

brand standards + guidelines

**a brand is the promise
of an experience.**

— Alexander Isley

The Zephyr Solutions, LLC experience

The purpose of this book is to ensure the consistency of the Zephyr brand across all mediums, platforms, and channels, both internally and externally, through the careful observation of the rules and guidelines defined herein. These standards illustrate the proper and improper uses for all elements of the brand, including company logos, slogans, colors, fonts, and text, and may not be broken for any reason without specific permissions.

In maintaining these standards, Zephyr will elevate itself as a professional, memorable, and important brand of the industry, while creating a consistently positive customer experience.

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mission+vision

The Zephyr mission

Conduct business that is good for all sides, have fun, lead a balanced life, and genuinely care—care about our coworkers, the company, its distributors, customers, and partners.

The Zephyr vision

Be the helium supplier of choice to the majority of retail chains in the USA.

Zephyr core values

Be kind.

Be honest.

Be thoughtful.

Have fun.

Innovate.

Be grateful.

Zephyr primary brand colors

Zephyr's primary colors are Zephyr Key Lime and Zephyr Electric Blue. This chart provides the codes for the 4-color print, digital, html, and spot color versions of the primary colors.

	COLOR NAME	CMYK	RGB	HTML	PMS	PRIMARY USE
	Zephyr Key Lime	70 0 100 0	51 204 0	#33CC00	802 C <i>(Solid Coated)</i>	Logo, primary branding
	Zephyr Electric Blue	100 61 0 0	0 102 204	#0066CC	300 C <i>(Solid Coated)</i>	Logo, primary branding

Zephyr secondary color palette

Zephyr's secondary colors are listed below. This chart provides the codes for the 4-color print, digital, html, and spot color versions of the secondary colors.

	COLOR NAME	CMYK	RGB	HTML	PMS	PRIMARY USE
	Zephyr Light Gray	0 0 0 50	147 149 152	#939598	Cool Gray 7 C <i>(Solid Coated)</i>	Logo, grayscale
	Zephyr Dark Gray	0 0 0 90	65 64 66	#414042	Black 7 C <i>(Solid Coated)</i>	Logo, grayscale
	Z-Rich Black	60 40 40 100	0 0 0	#000000	Black 6 C <i>(Solid Coated)</i>	Titles, headlines
	Zephyr Text Gray	20 0 0 60	100 120 130	#647882	444 C <i>(Solid Coated)</i>	Body copy
	Zephyr Orange	0 59 96 0	255 131 29	#FF831D	715 C <i>(Solid Coated)</i>	Rollovers, accent
	Zephyr Cotton Candy	66 15 0 0	68 173 226	#44ADE2	292 C <i>(Solid Coated)</i>	Links, accent
	Zephyr Lemon	0 19 100 0	255 204 0	#FFCC00	7405 C <i>(Solid Coated)</i>	Accent
	Zephyr Grape	45 71 0 0	195 85 255	#C355FF	7441 C <i>(Solid Coated)</i>	Accent
	Zephyr Cherry	6 100 69 1	223 28 71	#DF1C47	1925 <i>(Solid Coated)</i>	Buttons, accent
	Zephyr Mint	57 0 41 0	92 213 179	#5CD5B3	3385 C <i>(Solid Coated)</i>	Buttons, accent

Zephyr logo

The Zephyr logo has undergone one evolution (2015) since the original branding in 2008. While the basic design of the logo remains intact, individual elements of the design have been updated and refreshed. These changes include:

- A new font: Hind, semibold, with -25pt kerning
- Uppercase "Z" is now lowercase
- A custom drawn "y" in the Zephyr name
- Company name positioned fully inside green area
- "SOLUTIONS" dropped from the mark
- Updated balloon design with softer, rounded points
- Balloon basket offset to be parallel with green angle
- Balloon positioned higher on the green swatch
- Green swatch enlarged, with 3 rounded corners
- Brighter blue, brighter green

The original logo, now retired, is seen here with the current version of the Zephyr logo and remains part of the company history. However, on all company materials and platforms moving forward, only the 2015 logo is to be used as the old logo is phased out.



