

qolour

BRAND GUIDELINES

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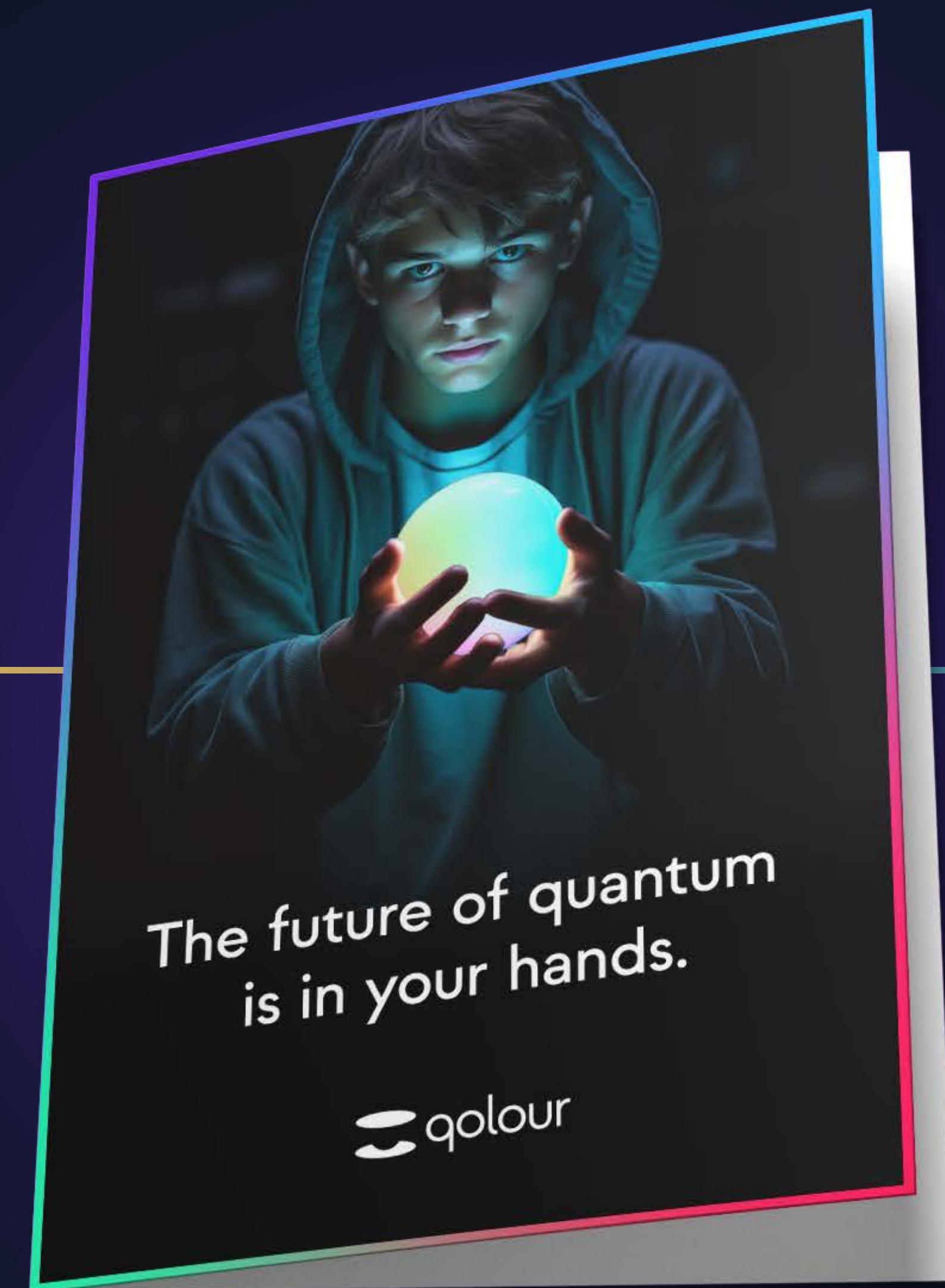
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# The Company

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The future of quantum  
is in your hands.

 qolour

# Qolour is shaping how future generations understand quantum.

Quantum computing is the future, but its complexity shouldn't be a barrier. By making quantum concepts tangible and intuitive, Qolour ensures everyone—not just the elite—can understand and innovate, driving progress and preparing the world for the quantum era.

Qolour provides an immersive and accessible quantum education experience with educational products, courses, events, and managing a global community of quantum enthusiasts.

Qolour's core mission is to create a platform that allows educators, practitioners, and even children to understand how quantum works, namely through their proprietary product "Qubi," a set of colorful handheld spheres that mimic quantum behavior using lights and motion.

It is Qolour's goal to become *the* brand for the quantum revolution.

**W H A T**

We're inviting people to take part in the quantum revolution.

**H O W**

Through immersive, beautiful, and engaging educational tools, courses, community, and content.

**W H Y**

To share the beauty of the universe and advance humanity into the quantum future.

**W H O**

Quantum enthusiasts, educators, students, influencers, practitioners, and the government.

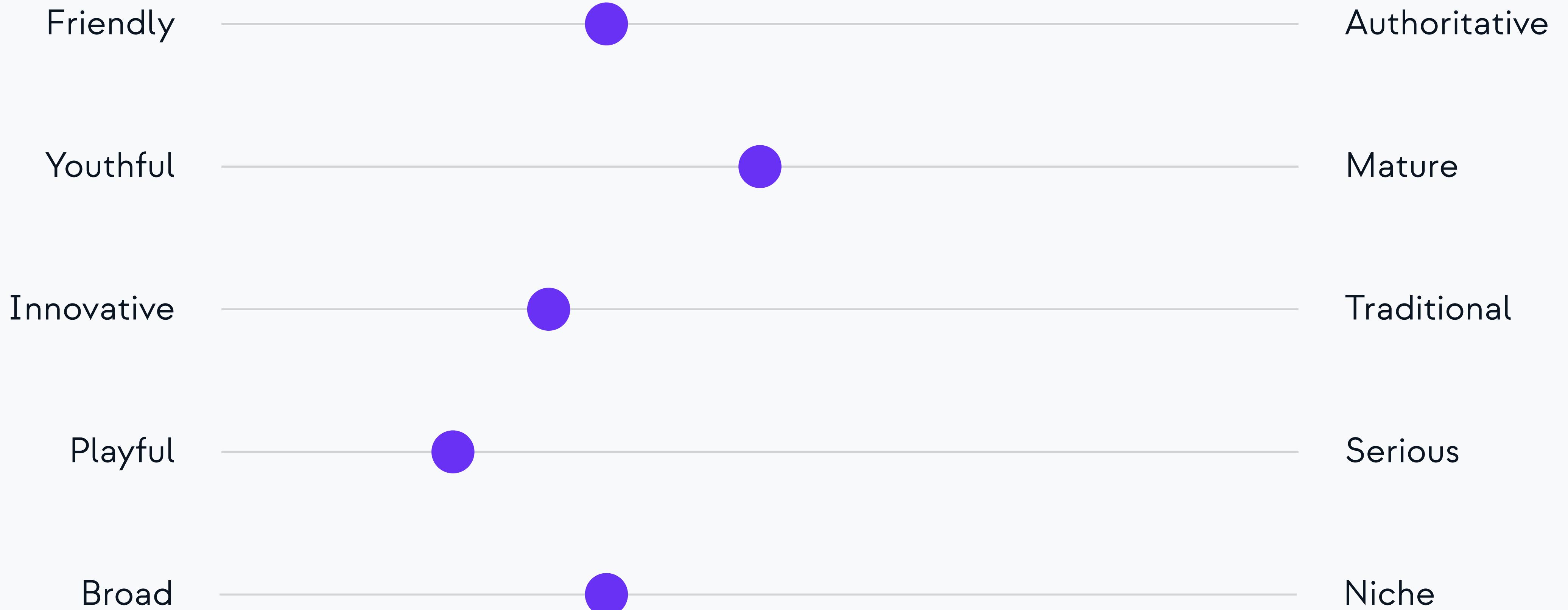
**W H E N**

Become the go-to quantum educational device and hub within 5 years.

**W H E R E**

Schools, universities, conferences, and online.

## THE PERSONALITY OF QOLOUR



BRAND VALUES

Knowledgeable

Honest

Innovative

Insightful

Authentic

Unconventional

Rigorous

Reliable

Visionary

Inquisitive

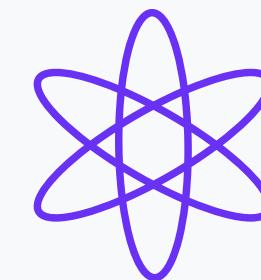
Transparent

Simple

Empowering

Collaborative

Accessible



## Knowledge

We're experts not only in the quantum field, but also experts of beauty, usability, and accessibility.



## Integrity

We are rigorous in thought and a trustworthy source of information.



## Innovation

Our products and content are premium, high quality and future-forward.

AUDIENCE

Experts

Practitioners / Professionals

Educators / Professors

Government

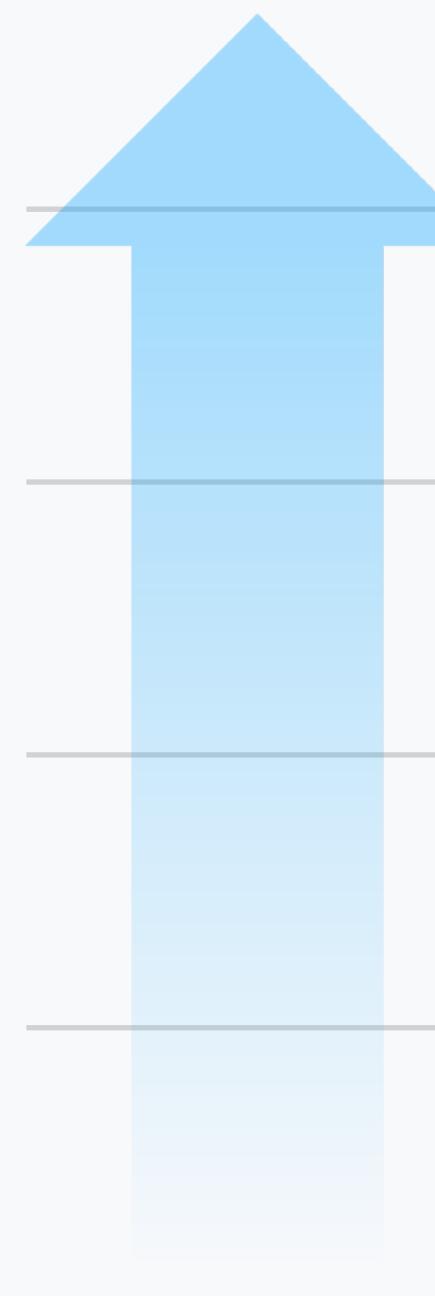
Quantum Enthusiasts / Influencers

Parents

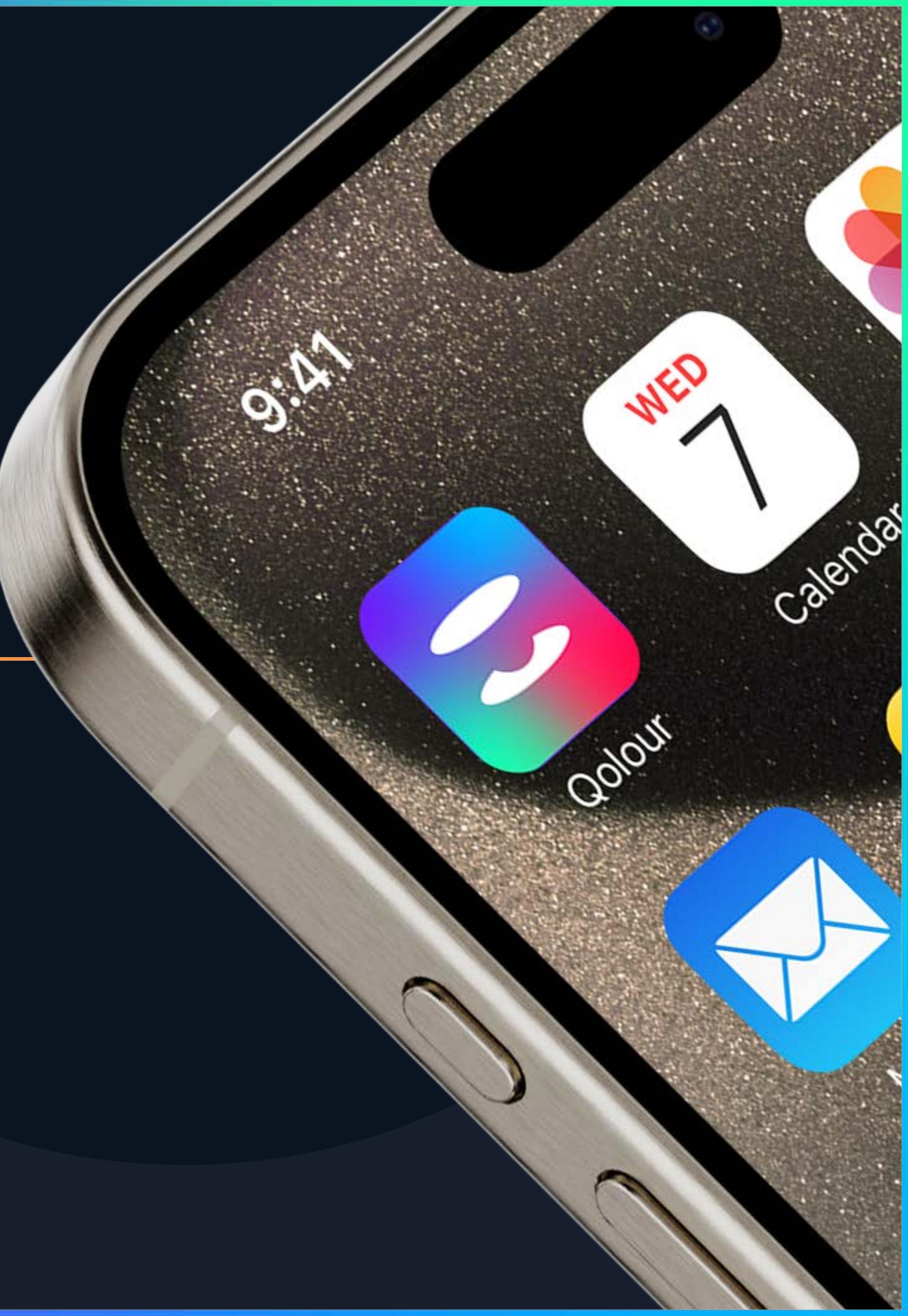
Students (13yo-22yo)

Novice

Children (4yo-12yo)



Logo



Icon

ICON

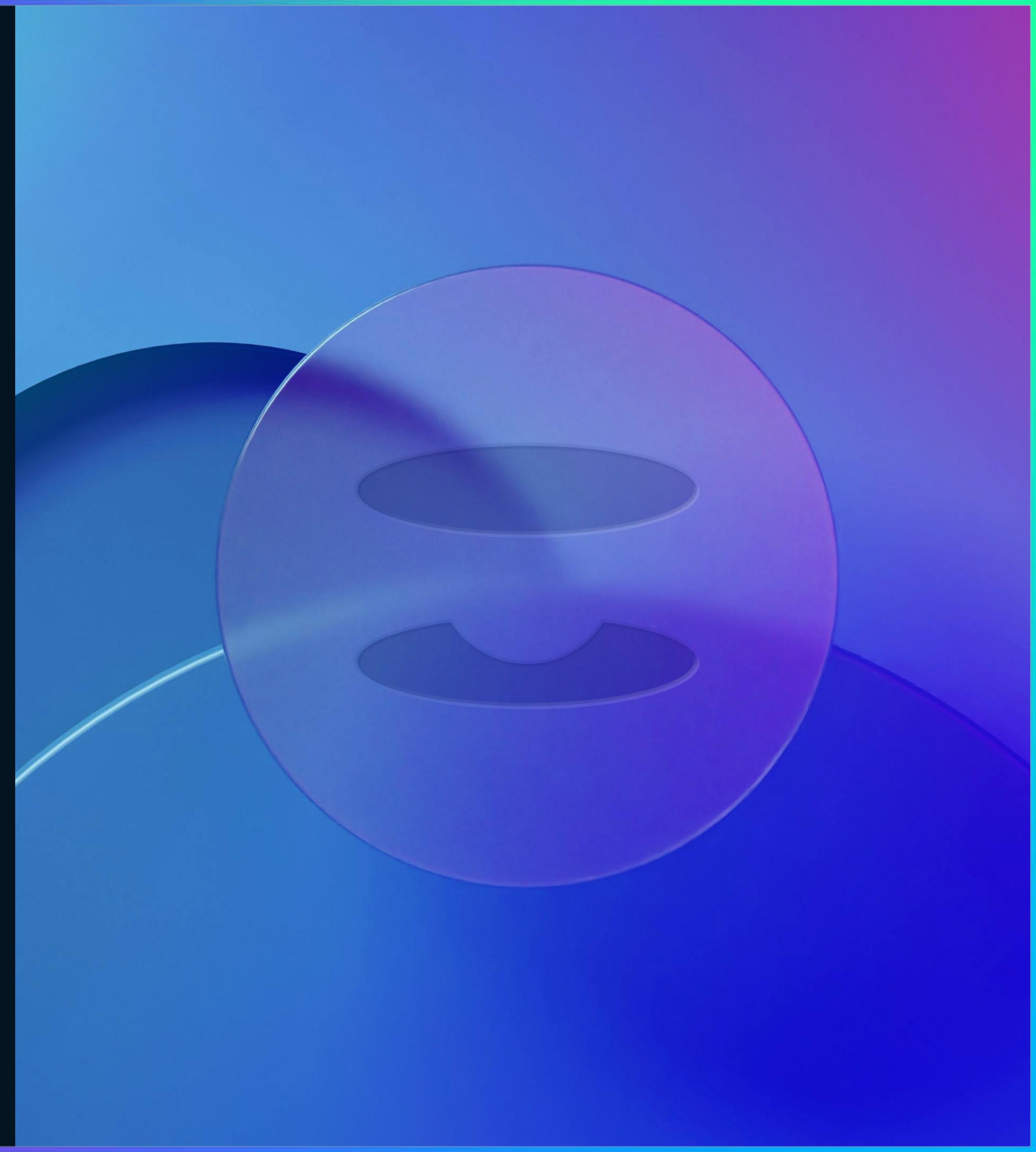
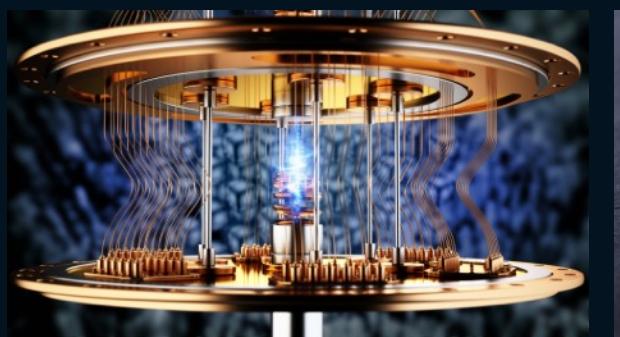


## INSPIRATION

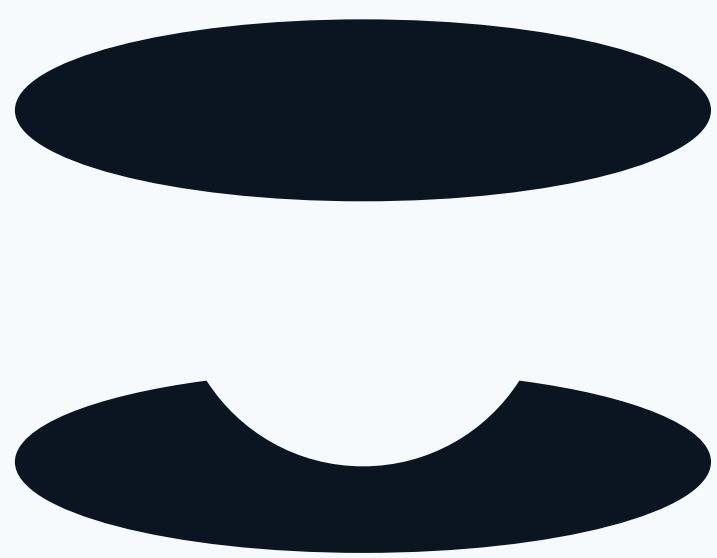
Two stacked discs reveal a hidden sphere in middle, communicating the mysterious nature of quantum—"hidden in plain sight."

The stacked discs resemble the shape of quantum computers that have vertically stacked layers.

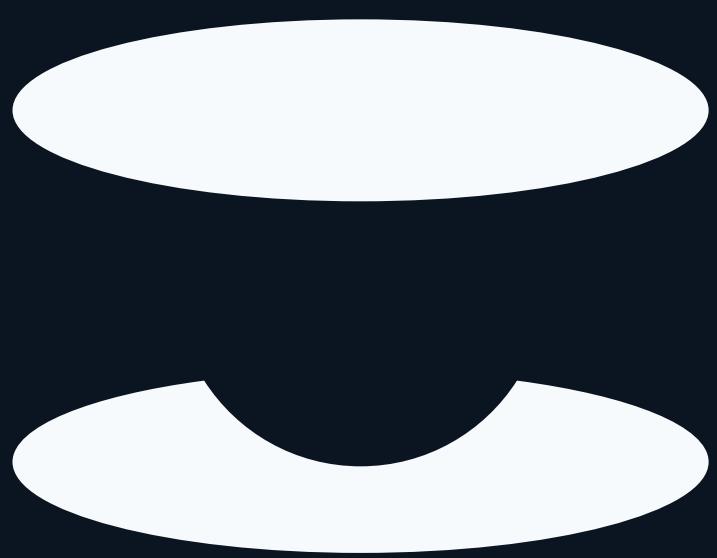
The shape also alludes to a pearl hidden in a clam shell—a symbol of rare beauty, preciousness, and transformation. It represents hidden treasure that emerges from something seemingly ordinary.



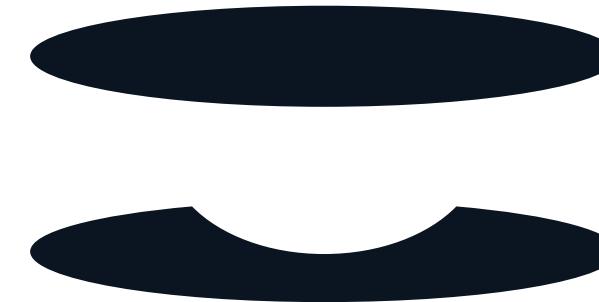
ICON



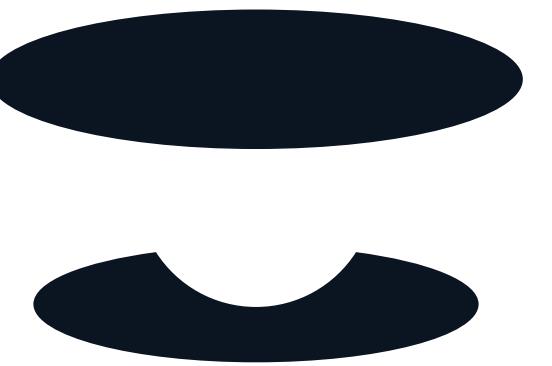
20% SCALE



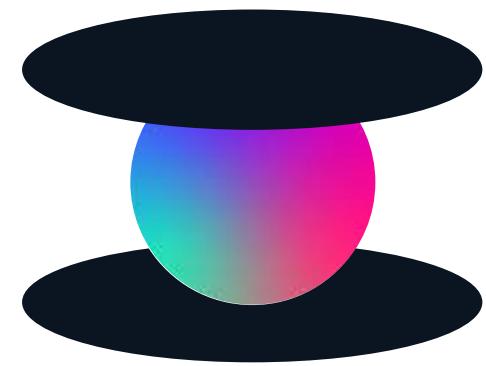
## PROHIBITED ICON USE



🚫 Do not stretch or skew the logo.



