QA Consultants

Contents

A new brand identity

The goal of the new identity is to present a consistent design scheme that rebrands QA Consultants, enhances its image within the North American technology community and defines its unique position in the QA industry.

Consistency

How we communicate is as important as what we communicate. Consistent application of the logo, its colours, typography, and supporting layout are vital to strengthening the QA Consultants brand identity. This standards guide outlines the graphic standards that must be followed in order to achieve a unified and consistent visual identity program. Maintaining quality control and design consistency is critical to ensuring a strong brand and positive image for QA as it positions itself for further growth.

Logo

The QA Consulting logo is a combination mark consisting of a word mark and image mark. The word mark is derived from the typeface Gotham. The word marks cannot exist without the image marks (the circular icon) but the image marks may appear on their own (**Figure 1.3**). In all cases, original artwork must be used.

Figure 1.0
Colour version

Figure 1.3
Image mark may be
used without wordmark

Figure 1.1
Black version
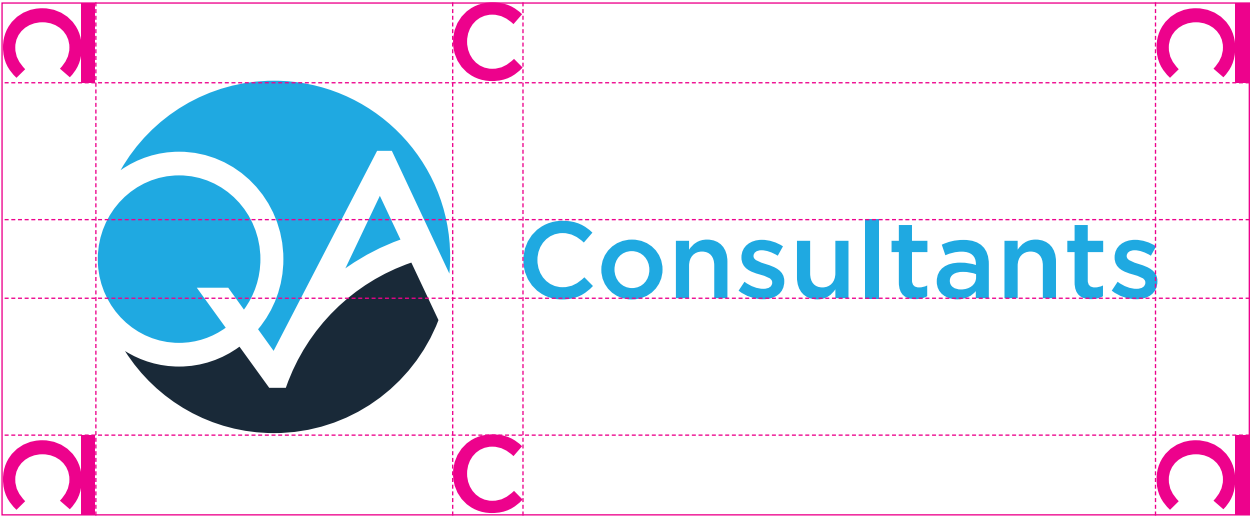

Figure 1.2
White version

Logo Proportions

The QA Consulting logo may not be altered in anyway shape or form. No fonts can be substituted nor can colors be modified. The logo must always be used with the scale and proportion as seen in Figures 1.0 – 1.5.

The word mark is vertically centered with the image mark. The space between the image mark and the word mark is equal to the width of the "C". There should always be a clear space left around the logo. This space should be the equivalent spacing of the height of the "C" plus the width of the "l" in the word mark.

Figure 2.0
QA Consulting logo proportions

Logo Misuses

Non-modified, original artwork must be used at all times. Examples of misuse appear below in **Figures 3.0 – 3.2**.

Figure 3.0
Do not move or remove any of the elements in the logo.

Figure 3.1
Do not replace the tag line or word mark with other typefaces. The logo also must only appear in the options provided earlier in the guide: Full Colour, Black or White. No other colours are to be used.

Figure 3.2
When placed on a busy or bright background, do not use the colour version. Opt for the black or white logo. Do not skew, transform or squish the logo.

