QUASAR

BEYOND THE FRAMEWORK

The open source multi-platform framework
based on Vue.js with an enterprise vocation

SUMMARY

LOGO

Quasar logo comprehends
4 elements: Icon, Logotype,
Horizon Line and Payoff.

The logo must be used as shown
with no deformation nor editing
of its parts or colors.

Otherwise, one of its variations
can be used following the
instruction inside this guide.

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Icon

Logotype

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Payoff

Horizon Line
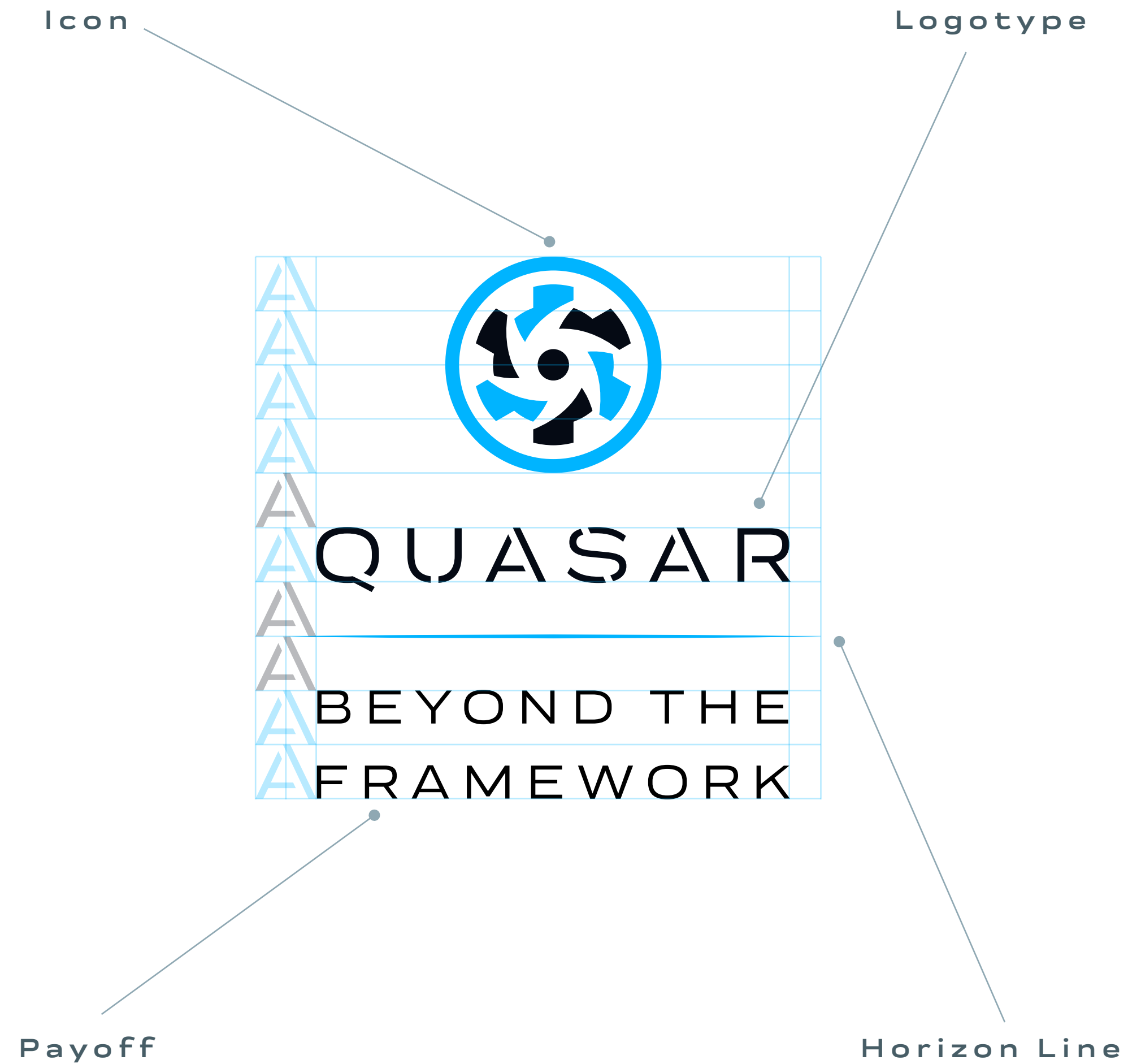
HORIZONTAL LOGO

Quasar logo has a horizontal version.

When space doesn't allow for vertical display this version is preferred instead.

It is the case of narrow surfaces like an app bar and similar web components.

While the vertical version has a more institutional vibe, the horizontal one answers to more operative brand needs thus it does not need payoff nor the Horizon Line.
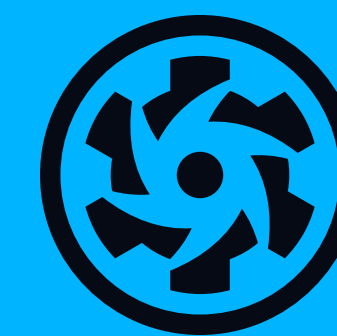
ICON

Quasar icon can be used without logotype.

