

# Graphic Standards and Trademark Usage Guidelines

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## More Information

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# Graphic Identification Principles



## 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 Logo Signature

## Primary Logo Signature

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 <sup>™</sup> and one without. The trademark is an integral component of the signature in most cases; its size and proportion are fixed:

### Example A:

The <sup>™</sup> 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 <sup>™</sup> when the logo is used on a small scale and the <sup>™</sup> is not legible.

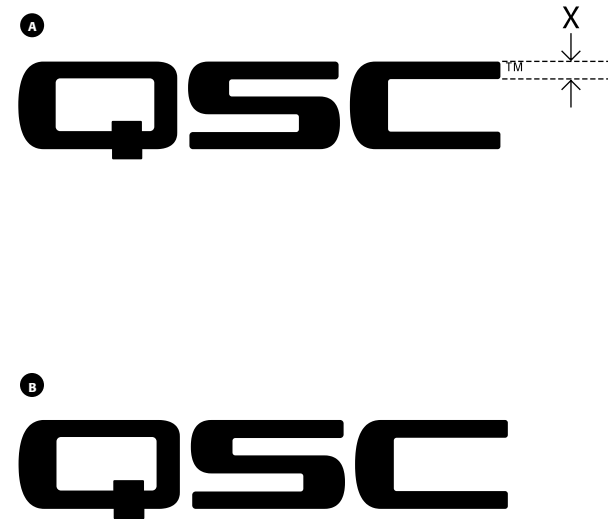
### Example B:

The <sup>™</sup> 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.

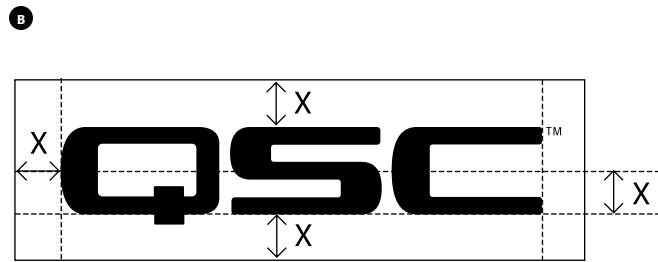
**Always reproduce the QSC signature from supplied digital file or artwork.**



# Clearspace Requirements

## Clearspace Requirements

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



# Signature Colors

## Signature Colors

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 may have been output on a digital press or its equivalent. Do not use the colors printed in this document for color matching.*

A

**QSC**<sup>TM</sup>

B

QSC<sup>TM</sup>

C

**QSC**<sup>TM</sup>

# Reversed Out Logo Reproduction

## Reversed Out Logo Reproduction

These examples show the recommended usage of the signature when reversed out.

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 reversed version should be used.

A



B



C



# Standard Typeface, Tagline, and Product Logos

## Standard QSC Typeface

On most of the marketing materials QSC produces, the primary typeface is Formata. We use varying weights from light to bold depending on the usage, but never use the condensed version. We cannot distribute this font file, but it can be purchased from a font vendor.

## The Tagline

Our new official tag line “Passionate About Sound”, figure A, when used should be clearly displayed in the Formata Regular font.

## Product Logos and Identification

QSC does not currently create logos for our product series – (PLX, HPR, WideLine, etc.) – and we request that partners do not attempt to create graphical logos to identify our product lines. Expressing the product name in QSC’s standard typeface, figure B, is a better solution.

A

Passionate About Sound

B

**PLX2 Series**

Professional Power Amplifiers

# Partnerships and Co-branding

## Partnerships and Co-branding

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 Logo 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.



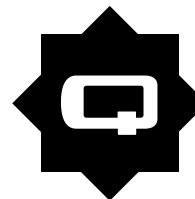
**NEVER** rotate logo.



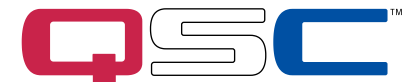
**NEVER** add text to the logo or otherwise violate the clear space.



**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 Logo Usage

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**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.

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# Primary Color Palette

## Primary Color Palette

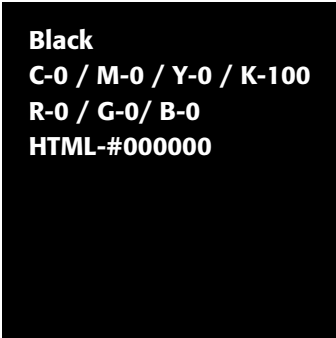
The colors shown on this page and throughout this manual are intended to match the PANTONE Color Standards.

When creating items where spot color is feasible, or custom color specialty printing, Pantone 300 blue is used.

