

ZARATAN Logo Style Guide

Table of Contents

Description of logo- page 2

Color Identification- Page 3

Different Variations pages 4-7

Page 4

Patch

Black and White

Colored Background

Page 5

Letterhead

White Representation (black background)

Page 6

Windows Desktop

Windows Blue Box

Page 7

VOCAT Dashboard

Description



ZARATAN stands for “Zulu Adaptive Reasoning Advisor and Training Agent for the Navy”. The word ZARATAN is the name of a giant turtle from folk lore that was known to be the size of islands. These turtles were known for their intelligence and wisdom. This is a good fit for a navy carrier ship because they are also known for their formidable strategic intelligence, and size. The ZARATAN icon (as seen above to the left side of the word mark) represents several things. It shows a gear. One will notice that there are several gears within the icon. They make up both the empty space and the space that (in this format) is navy blue. This also works because Discovery Machine sends out their software packages as Gears. There are other things that the symbol represents: a target, a steering wheel, and a compass; three very important things in the navy. Finally, the pieces that are used to collectively form the overall shape, represent a few other concepts that embody Discovery Machine’s technology. The shape of the turtle is an obvious one showing the gear which is a common theme of Discovery Machine. This reflects DMI’s corporate identity within the logo. The remaining shape, as described above, is made up collectively of several individual shapes. This represents the training environments that DMI enhances with our technology. These training environments often involve multiple systems of software, hardware, and personnel (system of systems). These pieces visually represent that way in which DMI’s technology works to provide a cohesive environment where all of the pieces of the puzzle fit together. All of the behaviors, people, and technologies, can work together to provide a single, effective training environment that prepares the warfighter for combat. While the logo suggests many things visually, the word mark enhances the logo’s purpose and context. The font exemplifies the combat roughness, bold resilience of the navy while presenting an informal, “beachy” appeal to those who use it for training, thus representing the tool as not just another piece of software in the system, but rather a tool not worthy of apathy.

Color

RGB (Digital Color)

- **Blue**
 - R: 0
 - G: 75
 - B: 128
 - A: 255
- **Green**
 - R: 0
 - G: 160
 - B: 0
 - A: 255
- **Red**
 - R: 181
 - G: 18
 - B: 27
 - A: 255
- **Brown**
 - R: 128
 - G: 102
 - B: 0
 - A: 255

CMYK (Printed Color)

- **Blue**
 - C: 100
 - M: 41
 - Y: 0
 - K: 50
 - A: 100
- **Green**
 - C: 100
 - M: 0
 - Y: 100
 - K: 37
 - A: 100
- **Red**
 - C: 0
 - M: 90
 - Y: 85
 - K: 29
 - A: 100
- **Brown**
 - C: 0
 - M: 20
 - Y: 100
 - K: 50
 - A: 100

Different Variations

As a Patch:



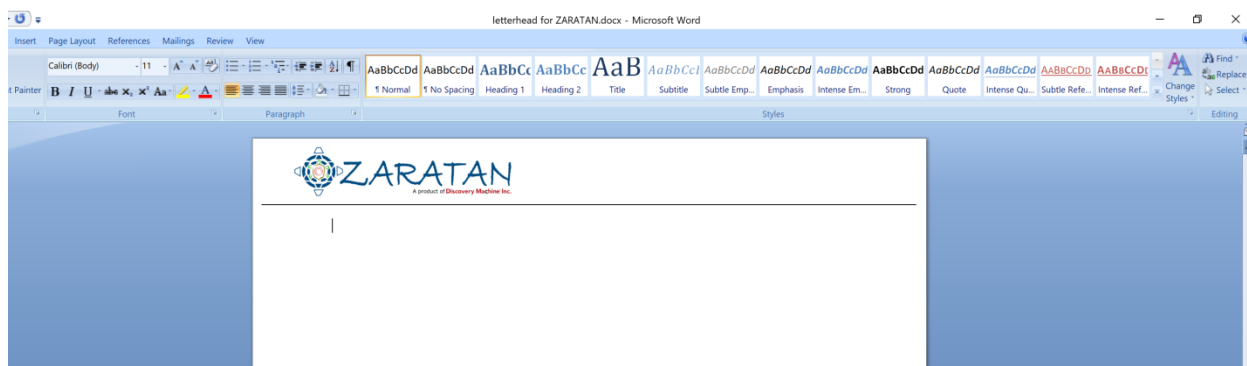
Black and White (both patch and linear representation):



