Visual Identity



QUANTUM SKY

BRAND GUIDELINES

MAY 2026

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01 Logo System

Logo System
Safe Space





1.5 INCH | 144 PX



.5 INCH | 60PX

Use the Quantum Sky logo consistently to maintain clarity and recognition. Keep clear space 1/2 x to the height of the logo, with no other elements encroaching. Minimum size is 1.5 inch in print or 144 pixels digitally; the icon alone may be used at 0.5 inch or 60 pixels when space is limited. Always place the logo on clean, high-contrast backgrounds and align it to a consistent grid.

Logo System
Usage

The Quantum Sky logo system is comprised of a primary mark, icon, and wordmark. Elements of the logo system can be applied individually to ensure flexibility across applications, while maintaining a consistent and recognizable brand presence.









02 Color System

Color Palette

Codes

The color system centers on a foundation of a range of blue tones, grounded by a deep blue and black. This boldness of our hero blue creates a striking and memorable brand moment.

Electric Blue
#0008E9

White
#FFFFFF

Gray
#D7D7D7

Deep Blue
#0B1FB3

Black
#000000

03 Type System

Typography
Typeface

Our typography embodies the future of security. Hanken Grotesque delivers clarity and confidence through its clean geometry and modern sophistication, while Fragment Mono introduces a computational edge inspired by the language of code and emerging technologies. The pairing creates a system that feels precise, intelligent, and unmistakably futuristic—capturing the rigor of quantum innovation while remaining approachable and human-centered.

Hanken Grotesque

Hanken Grotesque Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz1234

FRAGMENT MONO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz1234

Typography
Hierarchy

A disciplined typographic hierarchy ensures information is both accessible and engaging. Fragment Mono provides functional cues through overlines, metadata, and navigational elements, while Harken Grotesque establishes a clear reading rhythm across headlines, subheads, and body content. Together, they guide attention naturally, helping audiences navigate complex information with clarity and confidence.