🚫 Do not change the dimensions of either disc.



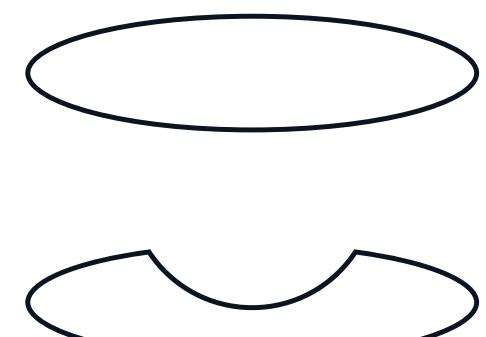
🚫 Do not apply any additional graphics into the logo.



🚫 Do not rotate the logo.



🚫 Do not apply drop shadows or outer glows to the logo.



🚫 Do not apply an outline or stroke to the logo.



# Wordmark

WORDMARK



WORDMARK



20% SCALE

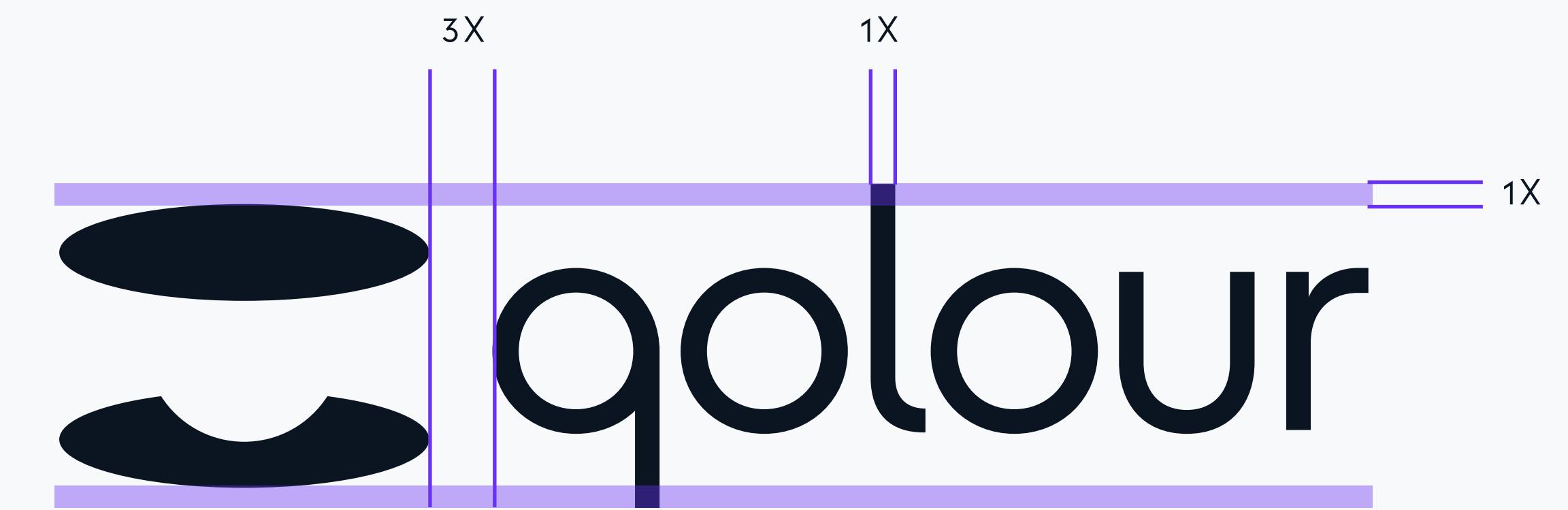




qolour

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WORDMARK DIMENSIONS



WORDMARK SAFE SPACE



WORDMARK ORIENTATIONS



HORIZONTAL (RECOMMENDED)



VERTICAL

WORDMARK ORIENTATIONS

1X



HORIZONTAL (RECOMMENDED)

1.3X



VERTICAL

PROHIBITED WORDMARK USE



🚫 Do not change the dimensions of the logo relative to the wordmark.



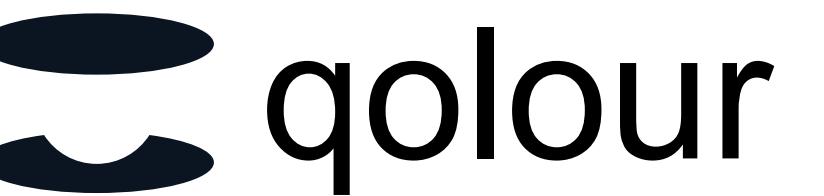
🚫 Do not stretch or skew the logo.



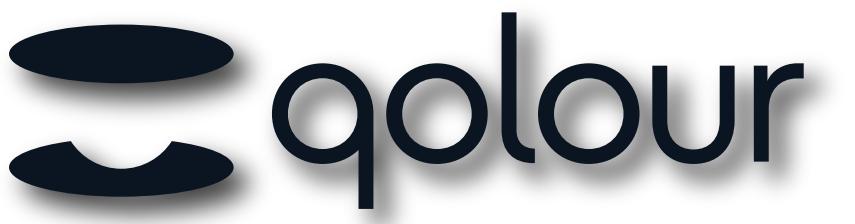
🚫 Do not reorder the arrangement of the logo and wordmark. The logo must precede the wordmark.



🚫 Do not rotate the logo.



🚫 Do not use another font in place of the custom wordmark.



🚫 Do not apply a drop shadow or glow to the wordmark.

WORDMARK COLOR VARIATIONS

In order of optimal contrast

Single Color (Rich Black or Salt White)



Gradient (Pink → Orange)



Gradient (Blue → Green)



Gradient (Indigo → Pink)



Gradient (Indigo → Blue)



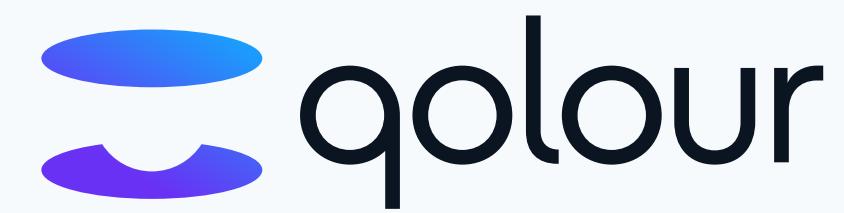
COMPETITOR CONTEXT

Brilliant



Osmo

QUOKKA



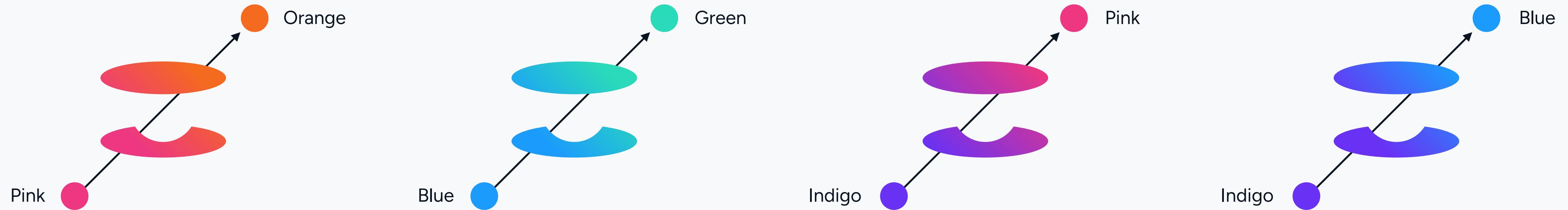
QUANTUM  
COMPUTING  
for  
babies



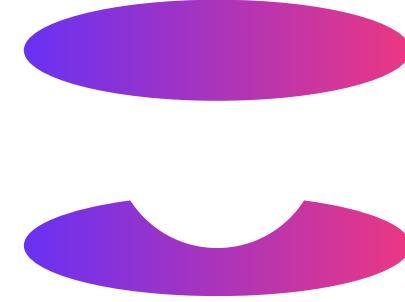
## GRADIENT APPLICATION

Gradient application should only use two colors, using a  $+45^\circ$  angle.

Do not apply individual gradients to each shape of the mark. The gradient should use a compound mask to distribute colors evenly throughout the entirety of the shape.



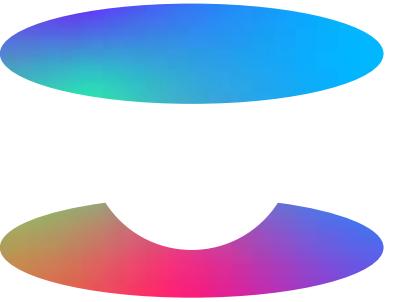
## PROHIBITED GRADIENT USE



🚫 Do not apply the gradient at any other angle besides a +45° angle.



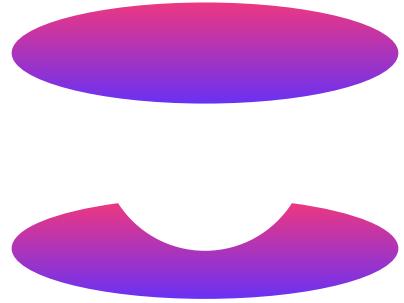
🚫 Do no use color combinations beyond the approved color combinations.



🚫 Do not use more than 2 colors to create a gradient mask.



🚫 Do not apply a gradient to the wordmark. The wordmark should always be in Rich Black or Salt White.



🚫 Do not apply gradients to individual elements. The gradient should be applied to the entirety of the mark.



🚫 Do not apply a gradient version of the logo with a gradient background.



qolour

Learn the universe from the inside out.

Qubi

qubi

qubi  
by qolour

# Colors

---

# Base Colors

BASE COLORS (RGB)

RICH BLACK  
#0B1521

R: 11  
G: 21  
B: 33

SALT WHITE  
#F7FAFC

R: 247  
G: 250  
B: 252

ELECTRIC INDIGO  
#6931F4

R: 105  
G: 49  
B: 244

ION GREEN  
#2ADBB9

R: 42  
G: 219  
B: 185

SKY BLUE  
#1B9CFC

R: 27  
G: 156  
B: 252

QUANTUM PINK  
#ED3781

R: 237  
G: 55  
B: 129

HELIOS YELLOW  
#F3CF25

R: 243  
G: 207  
B: 37

EMBER ORANGE  
#F46A1E

R: 244  
G: 106  
B: 30

C: 73  
M: 76  
Y: 0  
K: 0

## BASE COLORS (CMYK)

RICH BLACK

C: 85  
M: 74  
Y: 57  
K: 74

SALT WHITE

C: 4  
M: 0  
Y: 0  
K: 0

ELECTRIC INDIGO

C: 62  
M: 0  
Y: 40  
K: 0

ION GREEN

C: 68  
M: 31  
Y: 0  
K: 0

SKY BLUE

C: 0  
M: 91  
Y: 17  
K: 0

QUANTUM PINK

C: 5  
M: 15  
Y: 94  
K: 0

HELIOS YELLOW

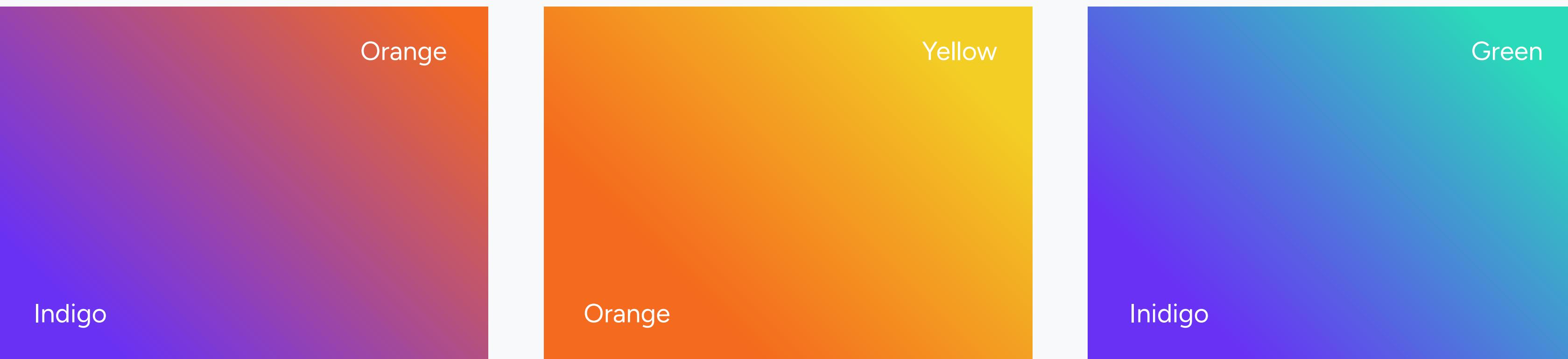
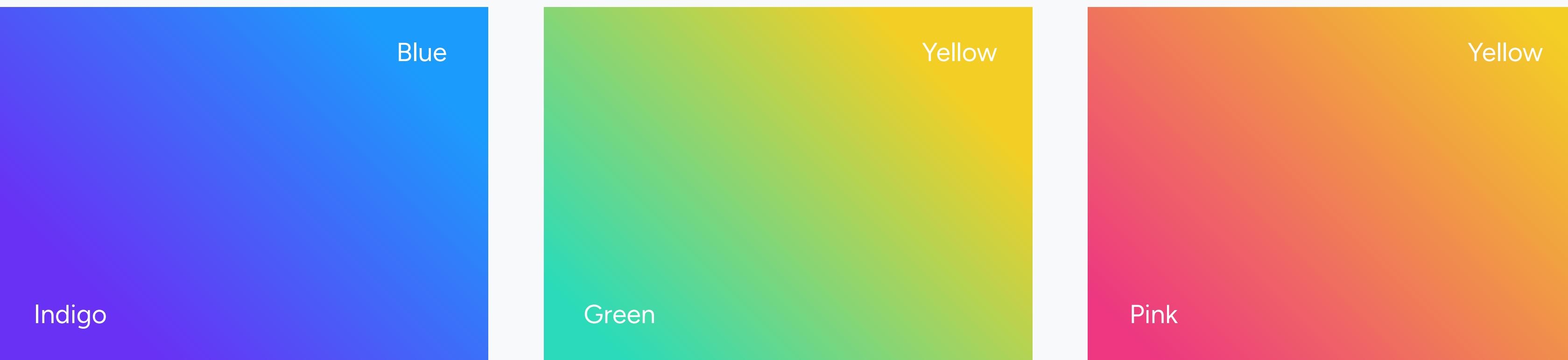
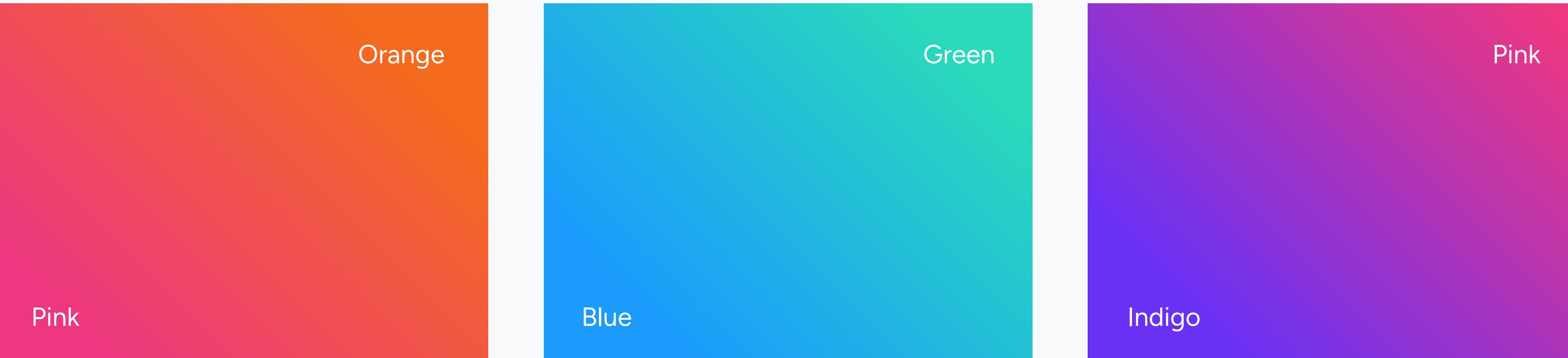
C: 0  
M: 57  
Y: 88  
K: 4

EMBER ORANGE

# Gradients

## 2-COLOR GRADIENTS

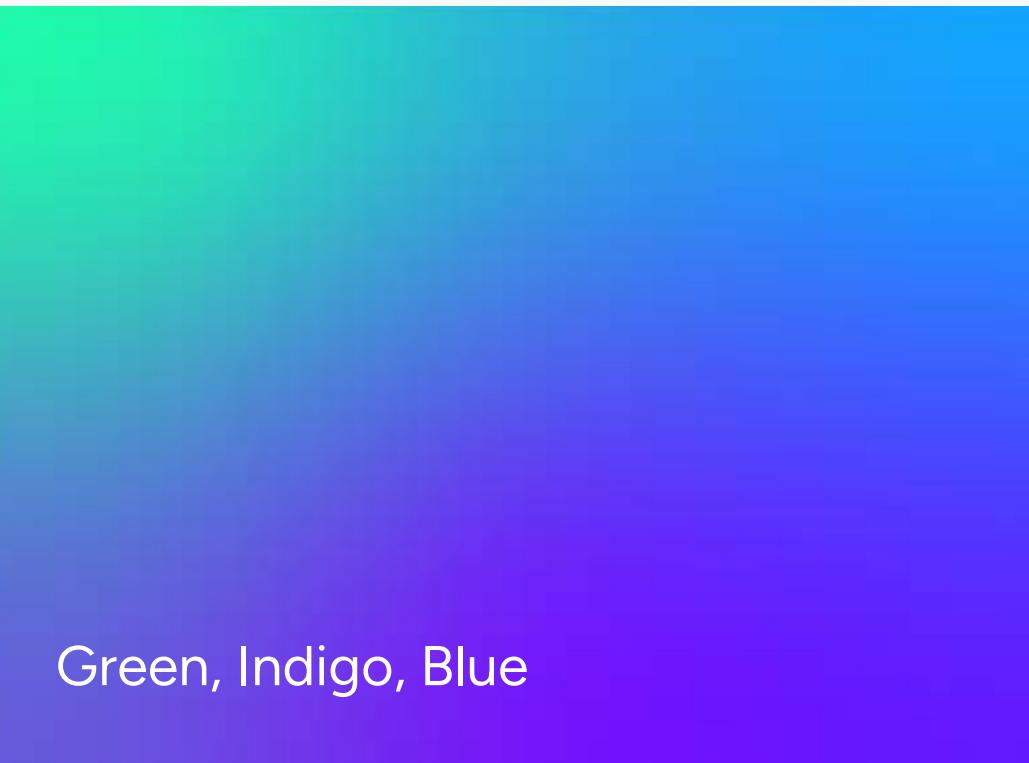
Two-color gradient should always be constructed using a  $+45^\circ$  angle, with the darker color anchored at the bottom, moving upward toward the lighter color.



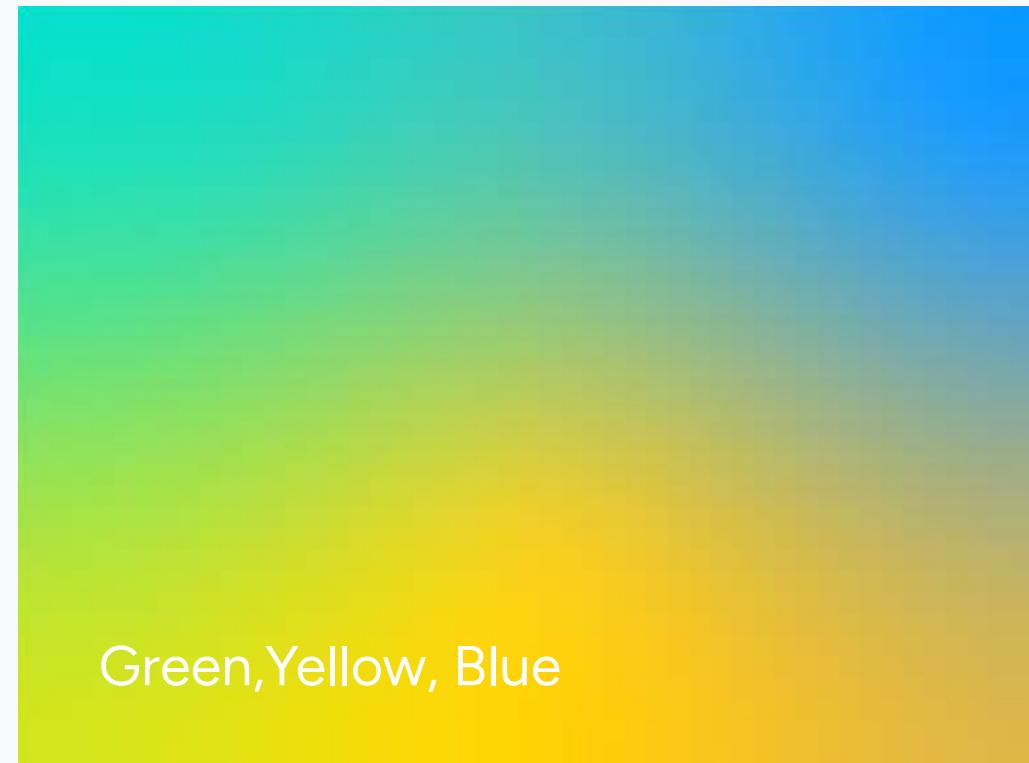
## 3-COLOR GRADIENTS

Three-color gradients may be constructed in a variety of ways, depending on the location of each color within the shape.

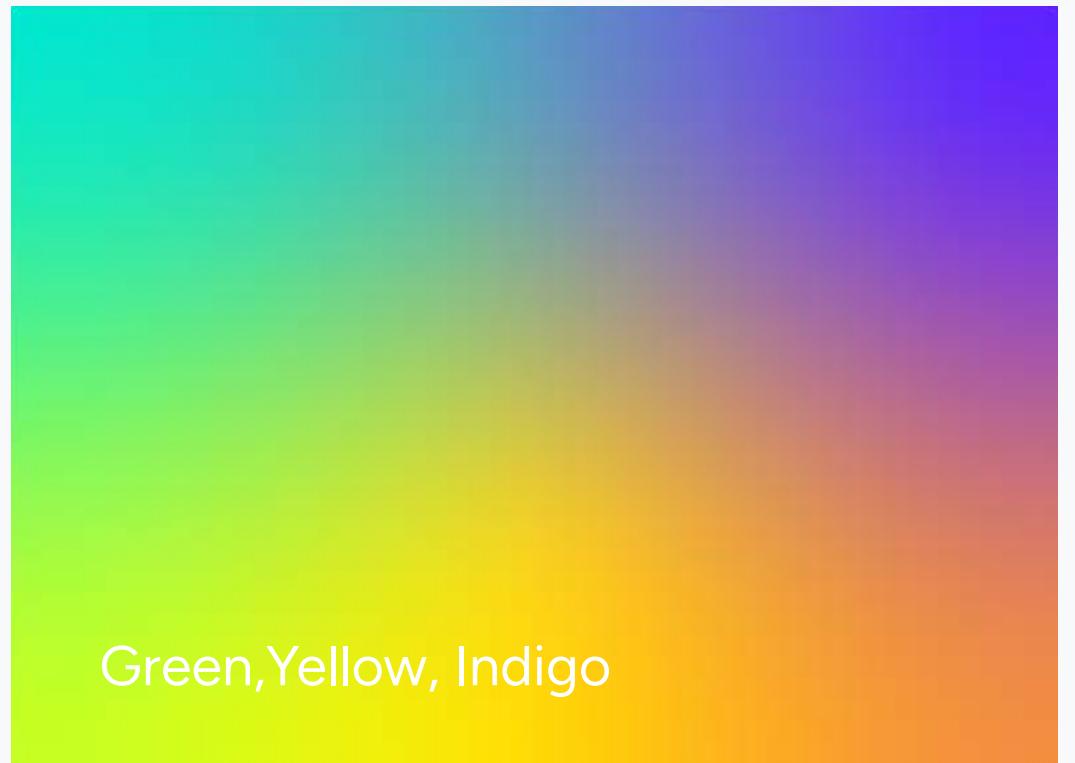
These are meant to be open for experimentation and evolution in the brand language, as an infinite combination of results are possible.



