



QUANTINUUM

## **General Guidelines**

**Quantinum Trademark Usage Guidelines** ..... 3

## **Specific Brand and Product Guidelines**

**Quantinum word and logo mark** ..... 5

**Quantinum (katakana) symbol** ..... 8

**Quantum Origin word and logo mark** ..... 9

**InQuanto word and logo mark** ..... 11

**InQuanto (katakana) symbol** ..... 13

**Lambeq word and logo mark** ..... 14

**TKET and t|ket> word marks** ..... 17

**Compositional Intelligence (CI) word and logo mark** ..... 20

## GENERAL GUIDELINES

### Quantinum Trademark Usage Guidelines

Please follow these guidelines if you hold a valid trademark license from Quantinum or its affiliates (“Quantinum”) or you otherwise have written permission from Quantinum to use its trademarks and corporate logos.

You may use Quantinum’s trademarks and corporate logos to refer to Quantinum’s products, services and related technology if you follow these guidelines and your use is accurate, fair and not misleading. Any goodwill generated by your use of Quantinum’s trademarks inures exclusively to Quantinum.

You may not use any Quantinum trademarks or corporate logos or copyright material without written authorization from Quantinum.

#### General

- Do not use a Quantinum trademark or corporate logo (or any part of a Quantinum trademark or corporate logo) as part of another trademark, slogan, logo or other name. This includes but is not limited to a company name, trade name, product name, service name, technology name, domain name or social media name.
- Do not register a Quantinum trademark or corporate logo (or any part of a Quantinum trademark or corporate logo) either alone or as part of another trademark or other name. This includes, but is not limited to a company name, trade name, product name, service name, technology name, domain name or social media name.
- Do not use any Quantinum trademark or corporate logo more prominently than your own trademarks, company name, trade name, product name, service name or other name. You should distinguish such names visually from any Quantinum trademark or other name.
- Do not use any Quantinum trademark or corporate logo to make fun of Quantinum or portray Quantinum in a negative way.
- Do not use any Quantinum trademark or corporate logo in any manner that expresses or implies that Quantinum has any affiliation, sponsorship, endorsement, certification, or approval of your product, service or company.
- Quantinum may modify these Trademark Usage Guidelines from time to time.
- Use of Quantinum’s trademarks and corporate logos must not be in violation of the laws, rules and regulations of any country, including without limitation the United States or England and Wales.
- You may make NO representations or warranty regarding Quantinum or its affiliates or their products or service offerings.
- Do not manufacture, advertise, sell, distribute or otherwise give away any merchandise items bearing any Quantinum trademark, logo or other name without an express written trademark license from Quantinum.

#### Word Trademarks

Guidelines for third parties when referring to Quantinum’s word trademarks.

#### Dos

1. Trademark symbols and notice statements:
  - Always use the correct trademark symbol with the first or most prominent appearance of the trademark in the body of text. Please refer to the table below in the Quantinum Specific Brand and Product Guidelines section for the correct trademark symbol.
  - You do not have to use trademark symbols in headlines unless there is no accompanying text, in which case you must use them.
  - Always include the correct trademark notice statement.
2. Approved nouns:
  - Always use trademarks as adjectives. Where Quantinum specifies a list of approved nouns for use with a trademark, such trademark must be accompanied by an approved noun. If included, approved nouns will be found in the Quantinum Specific Brand and Product Guidelines section below.

## GENERAL GUIDELINES

### Don'ts

1. Do not use a trademark as a noun, a verb, or in the possessive or plural form.
2. Do not use inaccurate or misleading nouns after Quantinum's trademarks. Quantinum's trademarks are used for specific products and services.
3. Do not use Quantinum's trademarks in false or misleading advertising.
4. Do not use Quantinum's trademarks in connection with any defamatory, scandalous, pornographic, or other objectionable materials.
5. Do not use or imitate any Quantinum tagline or slogan.
6. Never alter Quantinum's trademarks:
  - Do not alter the spelling or form of Quantinum's trademarks by abbreviating them, creating acronyms, translating them, joining them to other words, symbols or numbers or using improper capitalization.

### Using Quantinum trade names

As well as being trademarks, Quantinum's trademarks are also trade names. When Quantinum trademarks are used as trade names, the trademark rules do not apply, so do not use them as adjectives with any trademark symbol. Please use Quantinum's trade names as nouns. As nouns, Quantinum's trade names may also be used in the possessive form.

