

ZOTAC®

BRAND GUIDELINES



2021 REV. 1.03
LAST UPDATED / MAR 2021

ZOTAC GAMING is a movement that comes forth from the core of the ZOTAC brand. It is the epitome of our engineering prowess and design expertise, delivering specialized solutions fit for the undefeated and the battle experienced.

The purpose of this guideline is to describe the proper visual and written elements which represent the BASIC BUILDING BLOCKS of the ZOTAC GAMING brand. Certain usage cases are purposely left out to allow room for creative freedom. This guideline is aimed at all authorized users who use the ZOTAC GAMING brand identity in the design and production of any materials associated with ZOTAC GAMING. Using these basic elements as the starting point across all platforms, but allowing room for creative freedom, the corporate image of innovation and quality is reinforced and amplified.



LOGOTYPE BASICS

LOGOTYPE WORDMARK

Designed to be concise and easy to read, the ZOTAC GAMING logotype wordmark conveys the concept that a gaming culture emerges from the core of the ZOTAC brand.

MINIMUM SIZE

To maintain full legibility, never reproduce the wordmark at heights smaller than 0.13 inches (3.4mm) tall for print and 17 pixels tall for digital. There is no maximum size limit, but use discretion when sizing the logotype. (logotype shown at actual size)



ZOTAC GAMING™



0.13 in
3.4 mm
17 px

ZOTAC GAMING™

LOGOTYPE BASICS

ALL ACCEPTABLE CONFIGURATIONS

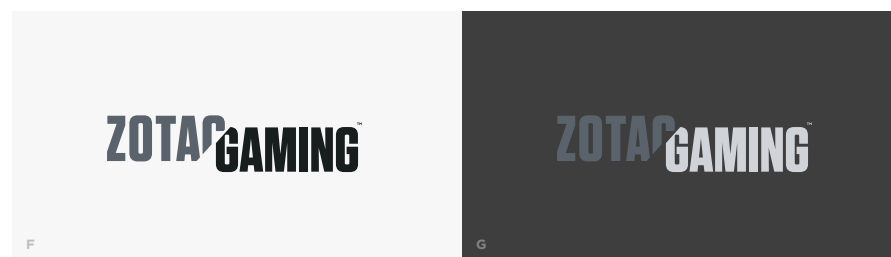
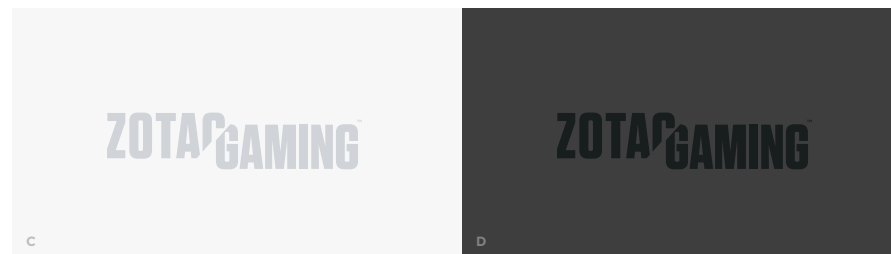
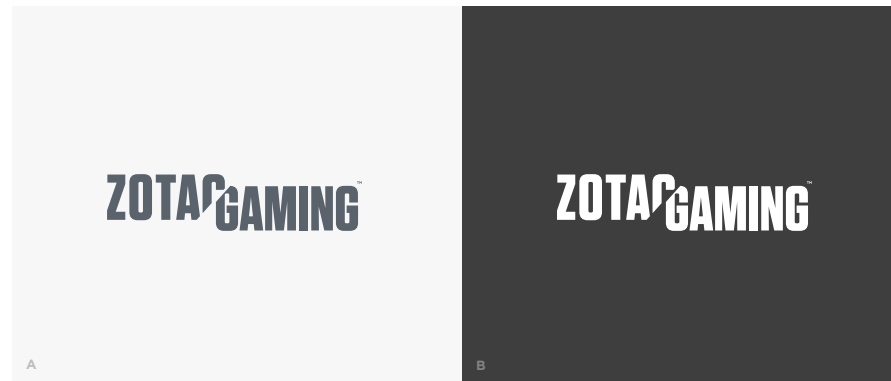
Primary Use: **A** (color) and **B** (reverse white)

