Brand Style Guide

Qualtek

www.Qualtekusa.com

CONTENT

PRIMARY LOGO: VARIATIONS

The logo is an integral part of the Qualtek Electronics brand
and should be used thoughtfully and consistently.

The logo should always be presented in one of the three different
variations as displayed below. These are the only approved primary
logo variations. No other colors or variations should be used.

Qualtek

Qualtek Blue (#0b335f)

Qualtek

White (#ffffff), for use on dark backgrounds only

Qualtek

Black (#000000)

SECONDARY LOGO: VARIATIONS

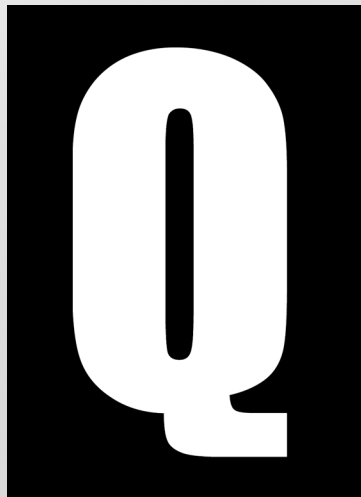The secondary logo should always be presented in one of the three different variations as displayed below.

The secondary logo should never be used as the sole logo representing Qualtek Electronics. The secondary logo should be used in conjuction with the primary logo as a design element.

Q

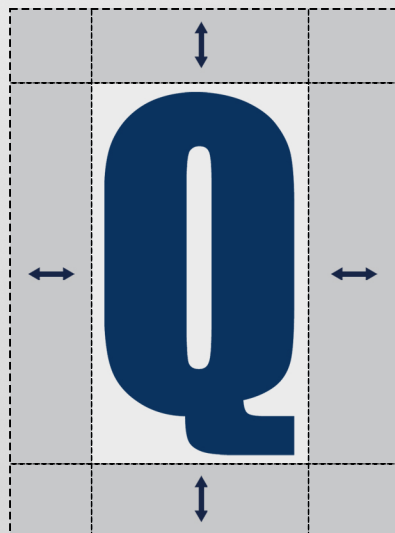Qualtek Blue (#0b335f)

Q

Black (#000000)

Q
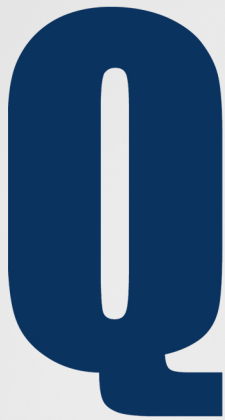
White (#ffffff), for use on dark backgrounds only

BREATHING SPACE

To ensure legibility, always keep a minimum clear space around the primary and secondary logos. The minimum clear space is defined by the gray area below.

This space isolates the logo from any competing graphic elements like other logos or body copy that might conflict with, overcrowd and lessen the impact of the logo.
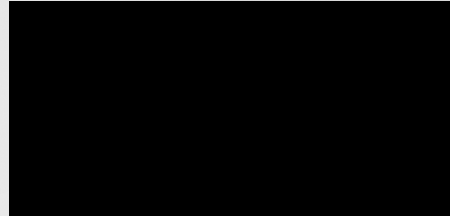
COLOR PALETTE

Color is an integral part of brand indentity. Consistent use of the color palette reinforces the cohesiveness of the Qualtek brand.
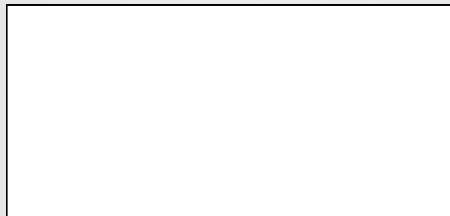
Qualtek Blue
RGB: 11.51.95
CMYK: 100.85.36.27
HEX: #0b335f

Black
RGB: 00.00.00
CMYK: 75.68.67.90
HEX: #000000

White
RGB: 255.255.255
CMYK: 100.85.36.27
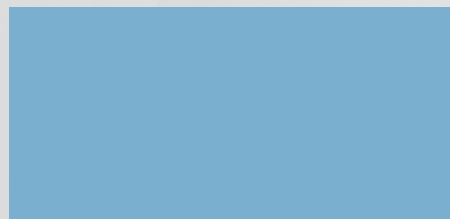HEX: #ffffff

Charcoal
RGB: 69.69.69
CMYK: 67.60.58.43
HEX: #454545

Navy
RGB: 01.43.72
CMYK: 100.81.44.45
HEX: #012b48

Light Blue - accent color
RGB: 122.176.207
CMYK: 51.18.09.00
HEX: #7ab0cf

TYPOGRAPHY

Typography is a powerful brand tool when used consistently. This set of typefaces best represent the bold and prolific Qualtek brand and should be used across all media applications.

AVENIR
Use for headlines

UPPERCASE
Web letter-spacing: .1em

AVENIR
HEAVY

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

HELVETICA
Use for body copy

Sentence case
Web letter-spacing: 0

Helvetica
Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

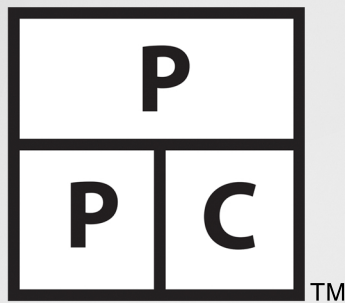**IMPACT**
Used for logo

UPPERCASE "Q"
25% larger

Impact
Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

DIVISION LOGOS

Qualtek's trademarked division logos represent the four main divisions for our product portfolio. These logos should be present in all types of media when referencing specific products that belong in that division.
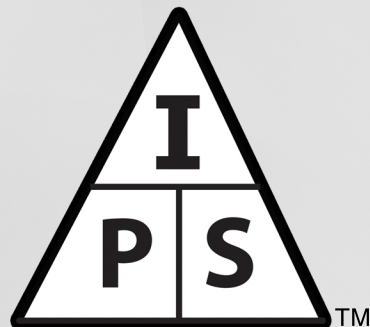

Primary Power Components

Fan-S

Wire & Cable Interconnect

International Procurement Services

FINAL COMMENTS

If ever in doubt, refer back to this guide or feel free to contact me
at stan@qualtekusa.com

These guidelines are fairly flexible and should allow for enough creative
freedom to use our logos as you see fit while still making sure the brand
looks its best across all applications.

Qualtek

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