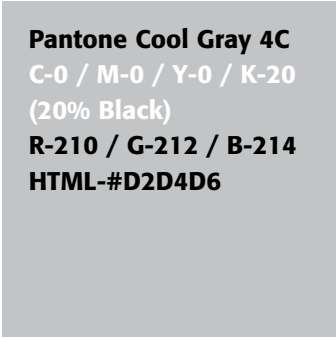
When printing documents using 4-color process, use the C-M-Y-K specification.

For digital media, use the HTML mix specification.

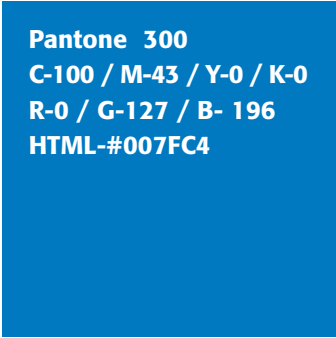
PANTONE® is a registered trademark of Pantone Inc.



**Black**  
**C-0 / M-0 / Y-0 / K-100**  
**R-0 / G-0 / B-0**  
**HTML-#000000**



**Pantone Cool Gray 4C**  
**C-0 / M-0 / Y-0 / K-20**  
**(20% Black)**  
**R-210 / G-212 / B-214**  
**HTML-#D2D4D6**



**Pantone 300**  
**C-100 / M-43 / Y-0 / K-0**  
**R-0 / G-127 / B-196**  
**HTML-#007FC4**

# Trademark Usage Guidelines

## Introduction

QSC trademarks, service marks and trade names are proprietary rights of QSC Audio Products, LLC. These trademarks identify genuine QSC products so that consumers know they are buying QSC high-quality products and services. Using the trademark incorrectly can cause it to become diluted and generic which could result in a loss of value and proprietary rights.

These Trademark Usage Guidelines ("Guidelines" hereinafter) apply to all QSC dealers, distributors, resellers, strategic business partners, customers, advertising agencies, press agents, consultants, and any third party making reference to QSC trademarks. No party shall acquire any right in QSC trademarks or trade names, nor shall any party file applications for the registration of any sign consisting of, comprising or being confusingly similar to QSC trademarks and trade names.

## Purpose of Trademark Usage Guidelines

These Guidelines publish the correct usage of QSC trademarks and assist you in avoiding infringement of QSC trademark rights. QSC trademarks must always be used in the same way and get-up as set out in QSC Graphic Standard and Trademark Usage Guidelines or as specified in writing by QSC.

## Disclaimer

These Guidelines are not intended to and do not constitute legal advice, and should not be interpreted as such. The Guidelines are not intended to and do not create any license, contract or other type of relationship between you and QSC.

## Trademarks or Registered Trademarks of QSC Audio Products, LLC in the U.S. Patent and Trademark Office and Other Countries

The lists following are posted as a convenient reference. QSC Audio Products, LLC does not waive any rights to a QSC trademark, service mark, trade name, product name, or logo that does not appear below. Status of marks is subject to change without notice, however updated information can be found at [www.qscaudio.com/trademarks](http://www.qscaudio.com/trademarks)

## Registered Trademarks

A registered QSC trademark should be followed by the symbol ® to identify the term as a registered trademark. If you are unsure if a trademark is registered in your country, use the ™ notice symbol. Refer to the trademarks listed by country below or contact QSC Audio Products, LLC to ascertain whether the trademark is registered in your country. The symbols below reflect status of the trademark in the United States only.

- BASIS®
- PowerLight®
- QSCControl®
- QSCControl.net®
- QSC®
- WideLine®

## Trademarks

Trademarks that are not registered enjoy many of the same rights which are acquired by registration. Trademarks must be used properly, regardless of their registered status.

- AcousticDesign™
- Advanced Directivity™
- Advanced Thermal Management™
- Hear the Power of Technology™
- IntelliDock™
- Intelligent Amplifier Protection™
- Intrinsic Correction™
- ModularDesign™
- Open Input Architecture™
- Output Averaging™
- The Power Behind the Pictures™

# Registered Trademarks by Country

## Registered Trademarks by Country

QSC trademarks might also be registered by QSC Audio Products, LLC in additional countries. Trademark rights vary from country to country. Some countries have severe civil and criminal penalties for improper use of registration symbols. Therefore, you may not use the registration symbol ® in countries where the QSC trademarks have not been registered. If you are unsure if a trademark is registered in your country, use the "TM" symbol.

