

# QSC Partners Artwork Validation Process

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## Partners Graphic Department Training

In order to establish a constructive and mutually beneficial collaboration, QSC Live Sound Marketing Department requires that all business partners' graphic designer(s) are trained adequately. The aim is to ensure consistent brand presentation across all media, and all around the world. A regular contact with the person(s) executing the artwork creation is expected.

QSC Live Sound Marketing Department will soon deploy and share a video presentation about QSC Brand Style that all business partners' graphic designer(s) must watch, complemented by an electronic sign-off confirmation that will be returned to QSC. Details to follow soon.

## New Artwork Requests

QSC Live Sound Marketing Department requires that each business partner's new artwork request follows the principles and rules mentioned below:

- All requests must be submitted using the **QSCRep.com** platform in order to keep track of each project appropriately.
- Minimum lead-time: **2 weeks** (possibly more, based on the type of project). If a single project encompasses many different deliverables, this lead-time must be adjusted accordingly.
- Accurate specifications and formatting must be included in each request handled by QSC Live Sound Marketing Department. Specifications should include:
  - Ad or banner dimensions needed
  - Trim dimensions
  - Bleed dimensions
  - Live Area dimensions
  - File Format requirements i.e. print-ready PDF (300 dpi)
  - Where to send the finished artwork
  - Point of contact from your company and who will be managing the request
- Regular communications with QSC on the project development are requested until approval.

## Partners' Artwork Approval Process

QSC Live Sound Marketing Department needs to approve any artwork related to the QSC brand produced by its business partners prior to deployment. Such artwork quality validation is required.

- Any artwork, which includes the QSC logo, or QSC product(s), must abide by the QSC Brand Style Guide and Technical Style Guide and must be approved by QSC Live Sound Marketing Department. Brand Style Guide can be found on QSCRep.com
- All such artwork must be submitted to QSC Live Sound Marketing Department via the following email – [marketing.approval@qsc.com](mailto:marketing.approval@qsc.com) - by providing one, or more, low-resolution file(s) in PDF, JPEG, PNG, etc, formats.



- QSC Live Sound Marketing Department response time is generally within 2 business days.
- Once approved by QSC Live Sound Marketing Department, the artwork cannot be modified any further without obtaining prior authorization.

Examples of artwork, which need to be submitted to QSC:

- Print advertisements
- Web banner ads
- Store signage, pop-up banners
- Videos
- Tradeshow graphics
- Apparel - Shirts, Hats, etc,
- Campaigns or promotions graphical assets

Thank you for your collaboration in our global effort to create an outstanding brand experience with QSC products and services.

**QSC Live Sound Marketing Department**