### Logo Usage

Please follow these guidelines when using Quantinum logos.

- Do not alter or deform the shape of the logo in any way. The logo must appear exactly as shown: the elements, proportions and relationships must not change.
- Do not replace the logotype with a different typeface.
- Do not imitate any element of the logo, including its trade dress.
- Do not use the logo or logotype as an element in titles, headlines or text.
- Do not set type near to the logo that could be construed as a corporate slogan or motto.
- Do not imitate any element of Quantinum's logos, trade dress or product packaging.
- Do not add any background to the logo, unless it has been pre-approved by Quantinum.

Quantinum reserves the sole right to alter or refuse any permission to any third party to use Quantinum corporate logos if such use does not comply with these guidelines.

### Specific Brand and Product Guidelines

Quantinum trademarks and corporate logos have Quantinum Specific Brand and Product Guidelines providing guidance on how to use them. Quantinum Specific Brand and Product Guidelines are set out below.

## Quantinum word and logo mark

### Using the Trademark

Unless otherwise agreed in writing under a valid Quantinum trademark license agreement, Quantinum’s word and logo trademarks under these Trademark Usage Guidelines can be used globally except in any country on any UK, US, Japan or EU sanctions list.

### Quantinum (word trademark)

Symbol:	<p>® For use in France, Germany, Israel, Japan, Mauritius, Mexico, Russia, United Arab Emirates and Taiwan only;</p> <p>™ For use in any jurisdiction not listed above;</p> <p>provided that it is not on any UK, US, Japan or EU sanctions list</p> <p>For website in any jurisdiction (provided that it is not on any UK, US, Japan or EU sanctions list), use ™ together with the following notice:</p> <p>“Quantinum is a trademark name of Quantinum LLC (or its affiliates) registered in France, Germany, Israel, Japan, Mauritius, Mexico, Russia, United Arab Emirates and Taiwan and unregistered elsewhere.”</p>
Notice:	The Quantinum name and logo are trademarks of Quantinum LLC (or its affiliates). All rights reserved.

### Use examples for Quantinum trademark

	Correct Letter Case of trademark		
Example	Correct Use	Incorrect Use	Notes
#1	Quantinum™ technology	QUANTINUUM™ technology  quantinum™ technology	<i>When using the Quantinum trademark, “Q” must be capitalised with the remaining letters in lower case.</i>

Correct use of ® and TM symbols		
Symbol	Correct Use	Incorrect Use
<b>®</b>	Quantinum® technology  <i>(in France, Germany, Israel, Japan, Mauritius, Mexico, Russia, United Arab Emirates and Taiwan)</i>	Quantinum™ technology  Quantinum is a registered trademark in France, Germany, Israel, Japan, Mauritius, Mexico, Russia, United Arab Emirates and Taiwan
<b>TM</b>	Quantinum™ technology  <i>(ex France, Germany, Israel, Japan, Mauritius, Mexico, Russia, United Arab Emirates and Taiwan)</i>	Quantinum® technology  Quantinum is not a registered trademark ex France, Germany, Israel, Japan, Mauritius, Mexico, Russia, United Arab Emirates and Taiwan

**Quantinum (logo)**



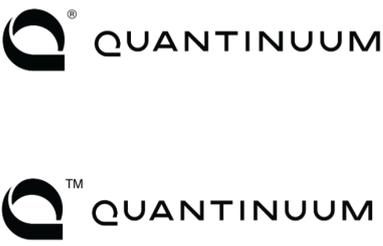
**QUANTINUUM**



**QUANTINUUM**

<p>Symbol:</p>	<p>® For use with logo in France, Germany, India, Israel, Japan, Mauritius, Mexico, Russia, United Arab Emirates and Taiwan only;</p> <p>™ For use with logo in any jurisdiction not listed above;</p> <p>provided that it is not on any UK, US, Japan or EU sanctions list</p> <p>For website in any jurisdiction (provided that it is not on any UK, US, Japan or EU sanctions list), use ™ together with the following notice:</p> <p>“Quantinum is a trademark logo of Quantinum LLC (or its affiliates) registered in France, Germany,</p>
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	India, Israel, Japan, Mauritius, Mexico, Russia, United Arab Emirates and Taiwan and unregistered elsewhere.”
Notice:	The Quantinum name and logo are trademarks of Quantinum LLC (or its affiliates). All rights reserved.

