

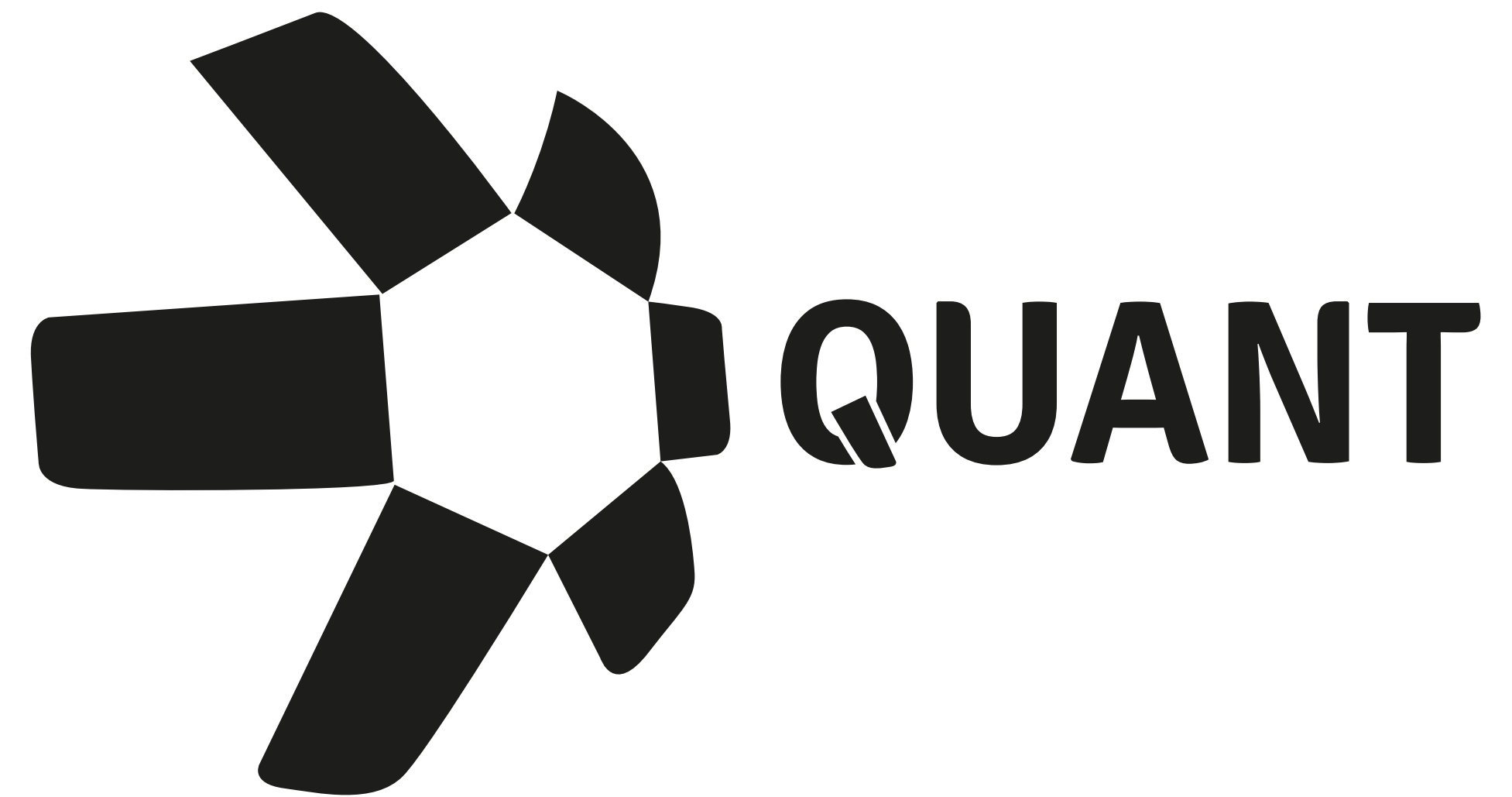


Visual guidelines

Logo

The idea for the flower on our logo originally came from our CEO and founder Gilbert Verdian. It represents openness, innovation and connectivity. The centre is representative of the letter Q. The petals of the flower signify the many touch points that Quant easily connects.

Our font is a customised version of Signika Bold, a sans serif with a gentle character developed for wayfinding signage and other media. Where clarity of information is required, it has a low contrast and tall X height to improve readability of texts in small sizes as well as in large distances from the reader.



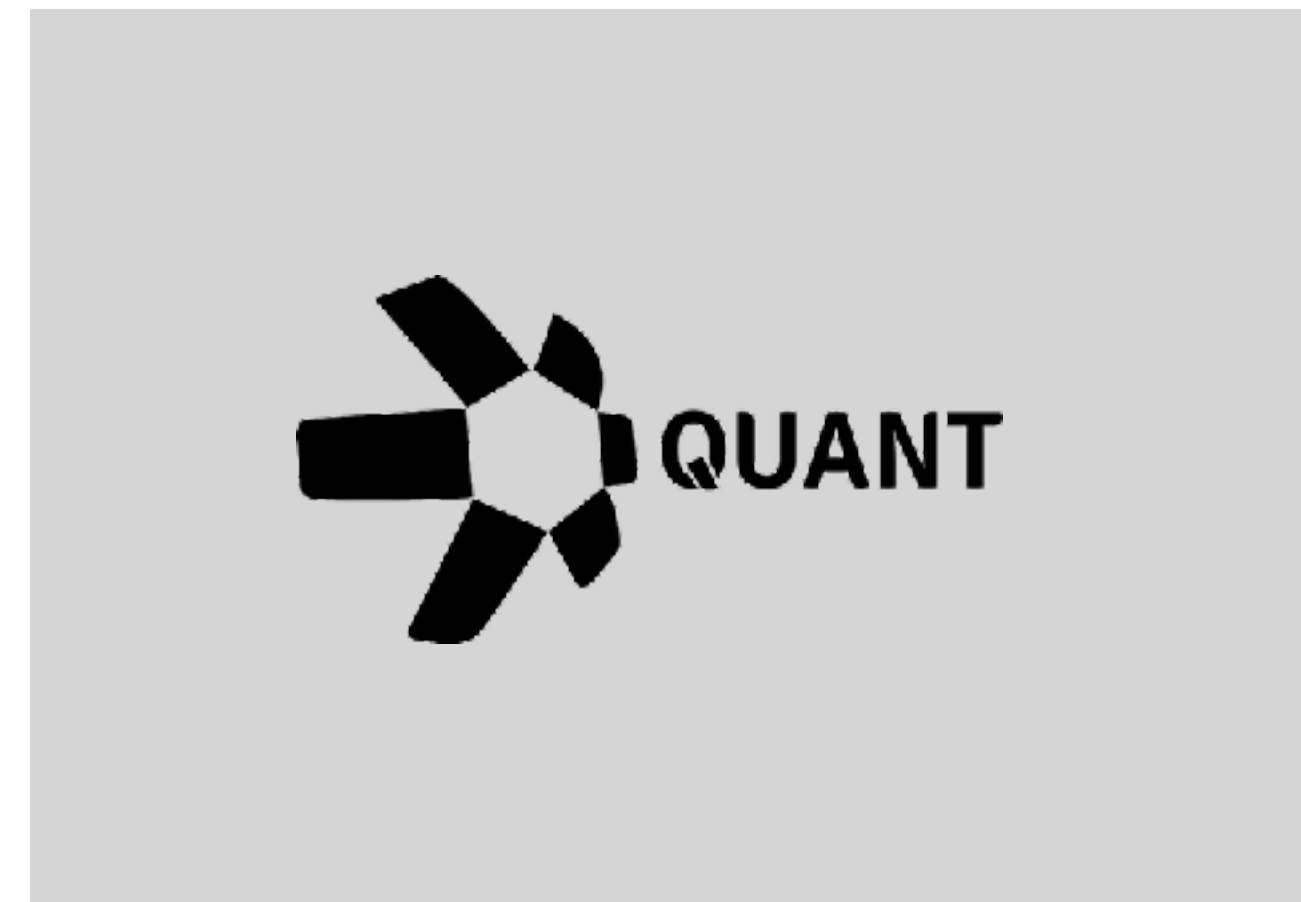
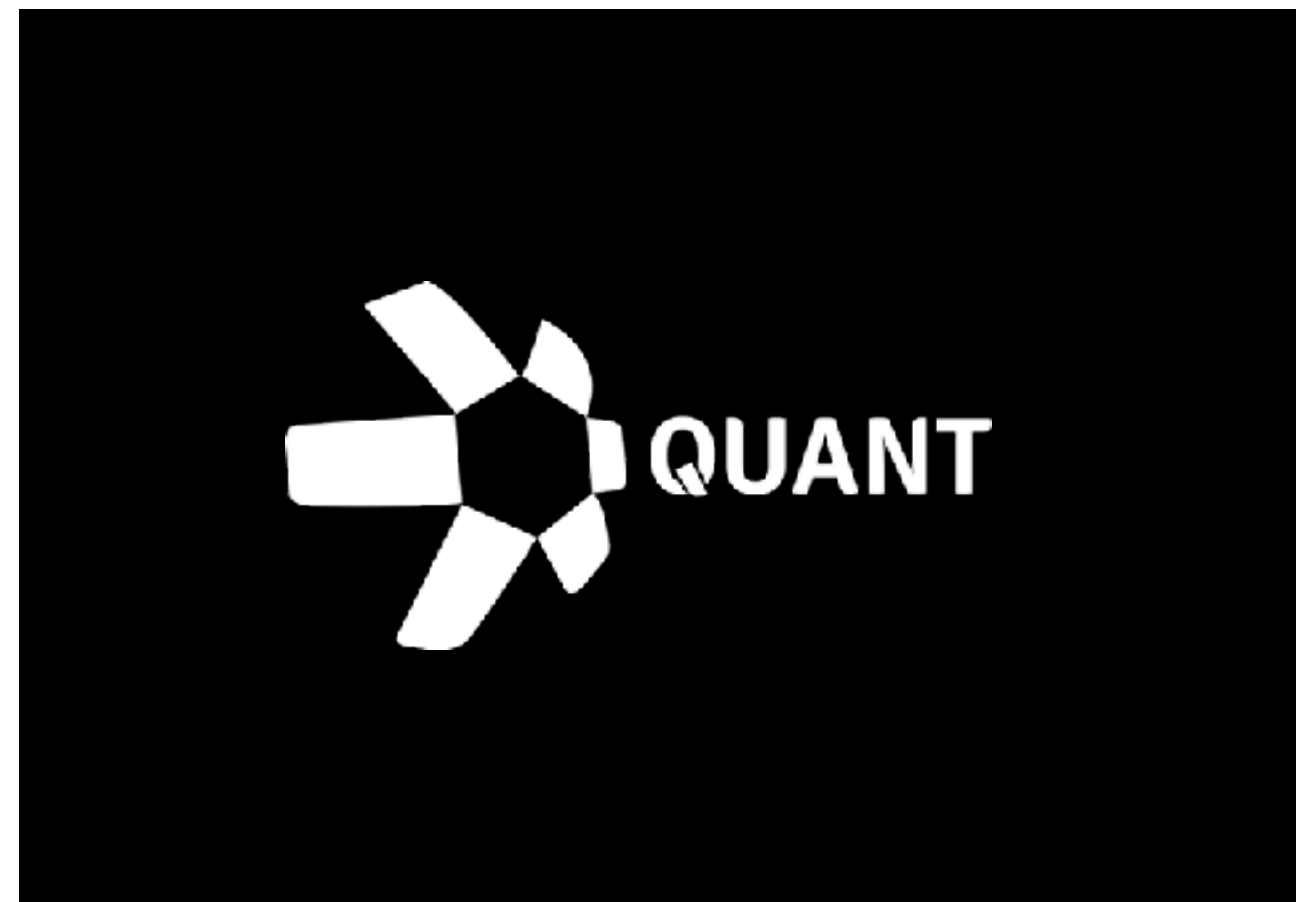
Logo spacing

We have created an exclusion zone in order to preserve the authority and legibility of the Quant logo, which should never appear crowded by other elements. See the diagram for guidance on minimum spacing.



