



# Zenrí

## Environmentally Responsible Industries

This document contains detailed instructions and guidelines for applying the Zenrí's identity system in a variety of applications. The purpose of this Graphic Standards Guide is to add harmony to every level of our brand communication. This consistency will provide partners and the general public with a clear sense of who we are; as each piece of communication relies upon and honors these guidelines.

The Environmentally Responsible Industries, or Zenrí, is a new cooperative of organic farmers, food suppliers and related sustainable businesses. Prior to creating the co-op, each individual company supplied products to Whole Foods, Trader Joe's and other niche organic food stores.

Their mission positions them as a catalyst for awareness and change at individual and collective levels. They support values that help to cultivate a sustainable economy and culture.

Wind power purchase offsets 100% of electricity consumed by our primary manufacturing facility. The certified wind energy goes into a utility grid from which the corporation draws all its power. Zenrí is an EPA Green Power partner.



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# Zenrí Visual Identity

## Identity Background

The purpose of Zenrí's visual identity is to help separate them from other environmentally aware organizations and helps create a unique image for the company. A strong image, created by the use of the visual identity, benefits both the company as a whole and the individual developments. It helps develop name recognition, gives credibility, and creates an image of the whole.

Zenrí's visual identity is made up of the logo, colors, distinct typefaces, and unifying graphic elements. Consistent use of the identity may limit some of the creative of designs possible, but it will provide a strong coherence to anything displaying the brand.



The black and white signature is to be used when color isn't an option



Remember to choose the correct master file for Pantone or 4 color process

# The Zenrí Signature

## Graphical Element Breakdown

The Zenrí logo expresses our identity to the world. Consequently, its construction and placement are of the utmost importance in maintaining the strong integrity of its expression. Almost as important as what's seen in the identity is what is not seen; the space between the pictorial element, the logotype, and the quiet space around the logo.

Although the system is set up to be flexible, please review this guide to find the best way to support the Commission's image within your application. By adhering to all of the principles that govern its usage, we ensure that our logo remains a powerful and consistent representation of our personality.



# The Zenrí Signature

## Signature Usage

The success of the Zenrí identity depends largely on the consistent application of the logo. While the only acceptable display of the logo as a whole is the signature pictured to the right. The pictorial mark can be broken out as a graphic element. Also, when the signature is required to be smaller than 1 inch, use the thumbnail master file for proper application.

CORRECT



INCORRECT



Do not change the positioning of the pictorial element



Do not change the positioning of the pictorial element



Use the thumbnail master file when signature needs to be under an inch

# The Zenrí Signature

## Backgrounds & Clear Area

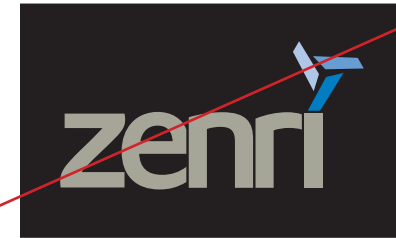
Ideally, the Zenrí signature is meant to be displayed exclusively on a white background. However, it can also be displayed on the specifically chosen colored backgrounds — Black and Zenrí Blue. The required clearance space around the signature should always be 1/8th of the total width of the signature.

### CORRECT



7800 Evergreen Lake Way  
Terrapin Creek, MD 21776

### INCORRECT



Only use the white signature on top of colored backgrounds



Allow for 1/8th of the total width of the signature for the clearance area

# Typography

## Applicable Type Families

Zenrí has standards for typography to ensure brand consistency across all printed materials. Typography is one of the most important design elements. It is used to differentiate sections of information as head lines, text, or captions. The font family, DTL Prokyon, was selected for all things involving the Zenrí brand, with the exception of Minion Pro for body text.

### SANS SERIF TYPEFACES

DTL Prokyon T  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**DTL Prokyon T Medium**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

DTL Prokyon T Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

DTL PROKYON T CAPS  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### SERIF TYPEFACES

Minion Pro  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



# Typography

## Creating Cohesive Communication

Fluidity between Zenrí related documents is of top importance. To insure this happens please utilize the following typographic hierarchy methods. This will help create a familiar brand experience for the consumer as they interact with the brand from a verity of contact points.

All of this document can be used as a reference for how the Zenrí hierarchy should work, specific font sizes and leading can be found to the right.

**Header** ] 24 pt – DTLProkyonTMedium

**Subhead** ] 16 pt – DTLProkyonTLight

**SUBHEAD TWO** ] 17 pt – DTLProkyonTCaps

12 pt – Minion Pro  
Leading of 14 pt

This is what is known as the Body Copy. This is usually where all the important text goes. It is meant to be as legable as possible to ensure easy reading. Minion Pro offers a typeface with charisma while keeping its clear legability, making it a great body copy typeface.

Captions should look like this, created by 8 pt – DTLProkyonT with a leading of 9.6

# Zenrí Business Suite

## Printed Stationary

In order to ensure a cohesive look across all official Zenrí Business Suite related items they are only created at our main office in Maryland. Placed orders are usually shipped within two weeks.

