Brand Guidelines

**Quantum
Flagship**

By Dogstudio

QUANTUM FLAGSHIP

Logotype

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Logotype
the story

At beginning, there was nothing. Nothing visually perceptible in any case. The history of the graphic identity of «Quantum Technologies» started in November 2017 at the Max Plank Institute. During a 3-day workshop, Quantum Technologies team and Dogstudio worked hard to define an identity fundamental to Quatum technologies, but also (and especially) defining «what form should it take to talk to which audience, and in what way?

A host of ideas began to take shape, an identity came to life ...

This document presents the graphic identity of Quatum Technologies in all its diversity, outlining the rules to respect and ensure a long and beautiful life.

Minimal shape for
a complex subject
Curiosity and
mysterious spirit
Innovaties with
touch of human,
Playful, emotion
ans lights
Precise but not
elitist
Illustrations with
a big idea
Univers colored and
pink touch
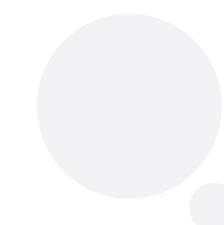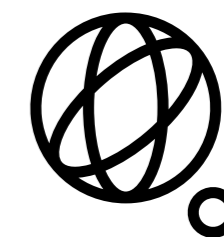Living logo and
dynamic identities
Particules, waves
connections,
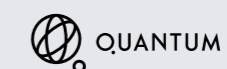
1.1 **Main Shape**

The main form of the «Quantum Technologies» logo was born from the shapes of the letter «Q», a particle and an atom.

The body of the «Q» is the central element around which a particle is articulated smaller .. At the same time. huge and tiny, small and big, extended and compact, in perpetual evolution, ... This form inspires the movement of the atypical and non-static representation of the atom. But it's not only that...

Logo usages

1.3 Minimum size

To maintain the visibility and integrity of the logo, a minimum size exists, regardless of how it is used. This is the zone of protection.

Under **25 mm** the logo must be used without his baseline, and under **15 mm** the logo cannot be used.

1.2 Zone of protection

The exclusion zone is a specific amount of empty space to be maintained around the logo in order to maintain its visibility and integrity regardless of how it is used.

The size of the round of the little «Q» =
The size of margin protection around the logo.

Minimum Size
with baseline

Min. width
= 25 mm
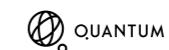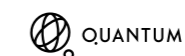
Minimum Size
without baseline

Min. width
= 15 mm

1.4 Variants, block background and icons

The main and negative version are not always enough to ensure an optimal reading of the logo. To allow a beautiful setting in large visuals (photographic or illustrative) without reducing its legibility, the logo also exists on 3 different colour blocks or without block backgound. If possible the logo on color or negative version can also be used without the backgound.

The icon on its own could also to be used.

The black and white version can be used for some technical of reproduction without colors (signage, drystamp, stamp,...)
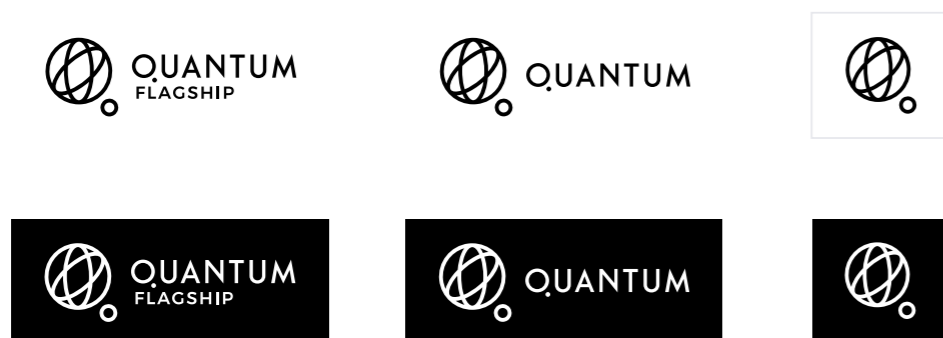
1.5 Don't use

To conserve a strong and coherent identity for Quantum Flagship, We must respect these global rules:

Change the colors

Distortion

Minimun size should be respected

Rotate the logo

Change typography

Change opacity

Add an effect

Change proportions

Domains logos

For each domain of Quantum Flagship, we created a specific icon which represents each activity sector. The main shape is the same as the principal logo but there is a different pattern inside this main shape. There are Five domains : Computing, Simulation, Sensing and metrology, Communication and Basic Science.

Each secondary logo works with the same rules of usage of the main logo : zone of protection, minimum size, variants, block background and icons, don't use, colors,...