Correct symbol use and positioning on trademark			
Example	Correct Use	Incorrect Use	Notes
#1	 <p><i>(in France, Germany, India, Israel, Japan, Mauritius, Mexico, Russia, United Arab Emirates and Taiwan only)</i></p> <p><i>(in other territories)</i></p>		<p>Make sure that TM and ® symbols are used in a way that clearly shows that the symbol applies to the entire logo, not just one of the elements. Do not divide the elements.</p> <p>Make sure the symbols are the same colour as the logo and in a size that is clearly visible, but does not dominate the logo. For detailed guidelines on the approved colours and sizes of the logo, please see <b>Quantinum Brand Guidelines on Page [xx]</b> below.</p>

## Quantinum (Katakana) word mark

### Using the Trademark

Unless otherwise agreed in writing under a valid Quantinum trademark license agreement and/or Distributorship Agreement, Quantinum’s word and logo trademarks under these Trademark Usage Guidelines can be used globally except in any country on any UK, US, Japan or EU sanctions list.

### Quantinum (Katakana) symbol

クオンティニューム

Symbol:	<p>® For use with logo in Japan;</p> <p>™ For use with logo in any jurisdiction not listed above;</p> <p>provided that it is not on any UK, US, Japan or EU sanctions list</p> <p>For website in any jurisdiction (provided that it is not on any UK, US , Japan or EU sanctions list), use ™ together with the following notice:</p> <p>“Quantinum (katakana) symbol is a trademark of Quantinum K.K. (or its affiliates) registered in Japan and unregistered elsewhere.”</p>
Notice:	The Quantinum (katakana) symbol is a trademark of Quantinum K.K. (or its affiliates). All rights reserved.

## Quantum Origin word and logo mark

### Using the Trademark

Unless otherwise agreed in writing under a valid Quantinum trademark license agreement, Quantinum’s word and logo trademarks under these Trademark Usage Guidelines can be used globally except in any country on any UK, US, Japan or EU sanctions list.

### Quantum Origin (word trademark)

Symbol:	<p>® For use in Japan only;</p> <p>™ For use in any jurisdiction not listed above;</p> <p>provided that it is not on any UK, US, Japan or EU sanctions list</p> <p>For website in any jurisdiction (provided that it is not on any UK, US, Japan or EU sanctions list), use ™ together with the following notice:</p> <p>“Quantum Origin is a trademark name of Quantinum Ltd (or its affiliates) registered in Japan and unregistered elsewhere.”</p>
Notice:	The Quantum Origin name and logo are trademarks of Quantinum Ltd (or its affiliates). All rights reserved.

### Use examples for Quantum Origin trademark

Correct Letter Case of trademark			
Example	Correct Use	Incorrect Use	Notes
#1	Quantum Origin™ cybersecurity platform	QUANTUM ORIGIN™ cybersecurity platform  quantum origin™ cybersecurity platform	<i>When using the “Quantum Origin” trademark the “Q” and “O” must be capitalised with the remaining letters in lower case.</i>

Correct use of ® and ™ symbols		
Symbol	Correct Use	Incorrect Use

<b>®</b>	Quantum Origin® cybersecurity platform  <i>(in Japan)</i>	Quantum Origin™ cybersecurity platform  Quantum Origin is a registered trademark in Japan
<b>TM</b>	Quantum Origin™ cybersecurity platform  <i>(ex Japan)</i>	Quantum Origin® cybersecurity platform  Quantum Origin is not a registered trademark ex Japan

**Quantum Origin (logo)**

# QUANTUM ORIGIN

Symbol:	<p>® Do not use with logo;</p> <p>™ For use with logo in all jurisdictions;</p> <p>provided that it is not on any UK, US, Japan or EU sanctions list</p> <p>For website in any jurisdiction (provided that it is not on any UK, US, Japan or EU sanctions list), use ™ together with the following notice:</p> <p>“Quantum Origin is a trademark logo of Quantinum Ltd (or its affiliates).”</p>
Notice:	The Quantum Origin name and logo are trademarks of Quantinum Ltd (or its affiliates). All rights reserved.

