

BRAND GUIDELINES 2024



Quali INFRASTRUCTURE
UNBOUND

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Quali Messaging

Quali Company Boilerplate

Quali provides the leading platform for Infrastructure Automation at Scale. Global 2000 enterprises and innovators everywhere rely on Quali's award-winning CloudShell and Torque platforms to create self-service, on-demand automation solutions that increase engineering productivity, cut cloud costs, and optimize infrastructure utilization.

Torque

Torque is a SaaS platform for delivering Infrastructure Automation at Scale for complex application-centric environments on cloud technologies including AWS, Azure, and Kubernetes. IT leaders and DevOps innovators around the world trust Quali to enable self-service automation and governance to streamline application development, testing, and release to production.

CloudShell

CloudShell is the leading platform for delivering Infrastructure Automation at Scale for complex on-premise, hybrid and cloud environments. IT leaders and innovators around the world trust Quali to enable self-service environment provisioning and automated decommissioning to streamline the development, testing, and certification of various technologies into production environments.

Logos



Quali Main Logo

The main monochromatic logo is the preferred logo for most applications



Quali Reverse Logo

To be used on dark backgrounds

Logos Quali Logo with Tagline



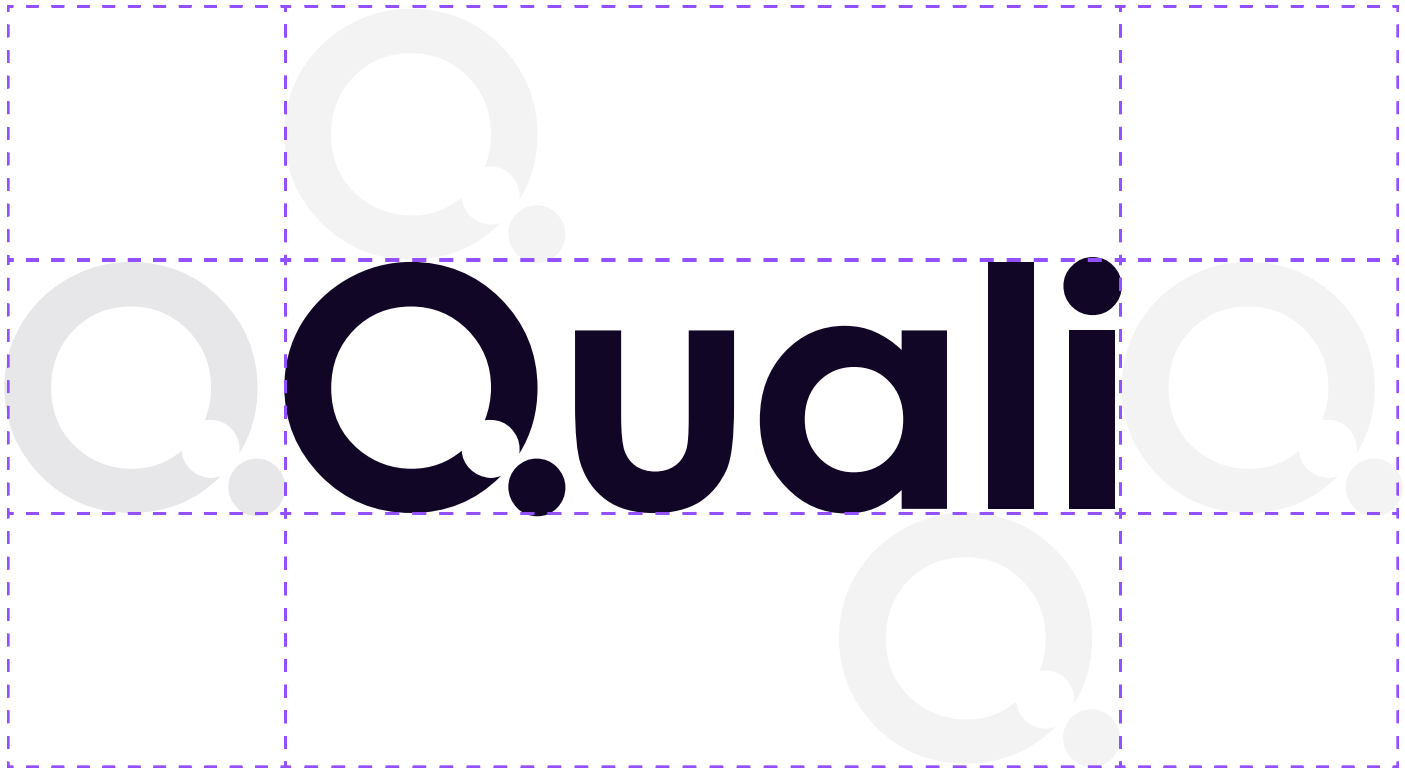
Quali Main Logo With Tagline

The main monochromatic logo is the preferred logo for most applications



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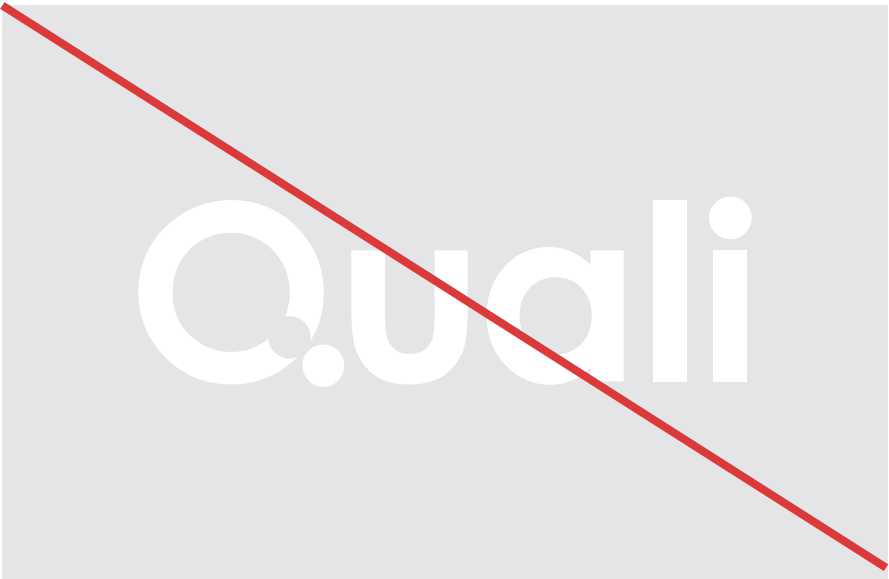
Clearspace for all logos

