

01 THE NAME

For The People Who Move America.

- **ZAVIR** is always set in capitals. Never Zavir or zavir.
- **ZAVIR™** at first mention. ZAVIR™ is a trademark.
- ENC is a separate brand with its own logo and colours. Don't combine the two marks.
- Say it **ZAY-vyer**.
- ZAVIR is a **brand of ENC**. Not a division or a subsidiary.
- Use the tagline as written: Title Case, full stop, no additions.

02 COLOUR



Aphelion Primary

Screen #0EBADD
RGB 14 · 186 · 221
Print #1CA6C0
CMYK 75 · 15 · 20 · 0

The brand's default colour. It carries most of the colour in any layout.

Perihelion Secondary

Screen #094271
RGB 9 · 66 · 113
Print #123B5D
CMYK 98 · 77 · 38 · 30

Depth: dark blocks and large type.

Afterburn Secondary

Screen #FF4500
RGB 255 · 69 · 0
Print #E8551F
CMYK 2 · 82 · 100 · 1

Emphasis only, used sparingly.

Each colour has two values: one tuned for screens and one for ink. Use the screen value for anything online and the print value for anything printed. CMYK is U.S. Web Coated (SWOP) v2.

03 TYPE

Aa

Montserrat

Light
300

Regular
400

Medium
500

Bold
700

Montserrat is the only brand typeface. It's free from Google Fonts. If it truly can't be used, fall back to Helvetica, then Arial. Headlines are Title Case. Text is set flush left with a ragged right edge, never centred or justified.

04 LOGO



USE

Use the supplied artwork only. Leave clear space around the logo equal to half the height of the letters, with no type or image inside it. Keep the horizontal logo at least 0.45 in / 33 px tall.

DON'T

Don't stretch, rotate, outline, add shadows or recolour outside the palette. Don't retype the name in place of the logo, and don't place it on busy images without enough contrast.