# OUR
# BRAND

atom computing

Scientific and technological breakthroughs take years of tireless work, fighting for resources and pushing for acceptance of new ideas. What keeps researchers and engineers plodding on to the next big discovery?

**It's an obsession. A life's calling.**

At Atom Computing, we're our customers' biggest fans on the journey of discovery. That's why we're obsessed with creating the world's most scalable and reliable quantum computers—giving them the power to develop breakthroughs that change the world.

# WE ARE QUANTUM SUPERFANS

Eat. Sleep. QUANTUM
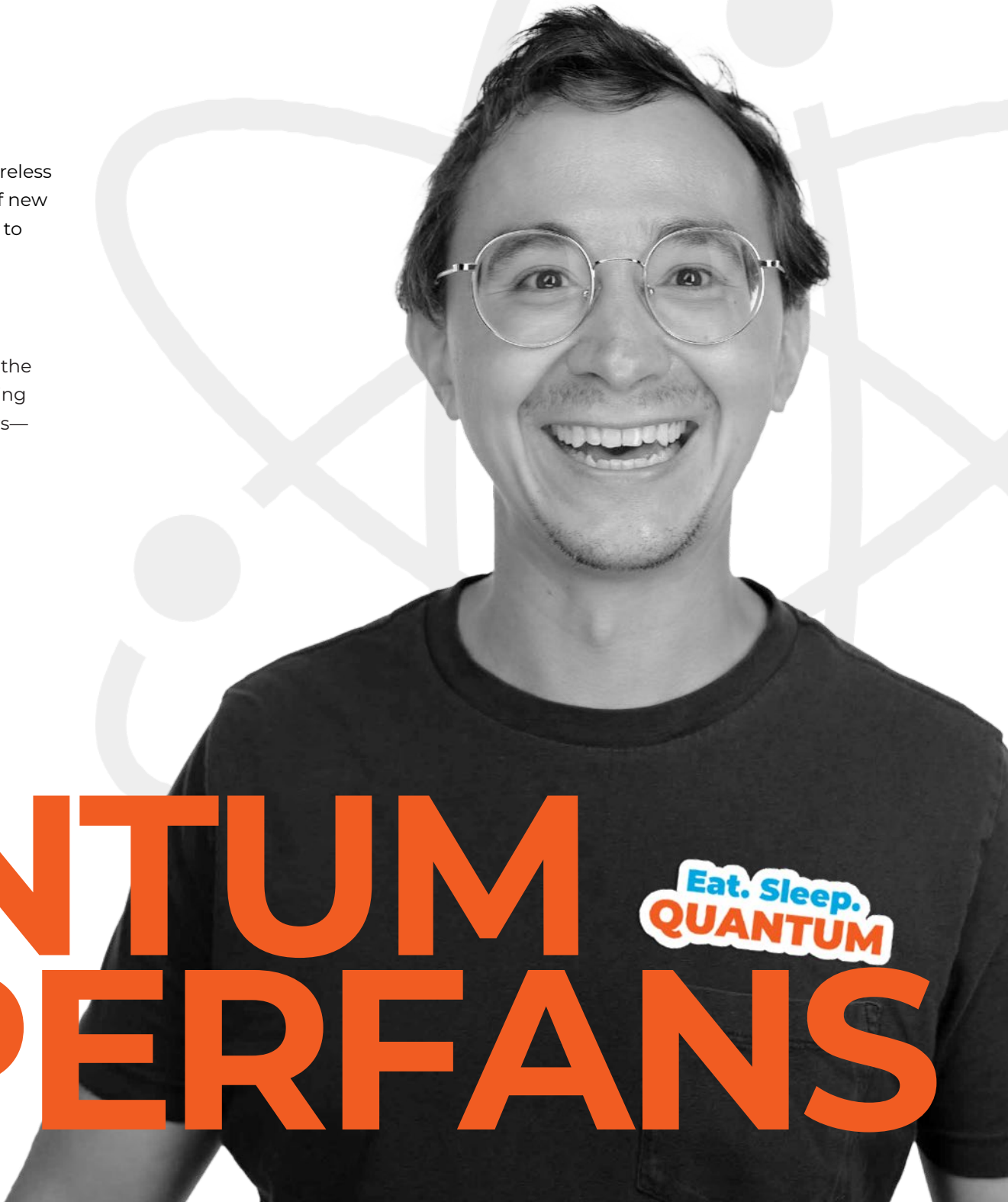
# At Our Core

**PURPOSE**

To fuel progress of our fellow fanatics in science, technology and business by overcoming computing limitations

**PROMISE**

A partner as obsessed with your discoveries as you are

**ELEVATOR STATEMENT**

At Atom Computing, we're our customers' biggest fans on the journey of discovery. We're obsessed with creating the world's most scalable and reliable quantum computers—so companies and researchers have the computing power they need for life-changing breakthroughs. Through using nuclear-spin qubits formed from neutral atoms, we're on the fastest and easiest path to making quantum real. Learn more at atom-computing.com, and follow our journey on LinkedIn, Twitter, Facebook.

