

Personnaliser ses documents Quarto

A la découverte de `brand.yml`

Christophe Dervieux

Posit PBC

20 mai 2025

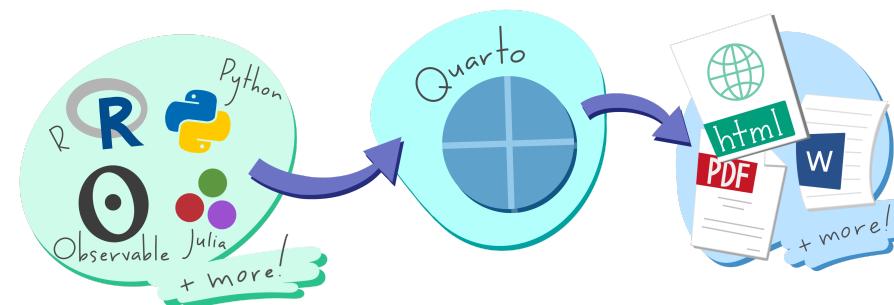




Un système de publication scientifique et technique open-source, intégrant l'exécution de code.

Quarto est l'évolution de R Markdown

- il unifie et améliore l'écosystème R Markdown, pour les utilisateurs R.
- il l'étend pour les personnes qui ne connaissent pas R Markdown (Python, Julia, Observable, ...)



Produire des HTML

Follow along at <https://cderv.github.io/rr2025-quarto-brand-yml/> and <https://quarto.org>



Produire des HTML

format: html





How Gen Z and Millennials are Choosing Pulse Mobile: Plan Flexibility & Community Impact (Q1 2025)

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Intro

Pulse Mobile's rapid growth among Gen Z and Millennials reflects our commitment to transparent pricing, flexible plans, and genuinely impactful community initiatives that connect with the 18-30 demographic where they live, work, and play.

Q1 2025 Pulse Performance

Pulse Mobile Sign-ups & Community Engagement

Q1-Q2 2025 Performance Metrics

	Most Popular Plan	Total Sign-ups	Community Events	Event Participants	Satisfaction Score	Event Engagement Rate
JANUARY	Flex	243	3	87	4.2	11.9%
FEBRUARY	Flex	298	4	105	4.3	8.8%
MARCH	Unlimited	355	5	138	4.5	7.8%
APRIL	Community	437	7	210	4.6	6.9%
MAY	Unlimited	426	6	195	4.4	7.6%
JUNE	Community	455	8	270	4.7	7.4%

Growth Trends

Monthly Sign-ups by Age Group



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format: typst



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June	Community	455	8	270	4.7	7.4%

Déjà bien, mais...

Les organisations ont besoin de **personnaliser** leurs documents selon leur **charte graphique**.

eBay Playbook

Get started Brand strategy Foundations Design systems Expressions Tools & resources

One system for everyone to love.

eBay Evo is our brand and design system, created so we show up consistently all around the world with the flexibility to strengthen local market relevance.

[Read press release](#)

Carbon Design System

All about Carbon Case studies What's happening Designing Developing Contributing Migrating Guidelines Components Patterns Community assets Data visualization Help Groups

Carbon is IBM's **open source** design system for products and digital experiences. With the IBM Design Language as its foundation, the system consists of working code, design tools and resources, human interface guidelines, and a vibrant community of contributors.

Primer Design System

Brand About Search Primer

Guides Introduction Figures Designers Component lifecycle Component status Accessibility Contribution Foundations Color Responsive CSS utilities Layout Typography Icons and visuals UI patterns Empty states Feature indicating Forms Messaging Progressive disclosure Sizing Components Action bar Action bar

Primer is a set of guidelines, principles, and patterns for designing and building UI at GitHub. It provides a shared language and standardized approach to delivering cohesive experiences.

Guides

Standards, guidelines, and tools for getting started with Primer.

Mozilla Protocol

DOCUMENTATION Fundamentals Usage Contributing

COMPONENTS Service Data Elements Buttons Buttons Call Out Card Compact Call Out Details Compound Universal Button Progress Bar Progress Card Progress Headers Headers Icons Icons

Language Switcher Layout Menus List Model Navigation Notification Bar

Mozilla Protocol

Protocol is a design system for Mozilla and Firefox websites. It establishes a common design language, provides reusable coded components, and outlines high level guidelines for content and accessibility.

