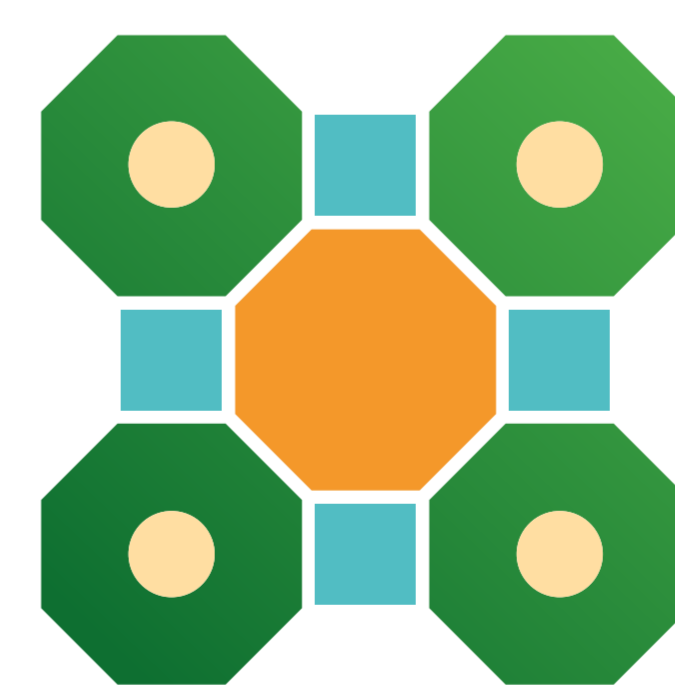
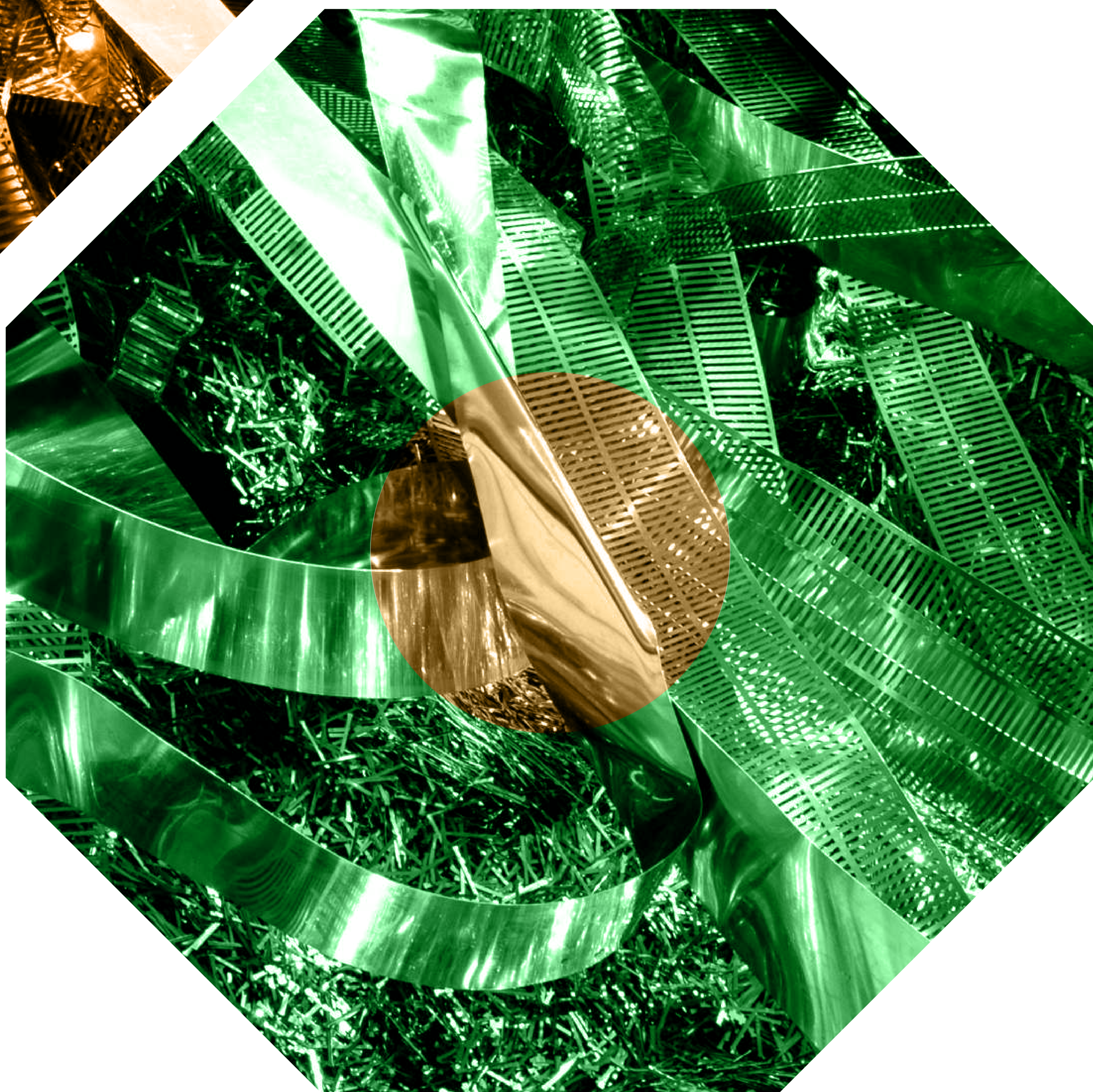
