



Brand Guide

VERSION 4.0 – SEPTEMBER 2023

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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.

LOGO

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.



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.



MONO



ALL BLACK



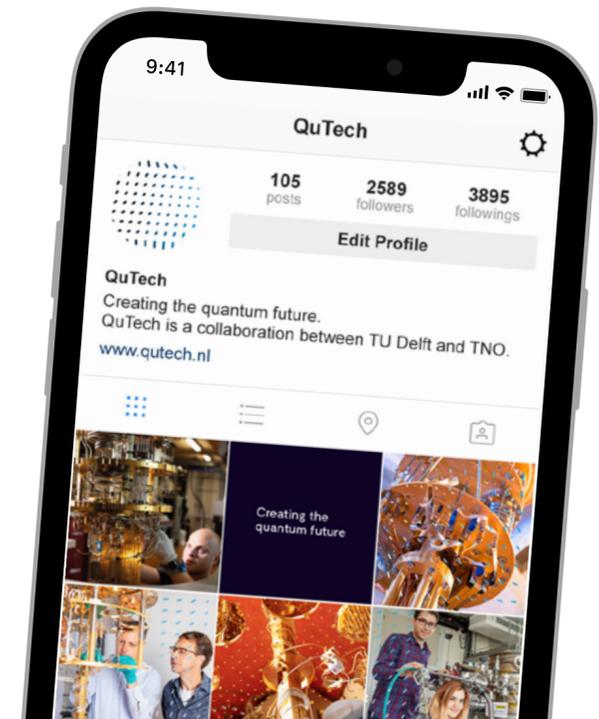
DIAP



ALL WHITE



SOCIAL MEDIA



FULL COLOUR



MONO



ALL BLACK



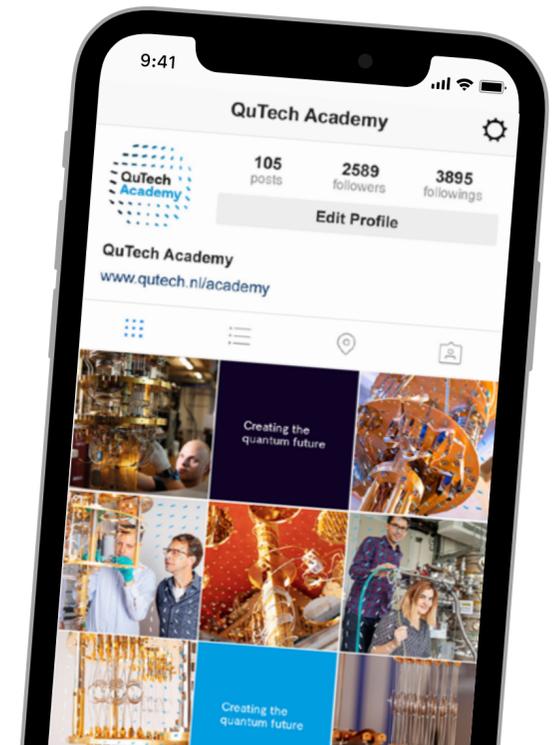
DIAP



ALL WHITE



ACADEMY SOCIAL MEDIA



FULL COLOUR



MONO



ALL BLACK



DIAP



ALL WHITE



FULL COLOUR



MONO



ALL BLACK



DIAP



ALL WHITE



QUANTUM INSPIRE WITH POWERED BY QUTECH LOGO



QUANTUM NETWORK EXPLORER WITH POWERED BY QUTECH LOGO



SQUIDASM WITH POWERED BY QUTECH LOGO



NETQASM WITH POWERED BY QUTECH LOGO



