



Brand Guidelines
September 2018

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Logo

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



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



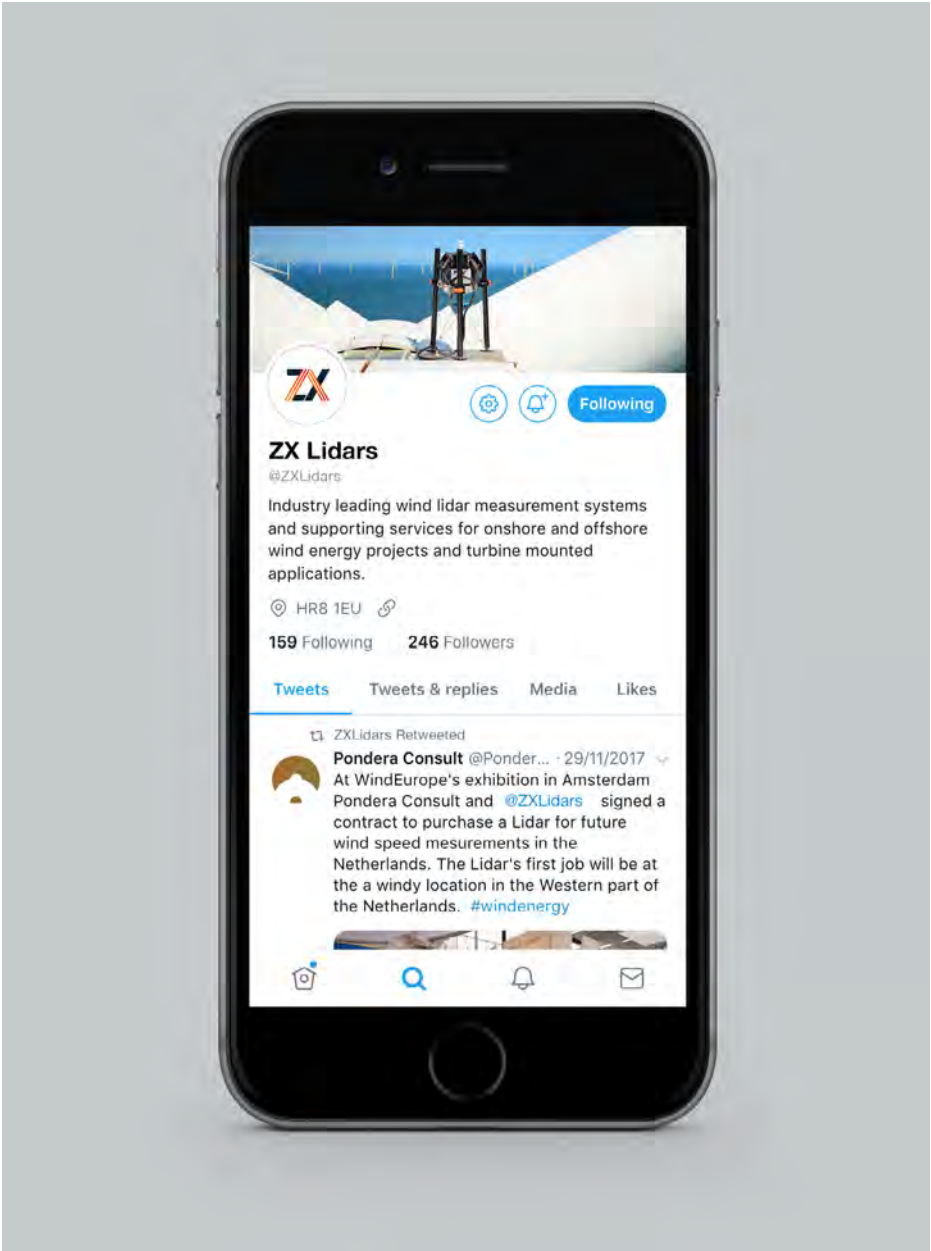
Minimum size



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

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

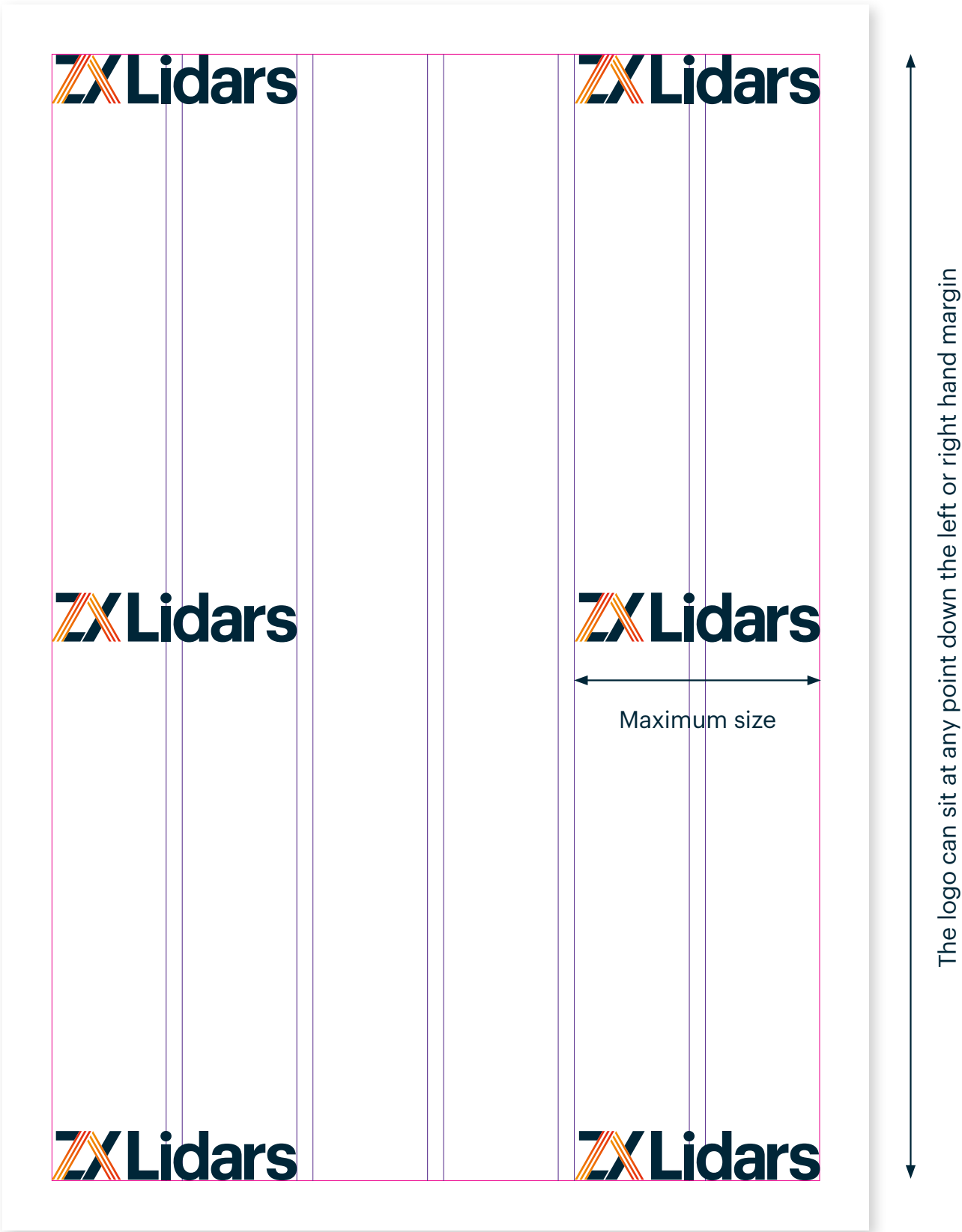


NB: Please only use the provided artwork. Do not recreate.

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.

 300

 TM

 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

ZX Primary gradient

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

Typography

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

Graphik

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890

Font weights

Thin	Extralight	Light
<i>Thin Italic</i>	<i>Extralight Italic</i>	<i>Light Italic</i>
Regular	Medium	Semibold
<i>Regular Italic</i>	<i>Medium Italic</i>	<i>Semibold Italic</i>
Bold	Black	Super
<i>Bold Italic</i>	<i>Black Italic</i>	<i>Super Italic</i>

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.

Body copy

Use Graphik Regular

Leading recommendation: Type size + 5pt

Measure 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. 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 than 6pt and always use Graphik Regular. That way it ensures clarity at a smaller size.

Leading recommendation: Type size + 3pt

The small print. Fero imus plaborem volut everferciat velenetus, tendae debet, te valoristiis equat et re verest omnis abor molo erum eaque laciissincto commos audit aut re exerum is as proritatus res cum eum acaseris. Ugit magnis est quos mo conet aut laut volenis cipitatem estis doluptatin repudip sundentiis utem. Dunt voloria et prem que maximin ctemqui ut accat hitat pro blam conseceatque et perum rest, soluptur?

