

# LOGO SPECIFICATIONS AND EXAMPLES OF USAGE - CORPORATE LOGO

---

## STANDARD LOGO - Light Background

In every instance possible, use this logo.

This logo should never appear on dark background.



## STANDARD LOGO - Dark background

This logo should be used when the background is dark and should never appear on light backgrounds.



## LOGO - One color

This logo should be used when the production is not done in full color or printing is restricted to one color.

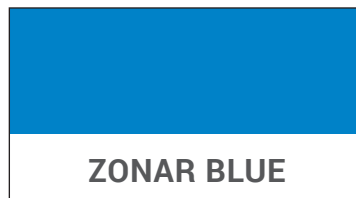
This logo can be used in black, white or blue.



## CORPORATE LOGO COLORS



PRINT **BLACK**  
CMYK **75 68 67 90**  
HEX# **000000**  
RGB **0 0 0**



PRINT **PANTONE 3005 C**  
CMYK **100 34 0 2**  
HEX# **0081C6**  
RGB **0 129 198**

# LOGO SPECIFICATIONS AND EXAMPLES OF USAGE - ZONAR RADAR

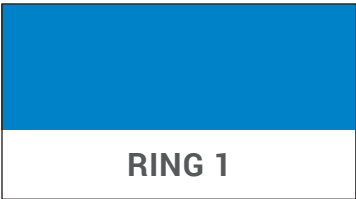
## ZONAR RADAR - Full color

The Zonar radar is an important element of Zonar’s visual identity system.



## ZONAR RADAR - One color

Each ring’s fill is one single, solid color consistent with the printing.



RING 1

PRINT **PANTONE 3005 C**  
CMYK **100 34 0 2**  
HEX# **0081C6**  
RGB **0 129 198**



RING 4

PRINT **PANTONE 3005 C 40%**  
CMYK **42 12 0 0**  
HEX# **8DC1E8**  
RGB **141 193 232**



RING 2

PRINT **PANTONE 3005 C 80%**  
CMYK **77 27 4 0**  
HEX# **1B96CC**  
RGB **27 150 204**



RING 5

PRINT **PANTONE 3005 C 20%**  
CMYK **20 7 0 1**  
HEX# **C4D8EE**  
RGB **196 216 238**



RING 3

PRINT **PANTONE 3005 C 60%**  
CMYK **59 21 0 0**  
HEX# **62A9DC**  
RGB **98 169 220**



CENTER & STROKE

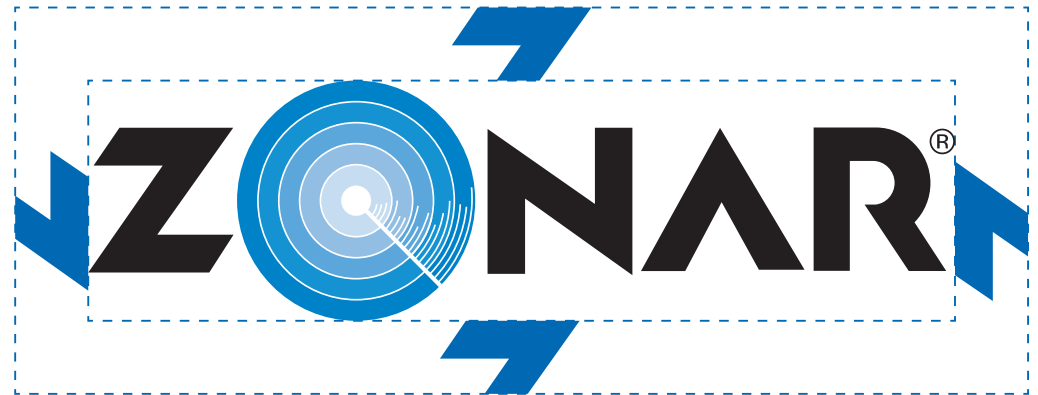
PRINT **WHITE**  
CMYK **0 0 0 0**  
HEX# **FFFFFF**  
RGB **255 255 255**

# LOGO SPECIFICATIONS AND EXAMPLES OF USAGE - CLEARANCE AND SIZING

---

## SAFE DISTANCE AROUND LOGO

When using the Zonar logo ensure that the distance around the logo is maintained to equal  $\frac{1}{2}$  the height of the "Z". At no time should the logo be closer than this distance to the edge of a document or should other elements on the page come closer to the logo.



## SIZE REQUIREMENTS

No logo should be smaller than 21 pixels or 0.3 inches high.

