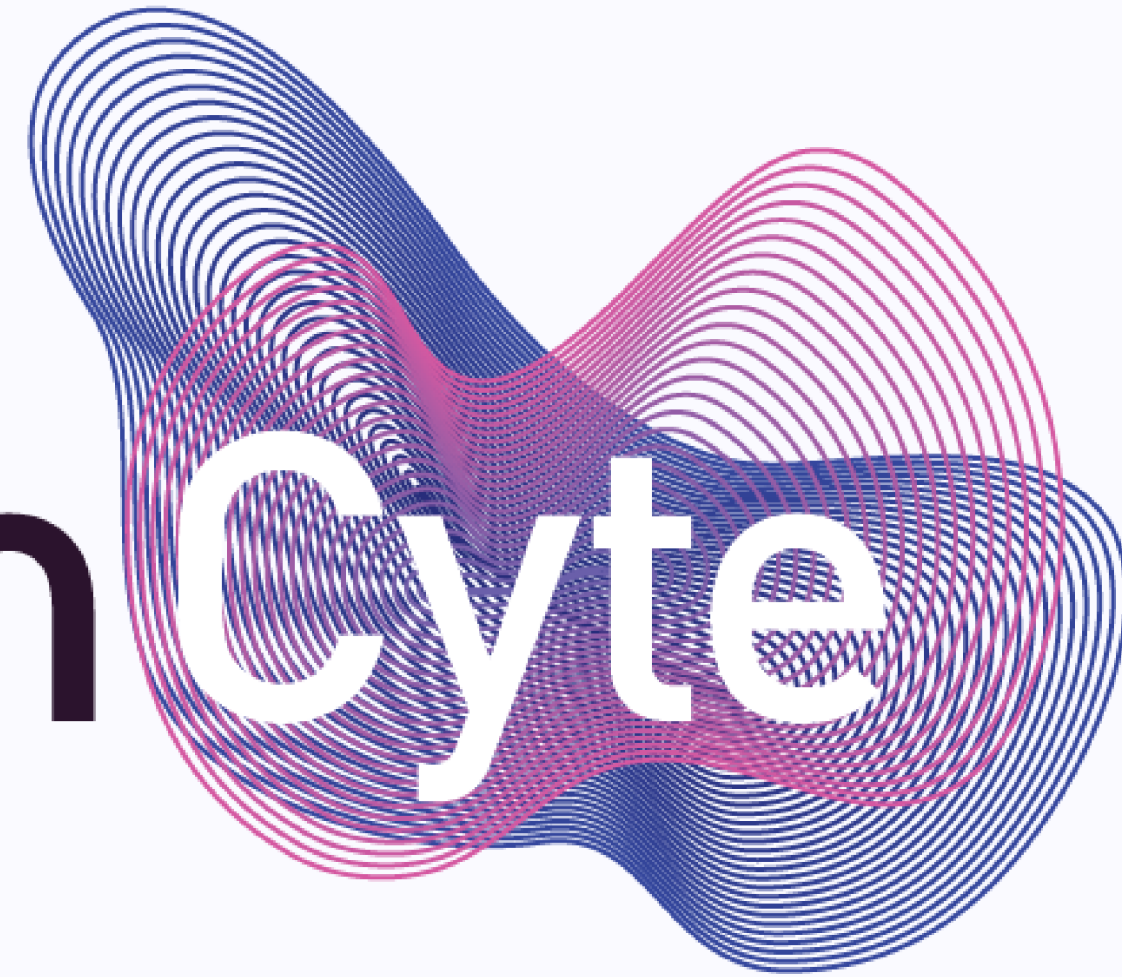


Quantumcyte



Brand Visual Guidelines

Quantumcyte logos



A. Primary Logo for placing over white backgrounds.
Main logo used to represent the brand.



B. Primary Logo for placing over dark backgrounds



C. Monochromatic logo, good for when you want the logo seen but not be distracting with colors. (ie. documents, presentation header/footer)



D. Bare-bones logo for when you want minimalism. Good for emails, presentations, pitches.

Quantumcyte logos (cont.)



