

QUALISOY
QUICK REFERENCE GUIDE

QUA

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BRAND GUIDELINES

SAFE AREA

CENTER

CENTER

QUALISOY[®]
INNOVATE. COLLABORATE. ADVANCE.



LOGO DO



PREFERRED OPTION



ALSO ACCEPTABLE



LOGO DON'T

Do not skew mark



Do not alter mark arrangement



Do not use 100% black on color



Transition to one color mark



Not approved color



Avoid placing logo over busy background



Avoid adding to the logo



TAGLINE

The preferred use of the QUALISOY logo includes the tagline “INNOVATE. COLLABORATE. ADVANCE.” The tagline provides context to QUALISOY’s goals and initiatives.

When the logo is reduced in size, the tagline becomes illegible. During these instances, the tagline can be removed provided there is additional information that helps define the QUALISOY program.



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QUALISOY[®]

