

Brand Color Variations



Full Color

This is the preferred version of the ZGlobal Brand Mark and should be used on most marketing and promotional materials and must be used in all PowerPoint and online communications.

CMYK: Print Use - Process/Four Color Printing (digital and offset)

RGB: On Screen Use - Web, PowerPoint, Email, TV, etc.



Black (with Halftone)

This alternative has been designed to effectively present the ZGlobal Brand Mark in black and white print applications when full color is not available.



Black (One Color)

This alternative has been designed to effectively present the ZGlobal Brand Mark in single color applications such as print specialties (single printed color on promotional products).

Specific Pantone colors may be specified if requested/required - or - standard imprint colors such as black and white may be utilized. Standard imprint colors should be limited to logo color family (black, white, gold, grey).

THE FOLLOWING RULES APPLY TO ALL LOGOS PRESENTED:

Not alterations may be made to the logo.

DO NOT Skew, Expand, Stretch or Squash Logo

DO NOT Substitute Fonts

DO NOT Substitute Upper/Lowercase Arrangements

DO NOT Alter Logotype Spacing

DO NOT Use Unspecified Colors



PANTONE 7540 C



PANTONE 611 C