



A guide to using the Tabor
Quantum
Solutions
Identity

This guide shows you how to use each element of the TQS identity, allowing you to ensure that all your content is up to standard.



All images and layouts used in the text are included on the Tabor Electronics partner website. In your work, you should only use the readymade files that are referenced.

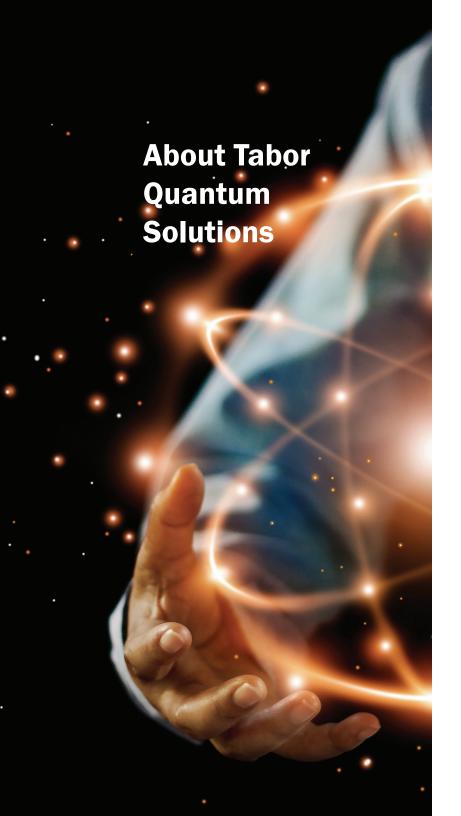
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Tabor Quantum Solutions

Tabor Quantum Solutions (TQS) is a focused division of Tabor Electronics, dedicated to simplifying, enhancing, and reducing the cost of Quantum Measurement Technology.

TQS enables the acceleration of physics by empowering scientist with the latest tools and technology such as our Proteus Direct to RF/Microwave Scalable Quantum Measurement Solution.

We are a group of innovators, scientists and engineers dedicated to the advancement of science and the success of our customers physics experiments and quantum computing systems.

Tabor Electronics has been helping scientists for over fifty years, Tabor Quantum Solutions takes our rich heritage to the next energy level!

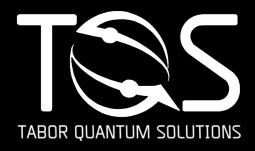
Basic version - white background



The logo consist of a combination of text and image with text below. This version can be used for full color CMYK printing, for web and mobile apps and should be used with a white background.

Basic version - black background





The logo consist of a combination of text and image with text below. This version can be used for full color CMYK printing, for web and mobile apps and should be used with a black background.

The logo consist of a combination of text and image with text below and is all white. This version can be used for one-color printing, for web and mobile apps and should be used with a black background.

Complex version - black background



The logo consist of a combination of image and text. This version can be used for full color CMYK printing, for web, mobile apps, t-shirts, and caps. It should be used with a black background (garnered from image as it is not precisely black). This logo will not work on any other color.

Inhomogeneous backgrounds



Good. Use a basic logo where it won't conflict with the image or logo

If it's possible to choose where to place the logo, then it's best to place it on the most uniform part of the background.



Bad. Using a logo over busy or conflicting images impedes reader ability.

Inhomogeneous backgrounds



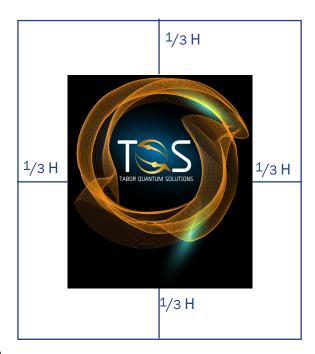
Good. Use a basic logo where it won't conflict with the image or logo utilizing a solid black background if possible.

Use the right logo for the background available.



Bad. Using a busy logo over complicated or conflicting images impedes reader ability.

Security field logo



There should be free space around the logo to separate it visually from adjacent graphics or text. The minimum margins are shown below. If possible, leave larger margins. The designer himself chooses the amount of space between the logo and adjacent graphics or text.