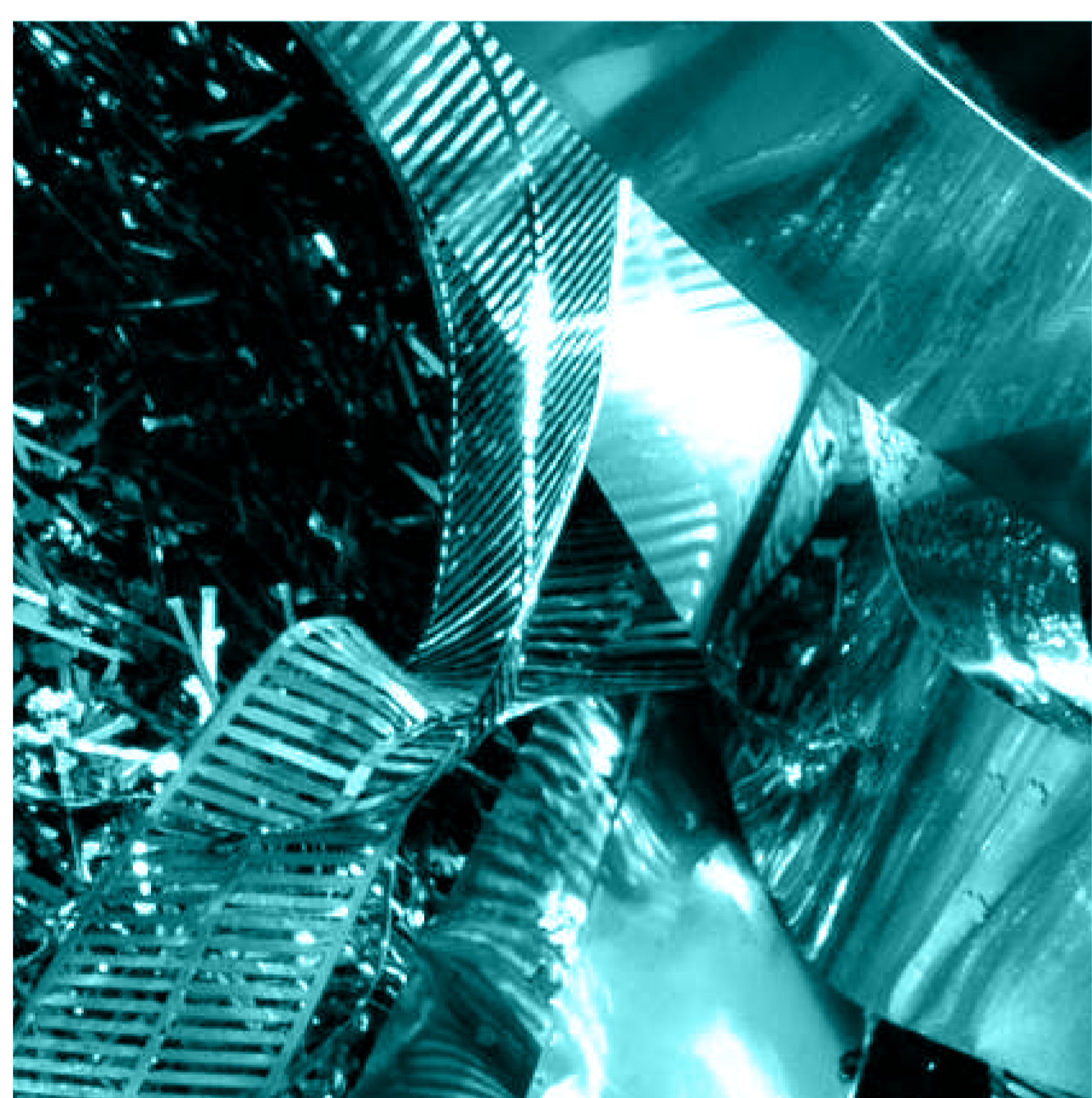