Logo colours

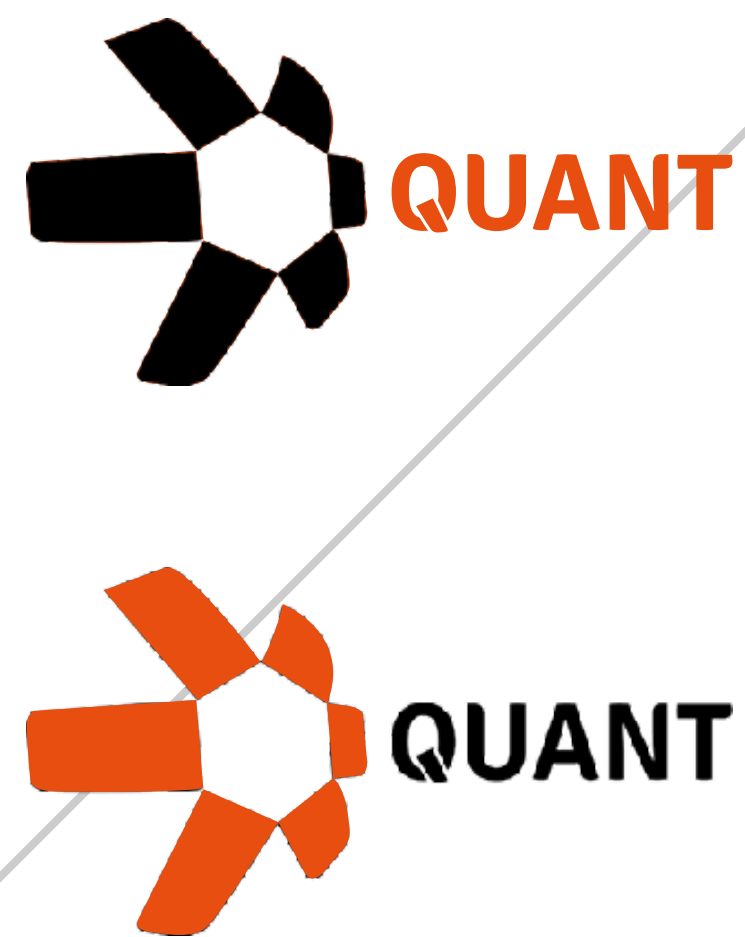
The logo should be used in either black, white or orange across all communications.
The backgrounds will dictate which logo is selected. All elements of the logo must remain intact.



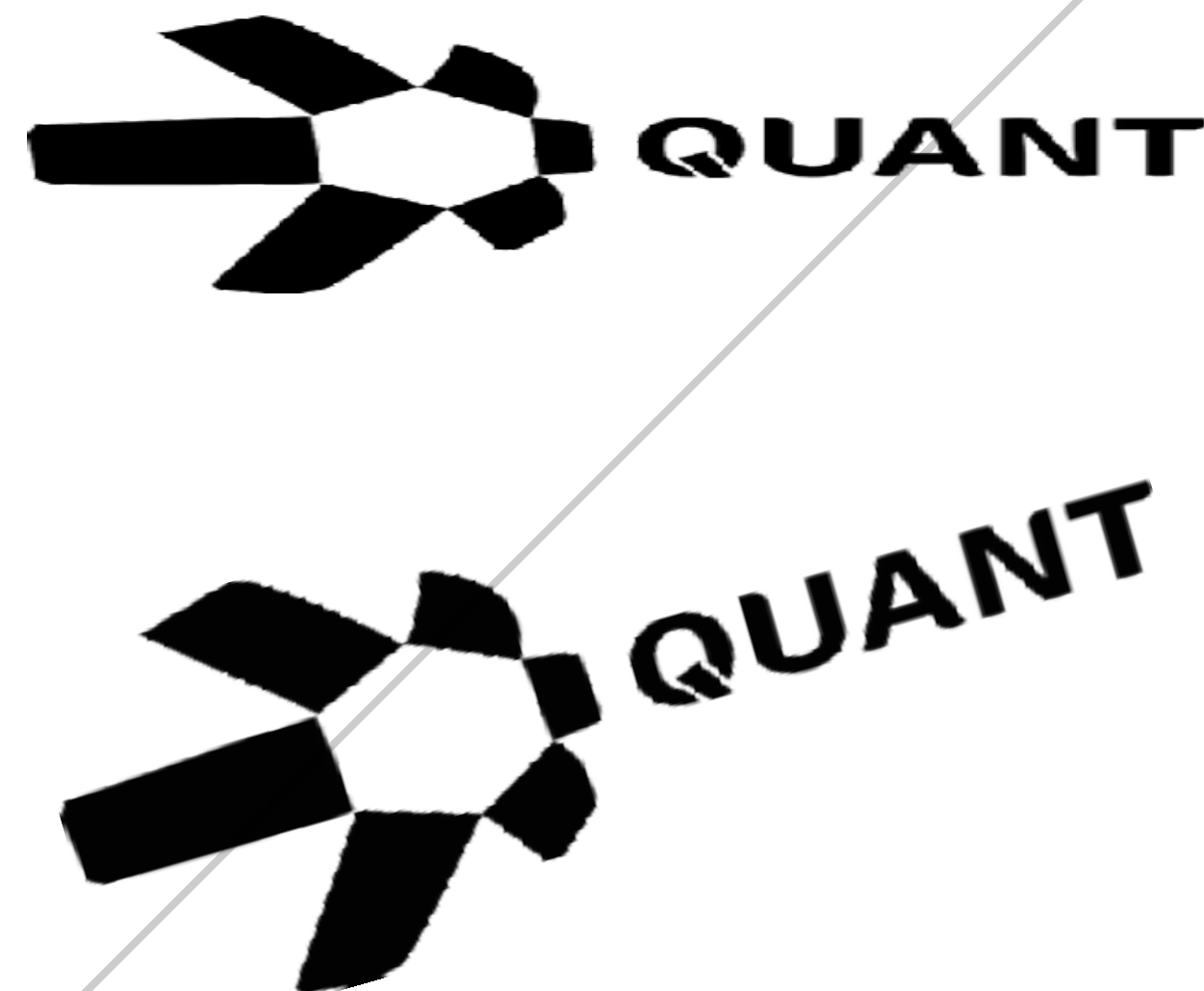
Don'ts

The Quant logo should never be adulterated or recreated in any form other than the format shown in previous slides. Following these principles ensures a consistent representation of the Quant brand. Below is a guide on how **NOT** to use our logo.

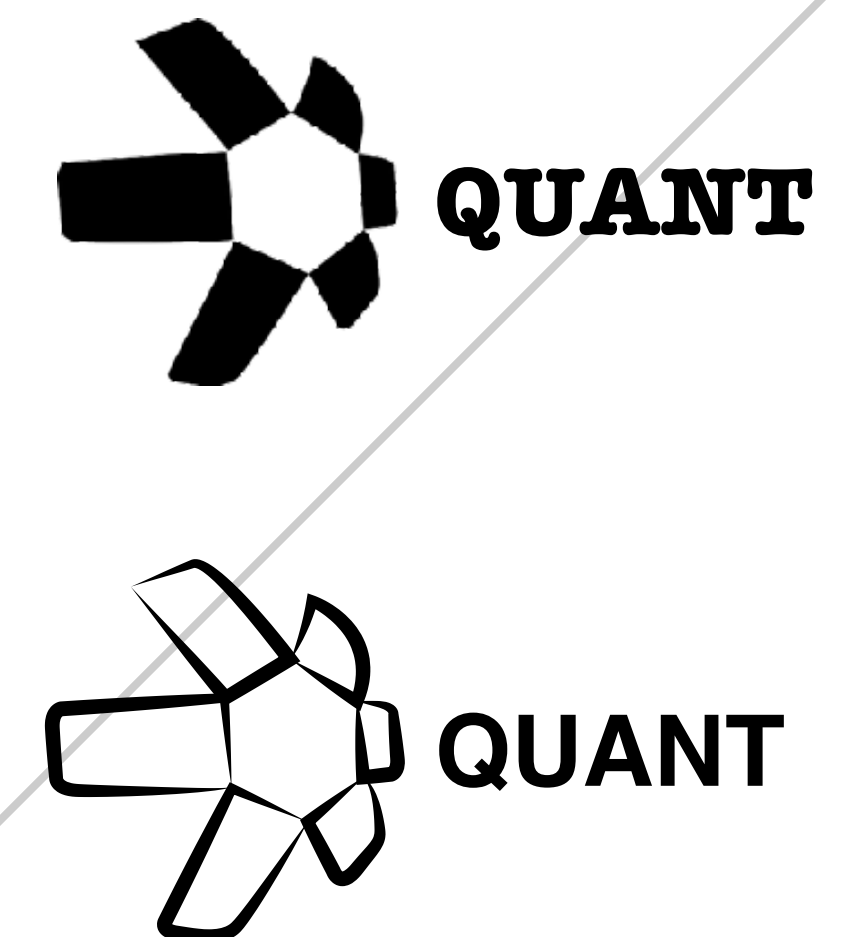
Do not use multiple colours within the logo



