

ZOTAC®

# BRAND GUIDELINES



2018 REV. 1.02  
LAST UPDATED / OCT 2018

ZOTAC GAMING is a movement that comes forth from the core of the ZOTAC brand. It is the epitome of our engineering prowess and design expertise, delivering specialized solutions fit for the undefeated and the battle experienced.

The purpose of this guideline is to describe the proper visual and written elements which represent the BASIC BUILDING BLOCKS of the ZOTAC GAMING brand. Certain usage cases are purposely left out to allow room for creative freedom. This guideline is aimed at all authorized users who use the ZOTAC GAMING brand identity in the design and production of any materials associated with ZOTAC GAMING. Using these basic elements as the starting point across all platforms, but allowing room for creative freedom, the corporate image of innovation and quality is reinforced and amplified.



**LOGOTYPE WORDMARK**

Designed to be concise and easy to read, the ZOTAC GAMING logotype wordmark conveys the concept that a gaming culture emerges from the core of the ZOTAC brand.

**MINIMUM SIZE**

To maintain full legibility, never reproduce the wordmark at heights smaller than 0.13 inches (3.4mm) tall for print and 17 pixels tall for digital. There is no maximum size limit, but use discretion when sizing the logotype. (logotype shown at actual size)



**ZOTAC GAMING™**



0.13 in  
3.4 mm  
17 px

**ZOTAC GAMING**

**ALL ACCEPTABLE CONFIGURATIONS**

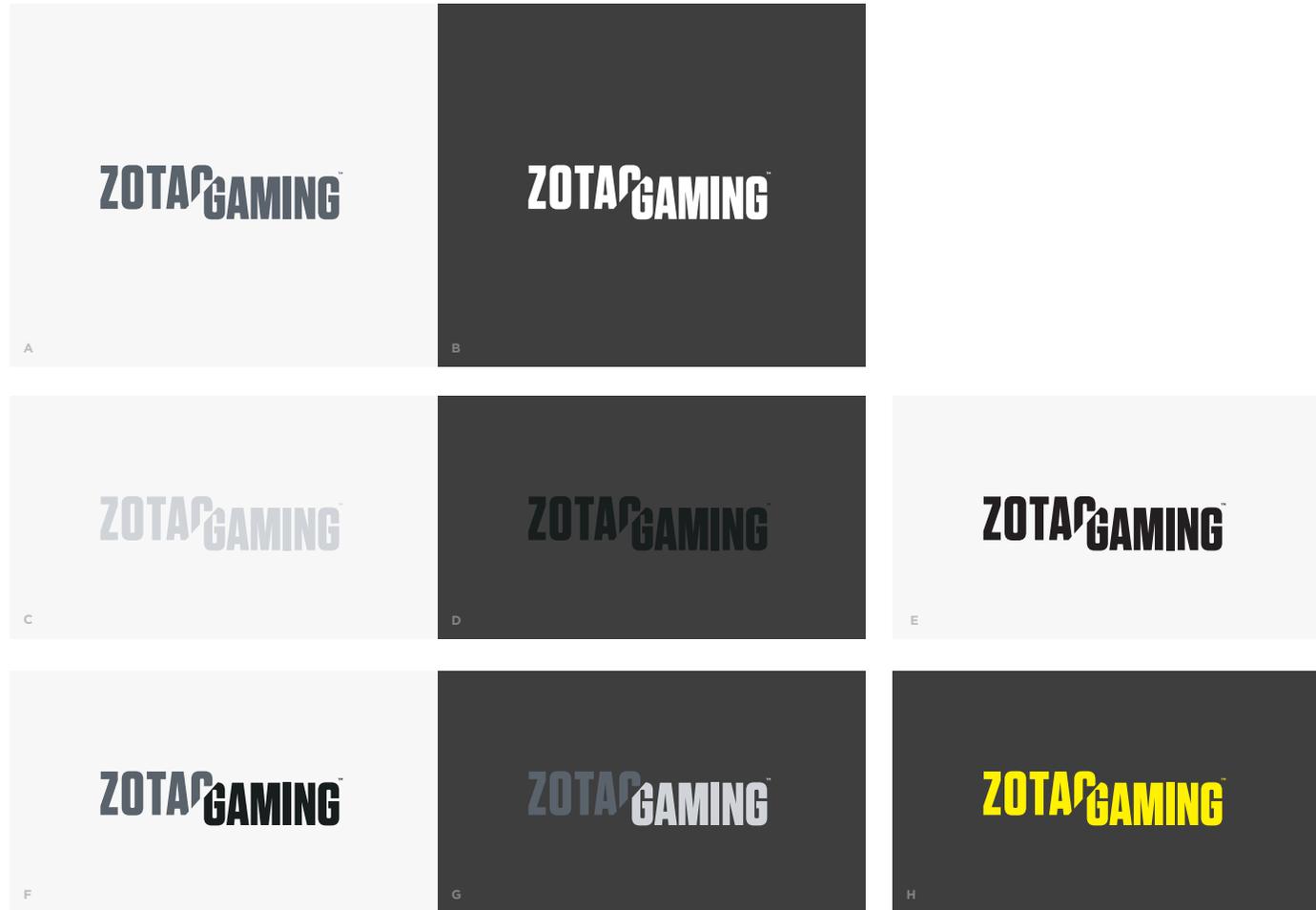
Primary Use: **A** (color) and **B** (reverse white)

