

zencontrol

# Brand guidelines

## 2018



## Logo primary

### Do not alter the logo

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Mainly use the primary color logo, pms 3258, on white.

The logo must not be modified, changed, nor adapted.

Variations with additional country names or division names are forbidden.

Variations and guidelines for distributors, co-branding and ingredient branding are found in this manual.



zencontrol

# Logo variations

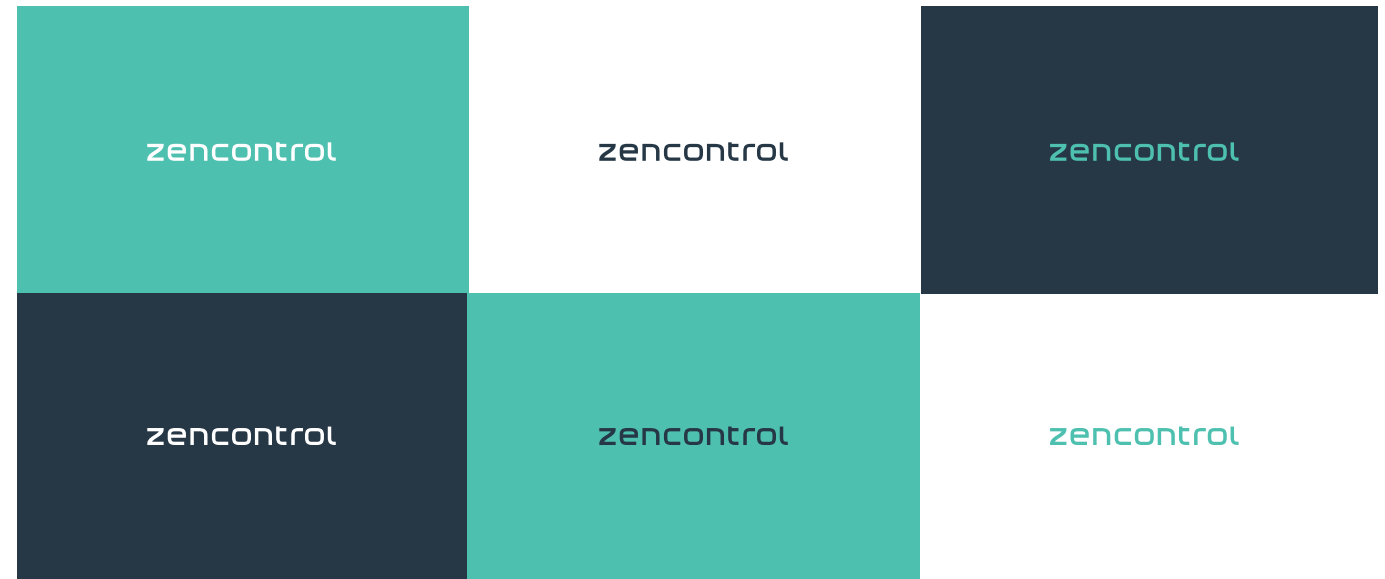
## Logo on colour

There is one logotype and three colour variations. Which version you choose is dependent on the background colour or photograph colour.

white

pms 7546

pms 3258



## Issues and exceptions

**Changes in colour values** may occur while copying RGB vector files (ai, EPS) into Photoshop (RGB). To avoid this, place the zencontrol colour RGB file into photoshop rather than 'copy/pasting' directly from Illustrator

Exceptions may apply for applications where the zencontrol palette cant be applied:

- **Products** where methods limit the colour options. Ie for laser etching shades of grey or black is acceptable.
- **One-colour print** where shades of grey or black is the only option.

# Logo rules

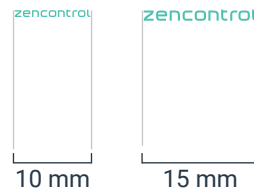
## Clear space

The logo should have enough surrounding freespace to ensure its integrity is not lost. The "o" is based on the x-height of the logo. This space should be seen as a min. dimension.



## Minimum size

The minimum size of the word zencontrol in all variations of the logo is 10 mm wide, however for most publications 15 mm is recommended.



## Name in text

When referencing the zencontrol name in text, use a lowercase "z" with no space between "zen" and "control". The name should not appear with a capital "Z".



# Logo violations

## Don't

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### *Do not alter approved artwork in any way*

01. Don't use a font instead of the logo
02. Don't outline
03. Don't bold
04. Don't break up sizes
05. Don't break up colours
06. Don't stretch
07. Don't place any other third-party logo close to the logo
08. Don't place the logo on a pattern
09. Don't lower the opacity of the logo
10. Don't place the logo on colours that aren't pre-approved
11. Don't place the logo on a low contrast background
12. Don't violate clear-space rules

01 ✘ zencontrol

02 ✘ zencontrol

03 ✘ zencontrol

04 ✘ zencontrol

05 ✘ zencontrol

06 ✘ zencontrol

07 ✘ zencontrol  
a brand of | evo

08 ✘ zencontrol

09 ✘ zencontrol

10 ✘ zencontrol

11 ✘ zencontrol

12 ✘ zencontrol

## Logo correct application







# Co-branding a partnership

## What is co-branding?

Co-branding or a brand partnership when two or more brands join together to present a new offer to the market, or to improve an existing offer.

*This section is an **abbreviated** guide for third-party companies and comprises of which marks that may be used and how to use them when in a partnership with zencontrol. Please note that a full version is given after an agreement is signed.*

### Types of partnership agreements

- General distributor
- Silver / Gold Solutions providers
- Ingredient branding: zencontrol inside, marketed partner
- OEM: zencontrol inside, silent partner
- Shared promotion

### Marks

The corporate zencontrol logo should not be used by any company other than zencontrol themselves. To emphasize the different contractual agreements with zencontrol, each of the partnership agreements has its own visual representation or logo, called a “mark”.

### Usage rights

Partners must obtain appropriate permission, specified in their partnership agreement or other written consent to use zencontrol marks. When used in a specific campaign you must obtain advance written approval of your specific use from zencontrol no later than one full week before launching your marketing campaign. To obtain approval, submit your proposed use to: [branding@zencontrol.com](mailto:branding@zencontrol.com)

### How/Why

Consumers must be able to distinguish who the sender of the message is, the partner, presented through style and use of company logo. The distinctive mark must be present to clearly signal that the partner is providing products or ingredients from the manufacturer, zencontrol. Ideally, this mark functions like a “seal” that is simple and versatile, credibly communicating quality and confidence.



