



Brand Guidelines

2018_v1_INTERNAL

Our Story

Q Acoustics is not like other loudspeaker companies.

Established in 2006, we have assembled the world's most talented team of loudspeaker engineers with access to the most advanced technical facilities. Complete understanding of acoustic engineering and inspirational design has driven our considerable success around a single goal – the development of loudspeaker products that are, without question, demonstrably superior to those of our competitors.

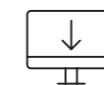
For more than 10 years we have delighted audiophiles worldwide with our range of award-winning speakers for hi-fi and home cinema, media and install. Every possible detail is considered, and each product is built around the Q Acoustics commitment to the best quality audio, no matter the format.

We believe that expertise and passion are more important than history and tradition, and are only now reaching our prime.

Q Acoustics: bringing life to sound.

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DOWNLOADING ASSETS

You can download the assets in these brand guidelines by clicking or visiting the link below.

https://www.armourhome.co.uk/Q_Acoustics/downloads



Introduction

Welcome to the Q Acoustics Brand Guidelines. This document has been created as a useful guide for reproducing our design materials.

It is essential that the quality and attention to detail that goes into our audio products is reflected throughout the Q Acoustics brand.

These guidelines help to ensure that the brand is represented well at all times, solidifying a consistent, unified image of our company, whilst also showing our commitment to quality and style.

#hearingisbelieving



Brand Logo

Our logo is the identity that represents us and our dedication to producing high quality, well respected audio products. As such, the logo should be treated with great care.

Read about the two versions of the logo and how each should be used to greatest effect.



THE FULL LOGO



ACOUSTICS

The Full Logo is to be used on all print and digital advertising materials, as well as packaging, specification labels and/or secondary faces of the audio products.

RECOMMENDED FORMATS:

Print:	Digital
.eps .ai	.png .jpg

THE LOGO SYMBOL



The Logo Symbol alone is only ever used on the prime face of our audio products. This keeps the styling of our products simple, whilst retaining our brand identity.

This logo is NOT to be used anywhere else; for all other applications use the Full Logo.

ATTENTION:

Use of any stylised, animated, hand drawn or other versions of the Q Acoustics logo is not permitted. This undermines the brand consistency. Please consult with Q Acoustics if you have any questions or need further help.

Logo Construction and Clearspace

The logo must be kept clear of any other graphic elements. To regulate this, an exclusion zone has been established, which ensures that the required proportion of clear space is maintained around the mark. The exclusion zone, detailed below, indicates the closest any other graphic element or message can be positioned in relation to the mark – these rules must be adhered to throughout all design materials.

FULL LOGO CONSTRUCTION

The following diagrams display the balance of the full logo.

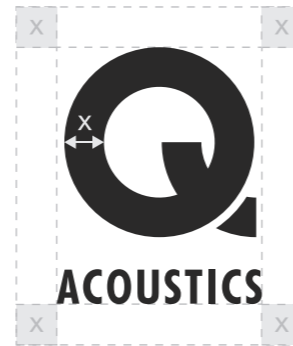
The Full Logo is to be used on all print and digital advertising materials, as well as packaging, specification labels and/or secondary faces of the audio products.



FULL LOGO CLEARSPACE

The Q Acoustics logo should always be surrounded by a minimum area of space, which can be calculated easily using this guide.

The clear space area is determined by the width of the arm from the 'Q' logo symbol, as shown. (Clearspace = 1x).



LOGO SYMBOL CONSTRUCTION

The following diagrams display the balance of the logo symbol.

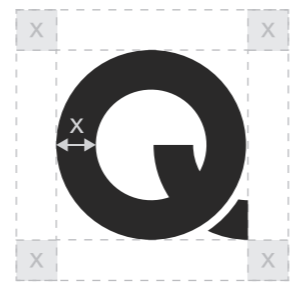
The Logo Symbol alone is only ever used on the prime face of our audio products, NOT anywhere else.



LOGO SYMBOL CLEARSPACE

The same clearspace rules apply to the Logo Symbol as they do to the Full Logo.

The Logo Symbol alone is only ever used on the prime face of our audio products, NOT anywhere else.



Logo Colour and Application Guidelines

The logo must either be in black, dark grey, light grey or white depending on the type of background it is going to be placed on.



BLACK

CMYK : C010 M010 Y000 K100
 RGB : R027 G022 B028
 Web : #1B161C



DARK GREY

CMYK : C005 M005 Y005 K085
 RGB : R071 G070 B069
 Web : #474645



LIGHT GREY

CMYK : C005 M005 Y005 K015
 RGB : R218 G216 B216
 Web : #DAD8D8



WHITE

CMYK : C000 M000 Y000 K000
 RGB : R255 G255 B255
 Web : #FFFFFF



✓ DO

Place the logo on a high-contrast background, always adhering to the clearspace and brand colour guidelines.



✓ DO

When placing the logo on a product: If a metal finish is used it should be either a white metal, such as polished/brushed aluminium, or a black metal, such as black chrome.



✗ DO NOT

Never place the logo on a busy or low-contrast background where it may be difficult to see.



✗ DO NOT

Never distort the look of the logo or change its original proportions.

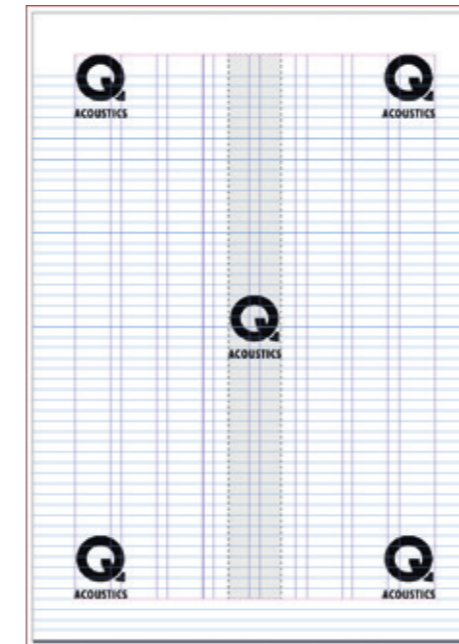
Logo Placement

Logo placement is an essential part of creating visual balance and ensuring that the brand is clear and effective at all times.



