

Brand Guide

VERSION 3.0 – MARCH 2021

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Why

We believe that a quantum future could help solve global societal challenges in security, health and sustainability.

How

We bring together world-class researchers, engineers and industry and educate the future workforce.

What

We test the fundamental aspects of quantum science and create scalable prototypes of quantum computing and quantum internet.

Excellence

By bringing together the best researchers and engineers we make sure we are always pioneering in the quantum field. With topnotch management of our ecosystem and education of the future workforce we aim for excellence and a leading position.

Together

We bring together the best experts, top talent and industry partners from all over the world. Working with a super diverse group gives us the position of understanding and knowing more and the ability to create and ideate what you can't do separately.

Curious

People at QuTech have a curious mindset that makes them wonder about new and different ways of doing things and to go where no one has gone before. Curiosity makes for openness towards new ways of thinking and towards each other.

Innovative

We work to create scalable prototypes for an industry that has yet to be invented. Everyone at QuTech believes in the positive possibilities of a quantum future and works hard to make this a reality. We create things that are unique in the world.

At QuTech, we focus on something amazingly small with world-changing potential. We are international researchers, engineers and industry partners, all coming together in Delft. Although we come from different backgrounds, we find each other in a shared mindset and beliefs. We believe that a quantum future might solve global societal challenges.

Quantum technology could fully transform our security, health, food, climate models and more. Based on the principles of quantum mechanics, we build prototypes of quantum internet and quantum computing. Our science and engineering output gives others the tools to do things that are currently impossible. That's how we create a radically different world together.

**QuTech. Creating the
quantum future.**

Brand Guidelines

The logo is an important element of the entire identity of QuTech. The logo consists of two parts: text and a graphic Q which is inspired by a magnetic field.

QuTech is a brand with several sub-brands and labels. In this guide all logos and label are displayed. All the different versions of the logos can be found in the logo set. Which contains versions for both online and offline use.

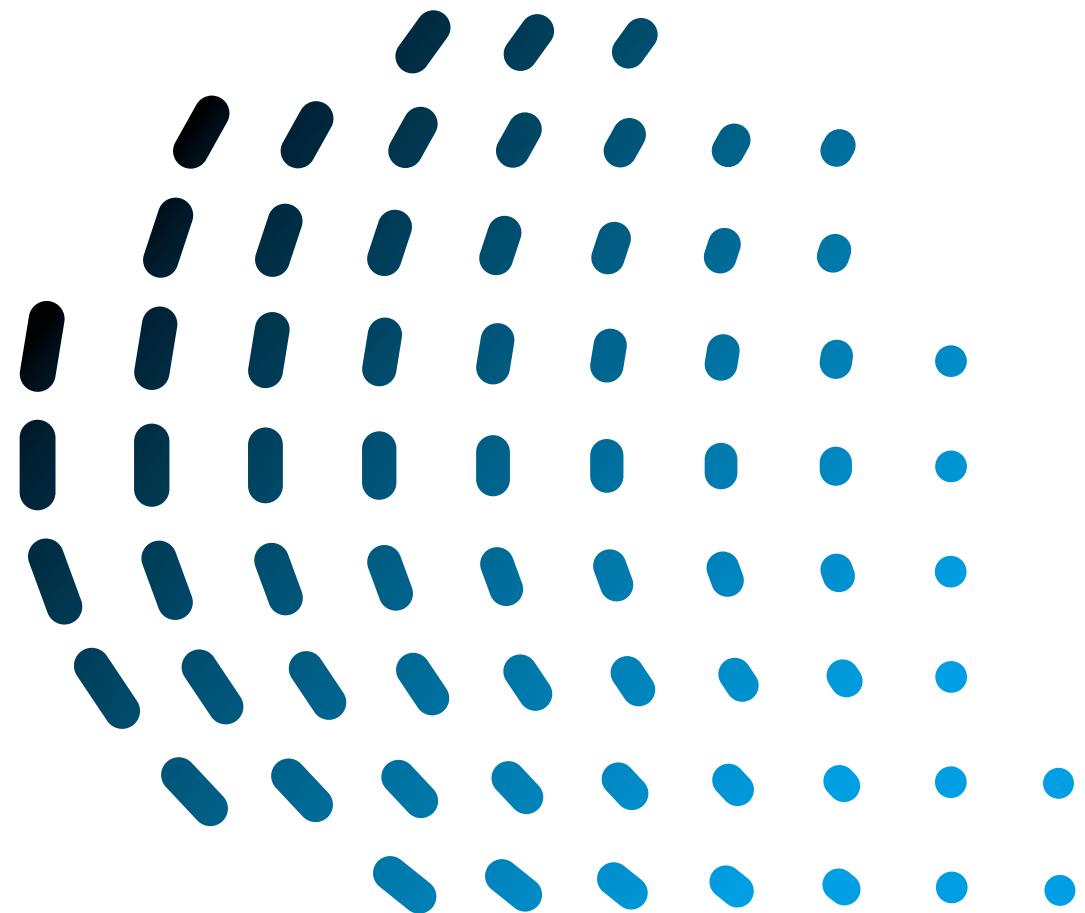


QuTech

LOGO + PAY-OFF

This version of the logo should be used on all brand communication that goes outside of the QuTech campus. For example on posters, the website, business cards and social media.

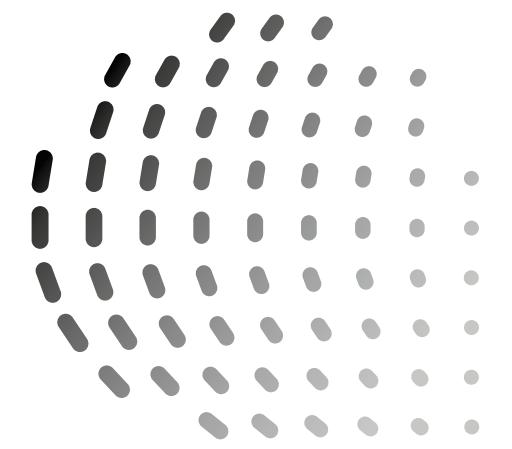
In case of media with multiple pages, slides or layers, the pay off only needs to be displayed once.



