

Concise Brand Book

May 2023



ZayZoon

Our logo



Our logo

Our logo embodies who we are.

It consists of two elements: the logo mark and the logotype in Urbanist bold.



ZayZoon

Knowledgeable

Trustworthy

Clear

Empathetic

Compassionate

Honest

Our logo: vertical

The vertical version of our logo can also be used if it fits best into a design.
(Please check with Marketing before using)



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Logo mark

Our logo mark is a stylized Z, composed of simple geometric shapes.

The two basic shapes used in the mark suggest arrowheads pointing in opposite directions. The overlapping shapes are in different colors and can be used for graphic treatments.



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Our logo variants



Logo variations: dark

Monochrome dark
Best used on light backgrounds.



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Logo variations: light

Monochrome light

Best used on dark backgrounds.



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Logo variations: dark wordmark

Full spectrum dark wordmark
Best used on light backgrounds.



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Logo variations: light wordmark

Full spectrum light

Best used on dark backgrounds like
Slate.



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Trustworthy

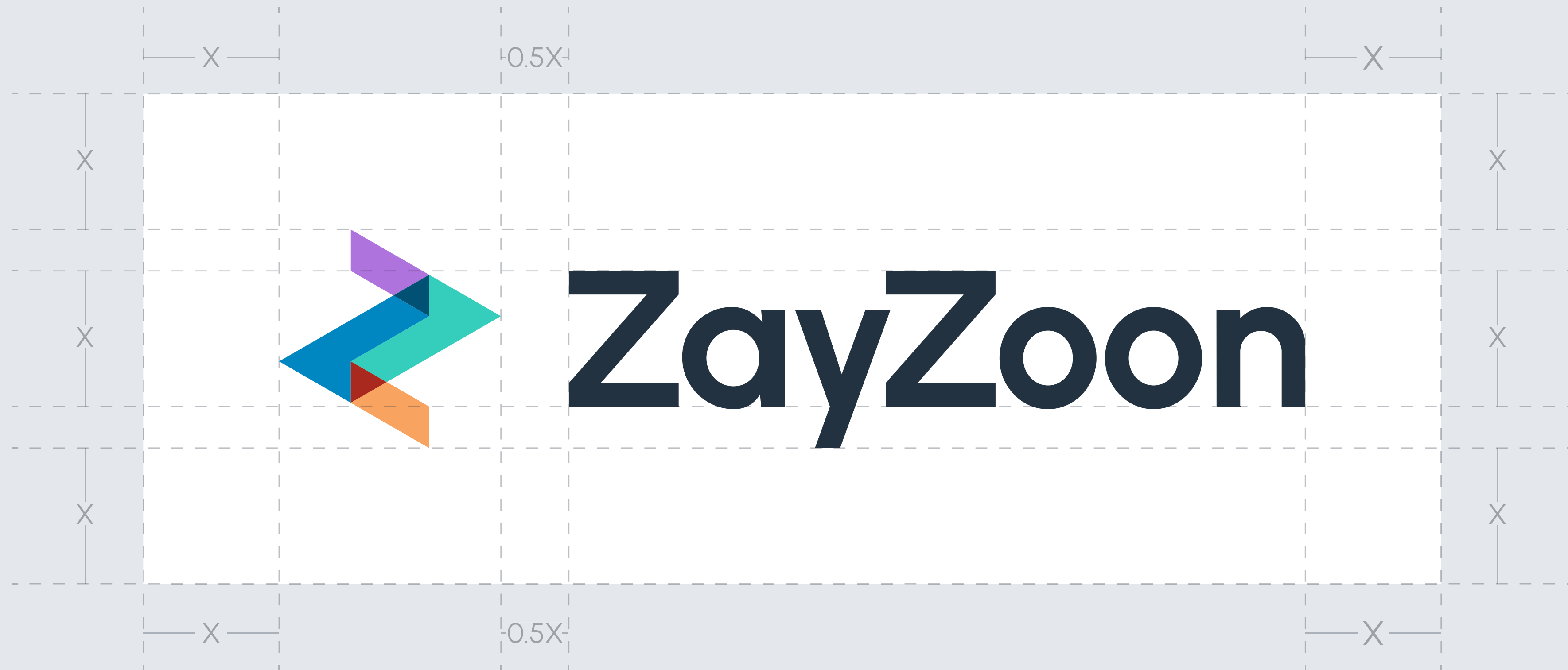
Clear

Empathetic

Compassionate

Honest

Clearspace



Ideal clearspace for the horizontal version of our logo is equal to the height of our capital Z on each side.

