



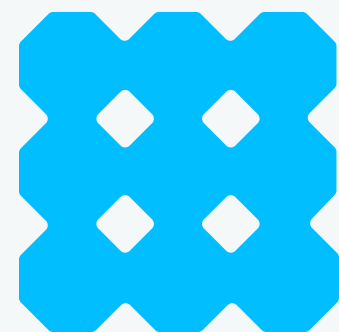
Landscape



Landscape



Brand Guidelines



Content

01 Logo

02 Color Palette

03 Typography

04 Iconography

05 Illustration

06 Photography

07 Cody

08 Brand in usage

Logo

Our logo embodies our brand's identity, reflecting trust, timelessness, and professional grade QR Code solution.

The Bitly logo will always be locked up in the QR CG by Bitly logo.

[Download Resources](#) →



Variations

Here are several variations of our primary logo lockup designed for different canvas sizes. When working with smaller dimensions, it's best to opt for the logomark version to ensure clarity and visibility.

LOGO VARIATIONS BY SPACE DIMENSIONS

*The Bitly Logomark & QR CG logo combined is only used when there is enough space and visibility.

Large



Medium

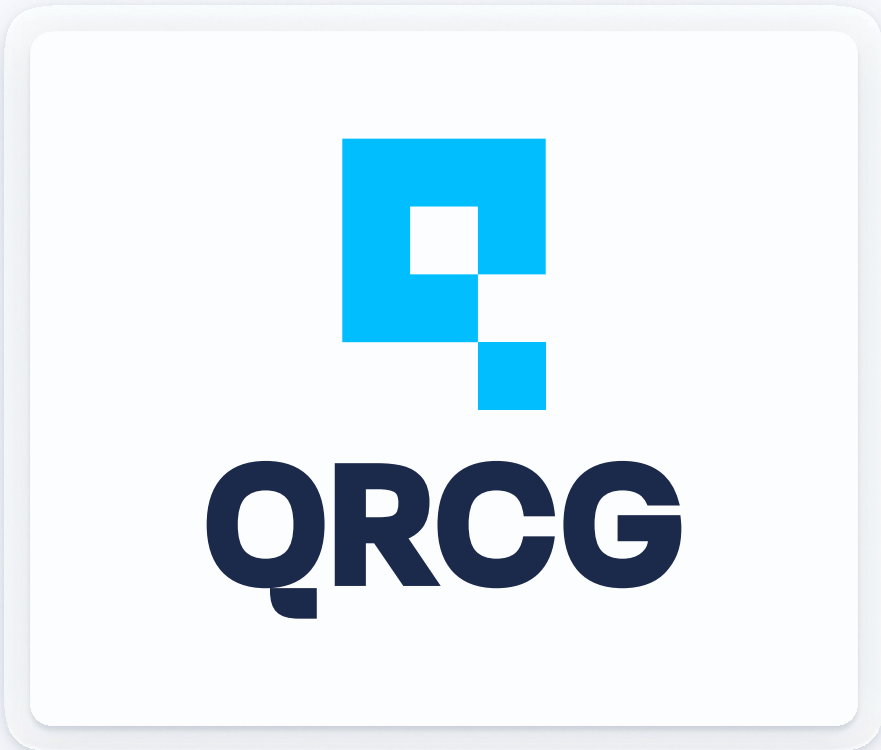


LOGO VARIATIONS BY ORIENTATION

Landscape



Portrait



Safety Area

The minimum safety area surrounding the logo is crucial for maintaining its visual integrity.

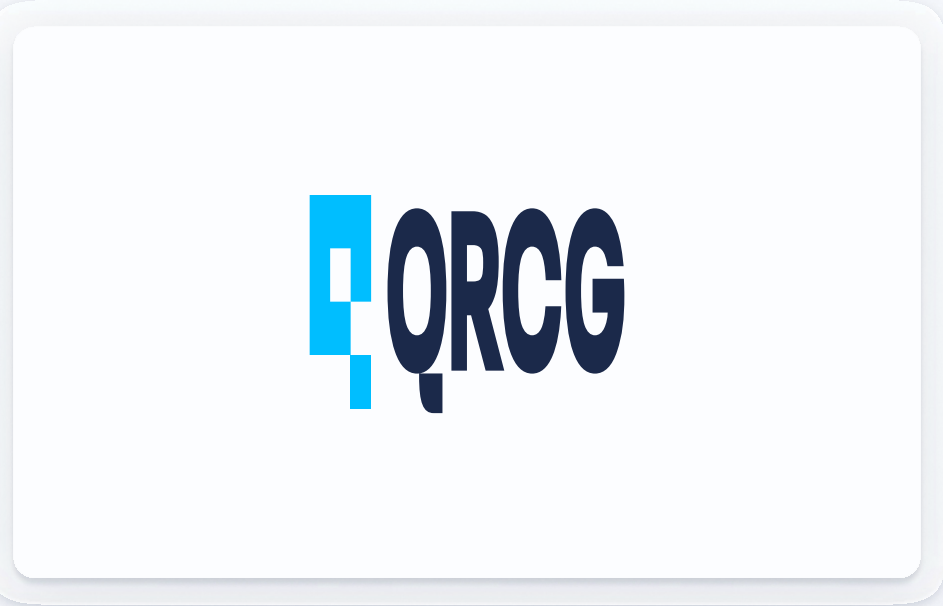
Ensure that the logomark is used as a reference point for spacing, providing ample room around it to prevent any visual clutter. This area should be free of any text or graphic elements to allow the logo to stand out effectively. By adhering to these guidelines, we can ensure that the logo remains prominent and easily recognizable in all applications.





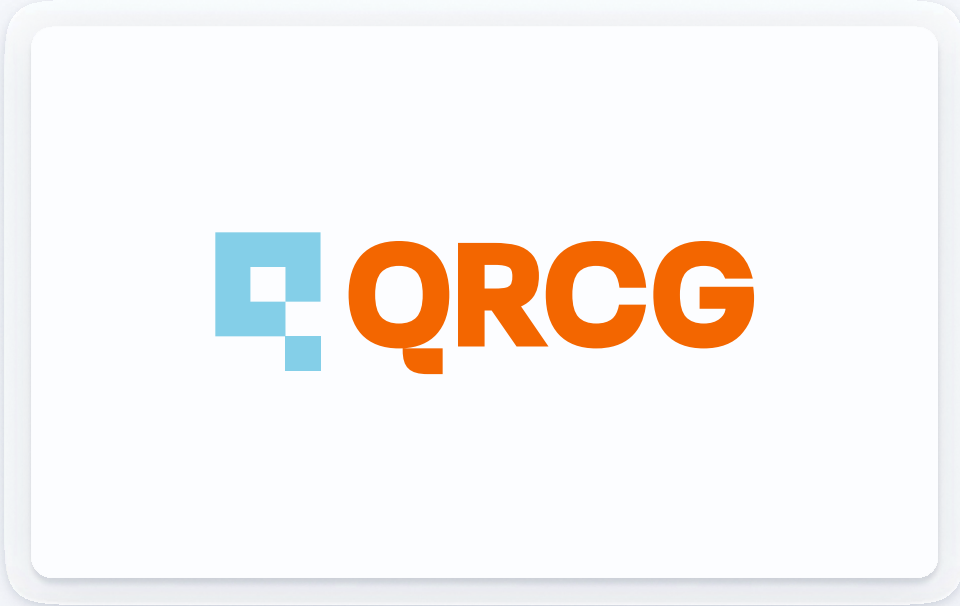
Dos & Don'ts



The minimum safety area surrounding the logo is crucial for maintaining its visual integrity.

Ensure that the logomark is used as a reference point for spacing, providing ample room around it to prevent any visual clutter. This area should be free of any text or graphic elements to allow the logo to stand out effectively. By adhering to these guidelines, we can ensure that the logo remains prominent and easily recognizable in all applications.





-  DO always scale proportionally.
-  DO NOT warp the logo in any way.




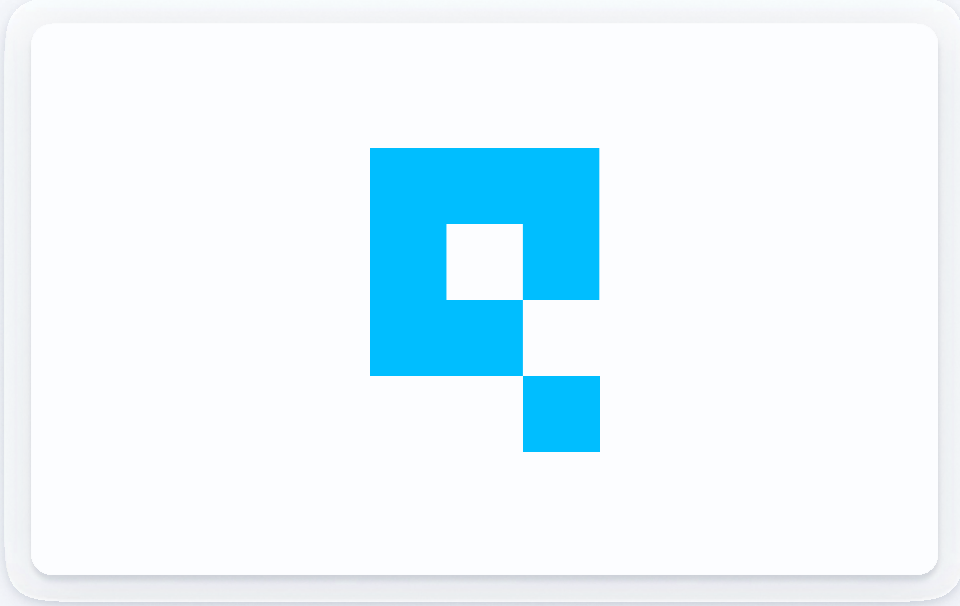
-  DO use approved colors.
-  DO NOT change colors.