Secondary Use: **C** and **D** (understated)

Additional Use: **E** (b/w only)

Mixed Colors: **F** and **G** (Note: When mixing colors, only the 3 logo colors plus white can be used. **Always use the greater contrasting shade on "GAMING"**)

Special Use: **H** (yellow)



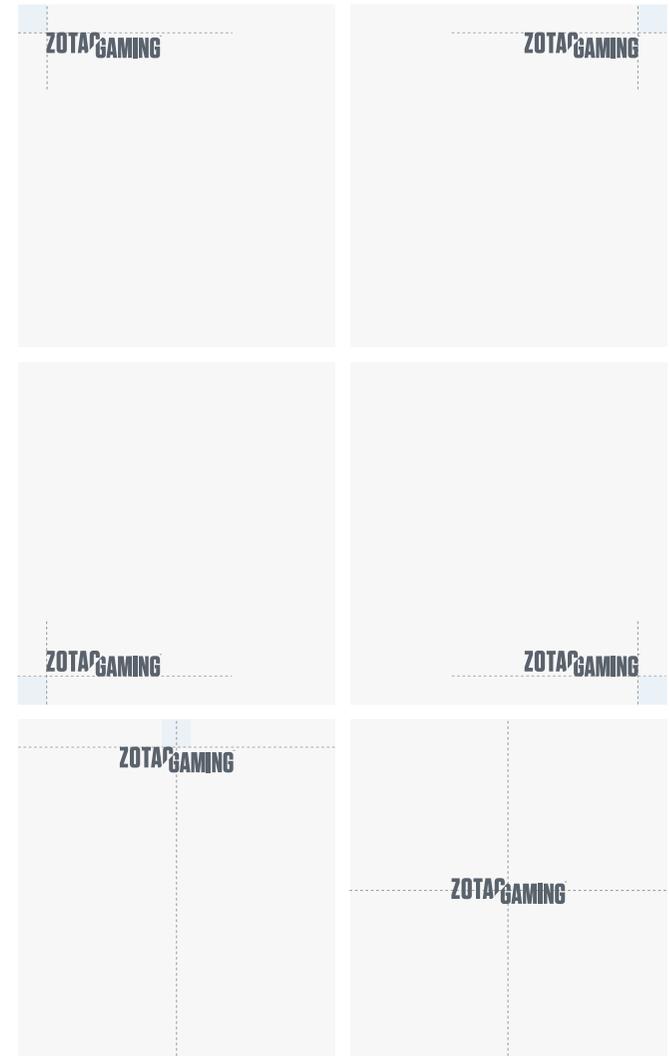
**CLEAR SPACE**

Allow the logotype wordmark room to breath and maintain an appropriate amount of clear space around it. Illustration above shows the "minimum clear space". Ideally, maintain 1.5x the space or more, all around the logotype.



**PLACEMENT**

Examples on the right shows the suggested placement of the logotype.

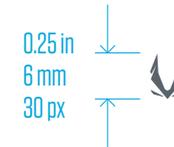
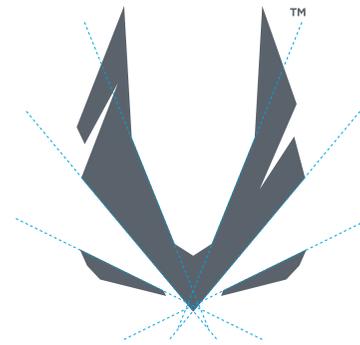


### THE HERO LOGOMARK

Under the piercing stare of the M E K warrior, lies the strength and future technology that fills the core of the undefeated and battle experienced. The hero logomark represents a poised yet overpowering presence. It commands you to take control, respond crisply to every action, and enables you to push the limit.

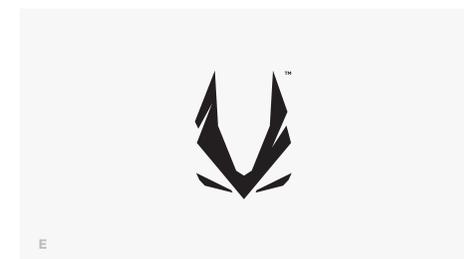
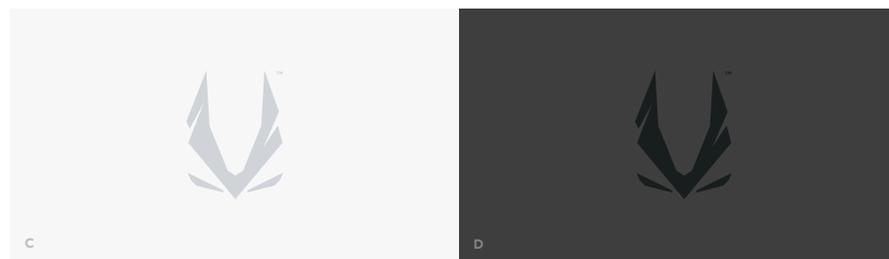
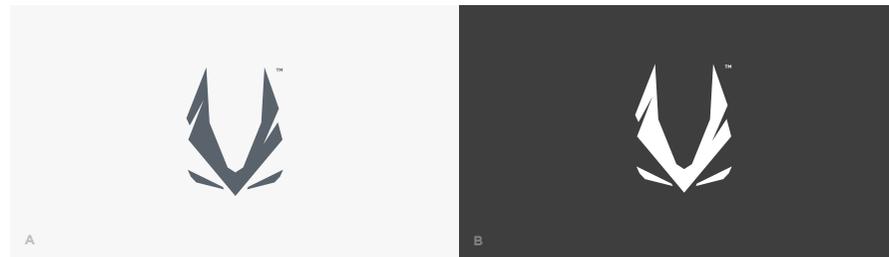
### MINIMUM SIZE

