CHICAGO QUANTUM EXCHANGE

BRAND IDENTITY GUIDELINES

BRAND IDENTITY TABLE OF CONTENTS

Brand Positioning

Verbal Elements

Graphic Identity

BRAND ATTRIBUTES

How the CQE looks, sounds, and feels

Credible
Rooted in rigorous research and data

Confident
In the integrity of our work and ideas, and open to debate

Collaborative
Reflecting our commitment to sharing knowledge and resources

Innovative
Capturing the excitement of our work and how it helps transform society

Optimistic
About the transformational potential of quantum information science and engineering

Current
Always on the cusp of what's next

POSITIONING STATEMENT

How we want to be known, and what sets us apart

Use the positioning statement as a core concept to guide all CQE marketing and communications.

To the leaders shaping the technology of the future, the Chicago Quantum Exchange is the ultimate source for multidisciplinary and collaborative research, scientific discovery, and workforce training in quantum science and engineering. We assemble an unparalleled network of scholars, facilities, and organizations concentrated in and near Chicago that share knowledge and resources to advance quantum information science and technology, and its impact.

KEY MESSAGES

How we talk about ourselves

Use the key messages as a starting point for building communications. Adapt them to your particular need and audience.

The **bolded blue** statements to the right are the CQE's main themes. Use these consistently to convey the CQE's work and as a means for organizing content.

What does the Chicago Quantum Exchange do?

The Chicago Quantum Exchange connects leading academic talent, top scientific facilities, and prominent corporate and nonprofit partners to advance the science and engineering of quantum information, train the quantum workforce of tomorrow, and drive the local and national quantum economy.

How does the CQE do what it does?

- **Bridging academia, industry, and government** - Unlocking the potential of quantum information science and engineering requires immense intellect, vast resources, and diverse expertise. The Chicago Quantum Exchange answers this need by facilitating collaboration, joint projects, and information exchange among private and public universities, national laboratories, and industry and nonprofit partners, comprising one of the largest collaborative teams working on quantum information science and engineering in the world.

  Proof points: members and partners, Chicago Quantum Summit and other events, congressional testimony, National Quantum Initiative centers and institutes

- **Advancing research, discovery, and impact** - The future impact of quantum science and engineering relies on the research and discoveries happening at Chicago Quantum Exchange institutions today, which lead to advances in quantum communications, computing, and sensing. Research and discovery in these areas will enable networks to send truly unhackable information, computers to solve problems that cannot be solved by current technology, and doctors to detect cancer in a single cell.

  Proof points: research publications, inventions, patents, awards

- **Training quantum scientists and engineers** - As our understanding of quantum information science and engineering grows, so does the need for scientists and engineers who can apply these discoveries in areas like computing, communications, materials, health care, and finance. The Chicago Quantum Exchange is training the next generation of quantum workforce and equipping those already working in science and engineering to transition to quantum careers.

  Proof points: training programs, fellowships, outcomes

- **Driving the local and national quantum economy** - As a hub for cross-sector collaboration, research and discovery, and workforce development, the Chicago Quantum Exchange is a pillar of Chicago's innovation economy that drives quantum technology and job creation in Chicago, in Illinois, and across the U.S.

  Proof points: industry partners, patents, students and alumni, career stats

KEY MESSAGES

Where is the CQE and where does it make an impact?

- Headquartered at the University of Chicago Pritzker School of Molecular Engineering, the Chicago Quantum Exchange is made up of six member institutions: four major research universities and two national laboratories, all within 150 miles of Chicago.
- The combination of world-class researchers, acclaimed science and engineering programs, and uniquely capable research facilities in and near Chicago makes the region a prime destination to explore and advance quantum information science and engineering.
- The addition of the Chicago Quantum Exchange's industry, nonprofit, and international partners make it one of the largest collaborative teams working on quantum information science and engineering in the world.

Leading academic talent at our member institutions:

The University of Chicago

Argonne National Laboratory

Fermi National Accelerator Laboratory

The University of Illinois at Urbana-Champaign

The University of Wisconsin–Madison

Northwestern University

Industry Partners:

Applied Materials

Boeing

ColdQuanta

Discover

Hamamatsu Photonics

HRL Laboratories

IBM

Intel

JPMorgan Chase

Microsoft

Protiviti

Quantum Design

Quantum Machines

Quantum Opus

Qubitekk

Rigetti Computing

Super.tech

TOPTICA Photonics

Verizon

Zurich Instruments

Nonprofit Partners:

P33

Quantum Economic Development Consortium (QED-C)

International Partners:

QuTech

Centre of Excellence for Quantum Computation and Communication

Technology at the University of New South Wales

KEY MESSAGES

Why is the CQE's work important?

