BRAND
GUIDELINES

Logo

Primary

The main logo is composed of the **wordmark** ("QAD" with the spelled out version under it), and the **logomark** (resembling an antler and Exodus® broadhead).

QUALITY ARCHERY DESIGNS®

Logo

Primary

The primary logo in black and red should appear on a white background. If the background has color, use the white and red version. All black or all white versions without the red square may be used if necessary.

Logo

Secondary

There are two secondary versions of the logo. The first has the logomark and the abreviated wordmark vertically stacked. The second has the logomark with the spelled out wordmark vertically stacked to either the right or the left. These may be used whenever the primary version is not practical.

QUALITY ARCHERY DESIGNS®

Logo

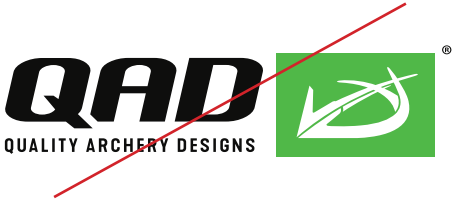
Misuse

Below are examples of what not to do with the logo.

Do not reposition elements.

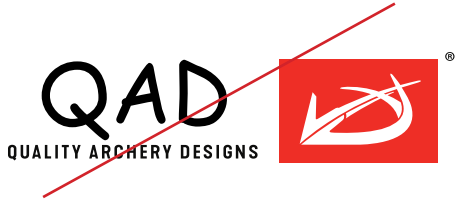
Do not scale disproportionally.

Do not rotate elements.



Do not alter any color.

Do not add effects to the logo.



Do not typeset the wordmark.

QUALITY ARCHERY DESIGNS®

Logo

Product Specific

Below are QAD products specific logos.

Arrow Rests

ULTRAREST® TRi SERIES

ULTRAREST® INTEGRATE MX2

ULTRAREST® INTEGRATE R2

ULTRAREST® HDX

ULTRAREST® LD

ULTRAREST® HUNTER

ULTRAREST® Custom

Other Products

EXODUS

ULTRANOK™

TUNE-A-NOCK

QUALITY ARCHERY DESIGNS®

Color

Brand Colors

Our primary palette has three colors, derived from the logo: QAD Red, Black and White. Make sure to use the color values for our brand as shown below. The Pantone colors should be used for print.

Pantone 485 C
CMYK 8.88/96.52/100/1.02
RGB 218/41/28
HEX #da291c

Pantone Black 6 C
CMYK 0/0/0/100
RGB 0/0/0
HEX #000000

CMYK 0/0/0/0
RGB 255/255/255
HEX #FFFFFF

QUALITY ARCHERY DESIGNS®

Typography

Primary Typeface (Marketing)

Our primary typeface is **Aileron**. The default text color is black. QAD Red can be used for headings, emphasis, or links. In general, we use Aileron Black, Regular, and Thin. Contrast Black and Thin when possible.

Aileron Black	Aileron Regular	Aileron Thin
ABCDEFGHIJKLMN	ABCDEFGHIJKLMN	ABCDEFGHIJKLMN
OPQRSTUVWXYZ	OPQRSTUVWXYZ	OPQRSTUVWXYZ
abcdefghijklmn	abcdefghijklmn	abcdefghijklmn
opqrstuvwxyz	opqrstuvwxyz	opqrstuvwxyz
0123456789	0123456789	0123456789

CONTRAST WHEN POSSIBLE.

USE RED FOR EMPHASIS.