



teqore

Brand Guidelines.

Version 1.0
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02

Table of Contents

03

Introduction

05

Design Philosophy

07

Core Design Principles

08

Brand Story

09

Logo Concept

12

Symbol Logos

13

Logo Orientation

15

Favicon

16

Protective Space Logo

17

Color Philosophy

19

Primary Colors

21

Typography Philosophy

23

Brand Mockups

Introduction

What is Teqore?

Teqore is a technology and digital solutions company that helps businesses transform ideas, processes and opportunities into practical digital products.

Strategy + UX/UI + Technology

Positioning

Digital solutions for businesses ready to grow.

Vision

To become a trusted technology partner for ambitious businesses in India and global markets.

Design Philosophy

Teqore designs experiences that turn complexity into clarity.

We believe every interaction should have a purpose, every system should have structure, and every technology should serve a real human need.

We remove unnecessary noise, create clear hierarchy, and use technology intentionally to make products easier to understand, use and grow.

Core Design Principles

Clarity

We simplify complexity to create clear, intuitive experiences that make every interaction easier to understand.



Purpose

We design with intention, ensuring every decision, feature, and solution serves a meaningful user or business need.



Progress

We build forward-thinking solutions that create lasting value and help businesses continuously evolve.



Brand Story

Teqore exists because businesses don't need technology simply because it is possible.

They need technology that makes something better.

A better customer experience.

A better workflow.

A better way to operate.

Teqore brings business thinking, product design and technology together to make that happen.

