

Welcome *to the* Brand & Campaign Guidelines of

Living Data

Quantum®

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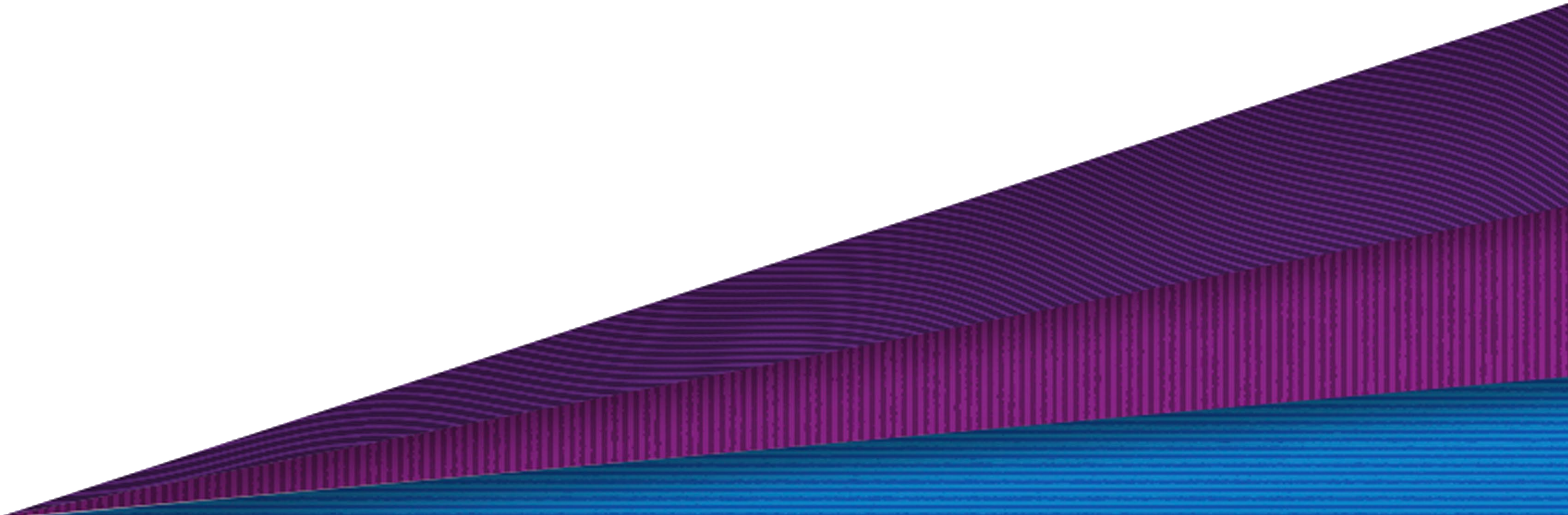
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Introduction

Quantum.



Brand & Campaign *Guidelines*

These guidelines are intended for everyone who has a role in creating Quantum brand experiences. As brand stewards, we share a responsibility to cultivate and strengthen the Quantum brand at every touchpoint, so it's essential that we unite behind a single set of principles, rules, and elements.

Our guidelines are a powerful creative tool to help you express our brand in fresh, innovative ways while consistently communicating a powerful, unique identity. Following them will help ensure that everything we create drives the best customer experiences, making them consistent, engaging, elegant, and easy to understand.

This brand & campaign guidelines document is essentially composed of two major parts:

Brand Campaign guidelines, and Brand Identity guidelines. The Brand Campaign is described in a nutshell on pages 11-21. Not all assets are required to be part of that Brand Campaign (i.e., not everything we create will contain the Living Data tagline, the Bennet Banner font, or even the Prism design). The Brand Identity guidelines are described on pages 27-42. These brand elements represent Quantum in general, and will have a longer lifespan.

The Quantum Brand

The Quantum brand is much more than simply our logo. It’s also the visual and verbal vocabulary of words, images, icons, and colors with which we communicate. Ultimately, our brand is the sum of the emotions and attitudes our customers associate with Quantum—driven by every interaction they experience with us.

Clearly and consistently expressing Quantum’s unique image at every touch point with our audiences is the essence of building a strong brand. It’s what helps make Quantum stand out in a crowded, competitive marketplace.

Enriching *the* Quantum Brand

To give users of these guidelines a look into how we’re evolving our brand and our offerings, here is a quick synopsis:

We’re known for storing data. But we realized there’s a lot we can do with a new, fresh vision of data. There’s a lot more Quantum can enable our customers to do with it too. Since data is gaining value at record speeds, we believe it’s high time we shifted the focus from accumulating data to working it much harder. That’s why we developed a comprehensive, end-to-end enriched data and intuitive storage platform.

Our platform orchestrates, catalogs, tags, protects, and stores—delivering a new class of data that can be customized to meet the demands of any digital business. Our expansive platform offers highly efficient orchestration across all environments—on-prem, edge, and cloud—while securing the data (even at the PB scale). Quantum data is enriched continuously throughout its lifecycle, providing actionable insights and enabling better decision-making through analytics and AI.

No one is looking at data the way Quantum does. Quantum allows businesses to do more than ever before.

Brand *Insights*

We’re changing the current state of storage.

Yesterday’s storage is not equipped for today’s digital business. Quantum’s challenging the storage status quo and is asking data companies to do the same.

It’s not about managing data, it’s about extracting value.

We enrich data, giving greater visibility and understanding into it so users can easily and quickly pluck out its value to accelerate business.

Quantum turns customer data into a fresh, new type of data.

Our data is alive, enriched, never restricted by scale and complexity, and aligns to every business—bringing teams together to unlock potential.

Quantum *Manifesto*

Our Manifesto extols the essence of our brand. The manifesto provides inspiration for fresh, unique creative brand expressions. It acts as a source for key concepts and phrases that may be utilized from time to time in current and future brand/campaign executions.

YOU KNOW QUANTUM.

Most of you know us as a storage company.
But lately, we’ve been asking some fundamental questions about data.
The data we store. The data we manage. The data people trust us with.
We’ve been thinking about how different it is now.
How a new kind of data is alive today.
And we’ve realized that there’s a lot we can do with a new, fresh vision of data.
There’s a lot more we can enable our customers to do with it too.
We may house it for them, but together we can take it out for a run and turn it into...
Lifeblood-of-the-business data.
Ahead-of-its-time data.
Stand-out-from-the-crowd, competitive-advantage data.
Flip-the-status-quo-on-its-head data.
Meaningful, grounded-in-real-life data.
Building-blocks-for-better-decisionmaking data.
Massively distributed, automated, software-driven data.
Dream-fulfilling, user-upskilling data.
Kinetically collaborative data.
Provocative, boundary-busting data.

YOU KNOW QUANTUM.

We’ve been thinking about how we can enrich the data our customers need.
And the possibilities are as endlessly alive as the data.

Quantum *Name & Legal Guidelines*

COMPANY NAME

When using the company name, please follow the guidelines below. The company name in text gets a registered mark the first time it appears in the body copy or caption, if/when the logo with the registered mark does not appear elsewhere in the document.

Primary use (for use in all building signage and marketing communications):

Quantum®

Secondary (for legal references):

Quantum® Corporation

Tertiary (for legal references):

Quantum® Corp.

Incorrect usage:

Quantum®, Inc.

Quantum® Systems

Quantum® Company

Quantum® Incorporated

Reference to Quantum and any Quantum products must be expressly authorized by Quantum in a written agreement. Regardless of the terms of any such agreement, usage of or reference to the Quantum Logo and/or any Quantum products will be done inclusive of their respective word marks (the “Quantum Trademarks”). Any reference to or use of Quantum’s Trademarks will not be misleading and will comply with the Quantum Trademark Guidelines located at www.quantum.com/brandbuilder/BrandGuidelines/TrademarkGuidelines/index.aspx. By using any Quantum Trademarks, the user expressly agrees not to (i) challenge or aid in contesting the validity or Quantum’s ownership or use of the Quantum Trademarks; (ii) attempt to register the Quantum Trademarks or any mark or logo substantially similar thereto; (iii) remove, alter, or add to the Quantum Trademarks; (iv) co-brand or co-logo the users' products with the Quantum Trademarks; (v) incorporate the Quantum Trademarks into the users' own trademarks, product names, service marks, company names, domain names, or any other similar designations; or (vi) use the Quantum Trademarks in violation of any state, federal, foreign law or regulation, or court order. Any use of the Quantum Trademarks by the user, and any and all goodwill and other proprietary rights that are created by or that result from the user’s use of the Quantum Trademarks inures solely to Quantum’s benefit.

TRADEMARKS & COPYRIGHTS

For guidance on where and when to use trademark symbols, and for a list of our trademarks, see Brand Builder at:

www.quantum.com/brandbuilder/BrandGuidelines/TrademarkGuidelines/index.aspx

For copyright information, please see:

www.quantum.com/brandbuilder/BrandGuidelines/CopyrightInformation/index.aspx

Brand Campaign



Brand Campaign

1. CAMPAIGN HEADLINE

“Welcome to the Enriched World of Living Data.”

The headline captures the spirit of our brand and also serves as the “core concept” and main platform for our creative approach.

2. PRISM

The key visual component of the campaign.
A metaphor symbolizing the new opening of potential and the expansion of the Quantum brand promise of the “Enriched world of living data”.

3. CORPORATE TAGLINE

“Your difference is in your data.” is our corporate tagline—a short, memorable phrase.

4. LOGO

The rich new approach to color proposed through the brand campaign opens up a world of possibility for Quantum, both in terms of our brand expression and potential for storytelling.



Brand Campaign: *Campaign Headline*

WELCOME TO THE ENRICHED WORLD OF LIVING DATA

The headline “Welcome to the enriched world of living data.” captures the spirit of our brand and also serves as the “core concept” and main platform for our creative approach. This brand idea is powerfully resonant—not only for our customers, but also for everyone working at Quantum or promoting our solutions.

Inviting the world into an ‘enriched world of living data’ is engaging, infectious, expansive, and impossible to resist. It’s magnetic and multiplying—creating a virtuous chain of possibility that impacts the people who use our solutions, our technology and reseller partners, careers, our employees, and the entire industry.

For examples on how and when the headline can change in certain circumstances, [see page 48](#).

THE WORLD

We’re living in a unique time, surrounded by **a world of living data** that’s creating new opportunities, eliminating old barriers, and turning the impossible into the everyday.

CUSTOMER VALUE

In this new world, successful organizations create, foster, and enrich their **‘living data’** to drive new opportunities and explore new paths to accelerate discovery.

QUANTUM

Quantum is a “kindred spirit” in this **enriched world of living data**. We understand the opportunities and the challenges, and we exist to help businesses, companies, organizations, or industries accomplish their goals and leverage data to differentiate them.

Brand Campaign: *The Prism (Hero)*

THE PRISM

The Prism is the key visual element that guides and inspires all outward-facing campaign executions.

Our intention when building the prism was to create a metaphor symbolizing an opening up of potential—expanding out to represent the unlocking of new opportunities. The prism is today’s new path for organizations who want to amplify their success through Quantum’s ability to help them enrich their own “living data.”

The seven “slices” of the prism are represented by the Quantum brand’s secondary ROYGBIV color palette. Although the visual of the prism on the right shows all seven colors at once, your external communication pieces may not always leverage this exact structure.

Instead, most assets will choose the color of an individual “slice” as a starting point, then “fill in” the rest of the prism with similar shades of your chosen color (e.g., a succession of shading from our corporate blue to purple).

Our current website at quantum.com is an excellent example of how to use the prism colors in various ways for multiple messages, products, and offerings. You’ll notice that prisms do not have to always contain seven slices. View individual web pages to get inspired on how to correctly utilize one of the seven colors when creating executions that include a prism.

The prism should not be used on its own. Always ensure all executions using the prism include imagery and/or a headline/text. For more specific examples, refer to the section ["Brand Expression", pages 43-54](#).



Brand Campaign: *The Gradient Logo*

THE QUANTUM LOGO: GRADIENT

Quantum’s corporate logo has an established history of using “Quantum Blue” as a primary representation of the brand.

Quantum has a new image as an enriched data company. The movement to expand its reputation and product offerings beyond traditional data storage has given us the opportunity to visually showcase this transition with the logo.

The rich, new approach to color proposed in the forthcoming “Prism” brand campaign opens up a new world of possibility for Quantum, both in terms of our brand expression and potential for storytelling.

The Gradient Logo should only be used for:

- Quantum Brand Marketing & Advertising
- Quantum Website
- Quantum Presentations

For more information on logo color options, refer to [page 17](#).

GRADIENT LOGO



LEFT ANCHOR

QUANTUM CORPORATE BLUE
100, 50, 0, 0

RIGHT ANCHOR

QUANTUM SKY BLUE
85, 0, 0, 0



Brand Campaign: *Key Images (Verticals)*

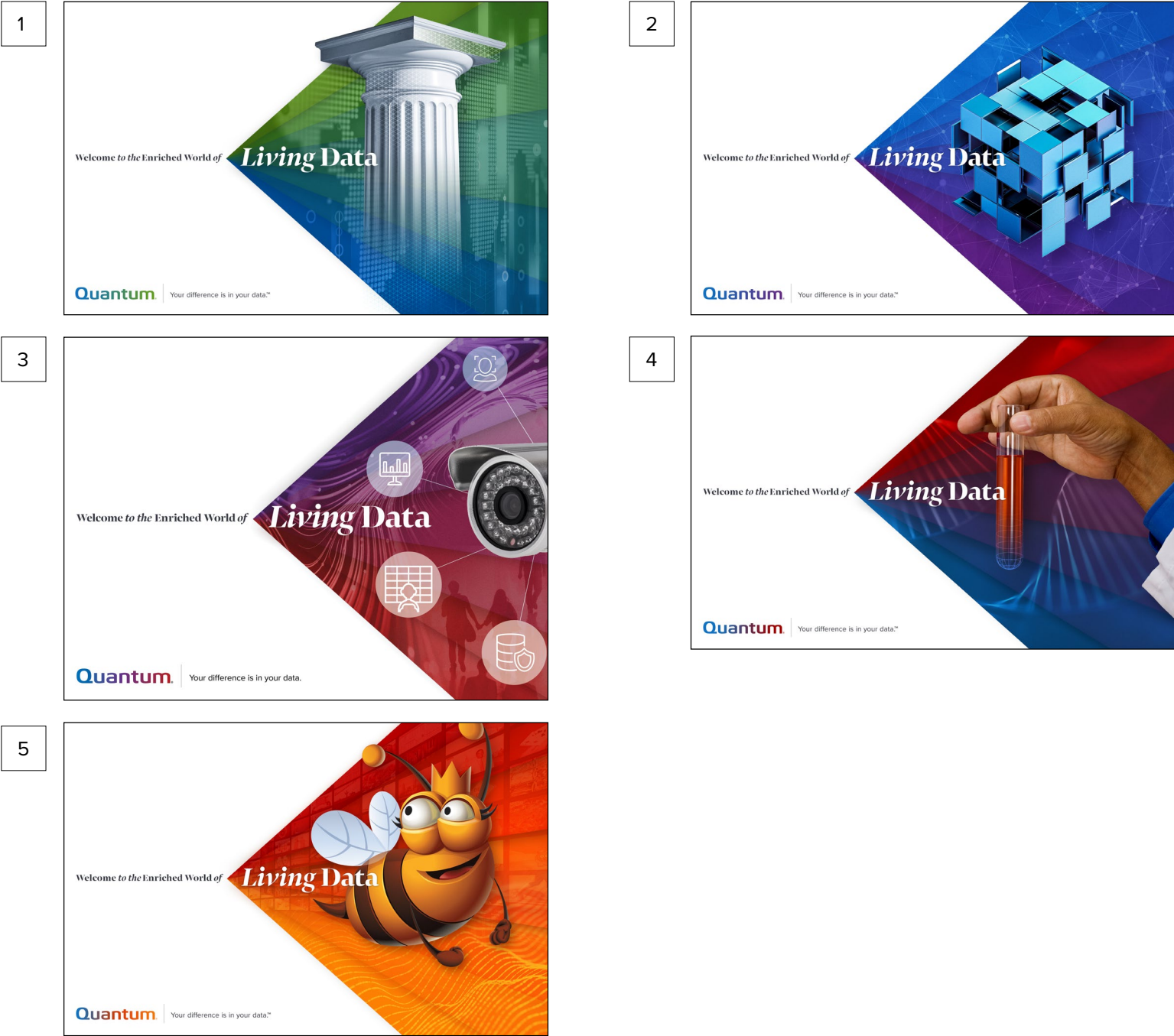
KEY INDUSTRIES

The visual of the Prism with the headline “Welcome to the Enriched World of Living Data” presents a beautiful and evolving brand story and promise.

