

GUIDELINEBOOK

ZEXTRAS[®]

Trademark policy

About trademarks

Trademarks exist to help consumers identify organizations and the source of their products: “to distinguish the goods or services of one undertaking from those of other undertakings”.

This Policy covers

Our word trademarks and service marks (the “Marks” and the “Logos”): “Zextras”, “Zextras Suite”, “Zextras Backup”, “Zextras Mobile”, “Zextras Powerstore”, “Zextras Admin”, “Zextras Chat” and “Zextras Migration Tool”.

Use of Zextras

Whenever you use one of the Marks or Logos you need Zextras express written permission. Logos have to be used in accordance with Zextras Branding Guidelines.

You must always use Zextras Marks in a way that does not mislead anyone about what they are getting and from whom. The Law reflects this requirements in two ways: it prohibits creating “likelihood of confusion” but allows for “nominative or fair use”. Exhamples of nominative/fair use are:

- Truthfully describe Zextras products;
- Accurately report news about Zextras products;
- Link to Zextras website.

You can use the Marks where that is ‘necessary’ to indicate the intended use or purpose of goods or services provided this is done in accordance with honest practice in industrial or commercial manners.

If in doubt seek qualified legal advice or go to zextras.com and contact us.

extraordinary ideas change the world

ZEXTRAS[®]

main colours of the
MARK

The colours used refer to the previous logo, so as to create a connection with the new one. Same goes for the colours of the modules. The reference scale is Pantone®, with the respective percentages for CMYK, RGB hexadecimal formats.



Pantone® 446 C

C = 68 | **M** = 52 | **Y** = 55 | **K** = 54

R = 62 | **G** = 69 | **B** = 67

= 3e4542



Pantone® 1788 C

C = 0 | **M** = 91 | **Y** = 74 | **K** = 0

R = 231 | **G** = 49 | **B** = 57

= e63039



Pantone® Black C

C = 0 | **M** = 0 | **Y** = 0 | **K** = 100

R = 0 | **G** = 0 | **B** = 0

= 000000

BASIC

OPTIONAL

chromatic variations of the
ONLYLOGO

ZEXTRAS[®]

Pantone[®] 446C

ZEXTRAS[®]

Pantone[®] 1788C

ZEXTRAS®

Pantone® Black C

ZEXTRAS®

Pantone® Black C | 86%

inverted variations of the
ONLYLOGO





Pantone® 446C



Pantone® 1788C



Pantone® Black C



Pantone® Black C | 86%

font used for the
NAMING

The font used
for the naming of Zextras
is Sinking Sans, with optical
corrections, the simplification
of the E and the R
and a new glyph
between R and A.

SINKIN SANS

k-type.com/fonts/sinkin-sans/

**AaBbCcDdEeFfGgHhIiJiLiMmNn
OoPpQqRrSsTtUuVvWwXxYyZz**

Logo = Sinkin Sans 600 SemiBold

AaBbCcDdEeFfGgHhIiJiLiMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Modules' naming = Sinkin Sans 400 Regular

AaBbCcDdEeFfGgHhIiJiLiMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Body text and header = Sinkin Sans 300 Light

ZEXTRAS[®] zextras.com