



OptQC Brand Resources

Logo Guidelines



Definitions, Permitted Use, and Prohibited Uses

These guidelines define where they apply, the conditions for free use, and prohibited uses.

By downloading or using the logo files, you agree to these guidelines.

Scope of Application

- This applies to all media that use the OptQC logo or symbol.
- Includes websites, printed materials, video, events, and other media.

Permitted Use

- The logo may be used free of charge for news reporting and other informational purposes (such as media coverage).
However, using the logo in advertising or promotional materials is strictly prohibited.
- Compliance with these guidelines is a condition of use.

Prohibited Uses

- Altering or distorting the logo
- Using the logo in a way that could mislead or confuse people
- Using the logo in ways that violate public order or decency



Brand Name in Text

When referring to the brand name in running text, always write it as "OptQC."

Pay close attention to capitalization and spacing.

Correct Format

OptQC



optqc



OPTQC



Opt QC



Opt-QC

Logo Variations

Choose the appropriate variation depending on where it's used.

As a general rule, use the logo files exactly as provided, without modification.

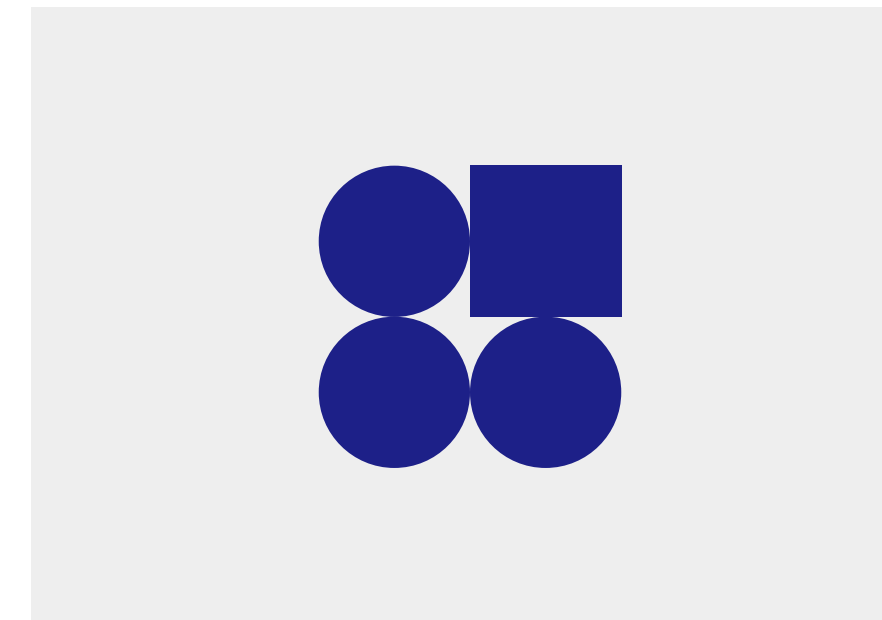
Wordmark

Logo image (horizontal layout)