Eyebrow —
Fragment Mono
All Caps

Headline —
Hanken Grotesque
Regular

Subhead —
Hanken Grotesque
Medium

Body —
Hanken Grotesque
Regular

ABOUT OUR BUSINESS

Engineering the Quantum Advantage

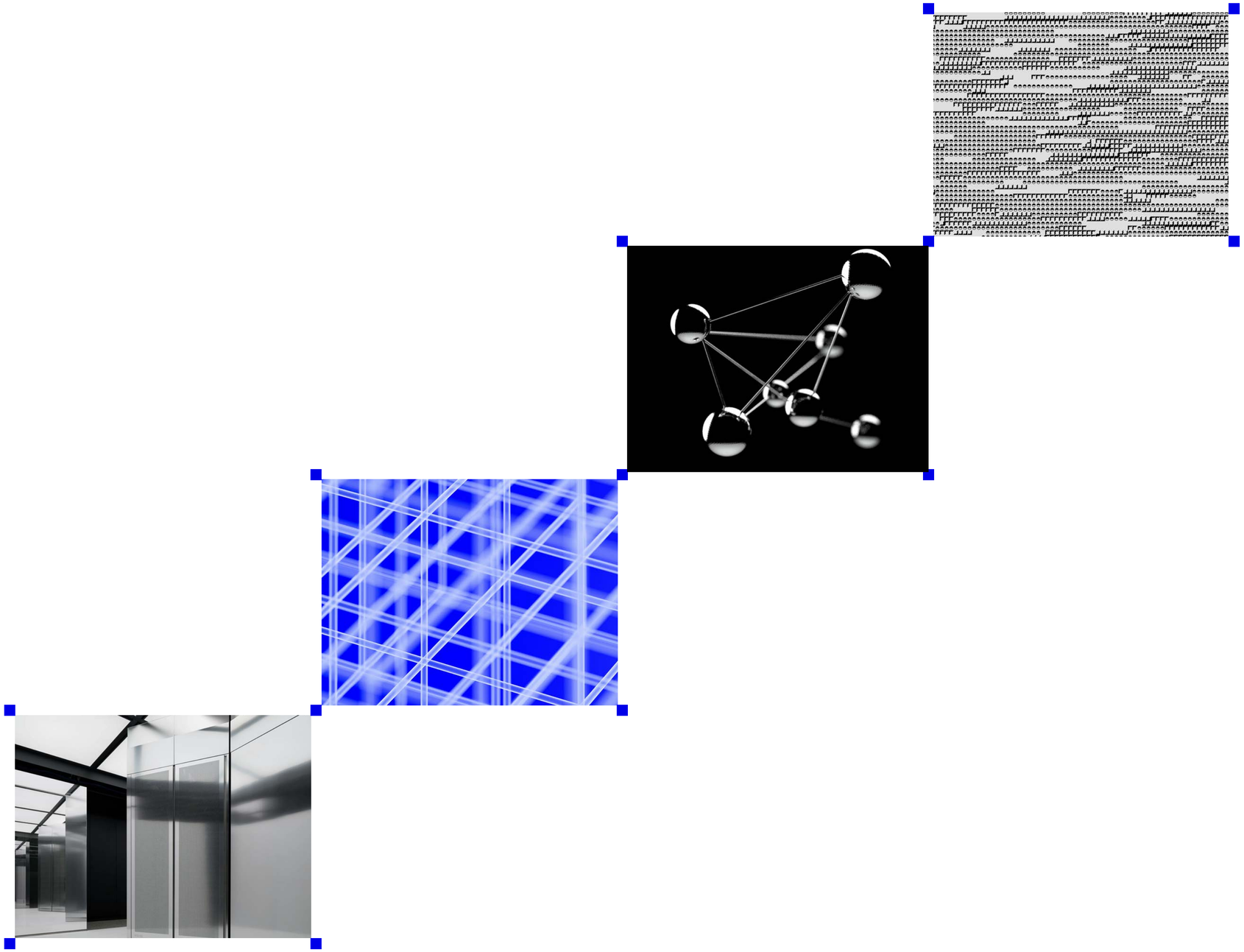
Quantum-ready capabilities for tomorrow’s defense missions.

We help federal agencies modernize and secure mission-critical systems across cyber, infrastructure, software, and quantum technologies. Our solutions strengthen resilience, accelerate adoption, and help government organizations stay ahead of emerging threats.