***“ Remember to make your own brand features at least as or more prominent than the zencontrol mark or any zencontrol brand resources displayed on the same page or in the same marketing materials. ”***

# Co-branding scenarios

## Branding in 3-steps

### 1. Who

Always begin by determining who is sending the message and thus which brand has dominance.

Are you, the third-party, sending the message?

Or is zencontrol sending the message?

If you are sending the message your own brand is dominant and you may utilise one of the zencontrol marks to express your relationship with us.

### 2. Scenario

What is the main message?

Is the partnership the main message?

Is the zencontrol mark important?

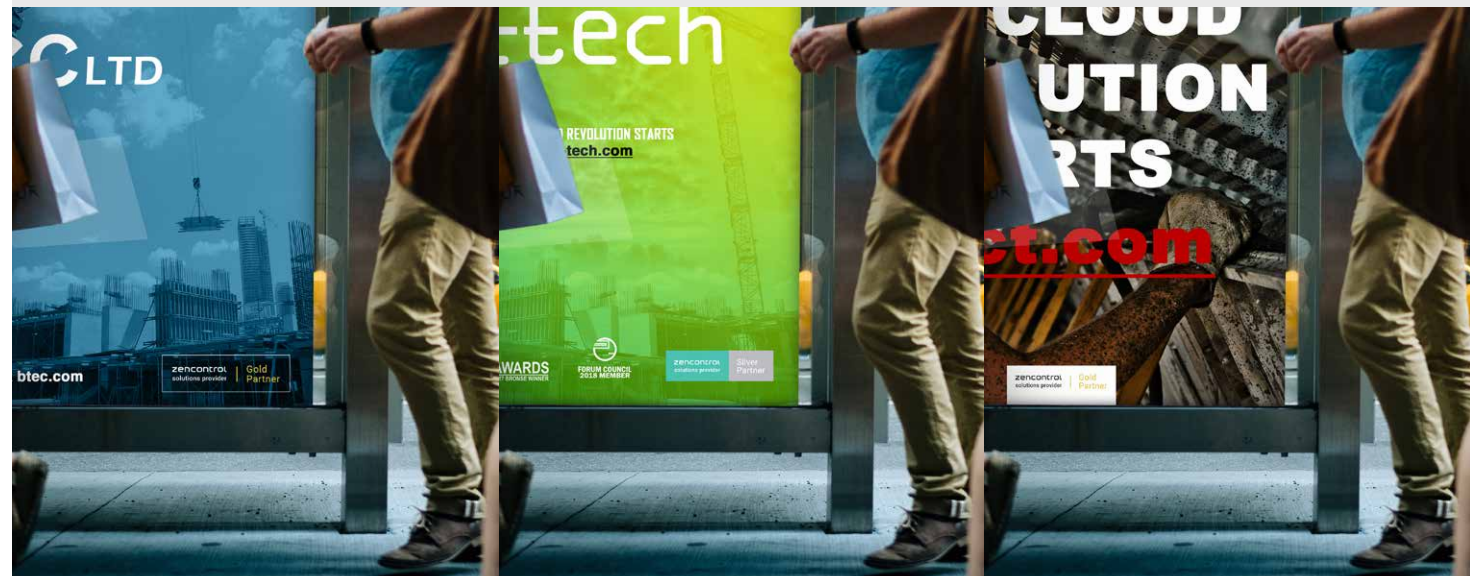
Is the zencontrol mark the only additional logo?

Choose the mark variation that best suits the context, background, content of the material/ advertisement.

### 3. Follow the standard guidelines

The zencontrol co-branding marks follow the same rules as the main zencontrol logo: clearspace, size requirements, colours.

*Do not violate branding guidelines*





# Branding 03

# Identity

## Personality

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zencontrol is an innovative wiring and control systems that allow several devices to connect together. The system is Cloud-based meaning it connects both wirelessly and through wires, it communicates with the connected devices and keeps the buildings system up to date. Part of its innovative nature it's DALI 2.0 compatible, its also the switch and sensor.

The name was chosen because the zencontrol system will be simple, easy to use and easy to pair with any device. On the market it will be considered the apple of control systems, user friendliness and a smooth interface is key to its design.

## Our values

- Efficiency
- Innovative and smart products
- Professionalism
- Quality

# Violations

## Prohibited uses

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**The below list contains actions and uses of the zencontrol brand and its brand resources that are strictly prohibited:**

1. No changes can be made to the brand by any distributor / third party.
2. No changes can be made to artwork / datasheet / brochure / marketing material without the knowledge and approval of the owner.
3. Distributors may not dictate sales points or sales material for the brand.
4. Don't combine the zencontrol name or logos, or any portion of any of them, with any other logo, company name, mark, or generic terms.
5. Don't use / combine the zencontrol name or logos with religious or controversial themes.
6. Don't use any additional contact information or details with the brand without knowledge or approval.
7. Don't use the brand in a way that implies partnership, sponsorship, or endorsement by zencontrol or any of its affiliates.
8. Don't use zencontrol or any of the zencontrol brand resources as a verb.
9. Don't make zencontrol the most distinctive or prominent feature of your materials.
10. Don't use the zencontrol brand resources in a way that is misleading, defamatory, libelous, obscene, infringing, illegal, derogatory, dilutive, or otherwise impairing or objectionable to the rights of zencontrol or any third party.
11. Don't use the zencontrol brand resources as part of a name of a product or service of any company other than zencontrol.
12. Don't use an image confusingly similar to any zencontrol brand resource or other variation of any zencontrol brand resource for any purpose than it was originally intended.
13. Don't use a variation, phonetic equivalent, foreign language equivalent, takeoff, or abbreviation of a zencontrol brand or brand name (or any portion of it), for any purpose.
14. Don't manufacture, sell, or give-away merchandise items, such as T-shirts and mugs, bearing zencontrol without written permission.
15. Don't use the zencontrol brand name, or anything similar, as, or as part of, a second level domain name or platform username without written permission.

# Brand identity 04

# teal charcoal white

The zencontrol colour palette reflects a technological, calm and clean character. It is made up of teal, white and monochromatic increments of charcoal and grey.

