

ZENKEY

Brand guidelines

JULY 19, 2019

Introduction

Our brand is a direct reflection of who we are and of the relationships that we share with our consumers and business customers. As we launch ZenKey, it is important for us to follow a structured approach for communicating our brand, one that leads to a consistent and coherent identity.

These guidelines, which have been developed to help us accomplish this goal, outline the basic elements used to communicate our brand. The specifications and design examples within this document are aimed to empower us with the knowledge that we'll need to effectively express who we are.

Our brand platform

Our brand platform informs the ZenKey story we want to tell to consumers and business customers about why we do what we do, what we do, and how we deliver that experience to our audiences.

Purpose

Why we do what we do

Peace of mind

To give you total peace of mind that your identity and personal information are safe and secure

Commitments

What we deliver

Know you're protected

We put the right security checks and safeguards in place to protect you from theft and fraud

Know it's simple

We make your experience simple and effortless so you can more easily connect to apps and sites

Know you're in control

We provide easy-to-use tools that keep you informed and in control of your personal information

Know you can go anywhere

We ensure you have access to your apps and sites, no matter where or how you connect

Design principles

How we feel

Strong & sure

Unrivaled strength for protection

People-centered

Built to be seamless and second nature

Expansive & open

Transparent perspectives to empower control

Free-flowing

Moving and liberating, with forward momentum

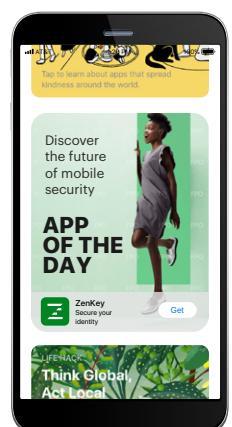
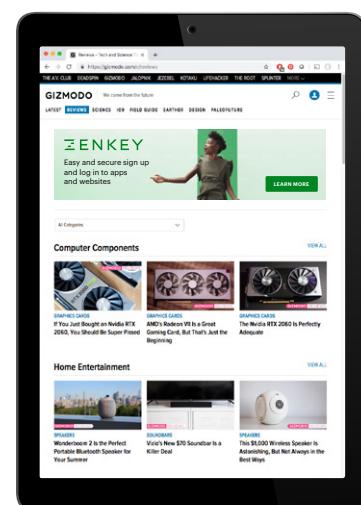
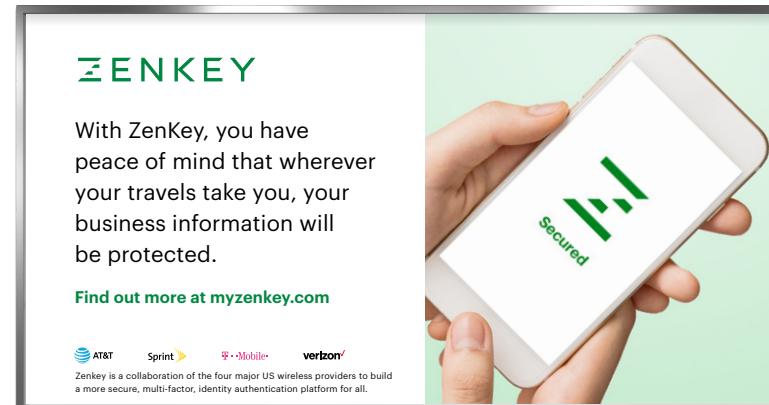
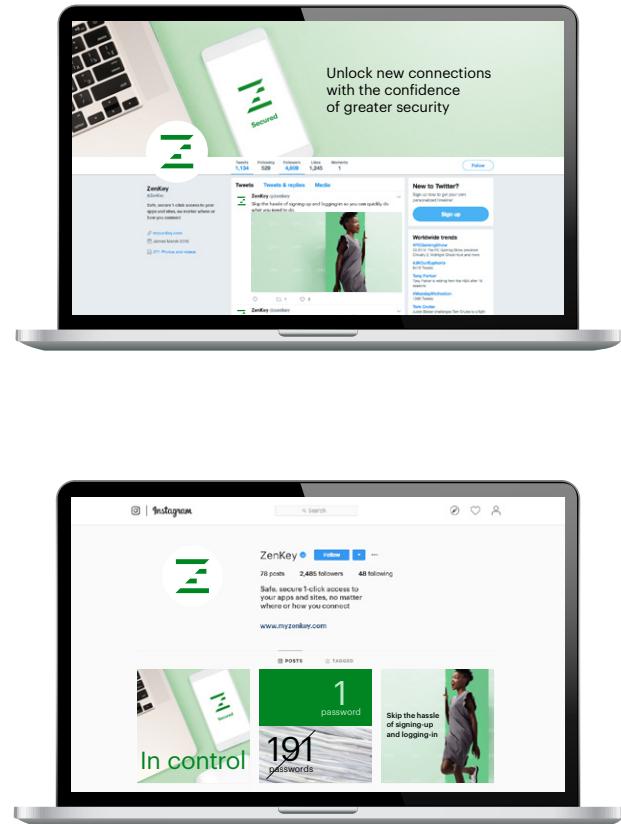
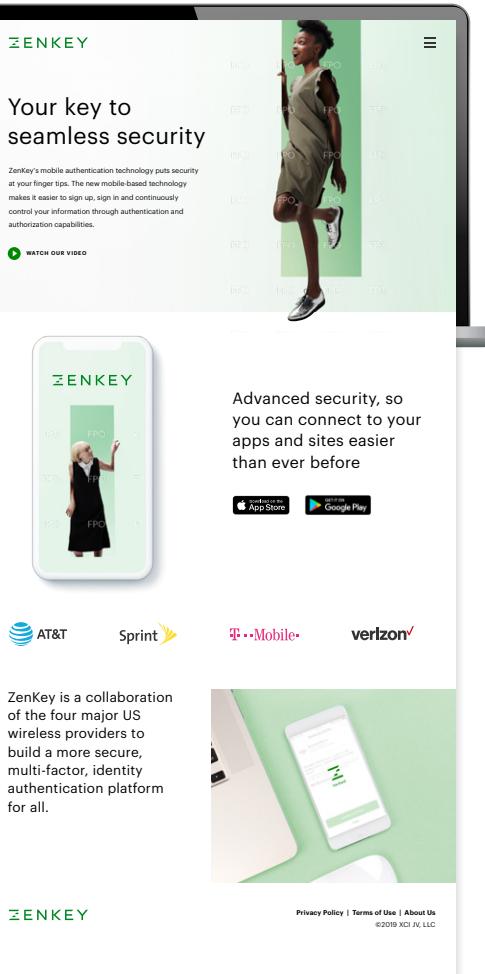
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SECTION I

Brand elements

Our simple, strong visual system is designed to convey a sense of security, control and peace of mind.



These schematic examples are for demonstration purposes only.

Our brand elements

These are our key brand elements. We use them consistently across our channels, so people always know who we are and what we stand for.

Logo



Symbol



Endorsement line

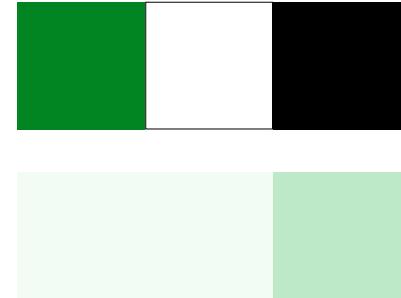
Powered by AT&T

Powered by Sprint

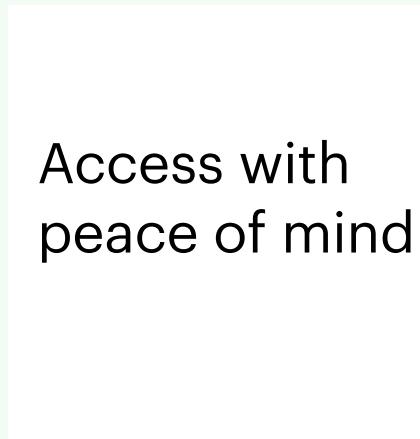
Powered by T-Mobile

Powered by verizon[®]

