



QSC[®]

Brand Guidelines v1.1 | 07 July 2022

We like to think about our customer promise like this:

Inspiration Amplified:

We empower people to do more by always anticipating our customers' needs. When we deliver beyond expectations, our customers are inspired to do the same.

Simplicity Amplified:

"Results Made Easy" is a core product design principle and a central tenet of all our marketing and training efforts.

Confidence Amplified:

We earn our customers' trust with dependable solutions and unfailing support, giving them the confidence to delight their audiences.

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Chapter One

Voice and Tone

Welcome.

Celebrations and special events. Concerts in the park and driveway jams. Coffee houses and dance clubs. Wherever people gather to enjoy the soundtrack of life, we're there.

Audio is our life. Since our humble beginnings in 1968 in a small garage in Costa Mesa, California, we've always set our sights on empowering performers and entertainment providers with exceptional products and unparalleled support, giving them the confidence to deliver memorable experiences for their audiences. Today, QSC is a leading manufacturer and global innovator

with R&D, manufacturing, sales, marketing, support and operations teams across multiple continents — light years ahead of that start-up company selling hand-built power amplifiers assembled on wood and steel benches one-by-one from the back of a van. But no matter our size or scale, we remain grounded to our commitment to amplify life through sound.

This Brand Style Guide offers all of us an opportunity to embrace and celebrate the essence of the brand in words and images. Consider this Guide to be your playbook.

As a steward of the QSC Brand, your mission is to help us achieve consistency across all customer touch points — both internally and externally. In doing so, we set ourselves up to create an instantly recognizable, iconic Brand — understood and welcomed by all who interact with it.

Please use this Brand Style Guide to apply our voice, tone, personality, look and feel in all our communication channels, with the goal of maintaining steadfast consistency. We ask that you embrace this Guide's value; become familiar with it; and help us protect our Brand, so lovingly developed, nurtured and refined for over 50 years.

Thank you for taking part in this exciting Brand journey with us. With your partnership, together, we're building something wonderful. We're glad to have you alongside on the ride.

Why does the QSC brand exist?

Vision (Our “Why”)

To bring joy to people everywhere through the art and science of live performance.

Mission (Our “What”)

We are dedicated to empowering people with the confidence to create impactful and memorable experiences for their audiences with our innovative, high-performance, easy-to-use audio solutions and industry-best training and support.

Our Brand Personality

We're Innovative

We live for the “Why didn’t I think of that?” moment. The unexpected solution. The flash of inspiration.

We're Smart

We're curious, creative people who are driven by a desire to make things better.

We're Problem Solvers

Stuff happens. We deal with situations quickly, effectively and to full resolution.

We're Authentic

We pride ourselves on being honest and authentic in all of our conversations and reliable in our actions.

We're Trustworthy

We know that trust is earned. So we listen to understand, speak honestly and deliver our commitments.

We're Empathetic

We care about the work we do and the people we do it for.

We're Consistent

We engage, speak and act in accordance with our Brand Values — all of them, all the time.

We're Fun

We're in the business of bringing joy to others so we'd better be joyful ourselves. Life is too short to miss out on the fun parts.

Our Brand Values

Exceptional Performance

We're driven to deliver innovative technology that achieves best-in-class results.

Unmatched Reliability

Our customers can feel confident that their QSC product is built to last.

Unparalleled Support

Results matter. That's why we do everything possible to ensure our customers' success.

Brand Proposition Statement

We set the stage for experience-makers to connect with their audiences and create memorable experiences. Driven by innovation, collaboration and a customer-centric mindset, we deliver best-in-class audio solutions that earn the trust of our users — giving them the confidence to easily and reliably deliver their best every time.

Chapter Two

Visual Brand

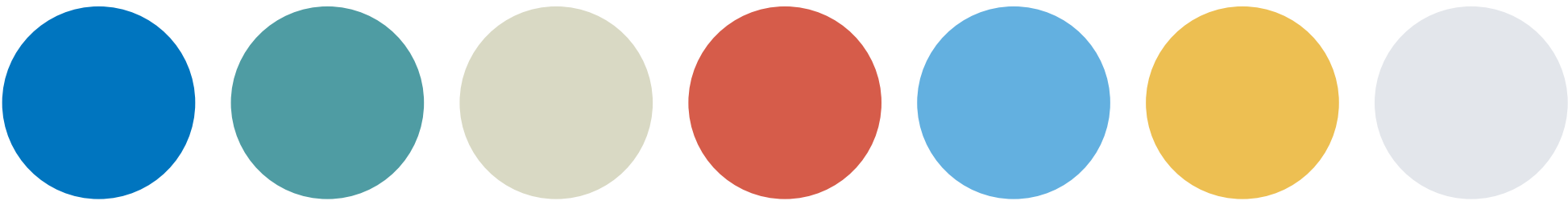
Identity Overview

The QSC identity is made of a variety of carefully selected visual elements that when used together, represent our brand message and create a look that is instantly recognizable.

Logo



Color



Typography



Iconography



Photography



The Logo

Usage

The QSC brand mark should always appear prominently 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, white 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 document 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.



The Logo

Usage

On white backgrounds use a Black or Cerruti gray (60 percent) logo. The stand-alone logo may be placed on dark backgrounds only in white or Cerruti gray while the logo with tagline can be set in white or the 2-color combo shown here.

Never set the logo in a color other than Black, Cerruti gray or white as shown here.

Logo Solo



Logo with Tagline



Logo with Division



The Logo

Usage

Always maintain the minimum sizes for printed materials and digital formats such as web and social media.

When presenting the logo with other brand marks, separate the logos with either clearspace or a “+” symbol as shown here.

Ensure third party logo usage is compliant with partner guidelines. Logos in external materials need to be cleared by the **Pro Audio Marketing team**.

Minimum Size



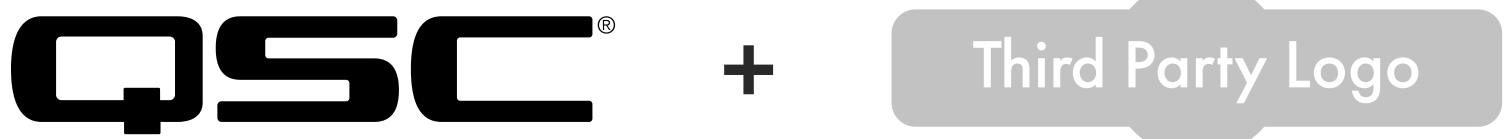
Minimum width, print:
1 inch / 25mm



Minimum width, digital:
86 Pixels (100 Pixels Preferred)

Use with Third Party Logos

With “+” Symbol



With Clearspace



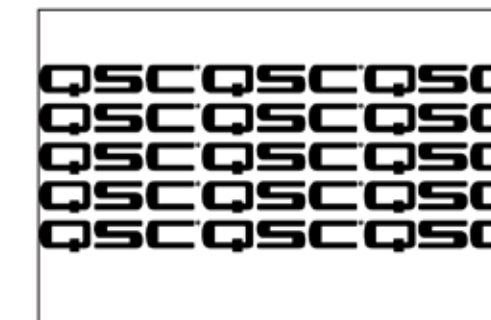
The Logo

Misuses

Never use the logo as a word in a sentence or phrase as shown here. Rather, include “QSC” as text when appropriate; the logo must stand on its own as a symbol, not content.

When creating titles for a for branding elements, try to avoid including “QSC” in the phrase as shown here.

Improper Logo Usage Examples



Incorrect

QSC® rocks!

Usam duci occate mod ulparum qui adi consequosa non
nonse sant aboremo lorectat. Tecturi ssunt, consequi nos
ex essit accae parum fugia dolupit ullandeleste dolest,
nullatu rectat dus mosti consecus eum faccusandita niam,
serore volor



Correct

QSC rocks!

Usam duci occate mod ulparum qui adi consequosa non
nonse sant aboremo lorectat. Tecturi ssunt, consequi nos
ex essit accae parum fugia dolupit ullandeleste dolest,
nullatu rectat dus mosti consecus eum faccusandita niam,
serore volor



Typography

Print and Digital Typefaces

Futura was designed for the Bauer Type Foundry in 1927 by Paul Renner. It's a sans serif face based on geometrical shapes, representative of the aesthetics of the Bauhaus school of the 1920s and 30s. Issued by the Bauer Foundry in a wide range of weights and widths, Futura became a very popular choice for text and display setting.

Futura PT is available on any workstation running Adobe Creative Cloud®. It can be activated via the Creative Cloud desktop app. For help activating Futura PT please contact the **QSC Design Team**.

Futura PT

Heavy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0123456789

Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0123456789

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz
0123456789

Typography

QSC Type Hierarchy

Organizing written ideas in a way that creates clear hierarchy allows for an easier reading experience and for the user to understand content faster and more clearly. This page shows how we use a variety of size, color and weight to organize copy.

While type sizes might change based on the area of application, the size ratio between these different elements should remain consistent.

See the approved type styles to the right for typographic usage, including font weight, size, color and capitalization.

Medium, 24 pt, Black
Tracking +40 em
Single Line Only, All Caps,

Heavy, 90 pt
Black or Costa blue
Leading 98 pt
Tracking -30 to -40 em
1-2 Lines, Sentence Case

Book, 50 pt, Black
Leading 60 pt, Tracking -20
1-2 Lines, Sentence Case

Book, 24pt, Black
Leading 34 pt, Tracking -10

Medium, 24 pt, Ice
All Caps, Tracking +40

EYEBROW, BULLET OR BUTTON

Headline example.

A sub-headline should look like this.

This is an example of body copy. Once the reader has read the headline and sub-headline, they should have a clear understanding of what this particular message is about. This allows the reader to find the information they are looking for faster and with less frustration. This is an example of body copy. Once the reader has read the headline and sub-headline, they should have a clear understanding of what this particular message is about. This allows the reader to find the information they are looking for faster and with less frustration.

