





ZOOLAB



Hi, we're ZooLab



ZOOLAB

The UK's #1 for
ethical hands-on
animal encounters



ZOOLAB

We amaze, educate and inspire
through our ethical and engaging
hands-on animal encounters.



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We have a national network of ZooLab Rangers, each with their own 'animal team' who work closely with schools, businesses and in the care sector.



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We have a national network of ZooLab Rangers, each with their own 'animal team' who work closely with schools, businesses and in the care sector.

Our curriculum based workshops are designed to to achieve learning outcomes, engage people in an informative way and to entertain through our unique animal handling workshops.



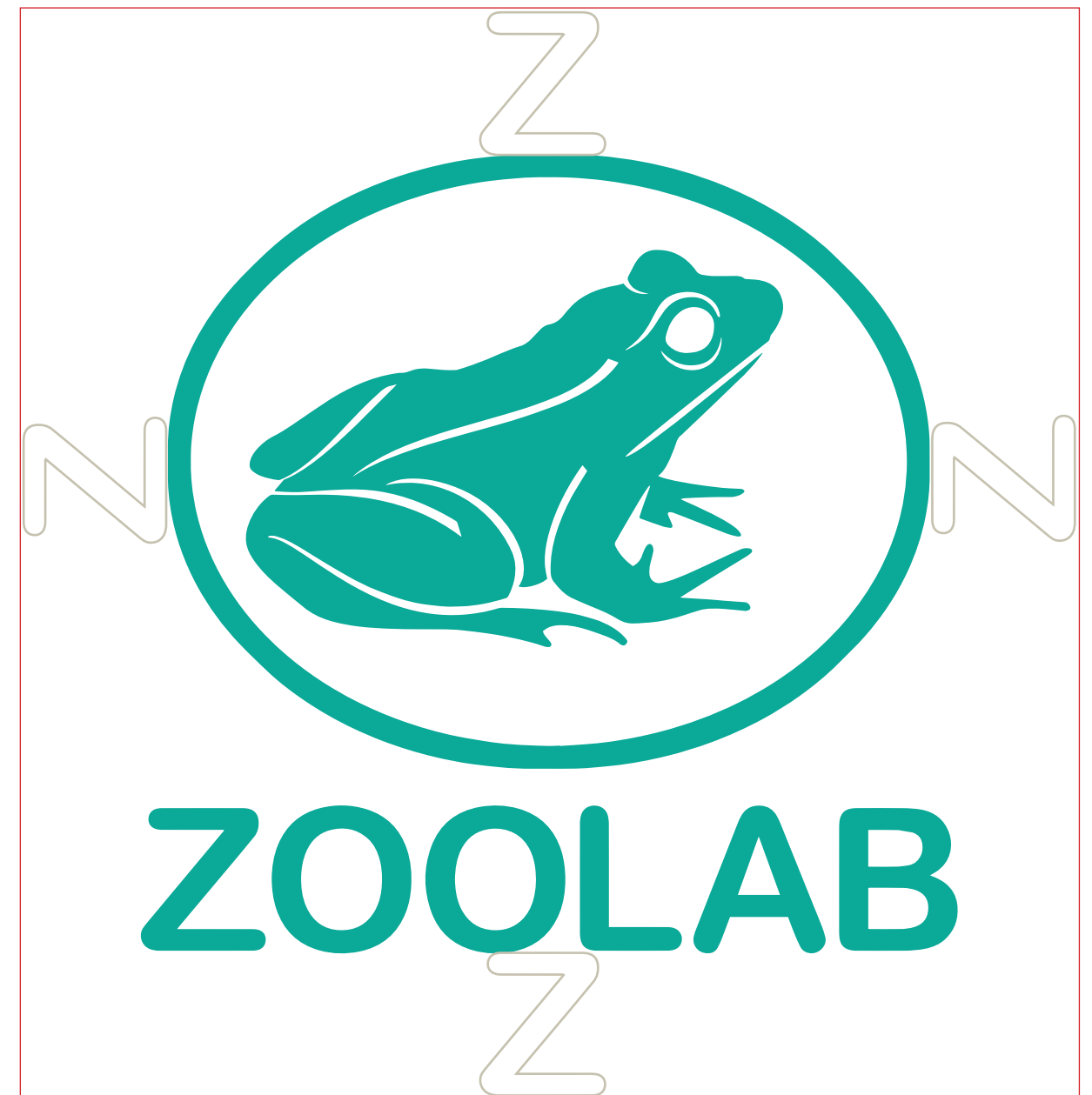
ZOOLAB

This is our logo.



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Our logo requires space around it to maximise its visual presence. We can define this space by using the 'Z' from the ZooLab logotype.



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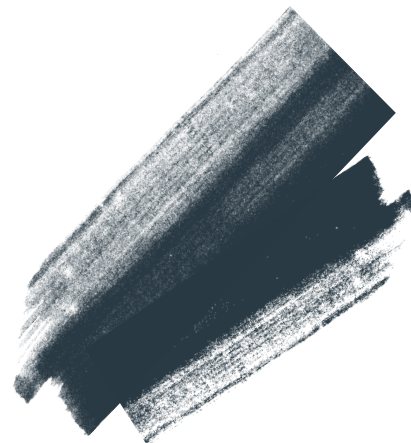
Leave at least this area clear around the brand mark, preventing any other graphic elements such as logos or type interfering.