Do not stretch or warp

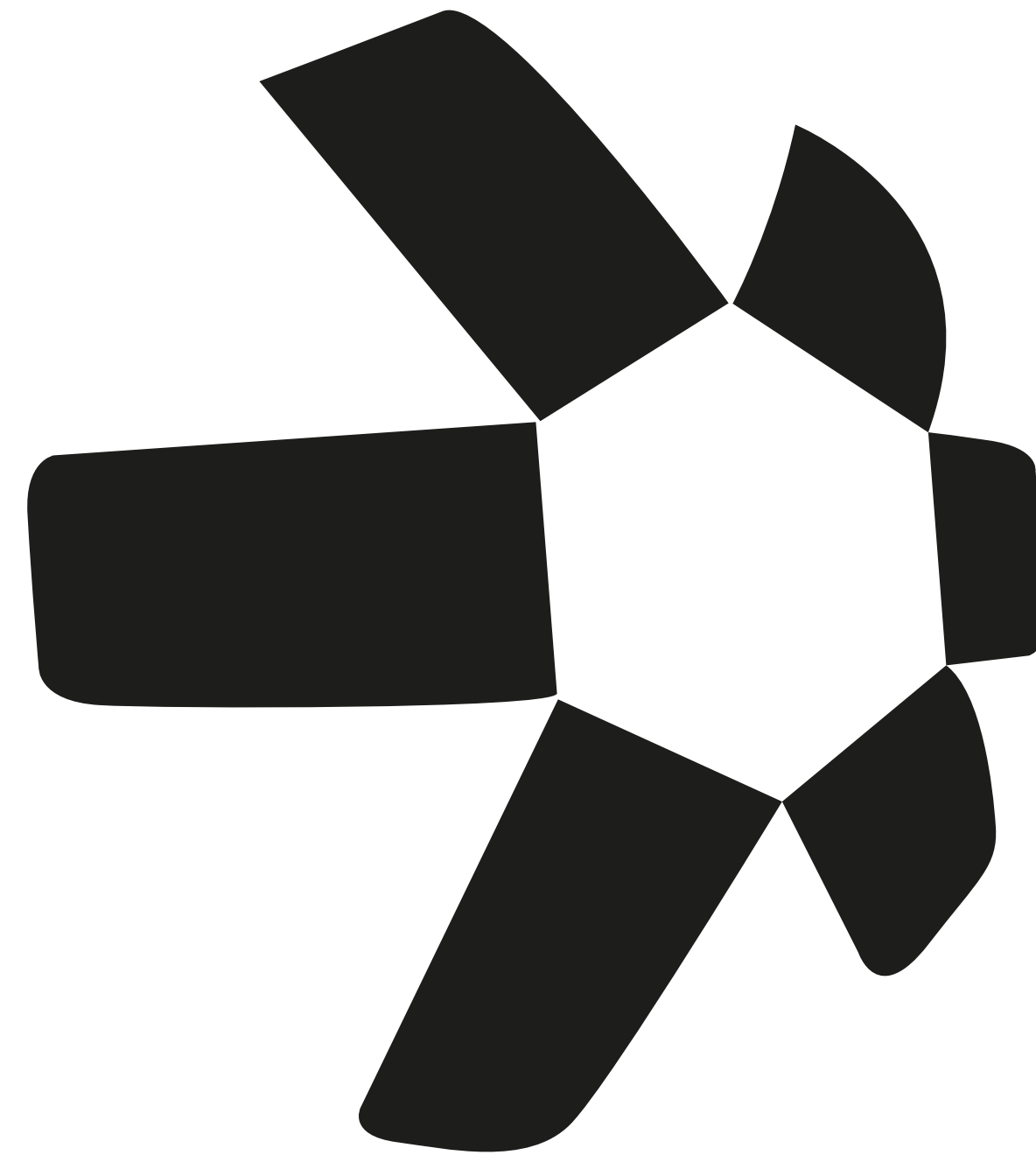


Don't use different fonts or recreate elements



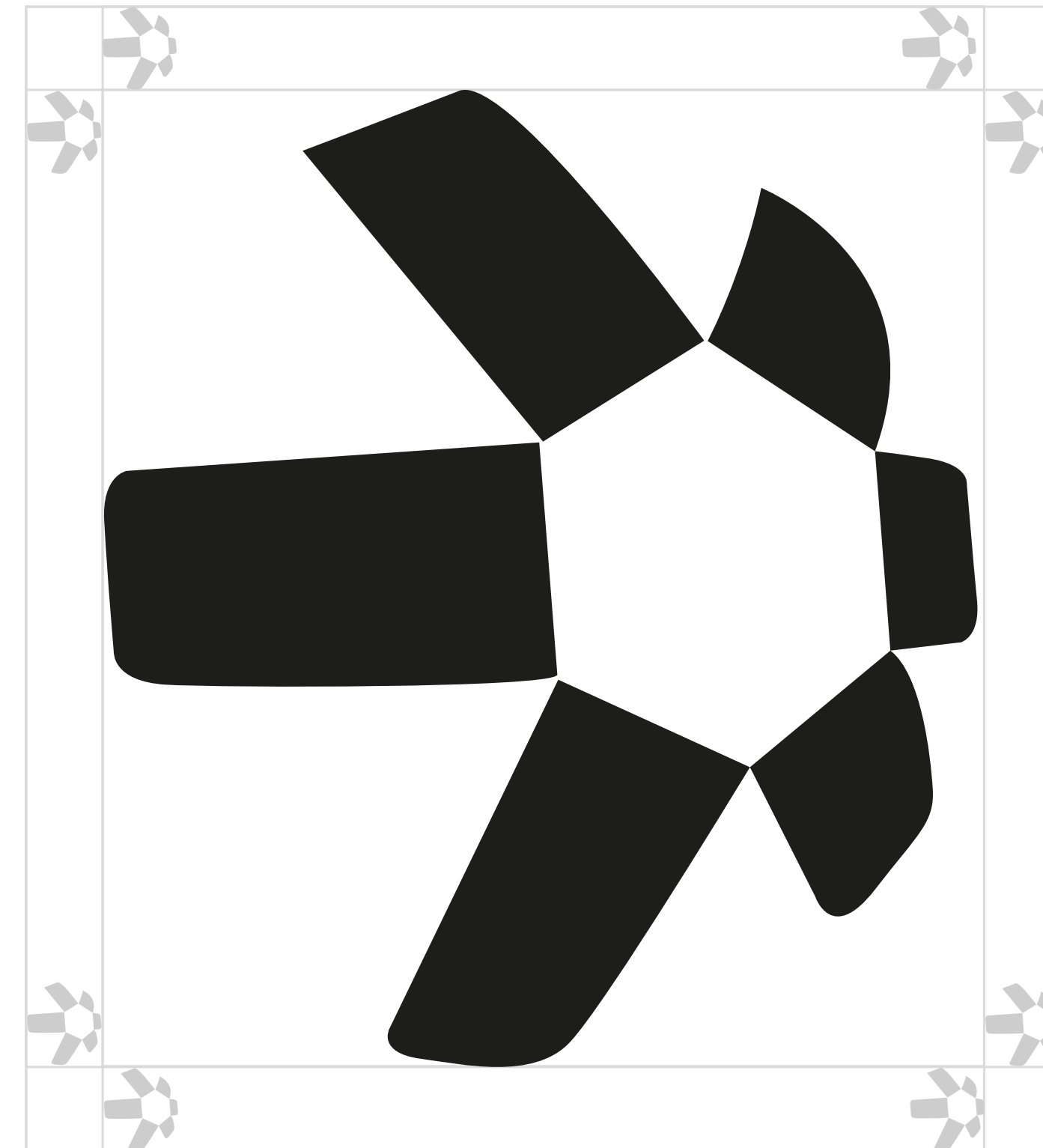
Logo mark

To use in areas with limited space where the main logo cannot be utilised.



Logo mark

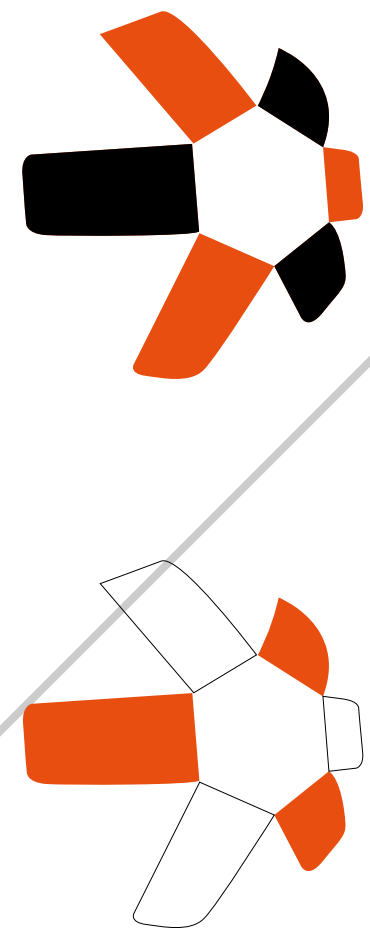
We have created an exclusion zone in order to preserve the authority and legibility of the Quant logo mark which should never appear crowded by other elements. See the diagram for guidance on minimum spacing.



Don'ts

The Quant logo mark should never be adulterated or recreated in any form other than the format shown in previous slides. Following these principles ensures a consistent representation of the Quant brand. Below is a guide on how **NOT** to use our logo.

Do not use multiple colours in single usage

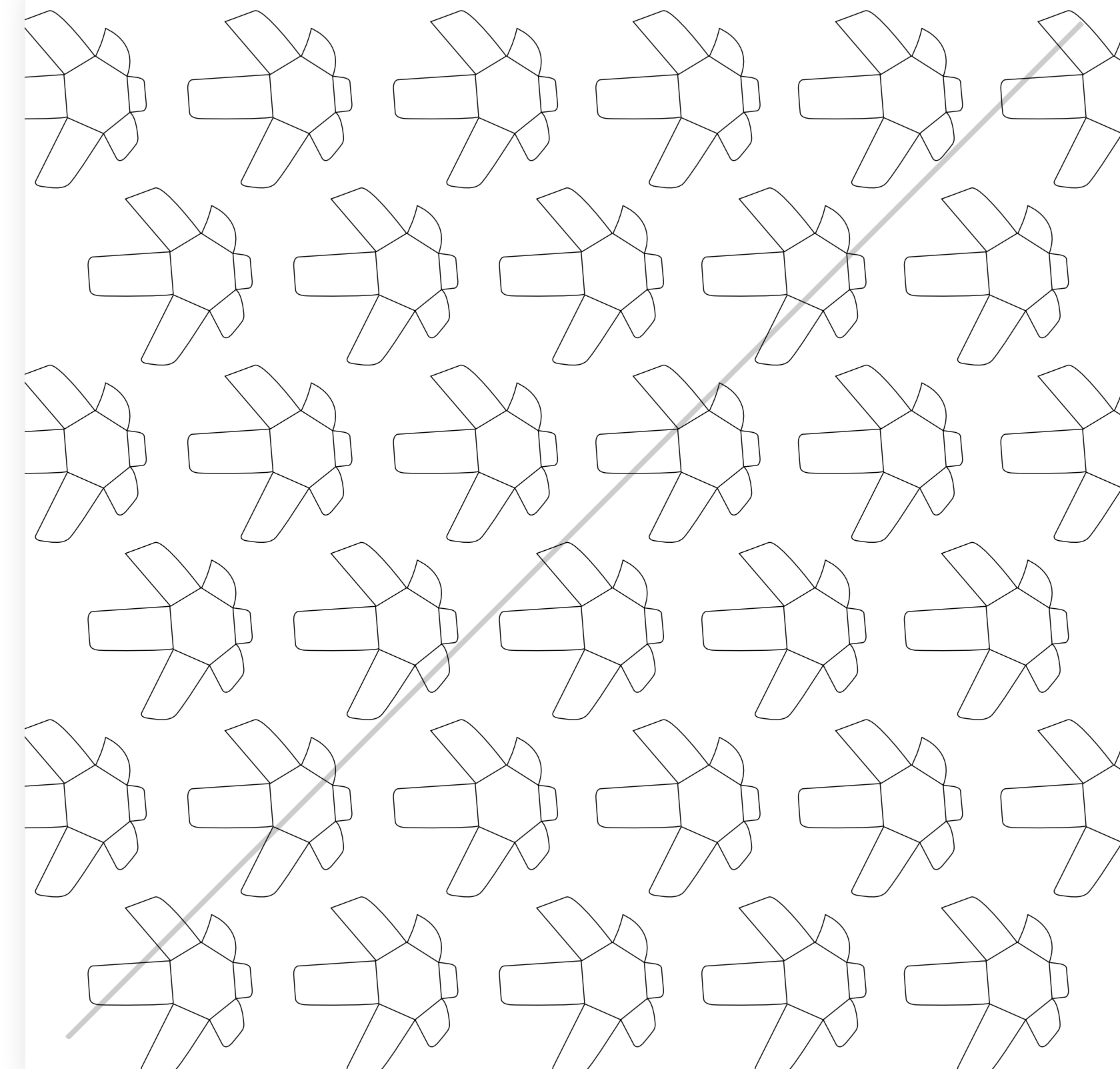


Do not use as pictorial element

- ❌ **Body Copy Lorem**
- ❌ Ipsum Dolor Sit Amet, Consectetur Adipiscing Elit, Sed Do Eiusmod Tem Ctetupor.



Do not use as pattern or outline





Colour

Colour

The primary palette contains the core colours that should be used across all Quant communications channels. Focus colours should only be used as accents to draw users' attention when necessary supported by plenty of white space. Examples of use include our logo variations and main background colour.

Core

Accents

Black

HEX #000000

Dark grey

HEX #2F2F2F

Light grey

HEX #E3E6E9

Mid grey

HEX #939191

Orange

HEX #FF5A22

Mid Blue

HEX #1253FF

Light blue

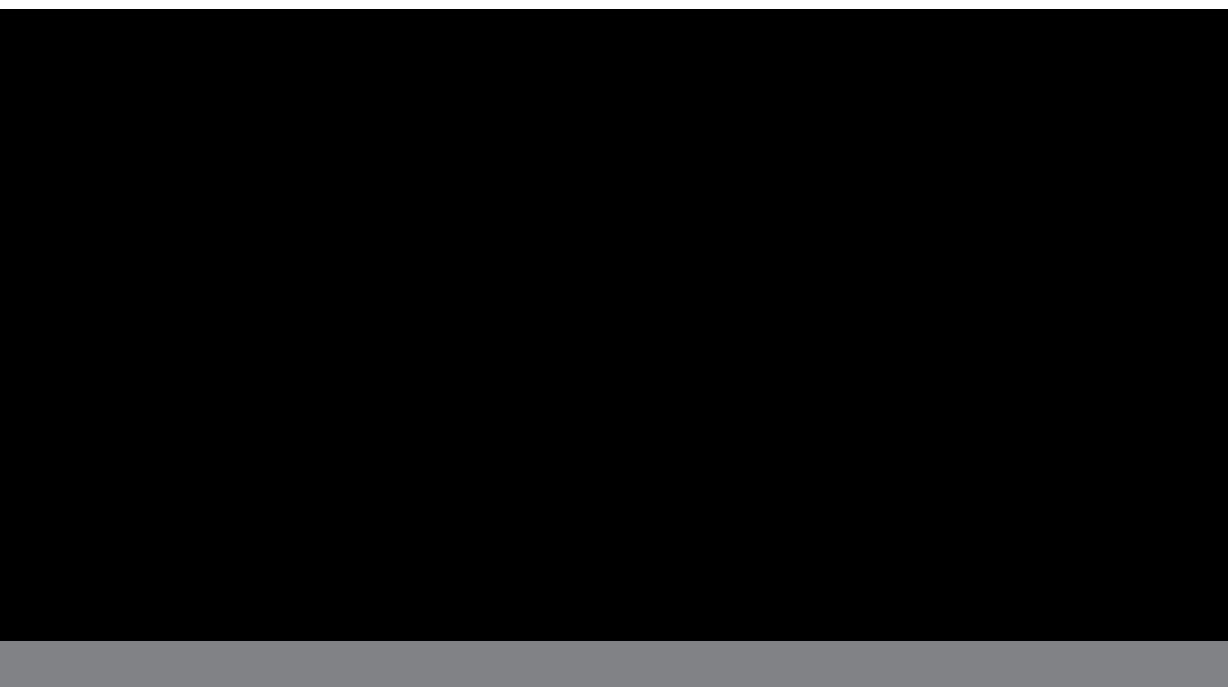
HEX #3BCFCD

Dark blue

HEX #00008C

Usage

Alongside black and white, we use accent colours applied across typography and graphic elements. Our black represents the majority of typography used, although accent colours can be used within high-level copy. Colours are interchangeable but must be combined in a contrasting way.



