

Branding and Style Guide

Design and brand positioning
guidance for ZelTech corporate
communication

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Overview

What is the purpose of the style guide?

The style guide is designed to help bring all of your brand elements together by defining each component and making clear their appropriate use — from logo and colors, to typography and imagery. This guide explains how to communicate ZelTech’s brand correctly and consistently. There are unique challenges that brand elements face in print, Web, social media, presentations, signage, and other formats. For each challenge, this guide presents a solution. All of these parts come together logically into a comprehensive, ever-refining guidance document that communicates ZelTech’s unique brand style rules.

What is a “brand”?

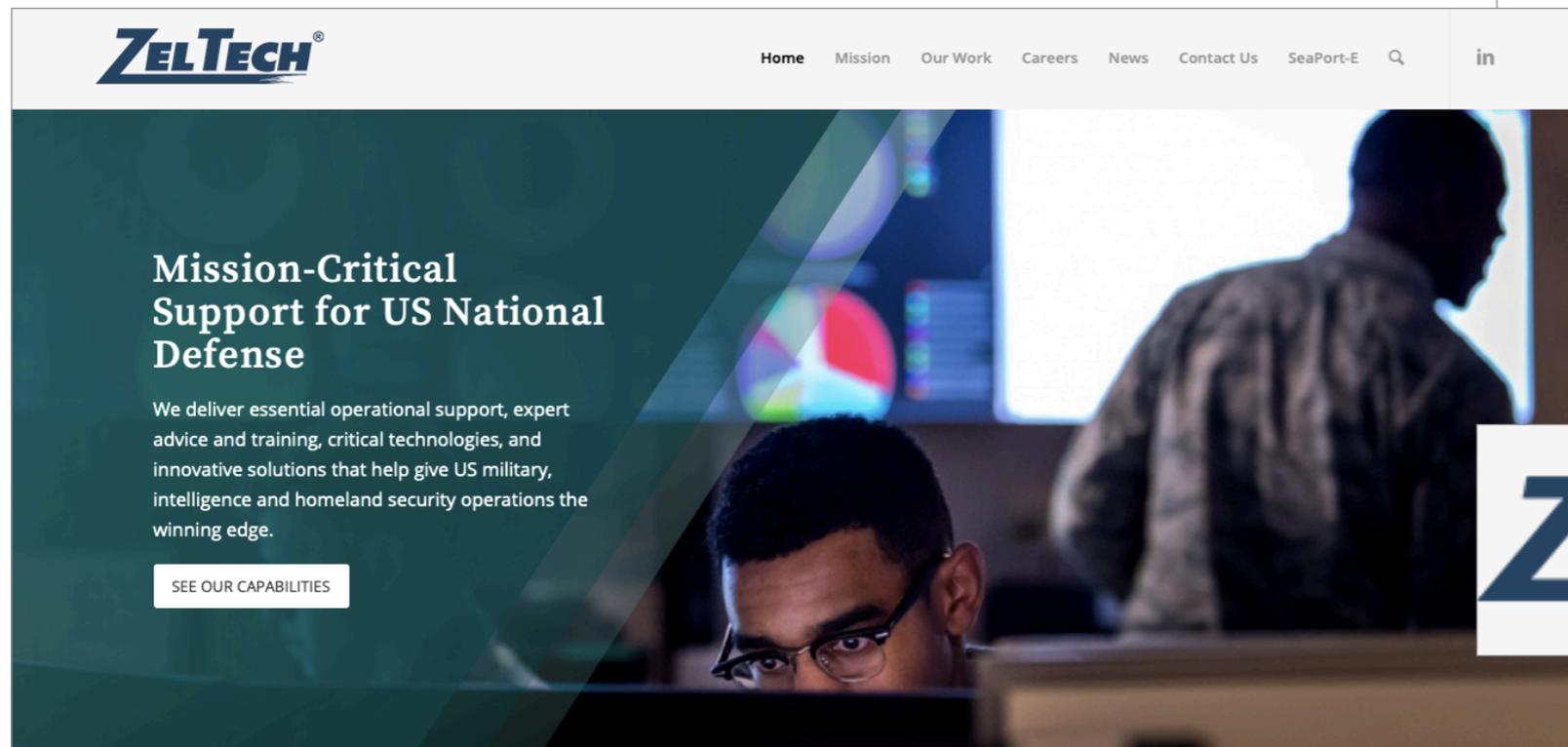
It’s the manner, place, and time in which an organization is seen and includes every element of the inward and outward projection of a company. The brand is the point of view of the company personified through its brand identity.

What is the purpose of the Branding and Style Guide?

This guide is designed to help bring all of your brand elements together by evaluating and defining each component from logo to typography and imagery. This guide explains how to define and communicate ZelTech’s brand elements correctly. There are unique challenges that brand elements face in print, Web, social presentations, signage, and other formats. For each challenge, this guide presents a solution. All of these parts come together logically into a comprehensive guide that communicates ZelTech’s unique brand style rules.

