



# A world worth wondering about.

Brand guidelines and working assets  
for QURI's world of curiosity.

Version 1.0  
24 October 2026



# Curiosity, with company.

QURI brings curiosity and query together: a question starts a journey, and a companion makes the next step feel inviting.

## What QURI is

A planned learning game for Telegram, built around short questions in Technology, Finance and Science. Players explore, understand an explanation and grow alongside a robot companion.

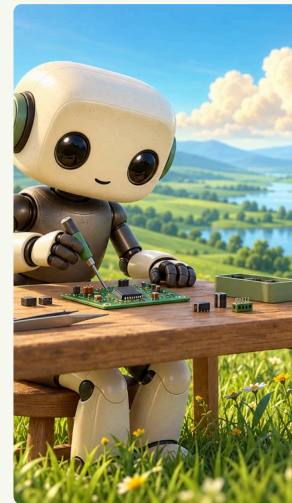
## Who it is for

Curious people who want an approachable way to learn a little, return often and see their progress. The visual world should welcome a first-time learner without talking down to them.

## The brand promise

**Make the next question  
feel worth following.**

Identity rules describe the current QURI visual system. Product, collection and economy features remain plans until separately released.



**Technology**



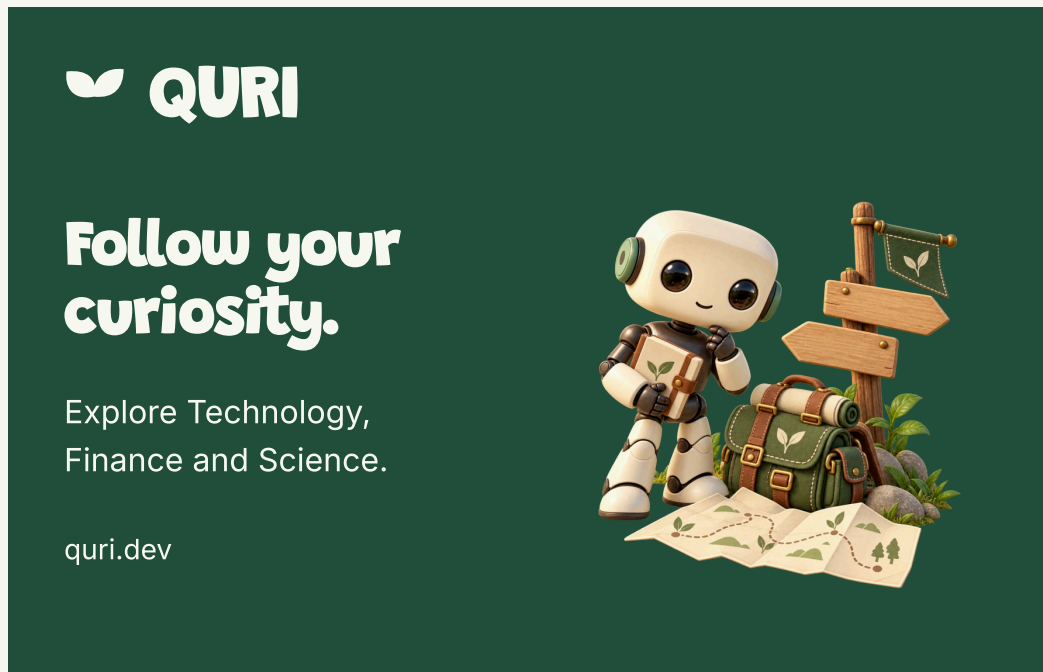
**Finance**



**Science**

# Your patient companion.

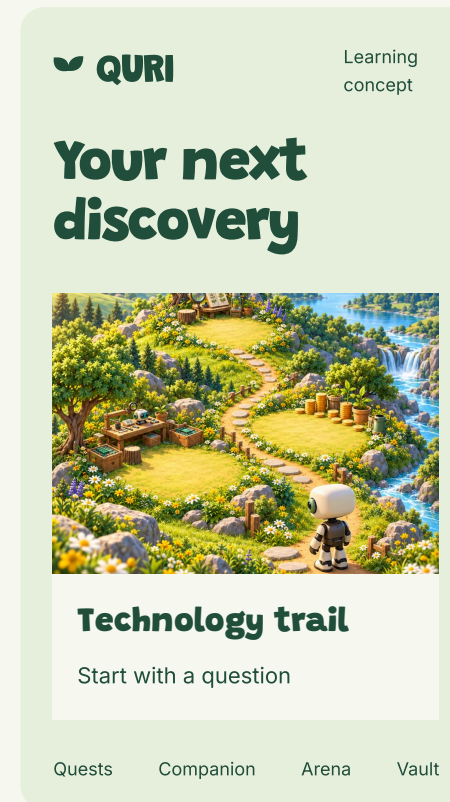
Curious, companionable, grounded and quietly playful. Carry the same personality from a public post to a small game screen.



## Social

Curious and quietly playful: invite one discovery, use one QURI image and give the message room. Keep the logo and destination clear.

These application studies show brand composition. They are illustrative layouts for future production work.



## Mobile

Companionable and grounded: show one focused task, a readable trail and quiet navigation. Keep progress truthful and future features clearly labelled.