## InQuanto word mark

### Using the Trademark

Unless otherwise agreed in writing under a valid Quantinuum trademark license agreement, Quantinuum’s word and logo trademarks under these Trademark Usage Guidelines can be used globally except in any country on any UK, US, Japan or EU sanctions list.

### InQuanto (word trademark)

Symbol:	<p>® For use in United Kingdom and European Union only;</p> <p>™ For use in any jurisdiction not listed above;</p> <p>provided that it is not on any UK, US, Japan or EU sanctions list</p> <p>For website in any jurisdiction (provided that it is not on any UK, US, Japan or EU sanctions list), use ™ together with the following notice:</p> <p>“InQuanto is a trademark name of Quantinuum Ltd (or its affiliates) registered in the United Kingdom and European Union and unregistered elsewhere.”</p>
Notice:	The InQuanto name is a trademark of Quantinuum Ltd (or its affiliates). All rights reserved.

### Use examples for InQuanto trademark

Correct Letter Case of trademark			
Example	Correct Use	Incorrect Use	Notes
#1	InQuanto™ quantum chemistry	INQUANTO™ quantum chemistry  inquanto™ quantum chemistry	<i>“When using the “InQuanto” trademark, the “I” and “Q” must be capitalised with the remaining letters in lower case.</i>

	Correct use of ® and TM symbols	
Symbol	Correct Use	Incorrect Use
<b>®</b>	InQuanto® quantum chemistry  <i>(in United Kingdom and European Union)</i>	InQuanto™ quantum chemistry  InQuanto is a registered trademark in the United Kingdom and European Union
<b>TM</b>	InQuanto™ quantum chemistry  <i>(ex United Kingdom and European Union)</i>	InQuanto® quantum chemistry  InQuanto is not a registered trademark ex United Kingdom and European Union

InQuanto (logo) – Not Applicable

## InQuanto (Katakana) mark

### Using the Trademark

Unless otherwise agreed in writing under a valid Quantinum trademark license agreement, Quantinum’s word and logo trademarks under these Trademark Usage Guidelines can be used globally except in any country on any UK, US, Japan or EU sanctions list.

### InQuanto (Katakana) symbol

インクアント

Symbol:	<p>® For use with logo in Japan;</p> <p>™ For use with logo in any jurisdiction not listed above;</p> <p>provided that it is not on any UK, US, Japan or EU sanctions list</p> <p>For website in any jurisdiction (provided that it is not on any UK, US , Japan or EU sanctions list), use ™ together with the following notice:</p> <p>“Quantinum (katakana) symbol is a trademark of Quantinum K.K. (or its affiliates) registered in Japan and unregistered elsewhere.”</p>
Notice:	The Quantinum (katakana) symbol is a trademark of Quantinum K.K. (or its affiliates). All rights reserved.

## Lambeq word and logo mark

### Using the Trademark

Unless otherwise agreed in writing under a valid Quantinum trademark license agreement, Quantinum’s word and logo trademarks under these Trademark Usage Guidelines can be used globally except in any country on any UK, US, Japan or EU sanctions list.

### LAMBEQ (word trademark)

Symbol:	<p>® Do not use with word trademark;</p> <p>™ For use with word trademark in all jurisdictions;</p> <p>provided that it is not on any UK, US, Japan, or EU sanctions list</p> <p>For website in any jurisdiction (provided that it is not on any UK, US, Japan or EU sanctions list), use ™ together with the following notice:</p> <p>“LAMBEQ is a trademark name of Quantinum Ltd (or its affiliates).”</p>
Notice:	The LAMBEQ name and logo are trademarks of Quantinum Ltd (or its affiliates). All rights reserved.

### Use examples for LAMBEQ trademark

Correct Letter Case of trademark			
Example	Correct Use	Incorrect Use	Notes
#1	LAMBEQ™ technology	Lambeq™ technology  lambeq™ technology	<i>When using the “LAMBEQ” trademark, all of the letters must be capitalised.</i>

Correct use of ® and ™ symbols		
Symbol	Correct Use	Incorrect Use

<p><b>TM</b></p>	<p>LAMBEQ™ technology  <i>(in all jurisdictions)</i></p>	<p>LAMBEQ® technology  LAMBEQ is not a registered trademark in any jurisdiction</p>
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**LAMBEQ (logo)**



