


**LOUD PLAY
LOUD OUT
LOUD™**

Campaign Usage Guidelines



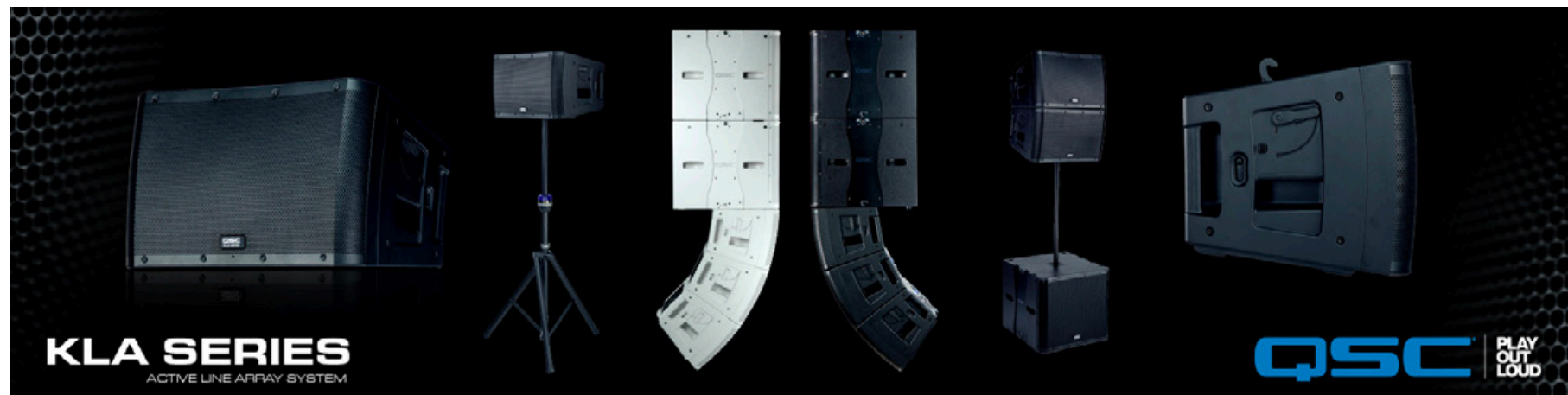


The *Play Out Loud* campaign is an expression of the QSC's dedication to instilling artists and performers with the confidence to enthusiastically and passionately connect with their audiences. It is a ***pure branding campaign*** much like Nike's *Just Do It* as *Play Out Loud* focuses solely on the brand instead of product-centric messaging.

Play Out Loud can be appear in two different formats — in a *product-focused* layout as an appropriately sized, approved logo; or in a *customer-focused* layout with no product imagery or messaging present.

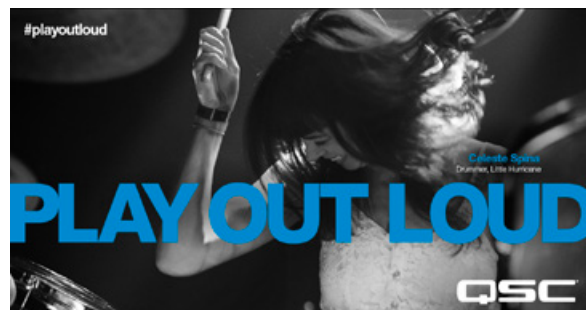
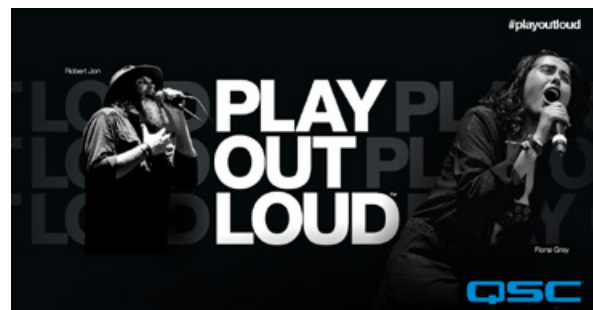
1. Product-Focused

(Logo only)



2. Customer-Focused

(Layouts available on QSCRep; absolutely no product imagery or messaging)





The *Play Out Loud* logo must be used in one of its two established formats — Dual lockup or solo — **but always with the QSC logo present in the same layout.** This applies to all types of layouts including print, web, mobile, motion, large-format and premium items such as t-shirts, stickers and coffee mugs.



