

Qualigen

BRAND GUIDE

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STRATEGY, PURPOSE & POLICY

Qualgen's communications begins with the guidelines in this brand guide. These guidelines will provide all of the information necessary to ensure the accurate and effective presentation of Qualgen to internal and external audiences. The guidelines encompass Qualgen's family of graphic elements, including the Qualgen logo, recommended typeface color palette, templates and licensing information.

WHO ARE THE GUIDELINES FOR?

All departments of Qualgen are subject to this brand guide. Outside clients or agencies that create print or electronic publications for Qualgen are required to abide by these guidelines as per the licensing agreement.

COMMERICAL & PROMOTIONAL USES

Qualgen asserts ownership over its name, logo, icons and taglines. These cannot be used to imply or suggest endorsement of any product or service not approved by Qualgen. Individuals and organizations outside of Qualgen who wish to use any of the logo, icons or taglines for commercial or promotional uses must first obtain permission from the Qualgen marketing and communications department.

Please contact Jennifer Peverley for additional information:

Email: jpeverley@qualgen.us

Phone: 405-562-8805

LICENSING

Any product bearing the Qualgen marks must be produced only by licensees. Printed materials such as brochures, fliers, stationary, etc, for example, do not require licensing, but do require the approval of the marketing and communications department.

The Qualgen marketing and communication department reserves the right to disallow or request changes to Qualgen designs that do not adhere to standards, that do not reflect an appropriate level of quality and design, that may conflict with current trademarks or that that might be seen as offensive or in poor taste.

Unlicensed association or use of marks risks the integrity of the Qualgen brand is a class C felony in the state of Oklahoma.

Please contact Jennifer Peverley for additional information:

Email: jpeverley@qualgen.us

Phone: 405-562-8805

HOW TO OBTAIN REPRODUCIBLE ART

To obtain reproducible art, please contact:

Jennifer Peverley

Email: jpeverley@qualgen.us

Phone: 405-562-8805

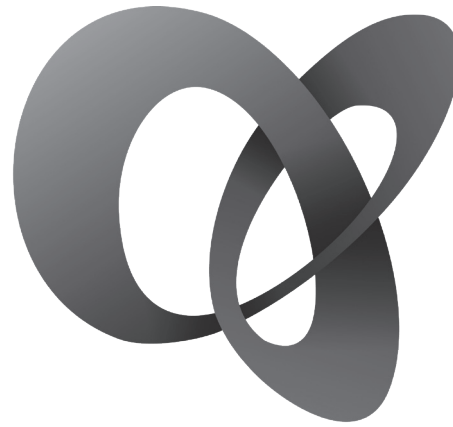
LOGO VARIATIONS & USAGE

This logo is a primary graphic tool for expressing the Qualgen brand. We are very proud of our logo, and we require that you follow these guidelines to ensure it always looks its best. Our logo is the combination of a simple and modern wordmark with the icon.



ICON

In cases when the Qualgen brand has already been established we simply use the icon on its own. While the icon can exist without the wordmark, the wordmark should never exist without the icon.



LOGO MISUSE

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, color and composition should remain as indicated in this document.



DO NOT change the logo color or tone outside of Qualgen's colors.



DO NOT rotate the logo.



DO NOT distort or warp the logo.



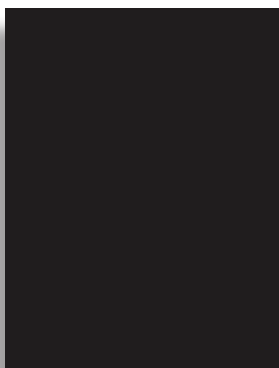
DO NOT use the watermark without the icon.



DO NOT put the logo on a busy or distracting background

COLOR PALETTE

The Qualgen colors are as important to use as the logo itself. The CMYK palette should be used for printing. The RGB palette should be used for all screen-based applications.