Accessibility

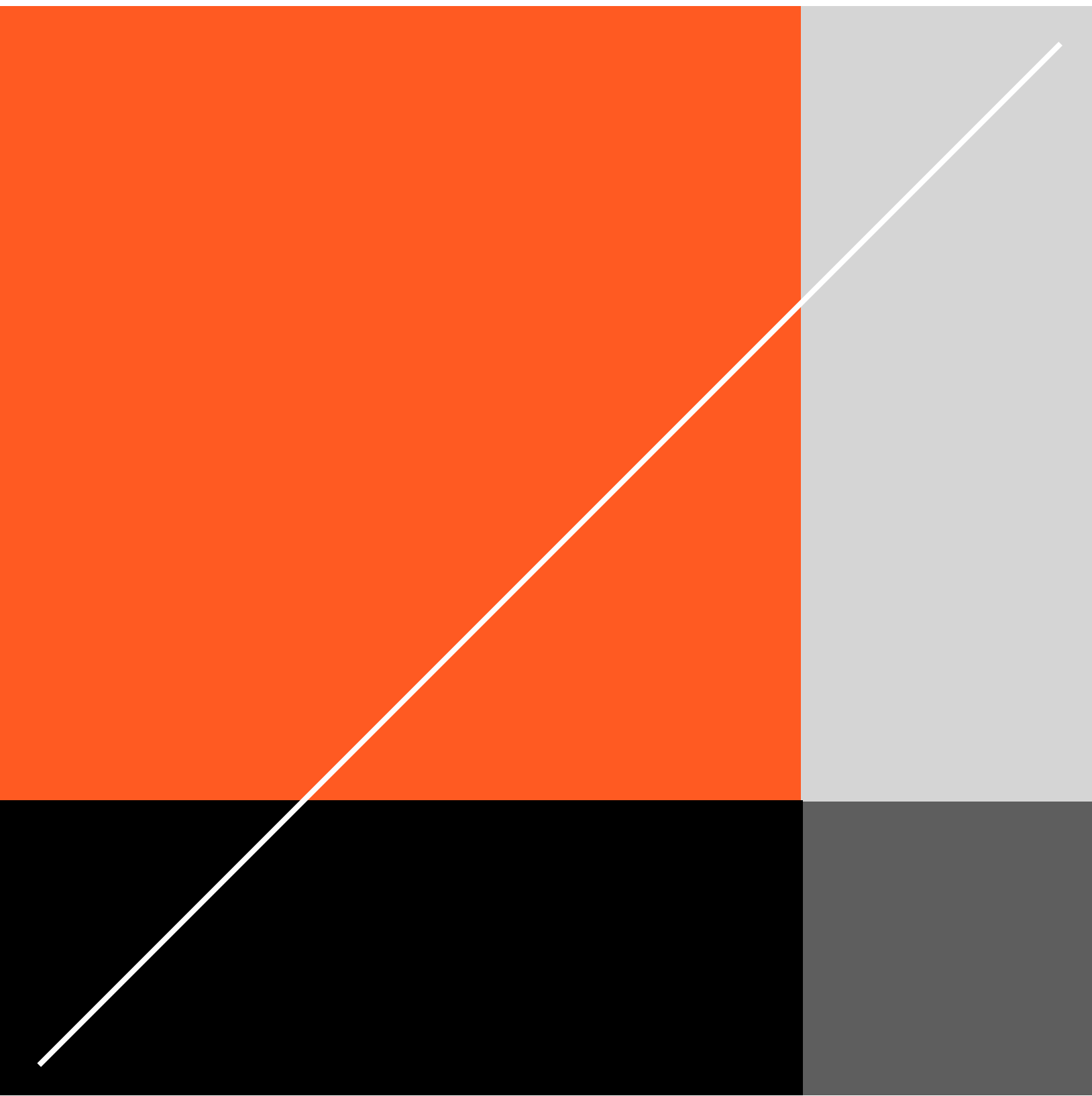
Guides on colour combinations according to accessibility testing. Combinations of colours when using typography should only be used when both are highly contrasting with each other. Lighter tones serve as a neutral middle way within a graphic system and should never be paired with other lighter tones in the palette.

✓	This combination is legible	✗	This combination is not legible
✓	This combination is legible	✗	This combination is not legible
✓	This combination is legible	✗	This combination is not legible
✓	This combination is legible	✗	This combination is not legible
✓	This combination is legible	✗	This combination is not legible
✓	This combination is legible	✗	This combination is not legible
✓	This combination is legible	✗	This combination is not legible

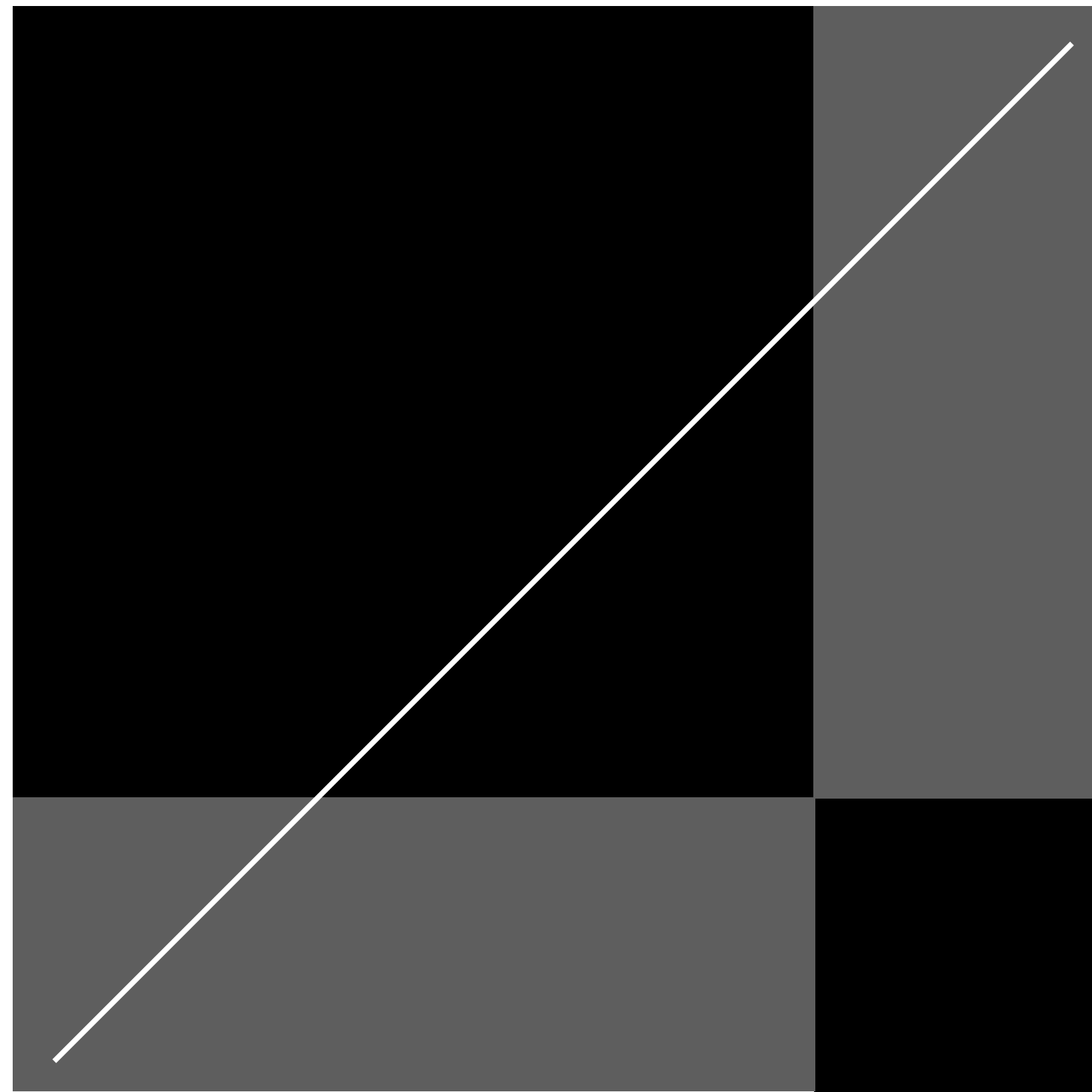
Accessibility

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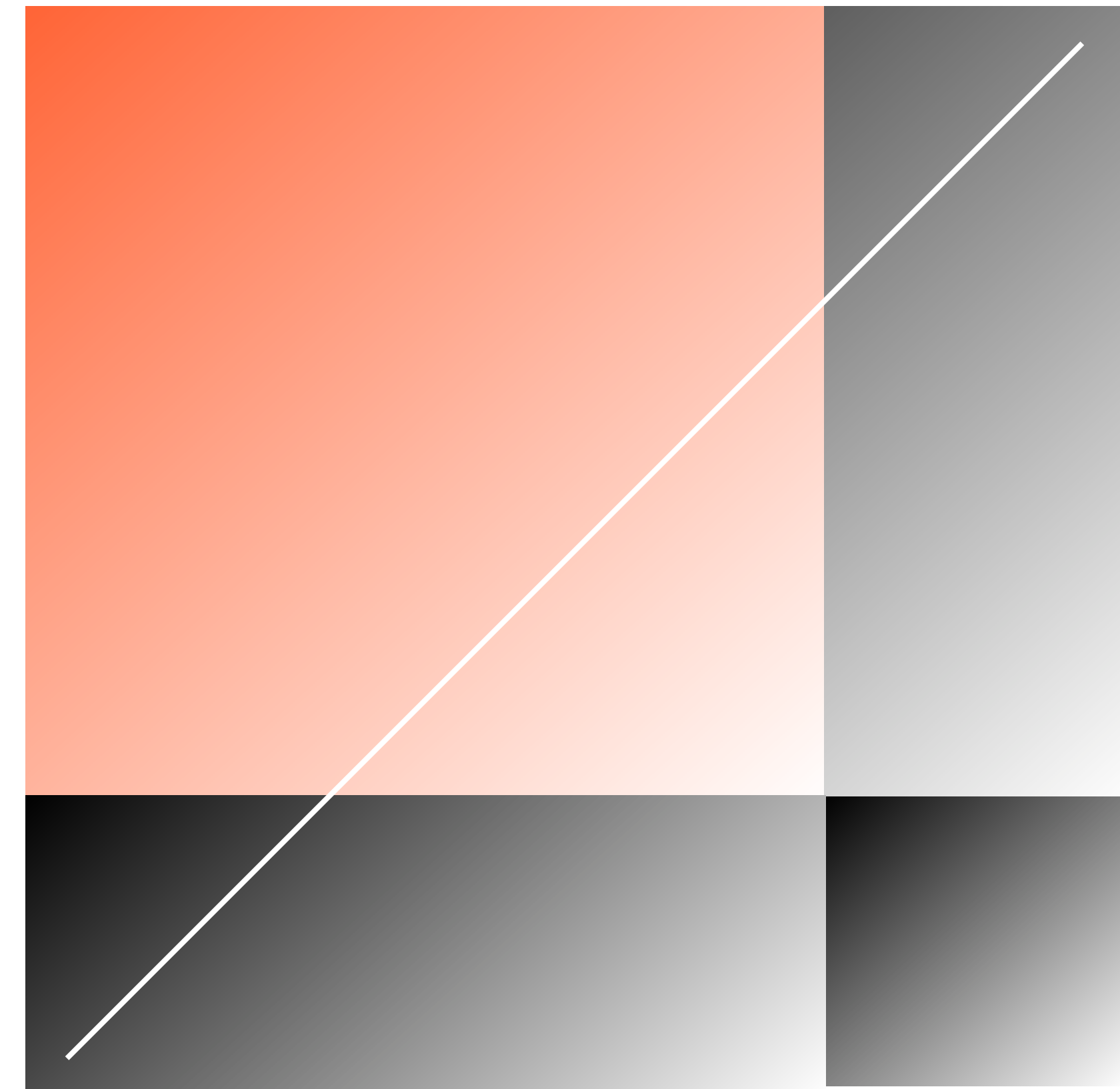
Combine more than three colours together in a composition



Combine similar colours



Use gradients across all colours





Typography

Primary font

Our primary font is Heebo. An easy way to add personality to all communications is through the use of typography. Use typeface, type size, and type weight wisely to establish a clear hierarchy of information. The chart below demonstrates a range of weights of Heebo that may be applied to Quant-branded materials.

Type selections should always be:

- relevant to the particular mood or emotion desired
- supportive of selected brand or product imagery

**The quick brown fox
jumps over the lazy dog.**

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z**

Heebo

Bold titles copy

**Lorem ipsum dolor sit amet, eam
te perfecto similique maiestatis.**

Sub copy

Lorem ipsum dolor sit amet, eam
te perfecto similique maiestatis.

Lower case

lorem ipsum dolor sit amet, eam
te perfecto similique maiestatis.

System font

System fonts are the default fonts that come installed with the device. Some users will be limited to the system fonts installed, and hence the web safe font option for Quant is Arial.

The quick brown fox
jumps over the lazy dog.

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

Arial

Bold titles copy

**Lorem ipsum dolor sit amet, eam
te perfecto similique maiestatis.**

Sub copy

Lorem ipsum dolor sit amet, eam
te perfecto similique maiestatis.

Lower case

lorem ipsum dolor sit amet, eam
te perfecto similique maiestatis.



