QBS
TECHNOLOGY
GROUP

Brand Identity Guidelines

Opening
Statement

Making enterprise software procurement, made simple... and fun again!

Since 1987, QBS Software has delivered software to more than 250,000 organisations around the world through their partner of choice. It provides a range of over 10,000 software publishers through more than 6000 channel partners, with fast, reliable and responsive service.

Over 35 years QBS Software achieved exponential growth through unique combination of technology, specialist skills and trusted relationships. Today QBS is recognised as one of the best software procurement platforms in Europe.

QBS Corporate Identity Guidelines have been designed to provide a visual representation of QBS brand.

Purpose
of Brand Guidelines

Visual identity - our corporate design consciously underlines the brand's roots and shows the proposition of an internationally positioned company.

Who is this book for?

Anyone at QBS who communicates on behalf of the company should find this book a helpful and inspiring resource. Lead communicators and writers can use it to create new, impactful stories. Designers can mine the rich veins of typography, colour palettes, photography and design elements to give life to their creations. Behind every good brand there is a comprehensive set of brand guidelines.

The idea behind it?

Brand guidelines create consistency of image, build stronger brand value over time, deliver an accurate perception of identity, improve the brand confidence in business, increase the brand profile and help enhance the competitive advantage.

The bottom line?

A great brand is an assurance of quality on the supply side as well as the revenue source on the demand side. These are rules, not restrictions - guidelines need to be specific enough to uphold the brand values, yet flexible enough not to stifle creative opportunity.

Brand Centre
HelpDesk

Support is available to all users to ensure that brand rules indicated in these guidelines are implemented correctly at all times, everywhere.

In the event of questions regarding exceptional cases or applications that are not presented in these guidelines, it is always necessary to consult with the QBS brand management team.
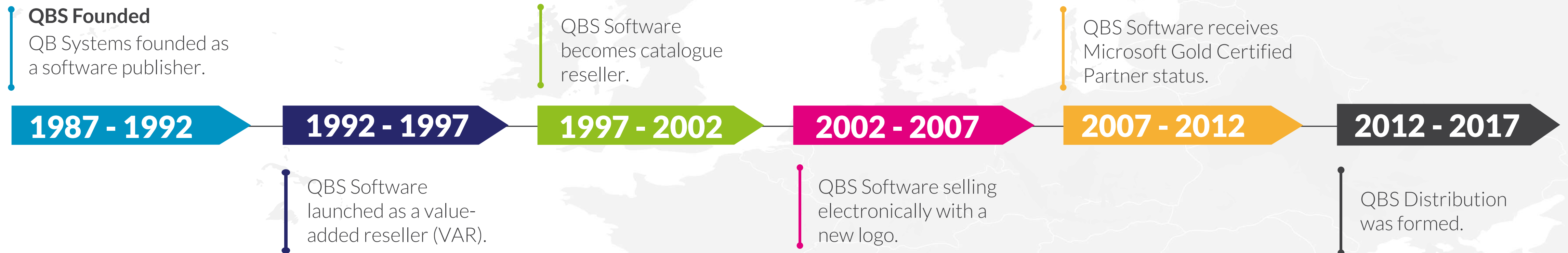
Please send your queries to: group.marketing@qbssoftware.com

Content
Page

Our
Story

Established in 1987, QBS Software has been on a journey of constantly delivering growth over the last three decades.

QBS Founded
QB Systems founded as a software publisher.

QBS Software becomes catalogue reseller.

QBS Software receives Microsoft Gold Certified Partner status.

1987 - 1992   **1992 - 1997**   **1997 - 2002**   **2002 - 2007**   **2007 - 2012**   **2012 - 2017**

QBS Software launched as a value-added reseller (VAR).

QBS Software selling electronically with a new logo.
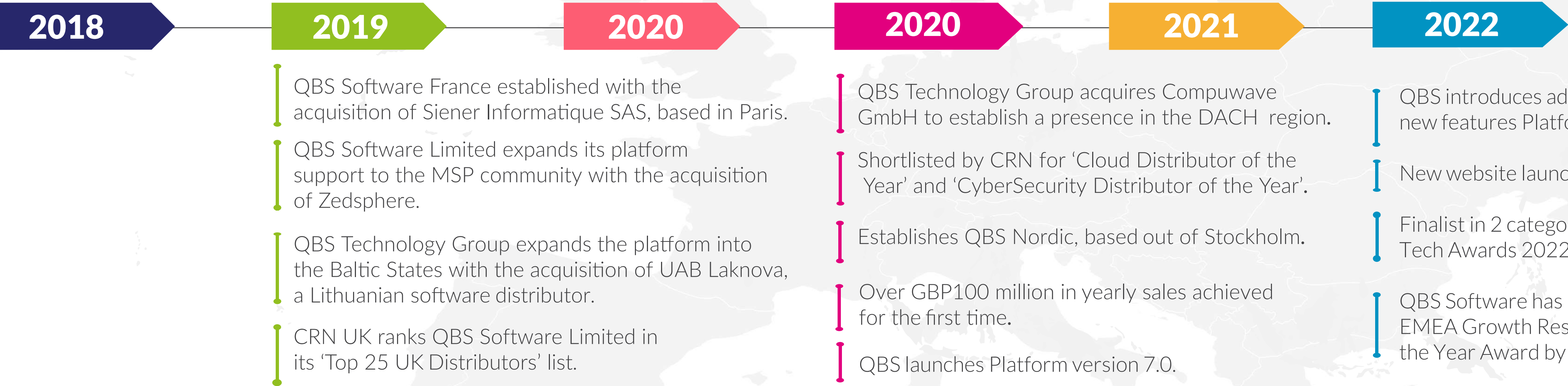
QBS Distribution was formed.

QBS Software Delivery Platform dominating the market for emerging software delivery under new management since 2018.
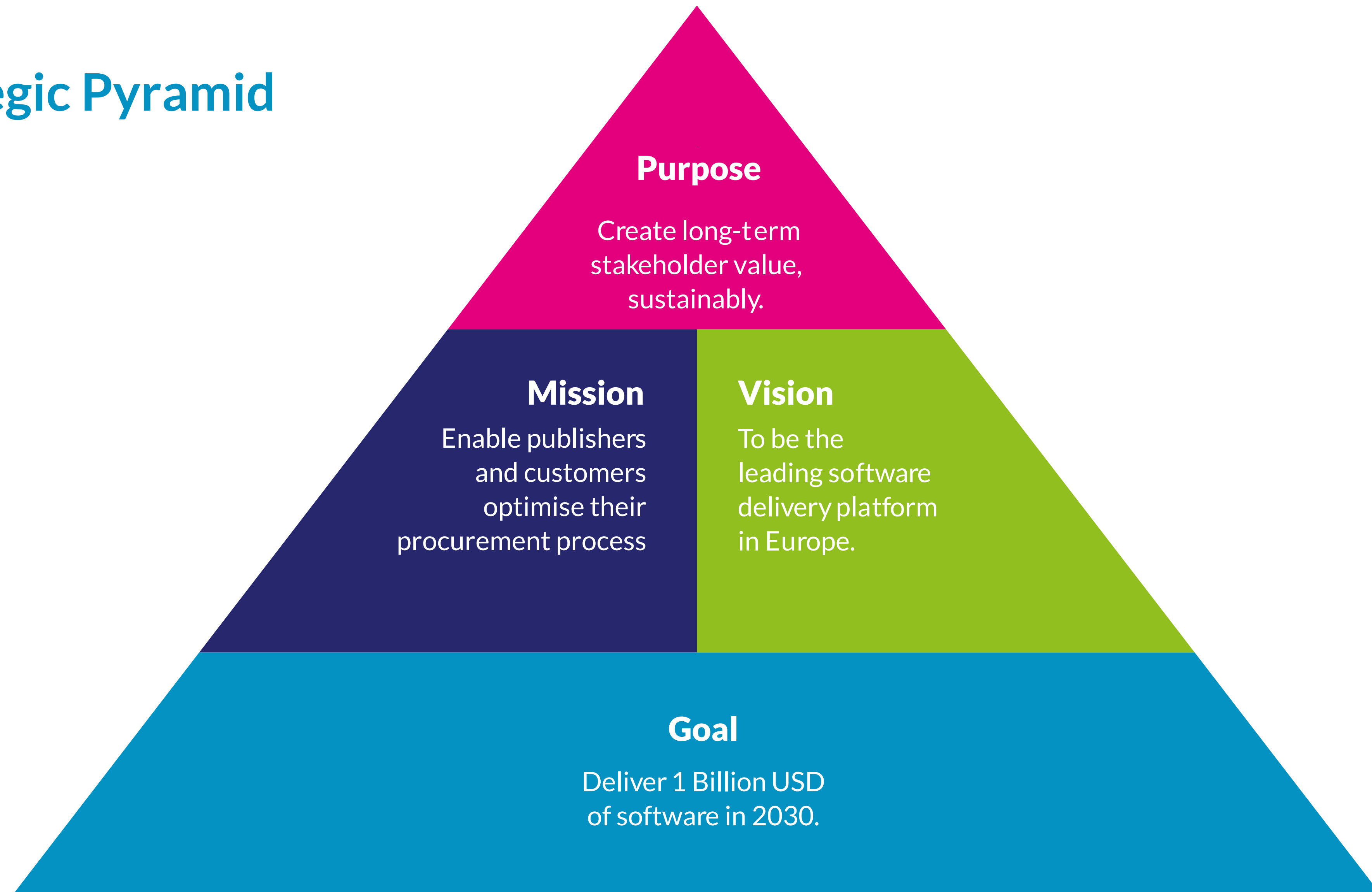
2018

Included in the 'Top 1000 companies to inspire Britain' by the London Stock Exchange, and invited to join their prestigious ELITE academy.

QBS Technology Group completes acquisition of QBS Software Limited, a UK Software distributor based in London.

2019

QBS Software France established with the acquisition of Siener Informatique SAS, based in Paris.

QBS Software Limited expands its platform support to the MSP community with the acquisition of Zedsphere.

QBS Technology Group expands the platform into the Baltic States with the acquisition of UAB Laknova, a Lithuanian software distributor.

CRN UK ranks QBS Software Limited in its 'Top 25 UK Distributors' list.

2020

QBS Software announced as runner-up by PCR for 'Distributor of the Year'.

QBS Software confirmed as European MASTER Distributor for JetBrains.

QBS Software Limited acquires 4Serv to strengthen its commitment to the MSP community and integrates it onto the MSP platform.

2020

QBS Technology Group acquires Compuwave GmbH to establish a presence in the DACH region.

Shortlisted by CRN for 'Cloud Distributor of the Year' and 'CyberSecurity Distributor of the Year'.

Establishes QBS Nordic, based out of Stockholm.

Over GBP100 million in yearly sales achieved for the first time.

QBS launches Platform version 7.0.

2021

QBS named by The Sunday Times as the 40th fastest-growing, privately-owned exporter in the UK.

QBS awarded as Scale-up Business and Mid-Market Business of the Year by Lloyds Bank.

QBS ranked 47th in the UK's top 50 fastest growing technology companies by D&B.

2022

QBS introduces advanced and full of new features Platform version 8.1.

New website launched for France.

Finalist in 2 categories at Northern Tech Awards 2022.

QBS Software has been given the EMEA Growth Reseller Partner of the Year Award by DocuSign.

Our
Values

Our ambitious growth is supported by passionate employees who exceed our partners' expectations and share the same values.

Passionate

We're enthusiastic, and care about what we do and who we serve. We strive to provide the best experience and results for our customers and vendors alike, innovating and 'going the extra mile' all of the time.

Accountable

We take pride in our work and our actions towards others and our world. We are empowered to make a difference and are accountable for 'delivering stakeholder value' and business results.

Successful

We believe business success has to be 'win-win', so we focus on positive outcomes for customers, vendors, employees and community in equal measure – adding value personally and professionally.

Trusting

We 'trust and are trusted' – to be our authentic, diligent selves in a supportive and rewarding environment, and to deliver the best results and experience for all our stakeholders.

