

Guidelines for Use of ŽAK Logo

Overview

The ŽAK logo is a valuable asset that distinguishes ŽAK from other organizations. This guide explains the proper use and display of the ŽAK logo and will assist recognition by presenting it consistently and uniformly.

It is important that the ŽAK logo is used responsibly in publications or media as it is representing an organization that has reputation both in Malta and internationally.

Description



The logo has three distinctive parts, these being the text, the cross, and the ribbon. Each which will be described below.

The text ŽAK represents the members of the organization. The style of the text has been chosen specifically for a youthful and comic touch. Younger members are fresh green like the budding flower and the new leaves of a plant. The letter A is held between the other two letters Ž and K, showing voluntary action in helping one another.

The cross is thick at the top and thinner at the bottom, representing the walk through life for improvement, creativity and new ideas. It also has a small bump at the bottom showing that members are active and leave an effect on the world around them.

Finally, the ribbon represents collaboration and teamwork within all members of the youth organization.








Allowed Versions

Any one of the following versions may be used. Each may be used with a transparent background as long as the used background color provides enough contrast and does not have any texture.

Design elements may not overlap any part of the logo, but are allowed to be close to the logo, only outside the ribbon, and as long as the elements may not be interpreted as being part of the logo.

Color



	Black	R: 0, G: 0, B: 0
	Brown	R: 63, G: 1, B: 1
	Dark Red	R: 135, G: 11, B: 13
	Light Red	R: 176, G: 38, B: 16
	Dark Green	R: 7, G: 77, B: 2
	Light Green	R: 171, G: 200, B: 35
	Average Green	R: 114, G: 157, B: 23

The **text** ŽAK is given a gradient with top color *Light Green* and bottom color *Dark Green*. The gradient midpoint is at 65% light green and 35% dark green. Each letter has a black border. Whenever it is not technically possible to use a gradient, the average of the greens with respect to their midpoints should be used, that is, *Average Green* in the table.

The **cross** has a *Brown* color. At the points where the cross intersects with the ribbon, the empty part should be white or transparent.

The **ribbon** has two parts separated at two points on each side of the logo. The top part is *Dark Red*, and the bottom part is *Light Red*.

When a publication is to be printed in monochrome, the monochrome version of the logo should be used and not the color one.

Monochrome



The monochrome version may be used in black or any other color as long as contrast is retained.

The border of the text ŻAK of this version is slightly thicker than the color version.

Watermark



This watermark version is the same as the monochrome version but with borders around the cross and the ribbon. The same guidelines apply for its color use, and the border of the text ŻAK is equally thicker.

This version of the logo may only be used as long as the full version of the logo is present on the same publication. It is possible that the watermark is displayed only in part.

Allowed Local Versions

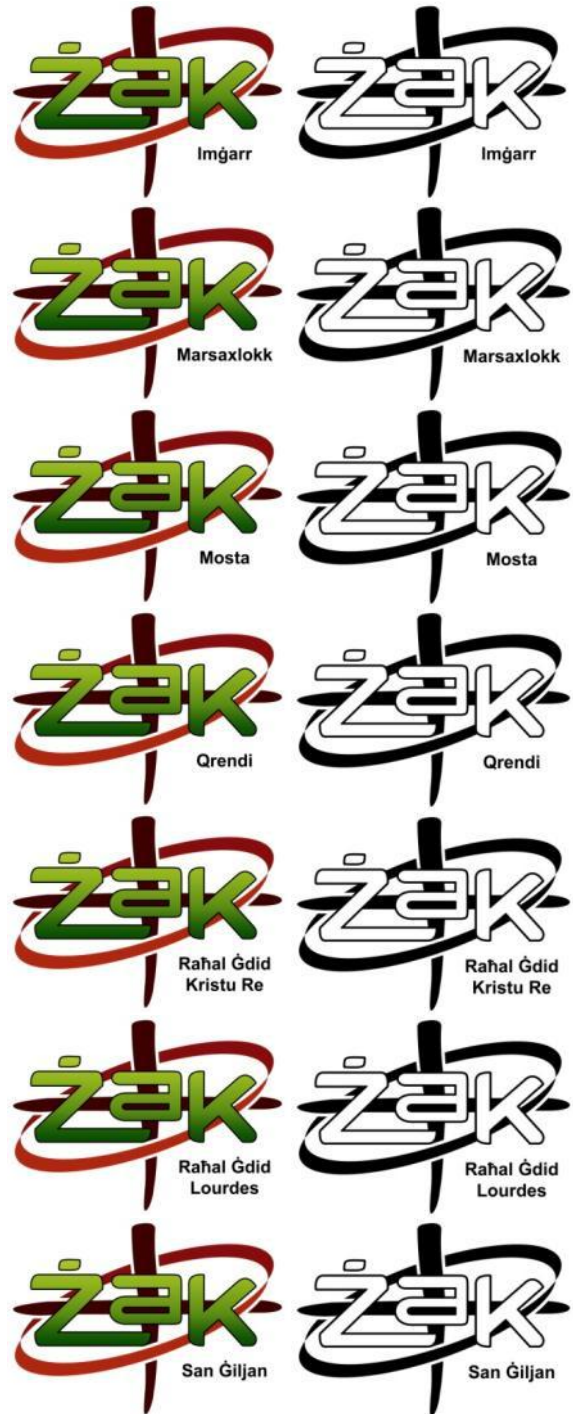
Local versions of the logo provide a name for the respective ŻAK centre along the national ŻAK logo. Only the color and monochrome versions may be used, thus the watermark version may not be used with a local name. The local name text displays in the bottom right quadrant of the cross, under the letter K. Only provided versions may be used, and not the national version with an added name.

Only the following names are allowed (due to various reasons, names marked with a star* will be allowed only in due course):

- Birkirkara
- Birżebbuġa
- Ғal Safi
- Ғal Tarxien
- Ғaż-Żabbar
- Ғaż-Żebbuġ*
- Ibraġ
- Iklin
- Imġarr
- Marsaxlokk
- Mosta
- Qrendi

- Raĥal Ġdid Kristu Re
- Raĥal Ġdid Lourdes
- San Ġiljan
- Santa Venera

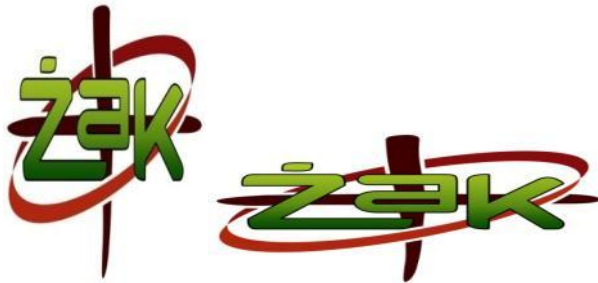
- Siġġiewi
- Swatar
- Valletta
- Żurrieq





Frequent Incorrect Uses of Logo

Do not change the proportions of the logo



Do not rotate the logo



Do not change the colors of the logo



Do not remove, invert, or move the midpoint of the gradient



Do not use a background with little contrast or with any form of texture



Do not add a drop shadow



Do not outline other parts of the logo



Do not change the font style and position of the text of a local logo, or use a name that is not allowed



Do not add any text to or close to the logo that may be interpreted as being part of the logo



Do not overlap or crop any part of the logo



Animation

Proposed animation of the logo is as follows:

- First, a straight cross displays on its own.
- The Z flies in from the left, while the cross bends sideways to the right.
- The K drops down from the top, bounces on the tail of the Z and moves sideways to its position.
- The A drops down from the top and bounces to its position.
- Finally the ribbon forms from the top of the cross anti-clockwise back to the top.