With today's technology, we can now harness quantum physics in ways previously impossible, and the world is racing to unlock quantum's potential. But we still need fundamental and applied research to fully understand and control objects at very the smallest scales and to drive new discoveries that will have far-reaching applications.

Advancements in quantum communications, computing, and sensing will one day enable networks to send truly unhackable information, computers to solve problems in seconds rather than centuries, and doctors to detect cancer in a single cell. The future impact of quantum science and engineering relies on the research, discovery, and training happening at the CQE today.

PRESS RELEASE BOILERPLATE

Use the boilerplate language as a short description of the CQE in public-facing communications.

The Chicago Quantum Exchange assembles an unparalleled network of quantum science and engineering researchers, labs, and organizations who share knowledge and resources to make technology that can change the world.

NOMENCLATURE

How we refer to ourselves

FULL NAME

The Chicago Quantum Exchange

Use our full name whenever possible.

SHORT NAMES

The CQE, the consortium

"The CQE" should only be used in situations where space is severely limited, for example in a Twitter handle or post. In contexts where the acronym will not be understood, or when talking about how the CQE operates, "the consortium" may be used.

For both the full and short names, "The" should be capitalized when the name stands alone, such as in a list, but not when it occurs in the middle of a sentence. The word "the" should be omitted when the name is being used as an adjective before a noun.

Example: Argonne National Laboratory is a member of the Chicago Quantum Exchange. Other CQE members include Fermilab. In total, the consortium comprises six member institutions.

THEME LINE

An intellectual hub for advancing the science and engineering of quantum information

Our theme line is used prominently in conjunction with our logo or full name to help describe our work. Do not edit or alter the theme line language.

MEMBER NAMES

First Reference	Second Reference
The University of Chicago	**UChicago**
Argonne National Laboratory	**Argonne**
Fermi National Accelerator Laboratory	**Fermilab**
The University of Illinois at Urbana-Champaign	**Illinois**
The University of Wisconsin–Madison	**UW–Madison**
Northwestern University	**Northwestern**

TAXONOMY

How we are organized

Use these terms consistently to build and maintain strong brand recognition for the CQE and its programs.

Members or **Member Institutions:**
The six institutions that make up the CQE

Partners:
Other organizations that have an official affiliation with the CQE. These can be further categorized as:

- ***Industry Partners:***
  For-profit companies
- ***Nonprofit Partners:***
  Nonprofit organizations
- ***International Partners:***
  Organizations based outside of the United States, including higher-education institutions.

Researchers:
Academic employees of CQE member institutions who study quantum science and/or engineering

CITATION STYLE

How we reference publications

The CQE follows the citation style used by *Science*.
See https://www.sciencemag.org/authors/instructions-preparing-initial-manuscript#science-citation-style.

LOGO

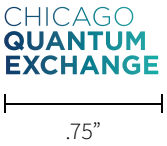
The primary logo's strong type reflects the CQE's confidence and credibility. The range of colors signify our collaborative nature, innovative spirit, and optimism about the impact our work will have.

Primary version

LOGO BASICS

Clear Space
The logo should always be placed with a clear safe area surrounding the entire logo. The minimal space is shown here on the primary version.

Minimum Size
When reproducing the logo in print, a minimum size is recommended. The logo must not be reproduced smaller than the sizes shown.



Lockups
Use these lock-ups when presenting the logo with the theme line or the logo with the URL.

Logo w/ theme line

Logo w/ URL

LOGO BASICS

Color
The full color logo utilizes the Chicago Quantum Exchange's primary colors (see conversions on page 14). It should always appear on a solid white or light colored background.

Full color (primary)

Single-color (navy)

Single-color (dark gray)

Single-color (black)

Single-color (reversed out)
For use on dark backgrounds or gradients

LOGO BASICS

Usage
Treat the logo as artwork, not as typography, and do not alter. This rule includes but is not restricted to type, rules, surrounding boxes, shadows, outlines, structure and embellishments.

Incorrect Usage
Do not manipulate or distort the logo, for example, by stretching or compressing it.

Do not change the color of the word mark, or add any special effect to the logo, or place in any shape not approved.

Do not attempt to recreate the logo's colors or typeface.

Do not add words or images to the logo.

Do not alter the logo's composition.

