

### Application

In ZEISS media and on ZEISS products the positioning and the size of the logo can be freely selected, provided that the minimum size requirements are met.

Exception: in ZEISS print media the use of the logo is always tied to the brand bar. There are specific rules for this (see Chapter 2.5 Brand Elements).

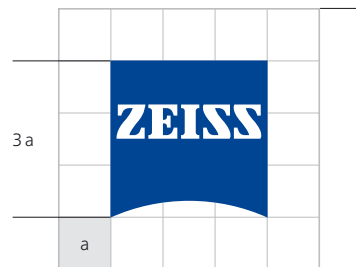
Use in outside media must comply with the rules of Carl Zeiss Vision CoBranding (see: main index/CoBranding).

### Minimum Size

The logo (b) must be at least large enough for the "ZEISS" lettering to be clearly visible. The minimum heights are: print 8.4 mm, screen 45 px.

### White Zone

The white zone surrounds the brand with a width of a (where  $a = \text{size of the brand} / 3$ ) and ensures clarity and prominence.



### Free Space

To ensure the prominence of the brand in non-ZEISS media, the minimum space between the logo and other layout elements and margins in such media must have a width of  $b/2$  (where  $b = \text{size of the logo}$ ).