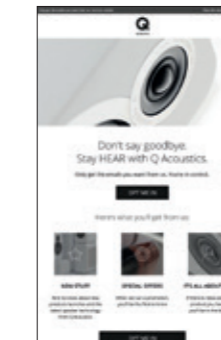
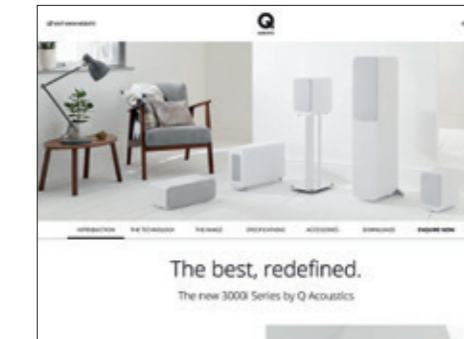
PRINT

- Logo must be positioned at either one of the corner content margins, or centred appropriately
- Minimum logo height is 20mm
- Adhere to the clearspace and minimum logo size guidelines.



DIGITAL - WEBSITES/EMAIL MARKETING

- Centred within the header
- Website logo height 120px
- Email marketing logo height 100px
- Adhere to the clearspace and minimum logo size guidelines.



DIGITAL - DISPLAY ADVERTISING

- Due to the variety of online display advertising sizes, please refer to the guidelines for each individual specification from p39
- Minimum logo height is 40px
- Adhere to the clearspace and minimum logo size guidelines.



Brand Typography

Typography is an essential part of communicating an overall tone and quality to the Q Acoustics brand.

Careful use of typography ensures clarity and consistency across all of our communications, enabling the reader to access information clearly, whilst we retain an elegant brand.

Q Acoustics have one typeface for all offline materials – Swiss 721 and one typeface for all online material - Opens Sans.

The following section details how these should be used effectively.

Fonts

Q Acoustics have one font for offline materials, including products, branding materials and one font for online digital/web.

OFFLINE FONT

Swiss 721

Light type should be used for title statements.

Aborruptae cus si sum dolut quiam sum reprero blabore velent
elenimi, sime archiliquam quat exerepu dictat prehent accabo.
Perferum quiametur.

Light type should be used for body copy.

SUBHEADS

Heavy type can be used for small subheads.

ONLINE FONT

Open Sans

Light type should be used for title statements.

Aborruptae cus si sum dolut quiam sum reprero blabore velent
elenimi, sime archiliquam quat exerepu dictat prehent accabo.
Perferum quiametur.

Light type should be used for body copy.

SUBHEADS

Bold type can be used for small subheads.

Brand Colours

The Q Acoustic brand is recognised for being simple and elegant, and therefore uses a minimalist colour palette.



SOLID BLACK

CMYK : C010 M010 Y005 K100
RGB : R027 G022 B028
Web : #1B161C



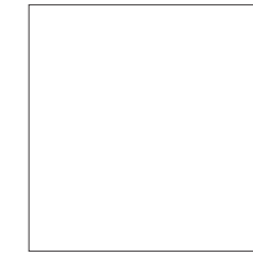
DARK GREY

CMYK : C005 M005 Y005 K085
RGB : R071 G070 B069
Web : #474645



LIGHT GREY

CMYK : C005 M005 Y005 K015
RGB : R218 G216 B216
Web : #DAD8D8



WHITE

CMYK : C000 M000 Y000 K000
RGB : R255 G255 B255
Web : #FFFFFF

Product Range

The award winning Q Acoustics product range consists of three main categories, each containing a range of different products.

HI-FI AND HOME CINEMA SPEAKERS

Q Acoustics continually develop high quality Hi-Fi and Home Cinema audio solutions. Whether the customer requires discrete satellite speakers, big punchy floorstanders or bookshelf speakers, we have created award winning products to suit the listener.



When referring to the various Q Acoustics ranges, please use the suggested naming formats:

Long: Q Acoustics 3010i Bookshelf Speakers

Short: Q 3010i

MEDIA SPEAKERS

As screens have become slimmer there was less acoustic volume available within them for an adequate loudspeaker system to be incorporated. Sound systems have been added externally to bring life to all but the most compressed of programme material. Our first two Media products have been best sellers and we now have a whole family of audio systems to suit a range of customer requirements.



Long: Q Acoustics M2 Soundbase

Short: Q M2

INSTALL SPEAKERS

It's a common misunderstanding that in-ceiling and in-wall speakers are a compromise for the sake of appearance and thus provide a compromised performance. This need not be the case and certainly is not for Q Install. The great benefit for the acoustic designer is knowing precisely where in relation to the nearest boundary (ceiling or wall) that the speaker is going to be installed, ensuring top performance.



Long: Q Install QI65CW – 6.5 Ceiling Speaker (Pair)

Short: Q Install QI65CW

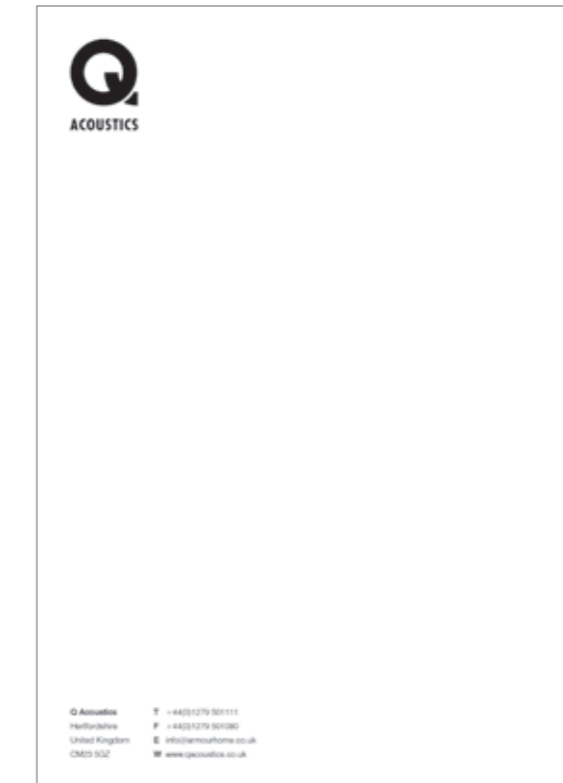
Brand Stationery

The Q Acoustics Brand Stationery solidifies the brand across all printed communication, leaving a lasting impression of quality.

Stationery includes the letterhead and follow-on paper, business card and envelope.

Letterhead

The Q Acoustics letterhead should be used for all official printed communication, and printed on A4 size paper to ensure correct positioning of all the elements on page.



SPECS

- 297 x 210mm
- DIN A4
- 120g/m Uncoated white
- CMYK

Business Card

The official Q Acoustics business card design that should be used for all official contact.

FRONT



SPECS

- 85 x 55mm
- 350g/m Uncoated white
- CMYK

BACK



Envelope

The envelopes should be used when sending official printed communications, enabling a further level of brand presence and exposure for Q Acoustics.

