SEALSQ
Graphic Guidelines

INTRODUCTION

Securing the Quantum Era.

This book defines the SEALSQ identity: who we are, what we offer and how we show it. In October 2026 the identity evolved, with a new mark that joins a secure chip to the Q of quantum, and a new tagline, Quantum Security. Use this book to keep every expression of SEALSQ consistent, credible and easy to recognise.

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WHO WE ARE

We build hardware-based security for a quantum resilient future. A fabless semiconductor company with 25 years of expertise, we design the chips, certificates and trusted services that make connected products and critical infrastructure trustworthy.
In quantum, we acquire companies and build technical partnerships to bring quantum capabilities into our offer.



Nasdaq: LAES
part of the Swiss WISeKey cybersecurity group

1.7 billion+
secure chips shipped, with the legacy of INSIDE Secure and Atmel

118
security-related patents

About 200
people, mostly in R&D

WHAT WE DO

End-to-end, Quantum-proof security.

We design and provide secure chips, the certificates and keys that serve as their identities, and the tools and services to issue, provision and manage them. So that every chip, key and certificate can be trusted, today and in the post-quantum era.



- **Quantum computing**
  SEALQuantum, our quantum business: combining strategic acquisitions and partnerships with companies such as Miraex, Quobly, ColibriTD and EeroQ.
- **Personalisation & test**
  Chips tested and personalized with identities and data in a certified, trusted environment, from factory to field.
- **Root of Trust & PKI**
  Post-quantum Root of Trust and PKI services for secure device identities.
- **Secure semiconductors & ASIC design**
  Secure microcontrollers, post-quantum chips and custom ASICs, including QASIC.

HOW WE SPEAK

Clear, precise, proven.

Our voice reflects our products: engineered, tested and trustworthy. We write for engineers, buyers and investors in the same plain language.

- **Precise**
  Facts with their dates and sources. Certification status exactly as published.
- **Plain**
  Short sentences, one idea at a time. Explain the threat without drama.
- **Proven**
  Proof over adjectives: certified, tested, shipped. Show the real product.
- **Grounded**
  Real markets and use cases: smart energy, automotive, medical, industry and defense.

Write our names exactly as: SEALSQ - SEALQuantum - QS7001 - QVault TPM - VaultIC408 - VaultIC409 - QASIC - INeS - IC'Alps - WISeKey

THE LOGO

Our primary logo.

The SEALSQ logo combines a technological logotype evoking the letter "Q" for quantum with the spelling of the SEALSQ brand name, which stands for SEAL Semiconductor & Quantum. This is the master version; use it first and use it most.



CONSTRUCTION

Anatomy of the mark.



Symbol

The "Q" for "quantum" is constructed as an isometric cube, serving as both a secure vault and a quantum network. Its geometric, single-line forms evoke electronics and precision. It symbolizes quantum protection. It can function as an app icon or a product logo.

CONSTRUCTION

Structure of the mark.





LOGO LOCKUPS

One logo, four lockups.

Choose the lockup that fits the space. The horizontal master is the default; the others exist for narrow, square or minimal contexts. Never rebuild a lockup, use the supplied files.



Horizontal

Default. Headers, websites, documents, signatures.



Vertical

Square and centred spaces, social avatars, stamps.



Wordmark

When the symbol appears elsewhere, or at small sizes.



Symbol

App icons, favicons, product marking, patterns.

COLOUR VERSIONS

Full colour, and when not.

Use the full-colour logo wherever production allows. For single-colour print, engraving or low contrast situations, use the solid ink or reversed white versions, never a recoloured gradient.



Full colour

On white & light neutrals



Reversed

On ink & dark backgrounds



Solid ink

One-colour print

CLEAR SPACE & MINIMUM SIZE

Give the logo room.

Protect the logo with clear space equal to the height of the symbol S on all sides. Keep other elements, type and edges out of this zone.



MINIMUM CLEAR SPACE = S (HEIGHT OF SYMBOL)

Minimum sizes

Below these, the descriptor becomes illegible switch to the wordmark or symbol lockup.

