Graphic Standards Guide

ZILA, Inc.
About the Logo

The new logo developed for Zila, Inc. is meant to represent both the company itself and what the company does. Both the initial of the company as well as a visual of a pill have been infiltrated into the logo to achieve this message, and also to signify what Zila, Inc. is about: breakthrough medical technology. The logo “breaking through the box” reflects new medical technology and makes the company stand out from its competitors.
This logo consists of two elements: a graphic and a logo type of the name.

Logo Colors

Coated Stock PMS 222
Web R = 97, G = 0, B = 43
Typography

Logotype: Geometric 231 BT
Tagline: GillSans

Staging

Both elements must be kept together with the logo being on top and logo type underneath.

1. The logo must have a minimum of .25” space between it and any other element.
2. The logo must never appear on any dark colors.
3. The logo must never be reversed out of its primary form.
Acceptable Usage of Logo with the Tagline

Standard

Opening the Doors to New Medical Technology

Black and White Usage

Logo-100% Black
LogoType- 100% Black
Contact Information:

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