



I N T E R N A T I O N A L

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A C I T A T I O N C O M P A N Y

## Brand Guidelines

# Client badges

The QMS Logo and Badge are a Registered Trademark and would be a breach of copyright if either are amended. It is also against the law to make any kind of misleading statement regarding your Certification, or permit the use of a Certification document, or part thereof, in a misleading manner.

There are two different colour and style options (shown on the right). This is to give contrast when used on both light and dark backgrounds, while also offering flexibility in respect of positioning alongside other awards and badges that you may have.

**Minimum white client badge size**

The minimum recommended size for all printed material is 15mm on the smallest edge and 50 pixels (at 72dpi) for digital use. The badge should not be used smaller than the minimum size as it will reduce legibility.




**Minimum grey client badge size**

The minimum recommended size for all printed material is 30mm on the smallest edge and 70 pixels (at 72dpi) for digital use. The badge should not be used smaller than the minimum size as it will reduce legibility.

# Client badges (continued...)


The QMS Logo and Badge are a Registered Trademark and would be a breach of copyright if either are amended. It is also against the law to make any kind of misleading statement regarding your Certification, or permit the use of a Certification document, or part thereof, in a misleading manner.

The black and white options are to be used when printing off from monotone printers to ensure legibility.



**Minimum white client badge size**

The minimum recommended size for all printed material is 15mm on the smallest edge and 50 pixels (at 72dpi) for digital use. The badge should not be used smaller than the minimum size as it will reduce legibility.



**Minimum grey client badge size**

The minimum recommended size for all printed material is 30mm on the smallest edge and 70 pixels (at 72dpi) for digital use. The badge should not be used smaller than the minimum size as it will reduce legibility.



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**QUALITY MANAGEMENT**

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**QUALITY MANAGEMENT**

# Primary logo colour palette

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Our vibrant colour palette stands out and gets us noticed.

## Primary colours

The primary colour palette consists of two key colours, Light Blue and Grey.

## Colour breakdowns

The following colour breakdowns are shown – Pantone and CMYK (for print), RGB (for Microsoft PowerPoint & Word use) and HEX (for web).



### Light Blue

PANTONE	292 C
CMYK	C59 M11 Y0 K0
RGB	R103 G185 B232
HEX	#67B9E8



### Grey

PANTONE	423 C
CMYK	C0 M0 Y0 K60
RGB	R135 G135 B135
HEX	#878787

# Typeface - print and digital

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Shown below are the QMS typefaces for both printed and digital purposes.

## Print – primary font

The primary QMS font is **ITC Franklin Gothic Std**. There are six weights – Book, Book Italic, Medium, Medium Italic, Demi and Demi Italic to allow for flexibility.

For Microsoft applications use **Franklin Gothic Demi** and **Franklin Gothic Book**

## Digital purposes

The recommended system font is **Arial** which is highly legible when used on-screen.

There are three weights – Regular, Italic and Bold.

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**ITC Franklin Gothic Std - Book**  
 abcdefghijklmnopqrstuvwxyz 1234567890  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

*ITC Franklin Gothic Std - Book Italic*  
*abcdefghijklmnopqrstuvwxyz 1234567890*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

**ITC Franklin Gothic Std - Medium**  
 abcdefghijklmnopqrstuvwxyz 1234567890  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

*ITC Franklin Gothic Std - Medium Italic*  
*abcdefghijklmnopqrstuvwxyz 1234567890*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

**ITC Franklin Gothic Std - Demi**  
 abcdefghijklmnopqrstuvwxyz 1234567890  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

*ITC Franklin Gothic Std - Demi Italic*  
*abcdefghijklmnopqrstuvwxyz 1234567890*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

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**Arial – Regular**  
 abcdefghijklmnopqrstuvwxyz 1234567890  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

*Arial – Italic*  
*abcdefghijklmnopqrstuvwxyz 1234567890*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

**Arial – Bold**  
 abcdefghijklmnopqrstuvwxyz 1234567890  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

# Contacts

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If you have any questions please contact the QMS Marketing Team:

**[marketing@qmsuk.com](mailto:marketing@qmsuk.com)**