

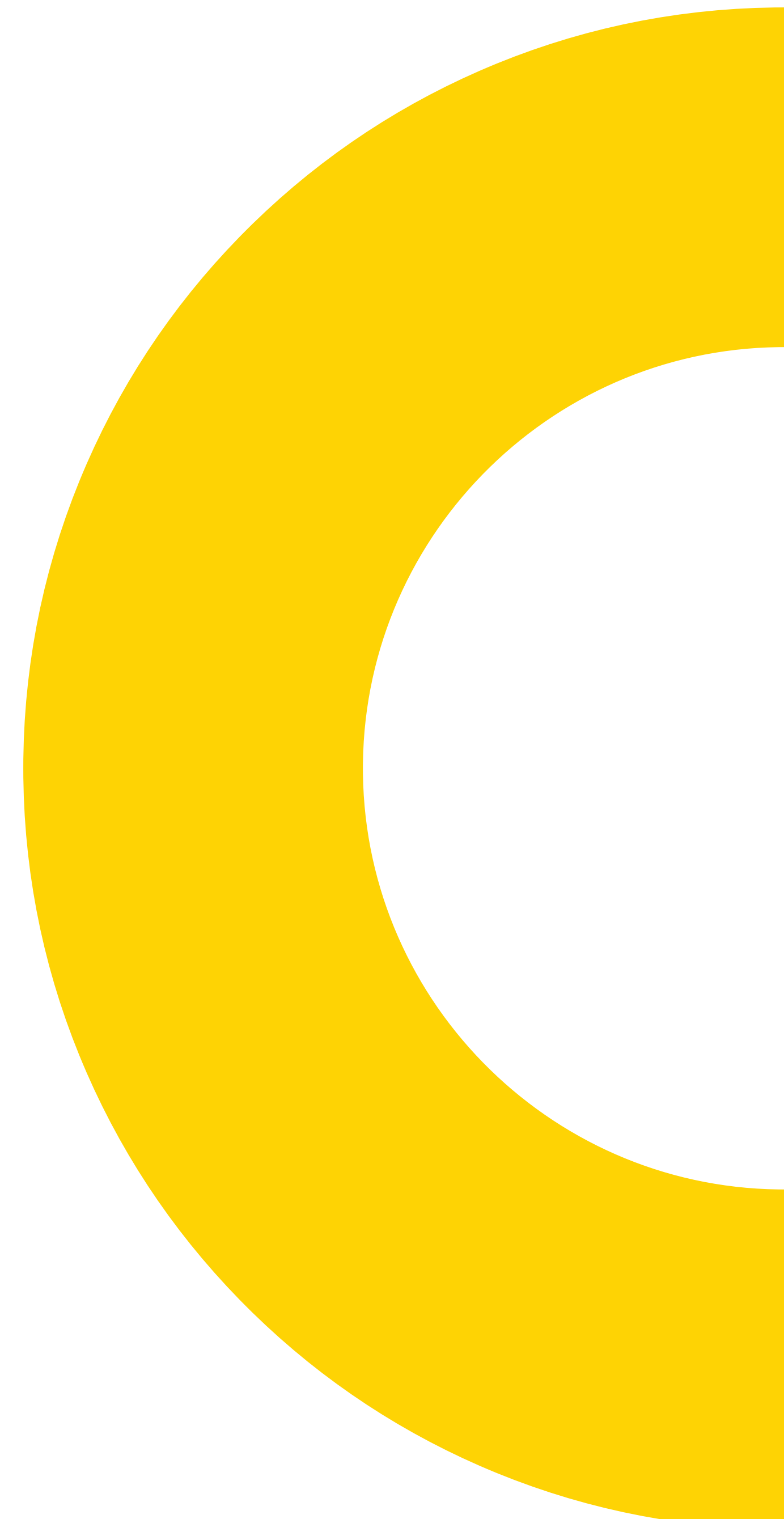


ZOTAC[®]

BRAND IDENTITY GUIDELINES

2023 REV. 1
LAST UPDATED / JUL 2023

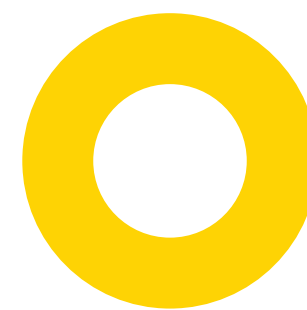
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ZOTAC is a pioneer in technology. Intuitive design and rigorous quality standards mark all products we create. In order to distinguish our product and services, the unique ZOTAC brand identity was created to reflect our values.

The purpose of this guideline is to describe the proper visual and written elements which represent the ZOTAC brand identity.

This guideline is aimed at all authorized users who use the ZOTAC brand identity in the design and production of any materials associated with ZOTAC. By sending out a uniform message across all platforms, the corporate image of innovation and quality is reinforced and amplified.



LOGOTYPE BASICS


LOGOTYPE - PREFERRED



ZOTAC Dark Gray (PMS 424) is designated as the preferred logo. In addition, this version has been cleaned up: with readjusted lines, sharpened angles, and fixed kerning.

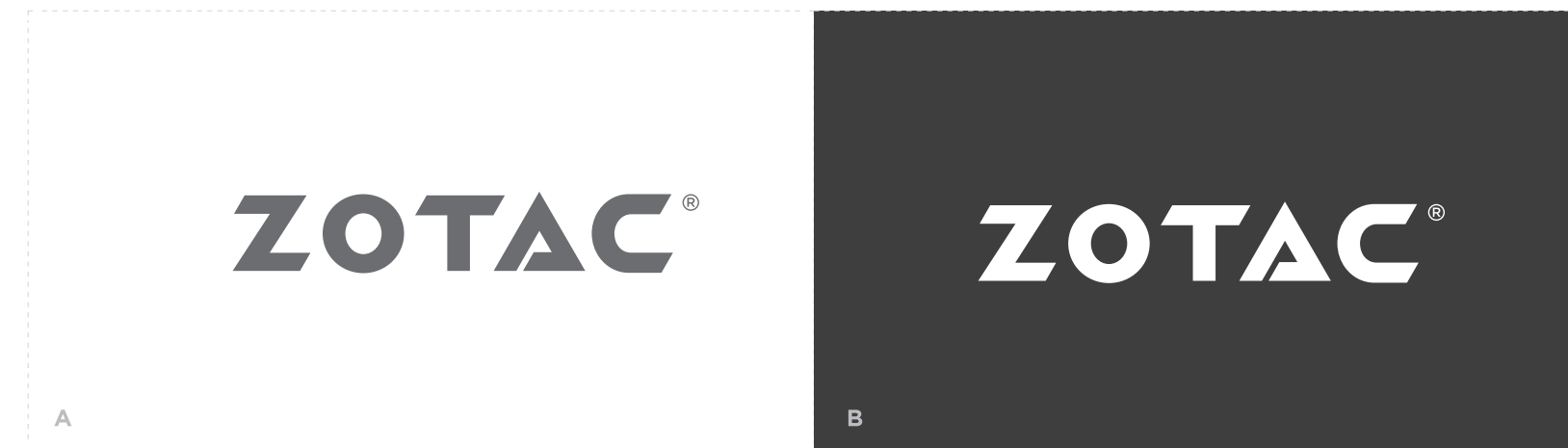
MINIMUM SIZE

0.12 in
3 mm
15 px



To maintain full legibility, never reproduce the logo at heights smaller than 0.12 inches (3mm) tall for print and 15 pixels tall for digital. There is no maximum size limit, but use discretion when sizing the logo. (logo shown at actual size)

ALL ACCEPTABLE CONFIGURATIONS

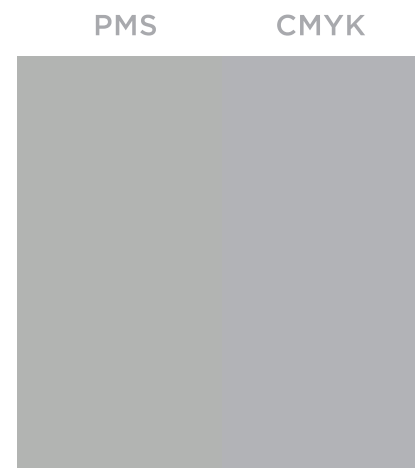


ONE-COLOR POSITIVE - Use this when only one color is used or when a background does not provide sufficient contrast for using the two-color positive format (A).

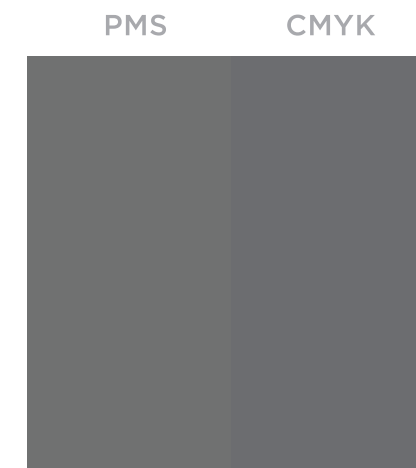
ONE-COLOR REVERSE - This is appropriate when color is limited or on backgrounds that do not provide sufficient contrast with the one-color positive format (B).