The Height of the “Q” in the Quali logo is the clearspace all around the logo

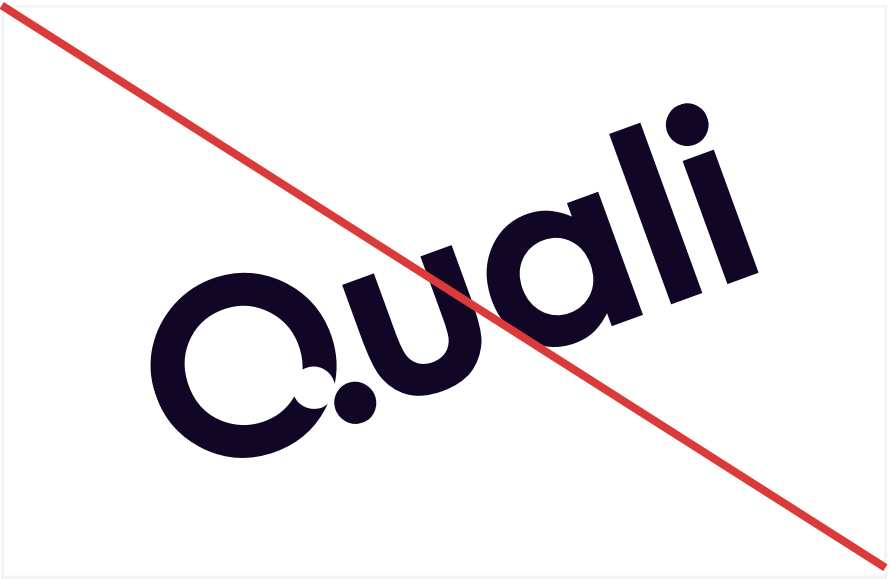
Logos **DON'Ts**



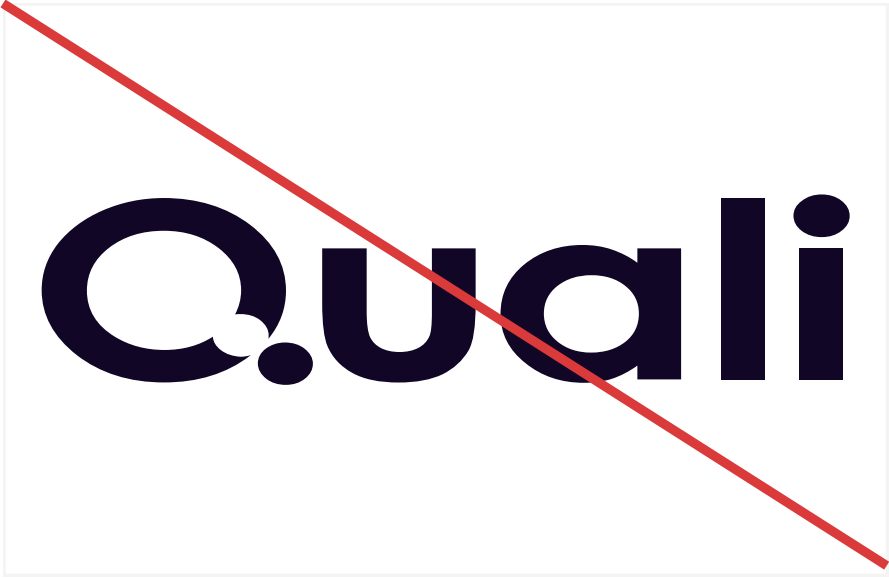
DO NOT use logo on similar dark color backgrounds



DO NOT use logo on similar light color backgrounds



DO NOT rotate logo



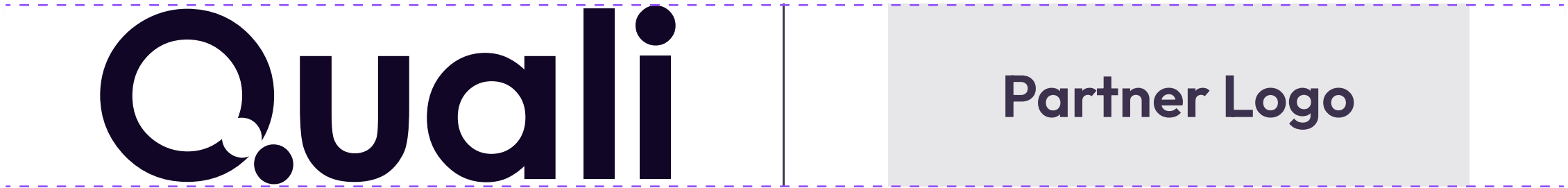
DO NOT distort logo



DO NOT place logo on any photography or illustration which compromises legibility

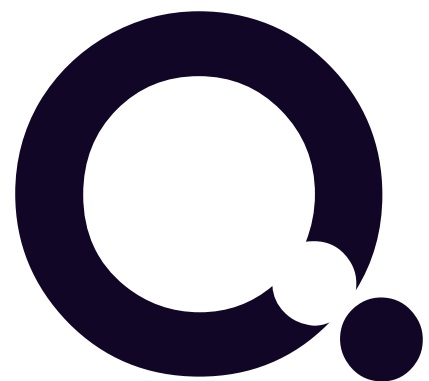


DO NOT place logo on any photography or illustration which compromises legibility



Layout of the Quali and partner logos

When pairing the Quali logo with a partner, align the partner logo with the Quali logo and visually make them equal. Keep the rule equidistant between the i in Quali and the left edge of the Partner logo. Make the rule either black or grey.