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**
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.

- Key elements**
 - 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

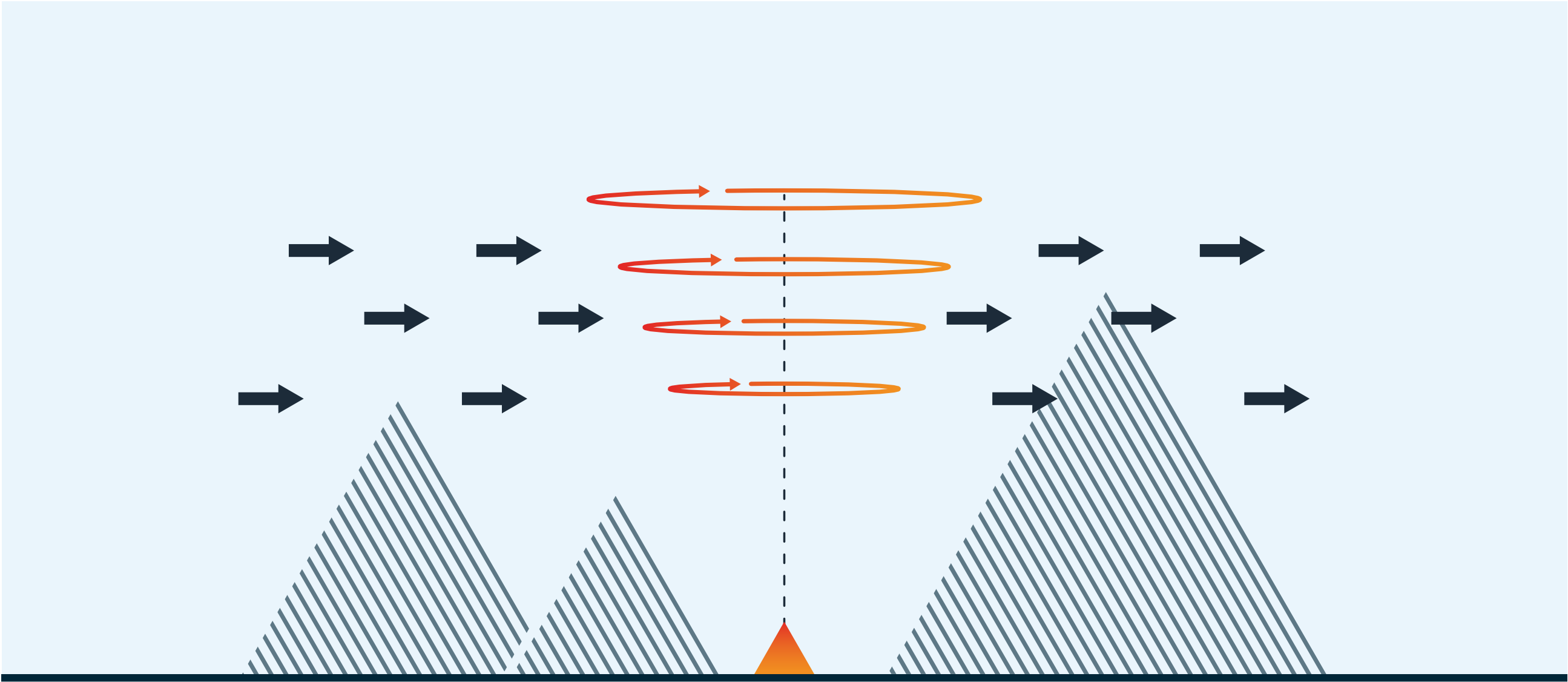


Landscape



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

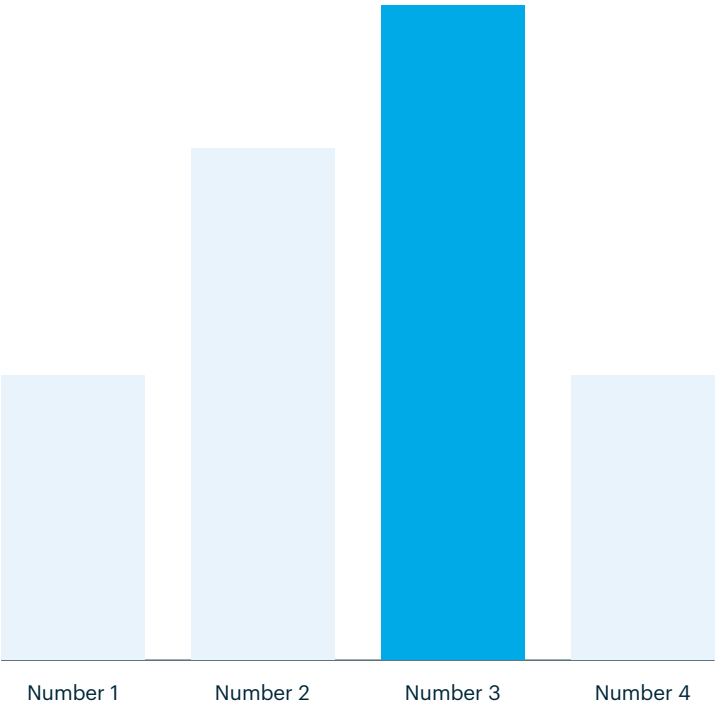
- Lidar
- Wind
- Light beam



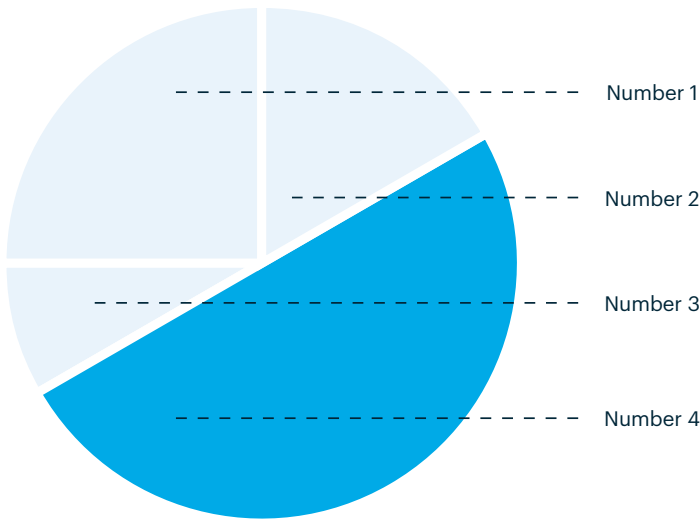
Diagrams and charts

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.

