



Brand guidelines

The mark, the palette, the type and the rules that keep zerocon looking like one company across every surface it appears on.

Edition

Edition 1.0

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Owner

press@zerocon.io

Applies to

zerocon.io and every asset carrying the mark

What is in here

This document is a working reference, not a mood board. Sections 04 to 09 are rules: the mark is fixed artwork and may not be redrawn. Sections 10 to 13 are a system, so use the tokens as given. Sections 14 to 17 are guidance you should apply with judgement.

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If you only read one page. Use the supplied files, never redraw the zero, keep Zero Orange for emphasis rather than for body text, and leave one quarter of a mark height of clear space around the logo. Everything else in this document elaborates on those four sentences.

The brand in short

Name	zerocon
In running text	zerocon, one word, all lowercase, even at the start of a sentence. Never ZeroCon, ZERO CON, Zero-Con or Ocon.
In the logo	zerocon, the same lowercase word, as fixed artwork
The two lines	"Zero conflict, zero configuration" stays in English in both languages, because it carries the name. "Warehouse & production, unified" is the descriptive line and is translated.
Zero in Turkish	In brand voice the word stays English: zero bilinmeyen stok. Suffixes take an apostrophe and back rounded vowels: zerocon'u, zerocon'un, zerocon'a. Arithmetic keeps sıfırlanır.
Domain	zerocon.io
What it is	A warehouse management and production management platform on one system, from receiving dock to finished pallet, with every serial and lot traceable.

Why a zero

The mark is a zero because the promise is a number the customer wants to reach: zero unknown stock, zero untraceable lots, zero manual re-entry between the floor and the system. It is drawn as a heavy, slightly off centre ring, deliberately not a perfect circle, so it reads as something made rather than something generated.



The primary lockup. This is the artwork nearly every application should use.

The one non negotiable

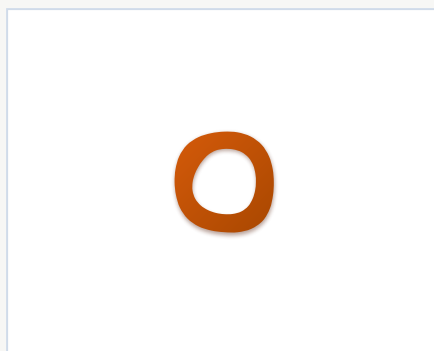
The zero is fixed artwork. It is never redrawn, re-traced, re-spaced, re-coloured or rebuilt from a font. If the file you need does not exist, ask for it rather than making it.

Where the brand shows up

Product	The application itself, in light and dark
Web	zerocon.io, in English and Turkish
Documents	Proposals, specifications, invoices, contracts
Sales	Decks, one pagers, trade fair panels
Email	Transactional mail, signatures, campaigns
Third parties	Partner sites, press, integration directories

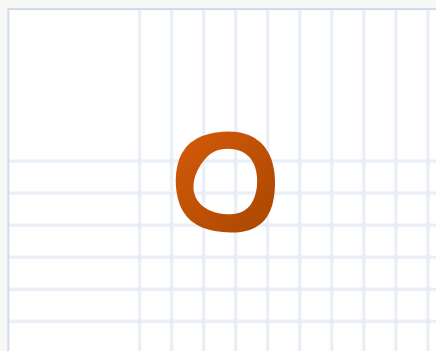
The mark

The zero works alone wherever the name is already obvious, such as an app icon, a favicon, an avatar or a slide corner. Everywhere else it travels with the wordmark.



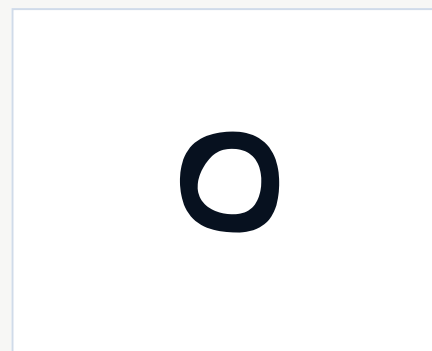
The mark

Zero Orange gradient on light backgrounds, with the soft contact shadow.



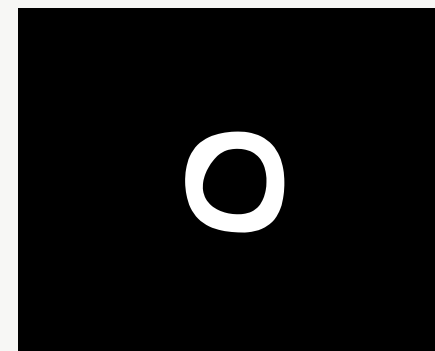
On its grid

Drawn on a 40 by 40 unit square. The outer silhouette and inner aperture are independent curves.



Solid ink

For single colour print, engraving, embroidery and fax grade reproduction.



Knockout

For dark, photographic or single colour dark backgrounds.