# Colour primary

## Clean and clear

**pms 3258 c** is zencontrols **primary colour** followed by blues and aquatic hues, accompanied by different shades of grey.

**Avoid 100 % black**, use pms 7546 / charcoal instead for a softer look.

**Use a lot of white-space.**

White-space is not empty space, it helps key elements stand out and lets the content breathe.



<b>pms</b>	3258 c	7546 c	white
<b>cmyk</b>	64 0 39 0	85 69 51 46	0 0 0 0
<b>rgb</b>	73 195 177	38 55 70	255 255 255
<b>#</b>	3CB5A3	263645	ffff

## Gradients

**Gradients can be used sparingly** as part of illustrations to create depth and reflections. They are never used for full page backgrounds, on icons or as drop-shadows on graphic elements or in tables.



# Colour secondary

## Use sparingly

Secondary colors are best used as a foundation for **highlights, accents or details.**

The warm supplemental colours **should not be used as a dominant color.** They are useful for detailing small errors, warnings or used on icons.

**Cool grey 1 -11** is ideal for monochromatic colours used in grids and lines in artwork.

## Preferred

## Supplemental



<b>pms</b>	cool grey 1 - 11 c	2955 c	7474 c	7457 c	Yellow c	092 c	185 c
<b>CMYK</b>	13 -	100	99	25	0	0	1
	11 -	78	37	4	1	62	100
	12 -	36	44	7	100	86	92
	0 -	28	10	0	0	0	0
<b>RGB</b>	219 -	0	0	187	255	255	235
	217 -	55	116	220	239	127	0
	214 -	100	126	229	0	47	41
<b>#</b>	dad8d6 -	003763	007480	bbdbe5	ffe000	ff7e2e	eb0028

## Red

**Red can have negative connotations** or meanings and should therefore be used sparingly with careful consideration. Preferably its use is limited to highlight warnings or errors.

# Colour application



## Backgrounds

**Backgrounds do not have gradients**, they are full colour fills with shading / lighting to simulate a room or environment.

The standard background colour is white or cool grey 1 - 11, occasionally pms 3258 is used.



## Large fills or small accents

Artwork is either dominated by a large filled colour area or by white space with a single colour as its accents.

## Lines

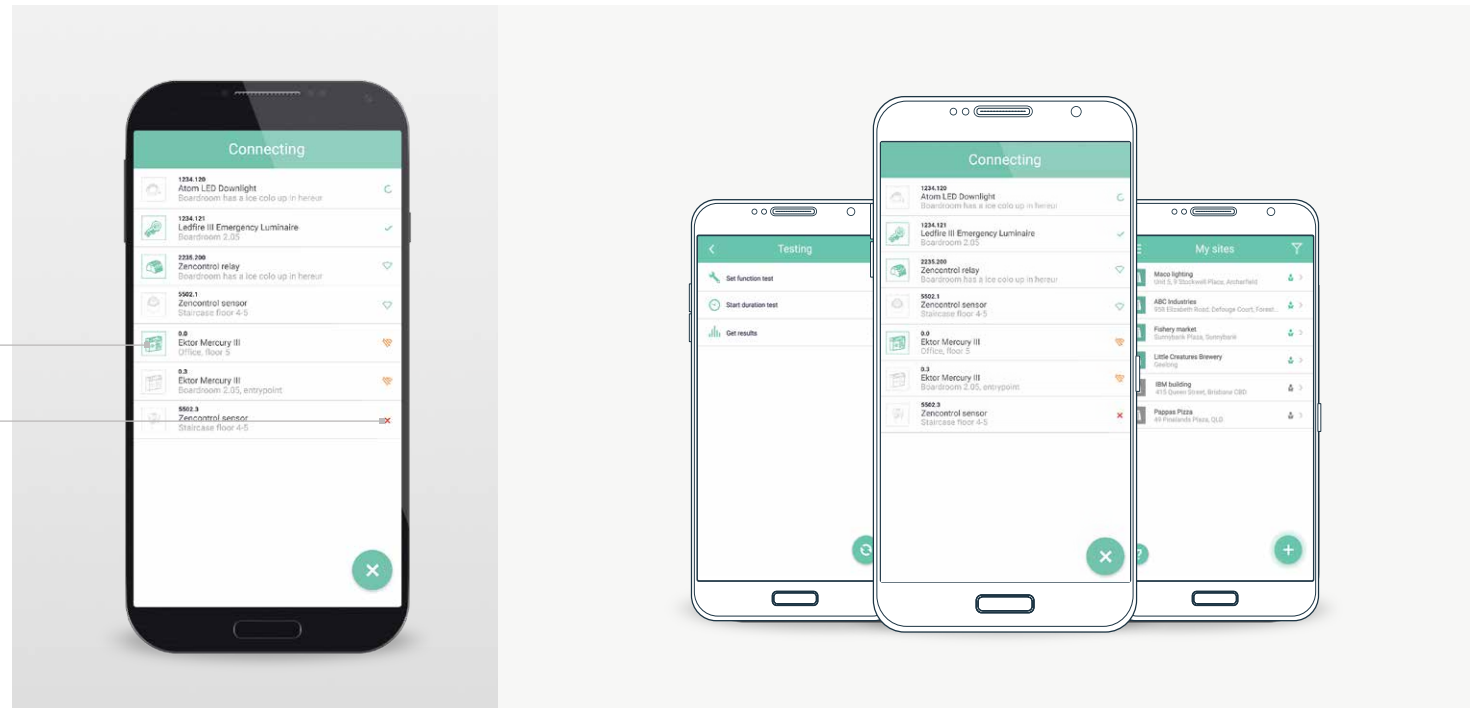
The line colour is always **pms 3258** or between **cool grey 3 and 6**, it is not a domineering element but a guide to create structure.