Because of Quantum’s vast adoption across industries, the “Prism” campaign visual has been expanded to represent each of the key markets Quantum supports. Some of our current key markets (in no particular order) are:

- 1. Government
- 2. IT / Enterprise / Webscale
- 3. Video Surveillance
- 4. Life Sciences
- 5. Media & Entertainment

Using our key images and tying in our “Living Data” story across all of them promotes consistency across markets.



Brand Campaign: *Key Images (Assembly)*

1. KEY IMAGE

Each market we serve has a key image attached to it. With that key image, there are consistent characteristics that make up the image.

2. ANCHOR IMAGE

The foreground subject’s purpose is to be immediately representative of the served market.

3. DATA VISUALIZATION

The background image’s purpose is to showcase data indicative to how the market uses it. It’s used to highlight and support the anchor image and express the “Living Data” story.

4. PRISM

The Prism is the main element of the brand campaign. The Prism can take on different color variations, depending upon the story we want to tell. The many color options for the Prism showcase Quantum’s limitless Living Data expressions.

5. QUANTUM LOGO

To avoid competing color gradients between the Quantum logo and the Prism: When the Quantum logo is used in conjunction with a Prism, it should take on its color gradation.

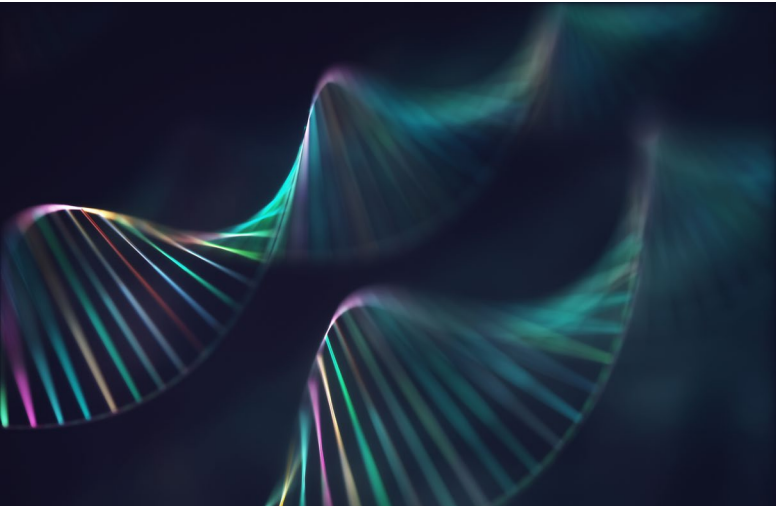
1



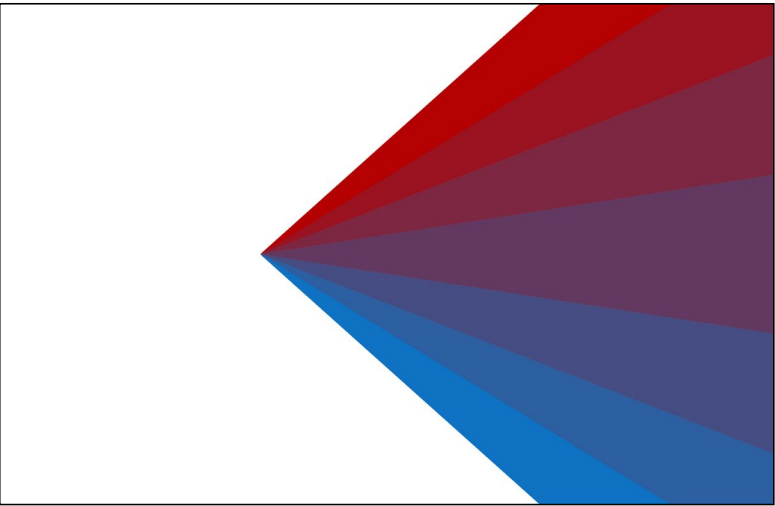
2



3



4



5



Brand Campaign: *Key Images (Logo Colors)*

KEY IMAGE LOGO COLORS

The new gradient color options for the Quantum logo allow it to adapt its color to align with the color prism chosen for the unique market it represents.

This change allows the “unlimited possibility” promised in the campaign to be reflected in the Quantum logo itself.

For more information on the color gradients, [see page 18](#).

Quantum®

Quantum®

Quantum®

Quantum®

Quantum®



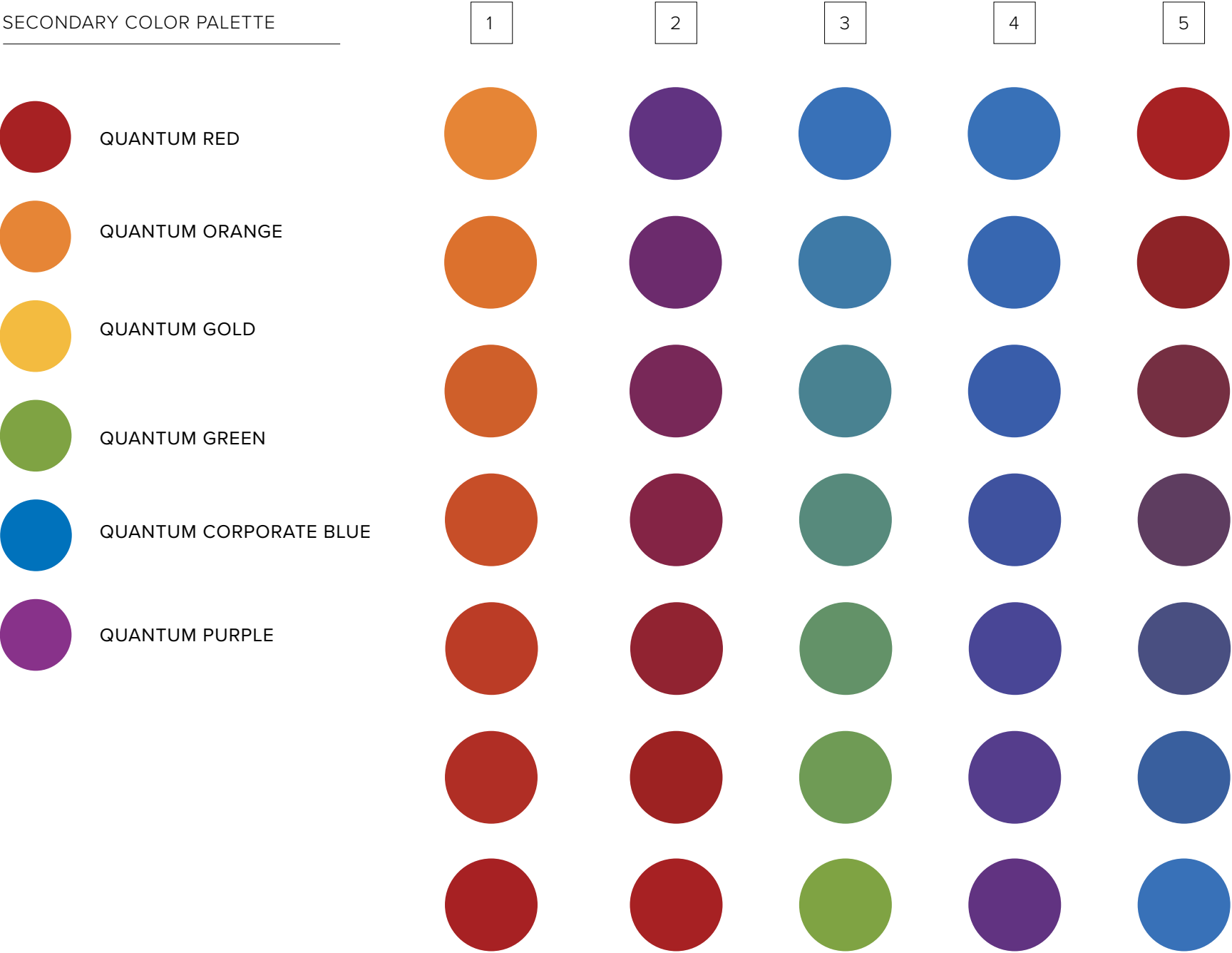
Brand Campaign: *Key Images (Gradient Colors)*

GRADIENTS

The various color gradients used across the Quantum logo and the “Prism” visual for our Key Market images are derived from the Quantum brand’s secondary color palette.

To the right are examples of 7-step gradient breakdowns that could be used for the Prism. When creating gradients for the Prism, use two colors from the secondary color palette that best express the intended use, audience, or market.

View the full brand colors on [page 40](#).



Brand Campaign: *Fonts*

Below are the two fonts to be used in Brand Campaign Marketing and Advertising. They are used together for Brand Campaign purposes.

Corporate brand fonts and usage can be found on [pages 41-42](#).

Bennett Banner

Bennett Banner is the font we are using as our headline font for Brand Campaign marketing. It should always be Extra Bold weight and/or Extra Bold Italic. This font is NOT for use in longer text areas such as body copy paragraphs.

The addition of this serif typeface gives a unique look and feel to our materials.

Never use Bennett Banner in ALL CAPS.

Here are samples of the two approved weights:

Bennett Banner Extra Bold

Bennett Banner Extra Bold Italic

PROXIMA NOVA

This modern sans serif typeface presents professionally designed corporate print collateral, advertising, promotional materials, and our website, and brings a personality to our brand that feels familiar.

Many optional weights are acceptable, depending on readability. The Proxima Nova font family includes:

- Proxima Nova LIGHT
- Proxima Nova LIGHT ITALIC*
- Proxima Nova REGULAR
- Proxima Nova REGULAR ITALIC*
- Proxima Nova MEDIUM
- Proxima Nova MEDIUM ITALIC*
- Proxima Nova SEMIBOLD
- Proxima Nova SEMIBOLD ITALIC*
- Proxima Nova BOLD
- Proxima Nova BOLD ITALIC*
- Proxima Nova EXTRABOLD
- Proxima Nova EXTRABOLD ITALIC*

Brand Campaign: *Typography Principles*

TYPOGRAPHY PRINCIPLES

For marketing and advertising, we use Bennett Banner as our headline font. All other fonts should be Proxima Nova and applied as seen on the right.

Although font sizes, line spacing (leading), and letter spacing (tracking) can vary and adjust to the space, a good guideline to begin with is presented to the right. Also keep in mind that colors in these examples may vary and are not “set in stone.” Further font guidance is found on our individual collateral templates. Be sure to follow typography best practices such as avoiding widows and orphans.

The typographic hierarchy creates contrast between elements. The goal is to maintain this hierarchy regardless of the size, usages, and circumstances in which it is used.

Certain instances may require larger or smaller typography sizing due to creative / content considerations.

HOW CAN I SHARE THE FONTS WITH OUR OUTSIDE CONTRACTORS OR AGENCIES?

See [page 42](#).

32-50 pt font
20-50 pt leading
0 pt tracking

28-46 pt font
20-50 pt leading
0 pt tracking

26-36 pt font
24-46 pt leading
0 pt tracking

18-36 pt font
20-50 pt leading
25 pt tracking

12-18 pt font
18-24 pt leading
0 pt tracking

12-18 pt font
20-30 pt leading
0 pt tracking

09 pt font
12 pt leading
0 pt tracking

Headlines *are* Bennett Banner
Extra Bold *or Extra Bold Italic*

Titles are Proxima Nova Bold

Subtitles are Proxima Nova Regular

COPY SUBTITLES are Proxima Nova Regular

Proxima light was selected for body copy because it is easy to read in any format. Use your aesthetic sense when following the font hierarchy as applied by example on this page. Pay attention to your type’s weight so it’s not too heavy or oppressive. Consider leading, kerning, and tracking, and how to best utilize white space. Overall, respect the heritage of good typography.

- Proxima Nova Regular bullets
- Proxima Nova Regular Bullets

Footnote copy: Proxima Nova Italic.....ero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident.

Brand Campaign: *Typography Principles (Website Marquee)*

For Website Marquee images, the same typography principles apply. [See page 42.](#)

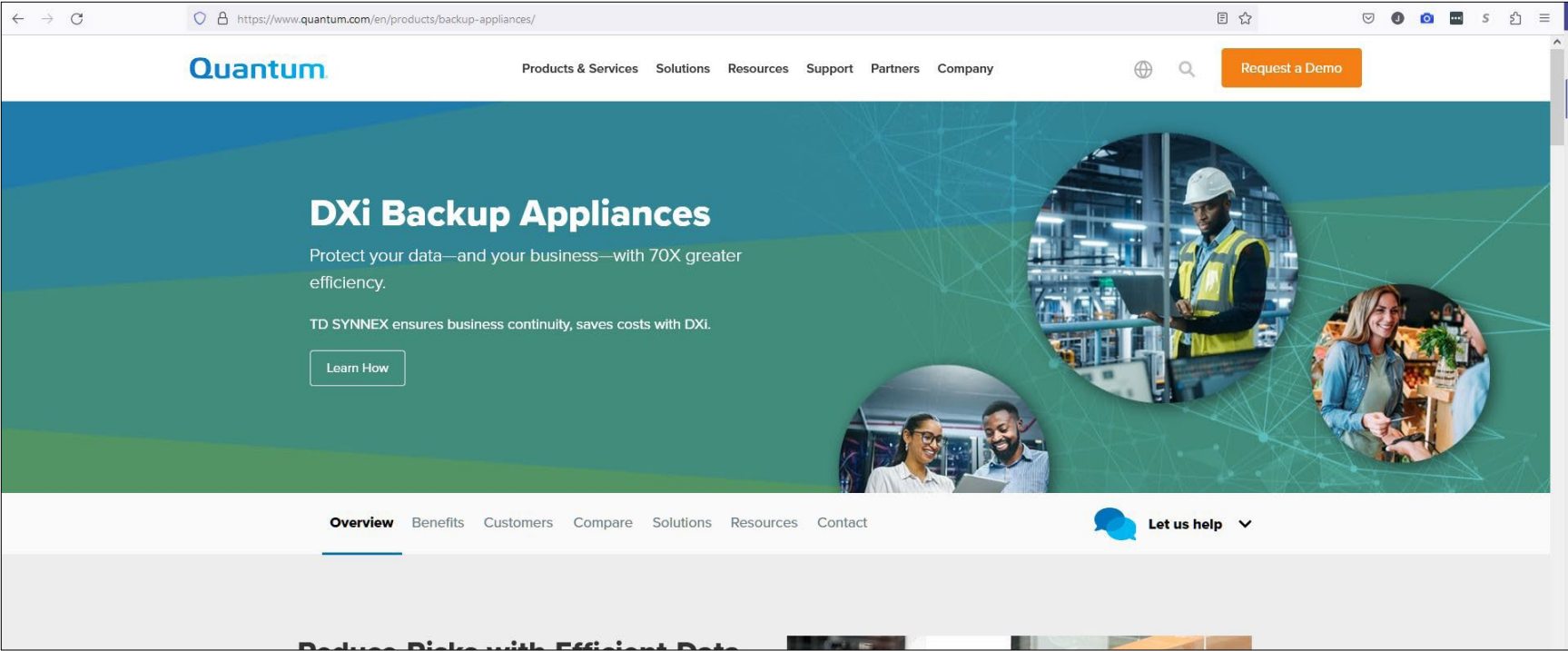
We use Proxima Nova as our headline and subhead fonts.

It's ideal if you attempt to adhere to these word counts when crafting messaging:

Headlines (35 with spaces)

Body Copy (150 with spaces).

Note: The rest of the quantum.com website (even below the marquee) uses Proxima Nova as well. When working with partners who might be building sites, if Proxima Nova is not available, you may have them use Montserrat: <https://fonts.google.com/specimen/Montserrat?query=mon>



46 px font
50.6 px line height
Normal (default) tracking

Headlines (H1) are Proxima Nova Extrabold/800

H2 is 36 px font

Subhead (Lead Sentence) is Proxima Nova Regular/300

22 px font
33 px line height
Normal (default) tracking

Second sentence copy is Proxima Nova Regular/500

18 px font
27 px line height
Normal (default) tracking

CTA copy is Proxima Nova Regular/400

16 px font
22.4 px line height
Normal (default) tracking

Brand Voice

Quantum.



Brand Voice: *Voice & Tone*

Making an emotional connection with any audience depends on crafting and expressing a powerfully unique voice and tone. Our brand voice and tone gives customers a sense of who we are and what we stand for, as well as an identity that separates us from the competition.

