

BRAND GUIDELINES

Logo

Or

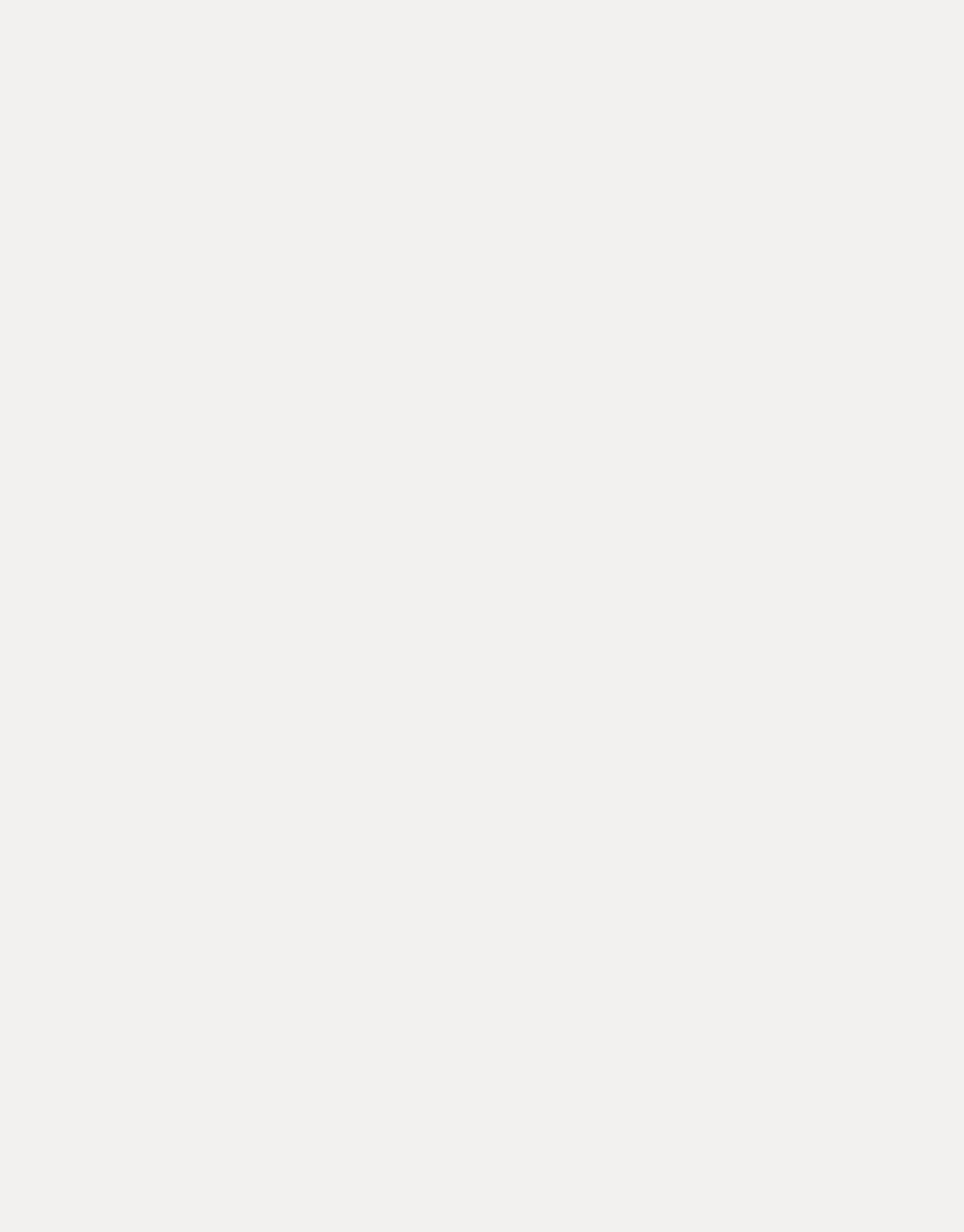
The Logomark

The Quantum Creators logo is an atomic structure with a play button at its centre, merging two of the brand’s core references: the scientific precision of the methodology and the YouTube universe it operates in. The orbiting rings carry a gradient from Deep Space to Quantum Violet, moving from dark to light in the same direction the brand moves.

It is asymmetrical but balanced. That tension is intentional. Quantum does not operate from the safe, centred geometry of conventional coaching brands.

The logo appears wherever the brand needs to be identified without explanation, as an app icon, a social media avatar, a favicon, or any context where the full logo cannot fit. In those moments, it carries the full weight of the brand on its own.





Logomark Colour Options

The primary logomark in the mixed-gradient. Use it in all applications where a gradient can be reproduced accurately.

Where a gradient cannot be reproduced, for example in embroidery, single-colour print, or engraved materials, use the multi-colour flat version instead.

The logomark is also available in each of the five brand colours, as well as black and white for monochromatic designs. The gradient version takes priority. Flat colour comes second. Black or white is the last resort when the application demands it.