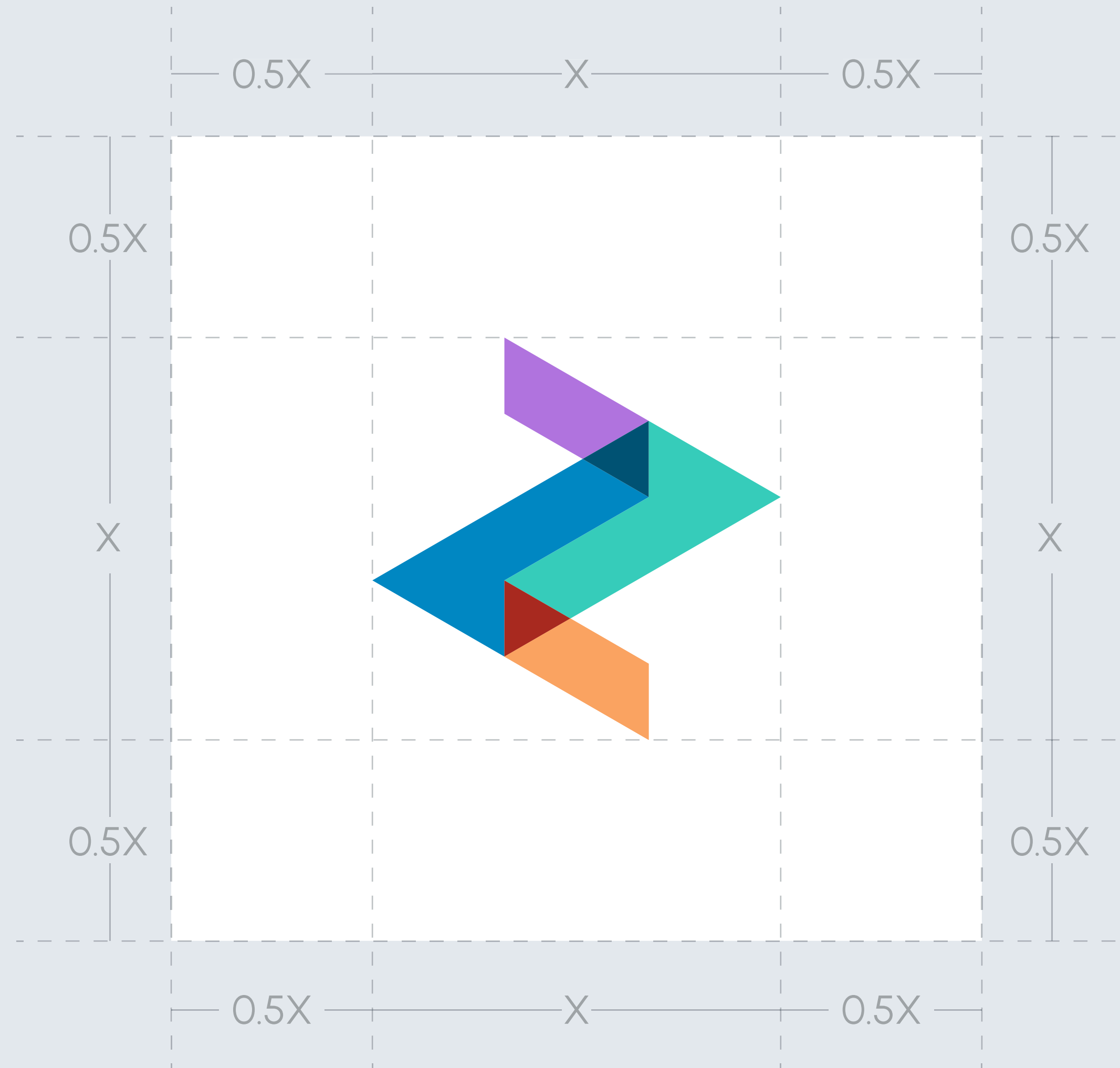
Clearspace

Ideal clearspace for the vertical version of our logo is equal to the height of our capital Z on each side.



Clearspace

Ideal clearspace for the logo mark version of our logo is equal to the height of the logo mark on each side.



Logo backgrounds

Full-color logo

Our standard version. The full color logo should only be used with these backgrounds from our brand color scheme.



Slate
#233240



White
#000000

Logo backgrounds

Monochrome logo

We have two options, light and dark. Use these only on photographs and color backgrounds within the ZayZoon color palette.



Photo



Cobalt
#005174



Teal
#17A08F



Lavender
#CEA5EE



Tangerine
#F9A361



Lemon
#F9CC60

Misuse of logo

