

**QSC**<sup>®</sup> PRO AUDIO

# 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.

# Table of Contents

## Voice and Tone

- 5 Welcome
- 7 Foundation, Vision, Mission
- 8 Brand Personality
- 9 Brand Values
- 10 Brand Proposition

## Visual Brand

- 12 Overview
- 13 The Logo
- 16 Typography
- 18 Color
- 21 Photography
- 24 Iconography
- 27 Diagrams
- 29 Advertising
- 30 Print Ad Layouts
- 31 Digital Ad Layouts
- 33 Video
- 39 HTML Email
- 40 *Play Out Loud*
- 41 Brand Asset Library
- 43 Brand Trademarks
- 45 Technical Style Guide





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.



# 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.



A full-page background image featuring a musician in silhouette, playing a violin. The scene is dramatically lit with several bright spotlights from above, creating strong beams of light that cut through the dark space. The musician is positioned on the left side of the frame, facing right.

Chapter Two

# Visual Brand



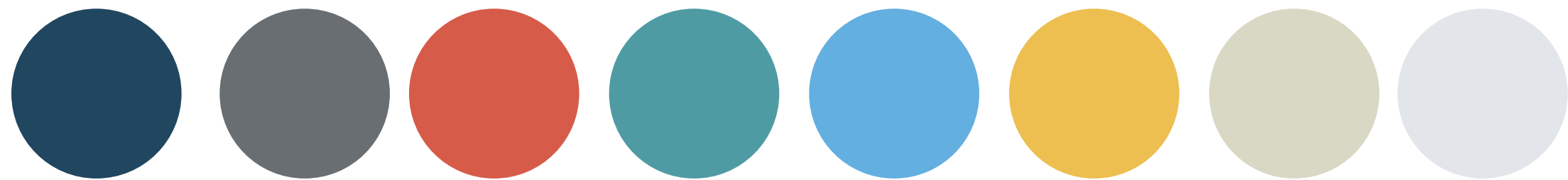
Brand Overview

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

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

Iconography



Photography







# The Logo

## Color

The logo is only set in Black, White and Cerruti gray (see *Color*) in its various iterations as shown here. Digital (RGB) and print (CMYK) designations for the logo's gray are #878C8F and 5/1/0/67 (reversed; Cerruti at 80% tint), and #9DA1A4 and 5/1/0/52 (on white; Cerruti at 65% tint).

All logo variants shown here are available in the **Brand Asset Library** (page 41).

### Logo Solo



#878C8F • 5/1/0/67



#9DA1A4 • 5/1/0/52

### Logo w/ Tag



#878C8F • 5/1/0/67



#9DA1A4 • 5/1/0/52

### Logo w/ Division

To identify/differentiate between Pro Audio and Q-SYS divisions. NOT market-facing for branding purposes. If unsure, contact ray.vanstraten@qsc.com.



#878C8F • 5/1/0/67



#9DA1A4 • 5/1/0/52



## The Logo

### Spacing

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 visual prominence 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.



### Minimum Size



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



Minimum width, print:  
1 inch / 25 mm



## 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 new brand components (programs, promotions, events etc.), try to avoid including the word “QSC” in the actual title. Rather than “QSC Summer Nights” use “*Summer Nights* by QSC” or “QSC’s *Summer Nights*,” keeping “QSC” separate from the title.

### INCORRECT



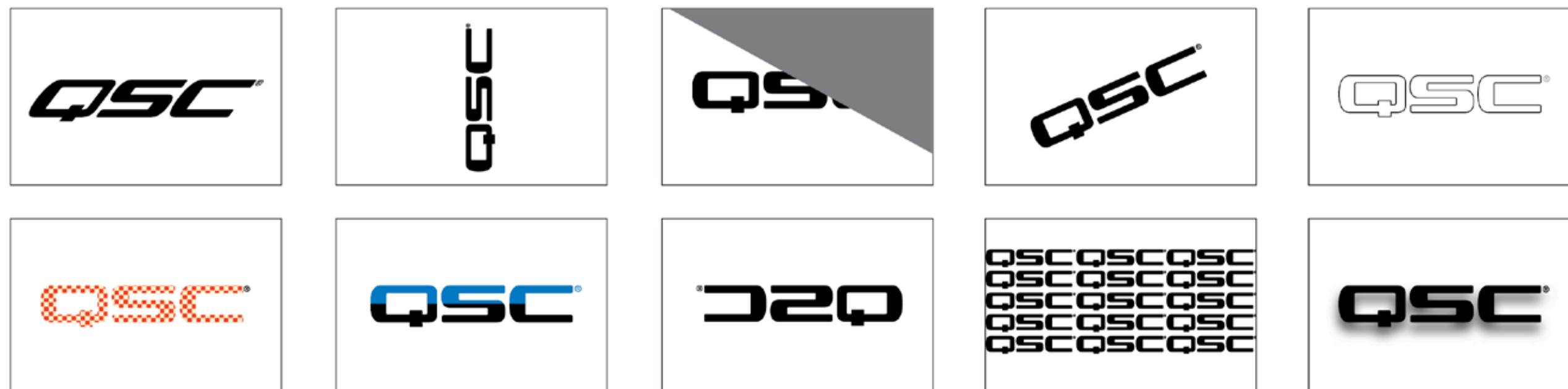
There will be situations in which the logo must be included in a lockup such as this blog title, which appears in partners’ social media feeds. The logo being at the top of the lockup makes it read like a word in a sentence instead of a symbol — the natural state of a logo. Changing its nature to that of text detracts from its symbolic meaning.

### Correct



When the logo is placed at the bottom of the lockup it no longer reads as a word in a sentence and its symbolic meaning is maintained.

### Other Logo Misuse Examples





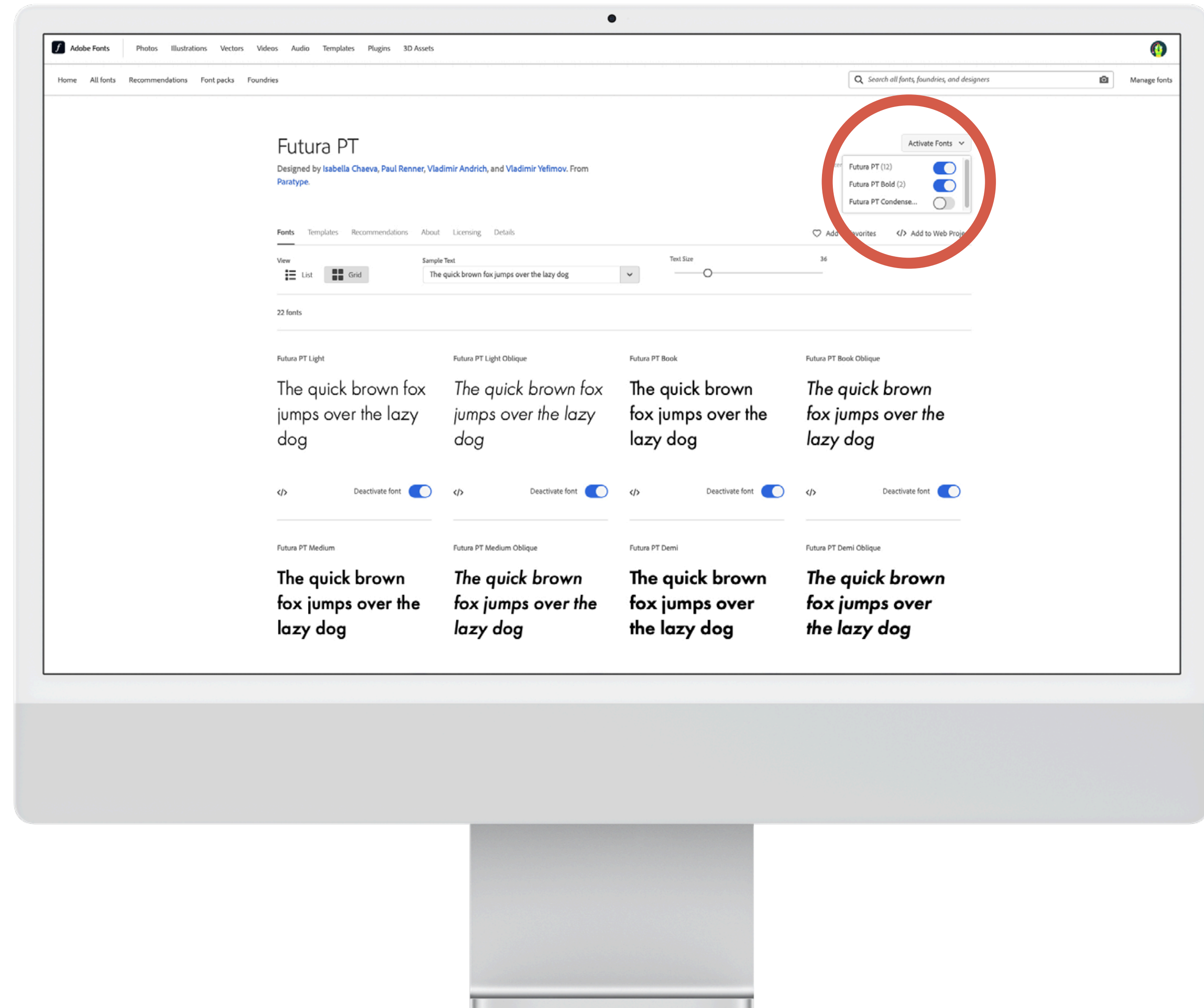
# Typography

## Activating Futura PT

Futura PT is available on any workstation running Adobe Creative Cloud®. To activate Futura PT log into your Creative Cloud account and use the link below.

**Active Futura PT**

For help activating Futura PT please contact Carl Olaco ([carl.olaco@qsc.com](mailto:carl.olaco@qsc.com)).





# Typography

Brand Typestyles

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 type styles to more effectively present copy.

While type sizes might change based on the size of the canvas, the relative sizes of these different type styles should remain consistent.

All type styles shown here are available in the **Brand Asset Library** (page 41).

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

TITLE CATEGORY OR HEADER

Heavy, 90 pt  
Tracking -30 to -40 em  
Sentence Case

Headline in action.

Book, 50 pt  
Tracking -20  
1-2 Lines  
Title Case

Sub-Headlines and Secondary Titles

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.

