zenitel
because communication is critical

Zenitel **Logo Usage Guidelines**

1.0.

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Section 1
The Logo

The Logo Main version

The full logotype

The main Zenitel logo compromises two elements, the logo symbol and the logo type. The logo symbol represents Zenitel's heritage and the key identifiers linked to the brand; communication, technology, integration and partnership are some of the values expressed in this symbol.

The logo typeface has been carefully chosen for its modern, clean look and to compliment and balance with the logo symbol.

The Zenitel logo is presented with the use of the corporate color scheme, yellow, dark grey and white.

The general logo
The main logo is the dark logo used on a white or colored backround. For darker backrounds you will find alternatives below.

Explanation
The logo is always presented in this combination. The symbol and typeface cannot be split.

Dark version
To use on a Zenitel Dark Grey or Black background.

Usage
• Use this version for all types of communication.
• Use it in colaboration with or next to other company logos.

Yellow version
One colored version in Zenitel Dark Grey to use on a Zenitel Yellow background.

One colored versions

Negative version
Dark grey and black logo to use when a one-color logo is needed on light backgrounds, and the versions above are not applicable. To be used on light images.

Positive version
White logo to use when one colour print is needed on dark backgrounds and the versions above are not applicable. To be used on dark images.

The Logo Tagline version

The full logotype
The Zenitel Tagline logo compromises three elements, the logo symbol, logo type and the tagline. The logo symbol represents Zenitel's heritage and the key identifiers linked to the brand; communication, technology, integration and partnership are some of the values expressed in this symbol.

The logo typeface has been carefully chosen for its modern, clean look and to compliment and balance with the logo symbol.

The tagline explaines the Zenitel core business.

The Zenitel logo is presented with the use of the corporate color scheme, yellow, dark grey and white.

The general version
The general logo is the dark logo used on a white backround. For darker backgrounds, you will find alternatives below.

Explanation
The logo is always presented in this combination. The symbol and typeface cannot be split.

Usage
- Use this logo when the tagline adds an added value to the communication.
- If the logo space is smaller than 30mm, use the *Main logo version*.
- If the surroundings of the logo contain a lot of text or other visual elements, use the *Main logo version*.

Dark version
To use on a Zenitel Dark grey or black background.

Yellow version
To use on a Zenitel yellow background.

One colored versions

Negative version
To use when one colour print is needed on light background and the versions above are not applicable.

Positive version
To use on when a one-color logo is needed on dark backgrounds, and the versions above are not applicable.

The Logo Main version, Area and sizing

It is important to keep the logo clear of any other graphic elements. To regulate this, an exclusion zone has been established around the logo. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

½ X ½ X

X

½ X ½ X

Clear space
To work out the clearspace, take the height (x) of the logo and divide it in half. Clearspace =½ X

Minimum size

20mm

Usage
20mm width is the smallest logo size to use.

The Logo Tagline version, Area and sizing

It is important to keep the logo clear of any other graphic elements. To regulate this, an exclusion zone has been established around the logo. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

Clear space
To work out the clearspace, take the height (x) of the logo and divide it in half. Clearspace =½ X

Minimum size

30mm

Usage
30mm width is the smallest tagline logo size to use. If the logo space is smaller, use the *Main logo version*.

The Logo Applications on a background

How to add the logo on different backgrounds and images
These guidelines apply to both logo versions.

On colored backgrounds
The logo versions are used on different backgrounds. When a white background is not possible, these guidelines are used:

Zenitel Yellow is the only yellow the logo should be displayed on.

On grey scales from 5-30% black, the negative logo is used.

Usage:
The logo should never be used on other colors than those in the Zenitel brand color scheme.

On Dark Grey and black backgrounds 80-100%, the Dark version is used.

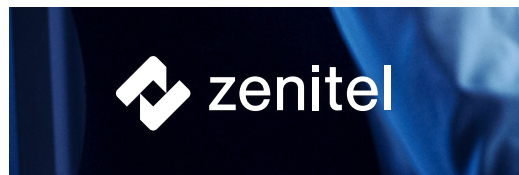On grey scales from 40-70% black, the white logo is used.