What is a “brand”?

It’s the manner, place, and time in which an organization is seen and includes every element of the inward and outward projection of a company. The brand is the point of view of the company personified through fonts, colors, boilerplate text, layout, and other elements of the look and feel.



A brand style guide:

- Is a repository of all the rules and guidelines related to presenting and operating as a brand
- Must be distributed to all personnel (both internal and external) who touch the brand
- Insures that everyone is following the same rules and presenting the brand the same way every time

Your brand is how your company is viewed by customers, vendors, the press, job seekers, and the general public. An exhaustive style guide ensures the same look and feel regardless of who authors or designs a piece of brand collateral and gives a company the direction it needs to control every aspect of brand communication, with little room for inference.

Consistent brand repetition

Each time your brand is experienced, it must convey the same feel. This consistency is much more than simply choosing the same colors each time. From Human Resources to sales presentations, every document produced by your company must carry a common design, structure, and tone regardless of the author or designer. Every fragment of your company's visual identity and every use in every logical medium must be defined first, then controlled to accomplish consistent presentation that establishes and then enforces the message to be conveyed.

What is a brand identity?

A company's brand identity is reinforced through consistent use. It is how the brand is visibly and audibly recognized and differentiated from other brands. These characteristics include logo, colors, typography, messaging, tone, and other elements that make the brand recognizable to its target audience.

The best way to create, communicate, and enforce brand consistency is with a style guide. The style guide clearly presents the brand identity in acceptable uses with unambiguous instructions.

Our Brand Character

What do we project in the marketplace?

ZelTech is comprised of a diverse portfolio of high-end products and expert services in defense intelligence, logistics, and cyber to a broad range of customers, from national governments and agencies, to small, medium, and large sized companies. Despite the breadth of our business, the company is bound together by a set of defining core attributes wherever, whenever, and with whomever we operate. This is captured through the spirit of the Zel Technologies brand character, and in our tagline: “ ”.

Our brand character is captured in our tagline as a simple way to say that we're proud of our highly-capable subject matter experts, our commitment to quality, and our close-knit company culture.

Providing customers with knowledge, tools, and solutions needed for correct and timely decisions and effective actions to help ensure US national security.

How do we find our brand character?

Take a moment to think about your favorite brands. More than likely, the reason you like a brand is because of the total experience you have with the company, the products, the people, the service, the image and what it represents.

A brand is everything a customer experiences when we come into contact with the company. That's why one way to examine your brand is through the reviews of your customers — both satisfied and dissatisfied. Reviews from satisfied customers let us know what qualities resonate well with our market while dissatisfied client reviews provide an opportunity for the company to examine areas for improvement. When customers truly identify with a brand, they become loyal buyers, employees or shareholders. Most importantly, they become our strongest leads for new business.

Our Brand Traits

Quality

Quality service and support is the hallmark of our brand

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Customer Review

“Colin Walton has been an asset to the command and J6 from day one. Colin is very customer oriented and receives “Bravo Zulu’s” for his superb support from various users throughout the directorates. The J6 help-desk’s positive reputation is a reflection of Colin and his outstanding leadership and management skills.”

*JTF-CS (Engility) #180002 (2501)
(Inactive 2018)*

Our Brand Traits

Expertise

Our capable subject matter experts leaders in their field

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Customer Review

“Given what I know today about the contractor’s ability to perform in accordance with the contract order’s most significant requirements, I would recommend them for similar requirements in the future.”

INEAS #180016 (7606(76A6),(76C6), (76E6),(76F6))

Our Brand Traits

Innovation

ZelTech recruits a diverse, innovative team to deliver forward-thinking solutions

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Employee Review

“My team is formed of a very diverse group of professionals that can bring together disparate ideas, and effectively work outstanding solutions through their various points of view, individual strengths and mutual respect of each other.”

Our Visual Identity

Logo, typefaces, colors, imagery

Our brand identity is made up of a number of core elements, that when combined create a distinctive and memorable embodiment of the ZelTech brand that conveys Quality, Expertise, and Innovation.

When used properly, the ZelTech brand elements will be consistent and predictable in any and every form of communication, in every business and market.

Assets

Our brand assets include the logo, typefaces (fonts), images, and brand collateral like flyers and presentations. Please see below for information on where you can obtain the assets mentioned throughout this document. Further guidelines and templates are being produced in support of this document.

Logo artwork

Can be downloaded from the Portal in the Brand Assets tab.

Template / style guides

Can be downloaded from the Portal in the Brand Assets tab at the Templates link.

Typefaces

Can be downloaded from the Portal in the Brand Assets tab.

Image library

Can be downloaded from the Portal in the Brand Assets tab at the Multimedia link.

