



Zoonoses &
Emerging Livestock Systems

Logo & Brand Identity Guidelines

0.1 Logo Specifics

Logo Clear Space

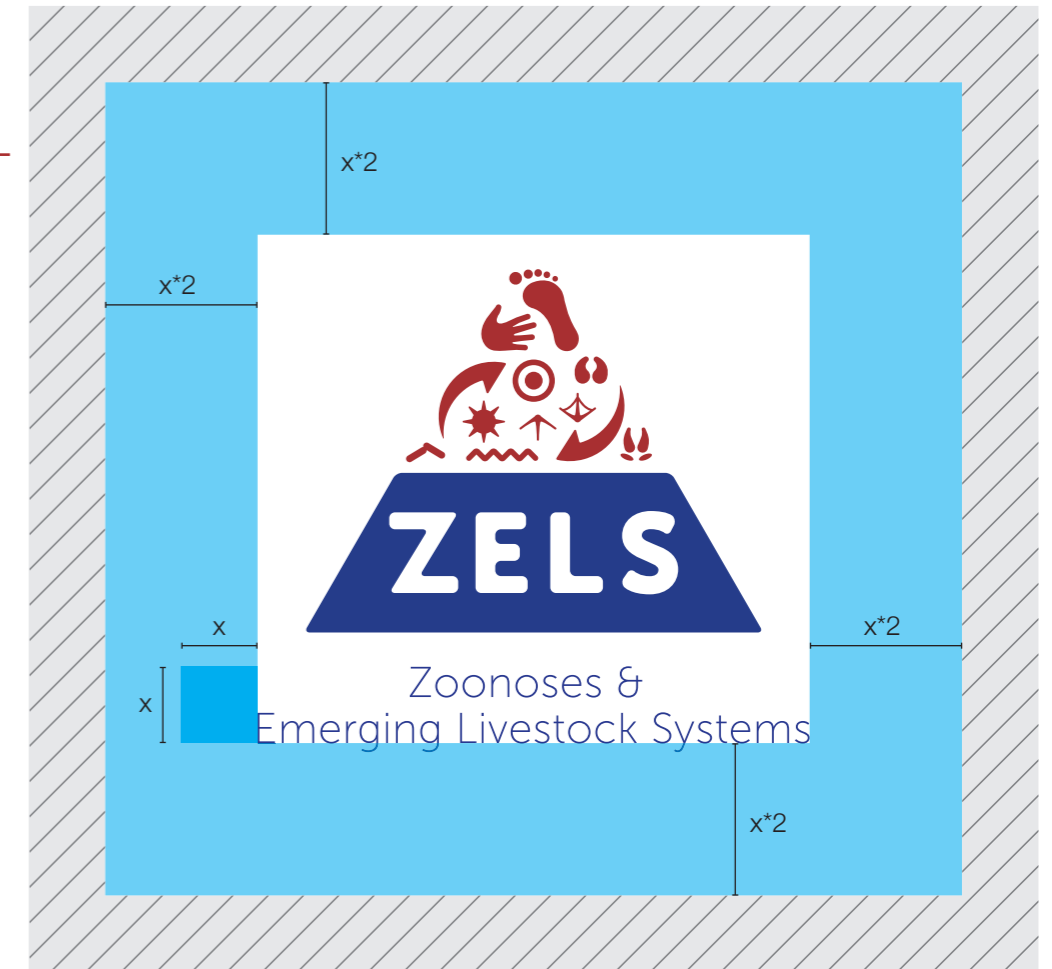
Grey stripped area indicates Safe Zone.

Other graphical and visual elements can be safely positioned up to the adjoining Blue area.

Blue indicates Clear Space.

The blue area must be kept free of all other graphical and visual elements.