Book, 24pt  
Tracking -10

Medium, 24 pt  
Tracking +40  
All Caps

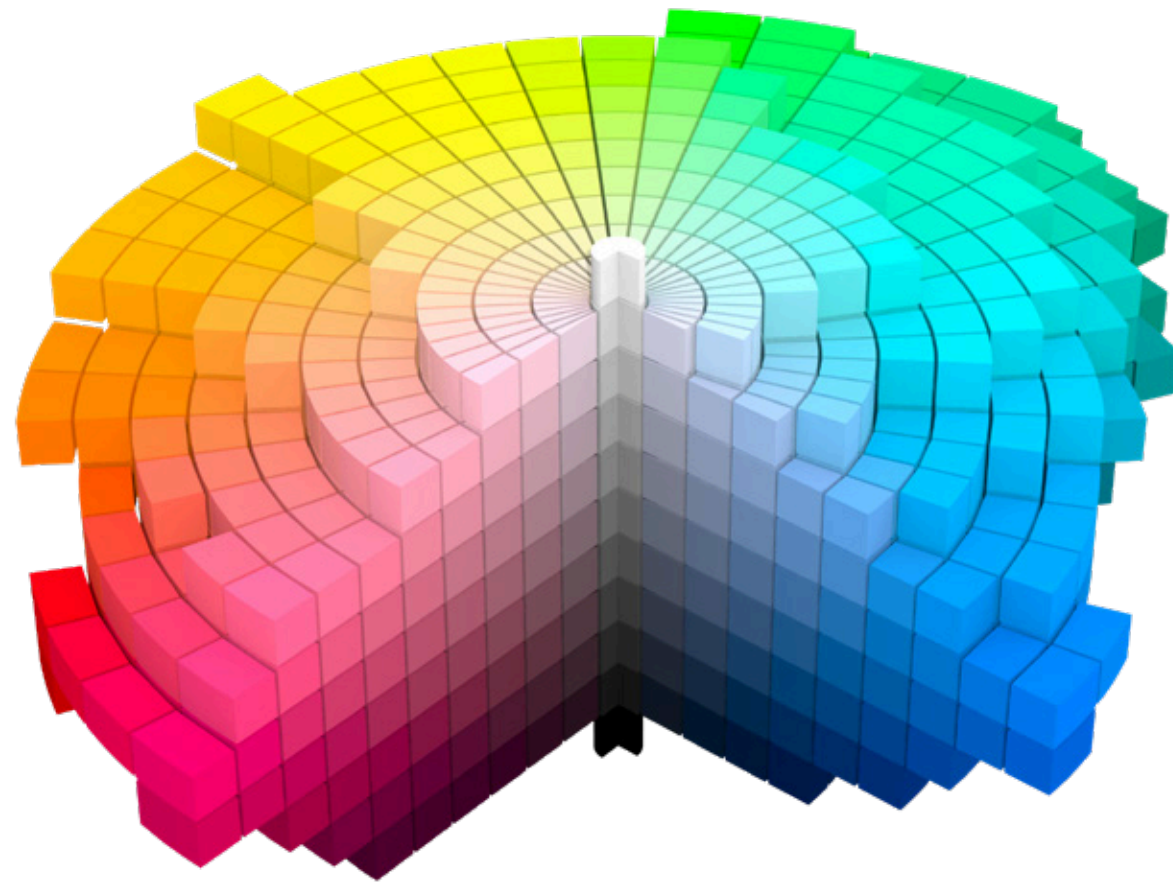
CLICK HERE



## Color

### Brand Palette

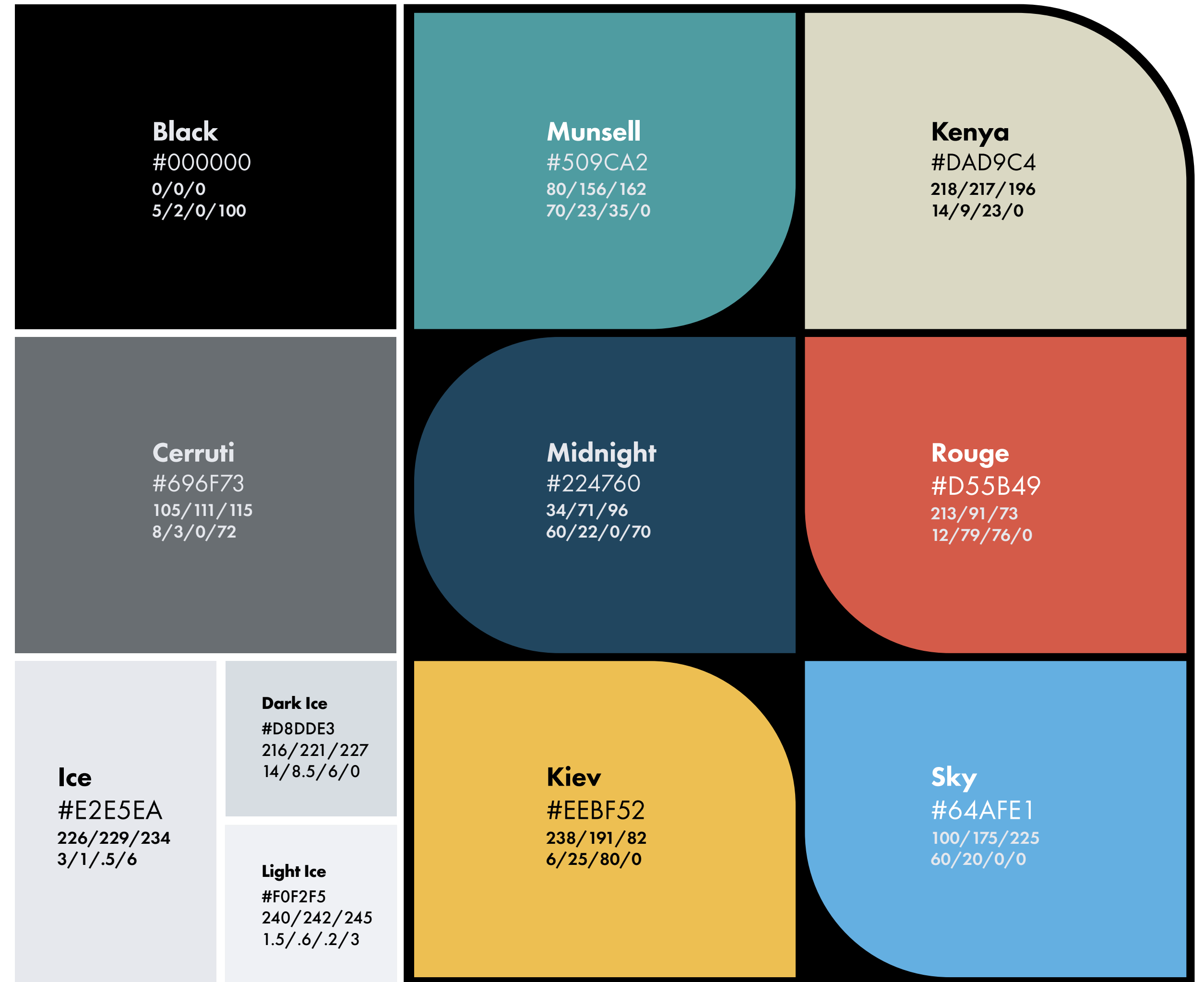
Inspired by the Munsell color system, the brand palette provides highly versatile color combinations, allowing for high-impact designs with maximum legibility.



Munsell's system emphasized human responses to color. The Hue, Value and Chroma (HVC) numbers of the brand palette have been converted to RGB and CMYK values for today's graphics applications.

Although QSC's core colors are *Black* and *Cerruti*, six complimentary colors accommodate both Black and reversed type and graphics.

The seventh color, *Ice*, is used as an accent color or a "dirty" White for reduced contrast and increased legibility.





# Color

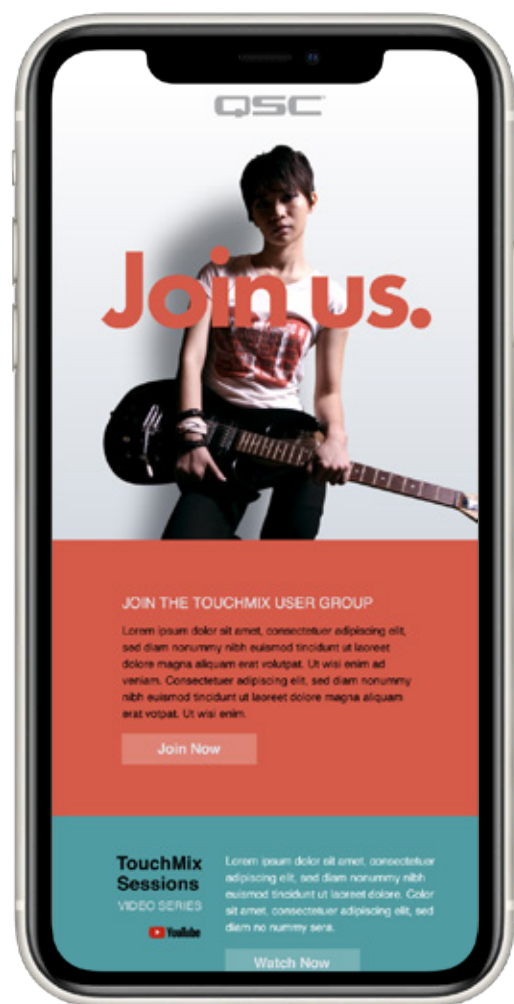
## Usage

Most designs fall into two categories; full palette and traditional two-color designs.