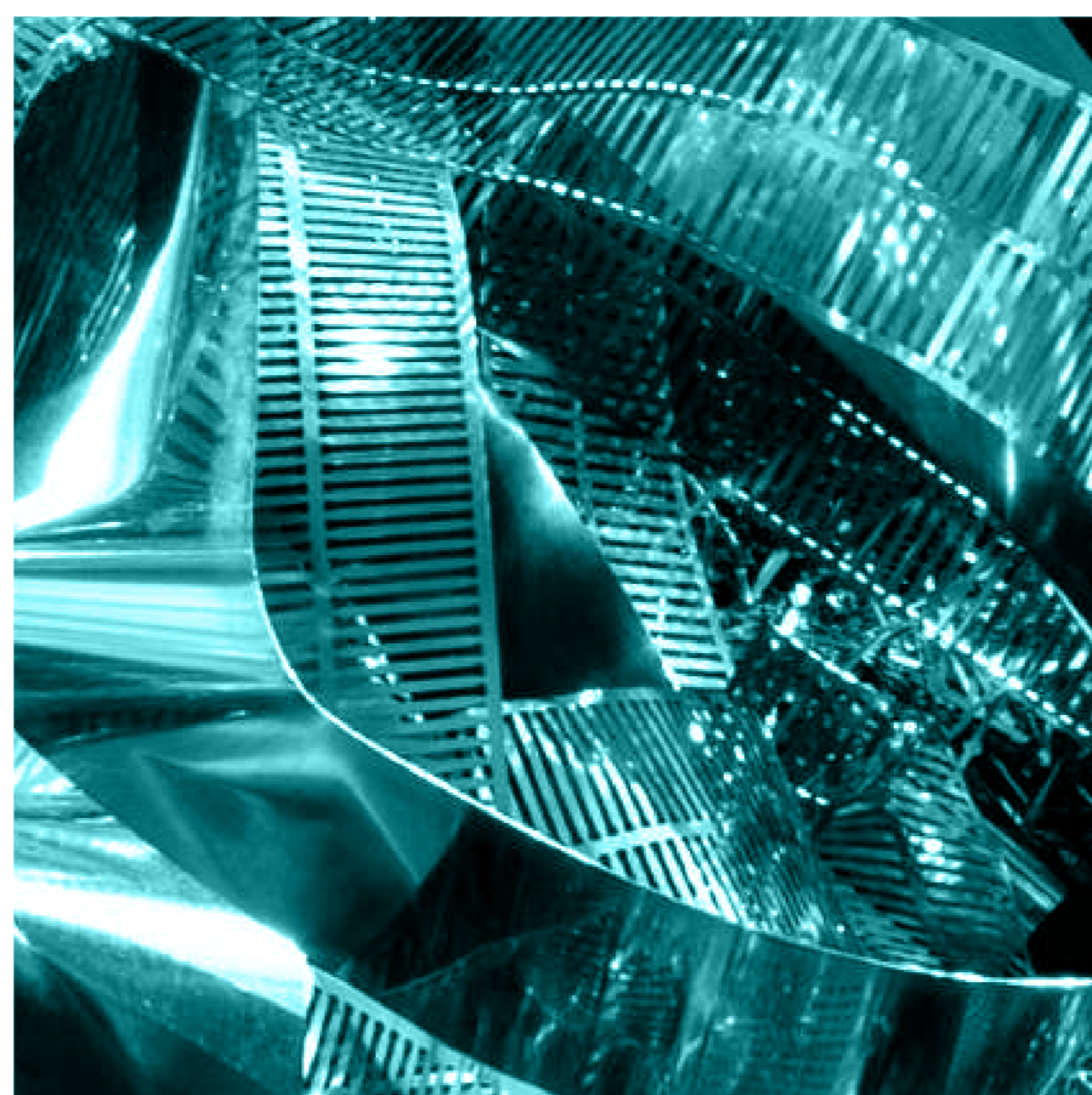
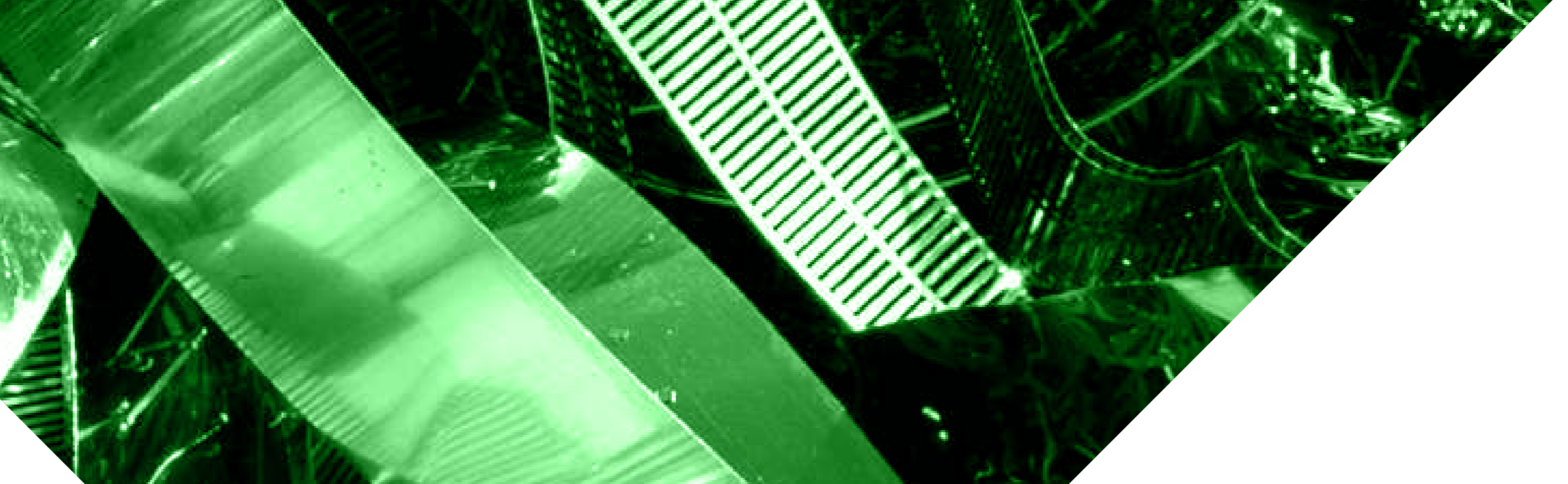




