

**Zerxes**

The heart of technology

## **Graphic Standards Guide**

December 2016

# Contents



- At Our Core .....1**
- Meaning .....2**
- Improper Usage .....3**
- Proper Usage .....4**
- Logo Variations .....5**
- Signature .....6**
- Zerxes Colors .....7**
- Typography .....8**
- Spacing .....9**
- Minimum Size .....10**
- Applications .....11-15**
- Ephemera .....16**
- JumpStart .....17**

# At Our Core

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## Zerxes Defined

Zerxes is a company that strives to create technological advances in medicine and medical treatments. It has been our honor to provide life saving tech for the past 20 years. We've grown alongside the medical research field in order to give quality treatments to those who depend on us most.

## Our Vision

We at Zerxes do research into innovative medical technologies to insure you and your loved ones have a better tomorrow.

# Meaning

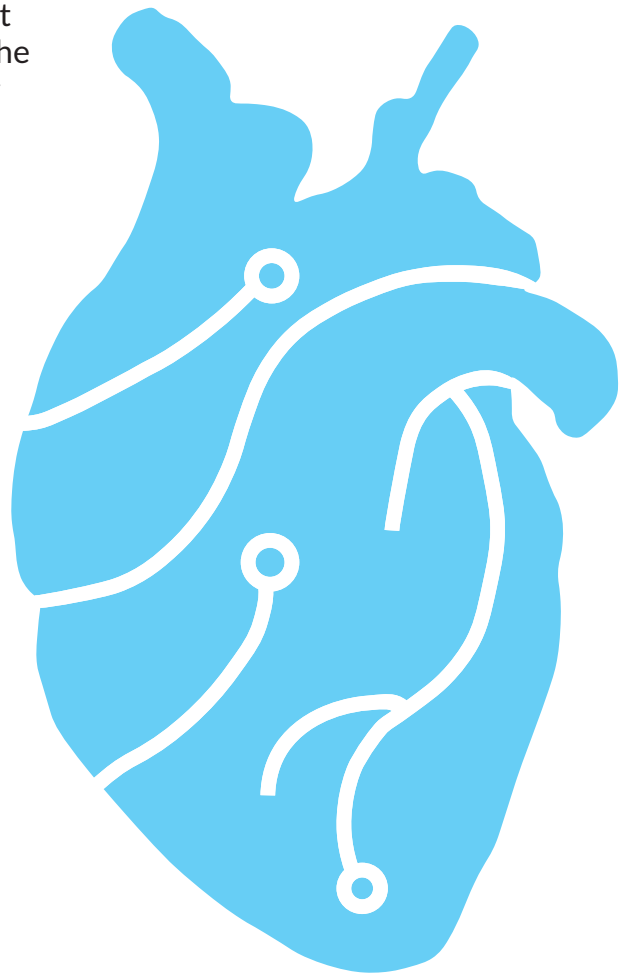
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## Why a heart with circuits?

The heart represents the human element of the company, that we at Zerxes care about those who depend on our technologies. The circuits represent progression, technology augmenting the biological processes that help keep people alive.

### Meanings:

- ◇ Health
- ◇ Caring
- ◇ Life
- ◇ Progress



# Improper Usage

*Stacked*



*Switched*



*Tagline on Top*



*Beveled*



*Drop Shadow*



*Gradient*



*Background that Hides Tagline*



*Placed in a Shape*



*Colored Overlay*



*Skewed*



*Squashed*



*Transparent*



# Proper Usage

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## *With Tagline*



Most official applications of the brandmark should include the tagline as it is a deeply ingrained part of the Zerxes mindset.

## *Without Tagline*



For web purposes as well as on various ephemera where the tagline is lost, the brandmark may be used sans the tagline. This is to be used sparingly, but to the most effect to maintain the balance of the mark.

# Logo Variations

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This is the main brandmark without the tagline. This is the go to mark when doing anything that involves being printed in color.