Protocol is still an evolving project. Currently it's used primarily by the Mozilla Marketing Websites team as the front-end for [www.mozilla.org](#). The long term goal is to provide a robust, unified design system that anyone at Mozilla can use to build an on-bran website.

If you're interested in using Protocol on your project, let us know and we can help you. You can find us in #protocol on our internal Slack (for Mozilla) or in #protocol-design-system on [Matrix](#) (open to the public). Also feel free to [file an issue on GitHub](#).

brand.yml About Structure Inspiration Articles Packages

BRAND.YML

About Structure Brand Elements Metadata Logo Color Typography Defaults

BRAND.YML

Unified branding with a simple YAML file

Create reports, apps, dashboards, plots and more that match your company's brand guidelines with a single `_brand.yml` file.

Introducing brand.yml

`brand.yml` is a simple, portable YAML file that codifies your company's brand guidelines into a format that can be used by Quarto, Python and R tooling to create branded outputs. Our goal is to support unified, branded theming for all

The Dell Design System

A unified design language to support Dell's digital universe—ensuring design is accessible, inclusive, and useful.

Introducing Version 2

The Dell Design System v2 is a reimagining of Dell's existing design system. We've rebuilt our elements from the ground up, creating designs that provide guidance yet ensure flexibility. We've written reusable front-end code along with design guidance and

Spectrum

Search Spectrum Foundation Content Components Patterns Tools and resources Support

Spectrum CSS Next Spectrum Spectrum Web Components

Meet Spectrum, Adobe's design system

Spectrum provides components and tools to help product teams work more efficiently, and to make Adobe's applications more cohesive.

Principles Resources Implementations

Get to know our foundational thinking and how we put it into action across our design system.

Download resources to help you design faster and with more precision.

Use our open-source implementations, in partnership with the detailed usage guidelines here.

[Download Adobe XD plugin](#) [Download Figma file](#) [Kotlin/Kotlinx Coroutines](#)

REPSOL

Bienvenido a Oxygen

Creyen es el sistema de diseño de Repsol que ayuda a los diseñadores y desarrolladores a crear una nueva generación de producciones digitales para la transición energética.

[Guía de Oxygen](#)

Una herramienta común entre diseño y tecnología

Describe cómo Oxygen te ayudará a crear mejores productos y a generar nuevos modelos de relación y habilidades energéticas entre nuestros clientes.

Helsinki

Type to search explore Helsinki Design System V1.1.4

Getting started Tutorials Guidelines Visual assets Design tokens Components Patterns About Contributing Resources

Helsinki Design System

The open-source design system for digital products and experiences with the City of Helsinki Design Language at its heart, the Helsinki Design System is focused on usability and accessibility and aims to improve the quality and consistency of City of Helsinki digital services – making the user experience better for everyone.

Introduction

For Designers

For Developers

Guidelines for Contributing

Prenons un exemple

Follow along at <https://cderv.github.io/rr2025-quarto-brand-yml/> and <https://quarto.org>

Prenons un exemple





Brand Guidelines



Pulse Mobile is a vibrant, disruptive mobile service provider that understands how



BRAND.YML

Follow along at <https://cderv.github.io/rr2025-quarto-brand-yml/> and <https://quarto.org>

Produire des HTML avec `_brand.yml`

Follow along at <https://cderv.github.io/rr2025-quarto-brand-yml/> and <https://quarto.org>

Produire des HTML avec `_brand.yml`

```
---  
format: html  
---
```



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Other Formats

Typst

Produire des PDF avec _brand.yml



Produire des PDF avec _brand.yml

```
---  
format: typst  
---
```





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Month	Plan Type	Count	Count	Count	Score	Rate (%)
January	Flex	243	3	87	4.2	11.9%
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April	Community	437	7	210	4.6	6.9%
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June	Community	455	8	270	4.7	7.4%

_brand.yml

1. Créez un fichier `_brand.yml` dans votre projet
2. Définissez les couleurs, les polices, les logos, etc.
3. Il pourra être utilisé par tous les outils supportant `_brand.yml`



_brand.yml

meta:

meta  Spec

Information de l'organisation, nom de l'entreprise, URLs, etc.



