

Graphic Standard Guidelines

02.03.03

QSCTM

QSC Graphic Identification Principles

For an identification program to be successful, it must generate instantaneous and positive public recognition of the company and the products it manufactures.

A core requirement, then, is an identifying mark that is both graphically powerful and memorable. The QSC logo, as it appears on this page, was designed to meet these requirements.

A second requirement, no less important, is that this logo be applied in a consistent manner wherever it is used – on products, in sales literature and in general advertising. When applied in a proper and consistent manner, such continuity will produce a relationship between the logo and the company so cohesive that the presence of the logo alone will evoke an identical sense of quality and prestige as the products themselves.

Appropriate applications of a company logo are a challenge to define, since the ways in which it will likely be used may be virtually limitless. Therefore, it

is imperative that the company must actively encourage the use of those applications that exhibit the QSC logo at its utmost graphic strength in order to produce the desired cognitive associations. Any treatments of the logo that divert or weaken its effectiveness must be discouraged.

The letter block itself is a proprietary design that may only be reproduced photographically. It may not be constructed, approximated, or altered in any way – without exception. Substitution of standard typefaces or any other lettering is unacceptable for reproduction.

This QSC logo style guide was created to establish reasonable application guidelines and to make available a collection of convenient standards against which any new applications of the logo may be evaluated. The goal of this document is to provide enough flexibility for designers to retain a significant degree of creative choice when working with the logo, while still retaining the corporate objective of consistent identification.



Primary Signature

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The QSC Audio identity consists of a specially designed logotype and trademark sign (signature). The signature presents the QSC name in a precise, open and stylish typeface suggesting that we are a flexible, forward looking company committed to quality and service. Relationship and position are fixed.

There are two versions of the QSC signature. One with a trademark sign TM and one without. The trademark is an integral component of the signature in most cases; its size and proportion are fixed:

Example A:

The TM is half of X. When used on print materials, this version of the logo should be used at all times. However, an exception is made to delete the TM when the logo is used on a small scale and the TM is not legible.

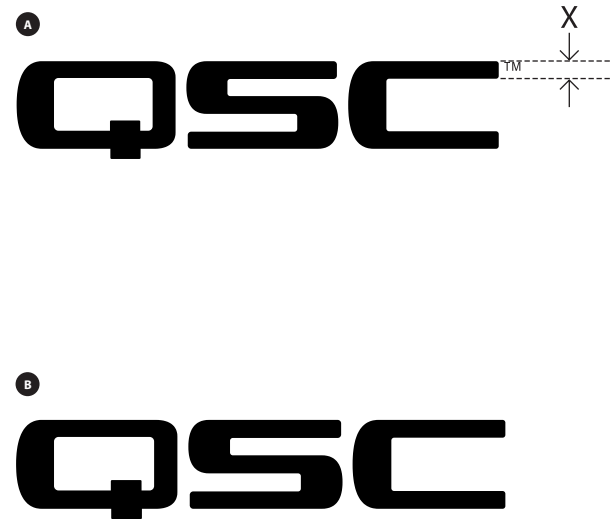
Example B:

The TM is deleted. When used on products, this version of the logo should be used at all times.

The primary logotype is the “face” of QSC Audio in all environments and should appear prominently and clearly legible on all branded products, print materials, environmental and electronic media.

The identity is unique to any media and should appear only once on each distinguishable product, printed piece, building, or web page. Redundant applications must be avoided whenever possible.

Always reproduce the QSC signature from supplied digital file or artwork.

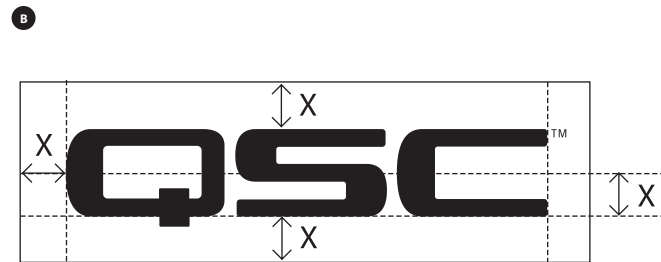


Clearspace Requirements

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Clearspace requirements allow the QSC Audio signature to stand alone and uncluttered by surrounding text and other graphic elements.

However, an exception is made when used with QSC's corporate tagline. (page 8)



Signature Colors

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To reinforce the QSC Audio brand, use color consistently in all applications. The three colors for the QSC identity, Black, QSC Grey (Pantone Cool Gray 4C, or 20% Black) and QSC blue (Pantone 300), build the foundation of the QSC color palette.

Always use the QSC colors when displaying a full-color signature.

A colored QSC signature must always be used on a white background unless it is reversed out.

Note: These pages have been output on a digital press or its equivalent. Do not use the colors printed in this document for color matching.

