

 **ZieglerLabs**

Brandbook

Hello!

This is a set of the most important rules that should be followed when working with the ZieglerLabs brand.

Contents

1. BRAND

2. LANGUAGE AND TONE OF COMMUNICATION

Language s 5

3. LOGO ZIEGLER LABS

Logo – horizontal s 6

Exclusion zone s 8

Logo – vertical s 9

Exclusion zone s 11

Icon s 12

Exclusion zone s 13

4. RULES OF USE

Minimum sizes s 15

Logo usage don'ts s 16

Color options s 17

5. TYPOGRAPHY

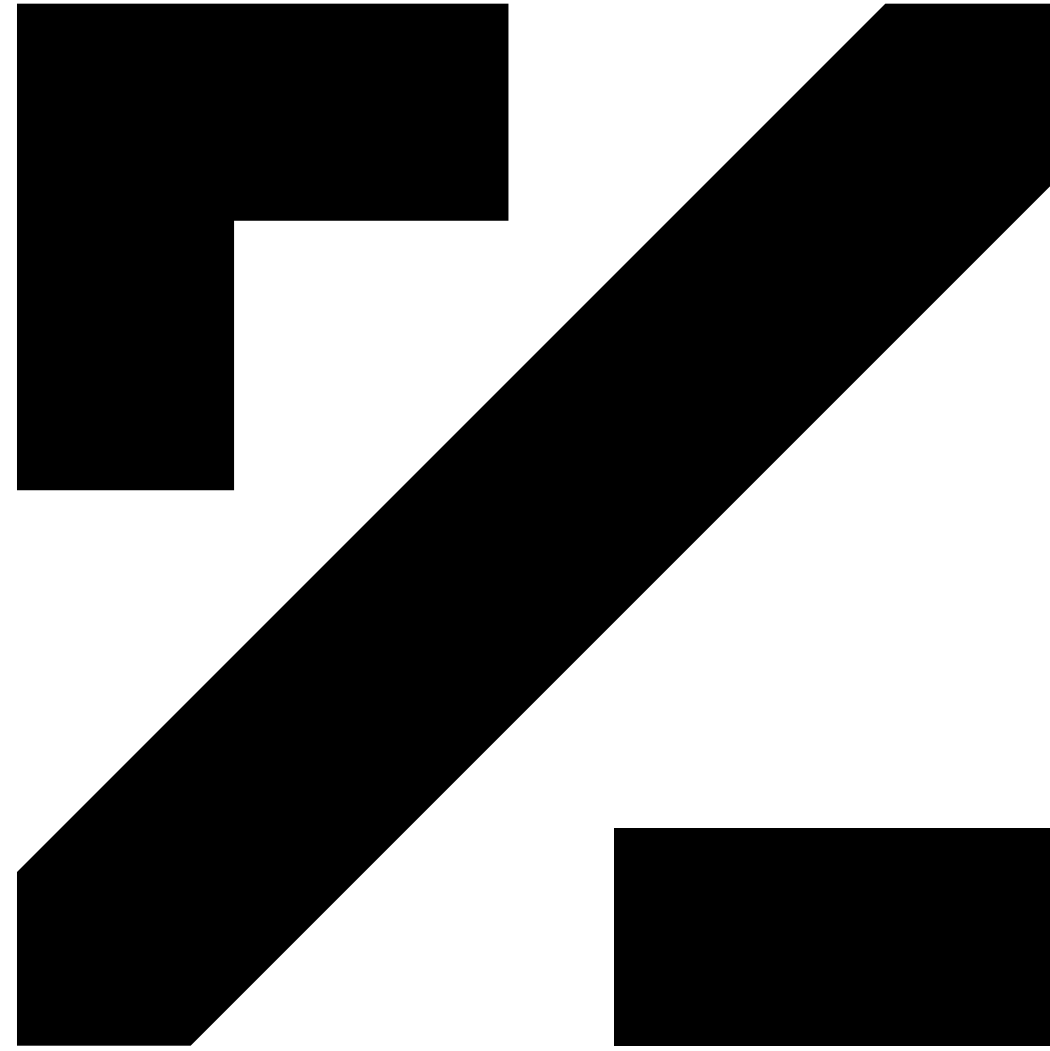
Font s 18

Font usage s 19

What should be avoided s 21

7. BRANDING MATERIALS

Business card s 23



ZieglerLabs

Get more.

What is ZielglerLabs like

- Determined
- Brave
- Achievement-oriented
- Focused
- Disciplined
- Competent
- Confident

What ZielglerLabs does

- Overcomes challenges, weakness and vulnerability
- Inspire, motivate and cheerlead
- Fights against opponents and problems
- Makes its customers more powerful
- Encourages to cross own borders
- Leaves a legacy

What is the voice of ZieglerLabs

- Motivational
- Self-confident
- Self-disciplined
- Challenging
- Provocative
- Direc

What kind of words ZieglerLabs uses

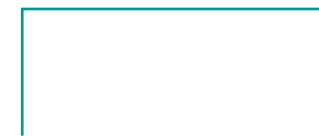
- Hard work
- Determination
- Win
- Strength
- Impactful
- Challenge
- Overcome
- Greatness

Logo - horizontal

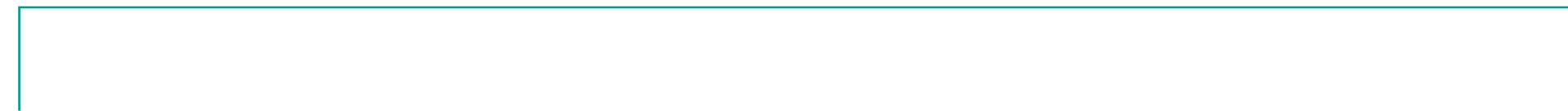
First things first; (need Paulina)

Our Logo is the combination of a simple and modern Wordmark with the Icon.

