

Proper Logo Usage

Sizing Restrictions

Proper logo size is vital in maintaining readability, as well as ensuring a consistent look throughout the brand. Make sure the logo is applied at a confident size. This means the logo should never be overpowering (too large) or understated (too small) for the application.

In general, for print and web materials, the logo should be sized somewhere between 1.75" and 3.75" wide. The logo should never print smaller than 1.75" wide.

Preferred Placement

When using the logo in ads, photographs, or similar applications, it is preferable that the logo be placed in a compelling manner, so as to suggest it is interacting with that element.



Clear Space

An important element in the Zoo Property logo is its clear space. This will ensure a consistent look to the brand as well as protect the logo from distractions within the layout. To determine clear space, the width of the top edge of the "Z" in the iconmark has been defined as "X." There should always be at least the space defined as "X" around all sides of the logo.

{ CLEAR SPACE }



Preferred Size

The recommended size, where applicable, is 2.5" wide.

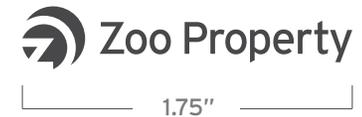
{ RECOMMENDED SIZE }



Minimum Size

The logo should never be rendered smaller than 1.75" wide.

{ MINIMUM SIZE }



Further Logo Usage

Logo Color

If the logo is used on a white background, a solid color from the designated color palette should be used. When the logo is placed on a solid-colored background, the logo should be reversed out to white. If the color of the background is black, the logo should be reversed to white.

Whenever possible, it is best to use the logo reversed out in white in ads and photographs.

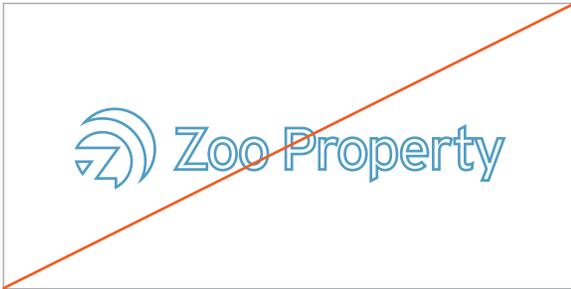
Primary



Secondary



Improper Logo Usage



Do not outline the logo in any color



Do not reverse the logo on too light a background.



Do not partially reverse the logo.



Do not render the logo in two or more colors.



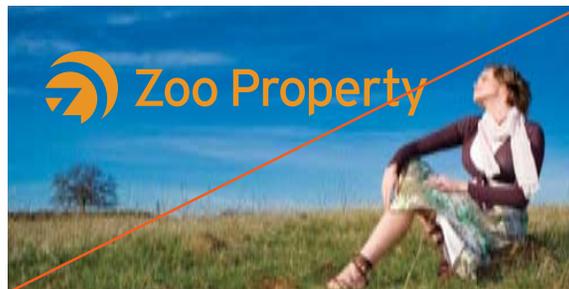
Do not change the logo's orientation.



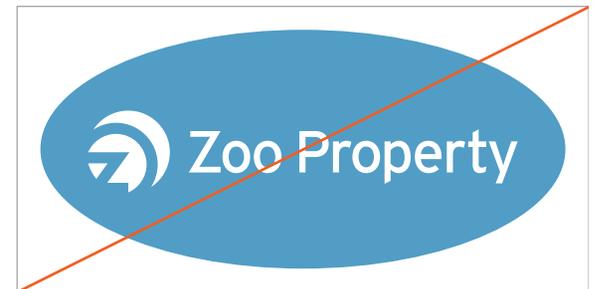
Do not distort the logo.



Do not fill the logo with a gradient or pattern.



Do not place the color logo on a photo or pattern.



Do not put the logo in a containing shape.