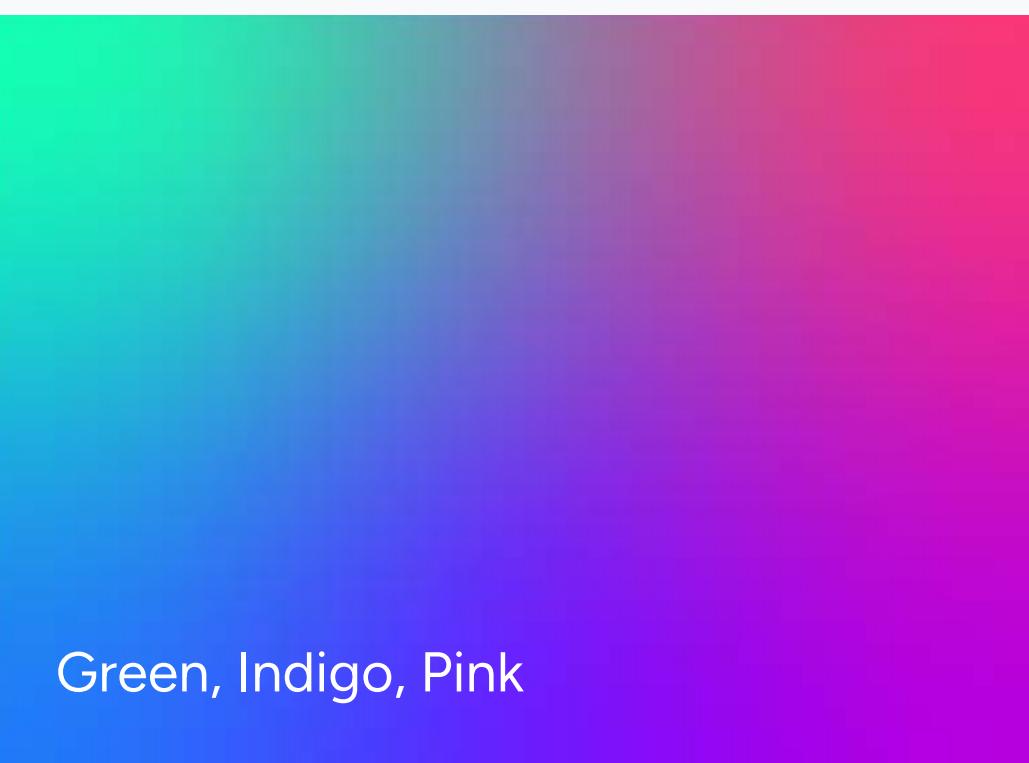
Green, Indigo, Blue



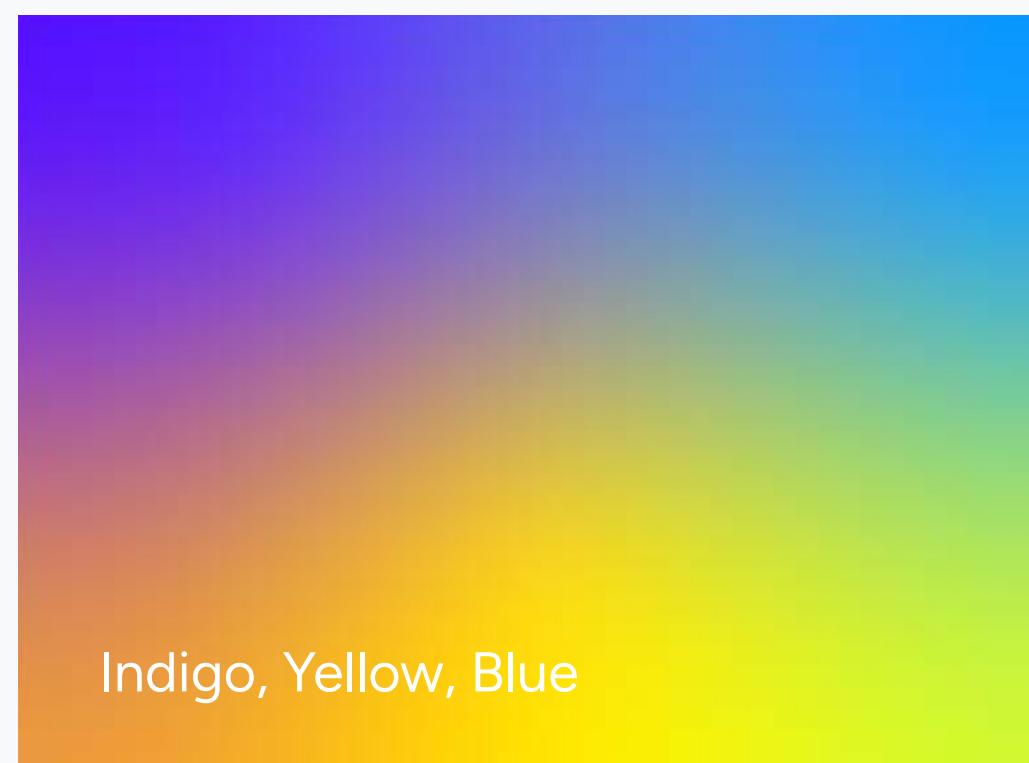
Green, Yellow, Blue



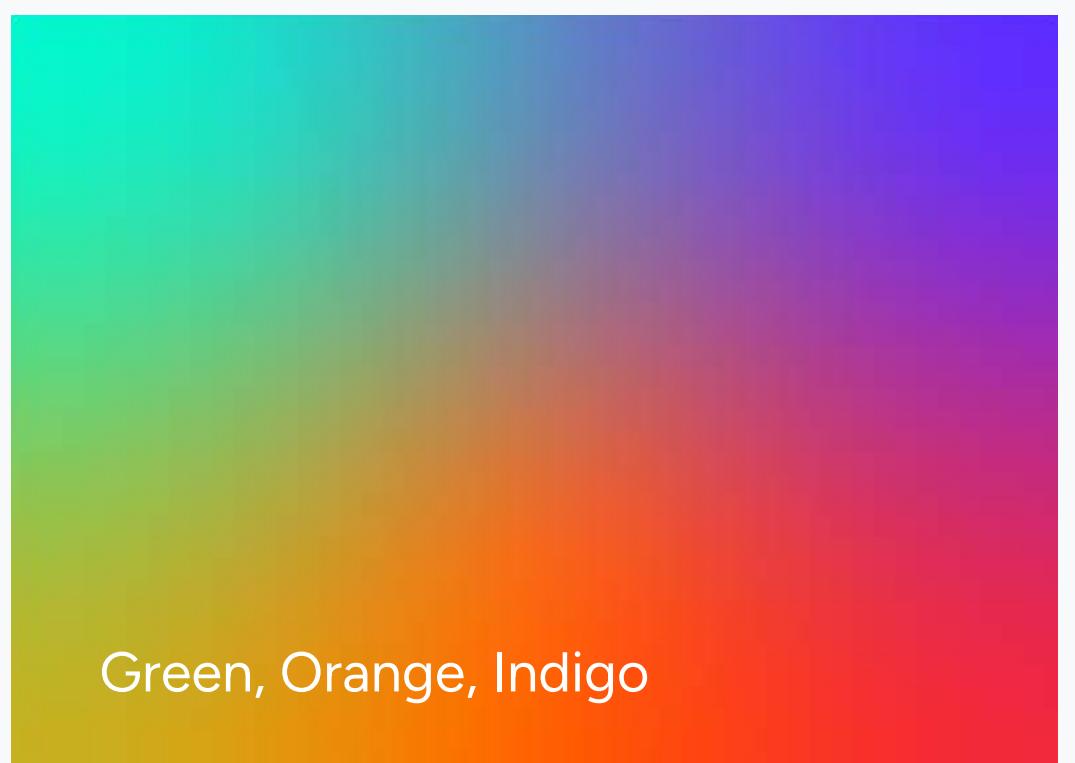
Green, Yellow, Indigo



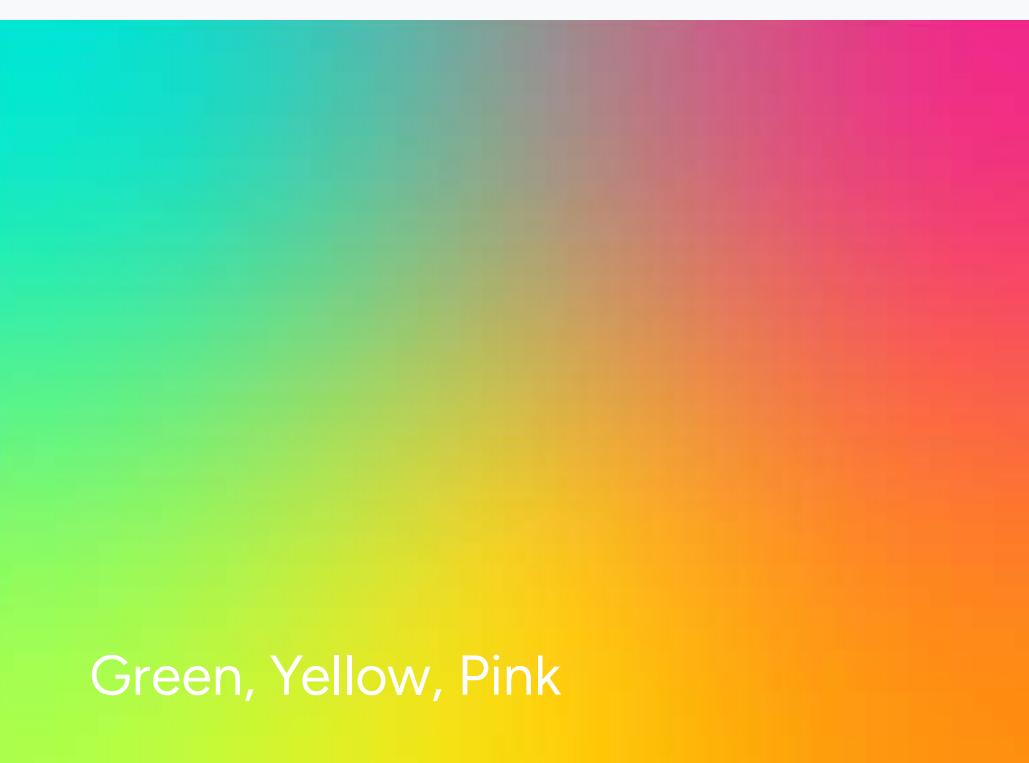
Green, Indigo, Pink



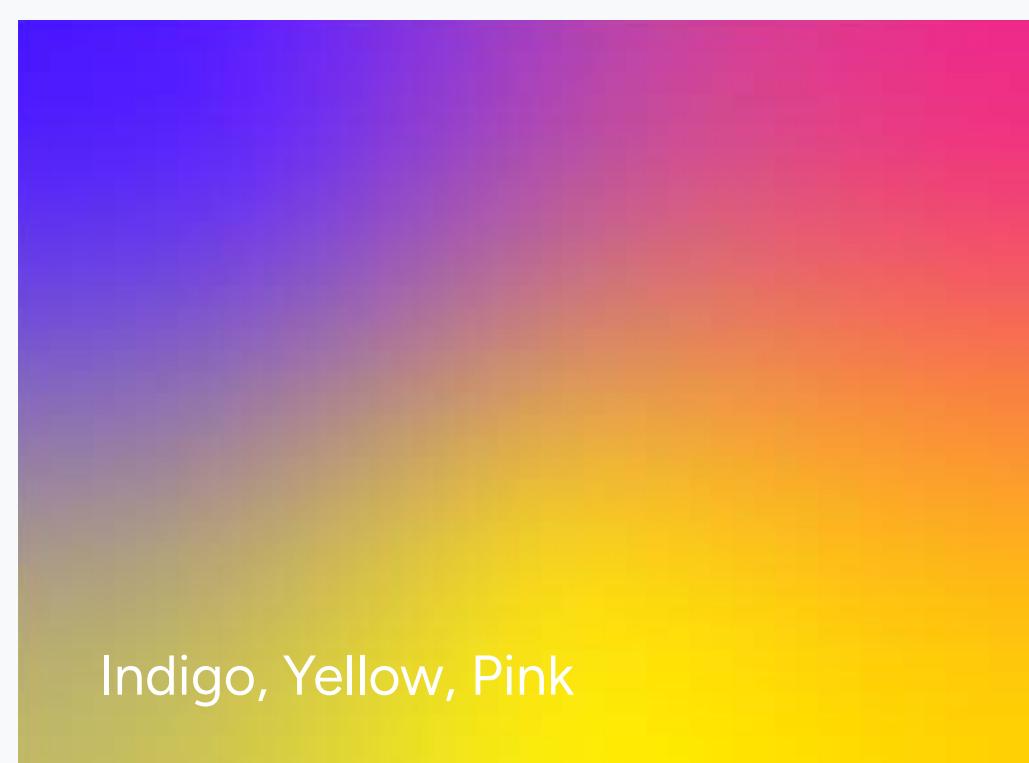
Indigo, Yellow, Blue



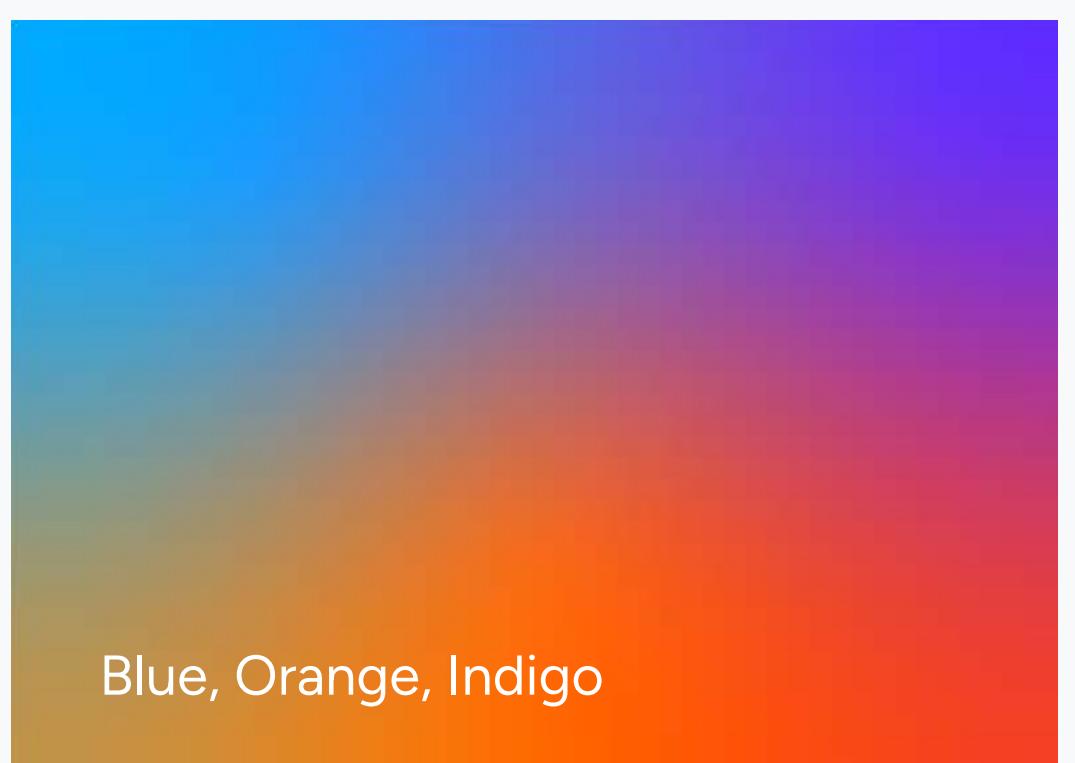
Green, Orange, Indigo



Green, Yellow, Pink



Indigo, Yellow, Pink

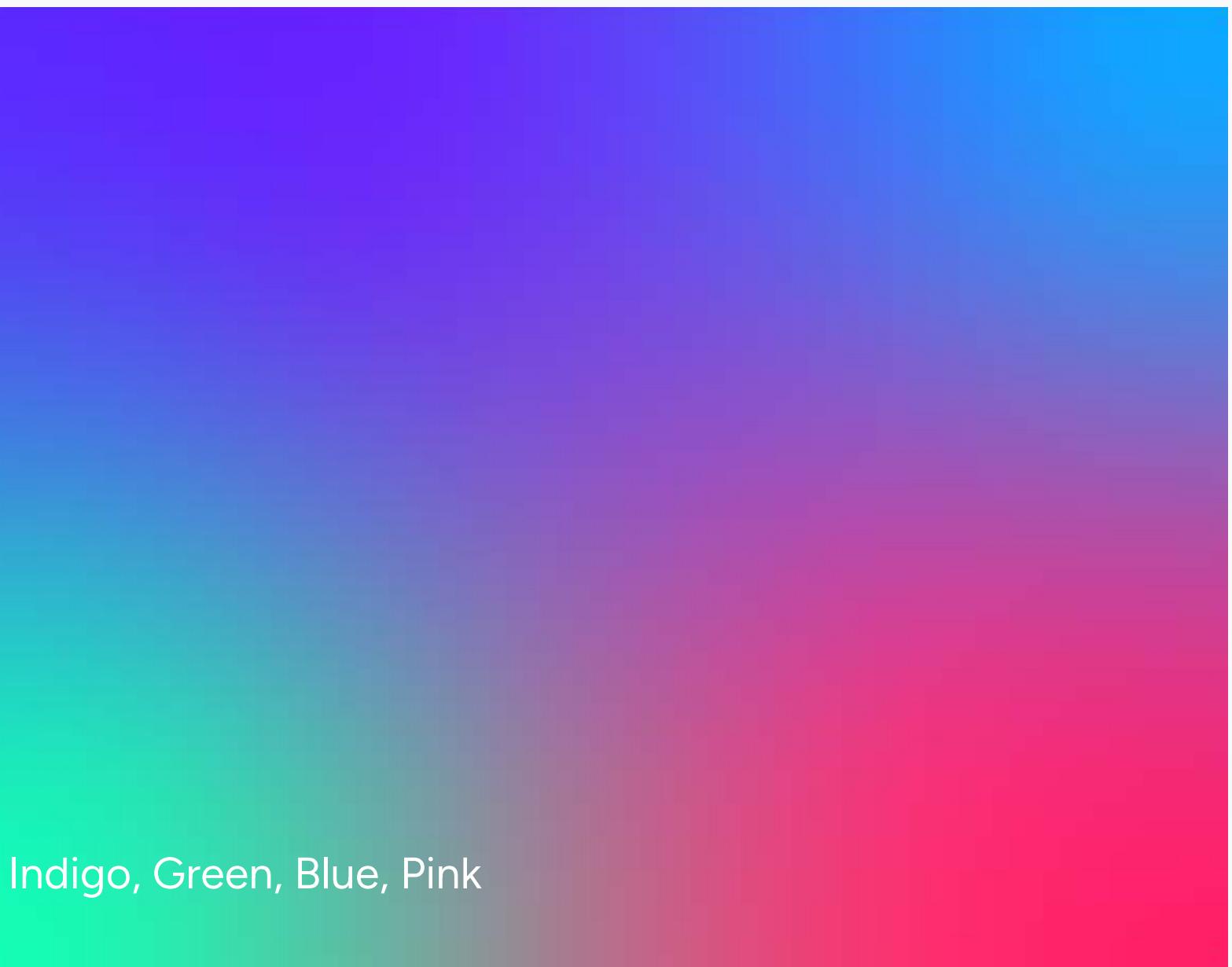


Blue, Orange, Indigo

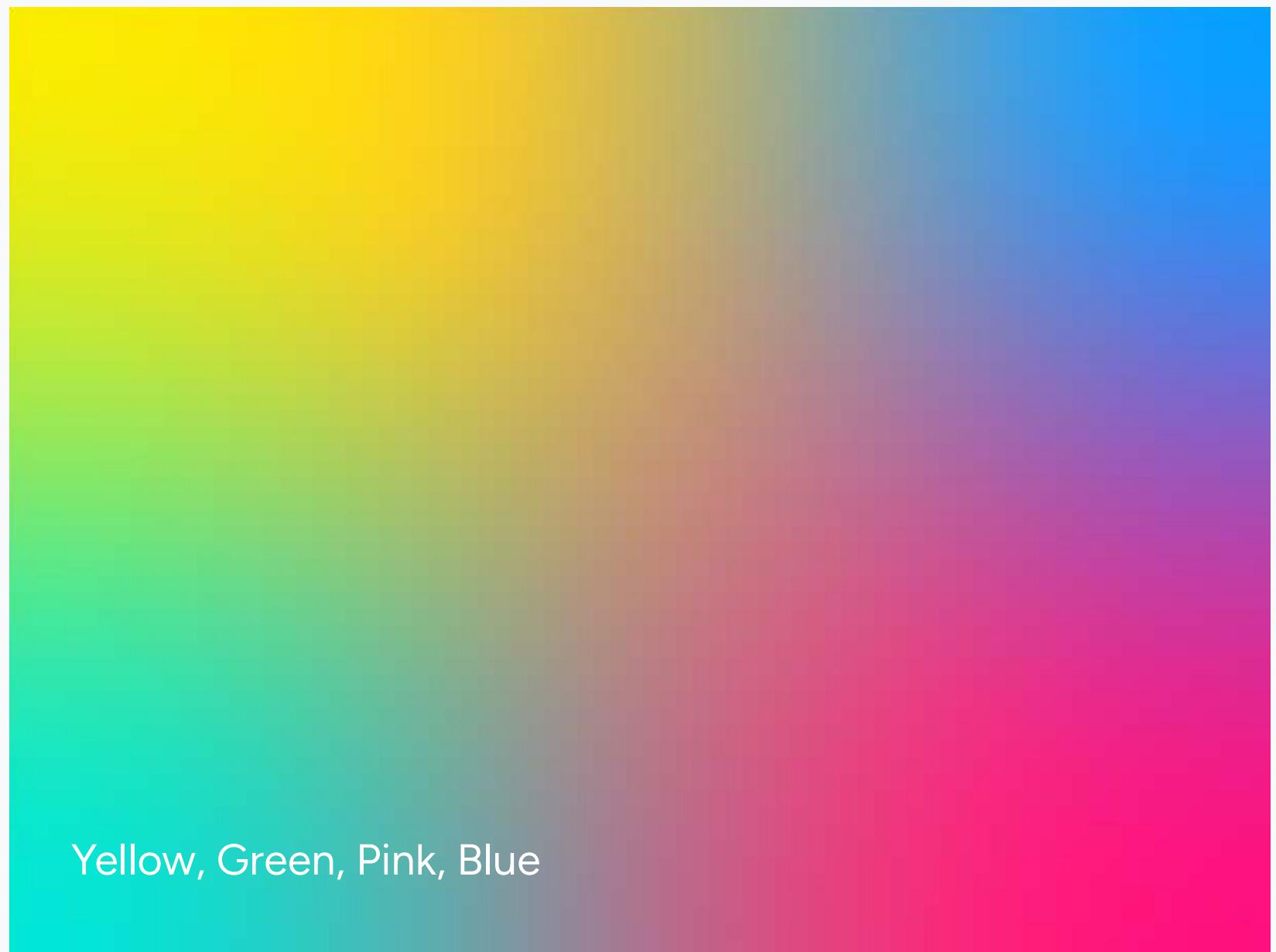
## 4-COLOR GRADIENTS

Four-color gradients may be constructed in a variety of ways, depending on the location of each color within the shape.

