ZTE

ZTE Visual Identity Guidelines
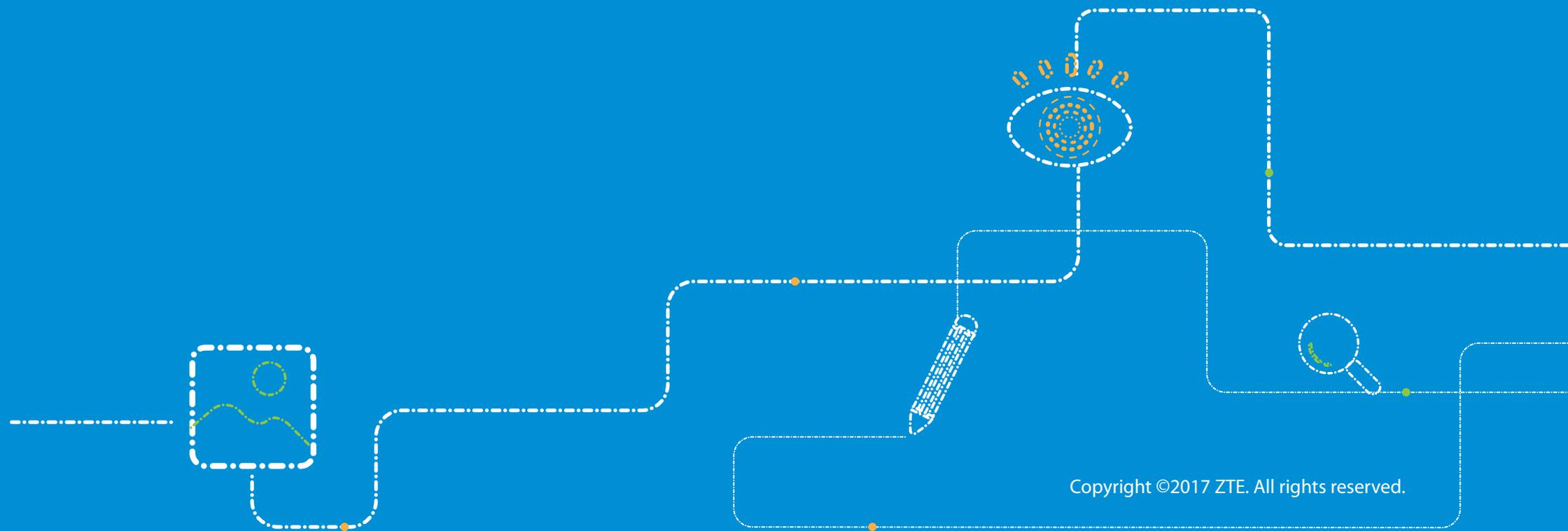
Brand Personality

What we bring to the World

Unlocking possibilities with the power of information

Committed

Imaginative

Efficient

Broad-minded

OurPersonality

Committed: accurately choosing our course,being persistent and loyal to our dreams,
and always keeping faith in what we do.
Imaginative:have powerful creativity, unique ideas, strong personality and boundless vitality.
Efficient: proficient in combining ideas with action and quickly bringing them to fruition.
Broad-minded: empathetic, willing to listen, open-minded and cooperative cross-industry collaboration.

ZTE

In the IOE (Internet of Everything) era, the world is changing very quickly. The number of netizens is increasing at a high rate of speed during the past ten years. At a time like this, ZTE has to not only change to keep up but also lead this new era.
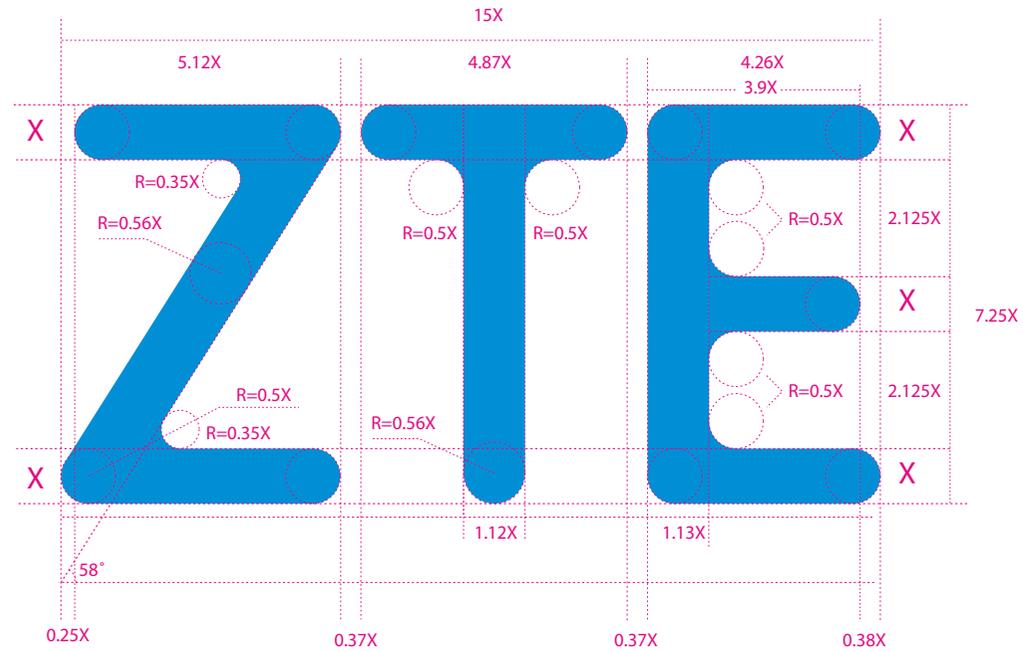
The new signature design inherited the CGO concepts that ZTE advocates. To better echo the characteristics of the new era, we use rounder shapes when designing the letters to make the work more exquisite. This conveys the feeling that ZTE will perfectly design the coolest products for its customers and consumers. We use the light blue color to make the signature youthful and lively. We also changed the previously sharp and orthodox design to emphasize the new characteristics of the Internet era — more harmonious, integrating, flexible and interactive. We also put the concept of "open" in the design — the flowing shape suggests the free flow of information and the continuous expansion of the imagination. This tells viewers that ZTE is a brand that breaks conventions and integrates different industries and cultures in its blood. It opens up endless possibilities for this era and enables its customers and consumers to touch real freedom.

