



QueKey

Human proof for the **AI era**

A Q that is also a key, cut in negative space: the bow of the key is the counter of the letter, and its shaft runs out through the squared corner. The solid form is the system; the key-shaped void is the person it admits. The supplied artwork is the master; it is never redrawn, approximated or altered.



The master artwork, reproduced exactly

CLEAR SPACE

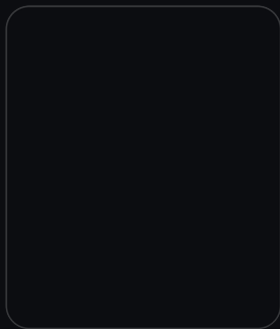
Keep a margin of one quarter of the mark's width free on all sides. Nothing sits inside it, neither the wordmark nor a rule.

MINIMUM SIZES

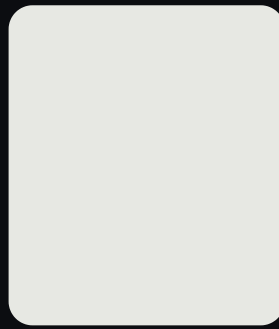
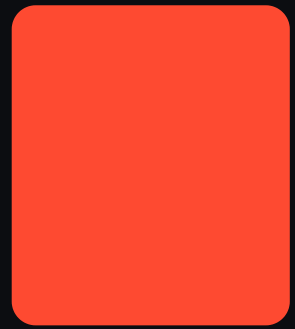


Digital: 16 px at the smallest (favicon). Print: 5 mm. The keyway stays legible down to both.

QueKey lives on a dark ground. Ink carries the page, surfaces rise one step lighter, and a single red-orange signal marks what matters: the highlighted word, the primary action, the moment of proof. Red is never decoration; if everything is urgent, nothing is.

**Ink**

#0C0D11 · page ground

**Surface**#17181C · cards,
frames**Off-white**#E7E8E3 · text, the
mark**Signal**#FE4A31 · the one
accent

On dark ground the mark is off-white, or red when it stands as the signal itself. On light ground it is ink. One color per placement, never two.

One family: Inter. Weight does the hierarchy — extra bold for headlines and the wordmark, regular for running text. Key words inside a headline may carry the signal red; nothing else in text does.

HEADLINES · INTER EXTRA BOLD

AI can act. But should it?

BODY · INTER REGULAR

Software receives a request and has no way to know whether a human originated it. QueKey makes the human legible to the machine: proof a person is present, at the moment it matters.



QueKey
BY GENERAL QUERY

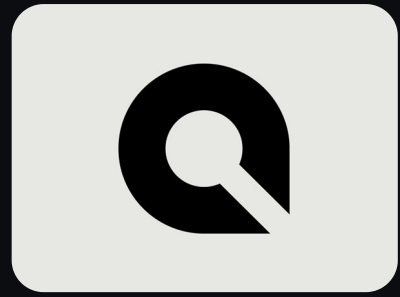
The lockup: mark at cap height × 1.9, gap of half the mark's width, wordmark in Inter Extra Bold.



Primary · off-white on dark



Signal · red on dark



Light ground · ink



Secondary

Shape language: fully rounded pills for actions, rounded rectangles with hairline outlines for surfaces. No fills without purpose.

DO

Reproduce the mark from the master artwork only. Use one color per placement. Reserve red for the signal. Set everything in Inter.

DON'T

Don't redraw or distort the mark, rotate it, close or recolor the keyway, outline the form, add gradients or shadows, or use red as a background.