



QUASAR

BEYOND THE
FRAMEWORK

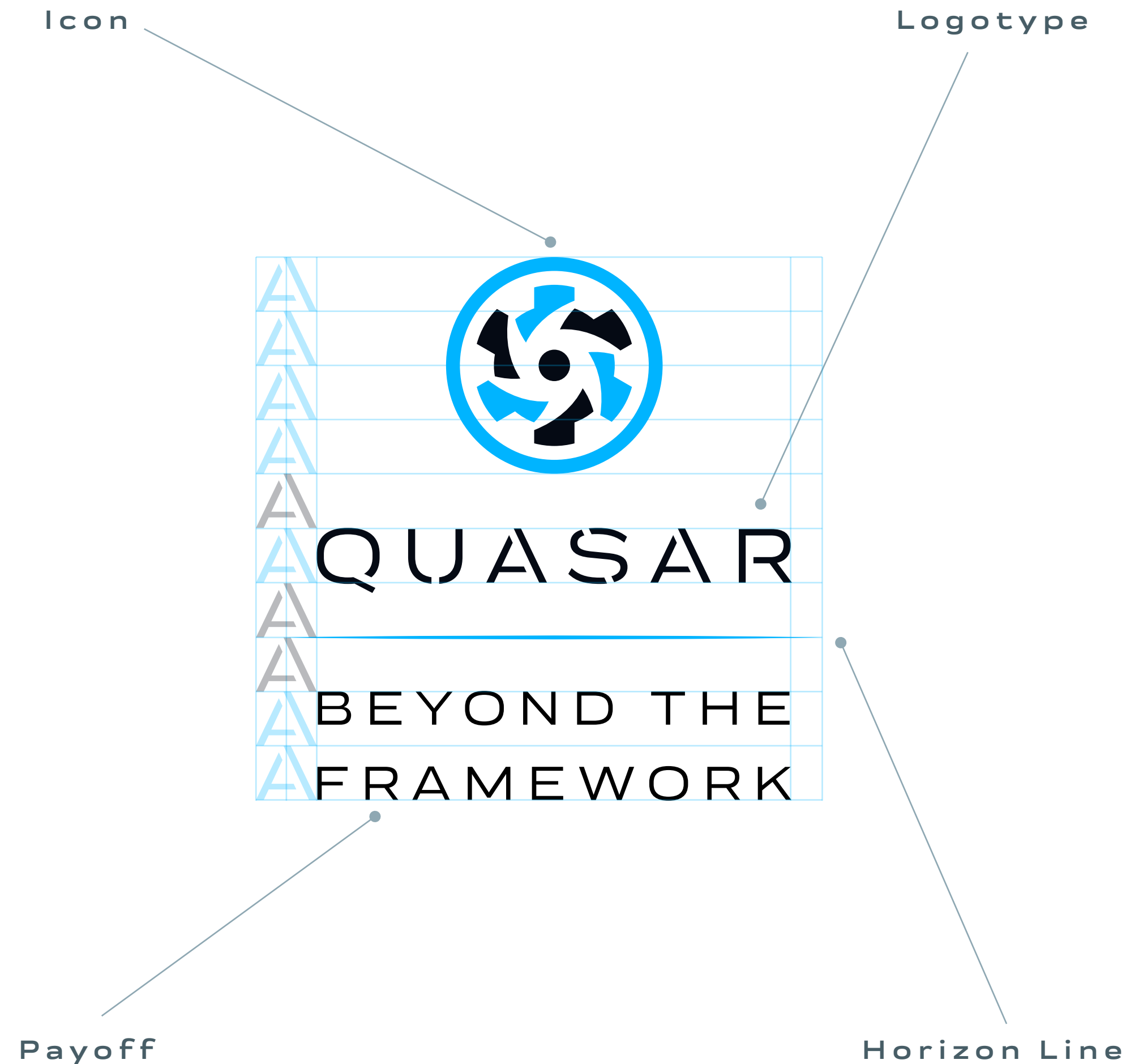
The open source multi-platform framework
based on Vue.js with an enterprise vocation

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.



