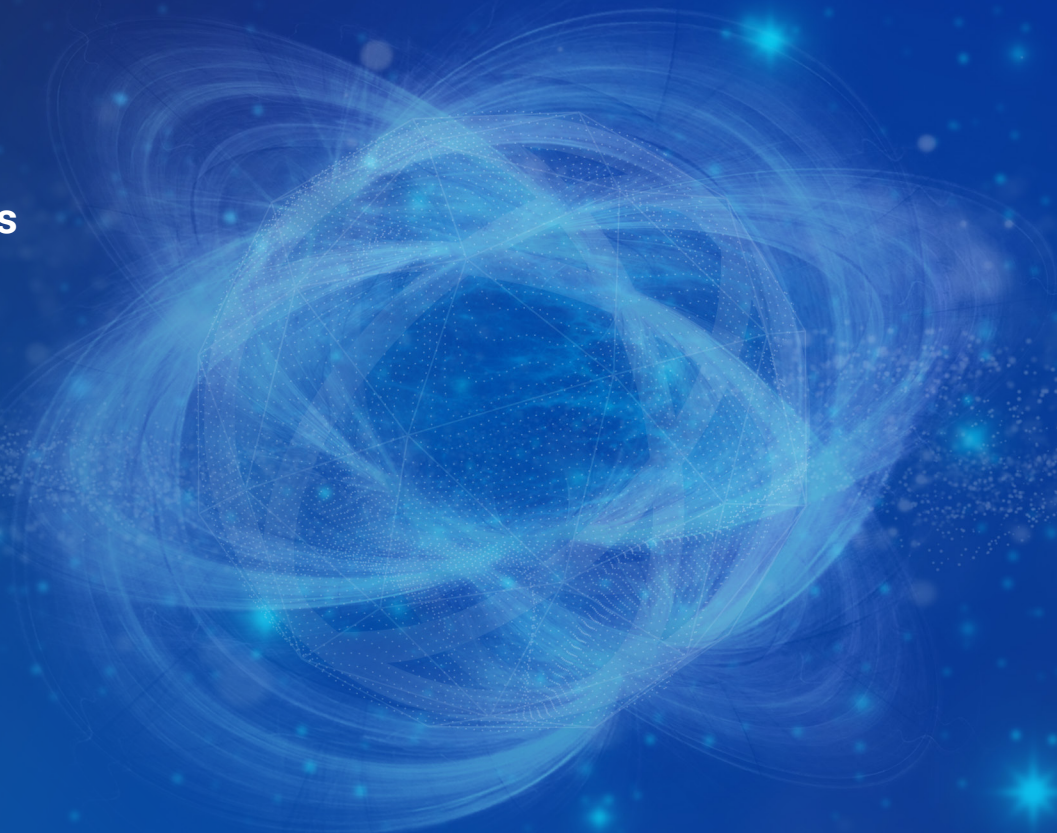




Brand Guidelines

For IQT employees and certified partners
January 2024



What is this?

Our brand guidelines are key in maintaining consistent visual communication that represents IQT. Consider it your trusty manual on all things brand consistency and an essential tool on how to achieve this as an individual. Within this manual, you will discover all you need to know about our logos and icons, including their usage, colors, typography, and our Mission, Vision, and Values. It's like having your own little cheat sheet to make sure you're always on point with our brand image.

Why do we use this?

We're all about maintaining consistency and professionalism, and our guidelines make that happen across all platforms. With so many different ways of representing our brand, keeping everything consistent is critical for maintaining our trademarks. Think of it as our ultimate power move in design, allowing us to present a united front, no matter where we are. Consistent branding is crucial to our success and helps to keep our message loud and clear.

CONTENT

01 Brand Snapshot	03
02 Logos and Icons	05
Logo Elements	06
Logo Clear Space	07
Logo Minimum Size	08
Logos and Icons	09
Logo Misuse	10
03 Colors	11
04 Typography	13
05 Mission, Vision, & Values	15

01 BRANDS SNAPSHOT

It's our BLUF or TLDR for when you just need to see our brand at a glance



Brand Snapshot



Design Ethos

Design should be bold and embody power, conveying strength and confidence through color, layout, and visuals. Design should be driven by a deep curiosity, exploring and experimenting with new ideas and possibilities. Finally, our designs should strive for dynamism and depth, not only in visuals but in a significance that resonates with the audience.



