



www.qsc.com | +1-800-854-4079 | +1-714-754-6175


QSC, LLC, 1675 MacArthur Boulevard Costa Mesa, CA 92626 USA. ©2016 QSC, LLC. All rights reserved.
QSC and the QSC logo are registered trademarks of QSC, LLC in the U.S. Patent and Trademark Office and
other countries.

OCTOBER / 2016



“YOUR BRAND
IS WHAT OTHER
PEOPLE SAY ABOUT
YOU WHEN YOU’RE
NOT IN THE ROOM.”

— Jeff Bezos, CEO / Founder, Amazon



THE KEY TO SUCCESSFUL BRANDING IS CONSISTENCY. WHATEVER THE DOCUMENT — ONE-SHEET; WEB BANNER; WHITE PAPER; TRADE SHOW SIGN — EVERY TIME YOU PRESENT THE QSC BRAND IN ACCORDANCE WITH THE SPECIFICATIONS OUTLINED IN THIS GUIDE YOU STRENGTHEN AND REINFORCE IT. IN CONTRAST, CREATING AND DISTRIBUTING MATERIALS NOT ADHERING TO THESE GUIDELINES WILL LIMIT A BRAND BY MISSING OPPORTUNITIES TO REINFORCE A UNIQUE, DISTINCTIVE IDENTITY — A VISUAL STAMP THAT SETS AN ORGANIZATION APART FROM THE COMPETITION.

VISUAL COMPONENTS OF THE QSC BRAND

LOGO

Use of approved logos according to spec

COLOR

Use of approved colors according to spec

TYPOGRAPHY

Use of corporate fonts as outlined in this guide

IMAGERY

Use of approved photography unique to the brand

QSC®

The QSC brand mark should always appear prominently and clearly legible 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.

QSC[®]
CINEMA

QSC[®] CINEMA

The *QSC Cinema* brand mark is a specially designed logo that represents QSC's Cinema Business Unit — complete audio solutions for cinema applications. This includes theatres of every size and budget, from small post-production rooms and dubbing stages through premium large format cinemas.



The dimension “**C**” is defined as 50% of the logo's height and should be allowed for when the logo is placed in any layout.

QSC[®]

SYSTEMS

QSC[®] SYSTEMS

The QSC Systems logotype represents QSC's Systems Business Unit — award-winning audio solutions for installations that range from small corporate meeting spaces to large outdoor venues. These flexible, reliable systems deliver unparalleled native IT integration and standards-based technology.



The dimension “**C**” is defined as 50% of the logo’s height and should be allowed for when the logo is placed in any layout.

QSC[®]

PROFESSIONAL

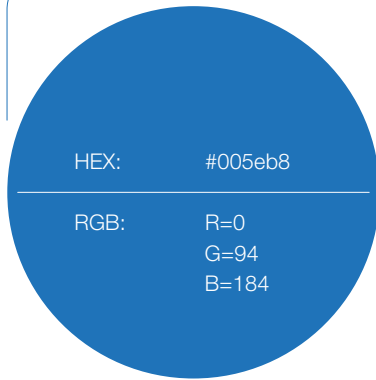
QSC[®] PROFESSIONAL

The *QSC Professional* logotype represents QSC's Professional Business Unit — professional audio solutions comprised of loudspeakers, amplifiers and digital mixers designed to deliver high quality, unforgettable sound for musicians, bands and deejays as well as mobile entertainers, presenters, event producers, live sound engineers, rental and AV production professionals and any other individual or group needing to produce a live performance or event.



The dimension “**C**” is defined as 50% of the logo’s height and should be allowed for when the logo is placed in any layout.

