



Q-SYS™

Brand Guidelines v1 | July 2022

This brand style guide offers all of us an opportunity to embrace and celebrate the essence of the Q-SYS Brand in words and images. Consider this guide to be your playbook.

As a steward of the Q-SYS Brand, your mission is to help us achieve consistency across all customer touch points — both internally and externally. In doing so, we set ourselves up to create an instantly recognizable, iconic Brand and position us to fulfill our Vision to become the most respected and trusted innovator of audio, video and control technologies worldwide.

Please use this brand style guide to apply our voice, tone, personality, look and feel to a variety of channels, all with the goal of maintaining steadfast consistency. We ask that you embrace this guide's value; become familiar with it; and help us protect our Brand.

Thank you for taking part in this exciting Brand journey with us. With your partnership, together, we're building something wonderful. We're glad to have you alongside on the ride.

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[QSC Brand Center](#)

Get the latest version of this document plus other brand assets. (Q-SYS employee credentials required).

Chapter One

Voice & Tone

Welcome to Smart AV.

Collaboration spaces and universities. Hotels and and stadiums. Theme parks and cinemas. Feel the emotion in someone's voice, the energy of the crowd, the passion in the music.

Q-SYS is the glue that connects systems, technologies and people. We've always set our sights on empowering people with the technologies, solutions and support that give them the confidence to make impactful connections and deliver memorable experiences.

We are a leading multinational innovator of audio, video and control solutions with R&D, manufacturing, sales, marketing, support and operations teams. The Q-SYS Platform and the Q-SYS Partner Ecosystem unite hardware and software partners, developers and creators from around the globe.

Why does the Q-SYS brand exist?

Our Brand Foundation:

We empower people to create impactful connections and memorable experiences with our innovative technology and exceptional support.

Our Brand Vision:

To become the most respected and trusted stewards for innovation when it comes to audio, video and control technologies worldwide.

Our Brand Mission:

We are committed to delivering innovative audio, video and control solutions and industry-leading support that empowers individuals and organizations to confidently create impactful connections and memorable experiences.

Our Brand Personality

Innovative

We live for the “Why didn’t I think of that?” moment. The unexpected solution. The flash of inspiration.

Nimble

We operate our development and our business at the pace of innovation.

Smart

We’re curious, creative people who are driven by a desire to make things better.

Partner

We believe that when we work together, we can accomplish great things.

Authentic

We really care. We pride ourselves on being honest and authentic in all of our conversations and reliable in our actions.

Trustworthy

We know that trust is earned. So we listen to understand, speak honestly and deliver our commitments.

Empathetic

We care about the products we create, the work we do and the people around us.

Problem-solver

We don’t sell products. We solve problems.

Our Brand Values

Exceptional Performance

We're driven to deliver innovative technology that achieves best-in-class results.

Unmatched Reliability

Our customers can feel confident that their Q-SYS product is built to last.

Trusted Relationships

We're collaborators and problem-solvers. No challenge is too great and we're here to help.

Chapter Two

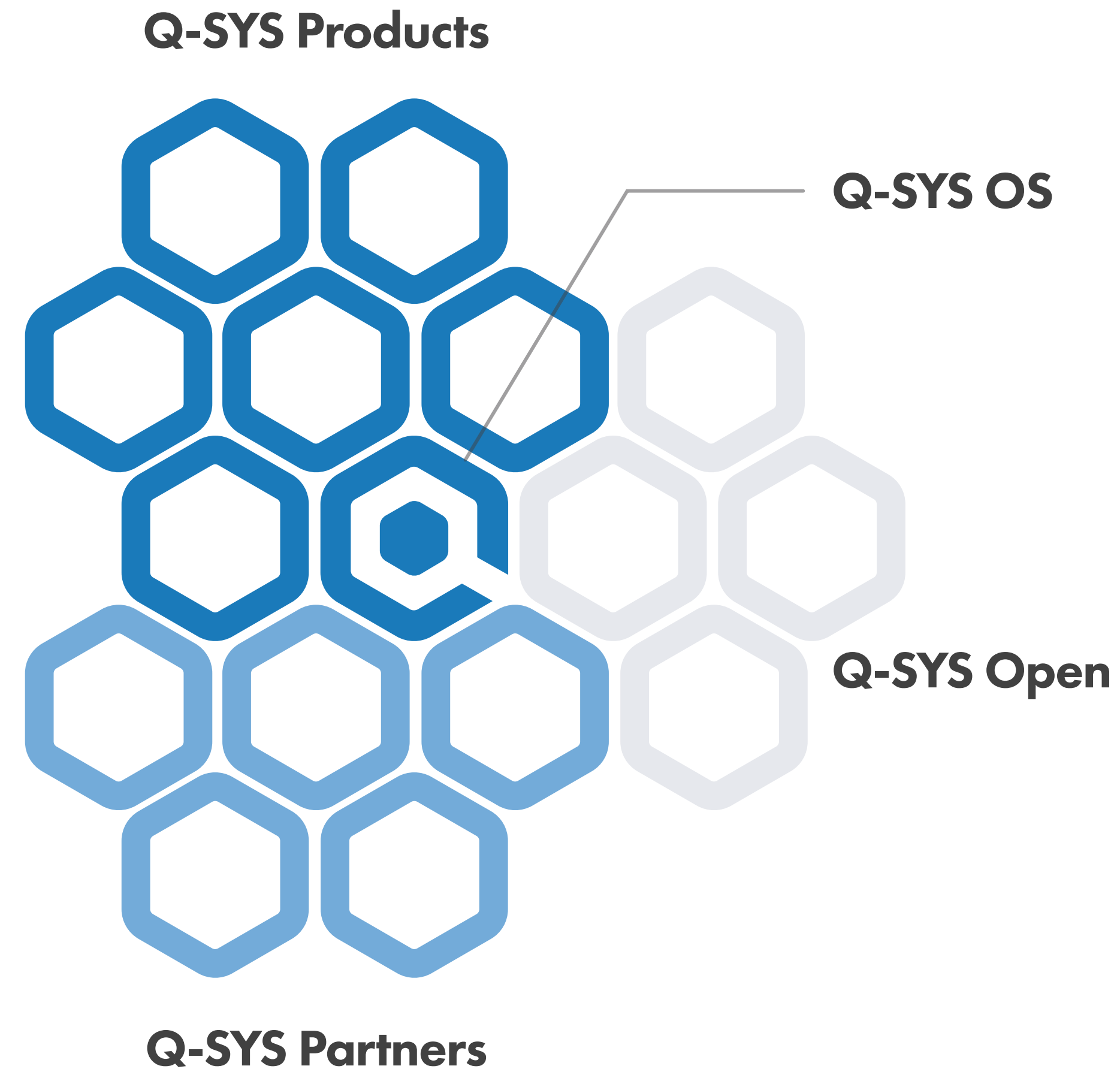
What is Q-SYS?

What is Q-SYS?

Definitions and Visualizations

Q-SYS is a cloud-manageable audio, video and control platform built around a modern, standards-based IT architecture. **Q-SYS** starts with the **Q-SYS OS**, which serves as the software-based singular foundation that drives and manages a multitude of **Q-SYS Products** within the Q-SYS Platform, including native software, services and hardware, designed by QSC.

Additionally, its modern IT architecture and a set of development tools (called “**Q-SYS Open**”) enable an entire Ecosystem of third-party integrations developed by **Q-SYS Partners** as well as a worldwide community of Q-SYS programmers and developers.



What is the Q-SYS Platform?

Q-SYS OS and Q-SYS Products

Q-SYS Platform consists of the **Q-SYS OS** which drives and manages an extensive portfolio of native **Q-SYS Products**.

Q-SYS OS is a software foundation for cloud- manageable, audio, video and control functionality, built with a singular, standard-based IT software architecture.

Expanded Definition:

Q-SYS OS is the software-based foundation for Q-SYS. Flexible, scalable and performance driven, it was designed using industry-standard principles and mission-critical technologies like IEEE standard networking protocols, Intel processing, Linux, and conventional programming languages. It includes a robust audio engine, video engine and control engine providing processing at the software layer, with a robust OS administrative layer that operates holistically, rather than requiring an integrator to spend time separately programming and integrating audio, video and control.

Q-SYS Products are native software, services and hardware designed and delivered by QSC.

Expanded Definition:

Q-SYS Products are a portfolio of software, services and hardware, made by QSC to work natively within Q-SYS. Collectively driven and managed by the Q-SYS OS, these offerings include AV&C processors, network amplifiers, video cameras, network video distribution, software feature licenses, I/O devices, touchscreen controllers, remote monitoring and management services, and more.

What is the Q-SYS Partner Ecosystem?

Q-SYS Partners and Q-SYS Open

The **Q-SYS Partner Ecosystem** is enabled by the **Q-SYS Platform**, and consists of the **Q-SYS Partners** themselves as well as the tools provided within **Q-SYS Open**.

Q-SYS Partners are third-party integrations endorsed by QSC.

Expanded Definition:

The Q-SYS Partner Ecosystem is a network of companies and organizations that partner with Q-SYS to resell, develop or create solutions, enabling and expanding collaboration that unlocks the power of the Q-SYS Platform to deliver exceptional AV experiences for our mutual customers.

Q-SYS Open is a collection of open standards and published developer tools to enable any third-party development on Q-SYS.

Expanded Definition:

Q-SYS Open empowers the worldwide community of third-party developers and manufacturers to create integrations for both native and non-native Q-SYS integrations. The tools within Q-SYS Open takes full advantage of the bedrock of the Q-SYS OS, namely its utilization of open industry standards and protocols, along with a collection of available developer tools for integration with Lua, HTML5, CSS, as well as an open API.

NOTE: *The output/products of Q-SYS Open are considered part of the Q-SYS Partner Ecosystem, however the tools to build these products are considered part of the Q-SYS Platform, and can also be used in service of native Q-SYS Products.*

Native versus Non-Native

Protecting the “Q-SYS Difference”

One of the key Q-SYS value propositions is how the OS interacts with its “native” Q-SYS products. It’s vitally important to we are precise in the way we message “native” and equally important to distinguish it and protect it from misuse from those using Q-SYS Open tools.

How do we define “native to the Q-SYS Platform?”

The use of the word “native” in relation to Q-SYS is reserved for “Q-SYS Products”. All Q-SYS Products satisfy criteria such as:

- Created by Q-SYS.
- Designed to operate directly with the Q-SYS OS and/or Q-LAN network
- Built from the same codebase, tested together for each release
- Configured with a Q-SYS-specific software component/product (i.e. Q-SYS Designer Software, Core Manager, Enterprise Manager, Peripheral Manager)
- Allow for automatic, transparent firmware management
- Allow for automatic discovery and control with Q-SYS Designer
- Automatic management and monitoring from Q-SYS Reflect Enterprise Manager

Can a Q-SYS Partner claim that their plugin offers “native integration with Q-SYS?”

No, these integrations would be considered an extension of the Q-SYS Partner Ecosystem. Example: Global Cache recently became a Q-SYS Partner, enhancing the Q-SYS Partner Ecosystem with the iTach Series wired and wireless devices.

Are QSC analog amplifiers considered “native” to the Q-SYS Platform?

No, they are considered analog extensions of the Q-SYS Platform. QSC analog amplifiers connect to Q-SYS via an I/O output, and as such, they do not report the kind of detailed information that you would expect from a Q-SYS native device.

Chapter Three

Visual Brand

Identity Overview

The Q-SYS identity is made of a variety of carefully selected visual elements that when used together, support our brand message and create a look that is instantly recognizable.

Logo



Color



Type

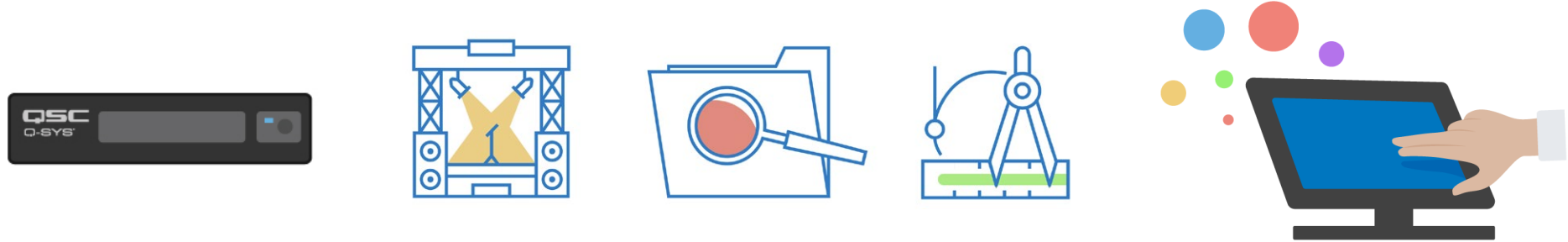
Futura
For headline/body copy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz 0123456789

Eurostile Next LT Pro
For product lockups

**AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ
RR SS TT UU VV WW XX YY ZZ 0123456789**

Illustration
and Icons



Photography



The Q-SYS Logo

Usage

The Q-SYS brand mark should always appear prominently on all branded products, printed materials, environmental graphics, signage and electronic media. It should be placed on a white (or light) background whenever possible. If placed on a solid color, black is preferred. The logo should only appear once and be presented in a consistent format on each distinguishable product, printed page or web page. Redundant applications should be avoided whenever possible. Consistent usage of the logo adhering to the specifications outlined in this style guide across all applications such as Web, print, mobile and video is key to establishing immediate brand recognition.

Clearspace

To ensure the legibility of the logo, it must be surrounded with a minimum amount of clearspace. This isolates the logo from competing elements such as photography, text or background patterns that may reduce the logo's visual impact.



The dimension "C" is defined as 50% of the logotype's x-height and should be allowed for when the logo is placed in any layout.



The Q-SYS Logo

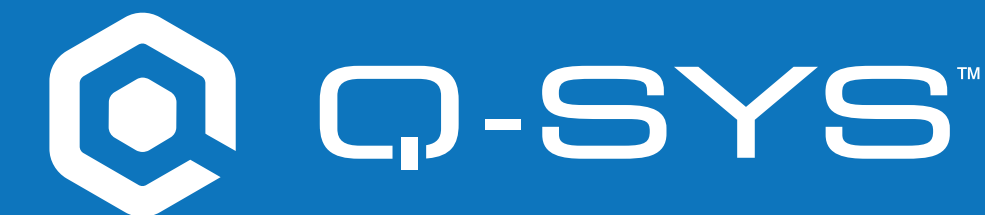
Usage

The “Q-SYS + Hex” logo tells our Platform/Partner Ecosystem story with color, depicting the Q-SYS Platform in Q-SYS Blue (including the Q-SYS OS and native Q-SYS Products), and the Q-SYS Ecosystem (including Q-SYS Partners and Q-SYS Open).

Therefore, whenever possible, please depict the logo in full color, with the preferred background being white or black.

White monotone versions are acceptable on top of “Q-SYS” blue in presentations, or for promotional gifts to only allow monochrome logos.

There is also a version with an optional approved subtitle.



The Q-SYS Logo

Usage

Always maintain the minimum sizes for printed materials and digital formats such as web and social media.

When presenting the logo with other brand marks, separate the logos with either clearspace or a “+” symbol as shown here.

Ensure third party logo usage is compliant with partner guidelines. Logos in external materials need to be cleared by the Marketing Team and/or Alliance & Ecosystem Team.

Minimum Size



Minimum width

Digital: 165 Pixels | Print: 1.8 inch / 88mm

Use with Third Party Logos

With “+” Symbol



With Clearspace



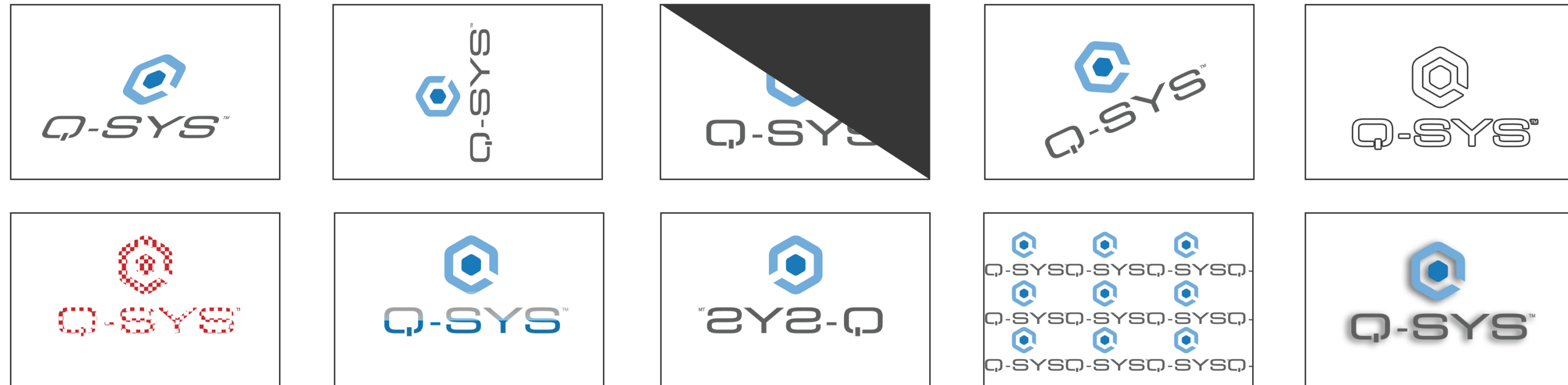
The Q-SYS Logo

Usage

Never use the logo as a word in a sentence or phrase as shown here. Rather, include “Q-SYS” as text when appropriate; the logo must stand on its own as a symbol, not content.

When creating titles for a for branding elements, try to avoid including “Q-SYS” in the phrase as shown here.

Improper Logo Usage Examples



Incorrect



Usam duci occate mod ulparum qui adi consequosa non nonse sant aboremo lorectat. Tecturi ssunt, consequi nos ex essit accae parum fugia dolupit ullandeleste dolest, nullatu rectat dus mosti consecus eum faccusandita niam, serore valor



Correct

Q-SYS rocks!

Usam duci occate mod ulparum qui adi consequosa non nonse sant aboremo lorectat. Tecturi ssunt, consequi nos ex essit accae parum fugia dolupit ullandeleste dolest, nullatu rectat dus mosti consecus eum faccusandita niam, serore valor



The Q-SYS Logo

Usage

The “Q-SYS + Hex” logo should not be included in the individual product lock-ups and should be reserved for articulating the general values of the Q-SYS Platform.

In order to reinforce its immediate association with Q-SYS Platform, the Q-SYS Hex mark should not be featured by itself without the Q-SYS logo attached to it.

Q-SYS™
NC SERIES

Q-SYS™
TSC SERIES
GEN 3



Typography

Print and Digital Typefaces

Futura is a sans serif face based on geometrical shapes. It should be used in headline and copy copy.

Futura PT is available on any workstation running Adobe Creative Cloud®. It can be activated via the Creative Cloud desktop app. For help activating Futura PT please contact the Q-SYS Design Team.