02 LOGOS & ICONS

IQT is represented by an orb and typography that reflects the organization's convening of stakeholders and its ability to power its partners ahead of the curve in a continuous cycle. The icon within the logo, also known as the IQT orb, illustrates IQT's diverse ecosystem and 25+ year track record of operating at the intersection of government, venture capital, and the startup world. Below you will find the anatomy of our logo and how to properly use (and not use) it.



Logo Elements

Our logo is comprised of two components: the orb, which is our icon, and our wordmark. Our icon and our logo can stand alone but the logotype/wordmark cannot



Logo Clear Space

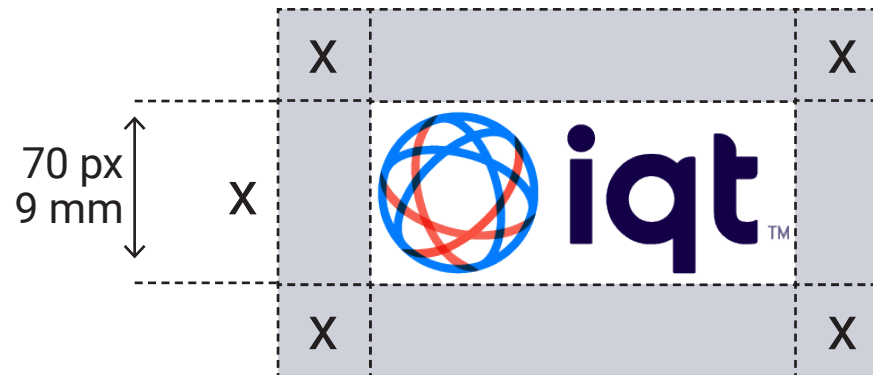
The clear space surrounding our logo is essential to maintaining its integrity and impact. To maximize the effectiveness of our logo, it is important to adhere to the minimum clear space requirements. Increasing the surrounding space around our logo will enhance its appearance and ensure that it is readily recognizable.

X= Height of half of the icon



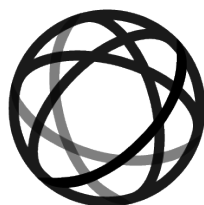
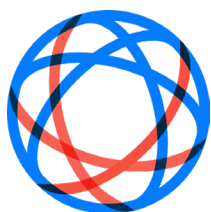
Logo Minimum Size

When maintaining the clear space around our logo, it is crucial to remain cognizant of its size to ensure optimal readability and appearance. Our logo should not be smaller than 9 mm in print, and on screen, it should be at least 70 pixels, as measured by the height of the orb. While the minimum size may occasionally be necessary, it is recommended that it be avoided whenever possible to guarantee optimal quality.



Logos and Icons

We have four color ways for our logo to guarantee that we have the perfect contrast for any design. The wordmark must always be accompanied by the icon as shown to create the full logo. Icons can serve as effective standalone elements to simplify a design or convey subtle branding messaging.



Logo Misuse

How to not use our Logo



Do not stretch or warp the logo



Do not use the logo without the trade mark



Do not use the logotype without the icon



Do not change the color of the logo



Do not change the size of the icon within the logo



Do not create a logo with the likeness of our trademarked logo



Logo needs to be on a high contrast background. In this instance you would use the all white logo