Tone of Voice

The QA Consultants tone of voice is:
• Professional
• Knowledgeable
• Trustworthy
• Approachable
• North American

QA Consultants Brand Tone of Voice emphasizing
Innovation **and** *Personal Touch:*

To emphasize the idea of innovation and personal touch throughout communication materials, we would build on the foundation above and introduce the use of words and phrases that:

Emphasize innovation such as:

• New	• Breakthrough	• Proprietary
• Coming Soon	• Introducing	• Original
• Now Available	• Patented	• Advanced
• Superlatives such as: best ever, even better	• Industry leading	• Continuous improvement

Emphasize a personal and familiar tone such as:

• You/Your	• Partners	• Personal
• Us	• Team	• Special
• We/Our	• Together	• Friendly
• Community	• Custom(ized)	• Contractions (it's, we've, etc.)

Example:
Current Website Copy Opening
"At QA Consultants we believe that Software Quality Assurance is not just testing but a series of tasks that are focused to ensure the highest standard of the delivered software."

Brand Tone of Voice emphasizing *Innovation* **and** *Personal Touch*
"At QA Consultants, we are Software Quality Assurances specialists. It's all we do. We didn't invent Software Quality Assurance. But we are constantly improving our proprietary testing methods to ensure you receive the highest standard of the delivered software."

Colour Palette

PANTONE® is a colour matching system used around the globe to guarantee color consistency for all brand identities. Originally the system was used in the printing industry, but now there are RGB and HTML equivalents for every Pantone swatch, allowing companies to standardize colors for print, online applications and office interior paint.

The primary colour palette is derived from the QA Consulting logo. There are also secondary colours.

Figure 4.0
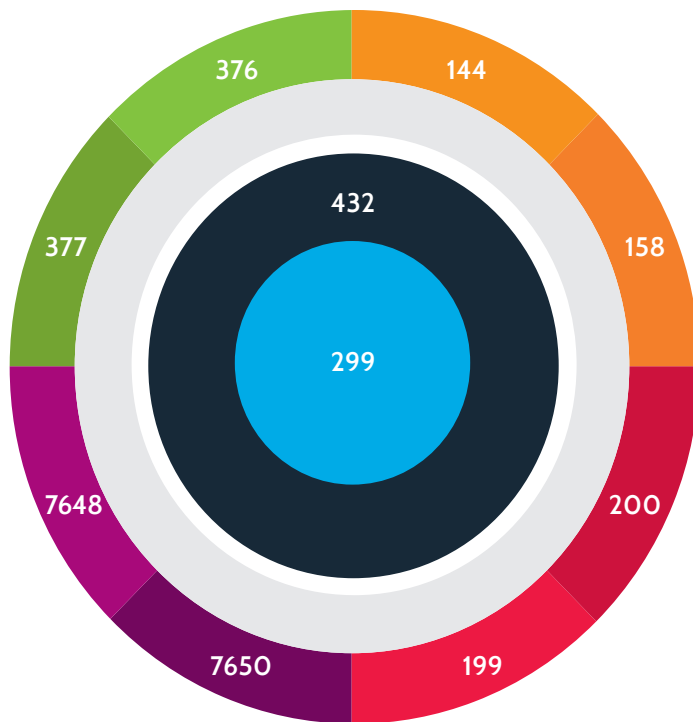QA Consulting colour palette

Figure 4.1
Primary Colours

PANTONE® 299
HEX #00A3E0
RGB 0/163/224
CYMK 86/8/0/0

PANTONE® 432
HEX #333F48
RGB 51/63/72
CYMK 65/43/26/78

Figure 4.2
Secondary Colours

PANTONE® 144
HEX #ED8B00
RGB 237/139/0
CYMK 0/51/100/0

PANTONE® 158
HEX #E87722
RGB 232/119/34
CYMK 0/62/95/0

PANTONE® 200
HEX #BA0C2F
RGB 186/12/47
CYMK 3/100/70/12

PANTONE® 199
HEX #D50032
RGB 213/0/50
CYMK 3/100/72/0

PANTONE® 7650
HEX #722257
RGB 114/34/87
CYMK 34/98/0/41

PANTONE® 7648
HEX #991E66
RGB 153/30/102
CYMK 22/100/0/16

PANTONE® 377
HEX #7A9A01
RGB 122/154/1
CYMK 50/1/100/20

PANTONE® 376
HEX #84BD00
RGB 132/189/0
CYMK 54/0/100/0

Typography – Printed Materials

The primary typeface is Cabin and should be used for print materials. **Figures 5.0 – 5.4** outline the different font weights available.