Futura PT

Heavy

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0123456789**

Book

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0123456789**

Medium

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0123456789**

Light

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz
0123456789**

Please Note:

1. If Futura PT is not available due to platform limitations, such as PowerPoint, use Arial instead.
2. Condensed styles of Futura PT and Arial should not be used unless approved by the Q-SYS design team.

Typography

Print and Digital Typefaces

Organizing written ideas in a way that creates clear hierarchy allows for an easier reading experience and for the user to understand content faster and more clearly. This page shows how we use a variety of size, color and weight to organize copy.

While type sizes might change based on the area of application, the size ratio between these different elements should remain consistent.

See the approved type styles to the right for typographic usage, including font weight, size, color and capitalization.

Medium, 24 pt, Blue
Tracking +40 em
Single Line Only, All Caps,

Heavy, 90 pt, Blue
Leading 98 pt
Tracking -30 to -40 em
1-3 Lines, Sentence Case*

Book, 50 pt, Dark Gray
Leading 60 pt, Tracking -20
1-2 Lines, Sentence Case

Book, 24pt, Dark Gray
Leading 34 pt, Tracking -10

Medium, 24 pt, White
All Caps, Tracking +50

EYEBROW, BULLET OR BUTTON

Headline example.

A sub-headline should look like this.

This is an example of body copy. Once the reader has read the headline and sub-headline, they should have a clear understanding of what this particular message is about. This allows the reader to find the information they are looking for faster and with less frustration. This is an example of body copy. Once the reader has read the headline and sub-headline, they should have a clear understanding of what this particular message is about. This allows the reader to find the information they are looking for faster and with less frustration.

CLICK HERE

*Title case if a title or a header that is solely a product name.

Typography

Product Lockups

Eurostile Next LT Pro was used as the basis for the original Q-SYS logo, and is present on product lockups and chassis silkscreens only. It should only be used in all-caps. The only acceptable weights are “Bold Extended” for the product name, and “Regular Extended” for an optional subtitle. The descriptor should use Futura Book.

Eurostile Next LT Pro

BOLD EXTENDED
A B C D E F G H I J K L
M N O P Q R S T U V
W X Y Z
0 1 2 3 4 5 6 7 8 9

BOLD EXTENDED
A B C D E F G H I J K L
M N O P Q R S T U V
W X Y Z
0 1 2 3 4 5 6 7 8 9

Q-SYS™
SCALING
Feature Licenses

Q-SYS™
SCRIPTING
ENGINE Feature Licenses



SOFTWARE-BASED
 **Dante**®
FOR THE Q-SYS™ ECOSYSTEM

Color

Brand Palette

Q-SYS Blue remains the same as QSC Blue. It is used in headlines, logo, illustrations, icons and links.

All copy (other than headlines) should be set in Dark Gray or white when setting type on blue. Medium and Light Gray are used to break up layout when needed. Q-SYS Logo Grey should be used in product lockups.

Secondary colors are used to accent illustrations, Badges and technical diagrams.



Q-SYS Blue
PMS 300 U
100, 35, 0, 0
0, 118, 191
#0076BF



Dark Blue
PMS 7694 C
98, 77, 40, 31
16, 59, 91
#103B5B



Light Blue
PMS 2915 C
60, 20, 00, 00
114, 170, 216
#72AAD8



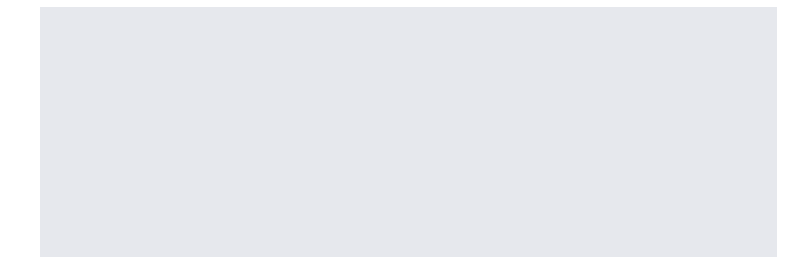
Dark Grey
PMS Black 7 C
70, 60, 60, 45
64, 64, 64
#404040



Q-SYS Logo Grey
PMS 10 C
61, 52, 52, 23
97, 98, 98
#616262



Medium Grey
PMS Cool Gray 7 C
45, 40, 40, 00
150, 150, 150
#969696



Light Grey
PMS 663 C
10, 05, 05, 00
230, 233, 237
#E6E9ED



Purple
PMS 534 C
92, 83, 27, 13
50, 56, 117
#324175



Bronze
PMS 7753 C
17, 33, 94, 0
214, 168, 54
#D6A836



Green
PMS 377 C
62, 19, 100, 3
113, 158, 27
#719E1B



Plum
PMS 242 C
48, 99, 33, 15
132, 36, 98
#842462



Light Purple
PMS 536 C
36, 24, 5, 00
180, 115, 235
#A3B1D1



Light Bronze
PMS 7506 C
02, 10, 27, 00
247, 226, 190
#F7E2BE



Light Green
PMS 579 C
27, 6, 46, 00
192, 211, 159
#C0D39F



Light Plum
PMS 687 C
22, 52, 7, 00
196, 138, 178
#C48AB2

Photography

Lifestyle Overview

Lifestyle photography portrays the positive, emotional benefit of the interaction with Q-SYS products, such as inspiration, confidence, joy and human connection. Bright, natural photography takes these moments and makes them feel authentic and relatable. The photography should capture a moment that feels genuine, candid and positive. People are always the focus — if a Q-SYS product is in the frame it should be de-emphasized and never upstage the main subject matter, the customer.

To reinforce our identity throughout all photography, we use Q-SYS Blue as a highlight in each photo. We can include this color in a photo shoot, or add it in post for consistency and ease.



Photography

Lifestyle Usage

Placing type on an image is allowed only if the imagery behind the type is light or dark, and not visually complex or “busy.” If necessary, darken the area of the image under the type as shown here. Never use drop shadows or place semi-transparent shapes behind the type.

Here, the image has been subtly darkened behind the type for readability.

It's okay to have fun.

(Smart people do it all the time.)



Engaging,
award-winning
training.



When people connect, anything is possible.

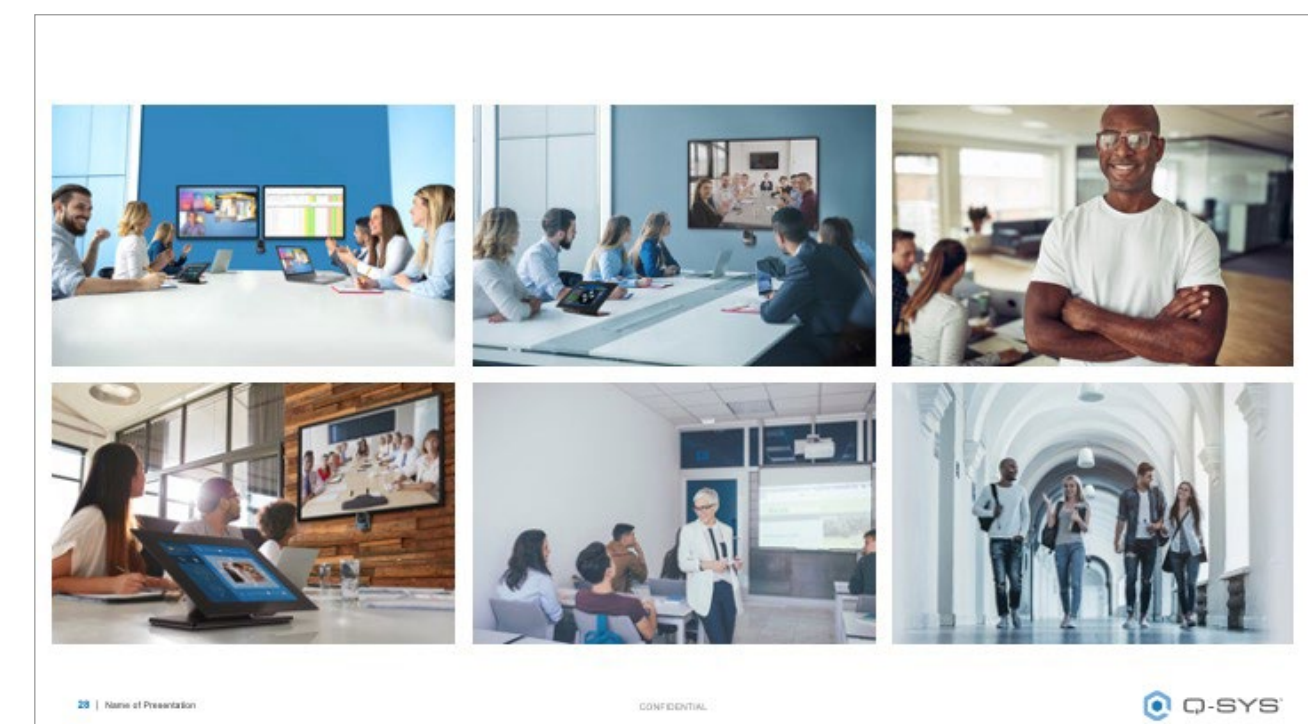
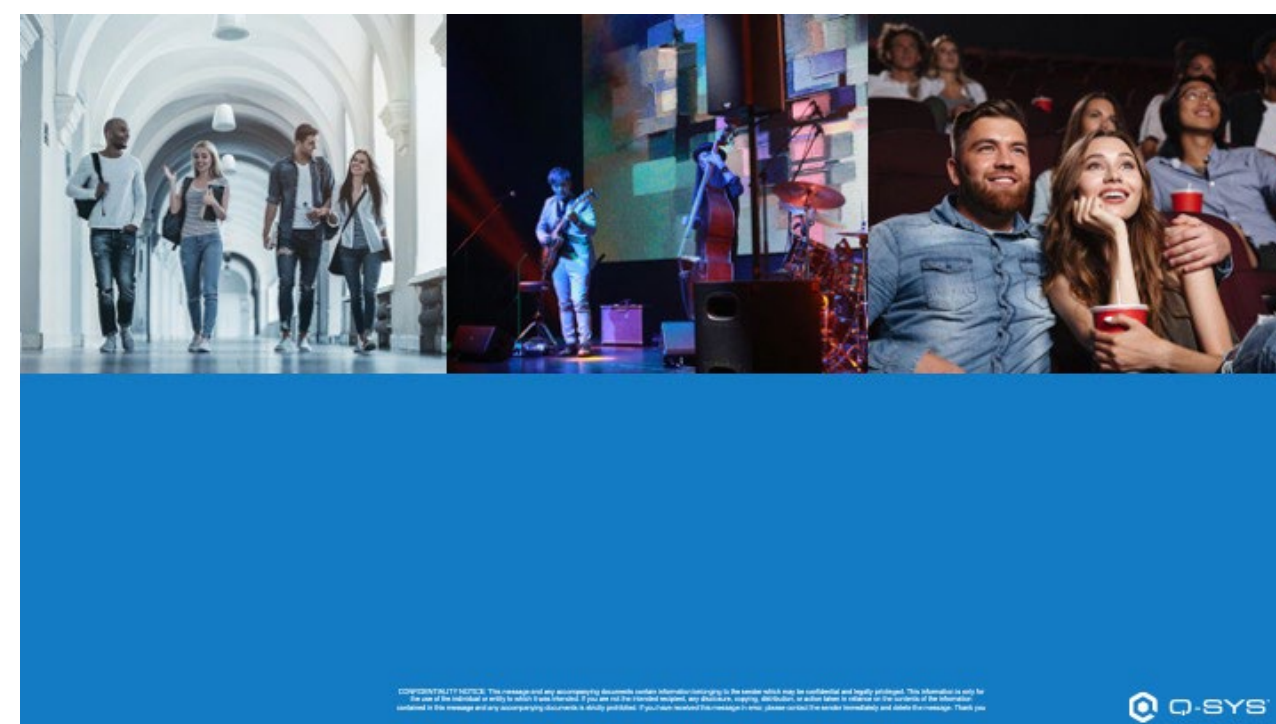
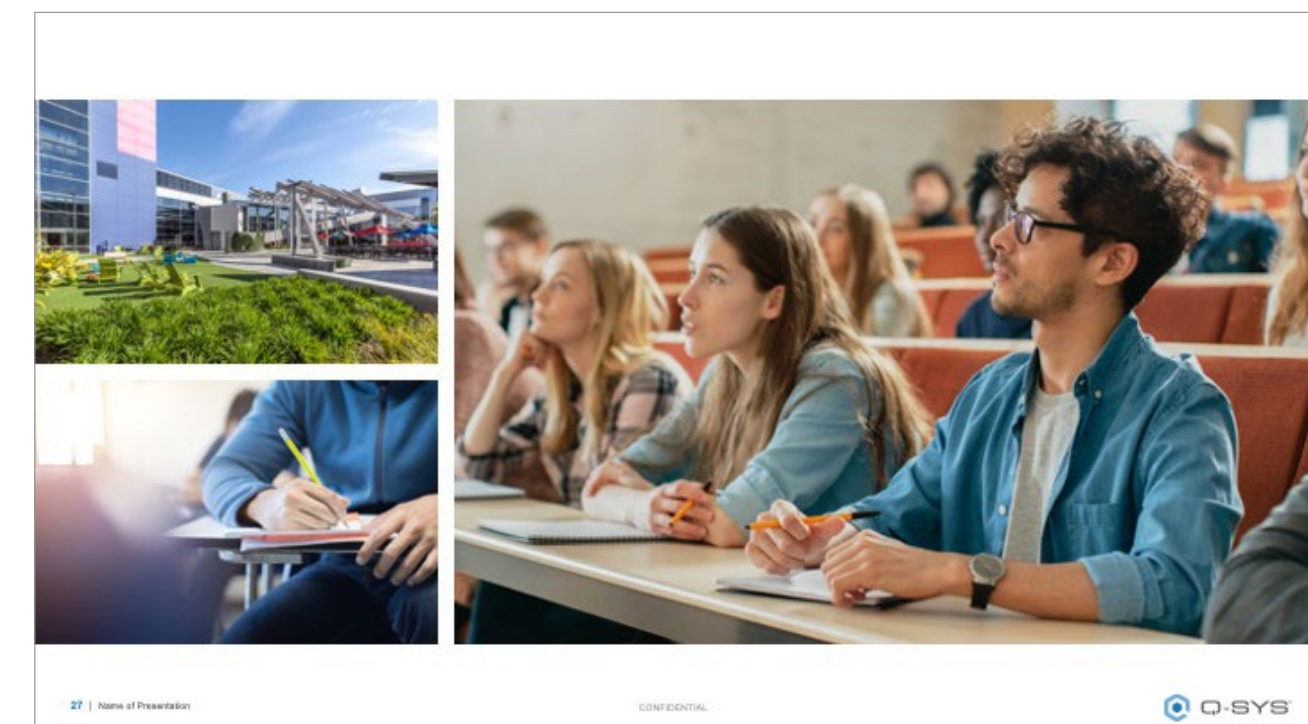
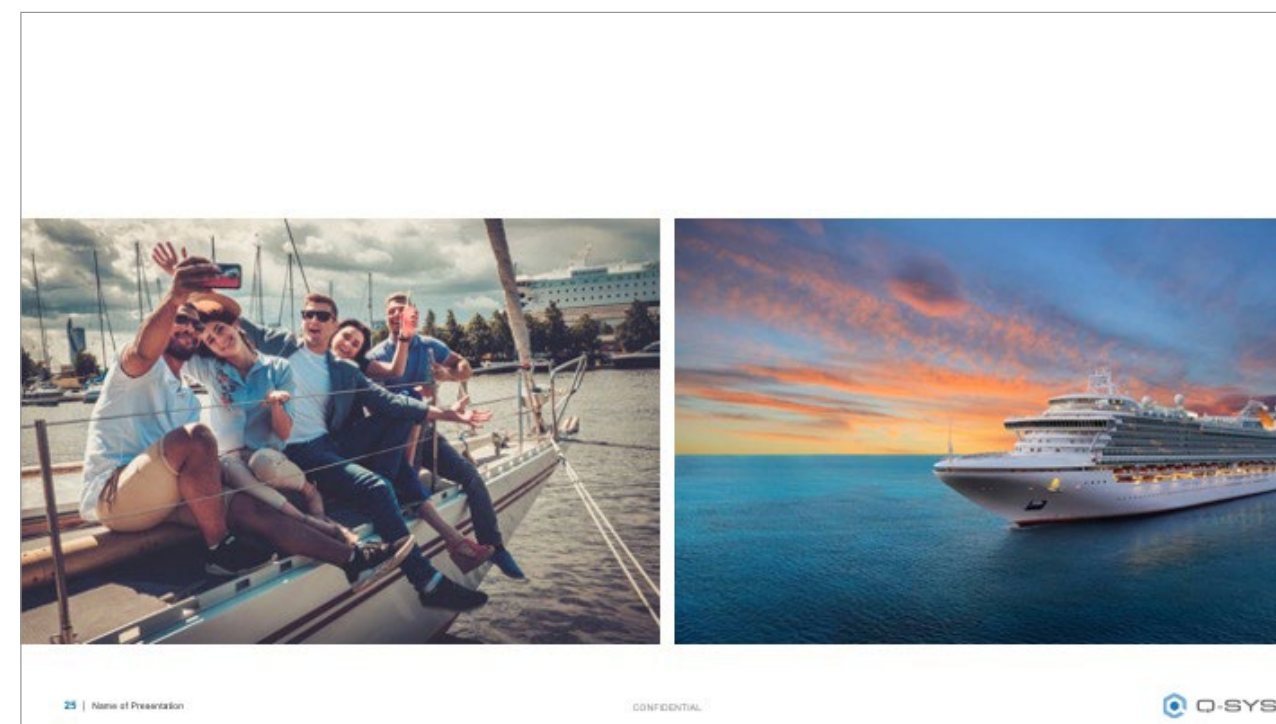
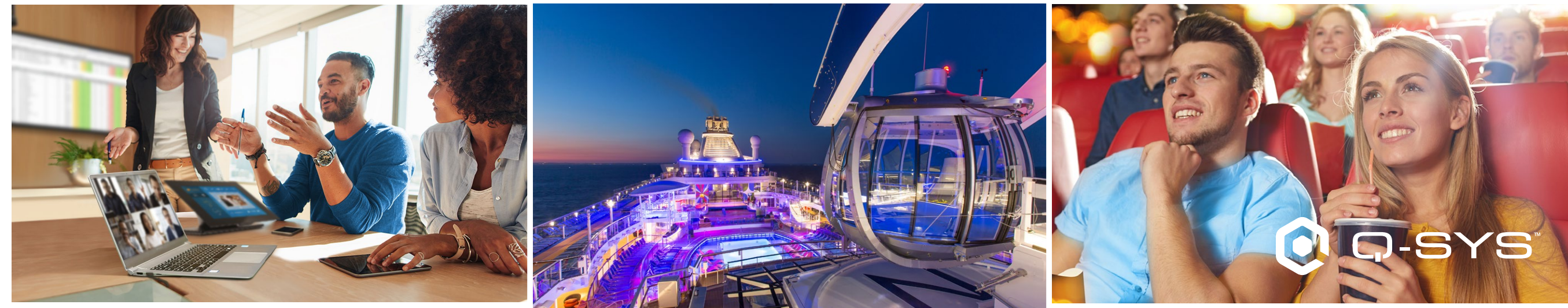


Photography

Multi-Image Lifestyle Treatments

When placing multiple images in a single layout combine the images in a symmetrical grid with uniform columns and rows. Never blend images together in a collage or treat images with special color effects other than the Q-SYS Blue selective color treatment.

