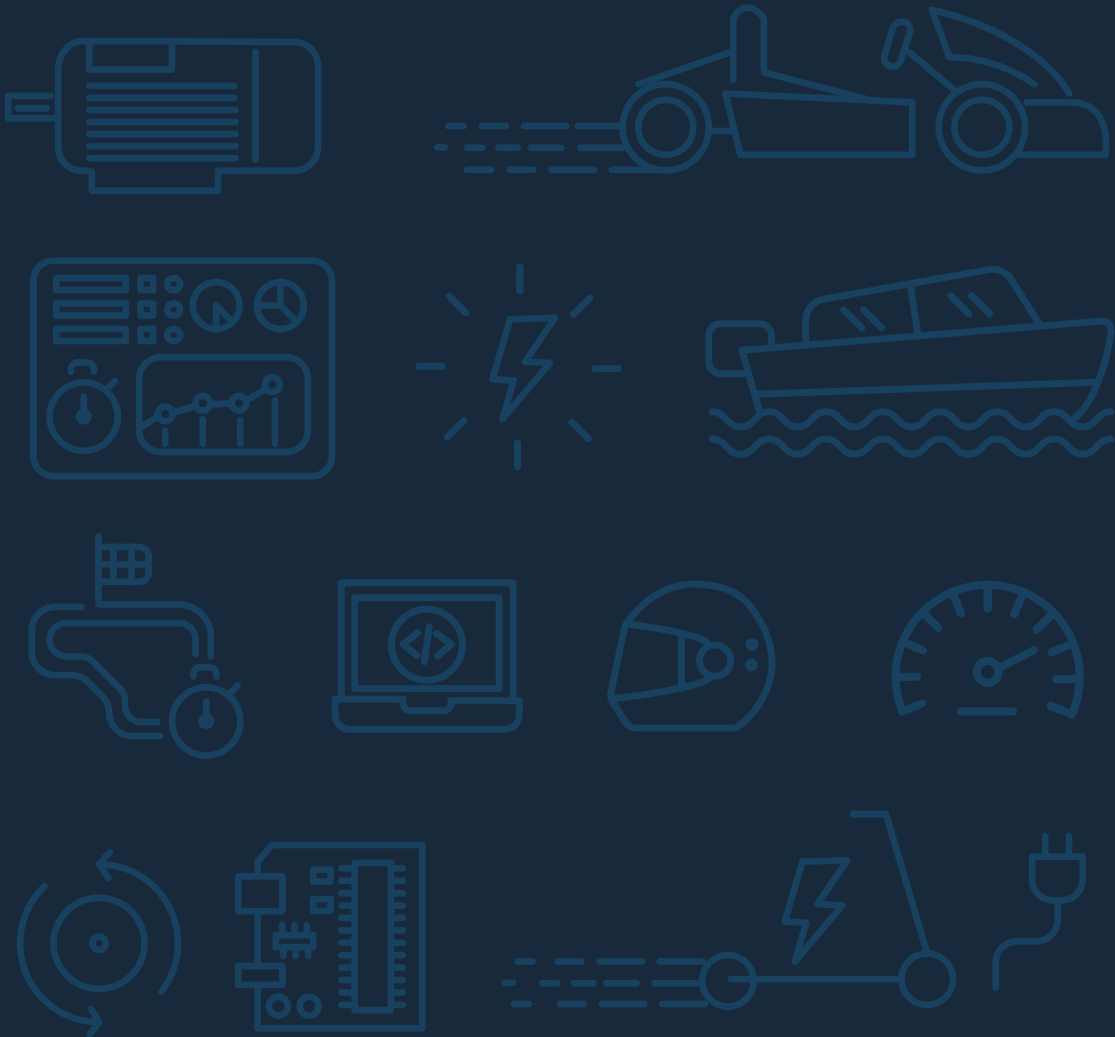




# QUATIC



QUATIC brand guidelines v1.1

# Logo



# Colors


## Color 1

HEX 1A2B3C  
RGB 26, 43, 60  
HSB 210, 57, 24  
CMYK 56, 28, 0, 76



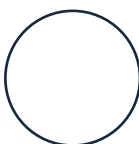
## Color 2

HEX 204060  
RGB 32, 64, 96  
HSB 210, 67, 38  
CMYK 66, 33, 0, 62  
RAL 5003



## Color 3

HEX FFFFFFFF  
RGB 255, 255, 255  
HSB 0, 0, 100  
CMYK 0, 0, 0, 0




## Color 4

HEX E1E8ED  
RGB 225, 232, 237  
HSB 205, 5, 93  
CMYK 5, 2, 0, 7  
RAL 9006




## Color 5

HEX 277E7E  
RGB 39, 126, 126  
HSB 180, 69, 49  
