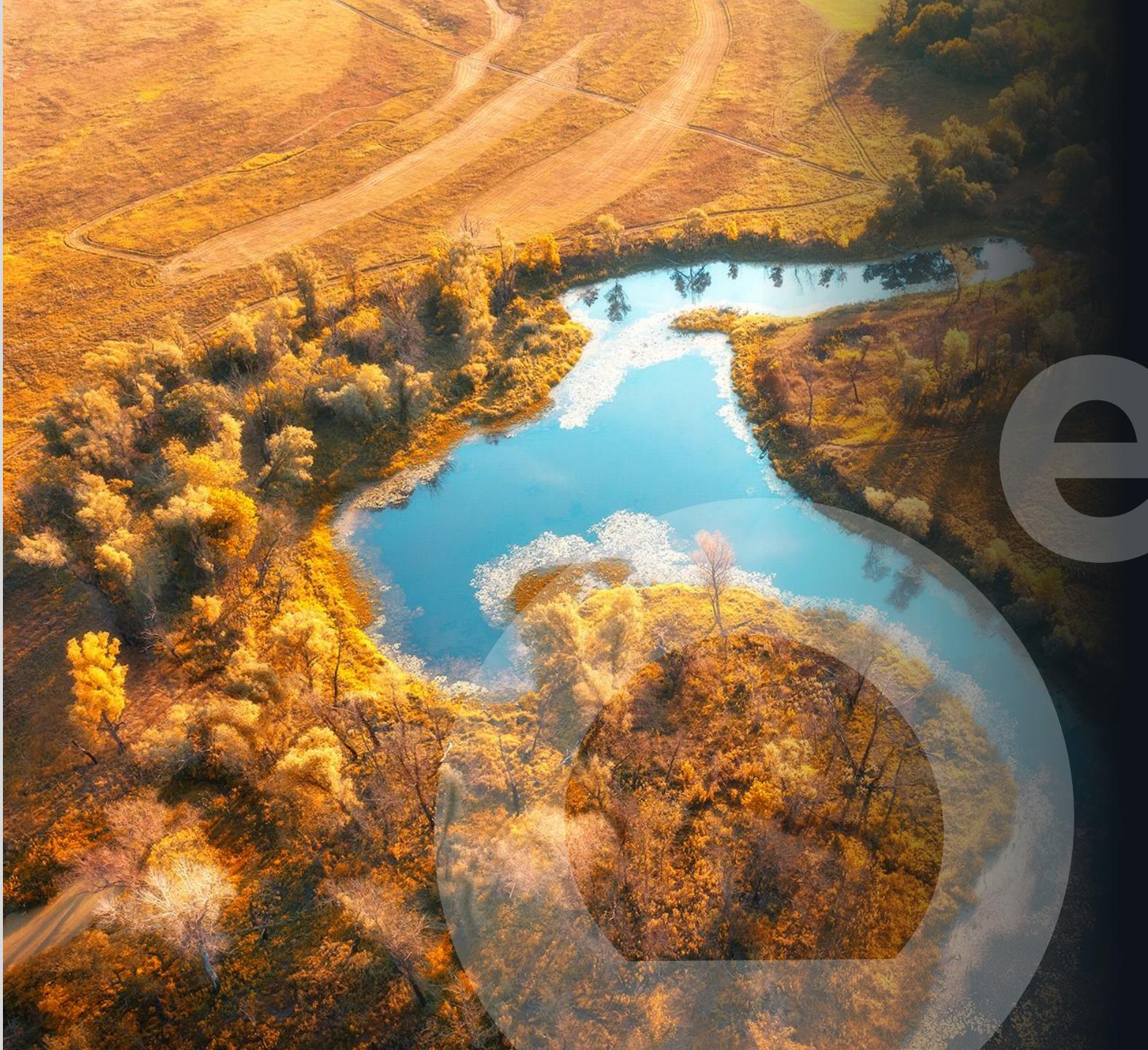


The background image is an aerial photograph of a lush green forest on the left and a dark blue, textured body of water on the right. A white circular graphic is positioned in the lower right foreground, containing a smaller circular image of the same forest and water scene.

zero<sup>e</sup>

BRAND GUIDELINES

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# Contents

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DI



# Introduction

We are a climate tech company on a mission to decarbonize enterprise.

# zero<sup>e</sup>

## Introduction.

Streamline carbon management, drive sustainability, and unlock opportunities with Zeroe's comprehensive platform tailored for large organizations





# zero<sup>e</sup>

## Mission

Our mission is to catalyze the global decarbonization effort. In an era where the urgency of climate action has never been clearer, we believe businesses hold a key role in driving meaningful change. Zeroe aims to transform the complexity of managing corporate carbon footprints into an accessible, achievable process.



D2



## Our logo

Our logo is the touchstone of the Zeroe movement and features prominently in our branding.

# Our logo

- Primary logo



The Zeroe Logo is designed to work well on both white and dark backgrounds. You can use the PNG or SVG on either variant or overlaid on a treated photograph.

- Primary Logo on Charcoal



The blue of our logo holds high contrast on both background types and draws a lot of attention. Use other blue elements sparingly when the logo is present

# Our logo



## Spacing and B&W variants

When placing the Zeroe Logo, please leave adequate negative space around the logo to allow it to breathe.

In the absence of color reproduction such as screen-printing; one of the variants on the right may be used.



# Our logo

## Usage do's and don'ts

The logo may be placed over photos with a black vignette.

Do not invert the logo colors, we want to avoid using our Zeroe Blue as a background or as negative space.

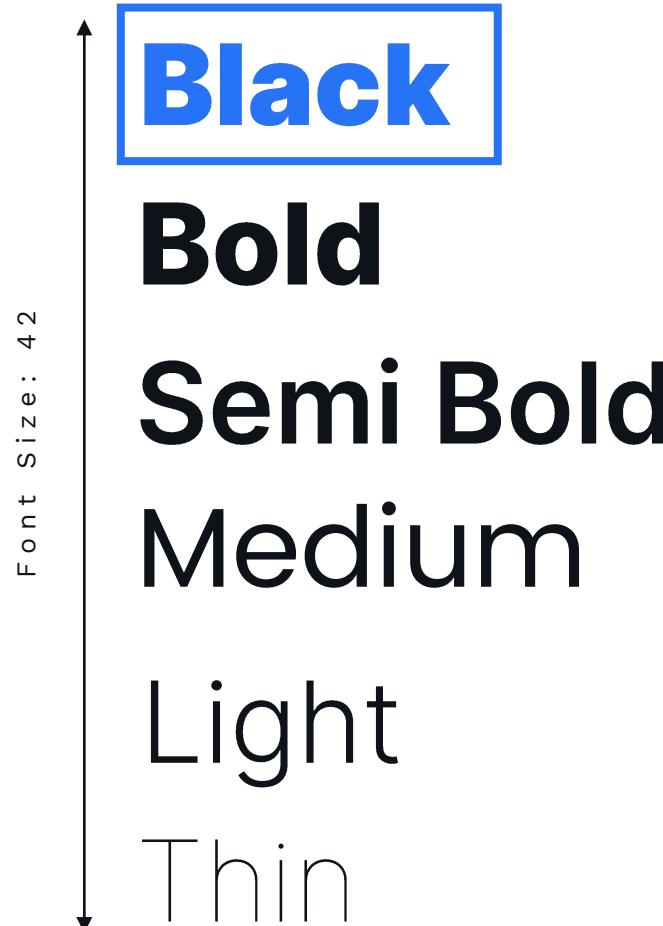




# o<sup>e</sup> Typography

Typography plays a crucial role in our designs and communication hierarchy.