In the event that full color usage is not available, this is the acceptable black and white version of the brandmark.



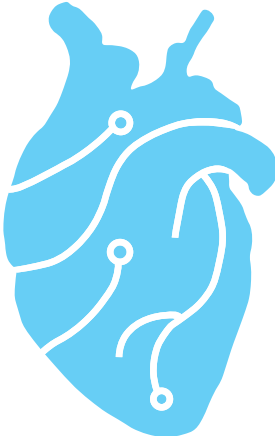
This is the reversed out version of the brandmark this is acceptable for being placed or printed on black backgrounds. If possible, use the color version on black first before resorting to this version.



# Signature



This is the main color for the landmark.



# Zerxes

The heart of technology



This is the main color for the tagline.



# Zerxes Colors

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Pantone© 3242 Coated  
CMYK 51 0 0 0  
RGB 106 207 246  
HEX #6ACFF6

The main color used in the Zerxes brandmark. This is Zerxes' primary color.



Pantone© 413 Coated  
CMYK 0 0 0 33  
RGB 182 184 186  
HEX #B6B8BA

An accent color that may be used in Zerxes products. It's not a part of the brandmark, but this color can be used to complement the mark.



Pantone© 432 Coated  
CMYK 0 0 0 78  
RGB 92 93 96  
HEX #5C5D60

The color used in the tagline in the Zerxes signature. This is Zerxes' secondary color.

# Typography



In order to keep typography consistent, Zerxes uses only two typefaces. Lato is to be used on all products, brochures, etc. Bell MT is to be used on all internal communications and mailing labels.

