Brand essence



THE BRAND IDEA

Three QR anchors and a fourth anchor becoming a connected-world arrow.

WEBSITE PURPOSE

QR operating system for the physical world: dynamic QR links, static QR studio, templates, industry solutions and analytics.

WHY THE SYMBOL WORKS

Recognisable scan anchors become a moving connection, expressing the bridge between physical places and digital destinations.

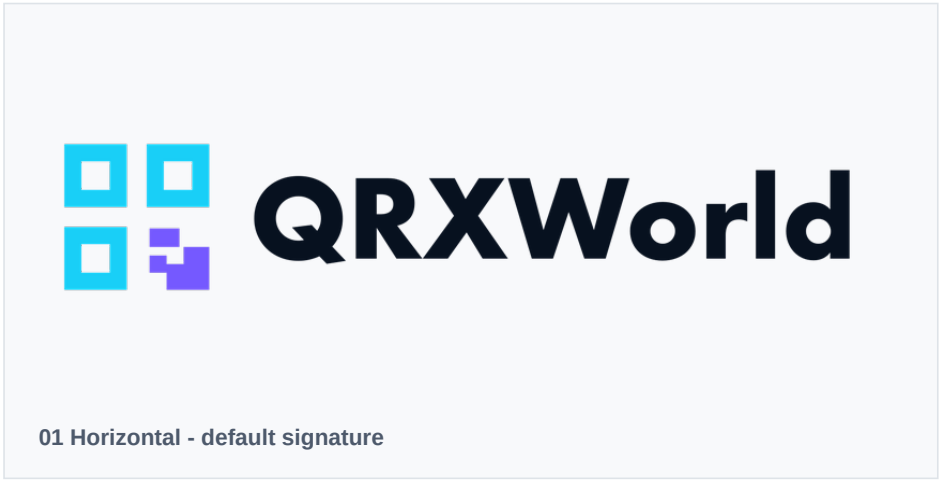
AUDIENCE

Businesses connecting physical and digital

VOICE AND CHARACTER

Connected / Versatile / Useful

Logo architecture



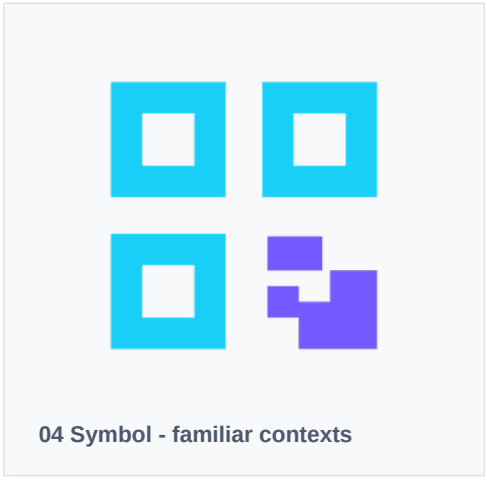
01 Horizontal - default signature



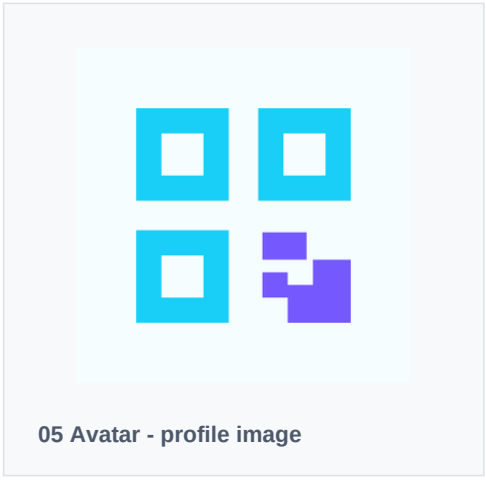
02 Stacked - compact space



03 Wordmark - text-led



04 Symbol - familiar contexts



05 Avatar - profile image



Black - one ink



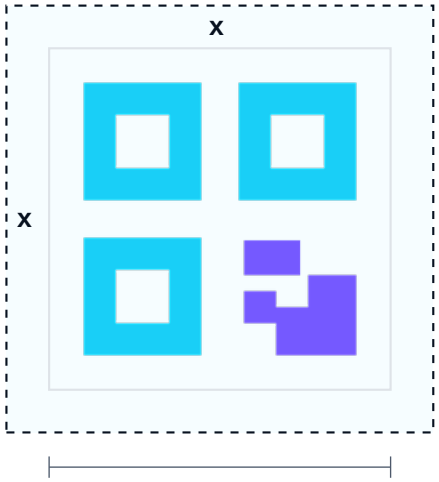
White - dark surfaces

Choose the exported lockup that fits the space. Preserve the supplied artwork, proportions and approved colour treatment.