# Title typeface - Inter



## Inter Black – Used Only For Main Headings

Inter Black is used as our Headline or Main Heading in layout. This font appears at the top of our typography hierarchy and will generally only appear once per design or “view”. When possible make the heading blue.



# Body typeface – Work Sans



**Work Sans Semi-Bold and Medium –  
Used Only For Sub-Headings and Body**

Work Sans is the font family we use for body as well as sub-titles. Work Sans Semi Bold is 2<sup>nd</sup> in our hierarchy and can be used to divide content below the main heading.

The Medium weighted font is our body font *with italic variants* when needed.





ABC

Inter Black+ Work Sans Bold / Regular

# Inter Black heading

## Secondary font sub heading – Work Sans

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections.



D4



## Color system

Our color system has been carefully crafted to stand alone as well as be used in conjunction with photography

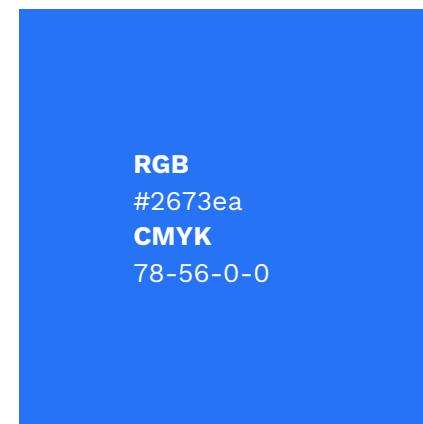
# Primary colors

## - Primary colors for light BG

The Zeroe primary blue is powerful and striking, pay attention to it's distribution in a design. Use it sparingly with a lot of negative space.

On white, the grey can be used for subtle section delineation.

Zeroe Blue

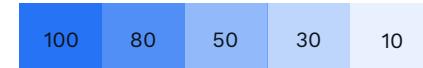


**RGB**

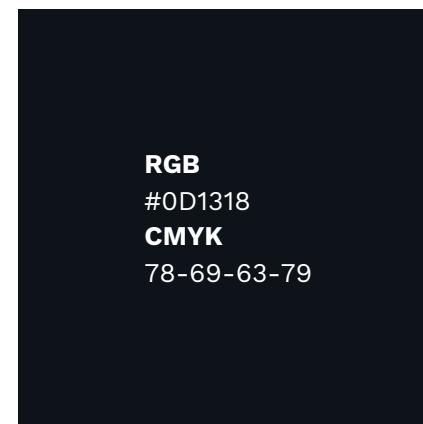
#2673ea

**CMYK**

78-56-0-0



Charcoal

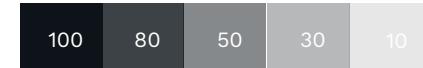


**RGB**

#0D1318

**CMYK**

78-69-63-79



Grey



**RGB**

#d9d9d9

**CMYK**

14-10-11-0

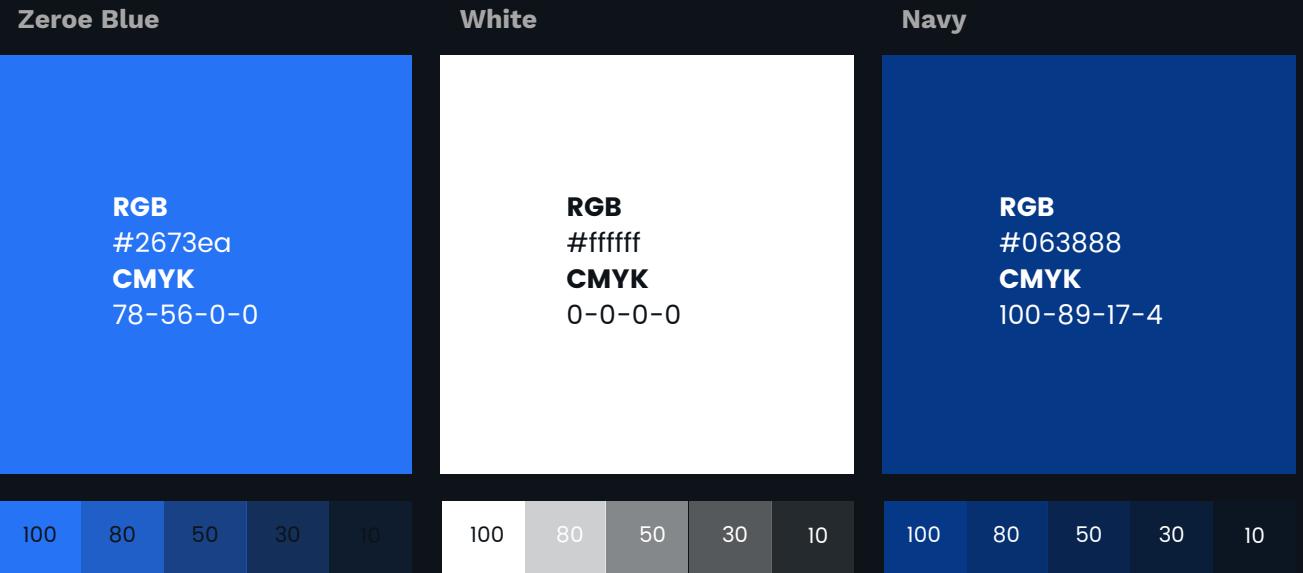


# Primary colors

## - Primary colors for dark BG

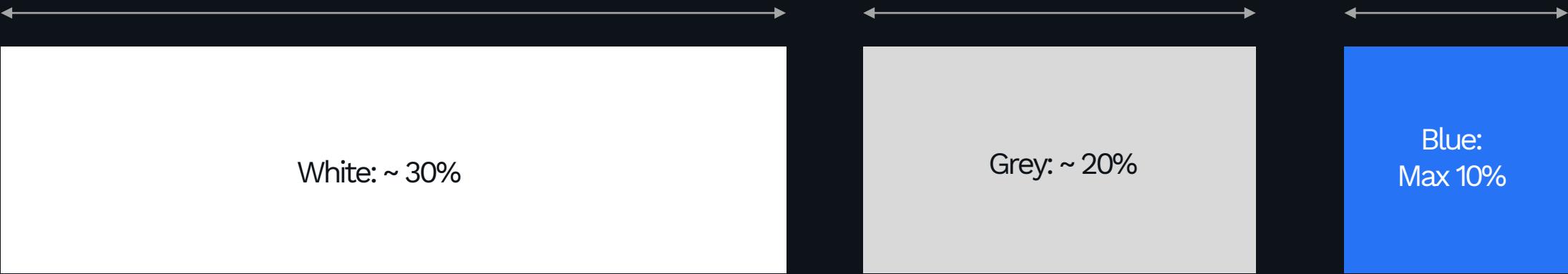
Our primary blue works well on dark backgrounds as-is. On dark backgrounds we have a darker blue for additional backgrounds if needed. Do not use the primary blue for backgrounds.

