

Brand Guidelines | June 2020

Introduction & contents

Welcome to the QCS Hub Brand Guidelines. These guidelines are here to help you understand and apply our brand in the most dynamic yet consistent way.

When we talk about our “brand”, we don’t just mean our logo: it’s a lot more than that. Our brand encompasses who we are, what we do, why we do it, and how we show it.

Internally, our brand brings our diverse people and partners together behind a common cause and identity. Externally, it inspires trust and establishes us as an authority in our field.

If you have any questions about how to apply these brand guidelines, please contact the Hub’s Communications Manager.

Who we are, what we do

Our brand platform 3

Our brand values & voice 4

Talking about the Hub 5

How we show it

Our logo

Full colour 6

Other versions 7

Size & spacing 8

Placement 9

Don’ts 10

Funder logos 11

Partnerships 12

Our colours

Primary 13

Secondary 14

Audiences 15

Our typography 16

Our imagery 17

Applications

Principles 18

PowerPoint 19

Letterhead 20

Word/PDF file 21

Business card 22

Annual report 23

Email banner 24

Banners 25

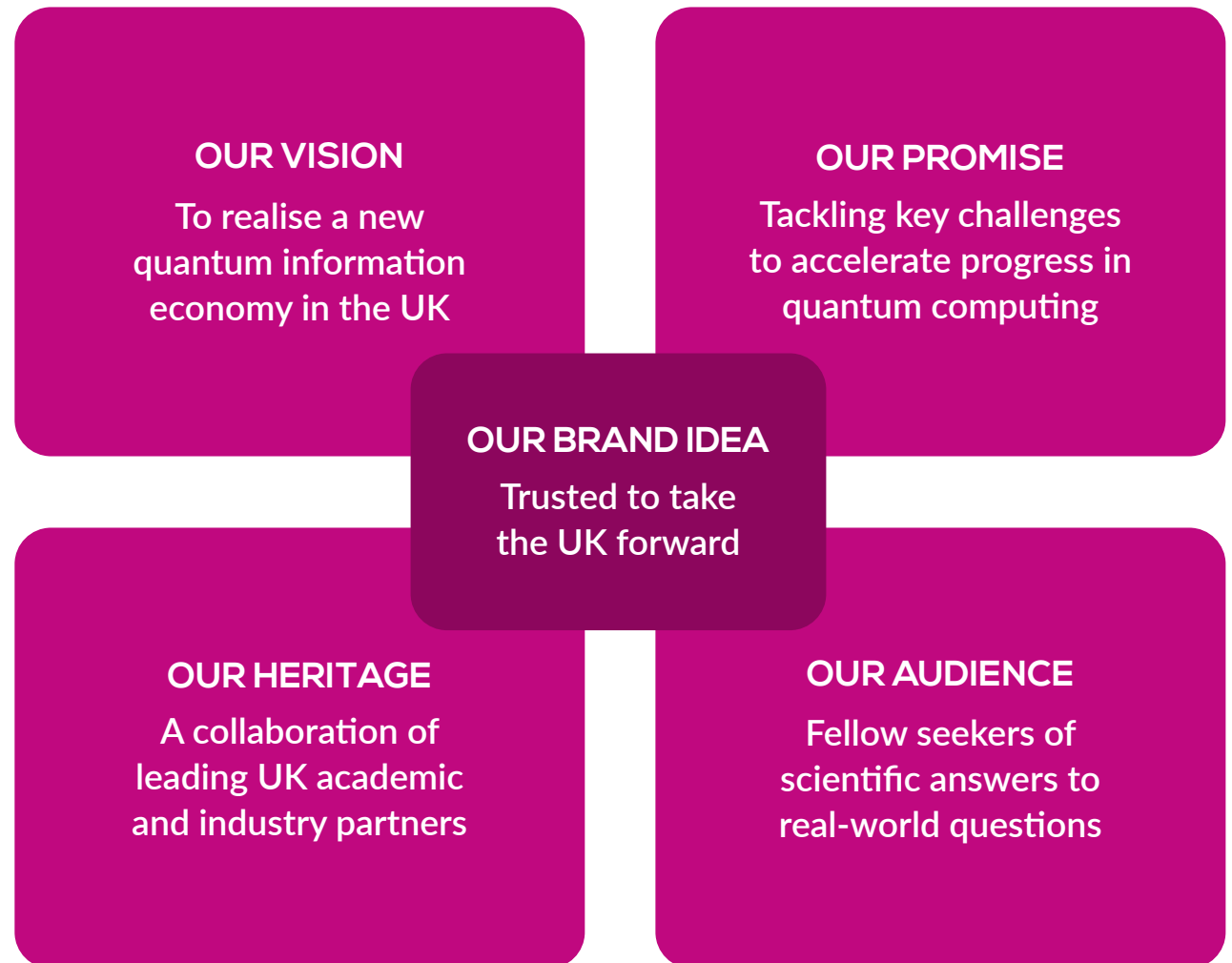
Adding partner logos 26

Our brand platform

Our brand platform is a tool to articulate the central ideas that power and guide the Hub. It is the foundation of our brand identity, and when used effectively it can be a compass not just for our communications but our behaviour too.

Our brand platform answers five questions:

1. **Where do we come from?** (Our heritage)
2. **What do we want?** (Our vision)
3. **How will we achieve it?** (Our promise)
4. **Who do we address?** (Our audience)
5. **What sets us apart?** (Our brand idea)



Our brand values & voice

While our brand platform expresses who we are and what we do, our brand values express how we do it. They are the guiding principles for how we go about achieving our vision, as well as how we communicate that to our audiences.