- The ZayZoon logo can only be used in the configurations mentioned above. If you wish to use a different combination, please submit a ticket with Content Marketing before proceeding.
- Our name always appears in tandem with our mark, never by itself; yet you may use our mark by itself.
- If you're asked for the ZayZoon logo in a specific size and you're unsure if it's the right configuration, please submit a ticket with Content Marketing before proceeding.

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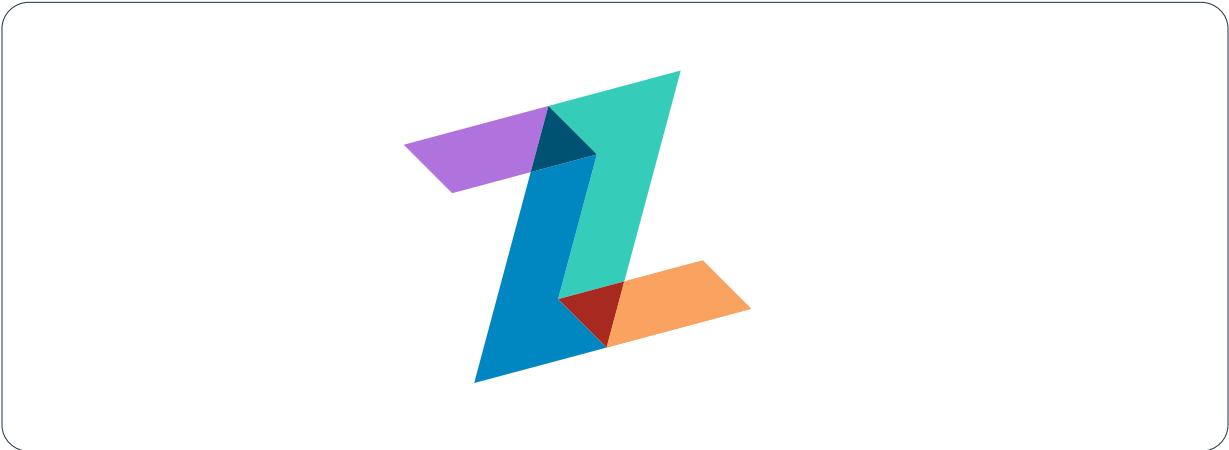
Honest



Misuse of logo



Do not alter, crop, skew, distort, outline, or recreate the logo in any way.



Do not alter the orientation of the logo mark.



Do not change the logo color or modify the logo mark's colors.