On images
One colored logo is always used on images. Make sure the background displayes the logo well and avoid placing it on a noisy area.

On light-colored images, the negative logo is used.

On grey-scale images from 5-30% black, the negative logo is used.

On dark-colored images, the positive version is used.

On grey-scale mages from 40-100% black, the positive logo is used.

The Logo Incorrect logo applications

Don't change the logo
Use of any stylized, animated, hand-drawn or other versions of a inofficial logo is not permitted. This undermines the logo system and brand consistency. Please don't make any changes to the logo design. Consult with us if you have any questions or need further help.

These guidelines apply to both logo versions.

Here are some examples:

Don't make it outlined.
The design of the logo should not be changed by making it into an outlined version.

Don't change the color.
The design of the looo should not be changed by changing the colurs.

Don't put it in a box.
The design of the logo should not be changed by adding new elements.

Don't make new versions.
The relation between the symbol and logo type is fixed and should not be changed.

Don't place on colored backgrounds.
See own background application guidelines.

Don't use two-colored logo on images.
One-colored logo is always used on images.

Don't place the logo on noisy backgrounds
Make sure the background displays the logo well and is not a noisy area.

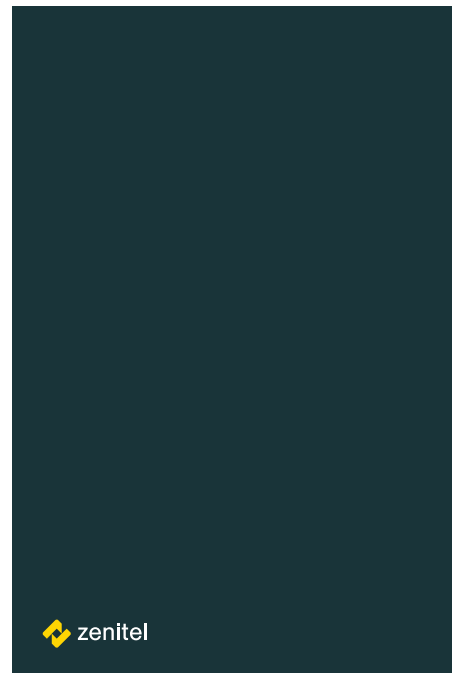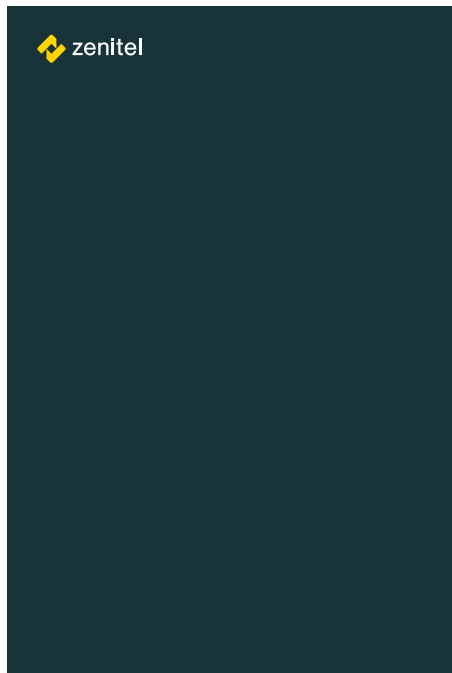**Don't make animated versions of the logo.**
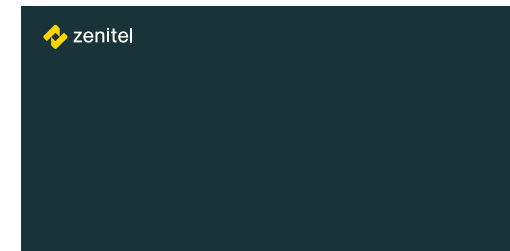The logo should not be animated in any way.

