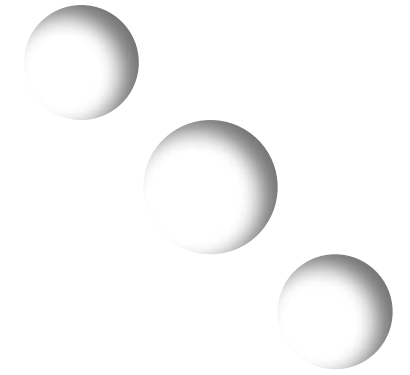


Contents

| | |
|------------------------|----|
| Background | 02 |
| Logo | 04 |
| Primary version | 05 |
| Other versions | 06 |
| Protection area | 07 |
| Sizing and positioning | 08 |
| Logo in use | 09 |
| Use with other logos | 10 |
| Colour palette | 12 |
| Typeface | 13 |
| Things to avoid | 15 |
| Master logo artworks | 17 |



Background

The UK National Quantum Technologies (UKNQT) Programme was set up in 2013 following significant investment by the Government into the areas of quantum technologies, with the ambition of harnessing its potential across a range of applications. The aim is to ensure the successful transition of quantum technologies from laboratory to industry.

Quantum Technologies involve the control and manipulation of quantum states to achieve results not possible with classical matter. They are in a sense the next step on from nanotechnology - not only transforming the scale of the system but exploiting the laws of physics in radically new ways.

The Programme will be delivered by a number of partners including:

Engineering and Physical Sciences Research Council (EPSRC)

Innovate UK

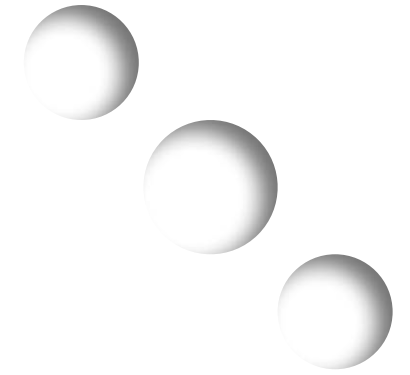
Defence Sciences and Technology Laboratory (DSTL)

Department for Business Innovation and Skills (BIS)

National Physical Laboratory (NPL)

Government Communications Head Quarters (GCHQ)

The Knowledge Transfer Network (KTN)



Purpose

The UKNQT Programme logo has been developed to ensure the Programme has a simple and recognisable identity from the outset and one that will still be valid if the programme expands and more partners become involved.

The UKNQT Programme logo will:

- Help to position the UK as one of the leading countries for both research and innovation in quantum technologies by providing a simple and recognised identity for all the research and development that is being carried out across UK academia and industry
- Help ensure that communications are clear and consistent by providing a single identity across all the partners involved in delivering the programme.

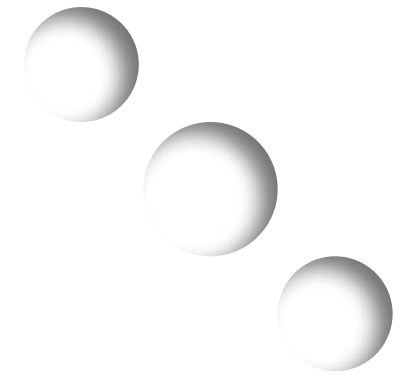
Logo

To create a distinctive and memorable identity, we must maintain the consistent use of our logo across all applications.

The UKNQT Programme identity is a valuable asset and we have a responsibility to protect that value by managing its use.

These guidelines contain the elements necessary for you to design with the NQT Programme identity and provide direction on usage.





Logo: Primary version

The UKNQT Programme logo features a distinctive 'Q' device which has characteristics that represent themes of open exploration, collaboration, precision and breakthrough. The typographic element of the logo adds the qualities of professional excellence, modernity and authority to the identity.

The typeface used in the logo is **Gotham Rounded** in Light and Book weights.