Graphics and illustrations

Email signature

Example

Name Arial 12pt Quant Orange #FF542A

Francis White

Name Arial 12pt Quant Black #000000

Marketing Advisor

Main Quant Logo Quant Black #000000



Email address Quant Black #000000

emailtesting@quantdemo.online

Telephone number Quant Black #000000

+44 (0) 333 305 6860

Web address Quant Black #000000

www.quant.network

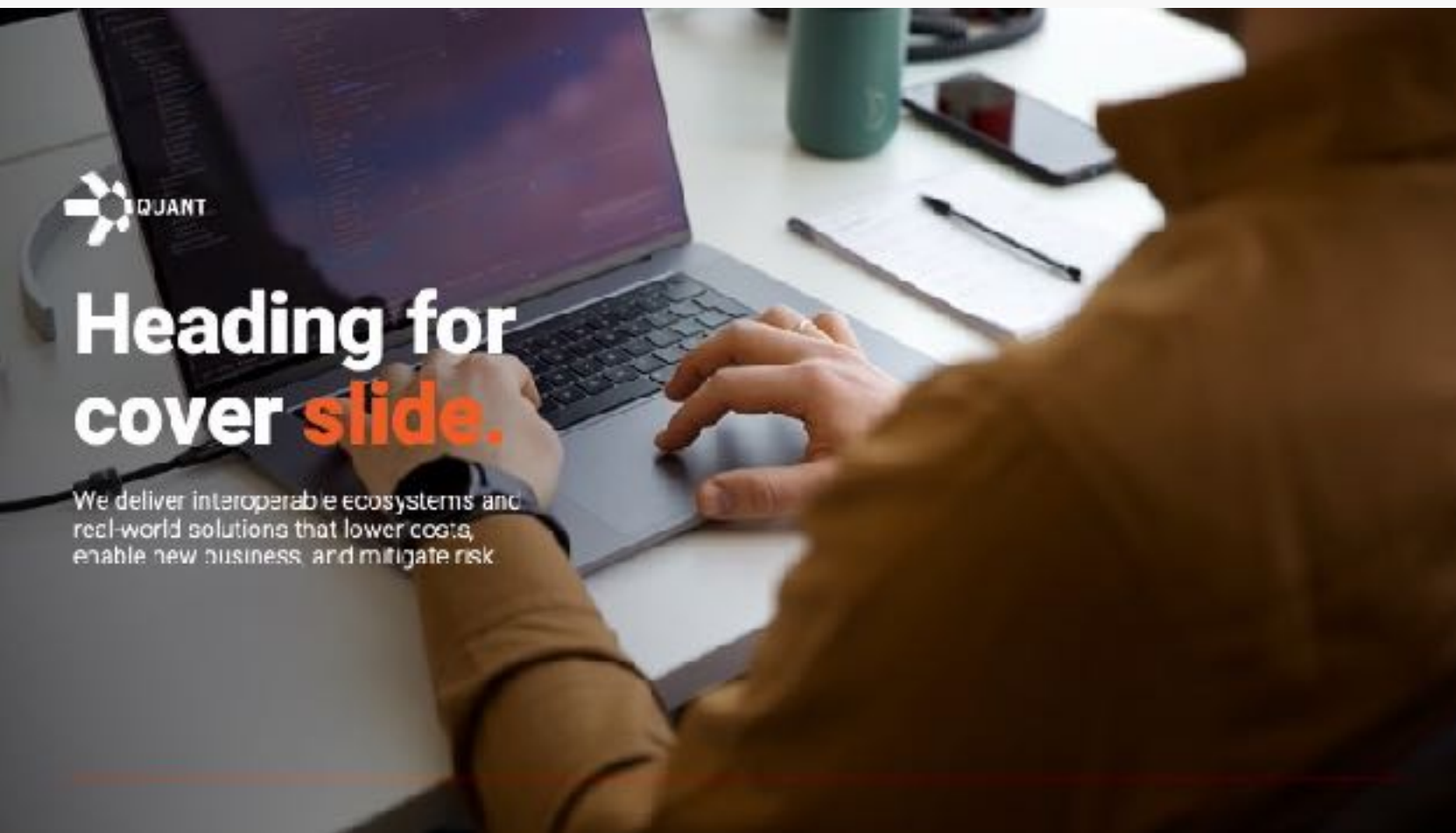
Social Icons Quant Black #000000



Email disclaimer Quant Black #000000

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Collateral



QJANT

Heading for cover slide.

We deliver interoperable ecosystems and real-world solutions that lower costs, enable new business, and mitigate risk.



Whether you work for a bank, an investment firm, or other financial institution, blockchain allows you to exchange information and assets more securely and cost-effectively. Your challenge though is how to implement it simply while protecting your existing IT investments. An investment firm, or other financial institution, blockchain allows you to exchange information and assets more securely and cost-effectively. Your challenge though is how to implement it simply while protecting your existing IT investments.

Section number
72%

Whether you work for a bank, an investment firm, or other financial institution, blockchain allows you to exchange information and assets more securely and cost-effectively.

\$3.0bn **\$39.7bn**
DLT Market Valued in 2020 Expected growth 2025

Source Reference

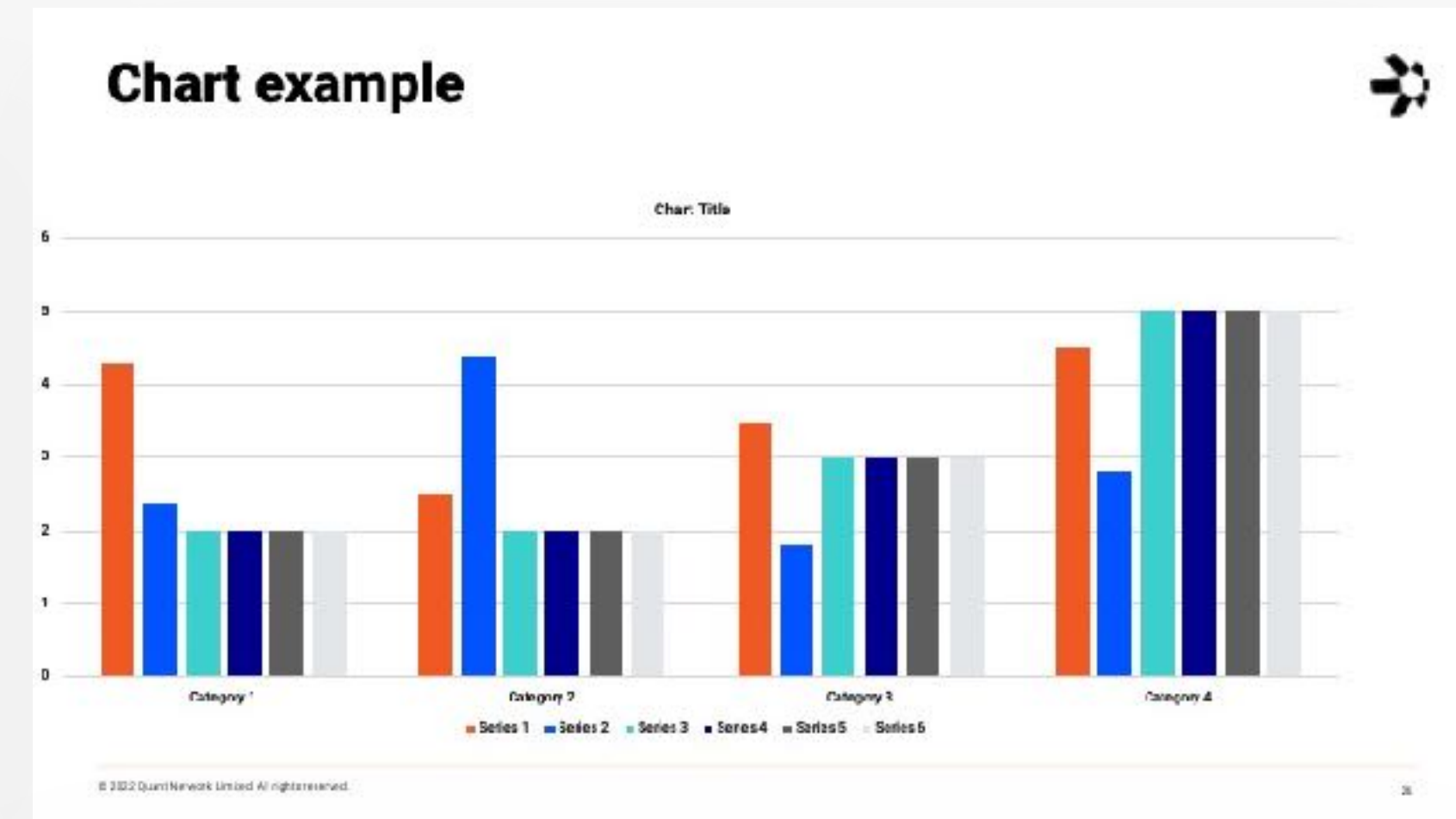
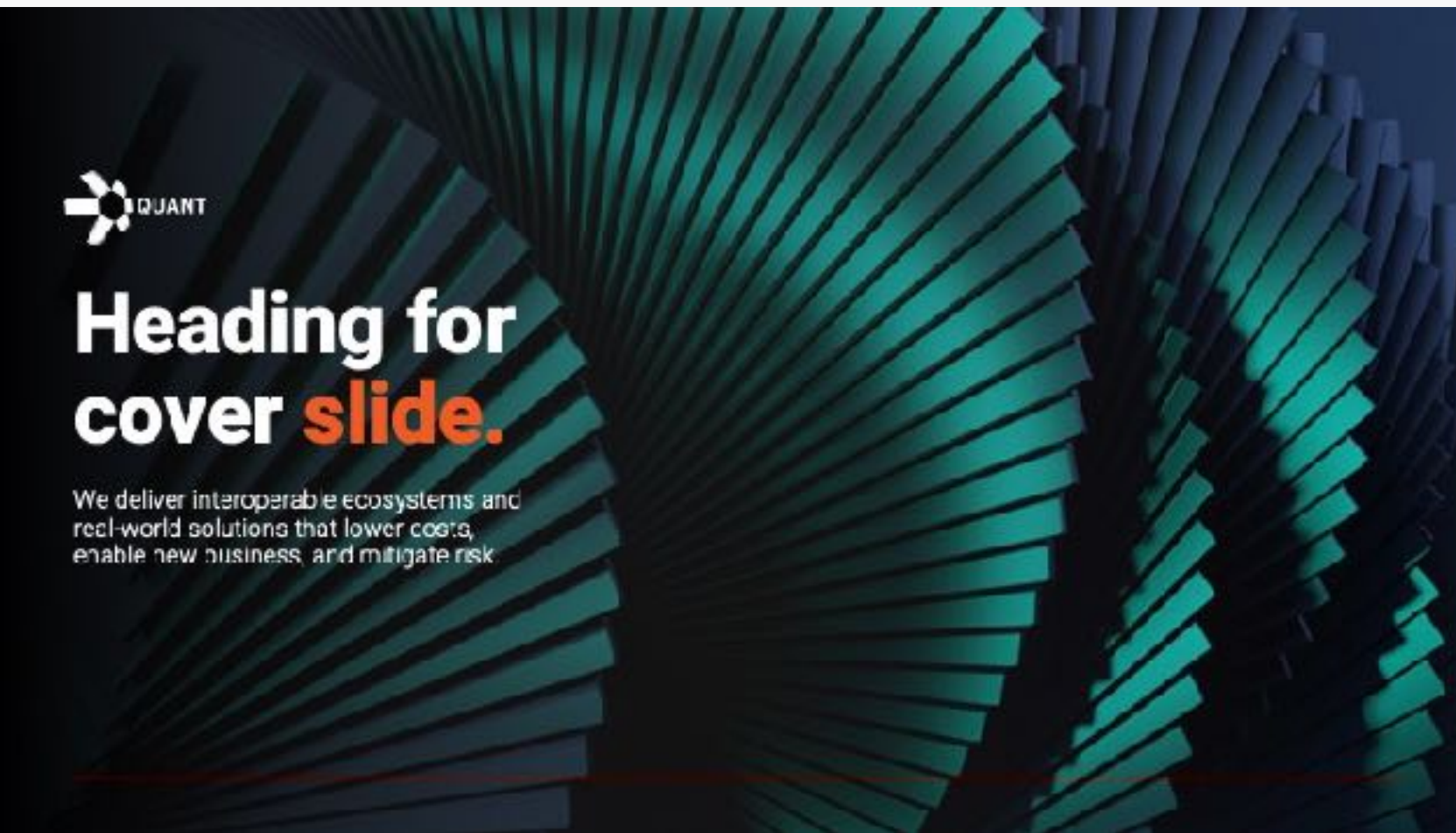