MULTI-COLOUR LOGO OPTIONS

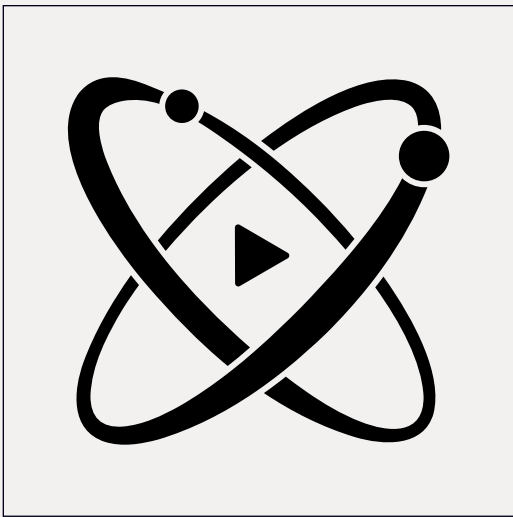


Primary

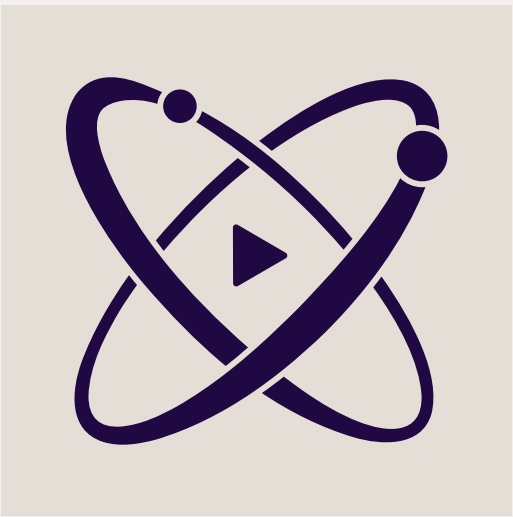


Non-Gradient Primary

BRAND COLOUR LOGO OPTIONS



Void Black



Deep Space



Signal White

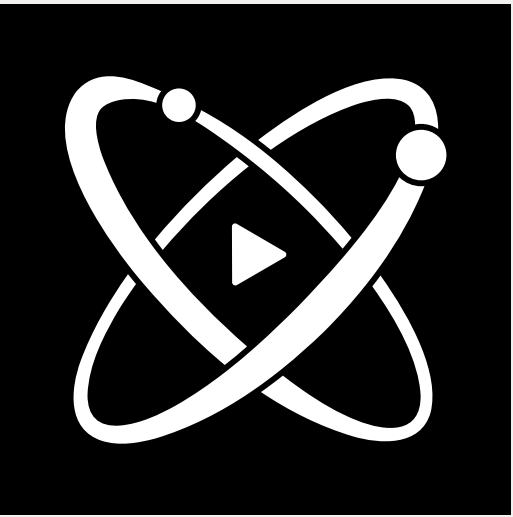


Dune

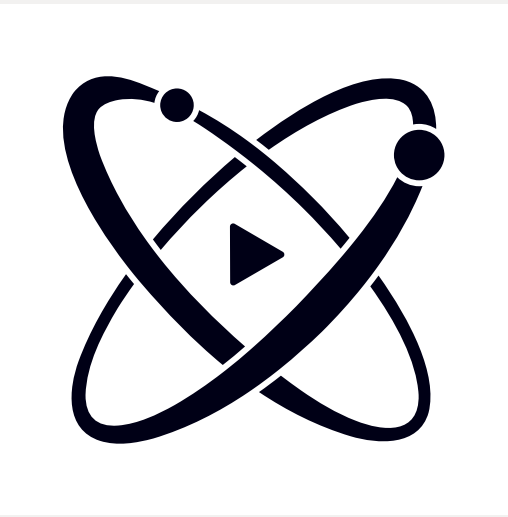


Quantum Violet

MONOCHROME LOGO OPTIONS



White



Black

The Wordmark

The Quantum Creators wordmark sets the brand name in full. “Quantum” is displayed in a custom outlined type treatment, with “Creators” set in a clean, spaced sans-serif beneath it. The contrast between the two creates hierarchy and structure within the mark itself.

The wordmark is used in more formal contexts such as documents, letterheads, and presentations where the full brand name needs to be present. It can appear alongside the logomark but should never be locked up with it as a combined unit. The two elements are distinct and always treated as separate assets.

The logo remains the primary brand mark. The wordmark supports it where the context demands it.

