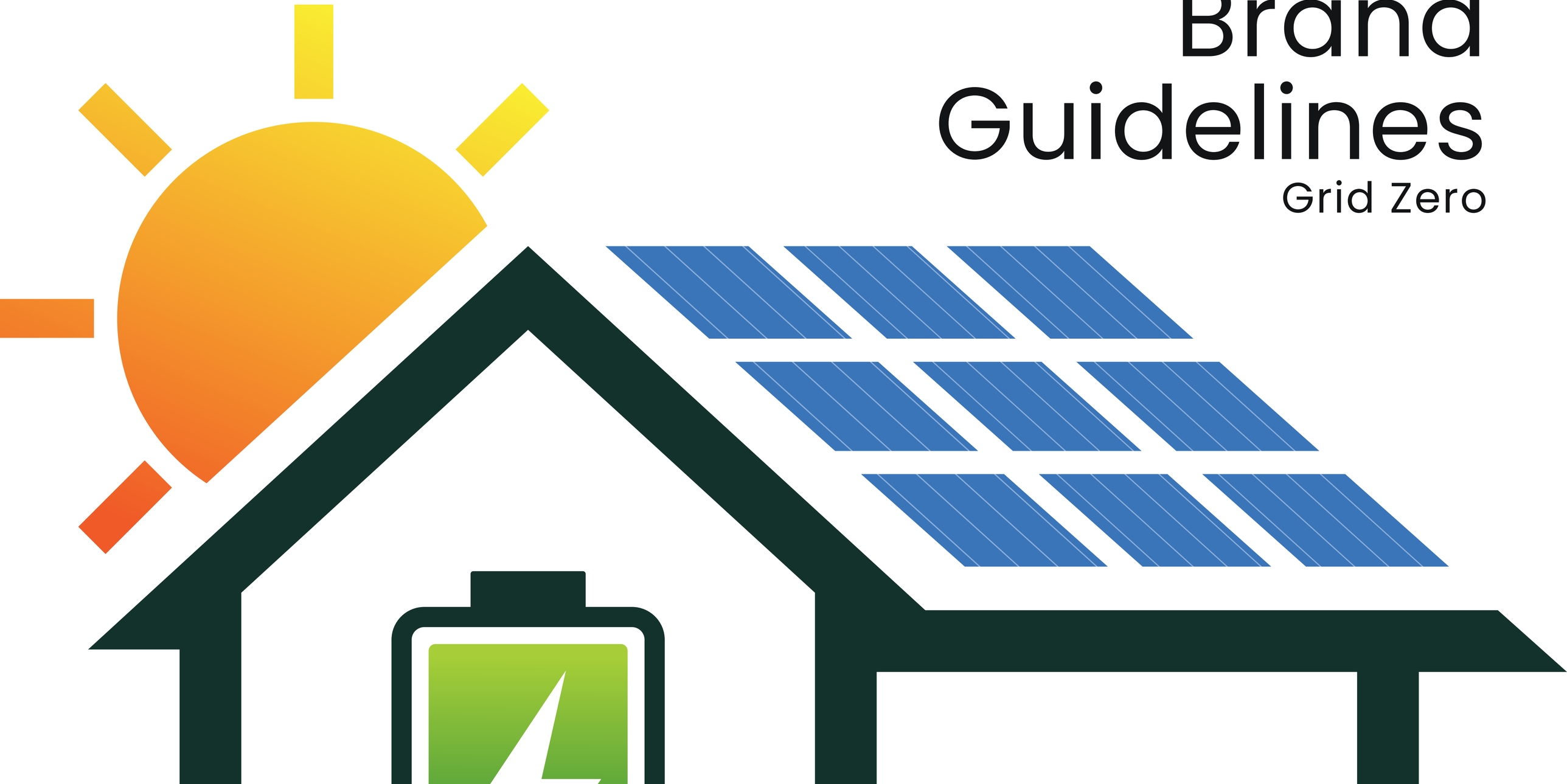
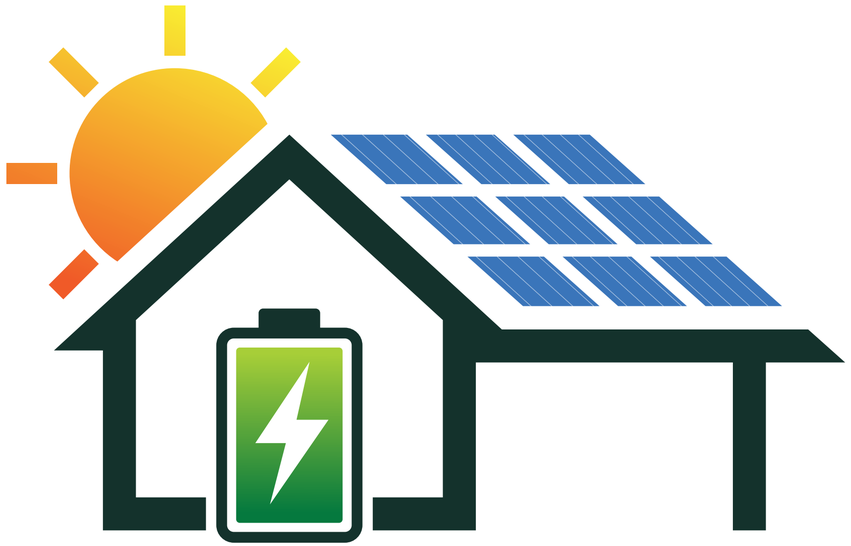
