SHOP CHANNEL

Ziamond Logo styleguide

Red8 Studios
www.red8studios.com

Logo Colors

For color printing, the logo value is: Pantone 638 C

Ziamond Blue
Pantone 638 C
CMYK:83-0-10-0
RGB:45-174-192
Web:#2DAEC0



Color Ziamond Logo

100% Black



Black Ziamond Logo

Ziamond Blue
Pantone 638 C
CMYK:83-0-10-0
RGB:45-174-192
Web:#2DAEC0



Color Z Logo

100% Black



Black Z Logo

Rendered Full Color Logo

The fully rendered logo is the preferred logo for most applications in both on-screen and in print.



Color Logo

The Color logo (below left) is preferred when using a limited color palette.

Black and White logos

When printing in Black & White or on textured backgrounds where the logo is difficult to read, use the Black (upper) or Knockout logo (lower).



Color Logo on light and dark backgrounds

Logo in black for light backgrounds and white for dark backgrounds

Logo Placement and Size

In print applications be sure to provide adequate clear space to maintain legibility and integrity of the logo form. The amount of clear space should be proportional to the size of the logo.

Clear Space
The minimum amount of clear space around the Ziamond logo equals the height of the diamond in the logo.



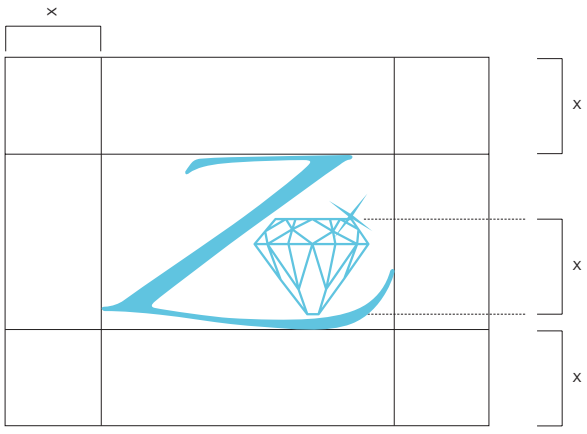
Sizing
The minimum recommended width of the Ziamond logo is equal to 2cm.

The Ziamond logo should not be reproduced smaller than the minimum size illustrated below.



2cm

Clear Space
The minimum amount of clear space around the Z logo equals the height of the diamond in the logo.



The “Z” logo should not be reproduced smaller than the minimum size illustrated below.

Sizing
The minimum recommended width of the Z logo is equal to 1.5cm.



1.5cm

Logo Violations

The Ziamond logo should never be redrawn or altered in any way. It must be reproduced only from approved master artwork. The illustrations shown on this page demonstrate several incorrect uses of the Ziamond logo.



1. Don't change the proportions of the logo.



2. Don't thicken the logo with a heavy outline.



3. Don't apply shading or gradation on the Color or Black & White logos.



4. Don't render the logo in unauthorized colors.



5. Don't create an outline version.



6. Don't use a drop shadow or a glow with the Color or Black & White version.



7. Don't change the relationship of the elements.



8. Don't crop or separate part of the logo.



9. Don't render the logo in 3-D or bevel the edges. A rendered version is provided for these applications.