



Quantum Lending Solutions Brand Guidelines

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About These Guidelines

Purpose of this Manual

These Brand Guidelines define how Quantum lending Solutions is represented across all visual and verbal touchpoints. They exist to ensure clarity, consistency, and operational accuracy as the brand scales across products, partners, and platforms.

These guidelines are not aspirational. They document how the brand is designed to function in real-world, regulated environments where trust, precision, and repeatability are essential.

Why Consistency Matters

Quantumlends operates in high-trust financial environments where consistency is a signal of reliability and control—not a design preference.

A consistent brand:

- Reduces ambiguity for partners and stakeholders
- Reinforces confidence in systems and operations
- Ensures every interaction feels intentional and dependable

Consistency enables recognition.
Recognition builds trust.

01

About Quantum

Quantum Lending Solutions is an enterprise business lending platform designed to support the full lending lifecycle—from origination through servicing—across multiple operating models.

The platform enables banks, fintechs, and financial institutions to launch, operate, and scale lending programs using a shared, modular infrastructure built for control, visibility, and governance.

Quantum Lending Solutions operates across partner-led and direct lending models, leveraging a single technology foundation to ensure consistency, scalability, and operational integrity across products, partners, and platforms.

1.1 | Brand Architecture & Business Lines

Quantum Lending Solutions operates under a dual business model serving two distinct yet connected audiences.

A. Partner Solutions (B2B)

Quantum provides an enterprise lending platform for banks, fintechs, marketplaces, and financial institutions. Partners use Quantum to launch, operate, and scale business lending programs through integrated APIs, modular components, or fully managed programs—while maintaining control over risk, compliance, and customer ownership.

B. Direct Lending (B2C)

Quantum delivers term loans and lines of credit directly to small businesses in the United States. These offerings are designed to support real operational needs, from short-term liquidity to long-term growth, using the same platform infrastructure that powers partner programs. Together, these lines form a single ecosystem that connects institutions, technology, and small businesses through shared infrastructure and standards.

Naming System

Platform

Quantum Core

Programs

- Quantum Flex.
- Quantum Ignite.
- Named bank programs.

Modules

- Decisioning.
- Data Fabric.
- Compliance Services.
- Funding Rails.
- Servicing, Analytics.
- Partner Console.
- Borrower Portal.
- Developer Toolkit.

1.2 | Vision & Mission

Vision

The Nation's Leading Enterprise Business Lending Platform

Positioned as the trusted, go-to enterprise platform that powers growth for partners of all sizes across the country.

Frictionless Financial Products for Every Business

Delivering frictionless, transparent, and accessible financial solutions that empower end users to focus on running and scaling their businesses.

\$1B+ in Capital Deployed Annually

Driving economic impact by providing over a billion dollars in funding each year to fuel innovation, expansion, and success for businesses nationwide.

AI-Driven Business Tools at Scale

Equipping employees and partners with cutting-edge AI-powered tools that unlock efficiency, insight, and smarter decision-making at every level.

Mission

To empower financial institutions, fintechs, and marketplaces with technology and data-driven tools that enable faster, smarter, and more responsible business lending—helping every small business access the capital it needs to grow.

The Role of Visual Identity

Quantum's visual identity functions as an extension of the product. It communicates trust, maturity, and operational discipline before a single interaction occurs.

When using these Brand Guidelines, design decisions should prioritize clarity, structure, and consistency over expression or decoration.

We should communicate:

- Institutional trust.
- Consumer confidence.
- Internal clarity & performance.
- Tech-focus approach.

02 | Logo

Primary Logo (Horizontal Lockup)

This is the only primary logo for Quantum Lending Solutions.

The horizontal lockup combines the brand mark with the full company name and must be used in all primary brand applications, including one-pagers, decks, websites, and marketing communications.

Use this logo whenever space and contrast allow.

*The Quantum Lending Solutions logo is provided in a limited set of approved configurations to ensure consistency and legibility across all applications. Only the variants shown in this chapter may be used.



2.1 | Logo Variants

Brand Mark

It may be used only in constrained or repetitive contexts where the full logo is not practical, such as:

- Product interfaces.
- Favicons and social avatars.
- Background watermark (very low contrast).
- Supporting graphic elements.
- Decks footer or corner on internal slides.

The brand mark must not be used as a standalone identifier in primary brand communications.



