

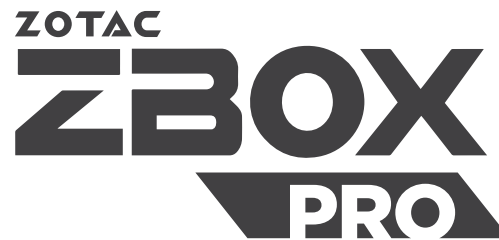
**ZOTAC®**

# ZBOX PRO

**BRAND GUIDELINES**

2019 REV. 1.00  
LAST UPDATED / JAN 2019

ZBOX PRO optimizes the capabilities and small footprint of ZBOX Mini PCs to offer professional product selections catered for more demanding applications with more controlled tolerances. Built on precise engineering and deep expertise in computing technology and manufacturing, the embedded solutions of ZBOX PRO are tailored for diverse industrial applications, accommodating different business needs worldwide.

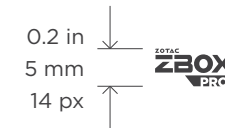


## LOGOTYPE WORDMARK

Designed to be concise and easy to read, the ZBOX PRO logotype wordmark conveys the professionalism and reliance of ZOTAC ZBOX's core values and introduces the industry-oriented line up.

## MINIMUM SIZE

To maintain full legibility, never reproduce the wordmark at heights smaller than 0.2 inches (5mm) tall for print and 14 pixels tall for digital. There is no maximum size limit, but use discretion when sizing the logotype. (logotype shown at actual size)



## ALL ACCEPTABLE CONFIGURATIONS

Primary Use:  
A (color) and B (reverse white)

Secondary Use:  
C and D (understated)

Additional Use:  
E and F (on kraft paper)



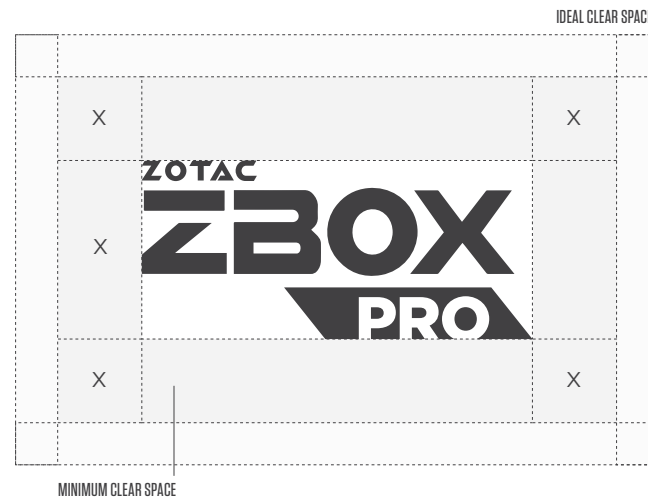


### CLEAR SPACE

Allow the logotype wordmark room to breath and maintain an appropriate amount of clear space around it. Illustration above shows the “minimum clear space”. Ideally, maintain 1.5x the space or more, all around the logotype.

### PLACEMENT

Examples on the right shows the suggested placement of the logotype.

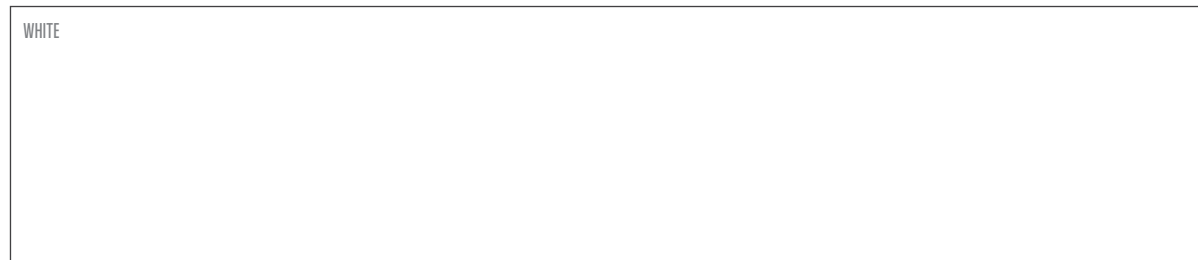


**LOGO COLORS**

Our brand is anchored in simplicity and expertise, and the colors reflect that we are precise and bold, yet sophisticated and mature.



PANTONE PMS 425C  
CMYK 0 / 0 / 0 / 90  
RGB 65 / 64 / 66  
HEX #414042



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

**BRAND COLORS**

These are the acceptable color palettes for use in backgrounds and designs. Avoid using 100% black for backgrounds whenever possible, instead, use colors specified here.



PANTONE PMS 425C  
 CMYK 0 / 0 / 0 / 90  
 RGB 65 / 64 / 66  
 HEX #414042



PANTONE COOL GRAY 5C  
 CMYK 0 / 0 / 0 / 35  
 RGB 65 / 64 / 66  
 HEX #B1B3B6



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



PRIMARY TYPEFACE

Typography is key to communicate a unified personality for ZBOX PRO. The primary typeface is GOTHAM.

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.

Aa

GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

Bb

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

Cc

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

Dd

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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



ZOTAC®

ZOTAC  
**ZBOX**  
**PRO**

Thank you for using **ZBOX PRO** brand guidelines  
together, we can build a unifying brand voice