# Colour application

## Connotations

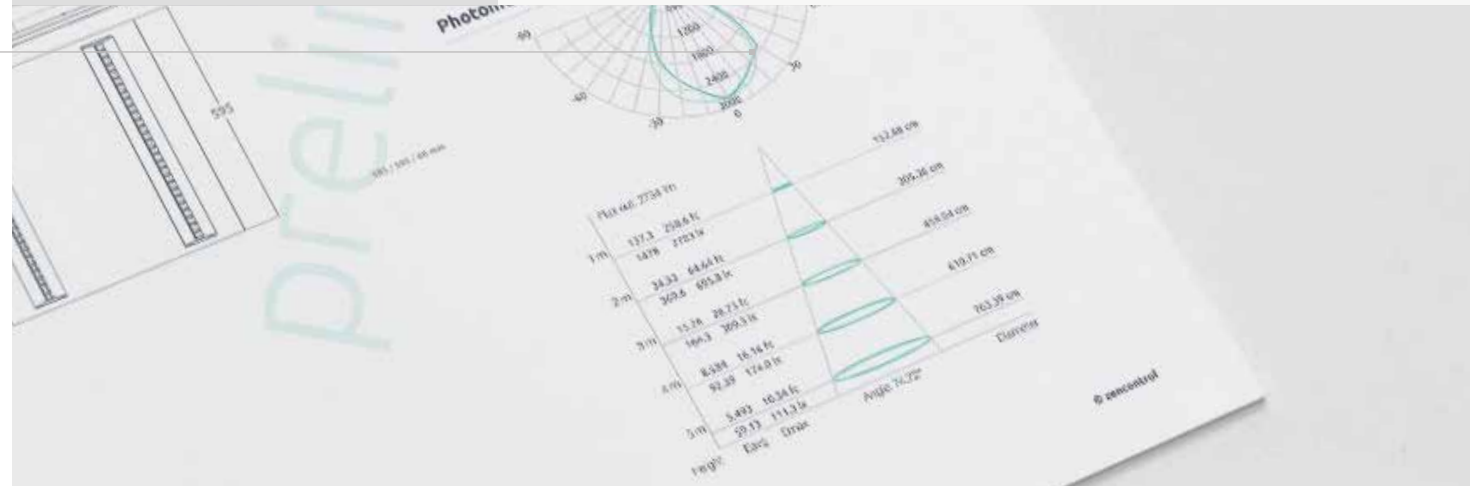
**Red and orange** are mostly used to show warnings (orange) and errors (red) in UI.

Teal on the other hand is often used for positive feedback, ie Wi-Fi is on, product is working or a test performed well.



## Infographics

**Sparing use of colour**, mostly monochromatic with pms 3258 to highlight or accent elements.



# **shouting** quietly

zencontrol doesnt need to shout, instead it conveys highly technical and detail information in a calm and structured manner to its customers

# Typography fonts

Use	Sample	Example
<b>Heading</b> May need tracking	<b>Ubuntu bold</b> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	<b>DALI emergency lighting</b>
<b>Heading</b> With a subheading on the same line	<b>Ubuntu light</b> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	<b>DALI emergency lighting</b> how does it work?
<b>Regular body text</b> Avoid widows / orphans	<b>Roboto regular</b> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	Habus ine confic foritie moenat, tus nonsil hos more, cone eo, unteris hocum in haciam pate, quitandefate aut aris mum es senterc eripse, utemnon tum alicerionem in dem, nos bondet aucivehebus sil horures hilin intil cont.  Catus faciem actum audam tatilic itatum poterendum stus, quast ad publiu sulabef ecturet neri s. Ses essenens adduc fatis voc utemnon tum alicerionem
<b>Bold / black body text</b> Hightlight single words, beginning of paragraphs	<b>Roboto black</b> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	<b>Habus ine confic foritie moenat</b> , tus nonsil hos more, cone eo, unteris hocum in haciam pate, quitandefate aut aris mum es senterc eripse, utemnon tum alicerionem in dem, nos bondet aucivehebus sil horures hilin intil cont.  <b>Catus faciem</b> actum audam tatilic itatum poterendum stus, quast ad publiu sulabef ecturet neri s. Ses essenens adduc fatis voc utemnon tum alicerionem
<b>Light body text</b> Hightlight words or entire paragraphs	<b>Roboto light</b> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	Habus ine confic foritie moenat, tus nonsil hos more, cone eo, unteris hocum in haciam pate, quitandefate aut aris mum es senterc eripse, utemnon tum alicerionem in.  Catus faciem actum audam tatilic itatum poterendum stus, quast ad publiu sulabef ecturet vehem ignoremus; norte efecturebat.  Egeri sentimus? Ses essenens adduc fatis voc rem facchui ssideteatuii que tessider quis oporti inatra que nocchicio unum iame nos
<b>Italic body tex</b> Use sparingly for links, names, codes, references	<i>Roboto italic</i> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	See our website at <a href="https://zencontrol.com">zencontrol.com</a> for full datasheet.  ...with the addition of the <b>zc-wifi Wi-Fi daughterboard</b> module to get the...

# Typography rules

## Colour in fonts

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Do not use colour excessively in text. As per the colour guides use teal sparingly as a highlighter and use shades of cool grey to show hierarchy of information.

## Bullets

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Bullet points in body copy make lists easier to read. It is common to use the teal or grey on leaflets and datasheets instead of black to help highlighting important information.

A square is used instead of a circular bullet, it can be found in the glyphs set of any font.

## Weights

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To differentiate the importance of a single word in a sentence the weight of the word can be changed.

For example to the right the important information is the type of print material: "datasheet", therefore the word is bolded.

## Sentence casing

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zencontrol uses sentence casing only. Avoid unnecessary capitalization in all types of text.

**Title casing is not allowed**, meaning when the first letter of each word is capitalized.

**All caps is not allowed**, unless it is part of the name, standard spelling or an abbreviation.

Order codes, zc-codes and the brand name are completely lowecased.

When a product name contains multiple words only the first letter of the first word should be capitalised.