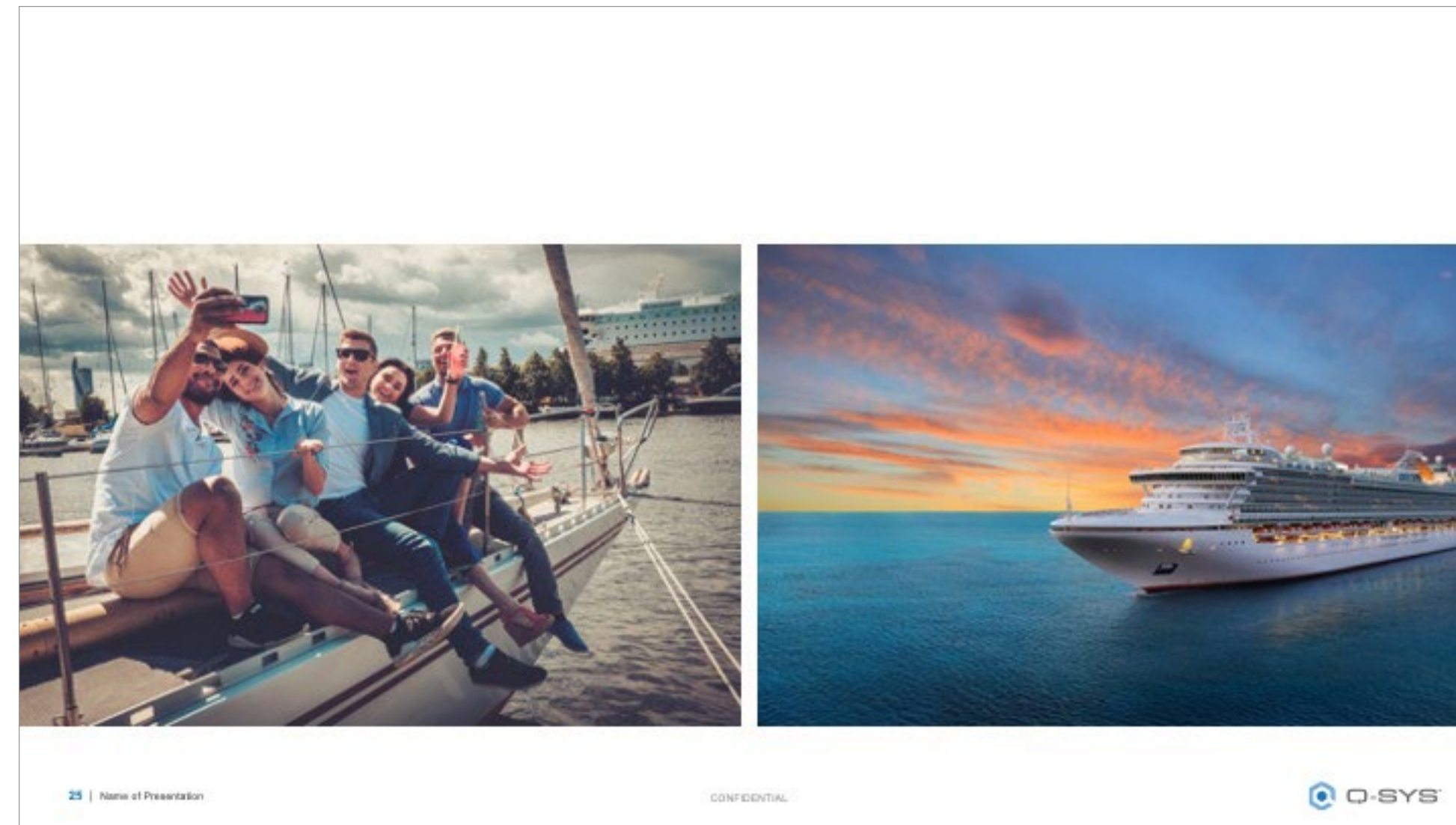
Examples of Multi-Image Layouts



Photography

Multi-Image Lifestyle Treatments

Images can be separated by a thick white border or placed side-by-side without a border.



Row with borders



Row without borders

Photography

Product

When introducing a product, keep products on a clean, white or light gray background and bleed off the canvas' edge. This keeps a tight crop closer, making the products feel large and powerful.

When possible, we use hyper-realistic 3D renderings. This gives us maximum control over lighting and camera angle. Products are positioned in a way that best fills the page layout. If a product is short and wide, use the width to fill the bottom of a page and place text above it. If a product is tall and narrow, cover the height of the page and place text to the right or left.

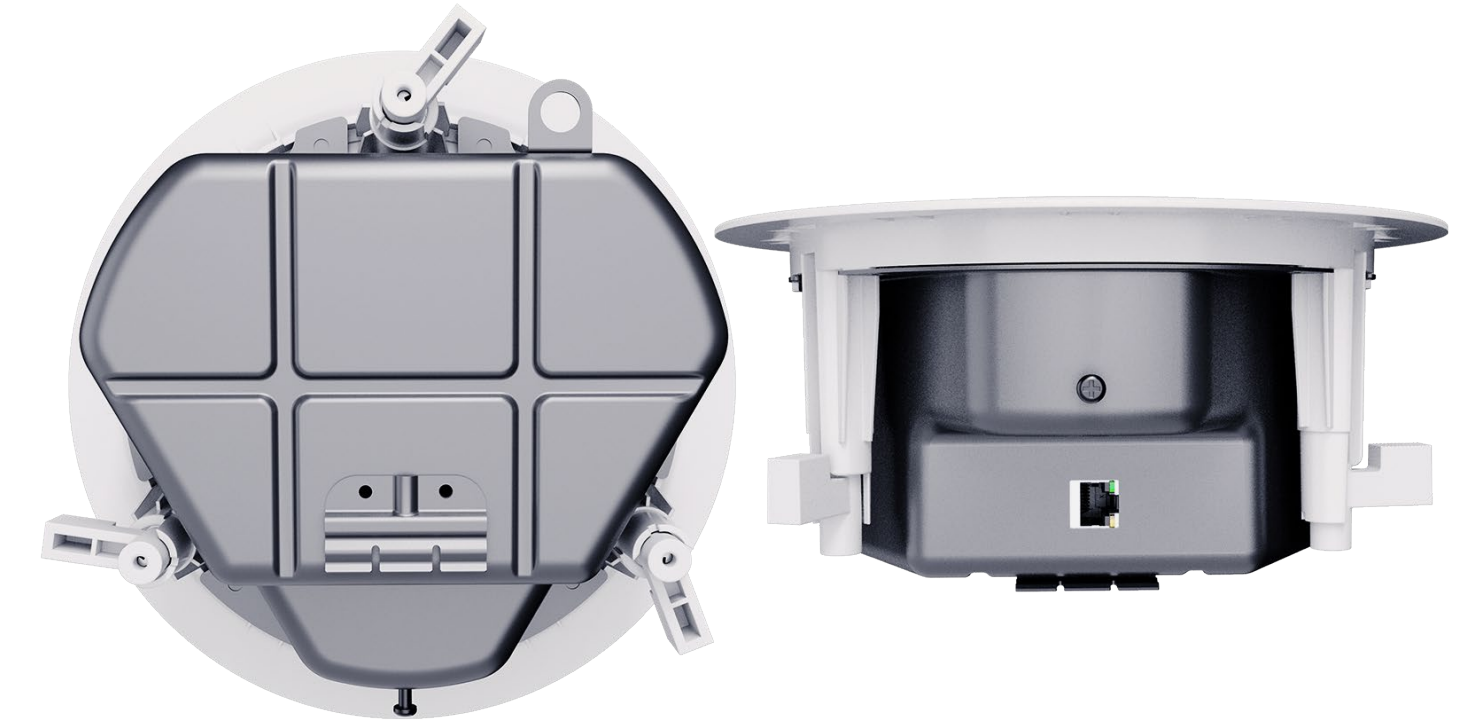
Lighting should be consistent across all product photos and ensure that a product's various surfaces and textures are clearly identifiable. No shadows or reflections should be cast on the white background.



1. Hero Image

Purpose: To create a dynamic and intriguing image that grabs attention.

Angles: $\frac{3}{4}$ View, Front or Profile (depending on product shape/features).



2. Full Image

Purpose: To show a product's form in a simple and confident way.

Angles: Front, Profile, Top Down and Back.

Iconography

Overview

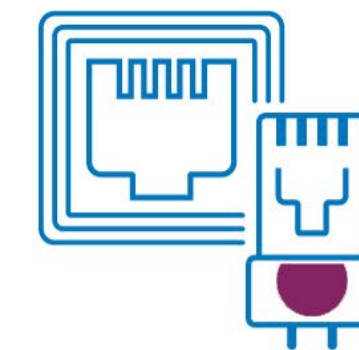
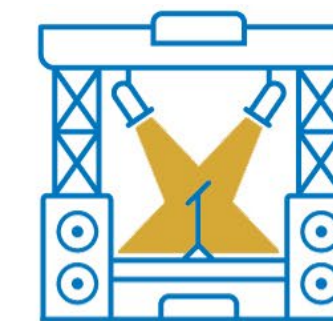
Illustrations and icons are used to communicate emotions, benefits, features and user actions. Q-SYS has three types of illustrative elements which all serve specific purposes.

To the right is an overview of the four types and the following pages explain where, when and how each should be used.

Technical Icons
Use 6-20
per page



Badges
Use 3-6
per page



Product Diagram
Use as needed

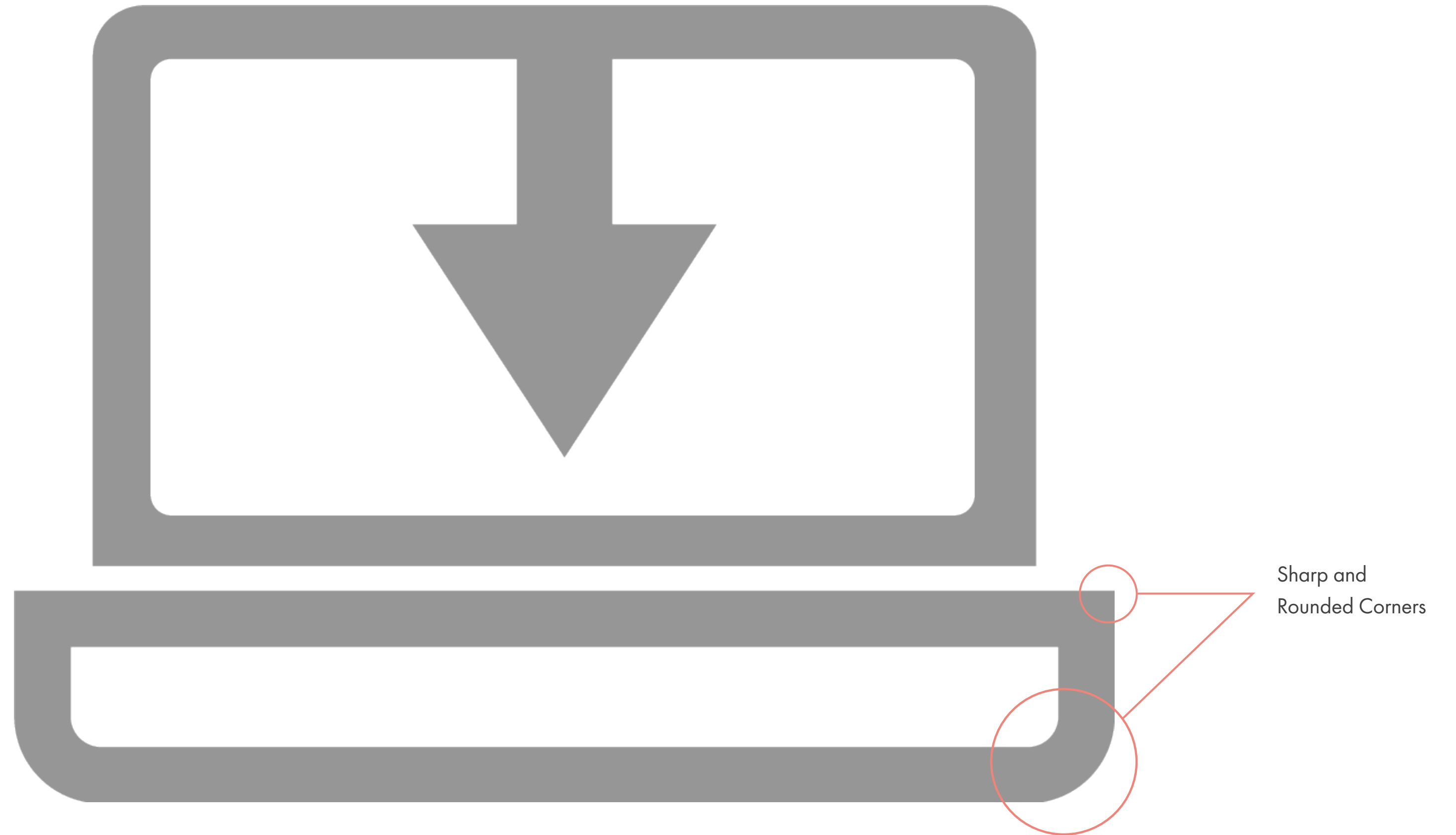


Technical Icons

Overview

Technical Icons are designed to be simple, modern, minimal and friendly. Unlike Illustrations and Badges, each icon is reduced to its minimal form, expressing only the essential characteristics that define the subject.

Technical icons should be designed as thick outlined elements that amply fill a consistent square area. The combination of sharp and rounded corners gives Q-SYS icons a distinctive personality and a unique visual energy.



Technical Icons

Usage

Use only the approved Technical Icons from the Q-SYS Icon Library. If you need a specific icon that is not in the Library, work with the Q-SYS Design Team for guidance and assistance to ensure the look and feel of your icon is on brand and that it is ready to be added to the Library.

Technical Icons are never placed into container shapes such as circles or boxes; they should be designed to equally impart both uniformity and singularity.

Medium Gray on White



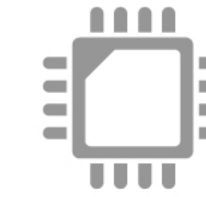
Document Library



Q-SYS Designer



Network I/O



Firmware



Blog



Knowledge Base



Case Studies



Home Streaming



Streaming Provider



Latest News

Futura PT Medium

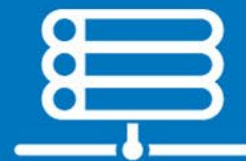
Reversed



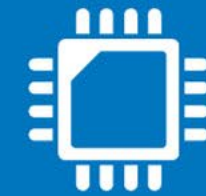
Document Library



Q-SYS Designer



Network I/O



Firmware



Blog



Knowledge Base



Case Studies



Home Streaming



Streaming Provider



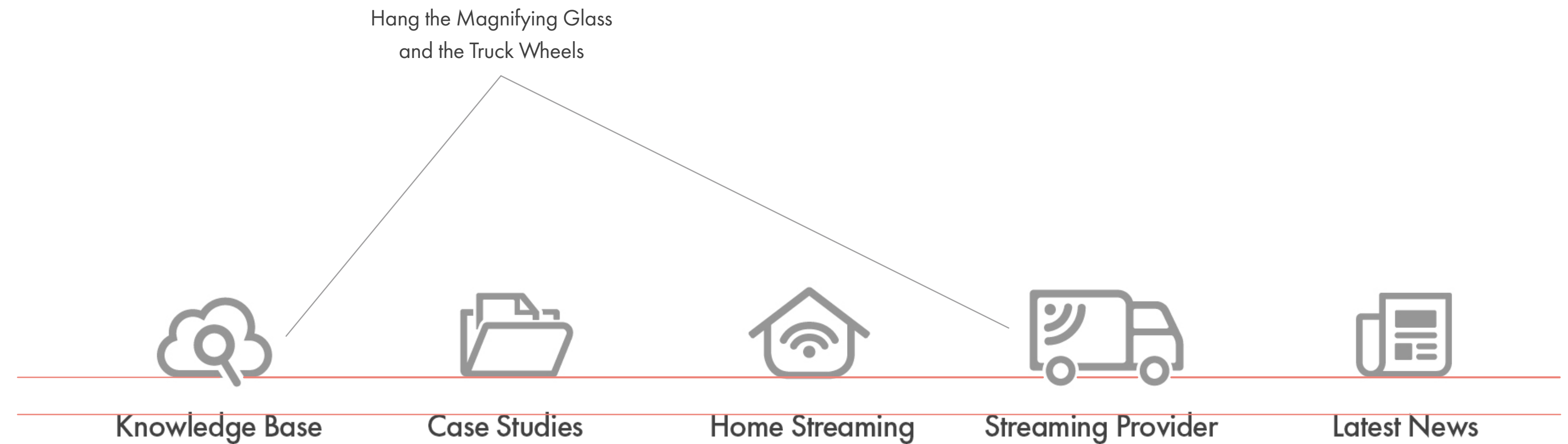
Latest News

Futura PT Book

Technical Icons

Usage

Spacing is key when displaying a series of icons together. Horizontally, icons should be distributed by their centers with ample space for caption readability. Vertically, the space between the icon and the caption is key to a readable communication.