To maintain full legibility, never reproduce the logomark at heights smaller than 0.25 inches (6mm) tall for print and 30 pixels tall for digital. There is no maximum size limit, but use discretion when sizing the logo. (logo shown at actual size)



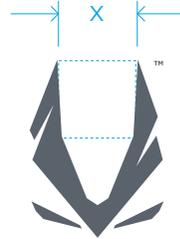
### ALL ACCEPTABLE CONFIGURATIONS

Primary Use: **A** (color) and **B** (reverse white)  
Secondary Use: **C** and **D** (understated)  
Additional Use: **E** (b/w only)



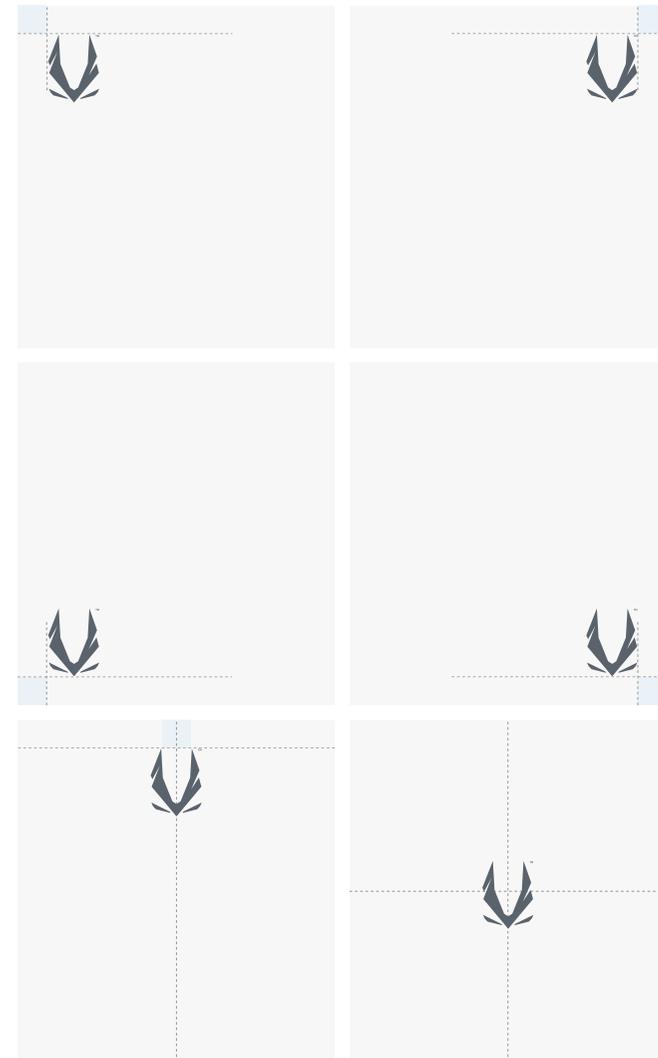
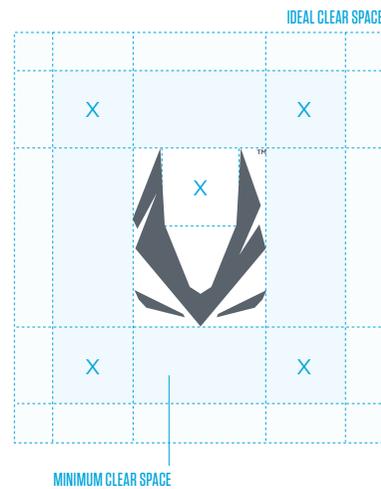
**CLEAR SPACE**

Allow the logomark room to breath and maintain an appropriate amount of clear space around it. Illustration above shows the "minimum clear space". Ideally, maintain 1.5x the space or more, all around the logomark.



**PLACEMENT**

Examples on the right shows the suggested placement of the logomark.



**LOGO AS WATERMARK OVERLAY (A)**

Here is an example of how the ZOTAC GAMING logo can be applied in a banner or key art design. The logo can be used as part of the background as an oversized watermark overlay. This also shows how the logo will look when placed in the corner of a poster/banner.