Logo variations



ZooLab Aqua
C0 M63 Y91 K0
R244 G125 B48
#f47d30



ZooLab Cobalt
C79 M62 Y49 K52
R41 G57 B67
#293943



ZooLab White
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

Logo variations



ZOOLAB
Early Years



ZOOLAB
Primary



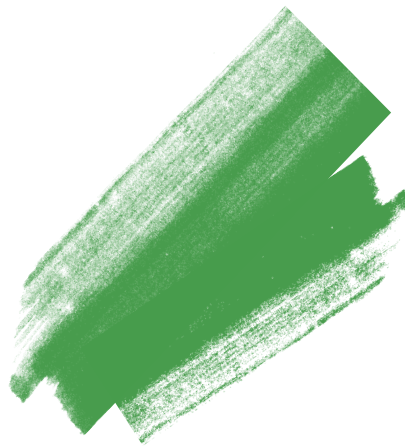
ZOOLAB
Secondary



ZooLab Orange
C0 M63 Y91 K0
R244 G125 B48
#f47d30



ZooLab Gold
C0 M26 Y100 K0
R254 G192 B15
#fec00f



ZooLab Dark Green
C67 M0 Y87 K20
R71 G156 B76
#479c4c

Logo variations



ZOOLAB
Animal Therapy



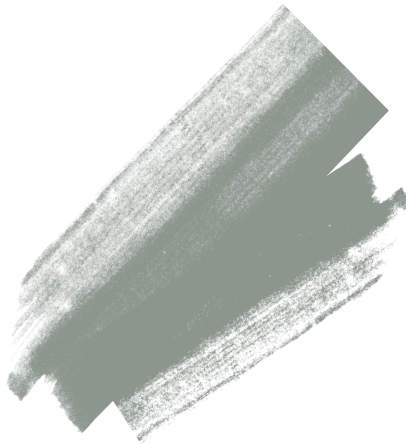
ZOOLAB
Events



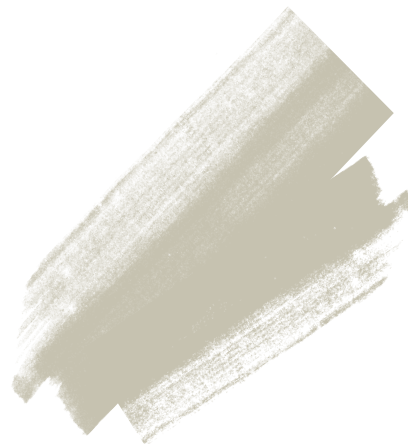
ZOOLAB
SEN



ZooLab Light Green
C40 M0 Y80 K0
R163 G207 B98
#a3cf62



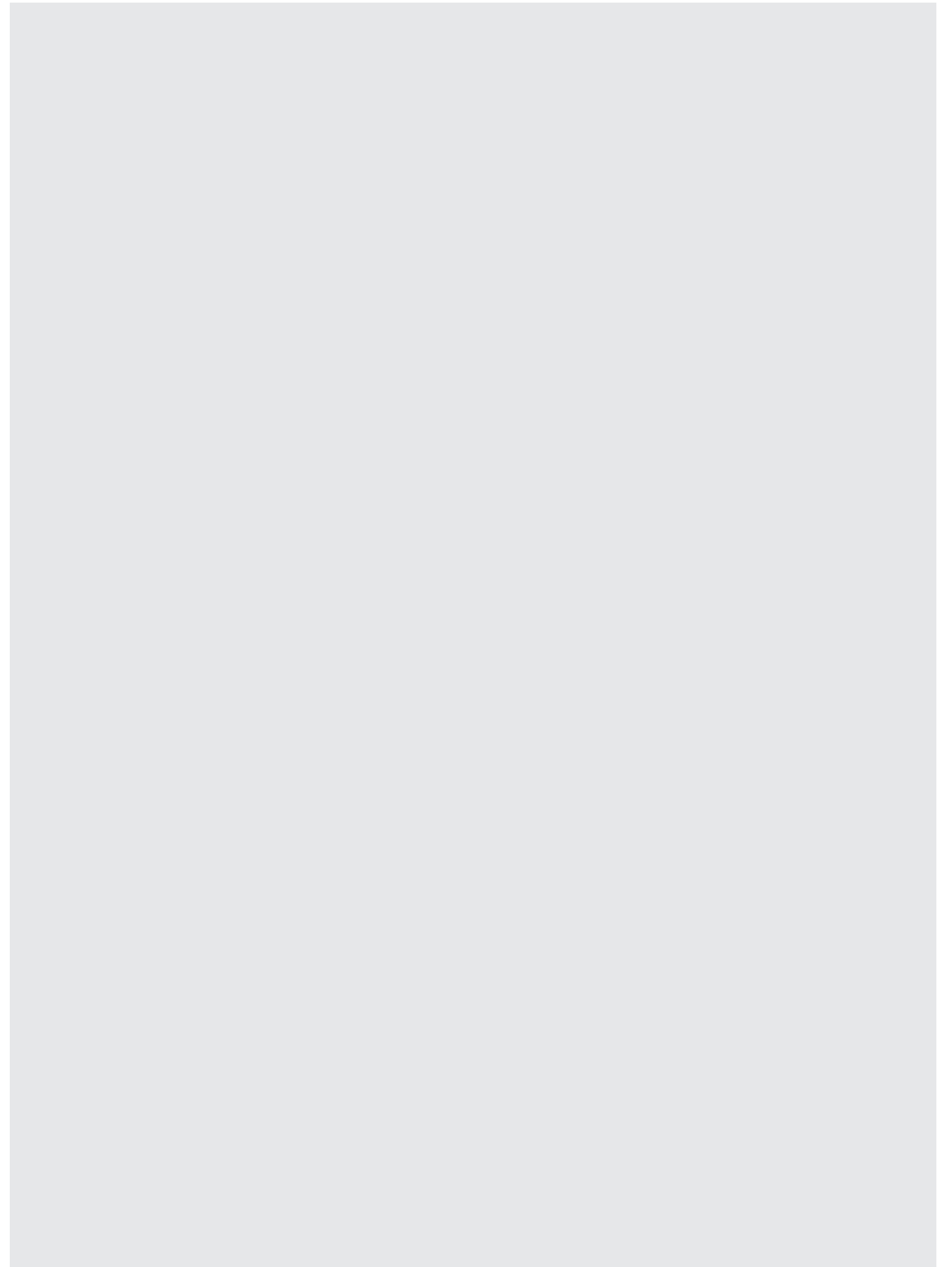
ZooLab Gray
C14 M4 Y419 K41
R141 G150 B140
#8d968c