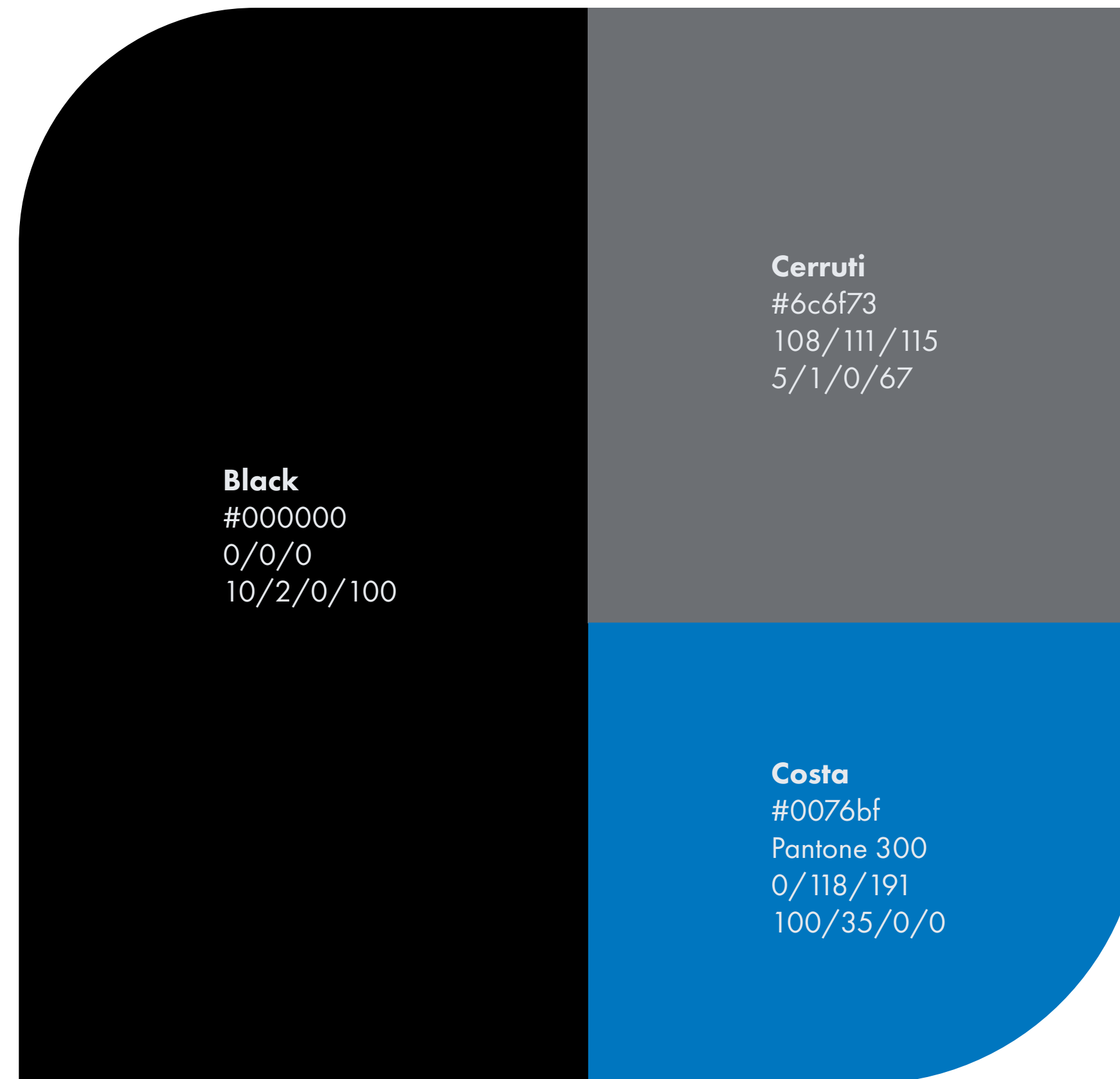
CLICK HERE

Color

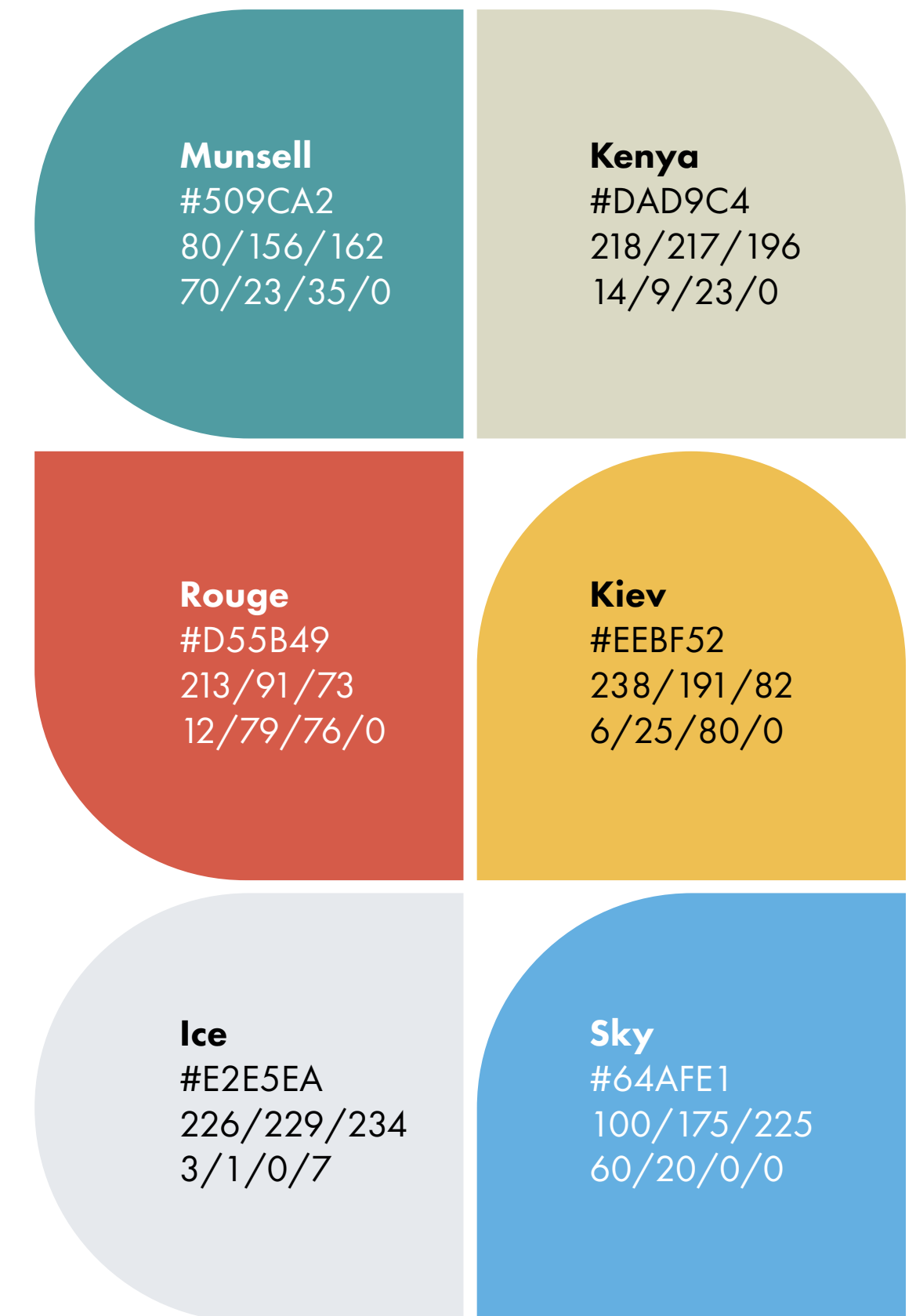
Brand Palette

Costa blue should be used as the primary accent color, never comprising more than 15 percent of the layout and never used to fill large areas of flat color.

Text on white or light backgrounds should be set in **Black**; text on Black or dark backgrounds should be set in **Ice**.



Primary



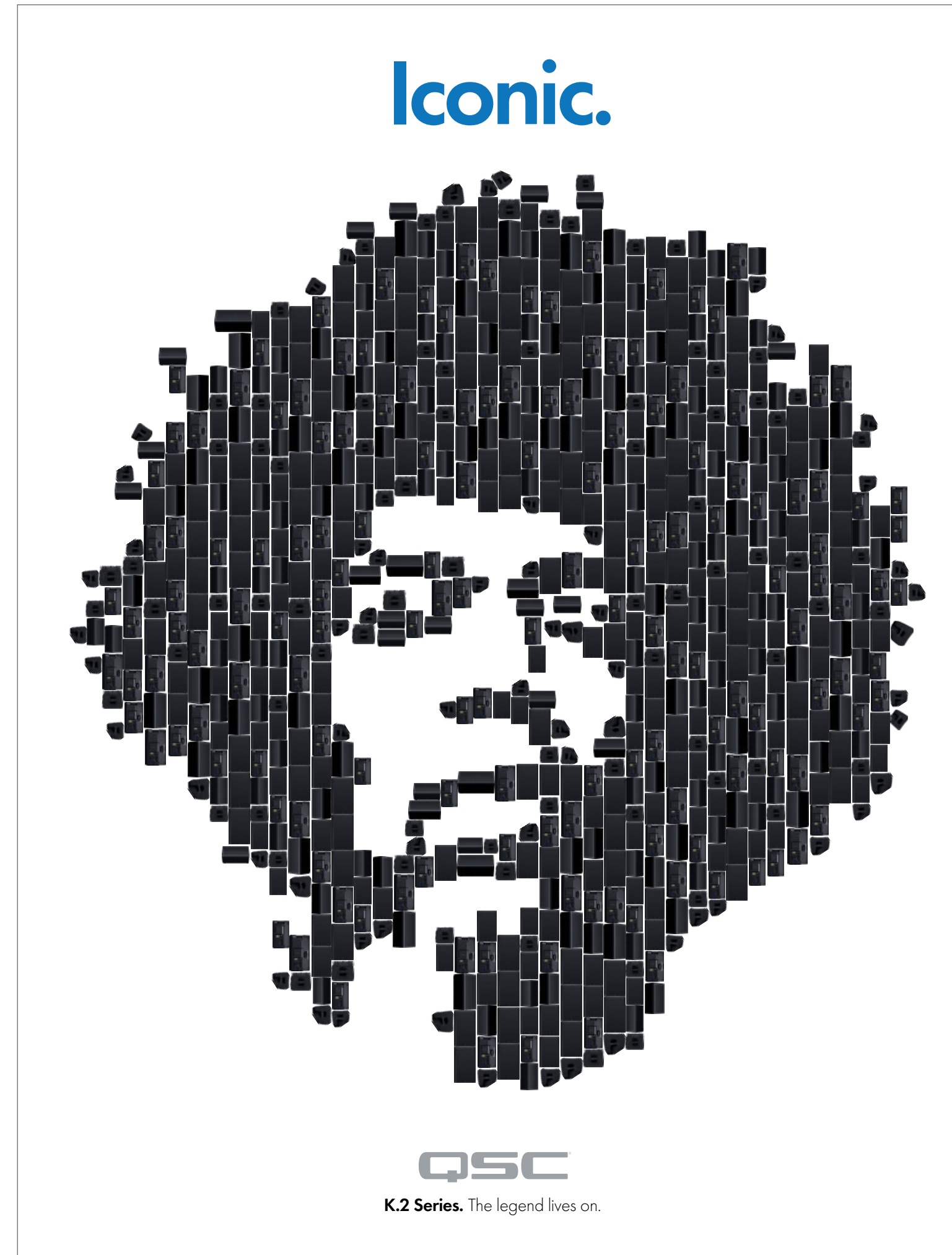
Secondary

Color

Usage

Most layouts fall into two categories; traditional 2-color and full palette layouts. 2-color layouts employ mainly Black and Costa blue; Cerruti and Ice can also be used sparingly. Costa should be restricted to less than 15 percent of the total color in the layout.

Full palette layouts make generous use of brand colors as shown here.



2-Color Layout

Black / Costa Blue



Full Palette Layout

Black / Secondary Palette

Photography

Lifestyle Overview

Lifestyle photography portrays the positive, emotional benefit of the interaction with QSC products, such as inspiration, confidence, joy and human connection. Bright, natural photography takes these moments and makes them feel authentic and relatable. The photography should capture a moment that feels genuine, candid and positive. People are always the focus — if a QSC product is in the frame it should be de-emphasized and never upstage the main subject matter, the customer.



Photography

Lifestyle Usage

Placing type on an image is allowed only if the imagery behind the type is light or dark, and not visually complex or “busy.” If necessary, darken the area of the image under the type. Never use drop shadows or place semi-transparent shapes behind the type.



Photography

Product

When introducing a QSC product, keep products on a clean, white or light gray background and bleed off the trim area. This keeps a tight crop, making the products feel large and powerful.

Photo-realistic 3D renderings give us maximum control over lighting and camera angle. Products are positioned to best fill the page layout.

Lighting and color should be consistent across all product images and ensure that a product's various surfaces and textures are clearly identifiable. Do not include shadows or reflections.



1. Hero Image

Purpose: To create a dynamic and intriguing image that grabs attention.

Angles: 3/4 View, Front or Profile (depending on product shape/features).



2. Full Image

Purpose: To show a product's form in a simple and confident way.

