

# **ZOWE CONFORMANT BRAND GUIDELINES**

April 2020

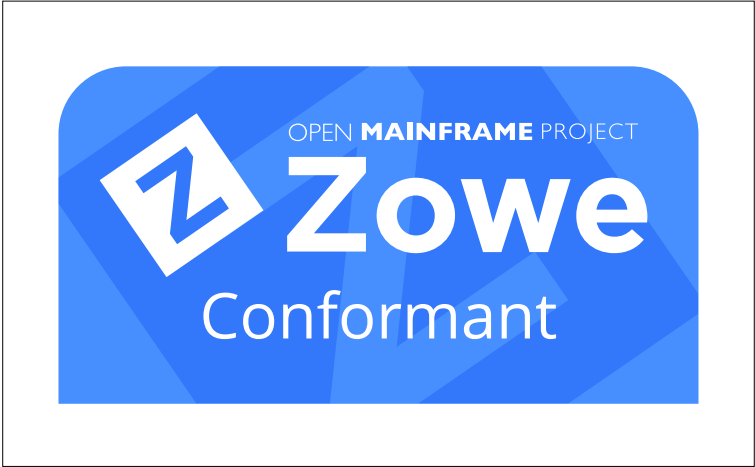
CONTENTS

01	Zowe Conformant Mark.....	3
02	Clear Space .....	5
03	Usage Cases.....	6
04	Color Palette .....	7

01 Zowe  
Conformant Mark

The Zowe Conformant mark  
in primary RGB color.

MARK



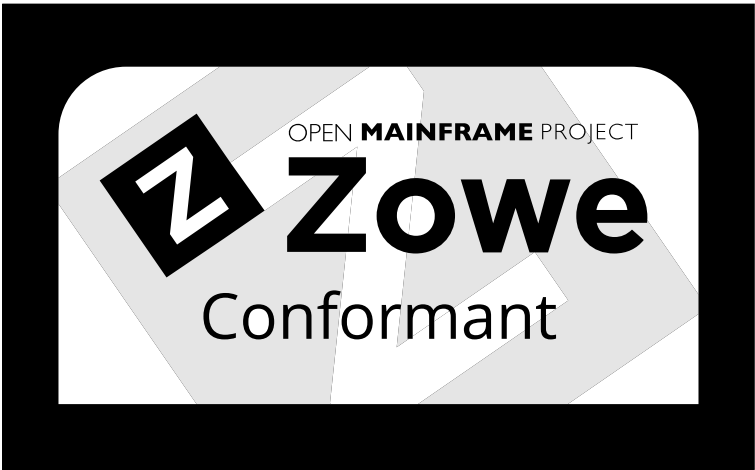
MARK WITH VERSION BADGE



01 Zowe  
Conformant Mark

The Zowe Conformant mark  
in white.