QuTech

Creating the quantum future

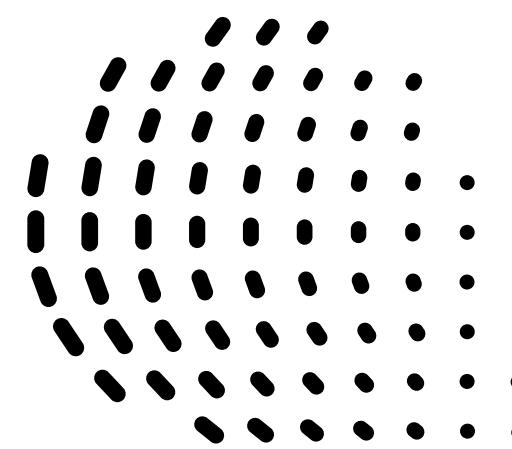
MONO



QuTech

Creating the
quantum future

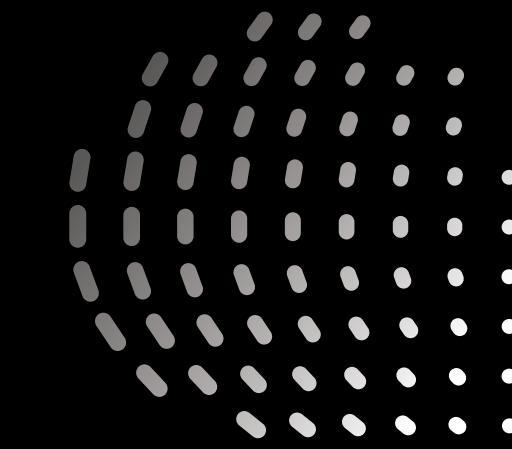
ALL BLACK



QuTech

Creating the
quantum future

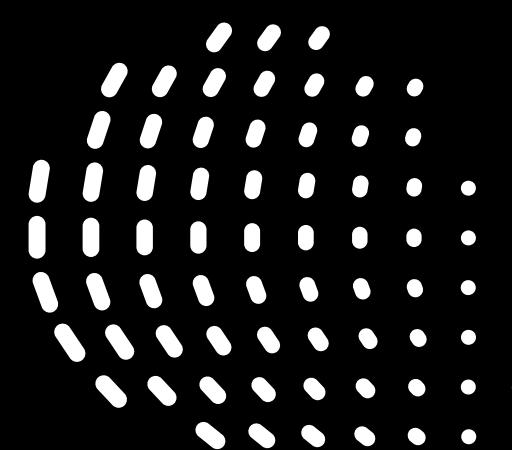
DIAP



QuTech

Creating the
quantum future

ALL WHITE



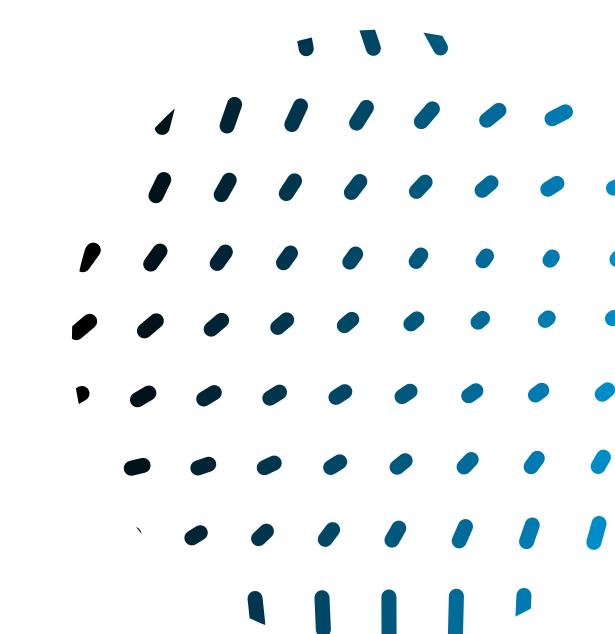
QuTech

Creating the
quantum future

SOCIAL MEDIA



QuTech



FULL COLOUR



MONO



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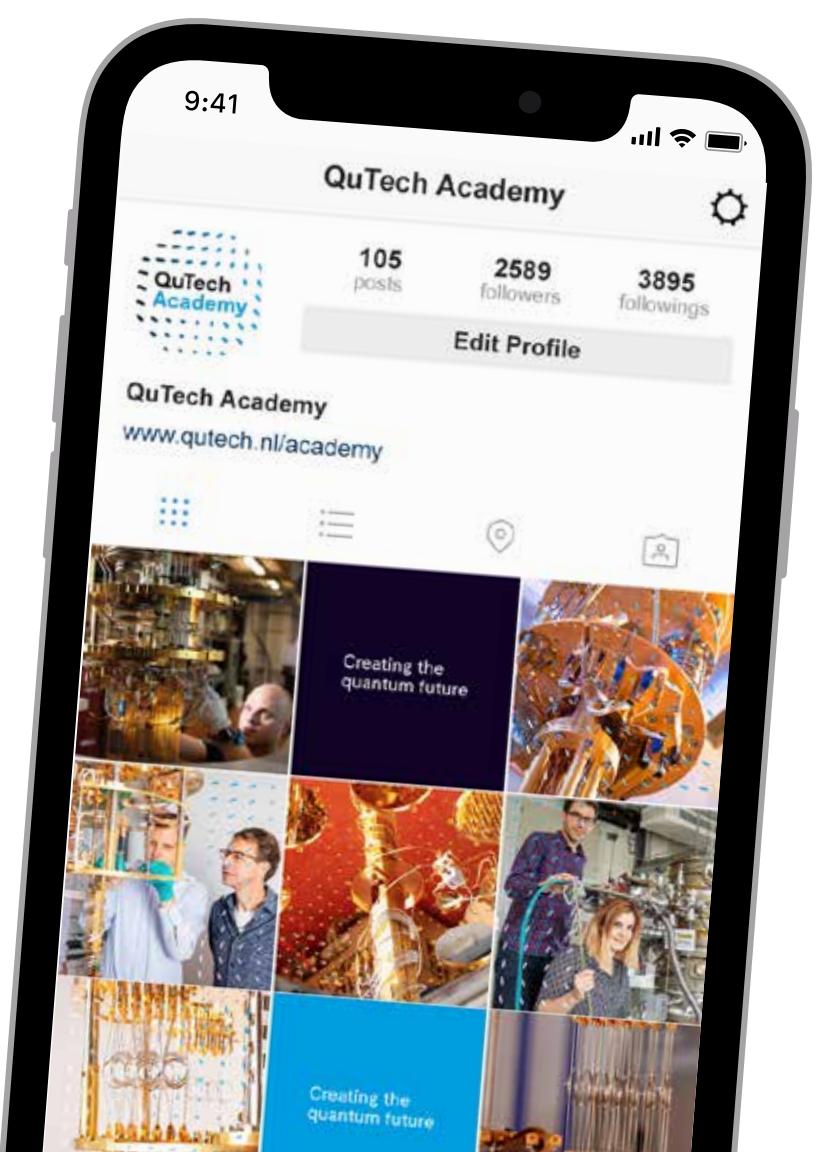
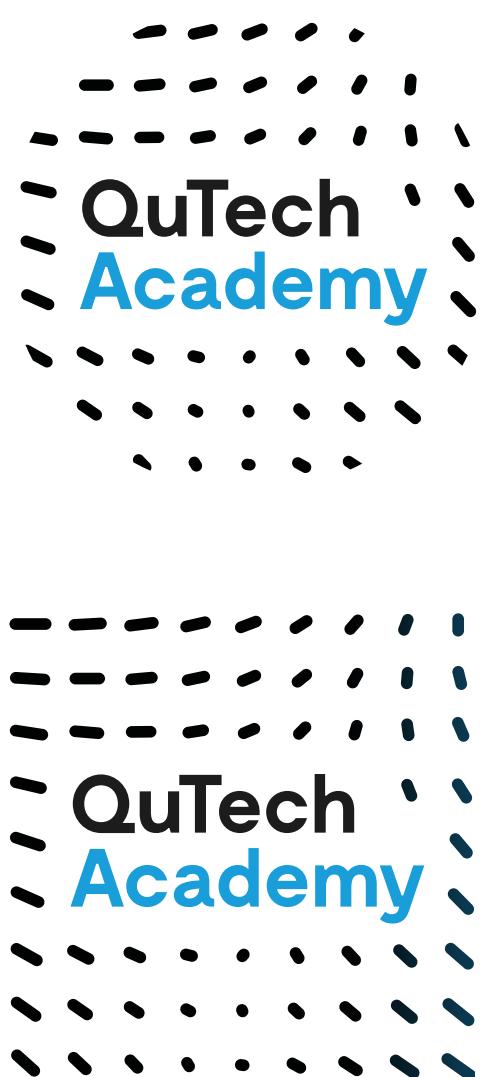
DIAP



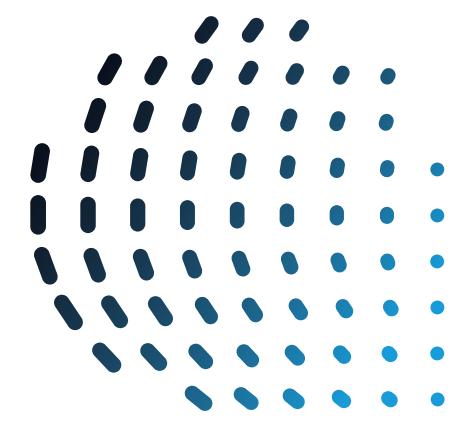
ALL WHITE



ACADEMY SOCIAL MEDIA

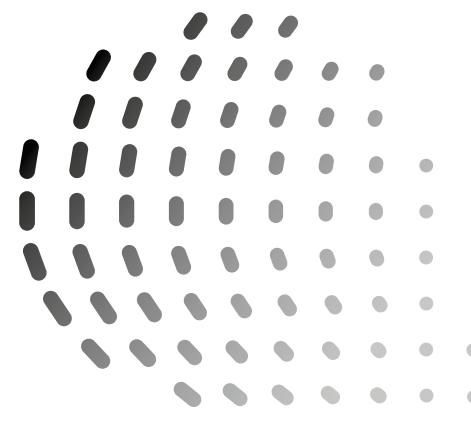


FULL COLOUR



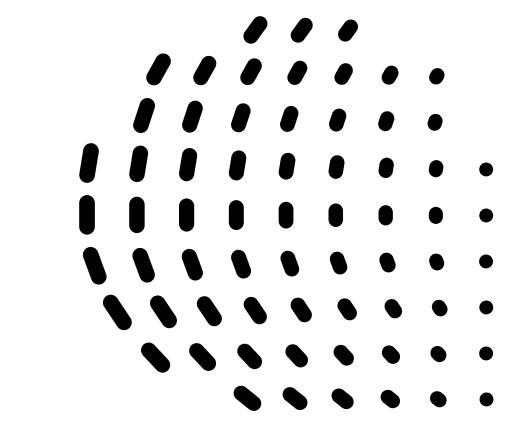
QuTech
Veldhorst Lab

MONO



QuTech
Veldhorst Lab

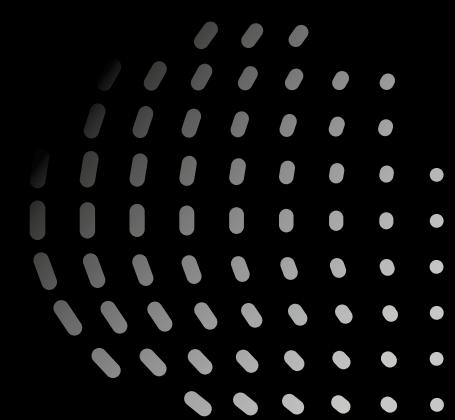
ALL BLACK



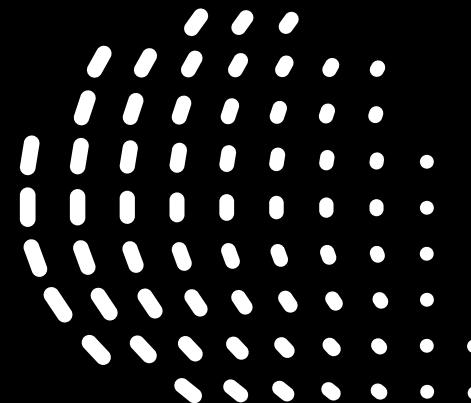
QuTech
Veldhorst Lab

DIAP

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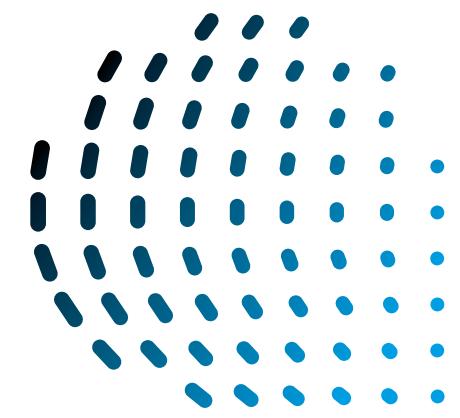