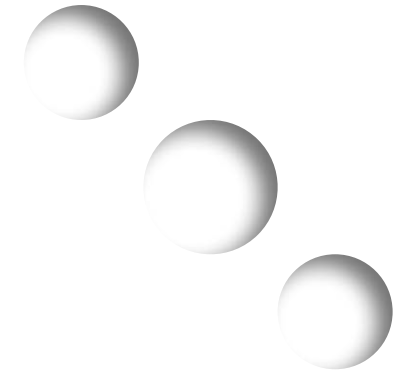
Using the logo consistently across all our corporate literature and materials is a critical factor in building recognition and familiarity of our identity.

For maximum impact the full colour, primary logo is always the preferred version and should be used, wherever possible, on a white background.



Primary logo colours

| Blue | | | Mid-blue | | |
|----------|-------------|----------|----------|------------|-------------|
| Pantone® | CMYK | RGB | Pantone® | CMYK | RGB |
| 7462C | 100-60-0-25 | 0-75-139 | 652C | 50-30-0-12 | 129-152-196 |



Logo: Other versions

Shown below are the black and white-out versions of the logo. These should be used for single colour printing or when media and production conditions are limited.

White-out

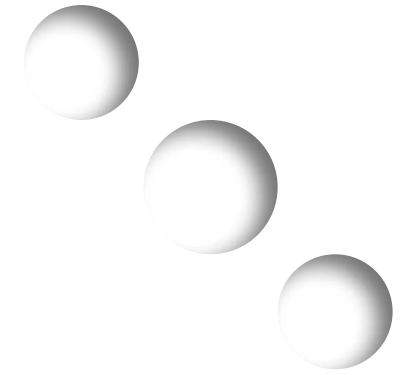
Use on solid, dark backgrounds



Black

Use when media and production conditions are limited



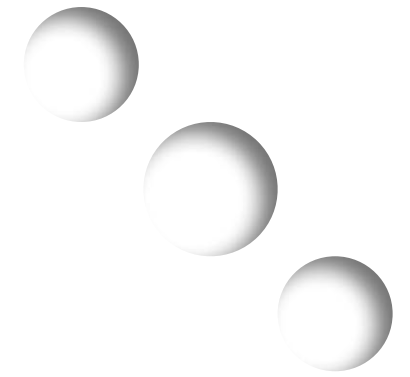


Logo: Protection area

To maintain maximum impact and clarity, a protection area around the logo must be observed. Graphic elements, including images, other logos and typography, must not break into this protection area.



x = exclusion zone



Logo: Sizing and positioning

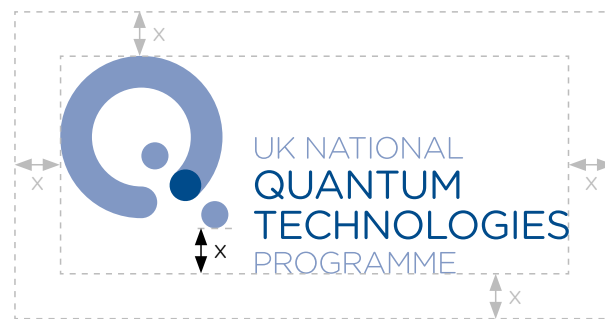
To ensure legibility of the logo, it must not be used smaller than the minimum size indicated below.

To maintain consistency, a size guide has been established to set standards for the size of the logo across different applications.

Sizing

To maintain consistency please use the following logo size guide:

- A5 X = 4mm
- A4 X = 6mm
- A3 X = 8mm

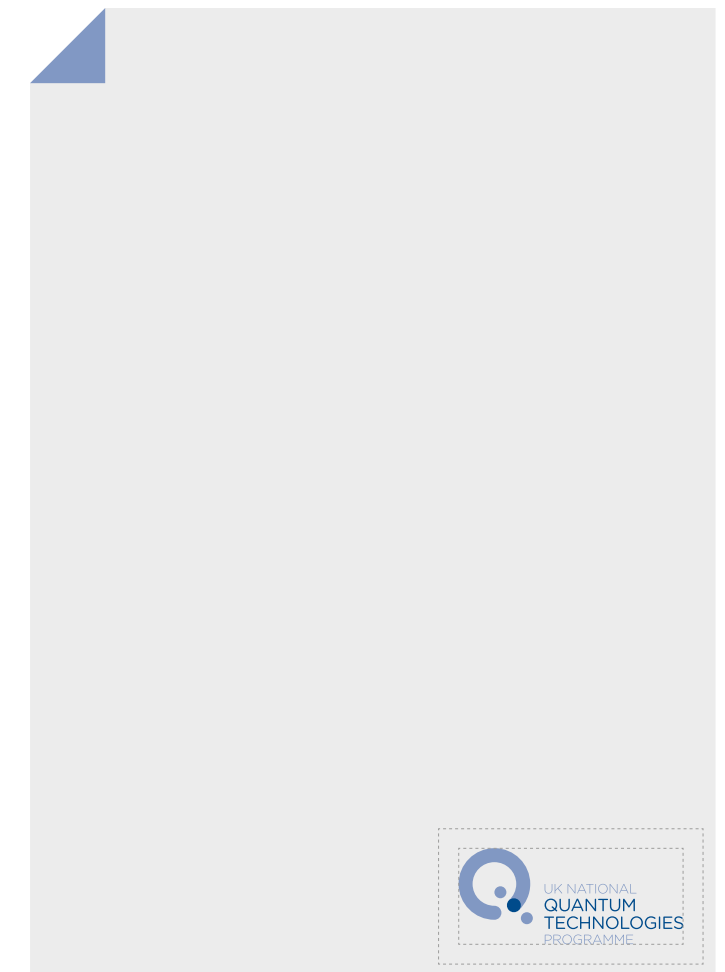
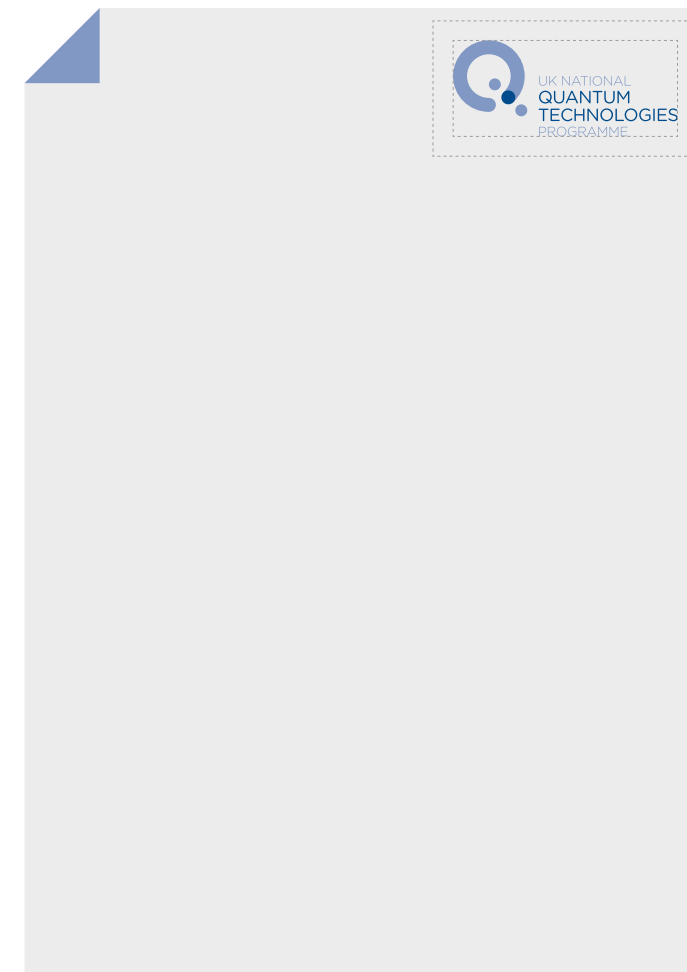