QSC/Play Out Loud *Dual Lockups*

The *Play Out Loud* logo can be used in the two lockups and the color combinations shown below.



Play Out Loud Solo Logotypes

In instances where the *Play Out Loud* logo is not mated to the QSC logo, it can be utilized in the two lockups and colors shown below.

**PLAY
OUT
LOUD™**

**PLAY
OUT
LOUD™**

PLAY OUT LOUD™
PLAY OUT LOUD™

**PLAY
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LOUD™**

**PLAY
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LOUD™**

PLAY OUT LOUD™
PLAY OUT LOUD™

Colors

All *Play Out Loud* logo files include predefined RGB, CMYK or PANTONE colors shown here.

RGB: #127BBE

**PLAY
OUT
LOUD™**

CMYK: 100/40/0/0

**PLAY
OUT
LOUD™**

PANTONE: 300C

**PLAY
OUT
LOUD™**

RGB: #000000

**PLAY
OUT
LOUD™**

CMYK: 0/0/0/100

**PLAY
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PANTONE: Process Black

**PLAY
OUT
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Clearspace

Whenever the Dual Lockups or Solo Logotypes are used they must be given an appropriate amount of surrounding space including between other objects as well as page trim. The below dimension "C" is defined as 50% of the logotype's x-height and should be allowed for when the logo is placed in any layout.



Usage Examples

SOLO



TouchMix-30 Pro


Receive \$200 back on your new TouchMix-30 Pro

Reward Yourself REBATE


Offer is valid in the USA and Canada, excluding Quebec, between October 1, 2018 and March 31, 2019.

The TouchMix-30 Pro rewards you every day with its seamless ability to work like you do – on stage or in the studio. Record. Rehearse. Perform. No single mixer does more for less. And now, the rewards of owning a TouchMix-30 Pro are ever greater with **\$200 back when you purchase your new TouchMix-30 Pro from zZounds.com.**

So, go ahead and reward yourself today. You deserve it. But don't wait, because like all good things, this offer will come to an end.



\$200 rebate





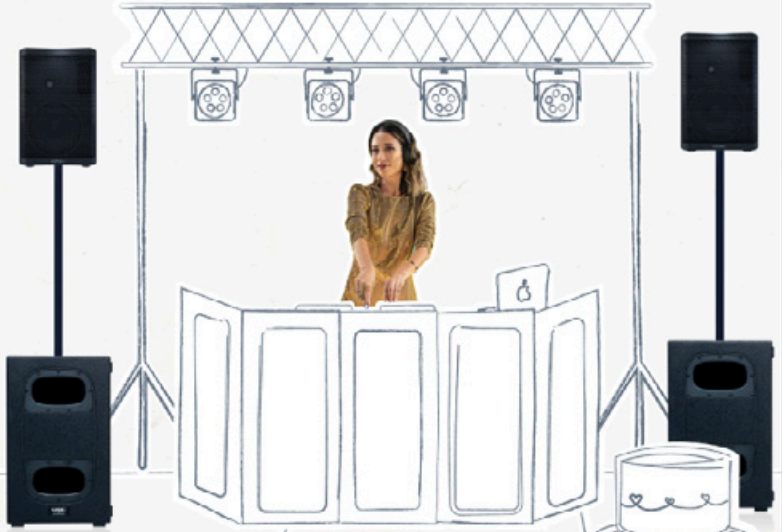
PLAY OUT LOUD

QSC

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IN LOCKUP

Dedicated to performers everywhere.



qsc.com/cp

QSC | **PLAY OUT LOUD**

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Usage Examples (Cont.)



SOLO

The Solo "stacked" logo centers horizontally as shown below; when center-aligned, the right margin falls at the right edge of the "Y."

Misuses

The *Play Out Loud* logo should never be re-created, nor should new lockups ever be created as shown in the below examples.