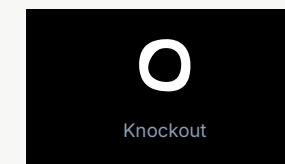
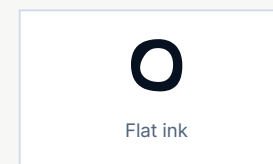
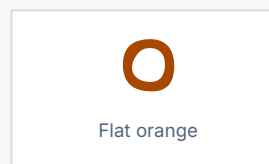
The gradient

The mark carries a fixed two stop linear gradient running corner to corner, top left to bottom right. The angle and both stops are part of the artwork and neither may be edited.

Stop 1	 #D45A0A, Zero Orange, at x1 0 y1 0
Stop 2	 #A84700, Deep Ember, at x2 1 y2 1
Shadow	 #57200C at 42% opacity, 0.75 unit blur, offset 0.15 and 0.85

When the gradient cannot print

Some processes cannot hold a gradient: one colour litho, screen print on fabric, laser etching, embroidery below 25 mm. In those cases use a flat fill of **Deep Ember #A84700** and drop the shadow entirely. Do not substitute a different orange, and do not fake the gradient with a halftone.



Clear space and size

The mark needs air. Nothing enters the exclusion zone: no text, no rule, no photo edge, no other logo.

Clear space

The exclusion zone is **one quarter of the mark's height** on every side, measured from the outer edge of the artwork. For the lockup, measure from the outer edge of the zero and from the end of the final letter.



Where space is genuinely tight, such as a dense partner strip or a mobile toolbar, the zone may fall to one eighth of a mark height. Never below that.

Minimum sizes

Below these sizes the aperture closes up and the mark turns into a blob. These are floors, not targets.

Lockup, screen	112 px wide
Lockup, print	28 mm wide
Mark alone, screen	20 px
Mark alone, print	7 mm
Favicon	16 px, using the dedicated favicon file rather than a scaled mark

28 mm



20 mm



14 mm



9 mm

 zerocon

too small

In the product

The header lockup is 112 px wide with 8 px of padding inside the clear space rule. The mark alone appears at 24 px in the collapsed sidebar and at 20 px in the mobile toolbar.

On documents

Top left, 28 mm wide, aligned to the text block, 15 mm from the trim on A4. Never centre the lockup on a page of left aligned text.

On screen at distance

For trade fair panels and signage, set the lockup so its height is at least one fiftieth of the expected viewing distance. At three metres that is roughly 60 mm.

Lockup and variants

Four approved constructions. Pick by context, then use the supplied file at that size. Do not assemble a lockup by hand.



Primary lockup [logo-lockup.svg](#) Default for web headers, documents, decks, invoices and signage.



Lockup, knockout [logo-lockup-dark.png](#) For dark interfaces, dark slides and photographic backgrounds.



Mark alone [logo-icon.svg](#) App icon, favicon, avatar and badge, anywhere the name is already present.



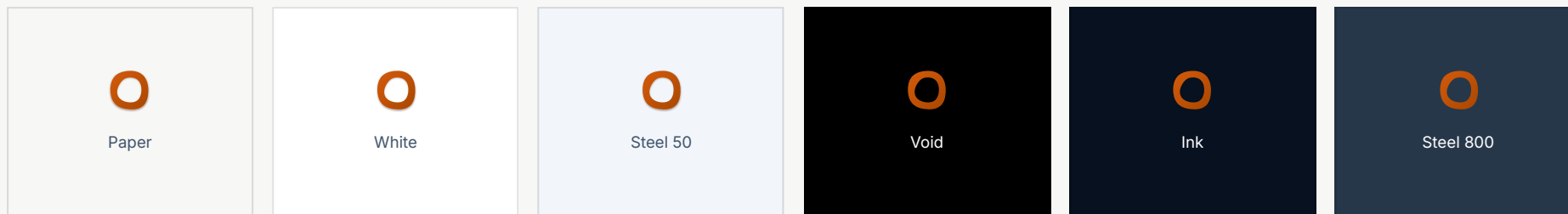
Single colour [on request](#) One colour print, etching and embroidery. Ink or knockout white only.

No stacked lockup, no tagline lockup, no monogram. These do not exist yet. If a layout needs one, request it from the brand owner. An improvised version will not match the spacing of the approved artwork.

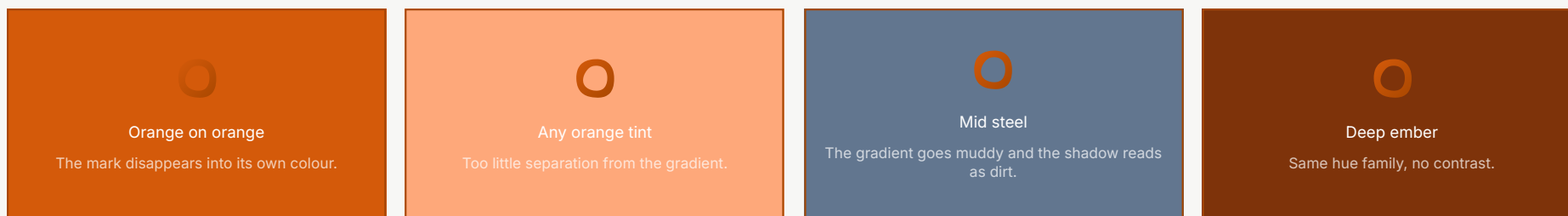
Backgrounds

The mark is approved on a short list of backgrounds. Anywhere else, put it on a solid Paper, White, Ink or Void panel first.