Logo Concept

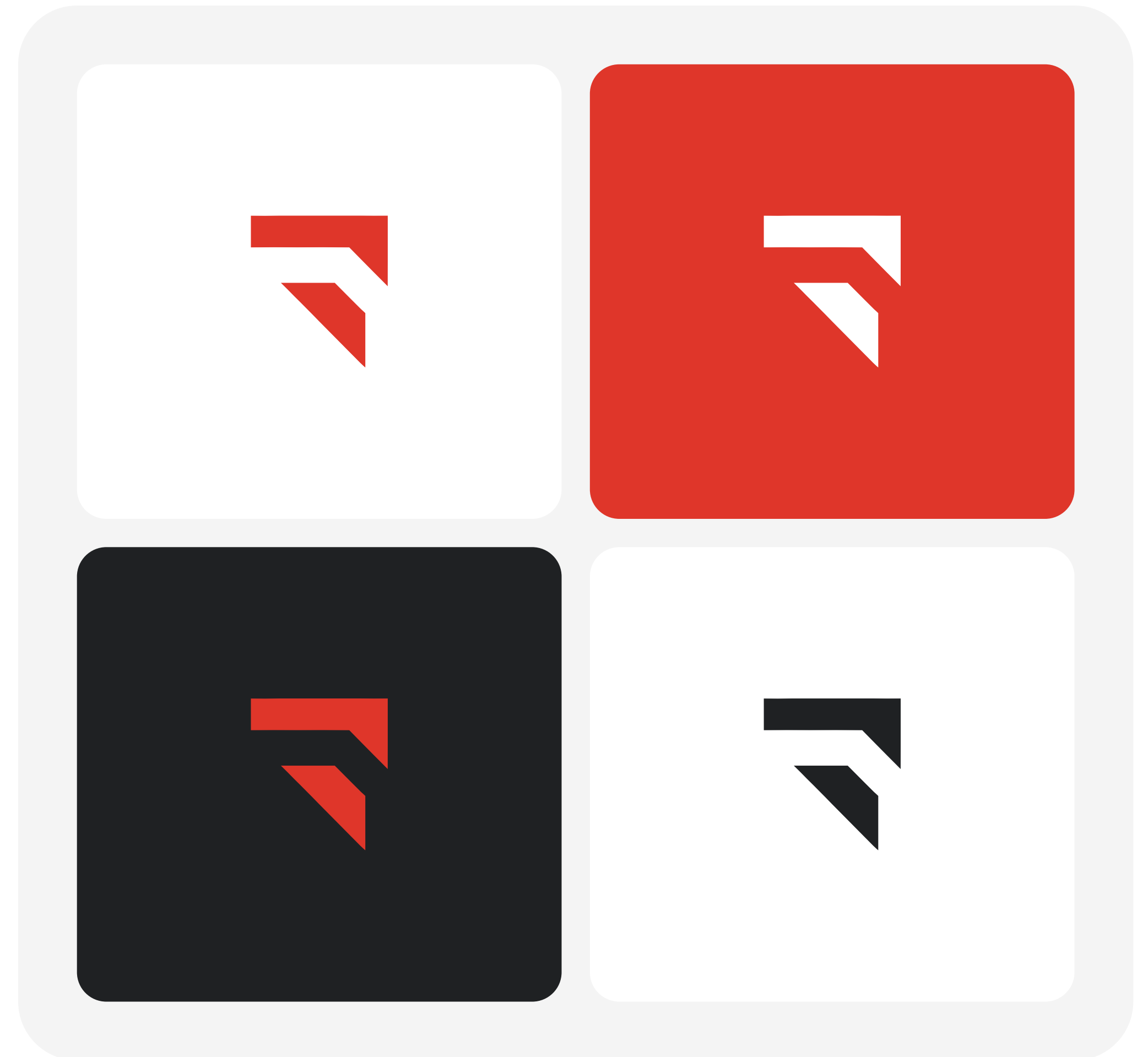






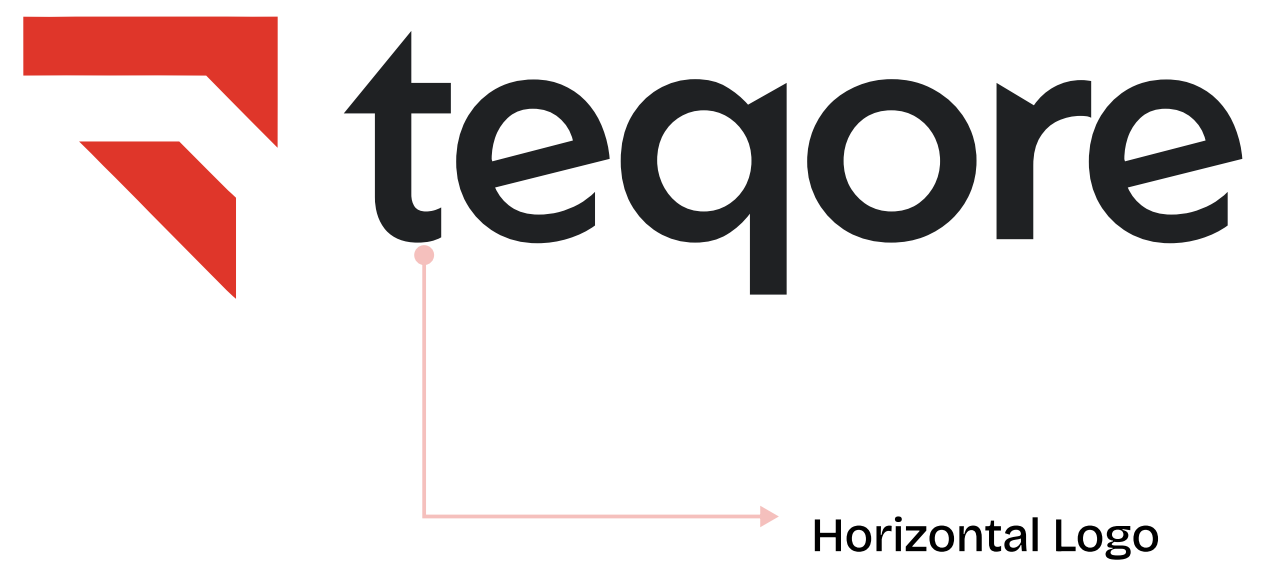
Symbol Logos

The Teqore symbol is derived from the top bar of the “T” and the tail of the “Q” in Teqore, combining both elements into a sharp geometric mark that represents connection, precision, and forward movement.



Logo Orientation

Teqore offers horizontal and vertical orientations, providing flexibility across different layouts and applications while maintaining a consistent and recognizable brand identity.



Coloring

















Teqore

The Teqore symbol is designed for clarity at the smallest digital scales, where the full logo cannot be displayed.

Built from the “T” and “Q” elements of the Teqore identity, it preserves recognizability, precision, and brand character across icons, apps, and digital interfaces.

