



Consultants

QA Consultants Brand Guide



Get to Know Us Better

QA Consultants is an award-winning provider of software testing and quality assurance solutions. We are the trusted testing company for businesses, government departments and institutions. Over the last 26 years, we have successfully delivered 10,000+ mission-critical projects in the private, public and not-for-profit sectors. Within those sectors, QA Consultants has extensive testing experience and depth in the following industries:

- Automotive
- Digital Media
- Banking and Financial Services
- Construction and Industrial
- Media and Entertainment
- Government
- Healthcare
- Insurance
- Retail
- Software Testing
- Telecommunications
- Energy and Utilities
- Hospitality & Tourism

Our Mission Statement

Since 1996, we've been at the forefront of quality assurance solutions for clients in North America, with over 10,000 to date. We provide a full end-to-end suite of services ranging from test automation, data testing, security testing, and much more. We understand that every client project is mission-critical to the success of their business. Each of our professionals receives specialized education on their clients' industry to help ensure we understand the subtle specificities and to ensure we maximize productivity.

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 Consultants 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
- Us
- We/Our
- Community
- Partners
- Team
- Together
- Custom(ized)
- Personal
- Special
- Friendly
- 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 Consultants colour palette

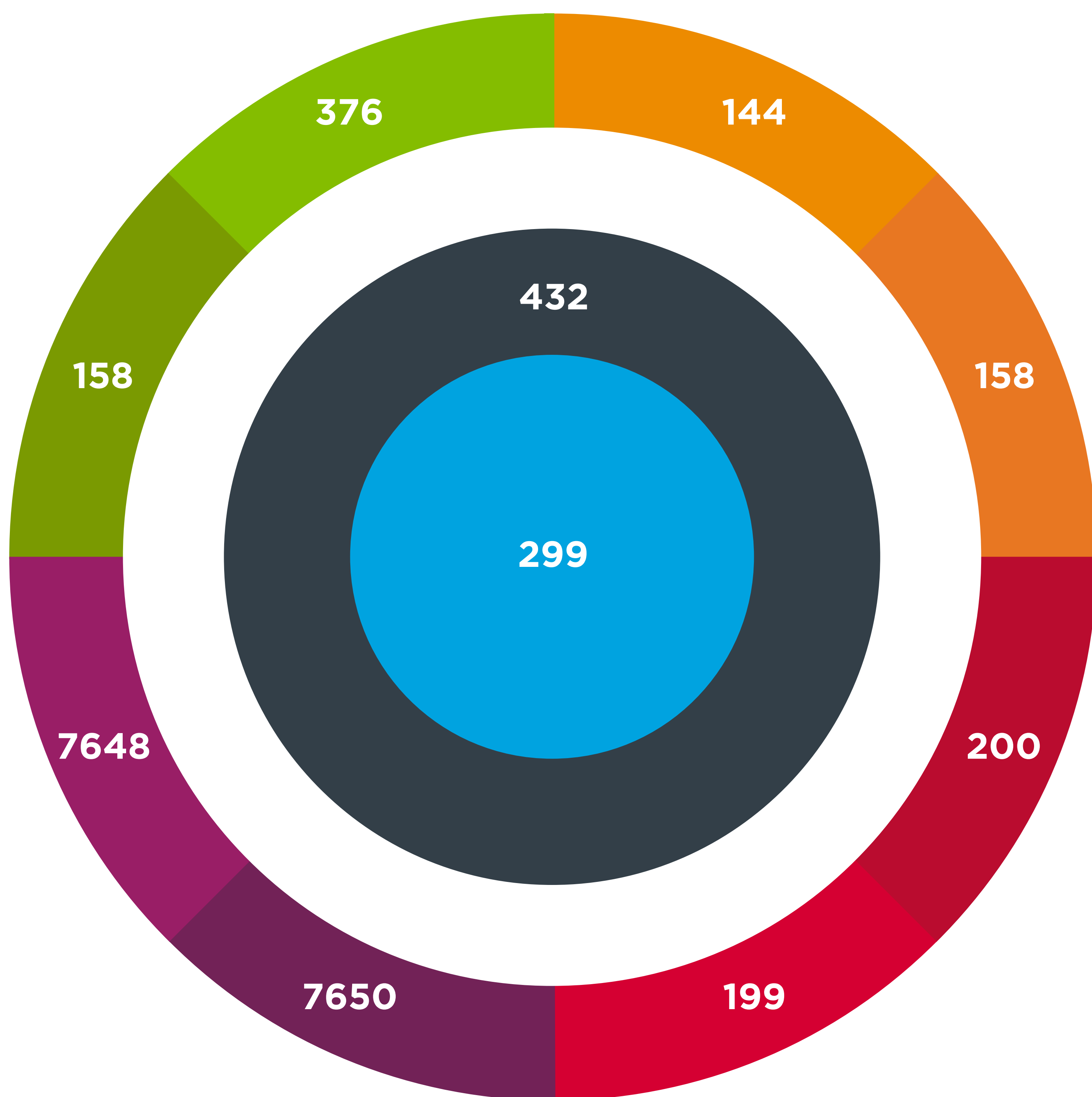


Figure 4.1
Primary Colours

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
CMYK 0/51/100/0

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

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

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

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

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

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

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

Typography

Printed Materials

The primary typefaces are Gilroy, Gotham, and Montserrat. Use these fonts for print materials. **Figures 5.0 – 5.2** outline the different fonts available.

