



South-East to Western Europe QCI (GR – CY – BG – NL)

brand book

Concept Overview



The visual identity proposal for SEEWQCI is grounded in core concepts that are directly linked to the role and objectives of the project:

collaboration
community
growth

These concepts express cross-border cooperation, a unified European ecosystem, and the continuous technological evolution of quantum communications.

The symbol is structured around the letter Q, directly referencing Quantum Communication and forming the conceptual core of the visual identity. The circular form of the Q represents unity, cohesion, and dynamic expansion, expressing an integrated and resilient network of quantum infrastructures aligned with the objectives of the EuroQCI initiative.

From the core of the Q emerge linear elements in four distinct colors, symbolizing the participating countries – Greece (GR), Cyprus (CY), Bulgaria (BG), and the Netherlands (NL). These colored lines visualize cross-border connectivity, collaboration, and the flow of information between national infrastructures, reinforcing the idea of a shared European quantum network.



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The contents of this manual will tell you how to use the corporate identity correctly. Everyone who uses it must understand the rules governing the “building blocks” of our image-the symbol, the logotype, colors.

The logo is an important part of a visual identity and it is the first element that people connect with a company. Formats EPS/AI are vector formats:

a mathematical string of commands indicating direction, colour, width, etc. You can drag and resize EPS and AI formatted graphics to any size, from a post-card to a 10 m² advertisement billboard, and maintain the quality of the logo or graphic intact.

TIFF/ JPEG are “rasterized” images with a specific pixel size that cannot be enlarged without losing design details.

1 | Logo

Main logo (with claim)

positive version



main logo
with claim

No changes should be made to the proportions of the elements and/or relationship between them, in order to protect the integrity of the brand.

1 | Logo

Main logo (with claim)

negative version



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negative logo

No changes should be made to the proportions of the elements and/or relationship between them, in order to protect the integrity of the brand.

1 | Logo

Main logo (with claim)

monochromatic version



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The monochromatic version should be used as an alternative to the positive version of the logo, when there is a need to use it on a complex background.



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The monochromatic version should be used as an alternative to the positive version of the logo, when there is a need to use it on a complex background.

1 | Logo

Main logo (without claim)

positive version



main logo without claim

No changes should be made to the proportions of the elements and/or relationship between them, in order to protect the integrity of the brand.

1 | Logo

Main logo (without claim)

negative version



negative logo

No changes should be made to the proportions of the elements and/or relationship between them, in order to protect the integrity of the brand.

1 | Logo

Main logo (without claim)

monochromatic version



The monochromatic version should be used as an alternative to the positive version of the logo, when there is a need to use it on a complex background.



The monochromatic version should be used as an alternative to the positive version of the logo, when there is a need to use it on a complex background.

1 | Logo

Secondary logo (colored lines within the Q)
negative version



The secondary logo version features the colored linear elements emerging from the letter Q, representing the participating countries of the SEEWQCI project.

The negative version of the logo should be used as an alternative to the positive version when application on dark or saturated backgrounds is required.

The use of the colored lines within the Q must remain consistent, preserving their meaning as national connections within the shared European quantum network.

1 | Logo

Secondary logo (colored lines within the Q) - Without claim

negative version



The secondary logo version features the colored linear elements emerging from the letter Q, representing the participating countries of the SEEWQCI project.

The negative version of the logo should be used as an alternative to the positive version when application on dark or saturated backgrounds is required.

The use of the colored lines within the Q must remain consistent, preserving their meaning as national connections within the shared European quantum network.

1 | Logo

logo (Outline version stroke)



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The outline version of the logo, where the letterforms are rendered using stroke only without fill, is permitted for use. This version may be applied in cases where a lighter or more technical visual expression is required, while fully preserving brand recognition. The claim is placed below the logo in its positive version, ensuring optimal contrast and legibility.

2 | Logo

Chromatic codes

main colors



colors

South-East to Western Europe QCI (GR – CY – BG – NL)

GEOMETRIA

Thin. Light. Regular. **Bold. Extra Bold. Heavy.**

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdedghijklmnopqrstuvwxyz

0123456789

typography

“The primary typeface used in the logo is Geometria.

This typeface reflects the principles of innovation, precision, and advanced technology.

It is intended for use across titles, subtitles, and body text, leveraging its full range of font weights to establish hierarchy and visual consistency.”

4 | Logo

Safety margins

main logo (with claim)









main logo (without claim)



safety margins

The logo requires space around it in order to maximize its visual impact and maintain its integrity. Safety margins ensure that external elements do not interfere with the readability of the brand. The margins must be respected. The safety margin corresponds to twice the height of A.

Minimum sizes

	main logo (with claim)	main logo (without claim)	favicon
print	 40 mm	 40 mm	 6 mm
screen	 190 px	 95 px	 25 px

minimum sizes
for print and
screen.

To ensure that the logo is always legible, the table above shows the minimum dimensions the logo can have. These dimensions must be respected and the logo must not be printed or displayed on a screen with dimensions smaller than these.

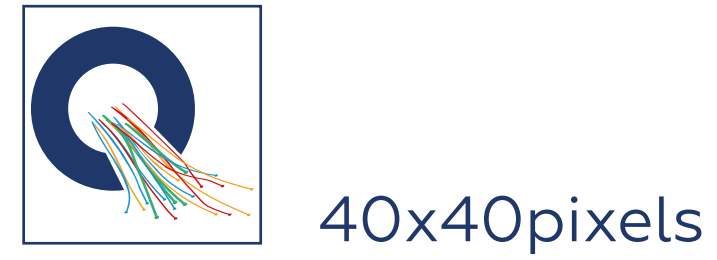
4 | Logo

Favicon - logo for cloud

positive version



40x40pixels



40x40pixels

Favicon - logo for Social

positive version



Facebook 40x40pixels



Linkedin 300x300pixels



Twitter 400x400pixels

Prohibited Uses of the Logo



None of the following actions are permitted.



This version may be applied in cases where a lighter or more technical visual expression is required, while fully preserving brand recognition.

Photographic backgrounds



logo on photographic backgrounds

Application of the SEEWQCI logo should be done in the cleanest areas of the image. The logo must be applied in positive or negative version depending on the best contrast with the background. Whenever it is not possible to read, the logo must be applied over a white or blue area.



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Thank you!

For special applications approval from the marketing department is needed.