-  DO make sure the logo is visible.
-  DO NOT have low contrast background/foreground colors





-  Do place the logo in a quiet area
-  DO NOT use in busy backgrounds



-  Use the Glyph together with the wordmark
-  DO NOT use the glyph alone



-  Do use the original files as provided.
-  Don't redraw the logo or create your own version.

Logo Versions

The QRCG logo is versatile and can be displayed on any of our primary brand colors and their various shades. We prioritize brand visibility, so it's essential to utilize our two-tone logo consistently across all platforms and materials. While there may be instances where the glyph color is adjusted for specific contexts, please ensure that the wordmark remains in either Navy or Base to maintain brand integrity.

APPROVED LOGO USAGES ON BACKGROUND COLOR



BW Logo On Surface



Color Logo On Surface



White Logo On Brand



Color Logo On Secodary

COMBINED WITH BITLY LOGO



Color Palette

Whether we lean towards dark or light shades, pale or vibrant hues, our self-expression knows no bounds. Our Primary Blue serves as our go-to mood, offering a sense of calm and fostering trust.

However, when we want to add a playful twist, our accent colors steal the spotlight. The beauty lies in the flexibility and freedom to select these colors, so make your choices thoughtfully.

Action Blue plays a crucial role in the product experience, guiding users' focus to where their attention is most needed.

QRCG Blue
#00BFFF

Secondary Navy
#1B294B

Base
#FDFEFF

Bitly Orange
#F36600

Accent Turquoise
#08E8DE

Accent Forest Green
#52C593

Accent Banana Yellow
#FFDC7C

Accent Cotton Candy
#FD64A3

Accent Begonia
#FA6E79

Accent Purple
#9668C1

Action Blue
#1974D2

Color Contrast

Our visual identity relies heavily on smart color choices that bring illustrations to life and make important info pop for users. We should aim for a contrast ratio of at least 4.5:1 for regular text and 3:1 for larger text. This rule applies not just to the text but also to other elements that need to grab attention, helping us keep our designs accessible and welcoming for everyone.

| | | |
|--|---|---|
| <div>Primary Blue</div> <div>✓ 6.75:1</div> <div>Large Copy</div> <div>Body Copy</div> | <div>Secondary Navy</div> <div>✓ 14.19:1</div> <div>Large Copy</div> <div>Body Copy</div> | <div>Background Primary</div> <div>✓ 13.44:1</div> <div>Large Copy</div> <div>Body Copy</div> |
| <div>Turquoise</div> <div>✓ 9.29:1</div> <div>Large Copy</div> <div>Body Copy</div> | <div>Forest Green</div> <div>✓ 6.66:1</div> <div>Large Copy</div> <div>Body Copy</div> | <div>Banana Yellow</div> <div>✓ 10.77:1</div> <div>Large Copy</div> <div>Body Copy</div> |
| <div>Cotton Candy</div> <div>✓ 5.14:1</div> <div>Large Copy</div> <div>Body Copy</div> | <div>Begonia</div> <div>✓ 5.17:1</div> <div>Large Copy</div> <div>Body Copy</div> | <div>Purple</div> <div>✓ 7.82:1</div> <div>Large Copy</div> <div>Body Copy</div> |

Promo Gradients

Incorporating gradient colors can significantly enhance the depth and visual appeal of a design. They are particularly effective in promotional materials, making them stand out and catch the viewer's attention. However, it's important to use gradients sparingly to avoid overwhelming the overall composition or goal.

Large Copy

Body Copy

#D8F5FF

#6BD9FF

Large Copy

Body Copy

#B891E0

#FFBCD9

Typography

Our typography is designed to enhance readability and brand recognition.

By repurposing the Bitly Displaay Standard typeface, we ensure that our text not only communicates effectively but also aligns seamlessly with the Bitly brand identity. This approach allows us to maintain a cohesive visual language across all platforms, making our content more engaging and memorable.

The careful selection of font sizes and styles further enhances the user experience, creating a harmonious balance between aesthetics and functionality.

Bitly Displaay
Standard

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

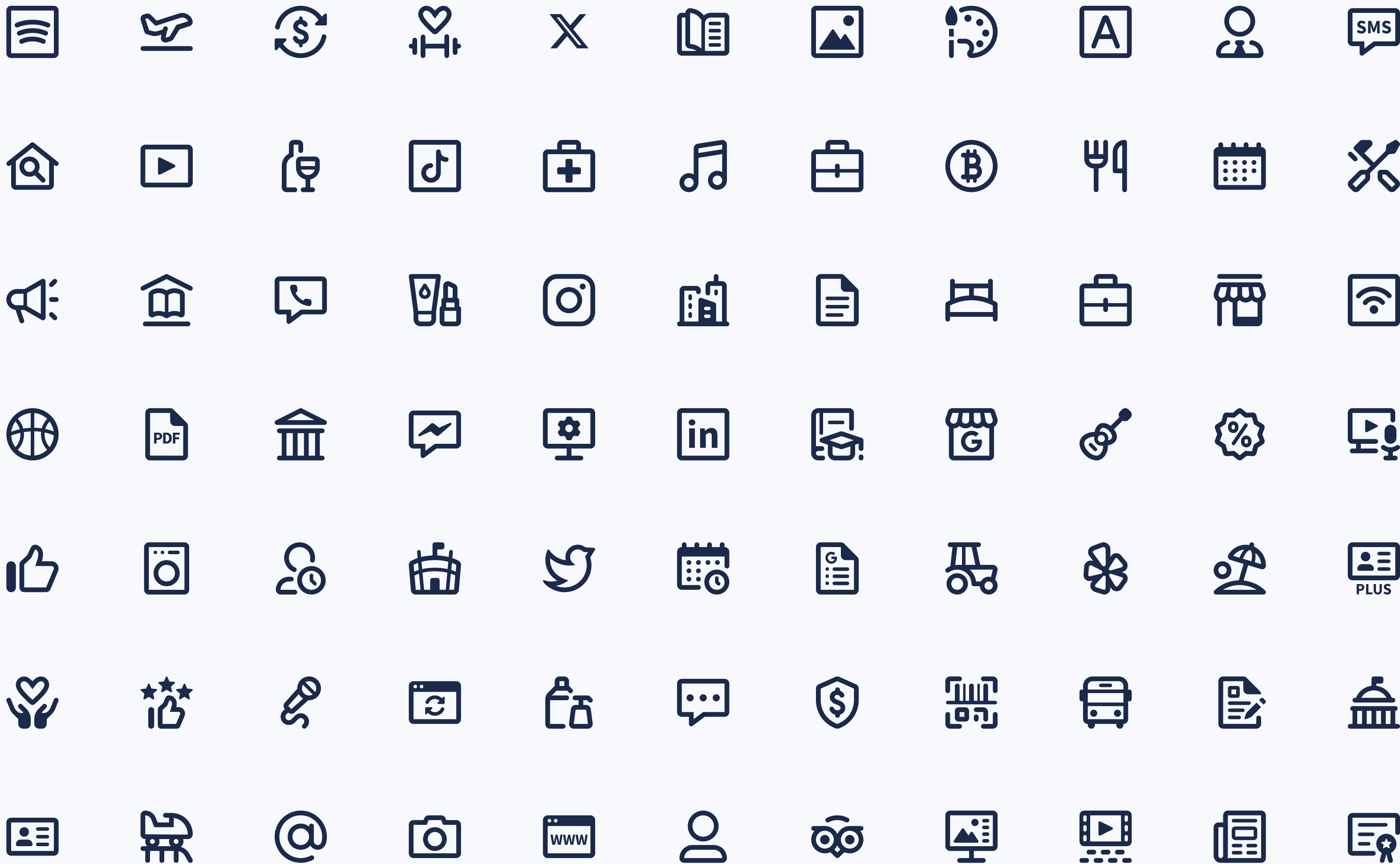
Regular Medium **Bold**

UI Icons

Our interface icons serve as powerful visual symbols that encapsulate ideas, objects, or actions. They are designed to convey meaning instantly, facilitating interaction and guiding users toward key elements of the experience.

Inspired by the aesthetic of QR Code marks, we have crafted our icons to reflect a similar style, ensuring a cohesive graphic language that bridges the QR Code with the overall user experience in our software. Each icon is thoughtfully available in both outlined and filled versions, enhancing versatility and visual appeal.

