

# BRAND USAGE GUIDE

QS2 Point



April 2021

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# QS<sup>2</sup> POINT BRAND QUICK REFERENCE

## NAME


The “Q” and “S” are always capitalized. The same goes for the “P” in “Point.” The number 2, when possible, must be represented as a superscript. The “2” illustrates *squared*, as in “Quality Service Squared,” which is the meaning of QS<sup>2</sup>. In documents, the name should be represented as follows:

## QS<sup>2</sup> Point




However, when spoken, “Q-S-Two” is normal, acceptable, and expected.

## LOGO

The following are the accepted logo formats:

	CLEAR BACKGROUND	DARK BACKGROUND
Horizontal		
Vertical		

## BRAND COLORS

	HEX	SAMPLE
Orange	FF9C00	
Blue for light background	49788C	
Blue for dark background	4CA2C3	

Downloadable logo files are available on [www.qs2point.com](http://www.qs2point.com).

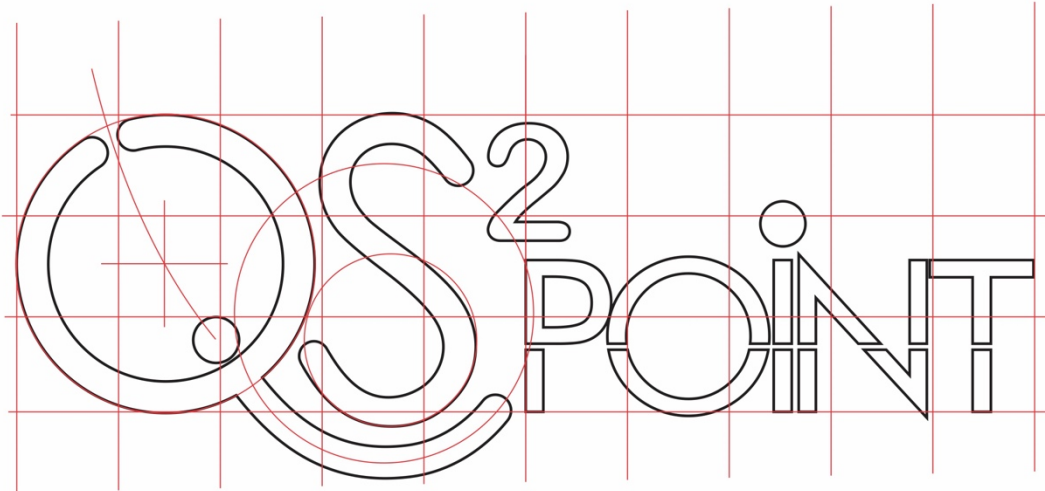
# TYPEFACE

Century Gothic  
(modificada)

Arial Rounded MT Bold

QS<sup>2</sup>POINT

Futura Bk BT  
(modificada)



## ALTERNATIVE LOGOS

The following are too, accepted logos:

### SAMPLE

White



Black and White



Brown



Blue and Red



## QS² TV

When making visual references to QS² TV, please use the square format of the logo.



## PLEASE DON'T

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- *Don't alter graphics or logos in any way or combine them with any other graphics. This includes but is not limited to rotation, recolor, shadowing, or alteration of proportions.*