

ZOTAC®

ZOTAC

GAMING

BRAND GUIDELINES

2023 REV. 1
LAST UPDATED / JUL 2023

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.

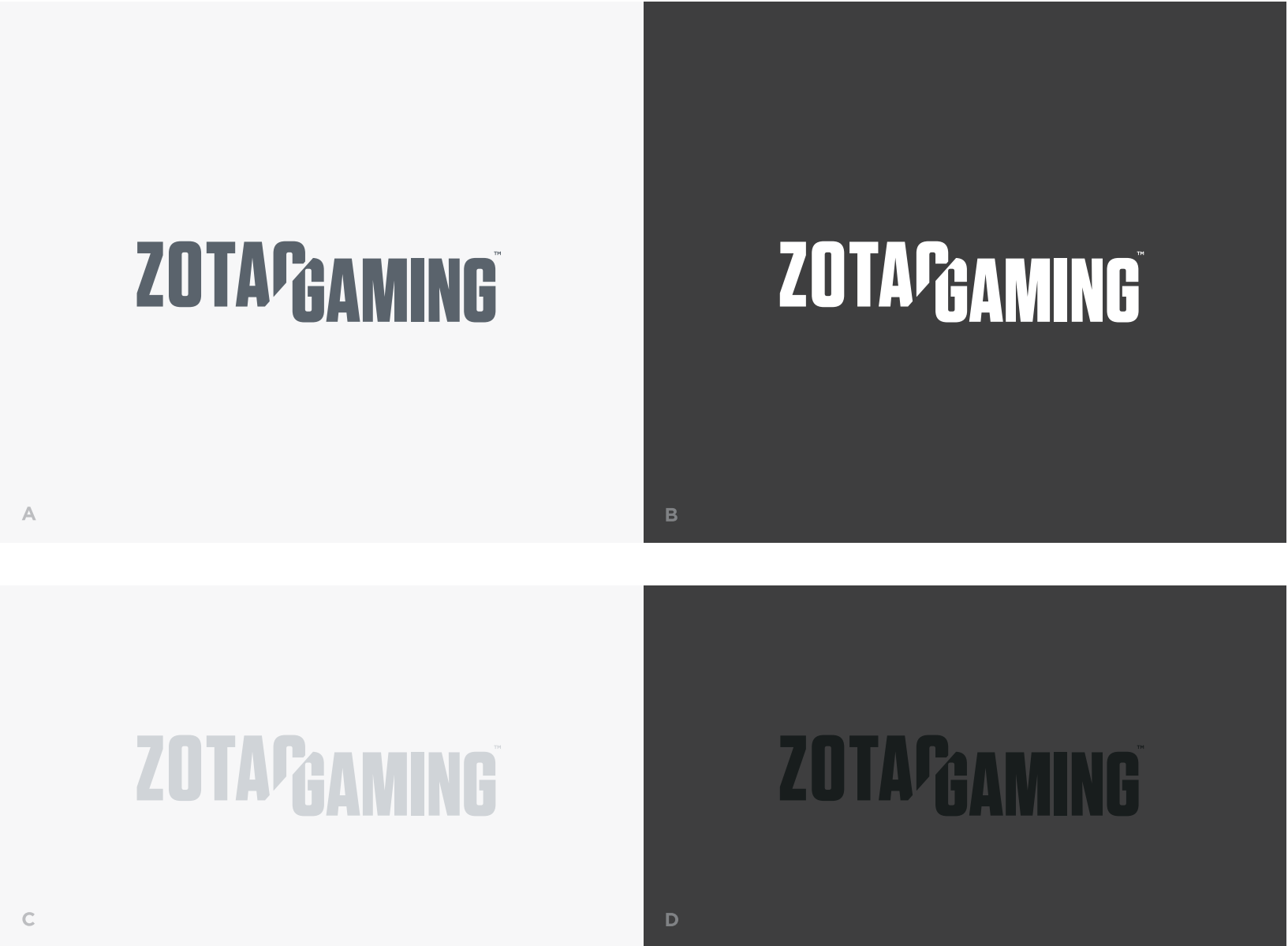
MINIMUM SIZE

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)