For that reason, our brand values are closely linked to our brand voice: the distinctive way we speak to our audiences. Our tone of voice will vary depending on the audience we are addressing at any particular moment - ranging from highly technical when speaking to academia, to moderately technical when speaking to industry, to non-technical when speaking to the general public.

But overall our tone should be professional without being stilted, and excited about the promise of quantum computing without being sensationalist. We should use words which express our values, explicitly or implicitly.

The overall aim is to create an atmosphere of trust: to establish our brand as a trusted voice in quantum computing.

Research-led

We experiment and explore, but all with the aim of advancing the technology required to build a world-leading quantum computer. Although our vision is ambitious, we remain grounded in the research and committed to scientific rigour and integrity.

Words we might use to express this: technology, research, science, investigation, evidence, (body of) knowledge, understanding, skills, experience, expertise, insight, authority, achievement, excellence

Collaborative

We know we cannot achieve our vision alone, that we are working towards something that is greater than the sum of its parts. We want to harness the strengths that exist across the UK landscape to build not just a quantum computer, but a quantum community.

Words we might use to express this: collaboration, partnership, participation, contribution, community, ecosystem, diversity, harnessing, building, nurturing, collective effort, common purpose

Visionary

We do what we do because we have a vision of what the world could be like, and we want to make it a reality. Although we are led by the research, we don't believe in science for science's sake: we are working to bring real benefit to real human challenges.

Words we might use to express this: vision, ambition, aim, goal, purpose, aspiration, innovation, revolutionary, transformative, impact, progress, benefit, solution, practical

Talking about the Hub

It's important that we're consistent in how we talk about the Hub and the work we do. Here is some standard text we use to describe ourselves, informed by our brand platform and brand values.

With regard to our name: the full, formal name of our organisation is the UK Quantum Technology Hub in Quantum Computing & Simulation. Our shortened name is the Quantum Computing & Simulation Hub, and our informal name is the QCS Hub.

We should use the full name in at least the first instance of any formal written or printed communications e.g. on our website, or in an informational leaflet.

In less formal communications e.g. event flyers, we can use the shortened name instead.

Thereafter, in all communications, we can use the informal name - or even simply "the Hub", so long as it is clear to what we are referring.

In speech, we should use the shortened name at least in the first instance and as many other times as we feel comfortable, but otherwise we can use the informal name.

Trusted to take the UK forward

We are the UK Quantum Technology Hub in Quantum Computing & Simulation - or QCS Hub, for short. Part of a national programme to develop quantum technologies, we bring together leading UK academic and industry partners to tackle key challenges and thereby accelerate progress in quantum computing, both in the UK and internationally. We want to harness and nurture the strengths that exist across the UK quantum landscape to ensure it remains at the forefront of the global competition to build a universal quantum computer. Such a machine will have the potential to provide answers to a vast array of real-world questions - like how to accelerate the development of new drugs and materials, or how to ensure secure communication between many parties. It is through this work that we are helping to realise a whole new quantum information economy in the UK.

Informal name

QCS Hub

Shortened name

Quantum Computing & Simulation Hub

Full name

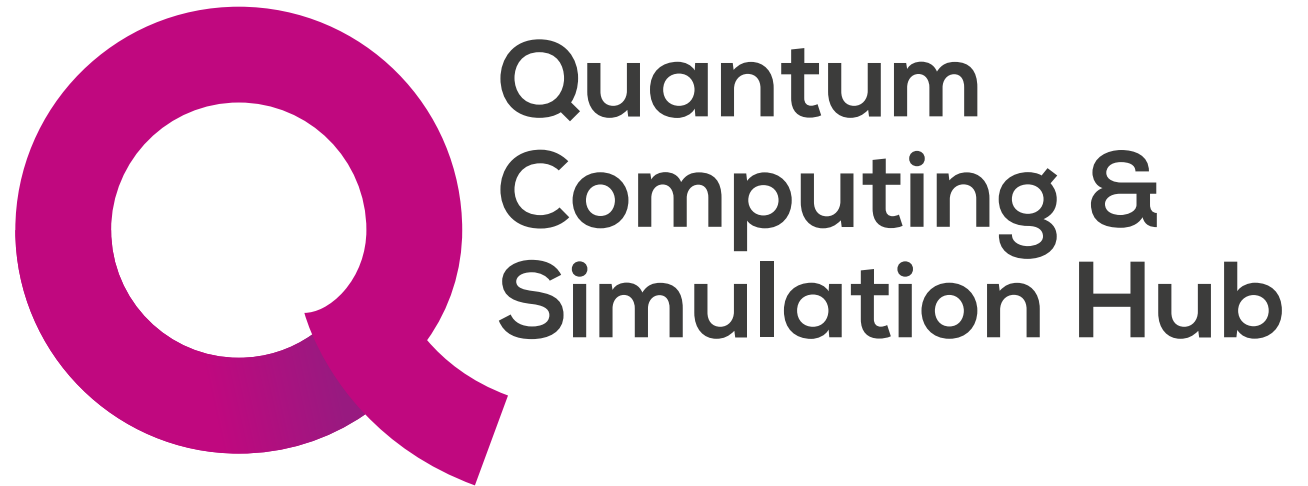
UK Quantum Technology Hub in Computing & Simulation

Our logo | Full colour

Here is the QCS Hub logo in full colour.

It consists of two elements: the Q marque and the logotype. These should remain together in almost all circumstances - except when we need a small square or circular icon to be used online only e.g. our website favicon, and Twitter profile image. Even in these few circumstances, our name must always appear somewhere alongside the icon.

The logo must appear on all Hub materials. It can be used on a wide range of backgrounds - plain colour or photographic - but must remain clear and legible at all times.