# BRAND GUIDELINE

THE DEFINITION OF THE BRAND  
GUIDELINES v1.0



**Z·ONA4LIFE**

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# LOGO- TYPES

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**Z-ONA4LIFE**

Aluminium foundries circularity  
via holistic zeolite production

**Responsible Agency:**  
Trust-IT srl

**Creation date:**  
July 2023

RECOMMENDED FORMATS:

.eps | .ai | .png | .jpg

## CORPORATE LOGOTYPES

Compact version



Extended version



## INCORRECT LOGO APPLICATIONS





# COLOR SYSTEM

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**Z-ONA4LIFE**

Aluminium foundries circularity  
via holistic zeolite production

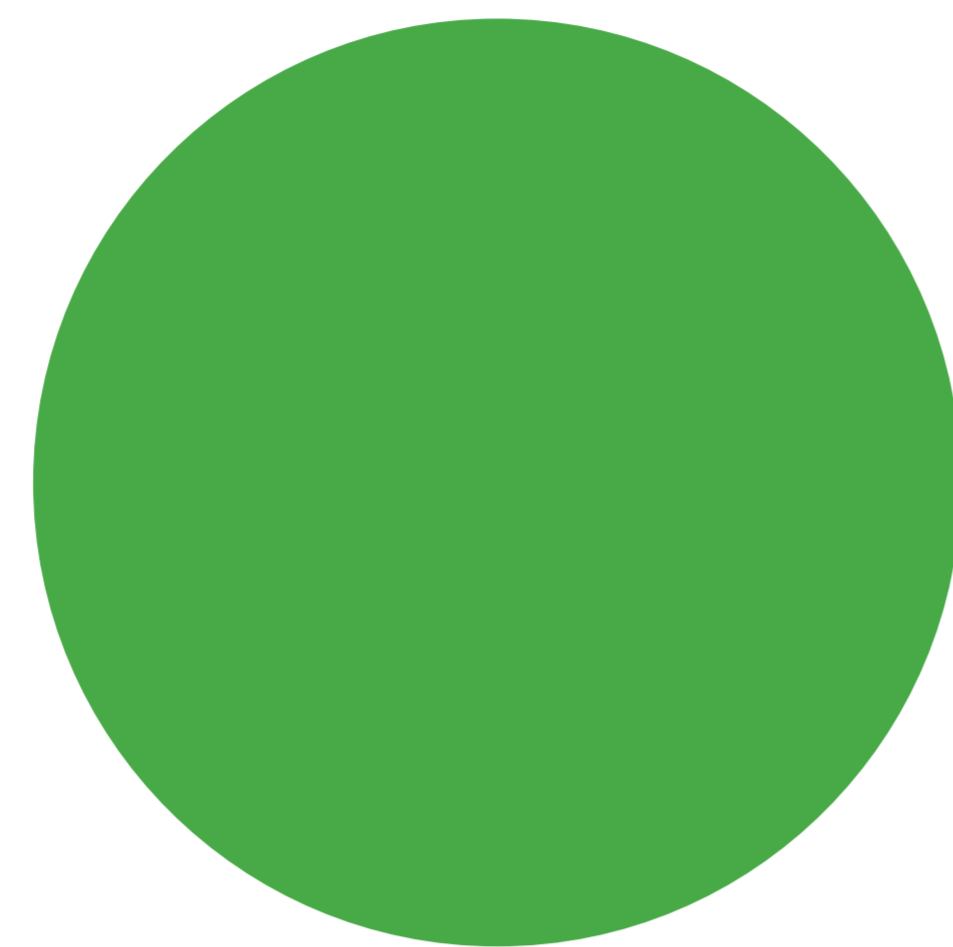
**Responsible Agency:**

Trust-IT srl

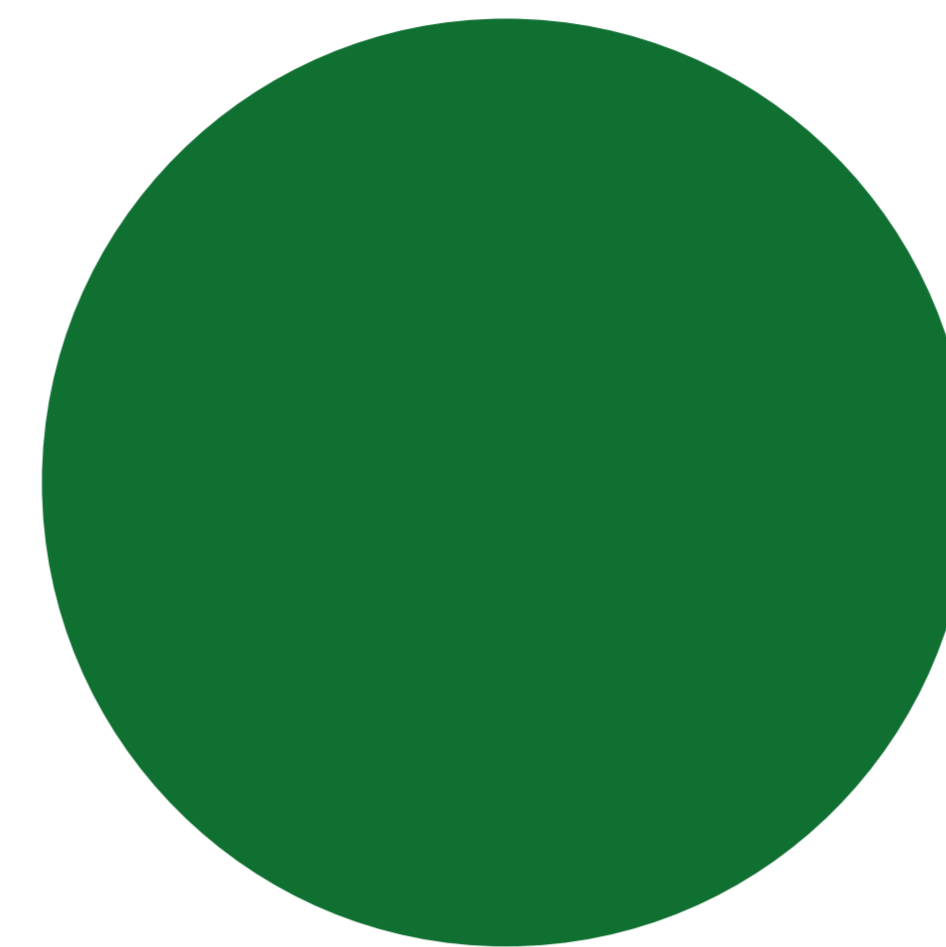
**Creation date:**

July 2023

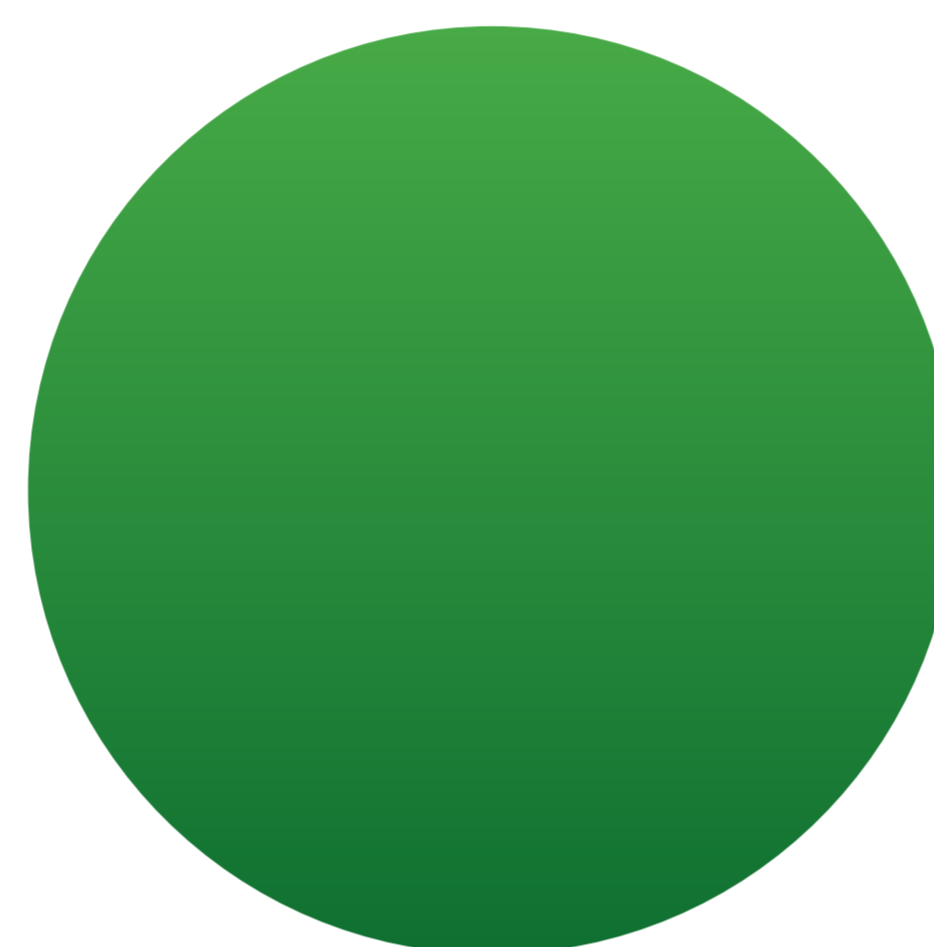
## **CORPORATE COLORS**



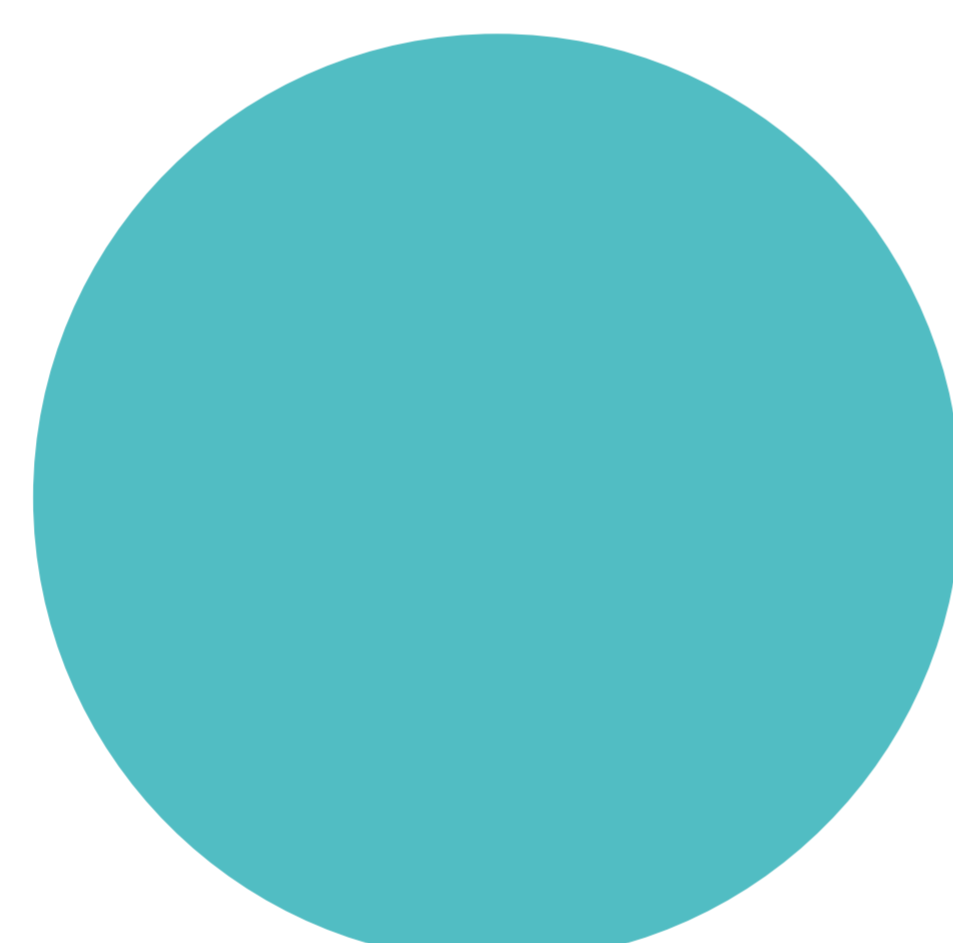
**#47AA46**  
rgb(71 , 170 , 70)  
cmyk(58 , 0 , 59 , 33)