Do not use the monochrome logo in a low resolution image or a background that makes it impossible to discern its outlines.



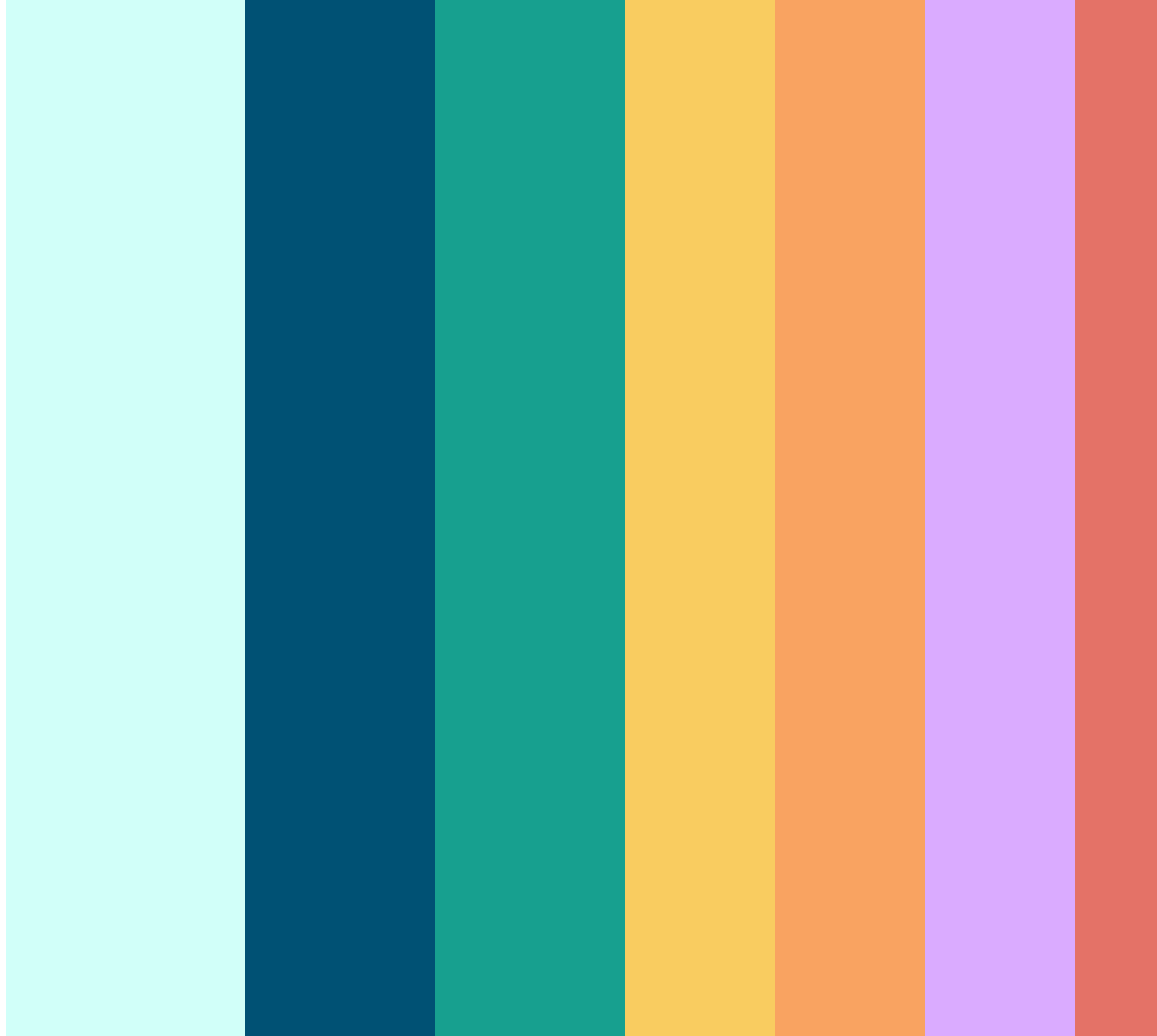
Do not use the full color version of the logo on one of the core colors.