Chart example

Chart Title

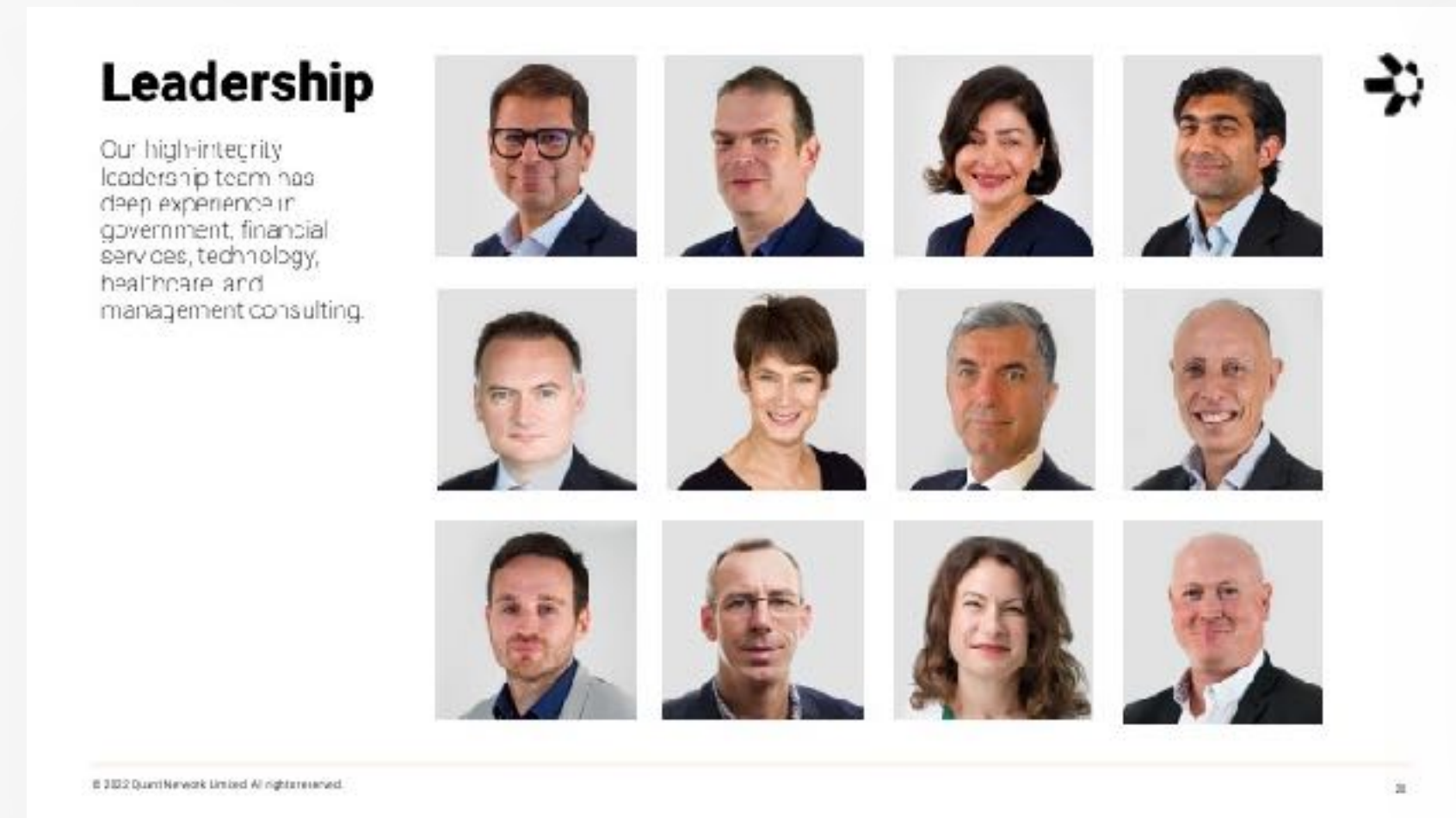
Category	Series 1	Series 2	Series 3	Series 4	Series 5
Category 1	4.5	2.5	2.0	2.0	2.0
Category 2	2.5	4.5	2.0	2.0	2.0
Category 3	3.5	1.8	3.0	3.0	3.0
Category 4	4.5	2.8	5.0	5.0	5.0



QJANT

Heading for cover slide.

We deliver interoperable ecosystems and real-world solutions that lower costs, enable new business, and mitigate risk.



Leadership

Our high-integrity leadership team has deep experience in government, financial services, technology, healthcare and management consulting.



Heading

Heading

Heading

Heading

Heading

01 Heading

02 Heading

03 Heading

04 Heading



Video

In-house video

Composition recommendations

Software: Adobe Premier Pro

Aspect ratio:

Width 1280px

Height 720px

For sit down interviews, we should have a hero shot and have the subject's torso (1). We should also have a closer side angle (2).

For B roll (3) the background should be simple; it shouldn't distract from the subject. The composition feels natural and not staged.

(1)



(2)



(3)



High grade video

Production company

The staging and composition always feels natural, allowing our images to tell a consistently plausible story whilst capturing Quant's culture and attitude.

We play with depth of field and light to give a more premium and filmic touch. The city should be shown using dynamic angles.

We should always try to use original content, and move away from anything that is stock or overused. The aim is to portray Quant as uniquely as possible.

The references below are of a high grade video production and what we should aim to achieve.



Video

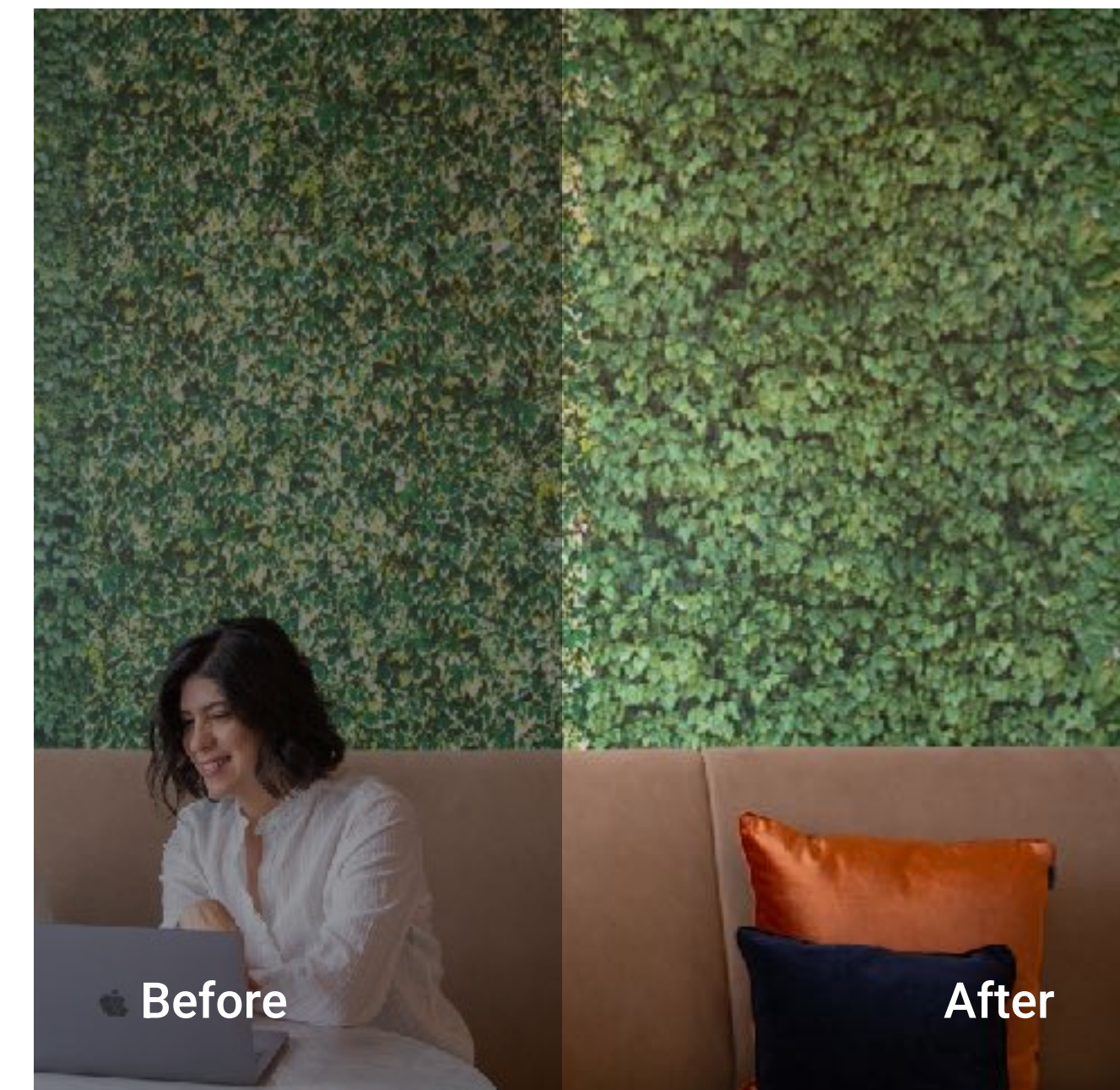
Live action - colour grade

Software: DaVinci Resolve to colour grade

For sit down interviews, we want our colour grade and skin tones to look natural, avoiding over-stylised footage. The grade should be bright with high contrast and realistic colour vibrance and saturation.

Our brand film can be more stylised, and should be slightly warmer as warm colour palettes typically feel inviting and soft. This should help inject the human aspect into our film.

The colours create a vivid atmosphere. We should use soft colours and warmer hues instead of colour-intensive tones. Thereby, we create harmony and elegance through the images, reflecting an easy-going manner. The colours of the images harmonise with the brand colours white, black and orange at all times to create and guarantee a premium visual appearance.



Video

Screen recording explainer video

Software: Adobe After Effects

Aspect ratio:

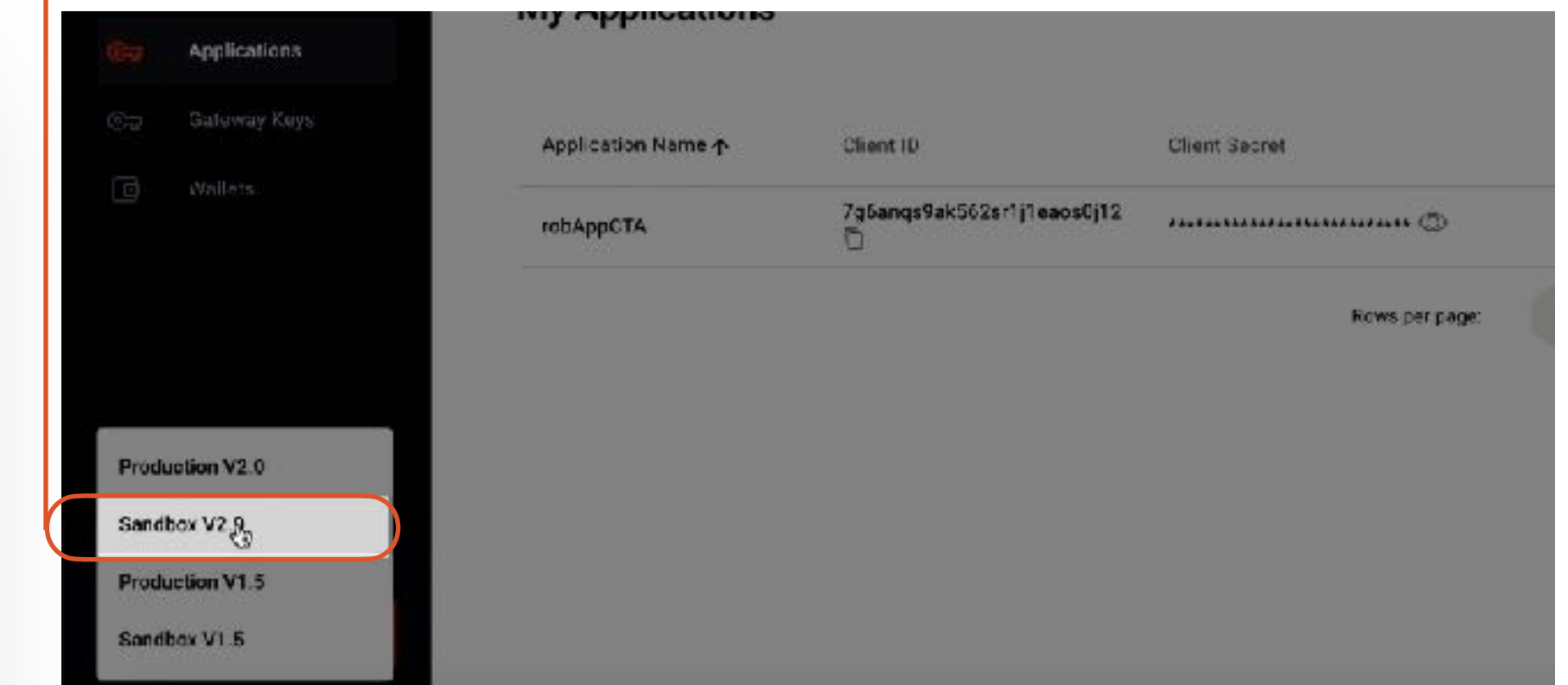
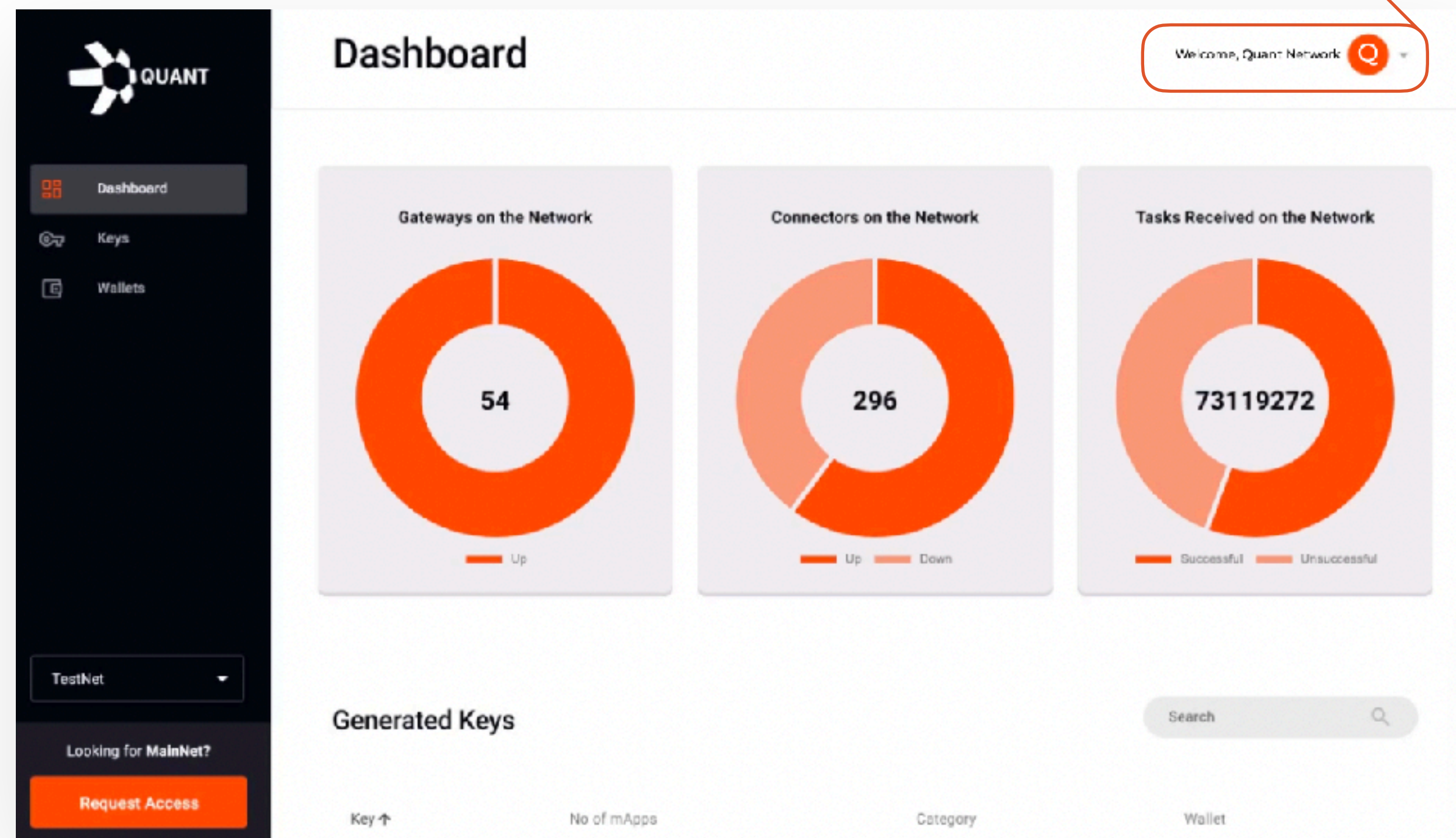
Width 1280px