LOGOTYPE BASICS

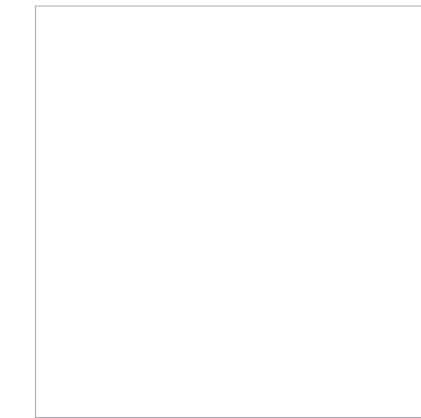
PRIMARY COLORS (FOR BOTH LOGOTYPE AND LOGOMARK)



ZOTAC LIGHT GRAY
PANTONE PMS 421
CMYK 0 / 0 / 0 / 35
RGB 177 / 179 / 182
HEX #B1B3B6



ZOTAC DARK GRAY
PANTONE PMS 424
CMYK 0 / 0 / 0 / 70
RGB 109 / 110 / 113
HEX #6D6E71



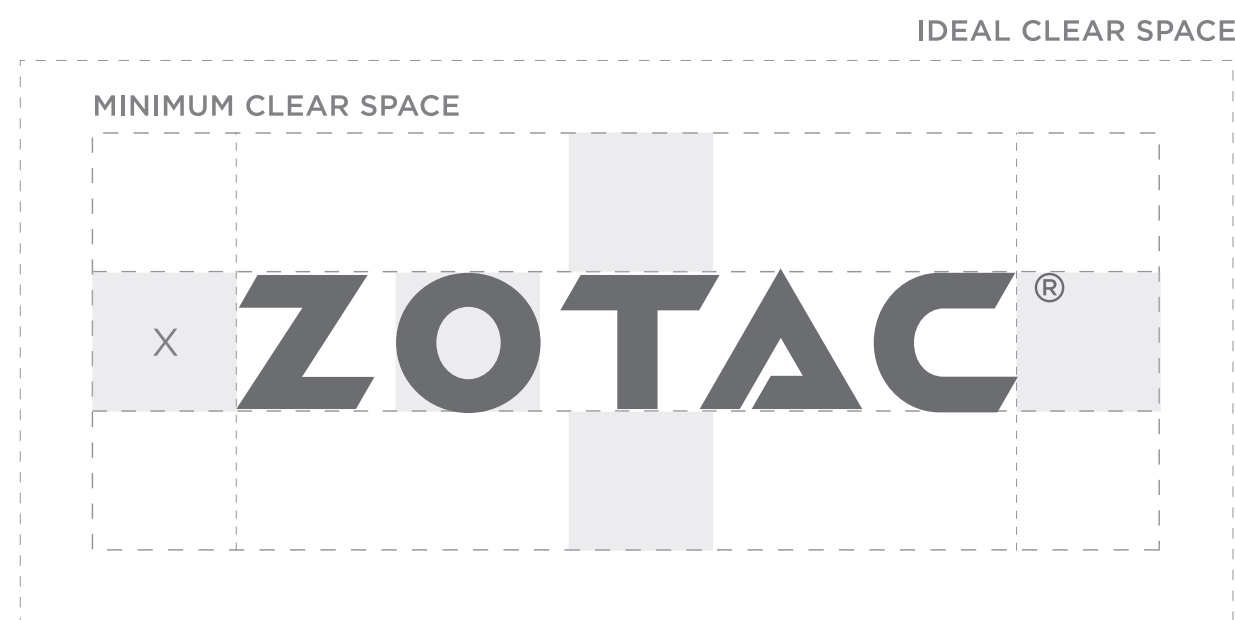
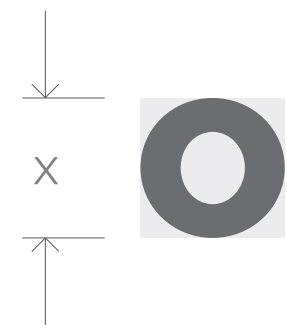
WHITE
CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX #FFFFFF



Our colors reflect our personality. We are **bold, sophisticated, elegant** and **smart**.

LOGOTYPE USAGE

CLEAR SPACE



Give the logo room to breathe and maintain an appropriate amount of clear space around it. "X" is the size of the "O" in ZOTAC and is used as a visual tool to help quickly gauge a "minimum" clear space. Ideally, maintain 1.5x space or more, all around the logo.

PLACEMENT (MINIMUM CLEAR SPACE)



LOGOTYPE USAGE

IMPROPER USAGE

Do not use the black and orange logo any longer. **Instead, use the grey and orange logo on official documents.**



Do not use the 3D logo any longer.



Do not use logo with old slogan.



Do not use drop shadow, glow, or any kind of filters and/or effects on the logo.



Do not stretch the logo horizontally or vertically. Always lock proportion when re-sizing the logo.



Do not alter any element of the logo in any way.



Do not recreate the logo with alternative typefaces.

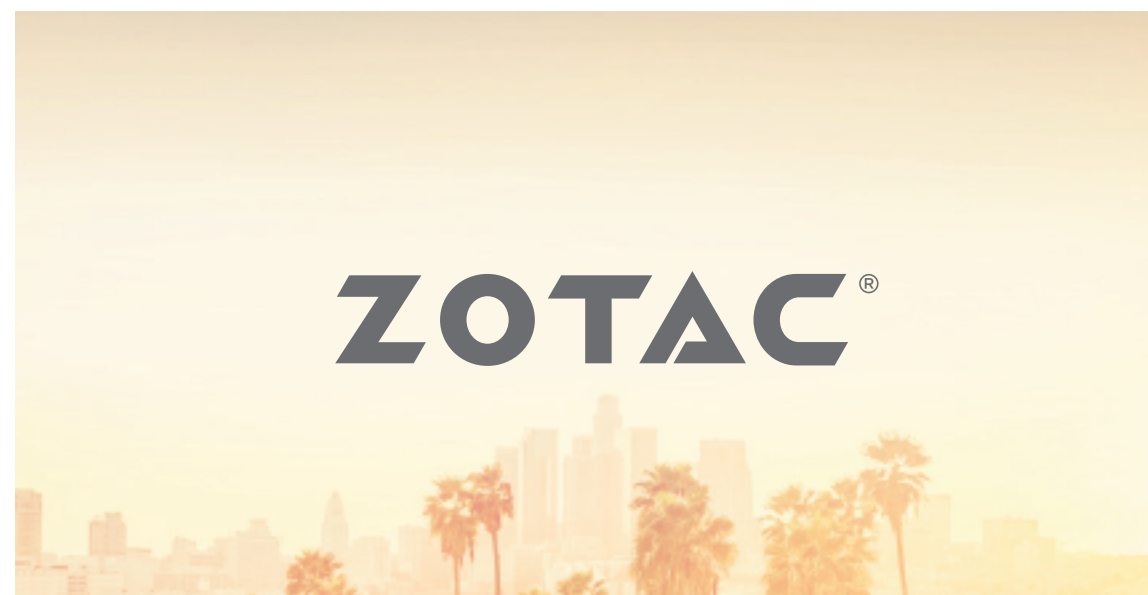


Do not modify the color. Use only official colors as specified in this guide.



LOGOTYPE USAGE

DO USE THE LOGO THIS WAY



DO NOT USE THE LOGO THIS WAY



Do not use primary version of ZOTAC logo on a black or dark background.

Do not use the logo over busy backgrounds.

Do not use the color logo over backgrounds where there is not enough contrast to have the logo stand out.

LOGOTYPE USAGE

PRODUCT / PACKAGING DESIGN

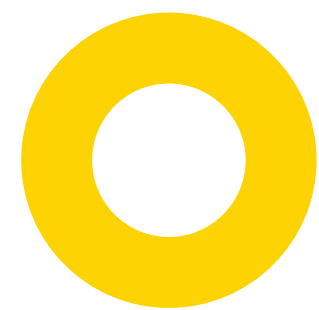
The ZOTAC logo will be displayed in a concise and clear manner on product design and packaging design.

Available in **White** or **ZOTAC DARK GRAY** as the primary application.



LOGOMARK BASICS

THE RING LOGOMARK



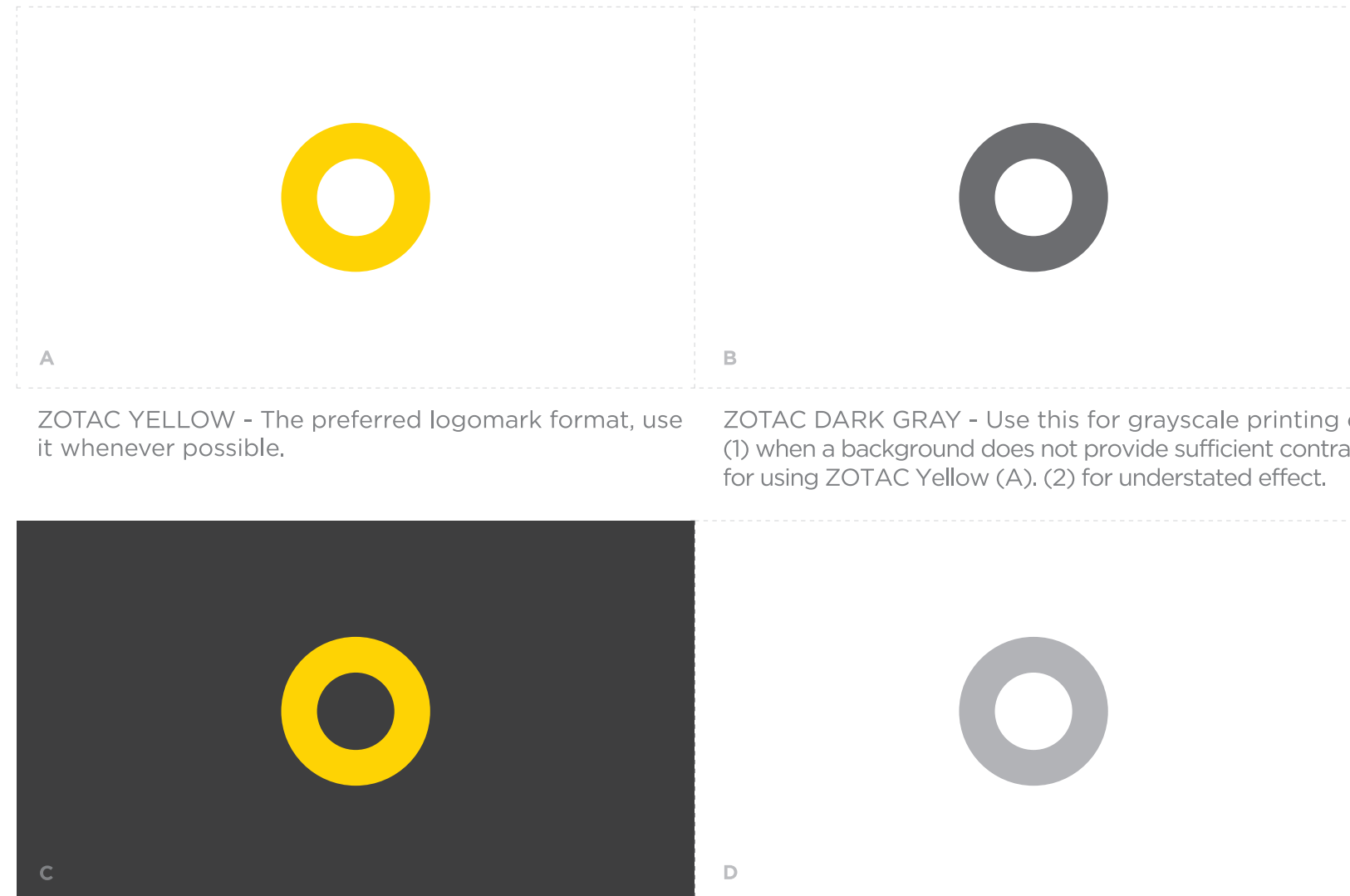
In an effort to create an iconic and minimal symbol that represent ZOTAC, we are using a modified ring symbol inspired by the ZOTAC ring found on our ZBOX Mini PCs.