ALL ACCEPTABLE CONFIGURATIONS

Primary Use: **A** (color) and **B** (reverse white)
Secondary Use: **C** and **D** (understated)



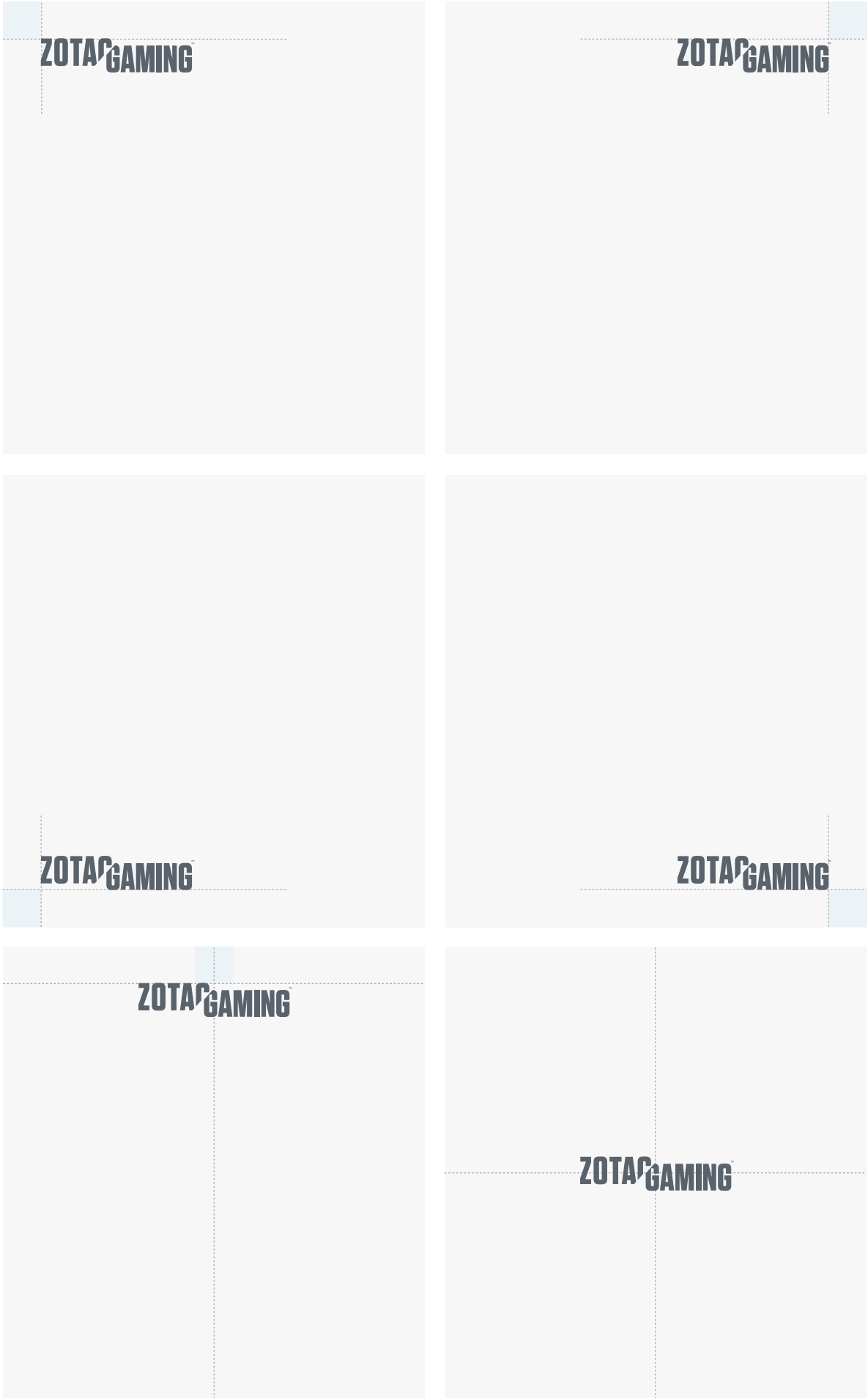
CLEAR SPACE

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.



PRODUCT / PACKAGING DESIGN

The ZOTAC GAMING logo will be displayed in a concise and clear manner on product design and packaging design.

