

## LOGOTYPE



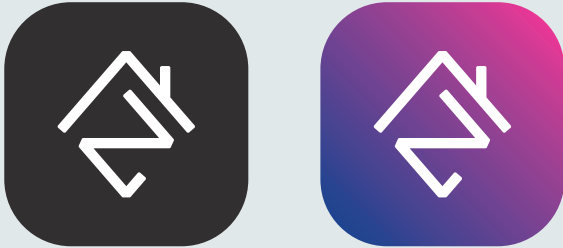
## LOGOMARK



## ABOUT LOGO

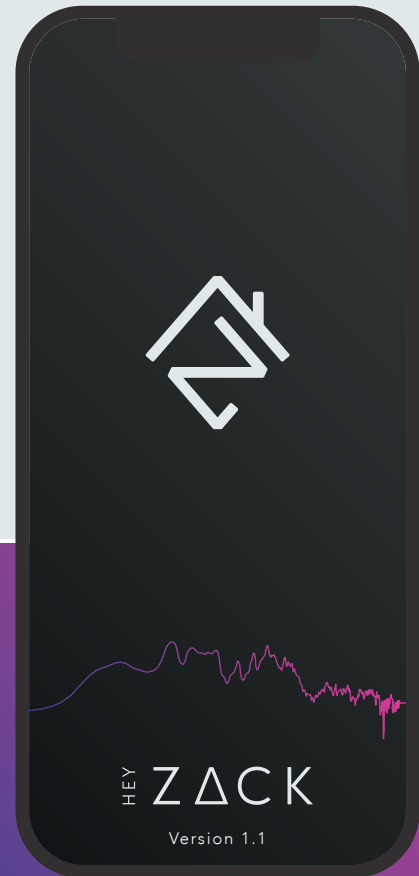
This logo features a sleek and technological design, where the stylized house subtly incorporates the letter Z, directly linking it to the brand's identity. This graphic approach reinforces the idea of connectivity and intelligence within the home. The use of geometric shapes and the triangle in "ZACK" adds a futuristic and innovative touch, evoking both precision and modernity in the voice assistant. Its clean aesthetic ensures strong recognition and seamless integration into the smart home ecosystem.

## ICONS



## WORDMARK

HEY ZACK



LOGOTYPE



TYPOGRAPHY

Aa

**BRINNAN BOLD**  
THE QUICK BROWN FOX JUMPS  
OVER THE LAZY DOG

Aa

**BRINNAN LIGHT**  
THE QUICK BROWN FOX JUMPS  
OVER THE LAZY DOG

Aa

**Avenir Light**  
The quick brown fox jumps over the lazy dog

**TITLE**  
SUBTITLE

Text

COLORS

GRADIENT

BLUE

HEX #243984  
RGB 36, 57, 132  
CMYK 100, 87, 11, 1

PINK

HEX #E82F89  
RGB 232, 47, 137  
CMYK 0, 90, 0, 0

BLACK

HEX #2E2D2C  
RGB 46, 45, 44  
CMYK 0, 0, 0, 95

GREY

HEX #E9EDEF  
RGB 233, 237, 239  
CMYK 11, 5, 6, 0

THE SOUND WAVE

The integration of the sound wave on the Hey Zack packaging symbolizes not only voice recognition but also the direct activation of the system with the phrase "Hey Zack." This wave represents the precise moment when the user triggers the voice interface, establishing a visual link with the action of speaking. It embodies the product's responsiveness, which immediately reacts to the verbal command. Visually dynamic, the wave evokes movement and fluidity in the interaction while highlighting the precision of the voice command system. By adding this dimension, the packaging takes on a modern, futuristic aesthetic, while reinforcing the idea of an innovative and easy-to-use product. This wave becomes a key symbol of the user experience, emphasizing the technology and simple, intuitive interaction with Hey Zack.

LOGOTYPE



MONOCHROME

HEY ZACK

MONOCHROME

HEY ZACK



LOGOTYPE



LOGOMARK CONSTRUCTION



SAFETY ZONE