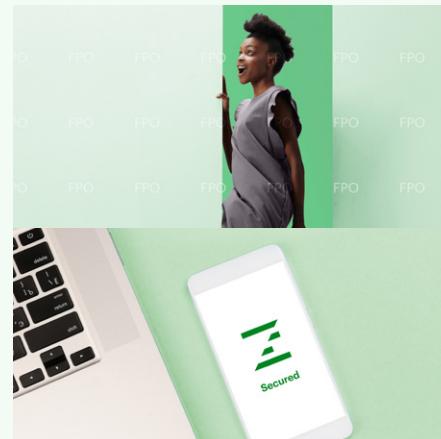
Color palette



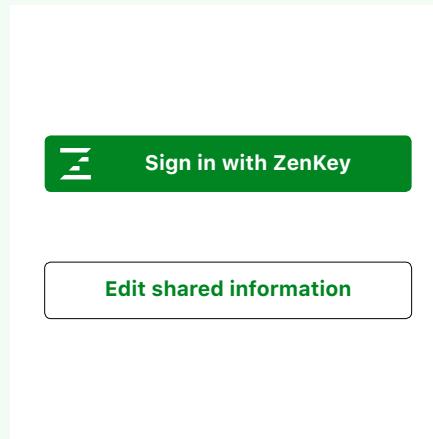
Typography



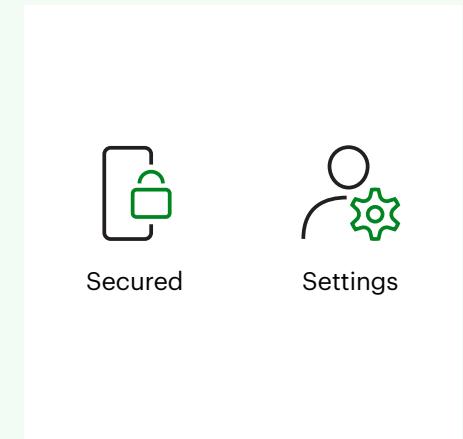
Imagery



Interactive elements



Iconography



Logo and symbol

Our logo's intuitive design connects you immediately to what the app does—moving across platforms with ease—with a clarity that feels second nature.

ZENKEY



Logo and symbol variations

Our logo is our most recognizable brand asset. We never alter, modify or recreate it because doing so would dilute the value of our brand.

Color logo



White logo



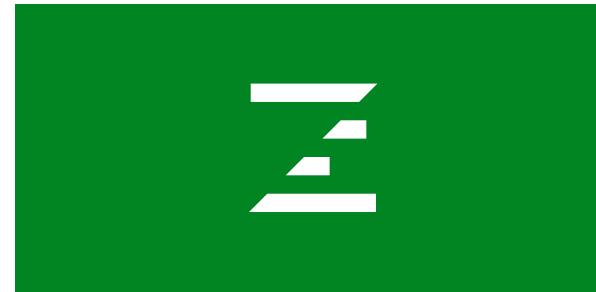
Black logo



Color symbol



White symbol



Black symbol



Logo clear space and minimum size

Clear space frames the logo, separating it from headlines, text, imagery or layout edges. A minimum amount of clear space must surround the logo at all times. Whenever possible, allow more than this amount of clear space.

Logo clear space



Minimum size

ZENKEY



0.8" / 60px

Note: This minimum size is to be used as a guide only, a larger size may be required to ensure legibility and clear reproduction.

Logo don'ts

The integrity of our logo must be respected at all times. Here are common mistakes we need to avoid:



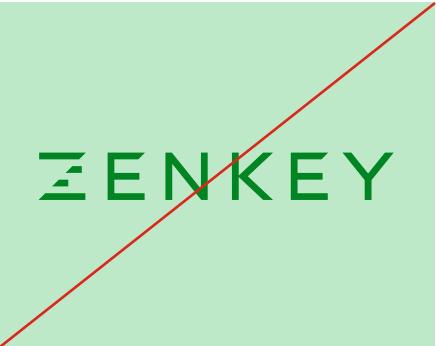
Do not typeset or recreate our logo in another typeface.



Do not alter the colors of our logo.



Do not place our logo within a box or carrier shape.



Do not place our logo on backgrounds that do not supply sufficient contrast.



Do not place our logo on a busy photographic background.



Do not stretch, distort or otherwise modify our logo.



Do not add effects such as gradients, emboss or drop shadow to our logo.

ZENKEY is your key to seamless security.

Do not use our logo in text.

Carrier endorsements

ZenKey is a collaboration of the four major US wireless providers to build a more secure, multi-factor identity authentication platform for all. Our carrier endorsements are a powerful way to signal the scale and scope of our ZenKey brand.

Single carrier endorsement

Powered by  **AT&T**

Collective carrier endorsement



AT&T



Sprint

T-Mobile

verizon[✓]

Powered by  Sprint

Powered by  T-Mobile

Powered by  verizon[✓]

Note: Carrier endorsement language pending approval.
Carrier endorsement lines should not be locked up directly
to the ZenKey logo. Do not recreate the endorsement line—
use provided artwork (see page 40).

Our colors

Our primary brand colors are ZenKey Green, white and black. Green is associated with safety, balance and access, reinforcing the concepts of protection and empowered control. Our light, luminous background colors convey peace of mind. Accent colors provide contrast and serve a functional purpose. Used consistently, our distinct color palette builds awareness and differentiation.

