zelzec

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Brand Essence

ZelZec, derived from "Sell in Seconds," is an innovative online classifieds platform designed to facilitate seamless and efficient transactions between buyers and sellers. The brand is built on the core values of trust, connection, and convenience, ensuring a reliable and user-friendly marketplace for all.

Logo Concept

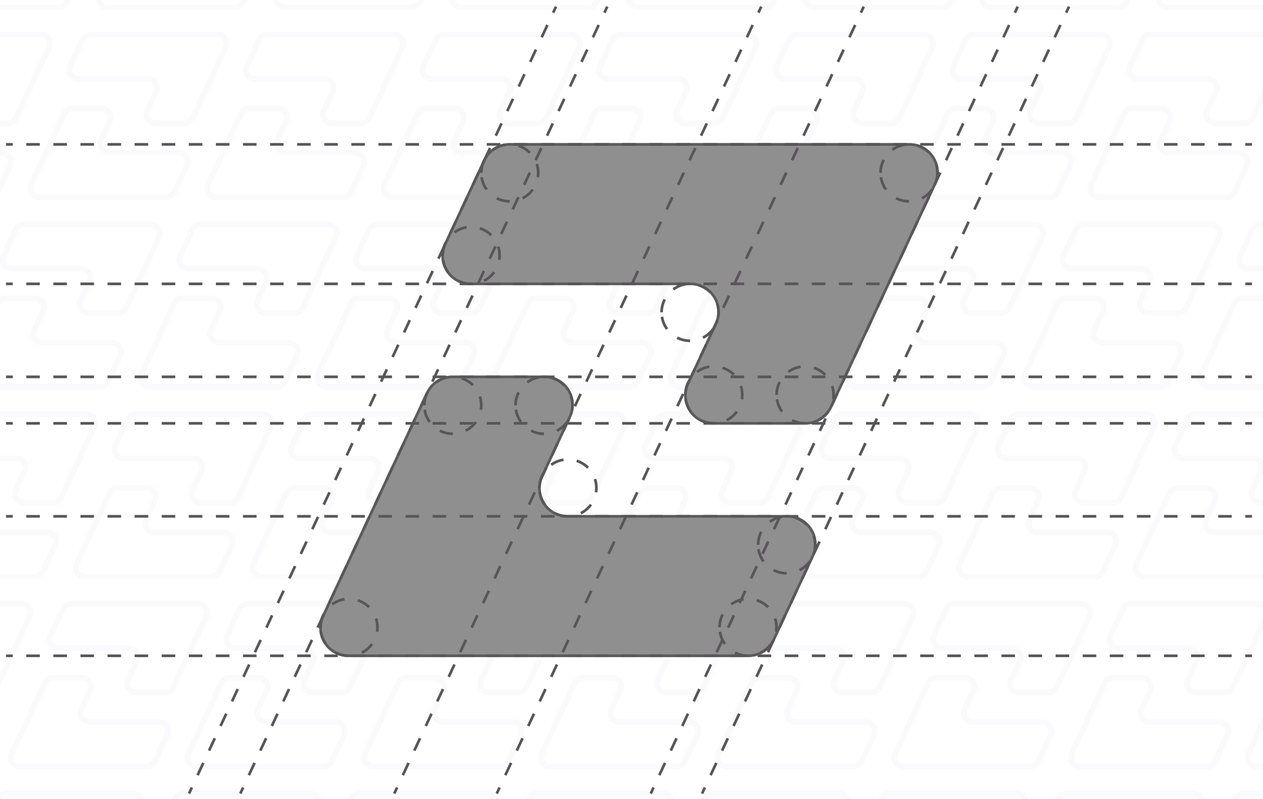
The ZelZec logo is designed to embody the platform’s mission of creating a secure and dynamic marketplace. The key ideas behind the design include:

Seller & Buyer Relationship – The logo reflects the harmony and interaction between sellers and buyers, symbolizing a smooth and hassle-free transaction process.

Link & Connectivity – A subtle representation of links or connections emphasizes the platform's role in bringing people together for trade.

Trust & Reliability – The clean and modern typography conveys confidence, professionalism, and transparency, essential qualities for an online marketplace.

