

quest

The logo features the word "quest" in a white, rounded, sans-serif font. The letter 'q' is lowercase and has a dot above it. A white line starts from the top of the 'q', curves over the 'e' and 's', and ends in a solid white circle. Another white line starts from the bottom of the 'q', curves under the 'e' and 's', and ends in a solid white circle.

LOGO GUIDELINES





LOGO GUIDELINES

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BAD DESIGN SHOUTS AT YOU.

GOOD DESIGN IS THE SILENT SELLER.





I D E N T I T Y

A R T W O R K

O V E R V I E W

# ARTWORK OVERVIEW

FOR REFERENCE ONLY – DO NOT TAKE SCREENSHOTS FOR LOGO USE

## GROUP S

STANDALONE LOGO



## GROUP X

SPECIALTY APPLICATIONS



## GROUP D

COMBINED WITH DISCOVERY PARK LOGO



## GROUP P – not recommended

COMBINED WITH PURDUE LOGO



# FILE & COLOR DIRECTORY

EACH FILE COMES IN VECTOR (.PDF) AND BITMAP (.PNG) FORMATS  
USE VECTOR VERSIONS WHENEVER POSSIBLE

EXAMPLE

D 0 1 N U

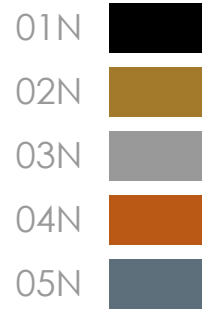
**GROUP**

- S STANDALONE
- D WITH DISCOVERY PARK
- P WITH PURDUE
- X SPECIALTY

**COLOR**

**P: POSITIVE**  
(COLOR ON WHITE)

**N: NEGATIVE**  
(WHITE ON COLOR)



graphics | lettering

**ORIENTATION  
(IF APPLICABLE)**

- W WIDE
- U UPRIGHT

RGB VALUES

<b>BLACK</b>	<b>GOLD</b>	<b>GREY 40%</b>	<b>ORANGE</b>	<b>BLUE</b>
0   0   0	163   121   44	153   153   153	185   89   21	92   111   123





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W O R D S

F R O M

T H E

D E S I G N E R

# WORDS FROM THE DESIGNER

## SIZE DOES MATTER

Some of the artwork, such as the one shown in the example below, contains elements that are quite a bit smaller than the lettering of the main logo.

Make sure that all parts of the logo render legibly at final output scale. If your audience only sees a meaningless blob of shapes, you might as well not show anything in the first place.

Acceptable scales will vary with the application medium. A logo that works perfectly fine on a poster may become indecipherable on the bottom of a presentation slide.





# WORDS FROM THE DESIGNER

## WHEN WORLDS COLLIDE



P

The Purdue logo is typeset in a **serif font**: the letterforms have decorative end strokes.

This evokes a sense of tradition and history. Serif fonts look classy and serious.

The Quest logo is based on a **sans serif font**: the letterforms terminate into simple strokes.

Q

This gives a modern and progressive feel. Sans serif fonts look less formal yet sleek.

These qualities are highly suitable for what each logo wishes to convey in its own right. However, **direct juxtaposition side by side** is in my opinion not fully pleasing aesthetically.

I recommend to use the combination with the Discovery Park logo (file group D) instead.



Both of these logos feature sans serif fonts. They work in harmony as a more coherent graphic unit and provide extra affiliation formation.

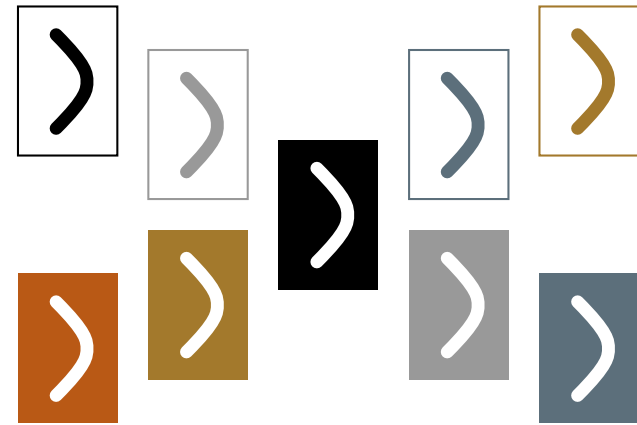
# WORDS FROM THE DESIGNER

## CLOSING THE LOOP: HELLO KETTY™

The logo toolkit provides a series of free-standing right-handed brackets for your convenience.

These identity elements can provide a playful finishing touch to your work, and help achieve balance in a design layout.

They also suggest a sense of momentum and moving forward on the road of discovery ahead, in the endless quest to unlock the future.



Graphic possibilities are nearly unlimited.

Feel free to use the kets as you wish based on your inspiration.

For best results, I recommend using not more than one ket on a page or slide. Position it beyond the right lower corner of the logo or other associated artwork.

Look for some potential options in action in the application examples section (presentation slide designs), and on the back cover page of this manual.

