



BRAND IDENTITY GUIDELINES

2021 REV. 1
LAST UPDATED / AUG 2021

01

INTRODUCTION

ZOTAC is a pioneer in technology. Intuitive design and rigorous quality standards mark all products we create. In order to distinguish our product and services from those of others, The unique ZOTAC brand identity is created to reflect our values.

The purpose of this guideline is to describe the proper visual and written elements which represent the ZOTAC brand identity. This guideline is aimed at all authorized users who use the ZOTAC brand identity in the design and production of any materials associated with ZOTAC. By sending out a uniform message across all platforms, the corporate image of innovation and quality is reinforced and amplified.



02

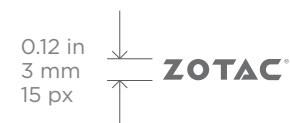
LOGOTYPE BASICS

LOGOTYPE - PREFERRED

ZOTAC[®]

ZOTAC Dark Gray (PMS 424) version is designated as the Preferred logo. We will no longer use the black and orange version of this logotype. In addition, this version has been cleaned up: with readjusted lines, sharpened angles, and fixed kerning.

MINIMUM SIZE



To maintain full legibility, never reproduce the logo at heights smaller than 0.12 inches (3mm) tall for print and 15 pixels tall for digital. There is no maximum size limit, but use discretion when sizing the logo. (logo shown at actual size)



02

LOGOTYPE BASICS



ZOTAC®

ONE-COLOR POSITIVE - The Preferred logo in one-color positive format against white background, use it whenever possible.



ZOTAC®

TWO-COLOR POSITIVE - Use it sparingly, only in situations where the logo needs to be very understated. (eg. back of brochure, gift box, etc)



ZOTAC®

ONE-COLOR POSITIVE - This is appropriate on backgrounds that do not provide sufficient contrast with the one-color positive format.



ZOTAC®

TWO-COLOR POSITIVE - This is appropriate when color is limited or on backgrounds that do not provide sufficient contrast with the one-color positive format.



ZOTAC®

BLACK - Use it "only" in one-color printing or when one-color positive format (B) is not clear. (eg. fax or low-end photocopies)



ZOTAC®

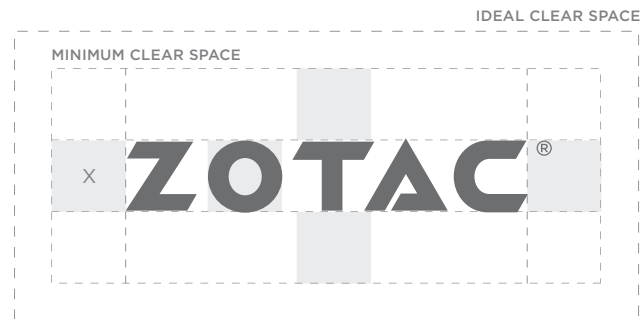
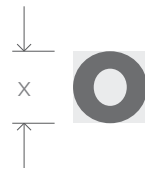
LIGHT GRAY - Use it sparingly, only in situations where the logo needs to be very understated. (eg. back of brochure, gift box, etc)



03

LOGOTYPE USAGE

CLEAR SPACE



Allow the logo room to breathe and maintain an appropriate amount of clear space around it. "X" is the size of the "O" in ZOTAC and is used as a visual tool to help quickly gauge a "minimum" clear space. Ideally, maintain 1.5x the space or more, all around the logo.

PLACEMENT (MINIMUM CLEAR SPACE)



03

LOGOTYPE USAGE

DO USE THE LOGO THIS WAY



ZOTAC®



ZOTAC®



ZOTAC®



ZOTAC®



ZOTAC®



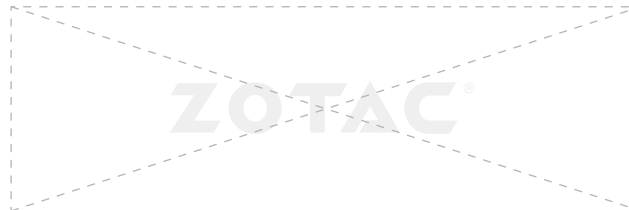
ZOTAC®



03

LOGOTYPE USAGE

DO NOT USE THE LOGO THIS WAY



03

LOGOTYPE USAGE

IMPROPER USAGE



DO NOT use the black and orange logo any longer.



DO NOT use the 3D logo any longer.



DO NOT use drop shadow, glow, or any kind of filters and/or effect on the logo.



DO NOT stretch the logo horizontally or vertically. Always lock proportion when re-sizing the logo.



DO NOT alter any element of the logo in any way.



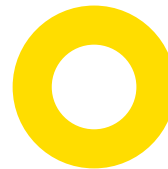
DO NOT recreate the logo with alternative typefaces.



04

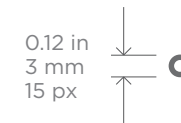
LOGOMARK BASICS

THE RING LOGOMARK



In an effort to create an iconic and minimal symbol that represent ZOTAC, we are using a modified ring symbol inspired by the ZOTAC ring found on our ZBOX Mini PCs.