Brand
Positioning

Our
Voice

How we sound, how we speak to our audience and what emotion we awaken.

PURPOSE	To create value for all stakeholders, sustainably.

TONE	Independent. Innovative. Passionate.

EMOTION	Joy. Easiness. Confidence. Successful. Growth-oriented. Forward-thinking.

LANGUAGE	Informal. Relaxed. Knowledgeable. Trusting.

CHARACTER	Fun. Simple. Accountable.

AUDIENCE	Software Publishers. Enterprise Resellers. Value Added Resellers. System Integrators. Managed Service Providers.

Our
Partner Proposition

Leading our publishers and customers to success.

One platform for all
Single-source procurement for 10,000 software publishers. Simplify supplier arrangements, but get direct relationship benefits.

Convenience and peace of mind
Utilise our technology integrations or online portal, and benefit from the knowledge and expertise of our licensing specialists.

Save time, resource and money
Centralise and streamline your software sourcing, quoting, purchasing, fullfilment, account management and renewals to increase efficiency and reduce cost.

Reduce complexity and risk
Leverage our 35-year software heritage including expert and dedicated resources. Manage quotes, orders and renewals online. Win and transact instantly. Get unified payment terms.

Secure the best deal, and more of them
Fast, reliable and responsive at every stage of the procurement cycle. Plus, proactive enablement and renewals management grow your business even more.

How we serve
Resellers and System Integrators

Self-service, managed and consultative procurement, plus business development support with a unified approach.

Procurement that's Personal
Know exactly what you need and want to order quickly? Have a complex software order requiring specialist licensing knowledge? Need to advise a customer on competitive options? Our people, process and technology powered platform empowers you to buy enterprise software efficiently and effectively every time.

Renewals that's Closed
Maximise renewal rates with our automated renewals management system and dedicated renewals specialists. Benefit from our comprehensive renewals data, proactive advice and quotes for up-sell and cross-sell opportunities, and see more of your renewals close.

Support that's Guaranteed
Benefit from fast, reliable and responsive service at every stage of the procurement cycle. With an average quote time of 2 hours and 24-hour delivery, you can be confident that you'll have satisfied customers. For our less frequently purchased publishers, average turnaround is 48 hours.

Supply that's Smart
We complement, rather than compete with, your existing supplier base. We also hold multiple exclusive supplier contracts with our customers, streamlining their procurement whilst massively expanding their customer offering with pricing/content feeds and information on demand.

How we serve
Service Providers

Easy-to-manage innovative solutions and exclusive resources for growing MSPs.

Champions of XaaS*
The IT services industry is constantly evolving to meet the demands of the "as a service" economy. We find the tools IT providers need to keep them on the leading edge.

Guided by our community
We work closely with our MSP partners when deciding what products to include in our portfolio, so we know they have the stamp of approval from the industry.

Building traction for vendors
We help vendors who serve the IT services industry create step change growth. We pay focused attention to creating success with carefully planned strategies.

5 criteria that gives each MSP product a stamp of approval

MSP FRIENDLY   **MULTI TIERED**   **MONTHLY BILLED**   **MULTI TENANT**   **CLOUD HOSTED**

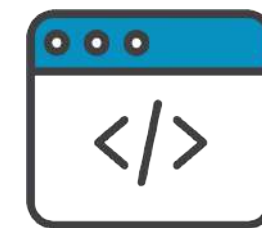* Anything as a Service
Link to MSP Brochure

How we serve
Software Publishers

With over 10,000 publishers on platform allocated by master category, category and sub-category.
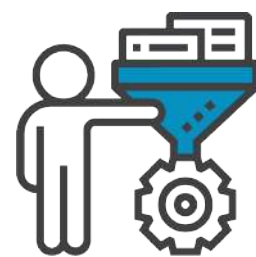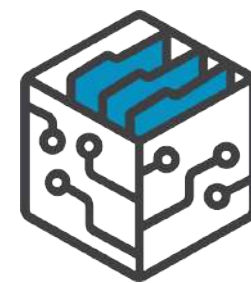
Management software
Software used to manage users, network, process, systems, bots, data, e-mails, servers, storage, cloud.

Software development tools
Software used to create, develop, operate, test, change, assess and optimise.

Work execution and productivity software
Work software enables users to get work done (work execution), typically collaboration software, often existing with Office 365 + ERP + core systems.

Cyber Security software
Cyber security software to protect users, data and systems, examples of sub categories include: Antivirus, software security, email security, backup, DOOS, end part.

Professional services
The team of people / consultants delivering training, implementing, consulting, to deliver software into the end-user business on behalf of the publisher.

Brand
Logo

Our
Logo

The QBS logo is simple, easy and recognisable. It portrays the idea of a well established, traditional brand.

The QBS logo fits on a 19 x 17 grid. This width to height ratio must be maintained everywhere.
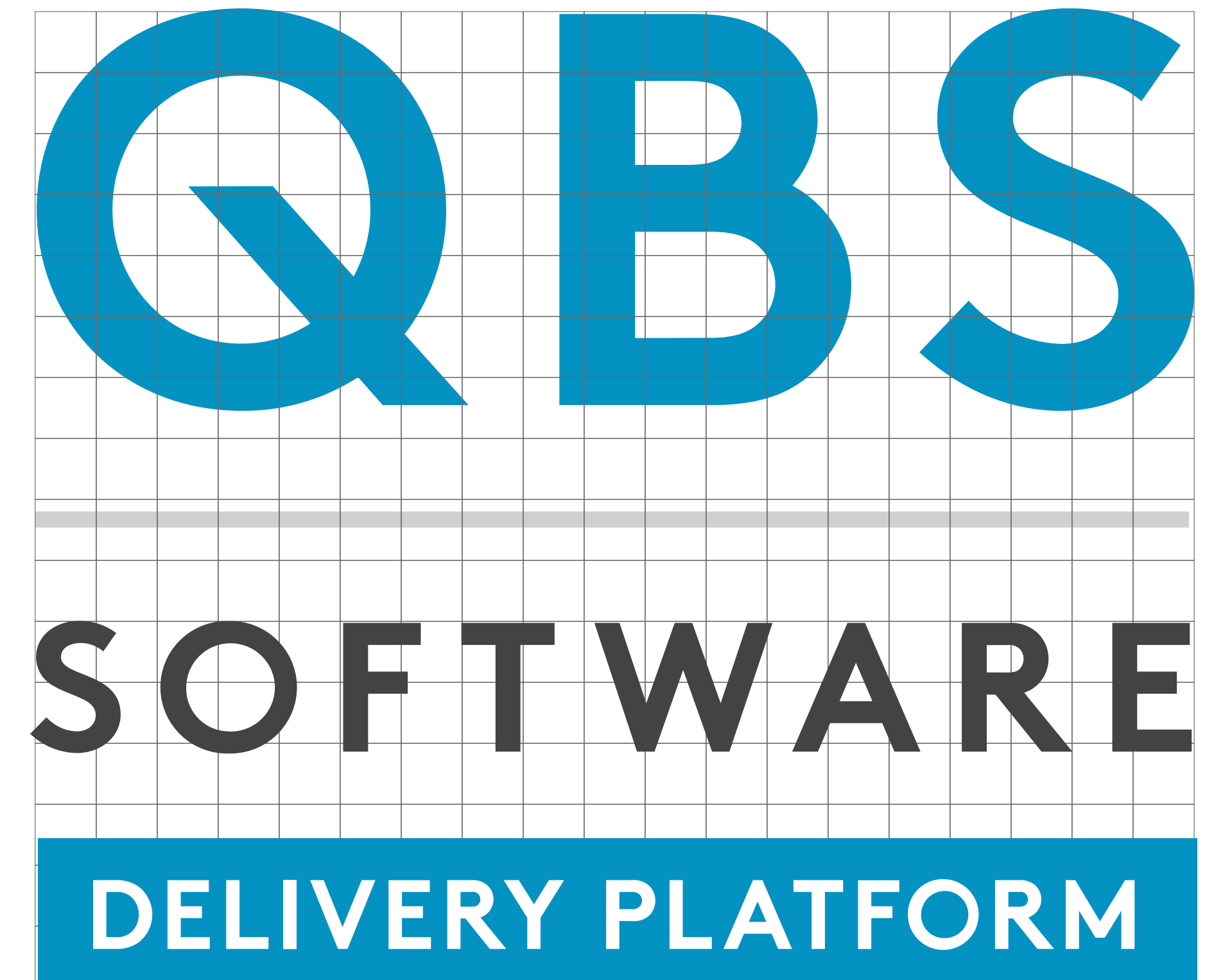
19x17 Grid

QBS Software
Logo

The full-colour logo* should be used only on white or light coloured backgrounds.

White coloured logo should be used on dark backgrounds only.

*Same applies to QBS Technology Group logo

Official Logo

Logo on QBS light coloured background

Logo on QBS dark coloured background

Clear
Space

Pay attention when placing the QBS logo* close to graphic elements. Refer to measurements shown here for the amount of clear space required around the logo.

x - half height of the logo

**x2 - clear space around the logo**

Clear space frames the logo, separating it from other elements, such as headlines, text, images, and the outside edge of printed materials.

Minimum
Size

The minimum size of the full QBS logo should be bigger than 60 pixels. In case the logo needs to be less than 60px, only QBS letters should be used.

This option is available only with prior written approval from the QBS marketing team.

*Same applies to QBS Technology Group logo

X/2

X/2

X/2

X/2

X
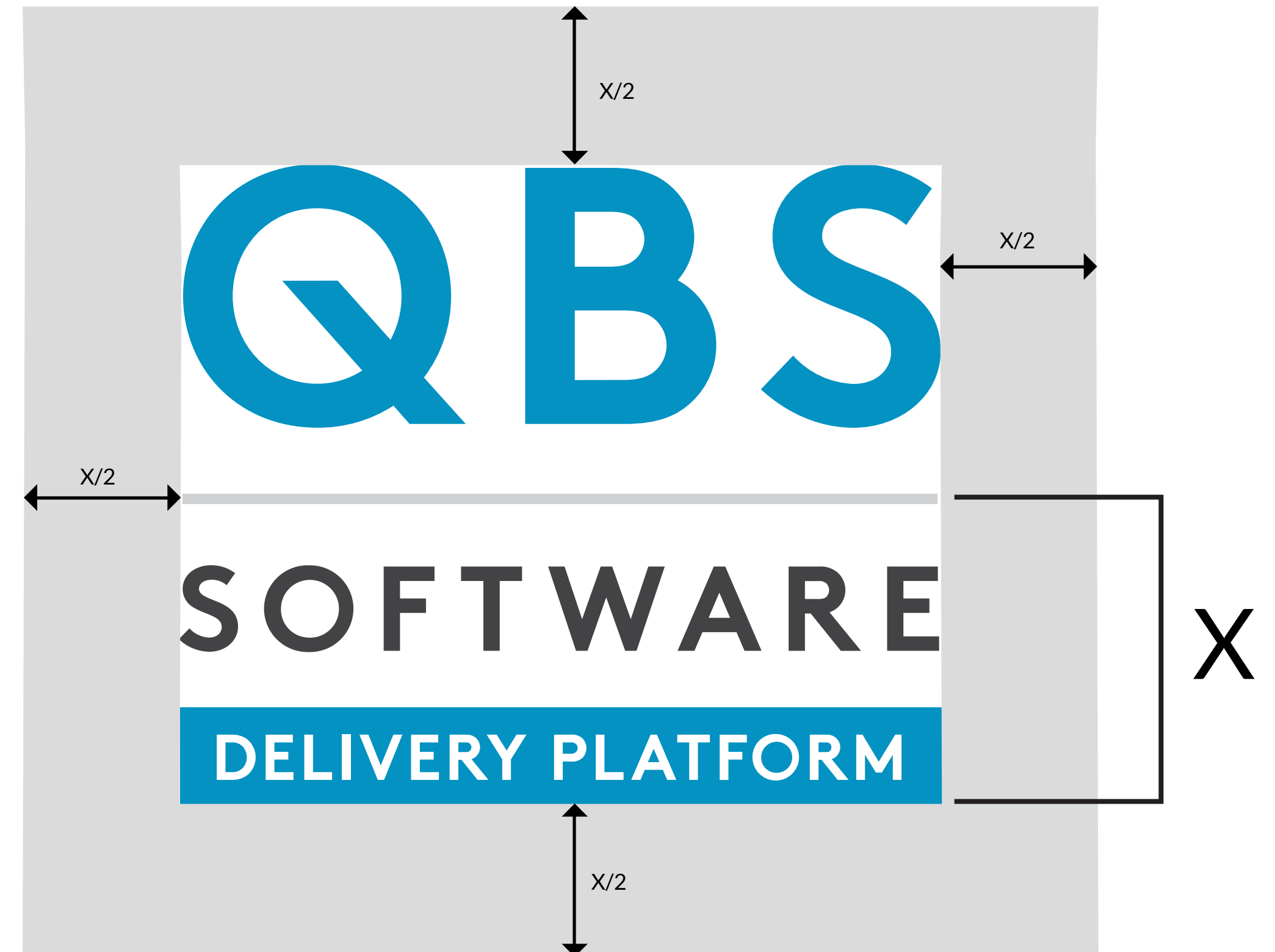
at least 60px

less than 60px

Logo
Usage

The integrity of QBS Software's identity must be monitored and protected. Anything that confuses or hinders viewers' recognition of the QBS brand identity should be avoided.

