



CORPORATE IDENTITY STANDARDS

These standards outline the proper usage of the Beyond Zen logo. The artwork provided is for use in all forms of communication which require the Beyond Zen logo.

LOGO

This logo was created as part of a visual identity system that establishes and promotes Beyond Zen. The relationship of the mark to the logotype should not be altered in any way. Always reproduce the logo from the electronic artwork provided.

TYPEFACE

The typeface used in this logo is *Neue Hammer Unziale LT Std*. Do not change the size, proportion, or letter spacing of the logotype. Do not change the typeface of the logotype. This typeface can be purchased at myfonts.com.

SIZE

When reduced proportionally none of the logos should be used under 1/2" wide. Black is the best color choice when printing at small sizes.

FORMATS

The logo is provided in .eps, .jpg and .png formats. If a format needed is not provided one may be created from the .eps file.

.EPS

This file type should be your first choice when printing your logo. This is the highest quality available and should be used for all printed material when applicable.

.JPG

This file type should be your second choice when printing your logo.

.PNG

This file type should be used internally, for presentations and email signatures.

COLORS

The list below will outline the proper usage for all color formats.

GREEN	SPOT (PRINT) PANTONE® 5565	FOUR COLOR (DIGITAL PRINT) C55 M27 Y45 K2	HTML (WEB) 7F9C90	RGB (VIDEO) R127 G156 B144
BROWN	PANTONE® 2335	C54 M59 Y70 K36	5E4F47	R94 G79 B70