## LATO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890  
!@#\$%^&\*

## LATO ITALICS

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890  
!@#\$%^&\**

## LATO BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890  
!@#\$%^&\***

## LATO BOLD ITALICS

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890  
!@#\$%^&\****

## BELL MT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890  
!@#\$%^&\*

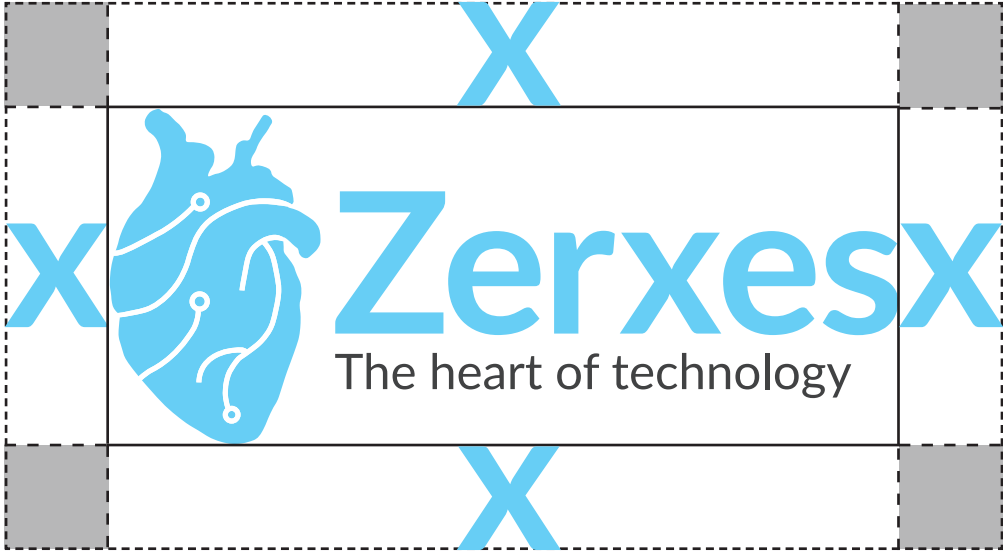
## BELL MT ITALICS

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890  
!@#\$%^&\**

## BELL MT BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890  
!@#\$%^&\***

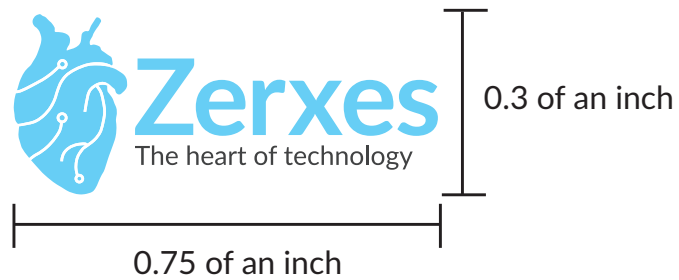
# Spacing



There should always be a space the size of the X in Zerxes surrounding the signature when paired up with other logomarks and when placed on company objects.

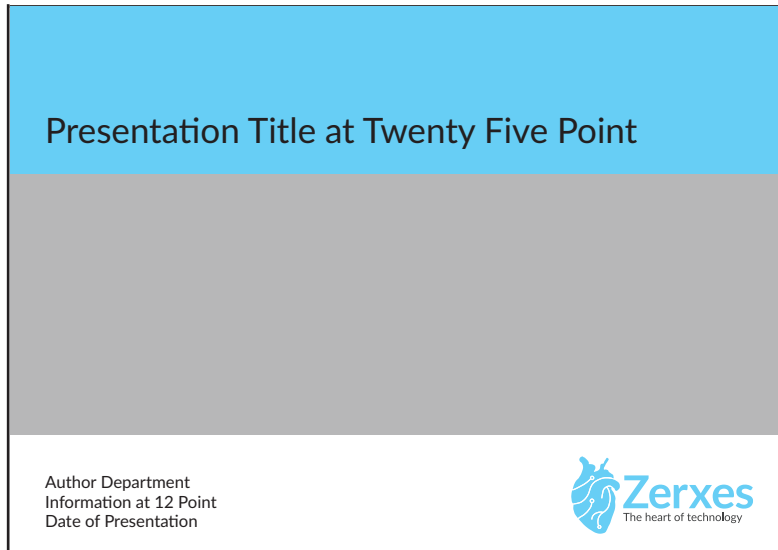
# Minimum Size

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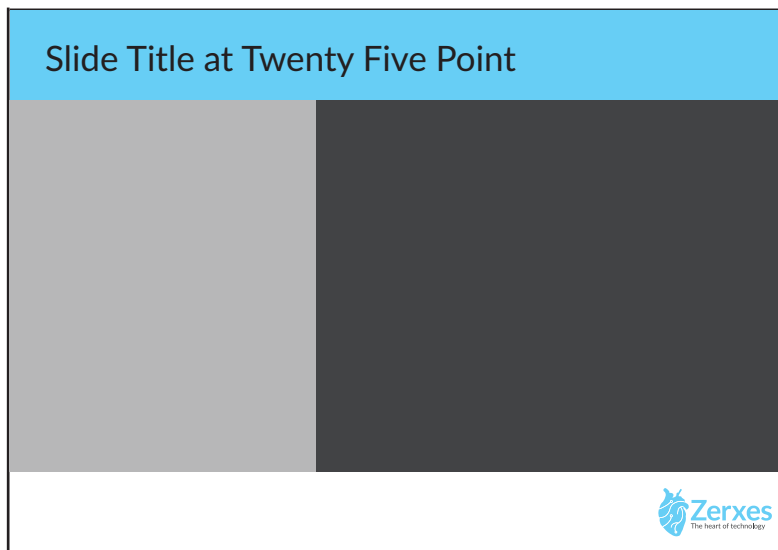
The smallest the mark can be is 0.75 of an inch long and 0.3 of an inch tall, as illustrated above. Needless to say, the mark should always be scaled proportionally to avoid skewing of the mark. The above image is enlarged to show the measurements. The image below is representative of the smallest the mark can be.