Icon



Wordmark



Z ZieglerLabs

Logo - horizontal

→ Space between the Icon & Wordmark

The Space between the Icon and the Wordmark is equal to the height of 2X



Exclusion zone

The Exclusion Zone ensures the legibility and impact of the Logo by isolating it from competing visual elements such as text and supporting graphics.

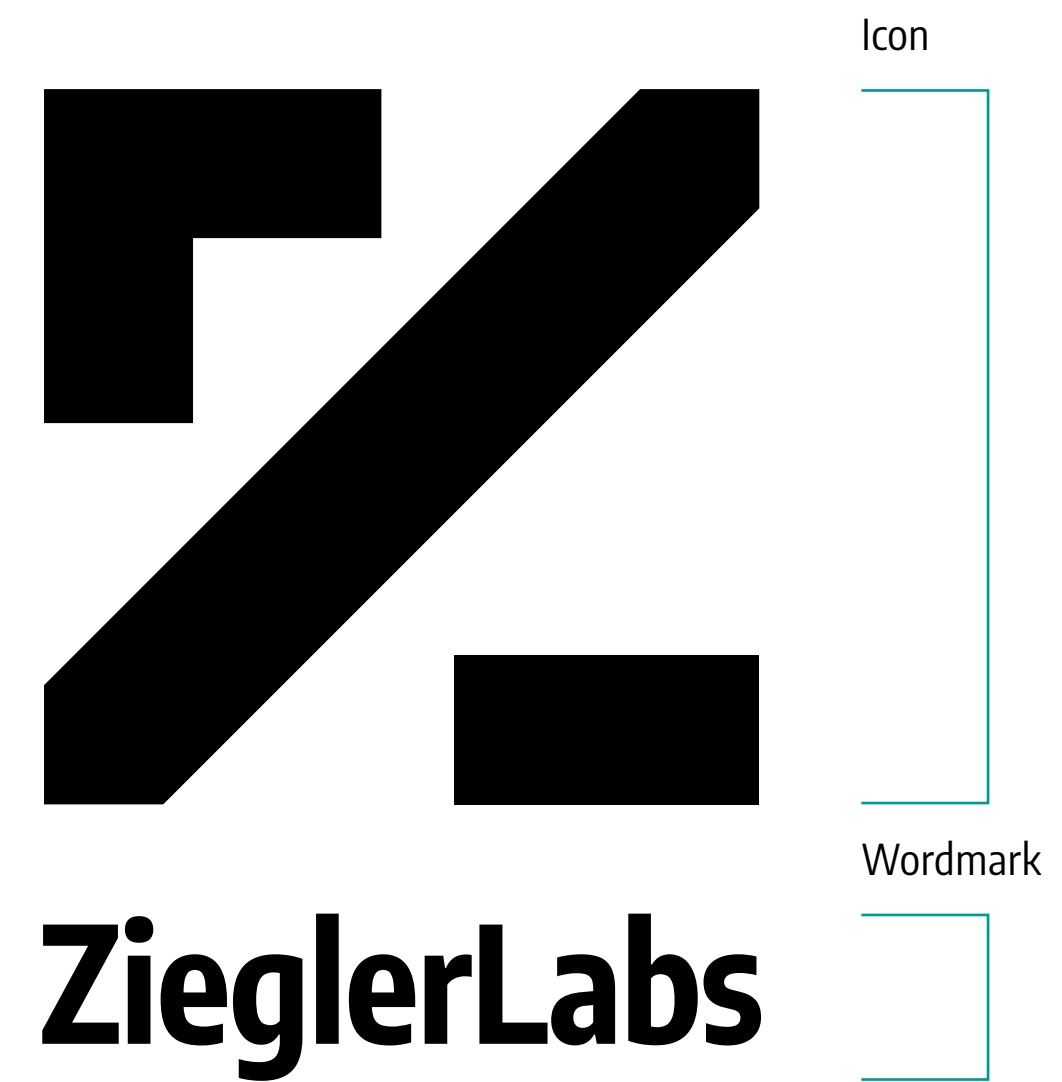
This zone should be considered as the absolute minimum safe distance. In most cases the Logo should be given even more room to breath.

The exclusion zone is equal to...