MINIMUM SIZE

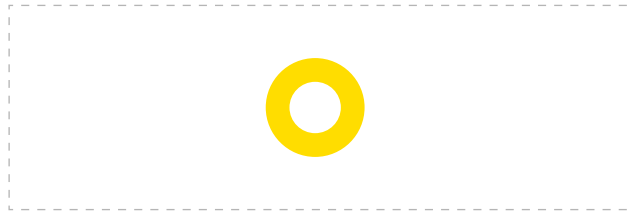


To maintain full legibility, never reproduce the logomark at heights smaller than 0.12 inches (3mm) tall for print and 15 pixels tall for digital. There is no maximum size limit, but use discretion when sizing the logo. (logo shown at actual size)



04

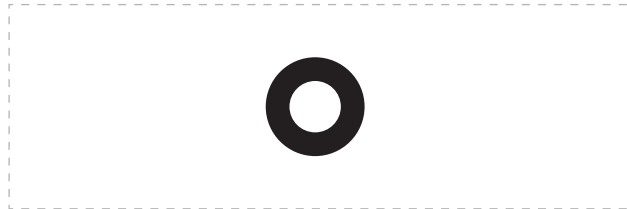
LOGOMARK BASICS



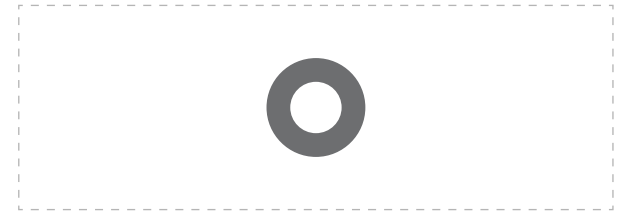
ZOTAC YELLOW - The Preferred logomark format, use it whenever possible.



ZOTAC YELLOW - The Preferred logomark format, used in reverse.



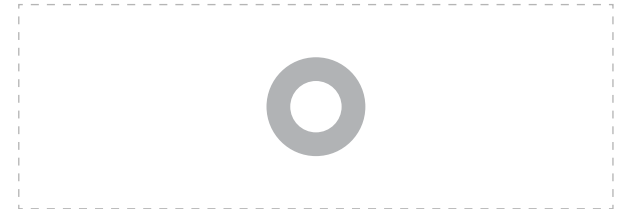
BLACK - Use it "only" in one-color printing or when ZOTAC Dark Gray is not clear. (eg. fax or low-end photocopies)



ZOTAC DARK GRAY - Use this for grayscale printing or (1) when a background does not provide sufficient contrast for using ZOTAC Yellow. (2) For understated effect.



ONE-COLOR REVERSE - This is appropriate when color is limited or on backgrounds that do not provide sufficient contrast with ZOTAC Yellow.



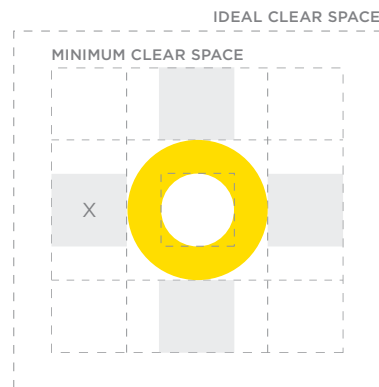
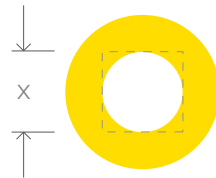
LIGHT GRAY - Use it sparingly, only in situations where the logo needs to be very understated. (eg. back of brochure, gift box, etc)



04

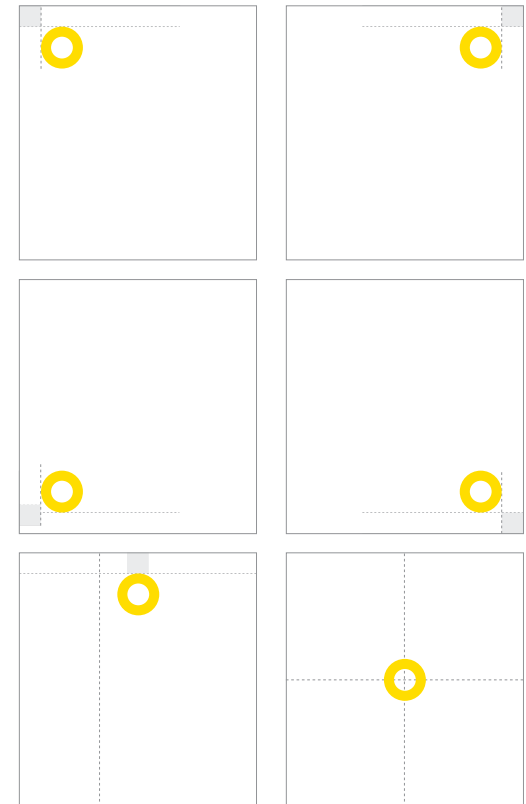
LOGOMARK BASICS

CLEAR SPACE



Allow the logomark room to breathe and maintain an appropriate amount of clear space around it. "X" is the size of the inner "O" in the ring logomark and is used as a visual tool to help quickly gauge a "minimum" clear space. Ideally, maintain 1.5x the space or more, all around the logomark.

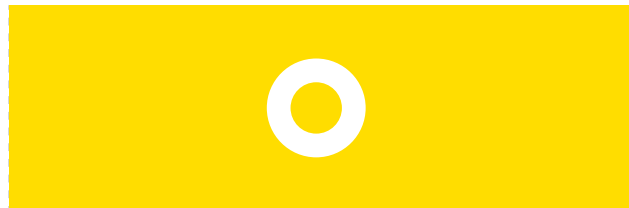
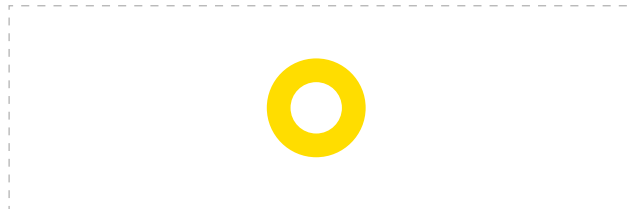
PLACEMENT (MINIMUM CLEAR SPACE)