2.1.1 | Logo Variants

Expression Mark

The gradient stroke version of the Quantum Lending Solutions logo is a secondary expression mark. It is designed for brand-building, digital-first moments where the logo **functions as part of the experience, not solely as an identifier** to reinforce a premium, enterprise technology signal while maintaining brand recognition.

Intended Use

The gradient stroke version of the Quantum Lending Solutions logo is a secondary expression mark. It is designed for brand-building, digital-first moments where the logo functions as part of the experience, not solely as an identifier.

Approved use cases include:

- Digital hero moments on the website or product landing pages
- Platform and product launches
- Keynote openers, chapter dividers, and closing slides
- Motion assets such as brand films, trailers, and logo stingers
- Dark-mode environments where enhanced contrast and dimensionality are required

In these contexts, the gradient stroke



2.2 | Logo Clear Space

A minimum clear space must surround the logo at all times to preserve legibility and brand integrity.

When scaling the logo, the clear space must scale proportionally and never fall below the minimum defined.

Digital



Print



2.3 | Logo Minimum Size

A minimum clear space must surround the logo at all times to preserve legibility and brand integrity.

When scaling the logo, the clear space must scale proportionally and never fall below the minimum defined.



Digital

Minimum height: 28 px

Print

Minimum height: 7 mm



Digital

Minimum height: 20px

Print

Minimum height: 5 mm

Digital

Minimum height: 72px

Print

Minimum height: 19 mm

2.4 | Logo Minimum Size



Digital
Minimum height: 28 px

Print
Minimum height: 7 mm



Digital
Minimum height: 20px

Print
Minimum height: 5 mm



Digital
Minimum height: 72px

Print
Minimum height: 19 mm

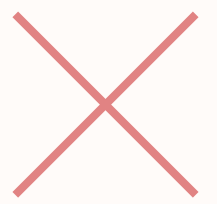
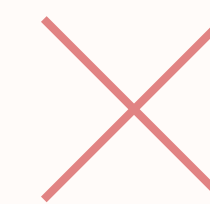


2.5 | Logo Background usage & contrast

The logo must maintain sufficient contrast and clarity against its background at all times.

*

Allowed Backgrounds



*



2.6 | Logo Color Variants

The Quantum Lending Solutions logo is available in a limited set of approved color versions. Use the version that provides the highest contrast and legibility for the given background.



2.6 | Logo Incorrect usage

Flipping or altering in any way



Adding opacity over any background



Placing over low contrast imagery even in plain color



Use over altered gradient



Rotate



Change color



Using it as a decorative element and/or with graphic elements



2.6 | Logo Product lines

Same background, safe zones and incorrect usage rules as main logo should apply to all logos.



03

Color palette

*Main colors are provided in a limited set of approved configurations to ensure consistency and legibility across all applications. Only the variants shown in this chapter and the UI tokens, may be used.

Core brand

Main colors



Foundation

080C16

A deep, near-black navy that anchors the brand with strength and authority.

Used primarily for page backgrounds, it provides a stable, sophisticated base that enhances contrast, reinforces trust, and allows key interface elements and accents to stand out with clarity.



Precision

21386F

A royal blue that embodies accuracy, intelligence, and disciplined execution.

Used for primary calls to action and as the base for strategic gradients, it signals confidence and reinforces Quantum’s enterprise-grade reliability.

Accent colors



Assure

8DB1FF

A refined electric blue that brings clarity and tech sophistication. Used as the primary accent for dividers, card borders, and decorative elements, as a subtle neon edge that enhances structure, and adds a modern, high-precision finish to the brand.



Surge

EE482C

A bold, high-energy red-orange that represents momentum, and forward movement. Used as the primary logo color and as a key accent mainly on light backgrounds, it captures attention, signals progress, and injects dynamic intensity.

Neutral colors



Lucent

FFFFFF

A clean white that balances with lightness and clarity. Used primarily as a background for light interfaces, it creates openness, enhances readability, and allows structural and accent colors to stand out with refined contrast.

3.1 | Color palette

Product lines

The Core, Flex, and Ignite colorways are reserved exclusively for their respective product line pages and logos. These colors serve as distinct identifiers within the product architecture and should not be used across the broader brand system. Limiting their application ensures visual clarity, maintains system cohesion, and preserves the strategic hierarchy of the master brand palette.

Product lines



Core

5BC3F6

A structured, high-clarity blue that represents stability and integration at scale. Core's color signals trust, architectural strength, and the reliability required to power fully integrated lending experiences.