The consistency imperative

Previously our visual identity had too much room for flexibility resulting in an inconsistent look and feel. The only unifying feature of our brand was the logo. It is really important that our brand is consistently applied across all materials internally and externally. The use of elements outside of this branding system can weaken our work, fuel confusion, and devalue our overall brand.

Our Visual Identity

The Logo

Our logo acts as our universal signature and brand mark.

Logo rules

Our logo consists of the ZelTech wordmark and occasionally the full company name. It is important to note which logo is appropriate for use in your particular case.

Dos

- Do maintain space around the logo



- When using the white logo, make sure the background color has appropriate contrast



- Do use appropriate logo for your use case



Don'ts

- Don't change the color of the logo



- Don't use a logo without a transparent background on a colored background



- Don't use a border of any kind



- Don't stretch or skew



Our Visual Identity

Logo Versions



Primary Logo

Our primary logo is the preferred use for most situations. There are two color versions:

- Blue logo – for use on light background colors and light photographic backgrounds.
- White logo – for use on dark background colors and dark photographic backgrounds.

We do not permit the logo to be used in any other color combination.

ZelTech, Inc. Logo

The ZelTech, Inc. logo is the preferred use for situations that are inclusive of both Zel Technologies' and ZelTech Training Solutions' work, employees, and expertise. There are two color versions:

- Blue logo – for use on light background colors and light photographic backgrounds.
- White logo – for use on dark background colors and dark photographic backgrounds.

Zel Technologies, LLC Logo

Our Zel Technologies, LLC logo is the preferred use for use cases where ZelTech Training Solutions' work, employees, and/or expertise are explicitly excluded. There are two color versions:

- Blue logo – for use on light background colors and light photographic backgrounds.
- White logo – for use on dark background colors and dark photographic backgrounds.

Our Visual Identity

Color Palette

When used in branding, blue and green represent trust, authority, and approachability. The colors also convey earth, sea, and space — three theaters in which ZelTech does expert work.

We use blue and green with great intention to pull out important information, to guide the eye through our content, and to add visual interest to our communications.

Hero Color

Hex: 004C54
RGB: 0/76/84

Logo Color

Hex: 1F4265
RGB:
31/66/101

Main Text Color

Hex: 000000
RGB: 0/0/0

Sub-Header Text Color

Hex: 1B7082
RGB:
27/112/130

Neutral Supporting Color

Hex: F2F2F2
RGB:
242/242/242

Neutral Supporting Text Color

Hex: F2F2F2
RGB:
242/242/242

Our Visual Identity

Typography

Our visual identity comes through not just in the words we use, but also in how words look in print and digital formats. We pair two different and distinctive typefaces as part of our visual identity system to ensure consistency across different touch points.

Header typeface

Source Serif Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Bold Semibold Regular

We use Source Serif Pro for all of our Header 1 copy that appears.

Source Serif Pro Bold is used as the main body copy weight across printed applications.

Source Serif Pro Semibold is used for distinction and highlighting key words and call-outs within main body copy.

Source Serif Pro Regular is never used

Body typeface

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Bold Regular *Italic*

We use Open Sans for subhead copy and all of our body copy.

Open Sans Regular is used as the main body copy weight across printed applications.

Open Sans Bold is used for links, distinction, and highlighting key words and proper nouns within main body copy.

Open Sans Italic is used on occasion to give emphasis in body text or caller boxes

Our Visual Identity

Type Hierarchy

Header 1 is Source Serif Pro Bold, 28pt, #000000

Header 2 is Open Sans Bold, 18pt, #1B7082

Header 3 is Open Sans Bold, 16pt, #000000

Body text is Open Sans Regular, 16pt, #000000. Interdum phasellus blandit posuere amet at, *“Open Sans Italic has enough weights to allow for distinction within body copy,”* sit donec, sit diam ipsum venenatis ut. A sem lacinia leo dapibus etiam. Pellentesque tincidunt aenean adipiscing montes nulla. Lacus vel, convallis amet metus, in scelerisque dolor sit amet vestibulum.

Our Visual Identity

Imagery

To ensure we are always choosing images that best show our people and our work, we have a few photography style principles to follow.

Photography style principles:



Good contrast levels

This means there is a significant difference between the light and dark parts of the image



Sharp and clean

Ensure the focal point is in prominent focus



Good composition

The image should have one clear focal point, with no important elements cropped out of the shot



Uncluttered with clear space

Consider leaving space to make it easy for the eye to find the focal point



Vibrant with hits of color

This doesn't mean the image should be very colorful, however, the colors used should be vibrant and not bland



People should be natural and not in a stage setting

Our Voice

What we say and how we say it

Content pulls all of the elements of our branding together and brings our brand to life. When you are thinking about creating new written content we, ask yourself the following questions:

Audience

Who are we trying to influence and why? What's the desired outcome?
What are their goals and problems?
How can we help?