Space and scale

CLEAR SPACE

One unit x equals 16 px on the 128 px symbol canvas. Keep one x on every side.



Safe area
160 x 160 px
x = 16 px (12.5%)
Scaled illustration

MINIMUM DIGITAL SIZES

Symbol	**32 px**
Horizontal	**189 px**
Stacked	**96 px**
Wordmark	**82 px**
Avatar	**48 px**

Values are minimum widths. Preserve the exported aspect ratio and check final legibility.

Keep proportions

Scale the complete logo uniformly. Never stretch, compress or rotate the artwork.

Use the palette

Choose an approved treatment. Do not recolour individual pieces or introduce gradients.

Keep it clean

Do not add shadows, bevels, outlines or texture to the logo itself.

Protect the space

Keep text, borders and other marks outside the clear-space boundary.

Colour and typography

Primary	Secondary	Ink	Paper	White	Black
#19CFF7	**#7559FF**	**#07111F**	**#F6FDFF**	**#FFFFFF**	**#111111**
RGB 25 / 207 / 247	RGB 117 / 89 / 255	RGB 7 / 17 / 31	RGB 246 / 253 / 255	RGB 255 / 255 / 255	RGB 17 / 17 / 17
CMYK 90 / 16 / 0 / 3	CMYK 54 / 65 / 0 / 0	CMYK 77 / 45 / 0 / 88	CMYK 4 / 1 / 0 / 0	CMYK 0 / 0 / 0 / 0	CMYK 0 / 0 / 0 / 93

CMYK values are approximate process conversions. Confirm the final colour on the intended stock and print process.

TYPOGRAPHY ROLES

Logo lettering: Futura. Exact supplied paths are outlined; the logo needs no local font.
Display: Sora. Use for headings and short brand statements.
Body: Source Sans 3. Use for paragraphs, captions and practical information.

READABLE COMBINATIONS

Ink on white: 18.9:1 contrast.
White on ink: 18.9:1 contrast.
Black on primary: 10.2:1 contrast.

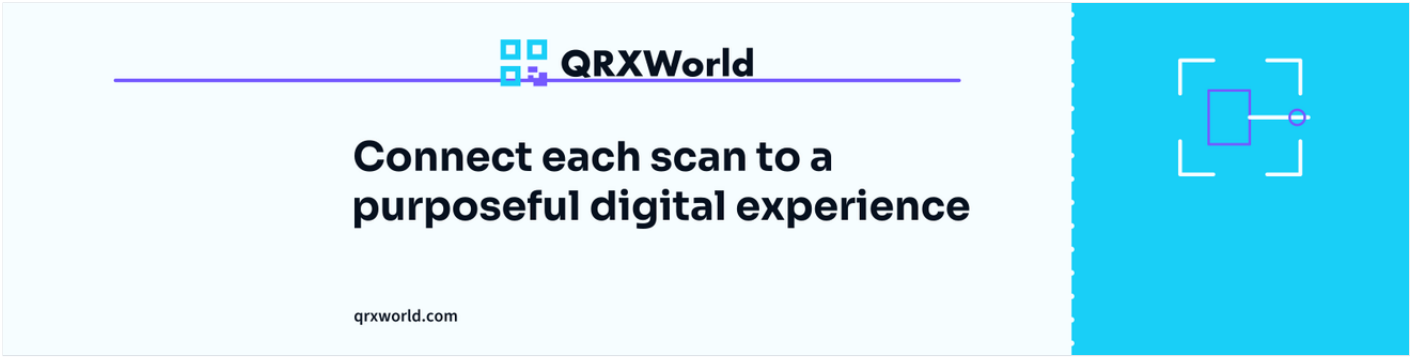
Use at least 4.5:1 for normal text. Bright accents may work best as shapes, highlights or large display elements. Test copy over patterns and photographs.

