



# Brand Book

---

Visual Identity guide for press & media.

CONTENTS

# Table of Contents

---

**01** **Visual Identity**  
Logo System · Color Palette · Typography

---

**02** **Product Brand System**  
Product Logos · Descriptions · Logo Usage Rules

# 01

## Visual Identity

The core visual elements of the QLS Blue Brand: logo, color palette, and typography, used consistently across every touchpoint.

---

# Logo System

The QLS logo combines the Quantum "Q" mark with the full wordmark. The Q mark and "Quantum" always render in Flame (#EE482C); the LENDING SOLUTIONS tagline switches to Dark navy on light backgrounds and White on dark backgrounds.



## Clear space & minimum size



Maintain clear space equal to the height of the Q mark on all sides. Minimum digital size: 120 px wide at 1x / 240 px at 2x (Retina).

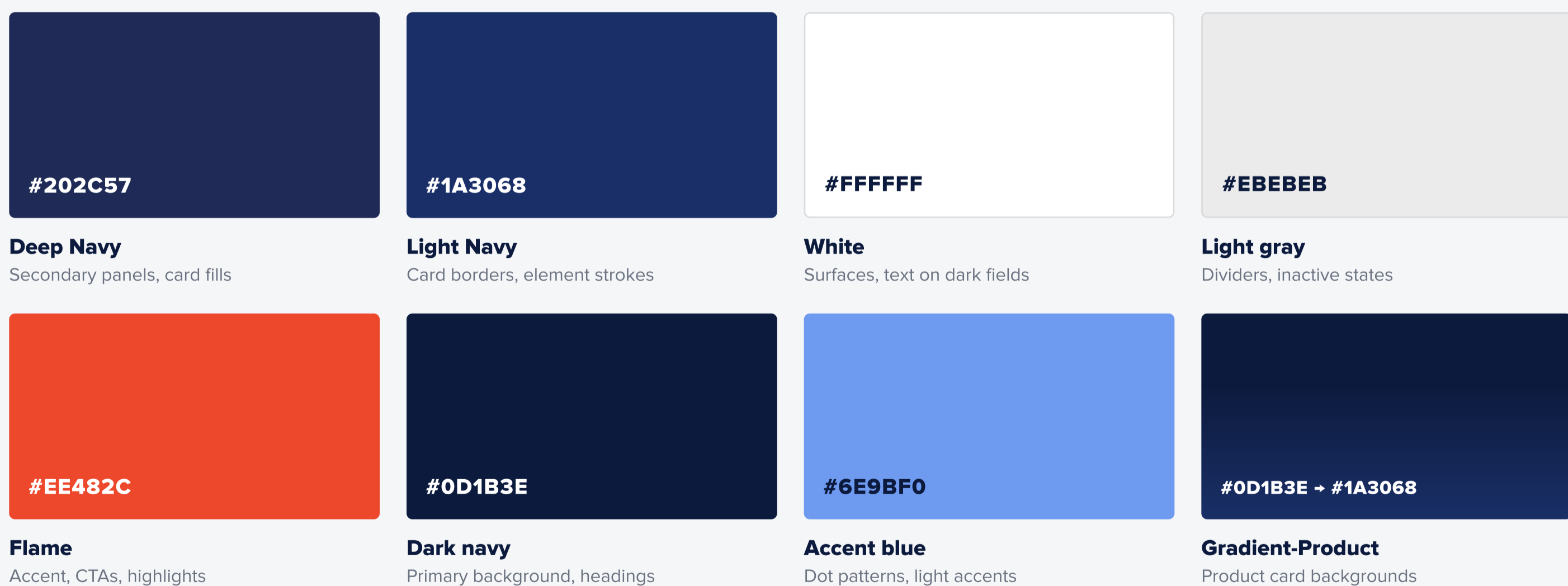
## Usage rules

- ✓ Always use the approved SVG / PNG master files.
- ✓ Keep clear space equal to the Q-mark height.
- ✗ Don't recolor the logo outside approved brand colors.
- ✗ Don't stretch, rotate, or add shadows / gradients.
- ✗ Don't place the orange logo on orange or red.
- ✗ Don't use the wordmark without the Q mark.

# Color Palette

A restrained, professional palette anchored in deep navy and activated with Flame. Built on a 60 / 30 / 10 ratio: 60% neutral, 30% blue, 10% accent.

## Brand Palette



### COLOR USAGE RULE

Use Flame (#EE482C) for CTAs, hover states, accent bars, the logo mark, and product icon strokes, never as a large background block. Headings sit in Dark navy; body text in near-black on light surfaces.

# 02

## Product Brand System

Each QLS product pairs its own icon with the Quantum wordmark and product name. Icons use the Flame accent on navy backgrounds.

---

# The Product Family

Five product lockups on the product gradient. Each keeps its own accent color in the icon and name; the "Quantum" prefix is always white.



## **API-First. Fully Controlled. Developer-Native.**

A full REST API layer across the entire lending stack with no opinionated workflows. Sandbox access included for development and QA; webhooks for real-time events support seamless handoff and embedded integration.



## **Modular. Configurable. Activated on Your Timeline.**

Nine independently activatable modules spanning origination through portfolio management and borrower enablement. Add AI decisioning, fraud detection, or servicing to any existing infrastructure.



