QuizKart

Brand Guidelines

Visual Identity Design

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Introduction

The Brand

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The Logo

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Play Icon

Winner's Trophy

Go Karting Track

Go Karting Finish Line Flag

02

App Icon

On Light
Backgrounds

On Dark
Backgrounds

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex.

03

Logo Clearspace

The logo must have a clearspace around it from the very edges of a bounding box, which should be equal to the one time spave of letter "I" in the logo itself.

04

Logo Limitations

Don'ts

Do not use on similar color backgrounds

Primary colors of the logo should not be changed

Do not resize the lettermarks

Spacing betweeen lettermarks can't be changed

Do not tilt the logo, however the horizontal & vertical use of the logo depends upon the space provided

Do not distort the logo

Do's

Logo Usage on white/light color Backgrounds

Logo usage on dark color Backgrounds

Logo usage on similar color Backgrounds

05

Typography

Primary Typeface

SEGOE UI

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789**

abcdefghijklmn
opqrstuvwxyz
0123456789

Due to it's bold and crisp nature, this font family can be used well for Display text, headings & subheadings.
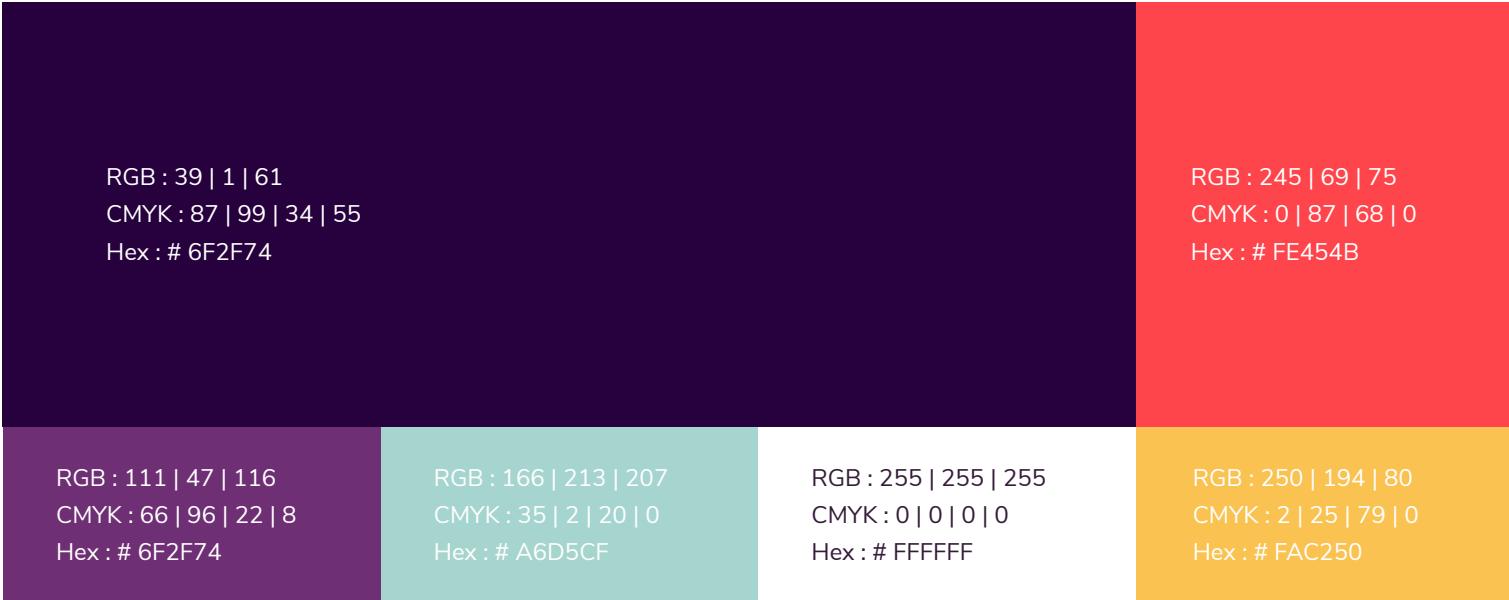
Secondary Typeface

NUNITO SANS

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

abcdefghijklmn
opqrstuvwxyz
0123456789

This elegant & clean sans-serif font family is ideal to be used for the display copy & other similar usage.

Color Palette

RGB : 39 | 1 | 61
CMYK : 87 | 99 | 34 | 55
Hex : # 6F2F74

RGB : 245 | 69 | 75
CMYK : 0 | 87 | 68 | 0
Hex : # FE454B

RGB : 111 | 47 | 116
CMYK : 66 | 96 | 22 | 8
Hex : # 6F2F74

RGB : 166 | 213 | 207
CMYK : 35 | 2 | 20 | 0
Hex : # A6D5CF

RGB : 255 | 255 | 255
CMYK : 0 | 0 | 0 | 0
Hex : # FFFFFF

RGB : 250 | 194 | 80
CMYK : 2 | 25 | 79 | 0
Hex : # FAC250

Brand Application