E. Used for when black is the only option for printing.

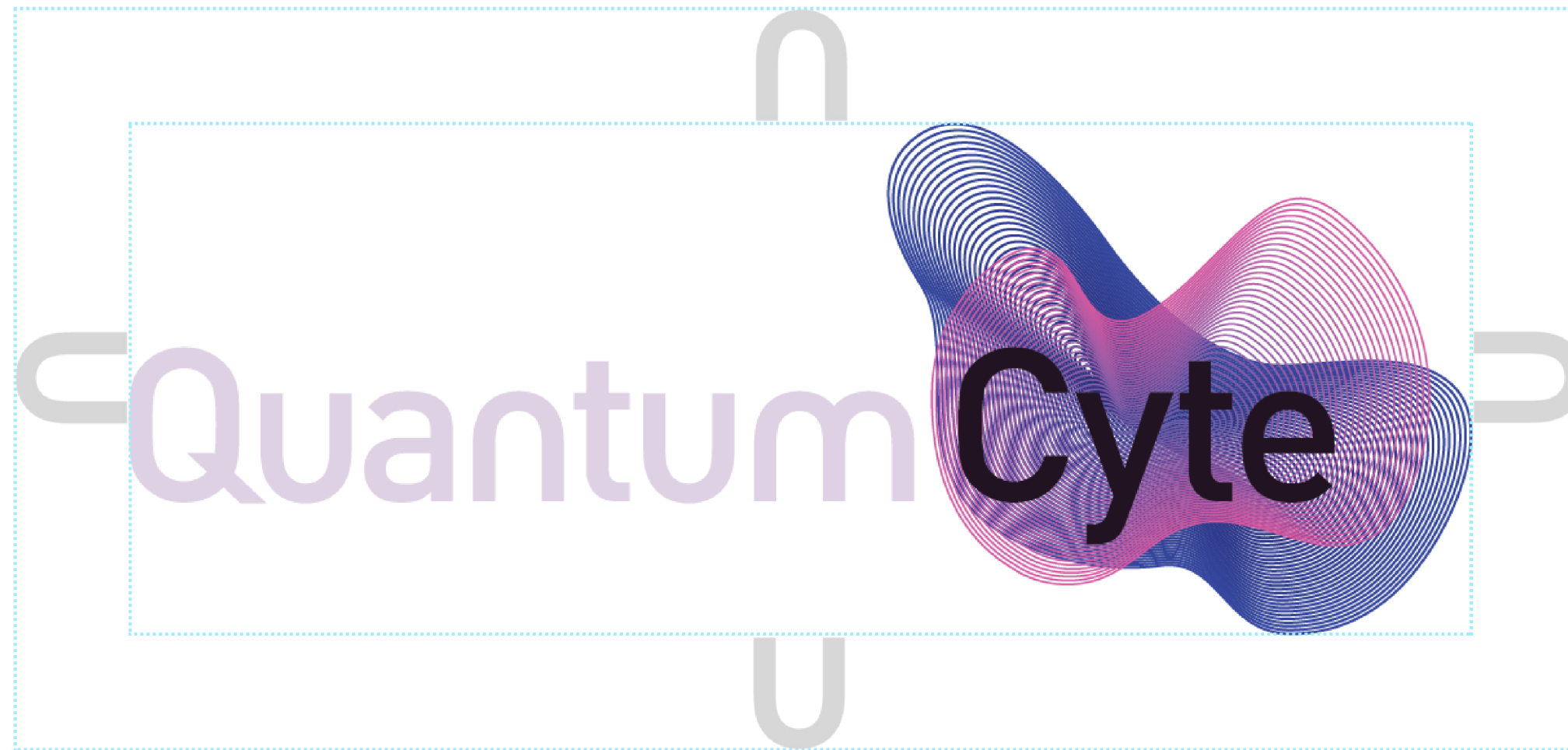


F. Used for black and white printing.

Logo clear space and sizing

Clear space around our logo ensures our name stands out in any touchpoint.

Maintain clear space at least the height of the 'u' in Quantumcyte around the brand mark at all times.