Flex

49AD9A

A modern teal that reflects adaptability and modular intelligence. Flex's tone conveys configurability and operational fluidity, reinforcing its role as a customizable layer within complex lending ecosystems.



Ignite

E273F1

A vibrant violet that embodies activation and forward momentum. Ignite's color expresses innovation and immediacy, supporting its plug-and-play nature and fully managed delivery model.



Defense

F58C35

A vibrant violet that embodies activation and forward momentum. Ignite's color expresses innovation and immediacy, supporting its plug-and-play nature and fully managed delivery model.



Decisioning

A07FF6

A vibrant violet that embodies activation and forward momentum. Ignite's color expresses innovation and immediacy, supporting its plug-and-play nature and fully managed delivery model.

04 | Texture Gradients

Description

Our gradients represent the convergence of capital, technology, and momentum. Built from the interaction of Foundation, Precision, Assure, and Surge, they create a sense of depth, intelligence, and controlled energy within the brand environment.

Usage

These gradients are used to introduce dimension and atmosphere across key brand moments: Hero sections, product transitions, deck slides, and high-impact communications. Not to be used as text fill when complex information or interactions are happening.

- Use primarily on dark backgrounds (Foundation-based).
- Maintain soft blending, avoid sharp transitions.
- **Do not use as UI component fills (buttons, cards, etc.).**
- **Do not use on light backgrounds.**
- Reserve for brand-level storytelling moments.
- Keep text over gradient highly legible.

Behavior

Gradients should feel diffused, immersive, and directional, ever harsh or overly saturated. They are designed to serve as a light touch within dark environments, where the blue tones are predominant and orange

Construction Guidelines

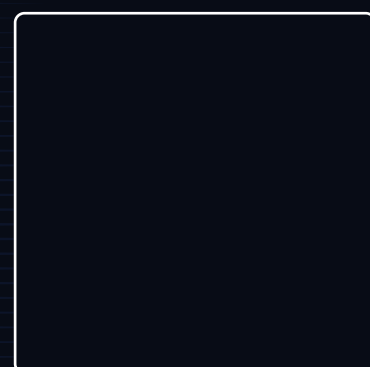
- Build using 2–4 brand colors (typically Foundation as base, with Surge, Precision, or Assure as light sources).
- Use radial gradients with high blur values.
- Avoid hard edges or visible banding.
- Maintain low to medium saturation intensity.
- Preserve dark dominance (Foundation should remain visually primary).

3.3

Color palette Texture Gradients

Gradient Navy

Blur: 280



Main colors

Our gradients represent the convergence of capital, technology, and momentum. Built from the interaction of Foundation, Precision, Assure, and Surge, they create a sense of depth, intelligence, and controlled energy within the brand environment.

Product Lines texture

Play with deployment models and stand alone modules scales, by always ending the gradient on the dark surface or lucent for white mode. Do not combine product lines colors unless there is the exception of an deployment model combination for example (Flex + Ignite).

Textures and legibility

Textures support the composition; they never compete with it. Keep them subtle enough to read as a surface rather than a graphic element, but present enough to be perceptible. Avoid applying texture at an opacity so low that it disappears in print or on screen, and avoid brightness or density levels that reduce the contrast of any copy placed above them. When in doubt, the text wins: reduce the texture, not the type.

04 | Typography

DM Sans

Description

Our entire typographic system is built around a single, versatile type family:

Large titles

Minimum weight: Light
Maximum weight: Regular

Medium titles

Minimum weight: Regular
Maximum weight: Semi-Bold

Do’s

- Keep line spacing open, avoid cramped.
- text blocks.
- Use consistent accesible type scale.
- Use only approved weights.
- When in figma use predetermined styles and tokens. and try to keep consistency for other platforms like google slides.

Dont’s

- Use all caps for full words, quotes or titles.
- text blocks.
- Over-condense or stretch letter spacing.

Body/Paragraph

X-(xs)	X-Small (xsm)	Small SM	Medium (md)	Large (md)
xsm Bold	xsm Bold	sm SemiBold	md SemiBold	lg Bold
xsm Medium	xsm Medium	sm Regular	md Regular	lg Semibold
xsm Light	xsm Light	sm Light	md Extralight	lg Regular
<u>xsm</u> Medium Underline	<u>xsm</u> Medium Underline	<u>sm</u> Regular Underline	<u>md</u> Regular Underline	lg Light
				lg Extralight
				lg Regular Underline

05 | Supporting graphic elements

A



Usage

used as a complement, not main visual focus, to add rhythm, dynamism, direct eye focus and balance big spaces.

