About our Logo

Quantum is changing the face of the company. We have decided that the leading company in Data Protection should have a new look. Our quality service and standards of business will stay the same while our logo will change to represent the solidity of our company, and our commitment to protecting your interests.

The new logo is made up of a font called “ATC Bloody Mary - Black,” and the new addition of a lock. This shows that we are here to protect you, and your files will be as safe as if they were under lock and key in a fire-proof vault. The tag-line is made up of the font “Handel Got D Bol”. There will be more on the typography later in this report.

About the Typography of our Logo

The fonts were chosen to represent the company. The first font, ATC Bloody Mary - Black, was chosen because it is a bold and solid font. It shows the stability and solid nature of Quantum. The second font, Handel Got D Bol, was chosen to show our technologically advanced ideas in protecting your company interests.

When creating this logo from scratch, you will find that the “Q” in this font is smaller than the rest of the lettering. You will have to make the “Q” +5 points of the rest of the lettering. The kerning, tracking and leading will all have to be tightened in so as to show very little space between letters. All new re-creations of the logo must be approved.
Basic Logo Standards and Colors

The new logo is to be used as a solid color. Here are the three choices to be used.

Solid process black. On the web the hexadecimal number is #000000. Gradients may be used with permission for certain projects. The watermark to be used on the stationary, business card and envelope will be a 6% grey of this black.

A solid Pantone ink: Pantone 506 CVU. On the web, the closest hexadecimal number is #660000. In process colors, it would be C=36%, M=88%, Y=66%, and K=35%. Tints and tones may be used with permission. The watermark to be used on the stationary, business card and envelope will be a 10% tint of this color.

This is the first choice for all color prints of the logo. A Pantone ink: Pantone 295 CVU. On the web, the closest hexadecimal number is #003366. In process colors it would be C=94%, M=65%, Y=24%, and K=12%. The watermark to be used on the stationary, business card and envelope will be a 6% tint of this blue.
Staging of Logo

The logo should be used with the tagline at every possible instance of use. The tagline base should extend no lower than the tail of the “Q”, and be no longer than the end of the “M”. In all print projects, the logo should be aligned to the bottom right corner leaving space below, and to the right fittingly.

The logo may be used by itself without the tagline, however, it should not be used any smaller than 1 inch in any situation.

When using the logo on a dark, or black background, knock it out in white. Never use a dark color on a dark background.

Ideally, the logo should be used with a watermark of the lock behind it extending beyond the bottom right and right side of the page, and keeping itself half the distance between the left edge of the page, and the beginning of the “Q”.

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Examples of Print Media

Letterhead: 8.5” x 11” The address is Myriad Roman 10pt with 13pt leading, and 10pt tracking. Permission is required if letterhead is not portrayed in this way.
Continuation of Print Media Examples

Business card: 3.5” x 2” address is in Myriad Roman 6pt with 7pt leading. There is a .25” margin all the way around and the logo is aligned .5” in from the left. The name is Myriad Bold Italic 20pt with auto leading. The title is Myriad Italic 8pt with 8pt leading.

The envelope is a standard No. 10 measuring 9.5” x 4.375”. We will only use the left 2.5” for printing, so this example shows only the left 4” of the document. The margins are set top, left, and bottom at .5”. The address information is Myriad Roman 10pt with 13pt leading.
Here are some visual examples of the sizes to use for our new logo.
Here are some visual examples of the sizes to use for our new logo. These are without the tagline. To be used only with permission.