Our logo | Other versions

We should use the full colour version of our logo where possible to ensure our brand is recognisable. But in circumstances where this isn't possible, there are several other variations available.

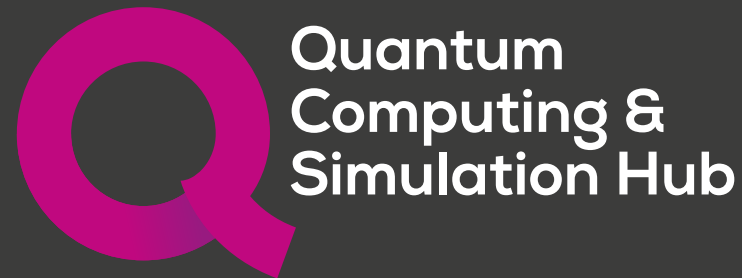
The white logotype version should be used when the logo appears on a dark background (plain or photographic), so long as the Q marque remains clear and legible.

The white-out version should only be used when the logo appears on a dark background which can't accommodate the Q marque.

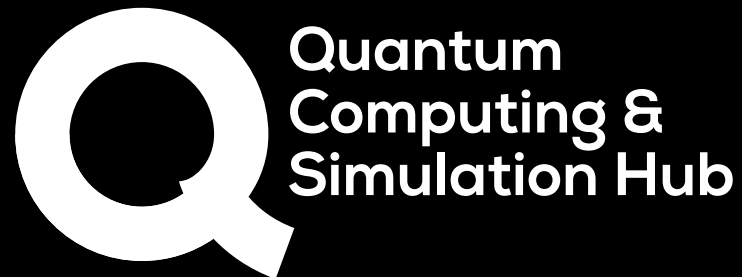
The greyscale version should only appear in black and white print. It uses the QCS Grey (see p.13). In exceptional circumstances where grey isn't possible, black can be used.

As with the full colour logo, these variations can be used on a range of backgrounds but must remain clear and legible at all times.

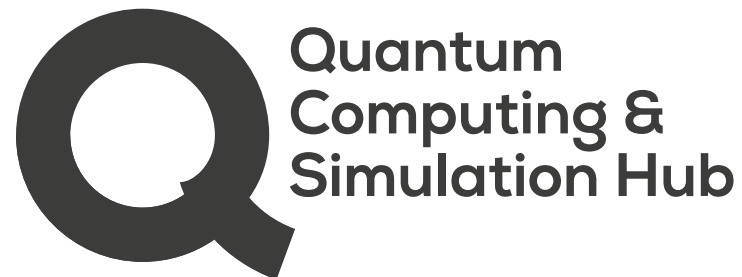
White logotype version - for dark backgrounds where possible



White-out version - for other dark backgrounds



Greyscale version - for black and white print

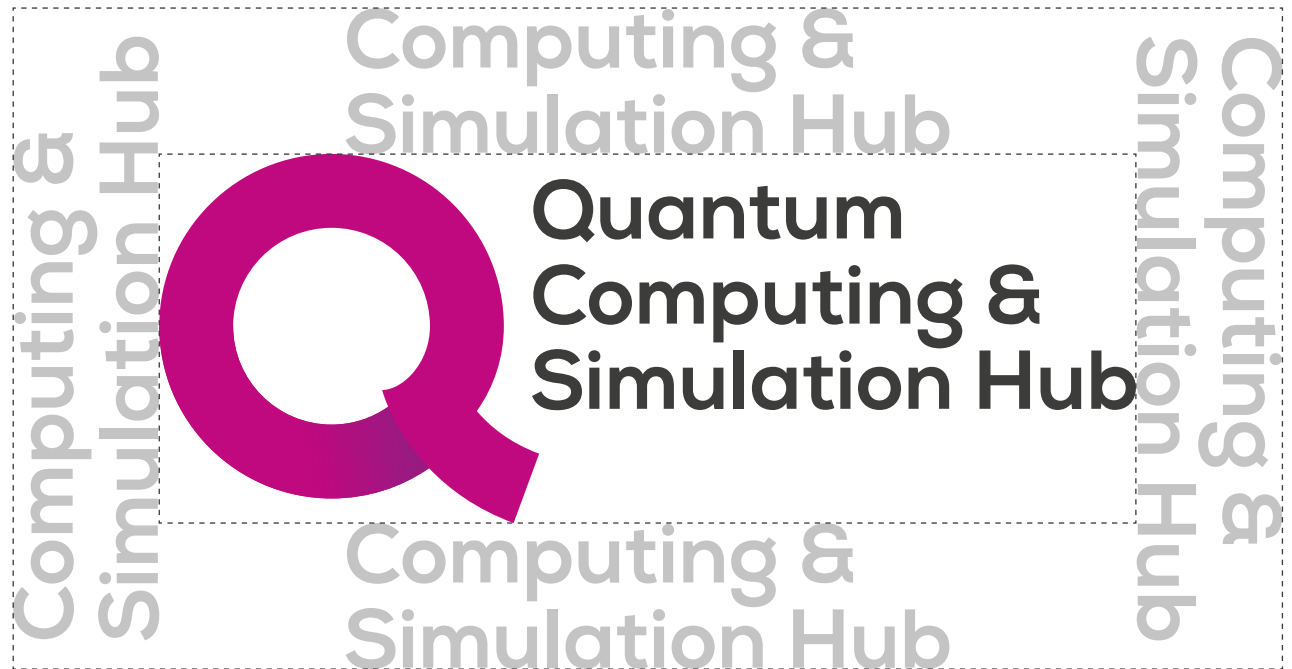


Our logo | Size & spacing

It's important we give our logo space to breathe. The minimum exclusion zone for placing the logo next to other graphic elements (including other logos) is equivalent to the last two lines of the logotype text.