QUANTUM Computing

QUANTUM Simulation

QUANTUM Sensing metrology

QUANTUM Communication

QUANTUM Basic science
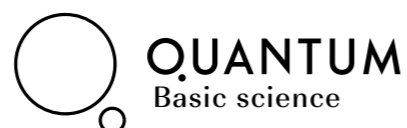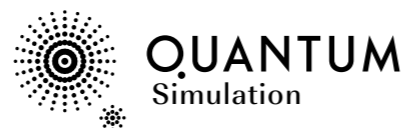
Secondary logos

As the main logos, each variants of domains exist with differents colors of background, in positive, in negative, in monochrome,...

Each domain also exists with the main icon

QUANTUM Simulation

QUANTUM Simulation

QUANTUM Simulation

QUANTUM Simulation

QUANTUM Simulation

QUANTUM Simulation

QUANTUM Simulation
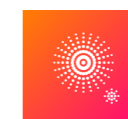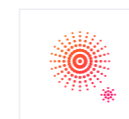
Colors

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2.1 Main Colors
2.2 Secondary Colors

Colors
Palette

« YES! quantum physics can be fun, attractive and accessible to everyone, including women and young people! »

Main colors

«Main colors» include the colors of the «playful color» logo as well as a darker tones, used mainly for texts.

Dark Blue brings contrast, strength and seriousness about the visual identity.

The pink / orange gradient is the essence of Quantum Flagship's identity: playful, vibrant, warm ... It is the textured and original side of the Quantum Flagship. Compared to what is currently done in the sector, the Quatum Flagship is groundbreaking, and proud of it

Dark Color

Playful colors

Light color

2.2 Secondary colors

Secondary colors should be used subtly, by little touches. The pop color can be used to highlight smaller elements On the other hand, the peaceful color brings neutral tones and allows you to place a message in the background.

pop

peaceful light

peaceful dark

1   4

Pink
Cmjn 0, 100, 24, 4
Rvb 255, 3, 122
Href #z
Pantone 214

Orange
Cmjn 0, 63, 97, 0
Rvb 255, 126, 3
Href #ff7e03
Pantone 1595

Neutral White
Cmyk 0, 0, 0, 0
Rgb 255, 255, 255
Href #ffffff
Pantone -

Light gray (Blue 10%)
Cmyk 12, 8, 5, 2
Rgb 230, 231, 236
Href #e6e7ec
Pantone -

Middle gray (Blue 60%)
Cmyk 64, 58, 26, 4
Rgb 107, 109, 142
Href #6b6d8e
Pantone -

Dark Blue
Cmyk 100, 95, 5, 39
Rgb 8, 10, 69
Href #070a44
Pantone 2758

Pastel turquoise
Cmyk 40, 0, 21, 0
Rgb 0, 255, 189
Href #00ffbd
Pantone 337

Typography

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Main typography

Aa

Imperial URW
Medium > Bold
Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890@&é"'(§è!çà)

Aa

Montserrat
Thin > Black
Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU-
VWXYZ 01234567890@&é"'(§è!çà)

Aa

Reenie Beanie
Thin > Black /
Abcdefghijklmnopqrstuvwxyz
01234567890@&é"'(§è!çà)

The Imperial URW font, main font for the title , is a premium font. If you don't have the licence to use or if you want use this font on a newsletter or e-mail signature, you can replace the Imperial URW by Times New Roman and Monserrat (free font but not compatible in the newsletter and e-mail signature) will replace by Verdana. - (exemple page 00)

3.1 Imperial URW

This font is essentianaly used for the big titles, the subtitles or the quotations. It's a beautiful mix between a sans serif and a serif font. This font give a lot of characthe to the identity. Imperial est également utilisée pour la première lettre du premier paragraphe d'un texte (letterine)

Don't use for the paragraph with a lot of text

3.2 Montserrat

Monterrat will mainly be used for long texts and paragraphs. It gives the identity good readability both on printed media and digital reading. Also used in subtitles with a strong intertitling and in capital letters

*Don't use for
- the big titles
- in capitalize without interlettering*

3.3 Reenie Beanie

This script typography brings the human touch to the Graphic Identity of Quantum Technologies. It is used for margin notes, pages, quotes, numbering, ... She serves mainly to summarize the ideas of a long text.