Approved



Not approved



On photography

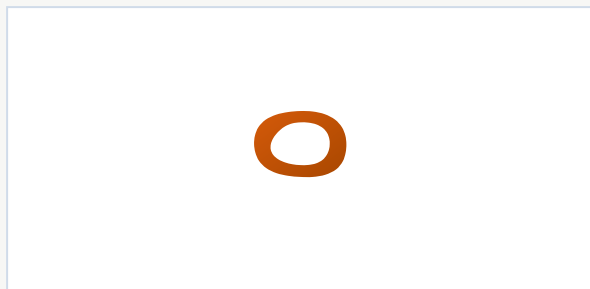
Only over a calm, evenly lit area with the subject well away from the artwork. If you cannot find one, place the knockout lockup on a solid Ink panel or a 70% Ink scrim rather than hunting for a gap.

The shadow

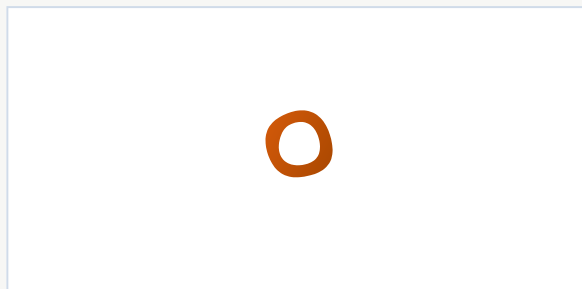
The contact shadow is for light backgrounds only. On Void, Ink and photography use the knockout artwork, which carries a faint white lift instead. Never stack a CSS or slide tool drop shadow on top of either.

Misuse

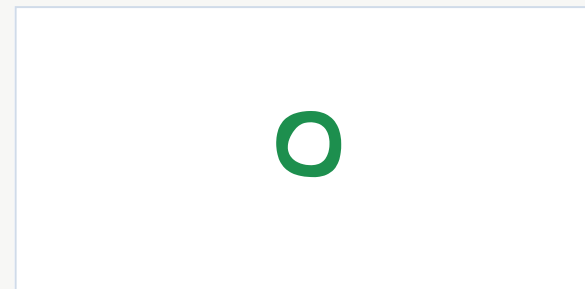
Every one of these has happened to a logo somewhere. None of them may happen to this one.