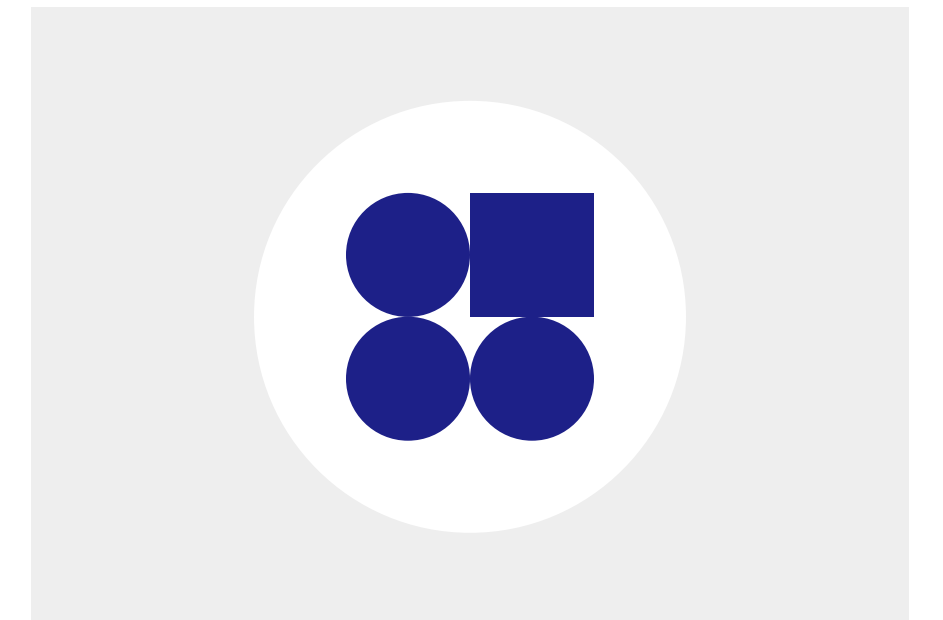
Symbol

Standalone symbol mark



Icon

App and social media icon





Color Values

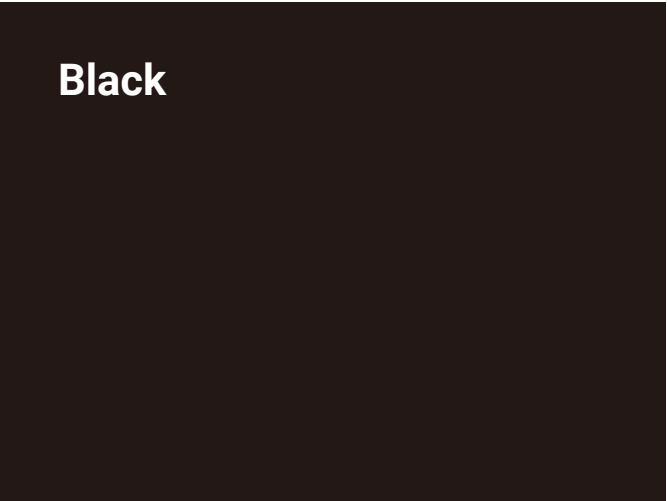
These are the official color values used in the logo.

Use these exact values whenever color reproduction is possible.



#1D2088

RGB : 29 32 136
CMYK : 100 98 25 0



#231815

RGB : 35 24 21
CMYK : 0 0 0 100



#FFFFFF

RGB : 255 255 255
CMYK : 0 0 0 0

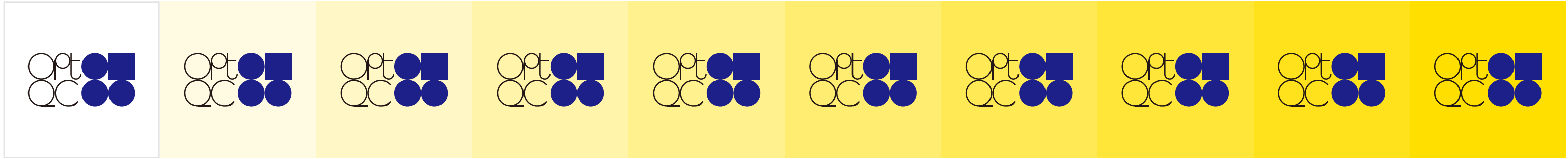
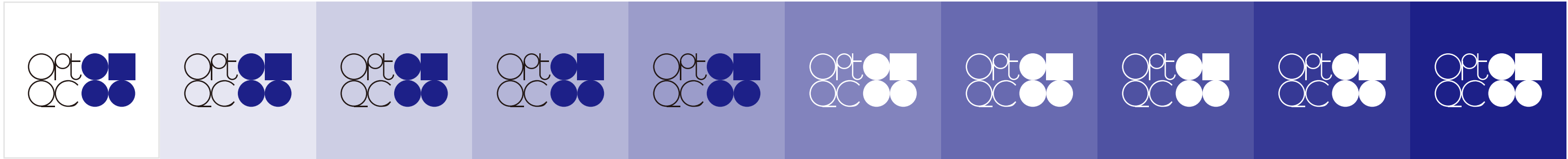


Color Variants

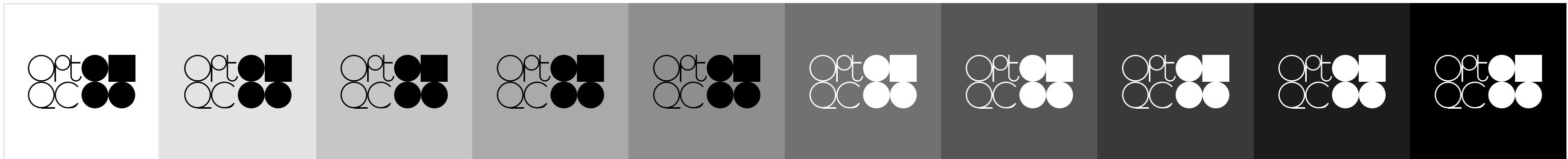
Use the full-color, reversed (white), or black version depending on the background.

Do not use combinations that reduce visibility.