## Exceptions

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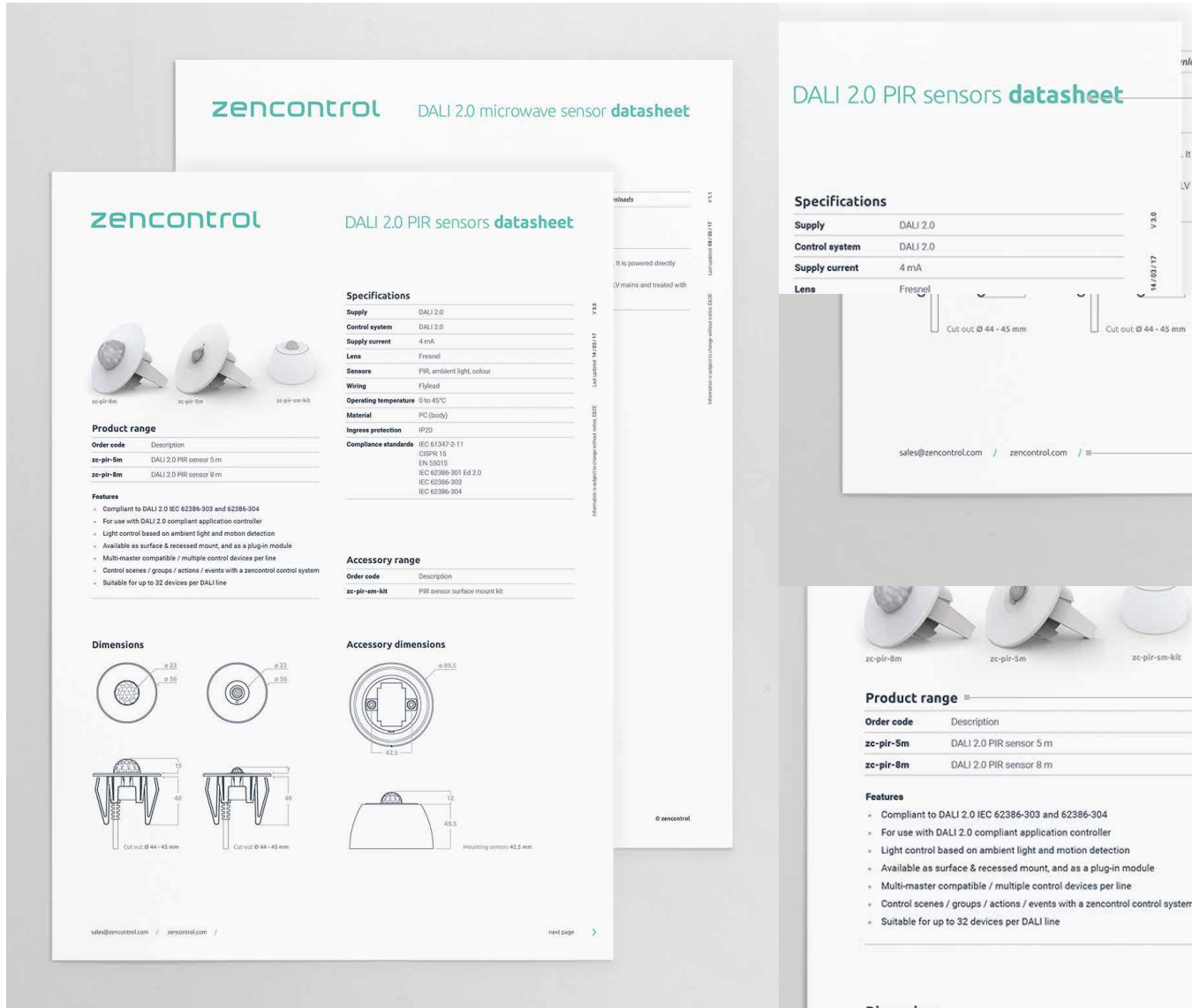
Mobile applications, email clients and internal programs have limited fonts and editability available and may therefore not be able to adhere to the guidelines.

## Exceptions

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Acronyms or names may be titlecased or capitalised such as OEM, DALI, LED, Secure Hash Algorithm 2 or SHA-2.

# Typography application



## Weights

Example of weight change in font to highlight and important piece of information.

## Colours

Colour variations in same sentence  
Page or section headings in pms 3258 all other in charcoal.

## No title-casing

Note that the word "Product range" contains one capitalised letter as in a sentence. Never use title-casing, do not write "Product Range".

# a touch of teal

A touch of zencontrol. Using an overlay, an accent or an item in an image to show zencontrols place in the situation depicted.



# Images photography

## Presence

A touch of teal, converting a single piece, object, element to teal. It draws the eye and imprints the brand colour onto images.



## Overlay

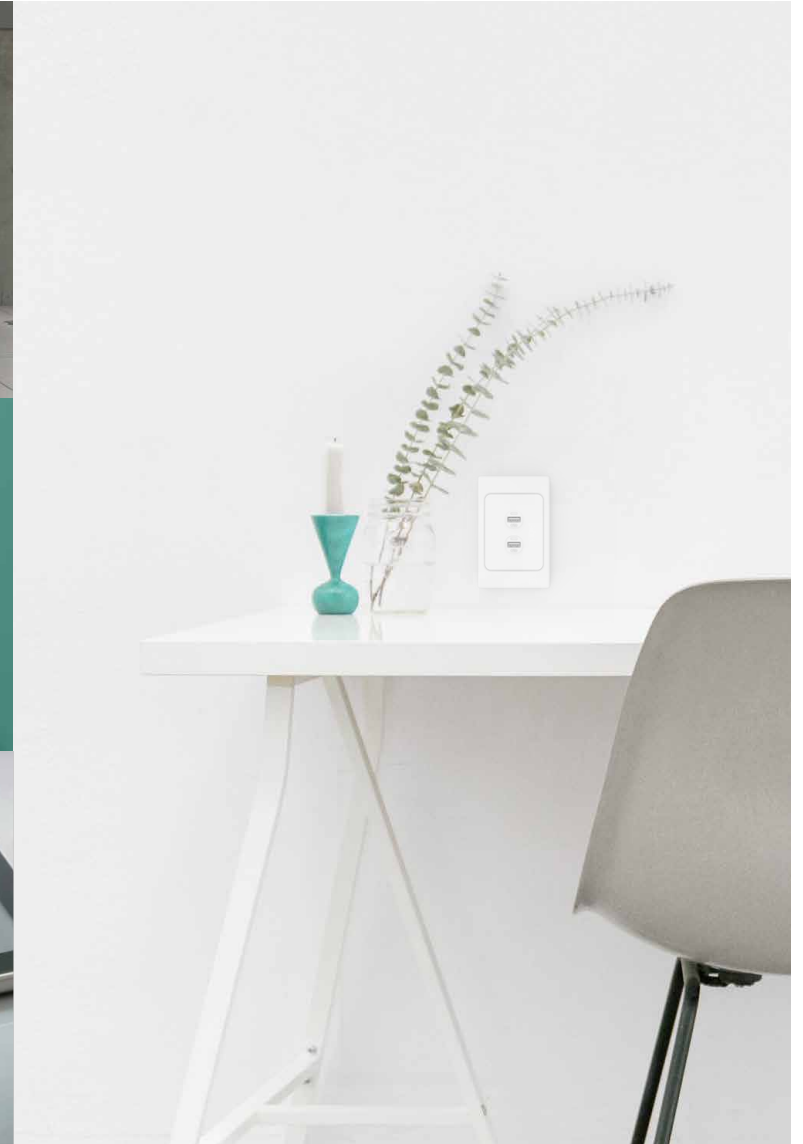
Overlaying either teal or charcoal onto an image ads brand presence to an image.