Content

What type of content is best to create for our desired outcome, and what do we want to say? Is there anything we can reuse or repost?

Channels

Which channels are we going to use to reach our target audience(s)? Is there a different channel we should consider?

Our Voice

Tone of Voice Principles

Tone of Voice brings our brand to life. It helps create verbal and written communications that are distinctive, relevant and engaging.

Below are the tone of voice principles we should adhere to when communicating with our audience.

Direct

Flowery, verbose language that is rife with industry terms may alienate the reader. Strive for direct and concise word use.

Clear

Keep language clear and simple. Avoid the use of jargon and define acronyms before using them in copy.

First-person

People like to interact with people. When we write in first-person, we convey our personable, community-first brand trait.

Trustworthy

Transparency in language conveys trust. Avoid words and phrases that might be received as intentionally confusing or misleading.

Approachable

Try to describe ZelTech's high-end, technical subject matter like you are describing it to a five-year-old so as to convey both our expert grasp of the subject and our approachability.

Hopeful

ZelTech creates solutions to ensure national security. To communicate this without inciting fear, use language that is forward-thinking and hopeful.

Our Voice

The tagline: Our brand promise

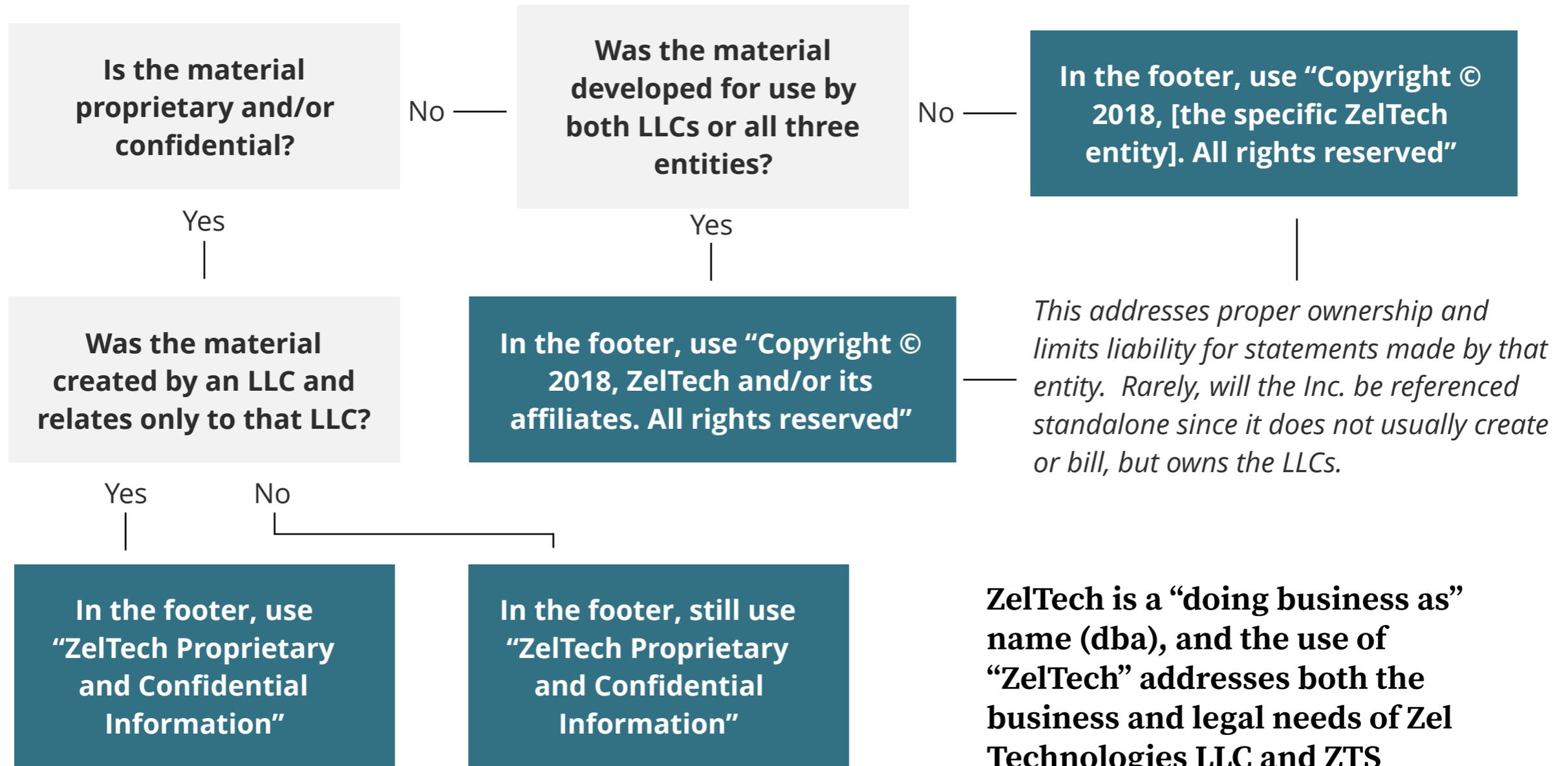
Lorem ipsul dolor sit amet. Interdum phasellus blandit posuere amet at, *“Open Sans Italic has enough weights to allow for distinction within body copy,”* sit donec, sit diam ipsum venenatis ut. A sem lacinia leo dapibus etiam. Pellentesque tincidunt aenean adipiscing montes nulla. Lacus vel, convallis amet metus, in scelerisque dolor sit amet vestibulum.