A

**LOGO AS FRAME (B)**

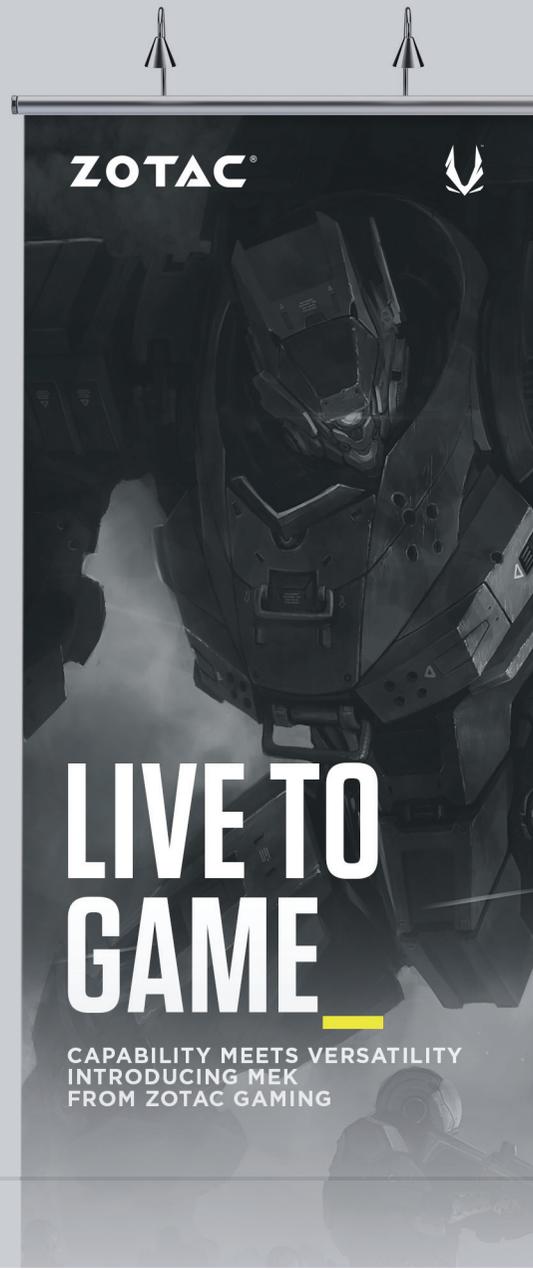
Here is an example of how the ZOTAC GAMING logo can be used as a frame for context-appropriate imagery or artwork.

B



**ROLL UP BANNERS / POSTERS**

Here is an example of how the ZOTAC GAMING logo can be applied in a roll up banner, poster, or other oversized designs. It also shows how the GAMING logo can be used in the same space with the corporate ZOTAC logo.



**LOGO COMBINATIONS**

Logotype wordmark and the hero logomark can be used together. Here are a few examples of the acceptable configurations.



**ZOTAC GAMING SLOGAN LOCKUP**

LIVE TO GAME\_ is the main slogan for ZOTAC GAMING in English. It is written specifically this way, use the slogan lockup whenever possible.

**COLORS**

The primary color is white with yellow.  
Value of yellow is Y=100

LIVE TO  
GAME\_



SET AT  
80% OF WIDTH  
COMPARED WITH REST  
OF THE LETTERS

**VARIATIONS**

Two available weights for the slogan lockup. Use the appropriate weight for various design needs.

**LIVE TO  
GAME\_**

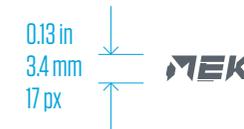
**LIVE TO  
GAME\_**

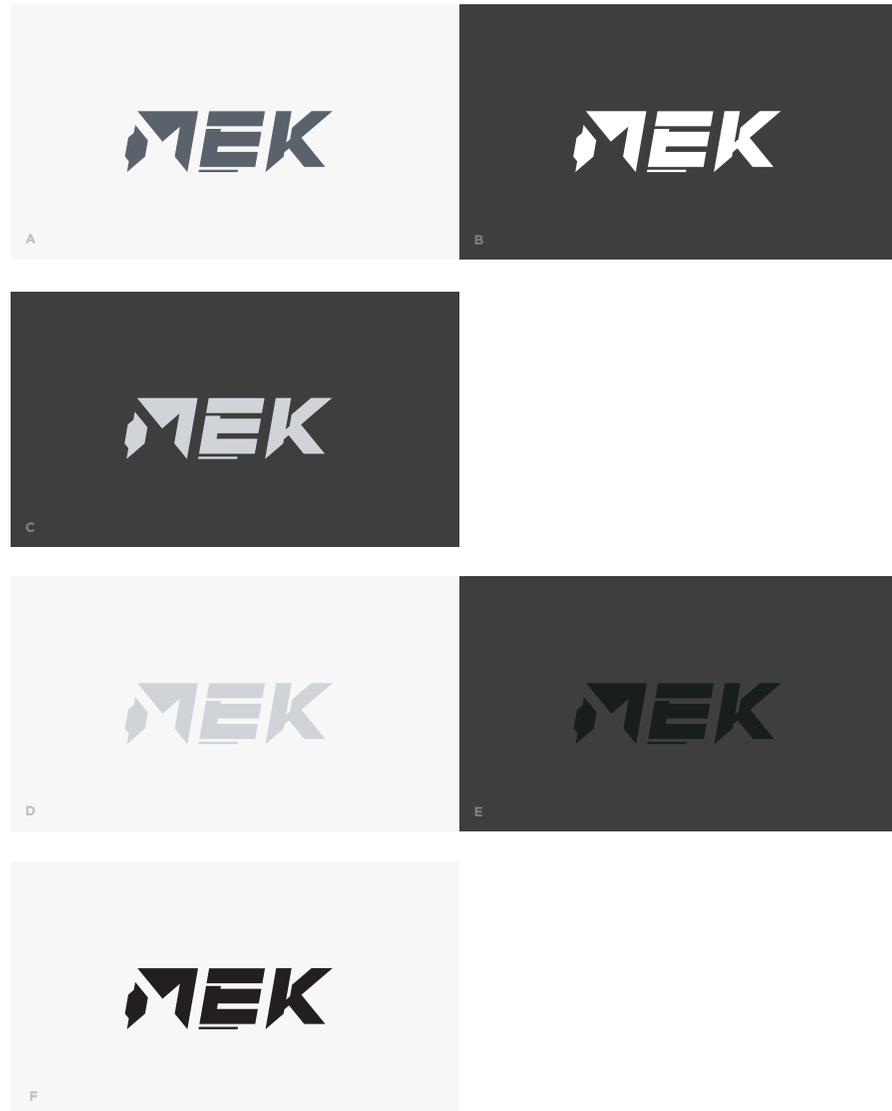
**LOGOTYPE WORDMARK**

Designed to be clear and easy to read, while alluding to the high-tech, robotic influence of its theme, the MEK logotype wordmark is a powerful symbol at the center of the ZOTAC GAMING brand.

