

## Latest Company News

### Our evolution brings about brand new look

What's new at Quad? What's not! Earlier this week we introduced the new QG.com, our refreshed logo and our new tagline, *Performance through Innovation*. This is all about far more than just a new look and a few catchy new words. The change speaks to our very identity.

"We are transforming our company, powered by our unwavering focus on finding a better way," said Joel Quadracci, Chairman, President & CEO. "We are not the same company we were in 1971 ... or even just five years ago. As we move into Chapter Three of our transformative journey, it's time to update the Quad brand to reflect who we are today and where we are headed tomorrow." (For more about the company's three chapters, see [Joel's Journal](http://joelsjournal/Pages/The-chapters-of-our-journey.aspx) [/[joelsjournal/Pages/The-chapters-of-our-journey.aspx](http://joelsjournal/Pages/The-chapters-of-our-journey.aspx)]).



Our updated identity aligns with how we help marketers and publishers succeed in today's fast-changing, multichannel world.

You'll see that the Quad logo looks a little different. Our hallmark "bug" – the stacked Qs and Gs that represent press rollers – remains unchanged. It speaks to our pride in our printing heritage, which will remain a core part of who we are for years to come. However, the logo now emphasizes the Quad portion of our Quad/Graphics name. Like our new tagline, this change demonstrates that we are now a much more diverse company. We are expanding our horizons through ever-expanding product and service offerings and a growing geographic presence.

#### Quad Proud delivers on brand promise

Our new tagline, *Performance through Innovation*, is our brand promise. It says who we are, what we stand for, and how we will deliver quality and value. And that promise starts with every employee at Quad.

"My father always said, 'Performance is the only thing that counts.' And what decisively sets our performance apart from the competition is you, our people. Quad Proud people," Joel said.

What do you have to do with *Performance through Innovation*?

You are the glue that connects our brand promise and delivers it to our customers. Every person at Quad, no matter what his or her role, is empowered to look for better ways to do things. When you learn something new, teach a coworker, do the right thing – the best thing – for the customer, think like an owner, take personal responsibility for a job well-done, and do your best work every single day ... that is delivering on the brand promise. That is Quad Proud.

And when you're Quad Proud, you don't just make a difference. You are the difference.

#### The new QG.com

The brand refresh has also been incorporated into our [QG.com](http://www.qg.com/) [http://www.qg.com/] website, which has a vibrant, contemporary look and updated content that reflects the company we are today.

Highlights include:

- A new Solutions section, which uses case studies and a consultative approach to demonstrate how we can help marketers and publishers sell more, save more and better connect with their customers and readers across print and digital channels.
- A new Industries section, which features relevant information targeted to industry-specific challenges (e.g., Insurance, Retail, Automotive).
- A new Capabilities section, which outlines the full continuum of our more than 70 capabilities with the feature / benefit of each product and service made easily understandable.
- An expanded "Careers" section to better sell our company to prospective employees and proactively attract the next-gen talent we need to sustain and grow our business.


- An "About" section that is dedicated to our company's key differentiators: our values, our people, our platform and our innovation.

### Branding resources

With the brand refresh, collateral such as email signatures, PowerPoint templates, letterhead and other materials have been updated. You'll find these and other useful reference material housed in [The Quad Brand](#) [/aboutquad/Pages/Brand-Promise-Performance-through-Innovation.aspx] section of InsideQuad. Please take the time to review this information and reformat your email signature.

"Exciting changes are underway at Quad, and I want to thank every person here for all you're doing to propel our company forward," Joel said. "I'm proud – Quad Proud – to call each and every one of you Quad's greatest asset. Together, we will write this exciting new chapter in our company's transformative journey."

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