INSTRUCTIONS FOR THE USE OF THE Q CELLS LOGO

CONTACT

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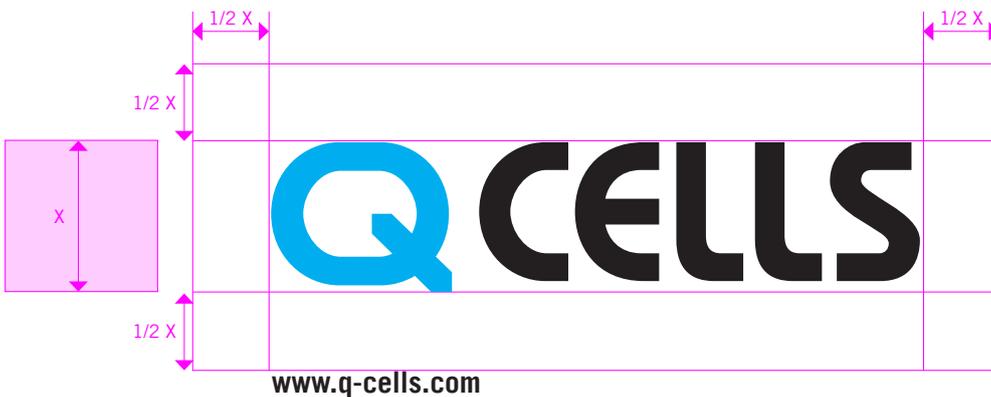06766 Bitterfeld-Wolfen
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Q CELLS

LOGO Coloring and Protected Space

① →

② ↗

	PANTONE	CMYK	HKS	RAL	RGB
1	Process Cyan (Euroscale)	100/0/0/0	HKS 47	RAL 5015 Sky blue	0/166/214
2	Pantone Black	0/0/0/100	HKS 88	RAL 9005 Deep Black	0/0/0

1/2 X   1/2 X

1/2 X

X

1/2 X

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PANTONE/EUROSCALE/HKS/RAL

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.**

PROTECTED SPACE

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.

LOGO | Variations

ORIGINAL LOGO

ON WHITE BACKGROUNDS

ON DARK BACKGROUNDS

SPECIAL CASES

2.1 ON UNCHANGEABLE BACKGROUNDS THAT DO NOT CORRESPOND TO THE CI

SPECIAL CASES

2.3 ON BLACK BACKGROUNDS

2.2 FOR BLACK AND WHITE APPLICATIONS

2.4 ON FLUORESCENT COLORS

POSTIONING ON COLORED BACKGROUNDS

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

• 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.

LOGO | Positioning and Alignment

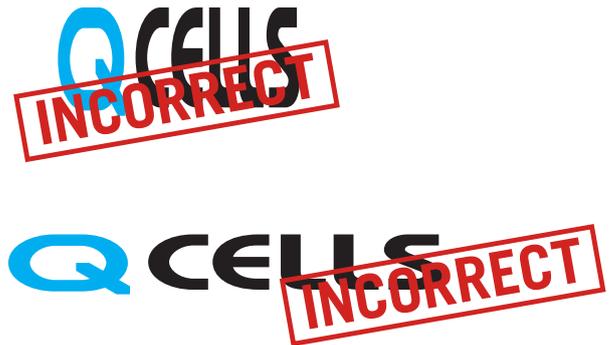## POSITIONING ON A PAGE LAYOUT

POSITIONING ON PHOTOS
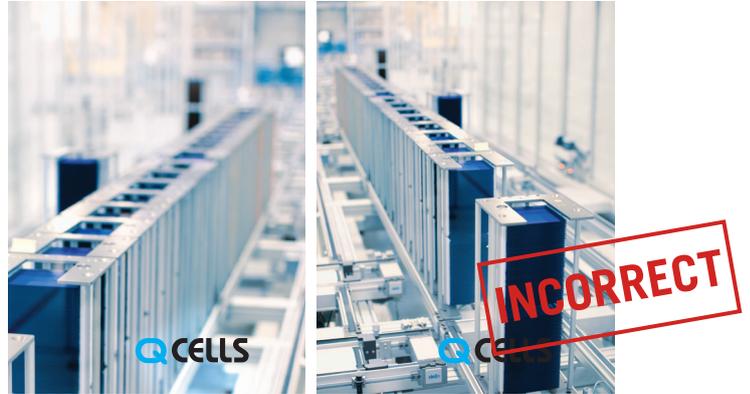
ALIGNMENT WITH THE BASELINE

Baseline

SQUEEZING AND STRETCHING

ALIGNMENT IN THE CASE OF LOGO COMBINATIONS

NO INTERMIXTURE OF TEXT AND LOGO

Unt verit volor ipsum ametue magnis eugait, susto dolum ipisi. Ros ex euismod diamet, venim quat. Gue **Q CELLS** et alis aciduis amet lan etue eum irilis acil in ve lit nim zzriuscin hemiam real.
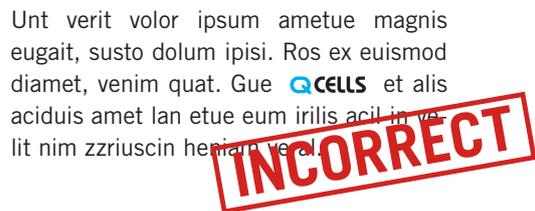
POSITIONING AND BACKGROUNDS

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.

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.