MARK



MARK WITH VERSION BADGE



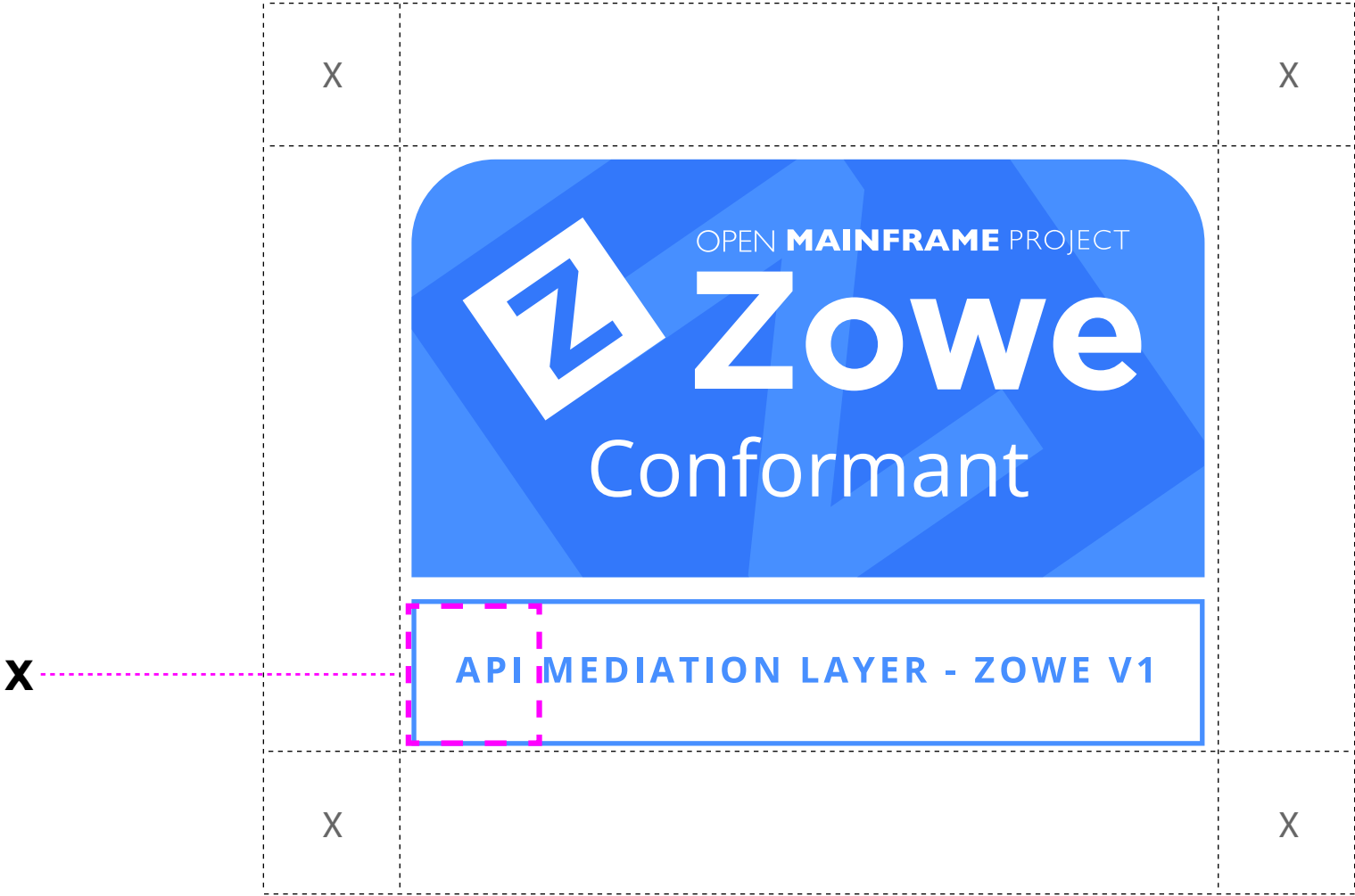
02 Clear Space

Clear space is the minimum “breathing room” maintained around the Logo.

To work out the clearspace, measure the height of the white version box.

**(Clearspace = x)**

This area should be kept free of graphics, text and other marks. This space also defines the minimum distance from the mark to the edge of a border, page, screen, etc.



The integrity of the Zowe Conformant logo must be respected at all times. Do not alter, recreate OR distort the mark in any way.

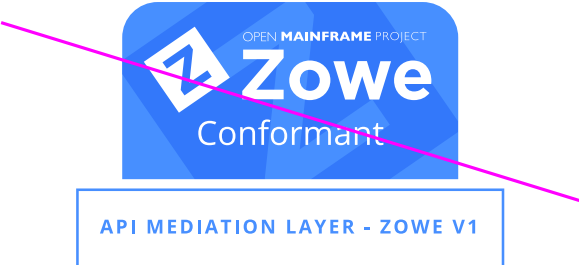
Please use approved electronic art when reproducing the Zowe Conformant logo.



