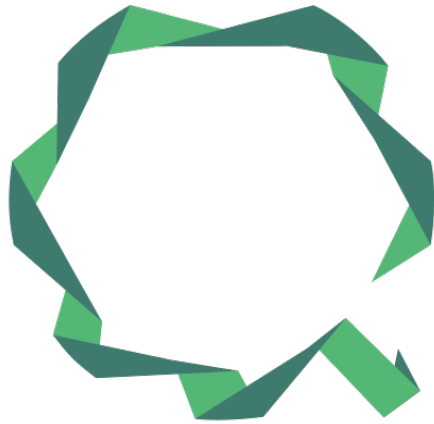# QCrash **Pro**
Brand Manual

INTRODUCTION

QCrash **Pro** is a mobile application that allows business owners and orgnisations managers digitise the queues at their operations and premises. QCrash **Pro** is the professional version of Qcrash.

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.
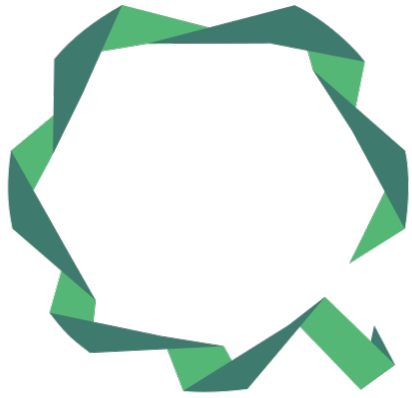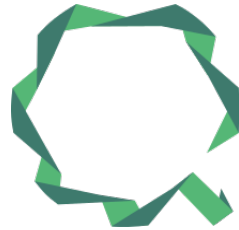
LOGO

