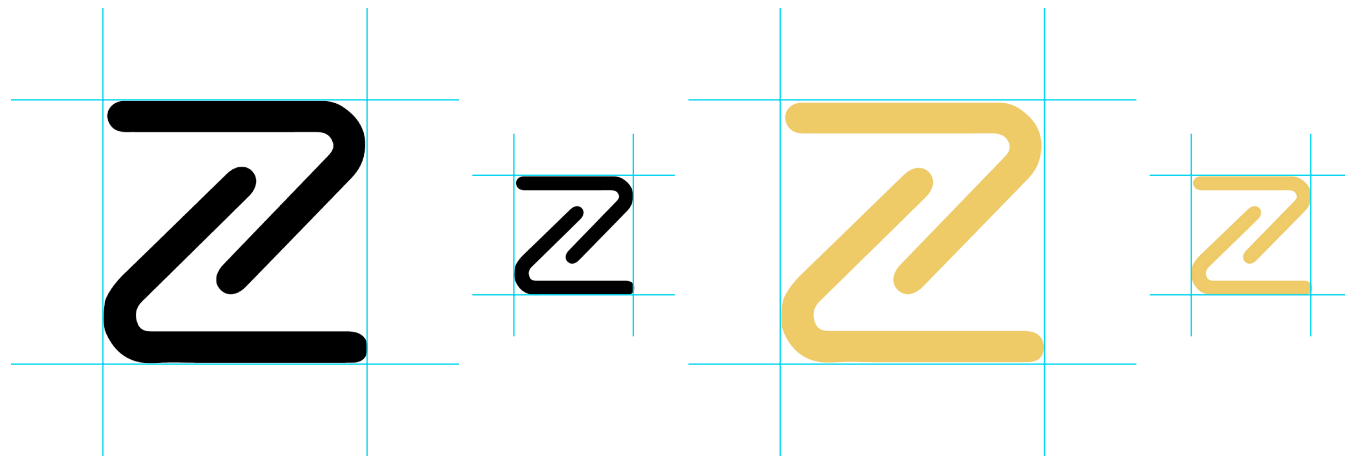


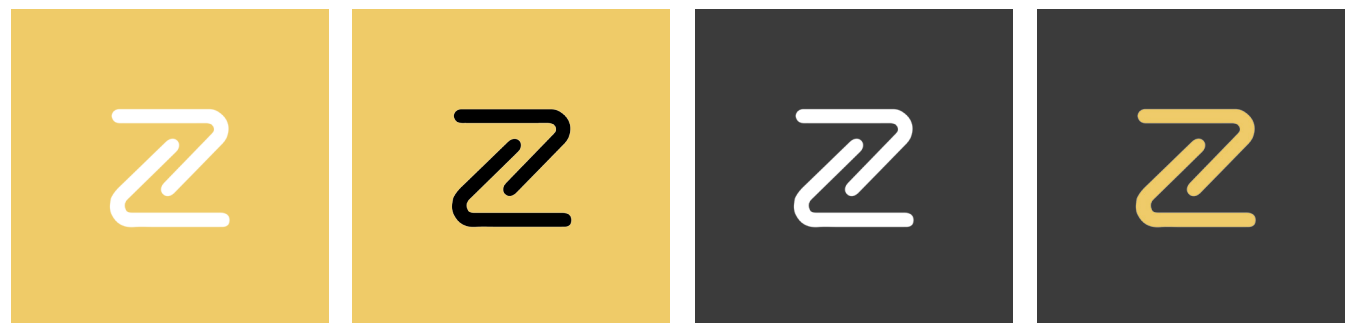
## SECTION 02 LOGO AND MARKS

The Zinc logo is representative of Zinc Technologies Inc, and should be used only to represent the company and not its products. Derived from the “Z” letter, it is best used with padding separation from elements around it, and looks exceptionally well as a small to medium icon.



The only color variations of the logo should be using **#EFCB68** , **#000000** or **#EFCB68**, unless placed on a colored background (see **Alternative Color Backgrounds**).

## ALTERNATIVE COLOR BACKGROUNDS



Background: #EFCB68  
Content: #FFFFFF

Background: #EFCB68  
Content: #000000

Background: #3A3A3A  
Content: #FFFFFF

Background: #3A3A3A  
Content: #EFCB68

## TITLE BLOCK

This style and type is to be used where the name of the company is desired instead of the branding. It is best used with padding separation from elements around it and with the font weight: Bold. See **The Font** in 03 Typography for font styles.

**ZINC** **ZINC**

