



Zengo Logo Usage Guidelines

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Download a zip file of [logo assets here](#)

The Zengo Logo

This is the Zengo logo. It is our primary graphic device and should be the first choice when choosing a graphic element to represent the Zengo brand.



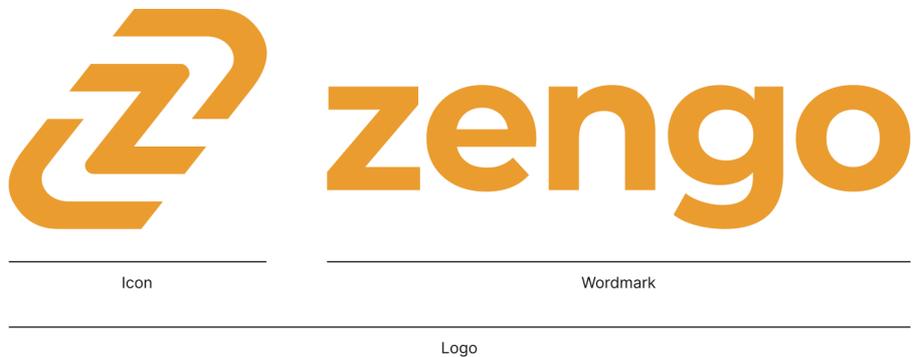
The Zengo logo

Logo anatomy

The Zengo logo consists of an icon and a wordmark. The icon can be used independently or icon and wordmark locked up together to create the full logo.



The wordmark can never be presented without the icon



Logo clearspace and margins

When using the logo in a design or placing it next to other visual elements, you should ensure that it has plenty of room to breathe. This is where clearspace and margins come in to play.

The logo's **clearspace** defines the distance between the logo and any graphic element it may be sitting next to in a composition. Use the cap height from the logo as a reference for the appropriate clearspace. Cap height = X

For example: if you were to place the Zengo logo, **sized 30px tall**, in a logo pool next to other logos, you should ensure that the Zengo logo has at least **30px of clearspace** on all sides.



The logo's **margins** are the space between the logo and the edge of the composition. When placing the logo in a composition use half the cap height ($X/2$) as the distance to the margin.

This is a suggested margin, do not place the logo any tighter — but in certain instances the space can be increased.

For example: if you were to place the logo, **sized 30px tall**, in the top left corner of a composition, the distance between the top and left sides of the logo and the top and left edges of the composition should be **no less than 15px**.



Incorrect usage of the logo

1. Do not reverse the order of the icon and wordmark
2. Do not present the icon and wordmark in two different colors
3. Do not present the wordmark by itself without the icon
4. Keep the proportions of the icon and word mark exactly how it's presented in the file
5. Do not stack the icon on top of the wordmark
6. Do not use any gradients with in the logo
7. Do not use any colors other than primary "gold", black, or white. (Shades of gray can be used when appropriate in context of other logos)
8. Do not add any effects to the logo including drop shadows, inner shadows, etc.
9. Do not modify the logo in anyway, shape, or form



Icon

This is the Zengo icon. The icon can be used on its own in certain, very specific situations when the context and association with Zengo is clearly established and controlled (example: the Zengo app), or when the Zengo brand is meant to take on a secondary, supporting role (example: an individual's profile)



Symbol clearspace and margins

The same general rules for clearspace and margins that apply to the logo and wordmark also apply to the symbol.

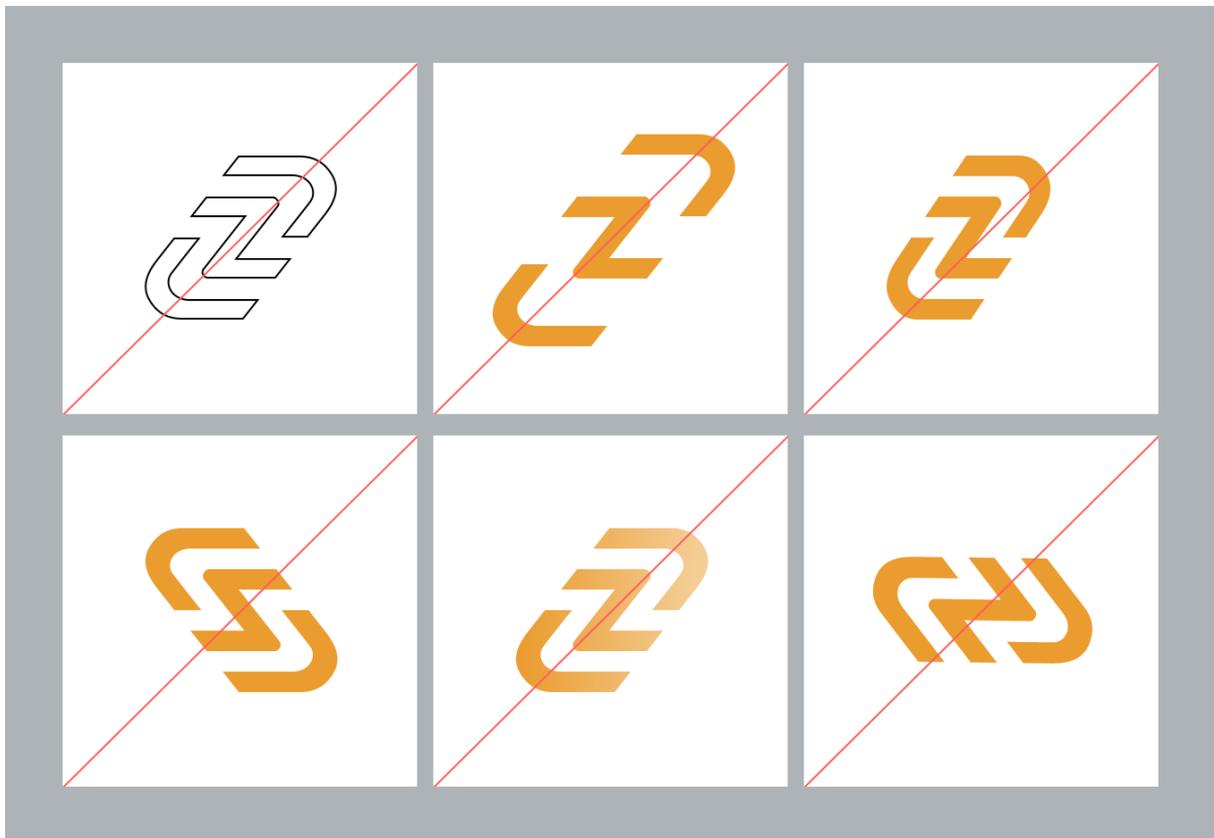
For clearspace, use the height of the icon as a reference.

For margins, use a quarter the height of the middle ellipse ($X/4$) as the distance to the edge of a composition.



Incorrect usage of the symbol

1. Do not outline the icon.
2. Do not alter the spacing of the shapes.
3. Do not skew, squeeze, or alter shapes.
4. Do not reflect the logo.
5. Do not apply gradients, shadows, or other effects.
6. Do not rotate the icon.



Logo + Color

Our logo should always be all gold, all black, or all white.

- Gold logo can be presented on top of white/light or black/dark gray background
- The all black or all white logo can be place on top of any background as long as the logo is visible.