DIGITAL

120 px wide (full lockup)

PRINT

24 mm wide (full lockup) · 8 mm symbol

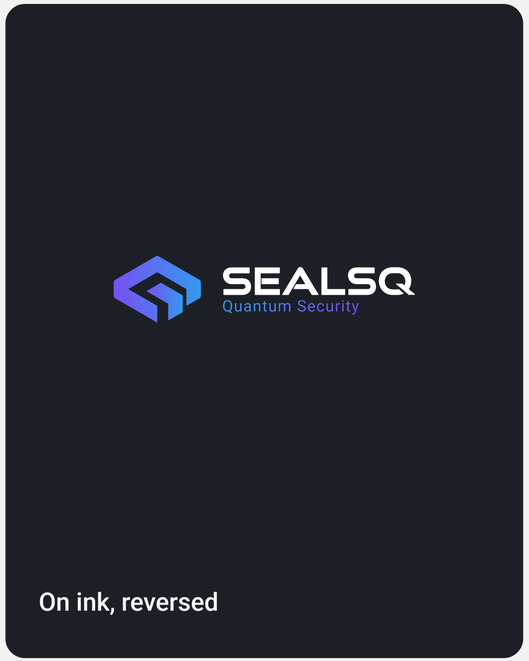
LOGO ON BACKGROUNDS

Keep contrast high.

Always preserve legibility. Use full colour on white and light neutrals, the reversed logo on ink and the brand gradient, and only place the logo on calm, dark areas of imagery.



On white, preferred



On ink, reversed



On brand gradient, reversed



On calm, dark imagery

LOGO MISUSE

Never do this.

The logo is a fixed asset. These are the most common violations, each one weakens recognition and trust.
When in doubt, use the master artwork unchanged.



Don't stretch or distort



Don't recolour the logo



Don't rotate or tilt



Don't add effects or shadows



Don't rearrange the elements



Don't place on low contrast

THE GRADIENT

The signature gradient.

Blue to Violet, applied diagonally. It is the most recognisable element of the system, the colour of the mark itself. Use it for hero surfaces, accents and key graphics, full strength, never faded or re-angled at random.



#339AF0 Blue

#5675F1 Indigo

#7950F2 Violet

COLOUR SYSTEM

The full palette.

The gradient consists of four hues, ranging from semiconductor blue to quantum violet. Each hue includes a darker shade for depth and contrast, as well as a light shade for backgrounds and surfaces.

#339AF0 BASE R 51 G 154 B 240	**#4686F0** BASE R 70 G 134 B 240	**#6565F1** BASE R 101 G 101 B 241	**#7950F2** BASE R 121 G 80 B 242
#246CA8 SHADE R 36 G 108 B 168	**#315EA8** SHADE R 49 G 94 B 168	**#4747A9** SHADE R 71 G 71 B 169	**#5538A9** SHADE R 85 G 56 B 169
#89C4F6 LIGHT R 137 G 196 B 246	**#94B9F6** LIGHT R 148 G 185 B 246	**#A6A6F7** LIGHT R 166 G 166 B 247	**#B19AF7** LIGHT R 177 G 154 B 247
#EBF5FE TINT R 235 G 245 B 254	**#EDF3FE** TINT R 237 G 243 B 254	**#F0F0FE** TINT R 240 G 240 B 254	**#F0F0FE** R 240 G 240 B 254

TYPOGRAPHY

Roboto, with intent.

Roboto is our single typeface open, neutral and engineered. We use a tight set of weights to build a clear hierarchy: Black for display, Medium for structure, Light and Regular for reading.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 + & % @ # ( ) /

Roboto

Sealsq	**Sealsq**	**Sealsq**	Sealsq	Sealsq
BLACK	BOLD	MEDIUM	REGULAR	LIGHT

PRIMARY TYPEFACE · GOOGLE FONTS · OPEN LICENCE

Type scale

Securing the quantum era
Display · 72/76

Securing the quantum era
Headline · 46/52

Securing the quantum era
Subhead · 26/34

Securing the quantum era
Body · 20/31

Securing the quantum era
Caption · 14/20

Securing the quantum era
Label · 13/16

Quantum Security