Charcoal →

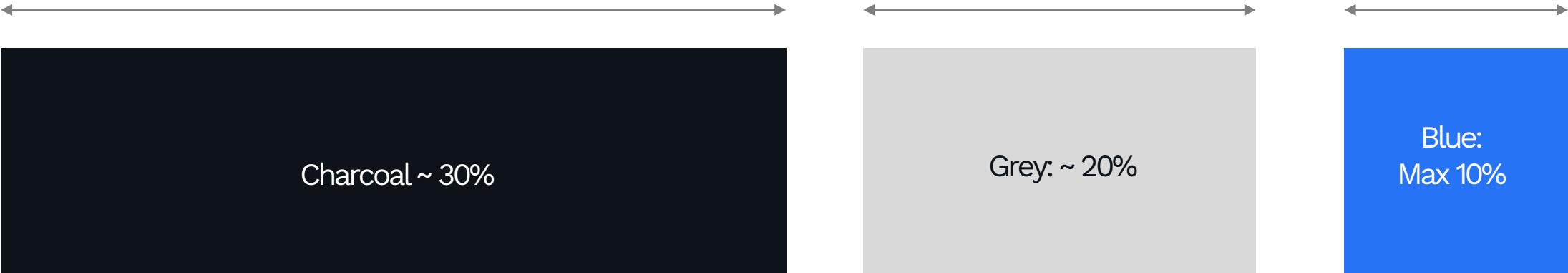


## Color Distribution

Charcoal Background: ~ 40%



White Background: ~ 40%



# Photography accent

## - Using colors from photographs

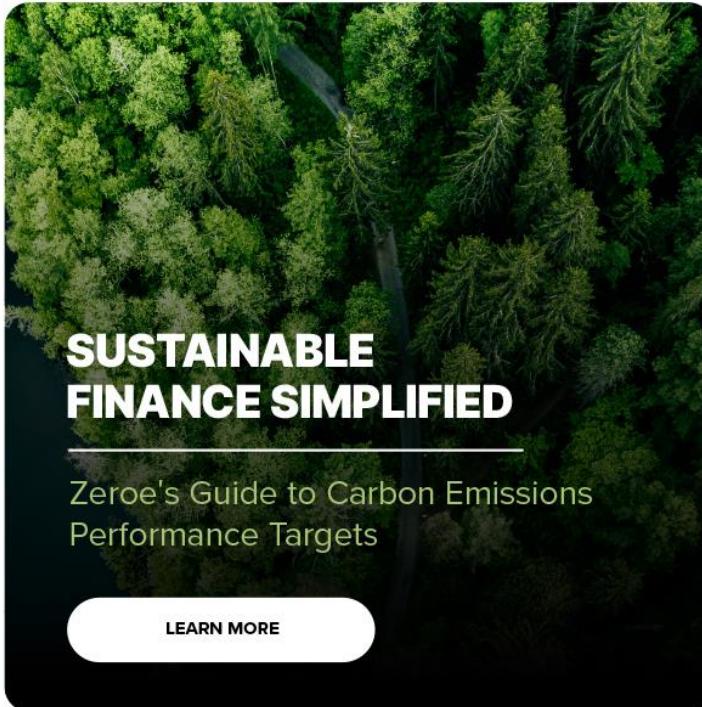
In visually rich designs that make use of beautiful photos we may opt to color-pick the main color in the image to add to text or a key element like a CTA. This should be done sparingly and not mixed with the secondary palette. Some amount of Zeroe Blue must always appear minimally on the design or near the accent.



# When to use accent colors?

## Compliment the Zero Blue and rich photography

We can use an accent color picked from a photograph to enhance a design's visual richness and compliment the primary palette.

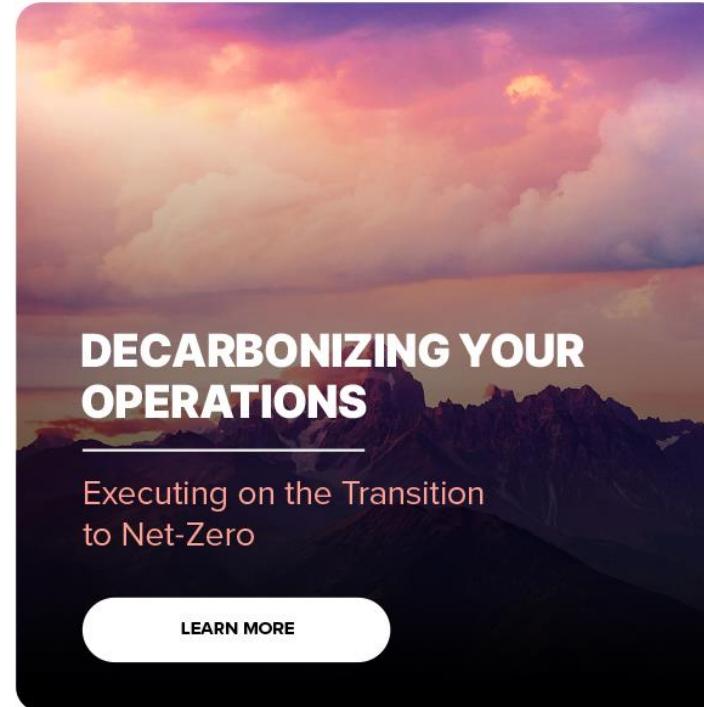


**SUSTAINABLE FINANCE SIMPLIFIED**

---

Zeroe's Guide to Carbon Emissions Performance Targets

[LEARN MORE](#)

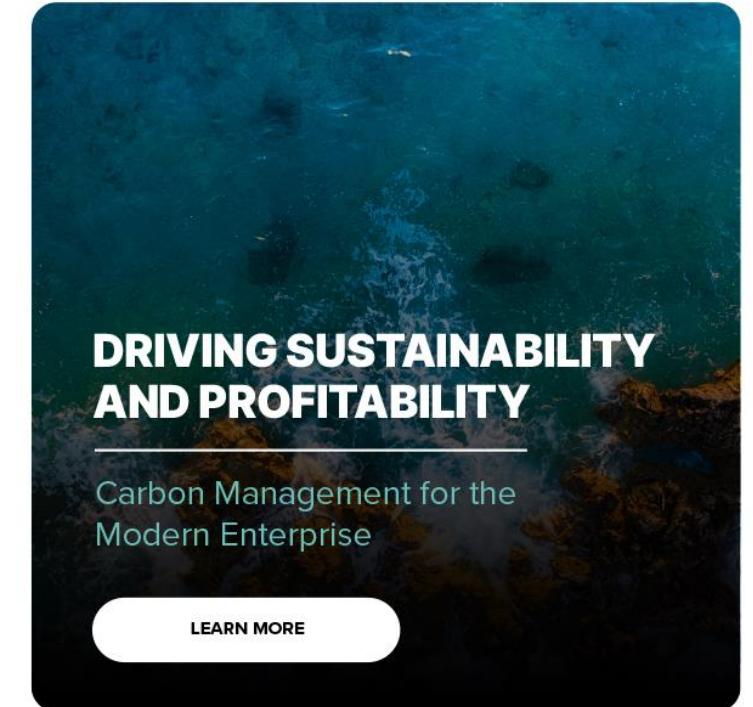


**DECARBONIZING YOUR OPERATIONS**

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Executing on the Transition to Net-Zero

