

# Qiskit

## Brand Guidelines

# Font

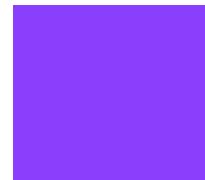
IBM Plex Sans, light

**IBM Plex Sans, medium**

**IBM Plex Sans, Bold**

The IBM Plex Font package is available for download [here](#).

# Colors



#7f4cf3

R: 127  
G: 76  
B: 243

H: 258  
S: 69%  
B: 95%



#252a2d

R: 37  
G: 42  
B: 45

H: 203  
S: 18%  
B: 18%



#ffffff

R: 255  
G: 255  
B: 255

H: 0  
S: 0%  
B: 100%

# Word Marks

The below word marks are for use for Qiskit events and approved for use as noted. You can download the logos on Github [here](#).



Qiskit



IBM Q

only to be used with explicit permission

IBM 8-Bar Logo requires formal requests

# Clearance

The word mark should always be clearly visible. We keep it separated from other visual elements by a distance equal to its height. This distance is considered the minimum uninterrupted space surrounding the word mark.



# Backgrounds

The word mark should be carefully placed on photography. Always place on clear and simple backgrounds with plenty of contrast for legibility. Avoid placing on busy or complex backgrounds or images to keep the word mark as legible as possible.



# Modifying

The word mark should not be placed into container shapes, altered or added to in any way. Do not recolor or modify the word mark, and make sure and maintain the appropriate aspect ratio when resizing.