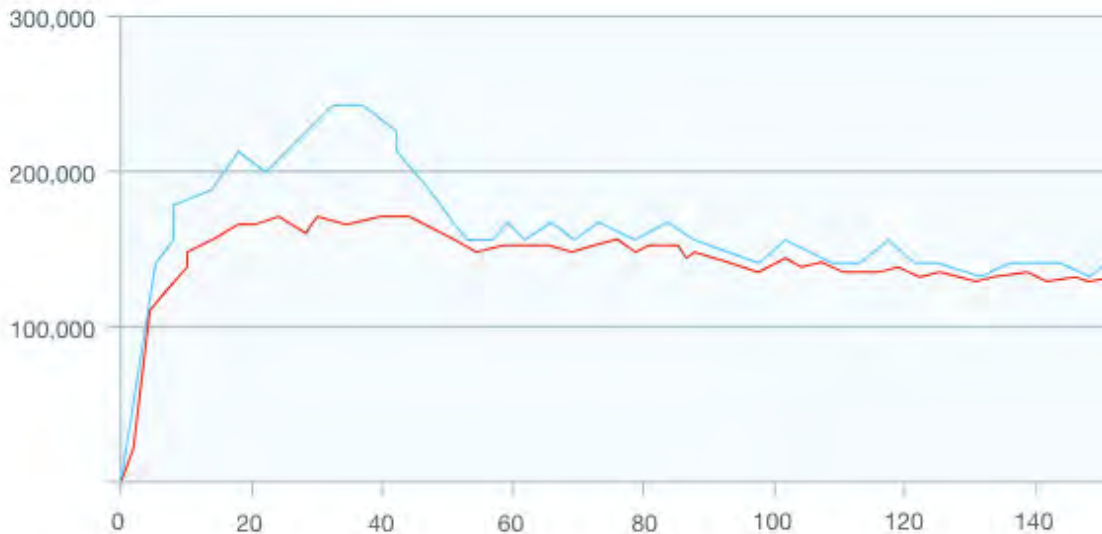
Bar chart



Pie chart



Line graph



Applications

Stationery

Brochure

Website

Social media

