

QooApp Brand Guidelines

The guideline is effective from 12th December 2019.

Our guideline outline the rules for using QooApp's brand assets. Please be reminded to use our logo, symbol, and services following the guidelines. QooApp reserves the right to adjust the terms and conditions. Any future changes will be updated to our website.

[Download Logo](#)

About Logo

QooApp's logo is made up of two elements: the head of Mr. Qoo, which we call our symbol, and the word "QooApp", which we call our logotype. Our symbol is consisted of Mr. Qoo's head attached with his signature top hat and mustache. It has long been a symbolic icon of anime game lovers.




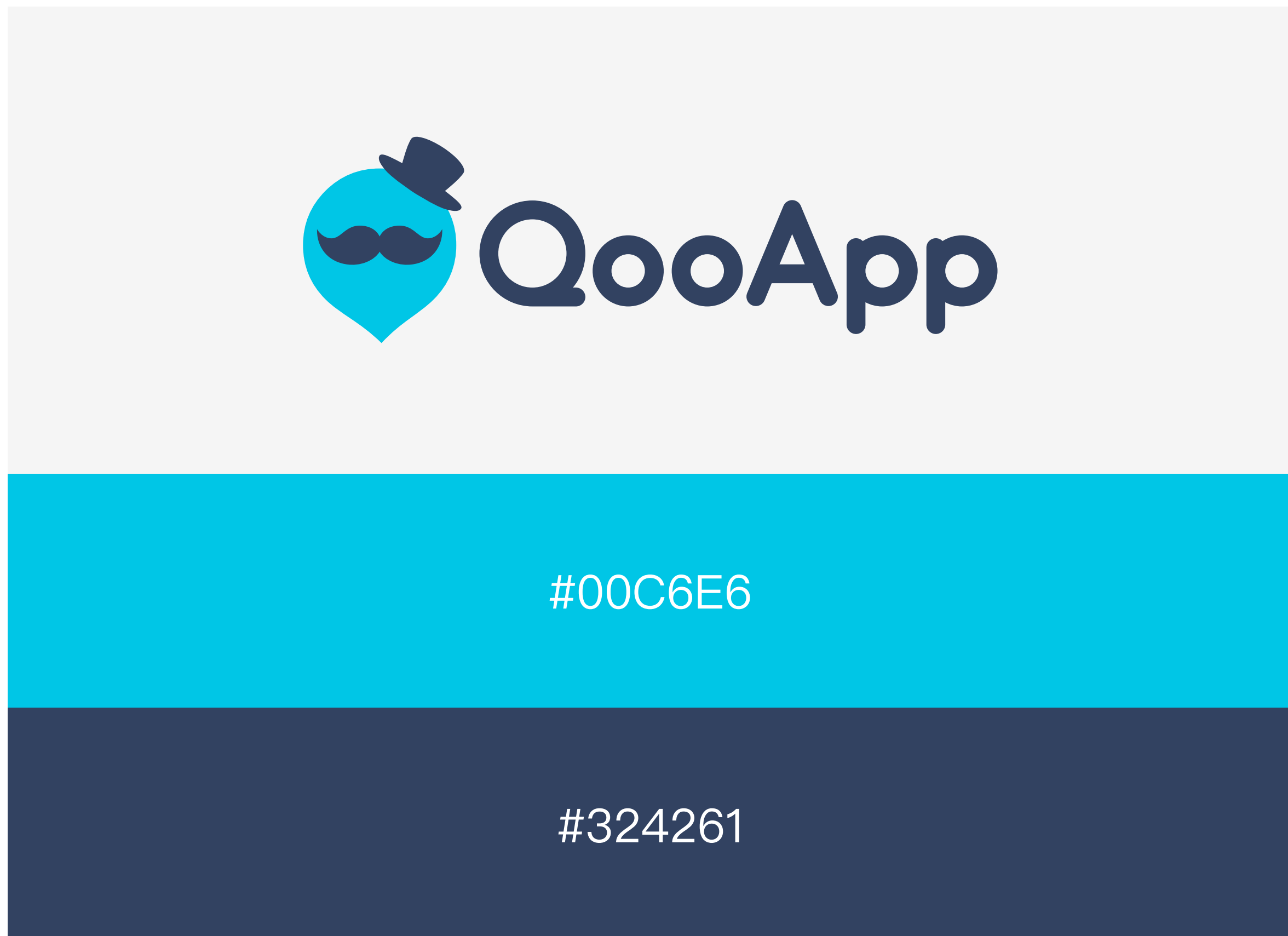
Multicolor Logo



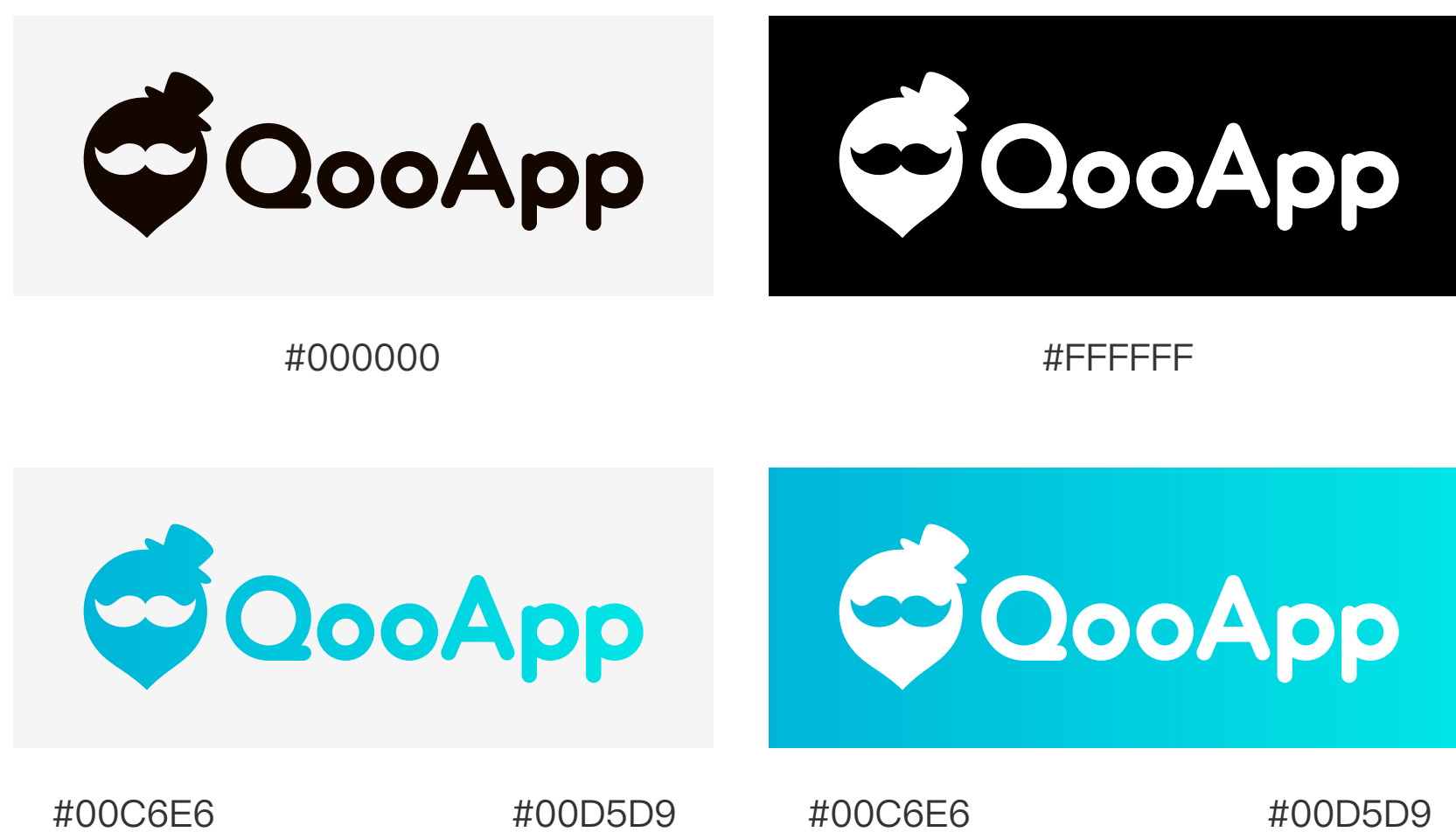
Monocolor Logo

1. Theme Color

We adopt the blue color ( #00C6E6) of our logo as QooApp's theme color.

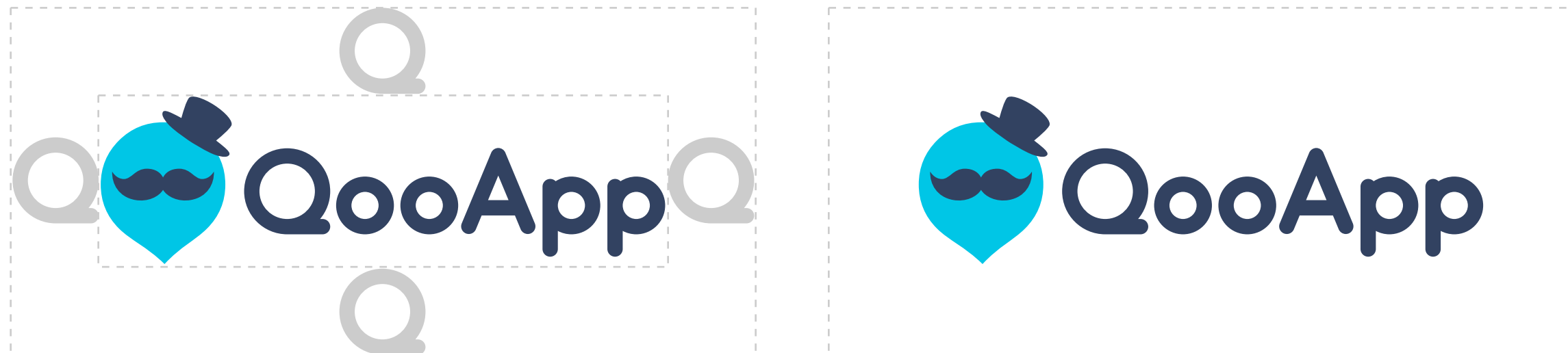