**Full palette designs** make generous use of the brand palette, combining complimentary colors for high impact.

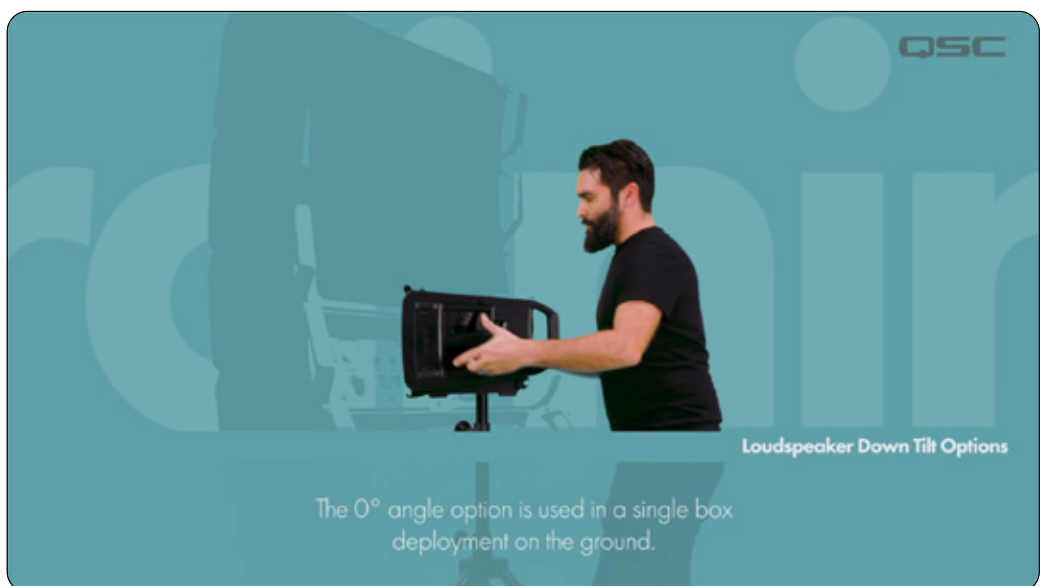
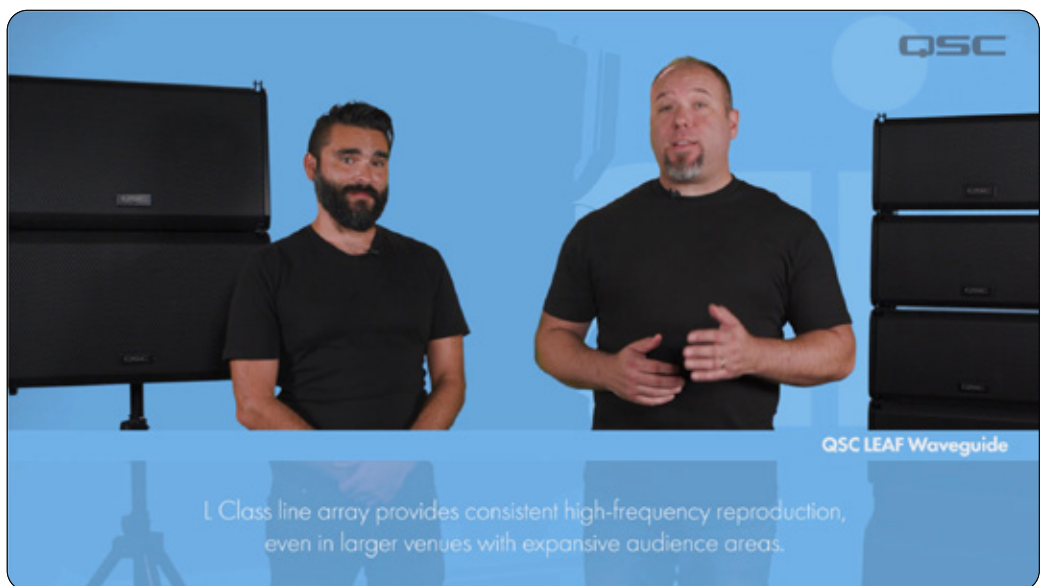
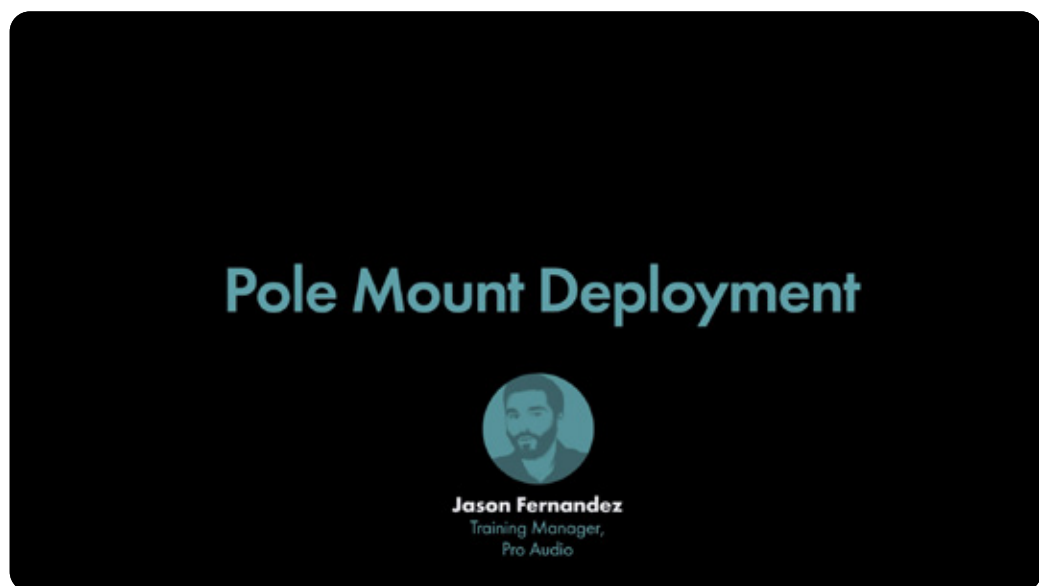
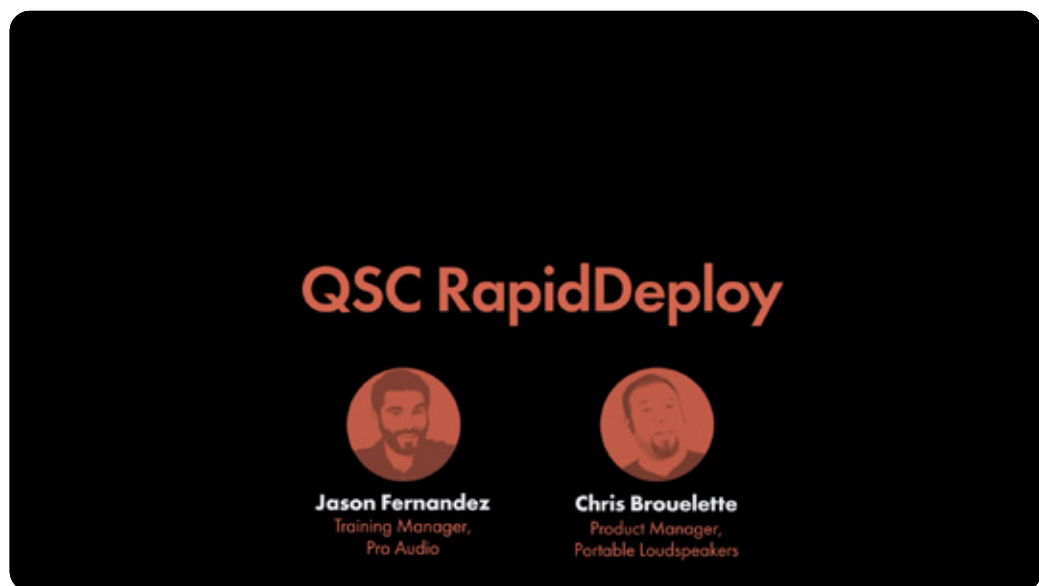
**Two-color designs** employ one color from the brand palette plus Black or Midnight.

Tints and transparency can be used for emphasis and to add depth, as with Web, mobile and email buttons and content areas.



## Full Palette Designs

Liberal use of 2 to 5 palette colors as solids and headlines. Useful for Web and HTML email blades.



## Two-Color Designs

Black (or Midnight) plus one spot color from the palette. Here, three videos each use one spot color to differentiate videos in a series.

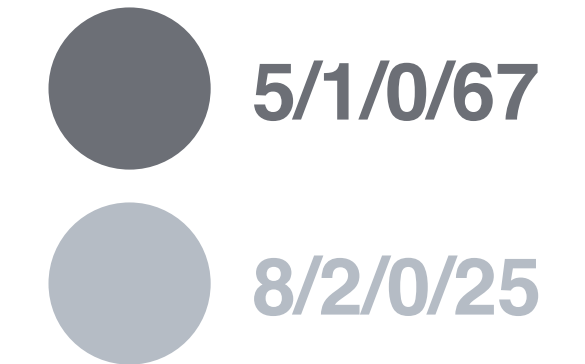


## Color

### Working with Print Vendors

When printing in CMYK inks always specify colors with CMYK values, not Pantone (PMS) inks. For CMYK (process) colors refer to **Pantone Process Color swatches** *not* PMS spot color swatches.

If you are printing a job with actual PMS spot color inks or are working with a vendor who insists on trying to match CMYK inks to PMS colors please contact Carl Olaco ([carl.olaco@qsc.com](mailto:carl.olaco@qsc.com)) for PMS equivalents of brand colors.



For CMYK print jobs always specify CMYK values as was done in this example.



# 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:**  $\frac{3}{4}$  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.

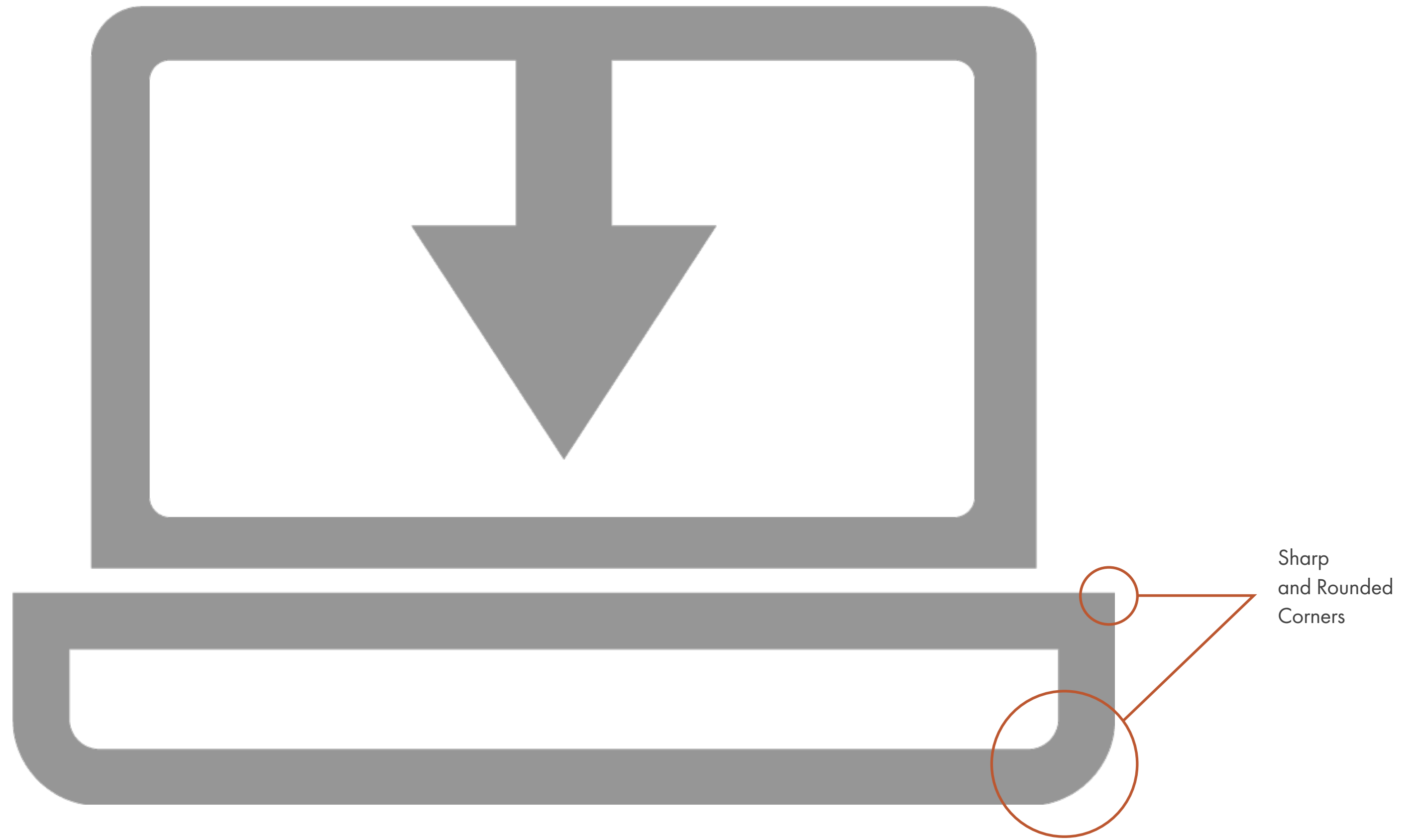
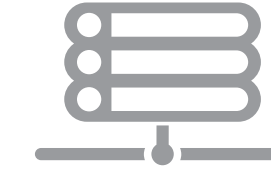
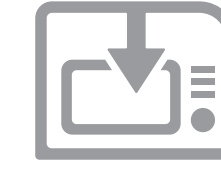
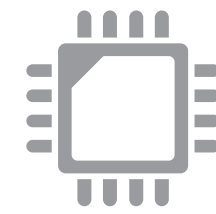