Content that captures our brand ‘tone of voice’ expresses three key attributes: Inviting, Aspirational, and Stimulating. The key is to achieve the right mix of these three attributes and create a voice that’s distinctly Quantum—differentiated, engaging, and balanced. We modulate these voice attributes, dialing them up or down depending on our audience and where they are on their journey with Quantum.

INVITING

Encouraging, welcoming, trusting; a sense of a future full of unlimited possibilities, with boundless freedom and confidence as companions along the journey.

ASPIRATIONAL

An inventive, creative, transformative, and intriguing energy; language that brings a fresh perspective to invite our audiences to redefine the status quo.

STIMULATING

Enthusiastic, optimistic, spirited; an engaging voice that invigorates, entices, and challenges customers—driving them to partner with us to uncover breakthroughs.

A Note About *Artificial Intelligence (AI-Generated Copy)*

This area is still in development as AI engines and technologies are quickly evolving and changing every day. If you would like to generate copy using AI, please contact creative@quantum.com to discuss on a case-by-case basis.

Brand Voice: *Voice & Tone / Tagline*

YOUR DIFFERENCE IS IN YOUR DATA

“Your difference is in your data.” is our new tagline—a short, memorable phrase that highlights to our customers how their data is instrumental in gaining rich information about their business—setting them apart today, and well into the future.

One of the most important goals a business can achieve is to firmly establish differentiation from its competitors. Our tagline instantly shows customers that their core business difference lies right inside their very own data. And, when locked up with the Quantum logo, our tagline subtly grounds the idea that we’re also different now—not only in how we’ve evolved beyond storage, but in how data on Quantum is different. Extolling exactly how Quantum data is different will be paid off with specific messaging for each creative execution (i.e., speaking to our customers’ data as now being new, fresh, enriched, alive, and full of possibilities).

For tagline usage, [see page 33](#).



Brand Voice: *Markets We Serve*

MARKETS WE SERVE

We provide bold, innovative solutions to forward-thinking organizations across the globe. Below are a few examples of the markets and verticals our future-forward organizations are leading. For more, please visit www.quantum.com.



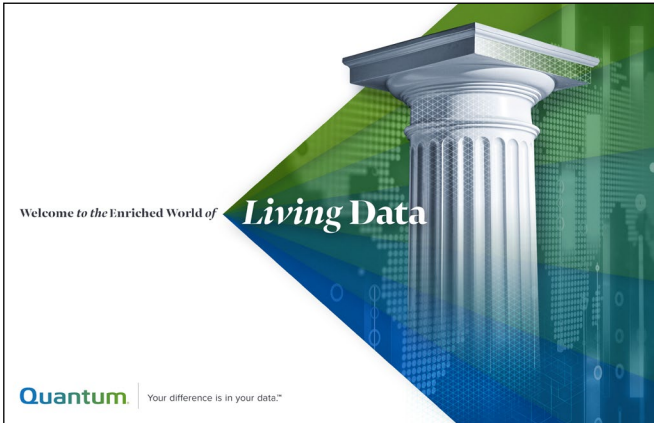
Life Sciences



Video Surveillance



Media & Entertainment



Government



IT / Enterprise / Webscale

Brand Identity

Quantum.



Brand Identity

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

Brand Identity: *Logo*

THE QUANTUM LOGO

Our most visible and recognizable symbol, the Quantum logo is the primary identifier of our company, our products, our people, and our brand. Our logo serves as the cornerstone of every visual communication we produce. It is a valuable corporate asset and must be used consistently and properly.

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:

www.quantum.com/brandbuilder/brandguidelines/trademarkguidelines/index.aspx

Approved logo artwork is available by contacting: creative@quantum.com

The image shows the word "Quantum" in a large, bold, blue sans-serif font. A registered trademark symbol (®) is located at the end of the word.

Brand Identity: *Logo Color (Blue, Black, and White)*

The approved variations of the Quantum corporate logo are shown to the right. Whenever possible, the four-color logo CMYK Blue should be used. This is the most commonly used version since most of our printing is done with four-color process.

When positioning the logo on a colored background, the value of the background determines how the logo is used.

One-color applications (e.g., faxes, forms, newsprints, envelopes, certain imprintables, etc.) are restricted to one-color black (positive or reversed) logos. Two-color printing should utilize the PANTONE® 2945 blue logo, and usually black or grayscale (for text, etc.).

You may also sometimes see the Quantum logo “ghosted” into a background (which technically makes the logo a different tint). For special occasions, you may even see it in special color or treatment. But please leave those instances to the Creative Team, and stick with the general guidelines described on this page.

1-COLOR PMS 2945



4-COLOR CMYK 100, 50, 0, 0



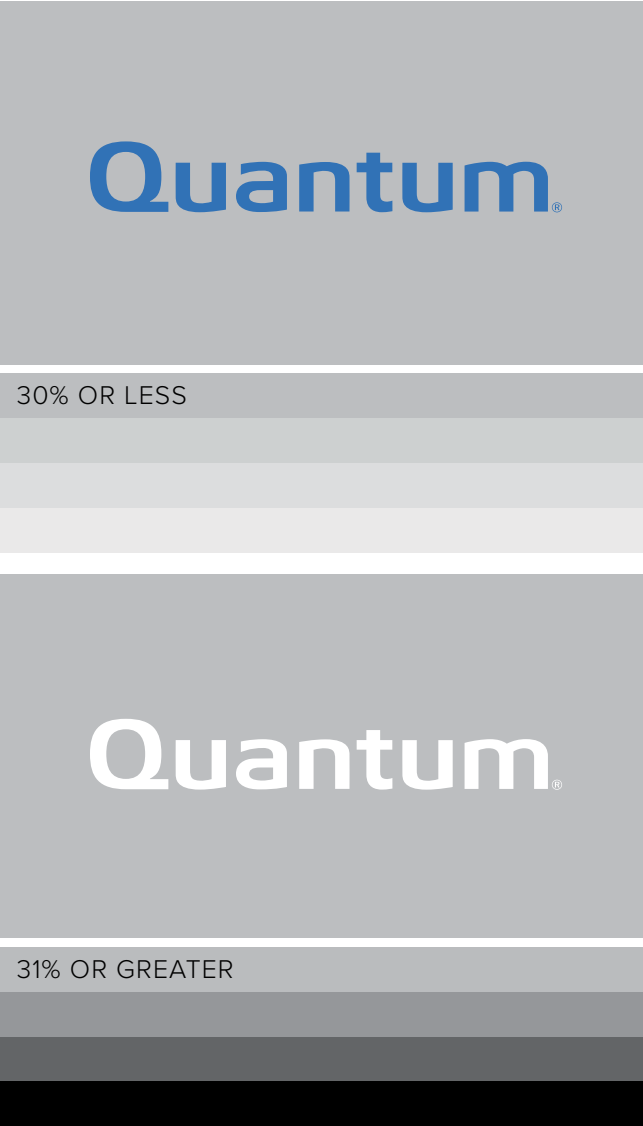
1-COLOR BLACK (POSITIVE)



WHITE (REVERSED)



GHOSTED EXAMPLE - USED BY CREATIVE TEAM ONLY



Brand Identity: *Logo Clear Space*

STANDARD LOGO SIZING

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.



Brand Identity: *Standard Logo Sizing*

STANDARD LOGO SIZING

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 logotype, it should never be reproduced smaller than the minimum size shown.

STANDARD SIZE



The standard logo size has a width of 1.5 inches (38 mm). 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 (EPS/ vector file) to optimize the quality of print. In addition, the registration mark may 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 (25 mm) 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.

Brand Identity: *Logo Incorrect Usage*

THE QUANTUM 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:

- Stretch, compress, or distort the logo.
- Reproduce the logo in an unapproved color.
- Skew or rotate the logo. The logo may only be positioned on a 0° horizontal axis.
- Enclose the logo in a shape.
- Outline the logo.
- Apply the logo to a background where lack of contrast diminishes legibility.
- Redraw or use another font to create the logo.
- Position the logo on backgrounds that are busy or cluttered.
- Combine the Quantum logo with any other company logos by adding another logo in close proximity to the logo. Honor the clearspace and consult the Creative Team for questions and approvals.
- Use the logo as part of a sentence or as a continuation of text.
- Add effects like shadows, dimensions, and gradients to the logo.
- Create logo “lockups” by adding text in close proximity to the logo. Only use the approved logo lockups from the Creative Team.



Brand Identity: Corporate Tagline Logo Lockup

CORPORATE TAGLINE LOGO LOCKUP

Our tagline communicates a powerful brand message that is strategically important to our customer audience. Use it on promotional items, kiosks at tradeshow, etc. Its use on more utilitarian business tools such as HR, recruitment and/or training materials, etc., is optional. Its use is not required on stationery, business forms, facility signs, and service vehicles.

The tagline logo lockup should appear in the colors of corporate blue/light blue whenever possible. If it's placed against a dark background, the lockup should be white. It may be printed in black for restrictive one-color black applications. See [page 17](#) for details, as the Quantum logo color guidelines also apply to this lockup.

The font for our corporate tagline is Proxima Nova. The font size is determined by legibility and hierarchy. It doesn't overpower the logo, but it's not so small that it can't be read.

A trademark symbol would be used after the tagline when used on its own (i.e., not as part of the official logo/tagline lockup). The trademark symbol for the tagline is omitted when locked up with the Quantum logo—only the ® after the Quantum logo remains.

Special artwork has been created for the logo and tagline lockup. Do not typeset the tagline with other logo artwork. Always use the approved logo with tagline artwork (obtained by emailing: creative@quantum.com).

GRADIENT LOGO - STACKED



BLUE LOGO



BLACK LOGO



GRADIENT LOGO - HORIZONTAL



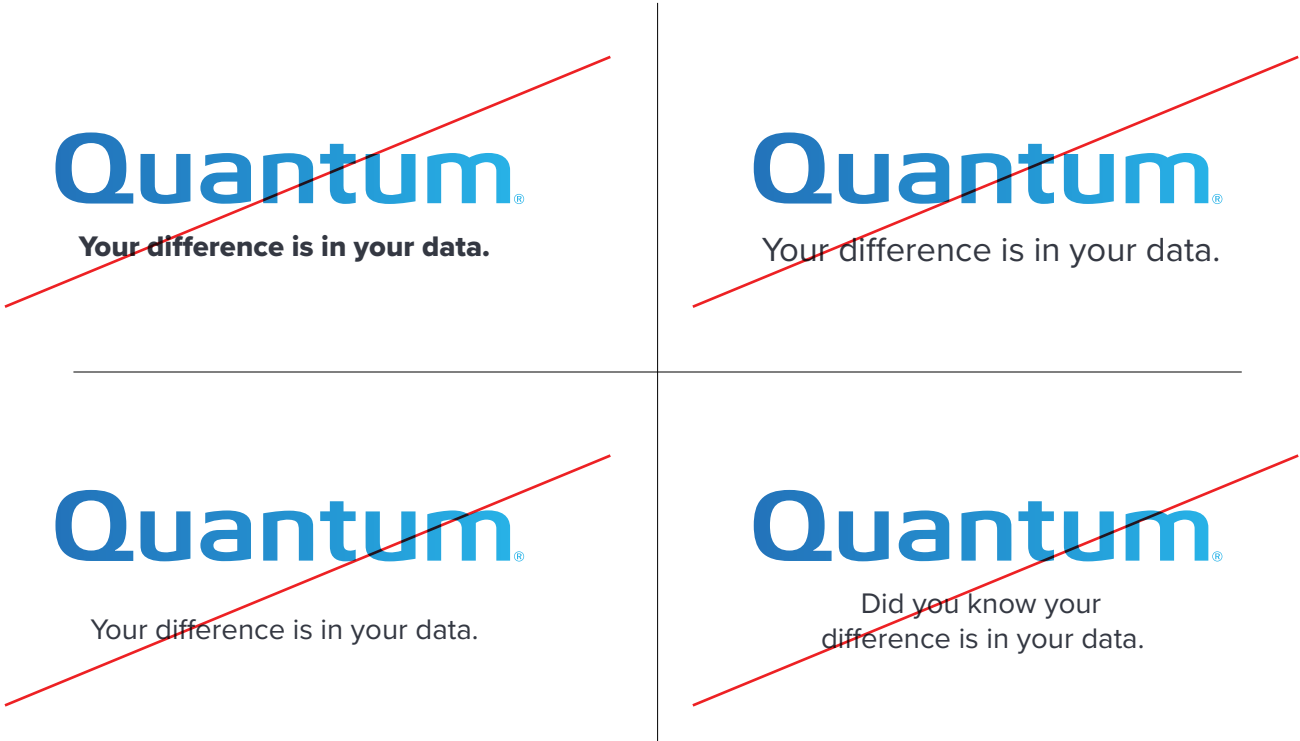
Brand Identity: Corporate Tagline Logo Lockup (Incorrect Usage)

THE QUANTUM TAGLINE: INCORRECT USAGE

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

DO NOT:

- Change the type weight.
- Change the scale of the tagline.
- Alter spacing between the logo and the tagline.
- Use the tagline as part of a sentence or change its messaging in any way.

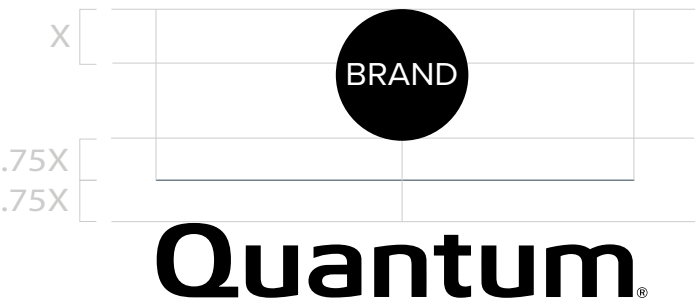
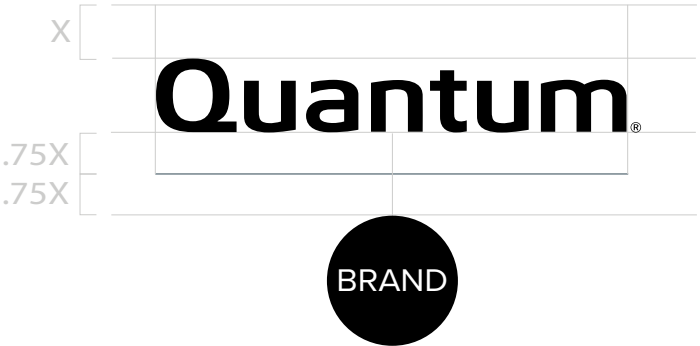
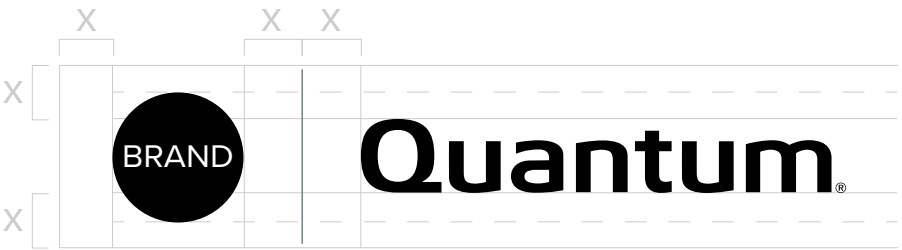


Brand Identity: Channel Partner Co-Branding (Styles)

Co-branding may appear on marketing materials developed with an official Quantum business partner such as a value-added reseller (VAR), systems integrator (SI), or technology alliance partner (TAP). All logo standards and guidelines apply.

- Make all logos appear equal in size.
- Center-align the Quantum logo horizontally or vertically with the other logos.
- Follow clear space guidelines as indicated here and on [page 36](#).
- Maintain equal distance between all logos.

Create a .5pt (Dark Grey from our Brand Color Palette) stroke divider between the logos, as illustrated here. A vertical stroke should be the height of the logo clear space. A horizontal line should be the length of the Quantum logo.