The QBS logo* can't be altered, modified, distorted, or re-oriented in any way except for changing its overall size.

Any attempt to do so will be considered as direct violation of the QBS brand identity standards.

Proportions
Do not alter proportions of QBS logo.
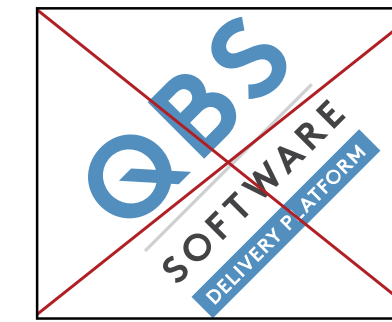

Logo position
Do not rotate QBS logo to a diagonal angle.

Text and typeface
Do not replace any text or typeface on the logo.

Skew or distort
Do not skew or distort QBS logo.

Logo colour
Do not change colours of the logo and its elements.

Hue and tone
Do not use the logo on backgrounds that might hide or clash with colours in the logo.

Busy textures
Do not use the logo over busy backgrounds and photographs.

Effects
Do not add shadows or any other effects to the logo.

Gradients
Do not use gradients on the logo.

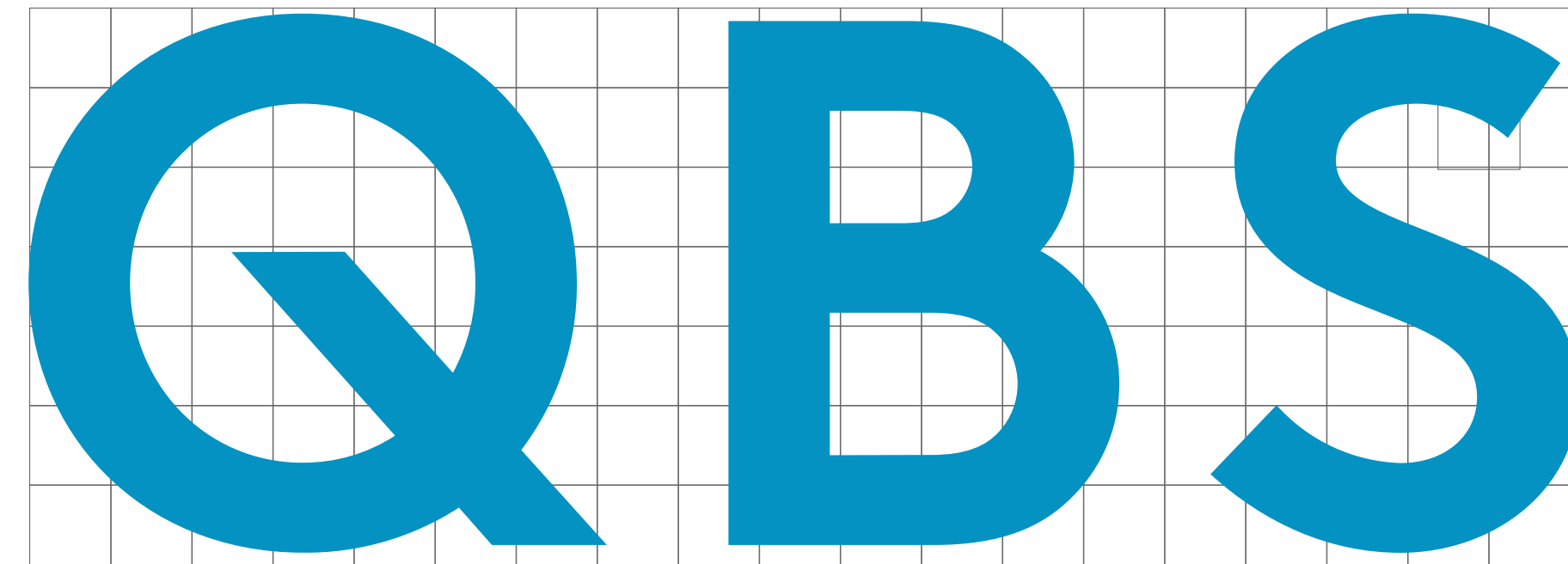**Logo elements**
Do not add design or any other artwork elements on top of the logo.

*Same applies to QBS Technology Group logo

Our
Monogram

The QBS monogram is QBS letters and is meant to be used for the QBS App and other places where appropriate for monogram use.

Please always consult the QBS marketing team before using the QBS monogram.

19x7 Grid

Group
Logo
restricted use only

The 'QBS Technology Group' logo is for special use **ONLY**.
QBS Technology Group employees and C-level people at QBS are allowed to use this logo. The Marketing team should always be informed prior to using this logo.

All QBS Software logo guidelines also apply to the QBS Technology group logo.

QBSTG logo fits on a 19 x 17 grid . This width to height ratio must be maintained everywhere.

For newly acquired companies "A QBS Technology Group company" statement must be used with the logo until full re-brand to QBS. Example:

QBS

TECHNOLOGY

GROUP

19x17 Grid

Brand
Typography

Our
Typography

Lato and Roboto are set as QBS's web fonts.

Open Sans font family is the primary font for office documents, printed material and branded collateral.

Any of these fonts can be used in QBS internal and external communications and different designs with **prior written approval from the QBS marketing team**, in case font is to be used for a different purpose than indicated in the brand manual (i.e. Lato or Roboto should be used for printed brochure.

Lato

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()<>?/

Light   ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()<>?/

Regular   ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()<>?/

Bold   **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()<>?/

Open Sans

Abcd
Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWYXZ
Abcdefghijklmnopqrstuvwyxz
1234567890!@#$%^&*

Abcd
Open Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWYXZ
Abcdefghijklmnopqrstuvwyxz
1234567890!@#$%^&*

Abcd
Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWYXZ
Abcdefghijklmnopqrstuvwyxz
1234567890!@#$%^&*

Roboto

Abcd

ABCDEFGHIJKLMNOPQRSTUVWYXZ
Abcdefghijklmnopqrstuvwyxz
1234567890!@#$%^&*

Text Heirarchy

HEADER

LOREM
IPSUM

TITLE

LOREM IPSUM

SUBTITLE

Lorem ipsum dolor ut sed aliqua enim elit magna.

BODY

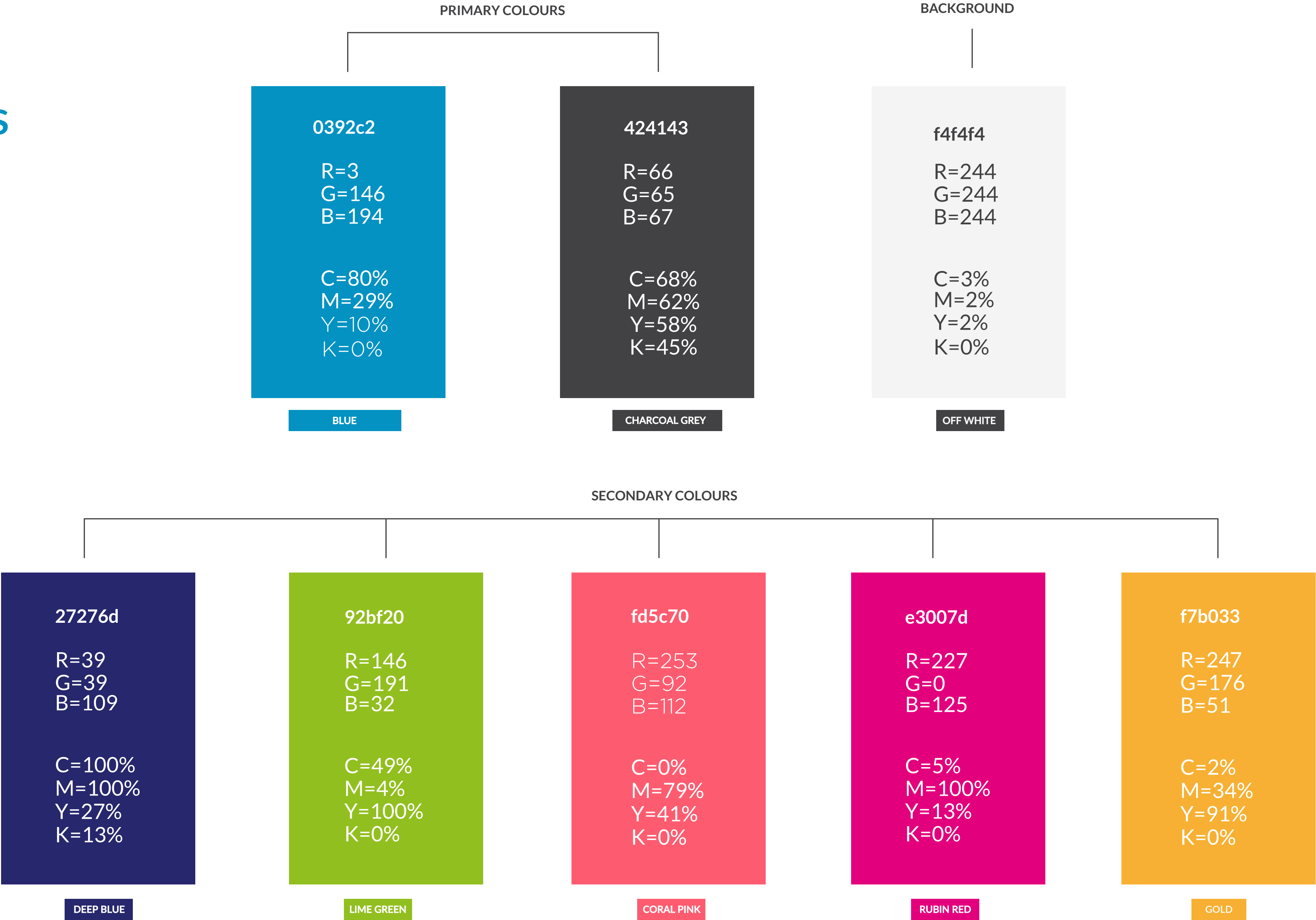Lorem ipsum dolor ut sed aliqua enim elit magna.

BUTTON

SIGN IN   JOIN OUR TEAM

LINK

WHY QBS

Brand
Colour

Our
Colours

0392c2

R=3
G=146
B=194

C=80%
M=29%
Y=10%
K=0%

BLUE

424143

R=66
G=65
B=67

C=68%
M=62%
Y=58%
K=45%

CHARCOAL GREY

f4f4f4

R=244
G=244
B=244

C=3%
M=2%
Y=2%
K=0%

OFF WHITE

SECONDARY COLOURS

27276d

R=39
G=39
B=109

C=100%
M=100%
Y=27%
K=13%

DEEP BLUE

92bf20

R=146
G=191
B=32

C=49%
M=4%
Y=100%
K=0%

LIME GREEN

fd5c70

R=253
G=92
B=112

C=0%
M=79%
Y=41%
K=0%

CORAL PINK

e3007d

R=227
G=0
B=125

C=5%
M=100%
Y=13%
K=0%

RUBIN RED

f7b033

R=247
G=176
B=51

C=2%
M=34%
Y=91%
K=0%

GOLD

Colour
Combinations

All examples shown on the right pass the contrast standards of brand coloured text on different coloured backgrounds.