Color



Black & White



Clear Space

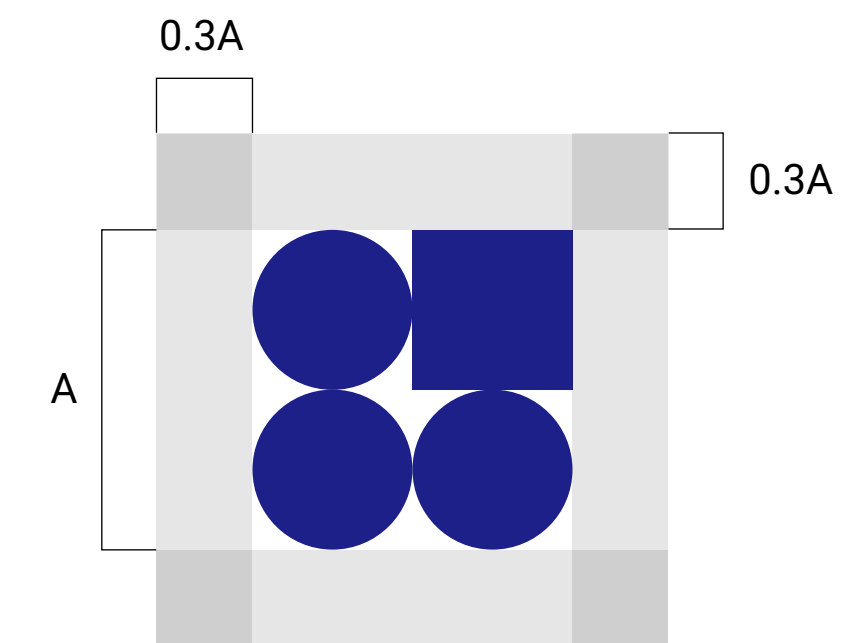
To preserve the logo's visibility and integrity, a minimum clear space is maintained around it.

Do not place any other elements within the clear space.

Wordmark



Symbol





Minimum Size

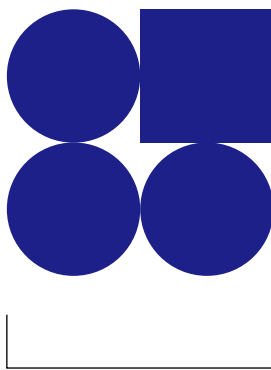
To maintain legibility, never use the logo smaller than the sizes shown here.