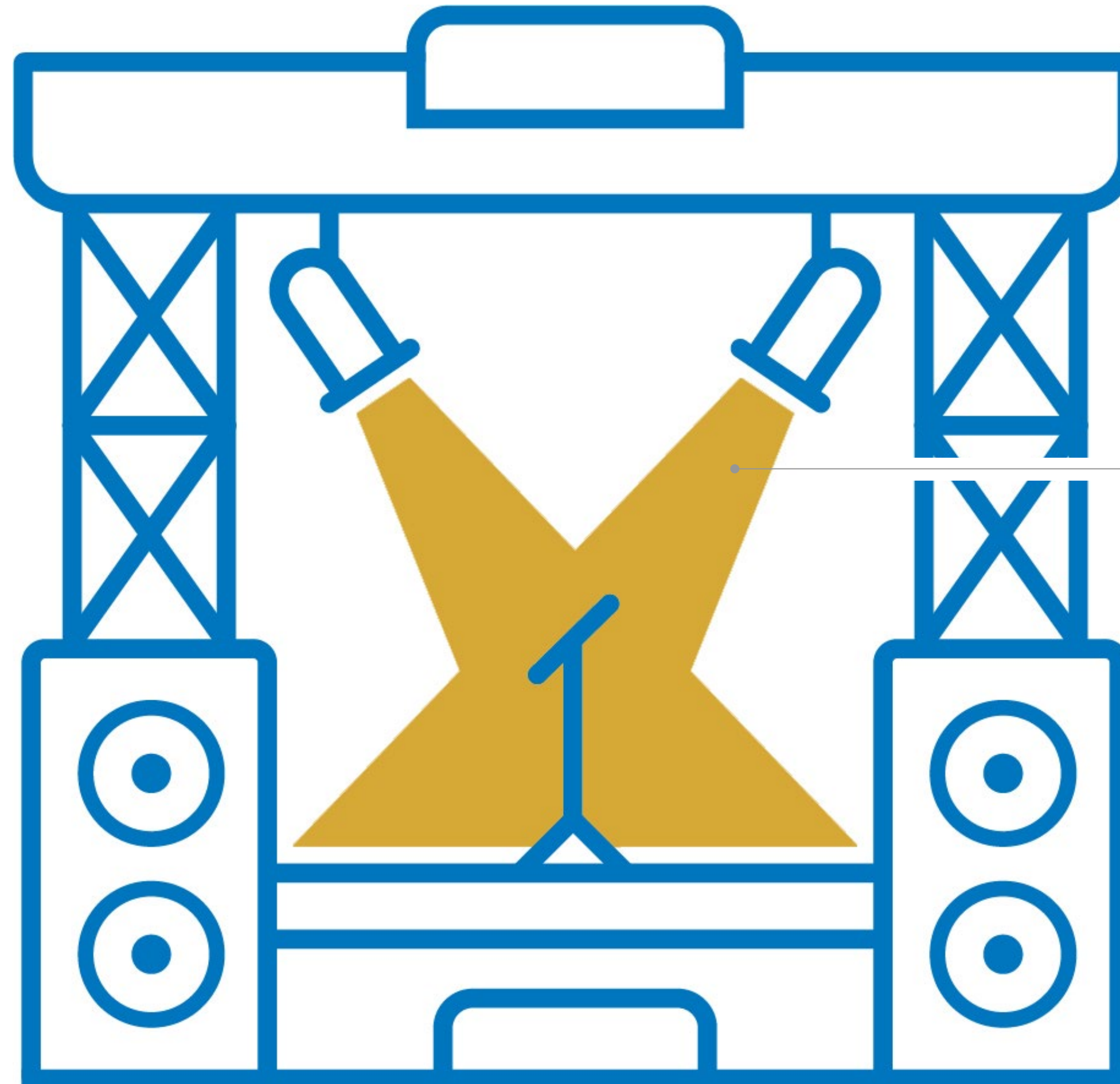


The vertical space between technical icons and captions
should “feel” consistent.

Badges

Overview

Badges — small illustrations — are used to communicate user benefits, product categories or industries such as cruise ships, theaters and stadiums. Unlike Icons, Badges should be designed with a moderate amount of detail — like a small illustration. Each Badge is outlined in Q-SYS Blue with one solid accent color from the secondary palette. The accent color should float separated from other elements and not be outlined.

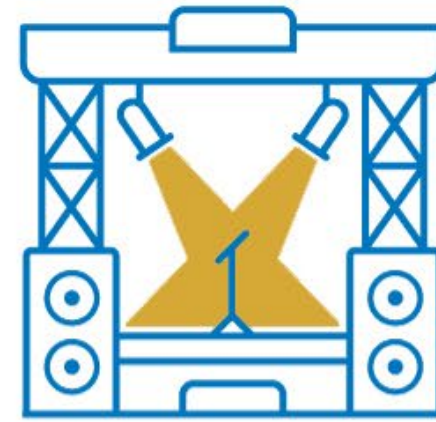


The element set in the accent color should float separately from the outlined elements.

Badges

Usage

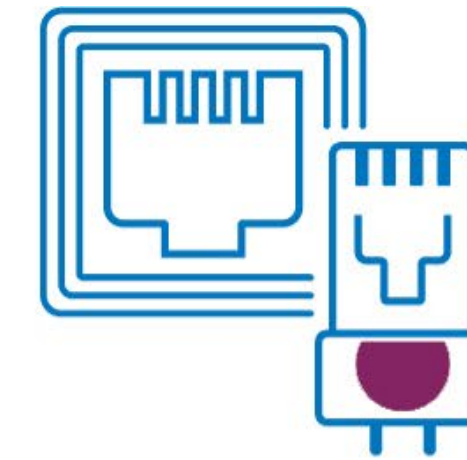
When presenting multiple badges, use a variety of accent colors from the secondary palette. As with Technical Icons, Badges are never placed into container shapes such as circles or boxes.



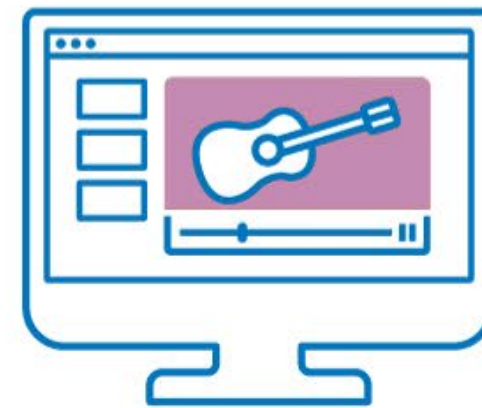
Performance Venue



Q-SYS Control



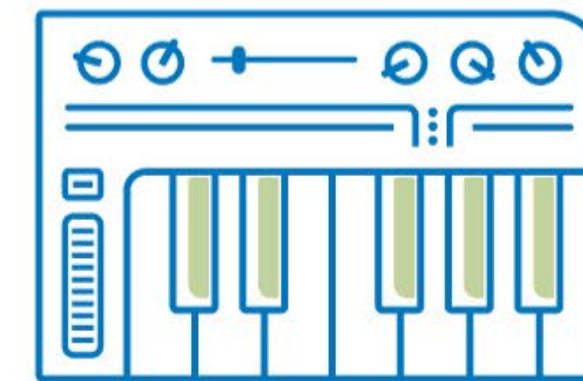
Native Integration



Live Streaming



Jazz Venue



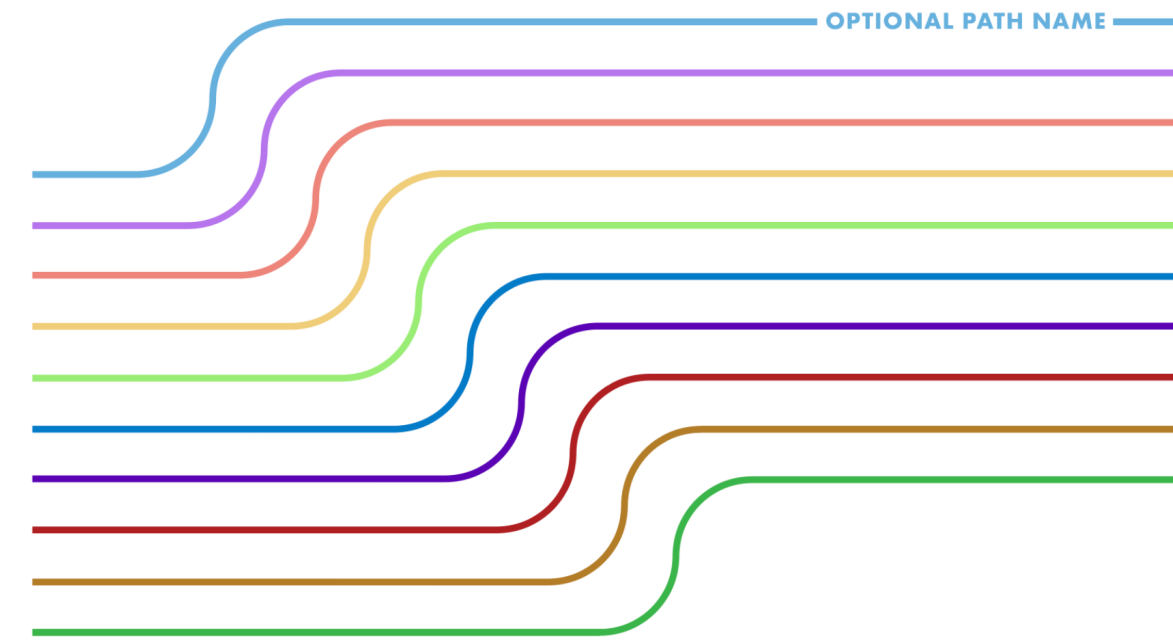
Electronic Music

2D Diagrams

Usage

For more technical information such as room and product diagrams, use a simple line illustration style in Medium Gray to represent products and other objects. Diagram wire paths should feature rounded corners to better stand out from products and other information.

Diagram Wire Paths



Hop Treatment

When same-color wires need to intersect use this simple line treatment.

Furniture/Room Elements



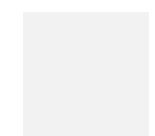
Use these colors for non-essential elements such as furniture.



#CCCCCC

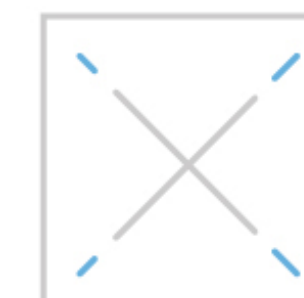


#E6E6E6



#F2F2F2

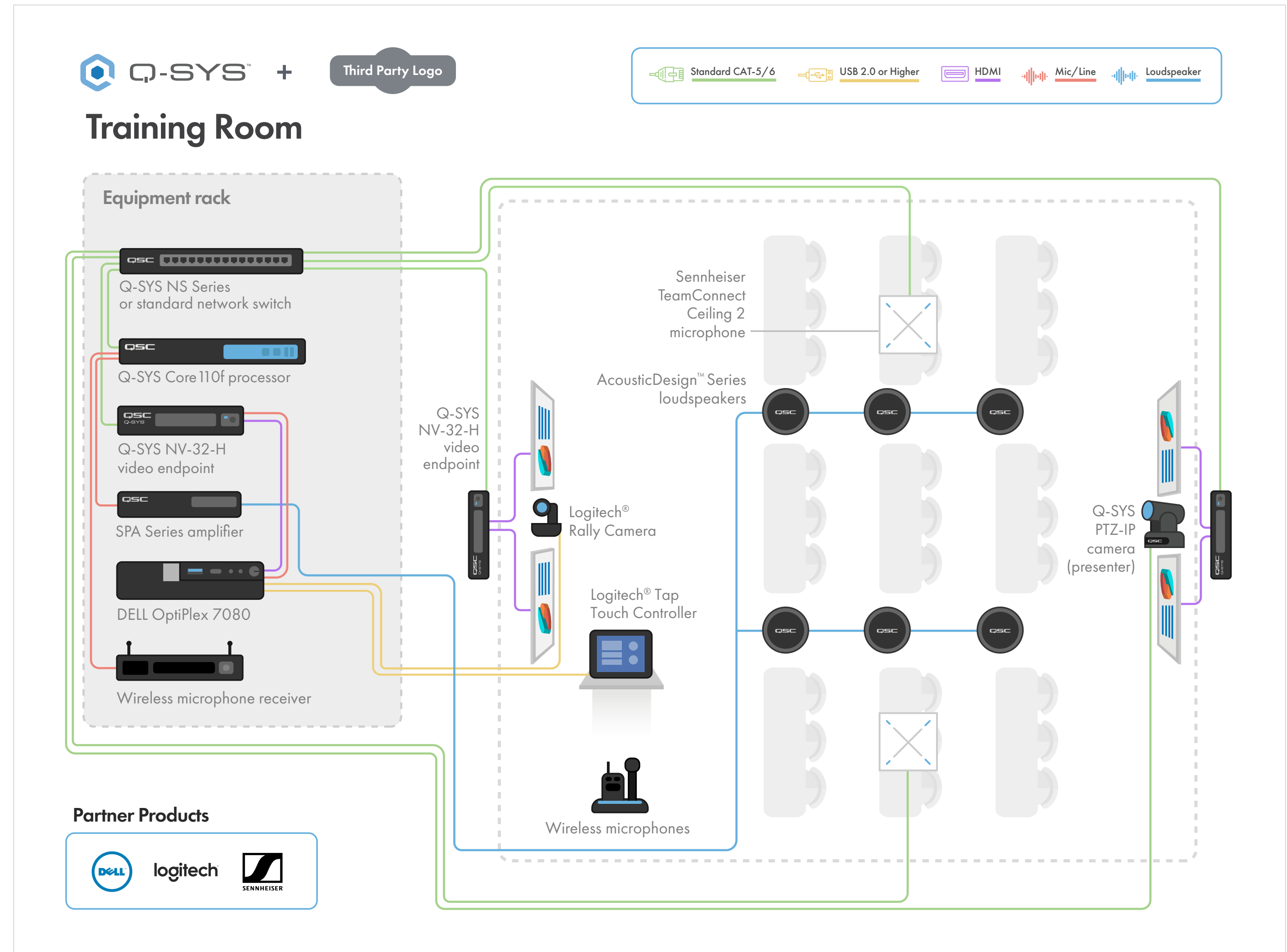
Equipment Icons



2D Diagrams

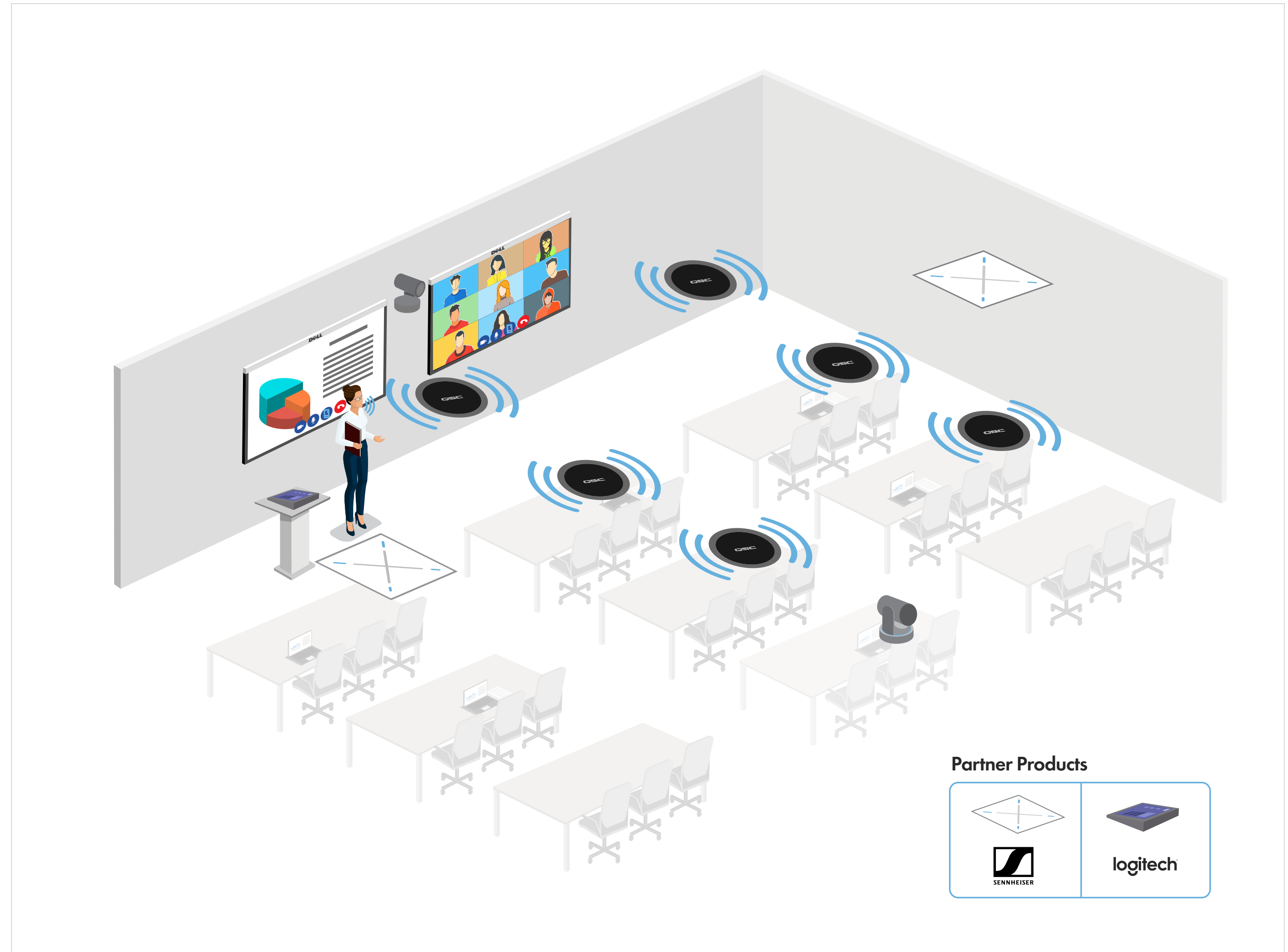
Flat Diagrams

Rooms are colored white to keep layouts clean and readable, and allow essential elements to stand out.



Isometric Diagrams

Isometric diagrams feature the same icon style and color treatments to maintain consistency across all branded diagrams.



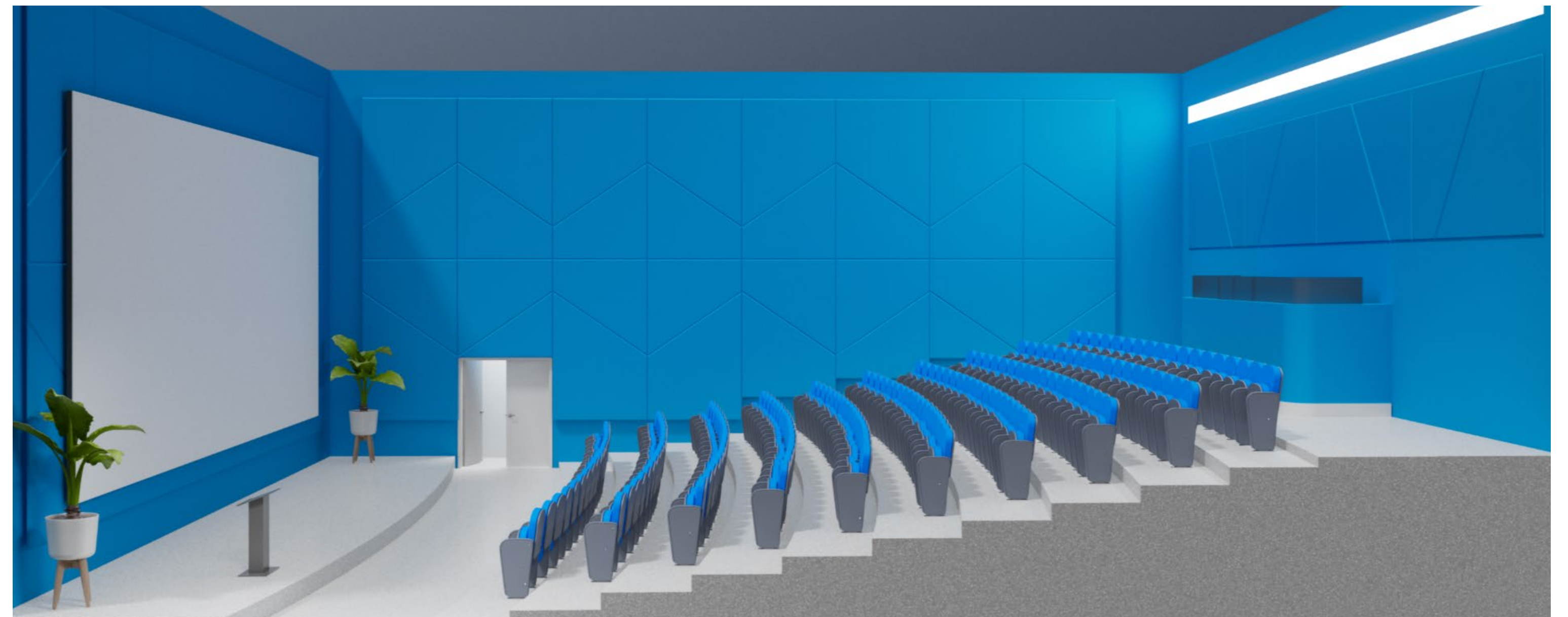
3D Room Diagrams

Overview

Q-SYS 3D spaces are the epitome of functional design.