SPECS

- 220 x 110 mm
- 400g/m Uncoated white
- CMYK



Layouts and Grid Systems

The Q Acoustics grid systems are used to ensure that design content is always consistent and well structured. Use these guides as effective examples of the ways in which graphic elements can be positioned in relation to each other and the page.

Grid System - Print Brochures

BASELINE GRID

The Q Acoustics baseline grid is a 14pt grid, starting 30mm from the top of the page. No content on page should sit higher than the top line of the grid except the Q Acoustics logo.

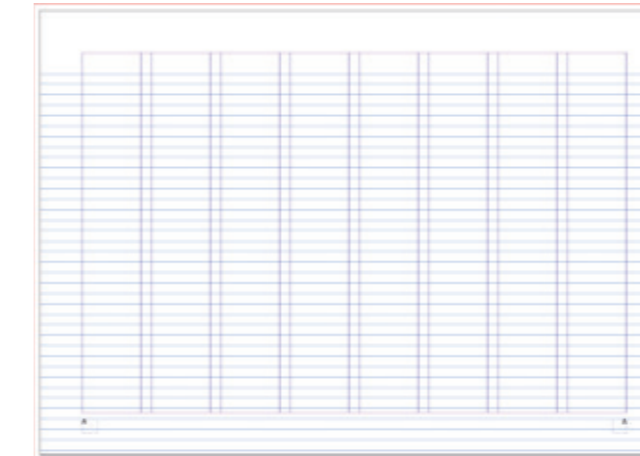
A4 PORTRAIT

Margins: 20mm
Columns: 6
Gutter: 5mm
Bleed: 3mm



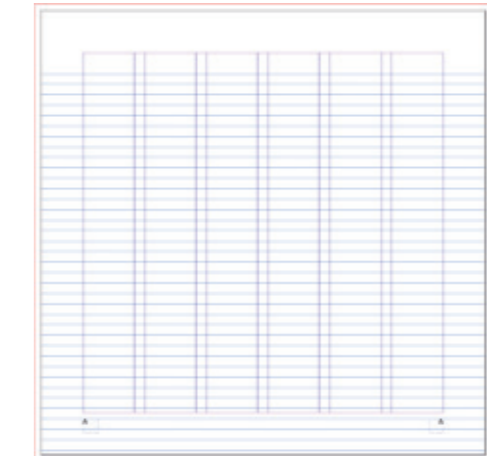
A4 LANDSCAPE

Margins: 20mm
Columns: 8
Gutter: 5mm
Bleed: 3mm



A4 SQUARE

Margins: 20mm
Columns: 6
Gutter: 5mm
Bleed: 3mm



ADDITIONAL NOTES

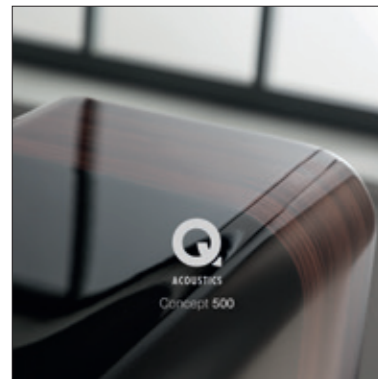
Please use relevant page numbers where appropriate as per the guidelines above. Text content should not be placed outside the margins.

Layout Examples - Print Brochures

A4 LANDSCAPE



A4 SQUARE



ADDITIONAL NOTES

- Simple and minimalist style
- Combine full bleed hero images with cutout product images on white for balance
- Retains a generous amount of white space, balanced with product imagery
- Must maintain established rules for typography
- Columns are used as a basis for page layout but the grid can be broken to improve the design where necessary