To ensure the logo remains clear and legible, it should not appear any smaller than 12.5mm tall.

Minimum exclusion zone



Minimum size



Our logo | Placement

Where possible, our logo should be placed in the top left-hand corner of all communications materials.

Where possible, the UKNQTP and EPSRC logo lock-up should appear either in the bottom right-hand corner, or bottom-centred (see p.11).



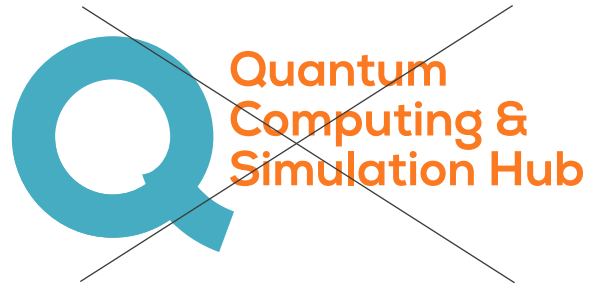
Our logo | Don'ts

Our logo is the core ingredient of our brand's visual identity, and the most recognisable - so it's important we look after it!

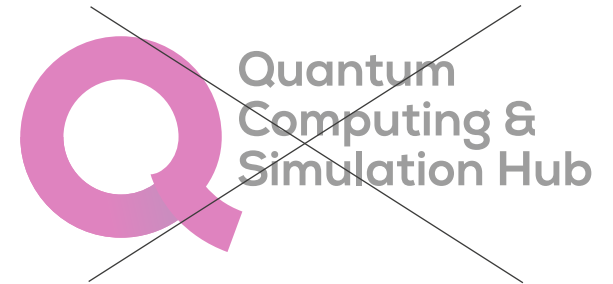
It should always be produced from the provided artwork, and mustn't be stretched, squashed, re-drawn or altered in any other way.

The logo artwork is available in the following formats: .eps, .jpeg, .png. Please contact the Hub's Communications Manager if you don't know where to find these files or need a different format.

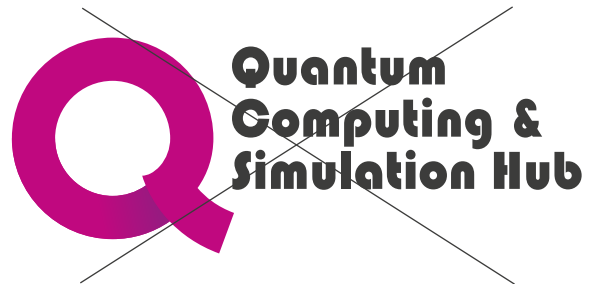
Don't change the colours



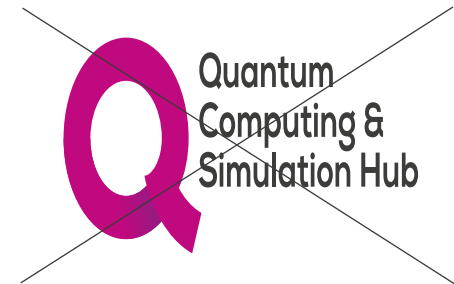
Don't tint the colours



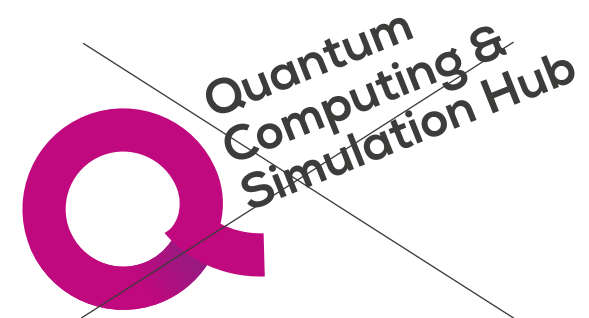
Don't change the font



Don't distort the dimensions



Don't rotate the logo



Don't rearrange the elements



Our logo | Funder logos

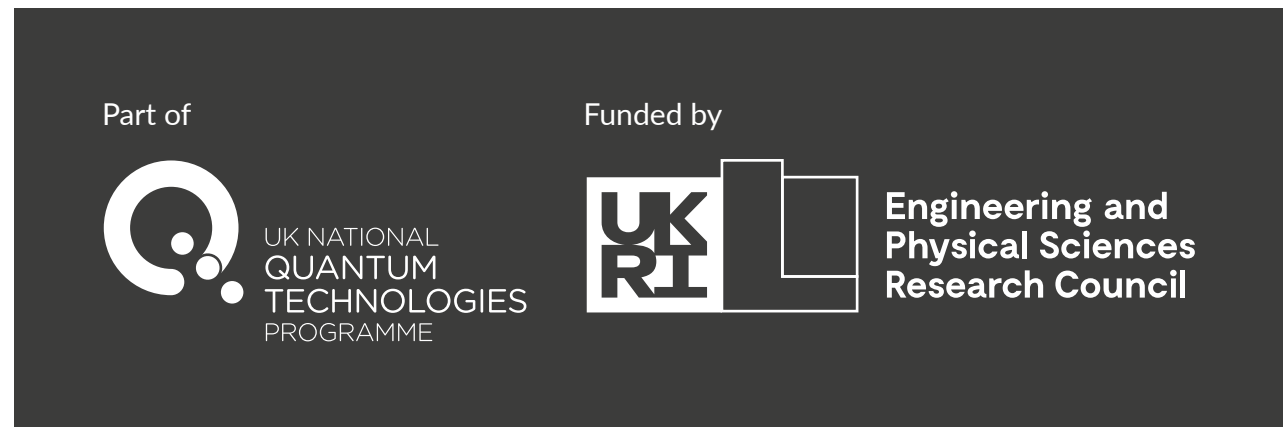
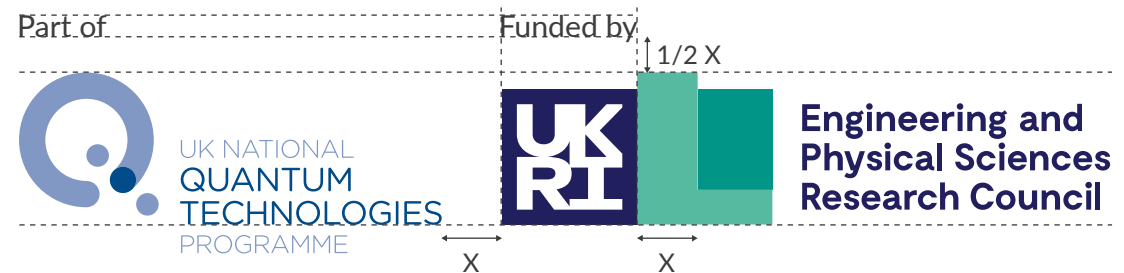
Where possible, we should include the logos for the UK National Quantum Technologies Programme (UKNQTP) and UKRI Engineering & Physical Sciences Research Council (EPSRC) on all our communications materials - either on the front cover or, if that isn't possible, in some other prominent position.