QUANTUM
CREATORS

Wordmark Colour Options

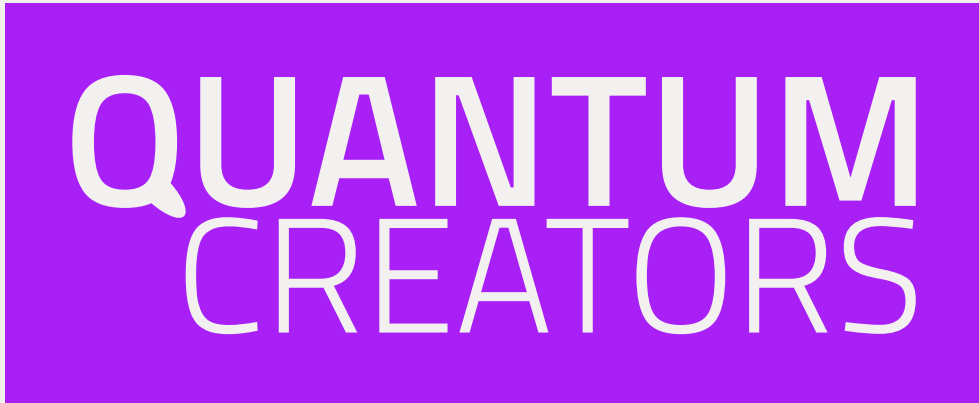
The primary wordmark is set in Deep Space. This is the default and should be used in the majority of applications.

On dark backgrounds, the Signal White version is the correct choice. Dune and Void Black are also available as secondary options where the application calls for them.

The Quantum Violet wordmark should be used sparingly and only where no other version is suitable. It is not a default option. Black and white versions are available for monochromatic applications.