COLOR PALETTE

Primary

PMS 2955
C100 **M**78 **Y**36 **K**29
R0 **G**55 **B**100

#003865

For web use: #00396B

PMS 326
C86 **M**2 **Y**41 **K**0
R0 **G**175 **B**170

#00B2A9

For web use: #2C7A92

Gradient application

Secondary

PMS 7678
C71 **M**78 **Y**11 **K**1
R105 **G**72 **B**142

#69478d

PMS 7683
C81 **M**59 **Y**7 **K**0
R65 **G**107 **B**169

#416ba8

PMS 487
C4 **M**41 **Y**37 **K**0
R239 **G**166 **B**147

#eea693

PMS 674
C18 **M**80 **Y**5 **K**0
R204 **G**85 **B**153

#cc5599

PMS 7479
C0 **M**70 **Y**0 **K**72
R204 **G**85 **B**153

#26d07c

PMS 306
C81 **M**4 **Y**5 **K**0
R0 **G**178 **B**227

#00b8e0

Gradient application

Neutrals

Cool Gray 11
C0 **M**2 **Y**0 **K**68
R113 **G**113 **B**116

#454242

Cool Gray 7
C43 **M**35 **Y**35 **K**1
R152 **G**152 **B**153

#989899

Cool Gray 4
C27 **M**21 **Y**22 **K**0
R187 **G**187 **B**187

#bbbbbb

Cool Gray 2
C18 **M**14 **Y**15 **K**0
R208 **G**207 **B**205

#cfcfcd

Cool Gray 1
C14 **M**11 **Y**12 **K**0
R217 **G**216 **B**214

#d8d7d6

THEME COLOR ASSIGNMENTS

Color assignments for each theme were created to differentiate content and increase scanability. Color assignments can also be applied to theme icons in gradient form, where appropriate. Where color is not available or a more unified look is sought, neutral icons may be used (see page 15).

Bridging Academia, Industry and Government

Advancing Research, Discovery, and Impact

Training Quantum Scientists and Engineers

Driving the Local and National Quantum Economy

Theme icons

ICONS

Use these icons to create visual interest and help with scanability in communications. The theme icons should only be used in close proximity to their corresponding titles. Color assignments can also be applied to theme icons in gradient form, where appropriate (see page 14).

Theme Icons

Bridging Academia, Industry and Government

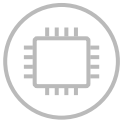
Advancing Research, Discovery, and Impact

Training Quantum Scientists and Engineers

Driving the Local and National Quantum Economy

Other Icons

Quantum Computing



Quantum Communications

Quantum Sensing

News

Events

GRAPHIC ELEMENTS

Along with the icons, these graphic elements can be used to add further visual interest to communications.

Gradient Overlays

Used over stock imagery, the gradient overlay makes this image our own. This treatment should be used sparingly as a design detail on things like covers or page dividers. It helps legibility when text appears over an image and also creates a more vibrant aesthetic without distracting from the clear content of the image.

Angles

Angled shapes mimic the directional movement in the qubit. They are used to give dimension and motion to the gradients.

Divider Lines

Dus ero exerum dolorupta quam, quasper chillam que elentiorum iliberf erfernam fugiant et accum volores nulpari nis sum nis assequiatur.

HEADER

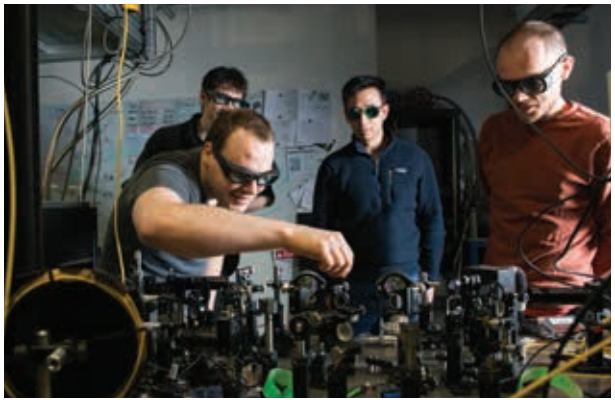
Dus ero exerum dolorupta quam, quasper chillam que elentiorum.

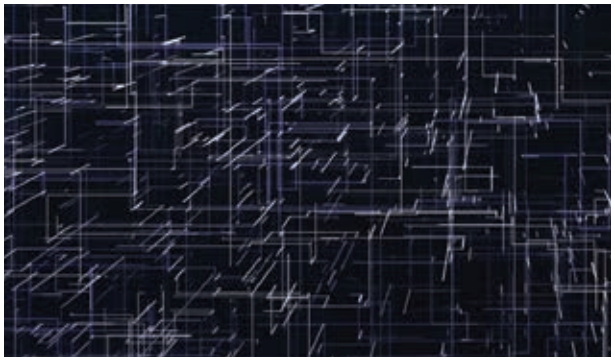
CQE green divider lines are used to make text and information more scannable and accessible.