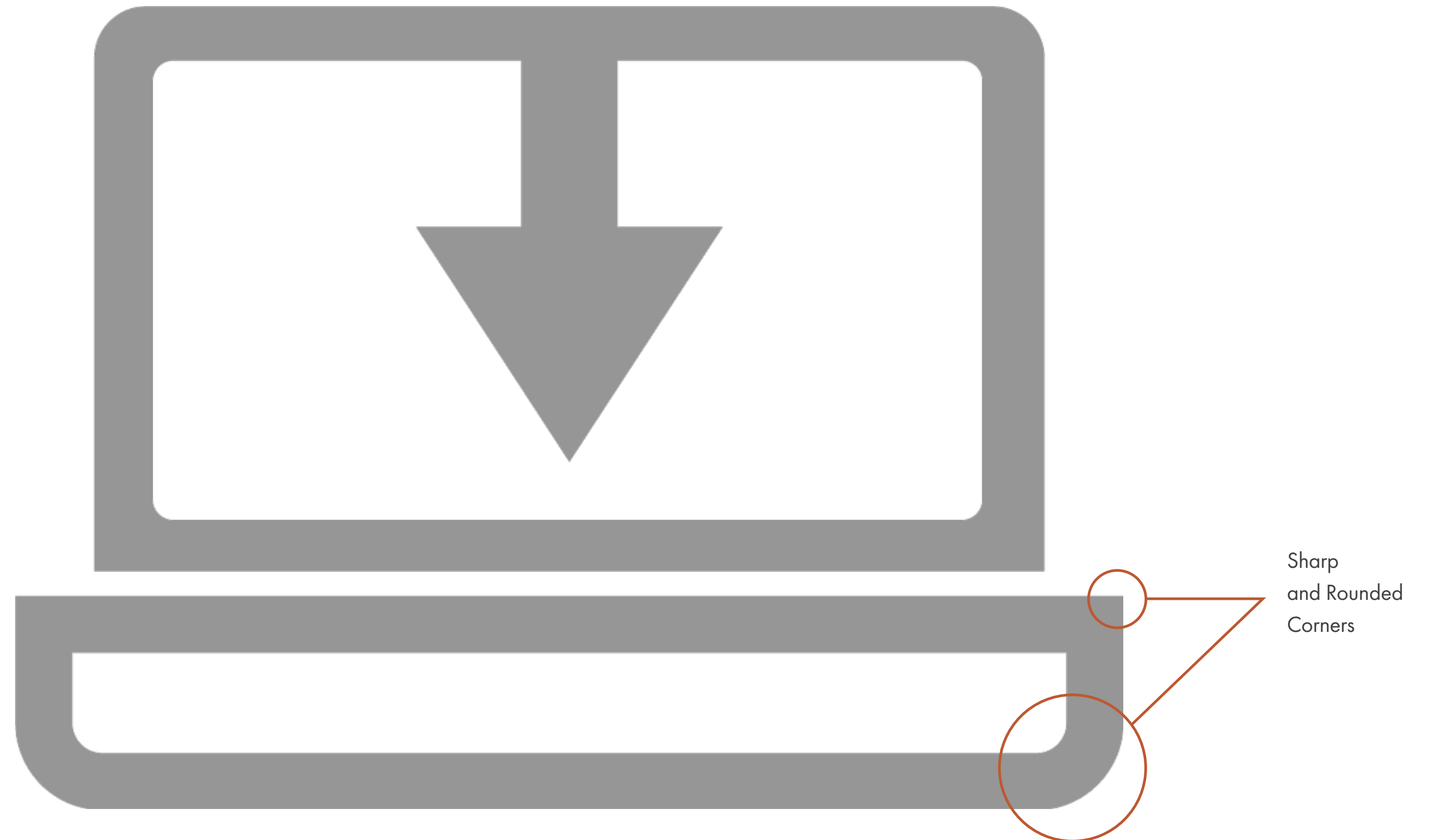
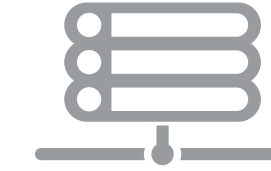
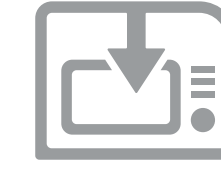
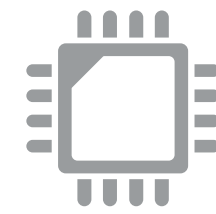
Angles: Front, Profile, Top Down and Back.

Iconography

Overview

Icons are used to convey technical concepts in infographics as well as for navigation. They are designed to be simple, modern, minimal and friendly. Each icon is reduced to its minimal form, expressing only the essential characteristics that define the subject.

Icons should be designed as thick outlined elements that amply fill a consistent square area. The combination of sharp and rounded corners gives QSC icons a distinctive personality and a unique visual energy.






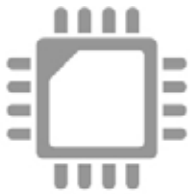






Iconography

Usage

Use only the approved Icons from the QSC Icon Library. If you need a specific icon that is not in the Library, work with the QSC Design Team for guidance and assistance to ensure the look and feel of your icon is on brand and that it is ready to be added to the Library.

Icons are never placed into container shapes such as circles or boxes; they should be designed to equally impart both uniformity and singularity.

Cerruti Gray on White
(Futura PT Demi, Black)

				
Document Library	Q-SYS Designer	Network I/O	Firmware	Live Sound Blog
				
Knowledge Base	Case Studies	Home Streaming	Streaming Provider	Latest News

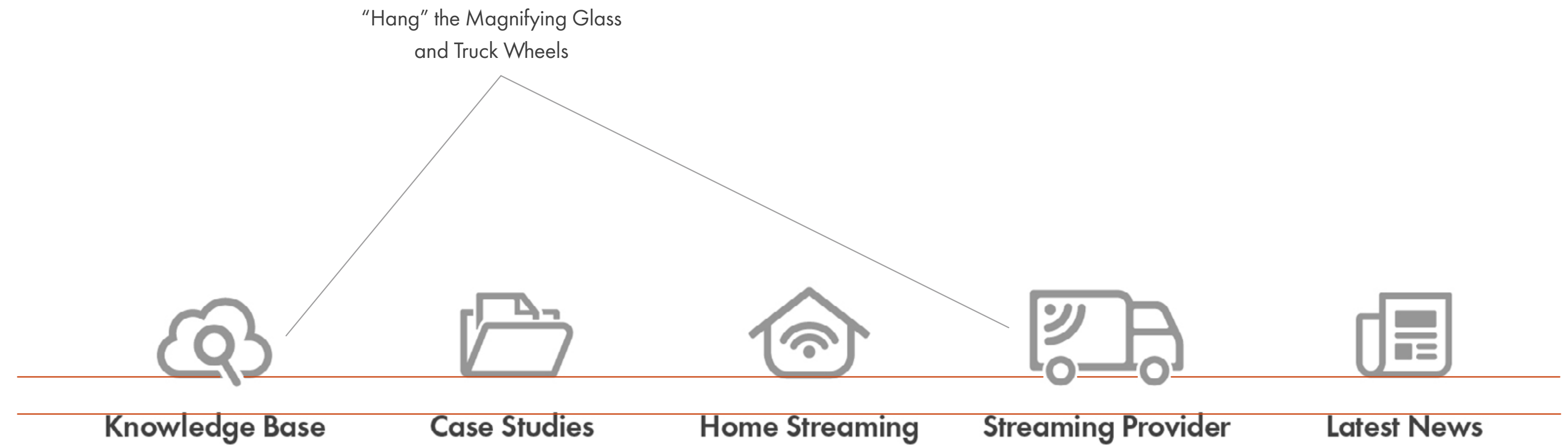
				
Software and Firmware	Document Library	Q-SYS Designer Software	TouchMix Software and Firmware	Network Switches

Ice on Black or Dark Backgrounds
(Futura PT Book, Ice)

Iconography

Usage

Spacing is key when displaying a series of icons together. Horizontally, icons should be distributed by their centers with ample space for caption readability. Vertically, the space between the icon and the caption is key to a readable communication.



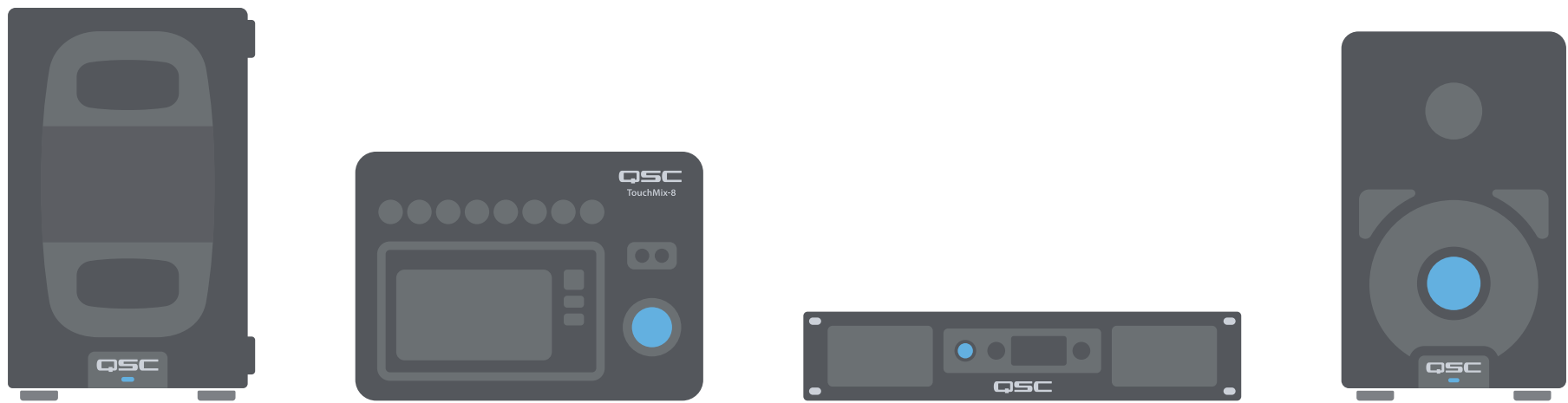
The vertical space between technical icons and captions should "feel" consistent.

Diagrams

Overview

For more technical information such as room and product diagrams, use a simple line illustration style in **Cerruti gray** to represent products and other objects. Diagram wire paths should be displayed in the colors shown here and feature rounded corners to better stand out from products and other information.

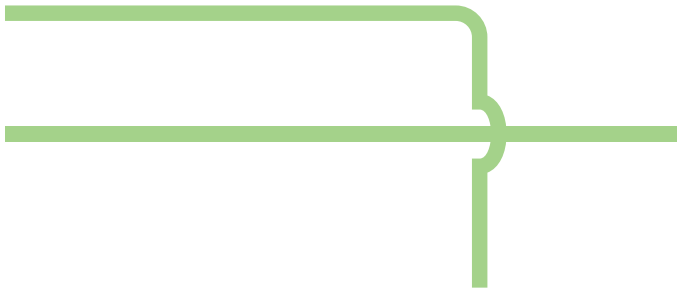
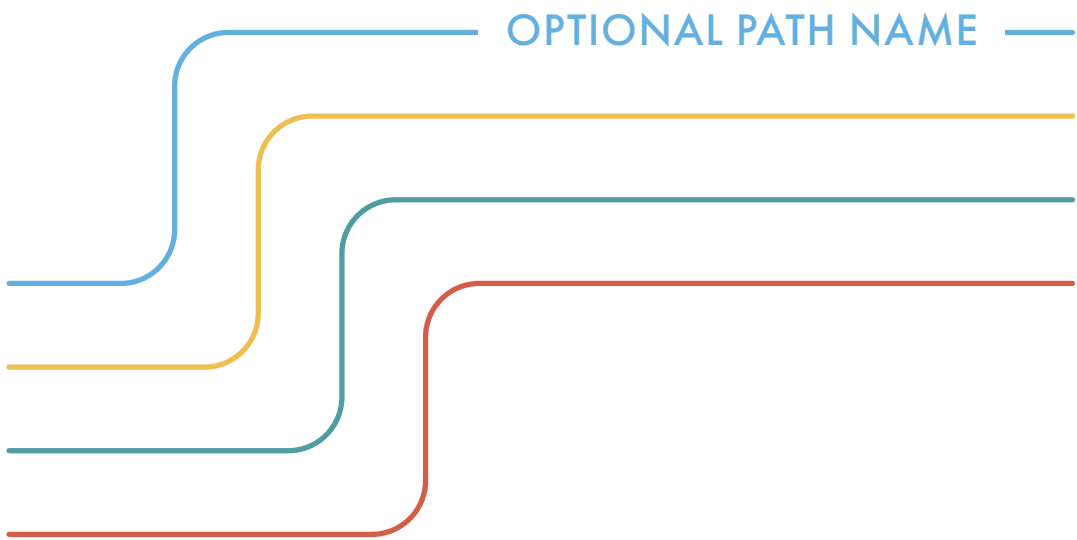
Equipment



Colors

- #ed857a Analog Audio (line level, mic or instrument level)
- #dad9c4 Digital Audio (AES / EBU / XLR)
- #0076bf Amplified Loudspeaker Audio (post amplifier; for passive loudspeakers)
- #b573ed HDMI
- #eebf52 USB (audio / control / data)
- #509ca2 WiFi
- #a5d88b Network Audio via Ethernet (Dante®)
- #64afe1 AC Power
- d55b49 IR (infrared)