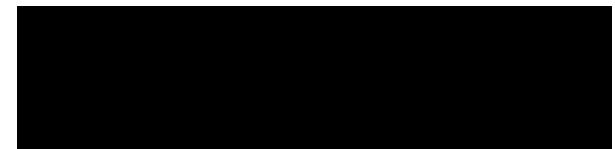
Primary colors



ZenKey Green

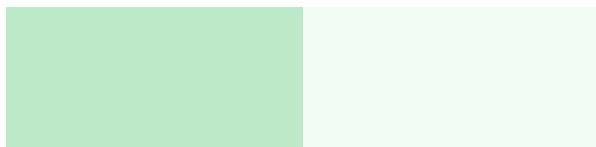


White



Black

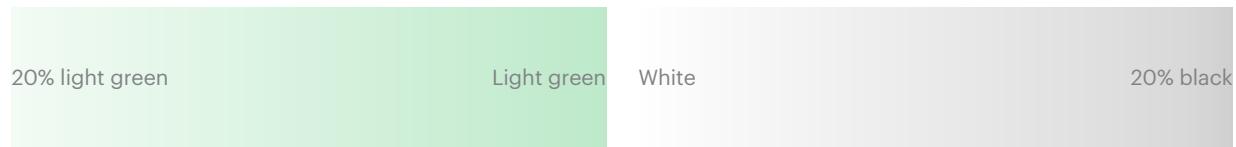
Background colors



Light green



20% light green

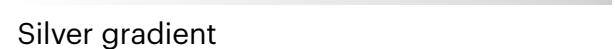


Light green gradient



White

20% black



Silver gradient

Accent colors



Navy



Plum

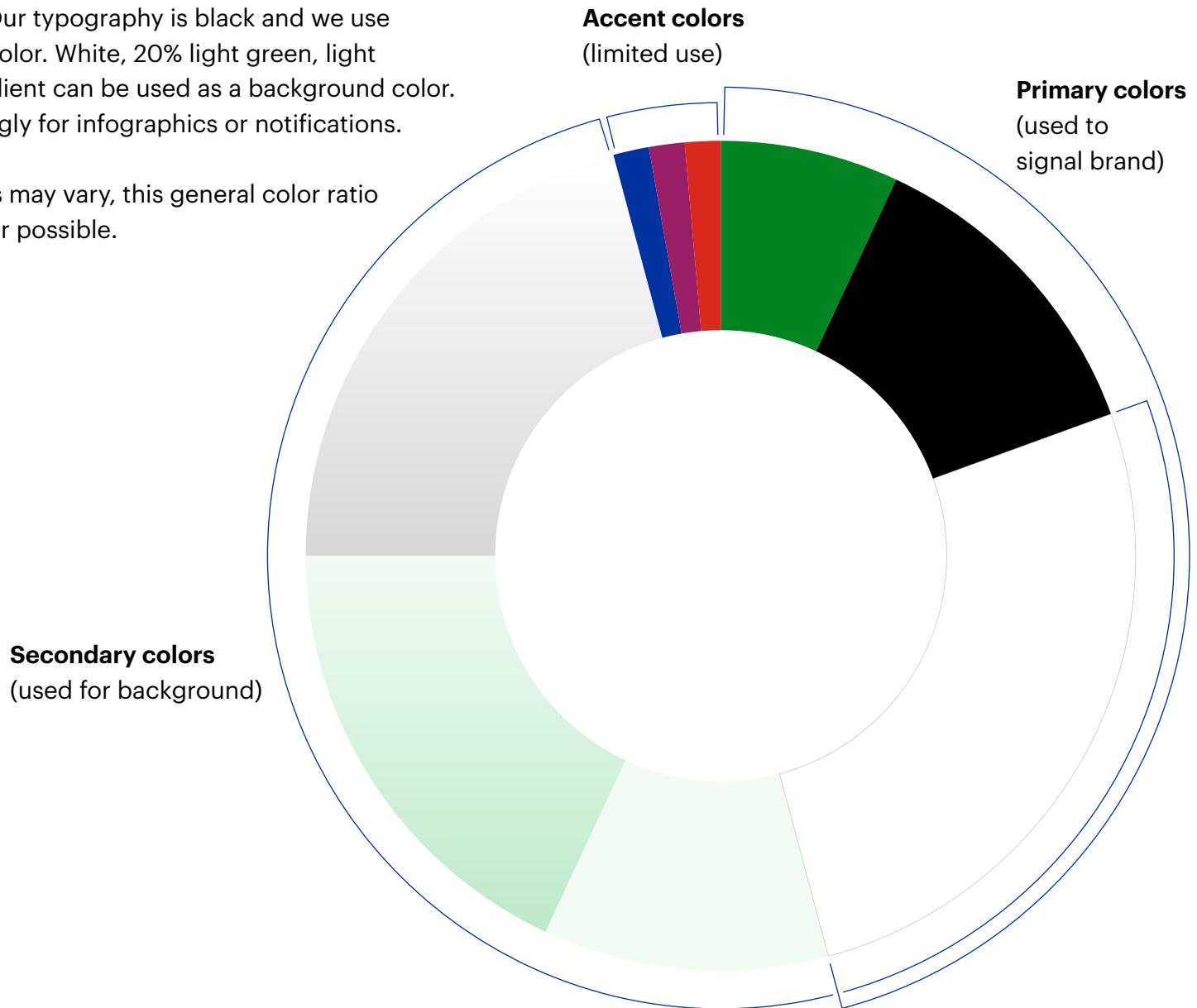


Red

Color ratio

We use a lot of white space. Our typography is black and we use ZenKey Green as a highlight color. White, 20% light green, light green gradient and silver gradient can be used as a background color. Accent colors are used sparingly for infographics or notifications.

While individual content areas may vary, this general color ratio should be employed whenever possible.



Color specifications

Primary colors	RGB	HEX	PANTONE	CMYK
 ZenKey Green	R0 G133 B34	#008522	PMS 2258C	C91 M0 Y100 K8
 White	R255 G255 B255	#FFFFFF	—	C0 M0 Y0 K0
 Black	R0 G0 B0	#000000	—	C0 M0 Y0 K100
Background colors				
 20% light green	R242 G251 B244	#F2FBF4	—	C4 M0 Y4 K0
 Light green	R189 G233 B201	#BDE9C9	PMS 2253C	C21 M0 Y22 K0
Accent colors				
 Navy	R0 G51 B160	#0033AO	PMS 286C	C100 M75 Y0 K0
 Plum	R153 G30 B102	#991E66	PMS 7648C	C22 M100 Y0 K16
 Red	R218 G41 B28	#DA291C	PMS 485C	C0 M95 Y100 K0

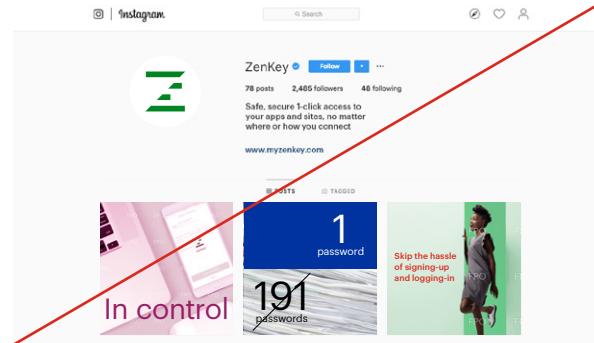
The colors shown on this page and throughout these guidelines have not been evaluated by Pantone LLC for accuracy and may not match the PANTONE Publication for accurate color. PANTONE® is the property of Pantone, Inc.

Color don'ts

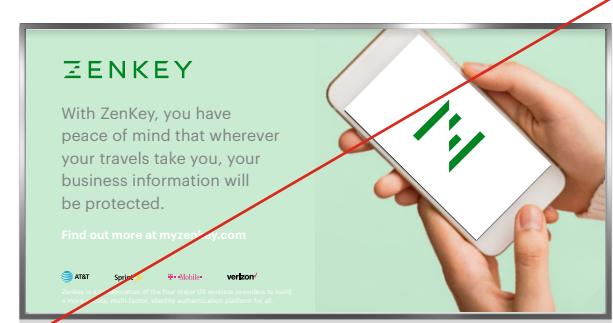
Here are examples of what not to do so we maintain a cohesive experience across all applications.



Do not overuse ZenKey Green.



Do not use accent colors in large amounts.



Do not use text and background color combinations that reduce legibility.

Our typography

Our type style is legible and modern, conveying a sense of control and ease of use. Our primary font is Graphik—we use it for all print and web applications. Our app fonts are SF Pro (for iOS) and Roboto (for Android). Our system fallback font is Arial.

Primary font

Graphik Regular

Graphik Regular Italic

Graphik Semibold

Graphik Semibold Italic

iOS

SF Pro Text Regular

SF Pro Text Italic

SF Pro Text Bold

SF Pro Text Bold Italic

Android

Roboto Regular

Roboto Italic

Roboto Bold

Roboto Bold Italic

System fallback

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Note: Use only these specified font weights.

Using our type effectively

A well-defined type hierarchy—through scale, weight and color—makes our communications engaging and easy to navigate and puts our users in control.

Headline set in Graphik Regular/SF Pro Text Regular/Roboto Regular, sentence case, left aligned

Access with peace of mind

Subhead set in Graphik Semibold/SF Pro Text Bold/Roboto Bold, sentence case, left aligned

Greater security, higher confidence

Body copy set in Graphik Regular/SF Pro Text Regular/Roboto Regular, sentence case, left aligned

ZenKey is a collaboration of the four major US wireless providers to build a more secure, multi-factor identity authentication platform for all.

CTA set in Graphik Semibold/SF Pro Text Bold/Roboto Bold, sentence case, centered

Enable and share

Cancel

Text link set in Graphik Semibold/SF Pro Text Bold/Roboto Bold, sentence case, sentence case, centered

Cancel

Icon descriptor set in Graphik Regular/SF Pro Text Regular/Roboto Regular, sentence case, centered



Secured

Note: Always allow a generous amount of clear space around copy.

AA compliance

Our fonts and color palette were chosen to meet AA color contrast standards. When combining colors for text on-screen, we must be careful to meet color contrast accessibility requirements to ensure all our audiences can easily read and navigate our content. The table below provides a guide to acceptable on-screen color and text combinations.

White	20% light green	Light green	ZenKey Green	Black
All text (ZenKey Green)				
All text (white)				
All text (black)				
All text (navy)				
All text (plum)				
All text (red)				

Typography don'ts

Our content must be clear and easily readable. Here are common mistakes we need to avoid:



Do not use fonts other than Graphik in print or web applications.

Enable and share

Do not use fonts other than SF Pro Text or Roboto for mobile apps.

ZENKEY IS A COLLABORATION OF THE FOUR MAJOR US WIRELESS PROVIDERS TO BUILD A MORE SECURE, MULTI-FACTOR IDENTITY AUTHENTICATION PLATFORM FOR ALL.

**Greater security,
higher confidence**

Do not set paragraphs in all caps.

Do not add effects such as gradient or drop shadow.

ZenKey's mobile authentication technology puts security at your finger tips. The new mobile-based technology makes it easier to sign up, sign in and continuously control your information through authentication and authorization capabilities.

Unlock new connections with the confidence of greater security

ZenKey's mobile authentication technology puts security at your finger tips. The new mobile-based technology makes it easier to sign up, sign in and continuously control your information through authentication and authorization capabilities.

Do not center large amounts of text.

Do not justify text.

Advanced security, so you can connect to your apps and sites easier than before

Do not reverse large amounts of text.

Do not use type with insufficient contrast.

Our imagery

Imagery can be used across all of our communications to convey a sense of control and peace of mind. Our imagery style is bright, with crisp depth of field and minimal background detail. A focused color range—light green and neutral colors—create a consistent, confident and contemporary look.