When the available space compromises the logotype readability, both in horizontal and vertical version, the icon alone should be preferred.

Multi-color or monochrome icon should be chosen accordingly to what suits better the specific context of use, paying attention to the background color too.

MAIN PALETTE

Quasar main palette talks about
deep space, star-light and technology.

Cold black is dominant,
white and ice dust set contents
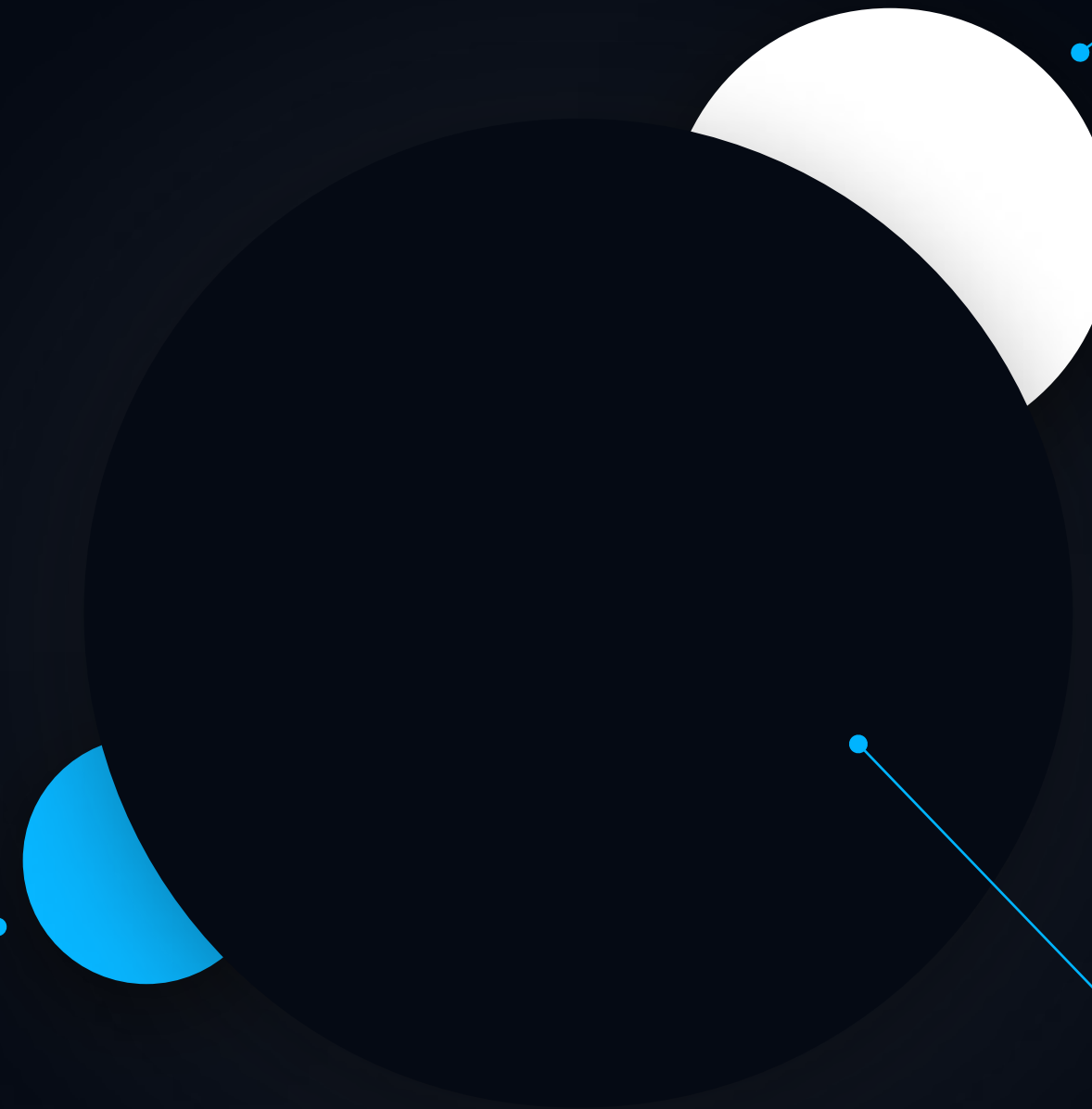and decorative patterns.

White

#FFFFFF
RGB 255/255/255
CMYK 0/0/0/0

Ice dust

#00B4FF
RGB 0/180/255
CMYK 100/0/0/0

Cold black

#050A14
RGB 5/10/20
CMYK 71/61/39/77

SECONDARY PALETTE

Quasar has subordinate colors
that can be used in particular
occasions.

When context needs a more
structured layout or when
specific elements must
be highlighted, it is possible
to use these colors to integrate
the main palette.

The secondary colors should
be used without compromising
the brand identity chromatic
balance.