Figure 5.0

Gilroy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Figure 5.2

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Figure 5.1

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography

Online

Secondarily, Lato should be used for Web, MS Word, PDFs, and PowerPoint documents. **Figure 6.0** stipulates available font weight options.

Figure 6.0

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Iconography

Figures 7.0 - 7.9 shows QA Consultants iconography.

Figure 7.0
Automation



Figure 7.1
Functional



Figure 7.2
Performance



Figure 7.3
Integration

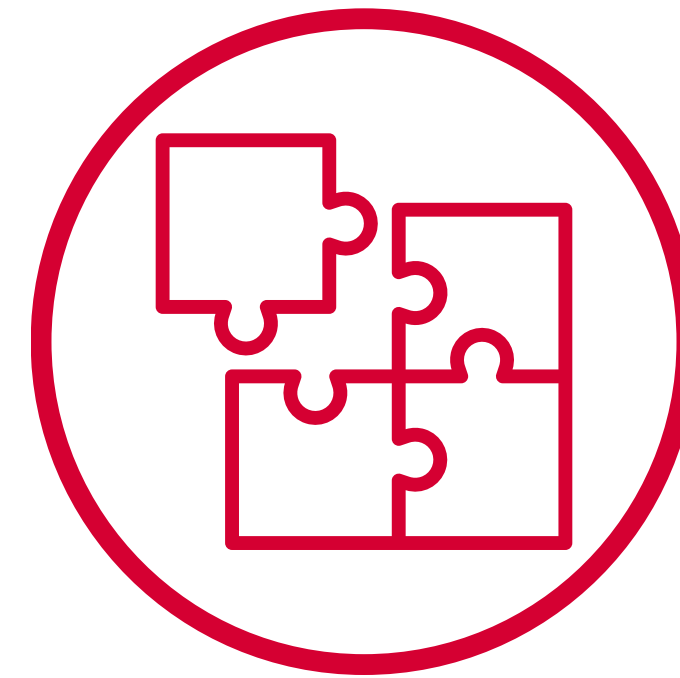


Figure 7.4
Security



Figure 7.5
Mobile



Figure 7.6
Data



Figure 7.7
Accessibility



Figure 7.8
Specialized
Audit



Figure 7.9
Emerging
Technologies

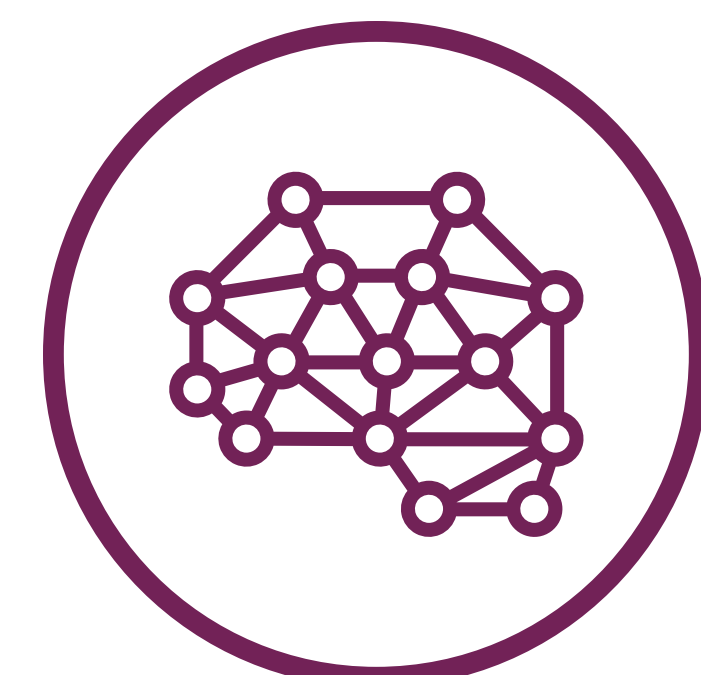


Image Library

Figures 8.0 – 8.3 show examples of photography in the QA Consultants image library.

Figure 8.0



Figure 8.1



Figure 8.2



Figure 8.3





The QAC Advantage

QA Consultants has been keeping top brands out of the headlines for over 25 years. We've improved time to market with test automation, kept applications secure through vulnerability assessments, enabled websites to scale via performance engineers, and all without most of the users knowing about the passion for the craft of quality that drives our teams as part of those systems. We are proud to be part of the binding material that keeps systems running, scaling, and secure – the (not so silent) champion keeping IT engineering teams accountable and focused, continuously testing beyond pass/fail.

Here's how we do it:

1. The local site and Toronto-based delivery means we're remote when needed, onsite as required, and always available.
2. Same time zone delivery with highly efficient, knowledgeable, passionate, and communicative resources increases productivity over offshore while improving the quality of life for our customers.
3. Overall reduced IT quality costs through favorable exchange rates, no travel/immigration restrictions, low overhead, leaders who test, and resources with a singular focus a career in quality.

The QA Consultants advantage, plus the ability to offer engagements in traditional models, OnDemand, and Managed Services makes us a leader among service providers in North America and sets us apart as a company dedicated to the craft of quality. Contact us today and find out why many of North America's top companies trust QA Consultants.

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