QuTech
Veldhorst Lab



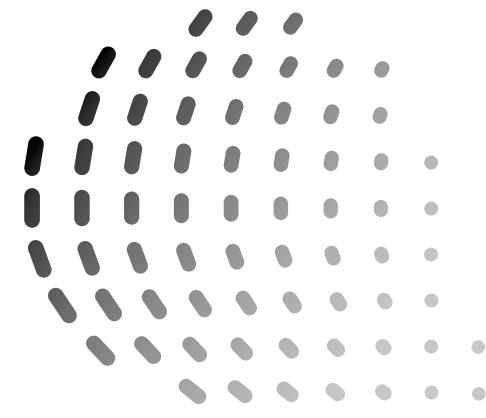
QuTech
Veldhorst Lab

FULL COLOUR



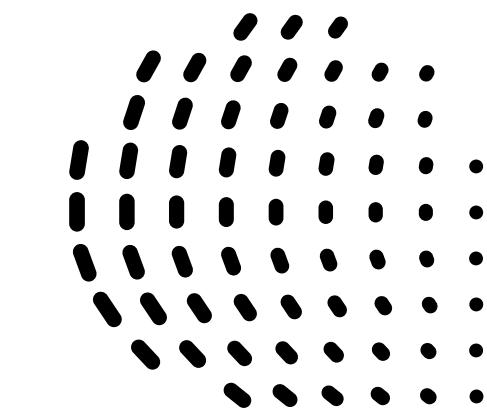
QuTech
Wehner Group

MONO



QuTech
Wehner Group

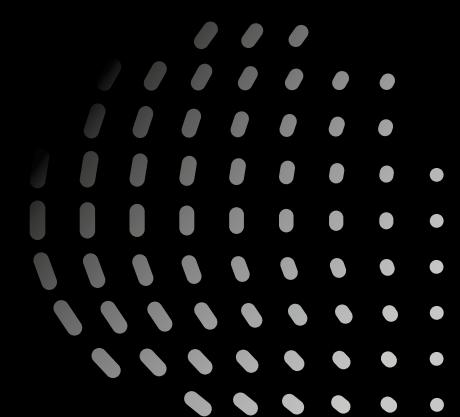
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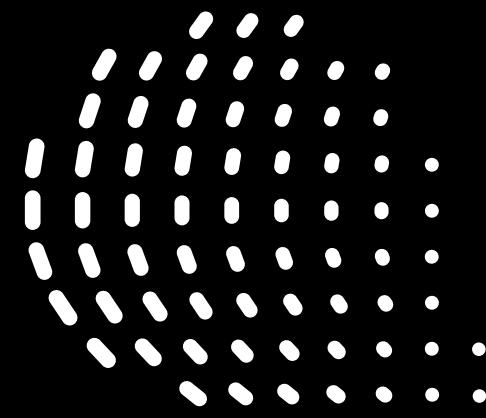
QuTech
Wehner Group

DIAP

ALL WHITE



QuTech
Wehner Group



QuTech
Wehner Group

QUANTUM INSPIRE WITH POWERED BY QUTECH LOGO



QUANTUM NETWORK EXPLORER WITH POWERED BY QUTECH LOGO



NETQASM WITH POWERED BY QUTECH LOGO



NETQASM WITH POWERED BY QUTECH LOGO



FULL COLOUR



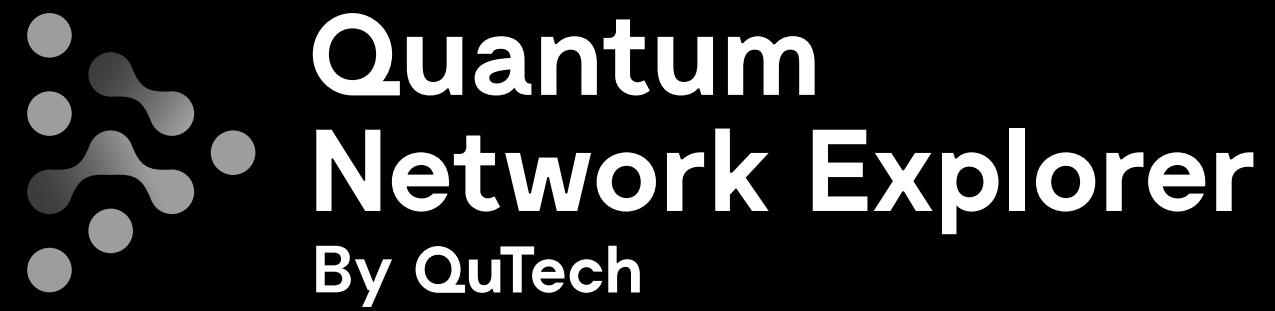
MONO



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DIAP



ALL WHITE



FULL COLOUR



MONO



ALL BLACK



DIAP

ALL WHITE



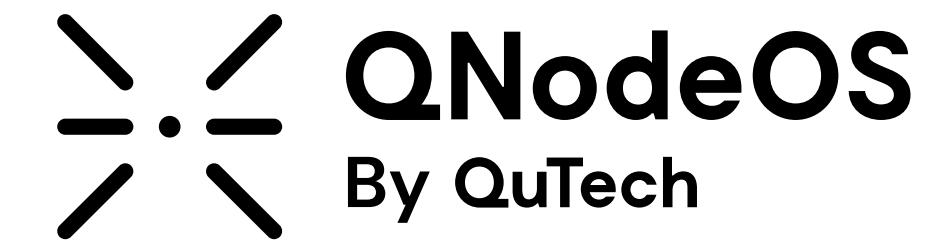
FULL COLOUR



MONO



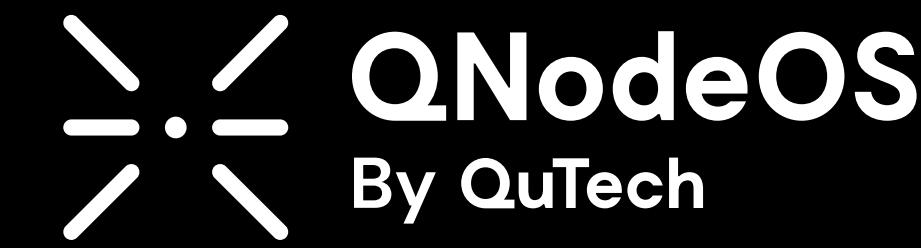
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DIAP