04 Photo Direction

Photography
Art Direction

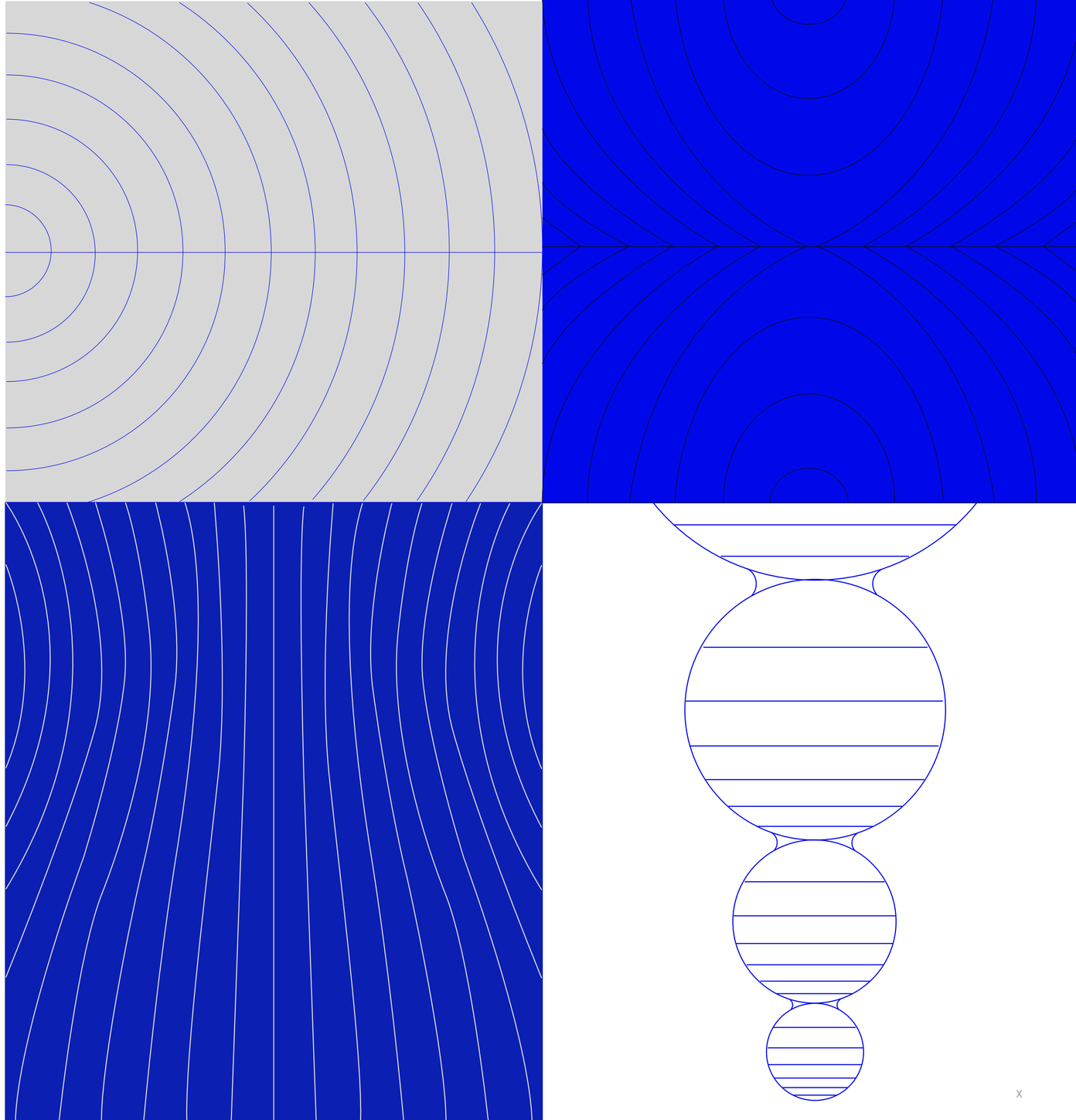
The photography system explores the space between the tangible and the theoretical. Abstract textures, grids, and interconnected forms are used to express the invisible nature of quantum technologies, creating imagery that feels intelligent, dynamic, and forward-looking. These conceptual visuals are paired with clean, architectural photography of technical environments and critical infrastructure, reinforcing a sense of rigor, security, and operational excellence. The result is a visual language that feels both visionary and grounded.