Height 720px

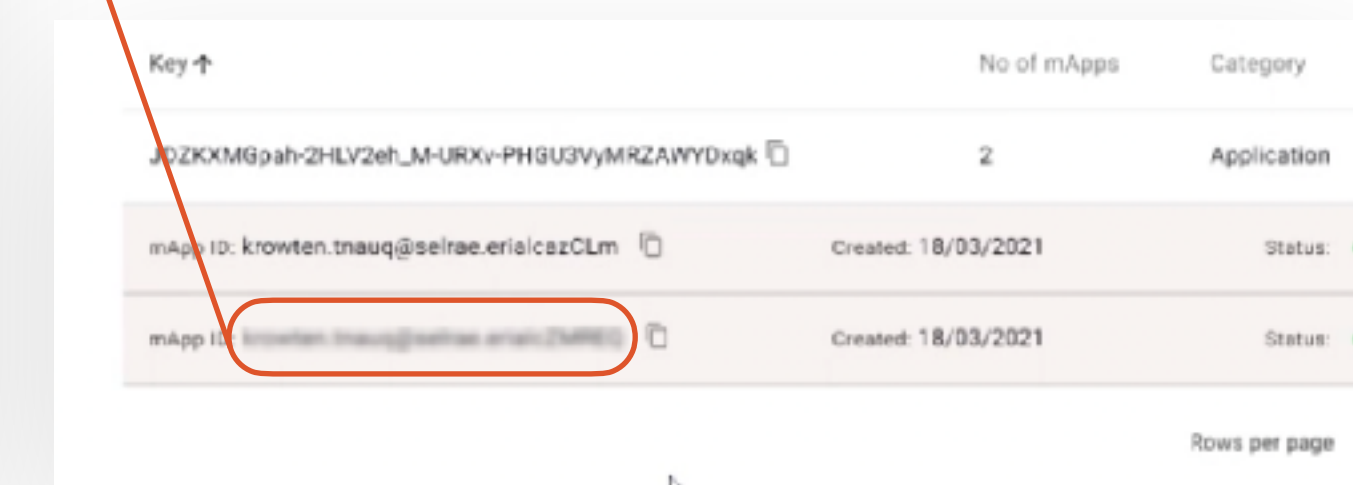
Minimal and controlled mouse movement or recorded on a touch screen.

Create an account for demos.
Avoid using staff names and
confidential information.

Use the exposure effect and invert selection at -70
to highlight information on the page.



Use the Gaussian Blur effect (Blurriness 7.0)
if confidential information can't be avoided





Photography

Formal headshots

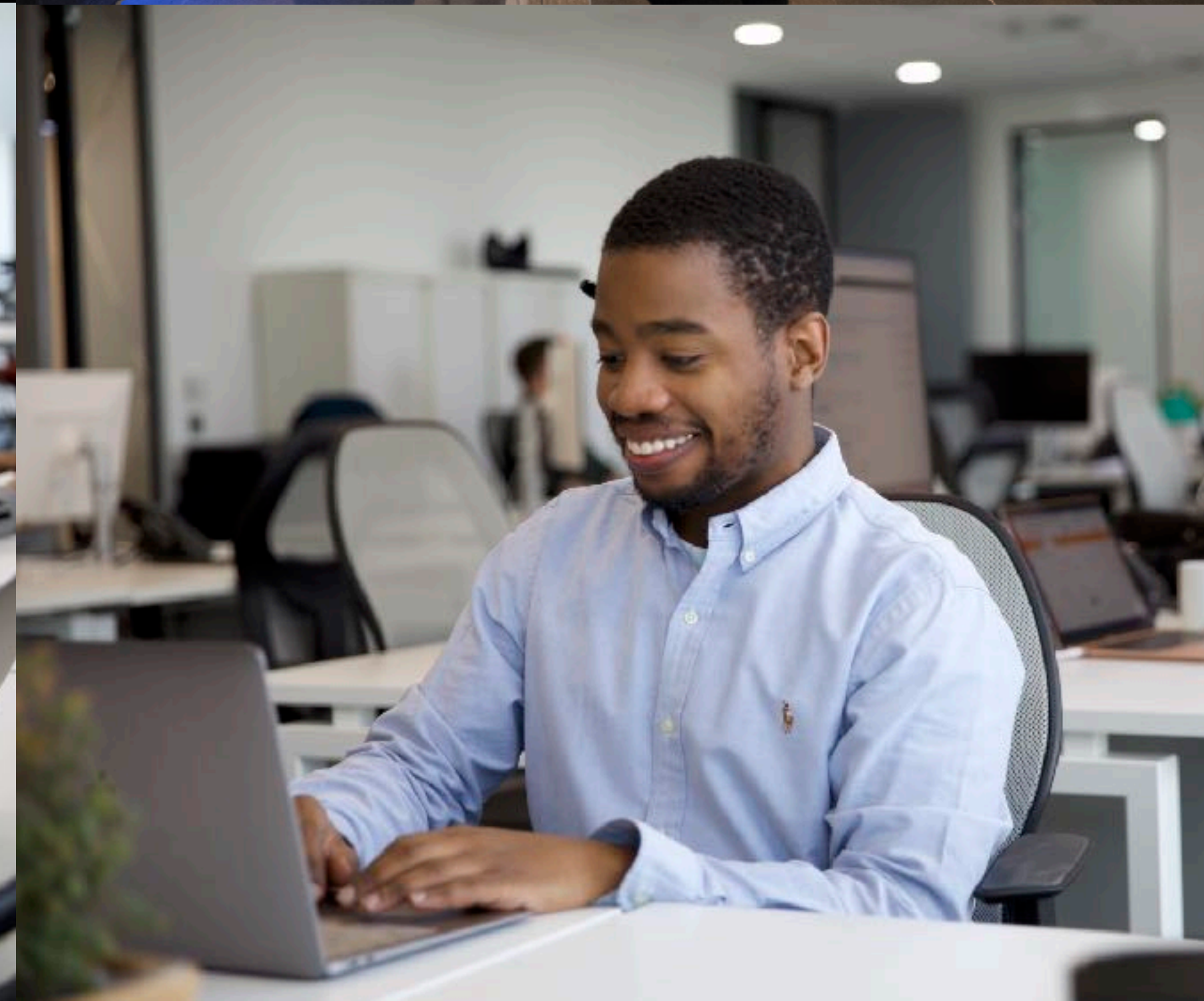
Formal headshots should be professional, confident and approachable but not stern. The background should be consistent with a grey gradient. Using natural light sources ensures images have an authentic, unembellished look. If light sources are enhanced, the authenticity of the image should not be compromised.

Formal headshots would be used on our 'meet the team' website page, client facing presentations, webinars and external facing collateral.



Culture

Our imagery should capture Quant's culture and work environment. Our main focus is on collaboration, meetings, individuals working and close-ups on staff using technology.



