



Brand Guidelines

zerv

Brand
Guidelines



Service Booking
Company

zerv



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about brand.



Zerv is a service-booking platform built to simplify how people connect with beauty, wellness, grooming, and lifestyle providers.

Our identity is based on ease, trust, and confirmation – reflected in our flowing checkmark icon and clean, human-centered design.

Zerv represents a new way to book: intuitive, modern, and effortlessly reliable.



brand history.

Zerv was created to bridge the gap between clients and service providers – including beauty salons, barbershops, spas, wellness studios, and independent professionals – by building a digital experience that removes friction.

The brand evolved from a simple idea: make booking feel effortless.

Our visual identity was shaped to support that mission:
soft curves, clean grids, muted modern colors, and a recognizable “Z-check” that signals completion and trust.



The Zerv main logo combines the hand-drawn “Z-check” symbol with the rounded wordmark.

It is the core identifier of our brand – simple, memorable, human, and instantly recognizable in digital environments.

main logo.





main logo

The Zerv logo expresses movement, flow, and completion.

Its soft curves reflect approachability, while its confident stroke weight represents reliability and trust. The wordmark is built with modern rounded forms to echo the organic shape of the icon.



structure



The grid provides precise alignment for each element of the logo, helping to maintain visual harmony.

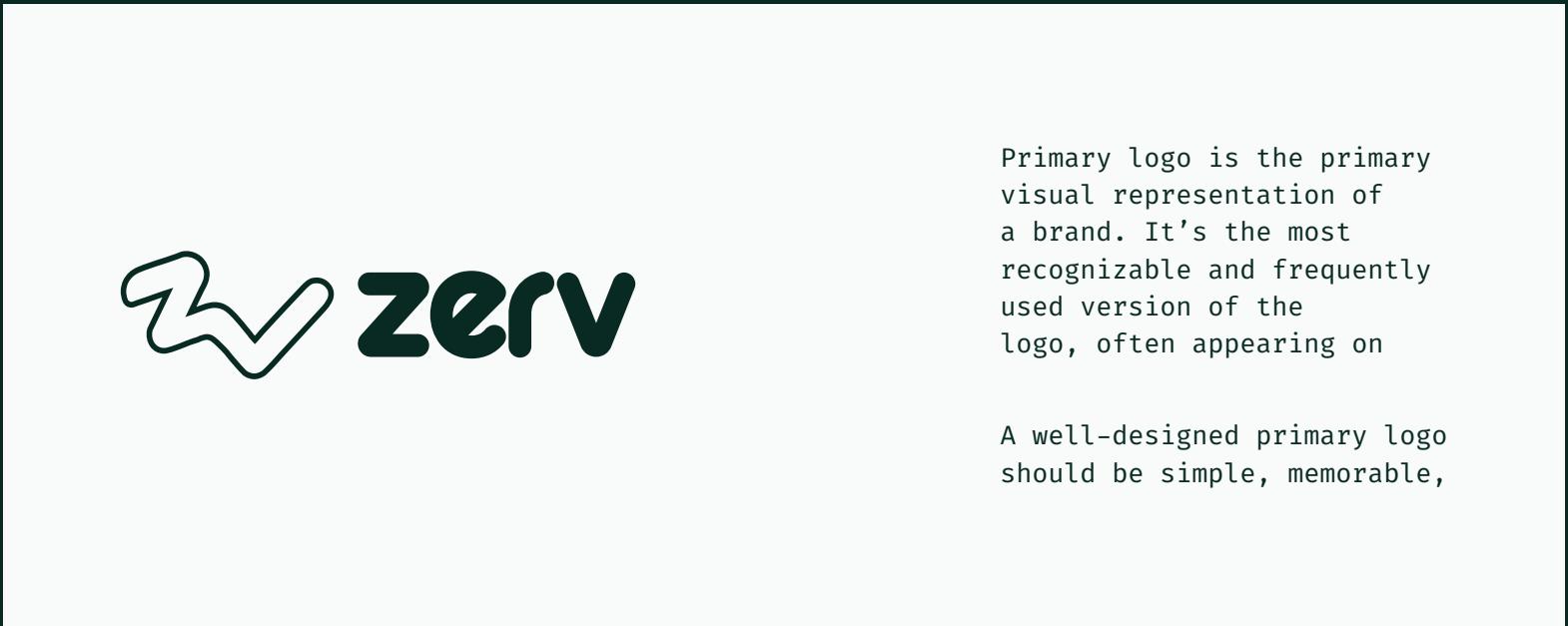


The logo grid is a geometric framework that defines the structure, proportions, and spacing of the logo. It ensures consistency in the logo's reproduction across different mediums and scales.





primary logo



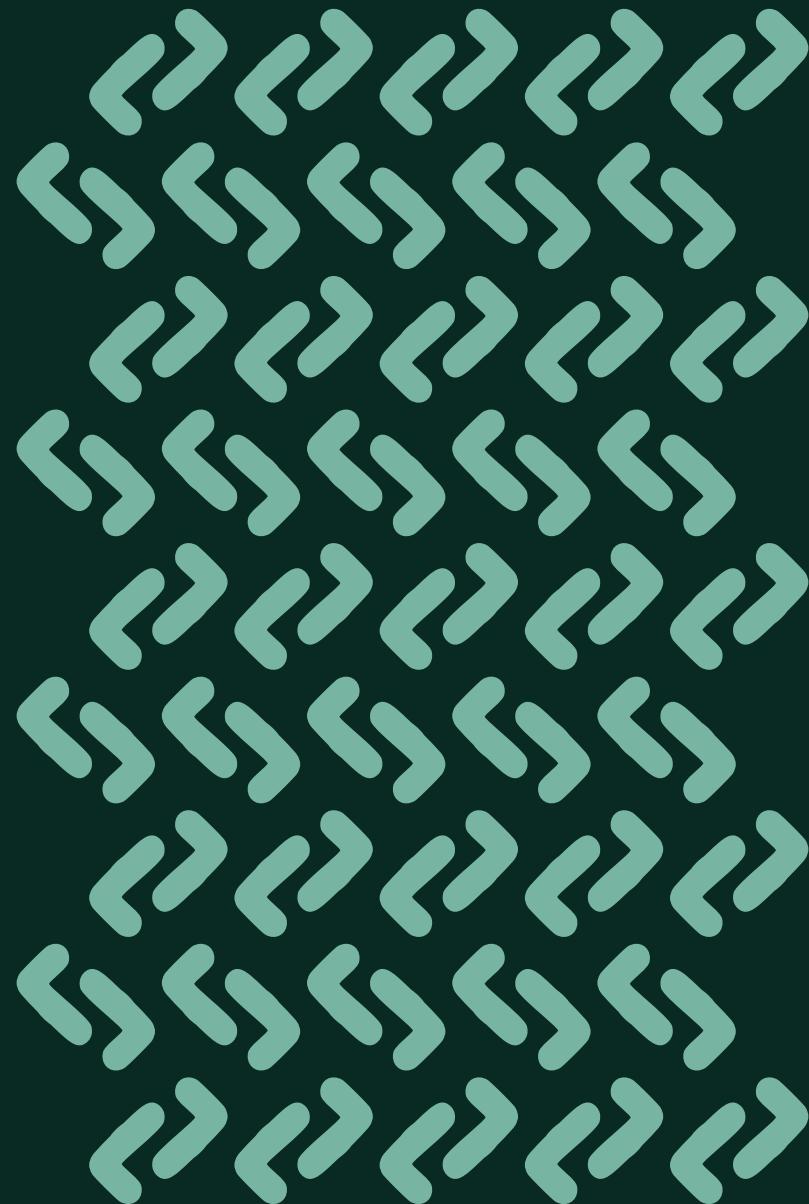
Primary logo is the primary visual representation of a brand. It's the most recognizable and frequently used version of the logo, often appearing on

A well-designed primary logo should be simple, memorable,

logomark



A logo mark, also known as a symbol or emblem, is the simplified and iconic representation of a brand. It's the most basic element of a logo, often used on its own or in combination with a wordmark.



pattern

The Zerv pattern is built from a repeated Z-check symbol arranged in a diagonal rhythm.