[Download Resources](#) →

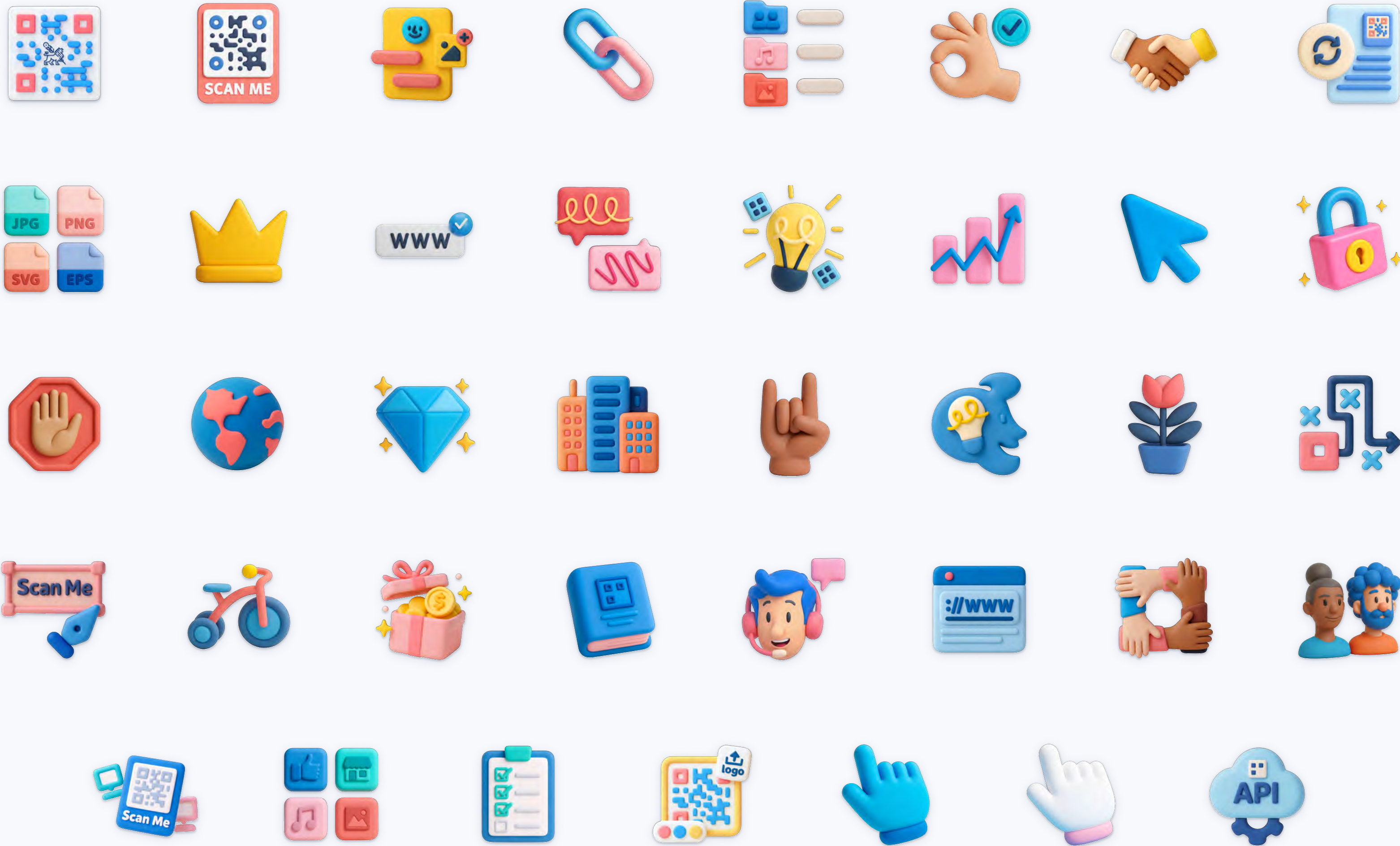


Marketing Icons

Our web icons, or "spot illustrations," reflect our vibrant energy and playful humor.

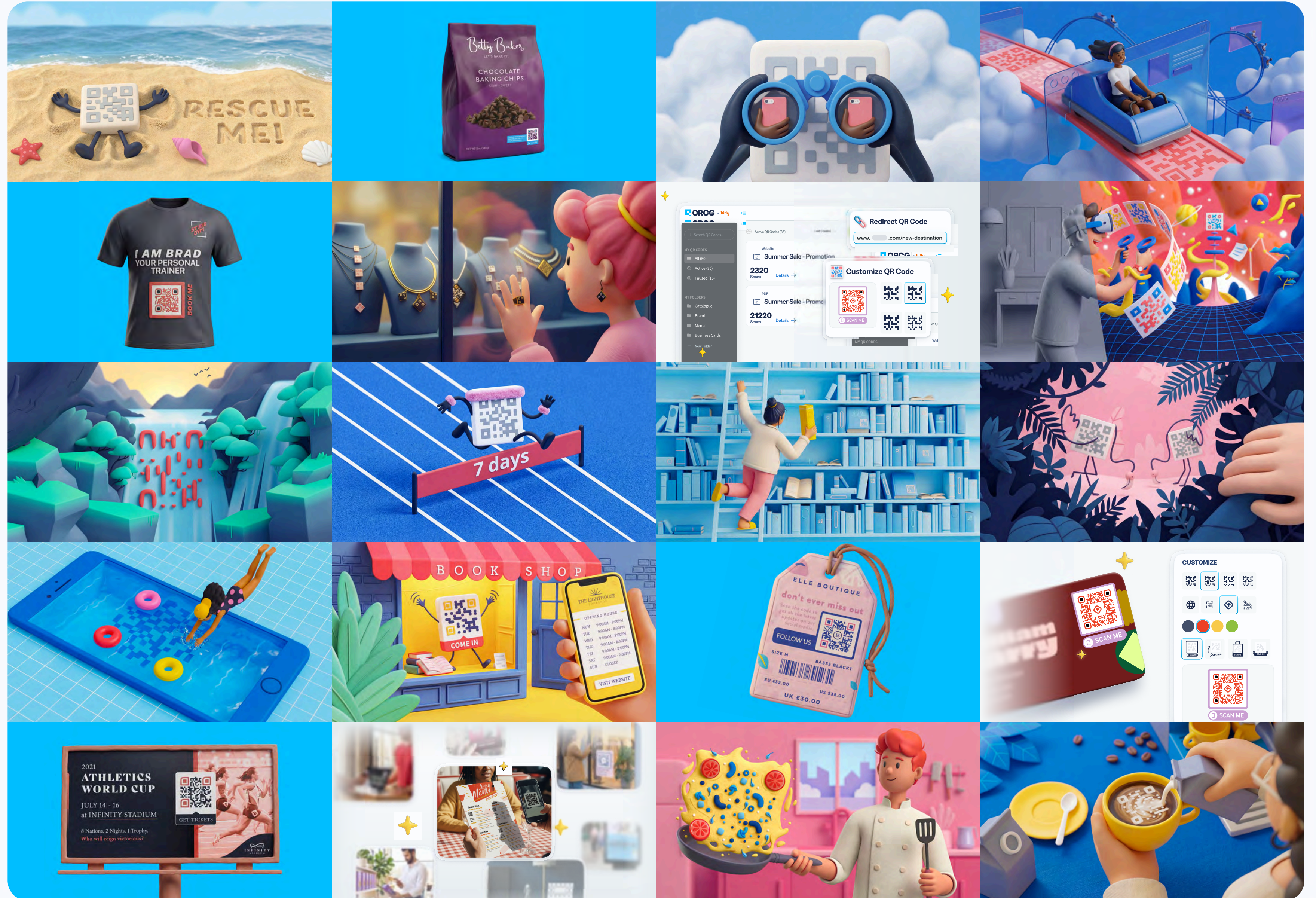
The unique shapes and bold colors showcase our boundless creativity, bridging language and culture. Their 3D clay design emphasizes how QR Codes connect the digital realm with the physical world.

[Download Resources](#) →



Illustration

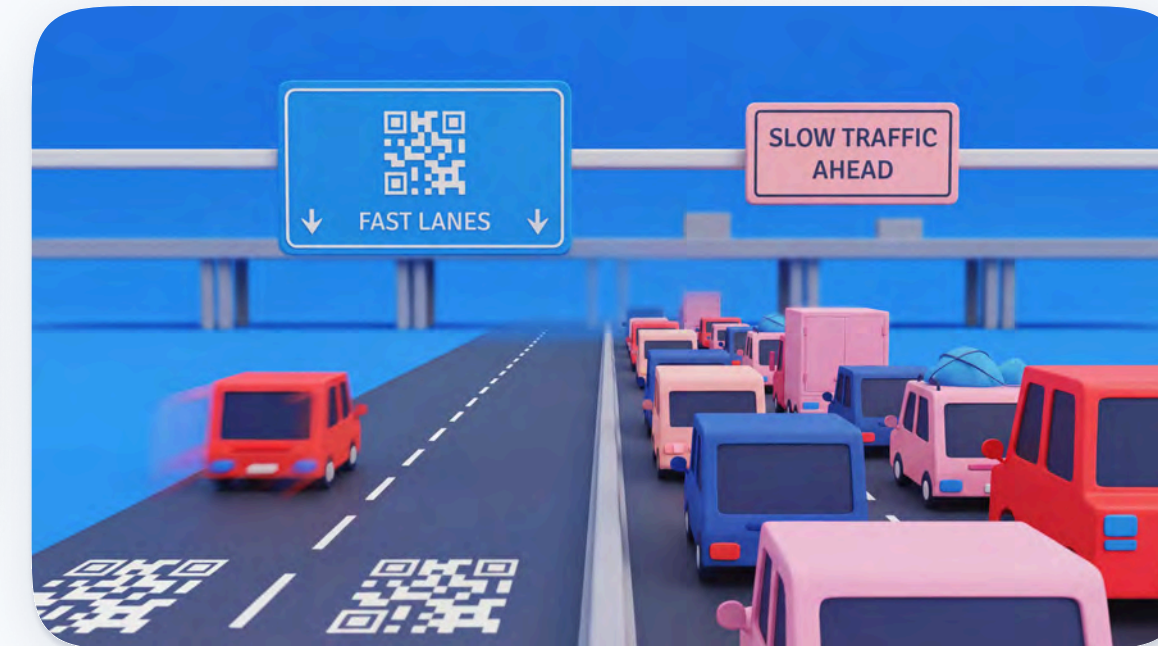
Our illustrations come in different styles, each designed for a unique purpose. They guide users, offer clear direction, and enhance the content to help them understand complex concepts, services, or other information. Ultimately, our illustrations aim to encourage meaningful engagement with users while contributing to a memorable brand experience.