Grid System - Print Advertising

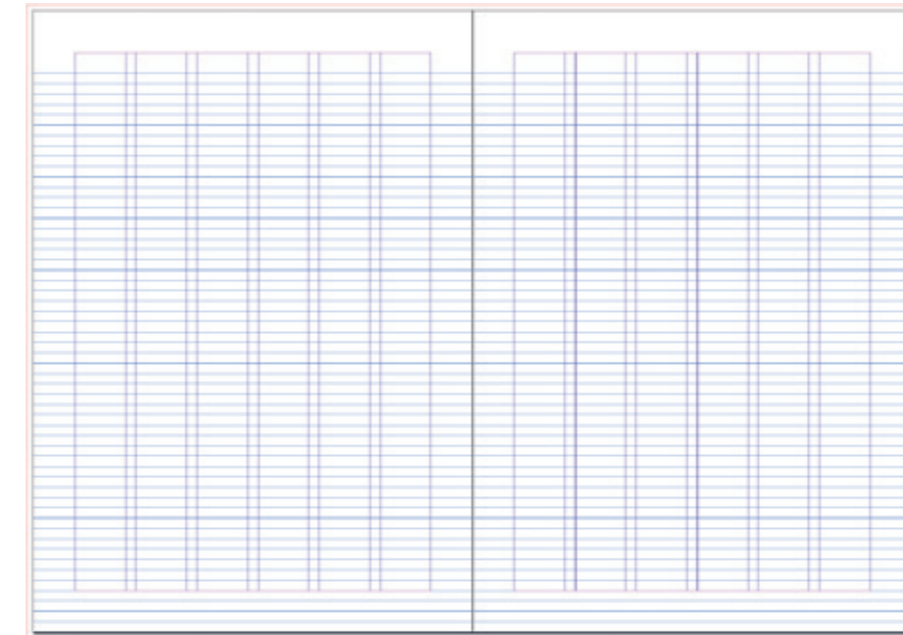
A4 SINGLE

Margins: 15mm
Columns: 6
Gutter: 5mm
Bleed: 3mm



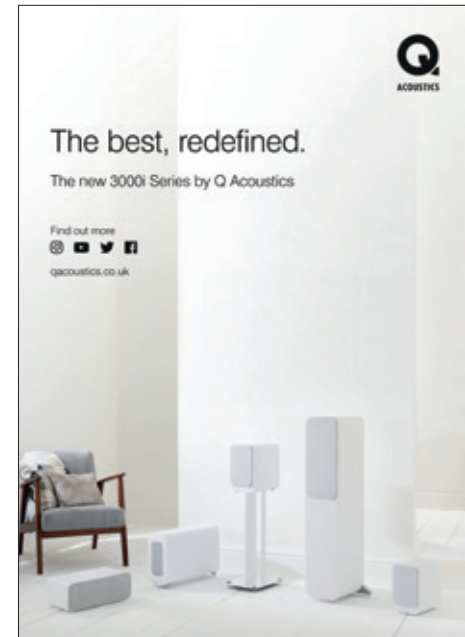
A4 SPREAD

Margins: 20mm
Columns: 12
Gutter: 5mm
Bleed: 3mm



Layout Examples - Print Advertising

A4 SINGLE



A4 SPREAD

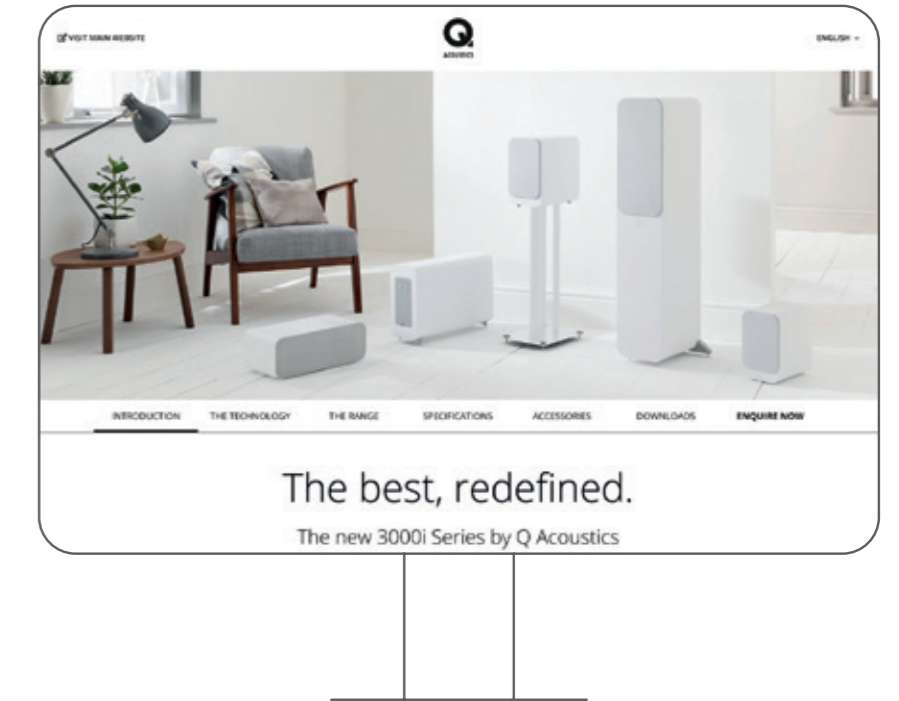


- Simple and minimalist style
- Logo must be positioned at one of the corner margins of the document
- Image must have clear, low contrast space to place copy
- Content must be aligned to the left margin edge
- Copy must be fully legible on background
- Short hero message
- Product name must be included
- Call to action
- Monochrome social icons
- Website URL

Grid System - Websites

DESKTOP

- Full width site (max width 2560px)
- Main content container width: 1170px
- Responsive 12 column grid



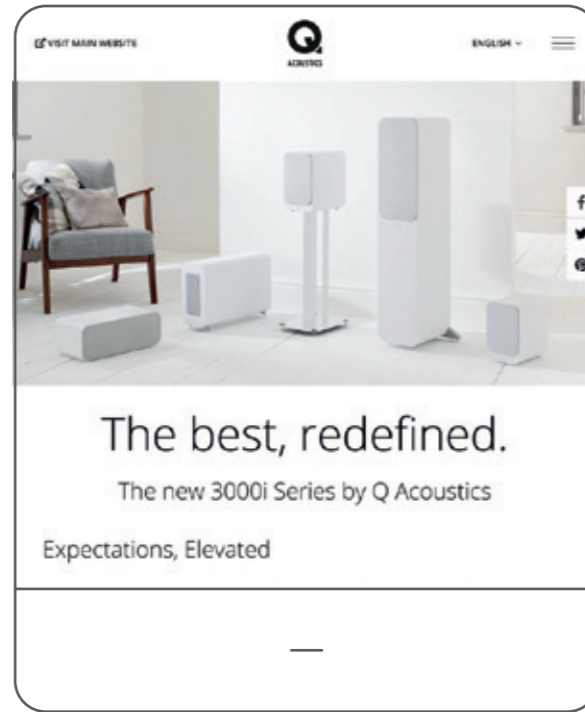
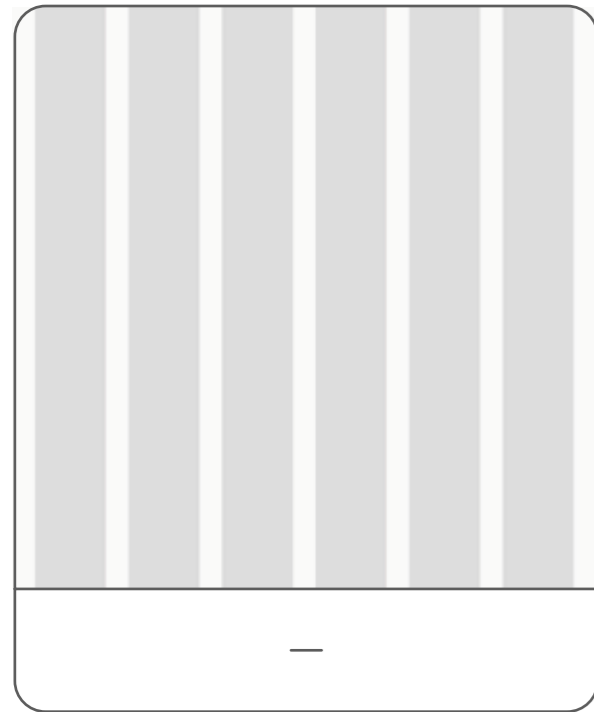
Grid System - Websites

