



# Branding & Style Guide

Authorized Sales and Service Providers

# Meet Quincy Compressor

When a tough application calls for a tough air compressor system, Quincy Compressor answers with True Blue reliability and some of the industry's strongest warranties. Engineered to last for decades of heavy use and manufactured with durability in mind, Quincy's lineup offers tough, tougher and ruggedly efficient air compressors supported by an assortment of control, accessory and air treatment options.

## A Legacy of Innovation Spanning Nearly a Century

In 1920, Quincy established its reputation for engineered solutions and today provides uncompromising reliability for demanding applications. Its flagship products, QR-25 and QSI have proven to be reliable choices for users in some of the toughest conditions like mining, drilling, concrete production and shipbuilding. The Quincy brand is synonymous with quality, delivering "Performance You Demand. Reliability You Trust."

## Products

Quincy Compressor is a leading designer and manufacturer of reciprocating and rotary screw air compressors ranging from one-third to 350 horsepower, vacuum pumps and a full line of air treatment components. Offerings include:

- Single- and multi-stage models
- Lightweight, small-footprint durable units
- Pumps for the natural gas market

Quincy's headquarters are located in Bay Minette, Alabama. As an ISO 9001-registered manufacturing facility, we adhere to a set of repeatable, scalable processes to ensure every one of our products delivers the durability and performance you expect.

## Warranty

Quincy stands behind its products and processes with some of the best warranties in the business. All products feature standard coverage for the first year. Extended warranty options protect your investment for up to ten years on select models. Quincy offers a full line of genuine Quincy replacement parts as well as service packages covering all required preventative maintenance to keep your investment running in tip-top condition.

## Who We Serve

No matter what industry you're in, you need to know your air compressor will deliver the performance that keeps you running, shift after shift and day after day. Quincy's products are found in a variety of applications, from home garages and workshops to offshore drilling operations, research facilities and more. Our products power tools in automotive repair facilities and drive industrial processes in manufacturing plants. Whatever the specifics of your application, Quincy has a solution for all your compressed air needs.

## Where to Find Us

End users can locate Quincy products in a self-service mode through online and through brick-and-mortar retailers or in a full-service mode through a dedicated network of expert authorized distributors and company store personnel who sell and service units with precision. A relationship with one of these top-notch companies is sure to keep your operation up and running efficiently. To locate your nearest dealer, visit our Sales and Service Locator at [quincycompressor.com](http://quincycompressor.com).



# BASIC LOGO USAGE

## Basic Logo Usage

The Quincy Compressor logo consists of a circular Q and C symbol combined with customized Avenir fonts to spell out Quincy Compressor.

The word "COMPRESSOR" must appear in all instances of air compressor reference. In the case of vacuum pumps, the vacuum logo may be substituted.



1. The Quincy Compressor logo must always be used in its original form. It should never be recreated. All formats are published in the Virtual Library or may be obtained by contacting Marketing Services.



2. The logo can be used as large as needed, but should not be used less than 1" (2.54 cm) in width.



3. Certain situations may require the use of the logo at less than 1" in width. In this case, use the logotype Quincy Compressor without the circular Q, maintaining a height of no less than 3/16" (.48 cm).

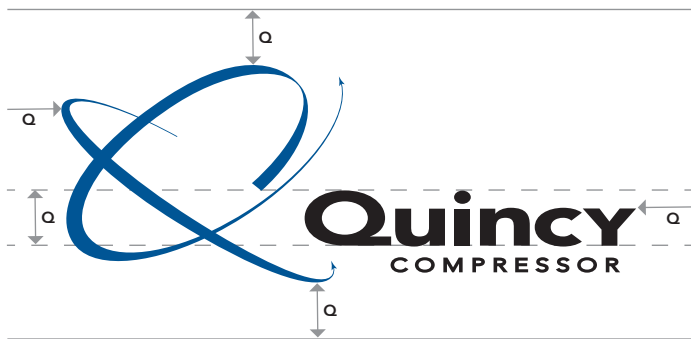
# Clear Space & Proportion

## Clear Space

To maintain the integrity and impact of the Quincy Compressor logo, it is important to be conscious of the amount of clear space used around the logo.



4. The recommended clear space around the logo is equal to the height of the "Q" in Quincy. The "Q" height is always proportional to the size of the logo, and will increase or decrease as the logo size increases or decreases.



5. The space "Q" is always used to determine the clear space around the logo. Center optically, as mathematical centering appears too far to the left.