[LEARN MORE](#)



**DRIVING SUSTAINABILITY AND PROFITABILITY**

---

Carbon Management for the Modern Enterprise

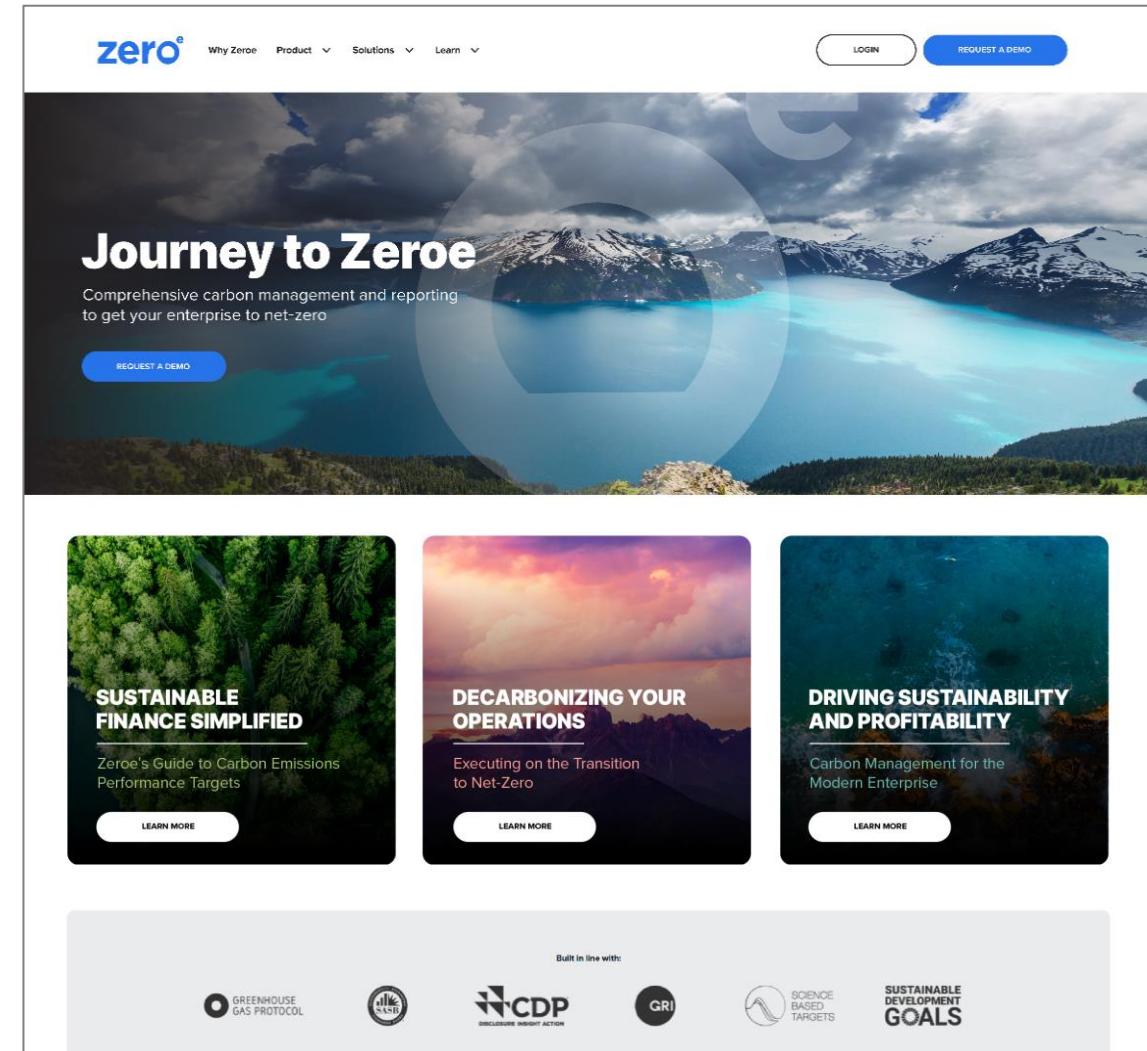
[LEARN MORE](#)

# When to use accent colors?

## Website example:

Note how within this website design we have established the primary colors and overall look and feel alongside or before the accents as aesthetic features.

Any design using accent colors must feature the Zeroe Blue within context to keep the brand identity grounded and consistent.



