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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
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.
What does the Chicago Quantum Exchange do?
The Chicago Quantum Exchange connects top universities, national labs, and industry partners to advance the science and engineering of quantum information, train the future quantum workforce, and drive the quantum economy. The recipient of millions of dollars in government and corporate investment and home to some of the world’s top experts in the field, the Midwest-based CQE community is a central driver of US leadership in quantum technologies.

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*
Who is part of the Chicago Quantum Exchange?
The CQE is based at the University of Chicago and anchored by the US Department of Energy’s Argonne National Laboratory and Fermi National Accelerator Laboratory, the University of Illinois Urbana-Champaign, the University of Wisconsin–Madison, Northwestern University, and Purdue University. The CQE community includes more than 50 corporate, international, nonprofit, and regional partners and is one of the largest collaborative teams working on quantum science in the world.

What is the CQE’s mission?
The CQE’s mission is to lead the nation to an inclusive and sustainable quantum economy by connecting leading academic talent, top scientific facilities, and a diverse industry base that includes Fortune 500 companies, quantum startups, and a wide variety of sectors poised to adopt quantum technologies.

What has the CQE community done?
As of 2024, the CQE community spans Illinois, Wisconsin, and Indiana. In recent years, the CQE community has:

- Received more than a billion dollars in corporate and government investment.
- Been named as a US Tech Hub for quantum technologies by the US Economic Development Administration. The CQE-led Bloch Quantum Tech Hub is the nation’s only quantum innovation team rallying entire sectors around society’s most urgent challenges — to combat financial fraud, secure the energy grid, and accelerate the development of life-saving drugs.
- Built four of the 10 National Quantum Initiative Act research centers — more than any other region.
- Developed one of the nation’s longest quantum networks.
- Launched Duality, the nation’s first quantum startup accelerator, contributing to the region’s vibrant entrepreneurial culture.
- Created one of the nation’s largest quantum-ready talent pipelines. Universities and colleges in the CQE region award more 60,000 degrees and certificates annually in quantum-relevant skills such as computer and information sciences, engineering, mathematics and statistics, physical sciences, and more.
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.

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.
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      UIUC
The University of Wisconsin–Madison                 UW–Madison
Northwestern University                             Northwestern
Purdue University                                   Purdue
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 seven 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.

- **Regional Partners:**
  Affiliated institutions that are outside the Chicagoland area.

**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](https://www.sciencemag.org/authors/instructions-preparing-initial-manuscript#science-citation-style).
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.
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.

- CHICAGO QUANTUM EXCHANGE
- CHICAGO QUANTUM EXCHANGE
  An intellectual hub for advancing the science and engineering of quantum information
  quantumchicago.org

Logo w/ theme line
Logo w/ URL
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.

CHICAGO QUANTUM EXCHANGE
Full color (primary)

CHICAGO QUANTUM EXCHANGE
Single-color (navy)

CHICAGO QUANTUM EXCHANGE
Single-color (dark gray)

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

CHICAGO QUANTUM EXCHANGE
Single-color (black)
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
The Chicago Quantum Exchange color palette draws from bright hues to keep our branding engaging and accessible and inspire audiences about our exciting work.

Usage in Type
Use black, gray (Cool Gray 11 or Cool Gray 7) or reverse white for all body text, stressing legibility. Primary and secondary colors can be used for accent text like headers or calls to action (CTAs).
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).
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
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 accord volores nulpari nis sum nis assequiatu.

**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.
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
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](http://fonts.google.com/specimen/Source+Sans+Pro)

Gotham may be purchased at: [typography.com/fonts/gotham/overview](http://typography.com/fonts/gotham/overview)

### Primary

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### 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](https://fonts.google.com/specimen/Montserrat)

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Use Arial if Calibri is unavailable.

