Quros
Brand Guideline

Logotype

Download Logotype

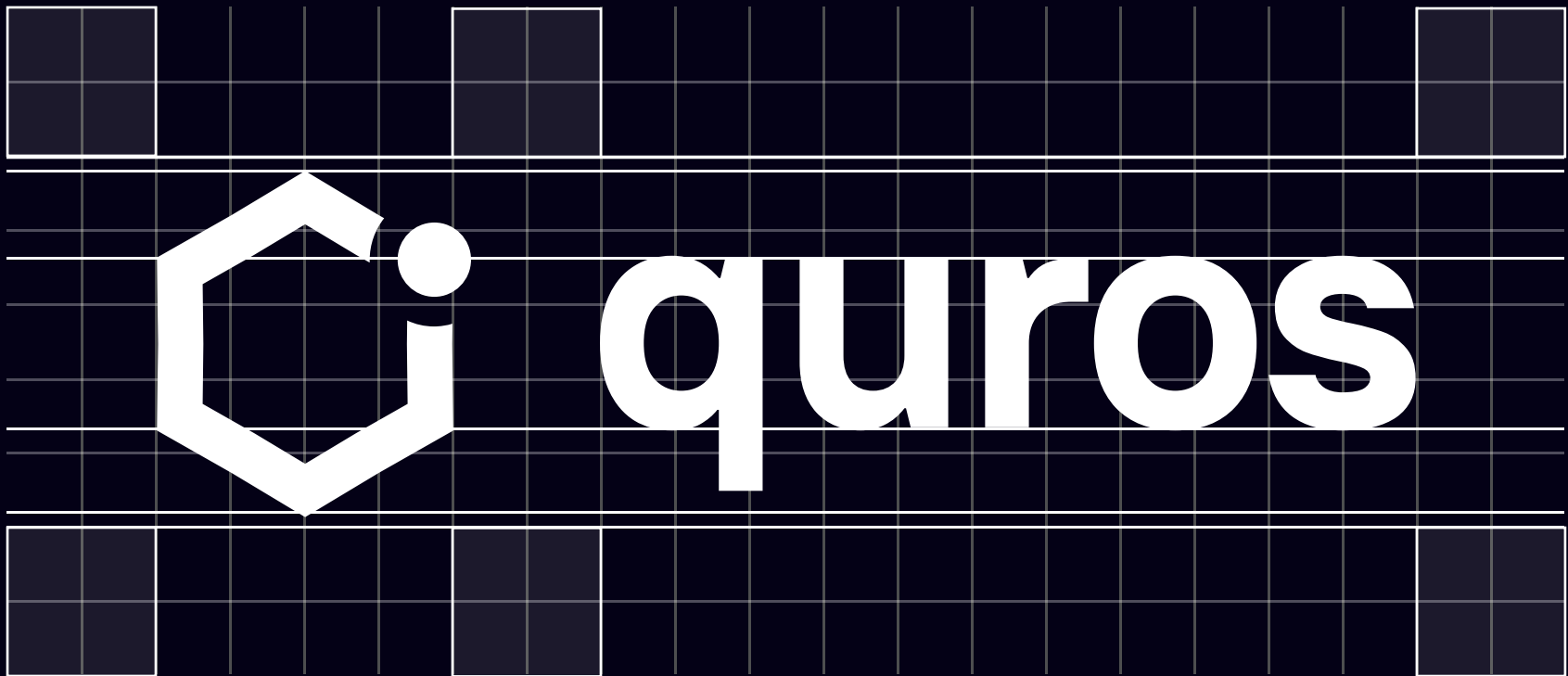# Primary Logotype

Text Logotype

Quros

Secondary Logotype

Clearance Space

01 Clearspace

The main thing you should pay attention to is the clean space near the logo. Observe the values shown in chart 01.

02 Minimum Size

When used in a logo in printed products, do not use the logo in smaller sizes than indicated.

Thus, you always keep readability and recognition of the mark.

x   x

Tone of Voice

Simple

Direct

Confident

Intelligent

Approachable

Typography

Download Fonts

Aa

TT Interphases Pro

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%^&*()_+[]'"{}«\

Primary Typeface

Aa

Inter

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%^&*()_+[]'"{}«\

Secondary Typeface

Typography

Primary Typeface

TT Interphases Pro

Typography is the specific letterforms, including their design and placement, that are used in various branding elements.

Secondary Typeface

Inter

This allows you to add accents to the font hierarchy. We do not use a large number of styles for this font, which does not create additional difficulties.

Color Pallete

Primary Colors

Color plays a huge role in how your audience perceives you. Whether you're running a small business as a solopreneur, or working in a big corporate, your business has a brand.

Indigo Radiance

RGB: R73, G69, B255
CMYK: C71, M73, Y0, K0
Pantone: 2727 C
HKS: 43N

Midnight Obsidian

RGB: R1, G3, B19
CMYK: C95, M85, Y0, K93
Pantone: 2768 C
HKS: 92N

Shadowed Nightfall

RGB: R27, G28, B43
CMYK: C37, M35, Y0, K83
Pantone: 7547 C
HKS: 88N

Whispering Moonlight

RGB: R244, G244, B254
CMYK: C4, M4, Y0, K0
Pantone: 278 C
HKS: 10A

Gradients

Corporate colors, shapes the brand
and helps convey the message.

Use for Accent elements

background: linear-
gradient(90deg, #495BAB
0.02%, #6141CF 56.09%);

Use for Text

background: linear-
gradient(135deg, #FFFFFF 30%,
rgba(255, 255, 255, 0.38) 100%);