MINIMUM SIZE



To maintain full legibility, never reproduce the logomark at heights smaller than 0.12 inches (3mm) tall for print and 15 pixels tall for digital. There is no maximum size limit, but use discretion when sizing the logo. (logo shown at actual size)

ALL ACCEPTABLE CONFIGURATIONS



ZOTAC YELLOW - The preferred logomark format, use it whenever possible.

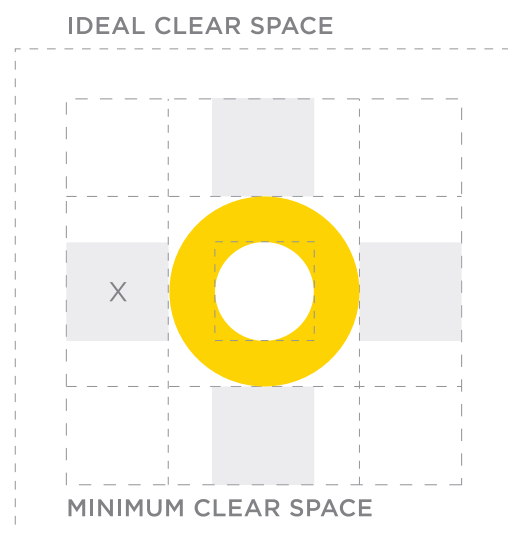
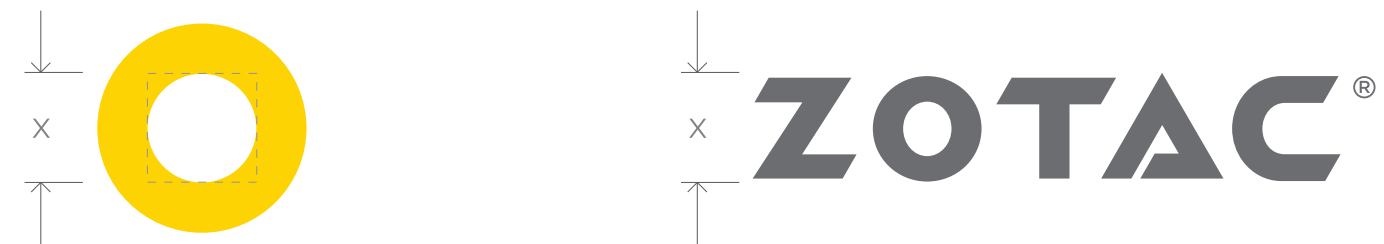
ZOTAC DARK GRAY - Use this for grayscale printing or (1) when a background does not provide sufficient contrast for using ZOTAC Yellow (A), (2) for understated effect.

ZOTAC YELLOW - The preferred logomark format, used in reverse.

LIGHT GRAY - Use it sparingly, only in situations where the logo needs to be very understated. (eg. back of brochure, gift box, etc)

LOGOMARK BASICS

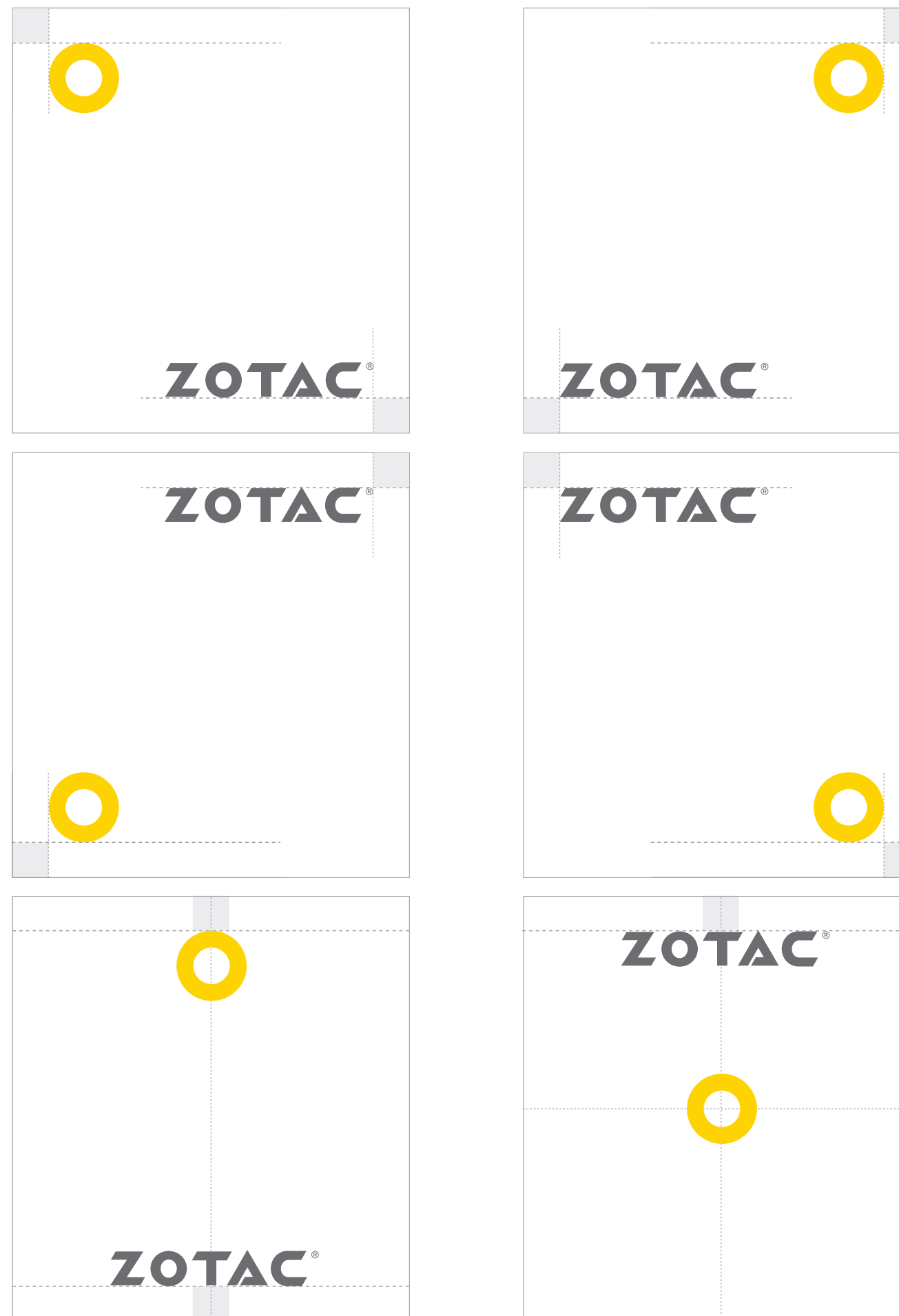
CLEAR SPACE



Give the logomark room to breath and maintain an appropriate amount of clear space around it. "X" is the size of the inner "O" in the ring logomark and is used as a visual tool to help quickly gauge a "minimum" clear space. Ideally, maintain 1.5x the space or more, all around the logomark.

The ZOTAC logo must appear on the same page as the logomark.

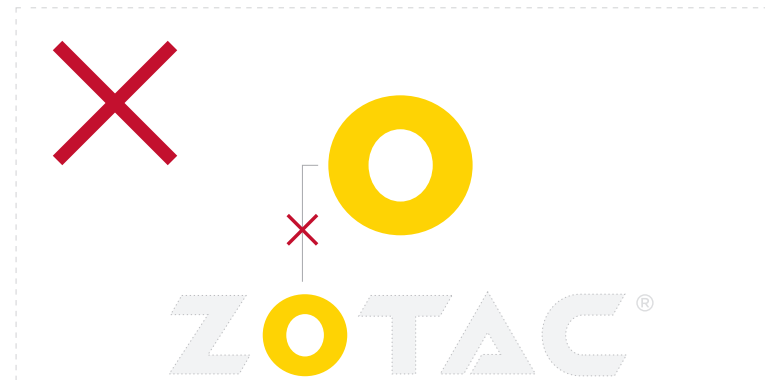
PLACEMENT (MINIMUM CLEAR SPACE)



LOGOMARK USAGE

IMPROPER USAGE

Do not use the “O” from ZOTAC logotype as the ring logomark.



Do not change the weight (thickness) of the ring logomark.



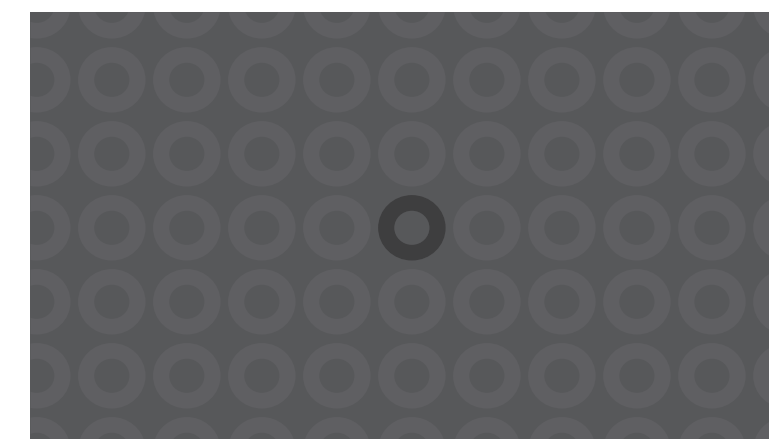
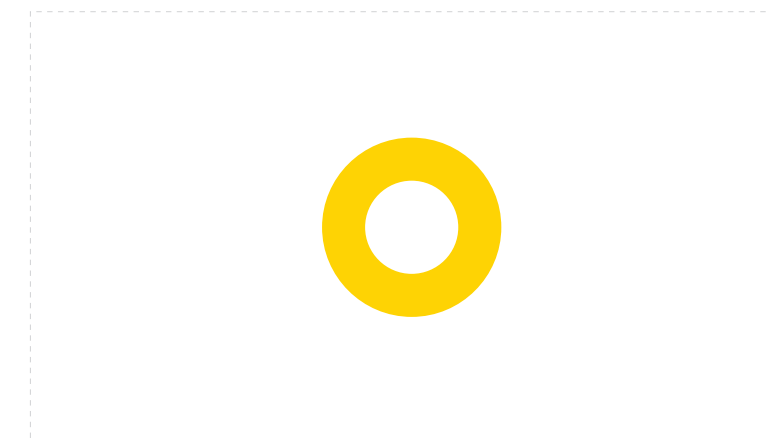
Do not stretch the logomark horizontally or vertically. Always lock proportion when re-sizing the logo.