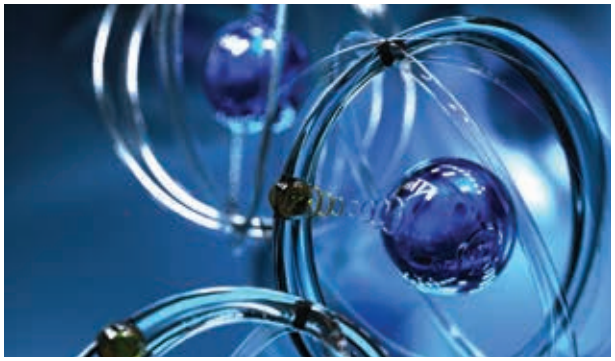
IMAGERY

Photography and illustrations should be representative of CQE brand attributes **Credible**, **Confident**, **Collaborative, Innovative**, **Optimistic, Current** and reflective of our themes:

- Bridging Academia, Industry and Government
- Advancing Research, Discovery, and Impact
- Training Quantum Scientists and Engineers







TYPOGRAPHY

The CQE typographic style follows the clean aesthetic of the brand. These simple and legible typefaces were selected to help further make CQE communications accessible to all audiences.

Our primary font, Source Sans Pro, is a Google font and available for download at: fonts.google.com/specimen/Source+Sans+Pro

Gotham may be purchased at: typography.com/fonts/gotham/overview

Primary

Source Sans Light
Source Sans Light Ital

Source Sans Regular
Source Sans Regular Ital

Source Sans Semibold
Source Sans Semibold Ital

Source Sans Bold
Source Sans Bold Ital

Secondary

Gotham Light
Gotham Light Ital

Gotham Book
Gotham Book Ital

Gotham Medium
Gotham Medium Ital

Gotham Bold
Gotham Bold Ital

Alternative Fonts

Use these typefaces in situations where the primary or secondary fonts are not available.

Calibri comes standard with Microsoft Office and Windows.

Montserrat is a Google font and available for download at: https://fonts.google.com/specimen/Montserrat

Calibri Light
Calibri Light Ital

Calibri Regular
Calibri Regular Ital

Calibri Bold
Calibri Bold Ital

Use Arial if Calibri is unavailable.

Montserrat Light
Montserrat Light Ital

Montserrat Regular
Montserrat Regular Ital

Montserrat Semibold
Montserrat Semibold Ital

Montserrat Bold
Montserrat Bold

Use Arial if Montserrat is unavailable.

SAMPLE TYPE STYLES

Headline:
Source Sans Semibold
18pt

Ed maxime quuntiunt laborem vent.

Intro copy:
Source Sans Light
12pt

Ed maxime quuntiunt laborem. Untem dolor aut ut qui rest liquo dolor magnisqui conem volupta tuscia pel molorro blanietur, sandam dipsunt est ut aut et qui dis et voluptae.

Header:
Gotham Bold
9pt

HEADER

Body Text
Source Sans Light
9pt

Ed maxime quuntiunt laborem vent. Untem dolor aut ut qui rest liquo dolor magnisqui conem volupta tuscia pel

Subhead
Source Sans Semibold
9pt

Vollaceritis Ecerciiste
Ed maxime quuntiunt laborem vent. Untem dolor aut ut qui rest liquo dolor magnisqui conem volupta.

Call-out:
Source Sans Light
11pt

Ed maxime quuntiunt laborem vent. Untem dolor aut ut qui rest liquo dolor magnisqui conem volupta tuscia pel molorro blanietur, sandam.

Sidebar:
Source Sans Light
7pt

Ed maxime quuntiunt laborem vent.Untem dolor aut ut qui rest liquo dolor magnisqui conem volupta tuscia pel molorro blanietur, sandam dipsunt est ut aut et qui dis et voluptae conseru ptaque lit ut quo et vero molutae iusci vidia vollaceritis re excerciiste

Ed maxime quuntiunt laborem vent.Untem dolor aut ut qui rest liquo dolor magnisqui conem volupta tuscia pel molorro blanietur, sandam dipsunt est ut aut et qui dis et voluptae conseru ptaque lit ut quo et vero molutae iusci vidia vollaceritis re excerciiste.

