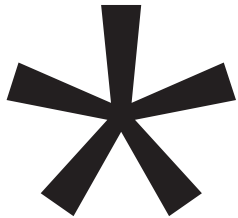




A guide to using  
the Tabor  
Quantum  
Solutions  
Identity

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.



# Contents

## Logo

Basic versions - white	
background .....	5
Basic version - black background .....	6
One Color version, acceptable colors .....	6
Complex version -	
black background.....	7
Inhomogeneous	
backgrounds .....	8
Security field logo .....	10

## Basic identity elements

Colors .....	12
Fonts .....	13
Icon .....	14

## Branded media

Business cards .....	15
Business letter form .....	16
Envelopes .....	18
PowerPoint Presentation format .....	19
Water Bottle .....	20
Fleece Jacket .....	20
Notepad .....	21
Pen .....	21
Trade Booths .....	22
Tablecloths .....	25

A hand in a white lab coat sleeve holds a glowing, interconnected network of orange and yellow light points, resembling a quantum circuit or a molecular structure, against a dark background with scattered light particles.

## About Tabor Quantum Solutions

### **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!

# Logos

## 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.

# Logos

## 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.



# Logos

**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.

# Logos

## Inhomogeneous backgrounds

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.



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



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



# Logos

## Inhomogeneous backgrounds

Use the right logo for the background available.



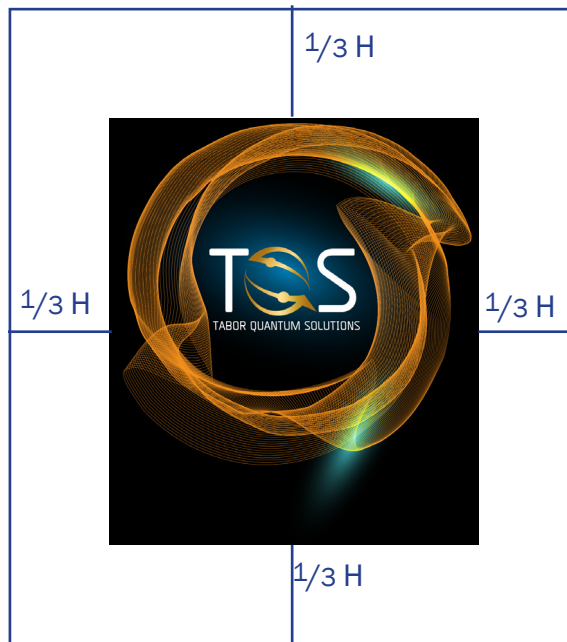
**Good.** Use a basic logo where it won't conflict with the image or logo utilizing a solid black background if possible.



**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

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.

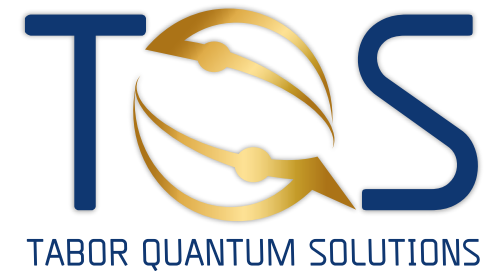
They are not Pantone colors.