Black

Pantone Black 6 C

#221f1

RGB:
34, 31, 31

CMYK:
70, 67, 64, 74



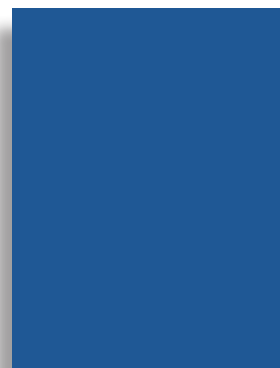
Dark Blue

Pantone 282 C

#131433

RGB:
19, 20, 51

CMYK:
94, 90, 47, 60



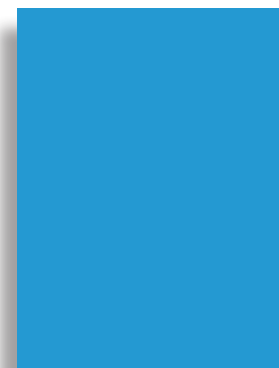
Medium Blue

Pantone 2132 C

#265894

RGB:
38, 88, 148

CMYK:
93, 71, 15, 2



Light Blue

Pantone 298 C

#279ad3

RGB:
39, 154, 211

CMYK:
74, 25, 2, 0

TYPOGRAPHY

The designated serif font for Qualgen is PT Serif.
The designated san serif font for Qualgen is Avenir Next.

Both types can be used in all its available weights and styles.

PT SERIF REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890 1234567890

AVENIR NEXT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890 1234567890

PT SERIF BOLD

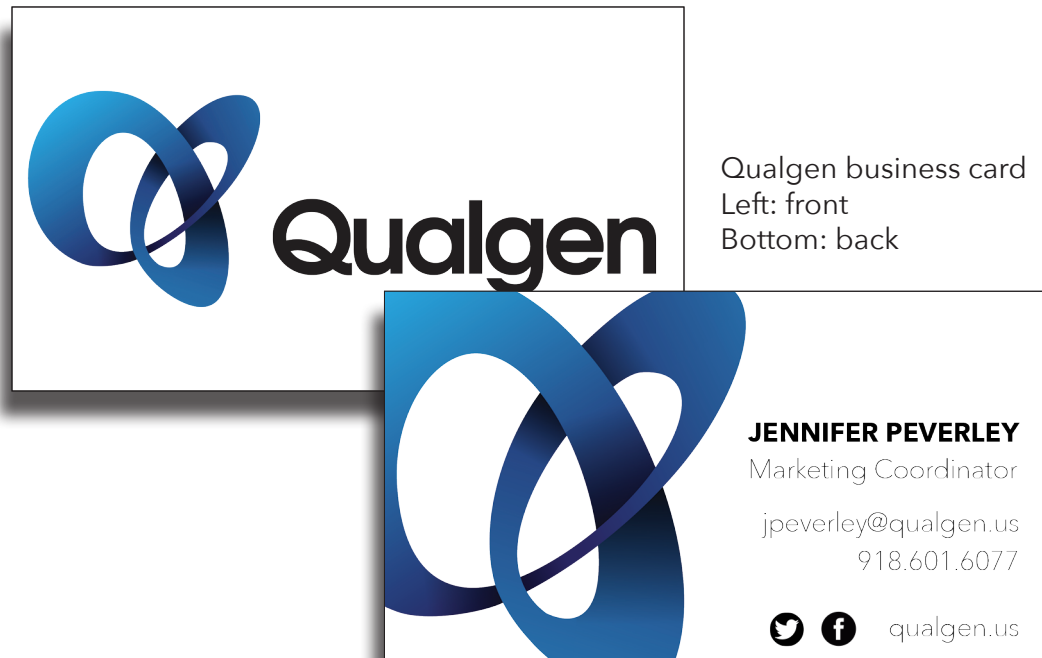
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890 1234567890