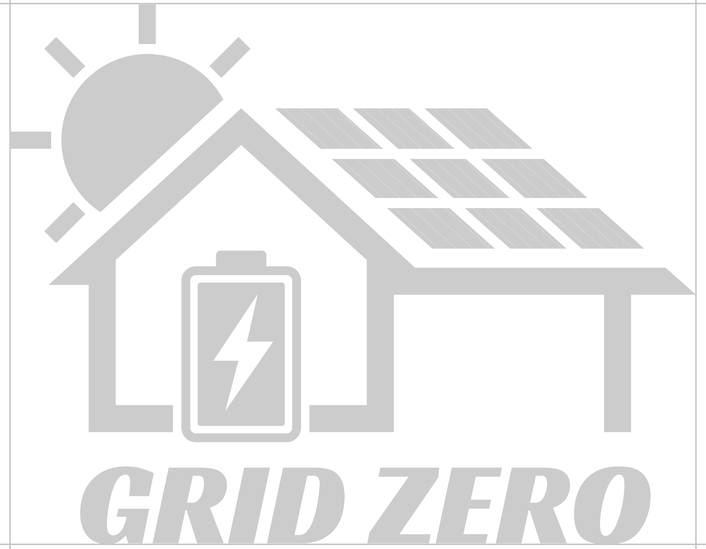
Brand Guidelines