Signal Paths

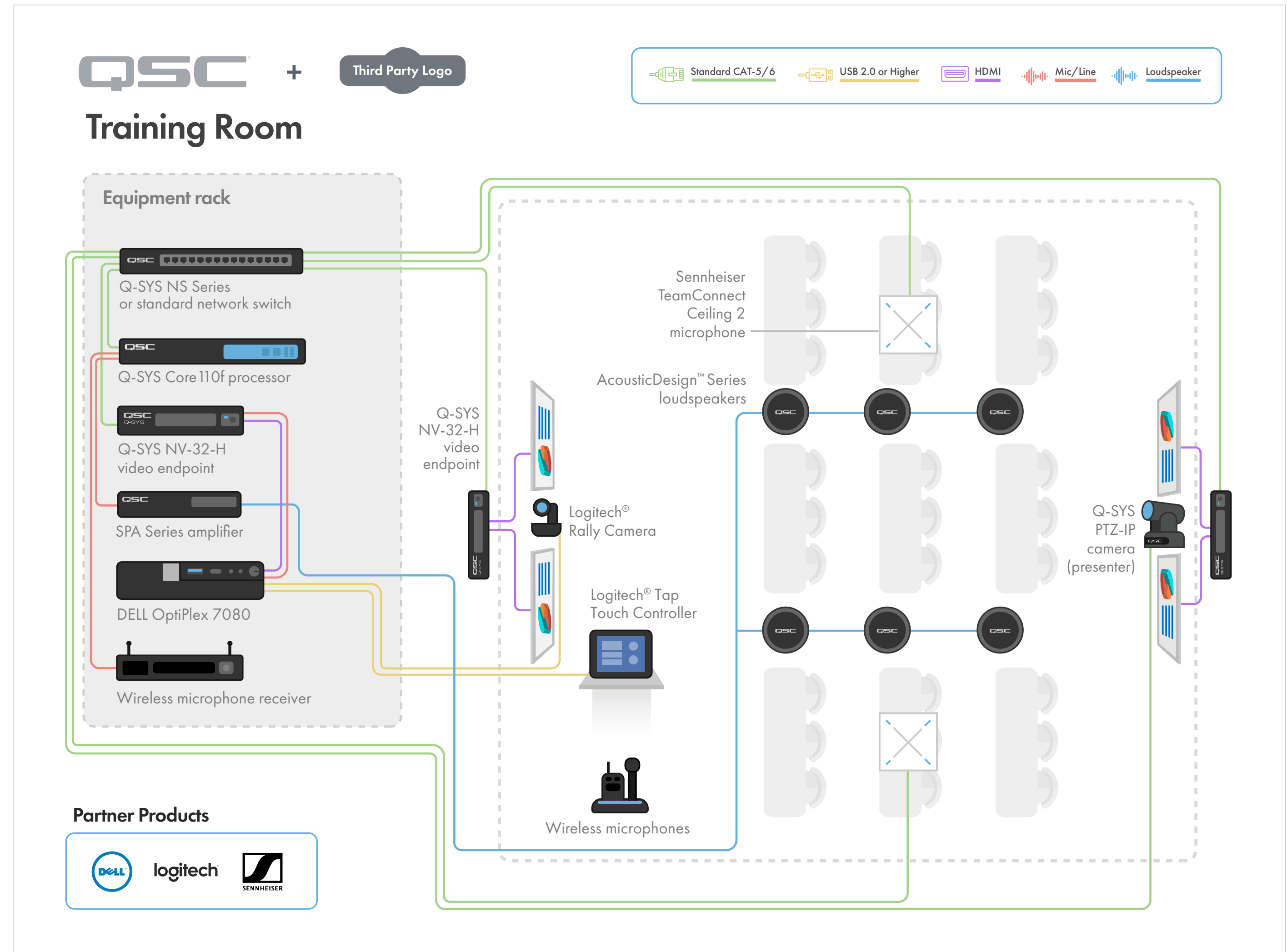


Hop Treatment
When same-color wires need to intersect use this simple line treatment.

Diagrams

Flat Diagrams

Rooms are colored white to keep layouts clean and readable, and allow essential elements to stand out.



Advertising
Overview

Ad layouts allow us to directly engage our customers in a consistently branded, controlled visual setting. Each ad layout falls into one of two categories — lifestyle- and product-emphasis.

Lifestyle images should always be the featured, “hero” image of the layout, and never used as a thumbnail or secondary image.



**Headline example
lorem ipsum dolor sit.**

A sub-headline example should look like this.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate.

[qsc.com/url-example](#)

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Optional Image/Caption



PLAY
OUT
LOUD

Includes lifestyle hero image. The hero image should always feature a dramatic portrayal of the connection between the brand and the end-user. The product thumbnail image is optional.

Product-Emphasis Ad



**Headline example
dolor sit lorem.**

A sub-headline example should go here.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure in hendrerit in vulputate.

[qsc.com/url-example](#)

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PLAY
OUT
LOUD

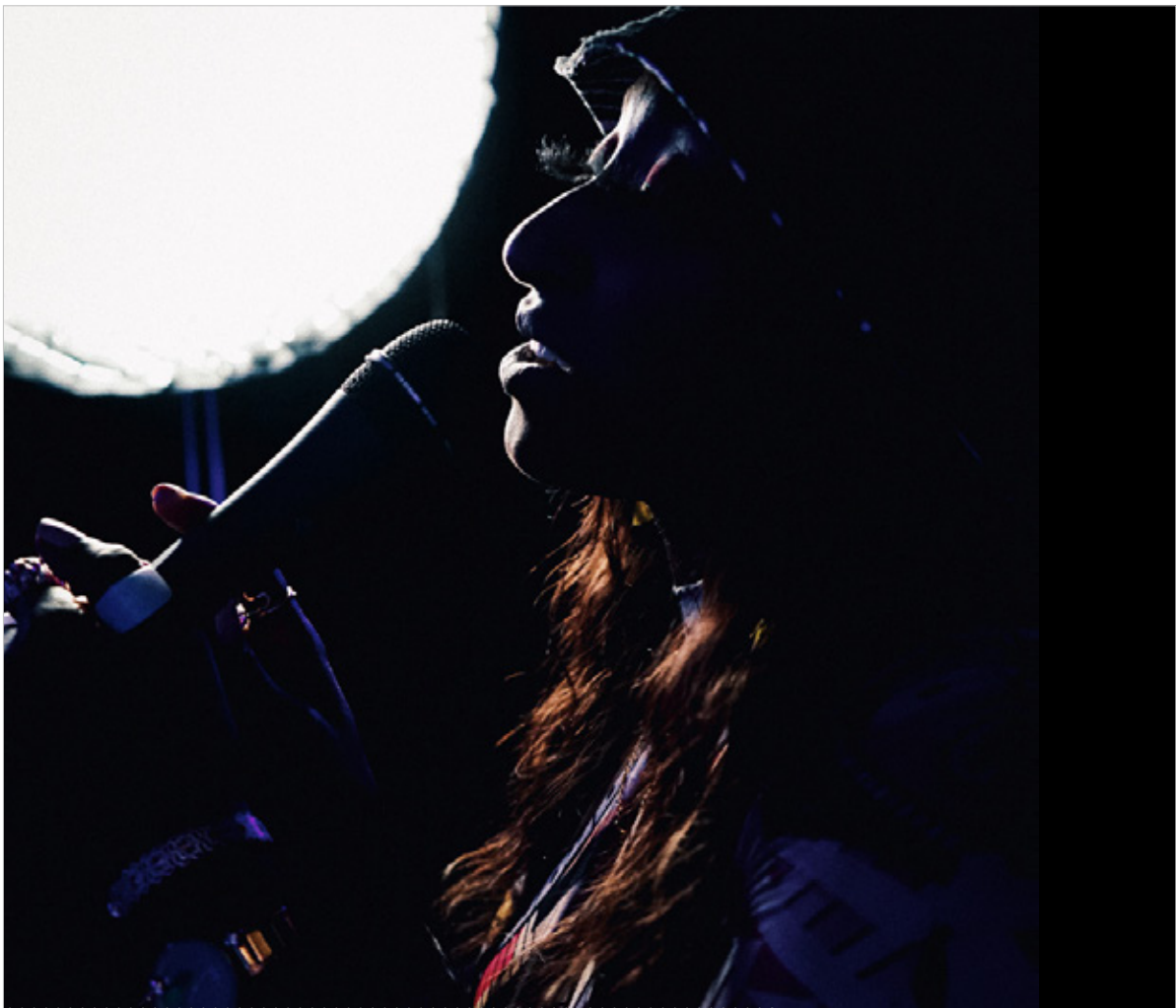
Includes a dramatic product hero image bleeding outside the canvas. The black/white section combination can be reversed as shown on the next page.

Print Ad Layouts

Usage

Maintaining a consistently clean, engaging and readable style across QSC advertising layouts makes for strong branding. This is accomplished through consistent presentation of the type hierarchy, as well as careful spacing and sizing of elements. Since ad dimensions are widely varied, percentages are used instead of absolute values to define layout structure. Headlines — our main form of communication with our customers — are “conversational” and thus set in sentence case.

Spacing and Sizing



15% of Height

**Headline example
lorem ipsum dolor sit.**

A sub-headline example should look like this.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh edjmod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud extation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate.

Optional Image/Caption

35% of Height

15% of Height

qsc.com/url-example

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QSC PLAY OUR LOUD

Logo Width = 16% of Page Width

QSC Blue

8% of Height

Headline example here.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh edjmod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud extation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate.

8% of Height

qsc.com/url-example

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QSC PLAY OUR LOUD

45% of Height

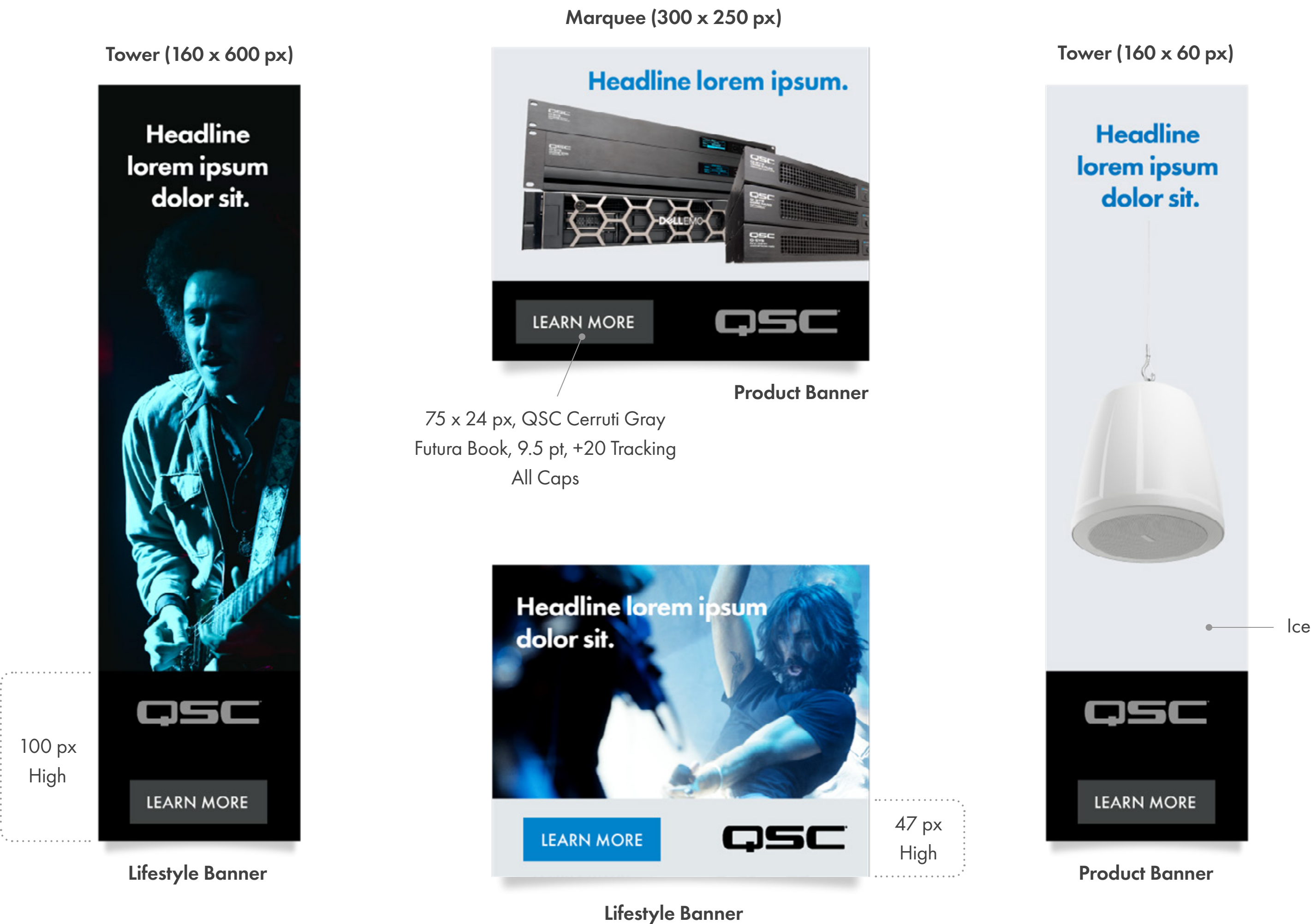
Logo Width = 16% of Page Width

Digital Ad Layouts

Web Banners

These guidelines should be followed across all banner sizes unless otherwise noted. The QSC logo and CTA (call to action) button are scaled to the same size across most digital banners. The logo and CTA button are always contained within the blue or light gray bar. Left-aligned headlines are preferred for most sizes except tower (160 x 600) and other vertically oriented sizes where center-aligned text works best. Headlines are set in sentence case. Use best judgment when considering alignment and size of headlines.

