

Style Guide



**An introduction to our
brand identity system.**

2nd Version, 2019

ZENREACH

Contents

This document is designed to outline the basic rules for Zenreach’s brand identity system. The guide aims to be strict enough to ensure consistency, but flexible enough to facilitate creative problem-solving within the brand framework.

This guide should unburden you from having to make small, arbitrary and repetitive decisions—freeing you up to focus on the quality of work you are producing.

We encourage our designers to take risks. If something isn’t explicitly forbidden by this guide, give it a try!

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Messaging



**Zenreach effortlessly builds
real-world connections that
maximize business success.**

Messaging & Strategy

Elevator Pitch

Retailers get to know their customers by name and recognize them when they come through their doors. But that personal connection often gets lost when they use digital tools like email and Facebook to promote their businesses.

Zenreach helps businesses know their customers better and grow sales by connecting real-world behavior with online experiences. Our WiFi marketing platform lets you automatically track customer visits, build rich customer profiles, target communication more precisely and directly measure in-store impact.

Boilerplate

Zenreach pioneered WiFi marketing, and continues to set the pace for an innovative and fast-growing industry. We help businesses with physical locations use WiFi to dramatically improve customer acquisition, loyalty and value. Our platform automatically tracks customer visits, effortlessly builds rich customer profiles and keeps them up to date. It allows communication that is more personal and precisely targeted, and directly measures the in-store impact. Founded in 2012, Zenreach serves thousands of independent merchants and leading brands like Peet's Coffee, Hakkasan and Anheuser-Busch.

Themes

Offline data boosts online performance

Know your customers

Keep customers coming back

Build satisfaction and reputation

Automate your marketing

Real-world results

Tone

Audience

Zenreach supports brick-and-mortar businesses of all sizes: from mom-and-pops to midmarket franchises to multinational corporations. Accordingly, we strive for a brand voice that is flexible and universal.

Our brand language should be approachable enough to bring in small business owners, yet sharp enough to inspire confidence from CMOs.

Personality

Effortless, not dumbed-down

Powerful, not menacing

Always learning, not omniscient

Encouraging, not cheerleader-y

Candid, not terse

Terminology

Hotspot: Used to refer to the geofenced area Zenreach creates.

Portal: The digital interface that grants access to the hotspot.

Walk-Through: The real-world conversion that happens when a customer sees an ad or email and subsequently visits a brick-and-mortar location.

Walk-By: The real-world impression that happens when someone in the Zenreach network passes a Zenreach business, but does not enter.

Headlines



**Digital intelligence
for the real world**



**What does ROI look like?
It's a familiar face in every seat**



Make Richard a regular.



**Turn your spot
into a hotspot**



**What does ROI sound like?
It's the roar of the crowd**



Keep Karen coming back.



**The power to know your
customers is the power
to grow your business**



**What does ROI feel like?
It's the warmth of a busy bar**



**Joe hasn't come in for ice cream in months—
turns out he's been spending time at the gym
down the street. Let him know about your new
low-fat frozen yogurt to get him to come back.**

Visual Style



**Our identity is predictable
yet flexible—ready to adapt
to changing landscapes.**

Logos

ZENREACH

Wordmark

The Zenreach wordmark symbolizes the power and momentum of our brand. The emphasis on the horizontal gesture supports the notion of “reach”, empowering businesses to reach new and existing customers.

The Zenreach wordmark is our primary mark, and is used to introduce our brand.

The wordmark should always be given a minimum clear space equal to the cap height.

The wordmark should never be displayed smaller than 1” in print or 72px on screens.



Logo

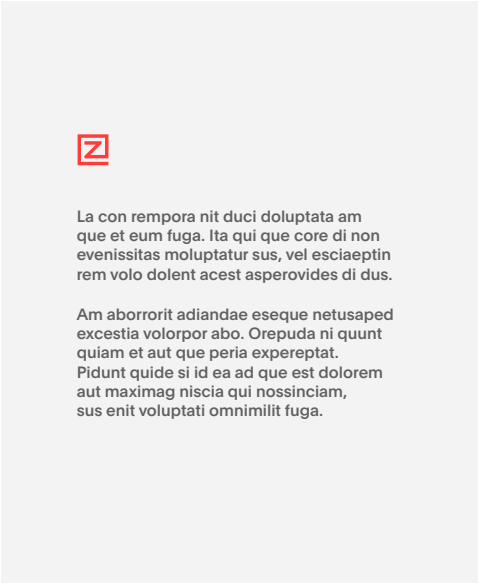
The Z logo is used as a callback, in instances where a viewer will already have some familiarity with Zenreach. The Z evokes an encompassing and forward moving gesture.

The Z logo should always be given a minimum clear space equal to 1/2 the logo height.