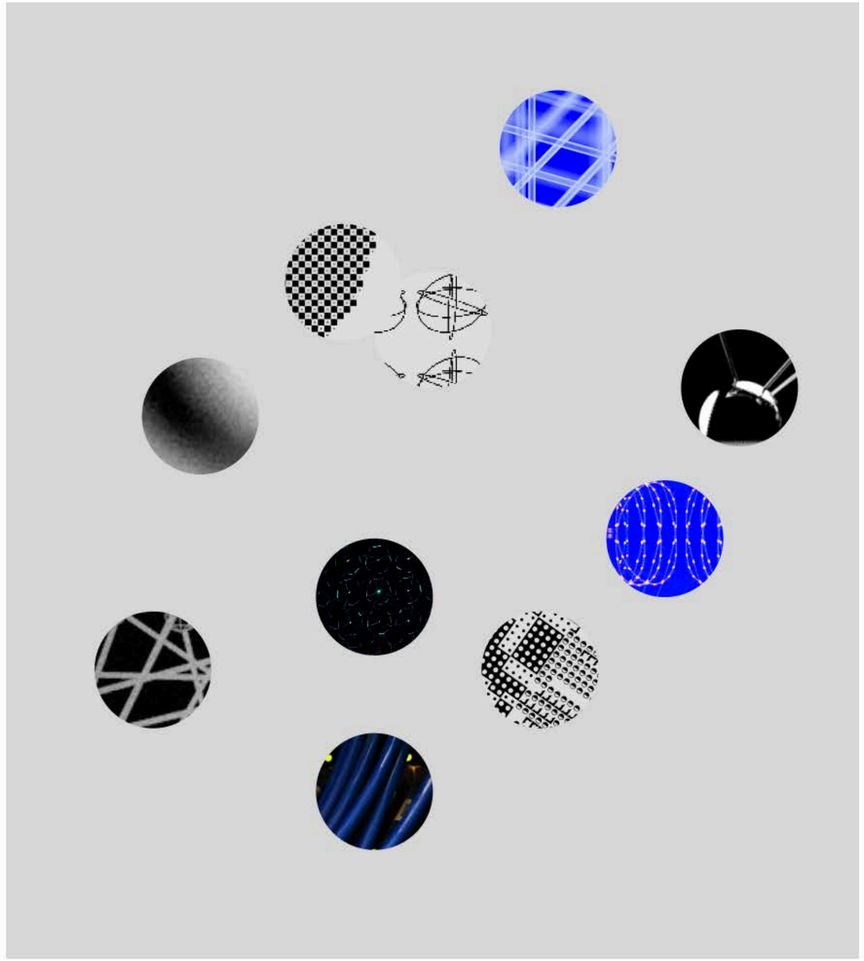
05 Visual Design

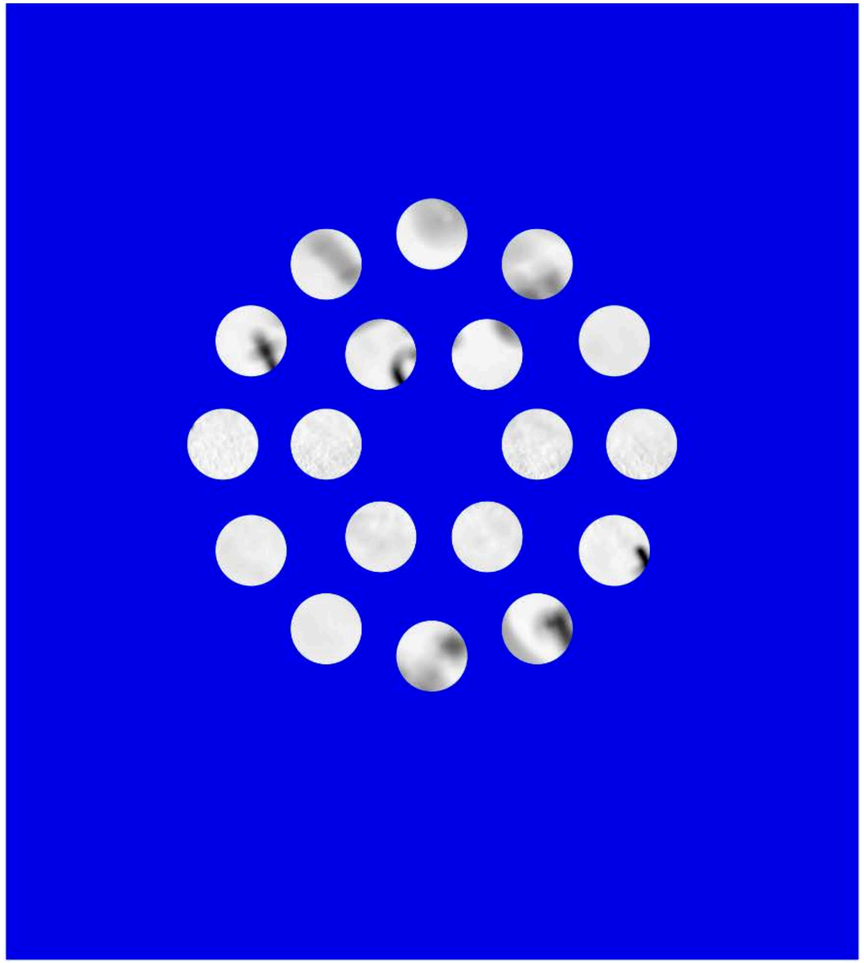
Visual Design
Patterns

Inspired by the behaviors and relationships found in quantum systems, the pattern library transforms abstract scientific concepts into purposeful visual forms. Repeating curves, fields, and geometric distortions evoke ideas of probability, connectivity, and information flow without relying on literal representations. Used as backgrounds, framing devices, or moments of emphasis, these patterns introduce rhythm and complexity while preserving the clarity and discipline of the overall brand.