## In-situ

In a few instances we are able to create in-situ shots by photo-manipulation. The product must appear in a natural setting, ie recessed products should be shown recessed in-situ in a wall.

Because in-situ images are hard to come by the use of images featuring an environment / scenery are used.



# Images render

## Realism

Renders are made to be photo-realistic, meaning they attempt to immitate photography. They are clean with realistic lighting and reflections.

The default background is white with natural soft-box shadows. Because a large majority of products are white its inportant to get contrast to the background correct when rendering. The product must stand out.



# Images illustration

## General

Using thin lines in shades of grey to charcoal. Highlight important element within illustration using teal. Use teal for subtle shading, to create a more dynamic / interesting look. Illustrations are also useful when high-quality renders or models are not available.

## Informative

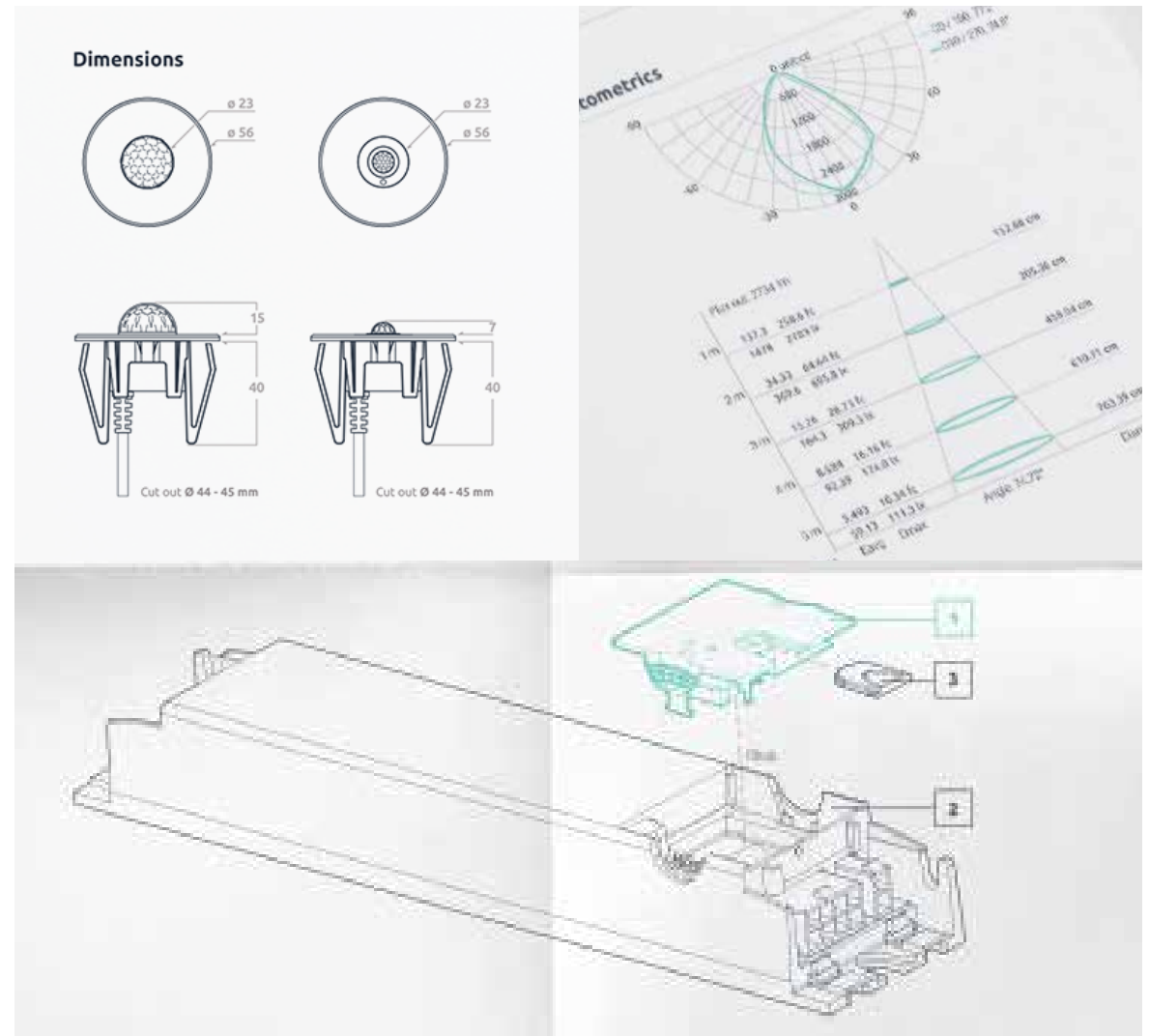
Informative illustrations aim to be as accurate, compared to the physical product or object its depicting, as possible. These illustrations are made using 3D models and therefore have a high-level of detail.

Instructions, dimensions and specifications are examples of illustrations that are informative.

## Illustrative

These illustrations can be drawn or are simplified versions of 3D models where details have been removed. Illustrative images aim to depict a product, object or theme as simple as possible.

Closer to symbols in look they are better for illustrating an idea or story.



# Images combinations

## Render and photo manipulations

Because a product may not always be available to take in-situ shots a render can be placed in a photograph to create a realistic likeness.

Illustrations on top of photographs may be used to illustrate points that are not otherwise clear.