Figure 5.0
Cabin Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Figure 5.1
Cabin Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Figure 5.2
Cabin SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Figure 5.3
Cabin Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Figure 5.4
Cabin Italic versions

0123456789

0123456789

0123456789

0123456789

Typography – Web and MS Word

The secondary typeface is Calibri and should be used for Web, MS Word and Power Point documents.
Figures 6.0 – 6.2 outline the different font weights available.

Figure 6.0
Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Figure 6.1
Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Figure 6.2
Calibri Italic versions

0123456789
0123456789

Iconography

Figures 8.0 – 8.4 show QA Consultants iconography.

Figure 8.0
Innovation icon

Figure 8.1
Expertise icon

Figure 8.2
Value icon

Figure 8.3
Personal Touch icon

Figure 8.4
Local icon

Image Library

Figures 9.0 – 9.4 show examples of photography in the QA Consultants image library. Some images are specific to each pillar of the QA Consultants business model, while others are for general use.

Figure 9.0
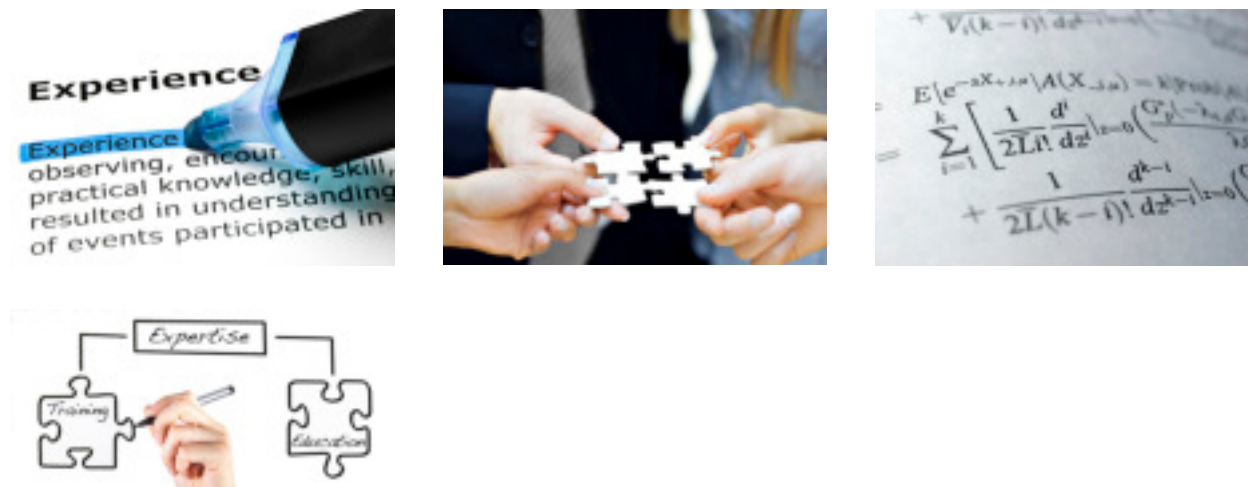*Innovation* images

Figure 9.1
Expertise images

Figure 9.2
Value images

Figure 9.3
Personal Touch images

Figure 9.4
Local images

QA Consultants is North America's largest dedicated provider of software testing and quality assurance solutions. We have over 600 IT professionals dedicated to supporting more than 25% of North America's Fortune 500 organizations in banking, insurance, government, retail, energy, manufacturing, and web development. Since 1994, we have successfully delivered over 2000 mission critical projects on time and on budget. QA Consultants is headquartered in Toronto in a 66,000 square foot facility, with offices across Canada.

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