Primary - Deep Space



Secondary - Signal White



Dune

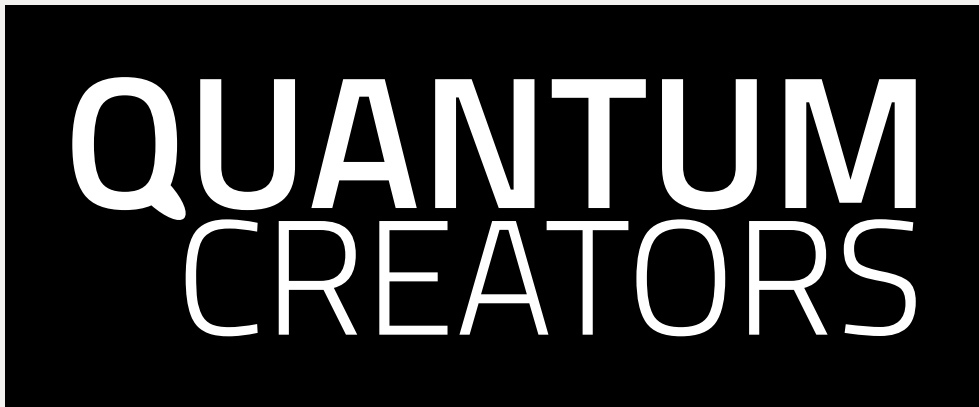


Void Black

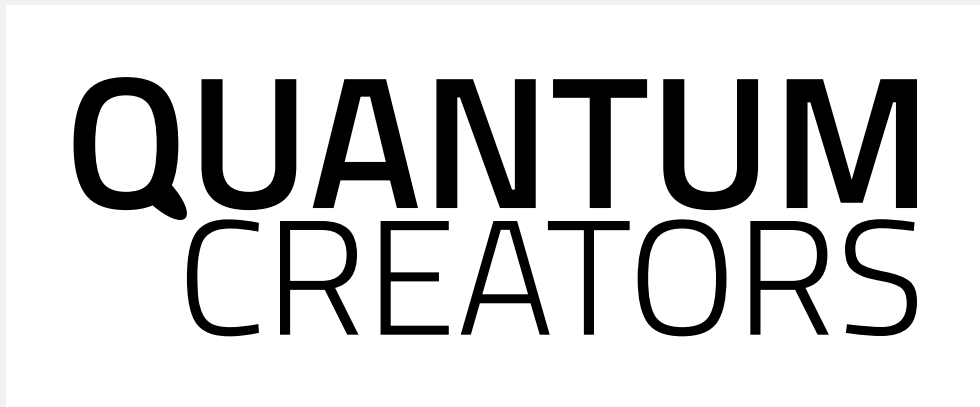


Quantum Violet

MONOCHROME LOGO OPTIONS



Black



White

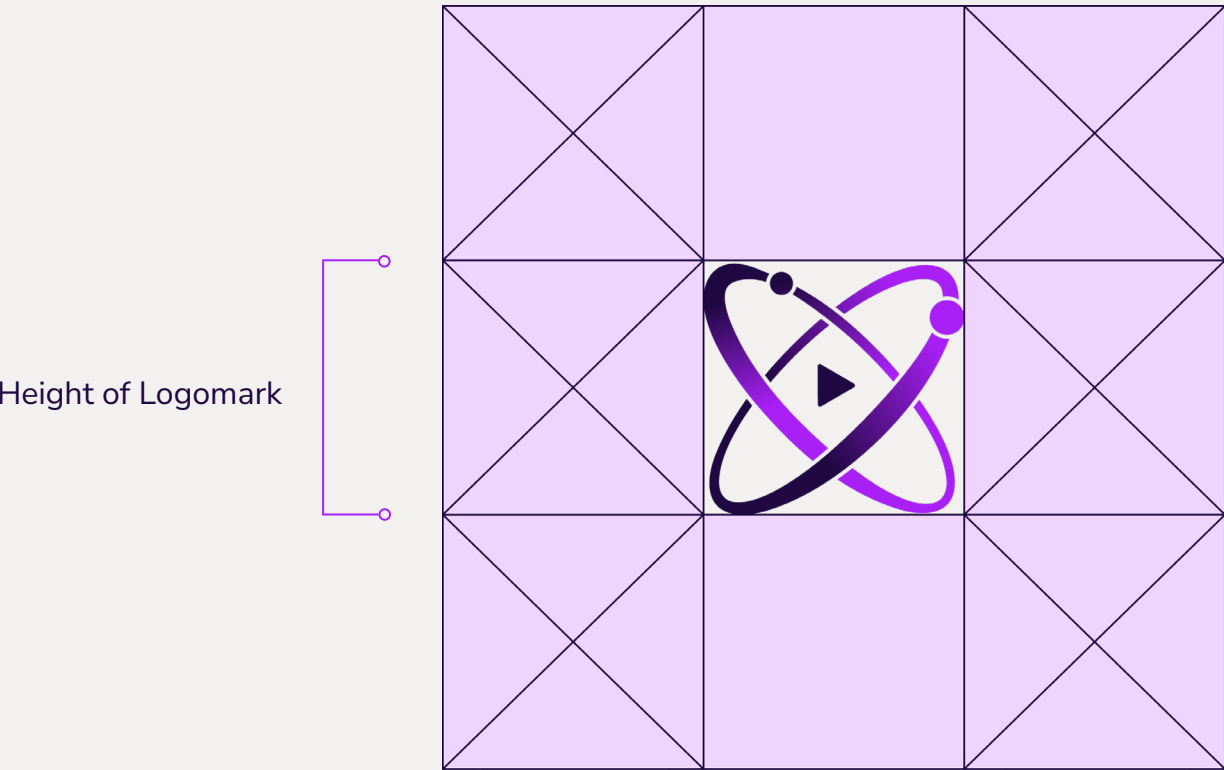
Padding & Minimum Size

Padding ensures legibility and impact of the Logo by isolating it from competing visual elements such as text and supporting graphics. The padding around the Logo should be considered as the absolute minimum safe distance, ensuring the Logo has plenty of room to breathe.