The letterhead is printed on NEENAH Classic Linen Avalanche White 24 LB.

The business card is printed on NEENAH Classic Laid Cover Avon Brilliant White 80 LB.

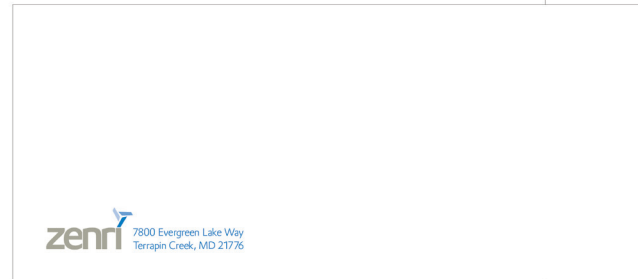
Business Card



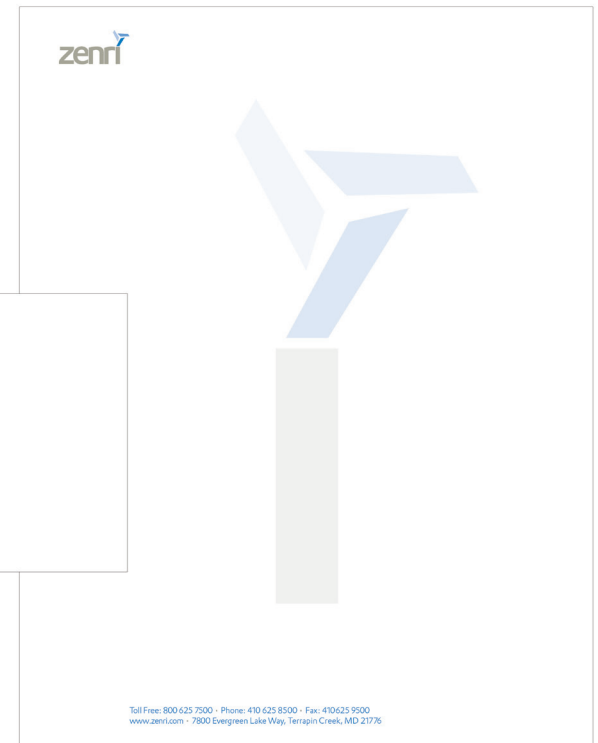
Mailing Label



Envelope



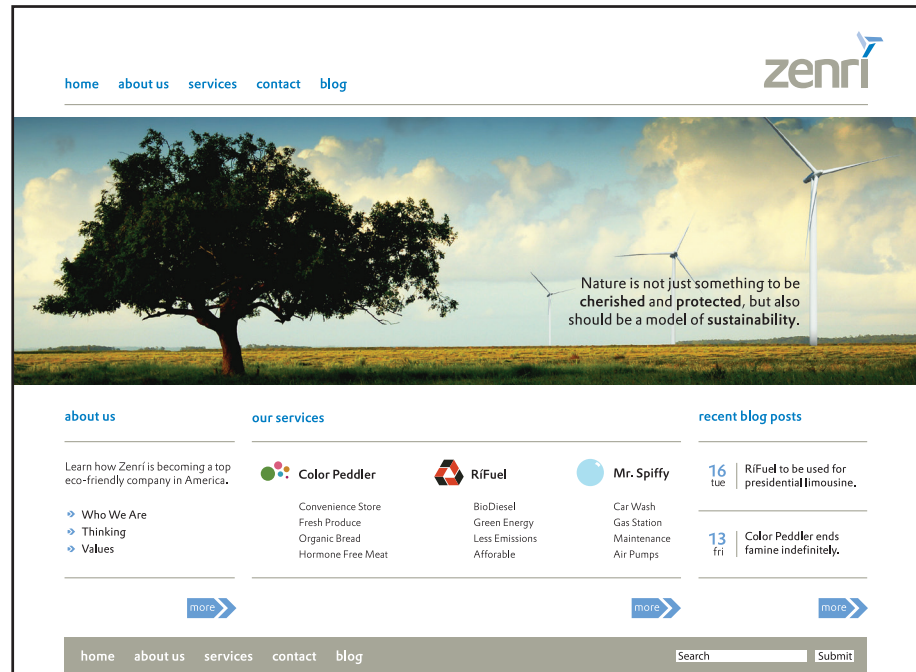
Letterhead



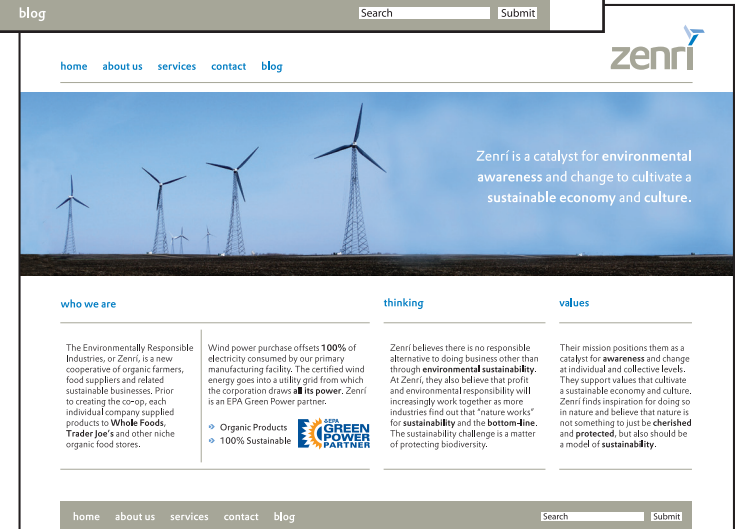
# Website

## Applying Zenrí to the Web

The Zenrí website was created to carry out all of the ideals attached with the company. Each page has been sliced with Occam's Razor multiple times in order to ensure that whatever is left on the page is what needs to be there. Designing a web page this way also made it so it stuck with the simplicity, clarity, and the overall idea behind Zenrí.



www.zenri.com has carries the same simple, open, and fluid experience as other Zenrí branded materials do



# Graphic Elements

## A Unified Brand Experience

The feel of Zenrí is meant to be a clean, positive, open, introspective experience. Hierarchy and structure play the most pivotal role in creating a Zenrí branded piece. A balanced usage of white space applied with other graphical elements should bring your designs closer to the desired feel.

The pictorial element can be extracted and utilized in a few methods. The wind turbine can be used as a watermark. The blades can be used as a graphical element to bring interest to certain areas or just for aesthetic values.



The wind turbine mark can be used to add color/aesthetic values to a layout



Line usage is a major factor in creating areas of focus while keeping an open feel

Use Zenrí Grey for vertical lines that separate sections

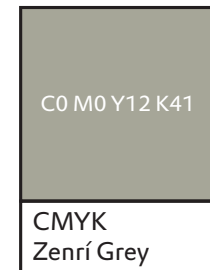
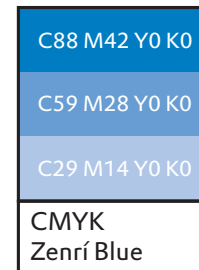
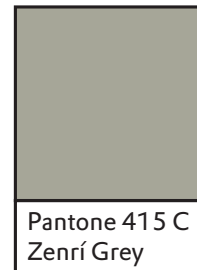
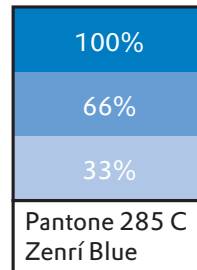
Lines can also be used to create a basic layout structure, like in this document

# Color

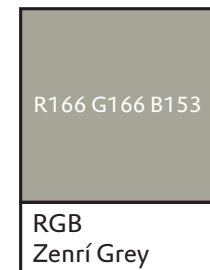
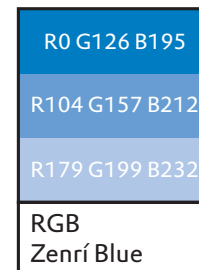
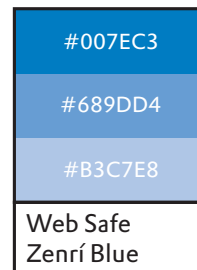