Visual Design
Shapes

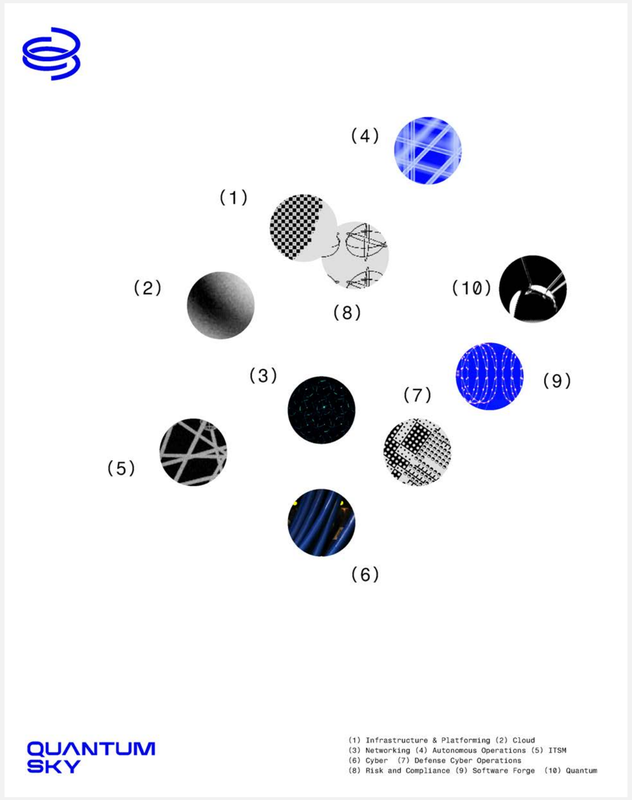


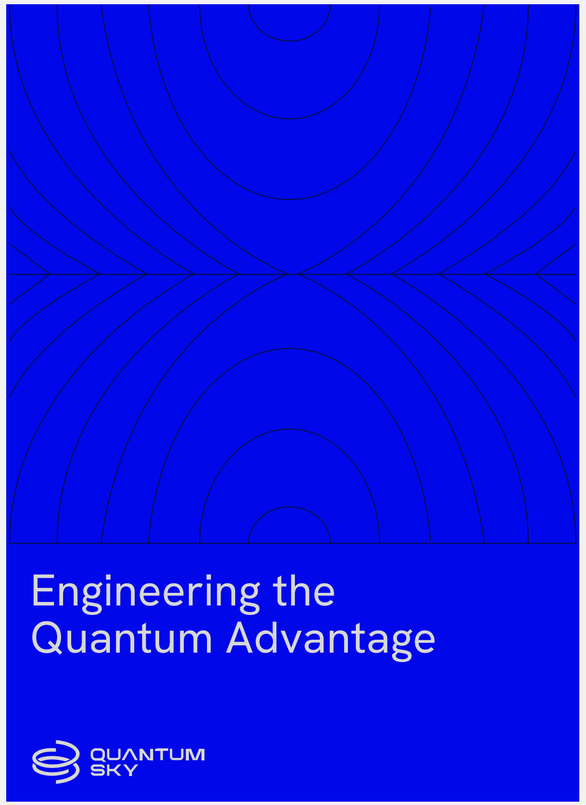


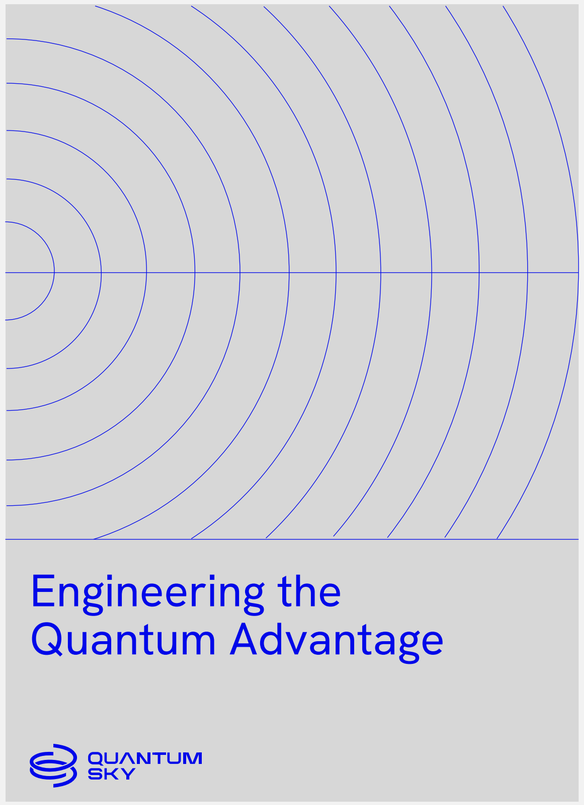
Derived from the brand’s focus on structure, relationships, and systems, the shape library acts as a container for visual exploration. By cropping abstract imagery into repeatable geometric forms, the brand can create compositions that feel dynamic, modular, and interconnected. Whether used as standalone accents or assembled into larger configurations, these shapes bring flexibility to the visual language while reinforcing themes of computation, connectivity, and discovery.

Visual Design
Applied

Patterns and shapes provide a flexible toolkit for brand expression. They can be used independently or combined to create dynamic compositions that add depth, structure, and visual interest. Across presentations, marketing materials, and digital experiences, these elements help establish a consistent visual identity while offering endless opportunities for variation and scale.





