



FIP STYLE GUIDE:

LOGO & BRAND IDENTITY GUIDELINES

05 - 2023

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Introduction



This is about our own brand logo design. All designs are created by us and modified to suit our wishes and the website we want to create. This is only in the demo phase and has not been officially completed, so there are still many shortcomings, some details are not perfect, but it helps us to visualize what we need to do and what needs to be fixed.

Logo Sketches:



ZIMA

Logo sketch is hand drawn with pencil on paper. This drawing is not perfect because in order to be able to imagine what the logo looks like, the layout as well as the lines are not accurate.

Primary Logo: variations

(01)

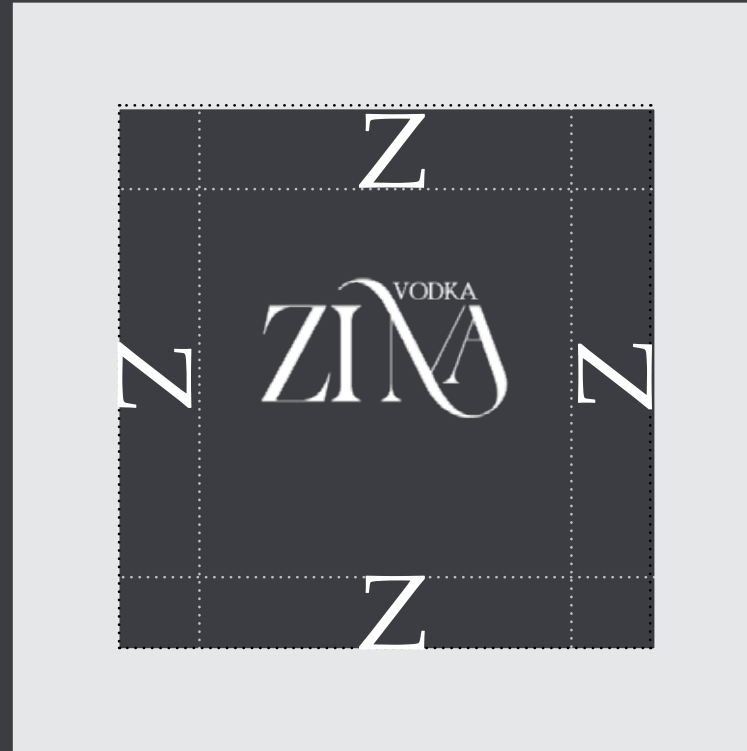


(02)



First thing is to draw the logo in black and white to visualize its shape, and the brand name also has a simple font. Then, change the metal gray color to match the concept as well as the text used a slightly modern font to match the color of the logo.

Breathing space



Breathing space is the area around the logo that protects it from any other graphics that might interfere with it and dilute the clarity of the identity. The capital "Z" in the word Zima determines how large that space would be.

Secondary logo

(01)



(02)



(03)



The secondary version of the logo with "Zima" at the top should only be used when deemed appropriate for the audience or official/formal communication. "Zima" at the bottom remains the legal name of the institution. There are two configurations for the lock-up. Each can be used depending on space available and how well it works with the design of the piece it will be used on.

Colour palette



| | | | |
|-------|-----------------|-------|----------------|
| Black | | White | |
| RGB | 00, 00, 00 | RGB | 255, 255, 255 |
| CMYK | 00, 00, 00, 100 | CMYK | 00, 00, 00, 00 |
| HEX | #000000 | HEX | #ffffff |

The primary palette should be used as much as possible in order to promote gradient grey as the overarching colour.

COLOUR USAGE RECOMMENDATION (APPROXIMATE RATIO):



50% 50%

Brand Typeface

THIS FONT IN UPPER CASE:

A B C D E F G H I K L M N O P Q R S T V W X Y Z

THIS FONT IN LOWER CASE:

a b c d e f g h i j k l m n o p q r s t v w x y z

The primary font is Playfair and is available in a number of weights and styles. This font can be used on all print communications and some digital applications.

THIS FONT IN NUMVER AND SPECIAL CHARACTERS:

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & * ! ?

Typeface sample

Each batch of ZIMA
is individually taste
tested, approved, and
signed off.

BOLD

*Rachel says “We set out to make the best vodka
imaginable. We live on the beautiful island of Jersey
which produces the only potatoes we know of to boast
the equivalent of an ‘appellation d’origine contrôlée’.”
The combination of these finest of ingredients, brand
owners with exquisite taste, an expert Master Distiller,
and a distillation process that creates the purest spirit,
has resulted in a superior and memorable vodka.*

ITALIC

*“When blind-tasted
against well-established
brands, ours
is in a league of its
own!”*

BOLD ITALIC

Document summary



Although not a complete version, this is a demo for this project. If you have any questions or suggestions, please contact Ha Anh Le for more details.



If you have any questions regarding the style manual or require artwork, please contact Ha Anh Le through email or phone number; however, the best way is meeting directly.