

BRAND GUIDELINES



LOGO VARIATIONS

Shown here is the standard 10ZiG logo. There is also a version with no registration mark that can be used at small sizes. All variations of the logo should follow the same guidelines outlined in this document.

Note: Logo files ending in “CMYK” should be used for print materials, and files ending in “RGB” should be used for digital applications.



STANDARD LOGO

LOGO SPACING

There should be clear space that is a minimum of 50% of the height of the logo around the logo at all times.



COLOR PALETTE

PRIMARY BRAND COLOR 10ZiG ORANGE

#F16622
C1 M74 Y99 K0
R241 G102 B34
Pantone 165C Orange

APRICOT

#F9B28C
C0 M35 Y44 K0
R249 G178 B140

SEASHELL

#FFF3ED
C0 M4 Y4 K0
R255 G243 B237

WHITE

#FFFFFF
C0 M0 Y0 K0
R255 G255 B255

PRIMARY BRAND COLOR BLACK

#0A0203
C30 M30 Y30 K100
R10 G2 B3
Pantone Black

MIDNIGHT GRAY

#0B1520
C84 M73 Y58 K75
R11 G21 B32

USE FOR TEXT COLOR BLACK PEARL

#101C28
C86 M73 Y56 K70
R16 G28 B40

TANGAROA

#1E2A35
C84 M70 Y54 K59
R30 G42 B53

MEDIUM GRAY 1

#464B55
C71 M62 Y50 K34
R70 G75 B85

MEDIUM GRAY 2

#7E7F84
C53 M44 Y40 K7
R126 G127 B132

LIGHT GRAY 1

#AEAEB4
C32 M27 Y23 K0
R174 G174 B180

LIGHT GRAY 2

#D7D6D7
C14 M12 Y11 K0
R215 G214 B215

LIGHT GRAY 3

#EFEFEE
C5 M4 Y2 K0
R239 G238 B241

LOGO COLOR OPTIONS

The standard versions of the logo are the full color and reversed color versions. However, there may be times when you cannot use or would prefer not to use those versions. In that case, approved alternate options are shown below.

FULL COLOR



Standard logo for use on white and light backgrounds

REVERSE COLOR 1



Standard logo for use on black and dark backgrounds

REVERSE COLOR 2



Standard logo for use on 10ZiG Orange backgrounds

ONE COLOR, WHITE



For use on dark backgrounds when reverse color versions cannot be used

ONE COLOR, BLACK



For use on light backgrounds when full color version cannot be used

TYPOGRAPHY

Shown here are the approved standard typefaces used by the 10ZiG brand.

Note: When using these typefaces, please be aware that they will need to be installed on a computer for document formatting to display correctly. If you send a Word or other non-PDF document that uses these typefaces to an external source, the external source will also need to have them installed. PDF documents lock fonts and formatting, so they do not have the same issue. Arial and Arial Narrow are alternate options that can be used to avoid this issue.

HEADINGS & SUBHEADINGS

Bernina Sans Condensed

Bernina Sans Condensed should be used for main headings, sub-headings, and areas where space is limited. Bold is the standard weight used, but Semibold and Regular can also be used when needed.

BODY COPY & WEB HEADINGS

Proxima Nova

Proxima Nova is the standard typeface for body copy, along with headings on the 10ZiG.com website.

The quick brown fox jumps
over the lazy dog.
BOLD

Aa Aa Aa Aa
REGULAR MEDIUM SEMIBOLD BOLD

TYPOGRAPHIC HIERARCHY

Shown here is an example of how the brand typefaces can be used together in harmony.

- Bernina Sans Condensed Bold
Point size: 9 | Tracking: 75
- Bernina Sans Condensed Bold
Point size: 18 | Tracking: 0
- Proxima Nova Regular
Point size: 9 | Tracking: 0
- Bernina Sans Condensed Bold
Point size: 9 | Tracking: 50

10ZiG

10ZiG PARTNERSHIPS

Powering VDI Solutions with World-Class Partnerships

We work closely with leading industry vendors to expand our technology partnerships in the world of DaaS, SaaS, VDI & Web Apps. Get to know our technology partners.

EXPLORE TECH PARTNERS