Grid Zero



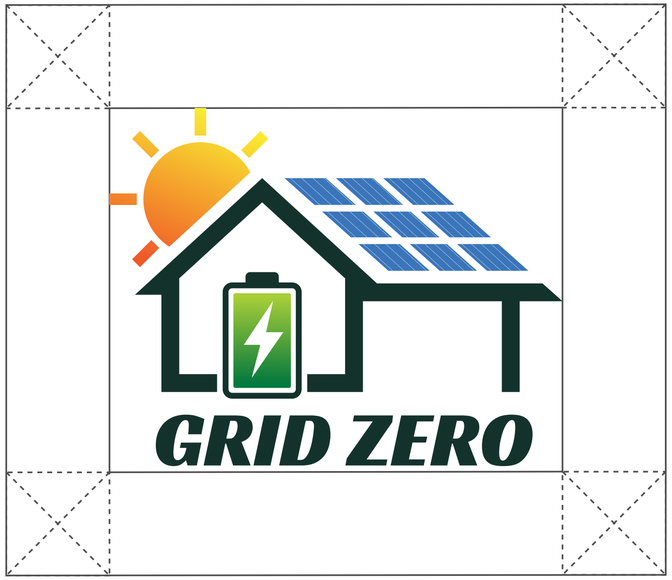


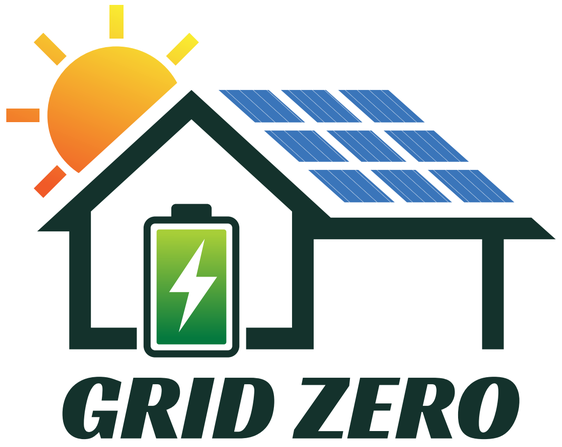
Primary Logo

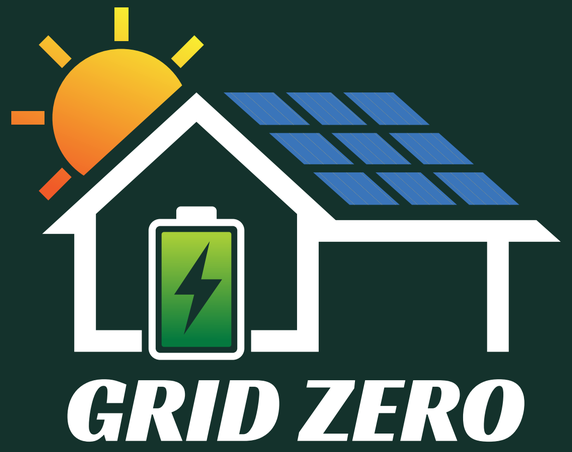


Primary logo Construction

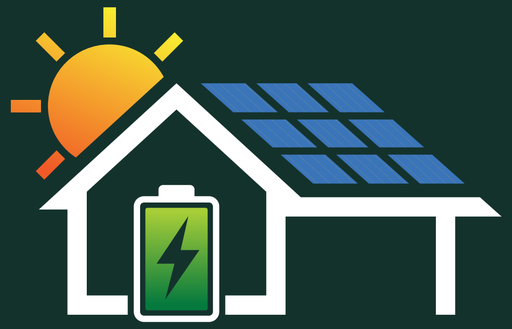
When you place our logo in a design, please make sure you give it room to breathe; we call this “clearspace.” Always leave a clearspace area equal to the cap height of the logotype “LOGO.” Logo artwork comes with the clearspace dimensions included in the art board size.