Brand Identity: *Channel Partner Co-Branding (Clear Space & Color)*

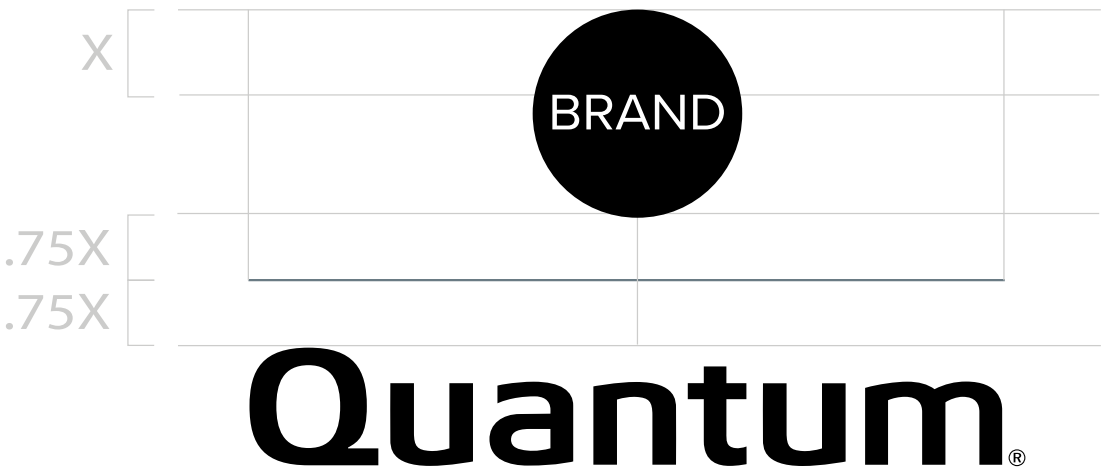
To maintain impact and avoid competition from other visual elements, allow for sufficient space surrounding the logos.

LOGO CLEAR SPACE

The clear space surrounding the logo on all sides must be equal to the x-height of the letters (or the .75x example on the previous page, if that's the application) and proportional to the size of the logo.

COLOR STANDARDS

Co-branded logos can appear in full color, black, or reversed to white. Guidelines for background colors are the same as for the Quantum brand logo. If appropriate, a partner’s corporate color may be used as the background color.



Brand Identity: Channel Partner Co-Branding (Titles)

CHANNEL RESELLER

Channel reseller partners should be branded as reselling our products and their branding leads on any marketing material. This helps protect the Quantum brand—making it clear that the content is owned by the partner, but supported by Quantum.

The relationship can be titled as either:

Value-Added Reseller

Systems Integrator

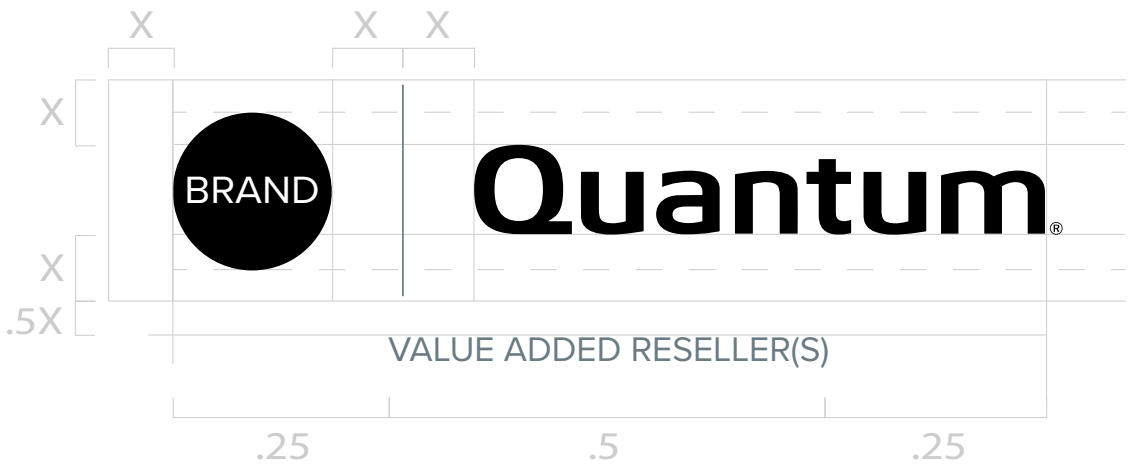
TECHNOLOGY ALLIANCE PARTNERS

Technology Alliance partners should be branded equally with Quantum where we are going to market together.

The relationship can be titled as:

Technology Alliance Partner

For co-branded collateral that Quantum creates in our branding, the Quantum logo would "lead" in the logo lockup (i.e., it would appear on the left in the horizontal lockup, and on top in the stacked lockup). The label underneath the lockup may be omitted.



Brand Identity: *Acquired Brands*

When Quantum acquires another company, the rule of thumb is to move the acquired company name/brand to Quantum. For acquisitions where the acquired company has significant brand value and recognition, Quantum may choose to retain the company or acquired product name for a transition period. In these cases, the acquired company name will be tied to the Quantum logo and will be a smaller, secondary logo positioned under the Quantum name. See CatDV example to the right for correct usage.

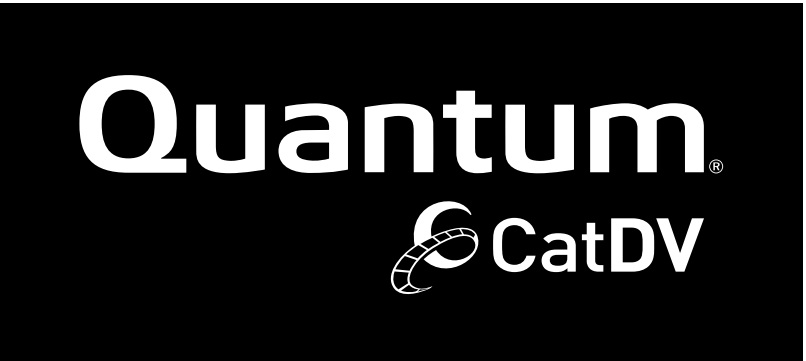
GRADIENT LOGO LOCKUP



SOLID COLOR LOGO LOCKUP



WHITE (REVERSED) LOGO LOCKUP



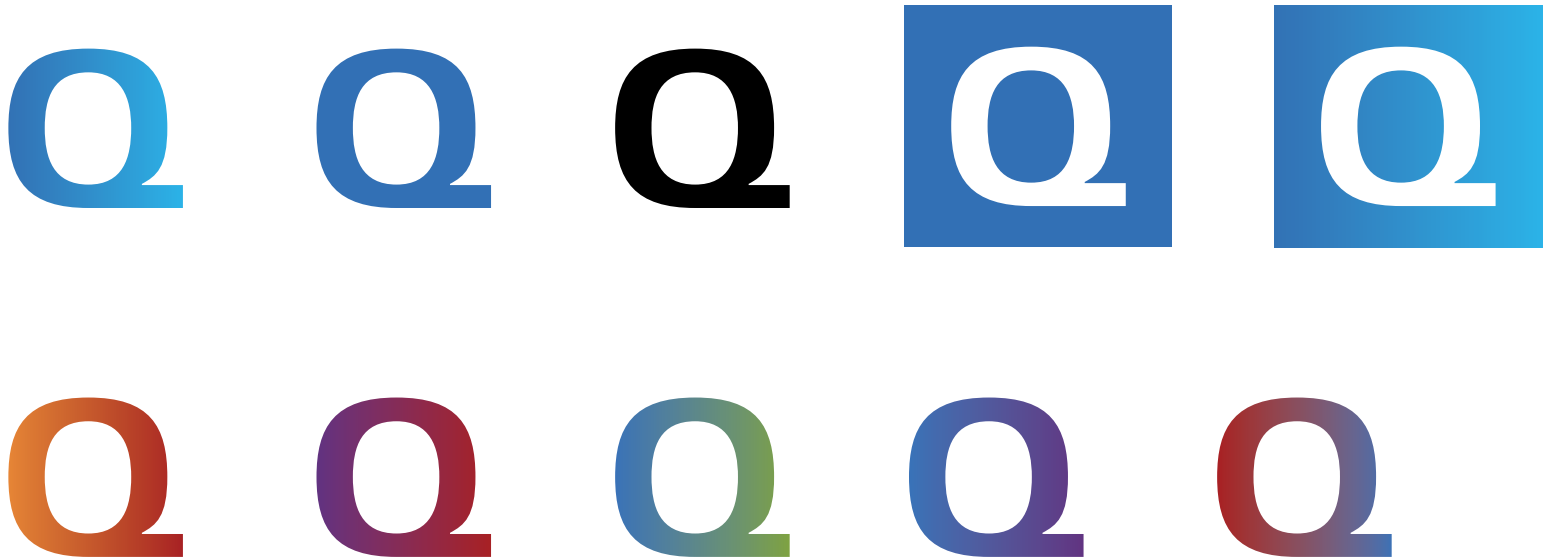
Brand Identity: Q Icon

Q ICON

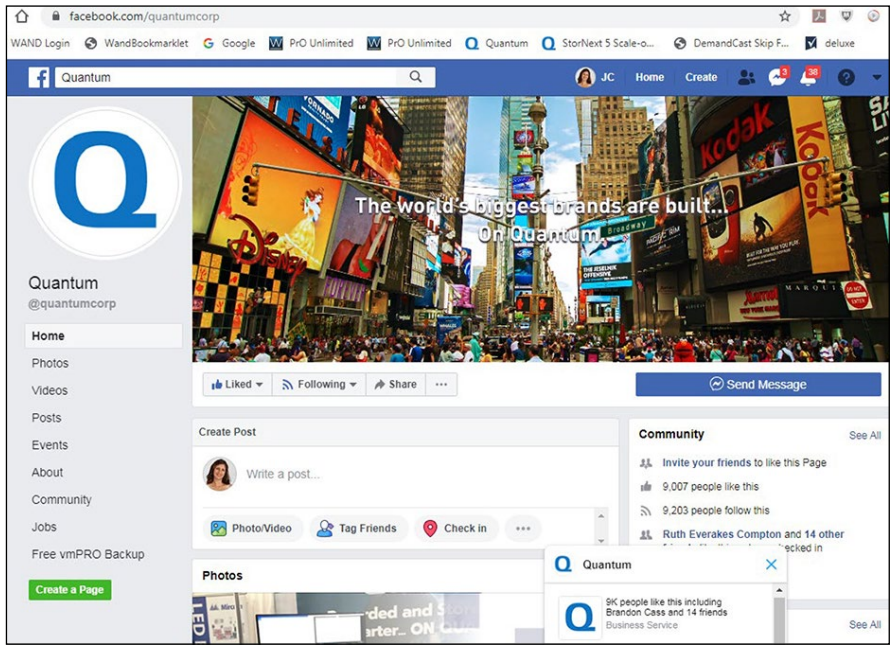
Quantum sometimes manifests itself visually as a graphic device that we are calling the Q icon. The icon can be used in certain scenarios, such as where space is limited, or where the space is more square and lends itself better to the Q icon rather than the Quantum logo. The Q icon can also be used as a design element to accentuate the Quantum logo, as a hero graphic, a ghosted background (“watermark”), the web page tab favicon, internal logos such as the OnTraQ or Q-Club logo, product packaging, social platforms, and other potential instances.

Please contact creative@quantum.com to obtain the Q icon artwork. The Q icon is not to be altered in any way. The Q icon may be used in the Quantum Corporate Blue, the Gradient Blue, and other colors and gradients from our palette, as created by the Creative Team. It may also be used in black or reversed out to white.

THE Q ICON - EXAMPLES OF ACCEPTABLE COLORS



THE Q ICON - SHOWN IN VARIOUS EXAMPLES



Brand Identity: *Brand Colors*

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

PRIMARY PALETTE

The primary palette is used to support the Quantum Corporate Blue throughout all branding and design. It is used to highlight and define hierarchy or to add visual depth to content. It can also be used for typographic accents, illustration fills, charts, graphs, and tables.

SECONDARY PALETTE

The secondary palette is composed of colors to be used in gradients, the prism design, and other supportive graphics.







NEUTRAL PALETTE

The neutral palette is used primarily for typography; however, it also serves to balance out the primary and the secondary colors. The gray values are used for icons on diagrams, and in tables, for example.

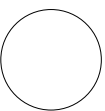



PRIMARY COLOR PALETTE

	QUANTUM CORPORATE BLUE PMS: 2945C/300U CMYK: 100:50:0:0 HEX: #0F73C3 RGB: 15:115:195
	QUANTUM SKY BLUE PMS: 299C/2995U CMYK: 85:0:0:0 HEX: #00B6F1 RGB: 0:182:241
	QUANTUM ROYAL BLUE PMS: 280C/280U CMYK: 100:70:0:10 HEX: #002878 RGB: 0:40:120
	QUANTUM GRADIENT BLUE LEFT ANCHOR <i>QUANTUM CORPORATE BLUE</i> RIGHT ANCHOR <i>QUANTUM SKY BLUE</i>

SECONDARY COLOR PALETTE

	QUANTUM RED PMS: 1805C/3517U CMYK: 23:99:99:17 HEX: #A72123 RGB: 167:33:35
	QUANTUM ORANGE PMS: 138C/7408U CMYK: 0:62:100:0 HEX: #F47F16 RGB: 244:127:22
	QUANTUM GOLD PMS: 130C/7406U CMYK: 0:30:100:0 HEX: #FFBA00 RGB: 255:186:0
	QUANTUM GREEN PMS: 377C/390U CMYK: 50:0:100:20 HEX: #74A534 RGB: 116:165:52
	QUANTUM CORPORATE BLUE PMS: 2945C/300U CMYK: 100:50:0:0 HEX: #0F73C3 RGB: 15:115:195
	QUANTUM PURPLE PMS: 526C/526U CMYK: 75:100:10:0 HEX: #682D86 RGB: 104:45:134

NEUTRAL COLOR PALETTE

	WHITE CMYK: 0:0:0:0 HEX: #FFFFFF RGB: 255:255:255
	LIGHT GRAY PMS: 429C/428U CMYK: 5:0:0:30 HEX: #B0B9BF RGB: 176:185:191
	GRAY PMS: 431C/431U CMYK: 15:0:0:60 HEX: #6A7B84 RGB: 106:123:132
	BLACK PMS: Pantone Black C CMYK: 50:50:50:100 HEX: #050000 RGB: 5:0:0

Brand Identity: *Brand Fonts*

PROXIMA NOVA

Proxima Nova is the Quantum Brand Font.

This modern sans serif typeface presents professionally designed corporate print collateral, advertising, and promotional materials, more permanent building signage (if text is used), and brings a personality to our brand that feels familiar.

Many optional weights are acceptable, depending on readability.

CALIBRI

We use the common system font CALIBRI in our Microsoft PowerPoint, Word, and Excel templates (i.e., all Office programs) to avoid font issues across the company (since it is not just the Creative and promotional teams using these programs).

Many weights are acceptable depending on readability.

The Proxima Nova font family includes:

Proxima Nova LIGHT

Proxima Nova LIGHT ITALIC

Proxima Nova REGULAR

Proxima Nova REGULAR ITALIC

Proxima Nova MEDIUM

Proxima Nova MEDIUM ITALIC

Proxima Nova SEMIBOLD

Proxima Nova SEMIBOLD ITALIC

Proxima Nova BOLD

Proxima Nova BOLD ITALIC

Proxima Nova EXTRABOLD

Proxima Nova EXTRABOLD ITALIC

Brand Identity: *Typography Principles*

TYPOGRAPHY PRINCIPLES

Although font sizes, line spacing (leading), and letter spacing (tracking) can vary and adjust to the space, a good guideline to begin with is presented to the right. Also keep in mind that colors in these examples may also vary and are not “set in stone”. Further font guidance is found on our individual collateral templates. Be sure to follow typography best practices such as avoiding widows and orphans.

The typographic hierarchy creates contrast between elements. The goal is to maintain this hierarchy regardless of the size, usages, and circumstances in which it is used.

Certain instances may require larger or smaller typography sizing due to creative / content considerations.

HOW CAN I SHARE THE FONTS WITH OUR OUTSIDE CONTRACTORS OR AGENCIES?

Our corporate and campaign fonts (Bennet Banner and Proxima Nova) are Adobe fonts that are built into Adobe CC software. Freelancers, outside contractors, advertising agencies, and other suppliers will need to access the fonts by activating them in their Adobe CC software.

<https://fonts.adobe.com/fonts/bennet-banner>

<https://fonts.adobe.com/fonts/proxima-nova>

32-50 pt font
20-50 pt leading
0 pt tracking

28-46 pt font
20-50 pt leading
0 pt tracking

26-36 pt font
24-46 pt leading
0 pt tracking

18-36 pt font
20-50 pt leading
25 pt tracking

12-18 pt font
18-24 pt leading
0 pt tracking

12-18 pt font
20-30 pt leading
0 pt tracking

09 pt font
12 pt leading
0 pt tracking

Headlines are Proxima Nova Extrabold or Extrabold Italic

Titles are Proxima Nova Bold

Subtitles Title are Proxima Nova Regular

COPY SUBTITLES are Proxima Nova Regular

Proxima light was selected for body copy because it is easy to read in any format. Use your sense of aesthetics when following the font hierarchy as applied on this page. Pay attention to your type’s weight so it’s not too heavy or oppressive. Consider leading, kerning, and tracking and how to best utilize white space. Overall, respect the heritage of good typography.