05

LOGOMARK USAGE

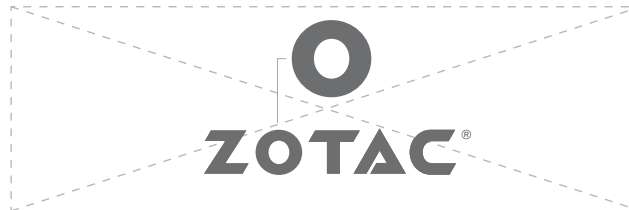
DO USE THE LOGO THIS WAY



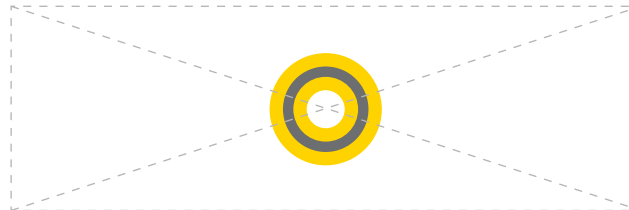
05

LOGOMARK USAGE

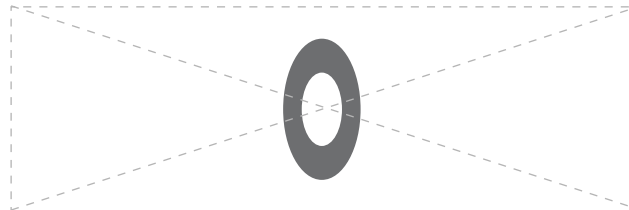
IMPROPER USAGE



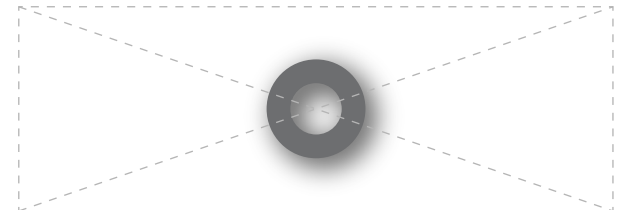
DO NOT use the "O" from ZOTAC logotype as the ring logomark.



DO NOT change the weight (thickness) of the ring logomark.



DO NOT stretch the logomark horizontally or vertically. Always lock proportion when re-sizing the logo.



DO NOT use drop shadow, glow, or add any kind of filters and/or effects on the logomark.



06

BRAND COLORS

PRIMARY COLORS (FOR BOTH LOGOTYPE AND LOGOMARK)

ZOTAC[®]

ZOTAC DARK GRAY

ZOTAC[®]

ZOTAC LIGHT GRAY

Our colors reflects our personality. We are bold and sophisticated, as well as elegant and smart. The combination of yellow and gray illustrates these qualities.



06

BRAND COLORS

PRIMARY COLORS (FOR BOTH LOGOTYPE AND LOGOMARK)

WHITE

PMS

CMYK

ZOTAC LIGHT GRAY

PANTONE PMS 421

CMYK 0 / 0 / 0 / 35

RGB 177 / 179 / 182

HEX #B1B3B6

PMS

CMYK

ZOTAC YELLOW

PANTONE PMS 116

CMYK 0 / 15 / 100 / 0

RGB 255 / 212 / 0

HEX #FFD400

PMS

CMYK

ZOTAC DARK GRAY

PANTONE PMS 424

CMYK 0 / 0 / 0 / 70

RGB 109 / 110 / 113

HEX #6D6E71

PMS

CMYK

BLACK

PANTONE PMS BLACK

CMYK 0 / 0 / 0 / 100

RGB 0 / 0 / 0

HEX #000000

06

BRAND COLORS

BACKGROUND COLORS (ACCEPTABLE SHADES)

These are the acceptable colors for use in backgrounds.
Avoid using 100% black for backgrounds whenever possible.

PMS

CMYK

ZOTAC YELLOW 10

PANTONE PMS 108
CMYK 0 / 10 / 100 / 0
RGB 255 / 221 / 0
HEX #FFDD00

PMS

CMYK

ZOTAC YELLOW 5

PANTONE PMS 107
CMYK 0 / 5 / 100 / 0
RGB 255 / 230 / 0
HEX #FFE600

PMS

CMYK

ZOTAC LIGHT GRAY 15

PANTONE PMS COOL GRAY 1
CMYK 0 / 0 / 0 / 15
RGB 221 / 221 / 221
HEX #DDDDDD

PMS

CMYK

ZOTAC LIGHT GRAY 50

PANTONE PMS 423
CMYK 0 / 0 / 0 / 50
RGB 147 / 149 / 152
HEX #939598

PMS

CMYK

ZOTAC DARK GRAY 80

PANTONE PMS COOL GRAY 11
CMYK 0 / 0 / 0 / 80
RGB 88 / 89 / 91
HEX #58595B

PMS

CMYK

ZOTAC SOFT BLACK

PANTONE PMS BLACK 7
CMYK 0 / 0 / 0 / 90
RGB 65 / 64 / 66
HEX #414042

07

TYPOGRAPHY

CORPORATE / MINI PC PRODUCTS

GOTHAM is clean, modern, strong, sophisticated, and approachable: qualities we want to convey for our corporate and Mini PC brand. When writing headlines use GOTHAM CAPS. When using GOTHAM for body copy, use sentence case. Mixing weights in headlines is okay too.

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=_+<>?/.,:"

GOTHAM BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=_+<>?/.,:"**

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=_+<>?/.,:"

GRAPHICS CARDS

TUNGSTEN is athletic, high tech, loud, masculine and sophisticated: qualities we want to convey for the graphics cards. When writing headlines use TUNGSTEN CAPS. When using TUNGSTEN for body copy, use sentence case. It's okay to mix TUNGSTEN with GOTHAM. Mixing weights in headlines is okay too.

TUNGSTEN BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=_+<>?/.,:"

TUNGSTEN BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=_+<>?/.,:"**

TUNGSTEN EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=_+<>?/.,:"



08

WORDS

TONE OF VOICE

We make great products. We are bold and sophisticated, at the same time elegant and smart. Besides using colors and graphics to reflect our brand personality, the tone of voice in our written communications should reflect those qualities as well. Our copy should always be clear, concise, and adding a dash of creativity.

Clear - be simple and concise, use adjectives and adverbs sparingly.

Active - avoid using the passive voice as much as possible.