Play Out Loud

PLAY OUT LOUD

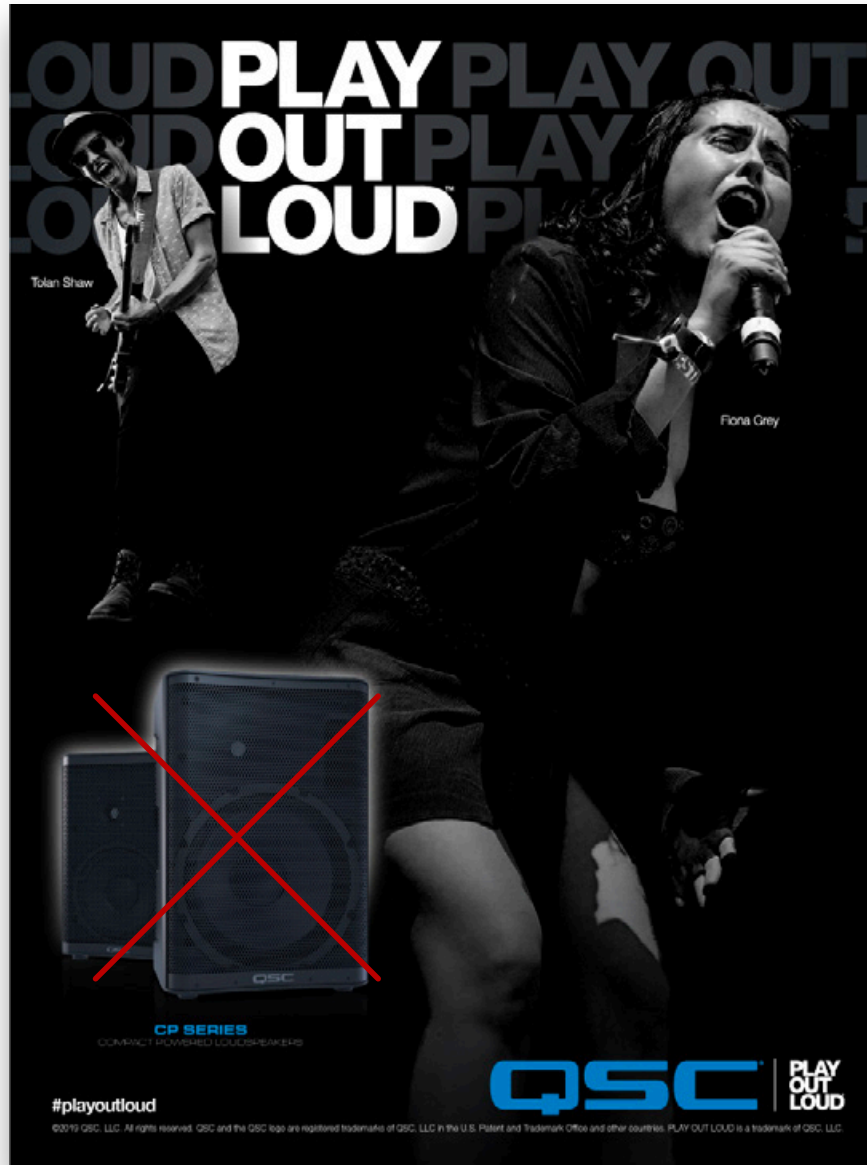
PLAY IT LOUD



PLAY OUT LOUD™

Misuses (Cont.)

Customer-focused layouts such as the below rollup banner can never include product-specific imagery or messaging.



Hashtag

The below statement must be included in any layout that includes the *Play Out Loud* logo.

#playoutloud



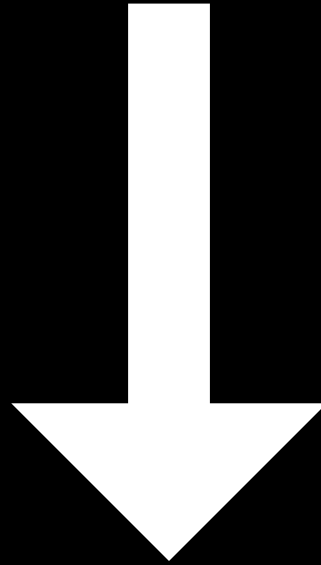
Legal Disclaimer

The below statement must be included in any layout that includes the *Play Out Loud* logo with one exception — premium items such as apparel and lifestyle accessories.

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Layout Approvals

All *Play Out Loud* logo 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**.



Carl Olaco

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#playoutloud