

Brand Guidelines September 2018

Lidars



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Master logo Clear space and minimum size Logo for social media Logo with strapline Logo positioning Product logos



Master logo

Our logo is at the core of our identity, and pulls together several factors of our brand. The Z and X hint at returning laser lines of lidar technology, whilst also making a triangle shape synonymous with our products.

Usage:

- Don't change the font
- Don't squish or skew the logo
- Don't change or alter the colours
- Don't place the logo on a cluttered background
- Use the single colour logo on coloured backgrounds to ensure clarity

Full colour

Lidars

Single colour



NB: Please only use the provided artwork. Do not recreate.



Clear space and minimum size

Clear space:

The logo should always have clear space around it to allow it to be visible over various communication types. The letter L is an indicator of the minimum clear space.

Minimum size:

To ensure the logo remains visible and stands out across all communication material refer to the minimum logo sizes below.

Print:

Minimum recommended width is 15mm

Digital:

Minimum recommended width is 70px Note: An alternative logo is used for social media icons/profile images. Please refer to the following page for further details.

Clear space



Minimum size

Lidars

*Print this document at A3 to view the minimum size logo at the correct size.

Logo

Logo for social media

The logo has been tailored to work across all social media platforms. This logo variant should only be used for social media profile purposes.







Logo with strapline

Used for communication, marketing and campaign literature.

The position of the strapline should remain consistent across all applications and should sit underneath the logo and align with the 'L' of 'Lidars'.

Print:

Minimum recommended width is 35mm

Digital:

Minimum recommended width is 200px





NB: Please only use the provided artwork. Do not recreate.

Logo positioning

The logo can align to either the right or left hand margin depending on the layout of the design and the intended hierarchy of information.

The logo should never sit outside the page margins. It should always be positioned so it is legible and stands out from the background. The maximum size of the logo should not exceed 1/3 of the page width within the margins. The exception to this size rule is when the logo is being used on a larger format such as a pop up banner. In these circumstances the logo can be increased in size for maximum impact.



Product logo

Each product has its own naming device. This will be made up of the front section of the master logo followed by the product name in sentence case where possible. The typeface used for the product name is Graphik Semibold. If the product name is numbers or an abbreviation, uppercase is fine to use.

When the product name is used in conjunction with the master logo ensure there is substantial space between them and that they don't sit together.





Product



Brand elements

Colour Typography Tone of voice Photography Illustration Diagrams and charts



Colour

Our colour palette is bold, confident and friendly. We're innovators and we're not afraid to show it.

Primary colour palette

ZX Dark blue

PROCESS: C:91 M:71 Y:36 K:56 SPOT: PANTONE 2380 C R:0 G:38 B:56

ZX Bright red

PROCESS: C:0 M:95 Y:100 K:0 SPOT: PANTONE 485 C R:228 G:35 B:19

ZX Warm orange

PROCESS: C:0 M:51 Y:100 K:0 SPOT: PANTONE 144 C R:243 G:144 B:0

Secondary colour palette

ZX Fresh green

PROCESS: C:54 M:0 Y:100 K:0 SPOT: PANTONE 376 C R:138 G:189 B:36

ZX Light blue

PROCESS: C:86 M:8 Y:10 K:0 SPOT: PANTONE 299 C R:0 G:163 B:226

ZX Secondary gradient

ZX Primary gradient

Typography

Our brand typeface is Graphik. You can purchase it here: https://commercialtype.com/catalog/graphik/graphik

Graphik

Font weights

AaBbCcDdEeFfGgHhliJj	Thin	Extralight
KkLlMmNnOoPpQqRrSs TtUuVvWwXxYyZz	Thin Italic	Extralight Italic
1234567890	Regular	Medium
	Regular Italic	Medium Italic
	Bold	Black

Bold Italic Black Italic

Light LightItalic Semibold Semibold Italic

Super

Super Italic

Typography

The preferred colour for copy is the ZX Lidars Dark blue from the primary colour palette.

Graphik's default leading is often quite tight so open up your leading as noted below. The type should be set in sentence case as a continuation of the logo and product naming.

Headlines Leading recommendation: Type size + 5 pt We are ZX Lidars want to measure the wind? Sub headlines Leading recommendation: Type size + 4 pt Accurate, accepted and affordable. Measure the wind higher, further and faster, operate in all climates, reduce wind Use Graphik Regular **Body copy** farm project uncertainty and operating costs, increase project value. Manage your Leading recommendation: Type size + 5pt wind resource risk and optimise your assets by employing the single most validated remote wind sensor available. Our ZephIR Lidars are powerful tools in any wind resource assessment toolbox: In Development, Construction & Energisation and through to Operations and Re-powering. The product family - ZephIR 300, ZephIR 300M and ZephIR DM - allows for installation onshore, offshore and turbine-mounted. See the wind. See your turbine's true potential. ZephIR Lidar delivers wind speed at light speed. **Small print** Small print (T&Cs for example) should never be less The small print. Fero imus plaborem volut everferciet velenetus, tendae debit, te voloristiis eaguat et re verest omnis abor molo erum eague laciissincto commos audit aut re exerum is as proritatus res cum eum aceseris. Ugit magnis est guos mo conet aut laut volenis cipitatem estis doluptatin repudip than 6pt and always use Graphik Regular. sundentiis utem. Dunt voloria et prem que maximin ctemqui ut accat hitat pro blam conseceatque et perum rest, soluptur? That way it ensures clarity at a smaller size.

