

# 1. Brand Pilars



## 2. BrandMark

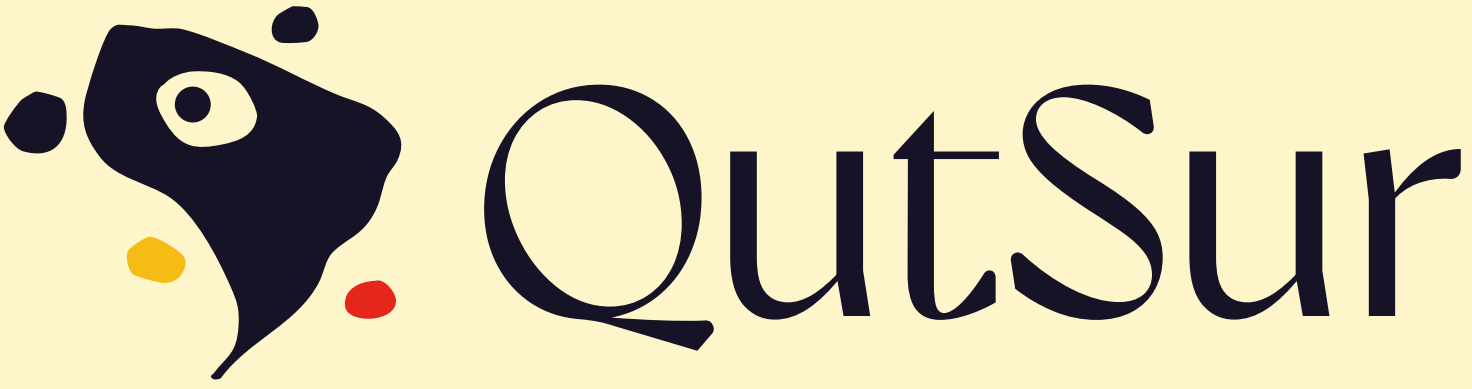
# 3. Typography



## 2. Brandmark • 2.2 Symbol

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Quantum.América.Now.



# Typefaces

The following font families are used in the logo:

**Primary Typeface:** Gyst Variable

**Secondary Typeface:** Neue Montreal



**Principal**

Gyst Variable

ABCDEFGHIJKLMNOPQRSTUVWXYZ

VWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Light – Regular – Medium – **Bold**

**Secondary**

Neue Montreal

ABCDEFGHIJKLMNOPQRSTUVWXYZ

UVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Light – Regular – Medium – **Bold**

# Type Hierarchy

When writing or designing copy, please use the following examples as guidance.

When setting a title or text, make sure the text is ragged and left-aligned.

Title: Gyst Variable / Bold

Advert Title

Subtitle: Neue Montreal / Medium

Lorem ipsum dolor sit amet

Paragraph: Neue Montreal / Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris.

Highlight: Neue Montreal / Regular

**Lorem ipsum**

Miscellaneous: Neue Montreal / Light

→ Option 1

→ Option 2

Button: Neue Montreal / regular

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## Color Usage

Here is a set of primary color combinations that could be a good starting point.

To highlight any subtitle, QutSur Red will be used on white backgrounds. And the QutSur yellow will be used on darks backgrounds.

# Title Example 1

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris.

# Title Example 1

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris.

## 4. Brand Pallete

#aaa3d3

#fff5ca

#ffffff

#ededed

#f5bc16

#e4261c

#171327