

FRANKLIN GOTHIC IS THE APPROVED APQC BRAND BODY T

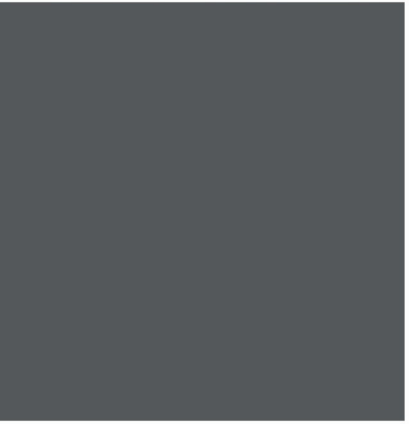
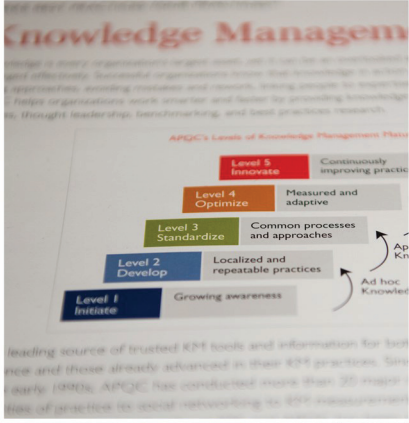
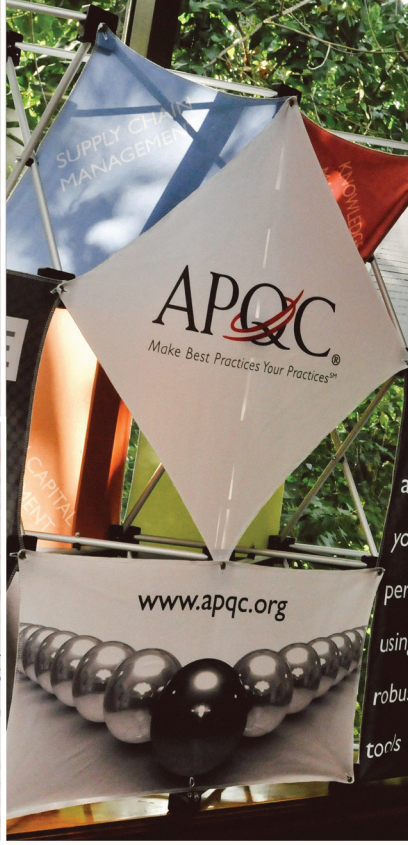
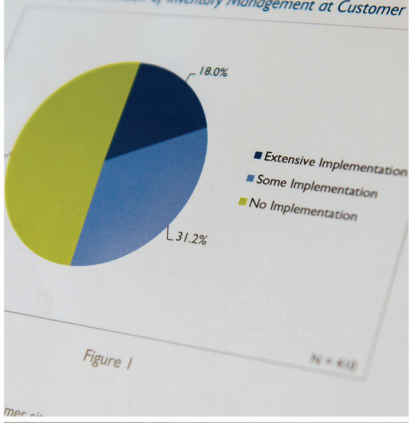
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GILL SANS IS THE APPROVED APQC BRAND BODY T

Gills Sans Standard  
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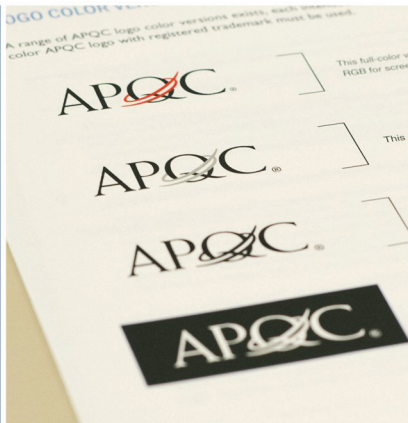
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 abcdefghijklmnopqrstuvwxyz  
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**APQC**

**BRAND COMMUNICATIONS GUIDE**

LOOK AND FEEL



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# THE APQC CORPORATE LOGO

APQC offers electronic copies of its logo in various file formats for printing or Web use. To obtain the proper file format and secure approval for use of the logo, please contact a member of the marketing team.