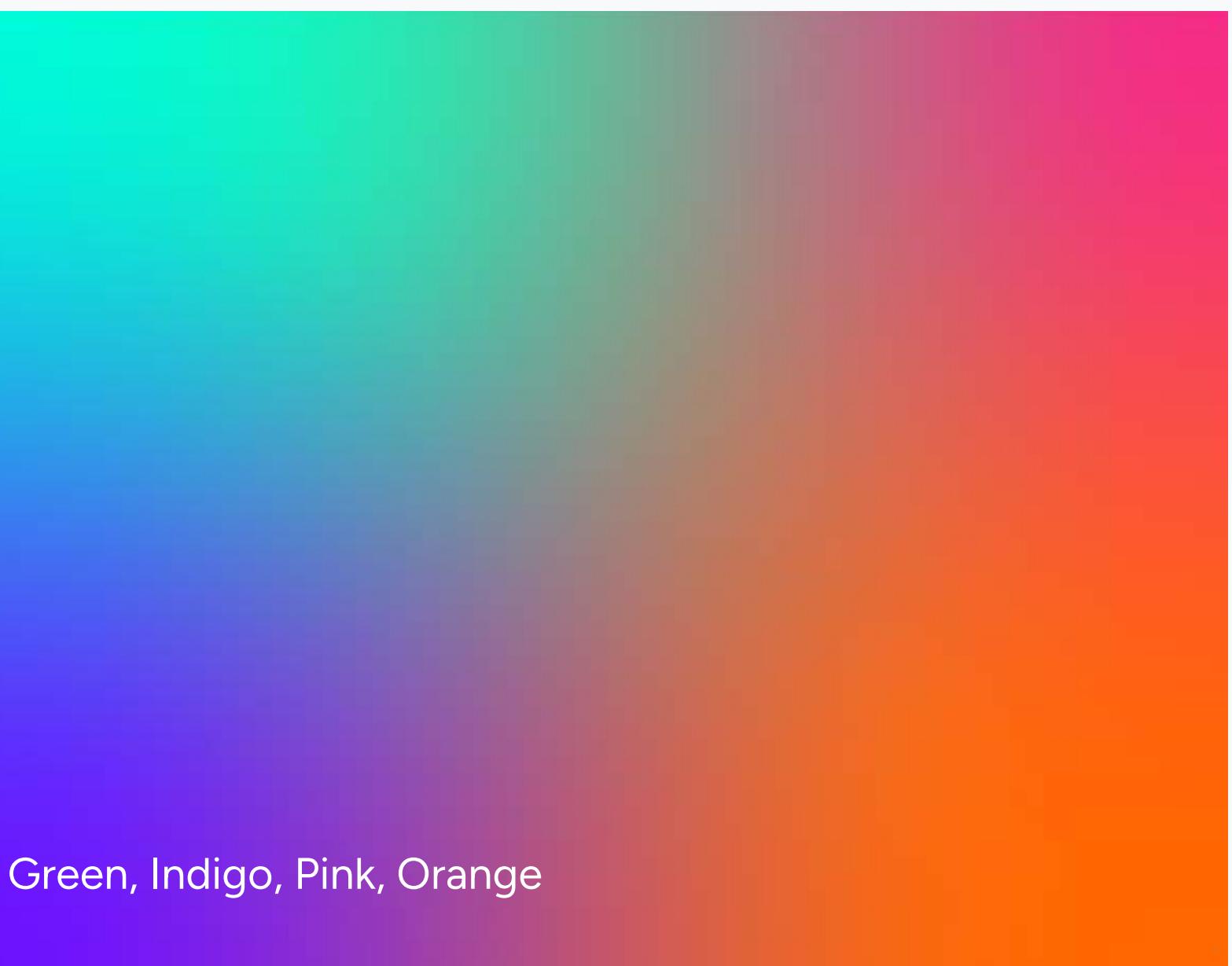
These are meant to be open for experimentation and evolution in the brand language, as an infinite combination of results are possible.



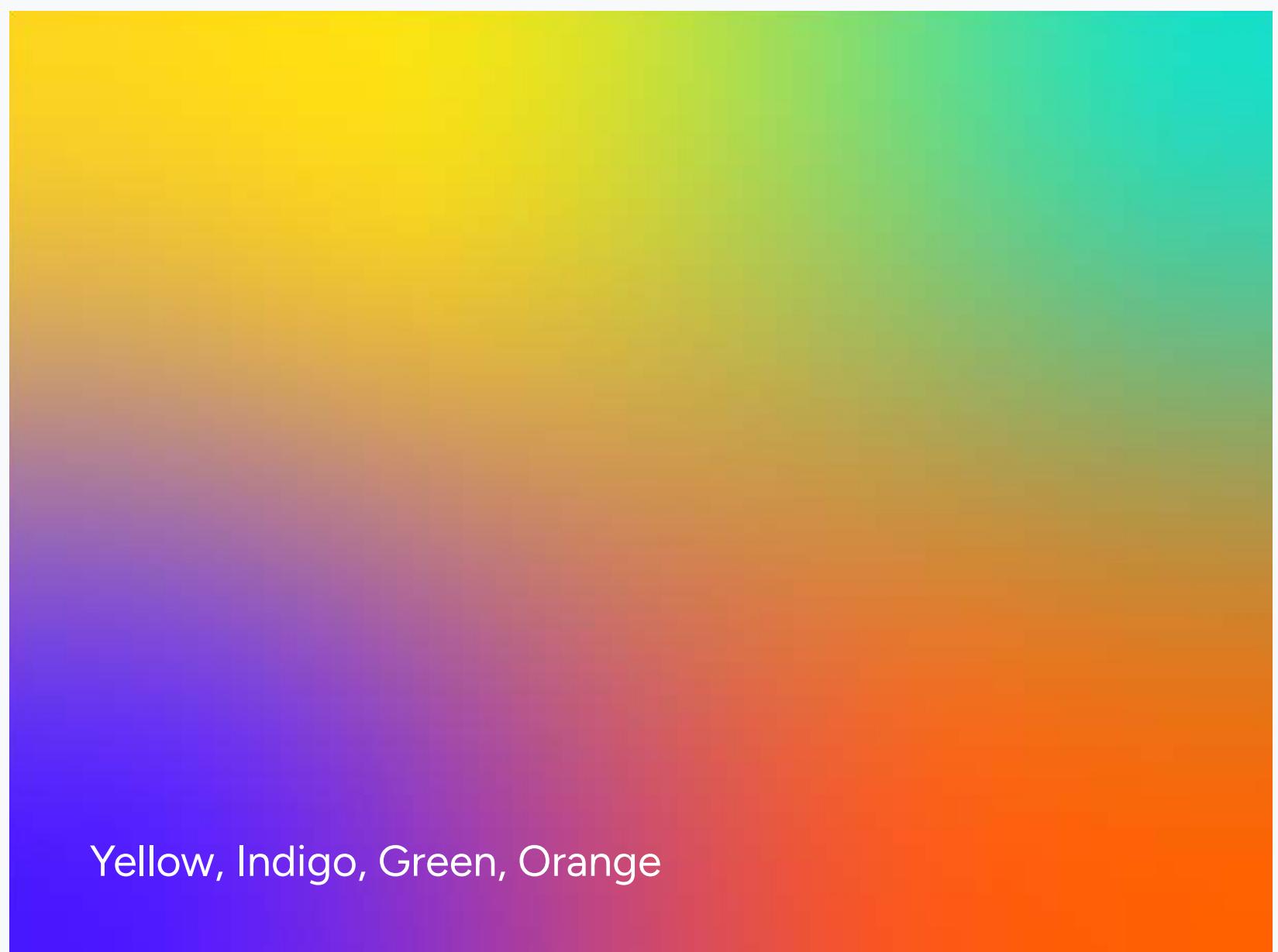
Indigo, Green, Blue, Pink



Yellow, Green, Pink, Blue



Green, Indigo, Pink, Orange

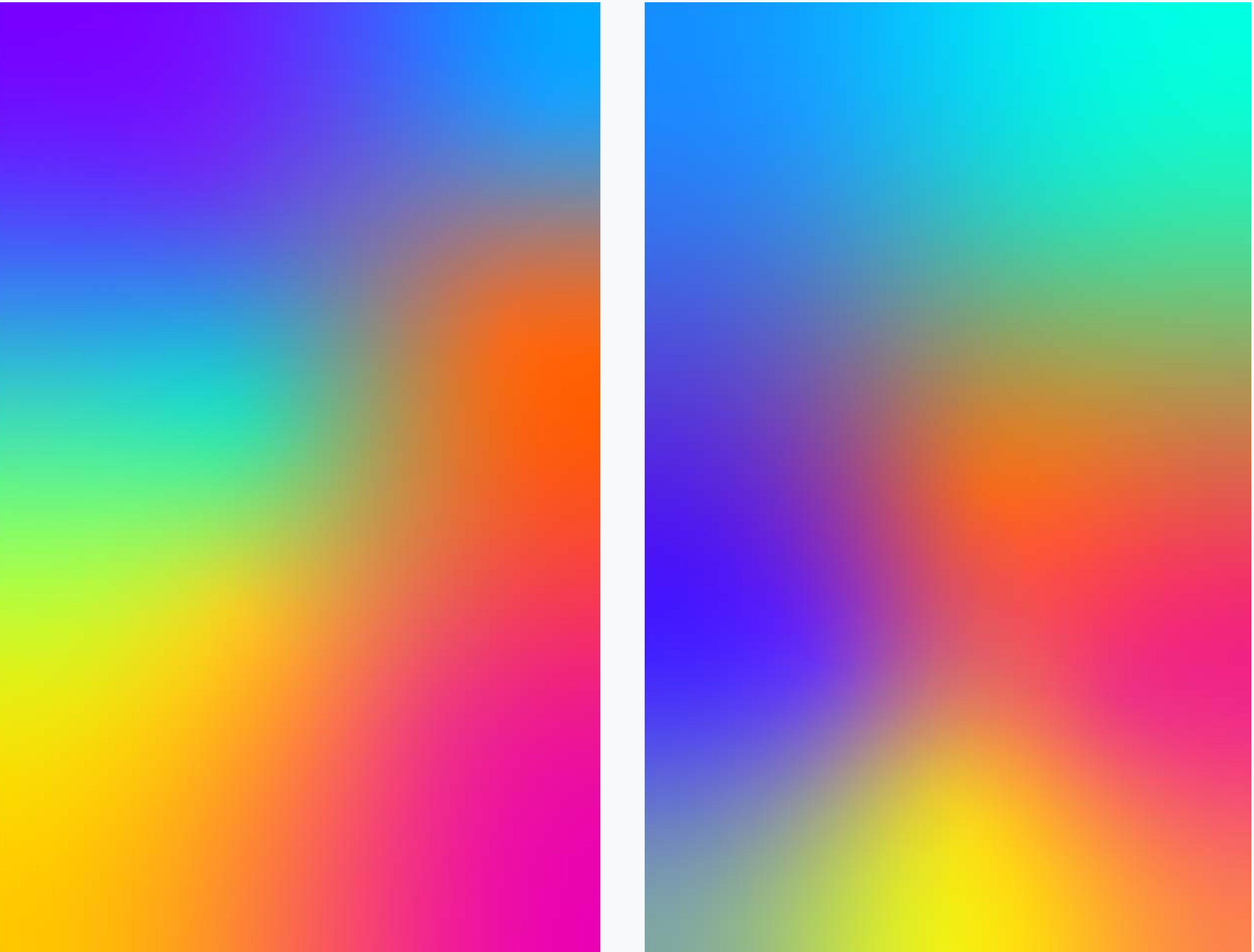


Yellow, Indigo, Green, Orange

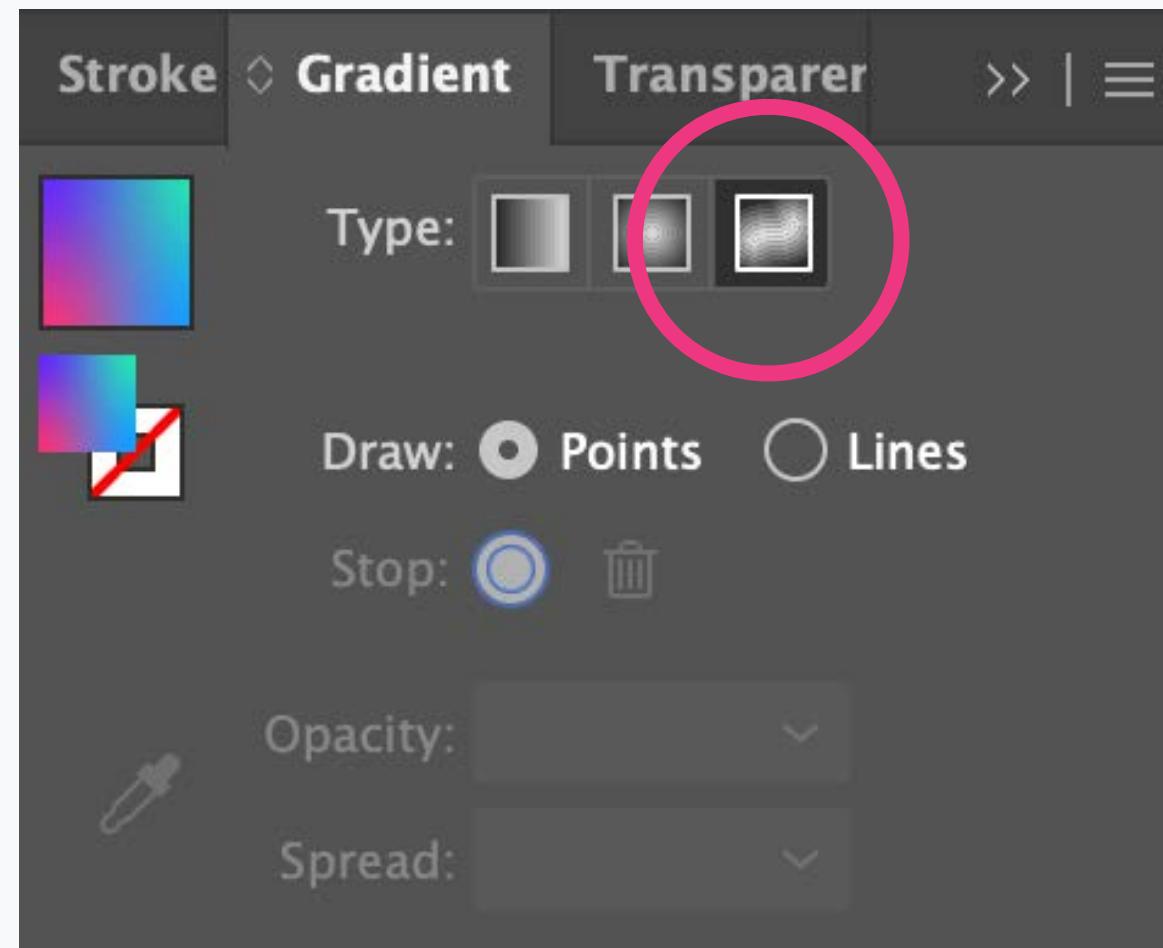
## 6-COLOR GRADIENTS

Six-color gradients may be constructed in a variety of ways, depending on the location of each color within the shape.

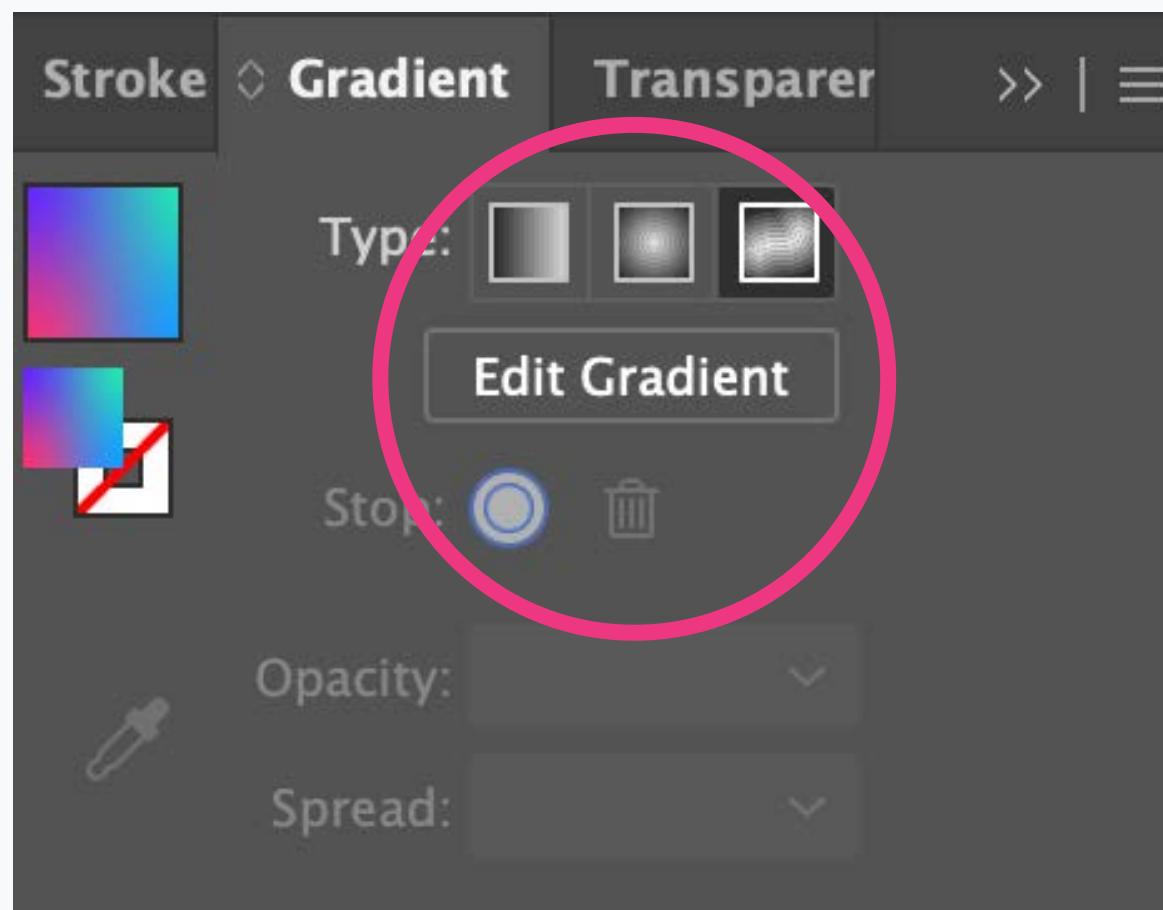
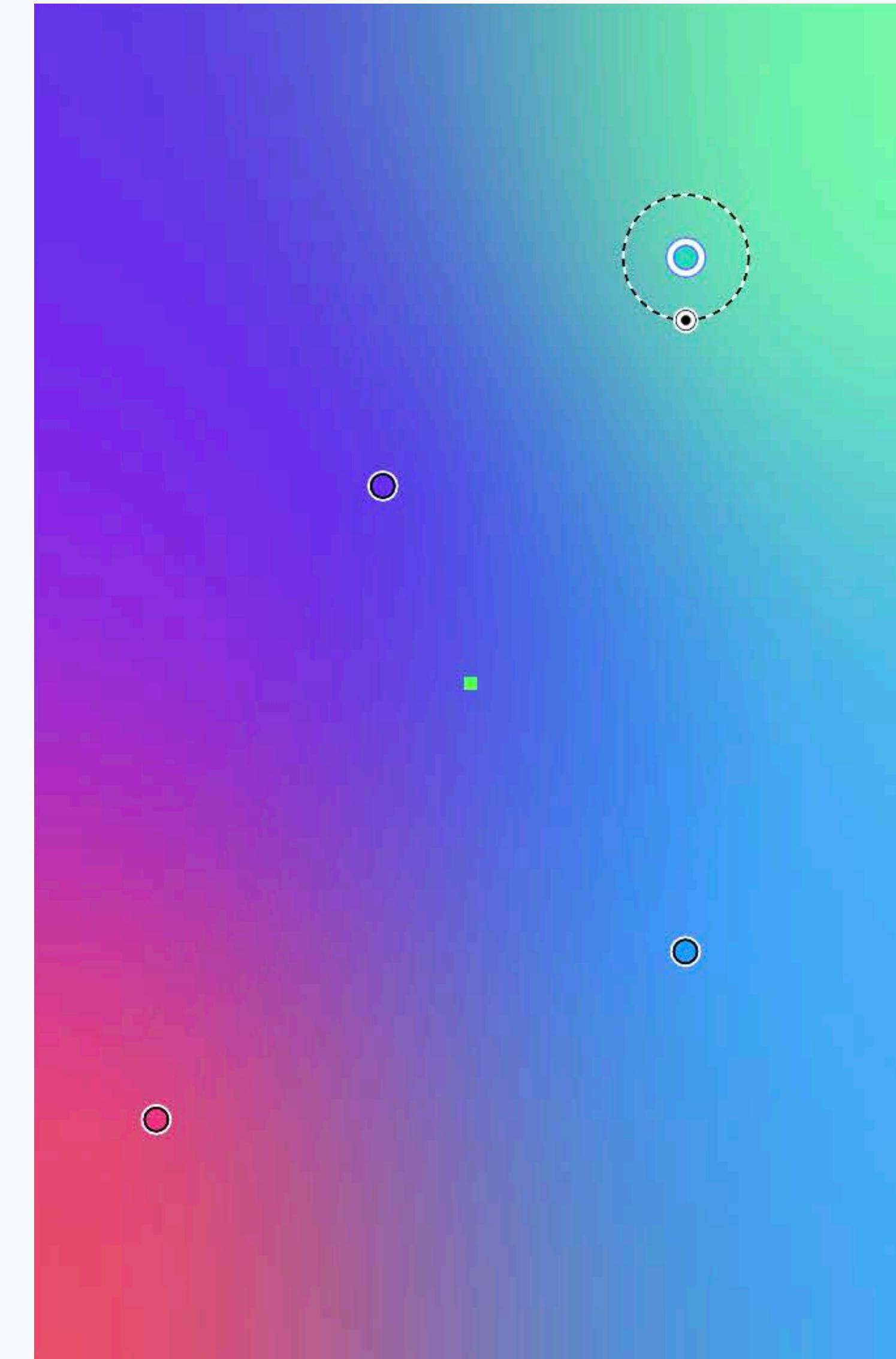
These are meant to be open for experimentation and evolution in the brand language, as an infinite combination of results are possible.