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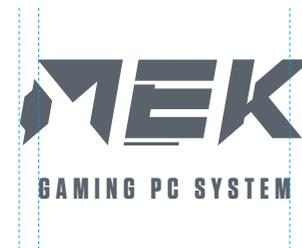
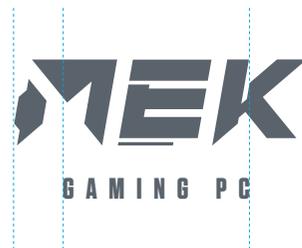
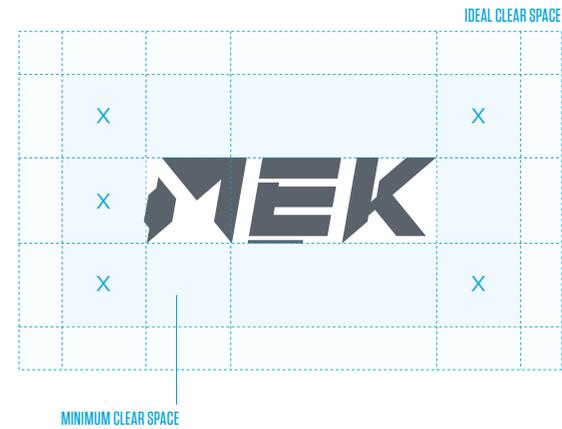
**ALL ACCEPTABLE CONFIGURATIONS**Primary Use: **A** (color) and **B** (reverse white)Secondary Use: **C**, **D**, and **E** (understated)Additional Use: **F** (b/w only)

**CLEAR SPACE**

Allow the logotype wordmark room to breath and maintain an appropriate amount of clear space around it. Illustration above shows the "minimum clear space". Ideally, maintain 1.5x the space or more, all around the logotype.

**SUBTITLE**

When subtitles are used in conjunction with the logotype, make sure it remains within the full width of the logotype. Allow a minimum margin of 5% overall width on both ends.



**LOGOTYPE WORDMARK**

Expanding from the main MEK logotype, MEK 1 logotype is the first amongst a growing line of MEK products. Each new element (following MEK) will be specifically designed for each new product. Only use official versions.

**MINIMUM SIZE**

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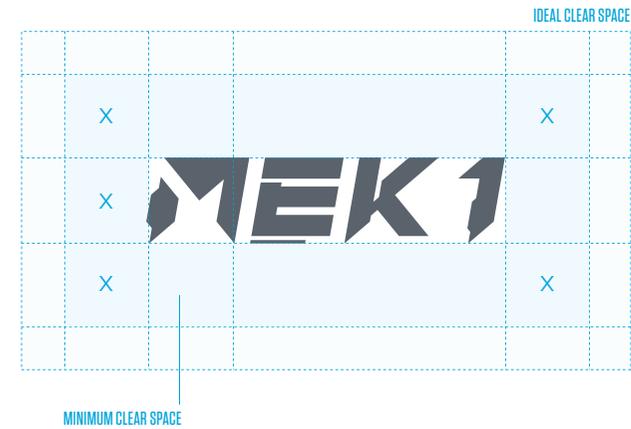
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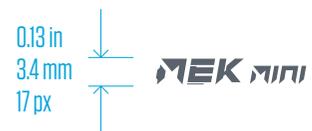


