



**Quantum Secure  
Encryption Corp.**

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# Brand Standard Guide

Dec 3, 2025

# QSE GROUP LOGO

The logo is composed of two elements: the icon and the wordmark

**“Quantum Secure Encryption Corp.”**

The simplified version of the logo is composed of two elements: the icon and the wordmark **“QSE”**

The icon **“simplified Q circle with lock inside”** is a symbolic representation of Qubits, quantum technology and security.

icon Primary Wordmark



icon Primary Wordmark



# LOGO COLOUR VARIATIONS

The QSE and QSE simplified logo is available in a variety of colour variations to accommodate different marketing needs.

Use the full colour version whenever possible. Logo colours are an important part of a brand. By using the QSE colours consistently, you will achieve a strong visual identity for the program. There are two unique colours that make up the QSE logo. In addition to the PANTONE® colour, CMYK, RGB and websafe breakdowns are provided on page 5.

For optimal results and colour matching, the PANTONE® colour version should be used whenever possible.

However, if there are limited resources and printing facilities available, then digital printing is acceptable. Please ensure the CMYK version of the logo is used for print jobs.

For digital use, please ensure the proper RGB file is used. Also refer to page 7 for minimum size requirements.

# LOGO VARIANTS

Standard Logo



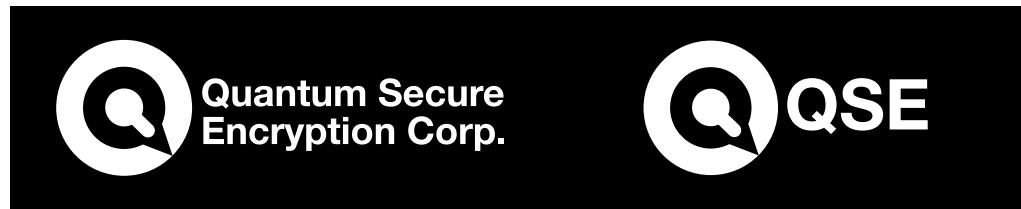
Black Logo



Grey Logo



White Logo on dark background



# LOGO COLOUR PALETTE

Pantone® (PMS) - For Print



PMS 527



PMS 534

FOUR-COLOUR PROCESS (CMYK) - For Print



C 60  
M 91  
Y 0  
K 0



C 99  
M 85  
Y 36  
K 27

SCREEN VALUE (RGB) - For Online Use



R 127  
G 61  
B 151



R 27  
G 53  
B 94

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HEX VALUE = 7f3d97

HEX VALUE = 1b355e

# LOGO FONT

The wordmark of the “QSE” logo uses the font “Helvetica Neue Bold” for the primary wordmark “Quantum Secure Encryption Corp.” and “QSE” in the simplified logo.



Helvetica Neue Bold  
**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**



# LOGO MINIMUM SIZE

In order to ensure legibility, logos should never appear smaller than the minimum sizes shown here for print and digital applications.

For print applications, the minimum size is 0.4 inches in height.

For digital applications, the minimum size is 30 pixels in height.



# LOGO CLEAR SPACE

The “QSE” logo should always be surrounded by a generous field of clear space to ensure its legibility and impact.

As illustrated, the minimum clear space measures 1/2 the height and 1/6 the width of the logo. Use the clear space between the logo and other graphic elements such as type, images and other logos to ensure it retains a strong presence wherever it appears. Where possible, allow even more space around the logo.

And for the simplified logo, the minimum clear space measures 1/2 the height and 1/4 the width of the logo.