# One leaf. One QURI.

The leaf and the rounded uppercase wordmark form the primary identity. Use the supplied outlined artwork; do not rebuild the letters.



Primary horizontal lockup / Forest on Paper



Reversed / Cream



Wordmark / supporting use



Leaf / compact identity

## Primary

Use the leaf-and-wordmark lockup for headers, covers, partner placements and introductions.

## Compact

Use the leaf when QURI is already named nearby, or when the full lockup would be too small.

## Single colour

Forest, Cream, White and Black exports are included. Keep one colour throughout each logo.

# Give the leaf room.

Treat the lockup as one piece. Protect its proportions, relationship and surrounding space.



## Clear space

Leave at least one leaf-width,  $x$ , around the outside of the complete lockup. Text, images and container edges stay outside this space.

## Recommended minimums

| Asset             | Digital     | Print      |
|-------------------|-------------|------------|
| Horizontal lockup | 100 px wide | 25 mm wide |
| Wordmark          | 72 px wide  | 18 mm wide |
| Leaf              | 20 px wide  | 5 mm wide  |

These are v1.0 usage standards for normal production. Increase the size for embroidery, low-resolution output or difficult substrates. Test the actual medium.

On a photograph: choose a quiet region with reliable contrast. Use the reversed lockup over the forest or sky treatment; move the logo when the crop changes.

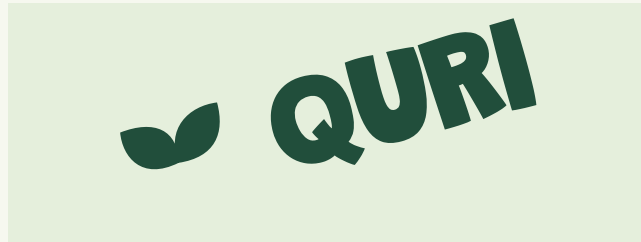
# Keep the identity intact.

Use the original exports at their natural aspect ratio. The examples below show treatments to avoid.



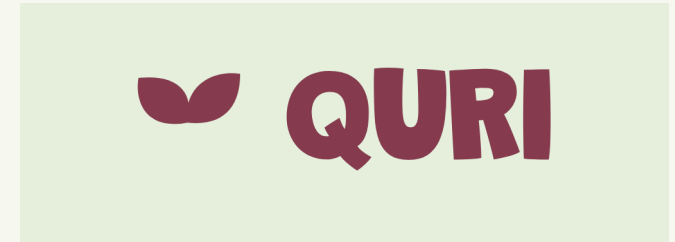
## Do not stretch.

Scale uniformly; keep the leaf and letters together.



