



**QUALFON**

Improving Lives with Every Interaction

**OUR  
BRAND  
BOOK**

Corporate Brand Guidelines



Improving  
Lives with Every  
Interaction

## GUIDING PRINCIPLES

Qualfon leads the way in creating remarkable customer experiences that keep each person at the heart of every interaction. We set ourselves apart with empathy, processes, and scale in equal measure – thanks to the exceptional people on our team, the internal processes that let us create efficient solutions, and the AI technology that enables us to scale businesses to new heights.

**At Qualfon, we're improving lives with every interaction.**

## MISSION STATEMENT

Our mission is to help as many individuals as possible pursue their total vocation, create an ever-growing number of career development opportunities, and be the partner of choice for all our clients.

**Be the best and make each person's life better.**

## BOILERPLATE

Qualfon is a global BPO provider of omnichannel customer experience and business support solutions with locations on several continents. We are an agile partner specializing in call center support, revenue growth, and marketing services committed to serving our clients and their customers throughout the customer journey.

## 3PL Fulfillment

Learn more about Qualfon's [Fulfillment Solutions](#), including Amazon Prep Services such as Fulfilled by Merchant (FBM), Seller Fulfilled Prime (SFP), and [Fulfilled By Amazon \(FBA Prep\)](#) services.

## Revenue Growth

Learn more about Qualfon's [Sales Performance](#), [Customer Retention & Loyalty](#), [Revenue Operations](#), and [Customer Intelligence Solutions](#).

## Marketing Services

Learn more about Qualfon's [Lead Generation](#) and [Direct Mail & Print Services](#).

## Customer Experience

Learn more about Qualfon's [Call Center Support](#), [CX Innovation](#), and [Back Office Support Services](#).

## WRITING GUIDELINES

To accompany our new branding, these writing guidelines will help create a consistent voice that reflects our larger values.

### Our Brand

- In all marketing materials and client or external communications, always use the updated Qualfon logo that features the tagline.
  - The exception is building signage, which must use the Qualfon logo without the tagline.
  - In internal-only communications or materials, use the shorter updated Qualfon logo without the tagline included.
  - When we talk about our brand, prioritize our people, then our processes, and then our technology. On their own, processes and technology don't solve problems – our people do.
- People, processes, and technology correspond to the three words we use to describe the high-level value we provide clients: empathy, efficiency, and scale.
    - Our people serve with empathy.
    - Our processes create efficiency.
    - And our technology helps businesses scale.
    - Feel free to use these coordinating terms in your writing.
  - Say **contact center** instead of call center.
  - Say **associates** instead of agents.
  - Say **clients** when referring to the businesses we serve, and **customers** to refer to the people who use their products or services.

## Our Clients

- Show you understand a client's challenges by addressing the problem we solve first and the solution we provide second.
  - **The problem we solve:** We can help your brand find and convert new customers with more effective messaging, increasing your reach and revenue.
  - **The solution we provide:** Treasure Performance gives our experts better data about where to find new customers, the best time to contact them, and what to say to get them to take action.

## General Rules

- Above all else, focus on connecting with the reader as a person.
- Write simply and clearly, the way you would speak to someone in the room.
- Make readers feel smarter by explaining complex ideas in easy-to-understand language.
- Respect a reader's time by skipping any unnecessary jargon and abbreviations.

- Reduce the passive voice where you can.
  - The passive voice uses "are" verbs: am, is, are, was, were, be, being, and been.
  - Passive: We are X. It was Y. Clients will be Z.
  - You won't always be able to avoid a passive voice, and that's okay. Reduce it as much as possible while keeping your meaning clear.
- Use an active voice wherever you can.
  - An active voice focuses on a more dynamic verb – a word describing an action.
  - Active: We solve X. It creates Y. Clients will receive Z.
- Break text up into sections that are easy to read and scan. Good formatting makes ideas clearer.