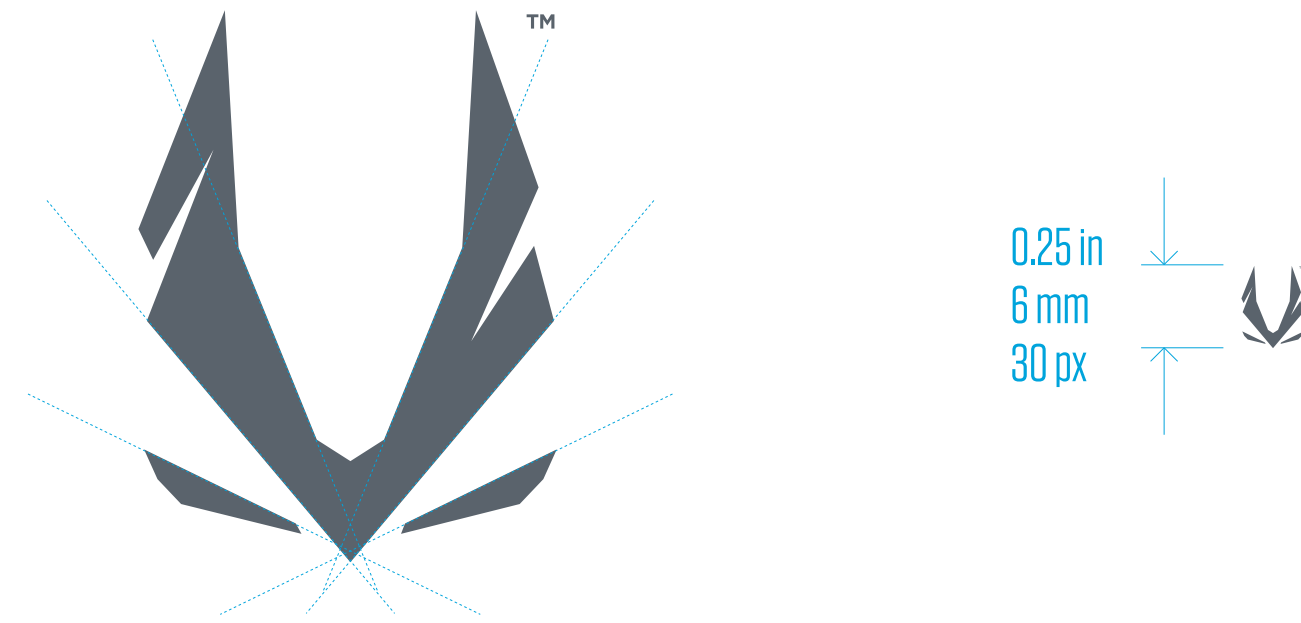


THE HERO LOGOMARK

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)



