

QUALISOY

QUICK REFERENCE GUIDE

QUALITY

p. 2-5

BRAND GUIDELINES

SAFE AREA

CENTER

CENTER

QUALISOY[®]
INNOVATE. COLLABORATE. ADVANCE.



LOGO
DO



PREFERRED OPTION



ALSO ACCEPTABLE



LOGO DON'T

<p>Do not skew mark</p> 	<p>Do not alter mark arrangement</p> 	<p>Do not use 100% black on color</p> 	
<p>Transition to one color mark</p> 	<p>Not approved color</p> 	<p>Avoid placing logo over busy background</p> 	<p>Avoid adding to the logo</p> 



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[®]