Logo - vertical

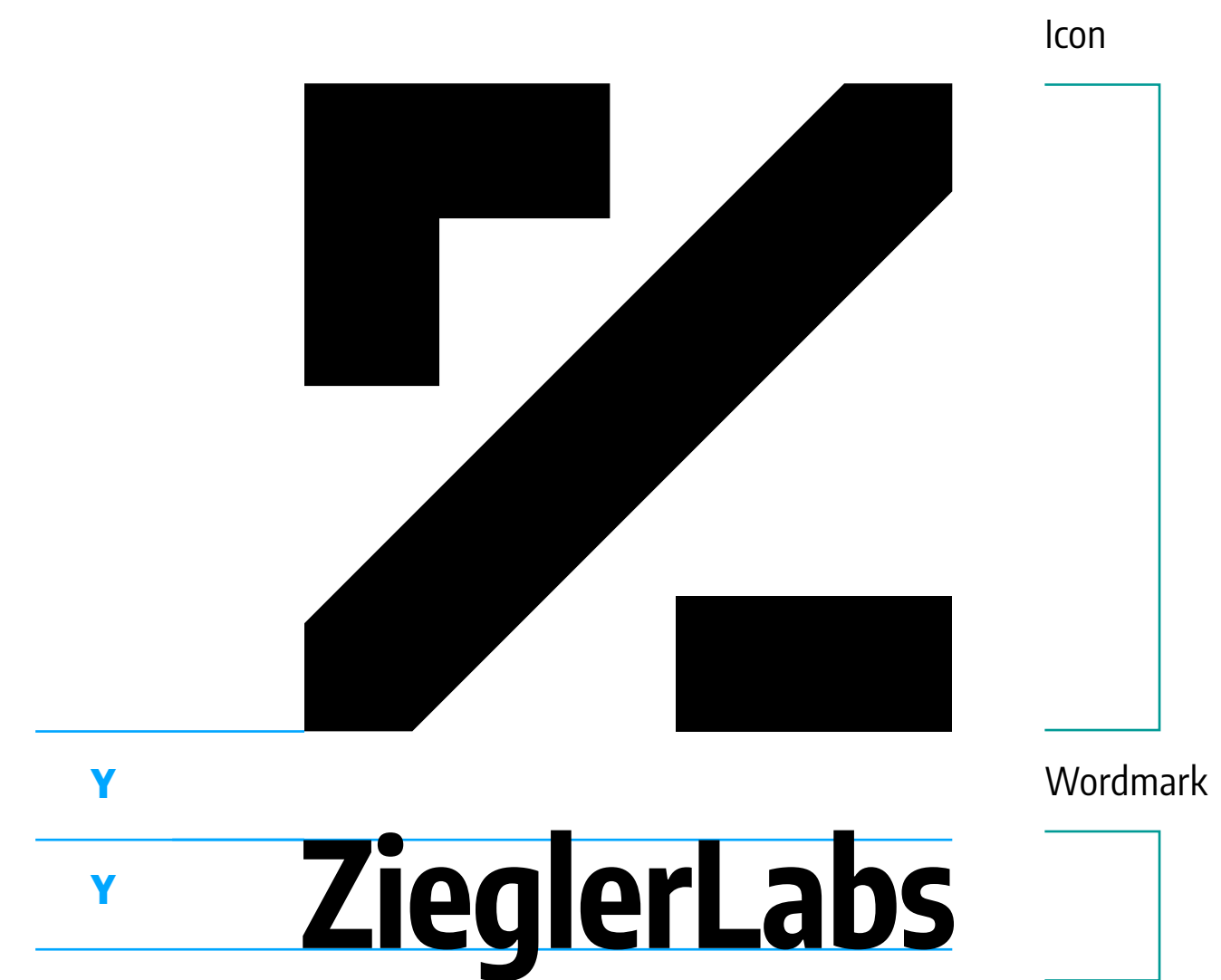
Vertical logotype should be used in cases where using horizontal logotype is impossible (narrow field, vertical designs, etc.).



