

Logo Use and Graphics Standards



Logo should appear in full color whenever possible with approved colors.

CMYK 10.59, 57.65, 99.22, .78

CMYK 25, 25, 25, 100

CMYK 56.47, 55.29, 3.14, 0

DO NOT stretch, condense, distort, or deconstruct logo in any way. Always scale logo to size using set proportions.







On dark colored backgrounds or over photos, logo should be used with white field or white halo behind it to increase visability and appearance.











Logo may be used with or without Tagline.



Logo



Logo with Tagline

Logo may be converted to single color black, or single color white ONLY.







Logo should have a clear area and should not be crowded with text or other elements.



Text, text, text.



Text, text, text, text, text.

On ZooMontana materials, Zoo logo should maintain graphic dominance over sponsor logos to avoid confusion. However, sponsor logos should be large enough to reproduce effectively and provide the exposure they deserve for supporting our work.

ZOO MT™

TAKE A WALK
ON THE WILD SIDE

Event Sponsored by:

Wendy's

Fuller Family Medicine

For ZooMontana materials, the following fonts should be used whenever possible to tie in the zoo's brand and "Look."

Headline/ Header Font

Kabel Demi BT AaBbCc1234567890

Text Font

Kabel Book BT AaBbCc1234567890

Bold Font

Kabel Bold BT AaBbCc1234567890

Impact/ Attention Font

Kabel Contour Regular AaBbCc1234567890

In addition to the colors contained in the logo, the following colors may be used to coincide with the ZooMontana "Look". These may be used to compliment the logo and other graphic elements.

CMYK 33.12, 100, 59.61, 28.4

CMYK 82.08, 99.35, 30.34, 21.25