Touchpoint 1

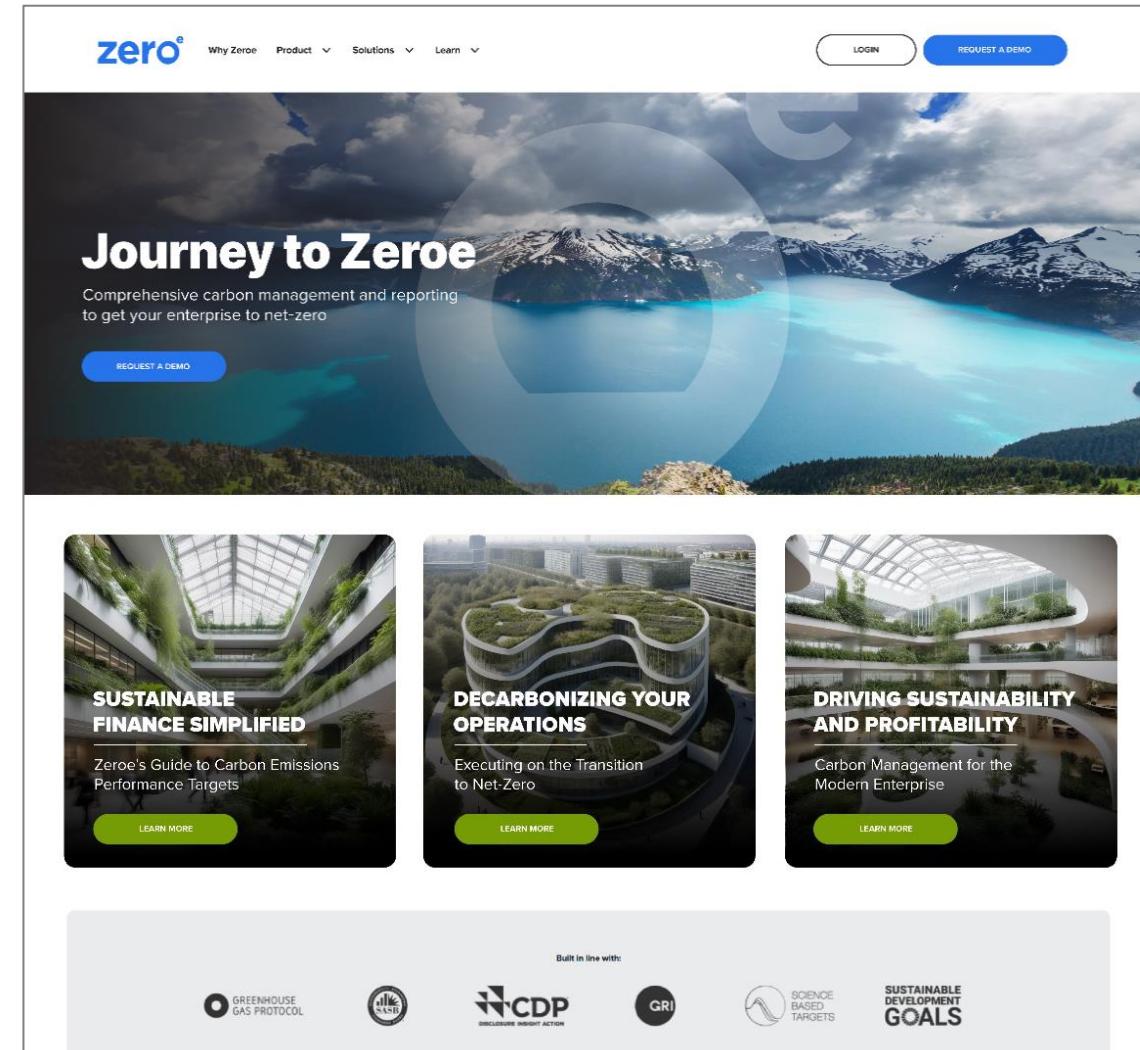
Touchpoint 2

# When to use accent colors?

## Website example:

Here is another example focusing on enterprise imaging and using the accent color for a CTA button.

Note that the Zeroe Blue and brand photography still exists strongly within context



Touchpoint 1

Touchpoint 2

# When to use accent colors?

## Poster example:

In larger, more visually rich designs such as posters and banners, it may make sense to make the accent higher up the color hierarchy than the Zeroe blue. One can do so, as long as the Zeroe logo has enough contrast and negative space to have an impact within the design.





# Secondary brand colors

## - Secondary colors for light BG

In situations where the primary palette and the addition of photography does not suffice, we have a secondary palette.

This is only to be used when additional colors are needed to better communicate information, such as graphs and charts etc.



# Secondary brand colors

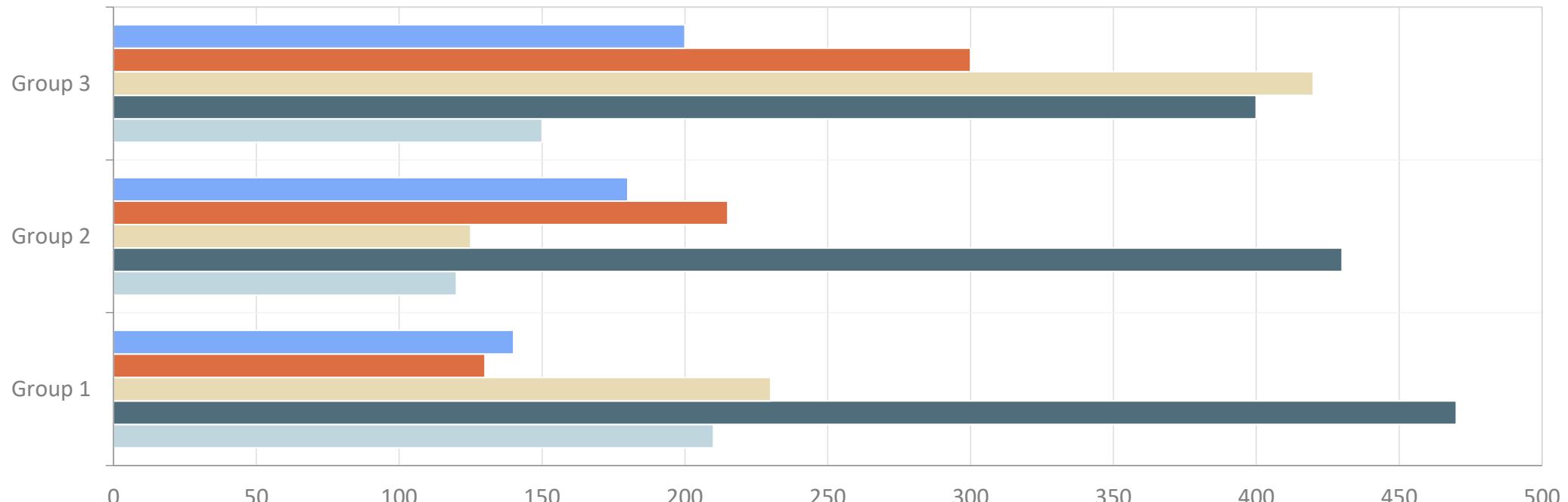
## - Secondary colors for dark BG

The secondary palette works well on dark backgrounds, in fact it looks more aesthetically pleasing.

This palette is to avoided on initial or 1<sup>st</sup> impression brand touch-points.

