



These Standards will Help you
Preserve our Corporate Identity
and Strengthen our Market
Presence through the Appropriate
use of Zones Logos and Brands

**Brand
Standards**



What is the Zones Corporate Identity?

Our corporate identity can be defined by the distinctive characteristics and brands that represent Zones.

All corporate design elements—especially our corporate signature, color and typography—play an important role in supporting and reinforcing a consistent corporate identity and a visual style for Zones. These brand standards will be your guide to accomplishing that. They will help us to:

- Build a consistent visual image of the company that distinguishes us from our competitors.
- Communicate our identity in beneficial ways, rather than letting nicknames and inconsistencies take over.
- Create maximum impact in all media and publications.
- Minimize costs and smooth the process of implementation through the standardization of elements.

These standards are also a sign of our success—the more unified they are, the more powerful an impression our brand makes.



The Zones logo is the primary symbol that defines Zones.

Do not alter it in any way.

The Zones Logo

The Zones logo should be placed either flush left at the top of a letter document as in the corporate letterhead or catalog, or flush right at the bottom of the page as a strong sign-off at the end of a document such as a brochure.

The Zones logo is the primary symbol that defines Zones. It is very important that we all reproduce the Zones logo according to the standards set forth in this document. When you need to reproduce our logo, use the electronic artwork available through the Zones Marketing department. Do not alter the Zones logo in any way.



Staging and Clear Space

The Zones logo looks best on a white background. It can also be placed on black or any light color, as long as there is sufficient contrast to clearly define the letterforms and artwork.

The Corporate Signature must always be placed alone and apart from any other text or graphics. It should never appear to be crowded by other elements such as text, titles, photographs or other symbols or logotypes.

On a dark color, always reverse the Signature to white. Steer clear of placement on photographic or textured backgrounds if possible. Never place the Signature within another printed shape.

As the most basic and important element of the Zones corporate identity, the Corporate Signature must always be placed alone and apart from any other text or graphics. Surround the Signature by at least the minimum amount of clear space shown in the diagram. To maintain its visual integrity, it should never appear to be crowded by other elements such as text, titles, photographs or other symbols or logotypes. The rectangular diagram around the Signature indicates the area that should be kept clear of other visual elements. In most cases, allowing more clear space than the diagram shows will enhance the appearance of the Signature.

Always align "Zones" with body text, not the "swoosh."



The Tagline and Corporate Signature

We refer to the Zones logo together with the tagline as the Corporate Signature. It represents our commitment to being the premier solutions based direct reseller of computer products and services to the business sector. The tagline "Connecting Businesses & Technology" is a marketing statement that should be used whenever Zones is promoted or advertised, and any time that products are sold. It can be used in a masthead, or as a strong sign-off together with a call to action. Some examples are external communications like marketing and sales collateral; catalogs; direct mail; flyers and brochures. The Zones logo should be used alone whenever we are simply stating who we are as on internal communications, corporate stationery, forms, shipping labels and apparel.



internal communications

corporate envelopes

web

flyers

forms

shipping labels

apparel

awards and trophies



external communications

*corporate letterhead
and business card*

marketing and sales collateral

investor relations

catalogs

trade publication advertising

direct mail

brochures and flyers



Zones Blue

Pantone® 294

<i>C</i>	<i>M</i>	<i>Y</i>	<i>K</i>
100	65		

<i>R</i>	<i>G</i>	<i>B</i>
0	51	153

Hex 003399

Color

Color is one of the most critical unifying elements of our style. The Zones Corporate Signature is available in several color options. Which format is used will depend on how it will be produced and is subject to approval by the Zones Creative Department. It should never be printed smaller than one inch. The Zones Corporate Signature must always look sharp, clean and well-produced.



For one-color offset printing, black and white laser prints, photocopies or single-color applications, use the black version.

- forms, direct mail, flyers, memos, newsletters, boxstuffers, engraving, etching



For two-color offset printing, silkscreening, embroidery and other limited color applications, use the two color version.

- corporate envelopes, letterheads and business cards, direct mail, boxstuffers, apparel, name badges, signage



For four- or full-color offset printing, color laser or color inkjet printing, use the four-color version.

- catalog and magazine advertising, direct mail, internal promotional posters and flyers



For web use, electronic applications and presentations, JPEG and GIF versions are available.

- Large: 389x96 pixels (JPEG and GIF)
- Small: 156x38 pixels (JPEG only)
- For other sizes, please request a custom logo from the Zones Marketing department. Supply required size in pixels or inches.



The Mac Zone and MacZone are incorrect brand names, and should never be used.

Mac Zone

Mac Zone is the division of Zones that has its own logo. Displaying the Mac Zone logo consistently helps build brand recognition in the marketplace and illustrates our dedication to Mac customers since 1986.