The secondary colors cannot
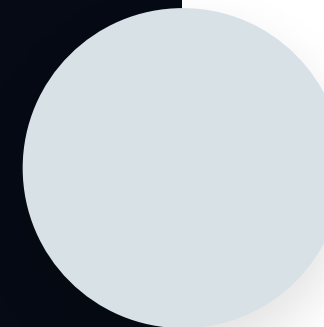be applied to any Quasar logo
variations.

Mars sand
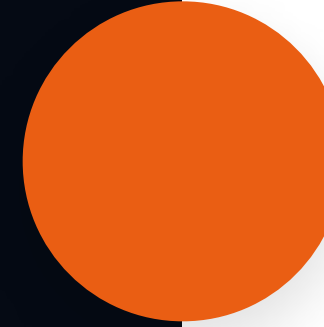
#EA5E13
RGB 234/94/19
CMYK 8/62/90/1

Void suit
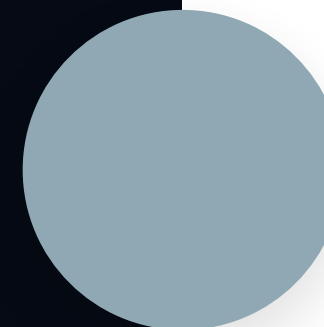
#D8E1E5
RGB 216/225/229
CMYK 15/7/5/0

Ship shell

#8FA8B2
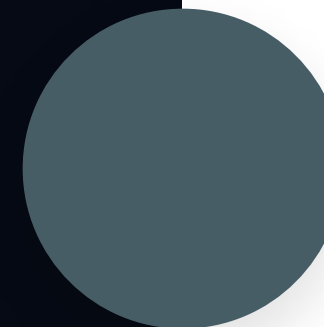RGB 143/168/178
CMYK 43/19/14/3

Floating rock

#475D66
RGB 71/93/102
CMYK 67/39/35/19

TYPEFACE

Quasar official typeface for graphic layouts and brand design is Praktika Extended.

Quasar web pages use Google Fonts Montserrat as first choice backup typeface.

Quasar fonts have increased letter spacing to emphasize the idea of space void.

Quasar doesn't use *Italic* fonts for titles nor main text bodies, unless it is to highlight particular words (ie. non-English).

Praktika Extended

ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz
0123456789

Praktika Bold Extended

ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz
0123456789

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz
0123456789

Montserrat SemiBold

ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz
0123456789

PAYOFF

Quasar has its own payoff.

The payoff completes Quasar logo and adds a further layer of meaning to its brand identity.

Unless it completes Quasar main logo, the payoff can be used alone.

Aside from the version paired with the logo, there is no strict rule about lettering style, as long as it adheres to the brand identity look-and-feel and it respects the graphic context in which it is used.

BEYOND THE FRAMEWORK

The payoff has been inspired by the idea to reach for things which stand outside the structure of what is known.

At the same time, it expresses the idea that Quasar is more than the usual web framework.

The payoff is the promise of a many features tech that looks forward in the future.

RIGHTS & USE

Quasar logo, brand identity and the brand guide are property of Quasar creator, Razvan Stoenescu.

Quasar logo, brand identity and the brand guide have been designed by Dreamonkey Srl.

As long as it participates into Quasar project, Dreamonkey Srl is the official and direct responsible of Quasar brand management.

The Quasar icon has been designed by Dreamonkey Srl based on Emanuele Bertoldi's original Quasar icon, which has been released under Creative Common 4.0 license (http://creativecommons.org/licenses/by/4.0/).

The Quasar brand guide is available just for consulting needs and cannot be modified or used for any commercial and/or non-commercial purpose without the Quasar brand managers' permission.

Any Quasar logo version (horizontal, with payoff, icon alone, etc.) cannot be used or modified for any commercial and/or non-commercial purpose or any kind of unofficial Quasar-related service and/or product promotion without the explicit Quasar brand managers' permission.

When approved by the Quasar brand managers, Quasar logo must be used accordingly to the guidelines described inside its official brand guide or following the specific directives provided by the Quasar brand managers themselves.

For any doubt about the correct use of Quasar brand identity or logo contact the Quasar brand managers.

Quasar brand managers can always request to modify or delete any third party wrong or unapproved logo and/or brand application to any kind of media.
This may happens, but not exclusively, if the Quasar brand managers judge the application to be harmful or inappropriate to Quasar brand reputation.
Media includes, but not exclusively, social platform contents, slideshows, website pages, web apps, mobile apps, videos, animations, paper applications and merchandise.

Quasar may decide to periodically update its brand guidelines accordingly to its needs.
When updated, the new brand resources and guidelines are made available through Quasar official web channels, possibly along with new terms of use.
Old dismissed brand resources and guidelines undergo archiviation and their use is not allowed from then on.
All media created by third parties before the official release of a new Quasar brand resources and/or guidelines update do not need to update to the new version but the makers are kindly invited to, if the Quasar brand managers suggest it.

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