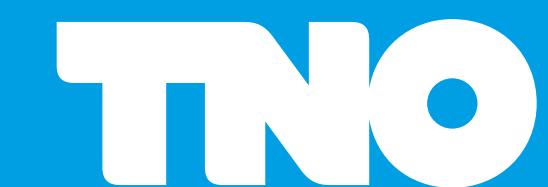
ALL WHITE



QuTech is a collaboration between



QuTech is a collaboration between



QuTech is a collaboration between

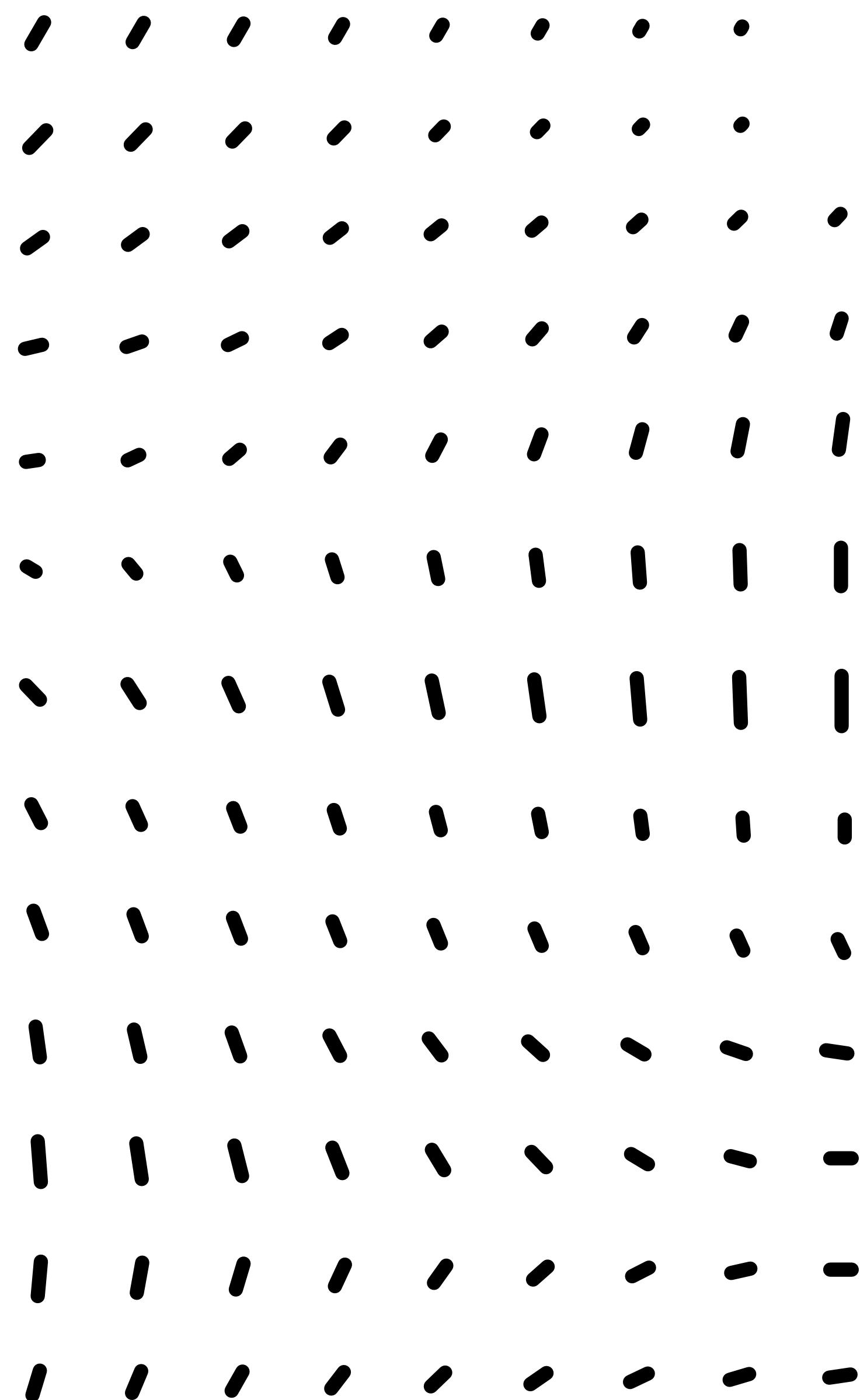


QuTech is a collaboration between



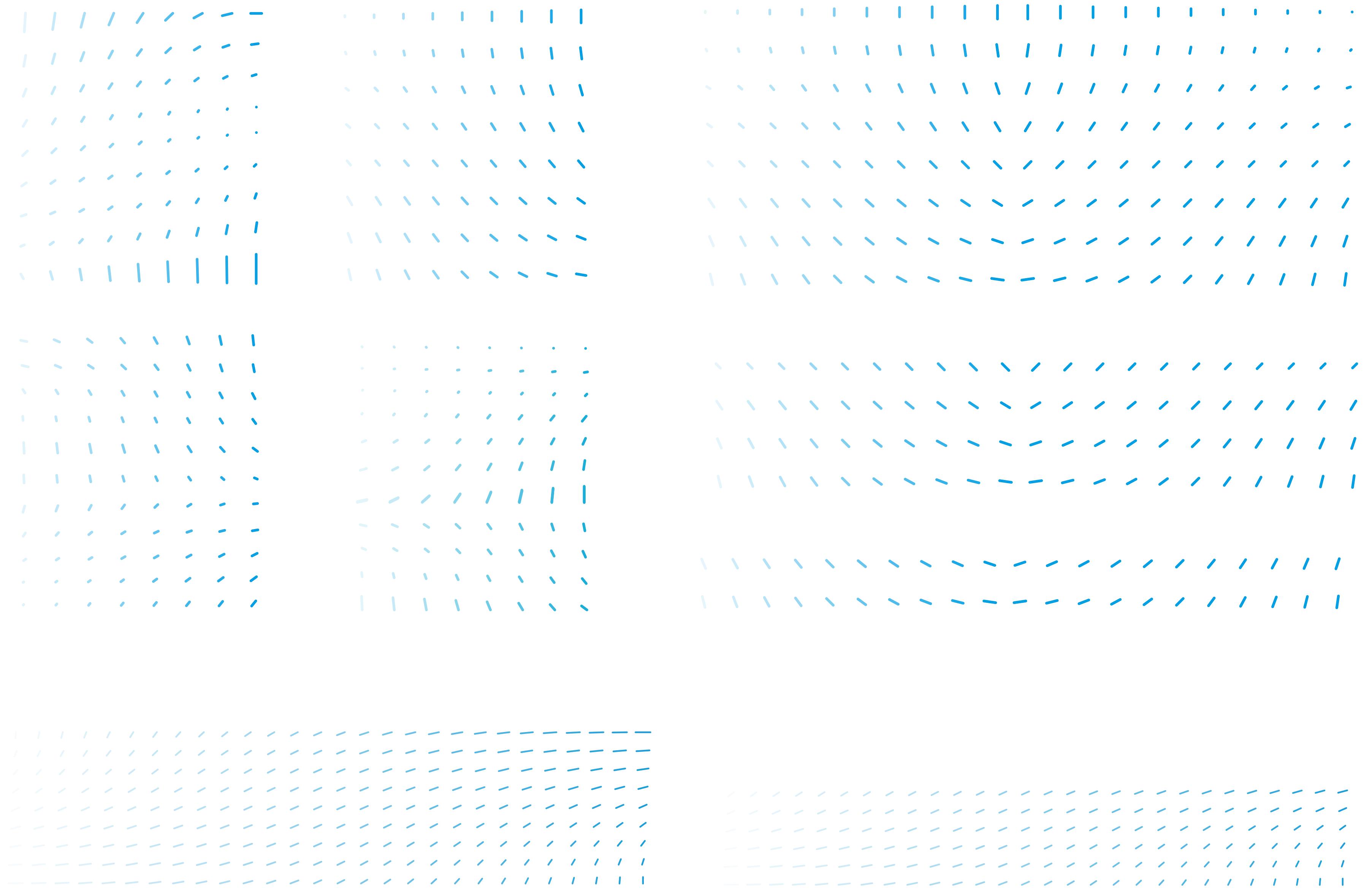
Another important part of the QuTech identity is our visual element. Which is inspired by a magnetic field. This is a more abstract translation, which is not technically correct but visually appealing. It can be used with a gradient, in blue, white and even over a photo.

SPIN UP, SPIN DOWN INFLUENCED BY A MAGNETIC FIELD



The basic pattern is a blue and white gradient. The pattern can be used in a few different ways. Patterns can be rotated or mirrored.

NOTE: only use these patterns for consistency.



PRIMARY COLOUR PALETTE

BLUE

CMYK

100 / 0 / 0 / 0

RGB

26 / 157 / 217

#1A9DD9

DARK BLUE

CMYK

100 / 100 / 15 / 80

RGB

0 / 15 / 40

#000F28

CMYK

100 / 0 / 0 / 0

RGB

26 / 157 / 217

#1A9DD9

CMYK

100 / 100 / 15 / 80

RGB

0 / 15 / 40

#000F28

YELLOW

CMYK

0 / 36 / 95 / 0

RGB

294 / 173 / 0

#F9AD00

BLACK

CMYK

0 / 0 / 0 / 100

RGB

0 / 0 / 0

#000000

WHITE

CMYK

0 / 0 / 0 / 0

RGB

255 / 255 / 255

#FFFFFF

SECONDARY COLOUR PALETTE

PURPLE

CMYK
30 / 100 / 5 / 20

RGB
155 / 10 / 105

#9BOA69

ORANGE

CMYK
0 / 80 / 95 / 0

RGB
230 / 80 / 20

#E65014

GREEN

CMYK
75 / 0 / 100 / 0

RGB
55 / 170 / 50

#37AA32

Typography plays an important role in the style of QuTech. By using the font correctly we create identifiable messaging.

Our main font is Dm Sans. This is a Google font and can be downloaded from <https://fonts.google.com>.

We use this font in all our online and offline communication. Dm Sans bold is used for headings en sub headings. We use Dm Sans regular for bodytext.

BOLD

Dm Sans

REGULAR

Dm Sans

NUMBERS AND LETTERS

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

0123456789 (?#!%&)

NUMBERS AND LETTERS

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

0123456789 (?#!%&)

In our templates and Powerpoint presentations we use an alternative font. This font is Arial and is available on all computers.

Arial bold is used for headings en sub headings.
We use Arial regular for bodytext.

BOLD

Arial

REGULAR

Arial

NUMBERS AND LETTERS

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

0123456789 (?#!%&)

NUMBERS AND LETTERS

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

0123456789 (?#!%&)

Certain rules apply when using text. Here is an example on how to use different types of text. When designing for a different medium, the designer can make a decision based on these guidelines.

For headings we always try to make use of 2 colours. On the right side of this page is an example of which colour combinations apply on different backgrounds.

TEXT EXAMPLE

Creating the quantum future

Lorem ipsum dolor

ADDITIONAL INFO

Dm Sans Bold
Size: 12pt
Leading: 16pt
Tracking: +50

25.02.2020

This is optional and can be used to display additional information such as a date or a URL.

Agnis ex endestemolor aut fugiam, sin ne eatiorectum quo ea ne reri cum facitis pellam cum et lam voluptae. Pudam fugit atemqua musdae pro ium, nosae acea vellestrum velendis reribus es es enit eos alit faccaec totatquamet. Tecepedit quatia qui omnis maio este autemporrum eicipid.

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Quantum computing

Estibus re, omnimet eaqui corenda estem volupta menist, qui dolorio. Lorum ento vel est od que optiae nes et, sinis mo voluptam expel eaque sum dolum ut pa aut repudaeat. Id ut quo molor reperovit molore sequasseque evelestrum vereperia aut et officaepero officab orestis rem nobit enis nis enimolo resequatem idi velitib usciliqi ipid eliaturitate corehenihit voluptaestes neceaquaue repe doluptatibus eos

