

Zeald Brand Specification

Logo Colour Variations

Zeald Logo - 2 Col

50% Zeald Dark Blue
70% Zeald Dark Blue
Zeald Dark Blue



Zeald Logo - 1 Col

Black or Zeald Dark Blue



Zeald Logo - Negative Application

Black or Zeald Dark Blue



Colours



Zeald Dark Blue

Pantone 302 C

C - 100
M - 25
Y - 0
K - 50

R - 8
G - 68
B - 94

#08445E



Zeald Mid Blue

Pantone 7462 C

C - 70
M - 17
Y - 0
K - 35

R - 82
G - 124
B - 142

#527C8E



Zeald lite Blue

Pantone 7461 C

C - 50
M - 13
Y - 0
K - 25

R - 132
G - 162
B - 175

#84A2AF



Zeald Grey

Pantone 5431C

C - 11
M - 1
Y - 0
K - 64

R - 137
G - 144
B - 139

#89908B



Zeald Orange

Pantone 5425C

C - 0
M - 59
Y - 100
K - 5

R - 209
G - 97
B - 3

#D16103

Minimum Clear Space

Centred Alignment