Brand signature must be consistently used in all brand appearance, in order to build long term visual equity for the brand.
Do not make any change to the signature. Please use the design files directly.

Correct Proposition

Define the height of Z's horizontal stroke as "X". The width of the signature is 15X and the height of the signature is 7.25X.

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CorrectProposition

Define the height of Z's horizontal stroke as "X". The width of the signature is 15X and the height of the signature is 7.25X

Restrcited Zone

To ensure clear and consistent brand appearance, there should be a clear space around the overall lock up. Any text, symbol or the visual elements are not allowed within clear space.

Define the height of Z's horizontal stroke as "X". Height and width of the clear space will be "2X" accordingly

M inimum size:

The minimum size of the signature is with height of 4.5mm. Smaller than this size will make signature difficult to identify and print

Minimum size can be adjusted according to practical usage situation.

CorrectProposition and Restrcited Zone

2X

2X

15X

5.12X 4.87X 4.26X

X

7.25X

0.37X 0.37X

2X

2X

M inimum size

ZTE 4.5mm
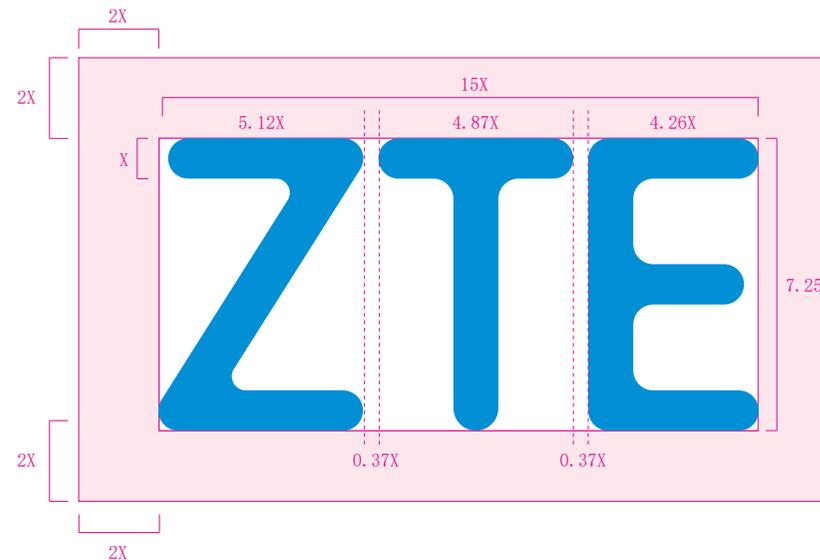
ZTE signature can be used in ZTE blue, single colour and white out version.

❶ ZTE blue
ZTE blue is defined in Pantone, CMYK and RGB version.

❷ Single colour
Single colour signature can be applied when there is limitation in production and craftsmanship.
Single black colour signature can be used in fax or other printing materials
Gold or silver colour signature can be used for special requirement.

❸ White out signature
Try the best to use ZTE blue signature all the time. White out signature is not suggested in communications. It might be used in stationery or collateral.
White out signature can be used on ZTE blue, black, gold and silver background if needed.

❹ Colour
ZTE Blue
Pantone Process Blue C/U

CMYK 100/25/0/0

RGB 0/142/211

CMYK - for printing ads, magazines, posters etc
Pantone - for namecared, envelop and other communication collateral
RGB - for digital media

* Colour usage guideline in this page is also applied to brand tagline.

❶ Correct Proposition & Restricted Zone

ZTE

❷ Single colour

ZTE **ZTE** **ZTE**

❸ White out signature

ZTE **ZTE** **ZTE** **ZTE**