Colors



Colors

These are our colors. They consist of a core color palette and an expanded gamut of shades that expand those colors' capacities.



Core color palette

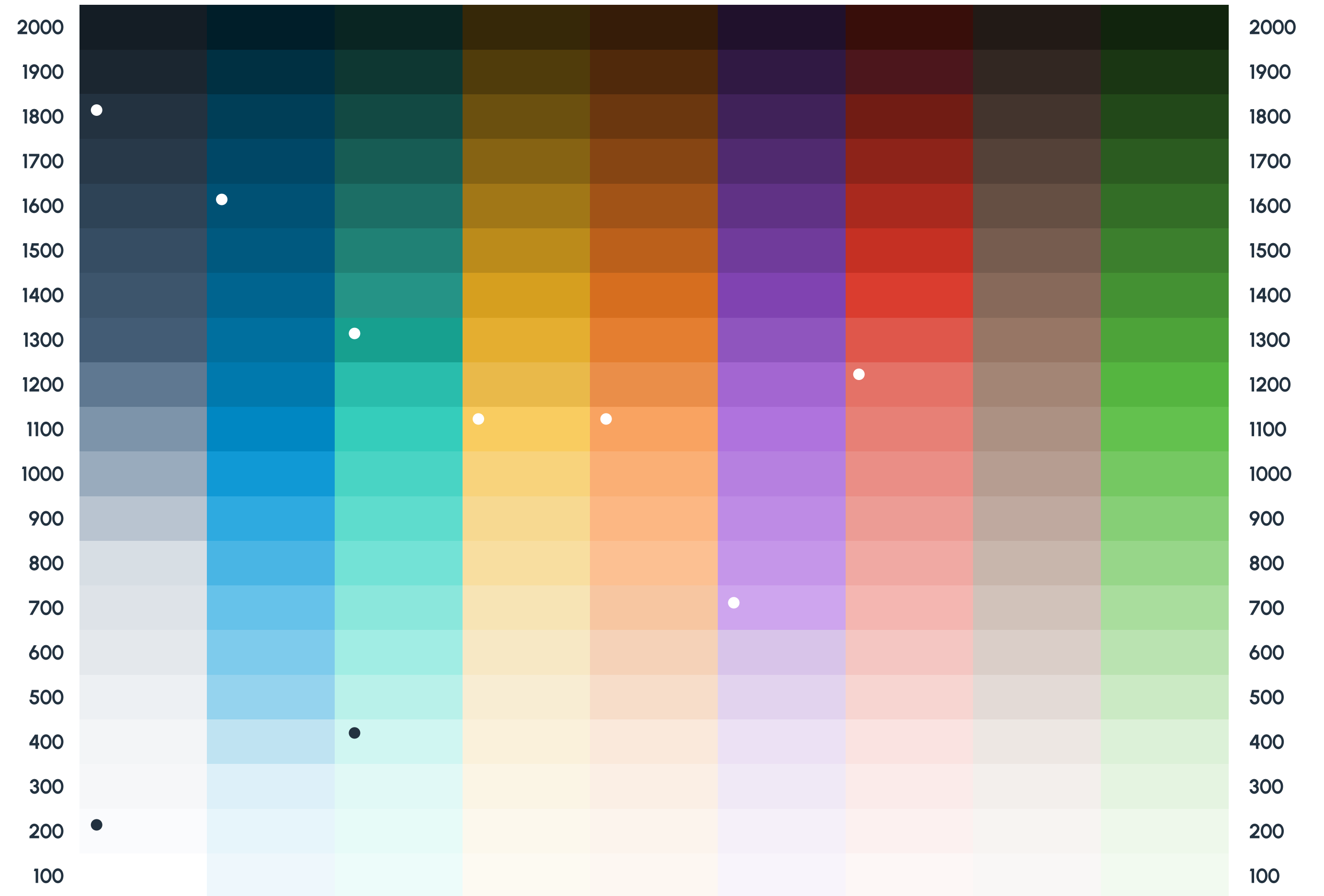
These colors represent our core palette.
Lead with Teal and Cobalt as they are our core colors.
The other colors are our supporting cast of secondary colors.

