



# BRAND GUIDE

Logo, mark and color standards for venue marketing

QuizzoTrivia.com • Version 1.0 • July 2026

**400+**

VENUES

**25+**

STATES

**1999**

EST.

**30–150**

PLAYERS / NIGHT

## FOR VENUE OWNERS, MANAGERS, DESIGNERS AND PRINT VENDORS

Everything you need to put Quizzo on a poster, a table tent, a menu insert, a social post or a chalkboard — correctly, and without having to ask us first. Approved logo files, color options, spacing rules and the handful of things we ask you not to do.



A TLN Quizzo property • The Live Network

# START HERE

## THE 60-SECOND VERSION

If you only read one page, read this one. These eight rules cover about 95% of what venues actually need to make a Quizzo poster, flyer or social post look right.

|    |                                                                                                                                                                                                        |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 01 | <b>Use the files we give you</b><br>Download the approved PNGs. Don't screenshot the logo off the website, don't re-type QUIZZO in a lookalike font, and don't pull an old logo off a flyer from 2014. |
| 02 | <b>Pick the colorway that fits your art</b><br>There are ten approved wordmark colors and eight icon colors. Choose the one that reads best against your background — that's the whole decision.       |
| 03 | <b>Orange is the house color</b><br>Quizzo Orange is our primary. Use it when you have no reason not to. The other colors exist so the logo can live on any poster you already have.                   |
| 04 | <b>Never stretch, squash or tilt</b><br>Scale proportionally only. Hold Shift while you drag the corner. A stretched logo is the single most common mistake we see.                                    |
| 05 | <b>Give it room to breathe</b><br>Keep clear space around the mark equal to the height of the letter Q. Nothing crowds it — no text, no borders, no beer bottles.                                      |
| 06 | <b>Keep it legible</b><br>Wordmark: never smaller than 1 inch wide in print. Q icon: never smaller than 0.4 inch. If it can't be read across the bar, it's too small.                                  |
| 07 | <b>Always include the website</b><br>Every printed piece and every post carries QuizzoTrivia.com so players can find your game night. This is not optional.                                            |
| 08 | <b>Ask before you modify</b><br>Need a color we don't have, a vector/EPS file, or a co-branded lockup with your venue logo? We'll make it. It takes about a day.                                       |

# THE MARKS

WHAT WE HAVE AND WHEN TO USE IT

Three assets do all the work. Everything else in this guide is a color variation of one of them.

|                                                                                     |                                                                                                                                                                                                                                                                                                                                                           |
|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    | <p><b>PRIMARY</b></p> <p><b>Primary Wordmark</b></p> <p>The default Quizzo mark. Use this on posters, flyers, table tents, banners and social graphics whenever you have room for a horizontal logo. Orange-to-red gradient, black outline, white inner keyline. Transparent PNG — it drops onto any background.</p> <p><i>File: logo-quizzo2.png</i></p> |
|    | <p><b>SECONDARY</b></p> <p><b>Full Lockup — “Quizzo trivia”</b></p> <p>Wordmark plus the hand-script “trivia”. Use when the audience may not know what Quizzo is — new markets, first-time promotions, or anywhere the word “trivia” needs to be in the artwork. Needs more clear space than the plain wordmark.</p> <p><i>File: QuizzoTrivia.png</i></p> |
|   | <p><b>ICON</b></p> <p><b>The Q Icon</b></p> <p>The standalone mark. Built for small and square: social profile pictures, app tiles, coasters, koozies, stamps on a table tent, or as a repeating graphic element. Use it only where Quizzo is already named in nearby text.</p> <p><i>File: Q.png</i></p>                                                 |
|  | <p><b>ALTERNATE</b></p> <p><b>Full Lockup, white keyline</b></p> <p>Same lockup with a white outline instead of black. Use it on dark or mid-tone backgrounds where the black outline disappears.</p> <p><i>File: QuizzoTrivia2020.png</i></p>                                                                                                            |

# WORDMARK COLORS

## TEN APPROVED OPTIONS

All ten are approved. Pick whichever reads cleanest against your background — you do not need to ask permission to use a non-orange version. Every file is a transparent PNG, 1200 × 400 px.