All other combinations should get prior written approval from the QBS marketing team.

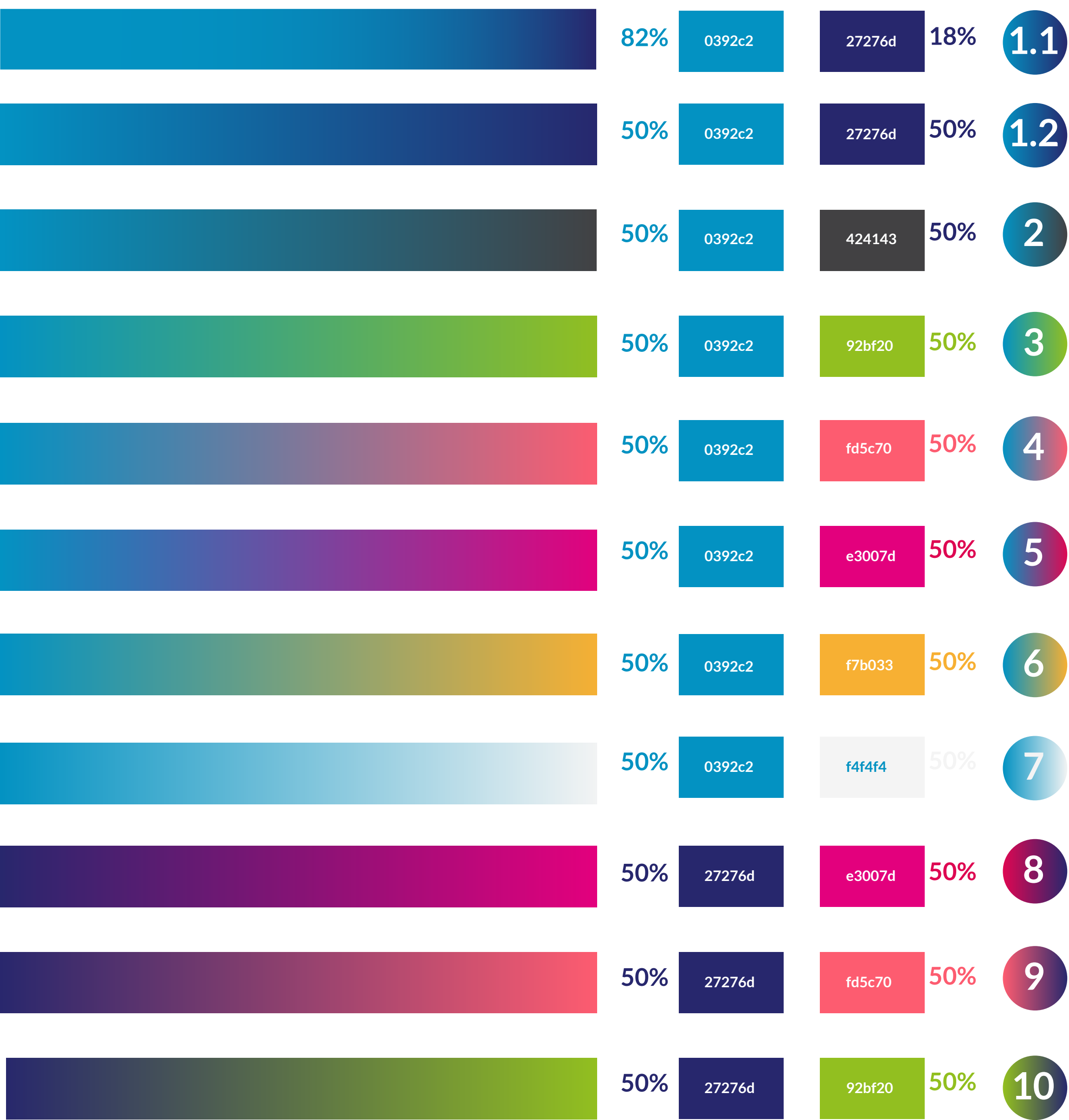|	
Off White on Grey	Off White on Blue
Green on deep blue	Deep Blue on Coral Pink
Deep blue on Green	Off White on Rubine Red
Deep blue on Rubine Red	Deep blue on Gold

Brand Gradients

Gradients, also known as colour transitions, are gradual blends from one colour to another. They are used to add another dimension to design elements or realism to different objects. In simple terms - gradients add depth.

The Use of Gradients

QBS Software has 10 gradients in the brand palette, which should be used across different branded materials.

Any use of different gradients should receive prior written approval from the QBS marketing team.

82%	0392c2	27276d	18%	1.1
50%	0392c2	27276d	50%	1.2
50%	0392c2	424143	50%	2
50%	0392c2	92bf20	50%	3
50%	0392c2	fd5c70	50%	4
50%	0392c2	e3007d	50%	5
50%	0392c2	f7b033	50%	6
50%	0392c2	f4f4f4	50%	7
50%	27276d	e3007d	50%	8
50%	27276d	fd5c70	50%	9
50%	27276d	92bf20	50%	10

Brand
Iconography

Our
Icons

Each icon represents QBS values, voice and overall brand. Choose carefully when using icons.

Trusting | Trust | Authenticity Support | Rewards Best results | Experience

Accountability | Pride Empower | Delivering value | Making a difference

Success | Successful Growth | Positive outcomes | Adding value | Win - win

Passionate | Enthusiastic Caring | Best experience | Going the extra mile

Supply that's Smart | Suppliers Smart procurement | Customer offering | Smart pricing

Personal procurement | Our people | Process | Technology Efficient procurement | 24/7 support

One platform for all | Single source | Direct relationship | Simplified procurement

Convenience | Piece of mind Knowledge | Expertise Technology integrations

Savings | Time | Money Increased efficiency | Reduced costs | Purchasing

Reduced complexity | Risks Managing quotes | Instant transactions | Unified payments

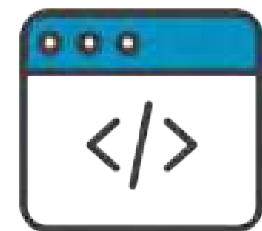Renewals | Automation | Dedicated specialists | Upsell and cross-sell | Closed renewals

Secure | Data security | Compliance management | Disaster recovery | Cyber security
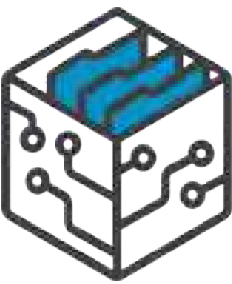
Work | Create | Manage Collaboration | Creative software | Tools | Remote
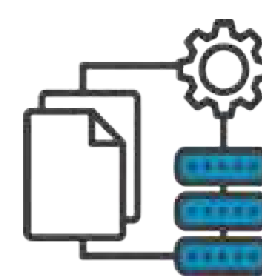
Manage | Infrastructure Applications | Hybrid and cloud environments | On-premise

Develop | Software deployment | API | Lifecycle |Testing

Mission | Create stakeholder value | Sustainability | Leadership

Technology | API web service | Integrations | Customer portal | Account management

People | Passionate | Empowered | Diverse team | Experience | Professionalism

Link to QBS icons

Virtual
Backgrounds

Meeting
Background

All QBS employees must be using QBS's virtual backgrounds when attending internal and external virtual meetings or events.

Usage of any different virtual backgrounds should get prior written approval from the QBS marketing team.

Link to QBS virtual backgrounds

Meeting
Background
restricted use only

All QBS Technology Group and C-level employees must be using QBSTG virtual backgrounds when attending internal and external virtual meetings or events.
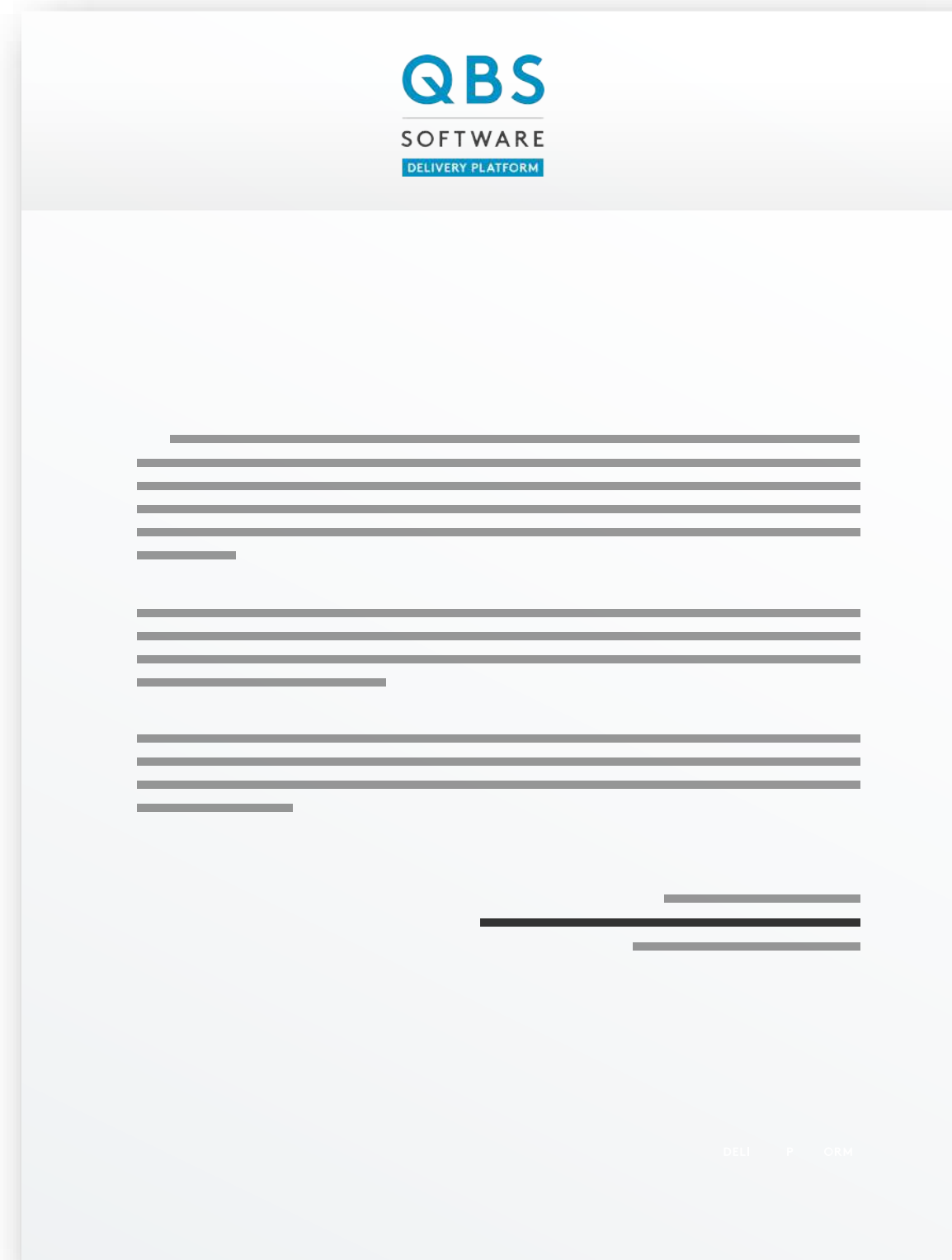
Usage of any different virtual backgrounds should get prior written approval from the QBS marketing team.