# Applications



## Power Point Presentations:

The Zerxes full signature must be placed at the bottom right of each slide of the presentation. On the first slide it is large enough to equal the size of the department information on the left, which is at 12 point. The title of the presentation is at 25 point. The grey area is the space dedicated to a header image.

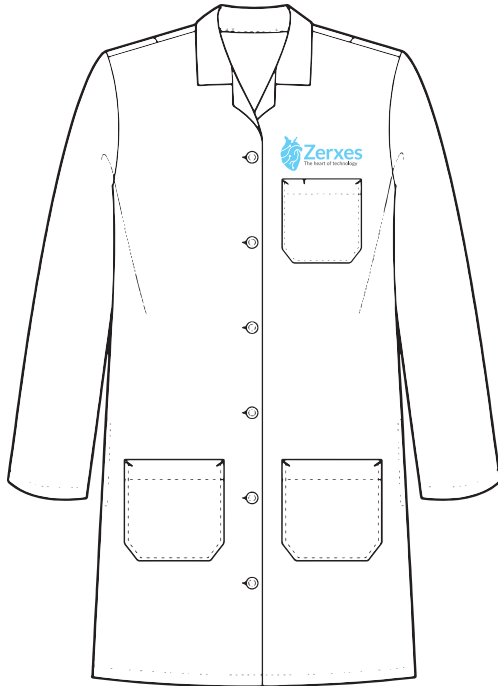


## Internal Presentation Slides:

The Zerxes full signature must be placed at the bottom right of each slide of the presentation. The grey section is where images and graphs should go. Body text goes in the right side section. The body text should be Bell MT at 14 point.

# Applications

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## Lab-coat:

The Zerxes full signature must be placed above the breast pocket on the coat.

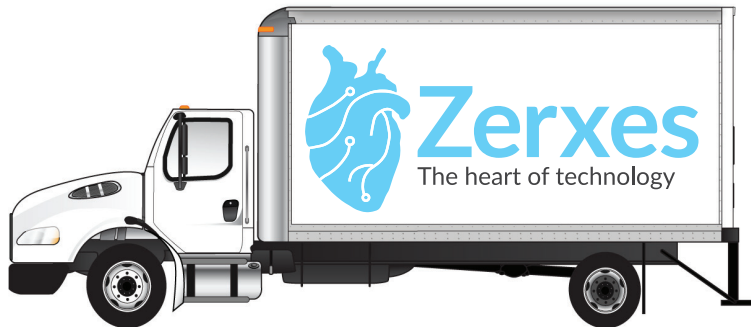


## T-Shirt:

The Zerxes full signature must be on the left breast of the shirt. The signature will scale with shirt size, being a max of 4 inches long on a man's size small t-shirt.

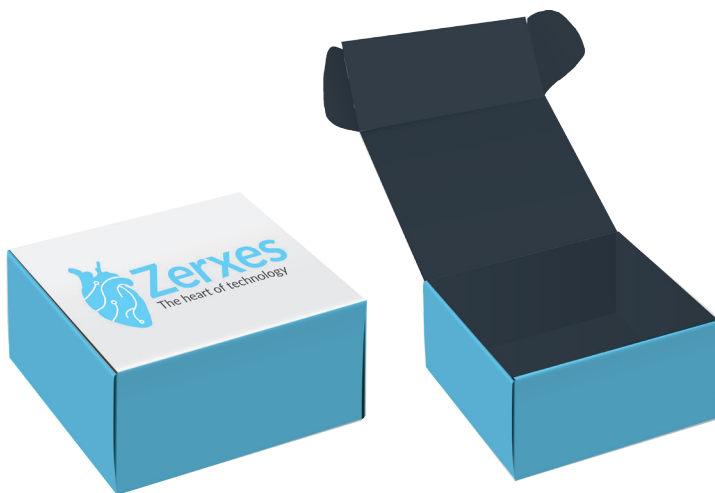
# Applications

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## Trucks:

The Zerxes full signature must be on the side of the truck in full color.



