

QUANTUM BRAND IDENTITY

V.3 / Apr 2018

Quantum®

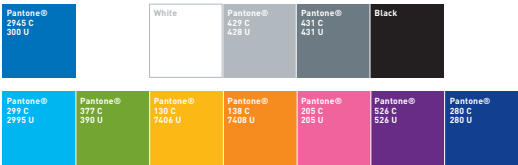
BRAND PALETTE

The building blocks for communicating the Quantum Brand Identity in a unified visual system are comprised of core elements including logo, color, and type. This wide range of tools is designed to be flexible and expandable—so you can use your creativity to innovate across all media. To effectively define the Quantum brand experience, these core elements must be aligned across every touchpoint, from consumer to shareholder, from partner to employee.

LOGO

Quantum®

COLOR



TYPOGRAPHY

DIN LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIN REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIN MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIN BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

123456789

QUANTUM LOGO

Our most visible and recognizable symbol, the Quantum logo is the primary identification of our company and products. Our logo serves as the cornerstone of every visual communication we produce.

The Quantum logo must be used on literature, advertising, technical documents, corporate signs, stationery, sales presentations or any other promotional communications as the official brand symbol.

The Quantum logotype, the word Quantum and other trademarks are valuable assets of Quantum Corporation. Before using our trademarks or logos, please consult our copyright and trademark guidelines.

Approved logo artwork is available in the Logos section of the Brand Builder at www.quantum.com/brandbuilder/BrandGuidelines/index.aspx

Quantum®



LOGO CLEAR SPACE

To ensure clear visibility of the logo occurs in every application, a specified amount of space, known as the “clear space,” should surround the logo. This area is determined by the x-height, which equals the height of the lowercase letters. This area should remain free from any layout text and imagery and/or graphics that would appear to crowd the logo or reduce its visibility in the layout design. Of course, a more generous use of clear space surrounding the logo is acceptable and should be provided when layout space is available.

STANDARD LOGO SIZES

The use of common logo sizes on like communication materials will help unify them as a family. The standard sizes provided address the needs for typical applications and should be used whenever possible. To ensure clear legibility of the symbol and logotype, the logo should never be reproduced smaller than the minimum size shown.

STANDARD SIZE



The standard logo size has a width of 1.5 inches (38mm). There is no maximum size for the Quantum logo, but if the logo appears larger than three feet wide, make sure to use the proper artwork to optimize the quality of print. In addition, the registration mark should be omitted when the Quantum logo is printed at large scale—for instance on a hanging banner above a trade show booth.

MINIMUM SIZE



When used on printed materials, the logotype may not appear smaller than the minimum size of 1 inch, or 25mm, as shown.

The logotype may need to be larger to ensure readability for on-screen applications. Always check artwork when it is being produced at small sizes to ensure clarity, accuracy and legibility. Pay particular attention to the quality of the registration mark. When the logo is at minimum size in either print or online formats, please omit the symbol as the lack of legibility at such a small size makes it resemble a period rather than a mark.

LOGO COLOR

The approved variations of the Quantum corporate logo are shown to the right. Whenever possible, the one-color logo PANTONE® 2945 blue should be used.

When it is not possible to use the grayscale logo, the one-color reverse or positive logos may be used. When positioning the logo on a colored background, the value of the background determines how the logo is used. When positioned on a colored background, the logo should appear in PANTONE® 2945 or reversed out to white.

One-color black or PANTONE® 2945 blue logos are restricted to one-color applications only (e.g., fax, forms, newsprint, certain imprintables, etc.). Use these logos only when two-color or full-color printing is not available due to cost limitations or printing restrictions.

1-COLOR PMS 2945

Quantum®

4-COLOR

Quantum®

GRAYSCALE

Quantum®

1-COLOR BLACK

Quantum®

REVERSED

Quantum®

USAGE ON BACKGROUNDS

Quantum®

30% OR LESS

Quantum®

31% OR GREATER

LOGO INCORRECT USAGE

In order to build and sustain the equity and recognition of the Quantum brand, it is imperative that the logo be used in a consistent and legible manner. Altering the logo will degrade its value and thus damage the Quantum brand. The following are examples of unacceptable alterations.

 Do not distort the logo.	 Do not reproduce the logo in an unapproved color.	 Do not skew or rotate the logo. The logo may only be positioned on a 0° horizontal axis.	 Do not enclose the logo in a shape.	 Do not outline the logo.
 Do not apply the logo to a background where lack of contrast diminishes legibility.	 Do not redraw or use another font to create the logo.	 Do not position the logo on backgrounds that are busy or cluttered.	 Do not combine the Quantum logo with any other company logos.	 Never use the logo as part of a sentence or as a continuation of text.

COLOR PALETTE

When designing for the Quantum brand, it's important to choose colors from the approved palette. The primary color, Corporate Blue, is to be used for the Quantum logo and tagline. It should also be used as the default color for headlines and color bars.

The neutral palette is used primarily for typography, however it also serves to balance out the Corporate Blue and the secondary colors.

While blue stands as our primary color, an additional color palette has been created to add variety and flexibility. The secondary color palette is comprised of a spectrum of colors which are intended to be used as accent colors to complement the Corporate Blue.

Continued and consistent use of the approved color palettes will maximize the impact and recognition of our communication materials in the marketplace.