By the numbers:
Gotham Light
35pt

Source Sans Semibold
8pt

130+
Researchers in areas of quantum information technology

6
Institutions across the Chicago area

$65M
Federal funding in FY19 to CQE member institutions

53
Total events in 2019

CO-BRANDING

Use these lock-up examples to properly brand CQE members. Members are listed in the order in which they joined the CQE.

Member lock-up

Horizontal two-line

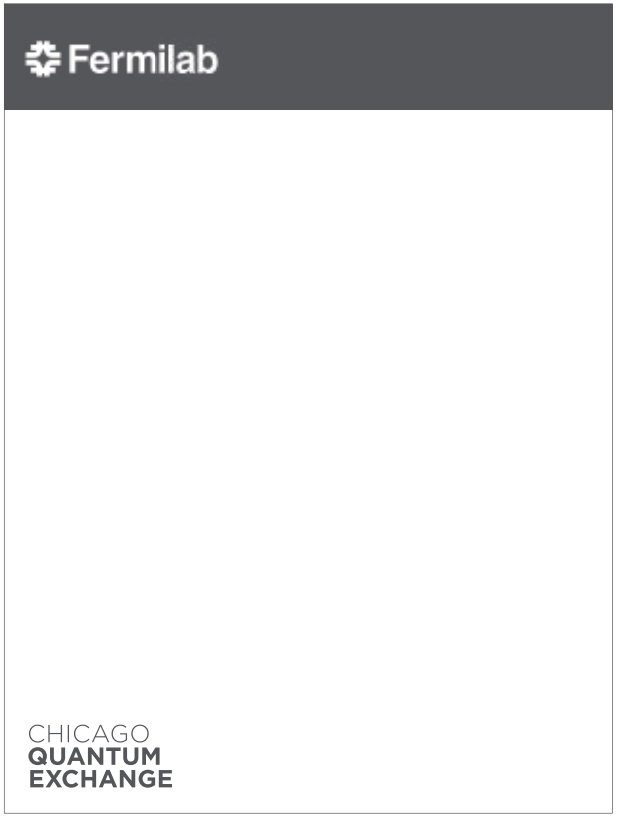
Stacked square

Vertical stack

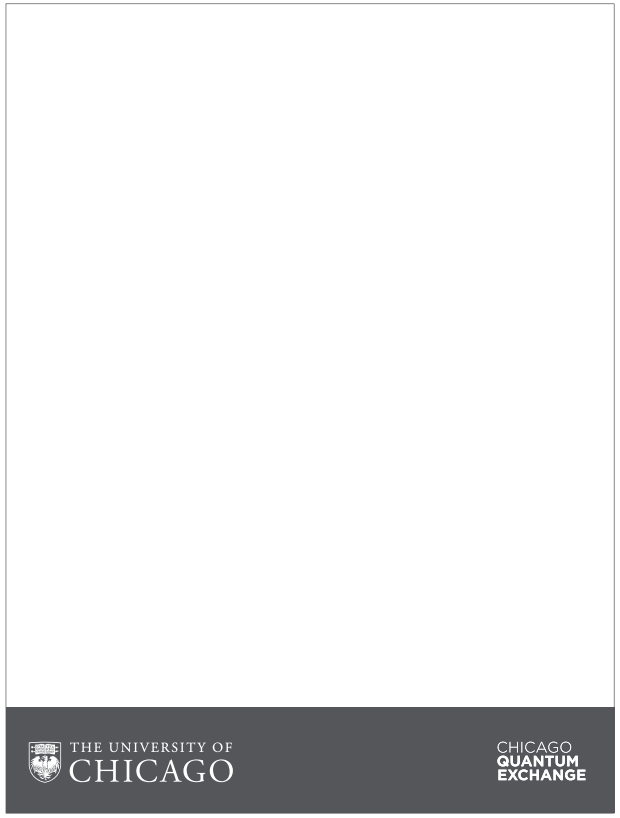
Horizontal one-line *(preferred lockup)*

CO-BRANDING

When adding the CQE logo to member institution communications, please use these layout examples as a guide.