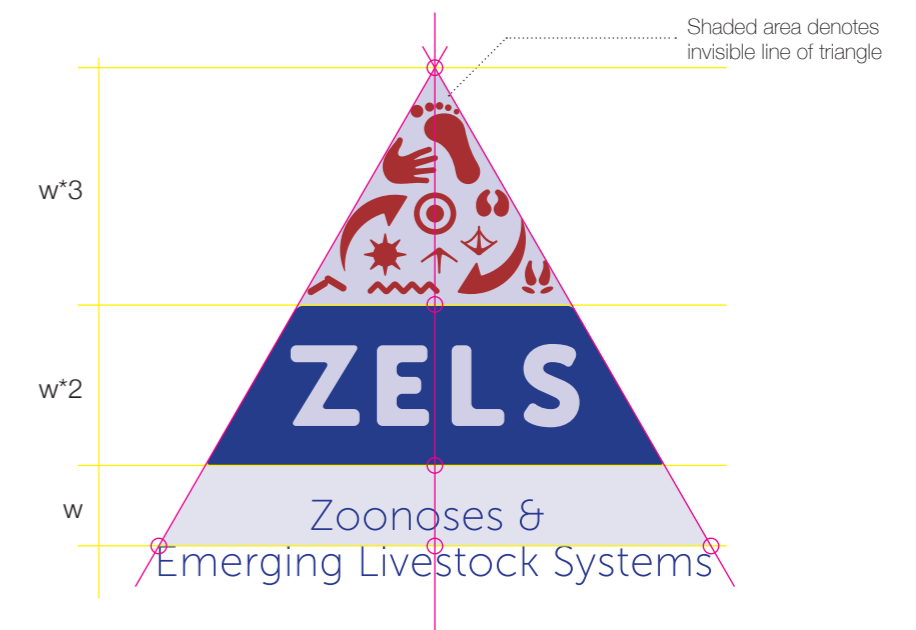
The minimum required Clear Space is defined by the measurement 'x' (equal to the height of the full title of the organisation. The width is equal to the height)



Logo Construction

Magenta indicates various item alignments and intersects (shown as circles). For example: the top of the 2nd line of logotype meets the 30 degree intersect from top of the logomark (shaded area) to create a invisible triangle.

Yellow (w) shows how logo is divided into 3 horizontal segments with consistent ratios



0.2 Typeface Details



Museo Sans 900

Museo Sans 100

The Typeface Family

Only two font styles are used for the logo, and they are both from the same typeface family:
Museo Sans

The Museo Sans family consists of 3 typeface widths: Museo Sans, Condensed and Rounded. Each of the 3 type widths contains 10 fonts: 5 weights and 5 italics.

The huge variety of font weights and widths will ensure immense flexibility, and consistency for the future growth of ZELS.

ZELS Acronym

Museo Sans 900 is the primary font used for the logotype acronym ZELS. However, it has been modified and stylised for aesthetic purposes. The angular ends of the 'Z' has been extended to a point and the corners have all been rounded.

Museo Sans 900

A B C D E F
a b c d 1 2 3 4
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & * ()

