Quest Diagnostics™

Our Brand Visual Identity Comprises Five Elements:	Our Logo	Our Colors	Typography	Photography	Graphic Elements

Our Logo

Our new logo is available in two formats: stacked and horizontal.

- The stacked version is our preferred arrangement
- The logo may be used in full color, greyscale, black, white and green (Dark Green) only.
- The logo has a trademark symbol and must be marked in all applications.
- Do not ungroup the logo and reconfigure.
- Do not use the icon or the wordmark separately. The logo is always locked up.
- The logo should be placed in one of the four corners of the page. Lower right corner is preferred.

Quest Diagnostics™

Stacked lockup: Full Color

Quest Diagnostics'

Horizontal lockup: Full Color

Quest Diagnostics™

Stacked lockup: One-Color (Dark Green)

Quest Diagnostics™

Stacked lockup: White

Quest Diagnostics™

Stacked lockup: Black

Quest Diagnostics™

Stacked lockup: Grayscale

Quest Diagnostics™

Fig. 1 Clear Space

1-1/2 X

1-1/2 X
x

Quest Diagnostics'

8.25 mm / 0.325 in
47 px

Fig. 2 Print Minimum Size

Our Colors

Quest is a green brand. We have three greens and a new color option, the Quest Gradient.

- Please review the proportional use of color to understand color hierarchy.
- These greens and gradient are the focus of our palette.
- The gradient may be horizontal Green> Bright green (left to right) or on a 45° diagonal with Green being in the lower left corner, and Bright Green in upper right.
- The secondary palette may be used as accents and highlights, but not large areas.
- Black and Red are reserved exclusively for technical information, such as in report details.
- It is suggested that all text be in Dark Gray unless black is required for legibility.

Gradient
Green
See page 63 for details

Primary Palette

Dark Green
Pantone 357 C
C92 M18 Y94 K61
R3 G76 B31
Hex# 034C1F

Green
Pantone 364 C
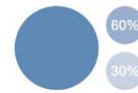C71 M4 Y100 K45
R76 G118 B55
Hex# 35792A
60%
30%

Bright Green
Pantone 390 C
C27 M0 Y100 K3
R198 G213 B47
Hex# C6D52F

White
C0 M0 Y0 K0
R255 G255 B255
Hex# FFFFFF

Secondary Palette

Blue
Pantone 646 C
C70 M35 Y0 K10
R94 G138 B180
Hex# 5E8AB4
60%
30%

Dark blue
Pantone 308 C
C100 M18 Y8 K50
R0 G88 B124
Hex# 00587C
60%
30%

Orange
Pantone 110 C
C0 M20 Y100 K10
R218 G170 B0
Hex# DAAA00
60%
30%

Purple
Pantone 249 C
C45 M90 Y0 K10
R128 G39 B108
Hex# 80276C
60%
30%

Gray
Pantone Cool
Gray 6 C
C16 M11 Y11 K27
R167 G 168 B170
Hex# A7A8AA

Dark gray
Pantone Cool
Gray 10 C
C40 M30 Y20 K66
R99 G102 B106
Hex# 63666A

Technical Colors

Black
C0 M0 Y0 K100
R0 G0 B0
Hex# 000000

Red
Pantone 200 C
C3 M100 Y70 K12
R180 G12 B47
Hex# B40C2F

Questions? Email us at BrandTeam@QuestDiagnostics.com

Graphic Elements: **Shapes**

Our brand offers 7 different shapes with half-tone edges as a way to highlight a message, illuminate information, or to add a spark to your designs. They are optional.

- Only one shape per page or spread
- You may use different shapes on different pages and spreads
- The dot pattern should not detract from legibility (when beneath or near copy)
- Always use supplied art files. Do not redraw or create your own shapes.
- Shapes may be used in white on green gradient or in greyscale on white.

These shapes are available as vector and png files on the Creative Portal as individual files and also as a master zipped file (with all logos, grids, color libraries).