Pop up banner

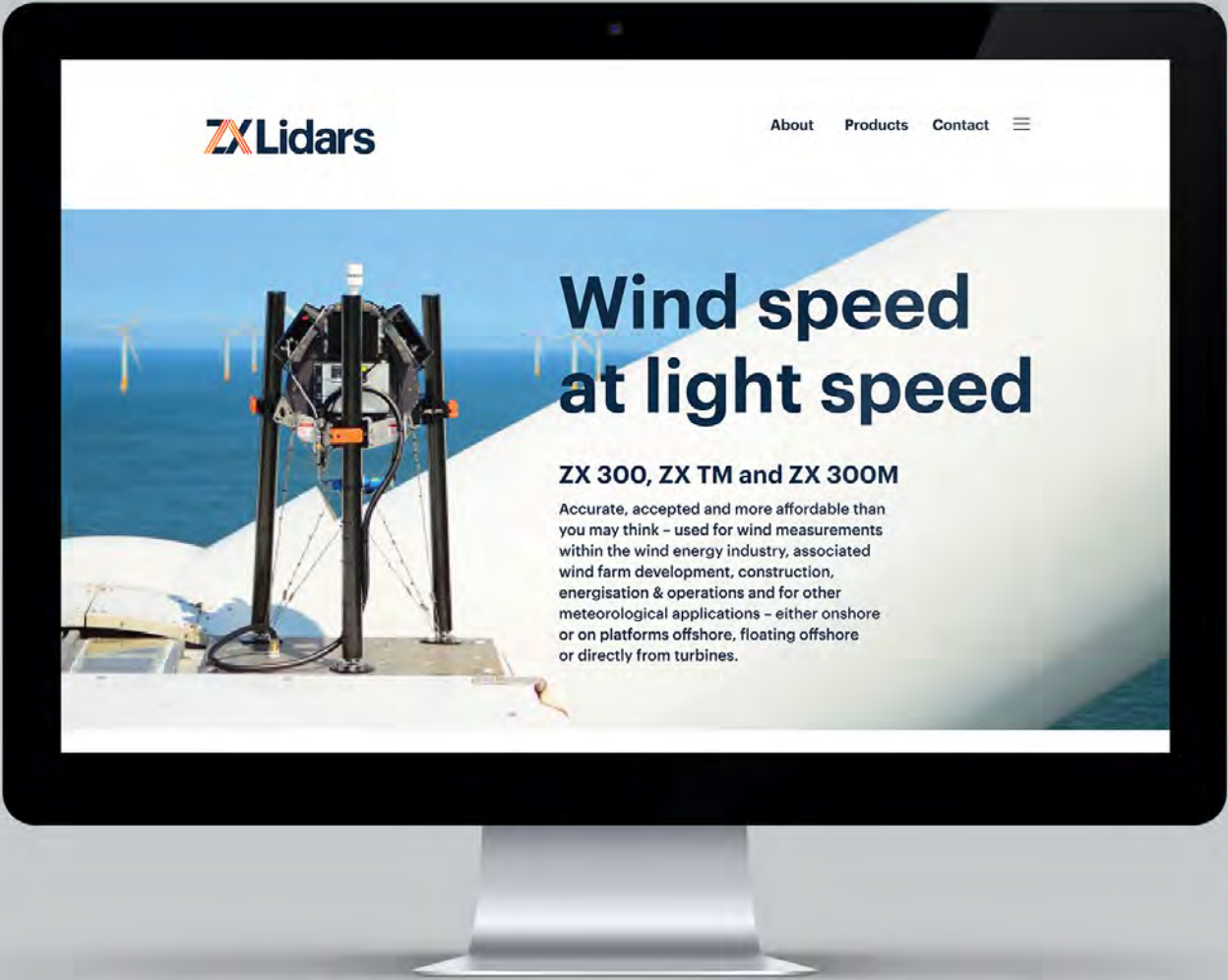


Stationery

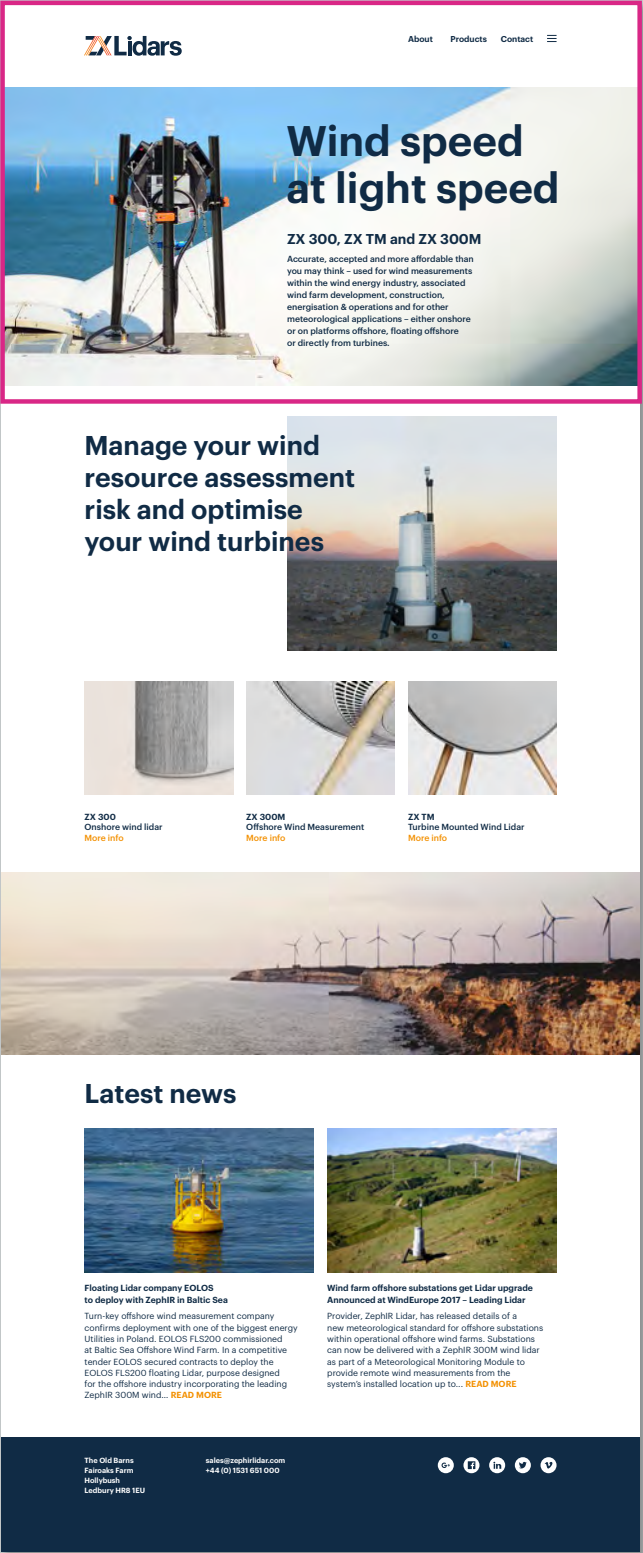