Logo - vertical

→ Space between the Icon & Wordmark

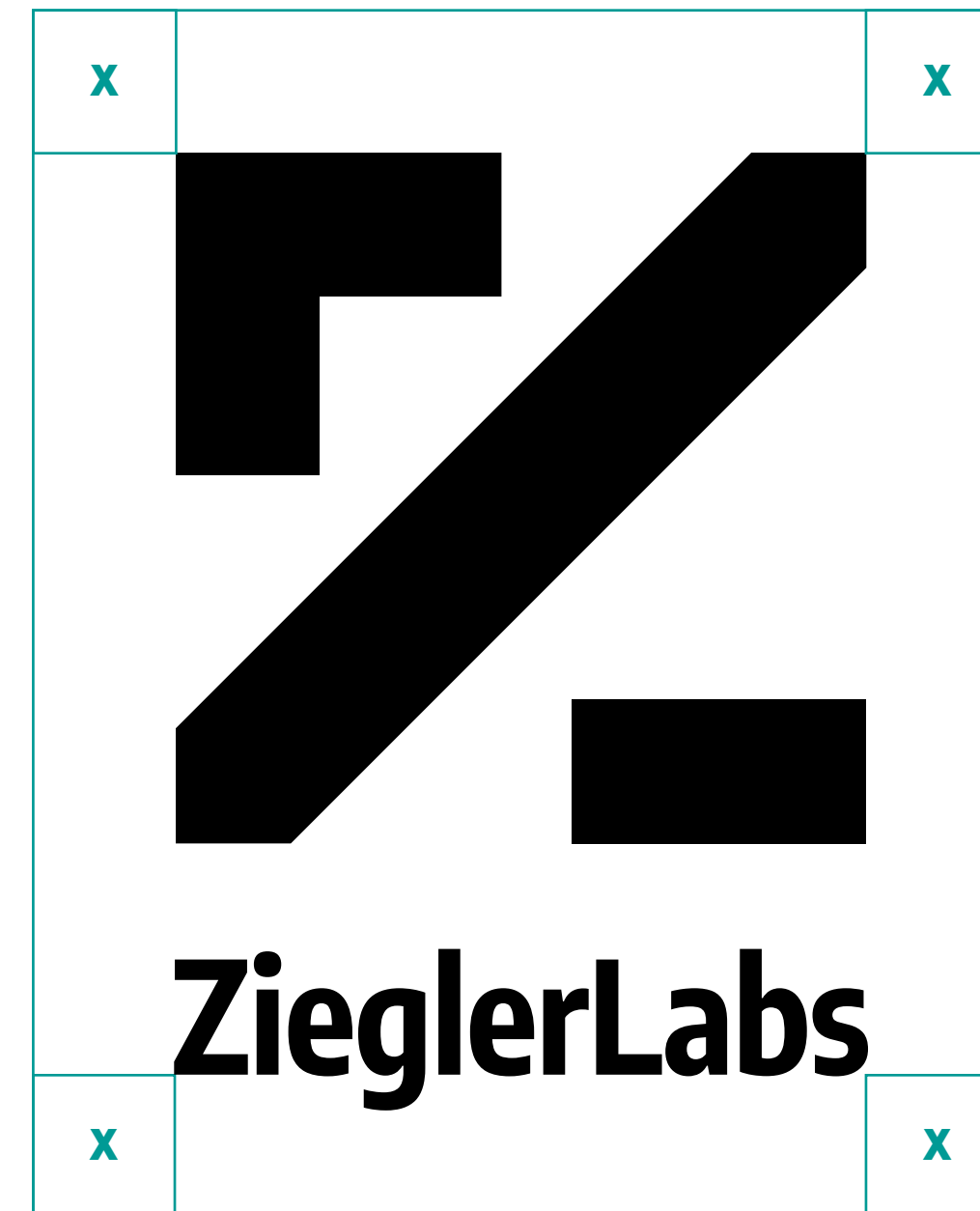
The Space between the Icon and the Wordmark is equal to the height of Capitalic letters in Logotype.