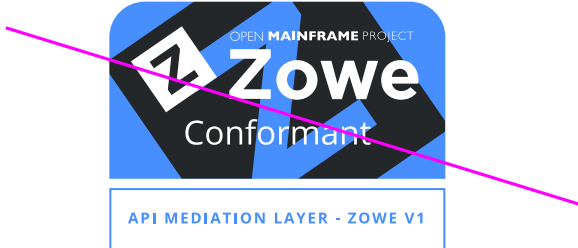
SCALE Do not play with the scale and perspective, or alter the proportions of the mark.



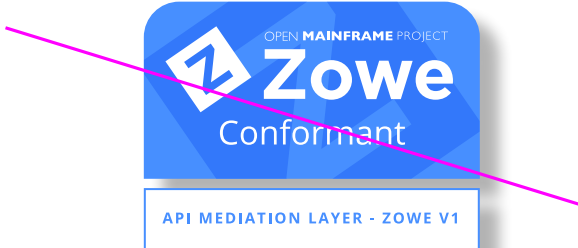
ORIENTATION Do not change the orientation of the mark by rotating it in any way.



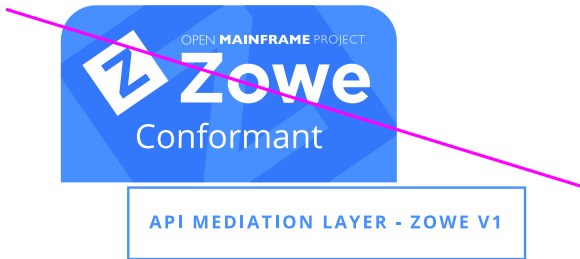
PROPORTIONS Do not change the proportions of the logotype and mark.



COLOR Do not reverse, change, or add colors to the mark.



EFFECTS Do not add any effects such as a drop shadow, outline, etc., to the mark.



MARK Do not change the layout of the logo.



CONTRAST Do not use backgrounds that blend into the mark. Use the appropriate knockout mark on page 3.



COLOR Do not adjust the transparency of the mark so that any elements do not have a white background when using the color logo.



CONTRAST Do not place the mark on images that are too complex or too dark, compromising its visibility.