**Quizzo Orange** PRIMARY

#F7901E → #ED2424

*logo-quizzo2.png*



**Lime**

#F9EF05 → #30B44A

*logo-quizzo2-green.png*



**Gold**

#FFEE00 → #F8971D

*logo-quizzo2-yellow-black.png*



**Electric Blue**

#1EBEE9 → #13618D

*logo-quizzo2-blue.png*



**Electric Blue / Silver** SILVER OUTLINE

#1EBEE9 → #13618D

*logo-quizzo2-blue-silver.png*



**Forest**

#88C23F → #066A3A

*logo-quizzo2-green-black.png*



**Teal**

#46B4B6 → #027072

*QuizzoTeal.png*



**Legacy Green** LEGACY

#D4DE25 → #44B749

*logo-quizzo-green-new.png*



**Solid Black** 1-COLOR

#000000

*logo-quizzo2-black.png*



**Solid White** REVERSE

#FFFFFF

*logo-quizzo2-white.png*

### Choosing a colorway

Light or white poster → Orange, Forest, Electric Blue or Solid Black. Dark poster or photo → Solid White, Lime or Gold. Newspaper, receipt printer, chalk-style or one-color screen print → Solid Black or Solid White.

# Q ICON COLORS

## EIGHT APPROVED OPTIONS

Square 500 × 500 px transparent PNGs. Sized for avatars, tiles and small-format print.

|                                                                                                                                                    |                                                                                                                                                     |                                                                                                                                                        |                                                                                                                                                   |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| <br><b>Orange</b><br>PRIMARY<br>#F7901E → #ED2424<br><i>Q.png</i> | <br><b>Electric Blue</b><br>#1EBDE8 → #13628E<br><i>Q-blue.png</i> | <br><b>Lime</b><br>#F8EE06 → #34B44A<br><i>Q-green.png</i>           | <br><b>Charcoal</b><br>1-COLOR<br>#161617<br><i>Q-dark.png</i> |
| <br><b>Teal</b><br>#18DCE3 → #01888D<br><i>TealQ.png</i>          | <br><b>Purple</b><br>#C082F9 → #7E40B7<br><i>PurpleQ.png</i>       | <br><b>Powder Indigo</b><br>#A89DFF → #5B46FD<br><i>PowederQ.png</i> | <br><b>Rose</b><br>#E58684 → #A34442<br><i>RoseQ.png</i>       |

## NOTES ON THE ICON SET

- Orange and Electric Blue are the two we recommend for social profile pictures — they hold up at 40 px.
- Charcoal is the one-color version. Use it for embossing, engraving, single-color screen print and fax-grade reproduction.
- Purple, Powder Indigo and Rose are seasonal / novelty colorways. Fine for a one-off promo; not for permanent signage.
- The Q icon is not a substitute for the wordmark. If the piece never says “Quizzo” in words, use the wordmark instead.

# COLOR PALETTE

## HEX AND RGB VALUES

Use these values for backgrounds, headlines, buttons and anything else on a Quizzo piece. The gradients below are the exact ramps inside the logo files — match them if you're building artwork around the mark.

## PRIMARY — QUIZZO ORANGE

|                                                    |                                                 |
|----------------------------------------------------|-------------------------------------------------|
| <b>#F7901E</b><br>RGB 247 144 30<br>GRADIENT START | <b>#ED2424</b><br>RGB 237 36 36<br>GRADIENT END |
|----------------------------------------------------|-------------------------------------------------|

## NEUTRALS

|                                              |                                         |                                                |                                            |                                            |
|----------------------------------------------|-----------------------------------------|------------------------------------------------|--------------------------------------------|--------------------------------------------|
| <b>Quizzo Ink</b><br>#1A1A1C<br>RGB 26 26 28 | <b>Slate</b><br>#4A4A4F<br>RGB 74 74 79 | <b>Rule Grey</b><br>#D8D8DC<br>RGB 216 216 220 | <b>Paper</b><br>#F4F4F6<br>RGB 244 244 246 | <b>White</b><br>#FFFFFF<br>RGB 255 255 255 |
|----------------------------------------------|-----------------------------------------|------------------------------------------------|--------------------------------------------|--------------------------------------------|

## SECONDARY GRADIENTS

|               |                |                |
|---------------|----------------|----------------|
| Lime          | <b>#F9EF05</b> | <b>#30B44A</b> |
| Gold          | <b>#FFEE00</b> | <b>#F8971D</b> |
| Electric Blue | <b>#1EBEE9</b> | <b>#13618D</b> |
| Forest        | <b>#88C23F</b> | <b>#066A3A</b> |
| Teal          | <b>#18DCE3</b> | <b>#01888D</b> |
| Purple        | <b>#C082F9</b> | <b>#7E40B7</b> |
| Powder Indigo | <b>#A89DFF</b> | <b>#5B46FD</b> |
| Rose          | <b>#E58684</b> | <b>#A34442</b> |