NETQASM WITH POWERED BY QUTECH LOGO



FULL COLOUR



MONO



ALL BLACK



DIAP



ALL WHITE



BLACK TEXT



FULL COLOUR



MONO



ALL BLACK



DIAP



ALL WHITE



BLACK TEXT



FULL COLOUR



MONO



ALL BLACK



DIAP



ALL WHITE



BLACK TEXT



FULL COLOUR



MONO



ALL BLACK



DIAP



ALL WHITE



BLACK TEXT



QuTech is a collaboration between



QuTech is a collaboration between  

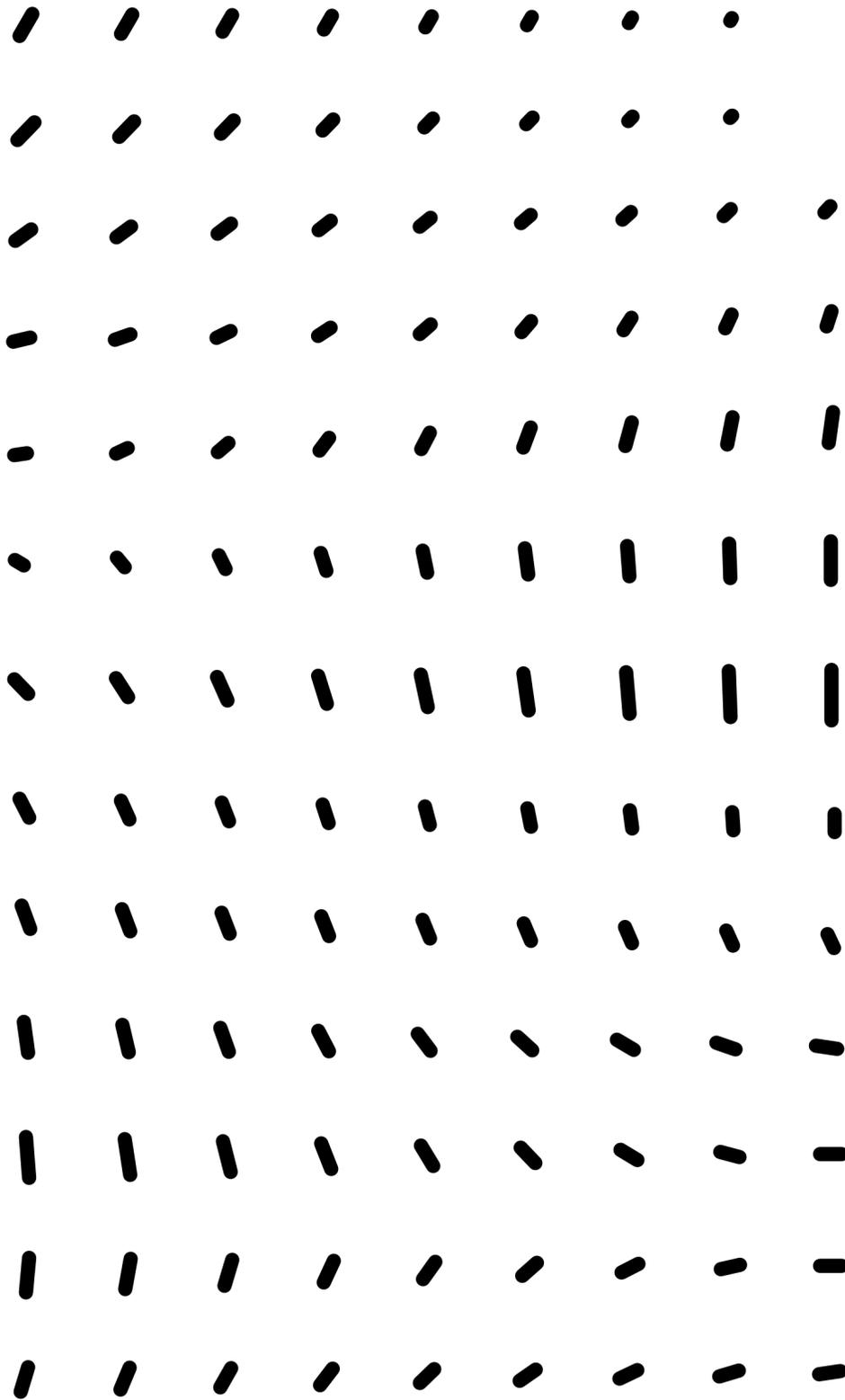
QuTech is a collaboration between



QuTech is a collaboration between  

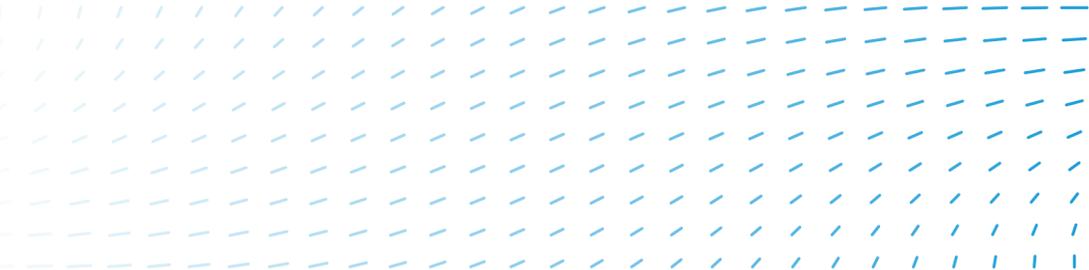
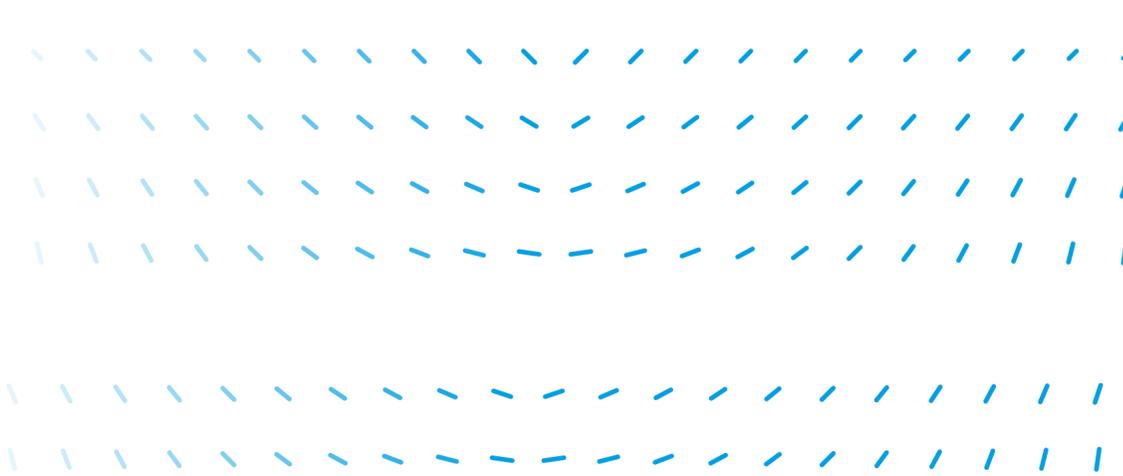
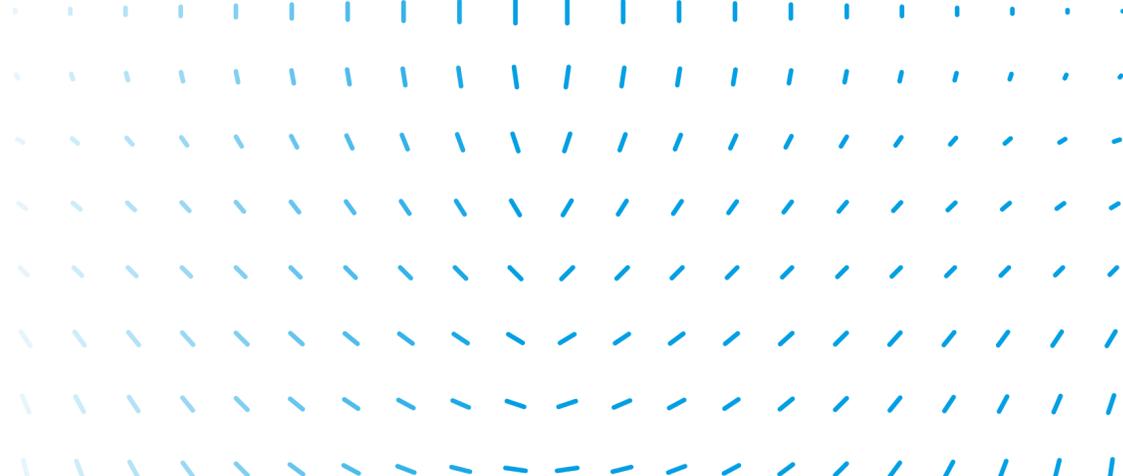
Another important part of the QuTech identity is our visual element. Which is inspired by a magnetic field. This is a more abstract translation, which is not technically correct but visually appealing. It can be used with a gradient, in blue, white and even over a photo.

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.

We use this font in all our online and offline communication. Dm Serif Display Regular is used for heads and quotes.

DM Serif Display is our primary font. This is a Google font and can be downloaded from <https://fonts.google.com>.

REGULAR

DM Serif Display

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

(?!#%&)

Our secondary 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 highlight text, intro's and 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

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

25.02.2020

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. Teceped quatia qui omnis maio este autemporrum eicipid.