Font assignments, available files and licence/source details are recorded in fonts.json. Source-only system font files are not redistributed.

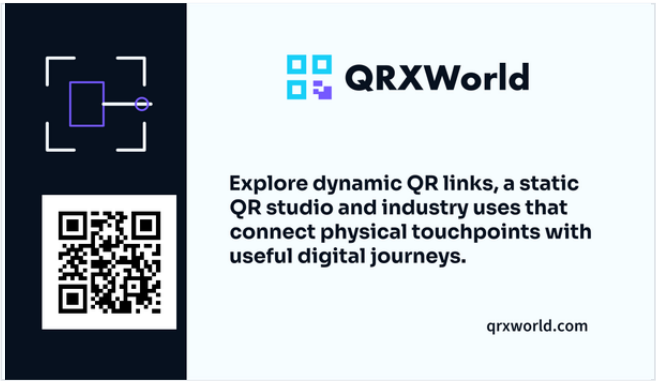
Brand in the world



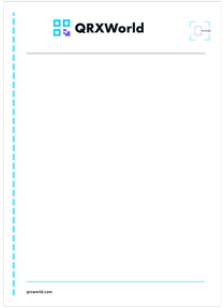
SOCIAL - SQUARE POST



SOCIAL - PROFILE COVER



PREVIEW - QR CARD BACK



A4 LETTERHEAD



SUPPORTING GRAPHICS

Open scan boundaries surround a physical label plane and connect to a digital destination. Keep patterns quiet behind copy.

COPY DIRECTION

Connect each scan to a purposeful digital experience

This kit: QR at least 20 mm including the 4-module white quiet zone. ECC Q; no logo overlay. Keep the 174 x 210 mm letterhead writing area blank. Print supplied PDFs at actual size and test the final QR.

Explore QR possibilities

qrxworld.com

Handoff and file map

THE WORKING KIT

Use the selected exports. Keep the source artwork and token file together so new material stays consistent.

Logo variants	variants/index.json
Five lockups, six approved treatments, dimensions and minimum sizes.	
Vector masters	variants/*.svg
Retain original paths for websites, layouts and scalable production.	
Digital images	variants/*.png
Use PNG at its intended pixel size; retain the supplied alpha or matte.	
Identity tokens	brand-tokens.json
Exact palette, spacing, type roles and contrast recommendations.	
Patterns	patterns/
Three supporting patterns based on this brand concept.	
Cards and letterheads	collateral/
Website-QR cards and A4 writing master. Print PDFs include 3mm bleed.	
Fonts and licences	fonts.json
Assigned font roles, available files and licence/source details.	
Motion and loading	motion/index.json
Exact-logo animations, actual timings and reduced-motion fallbacks.	
Browser and app icons	favicon-set.zip
ICO, themed PNG/SVG, opaque app icons and install-head template.	
Guidance	brand-guidelines.pdf
This six-page guide, plus HTML and Markdown companions.	

DIMENSIONS AND DELIVERY

Horizontal: 451 x 104 SVG / 1600 x 369 PNG
Stacked: 296 x 255 SVG / 1393 x 1200 PNG
Wordmark: 334 x 68 SVG / 1600 x 326 PNG
Symbol: 128 x 128 SVG / 1024 x 1024 PNG
Avatar: 512 x 512 SVG / 512 x 512 PNG
Print: cards 90 x 50 mm / letterhead A4 / 3 mm bleed.

MOTION AND LOADING

A scan boundary reads a physical label and the destination route opens.
Intro 2.74s / loop 4.44s / loader 1.46s. Loader canvas: 200 x 200 px.
Use static output for reduced motion; hide the loader when actual content is ready.

BROWSER AND APP ICONS

ICO 16 / 32 / 48 px; PNG 16 / 32 / 48 / 96 px. Apple 180; Android 192 / 512.
Optical inset: 12.5%. Opaque app tiles; central 80% maskable safe circle.
Native monochrome Safari mask supplied. Use these exports below normal logo minimums.

SOURCE NOTES AND CHOICE STATUS

User-selected identity. No website deployment was changed.