INSTRUCTIONS FOR THE USE OF THE Q CELLS LOGO

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The color system used for the logo must be appropriate for printing or digital technology. The colors specified above are mandatory. However, actual colors may vary from the color fields shown here due to printing processes. The different color systems must not be digitally converted automatically, but must always be entered manually in accordance with the list above.

The logo serves as an emblem for the company and must therefore be used very carefully. This also includes ensuring there is protected space around the logo. No other elements, such as images, texts, or partner logos, may infringe on this protected space. The minimum white space around the logo is equal to 50% of the logo height.
A logo’s impact and visibility are largely determined by the choice of background. You should therefore aim to achieve the greatest contrast possible between individual colors.

**ORIGINAL LOGO**

The basic version of the logo shown here is always used for white background surfaces.

**SPECIAL CASES**

- **2.1 On unchangeable backgrounds that do not correspond to the CI**
  - INCORRECT

- **2.2 For black and white applications**
  - INCORRECT

- **2.3 On black backgrounds**
  - INCORRECT

- **2.4 On fluorescent colors**
  - INCORRECT

**POSTIONING ON COLORED BACKGROUNDS**

For promotional material whose background color cannot be changed such as images on the Internet.

- On the Internet, the logo will always be used in RGB and with a white background. On promotional materials, if the coloring cannot be altered, the logo should be placed within a white box.
**Positioning and Alignment**

**Positioning on a page layout**

1. The logo should preferably be positioned in the lower, right-hand section of a page layout. It can also be placed in the upper section, but always in a right-hand position. You should always choose a plain, monochrome, or white space as the background.

2. If a photo is used, the logo must be placed in an uncluttered part of the image to ensure that it is perfectly visible.

**Positioning on photos**

**Alignment with the baseline**

If the logo is placed next to text, care must be taken to ensure that the logo baseline matches the baseline of the text.

**Logo combinations**

When different logos are combined, it is preferable to place the Q CELLS logo in the end position. You must also ensure the logo is aligned with the baseline and protected space in such cases.

**Improper Positioning Examples**

- Incorrect positioning and alignment of logos.
- Incorrect squeezing and stretching of logos.
- Incorrect intermixture of text and logo.

**Lorem Ipsum Filler Text**

You are probably sitting in a presentation and passing the time reading through this text. In doing so, you slowly realize that this is only a filler text and has nothing to do with your product. As you feel you have been caught out, you nevertheless continue to read quietly. As you very well know, a filler text serves only two purposes: first of all, it should roughly correspond to the number of character spaces to be used in the final text. Secondly, it helps to design the layout. That's all. Just one more thing: filler text is not supposed to be read. Now that you know this, you should slowly but deliberately raise your head and stop reading. Just act as if nothing happened.