*Don't use for
- big titles
- in capitalize*

Images

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4.1 Photo filtre
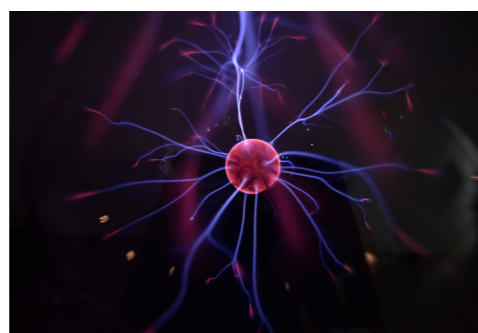4.2 Illustrations
4.3 Icons

4.1   Photo filter

The Dark Blue is used with a «superposition effect» to give all images the same look.
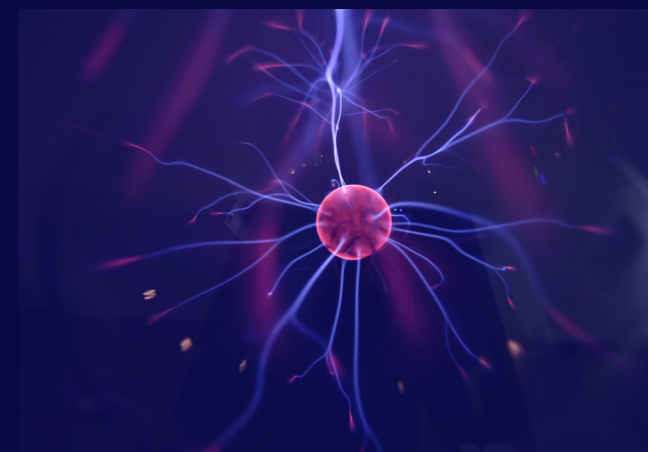
When the quality color of the photography is too bad, the background too light, or if it's a black and white photography, it's better to use the dark blue monochromatic.
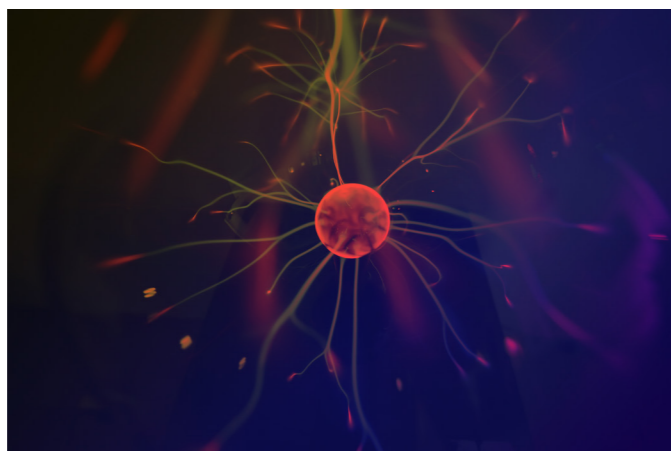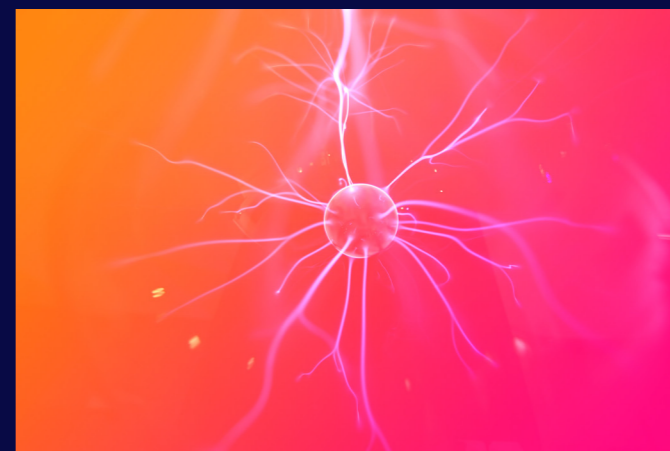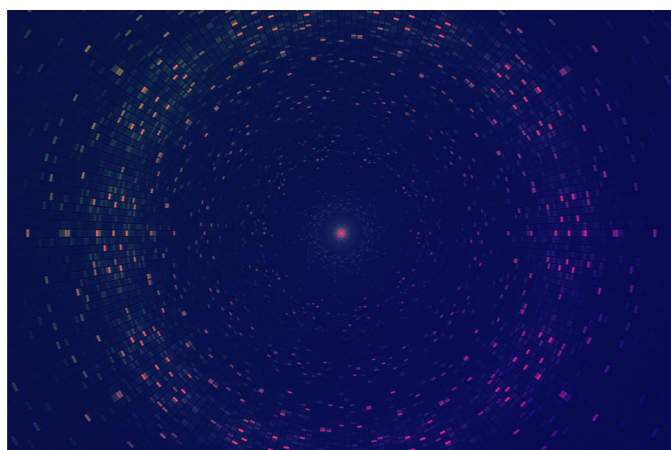
Without photofilter

