



# BRAND BOOK





## Contents

- 4** Our Vision
- 5** Our Business
- 6** Logotype
- 7** Typography
- 9** Colors
- 10** Graphic elements
- 12** Images
- 13** Products
- 14** Case Studies
- 15** Tone of Voice
- 17** Social media
- 18** Examples of use



*Our Vision is to be the world's preferred partner  
in creating performance-enhancing motion  
capture solutions, through technical excellence.*

## OUR BUSINESS

Motion capture, or mocap for short, is the act of recording motion, enabling what would otherwise be difficult to measure using other methods. It is widely accepted and used daily all over the world.

Our offer lies in providing high-precision motion capture cameras and mocap solutions to clients all over the world within various fields.



## LOGOTYPE

Our logotype is the most important brand-bearer. In order for the logotype to be clearly visible even together with other graphic elements or other logotypes, it has a fixed free area. Nothing may be placed within this area. The free area is based on the height of the letter Q in the logotype.

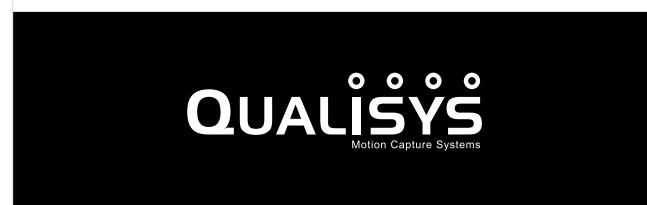
The logotype is available in different versions. Choose the one that has the best visibility and contrast against the background. When the logotype is placed on a picture, make sure the background is calm. It could also be more expensive to print in more colors, in which black or white circles replace the gray.

The logotype is available in different file formats: like EPS and PNG.

EPS - Encapsulated post script, a vectorized format which makes it possible to scale the logo, used in printed material.

PNG, JPG and GIF are pixel-based file formats and, therefore, can not be scaled. Use the PNG version on the web.

The positioning of the logotype – top left or right, bottom left or right or centered – is dependent of the printed unit and should be placed where it is most visible, without disturbing the main message or the overall impression. The logo should be placed at the same position at all units of the same kind.



#DA291C  
RGB 218/41/28  
CMYK 0/95/100/0  
PMS 485 C / 2035 U



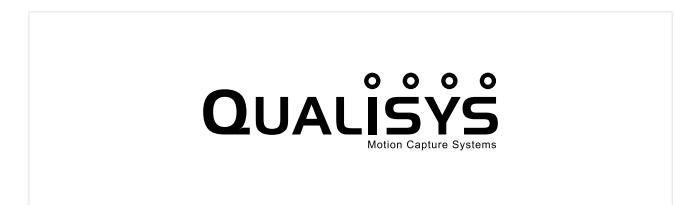
#000000  
RGB 0/0/0  
CMYK 0/0/0/100



#BBBCBC  
RGB 187/188/188  
CMYK 12/8/9/23  
PMS Cool Gray 4 C



21 mm Recommended minimum size



### THE Q

The single letter Q is used as a complement for identification and a graphic element besides the logotype. When publishing in own media or when it is obvious that Qualisys is the sender this can be used instead of a logotype, see examples at page 14 about Social Media, can be used in gray, black and white.

### Q ACADEMY

The QAcademy logotype contains the same Q as the Qualisys logotype inside a black, white or gray circle. The Q itself will be black or white. When using the educational tutorials as a reference in print, or when sharing tutorials on the web, the QAcademy logotype is used. See the example on page 14 for reference.



Negative



Black



Negative with gray circle



Black with gray circle

# TYPOGRAPHY

The typography is also important for recognition of Qualisys.

For headings, it is possible to use the Calibre Bold/Thin Italic or Calibre Bold/Semibold. Apart from headings, these fonts can also be used to highlight a sentence in a layout. The text can also be in 70% black when written on a white background. Calibre is a gentle yet robust typeface that makes a bold statement in headings and represents strength.

Body text is printed in Calibre Light to create an airy, easy to read text. When the body text is negative and part of a graphic image, it may be necessary to use a somewhat heavier version, Calibre Regular. Body text should be flushed left (also known as ragged right) for better legibility. Justified text should be avoided.

