

The MCQST Styleguide

Status: 4 November 2020

Logo

Main Logo

BlueBlack
(for bright backgrounds)



BlueWhite
(for dark backgrounds)



Monochrome Versions

MCQST-Black



MCQST-Blue



MCQ-turquoise



White



A Logo Pack, consisting of the different Logo-Versions in EPS Vector form and transparent PNGs can be downloaded from our servers:

[Download
Logo Pack](#)

Colors

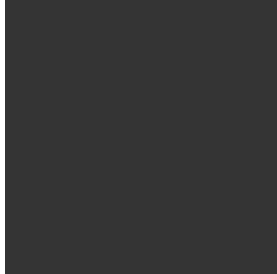
Main Colors

To be used for most purposes



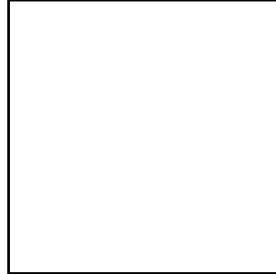
MCQST-Blue

Hex: #0083b8
RGB: 0/131/184
CMYK: 83/36/11/1
PMS: 640C



MCQST-Black

Hex: #343434
RGB: 52/52/52
CMYK: 69/59/56/65
PMS: 447C



White

Hex: #ffffff
RGB: 255/255/255
CMYK: 0/0/0/0
PMS: White

Secondary Colors

Only to be used for color-grouping, e.g. Research Units



Purple (RU: A)

Hex: #702469
RGB: 112/36/105
CMYK: 64/99/22/12
PMS: 255C



Pink (RU: B)

Hex: #CE2E77
RGB: 206/46/119
CMYK: 15/92/18/2
PMS: 7635C



Red (RU: C)

Hex: #9E2525
RGB: 158/37/37
CMYK: 25/95/85/22
PMS: 7628C



Orange (RU: D)

Hex: #D16D2A
RGB: 209/109/42
CMYK: 14/65/90/4
PMS: 7578C



Dark Green (RU: E)

Hex: #717525
RGB: 113/117/37
CMYK: 56/36/99/25
PMS: 385C



Light Green (RU: F)

Hex: #B4BC17
RGB: 180/188/23
CMYK: 37/12/99/1
PMS: 7744C



Turquoise (RU: G)

Hex: #20A097
RGB: 32/160/151
CMYK: 77/13/46/1
PMS: 7473C



Green

Hex: #6AB432
RGB: 106/180/50
CMYK: 64/0/98/0
PMS: 368C



Yellow

Hex: #CCA02E
RGB: 204/174/46
CMYK: 21/25/89/6
PMS: 7752C

Typeface / Font

MCQST Corporate Font: Avenir Next

To be used for most purposes and regular text

Standard Headline: Avenir Next Demi

Alternative Headline: Avenir Next Bold

Running Text: Avenir Next Regular

MCQST Highlight Font: Another Shabby

To be only used in headlines to highlight a certain MCQST-Program, -Measure or -Event!
Usually colored in MCQST-Blue #0083b8

Standard Headline: Avenir Next Light

Alternative Headline: Avenir Next Regular

Example:



The program offers an introduction to our experts will teach you the
Quantum Science and Technology (QST) While working on a project in
for outstanding bachelor students from all search groups you will gain h
around the globe. In a mini lecture series, rience in one of the following

Contact

For questions regarding the Corporate Design of MCQST, please contact

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