

# Zeald Brand Specification

## Logo Colour Variations

Zeald Master Logo

Zeald Lite Blue  
Zeald Mid 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 - 90  
M - 25  
Y - 0  
K - 50

R - 0  
G - 87  
B - 129

#005781



Zeald Mid Blue

Pantone 542 C

C - 54  
M - 6  
Y - 0  
K - 17

R - 88  
G - 166  
B - 204

#58A6CC



Zeald Lite Blue

Pantone 551 C

C - 33  
M - 4  
Y - 5  
K - 5

R - 158  
G - 202  
B - 220

#9ECADC



Zeald Grey

Pantone 431C

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

R - 137  
G - 144  
B - 139

#89908B



Zeald Orange

Pantone 179 C

C - 0  
M - 75  
Y - 100  
K - 0

R - 242  
G - 101  
B - 34

#F26522

## Minimum Clear Space

Centred Alignment

