

LOGOMARK BASICS

THE RING LOGOMARK



In an effort to create an iconic and minimal symbol that represent ZOTAC, we are using a modified ring symbol inspired by the ZOTAC ring found on our ZBOX Mini PCs.

MINIMUM SIZE



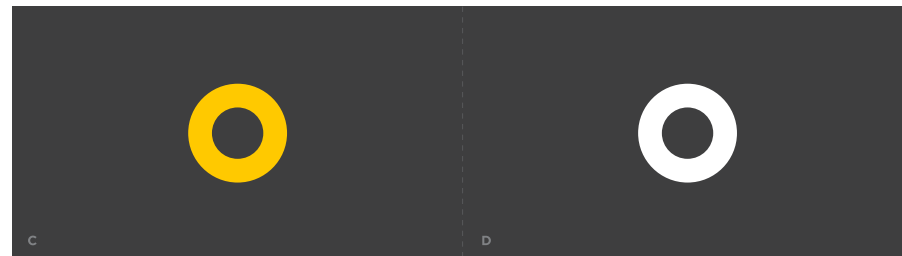
To maintain full legibility, never reproduce the logomark at heights smaller than 0.12 inches (3mm) tall for print and 15 pixels tall for digital. There is no maximum size limit, but use discretion when sizing the logo. (logo shown at actual size)

ALL ACCEPTABLE CONFIGURATIONS



ZOTAC YELLOW - The Preferred logomark format, use it whenever possible.

ZOTAC DARK GRAY - Use this for grayscale printing or (1) when a background does not provide sufficient contrast for using ZOTAC Yellow (A). (2) For understated effect.



ZOTAC YELLOW - The Preferred logomark format, used in reverse.

ONE-COLOR REVERSE - This is appropriate when color is limited or on backgrounds that do not provide sufficient contrast with ZOTAC Yellow (A).



BLACK - Use it "only" in one-color printing or when ZOTAC Dark Gray (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)