## BUILDING GRADIENTS



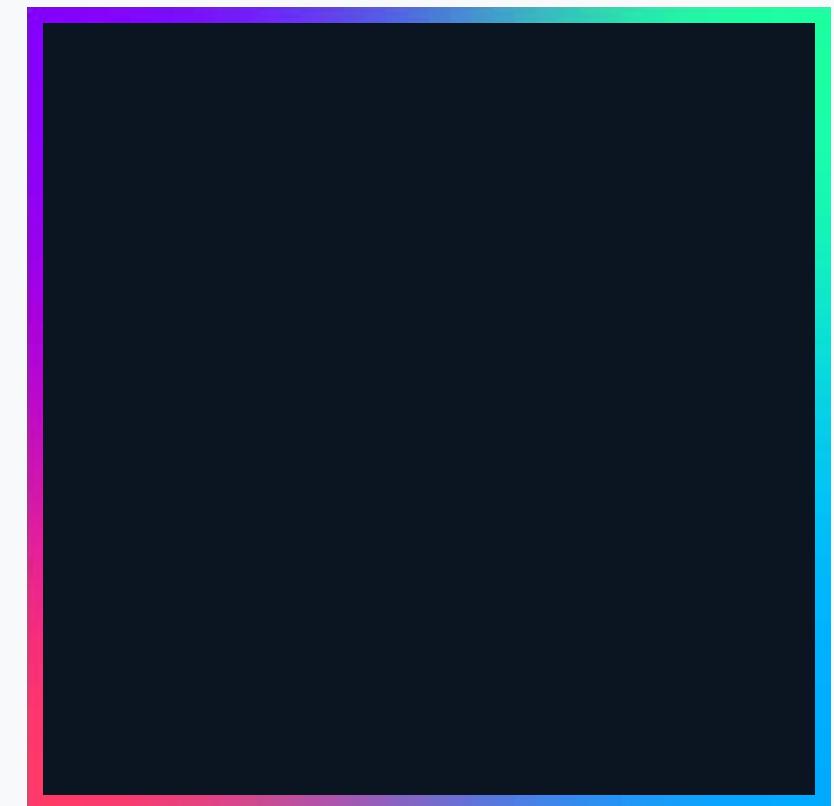
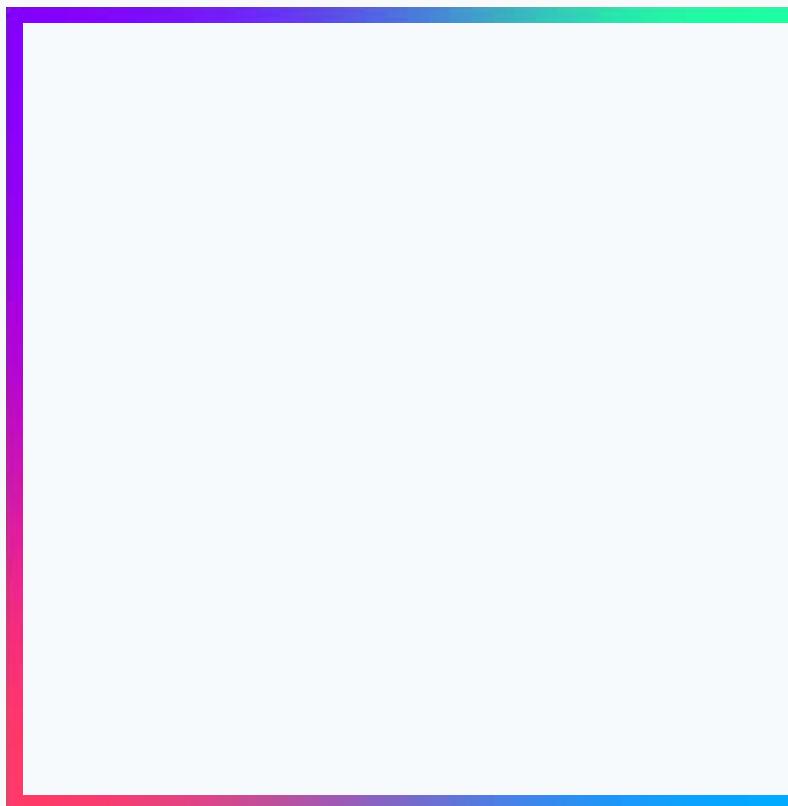
Using Adobe Illustrator's gradient tool, select "Freeform" gradient to create a new gradient.



To edit an existing gradient, click "Edit Gradient."

Select a color point to change the color, move its location, and adjust its size.

## WAYS TO USE GRADIENTS



Gradients can serve as a dynamic framing device, introducing a sense of depth and motion that enhances visual storytelling.

This technique adds a modern, tech-forward aesthetic that aligns with innovative brand expressions. Its flexibility makes it well-suited for a variety of applications, including social media content, digital advertising, and other digital-first environments.



LAUNCH

Gradients may be used to accentuate calls to action by applying them within thin lines or strokes. This subtle yet impactful technique draws the viewer's eye without overwhelming the composition, creating a sense of energy and direction.

When used strategically, it reinforces visual hierarchy and enhances user engagement, making CTAs feel more intentional and elevated. This approach is particularly effective across digital interfaces, where clarity and immediacy are key.



# Getting started with Qubi.

Which quantum theories  
would you like to explore?  
No math. No physics. Just fun.

## — Entanglement

Two or more particles become linked such that the state of one instantly affects the state of the other(s), regardless of distance.

LAUNCH

## +

## Superposition

LAUNCH

## +

## Tunneling

LAUNCH

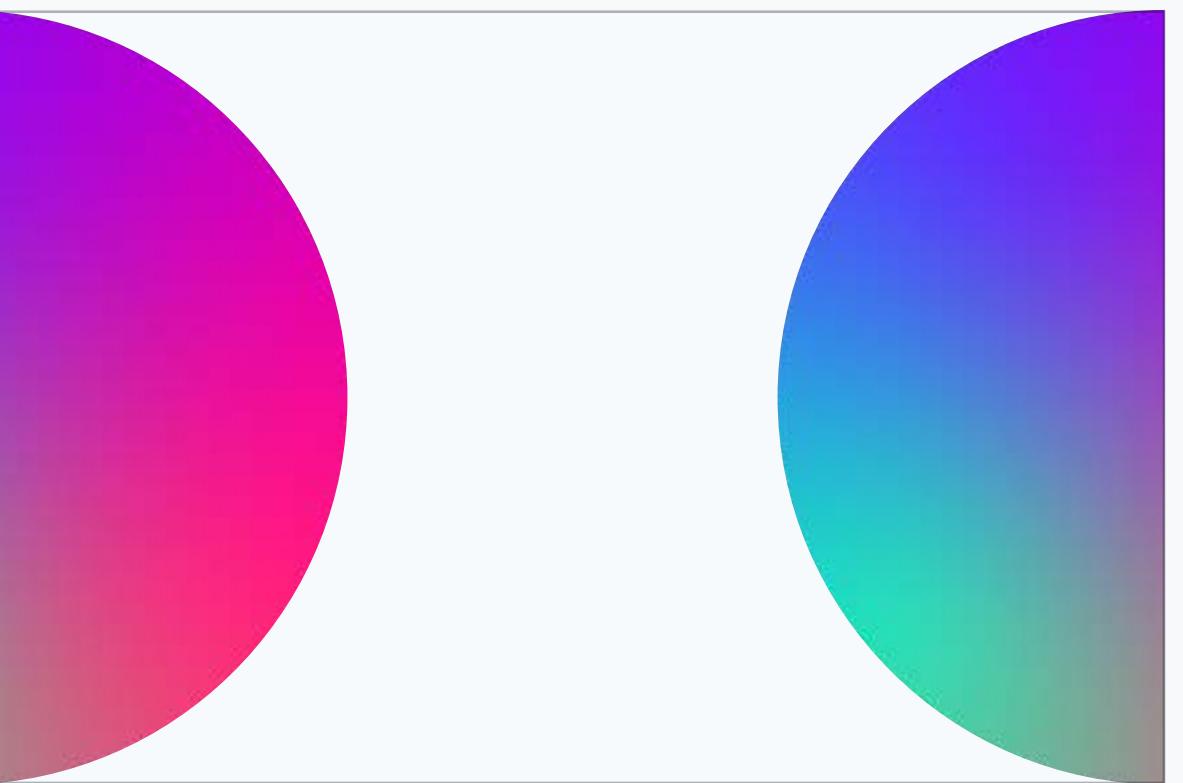
## +

## Wave-Particle Duality

LAUNCH



## WAYS TO USE GRADIENTS

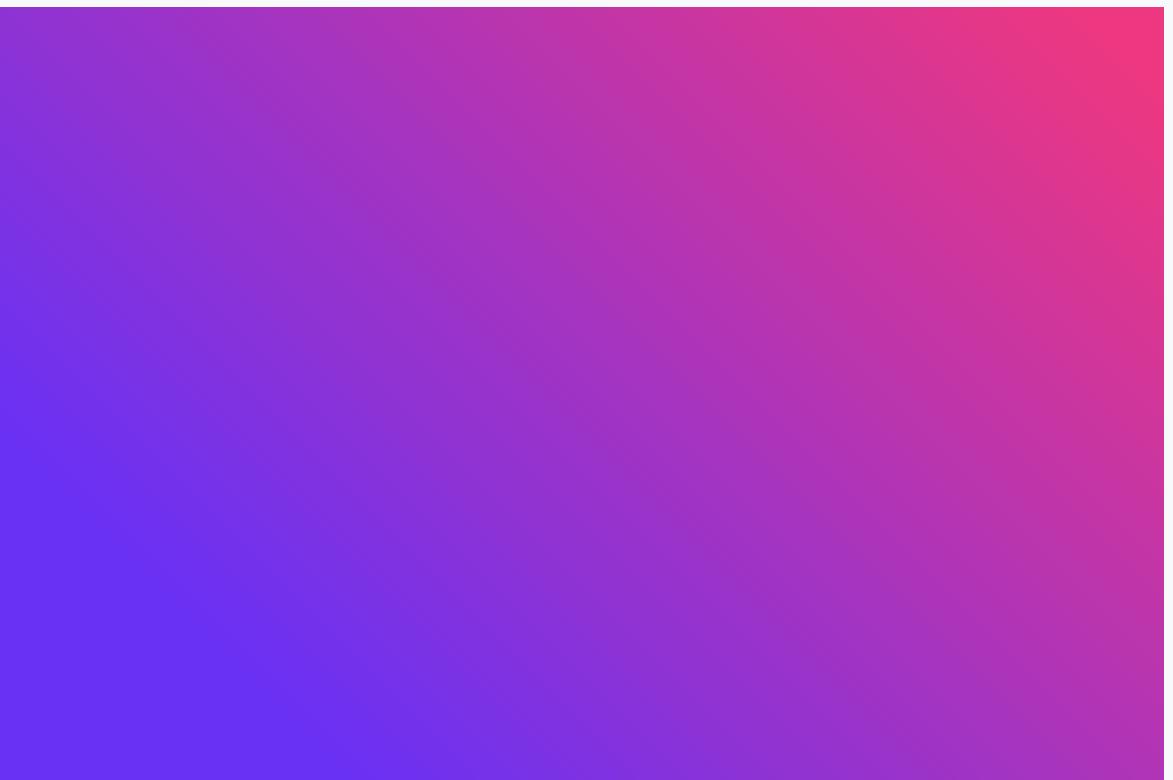


When combined with shape masking, gradients unlock a versatile design technique capable of producing a wide range of visually compelling compositions.

Designers can generate an endless array of unique visual expressions that maintain brand cohesion while introducing variety and creative flexibility across applications.



## WAYS TO USE GRADIENTS



Gradients can occasionally be used as full-bleed background elements to create bold, expressive backdrops —provided that contrast and legibility remain carefully preserved.

When executed with clarity in mind, this treatment offers a visually rich foundation that adds depth and vibrancy to the overall composition. Gradients in this context can also serve as a stage for key brand elements, such as a logo or headline copy, enhancing their impact while maintaining visual harmony. This approach is especially effective in high-visibility formats like hero sections, posters, or digital splash screens.

Understanding quantum shouldn't require a textbook. Introducing Qubi, the world's first handheld quantum simulator, designed to teach complex theories in a simple way.

## How it works

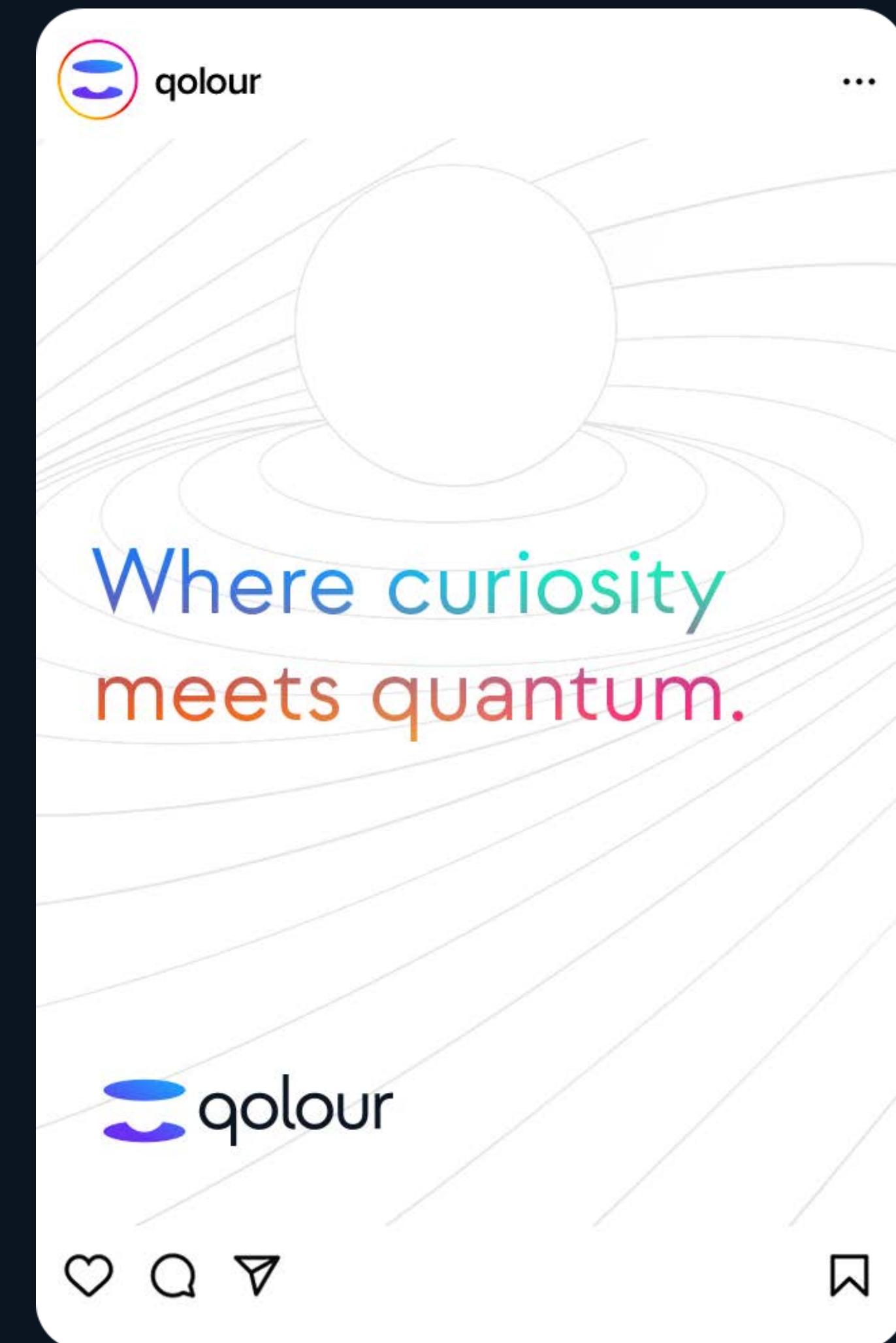
- Step 1: Open the Qolour app



# Where curiosity meets quantum.

Gradients can be applied as masks within text headlines to create striking, attention-grabbing moments that elevate visual interest without relying on heavy graphic elements.

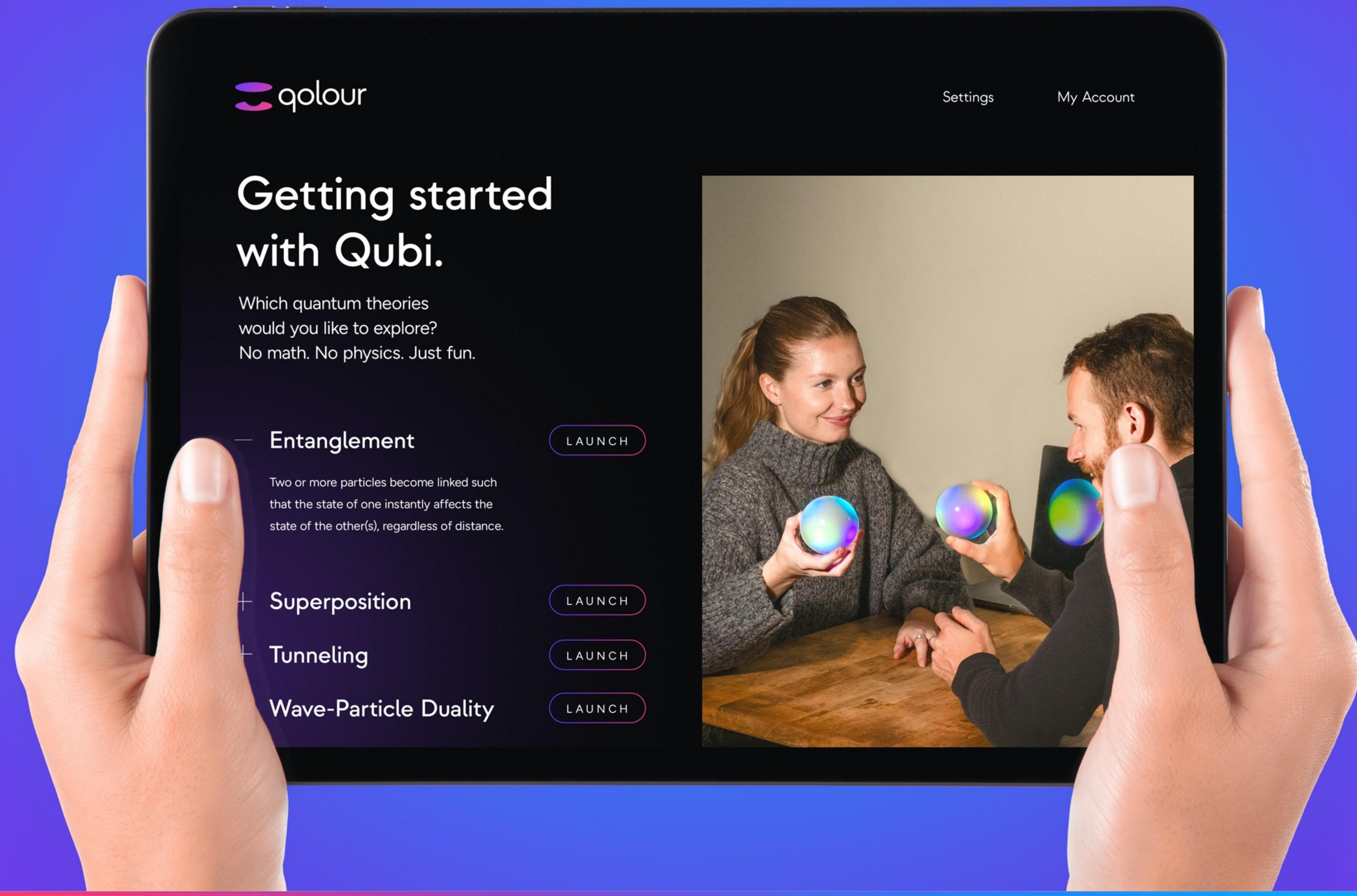
When used intentionally, gradient-masked text becomes a powerful focal point across both digital and print applications, reinforcing hierarchy while maintaining a clean, contemporary aesthetic.



Typography

beauty

the universe



## TYPOGRAPHY

Strawford is the hero typeface for Qolour. It should be used for headlines and primary descriptors.

# Strawford

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Strawford Light

✓ Strawford Regular

✓ Strawford Medium

✓ Strawford Bold

Strawford Black

Strawford should primarily be used in the regular and medium weights. Occasionally bold may be used for emphasis. Generally avoid the light and black weights in most brand communications.

## AN INTRODUCTION

# Getting started with Qubi.

Which quantum theories would you like to explore?  
No math. No physics. Just fun.

## — Entanglement

LAUNCH

Two or more particles become linked such that the state of one instantly affects the state of the other(s), regardless of distance.

## + Superposition

LAUNCH

## + Tunneling

LAUNCH

## + Wave-Particle Duality

LAUNCH

## + Decoherence

LAUNCH

## TYPOGRAPHY

Figtree is the complimentary font in the Qolour brand, and is used for long form body copy, captions, and CTAs.

[Download Figtree from Adobe here](#)

# Figtree

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Figtree Light

✓ Figtree Regular

Figtree Medium

✓ Figtree Bold

**Figtree Black**

The regular weight should be used primarily.  
Bold may be used for emphasis.

## AN INTRODUCTION

# Getting started with Qubi.

Which quantum theories  
would you like to explore?  
No math. No physics. Just fun.

### — Entanglement

LAUNCH

Two or more particles become linked such  
that the state of one instantly affects the  
state of the other(s), regardless of distance.

### + Superposition

LAUNCH

### + Tunneling

LAUNCH

### + Wave-Particle Duality

LAUNCH

### + Decoherence

LAUNCH

# Photography

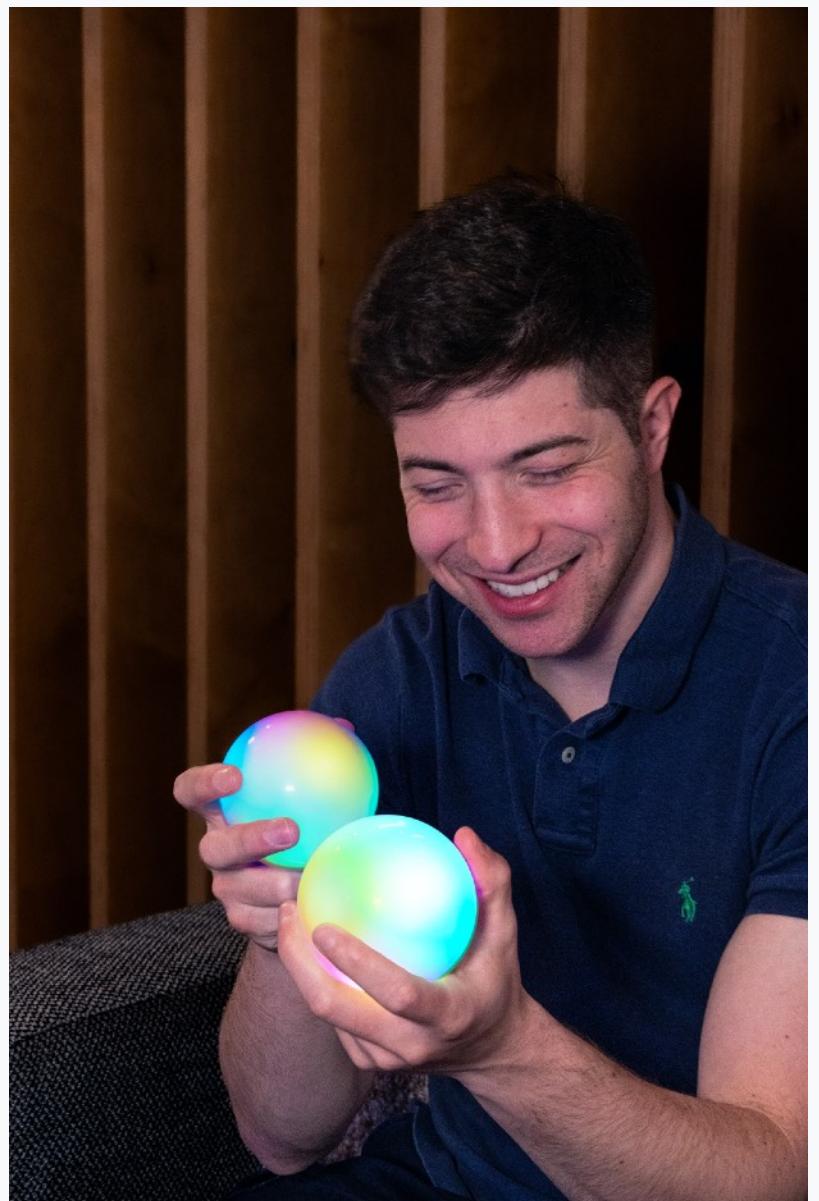
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# Lifestyle Photography

Lifestyle imagery should capture people interacting with the spheres in a way that feels authentic, curious, and engaged. Subjects should appear natural and at ease, with genuine reactions—exploring, playing, or focusing—allowing the product's intrigue to drive the moment.

Lighting should feel natural but cool-toned, complementing the LED glow without overpowering it. The environment can be minimal or abstract, with enough space for the product and user to feel connected yet elevated. The tone is modern, calm, and quietly futuristic, highlighting the wonder and delight of interacting with the spheres in real life.