_brand.yml

meta:

color:

meta  Spec

Information de l'organisation, nom de l'entreprise, URLs, etc.

color  Spec

Palette de couleurs de l'image de marque de l'organisation.



_brand.yml

meta:

color:

typography:

meta  Spec

Information de l'organisation, nom de l'entreprise, URLs, etc.

color  Spec

Palette de couleurs de l'image de marque de l'organisation.

typography  Spec

Polices pour les différents éléments.



_brand.yml

meta:

color:

typography:

logo:

meta  Spec

Information de l'organisation, nom de l'entreprise, URLs, etc.

color  Spec

Palette de couleurs de l'image de marque de l'organisation.

typography  Spec

Polices pour les différents éléments.

logo  Spec

Logos pour l'image de marque de l'organisation.



_brand.yml

meta:

color:

typography:

logo:

defaults:

meta  Spec

Information de l'organisation, nom de l'entreprise, URLs, etc.

color  Spec

Palettes de couleurs de l'image de marque de l'organisation.

typography  Spec

Police pour les différents éléments.

logo  Spec

Logos pour l'image de marque de l'organisation.

defaults  Spec

Options pour le support spécifique par des outils utilisant _brand.yml



Pulse Mobile Brand

_brand.yml

```
1 meta:  
2   name: Pulse Mobile  
3   link: https://pulse.mobile  
4  
5 color:  
6   palette:  
7     purple: "#8a2be2"  
8     blue: "#00c2ff"  
9     green: "#4dc964"  
10    yellow: "#ffd600"
```



Pulse Mobile Brand

```
_brand.yml
```

```
5 color:  
6   palette:  
7     purple: "#8a2be2"  
8     blue: "#00c2ff"  
9     green: "#4dc964"  
10    yellow: "#ffd600"  
11    red: "#ff5a5f"  
12    black: "#121212"  
13    white: "#f8f8f8"  
14  primary: purple
```



Pulse Mobile Brand

_brand.yml

```
10      yellow: "#ffd600"
11      red: "#ff5a5f"
12      black: "#121212"
13      white: "#f8f8f8"
14      primary: purple
15      info: blue
16
17  typography:
18    fonts:
19      - family: Montserrat Alternates
```



Pulse Mobile Brand

_brand.yml

```
16
17 typography:
18   fonts:
19     - family: Montserrat Alternates
20       source: google
21     - family: Montserrat
22       source: google
23     - family: Space Mono
24       source: google
25   base: Montserrat
```



Pulse Mobile Brand

```
_brand.yml
23   family: space mono
24     source: google
25   base: Montserrat
26   headings:
27     family: Montserrat Alternates
28     weight: 500
29   monospace: Space Mono
30   monospace-inline:
31     color: purple
32
33 logo:
```



Pulse Mobile Brand

```
_brand.yml
50   monospace-mode.
31     color: purple
32
33 logo:
34   images:
35     full-color: logos/logomark-full-color.png
36     med-color: logos/logomark-med-color.png
37     icon-color: logos/icon-color.png
38   small: icon-color
39   medium: med-color
40   large: full-color
```



Pulse Mobile Brand

_brand.yml

```
31     color: purple
32
33 logo:
34   images:
35     full-color: logos/logomark-full-color.png
36     med-color: logos/logomark-med-color.png
37     icon-color: logos/icon-color.png
38   small: icon-color
39   medium: med-color
40   large: full-color
```





_brand.yml avec Quarto

Follow along at <https://cderv.github.io/rr2025-quarto-brand-yml/> and <https://quarto.org>



_brand.yml avec Quarto

Pris en compte par défaut

À mettre à la racine du projet Quarto

- - ├── report.qmd
 - ├── _brand.yml
 - └── _quarto.yml

Si le fichier existe, il est automatiquement utilisé par Quarto.