Do not use drop shadow, glow, or add any kind of filters and/or effects on the logomark.



DO USE THE LOGOMARK THIS WAY



ADDITIONAL BRAND COLORS

BACKGROUND COLORS (ACCEPTABLE SHADES)

These are the acceptable colors for use in **backgrounds**. **Avoid using 100% black** for backgrounds whenever possible, instead, use ZOTAC Soft Black specified here for black backgrounds.

When using yellow, it is recommended **not to exceed 10%** of the entire design.

PMS CMYK



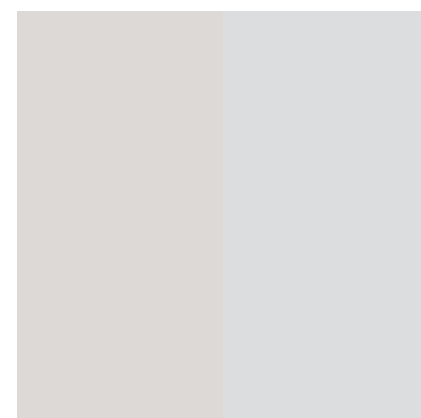
ZOTAC YELLOW 10
PANTONE PMS 108
CMYK 0 / 10 / 100 / 0
RGB 255 / 221 / 0
HEX #FFDD00

PMS CMYK



ZOTAC YELLOW 20
PANTONE PMS 123
CMYK 0 / 20 / 100 / 0
RGB 255 / 203 / 5
HEX #FFCB05

PMS CMYK



ZOTAC LIGHT GRAY 15
PANTONE PMS COOL GRAY 1
CMYK 0 / 0 / 0 / 15
RGB 221 / 221 / 221
HEX #DDDDDD

PMS CMYK



ZOTAC LIGHT GRAY 50
PANTONE PMS 423
CMYK 0 / 0 / 0 / 50
RGB 147 / 149 / 152
HEX #939598

PMS CMYK



ZOTAC DARK GRAY 80
PANTONE PMS COOL GRAY 11
CMYK 0 / 0 / 0 / 80
RGB 88 / 89 / 91
HEX #58595B

PMS CMYK



ZOTAC SOFT BLACK
PANTONE PMS BLACK 7
CMYK 0 / 0 / 0 / 90
RGB 65 / 64 / 66
HEX #414042

CORPORATE / MINI PC PRODUCTS

GOTHAM is **clean, modern, strong, sophisticated, and approachable: qualities we want to convey for our corporate and Mini PC brand.** When writing headlines use GOTHAM CAPS. When using GOTHAM for body copy, use sentence case. Mixing weights in headlines is okay too.

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 - = _ + < > ? / . , : "

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 - = _ + < > ? / . , : "

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 - = _ + < > ? / . , : "

GRAPHICS CARDS

TUNGSTEN is **athletic, high tech, loud, masculine and sophisticated: qualities we want to convey for the graphics cards.** When writing headlines use TUNGSTEN CAPS. When using TUNGSTEN for body copy, use sentence case. It's okay to mix TUNGSTEN with GOTHAM. Mixing weights in headlines is okay too.

TUNGSTEN BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 - = _ + < > ? / . , : "

TUNGSTEN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 - = _ + < > ? / . , : "

TUNGSTEN EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 - = _ + < > ? / . , : "

TYPOGRAPHY

EXAMPLES

Mixing Weights



Mixing Typefaces



WORDS

TONE OF VOICE

We make great products. We are **bold** and **sophisticated**, at the same time **elegant** and **smart**. Besides using colors and graphics to reflect our brand personality, the tone of voice in our written communications should reflect those qualities as well. Our copy should always be clear, concise, and adding a dash of creativity.

Clear - be simple and concise, use adjectives and adverbs sparingly.

Active - avoid using the passive voice as much as possible.

Creativity - even when speaking about technical content, when appropriate, relate the user experience using smart analogies. For example, rather than simply stating dimensions, compare it to everyday objects and/or experiences that our customers may be familiar with. (eg. a deck of cards, morning coffee, etc)

Approachable - we want to invite our customers into the conversation, not to talk down at them. So the tone of voice should always be friendly yet professional and fresh but not inexperienced.

HOW IT IS WRITTEN

Always CAPITALIZE our name in writing (copy, title, subtitle, description, etc) *

- Correct: ZOTAC
- × Incorrect: Zotac

- Correct: ZOTAC ZBOX
- × Incorrect: Zotac Zbox

- Correct: ZOTAC ZBOX PRO
- × Incorrect: Zotac Zbox pro

- Correct: ZOTAC ZBOX MAGNUS ONE
- × Incorrect: Zotac Zbox Magnus One

Always use lowercase for sub-series names

- Correct: ZBOX nano
- × Incorrect: ZBOX Nano

- Correct: ZBOX edge
- × Incorrect: ZBOX Edge

- Correct: ZBOX pico
- × Incorrect: ZBOX PICO

Never use possessives with our name

- Correct: ZOTAC graphics cards featuring...
- × Incorrect: ZOTAC's graphics cards are...

Never use our name in plural form

- Correct: ZOTAC is developing new technology...
- × Incorrect: ZOTACs are developing...

Always CAPITALIZE FIRST LETTERS for ZBOX series without dash (-) in writing (copy, subtitle, description)

- Correct: M Series
- × Incorrect: M-series

- Correct: C Series
- × Incorrect: C-Series

- Correct: E Series
- × Incorrect: e-series

It's acceptable to use All CAP for ZBOX series when using as title or badge (but never in writing situations specified above)

- Correct: M SERIES
- × Incorrect: m series

Always write ZBOX product category this way

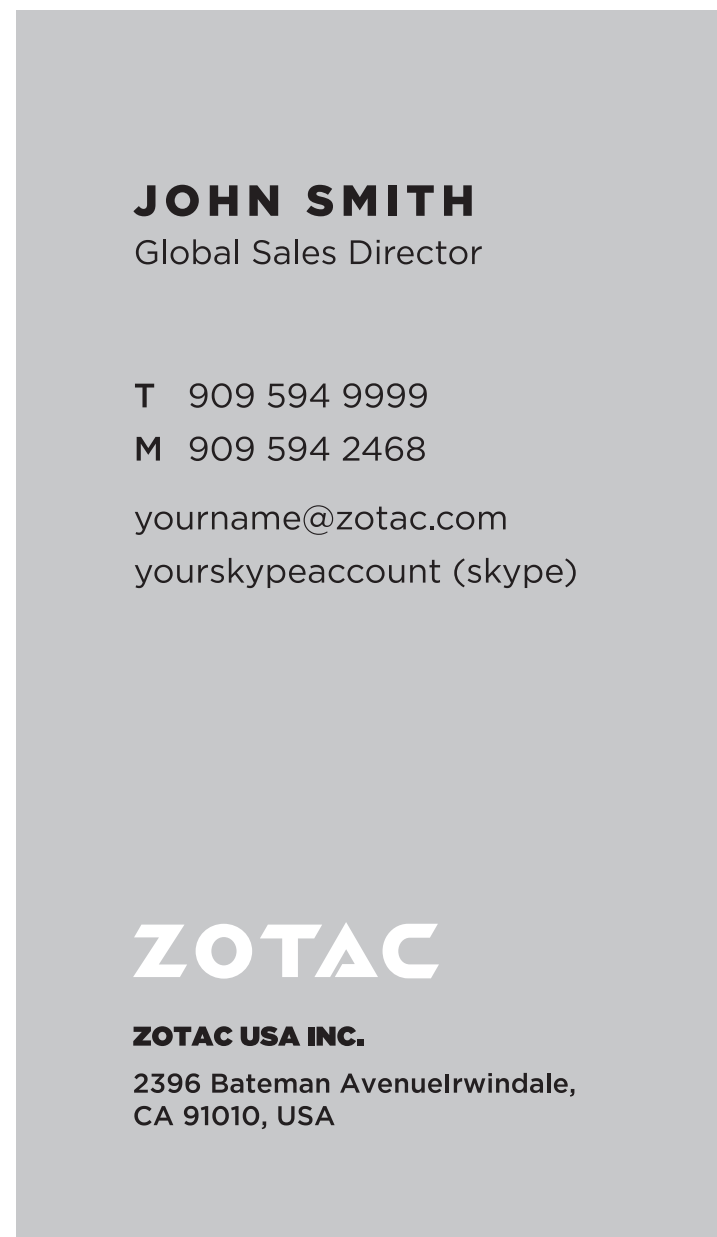
- Correct: Mini PC, Mini PCs
- × Incorrect: Mini-PC, Mini-PCs

- Correct: Mini PC, Mini PCs
- × Incorrect: mini-PC, mini-pcs

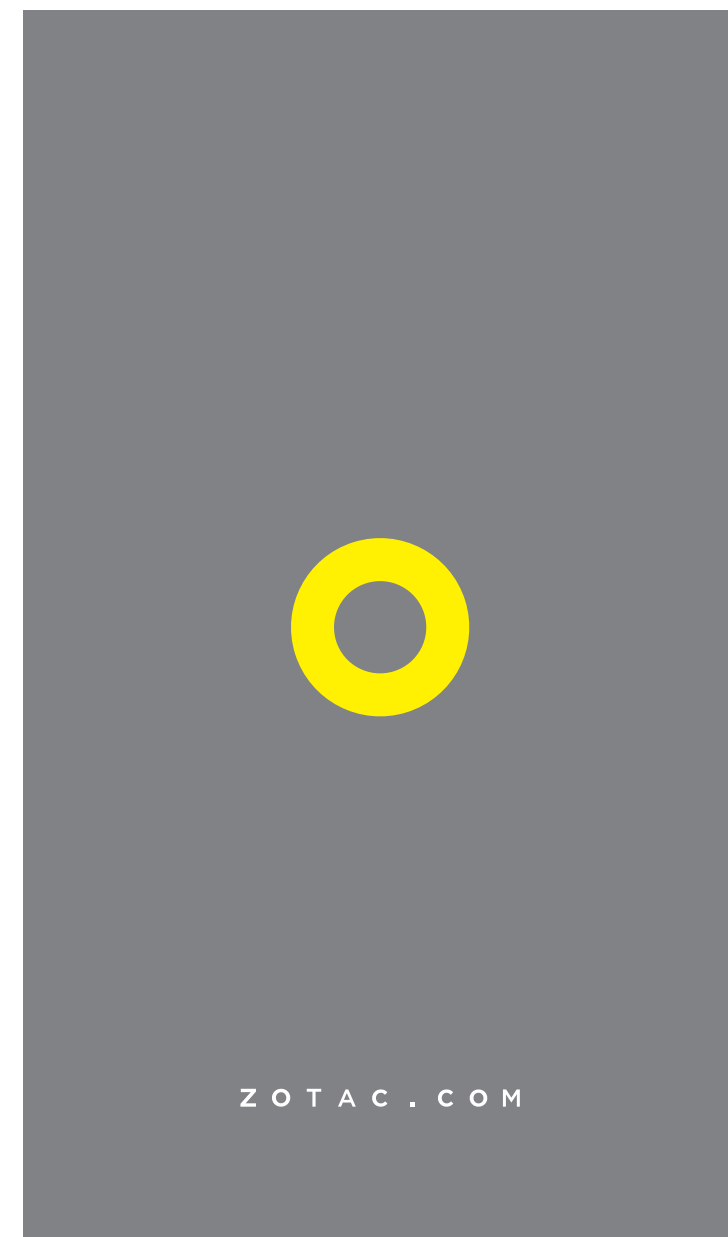
- Correct: Mini PC, Mini PCs
- × Incorrect: mini PC, mini pc