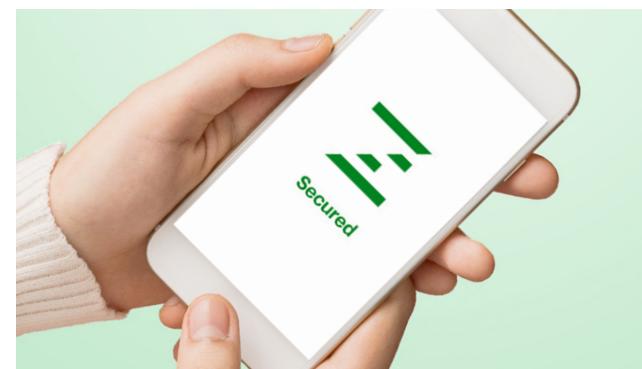
Campaign imagery

Our campaign imagery highlights the moment of access—users securely passing through abstract portals to access their desired content.



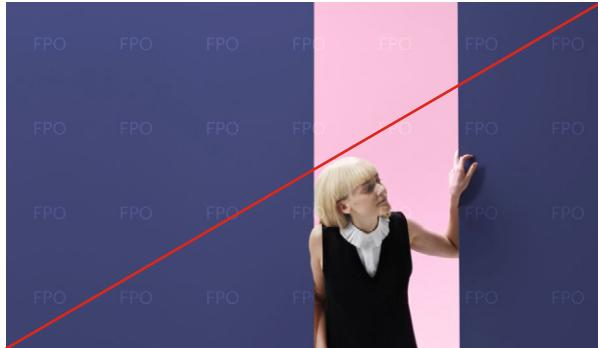
Product imagery

Our product imagery highlights user benefits through flat layouts and dynamic diagonal angles that echo our ZenKey symbol.



Imagery don'ts

Here are examples of stylistic miscues.



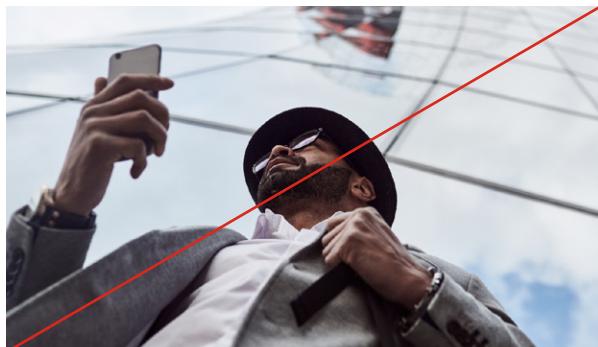
Do not use color backgrounds other than green.



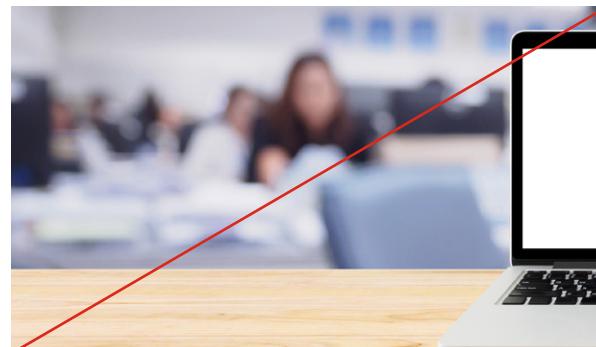
Do not use imagery that feels too staged, or with excessive color contrast and saturation.



Do not use images with complex backgrounds.



Do not use tilted camera angles.



Do not use imagery with narrow depth of field.



Do not use cliché digital composites.

Iconography

Our icons can help tell a story quickly and effectively across a wide range of topics.

Thematic iconography

Inspired by our ZenKey symbol, our thematic iconography style features an open line form of consistent weight, in black, and highlighted content in ZenKey Green. Use thematic iconography in marketing applications.



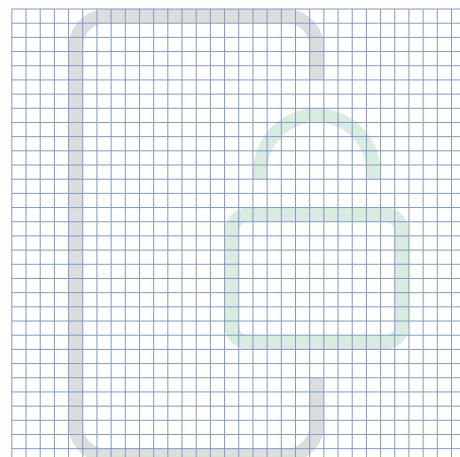
Secured

Email



Settings

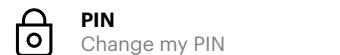
Privacy



1-unit stroke, 32x32 grid

Functional iconography

Our functional iconography style is designed for small scale use, with a thicker stroke of consistent weight, neutral color (black or white) and simplified content. Use functional iconography in product applications.



PIN

Change my PIN



Terms of Service

Important legal information



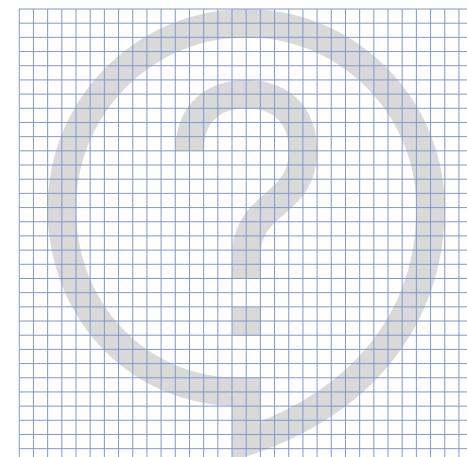
Support

ZenKey resources



Disable or remove ZenKey

Manage your account



2-unit stroke, 32x32 grid

Interactive elements

A clear hierarchy helps provide guidance for the user. A primary button draws attention to the most important action on a screen, followed by secondary buttons, text CTAs and other interactions. Color is a powerful tool in the digital space to signal click ability and to direct the user's eye to calls to action.

Log in button CTA set in Graphik Semibold (SF Pro Text Bold/Roboto Bold for mobile app), sentence case, centered, in white, on a ZenKey Green background, featuring the white symbol flush left



Primary button CTA set in Graphik Semibold (SF Pro Text Bold/Roboto Bold for mobile app), sentence case, centered, in white, on a ZenKey Green background

Enable and share

Secondary button CTA set in Graphik Semibold (SF Pro Text Bold/Roboto Bold for mobile app), sentence case, centered, in ZenKey Green, on a white outlined background

Edit shared information

Text CTA set in Graphik Semibold (SF Pro Text Bold/Roboto Bold for mobile app), sentence case, underlined, in black

Cancel

Copy link set in Graphik Regular (SF Pro Text Regular/Roboto Regular for mobile app), sentence case, underlined, in black

Questions? contact@myzenkey.com, or call (123) 456-7890

Schematic CTA copy is for demonstration purposes only.

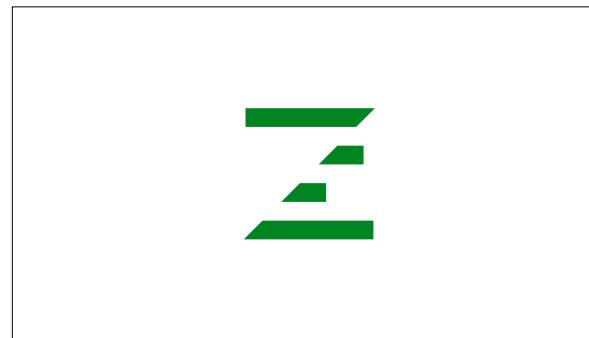
Motion

Motion often enhances a user's experience. Our dynamic logo signals opportunity and unfaltering protection. Transitions can move the user between sections and make their journey easier. We can even use animation to decrease perceived waiting time.

Logo animation (light theme)



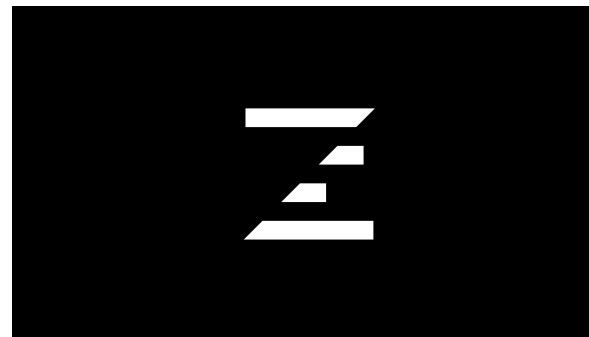
Symbol animation (light theme)



Logo animation (dark theme)



Symbol animation (dark theme)



Note: Do not recreate the animations—use provided artwork (see page 41).