#17A08F	Teal	#F9CC60	Lemon
		#F9A361	Tangerine
#D0F6F2	Teal mist	#CEA5EE	Lavender
#005174	Cobalt	#E47267	Salmon
#FAFBFD	Slate mist	#233240	Slate



Color gradients

This is the expanded color gradient scheme, going from lightest (100s range) to the darkest (2000s range).



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Color pairings

Pastel pairing

For situations when we need pastel backgrounds, pull colors from our 500 range and lighter. Remember to always pair this with our default typography color Slate #233240

Header text
This is some body copy

Cobalt 500 #95D3EE

Header text
This is some body copy

Teal 500 #B9F1EA

Header text
This is some body copy

Lemon 1100 #F8EDD3

Header text
This is some body copy

Tangerine 500 #F7DDC9

Header text
This is some body copy

Lavender 500 #E2D3EE

Header text
This is some body copy

Salmon 500 #F7D5D1



Color pairings

Midtone pairing

For situations when we midtone backgrounds, pull colors from our 900 - 1200 range. Remember to always pair this with our default typography color Slate #233240

Header text

This is some body copy

Cobalt 900 #2EAAE0

Header text

This is some body copy

Teal 900 #5EDCCD

Header text

This is some body copy

Lemon 900 #F7D991

Header text

This is some body copy

Tangerine 1200 #EA8E49

Header text

This is some body copy

Lavender 900 #0087C2

Header text

This is some body copy

Salmon 900 #EC9C95

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Color pairings

Earthtone pairing

For situations when we need dark backgrounds, pull colors from our 1700 range and darker. Remember to always pair earthtones with our light typography color Slate Mist #FAFBFD

Header text

This is some body copy

Cobalt 1700 #0087C2

Header text

This is some body copy

Teal 1700 #175C54

Header text

This is some body copy

Lemon 1700 #866313

Header text

This is some body copy

Tangerine 1700 #864513

Header text

This is some body copy

Lavender 1700 #502A6F

Header text

This is some body copy

Salmon 1170 #8D2319



Color in text

Here are a few options to use color in text.