Calibre Regular is also suitable in charts or to emphasize words in a text. The cursive version, Calibre Light Italic, can also be used for emphasis or for captions.

In cases when Calibre is not available use Arial instead.

## HEADINGS COLOR



#282727  
RGB 40/39/39  
CMYK 0/0/0/95

## TITLES CALIBRE BOLD ITALIC

***abcdefghijklmnopqrstuvwxyz***  
***ABCDEFGHIJKLMNPQRSTUVWXYZ***

## HEADINGS 1 MEDIUM ITALIC

*abcdefghijklmnopqrstuvwxyz*  
***ABCDEFGHIJKLMNPQRSTUVWXYZ***

## HEADINGS 2 SEMIBOLD

***abcdefghijklmnopqrstuvwxyz***  
***ABCDEFGHIJKLMNPQRSTUVWXYZ***

## OTHER TEXT COLOR



#706f6f  
RGB 112/11/11  
CMYK 0/0/0/70

## PREAMBLE & BODY CALIBRE LIGHT

*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNPQRSTUVWXYZ*

## EMPHASIZING & TABLE CALIBRE MEDIUM

*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNPQRSTUVWXYZ*

# COLORS

The colors used should assist recognition and are an important ingredient in the graphic profile. Black, red and gray are Qualisys's primary colors. The black shade represents strength and technology, while the red signals energy.

The secondary colors are used to complement the primary colors and make it possible to distinguish something in a layout. In order to create differing effects, the colors can be used in various tones and shades.

## PRIMARY COLORS



#000000

RGB 0/0/0

CMYK 0/0/0/100

## SECONDARY COLORS



#F6BE00

RGB 246/190/0

CMYK 0/29/100/0

PMS 7408 C / 7548 U



#DA291C

RGB 218/41/28

CMYK 0/95/100/0

PMS 485 C / 2035 U



#007A53

RGB 0/122/83

CMYK 95/5/82/24

PMS 341 C / 340 U



#BBCBC

RGB 187/188/188

CMYK 12/8/9/23

PMS Cool Gray 4 C



#004c97

RGB 0/76/151

CMYK 100/53/2/16

PMS 2945 C / 2945 U



#000000

RGB 0/0/0

CMYK 0/0/0/100

# GRAPHIC ELEMENTS

We have a variety of graphic tools that create a unique look and make our communications recognizable. These elements can be emphasized to add visual interest and enhance our storytelling.

## GRAY CIRCLES

Circles can be used when displaying small pictures in print or on the web. If the circle has a caption, it should be centered with the circle.

## BRAND COLOR LINE & HEADING

A red line can be used to make a design more interesting. The line should use the Qualisys brand color and should be surrounded by a fairly large amount of whitespace.

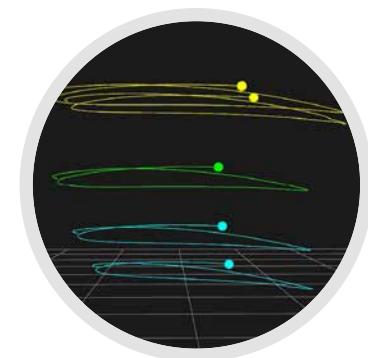
The red brand color can also be used for headings.



GRAY CIRCLE



BRAND COLOR LINE & HEADING



## Optimizing Performance with Motion Capture

The Human Motion Lab is located in the basement of the Centre Hospitalier de Luxembourg (CHL) Sports Medicine Clinic, and is the result of a fruitful collaboration between CHL, the Luxembourg Institute of Health (LIH), the Luxembourg Institute of Research in Orthopedics, Sports Medicine and Science (LIROMS) and the Luxembourg Institute for High Performance in Sports (LIHPS).

The LIHPS aims to develop high-performance sport in Luxembourg by creating a structure for specialized

elite athletes who are members of the Luxembourg Olympic and Sports Committee (COSL) and army's elite sports section or any other COSL measure. For sports science research and high specialized expertise in the field of biomechanics analysis, the LIHPS can build on one of its pillars, the LIROMS.