With photofilter

4.2 **Illustration photography**

Dark
Palette
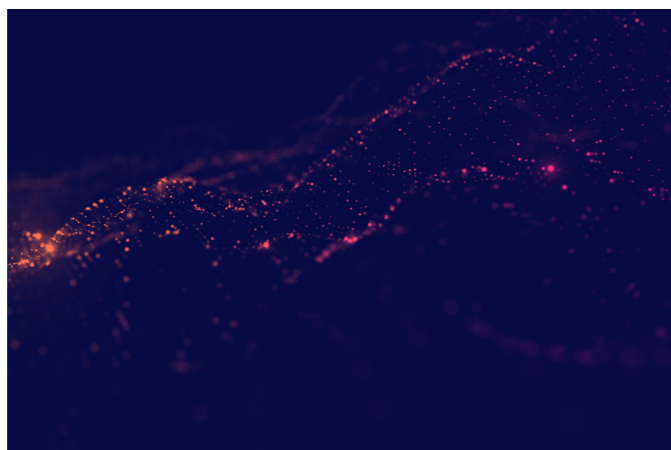
Bright
palette
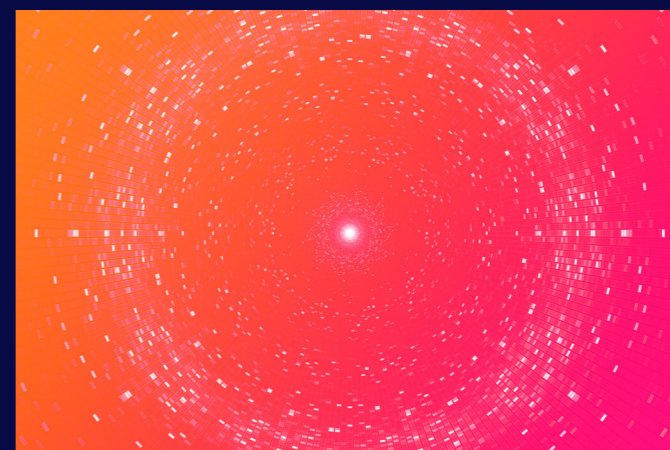
4.3   Icons
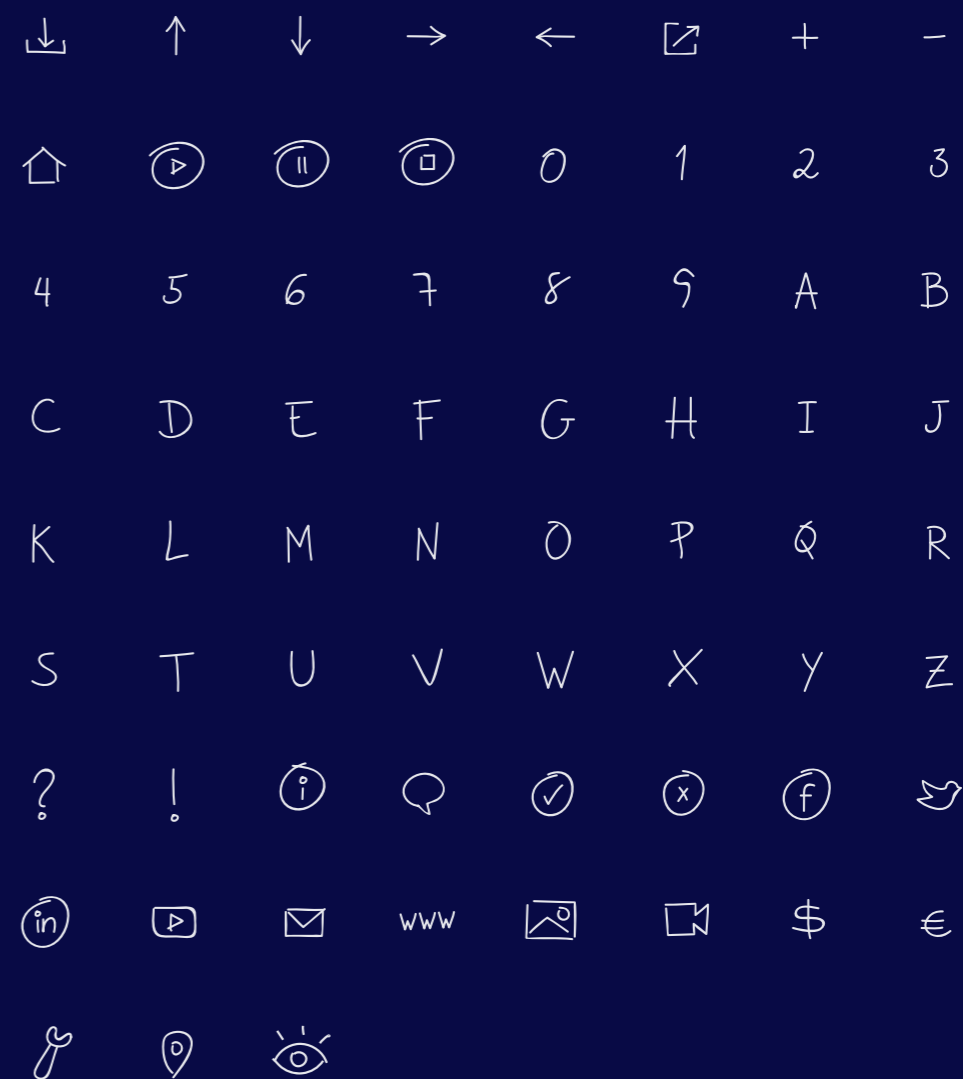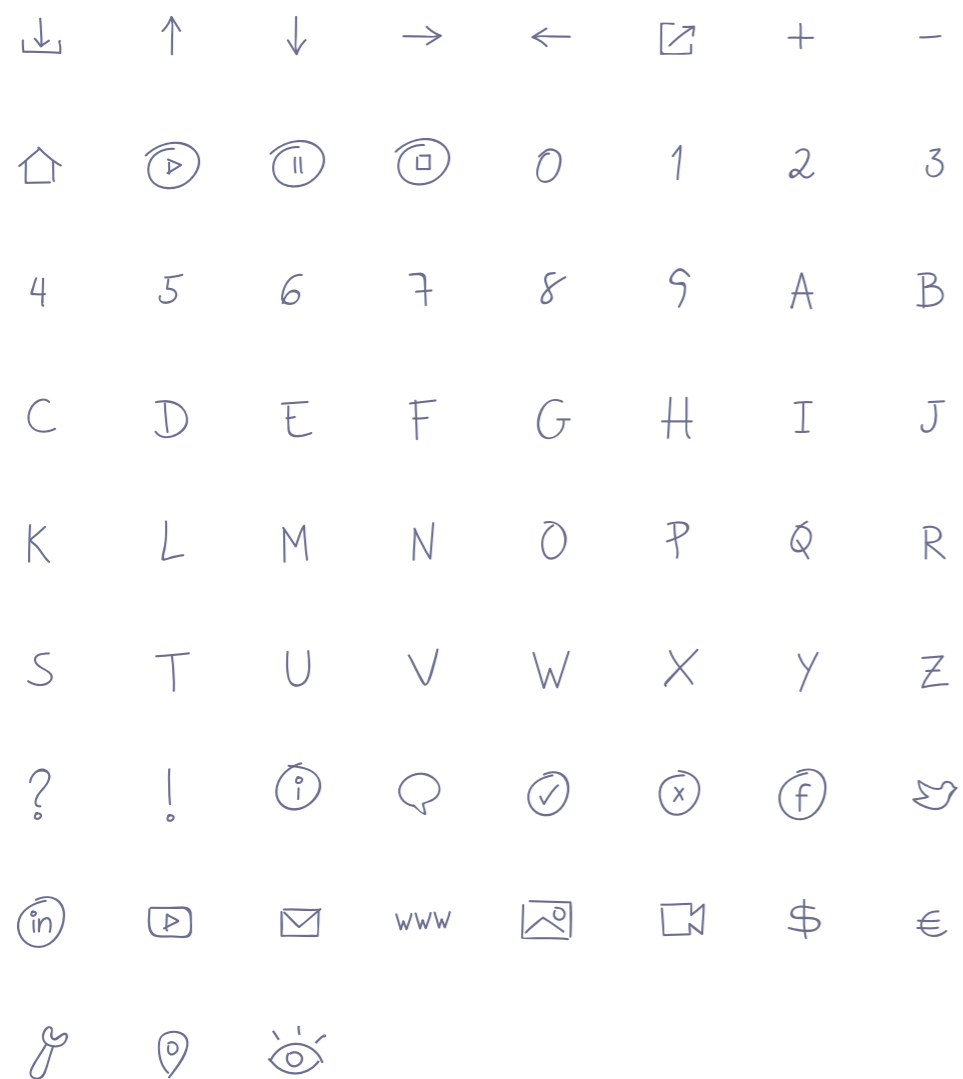
Stationery