ZooLab Khaki
C11 M9 Y22 K14
R198 G194 B176
#c6c2b0

Positioning the logo.

The brand mark works best in one of two positions. These are, in order of preference:



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1. Bottom right hand corner



Positioning the logo.

The brand mark works best in one of two positions. These are, in order of preference:

1. Bottom right hand corner
2. Top centre



Logo size.

The logo should never be reproduced any smaller than 26mm squared.

There is no maximum size defined.



How not to use the logo.

The ZooLab logo should always be used as supplied, in the correct colours and should never be recreated or altered.



Do Not.

Alter the arrangment



Do Not.

Alter the arrangement

Use the logo on an angle



Do Not.

Alter the arrangement

Use the logo on an angle

Use the logo in different colours



Do Not.

Alter the arrangement

Use the logo on an angle

Use the logo in different colours

Distort the logo



Do Not.

Alter the arrangement

Use the logo on an angle

Use the logo in different colours

Distort the logo

Use effects on the logo



Do Not.

Alter the arrangement

Use the logo on an angle

Use the logo in different colours

Distort the logo

Use effects on the logo

Try to recreate logo



Do Not.

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Use the logo on an angle

Use the logo in different colours

Distort the logo

Use effects on the logo

Try to recreate logo

Use the logotype on it's own

ZOOLAB

Colours.

A range of colours have been selected for use across communication materials.

The range allows for different tonal emphasis.

Colours.

Our core colours are:

Colours.

Our core colours are:

- ZooLab Aqua



ZooLab Aqua

C0 M63 Y91 K0

R244 G125 B48

#f47d30

Colours.

Our core colours are:

- ZooLab Aqua
- ZooLab Gold



ZooLab Aqua
C0 M63 Y91 K0
R244 G125 B48
#f47d30



ZooLab Gold
C0 M26 Y100 K0
R254 G192 B15
#fec00f

Colours.

Our core colours are:

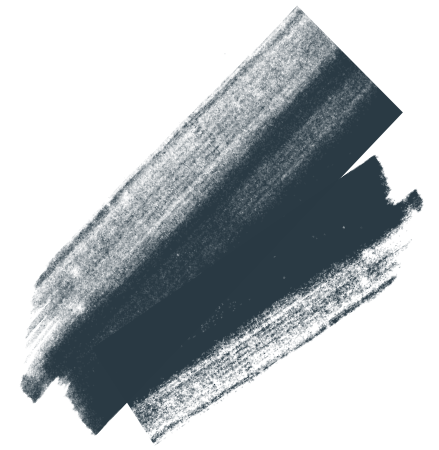
- ZooLab Aqua
- ZooLab Gold
- ZooLab Cobalt



ZooLab Aqua
C0 M63 Y91 K0
R244 G125 B48
#f47d30



ZooLab Gold
C0 M26 Y100 K0
R254 G192 B15
#fec00f



ZooLab Cobalt
C79 M62 Y49 K52
R41 G57 B67
#293943

Colours.

