Quantificate – Brand Kit (v4)

Finalized kit including all logo variants, square avatars, and favicon bundle.

Primary Logo (Light Background)

Dark Background Variant

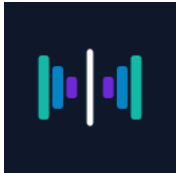## Light-on-Transparent Variant

Square Avatars

For social media, favicons, and compact use.

Light Background

Dark Background

Transparent Background

Color Palette

Ink	#0F172A	
Teal	#14B8A6	
Royal	#6D28D9	
Gold	#F59E0B	
Sky	#0284C7	
Gray	#94A3B8	
White	#FFFFFF	

Typography

Primary Wordmark: Helvetica Neue (or Helvetica/Arial fallback). Analytical Subheader: Roboto Mono (open-source). Web Body: Open Sans or IBM Plex Sans for readability.

Usage Guidelines

• Maintain clear space around the logo. • Use the dark-background variant on #0F172A or similarly dark surfaces. • Use the light-on-transparent variant for overlays on photos or gradients. • Use square avatars for favicons and profile images. • Do not alter proportions, colors, or add effects. • Ensure sufficient contrast for accessibility (WCAG AA).