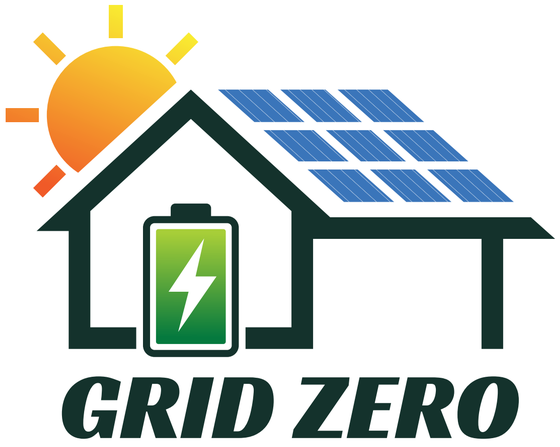


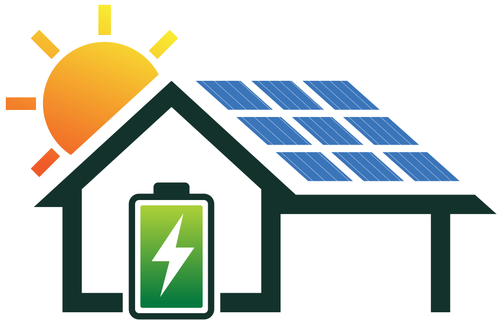


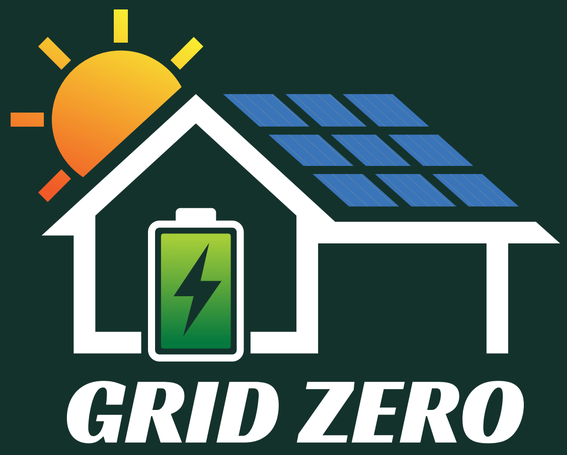


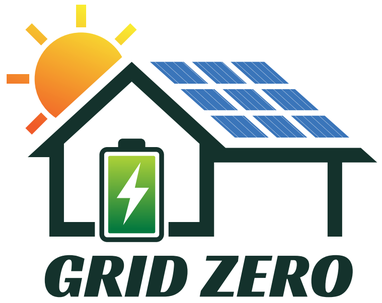
Different Backgrounds Logo



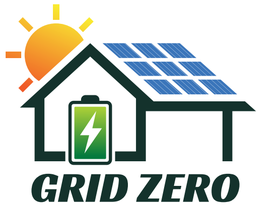

GRID ZERO




GRID ZERO



70mm | A2



45mm | A3

30mm | A4/A5

Minimum Size

