

The logo for ZOOK, featuring the word "ZOOK" in a bold, blue, sans-serif font with a registered trademark symbol (®) to the upper right of the letter "K". The logo is centered within a white circle, which is itself surrounded by a series of concentric, light blue circular lines that create a sense of motion or depth. A horizontal blue bar extends from the right side of the white circle towards the right edge of the page.

**ZOOK®**

# Brand Guidelines

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## Introduction

At ZOOK our brand identity represents who we are, the products and services we provide, and the value we offer. The elements required to express our brand consistently are detailed in the guidelines that follow. Consistency will foster recognition and trust for ZOOK, and by communicating together unified we will only strengthen the ZOOK brand and give us a competitive advantage in the marketplace.

The ZOOK Brand Guidelines outlines the approved branding standards, and provides a clear understanding of how to implement our corporate identity. These Guidelines must be strictly adhered to from advertisements, letterheads to brochures, and to websites.

The key to our brand success will be having every ZOOK office, every vendor and every customer viewing and utilizing the same ZOOK branding globally. Please review the material and keep the Guidelines in mind when developing any communication materials.

Should you find that there are situations not covered in this document, contact [marketing@zookdisk.com](mailto:marketing@zookdisk.com) for assistance in developing an appropriate solution.

## Brand Name

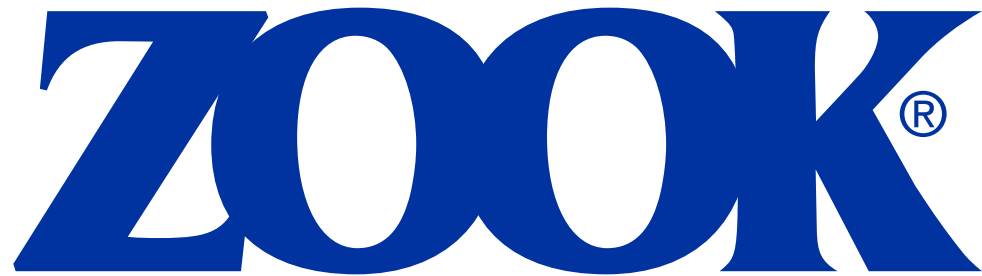
ZOOK is the corporate identity and name of the company and should be used as such with no regional reference in the corporate name.

## Written Form

When the corporate logo is present, the first reference in copy should be written as “ZOOK”. If the corporate logo is not present, first reference in copy should include the ® and be written as “ZOOK®”. ZOOK must always be shown in caps in all forms of communication.

## Corporate Logo

The ZOOK logo is the most prominent representation of our company, our employees and our brand glob-ally. This word mark is the constant that represents ZOOK in every communication. Every publication which is published on behalf of ZOOK, whether in print or digitally, must carry this logo.

The image shows the ZOOK corporate logo in a large, bold, blue, sans-serif font. The letters are thick and closely spaced. A registered trademark symbol (®) is located to the right of the letter 'K'.

Corporate Logo

## Logo Colors And Backgrounds

The ZOOK logo should never be recreated or typeset. Only official logo files should be used in communications. Use the basic guide below to determine which logo to use.

The primary color option for our logo is ZOOK Blue (Pantone 286). It is intended to be used on lighter backgrounds and images in order to maintain legibility.



Full Color Logo: Use on light to white backgrounds.



White Logo: Use on dark to black backgrounds.



Black Logo For print media in black and white there is a black and white version of the ZOOK logo. Please use this version only if color printing is not possible for technical reasons or if the print document is intended to be in black and white.

## Logo Clear Space

To ensure the prominence and clarity of the ZOOK logo, a minimum clear space has been established so that the logo will not have to compete visually with other graphic elements.

The minimum clear area to be left around the logo is at least equal to the height of the “Z” in the ZOOK logo. No element must reach into the safety zone.

### Minimum Size

To ensure that the logo is sharp and recognizable, it must be reproduced with a minimum width of .75 inches (19.05mm). The ® symbol must be included on all logo applications (some exceptions may apply to promotional materials, apparel and large-scale logos).

No Element must reach into the safety zone



### Incorrect Logo Usage

Inconsistent use of our logo detracts from our brand equity and recognition. Altering or recreating the logo in any way negates the consistency we strive to achieve. The examples below illustrate some incorrect uses of the logo.



Do not reproduce the logo in an unapproved color.



