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FULL COLOR LOGO • preferred
The full color logo on a white background should be used wherever possible. It can also be used on a light, simple textured background.

FULL COLOR | WHITE TYPE LOGO
The full color logo with white name should be used on dark, simple textured backgrounds.

FULL COLOR LOGO | ICON OPTIONS
The logo with the five main icons will be used in most cases. Two additional icons can be used when the target market is aligned with their animal. The cat can be swapped for the horse and the rabbit can be swapped for the reptile.

Logo with swapped horse icon

Logo with swapped reptile icon

Logo with swapped horse and reptile icon
LOGO VERSIONS

GRAYSCALE LOGO
Only use the grayscale version when production constraints do not allow the color versions to be used.

SINGLE COLOR LOGO
Only use the single color logo when production constraints do not allow the use of multiple colors. Use against white or light background. The single color logo does not use the icons.

REVERSED LOGO
Only use the all white version against a dark background when production constraints do not allow the use of color. The reversed logo does not use the icons.
MEASUREMENT, SIZE AND SAFE AREA

PRINT USE
It should not be used under 2 inch in width.

DIGITAL USE
The logo should not be made smaller than 400 pixels in width. To ensure strong visibility, a clear space must always surround the SUPERZOO logo.

UNIT OF MEASURE
The safe area is defined by the width of the letter “S” within the SUPERZOO Logo.

SAFE AREA
When determining the safe area, the logo’s edges are defined by the width of the letters SUPERZOO and the top of the icon circles.
MEASUREMENT, SIZE AND SAFE AREA

PRINT USE
It should not be used under 1 inch in width.

DIGITAL USE
The logo should not be made smaller than 200 pixels in width. To ensure strong visibility, a clear space must always surround the SUPERZOO logo.

UNIT OF MEASURE
The safe area is defined by the width of the letter “S” within the SUPERZOO Logo.

SAFE AREA
When determining the safe area, the logo’s edges are defined by the width and the height of the letters SUPERZOO.
INCORRECT LOGO USAGE EXAMPLES

DON’T change the orientation of the logo

DON’T distort the logo

DON’T outline the logo

DON’T recolor the logo name

DON’T recolor the logo icons

DON’T add a drop shadow to the logo

NEW!

DON’T introduce new elements to the logo

DON’T change the opacity of the logo

DON’T add a frame around the logo
ICON COLLECTION
These icons can be used on white, neutral and dark backgrounds, as long as there is enough contrast. Each icon can be used as single design element or as group.

ICON COLLECTION WITH WHITE CIRCLE
Each icon can only be used on its designated brand color as background and therefor can only be used as single design element. (see page 11 for design examples)
COLOR PALETTE

PANTONE 534 C
CMYK 96 / 76 / 40 / 31
RGB 24 / 60 / 91
WEB #183C5B

PANTONE 4234 C
CMYK 30 / 10 / 80 / 0
RGB 188 / 198 / 92
WEB #BCC65C

PANTONE 7577 C
CMYK 5 / 60 / 80 / 0
RGB 233 / 129 / 71
WEB #E98147

PANTONE 2248 C
CMYK 55 / 5 / 45 / 0
RGB 117 / 190 / 161
WEB #75BEA1

PANTONE 143 C
CMYK 5 / 25 / 80 / 0
RGB 241 / 191 / 80
WEB #F1BF50

PANTONE 2191 C
CMYK 71 / 17 / 0 / 0
RGB 37 / 167 / 223
WEB #25A7DF

PANTONE 2715 C
CMYK 49 / 49 / 0 / 0
RGB 137 / 131 / 190
WEB #8983BE

PANTONE 178 C
CMYK 0 / 80 / 58 / 0
RGB 241 / 91 / 93
WEB #F15B5D
In written communications such as emails or press releases, SUPERZOO should always be capitalized.
ONSITE SIGNAGE EXAMPLES

CARD SIGNS

SHOW SECURITY OFFICE

AISLE SIGN

SUPERZOO

POSTER SESSIONS
WEDNESDAY, SEPTEMBER 12
9:30 a.m. - 4:30 p.m.
WEDNESDAY, SEPTEMBER 12
9:30 a.m. - 4:30 p.m.
WEDNESDAY, SEPTEMBER 12
9:30 a.m. - 4:30 p.m.

KICK PANELS