2008 - 2015



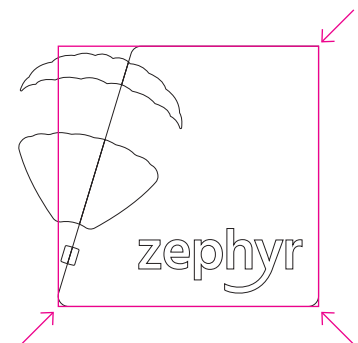
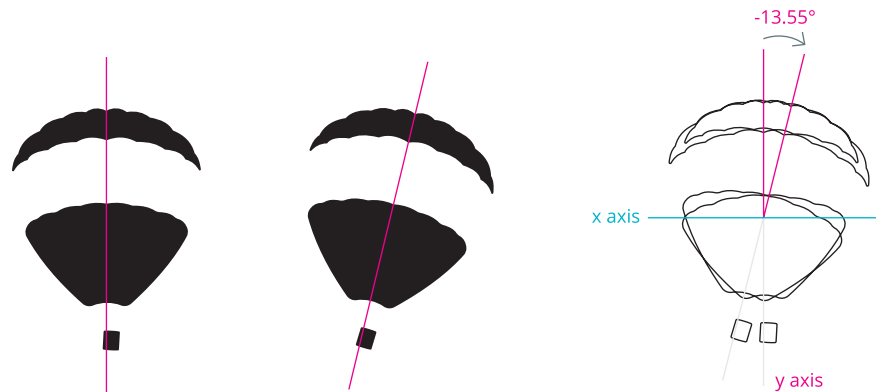
2015 -

Zephyr logo inherent fail-safes

The Zephyr logo features multiple fail-safes that are built into the design to ensure that the logo is always being displayed properly. These guides can be used in any forum to confirm that the logo is displaying properly and has not been stretched, warped, skewed, or altered in any way.

1. The tilt of the balloon is exactly -13.55° , rotated from the CENTER POINT where the x- and y- axes cross each other when balloon is upright and cross-sectioned.

2. A perfect square can be drawn around the green swatch in the Zephyr logo. If the logo is displaying properly, the green area always fits perfectly inside of the square, with three of the four corners (upper right, lower right, & lower left) meeting the corners of the perfect square. If any of these three edges or corners extends beyond, or falls short of, the respective edges or corners of the perfect square, then the logo has been compromised and must be replaced with a proper logo file.



Proper use of the Zephyr logo

The following examples set forth the guidelines for the acceptable display of the Zephyr logo.



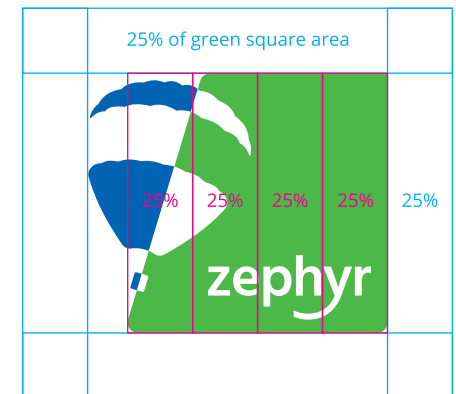
For legibility of the company name, the smallest the Zephyr balloon logo may be displayed is 0.5 inches TALL, as seen above on the left. Always and only use the HEIGHT to measure the logo. At 0.5 inches tall, the width of the logo will always equal 0.576 inches.

If the width of the logo is incorrectly used to measure the 0.5 inches instead of the height, as seen above on the right, the logo will only attain a height of 0.4341 inches, which is smaller than is permitted by the brand guidelines.

In contrast, there is no limit for how large the logo may be displayed.



The full color logo may only be used on white or in some cases, very lightly colored backgrounds. The full color logo may not appear on a gray darker than 20% black. See the next page for acceptable alternate versions of the Zephyr logo for use over dark or colored backgrounds.



The logo must maintain a comfortable spacing away from surrounding objects or edges. The surrounding open space must always be, at minimum, 25% of the width (or height) of the green swatch. To calculate this percentage, a perfect square can be drawn around the green swatch in the logo. This square, divided into quarters, provides the minimum allowable space between all outer edges of the logo and any surrounding objects or edges. This distance can never be less than 25% and the formula remains the same regardless of the size of the logo.

NOTE: If the perfect square does not align, the logo has been compromised. Refer to previous page.

Alternate versions of the logo

The following examples set forth the rules and standards for the acceptable display of the variations of the Zephyr logo.



The primary 2-color logo. Unless necessary by special circumstances or mediums, this should always be the logo used to represent the company.



The only acceptable 1-color version of the logo is the Zephyr Key Lime logo, seen here.



