



QCARE

**QCARE
Trademark
& Brand
Guidelines**

QCARE Trademark & Brand Guidelines

The purpose of this document is to provide guidelines on how to use the QCARE brand assets, which include trademarks such as:

- The QCARE logo
- The QCARE icon
- The QCARE brand name

Usage requirements

Thank you for your interest in using the QCARE brand assets. We created the QCARE Trademark & Brand Guidelines to manage and protect the value of the brand.

By using any of the QCARE brand assets, you expressly consent to be bound by these guidelines. If you have an existing agreement with ARAWC or QCARE, check first to determine if your desired use of QCARE brand assets is covered.

If there is any conflict between these guidelines and the terms of your agreement, then the terms of your agreement will govern, and you should follow those.

If no agreement exists or if the proposed use doesn't fall within the scope of your existing agreement, check if the use falls within the QCARE Trademark & Brand Guidelines.

QCARE logo and icon usage - correct use

The QCARE logo may be used per the following requirements and uses described in this document:



- Do not alter the QCARE logo in any way. The logo must be used in its entirety in one of the three forms displayed here (classic, monochrome black, monochrome white)
- Ensure the QCARE logo stands out from the surrounding text or background and is legible.
- If, when using the QCARE icon or other brand assets as permitted, you include a trademark credit to give notice of your own trademarks or other third-party trademarks, add the following: “All other trademarks are the property of their respective owners.”

QCARE logo and icon usage - incorrect use



Example: The QCARE colors must not be changed in any way



Example: The QCARE text must not be removed from the logo

- Do not alter the QCARE logo in any way, including changing the colors, angle, or dimensions. The only three compliant forms of the logo are displayed on page 4: classic, monochrome black, monochrome white

QCARE Brand Colors

PRIMARY COLOR ONE - QCARE BLUE

Print: CMYK: 083c | 046m | 002y | 000k

Web: RGB: 55 | 168 | 54
RGB Hex: #217abc
Web: #217abc

PRIMARY COLOR TWO - QCARE GREEN

Print: CMYK: 077c | 007m | 100y | 001k

Web: RGB: 55 | 168 | 54
RGB Hex: #37a836
Web: #37a836

Fonts Used:

Roboto (<https://fonts.google.com/specimen/Roboto>)

Permitted uses of QCARE brand assets

- **Use of the name “QCARE” in copy**

Follow the QCARE Trademark & Brand Guidelines. Avoid using any logo, icon, tagline, or other features of the QCARE brand assets in copy.

While the name QCARE and the app icon are in the process of being federally registered trademarks of ARAWC, there is no need to use the trademark bug™ or the ® symbol when using them, unless ARAWC has expressly asked you to do so.

When using “QCARE” or any other QCARE trademark in text, do one or more of the following:

1. Put the whole name in capital letters
2. Put the whole name in quotation marks
3. Put the whole name in italics

- **Use the QCARE name only as an adjective or proper noun, not as a verb.**

Prohibited uses of QCARE brand assets

- You must not incorporate any of the QCARE brand assets, or variations of them, into your own product features, product names, service names, trademarks, logos, company names, domain names, or social media accounts unless otherwise permitted by the QCARE Trademark & Brand Guidelines.
- You must not use the QCARE brand assets in relation to products or services or on websites that may be considered sexually explicit, vulgar, profane, or offensive; obscene, defamatory, libelous, slanderous, or otherwise unlawful; or religiously or racially offensive or otherwise promoting hate towards individuals or groups; or that violates any applicable laws or is otherwise objectionable to ARAWC, as determined by ARAWC in its sole discretion.
- Make sure that any references to QCARE are truthful, accurate, fair, and not misleading or in any way objectionable (as determined by ARAWC).
- You must not adopt marks, logos, or any other features that are confusingly similar to the QCARE brand assets, and you must not market any product or service under a name that is confusingly similar to QCARE brand name.
- ARAWC plans to enforce its trademark rights for QCARE and prevent any infringing uses of the mark.

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