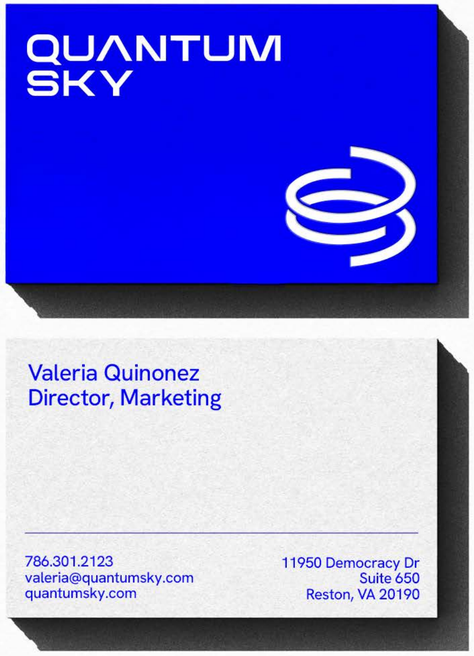


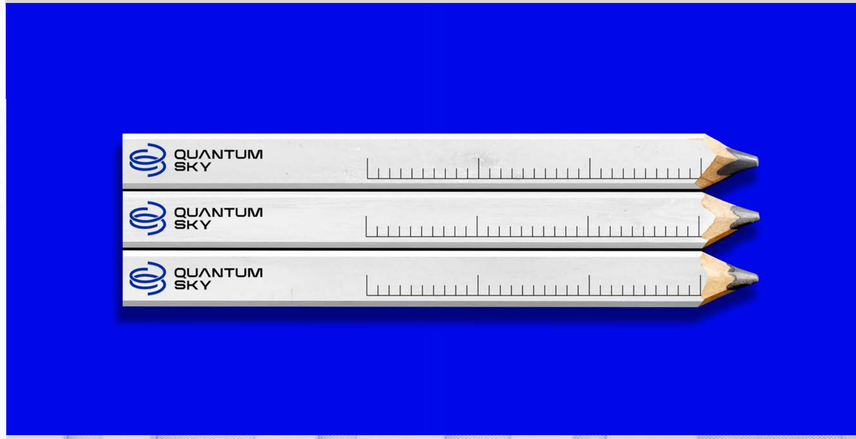
02 In Use

Applications