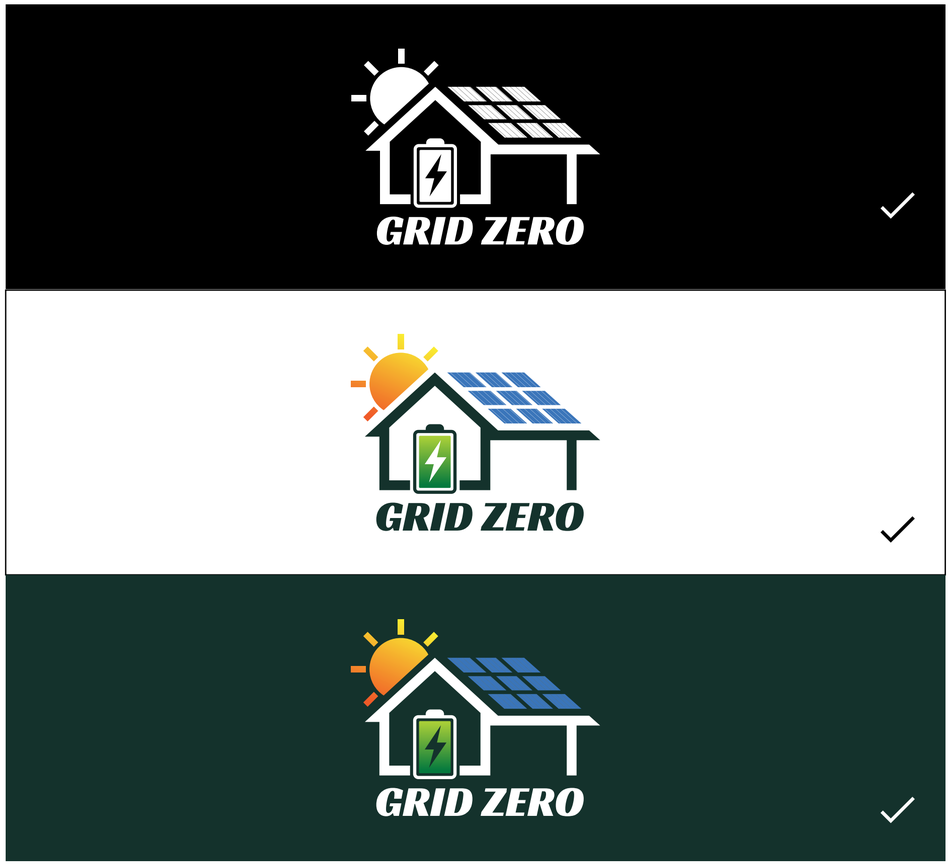
20mm | 30px

Icon

SocialMediaIcon

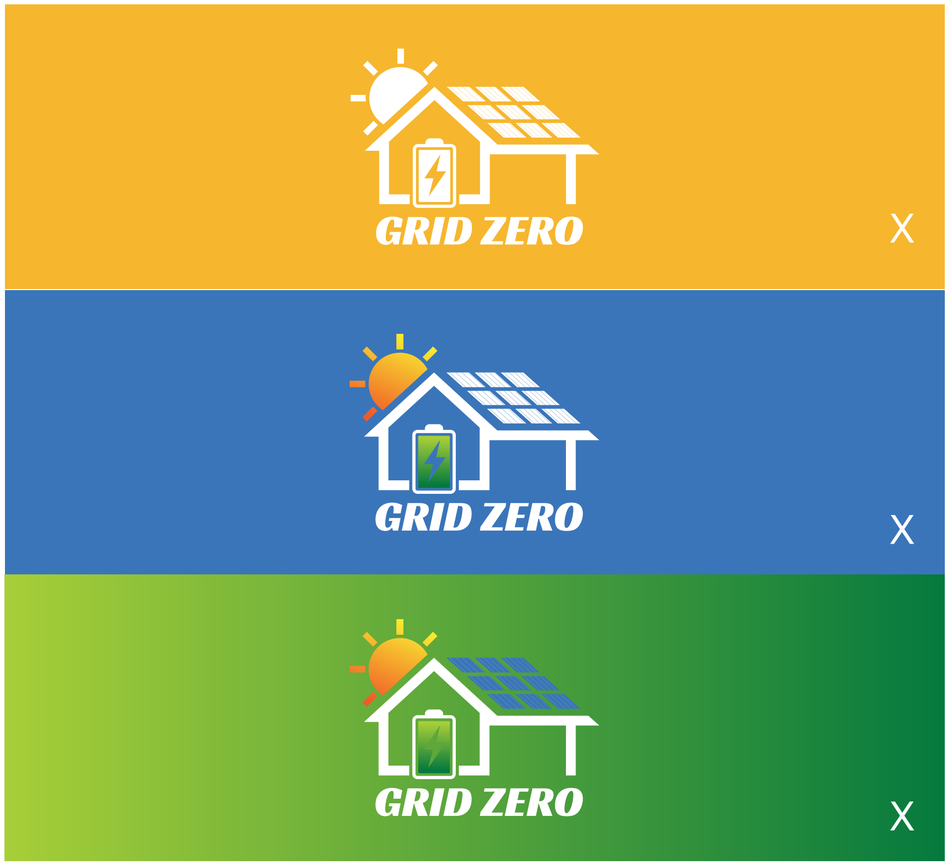
App Icon / Favicon

Do’s



Use a background logo combination with high contrast

Don’t

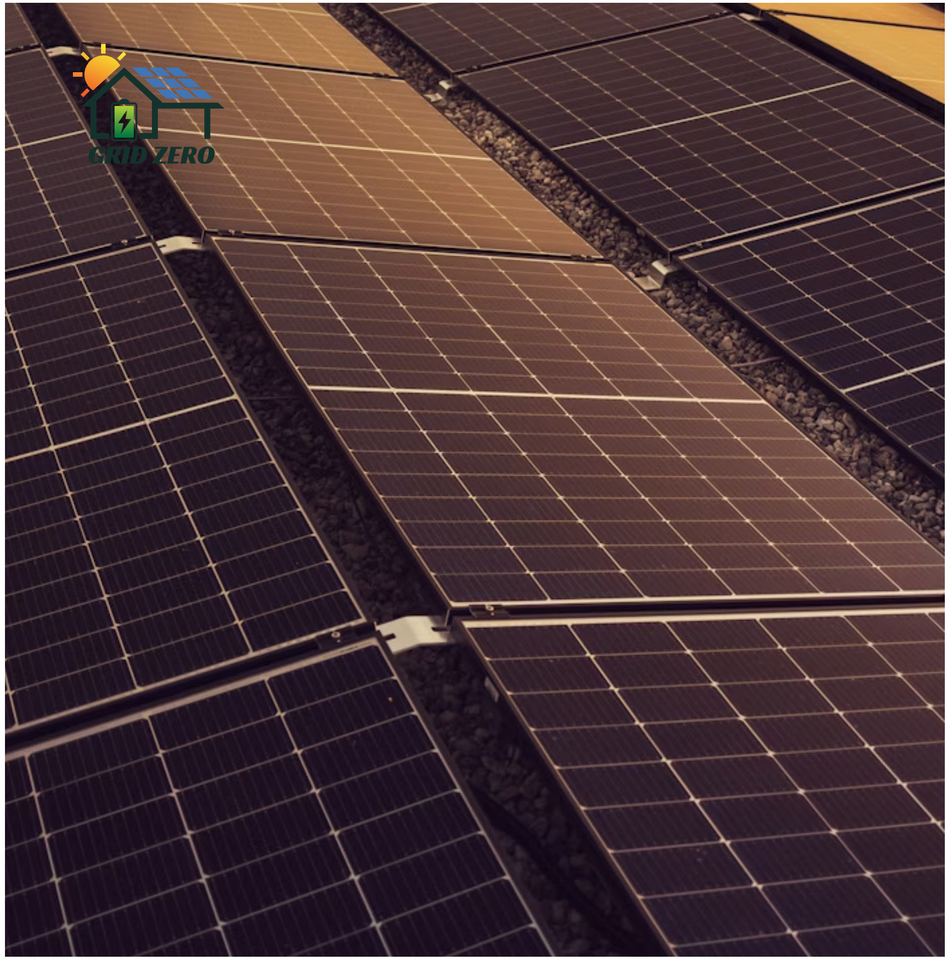


Don't use a logo that is a similar color as the background

Do’s

Do put the logo in an empty space with contrast between logo and background

Don’t



Don't put the logo over an image that lowers the contrast / visibility

Logo on Image

DO

Do leave space between the logo and the edge of document or post

DON'T

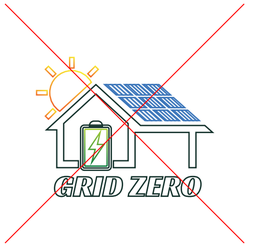
Don't put the logo right up to the edge of document or post