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Quantum computing

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

HEADING

Dm Serif Display
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

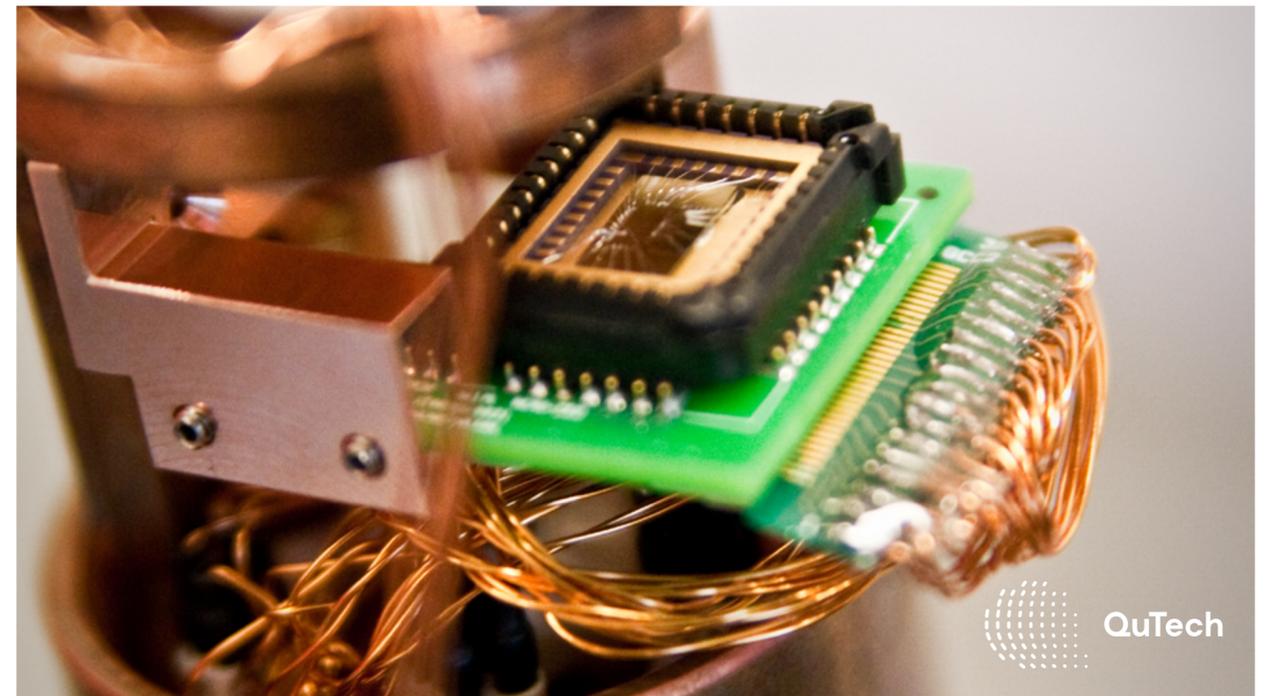
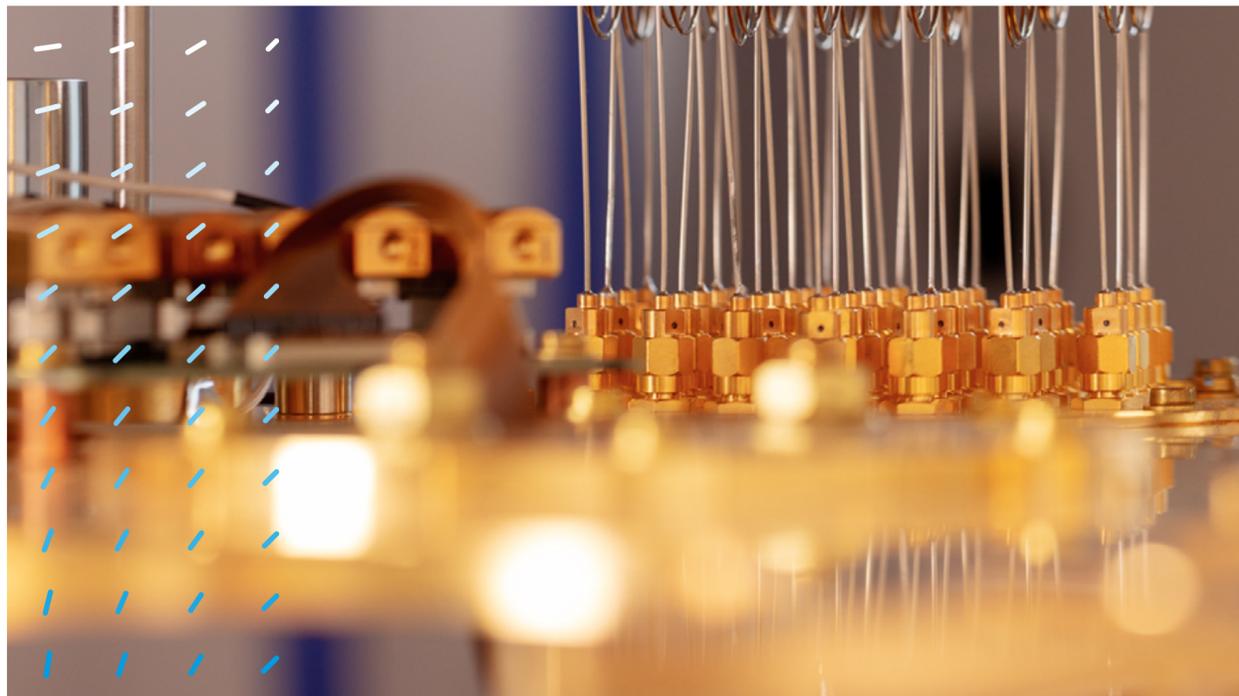
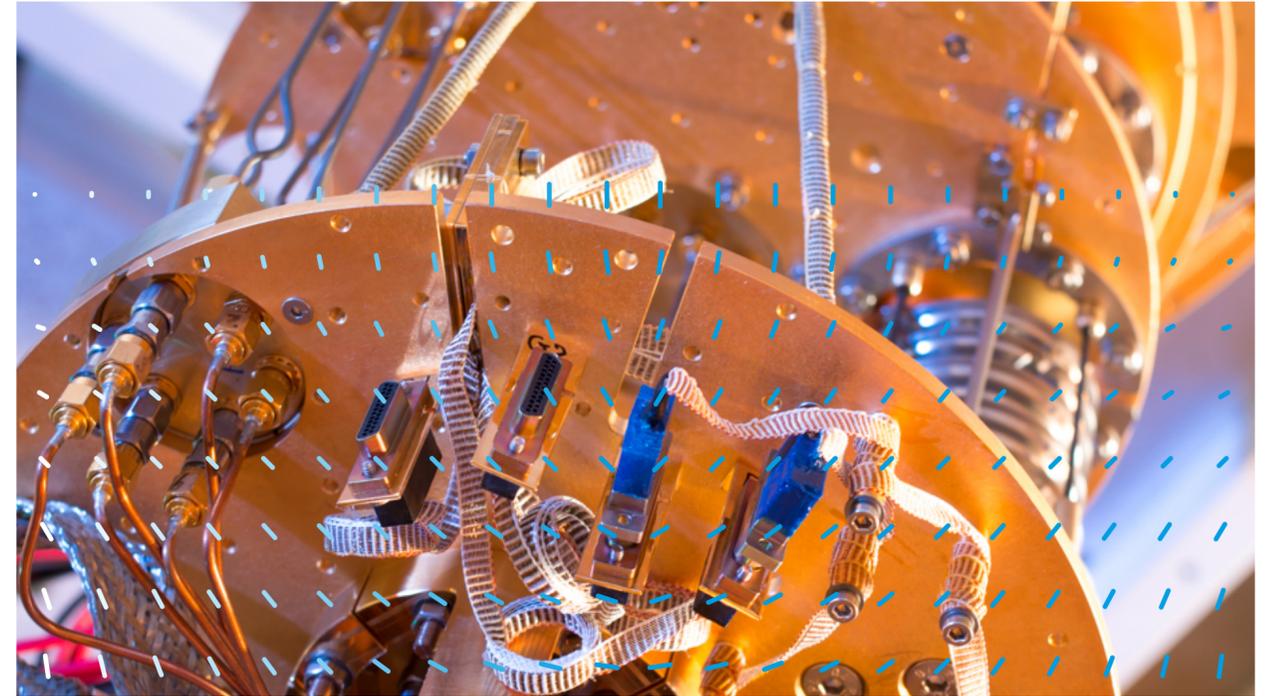
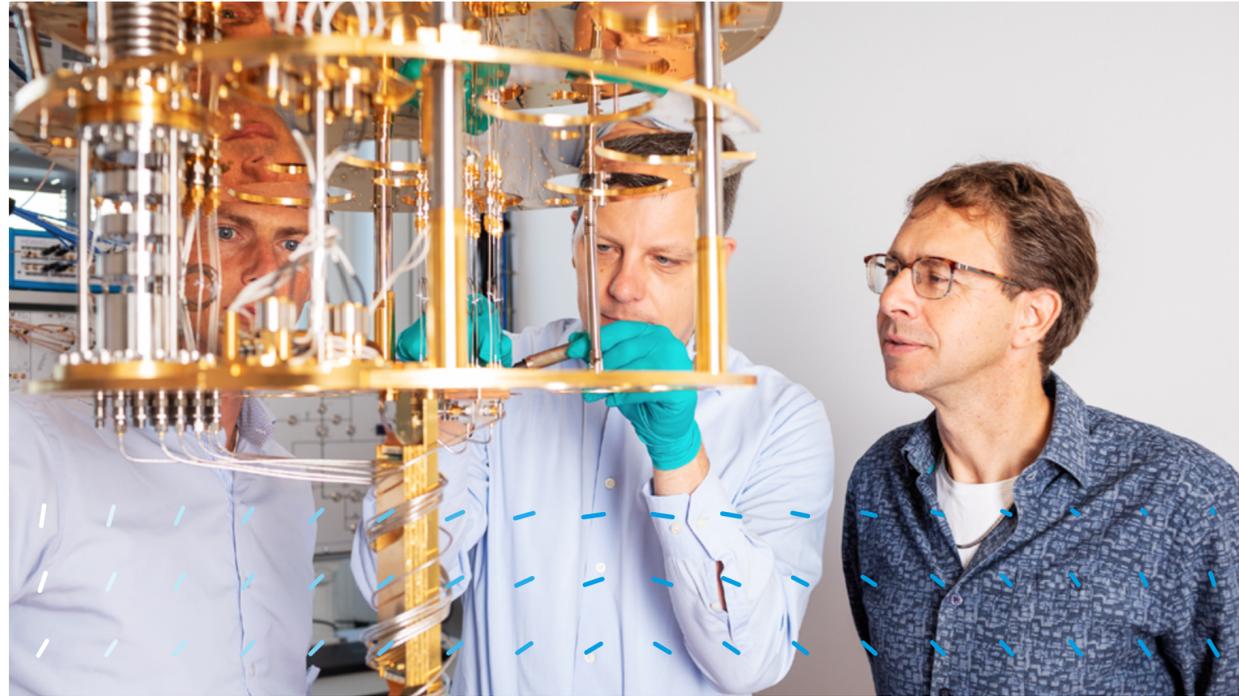
Dm Serif Display
Size: 20pt
Leading: 24pt
Tracking: 0