# NOTES ON TYPOGRAPHY

THESE ARE JUST LISTED AS INFORMATION IF YOU ARE INTERESTED OR CURIOUS.  
FEEL TOTALLY FREE TO USE YOUR OWN PERSONAL FAVOURITES.

## Century Gothic

Main font of this style manual

ABCDEFGHIJKLMNOPQRSTUVWXYZ {(!?,.)}  
abcdefghijklmnopqrstuvwxyz 1234567890

inform

## Lucida Sans

Featured in the presentation slides examples

ABCDEFGHIJKLMNOPQRSTUVWXYZ {(!?,.)}  
abcdefghijklmnopqrstuvwxyz 1234567890

inspire

## Myriad Pro

Featured in the poster example

ABCDEFGHIJKLMNOPQRSTUVWXYZ {(!?,.)}  
abcdefghijklmnopqrstuvwxyz 1234567890

illustrate

## Eurostile

Basis of the letterforms in the logo

ABCDEFGHIJKLMNOPQRSTUVWXYZ {(!?,.)}  
abcdefghijklmnopqrstuvwxyz 1234567890

identify

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APPLICATION

EXAMPLES

# APPLICATION EXAMPLES

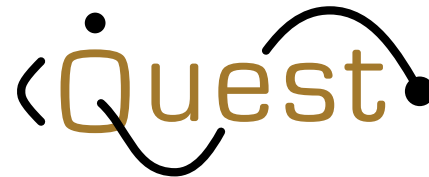
## PRESENTATIONS – TITLE SLIDE #1

### Low-noise slide engineering for ballistic content transport

Stand-up Physicist

Thermal Wizard · Project Brainiac

QUANTUM ENGINEERED SYSTEMS & TECHNOLOGY



BEST CONFERENCE EVER

Sunshine City CA | Anytime 2013



# APPLICATION EXAMPLES

## PRESENTATIONS – TITLE SLIDE #2

### Low-noise slide engineering for ballistic content transport



Stand-up Physicist

Thermal Wizard · Project Brainiac

QUANTUM ENGINEERED SYSTEMS & TECHNOLOGY

BEST CONFERENCE EVER

Sunshine City CA | Anytime 2013



# APPLICATION EXAMPLES

## PRESENTATIONS – CONTENT SLIDE

Long title broken into similar line widths for easy reading

### Less is more

Repeated template elements distract from actual content. Omit logos (!), speaker/title info, etc. when possible.

### Show and tell

Keep text concise: let yourself and images do the talking.

### Bullet points kill

This slide provides an orderly list with neatly distinct items yet no ● symbols (or similar) were necessary.

Despite the minimalism of this example template, the gold bar provides a solid footing for the slides and serves as subtle, consistent identity feature.

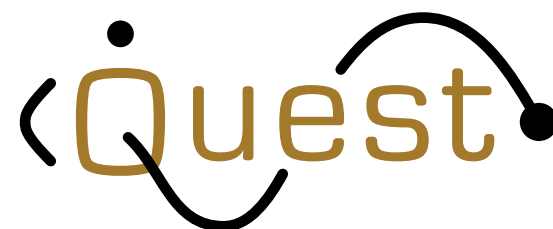
Slide numbers were retained as they can be helpful for the audience in asking questions.

# APPLICATION EXAMPLES

## PRESENTATIONS – FINAL SLIDE



PURDUE UNIVERSITY  
Birck Nanotechnology Center



QUANTUM ENGINEERED  
SYSTEMS & TECHNOLOGY

<http://nanohub.org/groups/quest> )

# APPLICATION EXAMPLES

## POSTER HEADER

### First-Principle Analysis of 2-D Graphic Design Templates for High-Speed Research Posters

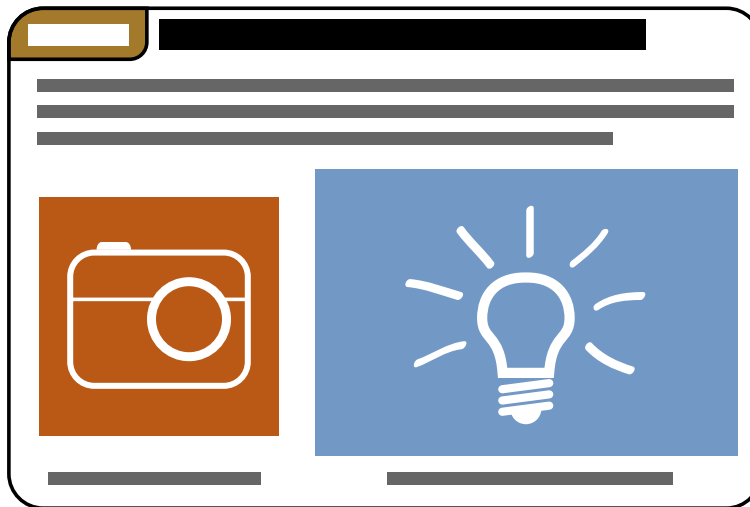


**A. Nothe, R.B. Rilliant, T.E. Amof, S. Cientists**  
Birck Nanotechnology Center | Quantum Engineered Systems & Technology



E-mail: [author@purdue.edu](mailto:author@purdue.edu)

<http://nanohub.org/groups/quest>



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C O M M O N

A B U S E S

# COMMON ABUSES, PT. 1

## A LOGO IS NOT CITRUS FRUIT NOT EVEN WHEN IT COMES IN ORANGE COLOR

Respect the boundaries of the bounding box:  
**DO NOT SQUEEZE THE LOGO INTO TIGHT SPACES.**

Rather, use an overall size that comfortably fits.