Secondary Use: **C** and **D** (understated)

Additional Use: **E** (b/w only)

Mixed Colors: **F** and **G** (Note: When mixing colors, only the 3 logo colors plus white can be used. **Always use the greater contrasting shade on "GAMING"**)

Special Use: **H** (yellow)



LOGOTYPE USAGE

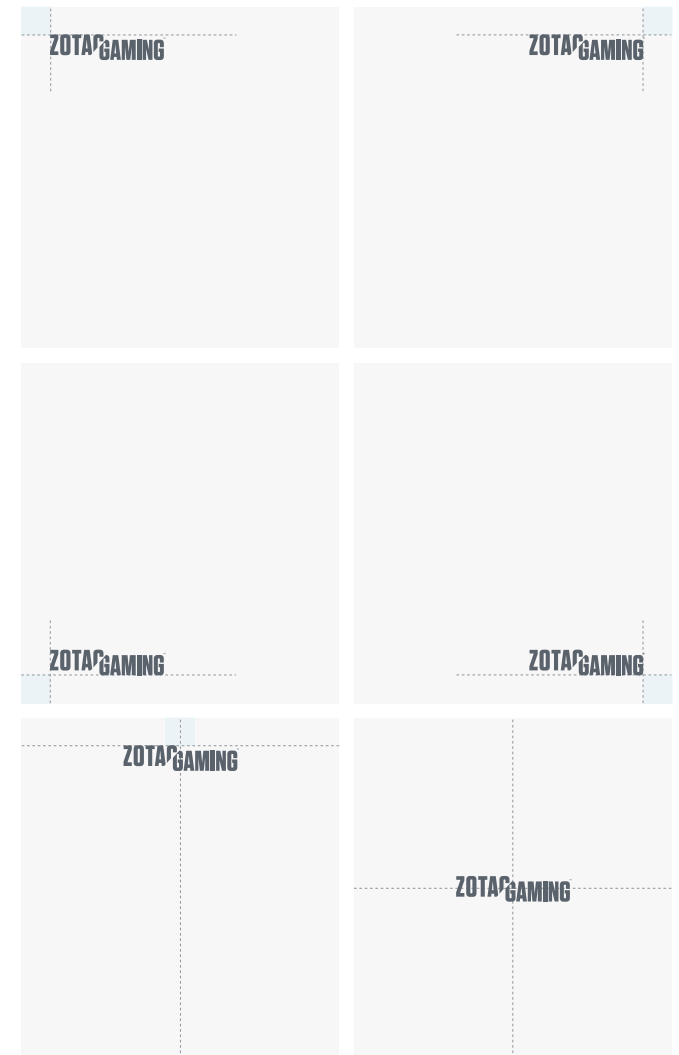
CLEAR SPACE

Allow the logotype wordmark room to breath and maintain an appropriate amount of clear space around it. Illustration above shows the “minimum clear space”. Ideally, maintain 1.5x the space or more, all around the logotype.



PLACEMENT

Examples on the right shows the suggested placement of the logotype.



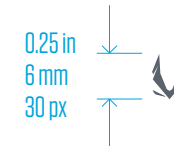
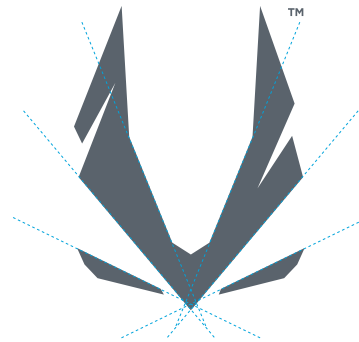
LOGOMARK BASICS

THE HERO LOGOMARK

Under the piercing stare of the M E K warrior, lies the strength and future technology that fills the core of the undefeated and battle experienced. The hero logomark represents a poised yet overpowering presence. It commands you to take control, respond crisply to every action, and enables you to push the limit.