- Proxima Nova Regular bullets
- Proxima Nova Regular Bullets

Footnote copy: Proxima Nova Italic.....ero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident.

Brand Expression



Brand Expression: *The Prism (Full Color)*

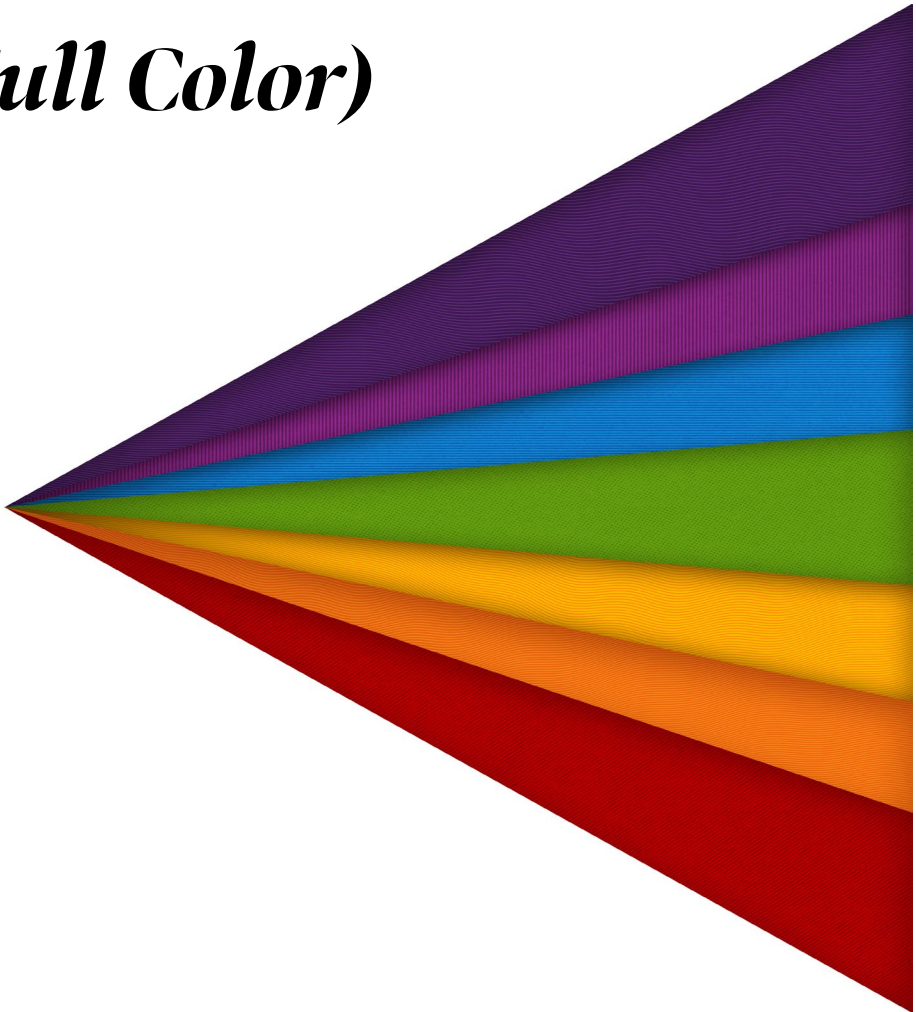
FULL COLOR PRISM

The “Full Color Prism” is to be used only for the highest-level Quantum brand campaign design.

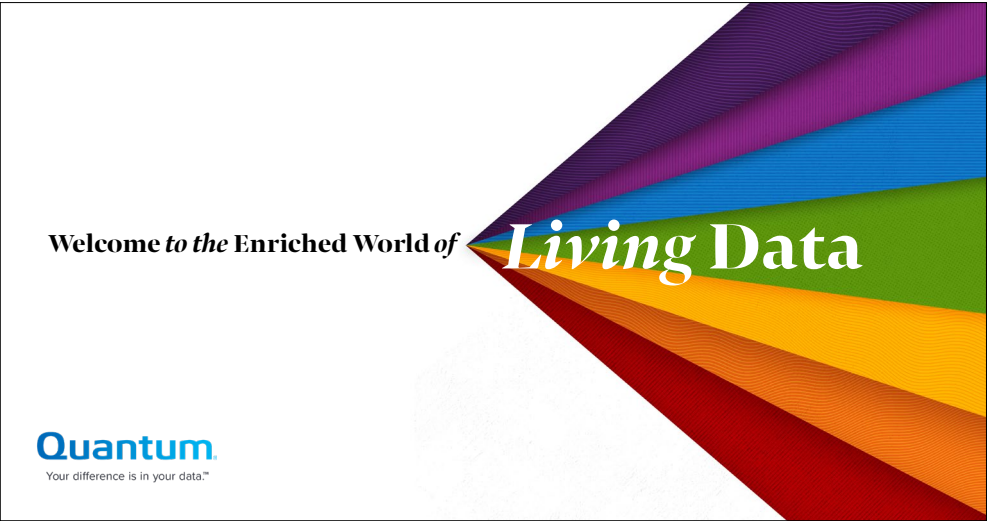
The “Full Color Prism” should never be used on its own. Always ensure all executions using the prism include imagery and/or a headline/text. For more specific examples, see [page 48-49](#).

The “Full Color Prism” should always contain 7 panels and be consecutive color slices pulled from the ROYGBIV secondary color palette, in the order shown on the right.

The “Full Color Prism” should be used only on a white background with the campaign headline and logo. It is meant to create a metaphor symbolizing an opening up of potential—expanding out to represent the unlocking of new opportunities.



THE PRISM SLICE (NARROW) - SHOWN IN EXAMPLE



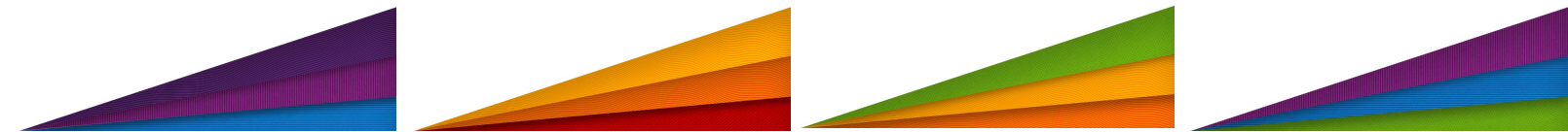
Brand Expression: *The Prism (Tall Slice)*

TALL SLICE

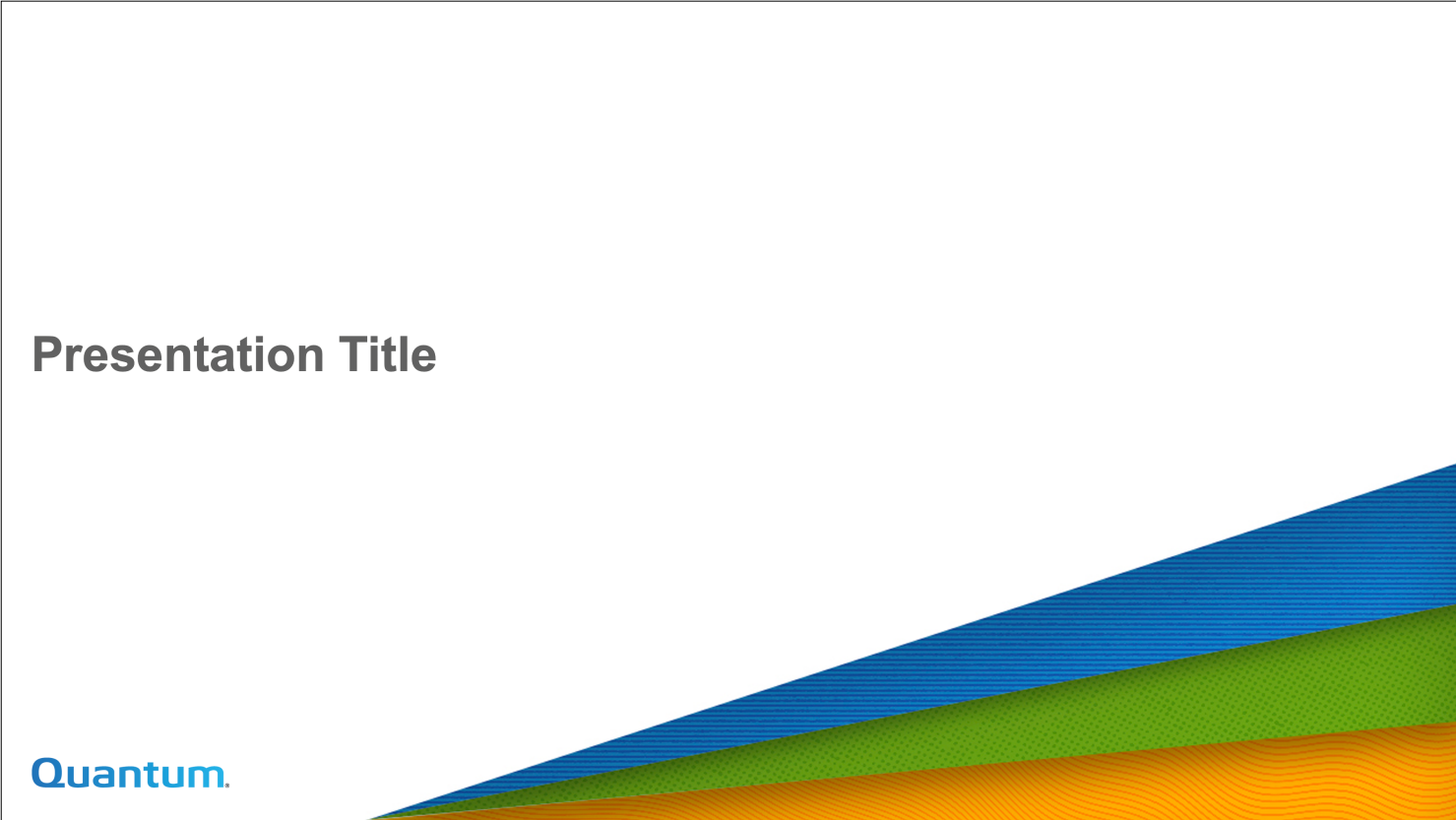
You can use a “Slice” of the prism to anchor a page or presentation or to create energy and visual motion in marketing and advertising content.

The “Tall Slice” should be used on a white background, generally with a headline and logo only. It is meant to bring focus to a specific statement, while adding a slice of the Quantum brand.

The “Tall Slice” should always contain 2-3 panels and be a consecutive color gradient pulled from the brand Prism.



THE PRISM SLICE (TALL) - SHOWN IN EXAMPLE



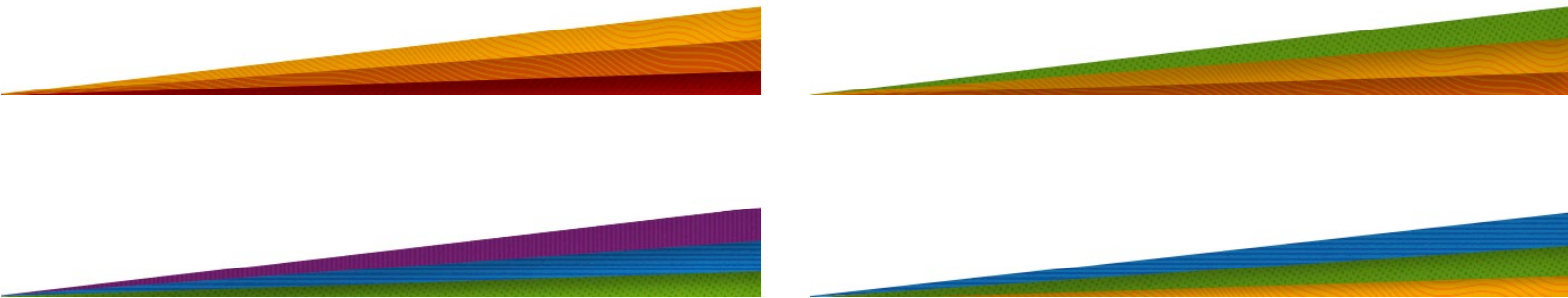
Brand Expression: *The Prism (Narrow Slice)*

NARROW SLICE

You can use a “Narrow Slice” of the prism to anchor a page or presentation or to create energy and visual motion in marketing and advertising content.

The Narrow Slice differs from the Tall Slice in that its low profile allows for much more copy, content, or imagery to be used.

The “Narrow Slice” should always contain 2-3 panels and be a consecutive color gradient pulled from the brand Prism.



THE PRISM SLICE (NARROW) - SHOWN IN EXAMPLE



Brand Expression: *The Prism (Fill)*

PRISM FILL

You can use a “Prism Fill” of the prism to fill an entire area.

It is to be used for dramatic purposes and allows for high-impact imagery and headlines.

It can be used on covers to presentations, advertising backgrounds, wall designs, etc.

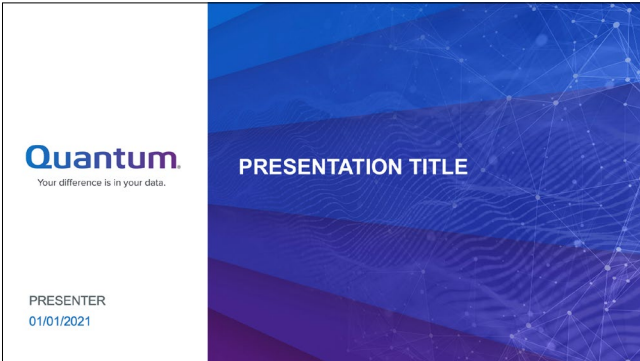
The “Prism Fill” should be a consecutive color gradient pulled from the brand Prism or from the unique key image color Prisms. See [pages 17-18](#).



PRISM CAMPAIGN EXAMPLE



PPT COVER EXAMPLE



BOOTH GRAPHIC EXAMPLE



WEBSITE MARQUEE EXAMPLE



Brand Expression: *Headline Versatility*

“*Welcome to the Enriched World of Living Data*” is the headline for the brand campaign. It is solely used as our core, highest-level Quantum brand messaging.

However, you are permitted to swap out the word “Data” in the headline to cater to a specific audience, environment, or product.

Here are a few examples just to get you started:

“*Welcome to the Enriched World of Living Content*” — Used for rich media/Media & Entertainment audiences; this line was leveraged for an M&E trade show booth design and also within our website. (See example to the right.)

“*Welcome to the Enriched World of Living Insights*” — Directed towards our ActiveScale™ product; customers who want to extract value and insights from unstructured data to scale business growth.

“*Welcome to the Enriched World of Living Video*” — Surveillance cameras are the biggest data generators in the world; this message signifies how enriched footage on Quantum is critical for security, keeping people and cities safer.

It is recommended that you contact the marketing team when making any changes or edits to the core campaign headline/text so the team can review and approve your messaging before it “goes live.”



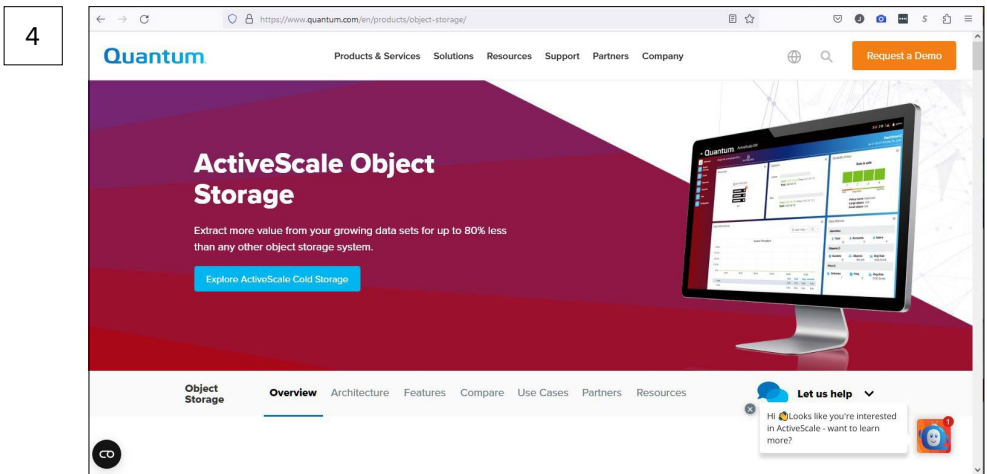
Brand Expression: *Prism & Photography*

THE PRISM AND PHOTOGRAPHY

Incorporating photography with the Prism creates high-impact visuals, allowing you to tell specific narratives that relate to the many aspects, benefits, and offerings of Quantum.