## Do not rotate.

The standard identity stays upright.



## Do not invent logo colours.

Use one of the four supplied colourways.



## Do not lose contrast.

Cream needs a sufficiently dark ground.



## Do not substitute type.

Use the outlined wordmark, not typed letters.



## Do not add effects.

No decorative outline, glow or enclosing badge.

# Forest holds the world.

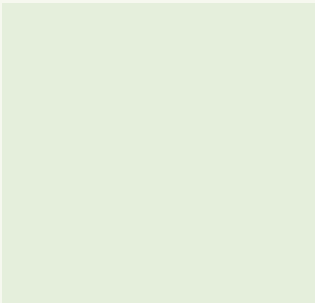
Paper gives the world space. Sage supports it; the accent and sky remain deliberate, occasional notes.



**Forest**

#214E3B  
RGB 33, 78, 59

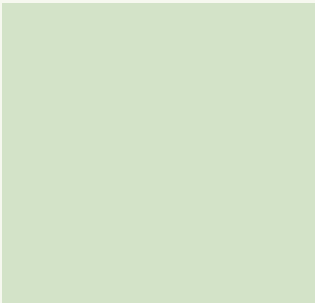
Primary ink, dark fields  
and core identity



**Paper / Cream**

#F6F8EF  
RGB 246, 248, 239

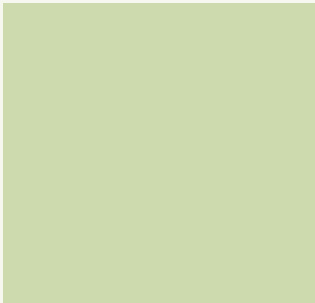
Main canvas and  
reversed text



**Soft Sage**

#E5EFDC  
RGB 229, 239, 220

Quiet surfaces and  
interface groups



**Canopy / Sage**

#D3E3C8  
RGB 211, 227, 200

Secondary section  
fields



**Leaf Accent /  
Leaf**

#CCDAAD  
RGB 204, 218, 173

Selected moments and  
soft calls to action

**Sky**

#2E7696  
RGB 46, 118, 150

Scene atmosphere and  
focus affordance

Supporting text: Muted Green #4E6659. Utility: White #FFFFFF, Black #000000. Neither replaces Forest as the default brand ink. Token aliases: Cream = Paper; Sage = Canopy; Leaf = Leaf Accent.

Colour distribution: let Paper or Forest dominate each composition. Use one supporting field at a time. Avoid turning each game feature into a separate colour system.

Print: HEX/RGB are the master digital values. Derive CMYK using the printer's ICC profile and approve a physical proof; no Pantone match is specified.

# Readability is part of the look.

Use measured pairs for information. A beautiful field is not automatically a readable text surface.

|           |                                        |        |
|-----------|----------------------------------------|--------|
| <b>Aa</b> | Forest / Paper<br>AAA normal text      | 8.83:1 |
| <b>Aa</b> | Forest / Soft Sage<br>AAA normal text  | 7.99:1 |
| <b>Aa</b> | Forest / Leaf Accent<br>AA normal text | 6.40:1 |
| <b>Aa</b> | White / Sky<br>AA normal text          | 5.06:1 |
| <b>Aa</b> | Sky / Paper<br>AA normal text          | 4.72:1 |
| <b>Aa</b> | Muted Green / Paper<br>AA normal text  | 5.82:1 |

## For text and controls

Target at least 4.5:1 for normal text and 3:1 for large text. Use at least 3:1 for essential control boundaries and focus indicators against adjacent colours.

## Never rely on colour alone

Pair success, incorrect answers, selection and disabled states with a label, icon or structural change. Keep keyboard focus visible and separate from hover.

**Aa**

**Avoid White on Leaf Accent**  
1.48:1. Use Forest instead. Soft Sage on Paper is only 1.11:1 and cannot carry essential boundaries alone.