Do not reproduce the logo in gradient or pattern



Do not compress the logo



Do not stretch the logo



Do not remove the registration mark



Do not rotate the logo



Do not combine the logo with any other elements - such as logos, graphics, slogans or symbols that might seem to create a hybrid mark



Do not use any other font to try to recreate the logo

## Logo Mark

The logo mark should only be used in full color to properly depict ZOOK's global reach. Black can be used in rare situations but should generally be avoided.

### Incorrect Usage

- NEVER use the logo mark over photography
- NEVER use the logo mark without the ZOOK logo.

## Z-icon

Z-icon represents both the Graphite and Metal business units of ZOOK, demonstrating the company's position as a global leader in pressure relief solutions.

## Logo Tagline

The tagline is an expression of our brand—a short, memorable phrase that is the essence of who we are, what we do, and how we do it.

### Tagline

The tagline can not be used in a headline and cannot be italicized.

Tagline must be used with the Logo Mark or with the ZOOK logo.

The tagline should be written in the Arial Bold font with the font size increased by 2pt in Safety, knowledge, performance. The green color is found in the primary color palette and was chosen to represent safety.



Tagline usage on light background: **Green #61CC3A**

**Safety through knowledge and performance.**

Tagline usage on dark background: **Lime Green #22f211**

**Safety through knowledge and performance.**



**Safety through knowledge and performance.**



### Product Logo Type

A product logotype represents a specific category in the ZOOK portfolio

Do not use product logotypes to represent the Company brand, they are exclusively used to identify a product category and can be used on targeted marketing collateral, packaging, etc.



#### 2 Color Version

ZOOK Blue - See color palette for color value

Blue - See color palette for color value.  
Arial Black Font to be used.  
Sizing no larger than the ZOOK logo.



#### 1 Color Version

ZOOK Blue - See color palette for color value

ZOOK Blue - See color palette for color value.  
Arial Black Font to be used.  
Sizing no larger than the ZOOK logo.



#### Black Version

Black - See color palette for color value

Black - See color palette for color value.  
Arial Black Font to be used.  
Sizing no larger than the ZOOK logo.



### Color Palette Usage

Consistent color usage across all media is important to the integrity of the ZOOK brand. The ZOOK color palette has two layers, primary and secondary palettes each with unique groupings of colors.

The primary palette includes the corporate colors that define the ZOOK brand.

It is important to maintain a sense of hierarchy and balance when using the ZOOK color palette. Our color palette is extremely flexible, but exercise restraint.

The primary palette plays a role in the secondary palette, even if it's a minimal one.

Note: White space also plays a key role in our visual brand identity. Rather than viewing white space as a blank area, see it as a pause. Don't rush to fill white space. It can focus attention on what is there, not draw attention to what is not. Always balance color, typography and graphic elements with generous amounts of white space.

#### Primary Palette

<b>ZOOK Blue</b>	Pantone: 286 C CMYK: 100 75 0 0 RGB: 0 51 160 HTML: #0033A0	100 %	90 %	80 %	70 %	60 %	50 %	40 %	30 %	20 %	10 %
<b>Lime Green</b>	CMYK: 64 0 100 0 RGB: 34 242 17 HTML: # 22F211	100 %	90 %	80 %	70 %	60 %	50 %	40 %	30 %	20 %	10 %
<b>Green</b>	CMYK: 62 0 100 0 RGB: 97 204 58 HTML: #61CC3A	100 %	90 %	80 %	70 %	60 %	50 %	40 %	30 %	20 %	10 %

#### Secondary Palette

<b>Blue</b>	Pantone: 300 C CMYK: 100 42 0 0 RGB: 0 101 189 HTML: #0065BD	100 %	90 %	80 %	70 %	60 %	50 %	40 %	30 %	20 %	10 %
<b>Metal Grey</b>	Pantone: 443 C CMYK: 29 10 14 28 RGB: 148 157 158 HTML: #949D9E	100 %	90 %	80 %	70 %	60 %	50 %	40 %	30 %	20 %	10 %
<b>Graphite Gray</b>	Pantone: 426 C CMYK: 0 0 0 80 RGB: 51 51 51 HTML: #333333	100 %	90 %	80 %	70 %	60 %	50 %	40 %	30 %	20 %	10 %
<b>Baby Blue</b>	CMYK: 83 24 0 15 RGB: 38 166 218 HTML: #26A6DA	100 %	90 %	80 %	70 %	60 %	50 %	40 %	30 %	20 %	10 %
<b>Sky Blue</b>	CMYK: 58 27 0 0 RGB: 107 185 255 HTML: #6BB9FF	100 %	90 %	80 %	70 %	60 %	50 %	40 %	30 %	20 %	10 %