Imagery to be used with the Prism can be of a person, object, or product and also incorporate data visualization in order to connect to our story of “Living Data”. Here are some examples:

- 1. Using a dynamic data visualization with an equally dynamic image of a person. The combination of both images with the Prism Fill creates an energetic, attention-grabbing visual.
- 2. Using a contextually relevant image that reinforces the main message to be conveyed within the campaign Prism. The image can break the boundaries of the prism to add extra visual interest.
- 3. As seen on our website, adding a person in front of the Prism Fill also creates visual interest. Slicing the Prism Fill and dropping a contextual background behind it adds visual depth to your composition.
- 4. Much like example #3, you can replace a person with a product and use a relevant data visualization as a background.



Brand Expression: Imagery

IMAGERY

The corporate imagery system contains a mix of product photography, stock photography and illustrations, product logos, diagrams, and icons. They are usually catered to individual needs and verticals/use cases.

Image types can range from abstract/hi-tech imagery, to lifestyle photography, conceptual illustrations, and more.

Product photography can be found on www.quantum.com/brandbuilder, under the Photography menu.

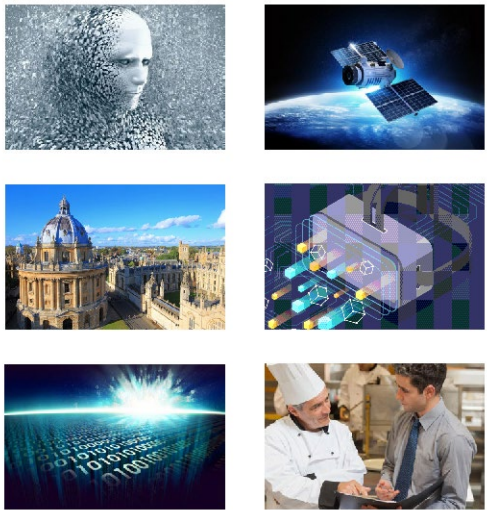
Icons (and more) can be found inside the PowerPoint Toolkit at www.quantum.com/brandbuilder, under the Templates menu > PowerPoint Template.

For stock photography and illustrations, please contact the creative team at creative@quantum.com.

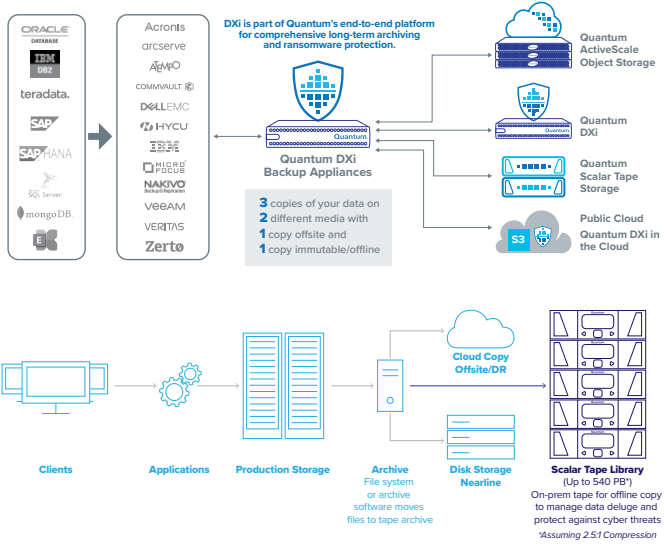
PRODUCT PHOTOGRAPHY



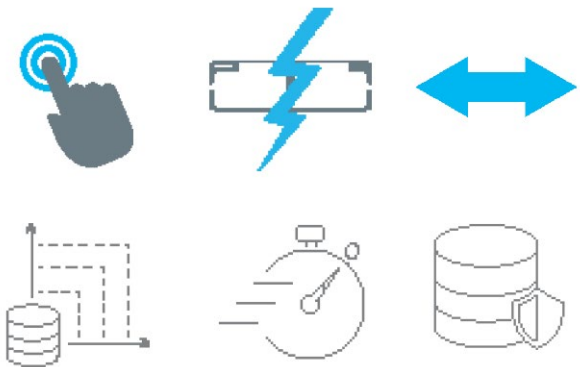
STOCK PHOTOGRAPHY



DIAGRAMS



ICONS



Brand Expression: *Photography (Stock)*

The Creative Team has a subscription to Getty Images for stock photography. They also have a limited subscription with Adobe Stock. They may also leverage free images from CC0 sites (for more information, see [this resource list](#)—but please be sure and look closely at the licensing/copyright rules on the individual websites before downloading any assets yourself, as the rules may change). If you need help obtaining stock photos or have questions about copyrights and permissions for photo use, please contact creative@quantum.com.

PEOPLE

- Customer centric
- Human focused
- Authentic
- Friendly
- Inviting
- Modern
- Diverse

PEOPLE



INDUSTRIES

INDUSTRIES

- High Tech
- Modern
- Innovative
- Emerging



Brand Expression: *Artificial Intelligence (AI-Generated Art)*

This area is still in development as AI art engines and technologies are quickly evolving and changing every day. If you would like to use any ai-generated art, please contact creative@quantum.com to discuss on a case-by-case basis.

Brand Expression: *Photography (In-house)*

Quantum takes photos of our products or outsources the photography work. In either case, these photos are owned by Quantum, and we may generally use them freely. These photos are located at www.quantum.com/brandbuilder, under the Photography menu.

For marketing purposes, we do use hardware/appliance images where appropriate. However, as we move towards becoming a software-centric company, we are also using software GUI screenshots. i.e., we prefer to use GUI images where applicable to represent software, but hardware images can also be used.

PRODUCT

Clean

Crisp

Well lit

360 views (when applicable)

PRODUCT



Brand Expression: *Illustration (Stock & In-House)*

Copyright rules for stock illustrations apply just as they would for stock photography. Diagrams that are built in house are owned by Quantum and may be used freely. If you need help obtaining stock illustrations or have questions about copyrights and permissions for use, please contact creative@quantum.com.

HIGH-TECH

- Conceptual
- Modern
- Purposeful

HIGH-TECH

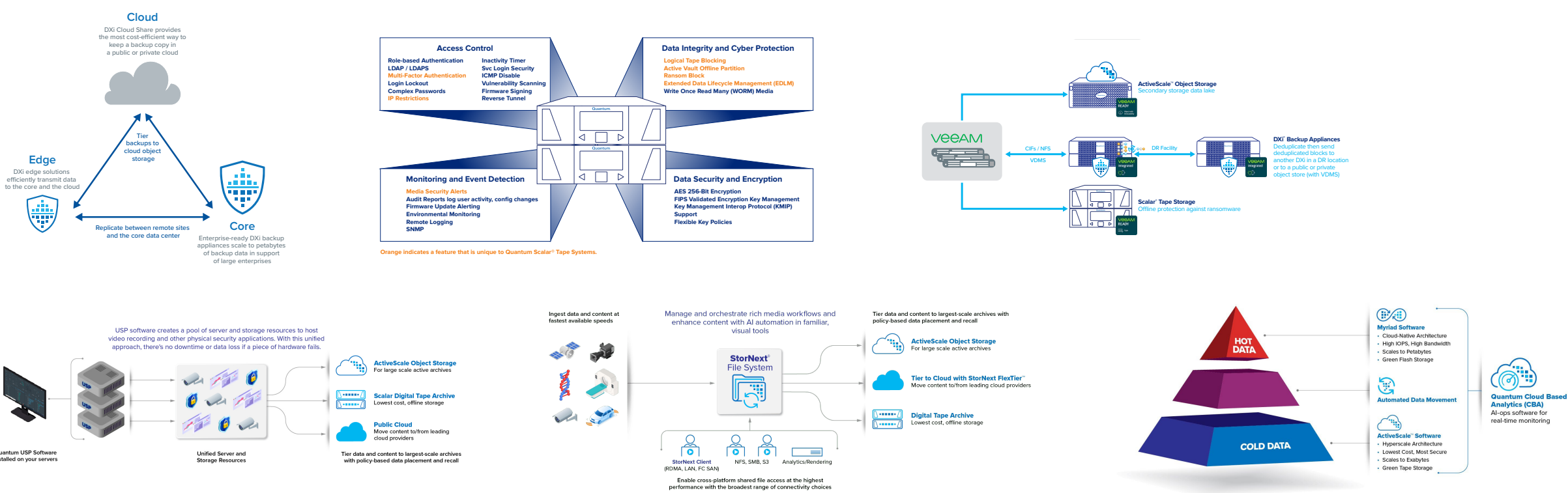


DIAGRAMS

- Technical
- Workflow
- Reference Architectures

For certain diagrams, we have begun to use isometric icons in addition to our flat icons. These are for diagrams (not for single conceptual icons in the features/benefits sections on quantum.com).

DIAGRAMS



Brand Expression: Icons

WEBSITE (& POWERPOINT)

Conceptual Icons

These icons will be used on quantum.com to represent benefits such as high performance, data protection, accessibility, scalability, etc.

This style of icons may also be used to represent similar concepts in PowerPoint presentations. We are using the thin line style for these icons. Some examples are shown to the right.

WEBSITE & POWERPOINT



DIAGRAMS (& POWERPOINT)

Technical Icons

These icons are the components for building the diagrams found in collateral and PowerPoint presentations. We are using the filled style for most of these icons, and the thin line style to represent and highlight our products. Some examples are shown to the right.

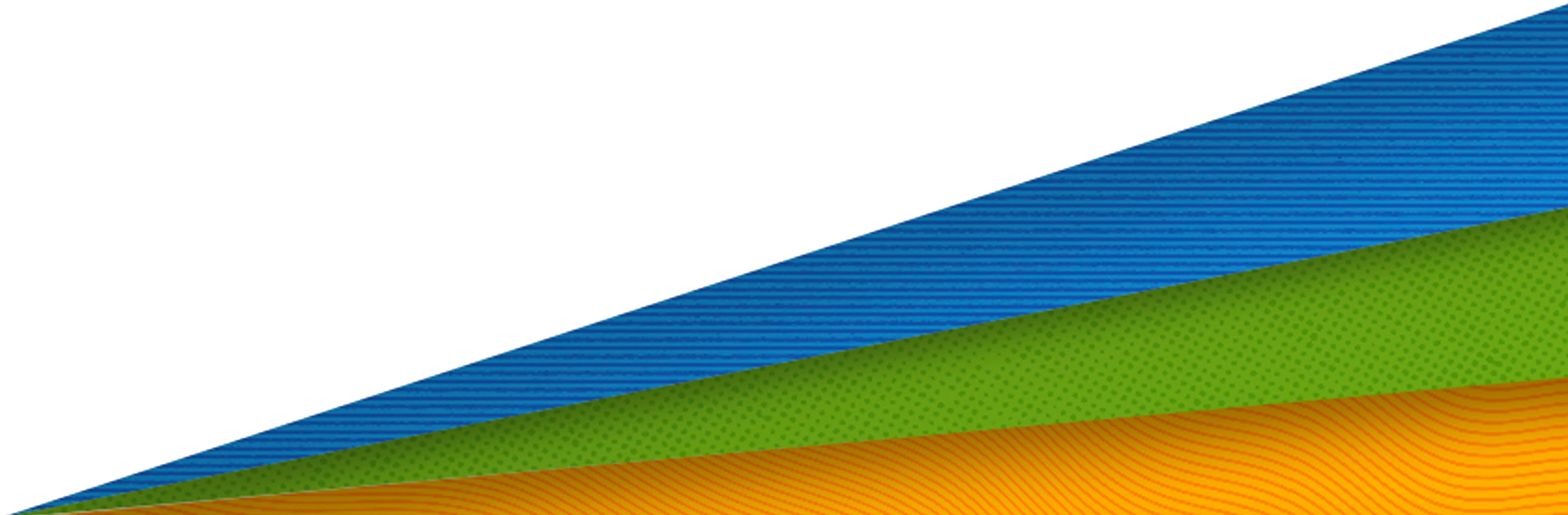
For the full set of icons as well as further guidance on our product icons, please download the PowerPoint Toolkit at www.quantum.com/brandbuilder, under Templates.

DIAGRAMS & POWERPOINT



Creative Application

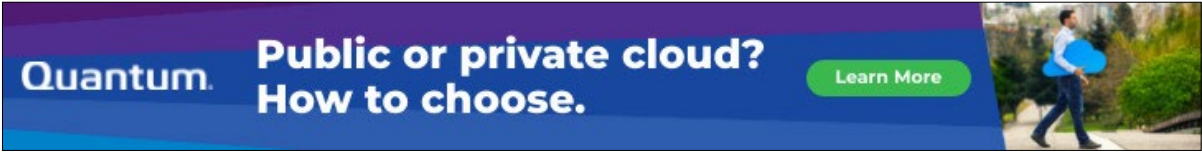
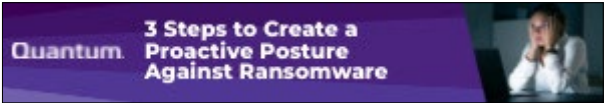
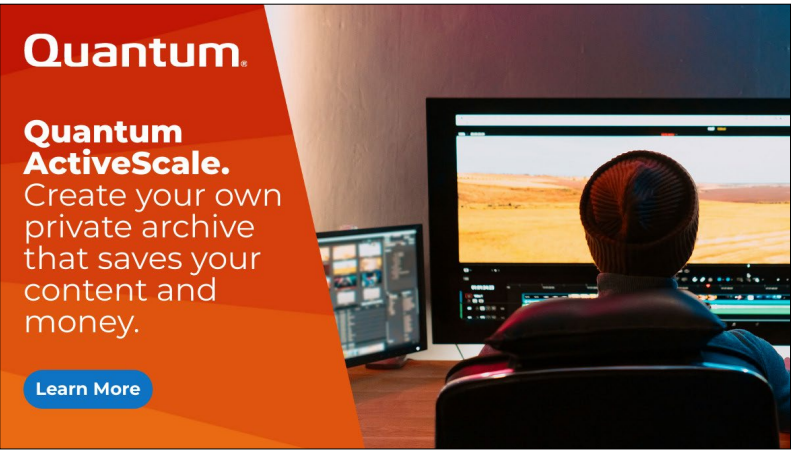
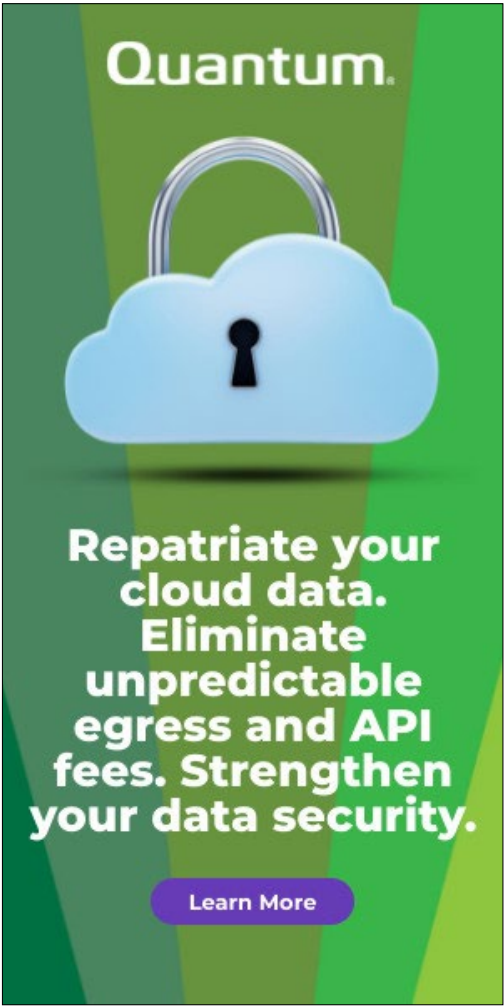
Quantum.