TABLET

Full width site

Main content container width: 768px

Responsive 6 column grid



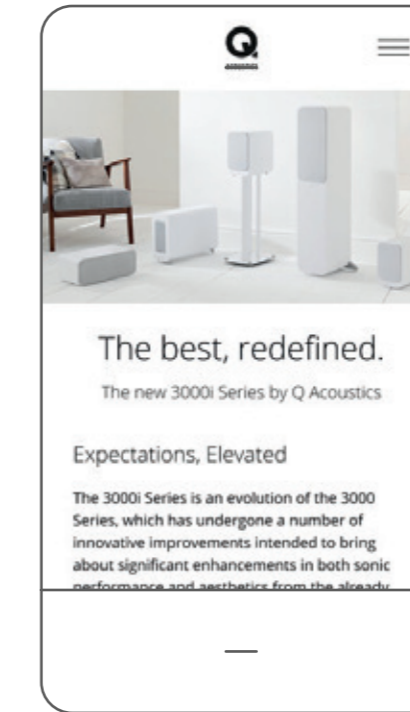
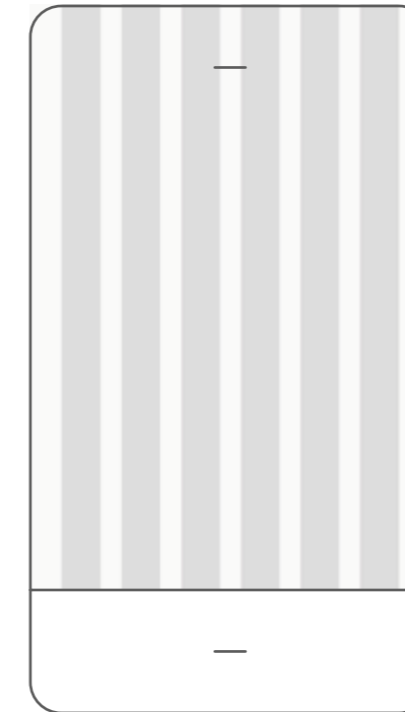
Grid System - Websites

MOBILE

Full width site

Main content container width: 375px

Responsive 6 column grid



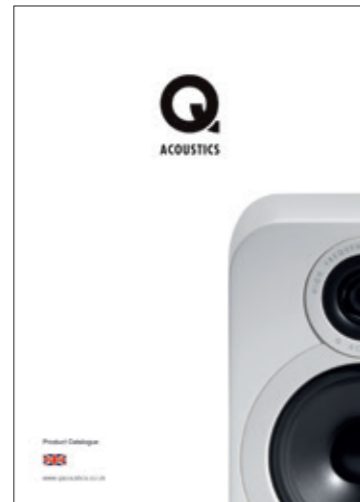
Range Brochure

The range brochure has been designed to work seamlessly for the future of Q Acoustics, under no circumstances is the range brochure to be altered in layout or design, when adding new products all parameters should be followed and adhered to.

SPECS

- 210 x 297 mm
- Cover page minimum 250gsm
- Internal pages 170gsm satin
- Perfect binding
- CMYK

EXAMPLE PAGE TEMPLATES



Front Cover

A clean and intriguing front cover with the Q Acoustics logo following logo guidelines on page 6 as well as title, UK flag and URL.



Introduction Page

An overview of the range highlighting key features and benefits



Product Features and Benefits Page

This page contains further product features, a descriptive text on the benefits, available finishes and awards. A main image is also used.



Product Page

A clear product image showing the front and side view, product name, product type and a description.

Photography

Q Acoustics photography is designed to be both functional and aspirational. We use a combination of clean, high quality studio photography and emotive lifestyle photography to enable us to showcase our products across all media and platforms.



Product Photography - Studio



FRONT



FRONT ANGLE



SIDE



REAR ANGLE

- All products must be photographed in a studio on a white background
- All products must be photographed from the same angles: front, side, front angle and rear angle
- Images must be supplied with a cut out Photoshop path that outlines the product

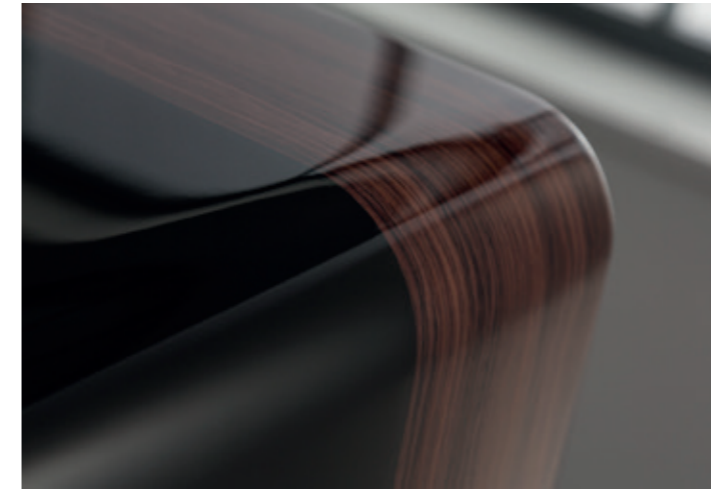
Lifestyle Photography - Example Styles



- Minimalist, contemporary urban styles are used to compliment the Q Acoustic product range
- There must be a low contrast in colour between location, props and furniture used
- Colour palette for a shoot can either be set up with light neutral tones or rich dark tones
- Colour palettes should be consistent for every image from the same shoot
- All different product finishes should be shot from the exact same angle and position
- For each product finish, lighting levels and colour must be identically matched in post production to ensure consistent imagery
- Do not use known well known brand furniture as props in the shoot (eg. Ikea)
- Always aim for a realistic / workable speaker set up, without compromising creativity



- A variety of shots should cover the product in detail from all angles
- Specific images of finishing and technical detailing is always required
- A shallow depth of field is preferred when taking images close up
- Softer lighting is always preferable to high contrast lighting as it allows our finishes and materials to be viewed with greater clarity



Digital and Online

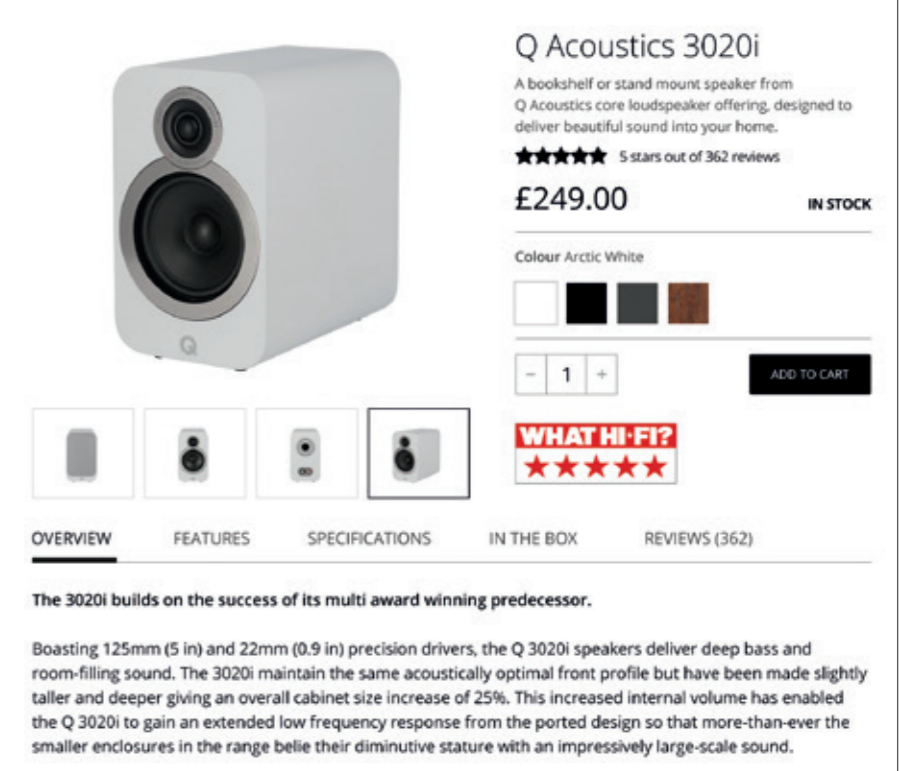
All online materials should be kept up to date with the latest product launches and advertising campaigns, with appropriate landing pages for directing customers to.