B



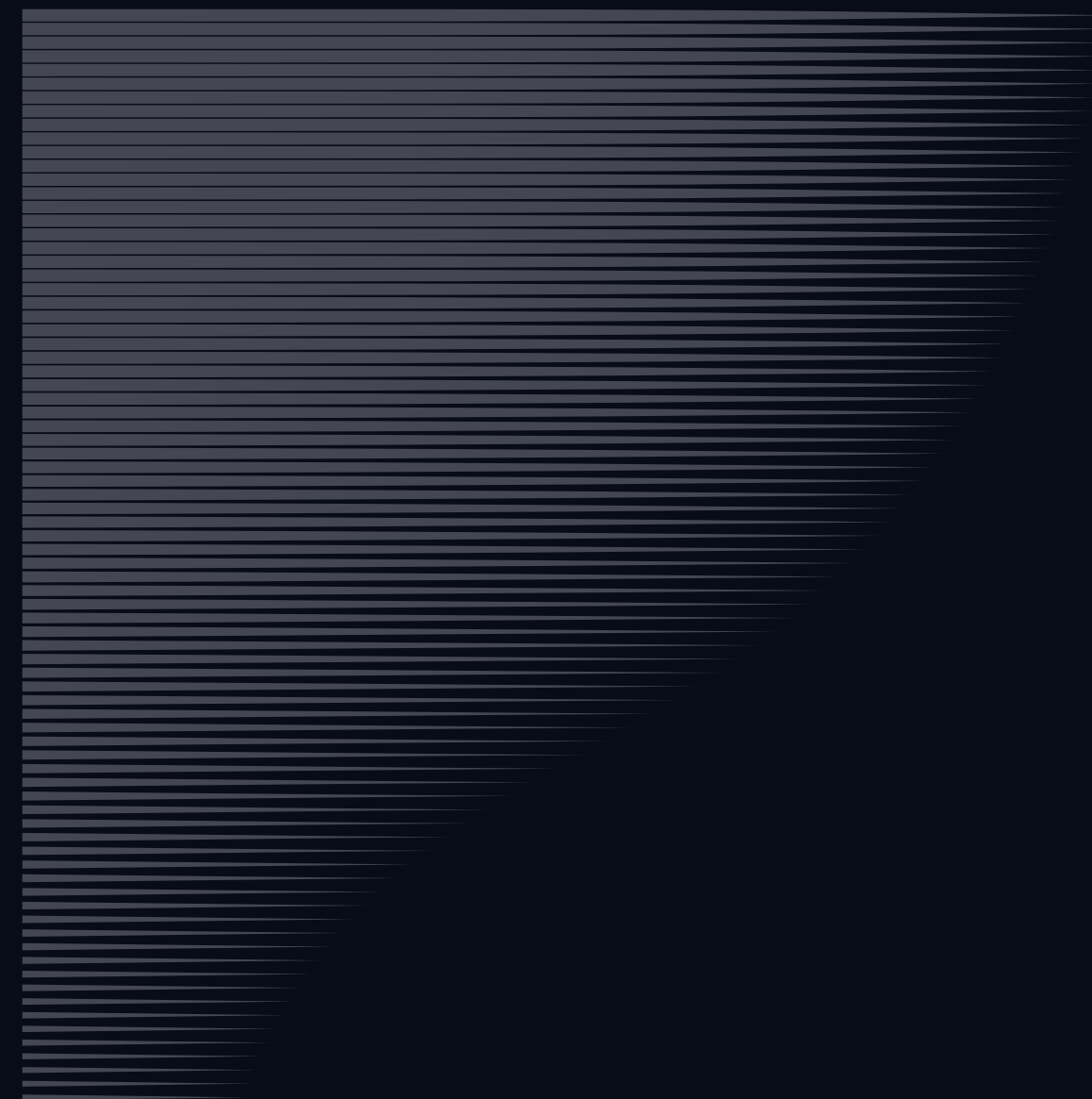
Usage

used as a complement, not main visual focus, to add rhythm, dynamism, direct eye focus and balance big spaces. Can also be used over dark or light mode as a subtle background texture, to emphasize a section.