The Human Motion Lab is equipped with an instrumented treadmill, two force plates and a system with 9 Miku M5 cameras and 2 Miku cameras. As the athletes undergo an assessment, a simulated track is placed in front of them on a screen to replicate natural performing conditions rather than a projection of the movements in QT, which may distract the athlete to pay too much attention on their form, skewing the results of

## Heading

Some bodytext here

### 3D WIRE FRAMES

Qualisys uses human wireframe models in marketing to illustrate different positions and movements of the human body. They are used both in print and for booth design at exhibitions.

### RED TRACKING LINES

The red lines symbolize movement and action; the red color is one of our primary colors that identify Qualisys brand.

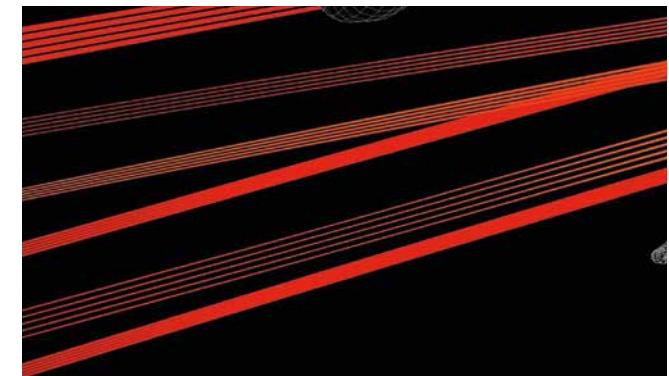
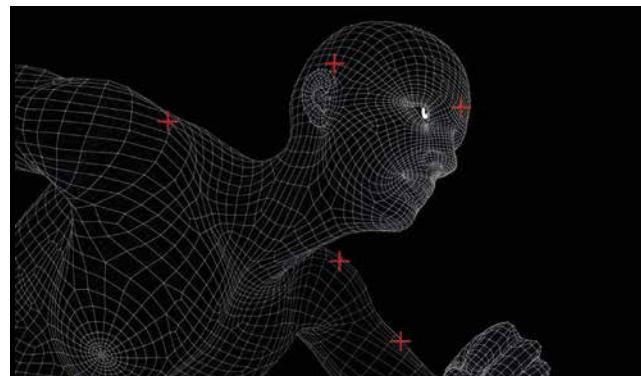
### GUIDELINES

All graphic elements should be used in strict accordance with these guidelines, to help establish consistency and to make Qualisys communications instantly recognizable.

### SYMBOLS

Symbols can be used to make a heavy or abstruse block of text easier to digest. Symbols can also be used to explain a stream or a process, like the running analysis, in an easy way.

### 3D WIRE FRAMES & RED TRACKING LINES



### SYMBOLS & ICONS



# IMAGES

Images play a significant part in the Qualisys graphic profile. Images should feel inspiring and should also convey a sense of the high-end technical expertise embodied in Qualisys. We use methods such as an interesting angle or an unusual aspect to add inspiration to the image.

It is good for images to have somewhat different characters so that they complement one another and together convey the core values. This gives the brand greater breadth and the pictures feel more dynamic. Stylistically, we aim to give our images a sense of appealing warmth, and captivating light.

## MORE ABOUT IMAGES

Qualisys should always own full rights to any photographs to be able to use them globally in marketing and communications, both in print and on the web. This should be taken into account in the photographer's contract. The people photographed should fill in an appropriate consent form.



## PRODUCTS

Photo shooting should be organized in a studio with a professional photographer to ensure a standardized look and feel.

Another alternative is to use 3D visualizations. The overall responsibility for creating product imagery lies with Qualisys Marketing.