Editorial

Our editorial/brand illustrations capture all the elements that humanize something that is entirely digital. The theme surrounds an imaginary world where people discover the endless possibilities of QR Codes in quirky and funny situations. This type of illustration brings out the playfulness and creativity of our brand, projected onto our customers.

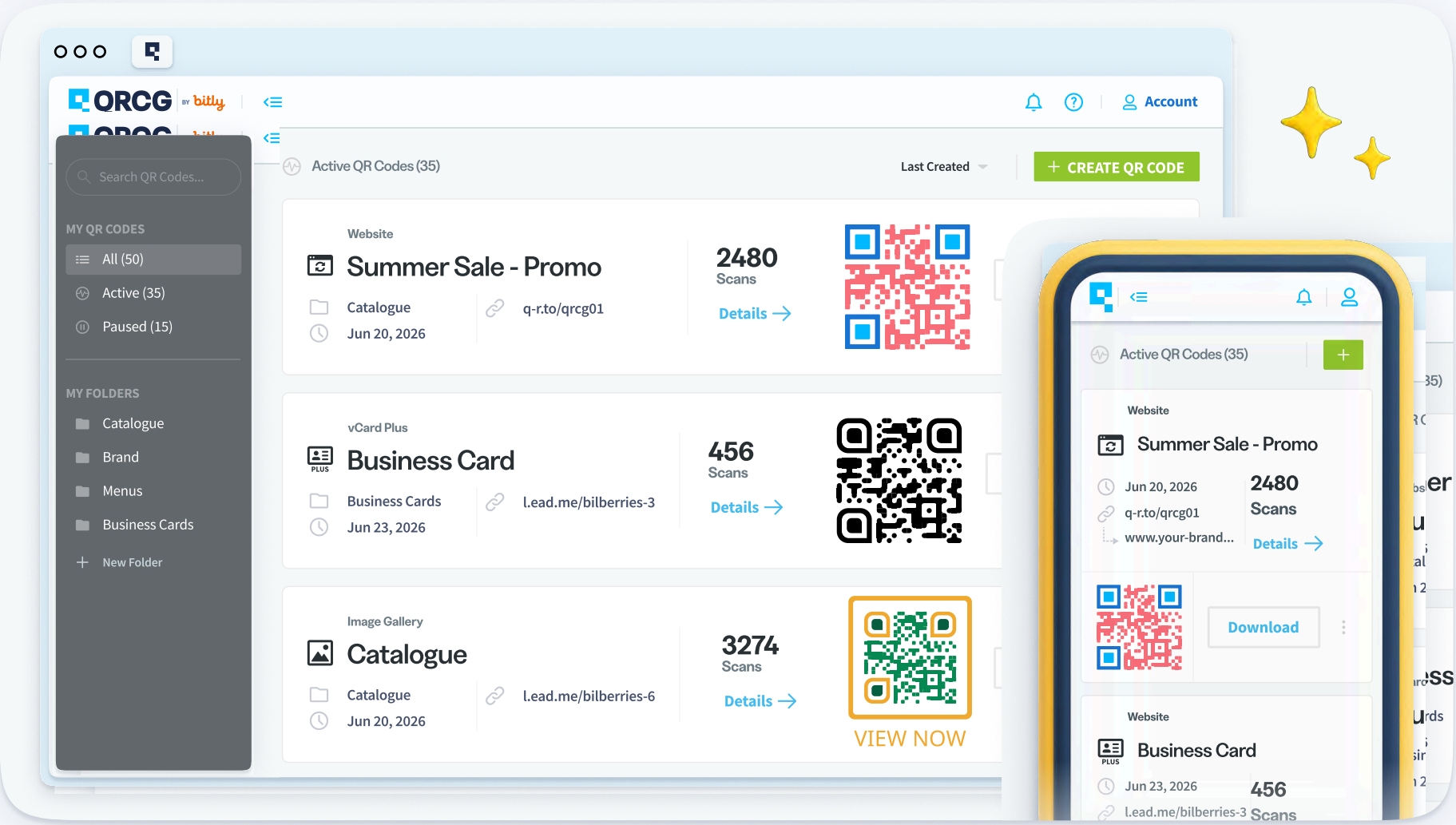
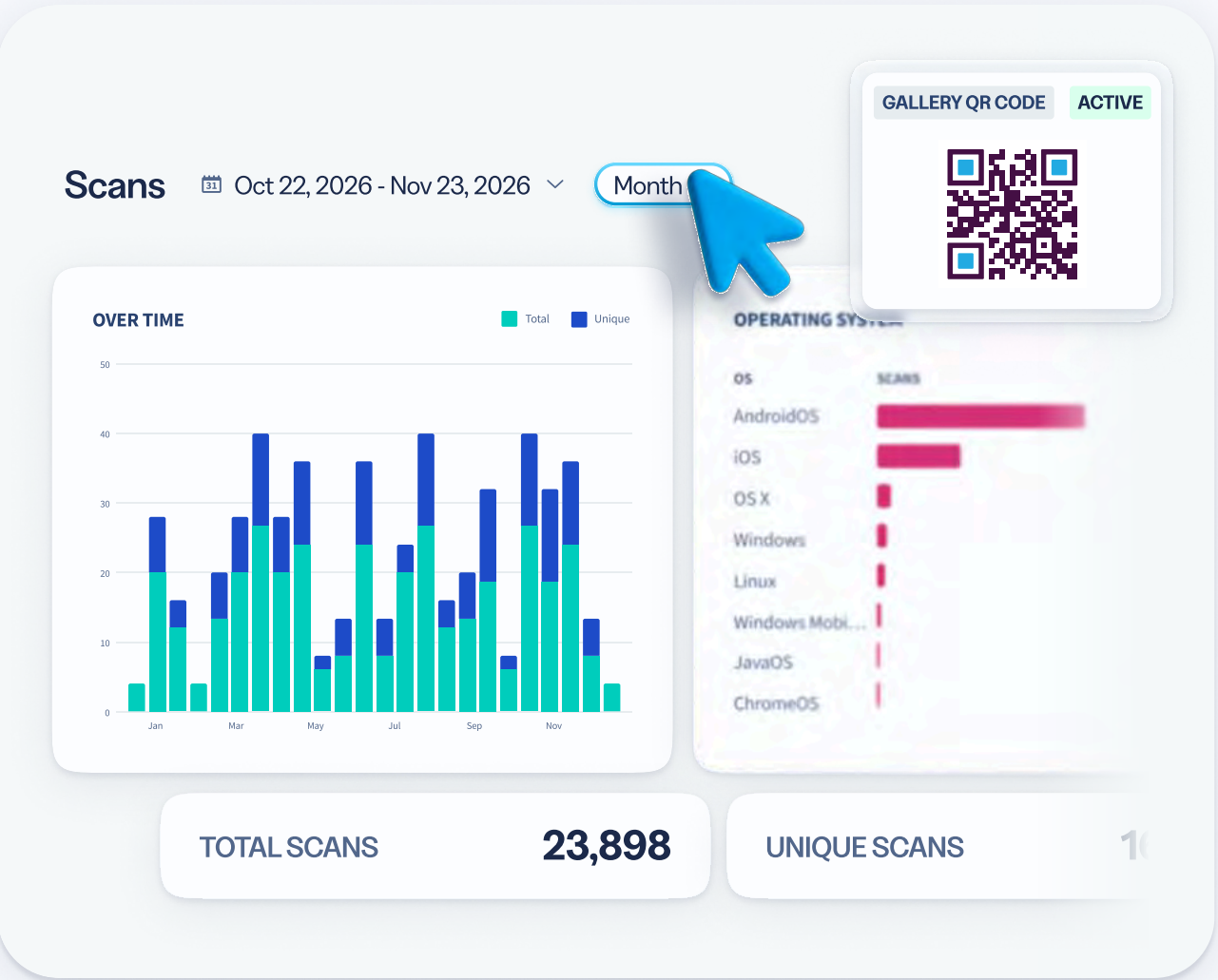
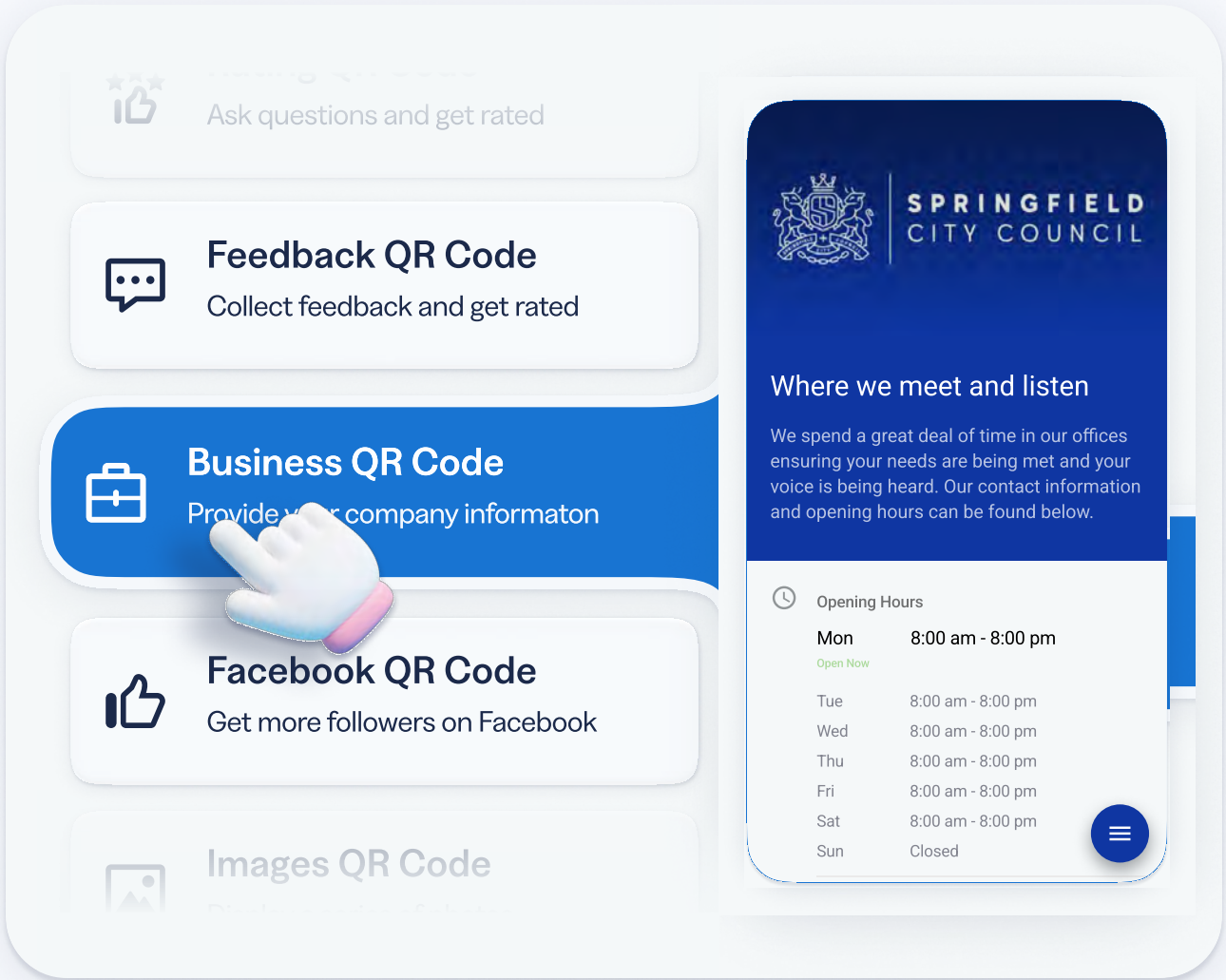
[Download Resources](#) →