The Z logo should never be displayed smaller than 1/4” in print or 18px on screens.

Good Logo Use

The Zenreach wordmark and logo are generally displayed in red. It is also acceptable to be set in white or gray. When placed on top of a photograph, it can be set in either red or white depending on the lightness of the image.



The Zenreach wordmark and logo can be displayed in a variety of ways, including a vertical stack.

Bad Logo Use

Never distort or modify the wordmark or logo—they look fine just the way they are! Don't apply effects like glowing edges or drop shadows (duh!). You can use either logo in red, white, black and gray—but don't you dare use it in blue.

The wordmark 'ZENREACH' is displayed in a red outline font on a light gray background. The letters are thin and hollow, which is not an approved color or style for the logo.

Nope!

The logo is displayed in red on a light gray background. It consists of a square icon with a stylized 'Z' inside, followed by the word 'ZENREACH' in a bold, sans-serif font. This is an approved use of the logo.

Nope!

Registered Trademark

Zenreach® is a registered trademark. The ® symbol is our way of defending the Zenreach mark. Failing to use the registered mark appropriately can weaken our claim to it and opens up the possibility for others to try and register for it.

® may only be used in conjunction with the ZENREACH logo, Z logo and the written word ‘Zenreach’.

® should only appear once in a given document.

® should be superscripted when paired with the written word Zenreach.



® is placed on the baseline at the end of the ZENREACH logo. The height of the ® should be equivalent to the bottom arc of the ‘C’ (including overshoot).



® is placed to the top-right of the Z logo. The height of the ® should be equivalent to the top stroke of the Z logo.

Color

A strong red forms the basis for Zenreach’s color palette. Red is used to refer to offline behavior and physical action.

Zenreach red is contrasted with a vibrant blue. Blue is intended to be the yang to Red’s yin. Where red is used for ‘action,’ blue should be used for ‘information.’ Where red is used to represent the ‘offline world’, blue should be used to represent the ‘online world’.

Zenreach believes color is amoral. We never use color to imply ‘good’ or ‘bad.’ So, we avoid using red for warnings or blue for sadness.

<div>Red 100</div> <div>HEX#ff3c3c PMS032c CMYK0 90 80 0</div>	<div>Blue 100</div> <div>HEX#3232c8 PMS293c CMYK95 80 0 5</div>	<div>Black 100</div> <div>HEX#000 PMSBlack C CMYK0 0 0 100</div>
<div>Red 80</div> <div>HEX#ff6363 CMYK0 70 50 0</div>	<div>Blue 80</div> <div>HEX#5b5bd3 CMYK75 65 0 5</div>	<div>Grays</div> <div>We use a range of grays for various use-cases: Dark#444 Medium#777 Light#ddd Very Light#f7f7f7 For simplicity’s sake, start with those. But if you really need a different shade, go for it.</div>
<div>Red 60</div> <div>HEX#ff8a8a CMYK0 50 30 0</div>	<div>Blue 60</div> <div>HEX#8484de CMYK50 40 0 5</div>	

Typography

Our typographic hierarchy is simple and provides clarity to all Zenreach messaging and communications. We use a single typeface for all communications: Optimo’s ‘Plain.’

Plain may be used in regular, medium, bold and black. Text blocks are generally left-justified. We never use italics.

When choosing a font size, use these increments: 6, 8, 12 then multiples of 16 (16, 32, 48, 64, 80, 96, etc.)

Aim for an average line length of 45-60 characters. Lines of text should never exceed 90 characters.

Heading 1, Plain Black (4em)

Heading 2, Plain Bold (2em)

Subhead, Plain Bold (1em)

Body, Plain Regular (1em)

Bullet, Plain Medium (0.75em)

The main idea is highlighted using Zenreach Blue 40.

Caption, Plain Medium (0.75em)

Title

Primary Heading

Ecte dolupta tioris est aut omnihil ibusam fugit eatur? Raeriate cusam, velique ent qui solorest, expelit, simo.

Pa simaion nonsecepro debis et idel eate dolore maioriae ditaeritiur? Quis magnati onseculpa doloria aute por arum reiciae sum quis con comnihi tatur, nobis magnis reiumquam. Ucipis exeriorum, cus. Nemo oditat. Ga. Nam dolupta nisincilla es necus.

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Liquam sererios qui sit ut esequae cus.

Us re cor ma quibus ius, volupta tiaessi adi quiant adiam quo dolenih icipiti ium qui quaerspe dessitatur, cus ad ea susam fugitiis aut

Icons

Zenreach icons are sharp, geometric and expressive. They should always convey meaning—not used as purely decorative elements.