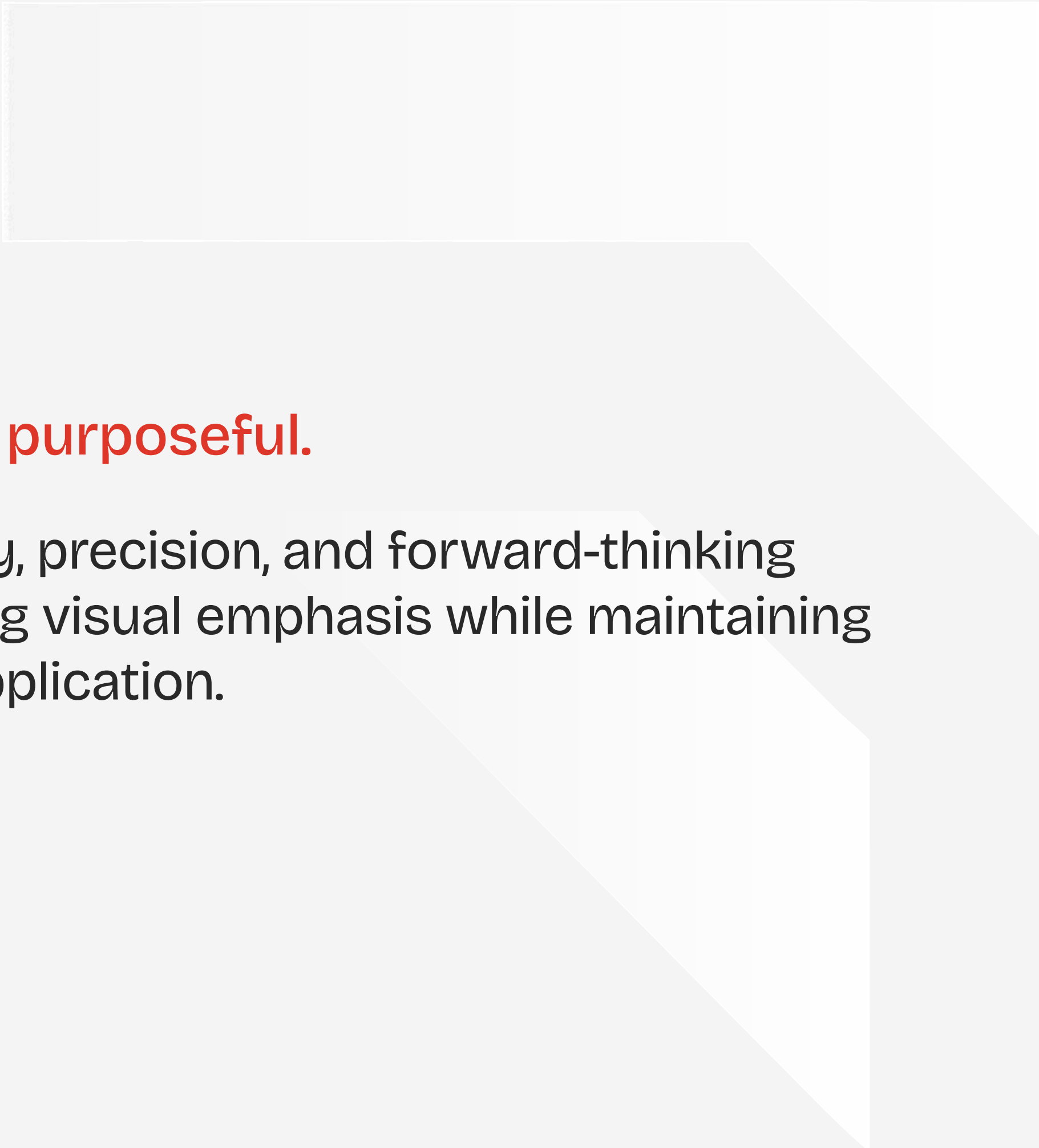
The symbol ensures consistent brand recognition across every digital touchpoint, even in its most minimal form.



Protective Space Logo



Colour Philosophy



Teqore's Forge-Red is bold, confident, and purposeful.

The primary colour represents Teqore's energy, precision, and forward-thinking approach. Used with intention, it creates strong visual emphasis while maintaining clarity and consistency across every brand application.

Primary Colors

The Teqore color system is bold, modern, and purposeful, built for clarity and consistency.

Soft White

Represents clarity, simplicity, and openness, creating a clean foundation for the Teqore visual system.

HEX

#F5F5F5

RGB

245 / 245 / 245

CMYK

0 / 0 / 0 / 4

50%

Forge Red

Represents energy, confidence, and forward movement, adding emphasis and character to the Teqore identity.

HEX

#DF362B

RGB

223 / 54 / 43

CMYK

0 / 76 / 81 / 13

30%

Graphite

Represents precision, technology, and reliability, providing strong contrast and structure across the brand system.

HEX

#202123

RGB

32 / 33 / 35

CMYK

9 / 6 / 0 / 86

20%

Typography

Typography in Teqore is modern, distinctive, and highly readable.

Bricolage Grotesque serves as the primary typeface, bringing personality, clarity, and a contemporary character across every touchpoint. Its versatile forms create a strong visual hierarchy while keeping communication clean, confident, and easy to navigate.

Aa

Bricolage
Grotesque

Typography in Teqore is modern, distinctive, and functional. Bricolage Grotesque brings clarity, character, and confidence to every interaction.

Its versatile letterforms create a clear visual hierarchy, keeping communication consistent, readable, and effortless across digital and physical experiences.

Bricolage Grotesque

Base Value: 16 Scale: 1.25

60px
3.750rem

Smarter solutions. Better growth

48px
3.000rem

Smarter solutions. Better growth

40px
2.500rem

Smarter solutions. Better growth

32px
2.000rem

Smarter solutions. Better growth

24px
1.500rem

Smarter solutions. Better growth

20px
1.250rem

Smarter solutions. Better growth

16px
1.000rem

Smarter solutions. Better growth

Brand Mockups





 **teqore**

CTRL



FN







 teqore

Two large, light red geometric shapes are positioned on the right side of the slide. The top shape is a rectangle with a diagonal cut on its right side. The bottom shape is a parallelogram with a diagonal cut on its right side. Both shapes are oriented diagonally, matching the overall aesthetic of the brand identity.

Thankyou