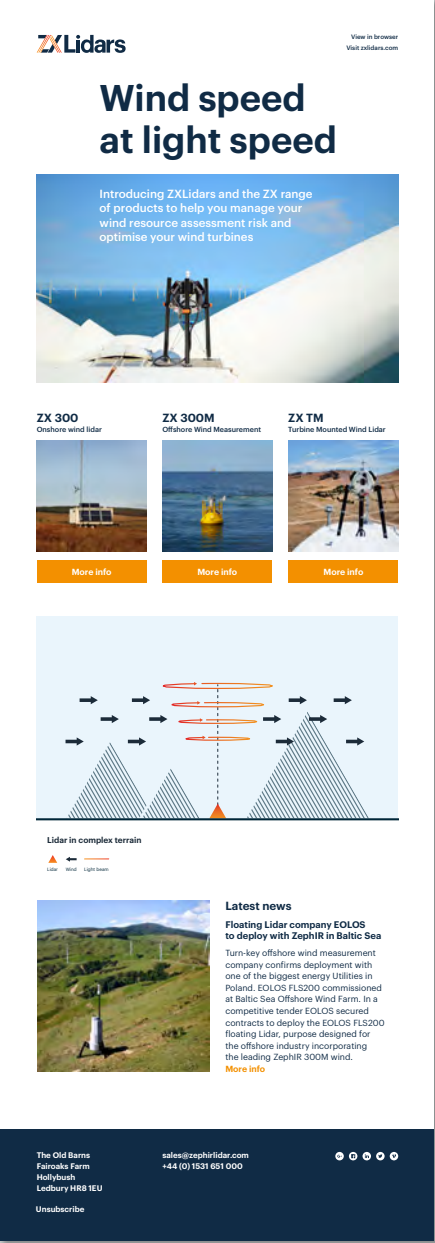
Website



Website homepage as you scroll down



Email newsletter example



Social media



Pop up banner