Exclusion zone

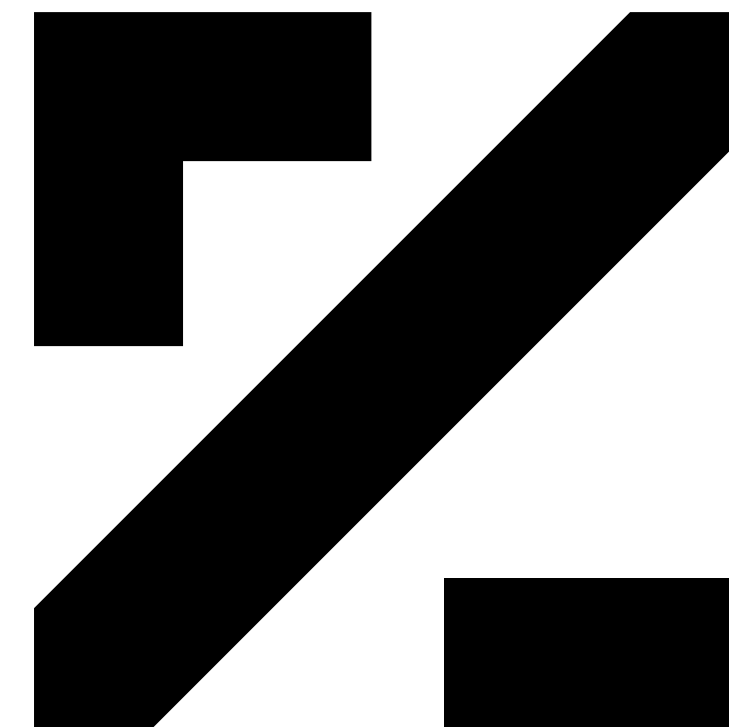
The Exclusion Zone ensures the legibility and impact of the Logo by isolating it from competing visual elements such as text and supporting graphics.

This zone should be considered as the absolute minimum safe distance. In most cases the Logo should be given even more room to breath.



Icon

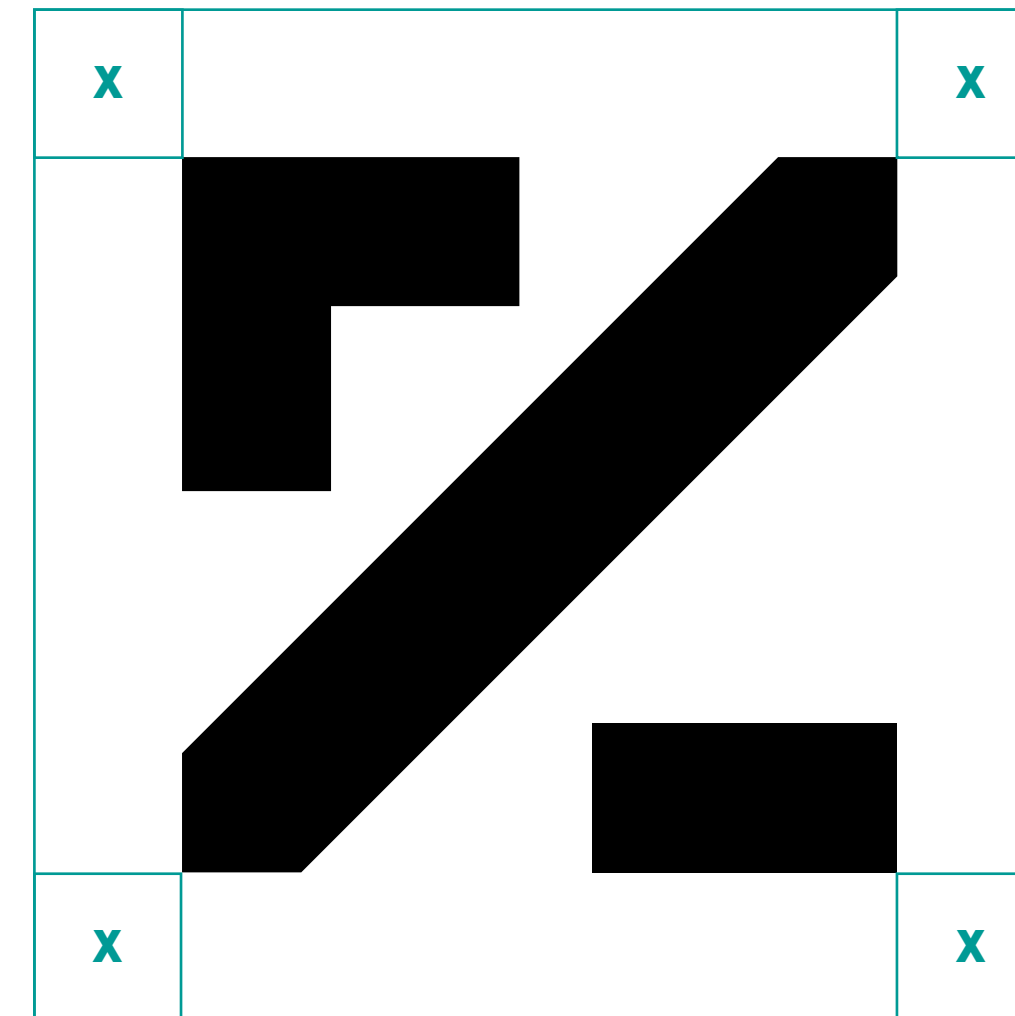
An icon is a simplified logotype, which should be used in situations where the use of the logotype would cause its unreadability, e.g. due to its small size. The icon can also be used in situations where the full name ZieglerLabs is nearby.