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.



We use a rounded shape to place photo's, text and quotes to highlight them.



“Everyone here is a QuTech’er.”



Innovation & collaboration

✓ Partnerships to accelerate development



“The highlight is working together.”



Outreach

Brand Examples

EDUCATION

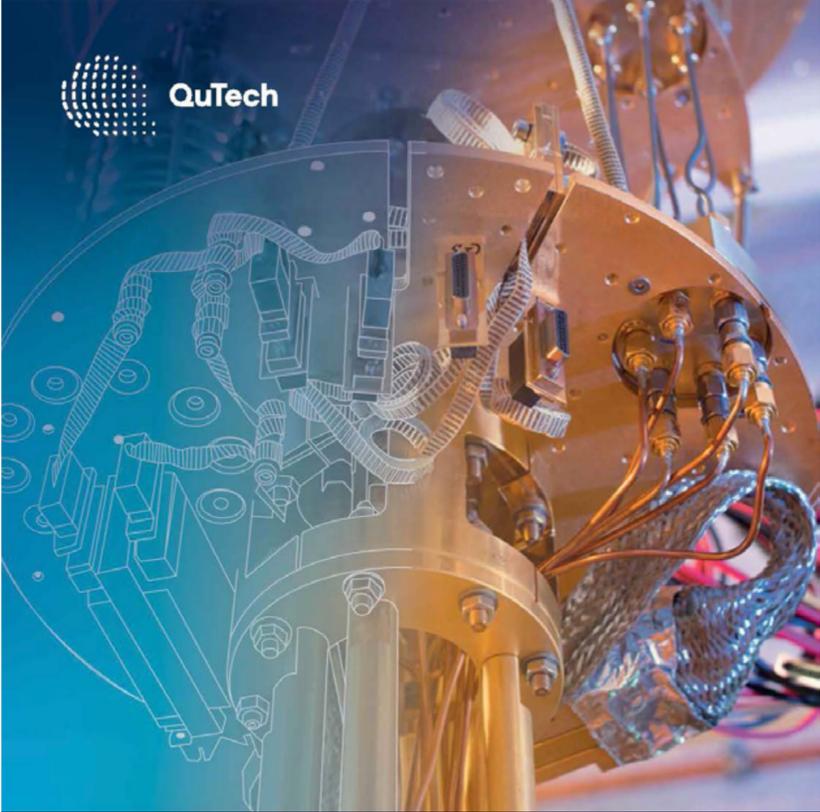
QuTech Academy

Our Academy is an essential part of QuTech. Its ambition is to educate the next generation of quantum scientists and to prepare industry and society for the second quantum revolution.

To achieve this, QuTech Academy offers on-campus courses, online learning, collaborative programs, and outreach.

To support a more diverse learning environment, both QuTech and TU Delft are reaching out to motivated international students, offering full scholarships, and QuTech Academy has initiatives specifically tailored to business use, with an audience ranging from small start-ups to large enterprises.

To find out more, visit qutechacademy.nl.

QuTech

Creating the quantum future

BUSINESS DEVELOPMENT

QuTech: Your partner for quantum innovation

Collaboration is essential for innovation, and leaders from academia and industry are looking to work together to realize the promise of quantum computing. QuTech is a central part of a wider international ecosystem, collaborating with these leaders on a local, national and international level.

Industry collaborations and partnerships

We have built extensive strategic collaborations with major international industry players who value our strategic openness and IP expertise, and in the Netherlands our innovations enable a thriving quantum technology ecosystem, that we stimulate and closely interact with. In Delft, a new ecosystem of research, start-ups and companies has already emerged around QuTech.

Some highlights

- Extensive strategic collaborations with major international players such as Microsoft, Intel and Fujitsu.
- Research collaborations with Dutch industry leaders KPN, on realising a Dutch quantum internet testbed, and ABN-Amro, on advanced quantum key distribution.
- QuTech and the Fraunhofer Institute for Laser Technology in Aachen are collaborating on the development and deployment of complex quantum communication networks across borders.
- The hub community currently lists around 10 spin-outs, boasting several hundred employees, double digit growth figures and a 100% continuity rate.

The Netherlands has a unique knowledge position in the field of quantum computing and quantum research, and QuTech is at its core.

Don't hesitate to get in touch if you would like to partner with us!

Mail us at business@qutech.nl



QuTech is a collaboration between **TU Delft** **TNO**

[WWW.QUTECH.NL](https://www.qutech.nl) • [INFO@QUTECH.NL](mailto:info@qutech.nl)