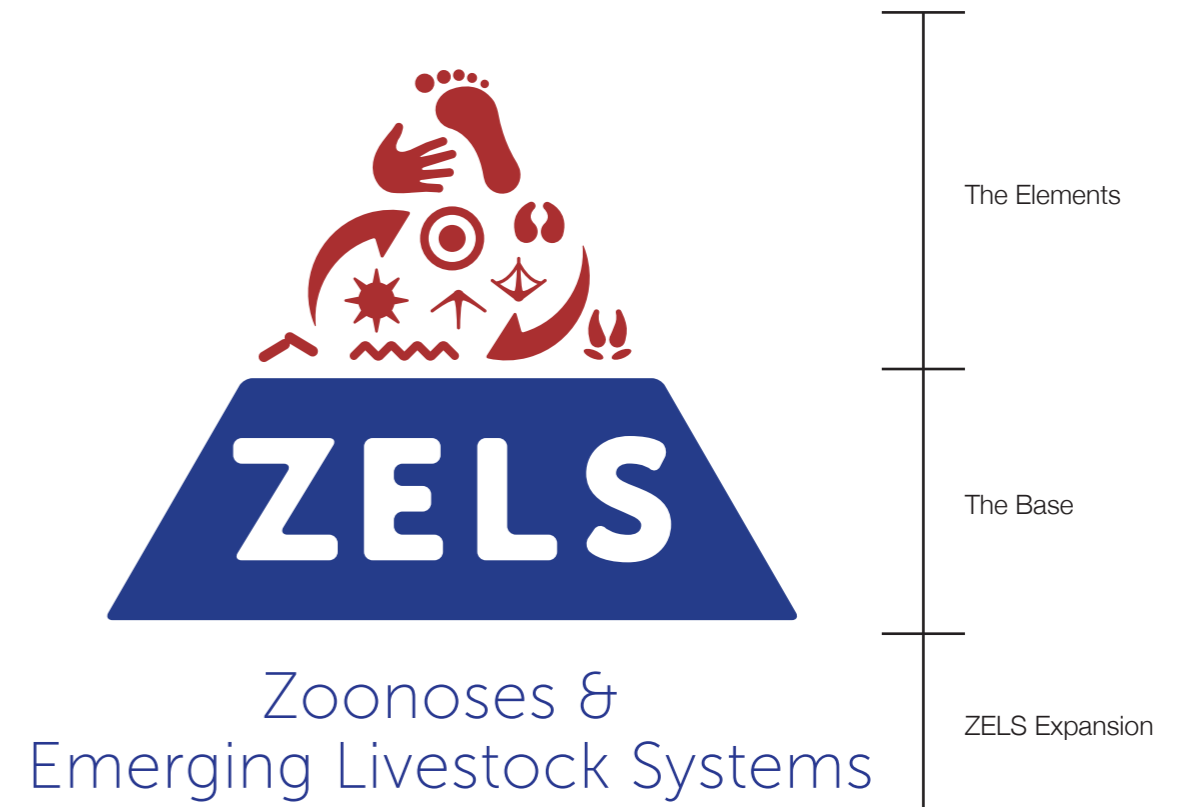
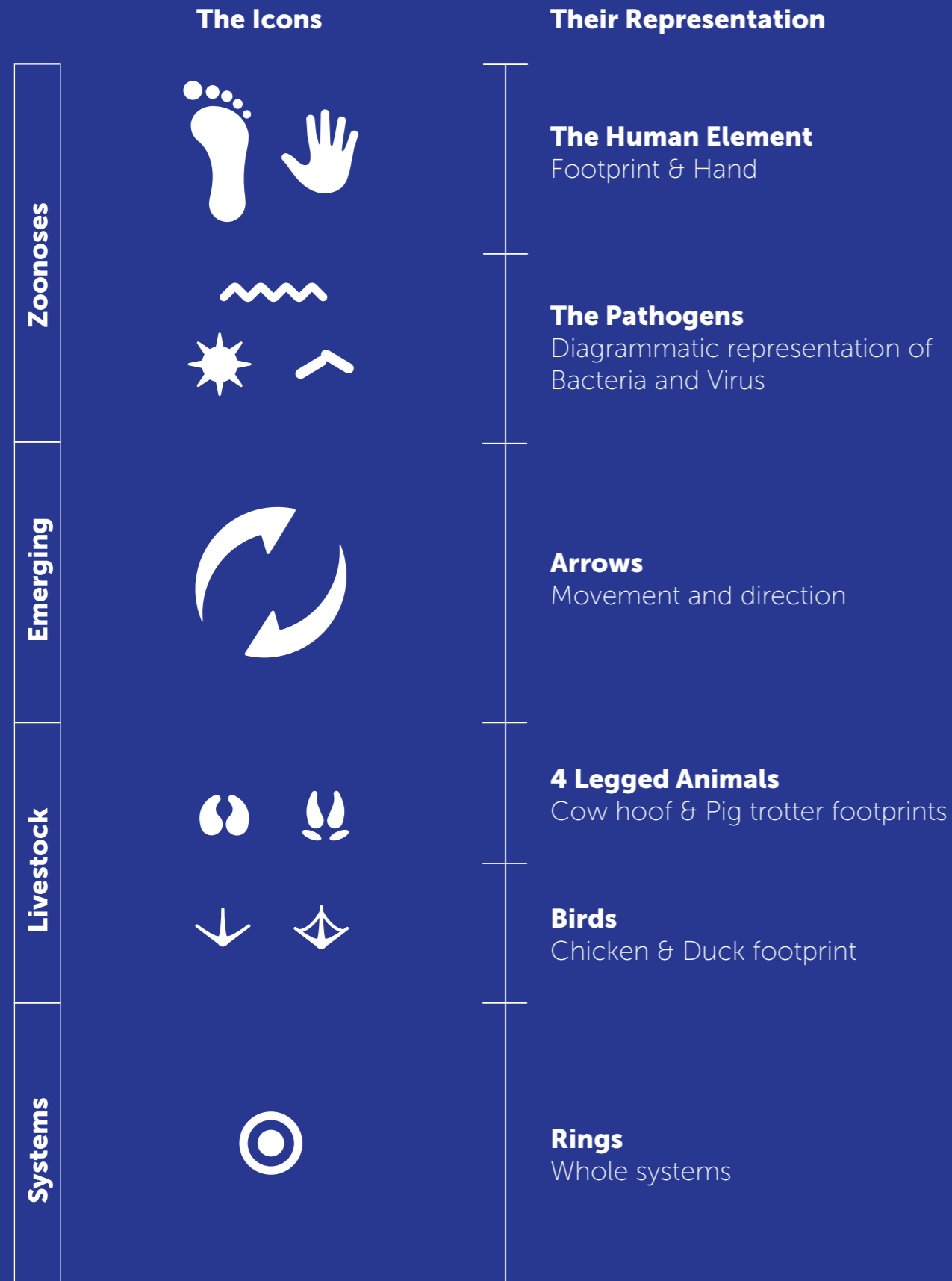
Expansion of ZELS

Museo Sans 100 has been used for the expansion of the acronym ZELS.

