



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.

SOLUTIONS WE OFFER

Qualfon.com

Revenue Growth

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

Customer Experience

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

Marketing Services

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

Qualfon Logistics

[Qualfon Logistics](#) is a third-party logistics company built for ecommerce and DTC brands: [3PL fulfillment](#), [Amazon Prep](#), [Freight](#), and [Kitting](#) under one roof.



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.

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

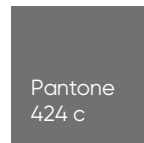
Full Color



Pantone
7463 c
CMYK: 100,80,43,45
RGB: 0,43,73
HTML: 002B49



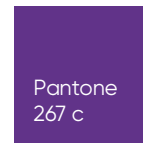
Pantone
2995 c
CMYK: 81,12,1,0
RGB: 0,168,226
HTML: 00A7E1



Pantone
424 c
CMYK: 30,20,19,58
RGB: 112,115,114
HTML: 6F7271

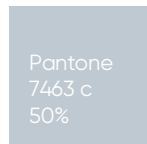


Pantone
421 c
CMYK: 13,8,11,26
RGB: 178,180,178
HTML: B0B3B2



Pantone
267 c
CMYK: 76,91,1,1
RGB: 97,51,137
HTML: 613389

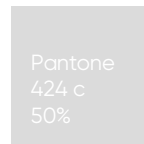
Tints



Pantone
7463 c
50%
CMYK: 56,37,26,9
RGB: 124,140,159
HTML: 7C8C9F



Pantone
2995 c
50%
CMYK: 44,3,2,0
RGB: 151,210,240
HTML: 1D1D1B



Pantone
424 c
50%
CMYK: 33,24,25,4
RGB: 180,181,181
HTML: B4B5B5



Pantone
421 c
50%
CMYK: 19,12,15,1
RGB: 214,216,215
HTML: D6D8D7



Pantone
267 c
50%
RGB: 176,152,196
CMYK: 36,44,4,0
HTML: B098C4

Secondary Color Palette

Full Color



CMYK: 52,0,7,0
RGB: 90, 234,255
HTML: 5AEAFF



CMYK: 86,48,1,0
RGB: 16,114,184
HTML: 1072B8



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



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

COLOR

Primary Color Palette

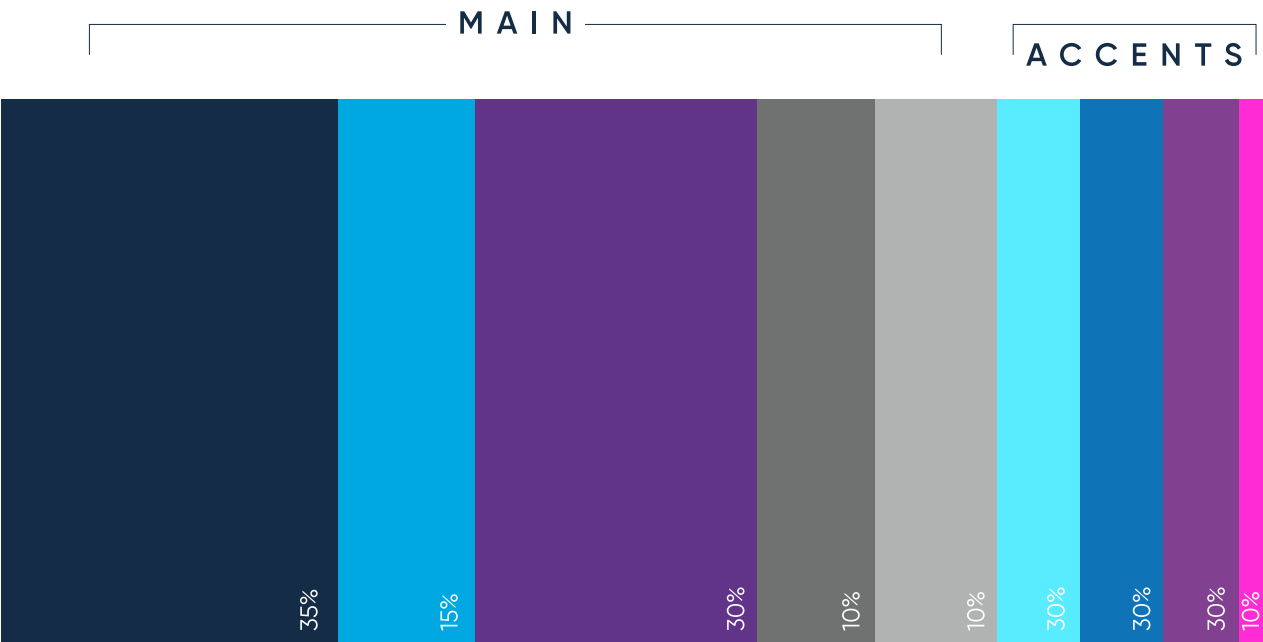
Dark Blue, Light Blue, Gray, and Purple comprise the primary color palette. They should be the dominant colors used when designing all print materials. Dark/Light Blue and Purple should appear in every piece of communication that allows color. Blue type, however, should not be used for long or lengthy 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 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gilroy Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gilroy Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gilroy Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gilroy Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gilroy Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gilroy Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gilroy Semibold Italic

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.