Our monocolour logo should only be in the following colors.



2. Ensure Adequate Clear Space

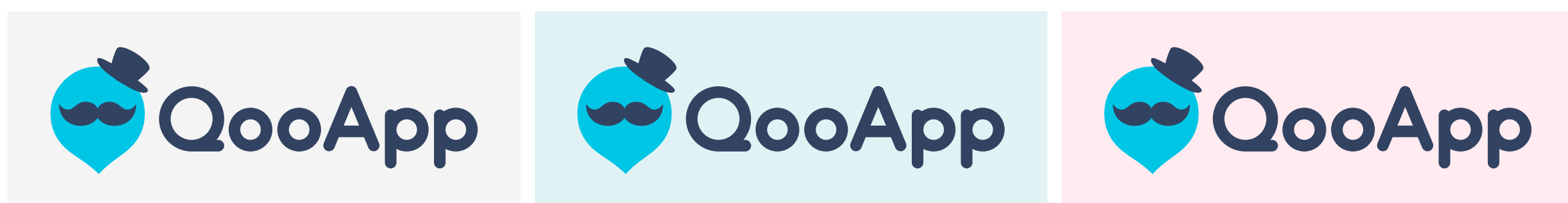
To ensure legibility, the logo must stand out and not be cluttered with competing elements. This is achieved by surrounding the logo with clear space that is kept free of any type of distracting graphics. The minimum protection space required on all sides of the logo is equal to the height of the "Q" from our logo.