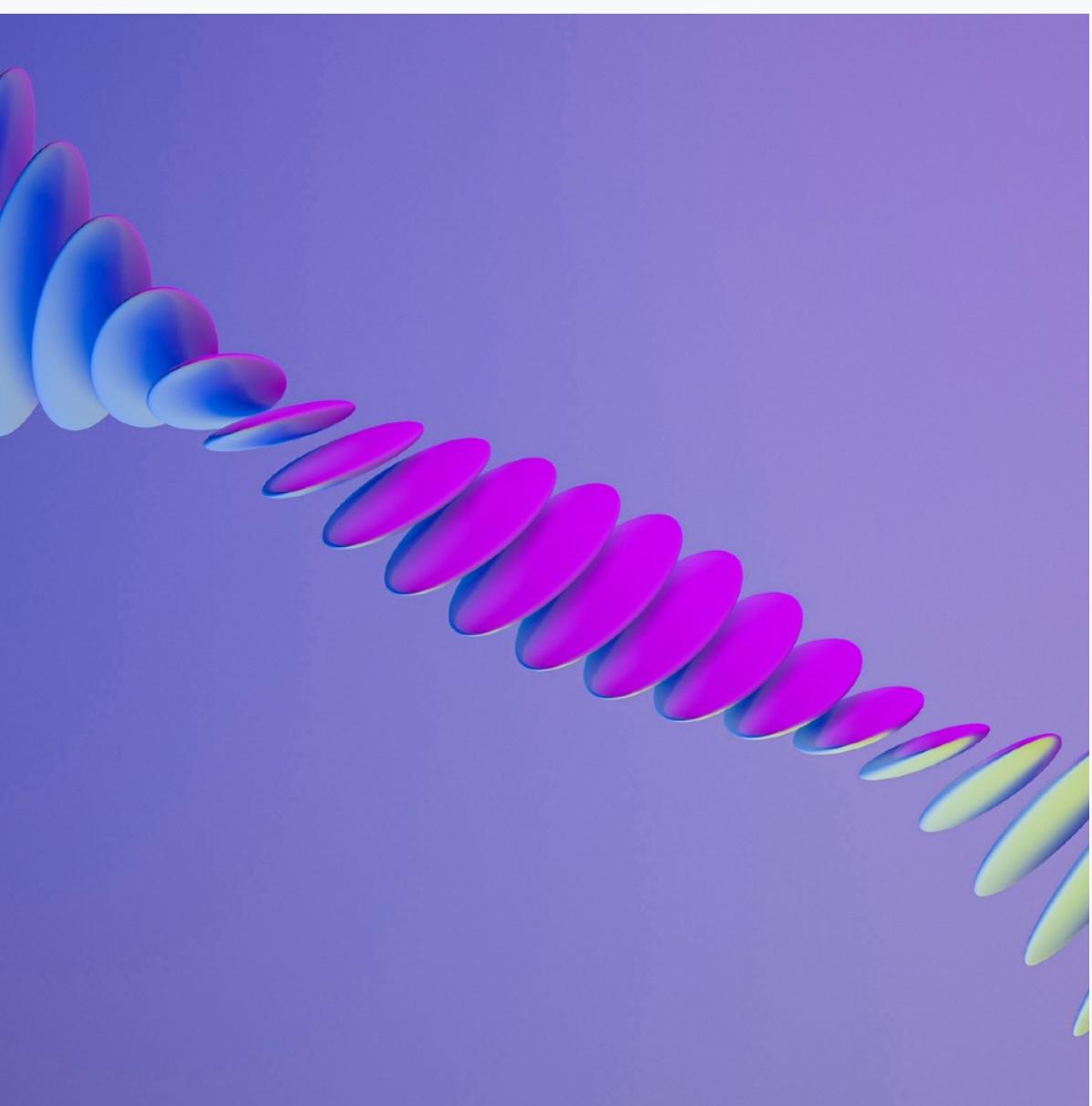
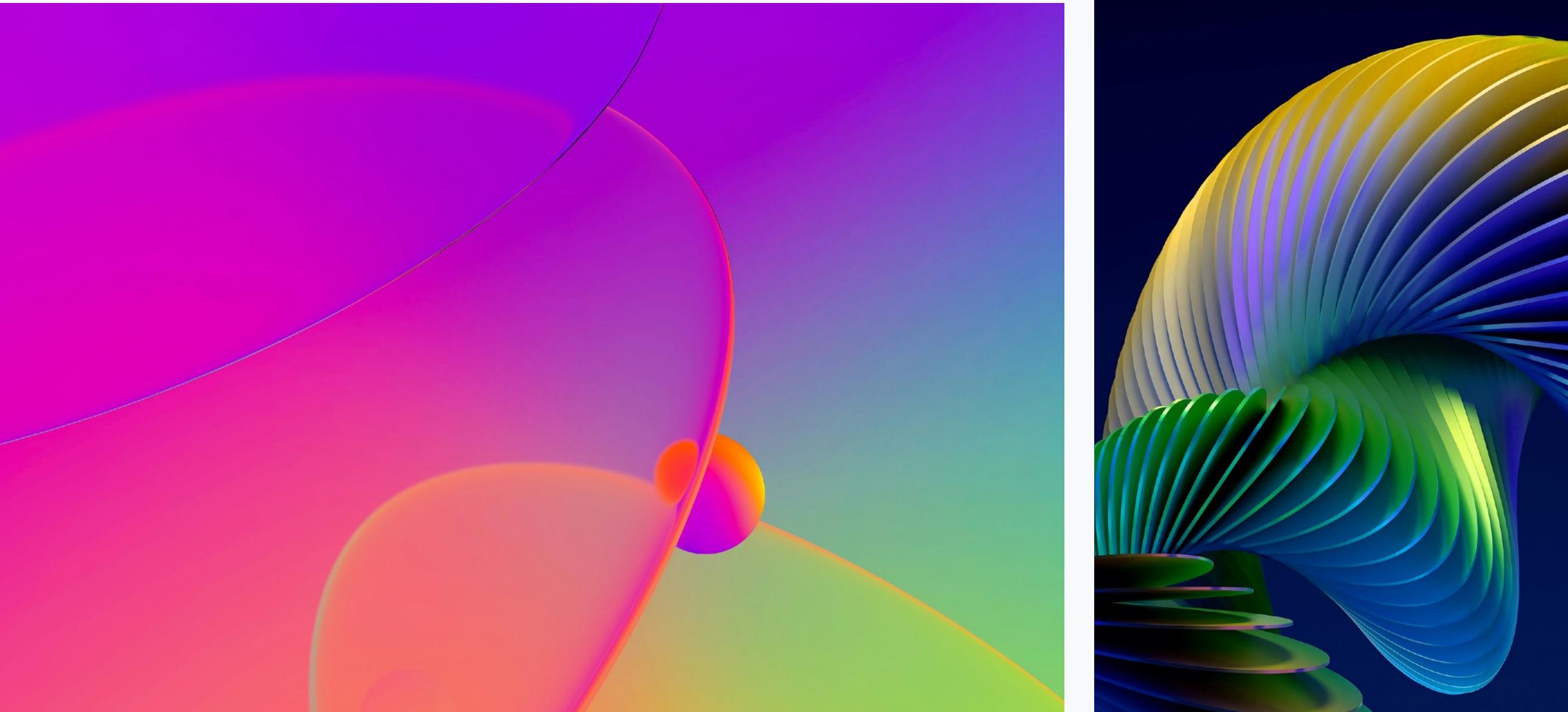
# Graphics

Rendered graphics use vibrant gradients and futuristic, abstract shapes—primarily curves, ovals, and circular forms—to evoke a sense of quantum interaction and complexity.

These elements overlap, twist, and entangle in layered compositions that reflect connection, motion, and strangeness.

Rendered with 3D depth, shadows, and tactile finishes, the style feels both dimensional and alive. Gradients shift fluidly across surfaces, conveying energy and transformation.

The result is a modern, intelligent aesthetic that balances abstract beauty with conceptual meaning—perfect for expressing a quantum-forward brand.



## Product Photography

Product imagery should be captured in dark, minimal environments that amplify the glowing nature of Qubi. Lighting should emphasize the spheres' vibrant colors, soft curves, and surface reflections, allowing each one to feel alive, radiant, and tactile.

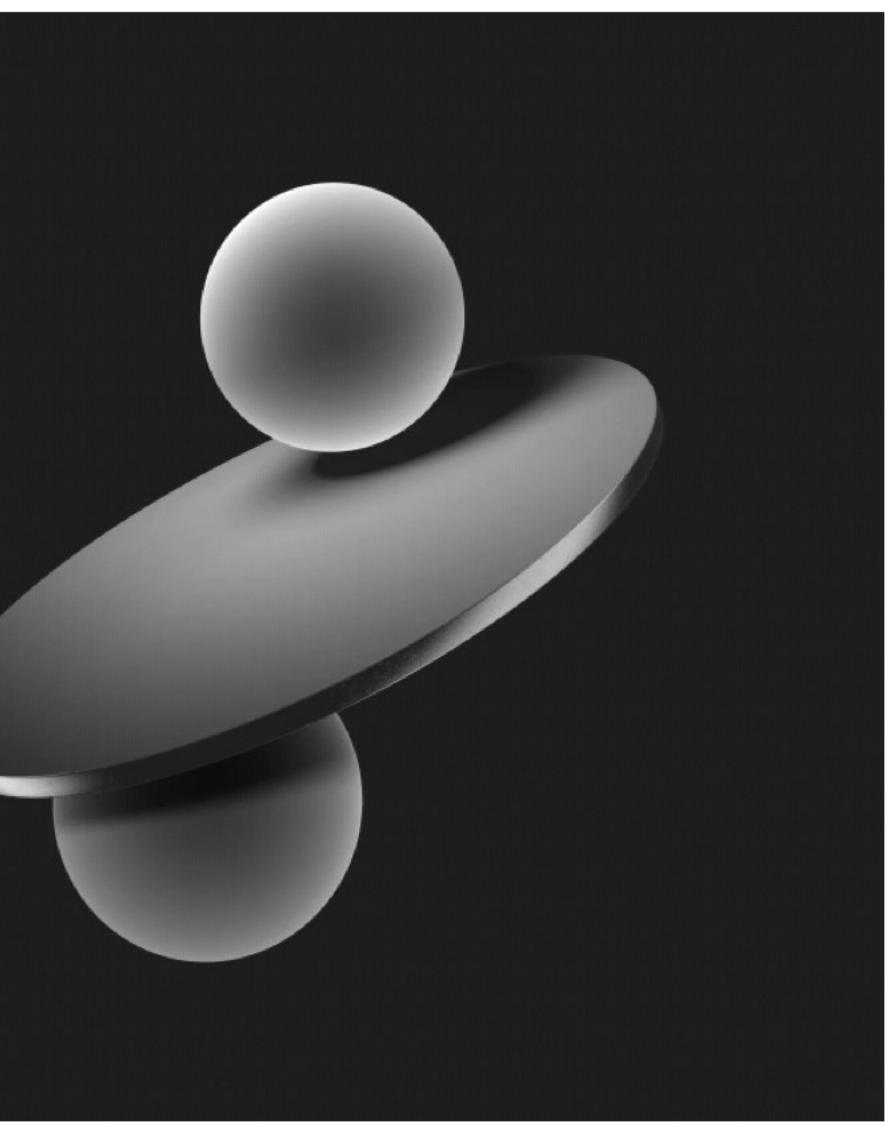
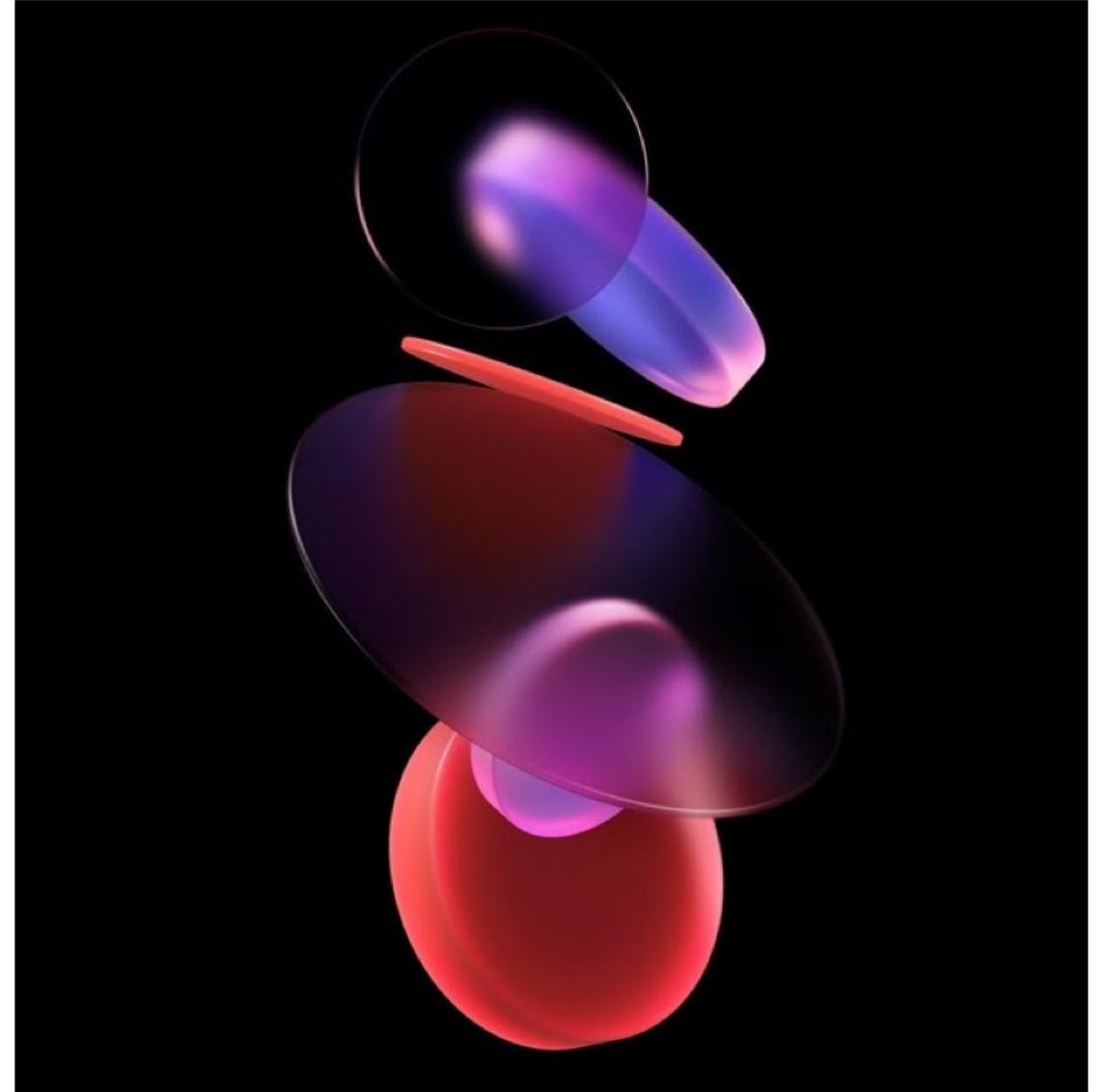
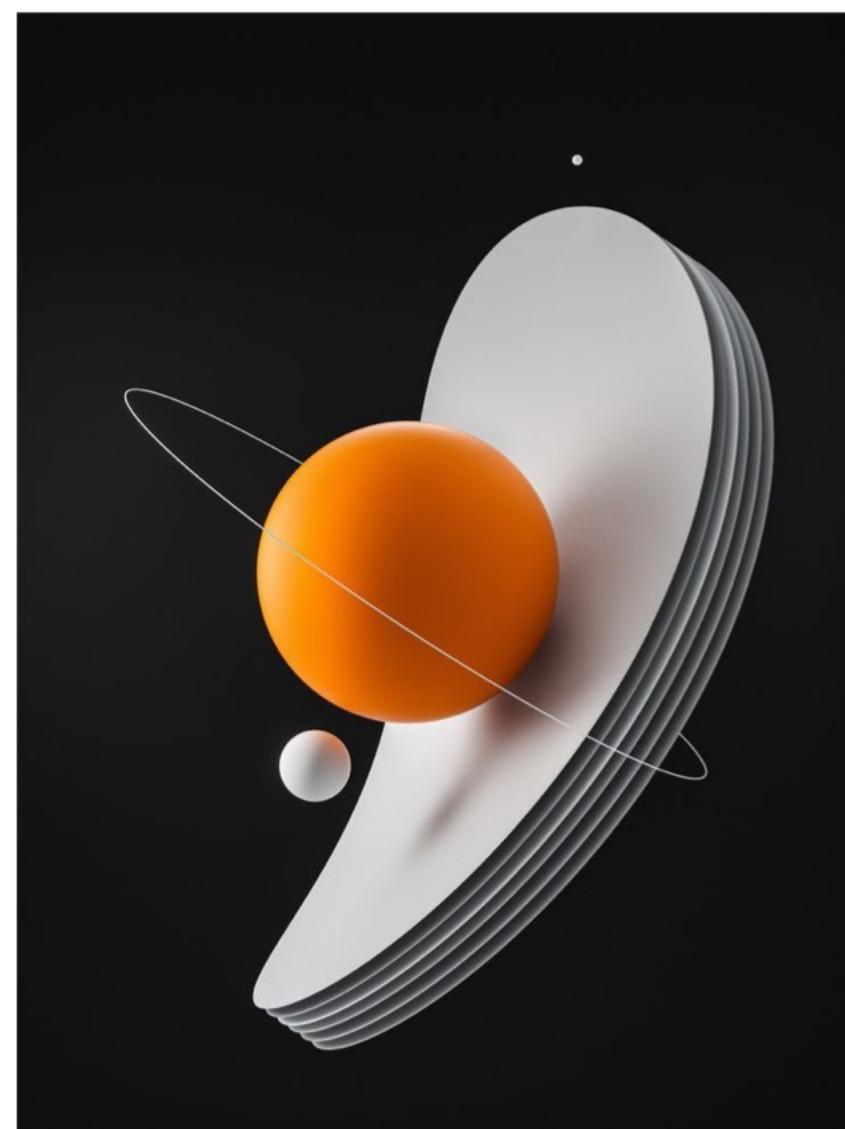
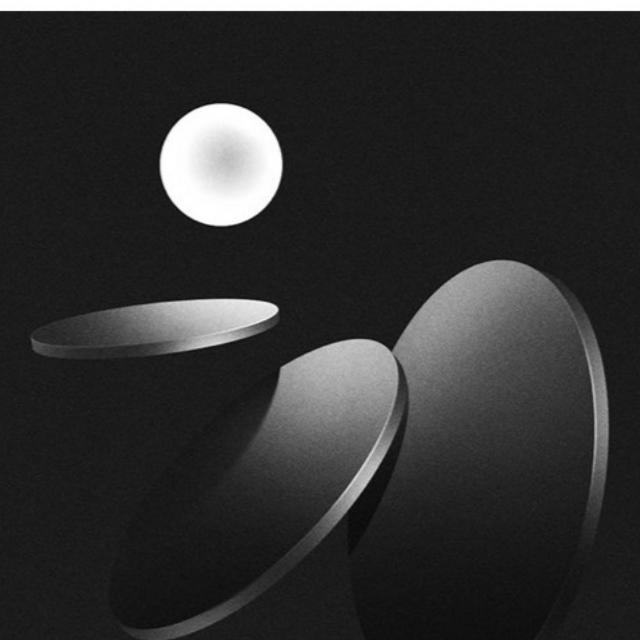
Depth, contrast, and intentional shadowing help the light feel intense and dimensional.



## PRODUCT PHOTOGRAPHY MOODBOARD EXAMPLES

### Sculpted Simplicity

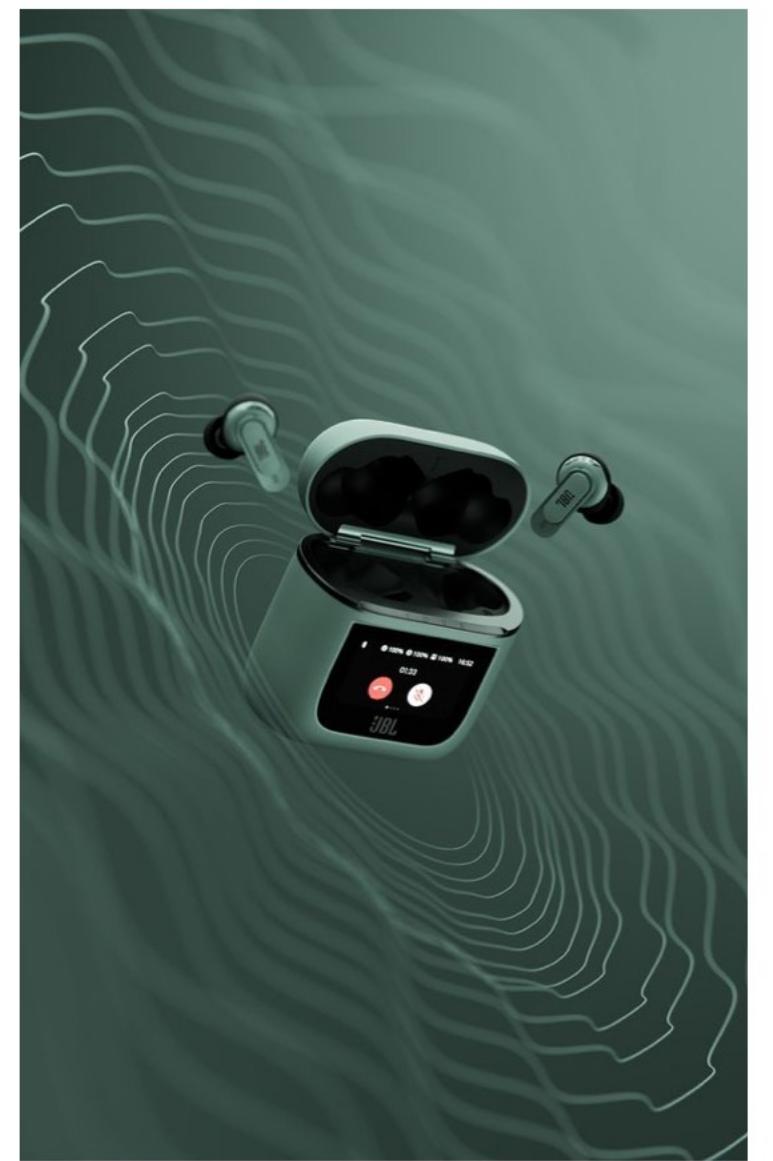
Design a striking monochromatic environment built from spherical and ovoidal forms that introduce visual tension and rhythm. These abstract shapes serve as a dramatic stage, framing the product in unexpected, sculptural ways. The result is a bold, minimal aesthetic that draws the eye and allows the product to stand out with clarity and impact.



## PRODUCT PHOTOGRAPHY MOODBOARD EXAMPLES

### Rendered Realism

Use abstract, rendered graphics to enhance and draw focus to the product. This approach blends photography with post-production techniques to create a visual style that feels intentionally surreal yet believable—striking a balance between realism and artifice to elevate the overall presentation.



