



Style Sheet

Last Edited By:
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06/02/14 3:40 PM

Purpose

The Style Sheet establishes the “look and feel” rules for company documents, helping to ensure consistency, professionalism and establishment of the **Qfactorial** brand image.

Colours

Company colours are selected from the Apple palette. Primary company colours are black and Orange FF9900, secondary colours, shadings and highlights are Gold FFCC00 and Grey-20% CCCCCC.

Dividing lines and other effects in documents use combinations of these colours.



Fonts

The company preferred font is Helvetica Neue Regular (12). Helvetica Neue allows several variations in typeface: **Medium**, Light, Ultralight, *Italic*, *Light Italic*, *Ultralight Italic*, **Bold**, **Bold Italic**.



Company Name

When the company name appears in document titles, headers, footers or body text, with or without “Ltd” the default font Helvetica Neue is styled Bold for the capital Q, running straight into the lower case “factorial” /”factorial Ltd” styled Light. In this routine usage, the full company name appears in black so as not to dilute the impact of orange in any logos and labels: **Qfactorial** or **Qfactorial Ltd**

Short Logo



The short-form company logo consists of the capital letter Q (for quality) and a single exclamation mark (for factorial). These are coloured black and orange respectively.

Two different fonts are used in the short logo: Heiti SC Medium for Q, Helvetica Neue Italic for the exclamation mark. This will always produce the effect of the Q being slightly taller than the exclamation mark.

Full Logo

Qfactorial Ltd

!Consulting in Quality Management!

The full-form company logo consists of the capital letter Q followed immediately by the lower case word “factorial”, then a space then “Ltd” (not Limited). Colours are consistent with the black/orange theme, with the word “factorial” in orange. The tag line “Consulting in Quality Management” is in black but bracketed by two exclamation marks in orange.

The font Heiti SC Medium is used for the Q, with the remaining text, including exclamation marks, in Heiti SC Light. Whatever sizes are used, the capital Q is 50% larger than the rest of the text.

Derivative Labels

Qfactory Qfactors Qfacts faQs

Other labels derived from the logo, developing the Qfactorial concept, are similarly styled.

Web Contacts

Web contacts are shown as below, with the capital Q retained both for emphasis and to avoid confusion between q and g in some fonts. No orange is used, as hyper-link settings will determine the text colour.

www.Qfactorial.co.uk
administrator@Qfactorial.co.uk
kevin@Qfactorial.co.uk
di@Qfactorial.co.uk

Signatures

Qfactorial Ltd

!Consulting in Quality Management!

Signature blocks for letters, emails, business cards and other forms of correspondence are styled as follows:

**Kevin Brown MCQI CQP
Director**

M: +44 7442 506676

T: +44 1256 814111

kevin@Qfactorial.co.uk

www.Qfactorial.co.uk

Qfactorial Ltd

!Consulting in Quality Management!

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