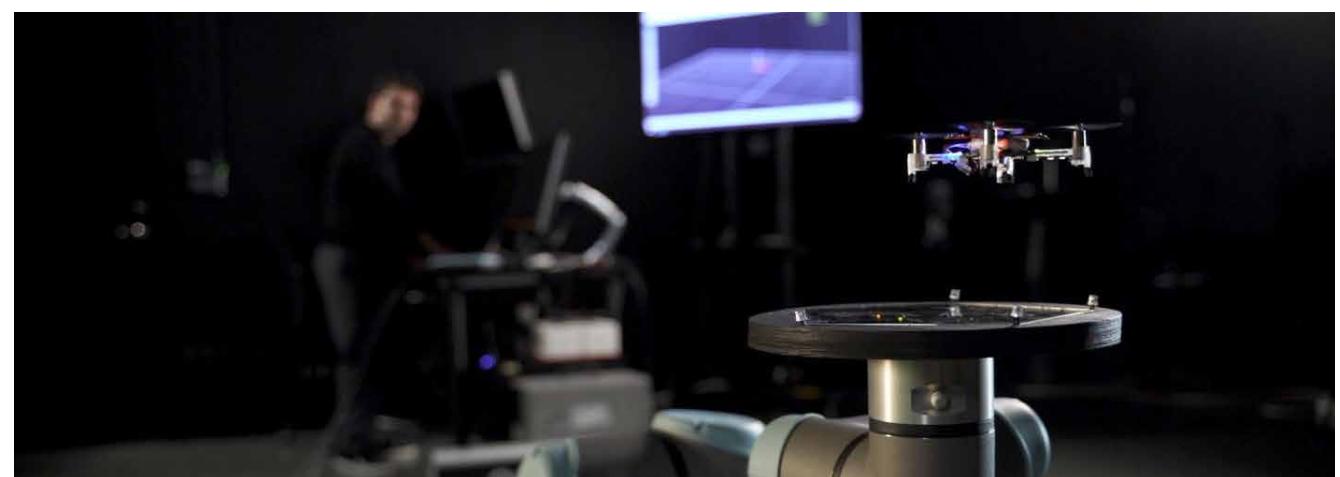
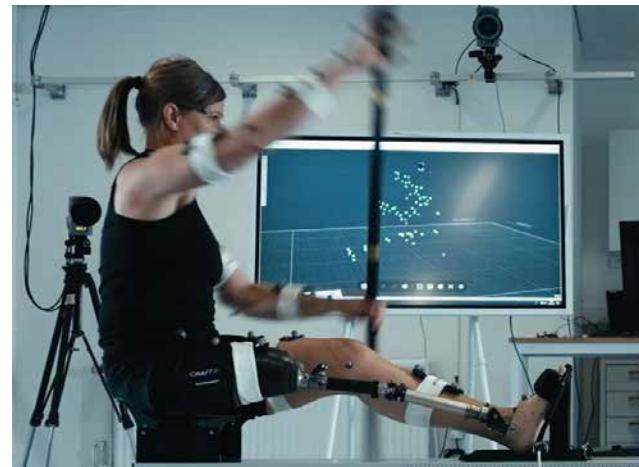


# CASE STUDIES

As we prefer our customers to speak on our behalf and we promote the use of customer testimonials, reference cases and case studies are a big part of brand building and our marketing and communications efforts.

All reference case stories should have images accompanying them, to support the text. Make sure you always have at least one image of the finished project; this will help the reader understand what kind of project this really was. Cut away unnecessary elements and draw attention to the project itself, not the surroundings.

Additionally, you can have images of the installation to illustrate how the products work in reality. If possible, try to include people in the shots, to show how working with our products really is, featuring real people doing their tasks. If possible, take a portrait of the customer, that can be used with a quote. For the best visual outcome, use high resolution (300 dpi) images whenever possible.