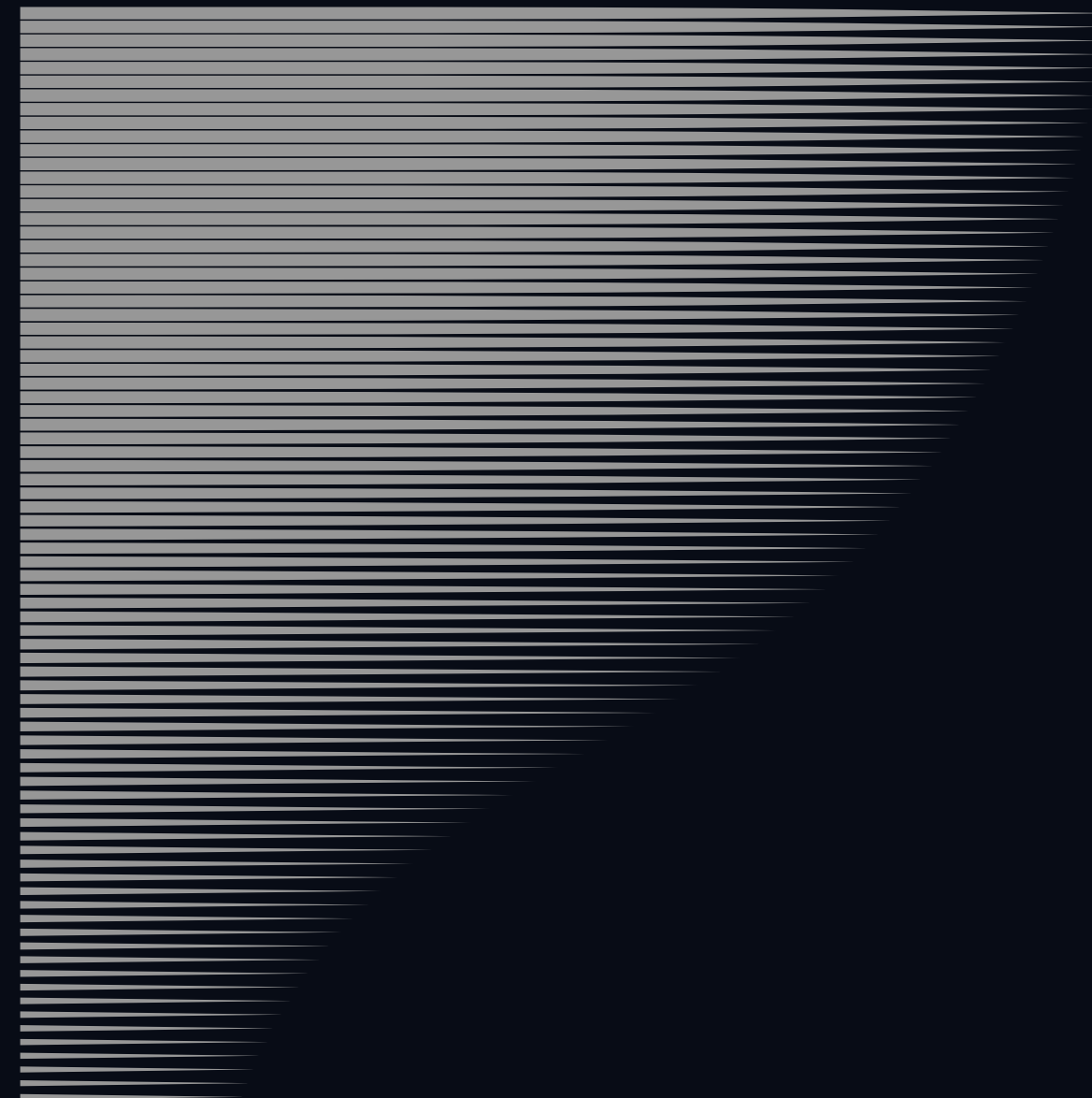
Do not over scale the texture.

05 | Supporting graphic elements

C



D



Usage

used as a complement, not main visual focus, to add rhythm, dynamism, direct eye focus and balance big spaces. Can also be used over dark or light mode as a subtle background texture, to emphasize a section.

Do not over scale the texture.

06 | Iconography

Design Principles



Precision's

Clean geometry and consistent stroke weight.

Line weight

0.8 on grid basis (20px)



Clarity

Instantly recognizable at small sizes.