# BRAND
# GUIDELINES

# Logo

**OVERVIEW**

The Atom Computing logo is to be used on all communication materials including, but not limited to, identity elements such as business cards and envelopes, brochures, proposals, white papers, presentations, case studies, and digital media.

Do not alter the Atom Computing logo in any way and use the correct logo for the type of medium in which it will appear. Refer to the following pages for details.



Two color version of the logo. This version is preferred whenever possible.

# Logo

## VARIATIONS

There are three different variations of the Atom Computing logo. The usage instructions are as follows:

**1. Two-color – logo.** This is the preferred version of the logo. Use it unless there are color or space limitations.

**2. One-color – black logo.** This should be used when printing or creating media in black and white. A solid black logo can be used in screen printing or creating apparel.

**3. Reversed – white logo.** This should be used only when printing or creating media in one color, on a darker colored / busy background, or when a white version of the logo is requested by a vendor.

① **atom computing**

Two color logo

② **atom computing**

One-color logo - black

③ **atom computing**

Reversed logo

# Logo Use

## CLEAR SPACE
Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.
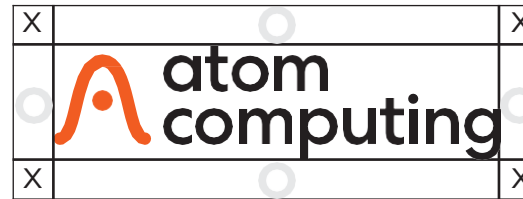
## MINIMUM SIZE
The Atom Computing logo must not appear smaller than 3/4 inch wide in a printed application. For online applications assuming a 72 dpi screen resolution, the logo should not be any smaller than 100 pixels wide.

## IMPROPER USE
To preserve the integrity of the Atom Computing brand, be sure to correctly apply the logo. Misusing the logo by altering, distorting, or redrawing the logo in any way will weaken the power of the element and what it represents. Some common misuses are shown here.

**CLEAR SPACE**

**MINIMUM SIZE**

PRINT - .75" WIDE

ONLINE - 100 PIXELS WIDE
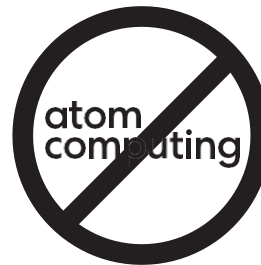
**IMPROPER USE**

Do not alter the logo colors.

Do not reposition the logo components.

Do not scale the logo components.

Do not delete any component of the logo.

Do not squeeze or stretch the logo.

Do not outline, or, create shadows on the logo.

# Logo

## USAGE

The Atom Computing Logo should appear clearly and legibly on all backgrounds. When it is used on a photographic background, use care to ensure sufficient contrast between the background and the logo's components. Choose photographs that will allow for optimal clarity.

The examples show correct and incorrect applications on photographic backgrounds.

**LOGO—CORRECT USAGE**
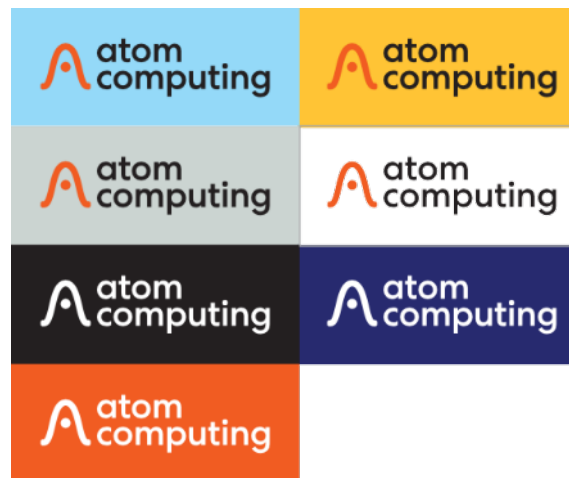


**LOGO—INCORRECT USAGE**
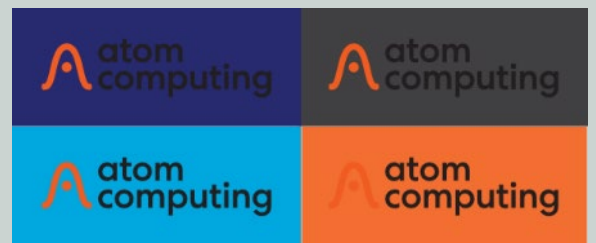
# Color Palette

Color plays a prominent role in all our communications and quickly identifies our brand. The following colors are the only approved colors.

