



ZUMER - LOGO
1 OF 5

ZUMER IS THE WORLD'S BIGGEST FOCUS GROUP. A COMMUNITY WHERE CONSUMERS INTERESTED IN ISSUES SUCH AS THE ENVIRONMENT AND SOCIAL RESPONSIBILITY CAN DISCOVER WHAT IS BEING SAID ABOUT A PARTICULAR PRODUCT OR COMPANY. ZUMER HAS A GOAL OF CREATING POSITIVE CHANGE IN HOW CONSUMERS INTERACT WITH COMPANIES AND THEIR PRODUCTS.

THE LOGO DESIGN FOR ZUMER IS BASED ON THE GRAPHIC SHAPE OF A MEGAPHONE.



MINIMUM WHITE SPACE : The amount of white space that is to be maintained around the zumer logo is based on the height of the “•” - which equals X.

Power to the purchase.

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

ZUMER TYPEFACE : The recommended typeface for the Zumer brand is Futura. This typeface comes in several different weights for a variety of needs and uses. It’s full letterforms and angular nature works as a nice compliment to the logomark. It is recommended that Futura Light be used for the tagline creating a slight visual contrast from the heavier Zumer logomark. Futura Light should also be considered for significant bodycopy. Heavier weights, oblique and extended versions of Futura should be used in a very limited and restrained manner.

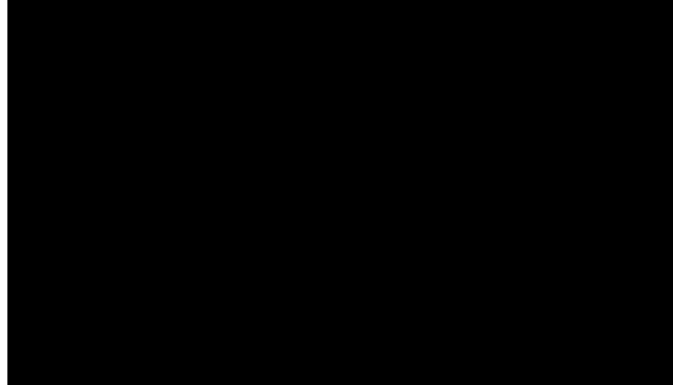


TAGLINE PLACEMENT : The Zumer tagline should be placed to the left of the opening of the megaphone. The distance from the “•” should be 1/2 of X. It’s vertical placement should be centered in-between the top and bottom of the “•”. The typesize of the tagline should be roughly 1/3 of the height of the “•”.



Scaled 25% from above symbol





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