Quali Minimal Q Logo

To be used on light backgrounds.
Mainly used as a square symbol for application and as an alternative for Quali Main Logo.



Rounded Square Q Logo

To be used on light backgrounds.
Mainly used as a square symbol for application and for small sizes.



Quali Minimal Q Reverse Logo

To be used on light backgrounds

Rounded Square Q Reverse Logo

To be used on light backgrounds



CloudShell Main Logo

The main logo is the preferred logo. To be used on dark backgrounds.



CloudShell Stacked Logo

The stacked logo is used as an alternative for Torque main logo. To be used on dark backgrounds



CloudShell Main Reverse Logo

The main logo is the preferred logo. To be used on dark backgrounds.



CloudShell Stacked Reverse Logo

The stacked logo is used as an alternative for Torque main logo. To be used on dark backgrounds



Torque Main Logo

The main logo is the preferred logo. To be used on dark backgrounds.



Torque Stacked Logo

The stacked logo is used as an alternative for Torque main logo. To be used on dark backgrounds



Torque Main Reverse Logo

The main logo is the preferred logo. To be used on dark backgrounds.




Torque Stacked Reverse Logo

The stacked logo is used as an alternative for Torque main logo. To be used on dark backgrounds

Colors


Colors Quali Color Palette

Primary Quali Colors




Purple 500

#45178F



Purple 400

#7326EF



Purple 300


#9350FF

Dark Quali Colors




Quali Dark

#120626



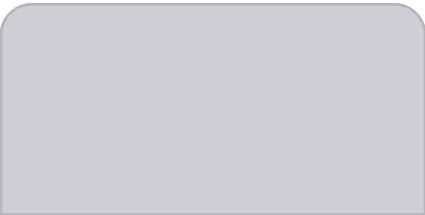
Dark 800

#413851



Dark 500

#888292



Dark 200


#D0CDD4



Gray


#B6B7BC

Accent Quali Colors



100

#1FDDBF




100

#B91BFF


Colors Quali Gradient Palette

Primary Quali Colors




Light Purple

#E19FFF 0deg #5516FB




Purple

#5E22BE 0deg #7326EF



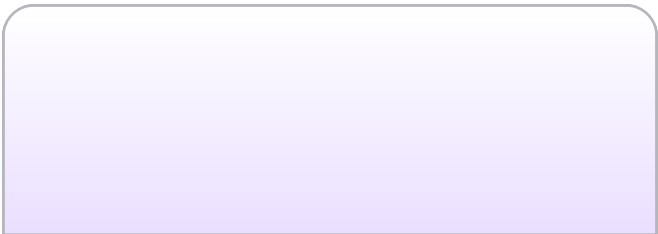
Dark Purple

#5E22BE 0deg #7326EF



Purple To Opacity

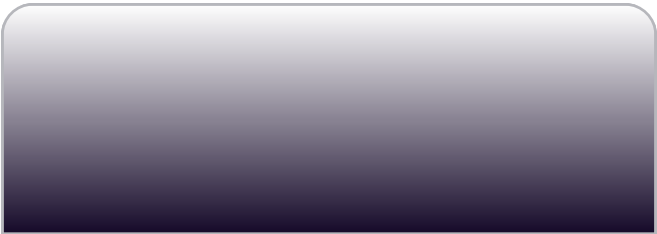
#7B29FF 45deg #7B29FF (0%)



Purple To White


#FFFFFF 90deg #EAD EFF

Dark Quali Colors




BottomToTop

opacity 0% 90deg #120626




Top To Bottom

#120626 90deg opacity 0%



Right To Left

#120626 180deg opacity 0%



Left To Right

opacity 0% 180deg #120626

Typography

Outfit

Ag

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
0123456789
!@#\$%^&*()

Inter

Ag

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
0123456789
!@#\$%^&*()