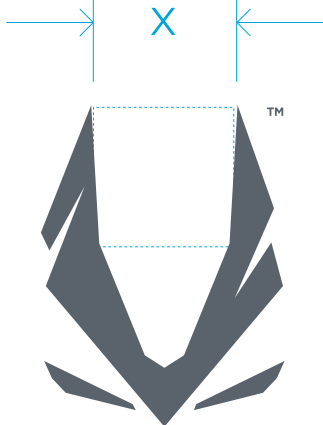
ALL ACCEPTABLE CONFIGURATIONS

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



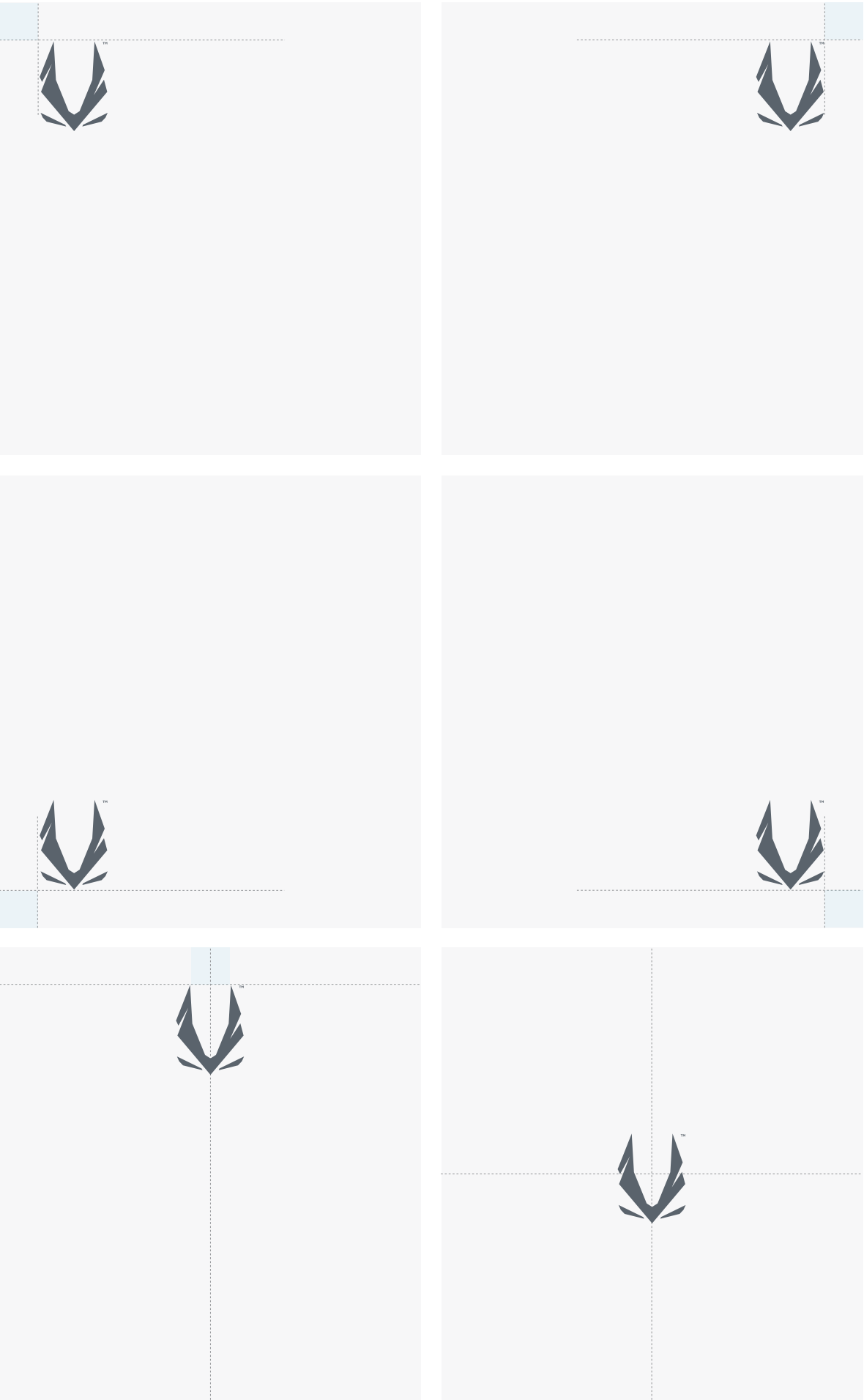
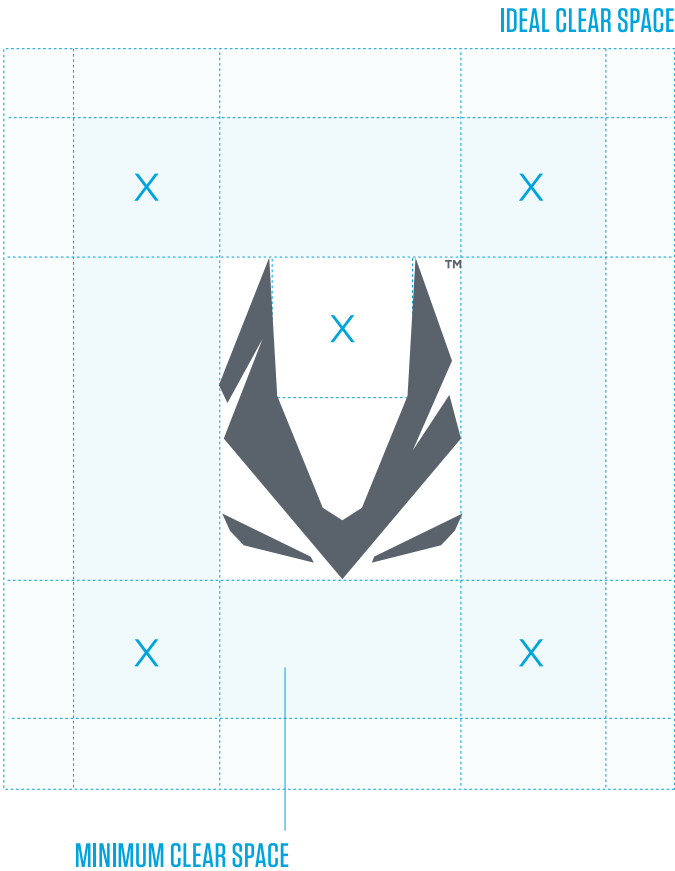
CLEAR SPACE

