

THE FOLLOWING GUIDELINES PROVIDE AN OVERVIEW for consistent usage of the Zilo Logo for advertising or marketing applications. In order for us to achieve the maximum value from our Identity, it must be used properly and consistently. Permission to use this Logo for purposes other than advertising or marketing must be obtained from Zilo Networks.

Elements and Forms:

The Zilo Logo is comprised of two unique elements: The Zilo Logotype (a) and the Zilo “Z” (b).

The Zilo Logotype is proprietary and contains the letters that comprise the Zilo name. The Zilo “Z” and Zilo Logotype should always appear together.

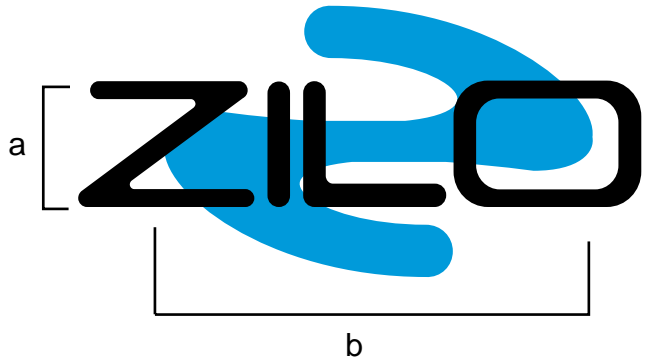
The Zilo Logo may only be used in one of the following four forms:

- Black & white
- 2-color “Black & Blue”
- 2-color “Red & Pink”
- 2-color “Gray & Green Stripe”

White Space:

To ensure readability, the Logo should always appear on a white or light-colored background.

The example below shows the minimum “White Space” which must exist between the Zilo Logo and any other element, including the edge of the page or surface upon which it is displayed. The “White Space” is defined in units equivalent to the X-height of the Zilo Logotype (from the baseline to the top of each letter).

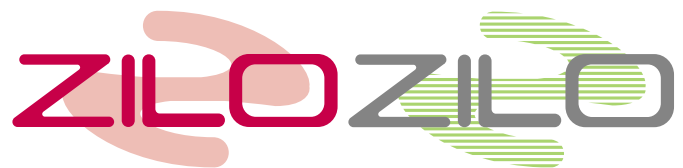


The Complete Zilo Logo comprised of two elements: The Zilo Logotype (a) and the Zilo “Z” (b).



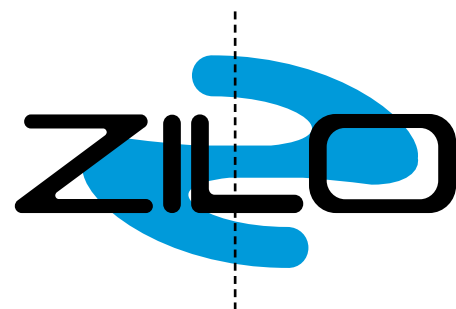
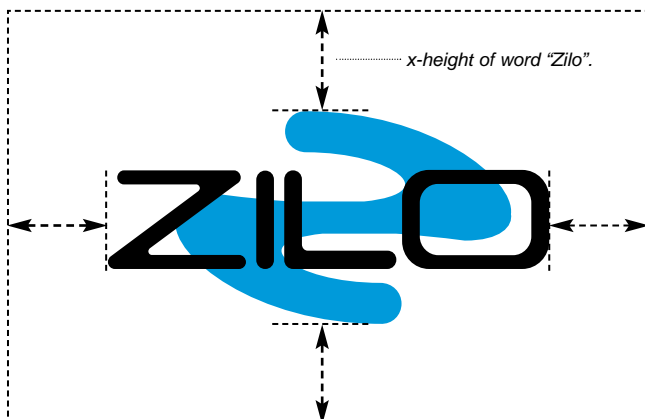
Black & white

2-color “Black & Blue”



2-color “Red & Pink”

2-color “Gray & Green Stripe”



Alignment for visual center is indicated by the dotted line.

Size and Proportion:

The Zilo Logo must be treated as a complete element and resized proportionally. The Logo should not be stretched or manipulated in any way other than proportionally.

The Logo may be shown no smaller than 4 picas, 6 points (54 points) or 3/4 inch in width.

Colors:

Use the 2-color "Black & Blue" or the 2-color "Gray & Green Stripe" Logos whenever possible. When color reproduction is not possible, please use the "Black and White" Logo. This Logo may be used as "K/O White" against a solid, dark background.

The color swatches for the three 2-color Logo variants are provided as PMS, RGB and CMYK formulas.

Unacceptable Use:

Do not use the Zilo Logo, symbol or logotype as part of a sentence or word phrase, or associate it with a nonrelated symbol or graphic element. Do not add words or visual elements to the Logo. The Logo must not animate, morph, or otherwise distort its perspective or appearance.

The examples provided illustrate mistakes that might be made in the reproduction of our Logo. Please take every effort to carefully avoid these mistakes.

The Zilo Logo must always:

- Appear in isolation, uncluttered by competing images.
- Appear horizontally.
- Be generated from high quality artwork*.
- Be freestanding on the background and never "framed" in a box.

* When reproducing the Zilo Logo, please use the authorized artwork provided or go to <http://www.zilo.com/affiliate>

If you have any questions, please contact **Mary Corigliano** at Zilo Networks: (212) 997-0505 ext 207.








Print: 3/4" Minimum width for B&W reproduction @ 85 Line Screen

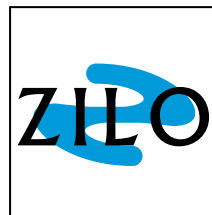


Online: 54 pixels Minimum width for color reproduction @ 72 DPI.

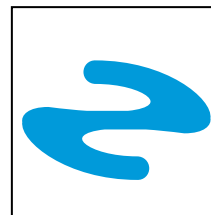


K/O White Logo on a dark background.

COLORS	PMS	RGB	CMYK
	Process Blue C	G 139 B 179	C 100 M 9 Y 0 K 6
	1954 C	R 233 B 44	C 0 M 100 Y 56 K 18
	699 C	R 255 G 196 B 205	C 0 M 23 Y 9 K 0
	Cool Gray 9 C	R 89 G 89 B 89	C 0 M 0 Y 0 K 65
	375 C	R 145 G 205 B 77	C 43 M 0 Y 79 K 0



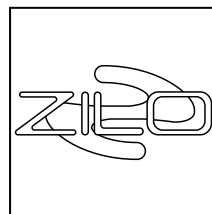
Do not: Use another typeface for the Zilo Logomark.



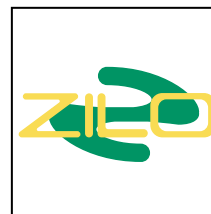
Do not: Use the Zilo "Z" alone.



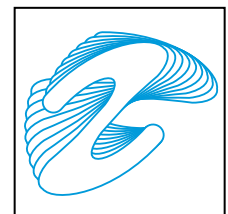
Do not: Re-compose or re-arrange Logo elements.



Do not: Reproduce the Logo as an outline.



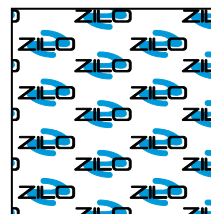
Do not: Use non-approved colors.



Do not: Use the Zilo "Z" as an art element.



Do not: Distort or optically alter the Logo.



Do not: Use the Logo in a pattern.



Do not: Use the Logo over a complex background.