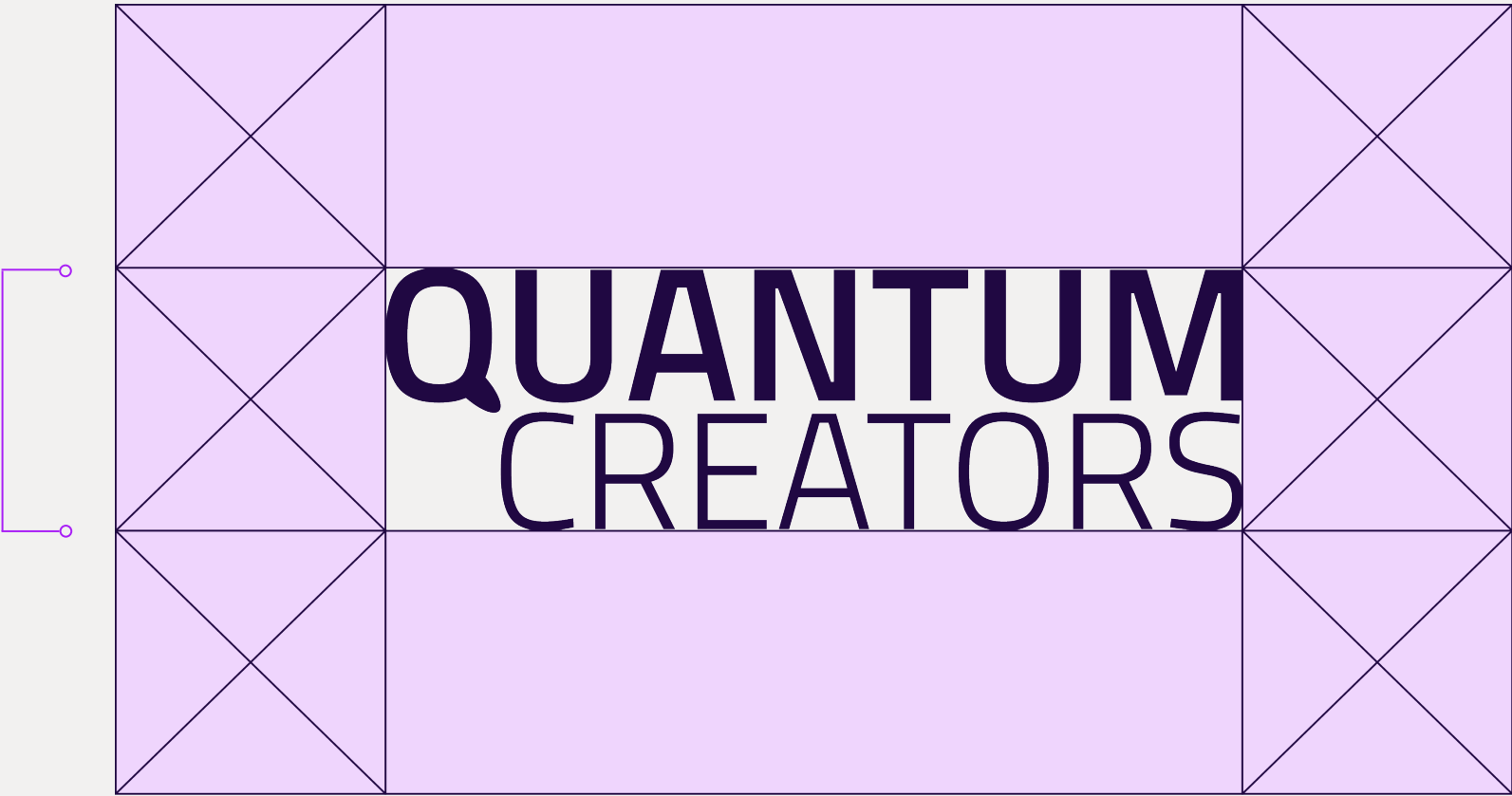
The padding is the height of the Logo

Establishing a minimum size ensures that the impact and legibility of the Logo is not compromised in application. Use the minimum sizes indicated on the page for small-scale applications of the Logo and Logomark.

PADDING



Height of Wordmark



MINIMUM SIZE



Colour

02

SIGNAL WHITE	RGB 242 / 241 / 240	HEX #F2F1F0	CMYK 4 / 3 / 3 / 0
--------------	------------------------	----------------	-----------------------

DUNE	RGB 229 / 222 / 214	HEX #E5DED6	CMYK 9 / 10 / 13 / 0
------	------------------------	----------------	-------------------------

QUANTUM VIOLET	RGB 169 / 32 / 246	HEX #A920F6	CMYK 55 / 80 / 0 / 0
----------------	-----------------------	----------------	-------------------------

DEEP SPACE	RGB 32 / 9 / 66	HEX #200842	CMYK 94 / 100 / 33 / 50
------------	--------------------	----------------	----------------------------

VOID BLACK	RGB 0 / 0 / 22	HEX #000016	CMYK 81 / 74 / 60 / 81
------------	-------------------	----------------	---------------------------

Colour Palette

Quantum Creators operates with five colours. Signal White and Dune sit at the light end, providing the breathing space that makes the rest of the palette land with force. Deep Space and Void Black anchor the dark end, grounding the brand in the same depth the name carries. Quantum Violet is the brand’s signature: vivid, precise, and impossible to ignore.

The contrast between the near-blacks and the violet is the same tension that runs through everything Quantum builds, rigour and intensity held in the same frame.

