ZENT CASH

BRAND GUIDELINES

WHY GUIDELINES?

The following guidelines have been designed to help the community create a professional, powerful, easy and consistent brand identity that clearly communicates the Zent Cash spirit.

The guidelines are intended to be as unrestrictive as possible, so that every member of the community can express their ideas freely.

All brand assets can be downloaded at *www.zent.cash/brand*

Guidelines by
Zent Cash Project
Ze3GLbHkwq6iDt65iX6Nejb6LbYuvBSJ97Hjz3qoFKtwKwnBHVkTFyESL2Wt37kZHSFc9fvLoxCbE4soTJ7BjzCC3A5bhbQYS

WORDMARK

The wordmark is representative of the Zent Cash network and is favored when the focus of the document is the network as a whole. It is the primary and preferred version of the logo. 90° rotations of the wordmark are permitted.

STACKED

The stacked variant of the logo was created for cases in which the standard version is not suitable, such as stickers, posters, profile pictures, etc.
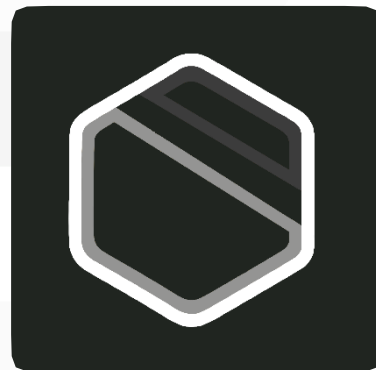
SYMBOL

The Zent Cash symbol was created to represent privacy, union, simplicity and all the core values that its community represents.

It can be separated from the wordmark as long as the Zent Cash networks name is being prominently promoted in the document or page.

TICKER

The ticker icon was created to represent the Zent Cash currency. It is favored instead of the symbol in places which the prominence of the network is not necessary or has already been established elsewhere in the document.

PRIMARY COLORS

This is the palette of our core identity.

Its usage is prefered in cases in which you need a stronger brand presence in hand with the core Zent Cash values.

C: 0	R: 73
M: 22	G: 57
Y: 81	B: 14
K: 25	H: ba9124

C: 0	R: 37
M: 38	G: 23
Y: 89	B: 4
K: 63	H: 5e3b0b

C: 0	R: 99
M: 0	G: 99
Y: 0	B: 99
K: 1	H: fcfcfc

C: 15	R: 13
M: 0	G: 15
Y: 15	B: 13
K: 85	H: 212721

SECONDARY COLORS

We have a secondary palette so everyone has more freedom in designing their own assets.

You are permitted to use any varying shade or tint of theses colors that you see fit.

H: FFC630

H: 352106

H: 949493

H: 3D3D3D

H: FFFFFF

H: 9E4456

H: DE5F5F

SAFETY ZONE

The safe zone for every logo version is represented by the height of the central hexagon in the symbol.

Necessary clear space is built into the core files.

INCORRECT USAGE

Here are some, but not limited to, incorrect usages of the logos.

• Do not stretch or distort them

• Do not place non white version on full color

• Do not alter the colors of them

• Do not rotate them (90° is acceptable)

• Do not use low-res images (our Github files only).

TYPE FAMILIES

The two type families for use in Zent Cash materials are Lato and Playfair Display SC.

Lato is the family to use for the main body copy inside any given document.

All typefaces inside the respective families are valid.

PLAYFAIR DISPLAY SC

Lato

LANGUAGE

UPLIFTING

We want to give the best first impression to people tired of empty promises, and projects with no real value. People should feel like they can make a difference with Zent Cash!

FUN

We are a brand that relies soley on people who would spend time on awesome projects for the greater good of the network, community, and union. This is the way of the Zent Cash spirit!

INVITING

We pride ourselves on being open to anyone who wants to assist and help Zent Cash spread across the globe. There is always a place for you to fit in with the Zent Cash community!

FILE CHEAT SHEET

zentcash_stacked_color@2x.png

Version

Color

Size

Format

	WEB	PRINT
	zentcash_wordmark_color.png	zentcash_wordmark_color.eps
	zentcash_wordmark_white.png	zentcash_wordmark_white.eps
	zentcash_stacked_color.png	zentcash_stacked_color.eps
	zentcash_stacked_white.png	zentcash_stacked_white.eps
	zentcash_symbol_color.png	zentcash_symbol_color.eps
	zentcash_symbol_white.png	zentcash_symbol_white.eps
	zentcash_ticker_color.png	zentcash_ticker_color.eps
	zentcash_ticker_white.png	zentcash_ticker_white.eps

FAST & STEADY