Clearspace

DO NOT change the logo's orientation or rotation

DO NOT disproportionately scale the logo

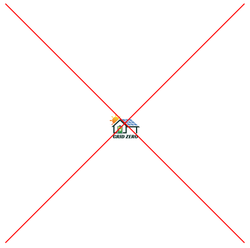
DO NOT change the logo's colors



DO NOT display the logo as an outline

DO NOT display the logo in a different configuration

DO NOT add special effects to the logo



DO NOT make the logo too small to read

DO NOT display the logo with limited legibility

HEX #14322C
RGB 20, 50, 44
CMYK 84, 55, 69, 63

HEX #F9EB31
RGB 249, 235, 49
CMYK 5, 1, 91, 0

HEX #F05A28
RGB 240, 90, 40
CMYK 0, 63, 83, 6

HEX #3A75BA
RGB 58, 117, 186
CMYK 69, 37, 0, 27

HEX #04793E
RGB 4, 121, 62
CMYK 97, 0, 49, 53

HEX #A7CE38
RGB 167, 206, 56
CMYK 19, 0, 73, 19

COLOR PALETTE

Racing Sans One

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#$%^&*()_+

Poppins

Poppins - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()_+

Poppins - SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()_+

Poppins - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()_+

Poppins - ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()_+

The typographic hierarchy of Grid Zero structures information clearly and guides the reader’s attention across all brand communications.

By using consistent variations in size, weight, and spacing, it creates a clear visual order and improves readability.

This hierarchy ensures that headlines, supporting text, and body copy work together cohesively, allowing information to be understood quickly and intuitively across digital and print applications.

H1
Primary Title

PRIMARY TITLE

Racing Sans One

H2
Mini Title

MINITITRE

Racing Sans One

H3
Subtitle

Subtitle

Poppins - semi-bold or bold.

B1
Body Text

Grid Zero is a modern solar energy company built around clarity, reliability, and intelligent power solutions. It approaches rooftop solar with a system-first mindset, delivering thoughtfully engineered installations that balance performance, durability, and long-term value.

Poppins - Normal or Medium

1.611 Post

75.8K Followers

678 Following

GRID ZERO

#gridzero

Follow | Message | Call

Social Media

RGB

(RED, GREEN, BLUE) COLOR MODE IS FOR ANYTHING THAT IS COMPUTER-BASED DESIGN. THIS INCLUDES WEBSITES, APPS, BANNER AD AND ANY OTHER DESIGN CREATED FOR ELECTRONIC USE.

Raster

RASTER IMAGES ARE MADE UP OF A SET GRID OF DOTS CALLED PIXELS, WHERE EACH PIXEL IS ASSIGNED A COLOR VALUE. UNLIKE A VECTOR IMAGE, RASTER IMAGES ARE RESOLUTION DEPENDENT. WHEN YOU CHANGE THE SIZE OF A RASTER IMAGE, YOU SHRINK OR STRETCH THE PIXELS THEMSELVES, WHICH CAN RESULT IN A SIGNIFICANT LOSS OF CLARITY AND PRODUCE VERY BLURRY IMAGES..

Lossy

LOSSY IMAGE FORMATS APPROXIMATE WHAT YOUR ORIGINAL IMAGE LOOKS LIKE. FOR EXAMPLE, A LOSSY IMAGE MIGHT REDUCE THE AMOUNT OF COLORS IN YOUR IMAGE OR ANALYZE THE IMAGE FOR ANY UNNECESSARY DATA. THESE CLEVER TECHNICAL TRICKS WILL TYPICALLY REDUCE THE FILE SIZE, THOUGH THEY MAY REDUCE THE QUALITY OF YOUR IMAGE.

CMYK

(CYAN, MAGENTA, YELLOW, BLACK) COLOR MODE IS USED FOR PRINT DESIGN. THIS INCLUDES LOGOS, BUSINESS CARDS, STATIONARY, ILLUSTRATION, PACKAGING AND ANY OTHER DESIGNS USED FOR PRINT.