3. Use Multicolored Logo on Monocolored Background

Please use a 1.80:1 contrast ratio (or above) when the multicolor logo is used on a monocolored background. The white logo and the black logo are recommended when the background is multicolored.

Check color contrasts: <https://webaim.org/resources/contrastchecker/>



4. Use of Monocolor Logo

When using our monocolored logo, please ensure that the color is vibrant and the logo is highly visible.



5. Logo Usage Guidance

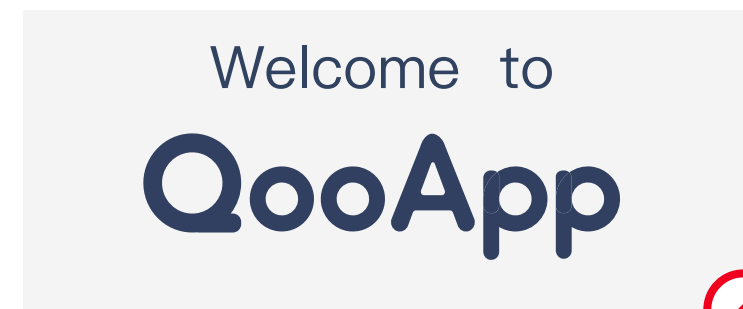
Please follow the guidelines to ensure that our logo is clear and recognizable.



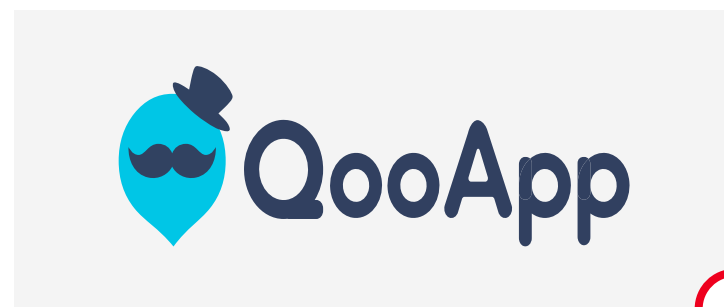
Don't rearrange the layout of our logo.



Don't change the font of our logo.



Don't use our logo as a sentence.



Don't stretch or compress the logo.



Don't add shades to the logo.



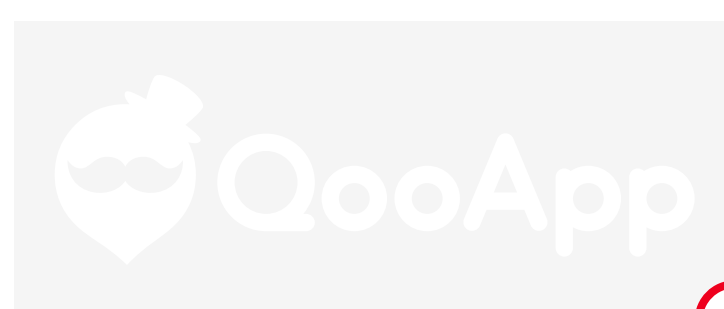
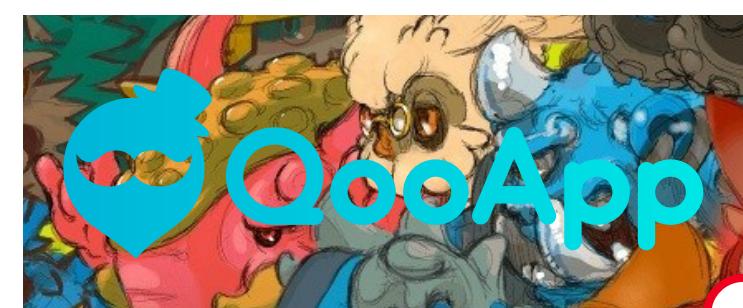
Don't rotate the logo.