In situations that require an all-black logo, this version of the Zephyr logo is acceptable.



On dark backgrounds or situations requiring an all white logo, this knocked out version of the logo is acceptable. The balloon and word “zephyr” inside the white swatch are “knocked out,” or transparent, meaning they will reveal the color behind the logo.



Some situations, such as news print advertising, may require a grayscale version of the logo. This is the only acceptable grayscale version of the logo.
Light gray: 50% black. Dark gray: 90% black.



Zephyr Electric Blue is a color that complements the Zephyr Key Lime in the primary logo and may NOT be used for the 1-color version of the logo.

Improper use of the Zephyr logo

The following examples illustrate unacceptable treatment of the Zephyr logo.



The logo may never be stretched or distorted. NEVER scale a logo image file up. Logo image files may ONLY be scaled down- not enlarged.



The logo may never be rotated or tilted.



The logo may never be animated or otherwise have any actions or transparencies applied to it.



Effects may not be applied to the logo in any form.



The logo, in any variation, may never be used over any kind of pattern, image, or object.

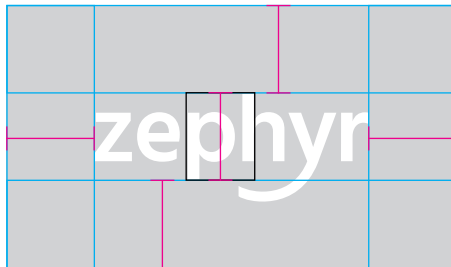


The colors of the logo may never be changed, altered, adjusted, or in any way manipulated beyond the approved uses and variations illustrated on the previous pages.

word mark

Zephyr word mark as a secondary logo

In some instances, it may be appropriate or preferred to use the word mark “zephyr” to represent the company IN PLACE OF the primary logo. Please consult the manager of the brand (see page 22) before using the word mark. The following examples are acceptable uses of the Zephyr word mark as a secondary logo. *NOTE: The word mark is a replacement logo and may NEVER be used together with the primary balloon logo. Also, all word mark logo uses must leverage an official, company-provided image (.jpg, .gif, .png, .tiff), PDF (.pdf), or vector (.eps, .ai) logo file. Do not type it out.*



The word mark should always have a minimum safe area on all sides that is equal to the height of the area measured from the bottom of the “p” to the top of the “h” in the word mark, indicated above with a black box.

NOTE: On the bottom edge, the safe area should be measured from the bottom of the “p,” in “zephyr,” NOT the bottom of the custom “y”.

The word mark 'zephyr' in a green, lowercase, sans-serif font.

Zephyr Key Lime word mark.

The word mark 'zephyr' in a black, lowercase, sans-serif font.

Zephyr black word mark.



White word mark over Zephyr Key Lime.



White word mark over Zephyr Electric Blue.

word mark

Improper use of the word mark

The following examples illustrate unacceptable treatment of the Zephyr word mark.



Zephyr Electric Blue may be used with permission.



Alternate colors may not be used on the word mark.



The word mark may not be rotated or tilted.



The word mark may never be stretched or distorted.



Effects may not be applied to the word mark in any form.



The word mark may not be used over images or patterns.



The word mark may not be outlined for any reason.



The word mark is a custom mark. It may not be typed out.

The Zephyr taglines

The following are the official and only taglines for the Zephyr brand. They are used for purposes supplemental to content and marketing materials and may not be added to the company logo or word mark.

The most reliable helium supplier.

“The most reliable helium supplier” is the primary marketing tagline for Zephyr Solutions. It traditionally serves as an introductory statement to the marketing material that follows it, but it also may stand alone on a branded page or screen. It may be used in both web and print applications. Always capitalize the “T” in the first “The” (when the tagline stands alone) and always include the period at the end of the statement. The tagline may also be coupled with the company name in print, reading, “Zephyr [Solutions] is the most reliable helium supplier.” In this example, the first “the” is also lowercased.

Ask Zephyr!

“Ask Zephyr!” is traditionally used as a transitioning hook that closes the marketing material and introduces contact information, clicks, forms, or other CTAs (calls to action). It may be used in both web and print applications. Always capitalize both the “A” and “Z” and include the exclamation point.

Acceptable fonts for **print** applications

These font families have been carefully selected to establish and enhance the consistency of the Zephyr brand. These are the only fonts that may be used in printed material, such as advertising, brochures, flyers, apparel, etc. These fonts may only be used as described on the following page.