Example: *Web Banners*

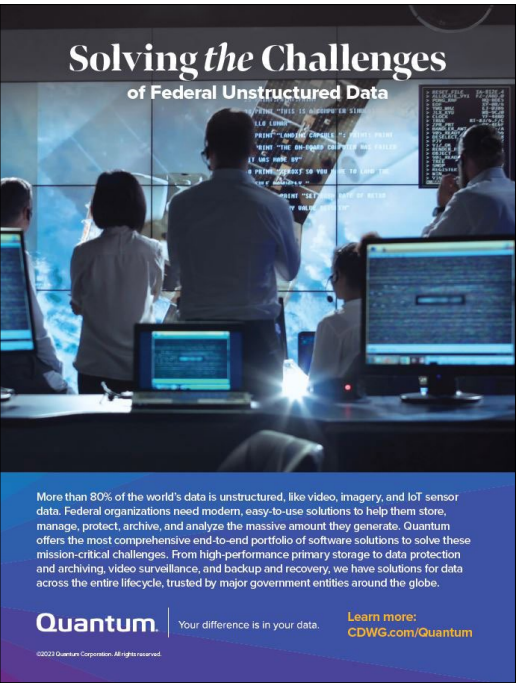
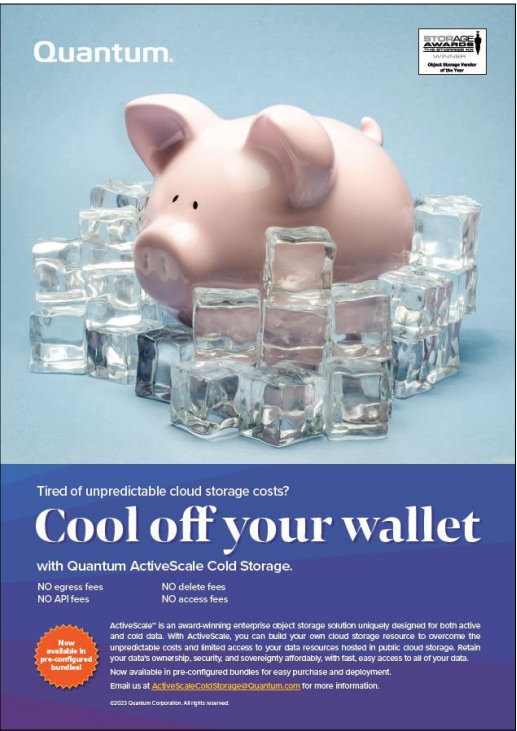
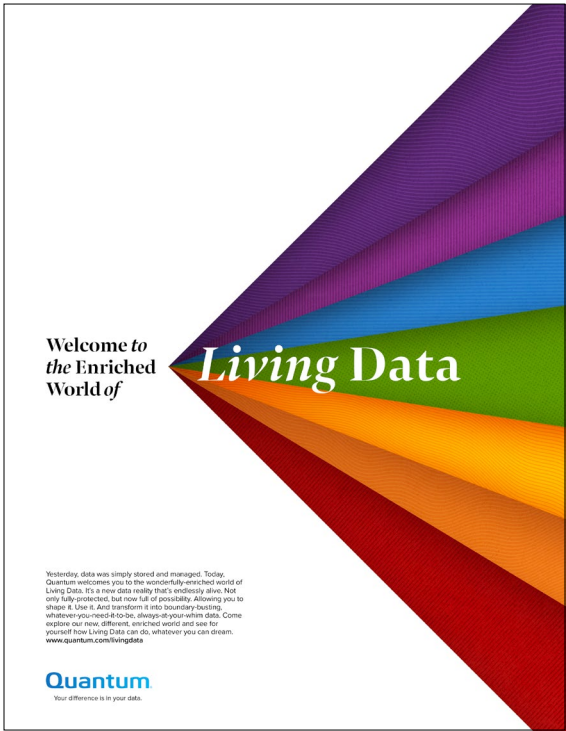
All web banners should include a headline, CTA, and our logo. Dependent on space, additional messaging may be included, but must be short in length and quick to comprehend.

Follow the options for placement of your headline, CTA, and logo shown on the right when using these visual elements. Other web banner executions using different messaging, images, products, etc. should follow sound design principles.



Example: *Print Ad*

Print ads should include a headline, body copy, CTA, and our logo. They will be specifically geared toward each industry and audience. The hero image should be the largest focal point.

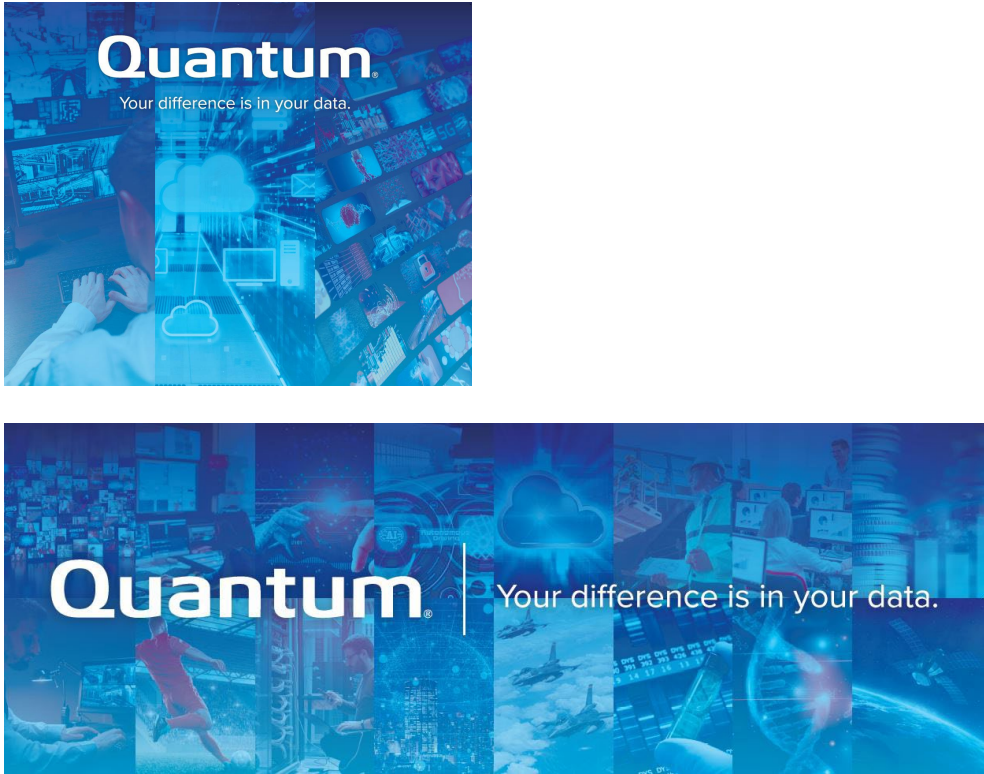


Example: *Large Signage*

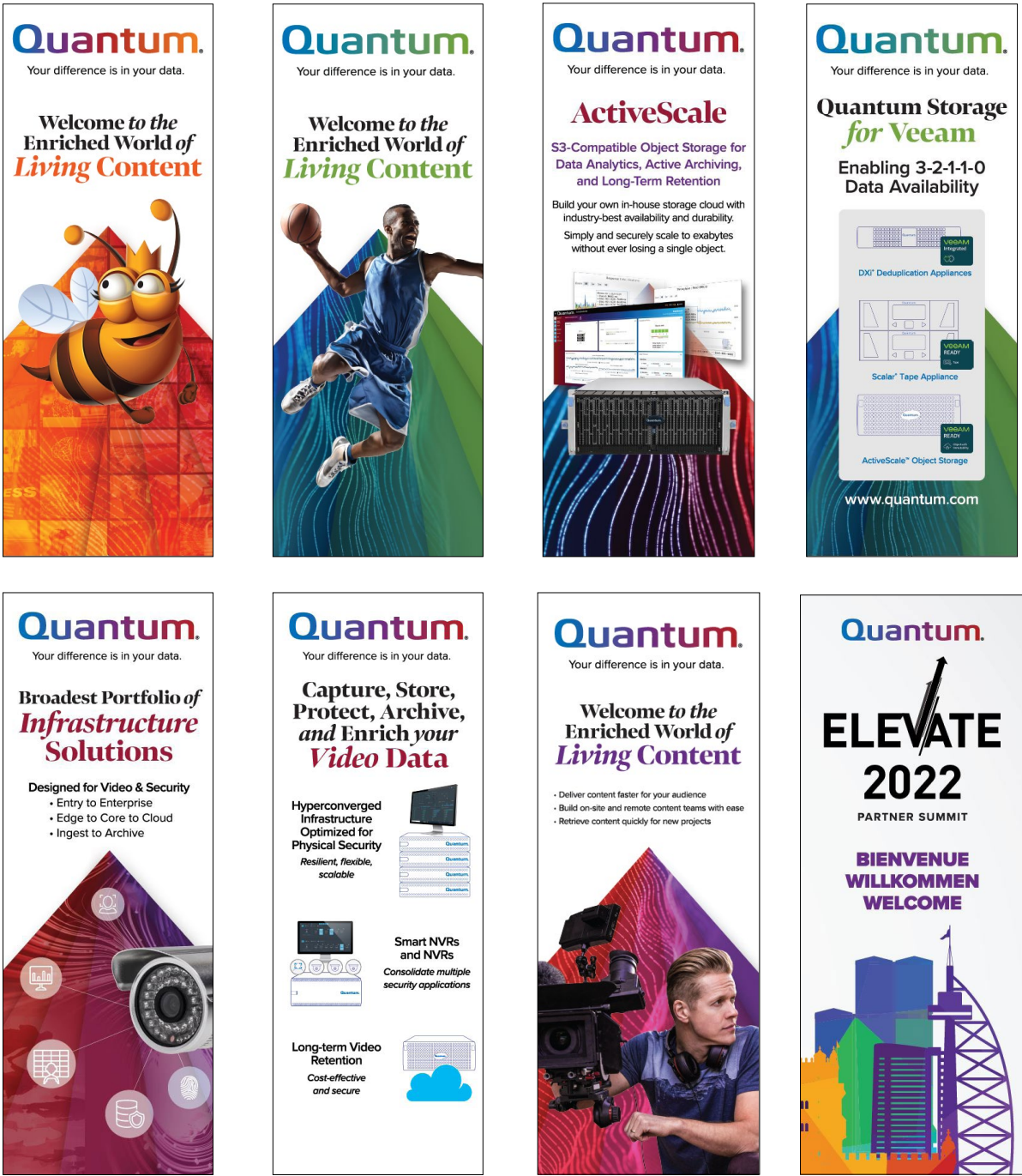
For pull-up banners, we generally put the Quantum logo at top of the sign. We also usually put the majority of the copy high up (in the top half or so) on the sign, especially in case the bottom portion of the sign might be covered up by a table or some other furniture or object at a tradeshow.

Standard-sized posters for offices are usually done using landscape orientation to go along with the format of the key visuals. Large wall wraps may also be done for offices, depending upon the space.

WALL WRAPS FOR OFFICES



GRAPHIC PULL-UPS FOR TRADESHOWS, EVENTS, AND OFFICES



POSTERS FOR OFFICES



Example: Website

WEBSITE

Homepage

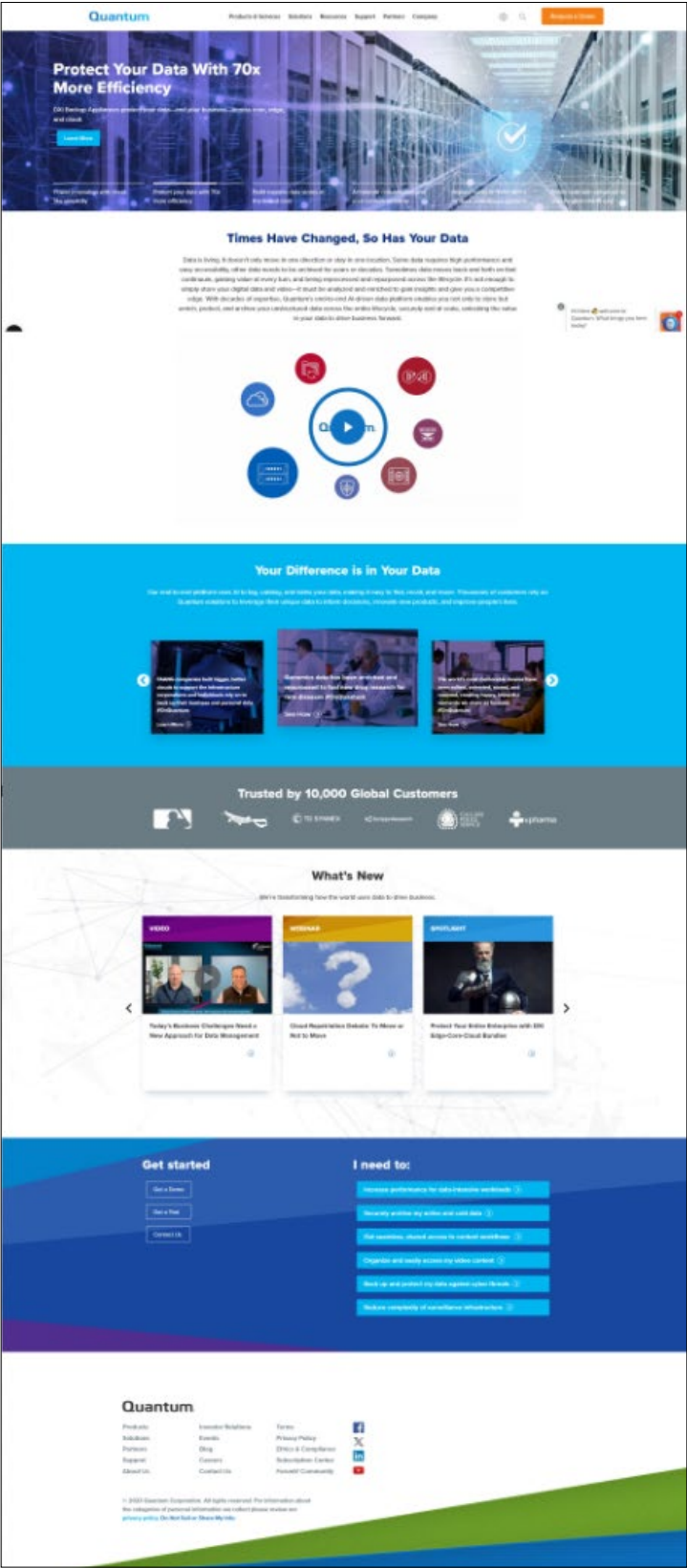
The homepage of the Quantum website gives us the ability to showcase elements of our brand design and messaging. Bold yet restrained, the prisms and gradients in use with data visualization and photography give the homesite a forward-thinking and energetic look.

Marquee Headers

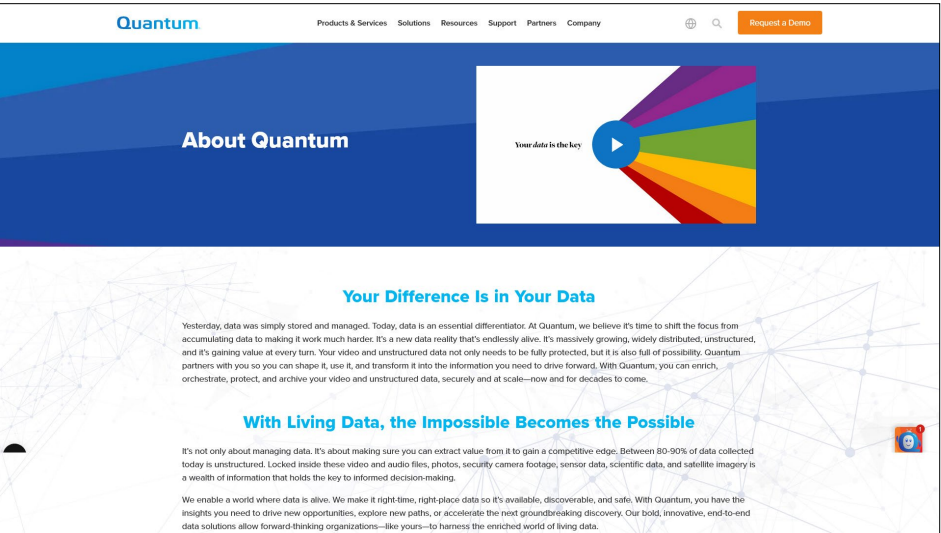
Header design is treated in two ways:

1. Section Marquee - This design is for the header used to introduce a section on the website. Text should indicate the section. The design leverages the Prism Fill, giving the page a vibrant and provocative look.

