



zoylo

Identity Guidelines

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Why Guidelines

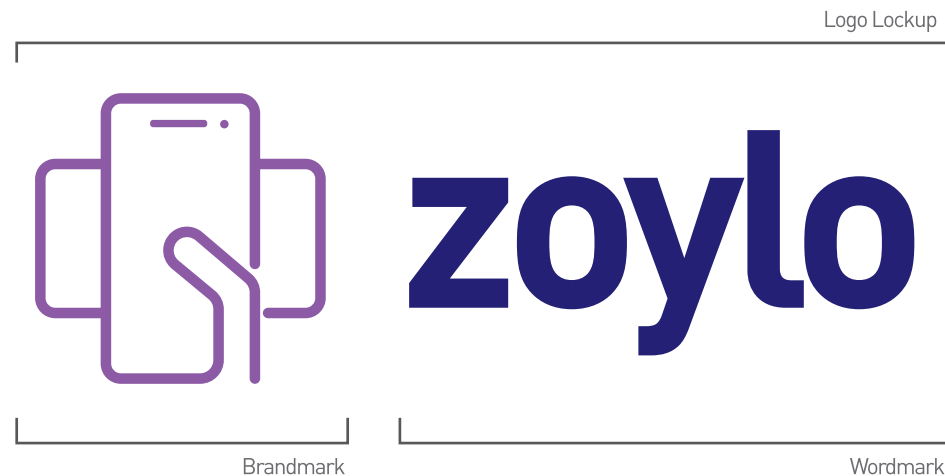
Our logo is a very valuable asset. We are proud to have a welcoming and friendly logo and we must treat it nicely. Our brand is expressed in many ways including our behaviour, our products, and our communications.

This document was developed to help us work together in order to build consistent, branded communications that collectively build Zoylo's reputation in the communities we serve. Using these guidelines will enable us to create materials that speak to specific audiences while maintaining a unified voice.

Our Logo

Our logo consists of a Brand mark, which is a hand held mobile phone, and another device in the background complimenting the former and eventually forming to be a cross, the universal and easily recognizable symbol of healthcare. And the Wordmark ZOYLO is typeset in Din Pro, a Realist sans serif.

Together the Brandmark and Wordmark forms to be our logo lockup.



Logo Clear Space

Always maintain clear space around the Logo Lockup to protect the logo from distracting graphics or typography. At a minimum, the space should be equal to the “x” height of the Wordmark at any given size.



Z] x Height

Logo Size

The maximum size of the Logo is not restricted but the minimum size is restricted to “1 Inch ” or “25 mm”. Violating this standard compromises the integrity and legibility of the logo. The minimum usage size for online is restricted to “72 pixels”.



Offline: 1 Inch



Online: 72 Pixels

Logo Preference

Wherever possible we should try to use the preferred Logo Lockup. However, there will be occasions when production techniques limit the use of colour or tone, and in these situations, a single colour version of the logo can be used in either Mono or Black or White as shown.

Preferred Logo



Reverse Logo



Mono Logo



Grayscale Logo



Black Logo

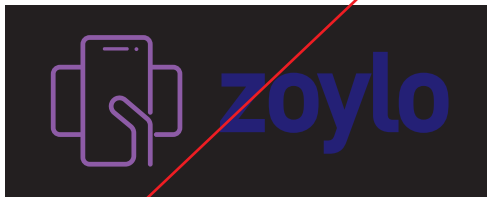


Black Reverse Logo

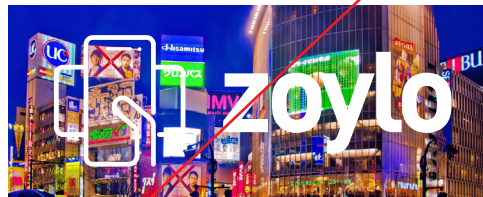


Incorrect Usage

Ensure that our logo is clearly recognizable by using it properly, and do not alter it in any circumstances. Consider the logo version and the background it is placed on to provide the best legibility. The examples show various uses to be avoided.



Do not place the logo on a dark background.



Do not place the logo on a busy background.