Our core colours are:

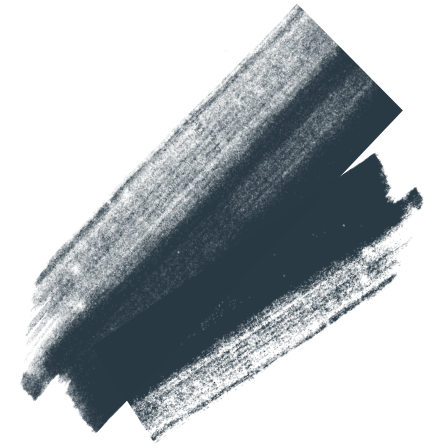
- ZooLab Aqua
- ZooLab Gold
- ZooLab Cobalt
- ZooLab Gray



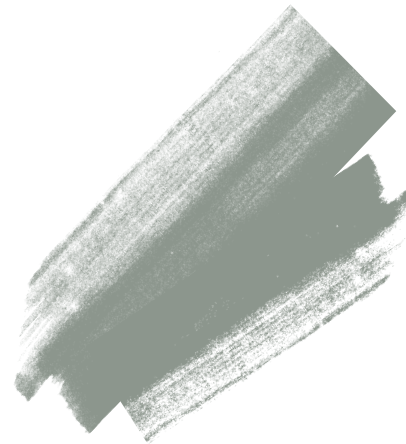
ZooLab Aqua
C0 M63 Y91 K0
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#f47d30



ZooLab Gold
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R41 G57 B67
#293943



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R141 G150 B140
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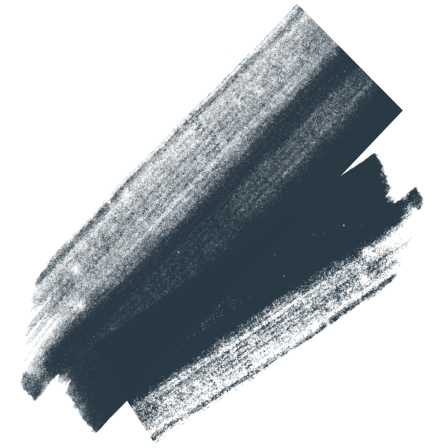
- ZooLab Aqua
- ZooLab Gold
- ZooLab Cobalt
- ZooLab Gray
- ZooLab Khaki



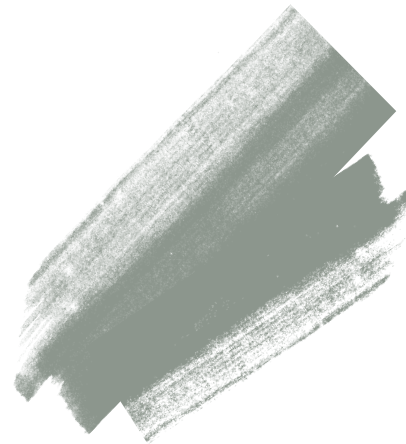
ZooLab Aqua
C0 M63 Y91 K0
R244 G125 B48
#f47d30



ZooLab Gold
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R254 G192 B15
#fec00f



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#293943



ZooLab Gray
C14 M4 Y419 K41
R141 G150 B140
#8d968c



ZooLab Khaki
C11 M9 Y22 K14
R198 G194 B176
#c6c2b0

Colours.

Our core colours are:

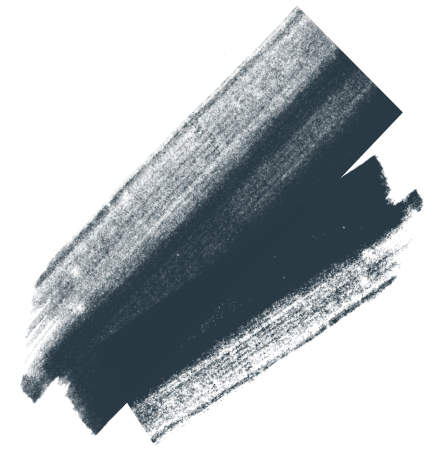
- ZooLab Aqua
- ZooLab Gold
- ZooLab Cobalt
- ZooLab Gray
- ZooLab Khaki
- ZooLab White



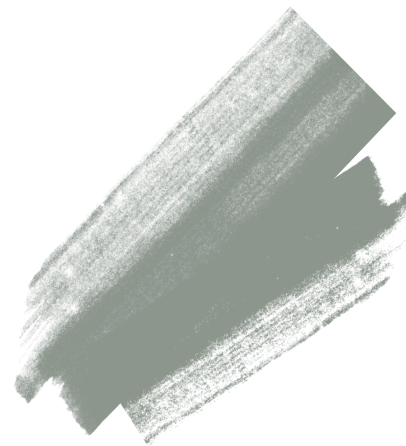
ZooLab Aqua
C0 M63 Y91 K0
R244 G125 B48
#f47d30



ZooLab Gold
C0 M26 Y100 K0
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ZooLab Khaki
C11 M9 Y22 K14
R198 G194 B176
#c6c2b0



ZooLab White
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

Colours.

Our secondary colours are:

Colours.

Our secondary colours are:

- ZooLab Orange



ZooLab Orange

C0 M63 Y91 K0

R244 G125 B48

#f47d30

Colours.

Our secondary colours are:

- ZooLab Orange
- ZooLab Yellow



ZooLab Orange
C0 M63 Y91 K0
R244 G125 B48
#f47d30



ZooLab Yellow
C0 M0 Y100 K0
R255 G242 B0
#fff200

Colours.