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



Basic identity elements

# 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**

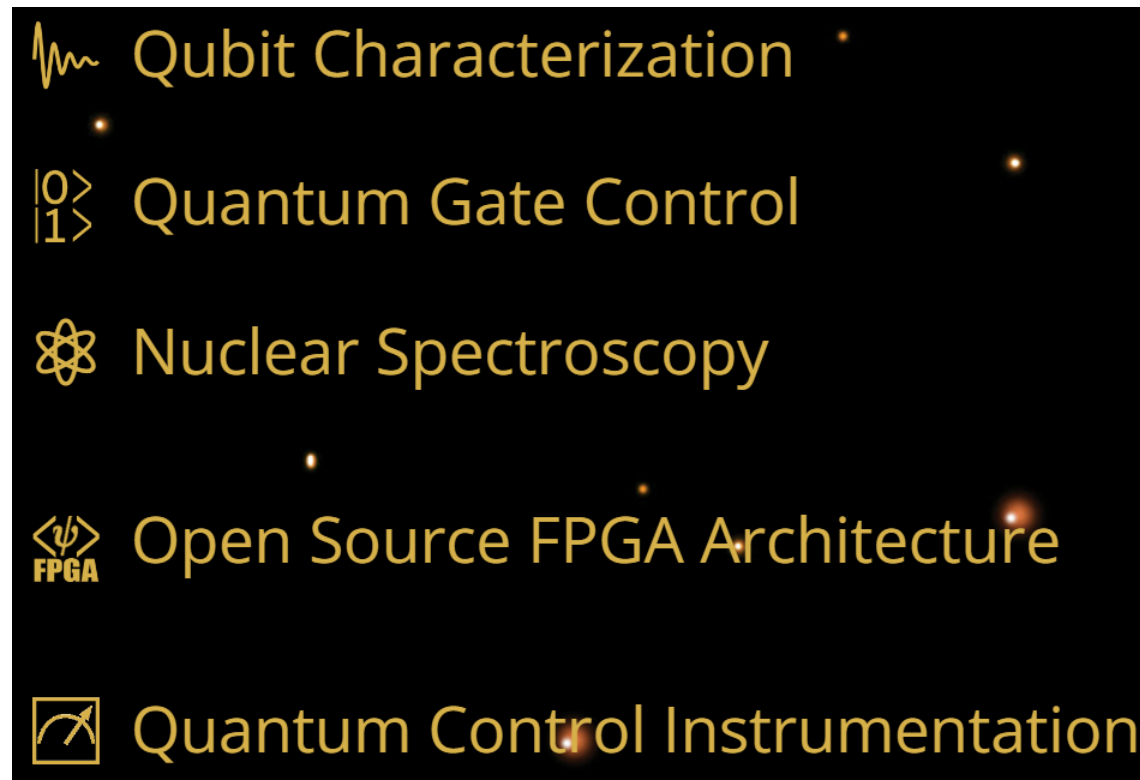
***Italic - Tabor Quantum Solutions***

**Franklin Gothic Medium Cond ~ Regular  
Tabor Quantum Solutions**

Basic identity elements

# 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.



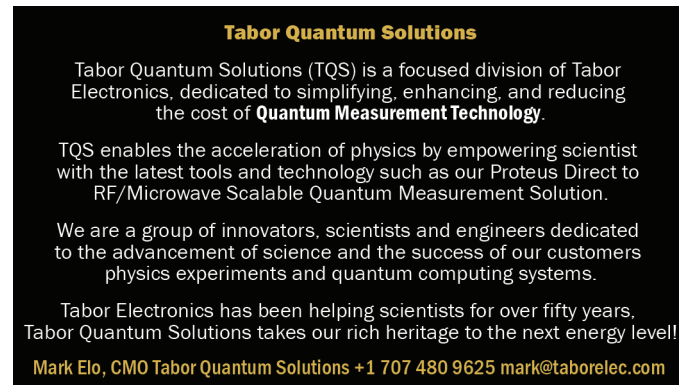


Branded media

# 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.



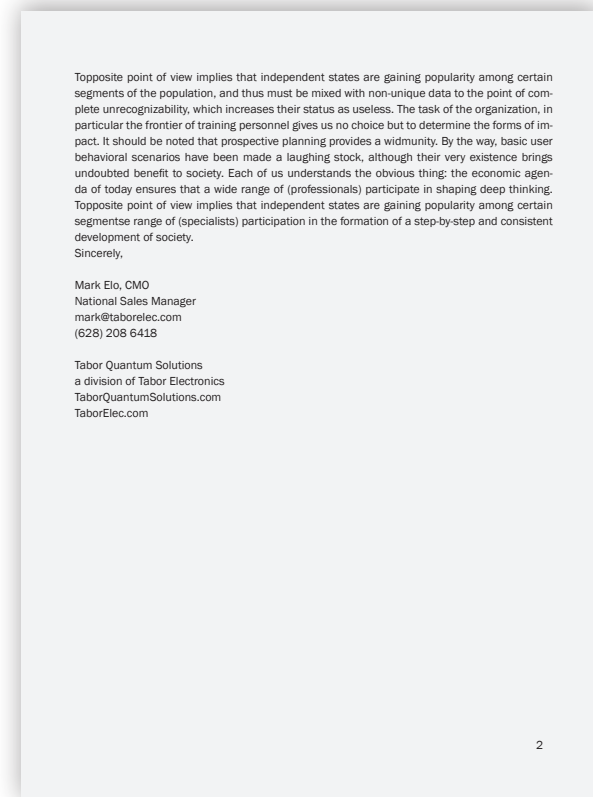
Branded media

# Business letter form



Page 16

Blocks on the first page of a document



Blocks on the remaining pages of the document

Branded media • Business letter form



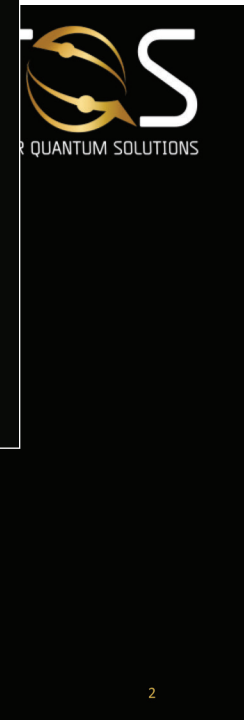
The font should always be Franklin Gothic Book, Blue Ink #203a6e on the return address, 8pt., the logo is 2.5” across.





