



## LOGO GUIDELINES

Designed by ZenBusiness

# YOUR LOGO GUIDELINE



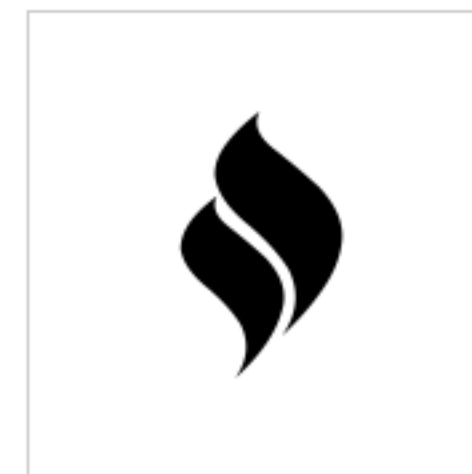
A logo guideline features rules and tips for using colors, fonts, logo layouts, and other elements that compose your company's visual style. It provides your teams with clear guidelines for effectively applying your visual identity to promote the brand.



Icon on white  
background



Icon on corporate color  
background



Black & white version



Negative version

# CLEAR SPACE

A safety area around the logo ensures that the logo lives well in all spaces and avoids clutter. No other visual elements should be positioned within this area. We have defined the «safe area» around our logo as the height of the first letter used in your logo.



Horizontal logo with a tagline



Horizontal logo without a tagline



Vertical logo with a tagline



Vertical logo without a tagline



Small-size logo with a tagline



Small-size logo without a tagline

# LOGO LAYOUTS

Six layout options for multiple applications! Horizontal and vertical orientations with or without a tagline, all in one.



## Small-size logo with a tagline

A small logotype with a tagline (e. g., without an icon) remains legible on items that have small printing areas. Small logos are often used on promotional giveaways (stickers, magnets, etc.) to boost brand awareness.



## Small-size logo without a tagline

A small-size logotype is designed for small prints (price tags, pencils, websites, ads) without a tagline.



## Horizontal logo with a tagline

This is one of the most common orientations. It fits multiple backgrounds, such as websites, banners, T-shirts, business cards, billboards, and promotional and sponsorship products. Try to use your tagline whenever possible to establish your brand voice.



## Horizontal logo without a tagline

A horizontal logo without a tagline is perfect for layouts with limited vertical space. It's also perfect for rectangular and horizontal layouts on which your tagline becomes hard to read due to the small scale of your logo, e. g., on letterheads, websites, T-shirts, etc.



## Vertical logo with a tagline

This is one of the most common orientations for square and vertical layouts with limited horizontal space, e. g., printing materials, ad banners, messengers, social platforms, signage, etc. Try to use your tagline whenever possible to establish your brand voice.



## Vertical logo without a tagline

This design includes only an icon and the company name. It's designed for square and vertical layouts on which the tagline is hard to read due to the small scale, e. g., on T-shirts, mugs, paper cups, etc.

# TYPEFACES

**AA**

FARRAY

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890**

**Aa**

Open Sans Bold

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890**

# COLOR PALETTE



**PRIMARY  
COLOR**

**For web usage:**

HEX: #070B4A

R: 7 G: 11 B: 74

**For print (CMYK):**

C91 M85 Y0 K71



**SECONDARY  
COLOR**

**For web usage:**

HEX: #393C6E

R: 57 G: 60 B: 110

**For print (CMYK):**

C48 M45 Y0 K57



**1ST  
DESIGN  
ELEMENT**

**For web usage:**

HEX: #CDCEDB

R: 205 G: 206 B: 219

**For print (CMYK):**

C6 M6 Y0 K14



**2ND  
DESIGN  
ELEMENT**

**For web usage:**

HEX: #E7E7ED

R: 231 G: 231 B: 237

**For print (CMYK):**

C3 M3 Y0 K7

# BACKGROUNDS & COLOR VARIATIONS



## Logo on white background

To make your design process easier, a logotype with a white background has been made available to you. This type of logo is most useful on documents or webpages with white backgrounds.



## Black & white version

A black and white logo is often used on single-color documents, such as receipts, faxes, letterheads, newspapers, etc.



## Logo on corporate color background

This versatile emblem can be used on a variety of advertising materials. It's an ideal option for creating your visual branding elements.



## Negative version

A negative logo is an inverted version of your logo. It's created by using negative space on dark and black backgrounds, e.g., office walls, flyers, and promotional stands.



## Logo on transparent background

A transparent background allows your logotype to remain on top of a colored background or images. This makes the design process easy. This logo will blend well with a background image or with the colored background of a website.





Dear Ms. West:

I was excited to see your opening for a customer service rep, and I hope to be invited for an interview.

My resume includes serving as a customer service associate within both call-center and retail environments. Most recently, I worked on the customer service desk for Discount Store credits, where my responsibilities included handling customer merchandise returns, issuing merchandise credits, and managing merchandise for shipment back to vendors and providing back-up cashiering duties.