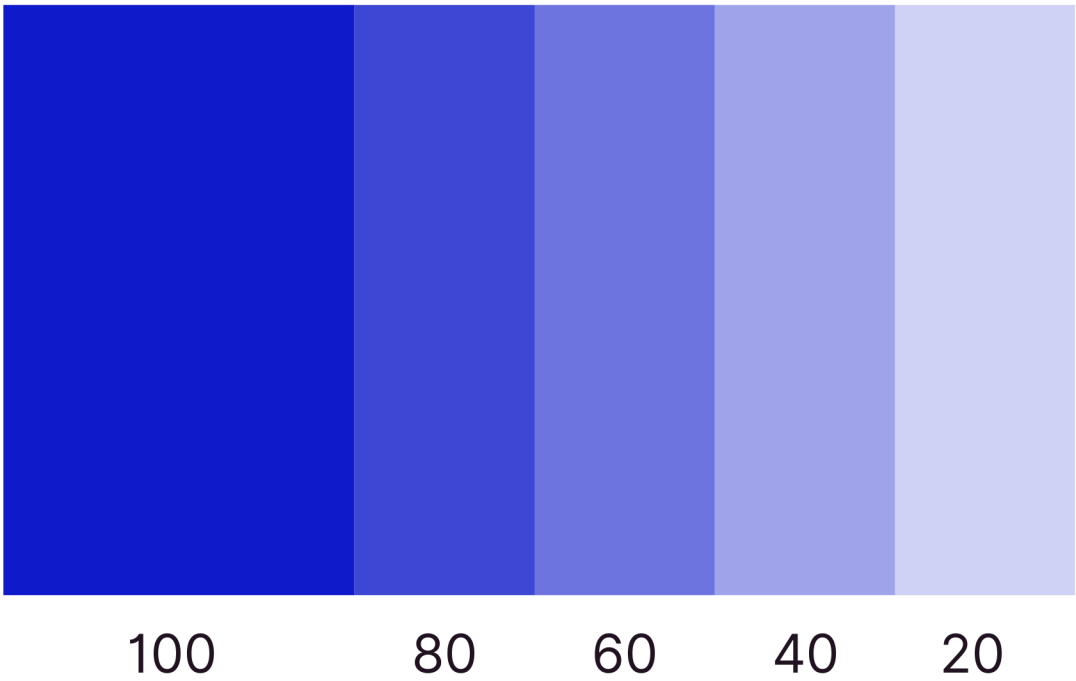
Primary Colors

Our color palette plays a big role in the brands character. The colors have been chosen with thought and reason behind them. They represent some of the most important imagery of the company, solid tissue tumors from a biopsy.

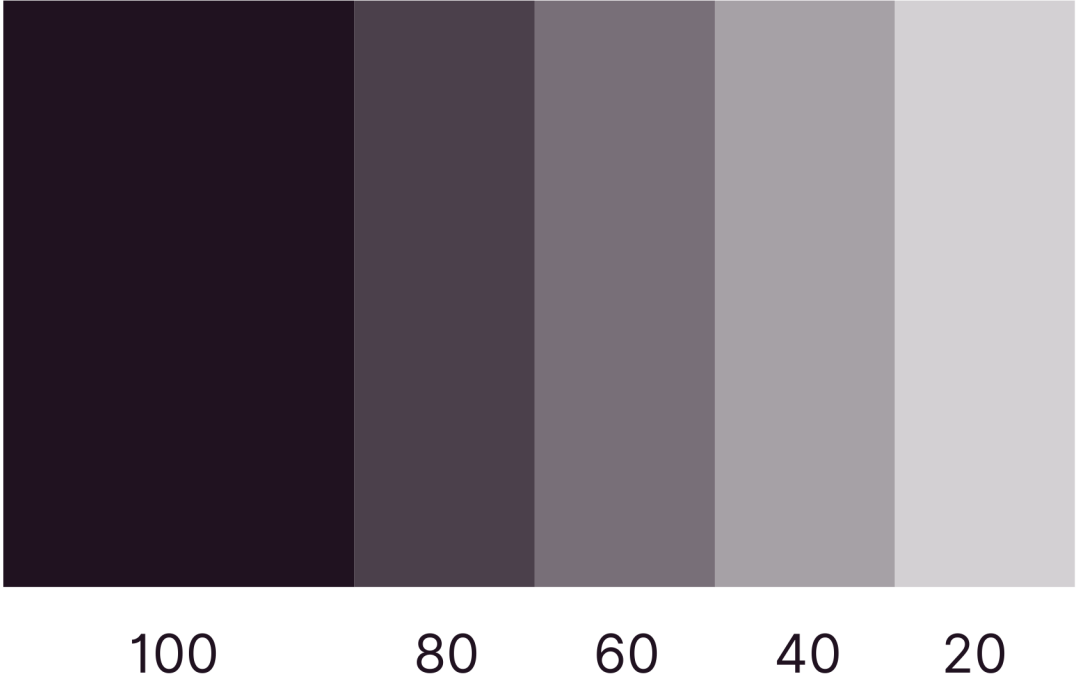
In color psychology, blue shows trust & stability. Purple and pink signify wisdom and imagination. Instead of using black, we use this deep purple. Instead of white we use the lightest hue of our purple.

