



Zest

pizza. restaurant. bar.

Zest - Pizza. Restaurant. Bar. Brand Specification

Our Symbol, Wordmark and colours are designed to work together.
This document is designed to maintain the integrity for the Zest brand.

The logo can only be used in the prescribed “vertical format” and should always be reproduced exactly from either electronic files.
Symbol above and Wordmark below.

In most situations the logo should incorporate the words “Zest” and at times may include the Bi-line: “Pizza. Restaurant. Bar.”
Either formats can be used but the logo inclusive of the bi-line is preferred.

In either format please ensure that the correct relationship and positioning of the elements - the Symbol, Wordmark, Bi-line and Colours are followed.

Always use the correctly formatted electronic files, available from Zest.
No attempt should be made to re draw or substitute typefaces.

For special or unusual design situations there will be a need for further consultation, interpretation and approval.

Thank you for your co-operation



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Ink Specifications



Pantone 380
C:15 M:0 Y:72 K:0
R:214 G:227 B:66
HTML:D6E342



Pantone 200
C:3 M:100 Y:66 K:12
R:183 G:18 B:52
HTML:B71234



Pantone Proc. Black
C:0 M:0 Y:0 K:100
R:30 G:30 B:30
HTML:1E1E2E

Zest - Pizza. Restaurant. Bar. Colour Specifications

Our Symbol, Wordmark and colours are designed to work together. This document is designed to maintain the integrity of the brand.

Colours

Together our colours and fonts are effective. Please use the colours and fonts carefully.

Note too that this document maybe printed in a number of ways and is not accurate to conventional printing. Therefore always visually check the colours against an accurate colour swatch or Pantone colour guide.

Where possible, and when reproduction medium allows, this is the correct use of the brand.

The primary colours are Green, Red and Black.

CMYK

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Reversal Colour When printing in colour on a dark or photographic backgrounds, logo should be reversed as specified below.

Reversal Black When printing in black and white on a dark or photographic backgrounds, logo should be reversed as specified below

NB: Never surround the logo with white box or white keyline.



Logo Formats and Colours

		Colour formats			
		CMYK	RGB	Process	Black / white gray scale
Shape Based Logos					
.eps	210x 100mm				
.ai	210x 100mm				
.cdr	210x 100mm				
.swf	210x 100mm				
.pdf	210x 100mm	✓	✓	✓	✓
Pixel Based Logos					
	Res				
.jpg	300 dpi	✓	✓	✓	✓
.gif	300 dpi				
.bmp	300 dpi				
.tiff	300 dpi				

These File formats can be use for: Stationary - Printed & Digital, Signage Digital RGB, Vinyl PROCESS, Web HTML RGB, Web Animation - Flash RGB, Printing: Press CMYK, Ink Jet RGB, Photocopying - CMYK & B&WEmbroidery

Colour formats

Spot color	Can be reproduced in economical spot color printing
CMYK	C (cyan) M (magenta) Y (yellow) and K (Black). Can be reproduced in conjunction with other CMYK images (i.e.: color photographs). Suitable for photocopiers, off set printing and other CMYK printers
RGB	R (Red) G (Green) B (Blue) colors & used in electronic publishing and printing on inkjet printers.
Black / white gray scale	For continuous tone black & white. Suitable for black and white photocopying and faxing.

File formats

BITMAP (PIXEL) FILE FORMATS	Electronic reproduction files. Not editable or scalable (enlargement). Suitable for viewing on screen and fixed resolution printing. Supplied as .JPG, .GIF and .TIF files.
PDF (SHAPE) (Portable Document Format)	The Pdf with shape files is a cross platform printable version of stationery art. Perfect for in-house printing/color proofing. Can be scaled indefinitely with out loosing quality. Supplied as .PDF