The Logo Placement

Where to place the logo
These guidelines apply to both logo versions.

Usage:
The logo should be placed in the left corners for vertical formats.

Usage:
The logo should be placed in the left top corner or the bottom corners for horizontal formats.
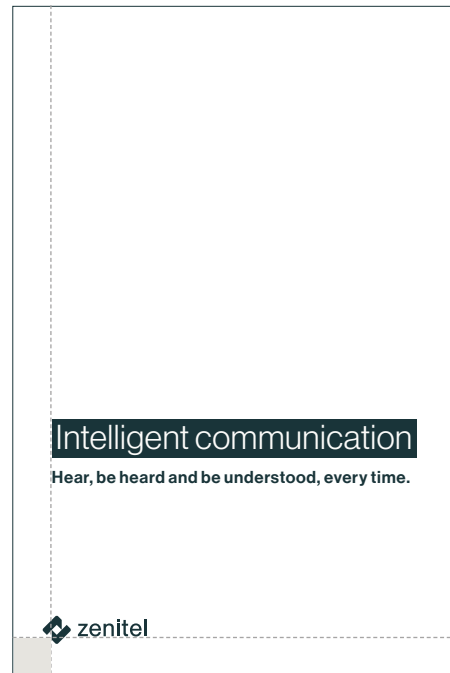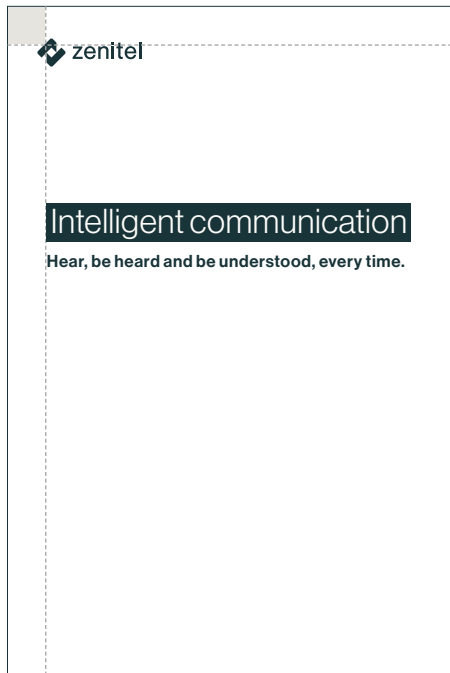
The Logo Alignement to text elements

Logo alignement

The vertical line in the left part of the symbol, alignes to the text elements in the layout as shown in the examples below.

These guidelines apply to both logo versions.

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Intelligent communication

Hear, be heard and be understood, every time.

Intelligent communication

Hear, be heard and be understood, every time.

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Usage:

To get a correct placement of the logo: Use a square to to alignf the logo correct. The logo text alignes to the top/bottom horizontal guideline as shown in the examples above.

Section 2
Typography

The Corporate fonts and typography

Typography The Corporate fonts and typography

Explanation:
Zenitel's official typeface is
Neue Haas Grotesk Display Pro.

Usage:
This is the primary font to use in marketing
related communication.

Microsoft Windows/Office font:
When the Primary font, Neue Haas Grotesk
Display, is not available, use the **Neue Haas
Grotesk Text** version. Available on windows.com.

Secondary font to use:
When the Primary font, Neue Haas Grotesk, is not
available, use Arial.

Neue Haas Grotesk Display Pro
0123456789

Bold
Both regular and italic version

**ABCDEFGHIJKL
MNOPQRSTUVW
XYZ
abcdefghijklm
nopqrstuvwxyz**

Medium
Both regular and italic version

**ABCDEFGHIJKL
MNOPQRSTUVW
XYZ
abcdefghijklm
nopqrstuvwxyz**

Roman
Both regular and italic version

ABCDEFGHIJKL
MNOPQRSTUVW
XYZ
abcdefghijklm
nopqrstuvwxyz

Light
Both regular and italic version

ABCDEFGHIJKL
MNOPQRSTUVW
XYZ
abcdefghijklm
nopqrstuvwxyz

Typography Pairings

Explanation:
Zenitel's official typeface is
Neue Haas Grotesk Display Pro.

