

# Qualitek Labs Brand Guidelines



**Qualitek Labs**  
Delivering Business Confidence

Explore the elements that define our visual identity, from our logo and color palette to typography and imagery.

2024

The background is a solid blue color with a faint, light blue illustration of various scientific and chemical symbols. These include a microscope, test tubes, a beaker, a flask, a dropper, a chemical structure, a water drop, a magnifying glass, and a test tube rack. The symbols are arranged in a circular pattern around the center.

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# Introduction

# 1.1 Purpose of the Brand Guidelines

These guidelines provide a clear and consistent representation of Qualitek Labs' brand identity, ensuring uniformity across all platforms and communications. Adherence to these standards helps maintain the integrity and recognition of our brand.



## 1.2 About Qualitek Labs

Qualitek Labs is a leading provider of testing, inspection, certification, R&D, and consultancy services across various industries. We offer innovative solutions with NABL accreditation and recognition from major regulatory bodies, ensuring superior quality and compliance.





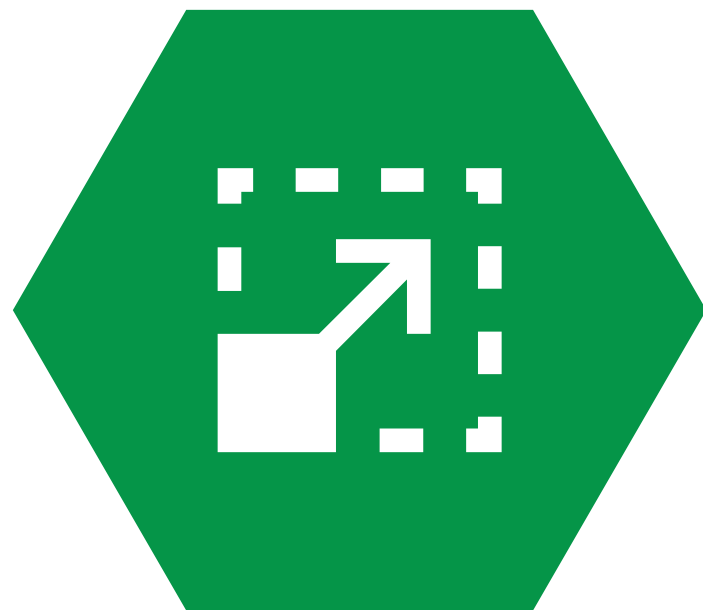
The background is a solid blue color with a faint, light blue illustration of various scientific and chemical symbols. These include a microscope, test tubes, a beaker, a flask, a dropper, a chemical structure, a water drop, a test tube rack, a Bunsen burner, and a beaker with a stirrer. The text '2' is positioned in the upper right area of the slide.

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# Logo Usage

# Reminders for Our Brand

DON'T FORGET



Symbol Size  
and Spacing



Color Palette



Font Size  
and Spacing

## 2.1 Logo Design

- **“Q” Symbol:** Represents “Qualitek,” combining “Quality” and “Technology.” The binary code within it symbolizes digital precision and data-driven processes.
- **Checkmark:** Signifies accuracy, reliability, and quality assurance, with green representing growth and safety.
- **Binary Code (01010101):** Highlights technological precision and the lab’s focus on data-driven accuracy.



**Qualitek Labs**  
Delivering Business Confidence

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## 2.1 Logo Design

- In terms of color, we carefully selected a palette that embodies our brand's essence. The dominant hues of green symbolize vitality and trust, while complementary colors enhance our high-tech image. This thoughtful color scheme enhances our brand's visual appeal while effectively communicating our values of innovation, safety, and environmental responsibility, all aligned with our mission to promote sustainable practices.



**Qualitek Labs**  
Delivering Business Confidence

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## 2.2 Logo Variations

**Primary Logo:** Full-colour version for most uses.



[Download logo](#)



## 2.3 Logo Variations

**Secondary Logo:** Simplified or monochrome version for use on dark backgrounds or in contexts where color is not available.



## 2.4 Clear Space & Minimum Size

Ensure a minimum clear space around the logo equal to the height of the checkmark to maintain visibility and impact. The minimum size should not be smaller than [specify size] to ensure legibility.



## 2.5 Incorrect Usage



Do Not Distort :



Do Not Change  
Angles:



Do Not Re-  
arrange :



## 2.5 Incorrect Usage



**DO NOT** change the color.  
and typeface



**DO NOT** crop  
the logo.



**DO NOT** add  
shadows or effects.



**DO NOT** blur  
the logo.



**DO NOT** put over  
another illustration



**DO NOT** place the logo  
over a busy visual



# Do's



## Use Official Color Palette

Ensure you use the brand's specified colours in all assets.



## Typography Consistency

Use the specified fonts and styles in the brand guidelines for all written communications.