_brand.yml avec Quarto

Configurations possibles

Dans le document ou le `_quarto.yml`

```
# fichier à une place différente  
brand: brand/_brand.yml
```

```
# fichier avec un nom différent  
brand: brand/_brand-pulse.yml
```

```
# désactiver  
brand: false
```

_brand.yml avec Quarto

Configurations possibles

Dans le document ou le _quarto.yml

```
brand:  
  color:  
    palette:  
      purple: "#8a2be2"  
      primary: purple  
  typography:  
    fonts:  
      - family: Montserrat Alternates  
        source: google  
  headings:  
    family: Montserrat Alternates  
    weight: 500
```

Support spécifique à Quarto

Follow along at <https://cderv.github.io/rr2025-quarto-brand-yml/> and <https://quarto.org>

Intégration avec les thèmes Quarto

Quarto Themes pour format: html.

theme:

- cosmo # Un thème bootswatch
- tweaks.scss # Une personnalisation par l'utilisateur

Intégration avec les thèmes Quarto

Quarto Themes pour format: html.

équivalent avec un `_brand.yml`

theme:

- brand # theme dérivé du `_brand.yml`
- cosmo # Un thème bootswatch
- tweaks.scss # Une personnalisation par l'utilisateur

Intégration avec les thèmes Quarto

Quarto Themes pour format: html.

équivalent avec un `_brand.yml`

mais l'ordre peut être important → [Quarto Themes Layering](#)

```
theme:  
  - cosmo      # Un thème bootswatch  
  - brand       # theme dérivé du `_brand.yml`  
  - tweaks.scss # Une personnalisation par l'utilisateur
```



Thèmes Clair et Sombre pour HTML

Follow along at <https://cderv.github.io/rr2025-quarto-brand-yml/> and <https://quarto.org>



Thèmes Clair et Sombre pour HTML

theme:

light: flatly

dark: darkly



Thèmes Clair et Sombre pour HTML

theme:

```
light: flatly  
dark: darkly
```

brand:

```
light: light-brand.yml  
dark: dark-brand.yml
```

brand:

light:

```
color:  
  background: "#ffffff"  
  foreground: "#333333"
```

dark:

```
color:  
  background: "#333333"  
  foreground: "#ffffff"
```

Support pour PDF avec Typst

Follow along at <https://cderv.github.io/rr2025-quarto-brand-yml/> and <https://quarto.org>

Typst CSS

Une fonctionnalité Quarto 1.5 qui permet de convertir des propriétés CSS en propriétés Typst.

Avantage → Style similaire entre format HTML et format Typst.

Exemple (Typst à droite / HTML à gauche)

Solar Zenith Angles from 05:30 to 12:00														
	Average monthly values at latitude of 20°N.													
	0530	0600	0630	0700	0730	0800	0830	0900	0930	1000	1030	1100	1130	1200
jan														
	84.9	78.7	72.7	66.1	61.5	56.5	52.1	48.3	45.5	43.6	43.0			
feb	88.9	82.5	75.8	69.6	63.3	57.7	52.2	47.4	43.1	40.0	37.8	37.2		
mar	85.7	78.8	72.0	65.2	58.6	52.3	46.2	40.5	35.5	31.4	28.6	27.7		
apr	88.5	81.5	74.4	67.4	60.3	53.4	46.5	39.7	33.2	26.9	21.3	17.2	15.5	
may	85.0	78.2	71.2	64.3	57.2	50.2	43.2	36.1	29.1	26.1	15.2	8.8	5.0	
jun	89.2	82.7	76.0	69.3	62.5	55.7	48.8	41.9	35.0	28.1	21.1	14.2	7.3	2.0
Jul	88.8	82.3	75.7	69.1	62.3	55.5	48.7	41.8	35.0	28.1	21.2	14.3	7.7	3.1
aug	83.8	77.1	70.2	63.3	56.4	49.4	42.4	35.4	28.3	21.3	14.3	7.3	1.9	
sep	87.2	80.2	73.2	66.1	59.1	52.1	45.1	38.1	31.3	24.7	18.6	13.7	11.6	
oct	84.1	77.1	70.2	63.3	56.5	49.9	43.5	37.5	32.0	27.4	24.3	23.1		
nov	87.8	81.3	74.5	68.3	61.8	56.0	50.2	45.3	40.7	37.4	35.1	34.4		
dec														

