





Design guidelines for marketing communication materials

INTRODUCTION



Standard Logo

The standard logo should be used for these main purposes:



Certificate logo

The certificate logo should be used for these main purposes:



Logo Size

Recommended logo sizes are approximate

Mobile Theme:

Logo: 100px x 50px

iPhone Preview Image: 210px x 365px

Android Preview Image: 205px x 340px

Video Theme: 200px x 75 px



minimum size
3 x 3 cm

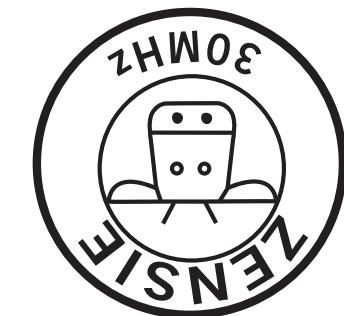
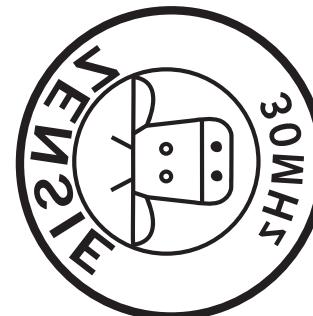
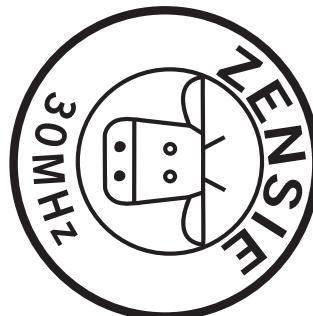
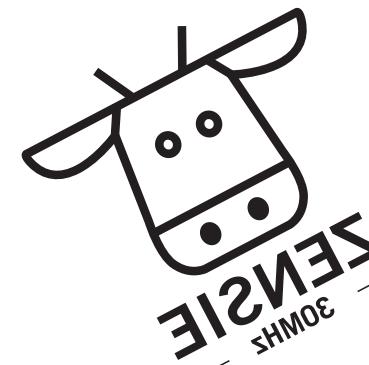


minimum size
2,5 x 2,5 cm



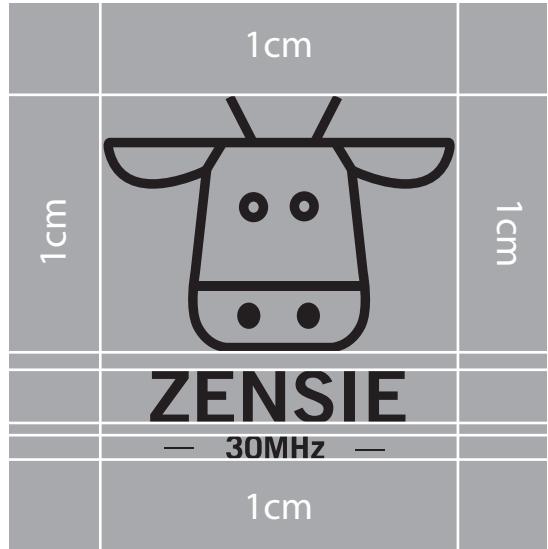
Logo Use

Do not alter the Zensie logo in any way. Do not rotate, skew, or apply effects to the logo. Do not separate the elements.

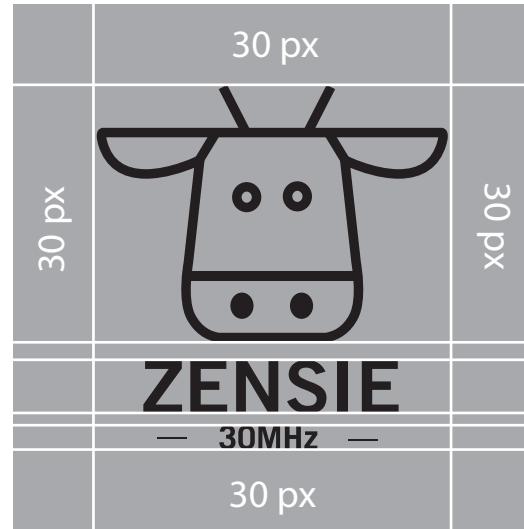


Exclusion zone

Print 1 cm



Web padding 30 px



Reversed or Diapositive



Typeface

Trade Gothic LT Std - Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()_+{}|":< >? 0123456789

Trade Gothic LT Std - Bold No.2

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()_+{}|":< >? 0123456789

Trade Gothic LT Std - Light
(print materials)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()_+{}|":< >? 0123456789

Lato - Regular
(digital communications)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()_+{}|":< >? 0123456789

Lato - Light
(digital communications)

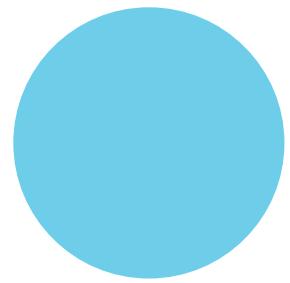
Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()_+{}|":< >? 0123456789