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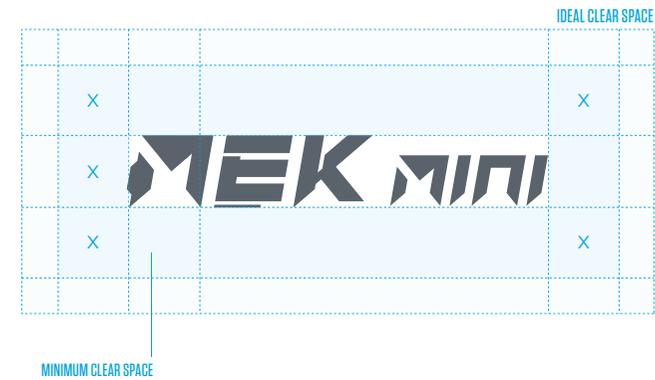
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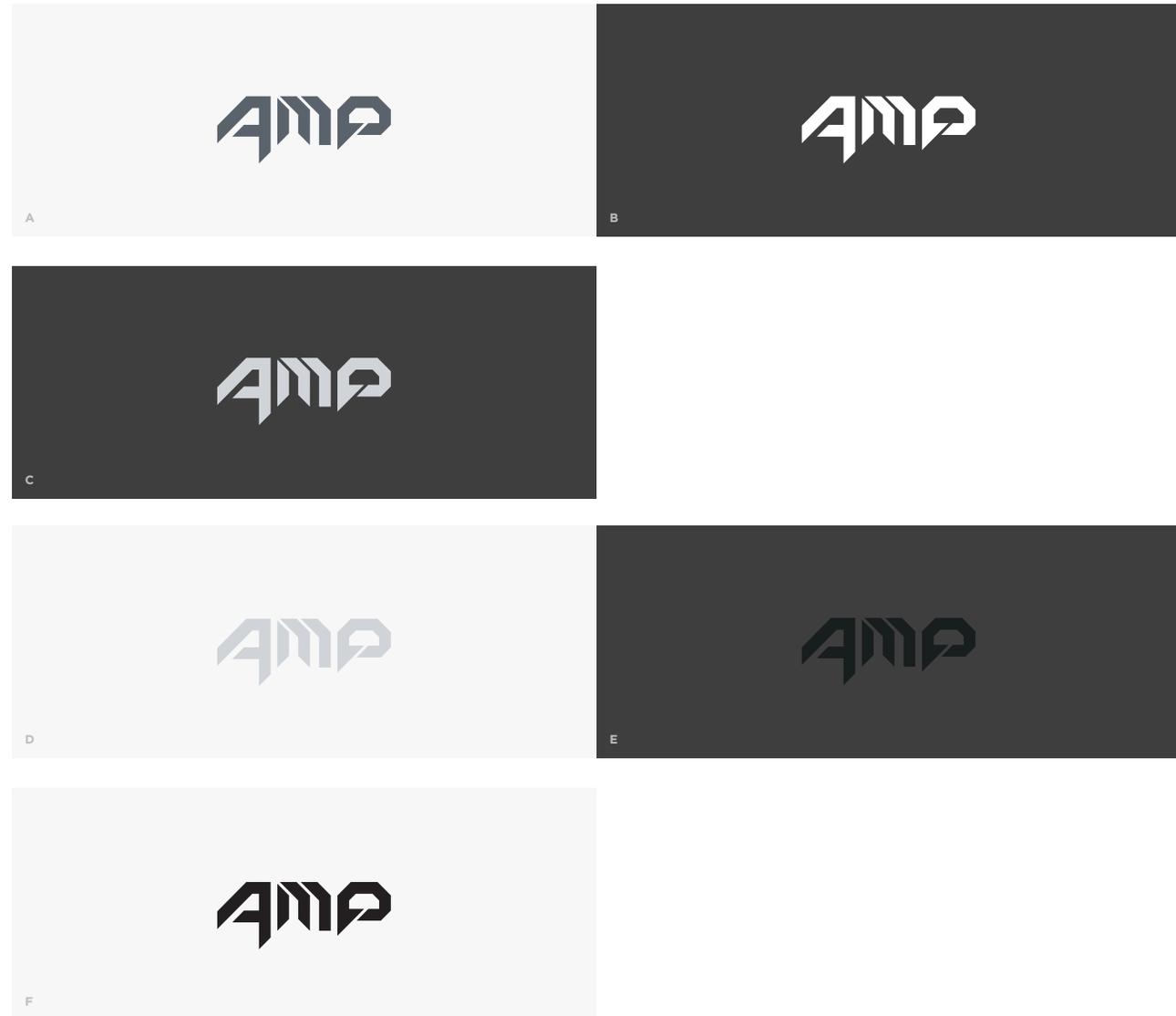
**AMP LOGOTYPE**

Finely tuned for faster and stronger performance, the AMP edition products sit at the top of the ZOTAC GAMING graphics card brand.

**EDITIONS**

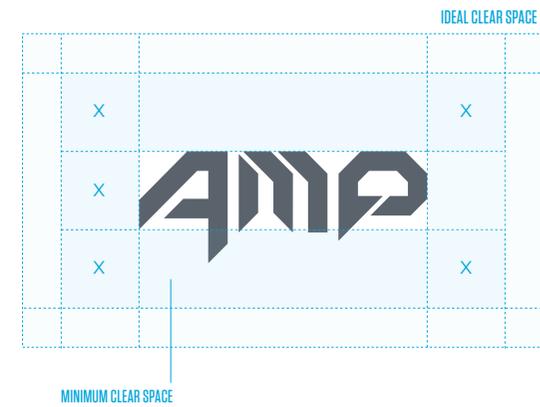
The AMP edition products come in three distinct levels. The AMP Extreme, AMP Extreme Core, and AMP MAXX. Here are their respective logos.



**ALL ACCEPTABLE CONFIGURATIONS**Primary Use: **A** (color) and **B** (reverse white)Secondary Use: **C**, **D**, and **E** (understated)Additional Use: **F** (b/w only)

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**FIRESTORM LOGOTYPE**

FireStorm is our custom utility designed to extract more performance from our ZOTAC GAMING graphics card. We've recently redesigned the logotype to better reflect the overall theme.