AVENIR NEXT BOLD

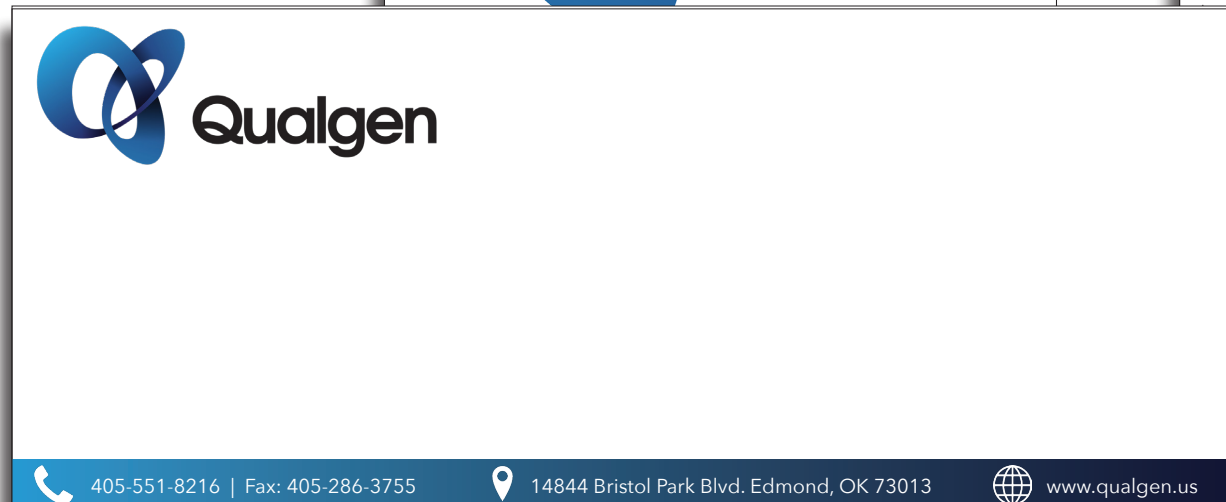
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890 1234567890

STATIONARY

A set of stationery templates have been created for Qualgen. All text is set in the recommended serif and san serif fonts.



Qualgen letterhead template (down)



Qualgen envelope template (left)

TEMPLATES AND DOWNLOADS

Qualgen employees should format email signatures consistent with the following guidelines
(with your personal information).



Jennifer Peverley

Marketing Coordinator

p: 405-562-8805

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w: qualgen.us e: jpeverley@qualgen.us

Confidentiality Notice: This email message, including any attachments, is for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized review, use, disclosure or distribution is prohibited. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message.

In order to maintain a consistent image in Qualgen correspondence, a letter template has been created and can be found [here](#).

To download the Qualgen powerpoint template, please click [here](#).

EDITORIAL STYLE

Qualgen follows The Associated Press editorial style .

Word Choice & Sentence Structure

- Whether you write in second person (you) or third person (he or she) depends on your audience. Whatever the case, be consistent throughout your document.
- Whatever the purpose of your publication, assume an audience of intelligent nonspecialists. Avoid technical jargon and abbreviations (unless identified at least once in the beginning of the document).
- When a specialized vocabulary is unavoidable, be sure to define terms clearly in lay language.
- Avoid redundancy. State your message once in the strongest, most precise language possible.

Internet Standards

- Correct spelling and capitalization standards are as follows:
 - email
 - home page
 - Internet
 - online
- Capitalize “Web” when used as an abbreviation of World Wide Web, but not in website, web page, web address, webmaster.
- Do not underline web addresses. You may bold the address if you find that it is “buried” in the copy. Verify the suffix—.com, .edu, .gov, .net, .org—of websites before printing them.
- Web addresses should not be separated onto multiple lines of text. If a line break occurs at a web address, move the entire address to the following line.
- The @ symbol should only be used in association with email addresses or Twitter handles, never as a substitution for the word “at” in general body copy or headers.

EDITORIAL STYLE (CONT.)

Punctuation

- No comma is necessary before an ampersand, even if it is the serial comma before the last item in a list.
 - No comma is necessary before “Jr.,” “Sr.,” or any numeral suffix.
 - There should only be one space after periods and colons.
- When abbreviating academic degrees, do not use periods: “BA, PhD, MS, MBA, JD.”
- Use a colon to introduce items in a series that rename or amplify material that precedes the colon. If the items are lengthy, use a semicolon to separate them; otherwise, use the semicolon only as a “weak period” to separate closely related independent clauses (as in this sentence).
- Commas and periods are placed inside quotation marks; colons and semicolons are placed outside.
 - Depending on meaning, question marks can appear either inside or outside quotation marks.
- When using a dash to amplify a phrase or show a break in thought, use an em dash (—) rather than an en dash (–) or hyphen (-).
- No space is needed between dashes or slashes and surrounding text. For example, use “and/or” rather than “and / or”; “Alzheimer’s disease destroys many lives—and families—every day” rather than “Alzheimer’s disease destroys many lives – and families – every day.”

For additional editorial guidelines, please look to the AP Style at <https://www.apstylebook.com>.