MINIMUM SIZE

To maintain full legibility, never reproduce the logomark at heights smaller than 0.25 inches (6mm) tall for print and 30 pixels tall for digital. There is no maximum size limit, but use discretion when sizing the logo. (logo shown at actual size)

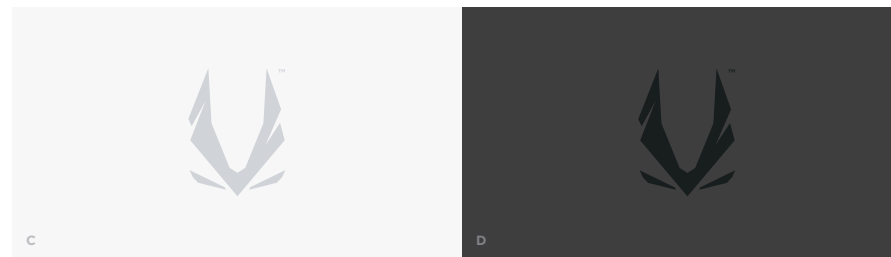
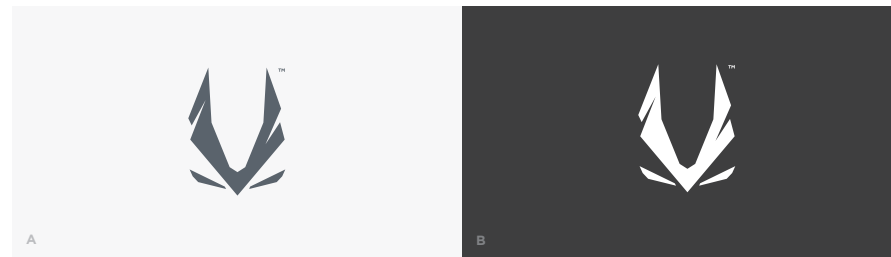


ALL ACCEPTABLE CONFIGURATIONS

Primary Use: **A** (color) and **B** (reverse white)

Secondary Use: **C** and **D** (understated)

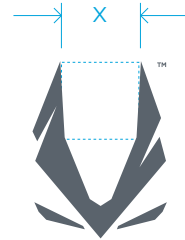
Additional Use: **E** (b/w only)



LOGOMARK USAGE

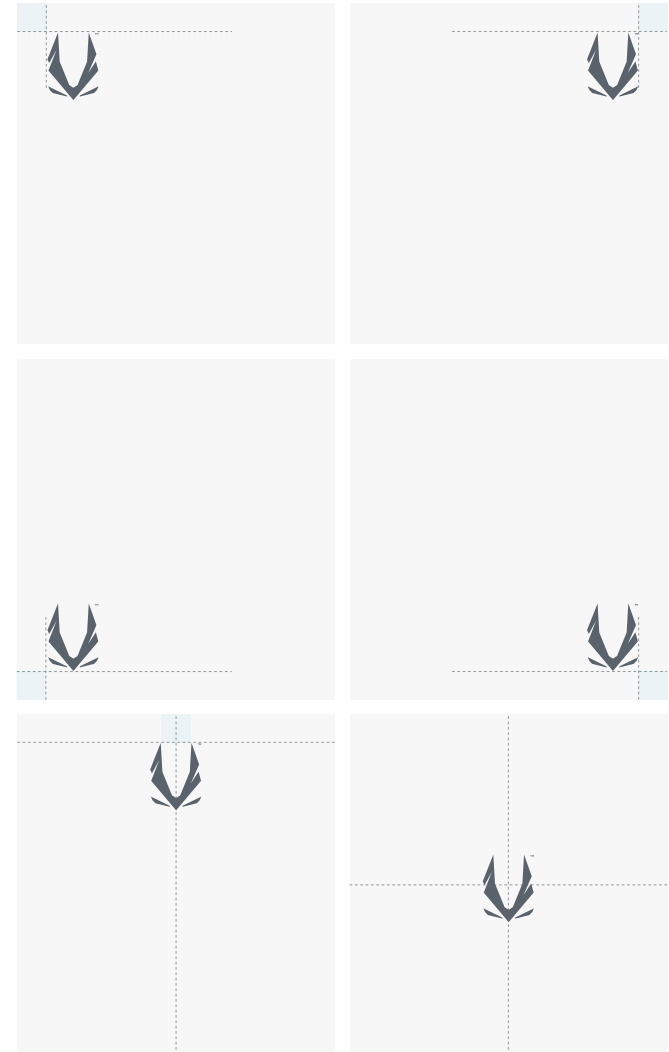
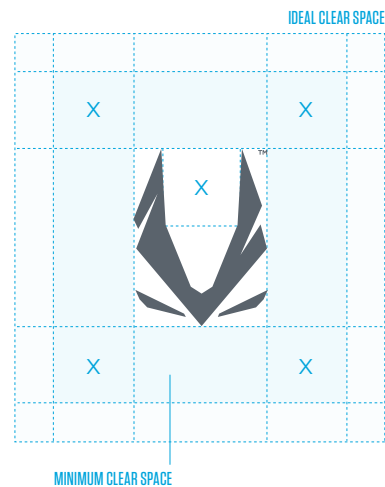
CLEAR SPACE