Here is header with some color

This is some body copy and a link thrown in there too

Slate #233240 Cobalt 1100 #0087C2



Here is header with some color

This is some body copy and a link thrown in there too

Slate #233240 Teal 1300 #17A08F



Here is header with some color

This is some body copy and a link thrown in there too

Slate #233240 Lemon 1500 #BB8B1B



Here is header with some color

This is some body copy and a link thrown in there too

Slate #233240 Tangerine 1400 #D66E1F



Here is header with some color

This is some body copy and a link thrown in there too

Slate #233240 Lavender 1200 #A366D1



Here is header with some color

This is some body copy and a link thrown in there too

Slate #233240 Salmon 1200 #E47267



Compliance

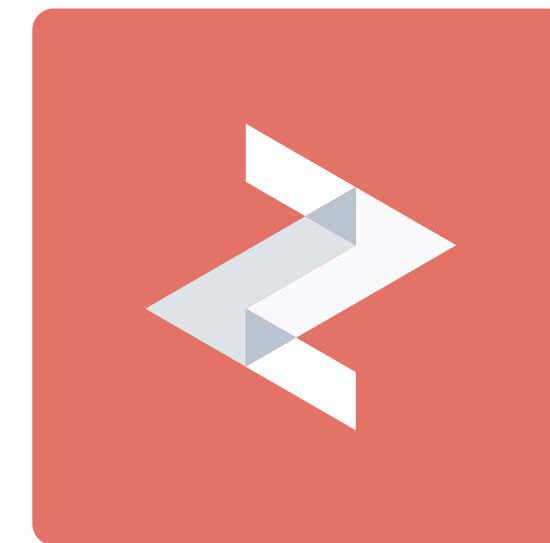
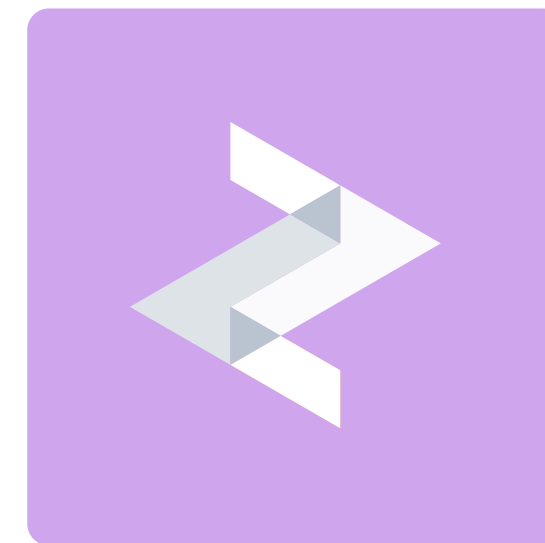
These are the color combinations that are WCAG accessibility compliant for use as background and text combinations. Please note this relates to fonts sized 18 or smaller, but do check with Content Marketing before going outside of these parameters.

17A08F										Aa
D0F6F2		Aa						Aa		Aa
005174	Aa		Aa				Aa		Aa	
F9CC60		Aa						Aa		Aa
F9A361								Aa		Aa
CEA5EE								Aa		Aa
E47267										Aa
FAFBFD		Aa						Aa		Aa
233240	Aa		Aa	Aa	Aa		Aa		Aa	
FFFFFF		Aa						Aa		Aa
000000	Aa	Aa		Aa	Aa	Aa	Aa		Aa	
17A08F	D0F6F2	005174	F9CC60	F9A361	CEA5EE	E47267	FAFBFD	233240	FFFFFF	000000



Logo mark on color

When using our logo mark on solid color backgrounds, consider these combinations as a guidance. Note that we will use the monochrome version on all solid colors except slate, slate mist, and cobalt. Teal mist will be the only brand color that uses the dark monochrome mark to meet contrast requirements.