Do not use old logos

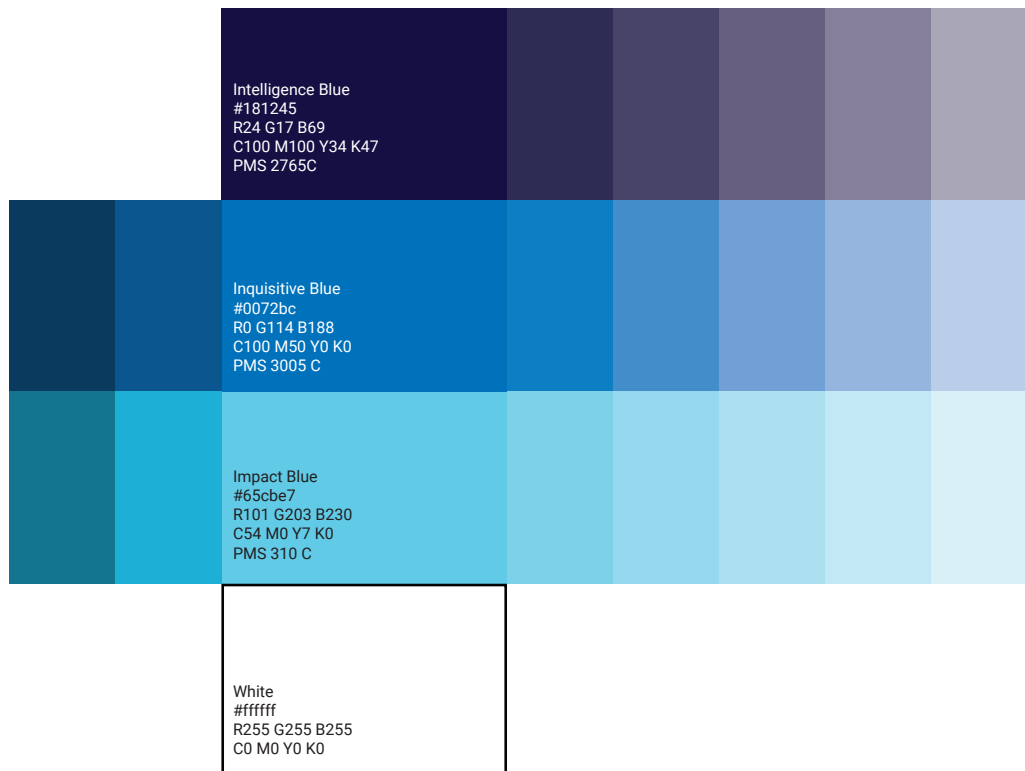
03 COLORS

At IQT, our colors represent the bold and high-energy power of our brand. Our color palettes consist of a primary and a secondary palette, each with its own unique set of colors. When designing, it's important to remember that the primary color palette should make up at least 70% of the design. These core colors are a vital part of IQT's branding and should be used prominently. The secondary color palette is meant to be used sparingly, as accents to complement the primary colors. However, when using text on any of our colors, it's important to ensure there is enough contrast to make it easily readable. For reference, please consult our color font and swatches on the following pages to ensure accuracy and consistency in your design work.

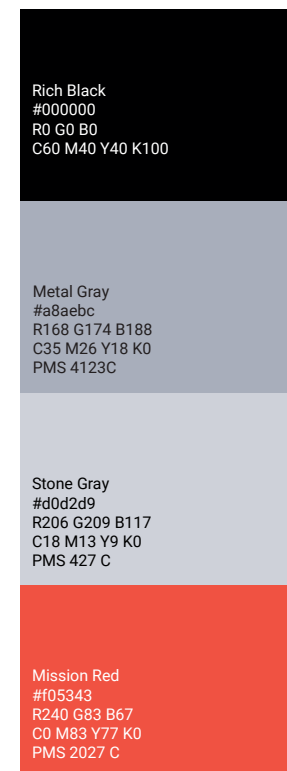


Colors

Primary palette



Secondary palette



04 TYPOGRAPHY

Consistency is key and that is no exception when it comes to our typography. That's why we choose to use Roboto, Google's system font, throughout all of our collateral. This open-source font is widely available on various platforms and devices, including Office 365 and iOS. Roboto's sleek sans serif design is great for text-heavy documents, creating a natural reading rhythm that allows text to breathe. The Roboto font family also provides multiple weights to choose from, so you can select the one that best fits your intended execution.



Typography

Roboto should be used in all marketing materials and IQT presentations.
We create collateral in various sizes so the size of font will vary.
Minimum size font for print is 10 pt for body copy and 8pt for footers or captions

Body Option 1
minimum size 10pt.

