

# USE OF BRAND GUIDELINES





# Introduction

Welcome to the THINK B.I.G. QAI Brand Identity Guidelines. This document contains guidelines for QAI clients regarding when and how to properly use elements of the QAI brand.

QAI has evolved and grown over the past 25+ years and has positioned itself as a premier provider of Testing, Inspection, and Certification services tailored to our client's needs. Being recognized as a brand takes hard work, consistency, and time. QAI's brand identity guidelines are designed to protect the QAI brand, promote consistency, and avoid confusion over claims of QAI certification.



# VISION

*To be the trusted source of conformity assessments through knowledge, excellent service, and continual development.*

# MISSION

*QAI's purpose is to provide our clients with reliable conformity assessments and market access while maintaining the trust of society.*



# Use of Logo, Certification & Approval Marks

QAI encourages clients to use the QAI logo within their marketing and promotional literature. There are a few main categories of QAI logos described in this document:

1. The QAI Brand Logo that may be used within promotional material of Listing clients only.
2. The Listing or product approval mark that may be used on the label of listed products.
3. Testing Only Clients may use the `Tested By QAI` logo.
4. Inspection Only Clients – may use the `Inspected By QAI` logo.

QAI may grant listing or approval marks to our clients after their product(s) have been evaluated to show compliance with standard requirements and the requirements of the QAI Listing program. Use of such mark may require executing the QAI listing agreement and written authorization from QAI to use the Listing mark. Listing marks may only be used on product(s) that continue to comply with the QAI Listing program, and while the listing document is valid. Listing marks may not be used under any other circumstances.

QAI's Listing Clients may also use the QAI Brand Logo, referenced later in this document, in other marketing material to highlight that their products are certified by QAI.

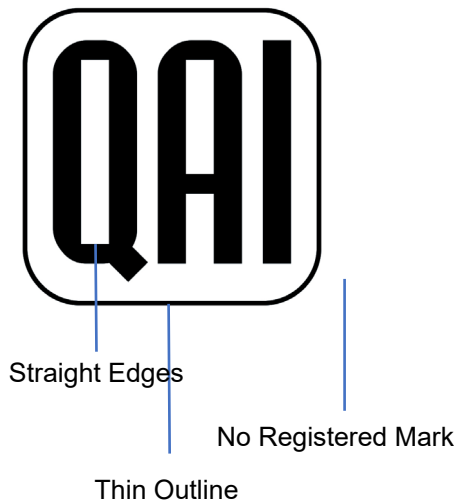
Clients involved in testing, special inspection, or field evaluation may not use the QAI Brand logo or Listing Marks. These logos are only for clients with an ongoing QAI Listing. However, these clients may use the "Tested By" or "Inspected By" logo, as applicable, as referenced later in this document. See "Other Instructions" at the end for more information.



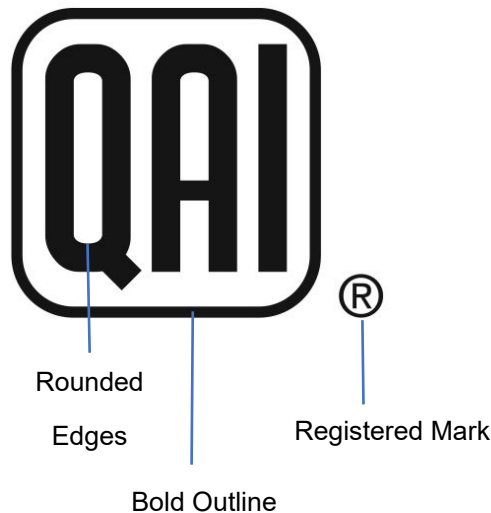
Under all circumstances the client must submit a draft copy of material depicting use of QAI logo for review. QAI shall ensure the reference to logo is accurate and is not misleading as to the scope of the QAI Listing in any way.

## Brand Guidelines

### 1. QAI Brand Logo



### 2. QAI Listing Mark





### 3. Tested By QAI Logo



### 5. Inspected By QAI Logo





## QAI Listing Mark Instructions

- The QAI Listing mark is available in JPEG, PDF or AI (Adobe Illustrator) format. Certified clients are sent the appropriate Listing mark with the 'us', 'c' or other indicators depending on the Listing granted by QAI. In certain instances, the Listing mark may also have a descriptor associated with it such as COMPONENT, VERIFIED, RV, or NRTL.
- The QAI Listing marks are available in inverse color configurations (white on black or black on white).
- Your QAI listing report contains detailed instructions on use of the product Listing Mark, and other relevant information required on the product label.
- The client must provide to QAI a draft of their product marking prior to reproducing the logo. QAI will verify the product marking meets the requirements of the QAI Listing program.
- Clients must agree to the QAI Listing Agreement before any use of the QAI Listing mark.
- The QAI Listing mark may not be applied to the product or publicized by the client until the Listing is formally granted by QAI in writing.
- The QAI Listing mark may only be used in reference to specific product models or configurations in which QAI has granted Listing. For example, if you manufacture two products but only one product is Listed by QAI, the product marking must be clear to the average reader that the Listing mark only applies to the Listed product.
- While there is no minimum size for the QAI Listing mark, the mark must be large enough to be legible to the average person when applied to the product.

Please contact your Project Manager  
for inquiries about QAI's Listing Mark



## QAI Brand Logo Instructions

The QAI Brand Logo may be modified as follows, to achieve the best contrast for the marketing material. The QAI brand logo may not be applied to the product label; only the QAI Listing mark described above may be placed on the product label.

### *QAI Blue:*

- Color Code: #004264
- RGB Code: R: 0 G: 67 B: 101
- CMYK Code:  
C:100 M: 73 Y: 38 K:24



### *QAI Black:*

- Color Code: #000000
- RGB Code: R: 0 G: 0 B: 0
- CMYK Code: C: 0 M: 0 Y: 0 K:0



The QAI Brand Logo is available in inverse color configurations, and other colors may be acceptable as per prior request, which would be evaluated and approved in writing by QAI.

The client is requested to provide to QAI a draft of their marketing material incorporating the QAI Brand logo prior to publication. QAI will verify the marketing material is using the QAI Brand logo in an appropriate way and claims of QAI Listing are clear.





## Other Instructions

- For specific questions on the use of the QAI listing mark or QAI brand logo for marketing materials, please reach out to your project manager.
- Testing only and inspection only clients are not allowed to use the QAI Listing mark or Brand logo in their advertising but may use the “Tested by QAI Logo” or “Inspected by QAI Logo”, as applicable, accompanied with a link to QAI.org website, as long as the use is not misleading.
- QAI testing client may publish their test reports, but test reports must always be published in their entirety.
- Field Evaluation and Special Inspection Clients may not use the QAI Listing mark or QAI Brand logo in their published materials. However, they can use the “Inspected By QAI” Logo, accompanied with a link to QAI.org website.



Please contact QAI Marketing  
Department with questions

 [info@qai.org](mailto:info@qai.org)