Anyone displaying an APQC logo should follow the signature guidelines for colors, safe zones, and usage as outlined below.

- ◆ The APQC corporate logo includes the letters “APQC” in 100 percent black and the “swoosh” in PMS 1797. If printing in 4-color process, convert PMS 1797 to c2 m98 y85 k7.
- ◆ Half the cap height of “APQC” determines the safe zone around the corporate logo. This area should be clear of all pattern, imagery, and objects.
- ◆ The APQC corporate logo can also be used in grayscale with the “swoosh” in 40 percent black.
- ◆ The APQC corporate logo can be reversed out to white on dark colors. On light colors, the APQC corporate logo should be used in grayscale.

## CORPORATE LOGO SAFE ZONES

1/2 the cap height of “APQC” determines the safe zone around the corporate logo. This area should be clear of all pattern, imagery and objects.



## LOGO COLOR VERSION

A range of APQC logo color versions exists, each intended for a specific purpose. Whenever possible, the full-color APQC logo with registered trademark should be used.



*This full-color version is available in 4-color CMYK for professional printing and RGB for screen viewing.*



*This gray scale version is used for printing in black-and-white publications.*



*This 1-color logo is reserved for specialty prints projects only when black is appropriate or necessary. Whenever possible use the full color logo pictured above.*



*This reversed 1-color logo is reserved for specialty print projects only when white is appropriate or necessary. Whenever possible, use the full color logo pictured above.*

## CORPORATE LOGO COLOR USAGE

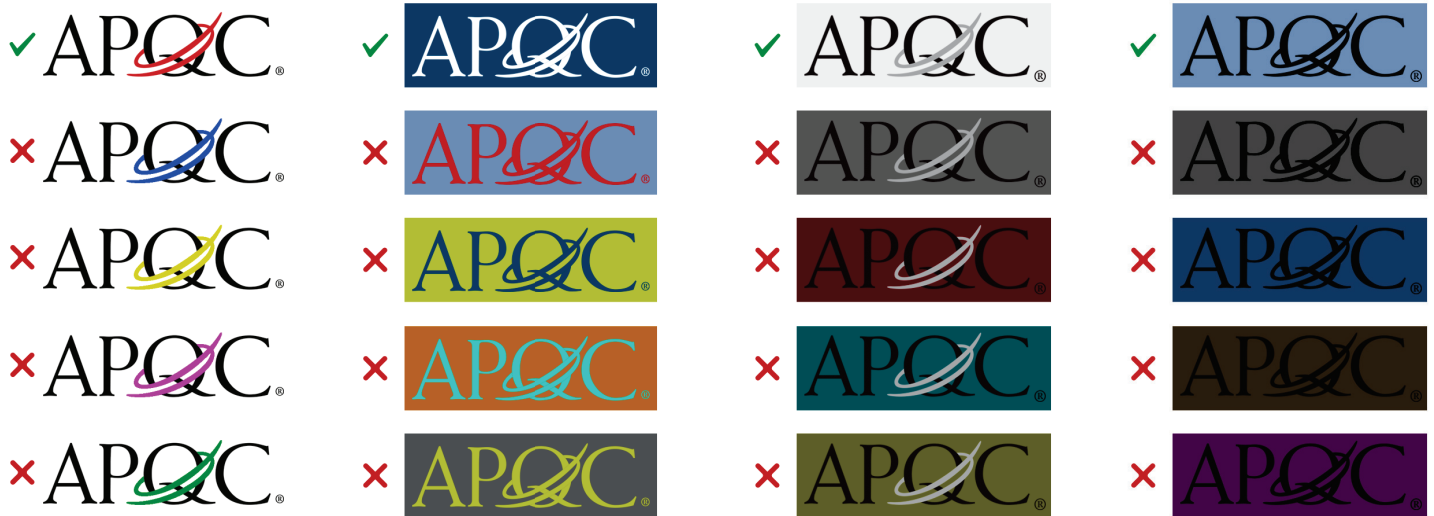
The APQC corporate logo can also be used in grayscale with the “swoosh” in 40% black. The APQC corporate logo can be reversed out to white on dark colors. On light colors, the APQC corporate logo should be used in grayscale.