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**By the numbers:**
- 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

**HEA**

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Use these lock-up examples to properly brand CQE members. Members are listed in the order in which they joined the CQE.
When adding the CQE logo to member institution communications, please use these layout examples as a guide.
CHICAGO QUANTUM EXCHANGE

A growing intellectual hub for the science and engineering of quantum information

2020

CHICAGO QUANTUM EXCHANGE

With today’s technology, we can now harness quantum physics in a way 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 the very smallest scales—and to drive new discoveries that will have far-reaching applications.

The Chicago Quantum Exchange connects the leading academic talent in quantum research, the top scientific facilities in the region, and the most innovative industry partners in the world around the shared goal of advancing the science and engineering of quantum information. This growing intellectual hub is the nation’s leading center for research in quantum information and for training the quantum workforce of tomorrow.

QUANTUM’S HEADQUARTERS

With its world-class universities, researchers, and lab facilities, Chicago is a prime destination for quantum innovation. The Chicago Quantum Exchange connects more than 250 researchers across the Midwest, plus international, industry, and non-profit partners, making it the nation’s largest collaborative team working on quantum science in the world.

ACCELERATED GROWTH

The Chicago Quantum Exchange began as a partnership between the University of Chicago, Argonne National Laboratory, Fermi National Accelerator Laboratory, and the University of Illinois at Urbana-Champaign in 2017. Since then, seven industry partners and two international partners have joined, and in 2019, the CQE welcomed two non-profit partners, the Quantum Economic Development Corporation (QED-C) and P33.

$65M+
FEDERAL FUNDING TO MEMBER INSTITUTIONS IN 2019

6
MEMBER INSTITUTIONS
ACROSS THE CHICAGO AREA

7
MEMBER AND PARTNER WORKSHOPS IN 2019

130+
MEMBERS

53
TOTAL EVENTS IN 2019

TRAINING QUANTUM SCIENTISTS AND ENGINEERS

In order to unlock the potential of quantum information, we must train the world’s best and brightest scientists and engineers in new disciplines as fast as possible.

The Chicago Quantum Exchange is training the next generation of quantum scientists and engineers to help us build and commercialize quantum technology. To do this, the CQE provides opportunities for graduate students, postdocs, and early career researchers to work on exciting projects and gain experience in diverse industries.

Unlocking the potential of quantum information science requires immense intellect, vast resources, and diverse areas of 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 partners.

BRIDGING ACADEMIA, INDUSTRY, AND GOVERNMENT

As our understanding of quantum information science grows, so does the need for scientists and engineers who can apply these discoveries to everyday areas like computing, health care, energy, and finance.

The Chicago Quantum Exchange is training the next generation of quantum scientists and engineers to help us build and commercialize quantum technology. To do this, the CQE provides opportunities for graduate students, postdocs, and early career researchers to work on exciting projects and gain experience in diverse industries.

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The Chicago Quantum Exchange is training the next generation of quantum scientists and engineers to help us build and commercialize quantum technology. To do this, the CQE provides opportunities for graduate students, postdocs, and early career researchers to work on exciting projects and gain experience in diverse industries.
Quantum information science was once purely theoretical. With today’s technology, we can now harness quantum physics to advance communications, 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.

130+
Researchers in areas of quantum science and technology.

$260M
Federal funding to CQE member institutions in 2020.

20+
Leaders in research, commerce, and policy.

MEMBERS

- The University of Chicago
- Argonne National Laboratory
- Fermi National Accelerator Laboratory
- University of Illinois at Urbana-Champaign
- University of Maryland
- Northwestern University
- University of Wisconsin–Madison
- University of Wisconsin-Madison Quantum Technology Initiative

PARTNERS

- RECQ Duke Energy
- Argonne National Laboratory
- Fermi National Accelerator Laboratory
- University of Illinois at Urbana-Champaign
- University of Maryland
- Northwestern University
- University of Wisconsin–Madison
- University of Wisconsin-Madison Quantum Technology Initiative
- Boeing
- Microsoft
- JPMorgan Chase
- IBM
- HRL Laboratories
- Hamamatsu Photonics
- Discover
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