STATIONERY

BUSINESS CARDS (LAYOUT AND COLOR GUIDE)



(STANDARD TEMPLATE) / FRONT

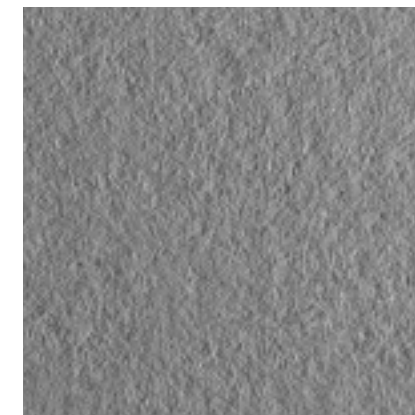


(STANDARD TEMPLATE) / BACK

Layout and spacing is different on each of the three layouts in order to maintain visual balance for varying amounts of info.

CARD SIZE: 3.54" X 2.05" (90MM X 52MM)

PAPER DISPLAY



蒙特利卡 泥土灰 360G
FEDRIGONI MATERICA CLAY 360G

*For phone numbers and digital communications (emails, skype, etc), use the first line as reference for starting point of vertical position. (ie. If there's only one email, use the first line as the starting point, **do not shift** the line of text for email. Same with phone numbers.)

STATIONERY

BUSINESS CARDS (LAYOUT AND COLOR GUIDE)

1 SAME SPACING

2 12MM

3 8MM

4 NUMBERS ARE IN GOTHAM

5 Chinese/Japanese Fonts: Noto Sans CJK JP Regular

4 NUMBERS ARE IN GOTHAM

Y 100 K 25 WHITE BLACK

TEMPLATE A
(STANDARD TEMPLATE) / FRONT

TEMPLATE B
(STANDARD TEMPLATE) / FRONT

TEMPLATE C
(STANDARD TEMPLATE) / FRONT

TEMPLATE FOR ALL / BACK

JOHN SMITH
Global Sales Director

T 909 594 9999
M 909 594 2468
yourname@zotac.com
yourskypeaccount (skype)

ZOTAC

ZOTAC USA INC.
2396 Bateman Avenue Irwindale,
CA 91010, USA

JOHN SMITH / 吳銘世
Regional Sales Director /
亞太區業務總監

T +852 2687 7930
M +852 9018 7211
yourname@zotac.com
yourskypeaccount (skype)
2345678925 (QQ)

ZOTAC

ZOTAC TECHNOLOGY LIMITED
28/F, NCB Innovation Centre
888 Lai Chi Kok Rd, Cheung Sha Wan

ZOTAC 科技有限公司
長沙灣荔枝角道888號
南商金融創新中心28/F

マーケティング部
吳羽 邦紘
KUNIHURO KUREHA

T 81 3 5215 9999 (direct)
M 81 0 7263 2468
yourname@zotac.com
yourskypeaccount (skype)

ZOTAC

株式会社ゾタック日本
〒102-0074
東京都千代田区九段南3-2-2
九段宝生ビル2F

ZOTAC . COM

1 Make sure space between different language texts is consistent.

2 Clear space for top area is now consolidated to **12mm** clear space across all 3 templates.

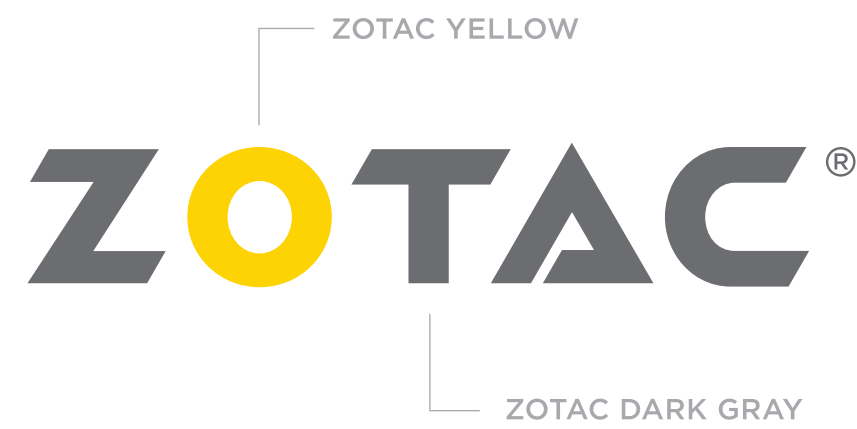
3 Clear space for bottom area is now consolidated to **8mm** clear space across all 3 templates.

4 Numbers should be in **Gotham** (typeface) for addresses written in Asian language typeface.

5 Use **Noto Sans CJK JP Regular** typeface for Chinese and Japanese characters and **Noto Sans CJK JP Regular** for Korean characters. All **English** (and other Germanic and Latin-based languages) use **Gotham Book** and **Gotham Bold**.

OFFICIAL DOCUMENTS LOGO COLORS

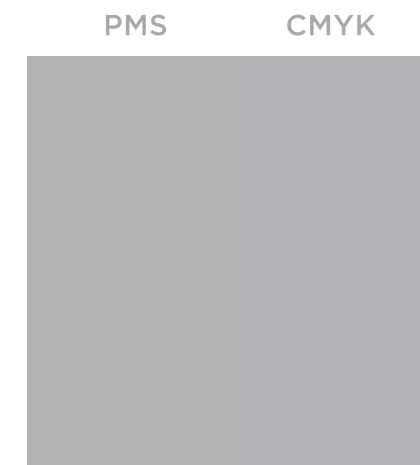
PRIMARY COLORS (FOR BOTH LOGOTYPE AND LOGOMARK)



Use the color logo on official documents only.



ZOTAC YELLOW
PANTONE PMS 116
CMYK 0 / 15 / 100 / 0
RGB 255 / 212 / 0
HEX #FFD400



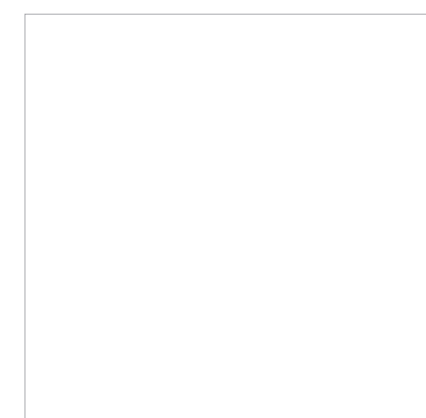
ZOTAC LIGHT GRAY
PANTONE PMS 421
CMYK 0 / 0 / 0 / 35
RGB 177 / 179 / 182
HEX #B1B3B6



ZOTAC DARK GRAY
PANTONE PMS 424
CMYK 0 / 0 / 0 / 70
RGB 109 / 110 / 113
HEX #6D6E71



Our colors reflect our personality. We are **bold** and **sophisticated**, as well as **elegant** and **smart**. The combination of yellow and gray illustrates these qualities.



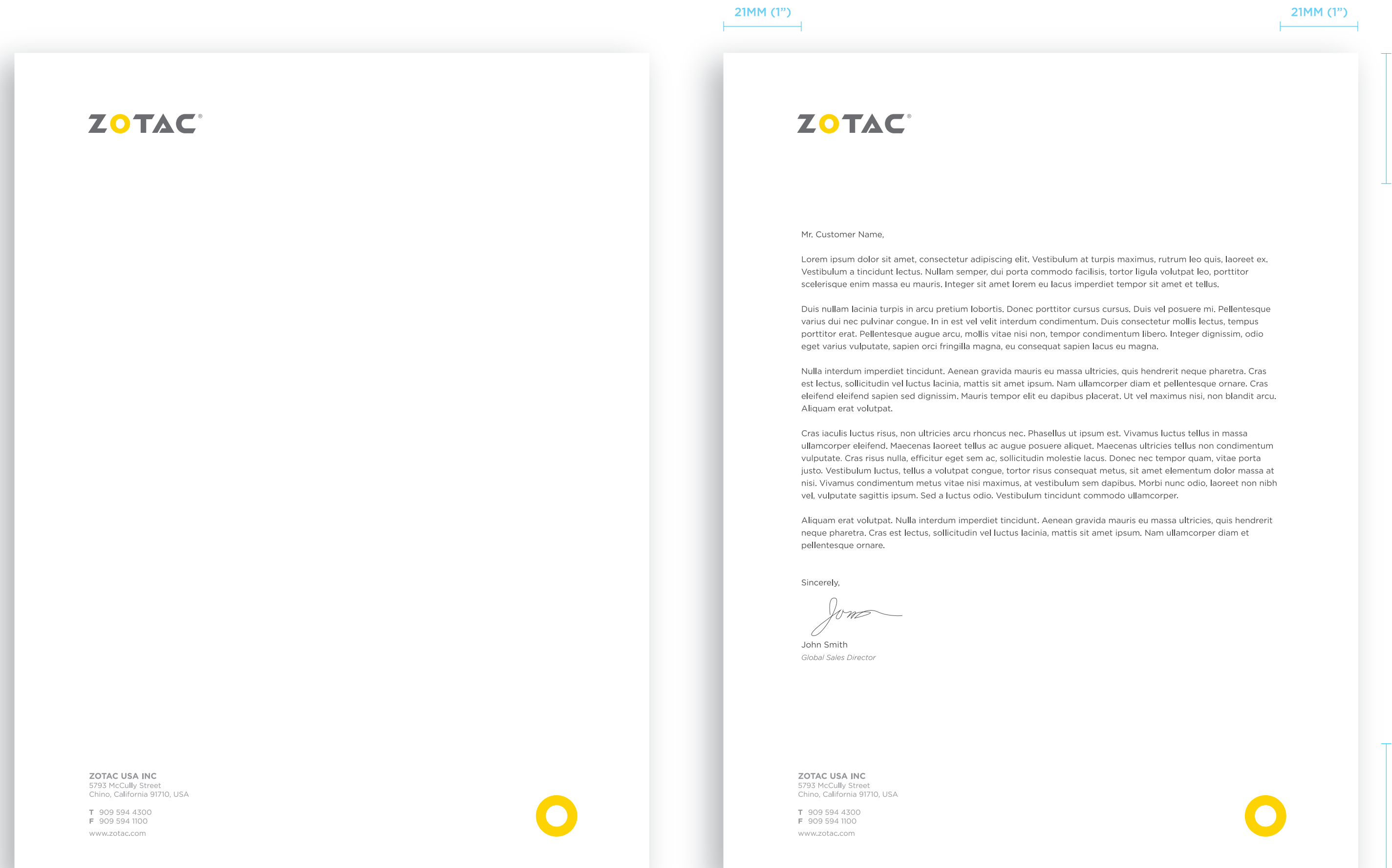
WHITE
CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX #FFFFFF

OFFICIAL DOCUMENTS STATIONERY

LETTERHEAD

Letterhead usage should follow these rules:

- Use sans-serif typefaces for contents of the correspondence at all times.
- Leave a 21mm (1 inch) margin on left and right.
- Leave a minimum of 40mm (1.75 inch) margin on top and bottom.