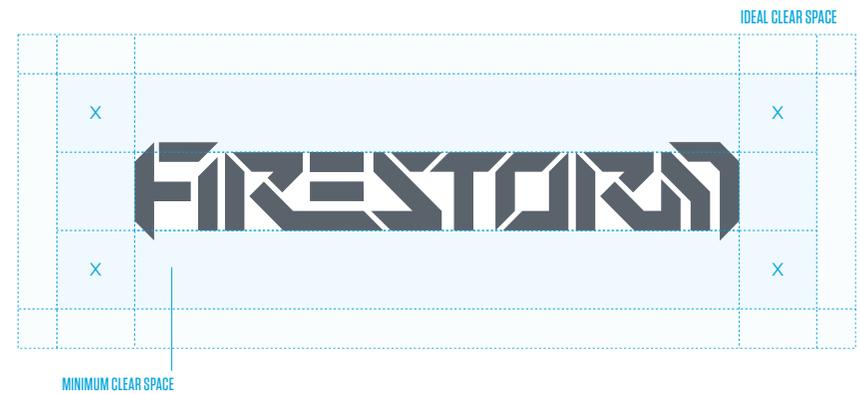
ALL ACCEPTABLE CONFIGURATIONS

Use: **A** (color) and **B** (reverse white)



**CLEAR SPACE**

Allow the logotype wordmark room to breath and maintain an appropriate amount of clear space around it. Illustration above shows the "minimum clear space". Ideally, maintain 1.5x the space or more, all around the logotype.



**LOGO COLORS**

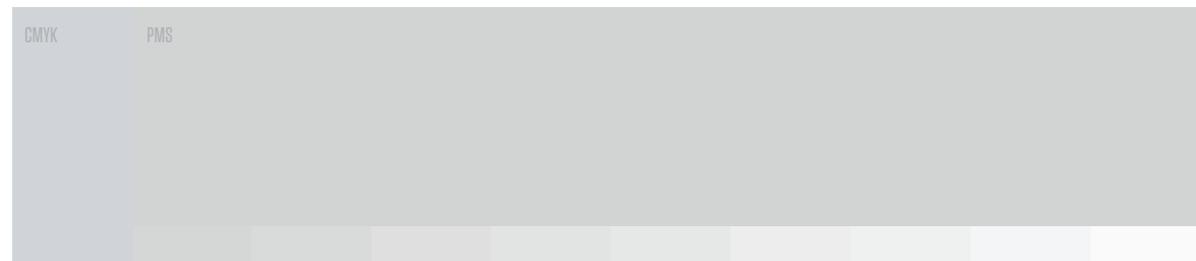
The colors reflects our gaming personality.  
 We are active and bold, yet sophisticated and mature.  
 Our color palette illustrates these qualities.



**PANTONE PMS 431C**  
**CMYK 15 / 5 / 0 / 70**  
**RGB 91 / 99 / 109**  
**HEX #5B636D**



**PANTONE PMS 419C**  
**CMYK 75 / 65 / 65 / 75**  
**RGB 26 / 31 / 31**  
**HEX #1A1F1F**



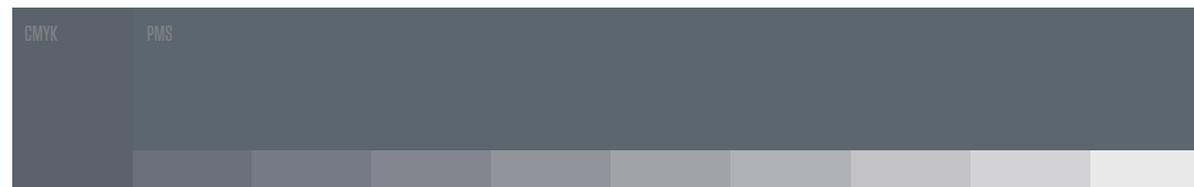
**PANTONE PMS 427C**  
**CMYK 2 / 0 / 0 / 18**  
**RGB 207 / 212 / 216**  
**HEX #CFD4D8**

**BRAND COLORS**

These are the acceptable color palettes for use in backgrounds and designs. Avoid using 100% black for backgrounds whenever possible, instead, use colors specified here.



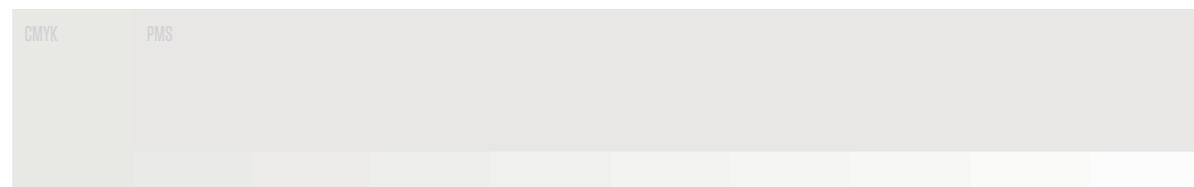
**PANTONE PMS 426C**  
**CMYK 75 / 65 / 60 / 60**  
**RGB 42 / 47 / 50**  
**HEX #2A2F32**



**PANTONE PMS 431C**  
**CMYK 15 / 5 / 0 / 70**  
**RGB 91 / 99 / 109**  
**HEX #5B636D**



**PANTONE PMS 7527C**  
**CMYK 15 / 13 / 16 / 0**  
**RGB 215 / 211 / 205**  
**HEX #D7D3CD**



**PANTONE PMS COOL GRAY 1 C**  
**CMYK 8 / 6 / 8 / 0**  
**RGB 232 / 231 / 227**  
**HEX #E8E7E3**



**PANTONE PMS PRO. YELLOW C**  
**CMYK 0 / 10 / 100 / 0**  
**RGB 255 / 242 / 0**  
**HEX #FFF200**

**PRIMARY TYPEFACE**

Typography is key to communicate a unified personality for ZOTAC GAMING. The primary typeface is **TUNGSTEN**.