Improving  
Lives with Every  
Interaction

## Qualfon Logo

The new Qualfon logo gives us the opportunity to reaffirm our mission among our audience and our global workforce. The new logo presents our name in a bold graphic design rich with meaning. The circle of the Q represents the oneness of the world, the driving force behind our mission – to be the best and make each person’s life better. Orbiting the Q, three strokes represent the thread of human spirit that connects our associates, our clients, and their customers. Together, we prove stronger and greater than we are as individuals, and together, we bring our mission to life by giving back to the world and the people within it.

Pulling in colors from our STRIDES shield, we’ve chosen to emphasize elements of our company that set us apart from competitors:

- Service: Every interaction is an opportunity to improve someone’s life.
- Teamwork: We can only solve big problems when we work together.
- Encouragement: Everything we do is driven by our people.
- Spirituality: Our success is the catalyst we use to improve our communities.

(A)



A. Full color Qualfon logo can be used for print, digital assets, signage, banners, emails, video, and merchandise.

(B)



B. Full color Qualfon reverse logo can be used on dark backgrounds for print, digital assets, signage, banners, emails, and video.

(C)



C. One color Qualfon half-tone logo can be used on one or two color projects including merchandise, signage, and print.

(D)



D. Solid one color Qualfon logo can be used for merchandise.

## Qualfon Logo Variations



1 - Qualfon Logo



2 - Qualfon Logo Stacked



3 - Qualfon Logo with Tagline on the side



4 - Qualfon Logo with Tagline Horizontal



5 - Qualfon Logo with Tagline Stacked





## Spacing

No design elements, copy, or photos should come any closer to the logo than the "O" indicated in the illustrations here.

The "O" indicates the protective boundary in which only white space is allowed. The actual distance of "O" will change depending on how large the logo is scaled.

The O-height is based on the height of one of the circles that creates the letter Q of Qualfon.

## Proportion

The elements of the Qualfon logo should always be kept in proper proportion to maintain the integrity of the logo. Always use the approved logo files and if possible use only vector logo files when printing.

If you need to scale the logo, always constrain proportion so the height and width are scaled together. To maintain the correct proportion of the logo and lock the aspect ratio, always hold down the shift key as you drag the corner to increase or decrease the size of the logo.






## Incorrect Usage






1. Do not obstruct the logo with any graphic or image.
2. Do not add a drop shadow to the logo.
3. Do not scale the logo disproportionately so it is wider, taller, thinner, or thicker than the approved proportions.
4. Do not change the size or shape of any of the elements of the logo in relation to the typeface or font.
5. Do not change the font or recreate the logo in any way.
6. Do not change the color of the logo.
7. Do not put any colored lines around the logo.
8. Do not combine the logo with copy to make a new logo on your own. Please contact the design department so they can bring you the right alternative.
9. Do not combine the logo with any other logos or elements.

### Primary Color Palette

#### Full Color

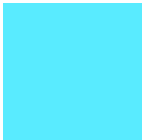

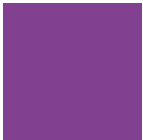

 <p>Pantone 7463 c</p>	 <p>Pantone 2995 c</p>	 <p>Pantone 424 c</p>	 <p>Pantone 421 c</p>	 <p>Pantone 267 c</p>
<p>CMYK: 100,80,43,45 RGB: 0,43,73 HTML: 002B49</p>	<p>CMYK: 81,12,1,0 RGB: 0,168,226 HTML: 00A7E1</p>	<p>CMYK: 30,20,19,58 RGB: 112,115,114 HTML: 6F7271</p>	<p>CMYK: 13,8,11,26 RGB: 178,180,178 HTML: B0B3B2</p>	<p>CMYK: 76,91,1,1 RGB: 97,51,137 HTML: 613389</p>

#### Tints

 <p>Pantone 7463 c 50%</p>	 <p>Pantone 2995 c 50%</p>	 <p>Pantone 424 c 50%</p>	 <p>Pantone 421 c 50%</p>	 <p>Pantone 267 c 50%</p>
<p>CMYK: 56,37,26,9 RGB: 124,140,159 HTML: 7C8C9F</p>	<p>CMYK: 44,3,2,0 RGB: 151,210,240 HTML: 1D1D1B</p>	<p>CMYK: 33,24,25,4 RGB: 180,181,181 HTML: B4B5B5</p>	<p>CMYK: 19,12,15,1 RGB: 214,216,215 HTML: D6D8D7</p>	<p>RGB: 176,152,196 CMYK: 36,44,4,0 HTML: B098C4</p>