OFFICIAL DOCUMENTS STATIONERY

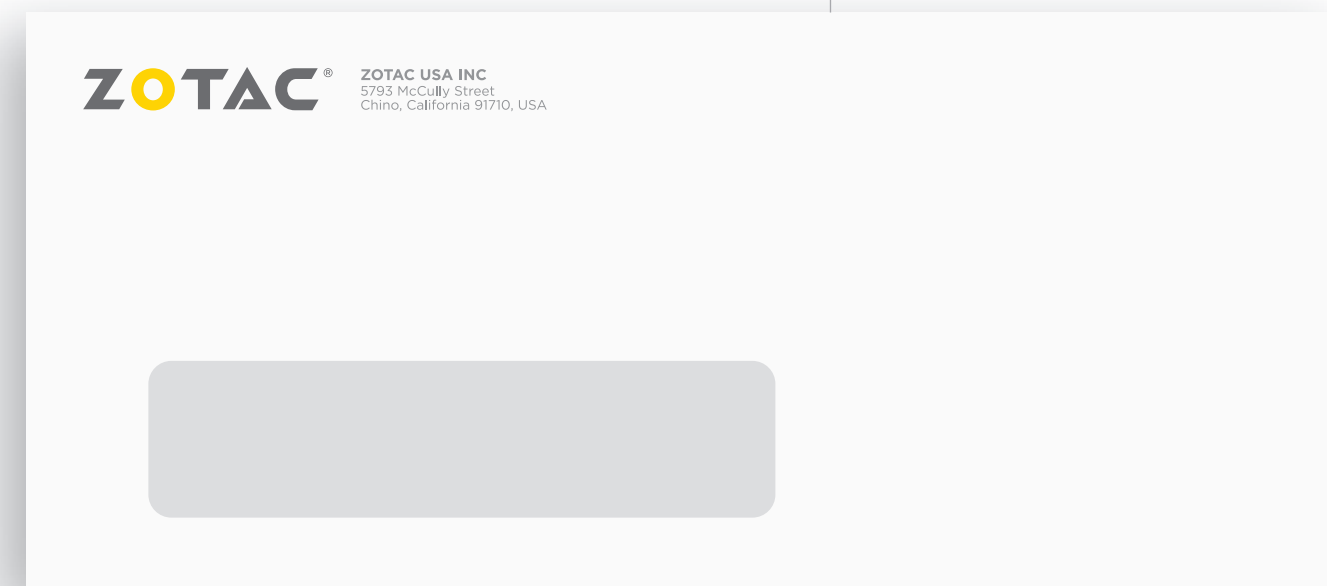
ENVELOPE

There are two (2) versions for the envelope that we can use:

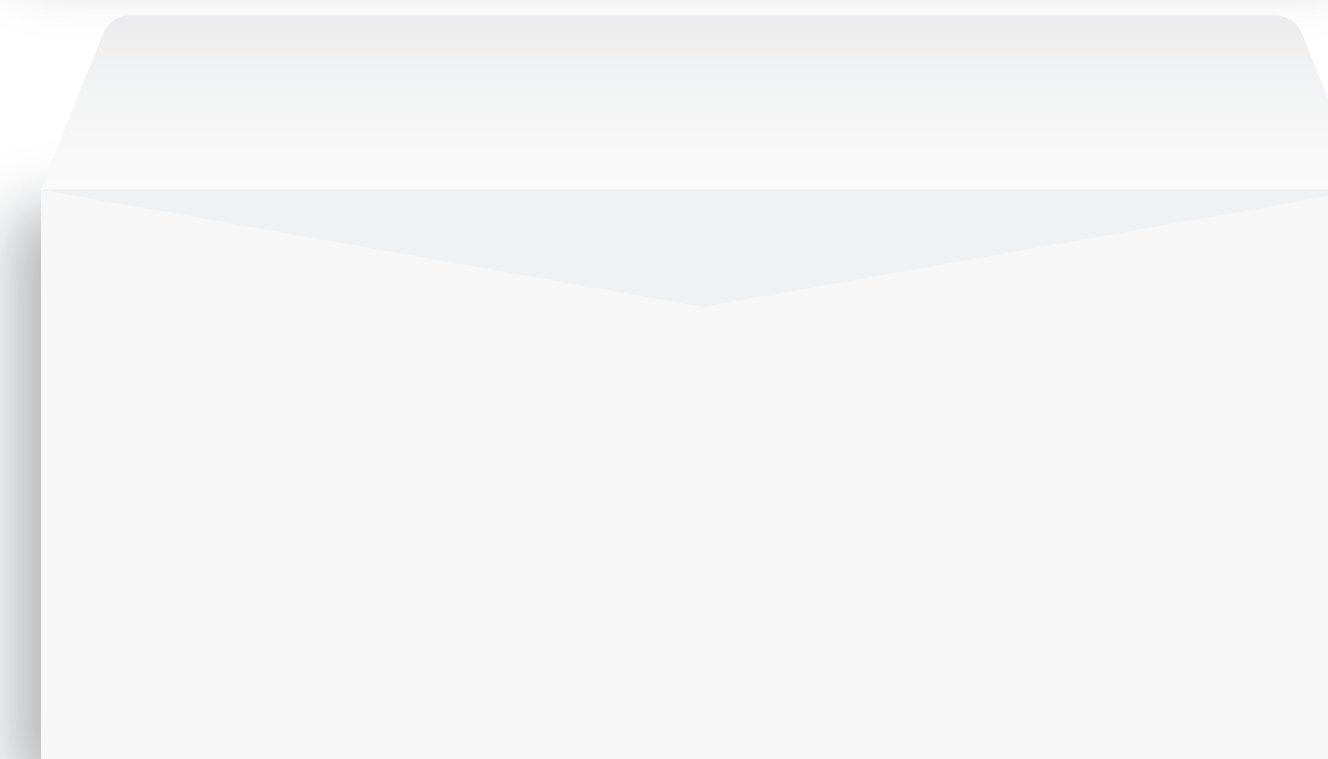
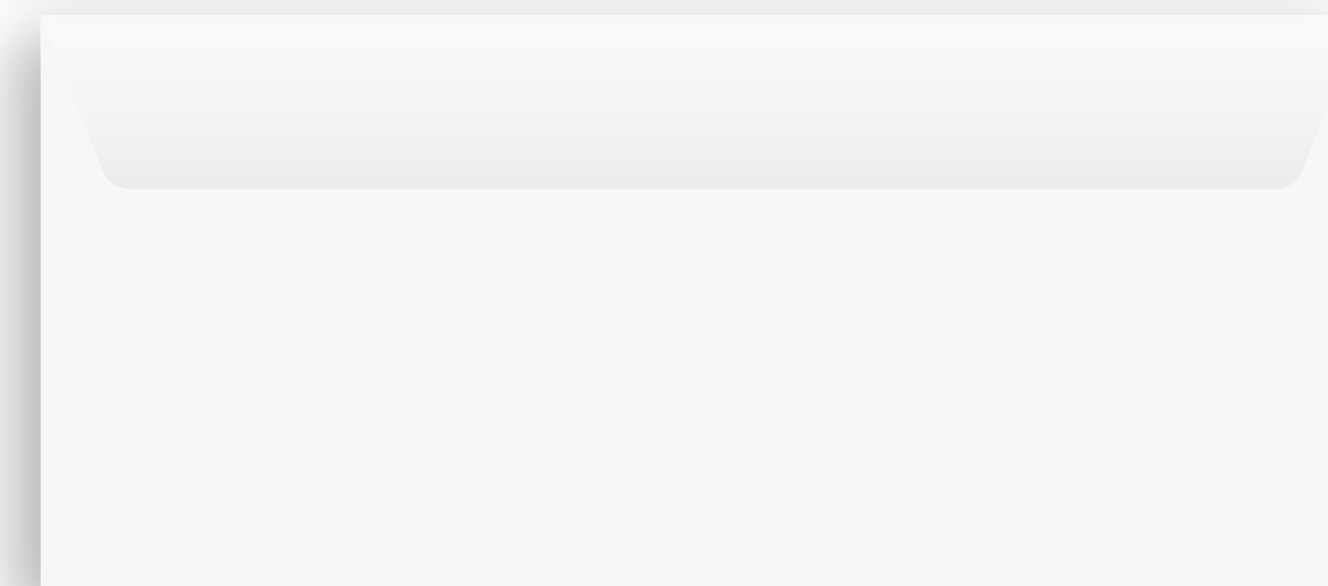
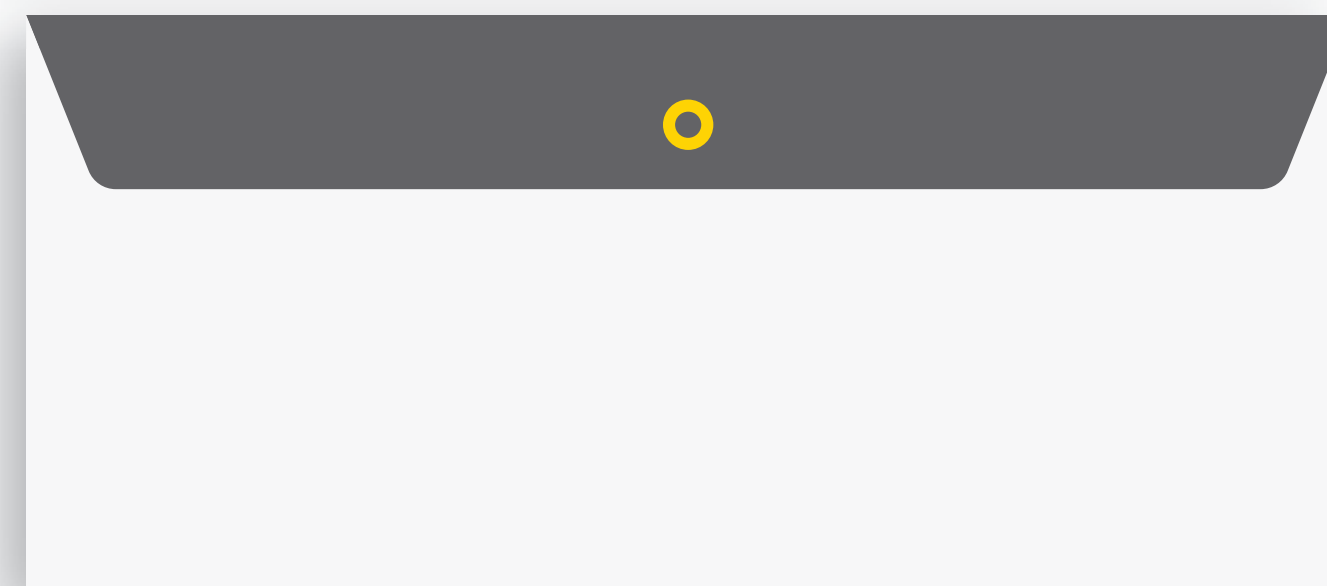
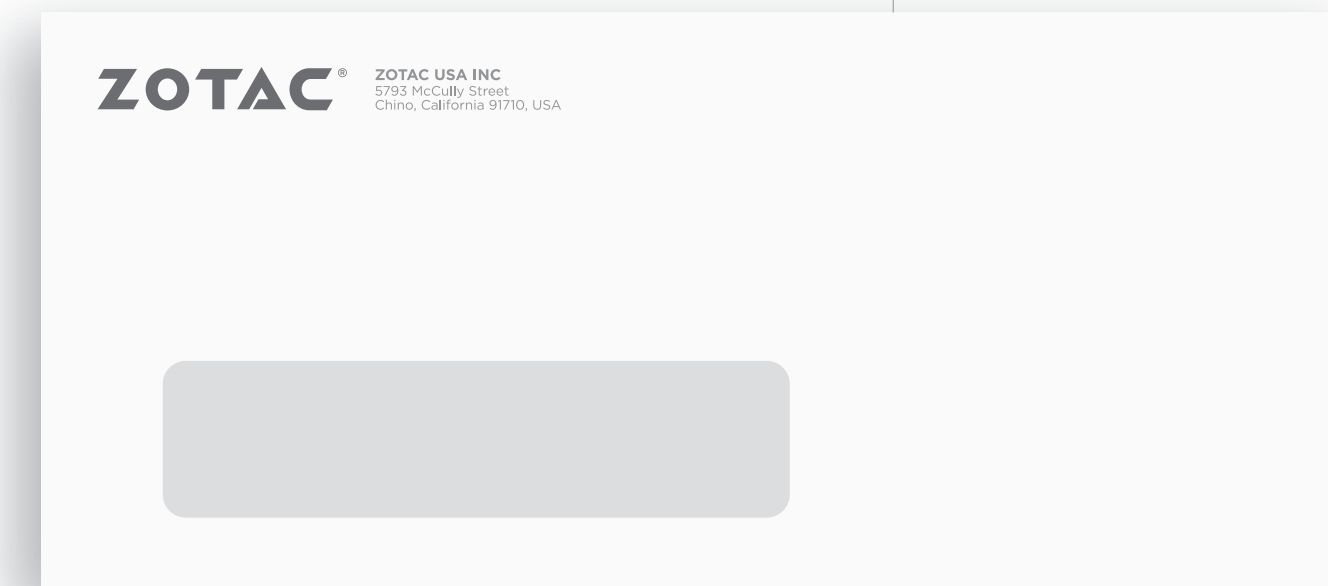
- **Full color version** for high-impact branding with color logo, ZOTAC Dark Gray outside flap and ZOTAC Yellow on the inside.