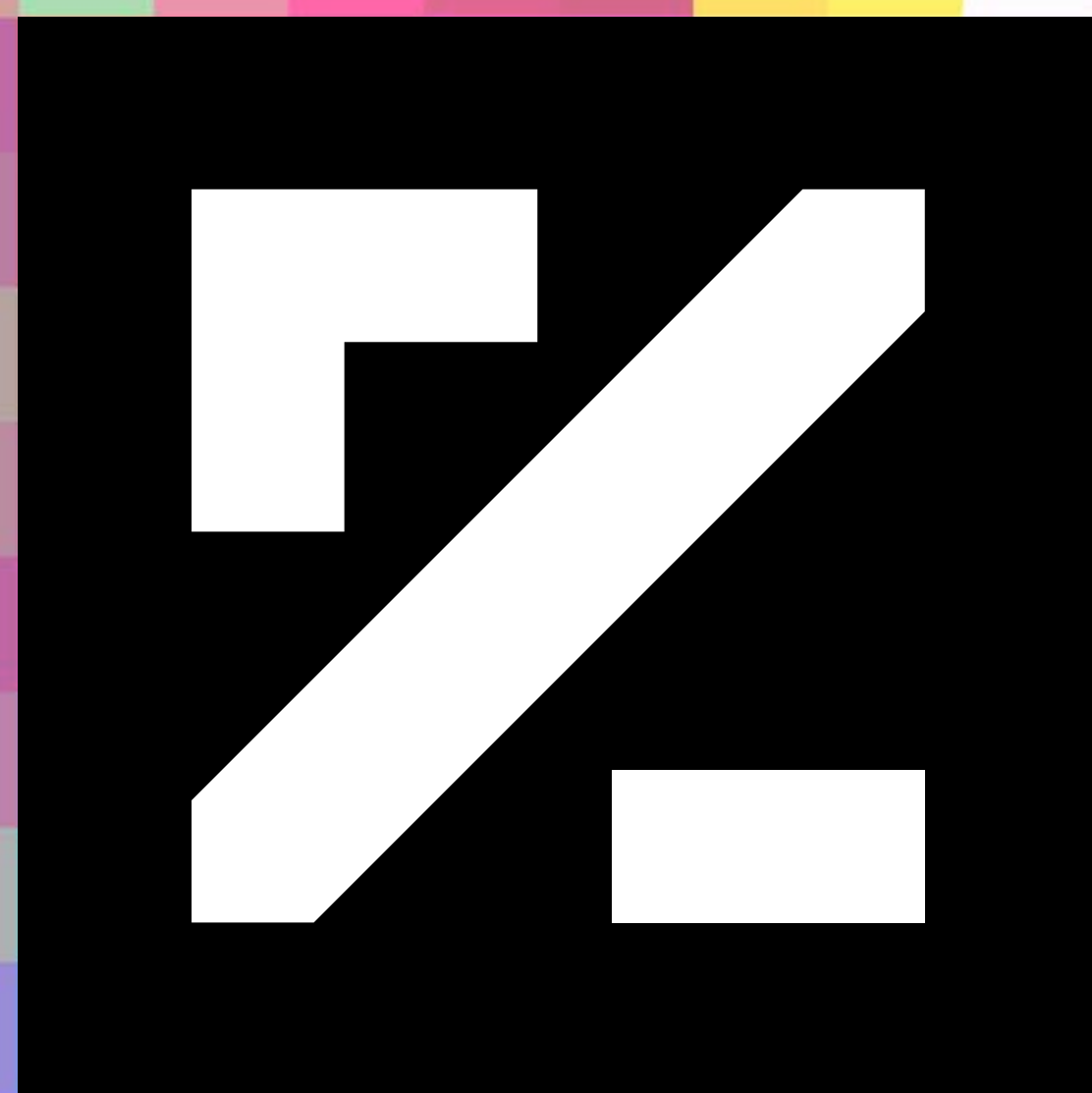
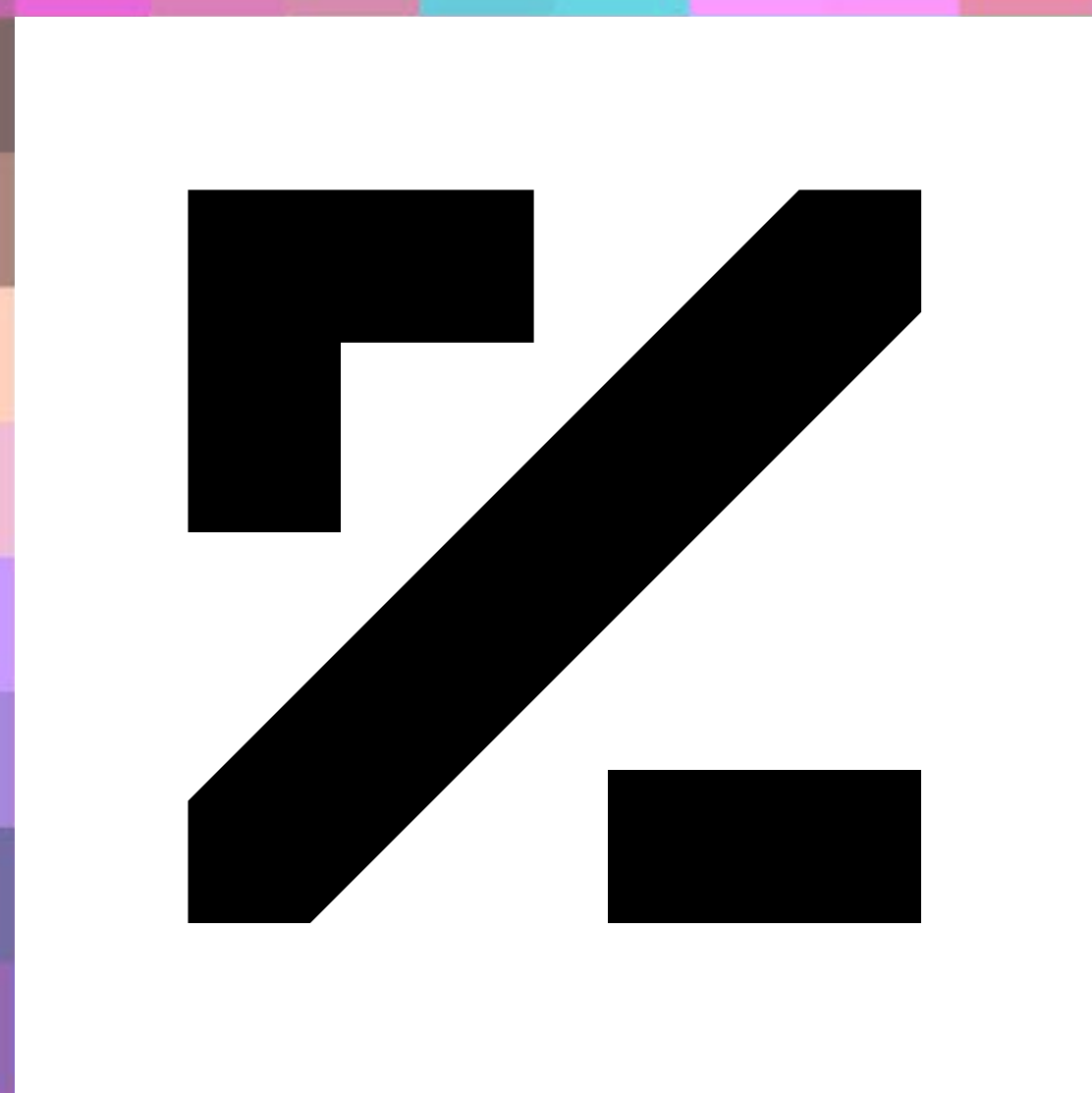
Exclusion zone