6. If the Quincy logo is used with an identifier or positioning statement, then an additional "Q" space should be left around the incorporated text.

**NOTE:** The tagline appears in Avenir LT Std Book Oblique, with tracking set at -10.

# Logo Color & Usage

Color is used as a key identifier of the Quincy visual identity. The Quincy Compressor logo uses two predominate colors, PMS 294 Blue and Black. This is the preferred color combination. Certain issues will limit the use of a color logo. In those instances, the logo will either be all black or all white. Never print in any other colors.



Quincy Blue  
Pantone PMS 294

C - 100	R - 1	WEB
M - 58	G - 53	#003881
Y - 0	B - 122	
K - 21		



Quincy Black

C - 0	R - 0	WEB
M - 0	G - 0	#000000
Y - 0	B - 0	
K - 100		

7. Approved color variations appear here as examples of how to properly determine the color. On white or lighter backgrounds with two color printing, always select the black and blue version. One-color options should be all PMS 294 or all black.



Background Black



Background under 50 Gray



Background over 50 Gray



Background Blue

# Acceptable Applications

To maintain the integrity and impact of the Quincy Compressor logo, it is important to use the appropriate logo at the appropriate time. Generally, the audience and application dictate which logo to choose. When in doubt, contact Marketing Services (251) 239-2782.



8. Quincy's primary black and blue logo must be used in all instances where space and orientation permit. When in doubt about which logo to use, contact Marketing Services.



9. If space does not allow for a horizontal logo, a vertical version may be used with approval from Marketing Services. Do not replace a horizontal logo with the vertical version at any time.



10. If the word "Compressor" is illegible, the size may be adjusted slightly to maintain clarity. It must never appear as bold as the word Quincy.



11. When producing signage, the horizontal logo is the only acceptable version for use. It may appear on glass doors as a white vinyl die cut.



- 12. The logos bearing the public web site address must be used on all packaging applications, and for all promotional activities, i.e. pens, mugs, hats, etc.

The web address is to be set only in lowercase letters and without the www. prefix. Apparel is excluded and does not require the web address. Use in horizontal applications.



- 13. The logos bearing the public website address must be used on all packaging applications, and for all promotional activities, i.e. pens, mugs, hats, etc. Use in vertical applications.



- 14. All packaging and corrugated material must have the full blue logo and web address.

Parts packaging should show the "Genuine Parts" tagline.



Incorrect logo usage

- 15. The swooshy "Q" can not be used as stand alone. It must always have the "Quincy Compressor" text.

# New Compressor Unit Color & Logo Usage

The color being used on new compressors is RAL #5002.

The vertical "Quincy" text on new units only appears in PMS 545C.



## QUINCY BLUE

RAL #5002 PMS 287C

C-100	R-0	WEB
M-75	G-56	#00448B
Y-0	B-123	
K-20		



## QUINCY VERTICAL LIGHT BLUE

PANTONE PMS 545C

C-20	R-201	WEB
M-5	G-222	#C9DEE8
Y-5	B-232	
K-0		



## BLACK

C-0	R-0	WEB
M-0	G-0	#000000
Y-0	B-0	
K-100		



The **Quincy badge**, as appears at left, is placed at the bottom left of some compressors such that it takes up 80% of the width of the dark column in which it is placed, and is always centered. The margin of space between the bottom of the badge and the base of the compressor is equivalent to roughly 105% the height of the badge.



The **Vertical Quincy graphic** is placed in the horizontal center of the blue portion of the compressor body, and is sized such that it occupies roughly 88% of the vertical space.



# Colors and Fonts for Digital/Print Material

The basic font specifications for product brochures are as follows:

## Header 1

Avenir Next Bold (24 pt)  
Set in black

## Header 2

Avenir Next Condensed Demi Bold (13 pt)  
Set in Quincy Blue 110c, 58m, 0y, 21k

## Header 3

Avenir Next Condensed. Bold (10 pt)  
Set in black

## Body Text

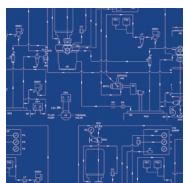
Avenir Next Condensed (10 pt)  
Set in black

The following are colors and graphical elements used in print and digital materials in addition to those already mentioned in this guide:



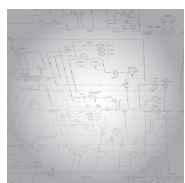
### QUINCY NEW BLUE

C-100	R-0	WEB
M-80	G-56	#00387B
Y-0	B-123	
K-20		



### QUINCY BLUEPRINT

This pattern appears in many contexts in Quincy Compressor's branding, and can be used as deemed appropriate.