Creativity - even when speaking about technical content, when appropriate, relate the user experience using smart analogies. For example, rather than simply stating dimensions, compare it to everyday objects and/or experiences that our customers may be familiar with. (eg. a deck of cards, morning coffee, etc)

Approachable - we want to invite our customers into the conversation, not to talk down at them. So the tone of voice should always be friendly yet professional and fresh but not inexperienced.



08

WORDS

HOW IT IS WRITTEN

Always **CAPITALIZE** our name in writing
(copy, title, subtitle, description, etc)

Correct: ZOTAC

~~Incorrect: Zotac~~

Correct: ZOTAC ZBOX

~~Incorrect: Zotac Zbox~~

Correct: ZOTAC ZBOX PRO

~~Incorrect: Zotac Zbox pro~~

Correct: ZOTAC ZBOX MAGNUS ONE

~~Incorrect: Zotac Zbox Magnus One~~

Always use lowercase for sub-series names

Correct: ZBOX nano

~~Incorrect: ZBOX Nano~~

Correct: ZBOX edge

~~Incorrect: ZBOX Edge~~

Correct: ZBOX pico

~~Incorrect: ZBOX PICO~~

Never use possessives with our name

Correct: ZOTAC graphics cards featuring....

~~Incorrect: ZOTAC's graphics cards are....~~

Never use our name in plural form

Correct: ZOTAC is developing new technology....

~~Incorrect: ZOTACs are developing....~~

Always **CAPITALIZE FIRST LETTERS** for ZBOX series without dash
(-) in writing (copy, subtitle, description)

Correct: M Series

~~Incorrect: M-series~~

Correct: C Series

~~Incorrect: C-Series~~

Correct: E Series

~~Incorrect: e-series~~

It's acceptable to use **All CAP** for ZBOX series when using as
title or badge (but never in writing situations specified above)

Correct: M SERIES

~~Incorrect: m series~~

Always write ZBOX product category this way

Correct: Mini PC, Mini PCs

~~Incorrect: Mini-PC, Mini-PCs~~

Correct: Mini PC, Mini PCs

~~Incorrect: mini-PC, mini-pcs~~

Correct: Mini PC, Mini PCs

~~Incorrect: mini-PC, mini-pc~~



09

STATIONERY

BUSINESS CARDS (TEMPLATES)

There are three (3) versions of the front template and one (1) back template. Usage of the templates should follow these rules:

Standard Template (Template A)

Use it for English (and other Germanic and Latin-based languages).

Simple Template (Template B)

Use it whenever two or more office addresses need to be shown together.

Complex Template (Template C)

Only use it when content cannot fit into Simple Template (see example in Template C on the right), otherwise, use Simple Template (B) whenever possible (for cards that need dual mailing addresses). All cards use the same back template.



TEMPLATE A (STANDARD TEMPLATE) / FRONT



TEMPLATE FOR ALL / BACK



TEMPLATE B (SIMPLE TEMPLATE) / FRONT



TEMPLATE C (COMPLEX TEMPLATE) / FRONT



09

STATIONERY

BUSINESS CARDS (LAYOUT AND COLOR GUIDE)

CARD SIZE: 3.5" X 2" (89MM X 51MM)

Layout and spacing is different on each of the three layouts in order to maintain visual balance for varying amounts of info.

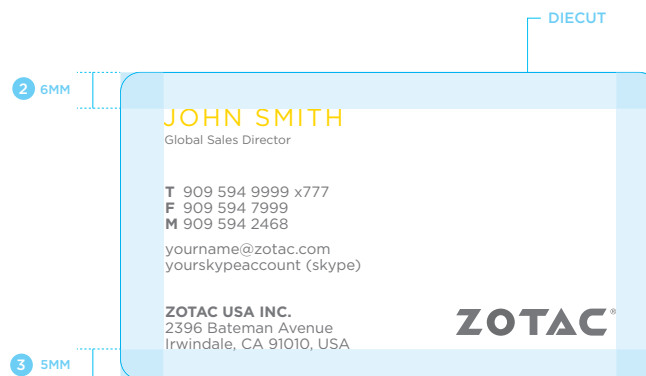
*For phone numbers and digital communications (emails, skype, etc), use the first line as reference for starting point of vertical position. (ie. If there's only one email, use the first line as the starting point, do not shift the line of text for email. Same with phone numbers.)

Follow the illustrated info shown on the right:

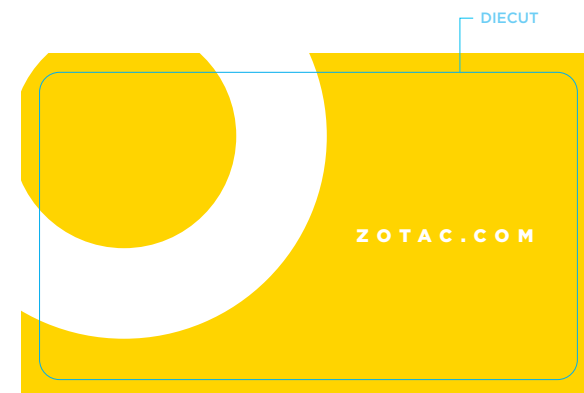
- 1) Make sure space between different language texts is consistent.
- 2) Clear space for top area is now consolidated to 6mm clear space across all 3 templates.
- 3) Clear space for bottom area is now consolidated to 5mm clear space across all 3 templates.
- 4) Numbers should be in Gotham (typeface) for addresses written in Asian language typeface.
- 5) Use Noto Sans CJK JP Regular typeface for Chinese and Japanese characters and Noto Sans CJK KR Regular for Korean characters. All English (and other Germanic and Latin-based languages) use Gotham Book and Gotham Bold.