The Exclusion Zone ensures the legibility and impact of the Logo by isolating it from competing visual elements such as text and supporting graphics.

This zone should be considered as the absolute minimum safe distance. In most cases the Logo should be given even more room to breath.



Rules of use



Minimum sizes

Establishing a minimum size ensures that the impact and legibility of the Logo is not compromised in application. Due to the higher resolution available in print vs that of screen based media (300dpi vs 72dpi respectively), we are able to reproduce the Logo at a fractionally smaller size in print without any graphic deterioration.

Print:
30mm / 1.18in



ZieglerLabs

Digital:
120 px



ZieglerLabs

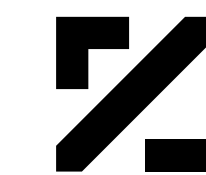
Print:
5mm / 0.2in



Digital:
19 px

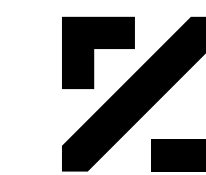


Print:
16mm / 0.63in



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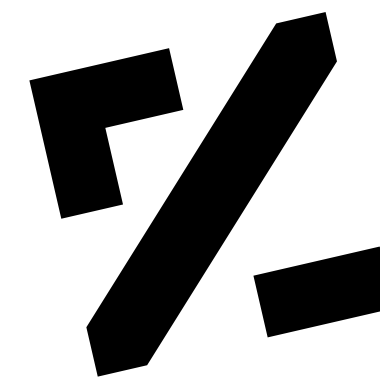
Digital:
60 px



ZieglerLabs

Logo usage don'ts

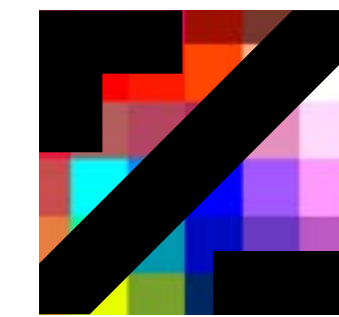
1. Don't change the logo's orientation.
2. Don't bevel or emboss the logo.
3. Don't place the logo on a busy photograph or pattern.
4. Don't change the logo colors.
5. Don't crop the logo in any way.
6. Don't add "glow" or "shadow drop" effects to the logo.
7. Don't xoutline the logo in any color.
8. Don't stretch or squeeze the logo to distort proportions.
9. Don't recreate elements or replace with something else.



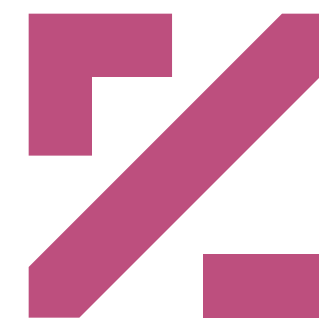
(1.)



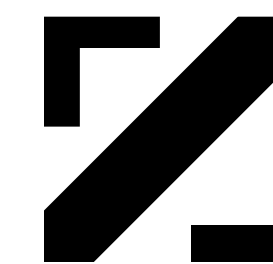
(2.)



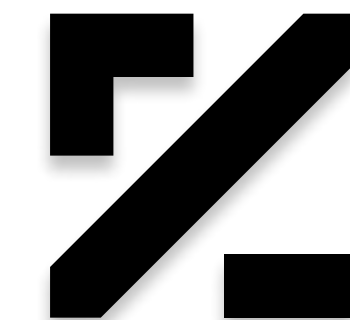
(3.)



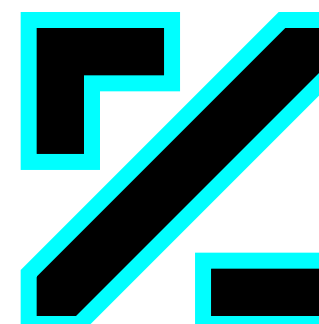
(4.)



(5.)



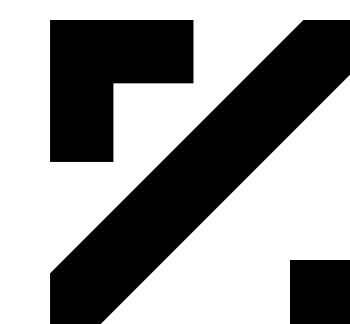
(6.)



(7.)



(8.)



(9.)

Color options

Based colors:

BLACK (#000000) and **WHITE** (#FFFFFF)

 **ZieglerLabs**

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Typography

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Diam volutpat commodo sed egestas egestas fringilla. Nibh tellus molestie nunc non blandit massa. Malesuada fames ac turpis egestas maecenas pharetra convallis. Commodo sed egestas egestas fringilla phasellus faucibus scelerisque eleifend. Mattis aliquam faucibus purus in massa. In massa tempor nec feugiat nisl pretium fusce. Amet aliquam id diam maecenas ultricies mi. Nisl vel pretium lectus quam. Sit amet facilisis magna etiam tempor orci eu. Sit amet purus gravida quis blandit turpis cursus in hac. In fermentum posuere urna nec tincidunt praesent semper. Nulla facilisi nullam vehicula ipsum. Vitae turpis massa sed elementum tempus egestas. Velit euismod in pellentesque massa. Ac tincidunt vitae semper quis lectus nulla at volutpat. Integer vitae justo

Font

We choose Encode Sans Condensed Family

Encode Sans Condensed ExtraBold

Encode Sans Condensed SemiBold

Encode Sans Condensed Regular

Encode Sans Condensed Light

A few rules regarding the spacing between letters and lines in the text.

Encode Sans Condensed ExtraBold

FontSize: 48pt (and bigger)

Leading: (110%)

Tracking: -5

**Quick brown fox jumps
over the lazy dog.**

Encode Sans Condensed SemiBold

FontSize: 48pt (and bigger)

Leading: (110%)

Tracking: 0

**Quick brown fox jumps
over the lazy dog.**

Encode Sans Condensed Regular

FontSize: 48pt (and bigger)

Leading: (110%)

Tracking: 10

Quick brown fox jumps
over the lazy dog.

Encode Sans Condensed Light

FontSize: 48pt (and bigger)

Leading: (110%)

Tracking: 20

Quick brown fox jumps
over the lazy dog.

Font

→ A few rules regarding the spacing between letters and lines in the text.

In sizes between 18pt - 32pt you can set any tracking in the range 10-15 and spacing between lines 110% - 160%.

In sizes below 18pt the tracking and spacing should be larger 140%-160%.

When only slight differences in the sizes of letters in the text, the same spacing between lines should be used.

Encode Sans Condensed (ALL)

FontSize: 32pt - 48pt

Leading: (110%)

Tracking: 10

Quick brown fox jumps over the lazy dog.

Quick brown fox jumps over the lazy dog.

Quick brown fox jumps over the lazy dog.