## Iconography

### Brand Icon Style

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

Color and Typography


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 65% on White



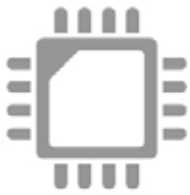
Document Library




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

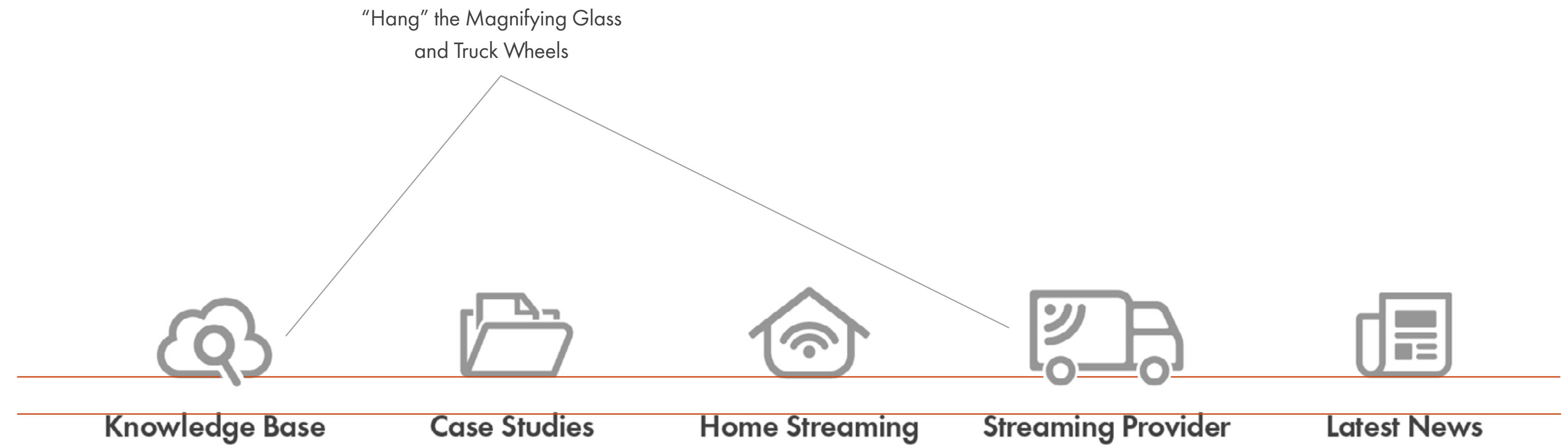
80% Cerruti on Black Backgrounds  
(Futura PT Book, Ice)



## Iconography

### Spacing

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.

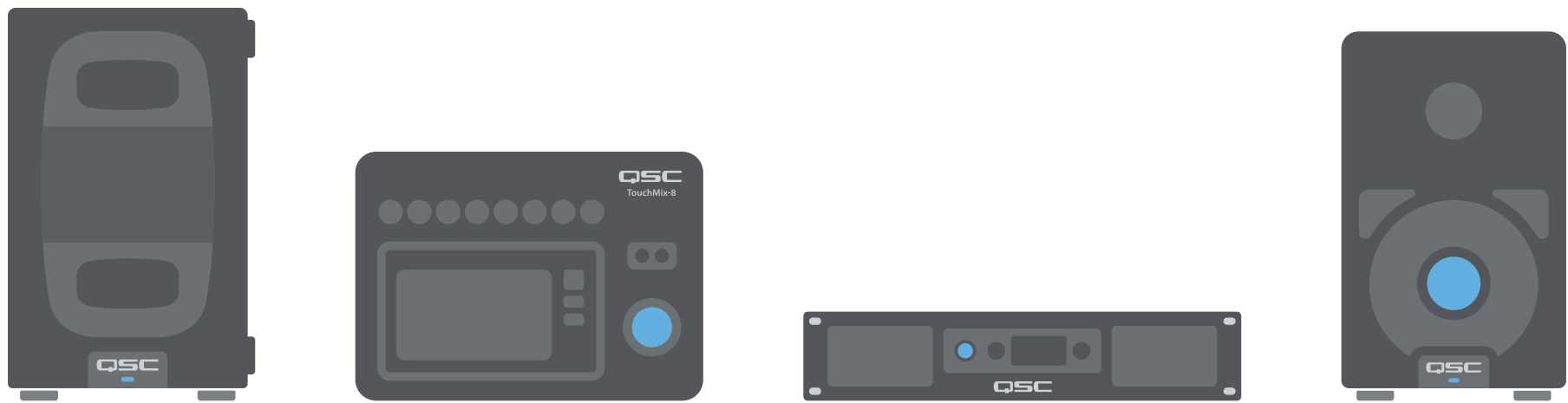


The vertical space between technical icons and captions should "feel" consistent.

Diagrams  
Overview

For more technical information such as room and product diagrams, use a simple line illustration style in **Cerruti** 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.

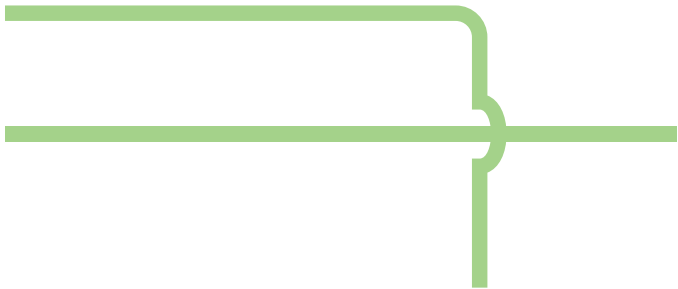
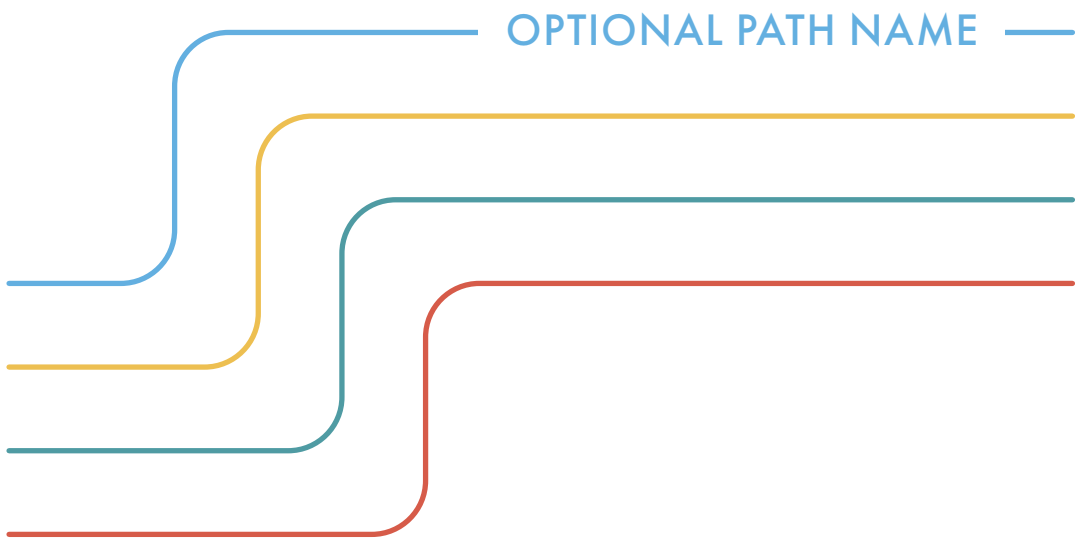
Equipment



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

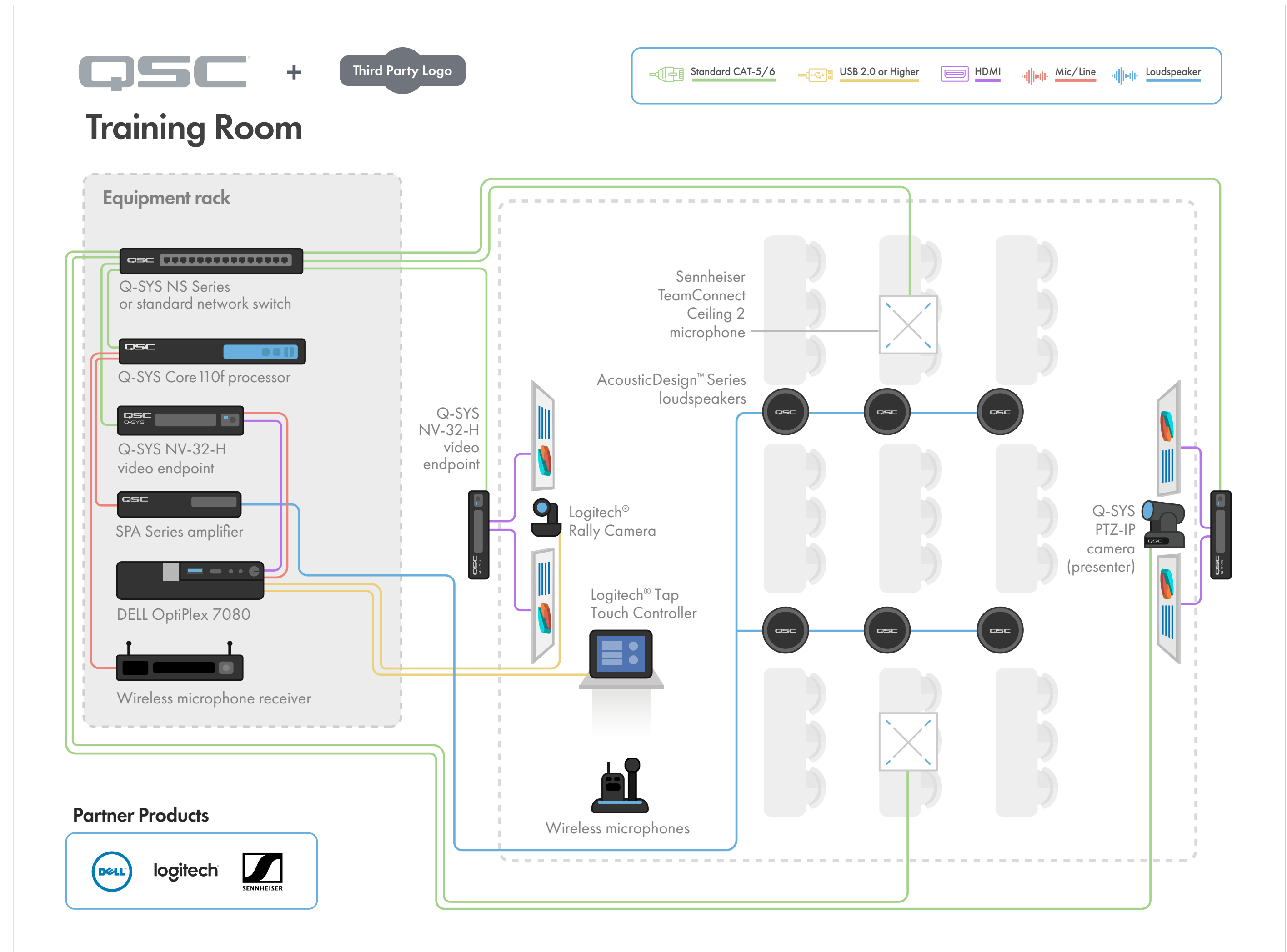
When same-color wires need to intersect use this simple line treatment.



## Diagrams

### Usage

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.

Lifestyle-Emphasis Ad



**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



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  
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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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 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.

15% of Height

qsc.com/url-example

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Optional Image/Caption



35% of  
Height

Logo Width = 16% of Page Width



8% of Height

Headline example 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 dolor in hendrerit in vulputate.