Positioning

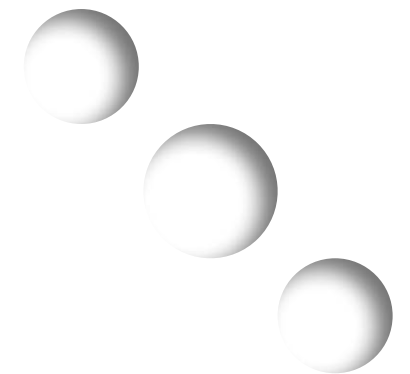
Wherever possible, the logo should be positioned in the top right- or bottom right-hand corner. Always follow the exclusion zone when positioning the logo.

Minimum size

To maintain legibility it is recommended that the logo is never used at a size that is less than 35mm wide.



UK NATIONAL QUANTUM TECHNOLOGIES PROGRAMME



Logo: In use

The UKNQT logo has been developed for use across all channels including print, online and social media.



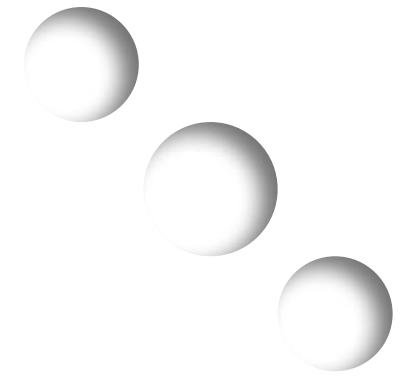
PowerPoint template



Report front cover



Online/social media



Logo: Use with other logos

Clearly when working with partner logos there are other identity guidelines to adhere to but wherever possible the following guidelines should be adhered to.

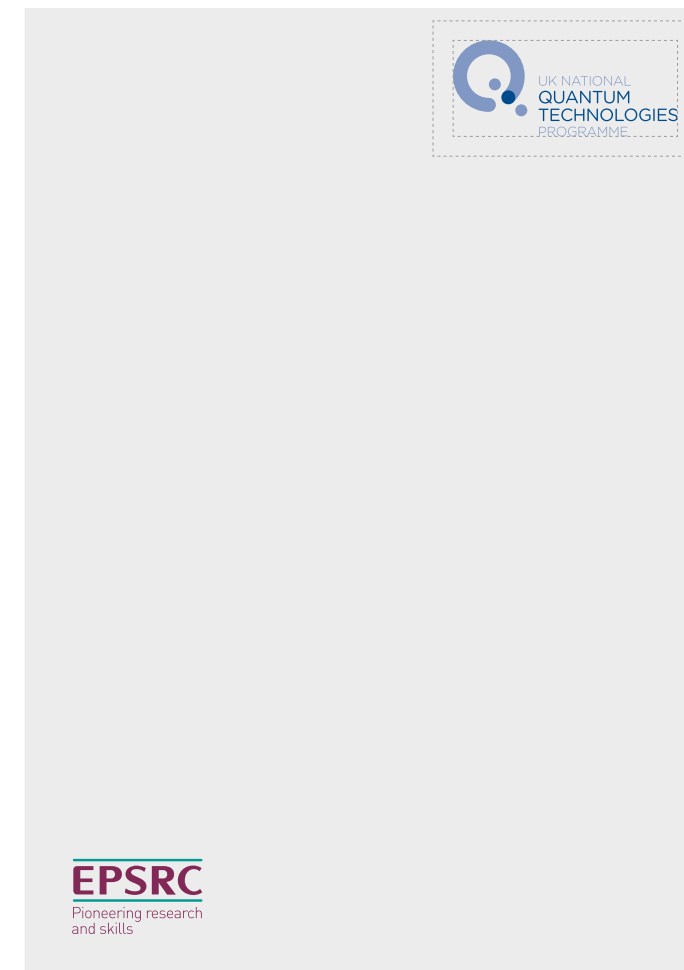
When placing the UKNQT Programme logo alongside other logos, always ensure that the protection area is adhered to (see page 07).