**TUNGSTEN IS ATHLETIC, HIGH TECH, LOUD, MASCULINE AND SOPHISTICATED: QUALITIES WE WANT TO CONVEY IN THE GAMING LINE.**

When writing headlines and sub-headlines use TUNGSTEN CAPS. When using TUNGSTEN for body copy, use sentence case. It's okay to mix TUNGSTEN with GOTHAM. Mixing weights in headlines is okay as well.

**SECONDARY TYPEFACE**

The secondary typeface is **GOTHAM**.

GOTHAM is the primary ZOTAC corporate typeface, but it's utilized in a secondary capacity for the gaming line (mainly for body copy). When using GOTHAM for body copy, use sentence case.

**PRIMARY**

**Aa**

**BLACK**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890-=\_+<>?/.,:"**

**Bb**

**BOLD**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890-=\_+<>?/.,:"**

**Cc**

**SEMIBOLD**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890-=\_+<>?/.,:"**

**Dd**

**BOOK**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890-=\_+<>?/.,:"**

**SECONDARY**

**Aa**

**BLACK**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890-=\_+<>?/.,:"**

**Bb**

**BOLD**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890-=\_+<>?/.,:"**

**Cc**

**BOOK**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890-=\_+<>?/.,:"**



**HOW IT IS WRITTEN**

**ALWAYS CAPITALIZE** our name in writing (copy, title, subtitle, description, etc)

- CORRECT: ZOTAC GAMING
- ✗ INCORRECT: ZOTAC Gaming
- ✗ INCORRECT: Zotac Gaming
- ✗ INCORRECT: zotac gaming
  
- CORRECT: ZOTAC GAMING MEK
- ✗ INCORRECT: ZOTAC Gaming Mek
- ✗ INCORRECT: Zotac Gaming Mek
- ✗ INCORRECT: zotac gaming mek

**TONE OF VOICE**

We make great products. We are **BOLD** and **CONFIDENT**, at the same time **SOPHISTICATED** and **SMART**. Besides using colors and graphics to reflect our brand personality, the tone of voice in our written communications should reflect those qualities as well. Our copy should always be clear, concise, and adding a dash of creativity.

**CLEAR**

Be simple and concise, use adjectives and adverbs sparingly.

**ACTIVE**

Avoid using the passive voice as much as possible.

**CREATIVITY**

Even when speaking about technical content, when appropriate, relate the user experience using smart analogies. For example, rather than simply stating dimensions, compare it to everyday objects and/or experiences that our customers may be familiar with. (eg. a deck of cards, morning coffee, etc)

**RELATABLE**

We want to invite our customers into the conversation, not to talk down at them. So the tone of voice should always be friendly yet professional and fresh but not inexperienced.

**HOW IT IS WRITTEN**

**THE LETTER CASE AND FORMAT** presented is how we would prefer the product names to be written out when used.

**NOTE**

[RTX xxxx Series] = 2080 Ti or 2080 or 2070....etc

**ZOTAC GAMING GEFORCE RTX™ GRAPHICS CARDS****AMP Extreme** | **THE STRONGEST**

Finely tuned for perfection to extract every ounce of speed. AMP Extreme is the ultimate piece of engineering set to be the strongest in its class out of the box.

**ZOTAC GAMING GEFORCE RTX™ [RTX xxxx Series] AMP Extreme**

**AMP Extreme Core** | **POWERFUL**

Equipped with the strongest hardware with near to the limit speeds. AMP Extreme Core brings the speed and cools strong.

**ZOTAC GAMING GEFORCE RTX™ [RTX xxxx Series] AMP Extreme Core**

**AMP MAXX** | **STRONG**

Tuned for faster and stronger performance, AMP MAXX stays cool and keeps strong in a slim dual-slot configuration.

**ZOTAC GAMING GEFORCE RTX™ [RTX xxxx Series] AMP MAXX**

**AMP** | **FASTER**

Factory overclocked graphics cards right out of the box. AMP comes with premium hardware for more speed and more performance.

**ZOTAC GAMING GEFORCE RTX™ [RTX xxxx Series] AMP**

**OC** | **FAST**

OC takes speed up a notch for that additional edge in performance.

**ZOTAC GAMING GEFORCE RTX™ [RTX xxxx Series] OC**

**MINI** | **SMALL AND STRONG**

Small only in size, MINI pushes big performance.

**ZOTAC GAMING GEFORCE RTX™ [RTX xxxx Series] MINI**

**ZOTAC GAMING SYSTEMS****MEK ULTRA**

MEK ULTRA is Made For Gaming. Equipped with next generation hardware, MEK ULTRA is the ultimate Gaming PC.

**MEK ULTRA Gaming PC / MEK ULTRA PC Gaming System**

**MEK1**

MEK1 is the Gaming PC for those who Live to Game. Built with a slim form factor, it looks strong and games strong.

**MEK1 Gaming PC / MEK1 PC Gaming System**

**MEK MINI** | **SMALL AND STRONG**

Small only in size, MEK MINI pushes big performance.

**MEK MINI Gaming PC / MEK MINI PC Gaming System**

Thank you for using ZOTAC GAMING brand guidelines  
together, we can build a unifying brand voice

If you need more information or have questions about using the guideline,  
please write to [echen@zotac.com](mailto:echen@zotac.com)