8% of Height

qsc.com/url-example

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Q-SYS Design   Firmware   Network IO



45% of  
Height

Logo Width = 16% of Page Width

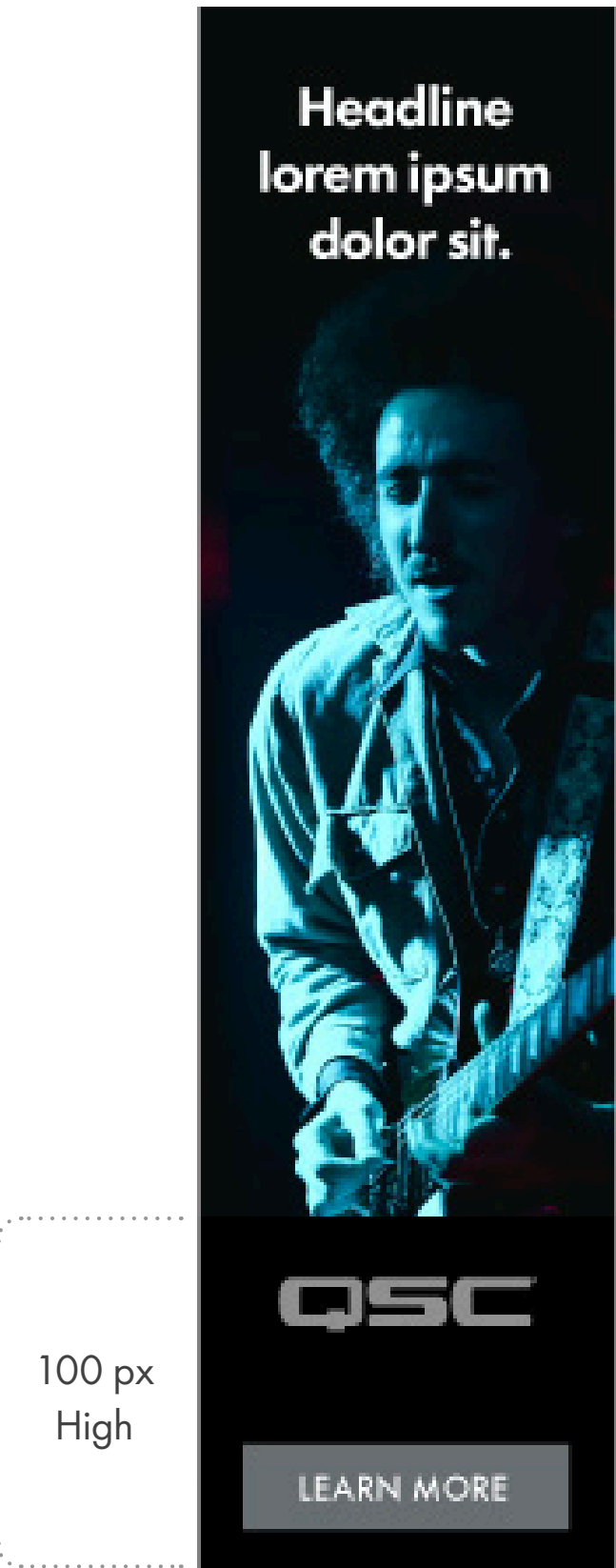
# Digital Ad Layouts

## 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

Tower (160 x 600 px)



100 px  
High

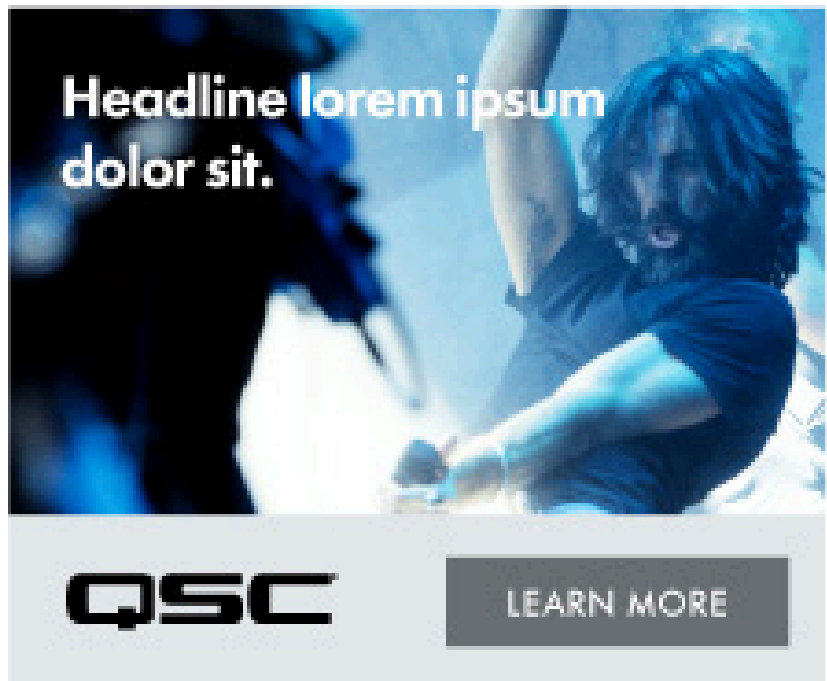
Lifestyle Banner

Marquee (300 x 250 px)



75 x 24 px, QSC Cerruti Gray  
Futura Book, 9.5 pt, +20 Tracking  
All Caps

Product Banner



47 px  
High

Lifestyle Banner

Tower (160 x 60 px)



Ice

Product Banner



## Digital Ad Layouts

### Social Media Ads

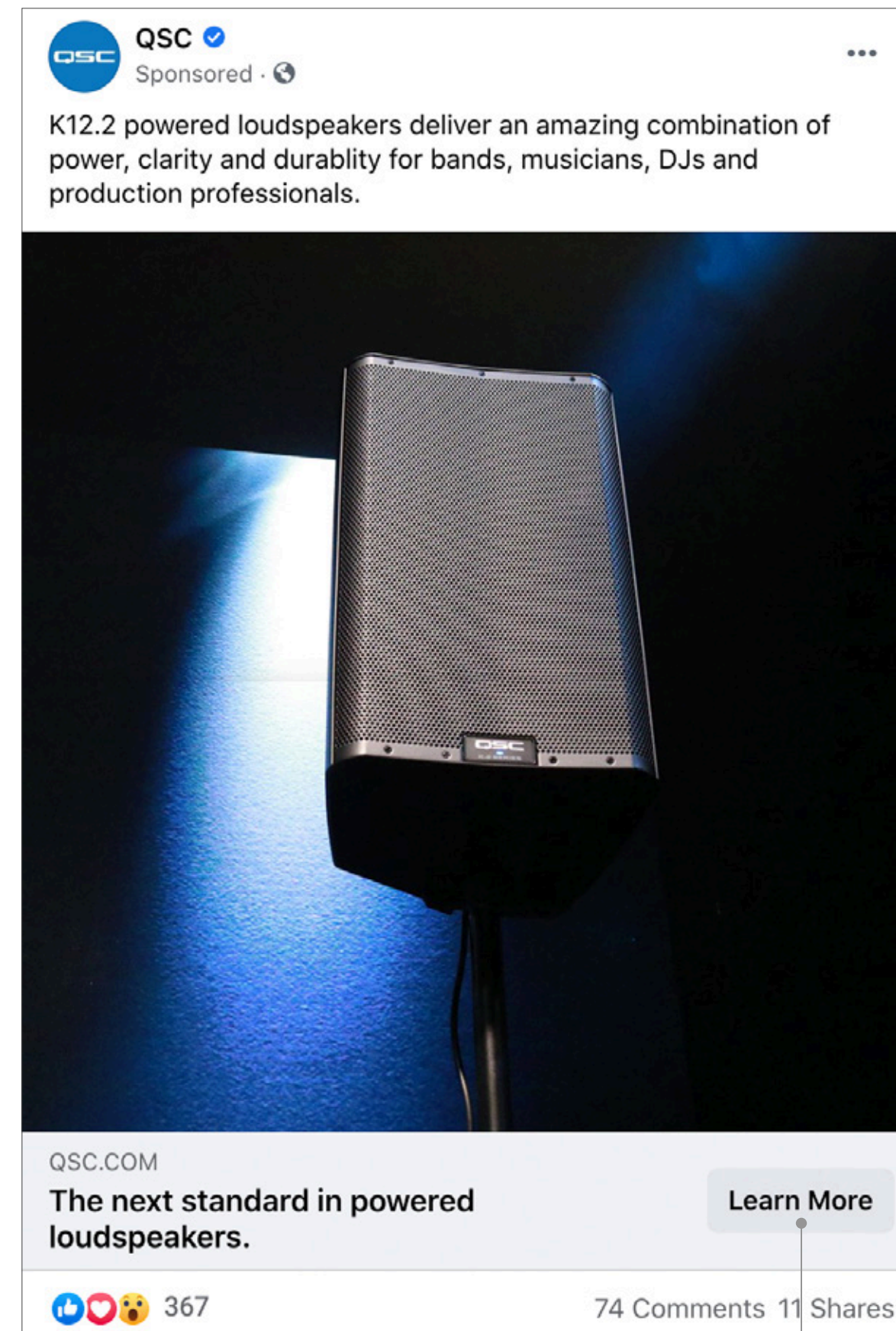
Social media networks vary in terms of how ads are displayed. The following should be considered when designing social media ads.

- 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.

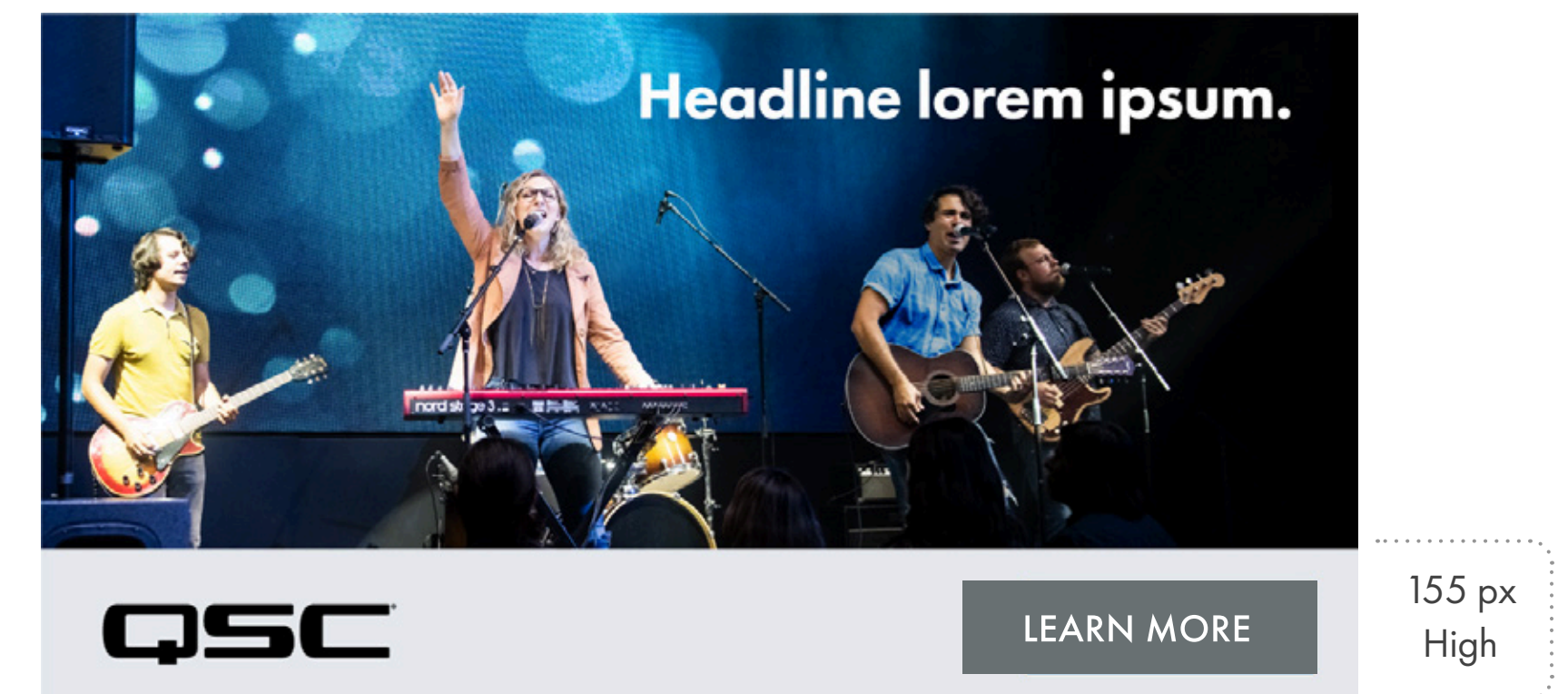


Facebook Mobile Display Ad (1080 x 1080 px)