When producing a communications piece that is about the overall UKNQT Programme the UKNQT Programme logo should be positioned at the top and partner logos, if required, at the bottom (Example A).

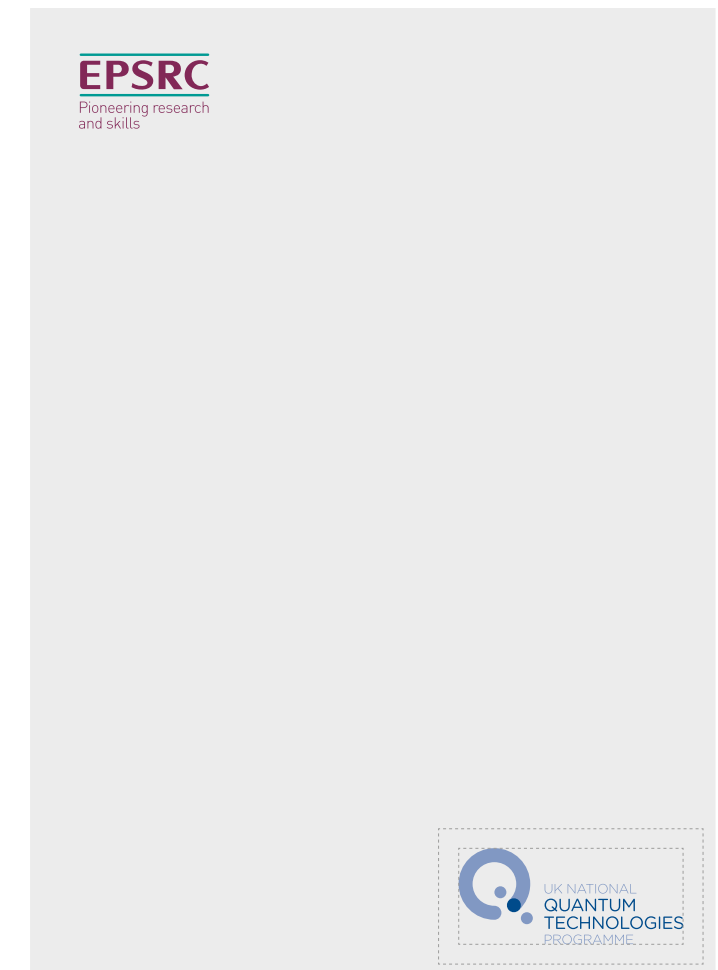
When producing a communications piece that is led by a partner, the partner logo should be positioned at the top and the UKNQT Programme logo at the bottom (Example B). Individual projects should be referenced in relation to the overall UKNQT programme, for example: Research supported by EPSRC as part of the UK Quantum Technology Programme.

The following boiler plate should be included wherever possible to show all the partners involved:

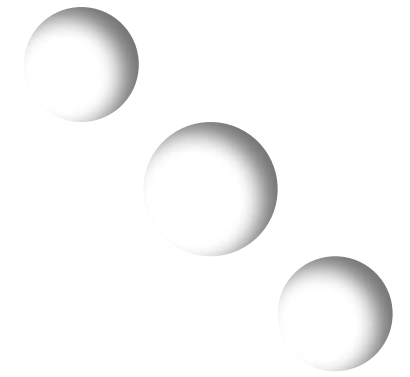
The UK National Quantum Technologies Programme aims to ensure the successful transition of quantum technologies from laboratory to industry. The programme is delivered by EPSRC, Innovate UK, BIS, NPL, GCHQ and DSTL.



(Example A)



(Example B)



Colour palette

The primary colours are taken from the logo and, along with white, should be used dominantly through all communications. Using these colours consistently will build recognition for the programme.

The secondary palette can be used to create emphasis and to highlight key information within documents. The secondary palette should never dominate a design. Tint percentages have been specified to offer more flexibility across all communications.