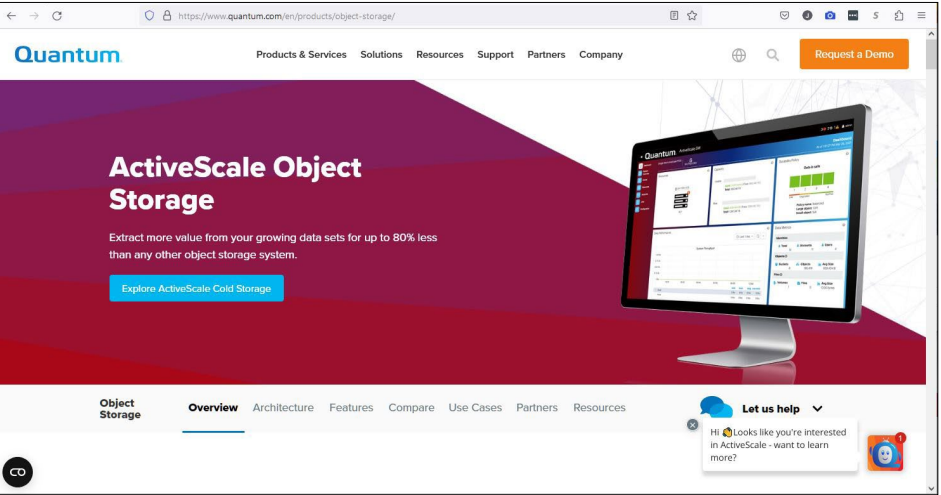
2. Subsection Marquee - This design is used for all secondary pages such as Product pages, Solution pages, etc. The text has a headline, subhead and CTA. The imagery leverages the Prism Fill as well as the relevant product or image for that page. The background should showcase data in a contextual way.



1



2



Example: Corporate Templates

The corporate **e-mail signature** and setup instructions can be found on Brand Builder (www.quantum.com/brandbuilder), under Templates > Email Signature. Aside from editing the contact information, do not alter the layout in any way, including adding/ changing colors, changing the font, logo size, etc.

The corporate **PowerPoint presentation templates** can be found on Brand Builder, under Templates > PowerPoint Template. The template is built so that every user can easily add their presentation content onto the slides. The Master slides are built using the appropriate branding elements so your presentation will be consistent and on point with the Quantum look and feel. At that link, you will also find the PowerPoint Toolkit, which contains many assets to use alongside the PowerPoint template.

Corporate **stationery** can be found on Brand Builder, under Templates > Corporate Stationery.

For **business card orders**, please visit our Intranet at onq.quantum.com (be sure you are connected to the VPN).

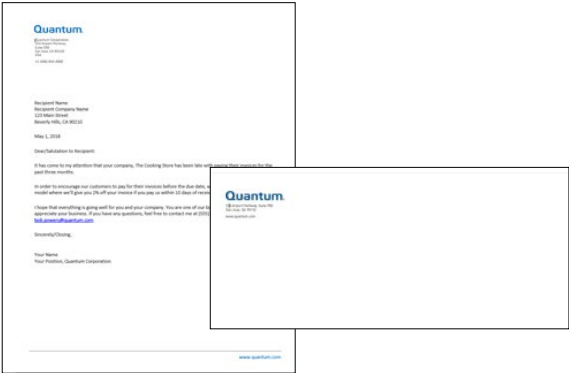
For **collateral templates and creation** (e.g., Datasheets, Solution Briefs, etc.) please submit a request at www.quantum.com/creative.

Other templates, such as internal emails, screensavers, wallpaper, Word templates, etc., are on Brand Builder under the Templates section. Continue to check www.quantum.com/brandbuilder for new and updated assets.

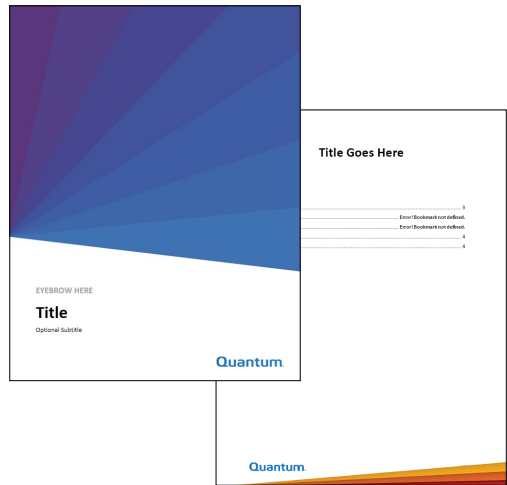
CORPORATE TEMPLATE EXAMPLES



Email signature



Letterhead and envelope



Word doc template (internal)



Business card



PowerPoint template

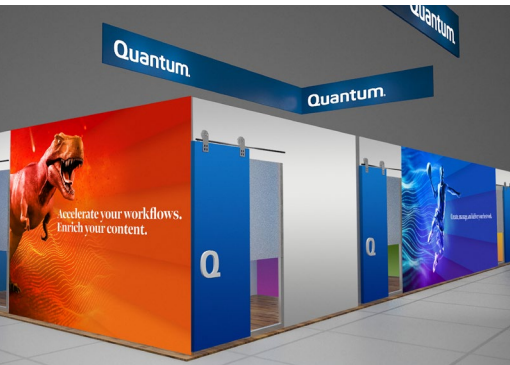
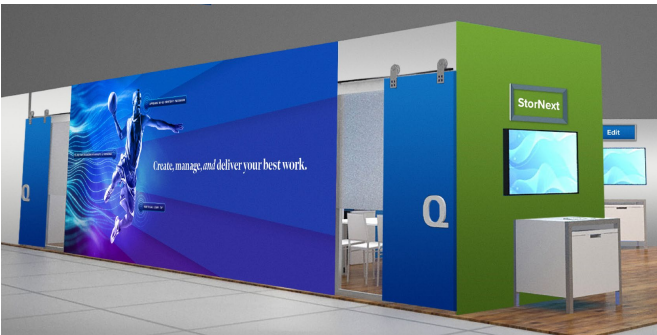
Example: Full Tradeshow Booth Configuration

Within the tradeshow environment, a variety of branding elements are working together. Here are two examples of dimensional, multiple-wall booth configurations showing prominent use of the corporate color palette, as well as the campaign/Prism design elements in the top example.

To make a significant impact when designing a tradeshow booth, we recommend following a few guidelines:

Keep the Quantum brand on point from top to bottom. Pay attention to any way to make it interactive—adding engaging visuals with an element of surprise entices visitors. Ensure you use proper formatting and resolution for all images.

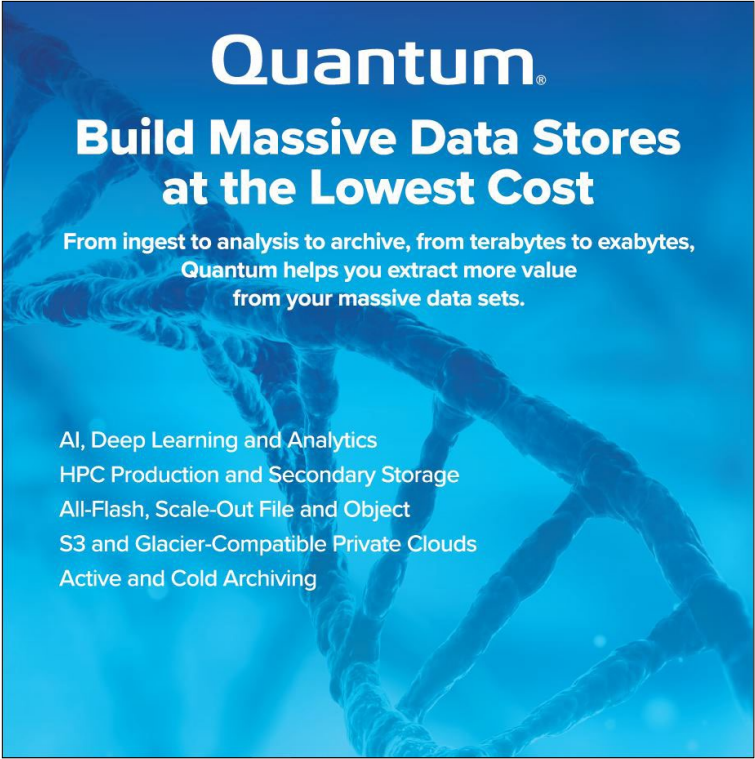
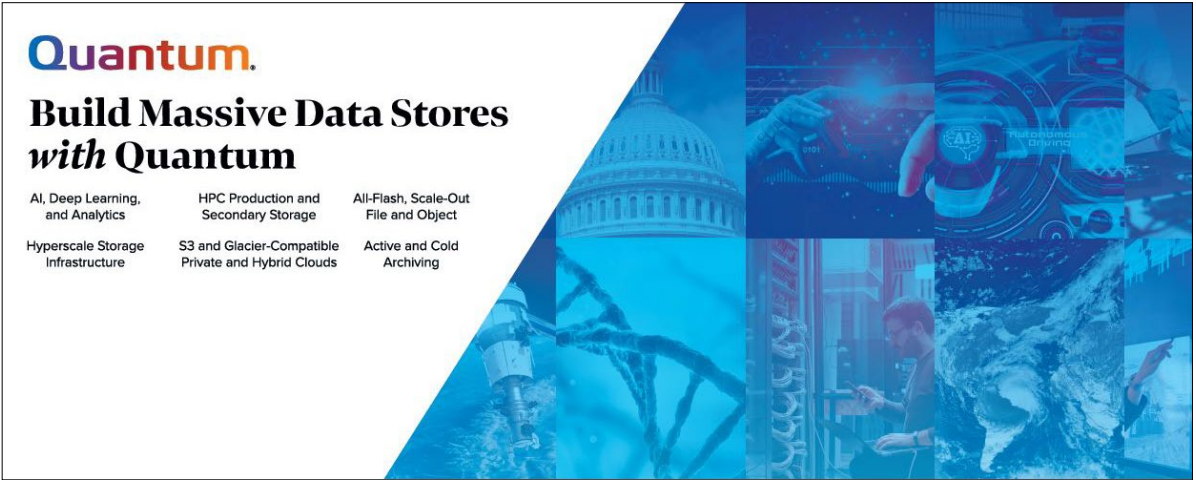
Finally, there are certain areas of a booth that are visually more important than others. Larger booths usually contain multiple focal points and may even feature two back walls. This area is central to your booth’s “graphical real estate” and it needs to contain the most crucial pieces of information about our brand.



Example: Tradeshow Booth Backdrops

Similar to the multiple-wall booth designs, a variety of branding elements are also working together in these booth backdrops. Here are some examples showing prominent use of the corporate color palette as well as the campaign/Prism design elements.

To make a significant impact when designing a tradeshow booth, we recommend following the same guidelines (keep the Quantum brand on point from top to bottom, adding engaging visuals that entice visitors, etc.). We also try to keep the Quantum logo very high and large, and the most important copy in the top half of the booth. No copy should go extremely low, so as to allow for items such as chairs, tables, etc. in the booth without blocking important messaging.



Example: *Branded Merchandise/Promo Items*

Any individuals responsible for creating Quantum clothing, gifts and gear are uniquely positioned to ensure that the Quantum brand is consistent and impactful across all items distributed to customers, partners, and employees. Here are a few things to keep in mind when creating Quantum-branded items:

- Use the Quantum logo or Q icon provided as artwork by the creative team. The same logo usage rules apply to the logo usage on branded merchandise. Exceptions would be the tone-on-tone examples (shown to the right), or a silver or metallic blue Quantum logo (which could also be embossed/debossed) onto an item such as a notebook or portfolio folder.
- Use the product identity and logotypes provided on Brand Builder or by the Creative Team.
- Use the corporate typefaces of Bennet Banner and/or Proxima Nova for text in addition to the logo.
- Consider using a preferred vendor—they have the correct artwork and are familiar with our guidelines.
 1. Promotional Image (Promo Image) - www.promoimage.net
Contact: Morgan O'Neill - Morgan@promoimage.net - 619-791-5632
 2. Main Graphics - www.maingraphics.net
Contact: George Haggarty - ghaggarty@maingraphics.net - 949-788-6100
 3. Booshie Promo - www.booshiepromo.com
Contact: Chris - chris@booshiepromo.com - 612-590-0065
- Provide this brand guidelines document to your vendors. And do not hesitate to send your design/proof to creative@quantum.com for review before going into production.
- Do not select inappropriate items that do not align with the company image. Use your best judgment for tastefulness. If you are unsure, please contact creative@quantum.com.

To see some of our currently stocked branded merchandise, visit gear.quantum.com.

TONE-ON-TONE PROMO ITEM EXAMPLES

The Quantum logo, Q icon, and product logos may be colored to create a tone-on-tone effect on giveaways.

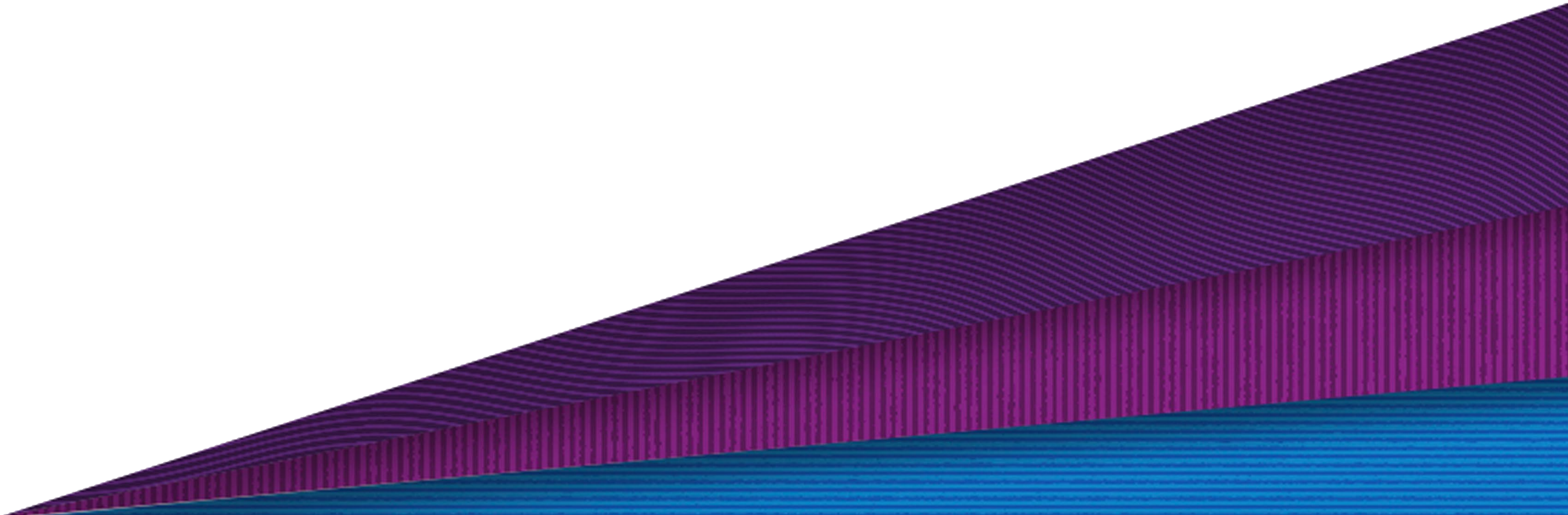


PROMO ITEM EXAMPLES



Creative Resources

Quantum.



Creative Resources

REQUESTING ASSETS

To get access to creative assets, please visit: www.quantum.com/brandbuilder

If you do not have access to certain assets, or to inquire about leveraging assets, simply email: creative@quantum.com

PLEASE SUBMIT ALL NEW CREATIVE REQUESTS TO WWW.QUANTUM.COM/CREATIVE

Thank You

This guide was designed to anticipate many of the common scenarios for which brand guidance is necessary.

For any additional questions or comments, please contact creative@quantum.com.

www.quantum.com | 800-677-6268

Quantum delivers end-to-end data management solutions designed for the AI era. With over four decades of experience, our data platform has allowed customers to extract the maximum value from their unique, unstructured data. From high-performance ingest that powers AI applications and demanding data-intensive workloads, to massive, durable data lakes to fuel AI models, Quantum delivers the most comprehensive and cost-efficient solutions. Leading organizations in life sciences, government, media and entertainment, research, and industrial technology trust Quantum with their most valuable asset – their data. Quantum is listed on Nasdaq (QMCO). For more information visit www.quantum.com.

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