Ratios use the WCAG relative-luminance formula for solid sRGB colours. Re-measure over images and transparency. Reference: [W3C text contrast](#) and [non-text contrast](#).

# A warm voice, a clear explanation.

Grandstander carries personality. Inter carries meaning. Limit the system to these two active families.

**Follow your  
curiosity.**

Grandstander / Black 900  
Display, headings and the QURI identity

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj**  
**0123456789 ? ! &**

A question is  
a good place to start.

Inter / Regular 400 and Medium 500  
Body, navigation, buttons, labels and explanations

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
0123456789 ? ! &

Source files: the supplied WOFF2 subsets are the exact active production fonts. Include their OFL licences when redistributing font files.  
Outlined logo SVGs do not require a font installation.

# Let the words breathe.

Use a decisive display scale and a calm reading size. Keep headlines concise enough to fit two lines.

| Role             | Public website reference    | Behaviour                                   |
|------------------|-----------------------------|---------------------------------------------|
| Display / H1     | Grandstander 900 · 46–100px | Line-height 0.98; tracking–0.045em          |
| Section / H2     | Grandstander 900 · 34–56px  | Line-height 1.05; tracking–0.035em          |
| Subheading / H3  | Grandstander 900 · 24–28px  | Line-height 1.1; tracking–0.025em           |
| Body             | Inter 400 · 16–18px         | Line-height 1.55–1.6; measure 55ch          |
| Actions          | Inter 500 · 18px            | Plain labels; stable target size            |
| Supporting notes | Inter 400 · 14px minimum    | Supporting content, never the only key fact |

## English and Vietnamese

Load both the Latin and Vietnamese subsets. Preserve diacritics, allow taller line boxes and test real translated labels before release.

Tò mò mở ra những câu hỏi mới.  
Cùng QURI khám phá mỗi ngày.

## Editorial discipline

Prefer sentence case. Avoid all-caps paragraphs, decorative monospace, tightly tracked body copy and manual line breaks that fail on phones. Use tabular numerals for an updating clock.

The Home hero’s uppercase heading and rounded navigation are retained signature treatments. They are not a rule for every paragraph or panel.

# Recognisable before it moves.

Keep the robot consistent across a card, a scene, a seal reveal and a small Telegram screen.



## The recognisable features

- A soft cream shell with warm, believable material.
- Large dark, glossy eyes and a small friendly mouth.
- Sage-green circular ear pieces.
- Small articulated body and rounded proportions.
- Quiet curiosity rather than exaggerated performance.

## The role

QURI is a learning companion: attentive, patient and ready to discover. Show it reading, observing, preparing or exploring with objects that have a reason to be there.

## Protect the identity

Keep the head, eye placement, materials and scale consistent. Do not replace the mascot with a generic robot, human character, neon machine or an invented premium identity.

# A physical world for ideas.

Soft daylight, meadow greens and tactile objects make the game world feel welcoming and coherent.



## Materials and light

Use cream enamel, wood, canvas, paper, brushed metal and small plants. Keep one soft daylight direction and restrained, grounded shading.

## Composition

One main subject, a simple silhouette and useful breathing room. Props must read at phone size and support a question, discovery or companion action.

## Transparent artwork

Use true alpha and place cutouts directly on Paper, Sage or Forest. Avoid baked rectangles, bright fringes, hard pasted edges and mismatched light.

## Avoid

Neon gradients, generic plastic icons, unrelated fantasy props and clutter near faces. Keep interface labels as real text.

Use the supplied production assets first. New artwork should reference the canonical QURI and the existing material/light palette, then be reviewed beside them at phone size.

# Objects tell the story.

Keep supporting artwork specific to learning and discovery. Use simple icons for actions, not as a substitute for the world.



## Discoveries

Seals, plants and study objects recognise learning.



## Collection

Cards and folios suggest companions and progress.



## Resources

Use the existing material family; avoid money imagery.