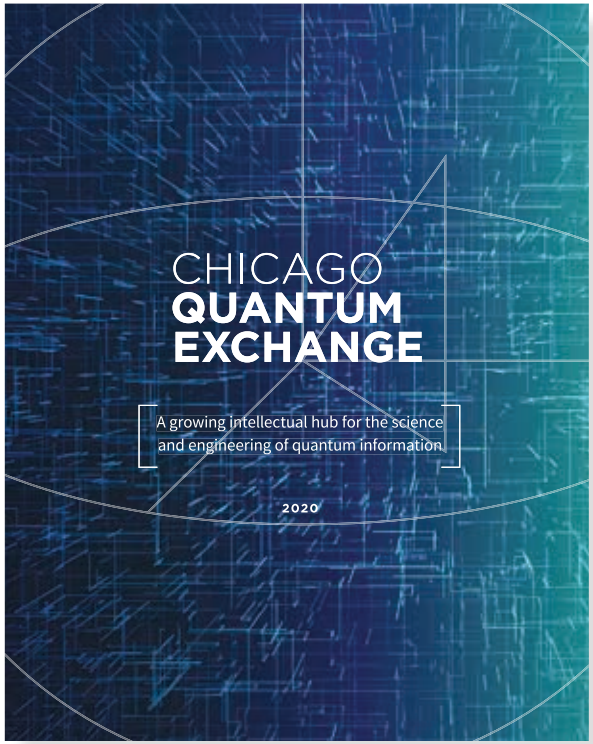
Sample communication from CQE member



Sample communication from CQE member

USAGE EXAMPLES

Annual Report



USAGE EXAMPLES

CQE One Sheet

CHICAGO QUANTUM EXCHANGE

An intellectual hub for advancing the science and engineering of quantum information

Quantum information science was once purely theoretical. With today's technology, we can now harness quantum physics to advance communication, computing, and sensing in ways previously impossible.

The Chicago Quantum Exchange connects leading academic talent, top scientific facilities, and prominent corporate and nonprofit partners to advance the science and engineering of quantum information, train the quantum workforce of tomorrow, and drive the local and national quantum economy.

BRIDGING ACADEMIA, INDUSTRY, AND GOVERNMENT

The CQE facilitates collaboration, joint projects, and information exchange among private and public universities, national laboratories, and corporate and nonprofit partners.

ADVANCING RESEARCH, DISCOVERY, AND IMPACT

The CQE's research, focused on quantum communications, computing, and sensing, is shaping the future of quantum science and engineering and its impact on the world.

TRAINING QUANTUM SCIENTISTS AND ENGINEERS

The CQE is developing the next generation of the quantum workforce and equipping those already working in science and engineering to transition to quantum careers.

DRIVING THE LOCAL AND NATIONAL QUANTUM ECONOMY

As a hub for cross-sector collaboration, research and discovery, and workforce development, the CQE drives quantum jobs and technology in Chicago, in Illinois, and across the U.S.

130+
Researchers in areas of quantum information technology

$260M
Federal funding to CQE member institutions in 2020

20+
honors given to researchers at CQE member institutions in 2020

CHICAGO QUANTUM EXCHANGE

THE UNIVERSITY OF CHICAGO · Argonne NATIONAL LABORATORY · Fermilab · University of ILLINOIS · WISCONSIN · Northwestern University

RESEARCH HIGHLIGHTS

Quantum Communications
Using principles of quantum entanglement, CQE researchers are developing encryption that could offer a revolutionary new scheme of securing information. This quantum-based security will be a game-changer for government, finance, telecom, and other industries that depend on fast, encrypted communications.

Quantum Computing
CQE researchers are improving superconducting and semiconductor qubit technology, lengthening the amount of time a qubit is operational. This could have an enormous impact on the performance of quantum computers.

Quantum Sensing
CQE researchers are developing quantum sensors, a platform for sensing individual biomolecules, new techniques for bio-imaging, and techniques to measure and control temperature within cells. These quantum tools could enable scientists and healthcare providers to monitor and control real-time activity and molecular dynamics.

"We're focusing our research on new qubit technologies and addressing key bottlenecks in their control and connectivity as quantum systems get larger. Our collaborations with members of the Chicago Quantum Exchange will help us harness our collective areas of expertise to contribute to meaningful advances in these areas."

Jim Clarke, Director of Quantum Hardware at Intel

MEMBERS

The University of Chicago
Argonne National Laboratory
Fermilab National Accelerator Laboratory
University of Illinois at Urbana-Champaign
University of Wisconsin–Madison
Northwestern University

PARTNERS

Industry
Applied Materials
Boeing
ColdQuanta
Discover
Hamamatsu Photonics
HRL Laboratories
IBM
Intel
JPMorgan Chase
Microsoft
Protiviti
Quantum Design
Quantum Machines
Quantum Opus
Qubitekk
Rigetti Computing
Super.tech
TOPTICA Photonics
Verizon
Zurich Instruments

International
QuTech
CQC²T

Nonprofit
P33
Quantum Economic Development Corporation (QED-C)

TRAINING PROGRAMS

Degree Programs
Undergraduate and graduate programs at most of our member institutions, including a master's program in quantum computing at UW–Madison

