QualityPro
the mark of excellence
in pest management

BRAND GUIDE

CONTENTS

WE SET THE STANDARD

QualityPro sets the standards of excellence for professional pest management companies and their employees through education, training and certification, providing consumers protection and confidence when selecting a nationally accredited company.

For QualityPro accredited companies to effectively communicate this prestigious credential to current and prospective customers, a clear and consistent brand voice and image is mandatory. Following the parameters set forth in this guide will further raise the level of professionalism in the pest management industry to the highest standard and foster a sense of authority, trust and excellence.

While co-branding your company with QualityPro isn't required, it is one of the most impactful ways for you to maximize the value of your credentials. In addition to promoting your company's commitment to excellence, it helps to grow the brand awareness of our industry's credentialing program in the public eye. When consumers know to seek out a QualityPro accredited company, your company will stand out, the industry will be stronger, and our communities will be protected by the highest quality pest control.

IN GOOD COMPANY

QualityPro is administered by the Foundation for Professional Pest Management, an independent organization that has been developing good business practices and standards since 2004. Designed specifically for pest management companies in the U.S. and Canada, QualityPro is proud to accredit more than 500 of the best companies using a set of comprehensive standards significantly superior to national and state/provincial regulations.

The QualityPro standards serve as a template for growing a business professionally. Companies that meet the standards gain a competitive edge in attracting the most qualified talent and instilling a greater confidence in their customers.

VISION

QualityPro is the only recognized and accepted credentialing authority of the professional pest management industry.

GOAL AREAS

STANDARDS OF EXCELLENCE:

QualityPro accredits and certifies pest management companies and professionals using a set of comprehensive standards significantly superior to national and state/provincial regulations.

EDUCATION & TRAINING:

An increasing number of pest management companies and professionals are becoming QualityPro accredited and certified by completing approved education and training programs designed to enhance the overall customer experience.

QUALITYPRO BRANDING:

QualityPro will grow its brand awareness.

BRAND VOICE

BRAND VOICE

QualityPro is part of an industry-wide effort to professionalize the industry in the eyes of consumers and prospective employees. When speaking about QualityPro, the tone should be professional, authoritative and knowledgeable to reinforce this position.

All branded materials developed to highlight QualityPro should be entirely within brand guidelines and embody a tone that reflects the prestige of the credentialing program.

REFERENCES IN COPY

For consistency across all written communications, always use the full name, QualityPro.

- Do not use "QP."
- Make sure the "Q" and "P" are always capitalized.
- When speaking about QualityPro in relation to a company, use the terms "QualityPro accreditation" or "QualityPro accredited."
- When speaking about QualityPro in relation to services, use the phrases:
  - » "Our company is proud to hold the QualityPro Public Health certification"
  - » "Our company is proud to offer QualityPro Public Health certified services"
- Do not state, "Our company is Public Health certified." Your company is QualityPro accredited. Your service(s) is certified.
- When speaking about QualityPro in relation to the National Pest Management Association (NPMA), do not use "NPMA's QualityPro." Instead, use "QualityPro, Endorsed by NPMA."

LOGO & USAGE

» OUR LOGO

- There is only one logo orientation, which should be used in all communications.
- The QualityPro logo should never be re-created or altered in any way.
- The logo may be reproduced in black or reversed in white.
- The logo may be shown without the tagline "the mark of excellence in pest management."

» AREA OF ISOLATION

- Clear space is essential for proper presentation of the logo. The minimum of acceptable clear space is equal to the height of the letter "Q" in the wordmark as shown.

LOGO & USAGE

» SIZE RECOMMENDATIONS

- For optimal clarity and readability, the logo should be displayed no smaller than the specified dimensions.
- In printed materials, logo resolution must be 300dpi or higher. For digital applications, the resolution should be at least 72dpi.

The full logo with tagline is the preferred format, particularly when used in co-branded materials.

.75 in

The logo without tagline is an excellent option in materials with limited visual space, or in longer materials, like brochures, when the tagline is included elsewhere.

.4 in

» INCORRECT LOGO USAGE

- Never change the colors of the logo elements.
- Do not use non-brand colors.

- Never outline the logo.
- Do not rearrange logo elements.
- Do not embellish the logo.
- Do not distort, skew or rotate the logo.

LOGO & USAGE

» BACKGROUND USAGE

A. The logo should always contrast with the background color it is placed on so it is adequately visible.

B. The logo should normally be reproduced in full color on a light background. When necessary, it may be reversed in white on a dark background.

C. The logo may be placed on a photograph with sufficient clear space, or on a white "tag" overlay.

D. Do not use the logo on a background color that is similar to the logo.

E. Do not place the logo directly on a complex background.

BRAND COLORS

» BRAND PALETTE

- The QualityPro palette consists of one primary and two secondary colors, as well as eight tertiary certification colors that may be used as accents in collateral.

PRIMARY

PMS: 646C
CMYK 68/39/13/0
RGB 91/137/180
HEX: #5B89B4

SECONDARY

PMS: 7694 C
CMYK 100/78/34/20
RGB 0/65/107
HEX: #00416B

PMS: Cool Gray 9 C
CMYK 56/47/44/11
RGB 117/118/121
HEX: #757679

- Each badge consists of one bright and one deep color.