<p>Symbol:</p>	<p>® For use with logo in United Kingdom only;</p> <p>™ For use with logo in any jurisdiction not listed above;</p> <p>provided that it is not on any UK, US, Japan or EU sanctions list</p> <p>For website in any jurisdiction (provided that it is not on any UK, US, Japan or EU sanctions list), use ™ together with the following notice:</p> <p>“LAMBEQ is a trademark logo of Quantinum Ltd (or its affiliates) registered in the United Kingdom and unregistered elsewhere.”</p>
<p>Notice:</p>	<p>The LAMBEQ name and logo are trademarks of Quantinum Ltd (or its affiliates). All rights reserved.</p>

Correct symbol use and positioning on a trademark			
Example	Correct Use	Incorrect Use	Notes
#1	 <p><i>(in the UK only)</i></p>  <p><i>(in other territories)</i></p>	 <p><i>(outside of the UK)</i></p>	<p>Make sure that TM and ® symbols are not too close to the logo or inside of it. They should be in the same colour as logo, in the size visible but not dominating over the logo.</p>

## TKET and t|ket> word marks

### Using the Trademarks

Unless otherwise agreed in writing under a valid Quantinum trademark license agreement, Quantinum’s word and logo trademarks under these Trademark Usage Guidelines can be used globally except in any country on any UK, US, Japan or EU sanctions list.

#### t|ket> (word trademark)

Symbol:	<p>® For use in United Kingdom, China, European Union, Switzerland, Ukraine, Liechtenstein, United States of America, Russia, Australia, New Zealand, South Korea and Singapore only;</p> <p>™ For use in any jurisdiction not listed above;</p> <p>provided that it is not on any UK, US, Japan or EU sanctions list</p> <p>For website in any jurisdiction (provided that it is not on any UK, US, Japan or EU sanctions list), use ™ together with the following notice:</p> <p>“t ket&gt; is a trademark name of Quantinum Ltd (or its affiliates) registered in the United Kingdom, China, European Union, Switzerland, Ukraine, Liechtenstein, United States of America, Russia, Australia, New Zealand, South Korea and Singapore and unregistered elsewhere.”</p>
Notice:	The t ket> name is a trademark of Quantinum Ltd (or its affiliates). All rights reserved.

#### Use examples for t|ket> trademark

Correct Letter Case of trademark			
Example	Correct Use	Incorrect Use	Notes
#1	t ket>™ software	T KET>™ software  tket™ software	<i>When using the “t ket” trademark, all of the letters must be in lower case.</i>

Correct use of ® and ™ symbols		
Symbol	Correct Use	Incorrect Use
<b>®</b>	t ket>® software  <i>(in United Kingdom, China, European Union, Switzerland, Ukraine, Liechtenstein, United States of America, Russia, Australia, New Zealand, South Korea and Singapore)</i>	t ket>™ software  t ket> is a registered trademark in the United Kingdom, China, European Union, Switzerland, Ukraine, Liechtenstein, United States of America, Russia, Australia, New Zealand, South Korea and Singapore
<b>™</b>	t ket>™ software  <i>(ex United Kingdom, China, European Union, Switzerland, Ukraine, Liechtenstein, United States of America, Russia, Australia, New Zealand, South Korea and Singapore)</i>	t ket>® software  t ket> is not a registered trademark ex United Kingdom, China, European Union, Switzerland, Ukraine, Liechtenstein, United States of America, Russia, Australia, New Zealand, South Korea and Singapore

**TKET (word trademark)**

Symbol:	<p>® Do not use with word trademark;</p> <p>™ For use with word trademark in all jurisdictions;</p> <p>provided that it is not on any UK, US, Japan or EU sanctions list</p> <p>For website in any jurisdiction (provided that it is not on any UK, US, Japan or EU sanctions list), use ™ together with the following notice:</p> <p>“TKET is a trademark name of Quantinum Ltd (or its affiliates).”</p>
Notice:	<p>The TKET name is a trademark of Quantinum Ltd (or its affiliates). All rights reserved.</p>

**Use examples for TKET trademark**

<b>Correct Letter Case of trademark</b>			
<b>Example</b>	<b>Correct Use</b>	<b>Incorrect Use</b>	<b>Notes</b>
#1	TKET™ software	T KET>™ software tket™ software	<i>When using the “TKET” trademark all of the letters must be capitalised.</i>

<b>Correct use of ® and ™ symbols</b>		
<b>Symbol</b>	<b>Correct Use</b>	<b>Incorrect Use</b>
<b>TM</b>	TKET™ software  <i>(in all jurisdictions)</i>	TKET® software  TKET is not a registered trademark in any jurisdiction

**t|ket> (logo)** – Not Applicable

**TKET (logo)** – Not Applicable

## Compositional Intelligence (CI) word and logo mark

### Using the Trademark

Unless otherwise agreed in writing under a valid Quantinum trademark license agreement, Quantinum’s word and logo trademarks under these Trademark Usage Guidelines can be used globally except in any country on any UK, US, Japan or EU sanctions list.

