

**ZEYCO**<sup>®</sup>

**IDENTITY MANUAL**

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# GRAPHIC IDENTITY

LOGO

**ZEYCO**<sup>®</sup>

## COLORIMETRY

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**ZEYCO**<sup>®</sup>

### PANTONE



287 C



376 C

### CMYK



C: 100% Y: 27%  
M: 83% K: 9%



C: 57% Y: 100%  
M: 0% K: 0%

### RGB



R: 0 B: 135  
G: 47



R: 128 B: 0  
G: 188

## SAFETY ZONE

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The letter Z of the logo is taken as a reference in the safety zone. When a design is made, these spaces must always be taken into account in order to protect the logo from other elements.

# MINIMUM SIZES

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## RECOMMENDED



### MINIMUM SIZE

15mm width 3.3 mm height

## EXCEPTIONS



### MINIMUM SIZE

7mm width 1.54 mm height

NOTE: The minimum recommended size for the use of the logo is 15 mm wide by 3.3 mm high, however, there is an exception in the use of labels for anesthetics, the minimum size of the logo will be 7 mm wide and 1.49 mm and it can only be used in one ink with one of the colors of the logo.

# AUXILIARY FONTS

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## HEADERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Houschcka Pro/ Houschka Rounded

## HEADLINES, SUBTITLES

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Avenir Family (Light, Medium, Book, Heavy, Black)

# AUXILIARY FONTS

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Textos Medio Largos (Text on cartons)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Avenir Next Condensed (Regular, Medium, Demibold, Bold,  
Book, Heavy, Black)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Arial (Long texts such as those in the inserts)

## CORRECT USES

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The original ZEYCO logo features the word "ZEYCO" in a bold, sans-serif font. "ZEY" is in blue, "CO" is in green, and the "O" is a stylized infinity symbol. A registered trademark symbol (®) is located to the upper right of the "O".

ORIGINAL

The ZEYCO logo with a slogan, where the word "ZEYCO" is in blue and green with a stylized infinity symbol for the "O", and a slogan is written below it in a smaller, grey, sans-serif font. A registered trademark symbol (®) is located to the upper right of the "O".

WITH SLOGAN (PENDING)

The positive version of the ZEYCO logo, where the word "ZEYCO" is rendered in a solid black, bold, sans-serif font. A registered trademark symbol (®) is located to the upper right of the "O".

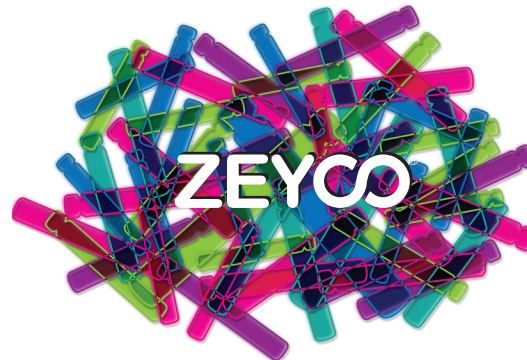
POSITIVE

The negative version of the ZEYCO logo, where the word "ZEYCO" is rendered in white, bold, sans-serif font, centered within a solid black rectangular background. A registered trademark symbol (®) is located to the upper right of the "O".

NEGATIVE

The ZEYCO logo one ink, where the word "ZEYCO" is stacked vertically. The top "ZEYCO" is in blue and the bottom "ZEYCO" is in green, both in a bold, sans-serif font. A registered trademark symbol (®) is located to the upper right of the "O" in the bottom word.

ONE INK

The ZEYCO logo on an institutional pattern, where the word "ZEYCO" is in white, bold, sans-serif font, centered within a circular pattern of colorful, overlapping lines. A registered trademark symbol (®) is located to the upper right of the "O".

ON INSTITUTIONAL PATTERN

## INCORRECT USES

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Do not change or modify  
the proportions