SECTION II

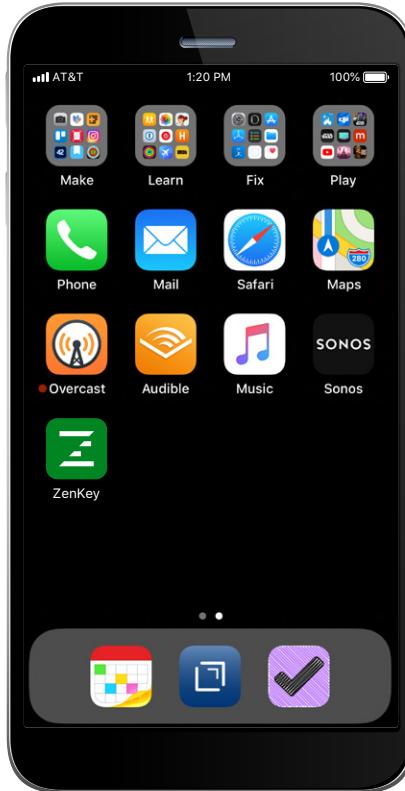
Applications

Mobile app button



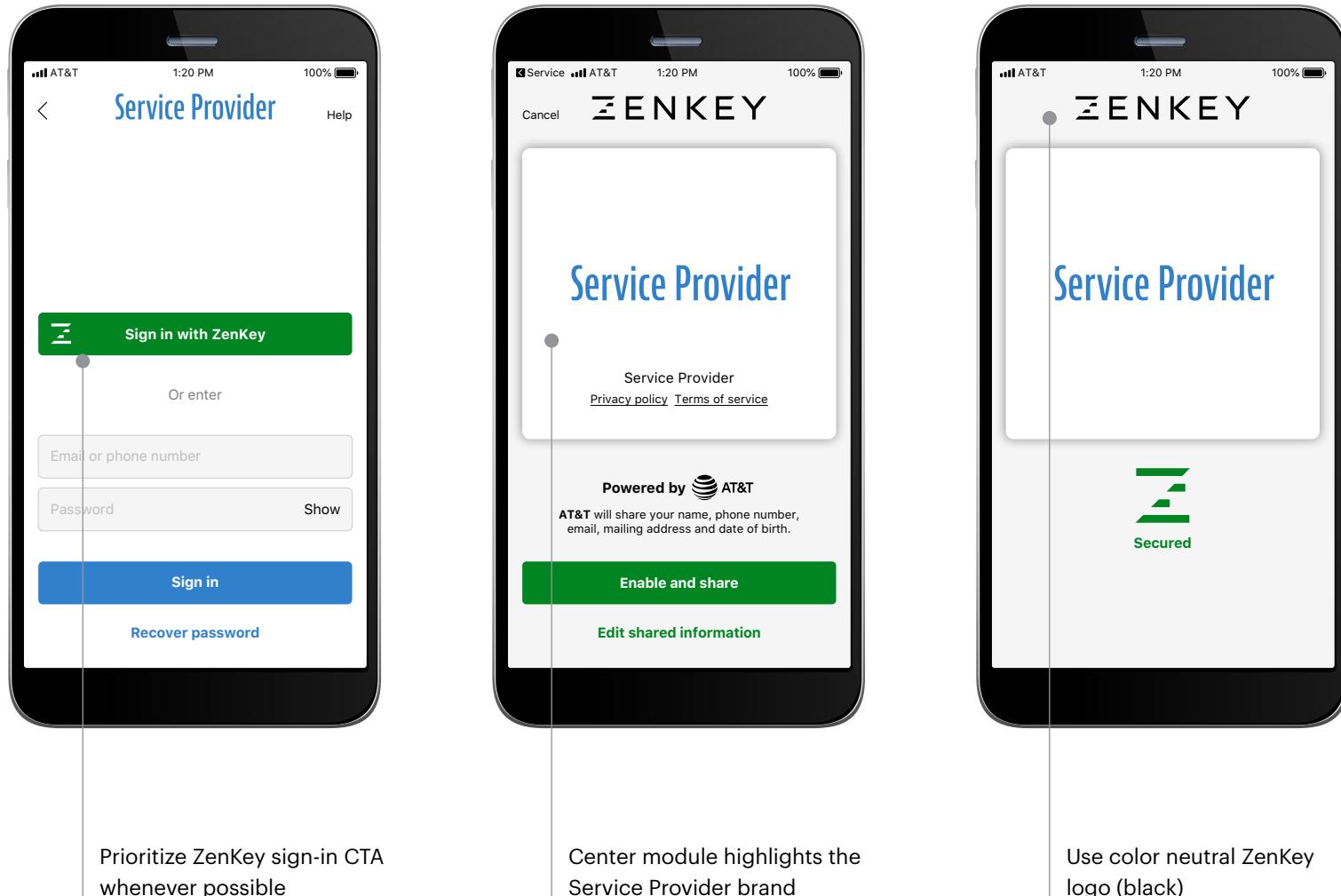
ZenKey

In text, always set our brand name in title case, with caps for "Z" and "K"



These schematic examples are for demonstration purposes only.

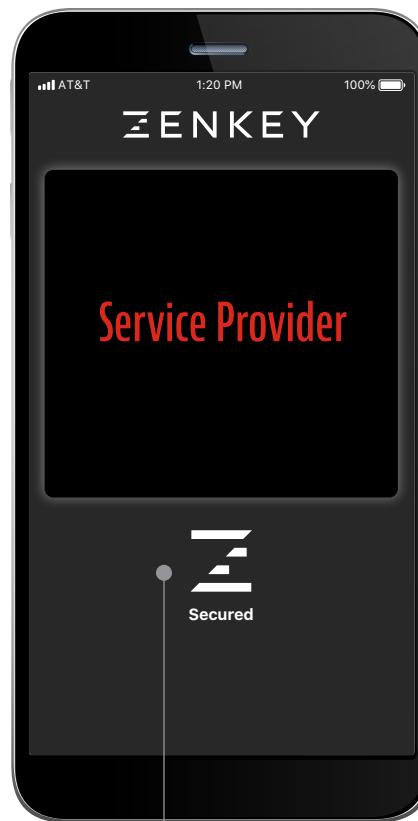
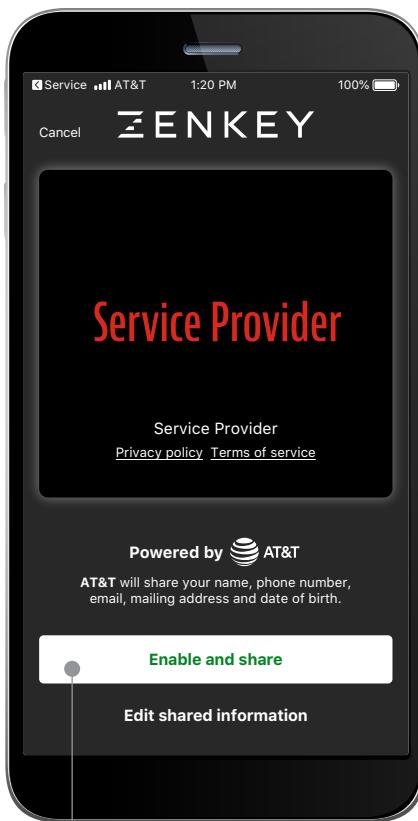
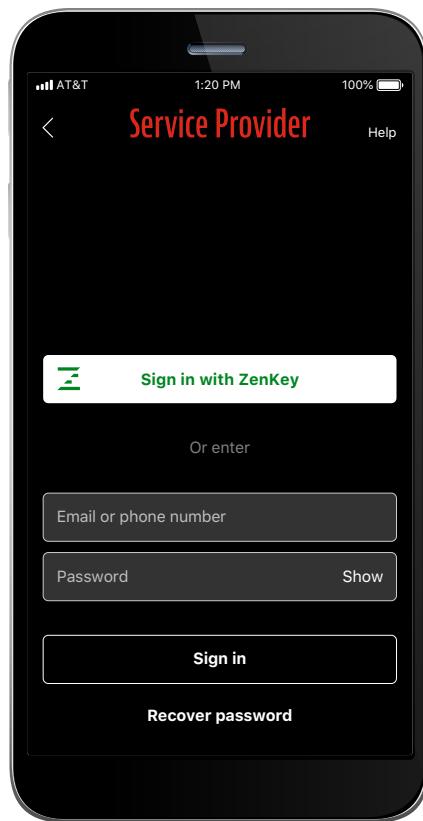
Mobile authentication



Note: Content pending approval.