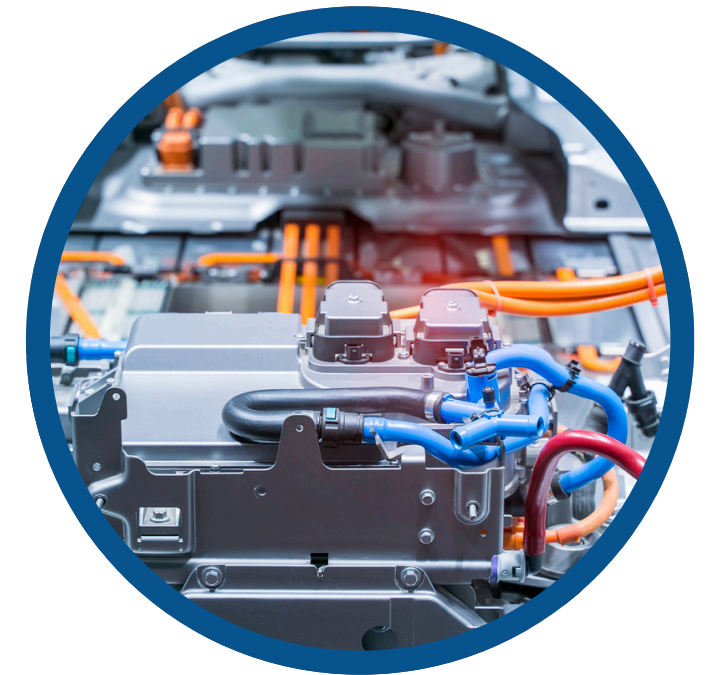
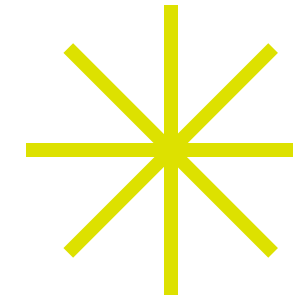
## Follow Imagery Style

Use photography and illustrations that match the brand's aesthetic.



## Consistent Messaging

Ensure the message delivered is aligned with our brand values.



# Don'ts



## Modify the Logo

Do not alter, distort, or change the logo colours without permission.



## Misuse Design Elements

Refrain from using brand graphic elements inconsistently with the guidelines.



## Inappropriate Color Usage

Avoid using unauthorized colors for brand representation.

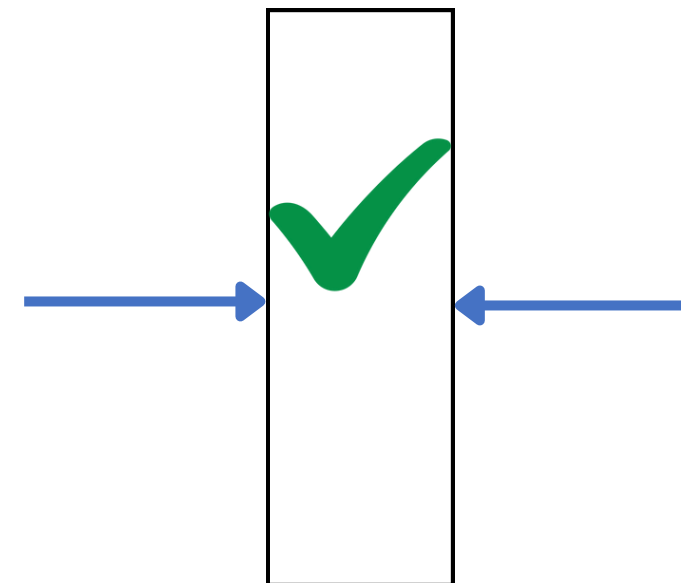
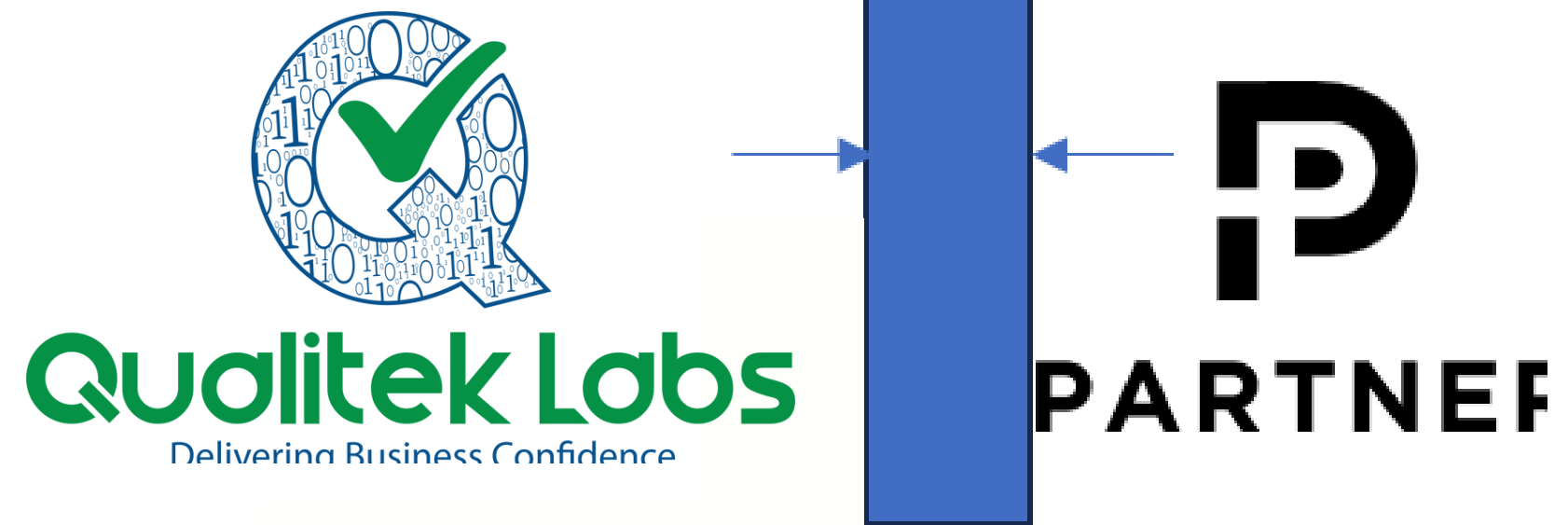