Spacing and Sizing



Digital Ad Layouts

Social Media Ads

Social media networks vary in terms of how ads are displayed. The following should be considered when designing social media ads.

- Image sizes for desktop and mobile.
- Where will the ad will be displayed? (News feed, story, search result, etc.)
- Goal/objective of ad — views/reach, click-throughs, video views, etc.
- Is the logo included automatically or should it be “baked” into the image?
- Is the headline/text included in the post’s description or does it need to be “baked” into the image?

Here are a few examples of social media ad layouts.

Logo Inclusion

Make sure the QSC logo is present within the image once in every post, ensuring brand integrity if the post is shared. Here, the loudspeaker badge features the logo.

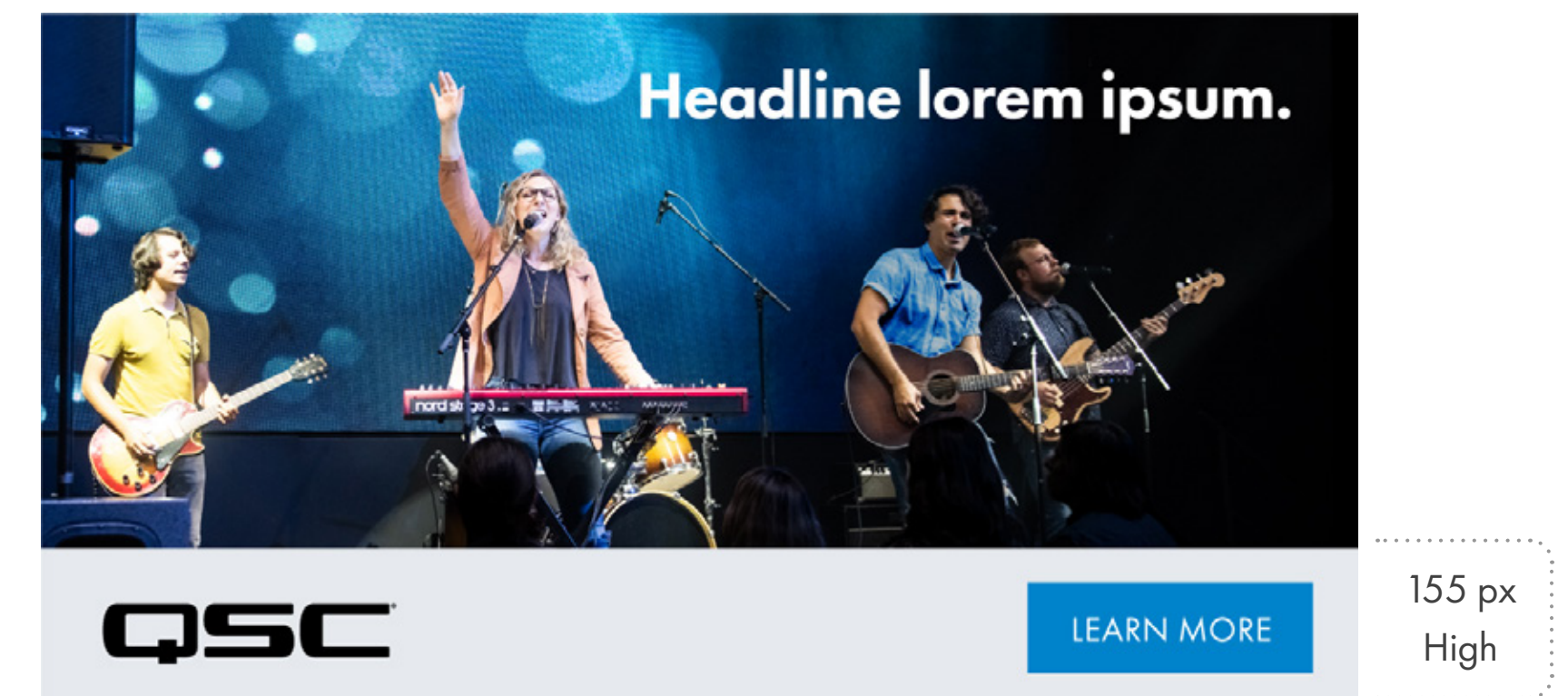


Facebook Mobile Display Ad (1080 x 1080 px)

CTA Link Included



Facebook Product Ad (1200 x 628 px)



Facebook Lifestyle Ad (1200 x 628 px)

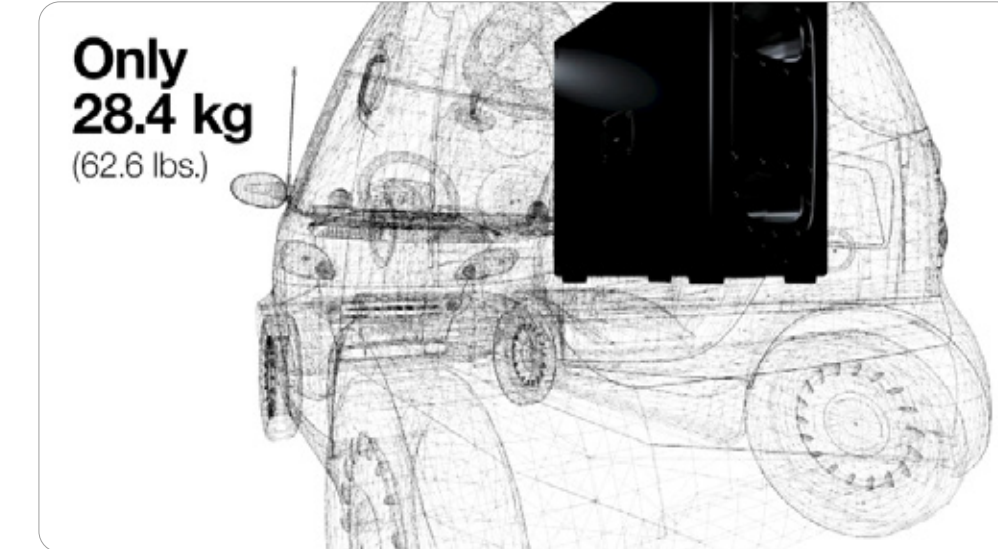
Video

Overview

Video plays a major role in our brand, allowing us to connect with our customers and partners in a highly engaging way. As with all other mediums, a consistent approach to the content and visual style are critical for strong branding. Here are the most common types of QSC videos.



Training



Product Promo



Testimonials and Case Studies



TouchMix Sessions



Play Out Loud Short

Video

Narrative Tone

When creating videos that include QSC talent, such as Training Series videos, a light, creative and fun tone is crucial. One of the hallmarks of QSC Training videos is the combining of industry-leading learning experiences with high-production value, peppered with humor.

Training videos should always begin and end with a friendly human salutation, and runtimes should be as short as possible. Longer videos should be divided into shorter segments. Presenters should never appear to be reading from a teleprompter; our presenters should be perceived as true experts on the subject at hand and should appear as such.

QSC Training videos feature a humanistic tone that makes technical content more accessible, and makes the learning experience more fun.



- Software-Based Video
- No Separate Control Processor

Video

Shooting QSC Talent

Shots with presenters should always maintain a consistent look and feel through wardrobe, staging and camera angle.

- Presenter should be wearing a black button-down shirt.
- Angle should be low, shooting talent from the chest up.
- If the presenter is presenting with a laptop, they should split the center with the laptop, placing the presenter slightly to camera left.
- When shooting on a natural background, use a shallow depth of field to help separate the presenter from the background.

Shooting talent on green screen allows for a signature graphical background. Here, the standard training background provides a dynamic background without distraction.



Graphical Background (visually controlled environment)

Along with wardrobe, a straight, chest-up framing allows all “talking head” content to keep a consistent feel.



Natural Background (shallow DOF)



Laptop “Split” View

Video

Production

When shooting a series of videos, maintaining consistent lighting, camera setup and sound mix is key.

- Standardizing the mix to normalize around -6 dB allows a 6-8 dB cushion for occasional peaking.
- Recording voiceovers in the same space as the shoot (and preferably on the same day) ensures for consistent audio.
- When possible use the same setup; camera, lighting, mics, green screen etc.
- Regardless of the final resolution, shooting in 4k or higher provides sharper footage.
- For green screen, using the same lighting setup and Keylight settings provides high-quality keys for every shot.



Frame Rates

Training videos are shot at 24 fps while dynamic content such as product promos, *TouchMix Sessions* and *Play Out Loud* shorts is produced in 30 fps.



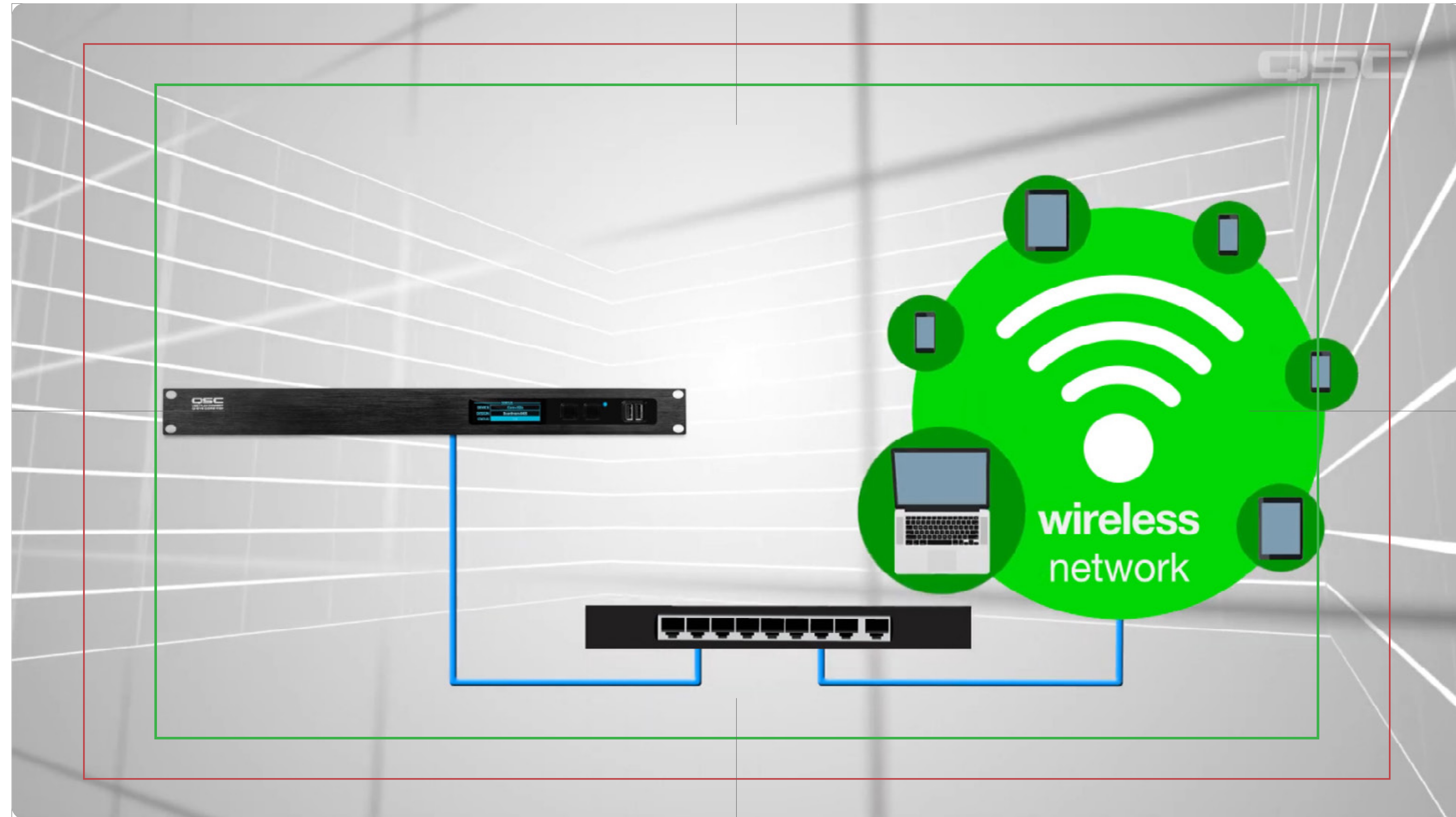
Video

Title-Safe Area

Most QSC videos are viewed on mobile devices, and not all phones and tablets have a 16:9 aspect ratio. Many devices and apps have a “Zoom to Full Screen” feature which crops the screen.