Link to QBS virtual backgrounds

Brand
Stationery

Brand
Stationery

Below are some examples of QBS branded stationery.
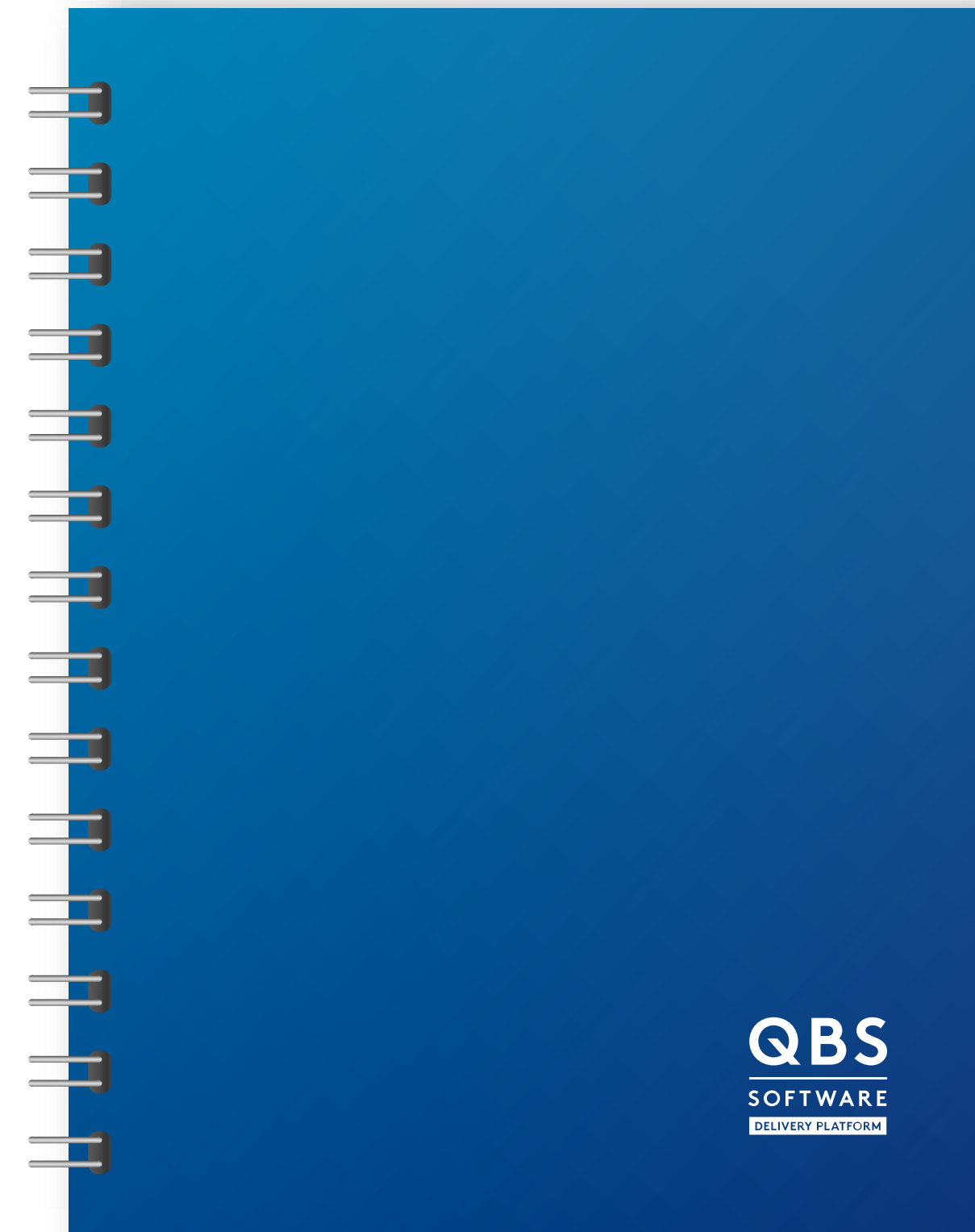
Link to document templates coming soon

Template
Powerpoint

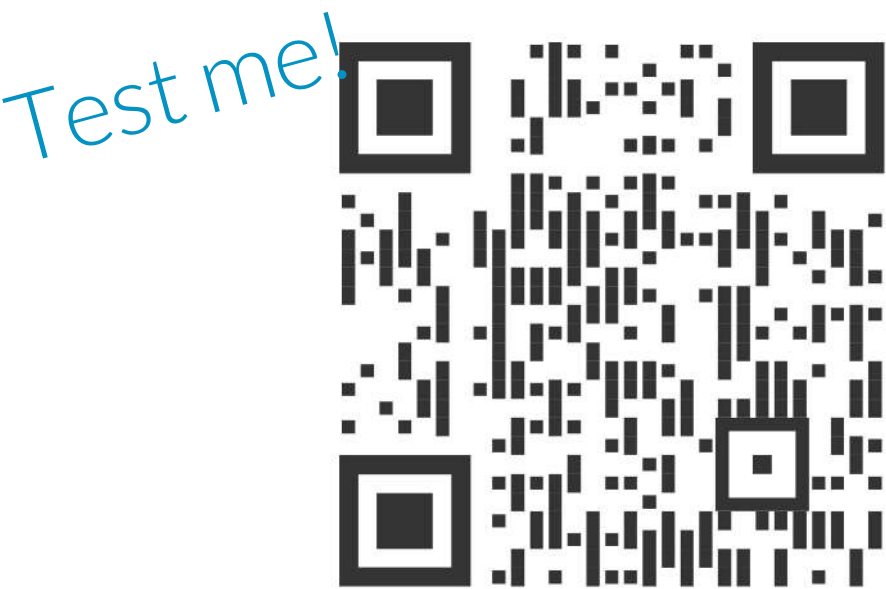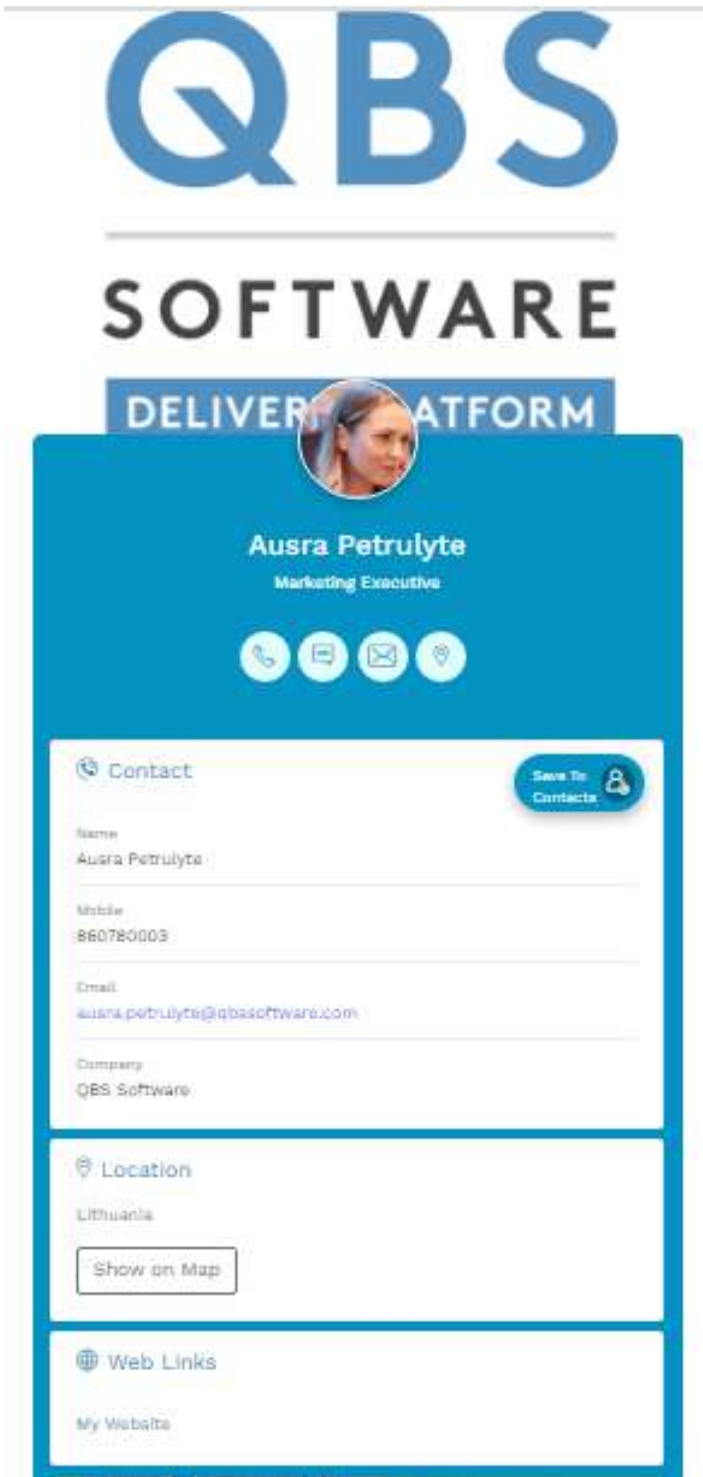**Example of QBS branded PowerPoint presentation.**

Business
Card

Example of QBS's branded business card design.

Virtual business cards not only represent QBS values and contribution to ESG narrative, but are also more comfortable and practical for employees to use.

Both physical and virtual business cards can be produced upon request to the QBS marketing team.

Please send your queries to:
group.marketing@qbssoftware.com

QBS
SOFTWARE
DELIVERY PLATFORM

Ausra Petrulyte
Marketing Executive

◉ Lithuania
📞 +370 607 80003
✉ ausra.petrulyte@qbssoftware.com
🌐 www.qbssoftware.com

Test me!

Email
Signature

The below email signature design should be used when customising sender's name, surname and other required information.

Email guidelines are set to ensure professional appearance and consistency in QBS Software's digital communications (internal and external).

QBS
SOFTWARE
DELIVERY PLATFORM

Name, Surname
Position

+44123434342232
+44123434342232

name.surname@qbssoftware.com
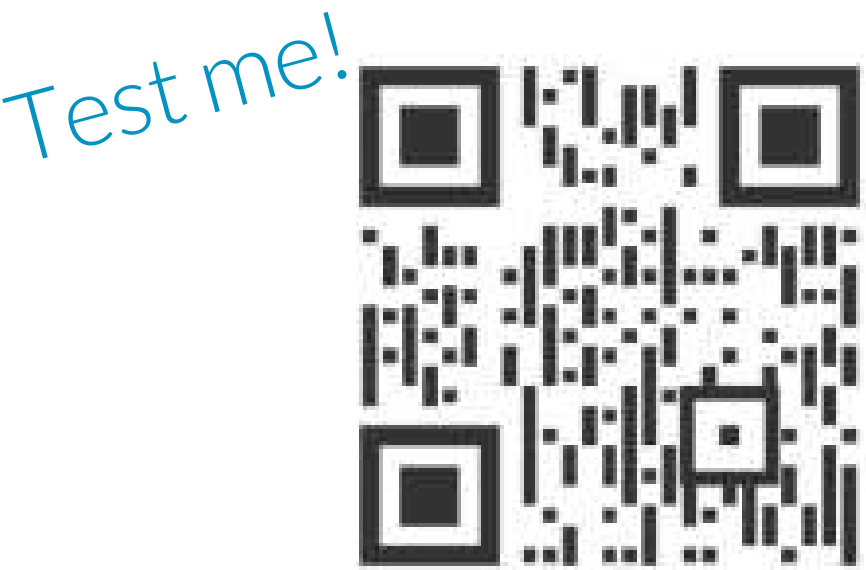www.qbssoftware.com

Your Mailing address here

Business
Card
restricted use only

Example of QBSTG branded business card design.

Both physical and virtual business cards for QBS Technology Group employees can be produced upon request to the QBS marketing team.

Please send your queries to:
group.marketing@qbssoftware.com

QBS
TECHNOLOGY
GROUP

Kumar Bhamidipati
Group COO

📍 7 Wharfside, Rosemont Road, Wembley, HA0 4QB,
📞 UK +44 2087337135
✉ kumar.bhamidipati@qbssoftware.com
🌐 www.qbssoftware.com

Test me!