# Usage examples

## Example usage of the palette in a bar graph



### Data Here

Lorem Ipsum has two main data statistical this methodologies important



### Data Here

Lorem Ipsum has two main data statistical this methodologies important



### Data Here

Lorem Ipsum has two main data statistical this methodologies important



### Data Here

Lorem Ipsum has two main data statistical this methodologies important

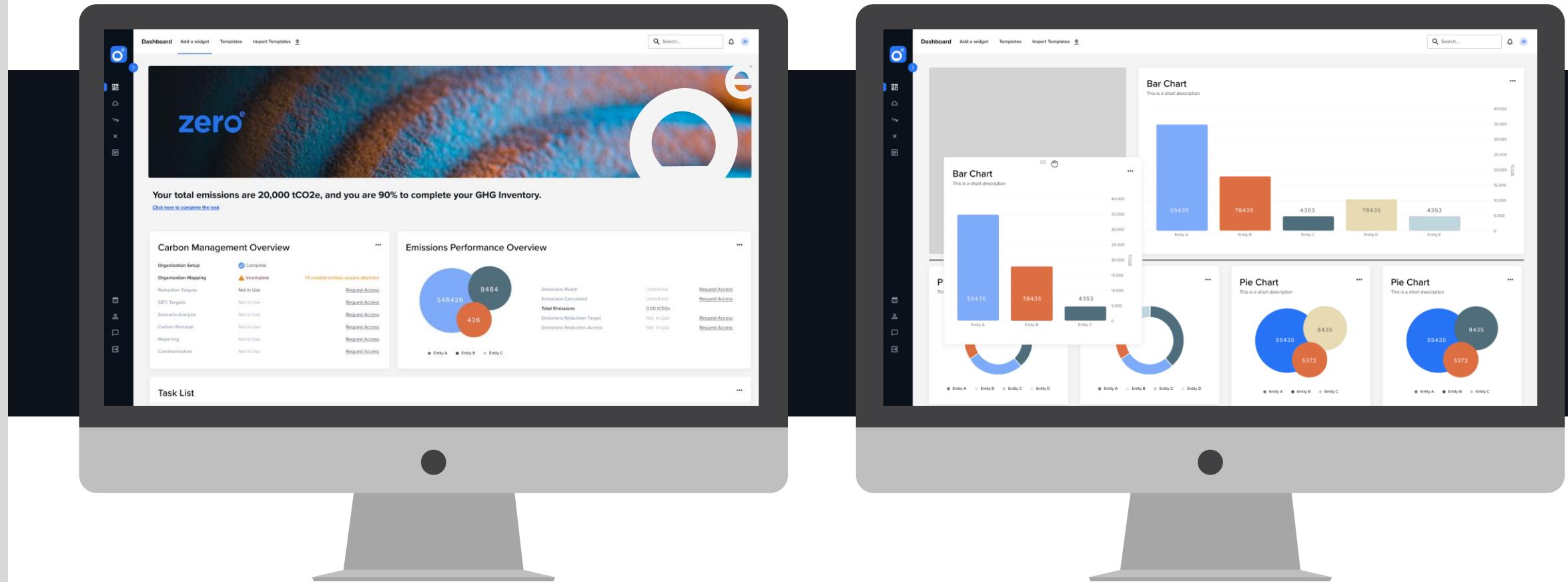


### Data Here

Lorem Ipsum has two main data statistical this methodologies important

# Usage examples

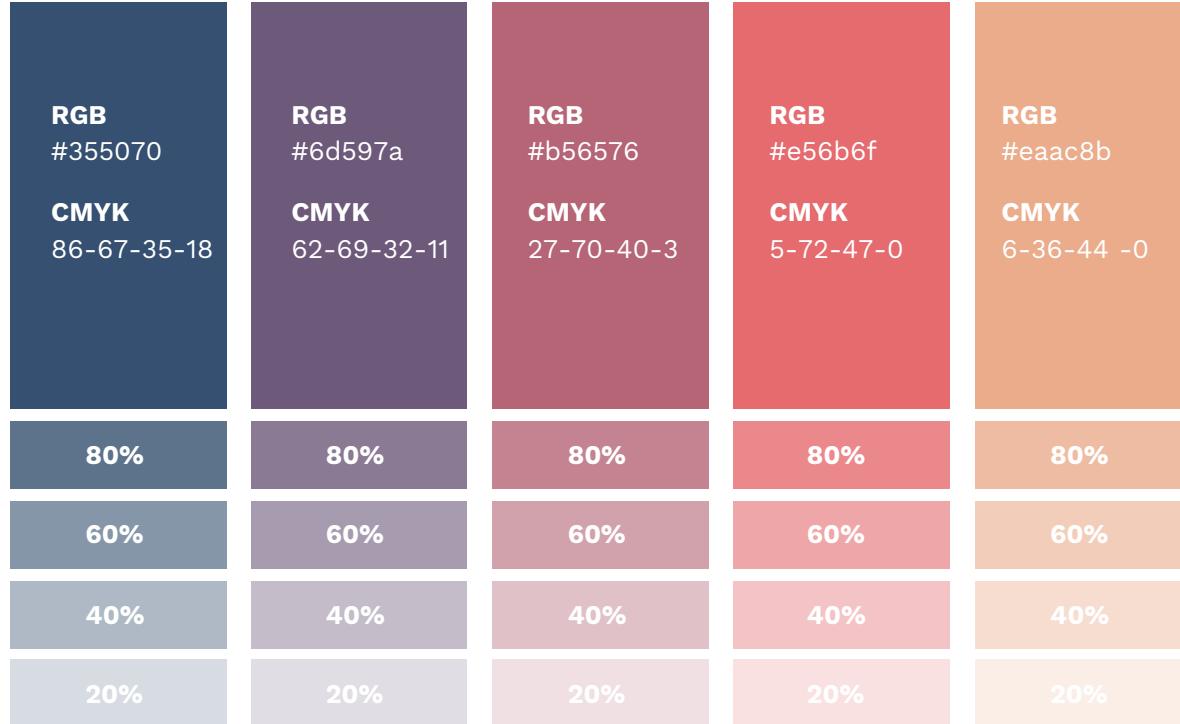
## Example usage of the palette on reporting



# Alternate portal color scheme

This is an alternate UI color scheme for the Zeroe online portal.





# Alternate portal color scheme

This is an alternate UI color scheme for the Zeroe online portal.

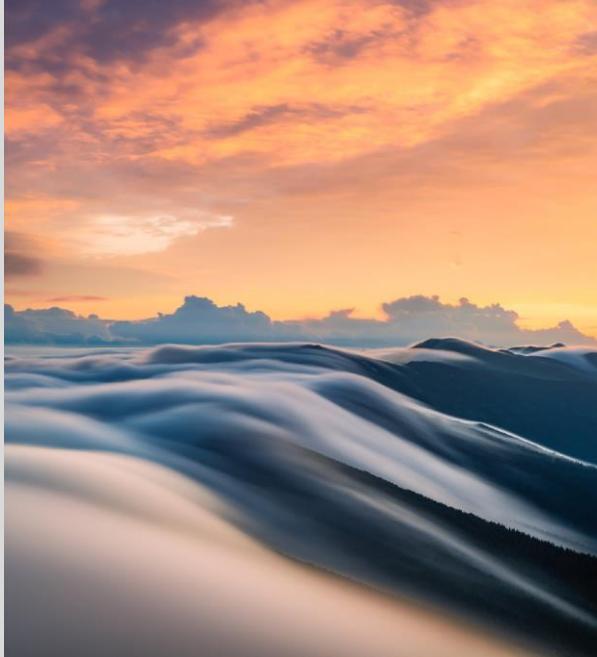


# Photography

Photography is critical to our Brand's identity. We gravitate towards beautiful images of nature, textures and eco concepts