Museo Sans 100

A B C D E F
a b c d 1 2 3 4
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & * ()

0.3 Design Concept

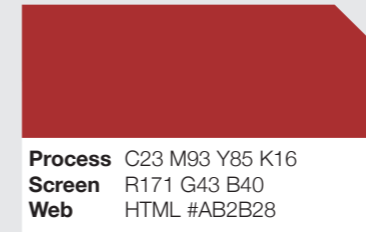


The logomark and the logotype are unified by the triangle. A shape and structure recognised for being stable and strong. The foundation of the logomark is the blue base with the ZELS logotype. This symbolises the supporting nature of people, researchers and organisations that create the ZELS team.

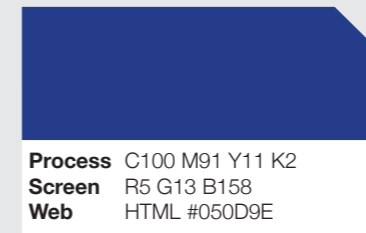
The elements in the upper section of the triangle represent the factors of the research ZELS is involved in. This is communicated using icons to visualise the meaning of the Zoonoses & Emerging Livestock Systems.

0.4 Colour Specifications

Pantone 7627 C



Pantone 072 C



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Pantone 7627 C

Pantone 072 C

Pantone 072 C

0.5 Logo Styles

Primary Full Tone Colour

This is your main go-to version of the logo, except for limited exceptions below.



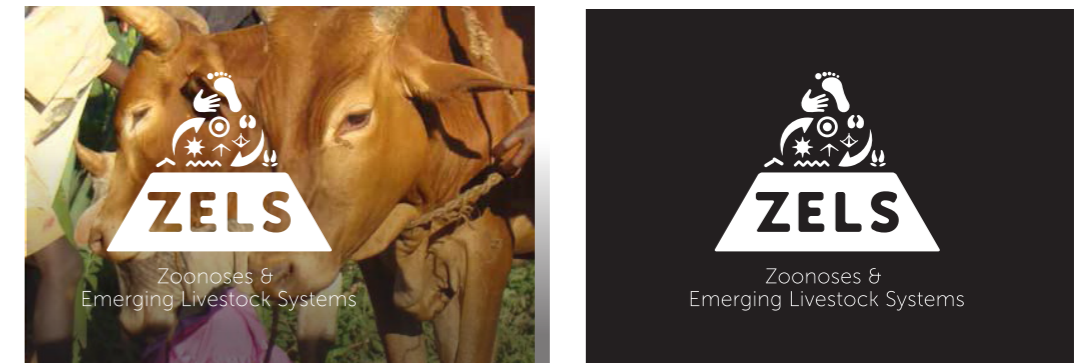
Solid Black

The solid black version is only to be used for Fax, and some forms of black/white commercial printing applications, such as local newspapers etc, where course halftones screens are used.



Solid White

The solid white version is acceptable to use when overlaying on an image. This is to ensure legibility. It is also advisable to use a solid white logo on very dark backgrounds for the same reason.



Social Media

There 2 versions of the Social Media profile image. Each are saved with Transparent backgrounds.



The 1st one can be used for all round & square cornered profile destinations, such as: Twitter, Facebook etc, and is placed within a container (shown as cyan & magenta keylines).

The 2nd one is for circular profile destinations, such as: Google+, Instagram etc and as such does not come inside a container.

0.6 Logo Best Practices

Do Not: Logomark

To ensure your brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the logo.

Some examples of logo miss use are shown below.



Do Not: Logomark

Do not resize or change the position of the logomark.



Do Not: Fonts

Do not use any other font, no matter how close it might look to Museo Sans.



Do Not: Sizing

Do not use squish or squash the logo. Any resizing must be in proportion.



Do Not: Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines



0.7 Your Logo

Primary Logo

This is the primary layout of the logo to be used. Other options have been created should they be more suitable to the situation they are intended for.



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Option 2: Landscape

This is the secondary layout of the logo. It is suitable to use in situations where an emphasis on the extension of ZELS needs to be communicated.



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Option 3: Landscape

This is the 3rd layout of the logo. It is suitable to use in situations where a landscape layout is only possible.



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0.8 Logo Formats

Guidelines for the usage of each filetype.

The following formats should be used for the purpose of print.

Illustrator (.ai)
EPS (.eps)
PDF (.pdf)

The following formats should be used for on-line purposes.

JPEG (.jpg)
PNG (.png)

The Illustrator and EPS files are to be used for scaling up or down the files in size. From these files you can save into alternative formats to suit the need of the situation it will be used in.

Master Logo File

This is the primary layout of the logo to be used.



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Option 2: Landscape

This is the secondary layout of the logo to be used.



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Option 3: Landscape

This is the 3rd layout of the logo to be used.



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Master Logomark

The logomark can be used of for on-line social media purposes or when it is not necessary to have the full extension of ZELS. \$\$\$v



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