The logos should be accompanied by short text explaining the relationship between the Hub and the UKNQTP and EPSRC: "Part of" above the UKNQTP logo, and "Funded by" above the EPSRC logo (both in Lato Regular).

The logos should appear either in full colour (if on a light background) or in white (if on a dark background). The latter option is more preferable, to help make clear the hierarchy between the QCS logo and these other logos.

It is important to respect the minimum size and exclusion zones of each logo, wherever possible (see the UKNQTP and UKRI brand guidelines).

This logo lock-up should appear either in the bottom right-hand corner of the material, or bottom centred.



Our logo | Partnerships

There may be times when we want to show our logo alongside other partner logos, to communicate about the Hub's partnerships.

It's important we try to respect the brand requirements of all parties (in particular the exclusion zones and minimum logo sizes) - but also that we achieve visual parity.

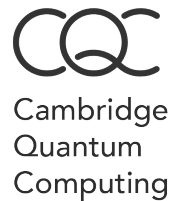
Achieving visual parity may mean that the exact height or length of the logos can't be matched (particularly if they have different orientations), but we should ensure they look balanced overall and that all text is legible.

The logos should appear either in order of mention in the project/partnership, or in alphabetical order.

(Please note that the arrangements shown opposite are for illustration purposes only.)



THE UNIVERSITY
of EDINBURGH



D:WAVE
The Quantum Computing Company™



Our colours | Primary

Our primary colours provide the core palette for all our communications materials (see p.19 onwards). It consists of the QCS Pink, QCS Deep Pink, QCS Grey, black and white.

We should avoid using large amounts of the QCS Pink e.g. as the main body text colour, or as a block background colour - instead reserving it for headings, graphics, or as an accent.

The QCS Deep Pink can be used in small amounts to complement the QCS Pink, for sub-headings or pull-out text.

Where possible, the QCS Grey should be used for body text - except when the text appears on a dark background, in which case white should be used.

If for some reason it isn't possible to use the QCS Grey in body text, then black can be used.

When creating materials for print, please use the CMYK codes. When creating materials for digital, use the RGB or Hex codes.

QCS Pink

C25 M100 Y0 K0
R192 G8 B127
#C0087F

QCS Deep Pink

C43 M100 Y23 K19
R140 G6 B93
#8C065D

QCS Grey

C0 M0 Y0 K90
R60 G60 B59
#3C3C3B

White

Black

Trusted to take the UK forward

We are the UK Quantum Technology Hub in Quantum Computing & Simulation - or QCS Hub, for short. Part of a national programme to develop quantum technologies, we bring together leading UK academic and industry partners to tackle key challenges and thereby accelerate progress in quantum computing, in the UK and internationally.

~~Trusted to take the UK forward~~

~~We are the UK Quantum Technology Hub in Quantum Computing & Simulation - or QCS Hub, for short. Part of a national programme to develop quantum technologies, we bring together leading UK academic and industry partners to tackle key challenges and thereby accelerate progress in quantum computing, in the UK and internationally.~~

Our colours | Secondary

Our secondary colours can be used if we need a more diverse palette to draw on when creating communications materials. However, they should be used to support the primary colours, rather than to replace them e.g. by only using them in small amounts, as accents or highlights, and by not using too many of them at any one time. This is to ensure that our brand remains recognisable, particularly in the first years of the Hub while it is establishing its reputation.

See p.19 onwards for some examples of how we can use the secondary colours.

QCS Orange

C0 M56 Y94 K1
R250 G109 B15
#FA6D0F

QCS Yellow

C0 M31 Y100 K3
R245 G167 B0
#F5A700

QCS Green

C46 M0 Y51 K35
R88 G165 B80
#58A550

QCS Blue

C66 M12 Y0 K27
R61 G161 B184
#3DA1B8

QCS Purple

C18 M65 Y0 K34
R136 G58 B166
#883AA6

Our colours | Audiences

Although our secondary colour palette isn't segmented for different purposes, there are some limited circumstances in which we can segment it according to our different audiences. This should only be when presenting the audiences side-by-side e.g. in a report or flyer.

In these instances, the following colours should be used for each of our key audiences.



QCS Orange
General public



QCS Purple
Academia



QCS Green
Government



QCS Blue
Industry

Our typography

When designing branded materials, we use two typefaces, Nexa and Lato, both of which are free to download online. If you have trouble finding them, please contact the Hub's Communications Manager.