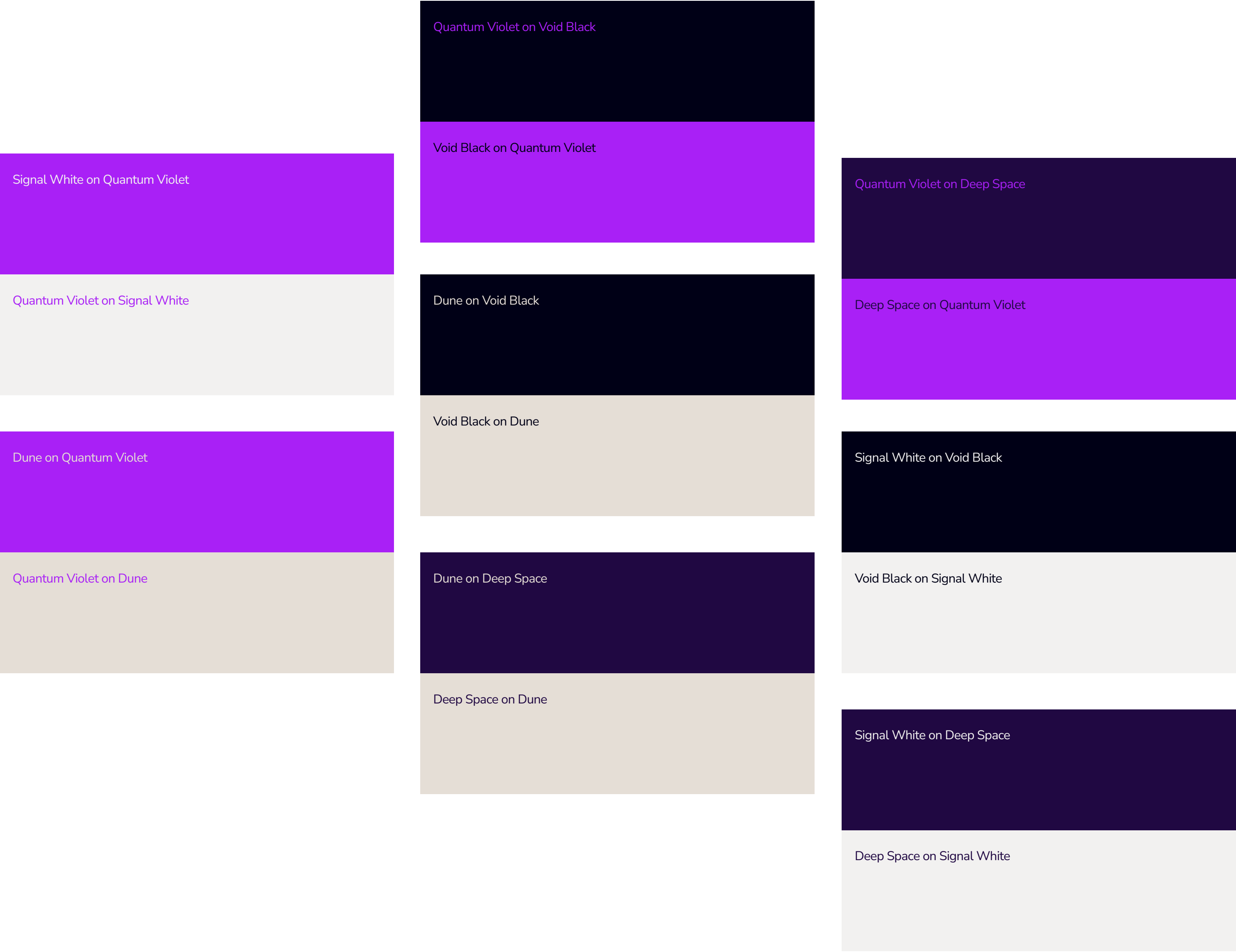
Colour Weighting

To maintain a consistent and recognisable identity, colour is always used with intention.

Deep Space and Signal White are the primary background and foundation colours, forming the base of every application. Void Black is the go-to for typography and high-contrast moments, bringing clarity and weight to the page. Dune offers a softer alternative to Signal White where a lighter touch is needed, and should be used sparingly.

Quantum Violet is the accent. It carries the brand’s energy and should be reserved for highlights, key moments, and the elements that need to be impossible to miss.





Colour Combinations

Our colours help bring our brand to life, so we should use a variety of combinations to keep it looking fresh and vibrant.

Here are examples that should serve as guidance on how to use different colour combinations when building creative designs.

Typography

03

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#&\$€%@!?*

STYLES & WEIGHTS

ExtraLight	<i>ExtraLight Italic</i>
Light	<i>Light Italic</i>
Regular	<i>Italic</i>
Medium	<i>Medium Italic</i>
SemiBold	<i>SemiBold Italic</i>
Bold	<i>Bold Italic</i>
ExtraBold	<i>ExtraBold Italic</i>
Black	<i>Black Italic</i>

Primary Typeface

Our primary typeface is [Nunito Sans](#). It is a clean, legible sans-serif that complements the logo and works across every application, from digital platforms to print materials. It is modern without being cold, and carries the same balance of precision and warmth that runs through the rest of the brand.

Use Nunito Sans everywhere possible.

When Nunito Sans is unavailable, use Arial as the fallback system font. This ensures documents are viewed as intended when shared with third parties. Arial should not be used in professionally designed materials such as brochures, signage, or other branded outputs.

AaBb

Typeface Weights

Nunito Sans offers 16 weights, giving the brand flexibility across every application from digital interfaces to large-scale print. We primarily use Regular, SemiBold and Bold, alongside their italic versions. These three weights cover the full range of typographic needs without over complicating the system.

ExtraLight
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€%?!?*

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€%?!?*

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€%?!?*

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€%?!?*

SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€%?!?*

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€%?!?*

ExtraBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€%?!?*

Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€%?!?*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#&\$€%@!~*

STYLES & WEIGHTS

- Regular
- Italic*
- Medium
- Medium Italic*
- SemiBold
- SemiBold Italic*
- Bold
- Bold Italic*

Secondary Typeface

Our secondary typeface is [Libre Baskerville](#). It introduces contrast and character to the Quantum Creators typographic system. As a serif, it brings depth and a sense of authority while maintaining clarity and readability. It balances the modern presence of Nunito Sans with a more considered and expressive tone.

Libre Baskerville is used to create typographic interest across layouts. It is particularly effective for pulling out quotes, highlighting key statements, and introducing moments of contrast within otherwise sans-serif compositions.

When Libre Baskerville is unavailable, use Georgia as the fallback system font.

AaBb

Typeface Weights

Libre Baskerville offers 8 weights, providing range and flexibility across a variety of typographic applications. We primarily use Regular, Italic and Bold, as these three styles cover the contrast and emphasis the typeface is brought in to deliver. The full family remains available when a specific application or layout calls for greater variation.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$\$€%@!?*

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$\$€%@!?*

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$\$€%@!?*

Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$\$€%@!?*

SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$\$€%@!?*

SemiBold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$\$€%@!?*

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$\$€%@!?*

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$\$€%@!?*

Imagery

04

Photography

Imagery should feel shot rather than produced, carrying the texture of film grain, dramatic natural light and real moments caught rather than directed.

The people in frame should carry genuine presence: a purple Rolex on the wrist of the someone who fasts through the day, who trains before the world starts and thinks in first principles.