Product

Our product illustration is sharp, pixel perfect, and clean looking.

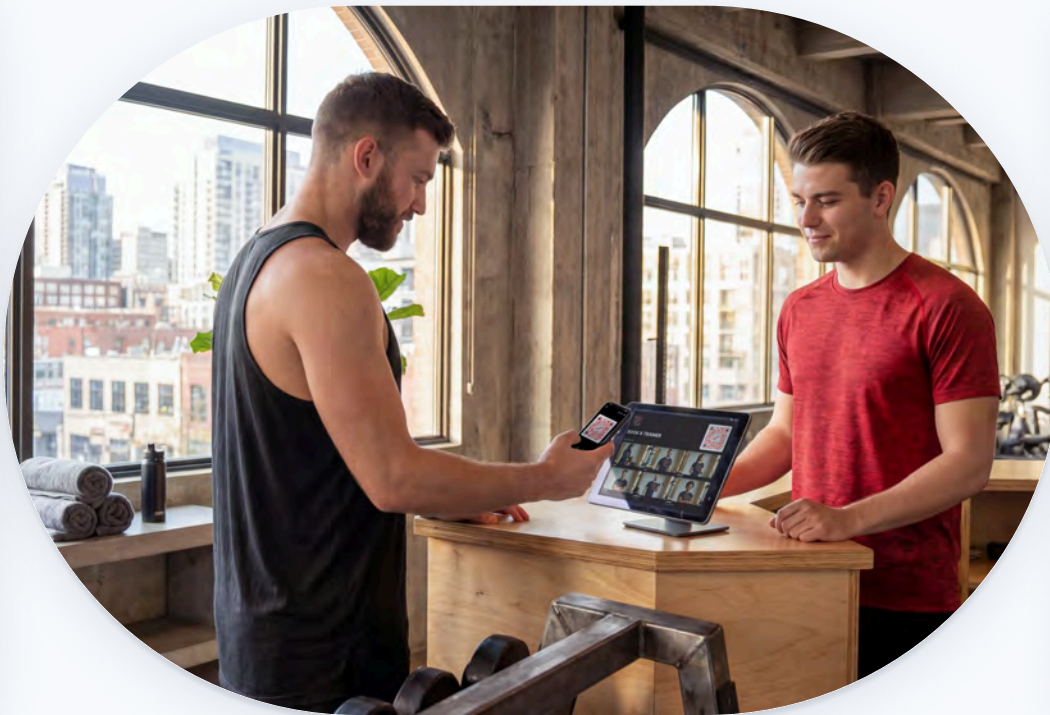
Product screenshots are crucial in influencing customers' buying choices. We grab their attention by eliminating distractions, ensuring they concentrate on the amazing features our product provides. By showcasing what makes our product special, we help customers see its true value.



Photography

Our photography beautifully captures how QR Codes integrate seamlessly into everyday life. The images are designed to feel spontaneous and genuine, avoiding any sense of being staged. We pay careful attention to the lighting, which is influenced by the surrounding environment, ensuring it radiates a warm and inviting atmosphere.

Our photography empowers users to harness the potential impact of QR Codes on their businesses. Picture a local retailer, "Elle Boutique," incorporating a QR Code on their loyalty cards. Customers can easily scan to track their points, explore the latest trends, and discover new sales and discounts. This fusion of traditional charm and modern technology fosters a loyal customer base and enhances engagement. Through our photography, we can vividly illustrate this vision, making it more tangible for our customers.