## **Fully Managed. White-Label. Launch-Ready.**

A turnkey, white-label program where QLS operates the infrastructure, compliance, servicing, and support under the institution's brand. First transaction in 45–90 days.



## **Fraud Detection. Built for SMB Lending.**

A holistic fraud platform purpose-built for SMB lending; three composable utilities that detect, link, and act on fraud signals across the application lifecycle. Calibrated on 15 years and \$7B+ of real lending data.



## **Gen 5 Credit Model. 2-Minute Decisions.**

A fifth-generation SMB credit model API built on \$7B+ in origination data and 15 years of performance history. Delivers structured decision outputs via REST API, standalone or alongside an existing policy engine.

## Product Logo Usage Rules

Product lockups appear on dark (#0D1B3E) surfaces in widgets and cards, with consistent Flame icon strokes and a white Quantum prefix.

- Use the approved **SVG / PNG** files exported from Illustrator · never recreate or redraw.
- Maintain a minimum **16 px padding** around each product logo when embedded.
- Never mix or alter product logo colors.
- In brand copy, the **"Quantum" prefix is white**; the product name (Core, Flex, Ignite...) is set in the corresponding accent color
- Logos are never used in isolation: as decorative elements.



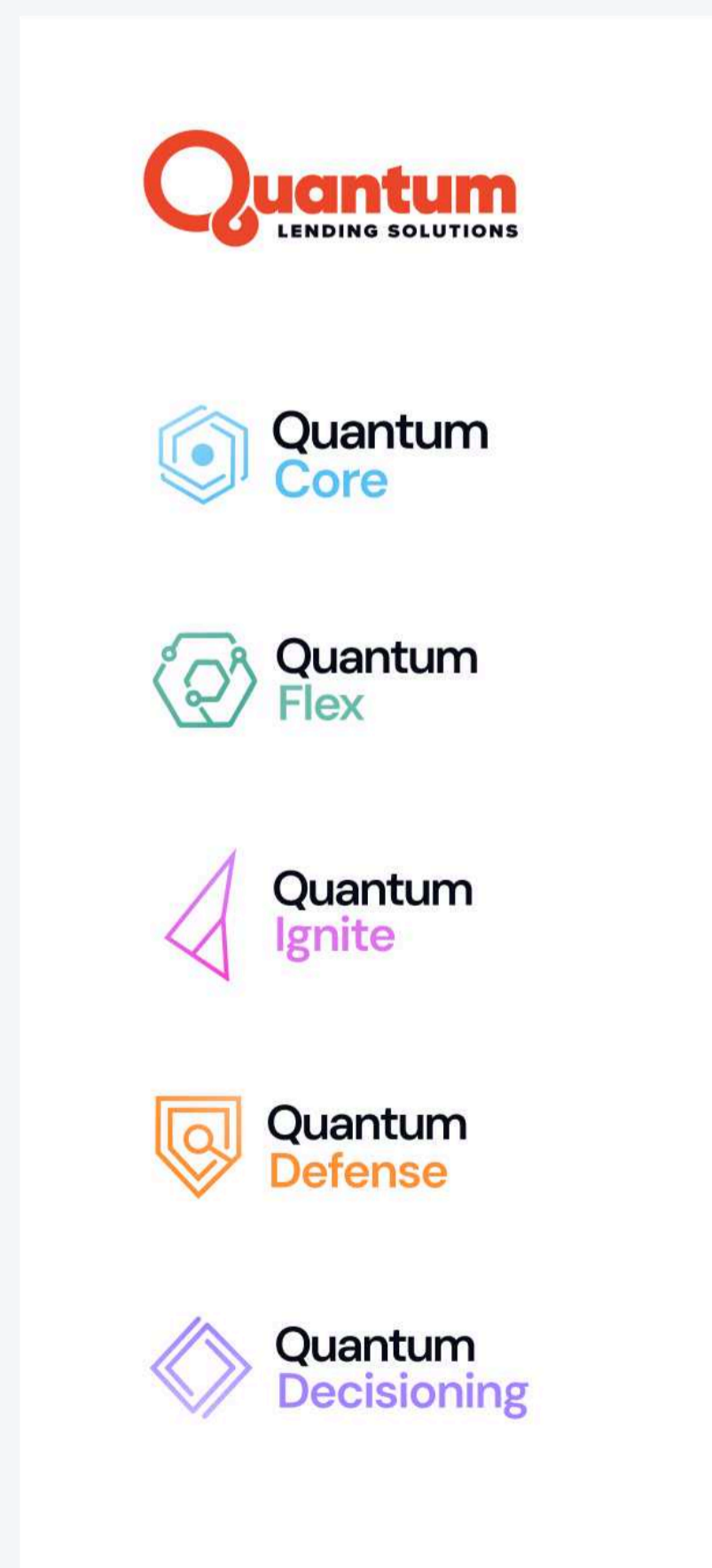
Quantum  
Core



Quantum  
Defense

Always pair the **product name** with Quantum · write "Quantum Core," never "Core" alone.

### On light backgrounds



### On dark backgrounds





**The lending infrastructure  
powering the next  
generation of SMB finance.**