In Use



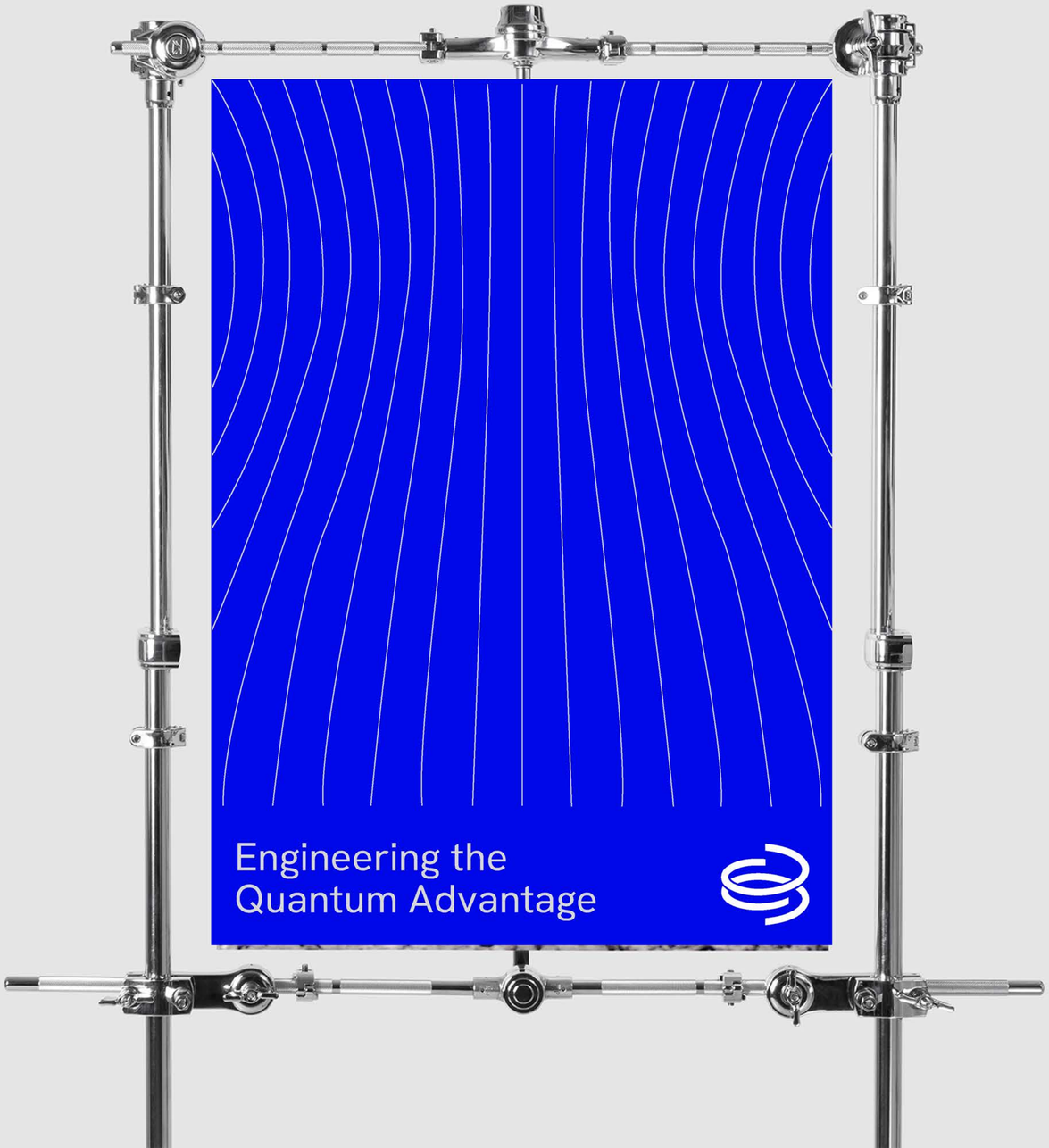








Applications
In Use



Applications
In Use

