BRAND
GUIDELINES

2026

q-planet

addiction.
creative thinking

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01. Logo

Brand logos

LOGO.

BRAND

The primary logo brings together all brand units.
It is the master brand that represents the Q-Planet identity.

LOGO.

BRAND ICON

For smaller-scale applications or specific uses, the logo has a simplified icon version. This may be used as a reference to the brand within materials where the Q-Planet identity has already been established.

LOGO.

CLEAR SPACE

The logo must always be surrounded by sufficient clear space to ensure visual balance, legibility and impact.

LOGO.

INCORRECT LOGO USAGE

The logo must not be manipulated or altered in terms of colour, shape or composition, in order to preserve the consistency, integrity and recognition of the brand.

02. Typography

Logo and brand communication typefaces.

Typo graphy

FOR COMMUNICATION AND WEB
Google Fonts

Download:
https://fonts.google.com/specimen/Space+Grotesk
https://fonts.google.com/specimen/Figtree

Headlines and key highlighted elements

Space Grotesk

REGULAR
MEDIUM
SEMIBOLD

REGULAR
ABCDEFGHIJKLMNOPQURSTUVWXYZ
abcdefghijklm nopqurstuvwxyz
ABCDEFGHIJKLMNOPQURSTUVWXYZ
abcdefghijklm nopqurstuvwxyz

MEDIUM
ABCDEFGHIJKLMNOPQURSTUVWXYZ
abcdefghijklm nopqurstuvwxyz
ABCDEFGHIJKLMNOPQURSTUVWXYZ
abcdefghijklm nopqurstuvwxyz

SEMIBOLD
ABCDEFGHIJKLMNOPQURSTUVWXYZ
abcdefghijklm nopqurstuvwxyz
ABCDEFGHIJKLMNOPQURSTUVWXYZ
abcdefghijklm nopqurstuvwxy

Body copy and supporting content

Figtree

Regular + italic
SemiBold + italic

REGULAR
ABCDEFGHIJKLMNOPQURSTUVWXYZ
abcdefghijklm nopqurstuvwxyz
ABCDEFGHIJKLMNOPQURSTUVWXYZ
abcdefghijklm nopqurstuvwxyz

SEMIBOLD
ABCDEFGHIJKLMNOPQURSTUVWXYZ
abcdefghijklm nopqurstuvwxyz
ABCDEFGHIJKLMNOPQURSTUVWXYZ
abcdefghijklm nopqurstuvwxyz

03. Colours

Colour plays a key role in how a brand is perceived, evoking reactions, emotions and even memories.

Colours

COLOUR SYSTEM

CMYK
When spot-colour printing is not available, four-colour process printing should be used according to the specified CMYK values.

Digital / HEX
RGB or hexadecimal colour codes should only be used for digital applications.

PRIMARY COLOUR

C51 / M0 / Y96 / K0
#191818

SECONDARY COLOUR

C88 / M47 / Y88 / K61
#033820

COMPLEMENTARY COLOURS

C0 / M2 / Y7 / K6
#f0e9de

C75 / M67 / Y67 / K90
#000000

04. Brand mood

Beyond logos and colours, the brand is also shaped by the imagery that supports its communication.

BRAND MOOD

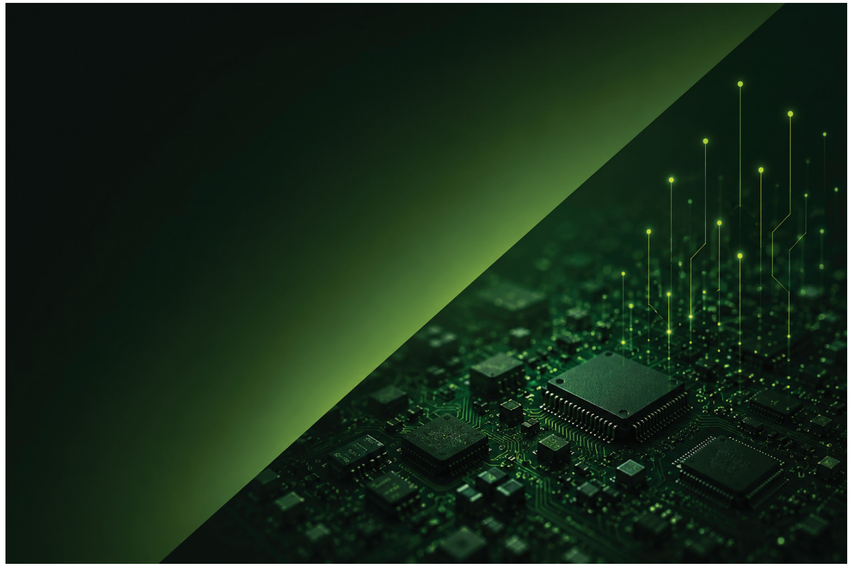
PLANET
BUILD EUROPE'S QUANTUM FUTURE. TOGETHER.
NEUTRAL ATOM QUANTUM TECHNOLOGIES FOR EUROPEAN LEADERSHIP
Build the Quantum Pilot Line for production of Advanced chips for Neutral atom European Tecnologies.
29 PARTNERS 11 EU COUNTRIES
BREAKTHROUGH QUANTUM CHIPS
SECURE, RESILIENT AND SOVEREIGN
SUSTAINABLE QUANTUM ECOSYSTEM
Funded by the European Union

05. Graphic Elements

The brand as a visual language for design and communication.

Graphic Elements

The Q-Planet visual language extends beyond the logo through a distinctive system of graphic elements, imagery and colour. All communication materials should maintain a clean, contemporary and technology-driven aesthetic, ensuring consistency across both digital and printed applications.



Thank you

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