These schematic examples are for demonstration purposes only.

Mobile authentication (dark theme)



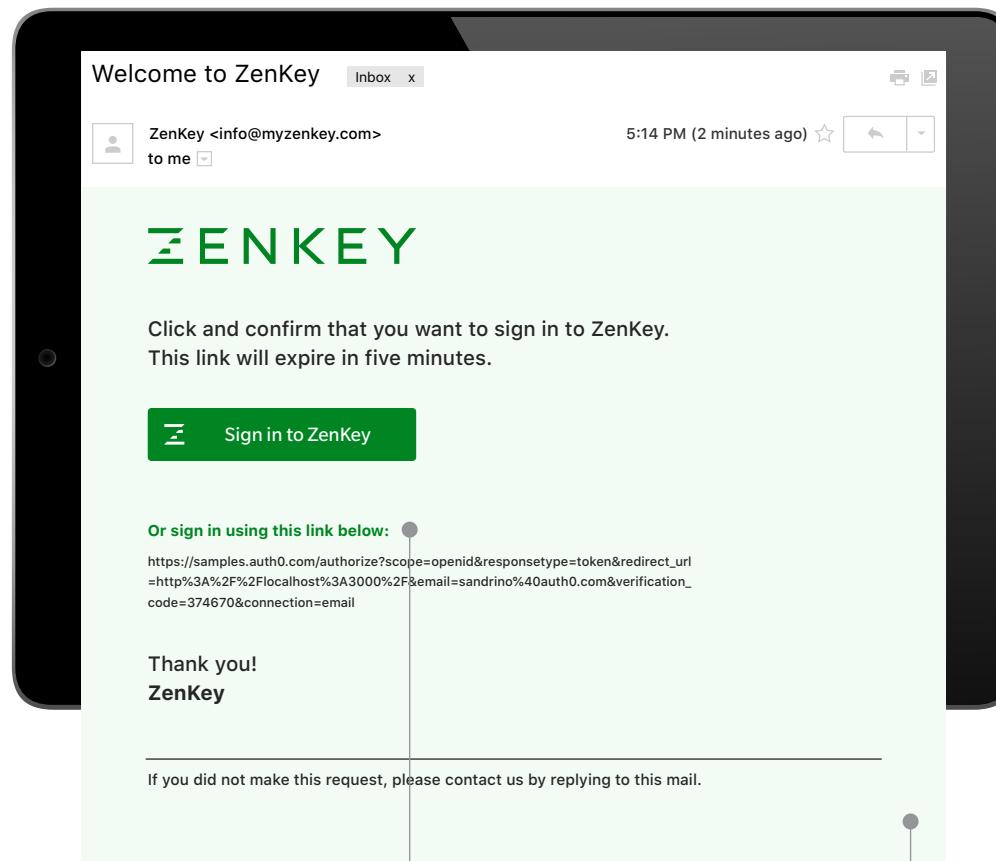
Set primary CTA text in
ZenKey Green

Use color neutral ZenKey
symbol (white)

Note: Content pending approval.

These schematic examples are for demonstration purposes only.

Email authentication

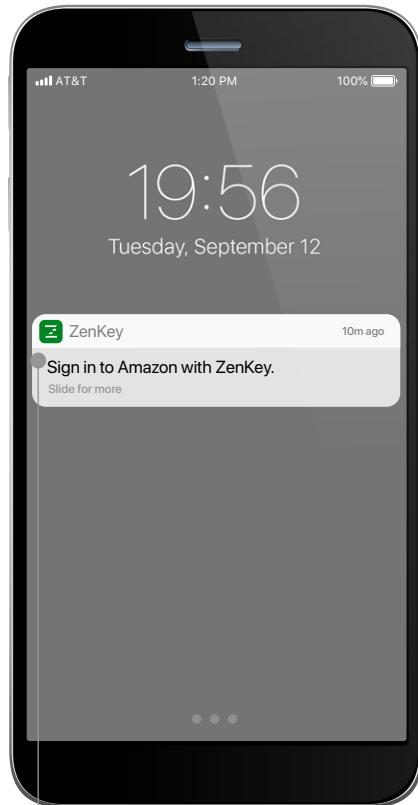


Use ZenKey Green in text sparingly,
to highlight key actionable content

Background set in 20% light green
adds a sense of authenticity

These schematic examples are for demonstration purposes only.

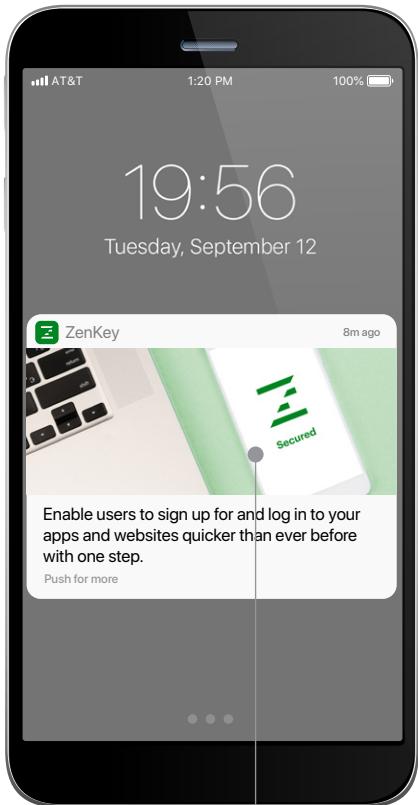
Push notifications



App button featuring the white ZenKey symbol. ZenKey name in text in operating system standard font adds context to the app button



Campaign imagery with photographic background targeting light green



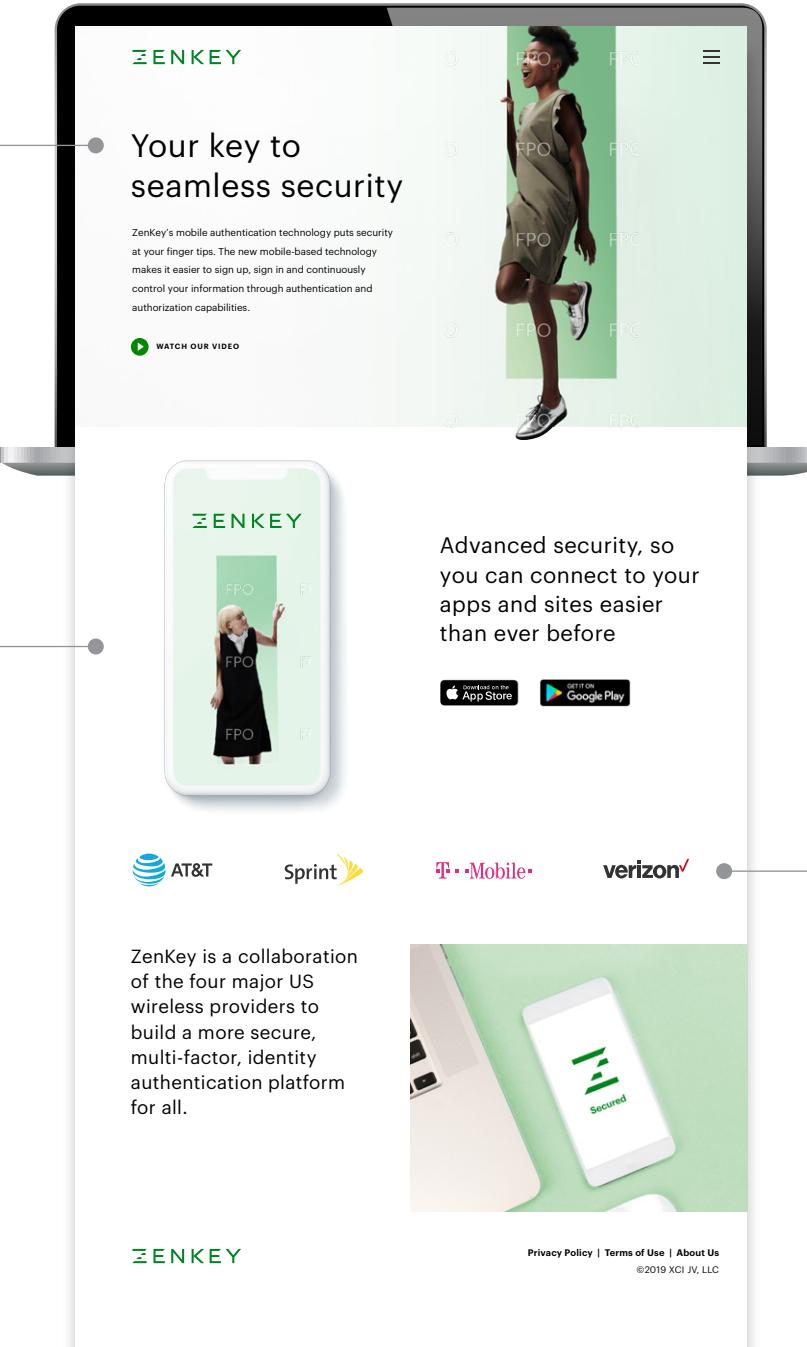
Product imagery highlights user benefit

These schematic examples are for demonstration purposes only.