Roboto thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body Option 2
minimum size 10pt.

Roboto light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body Option 3
minimum size 10pt.

Roboto regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sub Headlines
& Emphases

Roboto medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Headline Option 1

Roboto bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Headline Option 2

Roboto black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

05 MISSION, VISION, & VALUES

As a dedicated organization, we are steadfast in our resolve to fulfill our mission, pursue our vision, and uphold our 7 core values. Our commitment to supporting the National Security Community is paramount, and we strive to deliver unparalleled capabilities, invaluable insights, and exceptional services to our partners through a globally-integrated platform.



Mission, Visions, & Values

Mission

To be the premier partner trusted to identify, evaluate, and leverage emerging commercial technologies for the National Security Community. We achieve this mission by delivering best-in-class capabilities, insights, and other services to government partners through a unique global investment platform.

Vision

IQT is set to embark on a new era in which it will advance its mission against the backdrop of increasing Great Power competition. We will launch new investing initiatives that create significant impact for America and its allies, both by enhancing national security and by delivering broad economic benefits. We will significantly grow and deepen mission partnerships we have with agencies who can benefit from our unique expertise. We will extend our relationships with our allies to broaden our impact and further strengthen our global investment platform. We will grow our ability to generate insights into key technological developments to help our Partners avoid technological surprise and give them a lasting strategic advantage. And finally, we will become a more influential voice in helping to inform US innovation policy and the broad entrepreneurial ecosystem.

7 Core Values

Serve the Nation

We believe in our responsibility to national security for the United States and our allies. We are dedicated to serving the needs of the public good while upholding the organization's mission, vision, and goals. We are deeply devoted to the country and its ideals. Serve the Nation is the core value that underpins all actions, decisions, and operations of the organization, ensuring we serve the nation with integrity and honor.

Lead with Curiosity

Curiosity is the foundation of innovation. We approach situations, systems, and people with curiosity. We value lifelong learning and are dedicated to growing and developing ourselves. We constantly seek out new knowledge and insights to inform our work and partners' missions. This core value underscores the organization's responsibility to stay ahead of the curve and make progress, while recognizing we still have much to learn.

To See Beyond

We recognize change is the only constant. We embrace uncertainty, take risks, and open ourselves to new ideas. We approach a challenge knowing it is an opportunity to drive growth and innovation. We keep abreast of the latest trends and developments in emerging technologies and across the geopolitical landscape. We look over the horizon to see beyond what is known today. This core value enables the organization to deliver optimal results for stakeholders and partners.

Operate with Integrity

We are committed to always doing the right thing. We subscribe to the highest ethical principles. We work hard and show up fully present, promoting honesty in all interactions, and always putting our best self forward on behalf of IQT and each other. This core value guides the organization ethically, even when it is difficult or inconvenient, instilling trust and confidence in all stakeholders and fostering a culture of accountability.

Instill Inclusion

We value diversity by acknowledging our differences and similarities. We foster a sense of belonging by creating a workplace where people feel respected and valued for their uniqueness. We ensure people feel seen, heard, and cared for. We view our work through multiple lenses to ensure we confront our biases and provide everyone with the best products and opportunities. This core value allows us to be effective for all people and situations.

Foster Trusted Partnerships

Partnerships inside and outside the organization are crucial to delivering impact and achieving success. We recognize that we could not succeed on our own. Therefore, we foster high-trust relationships enabling us to act as a bridge between the different communities we serve. We do this regularly by providing our partners, and each other, with honest advice, support, and transparency, and by heeding our commitments. This core value is fundamental to ensuring IQT is a reliable, efficient, and responsible partner.

Invest in People

We invest in our colleagues by providing a supportive environment for professional growth, personal development, and a sense of purpose. We take time out of our busy lives to know one another and learn through others' experiences. We give and receive feedback in support of each other. We empower people by ensuring they have the autonomy to perform their best work and providing many opportunities for collaboration. This core value is our most vital asset and distinguishes the organization as a respected employer and place to work.