CMYK 69, 0, 0, 50  
RAL 5018




## Color 6

HEX 1BCCB1  
RGB 27, 204, 177  
HSB 171, 87, 80  
CMYK 86, 0, 13, 19  
RAL classic RAL 6027  
RAL design RAL 180-70-40




## Color 7

HEX 6FFFE9  
RGB 11, 255, 233  
HSB 171, 56, 100  
CMYK 56, 0, 8, 0



## Color 8

HEX 182866  
RGB 24, 40, 102  
HSB 228, 76, 40  
CMYK 76, 60, 0, 60



# Fonts

Primary font: **Inter**

Windows alternative:

**Franklin Gothic Demi**

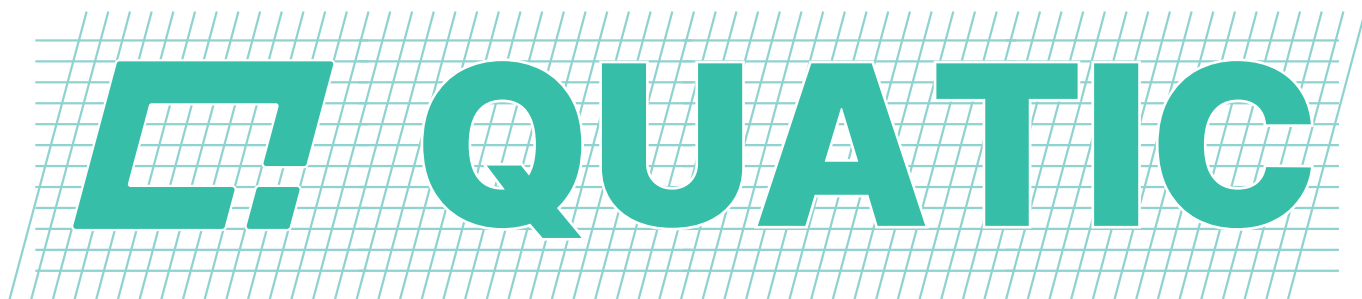
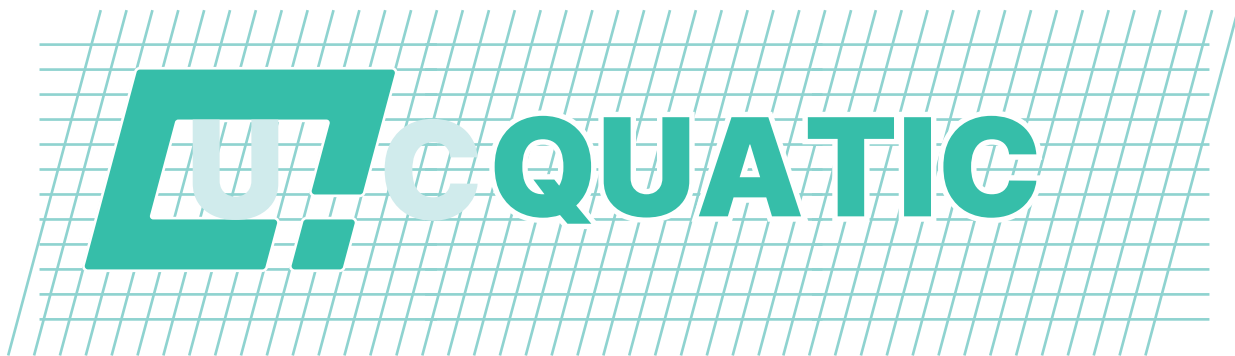
Inter is a variable font family carefully crafted & designed for computer screens.