HORIZONTAL LOGO

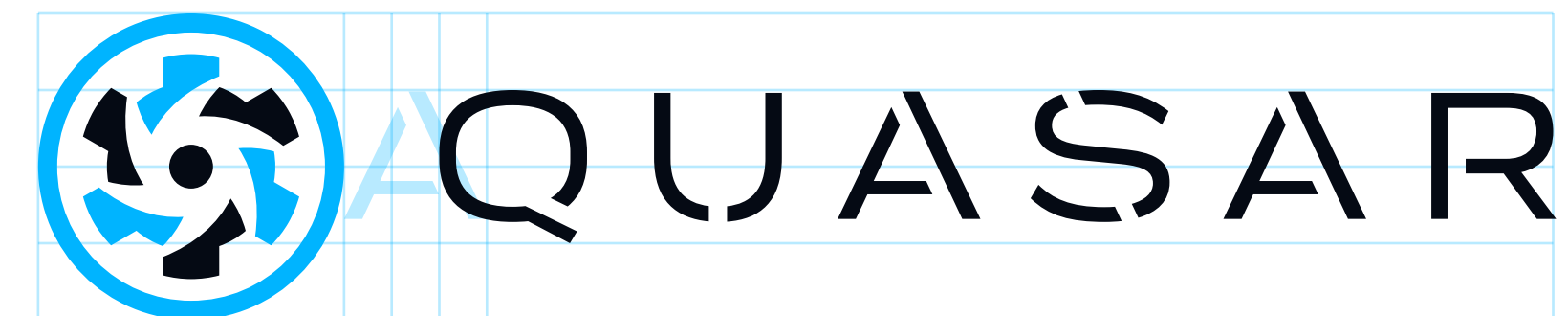
Quasar logo has a horizontal version.

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.

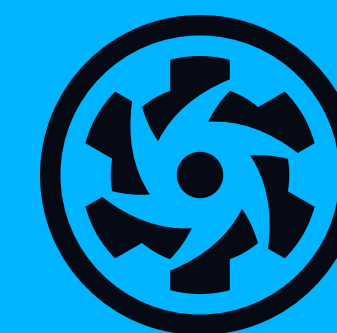
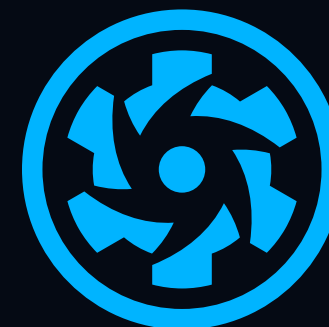