Colour is bold and specific, with deep reds, warm ambers and rich greens sitting against dark grounds, chosen because they belong in the frame rather than to brighten it.

Close crops on hands, objects and details carry as much weight as portraits do. Every image should feel like it belongs to someone’s actual life, a life lived with intention, physical discipline and no interest in performing for camera.





Lifestyle

Scenes should draw from real environments and real moments: open water at dawn, candlelight in a dark room, the hard shadow of afternoon sun coming through glass. The environments themselves carry meaning. A concrete-and-glass house chosen for its power rather than its minimalism. A Swiss Alps interior selected for privacy, not for show. These are not status signals assembled for camera but the natural consequences of decisions made from abundance rather than scarcity.

The mix of spiritual practice and material confidence should read as completely natural, two things that belong together in the same day. Nothing should look dressed for camera.



Casting

Cast real people with genuine presence rather than models or executives. Men and women aged 25 to 45 who look like they have made considered decisions about how they live.

No corporate attire, no synthetic fibres and no expression that reads as performing toward a camera. Subjects should feel equally at home in cold water at sunrise and a high-end restaurant at midnight.

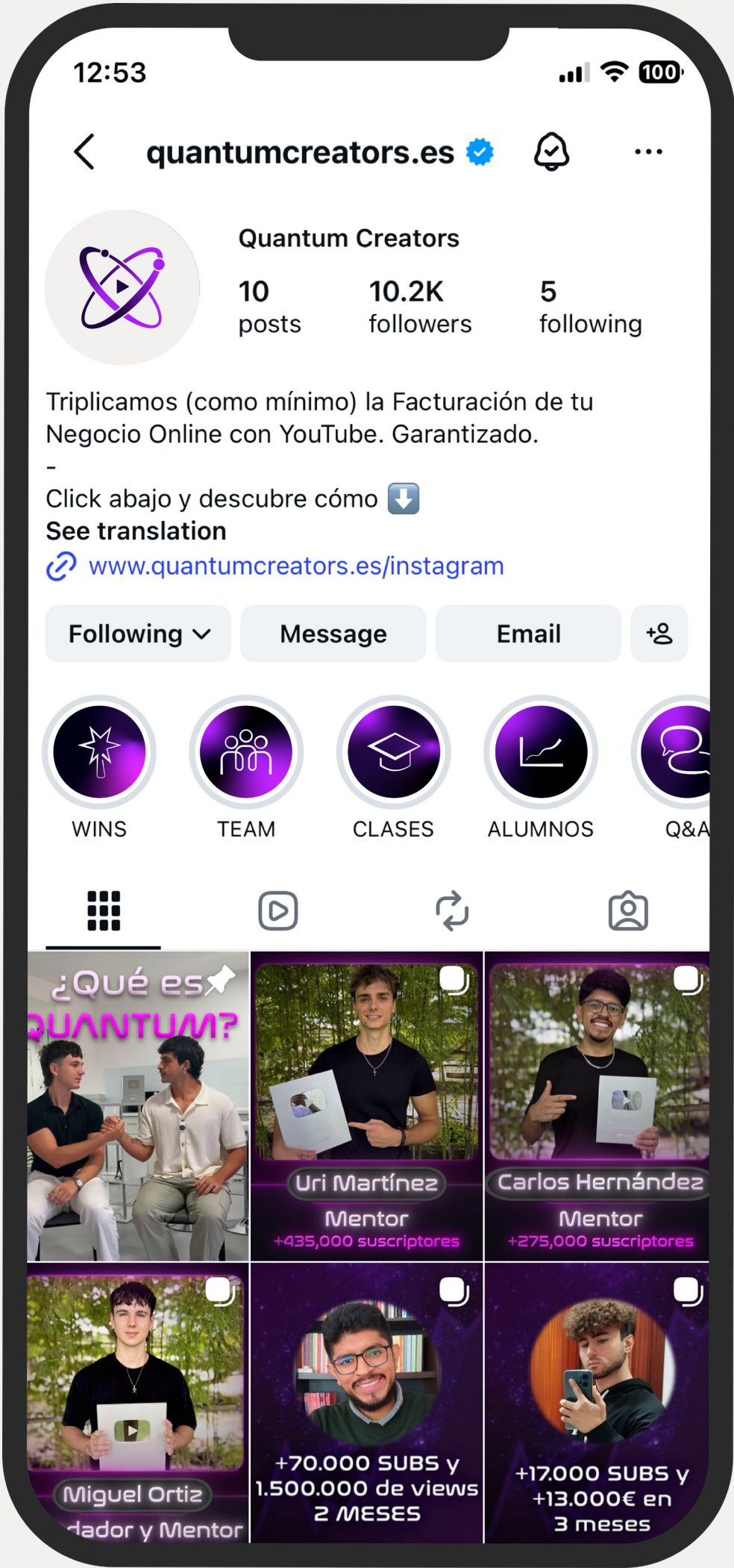
Diversity should reflect the brand’s genuinely global Spanish-speaking world, drawing from Spain, Latin America, Miami and Dubai as lived reality rather than as representation.