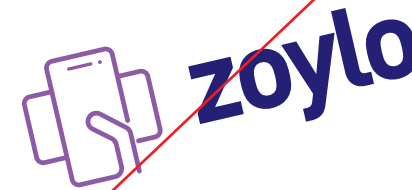
Do not scale the logo disproportionately or distort it.



Do not apply effects or embellishments to the logo.



Do not change the colours of the logo.



Do not rotate the logo

Primary Colours

Colour plays a critical role in Zoylo Identity Standards, effectively highlighting our products, services, and messages. The most important colours, are Zoylo Violet, Zoylo Blue and Zoylo Gray.

**Zoylo Violet**

Pantone: 7676C

C:050, M: 075, Y:000, K: 000

R: 142, G: 91, B: 166

Hex: #8E5BA6

**Zoylo Blue**

Pantone: 2756C

C:100, M: 100, Y:000, K: 025

R: 35, G: 33, B: 118

Hex: #232176

**Zoylo Gray**

Pantone: 424 C

C: 000 M: 000 Y: 000 K: 070

R: 109 G: 110 B: 113

Hex: # 6D6E70

Complimentary Colours

Our complimentary colours have been selected with the same precision as that of our primary colours. The palette of accent and neutral colors has been chosen to work in support of Zoylo Violet, Blue & Gray. Our colors have been chosen to work well in combination with each other, and to enable a full range of visually engaging communications.



Pantone: 804C
C: 000, M: 040, Y: 080, K: 000
R: 250, G: 167, B: 74
Hex: #FAA74A



Pantone: 367C
C: 040, M: 000, Y: 080, K: 000
R: 163, G: 207, B: 98
Hex: #A3CF62



Pantone: 306 C
C: 080 M: 000 Y: 000 K: 000
R: 0 G: 185 B: 242
Hex: #00B9F2

Typography: Print

Our Print typeface is Din Pro.

Modern, flexible, easy to read, open, and accessible, Din Pro is uniquely suited for a wide range of visual communications. Multiple levels of typographic hierarchy are defined both for impact and clarity of our communications.

Din Pro light

Din Pro Regular

Din Pro Medium

Din Pro Bold

Din Pro Black

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890!@#\$%^&*()+=

abcdefghijklm

nopqrstuvwxyz

1234567890!@#\$%^&*()+=

Typography: Digital

Our Digital typeface is Verdana.

Use Verdana in situations where Din Pro cannot be used
such as Microsoft PowerPoint, Microsoft Word Documents,
or HTML Content on Web Applications.

Verdana Regular

Verdana Italic

Verdana Bold

Verdana Bold Italic

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890!@#\$%^&*()+=

abcdefghijklm

nopqrstuvwxyz

1234567890!@#\$%^&*()+=

Communication

Our Communication is addressed mostly to a very wide, yet city-specific audiences. To stand out in the crowded environments and achieve our goals, our advertising, consistently should use the key visual elements of our brand across all media.

Consistent use of the Zoylo Logo, the strong imagery, friendly copy and generous use of white space defines our brand style.

Brand Decisions

How do we know if our work is on brand? The following six Brand Decisions will help us check our track. Please try to include as many of these attributes as possible in our communication.

Simplify

Like good design, our communications should be refreshingly simple. Take the complex, distill it, and make them simple. Get to the heart of the issue/problem. Make sure the takeaway is singular and consistent.

Tell Stories

People remember stories, not statistics or lists. Tell engaging, memorable stories. Create an emotional pull and impact. Bring in a new and different perspective.

Be Human

Everything starts with people. Show the human perspective. Demonstrate empathy and advocacy. Focus on the human situation, inspiration, and benefit.

Inspire

We may be a young company. But we can make others wish they had done what we did. Encourage others to follow our lead. Be provocative and challenge convention.

Think Big

Our company is an Idea. Think beyond your office routine. Look beyond the current situation. See beyond today.

Be Spirited

Let your audience see and feel the Zoylo spirit. We're serious about our work, friendly in our relationships, and creative in our approach. Bring this spirit everywhere people experience Zoylo Brand.



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Thank you