Email
Signature
restricted use only

The below email signature design should be used only by QBS Technology Group employees.

QBS
TECHNOLOGY
GROUP

Name, Surname
Position

+44123434342232
+44123434342232

name.surname@qbstechnologygroup.com
www.qbstechnologygroup.com

Your Mailing address here

Brand
Clothing

Clothing
Samples

Joint publisher marketing items are available on request. Contact the QBS marketing team with your queries.

Brand
Merchandising

Merchandising
Samples

Example of QBS branded merchandising items.

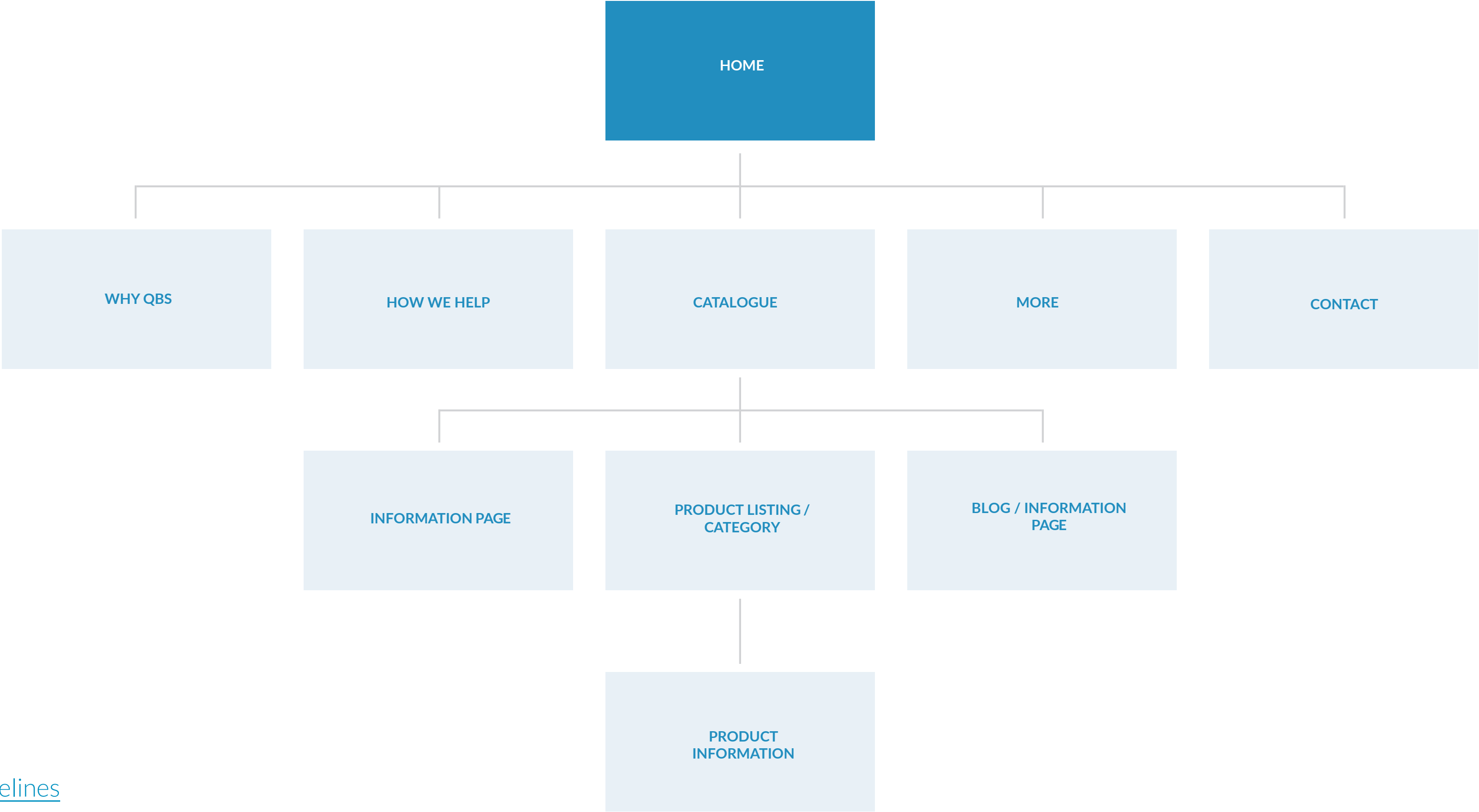Contact the QBS marketing team if there is a need for merchandising items.

All merchandising items should contain a CTA - website address added.

Important note: provided examples are just for general guidance. Actual merchandising items can vary in style, color and size and has to be coordinated with the QBS marketing team.

Web
Design

QBS Software's web sitemap and the link to the detailed web design guidelines are added below.

```
                              ┌──────────────┐
                              │     HOME     │
                              └──────────────┘
        ┌──────────┬──────────────┼──────────────┬──────────┐
  ┌─────────┐ ┌──────────┐ ┌───────────┐ ┌────────┐ ┌─────────┐
  │ WHY QBS │ │ HOW WE   │ │ CATALOGUE │ │  MORE  │ │ CONTACT │
  │         │ │   HELP   │ │           │ │        │ │         │
  └─────────┘ └──────────┘ └───────────┘ └────────┘ └─────────┘
                   ┌─────────────┼─────────────┐
            ┌────────────┐ ┌────────────┐ ┌────────────┐
            │INFORMATION │ │  PRODUCT   │ │   BLOG /   │
            │    PAGE    │ │ LISTING /  │ │INFORMATION │
            │            │ │  CATEGORY  │ │    PAGE    │
            └────────────┘ └────────────┘ └────────────┘
                                 │
                          ┌────────────┐
                          │  PRODUCT   │
                          │INFORMATION │
                          └────────────┘
```

Link to k YV·XYg][b·guidelines

Vendor
Page Template

All QBS Managed Vendors must have Vendor pages in place.

Provided template should be followed to add information about Vendor and its products.

If any additional changes are needed on this template, **prior written approval from the QBS marketing team must be obtained.**
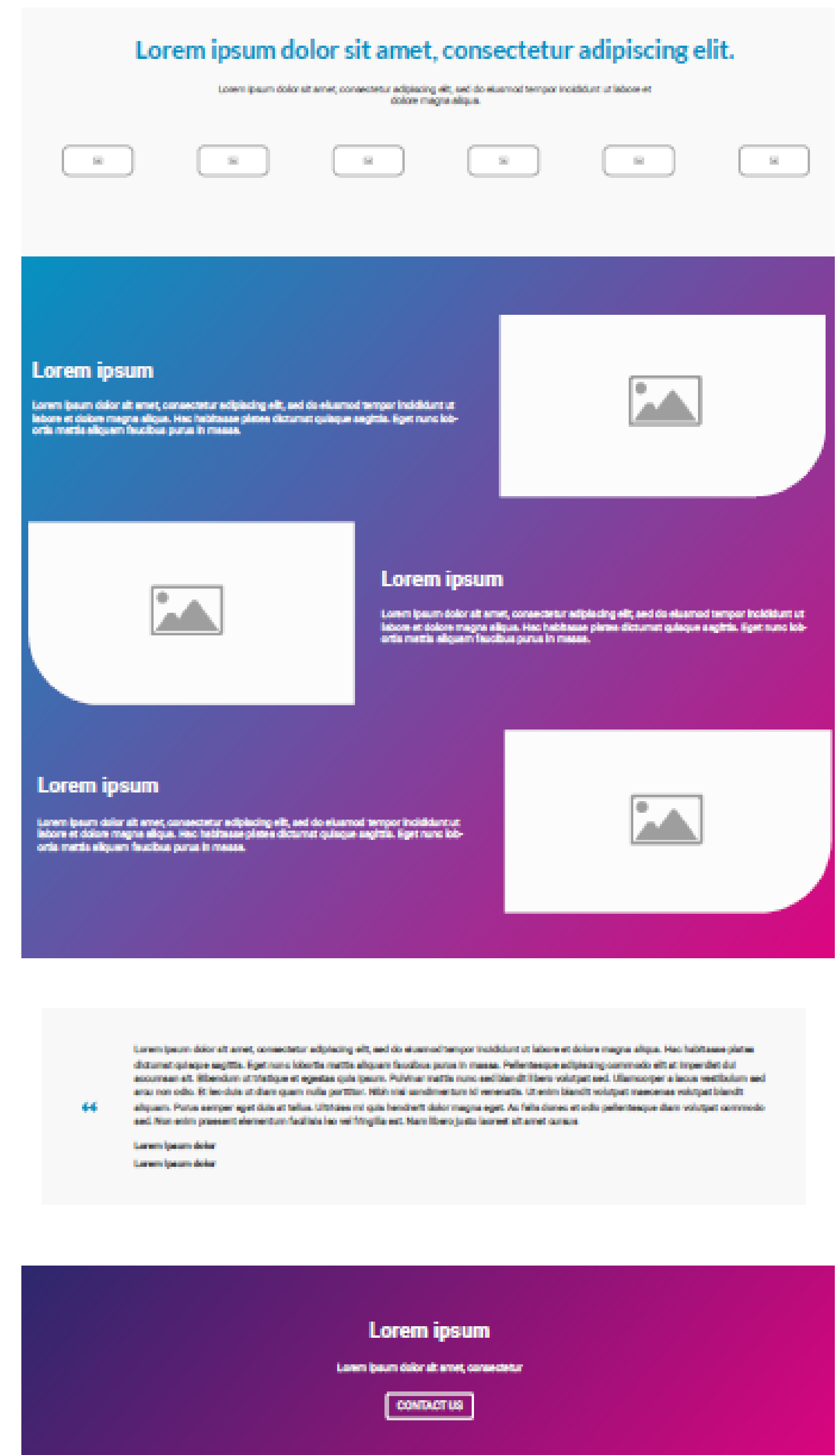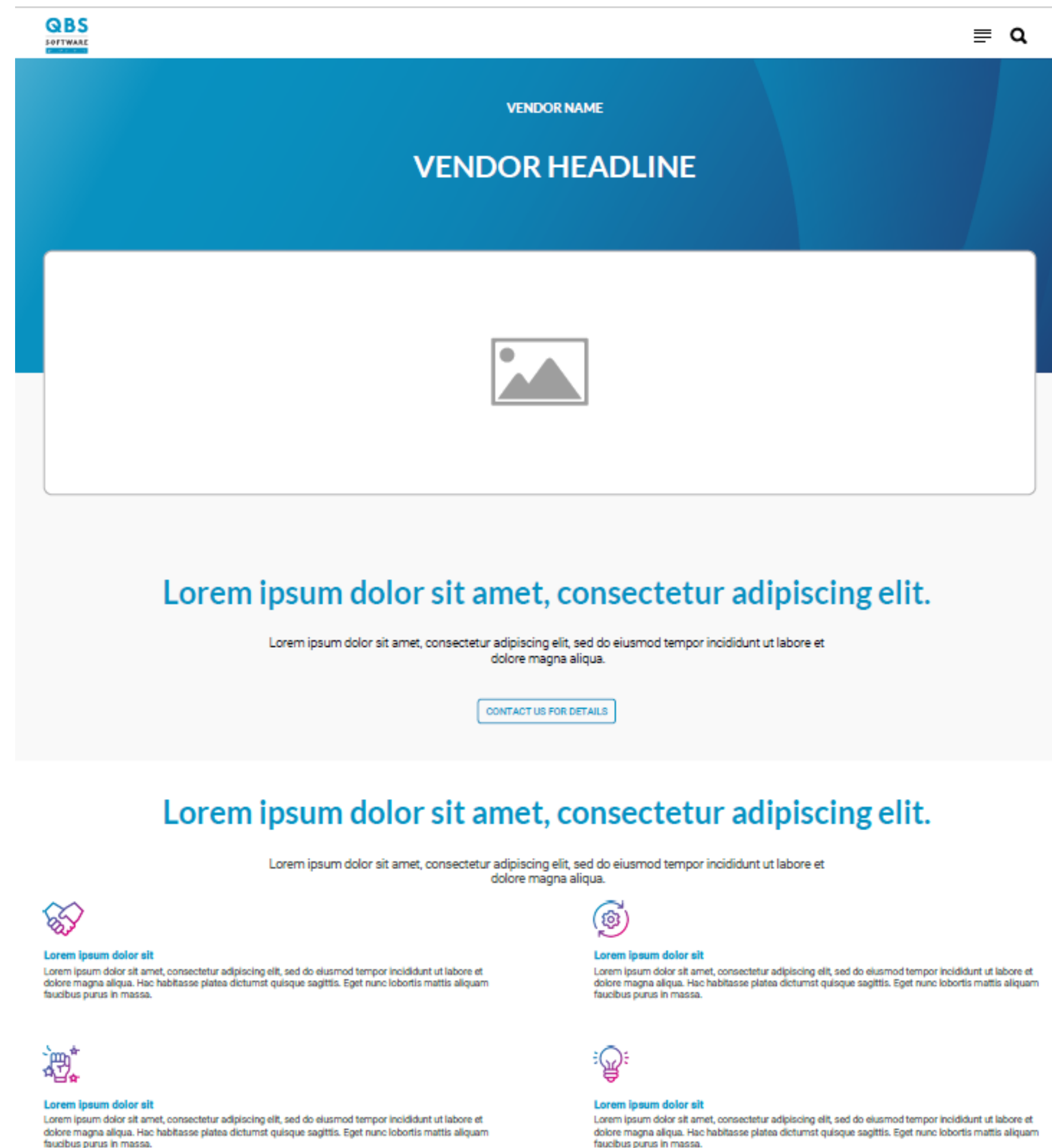
Social
Media