Allow the logomark room to breath and maintain an appropriate amount of clear space around it. Illustration above shows the "minimum clear space". Ideally, maintain 1.5x the space or more, all around the logomark.



PLACEMENT

Examples on the right shows the suggested placement of the logomark.



LOGOMARK USAGE

LOGO AS WATERMARK OVERLAY (A)

Here is an example of how the ZOTAC GAMING logo can be applied in a banner or key art design. The logo can be used as part of the background as an oversized watermark overlay. This also shows how the logo will look when placed in the corner of a poster/banner.

A



LOGO AS FRAME (B)

Here is an example of how the ZOTAC GAMING logo can be used as a frame for context-appropriate imagery or artwork.

B



COMBINED LOGO USAGE

LOGO COMBINATIONS

Logotype wordmark and the hero logomark can be used together. Here are a few examples of the acceptable configurations.



SLOGAN BASICS

ZOTAC GAMING SLOGAN LOCKUP

LIVE TO GAME_ is the main slogan for ZOTAC GAMING in English. It is written specifically this way, use the slogan lockup whenever possible.

COLORS

The primary color is white with yellow.
Value of yellow is Y=100

SET AT
80% OF WIDTH
COMPARED WITH REST
OF THE LETTERS

The diagram shows the slogan 'LIVE TO GAME_' in a bold, sans-serif font. The text is white, and the underline is yellow. Vertical dashed lines are placed at the start and end of the text. A solid vertical line is placed at the end of the underline. A horizontal line is placed at the bottom of the underline, extending to the right. A vertical line is placed at the end of the horizontal line, extending upwards to the top of the text.

LIVE TO
GAME_

SLOGAN BASICS

VARIATIONS

Two available weights for the slogan lockup. Use the appropriate weight for various design needs.

**LIVE TO
GAME_**

**LIVE TO
GAME_**

AMP LOGOTYPE

Finely tuned for faster and stronger performance, the AMP edition products sit at the top of the ZOTAC GAMING graphics card brand.



