

BRAND IDENTITY

OUR LOGO

With the blend of our modern logotype and our vivid, colourful symbol, our logo positions Zenith as a future-facing business that's full of energy and ambition. So, let's take a look at how we use it.

OUR LOGO ELEMENTS

Our logo is made up of three elements: name, strapline and symbol.

It's clean, simple and easy to read, making it ideal for all the spaces it appears in.

Strapline

Our quick way of telling everyone who we are and what we're about. You won't always have to use this – sometimes just the name and symbol will do.

Symbol

We use it to build brand recognition. And where it appears in colour, it helps our logo really jump off the page.

Logo variants

- 01 Full colour logo
- 02 Reversed logo
- 03 Single colour (SPOT) Pantone 289 logo
- 04 Black logo
- 05 White logo



01



02



03



04



05

OUR LOGO GIVING IT SOME SPACE

Following a few simple rules on space and position can ensure our logo makes maximum impact.

Breathing room

Always give the logo the space it needs by creating an 'exclusion zone' around it. This zone should be the height of the letter 'e' within 'Zenith'.

Sizing

Never display the logo below the minimum size provided, to ensure it's always legible.



Exclusion zone
equal to the height of
the 'e' from 'Zenith'



Minimum size without strapline:
15mm width/70px

OUR LOGO DOCUMENT POSITIONING

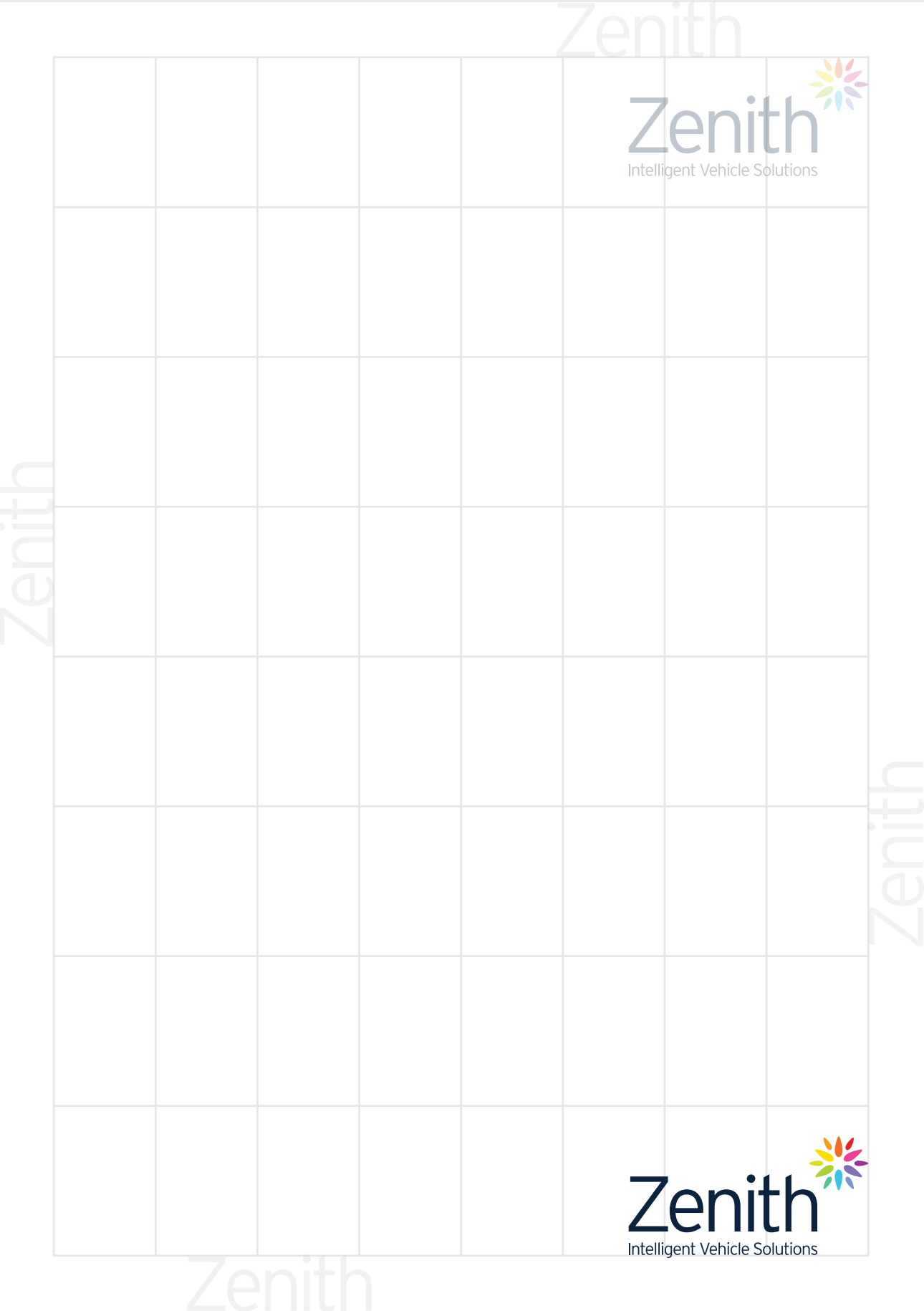
Logo positioning

The ideal place for our logo is bottom right. If this isn't possible, you may use the logo top right.

DIGITAL SCREEN 1920X1080
LOGO SIZE = 275 x 140px



A4 FULL PAGE AD
LOGO SIZE = 27 x 53mm



OUR LOGO GETTING IT RIGHT

Our logo is dynamic and versatile. Follow these simple rules and it will make the right impact in every space.



This example shows the correct logo on a white background.



If you're working on the corporate blue background colour, use the reversed logo so it stands out.



Here's the exclusion zone at work. Make sure you keep it free from any other elements.



Use the white logo on dark backgrounds.



Use the white logo on coloured backgrounds.



If you're restricted to single colour printing, use either white, black or Zenith navy blue as shown above.

USING THE ZENITH LOGO ON COLOUR

Alongside the normal Zenith logo that is used on white, when using the Zenith logo on coloured backgrounds we have three approaches.

Full colour logo
Our full colour logo is for use on white and light grey backgrounds.

White-out logo
Our white-out logo is for use on dark coloured backgrounds.

Corporate Blue (Blue 4) logo
Our corporate blue logo is for use on light coloured backgrounds.

