



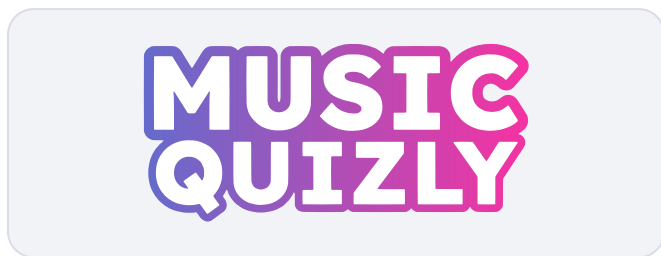
Brand guidelines

June 2026

Logo and icon

Music Quizly is a white mark on a blue-to-pink gradient. Use the logo when the full name fits, and the M icon when it does not.

Logo



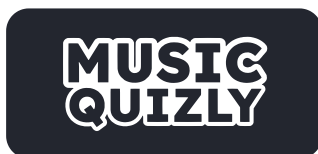
Primary logo. Use wherever the full name fits, on any light or dark background. Minimum width: 120 px on screen, 30 mm in print.

App icon



App icon. Use for app icons, favicons, avatars and any space too small for the full logo (under 120 px wide). Minimum size: 16 px.

One-colour versions



Black and white. Use only when a single colour is required, such as one-colour print or engraving. Black goes on light backgrounds and white on dark ones.

Colour



Quizly Blue
#656BCB
101, 107, 203



Midpoint
#AE4EB6
174, 78, 182



Quizly Pink
#F732A1
247, 50, 161



White
#FFFFFF
255, 255, 255

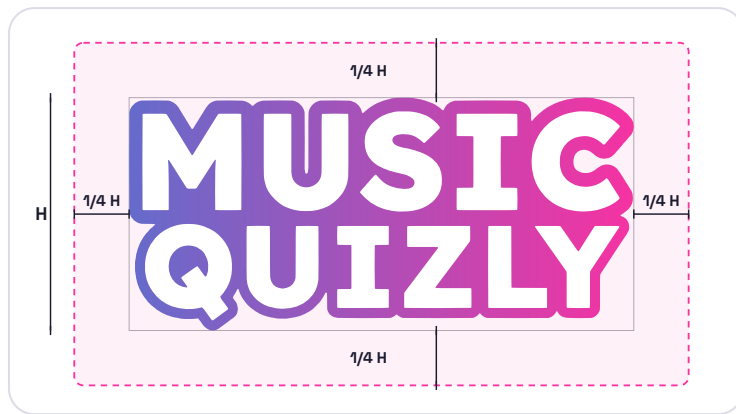


Night
#1B1B2F
27, 27, 47

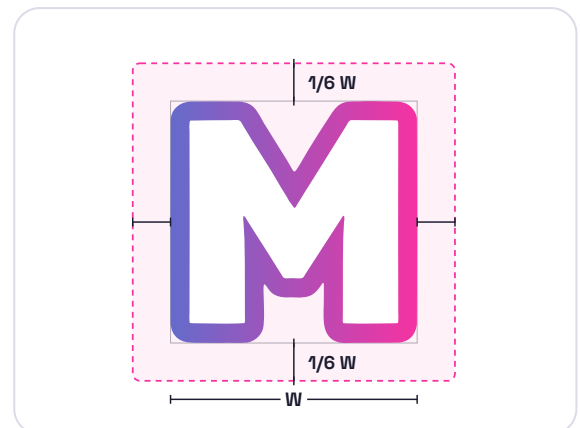
Brand gradient. Runs left to right from Quizly Blue to Quizly Pink, with no other colours in between. Never reverse it.

Text on colour. White text meets accessibility contrast on Quizly Blue and the Midpoint, but not on Quizly Pink, so use Night text on pink. Use the Midpoint where a gradient is not possible, such as one-colour print.

Using the marks



Logo clear space. Keep at least $\frac{1}{4}$ of the logo's height (H) free on every side.



Icon clear space. Keep at least $\frac{1}{6}$ of the icon's width (W) free on every side.

Asset	Minimum size
Logo	120 px wide on screen, 30 mm wide in print
Icon	16 px (favicon); 32 px when other content is nearby

Do and don't

DO Use on light backgrounds

DO Use on dark backgrounds

DO Use the icon when space is small

DON'T Stretch, skew or rotate

DON'T Flatten or recolour the gradient

DON'T Reverse the gradient

DON'T Place on blue, purple or pink backgrounds

DON'T Add shadows, glows or bevels

With background



Ready-made versions for app icons, store listings and profile images. Use them as supplied; the background is part of the file. The icon is a plain square, as phones and app stores round the corners themselves.

Typeface

Aa Aa

Lexend · titles and headings

Space Grotesk · body text

Both fonts are free from Google Fonts. Where they are not available, use the default sans-serif font. The logo is artwork, not a typeface, so always use the supplied files.

Logo files. Always use the supplied files. Never redraw or retype the logo or icon.