

QCrash

Brand Manual

INTRODUCTION

QCrash is a mobile application that allows people to join the queues of their favourite business without having to be at the premises and get regular updates of their expected appointment time. No more long and boring hours at waiting rooms and queues.

The logo represents a both a queue, a line as one would find in a crowded business, and the “Q” letter (as a cue). The character is not closed as a regular letter of the alphabet would be as queues correspond to a continuous and unending flow of visitors. Also processes that progress never fall in a loop.

The line is built on an origami structure. Each link represents a person in the queue. Origami figures require precision and detail which is what QCrash seeks: offering its users an accurate estimate for their appointment time.

LOGO



QCrash

LOGO SYMBOL



LOGO TYPE

LOGO DISPLAY



QCrash

VERTICAL



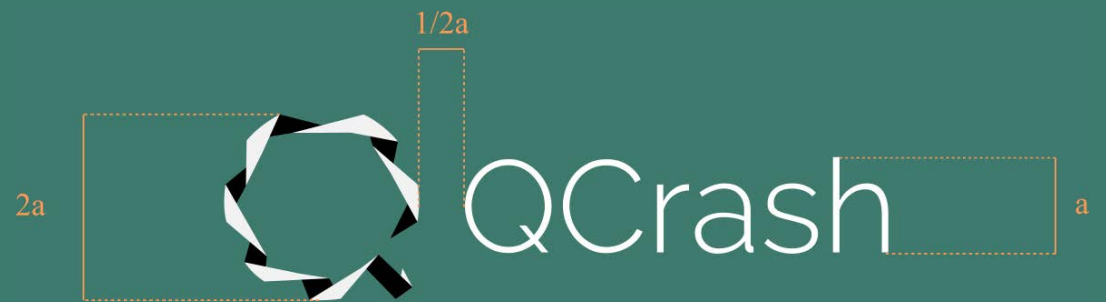
QCrash

HORIZONTAL

LOGO DIMENSIONS



VERTICAL



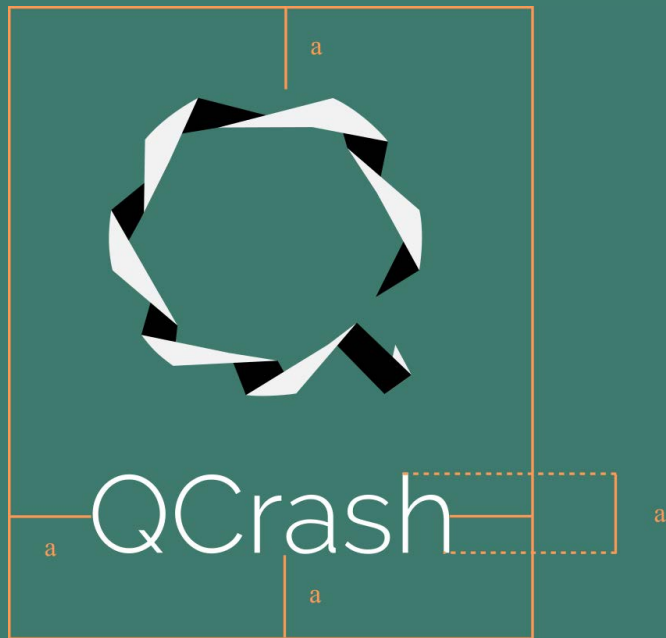
HORIZONTAL

LOGO MARGINS Recommended



1:1 ASPECT RATIO

LOGO MARGINS Alt



VERTICAL



HORIZONTAL

LOGO INVERTED



VERTICAL



HORIZONTAL

TYPOGRAPHY

Raleway

Light, 300. Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

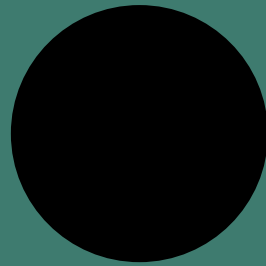
Bold, 800. Aa

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abcdefghijklmnopqrstuvwxyz
1234567890**

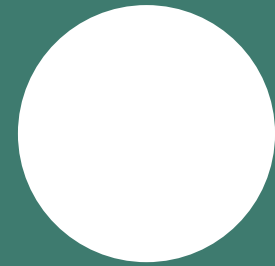
COLORS



#F2F2F2



#000000



#FFFFFF

LOGO SYMBOL

LOGO TYPE

CONTACT

Do you have any further questions ?

Send us an email to getintouch@qcrash.com and we'll happily oblige.