**Printing on a press?**

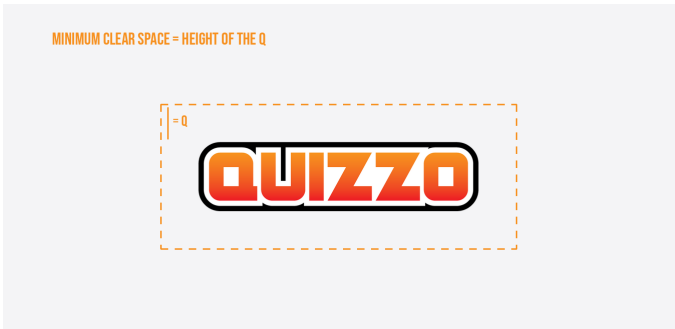
These are screen (RGB) values. For offset, screen print or embroidery, ask us for the CMYK / Pantone / thread-match sheet and the vector files before your vendor converts anything themselves — auto-converted orange goes muddy.

# SPACE & SIZE

## GIVE THE MARK ROOM

### CLEAR SPACE

Keep a margin around the logo equal to the height of the Q. Nothing enters that zone — no headline, no border, no photo edge, no other logo.



#### Minimum sizes

Wordmark, print — **1.0 in wide**

Wordmark, screen — **120 px wide**

Full lockup, print — **1.5 in wide**

Q icon, print — **0.4 in**

Q icon, screen — **40 px**

*Below these sizes the white keyline closes up and the mark turns into a blob.*

### BACKGROUNDS

Contrast is the only rule. If the outline of the logo disappears into the background, switch colorways.

|                                                                                    |                                                                                    |                                                                                     |                                                                                      |
|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
|  |  |  |  |
| <b>White or very light</b><br>Any colorway. Orange preferred.                      | <b>Dark or black</b><br>Use Solid White, Lime or Gold.                             | <b>Light grey / cream</b><br>Any colorway. Orange preferred.                        | <b>Photo or busy art</b><br>White version, over a darkened area of the photo.        |

# PLEASE DON'T

## THE SIX THINGS WE ASK YOU TO AVOID

None of this is precious. It's just that a warped, recolored, shadow-dropped logo makes your venue's poster look homemade — which is the opposite of what a 400-venue league should look like.



### × Don't stretch or squash

Scale proportionally. Hold Shift on the corner handle.



### × Don't rotate or tilt

The mark sits level. Always.



### × Don't invent colors

Ten wordmark colors ship approved. If you need an eleventh, ask.



### × Don't add shadows or glows

No bevels, no outer glow, no 3D. The logo already has its outline.



### × Don't add extra outlines

The black outline and white keyline are part of the artwork.



### × Don't bury it in the background

Orange on orange, green on green — switch to the white or black version.

## ALSO: DON'T RE-TYPE THE LOGO

The QUIZZO letterforms are custom artwork, not a font you can install. Typing “QUIZZO” in a lookalike typeface is not the logo. If you need the word set in type for a headline, use the typography on the next page instead.

# TYPE & LAYOUT

## BUILDING A POSTER THAT LOOKS LIKE OURS

### TYPEFACES

#### BEBAS NEUE

Headlines, night-of-the-week, prize callouts, big numbers.  
Free from Google Fonts. Always set in ALL CAPS.

SUBSTITUTE: OSWALD, ANTON OR IMPACT

#### DM Sans

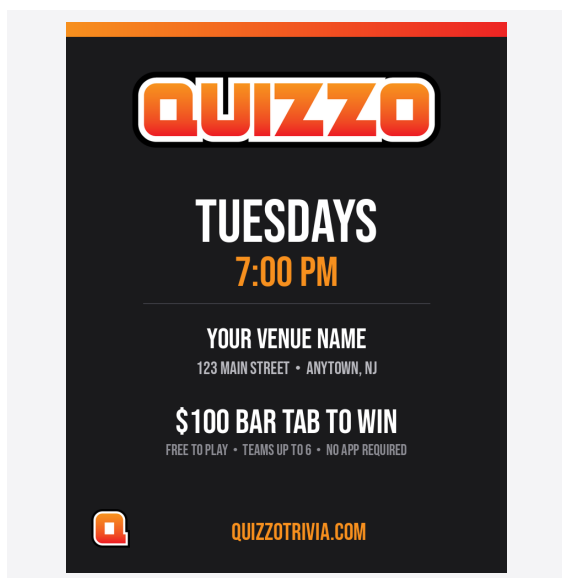
Body copy, times, addresses, rules, small print. Free from  
Google Fonts. Regular and Bold only.