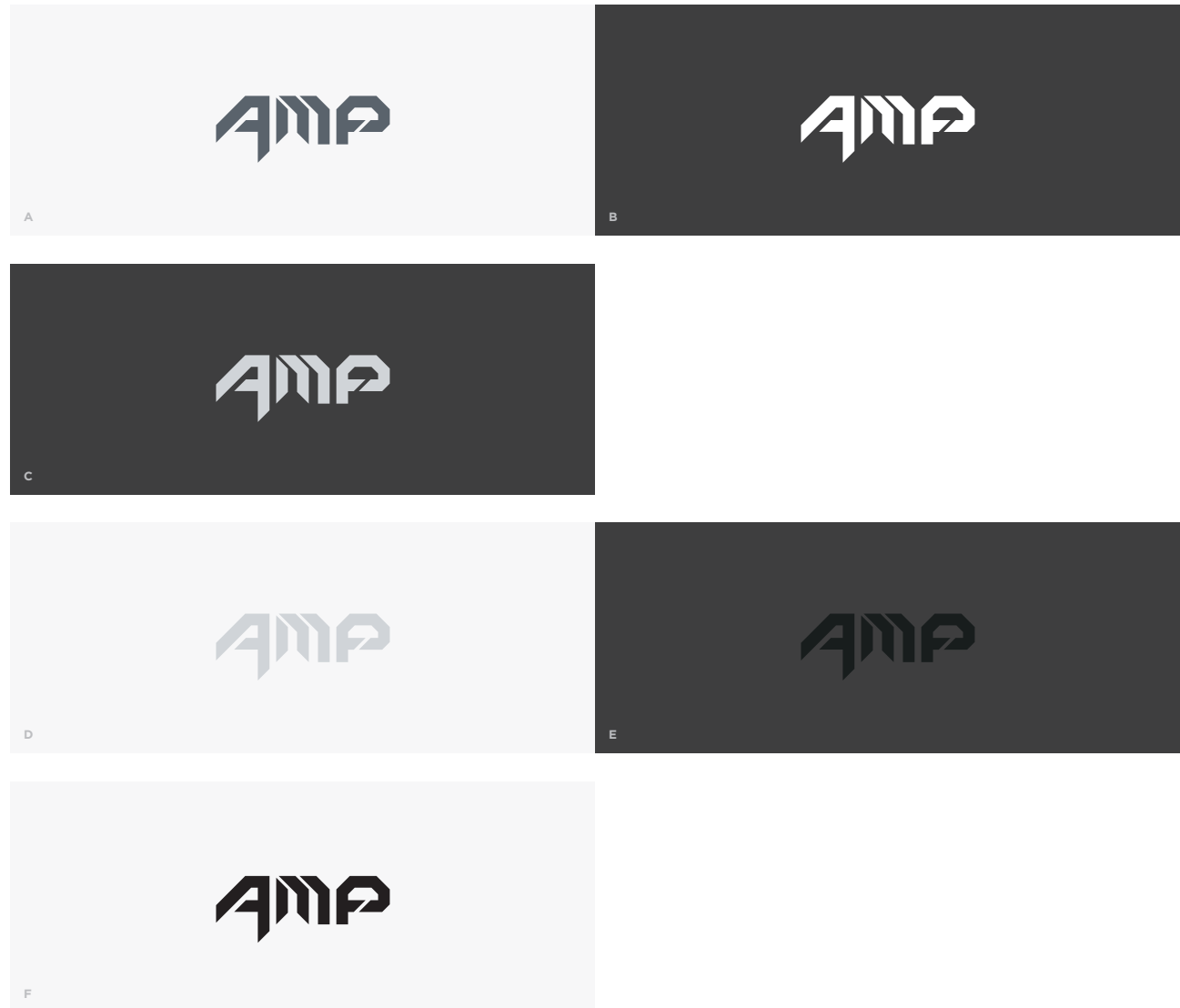
LOGOTYPE BASICS

ALL ACCEPTABLE CONFIGURATIONS

Primary Use: **A** (color) and **B** (reverse white)

Secondary Use: **C, D,** and **E** (understated)

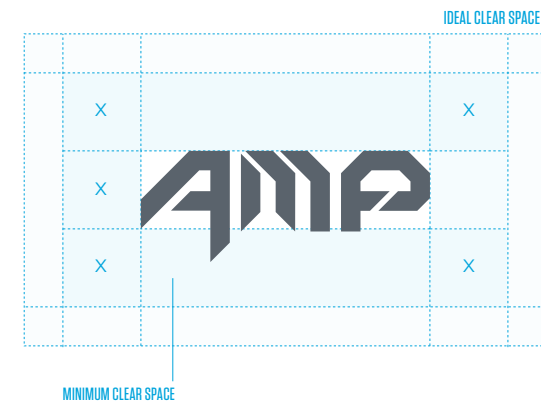
Additional Use: **F** (b/w only)



LOGOTYPE USAGE

CLEAR SPACE

Allow the logotype wordmark room to breath and maintain an appropriate amount of clear space around it. Illustration above shows the “minimum clear space”. Ideally, maintain 1.5x the space or more, all around the logotype.



LOGOTYPE WORDMARK

Designed to be clear and easy to read, while alluding to the high-tech, robotic influence of its theme, the MEK logotype wordmark is a powerful symbol at the center of the ZOTAC GAMING brand.

