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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.

This version of the logo is for use inside of the QuTech campus (e.g. interior decoration), on small items like pens and on media where QuTech is listed as a partner or sponsor.

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.
<table>
<thead>
<tr>
<th>COLOR</th>
<th>LOGO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Colour</td>
<td><img src="image" alt="Full Colour Logo" /></td>
</tr>
<tr>
<td>Mono</td>
<td><img src="image" alt="Mono Logo" /></td>
</tr>
<tr>
<td>All Black</td>
<td><img src="image" alt="All Black Logo" /></td>
</tr>
<tr>
<td>Diap</td>
<td><img src="image" alt="Diap Logo" /></td>
</tr>
<tr>
<td>All White</td>
<td><img src="image" alt="All White Logo" /></td>
</tr>
</tbody>
</table>
QuTech is a collaboration between TUDelft and TNO.
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.
SECONDARY COLOUR PALETTE

**PURPLE**
CMYK
30 / 100 / 5 / 20
RGB
155 / 10 / 105
#9B0A69

**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 and subheadings. We use Dm Sans regular for body text.
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 and subheadings. We use Arial regular for body text.

**TYPOGRAPHY – ALTERNATIVE**

### BOLD

**Arial**

### REGULAR

**Arial**

### NUMBERS AND LETTERS

**Arial**

- 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 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
Creating the quantum future
Lorem ipsum dolor

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonumy nisi quis mod tineidunt ut laoreet dolore magna aliquam erat volupat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, veniam dolore eu feugiat nulla facilisis at vero eros.

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 a highly secure quantum internet based on superposition and entanglement, by bringing world-class scientists, engineers and industry together in an inspiring environment.

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