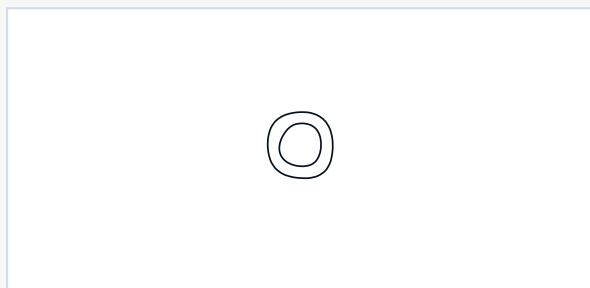
✗ Do not stretch or squash



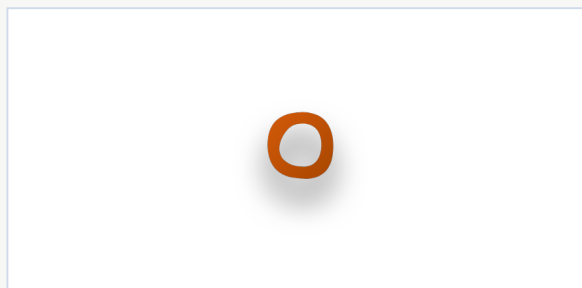
✗ Do not rotate



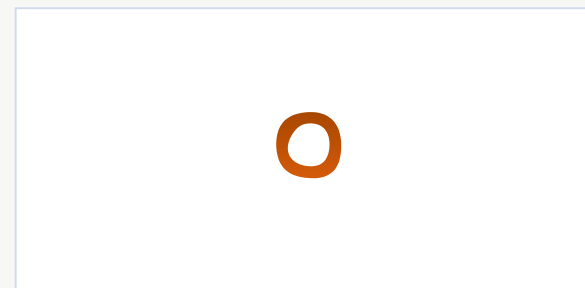
✗ Do not recolour



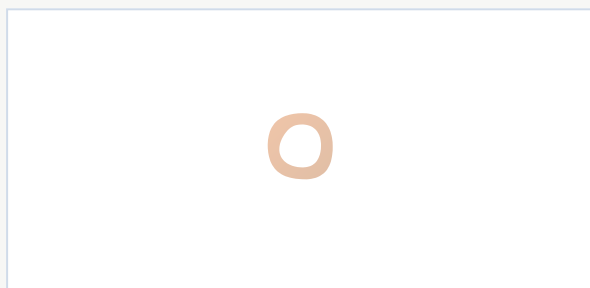
✗ Do not outline



✗ Do not add effects



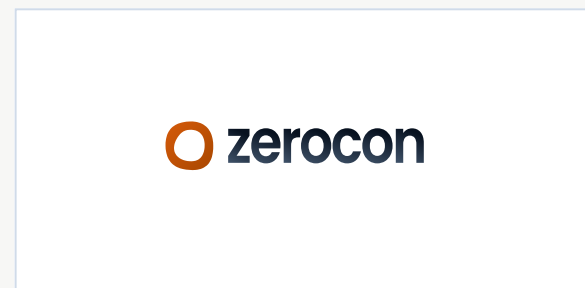
✗ Do not change the gradient angle



✗ Do not reduce opacity



✗ Do not put it in a box



✗ Do not letterspace the wordmark

This list is illustrative, not exhaustive. The underlying rule is simpler: use the supplied file, unmodified, at the size you need.

Other companies

The mark regularly appears next to somebody else's. Three situations, three sets of rules, and one policy that applies to all of them.

Co branding

When zerocon and one partner appear as equals, separate them with a hairline in Steel 300, one mark height tall. Scale to equal *optical* weight rather than equal width: the zero is a dense shape and looks large if matched literally.



zerocon sits on the left when zerocon is the supplier. It sits on the right when the other party is the host, for example on their event stage or their customer portal.

Partner and integration marks

Another company's mark may appear on zerocon.io only where the integration actually exists and is available to customers. A logo is a claim. Do not use one to signal an intention, a pilot or a conversation.

Equal optical weight

Match the cap height of the other wordmark, then step the zero back slightly if it still looks heavier. Two marks that measure the same rarely look the same, and the eye is the final judge.

Never build a combined mark

No merged logo, no zero holding another company's symbol, no shared wordmark. Co branding is two marks beside each other with a rule between them, and nothing more inventive than that.

When somebody asks

Send them the one page brand summary and the SVG files rather than a screenshot. Requests go to press@zerocon.io, which also keeps the record of who has been given permission.

Customer logo strips

Customer logos are set in a single flat Steel 400, at equal optical height, so that no customer outshouts another and the strip stays quiet against the page.

Customer Customer Customer Customer Customer

Monochrome Steel 400, equal optical height, at least one mark width apart.

Named customers need written permission

A customer name or logo goes on the site only once that customer has agreed in writing, and only for as long as the agreement holds. Placeholder names never ship. If the strip cannot be filled with real, permitted customers, remove the strip rather than populate it.

The same rule governs certifications, awards and result figures. If it cannot be evidenced, it does not appear. See section 14.

Core palette

Two primaries drawn straight from the mark, two secondaries drawn from the wordmark, and the two grounds they sit on. Everything else in the system is a tint or a shade of these.

Primary Zero Orange	Primary, text safe Deep Ember	Secondary Ink	Secondary Steel	Ground Paper	Ground Void
Hex #D45A0A	Hex #A84700	Hex #07111F	Hex #40536A	Hex #F7F7F5	Hex #000000
RGB 212, 90, 10	RGB 168, 71, 0	RGB 7, 17, 31	RGB 64, 83, 106	RGB 247, 247, 245	RGB 0, 0, 0
CMYK 0, 58, 95, 17	CMYK 0, 58, 100, 34	CMYK 77, 45, 0, 88	CMYK 40, 22, 0, 58	CMYK 0, 0, 1, 3	CMYK 0, 0, 0, 100
OKLCH 0.614 0.172 45.3	OKLCH 0.518 0.144 46.7	OKLCH 0.176 0.033 256.4	OKLCH 0.436 0.045 253.5	OKLCH 0.976 0.003 106.4	OKLCH 0.000 0.000 0.0
The signal colour. Emphasis, the mark, one action per screen.	Orange that passes AA on light backgrounds. Links, small type, button fills.	Headlines, body copy, the dark surface.	Supporting text, captions, borders, quiet interface.	The default light background. Warmer than white.	The dark background. True black, for contrast and cover art.

CMYK values are a starting point for coated stock. Always pull a proof before a production run. Zero Orange is a saturated colour and will shift on uncoated paper.

In code *light / dark*

--primary	#A84700 / #F38041
--foreground	#07111F / #F7F7F5
--background	#F7F7F5 / #000000
--muted-foreground	#40536A / #8A9DB4
--border	#D0DBE9 / #27374A

Why primary is Deep Ember

A token that fills buttons has to carry white text. White on Deep Ember is 5.89 to 1. On Zero Orange it is only 3.99 to 1. Deep Ember is the accessible member of the pair and is itself one of the mark's two gradient stops, so nothing is invented to get there.

What not to add

No second accent hue, no purple, no teal, no gradient other than the mark's own. If a chart or a diagram needs more than one colour, take further steps from the steel ramp before reaching outside the system.

Full ramps

Ten steps of orange, eleven of steel. Both ramps are generated in OKLCH so the lightness steps are perceptually even, and both pass through the logo's own colours rather than approximating them.