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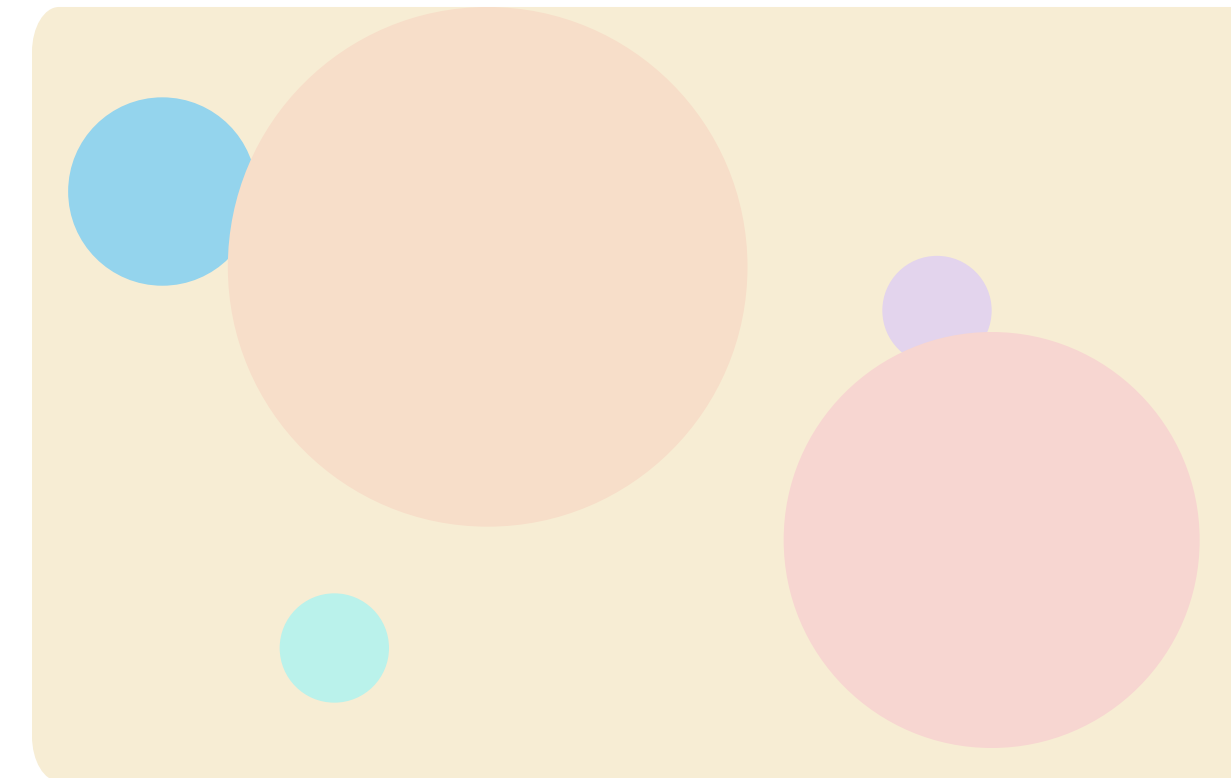
Honest



Misuse of color



Do not use secondary colors for text.



Do not use overly muted colors or overly dark colors only.



Do not create a gradient from our brand colors.



Do not use low-contrast text and background combinations.

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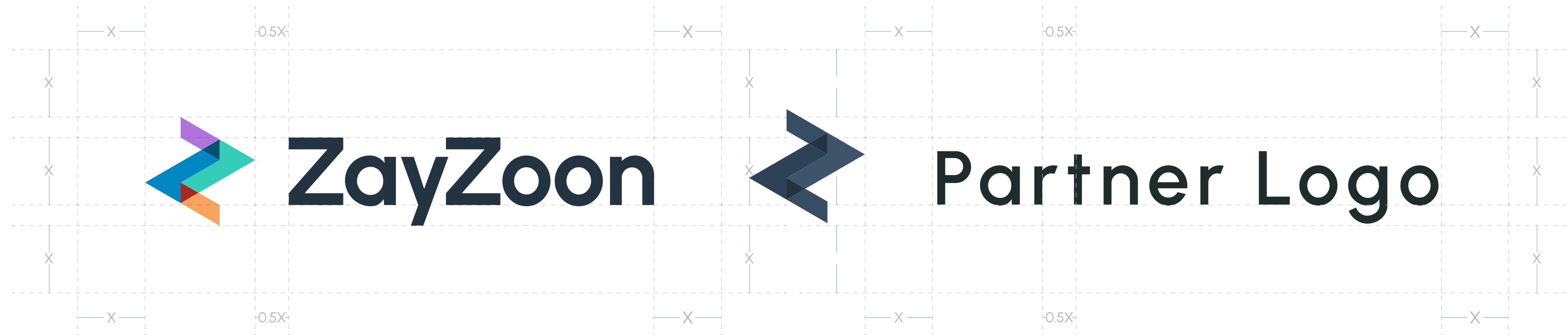
Cobranding



Cobranding

Whenever we're announcing a partnership or developing marketing materials in conjunction with our partners, it is essential to stick to a certain balance so both brand are represented equally.

When placing partner logos next to ours, ensure that the height of both is equal, and both logos have an equal amount of space in the design area.



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Questions?

If you've any questions about our brand and its elements, or have a design that needs reviewing, please contact our brand team or [submit a ticket](#).

