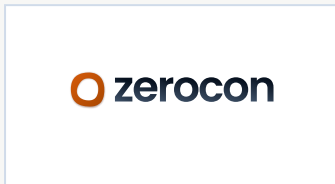


zerocon brand, in one page



For partners, resellers and press. The full reference is the zerocon brand guidelines, Edition 1.0. If anything here conflicts with a request you have received by email, the guidelines win.

The logo

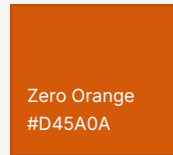


Use the primary lockup on light backgrounds and the knockout version on dark ones. The mark may appear alone only where the name is already present, for example an avatar.

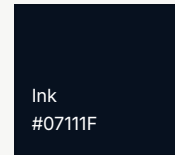
Clear space and size

Leave one quarter of a mark height clear on all four sides. Never place the lockup below 112 px or 28 mm wide, or the mark alone below 20 px or 7 mm.

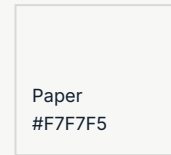
Colour



Zero Orange
#D45A0A



Ink
#07111F



Paper
#F7F7F5

Zero Orange is the mark's own colour and the brand's only accent. Deep Ember #A84700 is the text safe version for links and buttons. Steel #40536A carries secondary text.

Type

Sora for headings, Inter for body and interface, JetBrains Mono for code and data, all in sentence case. Where they cannot be embedded, fall back to Helvetica or Arial.

You may

- Use the supplied lockup, unmodified, to refer to zerocon
- Scale it, as long as it stays above the minimum size
- Use the knockout version on a dark or photographic background
- Place it beside your own mark at equal optical weight

You may not

- Redraw, re-space, re-colour or rebuild the zero from a font
- Rotate, stretch, outline or add effects to any part of it
- Imply endorsement, partnership, integration or certification that has not been agreed in writing
- Incorporate the mark into your own logo or product name