

1. Brand Pilars



2. BrandMark

3. Typography

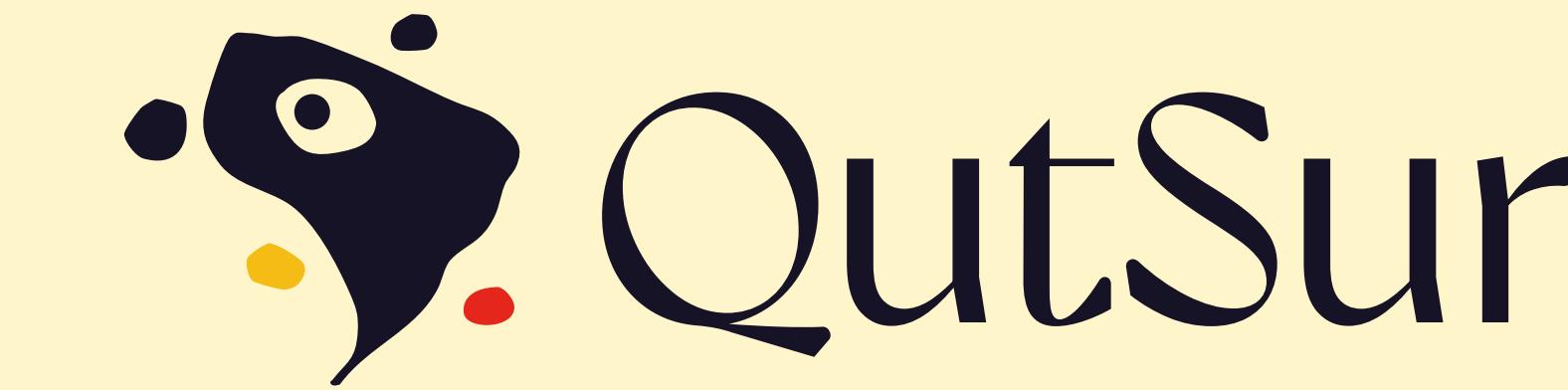
2. Brandmark • 2.1 Logotype



2. Brandmark • 2.2 Symbol



2. Brandmark • 2.3 Color Application





Quantum.América.Now.

Typefaces

The following font families are used in the logo:

Primary Typeface: Gyst Variable

Secondary Typeface: Neue Montreal

Aa

Aa

Principal

Gyst Variable

ABCDEFGHIJKLMNOPQRSTUVWXYZ

VWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Light – Regular – Medium – Bold

Secondary

Neue Montreal

ABCDEFGHIJKLMNOPQRSTUVWXYZ

UVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Light – Regular – Medium – Bold

3. Typography • Type Hierarchy

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

Learn About Us

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

Yellow Lorem ipsum dolor sit amet

Yellow 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

Red Lorem ipsum dolor sit amet

Red 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 Pallette

#ffffff

#171327

#aaa3d3

#fff5ca

#ededed

#f5bc16

#e4261c