Restraint

Minimal detail, no unnecessary decoration.

48px



48px

Consistency

Unified proportions. Always make sure your icons fit in a proportional square



Function First

Icons support content, never compete with it.

Corner radius

0

Line caps & joins

Line caps: Round

Joints: Square

Grid System

Built-in 20px x 20px grid

Spacing

Keep a minimum of 8px of safe space

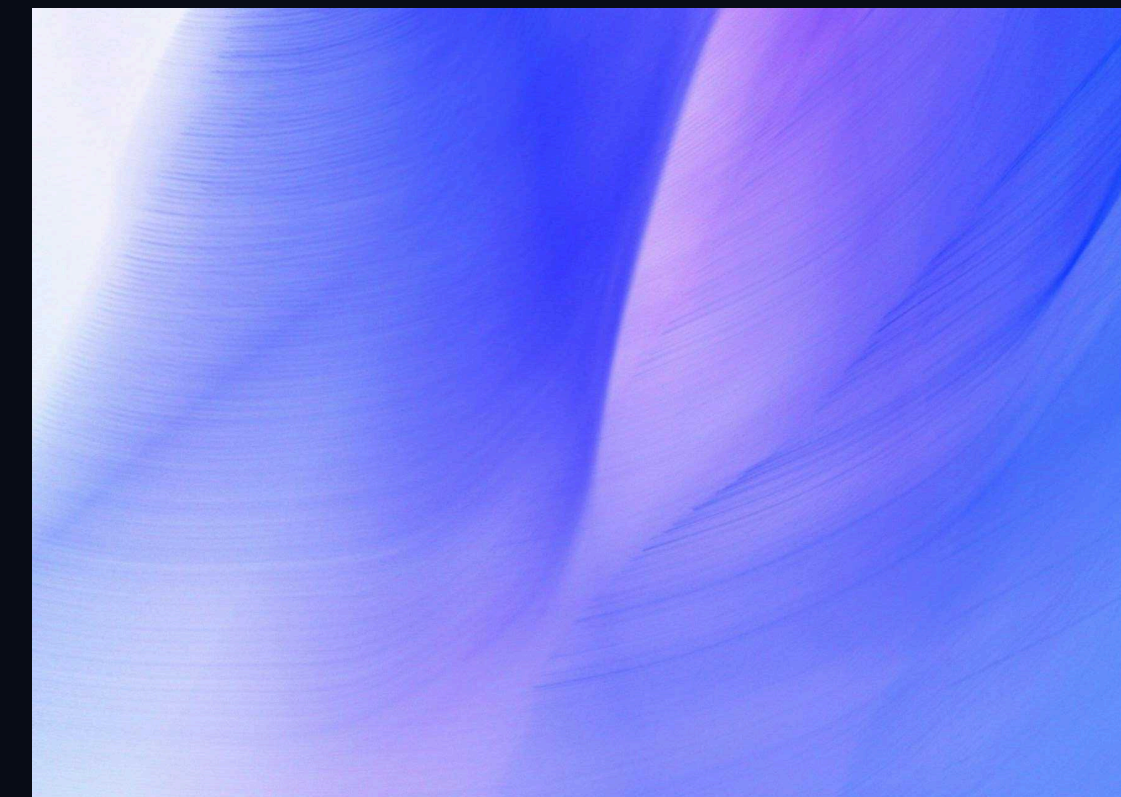
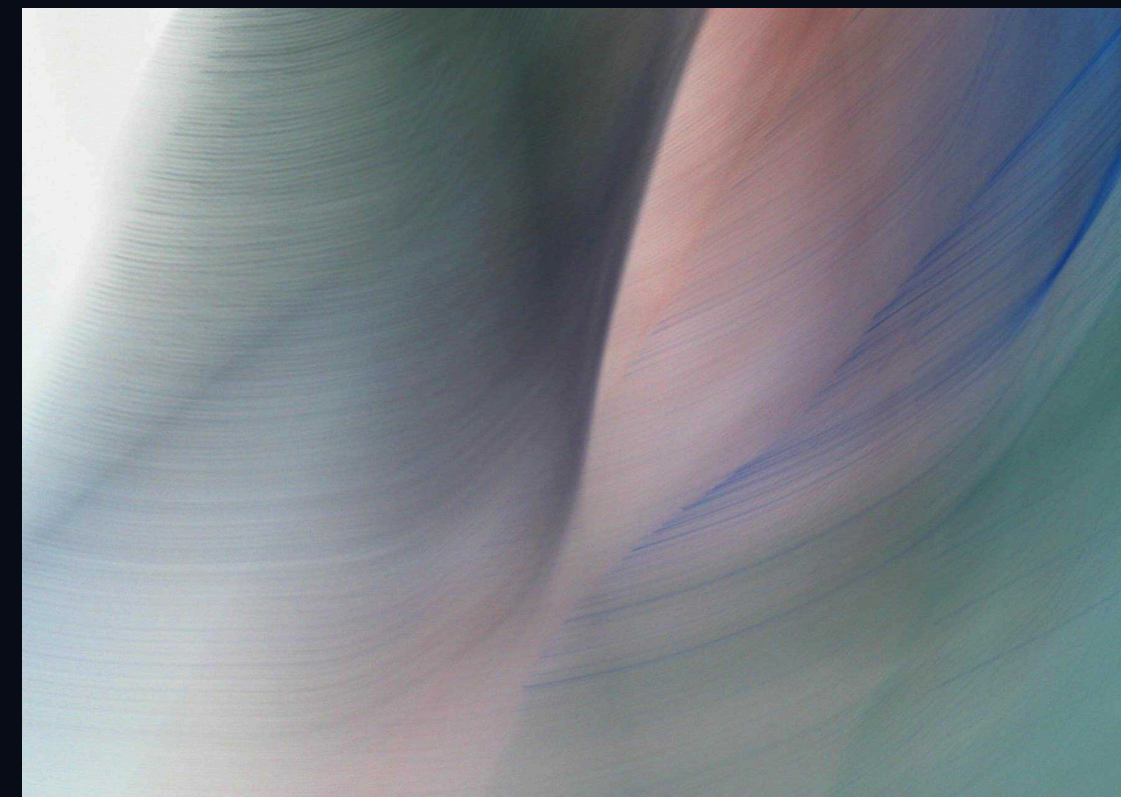