### Compositional Intelligence (word trademark)

Symbol:	<p>® Do not use with word trademark;</p> <p>™ For use with the word trademark in all jurisdictions;</p> <p>provided that it is not on any UK, US, Japan or EU sanctions list</p> <p>For website in any jurisdiction (provided that it is not on any UK, US, Japan or EU sanctions list), use ™ together with the following notice:</p> <p>“Compositional Intelligence is a trademark of Quantinum Ltd (or its affiliates).”</p>
Notice:	The Compositional Intelligence name and logo are trademarks of Quantinum Ltd (or its affiliates). All rights reserved.

### Use examples for Compositional Intelligence trademark

Correct Letter Case of trademark			
Example	Correct Use	Incorrect Use	Notes
#1	Compositional Intelligence™ technology	COMPOSITIONAL INTELLIGENCE™ technology	When using the Compositional Intelligence trademark, , “C” and “I” must be capitalised with the remaining letters in lower case.

Correct use of ® and ™ symbols		
Symbol	Correct Use	Incorrect Use

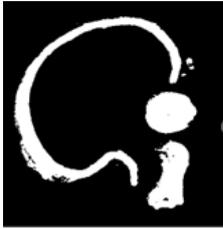
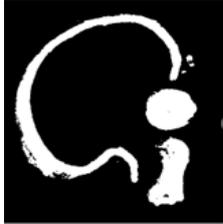
<p><b>TM</b></p>	<p>Compositional Intelligence <sup>TM</sup> technology</p> <p>(applies in all jurisdictions)</p>	<p>Compositional Intelligence <sup>®</sup> technology</p> <p>(Compositional Intelligence is not a registered trademark in any jurisdiction)</p>
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**Compositional Intelligence (logo)**



Use examples for Compositional Intelligence logo

<p>Symbol:</p>	<p>® For use with logo in United Kingdom only;</p> <p>™ For use with logo in any jurisdiction not listed above;</p> <p>provided that it is not on any UK, US, Japan or EU sanctions list</p> <p>For website in any jurisdiction (provided that it is not on any UK, US, Japan or EU sanctions list), use <sup>TM</sup> together with the following notice:</p> <p>“Compositional Intelligence is a trademark of Quantinum Ltd (or its affiliates) registered in the United Kingdom and unregistered elsewhere.”</p>
<p>Notice:</p>	<p>The Compositional Intelligence name and logo are trademarks of Quantinum Ltd (or its affiliates). All rights reserved.</p>

Correct symbol use and positioning on a trademark			
Example	Correct Use	Incorrect Use	Notes
#1	 <p>(in the UK only)</p>  <p>(outside of the UK)</p>	 <p>®</p>  <p>TM</p>	<p>When adding the ® or TM symbols, they should be added in white to the black background of the logo, next to the letters, not outside of the background.</p>



QUANTINUUM

Brand Guidelines  
March 1, 2022

**BRAVE**

**NOBLE INTENT**

**EMPATHY**

**RESPECT**

## Table of Contents

Brand Identity	4
Logotype	5-6
Logo Size	7
Clear Space	8
Typography	9
Color Palette	10-12
Photography	13-14
“Brand in Action”	15

## Brand Identity

A brand is more than a “logo.” A brand is comprised of many elements including carefully selected colors, icons, imagery and a distinctive tone and voice. Each unique in its own right; together they create a powerfully recognizable and lasting impression.

