

Quantum

WORLD CONGRESS

• Brand Guidelines •

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Brand Positioning

Connecting the World's Quantum Ecosystem.

A strong brand helps us be clear about who we are and what we stand for. It allows us to reinforce what is unique about the QWC and let people know what to expect when they encounter QWC staff, products or services. The QWC's Brand Strategy is a framework for delivering our brand's promise. It includes our Brand Positioning and is used to guide marketing messages, and visual communications. Everyone who is a part of the QWC — from staff to volunteer leaders to participants at all levels — is a brand ambassador for the organization. The success of our brand rests on how well we deliver on our promise to connect the world's quantum ecosystem in order to accelerate the value of the growing quantum industry.

Visual Identity

PRIMARY LOGO

The logo is the foundation for all visual and design elements that make up the QWC brand look.

This is the preferred logo. Use the full color primary logo on white backgrounds only.



Visual Identity

LOGO VARIATIONS

While the full primary logo is appropriate for most placements, there will be occasions in which a logo variation is appropriate for smaller spaces.

Use this logo variation on occasions where placement needs to be smaller.

ABBREVIATED



LOGOMARK



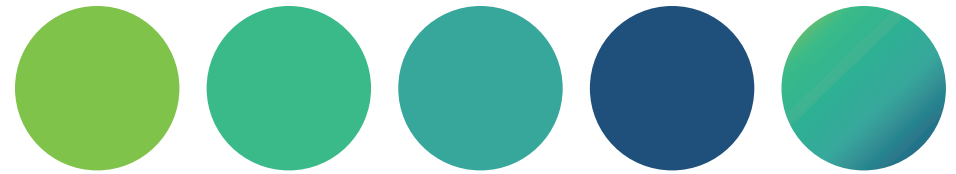
Visual Identity

LOGO COLOR VARIATIONS

Proper use of color is an imperative component to maintaining brand integrity. Use these guidelines when working with the QWC logo in various color situations.

The white logo may be used only on the four brand colors and gradient listed to the right (also on page 10).

When placing the logo over an image, be sure that it is visible and free of distracting elements. When possible, place the logo in negative space (see example).



Visual Identity

CLEAR SPACE

Maintaining clear space around the logo provides legibility, clarity and brand presence. Allow clear space of .7 in or 50px on all sides of the logo.



Visual Identity

INCORRECT USAGE

To ensure the integrity of the QWC, please adhere to the guidelines for correct logo usage.

DO NOT apply a drop shadow, stroke, or any other effects to the logo.



DO NOT reorganize or add any elements to the logo.



DO NOT place the logo onto busy or distracting backgrounds.



DO NOT place white logo on any color other than the brand colors on page 10



Visual Identity

MINIMUM SIZE

The minimum size has been carefully set up to ensure the logo and symbol is reproduced correctly in smaller sizes. At minimum size, the logo is still clearly legible and provides a strong level of identification.

2.5" wide / 180px



1.5" wide / 108px



.5" wide / 36px



Visual Identity

BRAND COLORS

The four primary colors and the gradient can be used as design components when creating QWC materials.

The gradient is a blend of all four brand colors.
Do not create alternate gradients.

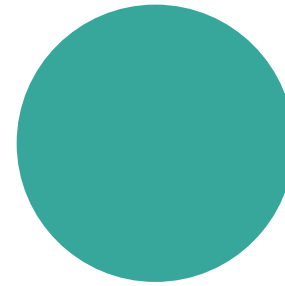
LINEAR GRADIENT

ANGLE: -46%

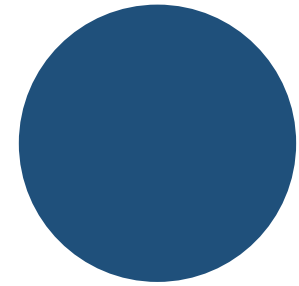
STOPS:

#82C44B - 0
#45BB89 - 21
#3BA79C - 60
#27517B - 100

PRIMARY COLORS

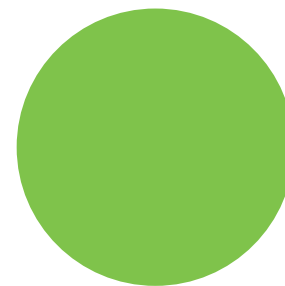


CMYK: 73, 13, 45, 0
RGB: 59, 167, 156
HEX: #3BA79C

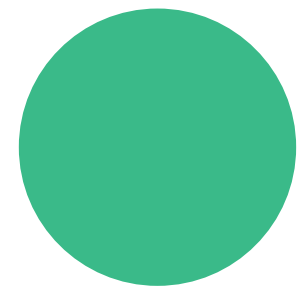


CMYK: 93, 72, 31, 10
RGB: 39, 81, 123
HEX: #27517B

SECONDARY COLORS



CMYK: 54, 0, 94, 0
RGB: 130, 196, 75
HEX: #82C44B



CMYK: 69, 0, 62, 0
RGB: 69, 187, 137
HEX: #45BB89

Visual Identity

TYPOGRAPHY

The primary typeface is Roboto Condensed, which can be used as a header or accent font (ex: a pullquote).
The secondary typeface is Roboto, which should only be used for large sections of body copy (ex: website copy).

These fonts can be downloaded on [Google Fonts](#).

PRIMARY TYPE

Roboto Condensed

Roboto Condensed Light
Roboto Condensed Regular
Roboto Condensed Bold

SECONDARY TYPE

Roboto

Roboto Light
Roboto Regular
Roboto Bold

Headline
Subhead

Body Copy
Caption Copy

Visual Identity

DESIGN ELEMENTS

The logomark can be used as a single graphic accent. It must always extend past the bounds of the design and should not overpower the message.

The logomark should only be used in the brand colors , brand gradient, or white.

The logomark should never be rotated or altered in any way and must remain recognizable.

For stand along pieces such as web ads and flyers the primary version of the logo should still appear.



CIRCLES CAN BE UTILIZED AS GRAPHIC ELEMENTS TO MAINTAIN CONTINUITY OF SHAPES AND COLOR.

Visual Identity

DESIGN ELEMENTS

Here's how to properly use the logomark in our brand colors, so these elements always look their best.

On brand colors or gradient, use the white logomark at 100% or 10% opacity. On a white background, use the colored logomark at 100% opacity. The logomark should always be a solid brand color, solid white, or the brand gradient. Do not use with any other color combinations.



Visual Identity

ART DIRECTION

The imagery chosen to reflect QWC is part of the overall brand look. Consistency in tone, style and aesthetic of imagery is crucial. Use this moodboard to choose imagery that is right for the brand.

**The imagery
should be clean.**



**Match the
color palette.**



**Be diverse
and modern.**