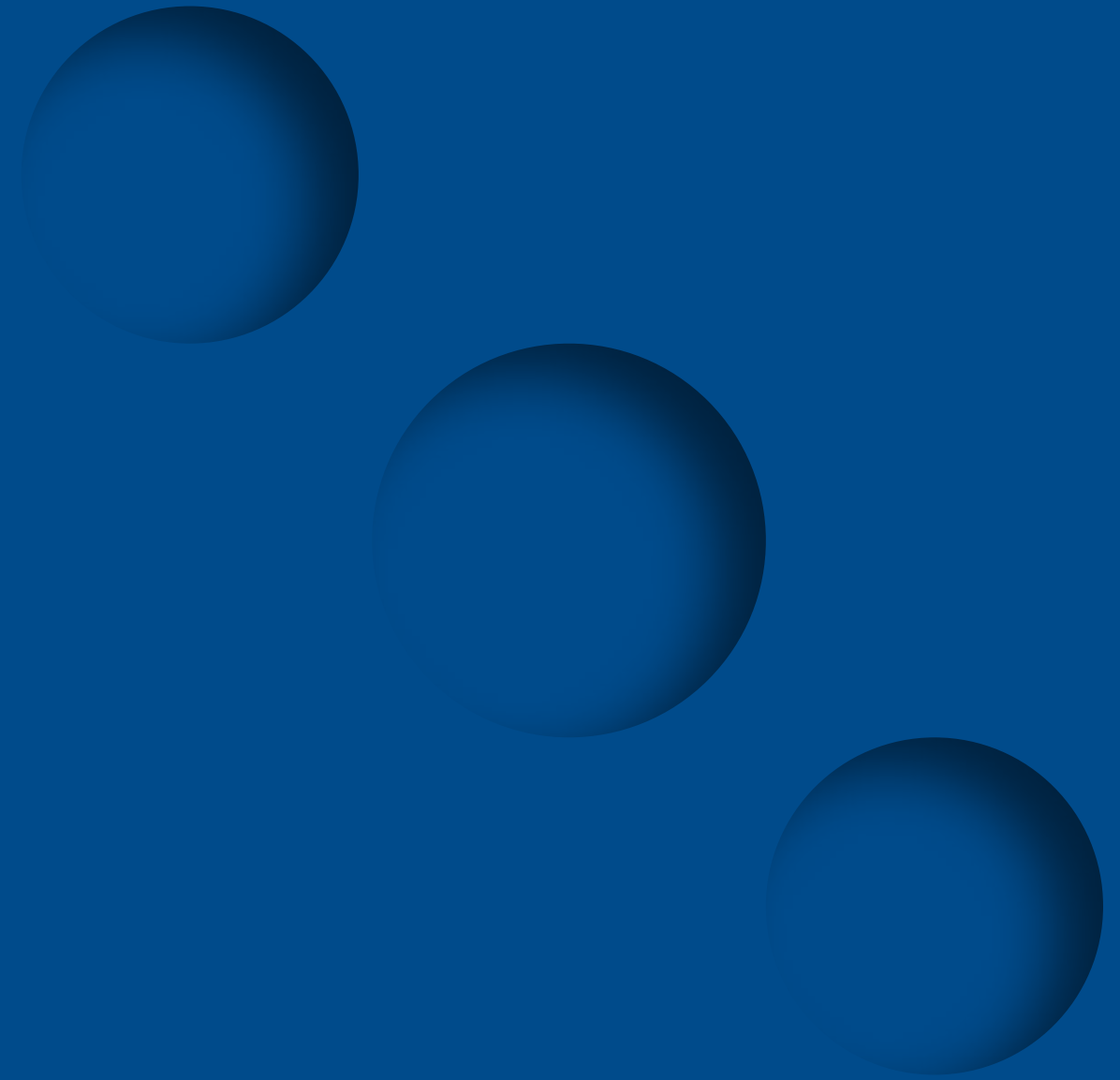
| Blue | | | Mid-blue | | | Orange | | | Bright green | | | Light grey | | |
|----------|-------------|----------|----------|------------|-------------|----------|------------|-----------|--------------|------------|------------|--------------|----------|-------------|
| Pantone® | CMYK | RGB | Pantone® | CMYK | RGB | Pantone® | CMYK | RGB | Pantone® | CMYK | RGB | Pantone® | CMYK | RGB |
| 7462C | 100-60-0-25 | 0-75-139 | 652C | 50-30-0-12 | 129-152-196 | 716C | 0-60-100-0 | 239-125-0 | 390C | 40-0-100-0 | 175-202-11 | Cool Gray 4C | 0-0-0-35 | 189-188-188 |
| 70% | | | 70% | | | 70% | | | 70% | | | 70% | | |
| 30% | | | 30% | | | 30% | | | 30% | | | 30% | | |
| 10% | | | 10% | | | 10% | | | 10% | | | 10% | | |

