

The *Play Out Loud* graphics package is comprised of three visual treatments.



1  
Repeating logo type pattern interacting with high-contrast black-and-white clipped imagery.



2  
Blue colorized imagery with black-and-white logo/type elements.



3  
High-contrast black-and-white full-bleed imagery, blue and white logo/type elements and a *PLAY OUT LOUD* logotype that runs edge-to-edge.

*Play Out Loud* treatment 2 and 3 layouts maintain a consistent “feel” through a visual checklist that has less to do with to-the-pixel placement rules and more with visual priority, the perceived weight of objects and emotionally intense imagery.

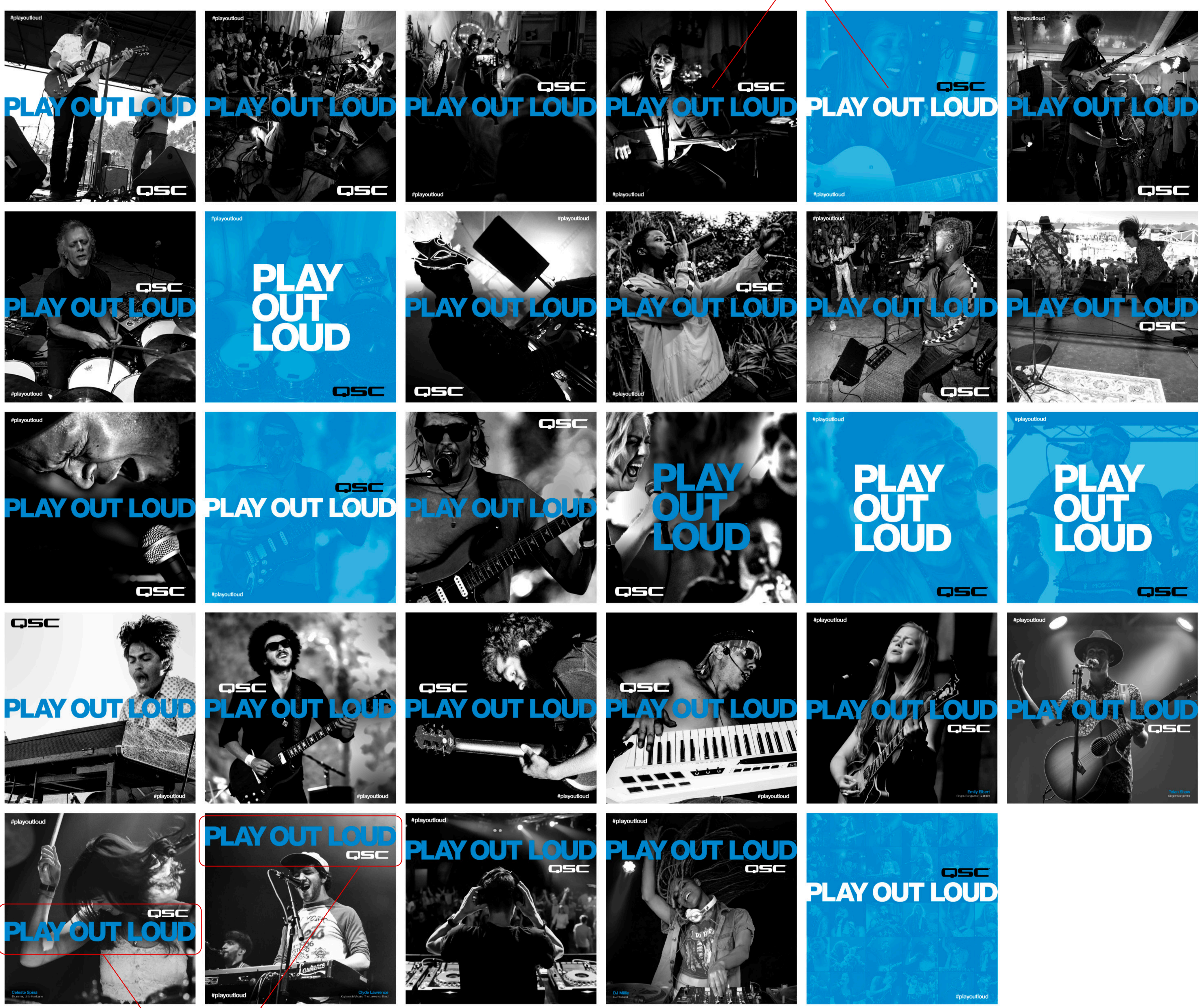


The POL/QSC logos' visual priorities can be defined as roughly 70/30 percent.

The actual pixel dimensions of logo and type elements cannot be quantified as the weight of an object is relative to its immediate background, it's color and proximity to other objects and the canvas boundaries. Instead, place and size the elements based on the 70/30 ratio.

When executing POL visual treatments 2 and 3 consider that placement and size of the logo and type elements is determined by the imagery rather than some pre-defined pixel dimensions.

The POL horizontal logotype is run edge-to-edge, bleeding off the canvas.



The POL and QSC logos should maintain a roughly 70/30% size in relation to each other.

Clearly, the placement of logo and type elements is not consistently to-the-pixel. Yet the layouts have an unmistakably consistent feel. At first glance, *Play Out Loud* layouts have instant brand identity.

## Approvals

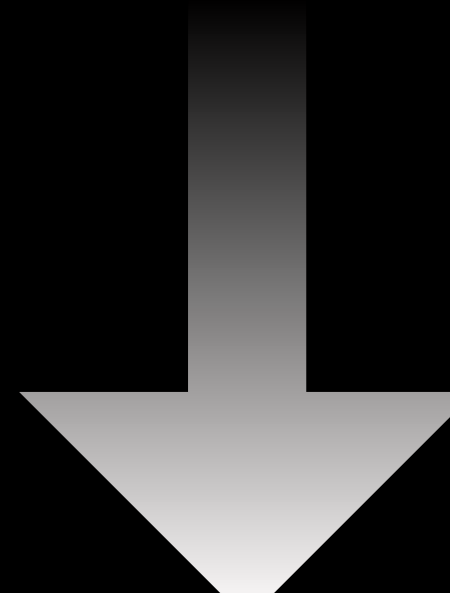


### LAYOUT APPROVAL

All QSC layouts must be approved by QSC Marketing before they are released. Most approvals take less than 24 hours. Please send low-resolution proofs to **Carl Olaco**.

### APROBACIÓN DEL DISEÑO

Todos los diseños para QSC deben ser aprobados por QSC Marketing antes de su lanzamiento. La mayoría de las aprobaciones se otorgan en menos de 24 horas. Por favor envíe pruebas de baja resolución a **Carl Olaco**.



**CARL OLACO**

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