Homepage (consumers)

Background in light green gradient, with a value behind the logo no darker than 20% light green, for optimal color contrast

Dynamic, free-flowing 2-column layout alternates imagery and copy

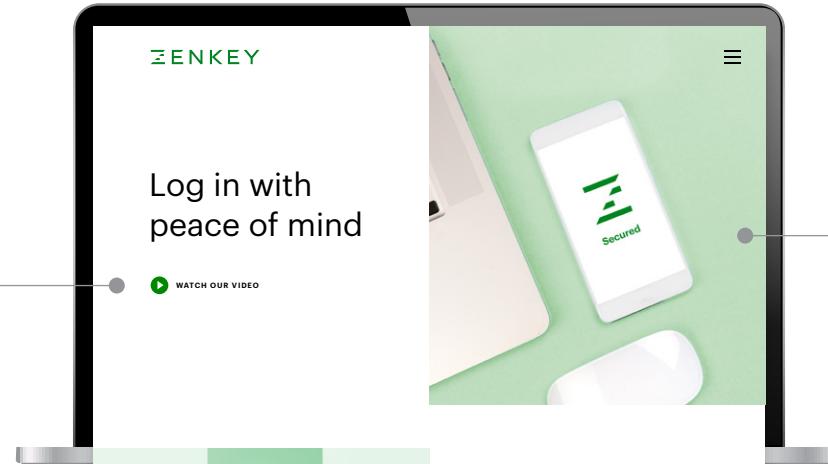


These schematic examples are for demonstration purposes only.

Carrier logos in full color, in alphabetical order, show the scale and scope of the ZenKey brand

Homepage (business customers)

Functional icon in ZenKey Green background, with CTA set in Graphik Semibold, all caps, in black



Business customers page leads with product imagery

White space is critical to establish a clear content flow and create areas of focus

These schematic examples are for demonstration purposes only.

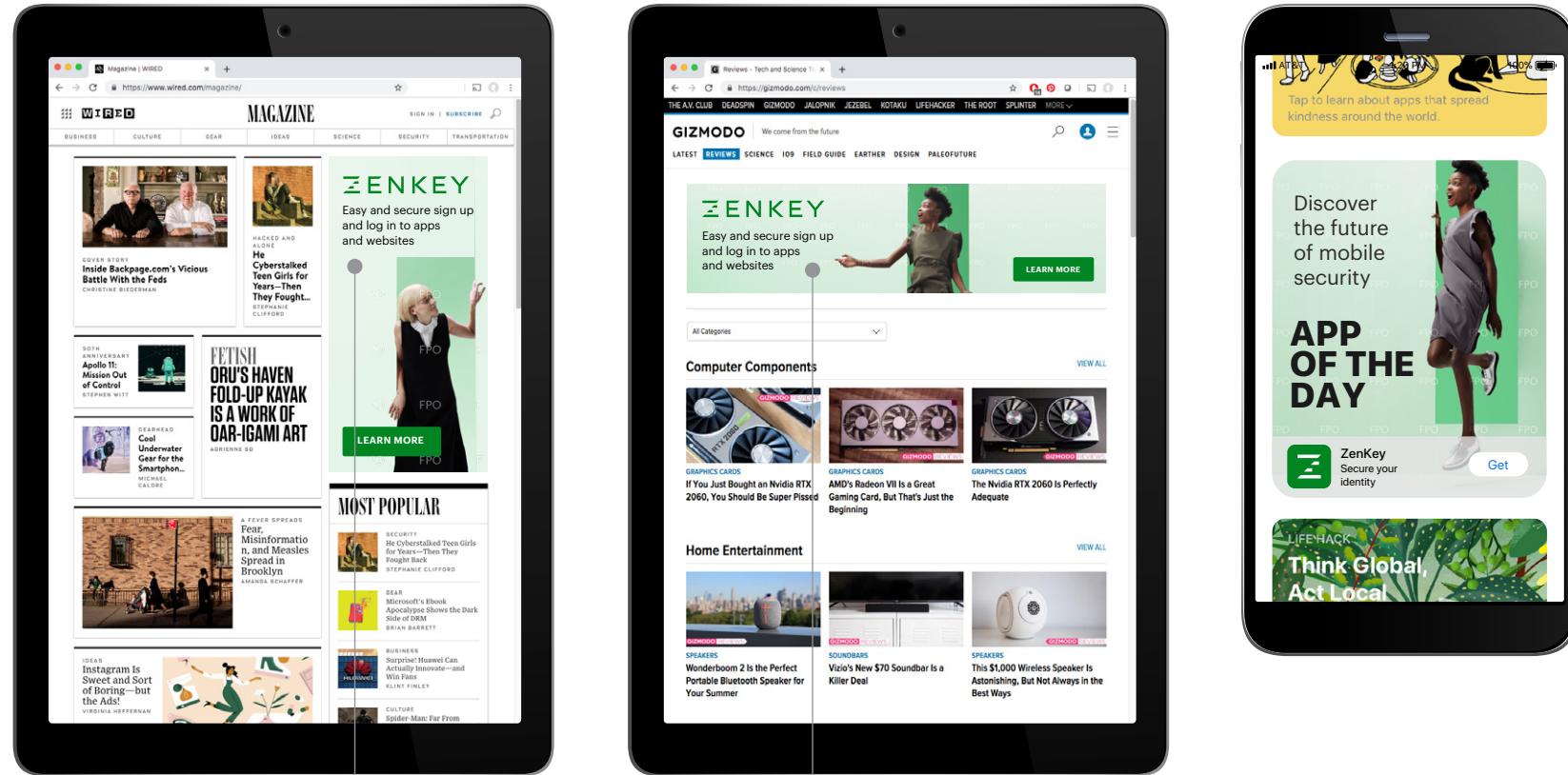
ZenKey brand guidelines



ZenKey is a collaboration of the four major US wireless providers to build a more secure, multi-factor, identity authentication platform for all.