Third Party Product Display

Q Acoustics products appear online on many third party websites. To ensure our products are displayed consistently, and with the correct messaging and information, please use the following as a guide when displaying our products on your digital platform.

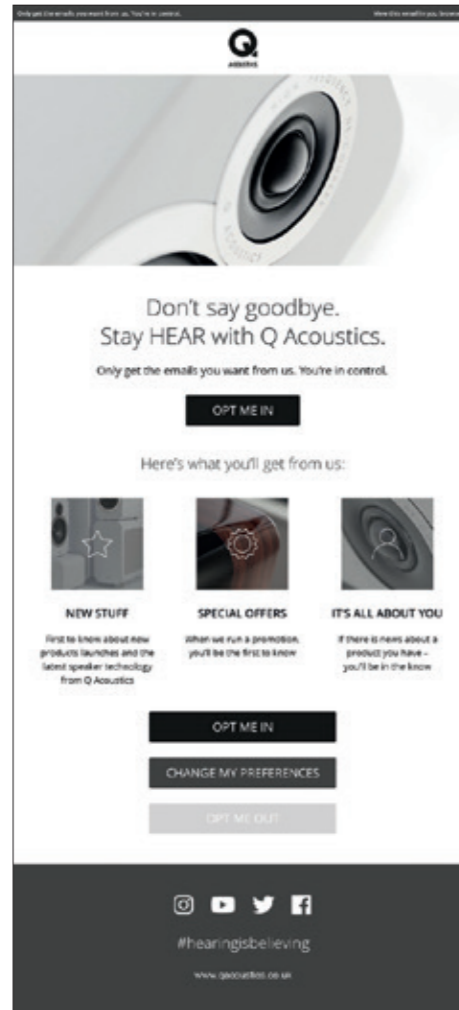
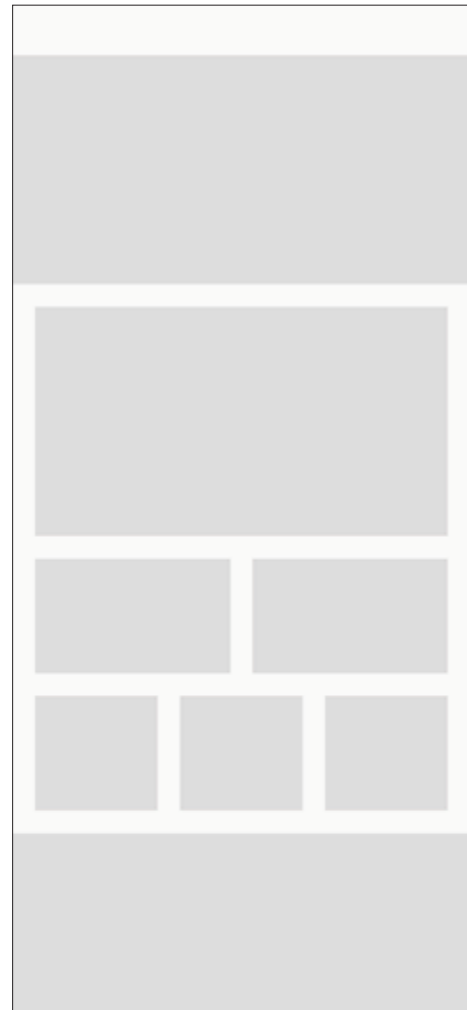
The following content should appear alongside all product online listings (in order of priority):

- Product name
- Product overview
- Price
- Colour choice (if applicable)
- Product media gallery (images and videos)
Note: When embedding video content please always use the YouTube 'embed' tag from the original Q Acoustics channel video
- Awards logos
- Further information should be displayed if room allows. In order of priority:
 - Key features and benefits
 - Product description
 - Specifications
 - "In the box" (what the customer receives in the product box along with the product itself)
 - Customer Reviews



Q Acoustics 3020i
A bookshelf or stand mount speaker from Q Acoustics core loudspeaker offering, designed to deliver beautiful sound into your home.
★★★★★ 5 stars out of 362 reviews
£249.00 **IN STOCK**
Colour Arctic White
- 1 + **ADD TO CART**
WHAT HI-FI?
★★★★★
OVERVIEW FEATURES SPECIFICATIONS IN THE BOX REVIEWS (362)
The 3020i builds on the success of its multi award winning predecessor.
Boasting 125mm (5 in) and 22mm (0.9 in) precision drivers, the Q 3020i speakers deliver deep bass and room-filling sound. The 3020i maintain the same acoustically optimal front profile but have been made slightly taller and deeper giving an overall cabinet size increase of 25%. This increased internal volume has enabled the Q 3020i to gain an extended low frequency response from the ported design so that more-than-ever the smaller enclosures in the range belie their diminutive stature with an impressively large-scale sound.