It represents flow, movement, and the continuous cycle of booking and confirmation.



clearspace

The logo safe area, also known as the clear space, is the minimum amount of space that should be maintained around the logo to ensure its visibility and impact. This area is free from any text, graphics, or other design elements that could clutter or compromise the logo's appearance.



Geometric forms or abstract patterns that can create a unique and memorable visual identity.





Zerv's colors are modern, calm,
and tech-forward – supporting
clarity, focus, and an elevated
user experience.



color guidance.



primary color system



color.

RGB 10 . 44 . 36
CMYK 82 . 50 . 69 . 72
HEX #0a2c24

color.

RGB 32 . 44 . 57
CMYK 84 . 71 . 53 . 57
HEX #202c39

color.

RGB 247 . 248 . 249
CMYK 2 . 1 . 1 . 0
HEX #f7f8f9



secondary color system



color.

RGB 232 . 134 . 130
CMYK 5 . 58 . 40 . 0
HEX #e88682

color.

RGB 119 . 182 . 163
CMYK 55 . 11 . 41 . 0
HEX #77b6a3

color.

RGB 81 . 180 . 183
CMYK 65 . 8 . 30 . 0
HEX #51b4b7



Typography is clear, modern, and readable
across digital screens.



typography.



typography

Primary

Secondary

Helvetica

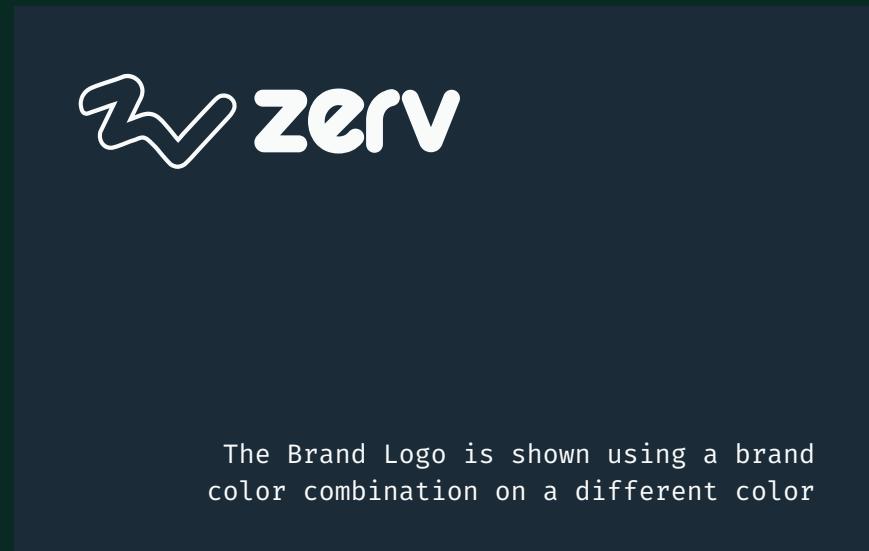
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Fira Code

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%



on
background





use prohibited

The Brand Logo is shown using a brand color combination on a different color background.

- Do not scale the logo disproportionately. The text should remain proportional when scaled
- Do not alter the placement of the text or icon
- Do not alter the icon portion of the logo
- Do not display the full-color logo on colored backgrounds or colored paper.





Examples of how the logo appears in
real-world contexts



logo
application.