The bounding boxes purposely safeguard a pleasant distance from surrounding artwork, giving air to the layout. Let your design breathe.

RIGHT ✓



The bounding box ensures a safe distance between the artwork and headers edges, making for a balanced & pleasant appearance.

WRONG ✗



This designer has tried to push the graphics to the maximum. The artwork almost touches the edges, giving a cramped layout.

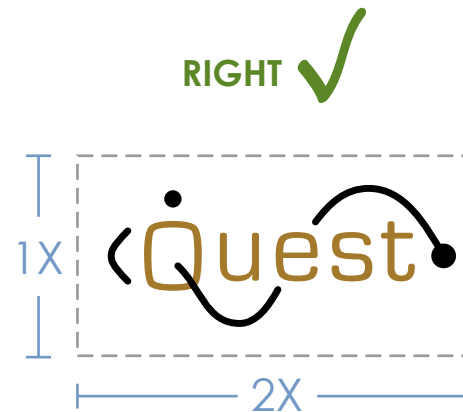
## A LOGO IS NOT A BUNGEE CORD BE A HIPPIE: STRETCH LEGS NOT ARTWORK

Respect the shape of the bounding box:  
**MAINTAIN THE ASPECT RATIO OF THE LOGO.**

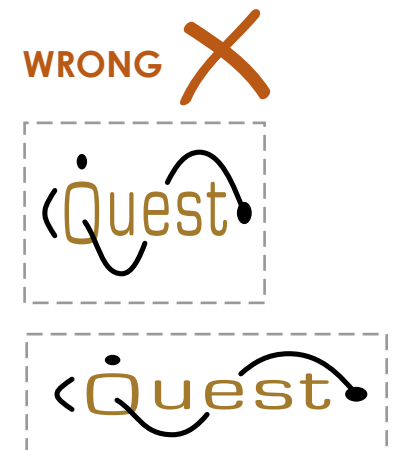
Life is busy, and making those pesky conference deadlines can sometimes require elastic working hours. But there's no reason the logo should join.

Most software will maintain the aspect ratio when holding <SHIFT> while rescaling.

RIGHT ✓



WRONG ✗



# COMMON ABUSES, PT. 2

## A LOGO IS NOT A MONET PAINTING

OR YOUR FAVOURITE RECORD, EITHER

Respect the power of vector art:

**AVOID LOW RESOLUTION BITMAPS AT ALL COSTS.**

Proper Art featuring vague lines and fuzzy dabs of color, or movie scenes shot with a soft focus lens, can be absolutely amazing.

Logo artwork, however, looks far from flattering or melancholic when pixelated.

Suppress your inner Californian now and then:

**DO NOT RECYCLE THE LOGO.**

**USE ORIGINAL FILES, IN PDF WHENEVER POSSIBLE.**

Even though it's been copied, scratched, and copied again, your favourite CD still delivers for the good times. A screenshot of a scan of a printed logo? Not so much.

Bitmaps degrade upon transformation and reproduce poorly beyond their intended size.

PDF files contain spline coordinates instead of pixel data. Interpolation gives crisp and smooth curves, regardless their scale.

CHEAP



*Impression Soleil Levant* >  
© Claude Monet, 1872.

PRICELESS



RIGHT ✓



Vector art maintains its crisp edges and smooth shapes no matter how much you resize it.

See the PDF magic in action by zooming in as far as you like on this document in your viewer.

WRONG ✗



This designer has converted the logo to a JPG file with too much compression, leading to smudgy edges and 'dirty' colors.

If your software can only handle bitmaps, use the provided PNG files. This format is lossless and preserves the correct colors.





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USEFUL

RESOURCES



# USEFUL RESOURCES

## Purdue Marketing Toolkit

<https://marketing.purdue.edu/Toolkit> (login required)

Provides Purdue logos and related University artwork.  
Comprehensive style manual available.

## Discovery Park/Birck Templates

[http://www.purdue.edu/discoverypark/nanotechnology/resources/PPT\\_resources.php](http://www.purdue.edu/discoverypark/nanotechnology/resources/PPT_resources.php)

Provides logos (bitmap only) and some simple presentation and poster templates.

## Quest Logo Toolkit

<http://nanohub.org/groups/quest/logos>

Provides all logo files and PDF copy of this style manual.

## Jean-Luc Doumont (Principiae)

<http://www.principiae.be/X0300.php>

Provides resources on effective communication for scientists.

The layout and philosophy of the presentation slide template shown in this manual are gratefully influenced by Doumont's excellent insights.

TECHNOLOGY QUANTUM ENGINEERED SYSTEMS &  
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