Wordmark



Digital : 60px
Print : 20mm

Symbol

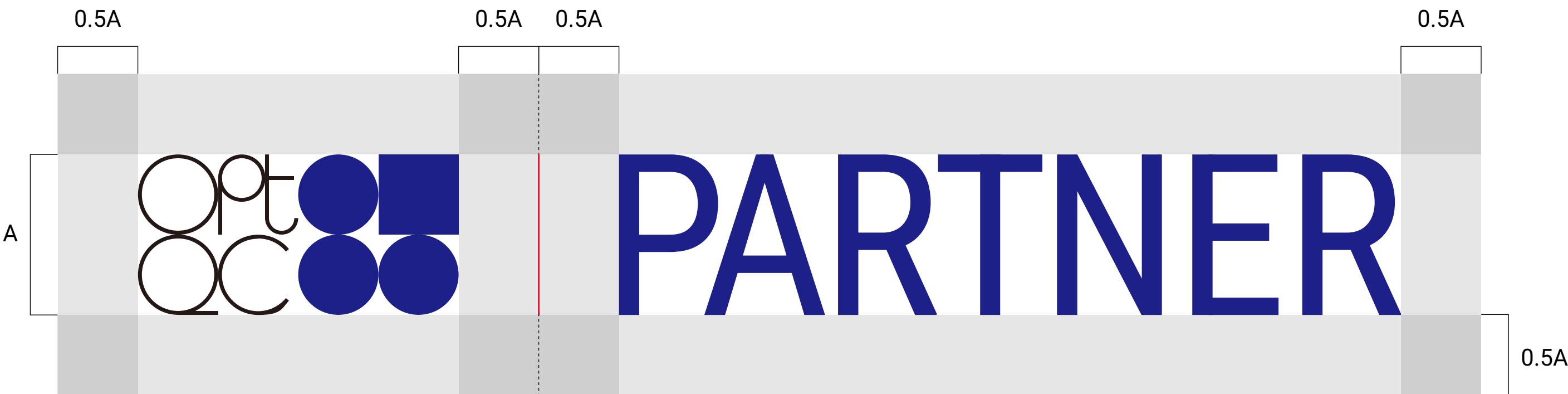


Digital : 30px
Print : 10mm

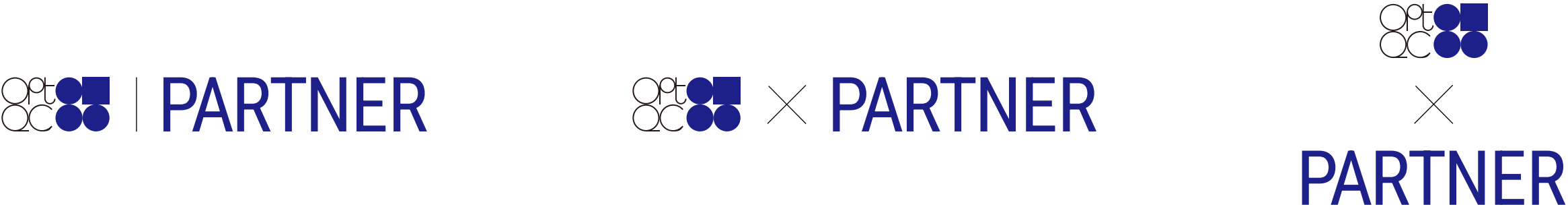


Co-Branding

When displaying the logo alongside logos from other companies or organizations, follow the rules for spacing, sizing, and vertical alignment.



Usage Examples



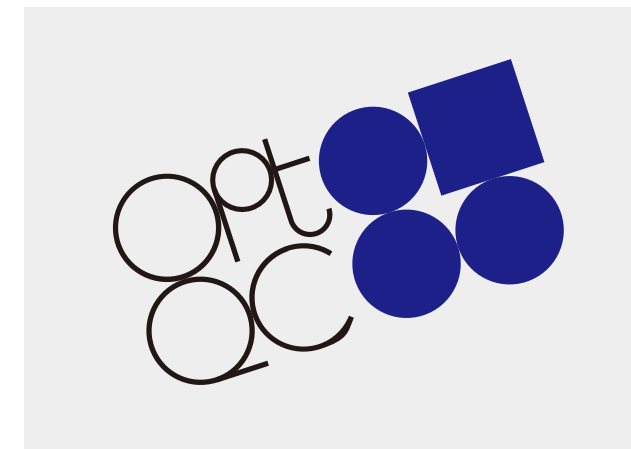
Incorrect Usage Examples

The following types of usage are prohibited for external use.

Please use the logo files exactly as provided, without modification.



Do not change the aspect ratio



Do not rotate



Do not change the color



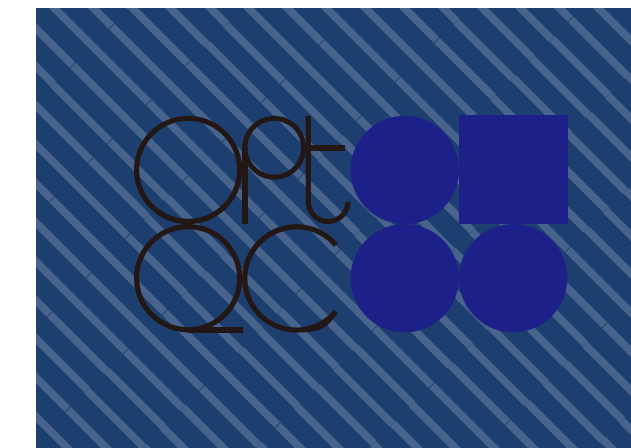
Do not apply drop shadows



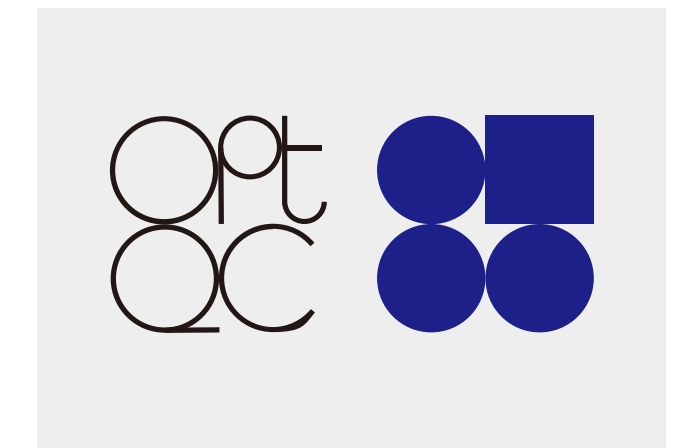
Do not add outlines or decorative effects



Do not encroach on the clear space



Do not place on low-contrast backgrounds



Do not rearrange the elements