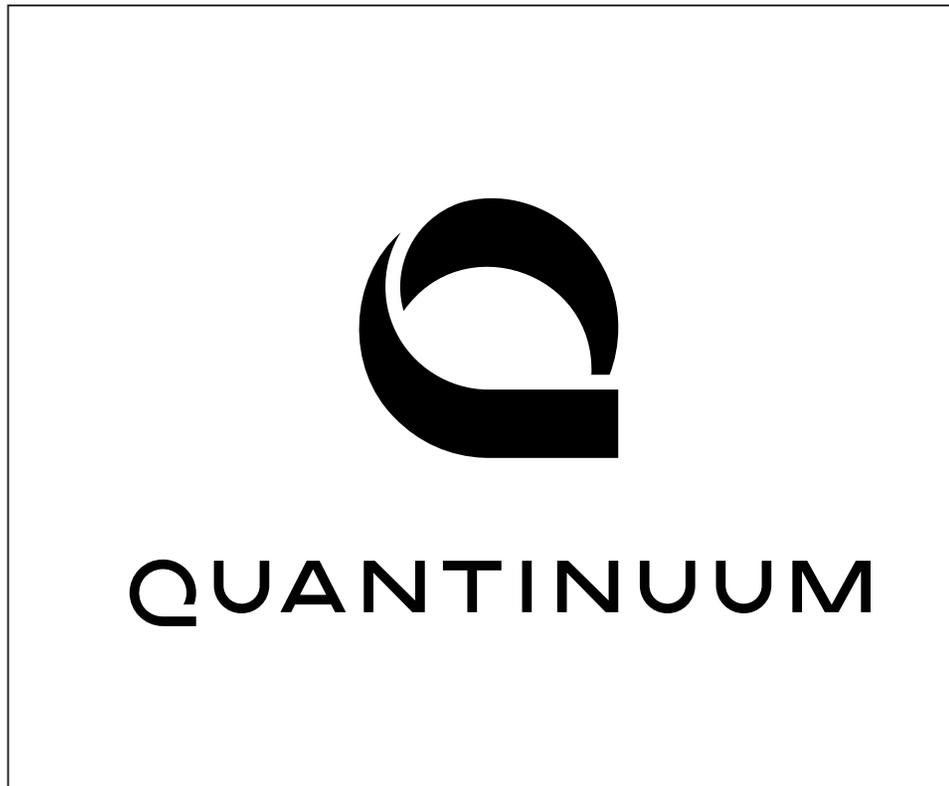
The word “iconic” describes the company we want to build—a tall order. Ultimately, an iconic brand doesn’t require language to evoke a brand’s essence; the name alone evokes what it stands for.

The apple missing a bite is not only immediately recognizable, it has become an icon for a company that is synonymous with innovation and design. Its values of imagination, innovation, and power through technology are evident in its design language, voice, user interface, and retail experience.

The Quantinum visual branding reflects the intersection of art and science. There is both an art and a science to quantum innovation and the brand aims to celebrate unity of purpose in a diversity of ideas. Colour, line, photos, and illustration convey an abundance of ideas that create a cohesive whole.

## Logotype—A Quantum Continuum

The Quantinum “Q” logo is a **continuum**, a wave-like, open-ended shape conveying forward motion and momentum. It’s **discoverable**, designed to be easily found by users through a search engine, within an application, or on a website.



## Logotype—Lettermark, Wordmark, and Logo Lockups

Logo is a general term that refers to all marks representing a brand. A logotype—emphasis on type or text—is a logo centered around a company name or initials, ideal for promoting name recognition. Specific logotypes are custom-designed lettermarks (or monograms) and wordmarks such as those created for our Quantinum brand.

While letter and wordmarks can exist and be used individually, they are often “locked together” in a specific arrangement to create a separate whole known as a lockup or logo lockup.

### Lettermark

a standalone letter or abbreviation:



### Wordmark

a standalone word or words:

QUANTINUUM

### Logo lockup

contains a letter + a wordmark

stacked:



QUANTINUUM

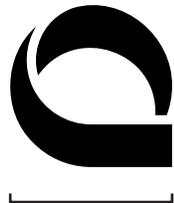
horizontal



QUANTINUUM

## Logo Size

When using the various Quantinum logos—lettermark, wordmark, and lockup—several factors should be considered to determine the appropriate size: available space; aesthetics; function; visibility; legibility. The logos should never be reduced to the degree that their integrity or distinguishability is compromised.



0.5 in  
1.27 cm



QUANTINUUM

1.0 in  
2.54 cm



1.3 in  
3.3 cm

# Clear Space

It's imperative that all Quantinum logos have maximum visibility for maximum impact. This is achieved through the consistent use of clear space, the defined amount of open area that the logos must have on all sides, no matter their size or where they're used.