Interdum phasellus blandit posuere amet at, *“Open Sans Italic has enough weights to allow for distinction within body copy,”* sit donec, sit diam ipsum venenatis ut. A sem lacinia leo dapibus etiam. Pellentesque tincidunt aenean adipiscing montes nulla. Lacus vel, convallis amet metus, in scelerisque dolor sit amet vestibulum.

“Insert ZelTech tagline here.”

Our Voice

Proper use of company name and copyright



This addresses proper ownership and limits liability for statements made by that entity. Rarely, will the Inc. be referenced standalone since it does not usually create or bill, but owns the LLCs.

A copyright notice should not be combined with the Proprietary and Confidential notice as it is not necessary and an inaccurate marking.

ZelTech is a “doing business as” name (dba), and the use of “ZelTech” addresses both the business and legal needs of Zel Technologies LLC and ZTS collectively and individually. There is no “©” within a formal entity name.

Templates

Powerpoint Presentations

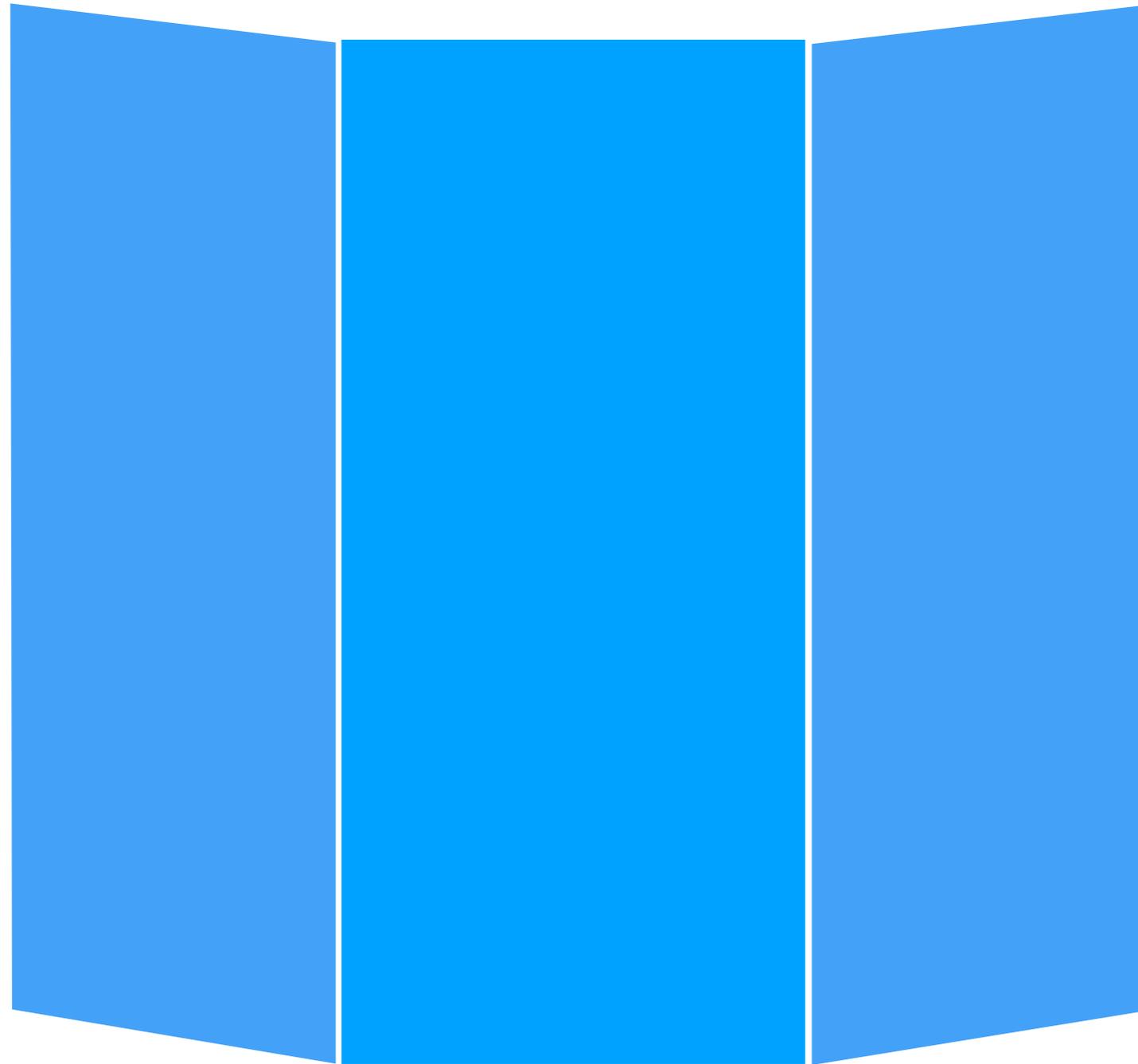
Find Powerpoint templates in the Portal under the Brand Assets tab at the Templates link.