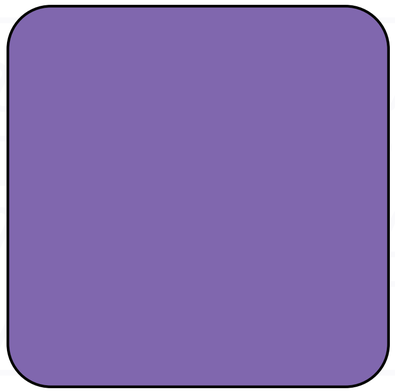
Helping Hands – Elements of support and community are subtly integrated, reinforcing the idea that ZelZec is more than a platform—it’s a network where users help one another find value.



4X
X
zelzec
X
4X
4X
X
4X

The ZelZec branding uses a sophisticated and bold color scheme to establish its identity:

- **Purple** – Represents creativity, trust, and innovation, making transactions feel secure and forward-thinking.
- **Black** – Adds a sense of sophistication, strength, and reliability to the brand.
- **White** – Ensures clarity, simplicity, and openness, reinforcing a user-friendly experience.



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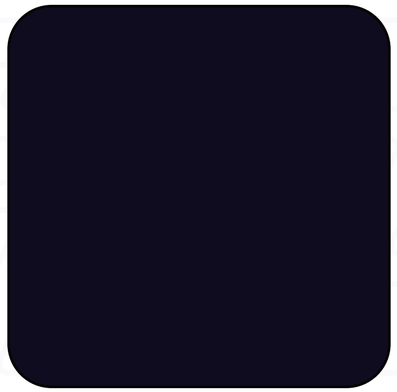
RGB
128, 105, 174
CMYK
56, 66, 0, 0



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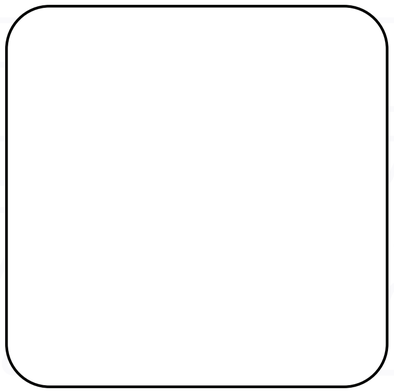
18, 15, 34
CMYK
85, 82, 54, 74



HEX
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RGB
255, 255, 255
CMYK
0, 0, 0, 0

Typography & Aesthetic

The typography is bold, modern, and slightly stylized, emphasizing the uniqueness of the double “Z” in the name. The sleek font choice ensures high readability across digital and print media while maintaining a strong, contemporary feel.

