

LOGOTYPE BASICS

LOGOTYPE - PREFERRED



ZOTAC Dark Gray (PMS 424) and ZOTAC Yellow (PMS 116) version is designated as the Preferred logo. **We will no longer use the black and orange version of this logotype.** In addition, this version has been cleaned up: with readjusted lines, sharpened angles, and fixed kerning.

MINIMUM SIZE



To maintain full legibility, never reproduce the logo at heights smaller than 0.12 inches (3mm) tall for print and 15 pixels tall for digital. There is no maximum size limit, but use discretion when sizing the logo. (logo shown at actual size)

ALL ACCEPTABLE CONFIGURATIONS



TWO-COLOR POSITIVE - The Preferred logo in two-color positive format against white background, use it whenever possible.

ONE-COLOR POSITIVE - Use this when only one color is used or when a background does not provide sufficient contrast for using the two-color positive format (A).



TWO-COLOR REVERSE - This is appropriate on backgrounds that do not provide sufficient contrast with the two-color positive format (A).

ONE-COLOR REVERSE - This is appropriate when color is limited or on backgrounds that do not provide sufficient contrast with the one-color positive format (B).



BLACK - Use it "only" in one-color printing or when one-color positive format (B) is not clear. (eg. fax or low-end photocopies)

LIGHT GRAY - Use it sparingly, only in situations where the logo needs to be very understated. (eg. back of brochure, gift box, etc)