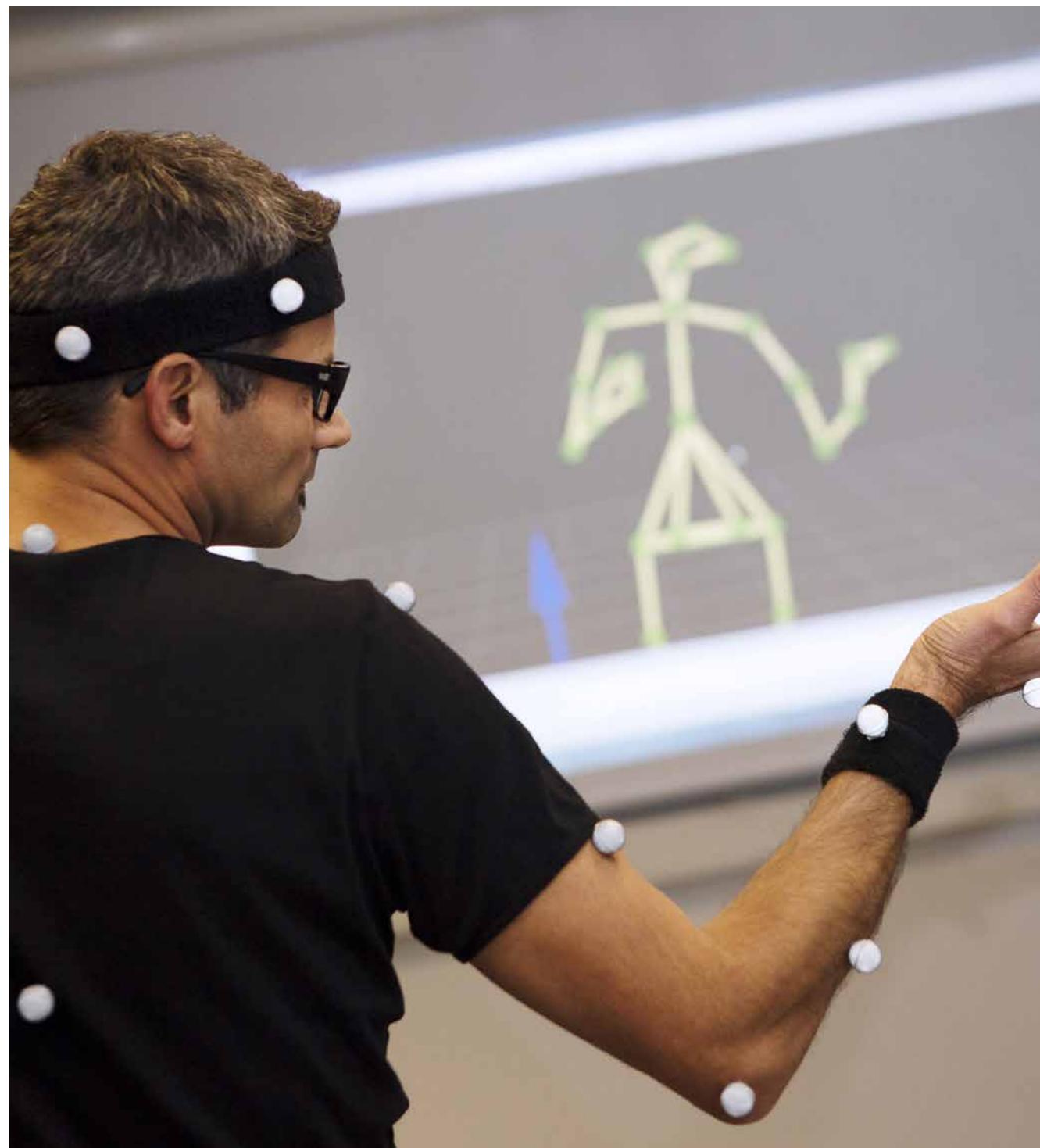
## TONE OF VOICE

The Qualisys brand is not only about the visual presentation, but also the written and spoken word should reflect the core Qualisys values and key messages. When Qualisys personnel in different countries or businesses speak, it should sound like the company is speaking with one voice.

This includes all communication: whether we speak about the company in general or how we speak to a specific customer group. Qualisys's tone is clear, trustworthy and informative, without being authoritarian. We want our tone to represent Qualisys as an expert at what we do, while being easily approachable for everyone.

### LANGUAGE

When communicating in written English, America English is preferred unless specifically targeting British speaking markets.



# SOCIAL MEDIA

Images and videos need to be styled to match the company's brand using only selected filters. The red will grab the readers attention, however, too much red will be perceived as a negative message. Profiles need to be cohesive to maintain a professional look. Sizes of media posts must be matched to be suitable for each platform. Text should maintain Qualisys's branded font with no alterations to the spacing. Adding a red background to accentuate the text is recommended in some cases where it would otherwise be difficult to read.

## LINKEDIN

Jobs, company news, and professional content. Posts should be based on company culture, employee or customer achievements, open job positions and news.

## FACEBOOK

Videos and curated content, announcements. Our goal on Facebook is to build our brand and engage our fans. Posts that are both educational and entertaining do best.

## YOUTUBE

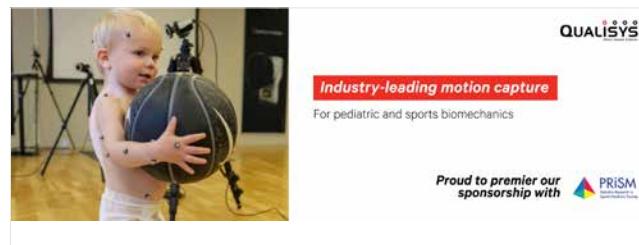
Videos, tutorials, testimonials. Using playlists, we target different markets using professionally produced videos and informational material.