**Accent Palette**

<b>Yellow</b> HTML: #E5D247	CMYK: 0 8 69 10 RGB: 229 210 71	100 %	90 %	80 %	70 %	60 %	50 %	40 %	30 %	20 %	10 %
<b>Amber Orange</b> HTML: #FFB900	CMYK: 0 27 100 10 RGB: 255 185 0	100 %	90 %	80 %	70 %	60 %	50 %	40 %	30 %	20 %	10 %
<b>Burnt Orange</b> HTML: #B44000	CMYK: 0 64 100 29 RGB: 180 64 0	100 %	90 %	80 %	70 %	60 %	50 %	40 %	30 %	20 %	10 %
<b>Orange</b> HTML: #FF7D0F	CMYK: 0 76 98 0 RGB: 255 125 15	100 %	90 %	80 %	70 %	60 %	50 %	40 %	30 %	20 %	10 %
<b>Candy Red</b> HTML: #EC2324	CMYK: 0 85 85 0 RGB: 236 35 36	100 %	90 %	80 %	70 %	60 %	50 %	40 %	30 %	20 %	10 %
<b>Red</b> HTML: #C60C30	CMYK: 0 100 75 4 RGB: 198 12 48	100 %	90 %	80 %	70 %	60 %	50 %	40 %	30 %	20 %	10 %
<b>Wine Red</b> HTML: #921F20	CMYK: 0 79 78 43 RGB: 146 31 32	100 %	90 %	80 %	70 %	60 %	50 %	40 %	30 %	20 %	10 %
<b>Cherry Red</b> HTML: #A73740	CMYK: 0 83 55 36 RGB: 167 55 64	100 %	90 %	80 %	70 %	60 %	50 %	40 %	30 %	20 %	10 %
<b>Plum Purple</b> HTML: #7C0040	CMYK: 0 100 10 59 RGB: 124 0 64	100 %	90 %	80 %	70 %	60 %	50 %	40 %	30 %	20 %	10 %
<b>Purple</b> HTML: #8F23B3	CMYK: 61 88 0 0 RGB: 143 35 179	100 %	90 %	80 %	70 %	60 %	50 %	40 %	30 %	20 %	10 %
<b>Pink</b> HTML: #B65F9C	CMYK: 0 48 14 29 RGB: 182 95 156	100 %	90 %	80 %	70 %	60 %	50 %	40 %	30 %	20 %	10 %
<b>Chocolate Brown</b> HTML: #42311E	CMYK: 0 26 55 74 RGB: 66 49 30	100 %	90 %	80 %	70 %	60 %	50 %	40 %	30 %	20 %	10 %
<b>Pine Green</b> HTML: #37612F	CMYK: 43 0 52 62 RGB: 55 97 47	100 %	90 %	80 %	70 %	60 %	50 %	40 %	30 %	20 %	10 %

## Fonts & Typography

Typography is an essential part of the ZOOK brand. It helps to unify messaging and create familiarity. A consistent typographic style is essential in creating a distinctive identity for the ZOOK brand.

Arial Bold and Black are the main sans serif fonts that can be used for headings and subheadings. Cambria is the preferred serif font. Cambria Bold can also be used for headings and subheadings. Both Arial and Cambria can be used for body text.

### Arial (Sans-Serif Font):

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

=~!@#%&\*()+[]\{|:;:'<>?,./

### Can also use:

**Arial Bold**

*Arial Italic*

***Arial Bold Italic***

Arial Narrow Regular

**Arial Narrow Bold**

*Arial Narrow Italic*

***Arial Narrow Bold Italic***

**Arial Black Regular**

***Arial Black Italic***

### Cambria (Sans-Serif Font):

Cambria Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

=~!@#%&\*() +[\]|:;:'<>?,./

### Can also use:

**Cambria Bold**

*Cambria Italic*

***Cambria Bold Italic***

## Electronic Font

Arial is the preferred font when creating text for the web, PowerPoint presentations and email correspondence to ensure optimum screen legibility.