Modify dimensions



Only use the contour



Change colors

## AUXILIARY COLORS

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PANTONE 326 C

CMYK C: 82% M: 0% Y: 40% K: 0%

RGB R: 0 G: 175 B: 170



PANTONE 219 C

CMYK C: 5% M: 96% Y: 0% K: 0%

RGB R: 223 G: 22 B: 131



PANTONE 255 C

CMYK C: 63% M: 100% Y: 20% K: 9%

RGB R: 118 G: 35 B: 108



PANTONE 285 C

CMYK C: 91% M: 49% Y: 0% K: 0%

RGB R: 0 G: 113 B: 206

# ANESTHETICS

## ANESTHETIC LOGOS

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Pantone 7732 C

FD<sup>®</sup>

Pantone 185 C

FD<sup>®</sup>

Pantone 264 C

TURBOCAÍNA<sup>®</sup>

Pantone 212 C

OMNICAÍNA<sup>®</sup>

Pantone 326 C

DENTOCAÍN<sup>®</sup>  
SIMPLE

Pantone 301 C

DENTOCAÍN<sup>®</sup>

Pantone 143 C

Pantone 186 C

Pantone 102 C

Pantone 226 C

Pantone 808 C

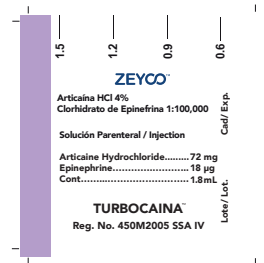
Pantone 7439 C

Cool Gray 9 C

TOPICAINA<sup>®</sup>

**FONT**  
**Houschka Pro**

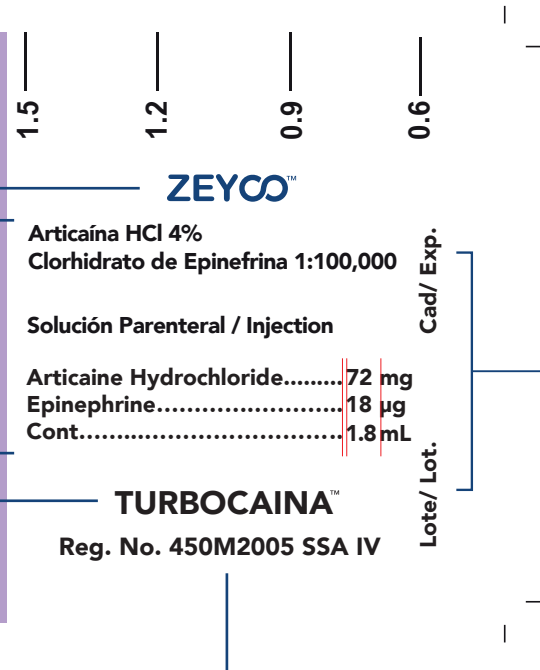
# CARTRIDGE LABELS



Handle logo in institutional blue color, to make it stand out more on the transparent label. 287 C 1.54 mm wide varies depending on whether R or TM is used