This softens the page visually, while maintaining contrast thats WCAG compliant.

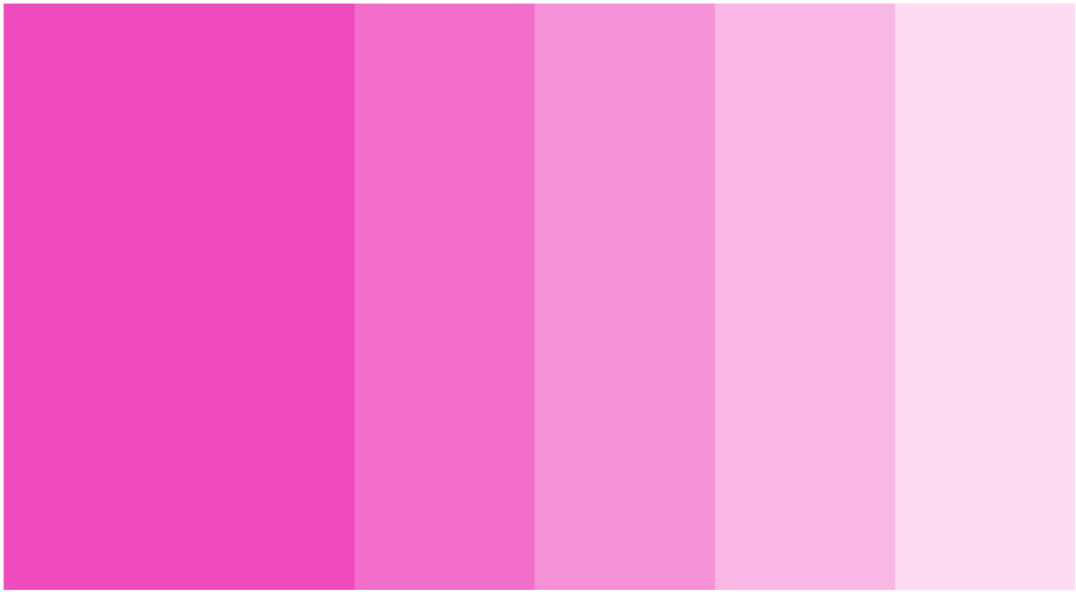
Medium Blue
Hex: #101ACA



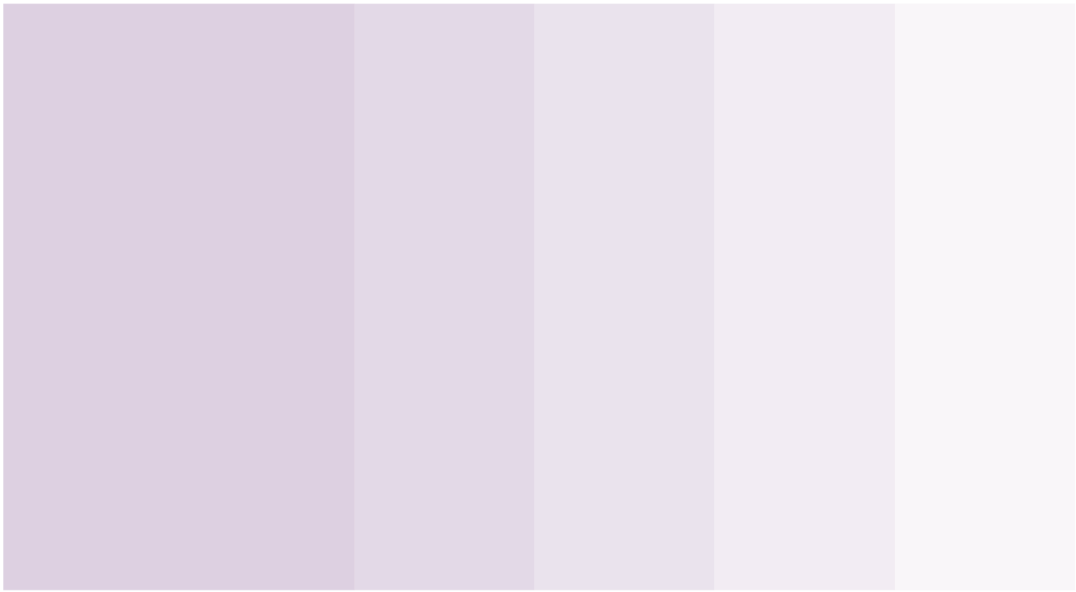
Dark Purple
Hex: #201221



Razzle Dazzle Rose
Hex: #F04AC0