Templates

Brochures

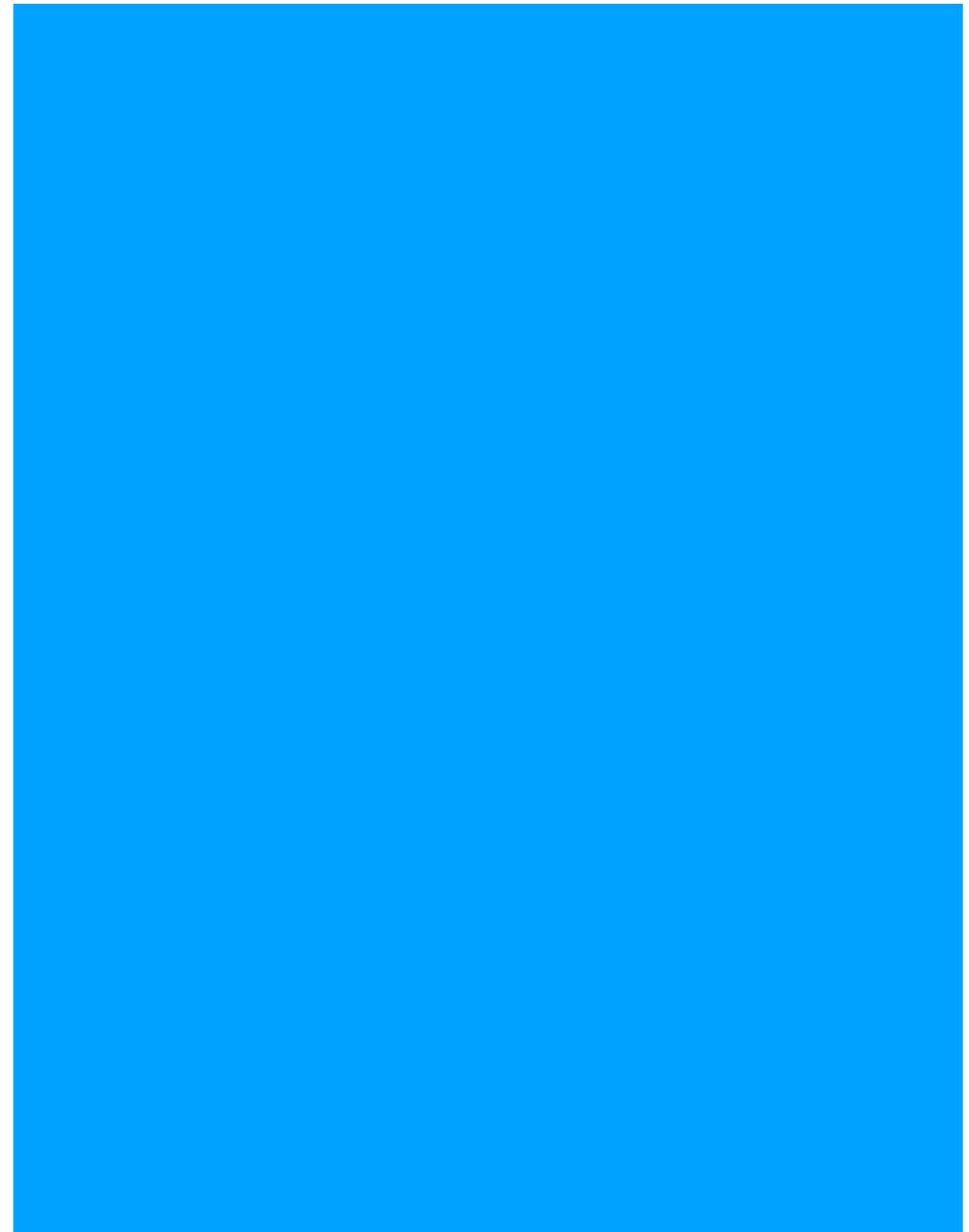
Find brochure templates in the Portal under the Brand Assets tab at the Templates link.