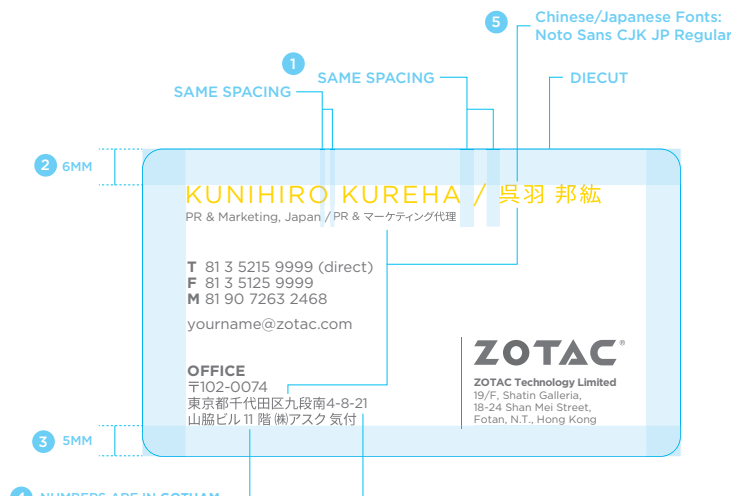
M 15 / Y 100 M 15 / Y 100 K 65 WHITE



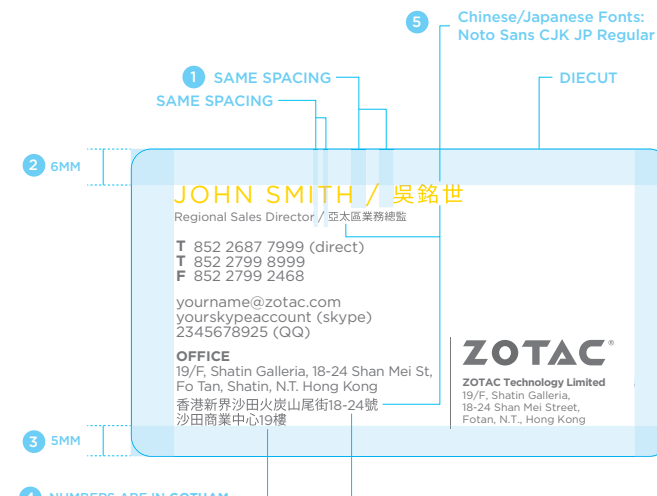
TEMPLATE A (STANDARD TEMPLATE) / FRONT



TEMPLATE FOR ALL / BACK



TEMPLATE B (SIMPLE TEMPLATE) / FRONT



TEMPLATE C (COMPLEX TEMPLATE) / FRONT

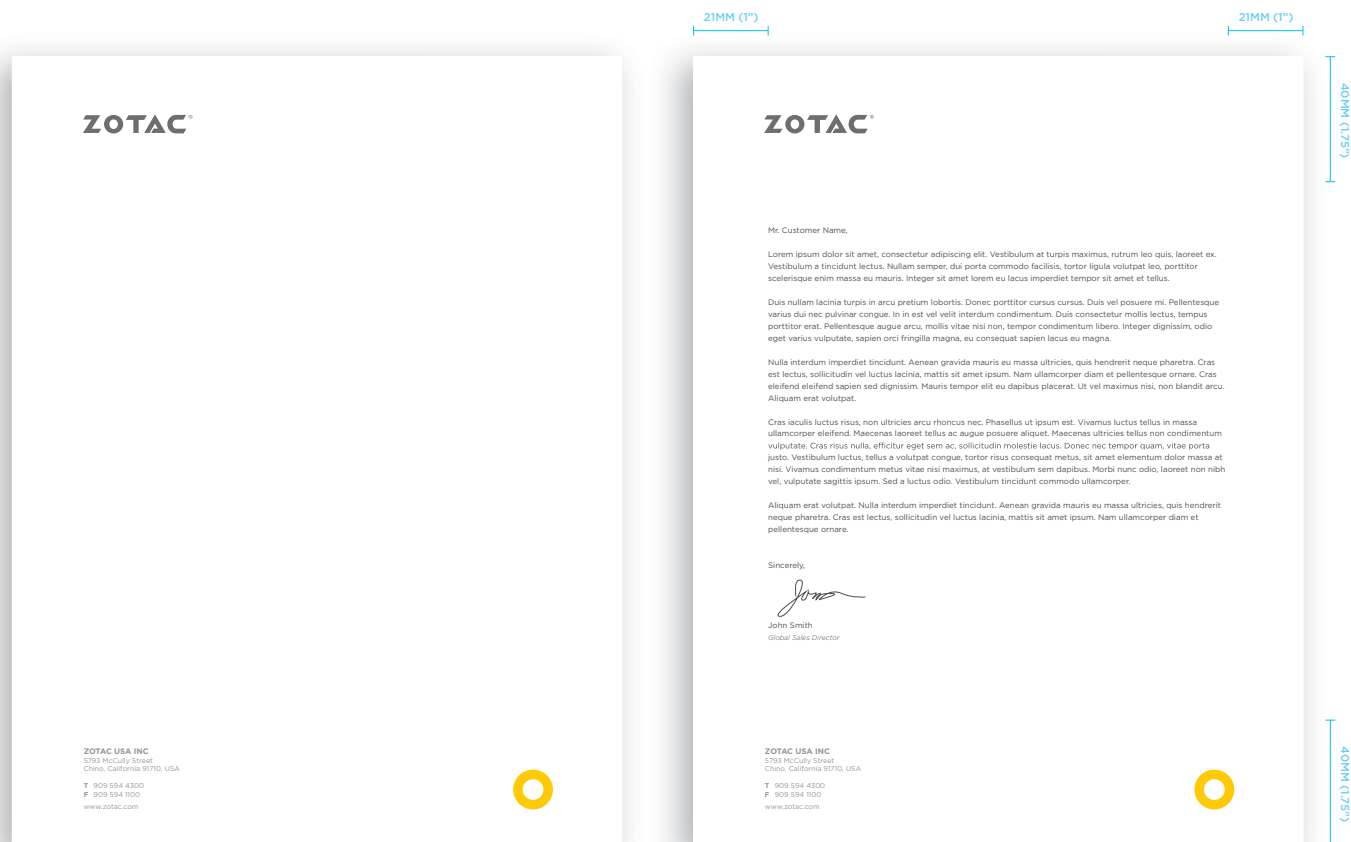
09

STATIONERY

LETTERHEAD

Letterhead usage should follow these rules:

- Use sans-serif typefaces for contents of the correspondence at all times.
- Leave a 21mm (1 inch) margin on left and right.
- Leave a minimum of 40mm (1.75 inch) margin on top and bottom.