Pale Purple
Hex: #DDD0E1

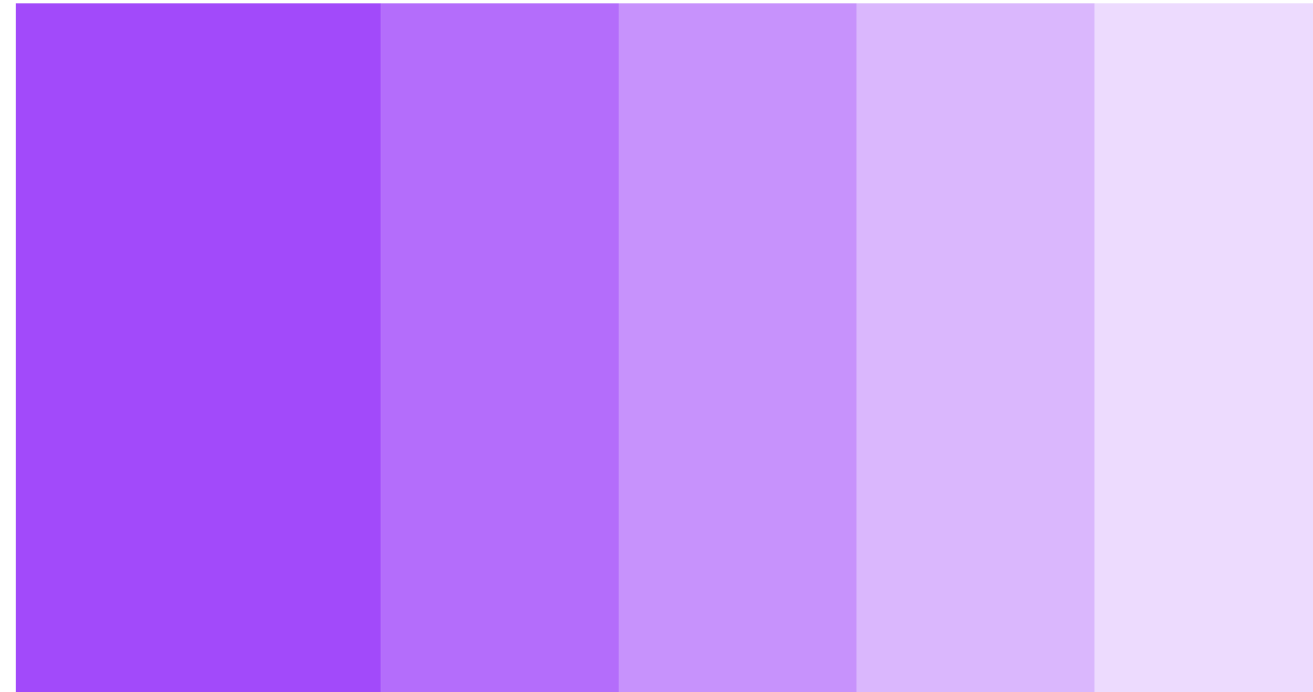


Secondary Colors

When it comes to using the secondary colors to provide clarity and navigation—use it sparingly—try to select only one color from our secondary palette per touchpoint/ canvas.