HEADING
Dm Sans Bold
Size: 40pt
Leading: 44pt
Tracking: 0

INTRO
Dm Sans Bold
Size: 12pt
Leading: 16pt
Tracking: 0

BODY
Dm Sans Regular
Size: 10pt
Leading: 14pt
Tracking: 0

SUB HEADING
Dm Sans Bold
Size: 20pt
Leading: 24pt
Tracking: 0

Creating the quantum future

Lorem ipsum dolor

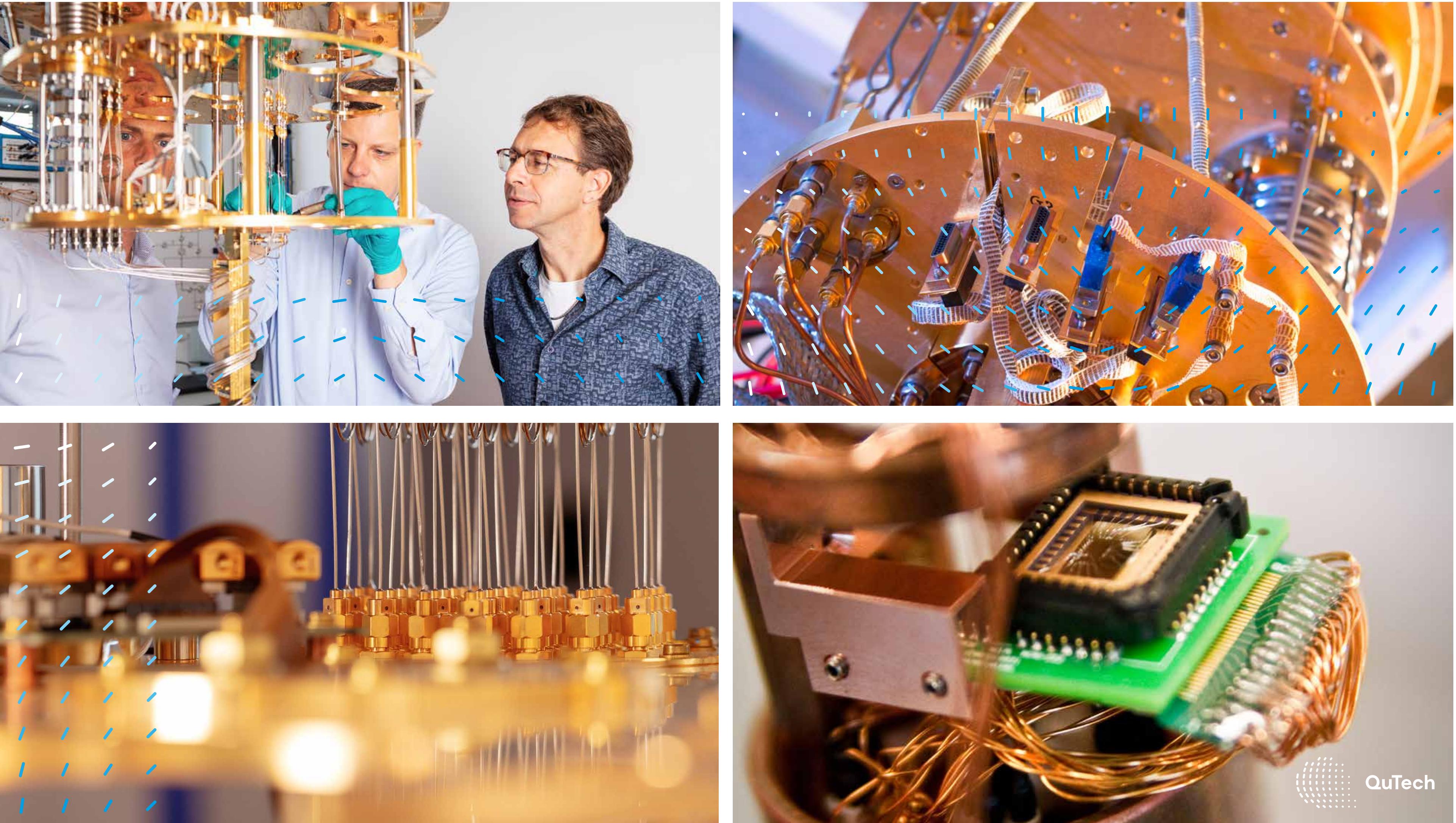
Creating the quantum future

Lorem ipsum dolor

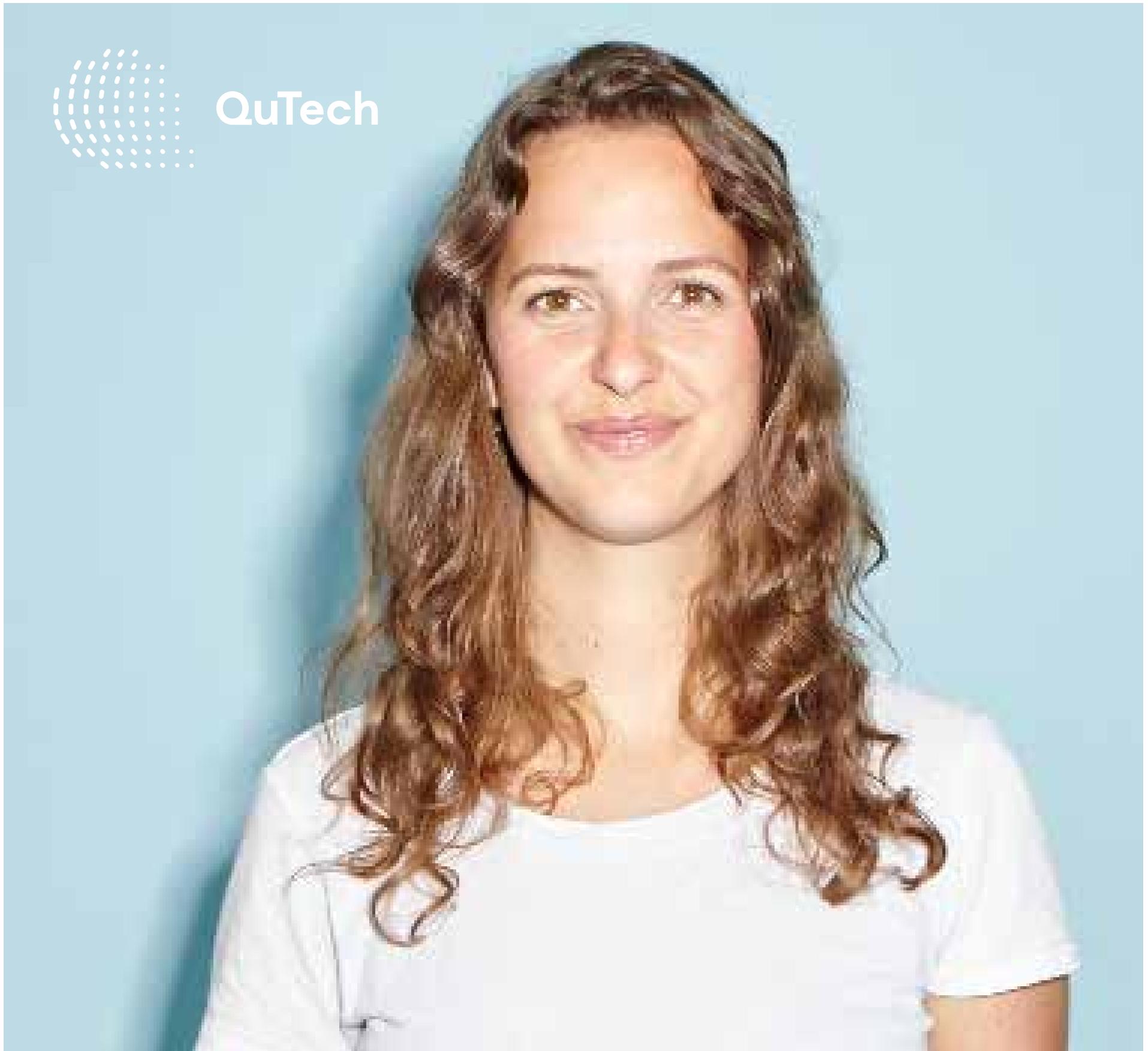
Creating the quantum future

Lorem ipsum dolor

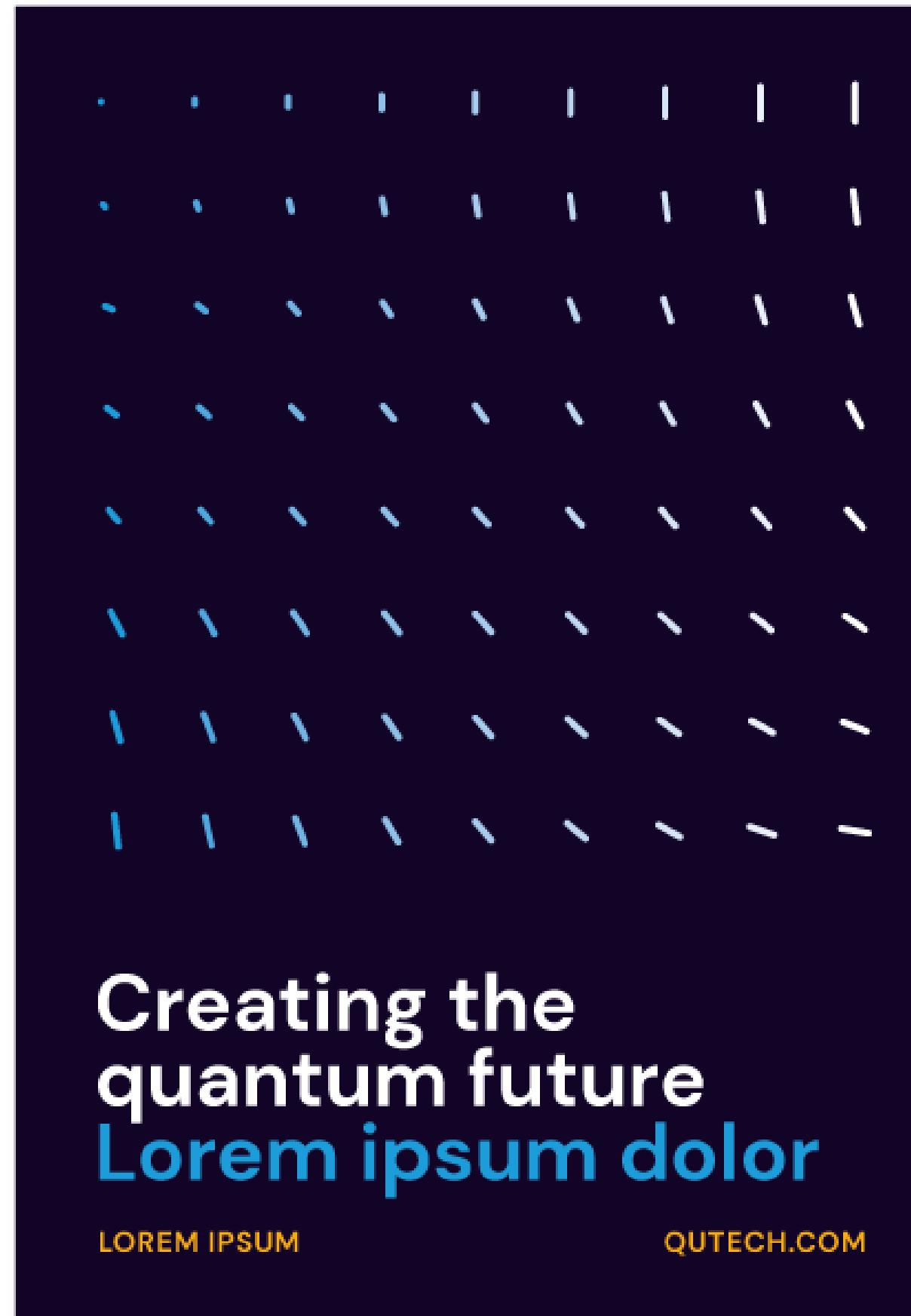
In our photography we try to create a dynamic perspective by focusing on a certain detail. This creates depth and makes you more curious. If we want to show people at work, we always show people who are working together.



