

ZyXEL Brand Mark

(updated)

Marketing Department

ZyXEL Communications Corp.

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ZyXEL Logo Program

- The ZyXEL Logo Program provides contact information for you to request and obtain ZyXEL logos. All logos are designed specifically to denote the business relationship you have with ZyXEL Communications. Whether you are a partner, qualified vendors, certified individual, or other affiliated company, please select the appropriate application for logo usage.

ZyXEL logo

- Always reproduce the mark from original artwork
- Do not rebuild, redraw, recreate or distort the mark
- The mark is not a typeface; do not match it to an existing typeface
- Do not use the mark within text. To refer to the company in text, use the company, with ZXEL caps and keep “y” as the small letter → ZyXEL
- ~~Zyxel~~; ~~ZyXel~~ are wrong examples

Logo size

- **The ZyXEL Mark must be 70-90% of the primary logo and no smaller than 8mm, or 50 pixels**

color

- To present the mark in ZyXEL blue, use the following color formulas:
- ZyXEL Navy
 - Spot colors Blue pantone™ 287C coated
 - CMYK 4-color process Blue=C100M68Y0K12
 - RGB color Blue=R0 G59 B145
 - Hexidecimal color Blue=003B91

Application & placement

application & placement -1

- ZyXEL blue on a white background in color applications is the preferred treatment. If there is not a solid white background, it's still acceptable to use the mark on a solid white area, as long as the exclusion zones are not infringed upon.



application & placement -2

- 100% black on a white background in black and white or color applications where ZyXEL blue is not used. If there is not a solid white background, it is still acceptable to use the mark on a solid white area, as long as the exclusion zone are not infringed upon.



application & placement -3

- White reversed out of a black or blue background in black and white or color applications where a white background is not available



wordmark with slogan



incorrect applications examples

- ZyXEL Mark is not allowed in all circumstances below



Basic guideline

new logo vs. old Logo

The new logo features the word 'ZyXEL' in a custom, bold, italicized sans-serif font. The 'Z' and 'y' are lowercase, while 'XEL' is uppercase. The letters are thick and have a slight slant, giving it a dynamic and modern appearance.

New Logo

Custom designed wordmark

The ZyXEL brand is a concept. It reflects our distinctive spirit – our unique character, identity, energy, passion and future perspectives

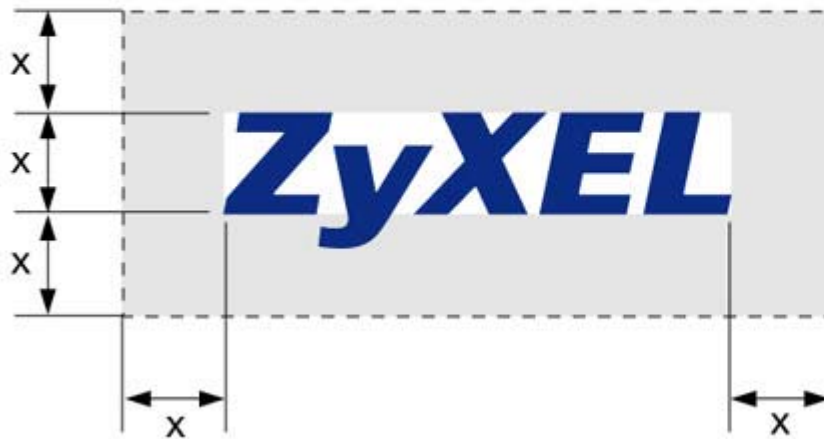
The old logo features the word 'ZyXEL' in a classic, bold, italicized sans-serif font. The letters are thick and have a slight slant, giving it a dynamic and modern appearance.

Old Logo

Switzerland Black FONT

Basic guideline - 1

Minimum Clear Space



Minimum Size



Basic guideline - 2

Minimum Clear Space



Minimum Size with Slogan



Basic guideline - 3



ZyXEL Blue
Pantone 287
C100, M68, Y0, K12

ZyXEL Red
Pantone 194
C0, M100, Y64, K33

contact information for you to request and obtain ZyXEL logos

For more details, please refer to the official
ZyXEL CI (Corporate identity) Guidebook

Any question, please don't hesitate to contact
Marketing Department

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