BOLD TITLE
Regular Subheader

Regular Body text

Headline:
Neue Haas Grotesk Display 75 Bold
All caps
Optical
Tracking: 20
Leading: 110%

Subheader:
Neue Haas Grotesk Display 55 Roman
Optical
Tracking: 20
Leading: 110%
Size: 1/2 size of headline

Body:
Neue Haas Grotesk Display 55 Roman
Optical
Tracking: 10
Leading: 110%

Medium title
Regular Subheader

Regular Body text

Headline:
Neue Haas Grotesk Display 65 Medium
Optical
Tracking: 20
Leading: 110%

Subheader:
Neue Haas Grotesk Display 55 Roman
Optical
Tracking: 20
Leading: 110%
Size: 1/2 size of headline

Body:
Neue Haas Grotesk Display 55 Roman
Optical
Tracking: 10
Leading: 110%

Light title
Medium Subheader

Light Body text

Headline:
Neue Haas Grotesk Display 45 Light
Optical
Tracking: 20
Leading: 110%

Subheader:
Neue Haas Grotesk Display 65 Medium
Optical
Tracking: 20
Leading: 110%
Size: 1/2 size of headline

Body:
Neue Haas Grotesk Display 45 Light
Optical
Tracking: 10
Leading: 110%

Light box title
Medium Subheader

Light Body text

Headline:
Neue Haas Grotesk Display 45 Light
Optical
Tracking: 20
Leading: 110%
Text frame: 1/2/1/1, (1=10% height)

Subheader:
Neue Haas Grotesk Display 65 Medium
Optical
Tracking: 20
Leading: 110%
Size: 1/2 size of headline

Body:
Neue Haas Grotesk Display 45 Light
Optical
Tracking: 10
Leading: 110%

Section 3
Colors

Primary color system
Secondary color system
Grayscales
Brand color combination & typography

Colors Primary color system

Explanation:
Zenitel has two official colors: Yellow and Dark Grey. These colors have become a recognizable identifier for the company and are also the two main colors in the logo.

Usage:
Use these as the dominant color palette for all internal and external visual presentation of the company.

Zenitel Yellow

Pantone C:	116C
Pantone U:	108U
CMYK:	C000 M014 Y100 B000
RGB:	R255 G210 B000
Hex:	#ffd400
RAL:	RAL1018

Zenitel Dark Grey

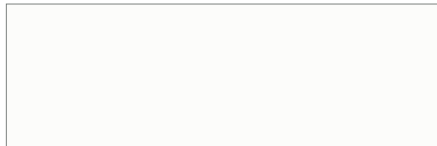|	
Pantone C:	546 C
Pantone U:	5463 U
CMYK:	C080 M056 Y053 K060
RGB:	R39 G57 B61
HEX:	#27393d
RAL:	RAL7026

Colors Greyscales

Explanation:
The greyscales are supplemental colors to use in relation with the Zenitel color system.

Usage:
Use these colors to support the Zenitel color palette.
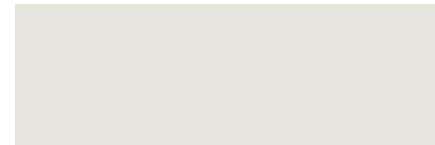
Black & White colors

Zenitel White
Pantone C: 1-1 C
CMYK: C000 M001 Y000 B001
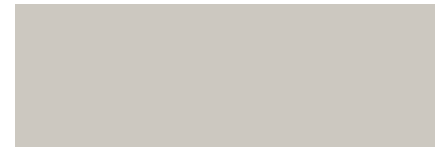RGB: R255 G255 B253
Hex: #fffffd

Zenitel Black 100
Pantone C: Black C
CMYK: C074 M064 Y059 B078
RGB: R033 G033 B034
Hex: #212222