CTA Link Included



Facebook Product Ad (1200 x 628 px)



Facebook Lifestyle Ad (1200 x 628 px)



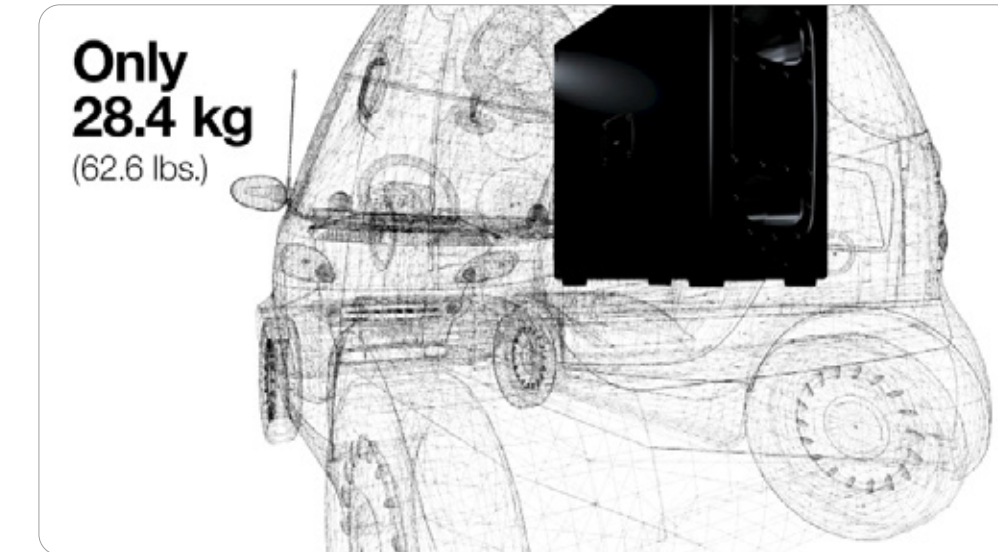
## Video

### 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.





## 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 tee or 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 L Class training graphics package background provides a dynamic background without distraction.

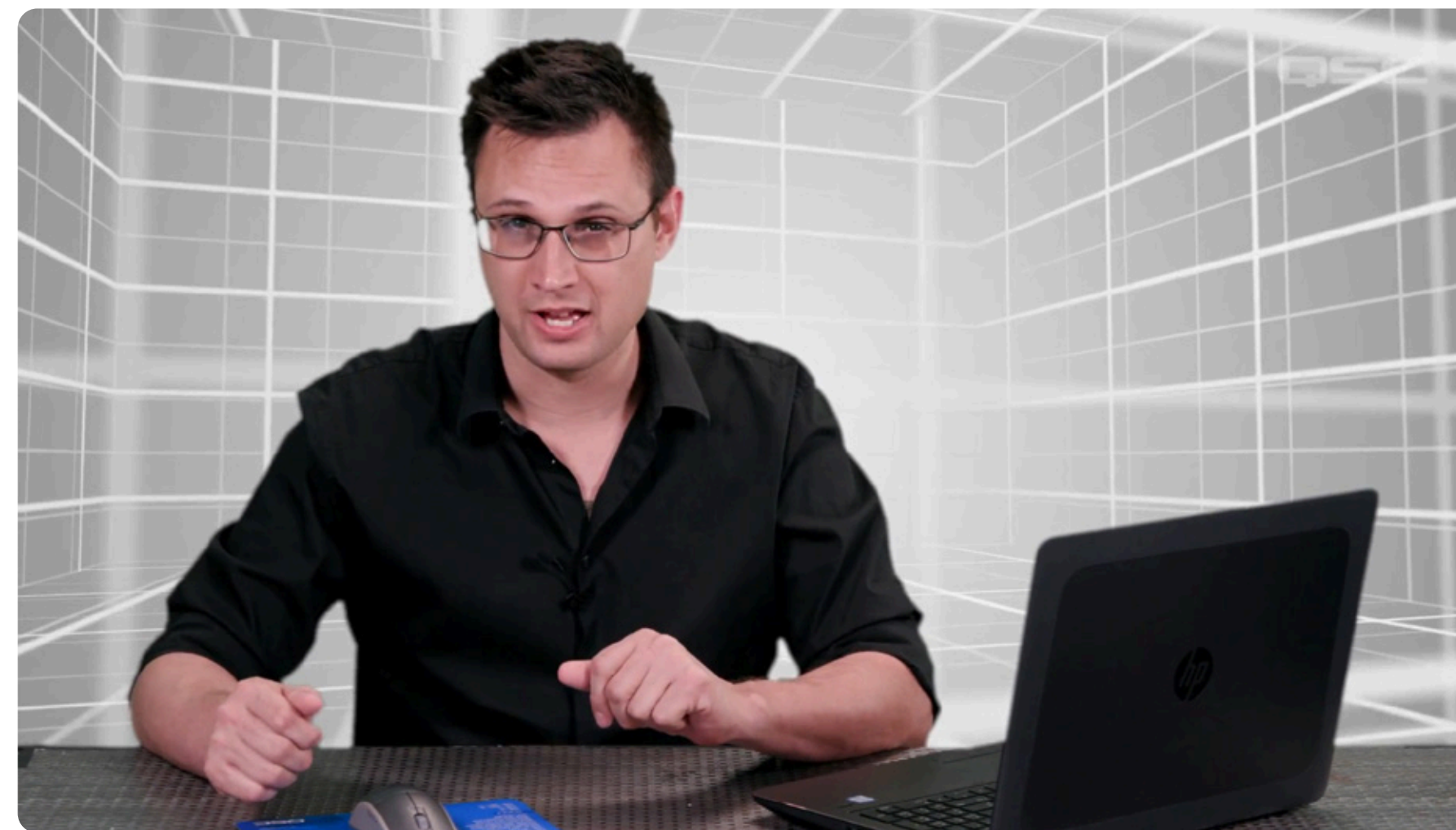


**Graphical Background** (visually controlled environment)

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 23.976 fps while dynamic content such as product promos, *TouchMix Sessions* and *Play Out Loud* shorts is produced in 30 fps.





## Video

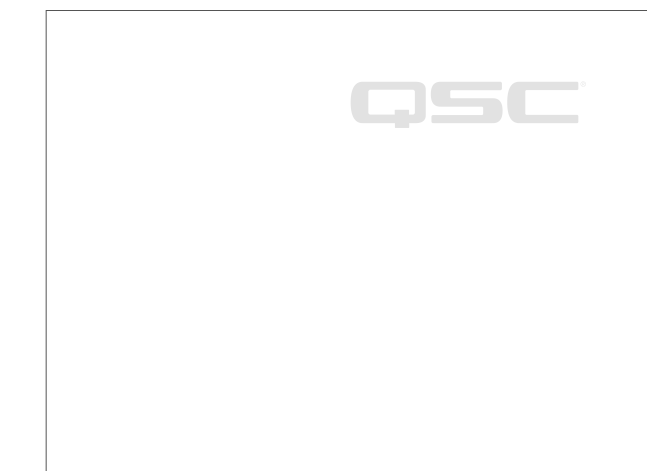
### On-Screen Branding

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. The bug is readily available in the Brand Asset Library to drag and drop into your Premiere or After Effects timeline.



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 “©2024 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](https://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.”