In portrait photography we do not place patterns on top of the portraits, instead we use the white QuTech logo in the corner.



Brand Examples



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Mission-driven research

QuTech is a mission-driven research centre for quantum computing and quantum internet that aims to develop scalable prototypes of a quantum computer and inherently safe quantum internet based on superposition and entanglement, by bringing world-class scientists, engineers and industry together in an inspiring environment.

Quantum computing

Quantum computation is among the most far-reaching and challenging of quantum technologies. Based on quantum bits that can be zero and one at the same time, a quantum computer acts as a massive parallel device with an exponentially large number of computations taking place at the same time.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.
www.qutech.nl

+31 15 27 86 133
info@qutech.nl



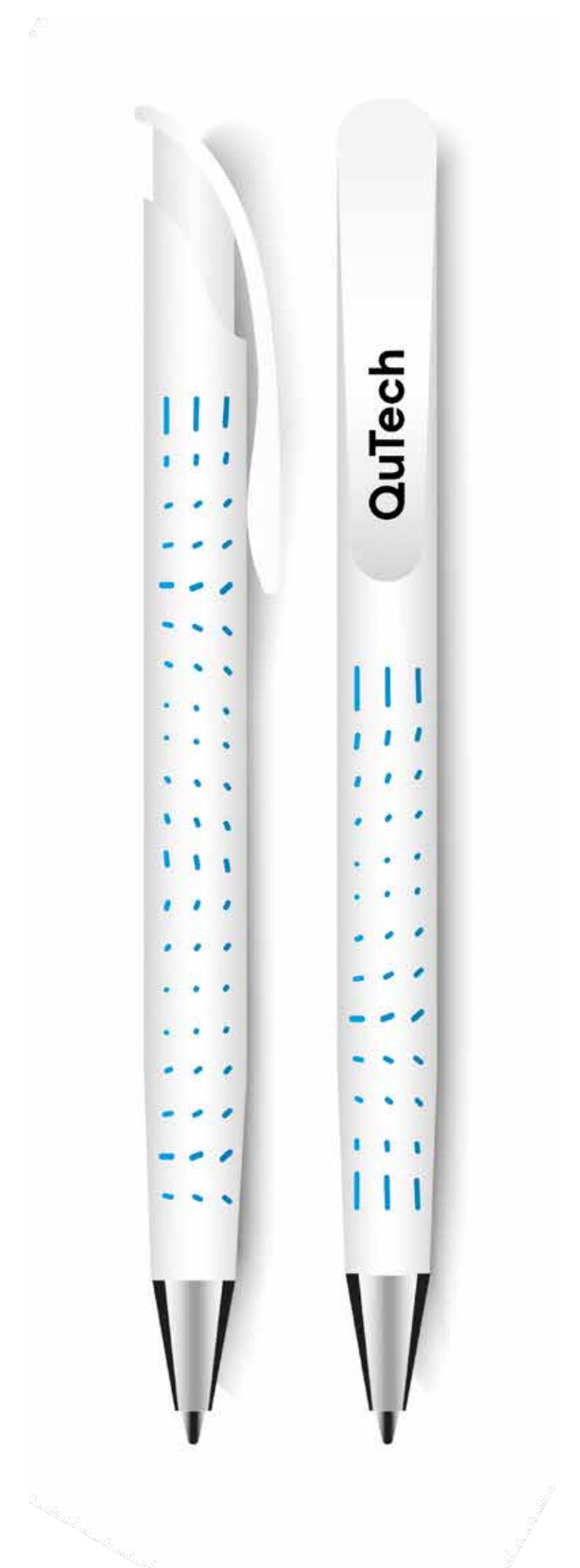
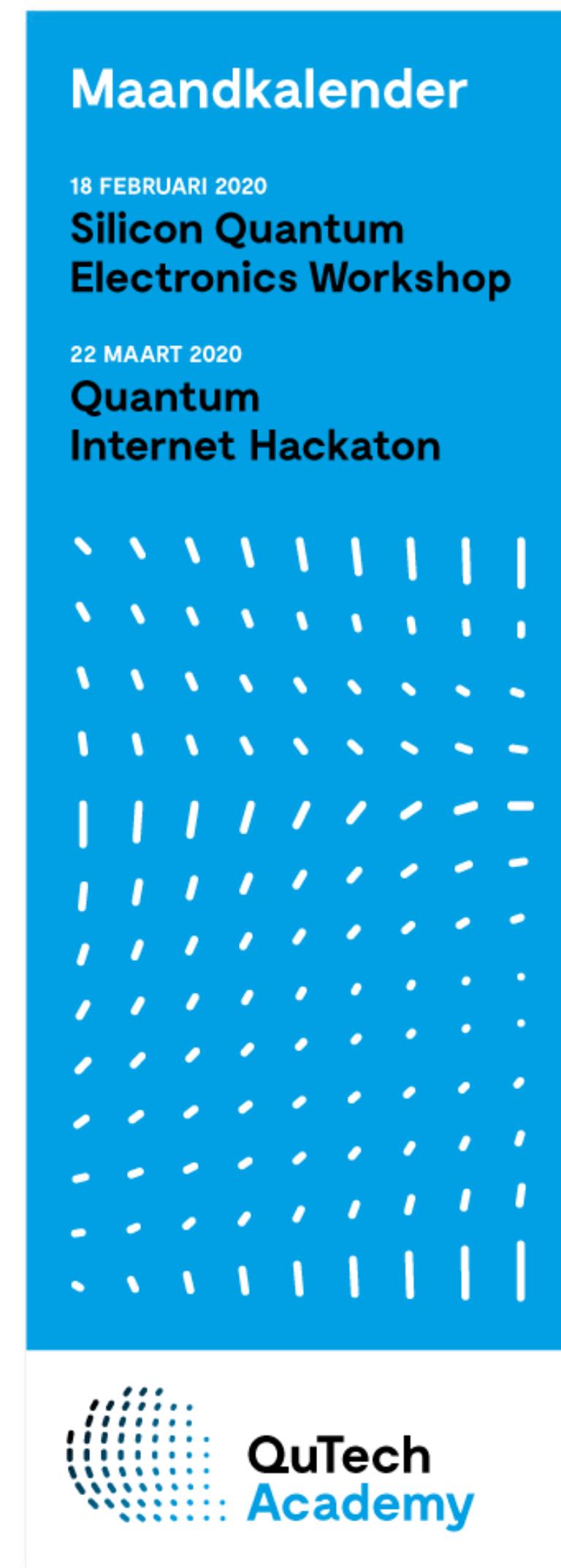
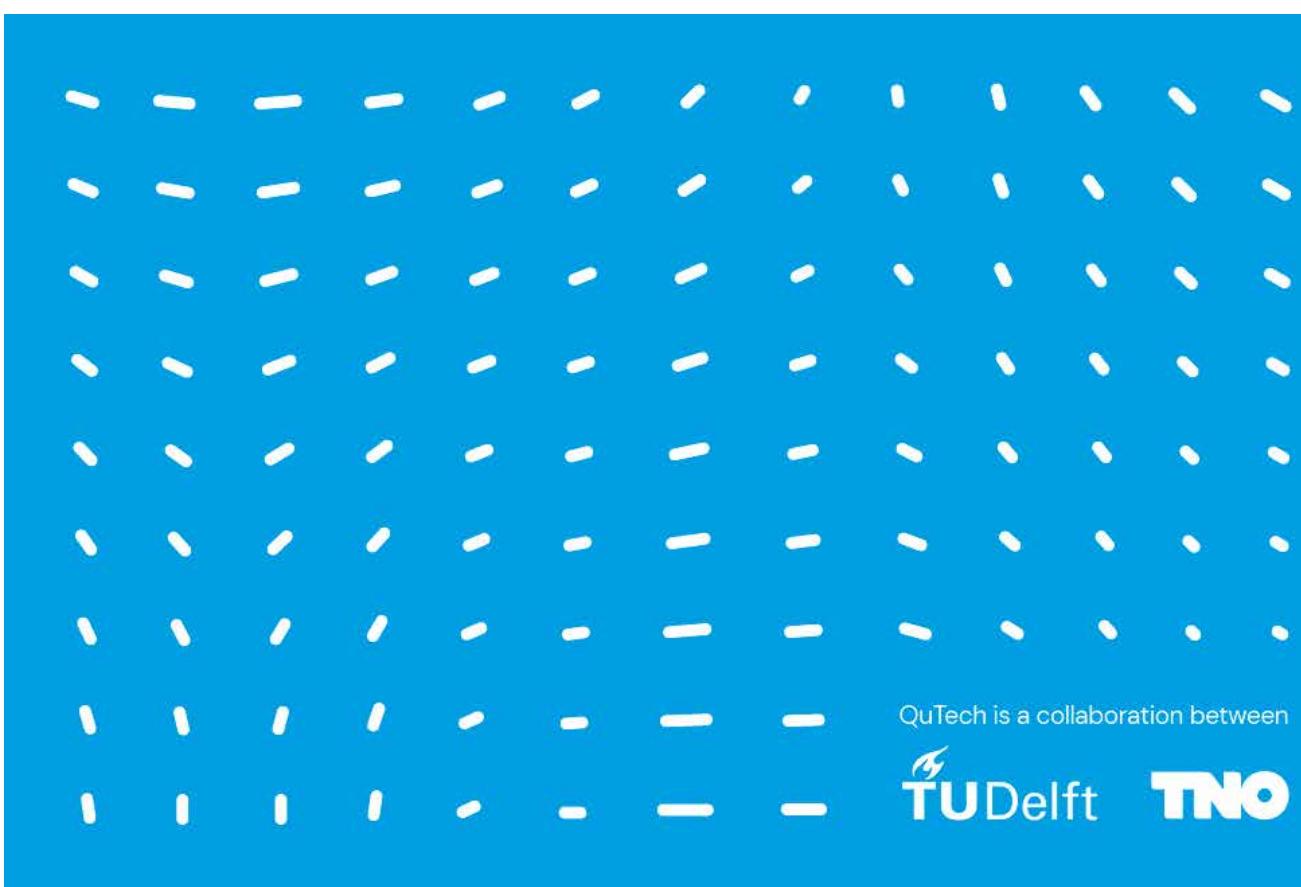
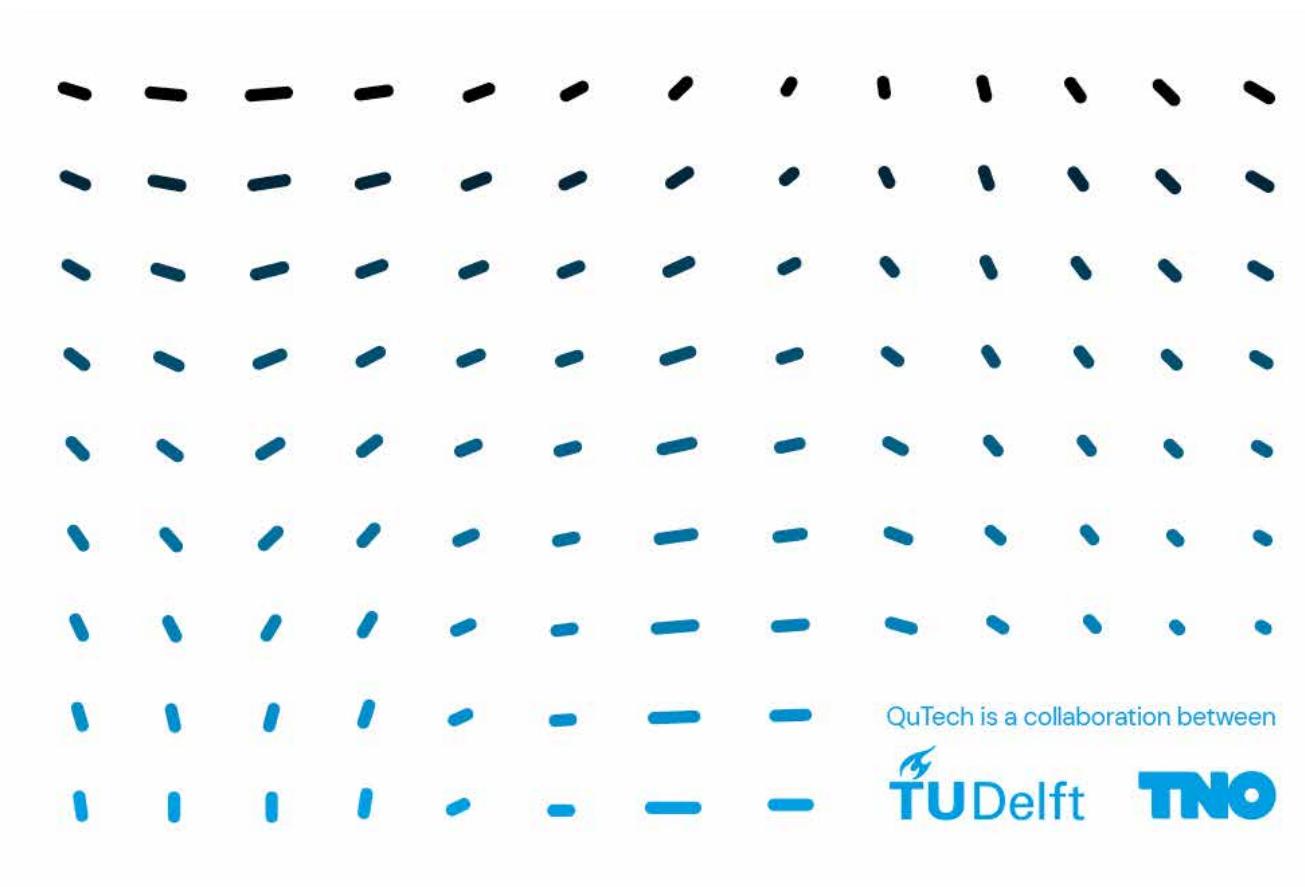
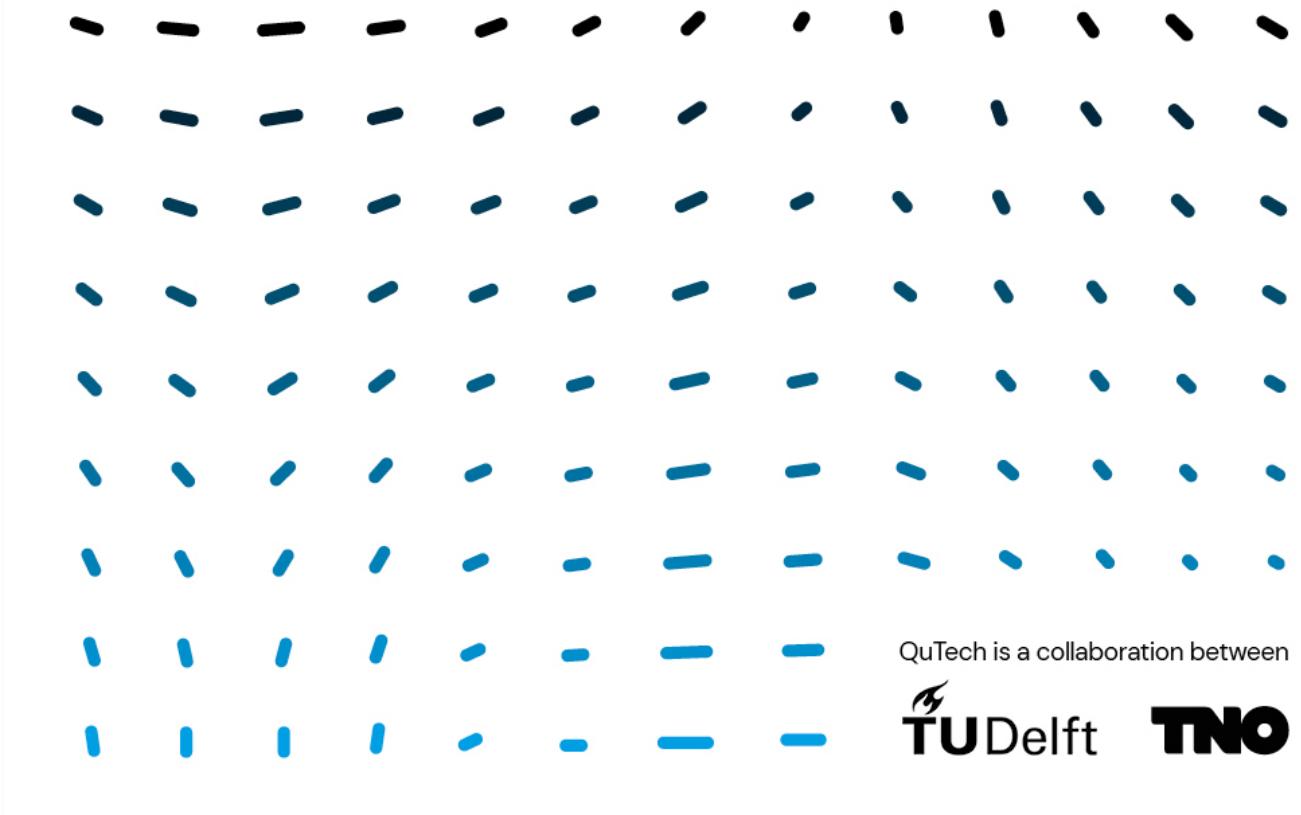