## Action icons

Use the supplied production SVG action family at its native size, with approximately 1.5–2px visible strokes. Preserve filled play icons and the supplied path weights. Keep arrow, pause/play, close and menu forms consistent. Decorative icons are hidden from assistive technology.

## Meaning before decoration

Give an icon-only control an accessible name and at least 44×44px target. Pair unfamiliar game symbols with words. Do not place every icon in a tinted square.

# Room for every discovery.

Build public pages as generous story chapters. Build the mini app around a focused action and a clear game state.

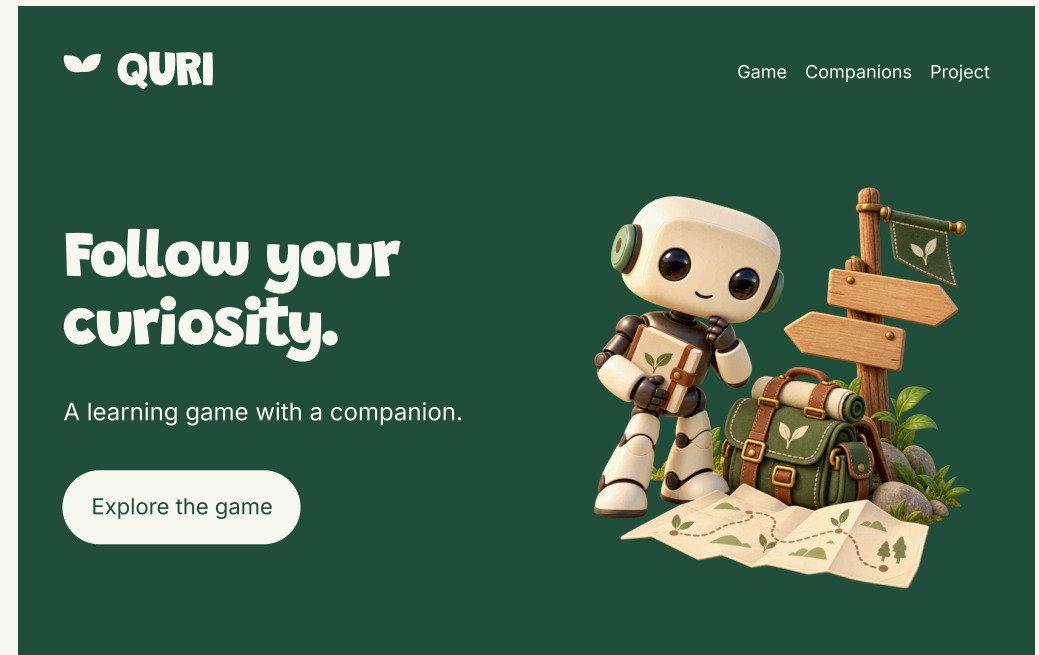
## Public website

- A 1344px content frame with 20–48px side gutters.
- A clear headline, one supporting thought and an obvious next action.
- Large, purposeful artwork and varied section compositions.
- Open lists and field notes instead of cards nested inside cards.

## Mobile

- Recompose and stack; do not squeeze a desktop spread.
- Keep headings within two lines and primary actions reachable.
- Use natural document flow and 44px minimum touch targets.
- Support safe areas, keyboard focus and meaningful reading order.

The public header changes to its mobile menu at 820px. The Telegram product is mobile first; do not copy a desktop site's full navigation into its game frame.



### Layout reference

The same clear hierarchy must survive a narrower crop.

# Simple controls. Honest feedback.

The world can be expressive while the controls remain direct, readable and predictable.

## Public actions



[Read the project details](#)

Public body buttons use a Forest fill with Paper text, Inter Medium, a 52px minimum height and a 4px radius. Text links are underlined and have a 44px target. The Home header/hero retains its rounded signature actions. Its navigation alone may use `rgba(50,85,62,0.78)`, or 0.86 on paper pages, with 12px backdrop blur. Keep body panels opaque.