## Conflicting Messages

Avoid communications that contradict or obscure our brand message.



## 2.4 Co-Branding



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Tagline

## 3.1 Tagline Statement

"Delivering Business Confidence"



**Qualitek Labs**

Delivering Business Confidence

## 3.2 Usage Guidelines

Incorporate the tagline "Assuring Integrity, Trust & Confidence" consistently alongside the logo in all marketing materials. The tagline should always be presented in conjunction with the logo and **should not be used as a standalone element.**



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# Color Palette



## 4.1 Primary Colors

- **Prussian Blue: #283967**

C:96 M:85 Y:32 K:21

Symbolizes trust, reliability, and professionalism.

- **Maroon: #8a2c2d**

C:29 M:91 Y:81 K:30

Represents strength, determination, and commitment.



HEX: #06538E



HEX: #059548

## 4.2 Secondary Colors

- **Black #000000**  
C:75 M:68 Y:67 K:90
- **Snow White #ffffff**  
C:0 M:0 Y:0 K:0
- **Grey #E7E6E6**  
C:8 M:6 Y:7 K:0



HEX: #000000

HEX: #ffffff

HEX: #E7E6E6

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Typography

# 5.1 Primary Typeface

- Font Family: **NEXA font family**
- Usage: Headlines, body text, and digital content.

Typeface Header Text

Light

Reguler

**Bold**

AaBb

Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890#  
@!~{}

[Download Font](#)

## 5.2 Secondary Typeface

- Font Family: **Open Sans font family**
- Usage: For additional text elements or supporting information.

Typeface Body Text

Light

Reguler

**Bold**

AaBb

Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890#@!  
~{ }

[Download Font](#)



## 5.3 Typography Guidelines

Regular

SemiBold

- Use primary typeface for all main text.
- Ensure readability and maintain consistency in font sizes across all materials.

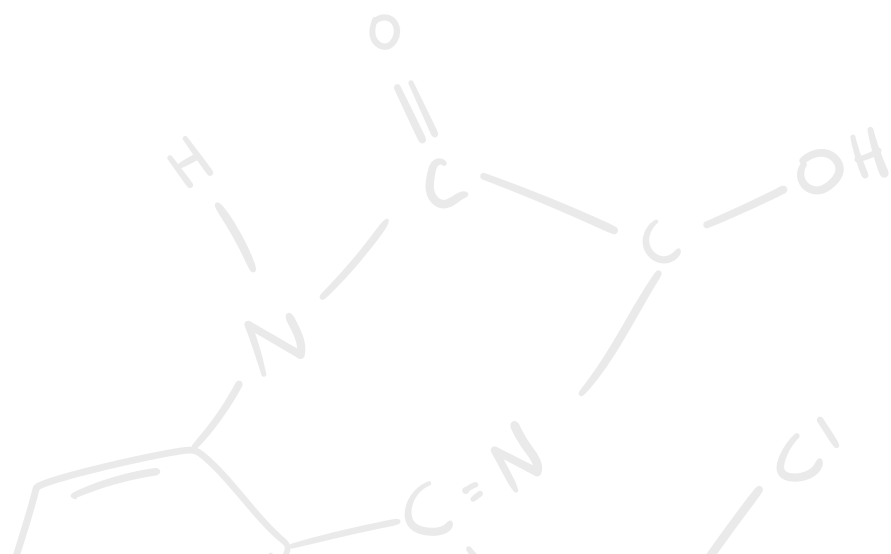
The background is a solid blue color with a faint, light blue illustration of various scientific and chemical symbols. These include a microscope, test tubes, a beaker, a flask, a chemical structure, a water droplet, a Bunsen burner, and a rack of test tubes. The text '6' is positioned in the upper right area of the slide.

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# Tone of Voice

## 6.1 Brand Voice

Professional, reliable, and reassuring. Communicate with clarity and confidence, reflecting our commitment to excellence.



## 6.2 Messaging Guidelines

- ✓ Use clear, concise language.
- ✓ Emphasize integrity, trust, and compliance in all communications.



# Contact Information





# Brand Management

For any questions or clarifications regarding the brand guidelines, please contact -

**Pankaj Gupta**  
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