Zero Density

Trademark & Branding Guidelines
2022

Using Zero Density Trademarks

When referring to Zero Density Trademarks and the names of Zero Density software, products, and services, follow these Zero Density Trademark and Brand Guidelines. Thank you for your interest in including Zero Density in your materials.

A trademark can be a name, a logo, or even a slogan –any work or symbol to identify a company's products or services and distinguish them from those of other companies. Trademarks are extremely valuable assets and therefore should be used carefully to avoid customer confusion about ownership and responsibility.

Zero Density requirements:
Zero Density logos as described in these guidelines cannot be used in any manner that falsely suggests an association with Zero Density or is likely to reduce or damage the goodwill, value or reputation with Zero Density.

02 - LOGO

Minimum clear space
The minimum clear space around the signature is equal to 7.5 mm, measured from the 'y' at the end of the logo. To create the greatest impact, allow even more space around your signature. **Do not** allow photos, typography, or other graphic elements to enter the minimum clear space area.

Minimum size
The minimum signature size should be used only when layout space is extremely limited.

Use the logo and signature at a larger size whenever possible.

x

2x

x

x

6x

x

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02 - LOGO

The use of logo on a black and white background is as in the examples. **Do not** go out of these variations.

USAGE ON BLACK

USAGE ON WHITE

02 - LOGO

Do not alter the shape, proportion, color or orientation of the logos.
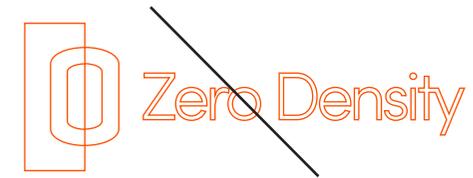

Do not skew, rotate or stretch.

Do not change the background color to those other than approved ones.

Do not change orientation of the logo.

Do not outline or create a keyline around the logo.

Do not change the typeface within the logo.

Do not add special effects.

03 - COLOR

For all communications that will be displayed on-screen and printed, refer to these color formulas. They have been developed for the best fidelity.

Primary

Secondary

Black

HEX #000000	CMYK 0 0 0 100
RGB 0 0 0	

Dark Gray

HEX #282828	CMYK 71 65 64 68
RGB 40 40 40	PANTONE 426 C

Light Gray

HEX #f7f7f7	CMYK 2 1 1 0
RGB 247 247 247	PANTONE 663 C

Orange

HEX #FE5000	CMYK 0 74 100 0
RGB 254 80 0	PANTONE ORANGE 021C

White

HEX #FFFFFF	CMYK 0 0 0 0
RGB 255 255 255	

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If you have any further questions regarding the use of Zero Density Trademark contact the marketing department at **marketing@zerodensity.tv**