SUPERZOO

TABLE OF CONTENTS

FULL COLOR LOGO • preferred

The full color logo on a white background should be used wherever possible. It can also be used on a light, simple textured background.

FULL COLOR | WHITE TYPE LOGO

The full color logo with white name should be used on dark, simple textured backgrounds.

FULL COLOR LOGO | ICON OPTIONS

The logo with the five main icons will be used in most cases. Two additional icons can be used when the target market is aligned with their animal. The cat can be swapped for the horse and the rabbit can be swapped for the reptile.

Logo with swapped horse icon

Logo with swapped reptile icon

Logo with swapped horse and reptile icon

GRAYSCALE LOGO

Only use the grayscale version when production constraints do not allow the color versions to be used.

SINGLE COLOR LOGO

Only use the single color logo when production constraints do not allow the use of multiple colors. Use against white or light background. The single color logo does not use the icons.

SUPERZOO

REVERSED LOGO

Only use the all white version against a dark background when production constraints do not allow the use of color. The reversed logo does not use the icons.

SUPERZOO

MEASUREMENT, SIZE AND SAFE AREA

2"

PRINT USE

It should not be used under 2 inch in width.

Print minimum size: 2 inch (50.8 mm)
Web minimum size: 400 pixels

DIGITAL USE

The logo should not be made smaller than 400 pixels in width. To ensure strong visibility, a clear space must always surround the SUPERZOO logo.

2"

UNIT OF MEASURE

The safe area is defined by the width of the letter "S" within the SUPERZOO Logo.

"X" = The width of the letter "S" within the SUPERZOO Logo

SAFE AREA

When determining the safe area, the logo's edges are defined by the width of the letters SUPERZOO and the top of the icon circles.

X

X

X

X

MEASUREMENT, SIZE AND SAFE AREA

PRINT USE

It should not be used under 1 inch in width.

1"

SUPERZOO

1"

Print minimum size: 1 inch (25.4 mm)
Web minimum size: 200 pixels

DIGITAL USE

The logo should not be made smaller than 200 pixels in width. To ensure strong visibility, a clear space must always surround the SUPERZOO logo.

UNIT OF MEASURE

The safe area is defined by the width of the letter "S" within the SUPERZOO Logo.

SUPERZOO

"X" = The width of the letter "S" within the SUPERZOO Logo

SAFE AREA

When determining the safe area, the logo's edges are defined by the width and the height of the letters SUPERZOO.

X

X

SUPERZOO

X

X

INCORRECT LOGO USAGE EXAMPLES

DON'T change the orientation
of the logo

DON'T distort the logo

DON'T outline the logo

DON'T recolor the logo name

DON'T recolor the logo icons

DON'T add a drop shadow
to the logo

NEW!

DON'T introduce new elements
to the logo

DON'T change the opacity
of the logo
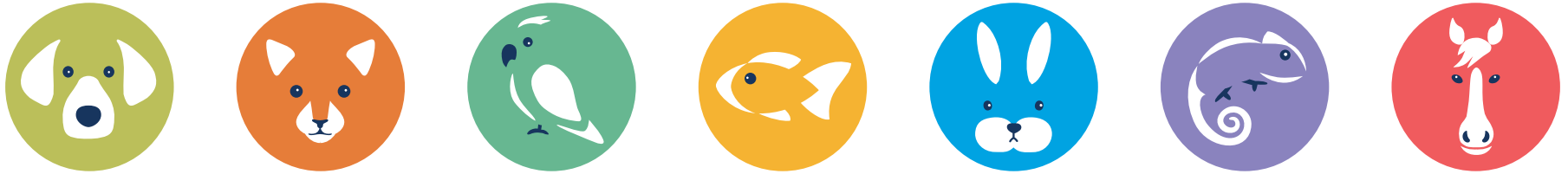
DON'T add a frame around
the logo

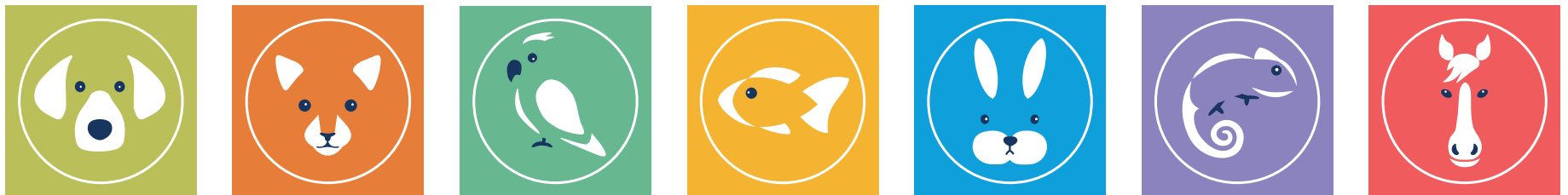**FULL COLOR LOGO**

FULL COLOR | WHITE TYPE LOGO

ICON COLLECTION

These icons can be used on white, neutral and dark backgrounds, as long as there is enough contrast. Each icon can be used as single design element or as group.
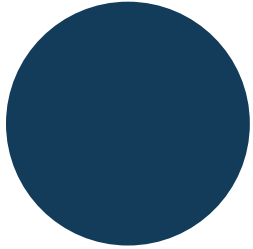
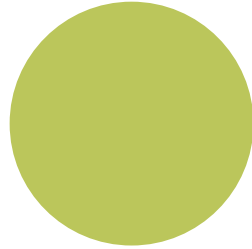## ICON COLLECTION WITH WHITE CIRCLE