## Standard Mailing Boxes:

The Zerxes full signature must be on the top of the box. The outside is the Pantone© 3242 Coated, and the inside is the Pantone© 432 Coated. The mailing label is to be added to the bottom of the box.

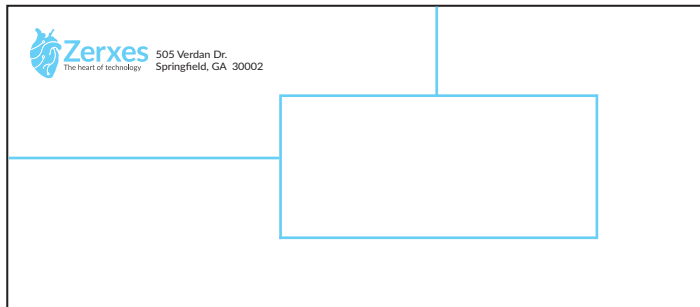
# Applications



## Letterhead:

1 inch margins on the sides  
2 inches from the top and the bottom

Bell MT is to be used for the body text. The letterhead will be distributed with proper contact information.



## No. 10 Envelope:

Print only within the area shown by the blue box, which is approximately 3.5 inches in from the left, and just under 2 inches below the signature and company address.

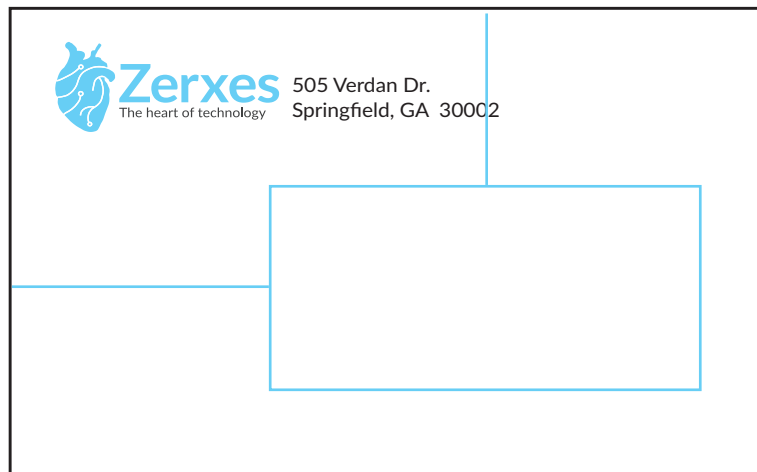


# Applications



## Business Card:

This will be done by Creative Services. Please contact this department if any changes must be made to the business card.



## Mailing Label:

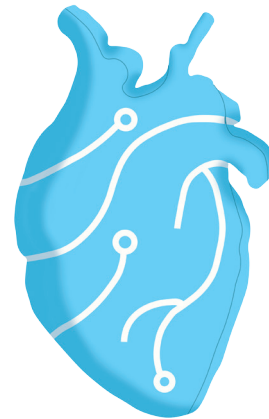
Print only within the area shown by the blue box, which is approximately 1.5 inches in from the left, and just under 1 inch below the signature and company address.

# Ephemera

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Heart Patient Pillow



Stressball



Pedometer



First Aid Kit

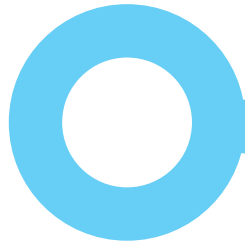
These are made on an ad hoc basis. Please contact Corporate Communications for more information.

# JumpStart

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JumpStart is a subsidiary company of Zexes that focuses on defibrillator and products surrounding that particular device, such as bags, signage, and electrode gel. It is of an endorsed brand hierarchy, and should be treated as such on all marketing materials. More information on JumpStart can be found on [JumpStart.com/brand](http://JumpStart.com/brand).



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