



Quantum **Brand** Guideline

▲ Identity

▲ Marketing



▼ Identity

Logo

Color

Typography

Quantum logo is dignified with bold colors used with Atlantic Inline Normal font with inline removed to signify stability.

Placement



No Slogan

Digital, website, ads, emails, print materials, and some promotional items



With Slogan

Ad & Promo items



With Slogan and Website URL

Promo items



Altered with Slogan and Website URL

Ad & Promo items with limited space

BW



Logotype



Q signature mark

Visual graphic
Logomark
Icon



▼ Identity

Logo

Color

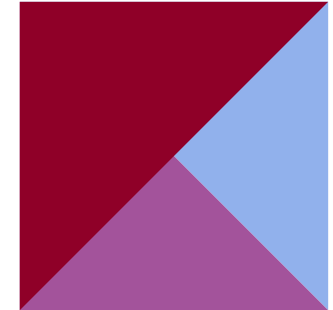
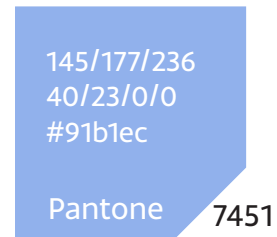
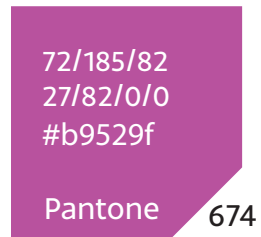
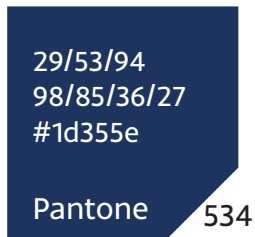
Typography

Mix and match of our brand colors depicts boldness and taking the risk for success. It is bright and cool, but subdued to show reserved confidence.

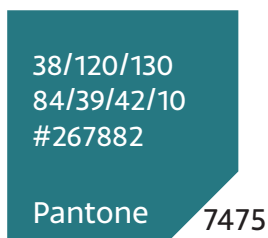
Primary



Secondary



Alternate



▼ Identity

Logo

Color

Typography

Combination of Slab and Sans Serif Font pairs well together for being reliable and trustworthy. Alternate Serif font is an added bonus to stand out as easy readability with chosen Segoe IU sans serif for both print and web.

Primary

Monsal Gothic

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
012345678910!/?#\$&”

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for Success!**

[Monsal Gothic is a contemporary but a warm character sans serif font family. It has fourteen styles and was published by The Northern Block.]

Lora

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
012345678910!/?#\$&”

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[Lora is a well-balanced contemporary serif and best suited for body text with foundation from calligraphy.]

Alternate

Source Sans Pro

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
012345678910!/?#\$&”

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[Source Sans Pro is Adobe's first open-source typeface designed by Paul D, Hunt.]

Being it a narrower font, it visually has more breathing space within body text.

Amasis

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
012345678910!/?#\$&”

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[Amasis is a slab serif typeface designed by British designer Ron Carpenter in 1990. It is humanistic approach rather than the usual geometric characteristics in slab fonts. It is highly legible and friendly font on screen.]

Standard Cross Platform

Segoe UI

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
012345678910!/?#\$&”

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Georgia

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
012345678910!/?#\$&”

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Roboto Slab

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
012345678910!/?#\$&”

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Marketing

Image

Resources

Images can be anywhere from graphics to photos that are specifically chosen to depict who we are as a community bank.

The unique cut off and folded corner shapes represent behind the story of what we do for our community.

Gradient colors is the diversity of the bank and the people we serve.

Design / Photos

COMMUNITY Bank

PRIME CHECKING

Your Banking Partner For Success.

“ All of their staff has been wonderful to work with. We always know who we’re speaking with, and any questions or concerns we have are addressed immediately.”



— Cindy P.