System Icons

System icons are used throughout the product to help users understand the functionality of a given element. They are typically displayed at 16px and may appear as large as 32px. They may also be included in marketing collateral at any scale.

Always use system icons for their assigned meaning. Using the same icon for multiple meanings is confusing to users.



Feature Icons

These icons are used to express capabilities and brand moments. They use simple, reduced forms to communicate clearly and effectively.

- Start with 18dp grid
- Use a 2dp stroke
- Always follow logo framing device



Concept Icons

These icons are meant to be used for more expressive moments. Illustrative icons can be large focal points of a composition, especially when photography is unavailable.

- Start with a 48dp grid
- Use a 2dp stroke
- Choose an orientation and perspective (see next page)



Spot Illustrations

Spot illustrations are used to provide explanation or to delight users.

- Designed to fit a specific space.

System Icons

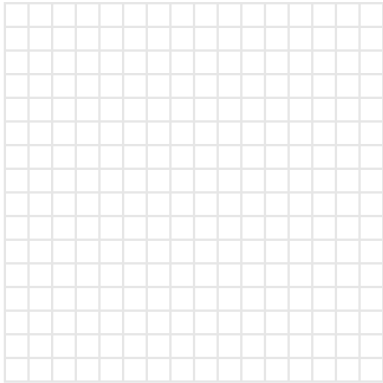
System icons should be designed to work at very small sizes. They will often be displayed at 16px, so they should be easily recognizable at that size.

A 1.5dp stroke may be used for details, when necessary. The arrow in the Walk-Through icon and the lines on the Profile icon are examples of 1.5dp strokes.

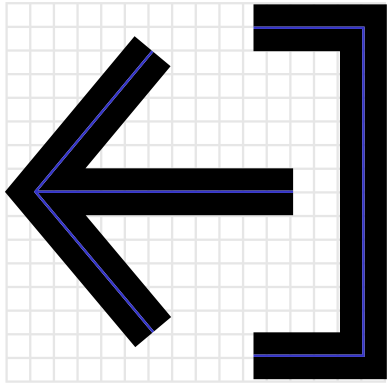
Icons that contain a glyph should use the cooresponding glyph from our Plain typeface as a starting point—to ensure correct optical proportions. See Dollars, Cents, Help and Warning.

Do not use round corners.

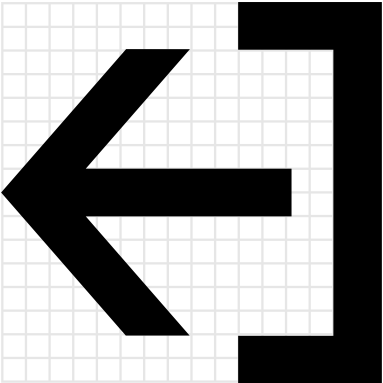
System icons may appear in red, blue, black or gray.

















Start with a square 16dp grid, with your stroke weight set to 2dp.



Draw your icon using simple geometric shapes and balanced compositions.



Expand your strokes and make optical adjustments as necessary.

 WiFi	 Campaign	 Walk-Through	 Notification	 Profile
 Help	 Warning	 Information	 Loyal	 Reload
 Lost	 Influencer	 Attach	 Show	 Hide
 Dollars	 Cents	 Edit	 Attach	 Logout

Feature Icons

Feature icons are used as a reference to features and capabilities. They should be differentiated and abstract.

Since Feature icons have incredibly strict space constraints, you'll need to get creative in visually abstracting your concept.



WiFi



Growth



Done



Error



Messages



Proximity



List



Profile



Metrics



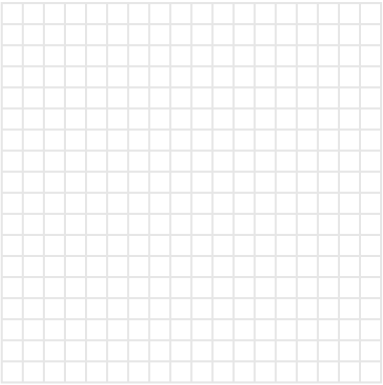
Composer



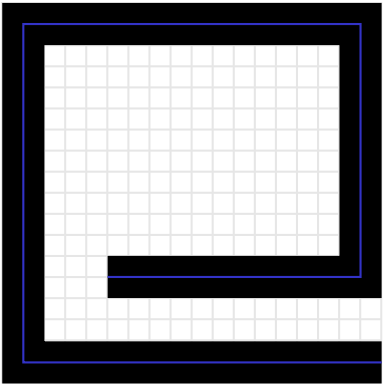
Search



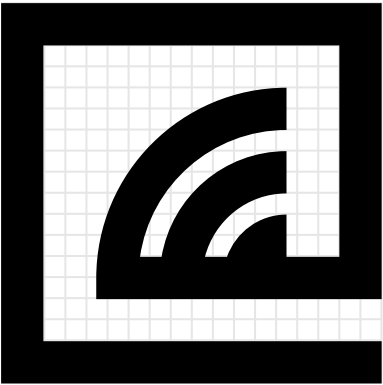
Launch



Start with a square 18dp grid, with your stroke weight set to 2dp.



