

Branding guidelines: OQI-supported and inspired activities

The Open Quantum Initiative (OQI) supports activities—such as regional events, hackathons and the playing of the Quantum Diplomacy Game—that align with its mission of advancing quantum computing through open collaboration, education, and innovation. These branding guidelines establish a consistent identity for events officially supported by OQI and those inspired by OQI.

OQI-supported activities

OQI supported activities – including regional events, hackathons and the playing of the Quantum Diplomacy Game – receive active involvement and support from OQI.

For OQI-supported activities, an agreement on collaboration will be established between OQI and the host institute, specifying the terms and conditions of the collaboration.

Branding guideline OQI-supported activities	
Naming convention	Hackathons No convention in naming, just make sure the tagline is visible on website and documents. Tagline: In collaboration with OQI to foster global quantum computing talents. Quantum Diplomacy Game The Quantum Diplomacy Game should always be referred to simply as “Quantum Diplomacy Game”.
Logo usage	Hackathons can use the CERN/OQI logo. Quantum Diplomacy Game must use the official OQI logo.

Website and social media	All OQI-supported activities OQI-supported activities must include clear OQI branding, including an official description of OQI, and links to the OQI website and LinkedIn. Hackathons To include after OQI's description : OQI's Hackathon in a Box provides a step-by-step guide, containing free, open-access resources to organise a quantum computing hackathon for the SDGs. Quantum Diplomacy Game OQI-supported Quantum Diplomacy Games must include the Quantum Diplomacy Game logo and a link to the Quantum Diplomacy Game page on the OQI website.
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