### Secondary Color Palette

#### Full Color

			
<p>CMYK: 52,0,7,0 RGB: 90, 234,255 HTML: 5AEAFF</p>	<p>CMYK: 86,48,1,0 RGB: 16,114,184 HTML: 1072B8</p>	<p>CMYK: 59,85,0,0 RGB: 131,63,145 HTML: 833F91</p>	<p>CMYK: 0,93,83,0 RGB: 229,41,42 HTML: E5292B</p>

## COLOR

### Primary Color Palette

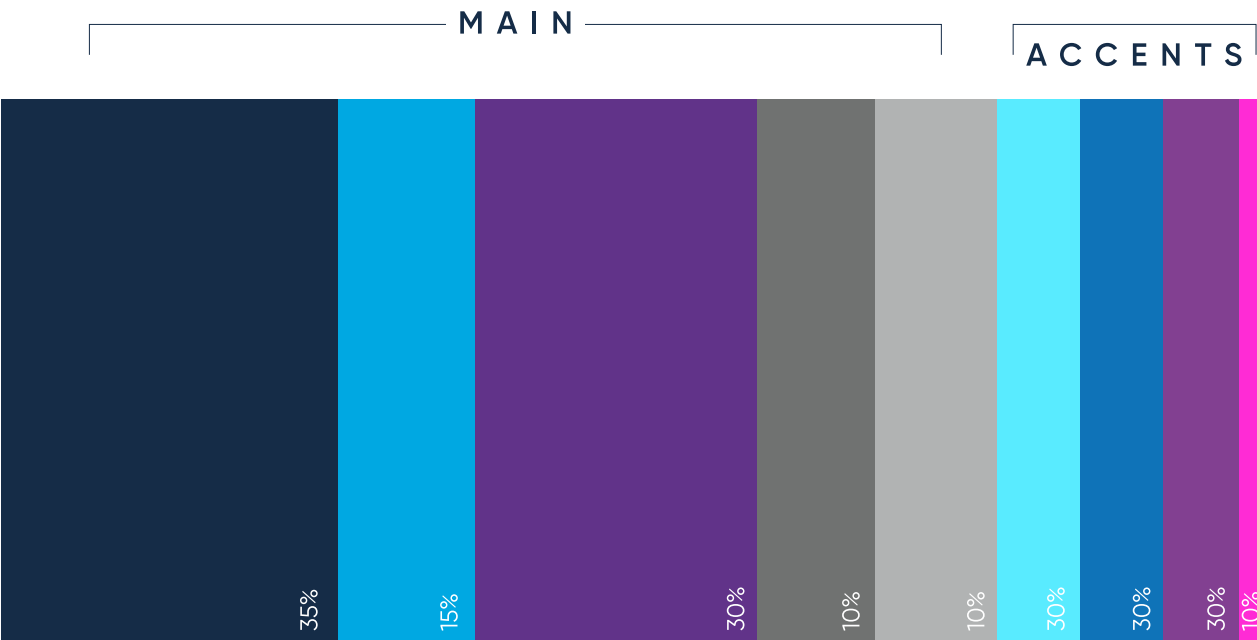
Dark Blue, Light Blue, Gray, and Purple comprise the primary color palette. They should be the dominant colors used when designing all print materials. Dark/Light Blue and Purple should appear in every piece of communication that allows color. Blue type, however, should not be used for long or lengthy copy blocks. Black should be used for copy. The colors in the primary color palette should always cover more area or be used more than another color that appears in the material. CMYK, RGB, Hex, and PMS colors are provided to allow for exact matching.

#### Tints

The tints color palette includes a range of primaries and neutrals that complement the primary colors without overpowering them. In any given application, only two secondary colors should be used with the primary colors to keep the primary colors dominant. The use of too many secondary colors will dilute the power of the primary colors.

### Secondary Color Palette

Secondary colors highlight and complement the primary colors and should be used sparingly. This palette of colors can help with design and accessibility. Use these colors to accent elements and design breaks, buttons, and color bars.