Don't use the old version of the logo.

6. Avoid

To ensure that our logo is visible, please avoid using background that is hard to read and background that shares the logo's theme color.

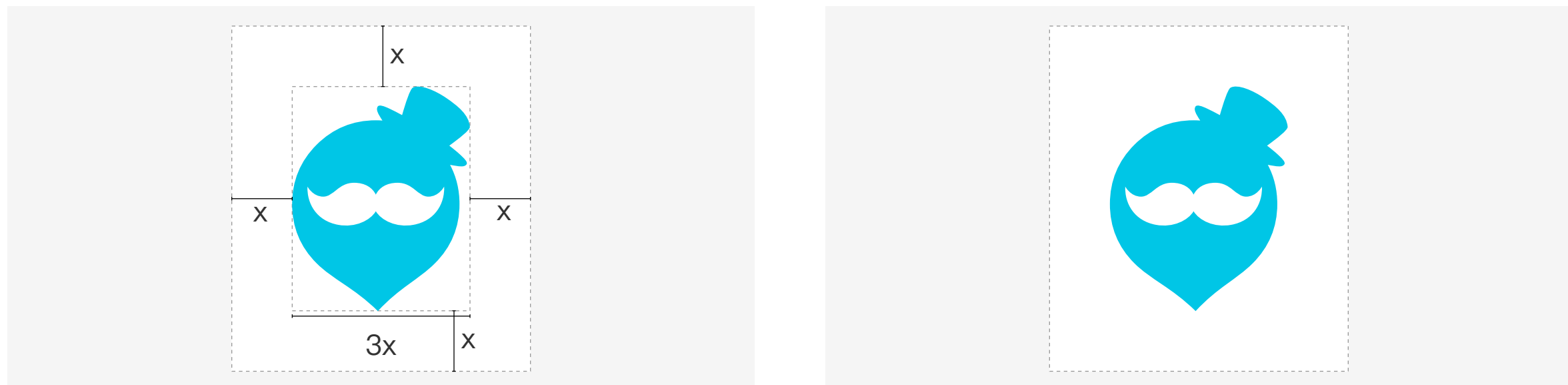


Should there be any other situations, please contact QooApp for approval.

About Symbol

1. Use of Symbol

The minimum clear space is 1/3 of the symbol's width.



2. Standard Styles of the Symbol

The symbol can only be used in the following three styles.



Basic



Square



Circular

3. Forbidden Usage

All materials provided by QooApp cannot be modified. The following situations are strictly forbidden.

(Please note that the forbidden usages are applicable to all downloadable assets, including but not limited to the following examples.)



Alterations
(narrowing, stretching, angling,
or rotating)



Change of color.



