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Rebrand of Publishing Divisions and New Visual Identity

Quarto (LSE: QRT.L), the leading global illustrated book publisher and distribution group, today announces a rebrand of its publishing divisions, comprising new names and a new visual identity, which better represents how the divisions work together. With shared domestic, international and foreign language sales teams Quarto is one integrated supplier to customers worldwide. The new names and logos make this clear while capitalising on the company's 38 year old heritage.

This rebrand applies to Quarto's publishing divisions under names aligned to group identity and not individual imprints: Quarto International Co-Editions Group (unchanged), Quarto Publishing Group UK (formerly Aurum Publishing Group), Quarto Publishing Group USA (formerly Quayside Publishing Group). The many imprints within The Quarto Group, both those started organically and those acquired over the years, will keep their existing identity and visual style.

The designs from Sydney-based creative studio Philter take into account Quarto Group's visual foundations in illustrated books and the sophisticated design of the books published but with a modern, accessible look and feel in a vibrant colour palette.

The publishing divisions of The Quarto Group are presented in line with a new group logo. The new group logo consists of a Q and a circle. The Q can be used on its own as a simple expression of the brand, while the circle which houses 'The Quarto Group' becomes a flexible graphic device to display key positioning statements and convey The Quarto Group as the nucleus around which its divisions work. Each publishing division has a logo comprising its name within a circle in a distinct colour.

The distinctive and different Books & Gifts Direct logo was also designed by Philter as part of the recent consolidation and rebrand of two previous businesses and in support of a renewed marketing push for the direct marketing business.

Roll-out begins with this announcement with all divisions using the new branding immediately.

Marcus Leaver, CEO of Quarto, said:

"The transparency this re-branding exercise brings gives clarity to our customers and partners. It represents how all parts of Quarto works together to make great books and put them in customers' hands globally, wherever, whenever and however they want them through our consolidated multi-channel marketing and sales teams."

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About The Quarto Group

The Quarto Group (LSE: QRT) is the leading global illustrated book publisher and distribution group and is listed on the London Stock Exchange. Quarto has about 400 talented people in four distinct but complementary businesses - Quarto International Co-editions Group; Quarto Publishing Group USA; Quarto Publishing Group UK and Books & Gifts Direct, Australia & NZ.

The Group is well positioned in resilient segments of book publishing with rich reserves of Intellectual Property. Quarto is uniquely positioned for growth as the industry adapts to new means of marketing, sales and routes to market. The Group's headquarters are in London where the Company was founded in 1976.