Orange

600 and 700 are the mark's two gradient stops. 900 is the mark's contact shadow.

Step	Hex	RGB	CMYK	On Paper
 50	#FEF3ED	254, 243, 237	0, 4, 7, 0	1.02 fail
 100	#FFE5D6	255, 229, 214	0, 10, 16, 0	1.12 fail
 200	#FFCBAE	255, 203, 174	0, 20, 32, 0	1.36 fail
 300	#FEA87A	254, 168, 122	0, 34, 52, 0	1.76 fail
 400	#F38041	243, 128, 65	0, 47, 73, 5	2.45 fail
 500	#E6691D	230, 105, 29	0, 54, 87, 10	3.06 AA large
 600	#D45A0A from the logo	212, 90, 10	0, 58, 95, 17	3.72 AA large
 700	#A84700 from the logo	168, 71, 0	0, 58, 100, 34	5.49 AA
 800	#7E330A	126, 51, 10	0, 60, 92, 51	8.28 AAA
 900	#57200C from the logo	87, 32, 12	0, 63, 86, 66	12.11 AAA

Steel

700 is the wordmark's light stop. 950 is Ink, its dark stop.

Step	Hex	RGB	CMYK	On Paper
 50	#F2F6FB	242, 246, 251	4, 2, 0, 2	1.01 fail
 100	#E5ECF5	229, 236, 245	7, 4, 0, 4	1.11 fail
 200	#D0DBE9	208, 219, 233	11, 6, 0, 9	1.31 fail
 300	#B4C3D6	180, 195, 214	16, 9, 0, 16	1.67 fail
 400	#8A9DB4	138, 157, 180	23, 13, 0, 29	2.59 fail
 500	#62768F	98, 118, 143	31, 17, 0, 44	4.34 AA large
 600	#50657E	80, 101, 126	37, 20, 0, 51	5.59 AA
 700	#40536A from the logo	64, 83, 106	40, 22, 0, 58	7.35 AAA
 800	#27374A	39, 55, 74	47, 26, 0, 71	11.31 AAA
 900	#132030	19, 32, 48	60, 33, 0, 81	15.33 AAA
 950	#07111F from the logo	7, 17, 31	77, 45, 0, 88	17.65 AAA

Reading the table

The last column is the contrast ratio against Paper. Anything marked *fail* is a surface or a border colour, never text. 50 to 200 are backgrounds, 300 to 500 are borders and dividers, 600 to 950 are text.

Light and dark are not mirrors

Dark mode is not the light ramp inverted. Text moves up the ramp, to Orange 400 and Steel 200, while surfaces move to Void and Steel 900. Check every pairing again rather than assuming the flip works.

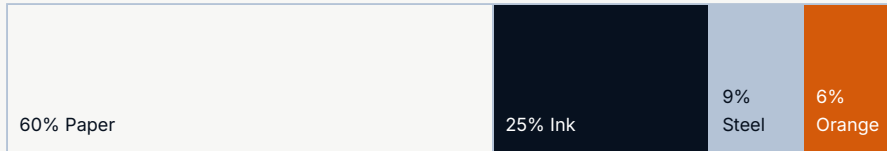
Between steps

Do not interpolate. If a design seems to need Orange 650, it needs a different step or a different element. The ramp is deliberately coarse so that files, code and print stay in agreement.

Colour in use

Orange is a signal. The moment everything is orange, nothing is, so the palette is deliberately weighted towards ink, steel and paper, with orange reserved for the one thing on a screen that matters most.

Proportion



A rough target, not a measurement. If a layout looks like it has more orange than this, it does.

The rules

- **Zero Orange is a surface, not a text colour.** At 3.72 to 1 on Paper it clears the bar for large text and non text interface elements only. For orange text at normal sizes, use Deep Ember.
- **Solid buttons are filled Deep Ember.** White on Zero Orange is 3.99 to 1 and fails AA. White on Deep Ember is 5.89 to 1 and passes.
- **One orange action per view.** A second orange button halves the value of the first.
- **Never orange text on an orange tint.** Use Ink on Orange 100 to 200.
- **Dark mode flips the ramp, not the hue.** Orange 400 on Void, not Orange 600.
- **4.5 to 1 is the floor** for any text a customer has to read.

Approved pairings

Aa	Ink on Paper Body copy, the default	17.65 AAA
Aa	Steel 700 on Paper Captions, secondary text	7.35 AAA
Aa	Deep Ember on Paper Links and small emphasis	5.49 AA
Aa	White on Deep Ember Solid buttons, the approved fill	5.89 AA
Aa	Paper on Ink Body copy, dark mode	17.65 AAA
Aa	Orange 400 on Void Emphasis, dark mode	7.97 AAA
Aa	Ink on Orange 200 Tinted notice panels	12.99 AAA
Aa	White on Zero Orange Not for buttons, see the rules	3.99 AA large

Functional colours

			
success #278A47	warning #DE9D16	danger #CC3333	info #337AB0

Functional colours are hue rotated at the same chroma as the brand ramps so alerts belong to the same family. They are for state, never for decoration.