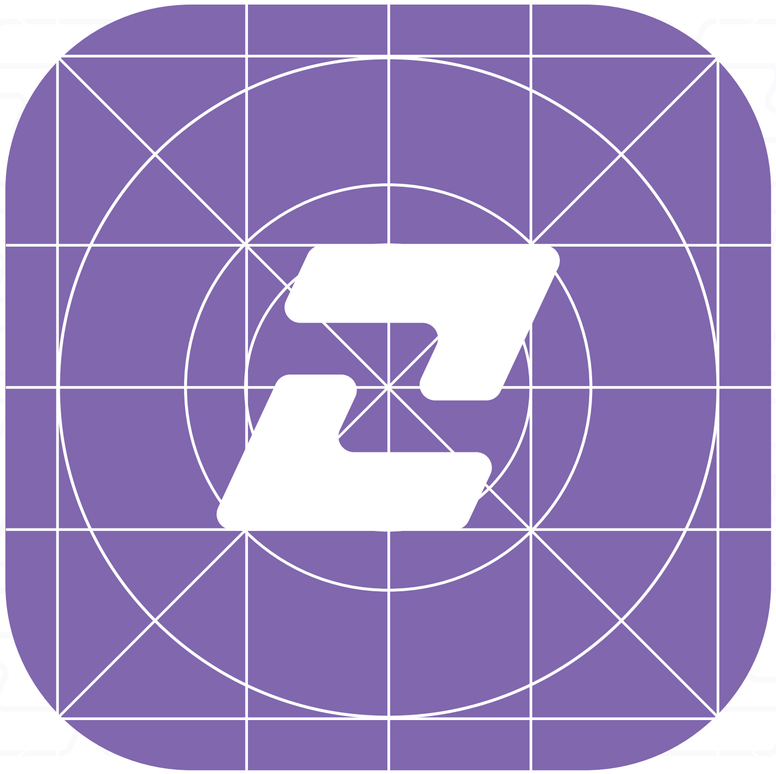
Thicccboi Bold

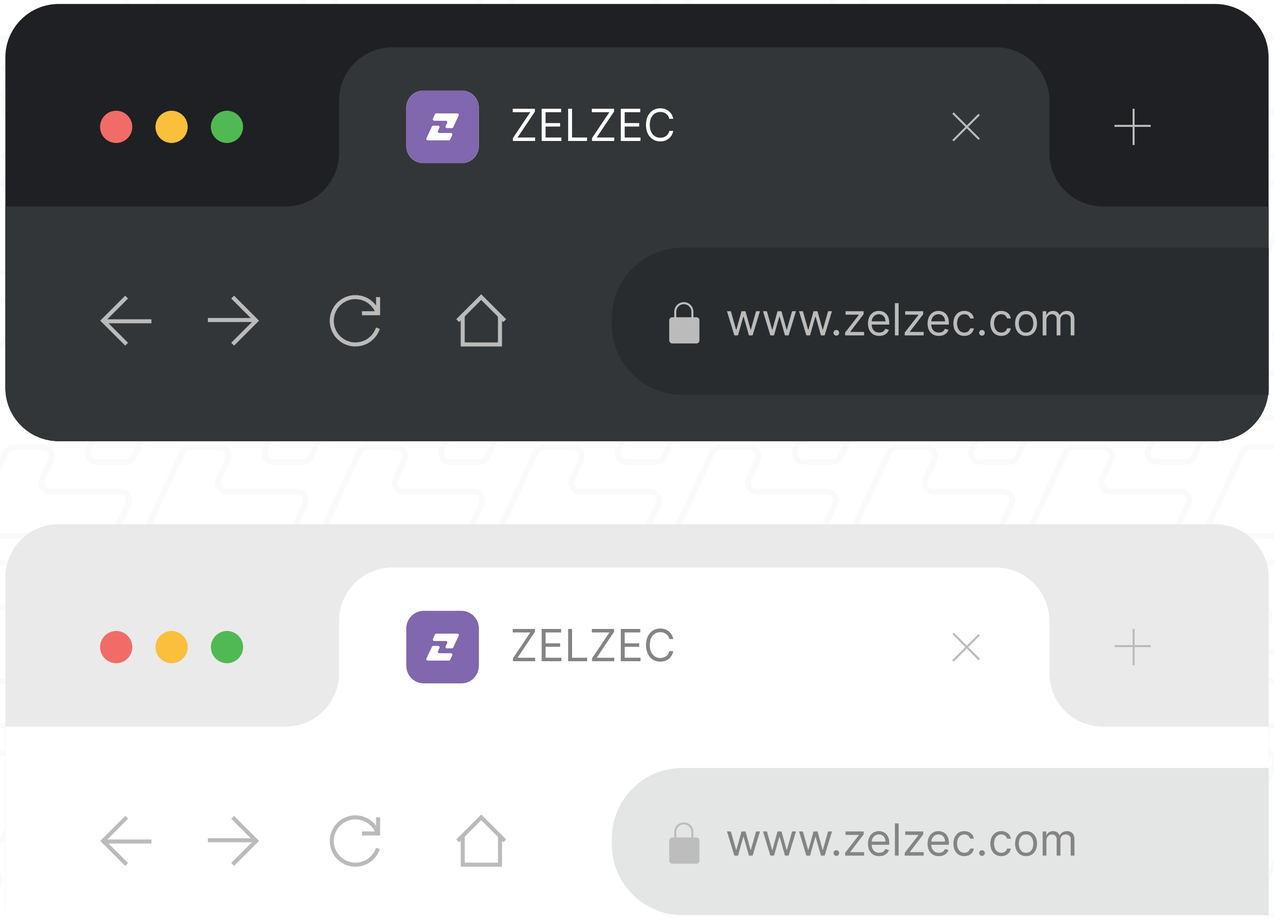
The branding font of ZelZec.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*(){}[]

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Logo Usage & Versatility

- The logo is designed to be minimalist yet impactful, making it adaptable across various platforms, including websites, mobile apps, and marketing materials.
- It is optimized for both dark and light backgrounds, ensuring consistent visibility and recognition.
- The monochrome version can be used in grayscale applications without losing its identity.

The ZelZec branding effectively conveys its purpose—bringing people together for seamless buying and selling experiences. Through a combination of meaningful design elements, a trust-driven color palette, and modern typography, the brand stands out as a reliable, efficient, and user-friendly classifieds platform.