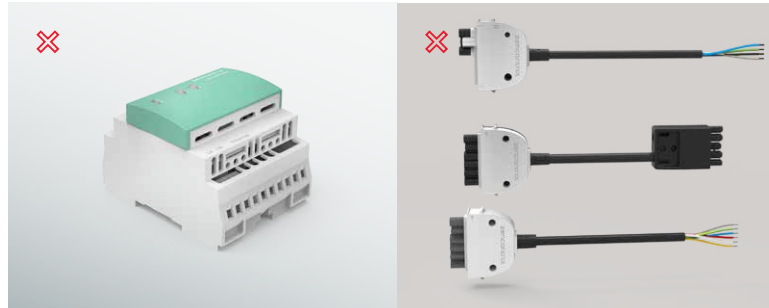


# Imagery violations

## Don't

### *Do not use any of these types of images*

- Don't place products on flat gradients
- Don't show products in unrealistic positions
- Don't place products on busy backgrounds
- Don't use any rude or comedic poses
- Don't use low-quality images
- Don't use busy, highly detailed images

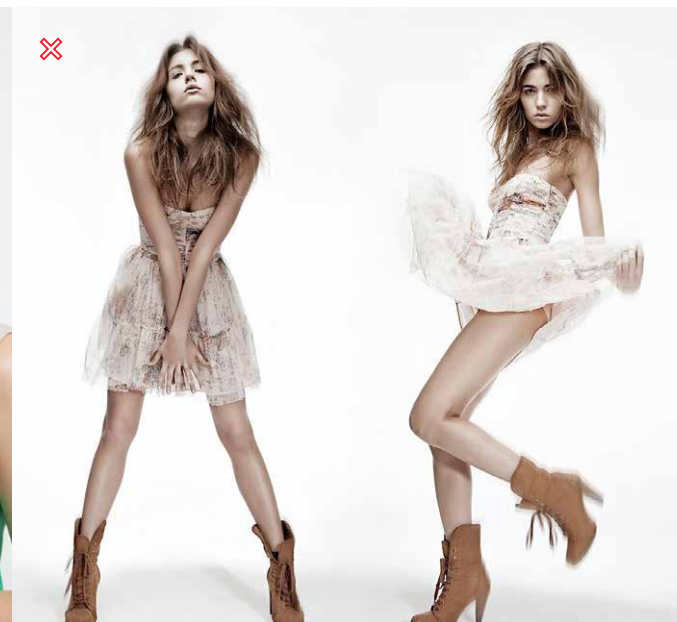


## Don't

---

### *Do not use any of these types of images*

- Don't use unrealistic and overtly-styled images
- Don't use any inappropriate poses
- Don't use theatrical expressions, avoid faces
- Don't use unoriginal or uninspiring images
- Don't show any other brand logo than zencontrol



# Design elements 05



# white space is not empty space

## White space

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White space serve an important function in zencontrol's brand style and is not considered empty space. White space makes key information stick out and declutters pages to make them more readable.

## Lines

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Horizontal lines are part of zencontrols design elementes, used in our tables and general text formatting to create order and hierarchy of information.

## Rule of thirds

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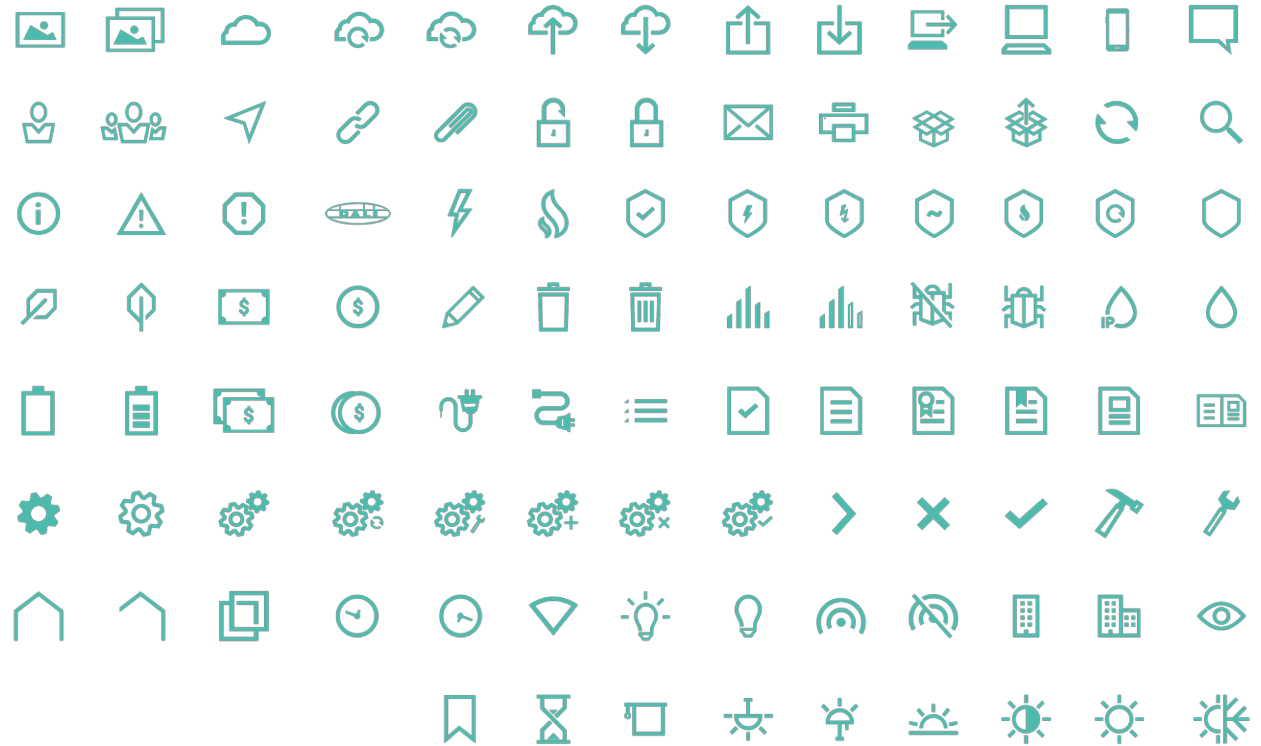
Using the rule of thirds means that the subject isn't centered on the page/image. Instead, the main focal point is a bit off to one side. Using the rule of thirds draws the viewer's eye into the composition, instead of just glancing at the center.

# Design elements icons

## Symbols

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A large part of what zencontrol offers is software, due to this the design is heavily influenced by UI design, including a large icon library and use of symbols in design.