I have also worked within two high-volume customer-support call centers for a major telecommunications and a satellite television services provider. In these positions, I demonstrated the ability to handle a variety of issues and complaints (such as billing disputes, service interruptions or technician delays/no-shows and equipment malfunctions). I consistently met my targets, handling an average of 56 to 60 calls per hour.

In addition to this experience, I gained considerable customer service skills during my part-time employment as a waitress and restaurant hostess in high school.

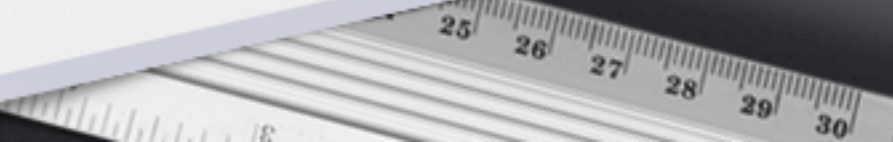
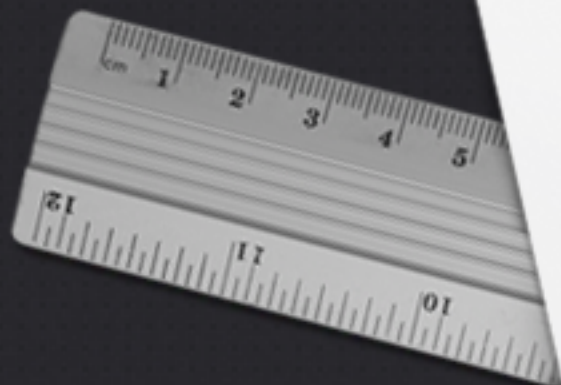
I am confident that I can offer you the customer service, communication and problem-solving skills you are seeking. Feel free to call me at 555-5555 (home) or 555-555-5500 (cell) to arrange an interview. Thank you for your time and consideration. I look forward to learning more about this opportunity!

Sincerely,  
Alex Smitt

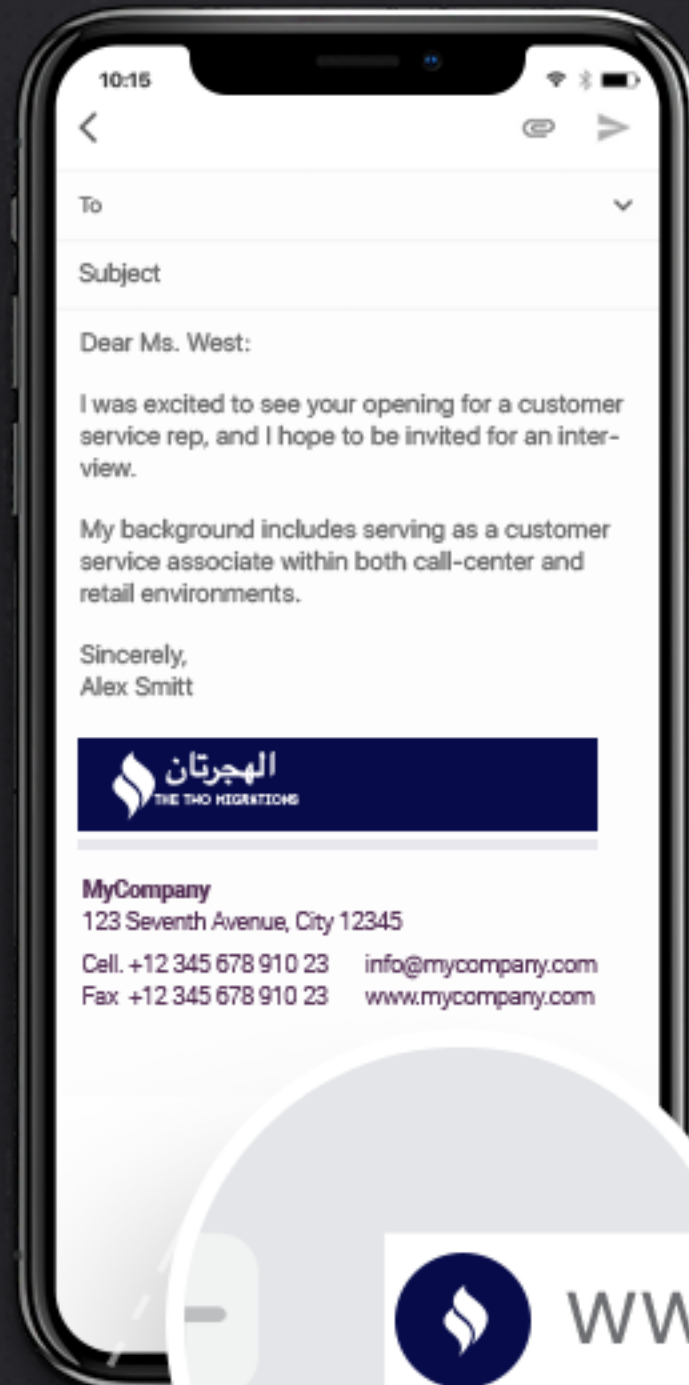
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