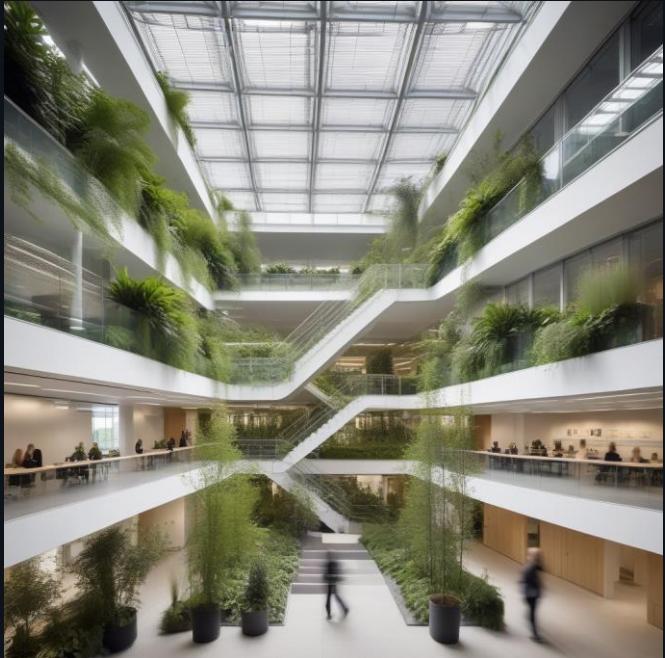
# Tone of photography

- Brand Touchpoints - Stunning high-end aerial photos of nature



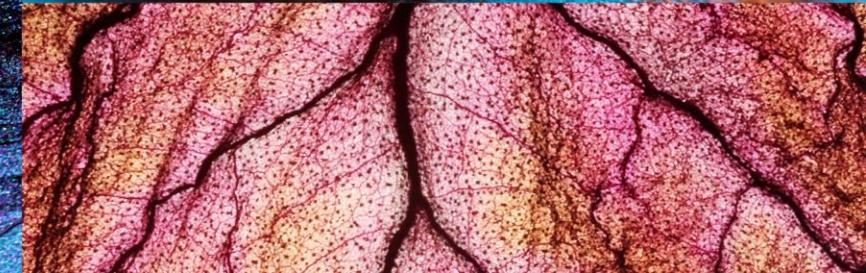
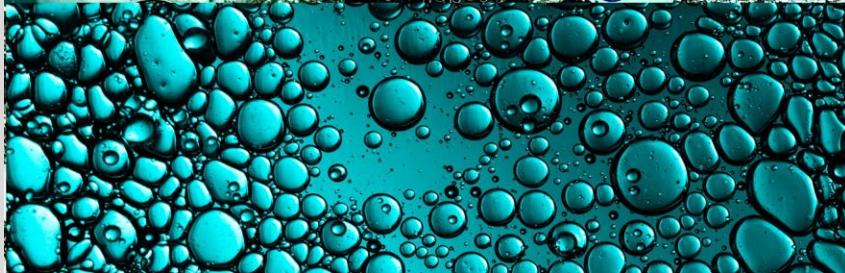
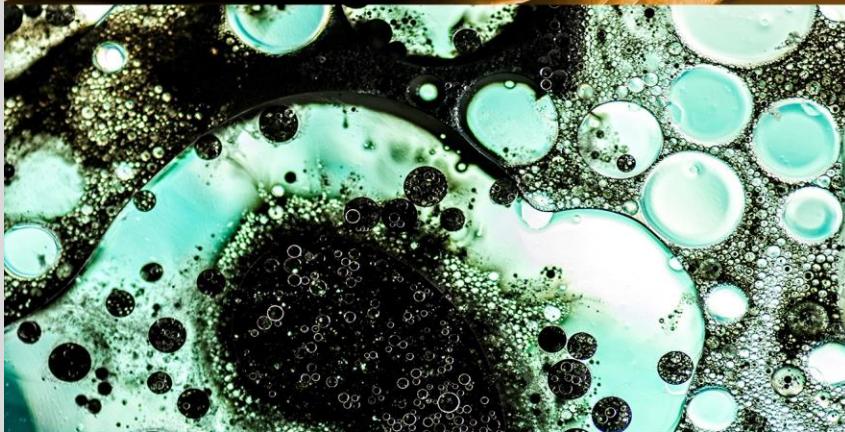
# Tone of photography

- Enterprise Topics - Futuristic eco-friendly businesses



# Tone of photography

- Miscellaneous Messaging: Natural Looking Textures And Macro Photography



# Treatment of photography

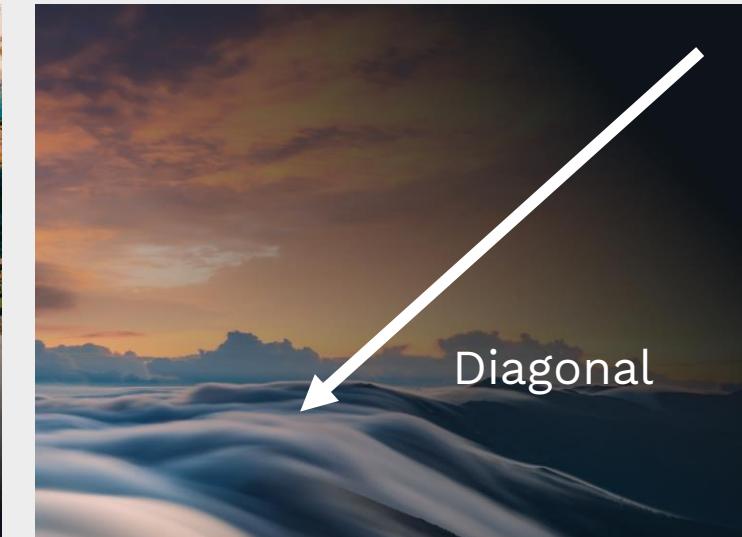
- Make use of a black vignette overlay on photos to allow for content placement



From side



Up / Down



Diagonal

# Use of emblem

## - Watermark from our logo

The “O” and the “e” symbol from our logo can be used as a solid white overlay to introduce more of our brand’s white into a design.

It can also be used as a watermark overlay to bring more brand recognition into a design.



**Ahead of  
the wave**

**zero°**



**Journey to  
zero carbon**

**zero°**



**Comprehensive  
carbon  
management**

**zero°**



## Use of emblem

The “O” and the “e” symbol from our logo can also be used as an icon or “marker” in content.

Used as a light watermark on backgrounds within our color palette or overlaid on photographs can help to bring brand recognition to an asset.



**John Doe**

#65243



D6



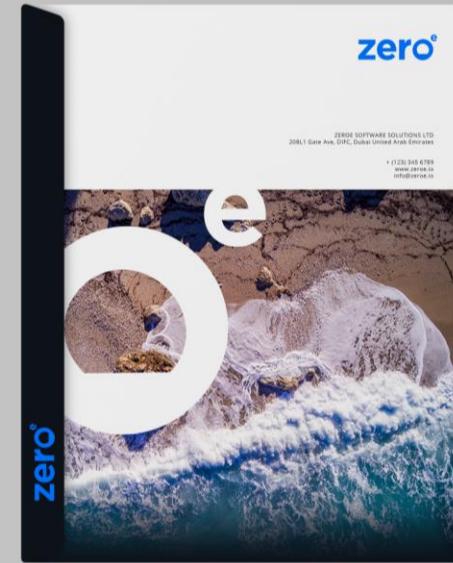
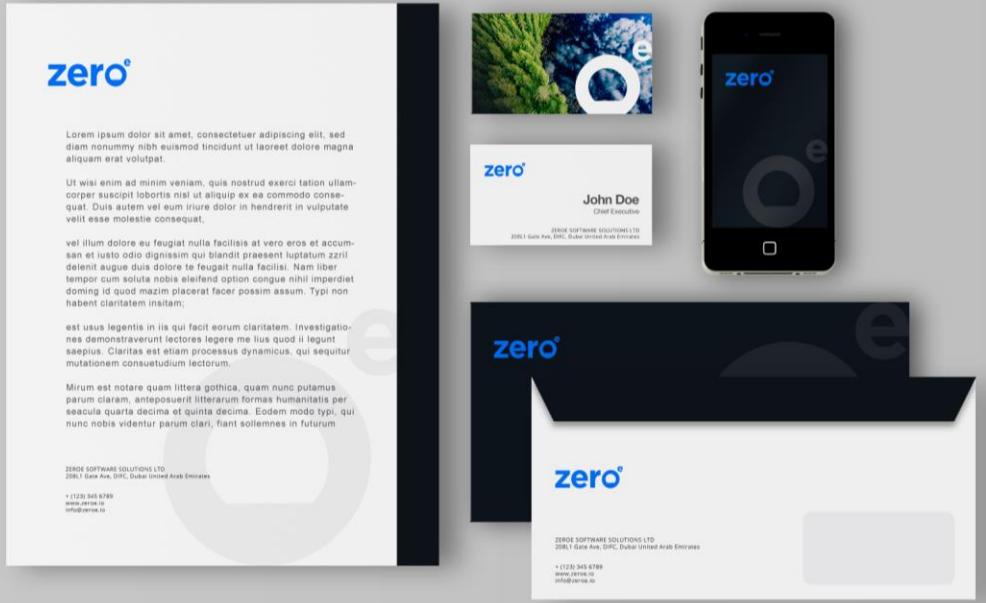
# Applications