Messaging
Social Post

Photography for social media should be thoughtfully selected with a certain audience in mind to ensure the greatest impact.

Social Media photography should differ when promoting publishers, QBS brand news or ESG messaging. Photography should adhere to the guidelines mentioned in the brand manual and convey an honest and authentic representation of QBS's Brand Values.

Wavy pattern with QBS Software logo on the right corner should be used as following:

- QBS blue gradient for Vendor and Corporate messaging
- QBS rubine red and blue gradient for MSP related messaging
- QBS lime green and blue gradient for ESG messaging

When wavy pattern with logo can't be used due to nature of the social post, links or specific images - this is allowed to do. Wavy pattern can also be resized / lowered or heightened.

If questions arise - please consult with the QBS marketing team.

Banners and
Avatar

Examples of how QBS social media profiles should be presented.
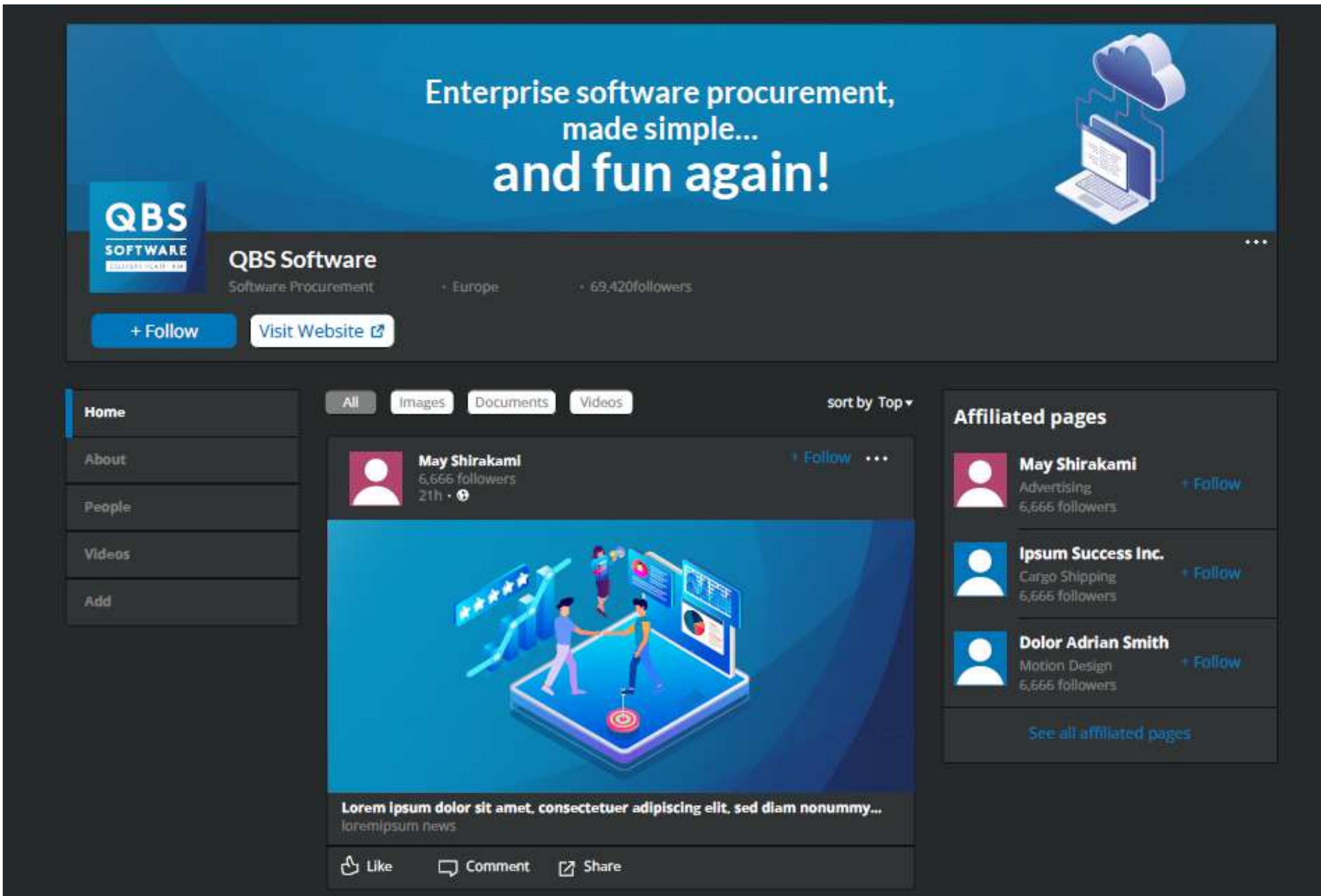
Additional
Examples

Social media post examples when using illustrations.

Photography

Setting the
Standard

Use of photographs is vital for capturing vibe, essence and values of QBS Software. Text and visual should work together, and photography should portray an ideology behind the text.

QBS Software photography aims to give a visual experience of the brand through expressive pictures that visualise trust, passion, success, collaboration, bustling QBS offices, engaged team members, and efficient software procurement processes.

Image
Selection

QBS Software is a brand that prides itself for authenticity. Images selected shoud reflect that, be original and natural.

Images should be inspiring, clean and of high-resolution.

Clear &
Crisp

Photos used in QBS communications should be purposeful and bring text information to compelling visual.

Correct
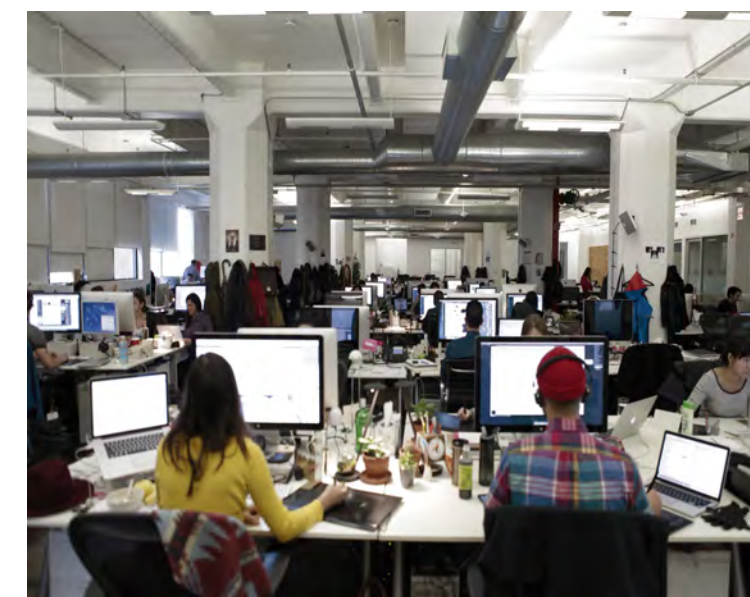Clear, crisp image highlighting the interior of an office.

Incorrect
Blurred, pixelated image without a defined focal point.

Correct
Clear, well framed and focused image.

Incorrect
Busy, poor aspect ratio, too many details, pixelated.

Additional
Ideas

Brand experience can be portrayed through the images of the QBS Team, office environment, and technology.

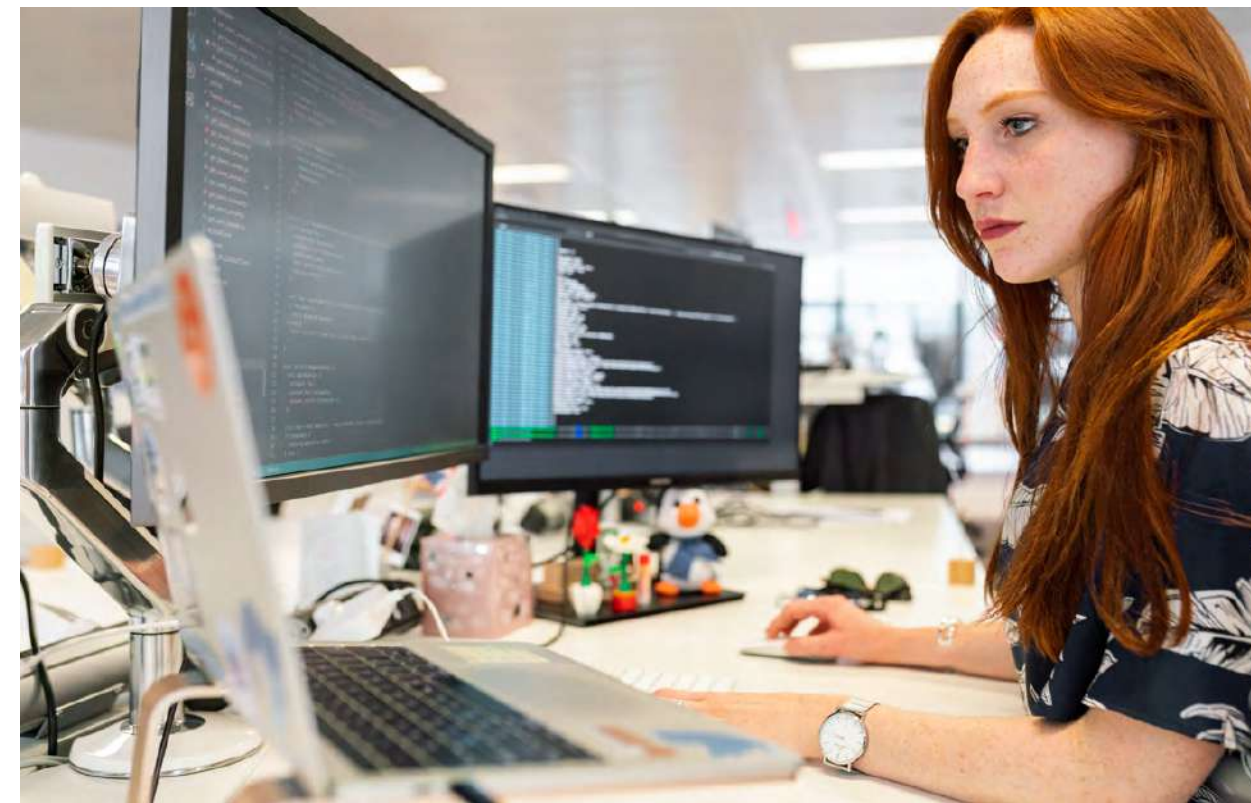Try using images that express the "idea behind visual".