Typography

Four families, each with one job. Three of them are the families the product already ships with, so a document and the application never disagree.

Sora

Aa Bb Ğğ İi Şş 0123456789

Headings. Geometric, slightly technical, tightens well at large sizes. Weights 400 to 700. Always sentence case.

Inter

Aa Bb Ğğ İi Şş 0123456789

Body and interface. Every paragraph, table, form and label. Weights 400 to 600. Tabular figures for columns of numbers.

JetBrains

Aa Bb Ğğ İi Şş 0123456789

Code and data. API examples, file names, serials, lot numbers, tokens. Weights 400 and 500 only.

Anta

Aa Bb Cc 0123456789

Accent only. Section numbers, page numbers and the odd piece of data furniture. Never headings or running text.

The scale

Sample

Zero unknown stock

Zero unknown stock

Zero unknown stock

Zero unknown stock

Zero unknown stock

Zero unknown stock

Zero unknown stock

Zero unknown stock

Step	Family	Size	Leading	Used for
Display	Sora 600	40 pt	1.02	Cover and section openers
H1	Sora 600	28 pt	1.08	Page titles
H2	Sora 600	24 pt	1.15	Section headings
H3	Sora 600	17 pt	1.25	Sub headings
Lead	Inter 400	15 pt	1.5	Standfirsts and intros
Body	Inter 400	12 pt	1.6	Default running text
Small	Inter 400	10 pt	1.5	Captions and table data
Micro	Inter 500	8.5 pt	1.4	Labels and legal

Sentence case everywhere. Headings, labels, buttons and table headers are sentence case. Never set type in all capitals for emphasis, change the weight or the colour instead. **Fallbacks:** where Sora and Inter cannot be embedded, fall back to Helvetica, Arial, then the system sans. Never substitute a display face.

Voice

The visual identity is only half the brand. These four traits govern product copy, the website, email, documentation and support replies alike.

Precise

We deal in serials, lots and timestamps. Write with the same accuracy.

Write

Every movement is recorded against a lot and a serial.

Not

Total, end to end visibility across your entire operation.

Plain

Warehouse and production people are the readers. Write for them, not for a procurement committee.

Write

Scan the pallet. The count updates.

Not

Leverage synergistic workflow orchestration.

Grounded

Claim what the product does today. Nothing else.

Write

zerocon runs receiving, put away, picking and production orders.

Not

The industry's leading AI powered platform, trusted by thousands.

Calm

The customer is often mid shift and mid problem. Do not add noise.

Write

That lot is on hold. Here is why, and who released it.

Not

Oops! Something went wrong!!

Where the tone flexes

Product tours and marketing pages can be warmer and shorter. Security, legal, pricing and incident communication stay sober and complete. The voice does not change, the temperature does.

The claims rule

Never publish a capability, certification, customer name or result that cannot be evidenced. If a feature is not shipped, do not write about it in the present tense. This applies to the website, to decks and to this document.

Punctuation

No em dashes and no en dashes in zerocon copy. Use a comma, a colon, a full stop or brackets. Write ranges with "to" or a plain hyphen. It keeps translation between English and Turkish clean and keeps the writing direct.

Imagery

zerocon has no illustration style and does not use stock photography. What it does have is a documentary approach to photographs and a strict diagram style.

Photography

Photograph real operations: the racking, the dock, the line, the people working it. Wide, evenly lit, shot at eye level or slightly above. Let machinery and racking provide the geometry rather than adding graphic overlays.

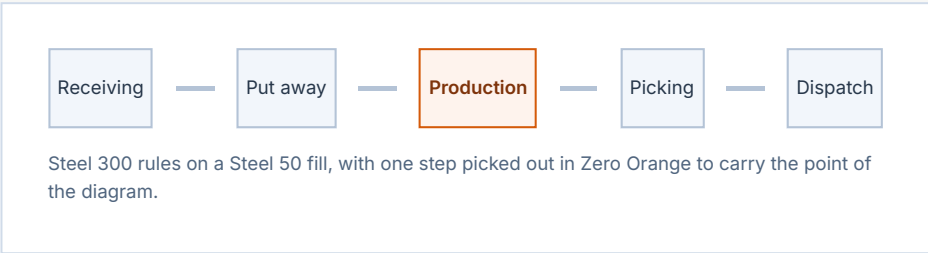
Subject	Real sites and real work, never a staged office
Light	Available light, cool and even, no hard colour cast
Colour	Cool and desaturated, so orange stays the only warm accent
People	At work and unposed. No eye contact with the camera
Treatment	None. No filters, no duotone, no orange overlay
Text on image	Only over a 70% Ink scrim, never over the raw photo

Ratios 16 by 9 for heroes, 4 by 3 for cards, 1 by 1 for avatars

Never use: handshakes, boardrooms, glowing globes, circuit board abstractions, robot hands, or anything captioned "AI". If a real photograph is not available, use a diagram or nothing at all.