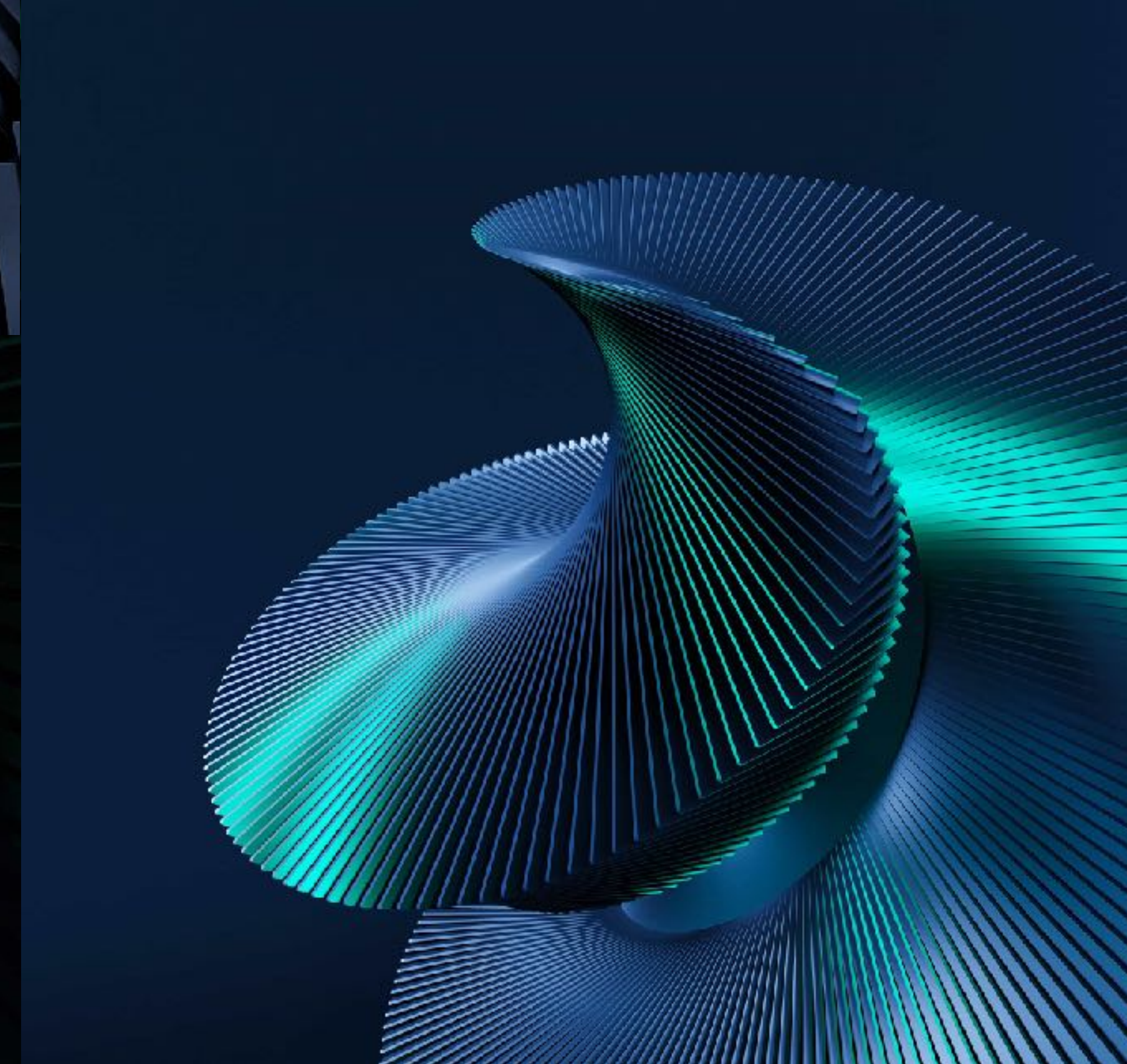
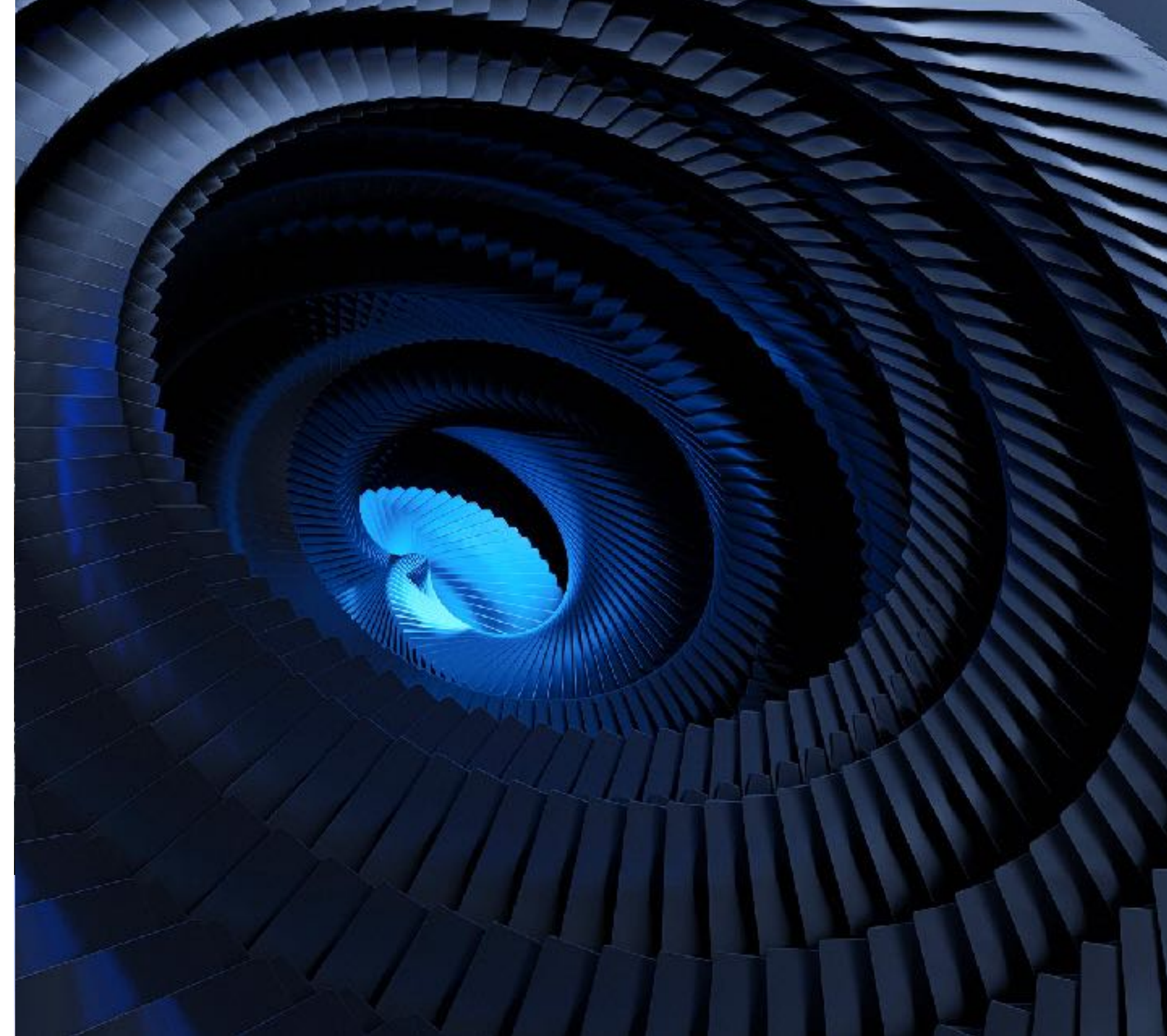
City

Our imagery should capture Quant's culture and work environment. Our main focus is on collaboration, meetings, individuals working and close-ups on staff using technology.



Abstract

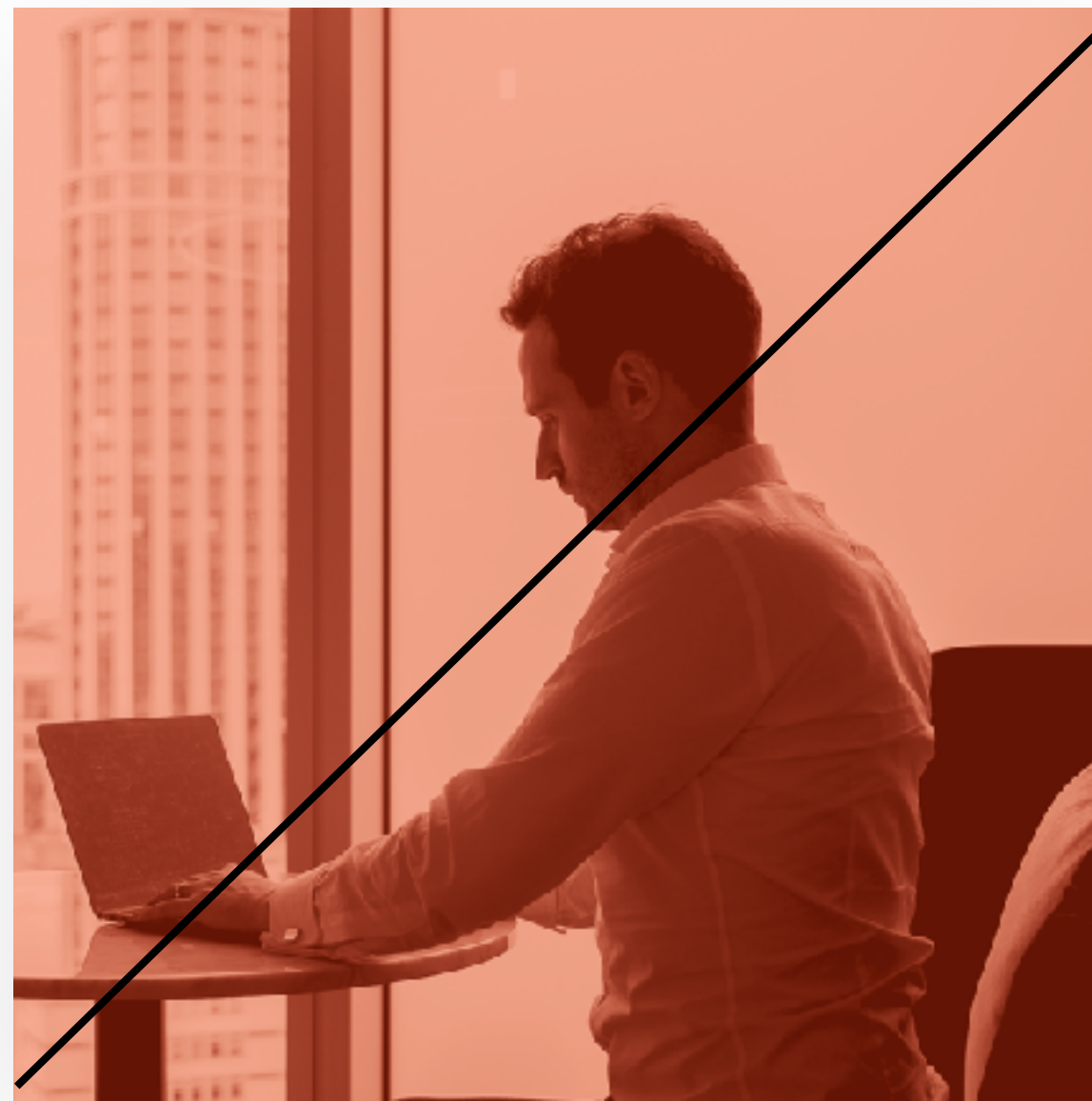
Our imagery should capture Quant's culture and work environment. Our main focus is on collaboration, meetings, individuals working and close-ups on staff using technology.



Incorrect usage

Treatment should always be clear and neutral. Below is a guide on what to avoid. We shouldn't overlay colour with imagery or overly stylise and saturate our content.

Use colour filters over imagery



Use images that feel staged



No separation between subject and background



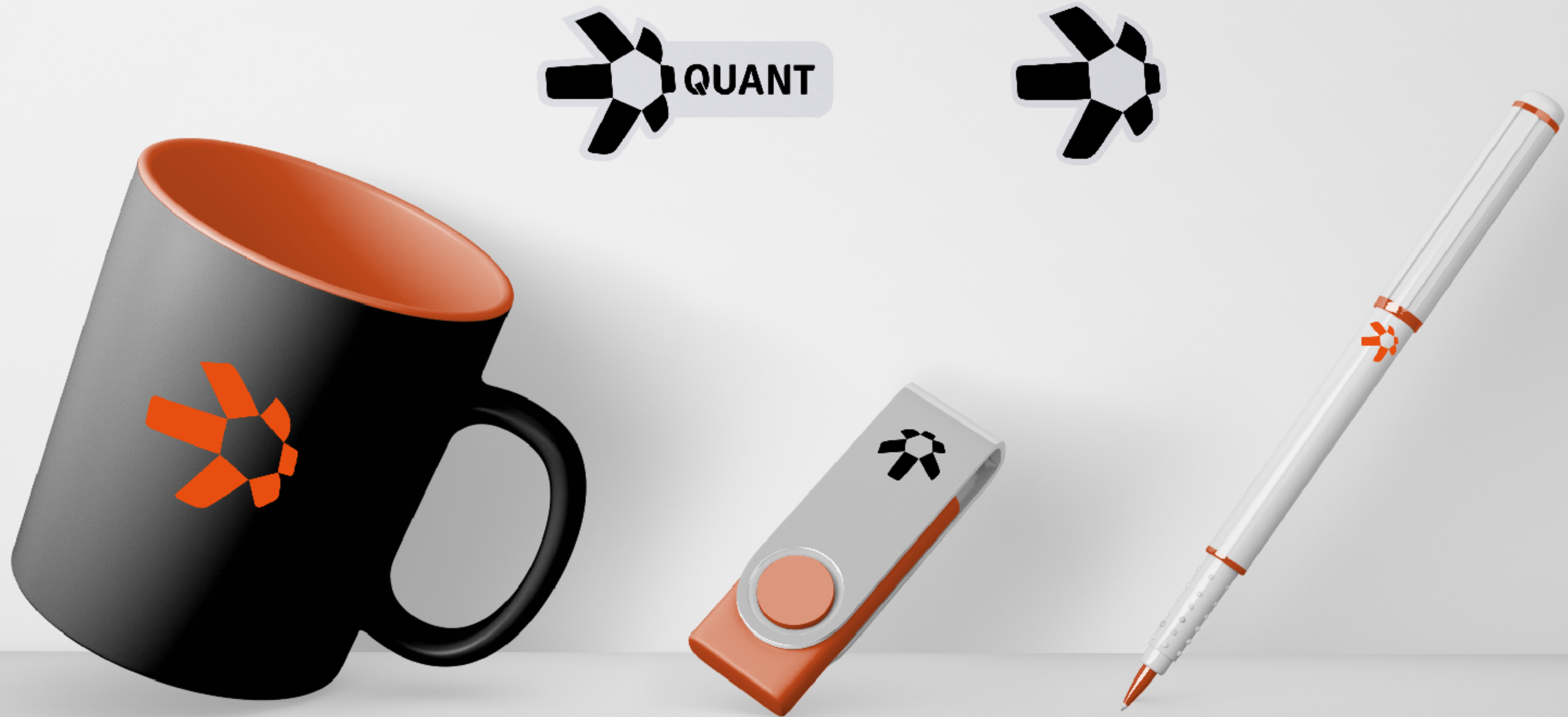


Physical applications

Print



Merchandise



Merchandise

Our Quant jumper is 95% cotton and 5% elastane with our screen printed logo. Our snapback caps are 100% cotton and come with an embroidered logo on the front and back sides.



Laptop case

Neoprene protective sleeve premium design. The neoprene material is lightweight and closely woven for durability and a smooth finish. Highlighted orange zip through for charger and connectors.





Contact

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