



TO MAINTAIN THE INTEGRITY OF THE ZOOVY LOGO:

LOGO NOT TO BE STRETCHED, SKEWED, FLIPPED, MIRRORED, OR DISTORTED IN ANY MANNER

PLEASE ADHERE TO THE SPECIFICATIONS OF THE ZOOVY LOGO GUIDELINE STANDARDS SHOWN HERE, AND USE PREFERRED VENDORS AND REPRODUCTION METHODS TO ENSURE CONSISTENCY OF THE ZOOVY COLORS

PMS VIOLET
CMYK VALUES C 94
M 91
Y 0
K 0

RGB VALUES R 31
G 16
B 131

HEX VALUES R 0
G 19
B 80

PMS 369
CMYK VALUES C 65
M 100
Y 0
K 9

RGB VALUES R 81
G 161
B 33

HEX VALUES R 61
G A1
B 2F

THE CMYK AND RGB MIXES ARE BASED ON MEDIA TESTS, USING COATED STOCK. THE MIXES MAY NEED TO BE ADJUSTED TO SUIT YOUR PROCESS: MATCH TO PMS PREFERENCES.

FOR ON-SCREEN COLORS, REFER TO RGB AND HEX COLOR FORMULAS. THESE COLOR FORMULAS HAVE BEEN DEVELOPED FOR BEST FIDELITY ON A VARIETY OF SCREENS. THE RGB AND HEX VALUES ARE GIVEN FOR THE COLORS THAT FORM THE ON-SCREEN PALETTE.