WONDERFUL FAMILY

1-4 Family Investment Loans*

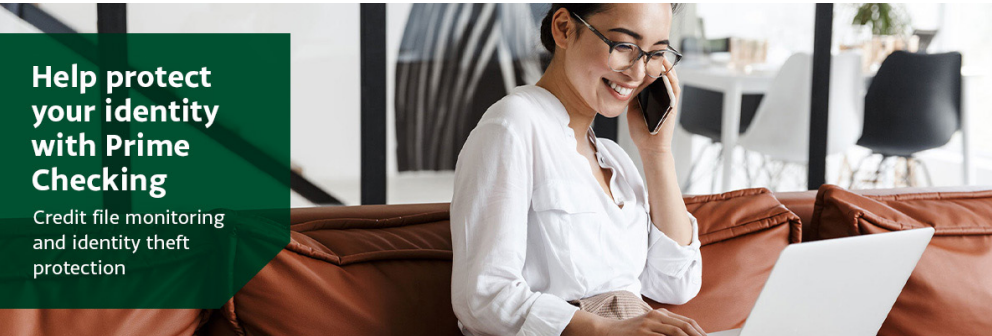
Quantum is now offering a low rate and low fee loans* for 1-4 single family investor properties.

LookBook QuickGuide



Header Goes Here & Here

Lorem ipsum dolor sit amet, consectetur adipiscing elitmod



Help protect your identity with Prime Checking

Credit file monitoring and identity theft protection



QUANTUM NATIONAL BANK
Your Banking Partner for Success

- Customized Merchant Solutions
- Industry Experience
- Safety and Security
- Innovative Reporting Tools
- Affordable + Transparent Fees
- Increased Sales
- Keep the Tax Base Local
- Unrivaled Reliability



Positive Pay



- ▶ Competitive Rates
- ▶ Latest Technology
- ▶ Local Service

Contact Us Today!

Suwanee 770.945.8300
Milton 678.889.4700
Buckhead 678.889.4540



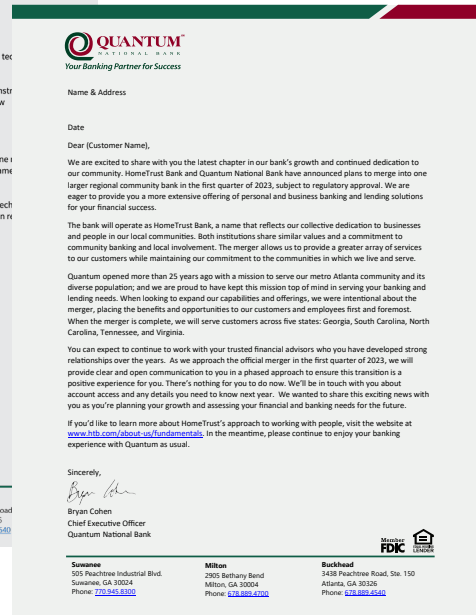
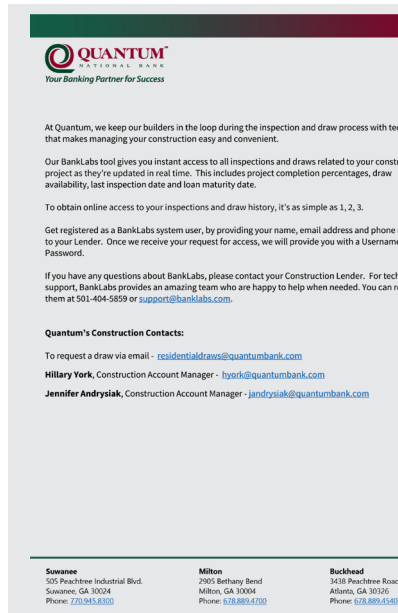
Marketing

Image

Resources

Branded graphic elements is used for various use of resources that relates the concept of diversity across many materials.

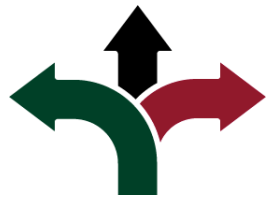
Letterhead



Templates



Iconography



More to come...