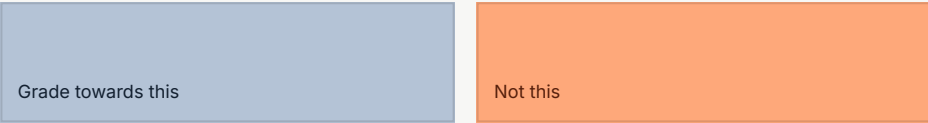
Diagrams

Diagrams are the default when a photograph would be decoration. Draw them with the steel ramp, one orange emphasis, hairline rules and no shadows. Sora for the labels, Inter for the annotations.



Colour in images

An image that is already warm will fight the mark. Grade towards the steel end before placing any zerocon artwork on it.



Iconography

One icon set, drawn on one grid, at one stroke weight. Icons label things and signal state. They are never decoration and never a substitute for the mark.



Inventory



Receiving



Scan



Lot



Production



Traceable

The spec

Set	Lucide, as shipped in the product
Grid	24 by 24 units
Stroke	1.75 units, round cap, round join
Fill	None. Icons are outlines
Colour	currentColor, so an icon inherits its text colour
Sizes	16, 20, 24 and 32 px. Nothing between

The six above are drawn to this spec as a reference for anyone commissioning a new icon. Take the real ones from the product rather than redrawing them from this page.

Colour and state



Rest, Steel 700



Hover, Ink



Active, Deep Ember



Dark, Steel 300

Rules

- **Never mix icon sets.** A second set is visible immediately, even to people who cannot say why.
- **Never fill an icon** to create emphasis. Change the colour.
- **Never use the mark as an icon.** The zero means the company, not a feature.
- **Pair an icon with a label** wherever the meaning is not obvious to a new operator on their first shift.

Commissioning a new icon

Check the set first, because most needs are already covered. If one is genuinely missing, draw it on the 24 unit grid at 1.75 stroke and send it to the brand owner before it ships.

Icons in print

Below 8 mm the 1.75 stroke fills in on uncoated stock. Step up to 2 units of stroke, or drop the icon and use the label alone.

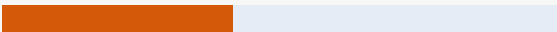
Not icons

Flags, emoji, screenshots of buttons and clip art are not part of the system. Country flags in particular are a language selector, not a decoration.

Motion

Motion exists to explain a change of state. If an animation is not telling the user what just happened or what is about to, it should not be there.

Durations

Micro		150 ms
Standard		250 ms
Entrance		550 ms
Large		400 ms

Micro	Hover, focus, checkbox, small state change
Standard	Dropdown, tooltip, tab change, toast
Entrance	Section reveal on scroll, the app's item variant
Large	Drawer, modal, full surface transition

Easing



cubic-bezier(0.16, 1, 0.3, 1) for everything that enters or settles. It starts fast and lands softly, which reads as responsive rather than sluggish. Exits use the same curve reversed. Never use linear except for the spinner.

Rules

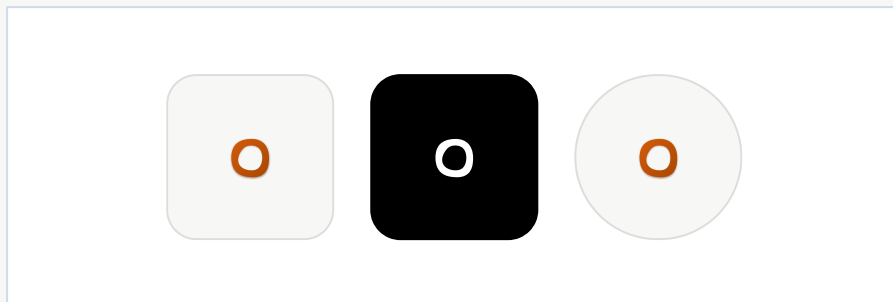
- **At most two animated calls to action per page**, and never one in the sticky header. Animation in a header that is always on screen becomes noise within a minute.
- **Reduced motion must be honoured.** Under prefers-reduced-motion every offset and stagger collapses to zero. Opacity may remain.
- **Stagger is 100 ms** between items in a list or grid, and stops after roughly six items. Beyond that it reads as a delay.
- **Nothing loops** except the loading spinner. No pulsing badges, no drifting backgrounds behind text.
- **The mark rotates in exactly one place:** the supplied spinner component. It does not spin, bounce or pulse anywhere else.
- **Motion never carries meaning alone.** If a state change matters, it must also be visible in colour, text or position.

In code

The vocabulary lives in `lib/motion.ts`: `EASE`, a container stagger and an item fade up, all reduced motion aware. Use those rather than writing new timings into a component.