Designed to maximize space usage and efficiency, these rooms are smart planned to serve multiple use cases. A modern and vibrant palette, along with rooms that are spacious and well-lit, creates an environment that is both inspiring and empowering.

The technology behind the stylized approach of Q-SYS 3D spaces truly shines in creating an optimized and aspirational collaboration experience.



3D Room Diagrams

Room Style

Ensure the use of bright colored walls with a contrasting neutral floor, that is usually white.

Then from the Q-SYS color palette, choose a primary color for your composition. Apply the selected color to all the walls. You may also apply the primary color to the furniture.

For complementary colors, use white or light natural element textures like wood, cement, or plants.

If necessary, other Q-SYS colors can be combined to create contrasting furniture or points of interest in the composition.

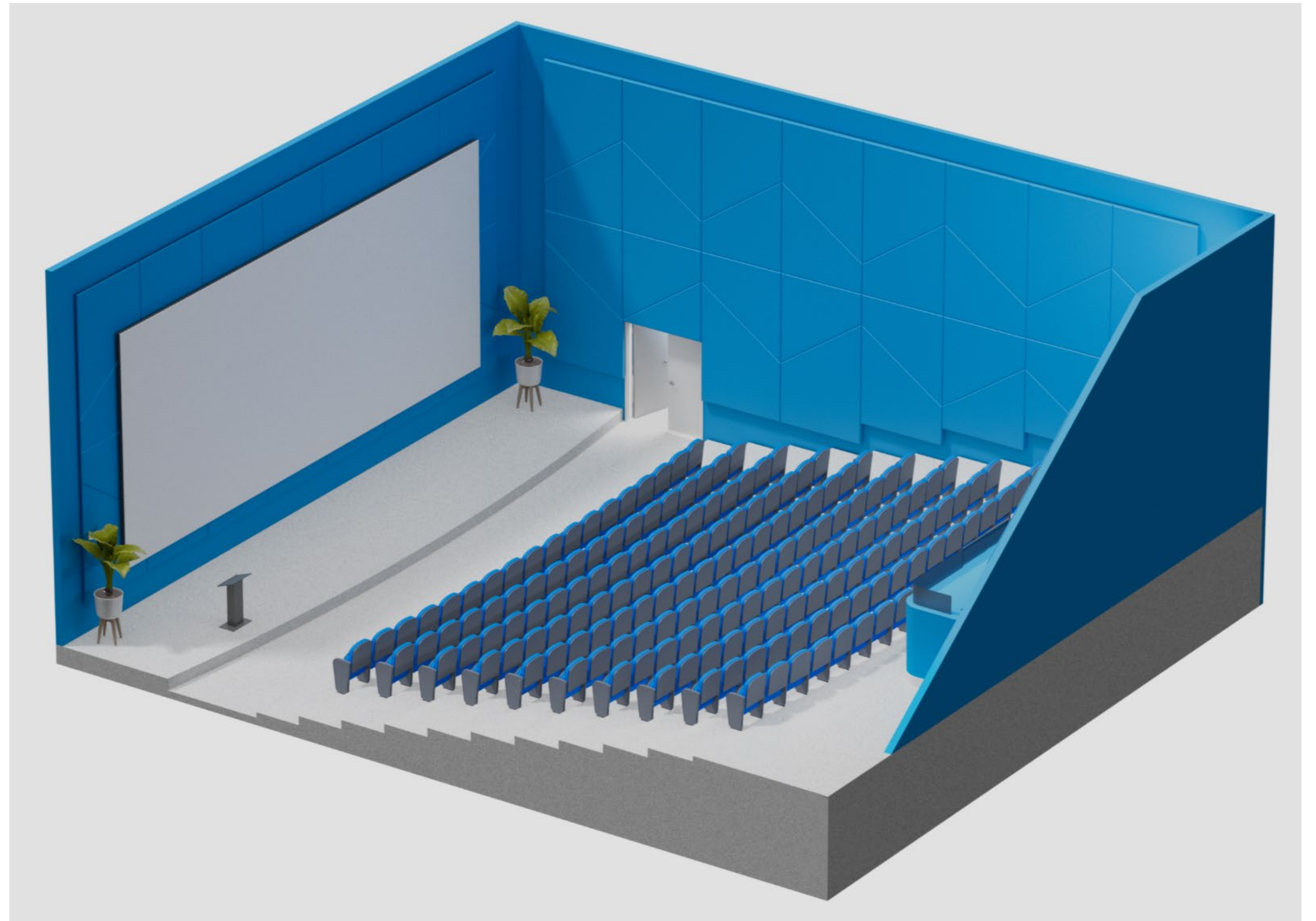


3D Room Diagrams

Room Style

The style of Q-SYS 3D spaces can be defined as semi-realistic and med poly. This equates to spaces and objects that are straight forward with an easy to comprehend composition. Complex 3D models should not be used.

Make use of simple textures for object's materials. For example, a surface's reflection, like polished floor or glass, should be soft. While the environment should be bright and colorful, be mindful that the lighting and shading should be soft.



3D Room Diagrams

Furniture

Outfit your QCS 3D space with contemporary, high end and stylish office furniture.

When selecting office and lounge furniture, look to a mid-century modern aesthetic with a modern twist as a good launching point in your search.

In most cases, furniture should make use of neutral colors and natural elements like wood. If necessary, other QSC colors can be combined to create contrasting furniture or points of interest in the composition.



Advertising

Overview

Ad layouts allow us to directly engage our customers in a consistently branded, controlled visual setting. Each ad layout falls into one of two categories — lifestyle- and product-emphasis.

Lifestyle images should always be the featured, “hero” image of the layout, and never used as a thumbnail or secondary image.



Headline example lorem ipsum dolor sit.

A sub-headline example should look like this.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate.

[qsys.com/url-example](#)

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Optional Image/Caption



Lifestyle-Emphasis Ad

Includes lifestyle hero image with Q-SYS “Blue” treatment. The hero image should always feature a dramatic portrayal of the connection between the brand and the end-user. The product thumbnail image is optional.

Product-Emphasis Ad



Headline example lorem ipsum dolor sit.

A sub-headline example should look like this.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate.

[qsys.com/url-example](#)

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Includes a dramatic product hero image bleeding outside the canvas. The blue/white section combination can be reversed as shown on the next page.

Print Ad Layouts

Usage

Maintaining a consistently clean, engaging and readable style across Q-SYS advertising layouts makes for strong branding. This is accomplished through consistent presentation of the type hierarchy, as well as careful spacing and sizing of elements. Since ad dimensions are widely varied, percentages are used instead of absolute values to define layout structure. Headlines — our main form of communication with our customers — are “conversational” and thus set in sentence case.

Spacing and Sizing



15% of Height

**Headline example
lorem ipsum dolor sit.**

A sub-headline example should look like this.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate.

15% of Height

[qsys.com/url-example](#)

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Optional image/Caption



Logo Width = 16% of Page Width

QSC Blue

8% of Height

Headline example here.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate.

8% of Height

[qsys.com/url-example](#)

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45% of
Height

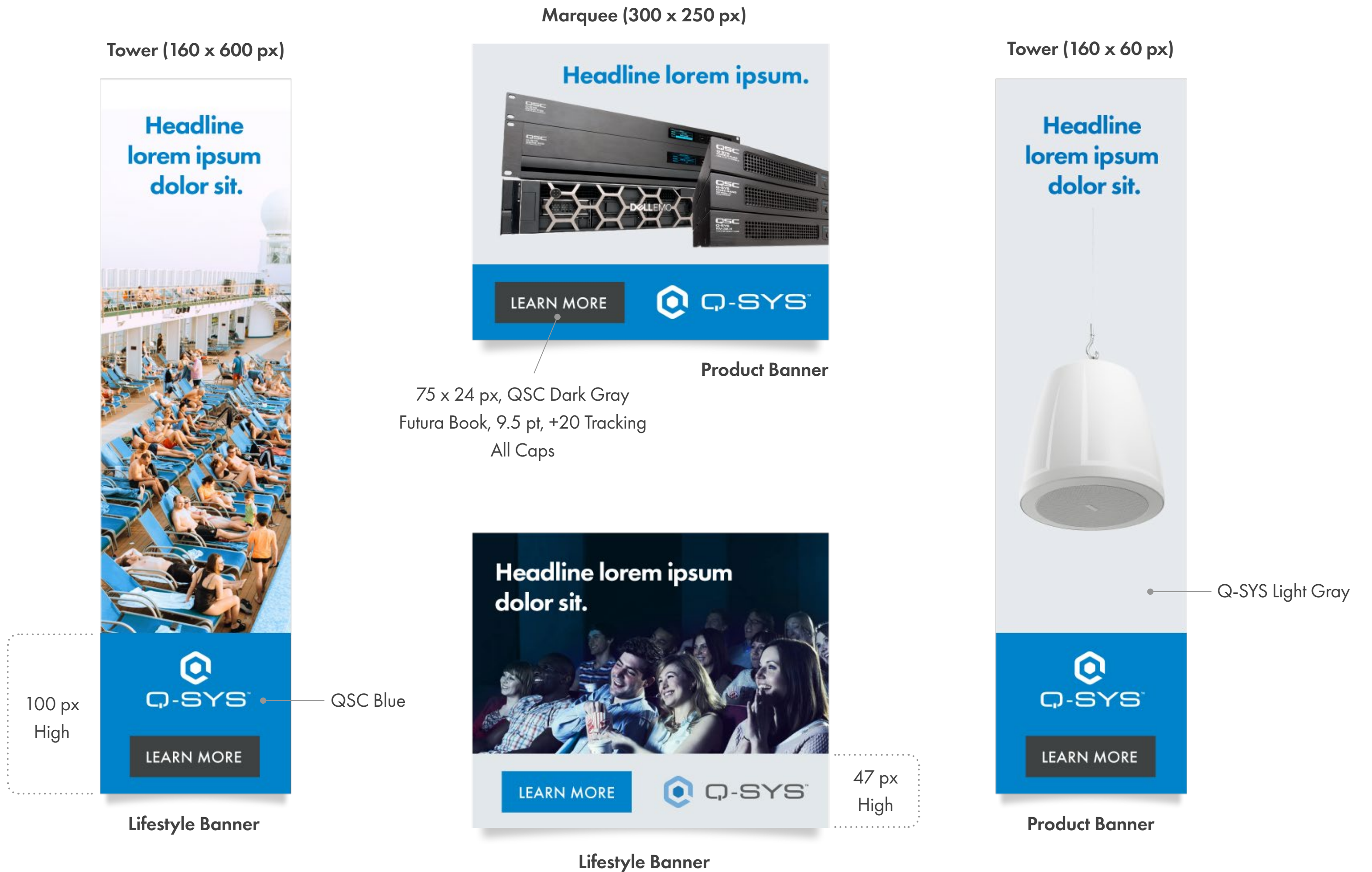
Logo Width = 16% of Page Width

Digital Ad Layouts

Web Banners

These guidelines should be followed across all banner sizes unless otherwise noted. The Q-SYS logo and CTA (call to action) button are scaled to the same size across most digital banners. The logo and CTA button are always contained within the blue or light gray bar. Left-aligned headlines are preferred for most sizes except tower (160 x 600) and other vertically oriented sizes where center-aligned text works best. Headlines are set in sentence case. Use best judgment when considering alignment and size of headlines.

Spacing and Sizing



Digital Ad Layouts

Social Media Ads

Social media networks vary in terms of how ads are displayed. The following should be considered when designing social media ads.

- Image sizes for desktop and mobile.
- Where will the ad will be displayed? (News feed, story, search result, etc.)
- Goal/objective of ad — views/reach, click-throughs, video views, etc.
- Is the logo included automatically or should it be “baked” into the image?
- Is the headline/text included in the post’s description or does it need to be “baked” into the image?

Here are a few examples of social media ad layouts.

Logo Inclusion

Make sure the Q-SYS logo is present within the image once in every post, ensuring brand integrity if the post is shared. Here, the loudspeaker badge features the logo.

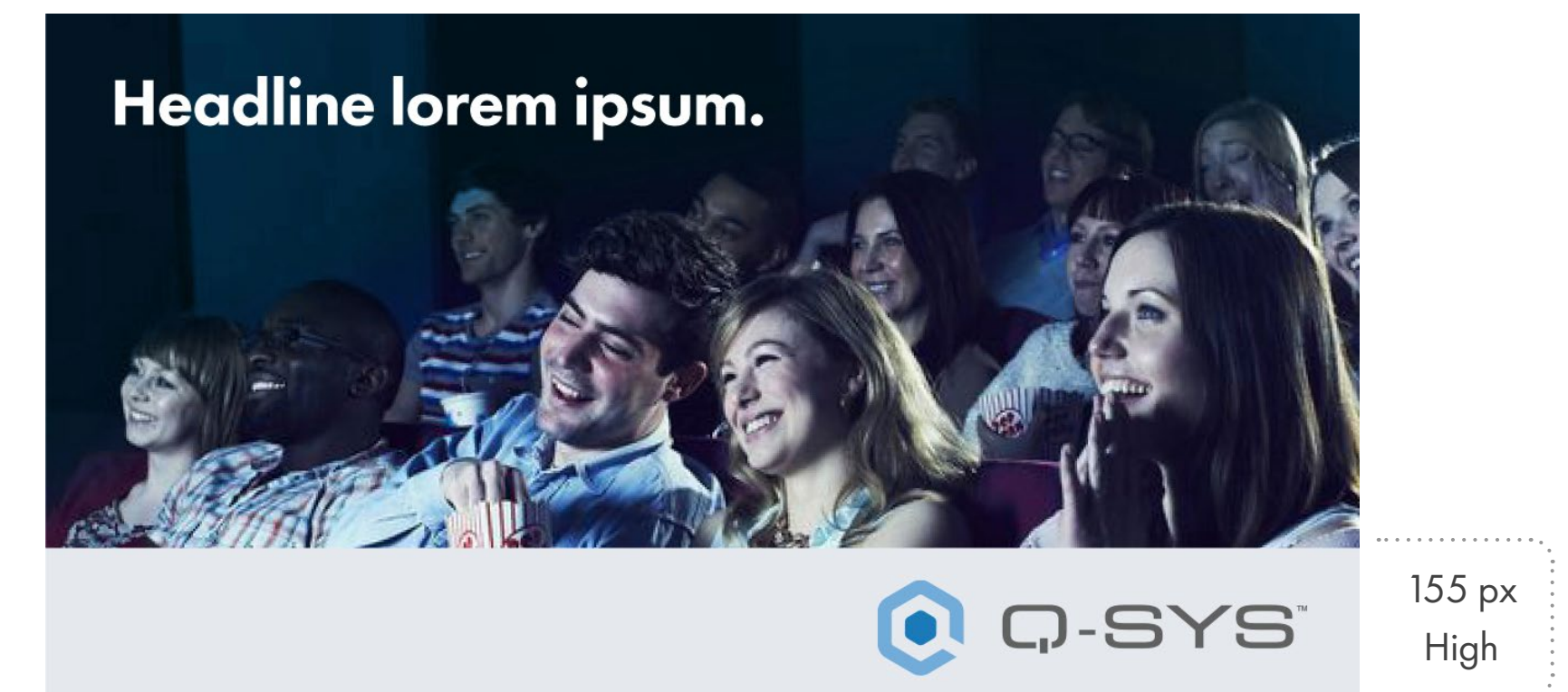


Facebook Mobile Display Ad (1080 x 1080 px)

CTA Link Included



Facebook Product Ad (1200 x 628 px)



Facebook Lifestyle Ad (1200 x 628 px)

Digital Ad Layouts

Communities Web Banners

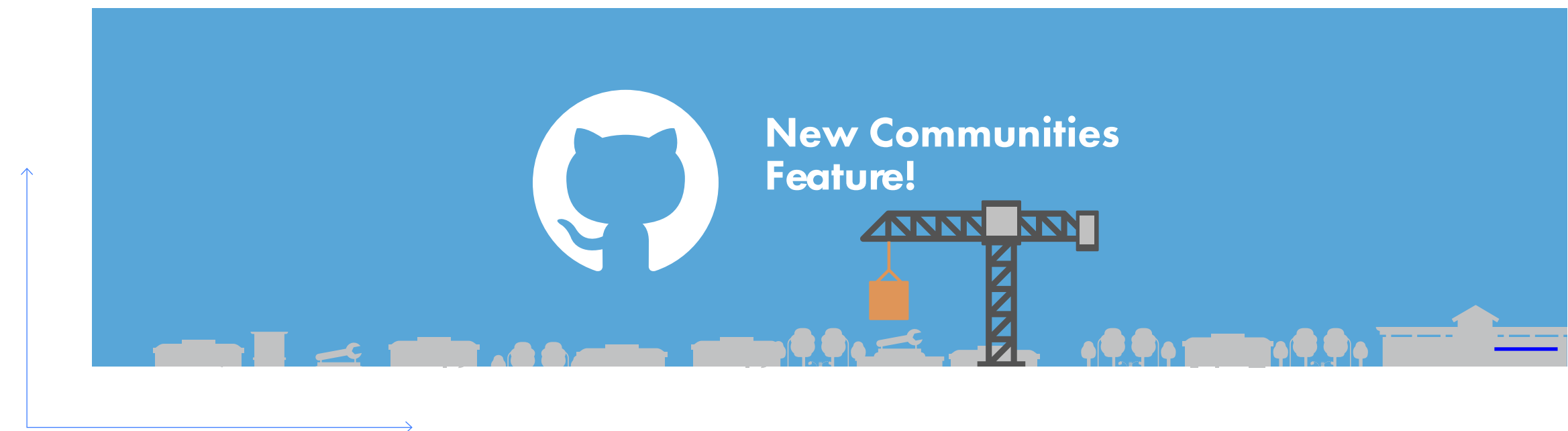
The banners for Communities have some visual space challenges.

Adhering to the live area is very important or the info will be cut off.

Please make sure all visible text and artwork stick in the **328 x 200** Live Area so that the banner can be utilized in the two different Thumbs.