Leading recommendation: Type size + 3pt

How do we sound

What we say, and how we say it is as important as the way we look. The messages we send give more than information, they communicate to our audience what kind of company we are.

Emotionally intelligent

As a brand, we're intelligent - but it's always delivered with passion and emotion as we believe in what we do. This means we don't baffle people with jargon, and we'll always try to communicate why we think what we think, in a way everyone else can understand.

Sincere

We're not cold in our writing or speaking, and we try not to sound abrupt. We want our clients to love what we do, so we do our best to make sure we understand them, and they understand us.

Enthusiastic

We love science, tech and making it all mean something, and we can't help but communicate it. Enthusiasm comes through our choice of words, our bright colours and our energy.

Product photography

Our products are incredible, and help to save money, energy and the environment. To make sure this is communicated we ensure our products are shot beautifully, with a premium feel and neutral backdrop.

No cut outs and natural lighting and shadows only. Examples shown below. **Key elements** Premium Clean lines

Neutral background

NOTE: Mood images to be replaced with brand photography



Product in-situ photography

When using photography to show the product in-situ, apply these rules to create consistent content. Overall the idea is to keep the imagery as clean as possible to make it easy for the audience to understand what they are looking at.

Less is more

Key elements

Avoid clutter and dark images.

Focal point

Consider the purpose of the image and what it is you intend to communicate to the audience.

People should only feature if it adds to the image or narrative.

Authentic

Engaging Location or environment based





Brand patterns

There are a series of brand patterns that can be used in a variety of ways to add visual interest to a piece of communication.



Brand patterns

How to use the brand pattern in conjunction with the master logo.

Portrait



Landscape

2/Lidars

2/Lidars



Dynamic illustrations

Dynamic illustrations are used to demonstrate how the products work in a clear and diagrammatic format without being overly technical and confusing.



Lidar in complex terrain





Diagrams and charts

Diagrams and charts are kept clear and informative to ensure the content is as accessible as possible. When designing any diagrams or charts use tones of the ZX Light blue but when additional colours are required colours from both the primary and secondary colour palette can be used.

Bar chart

Pie chart

Line graph







Applications

Stationery Brochure Website Social media Pop up banner



Stationery

2nd January 2018 ZX Lidars The Old Barns Fairoaks Farm Hollybush Ledbury HR8 IEU Phone 01531 65 1000 Email: alex@zxildars.com zxildars.com Non Woodward Hawa ur Connensing Nerverlan Yrenhan Herebanen Nerdersonnen nom Mobile 07232 768 004

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David Ford The One Off 28-30 Derby Road Melbourne Derbyshire DE73 BFF

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Alex Woodward



Brochure





Onshore: Development

Stand alone wind measurements

Want to measure the wind?

Messure the wind higher, further and faster, operate in all climates, reduce wind farm project uncertainty and operating costs, increase project value. Manage your wind resource risk and optimise your assets by employing the single most validated remote wind sensor available.

in any wind resource assessment toolbox: In Development, Construction & Energisation and through to Operations and Re-powering.

The product family - ZephIR 300, ZephIR 300M and ZephIR DM - allows for installation onshore, offshore and turbine-mounted.

See the wind. See your turbine's true potential. ZephIR Lidar delivers wind speed at light speed.

Entirely replace the need for a met mast within an Energy Yield Analysis wind / measurement campaign.

Remove uncertainties associated with met masts including flow distortion, cup calibration and

Remove all planning permits required for tall mast structures. considerations by actively working towards industry best practice.

Yield Analysis / wind measurement campaign to start tomorrow.

confirms extremely low uncertainty wind measurement comparable to, or in some cases better than, Class 1 mechanical cup anemometers.



Lidar in complex terrain

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Website



Website homepage as you scroll down





sales@zephirlidar.ce +44 (0) 1531 651 00



Floating Lider company EOLOS to deploy with ZephIR in Baltic Sea Turn-key offshore wind measurement compa confirms deployment with one of the biggest Utilities in Poland. EOLOS FLS200 commissio at Baltic Sea Offshore Wind Farm. In a competender EOLOS secured contracts to deploy the EOLOS FLS200 Floation Lider runnova devia

Announced at WindEurope 2017 – Leading Lidar Provider, ZeyPik Lidar, har netwased details of a new meteorological standard for offshore substations within operational offshore with a ZephiR 3000 wind lidar sa part of a Meetorological Monitoring Module to provide remote wind measurements from the system's installed location up to __READ MORE

The Old Barns Fairoaks Farm Hollybush © (in V V

Email newsletter example



Social media



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Pop up banner



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