



Brand Guideline

August 2016

ZIMCO | The Style Guide

Knowing Your Brand

A strong brand has a defined personality. For the brand to maintain its strength, the personality traits and attributes on which it is built must be documented and then used with consistency. To build a strong brand, developers and suppliers must understand why they have to communicate and comply with these attributes. Specifically, the usage of the logo, the placement, size and the allowed colours.

A style guide will help guard the brand’s consistency so that it is always speaking with one voice even though different people and locations are using it. This style guide contains all of the standards, requirements and recommendations surrounding the ZIMCO identity.

LOGOS & USAGE



Full Colour Logo

Clear Space Around Logo

This logo requires a minimum amount of clear space around it to maintain its integrity.



Reproduction Minimums

In order that the ZIMCO logo be reproduced accurately and clearly, it should never be printed smaller than 18mm in width when using a NO-TAG version and no smaller than 25mm when using the logo with a TAG included.



NO-TAG version



TAG version

LOGOS & USAGE

The logo can be used on a black, white or solid color background. The white background is the preferred choice. When used on a colored background, it must be used in a color choice that provides proper contrast.

Unacceptable Variations

The ZIMCO logo cannot be modified. This includes stretching, angling, altering colours and removing or adding elements.



not acceptable (stretched vertically)



not acceptable (stretched horizontally)



not acceptable (angled)



not acceptable (cropping)



not acceptable (Screens or gradients of logo Pantones)

The logo should remain unchanged, regardless of the application. Using an altered logo on literature or advertising not only dilutes the brand, it reflects poorly on the institution. Do not misuse the logo or compromise the logo in any way. For example, do not alter the colours, fonts or proportions. Do not distort, skew, or rotate the logo in any way. Do not embellish the logo with graphic elements. Always display the logo in its entirety. Always ensure sufficient contrast on backgrounds and do not place on complicated backgrounds that compromise the legibility of the logo. Always ensure the logo is legible. Allow adequate spacing around the logo and other graphical elements (See: Clear Space Around Logo).

LOGO ON BACKGROUNDS

The examples on this page show the logo on different backgrounds. The logo can appear on any colour background, as long as adequate colour contrast is maintained.

This page also shows examples of the logo usage and reproduction that should be avoided.

Good examples of logo usage on colours and image



Situations to avoid include:



tone-on-tone blue



tone-on-tone dark blue

COLOUR

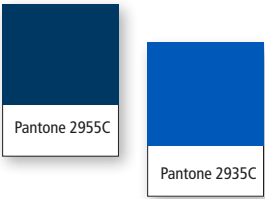
What is a Pantone™?
Pantone™ is a colour-matching system widely used in the printing industry. Think of a specific PMS (Pantone Matching System) colour or number as a tube of paint. No matter how the tube is squeezed, the colour that comes out is the same.

What is CMYK?
Most full-colour printed pieces use only four colours, or four tubes of paint. Cyan, Magenta, Yellow and Black. It is the amount of each of these four colours in a location which varies the hues. Often a PMS colour can be closely replicated using CMYK printing, but not always.

What is RGB?
This is the method that light radiating devices (computer screens, TVs and even stage lighting) manage colour. Each tiny dot on a screen contains three smaller dots which are Red, Green and Blue. Overlap the red, green and blue entirely and you get white. The variety of combinations of the three overlapping colours give the full range of colours that we see on TV and computer screens.

What is Hex Value (Hexadecimal)?
Hexadecimal value is the established values assigned to colour used on the internet. Each hexadecimal digit represents four binary digits (bits), and the primary use of hexadecimal notation is a human-friendly representation of binary-coded values in computing and digital electronics.

COLOUR AND PRINTING
This guide was printed using digital colour printing technology. Digital printing is a cost-effective alternative for small volume printing. The colours shown in this guide will vary from the actual Pantone chips. Pantone colour chips are printed on an off-set press and they should be used as exact colour references when working with commercial printers.



LOGOS & COLOUR USAGE

Care should be taken to reproduce these colours accurately. Percentages of these colours may be used as design elements, but they should never interfere with or alter the logo. Gradients should also be avoided.

Traditional printing methods deal primarily with two types of printing; Pantone and process. Pantone is considered a spot colour application where the dye is premixed and purchased for each colour used. The ZIMCO logo should always be produced using Pantone colours if possible, however if Pantone colours are not an option, the colours will be required to have a CMYK breakdown for process printing. Below is a breakdown of the ZIMCO colours as well as their CMYK breakdowns.

	Pantone (PMS) Breakdown	2 Colour Version
	ZIMCO Mid Blue	PANTONE 2935 C
	ZIMCO Dark Blue	PANTONE 2955 C

	CMYK (Process) Breakdown				
	ZIMCO Mid Blue	100% C	68.05% M	3.56% Y	0.16% K
	ZIMCO Dark Blue	100% C	78.44% M	35.63% Y	28.35% K

	RGB (Digital) Breakdown			
	ZIMCO Mid Blue	0 R	85 G	184 B
	ZIMCO Dark Blue	0 R	55 G	100 B

	Hex Value Breakdown	
	ZIMCO Mid Blue	#0055b7
	ZIMCO Dark Blue	#003763

The Grayscale Logo

The grayscale logo may be used on white or light to medium value backgrounds between 0% and 20% on the gray scale.



The Grayscale logo



Grayscale Breakdown

ZIMCO Black	100% Black
ZIMCO Gray	50% Black

The One Colour Logo shown in Solid Black

The solid black logo may be used on single colour applications or for use on promotional items where colour use is not an option. Typical applications may be, but not restricted to,: jacket or shirt embossing, etching, signage or any application that is that is restricted to single solid colour without the use of screens (gray values).



The Solid Black logo



Grayscale Breakdown

ZIMCO Black	100% Black
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