

zealTM

Brand Guidelines

Version 2020

The Logo

The full logo of Zeal includes both the word and icon marks. This logo is trademarked and should not be modified. If used within a box, the logo should be justified aligned. The primary or secondary logo should not be distorted, reassembled, cropped, stretched, decorated or rotated in any way.

Primary Logo

The full mark is Zeal's primary logo and should be used consistently across all internal and external outlets to represent Zeal, its employees and its brand.



Full Mark



Full Mark

This logo can be used over images where required and the logo color as shown. Zeal Marketing approval is required if this logo is to be used over an alternative color.

Secondary Logo

The icon mark represents Zeal's secondary logo. This should only be used when a logo is required but the dimensions are too small for the primary logo.



Icon Mark