Typst

Solar Zenith Angles from 05:30 to 12:00														
	Average monthly values at latitude of 20°N.													
	0530	0600	0630	0700	0730	0800	0830	0900	0930	1000	1030	1100	1130	1200
jan														
	84.9	78.7	72.7	66.1	61.5	56.5	52.1	48.3	45.5	43.6	43.0			
feb	88.9	82.5	75.8	69.6	63.3	57.7	52.2	47.4	43.1	40.0	37.8	37.2		
mar	85.7	78.8	72.0	65.2	58.6	52.3	46.2	40.5	35.5	31.4	28.6	27.7		
apr	88.5	81.5	74.4	67.4	60.3	53.4	46.5	39.7	33.2	26.9	21.3	17.2	15.5	
may	85.0	78.2	71.2	64.3	57.2	50.2	43.2	36.1	29.1	26.1	15.2	8.8	5.0	
jun	89.2	82.7	76.0	69.3	62.5	55.7	48.8	41.9	35.0	28.1	21.1	14.2	7.3	2.0
Jul	88.8	82.3	75.7	69.1	62.3	55.5	48.7	41.8	35.0	28.1	21.2	14.3	7.7	3.1
aug	83.8	77.1	70.2	63.3	56.4	49.4	42.4	35.4	28.3	21.3	14.3	7.3	1.9	
sep	87.2	80.2	73.2	66.1	59.1	52.1	45.1	38.1	31.3	24.7	18.6	13.7	11.6	
oct	84.1	77.1	70.2	63.3	56.5	49.9	43.5	37.5	32.0	27.4	24.3	23.1		
nov	87.8	81.3	74.5	68.3	61.8	56.0	50.2	45.3	40.7	37.4	35.1	34.4		
dec														

HTML

Typst CSS

Adaptation pour `_brand.yml`

- Variable pour template: `brand-color` et `brand-background-color`
Exemple: Rectangle avec la couleur primaire

```
```{=typst}
#rect(fill: brand-color.primary)
```
```

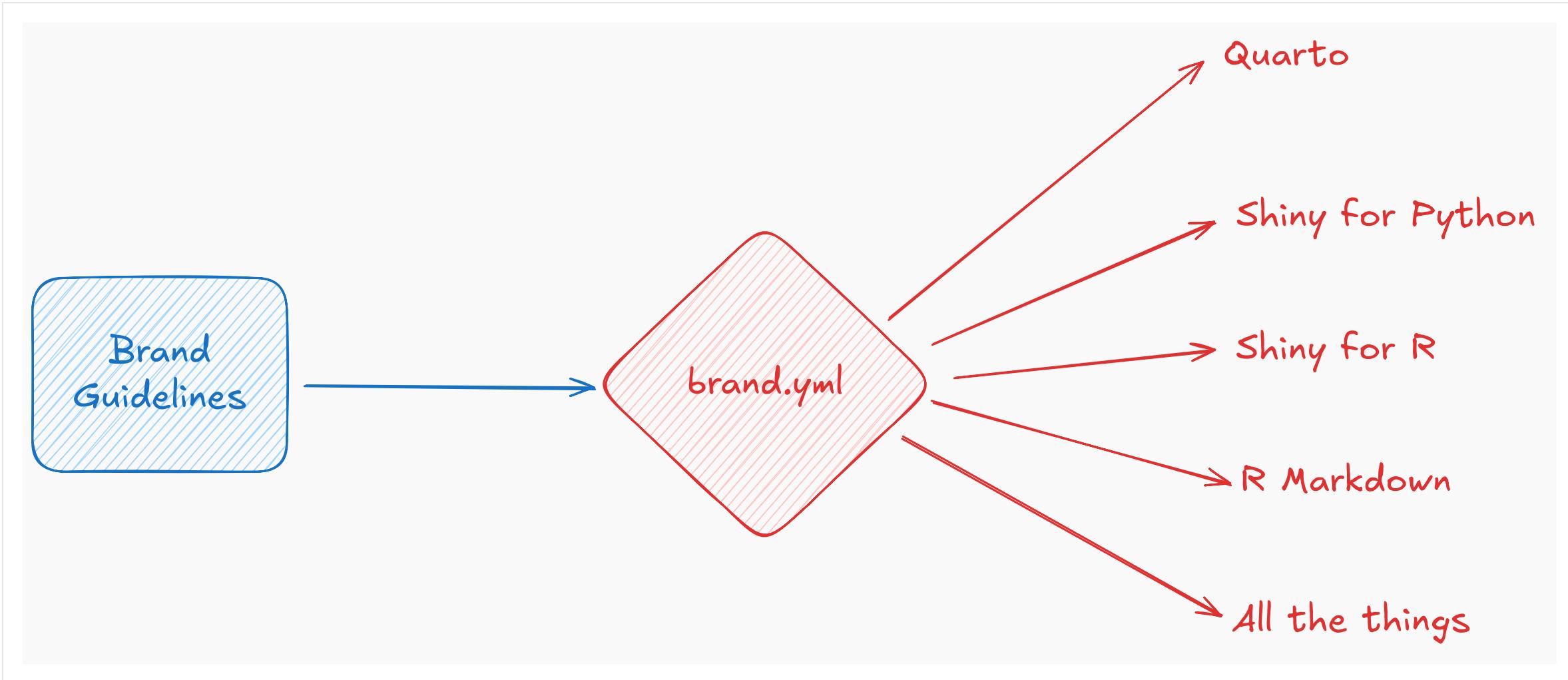
- choix du mode sombre ou clair à utiliser

```
brand:
  light: light-brand.yml
  dark: dark-brand.yml
```

```
format:
  typst:
    brand-mode: dark
```