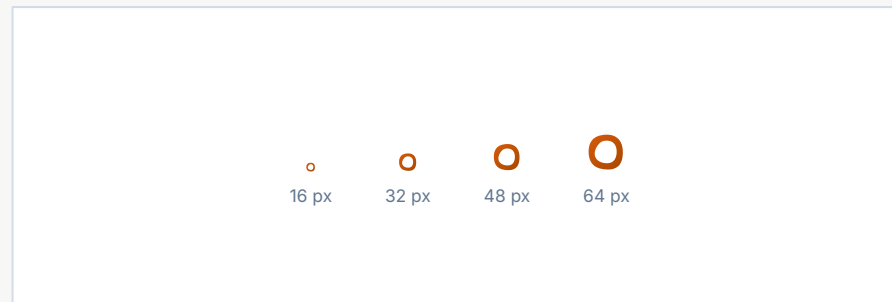
Applications

How the system resolves on the surfaces the brand actually appears on.



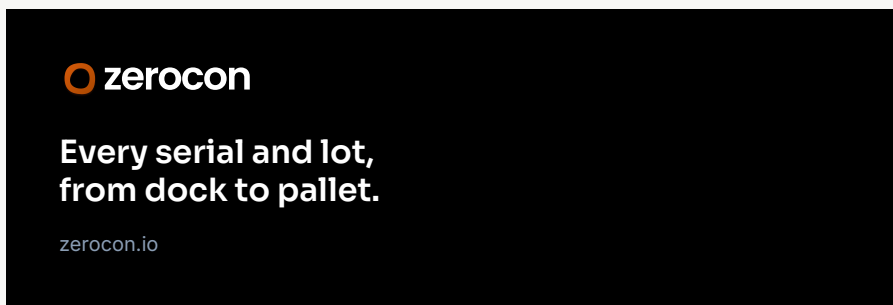
App icon and avatar

Mark alone, centred, at 68% of the tile width. Square tiles for app stores, round for social avatars.



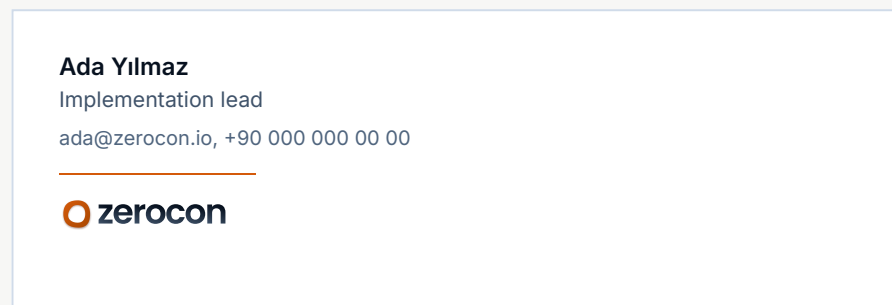
Favicon

Use the dedicated file. At 16 px the shadow is dropped and the aperture is widened so the ring does not fill in.



Social card

1200 by 630. Void ground, knockout lockup top left, one line of Sora, the domain in Steel 400. No stock photography.



Email signature

Inter throughout at 12 and 10 pt, Ink and Steel 700. Lockup at 84 px. No quotes, no images beyond the lockup, no environmental footer.

Slides

Title slides on Void with the knockout lockup. Content slides on Paper with the mark alone at 14 mm, bottom right. See the separate slide master for the six approved layouts.

Print documents

Lockup top left at 28 mm, Inter at 10 on 14 pt for body, Steel 700 for captions, and a Zero Orange 0.4 mm rule to separate the header. Page numbers in Anta.

Merchandise and signage

Single colour artwork only below 25 mm. On fabric, knockout white on a dark garment reproduces most reliably. Avoid printing the gradient on textiles.

Assets and contact

The files

logo-lockup.svg	Primary lockup, adapts to light and dark
logo-lockup-light.png	Lockup for light backgrounds, raster
logo-lockup-dark.png	Lockup for dark backgrounds, raster
logo-icon.svg	Mark alone
logo-light.svg, logo-dark.svg	Mark, fixed light and dark
favicon.svg, favicon.ico	Browser icons
apple-touch-icon.png	iOS home screen, 180 px
icon-maskable.svg	Android adaptive icon
web-app-manifest-*.png	Progressive web app icons, 192 and 512 px

Artwork and colour are generated from components/brand/mark.ts. That file is the source of truth. This document follows it, never the other way round.

Not yet defined

Sound, video treatment and exhibition systems are not covered by this edition. Until they are, keep to the type, colour and layout rules above.

Also published

A one page summary for partners and press, and a slide master with six approved layouts. Both are generated from this same source, so all three stay in agreement.

Reporting a problem

If you find the mark used incorrectly, whether internally, by a partner or in the press, send the URL or a photograph to press@zerocon.io. Corrections are handled as a request, not a complaint.

Asking for something

If you need an application this document does not cover, such as vehicle livery, an exhibition stand, a stacked lockup or a co branded lockup with a partner, ask before you make it.

Brand and press	press@zerocon.io
General	info@zerocon.io
Web	zerocon.io

Third parties

Partners, resellers and press may use the primary lockup, unmodified, to refer to zerocon. The mark may not be used to imply endorsement, integration or certification that has not been agreed in writing, and may not be incorporated into another company's logo.

Version

Edition 1.0, issued August 2026. Supersedes all earlier zerocon brand material. Check with the brand owner before working from an older file.