MINIMUM SIZE

To maintain full legibility, never reproduce the wordmark at heights smaller than 0.13 inches (3.4mm) tall for print and 17 pixels tall for digital. There is no maximum size limit, but use discretion when sizing the logotype. (logotype shown at actual size)



MEK



MEK 1



MEK ULTRA



MEK MINI

LOGOTYPE BASICS

ALL ACCEPTABLE CONFIGURATIONS

Primary Use: **A** (color) and **B** (reverse white)

Secondary Use: **C, D,** and **E** (understated)

Additional Use: **F** (b/w only)

The logo consists of the letters 'MEK' in a bold, stylized, italicized sans-serif font. The 'M' is formed by two overlapping shapes, and the 'E' has a horizontal bar that is slightly offset from the top and bottom strokes.

A

The logo is the same as in A, but rendered in white against a dark gray background.

B

The logo is rendered in a light gray color against a dark gray background.

C

The logo is rendered in a light gray color against a light gray background.

D

The logo is rendered in a dark gray color against a dark gray background.

E

The logo is rendered in black against a light gray background.

F

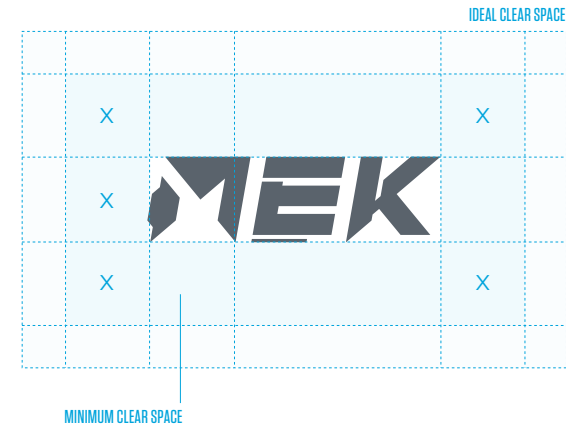
LOGOTYPE USAGE

CLEAR SPACE

Allow the logotype wordmark room to breath and maintain an appropriate amount of clear space around it. Illustration above shows the “minimum clear space”. Ideally, maintain 1.5x the space or more, all around the logotype.

SUBTITLE

When subtitles are used in conjunction with the logotype, make sure it remains within the full width of the logotype. Allow a minimum margin of 5% overall width on both ends.



LOGOTYPE BASICS

FIRESTORM LOGOTYPE

FireStorm is our custom utility designed to extract more performance from our ZOTAC GAMING graphics card. We've recently redesigned the logotype to better reflect the overall theme.



ALL ACCEPTABLE CONFIGURATIONS

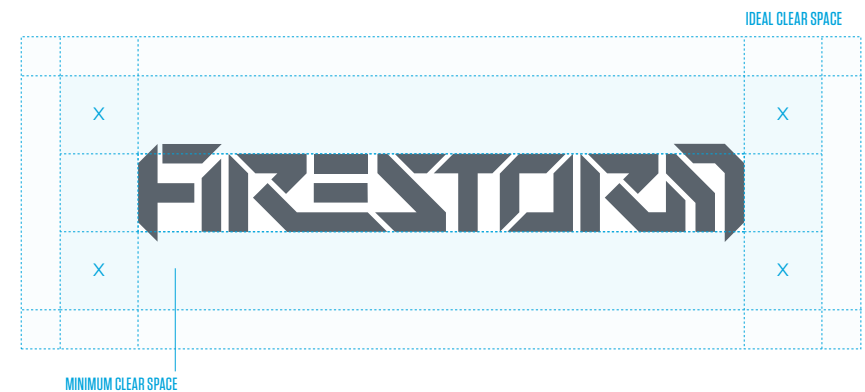
Use: **A** (color) and **B** (reverse white)