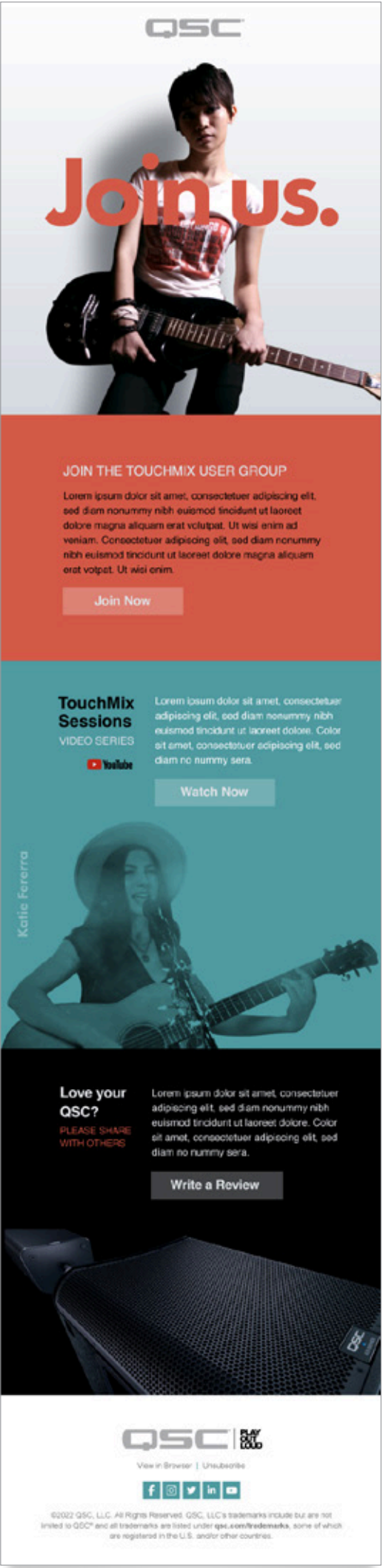
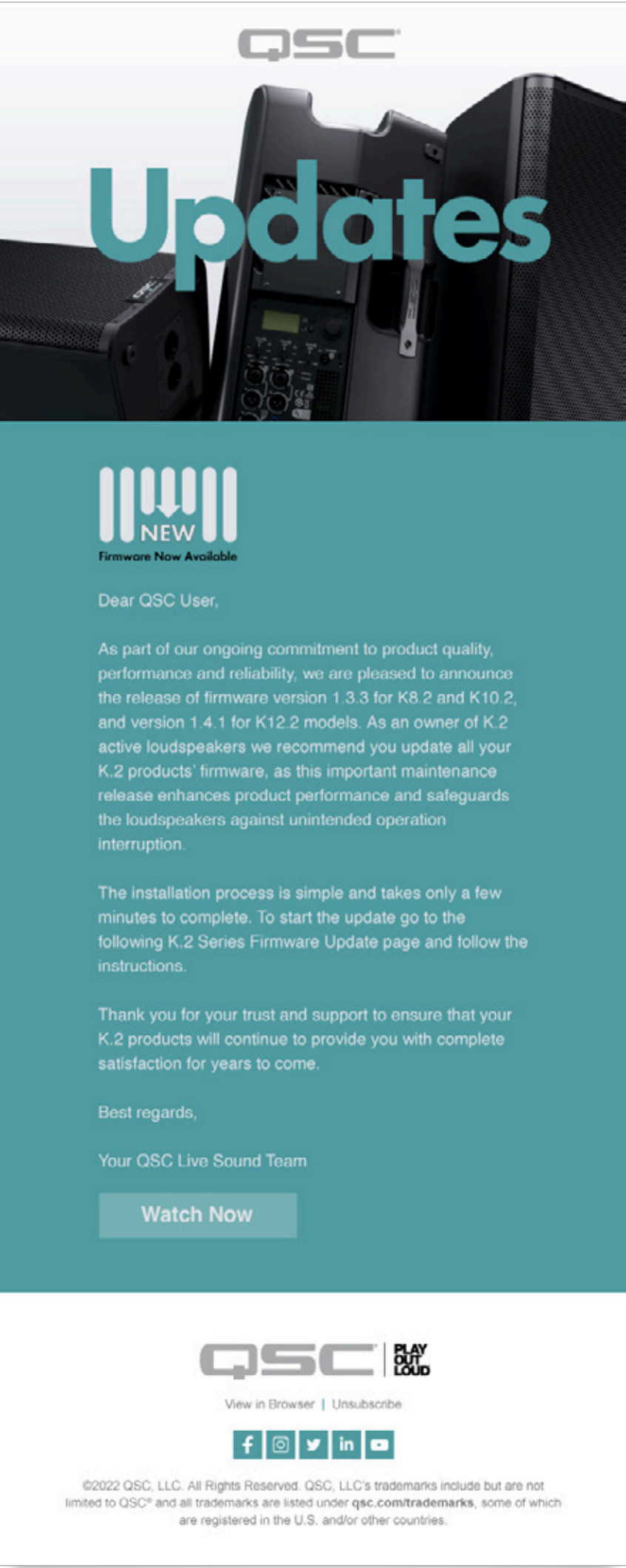
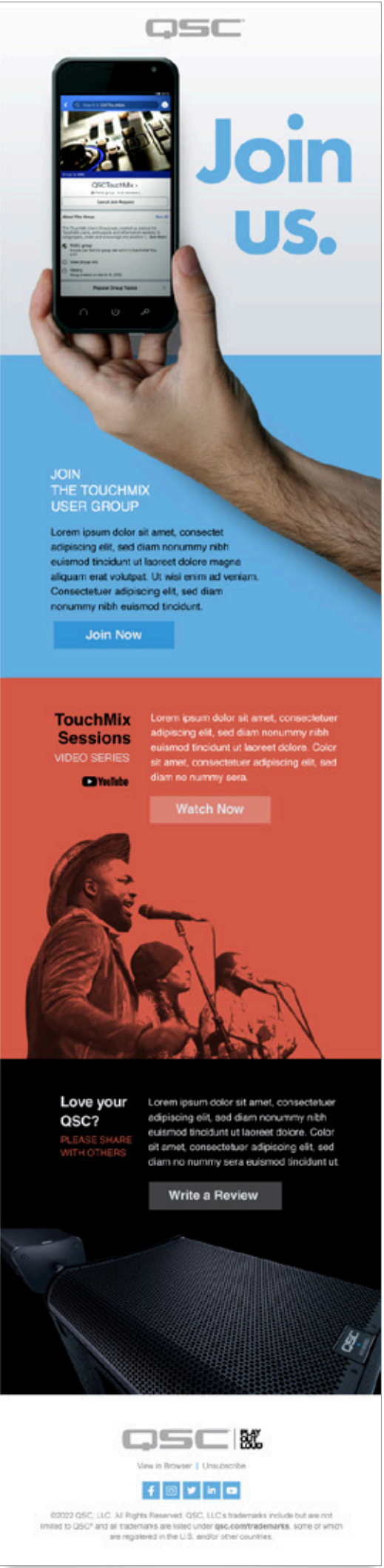
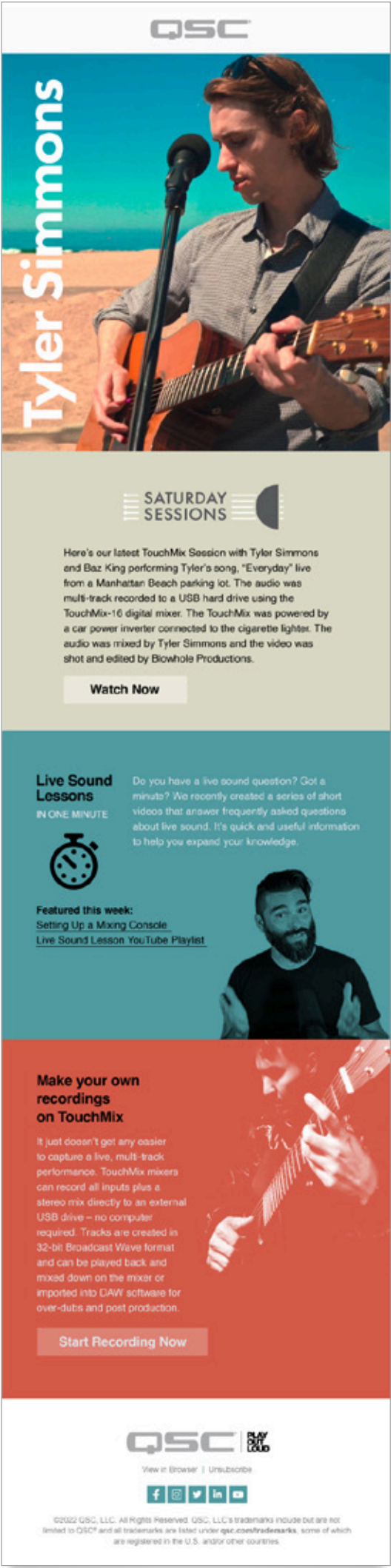
Futura PT Book, Cerruti Grey 80%  
**4K:** 28 pt. **1080p:** 14 pt.



# HTML Email

Overview

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 brand color palette to create sections or “blades.”



## Play Out Loud

### Overview

*Play Out Loud™* is everywhere, all the time. It's a pure branding campaign that coexists alongside QSC product marketing but in the background.

When *Play Out Loud* rises to the surface it is in the form of campaign-focused layouts, motion and environmental graphics, completely void of product messaging and imagery.

*Play Out Loud* has its own visual identity. Please contact Carl Olaco ([carl.olaco@qsc.com](mailto:carl.olaco@qsc.com)) for campaign guidelines.





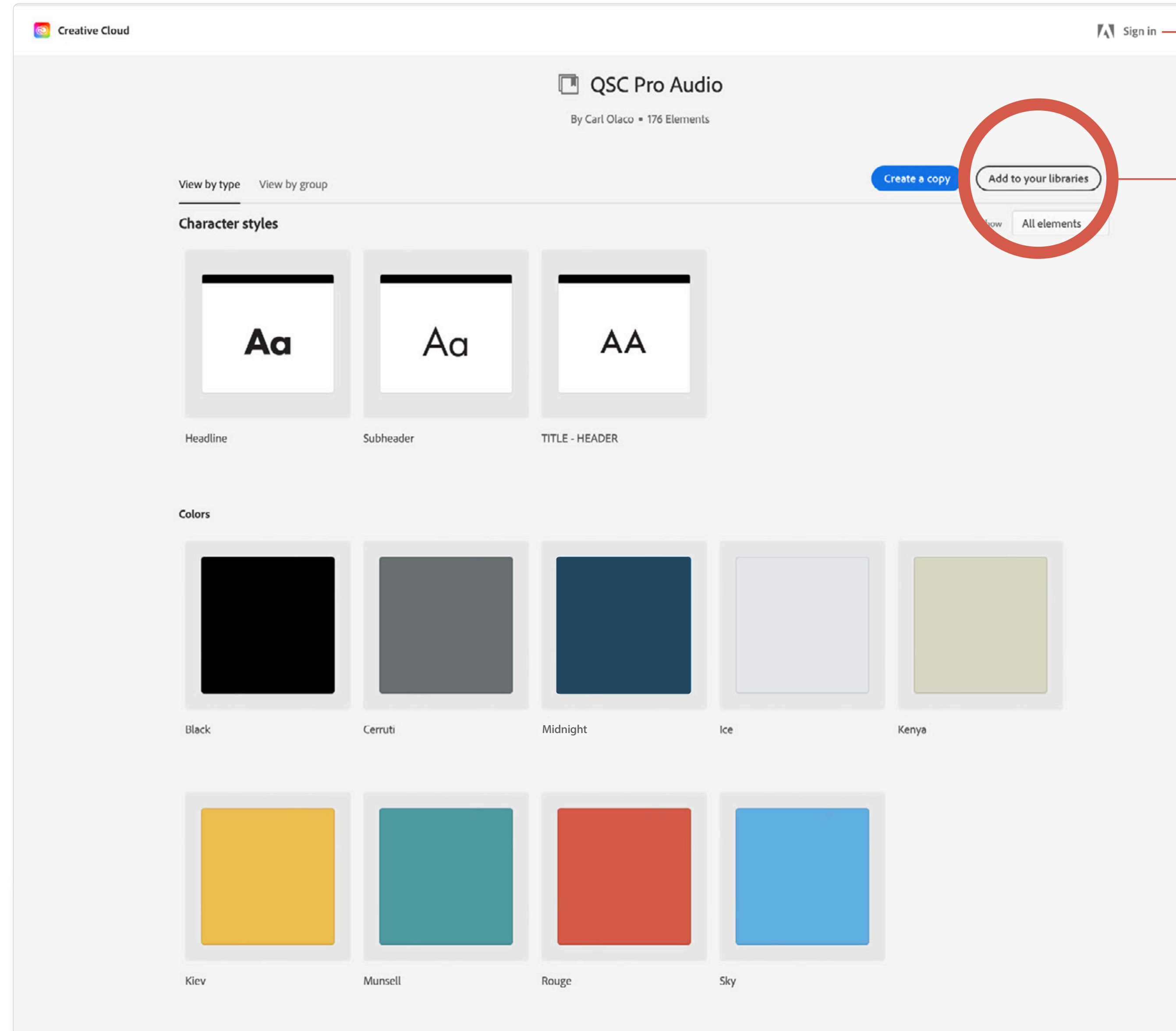
## Brand Asset Library

Setting Up in Creative Cloud

Core elements of the visual brand are available to Adobe Creative Cloud users. This includes brand colors, type styles, logos, icons, lifestyle images, video elements and more. The Library is constantly updated and available via most Adobe applications including Illustrator, InDesign, Photoshop, After Effects and Premiere.

Using assets from the Library rather than repurposing elements from existing documents ***ensures that you are working with the latest, approved branding elements***. The Library can be added to any Creative Cloud account via this link:

[Add Asset Library](#)



1. Sign in to your Creative Cloud account.

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

### Quickstart Video

This short video demonstrates how to access and use the Library.