Our secondary colours are:

- ZooLab Orange
- ZooLab Yellow
- ZooLab Light Green



ZooLab Orange
C0 M63 Y91 K0
R244 G125 B48
#f47d30



ZooLab Yellow
C0 M0 Y100 K0
R255 G242 B0
#fff200



ZooLab Light Green
C40 M0 Y80 K0
R163 G207 B98
#a3cf62

Colours.

Our secondary colours are:

- ZooLab Orange
- ZooLab Yellow
- ZooLab Light Green
- ZooLab Dark Green



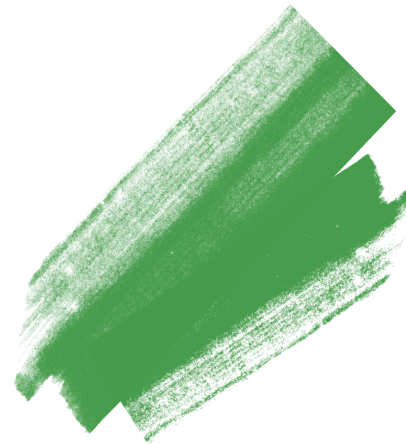
ZooLab Orange
C0 M63 Y91 K0
R244 G125 B48
#f47d30



ZooLab Yellow
C0 M0 Y100 K0
R255 G242 B0
#fff200



ZooLab Light Green
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R163 G207 B98
#a3cf62



ZooLab Dark Green
C67 M0 Y87 K20
R71 G156 B76
#479c4c

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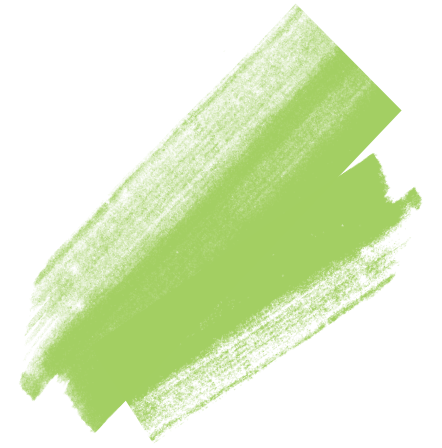
- ZooLab Orange
- ZooLab Yellow
- ZooLab Light Green
- ZooLab Dark Green
- ZooLab Black



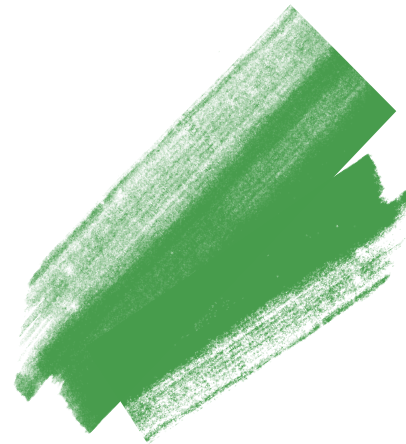
ZooLab Orange
C0 M63 Y91 K0
R244 G125 B48
#f47d30



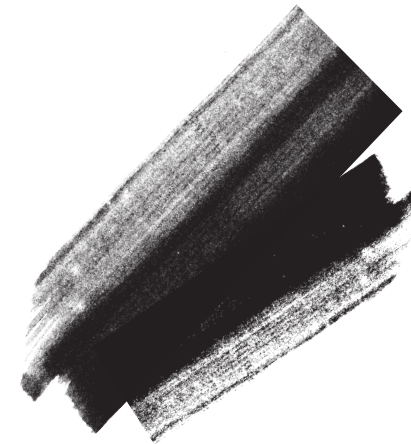
ZooLab Yellow
C0 M0 Y100 K0
R255 G242 B0
#fff200



ZooLab Light Green
C40 M0 Y80 K0
R163 G207 B98
#a3cf62



ZooLab Dark Green
C67 M0 Y87 K20
R71 G156 B76
#479c4c



ZooLab Black
C0 M0 Y0 K100
R35 G31 B32
#231f20

Typeface.

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Our corporate typefaces have been chosen for their legibility, flexibility and modernity.

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Information text should be simple and clear, using as few weights and sizes as possible.

**Headings are written in
DIN Extra Bold**

**This font comes in six different weights,
each with an italic:**

Extra Light

Light

Regular

Demi

Bold

Extra Bold

**Headings are written in
DIN Extra Bold**

**This font comes in six different weights,
each with an italic:**

Extra Light
Light
Regular
Demi
Bold
Extra Bold

Body copy is written in
Avenir Medium.

This font comes in six different weights,
each with an italic:

Extra Light
Book
Roman
Medium
Heavy
Black

Imagery.

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Getting photography right is one of the most important parts of our communications, and one of the hardest.

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This has been seperated into three seperate groups:

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- Theme Imagery

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- Cut Out Imagery

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- Theme Imagery
- Cut Out Imagery
- Repotage

Theme Imagery.



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This should be bright,
bold and dynamic.



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Photo-montage lets us play with perspective and depth whilst using our hero colours help champion the ZooLab brand.