### Color Balance

The color bars to the left show usage of primary and secondary colors by percentages for design layout. While Dark Blue and Purple should be used as primary, colors like magenta and teal should be use minimally.

Gradients



**Gradients**

Mixing primary and secondary colors for a gradient effect is acceptable. The Dark Blue to Dark Purple is preferred at a 45/-45 or 60/-60 degree angle.

**Gilroy Semibold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**Gilroy Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## TYPOGRAPHY

### Headline Typeface

#### Gilroy

This Gilroy typeface is a versatile sans serif font. The structure is simple so it's easy to read, but it maintains an elegant, modern feel that adds a level of sophistication to the design.

Use this font for all internal and external marketing materials and presentation graphics.

Use as follows:

Headlines | **Gilroy Bold**

Subheads | **Gilroy Semibold**

Gilroy Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Gilroy Light Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

Gilroy Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Gilroy Regular Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

Gilroy Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Gilroy Medium Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

Gilroy Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Gilroy Semibold Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

Gilroy Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

*Gilroy Bold Italic*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890***

## Primary Typeface

### Gilroy

This typeface was designed as a full system of fonts with a range of weights for almost any typographical need.

Use this font for all internal and external marketing materials and presentation graphics.

Open Sans Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Open Sans Light Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

Open Sans Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Open Sans Regular Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

Open Sans Semibold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Open Sans Semibold Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

Open Sans Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Open Sans Bold Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

## Website Typeface

### Open Sans

For use on websites, the Gilroy font should be substituted with Open Sans font. Use this font for rich text in any web-based materials.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**Arial Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

*Arial Regular Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890*

***Arial Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz***

***1234567890***

## Email Typeface

### Arial

Use the Arial typeface for use in email communications. Similar to Gilroy, Arial offers a contemporary feel with versatile function.

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Verdana Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
VWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

*Verdana Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

***Verdana Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
VWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890***

## Alternate Typography

### Verdana

Use this font on any documents created outside of the Creative Department, such as for business proposals. This is our PC user-friendly corporate font. Never set a whole paragraph using italics or bold. Do not type-set italics in uppercase.



## OUR STRIDES

STRIDES represents Qualfon's seven company values: Service, Teamwork, Results, Integrity, Dignity, Encouragement, and Spirituality.

Qualfon's STRIDES values have their own unique branding system, which is explained here.

### The STRIDES Shield

This is the logo that represents the seven values of the company with a multi-colored shield and a seven-pointed star. It's important to maintain all the colors in the logo.

The print media should always be full-color.



Be the **best** and make  
each person's life **better**

### STRIDES Color Palette

Full Color



CMYK: 100,80,43,45  
RGB: 0,43,73  
HTML: 002B49



CMYK: 78,11,45,0  
RGB: 0,161,154  
HTML: 00A19A



CMYK: 51,0,100,0  
RGB: 146,192,32  
HTML: 92C020



CMYK: 1,14,93,0  
RGB: 255,214,0  
HTML: FFD600



CMYK: 0,57,98,0  
RGB: 241,132,0  
HTML: F18400



CMYK: 0,93,83,0  
RGB: 229,41,42  
HTML: E5292B



CMYK: 59,85,0,0  
RGB: 131,63,145  
HTML: 833F91

### Values Color Palette

Each value is represented by a unique color (see color palette) to brand each value and help employees remember each one.

Do not change or replace the value colors.



## Spacing

No design elements, copy, or photos should come any closer to the logo than the "O" indicated in the illustrations here.

The "O" indicates the protective boundary in which only white space is allowed. The actual distance of "O" will change depending on how large the logo is scaled.

The O-height is based on the height of one of the circles that creates the heads of the people and the tip of the star.

## Proportion

The elements of the STRIDES logo should always be kept in proper proportion to maintain the integrity of the logo. Always use the approved logo files and if possible use only vector logo files when printing.

If you need to scale the logo, always constrain proportion so the height and width are scaled together. To maintain the correct proportion of the logo and lock the aspect ratio, always hold down the shift key as you drag the corner to increase or decrease the size of the logo.