app icon

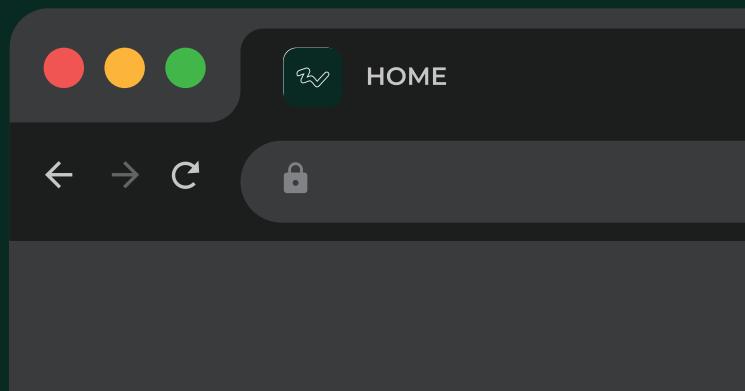
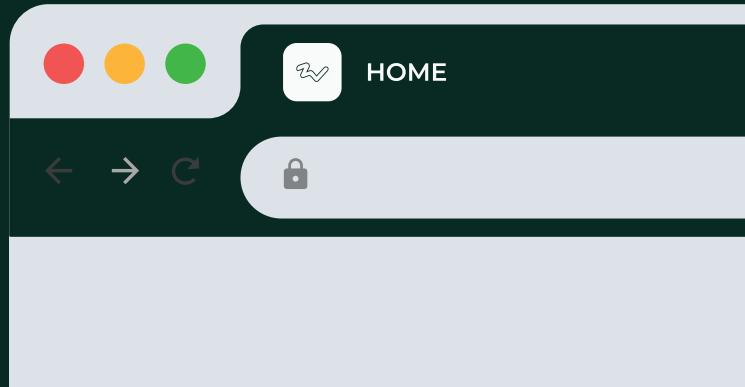
The Z-check mark sits centered inside a rounded square with brand-colored backgrounds.
Spacing follows the same grid rules as the logo.





favicon

Use the Z-check alone in solid dark green or white, depending on background.

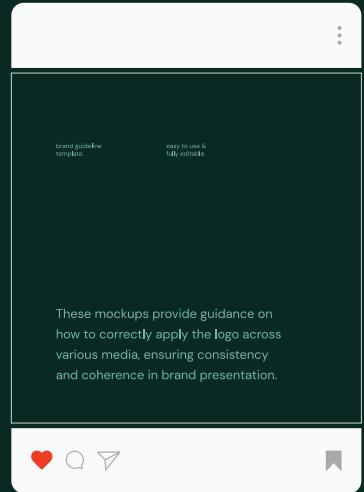
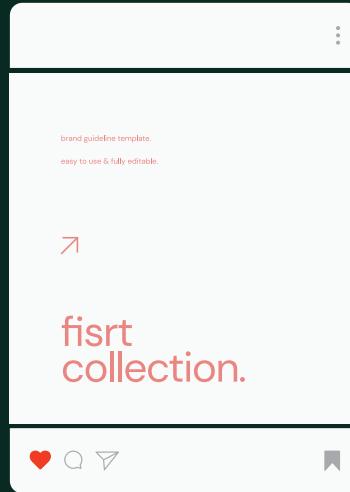




social media



Grids ensure that elements are aligned properly, creating a harmonious and visually appealing composition.





stationery kit

Zerv stationery uses clean spacing, subtle pattern use, and strong visual calmness.





S U N D A Y ,

TO.

Jhon Doe
Company Name
Address, and City
Name

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- Street Address, No.08
City Name, Country 6208
- +0123 456 789
- mail@company.com
- www.company.site

A handwritten signature in black ink.

Balsem Oles
Managing



LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO
EUSMOD TEMPOR INCIDUNT UT LABORE ET DOLORE MAGNA ALIQUA, QUIS
IPSUM SUSPENDISCE ULTRICES GRAVIDA, RISUS COMMODO VIVERA,
MAECENAS ACCUMSAN LACUS VEL FACILISIS.

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IPSUM SUSPENDISCE ULTRICES GRAVIDA, RISUS COMMODO VIVERA,
MAECENAS ACCUMSAN LACUS VEL FACILISIS.





id card

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Feel free to reach out to our friendly customer support team for any assistance or information you may

contact.

Address

1627 RICH ISLAND
LYNCHBURG, BR 24501

Email

ourcompany@mail.com
+123-456-7890



contact.

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Address

1627 RICH ISLAND
LYNCHBURG, BR
24501

Email

ourcompany@mail.com
+123-456-7890