09

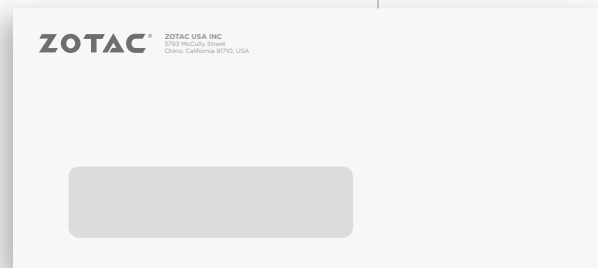
STATIONERY

ENVELOPE

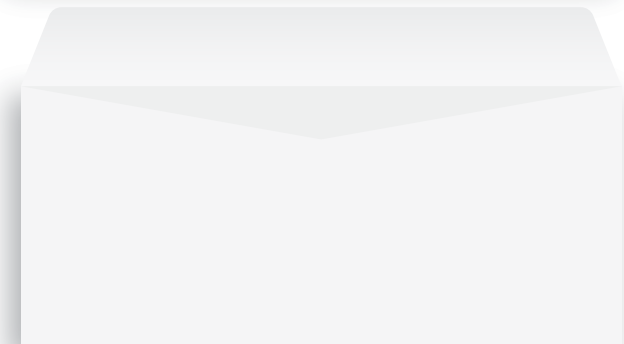
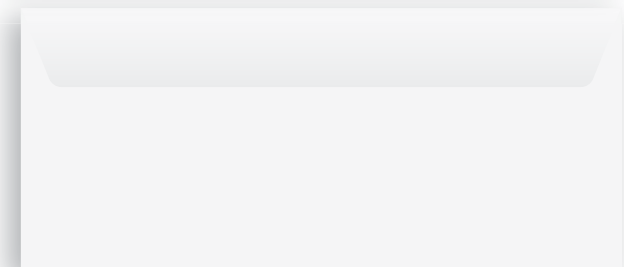
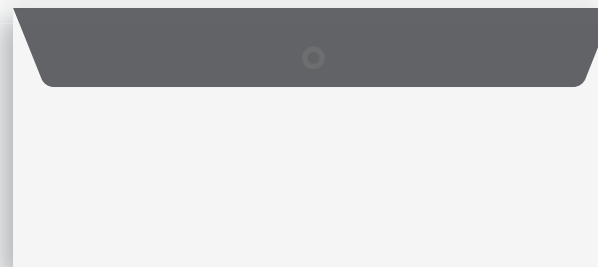
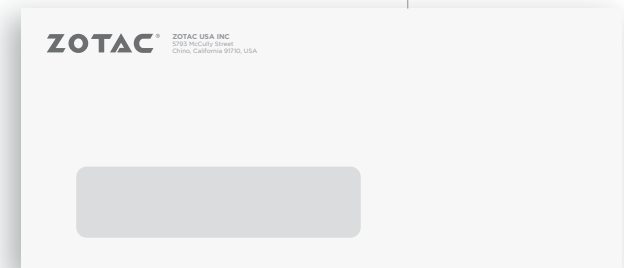
There are two (2) versions for the envelope that we can use:

- **Full color version** for high-impact branding with color logo, ZOTAC Dark Gray outside flap and ZOTAC Yellow on the inside.
- **Budget alternative** can also be made with one color printing using color values for ZOTAC Dark Gray with blank flap and inside.

FULLY BRANDED VERSION



BUDGET ALTERNATIVE



09

STATIONERY

EMAIL SIGNATURE

Aside from editing your contact information, do not alter the layout in any way, including adding/changing colors, changing the font, etc.

• **Acceptable fonts: Arial or Helvetica**

• **Text Color:**

RGB (119, 119, 119)

HEX (777777)

EXAMPLE

BOLD — **REGULAR**
(ARIAL OR HELVETICA ONLY)

TEXT COLOR
RGB (119, 119, 119)
HEX (777777)

Your Name / Your Title
Office / XXX XXX XXXX x123
Fax / XXX XXX XXXX
Mobile / XXX XXX XXXX

USE "SPACE" BETWEEN
EACH DIGIT FOR
THE PHONE NUMBERS

yourname@zotac.com
www.zotac.com

ZOTAC®

Best Regards,

John Smith / Sales Director
Office / 909 594 4300 x123
Fax / 909 594 1100
Mobile / 909 594 1234

