



Zenterio Visual Guidelines
Third party, Co-branding and Partnership guidelines
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Introduction

Consider Zenterio your partner

We consider you a true partner to Zenterio, and would like you to consider us the same. Therefore, we encourage you to read this guideline document carefully so that we can ensure the best quality and end result to strengthen our bond together.

How to Use This Guide

Use this document as a reference whenever you, as a third party or partner produce any kind of communication for and together with Zenterio which, counts for both internal and external purposes.

Please contact the Marketing Department before producing any external documentation, as we strive to keep a consistent look and feel for our brand globally. Plus, we have relationships with specific vendors for various types of projects and can quickly help you find the best solution for your needs.

If you have a question about anything in these guidelines, please don't hesitate to contact the Brand and Marketing Department.

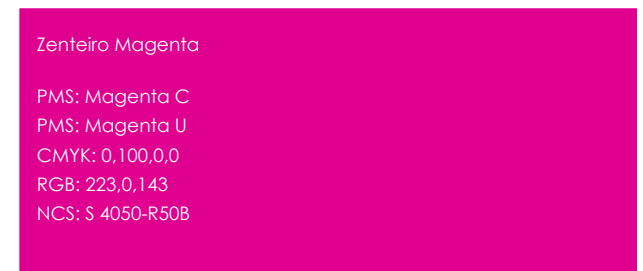
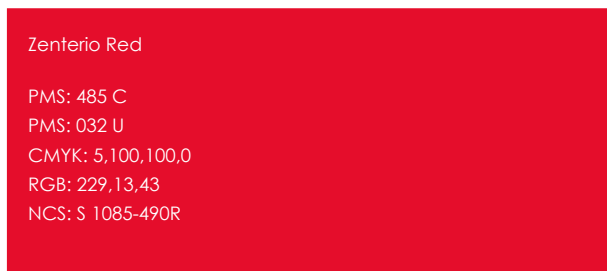
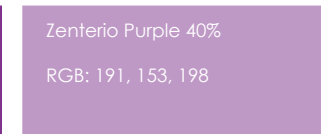
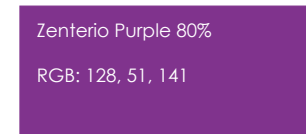
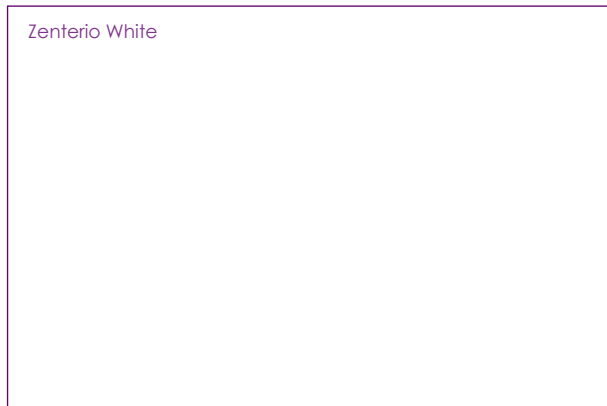
marketing@zenterio.com

Logos and approval process

- 01.** Contact marketing@zenterio.com with details about your requirement, including relationship to the company, and we will help establish which version of the logo is most appropriate for your purpose.
- 02.** The appropriate logo file will be provided on the condition that its use is strictly for the articulated project.
- 03.** Follow the guidelines as to its use on the following pages.
- 04.** Allow at least 5 working days to complete the above steps.
- 05.** Send us a copy to approve to ensure that the guidelines have been followed. We reserve the right to withdraw the use of the logo if the publication does not meet our corporate standards.

Zenterio Logotype Colours

Purple, red, and magenta are the Zenterio logotype identifying colours. We have on this page stated all colour codes necessary, please make sure that you chose the right colour logotype version depending on your purpose. This information is of great importance to a printer or web publisher.



The Zenterio Logotype

Our logotype is the most recognisable visual representation of our brand, carrying with it not just our company name, but our spirit. Please use it with respect and good judgment at all times. Please also ask the Marketing Department if you're ever unsure about how, when, or where it's appropriate to use the Zenterio logotype.

The original logotype files are divided into different formats depending on whether they are intended for print or digital use. Please choose the correct logotype version before sending it off to a web agency or print company.

Please contact marketing@zenterio.com to get your set of the original Zenterio logotype versions.



Primary Logotype

The full-colour version shown here is the official, preferred logotype for all communication. The logotype must always be shown against a bright background to stand out and not compete with other strong colours.

EPS Versions: PMS-U | PMS-C | CMYK | RGB PNG Versions: RGB_white | RGB_trans



Logotype Free Space & Minimum Size

To make sure our logotype stands out, we have determined a minimum "clear space," defined as half the height of the top triangle in the symbol. This area must be kept clear of all other images or text. Preferably, the clear space should be at least two times the size of "x". The minimum size for the logotype is 40 millimeter height as above example shows, when printed in A4.

Corporate and Legal

Zenterio has trademark protected the Zenterio logo (Trademark 1), the Zenterio logo + the Zenterio word mark (Trademark 2) and the Zenterio logo + the Zenterio word mark + the sub-heading REIMAGINE TV (Trademark 3).



Trademark 1
Zenterio logo

Trademark 2
Zenterio word mark



Trademark 3
Zenterio logo, Zenterio word mark & sub-heading REIMAGINE TV

The Zenterio Logotype | Incorrect Usage

It is of utmost importance that our logotype is used in accordance with the rules in this document. For your guidance, we've illustrated some typical examples of incorrect usage.



Do not distort or crop the logotype.



Do not use only the letters in the logotype.



Do not rotate or skew the logotype.



Do not alter the colors.



Do not show the logotype on a background other than a bright background.



When placing the logotype on images or photographs, make sure you do not cover any people or objects.



Do not add symbols or words to the logotype.



Do not alter or replace the typeface.