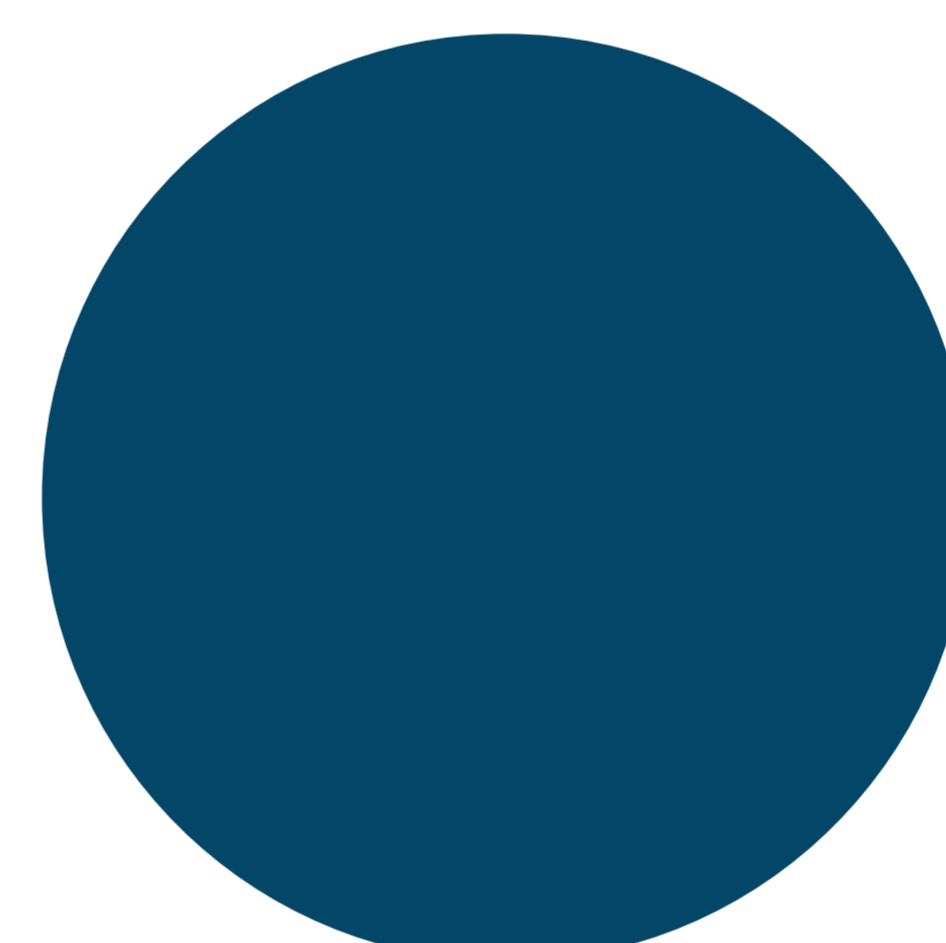
**#0F7032**  
rgb(15 , 112 , 50)  
cmyk(87 , 0 , 55 , 56)