LOGOTYPE USAGE

CLEAR SPACE



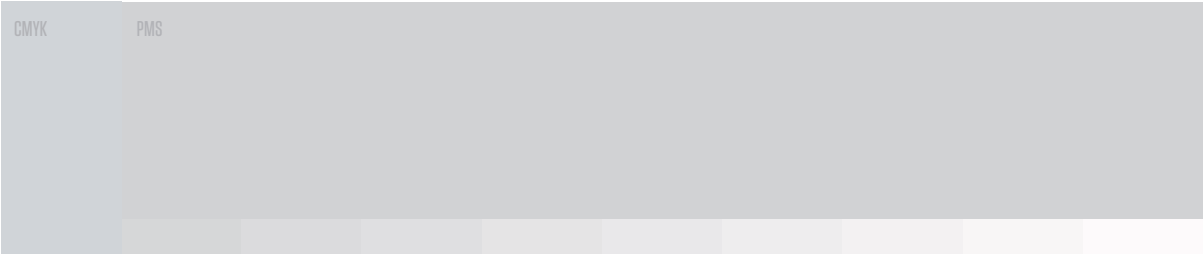
Allow the logotype wordmark room to breath and maintain an appropriate amount of clear space around it. Illustration above shows the “minimum clear space”. Ideally, maintain 1.5x the space or more, all around the logotype.



LOGO COLOR VALUES

LOGO COLORS


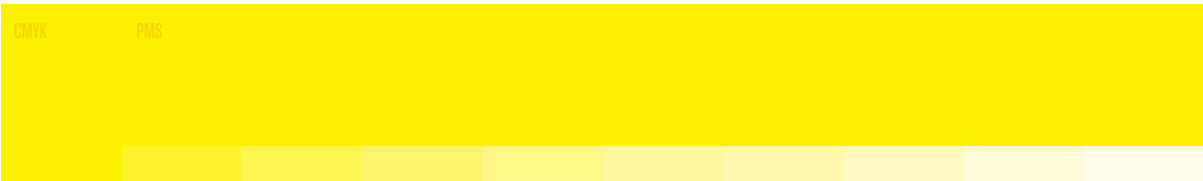
The colors reflect our gaming personality.
We are active and bold, yet sophisticated and mature.
Our color palette illustrates these qualities.

CMYK	PMS		PANTONE PMS 431C CMYK 15 / 5 / 0 / 70 RGB 91 / 99 / 109 HEX #5B636D
CMYK	PMS		PANTONE PMS 419C CMYK 75 / 65 / 65 / 75 RGB 26 / 31 / 31 HEX #1A1F1F
CMYK	PMS		PANTONE PMS 427C CMYK 2 / 0 / 0 / 18 RGB 207 / 212 / 216 HEX #CFD4D8

BRAND COLOR VALUES

BRAND COLORS

These are the acceptable color palettes for use in backgrounds and designs. Avoid using 100% black for backgrounds whenever possible, instead, use colors specified here.

CMYK	PMS		PANTONE PMS 426C CMYK 75 / 65 / 60 / 60 RGB 42 / 47 / 50 HEX #2A2F32
CMYK	PMS		PANTONE PMS 431C CMYK 15 / 5 / 0 / 70 RGB 91 / 99 / 109 HEX #5B636D
CMYK	PMS		PANTONE PMS 7527C CMYK 15 / 13 / 16 / 0 RGB 215 / 211 / 205 HEX #D7D3CD
CMYK	PMS		PANTONE PMS COOL GRAY 1 C CMYK 8 / 6 / 8 / 0 RGB 232 / 231 / 227 HEX #E8E7E3
CMYK	PMS		PANTONE PMS PRO. YELLOW C CMYK 0 / 10 / 100 / 0 RGB 255 / 242 / 0 HEX #FFF200

TYPOGRAPHY

PRIMARY TYPEFACE

Typography is key to communicate a unified personality for ZOTAC GAMING. The primary typeface is **TUNGSTEN**.

TUNGSTEN IS ATHLETIC, HIGH TECH, LOUD, MASCULINE AND SOPHISTICATED: QUALITIES WE WANT TO CONVEY IN THE GAMING LINE.

When writing headlines and sub-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 as well.

SECONDARY TYPEFACE

The secondary typeface is **GOTHAM**.

GOTHAM is the primary ZOTAC corporate typeface, but it's utilized in a secondary capacity for the gaming line (mainly for body copy). When using GOTHAM for body copy, use sentence case.