Other elements in the clear space,
such as shading, cutlines and 3D effects

Spelling of QooApp

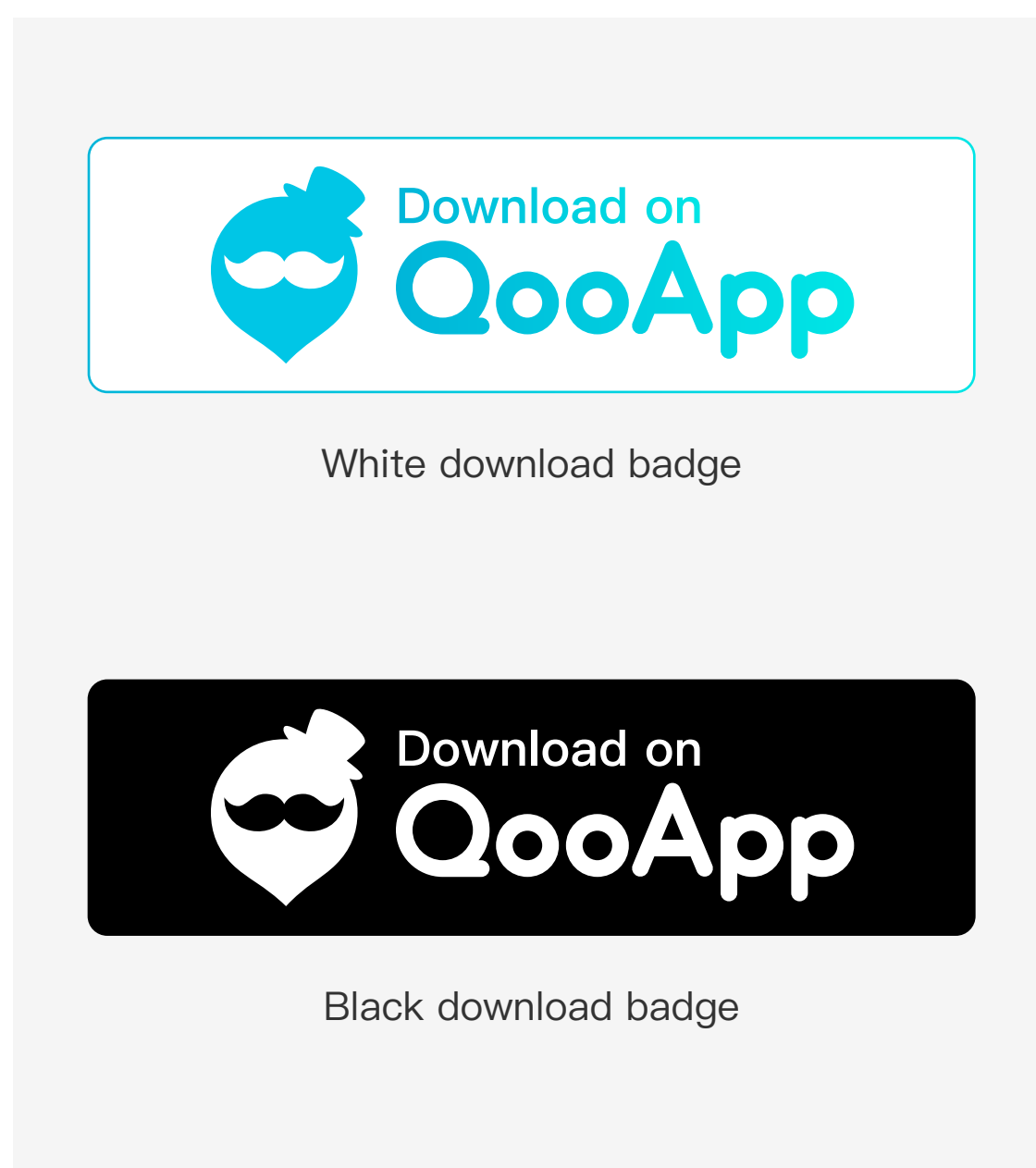
Correct Spelling of QooApp

QooApp is a specific term and its spelling should be exactly the same as the QooApp logo. QooApp should always appear in English, even when they appear within text in a language other than English. Always follow a correct capitalization with "Q" and "A" in capital letters, while "o" and "p" in small letters.