Vector

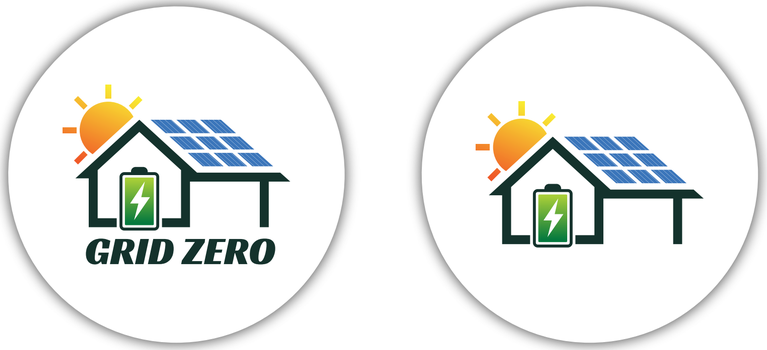
VECTOR IMAGES ARE MADE UP OF POINTS, LINES, AND CURVES THAT CAN BE INFINITELY SCALED WITHOUT ANY LOSS IN IMAGE QUALITY.

Lossless

LOSSLESS IMAGE FORMATS CAPTURE ALL OF THE DATA OF YOUR ORIGINAL FILE. NOTHING FROM THE ORIGINAL FILE, PHOTO, OR PIECE OF ART IS LOST—HENCE THE TERM "LOSSLESS." THE FILE MAY STILL BE COMPRESSED, BUT ALL LOSSLESS FORMATS WILL BE ABLE TO RECONSTRUCT YOUR IMAGE TO ITS ORIGINAL STATE.

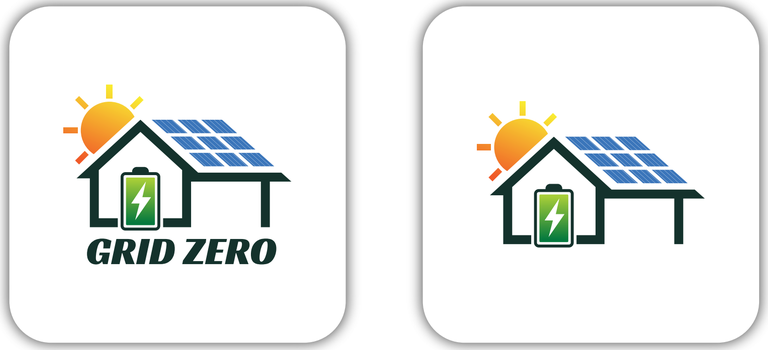
Brand Icon

FAVICON

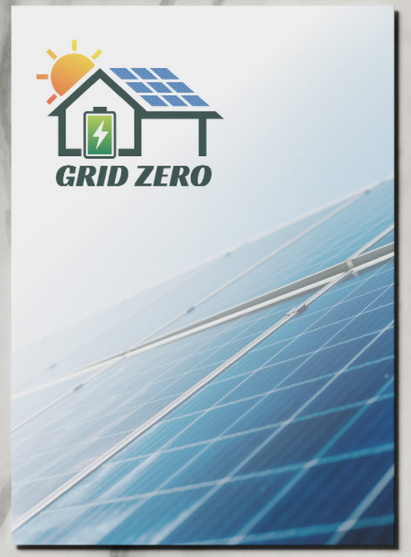


It needs to scale from massive screens right down to an icon that can be as small as 16 x 16 pixels, known as a favi-con. A great example of favicon design is the Google logo. ... The favicon can also be seen as a shortcut icon, a tab icon or a bookmark icon, so it needs to look the part.

APPICON



An app icon is a visual anchor for your product. You can think of it as a tiny piece of branding that not only needs to look attractive and stand out, but ideally also communicate the core es-sence of your application.Icon design and logo design are not the same thing.


GRID ZERO

GRID ZERO

Your Name
PARTNER & FOUNDER
sales@gridzero.com
+123-45-6789
www.gridzero.com
1665 smith roadtucker, ga 30084

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GRID ZERO

GRID ZERO

THANK YOU

GRID ZERO
BRAND GUIDELINES

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Branding Studio