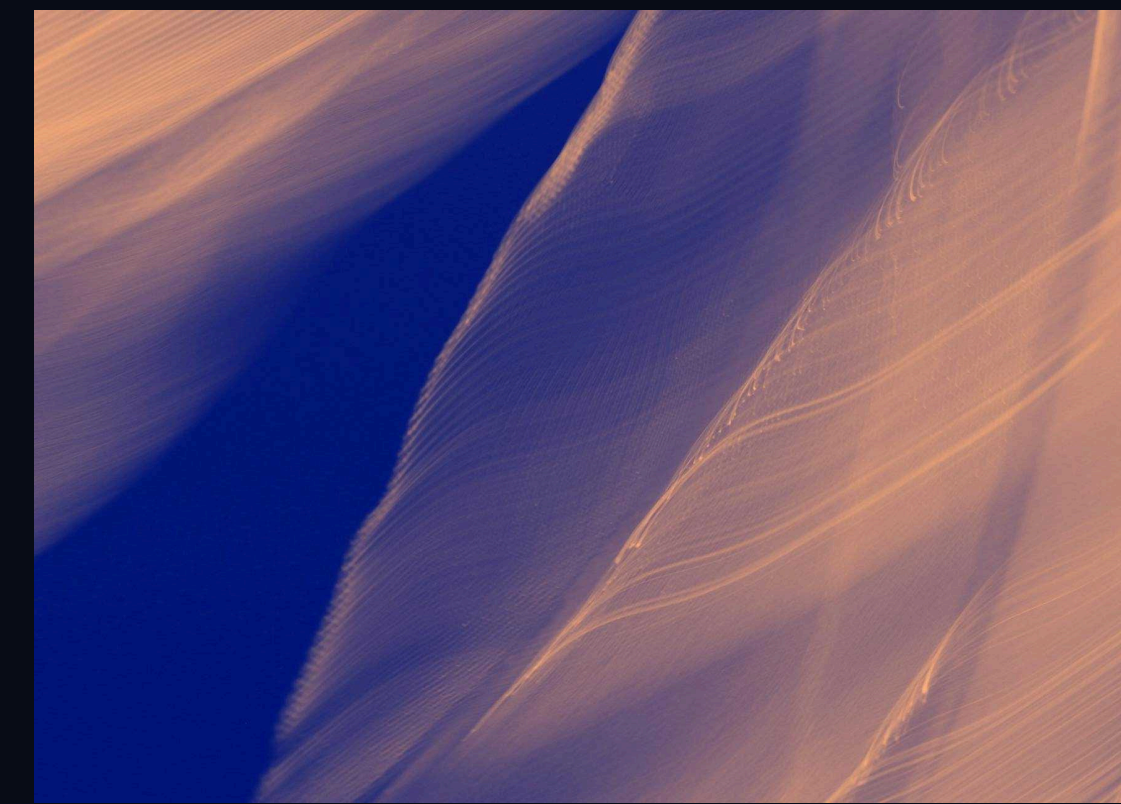
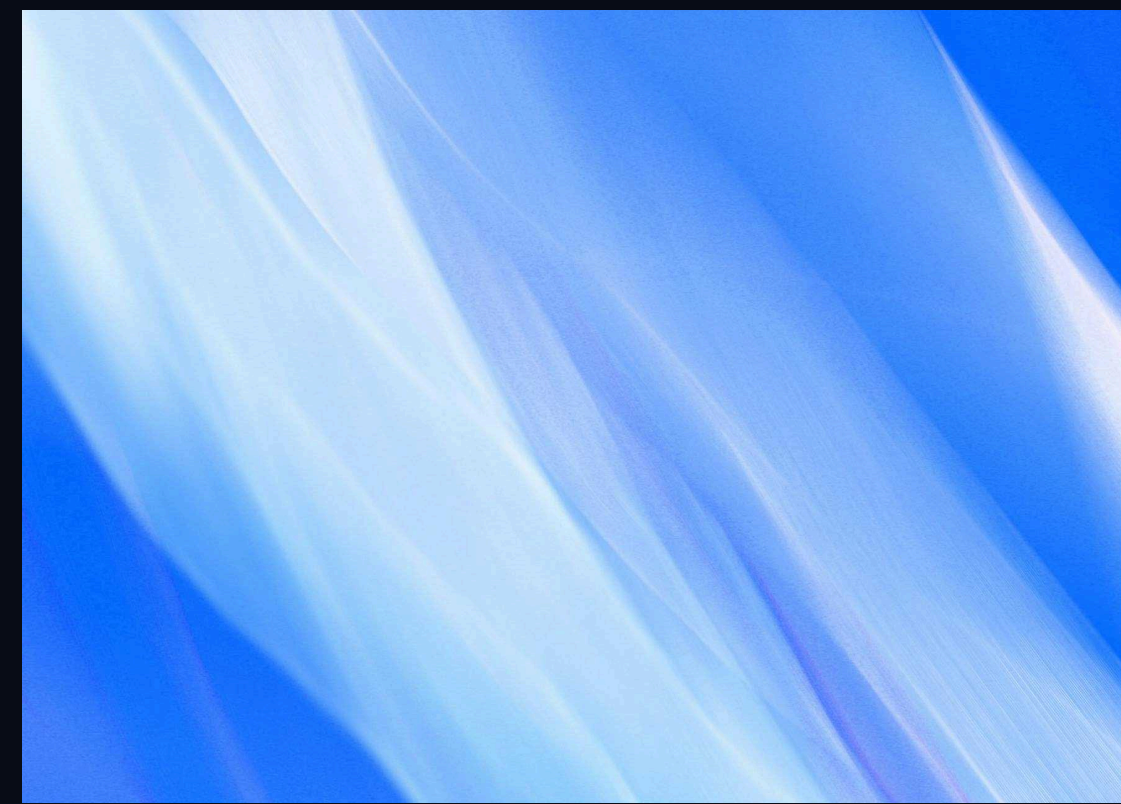
Dont's

- Do not use gradients inside stroke.
- Do not alter style by creating parts with fill. Pure outline is always primary.
- Do not use drop shadows

07 | Imagery

Practical abstract organic textures

Product support, eye
refresher, color pop



08 | Brand Governance

Ownership

The marketing maintains and evolves this system. All deviations must be reviewed and approved prior to implementation, by Marketing Manager and Visual Systems Lead.

Scope

These guidelines apply across marketing, product marketing, sales materials, investor communications, events, and external partnerships. Product UI behavior is governed within the Design System.

Hierarchy Protection

- Core brand palette takes precedence.
- Product line colors are restricted to product-specific contexts.
- Gradients are reserved for brand-level moments.
- No unofficial extensions of the color system are permitted.