## PRODUCT PHOTOGRAPHY MOODBOARD EXAMPLES

### Eccentric Illumination

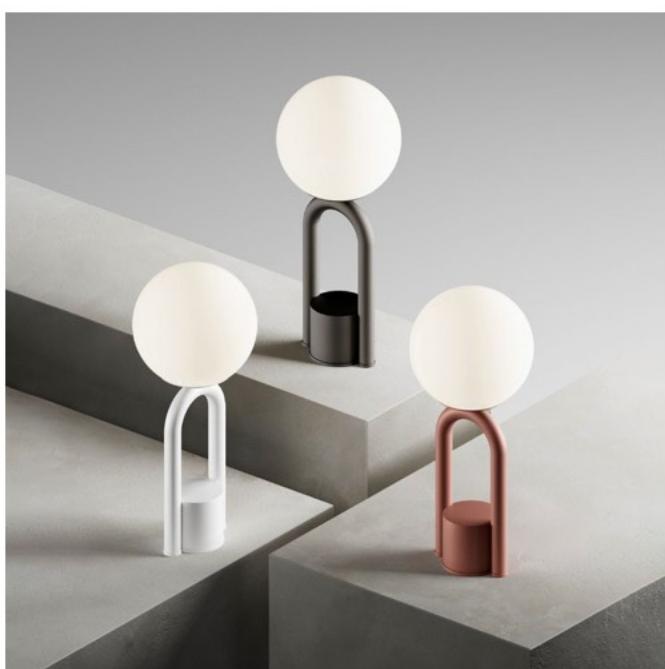
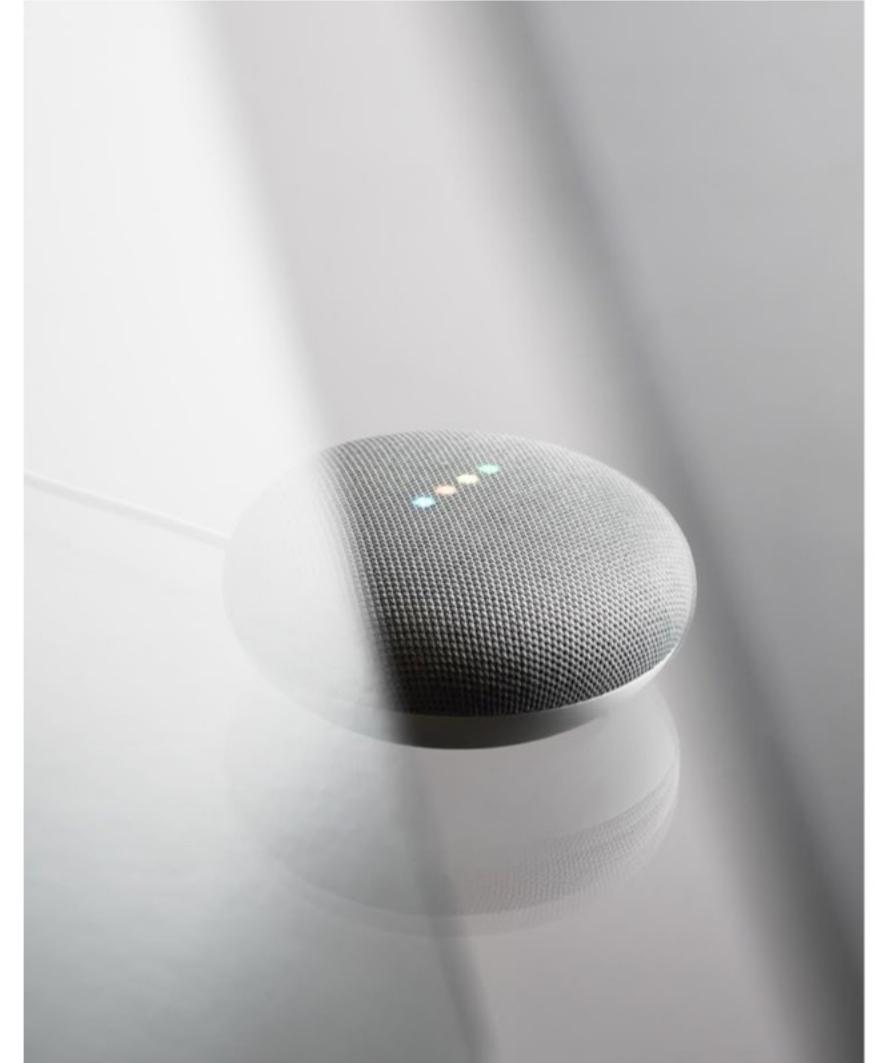
Present the product with dramatic, gradient-infused lighting—using techniques like backlighting and spotlighting to create depth and dimensionality. The environment should feel eccentric and otherworldly, evoking a sense of mystery and futuristic intrigue. The overall aesthetic is sleek, high-tech, and visually arresting, drawing viewers into a world that's both strange and sophisticated.



## PRODUCT PHOTOGRAPHY MOODBOARD EXAMPLES

### Essential Beauty

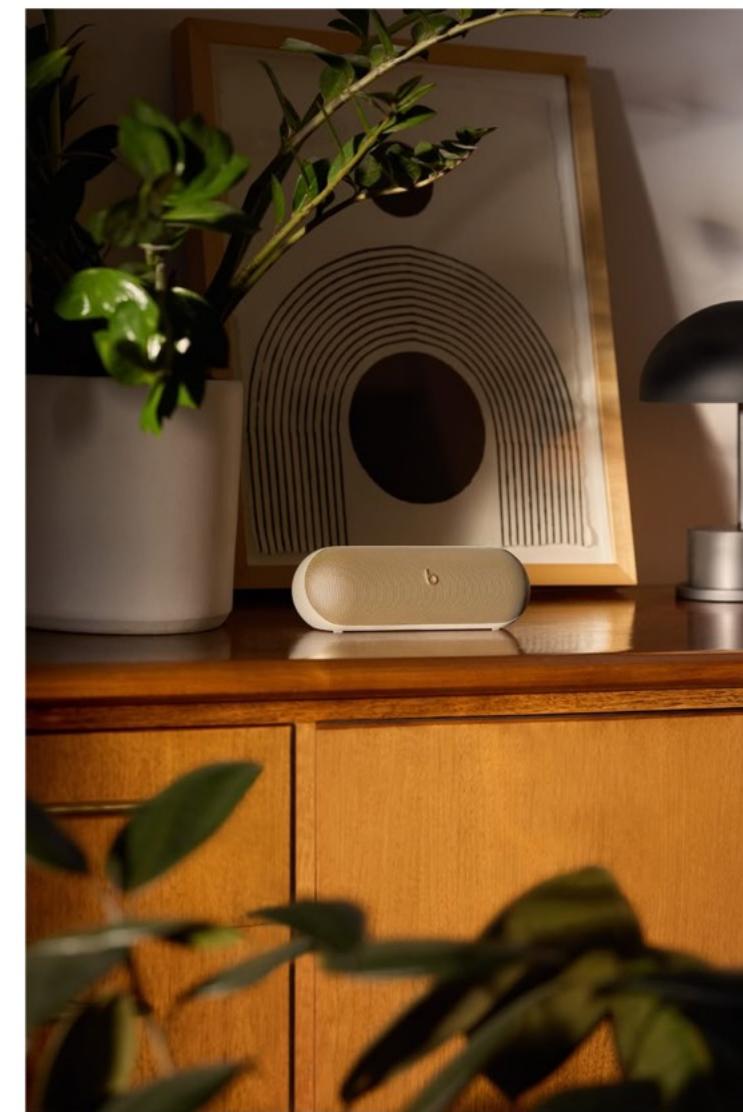
Showcase the product in a clean, minimal environment using bright, soft natural lighting that highlights its form and detail. Capture it from thoughtful, unexpected angles to emphasize its craftsmanship and design. The setting should feel refined and understated, allowing the product's inherent beauty to take center stage without distraction.



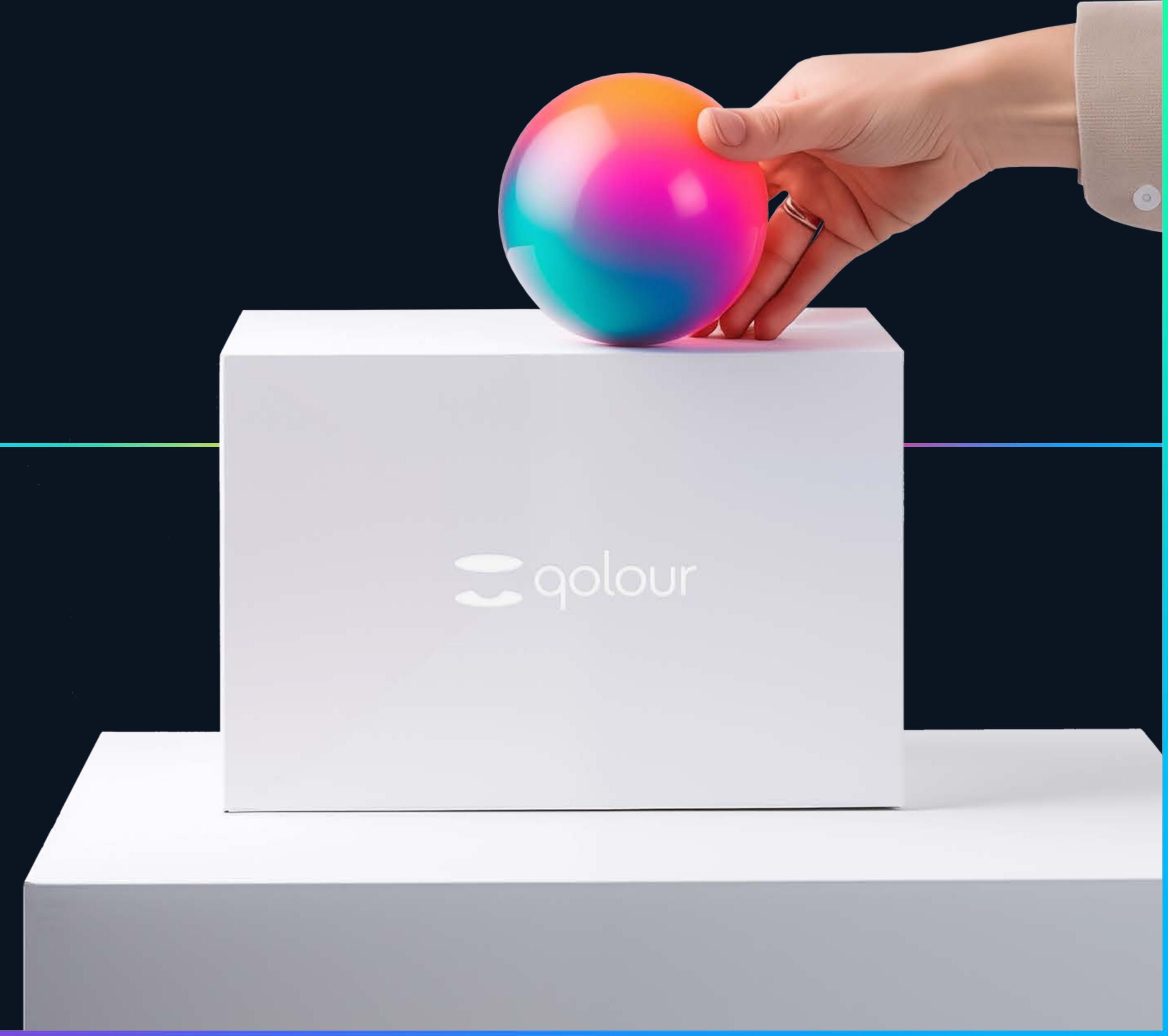
## PRODUCT PHOTOGRAPHY MOODBOARD EXAMPLES

### Mood-driven product focus

Showcase the product in natural environments with thoughtful composition and atmospheric lighting. The product remains the clear focal point, while the surrounding setting enhances the mood and reinforces the product's presence without distraction.



# Application



A person in a dark suit walks away from a large, brightly lit stage. The stage features a large digital screen displaying a vibrant rainbow gradient. The background shows the interior of a modern building with structural elements and a sign that reads "AR".

The power of quantum  
is in your hands.

qolour



PRODUCTS

COURSES

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# The power of quantum in your hands.



See how it works







qolour

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Founder & CEO

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e: sohum@qolour.io

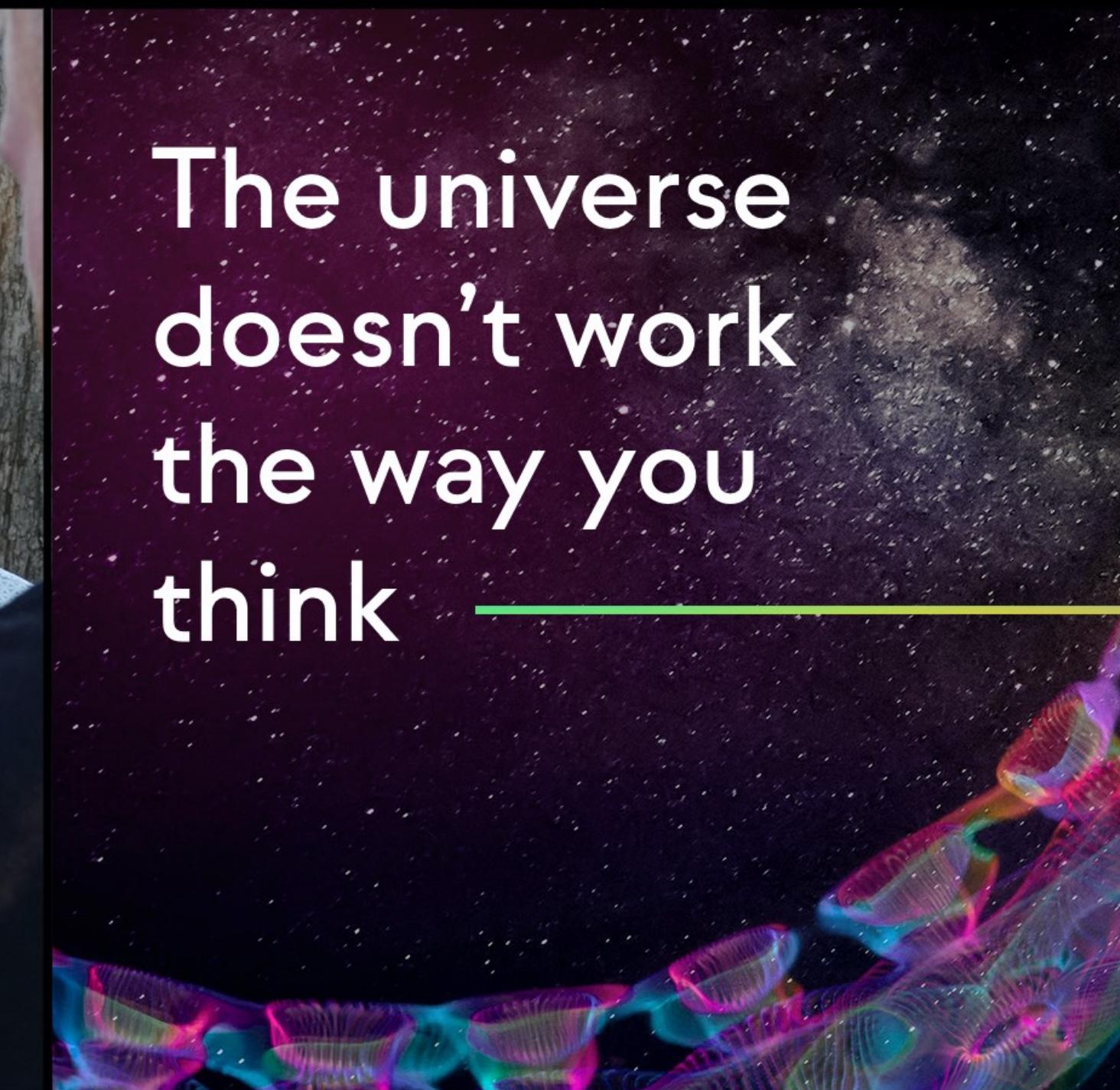
Illuminating the invisible.

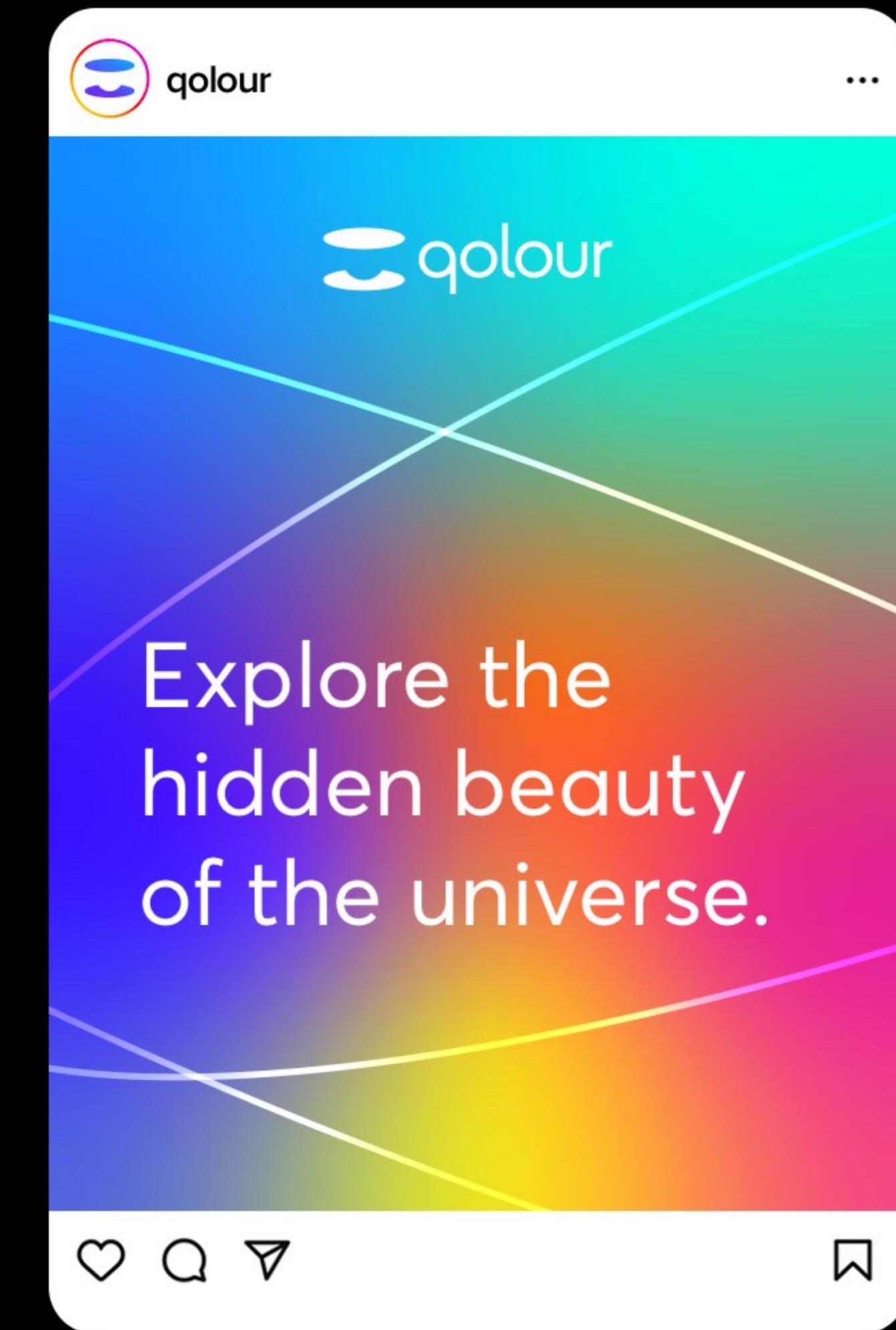
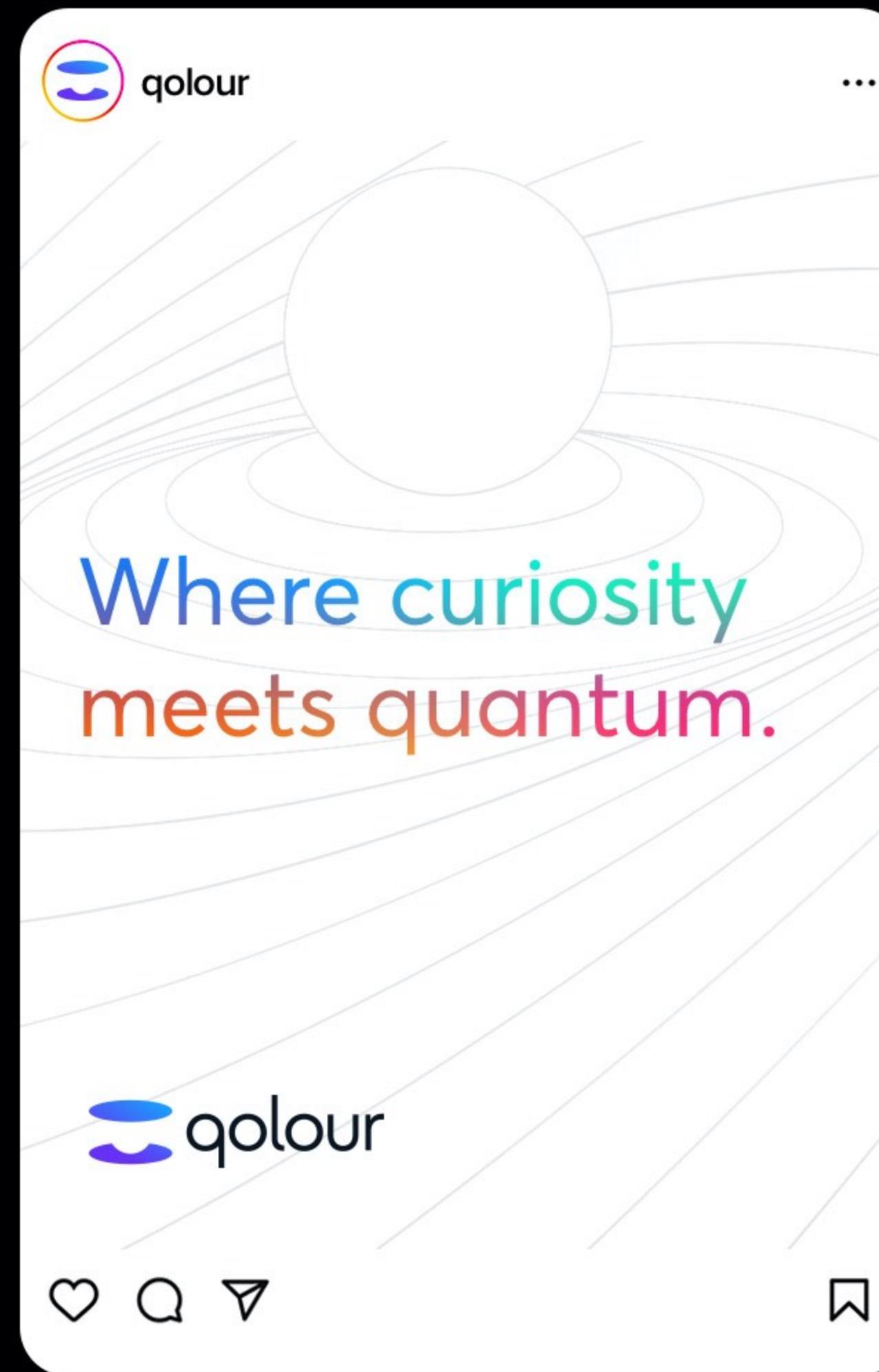
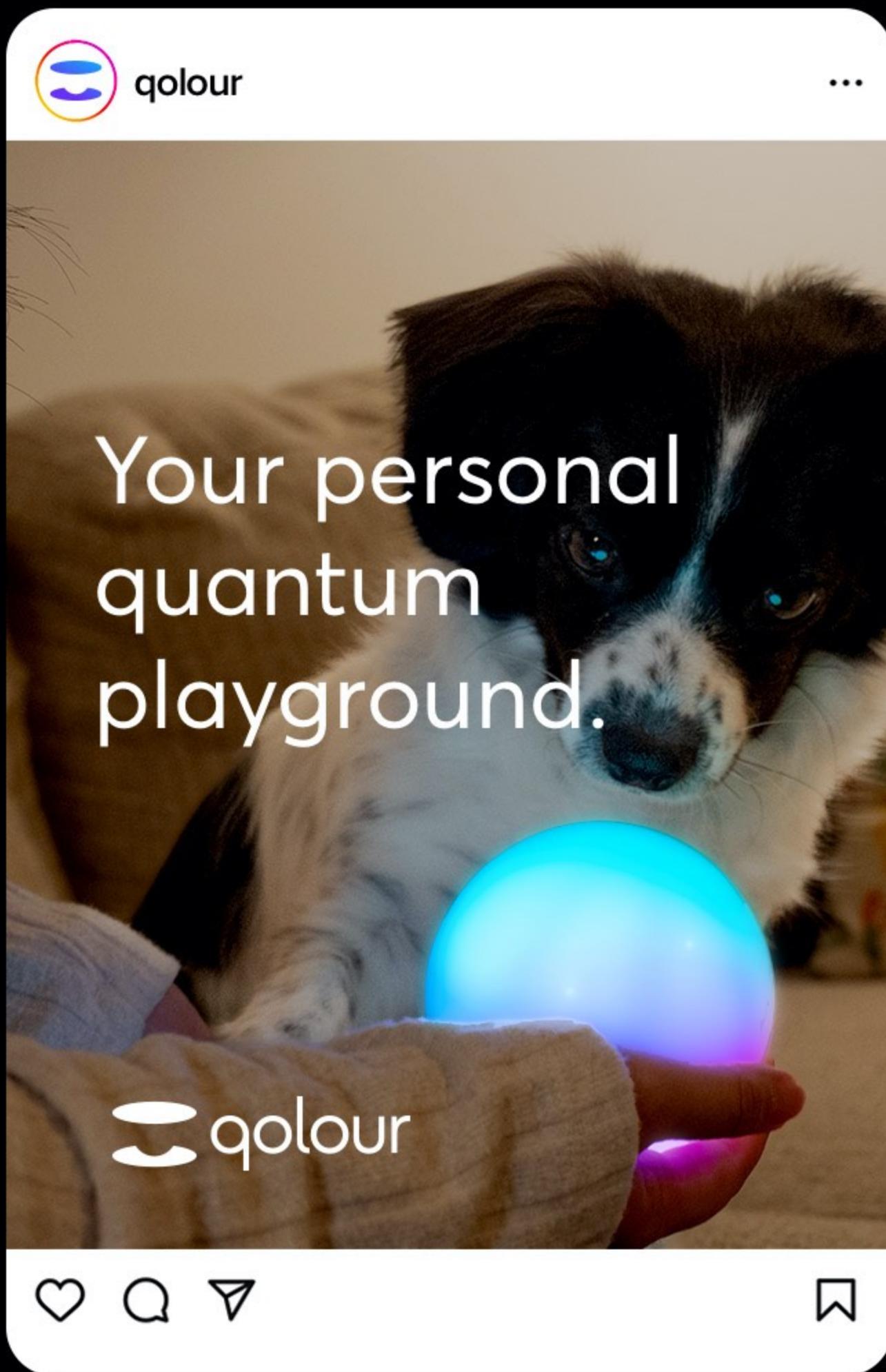
The background features a vibrant, abstract design. It consists of several overlapping circles in shades of orange, yellow, pink, purple, and blue. A prominent diagonal line, starting from the top-left corner and ending at the bottom-right, cuts across the composition. The overall aesthetic is modern and dynamic.