Templates

Flyers

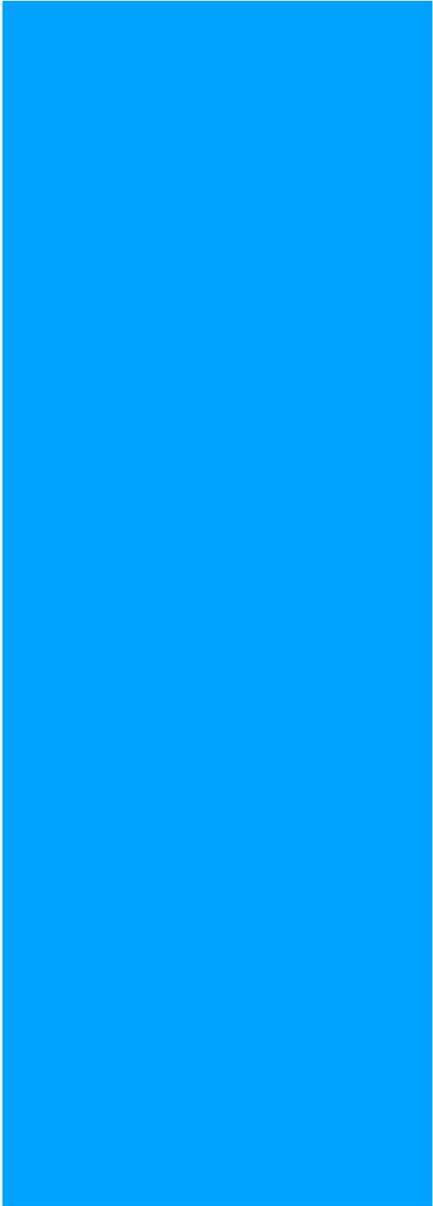
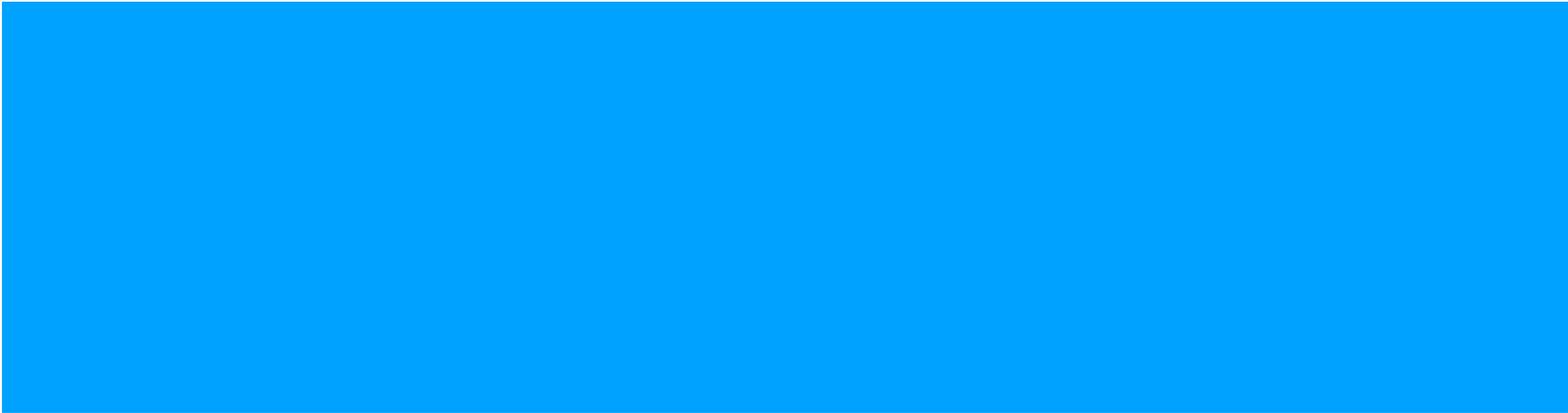
Find flyers templates in the Portal under the Brand Assets tab at the Templates link.