## INSTAGRAM

High-res photos, quotes, stories, videos. Photos should include product photos, behind-the-scenes photos and user-generated content.

## TWITTER

News, blog posts, and GIFs. The most common reason for people use Twitter is to keep up with news. Use multimedia attachments to grab more attention.



*The style and tone of the imagery together with the colors, typography and the graphic elements make it easy to identify and recognize Qualisys.*





## Extreme Performance

The Argus is designed as the industry's highest performing motion capture camera platform, engineered by the team behind the proven Mioqus camera platform. The Argus line of cameras includes the highest resolution camera in the industry as well as the industry's highest full-FOV frame rate camera!

Advanced marker detection algorithms provide exceptional accuracy. The combined effect of high-resolution image sensors, powerful illumination, and sophisticated algorithms means that small markers can be detected from an impressive distance without sacrificing accuracy.

The unique daisy-chaining of Qualisys systems means a lot less cabling to worry about. The protected line of Argus cameras is built to withstand any type of weather it may encounter. They are designed to be naturally waterproof and dustproof, meaning that no compromise is required.

The Argus is available in four different models: A5, A9, A12, and A26.

## FEATURES

- High-speed motion capture
- Resolution up to 26 MP
- Low latency for real-time applications
- Sun filter<sup>1</sup> and active filtering for outdoor captures
- Water and dust protected housing<sup>2</sup>
- Argus can detect passive markers as far as 50 m (164 ft)<sup>3</sup>
- Passive & active marker support
- Daisy-chaining (no switch required)
- Quick release tripod mount

<sup>1</sup>Optional sunfilter included, not available in some models.

<sup>2</sup>Meets IP67 and A2 (dust-tight) protection and IP68 (waterproof).

**HIGH RESOLUTION-HIGH SPEED-HIGH ACCURACY**

The Argus motion capture camera provides easy to use operation and sports a collection of industry-leading specifications that makes it the highest performing camera in the industry. Performance boils down to resolution, speed and accuracy; all areas where the Argus excels.

Argus provides the highest resolution camera in the industry as well as the industry's highest full-FOV frame rate camera. Capture with resolutions ranging from 5MP to 26 MP or with full field-of-view at 1400 fps - surpassing the resolution of any other motion capture camera in the market!

High-resolution image sensors, powerful illumination and sophisticated algorithms renders the Argus to be the most accurate motion capture camera available, capable of detecting passive markers at up to 50m (164ft).  
  
UP TO 80% LESS CABLING

The unique daisy-chaining of Qualisys camera systems means a lot less cabling to worry about. As an example, a 24-camera Qualisys system covering 30 x 10m (100 x 33ft) will use combined data and power cable, which connects to the next camera in line instead of long cables to connect each camera all the way back to its hub. The end result is 80% less cables!  
  
For portable systems – you will not want anything else. For permanent installation – the cable mess is a thing you won't see in Qualisys labs and studios.

ARGUS

ARGUS

## PRODUCT SHEET

TEMPLATES ARE AVAILABLE FOR DOWNLOAD.

### TECHNICAL SPECIFICATIONS

|                         |  |
|-------------------------|--|
| Camera output modes     | Marker coordinates / streaming video for preview                                 |
| Built-in camera display | Graphical high contrast OLED   |
| Marker support          | Passive and active   |
| Camera body             | Die-cast aluminum, polycarbonate & thermoplastic polyurethane                    |
| External Sync           | Camera Sync Unit for triggering hardware sync, Video Genlock, PTZ, SMPTE and IRG |
| Strobe                  | 24 High power NIR LEDs @ 850nm   |
| Connection              | 5-connector daisy-chained Gigabit Ethernet and power                             |
| Power                   | Daisy-chained 36-58VDC @ 40W maximum   |
| Operating temperature   | Standard housing: 0-55°C (32-95°F)<br>Protected housing: -10-45°C (15-113°F)     |
| Camera size             | 132 x 143 x 126 mm (5.2 x 5.6 x 5 in)  |
| Camera weight           | 2.9kg (6.4 lb)   |
| Available housing       | Standard / Weatherproof housing (IP67) / NEMA 6                                  |
| Security attachment     | Kensington Lock  |
| Mounting features       | Quick release for Manfrotto & Arca swiss, two 1/4" camera mounts                 |