Pour résumer

Follow along at <https://cderv.github.io/rr2025-quarto-brand-yml/> and <https://quarto.org>





Un seul fichier à réutiliser

Follow along at <https://cderv.github.io/rr2025-quarto-brand-yml/> and <https://quarto.org>



Un seul fichier à réutiliser



Quarto: document, websites, slides

Un seul fichier à réutiliser



Quarto: document, websites, slides



Shiny for R & Shiny for Python

Un seul fichier à réutiliser



Quarto: document, websites, slides



Shiny for R & Shiny for Python



bslib

Un seul fichier à réutiliser



Quarto: document, websites, slides



Shiny for R & Shiny for Python



bslib



Rapports R Markdown



Sites web de documentation de package avec `pkgdown`

Follow along at <https://cderv.github.io/rr2025-quarto-brand-yml/> and <https://quarto.org>

Un seul fichier à réutiliser

Avec des options communes

- Respect de la specification `_brand.yml`
- Supports spécifiques
 - `brand.defaults.bootstrap` pour Quarto et Shiny
 - `brand.defaults.shiny.theme` pour Shiny

Un seul fichier à réutiliser

```
lire _brand.yml avec bslib
```

```
brand <- attr(bslib::bs_theme(), "brand")
```



Un seul fichier à réutiliser

```
lire _brand.yml avec bslib
```

```
brand <- attr(bslib::bs_theme(), "brand")
```

```
avec gt
```

```
gt_tab |>  
  gt::tab_style(  
    style = cell_fill(color = brand$color$palette$blue),  
    locations = cells_title()  
) |>  
  tab_style(  
    style = cell_text(color = brand$color$palette$purple),  
    locations = cells_stub()  
)
```

Un seul fichier à réutiliser

```
lire _brand.yml avec bslib
```

```
brand <- attr(bslib::bs_theme(), "brand")
```

```
avec ggplot2
```

```
ggplot_object +
  scale_color_manual(
    values = c("Participants" = brand$color$palette$blue),
    name = NULL
  ) +
  scale_fill_manual(
    values = c("Events" = brand$color$palette$purple),
    name = NULL
  )
```





Un seul fichier à éditer

Follow along at <https://cderv.github.io/rr2025-quarto-brand-yml/> and <https://quarto.org>





Un seul fichier à éditer

- Positron, VS Code, RStudio



Un seul fichier à éditer

- Positron, VS Code, RStudio
- brand_yml Python 

Un seul fichier à éditer

- Positron, VS Code, RStudio
- brand_yml Python 
- brand.yml R  (en projet)

En savoir plus sur brand.yml

- posit-dev.github.io/brand-yml
- posit-dev/brand-yml
- posit.co/blog/unified-branding...

Questions?

Merci!

And thanks to [Garrick Aden-Buie](#) letting me reuse part of '[Theming Made Easy: Introducing Brand YAML for Shiny](#)' examples.