Inter features a tall x-height to aid in readability of mixed-case and lower-case text. Several OpenType features are provided as well, like contextual alternates that adjusts punctuation depending on the shape of surrounding glyphs, slashed zero for when you need to disambiguate "0" from "o", tabular numbers, etc.

The Inter project is led by Rasmus Andersson, a Swedish maker-of-software living in San Francisco. To contribute, see [github.com/rsms/inter](https://github.com/rsms/inter)

<https://fonts.google.com/specimen/Inter>

# Ratio



# Usage



**QUATIC**



**QUATIC**



**QUATIC**



**QUATIC**



**QUATIC**



**QUATIC**

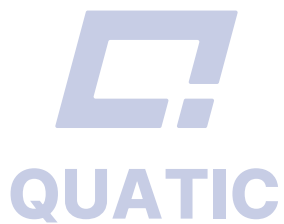


**QUATIC**



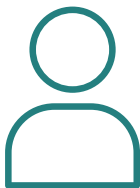
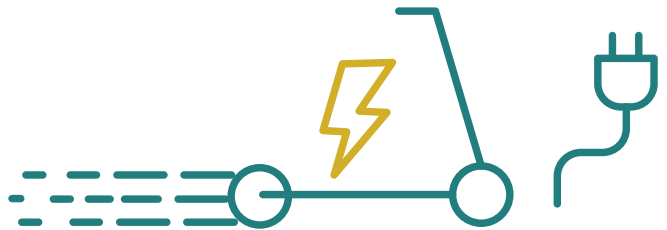
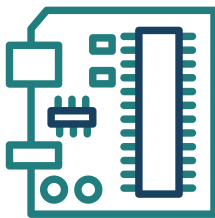
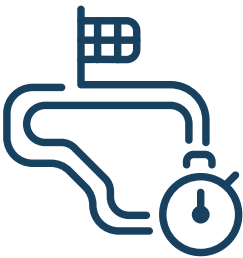
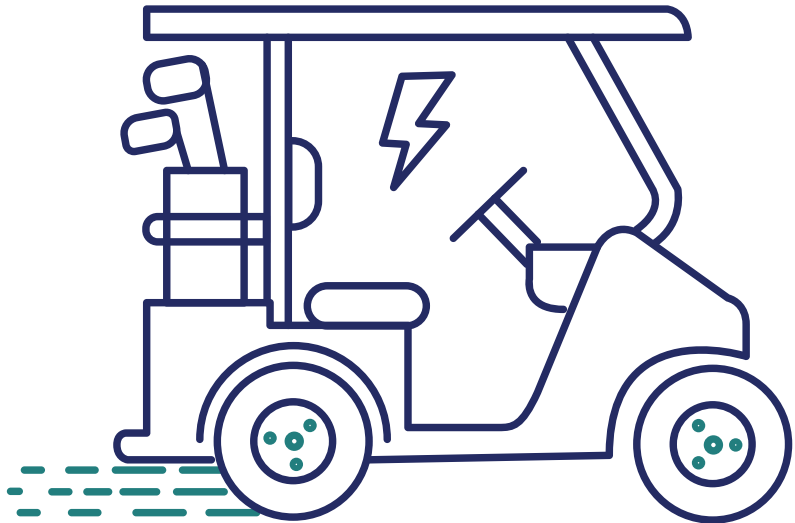
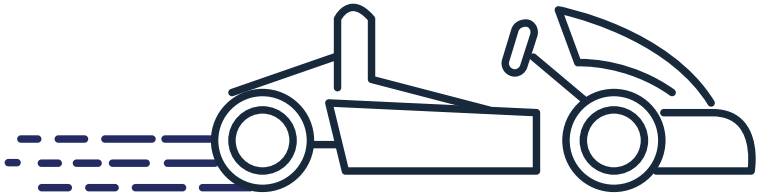
**QUATIC**

# Misusage



**TLDR: do not use cropped, disorted, low contrast version of the logo. Single color version is acceptable, but with high contrast.**

# Graphics





# Examples1



# Examples2