QCrash **Pro**

LOGO SYMBOL

LOGO TYPE
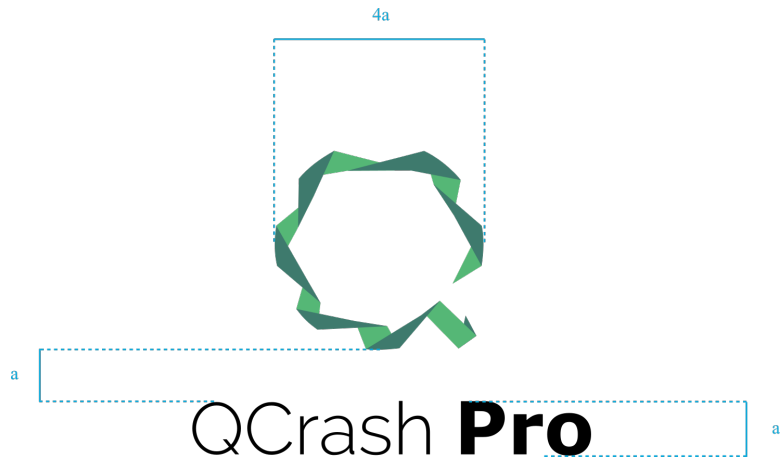
LOGO DISPLAY

QCrash **Pro**

VERTICAL

QCrash **Pro**

HORIZONTAL

LOGO DIMENSIONS

4a

a

QCrash **Pro**

a

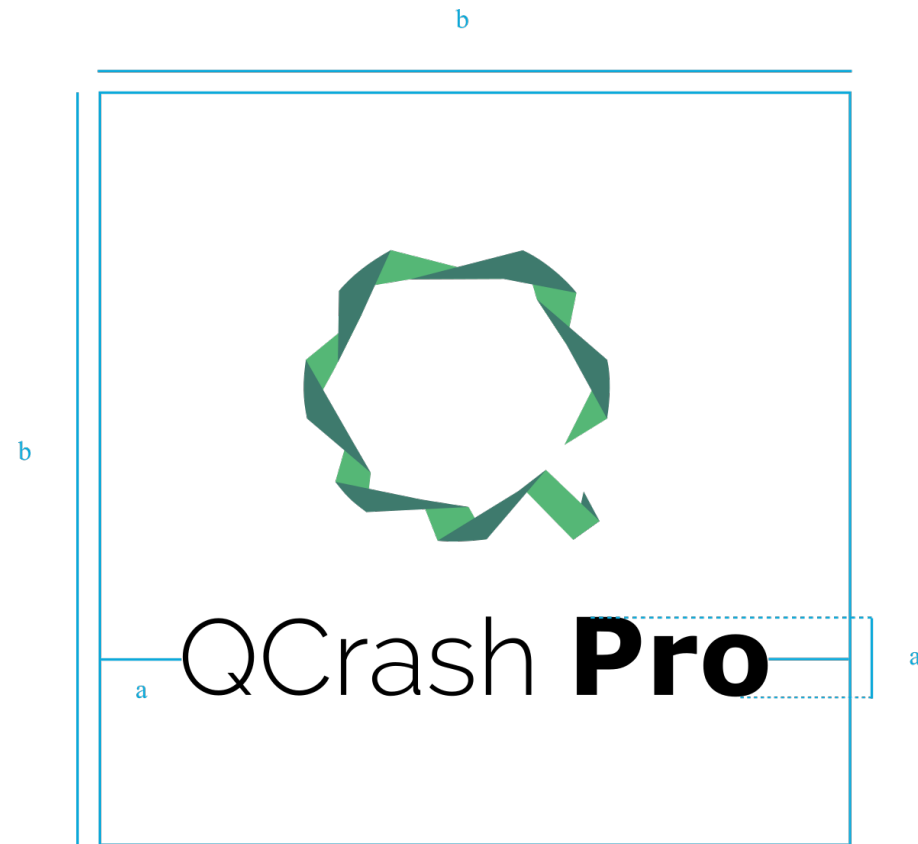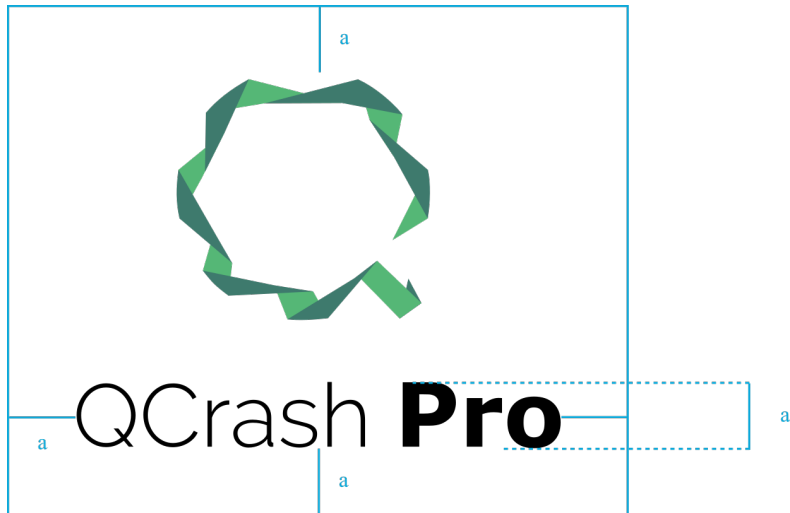1/2a

2a

QCrash **Pro**

a

VERTICAL

HORIZONTAL

LOGO MARGINS Recommended

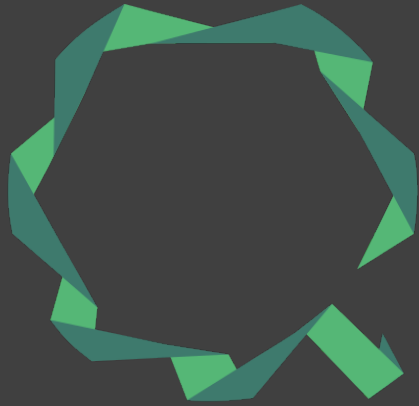1:1 ASPECT RATIO
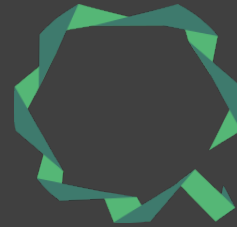
LOGO MARGINS Alt

VERTICAL

HORIZONTAL

LOGO INVERTED

QCrash **Pro**

VERTICAL

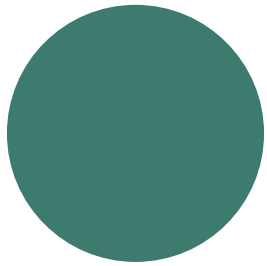QCrash **Pro**

HORIZONTAL

TYPOGRAPHY

Raleway

Light, 300. Aa

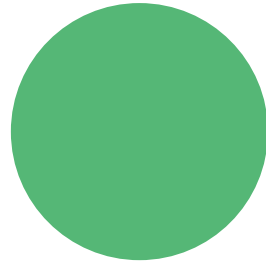ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold, 800. Aa

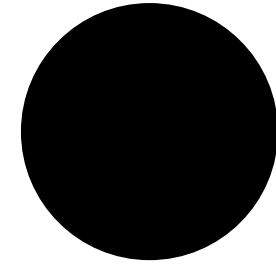**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

COLORS

#3e7a6e

#55b776

#000000

CONTACT

Do you have any further questions ?

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