Nexa should be used for headings and large display text only: Nexa Bold for headings and moderate to large display text, and Nexa Heavy for large display text. There are other Nexa fonts available for ad hoc purposes e.g. Book and Light.

Lato should be used for body copy and large portions of text: Lato Regular if the text is in QCS Grey or black on a light-coloured background, and Lato Semibold if the text is white on a coloured background or a piece of coloured pull-out text. This use of Semibold is to ensure legibility and accessibility; for the same reason, this text should not be smaller than 12pt.

These fonts should be used in these ways in all printed materials, and where possible in online materials too.

When creating shareable Word documents or PowerPoint shows, it is preferable to either embed Lato or use a font readily available on all potential recipients' systems. In these circumstances we should use Calibri.

Nexa Bold - for headings and moderate to large display text

Aa **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
0123456789

Nexa Heavy - for large display text

Aa **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
0123456789

Lato Regular - for dark body copy on a light background

Aa **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
0123456789

Lato Semibold - for white body copy on a dark background or pieces of coloured pull-out text (min. 12pt)

Aa **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri - system font when Nexa and Lato are not available

Aa **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
0123456789

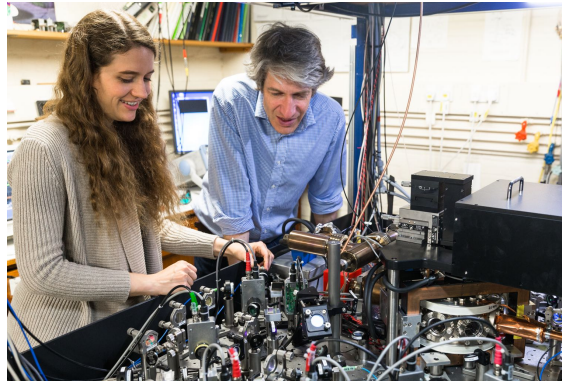
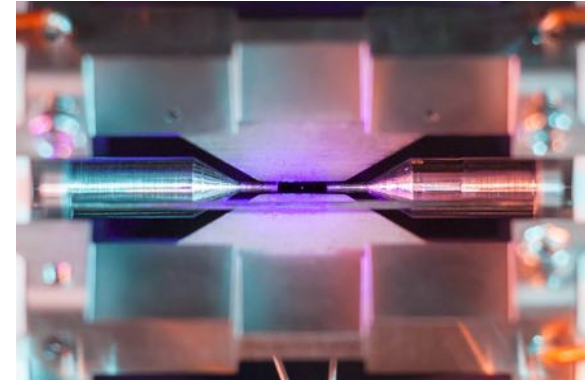
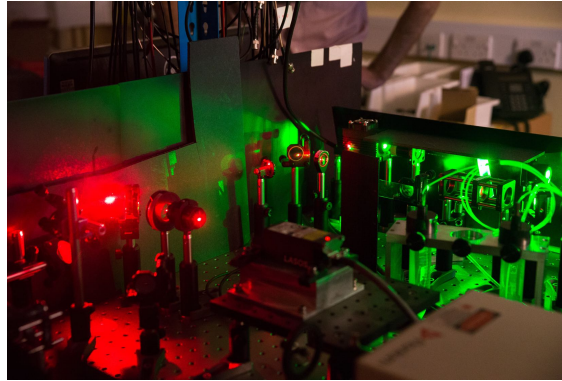
Our imagery

We have a wide range of imagery available to use in our communications e.g. photos, infographics, abstract graphics.

Where possible, our imagery should reflect our brand values: research-led, collaborative, and visionary. For example, we might use photos showing a mix of: close-ups of our research, individuals working in the Hub, and occasionally a zoomed-out view that captures the magnitude of our endeavour.

Photos showing people should aim to reflect the diversity of those working within the Hub. The photos should be taken in a real setting, and look as natural as possible.

(Please note that these images are for demonstration; use of them here does not necessarily indicate ownership.)



