



# TRADEMARK AND IDENTITY GUIDELINES

Zhone’s identity, – including our logo, colors, typefaces, and packaging – is an important asset for the company, and must be protected. These rules set forth in this document must be adhered to in order to protect the integrity of Zhone’s presence in the marketplace. Follow these rules for both internal and external publications, in order to ensure consistency. If you have a question about the correct presentation of anything bearing the Zhone Technologies name, be sure to check with the marketing department.

Zhone Technologies uses a corporate logo as part of its identity. This logo is as follows – a stylized “z” enclosed in an oval, with the bug “ZHONE” in all caps below the graphic element.

When reproducing the Zhone logo use only a Zhone supplied digital file.

**1. Full Color Signature:**

Preferred Usage. Use this signature version wherever possible. Usage of the horizontal logo is only allowable in situations where the primary treatment will not work.

**2. Black & White Signature:**

Use this signature on Black & White pieces only. Usage of the horizontal logo is only allowable in situations where the primary treatment will not work.



The preferred usage is the full color signature (PMS 293c & Cool Gray 10c) when it comes to reproducing the signature for printing/screening purposes, this includes: anything printed on paper, packaging, signage (interior, exterior and tradeshows), forms, business papers, and logo merchandise. Use this whenever possible. The only exception to the rule is when offset printing, use PMS 293C on uncoated paper or PMS 294C on coated paper for the graphic element. The word “Zhone” prints PMS Cool Gray 10C regardless of paper type. No other color combinations are permitted for this part of the logo.

As noted above, the only alternatives includes a black and white signature for black and white pieces only.

PMS 293C (on uncoated paper stock)  
 C 100 / M 58 / Y 0 / K 0

PMS 294C (on coated paper stock)  
 C 100 / M 58 / Y 0 / K 21

PMS Cool Gray 10C  
 C 0 / M 0 / Y 0 / K 72

The preferred usage is the full color signature (PMS 293c & Cool Gray 10c) when it comes to reproducing the signature for software packages and web development.

PMS 293C (as RGB)  
 R 11 / G 68 / B 153

PMS 293C (as HTML)  
 0B 44 99

PMS Cool Gray 10C (as RGB)  
 R 71 / G 71 / B 71

PMS Cool Gray 10C (as HTML)  
 47 47 47



## MORE TRADEMARK AND IDENTITY GUIDELINES

Use the logo only as it is shown on page 1. The following are not permitted: distorting, disproportionate scaling, or rearrangement of the logo or its parts. Do not use either the graphic element or the bug alone. Do not reverse the logo out of a light background, or print it on a dark background that does not provide enough contrast to allow the logo elements to be clearly visible. Do not overprint elements of the logo.



Never use the Zhone bug on its own.



Never use the word "Zhone" on its own.



Never invert the signature colors of the Zhone logo.



Never reverse the Zhone logo out of a colored background.



Never change the Zhone logo to a single colored logo. It may be used as a black and white under special circumstances.



Never embellish the Zhone logo with drop shadows. It obscures the art.

Always keep a clear space around the Zhone logo. This area is to remain clear of any other design elements at all times in order to be easily read.

The minimum size for the Zhone logo is no smaller than 1/2". The maximum size for the Zhone logo is as large as necessary and it must be scaled proportionately.

The © should be removed when using the logo for building signage.