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.



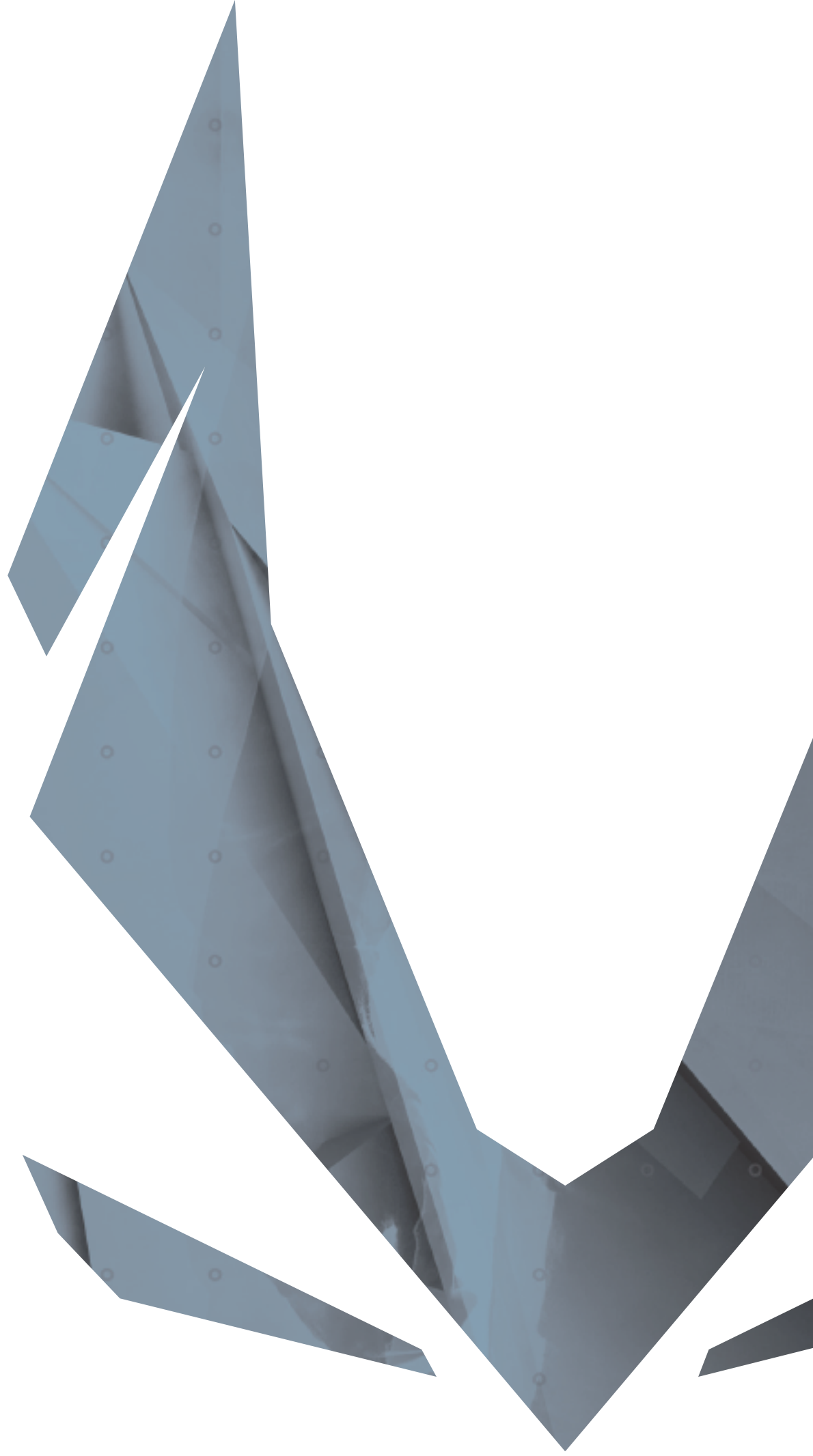
LOGO AS WATERMARK OVERLAY (A)

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



B



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.