Applications | Principles

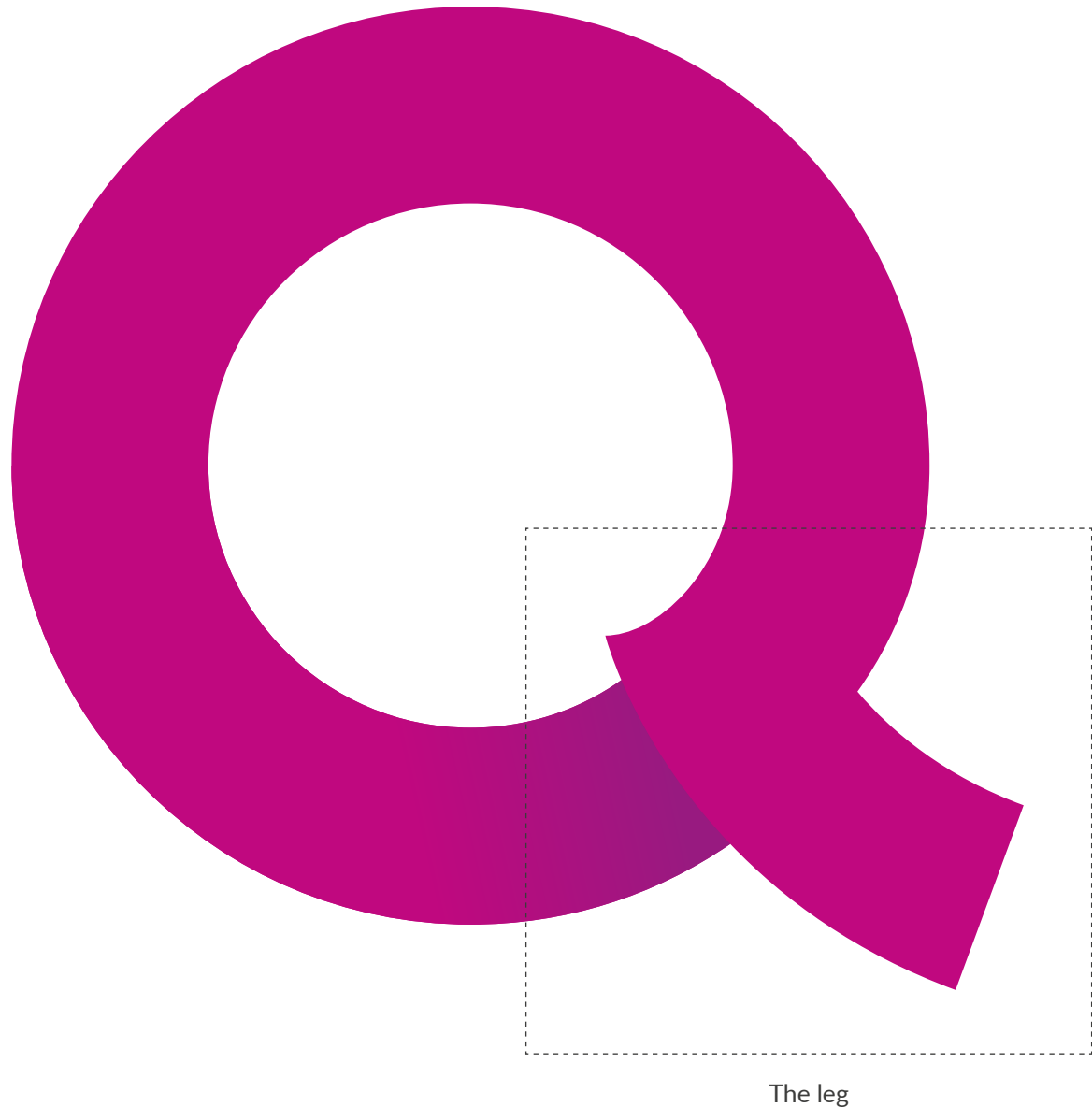
When creating communications materials, our design motif is a crop of the Q marque from our logo.

This crop can take various forms and at any scale, so long as it meets these two conditions:

- 1. It features some of the “leg” of the Q**
- 2. It bleeds off at least one edge**

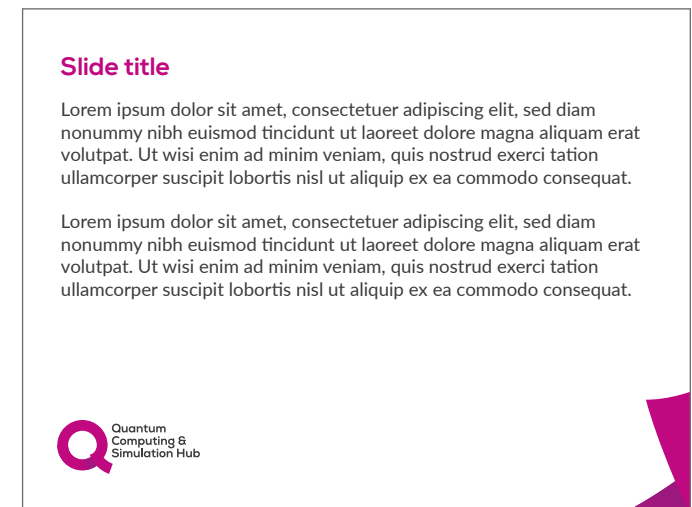
The crop can appear on either a plain white or QCS Grey background, or a photographic background. It can also be used sparingly as a framing device for feature images.

The following pages show examples of how the Q crop can be applied on our materials. Please contact the Hub’s Communications Manager if you require templates or artwork files for these; some templates can also be found in the QCS Hub Sharepoint.




Applications | PowerPoint

PowerPoint presentations should use the Nexa and Lato fonts where it is possible to download these; otherwise there is a version with the Lato font embedded so that it is not necessary to download it. There is also a version using just Calibri as a system font. The template is available in either standard size (shown here) or widescreen, and either a white or QCS Grey slide background can be used.



Applications | Letterhead

There are two versions of the letterhead (both shown here): one with the lead partner's logo instead of the EPSRC logo, and another with just the UKNQTP logo. Both templates have the Lato font embedded so that it is not necessary to download it. There are also versions using just Calibri as a system font.



[Recipient address line 1]
[Recipient address line 2]
[Recipient address line 3]
[Recipient address line 4]

[Date]

To [recipient's name],

Yours sincerely,



Professor Dominic O'Brien
QCS Hub Director

Professor David Lucas
Principal Investigator


Evert Geursten
Co-Director (User Engagement)

An EPSRC-funded project, part of the UKNQTP

Post: Clarendon Laboratory, Parks Rd, Oxford, OX3 1PU
Tel: +44 (0)1865 282499 Email: admin@qcshub.org
Website: www.qcshub.org Twitter: @QCSHub



Lead partner



[Recipient address line 1]
[Recipient address line 2]
[Recipient address line 3]
[Recipient address line 4]

[Date]

To [recipient's name],

Yours sincerely,


Professor Dominic O'Brien
QCS Hub Director

Professor David Lucas
Principal Investigator

Evert Geursten
Co-Director (User Engagement)