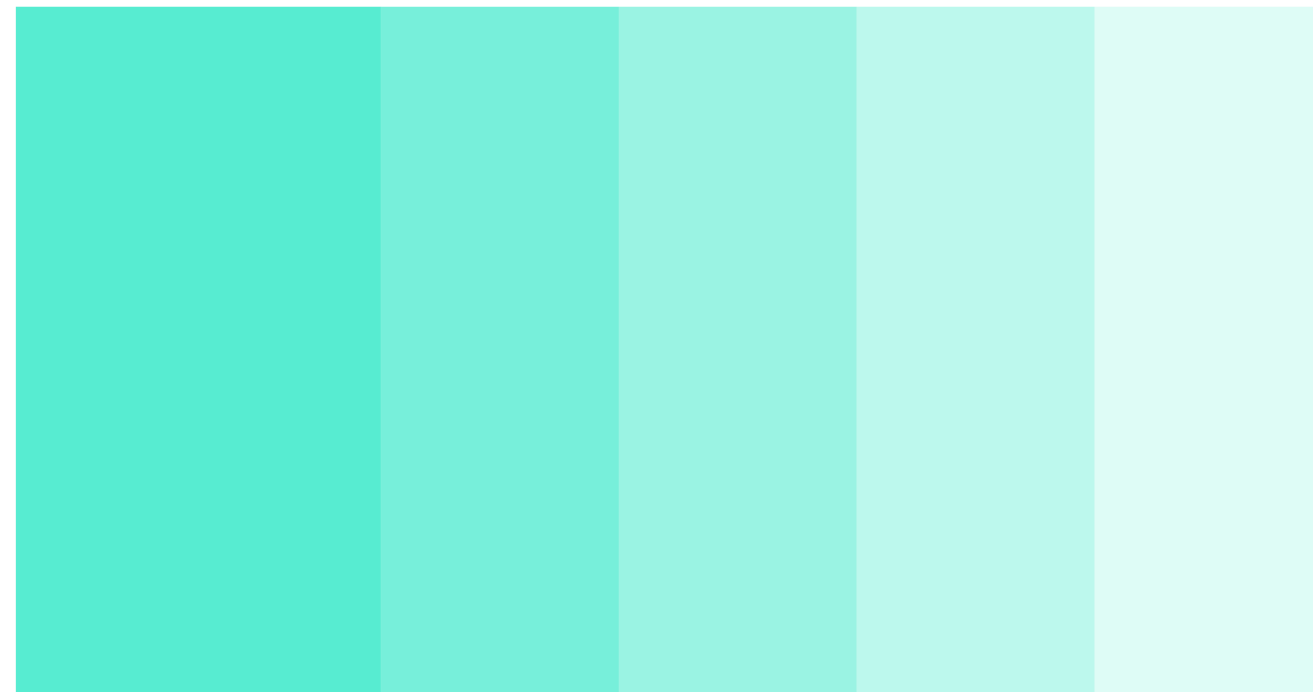
Electric Purple

Hex: #A34BFB

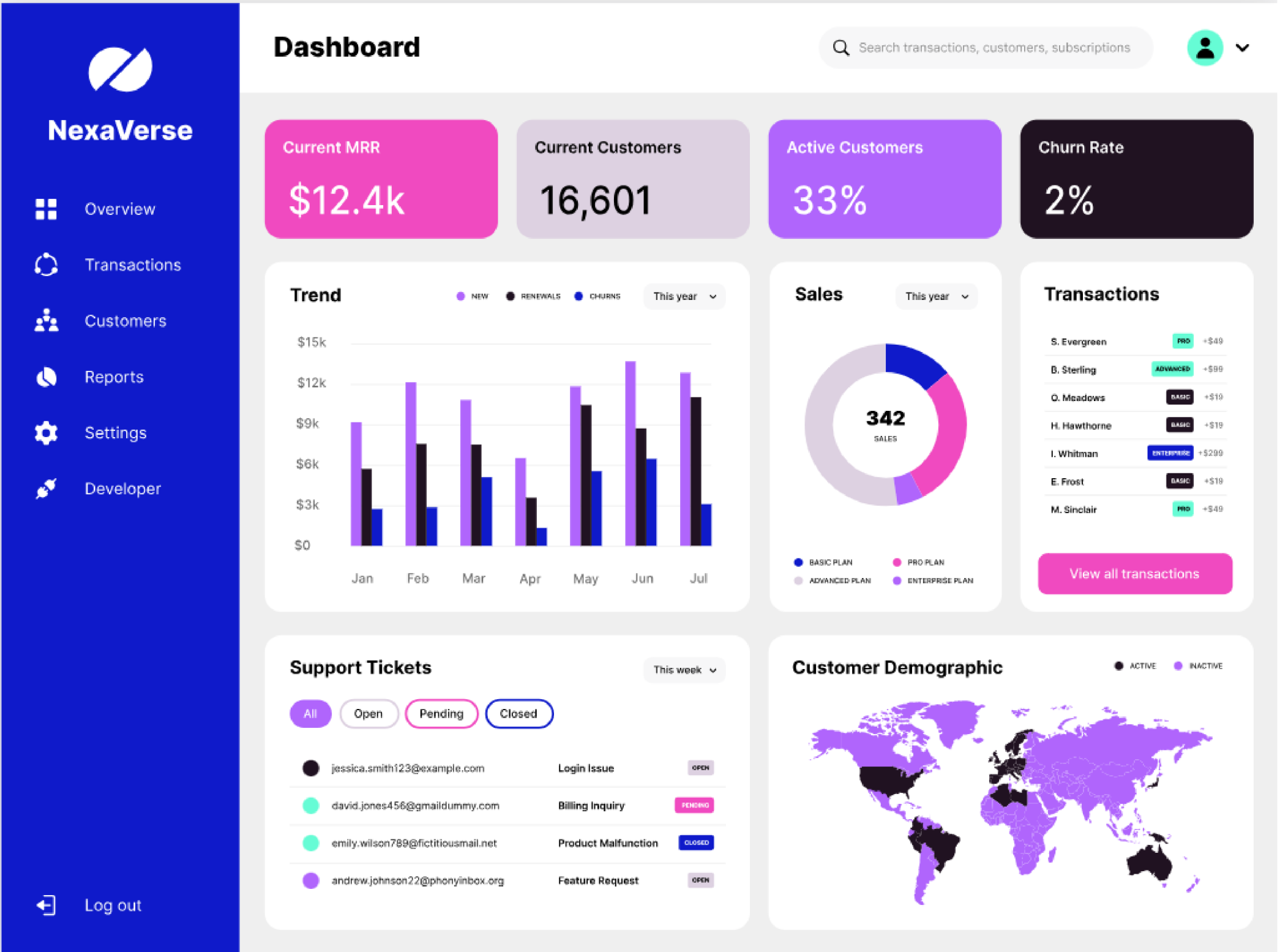
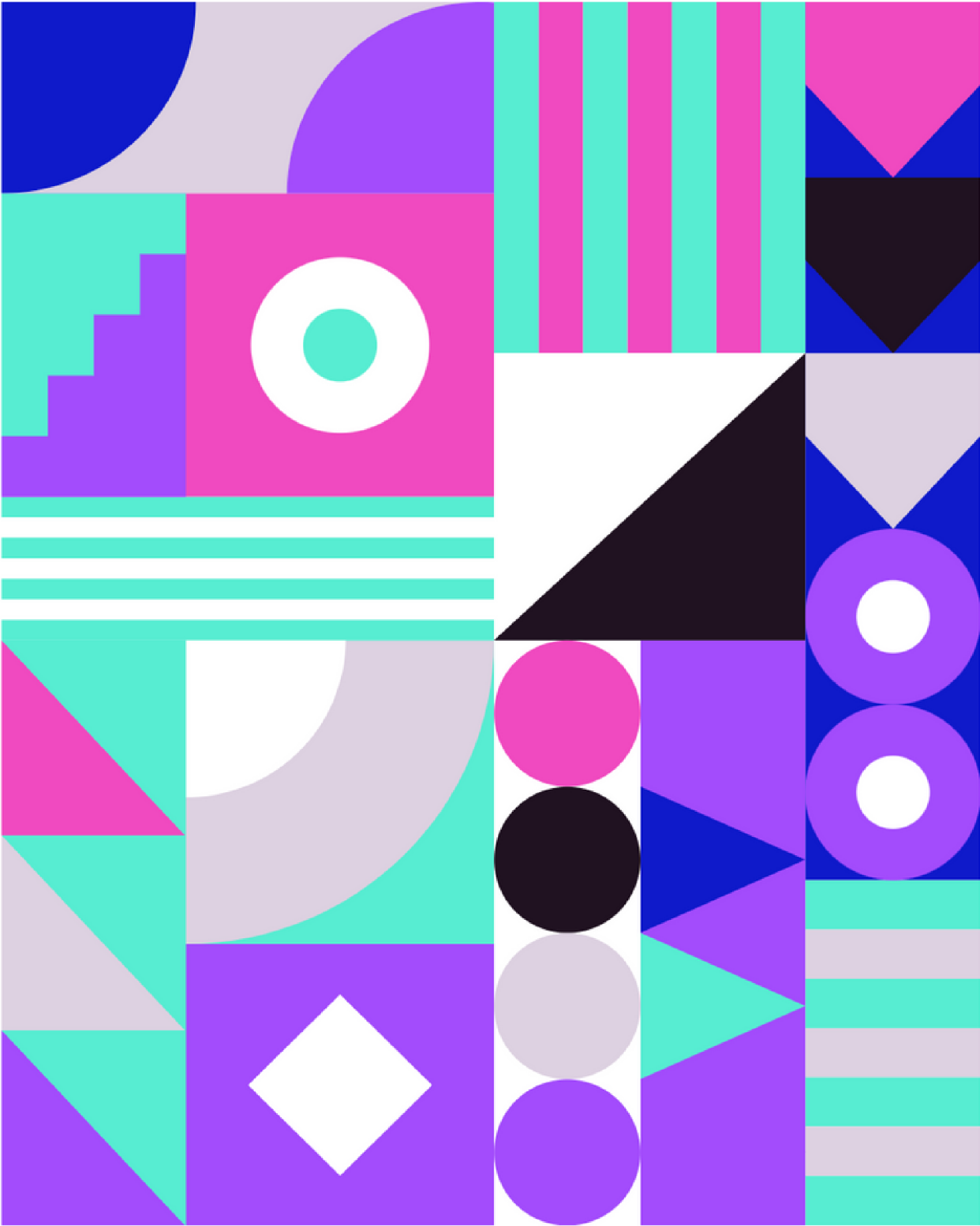


Turquoise

Hex: #57EDD2



Color Palette in Action



Typography

DIN Pro is Our Font for Headings.

It is the font that was chosen for our logo minus the modifications done for our logo. It is a versatile font family known for its clean, modern, and geometric design.

Inter is our font for everything else.

It gives authority, precision, and clarity to our voice.

It's designed for maximum impact and legibility across all applications.

Inter has the modern simplicity of a sans serif typeface. It has a nearly monospaced appearance, making it easy to read across letters, numbers, symbols, and punctuation.

Font Weights

We will primarily be using light weight font in order to keep consistency, simplicity, and a clean look. Using a light weight throughout most of our content balances out the boldness of our vibrant colors. However, when wanting to place emphasis on a word in a body paragraph, italics can be used.