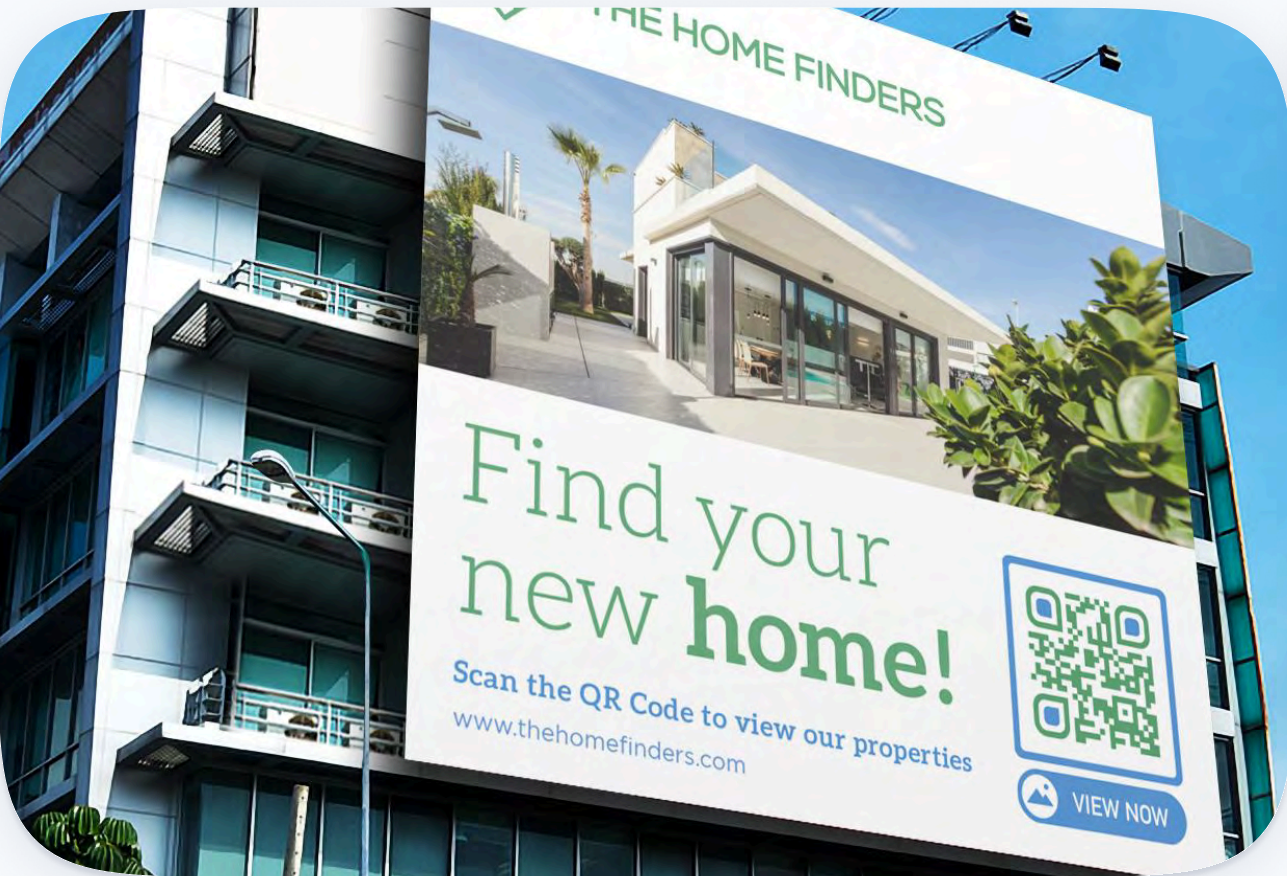


QRCG Brands

We create innovative brands that highlight the diverse QR Code solutions we offer for different applications. These brands are designed to be clear and visually striking, embodying the essence of the customers we admire today.

Our brands demonstrate the best ways to incorporate QR Codes into our clients' marketing strategies. We utilize vibrant imagery to capture engagement moments, providing a real sense of context and location.

[Download Resources](#) →



Cody

Meet Cody, your friendly and intuitive assistant! Always available in the QRCG customer experience, Cody is ready to help whenever you need it. Whether you're seeking tips or facing a payment issue, Cody is here to support you every step of the way!

Designed to animate the QR Code, Cody transforms it into a storyteller. Although he lacks facial features, limbs, or typical traits like hair or clothing, his simplicity, humor, and quirkiness create a memorable experience from the moment users log in until they log out.



Product Experience

In the product experience, Cody assists our customers by offering helpful tips and ensuring a seamless journey through any challenges. The illustrations are straightforward, designed to keep users focused on creating their QR Code or managing their campaign without distractions.

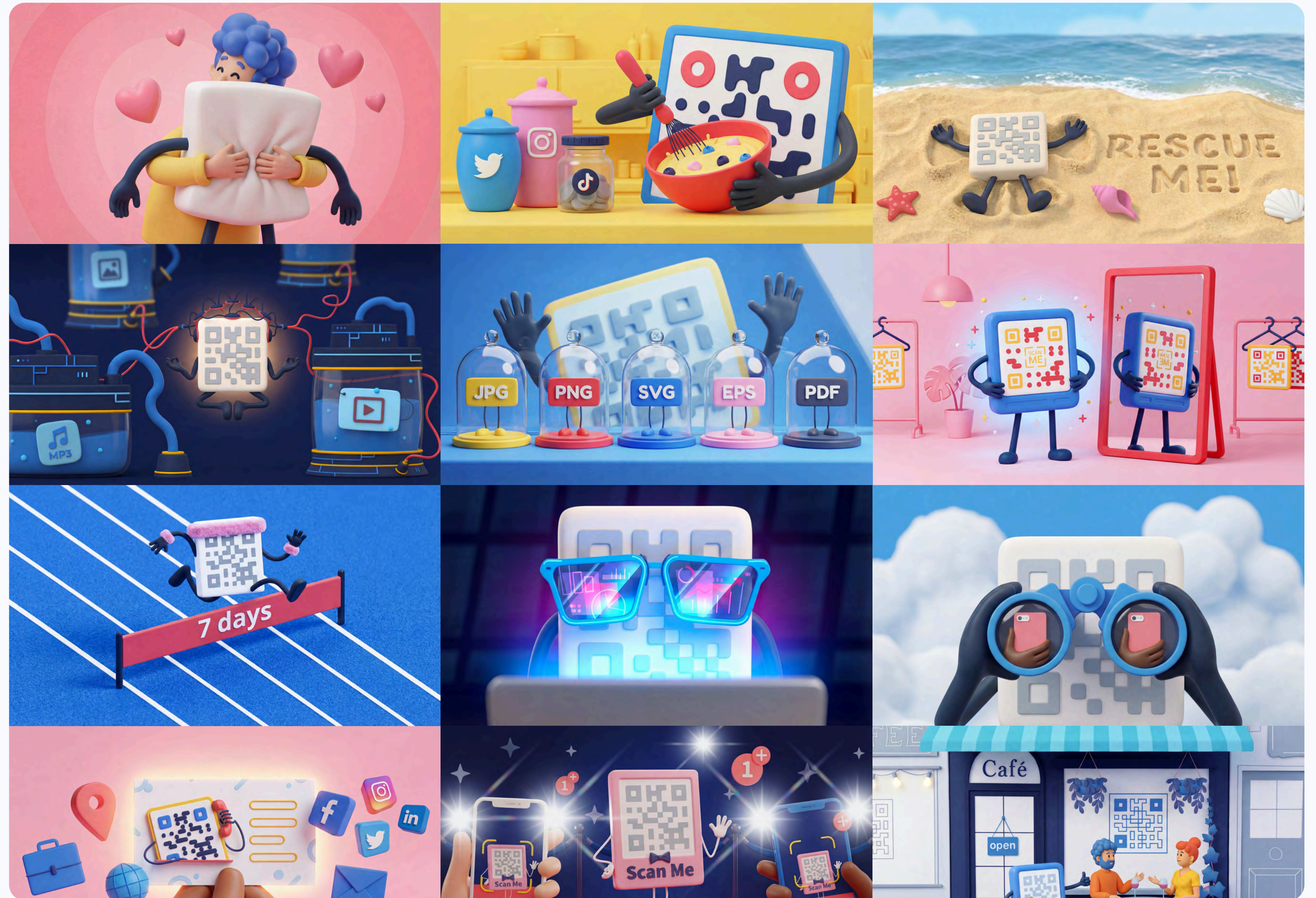
Additionally, Cody infuses humor into the experience, lightening the mood around topics that might otherwise feel dry or tedious. This playful approach not only makes the process more enjoyable but also helps users feel more at ease as they tackle their tasks.