PMS: 179 C
CMYK 4/91/91/0
RGB 228/61/48
HEX: #E43D30

PMS: 200 C
CMYK 16/100/87/7
RGB 193/2/48
HEX: #C10230

PMS: 7737 C
CMYK 64/15/100/2
RGB 107/164/58
HEX: #6BA43A

PMS: 371 C
CMYK 64/42/100/31
RGB 84/97/34
HEX: #546122

PMS: 7408 C
CMYK 3/26/100/0
RGB 247/190/0
HEX: #F7BE00

PMS: 144 C
CMYK 3/54/100/0
RGB 241/138/0
HEX: #F18A00

PMS: 1645 C
CMYK 0/72/82/0
RGB 255/108/55
HEX: #FF6C37

PMS: 173 C
CMYK 12/87/100/2
RGB 210/69/30
HEX: #D2451E

BADGE USAGE

PURPOSE:

QualityPro certification badges are a symbol of our commitment to ensuring the highest standards of quality and safety in our industry. The shield shape is a direct and literal symbol of the protection of QualityPro certified services.

These badges are made available to businesses that have the distinction of having earned a certification in a certain discipline of pest management.

To ensure the integrity of our brand presence, the badges should be used in approved and authorized ways, and with consistency.

MEMBER APPLICATIONS:

- The QualityPro logo must always be used in conjunction with a certification badge.
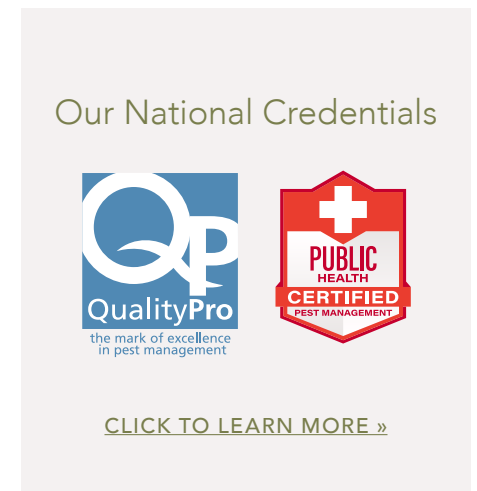
Marketing Materials

Fleet Decals

Uniforms

Websites

For ideas to showcase your certifications, visit QualityProTools.org and download the marketing toolkit available to accredited companies.

BADGE USAGE

» THE CERTIFICATIONS

- In applications when all badges will appear together, they should be in the following order: Public Health, GreenPro, Schools, Food Safety.

- When placed in a lockup with the QualityPro logo, certification badges should be smaller than the QualityPro logo. Use the spacing guidelines below.
  Lockups are provided in your brand kit.

Badge top aligned with QualityPro logo.

Margin between logos should be equal to double the width of "Q" in the QualityPro wordmark.

Equal margin from flat top to bottom point of shield.

BADGE USAGE

- The certification badges are available in a range of color settings for your use, including full color, 1-color, black and white. **These variations and lockups are provided in your brand kit.**

» THE ICONS

- In applications when multiple certifications need to be in a lockup with the QualityPro logo and space is a concern, icons with text descriptors may be used for a cleaner, more compact appearance. **Lockups will be provided to you.**

TYPOGRAPHY

» PRIMARY FONT

- The primary font that should be used on any piece of collateral produced for QualityPro is any weight or style of **Acumin Pro** and **Acumin Pro Wide**. Condensed weights should be used only as-needed in specific tight-space applications.

Acumin Pro Thin	Acumin Pro Wide Thin
Acumin Pro Light	Acumin Pro Light
Acumin Pro Regular	Acumin Pro Regular
Acumin Pro Medium	Acumin Pro Medium
Acumin Pro Bold	**Acumin Pro Bold**
Acumin Pro Black	**Acumin Pro Black**
Acumin Pro Ultra Black	**Acumin Pro Ultra Black**

» SYSTEM & WEB FONTS

- The system font that should be used is **Arial**.
- If Acumin is not available for web, then **Open Sans** may be used and is available at Google Fonts.

Arial Regular	Open Sans Light
Arial Italic	Open Sans Regular
Arial Bold	**Open Sans Bold**
	Open Sans Extra Bold

PHOTOGRAPHY

» STYLE & STOCK

- **DO** use your own custom photography featuring the homes and businesses your company protects, and the superior service our certifications represent.
- **DO** choose stock images that feature diverse models that accurately represent your company's services.
- **DON'T** use stock that looks overly staged, stylized or outdated.

QualityPro sets the standards of excellence in the pest control industry, ensuring the professionalism of our brand is a joint effort. We thank you for your support in strengthening the industry.

For any questions regarding the QualityPro brand, logos, or certification badges, please reach out to your team at QualityPro, qualitypro@pestworld.org or (703) 352-6762.

QP

QualityPro
the mark of excellence
in pest management