An EPSRC-funded project, part of the UKNQTP

Post: Clarendon Laboratory, Parks Rd, Oxford, OX3 1PU
Tel: +44 (0)1865 282499 Email: admin@qcshub.org
Website: www.qcshub.org Twitter: @QCSHub



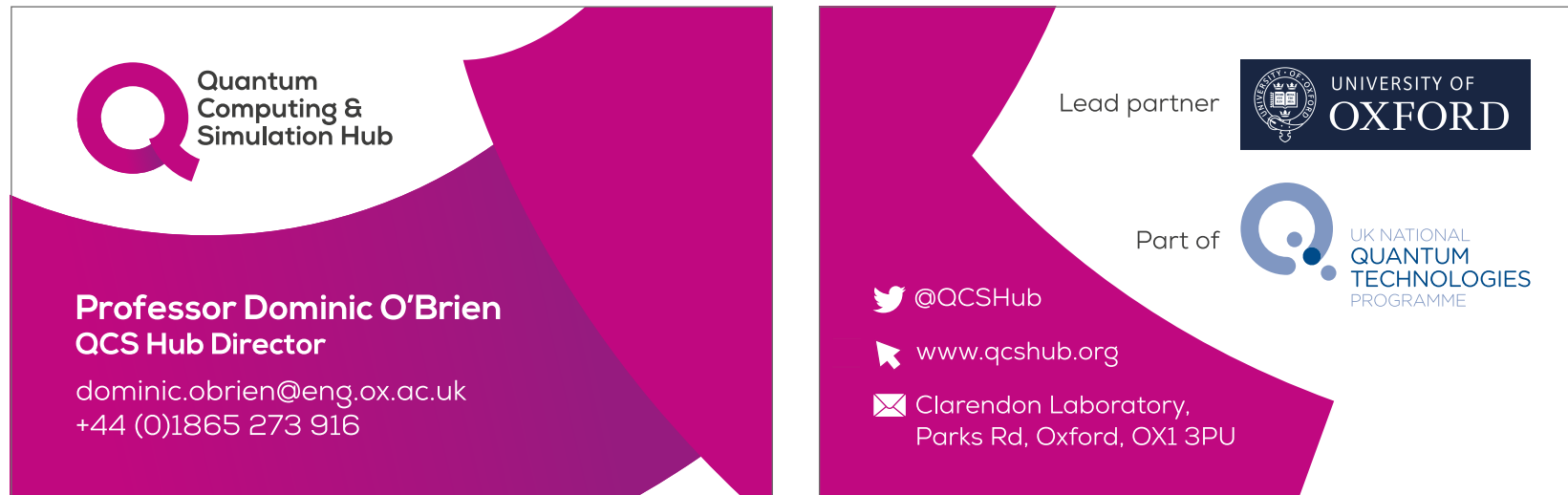
Applications | Word/PDF file

This template can be used when producing a branded Word file to be shared externally e.g. with our funders; it must be in PDF format when shared. The Nexa and Lato fonts should be used where it is possible to download these; otherwise there is a version with the Lato font embedded so that it is not necessary to download it. There is also a version using just Calibri as a system font.



Applications | Business card

The business card includes the lead partner's logo instead of the EPSRC logo. Please contact the Hub's Communications Manager if you would like a business card.







Welcome to the QCS Hub newsletter - June 2020

All the latest news, events and activities in quantum computing and simulation.

Upcoming Hub events

12th June (1.00-1.30pm) - Virtual seminar with Prof David Lucas, "Trapped-ion quantum computing"

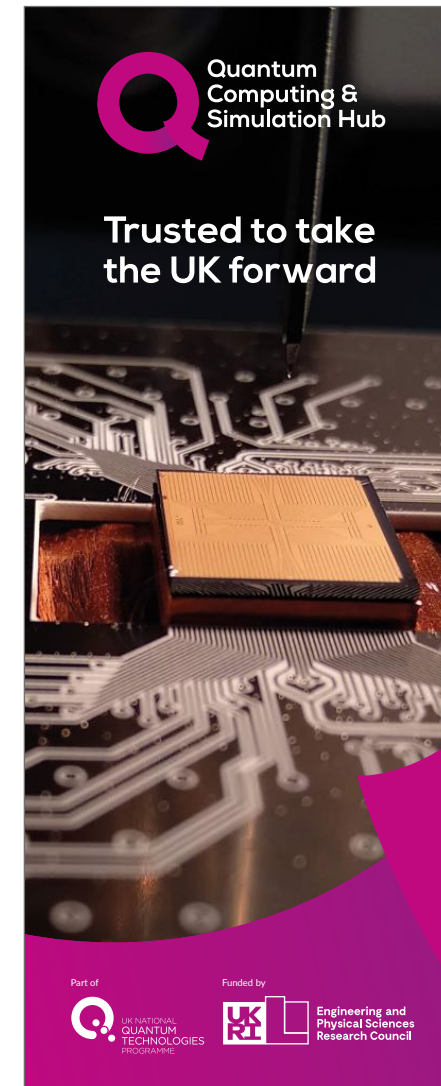
24th-25th June - Summer Project Forum (more details below)

10th July (1.00-1.30pm) - Virtual seminar with Prof Dominic O'Brien, "Photonic systems integration"

24th July (1.00-1.30pm) - Virtual seminar with Evert Geurtsen, "Engaging with the UK's quantum industry"

Zoom link to join our virtual seminars: <https://zoom.us/j/93966686569>

Applications | Banners



Applications | Adding partner logos

Partners can add their logo to the QCS Hub PowerPoint and Word templates if they wish, as shown below. (Oxford University's logo has been used for illustration only; any of the partners' logos could appear in this way.) The partner logo should be sized and aligned appropriately to achieve visual parity with the UKNQTP and EPSRC logo lock-up.