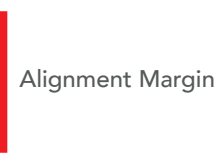
AVENIR BLACK at 3.5 pts is used

Product name in AVENIR BLACK at 5 pts



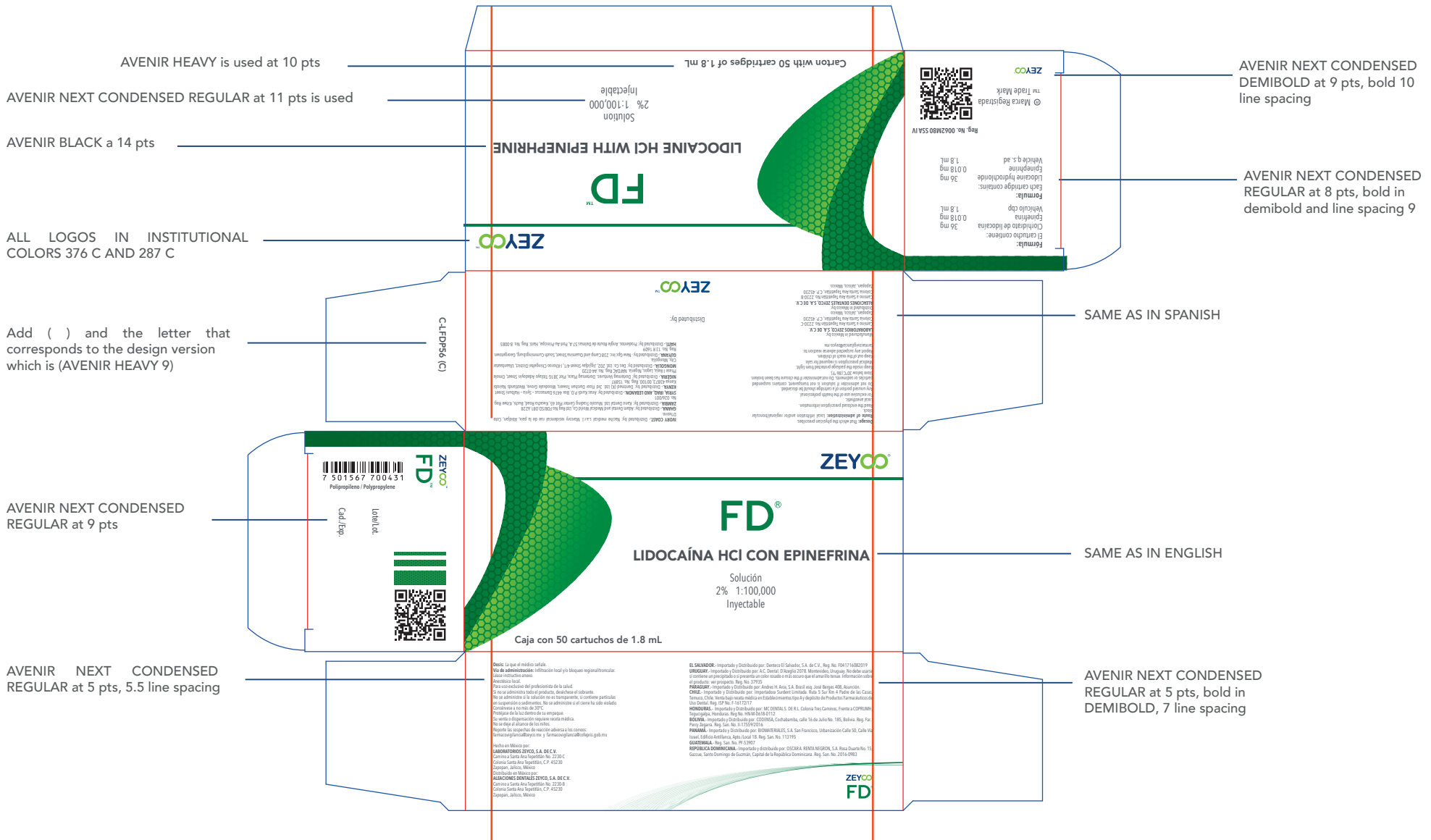
Registration number in AVENIR BLACK at 3.8 pts

AVENIR BLACK at 3.5 pts is used



Alignment Margin

# CARTONS





# **ENDO-MARKETING**

# ENDO-MARKETING

We firmly believe that a better job is done where there are proper working conditions, where health habits are created and where social contributions are made.

That is why we have an extensive ENDOMARKETING program.

# ADN



The DNA is the basis of all workers in ZEYCO, each of our team members have the same values and attributes that make them the perfect element to belong to the company.



With the conviction of "living" our purpose and our DNA, we have established the **"BiO" (acronym for " Organizational Wellbeing" in Spanish)** program, which includes the principle of contributing towards a better Mexico; if we are a world-class company, it is because we have world-class people, which makes our efforts focus on the essential element in any society: People.

**In other words, if we are better people, team members and citizens, we will make ZEYCO a better company (in all aspects) and we will be able to give back to society what it gives us so much.**

**BiO** is managed by personnel from the Organizational Development Management Office, which includes **5 programs** that make it possible to prove our commitment to the environment with specific actions:



We know how important it is to respect our environment every day and to take concrete actions to reduce the rate at which it is degrading.

Being aware of this, in ZEYCO

- Sustainable processes**
- Less carbon footprint**



When team members have a good relationship with their boss, coworkers and their work itself, they feel they are part of "a great place to work".

ZEYCO encourages activities to improve these relationships. Some activities are:

- Leaders Forum**
- Community events**
- Work design**
- Achievement reporting**

# ZEYCO ntribuye

Society requires exemplary citizens and individuals; therefore, at ZEYCO our commitment is to foster social contribution in its members, developing them as world-class individuals. This includes the following:

- Personnel-community ties
- Corporate integration



"Healthy mind in a healthy body", a phrase on which this program is based. At ZEYCO we permanently promote sports and healthy eating.

**ZEYCO subsidizes sports activities such as running, gyms and swimming. It also organizes events and health campaigns (sports and nutrition).**



We firmly believe that a better job is done where there are proper working conditions, where health habits are created and where social contributions are made.

That is why we have an extensive ENDOMARKETING program.



ZEYCO brings you closer to some services that may help you solve some of your personal needs.

Community created to promote sports, creating opportunities for team members to get active, participating in the disciplines proposed and interacting with each other.



Internal digital communication system that transmits relevant information to the team members and the organization, which is intended to contribute to the development and integration of personnel and generate a sense of pride and belonging to the organization.