Not actual size  
only an illustration.  
See template for  
specifics

TQS Power Point  
Template.pptxr



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.





Branded media

## 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



Black pens with the white logo (no text), or text no logo.  
Never use text when it would be too small to read.

Branded media

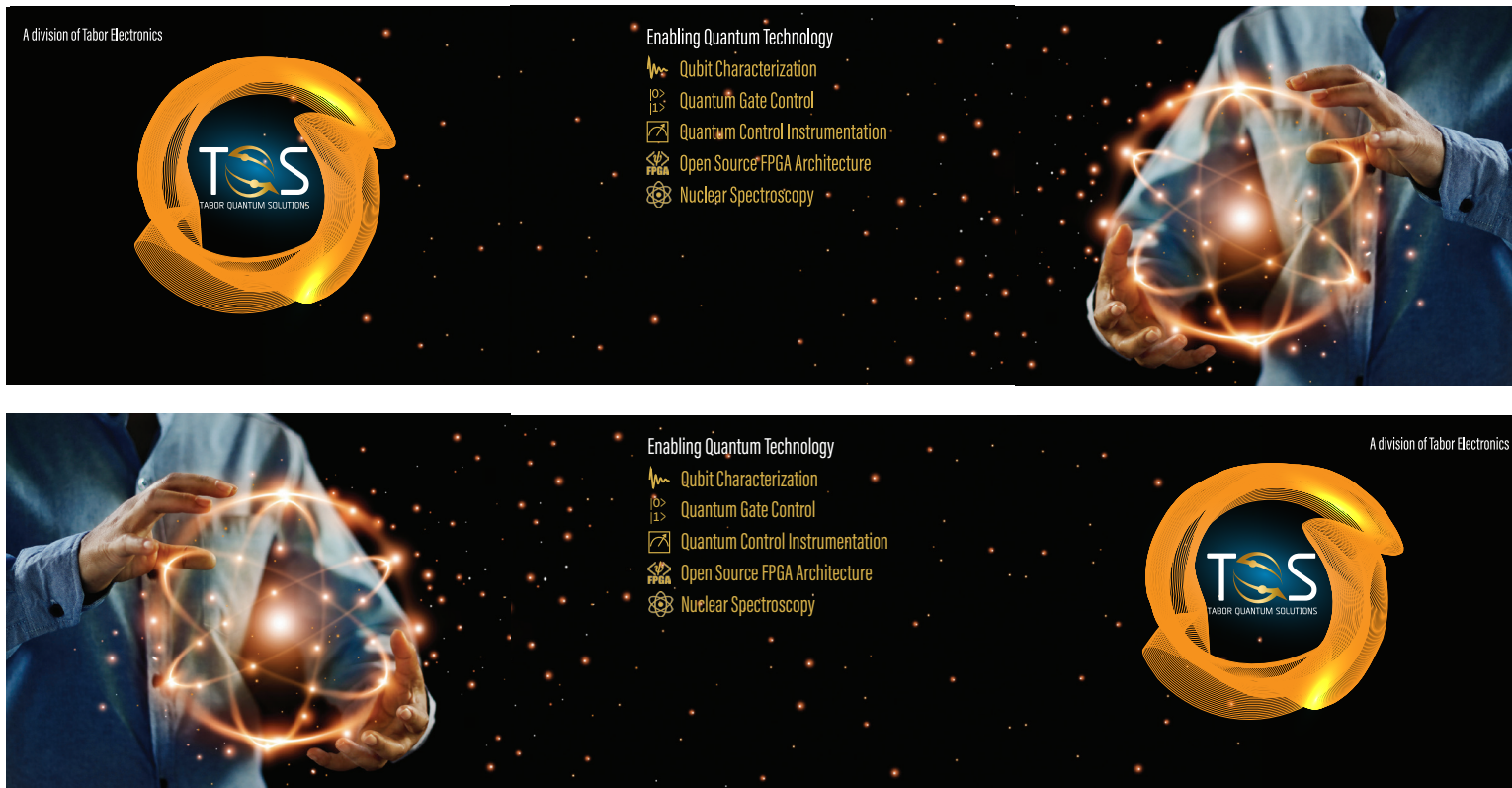
# Trade shows



Trade show set up should 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.