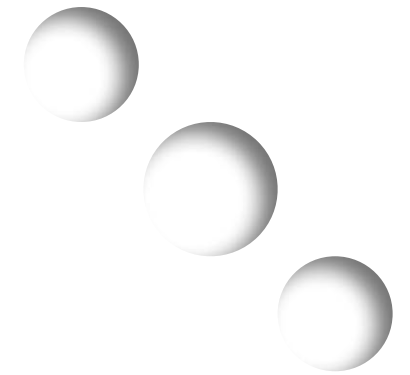
Approved tint values

PANTONE® is Pantone Inc's check-standard trademark for colour reproduction and colour reproduction materials. Do not match visual colours in this document for reference as they may not reproduce accurately.

Typeface

The consistent use and application of typography will provide visual harmony when working with the UKNQT Programme identity.





Typeface

The UKNQT Programme uses Gotham Rounded as its typeface. It is used to present messages in an open, confident and clear way.

Type style

Gotham Rounded Light is the weight of type that should be used for all headings and most other text. Gotham Rounded Book can be used to add occasional emphasis. This may be through the use of subheadings, captions or copy highlights.

Legibility

The colour of text should be carefully considered to ensure appropriate standout against colour backgrounds and/or photography.

Generous proportions in leading (line spacing) should be applied to text. A minimum of two points greater than the type size should be used to preserve legibility and good aesthetics. For example, the leading for 10pt text should be no less than 14pt.

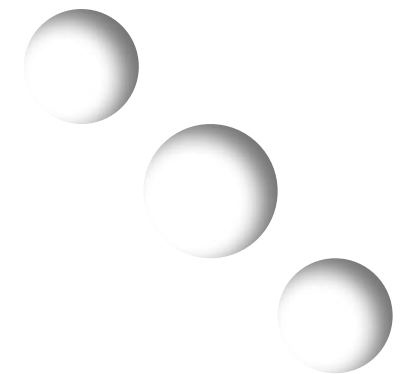
Internal communications

For all in-house, digital communications using software applications such as Microsoft® PowerPoint®, Word® or Outlook®, the Arial typeface should be used.

Gotham Rounded

Gotham Rounded Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ abcdefghijklmnop
qrstuvwxyz 0123456789
@£€%&!?

Gotham Rounded Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ abcdefghijklmnop
qrstuvwxyz 0123456789
@£€%&!?



Logo do-nots

With all identity guidelines, there will be some elements that are open and vulnerable to misinterpretation.

Highlighted here are some situations that should never occur when using the UKNQT Programme logo.



Do not change the colours in the logo



Do not stretch or distort the logo



Do not change the proportions or positions of the logo elements



Do not place on a background that compromises legibility



Do not place on a complicated background or photograph



Do not allow other elements within the exclusion area

Available artwork

All master logos are available as Adobe® Illustrator® CS5 files in CMYK and Pantone® formats for production. They can also be supplied as PNG (RGB) files for digital applications.



Full colour

UKNQT_Logo_CMYK.ai
UKNQT_Logo_Spot.ai
UKNQT_Logo_RGB.png



Black

UKNQT_Logo_Black.ai
UKNQT_Logo_Black.png



White-out

UKNQT_Logo_WO.ai
UKNQT_Logo_WO.png