[WATCH NOW](#)



# Brand Asset Library

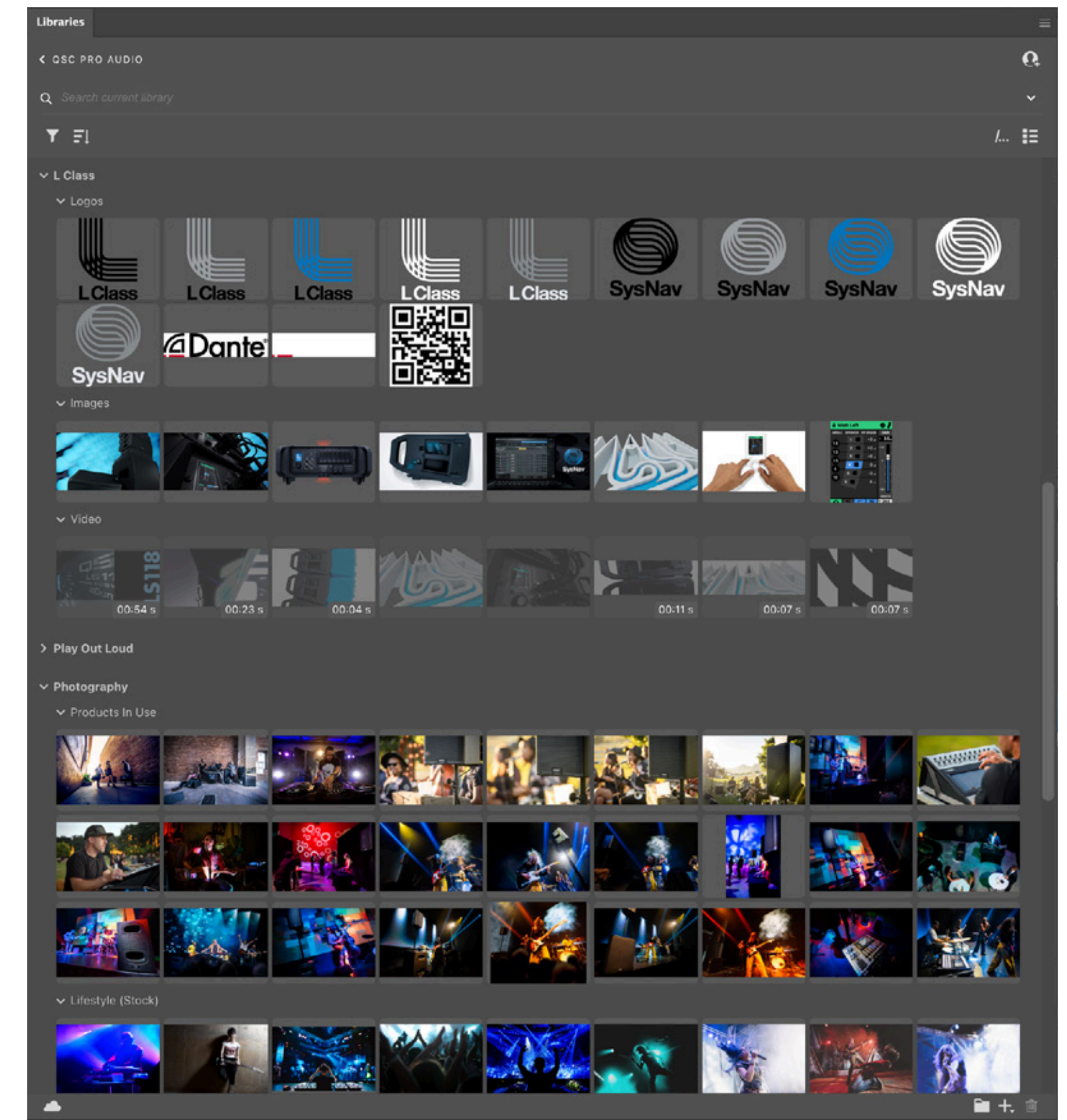
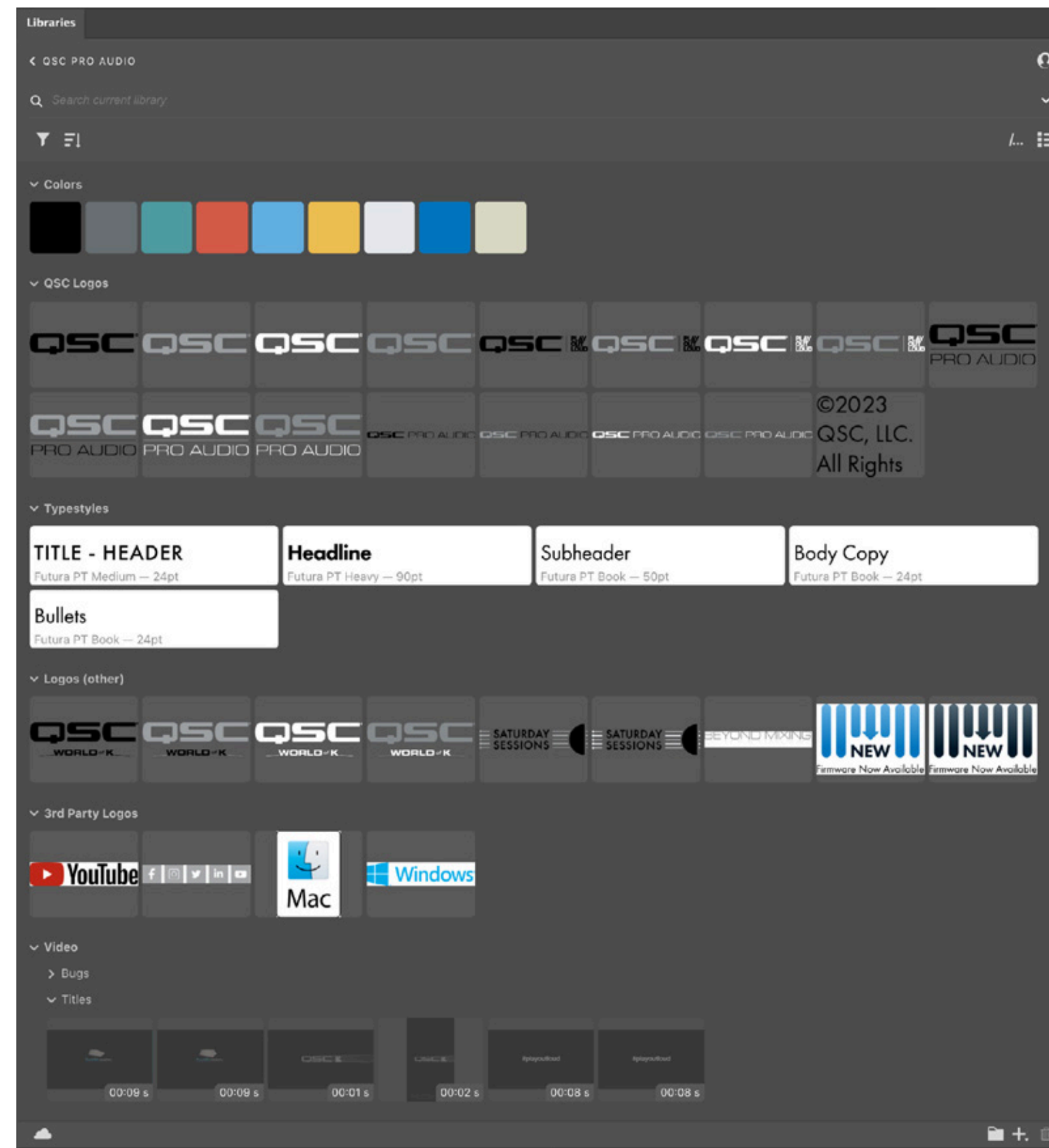
## Usage

When using a brand asset such as a logo, icon, video bug or end title, always add the element to the canvas directly from the Library, ensuring that the asset is the latest version. When repurposing old layouts, be sure to replace any brand elements with copies from the Library.

Library assets are live; if the QSC design team modifies an asset it will be updated in your document within a few seconds depending on the Adobe application you are using.

If you need assistance using the asset library or have a request for additional assets or different formats please contact Carl Olaco ([carl.olaco@qsc.com](mailto:carl.olaco@qsc.com)).

Once added, the Library can be accessed in most Adobe applications via **Window > Libraries** (or “CC Libraries”)








The brand asset library contains all current assets in their approved format. This includes color combinations, type styles, durations etc. To use an asset, simply drag it into your document. To use colors and typestyles, right-click the asset and choose *Add Color to Swatches* or *Add to Paragraph Styles*.

# 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](https://qsc.com/trademarks) for further guidance.

### Current QSC Trademarks

AcousticCoverage™	Open Input Architecture™	Q-SYS Designer Software™
AcousticDesign™	Output Averaging™	Q-SYS MediaCast™
AcousticPerformance™	Play Out Loud™	Q-SYS Reflect™
AD-P.HALO™	POWERLIGHT®	Q-SYS Shift™
Advanced Thermal Management™	POWERSUM™	QUILTER®
Ar-Q™		<b>Quilter</b>
ATTERO TECH®	Q-LAN™	RapidDeploy™
ATTEROTECH®	QSC®	SOLO™
AWARE™	<b>QSC</b>	STEELAIRE®
BASIS®	QSC AV BUILT FOR IT™	SysNav™
BEYOND MIXING®	QSC CINEMA®	The Power Behind the Pictures™
CAPTIONWEAR®	QSC K SERIES®	TouchMix®
DIRECTIVITY MATCHED TRANSITION®	QSC K.2 SERIES®	ULTRA* STEREO®
DEEP™	QSC NOW YOU HEAR US®	USL®
DMT™	QSC PLAY OUT LOUD™	USL, INC.®
	QSC SystemSynergy™	
FlexAmp®	QSC TouchMix®	WideLine®
Flexible Amplifier Summing Technology™	QSC WORLD OF K®	
GuardRail™	QSCONTROL®	
IntelliDock™	QSCONTROL.NET®	
INTRINSIC CORRECTION®	Q-SYS®	
QSC LEAF™		
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<sup>®</sup>-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<sup>®</sup> and Windows<sup>®</sup> 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<sup>®</sup> and Android<sup>®</sup>) 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.; *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: *GXD Series amplifiers*, *KS Series active subwoofers*).
- 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)
- – = 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



# Technical Style Guide

## Product Names

### Loudspeakers

#### CP Series

CP8  
CP12

#### CP Series Accessories

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

#### 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

#### L Class

#### LA Series

LA108  
LA112

#### LS Series

LS118

#### LA Series Accessories

LA108/LA112 Carrying Totes  
LA108/LA112 Array Frames  
LA108/LA112 Stack Adapter Kits  
LA108/LA112 Temporary Weather Shields  
LA108/LA112 Installation Kits  
LA108/LA112 International Jumper Kits  
LA108/LA112 North America Jumper Kits

#### LS118 Accessories

LS118 Soft Transport Cover  
LS118 Temporary Weather Shield  
LS118 International Jumper Kits  
LS118 North America Jumper Kit  
LS118 M10 Eyebolt Kit  
SP-26 Loudspeaker Pole  
SP-36 Loudspeaker Pole

### Mixers

#### TouchMix® Series

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

#### Mixer 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





# Thank you.

Your adherence to these guidelines helps keep our brand strong.

QSC Pro Audio  
1675 MacArthur Boulevard  
Costa Mesa, CA 92626 USA

**+1-800-854-4079 | +1-714-754-6175 | [qsc.com](https://www.qsc.com)**

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If you have any questions regarding these Guidelines or would like feedback on your QSC marketing materials please contact [carl.olaco@qsc.com](mailto:carl.olaco@qsc.com).