1 Q space on all sides



1/2 Q space on all sides

# Typography

**Object Sans** is the primary Quantinum typeface. A sans serif font, it conveys clarity and warmth; is quickly recognizable; and offers versatile weights.

**Arial**, a “cross-platform” sans serif font generally available on all computers, is the default Quantinum font when Object Sans isn’t available.

PRIMARY FONT

Object Sans

AaBbCc

THIN

AaBbCc123@%\$#^&\*()=!

REGULAR

AaBbCc123@%\$#^&\*()=!

BOLD

**AaBbCc123@%\$#^&\*()=!**

HEAVY

**AaBbCc123@%\$#^&\*()=!**

DEFAULT FONT

Arial

AaBbCc

REGULAR

AaBbCc123@%\$#^&\*()=!

BOLD

**AaBbCc123@%\$#^&\*()=!**

BLACK

**AaBbCc123@%\$#^&\*()=!**

## Color Palette—Primary, Accent, and Secondary\*

Color plays an integral role in a brand’s visual identity, with a single color or combination of colors often just as recognizable as a logomark. Our Quantinum palette is comprised of complementary colors that are strong but pleasing; modern yet timeless; and acutely important, different from competitors.

### Primary Colors

Blue	Aqua	Gold	Grey	Accent Orange <sup>1</sup>
				
#6A8296	#93B6BB	#94795D	#D9D8D6	#FB4A26
RGB: 105/129/151	RGB: 147/182/187	RGB: 148/121/93	RGB: 217/216/214	RGB: 251/74/38
PMS: 2165 C	PMS: 5503 C	PMS: 2470 C	PMS: Cool Grey 1C	PMS: 172 C
CMYK: 64/43/30/3	CMYK: 44/17/23/0	CMYK: 39/47/67/13	CMYK: 14/11/12/0	CMYK: 0/86/99/0

Our secondary group provides additional energy and vibrancy. These contrasting colors can play an important role in aligning or differentiating elements, as in the case of PowerPoint charts and graphs. However, use the secondary colors, particularly the brightest ones, sparingly to avoid overpowering design harmony and distracting from the content being conveyed.

### Secondary Colors

			
#5DBD74	#F78E37	#883A5E	#FCC031
RGB: 93/189/116	RGB: 247/142/55	RGB: 136/58/94	RGB: 252/192/49
CMYK: 64/0/74/0	CMYK: 0/54/88/0	CMYK: 43/87/42/18	CMYK: 1/26/91/0

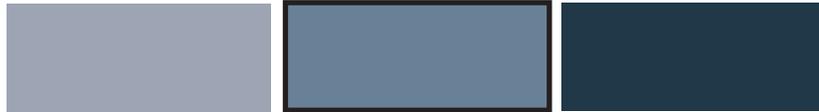
<sup>1</sup>Note: the orange accent color and secondary colors should never be used for a logo mark or a background color.

# Color Palette—Tints and Shades, Black and White\*

Our Quantnum blue can be extended through the use of tints (mixing a color with white to increase lightness) and shades (mixing a color with black to increase darkness).

## Tints and Shades

Blue



#9EA6B4  
RGB: 158/166/180  
PMS: 2162 C  
CMYK: 40/29/21/0

#6A8296  
RGB: 105/129/151  
PMS: 2165 C  
CMYK: 64/43/30/3

#253746  
RGB: 37/55/70  
PMS: 7546 C  
CMYK: 88/69/50/45

## Black and White

Black



#000000  
RGB: 0/0/0  
PMS: Process Black  
CMYK: 70/50/30/100

White



#FFFFFF  
RGB: 255/255/255  
PMS: 2165 C  
CMYK: 0/0/0/0

### \*Legend

# or HEX (hexadecimal numeral system)—used onscreen for websites

RGB (red, green, blue)—used onscreen, e.g., emails

PMS (Pantone Matching System)—used for offset printing only

CMYK (cyan, magenta, yellow, key [black])—used for printing, either offset or digital

# Color Palette—Logo Mark Combinations

In addition to its other distinctive qualities, the Quantinum color palette was designed with flexibility in mind, particularly when paired with our various logo marks.

Black logo



On Black



White logo



On White



Gray logo



On Gray