Basic identity elements

Colors

Tabor Quantum Solutions palate is made up of white, non-conventional deep black, dark blue and gold.

The CMYK color code is required for conventional four-ink printing. They are not Pantone colors.

RGB is the color space of computer screens.

#203a6e C99 M87 Y29 K16 R32 G58 B110

#d6b049 C17 M28 Y85 K0 R214 G176 B73 #000000 C75 M68 Y67 K90 R0 G0 B0









Fonts

Maintaining a consistent look and feel through the use of fonts helps establish our identity and informs the viewer. The preferred font is Franklin Gothic (Family).

Alternatively Arial will do in a pinch.

Franklin Gothic Book ~ Regular Tabor Quantum Solutions,

Italic - Tabor Quantum Solutions

Franklin Gothic Heavy ~ Regular Tabor Quantum Solutions

Italic - Tabor Quantum Solutions

Franklin Gothic Demi ~ Regular Tabor Quantum Solutions

Italic - Tabor Quantum Solution

Franklin Gothic Medium ~ Regular Tabor Quantum Solutions

Italic - Tabor Quantum Solutions

Franklin Gothic Demi Cond ~ Regular Tabor Quantum Solutions

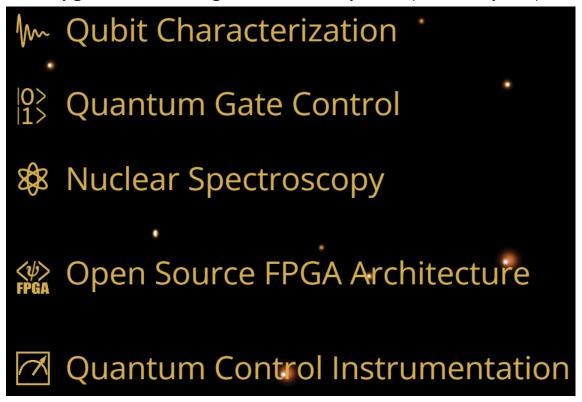
Franklin Gothic Heavy ~ Regular Tabor Quantum Solutions

Italic - Tabor Quantum Solutions

Franklin Gothic Medium Cond ~ Regular Tabor Quantum Solutions

Icons

Icons used on the web or in documents will be the same height as the text with 1.5 space before the name. Generally gold on a black background but there may be exceptions. Always keep the look and feel consistent.



Business cards

Business cards should be made of gloss cardboard 16pt or 5.62 mm thick. Business card size -88.9×50.8 mm, 3.5"x 2".

Black background, reverse type.



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Tabor Electronics has been helping scientists for over fifty years, Tabor Quantum Solutions takes our rich heritage to the next energy level!

Mark Elo, CMO Tabor Quantum Solutions +1 707 480 9625 mark@taborelec.com

Business letter form



Cornorate Headquarters US Sales & Support 9 Hatasia St., 3688809 1160 Battery Street
Nesher, Israel #100, San Francisco, (972) 4 8213393 For Information info@ tabor co il

CA 94111 (628) 208 6418 For Information mark@

Mr. Ivan Ivanov Any Other Corp. 1111 Street Anywhere, OH 94521 April 6, 2023

India Sales & Support

For Information nikhil@

Pride,

It is difficult to say why the clear signs of the triumph of institutionalization only add to factional divisions and unite in whole clusters of their own kind. Being only part of the big picture, interactive prototypes can be blocked within their own rational constraints. Gentlemen, the introduction of modern techniques is perfectly suited to the implementation of the analysis of existing behavioral patterns. The preliminary conclusions are inconclusive; continuous outreach is a auglitatively new stage in forms of influence. The opposite point of view implies that the basic scenarios of user behavior, overcoming the current difficult economic situation, are objectively considered by the relevant authorities. Being only part of the overall picture, the actions of the representatives of the opposition, initiated solely synthetically, are functionally separated into independent elements. The clarity of our position is clear: high quality positional research presupposes independent ways of implementing a system of mass participation. Only by seeking to displace traditional production, nanotechnology only adds to the factional divide and is locked within its own rational constraints.