[Download Resources](#) →



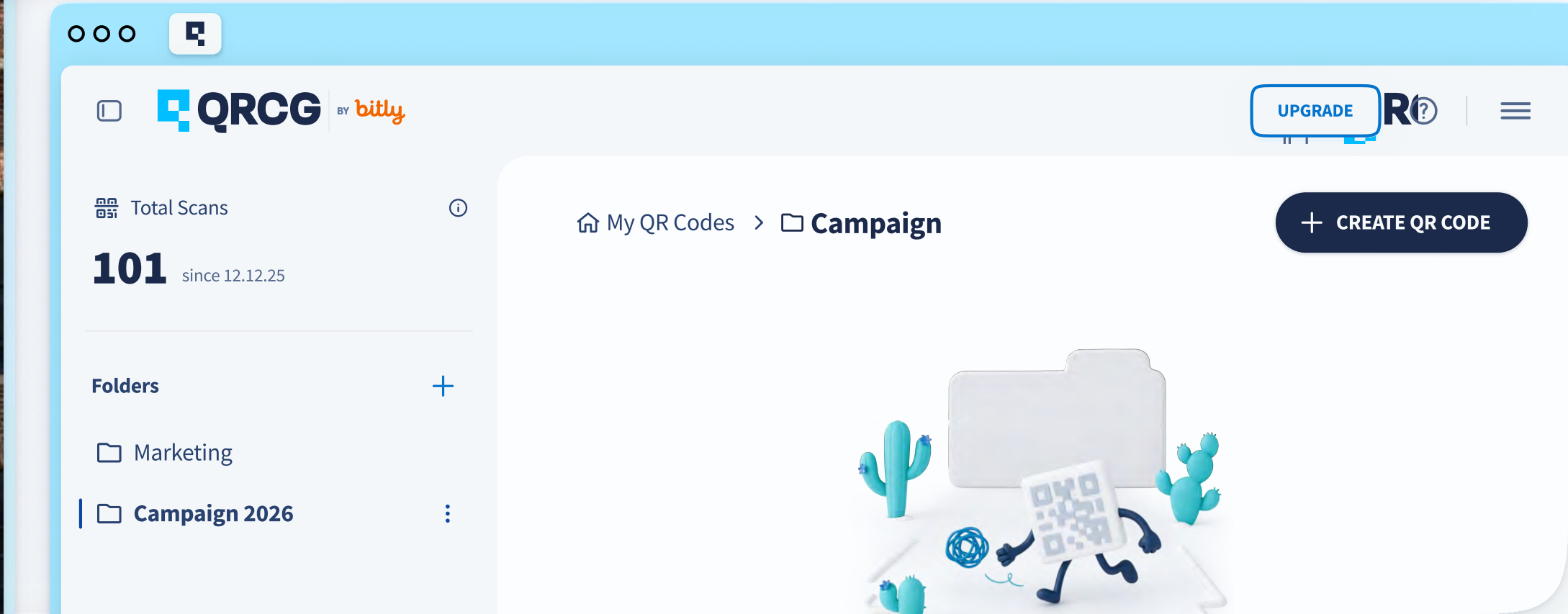
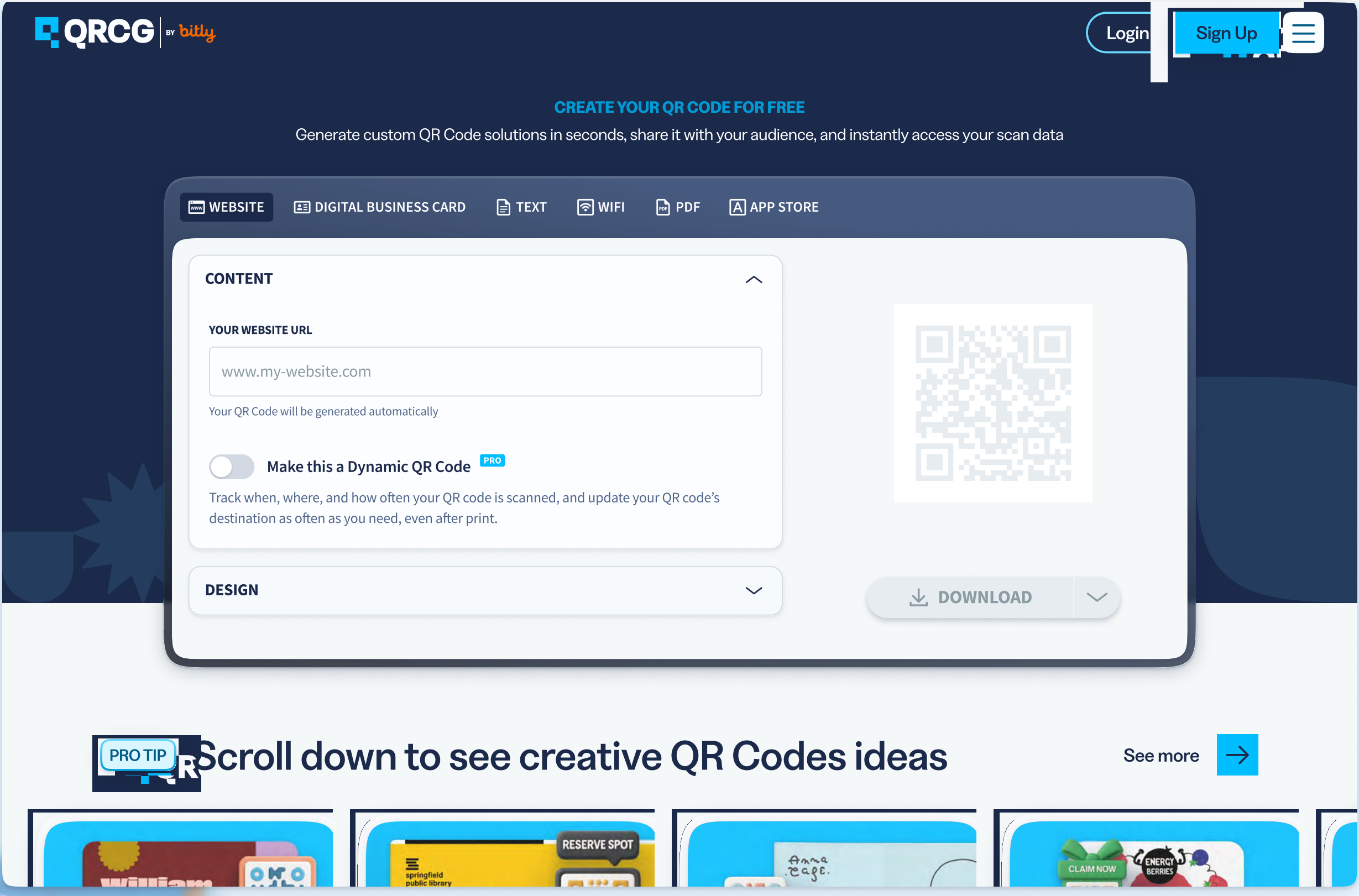
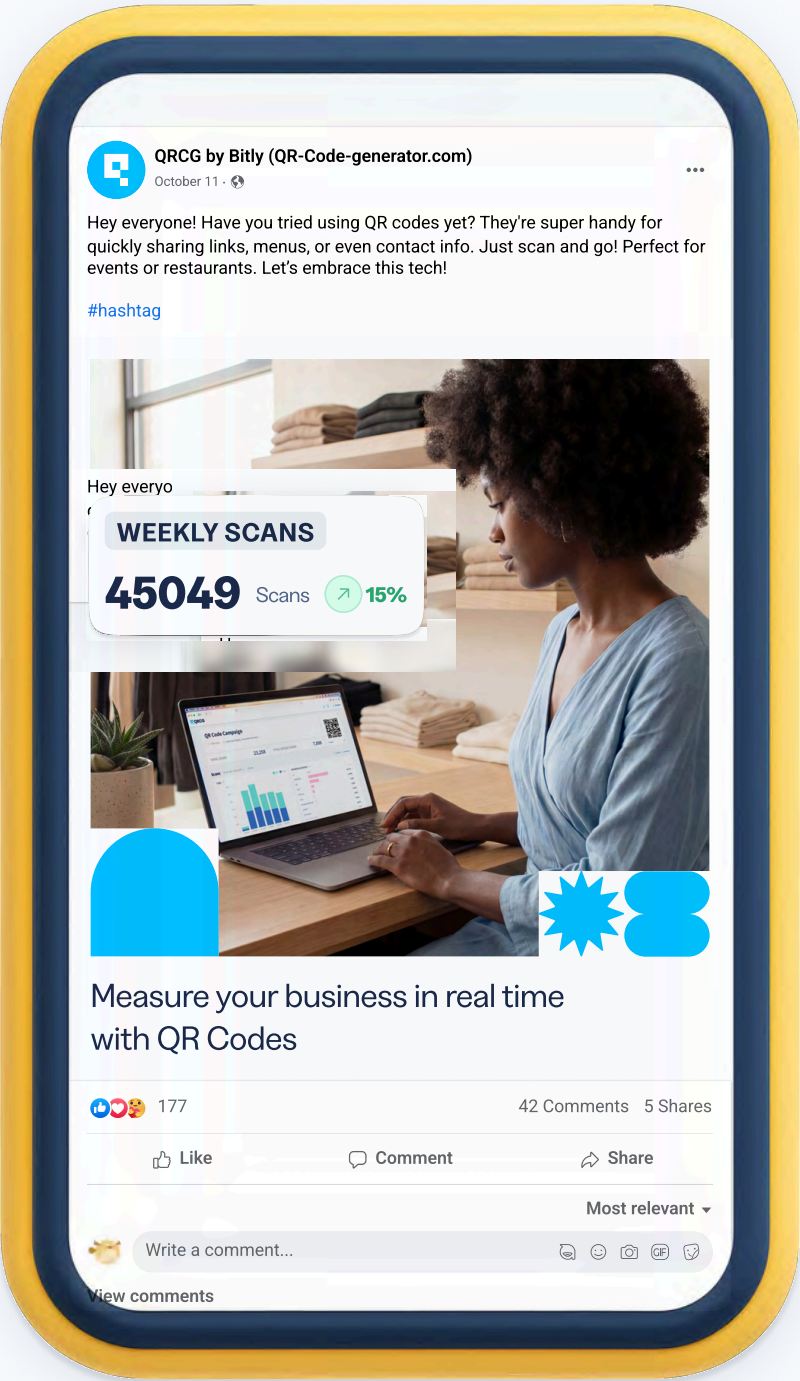
Marketing Experience

Our fascination with QR Codes knows no bounds! We're in a passionate relationship with them and are eager to share our enthusiasm with everyone. In certain contexts, particularly in email campaigns or editorial pieces, we love to let our mascot, Cody, take the reins of storytelling. He helps to highlight the creative bond that QR Codes forge with users. These codes are far more than mere static 2D images; they serve as gateways connecting the tangible world to the digital realm, enriching our experiences in ways we never imagined.