Arial is available in a wide range of weights and styles for both PC and Macintosh systems.

**Arial Bold**

*Arial Italic*

***Arial Bold Italic***

Arial Narrow Regular

**Arial Narrow Bold**

*Arial Narrow Italic*

***Arial Narrow Bold Italic***

**Arial Black Regular**

***Arial Black Italic***

If you are using company email, please ensure you adhere to our email guidelines.

**Key Considerations for Email Communications:**

- Use the ZOOK Official Email Signature.
- Please use only the Arial typeface provided in the official email signature.
- Quotations or philosophical statements, adding additional images or using symbols is **not allowed**.

**Corporate Templates**

It is important to provide a consistent visual first impression with external audiences. By utilizing the new templates with both internal and external audiences, we can help reinforce a unified brand worldwide.

Downloads available:

- 16:9 and 4:3 PowerPoint template with built-in ZOOK color palette
- Word template -Portrait and Landscape in letter size and A4 size
- Letterhead by Office Location
- Corporate brand guidelines and logos

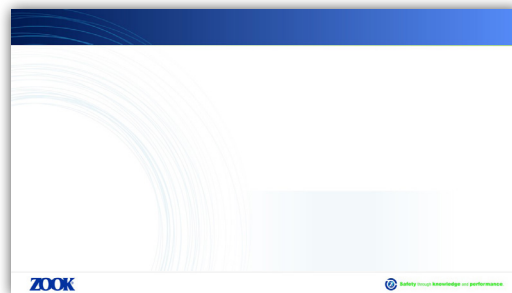
All templates can be found in the marketing employee resource portal:



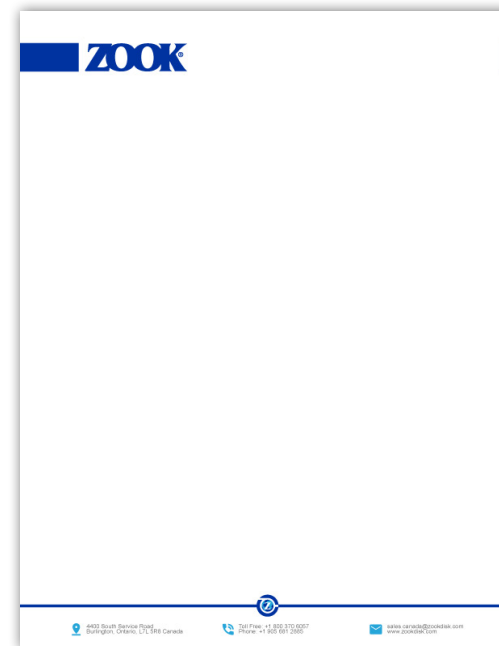
First Last Name  
 Job Title  
 ZOOK  
 P XXX.XXX.XXX E XXX.XXX.XXXXXXXXXX W XXX.XXX.XXXXXX  
 A 4400 South Service Rd., Burlington, Ontario L7L 5R8 CA  
**Safety through knowledge and performance.**

**HOW ZOOK IS RESPONDING TO COVID-19!**

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Power Point template



Letter Head

Following a few basic design standards will ensure your merchandise not only promotes the company, but also advances our brand identity. Merchandise is any item that you produce with the intent of using as a promotional giveaway or for resale. This does not include everyday communications, such as posters, brochures, booklets, etc. You must always use a licensed approved vendor to produce merchandise, even if you plan on giving it away.

### Choosing a Logo

At all times on merchandise, you should use the ZOOK logo. Always try to use the logo in the standard color (ZOOK Blue) whenever possible on merchandise. If printing on a dark-colored background, you should use the appropriate reversed white color logo.

### Selecting Product Colors

Your first choice in merchandise should always be blue, white, gray, black or lime green. If a specific product is not available in those colors, or if you have a compelling reason to use a different color, choose only from the ZOOK color palette. You should never select a product in a color not in the palette.



The ZOOK logo is displayed in a bold, blue, sans-serif font. It is centered within a white circle, which is itself surrounded by several concentric, light blue circles of varying thicknesses, creating a ripple effect. A horizontal blue bar extends from the right side of the white circle towards the text on the right.

**ZOOK**<sup>®</sup>

Please contact [marketing@zookdisk.com](mailto:marketing@zookdisk.com)  
for any **ZOOK Branding** Inquiries