**PRIMARY PALETTE**
The primary palette consists of orange and blue.

**SECONDARY PALETTE**
Secondary colors can be used to provide flexibility in brand communications. These should be used sparingly and only as a support to the primary color palette. The secondary palette consists of a lighter shade of blue, yellow, purple, and gray.
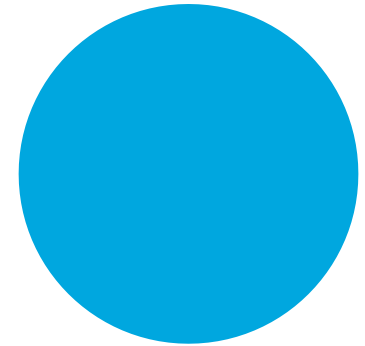
**MATCHING COLORS**
Depending on the application (paper, fabric, ceramic, etc.), CMYK colors may need to be adjusted to match the PANTONE colors. Follow all of the color directions to ensure accurate results.

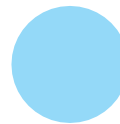## PRIMARY
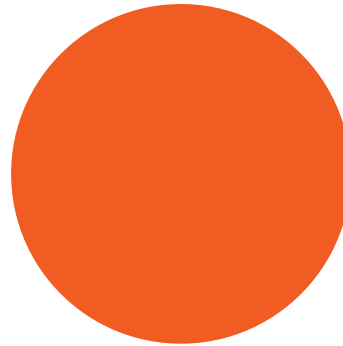
C - 0     M - 79     Y - 100     K - 0
R - 241     G - 93     B - 34
Hex - #f15d22
Pantone Orange 021C

C - 83     M - 11     Y - 2     K - 0
R - 0     G - 167     B - 223
Hex - #00a7df
Pantone 2995C

## SECONDARY

C - 38     M - 0     Y - 0     K - 0
R - 148     G - 217     B - 248
Hex - #94d9f8
Pantone 2975C

C - 0     M - 24     Y - 89     K - 0
R - 255     G - 196     B - 53
Hex - #ffc435
Pantone 123C

C - 100     M - 97     Y - 18     K - 18
R - 39     G - 43     B - 111
Hex - #272b6f
Pantone 2745C

C - 20     M - 10     Y - 15     K - 0
R - 203     G - 212     B - 209
Hex - #cbd4d1
Pantone 5527C

# Typography

Typography is an important component of our brand. When applied consistently across the entire range of our communications, it will help unify the appearance of our materials, enable our audiences to recognize us, and reinforce our brand.

**PRIMARY FONT**
The primary typeface used in all Atom Computing communications is Montserrat. It is a Google font and is available for download at https://fonts.google.com/. Montserrat Bold should be used for headlines. Montserrat Regular should be used for all body copy. While there are many variations available, the indicated styles and weights are suggested.

**SECONDARY FONT**
There will be situations when Montserrat is not available or not practical for use. These include documents developed in Microsoft Word, Microsoft PowerPoint, or other Microsoft programs for internal use, as well as email other select externally shared documents. Arial (a TrueType font) has been selected as a substitute for these applications. Since Arial is "native" to Microsoft Office programs and most modern operating systems, the font should display correctly for internal and external users alike.

**PRIMARY**

| Montserrat - Regular | abcdefghigklimnopqrstuvwxyz 1234567890 ABCDEFGHIGKLIMNOPQRSTUVWXYZ |
| Montserrat - Bold | abcdefghigklimnopqrstuvwxyz 1234567890 ABCDEFGHIGKLIMNOPQRSTUVWXYZ |
| Montserrat - Italic | abcdefghigklimnopqrstuvwxyz 1234567890 ABCDEFGHIGKLIMNOPQRSTUVWXYZ |
| Montserrat - Medium | abcdefghigklimnopqrstuvwxyz 1234567890 ABCDEFGHIGKLIMNOPQRSTUVWXYZ |
| Montserrat - Medium Italic | abcdefghigklimnopqrstuvwxyz 1234567890 ABCDEFGHIGKLIMNOPQRSTUVWXYZ |
| Montserrat - SemiBold | abcdefghigklimnopqrstuvwxyz 1234567890 ABCDEFGHIGKLIMNOPQRSTUVWXYZ |
| Montserrat - SemiBold Italic | abcdefghigklimnopqrstuvwxyz 1234567890 ABCDEFGHIGKLIMNOPQRSTUVWXYZ |

**SECONDARY**

| Arial Regular | abcdefghigklimnopqrstuvwxyz 1234567890 ABCDEFGHIGKLIMNOPQRSTUVWXYZ |
| Arial Italic | abcdefghigklimnopqrstuvwxyz 1234567890 ABCDEFGHIGKLIMNOPQRSTUVWXYZ |
| Arial Bold | abcdefghigklimnopqrstuvwxyz 1234567890 ABCDEFGHIGKLIMNOPQRSTUVWXYZ |

# Graphic Elements

**THE ATOM**

The atom acts as the foundation of the business, as well as the name of the company. Communication materials should attempt to include an atom as a background graphic whenever possible.

The atom can be solid in color or scaled back to provide texture on pages. The atom should be cropped in interesting ways so that it does not show the entire graphic.

**COLOR TAGS**

The color tags act as a graphic element that can appear on marketing materials. The width and height of the bars should be the same and always appear in pairs.

# QUESTIONS?

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