

Zeem Brand Usage Guidelines

Version 1.00 – 01 October 2020

Main usage

The default logo is the blue zeem logo which depicts a shield with the words 'zeem' in the centre.



Size guidelines

Maximum – 200px wide

Minimum – 100px wide

Alternate logos

For light backgrounds the blue zeem logo should always be used.

For dark backgrounds the white zeem logo should always be used.

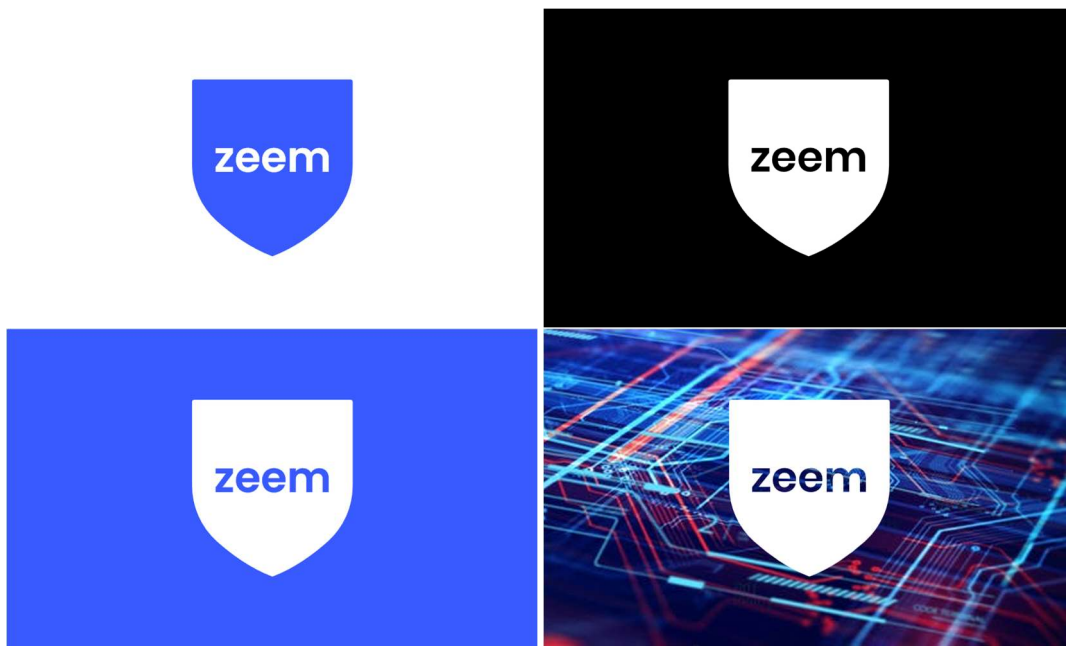
Safe space

All zeem logos are required to have an element of safe space around them, this safe space is proportionate to the size of the logo used. This safe space is 25% of width and height of the logo dimensions used.



Examples

Correct use:



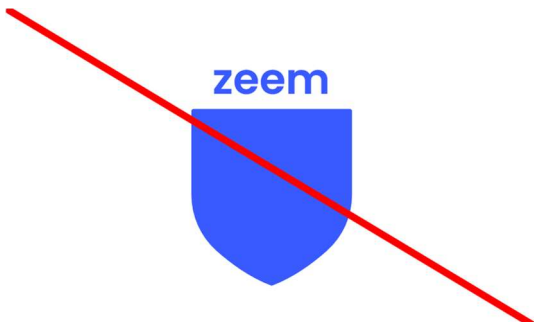
Incorrect use:



DO NOT use the blue Impact Score logo on coloured backgrounds



DO NOT alter the colour of the Impact Score logo



DO NOT change the logo in any way

Questions?

If you have a question about how our brand assets should be used, or looking to enquire about additional assets please reach out to us at

Contact@impactscore.co.uk