## CORPORATE LOGO INCORRECT USAGE

- ◆ Do not remove or move the “swoosh” within the logo.
- ◆ Do not use the corporate logo in color on dark colors.
- ◆ Do not use the red “swoosh” on any color.
- ◆ Do not use the corporate logo on a busy or detailed pattern.

*Examples of the correct usage and some incorrect variations of the APQC logo.*



## THE APQC LOGO: RULES FOR SPECIAL EFFECTS AND OVERLAYS

### Over a photograph

The APQC logo might appear over a photograph or video, where the backgrounds are complex or moving. In these contexts, the white APQC logo should be used to retain clarity, unless the vendor or publication specifically requires a full-color version. Then this would be up to the discretion of the APQC marketing department.



### Rules for special effects

The APQC logo should never be altered beyond its current approved version. This includes adding fanciful effects such as a drop shadow, 3-d appearance, or glows. An APQC team member should never modify any aspect of the APQC corporate logo, as they are not authorized to do so. Older versions of the APQC logo are part of the old brand and therefore are not currently approved and should not be used under any circumstances.

Drop Shadow



Pixelated



Glow



#### UNACCEPTABLE LOGO TREATMENTS:

*Effects interfere with the readability of the logo and, more importantly, they do not convey a professional image of APQC. An effect should never be applied to the APQC logo unless it is first approved by the marketing department.*

# THE MOSAIQ™ LOGO

APQC offers electronic copies of the MosaiQ™ logo in various file formats for printing or Web use. To obtain the proper file format and secure approval for use of the logo, please contact a member of the marketing team.

Anyone displaying a MosaiQ logo should follow the signature guidelines for colors, safe zones, and usage as outlined below.

- ◆ The MosaiQ logo includes the letters “MOSAI” in 100 percent black and the “Q” in gradient variation of orange to yellow.
- ◆ Half the cap height of “MOSAIQ” determines the safe zone around the logo. This area should be clear of all pattern, imagery, and objects.
- ◆ The MosaiQ logo can also be used in grayscale.
- ◆ The MosaiQ logo can be reversed out to white on dark colors. On light colors, the MosaiQ logo should be used in solid black.

## CORPORATE LOGO SAFE ZONES

1/2 the cap height of “MOSAIQ” determines the safe zone around the logo. This area should be clear of all pattern, imagery and objects.



*Note: All rules from pages 5 and 6 also apply to the MosaiQ logo*

# THE GRAYSON GUARANTEE<sup>SM</sup> LOGO

APQC offers electronic copies of The Grayson Guarantee<sup>SM</sup> logo in various file formats for printing or Web use. To obtain the proper file format and secure approval for use of the logo, please contact a member of the marketing team.

Any partner displaying The Grayson Guarantee logo should follow the logo guidelines for colors, safe zones, and usage as outlined below.

- ◆ The Grayson Guarantee logo includes the letters “GG”. The first “G” is gray PMS 425c and the second “G” is PMS 541c.
- ◆ Half the cap height of “GG” determines the safe zone around the logo. This area should be clear of all pattern, imagery, and objects.
- ◆ The Grayson Guarantee logo can also be used in grayscale.
- ◆ The Grayson Guarantee logo can be reversed out to white on dark colors. On light colors, the Grayson Guarantee logo should be used in solid black.

## CORPORATE LOGO SAFE ZONES

1/2 the cap height of “GG” determines the safe zone around the logo. This area should be clear of all pattern, imagery and objects.



*Note: All rules from pages 5 and 6 also apply to The Grayson Guarantee logo*