QSC Only



PANTONE: 300

CMYK: 100/50/0/0

HEX: #d9d9d6

RGB: R=217
G=217
B=214

PANTONE: Cool Gray 1

CMYK: 4/2/4/8

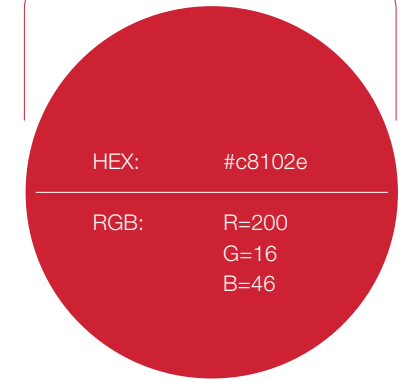
HEX: #000000

RGB: R=0
G=0
B=0

PANTONE: Black 6

CMYK: 60/40/40/100

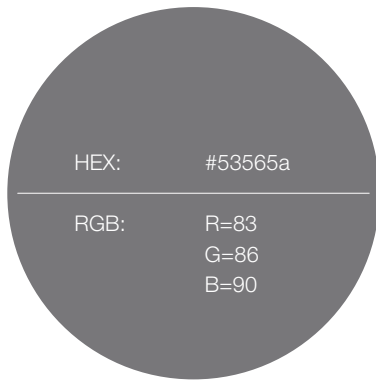
QSC Cinema Only



PANTONE: 186

CMYK: 2/100/85/6

QSC Systems Only



PANTONE: Cool Gray 11

CMYK: 44/34/22/77

HEX: #002e5d

RGB: R=0
G=46
B=93

PANTONE: 648

CMYK: 100/71/9/56

Since most brand documents created outside of the QSC Marketing Department are distributed for on-screen viewing, use the RGB color mode. CMYK (for office laser and offset printing) and Pantone specs are also listed below, but for most applications use the HEX and RGB specs listed below.

Display the QSC logo in color whenever possible. On white backgrounds use a Pantone Black 6, Pantone 300 or Pantone Cool Grey 1 logo. The logo can be placed on black or Pantone 300 backgrounds only and should be set in the colors shown below.

The QSC logo in black, featuring a stylized 'Q' with a small square cutout at the bottom, followed by 'S' and 'C'. A registered trademark symbol (®) is at the end.The QSC logo in blue, featuring a stylized 'Q' with a small square cutout at the bottom, followed by 'S' and 'C'. A registered trademark symbol (®) is at the end.The QSC logo in light grey, featuring a stylized 'Q' with a small square cutout at the bottom, followed by 'S' and 'C'. A registered trademark symbol (®) is at the end.

On 100% black
or PMS Black 6
background

The QSC logo in white, featuring a stylized 'Q' with a small square cutout at the bottom, followed by 'S' and 'C'. A registered trademark symbol (®) is at the end.The QSC logo in blue, featuring a stylized 'Q' with a small square cutout at the bottom, followed by 'S' and 'C'. A registered trademark symbol (®) is at the end.The QSC logo in light grey, featuring a stylized 'Q' with a small square cutout at the bottom, followed by 'S' and 'C'. A registered trademark symbol (®) is at the end.

On PMS 300
background

The QSC logo in white, featuring a stylized 'Q' with a small square cutout at the bottom, followed by 'S' and 'C'. A registered trademark symbol (®) is at the end.The QSC logo in light grey, featuring a stylized 'Q' with a small square cutout at the bottom, followed by 'S' and 'C'. A registered trademark symbol (®) is at the end.

Display the QSC *Cinema* logo in color whenever possible. On white backgrounds use a Pantone Black 6, Pantone 186 or Pantone Cool Grey 1 logo. The logo can be placed on black or Pantone 186 backgrounds only and should be set in the colors shown below.



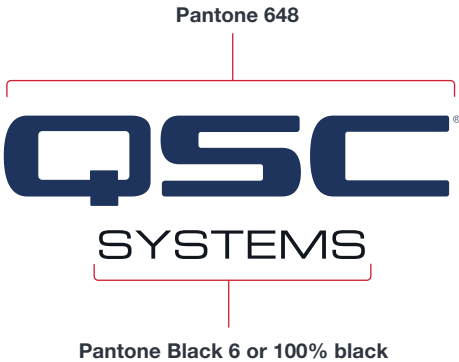
On 100% black
or PMS Black 6
background



On PMS 186
background



Display the QSC Systems logo in color whenever possible. On white backgrounds use a Pantone 648/Pantone Black 6 logo, a Pantone Black 6 logo or Pantone Cool Grey 11 logo. The logo can be placed on black or Pantone 300 backgrounds only and should be set in the colors shown below.