Quick brown fox jumps over the lazy dog.

Encode Sans Condensed (ALL)

FontSize: 18pt (and smaller)

Leading: (140% - 160%)

Tracking: 15

Quick brown fox jumps over the lazy dog.

Quick brown fox jumps over the lazy dog.

Quick brown fox jumps over the lazy dog.

Quick brown fox jumps over the lazy dog.

What should be avoided

Use two different text frames and add minimum 10px space between them.

Encode Sans Condensed Extra Bold
FontSize: 60pt
Leading: (110%) - 66pt
Tracking: -5

Encode Sans Condensed Light
FontSize: 20pt
Leading: (140%) - 28pt
Tracking: 10

**Quick brown fox jumps
over the lazy dog.**

Quick brown fox jumps over the lazy dog. Quick brown fox jumps over the lazy dog.
Quick brown fox jumps over the lazy dog. Quick brown fox jumps over the lazy dog.

~~**Quick brown fox jumps
over the lazy dog.**~~

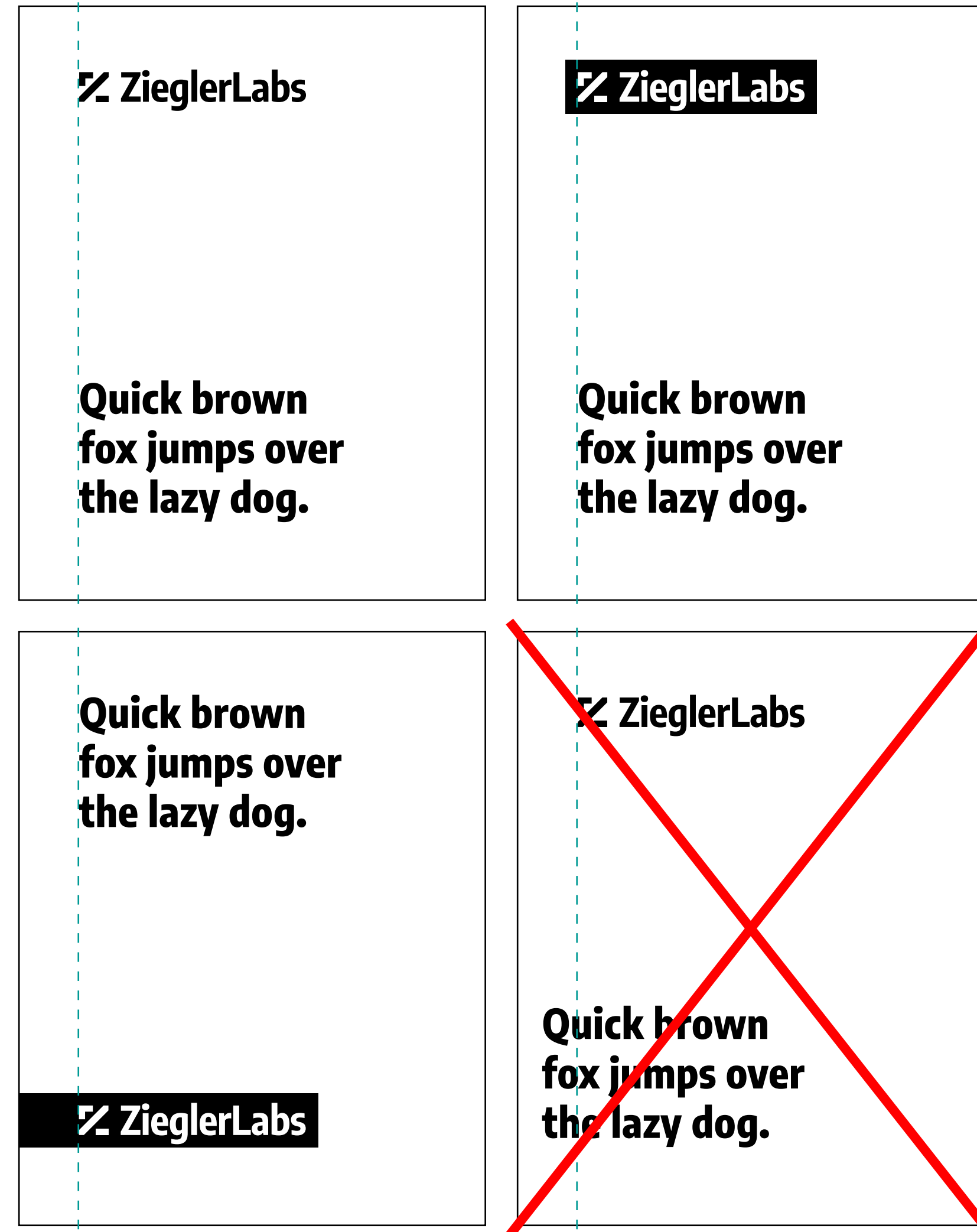
~~Quick brown fox jumps over the lazy dog. Quick brown fox jumps over the lazy dog.
Quick brown fox jumps over the lazy dog. Quick brown fox jumps over the lazy dog.~~

10px

What should be avoided

One quick rule for Logo placement:

When typography is present in a communicate, and both the text and the logotype are placed to the left hand side, they should be placed align.



Branding materials

Business card (55x85 mm)



Brandbook version 1.0

If you have any doubts about anything in this guide, you are missing something in the Brand Package, or you are not sure if your communication represents the ZieglerLabs brand best, please contact the design team.

brandapproval@zieglerlabs.com