Hind Bold

Open Sans

[PRINT](#)

HEADLINES: Hind Bold

BODY COPY: Open Sans family

The Open Sans font family includes the following styles, of which all are acceptable for use in company body copy:

Open Sans Light

Open Sans Light Italic

Open Sans Regular

Open Sans Italic

Open Sans Semibold

Open Sans Semibold Italic

Open Sans Bold

Open Sans Bold Italic

Open Sans Extrabold

Open Sans Extrabold Italic

Download these fonts

HIND BOLD: google.com/fonts/specimen/Hind

OPEN SANS FAMILY: google.com/fonts/specimen/Open+Sans

Acceptable fonts for **web** applications

These font families have been carefully selected to establish and enhance the consistency of the Zephyr brand. These are the only fonts that may be used in Zephyr-controlled web applications such as the website/s, marketing emails, social media graphics, or digital advertising. These fonts may only be used as described on the following page.

Open Sans Condensed Bold

Open Sans

Roboto condensed bold

Roboto regular

Trebuchet MS

Arial regular

WEB

HEADLINES: Open Sans Condensed Bold

BODY COPY: Open Sans family

The above will always serve as the primary fonts for web headlines and body copy. However, in rare instances, replacement fonts may be required by legacy browsers. In the event that a legacy browser cannot read Zephyr's primary fonts, the following secondary and tertiary fonts are provided and makeup the complete Zephyr web font families:

HEADLINE WEB FONT FAMILY:

Open Sans Condensed, Roboto Condensed, Trebuchet MS

BODY WEB FONT FAMILY:

Open Sans, Roboto, Arial

Download these fonts

OPEN SANS CONDENSED BOLD: google.com/fonts/specimen/Open+Sans+Condensed

OPEN SANS FAMILY: google.com/fonts/specimen/Open+Sans

ROBOTO CONDENSED BOLD: google.com/fonts/specimen/Roboto+Condensed

ROBOTO FAMILY: google.com/fonts/specimen/Roboto

TREBUCHET MS: *Trebuchet MS is a standard font on all operating systems*

ARIAL: *Arial is a standard font on all operating systems*

The use of text in Zephyr materials

The following applies to the use of names, text, and type in select situations.

The Zephyr name

“Zephyr,” “Zephyr Solutions,” or “Zephyr Solutions, LLC,” are all acceptable. “Ask Zephyr” is not the company name and may not be used as such.

Zephyr in text

When using the names “Zephyr,” “Zephyr Solutions,” or “Zephyr Solutions, LLC,” within a sentence, the name should always be capitalized at the first letter of each word. The name should not appear in all caps or receive any special treatment that makes the name appear differently from the copy it is included in. For example, the name should not be made bold if the sentence is not in bold, nor should it be colored differently from the rest of the sentence for any reason. Additionally, the word mark logo may never be used in place of the typed name in titles, sentences, etc.

URLs

Company URLs should always be lowercased and DO NOT require the prefixes, “http://” or “www.”. URLs may be colored uniquely within text.

Titles

For Zephyr CONTENT PUBLISHING, such as editorials, blogs, articles, press releases, news, marketing materials, flyers, white papers, etc., only the first letter of the first word in the title should be capitalized. The only exception would include use of a proper name, such as a person or the company name, appearing in the title. Refer to the black titles used throughout this book as examples. For non-editorial DESIGN PURPOSES and web page names or categories, all lowercase words may be used. Refer to the colored page names and cover of this brand guide as examples.

Oxford comma

When writing about three or more subjects in succession, Zephyr implements the Oxford comma after the second-to-last word in the subject group. A correct example: *Zephyr’s colors include blue, green, and gray.* (Notice the Oxford comma in use after the word “green,” indicating three individual colors.) The incorrect example would read: *Zephyr’s colors include blue, green and gray.* (Notice the lack of an Oxford comma, implying that “green and gray” are a single entity rather than two separate colors.)

management

Questions?

This brand guide makes every effort to cover as many scenarios as possible in relation to the Zephyr brand, its elements, and how its elements are used. It is not feasible that every possible scenario could be forecasted, so if you have a question about the brand or the usage of its elements, or encounter a scenario not described in this guide, please present your question or request to the manager of the brand before taking any action.

Direct special branding-related inquiries and requests to:

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