On 100% black
or PMS Black 6
background



On PMS 648
background



Display the QSC Professional logo in color whenever possible. On white backgrounds use a Pantone Black 6 or Pantone Cool Grey 1 logo. The logo can be placed on black backgrounds only and should be set in the colors shown below.



QSC PROFESSIONAL

QSC PROFESSIONAL

On 100% black
or PMS Black 6
background

QSC
PROFESSIONAL

QSC
PROFESSIONAL

QSC PROFESSIONAL
QSC PROFESSIONAL

TYPOGRAPHY

The brand features two typefaces — Eurostile (headers, headlines and other large or “display” text) and Helvetica Neue (body copy and other large blocks of text).

Eurostile

HEADLINES, HEADERS

Eurostile Light Extended
19 Point, All Caps

And Most Display Text

Eurostile Light Extended
11 Point

OFTEN SET IN COLOR

Eurostile Bold Extended
7.5 Point, All Caps

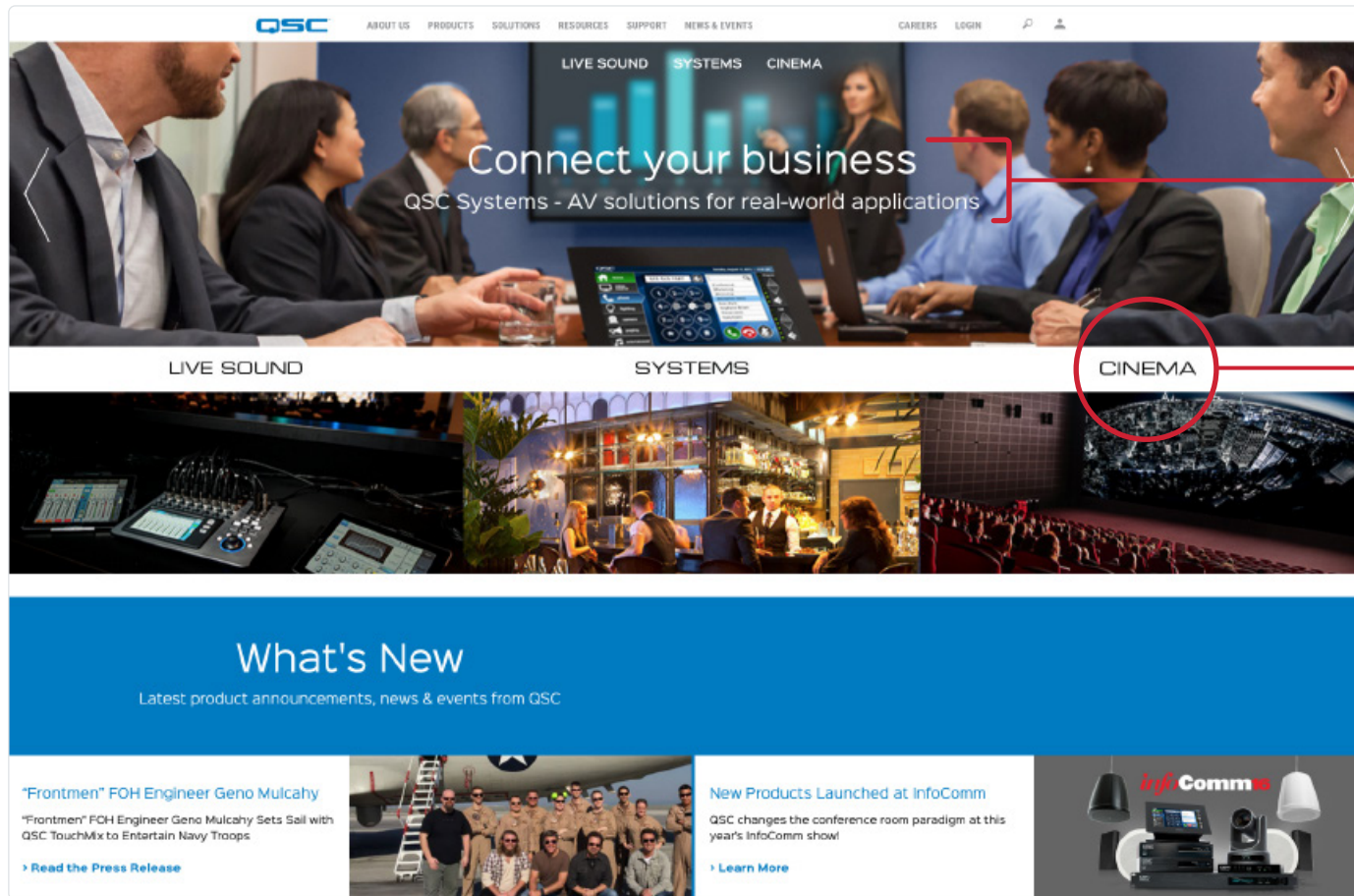
Helvetica Neue

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor incididunt
ut labore et dolore magna aliqua. Ut enim ad minim
veniam, quis nostrud exercitation ullamco laboris
nisi ut aliquip ex ea commodo consequat. Duis
aute irure dolor in reprehenderit esse.

Helvetica Neue
9 Point

WEB

Though it is not a brand typeface, **Sinkin Sans** is the font used for all QSC web content. As shown below it is used for web copy and subheaders along side Eurostile for headers. The Sinkin Sans font family is commonly available as a free Web download.



Sinkin Sans 400

Eurostile Regular Extended

PRESENTATIONS

Though it is not a brand typeface, **Arial** is the font used for all QSC PowerPoint® content. As shown below it is used for slide copy, subheaders and headers. Eurostile is not needed as it is present in the QSC, QSC Cinema and QSC Systems logos. An acceptable substitute for Helvetica Neue for PowerPoint presentations, Arial comes preinstalled on most all Mac and Windows computers.

QSC

Arial Bold [Place Title Text Here