QuTech



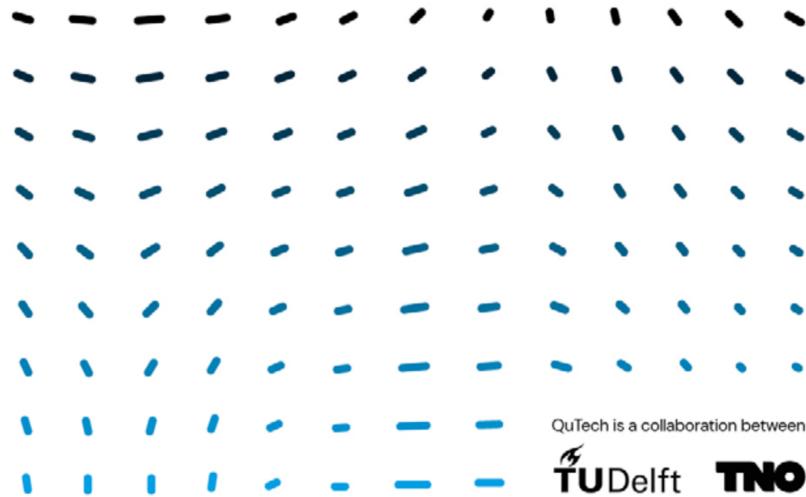
QuTech
Creating the quantum future

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www.qutech.nl

Building 22
Lorentzweg 1
2628 CJ Delft

P.O. Box 5046
2600 GA Delft
The Netherlands

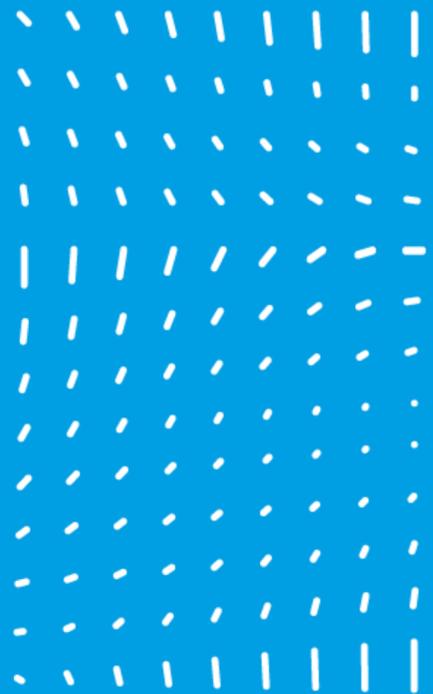


QuTech is a collaboration between
TU Delft **TNO**

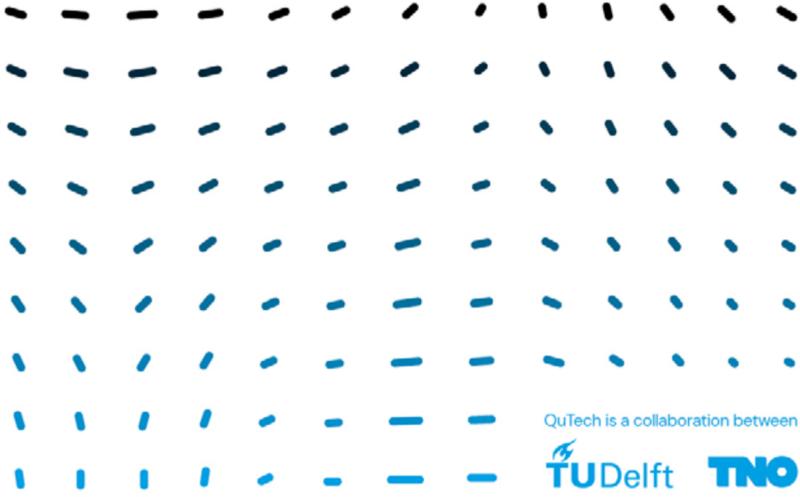
Maandkalender

18 FEBRUARI 2020
**Silicon Quantum
Electronics Workshop**

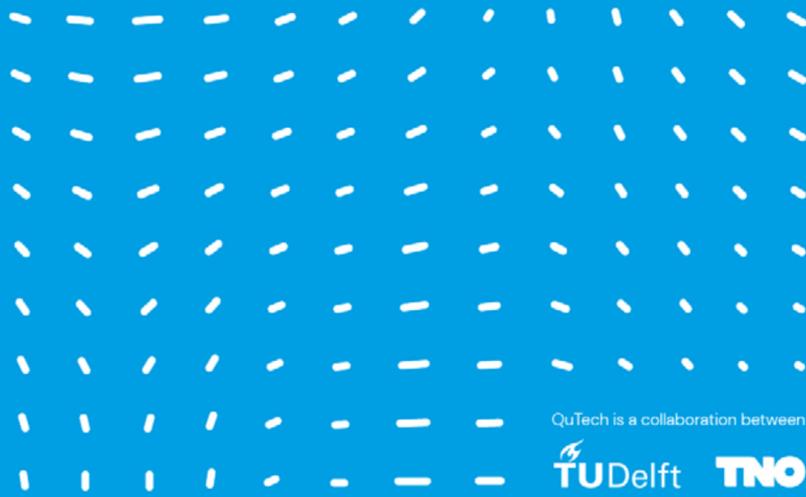
22 MAART 2020
**Quantum
Internet Hackaton**



