

GRAPHIC STANDARDS | 11.12.15



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THE LOGO



1.1 THE LOGO

LOGO

The ZOLO logo is designed for easy, clear recognition of the company. Consistent use of a logo creates a singular, positive and memorable image to the public.



C 100% M 25% Y 0% K 0%



PMS 7461

C 60% M 6% Y 0% K 6%



PMS 2915

C 60% M 0% Y 100% K 0%



PMS 369

C 0% M 31% Y 95% K 0%



PMS 130

C 0% M 70% Y 100% K 0%








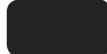
PMS 158

1.1 LOGO VARIATIONS

FULL COLOUR VERSION

This version is typically used in 4/c print ads. Never reproduce this version over anything other than white. Always maintain the minimum clear space around the logomark, see Section 1.4.



	C 100% M 25% Y 0% K 0%
	C 60% M 6% Y 0% K 6%
	C 60% M 0% Y 100% K 0%
	C 0% M 31% Y 95% K 0%
	C 0% M 70% Y 100% K 0%
	K 95%

FULL COLOUR REVERSE VERSION

Reproduce reverse logomark on a dark backgrounds. Always maintain the minimum clear space around the logomark, see Section 1.4.



1.2 LOGO VARIATIONS

GRAYSCALE VERSION

This version is typically used in black & white print ads. Reproduce reverse logomark on a white background or on a greyscale background lighter than 30% black.



GRAYSCALE REVERSE VERSION

Reproduce this version on a black/greyscale background no lighter than 60% black.



1.3 LOGO VARIATIONS

FOR PRINT



— 1 INCH —

FOR SCREEN



— 125 px —



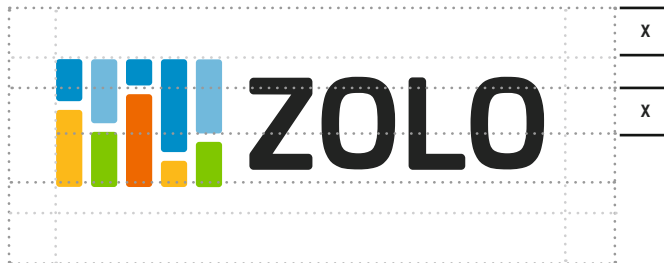
— 40 px —

MINIMUM SIZE OF LOGO

The ZOLO logo is designed to reproduce beautifully at small sizes. However, to protect the legibility of the logo, it must never be reproduced in sizes smaller than those shown here on substrates that print 150 DPI or above.

MINIMUM CLEAR SPACE

Always maintain the minimum clear space around the logo to preserve its integrity. Use $\frac{1}{2}$ the cap height of the ZOLO "O" as the clear space around the logo. To maintain clarity and impact, the logo must never appear to be crowded by copy, photographs, or graphic elements.



1.4 LOGO USAGE



Never reproduce the colour logo on anything other than white.



Never reproduce the reverse colour logo on anything other than black.



Never reproduce the greyscale logo over anything darker than 25% black.



Never substitute the font.



Never switch, replace or use alternate colours on the logo mark.



Never reproduce the reverse logo over anything darker than 50% black.



Never outline or stylize the logo.



Never rotate, skew or distort the logo.



Never reproduce the full colour logo over a solid colour or grey.



Never reproduce a logo over an overly busy or detailed photograph. Use your discretion as to whether to use a colour or greyscale logo.



Never reproduce the reverse logo over anything darker than 50% black.

COLOUR PALETTE



2.1 COLOUR PALETTE

CORPORATE BRANDING

The colour palette consists of the following colours below.

HORIZON BLUE	SKY BLUE	NEW BLADE GREEN	SUNSHINE YELLOW	HAPPY ORANGE
PMS 7461	PMS 2915	PMS 369	PMS 130	PMS 158
C 100 M 25 Y 0 K 0	C 60 M 6 Y 0 K 6	C 60 M 0 Y 100 K 0	C 0 M 31 Y 95 K 0	C 0 M 70 Y 100 K 0
R-0 G-143 B-214	R-72 G-182 B-226	R-113 G-191 B-68	R-253 G-183 B-37	R-243 G-111 B-33
Hex: #008fd5	Hex: #48b6e2	Hex: #71bf44	Hex: #fdb725	Hex: #f36f21

95%