SUBSTITUTE: ARIAL, HELVETICA OR INTER

### EVERY PIECE MUST CARRY

- **QuizzoTrivia.com** — On every printed piece and every graphic. This is how players find your night.
- **Day and start time** — “TUESDAYS • 7:00 PM” — set in Bebas, biggest thing after the logo.
- **Your venue name** — Yours is the headline; ours is the endorsement.
- **What's at stake** — Prizes, house cash, tabs. This is the single biggest driver of turnout.

### A POSTER THAT WORKS



#### The recipe

- Dark background. Orange logo. That contrast is the brand.
- Logo at the top, roughly one-third of the width, centered or flush left.
- Day of the week is the second-biggest element on the page. Not the venue name, not the prize — the day.
- One accent color only: Quizzo Orange. Everything else is white, grey or ink.
- Leave real margins. Crowded posters read as cheap.
- Website locked to the bottom, with the Q icon opposite it.
- Standard postcard trim is 4.25 × 5.5 in, printed 4-up on 8.5 × 11 with no cut lines.

# ASSET INDEX

## EVERY FILE, ONE LIST

All files are transparent PNG. Wordmarks and lockups are 1200 × 400 px; Q icons are 500 × 500 px.

| FILE                          | NAME                          | USE                                          |
|-------------------------------|-------------------------------|----------------------------------------------|
| <b>WORDMARKS</b>              |                               |                                              |
| logo-quizzo2.png              | Quizzo Orange — primary       | Default. Use unless there's a reason not to. |
| logo-quizzo2-green.png        | Lime                          | Dark backgrounds, high-energy art.           |
| logo-quizzo2-yellow-black.png | Gold                          | Dark backgrounds, prize promos.              |
| logo-quizzo2-blue.png         | Electric Blue                 | Light backgrounds.                           |
| logo-quizzo2-blue-silver.png  | Electric Blue, silver outline | When black outline is too heavy.             |
| logo-quizzo2-green-black.png  | Forest                        | Light backgrounds, subdued rooms.            |
| QuizzoTeal.png                | Teal                          | Light backgrounds.                           |
| logo-quizzo-green-new.png     | Legacy Green                  | Existing signage only — not for new art.     |
| logo-quizzo2-black.png        | Solid Black                   | One-color print, newspaper, engraving.       |
| logo-quizzo2-white.png        | Solid White                   | Dark backgrounds, photos, reverse.           |
| <b>LOCKUPS</b>                |                               |                                              |
| QuizzoTrivia.png              | Quizzo trivia, black keyline  | Light backgrounds. When “trivia” is needed.  |
| QuizzoTrivia2020.png          | Quizzo trivia, white keyline  | Dark and mid-tone backgrounds.               |
| <b>Q ICONS</b>                |                               |                                              |
| Q.png                         | Orange — primary icon         | Social avatars, tiles, coasters.             |
| Q-blue.png                    | Electric Blue                 | Alternate avatar.                            |
| Q-green.png                   | Lime                          | Dark tiles.                                  |
| Q-dark.png                    | Charcoal                      | One-color, engraving, embossing.             |
| TealQ.png                     | Teal                          | Alternate.                                   |
| PurpleQ.png                   | Purple                        | Seasonal / novelty.                          |
| PowederQ.png                  | Powder Indigo                 | Seasonal / novelty.                          |
| RoseQ.png                     | Rose                          | Seasonal / novelty.                          |

## Need something that isn't here?

- Vector files (AI / EPS / SVG) for large-format print, vehicle wraps or embroidery
- CMYK and Pantone build sheets for your commercial printer
- A co-branded lockup pairing your venue logo with the Quizzo mark
- A custom colorway to match your room, or a finished poster built for you

**Contact:** Quizzo Office \_\_\_\_\_ • Drew (urgent) \_\_\_\_\_ • QuizzoTrivia.com

Tag your posts @playquizzo on TikTok and tag the Quizzo page on Facebook and Instagram — we reshare venue promos.