[Live link to template:](https://www.dropbox.com/s/gqcdfn8nru6kw0a/New%20communities%20Feature%20template.ai?dl=0)

<https://www.dropbox.com/s/gqcdfn8nru6kw0a/New%20communities%20Feature%20template.ai?dl=0>



825W x 200H file size cropped

Live Area is 328 x 200



Digital Ad Layouts

Communities Web Banners (Plugin Release)

The new release banners for Plugin should be the white dotted background with the atomic partlics faded in the back.

Adhering to the live area is very important or the info will be cut off. This banner doesn't need the smaller area thumb so the live area is larger at the news thumbnail at **500 x 200**.

[Live link to template:](#)

https://www.dropbox.com/sh/td3zhv8jc8aumo5/AAB-tqpdLBHo8inT_YYoQDnZa?dl=0



825W x 200H file size cropped

News Thumb / Live Area 500x 200



Digital Ad Layouts

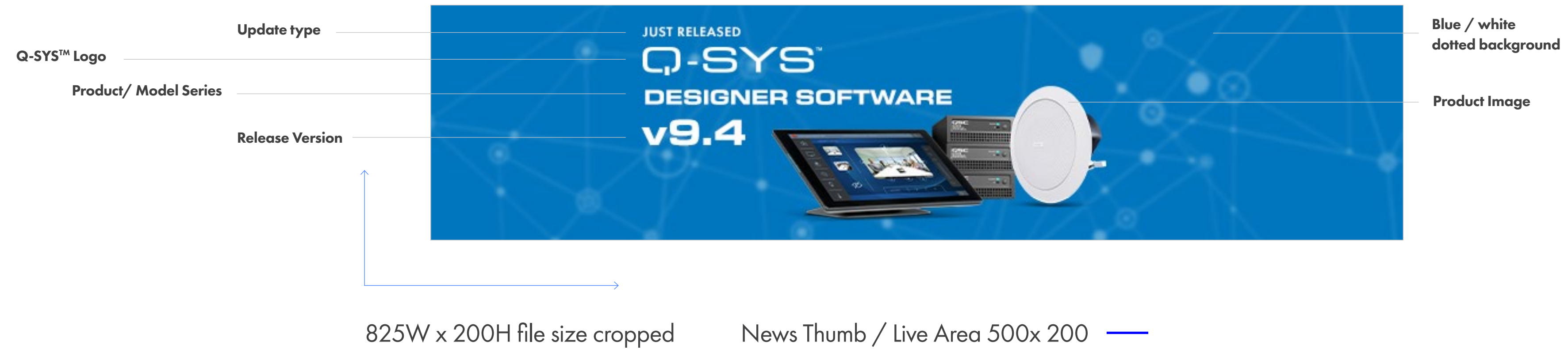
Communities Web Banners (QDS Release)

The new release banners for Q-SYS Designer Software (QDS) should be blue format with the atomic partlics faded in the back.

Adhering to the live area is very important or the info will be cut off. This banner doesn't need the smaller area thumb so the live area is larger at the news thumbnail at **500 x 200**.

[Live link to template:](#)

<https://www.dropbox.com/sh/8dbnh3ggfhaxjat/AADYdntpDZCSFmEiSiX31QRqa?dl=0>



Video

Overview

Video plays a major role in our brand, providing the most dynamic connection with our customers and partners. As with all other mediums, a consistent approach to the content and visual style are critical for strong branding. Here are the most common types of Q-SYS videos.



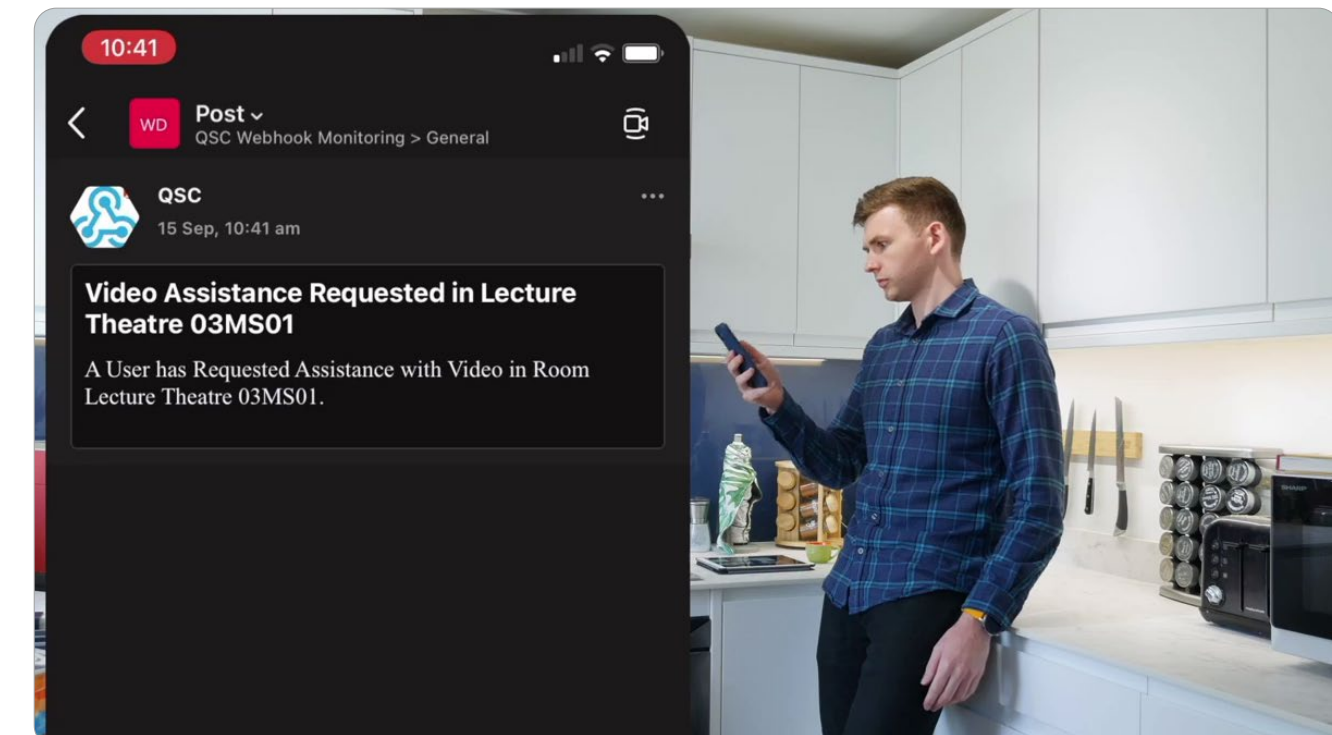
Training



Product Promo



Application-Specific, In-Situation Training



High-Concept Narrative

Video

Narrative Tone

When creating videos that include Q-SYS talent, such as Training Series videos, a light, creative and fun tone is crucial. One of the hallmarks of Q-SYS Training videos is the combining of industry-leading learning experiences with high-production value, peppered with humor.

Training videos should always begin and end with a friendly human salutation, and runtimes should not typically exceed 5-6 minutes.

Presenters should never appear to be reading from a teleprompter; our presenters should be perceived as true experts on the subject at hand and should appear as such.

Q-SYS Training videos feature a humanistic tone that makes technical content more accessible, and makes the learning experience more fun.



Q-SYS Training Video

Video

Shooting Q-SYS Talent

Shots with presenters should always maintain a consistent look and feel through wardrobe, staging and camera angle.

- Angle should be low, shooting talent from the chest up.
- If the presenter is presenting with a laptop, they should split the center with the laptop, placing the presenter slightly to camera left.
- When shooting on a natural background, use a shallow depth of field to help separate the presenter from the background.

Shooting talent on green screen allows for a signature graphical background. Here, the standard training background provides a dynamic background without distraction.

Along with wardrobe, a straight, chest-up framing allows all “talking head” content to keep a consistent feel.



Graphical Background (visually controlled environment)



Laptop “Split” View

Video

Production

When shooting a series of videos, maintaining consistent lighting, camera setup and sound mix is key.

- Standardizing the mix to normalize around -6 dB allows a 6-8 dB cushion for occasional peaking.
- Recording voiceovers in the same space as the shoot (and preferably on the same day) ensures for consistent audio.
- When possible use the same setup; camera, lighting, mics, green screen etc.
- Regardless of the final resolution, shooting in 4k or higher provides sharper footage.
- For green screen, using the same lighting setup and Keylight settings provides high-quality keys for every shot.



Frame Rates

All videos should all be produced in 24fps.



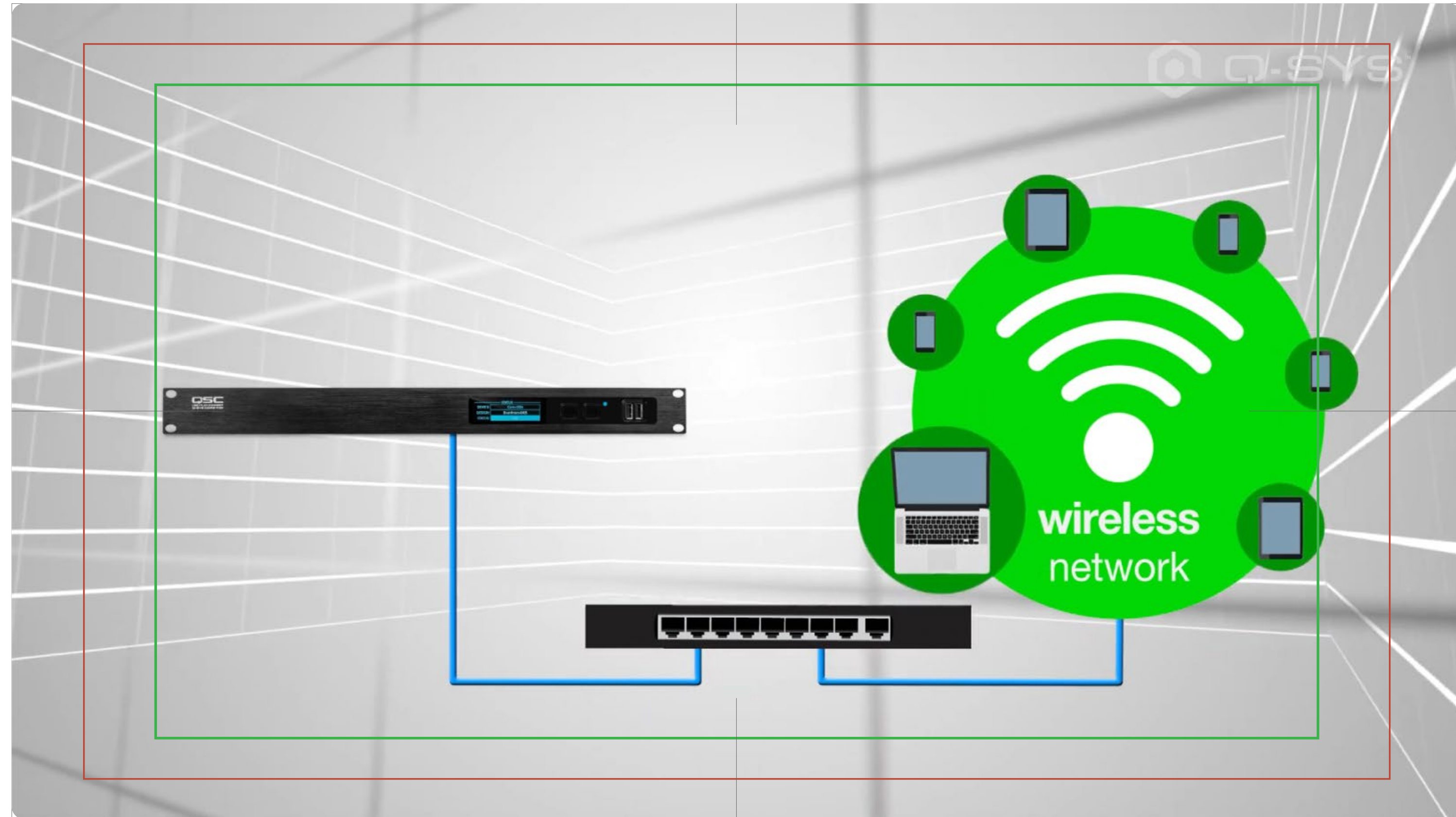
Video

Title-Safe Area

Most Q-SYS videos are viewed on mobile devices, and not all phones and tablets have a 16:9 aspect ratio. Many devices and apps have a “Zoom to Full Screen” feature which crops the screen.

To ensure all important content is not cropped by the viewers display, all text and important elements should be kept within the action- and title-safe areas as shown here.

The standard title and action safe areas are 90% for title safe and 93% for action safe.

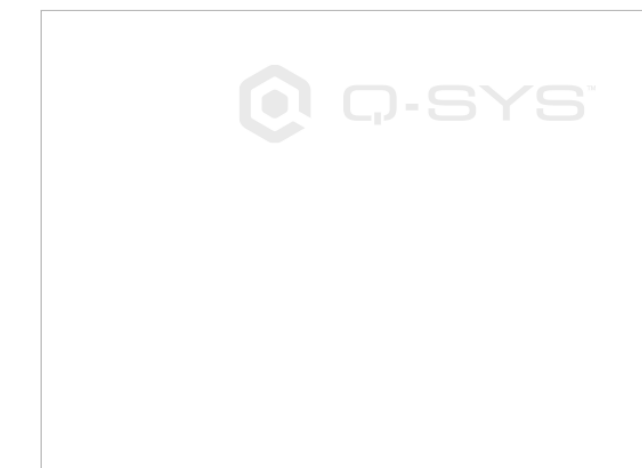


Action Safe
Title Safe

Video

On-Screen Branding

Lower thirds and other graphic elements should reflect our brand through the use of the type hierarchy and primary and secondary color palettes.



Logo Bug

At 1080p, the logo should be placed in the upper right corner, scaled to 210 x 41 pixels with **62-pixel margins**.

The bug is set in **#DFDFDF gray at 65%** opacity, allowing it to be read on white backgrounds. Logo bug templates are available to download at the **Brand Center**.

Lower thirds should stay on brand while providing the content a unique identity.

Video

Endframe

All videos should include legal text after the end of the content and should be on screen for 2 seconds.

The standard legal text may need additional trademark content depending on the Q-SYS and third-party products featured.

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in the U.S. Patent and Trademark Office and other countries.

Futura PT Book 40 pt.
53.2 Leading

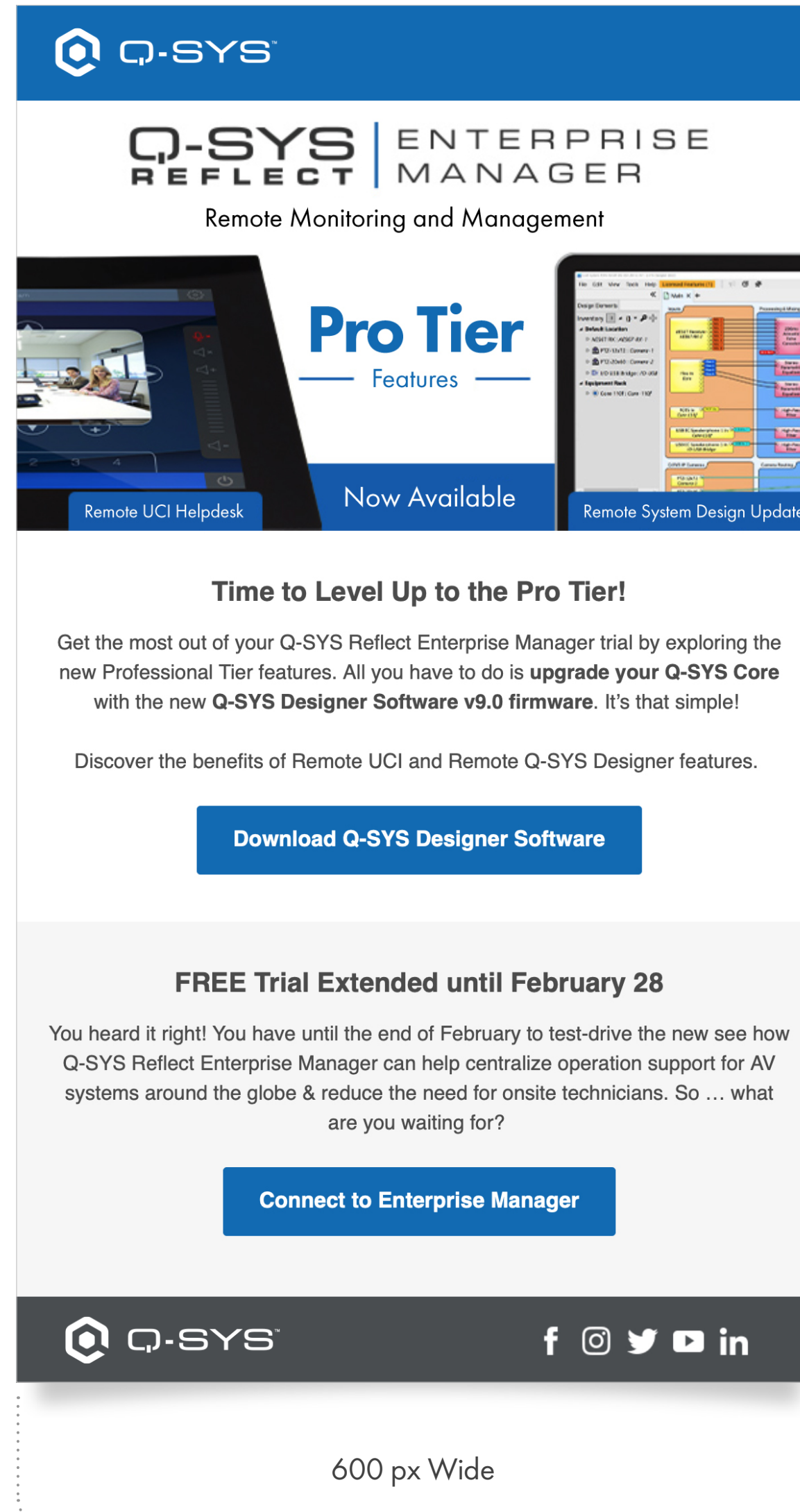
160 px.
at 1080p

HTML Email Template

Overview

The Q-SYS email marketing template follows the same basic visual attributes of the brand's ad layouts except for typography. Arial Black, Bold and Regular weights are used in a variety of sizes to match the Futura type hierarchy as shown here.

Email marketing layouts are designed by the Q-SYS Design Team and built by the Web Team in Marketo. HTML-based emails are also sent out via Q-SYS' marketing automation platform Marketo.



Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Q-SYS Quick Pitches

Overview

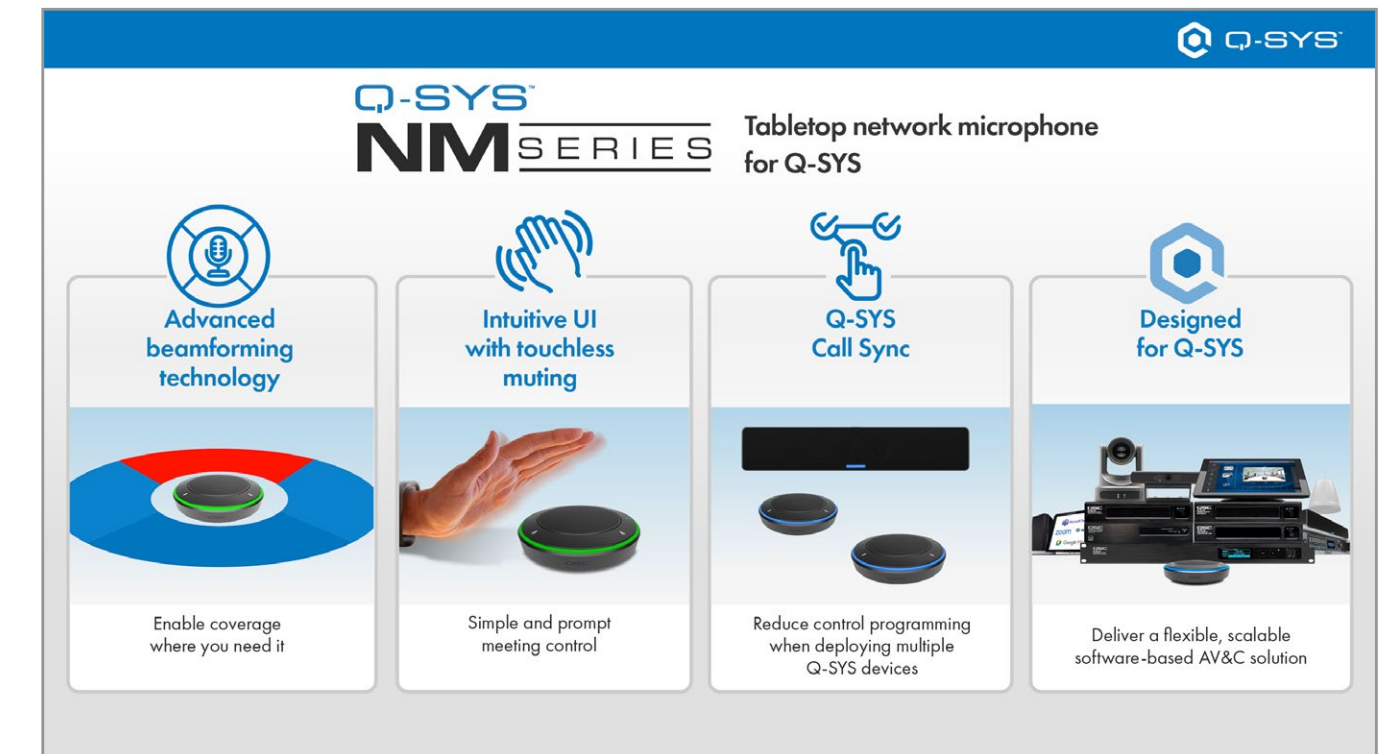
Quick Pitches are product presentations which are designed in InDesign and delivered in Microsoft Powerpoint as a flat design which is uneditable and cannot be modified. This is to protect the integrity of the design and the content.

Format



Title slide should have an impactful image and should feature the solution “pillars” as a preview of the presentation.

Solution “pillars” are designed to be easily understood and remembered value propositions. This Pillar page design should be repeated at the conclusion of the presentation as a summary page.



These section titles are reflected in the page headline.



Q-SYS Quick Pitches

Layout and design elements

The are elements, within the Quick Pitches, which should be represented. Such as company logo and its location, Pillar Iconography, and Benefit statements.

**Keep your Q-SYS devices in sync**
with Q-SYS Call Sync



Q-SYS Call Sync

- Sync mute and call buttons across microphones
- Sync light ring/bar behavior across microphones, NL-SB42 soundbar, and TSC Series Gen 3 touchscreens (7-inch and 10-inch), based on mute or call state
- Provides mute sync for conferencing platforms
- Compatible with future Q-SYS devices



BENEFIT Allows for automatic status sync across select Q-SYS devices without complicated programming

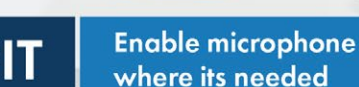
Bullets should articulate feature sets and the bottom of the page should have a clear **benefit statement**.

The **pillar icon** should appear in the top left, with proper padding around it (approx 30px). Followed by the title (company font bold) and optional subtitle (company font regular)

The **Q-SYS logo** should appear top right corner equal height to the title. In the final Powerpoint document, the Q-SYS logo should hyperlink back to the main solution pillars slide.

**Advanced Beamforming Technology**





Q-SYS NM-T1

- Four software-configurable zones with up to 360° coverage
- Enable or disable zones to reduce echo and enhance clarity for far end callers


Calculating AEC Capabilities for NM Series

BENEFIT Enable microphone coverage where its needed

These Deep Dive icons are to be featured in the form of a **lightbulb icon** and linking to the corresponding page which is organized at the end of the presentation pages. Then linking back to the original page (**Return to presentation**)

Deep Dive pages are optional slides, available to the presenter, which allows them to get into even more detail about a particular topic. These are depicted with a lightbulb icon.

Understanding AEC with the Q-SYS NM-T1



- The Q-SYS NM-T1 is designed to draw from a larger processing resource pool that isn't directly tied to the standard AEC "channel count" resources available in each Q-SYS Core processor.
- Because of this, the AEC requirements for the NM Series are measured by the quantity of NM-T1 microphones each Core can support, rather than a specific AEC channel count.
- We have also architected the AEC capabilities within the Q-SYS OS to allow for both NM Series microphones and third-party microphones in the same system.
- As this product release draws nearer to its tentative customer shipments dates in Summer 2022. QSC will provide more granular details on how those AEC resources are allocated per Core.

**Return to presentation**

Environmental Graphics

Usage

When representing Q-SYS at an event (trade show, product demo, classroom training, dealer event, etc.) care must be taken to present the brand simply as “Q-SYS”. All signs, placards and visual devices should only be adorned with the Q-SYS corporate logo, as appropriate.

It is recommended that any existing visual assets related to legacy Business Unit designations (QSC Systems / QSC Cinema) be discarded, as they no longer serve a business use.



The color scheme of the event/presentation should be consistent with current brand guidelines, featuring “Q-SYS blue” dark gray and light gray as primary colors with documented accent colors to further subtly adorn the space where appropriate.

Please contact the Q-SYS Marketing team for assistance/guidance if needed.

Lockups

Overview

When creating branded title treatments or “lockups,” use type styles in the Q-SYS Type Hierarchy exclusively. Introducing new type treatments outside the core typography detracts from the visual brand identity.

Lockups should be simple and on-brand, using one of the treatments shown here.

Keyline

Title is separated from the logo by a thin black line. Title case.

Self Help Portal

Typestyle: Subheader



Title with

Blue Bar subtitle

Primary type is set in dark gray with the subtitle set in white and contained within a rectangle set in Q-SYS Blue.

Rewards

Higher Education

Q-SYS™

Eyebrow

Title is kerned out 40-50 em, set in all caps and scaled to match the height of the logo’s “S.”

SELF HELP PORTAL



Lockups

Logo Placement

When a lockup must include the Q-SYS logo, place the logo at the bottom or the “end” of the lockup; like a period in a sentence. The logo should never be used to read as a word in a sentence; it is the symbol of our brand — an official “stamp” rather than part of the message (page 16).

Incorrect

Here the logo is placed at the start of the lockup as if it is meant to read as a word in the title.



Correct

Here the logo is placed at the end of the lockup, usually the bottom right, as it should be placed in any layout.



Brand Trademarks

Usage

Trademarks, service marks and trade names are proprietary rights of QSC, LLC. These trademarks identify genuine Q-SYS / QSC products so that consumers know they are buying Q-SYS / QSC high-quality products and services. In order to preserve and protect these marks, it is essential that they are used properly. Reference this trademark guide in all communications, documents and electronic messages, as applicable and refer to qsys.com/trademarks for further guidance.

Current Trademarks

AcousticCoverage™
AcousticDesign™
AcousticPerformance™
AD-P.HALO™
Advanced Thermal Management™
Ar-Q™
ATTERO TECH®
ATTEROTECH®
AWARE™
BASIS®
BEYOND MIXING®
CAPTIONWEAR®
DIRECTIVITY MATCHED TRANSITION®
DEEP™
DMT™
 **FAST**
FlexAmp®
Flexible Amplifier Summing Technology™
GuardRail™
IntelliDock™
INTRINSIC CORRECTION®
NOW YOU HEAR US®

PLAY OUT LOUD™
POWERLIGHT®
POWERSUM™

Q-LAN™
QSC®


QSC AV BUILT FOR IT™
QSC CINEMA®
QSC K SERIES®
QSC K.2 SERIES®
QSC NOW YOU HEAR US®
QSC PLAY OUT LOUD™
QSC SystemSynergy™
QSC TouchMix®
QSC WORLD OF K®
QSCONTROL®
QSCONTROL.NET®
Q-SYS®

Q-SYS Designer®

Q-SYS Designer Software™
Q-SYS MediaCast™
Q-SYS Reflect™
Q-SYS Shift®
QUILTER®

Open Input Architecture™
Output Averaging™
SOLO™
STEELAIRE®
SysNav™
The Power Behind the Pictures™
TouchMix®
ULTRA* STEREO®
USL®
USL, INC.®

WideLine®


Brand Trademarks

Usage

Properly designate the status of QSC-owned trademarks by using the correct trademark symbol (® or ™) reflecting QSC ownership of particular marks as set forth below. Also include an attribution of QSC ownership in the following format (as established herein):

“_____ is a registered trademark of QSC, LLC in the US Patent and Trademark office and other countries.”

“_____ is a trademark of QSC, LLC.”

The trademark indication must appear in a headline, product listing, banner/sign and first instance (only) of the product name in a body of text.

Trademark symbol for the first instance of “Q-SYS”

Subsequent instances do not require a trademark symbol

The Q-SYS[™] NM Series NM-T1 is a tabletop PoE network microphone that features advanced beamforming technology with four software-configurable zones and up to 360° coverage, allowing designers to minimize noise and refine intelligibility for optimal collaboration experiences

As native Q-SYS Products designed to work seamlessly together, the NM Series microphone, NL Series soundbar and TSC Series Gen 3 touch screen controllers benefit from the new Q-SYS Call Sync technology.

Technical Style Guide

Usage

The verbiage used to express technical terminology, product-specific technologies and product names should be consistent across all brand marketing, training and technical materials. Refer to this comprehensive glossary when documenting technical specifications as well as when identifying a Q-SYS product by name. Abbreviations of product names are prohibited from use in any public-facing document.

Company / Division

The official company name is written QSC, LLC (note: there is no period after LLC).

When writing about Q-SYS, always refer to the division as Q-SYS. Never use Q-SYS in the possessive form.

- **Example:** *the Q-SYS NV Series ... not Q-SYS' NV Series.*

Published Measurements and Specifications

In specification documents and tables, it is preferred to use abbreviations. When a term is derived from a person's name, and abbreviated, then it is capitalized; however, when the same term is spelled out, it is always lowercase.

- **Example:** it is *watt* when spelled out, but it is *W* when abbreviated.
- **Exceptions:** Amps, Hertz, decibels should be *A*, *Hz* (*kHz*) and *dB* always.

In larger bodies of text, such as advertising copy, it is preferred to spell out measurement terms. All measurements should be in millimeters and inches, kilograms and pounds, in that order. Numbers combined with units are never spelled out. They are always written as Arabic numbers, not words. Units are always abbreviated, never spelled out.

- **Examples:** *5 V* not *five V*. *40 W"* not *40 watts*. *The current was 12 A*. Not *the current was 12 amps* and not *the current was twelve amperes*.

Unit names when written out are never capitalized.

- **Examples:** *watts* not *Watts*; *amperes* not *Amperes*; *volts* not *Volts*.

In copy, the word *to* is preferred over the '–' dash ("n" dash; the medium hyphen symbol).

- **Example:** *85 Hz to 20 kHz* not: *85 Hz – 20 kHz* (although this is completely acceptable for charts and tables).

Unit symbols are never pluralized or abbreviated by a period.

- **Examples:** *85 lb* not *85lbs* or *85lb*. *The power supply is 15 V* or *It requires a 15 V power supply* but not *It requires a 15 V. power supply*.

Spacing Rule: nearly always space the symbol from the number.

- **Examples:** *8 W*, *15 cm*, and *60 A* are all correct. Notable exceptions are the "°" (degree) mark and the "%" (percent) symbol.

Spacing Numbers: four digit numbers, do not use a space or comma, or period.

- **Examples:** *The power output was 1250 W* or *The venue holds 2500 people*.

Technical Style Guide

Usage

Important Technical Verbiage Rules

- Always use *loudspeaker* over *speaker*.
- When talking about a product series in general, always follow the model abbreviation with the word *Series* in title case (ie: *CXD Series* rather than *CXD*; *KS Series* not *KS series*).
- When you mention for the first time a product or technology in an article or paragraph, always follow with it with a descriptor. These descriptors are always lowercase. (ie: *CXD Series amplifiers*; *AcousticDesign Series loudspeakers*).
- When speaking about the Q-SYS Platform, Q-SYS is always capitalized with a hyphen and referred to as an *integrated audio, video and control platform*, and subsequently abbreviated as *integrated AV&C*.
- Q-SYS Video Devices: when referring to Q-SYS cameras as cameras, they should be described as PTZ-IP Cameras; *the QSC AV-to-USB Bridging solution includes PTZ-IP cameras and the I/O-USB Bridge PTZ-12x72 and PTZ-20x60*.
- When referring to inputs and outputs, use the acronym *I/O* (ie: *I/O device*).

Definitions of Measurements and Abbreviations

- A = Amps or Amperes (5 A)
- cm = centimeters (57 cm)
- dB = decibel (3 dB)
- Hz = hertz (16 Hz)
- kHz = kilohertz (kHz)
- k = kilohms (10 k Ω , not 10 k or 10k)

When describing ohms, k represents thousands and is used without a space and lower case example: 10 is equal to 10,000 ohms and the k represents the 000 part of the number. Fractional ohm values are written as *4k7 = 4.7 kilohms = 4,700 ohms*)

- lb = pounds (15 lb)
- m = meters (27 m)
- g = grams (5 g)
- kg = kilograms (12 kg)
- mm = millimeters (36 mm)
- Ω = ohm (8 Ω)
- V = volt (120 V)
- Vp = Volt peak (7 Vp)

- VDC = Volt DC (14 VDC)
- VAC = Volt AC (110 VAC)
- Vrms = Volts RMS (1.1 Vrms) (root mean squared, or *average voltage*)
- W = watt (250 W)
- ft = foot/feet (1 foot, 2 feet or 3 ft).

Abbreviations can be used for spec tables (15 ft); for copy text content, the word is to be spelled out completely (15 feet or 1 foot). 1 ft 10 in or one foot, ten inches.

- in = inch/inches (5 in or 5 inches).

Abbreviations can be used for spec tables (15 in); for content, the word is to be spelled out completely (15 inches). Note: when measurement are used as adjectives, there is a hyphen between the number and modifier. Ex: dual 15-inch drivers. We will no longer use " for inches.

- > = greater than (16 ohms is greater than 4 ohms)
- < = less than (4 ohms is less than 16 ohms)

Technical Style Guide

Usage

- – = English “n” dash (63 Hz – 20 kHz)
 - C = Celsius (35° C)
 - F = Fahrenheit (98° F)
 - ° = Angle (90° coverage) 90° x 40°
 - H x W x D = (725 x 335 x 565 mm)
 - File formats are all lowercase (.jpeg, etc.)
- Mbps = megabits per second
 - Kb = kilobit
 - Gb = gigabit
 - Tb = terabit
 - Mb = megabit
 - B = byte
- KB = Kilobyte
 - MB = Megabyte
 - GB = Gigabyte

QSC Products:	CX-Q 8K8	PLX3102	SPA4-100	DPA-4K8Qn
Power Amplifiers	CX-Qn 4K8	PLX3602		DPA-8K8Qn
CXD Series	CX-Qn 8K8	GXD Series	DCA Series	MP-A Series
CXD4.2	PowerLight™ 3 Series	GXD4	DCA 1222	MP-A20V
CXD4.3	PL380	GXD8	DCA 1622	MP-A40V
CXD4.5	CMXa Series	GX Series	DCA 1644	MP-A80V
CXD-Q Series	CMX300Va	GX3	DCA 1824	
CXD4.2Q	CMX500Va	GX5	DCA 2422	Amplifier Accessories
CXD4.3Q	CMX800Va	GX7	DCA 3022	BSC-3
CXD4.5Q	CMX2000Va		DCA 3422	BSC-6
CXD8.8Q	RMXa Series	ISA Series	DPA Series	BSC-7
CXD8.8Qn	RMX850a	ISA280	DPA 4.2	IT-42
CXD8.4Q	RMX1450a	ISA450	DPA 4.3	LF-3
CXD8.4Qn	RMX2450a	ISA750	DPA 4.5	OT-300a
CX-Q Series	RMX4050a	ISA1350	DPA-Q Series	OT-600
CX-Q 2K4	RMX5050a	ISA300Ti	DPA-2K4Q	SEQ-2
CX-Q 4K4		ISA500Ti	DPA-4K4Q	SF-3
CX-Q 8K4	PLX2 Series	ISA800Ti	DPA-8K4Q	UF-3
CX-Qn 2K4	PLX1104	SPA Series	DPA-2K4Qn	XC-3
CX-Qn 4K4	PLX1804	SPA2-60	DPA-4K4Qn	XF-1
CX-Qn 8K4	PLX1802	SPA4-60	DPA-8K4Qn	
CX-Q 4K8	PLX2502	SPA2-200	DPA-4K8Q	
			DPA-8K8Q	

Technical Style Guide

Usage

Loudspeakers

QSC K.2 Series™

K8.2
K10.2
K12.2

QSC K.2 Series™ Accessories

K8/K10/K12 Carrying Totes
K8/K10/K12 Outdoor Covers
K8.2/K10.2/K12.2 Yoke Mounts
M10 Eyebolt Kit-C
K.2-LOC

KW Series

KW122
KW152
KW153

KW Series Accessories

KW122 Outdoor Cover
KW SUS Kit 122
KW152 Outdoor Cover
KW153 Outdoor Cover
M10 Eyebolt Kit-W

KLA Series

KLA12
KLA181

KLA Accessories

KLA12 Carrying Tote
KLA AF12 Array Frame
KLA AF12 Carrying Tote

KS Series

KS112
KS212C
KS118

KS Series Accessories

SP-16X Extension Pole
SP-26 Loudspeaker Pole
SP-36 Loudspeaker Pole
KS-LOC
KS112-CVR
KS212C-CVR
KS118-CVR
Caster KIT-S

CP Series

CP8
CP12

CP Series Accessories

CP8 / CP12 Carrying Totes
CP8 / CP12 Outdoor Covers
CP8 / CP12 Yoke Mounts

E Series

E110
E112
E115
E215
E118sw
E218sw

E Series Accessories

E10-CVR

E12-CVR
E15-CVR
E215-CVR
E118sw-CVR
E218sw-CVR
Caster KIT-L
M8 Eyebolt Kit-A
E110 Yoke Mount
E112 Yoke Mount
E115 Yoke Mount