## Applying Print & Digital Color

Color keeps the same values all other aspects that Zenrí stands for. There are only two main colors, Zenrí Blue & Grey. The blue is broken down into 3 different sections. The grey should always be used at 100 percent color. Proper applications of these colors can be accomplished by using the designated attributes to the left, depending on the job.

### PRINT



### DIGITAL



# Developments

## RíFuel & The Color Pantry

Zenrí currently has several projects in development to further the environmental standards that define the company.

RíFuel is dedicated to producing only the highest quality biodiesel, meeting or exceeding all industry specifications. With their on-site lab, state of the art equipment and technical staff, their operations are best in class. Given their strategic locations across the globe, the plants can receive feedstock and distribute biodiesel either by barge, rail or truck—allowing RíFuel to serve any market on a global scale. Plant capacity is between 80-100 million gallons per year, making RíFuel one of the largest plants in the country.

The Color Pantry is a convenience store that will be selling the highest quality of natural and organic products available. With the aim to satisfying and delighting their customers while caring about our communities and our environment.



# Developments

## The Fillin' Station & Mr. Spiffy

The Fillin' Station provides exceptional food and trusted fuels that not only meet, but exceed our customer confidence and expectations. The quality performance is at the heart of every product they sell at this new age fusion of a restaurant and pump station. Whether it is RíFuel, or a juicy veggie burger handcrafted by one of our fine chefs, you know it will be top quality.

Mr. Spiffy offers customers high quality full service car washing, including hand wash, exterior-only wash services, and car maintenance. Their goal is to provide an outstanding car wash experience. At Mr. Spiffy, they use the latest equipment and highly trained staff to clean your car thoroughly. Their professional technicians are capable of any kind of tune up necessary to get your car running again.





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