CQE IBM Postdoctoral Trainees Program
Provides annual discretionary funds, mentoring, and freedom to work with research groups across the CQE; traditional postdoctoral fellowships also available

Internships
Opportunities to work with CQE industry partners advancing the real-world application of quantum information science

The Quantum Information Science and Engineering Network (QISE-NET)
A training opportunity that supports graduate students with both an academic advisor and one from industry or a national laboratory

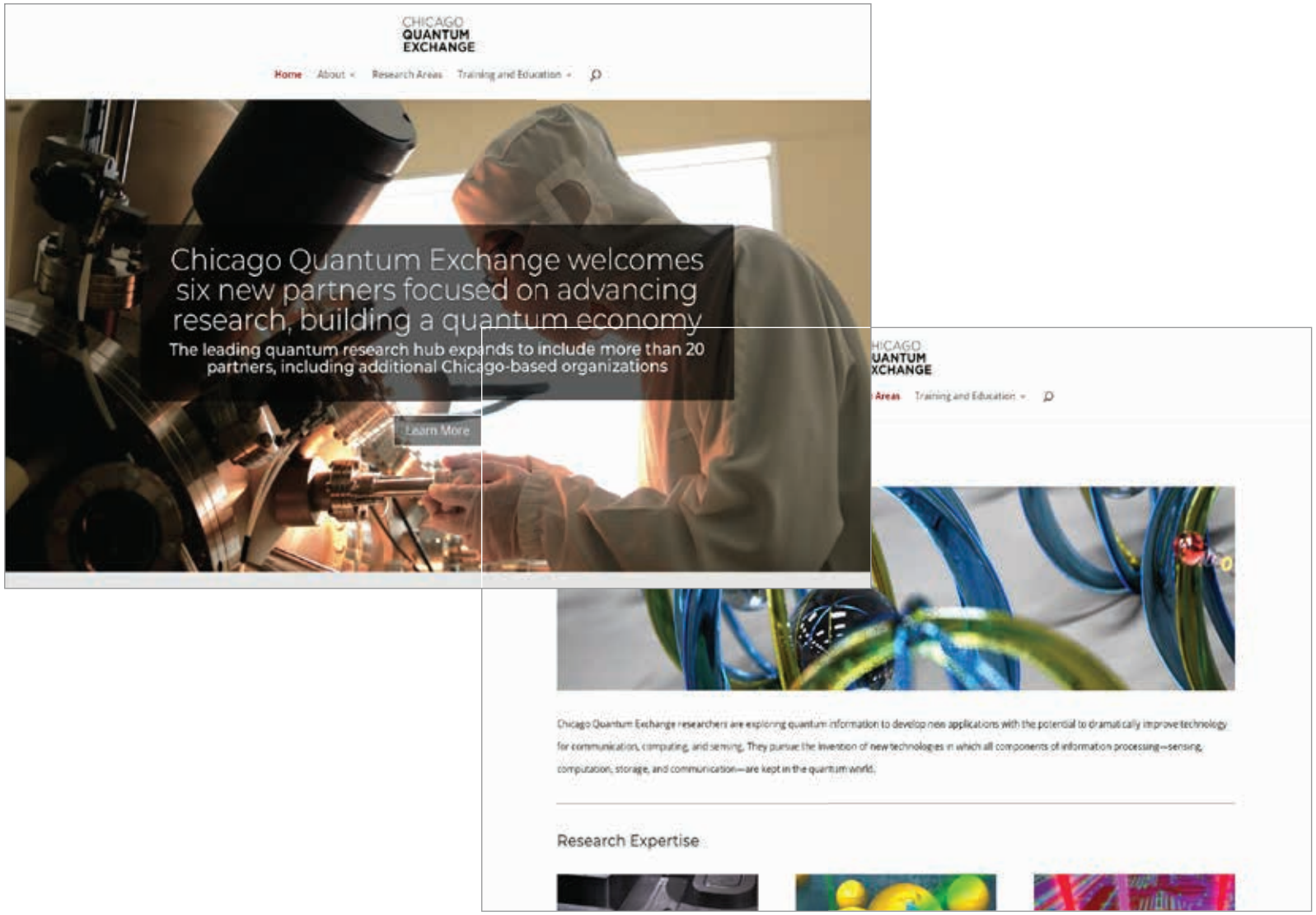
Certificate Programs in Quantum Engineering and Technology
A new series of certificates that help mid-career scientists and engineers pivot to quantum careers