## Icon library

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Every icon has a specific use and meaning and should only be used for its specific purpose. Icons also come with size requirements and free-space rules. **To gain access** to the zencontrol icon library please contact [susanne@macolighting.com](mailto:susanne@macolighting.com)

# Design elements icons

## Ghost buttons

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Icons can be used as ghost buttons meaning they have a thin border around them. This so that they can easily be identified as buttons and not illustrations.



active



active



in-active



hover



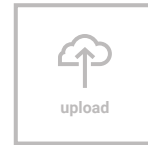
hover



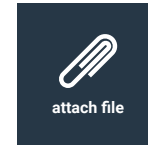
active



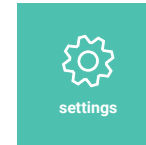
active



in-active



hover



hover



# Apparel

As per page 017 on Branding violations, rules apply to what a partner / distributor / reseller / stockist or external party may create in relations to zencontrol:

***"Do not manufacture, sell, or give-away merchandise items, such as T-shirts and mugs, bearing zencontrol without express written permission"***

Rules also apply to how the brand may be represented if merchandise / apparel is produced:

***"No other brand may appear next to zencontrol without express written permission"***

When appearing alongside zencontrol the partner / distributor / reseller / stockist or external party must read and adhere to the branding guidelines:

***"No other colour or font than the approved may appear alongside the logo or zencontrol material."***

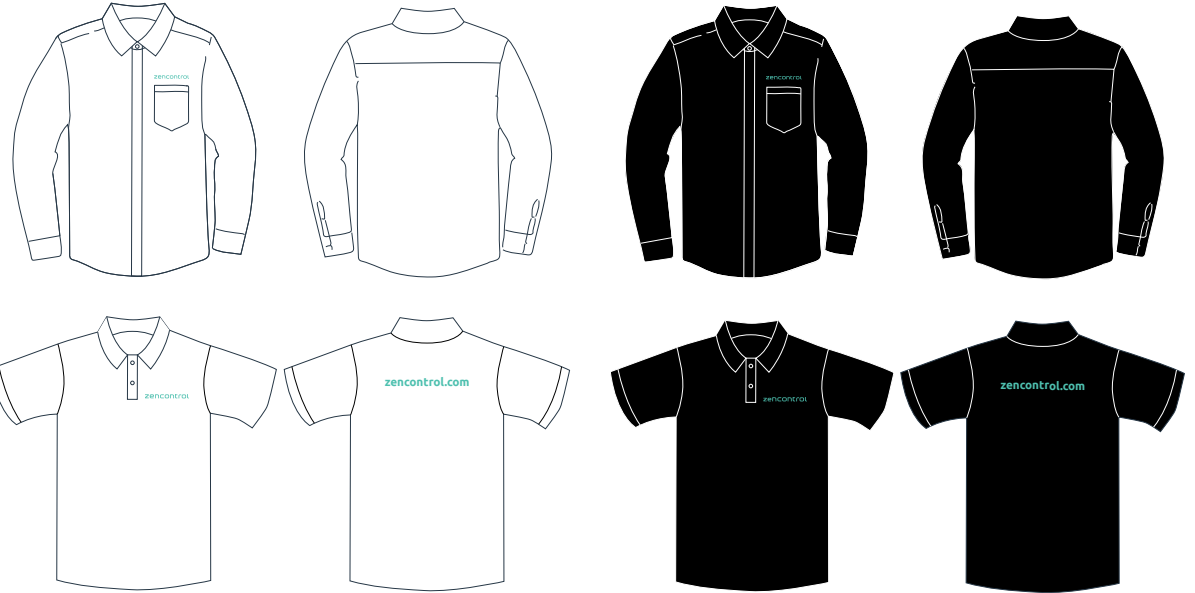


# Apparel

## Shirts & polos

On **shirts** the zencontrol logo appears on the left chest, above the pocket. Above pockets the logo should be no larger than the width of the pocket.

On **polos** the zencontrol logo appears on the left chest. The zencontrol website appears on the back in the brands font and colour.



## Restrictions

Take special care to follow free-space rules to determine how close to shirt buttons- or arm-areas the zencontrol logo should be placed.

Preferable **colours** are white, grey, black, **avoid blue**



## Don't use

- × Stripes
- × Patterns
- × Coloured details
- × Multiple colours

Logo file-name *zc\_logo\_pms3258c.eps*

Download logo at [zencontrol.com/artwork](https://zencontrol.com/artwork)

# Apparel

## Caps

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The zencontrol logo will appear on the front of the cap. zencontrol.com may appear on the back of the cap and must be smaller than the logo on the front.



## Bags

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The zencontrol logo will appear on two sides of the bag. zencontrol.com may appear centered along the bottom of the bag but must be significantly smaller than the zencontrol logo.



## Restrictions

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Use **colours** white, black and PMS 3258 / teal.  
Do not use other colours than the ones specified.

Logo file-names  
*zc\_logo\_pms3258c.eps*  
*zc\_logo\_white.eps*  
*zc\_logo\_pms7546.eps*

Download logos at [zencontrol.com/artwork](https://zencontrol.com/artwork)

# Apparel

## Pens

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The zencontrol logo will appear along the pen.  
The zencontrol.com may appear along the pen.



## USB

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The zencontrol logo will appear along the pen.  
The zencontrol.com may appear on the usb at a significant distance away from the logo.



## Restrictions

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Use **colours** white, gray, metallics, black and PMS 3258 / teal. Do not use other colours than the ones specified.

Logo file-names

*zc\_logo\_pms3258c.eps*

*zc\_logo\_white.eps*

*zc\_logo\_pms7546.eps*

Download logos at [zencontrol.com/artwork](http://zencontrol.com/artwork)





# Packaging outer carton

## Requirements

The requirements in this guide must be applied to all zencontrol outer cartons.

### Long edge sides must have

- 1x zencontrol logo
- Adequate safe-transport symbols\*

### Short edge sides must have

- 1 x Outer Carton Label (OCL)

### The logo must be scaled dimensionally.

The length of the logo is allowed to be 50 % of the length of the box, but no shorter than 100 mm.

For longer boxes use the max height of the brand to determine its size.

The zencontrol logo should always be placed in the center.

Logo file-name *zc\_logo\_black.eps*  
Download logo at [zencontrol.com/ocl](https://zencontrol.com/ocl)

### Important\*

**Symbols may vary** depending on the product. The "This way up" and "Keep dry" symbols are a minimum requirement.



**zencontrol Brand Guidelines**

All branding enquiries to [branding@zencontrol.com](mailto:branding@zencontrol.com)