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5.1 Mail Signature

In an e-mail, we cannot to use the main typography. Two font of substitution are used to replace the main fonts : Imperial and Montserrat.

Times Roman Semibold is used for the First name, the second name and the url.
Verdana is used for the little texte of informations.

Max Riedel

searcher at ulm university &
responsable of ...
Quantum Technologies

Rue de l'Evêché, 10 | B-5000 Namur
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5.2 Stamp

5.3 Pencils

5.4 T-shirt
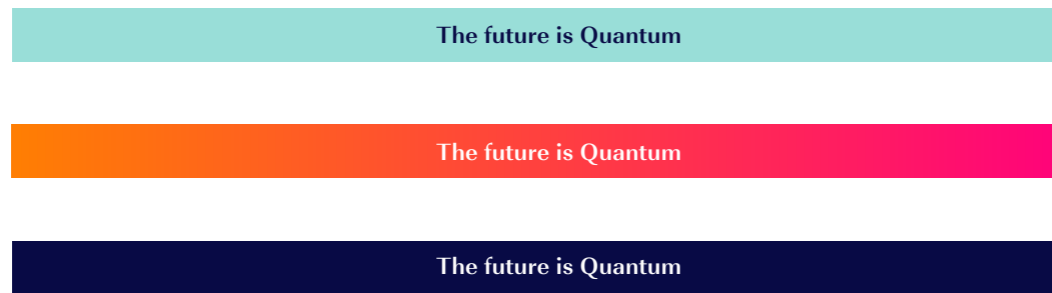
5.6 Book cover and first inside pages

5.5 Wristband

The future is Quantum

The future is Quantum

The future is Quantum

5.7   **Slide of business card**

Join Quantum Flagship

Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Praes-
ent non lorem nec felis interdum
www.quantumflagship.eu

@QuantumFlagship

The future is Quantum

5.8   **Totebag**

5.9   **Templates**

final
report.17

2 8   J U N E   2 0 1 7

Quantum
Flagship

High-Level Steering
Commiatte
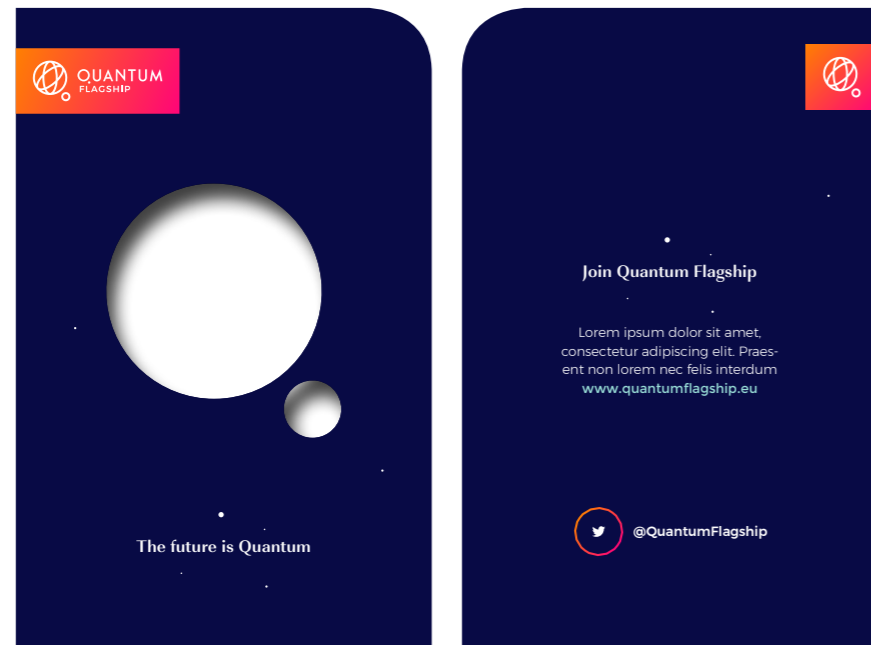
Executive summary

The first quantum revolution – understanding and applying the physical laws of the microscopic realm – resulted in ground-breaking technologies such as the transistor and the laser. Now, our growing ability to manipulate quantum effects in customised systems and materials is paving the way for a second quantum revolution.

In April 2016, the European Commission announced the Quantum Technology (QT) Flagship, which will be managed as part of the FET program and is expected to be a large-scale iFnitiative similar in size, timescale and ambition to the two ongoing FET Flagships.

Longer than the flagship's expected duration of ten years

•

The QT Flagship initiative is very important and urgent to place and keep Europe at the forefront of the second quantum revolution now unfolding worldwide, bringing transformative advances to science, economy and society. It will create new commercial opportunities addressing global challenges, provide strategic capabilities for security and seed yet unimagined applications for the future. In the past, Europe has missed the opportunity to capita-

lize on major technology trends (e.g. digital platforms); this could well happen again if Europe does not take decisive action now. Developing Europe's capabilities in QT will help to create lucrative knowledge-based start-ups, foster further growth of SMEs and industry and thus lead to long-term economic, scientific and societal benefits.

The long-term horizon is a "Quantum Web": quantum computers, simulators and sensors interconnected via quantum networks distributing information and quantum resources such as coherence and entanglement. On the corresponding time scale – which is in fact longer than the flagship's expected duration of ten years – the performance enhancements resulting from quantum technologies will yield unprecedented computing power, guarantee data privacy and communication security, and provide ultra-high precision synchronization, measurements and diagnostics for a range of applications available to everyone locally and in the cloud.