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



VARIATIONS

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

**LIVE TO
GAME_**

**LIVE TO
GAME_**

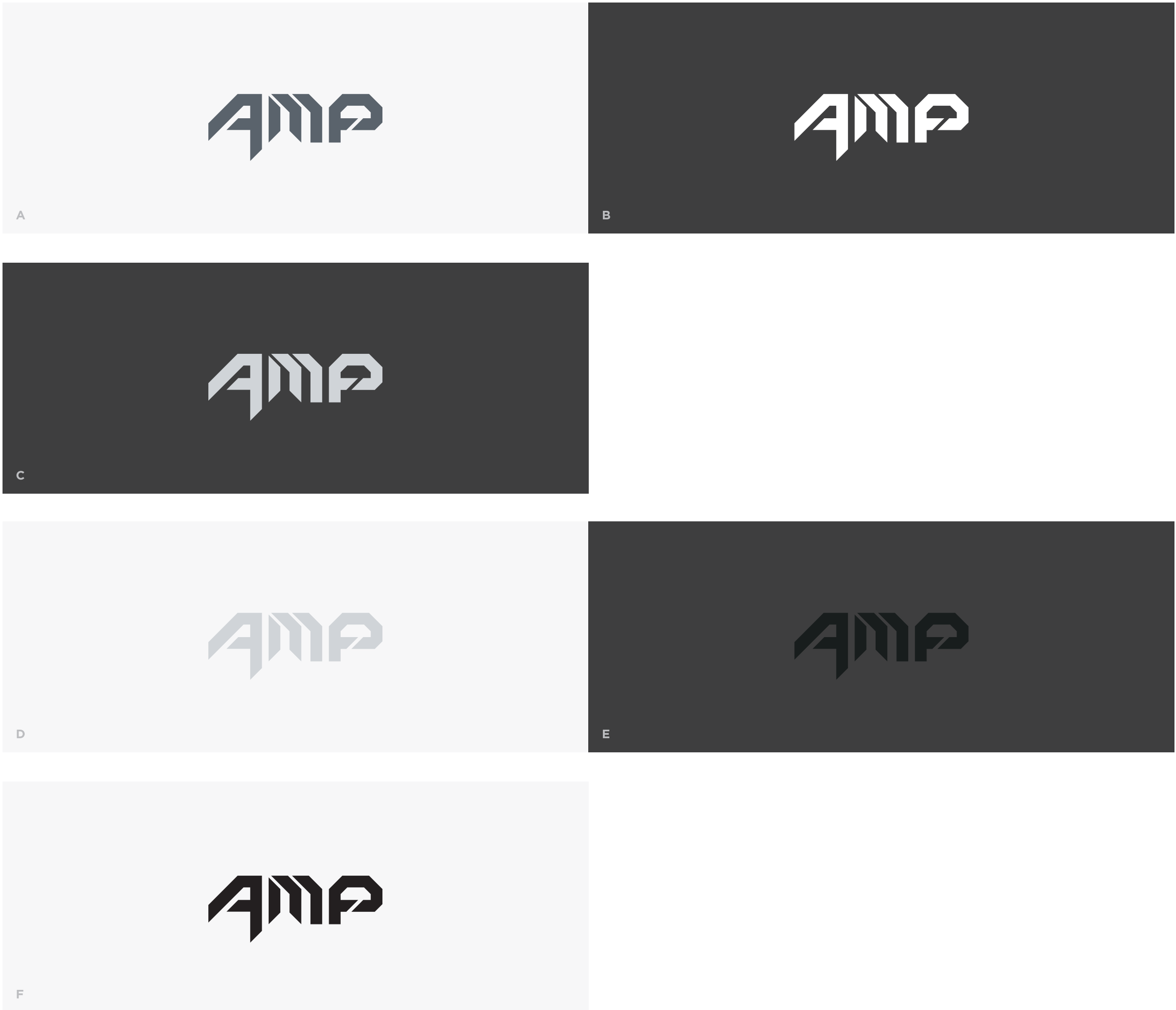
AMP LOGOTYPE

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



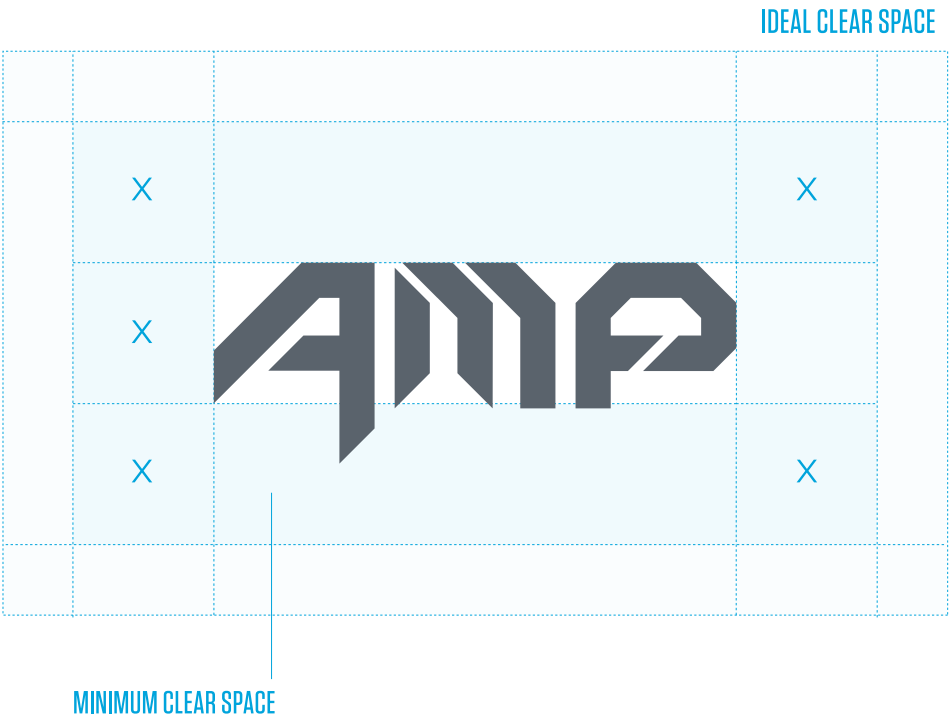