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Photo-montage lets us play with perspective and depth whilst using our hero colours help champion the ZooLab brand.



Cut Out Imagery.



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This should be clean,
simple and stylistic.



Cut Out Imagery.

This should be clean,
simple and stylistic.

The cut-outs appear
with shadow against
a white background
featuring illustrated
'rain forest' leaves.



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Repotage Imagery.

These images should be natural, interactive and represent the joy and wonder of a ZooLab visit.



Brand Application.



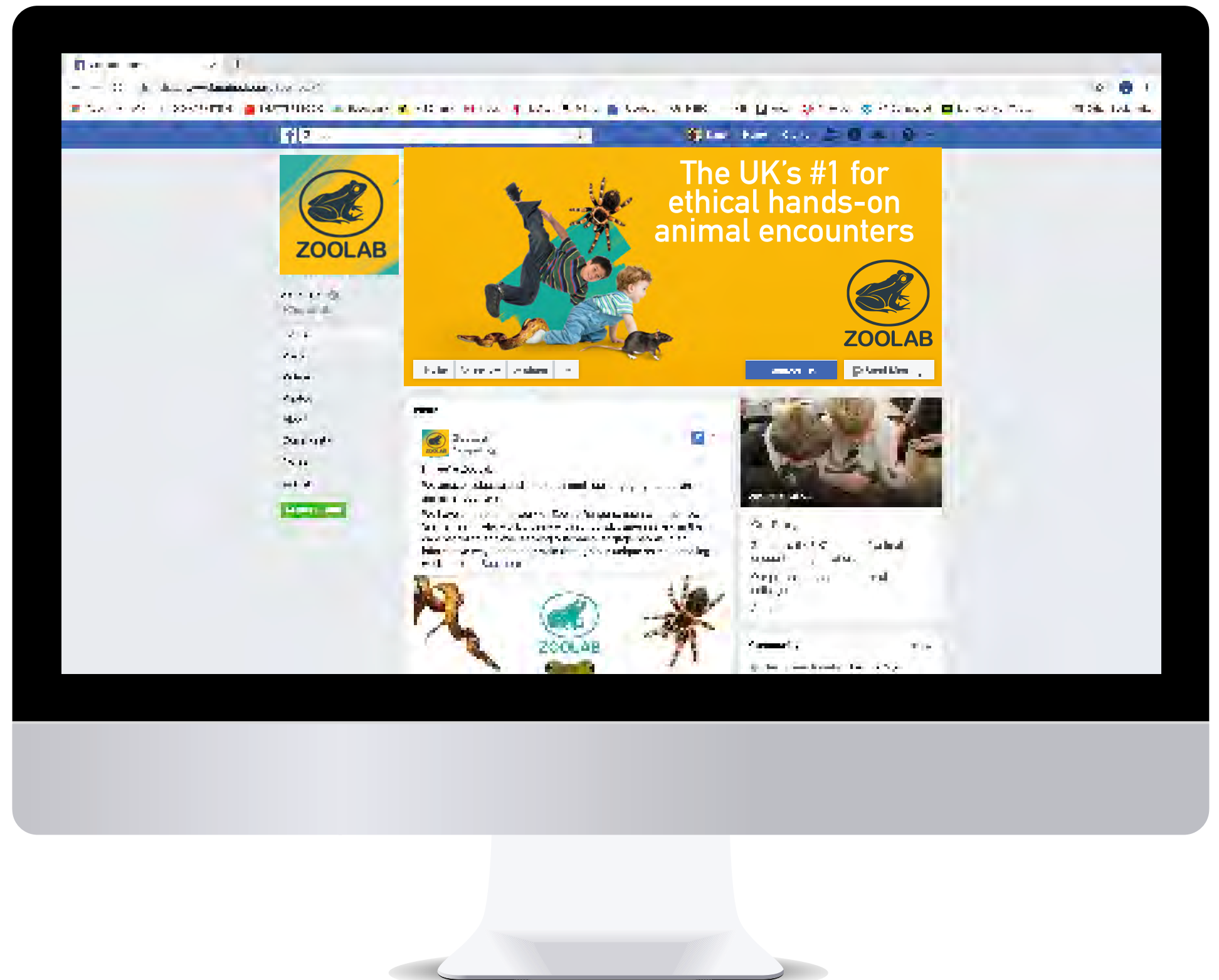
Brand Application.



