

TARGET ZERO

The logo for Target Zero features the word "TARGET" in a bold, green, sans-serif font. Below it, the word "ZERO" is written in a bold, dark grey, sans-serif font. The letter "O" in "ZERO" is stylized as a circular target with a green center and a light blue outer ring. A black and white curved line, resembling a road or a track, curves around the right side of the "O".

Visual Identity Guideline

PREPARED BY CREATIVE MEDIA ALLIANCE

Primary Logo



Logo Overview

The Target Zero logo consists of a “Zero Road” symbol that sits within a “Target Zero” wordmark. These elements have been carefully designed to work together as a whole. Do not redraw the symbol, typeset a new wordmark, or alter the logo in any way except to scale it proportionally.

We have developed a library of logo artwork to account for various types of media and color spaces.

The symbol may be used without the wordmark for large scale communications like signage or for small-scale communications like favicons. However, do not use the wordmark alone; it must always be viewed in a lock-up with the symbol.



Secondary Color Logo



Grayscale Logo



Black & White Logo

Brand Color Palette

Primary Logo Color Palette



The Target Zero logo is built from a palette of related colors. The blending of these colors into gradients that fill the shapes of the symbol amplifies the strength, unity and continuity of the brand.



CMYK
60/51/51/20
RGB
102/103/102
HEX
666666



CMYK
85/13/100/2
RGB
4/153/72
HEX
049948



CMYK
40/5/20/0
RGB
153/204/204
HEX
98cbcb



CMYK
0/92/83/0
RGB
239/59/57
HEX
ee3b38



CMYK
0/47/100/0
RGB
248/153/29
HEX
f8981c

Horizontal Logo Orientation

clear space



clear space

Logo Usage

To ensure that the Target Zero logo is clearly visible in all communications, surround it with sufficient clear space—an area free of type, graphics and other elements that might cause visual clutter.

The clear space proportions displayed here represent the minimum clear space area around the logo. More space is recommended to underscore its prominent position within the visual identity hierarchy, especially its role as the anchor of a layout. Only use the minimum clear space dimensions when a piece of communication has severely limited space.

Minimum sizes for Horizontal Logo

Do not scale the regular logo smaller than 0.75" high in print or 60px high for screen communications.



Minimum sizes for Vertical Logo

Do not scale the regular logo smaller than 1" high in print or 80px high for screen communications.



Motor Oil



Motor Oil



Typography

Motor Oil is the principal typeface family used in the Target Zero wordmark. The typeface must only be used within the wordmark and not to be used in word processing or web usage.

Primary Font Family

Motor Oil

AaBbCc
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNQRSTU
VWXYZ 1234567890

Logo Family

We have developed a library of logo artwork to account for various types of media and color spaces. The logo library consists of the primary green, grayscale, black and white, as well as a secondary orange logo. Each has an option of a primary, horizontal, vertical, or block logo.



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