- **Budget alternative** can also be made with one color printing using color values for ZOTAC Dark Gray with blank flap and inside.

FULLY BRANDED VERSION



BUDGET ALTERNATIVE



EMAIL SIGNATURE

EMAIL SIGNATURE

Aside from editing your contact information, do not alter the layout in any way, including adding/changing colors, font, etc.

• **Acceptable fonts:**
Arial or Helvetica

• **Text Color:**
RGB (119, 119, 119)
HEX (777777)

BOLD | **REGULAR**
(ARIAL OR HELVETICA ONLY)

Your Name / Your Title
Office / XXX XXX XXXX
Fax / XXX XXX XXXX
Mobile / XXX XXX XXXX

yourname@zotac.com
www.zotac.com

ZOTAC®

TEXT COLOR
RGB (119, 119, 119)
HEX (777777)

USE "SPACE" BETWEEN
EACH DIGIT FOR
THE PHONE NUMBERS

EXAMPLE

Best Regards,

John Smith / Sales Director
Office / 909 594 4300 x123
Fax / 909 594 1100
Mobile / 909 594 1234

johnsmith@zotac.com
www.zotac.com

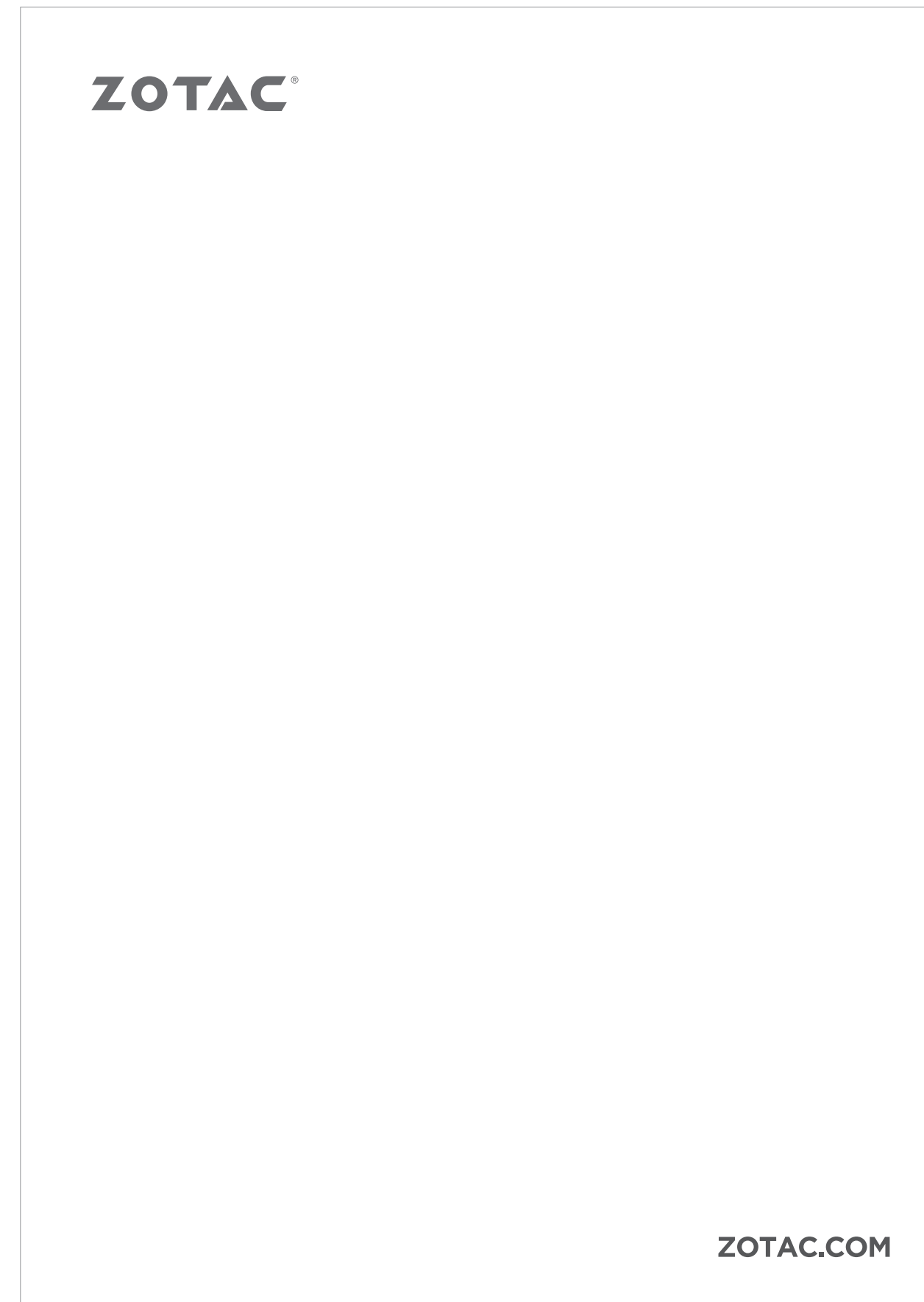
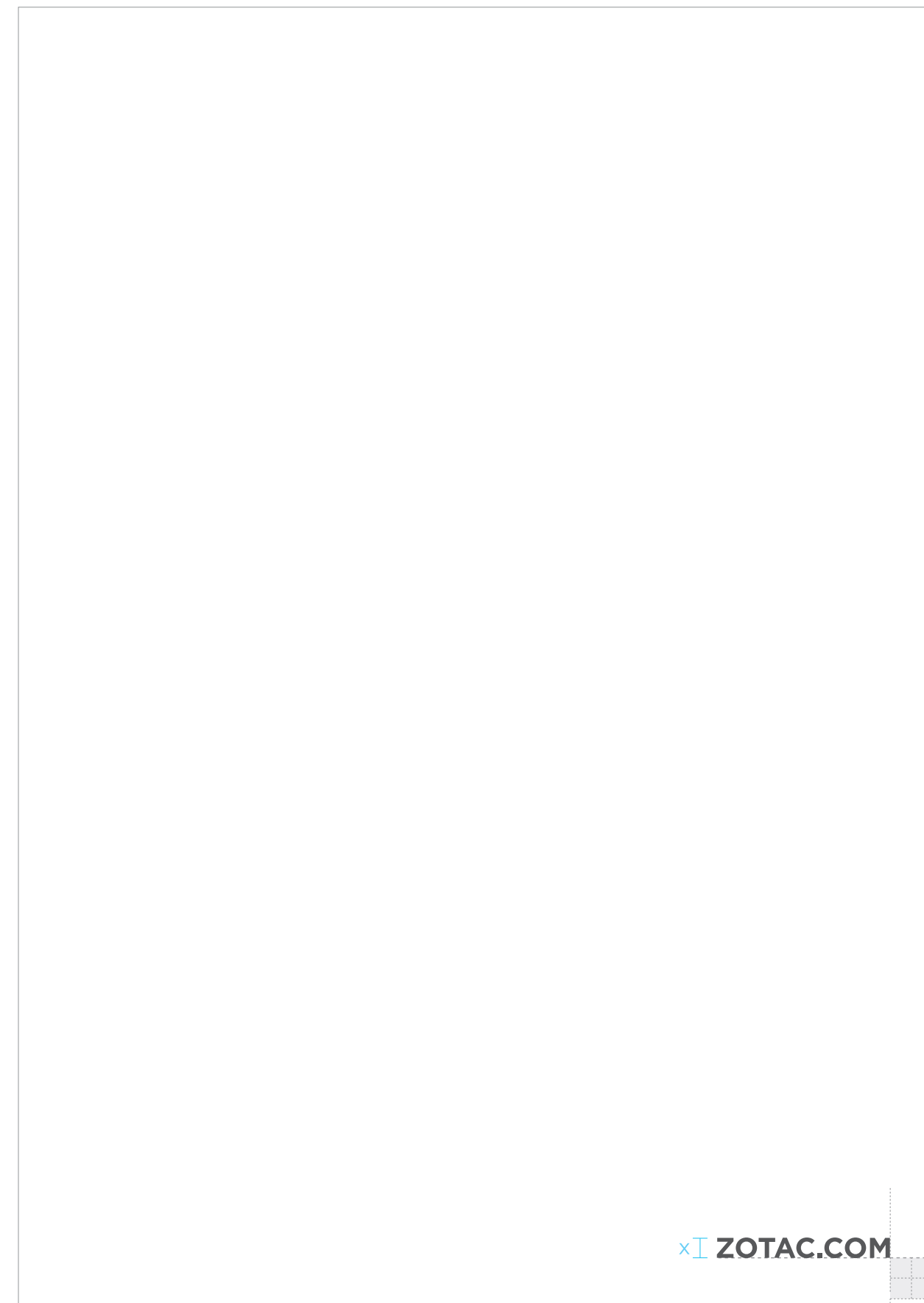
ZOTAC®