CHICAGO QUANTUM EXCHANGE

quantum@uchicago.edu
chicagoquantum.org
773.834.8054

USAGE EXAMPLES

Website



USAGE EXAMPLES

Social Media

CHICAGO
QUANTUM
EXCHANGE

CHICAGO
QUANTUM
EXCHANGE

USAGE EXAMPLES

Video

Opening title slide

Name Lastname
Title Line 1
Title Line 2
Title Line 3

Name Lastname
Title Line 1
Title Line 2
Title Line 3

Lower-third examples

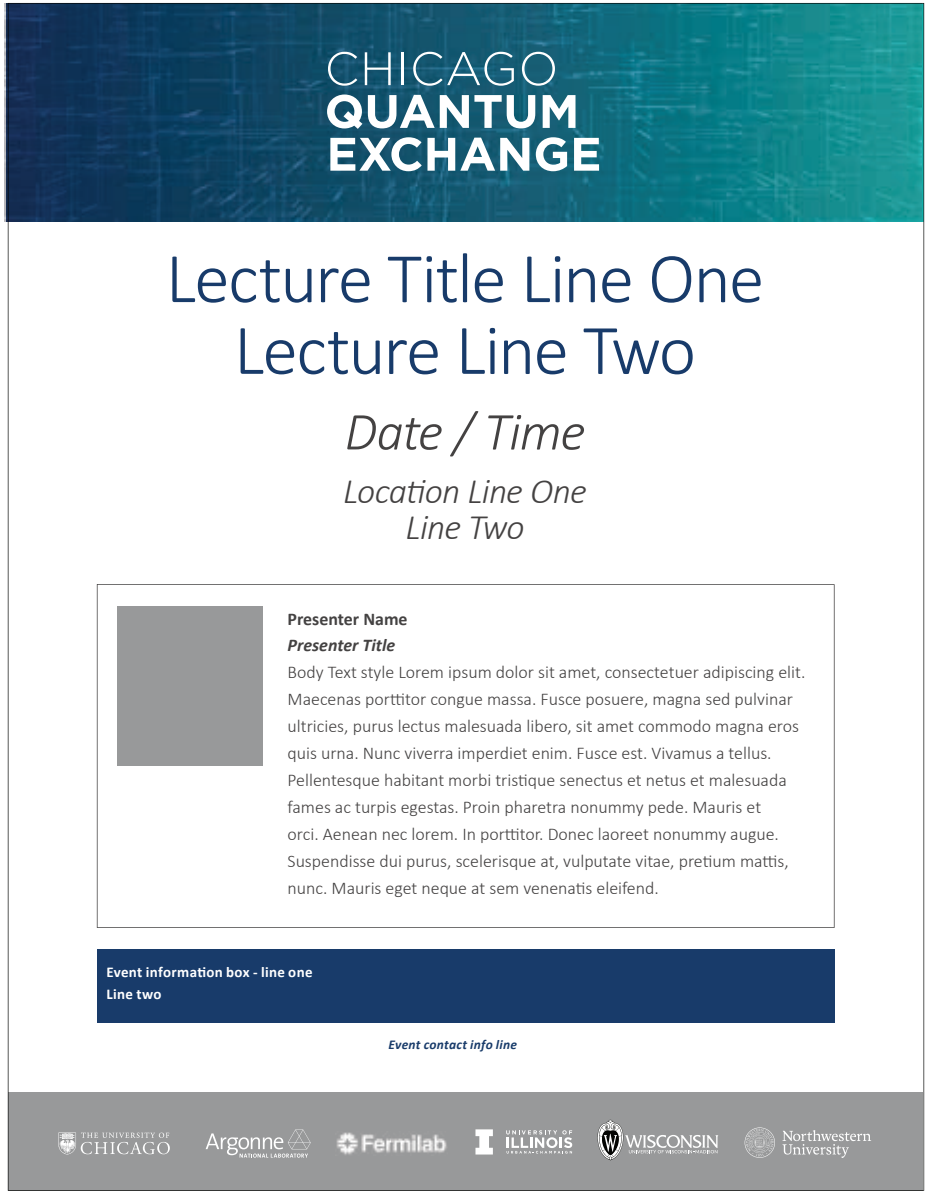
Slide with member institutions

USAGE EXAMPLES

PowerPoint

USAGE EXAMPLES

Event Template



USAGE EXAMPLES

Promotional Materials

USAGE EXAMPLES

Email Newsletter Header

Footer

CHICAGO QUANTUM EXCHANGE

THE UNIVERSITY OF CHICAGO

Argonne NATIONAL LABORATORY

Fermilab

UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

WISCONSIN UNIVERSITY OF WISCONSIN–MADISON

Northwestern University