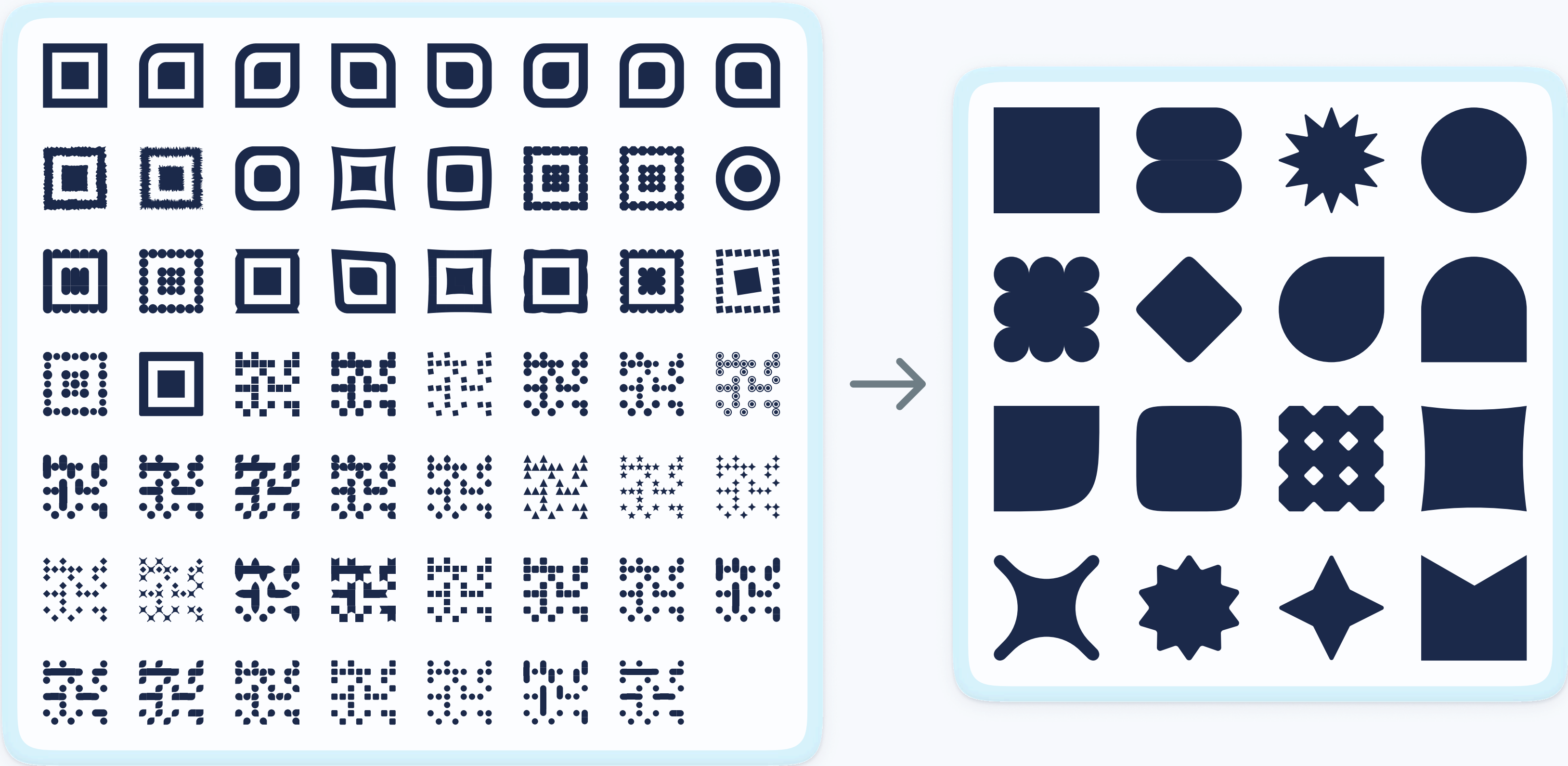
QRCG in action

The potential for bringing the QRCG brand to life is truly limitless. Here are several examples illustrating the various ways this brand can be integrated into different forms of communication.



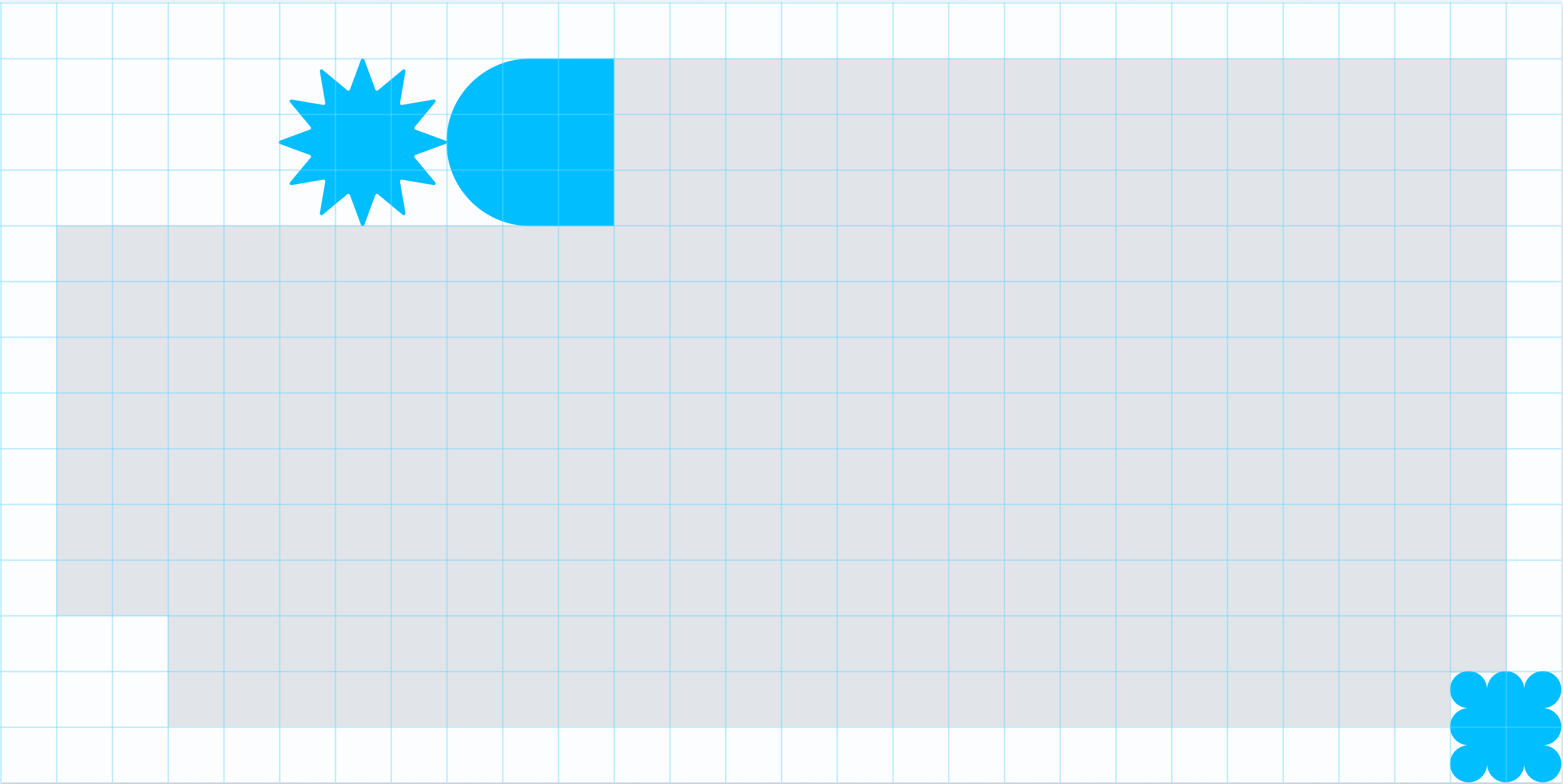
Shapes & Grids

Our design layout draws inspiration from the diverse shapes and patterns that customized QR Codes can exhibit. We harnessed this creativity to develop unique shapes that not only inspire our designs but also enhance visual interest across all platforms.




Layout grid


Our layouts are meticulously designed around a grid system. This grid serves as the foundational framework that allows us to effectively mask images, incorporate visually appealing "squares," and ensure that all elements are perfectly aligned. This grid is essential in maintaining consistency across various layouts, allowing for a harmonious flow of content that captivates and engages our audience.




In action

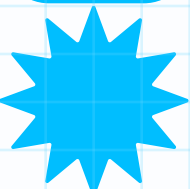
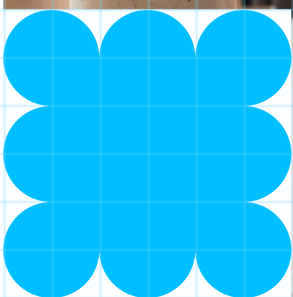
The geometry of the grid is visible trough the positioning of the different elements that build the composition.







WEEKLY SCANS


45049 Scans  15%



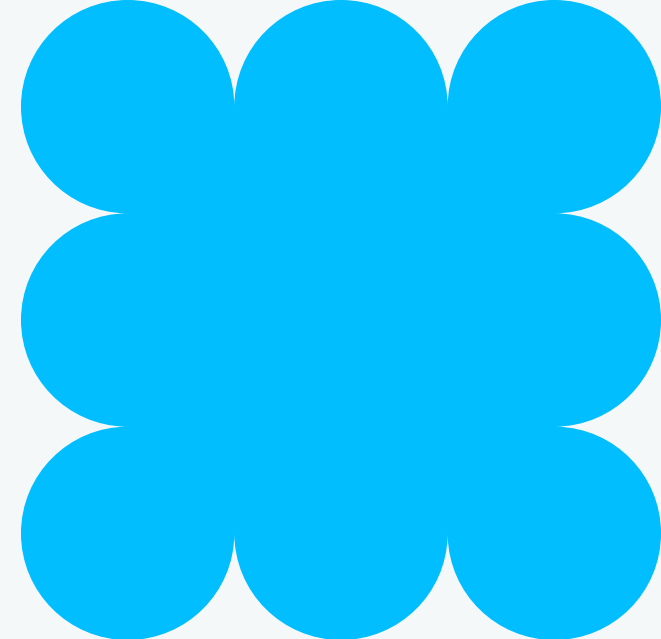
Measure your business in real time with QR Codes

Digital Business cards are now in business





TRY NOW



Happy branding