To ensure all important content is not cropped by the viewer's display, all text and important elements should be kept within the action- and title-safe areas as shown here.

The standard title and action safe areas are 90% for title safe and 93% for action safe.



Video

On-Screen Branding

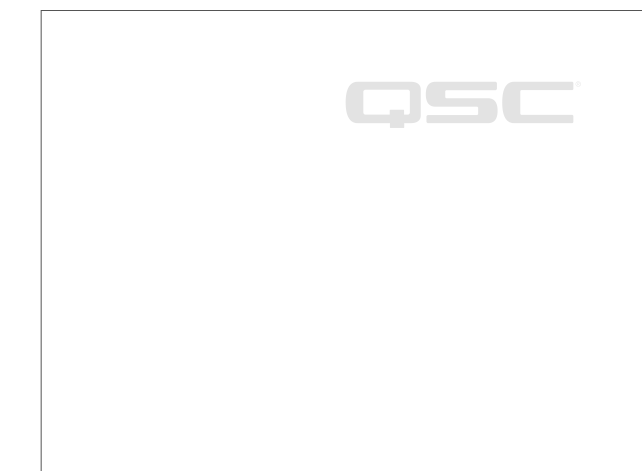
Lower thirds and other graphic elements should reflect our brand through the use of the type hierarchy and primary and secondary color palettes.



Logo Bug

At 1080p, the logo should be placed in the upper right corner, scaled to 210 x 41 pixels with **62-pixel margins**.

The bug is set in **#DFDFDF gray at 65% opacity**, allowing it to be read on white backgrounds. Logo bug templates are available to download at the **Brand Center**.



Lower thirds should stay on brand while providing the content a unique identity.

Video

Endframe

All videos should end and hold on legal text after the end of the content. The standard brand legal statement reads “©2022 QSC, LLC. All Rights Reserved. QSC, LLC’s trademarks include but are not limited to QSC® and all trademarks are listed at qsc.com/trademarks, some of which are registered in the U.S. and/or other countries. All other trademarks are the property of their respective owners. Patents may apply or be pending.”



Futura PT Book, Cerruti Grey
4K: 28 pt. **1080p:** 14 pt.

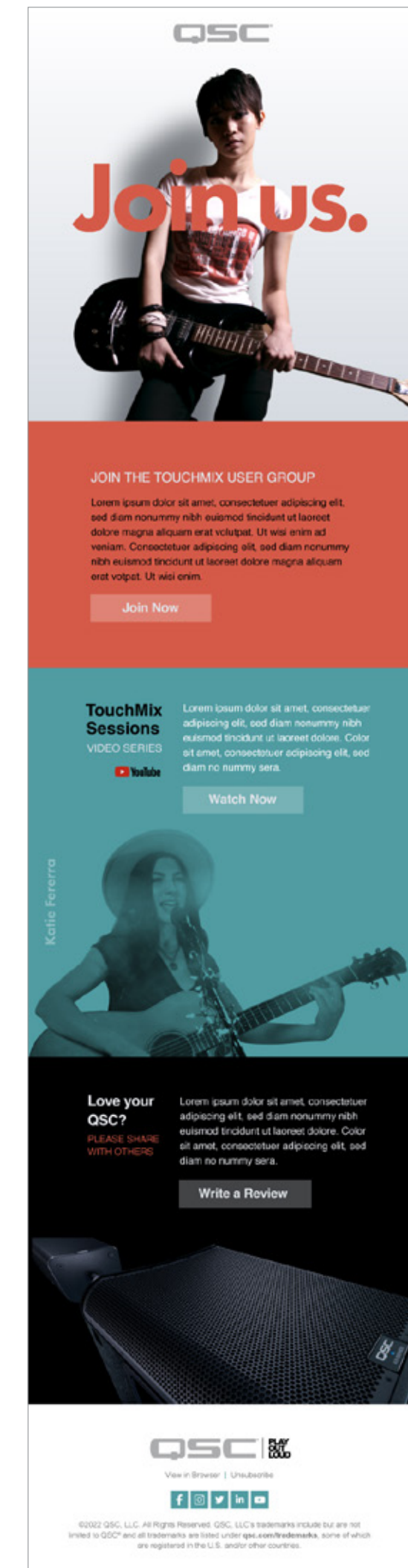
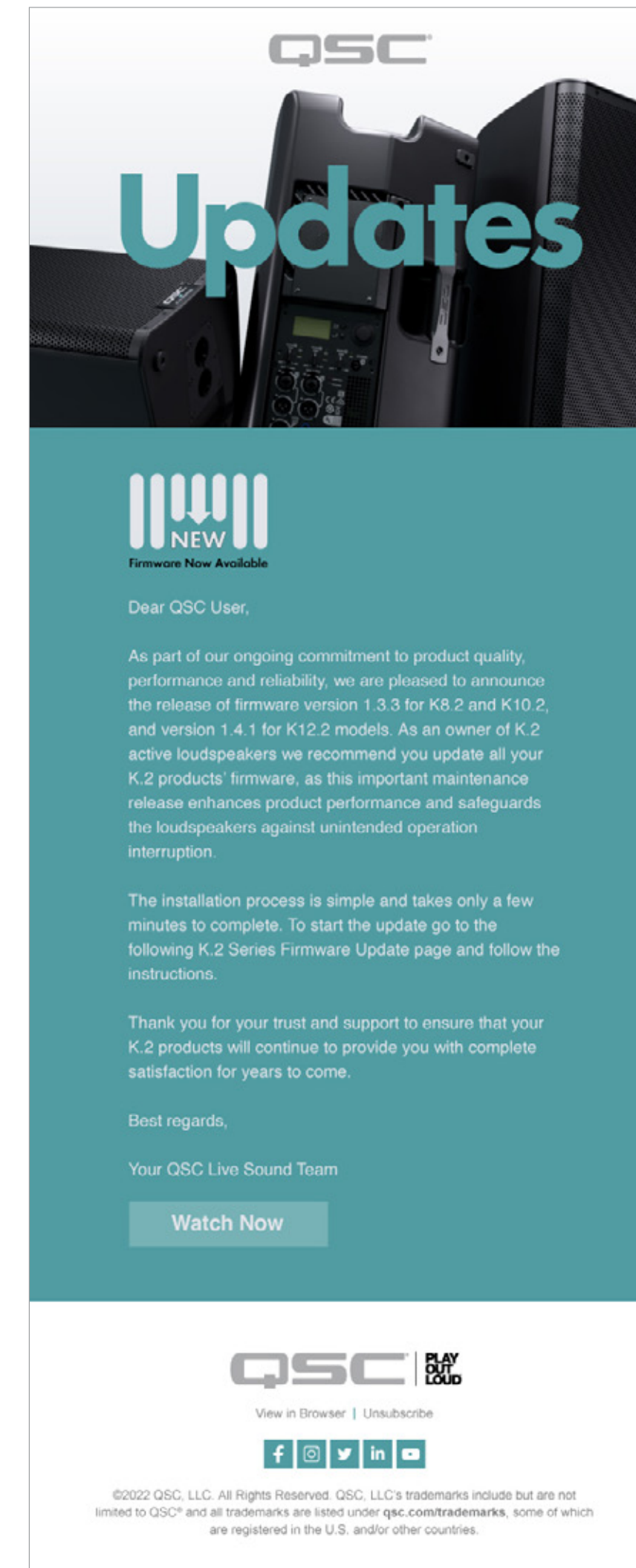
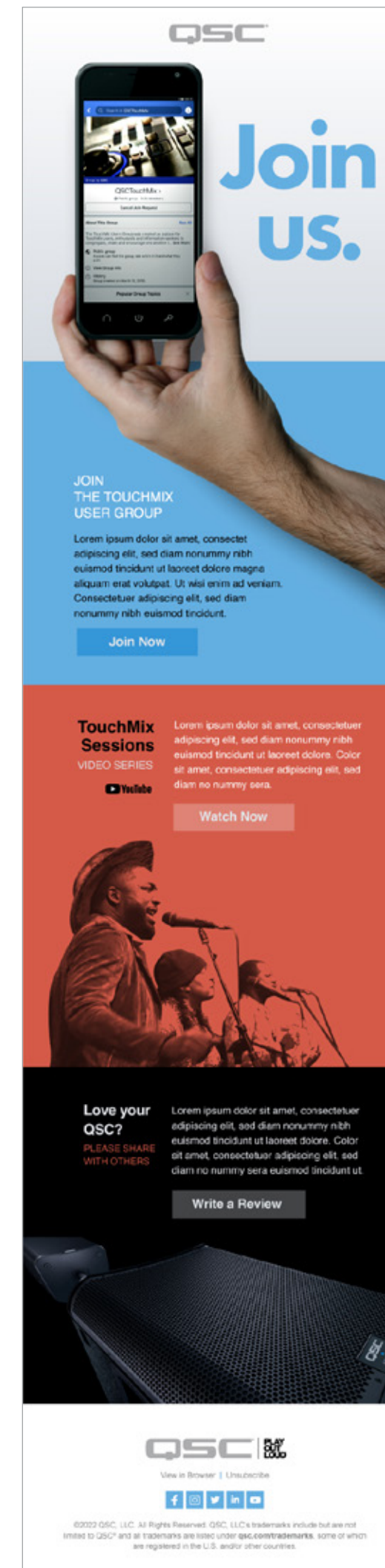
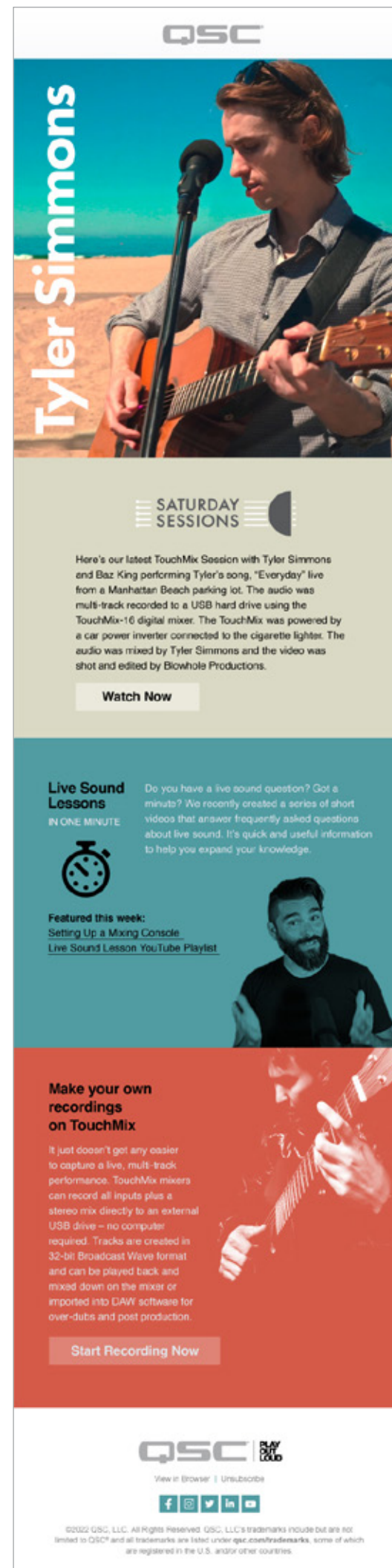
HTML Email Template

Overview

Because QSC HTML emails are ADA-compliant, one critical component of the visual brand — typography — must be comprised.