Email Marketing

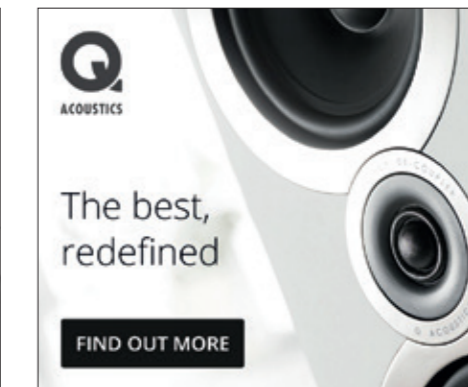
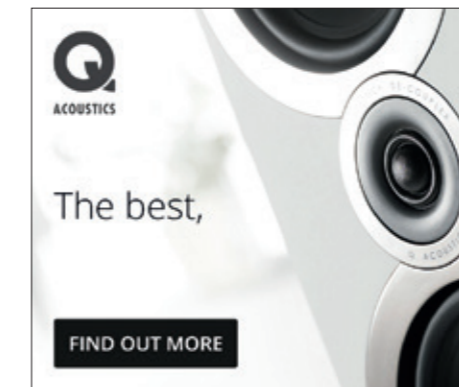
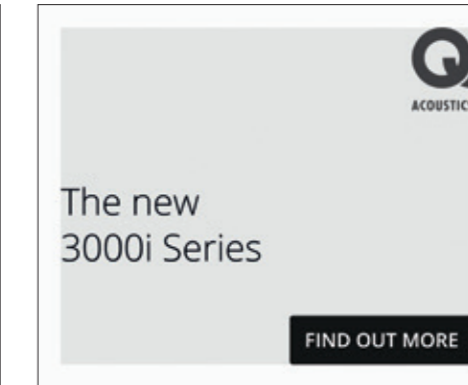
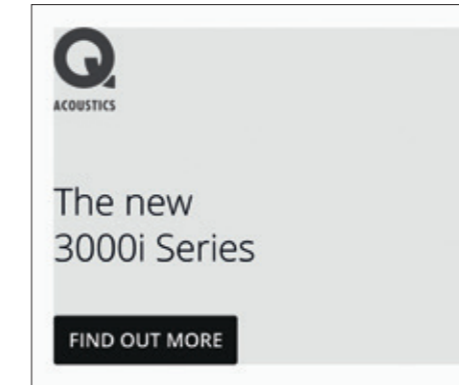


- Minimalist template design
- 1, 2 and 3 column layout can be used (content to reflow responsively on tablet and mobile)
- Preheader with subject line and browser viewing link
- Full width hero image (user clicks to load campaign URL landing page if appropriate)
- Simple hero message in one column, aligned to centre with immediate call to action under
- Secondary content can be added in one, two or 3 column layouts
- Repeat call to action above footer
- Monochrome social icons in footer (user clicks to follow)
- Campaign hashtag in footer (user clicks to load Instagram or Twitter with campaign hashtag search applied)
- Website URL in footer (user clicks to load website)

Display Advertising

MPU

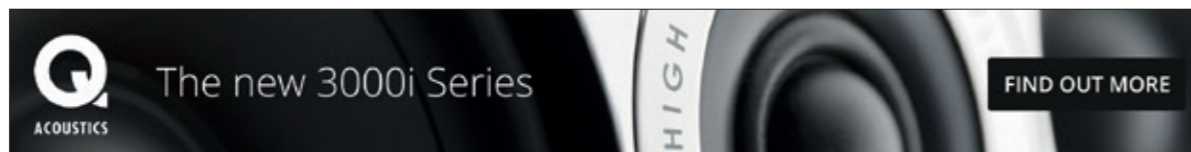
- Ad dimensions 300px x 250px
- 15px margin around content
- Logo must be positioned top left or top right of content area
- Logo minimum width 40px
- Minimum font size for text 20px
- Line height 1.5x font size
- Text must be clearly visible at all times
- Text and image balance must always allow for space within the design
- Call to action button must be positioned bottom left or bottom right of content area
- Format for final ad creative is HTML5
- Smooth transitions and simple fades are best between "slides"



Display Advertising

LEADERBOARD

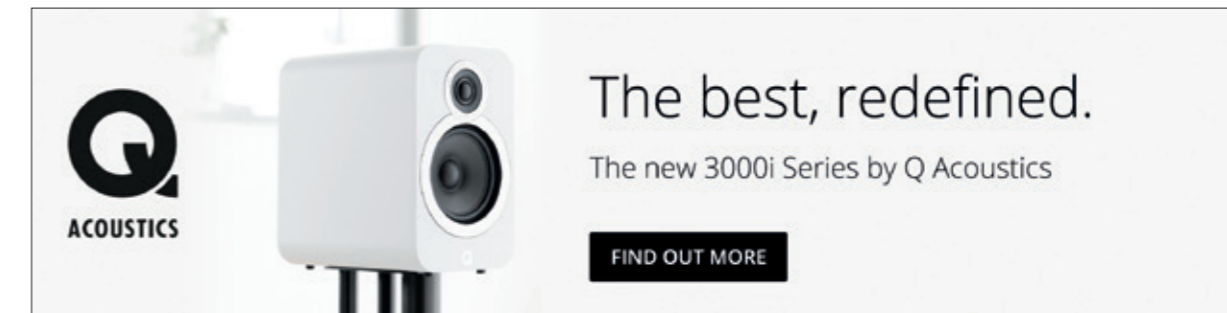
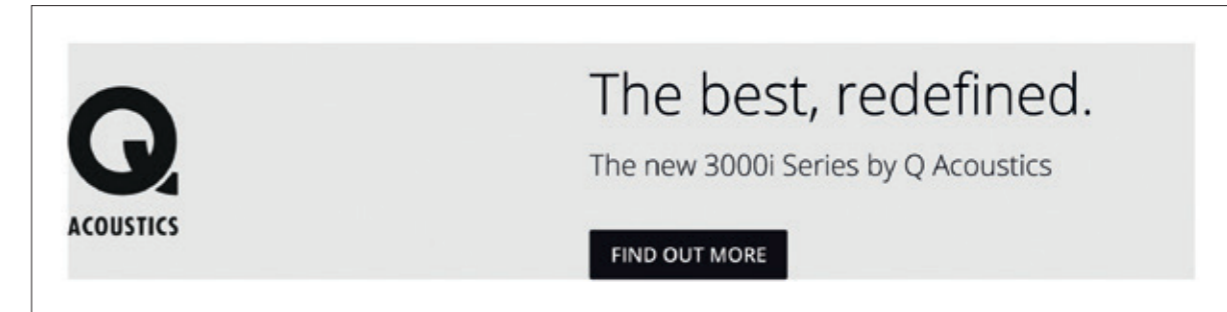
- Ad dimensions 728px x 90px
- 15px margin around content
- Logo must be positioned left edge of content and vertically centred
- Logo height must be 60px
- Minimum font size for text 20px
- Line height 1.5x font size
- Text must be clearly visible at all times
- Text and image balance must always allow for space within the design
- Call to action button must be positioned at the right edge of content
- Format for final ad creative is HTML5
- Smooth transitions and simple fades are best between "slides"