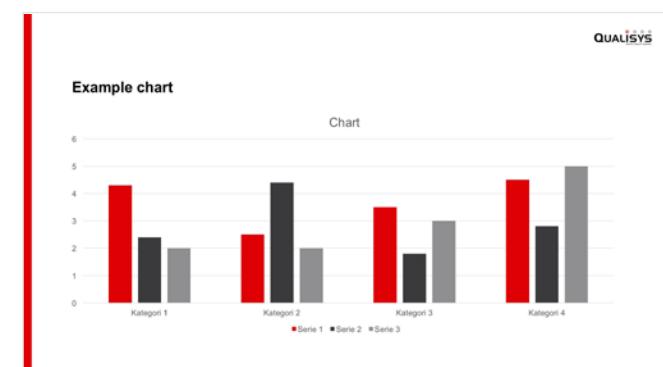
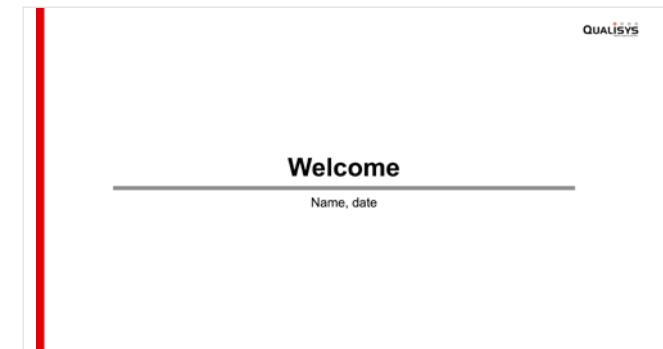
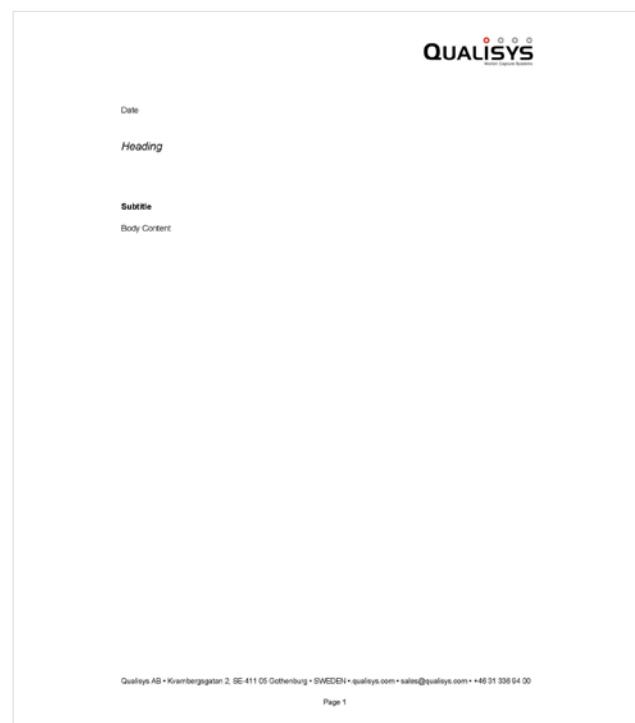


### GOOD THINGS COME IN FOURS

Four models. Four impressive takes on motion capture. The Argus platform provides superior resolution, mixed-out frame rates and anything in-between.

