

Zoom Drain & Sewer - Style Guide

Please use the following guide for all written communication. For any design or grammatical questions not addressed in this document, please contact Ellen Rohr.

GENERAL COMPANY GUIDELINES:

- The company name is Zoom Drain & Sewer Service and should be referred to as such in written correspondence. Zoom can be used as a shortened version only after the first use in the document.
- All products of the company need to be followed by the trademark sign (™) in every instance they are used.
- Language for marketing and sales materials:
Zoom Drain & Sewer Service ©2015

GRAMMAR AND FORMATTING GUIDELINES:

- Spell out any single-digit whole numbers; use numerals for anything greater than 10.
Example: I walked three miles to get to work only to climb 39 steps because the elevator was broken.
- Time should be in 12-hour format, not in military time. Capitalize AM and PM as well as time zones (EST, GMT, etc.).
- Please use dots instead of dashes in phone numbers.
Example: 240.396.6003
- Please refer to the website as ZoomDrain.com, not as www.zoomdrain.com.

TYPOGRAPHY FOR PRINT, WEB & INTERNAL DOCUMENTS

Typefaces are chosen for their legibility, unique character and versatility. The options shown here are recommended to maintain consistency throughout all marketing and communication efforts.

Arial is the primary font for online use and internal documents such as Word® and PowerPoint®.

Arial Regular

Abcdeghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$\$%^&*()

Arial Regular Italic

Abcdeghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$\$%^&*()

Arial Bold

Abcdeghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$\$%^&*()

Arial Bold Italic

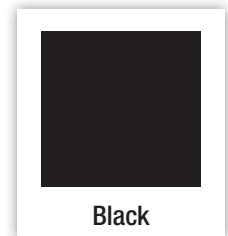
Abcdeghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$\$%^&*()

Zoom Drain & Sewer - Logo Guide

PRIMARY LOGO



Pantone 186



Black

SELECTING THE CORRECT FILE FORMAT AND COLOR VALUE

The logo package provided to you includes the logo in the following formats:

- EPS -** Should be used for all printing purposes.
- PNG -** This format is excellent for presentations and online usage. It is compressed without losing much quality and the backgrounds are transparent so this format is excellent if you need to overlay the logo over an image or background.

The logo has also been provided in 3 different color formats:

- CMYK -** Use this format in EPS if you are going to print the logo on a four color press or digital job. Use this logo as your primary logo usage unless you are printing a specific Pantone Match spot color job in which case use;
- PMS -** Use this format for the most color accurate printing of your job on a press. Set up to print as two spot colors
- RGB -** Use this color format for online usage as monitors utilize the RGB color space

COLOR MATCHING

2 Color Printing

Pantone 186 and Process Black

CMYK Printing

Red = Cyan 0% | Magenta 100% | Yellow 81% | Black 4%

Black= 100%

Gray= 25% Black

Web

RGB	Red= 227/25/54	Hex	Red= #E31936
	Black= 0/0/0		Black= #000000
	Gray= 199/200/202		Gray= #C7C8CA

LOGO ALTERNATES



Zoom_Alt = For use on red backgrounds



Zoom_B_W = One color & Black and white only.