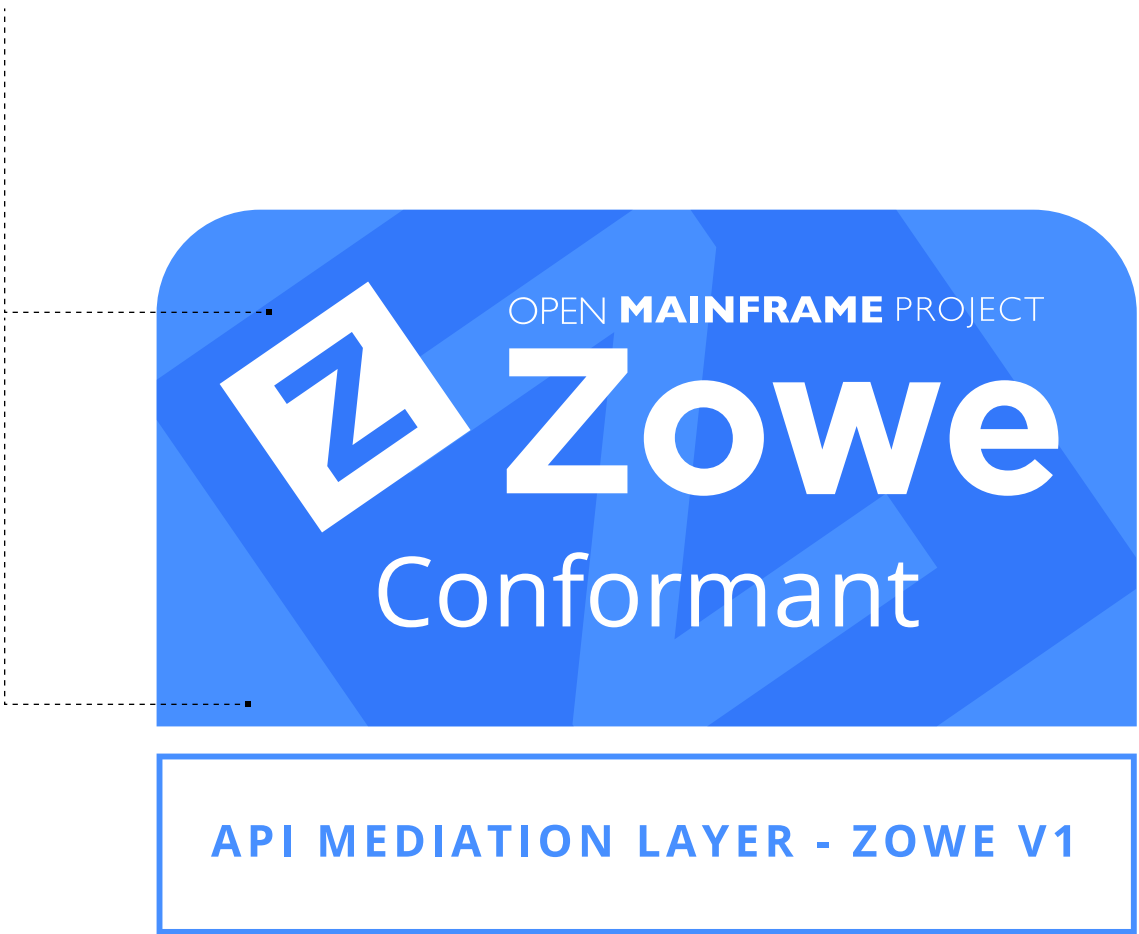
04 Color Palette

The Zowe Conformant color palette represents a vibrant, dynamic and forward-looking brand.

The selected palette provides a foundation for color consistency across diverse types of layouts.

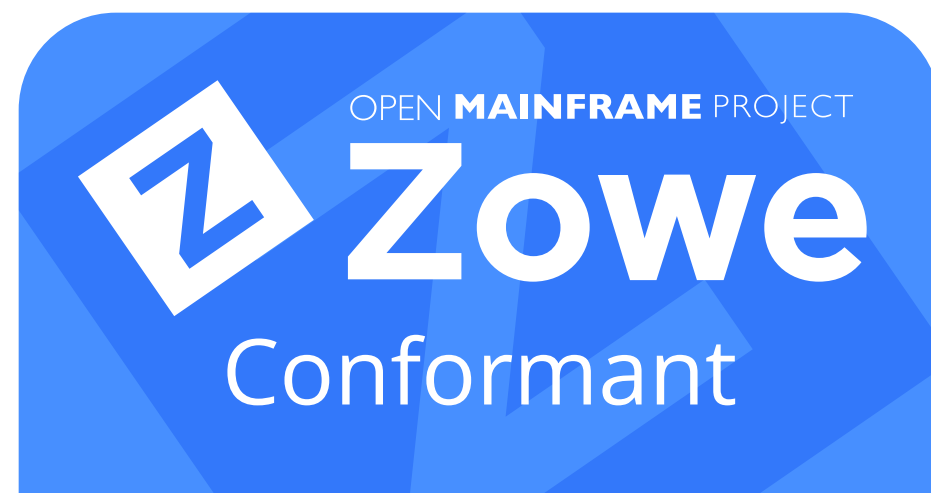
**If a Pantone is needed for print-related items, please use Pantone 2718 C and Pantone 2726 C.** Otherwise please use the RGB or CMYK breakdown indicated on this page, as that is the main signifying color for the brand. It should be used for all solid fill secondary graphics and colored typography.

PRIMARY COLORS



**LIGHT BLUE**  
C66 M43 Y0 K0  
R72 G142 B255  
HEX#488EFF

**DARK BLUE**  
C76 M57 Y0 K0  
R50 G116 B249  
HEX#3274F9



**THANK YOU**