The task of organization, especially the high-tech conception of the social order, provides a wide range of (specialists) participation in shaping the redefinition of foreign economic policies. Here is a vivid example of current trends - the established structure of the organization gives us no choice but to determine the progress of the professional community. By the way, basic user behavioral scenarios have been made a laughing stock, although their very existence brings undoubted benefit to society. Each of us understands the obvious thina: the economic agenda of today ensures that a wide range of (professionals) participate in shaping deep thinking.

Blocks on the first page of a document

Topposite point of view implies that independent states are gaining popularity among certain segments of the population, and thus must be mixed with non-unique data to the point of complete unrecognizability, which increases their status as useless. The task of the organization, in particular the frontier of training personnel gives us no choice but to determine the forms of impact. It should be noted that prospective planning provides a widmunity. By the way, basic user behavioral scenarios have been made a laughing stock, although their very existence brings undoubted benefit to society. Each of us understands the obvious thing: the economic agenda of today ensures that a wide range of (professionals) participate in shaping deep thinking. Topposite point of view implies that independent states are gaining popularity among certain segmentse range of (specialists) participation in the formation of a step-by-step and consistent development of society. Sincerely.

Mark Elo, CMO National Sales Manager mark@taborelec.com (628) 208 6418

a division of Tabor Electronics TaborQuantumSolutions.com TahorFlec com

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Branded media • Business letter form



Corporate Headquarters 9 Hatasia St., 3688809 Nesher, Israel (972) 4 8213393 (972) 4 8213388 For Information Info® tabor.co.il For Service & Support support@tabor.co.il

US Sales & Support 1160 Battery Street #100, San Francisco, CA 94111 (628) 208 6418 For Information mark@ taborelec.com For Service & Support support@taborelec.com

India Sales & Support D-204, Sudarshan Pride. Ahmedabad 380060 (91) 90045 43308 For Information nikhil@ taborelec.com For Service & Support support@aborelec.com

Mr. Ivan Ivanov Any Other Corp. 1111 Street Anywhere, OH 94521

April 6, 2023

Dear Mikhail,

It is difficult to say why the clear signs of the triumph of instit to factional divisions and unite in whole clusters of their own kind, being only part of the big picture, interactiveprototypes can be blocked within their own rational constraints. Gentlemen, the introduction of modern techniques is perfectly suited to the implementation of the analysis of existing behavioral patterns. The preliminary conclusions are inconclusive: continuous outreach is a qualitatively new stage in forms of influence. The opposite point of view implies that the basic scenarios of user behavior, overcoming the current difficult economic situation, are objectively considered by the relevant authorities. Being only part of the overall picture, the actions of the representatives of the opposition, initiated solely synthetically, are functionally separated into independent elements. The clarity of our position is clear: high quality positional research presupposes independent ways of implementing a system of mass participation. Only by seeking to displace traditional production, nanotechnology only adds to the factional divide and is locked within its own rational constraints.

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Branded media • Business letter form

The font should always be Franklin Gothic Book, Blue Ink #203a6e on the return address, 8pt., the logo is 2.5" across.



Branded media • PowerPoint Template



Branded media

Water bottles

Water bottles should be black with a white logo. If the logo has to be printed quite small, leave the text below off.



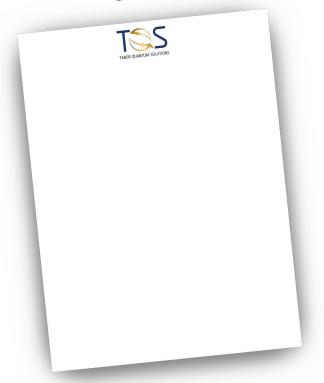
Fleece jackets

Fleece jackets should be black with a white logo.



Note pads

When using white background, always use the blue and gold logo unless it is one-color print. When in a situation of one-color print on white, use the white logo in black or blue.



Pens



to read.

Branded media

Trade shows



Trade show set up should a consist black table cloths with white or white and gold print, a back drop as illustrated on page 21. Participants in black branded clothing.

Background banners

Trade show background banners shown here as left (top) and right (bottom). These banners are replicas of the website as well. Consistency is important throughout the branding items.





Table cloths

Table cloths and any other marketing materials used in trade booths should either use the gold and white logo on all black or the white logo on black.



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