All copy critical to the email’s content is set in HTML text via the Helvetica/Arial tag. To counter this off-brand type, every email layout begins with the brand’s Futura Heavy headline type embedded in the top hero image. The headline text is a shortened version of the email’s subject or HTML headline (ie: “Join us” is taken from “JOIN THE TOUCHMIX USER GROUP”), typically one to three words.

Email marketing layouts are designed by the QSC Design Team and built by the Web Team in Marketo. HTML-based emails are also sent out via QSC’s marketing automation platform Marketo.



Email layouts make simple, bold use of the secondary palette to create sections or “blades.”

Play Out Loud

Overview

Play Out Loud™ is a pure branding campaign that constantly exists alongside QSC product marketing but on a separate contextual layer. All *Play Out Loud*-focused content is void of product messaging or imagery. *Play Out Loud* has its own visual identity and campaign guidelines are available in the **Brand Center**.













Brand Trademarks

Usage

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. In order to preserve and protect these marks, it is essential that they are used properly. Reference this trademark guide in all communications, documents and electronic messages, as applicable and refer to qsc.com/trademarks for further guidance.

Current QSC Trademarks

AcousticCoverage™	PLAY OUT LOUD™	Q-SYS Designer Software™
AcousticDesign™	POWERLIGHT®	Q-SYS MediaCast™
AcousticPerformance™	POWERSUM™	Q-SYS Reflect™
AD-P.HALO™		Q-SYS Shift™
Advanced Thermal Management™	Q-LAN™	QUILTER®
Ar-Q™	QSC®	
ATTERO TECH®		Open Input Architecture™
ATTEROTECH®		Output Averaging™
AWARE™	QSC AV BUILT FOR IT™	SOLO™
BASIS®	QSC CINEMA®	STEELAIRE®
BEYOND MIXING®	QSC K SERIES®	SysNav™
CAPTIONWEAR®	QSC K.2 SERIES®	The Power Behind the Pictures™
DIRECTIVITY MATCHED TRANSITION®	QSC NOW YOU HEAR US®	TouchMix®
DEEP™	QSC PLAY OUT LOUD™	ULTRA* STEREO®
DMT™	QSC SystemSynergy™	USL®
	QSC TouchMix®	USL, INC.®
FlexAmp®	QSC WORLD OF K®	
Flexible Amplifier Summing Technology™	QSCONTROL®	WideLine®
GuardRail™	QSCONTROL.NET®	
IntelliDock™	Q-SYS®	
INTRINSIC CORRECTION®		
NOW YOU HEAR US®	Q-SYS Designer®	

Brand Trademarks

Usage

Properly designate the status of QSC-owned trademarks by using the correct trademark symbol (® or ™) reflecting QSC ownership of particular marks as set forth below. Also include an attribution of QSC ownership in the following format (as established herein):

“_____ is a registered trademark of QSC, LLC in the US Patent and Trademark office and other countries.”

“_____ is a trademark of QSC, LLC.”

The trademark indication must appear in a headline, product listing, banner/sign and first instance (only) of the product name in a body of text.

Trademark symbol for the first instance of “TouchMix”

Subsequent instances do not require a trademark symbol

The TouchMix®-30 Pro goes where you do — from studio to stage and everywhere in-between. Its 32x32 channel DAW interface works with the top recording applications for both macOS® and Windows® computers. That’s plenty of I/O to record the whole band at once plus lots of individual headphone mixes, DSP and an intuitive touch-control interface — all without taxing your computer’s CPU.

In the rehearsal studio or on stage, the TouchMix-30 Pro also records 32-channel direct-to hard disk (no computer needed) to capture and play back your best performances.

And of course, with its incredible monitoring capability, Presets, Wizards, effects, Wi-Fi control (iOS® and Android®) and a long list of additional professional console features, the TouchMix-30 Pro is also one of the easiest to use live consoles on the market today — all in a package the size of small carry-on luggage.

Technical Style Guide

Usage

The verbiage used to express technical terminology, product-specific technologies and product names should be consistent across all brand marketing, training and technical materials. Refer to this comprehensive glossary when documenting technical specifications as well as when identifying a QSC product by name. Abbreviations of product names are prohibited from use in any public-facing document (TM-30 Pro vs. TouchMix-30 Pro, for instance).

Company Name

The official company name is written QSC, LLC (note: there is no period after LLC). When writing about QSC, always refer to the company as QSC. Never use QSC in the possessive form.

- **Example:** *the QSC KLA Series...* not *QSC's KLA Series.*

Published Measurements and Specifications

In specification documents and tables, it is preferred to use abbreviations. When a term is derived from a person's name, and abbreviated, then it is capitalized; however, when the same term is spelled out, it is always lowercase.

- **Example:** it is *watt* when spelled out, but it is *W* when abbreviated.
- **Exceptions:** Amps, Hertz, decibels should be *A*, *Hz* (*kHz*) and *dB* always.

In larger bodies of text, such as advertising copy, it is preferred to spell out measurement terms. All measurements should be in millimeters and inches, kilograms and pounds, in that order. Numbers combined with units are never spelled out. They are always written as Arabic numbers, not words. Units are always abbreviated, never spelled out.

- **Examples:** *5 V* not *five V*. *40 W"* not *40 watts*. *The current was 12 A*. Not *the current was 12 amps* and not *the current was twelve amperes*.

Unit names when written out are never capitalized.

- **Examples:** *watts* not *Watts*; *amperes* not *Amperes*; *volts* not *Volts*.

In copy, the word *to* is preferred over the '–' dash ("n" dash; the medium hyphen symbol).

- **Example:** *85 Hz to 20 kHz* not: *85 Hz – 20 kHz* (although this is completely acceptable for charts and tables).

Unit symbols are never pluralized or abbreviated by a period.

- **Examples:** *85 lb* not *85lbs* or *85lb*. *The power supply is 15 V* or *It requires a 15 V power supply* but not *It requires a 15 V. power supply*.

Spacing Rule: nearly always space the symbol from the number.

- **Examples:** *8 W*, *15 cm*, and *60 A* are all correct. Notable exceptions are the "°" (degree) mark and the "%" (percent) symbol.

Spacing Numbers: four digit numbers, do not use a space or comma, or period.

- **Examples:** *The power output was 1250 W* or *The venue holds 2500 people*.



Technical Style Guide

Usage

Important Technical Verbiage Rules

- Always use *loudspeaker* over *speaker*.
- When talking about a product series in general, always follow the model abbreviation with the word *Series* in title case (ie: *CXD Series* rather than *CXD*; *KS Series* not *KS series*).
- When you mention for the first time a product or technology in an article or paragraph, always follow with it with a descriptor. These descriptors are always lowercase. (ie: *CXD Series amplifiers*; *AcousticDesign Series loudspeakers*).
- When speaking about the Q-SYS Platform, Q-SYS is always capitalized with a hyphen and referred to as an *integrated audio, video and control platform*, and subsequently abbreviated as *integrated AV&C*.
- Q-SYS Video Devices: when referring to Q-SYS cameras as cameras, they should be described as PTZ-IP Cameras; *the QSC AV-to-USB Bridging solution includes PTZ-IP cameras and the I/O-USB Bridge PTZ-12x72 and PTZ-20x60*.
- When referring to inputs and outputs, use the acronym *I/O* (ie: *I/O device*).

Definitions of Measurements and Abbreviations

- A = Amps or Amperes (5 A)
- cm = centimeters (57 cm)
- dB = decibel (3 dB)
- Hz = hertz (16 Hz)
- kHz = kilohertz (kHz)
- k = kilohms (10 kΩ, not 10 k or 10k)

When describing ohms, k represents thousands and is used without a space and lower case example: 10 is equal to 10,000 ohms and the k represents the 000 part of the number. Fractional ohm values are written as *4k7 = 4.7 kilohms = 4,700 ohms*)

- lb = pounds (15 lb)
- m = meters (27 m)
- g = grams (5 g)
- kg = kilograms (12 kg)
- mm = millimeters (36 mm)
- Ω = ohm (8 Ω)
- V = volt (120 V)
- Vp = Volt peak (7 Vp)

- VDC = Volt DC (14 VDC)
- VAC = Volt AC (110 VAC)
- Vrms = Volts RMS (1.1 Vrms) (root mean squared, or *average voltage*)
- W = watt (250 W)
- ft = foot/feet (1 foot, 2 feet or 3 ft).

Abbreviations can be used for spec tables (15 ft); for copy text content, the word is to be spelled out completely (15 feet or 1 foot). 1 ft 10 in or one foot, ten inches.

- in = inch/inches (5 in or 5 inches).

Abbreviations can be used for spec tables (15 in); for content, the word is to be spelled out completely (15 inches). Note: when measurement are used as adjectives, there is a hyphen between the number and modifier. Ex: dual 15-inch drivers. We will no longer use " for inches.

- > = greater than (16 ohms is greater than 4 ohms)
- < = less than (4 ohms is less than 16 ohms)



Technical Style Guide
Usage

- – = English “n” dash (63 Hz – 20 kHz)
 - C = Celsius (35° C)
 - F = Fahrenheit (98° F)
 - ° = Angle (90° coverage) 90° x 40°
 - H x W x D = (725 x 335 x 565 mm)
 - File formats are all lowercase (.jpeg, etc.)
- Mbps = megabits per second
 - Kb = kilobit
 - Gb = gigabit
 - Tb = terabit
 - Mb = megabit
 - B = byte
- KB = Kilobyte
 - MB = Megabyte
 - GB = Gigabyte

QSC Products:	CX-Q 8K8	PLX3102	SPA4-100	DPA-4K8Qn
Power Amplifiers	CX-Qn 4K8	PLX3602		DPA-8K8Qn
CXD Series	CX-Qn 8K8		DCA Series	
CXD4.2	PowerLight™ 3 Series	GXD Series	DCA 1222	MP-A Series
CXD4.3	PL380	GXD4	DCA 1622	MP-A20V
CXD4.5		GXD8	DCA 1644	MP-A40V
	CMXa Series	GX Series	DCA 1824	MP-A80V
CXD-Q Series	CMX300Va	GX3	DCA 2422	
CXD4.2Q	CMX500Va	GX5	DCA 3022	Amplifier Accessories
CXD4.3Q	CMX800Va	GX7	DCA 3422	BSC-3
CXD4.5Q	CMX2000Va		DPA Series	BSC-6
CXD8.8Q		ISA Series	DPA 4.2	BSC-7
CXD8.8Qn	RMXa Series	ISA280	DPA 4.3	IT-42
CXD8.4Q	RMX850a	ISA450	DPA 4.5	LF-3
CXD8.4Qn	RMX1450a	ISA750		OT-300a
	RMX2450a	ISA1350	DPA-Q Series	OT-600
CX-Q Series	RMX4050a	ISA300Ti	DPA-2K4Q	SEQ-2
CX-Q 2K4	RMX5050a	ISA500Ti	DPA-4K4Q	SF-3
CX-Q 4K4		ISA800Ti	DPA-8K4Q	UF-3
CX-Q 8K4	PLX2 Series		DPA-2K4Qn	XC-3
CX-Qn 2K4	PLX1104	SPA Series	DPA-4K4Qn	XF-1
CX-Qn 4K4	PLX1804	SPA2-60	DPA-8K4Qn	
CX-Qn 8K4	PLX1802	SPA4-60	DPA-4K8Q	
CX-Q 4K8	PLX2502	SPA2-200	DPA-8K8Q	



Technical Style Guide
Usage

Loudspeakers

QSC K.2 Series™

K8.2
K10.2
K12.2

QSC K.2 Series™ Accessories

K8/K10/K12 Carrying Totes
K8/K10/K12 Outdoor Covers
K8.2/K10.2/K12.2 Yoke Mounts
M10 Eyebolt Kit-C
K.2-LOC

KW Series

KW122
KW152
KW153

KW Series Accessories

KW122 Outdoor Cover
KW SUS Kit 122
KW152 Outdoor Cover
KW153 Outdoor Cover
M10 Eyebolt Kit-W