johnsmith@zotac.com
www.zotac.com

ZOTAC®



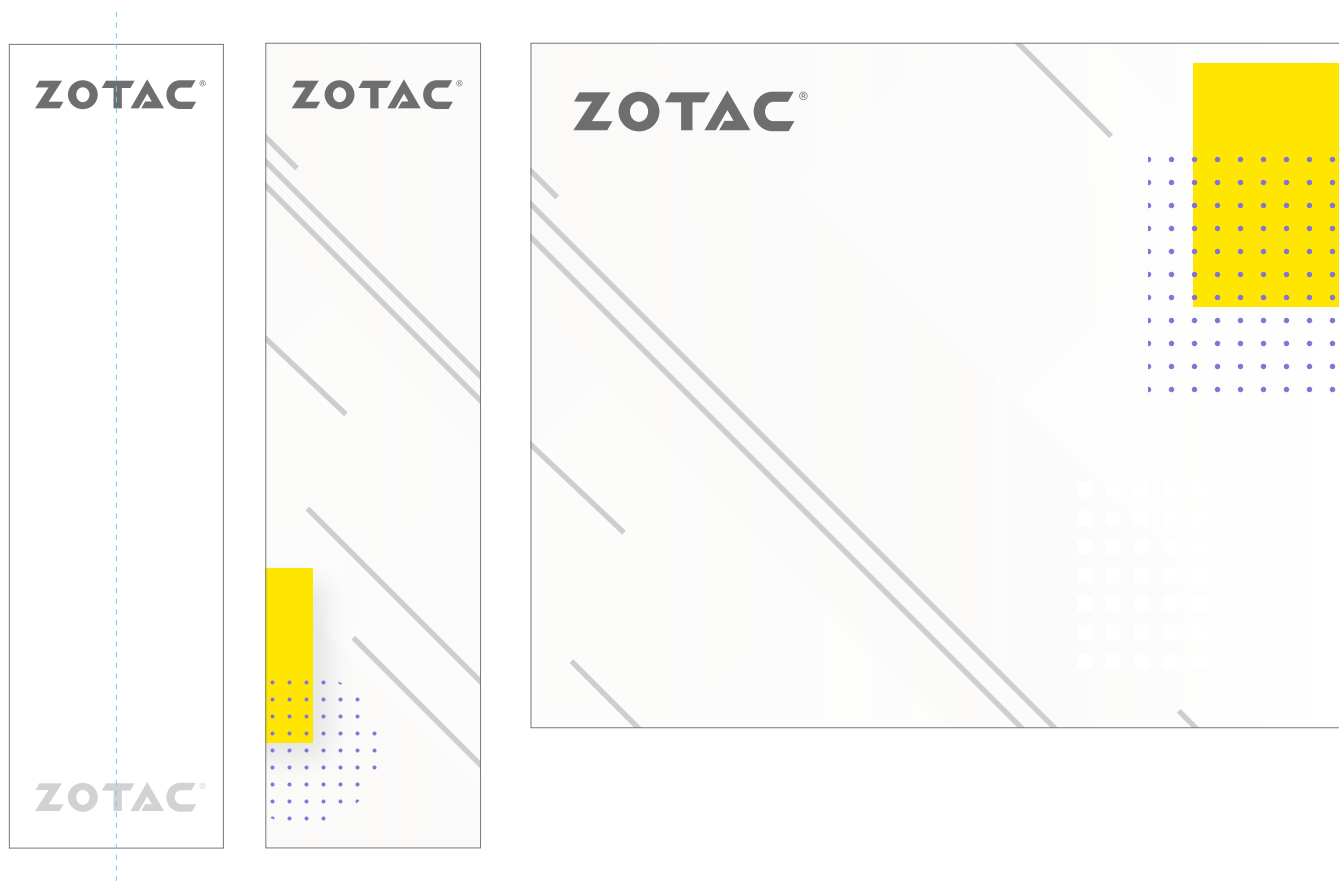
10

WEB/PRINT MATERIALS

BANNER ADS

Placement of the logotype on banner ads should follow these rules:

- Logotype should only be in the head or foot of the banner, centered horizontally.
- Distance between logotype and edge of the print on the top or bottom (depending on the placement) should be at minimum 1.25x the "O" size shown here. Please refer to the section Clear Space on the preferred distance.
- Logotype should be used in line with the principles and rules already established earlier in these guidelines.