FULL COLOUR



WHITE-OUT



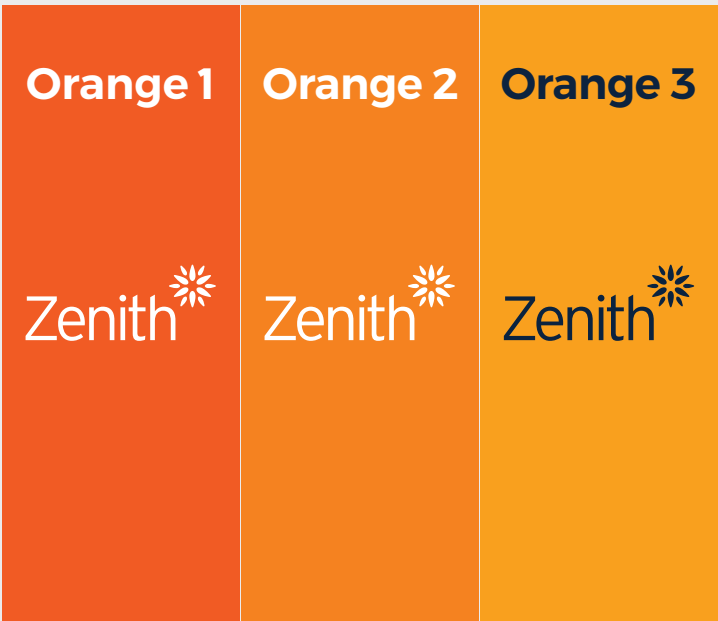
CORPORATE BLUE (BLUE 4) LOGO



YELLOW



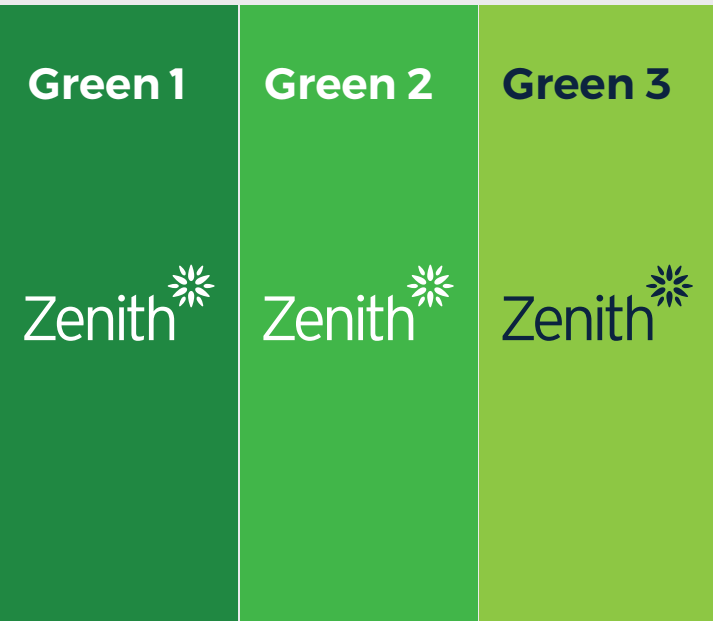
ORANGES



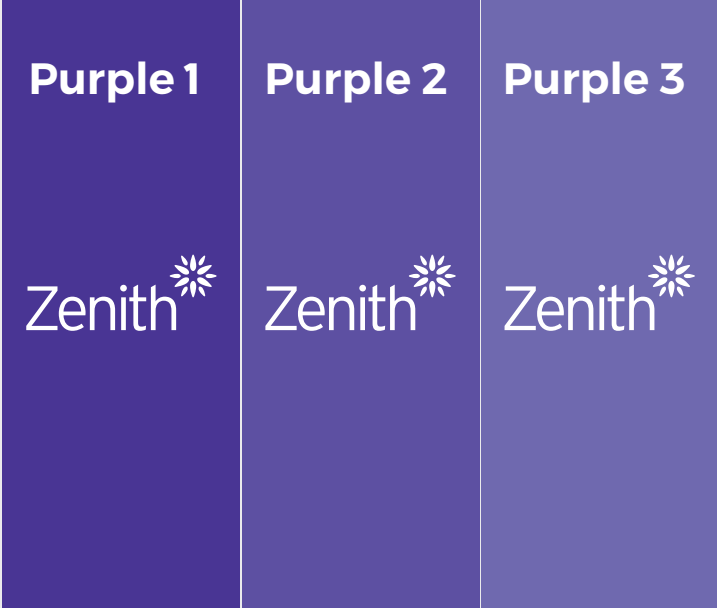
PINKS



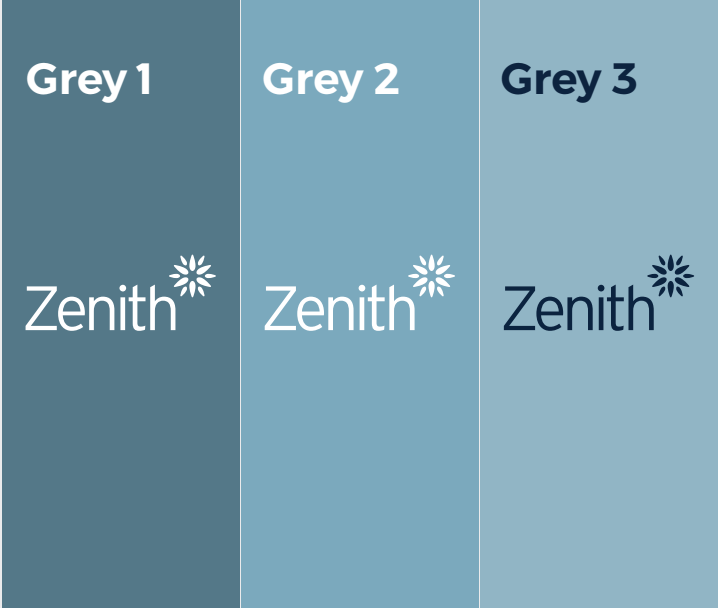
GREENS



PURPLES



GREYS



BLUES



OUR LOGO GETTING IT WRONG

We've covered how the logo should look. Here's how it shouldn't.



Avoid background colours that are too similar to any of the logo elements, or the logo will lose its standout.



If the logo isn't standing out and you can't read the strapline, it's wrong.



Make sure to keep the exclusion zone completely clear from text or images and edge of the paper/screen.



Our logo can't live without the symbol. Don't take it away.



No skewing, stretching or scaling, please.



Keep all the elements as they are, in the same position and order – no matter how much you feel like giving it a revamp.