KLA Series

KLA12
KLA181

KLA Accessories

KLA12 Carrying Tote
KLA AF12 Array Frame
KLA AF12 Carrying Tote

KS Series

KS112
KS212C
KS118

KS Series Accessories

SP-16X Extension Pole
SP-26 Loudspeaker Pole
SP-36 Loudspeaker Pole
KS-LOC
KS112-CVR
KS212C-CVR
KS118-CVR
Caster KIT-S

CP Series

CP8
CP12

CP Series Accessories

CP8 / CP12 Carrying Totes
CP8 / CP12 Outdoor Covers
CP8 / CP12 Yoke Mounts

E Series

E110
E112
E115
E215
E118sw
E218sw

E Series Accessories

E10-CVR

E12-CVR
E15-CVR
E215-CVR
E118sw-CVR
E218sw-CVR
Caster KIT-L
M8 Eyebolt Kit-A
E110 Yoke Mount
E112 Yoke Mount
E115 Yoke Mount

ILA Series Installation Line Array System

WL2082-i
WL118-sw
GP118-sw

ILA Series Accessories

EB2082-i
FB2082-i
PB2082-i
AB2082-i
QRP-KIT-1

Wideline™ -8 Line Array System

WL3082
WL212-sw
GP212-sw

Wideline™ -8 Accessories

AF3082-S
AF3082-L
PB3082

EB3082
GP212-0 Wood Cart

Wideline™ -10 Line Array System

WL2102-w
WL218-sw
GP118-sw
GP218-sw

Wideline™ -10 Accessories

AF2102-LA
AF218-sw
GP218-CVR
CRT-218-0 Wood Cart

AcousticPerformance™ Series

AP-5102
AP-5122
AP-5122m
AP-5152
AP-4122m
AP-212-sw

AcousticPerformance™ Series Accessories

M10 KIT-W
AP-YM10
AP-YM12



Technical Style Guide

Usage

AcousticDesign™ Surface-Mount Series

AD-S402T
AD-S802T
AD-S162T
AD-S4T
AD-S5T
AD-S6T
AD-S8T
AD-S10T
AD-S12
AD-S112-sw
YMS10
YMS12
YMS8
AD-S282HT
AD-S32T
AD-S52
AD-S52T
AD-S82H
AD-S28Tw
AD-P4T
AD-P6T
AD-HALO

AcousticDesign™ Surface-Mount

Accessories

AD-YMS8-BK
AD-YMS8-WH
AD-YMS10-BK
AD-YMS10-WH
AD-YMS12-BK
AD-YMS12-WH
AD-YM5

AcousticDesign™ Ceiling-Mount Series

AD-C820R SYSTEM

AD-C820S SYSTEM

AD-C42T
AD-C152ST
AD-C152T
AD-C81Tw
AD-C4T
AD-C4T-LP
AD-C6T
AD-C6T-LP

AcousticDesign™ Ceiling-Mount

Accessories

AD-C821R SYSTEM
AD-C821S SYSTEM
AD-C1200
AD-C1200BB
AD-C1200SG
ADC-MR ADC-MRS ADC-MR4
ADC-NC ADC-NCS ADC-NC4

AcousticDesign™ Sub/Sat Series

AD-S.SUB
AD-S.SAT
AD-C.SUB
AD-C.SAT
AD-P.SUB
AD-P.SAT

AcousticCoverage™ Series

AC-C2T
AC-C2T-L
AC-C4T
AC-C6T
AC-C8T
AC-C4T-nb
AC-C8T-nb

AC-S4T

AC-S6T

Q-SYS™ Ecosystem

Processors

Core 110f
Core 110c
Core Nano
Core 8 Flex
NV-32-H (Core Capable)
Core 510i
Core 510c
Core 5200

Networking

NS Series
NS-1108P

Control Peripherals

TSC-3
TSC-7†
TSC7w
TSC-47w-G2
TSC-55w-G2
TSC-80w-G2
TSC-116w-G2

Audio I/O Peripherals

CIAES-16
I/O Frame
I/O Frame 8s
I/O-8 Flex
I/O-22
CAES4
CCN32

CDN64

CIML4

CIML4-HP

COL4

CODP4

DCIO

DCIO-H

Paging Peripherals

PS-1600H
PS-1650H
PS-1600G
PS-1650G PS-X

Accessories

PTL-1
DAB-801

Mixers

TouchMix® Series

TouchMix™-8
TouchMix™-16
TouchMix™-30 Pro

MP Series

MP-M40
MP-M80

Mixers Accessories

TMR-1 TouchMix Rack Kit (8/16)
TMR-2 TouchMix-30 Rack Mount Kit
TouchMix-30 Dust Cover
TouchMix-30 Carrying Tote
TS-1 TouchMix-30 Tablet
Support Stand
MP-MFC Wall Controller



Technical Style Guide

Usage

Digital Cinema
Loudspeakers

SC-1120
SC-1150
SC-2150
SC-312XC
SC-322XC
SC-412C
SC-322C
SC-422C
SC-413C
SC-323C
SC-423C
SC-423C-8
SC-423C-F
SC-433C
SC-443C
RSC-112
SC-414
SC-324
SC-424
SC-424-8
SC-424-8F
SC-434
SC-444
SB-1180
SB-2180
SB-5118
SB-7118
SB-5218
SB-7218
SB-15121
RSB-212
SR-8101
SR-8200

SR-1020
SR-1030
SR-1290
SR-5152
SR-1590

Digital Cinema
Monitors/Processors

DCM 100
DCM 30D
DCM300
DCP 100
DCP 300
DPM 100
DPM 100H
DPM 300
DPM 300H

USL Product Series

Processors
JSD-100M
JSD-100MA
JSD-100D
JSD-100L
JSD-60D
JSD-60L
JSD-60LX
JSD-60DX
JSD-60DS
JSD-60DN
DAX-202
DAX-602
DAX-RAX
XTM-300A

CM-8E
CM-10B
CM-10D3

Accessibility Products

CCR-100
CCR-100C
CCR-100P
CCR-200
CCH-100
UPC-28
UPC-28D
UPC-28C
UPC-28CD
IRH-280
IRH-281
IRH-280i
IRH-281i

Test & Measurement Products

LSS-100P LST-100
MMP-10
DAT100
PCA-100
VCC-102

Media Servers

CMS-2200
CMSA-100

Atterotech By QSC

AT AXIOM Series
AXPIO
BT1
ML1
USB1

AT AXON Series

A4FLEX
A4MIO
A8MIO
C1
D2I
DBU
DTH1620

AT AXON Series Accessories

1 RU STEEL RACK TRAY
AT OEM SERIES
CDT3-CA
UND3IO-BOSE
UNDIO2X2-BOSE
UNDX2IO-BOSE

AT PAGING Series

ZIP4
ZIP4 PTT MIC-MAG
ZIP4 PTT MIC-STD
ZIP4-3G
ZIP4-MAG MIC BASE

AT PAGING Series Accessories

ZIP4-2GANG-T
ZIP4-2GANG-W
ZIP4-3GANG-T

AT SYNAPSE I/O Series

D16MIO
D32I
D32MI
D32O
DM1
PS-24VDC-D
PS-24VDC-W

AT UNIVERSAL AV Series

AXP2O
D2FLEXIO
UNBT2A
UNBT2A-WP
UND4I-L
UND4O
UND6IO
UND6IO-BT
UNDIO2X2+
UNDNEMO
UNDUSB
UNDX2IO+
UNDX4I
UNHX2D
UNXP2I
UNXP2O

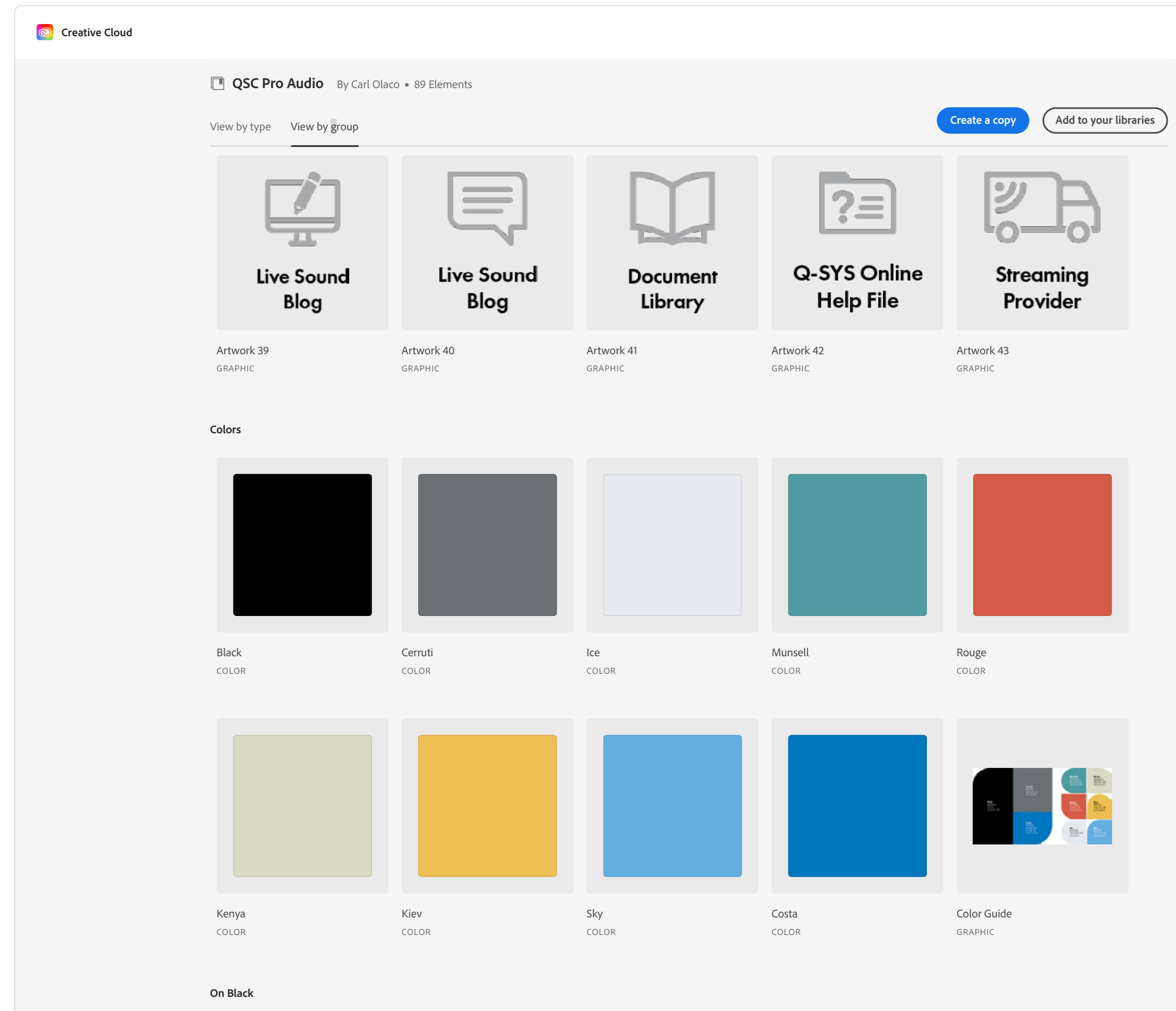
AT Accessories

1GANG-BB-NW
1GANG-BB-OW
1GANG-DECORA-BK
1GANG-DECORA-WH
1GANG-MBB
2GANG-BB-NW
2GANG-BB-OW
2GANG-DECORA-BK
2GANG-DECORA-WH
2GANG-MBB KIT
3GANG-BB-NW
3GANG-BB-OW

Brand Asset Library

Core elements of the visual brand are available to Adobe Creative Cloud users. This includes brand colors, type styles, logos, icons, video elements and more. The library is constantly updated and available via most Adobe applications including Illustrator, InDesign, After Effects and Premiere. It can be added to any Creative Cloud account via the link listed here.

If you have questions about using the library please contact Carl Olaco at carl.olaco@qsc.com.



Click the **Add to your libraries** button and the library will be available in your Adobe applications.

<https://shared-assets.adobe.com/link/c9394787-85da-4e4e-7634-7ead1509f696>



Thank you.

Your adherence to these guidelines helps keep our brand strong.

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If you have any questions regarding these Guidelines or would like feedback on your QSC marketing materials please contact marketing@qsc.com.