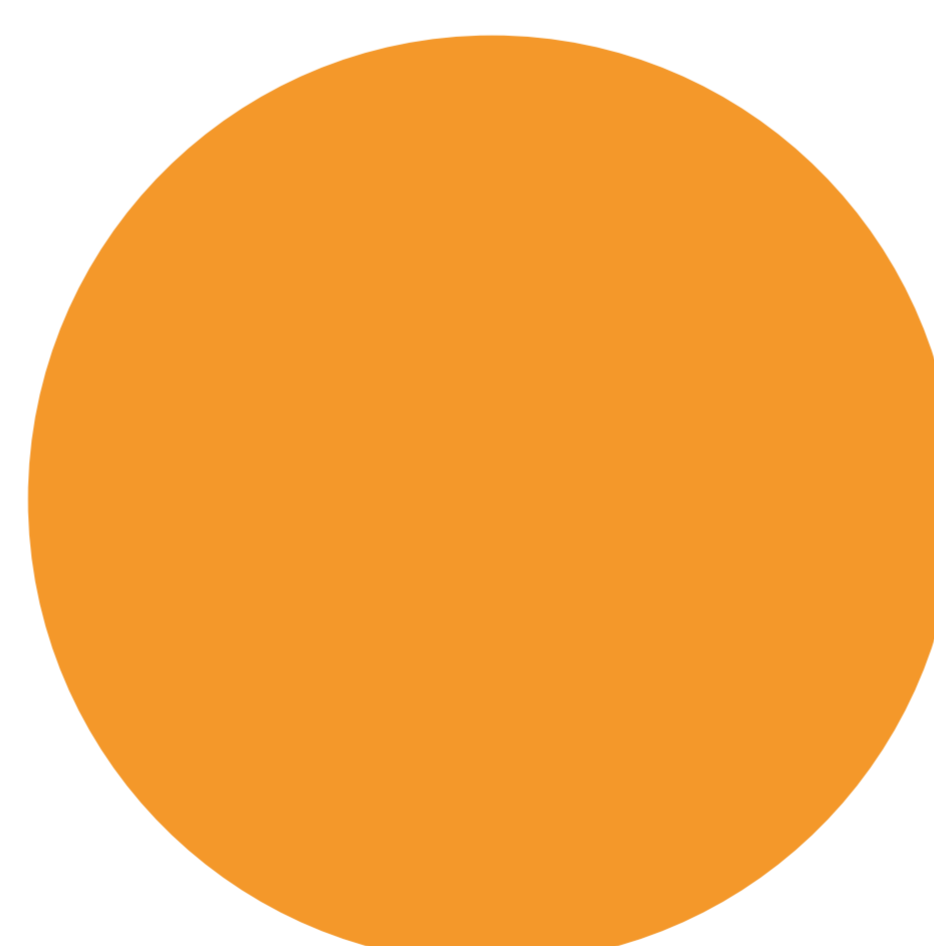
**Green Gradient**  
#47AA46 + #0F7032



**#51BDC3**  
rgb(81 , 189 , 195)  
cmyk(58 , 3 , 0 , 24)



**#034668**  
rgb(3 , 70 , 104)  
cmyk(97 , 33 , 0 , 59)



**#F4982A**  
rgb(244 , 152 , 42)  
cmyk(0 , 38 , 83 , 4)



# TYP0- GRAPHY

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**GENERAL RECOMMENDATIONS:**

**Web Min. Size 16pt**

**Print Minimum Size 9px**

## **INSTITUTIONAL FONTS**

**Gotham Rounded // 0123456789**

### **BOLD**

**abcdefghijklmnopqrstuvwxy**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

### **REGULAR**

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Calibri // 0123456789**

### **BOLD**

**abcdefghijklmnopqrstuvwxy**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

### **REGULAR**

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ



# APPLI- CATIONS

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## GENERAL RECOMMENDATIONS:

Before starting a graphic layout  
make sure that something already  
exists and check all colors and fonts

## GRAPHIC MOCKUP



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### Z-ONA4LIFE

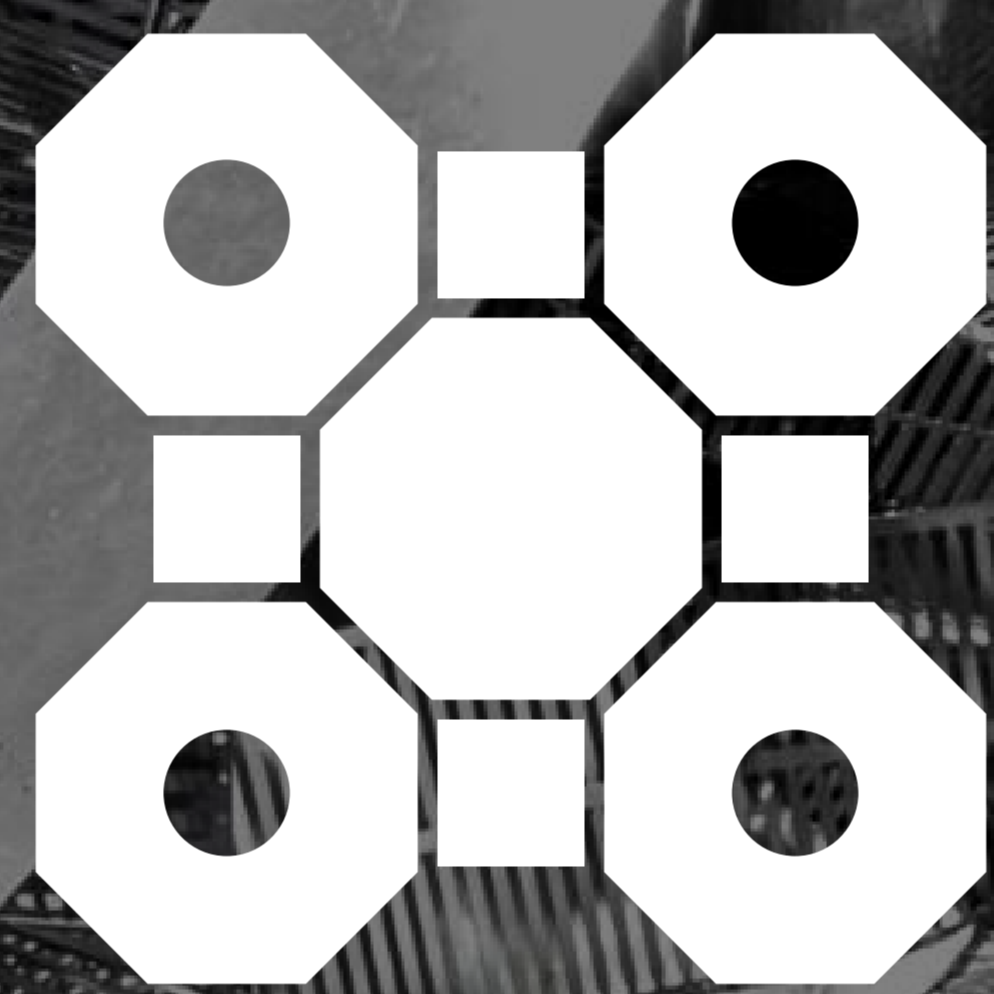
Aluminium foundries circularity  
via holistic zeolite production

### Responsible Agency:

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### Creation date:

July 2023



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