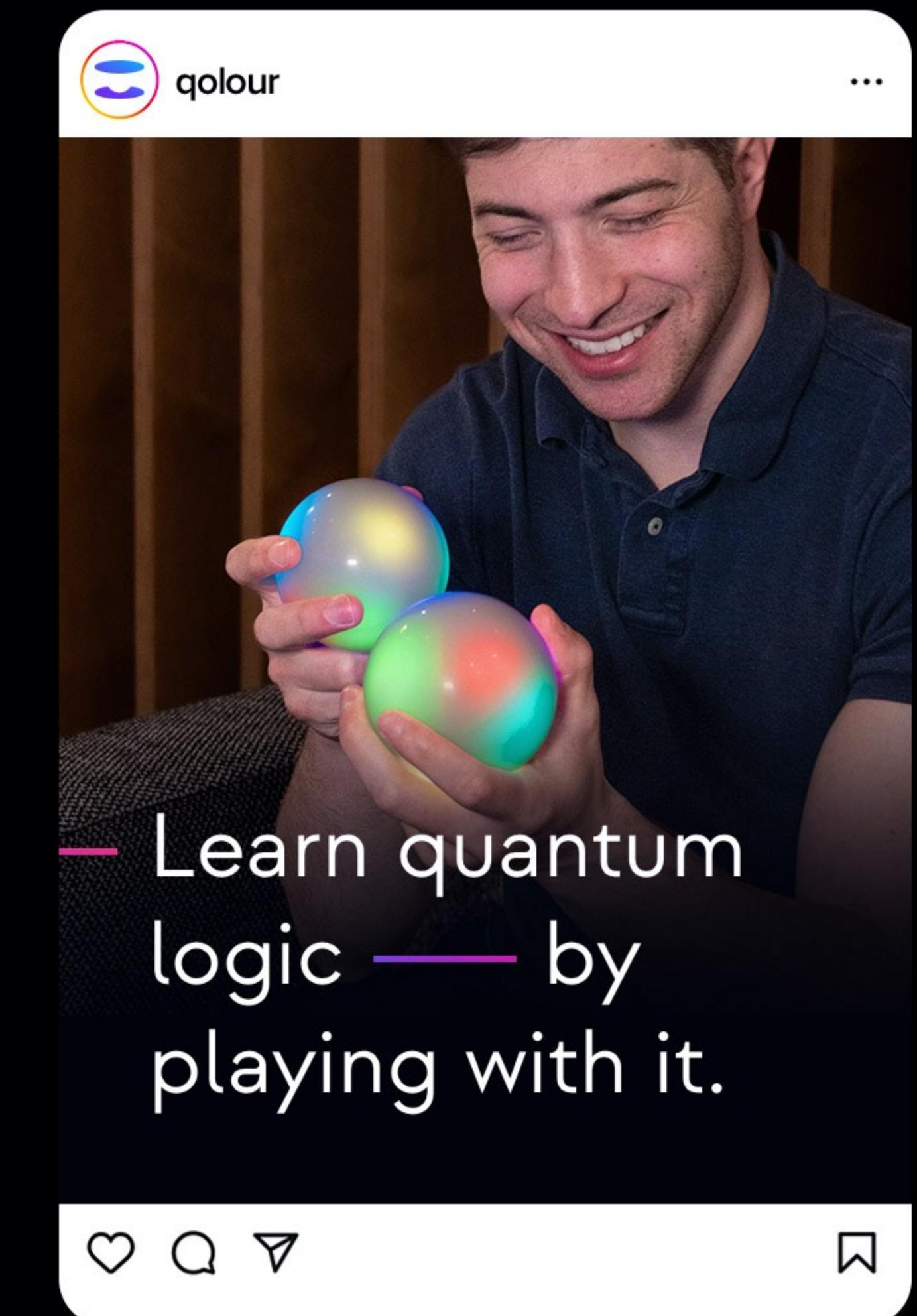
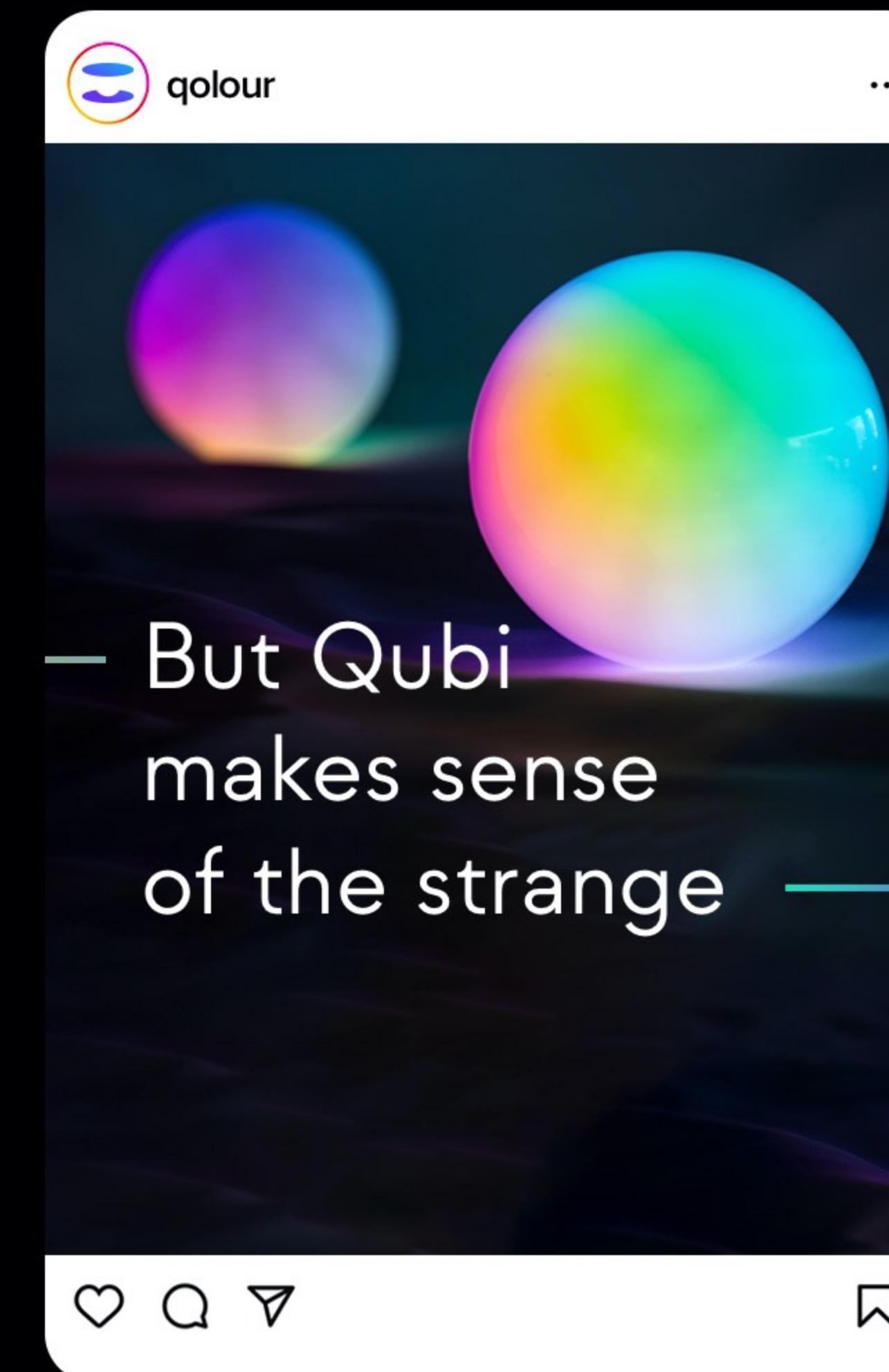
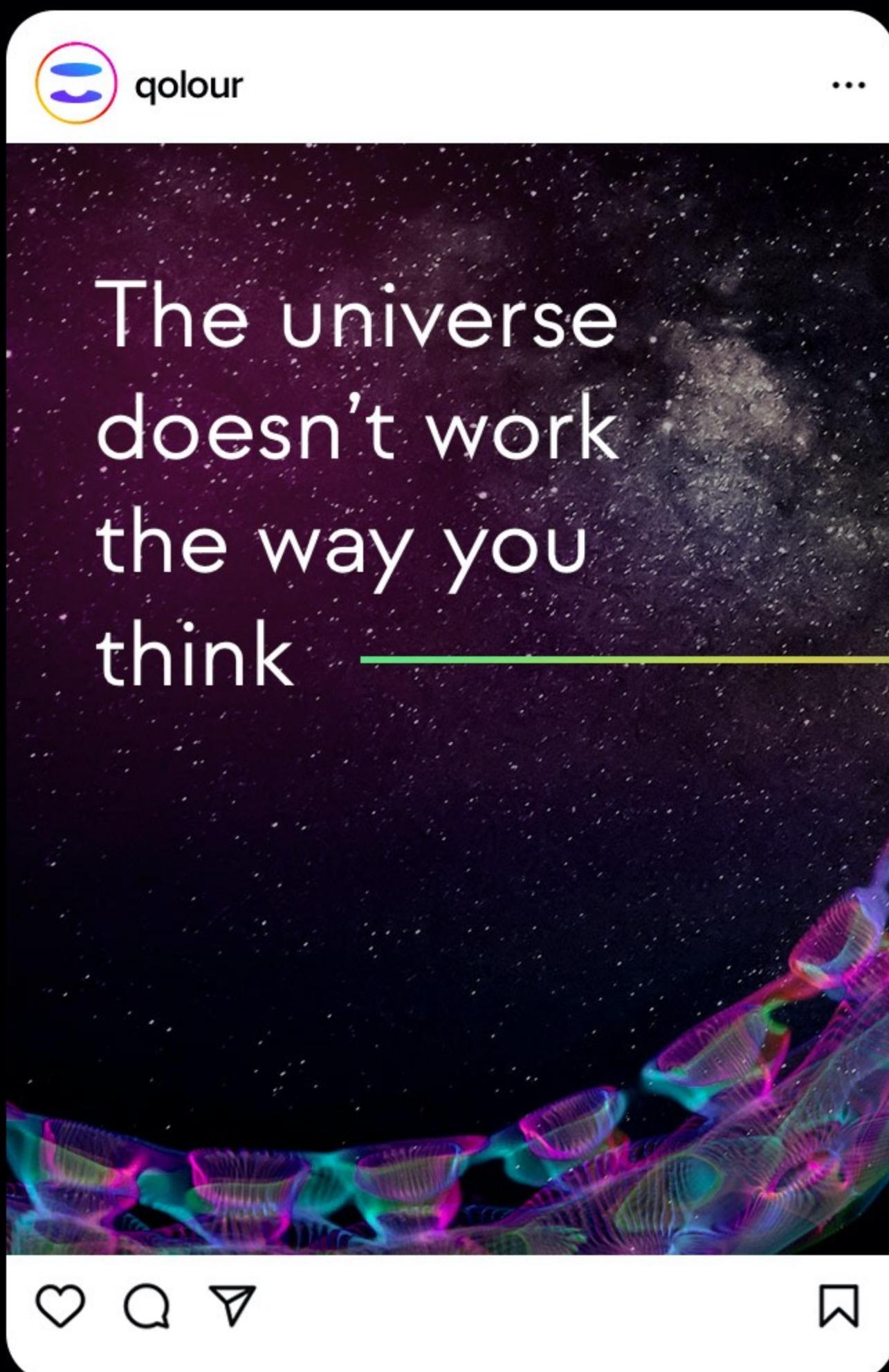
understand the un  
known.









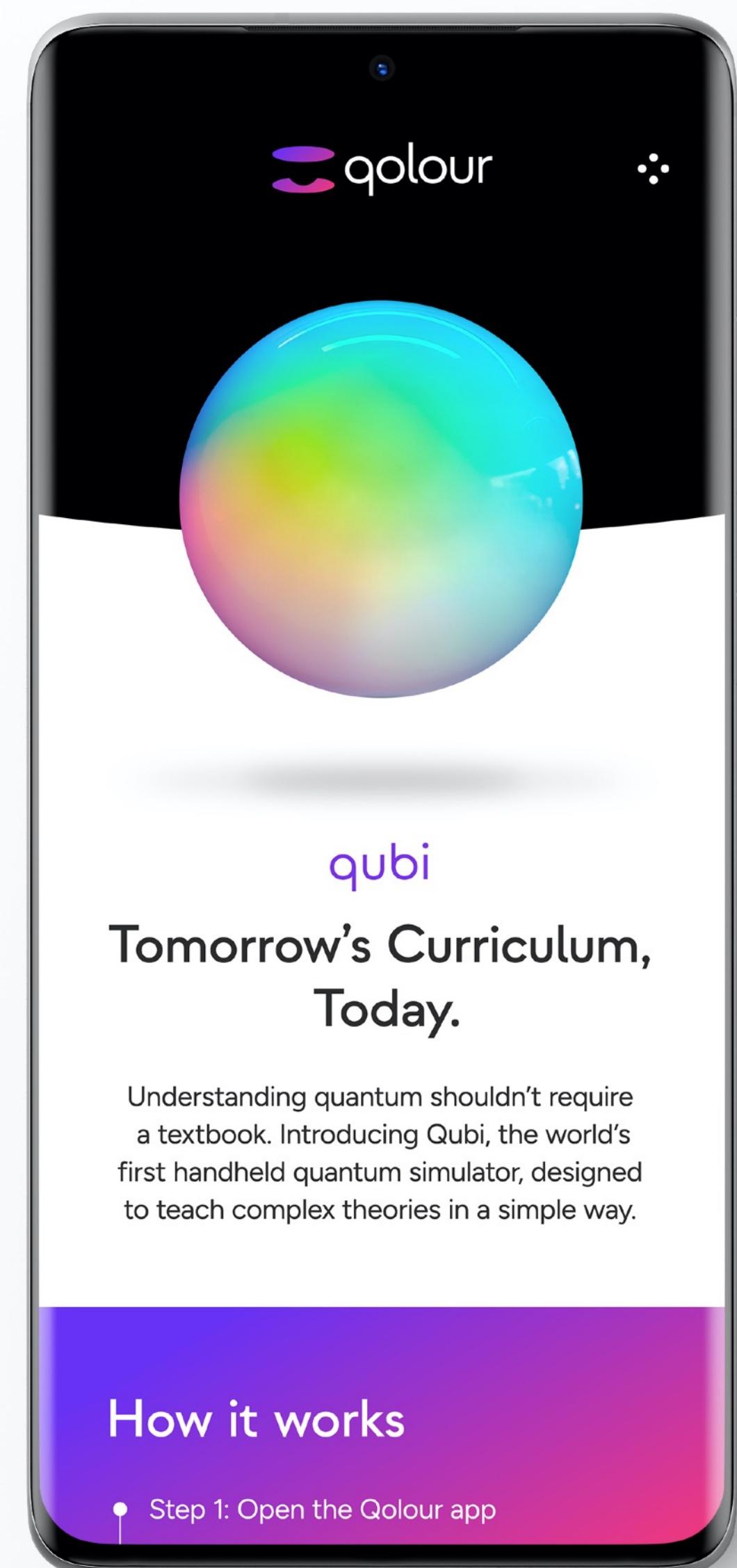






Weirdly **fun.**

Discover quantum  
like never before.





Sohum Thakkar  
FOUNDER & CEO

qolour

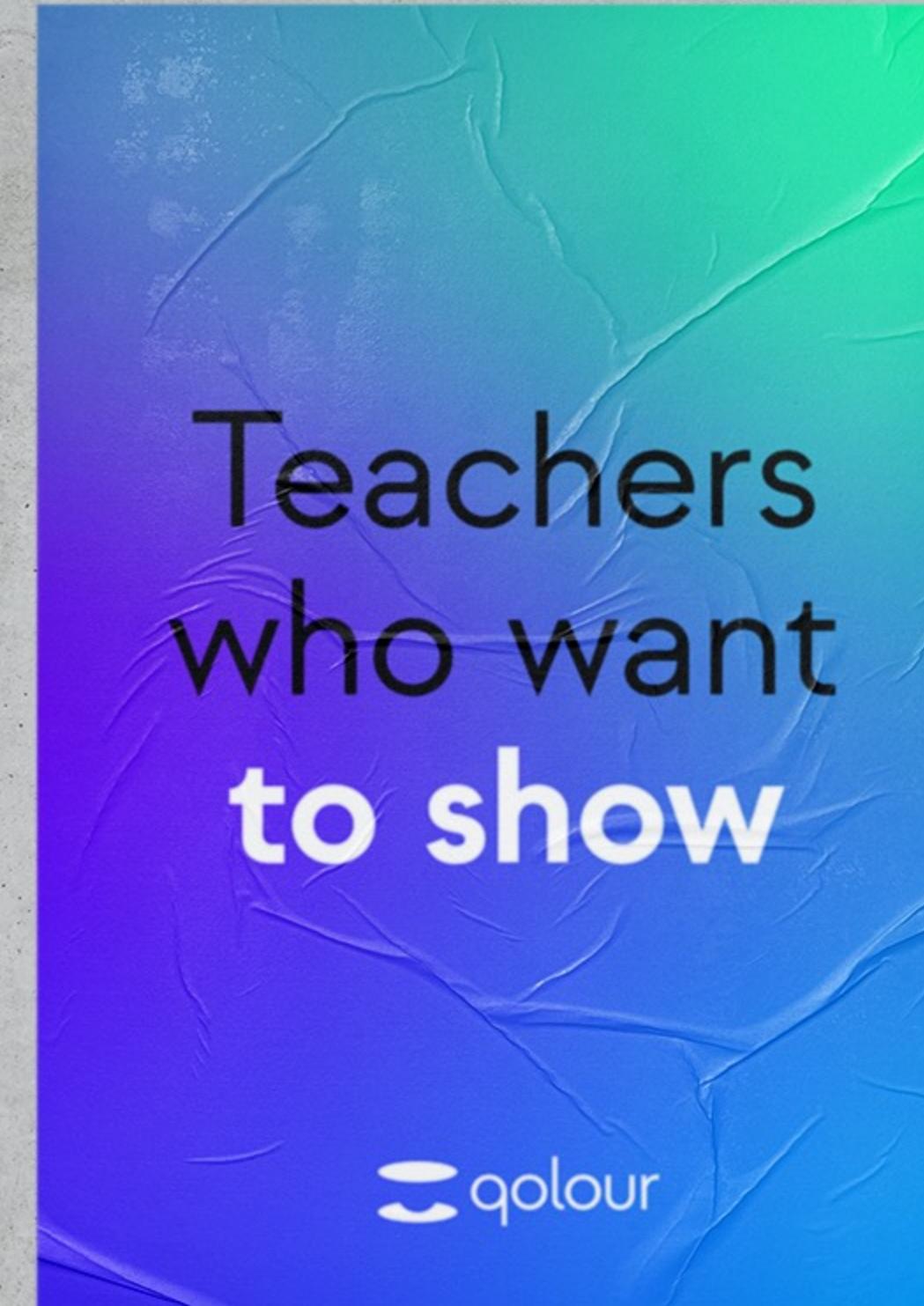


The future of quantum  
is in your hands.

qolour



Kids  
who want  
**to play**



Teachers  
who want  
**to show**



Scientists  
who want  
**to test**



People  
who want  
**discover**





qolour

the future of quantum is in your hands

# Messaging

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## MESSAGING

The future of quantum is in your hands.

A personal quantum playground.

The power of quantum is in your hands.

The interactive quantum experience.

Where curiosity meets quantum.

Unlock the secrets of quantum.

Illuminating the invisible.

Take quantum beyond the blackboard.

Your personal quantum playground.

The next era of science starts in your hands.

Explore the hidden beauty of the universe.

Quantum isn't just for physicists anymore.

Learn the universe from the inside out.

Real science. Real fun. Really quantum.

Learn quantum by playing with it.

Quantum concepts—kid-tested and expert approved.

## MESSAGING

Understanding quantum shouldn't require a textbook.

Quantum is here. Are you ready to understand it?

Tomorrow speaks in qubits. Start the conversation today.

Teaching the world how the world really works.

Welcome to the unseen world.

Quantum Tools for Human Brains.

Teaching Tomorrow's Physicists.

Understand the Uncertainty.

Tomorrow's Curriculum, Today.

Designed for the Next Generation of Minds.

Understand the unknown.

Make your kids smarter than you.

Quantum is complicated. We make it simple.

Become fluent in the language of tomorrow.

Alter reality with your hands.

Bend the rules of reality.

## MESSAGING

Weirdly fun.

Learn quantum like never before.

Play with the rules of reality.

The next big thing is incredibly small.

(Quantum) tricks are for kids.

A quantum teaching method for kids,  
teachers, scientists, and everyone in between.

Discover nature's true nature.

Qubi is for:

Kids who want to play.

Teachers who want to show.

Scientists who want to test.

People who want to discover.

THE END

