Zanteris

Brand Guidelines

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ABOUT

Zanteris

Clinical Operations and Clinical Project Management Expertise

Providing Clinical Operations, project management resourcing, and consulting services within the Pharmaceutical industry, we use our deep expertise to identify quality solutions that help you execute your clinical study on time. With a willingness to help sponsors and CROs accelerate the delivery of innovative treatments to patients, our model is comprised of the most successful management techniques. Utilizing our experience of managing clinical trials across a range of medical conditions, we apply our focus towards providing a tailored customer experience backed by strong data. Dedicated to optimized studies and risk management, our goal is to support your race in drug development.

MASTER LOGO
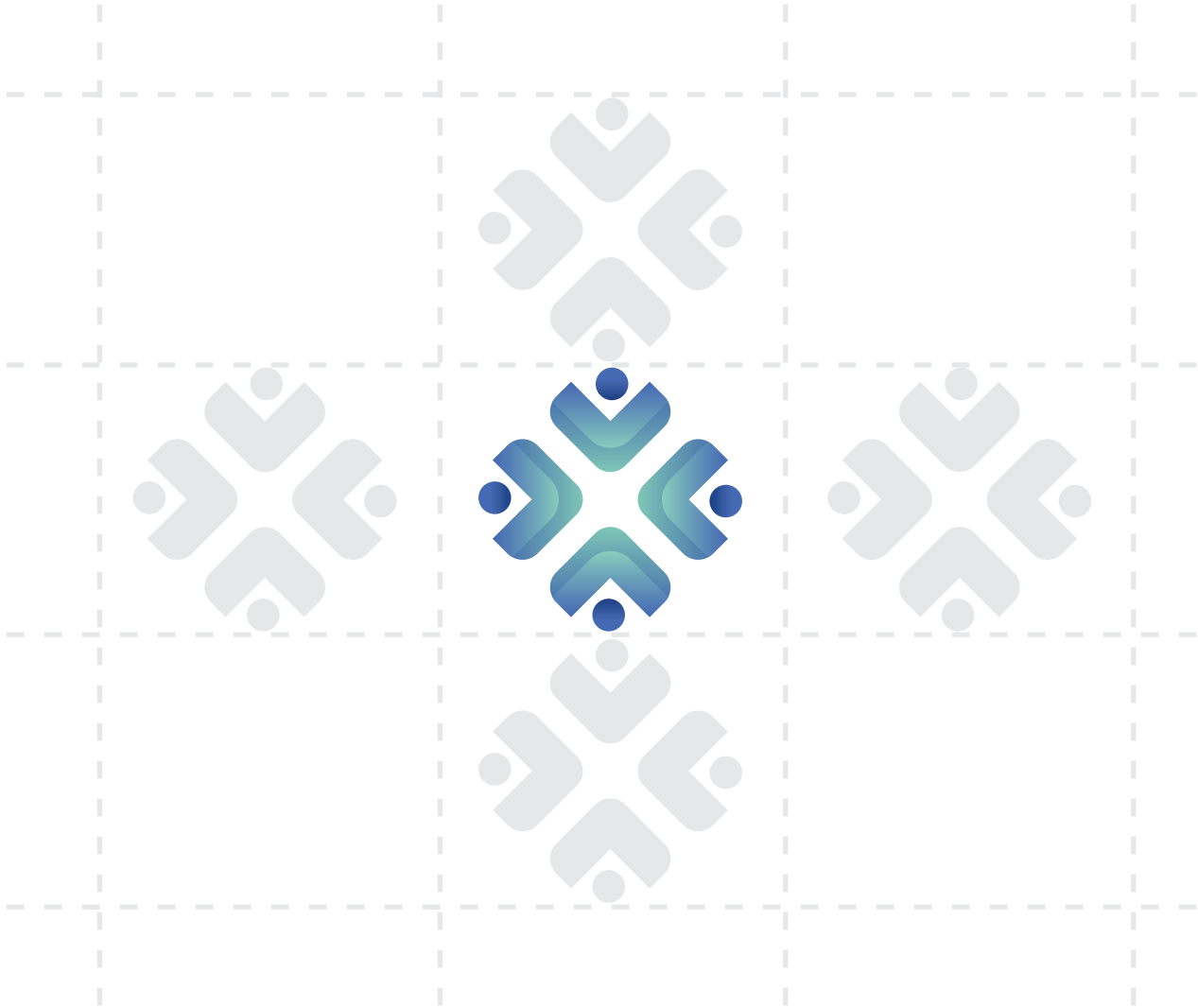
LOGO VARIATIONS

Black Logo

On Dark Background

White Logo

On Light Background

LOGO USAGE AND VARIANTS

Horizontal Variant

Vertical Variant

Exclusion zones

Always allow a minimum space around the logo.

VISUAL LANGUAGE

PREFERRED **SOLUTION**

PRIMARY FONT

Raleway Black

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+=":?><

PRIMARY PARAGRAPH FONT

Roboto Regular

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+=":?><

TYPE **HIERARCHY**

A clear and no-nonsense heading

Raleway Black

is used as alternate for bold, scannable headings. Headings are best in all caps and lowercase.

Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Maecenas sed diam eget risus varius blandit sit amet non magna. Nullam quis risus eget urna mollis ornare vel eu leo. Donec id elit non mi porta gravida at eget metus. Sed posuere consectetur est at lobortis. Cras mattis consectet.

Roboto Regular is used to create legible body texts.

*** May use any font style within the font typeface family.
A bold style for scannable heading and a regular ones for the body text.
Both font typefaces can be use for print and web.

VISUAL LANGUAGE

ALTERNATE **SOLUTION**

SECONDARY FONT

Arial

Aa **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+=":?><

SECONDARY PARAGRAPH FONT

Helvetica

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+=":?><

TYPE **HIERARCHY**

A clear and no-nonsense heading

Arial is used as alternate for bold, scannable headings. Headings are best in all caps and lowercase.

Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Maecenas sed diam eget risus varius blandit sit amet non magna. Nullam quis risus eget urna mollis ornare vel eu leo. Donec id elit non mi porta gravida at eget metus. Sed posuere consectetur est at lobortis. Cras mattis consectet.

Helvetica is used to create legible body texts.

*** May use any font style within the font typeface family.
A bold style for scannable heading and a regular ones for the body text.
Both font typefaces can be use for print and web.

TYPOGRAPHY USED IN LOGO

Zanteris

Raleway Black

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+="":?><

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor.

COLOR PALETTE

Primary Colors

Zanteris Dark Blue

Hex #233E84

R35 G62 B132

C100 M89 Y16 K4

Zanteris Turquoise

Hex #98CBCC

R152 G203 B204

C40 M5 Y20 K0

Secondary Colors

**Zanteris
Royal Blue**

Hex #4769B2

R71 G105 B178

C79 M61 Y0 K0

**Zanteris
Light Turquoise**

Hex #C8E7E0

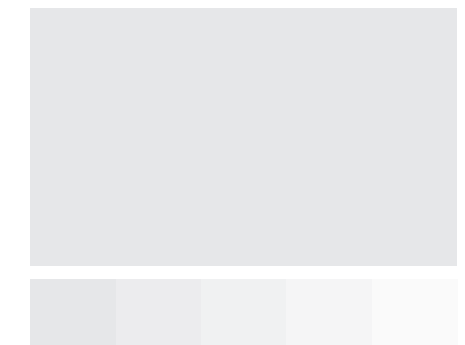R200 G231 B224

C21 M0 Y13 K0

Dark Gray

Hex #58595B

R88 G89 B91

C0 M0 Y0 K80

Medium Gray

Hex #939598

R147 G149 B152

C0 M0 Y0 K50

Light Gray

Hex #D1D3D4

R209 G211 B212

C0 M0 Y0 K10

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BRAND APPLICATION

Business Card

BRAND APPLICATION

Facebook Cover

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GLOSSARY

RGB

RGB (red, green, and blue) refers to a system for representing the colors used on a computer display. It is also a color mode is for anything that is computer-based design that includes websites, apps, banner ad and any other design created for electronic use.

CMYK

CMYK stands for Cyan, Magenta, Yellow, and Key: those are the colours used in the design and printing process that includes logos, business cards, stationary, illustration, packaging and any other print collaterals. A printing press uses dots of ink to make up the image from these four colours.

'Key' actually means black. It's called Key because it's the main colour used to determine the image outcome. Black ink provides depth and shading, whereas the other colours create different colours on the spectrum depending on how they are mixed.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Raster

Raster images are made up of a set grid of tiny dots called pixels, containing unique color and tonal information that come together to create the image. Unlike a vector image, raster images are pixel based, they are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

Lossless

Lossless compression means that you reduce the size of an image without any quality loss. Usually, this is achieved by removing unnecessary metadata from JPEG and PNG files. We say "usually" because, with some other compression algorithms, like Imagify's, other compression opportunities are leveraged without sacrificing the image's quality.

Lossy

Lossy compression means that the image size is reduced while some data from the original image file is eliminated. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data.

These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

GLOSSARY

JPEG/JPG

The term "JPEG" is an acronym for Joint Photographic Experts Group. It is a lossy raster format that has been the most widely used format, typically for digital images, photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

EPS

EPS is an image format that stands for Encapsulated PostScript. It is a vector file format often required for professional and high-quality image printing. Typically, postcript printers and image setters uses EPS to produce vast and detailed images. These includes large posters, billboards and other marketing collaterals.

PNG

PNG stands for "Portable Graphics Format". This lossless data compression format was created to replace the Graphics Interchange Format (GIF) , has the ability to display transparent backgrounds and can display higher color depths, which translates into millions of colors. It is the most frequently used uncompressed raster image format on the internet.

AI

AI is a graphics proprietary vector image file format created by Adobe systems that stands for Adobe Illustrator Artwork file. Primarily, AI files are vector-based graphics format contained in a single page. It can be used widely because the graphics retains their details at maximum zoom level. It can also be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

PDF

PDF (Portable Document Format) is a file format that has captured all the elements of a printed document as an electronic image that you can view, navigate, or print.

It is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

TIFF

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily often used for desktop publishing, graphic design and photography. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "CONTAINER" format for storing all kinds of images. These files will be much smaller than traditional TIFF files, which are typically very large.