14 april 2016
The Quantum
Flagship was
borned.

To prepare the QT Flagship, the European Commission appointed an independent High-Level Steering Committee (HLSC) consisting of 12 distinguished Academic Members and 12 high-ranking Industry Members (from both large multi-nationals and SMEs), as well as one observer. The main tasks of the HLSC are to deliver (1) a Strategic Research Agenda, (2) an Implementation model and (3) a Governance model. This Final Report addresses these by containing (1) as already published in the Intermediate Report, as well as detailing recommendations for point (2) and (3), enhanced by discussions with the European Commission and Member States.

The Strategic Research Agenda (SRA) proposed in this document sets the ambitious but achievable goals for the Flagship's ten-year lifetime, and details them for the initial three-year ramp-up phase. To work towards these goals, the QT Flagship should be structured around four mission-driven research and innovation domains, representing the major applied areas in the field: Communication, Computation, Simulation, as well as Sensing and Metrology. These application domains should be built on a common basis of Basic Science, with top research institutions and companies spread across Europe assisting their objectives by delivering novel ideas, tools, methods and processes. The enabling aspects addressed in each domain belong to one of these three categories: Engineering and Control, Software and Theory, Education and Training.

4 missions :
Computation
Simulation
Sensing and
Metrology
Communication

the representants of the
Quantum flagship

Longer than
the flagship's expected
duration of ten years

QUANTUM FLAGSHIP

The mission of Quantum Technologies

Tommaso Calarco
Quantum Coordination and Support Action

QUANTUM FLAGSHIP

Title level #1
lorem ipsum

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The Quantum
Flagship was
borned.*

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QUANTUM FLAGSHIP

Title 2 – Lorem ipsum

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*4 missions :
Computation
Simulation
Sensing and
Metrology
Communication*

*Lorem ipsum dolor sit amet,
consectetur adipiscing elit*

Name : word template · **Format** : A4 · **Type of files** : Word
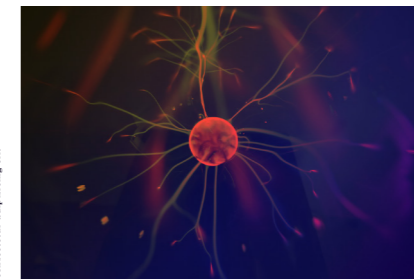
The mission of
Quantum
Technologies

2 5   J A N U A R Y   2 0 1 8

QUANTUM

Tommaso Calarco
Quantum Coordination and Support Action

An introduction
to Quantum Technologies

03

02

Quantum Computers are fundamentally different and will have big impact on high performance computing

N O V E L   A R C H I T E C T U R E S · Q U A N T U M   C O M P U T I N G

Quantum computing (QC)

• Fundamentally different computing architecture and hardware
• Fundamentally different algorithms and software development

Gate-based QC (IBM, Google, ...)
• Massively improved scaling
• QCs with 50+ qubits will beat classical supercomputers for certain problems
• Very sensitive to errors
• Currently only few qubits systems

Applications:
• Simulation of quantum systems
• Number factoring / cryptography
• Searching
• Optimization, graph analysis
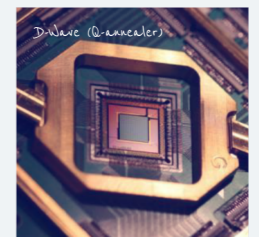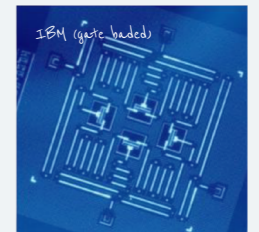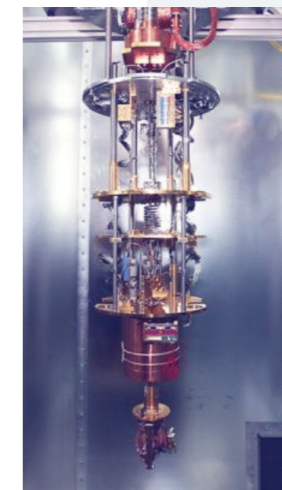• Machine learning, pattern matching
• ...?

Quantum annealers (D-Wave)
• Speedup not mathematically proven, but experimentally shown
• Fourth generation systems available on market
• Current machine with 2000 qubits

Applications:
• Optimization
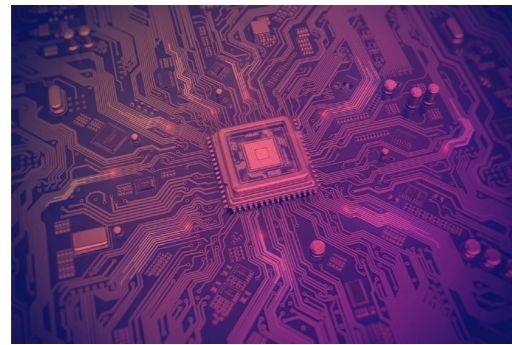• Sampling

IBM (gate-based)

D-Wave (annealers)

05

Quantum computers

ENORMOUS COMPUTING POWER AVAILABLE

Traffic, logisitics, product lifecycle management, finance, pharma, artificial intelligence,...