ALL ACCEPTABLE CONFIGURATIONS

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.



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

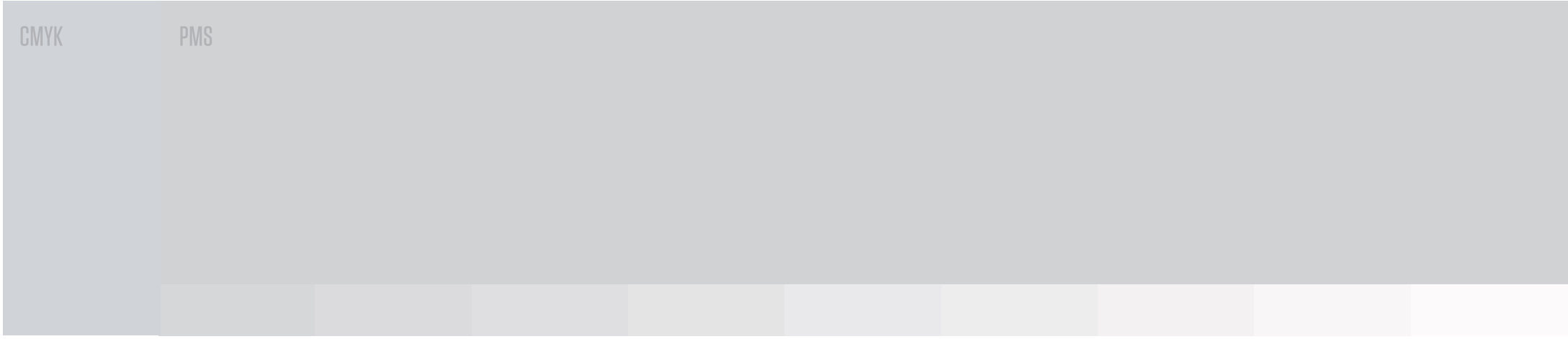
The colors reflects our gaming personality.
We are active and bold, yet sophisticated and mature.
Our color palette illustrates these qualities.