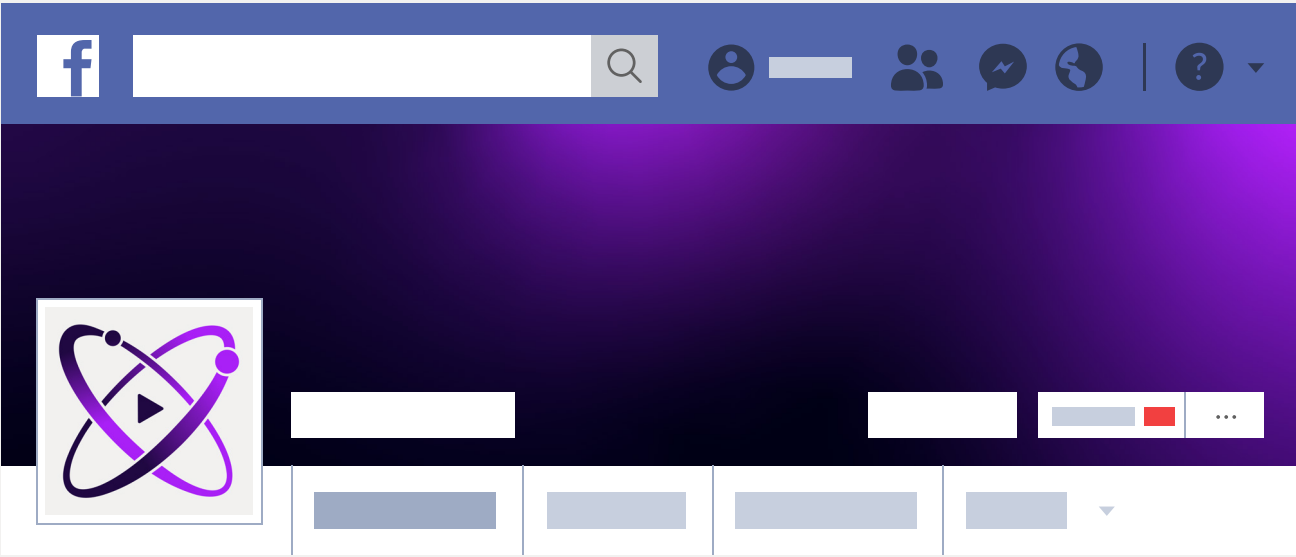
Application

05

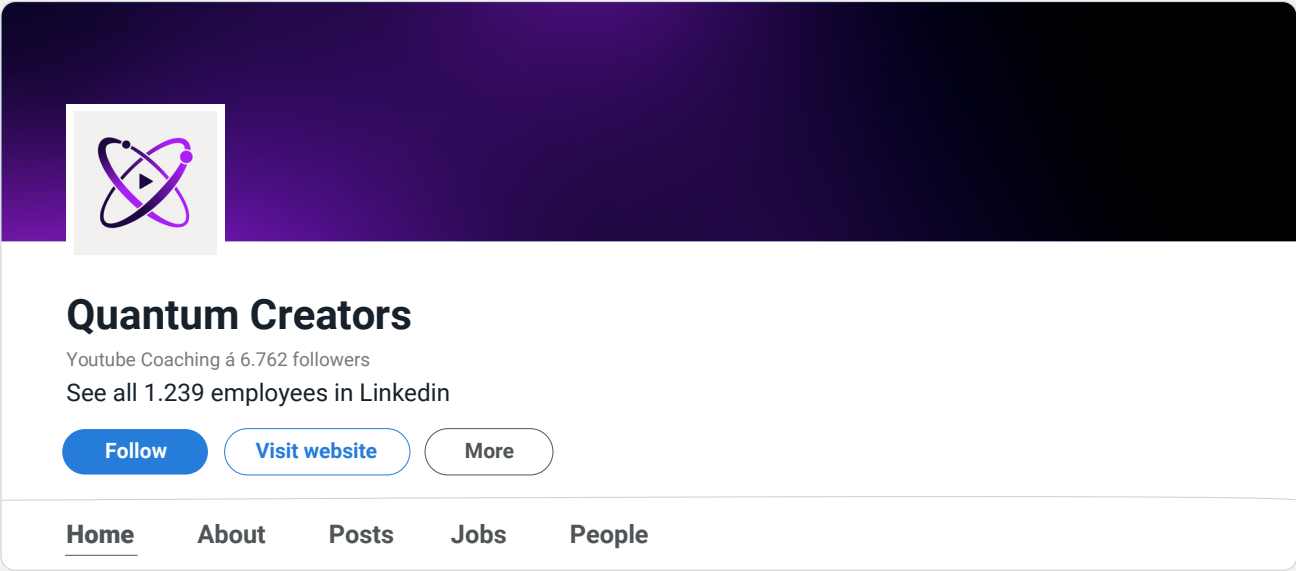
INSTAGRAM MOCKUP



FACEBOOK MOCKUP



LINKEDIN MOCKUP



PROFILE PHOTO



FRONT COVER



BACK COVER





Cap



Hoodie