Rianne Flikweert
Marketing & Communication

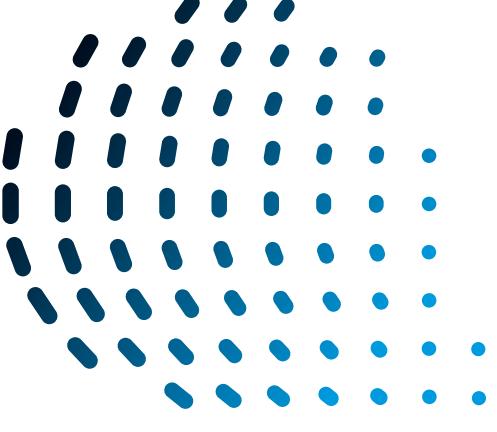
n.m.flikweert@tudelft.nl
+31 (0)6 38 68 57 12
www.qutech.nl

Building 22
Lorentzweg 1
2628 CJ Delft

P.O Box 5046
2600 GA Delft
The Netherlands



BEGÍN SLIDE



QuTech

Creating the quantum future

QuTech is a collaboration between **TUDelft** **TNO**

TITEL SLIDE

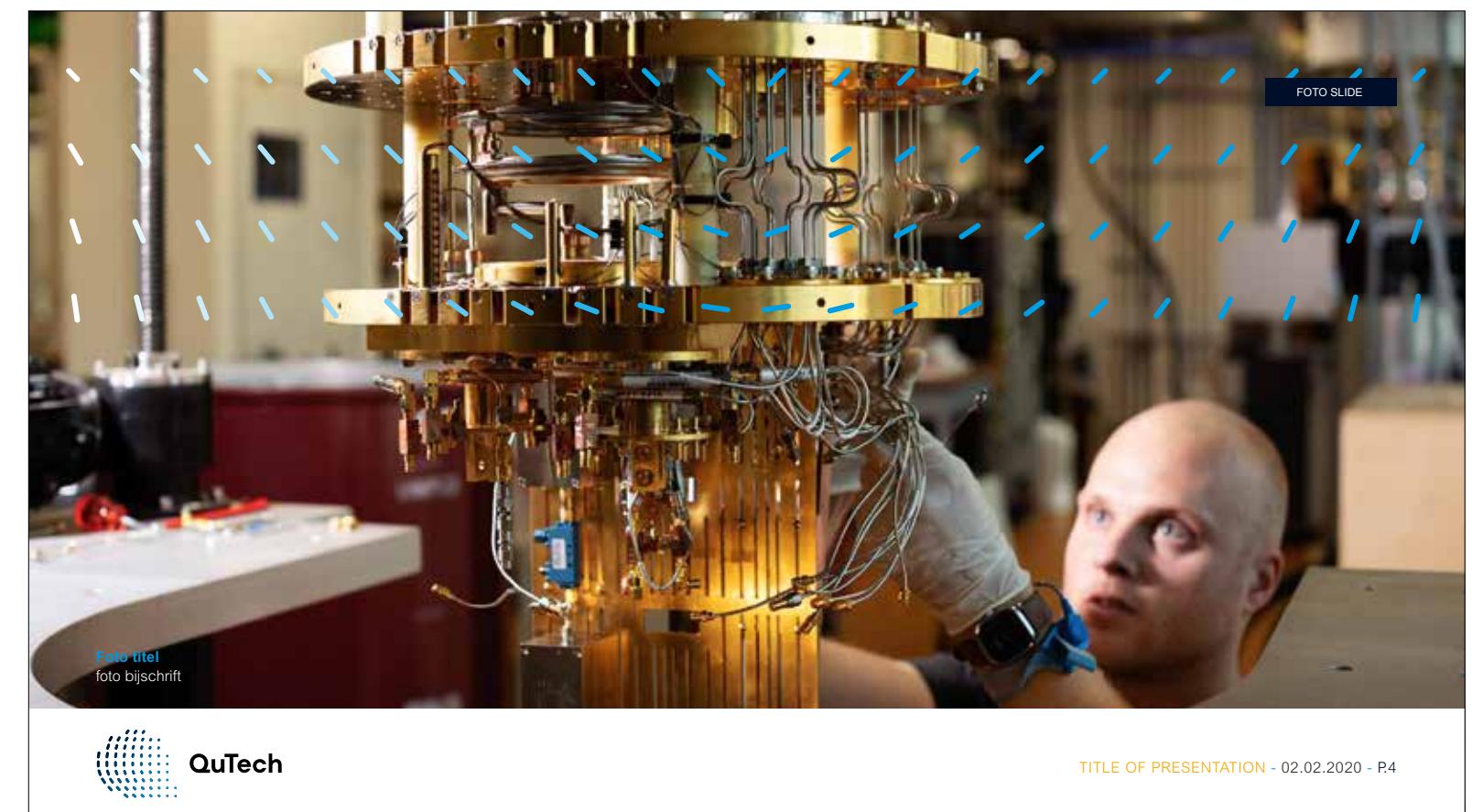
Dit is een heading. Dit is een heading.

NAME OF THE PRESENTER - 02.02.2020

TEKST+TABEL SLIDE

QuTech

QuTech is a collaboration between **TUDelft** **TNO**



Dit is een heading.

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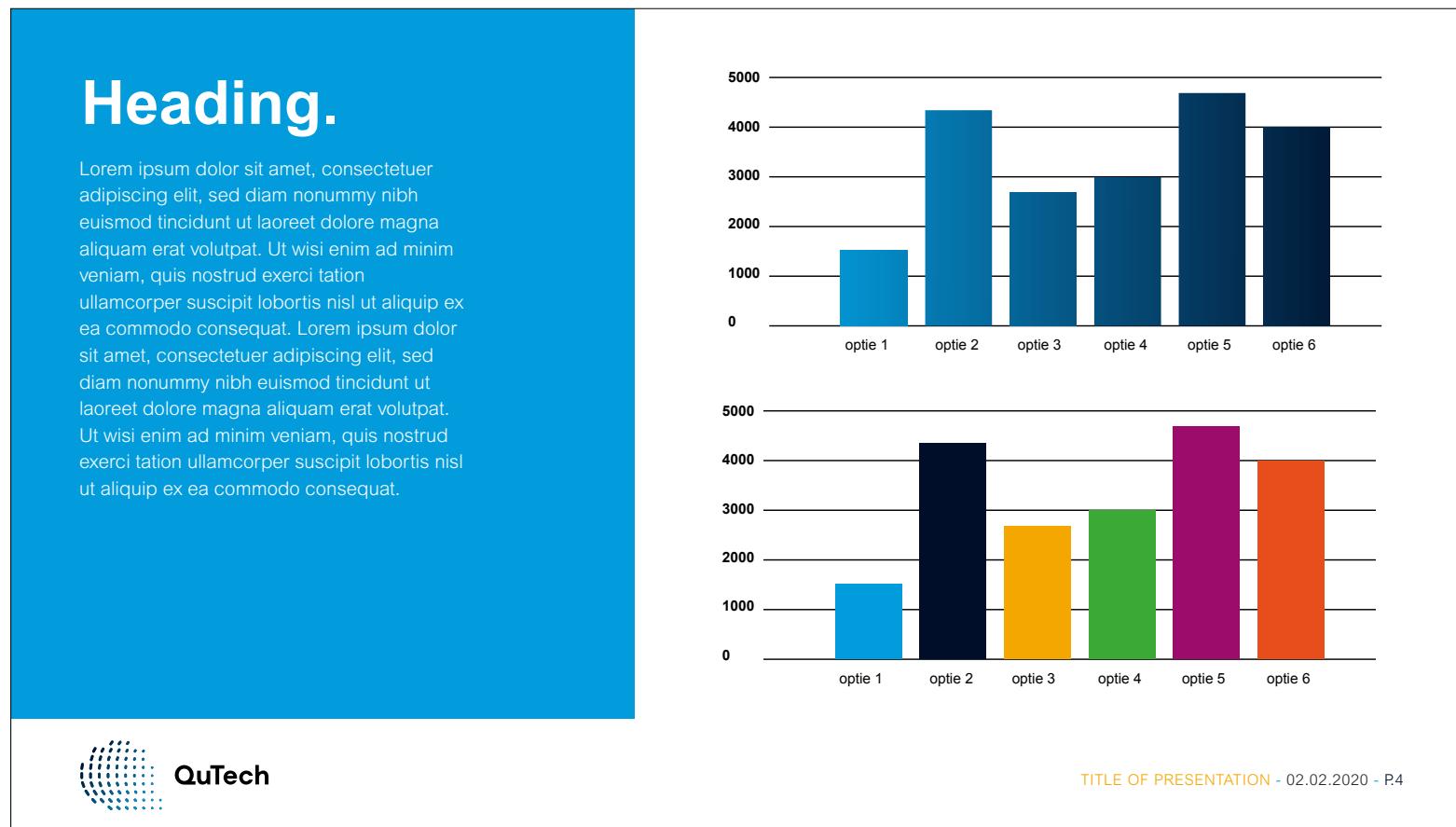
TABEL TITEL - 20.02.20

TEKST+TABEL SLIDE

Titel 1	Titel 2	Titel 3
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QuTech

TITLE OF PRESENTATION - 02.02.2020 - P4



On media like the website or Powerpoint presentations we always mention the pay off. However, if the placement of the pay off becomes too small, it's possible to display it in another way. Keep in mind that both still need to be visible at one glance.

Search Menu

QuTech

Creating the quantum future
Learn more about us →

Looking for new talent
Do you have the drive and talent? →

Our focus areas
What we are working on →

QIH

NEWS - 03.03.2020
QuTech realises 'MRI on the atomic scale'
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore...

NEWS - 08.03.2020
Take part in the Quantum Internet Hackathon
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore...

NEWS - 15.03.2020
Spinoza Prize for Ronald Hanson
Today, NWO announced that Ronald Hanson is one of this year's winners of the NWO Spinoza Prize. The Spinoza Prize...

Read more news →