## Focus, hover and press

Show a visible 3px focus outline with breathing room. Use a small hover lift and restrained press response. Never make hover the only way to discover an action.

## Game feedback

### A useful next question

That answer is not quite right. Read the explanation, then try another discovery.

[Read the explanation](#)

Explain what happened and what to do next. Pair earned seals with a readable name. Keep loading, empty, error and disabled states explicit; never show a fake success.

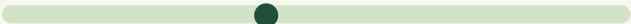
## No pretend product

A planned feature must be named as planned. Do not draw a working wallet, marketplace or payment result unless that experience actually exists.

# Alive, without the wobble.

Motion should reveal attention and reward a real event. The robot's identity and the scene's registration remain stable.



0s  3s

Production sprite loop: 72 frames · 24 fps · 3000 ms

Public entrances use the existing ease-out curve cubic-bezier(0.16,1,0.3,1). Small control feedback is around 180–200ms; content entrances are 560–1000ms. These are references, not a requirement to animate every block.

## Registered local motion

Keep the approved base fixed. Animate selected details using the supplied atlas and manifest coordinates. These are patch atlases, not full-frame poses: use the matching renderer and base.

## A motion hierarchy

Idle motion stays subtle. Tie each seal or reward reveal to an earned event, then settle into a readable state. Do not loop celebrations over the task.

## Playback and access

Respect reduced motion and offer a quiet pause control. Stop artwork offscreen, while the document is hidden or its screen is inactive. Clean up on unmount.

## Avoid

No whole-image wiggles, repeated scaling, flashing or visible loop resets. The paused composition must still look finished.

# Invite. Explain. Encourage.

Speak like a patient companion. Name the action, show the learning and leave unsupported promises out.

## Use

"Explore technology, finance and science."

"Read the explanation, then keep exploring."

"A planned collection of ten companions."

"Your next question is waiting."

## Avoid

"Unlock unlimited knowledge instantly."

"Wrong! You failed this challenge."

"Buy a guaranteed income-generating genius."

"Everyone is earning. Don't miss out."

## Website

Say what QURI is early. Use short headlines, concrete descriptions and one primary action per view.

## Game and Telegram

Keep instructions brief, explanations useful and error recovery clear. Celebrate effort without invented rankings or opponents.

## Social and partners

Use a simple subject-specific message, one QURI visual and the supplied logo. Name concepts as plans; do not imply a live product or financial return.

Reward points, intelligence, energy and seals describe game systems. Do not present them as measured human IQ, guaranteed earnings, investment returns or proof of AI training.

# Use the files. Keep the system.

A recognisable QURI comes from consistent source artwork, readable information and an honest story.

## Inside this package

|         |                                                                             |
|---------|-----------------------------------------------------------------------------|
| Guide   | PDF for sharing; HTML and Markdown for editing and offline reference.       |
| Logos   | Outlined SVG masters and transparent PNG exports in four colourways.        |
| Fonts   | Active Latin and Vietnamese WOFF2 subsets with their original OFL licences. |
| Artwork | Selected original production mascot, subject scenes and supporting objects. |
| Motion  | Selected exact atlases, matching metadata and a reference playback example. |
| Tokens  | Colour and typography values in CSS/JSON; file manifest and checksums.      |

## Before publishing

- Use the correct logo colourway and clear space.
- Verify contrast over the final background or crop.
- Load both language subsets where needed.
- Check real copy at phone and desktop sizes.
- Keep QURI's face, materials and silhouette consistent.
- Test keyboard, touch, pause and reduced motion.
- Label unreleased features as planned.
- Confirm the intended action actually works.

## Governance

The project owner maintains the master files and approves changes to the identity. Update the version and change note when those masters change. Keep dated campaign details outside this evergreen guide.

Version 1.0 · 24 October 2026 · [quri.dev](#)  
Font licences accompany their files. Brand assets identify QURI; this package does not grant a separate trademark licence.