

ZTechnik® Product Identity and Specifications

ZTechnik® Logo: CMYK



ZTechnik® Logo: CMYK



ZTechnik® Logo: Pantone®



ZTechnik® Logo: One-Color Black



Color Specifications

	CMYK	Pantone®
Blue =	100/044/000/000	PMS 300 C
Red =	000/085/095/000	PMS 485 C
Dark Grey =	000/000/000/030	PMS Cool Grey 10; 50%
Light Grey =	000/000/000/018	PMS Cool Grey 10; 30%
Black =	000/000/000/100	PMS Black C

Minimum Clear Space

A minimum area of clear space ("X-height") is required around the ZTechnik logo to enhance its effectiveness and impact. Additionally, the logo should never be reproduced at a size less than 1.25" (32mm) wide, as shown below.

Logos indicated as "One-Color" are intended for reproduction as small logo graphics, and usually as replacement for the color ZTechnik logo in applications where color is not an option.



X = 1/2 the height of the ZTechnik logo



The One-Color logo should be reversed when used on dark backgrounds.