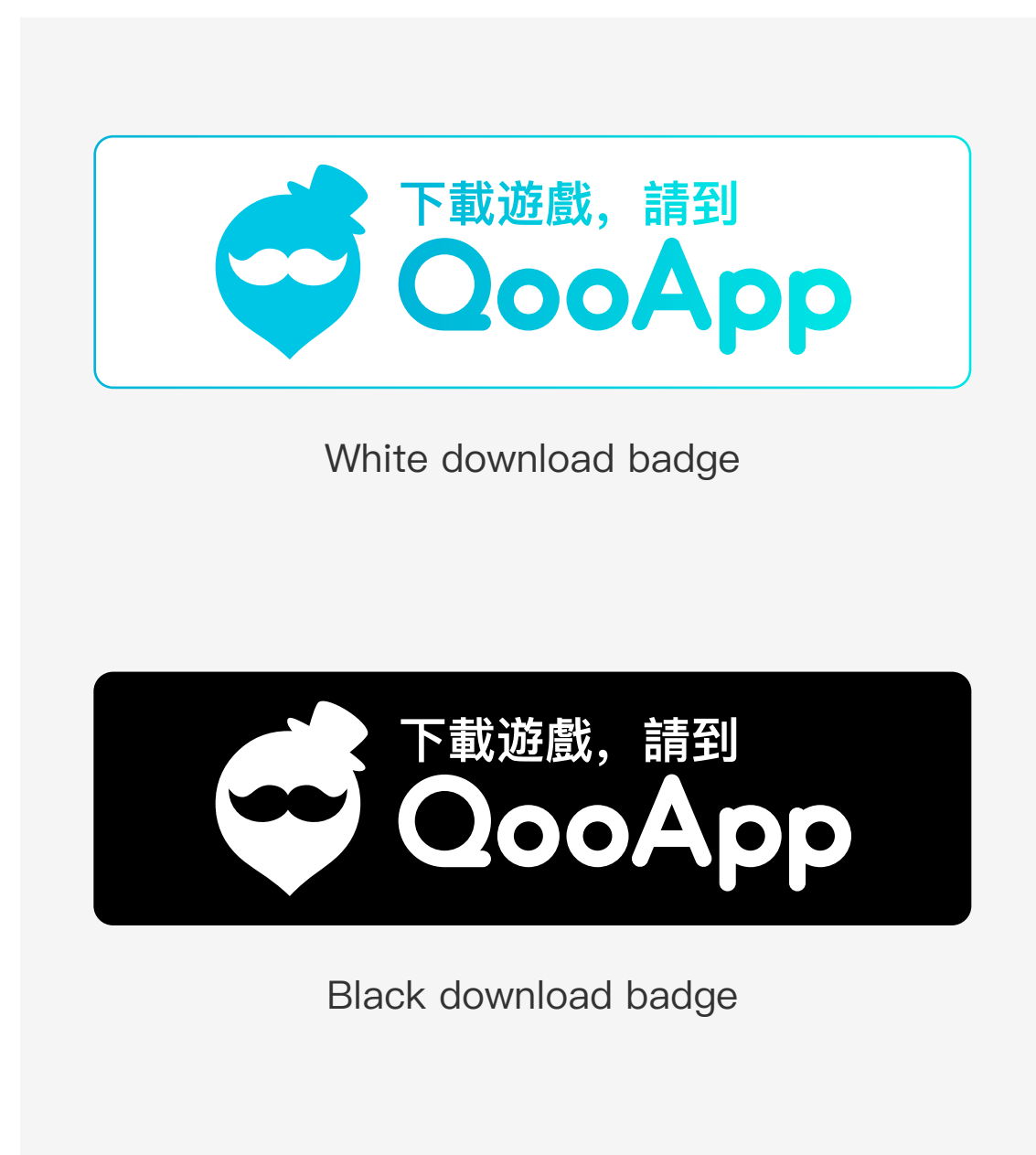
Use of QooApp Download Badge

1. QooApp Download Badge Styles

QooApp download badges are available in Chinese & English, with 2 colour versions (White and Black).



