



QUICK KEEPER

Brand guide

QuickKeeper automates account reconciliation for bookkeepers and accounting firms. The mark is two ledger sheets that lock together, with a check where they match.

Version 1.0. Logo, icon, favicon, color and type.

1. Logo

Use the horizontal logo where there is room and the stacked logo where space is narrow. Use the dark versions on dark backgrounds and the mono versions for one-color printing, stamps and embossing.



QuickKeeper

Horizontal

quickkeeper-horizontal.svg / .png



QuickKeeper

Horizontal on dark

quickkeeper-horizontal-dark.svg / .png



QUICK KEEPER

Stacked

quickkeeper-stacked.svg / .png



QUICK KEEPER

Stacked on dark

quickkeeper-stacked-dark.svg / .png



QuickKeeper

Horizontal, mono black

quickkeeper-horizontal-mono-black.svg / .png



Horizontal, mono white

quickkeeper-horizontal-mono-white.svg / .png

Clear space and minimum size



Keep clear space on every side equal to **one quarter of the icon height** (the dashed zone). Nothing else enters it: no text, edges or other logos.

Asset	Minimum size
Icon	16 px (use the small-size icon at 32 px and below)
Horizontal logo	140 px wide
Stacked logo	110 px wide

2. Icon

The icon is the logo on its own. Use it for the app, avatars, favicons and the browser extension. At 32 px and below the small variant drops the ruled lines and shadow and makes the check heavier so it stays readable.



16 px



32 px



48 px



64 px



128 px



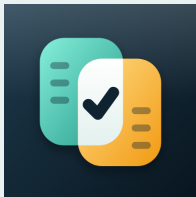
256 px



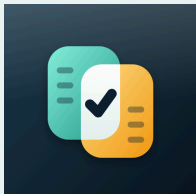
Mono black



Mono white



Avatar



Maskable

3. Color

Teal is the statement, amber is the ledger, and the near-white lens is the match. Ledger Ink carries text and the dark surfaces. Use the accents sparingly: one accent per screen is enough.



Ledger Ink

#10202C

RGB 16, 32, 44

HSL 206, 47%, 12%

Primary dark. Wordmark, text, dark surfaces.



Deep Tile

#091620

RGB 9, 22, 32

HSL 206, 56%, 8%

Icon tile base, darkest surface.



Slate Blue

#1E3B4D

RGB 30, 59, 77

HSL 203, 44%, 21%

Icon tile highlight, raised dark surfaces.



Statement Teal

#55C4B2

RGB 85, 196, 178

HSL 170, 48%, 55%

Primary accent. The statement side.



Ledger Amber

#F8BC4E

RGB 248, 188, 78

HSL 39, 92%, 64%

Secondary accent. The ledger side.



Mist

#DDEEEA

RGB 221, 238, 234

HSL 166, 33%, 90%

Match highlight, light surfaces.



Match White

#FFFFFF

RGB 255, 255, 255

HSL 0, 0%, 100%

Text on dark, backgrounds.

Gradients

Used in the icon only. Tile: Slate Blue to Deep Tile. Sheets: teal #86F0DB to #25998A and amber #FFDF8A to #F29A12. In the interface use the flat colors.

Teal Ramp

50 EFAF9	100 D7F4EF	200 B0E8E0	300 88DDD0	400 55C4B2
500 41C8B4	600 30A694	700 268275	800 1C5F55	900 123F39

Amber Ramp

50 FEF8EB	100 FDEDCE	200 FBDFA7	300 F9CF7B	400 F8BC4E
500 F7B83B	600 F5A70A	700 C48508	800 936406	900 624304

Ink Ramp

50 F8FAFB	100 EFF3F6	200 DEE7ED	300 BECEDA	400 90ACC1
500 628AA7	600 496B83	700 375062	800 253541	900 10202C

Interface states



Success
#2E9E6B
RGB 46, 158, 107
HSL 153, 55%, 40%



Warning
#F8BC4E
RGB 248, 188, 78
HSL 39, 92%, 64%



Error
#E5484D
RGB 229, 72, 77
HSL 358, 75%, 59%



Info
#3B82C4
RGB 59, 130, 196
HSL 209, 54%, 50%

Contrast

Pair	Sample	Ratio	WCAG
Ledger Ink on White	Reconciled	16.60:1	AAA
White on Ledger Ink	Reconciled	16.60:1	AAA
Ledger Ink on Statement Teal	Reconciled	7.85:1	AAA
Ledger Ink on Ledger Amber	Reconciled	9.72:1	AAA
Statement Teal on Ledger Ink	Reconciled	7.85:1	AAA
Ledger Amber on Ledger Ink	Reconciled	9.72:1	AAA
White on Statement Teal	Reconciled	2.12:1	Fails
White on Ledger Amber	Reconciled	1.71:1	Fails

Do not put white text on teal or amber. Use Ledger Ink there.

4. Typography

Inter throughout. The wordmark is drawn from Inter 600 (QUICK) and Inter 800 (KEEPER) and converted to outlines, so do not retype it.

Every line matched.

Heading 600

Body copy in Inter 400 at 15 to 16 px with a line height of about 1.55. Use 500 for labels and buttons, 600 for headings and 800 only for large display lines. Figures use tabular numbers in tables so columns line up: 1,284.50 96.00 12,040.10.

5. Usage

Do

- Use the supplied files. Do not rebuild the logo.
- Put the color logo on white, mist or Ledger Ink backgrounds.
- Use the mono versions when only one color is available.
- Keep the clear space and minimum sizes.

Do not

- Recolor the sheets, the lens or the check.
- Stretch, rotate, skew or outline the logo.
- Add shadows, glows or other effects to the logo.
- Place it on busy photos or low-contrast colors.
- Set the name in another font or change the weights.
- Use the horizontal logo smaller than 140 px wide.

6. Files

Folder	Contents
logo/svg	All logo and icon versions as vector files.
logo/png	2000 px logos on solid white or dark backgrounds, so they are readable in any viewer.
logo/png-transparent	The same logos on transparent backgrounds.
icon	The icon at 16, 24, 32, 48, 64, 96, 128, 180, 192, 256, 384, 512 and 1024 px.
favicon	favicon.ico (16, 32, 48), SVG, PNGs, Apple touch icon, Android and maskable icons, web manifest and the HTML head snippet.
extension	Browser extension icons at 16, 32, 48, 96 and 128 px, the store listing icon and a manifest snippet.
social	Avatar, Open Graph image, header, and store tiles.
palette	palette.json, palette.css, tailwind.colors.js and swatches.png.
fonts	Inter 400, 500, 600 and 800 (SIL Open Font License).