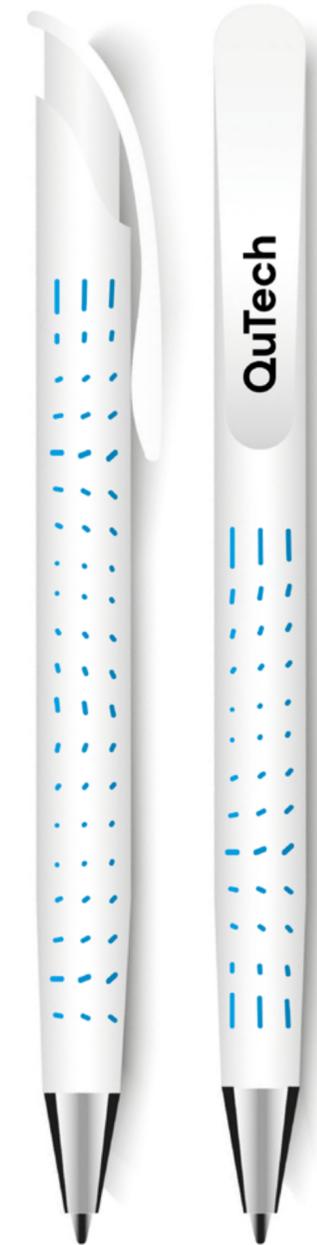
**QuTech
Academy**



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TU Delft **TNO**



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TU Delft **TNO**



BEGIN SLIDE



QuTech

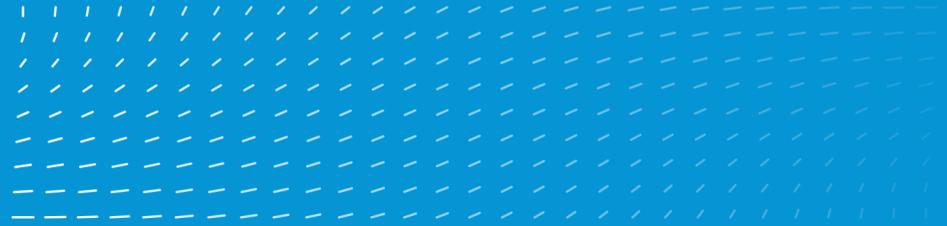
Creating the quantum future

QuTech is a collaboration between **TU Delft** **TNO**

TITEL SLIDE

Dit is een heading. Dit is een heading.

NAME OF THE PRESENTER - 02.02.2020



QuTech

QuTech is a collaboration between **TU Delft** **TNO**

FOTO SLIDE

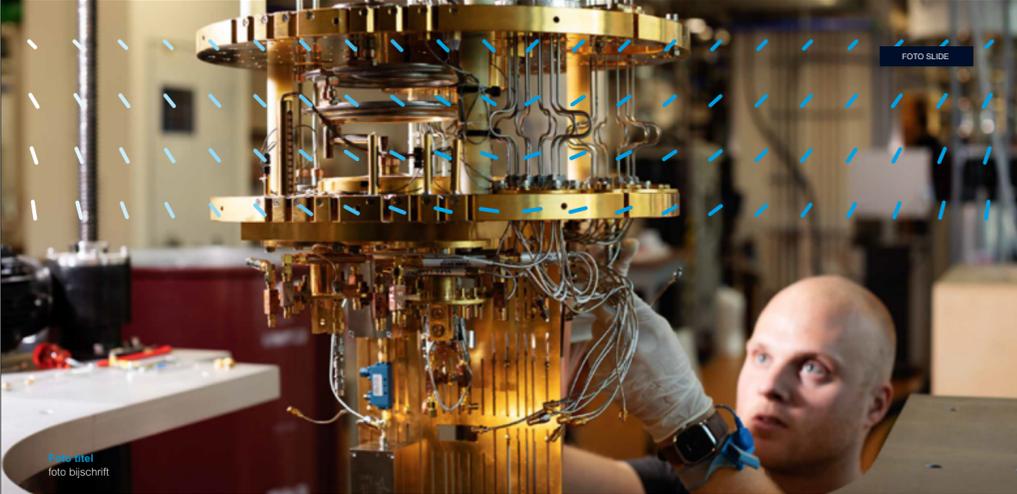


foto titel
foto bijschrift

QuTech

TITLE OF PRESENTATION - 02.02.2020 - P4

TEKST+TABEL SLIDE

Dit is een heading.

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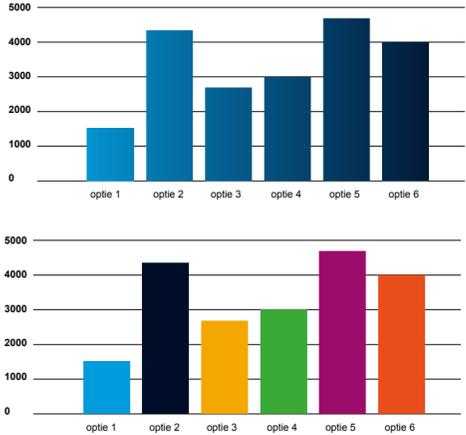
TABEL TITEL - 20.02.20		
Titel 1	Titel 2	Titel 3
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QuTech

TITLE OF PRESENTATION - 02.02.2020 - P4

Heading.

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QuTech

TITLE OF PRESENTATION - 02.02.2020 - P4

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TEKST+FOTO SLIDE (VOORBEELD PATROON)

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.

