLE

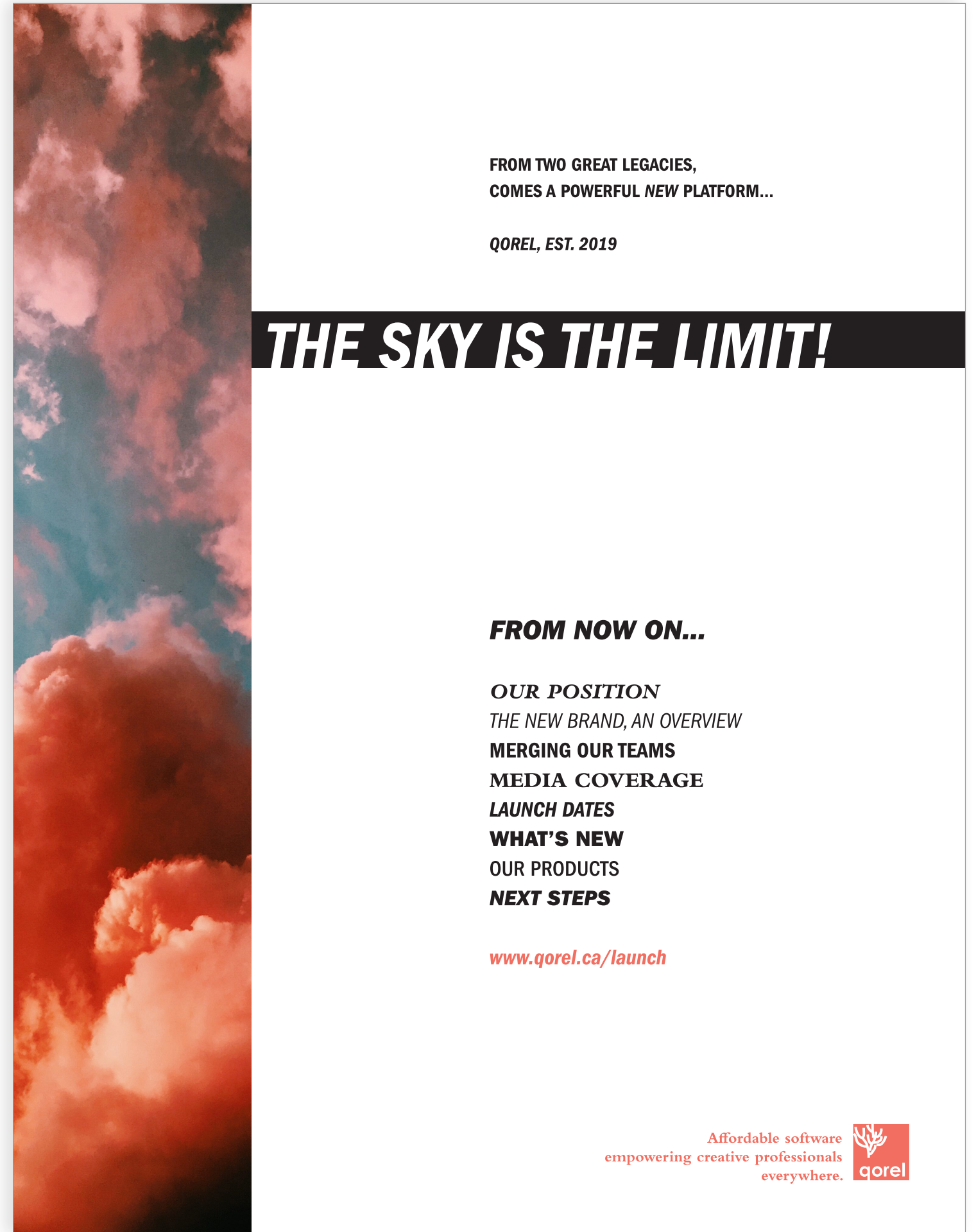


1471mm / 179.9"

BROCHURE COVERS

—LAUNCH GUIDE 8.5" x 11" (91% scaled)

—BRANDING GUIDE 8.5" x 11" (75% scaled)



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



Your new best friend is here.

Corel and Quark have merged to form Qorel, a new graphics software brand.

We're new but we've met before. Let's get coffee together and catch up.

—You can keep working though! That's what I'm here for.

I'll support you and you can finish that presentation you've been working on all week. It's going to be the best thing ever now that we're together again. I bet your boss will even give you a raise.

With me, you can work offline too, so let's hang out more. I want you to get all your creative juices going. I'll be there for you every step of the way.

I know you'll love me, because you love creating great work.

...Of course, you can see your other friends too. I won't be jealous.

www.qorel.ca

Power your creativity. 

- 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)



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www.qorel.ca

Power your creativity. 



Your new best friend
is here.

Power your creativity.  **qorel**

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.