Incorrect use of Shapes

- Do not overlap and/or use more than one shape per page or spread.
- Do not distort the shape.
- The shape should not overlap or intrude on any text, headline, or the focus of your paragraph.
- Do not mix shape defined photo with gradient background
- Do not use the shape as an outline.
- Do not add effects or use other colors other than white on gradient backgrounds.
- Only use the shape or crop of the shape to enhance your image and it's message.
- Do not enlarge to make the dot pattern coarse or too small to see
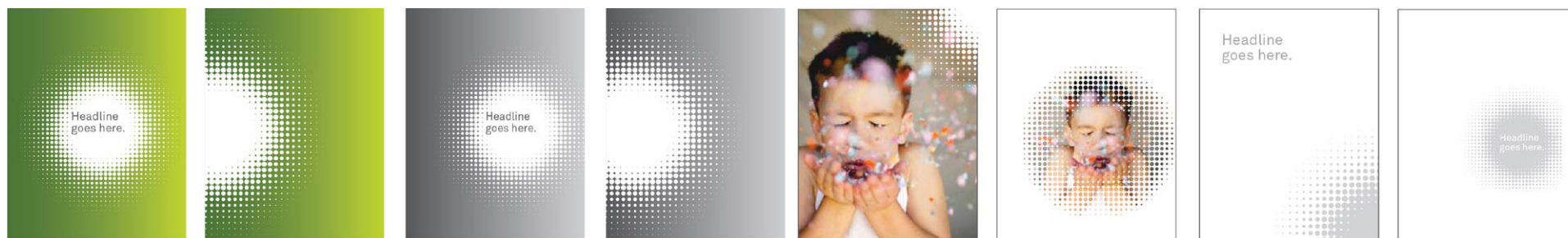
Available Shapes
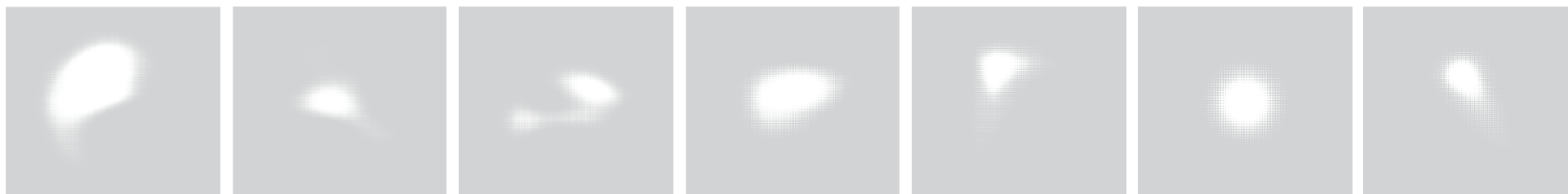
| Swoosh | Flare | Oval | Triangle | Boomerang | Circle | Comet |

Examples of correct shape usage

Questions? Email us at BrandTeam@QuestDiagnostics.com

Typography

Our new font is Akkurat Pro in three weights: light, regular and bold in roman and italics.

- Use upper and lower case, flush left/ragged right.
- Headline and subheads should be -20 tracking.
- Body and caption copy should be 0 tracking.
- Avoid using italics, underlining or modifying the type in any way. If using italics, use the Akkurat Italic font. Do not italicize the standard Akkurat font by clicking the "i" icon.
- Text is preferred to be Dark Grey versus black.
- Digital font is Arial and may be used when Akkurat is not available.

Akkurat Pro is available for purchase at lineto.com
http://lineto.com/The+Fonts/Font+Categories/Text+Fonts/Akkurat/

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Akkurat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Akkurat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Akkurat Bold

Photography

Our images connect our work to the reader, focusing on the warmth, potential, and humanity of our partnership with the audiences we serve.

Our images are not exclusive to these three categories as a brand, Quest also utilizes images of buildings, laboratories, slides and other objects. Note that these images should adhere to the image style guidance that follows on the pages within the imagery section of the Brand Manual.

- Images should be:
  - Well-lit, with tones that complement our color palette.
  - Realistic and authentic, with natural poses and concepts.
  - Crisp, focused and with a clear focal point.
  - Simple and uncluttered.
- Avoid images that are stiff, posed or artificial shots.
- Aspirational or metaphorical images need to be approved by the Brand Team.
- Choose royalty-free images instead of rights-managed when possible.

Category 1: **People**

Category 2: **Scientists and Healthcare Workers**

Category 3: **Aspirational**

Questions? Email us at BrandTeam@QuestDiagnostics.com