Colored Background (both patch and linear representation):



It should be noted that when a logo is used on a background that is not white(as seen above), it should be given a white box/circle, unless in a circumstance that is already previously mentioned in this document.



Print/Letterhead:

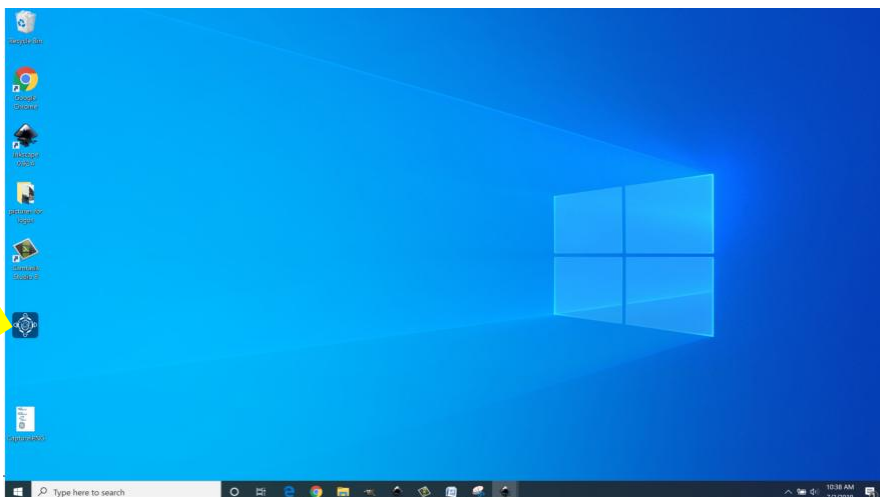
This document can be found in the DMI shared Drive under Marketing

All White:

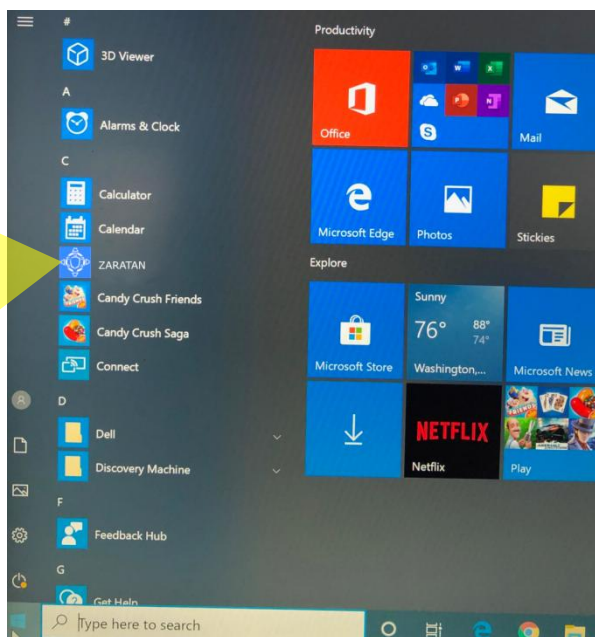


This is shown so that the user can see that the logo can even be used on black surfaces. The pictures above show how DMI would like to be represented in that instance.

Windows Desktop:



Windows Blue Box:



This is how the icon would show up within the windows search box.

VOCAT Dashboard:



This is how the logo should look within the VOCAT Dashboard.