Each icon can only be used on its designated brand color as background and therefor can only be used as single design element. (see page 11 for design examples)
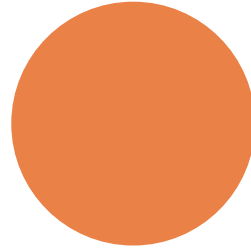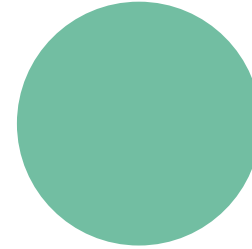
PANTONE 534 C
CMYK 96 / 76 / 40 / 31
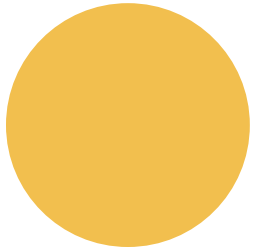RGB 24 / 60 / 91
WEB #183C5B

PANTONE 4234 C
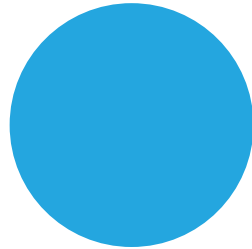CMYK 30 / 10 / 80 / 0
RGB 188 / 198 / 92
WEB #BCC65C

PANTONE 7577 C
CMYK 5 / 60 / 80 / 0
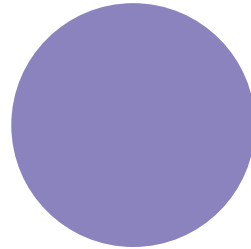RGB 233 / 129 / 71
WEB #E98147

PANTONE 2248 C
CMYK 55 / 5 / 45 / 0
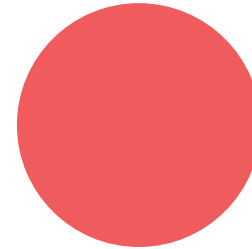RGB 117 / 190 / 161
WEB #75BEA1

PANTONE 143 C
CMYK 5 / 25 / 80 / 0
RGB 241 / 191 / 80
WEB #F1BF50

PANTONE 2191 C
CMYK 71 / 17 / 0 / 0
RGB 37 / 167 / 223
WEB #25A7DF

PANTONE 2715 C
CMYK 49 / 49 / 0 / 0
RGB 137 / 131 / 190
WEB #8983BE

PANTONE 178 C
CMYK 0 / 80 / 58 / 0
RGB 241 / 91 / 93
WEB #F15B5D

LOGO FONT (MODIFIED)

WALRUS

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@$^&()

In written communications such as emails or press releases, SUPERZOO should always be capitalized.

LOCKUP FONT

PROXIMA NOVA

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()_+

Regular | *Regular Italic*

Medium | *Medium Italic*

Semibold | *Semibold Italic*
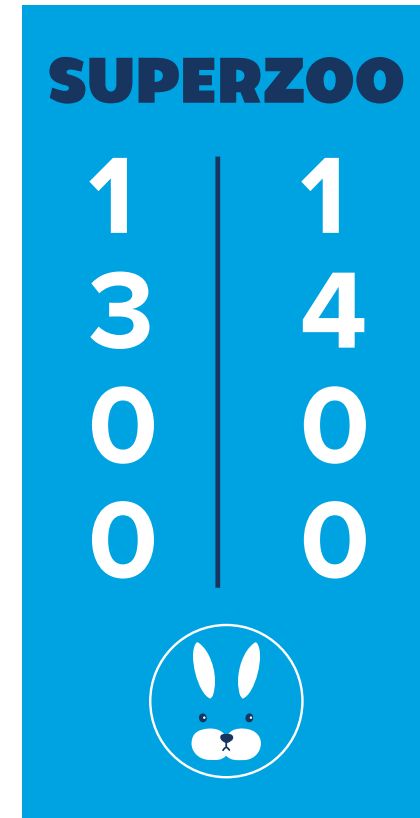
Bold | ***Bold Italic***

CARD SIGNS

AISLE SIGN

SUPERZOO

SHOW
SECURITY
OFFICE

SUPERZOO

POSTER SESSIONS

WEDNESDAY, SEPTEMBER 12
9:30 a.m. - 4:30 p.m.

WEDNESDAY, SEPTEMBER 12
9:30 a.m. - 4:30 p.m.

WEDNESDAY, SEPTEMBER 12
9:30 a.m. - 4:30 p.m.

SUPERZOO

1300 | 1400

KICK PANELS