Cleveland Zoological Society
GRAPHIC STANDARDS

CZS Logo Style Guidelines

- Two colors have been selected for use with the Cleveland Zoological Society identity system. The following PANTONE¨ Colors are utilized in the logo:

- For CZS Green, use PANTONE 5757 as Shown on Coated Paper
- For CZS Red, use PANTONE 696 as Shown on Coated Paper
- The outer ring of the logo and inner symbol print CZS Green (PANTONE 5757)
- The logotype prints CZS Red (PANTONE 696).

The colors should never be matched to other color matching systems.   No other color variations are acceptable.

- The coated color swatches should always be used to match for color, even when printing on an uncoated stock.
- The colors should never be created from process screen builds. They should always be produced as solids and should never be screened to other values.
- The logo is a self-contained "mark" which contains two principal elements – the type (CLEVELAND ZOOLOGICAL SOCIETY) and an abstract illustration of an animal.
- The type has been created in a distinctive proprietary style (logotype) and the illustration (symbol) is an original creation for the Cleveland Zoological Society. These two elements – the logotype and symbol – are linked together in a fixed relationship and should never be altered.
- The size and placement of the logotype in relation to the symbol are set and should never be altered, taken apart or colored differently than specified.

- The logo may appear in either black and white or the approved colors.
  - Care should be taken to ensure that sufficient contrast is available to make the logo read clearly. For reproduction on white or fields of light gray or a light color, use the logo (the b+w or color version) with the dark outermost ring. For reproduction on solid fields of black, dark gray or a dark color, use the logo (the b+w or color version) w/ the additional white outermost ring.

  - The logo must always be reproduced with white (or paper white) in the ring behind the type and in the negative area of the animal symbol.
- The logo is always measured by the height of the outer circle. The minimum size that the logo may be reproduced at is .625, or 5/8".

- Adequate space must always be provided around the logo to prevent crowding and to allow clear reading. There must be a clean area at least 1/3 the height of the logo on all sides.
- The logo should never be altered or created by any other means than the electronic versions supplied by the Cleveland Zoological Society.

CZS Logo Usage Guidelines
- Do not change the size of the logotype separate from the symbol
- Do not change the typeface used in the logotype
- Do not use the symbol or logotype alone
- Do not reproduce the logo as a negative reversal
- Do not reproduce from poor quality artwork (Only digital files are acceptable)
- Do not use the logo in distorted form, such as with outlines or with shadows
- Do not reproduce the logo without adequate background contrast
- Do not change content of logotype or try to duplicate logotype for other text
- Do not enclose the logo in a shape
- Do not use the logo at an angle or upside down
- Do not reproduce the logo with screens or process colors
- Do not reduce the logo smaller than 5/8" (measuring the outer circle)
- Do not reproduce the logo on a heavily textured background

CZS Logo Usage Guidelines with CMZ logo

- Always place the CZS logo to the left of the CMZ logo (either vertical or horizontal versions)
- Adequate space must always be provided around the two logos to prevent crowding and to allow clear reading. There must be a clean area of at least 1/8" between the logos.

Cleveland Metroparks Zoo (CMZ) Logo Style Guidelines & Graphic Standards

- Please reference the *Cleveland Metroparks Style Handbook* for all Zoo-related logo style guidelines and graphic standards.