

# Branding Guidelines

## Brand Story

### Our Mission

Provide customers with quality products and service at the most affordable prices “thereby supplying value.”

### Our Vision & Values

Value is delivered through Quality, Teamwork and Responsiveness.



**QUALITY CONTROL  
METAL FAB., INC.**

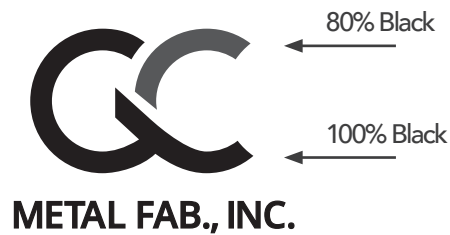
## Logo

The logo is incredibly valuable. It is the face of business and will appear on everything from websites and business cards to email signatures and social media profiles.

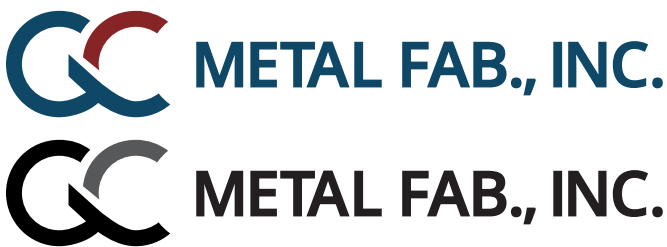
The logo is designed using the characters Q and C as the main elements. Also an acronym for Quality Control, the Q and the C are merged together to create a continuous motion. The clean shapes give the brand a more trustworthy and experienced feel.



### Gray scale and White version



### Horizontal version recommended for letterheads and email headers, available in color, gray scale and white



### Smallest recommended sizes for print



Smallest recommended size (.75" x .5")



Smallest recommended size (1.5" x .25")

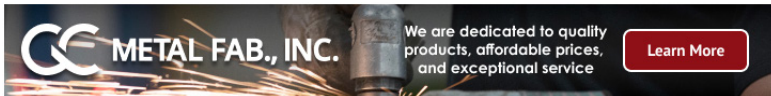
## Logo Usage

The reversed logo can be used over an image only if the background is not distracting and legibility is not an issue.



Example Shown: 300 x 250 banner ad

The reversed logo can also be used as a design element without tag line to make a bigger impact over a solid background only. Quality Control Metal Fab., Inc must be on the page somewhere.



Example Shown: 728 x 90 banner ad

**Do not** distort, stretch or take apart logo elements or alter the color.

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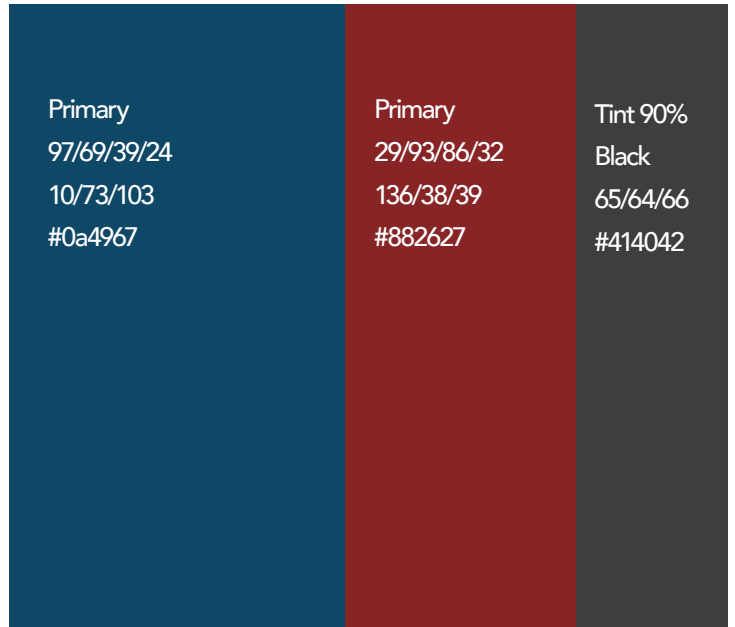


## Color Palette

The brand colors have been updated from a bright primary color palette to more industrial, muted tones to match the metal fabrication industry. They convey a more professional appearance.