Implications to our Business] **Arial Bold**

- A well informed and empowered end user
- Global price transparency
- The role of the intermediary has drastically changed
- Global competition
- Consolidation of the dealer network
- Margin compression

Arial

QSC

Presentation Footer 2016

PRINT

Eurostile Bold Extended
All Caps; Black

Eurostile Bold Extended; PMS 300

Helvetica Neue 45 Light

Eurostile Light Extended
All Caps; PMS 300

SYSTEM ELEMENTS

E SERIES LOUSPEAKERS

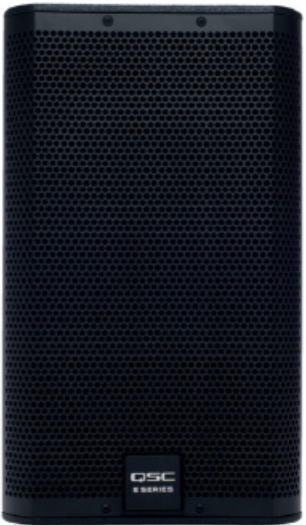
E10

The E10 is a compact 8 Ω two-way loudspeaker with a 10-inch, die cast frame woofer with a 2.5-inch voice coil housed in a multi-purpose enclosure that's at home in stage monitor or main PA deployment. It incorporates QSC's DMT™ (Directivity Matched Transition) design with a wide 85° coverage. When used as a stage monitor, the E10 angles up at a 55° angle, allowing it to be placed near the performer when used on a crowded stage.

- High output, professional quality sound with 300-watt continuous power rating
- E Series Entertainment System — Advanced digital signal processing tunings and options using QSC GXD or PLD Series amplifiers or TouchMix™ digital mixers
- Rugged four-grade textured paint
- Foam-lined perforated steel grill
- Suitable as both a main PA and a stage monitor
- U-style yoke and M8 rigging kit available for permanent installation
- Dual-angle pole socket



Horizontal for monitor wedge use
 or vertical for mains



PRINT

Eurostile Bold All Caps

Helvetica Neue 55 Roman



Great movies are what brings people to the cinema, but these days, there are more reasons to stay there. Cinemas are evolving to become entertainment centers. You need high quality audio solutions throughout your cinema complex, not only in the movie theatre. Concession area and lobbies, restaurants and bars, gaming areas, function rooms - even your bowling alley - deserves the best quality sound available.