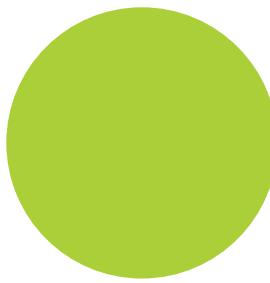
Spots



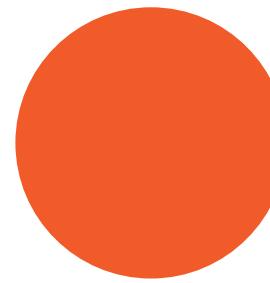
Color Palette Primary Colors



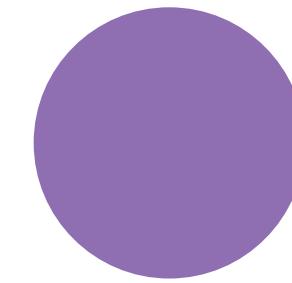
C 50%	R 114%
M 0%	G 207%
Y 5.86%	B 233%
K 0%	K 0%
HEX # 71CEE9	HEX # ABD036



C 37.89%	R 171%
M 0%	G 208%
Y 100%	B 55%
K 0%	K 0%
HEX # ABD036	HEX # F15B29

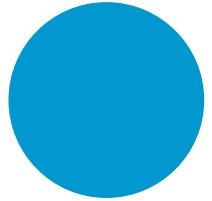


C 0%	R 241%
M 79.69%	G 91%
Y 94.53%	B 42%
K 0%	K 0%
HEX # F15B29	HEX # 906FB1



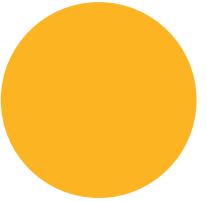
C 47.27%	R 144%
M 62.5%	G 112%
Y 0%	B 177%
K 0%	K 0%
HEX # 906FB1	HEX # 906FB1

Neon palette



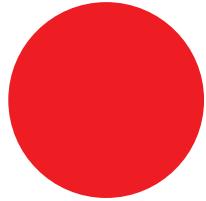
PANTONE 801 C

C 50%	R 114%
M 0%	G 207%
Y 5.86%	B 233%
K 0%	
HEX # 71CEE9	



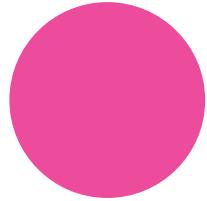
PANTONE 1235 C

C 0%	R 253%
M 32.06%	G 181%
Y 94.9%	B 37%
K 0%	
HEX # FCB424	



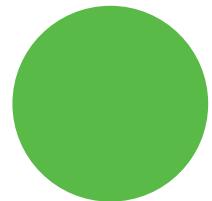
PANTONE RED

C 0%	R 237%
M 100%	G 28%
Y 100%	B 36%
K 0%	
HEX # ED1C24	



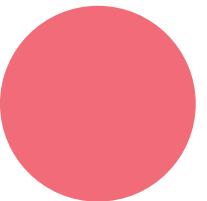
PANTONE 806 C

C 0%	R 238%
M 85.05%	G 77%
Y 0%	B 155%
K 0%	
HEX # EE4C9B	



PANTONE 802 C

C 66.83%	R 92%
M 0%	G 186%
Y 100%	B 71%
K 0%	
HEX # 5BBA46	

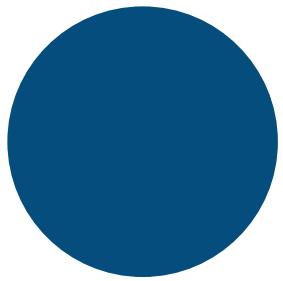


PANTONE 805 C

C 0%	R 242%
M 71.95%	G 109%
Y 39.84%	B 120%
K 0%	
HEX # F16D78	

Color Palette

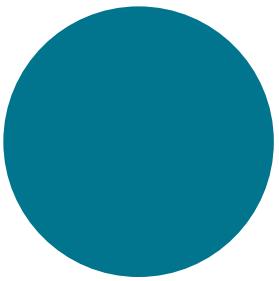
Primary Colors



PANTONE 301 C

C 100%	R 0%
M 72.5%	G 78%
Y 27.28%	B 125%
K 11.45%	

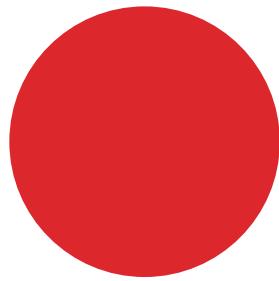
HEX # 004E7C



PANTONE 3145 C

C 100%	R 0%
M 35.77%	G 120%
Y 38.11%	B 140%
K 7.5%	

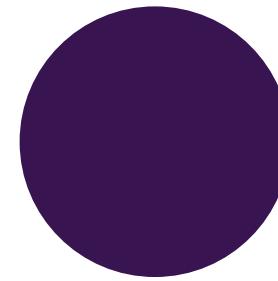
HEX # 00778B



PANTONE 1795 C

C 8.98%	R 217%
M 98%	G 39%
Y 92.97%	B 45%
K 1.1%	

HEX # D8272D



PANTONE 2627 C

C 83.08%	R 61%
M 100%	G 85%
Y 31.77%	B 21%
K 35.31%	

HEX # 3D1951

Stationery



Merchandisign



Merchandisign



Photography style



Photography style