A

The QSC logo is rendered in a bold, black, sans-serif typeface. The letter 'Q' features a small square notch at its bottom center. A trademark symbol (TM) is positioned at the top right of the 'C'.

B

The QSC logo is rendered in a light grey, sans-serif typeface. The letter 'Q' features a small square notch at its bottom center. A trademark symbol (TM) is positioned at the top right of the 'C'.

C

The QSC logo is rendered in a vibrant blue, sans-serif typeface. The letter 'Q' features a small square notch at its bottom center. A trademark symbol (TM) is positioned at the top right of the 'C'.

Reversed Out Reproduction

Reversed Out Reproduction

These examples show the recommended usage of the signature in different environments.

Display the signature in color whenever possible. If color reproduction is not feasible, choose a solution that will create optimum contrast between the signature and its environment.

In situations that require the signature to be displayed on a color field, a white, or metal-finish reversed version should be used.

If only monochrome reproduction is possible, use the black and white version that is appropriate for the grey scale or line art.

A



B



C



Tagline Configuration

HEAR THE POWER OF TECHNOLOGY.

The Tagline

Our official tag line "Hear the Power of Technology" when used should be in the Myriad Bold font. There are two versions of the QSC tagline. One for horizontal usage and the other for vertical usage.

When combined with the logo, the tagline should be horizontally aligned with the QSC logo. The space between the logo and the tagline should be the height of X.

**HEAR_{THE}
POWER_{OF}
TECHNOLOGY.**



Partnerships and Co-branding

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When the QSC Audio signature appears in conjunction (on a proposal, for example), follow these rules concerning position, proportion and distance to create a consistent appearance and the appropriate visual prominence for the QSC signature.

Both signatures are always positioned on the same baseline.

The minimum distance between the signatures equals the height of the QSC logotype.

Whenever the QSC logotype is associated with that of a partner, a black hairline rule separates the two signatures, halfway between them. The rule extends from the top of the QSC logotype to its baseline.



Incorrect Usage



NEVER add to the mark. Never create confusion to the mark.



NEVER change the color of the logo. QSC's corporate logo is Pantone 300



NEVER horizontally scale the logo.



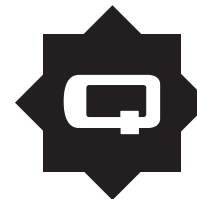
NEVER rotate logo.



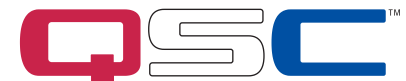
NEVER add text to the logo or otherwise violate the clear space.



NEVER use a signature against a background that will not allow for sufficient contrast.



NEVER use the Q in odd shapes.



NEVER create a multicolor or textured signature.



NEVER attach words or other elements to the signature.



NEVER vertically scale the logo.



NEVER violate the clear space.



NEVER stack the letters.

Correct Usage



ALWAYS use the correct QSC color
pantone 300.



ALWAYS use the correct QSC color
black.



ALWAYS use the correct QSC color
Pantone Cool Gray 4C, or 20% Black.



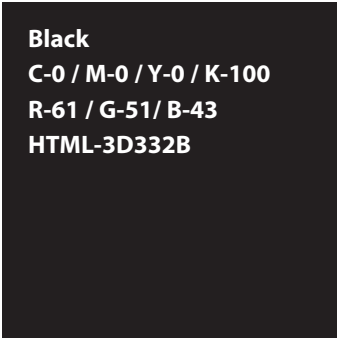
ALWAYS use the correct QSC color
white.

Primary Color Palette

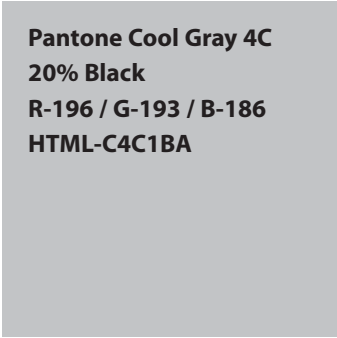
Primary Color Palette

The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards.

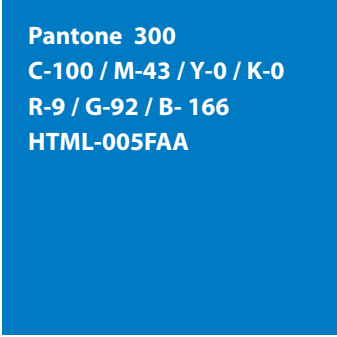
PANTONE® is a registered trademark of Pantone Inc.



Black
C-0 / M-0 / Y-0 / K-100
R-61 / G-51 / B-43
HTML-3D332B



**Pantone Cool Gray 4C
20% Black**
R-196 / G-193 / B-186
HTML-C4C1BA



Pantone 300
C-100 / M-43 / Y-0 / K-0
R-9 / G-92 / B- 166
HTML-005FAA