Templates

Banners

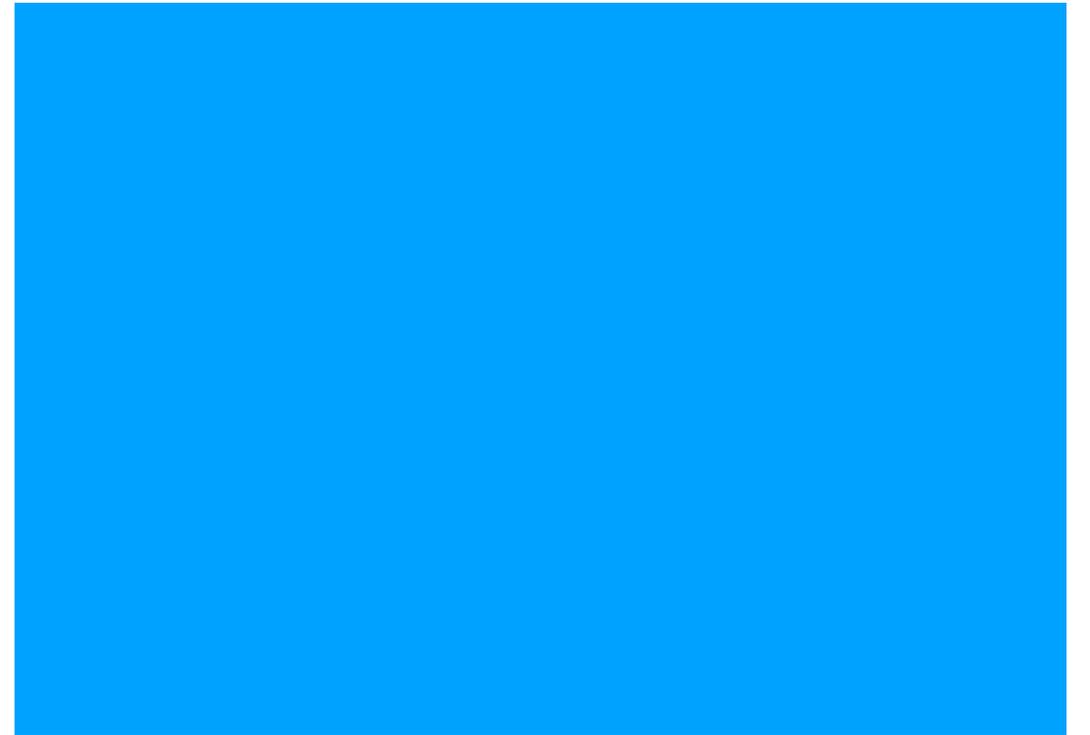
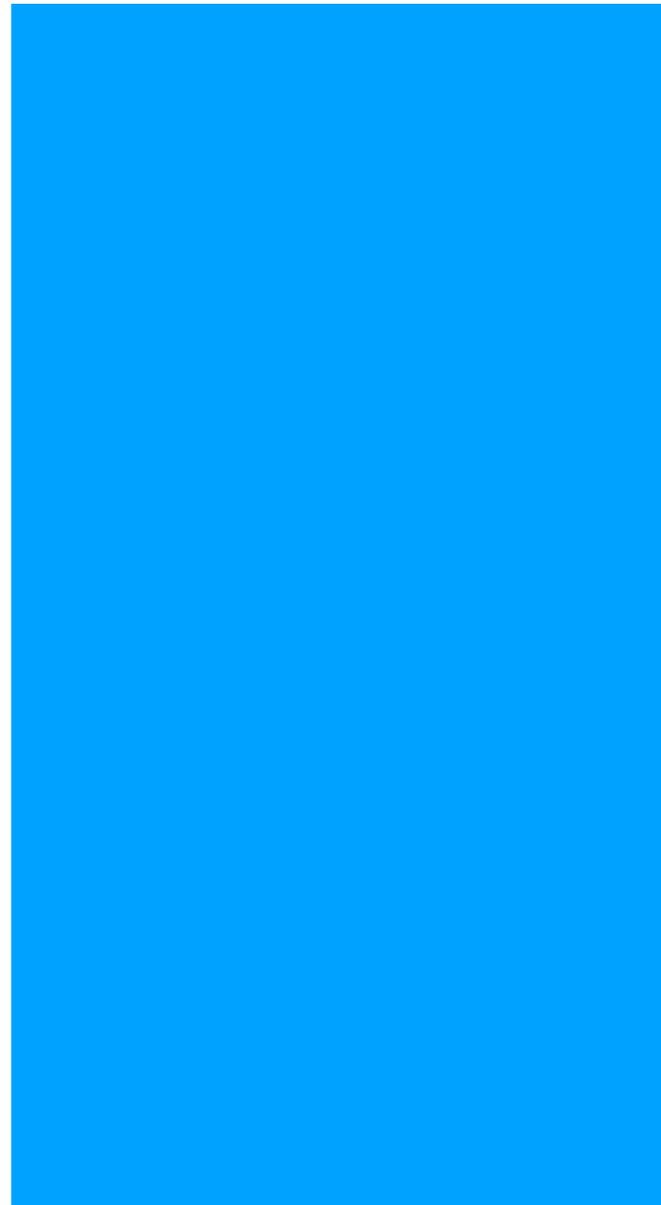
Find letterhead templates in the Portal under the Brand Assets tab at the Templates link.



Templates

Social Media Cards

Find letterhead templates in the Portal under the Brand Assets tab at the Templates link.



Support and Contacts

Deploying the ZelTech brand

If you have any questions about this document or about implementing our brand, please get in touch with one of the brand specialists listed below.

If you have any concerns about using the brand, please reach out to a brand specialist before producing any collateral as they have an in-depth knowledge of the brand guidelines and will be happy to offer support and share relevant knowledge.

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ZELTECH[®]