### QUINCY GRAYPRINT

The gray blueprint is a transparent image placed on a gray radial gradient background. 35% black to 10% black gradient. The gray blueprint is set at a 25% transparency over gradient.

## Possible Accent Colors



### GREEN ACCENT PMS 369C

C-64	R-103	WEB
M-9	G-173	#67AD53
Y-89	B-83	
K-1		



### TANGERINE ORANGE ACCENT PMS 151C

C-2	R-242	WEB
M-58	G-133	#F28500
Y-100	B-0	
K-0		



### COOL GREY ACCENT

C-0	R-167	WEB
M-0	G-169	#A7A9AC
Y-0	B-172	
K-40		

# Current Trademarks & Other Assets



NO BULL WARRANTY  
 NO BULL WARRANTY  
 PROTECTING YOU, NOT US (Logo)

Performance You Demand.  
 Reliability You Trust.

POWER\$YNC

QGV



Q (Stylized)

QR-25

QSI

QT

QUIN-CIP

QUINCY



Qniverse

QUINCY COMPRESSOR

QUINSYN

ROYAL BLUE WARRANTY

TRUE BLUE RELIABILITY

WEB\$YNC (Stylized)

QUINCY EFFICIENCY QUOTIENT



WHAT'S YOUR EQ?  
 QUINCY EFFICIENCY QUOTIENT

WHAT'S YOUR EQ? QUINCY EFFICIENCY  
 QUOTIENT Badge (Stylized with Design)

Q-CONNECT



Gladiator Service



Technicians 10 Golden Rules



Qber



Air Academy



BADGER XE

Used with QGV-40, QGV-50, QGV-60, QGV-75, QGV-100, and QGV-125 compressors

# Warranty Logos

List of various logos for each Quincy Compressor warranty and guardian shield.

## NO BULL WARRANTY

Protecting you not us warranty.



## STERLING BLUE RELIABILITY

7 years warranty.



## 1 YEAR WARRANTY

Protecting you not us warranty.



## ROYAL BLUE WARRANTY

10 years warranty.



## 2 YEAR WARRANTY

Quincy vacuum warranty.



## IMPERIAL BLUE WARRANTY

15 years warranty.



## TRUE BLUE RELIABILITY

5 years warranty



## BLUE SHIELD

Extended warranty.



## STERLING BLUE RELIABILITY

5 + 5 years warranty.



## HEAT EXCHANGER

10 years warranty.



# Various Unit Logos

List of various unit logos.

**Quincy Compressor Vacuum**  
Vacuum units.



**AIR MASTER SERIES**  
Air Master units.



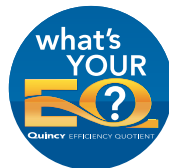
**BLUE BADGE**  
For use on compressor  
units



**EQLTE**  
Quincy efficiency quotient.



**WHAT'S YOUR EQ?**  
Quincy efficiency quotient badge.



**BADGER XE**  
scratch marks and BADGER XE  
text used with QGV-40, QGV-50,  
QGV-60, QGV-75, QGV-100,  
and QGV-125 compressors



# Service Plan Logos/Icons

List of service plan icons in 3D and flat colors, with and without the Quincy Compressor logo.

## COMPETE GUARDIAN

The Complete Guardian is an all-inclusive commitment from Quincy Compressor to take full responsibility of your air compressor with on-time maintenance by our professionally trained service technicians, use of genuine Quincy parts and proactive upgrades that improve machine uptime and efficiency. Best of all, this plan includes complete risk coverage which includes all repairs at no extra cost.



## EXTENDED GUARDIAN

With the Extended Guardian, you have the advantage of an additional 5 years added onto your original warranty without any extra costs and the certainty of new life for your compressor including the latest technologies and updates.



## PARTS GUARDIAN

The Parts Guardian plan provides you with all the genuine Quincy parts you need at a predetermined cost. And because the Parts Guardian helps you to plan maintenance on time, the risk of a costly breakdown is reduced. This plan allows you to lock in today's prices for tomorrow's maintenance needs.



## PREVENTATIVE MAINTENANCE GUARDIAN

With the Preventive Guardian, you will have a maintenance schedule that fits your needs and provides higher energy efficiency, increased reliability at a locked-in cost at today's prices.