Mac Zone Logo Usage

As with all trademarked elements, neither the logotype nor the swoosh graphic should ever be redrawn or repositioned in any way. A consistent representation will create maximum impact in all media and publications. Please follow the visual representations and naming conventions shown below.



This is the correct way to show the Mac Zone logo on a white or light background



This is the correct way to reverse the Mac Zone logo out of a black or dark background

Mac Zone®

This is the correct brand name for the first instance in copy. Afterward, Mac Zone is appropriate.

The Mac Zone, MacZone

These are incorrect brand names, and should never be used.



Mac Zone Red

Pantone® 485

C	M	Y	K
	100	100	

R	G	B
204		

Hex CC0000

Typography

Typography is a basic element in the overall corporate identity system. The Frutiger and Caslon type families have been chosen as the Zones corporate typefaces. Consistent use of these typefaces is important to creating a recognizable look for our many communications. For basic forms and templates, and applications where Frutiger is not widely available, Arial or Helvetica may be substituted.

Frutiger

Frutiger Bold for headings and Frutiger Light for text are the preferred corporate typestyles, but the entire Frutiger family is available to be used as appropriate.

Note that these two typefaces are two steps apart in weight (boldness) in the full type family shown below. Generally, a heading typeface should be at least two steps more bold in weight than the text typeface to provide enough visual contrast for emphasis. That is why Frutiger Bold headings are not used with Frutiger Roman text.

Frutiger Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&^&-*=()?

Frutiger Light Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&^&-=()?*

Frutiger Roman

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&^&-*=()?

Frutiger Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&^&-=()?*

Frutiger Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&^&-*=()?

Frutiger Bold Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&^&-*=()?

Frutiger Black

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&^&-*=()?

Frutiger Black Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&^&-*=()?

*Frutiger Bold (headings)
and Frutiger Light (text)
are the primary
type-styles for corporate
communications*

Caslon

Zones applications such as brochures, advertising and annual reports that contain extensive text will require a serif typeface. Caslon 3 for headings and Caslon 540 for text are the preferred serif typefaces used for these applications in our design system. However, the entire Caslon family can be used. Caslon should be used when a more traditional, formal look is desired, such as on invitations.

Caslon 540 Roman

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890 !@#%[^]&-*(=)?

Caslon 540 Italic

abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
1234567890 !@#%[^]&-(=)?*

Caslon 3 Roman

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890 !@#%[^]&-*(=)?

Caslon 3 Italic

abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
1234567890 !@#%[^]&-(=)?*

*Caslon is the corporate
serif typeface used for
text-intensive or formal
applications*

Trademarks and Copyrights

Trademarks - Use the "®" symbol if a trademark is registered and the "™" if a trademark is not registered, the first time a Zones trademark is mentioned in text (after the title) in any media – i.e, signage, internet, manuals, publications, advertisements or other materials.

Copyright - The copyright credit line should appear at the end of Zones manuals, publications or other materials. It is followed by an alphabetical list of Zones trademarks. List registered trademarks first, then non-registered trademarks, and finally the trademarks of other companies as legally required.

Legal Notice

Zones trademarks are valuable corporate assets. Their use by any other person or organization is strictly forbidden without prior written approval from the Zones Legal Department. Failure to follow these guidelines may endanger our legal trademark rights. Any modification of the symbol or signature, or failure to use appropriate "®" or "™" symbols threatens our ownership of these important trademarks.

©2001 Zones, Inc. All rights reserved. Unauthorized duplication is a violation of federal laws. Mac Zone is a registered trademark, Zones is a trademark of Zones, Inc.

Guidelines:

*Zones and Mac Zone are **brands** and require capitalization.*

*zones.com and maczone.com are **web destinations** and should not be capitalized*

Correct

Zones,[™] Inc.
Zones[™]
Mac Zone[®]
maczone.com
www.maczone.com
zones.com
www.zones.com/ [balance of URL]
Shop online at zones.com

Incorrect

ZONES,[™] Inc.
ZONES[™]
Multiple Zones
The Mac Zone[®]
MacZone
MacZone.com
Zones.com
Zones.com/ [balance of URL]
www.Zones.com
Shop online at Zones.com

Correct Usage



This is the correct way to show the Zones logo on a white or light background



This is the correct way to show the Mac Zone logo on a white or light background



This is the correct way to reverse the Zones logo out of a black or dark background



This is the correct way to reverse the Mac Zone logo out of a black or dark background

Incorrect Usage



Do not change the color



Do not change the typeface



Do not change the angle



Do not change the proportion



Do not name new Zones



Do not separate the logotype from the swoosh



Do not place over or under other text or graphics



Do not place on distracting backgrounds, or backgrounds with low contrast



Do not add a containing shape



Do not apply a three-dimensional effect