OLA's

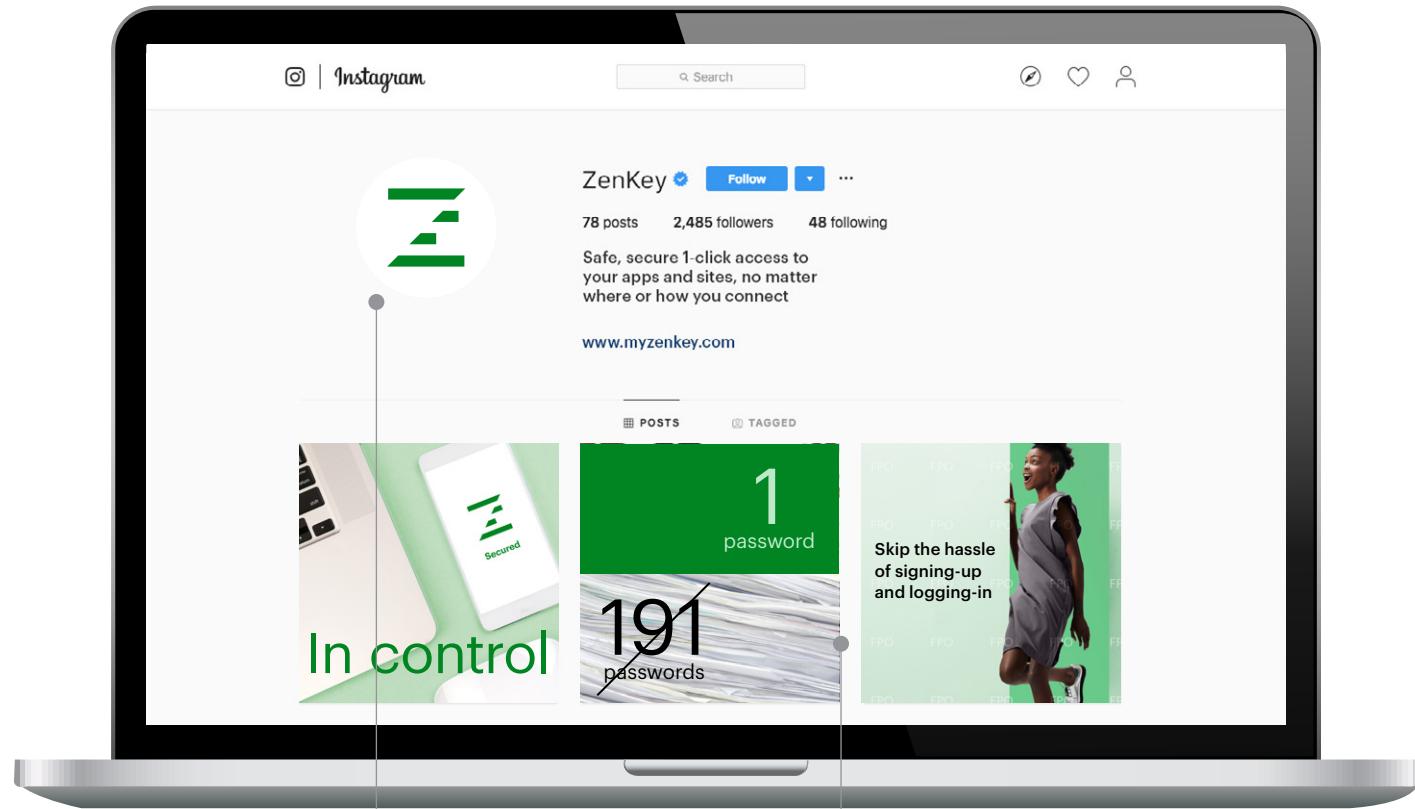


Our distinct light green background helps our communications stand out

Use clear, descriptive copy in out-of-context applications

These schematic examples are for demonstration purposes only.

Social media (Instagram)



The color ZenKey symbol, centered against a solid white background highlights our identity, rather than the holding shape

Posts featuring primary and background colors, Graphik font at scale and distinct imagery style for maximum visual impact

These schematic examples are for demonstration purposes only.

Social media (Twitter)

Leading with product



Leading with campaign



Alternate campaign and product content, to add context and create a well-rounded experience

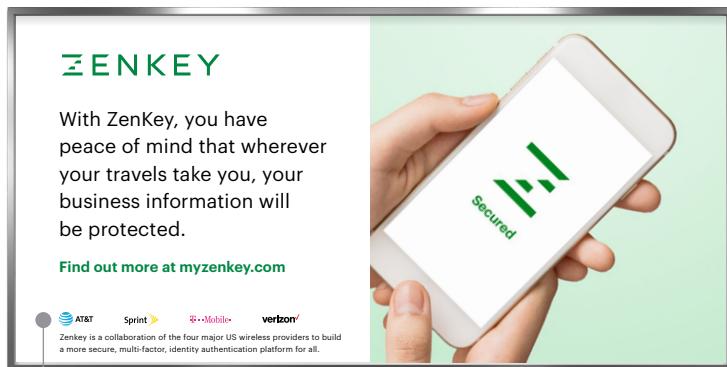
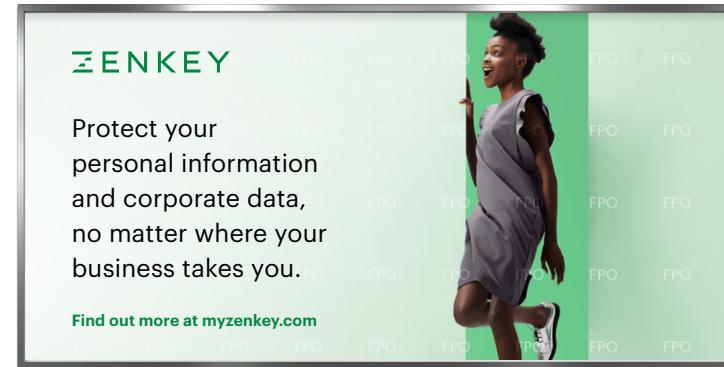
These schematic examples are for demonstration purposes only.

Out-of-home advertising

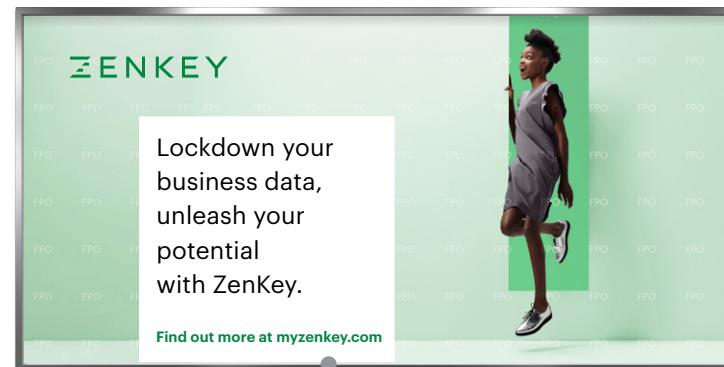
Leading with product



Leading with campaign



Carrier logos in full color, in alphabetical order, show the scale and scope of the ZenKey brand



Dynamic portal campaign imagery is echoed in the white content holding shape

These schematic examples are for demonstration purposes only.

SECTION III

Resources

Logo and symbol file name reference

ZENKEY

Color logo

ZenKey_c.ai
ZenKey_cmyk.ai
ZenKey_rgb.ai
ZenKey_rgb.png



White logo

ZenKey_w.ai
ZenKey_w.png

ZENKEY

Black logo

ZenKey_k.ai
ZenKey_k.png



Color symbol

ZenKey_symbol_c.ai
ZenKey_symbol_cmyk.ai
ZenKey_symbol_rgb.ai
ZenKey_symbol_rgb.png



White symbol

ZenKey_symbol_w.ai
ZenKey_symbol_w.png



Black symbol

ZenKey_symbol_k.ai
ZenKey_symbol_k.png

Single carrier endorsement file name reference

Powered by  AT&T

Black AT&T endorsement

ATT_line_k_cmyk.ai
ATT_line_k_rgb.ai
ATT_line_k_rgb.png

Powered by  Sprint

Black Sprint endorsement

Sprint_line_k_cmyk.ai
Sprint_line_k_rgb.ai
Sprint_line_k_rgb.png

Powered by  T-Mobile

Black T-Mobile endorsement

T-Mobile_line_k_cmyk.ai
T-Mobile_line_k_rgb.ai
T-Mobile_line_k_rgb.png

Powered by  Verizon[®]

Black Verizon endorsement

Verizon_line_k_cmyk.ai
Verizon_line_k_rgb.ai
Verizon_line_k_rgb.png

Powered by  AT&T

White AT&T endorsement

ATT_line_w_cmyk.ai
ATT_line_w_rgb.ai
ATT_line_w_rgb.png

Powered by  Sprint

White Sprint endorsement

Sprint_line_w_cmyk.ai
Sprint_line_w_rgb.ai
Sprint_line_w_rgb.png

Powered by  T-Mobile

White T-Mobile endorsement

T-Mobile_line_w_cmyk.ai
T-Mobile_line_w_rgb.ai
T-Mobile_line_w_rgb.png

Powered by  Verizon[®]

White Verizon endorsement

Verizon_line_w_cmyk.ai
Verizon_line_w_rgb.ai
Verizon_line_w_rgb.png

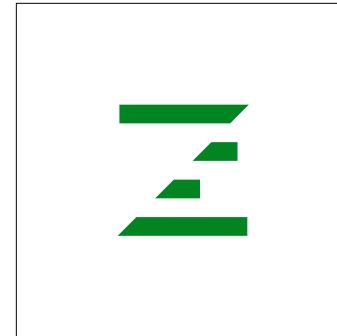
Note: Final art pending carrier endorsement language approval.

Logo and symbol animation file name reference



Logo animation (light theme)

ZenKey_rgb.mp4



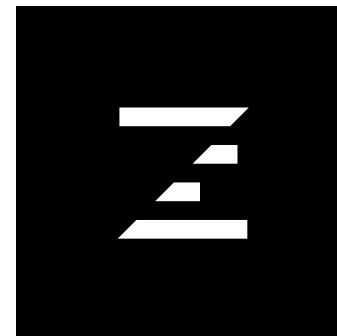
Symbol animation (light theme)

ZenKey_symbol_rgb.mp4



Logo animation (dark theme)

ZenKey_k.mp4



Symbol animation (dark theme)

ZenKey_symbol_k.mp4