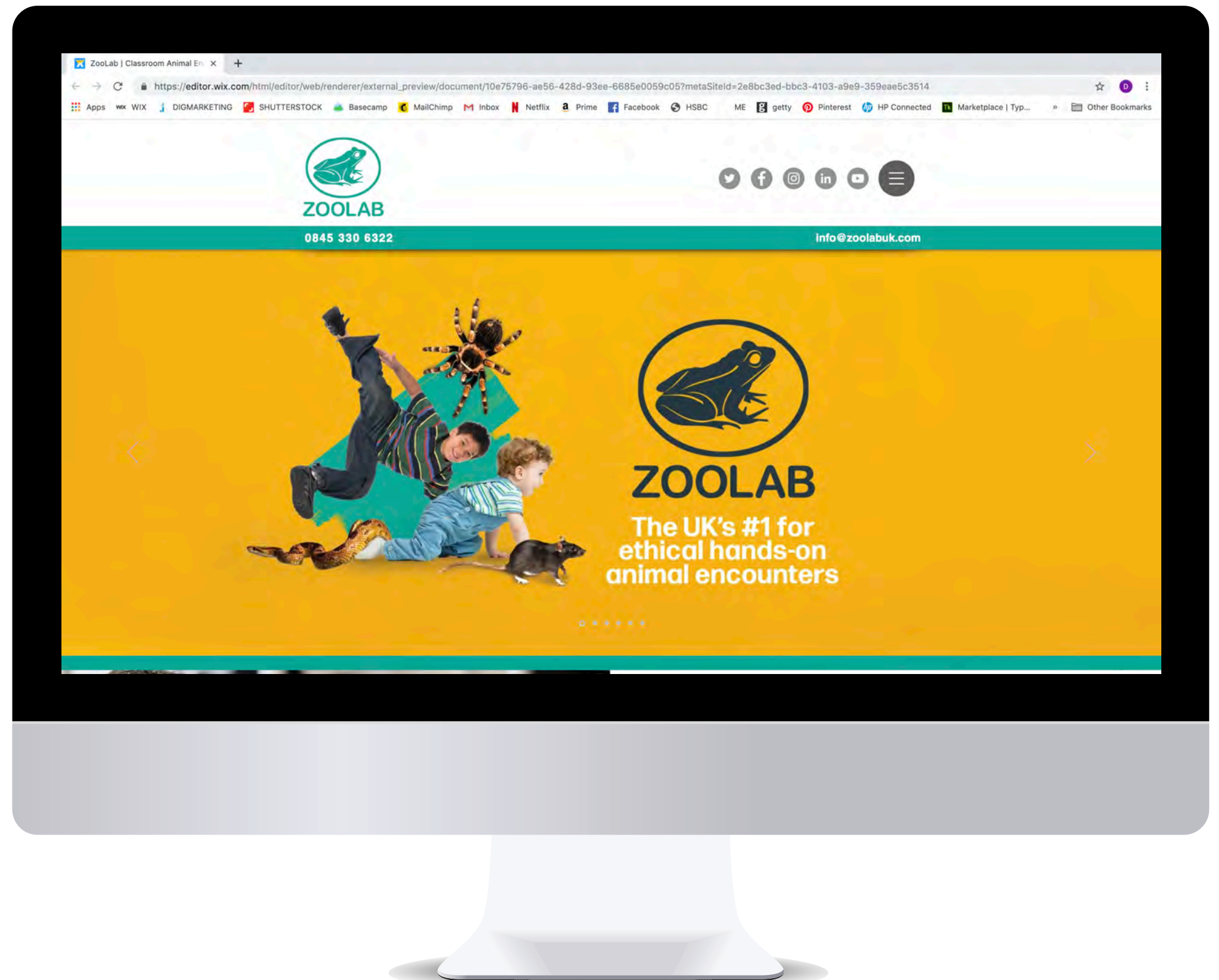
Brand Application.