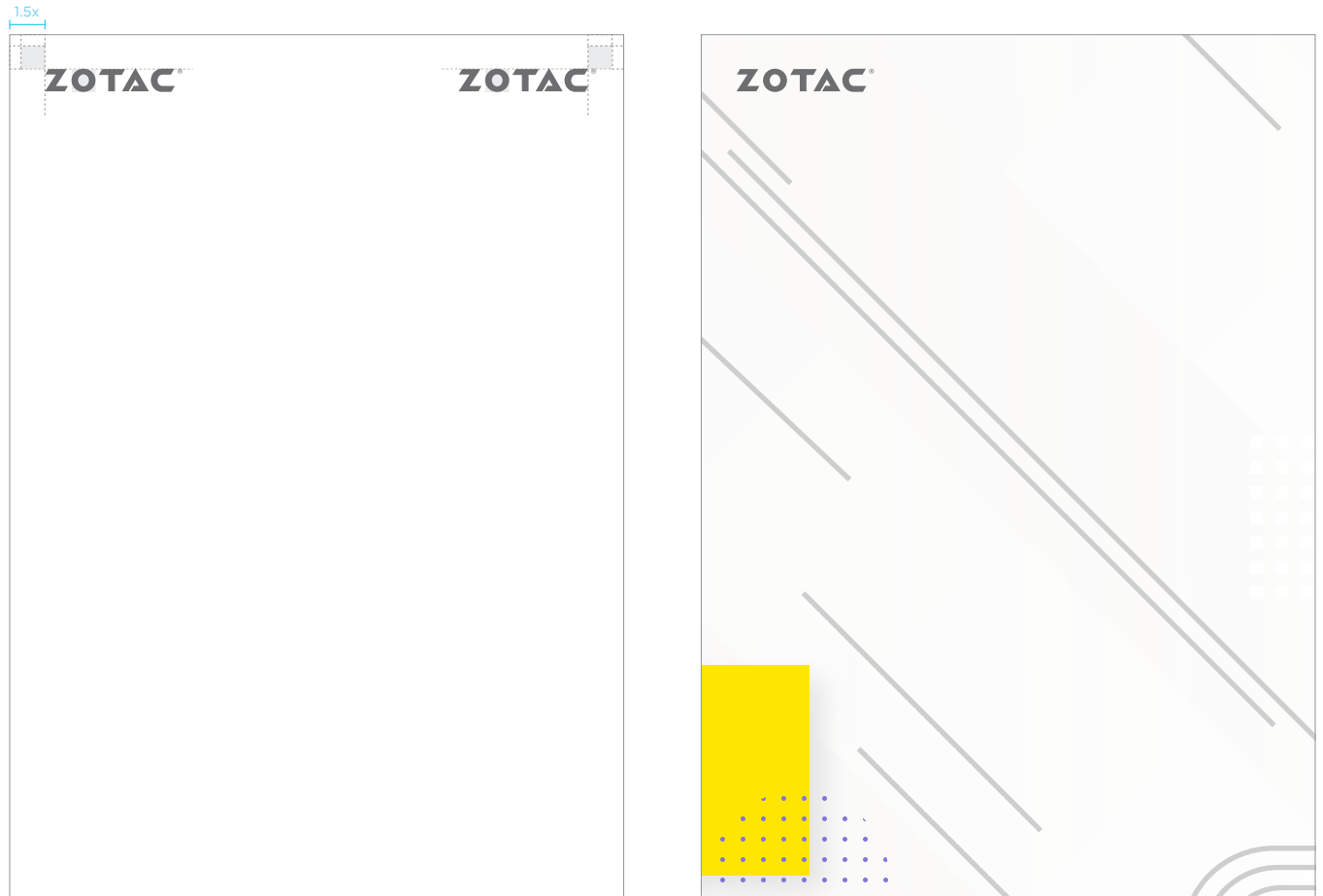
10

WEB/PRINT MATERIALS

POSTERS / FLYERS / ADS

Placement of the logotype on posters, flyers, and ads should follow these rules:

- Logotype should only be in one of the top corners.
- Distance between logotype and edge of the print should be at minimum 1.5x the "O" size shown here. Please refer to the section **Clear Space** on the preferred distance.
- Width of the logotype should be greater than 1/5 of the width of the poster, flyer, or ad.
- Logotype should be used in line with the principles and rules already established earlier in these guidelines.



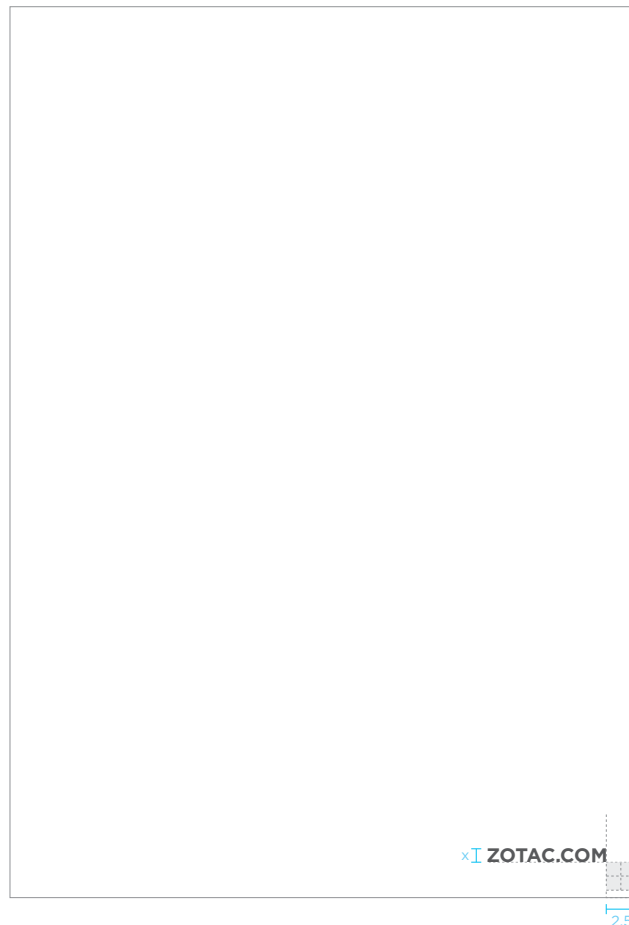
10

WEB/PRINT MATERIALS

POSTERS / FLYERS / ADS

Placement of the URL on posters, flyers, and ads should follow these rules:

- URL should be in GOTHAM.
- URL should only be in lower right corner.
- Distance between URL and edge of the print should be at minimum 2.5x the HEIGHT of the letters. Please refer to the section **Clear Space** on the preferred distance.
- URL should always be written without “www.”
- URL should always be written in CAPS.
- URL should be used in line with the principles and rules already established earlier in these guidelines.



11

PRODUCT SERIES

MINI PC PRODUCTS

	ZOTAC ZBOX
	ZOTAC ZBOX PRO
	Inspire Studio
	MAGNUS ONE

GRAPHICS CARD EDITIONS



12

TRADEMARK SYMBOLS

FOR VERY LARGE FORMATS

Rarely will you ever need to adjust the trademark symbol on the logotype. However, when a logotype is used at very large sizes (ie. trade events), the symbol should be adjusted following the guidelines specified here.

DTAC®

12

TRADEMARK SYMBOLS

ON PRODUCTS

Trademark symbol should not be present when placing logotype on products.



13

PRESENTATION TEMPLATES

PRESENTATION SLIDES

Presentation template usage should follow these rules:

- Due to font embedding issues, use **ARIAL** to substitute for GOTHAM (Gotham is still used everywhere else, substitution only occurs when working on presentation slides)

(PROXIMA NOVA typeface is embedded in the template file)

- When writing headlines use PROXIMA NOVA BOLD in CAPS.
- When writing subtitles (subheads), use PROXIMA NOVA REGULAR in Section Titles and PROXIMA NOVA LIGHT in Content Slides. CAP the first letters.
- When writing body copy, use PROXIMA NOVA LIGHT in sentence case.

(Presentation template file will be provided separately)



Thank you for using ZOTAC brand identity guidelines together, we can build a unifying brand voice

If you need more information or have questions about using the guideline, please write to **marketing@zotac.com**