People

Process

Technology
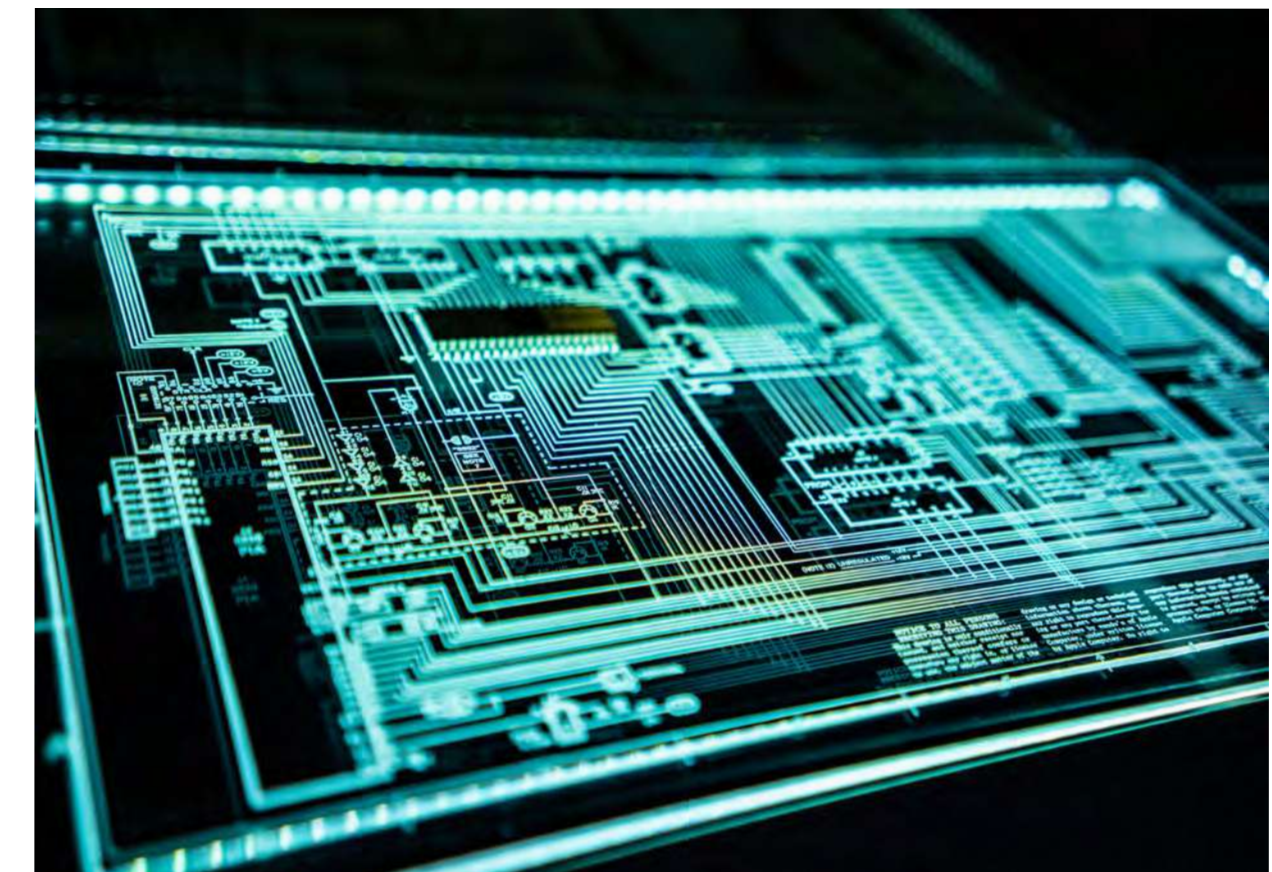
Additional
Ideas

Office **Environment**

Employees

Cooperation

Customer **Reach**

Sustainable **Branding**
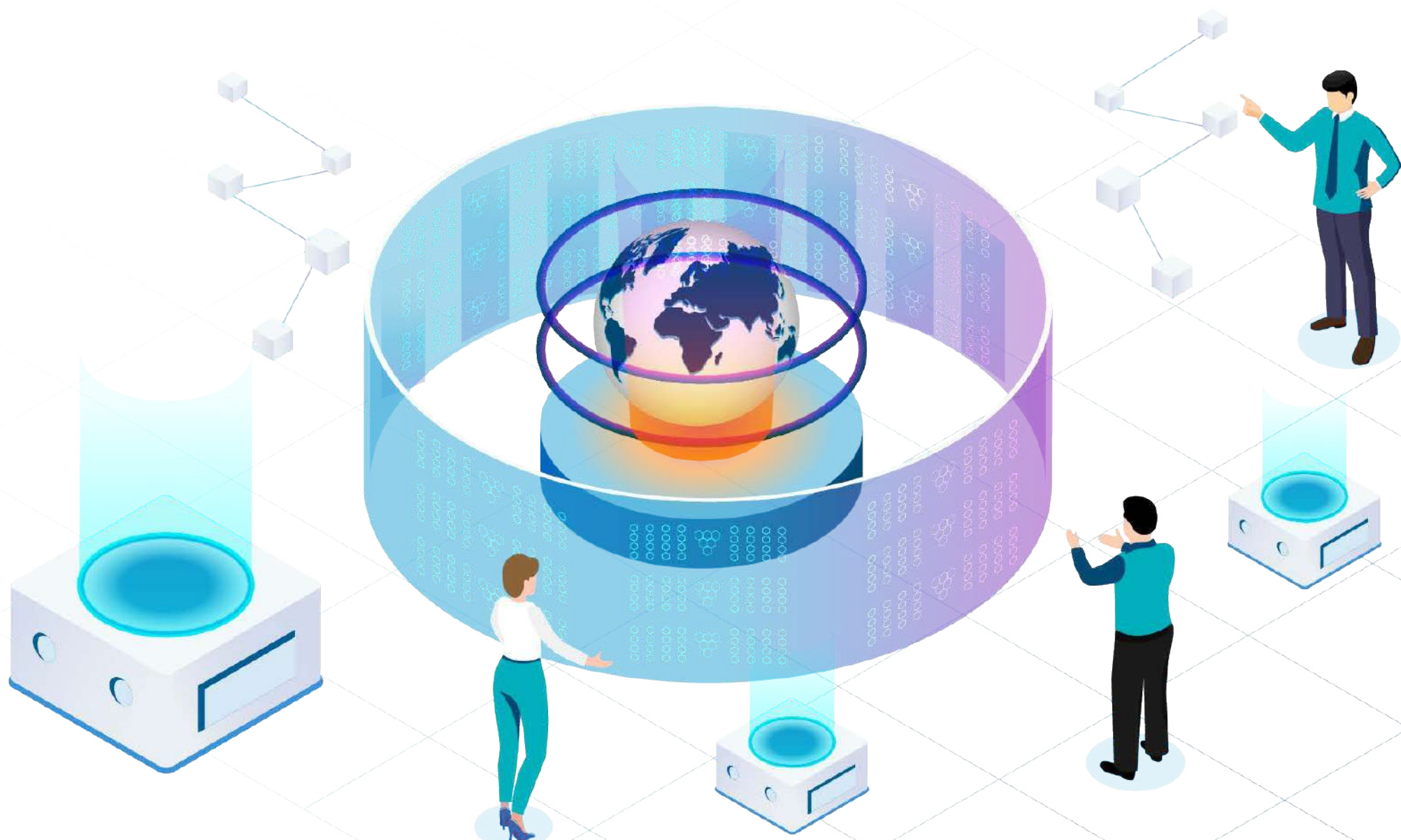
Business **Deals**

Illustrations

Vector
Graphics

Illustrations are a great way to showcase the QBS Software brand.

Illustration should be simple, crisp and complement text content with the same message. Try using primary QBS brand colour (Blue where possible to keep the brand consistent across different platforms.
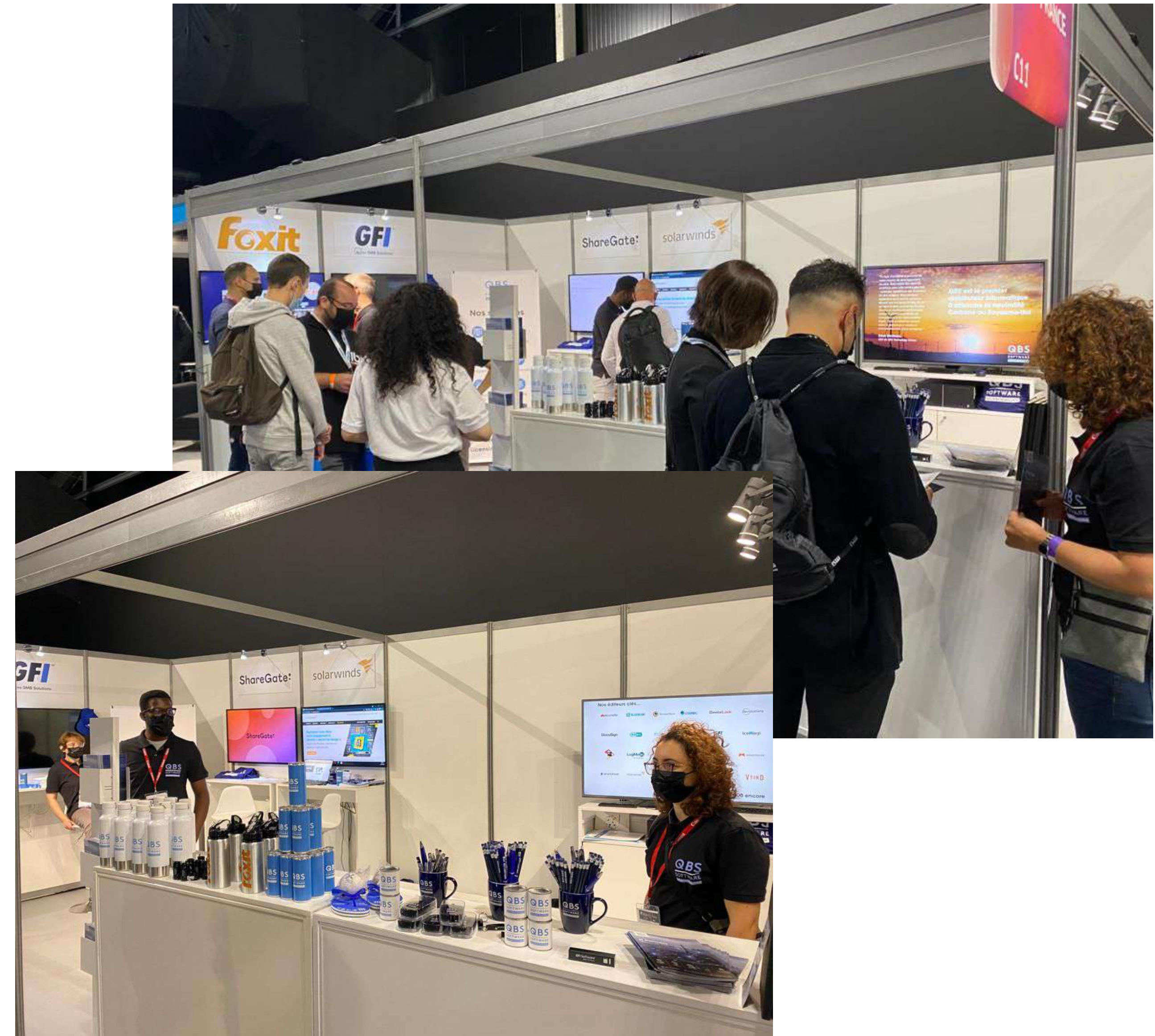
Illustration
Examples

Events
and Exhibitions

Events
and Exhibitions

At exhibitions, it is important to create interest to make contacts and strengthen the brand.

It might be big or small, there is a great deal of freedom permitted, however, a consistent and uniform look should be maintained as it strengthens the brand.

When planning to attend an event or a conference, please discuss with the QBS marketing team about the size and layout of the stand, including the list of accessories to be used.