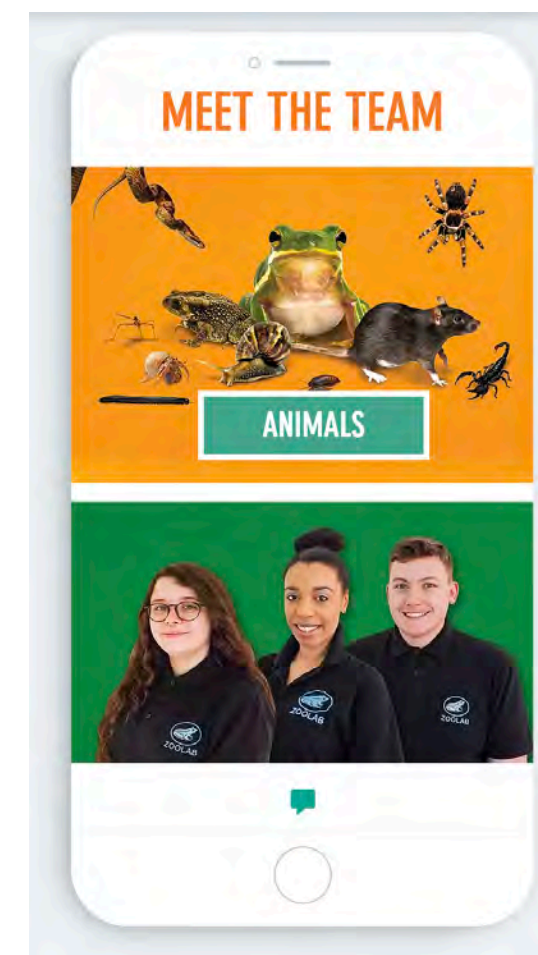
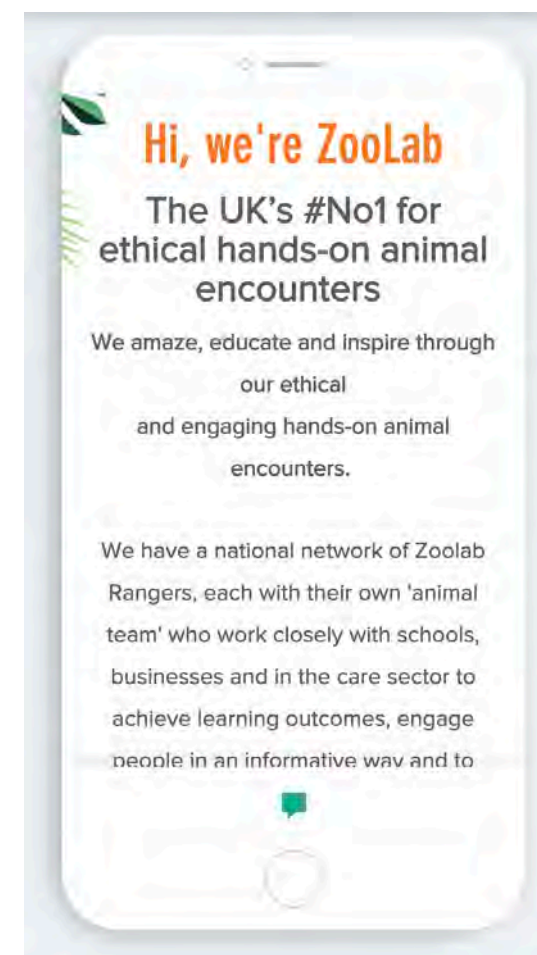
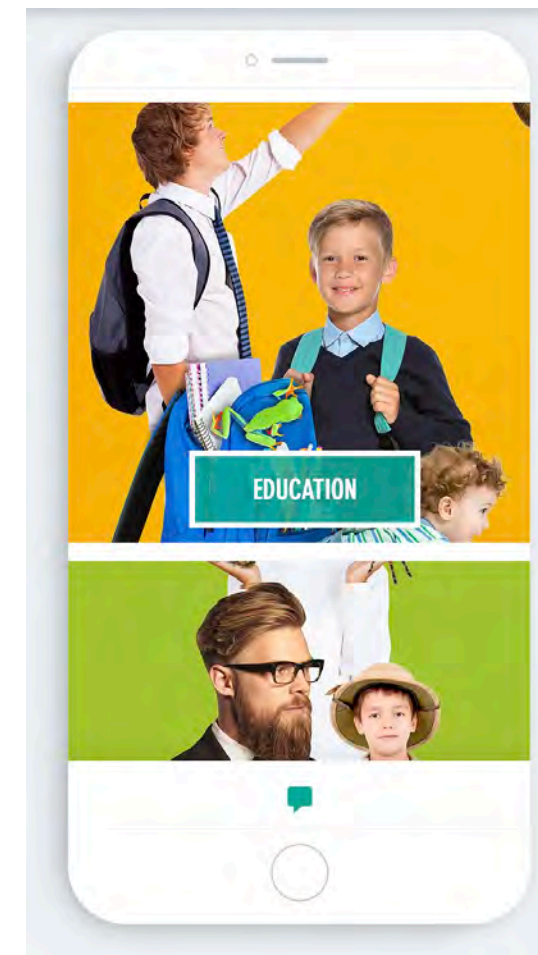
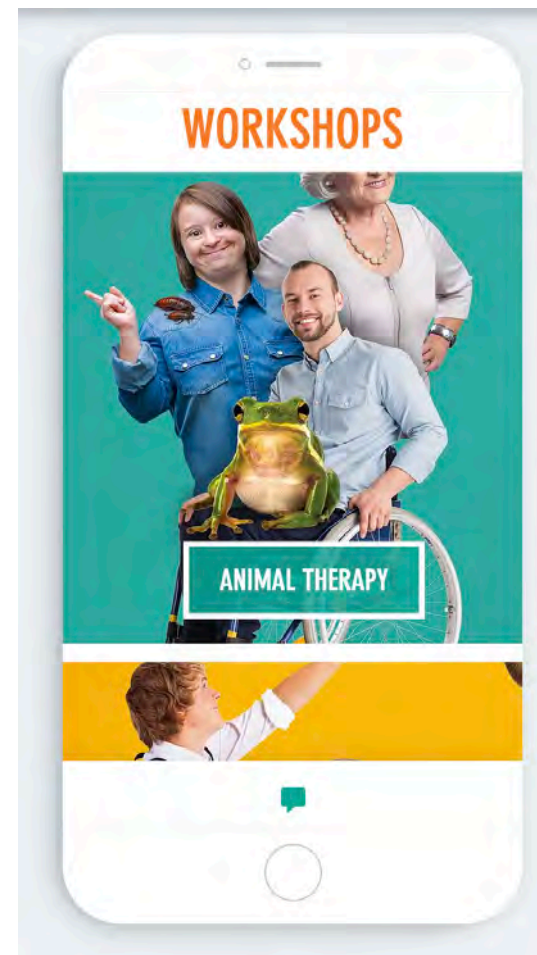


Brand Application.



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