Logo and Trademark Policy

The Qlik Logo

The new Qlik logo represents a bold, modern step forward for our company while maintaining key elements of our brand equity. The embedded symbol represents an evolution of our previous "magnifying glass" concept and stands for complete capabilities across data integration, data quality, analytics, AI/ML, and more. The use of the embedded symbol creates a more modern approach that allows for cleaner brand activation.

We've retained our primary colors and use of green to ensure we continue to connect with our "green-minded" customers and partners while evolving for the future.

Qlik Green
HEX 009845
RGB 0, 152, 69
CMYK 85, 14, 100, 2
PMS 347C

Qlik Gray
HEX 54565A
RGB 84, 86, 90
CMYK 66, 57, 52, 29
PMS Cool Gray 11

Clear Space and Minimum Size

Clear Space

The Qlik logo should always be surrounded by the X-height, which is defined by half X-height of the Q in Qlik. Wherever possible, allow for more clear space.

The area of clear space ensures that text or other visual elements do not encroach upon the logo. The box around the logo indicates the clear space.
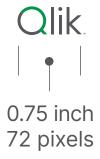
Minimum Size for Print and Digital Use

For the Qlik logo, maintain a minimum of 0.75 inch in width when scaling the logo in print materials. For online and digital use, please ensure the width of the logo is no less than 72 pixels.

Clear Space

Minimum Size

0.75 inch
72 pixels

Logo: Correct Usage

There are several approved versions of the Qlik logo to ensure the logo always appears with clarity and legibility. The Positive logo appears in two colors and is the preferred version of the logo.

There is a Reverse version of the logo for use on backgrounds of Qlik's brand colors. The top arch of the Qlik Q in this version is set to 70% opacity. There is another Reverse version for use on Qlik Deep Blue which uses Qlik Green in the top arch.

It is essential that approved digital artwork is always used when producing materials. Never attempt to redraw the Qlik logo.

Download the logos from the brand portal.

Positive Qlik Logo

Reverse on Qlik Deep Blue

Reverse on Qlik Primary and Secondary Colors

NEVER PLACE THE QLIK LOGO ON THE ACCENT COLORS

Logo: Incorrect Usage

Consistent use of the Qlik logo will create an impactful brand experience. The guidance on this page represent the primary ways the Qlik logo should not be used.

1. Do not change the color.
2. Do not distort the logo.
3. Do not position the Reverse logo on a non-brand color.
4. Do not infringe on the clear space.
5. Do not add special effects.
6. Do not place the logo on a background that would render it illegible or where there is insufficient contrast.

Should there be a need to use the logo in such a way that is not covered here, please reach out to the Brand Team at brand@qlik.com.

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Trademark policy

Qlik has expended significant resources and time to develop a positive and widely-known reputation and associated good will. Our trademarks are important corporate assets, and to preserve and protect these assets it is necessary that we ensure they are used correctly. We acknowledge the desire of third parties to show an affiliation with Qlik, however our trademarks and trade names cannot be used in any manner that suggests an affiliation or association with Qlik or with our products without our written permission, and then only in accordance with our policy for proper use of our marks. Qlik logos may not be used without our express written consent.

- Do not use the master "Q" by itself in any on line or printed materials.
- Do not use a Qlik trademark or name in a manner that is likely to cause confusion about the origin of any product, service, material, course, technology, program, or other offerings.
- Do not use a Qlik trademark or name in a manner that is likely to dilute, defame, disparage, or harm the reputation of Qlik.
- Do not use any trademark, name, or designation that is confusingly similar to the Qlik name or any Qlik trademark.
- Do not copy or imitate any Qlik trade dress, type style, logo, product packaging, or the look, design, or overall commercial impression of any Qlik logos, website, blog, or other materials.
- Do not register or use any domain name that incorporates any Qlik mark or name.
- Do not register or seek to register a Qlik trademark or name, or any mark or name that is confusingly similar to a Qlik mark or name.
- Trademarks are adjectives, and should not be made into verbs or made plural or possessive.

When we do grant the right to use our trademarks it must be done in a consistent manner:

- When referencing Qlik trademarks always include the proper notation. (® for registered trademarks and ™ for trademarks which are not yet registered). In text it is only necessary to annotate the first or most prominent instance of the trademark in a given document or piece. After this instance you may drop the ® or ™. When using logos, always include the ® or ™ in every instance. Logos may only be used under written license from Qlik.
- Always use the full, proper trademarked brand names in all communications. Never abbreviate a Qlik trademark or trade name to create an acronym.
- When using a Qlik trademark or brand, never vary the spelling, add or delete hyphens, make one word two, or use the plural form of the trademark or brand. When using a Qlik logo, never modify the design, add, or delete any elements or words, or change any colors or proportions.
- The Qlik logo must be used as a stand-alone icon to connote the origin as coming from Qlik, without other logos and trademarks associated with it.
- Do not combine the Qlik trademarks with third party trademarks. Third party names and logos cannot be used in conjunction with Qlik trademarks and logos in product names except to connote that Qlik technology is included. Qlik trademarks and logos may not be used as part of the product name for any third party product or as part of the company name for any third party company.

PROPER SPELLING
Acronyms are not allowed internally or externally - always spell out the full product or trademark name. Please note spacing and capitalizations in particular as many trademarks vary

TRADEMARK USAGE
Qlik trademarks should be marked with the appropriate ™ or ® symbol on first use and be accompanied by the appropriate attribution notice, for example: Qlik and Qlik Sense are trademarks of QlikTech International AB., Registered in the U.S. and other countries.

Qlik trademarks, including Qlik logos, may not be used without prior, written permission from Qlik. Third-party usage of Qlik logos is limited to authorized users and only in accordance with the Qlik usage guidelines.