CORPORATE BLUE



CMYK
100:50:0:0

RGB
15:115:195

HEX
#0f73c3

NEUTRAL COLORS



CMYK 0:0:0:0	CMYK 5:0:0:30	CMYK 15:0:0:60	CMYK 50:50:50:100
RGB 255:255:255	RGB 176:185:191	RGB 106:123:132	RGB 5:0:0
HEX #ffffff	HEX #b0b9bf	HEX #6a7b84	HEX #050000

SECONDARY COLORS



CMYK 85:0:0:0	CMYK 50:0:100:20	CMYK 0:30:100:0	CMYK 0:62:100:0	CMYK 0:76:6:0	CMYK 75:100:10:0	CMYK 100:70:0:10
RGB 0:182:241	RGB 116:165:52	RGB 255:186:0	RGB 244:127:22	RGB 240:100:157	RGB 104:45:134	RGB 0:40:120
HEX #00b6f1	HEX #74a534	HEX #ffba00	HEX #f47f16	HEX #f0649d	HEX #682d86	HEX #002878

PANTONE® is a trademark of Pantone, Inc. PANTONE is Pantone, Inc.'s check standard trademark for color reproduction materials. The colors shown on this page and throughout this publication are not intended to match the PANTONE Color Standards.

TYPOGRAPHY

DIN is the sans serif type family used for headlines, subheads and body text. This modern typeface will present professionally designed and typeset corporate print collateral, advertising and promotional materials, and bring a personality to our brand that is fresh, yet feels familiar.

DIN

DIN is used in primarily four weights: Light, Regular, Medium and Bold.

These typefaces can be purchased by following the link at: http://www.fontshop.com/fonts/downloads/fontfont/ff_din_offc/

DIN LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DIN REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DIN MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DIN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

TYPOGRAPHY PRINCIPLES

DIN is the sans serif type family used for headlines, introductory paragraph text, subheads, body copy, bullet points and footnote copy.

Headline

DIN Medium, 20 pt. on 20 pt.

Introductory copy

DIN Regular, 11 pt. on 15 pt.

Subhead

DIN Medium, 9 pt. on 13 pt.

Body copy

DIN Light, 9 pt. on 13 pt.

Bullet copy

DIN Light, 9 pt. on 13 pt.

Bullets

DIN Light, 7 pt. on 13 pt.

Footnote copy

DIN Light italic, 6 pt. on 8 pt.

HEADLINE

PLURIBUS UNUM ET CETERA DEI EQUITUS.

INTRO COPY

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusanti accusantium doloremque laudantium, totam rem aperiam, eaque ipsa.

SUBHEAD

Lorem ipsum dolor sit

BODY COPY

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

BULLET POINTS

- Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium
- Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur
- Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium

FOOTNOTE COPY

¹ Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

FONT LICENSING AND DISTRIBUTION

ON HOW MANY COMPUTERS AND PRINTERS CAN I USE A FONT?

Like all software, fonts are licensed for a specific number of computers, and prices start at one computer. Not every computer on your network needs a font license: only machines on which the fonts are operational, and those on which they are stored, need a license. That is, if the font can be activated so that it appears in your menu, or the font files themselves are stored on your hard drive, your computer needs a license.

HOW CAN I BUY A LARGE FONT LICENSE?

Font licenses covering up to 50 computers at a single location can be purchased online. Larger licenses, as well as those covering multiple locations, are available; please contact FontShop's sales office at +1 888 333 6687.

HOW CAN I SHARE THE FONTS WITH MY OUTSIDE CONTRACTORS, OR OUR AGENCY?

Freelancers, outside contractors, advertising agencies and other suppliers are independent entities, and each needs its own font license. Keep in mind that when it comes to licensing, fonts are no different than any other kind of software.

GRADIENTS

The primary gradient colors are a mix of the four-color versions of PMS 2945 and PMS 299.

The secondary gradients are created using the colors specified to the right.

PRIMARY

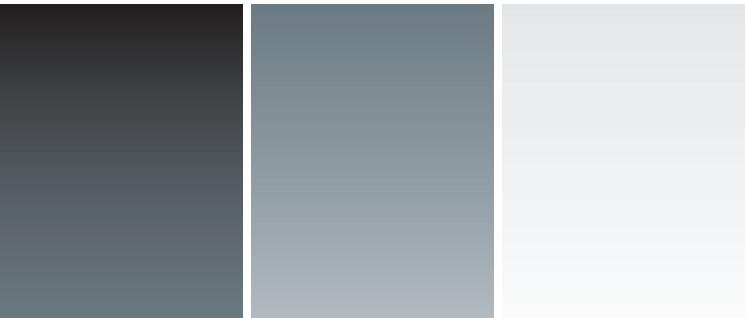


4-COLOR VERSION OF PANTONE® 2945
C100:M50:Y0:K0



4-COLOR VERSION OF PANTONE® 299
C85:M0:Y0:K0

SECONDARY



Black	PANTONE® 431 C 431 U	PANTONE® 429 C 428 U
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BRAND RESOURCES AND CONTACT

Although this guide was designed to anticipate many of the common scenarios where brand guidance is necessary, it is not an exhaustive resource. The brand team at Quantum welcomes any additional questions or comments by sending an email to **brand@quantum.com**.

Additional brand resources, including logos, templates and FAQs can be found on the Quantum Brand Extranet at: **quantum.com/brandbuilder**.

A corporate image library will be available soon for reference and download of approved photography.

If you have additional questions or need to request specific brand assets, please send an email to **creative@quantum.com**