QSC® offers a comprehensive catalog of signal processors, amplifiers, and loudspeakers for everywhere that sound is important. And Q-SYS™, our IT-friendly network audio platform, does much more than signal processing. It allows you to control and monitor the entire system from a single device, even wirelessly. Q-SYS can also connect to many third-party systems in your complex to provide an unprecedented level of unified control.



Q-SYS
CORE 500

Visit us at booth G29 at CineEurope 2016

QSC CINEMA
qsc.com

QSC, the QSC logo, and Q-SYS are registered trademarks in the U.S. Patent and Trademark Office and other countries.

**Eurostile Bold
All Caps; PMS 186**

PRINT

Eurostile Light



From the largest cruise ship
to the smallest boardroom...



Helvetica Neue 57 Condensed

Q-SYS™ Covers It All

The Q-SYS Platform is trusted by some of the world's largest institutions to create seamless, integrated AV environments. That's the same rock-solid software/hardware platform for your next corporate boardroom installation. Discover how Q-SYS solves the most common conference room challenges, from BMD functionality for web conferencing applications, to WPP/POTS integration, third party control and so much more.

QSC SYSTEMS
qsc.com/conferencing

©2016 QSC, LLC. All rights reserved. QSC, Q-SYS and the QSC logo are registered trademarks in the U.S. Patent and Trademark Office and/or other countries.

Eurostile Light

PMS 648

PRINT

Helvetica Neue 75 Bold; PMS 300

This changes everything.

Introducing the 32-channel TouchMix-30 Pro

With a host of all-new Pro features and even more "Results Made Easy" Presets and Wizards, the TouchMix-30 Pro will forever change your expectations of what a digital mixer should do. New Pro features include:

- Large (10-inch) Multi-Touch Display Screen
- Anti-Feedback Wizard
- Room Tuning Wizard
- Two Real-Time Analyzers (RTA)
- USB interface for Mac® DAW Compatibility
- 32 Track Record/Playback Directly to USB Drive
- MP3 Playback

Helvetica Neue 45 Light

Helvetica Neue 67 Medium Condensed





WORKING WITH QSC MARKETING

IF YOU HAVE QUESTIONS OR WOULD LIKE FEEDBACK ON YOUR QSC MARKETING MATERIALS BEFORE DISTRIBUTING FEEL FREE TO CONTACT QSC'S MARKETING DEPARTMENT. MARKETING WILL RESPOND QUICKLY AND IN MOST CASES LAYOUT, PAGES, WEB BANNERS, SIGNAGE — ANY QSC-BRANDED PIECE OF MARKETING COLLATERAL — CAN BE APPROVED, SOMETIMES WITH MINOR REVISIONS, WITHIN THE NEXT BUSINESS DAY.

PLEASE SEND A LOW-RESOLUTION VERSION OF YOUR FINISHED LAYOUT TO MARKETING@QSC.COM FOR A PROMPT RESPONSE.



QSC trademarks, service marks and trade names are proprietary rights of QSC, LLC. These trademarks identify genuine QSC products so that consumers know they are buying QSC high-quality products and services. 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 Brand Standards and Trademark Usage Guidelines or as specified in writing by QSC. Using a trademark incorrectly can cause it to become diluted and generic which could result in a loss of value and proprietary rights.

Examples of Proper Trademark Notice Symbols

QSC and the QSC logo should be followed by the “®” symbol to identify the terms as registered trademarks. For all other trademarks, use the “™” symbol. Refer to the trademarks listed on our Trademark Usage Guidelines. The symbols below are just a few examples of proper trademark markings.

QSC®

Q-SYS™

TouchMix™

WideLine™

**USING A TRADEMARK INCORRECTLY CAN
CAUSE IT TO BECOME DILUTED AND GENERIC
WHICH COULD RESULT IN A LOSS OF VALUE
AND PROPRIETARY RIGHTS.**

To review the Guidelines and for a complete list of QSC trademarks, please visit www.qsc.com/trademarks.