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.

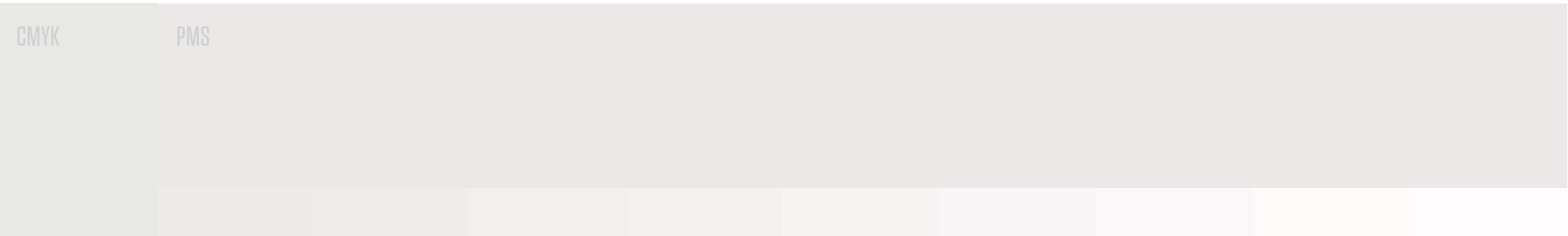
Yellow is only used as embellishment and highlight, **try not to use it in a large area.**



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 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
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvxyz
1234567890-=_+<>?/.,:"

Bb BOLD
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvxyz
1234567890-=_+<>?/.,:"

Cc SEMIBOLD
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvxyz
1234567890-=_+<>?/.,:"

Dd BOOK
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvxyz
1234567890-=_+<>?/.,:"

SECONDARY

Aa BLACK
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvxyz
1234567890-=_+<>?/.,:"

Bb BOLD
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvxyz
1234567890-=_+<>?/.,:"

Cc BOOK
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvxyz
1234567890-=_+<>?/.,:"



HOW IT IS WRITTEN

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

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.

TONE OF VOICE

- CORRECT: ZOTAC GAMING
- ✗ INCORRECT: ZOTAC Gaming
- ✗ INCORRECT: Zotac Gaming
- ✗ INCORRECT: zotac gaming

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] = 4080 or 4070 or 4060 Ti...etc

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

AMP Extreme is the full-featured, performance factory overclocked graphics card out of the box.

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

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

Trinity | TRIPLE FAN

Trinity is outfitted with a powerful triple-fan cooling solution for maximum performance.

ZOTAC GAMING GEFORCE RTX™ [RTX xxxx Series] Trinity

Twin Edge | DUAL FAN

A dual-fan design enables Twin Edge to provide double the cooling performance.

ZOTAC GAMING GEFORCE RTX™ [RTX xxxx Series] Twin Edge

Solo | SINGLE FAN

Solo ensures good performance with a compact size, utilizing a single fan design.

ZOTAC GAMING GEFORCE RTX™ [RTX xxxx Series] Solo

MINI (AIR) | SMALL AND STRONG

Small only in size, MINI (AIR) pushes big performance.

ZOTAC GAMING GEFORCE RTX™ [RTX xxxx Series] MINI

ZOTAC GAMING GEFORCE RTX™ [RTX xxxx Series] AIR

ArcticStorm | WATER COOLED

Full throttle performance combined with fearless liquid cooling.

ZOTAC GAMING GEFORCE RTX™ [RTX xxxx Series] ArcticStorm

AMP AMP AMP
EXTREME AIR O

TRINITY

TWIN EDGE

SOLO

ARCTICSTORM

WHITE
— EDITION —

BLACK
— EDITION —

OC
EDITION

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 marketing@zotac.com