| ARGUS                                       | A5          | A9          | A12         | A26         |
|---|-------------|-------------|-------------|-------------|
| Normal mode<br>(full FOV)                   |             |             |             |             |
| Pixels                                      | 5MP         | 9 MP        | 12 MP       | 26 MP       |
| Resolution                                  | 2560 x 1920 | 4224 x 2160 | 4096 x 3072 | 5120 x 3120 |
| Frame rate                                  | 700fps      | 300fps      | 300fps      | 150fps      |
| Camera latency                              | 1.4 ms      | 3.3 ms      | 3.3 ms      | 6.7 ms      |
| High-speed mode<br>(full FOV)               |             |             |             |             |
| Pixels                                      | 1MP         | 2.5 MP      | 3 MP        | 6.5MP       |
| Resolution                                  | 1280 x 960  | 2112 x 1080 | 2048 x 1536 | 2560 x 2560 |
| Frame rate                                  | 14000fps    | 5000fps     | 10400fps    | 2900fps     |
| Camera latency                              | 0.7 ms      | 1.7 ms      | 1 ms        | 3.4 ms      |
| Field of View (FOV)                         |             |             |             |             |
| Standard                                    | 56° x 44°   | 67° x 57°   | 54° x 42°   | 56° x 56°   |
| Wide angle FOV                              | 77° x 62°   | 87° x 48°   | 70° x 56°   | 77° x 77°   |
| Narrow angle FOV                            | 29° x 22°   | 47° x 25°   | 37° x 24°   | 29° x 29°   |
| Max frame rate (reduced FOV)                | 10 000fps   | 10 000fps   | 10 000fps   | 10 000fps   |
| Measurement distances with 16 mm markers    | 26m (83ft)  | 29m (95ft)  | 40m (130ft) | 32m (104ft) |
| Active filtering (improved outdoor support) | Yes         | Yes         | Yes         | Yes         |
| Motorized lens                              | No          | No          | Yes         | No          |
| Lens mount                                  | C           | C           | EF-M        | C           |

**QUALISYS** | [qualisys.com](http://qualisys.com) | [sales@qualisys.com](mailto:sales@qualisys.com) | **Qualisys Europe** | [Göteborg, Sweden](#) | **Qualisys Americas** | [Chicago, USA](#) | **Qualisys Asia Pacific** | [Shanghai, China](#)

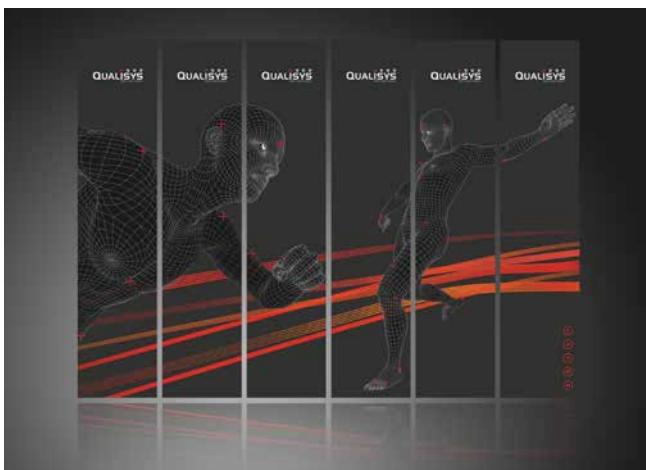


## ROLL UPS

TEMPLATES ARE AVAILABLE FOR DOWNLOAD.



### BEXHIBITION BANNERS



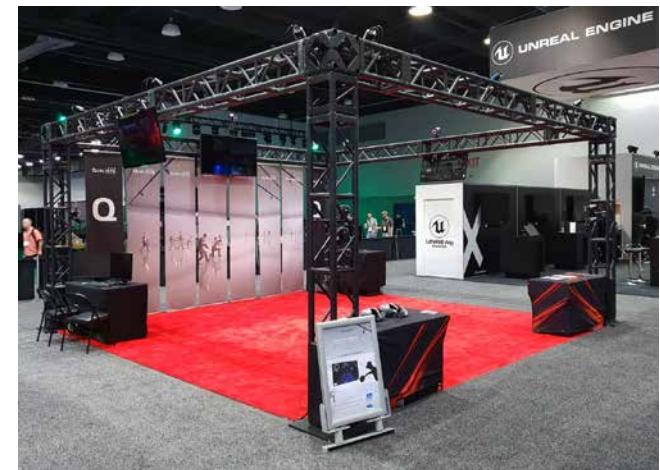
### SMALL BOOTH

*Roll ups, table a screen and a handsome team*



### MEDIUM BOOTH

*Truss, background banners, tables, 3 screens and a red carpet*



### LARGE BOOTH

*Specially Designed for the American market*



### SPECIAL BOOTH

*Special design for specific needs*





**Qualisys**

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