### QSC Plain Logo

Argentina  
Benelux (EU)  
European Union  
Great Britain / North Ireland (EU)  
Germany (EU)  
Japan  
Korea  
Spain (EU)  
Switzerland  
Taiwan (ROC)  
United States  
Venezuela



### QSC + BAR (Logo)

Bolivia  
Great Britain / North Ireland (EU)  
Taiwan (ROC)



### QSC + BAR + AUDIO (Logo)

Argentina  
Brazil  
Guatemala  
Paraguay  
Peru



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### QSC AUDIO PRODUCTS, LLC

Argentina  
Venezuela

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### QSC – New Logo

Australia  
Brazil  
Canada  
China (PROC)  
European Union  
Guatemala  
Japan  
Mexico  
New Zealand  
Paraguay  
Taiwan (ROC)  
United States  
Venezuela

The image shows the QSC logo in white text on a black background. The letters are bold and stylized, with a small square notch in the bottom-left corner of the 'Q'. A trademark symbol (TM) is located to the upper right of the 'C'.

# Registered Trademarks by Country

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## QSC Block Letters

Benelux (EU)  
Bolivia  
Canada  
China (PRC)  
European Union  
France (EU)  
Great Britain / North Ireland (EU)  
Guatemala  
India  
Italy (EU)  
Japan  
Korea  
Mexico  
Spain (EU)  
Taiwan (ROC)  
United States  
Uruguay  
Venezuela

## BASIS

United States

## PowerLight

Germany (EU)  
United States

## QSCControl

United States

## QSCControl.Net

United States

## WideLine

Canada  
China (PRC)  
European Union  
Mexico  
United States

# Trademark Ownership Credits

## **Attribute Ownership of QSC trademarks to QSC Audio Products, LLC**

When QSC trademarks or registered trademarks are used, the following should be displayed in the credit section in a discrete, yet legible manner. Credit section should appear at the end of a document, bottom of an advertisement or back page of a catalog.

“(Enter trademark/registered trademark name here) is a trademark or registered trademark of QSC Audio Products LLC in the U.S. Patent and Trademark Office and other countries.”

### **For example:**

“The QSC logo is a trademark or registered trademark of QSC Audio Products LLC in the U.S. Patent and Trademark Office and other countries.”

## **Attribution to Ownership of Others**

You should observe the trademark ownership of others by including the following:

“(Enter trademark name here) is a trademark of (enter trademark owner’s name).”

### **For example:**

“Cobranet is a trademark of Cirrus Logic.”

If the trademark owner information is unknown, please use the following example:

“All trademarks are the property of their respective owners.”

## **Trade Names**

Trade names and trademarks are not the same and different usage guidelines apply. Although QSC is a registered trademark of QSC, it is also the trade name that refers to the company. Treat QSC as a trade name when referring to the company. QSC should be treated as a trademark when it is referring to product and not the company.

Trade names can be referred to in the possessive form (for example, “QSC’s newest audio amplifier”) and need not to be followed by generic nouns that define a product or a service (for example, “these audio amplifiers are made by QSC”). When referring to a QSC trade name, it is not appropriate to use a trademark symbol.

### **QSC Trade Names:**

- QSC
- QSC Audio
- QSC Audio Products, LLC

# Trademark Usage in Verbiage

## Proper QSC Trademark Usage

Different usage guidelines apply to trademarks. QSC trademarks must always be used only as an adjective, never as a noun or a verb and never in the plural or possessive form. Also, QSC trademarks should always be used in conjunction with a generic term, for example QSC audio amplifiers.

## Examples:

1. A trademark should always be used as an adjective and never a noun.  
Correct usage: "AcousticDesign™ speakers complement my system."  
Incorrect usage: "There is always a pair of Acoustic Designs in my system."
2. Never use the trademark in the plural or possessive forms.  
Correct usage: "QSC's new QSControl.net is suited for large and small applications."  
Incorrect usage: "QSControl's new configurations are user friendly."
3. A trademark should not be used as a verb.  
Correct usage: "The QSC amplifiers powered the system with cool stability."  
Incorrect usage: "We QSC'ed the system to provide more power."
4. Use a trademark consistently. Do not modify the trademark by any deviation, hyphenation, combination or abbreviation.  
Correct usage: "All QSC amps feature the Advanced Thermal Management™ system that maintains a safe operating temperature, even under high-output conditions."  
Incorrect usage: "Adv. Therm. Mgmt. system maintains a safe operating temperature."
5. Use the trademark distinctively.  
Correct usage: "WideLine® speakers are compact and have the ability to meet and exceed requirements for a range of applications."  
Other examples: *WideLine* (Italics), **WideLine** (Bold), WideLine® (registered mark), WIDELINE (specialized capitals).  
The purpose is to make the trademark stand out in the text.  
Incorrect usage: "The wideline line array speakers have wide coverage patterns."
6. The notice symbols ™ or ® should be used on all prominent uses of the trademark, including headings and title pages. The trademark should be included on the first use of the trademark in the text of each document. A trademark symbol does not need to be included in every use of the trademark as long as it is included prominently in the first use. A trademark must always be used properly despite the inclusion of the notice symbols.