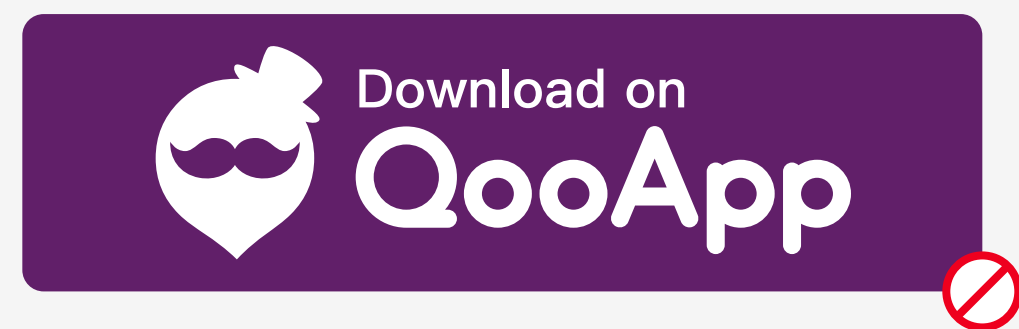
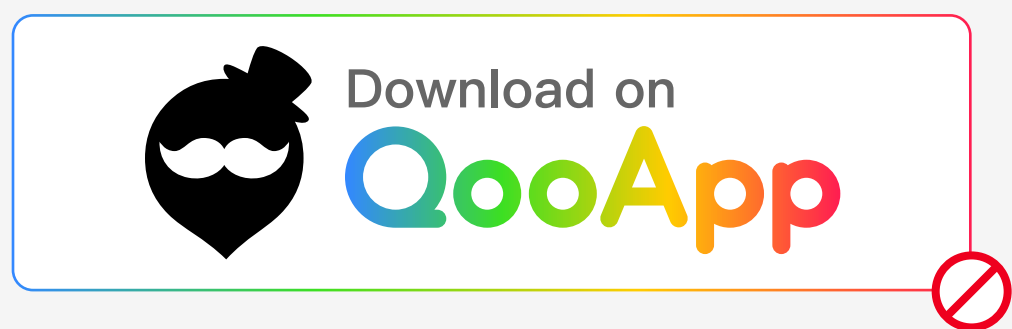
English version



Chinese version

2. Examples of Incorrect Download Badge Usage

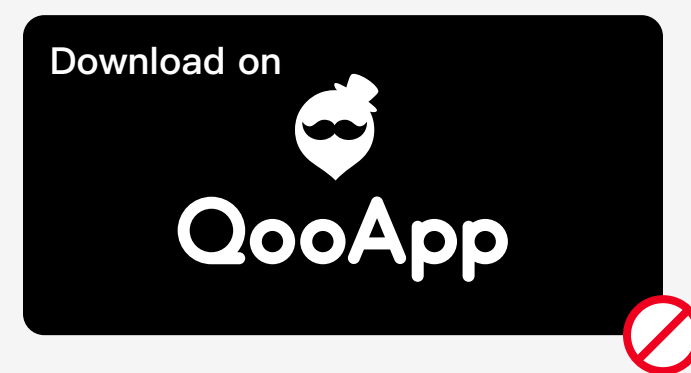
Do not modify the badge in any way, other than resizing. If you need to resize the badge, please maintain the ratio and ensure the badge is legible and fully visible. The following situations are strictly forbidden.



Don't alter the badge colors



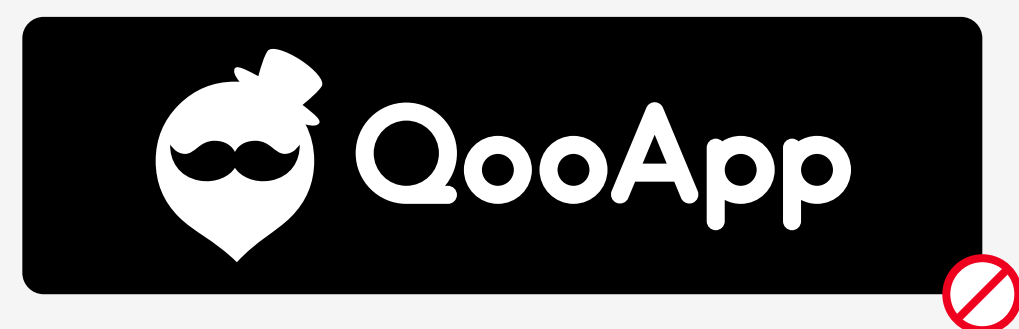
Don't add special effects like shadows or outline to the badge



Don't rearrange the layout of the badge



Don't change the contents inside the badge



Don't add or remove the text of the badge