



ZineOne

#1 AI-POWERED PERSONALIZATION PLATFORM

BRAND  
STYLE GUIDE

The ZineOne logo is composed of text with the 3-color version being the preferred option.

The white space is the area surrounding the entire logo. It must be kept free of any visual elements, including text, graphics, borders, patterns, and other logos. The minimum required clear space is measured in relation to the 100% height of the ZineOne “e”.

A minimum size requirement of 100 pixels wide by 16 pixels high is needed to keep the integrity and legibility of the ZineOne brand.

PRIMARY LOGO | 3-COLOR



#1 AI-POWERED PERSONALIZATION PLATFORM

WHITE SPACE



MINIMUM SPACE



# ZineOne | CORPORATE VERTICAL LOGO

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A minimum size requirement of 100 pixels wide by 16 pixels high is needed to keep the integrity and legibility of the ZineOne brand.

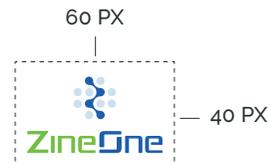
## PRIMARY LOGO | 3-COLOR



## WHITE SPACE



## MINIMUM SPACE



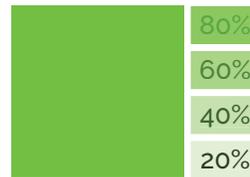
# ZineOne | LOGO USAGE

The ZineOne logo is made up of two primary colors. When possible, the logo should be used on a white background to a light background, for maximum impact and clarity.

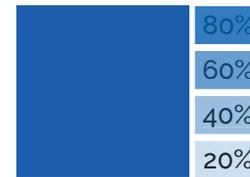
The our brand tag line color will be different.



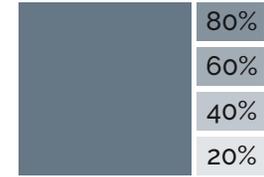
#1 AI-POWERED PERSONALIZATION PLATFORM



CMYK 46·0·73·21  
RGB 109·201·54  
HEX #6DC936



CMYK 95·46·70·32  
RGB 8·93·173  
HEX #085DAD



CMYK 17·9·0·70  
RGB 63·69·76  
HEX #3F454C



# ZineOne | ALTERNATIVE LOGO COLOR

The ZineOne logo primarily uses two colors: green and blue. When possible, the logo should be used on a white background to a light background, for maximum impact and clarity.



CMYK 17·9·0·70  
RGB 63·69·76  
HEX #3F454C



CMYK 46·0·73·21  
RGB 109·201·54  
HEX #6DC936



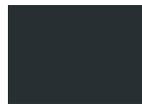
CMYK 95·46·70·32  
RGB 8·93·173  
HEX #085DAD

## PRIMARY | 3-COLOR



The variations shown here are acceptable when the preferred 3-color logo does not work, or against a darker background.

We have identified precise specifications for CMYK, RGB and HEX values. The chart lists the values that should always be used when rendering our color palettes.



CMYK 22·6·0·80  
RGB 40·48·51  
HEX #283033

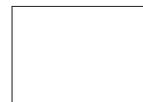


CMYK 6·1·0·63  
RGB 88·93·94  
HEX #585D5E

## 1-COLOR



CMYK 0·0·0·20  
RGB 204·204·204  
HEX #CCCCCC



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

## REVERSED WHITE

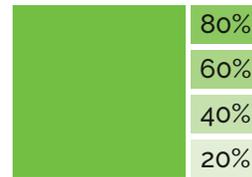


It is essential that our use of color be consistent across all applications. By referring to these guidelines, we will achieve the desired results for our brand, and we'll work more efficiently by eliminating guesswork.

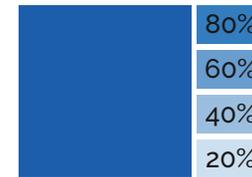
The ZineOne logo is made up of two primary colors: green and blue. When possible, the logo should be used on a white background to a light background, for maximum impact and clarity.

We have identified precise specifications for CMYK, RGB and HEX values. The chart lists the values that should always be used when rendering our color palettes.

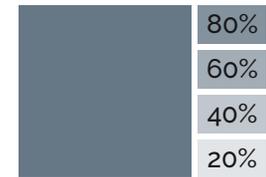
### PRIMARY



CMYK 46·0·73·21  
 RGB 109·201·54  
 HEX #6DC936

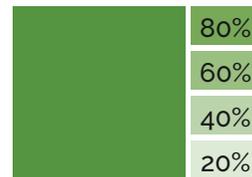


CMYK 95·46·70·32  
 RGB 8·93·173  
 HEX #085DAD

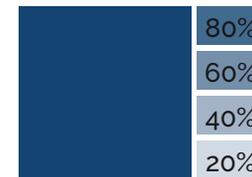


CMYK 17·9·0·70  
 RGB 63·69·76  
 HEX #3F454C

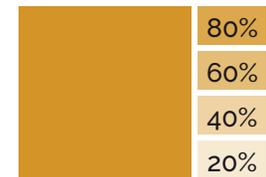
### SECONDARY



CMYK 41·0·68·42  
 RGB 86·147·47  
 HEX #56932F

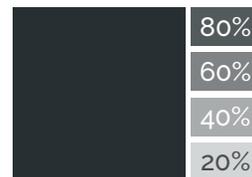


CMYK 79·39·0·55  
 RGB 24·69·114  
 HEX #184572



CMYK 0·31·86·17  
 RGB 211·146·30  
 HEX #D3921E

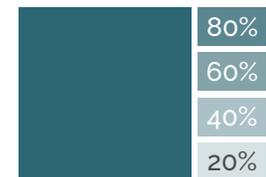
### ACCENT



CMYK 22·6·0·80  
 RGB 40·48·51  
 HEX #283033



CMYK 0·61·40·63  
 RGB 94·37·56  
 HEX #5E2538



CMYK 55·11·0·55  
 RGB 51·102·114  
 HEX #336672



Display type is used for headline copy and is the largest type that draws the attention of the viewer. It is also used for a call-to-action.

ZineOne's display type is Raleway. Font weights recommended for headlines are medium, semibold and bold.

Body text is all text that supports the headline and is also used for copyright type. ZineOne's body type for corporate communications is Lato.

For legibility, body type should not be less than 14px in online communications and 9 pt in print communications. Font weights recommended for headlines are medium, regular and light.

When Raleway is not available for editable applications such as PowerPoint, Word or email applications, Avenir can be used.

When Lato is not available for editable applications, Open Sans can be used.

## Display Type | Raleway

**BOLD** | ABCDEFGHIJKLMNOPQRSTUVWXYZ

**SEMIBOLD** | abcdefghijklmnopqrstuvwxyz

**MEDIUM** | 1234567890 ?!,&

## Body Type | Lato

**MEDIUM** | ABCDEFGHIJKLMNOPQRSTUVWXYZ

**REGULAR** | abcdefghijklmnopqrstuvwxyz

**LIGHT** | 1234567890 ?!,&