Technology : Exploit « quantum parallelism'

Vision : Enormous computing power for optimization (traffic, production, energy grids...) and quantum machine learning

Status : specialized quantum computers will soon outperform classical computers in very specific tasks. High interest by global IT corporations.

Chalenges : Error correction to scale up to « universal quantum computers

Traffic, logistics, product lifecycle management, finance, pharma, artificial intelligence,...
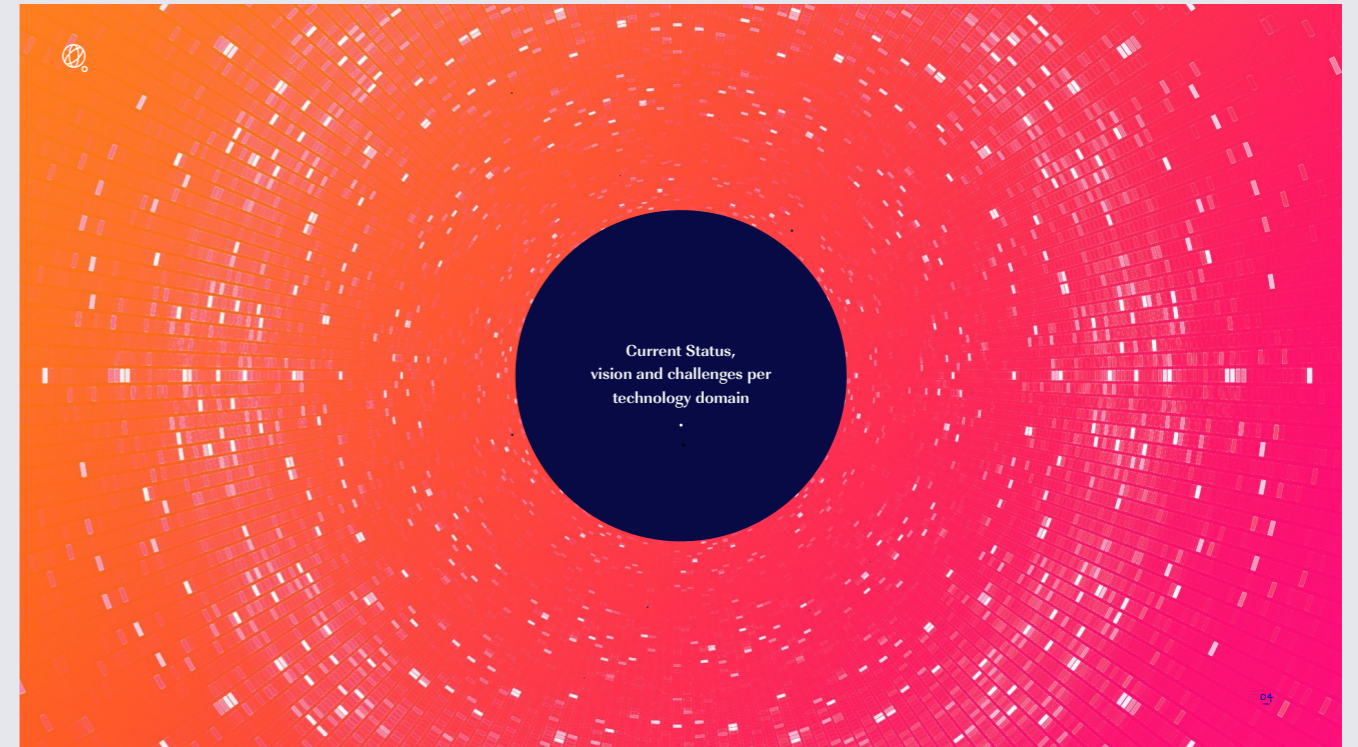
Current Status, vision and challenges per technology domain

Five reasons why will remain at the forefront of quantum technologies

ENORMOUS COMPUTING POWER AVAILABLE

01 — EU world leading experts with a global network of collaboratos

02 — Strong EU supply chain

03 — Vibrant QT start-up EU scene

04 — Broad interest from EU industry

05 — Strong commfitment from EU governments and funding agencies

The Quantum Flagship : implementing the Quantum mission

Five Reason why Europe will
remain at the forefront of
Quantum Technologies

An introduction
to Quantum Technologies

Name : keynote template · **Format** : A4 · **Type of files** : Keynote