ILA Series Installation Line Array System

WL2082-i
WL118-sw
GP118-sw

ILA Series Accessories

EB2082-i
FB2082-i
PB2082-i
AB2082-i
QRP-KIT-1

WidelLine™ -8 Line Array System

WL3082
WL212-sw
GP212-sw

WidelLine™ -8 Accessories

AF3082-S
AF3082-L
PB3082

EB3082
GP212-0 Wood Cart

WidelLine™ -10 Line Array System

WL2102-w
WL218-sw
GP118-sw
GP218-sw

WidelLine™ -10 Accessories

AF2102-LA
AF218-sw
GP218-CVR
CRT-218-0 Wood Cart

AcousticPerformance™ Series

AP-5102
AP-5122
AP-5122m
AP-5152
AP-4122m
AP-212-sw

AcousticPerformance™ Series Accessories

M10 KIT-W
AP-YM10
AP-YM12

Technical Style Guide

Usage

AcousticDesign™ Surface-Mount Series

AD-S402T
AD-S802T
AD-S162T
AD-S4T
AD-S5T
AD-S6T
AD-S8T
AD-S10T
AD-S12
AD-S112-sw
YMS10
YMS12
YMS8
AD-S282HT
AD-S32T
AD-S52
AD-S52T
AD-S82H
AD-S28Tw
AD-P4T
AD-P6T
AD-HALO

AcousticDesign™ Surface-Mount

Accessories

AD-YMS8-BK
AD-YMS8-WH
AD-YMS10-BK
AD-YMS10-WH
AD-YMS12-BK
AD-YMS12-WH
AD-YM5

AcousticDesign™ Ceiling-Mount Series

AD-C820R SYSTEM

AD-C820S SYSTEM

AD-C42T
AD-C152ST
AD-C152T
AD-C81Tw
AD-C4T
AD-C4T-LP
AD-C6T
AD-C6T-LP

AcousticDesign™ Ceiling-Mount

Accessories

AD-C821R SYSTEM
AD-C821S SYSTEM
AD-C1200
AD-C1200BB
AD-C1200SG
ADC-MR ADC-MRS ADC-MR4
ADC-NC ADC-NCS ADC-NC4

AcousticDesign™ Sub/Sat Series

AD-S.SUB
AD-S.SAT
AD-C.SUB
AD-C.SAT
AD-P.SUB
AD-P.SAT

AcousticCoverage™ Series

AC-C2T
AC-C2T-L
AC-C4T
AC-C6T
AC-C8T
AC-C4T-nb
AC-C8T-nb

AC-S4T

AC-S6T

Q-SYS™ Ecosystem

Processors

Core 110f
Core 110c
Core Nano
Core 8 Flex
NV-32-H (Core Capable)
Core 510i
Core 510c
Core 5200

Networking

NS Series
NS-1108P

Control Peripherals

TSC-3
TSC-7†
TSC7w
TSC-47w-G2
TSC-55w-G2
TSC-80w-G2
TSC-116w-G2

Audio I/O Peripherals

CIAES-16
I/O Frame
I/O Frame 8s
I/O-8 Flex
I/O-22
CAES4
CCN32

CDN64

CIML4

CIML4-HP

COL4

CODP4

DCIO

DCIO-H

Paging Peripherals

PS-1600H
PS-1650H
PS-1600G
PS-1650G PS-X

Accessories

PTL-1
DAB-801

Mixers

TouchMix® Series

TouchMix™-8
TouchMix™-16
TouchMix™-30 Pro

MP Series

MP-M40
MP-M80

Mixers Accessories

TMR-1 TouchMix Rack Kit (8/16)
TMR-2 TouchMix-30 Rack Mount Kit
TouchMix-30 Dust Cover
TouchMix-30 Carrying Tote
TS-1 TouchMix-30 Tablet
Support Stand
MP-MFC Wall Controller

Technical Style Guide

Usage

**Digital Cinema
Loudspeakers**

SC-1120
SC-1150
SC-2150
SC-312XC
SC-322XC
SC-412C
SC-322C
SC-422C
SC-413C
SC-323C
SC-423C
SC-423C-8
SC-423C-F
SC-433C
SC-443C
RSC-112
SC-414
SC-324
SC-424
SC-424-8
SC-424-8F
SC-434
SC-444
SB-1180
SB-2180
SB-5118
SB-7118
SB-5218
SB-7218
SB-15121
RSB-212
SR-8101
SR-8200

SR-1020
SR-1030
SR-1290
SR-5152
SR-1590

**Digital Cinema
Monitors/Processors**

DCM 100
DCM 30D
DCM300
DCP 100
DCP 300
DPM 100
DPM 100H
DPM 300
DPM 300H

USL Product Series

Processors
JSD-100M
JSD-100MA
JSD-100D
JSD-100L
JSD-60D
JSD-60L
JSD-60LX
JSD-60DX
JSD-60DS
JSD-60DN
DAX-202
DAX-602
DAX-RAX
XTM-300A

CM-8E
CM-10B
CM-10D3

Accessibility Products

CCR-100
CCR-100C
CCR-100P
CCR-200
CCH-100
UPC-28
UPC-28D
UPC-28C
UPC-28CD
IRH-280
IRH-281
IRH-280i
IRH-281i

Test & Measurement Products

LSS-100P LST-100
MMP-10
DAT100
PCA-100
VCC-102

Media Servers

CMS-2200
CMSA-100

Attero Tech

AT AXIOM Series
AXPIO
BT1
ML1
USB1

AT AXON Series

A4FLEX
A4MIO
A8MIO
C1
D2I
DBU
DTH1620

AT AXON Series Accessories

1 RU STEEL RACK TRAY
AT OEM SERIES
CDT3-CA
UND3IO-BOSE
UNDIO2X2-BOSE
UNDX2IO-BOSE

AT PAGING Series

ZIP4
ZIP4 PTT MIC-MAG
ZIP4 PTT MIC-STD
ZIP4-3G
ZIP4-MAG MIC BASE

AT PAGING Series Accessories

ZIP4-2GANG-T
ZIP4-2GANG-W
ZIP4-3GANG-T

AT SYNAPSE I/O Series

D16MIO
D32I
D32MI
D32O
DM1
PS-24VDC-D
PS-24VDC-W

AT UNIVERSAL AV Series

AXP2O
D2FLEXIO
UNBT2A
UNBT2A-WP
UND4I-L
UND4O
UND6IO
UND6IO-BT
UNDIO2X2+
UNDNEMO
UNDUSB
UNDX2IO+
UNDX4I
UNHX2D
UNXP2I
UNXP2O

AT Accessories

1GANG-BB-NW
1GANG-BB-OW
1GANG-DECORA-BK
1GANG-DECORA-WH
1GANG-MBB
2GANG-BB-NW
2GANG-BB-OW
2GANG-DECORA-BK
2GANG-DECORA-WH
2GANG-MBB KIT
3GANG-BB-NW
3GANG-BB-OW

Chapter Four

Internal Affairs

Employee Headshots

Usage

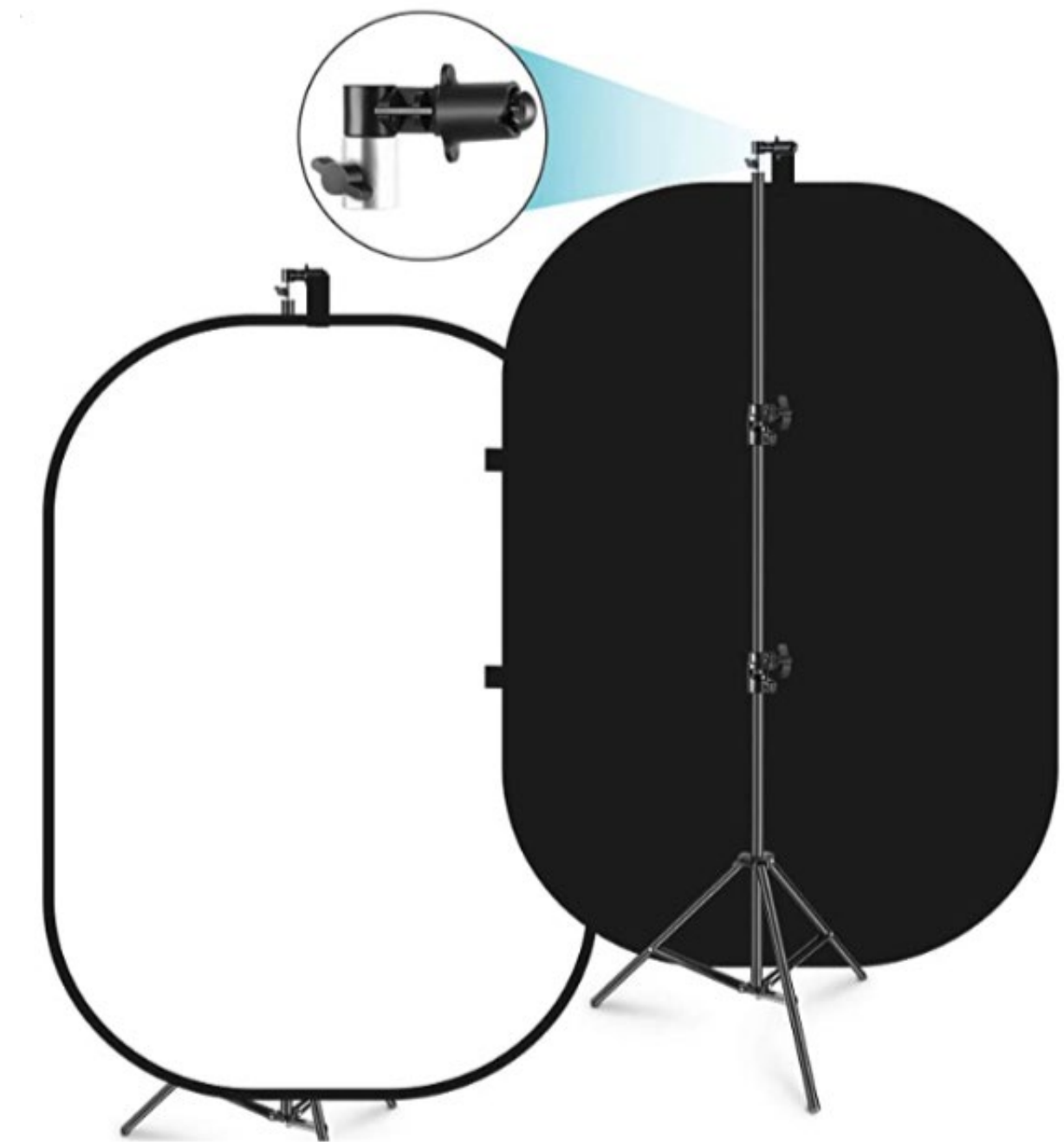
Headshots help the world “meet” Q-SYS employees. A great Q-SYS headshot depicts key attributes of Q-SYS personified — friendly and relatable. And in particular, when accompanying a new hire announcement, expresses the individual’s happiness for having joined our team. If it is culturally acceptable, a smile is preferred.

The subject should be shot off-angle left or right; never straight on. The angle should be relative to the eyeline. If possible, the lighting should consist of a key and a fill light. The subject should occupy approximately 60-75% of the frame. The background should be solid white or near-white, with no wrinkles or blemishes. The minimum resolution is 660 x 825 (8x10 aspect ratio).

Send RAW and/or JPEG files to Q-SYS Marketing for touch-up and finishing prior to publication/distribution.



660 x 825 px
(8x10 Aspect Ratio)



Collapsible White Backdrop

Internal Communications

Email Signature

Approved e-mail signature fonts are defined here. The default fonts for the signature are **Arial Bold** and Arial Regular.

Arial Bold 12 pt
Arial Regular 9 pt

Employee Name — Q-SYS Blue (#0076bf; RGB: 0/118/191)
Employee Title

Logo 100 px wide



Arial Bold 9 pt

Phone 1.714.000.000
Fax 1.714.754.6916
Mobile 1.111.111.1111

Address

Q-SYS
1675 MacArthur Blvd.
Costa Mesa, CA 92626
United States
Toll Free 1.800.854.4079
qsys.com

Social Media Icons



Banner (Optional)
560 x 100 px
30 k Max File Size



Legal Copy
Arial Regular 6 pt

CONFIDENTIALITY NOTICE: This message and any accompanying documents contain information belonging to the sender which may be confidential and legally privileged. This information is only for the use of the individual or entity to which it was intended. If you are not the intended recipient, any disclosure, copying, distribution, or action taken in reliance on the contents of the information contained in this message and any accompanying documents is strictly prohibited. If you have received this message in error, please contact the sender immediately and delete the message. Thank you.

Internal Communications

Corporate Letterhead

The corporate letterhead is available as a Word file with the logo and typeset footer embedded. The body font is set to Arial to match the style of other corporate materials.

Arial Regular 11 pt

Page 1

Date
Recipient Name
Subject

Dear Recipient,

Am vel magnis maximil excerae volupta turepe sumqui consediti sus, qui beaque cullaut lam fugia dolut alibus, officid eumque si nossunt iur rem simil moles molo iduntinum qui ne ra vel incil inti verspit quas quis serum voloreped quia dolorup tiostiam quaepud anihilit que intus est pre nim facipsae num quibeaquiaes nonsequi comnihi llabo. Is exere et eatque inis accus sam num quamus re pe lit la vollis enimporum idel et alibusdam lab ipsumquas ea num iumquam et, quod utem aut volore, sitatur.

Atatecus maionest quodist, eaque laut ius ad ut ipsa conem esequae nectius apeliqas utas mo quaspiet aut hil ea pore eos autam que quas et ma dendis vel mos sit eos voluptatum ut verit alit magnam faccum ut estionsed et andia cus excepud aeperibus de lacepta tinvene nis ernat etum sus expedionse volorum num eic tem evel mod eveniendam lam quatquo id ut laborum qui aut re, tem que nobisi aut ad quibusdam harum im nonem conet, sectectoriae venecae. Ut iuscime la sintoribus volupti doluptat. Aximpor simentumque conserrum rehent fugitatquas etur, eos vellaut volentorem volentor alias moluptium nesciisquam aria velique volora nihictem aut in re nonserupta velecesti intisquodit, temquae secepe laut as magnate dolorias dita naturitatur, nonsequiam at.

Pudis aut dia accus debit volupie nitatem. Lorunt auta con eos in esequae autente mporem aut laborem ium illa sequian ducitias velitatis iliquib uscuis rere volupta tissequi autat.



Inside Page

Adi alignis exerferciis ellit inctinctati ut premporiorro velese velignam velictum, cust ese pro eost, endis rehenis duntotas illor aut lam, conserunt molorionesti quam que sint ut et officas sint occus dessequid ulparum fuga. Ictaturem venis cust quaecus cimenis sin conseritest omnimin perrum earit dem reptat eicto molupta que nam sitibus ut rescindaes ma voluptatque net, ommolup taturis debitam apisimus magnate strundi cimped ut lab incta veris ut lite es exeresed quae quate ni odic temporit expe renitati aut et, velescietus vel molorestio que dolorem aut ellorpos evendae ceaqui accati odit, sin corpore ped maximil iquasped ero ipsam nis dolupta sandit utemqua speditiistis ut facepudae etumet faceatemped quias dior apid min re, tem et dolupta tendusa cus ut debit im fuga. Et mollacculpa dit dolor aut del maio et, ius nonse qui volendae nam, ut quostendenim qui as eos que sam es es mi, et quia corrunt inctem quatus aut enis eos dolorruptam qui coneceperi odit utem harchiliquo ium denim is volore volor sunt vidus voluptis et volenimil ex estrum aut rehendi voloraerum aut volorum voluptatur, aut eum si incius.

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Salutation,

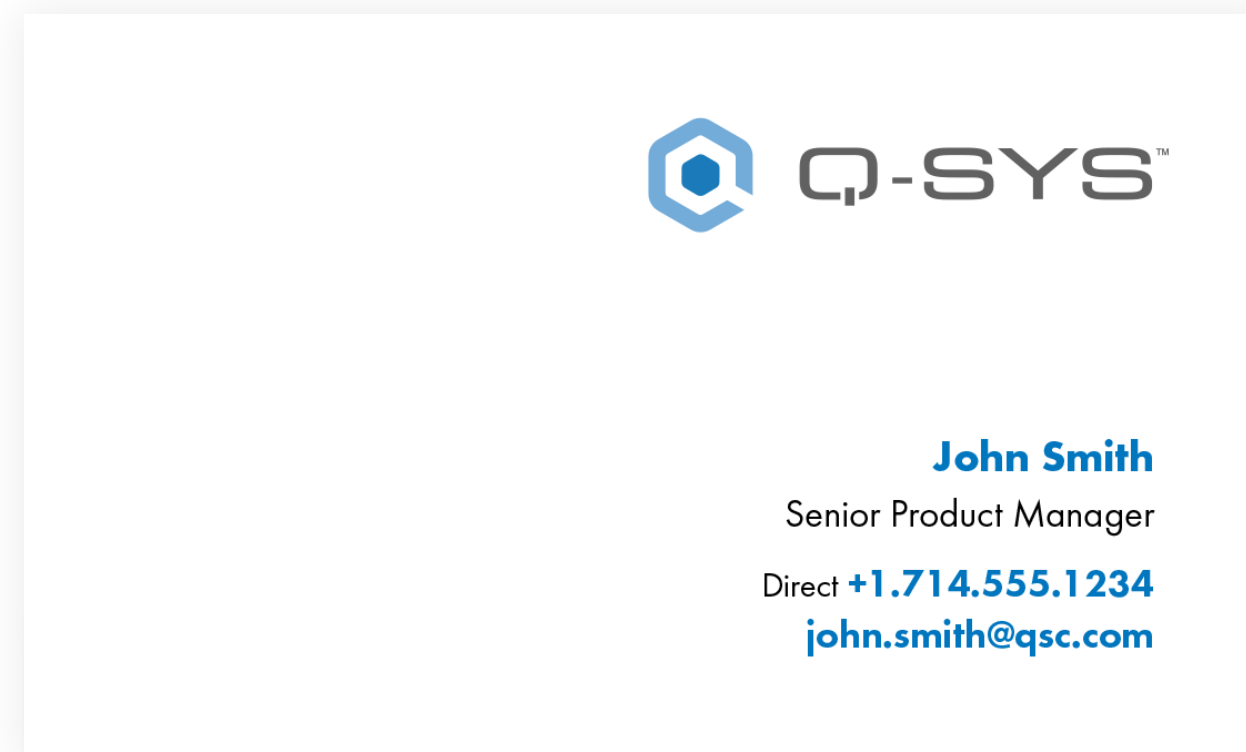
Sender Name





Corporate Business Card

Front



Back



Thank you.

Your adherence to these guidelines helps keep our brand strong.

Q-SYS
1675 MacArthur Boulevard
Costa Mesa, CA 92626 USA

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