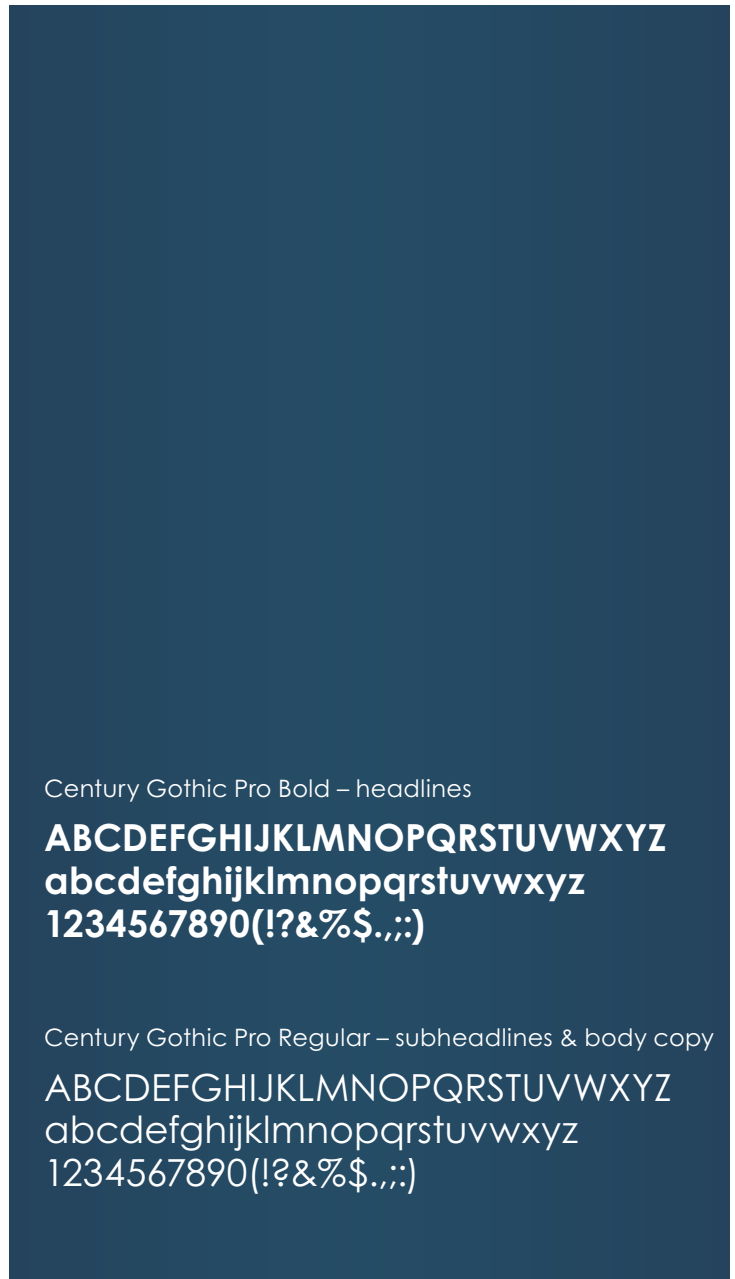
Within the same family, a 90% Tint has been added for body copy in both print and digital mediums.

The colors are strong and industrial with enough visual impact to stand out among its competing companies.



### Large areas of blue

When a large area is flooded with blue (sales brochure cover, business cards or other collateral), the blue gradient should be used to create depth and the look of blue steel.



## Fonts

Century Gothic is a sans-serif typeface in the geometric style common to 20th-century typefaces. It works well on a digital platform because of its sleek sans serif style, while still remaining graceful in print.

Century Gothic Pro Bold – headlines

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(!?&%\$.,:)**

Century Gothic Pro Regular – subheadlines & body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(!?&%\$.,:)