Following are some visual examples of the application of this guide

# Stationary

## - Minimal and clean

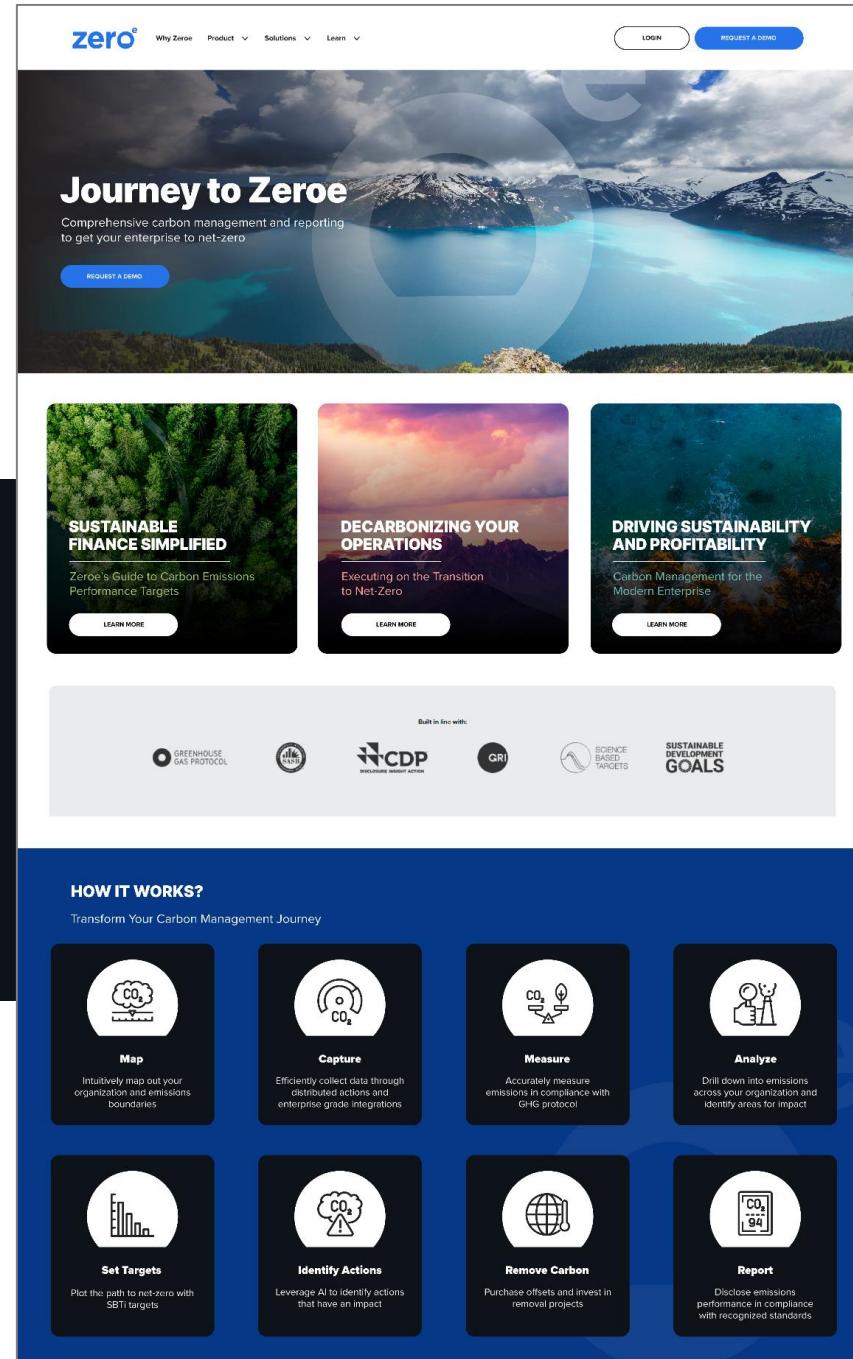
Here is an example of our brand at work on office stationary. The idea is to use blue as a minimal yet powerful accent. Where possible we include high end photos with a charcoal vignette.



# Website layout

## - Function over form

With interactive mediums such as websites and apps we try to focus on functionality while bringing in the brand identity in a way that is not overwhelming but still visually rich.



Logo / Blue / Photo

Photo / Accents

Light Grey

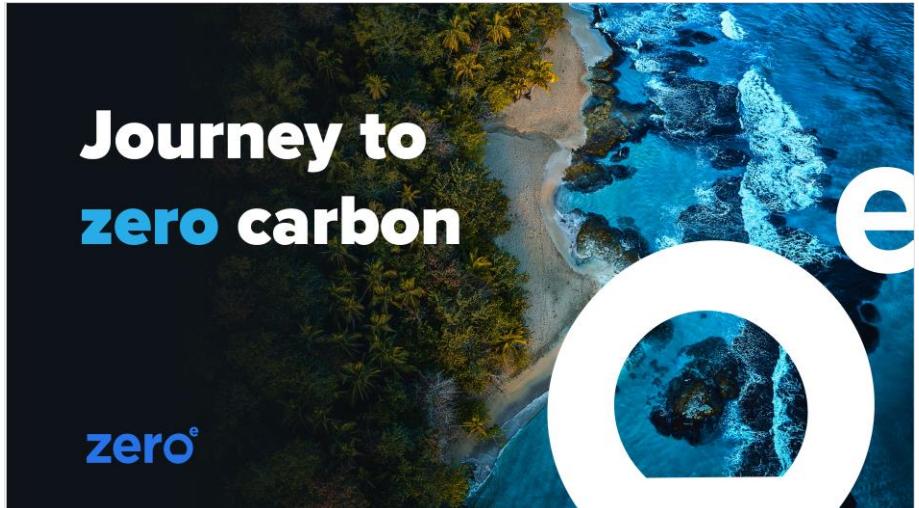
Navy / Charcoal / White

# Messaging

## Using correct images for the message

1. Stunning aerial photography of nature is central to our brand.
2. Enterprise and Business content leans towards eco-architecture
3. Additional concepts make use of textures and macro-photography

### 1. Campaign / Promotional Asset



### 2. Enterprise / Business Solutions



### 3. Less Specific Topics / Scenarios





D7



# Iconography

Sometimes we need some help explaining things. For this we have our own icon library. Following is an example.

# Iconography

Line Icons with a dash of desaturated Zeroe Blue



The background image is an aerial photograph of a lush green forest on the left and a dark blue, textured body of water on the right. A white circular graphic is positioned in the lower right foreground, containing a smaller circular image of the same forest and water scene.

**zero<sup>e</sup>**

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