Display Advertising

MASTHEAD/BILLBOARD

- Ad dimensions 970px x 250px
- 30px margin around content
- Logo must be positioned left edge of content and vertically centred
- Logo height must be 120px
- Minimum font size for text 22px
- Line height 1.5x font size
- Text must be clearly visible at all times
- Text and image balance must always allow for space within the design
- Call to action button must be positioned at the left edge of text
- Position of text and call to action can vary depending on image used
- Format for final ad creative is static .jpg



Display Advertising

SKIN

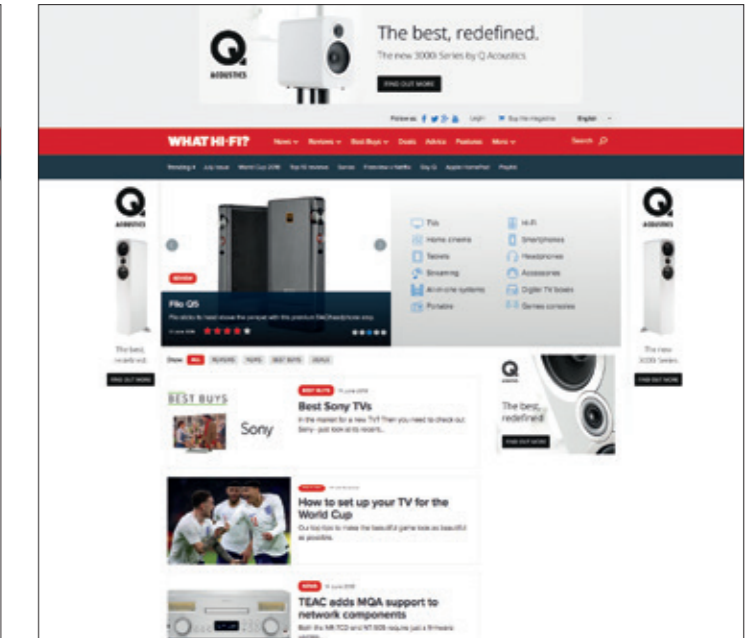
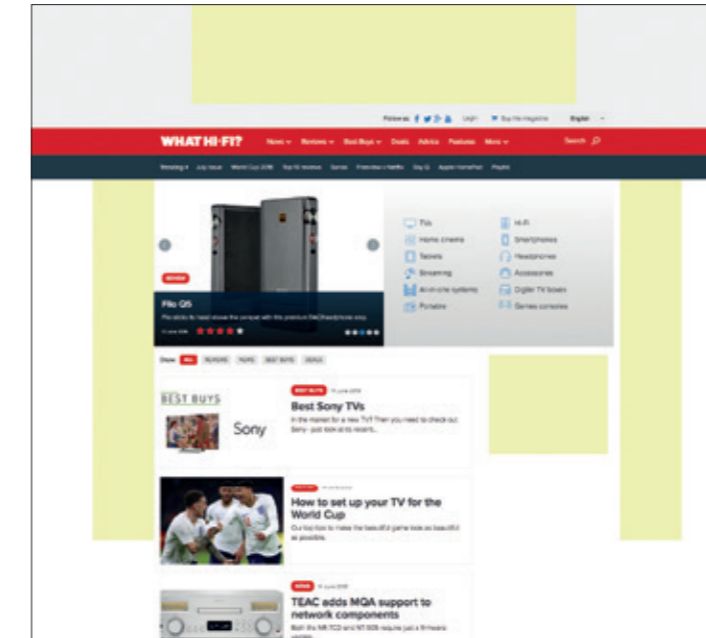
- Dimensions vary - check with third party
- Top margin 20px
- Logo must be positioned centre top
- Minimum logo height 80px
- Minimum font size for text 18px
- Line height 1.5x font size
- Call to action button must be positioned no further than 650px down the page
- Text must be clearly visible at all times
- Text and image balance must always allow for space within the design
- Format for final ad creative is static jpg or png



Display Advertising

TAKEOVER

- Complete takeover of third party website
- Multiple ad creative to cover available ad space: masthead/leaderboard, MPU and skin (highlighted areas)
- Specs for skin vary, please consult third party ad specs for exact size
- All creative must have a consistent message, style and imagery



Social Media

It is essential to follow the current Social Media plan, utilising the most effective channels with a consistent and well planned approach.



AUDIENCE

- Q Acoustics has a wide audience, but the key demographic particularly for Social channels is the young professional market.
- The audience is largely audio savvy, often with awareness of our award winning products. They are looking for both quality and lifestyle and are more interested in proven products than long-term heritage.

IMAGERY AND DESIGN

- Imagery should be from the Q Acoustics assets, ensuring that approved materials are used at all times.
- Design materials should take into account a 'mobile-first' approach; making sure all imagery and text is legible on a small screen. As much as possible, design should always be simple, clean and image-focussed.
- Design dimensions should always adhere to the latest optimum recommended sizes for each Social platform. Make sure imagery displays correctly and is clear.
- Images taken from in store displays, events and customer set ups can be used at your discretion whilst keeping the overall Brand Guidelines in mind.

tone of voice

- The Tone Of Voice should offer a balance between quality and lifestyle; our products are technically adept, but they are also aspirational.
- Don't be afraid to be authoritative on the quality and excellence that has gone into each item, and balance this with a focus on the lifestyle that great audio offers.
- All copy must be well written and grammatically correct; this is an essential part of maintaining our brand.

COPYRIGHT CONSIDERATIONS

- It is essential to only use imagery and video licensed to Q Acoustics; this includes original photography and stock photography.
- When featuring photography or video from other accounts, acknowledge the original creator with @tagging.

Product Launches

Each new Q Acoustics product should have an official Product Launch brand pack, including Product Brochure, Spec Sheet, Advert, Photography and Video.

Product Launch Brand Packs

1. Technical brief (internal use)
2. Content template (internal use)
3. Photography
4. Video
5. Product specific brochure
6. Advert
7. Update to range brochure
8. Updates to www.qacoustics.co.uk
9. Presenter (internal use)
10. Set and communicate an official international launch date
11. Press release
12. Social announcement

EXAMPLE LAUNCH 1 CONCEPT 500

- Technical brief
- Content template
- Photography
- Video
- Product specific brochure
- Advert
- Update to range brochure
- Updates to www.qacoustics.co.uk
- Presenter
- Press release
- Social announcement
- Whitepaper

EXAMPLE LAUNCH 2 M2 SOUNDBASE

- Content template
- Photography
- Video
- Advert
- Update to range brochure
- Updates to www.qacoustics.co.uk
- Presenter
- Press release
- Social announcement



ACOUSTICS

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