PRIMARY

Aa

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

Bb

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

Cc

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

Dd

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

SECONDARY

Aa

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

Bb

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

Cc

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

LANGUAGE

HOW IT IS WRITTEN

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

We make great products. We are bold and confident, at the same time sophisticated 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.

TONE OF VOICE

- | | |
|---------------------------|-------------------------------|
| ○ CORRECT: ZOTAC GAMING | ○ CORRECT: ZOTAC GAMING MEK |
| ✗ INCORRECT: ZOTAC Gaming | ✗ INCORRECT: ZOTAC Gaming Mek |
| ✗ INCORRECT: Zotac Gaming | ✗ INCORRECT: Zotac Gaming Mek |
| ✗ INCORRECT: zotac gaming | ✗ INCORRECT: zotac gaming mek |

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)

RELATABLE

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.

HOW IT IS WRITTEN

THE LETTER CASE AND FORMAT presented is how we would prefer the product names to be written out when used.

NOTE

[RTX xxxx Series] = 3080 or 3070 or 3060 Ti...etc

ZOTAC GAMING GEFORCE RTX™ GRAPHICS CARDS

AMP Extreme | THE STRONGEST

AMP Extreme is the full-featured, performance factory overclocked graphics card out of the box.

ZOTAC GAMING GEFORCE RTX™ [RTX xxxx Series] AMP Extreme

AMP | FASTER

Factory overclocked graphics cards right out of the box. AMP comes with premium hardware for more speed and more performance.

ZOTAC GAMING GEFORCE RTX™ [RTX xxxx Series] AMP

OC | FAST

OC takes speed up a notch for that additional edge in performance.

ZOTAC GAMING GEFORCE RTX™ [RTX xxxx Series] OC

Trinity | TRIPLE FAN

Trinity is outfitted with a powerful triple-fan cooling solution for maximum performance.

ZOTAC GAMING GEFORCE RTX™ [RTX xxxx Series] Trinity

Twin Edge | DUAL FAN

A dual-fan design enables Twin Edge to provide double the cooling performance.

ZOTAC GAMING GEFORCE RTX™ [RTX xxxx Series] Twin Edge

Solo | SINGLE FAN

Solo ensures good performance with a compact size, utilizing a single fan design.

ZOTAC GAMING GEFORCE RTX™ [RTX xxxx Series] Solo

Holo | HOLOBLACK DESIGN

Holo graphics card features HoloBlack, a unique design embracing an aurora-like holographic finish.

ZOTAC GAMING GEFORCE RTX™ [RTX xxxx Series] AMP Extreme Holo

ZOTAC GAMING GEFORCE RTX™ [RTX xxxx Series] AMP Holo

MINI (AIR) | SMALL AND STRONG

Small only in size, MINI (AIR) pushes big performance.

ZOTAC GAMING GEFORCE RTX™ [RTX xxxx Series] MINI

ZOTAC GAMING GEFORCE RTX™ [RTX xxxx Series] AIR

ArcticStorm | WATER COOLED

Full throttle performance combined with fearless liquid cooling.

ZOTAC GAMING GEFORCE RTX™ [RTX xxxx Series] ArcticStorm

AMP

AMP
EXTREME

AMP
H O L O

AMP
EXTREME HOLO

HOLOBLACK

TWIN EDGE

TRINITY

AIR

SOLO

OC
EDITION

ARCTICSTORM

WHITE
EDITION

LANGUAGE

HOW IT IS WRITTEN

THE LETTER CASE AND FORMAT presented is how we would prefer the product names to be written out when used.

ZOTAC GAMING Gaming PC

MEK ULTRA | THE ULTIMATE

MEK ULTRA is Made For Gaming. Equipped with next generation hardware, MEK ULTRA is the ultimate Gaming PC.

MEK ULTRA Gaming PC

MEK1 | THE SLIMMEST

MEK1 is the Gaming PC for those who Live to Game. Built with a slim form factor, it looks strong and games strong.

MEK1 Gaming PC

MEK MINI | THE SMALL AND STRONG

Small only in size, MEK MINI pushes big performance.

MEK MINI Gaming PC

Thank you for using ZOTAC GAMING brand 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