PRINT MATERIALS

POSTERS / FLYERS / ADS (FOR URL)

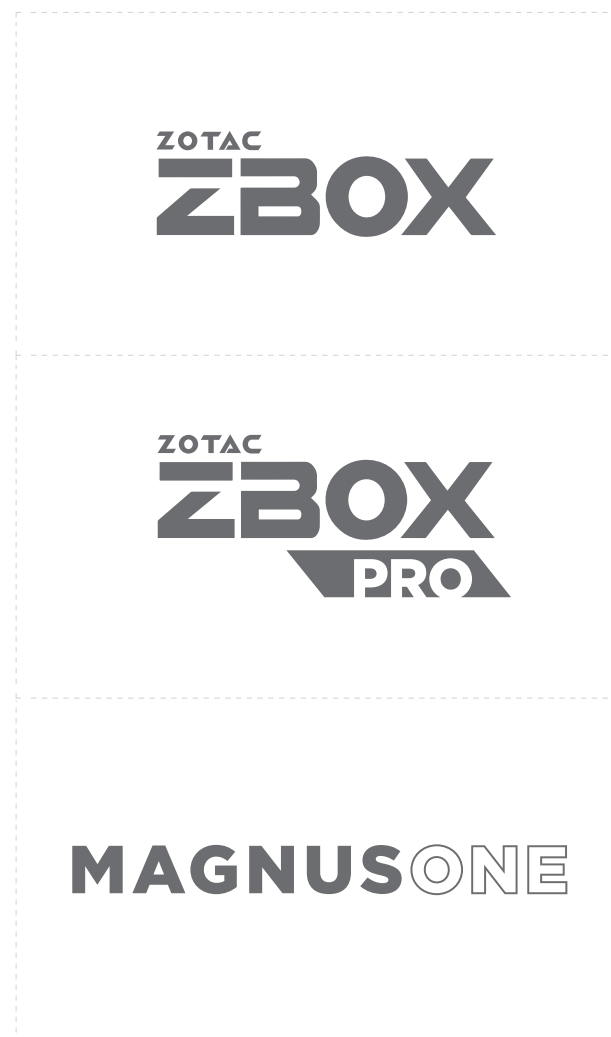
Placement of the URL on posters, flyers, and ads should follow these rules:

- URL should be in GOTHAM.
- URL should only be in lower right corner.
- Distance between URL and edge of the print should be *at minimum* 2.5x the HEIGHT of the letters. Please refer to the section **Clear Space** on the preferred distance.
- URL should always be written without “www.”
- URL should always be written in CAPS.
- URL should be used in line with the principles and rules already established earlier in these guidelines.



PRODUCT SERIES

MINI PC PRODUCTS



ZOTAC ZBOX

ZOTAC ZBOX PRO

MAGNUS ONE

GRAPHICS CARD EDITIONS



AMP

TRINITY

ARCTICSTORM

AMP
EXTREME

TWIN EDGE

WHITE
— EDITION —

AIRO

SOLO

BLACK
— EDITION —

DC
EDITION

TRADEMARK SYMBOLS

FOR VERY LARGE FORMATS

Rarely will you ever need to adjust the trademark symbol on the logotype. However, when a logotype is used at very large sizes (ie. trade events), the symbol should be adjusted following the guidelines specified here.



ON PRODUCTS

Trademark symbol should not be present when placing logotype on products.



PRESENTATION TEMPLATES

PRESENTATION SLIDES

Presentation template usage should follow these rules:

- Due to font embedding issues, use **ARIAL** to substitute for **GOTHAM** (Gotham is still used everywhere else, substitution only occurs when working on presentation slides)

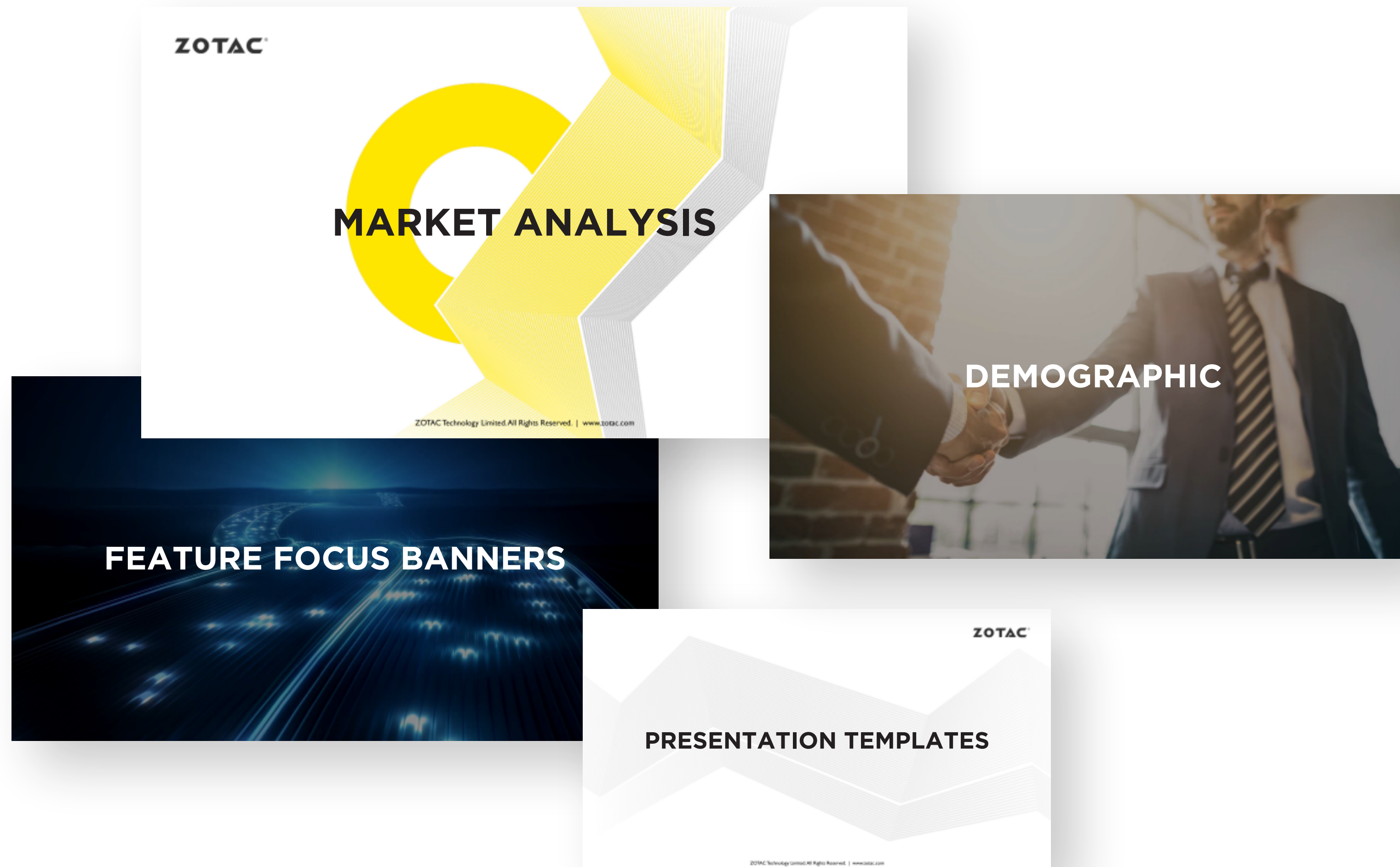
(PROXIMA NOVA typeface is embedded in the template file)

- When writing **headlines** use PROXIMA NOVA BOLD in CAPS.

- When writing **subtitles** (subheads), use PROXIMA NOVA REGULAR in **Section Titles** and PROXIMA NOVA LIGHT in **Content Slides**. CAP the first letters.

- When writing **body copy**, use PROXIMA NOVA LIGHT in sentence case.

(Presentation template file will be provided separately)



Thank you for using ZOTAC brand identity guidelines.
Together, we can build a unifying brand voice.

If you need more information or have questions about
the guideline, please email us at marketing@zotac.com.