ICON

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

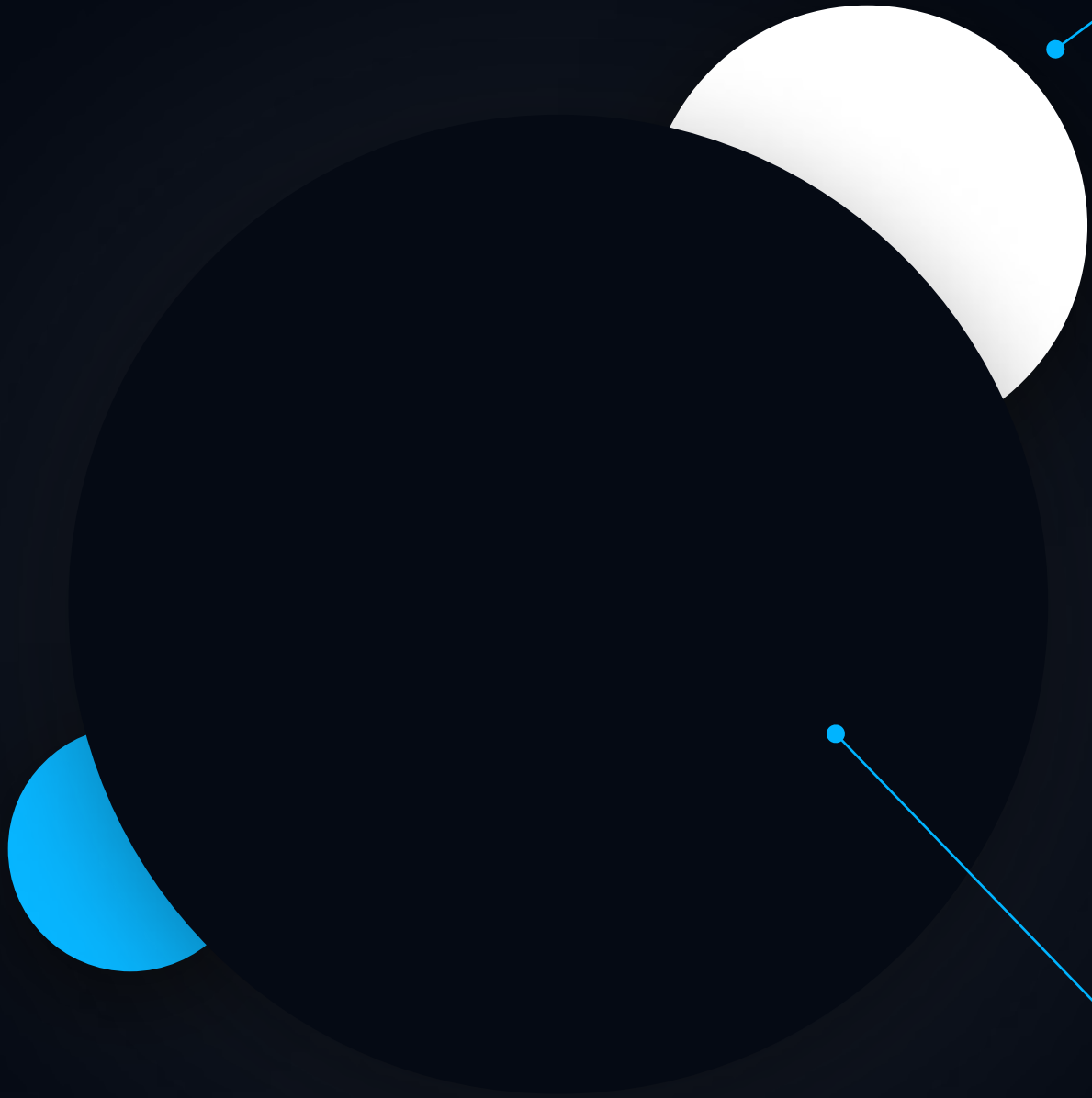
#FFFFFF
RGB 255/255/255
CMYK 0/0/0/0

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

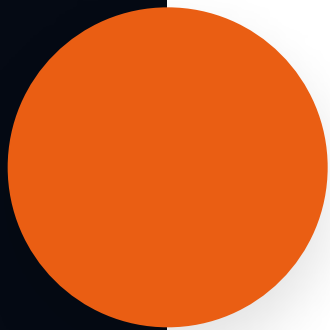
Quasar has subordinate colors that can be used in particular occasions.

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



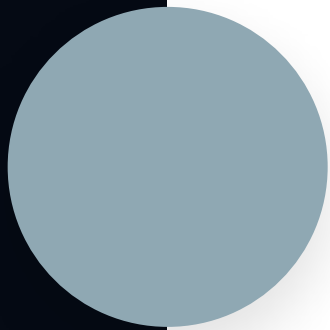
#EA5E13
RGB 234/94/19
CMYK 8/62/90/1

Void suit



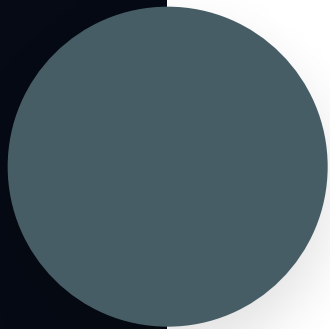
#D8E1E5
RGB 216/225/229
CMYK 15/7/5/0

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

A B C D E F G H I J K L M N O P Q R S T U V X Y Z
a b c d e f g h i j k l m n o p q r s t u v x y z
0 1 2 3 4 5 6 7 8 9

Praktika Bold Extended

A B C D E F G H I J K L M N O P Q R S T U V X Y Z
a b c d e f g h i j k l m n o p q r s t u v x y z
0 1 2 3 4 5 6 7 8 9

Montserrat Regular

A B C D E F G H I J K L M N O P Q R S T U V X Y Z
a b c d e f g h i j k l m n o p q r s t u v x y z
0 1 2 3 4 5 6 7 8 9

Montserrat SemiBold

A B C D E F G H I J K L M N O P Q R S T U V X Y Z
a b c d e f g h i j k l m n o p q r s t u v x y z
0 1 2 3 4 5 6 7 8 9

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 this logo guide have been designed by [Dreamonkey Srl](#).

The original vortex-gear icon has been designed by [Emanuele Bertoldi](#) and updated by Dreamonkey Srl.

This logo guide is available just for consulting needs and cannot be modified without Quasar and Dreamonkey Srl permission.

Quasar logo cannot be used or modified to promote any kind of unofficial Quasar-related service and/or product without Quasar and Dreamonkey Srl permission.

Quasar logo can be used accordingly to the guidelines described inside this document.
For any doubt about the correct use of Quasar brand identity contact the official team.

Quasar can request to modify or delete any wrong or unapproved logo application.



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