Zenitel Grey 1
Pantone C:
CMYK: C003 M003 Y006 B007
RGB: R236 G234 B230
Hex: #ECEAE6

Zenitel Grey 2
Pantone C: 400 C
CMYK: C006 M007 Y011 B016
RGB: R214 G209 B203
Hex: #D6D1CB

Zenitel Grey 3
Pantone C: 423 C
CMYK: C022 M014 Y020 B045
RGB: R137 G140 B136
Hex: #898C88

Zenitel Grey 4
Pantone C: 424 C
CMYK: C030 M020 Y019 B060
RGB: R101 G105 B107
Hex: #65696B

Colors Secondary color system

Explanation:
The Secondary colors are complementary to our official colors but are not recognizable identifiers for our company. Secondary colors should be used sparingly (less than 10% of the palette in one piece.)

Usage:
Use them to accent and support the primary color palette.

Reflects our targeted markets:
The colors represent the Zenitel markets: Safety, Security, Maritime and Energy.

Accent colors

Safety Orange

Pantone C:	144 C	RGB:	R241 G136 B021
CMYK:	C000 M055 Y095 B000	Hex:	#f18815

Security Red

Pantone C:	7427 C	RGB:	R163 G017 B033
CMYK:	C008 M100 Y080 B032	Hex:	#a31121

Maritime Blue

Pantone C:	2955 C	RGB:	R000 G060 B084
CMYK:	C100 M055 Y035 B050	Hex:	#003c54

Energy Green

Pantone C:	568 C	RGB:	R000 G108 B093
CMYK:	C100 M040 Y070 B008	Hex:	#006c5d

Colors Brand color combinations & typography

Examples
Different versions of usage of brand colors and typography. A yellow element should be represented in the layout.
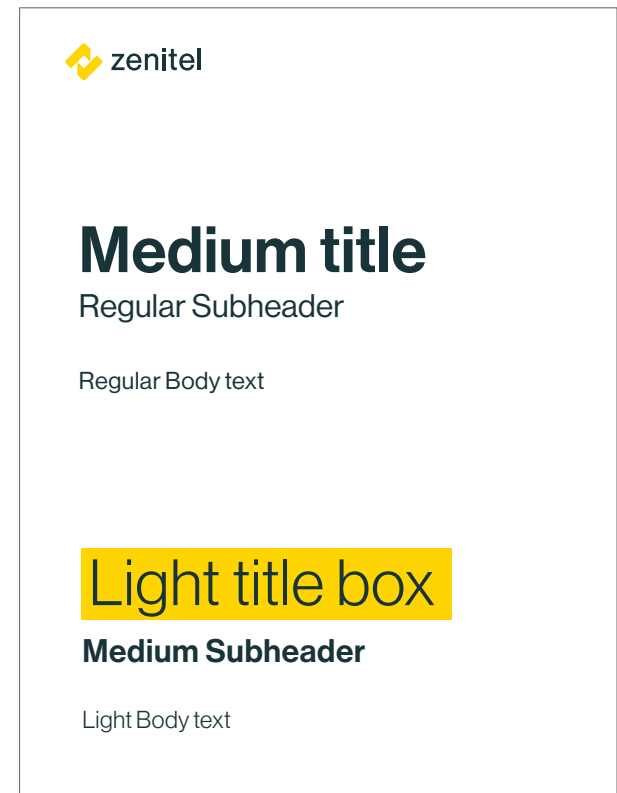
Dont's
Do not use other font or color combinations.

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BOLD TITLE
Regular Subheader

Regular Body text

Light title box
Medium Subheader

Light Body text

On yellow background.

zenitel

Medium title
Regular Subheader

Regular Body text

Light title box
Medium Subheader

Light Body text

On dark grey background.

zenitel

Medium title
Regular Subheader

Regular Body text

Light title box
Medium Subheader

Light Body text

On white background.

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Contact us!

Thank you for reading and following these guidelines.
Please contact us if you need further assistance.

marketing@zenitel.com

Best regards,

The Zenitel Marketing team

Contact:

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