Draw the outer frame—this element is used for all Feature icons.



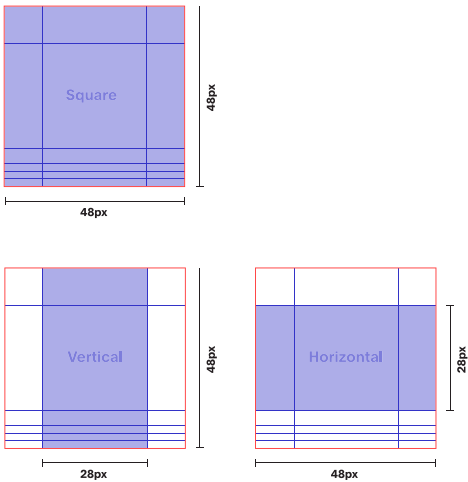
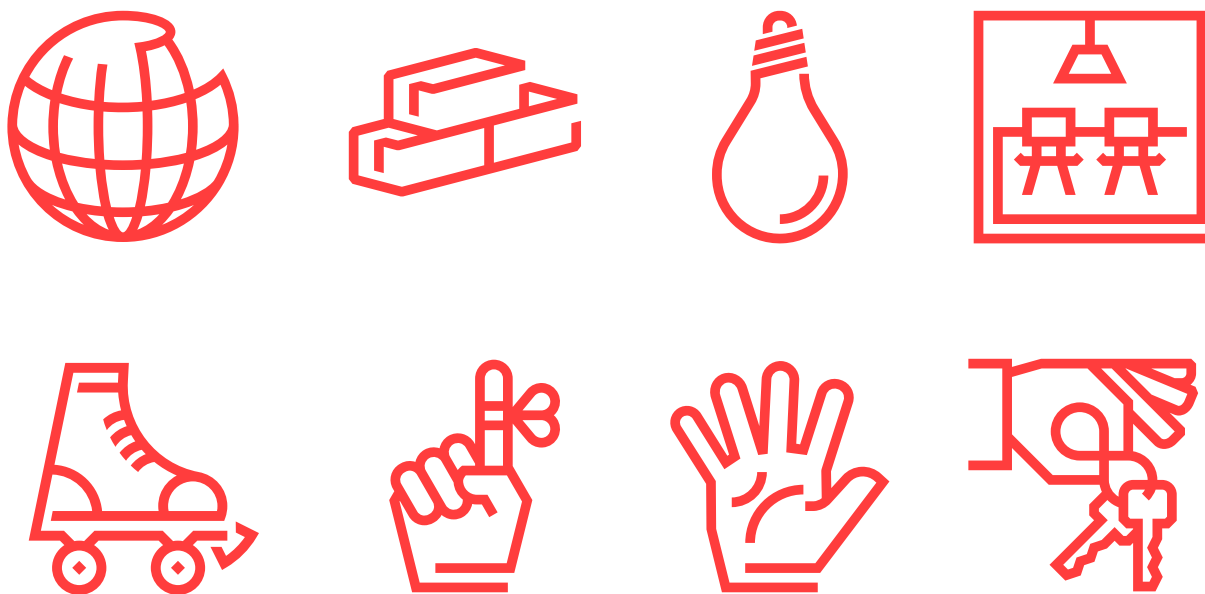
Use the remaining available space to draw your icon. Expand and refine.

Concept Icons

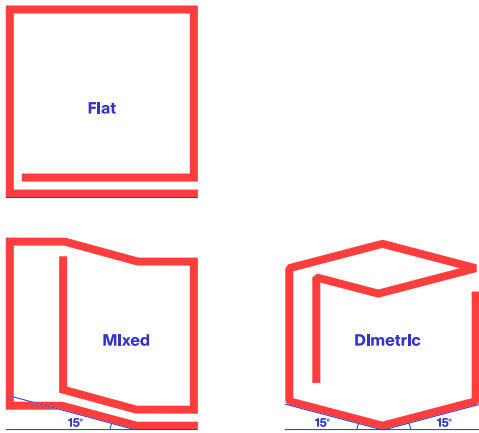
Concept icons are a bit more complex. They're used to help visually explain a given idea.

Orientation is intended to be a guideline, not a rule. The icon should be balanced within a given orientation, but lines may extend past the orientation's boundaries as necessary.

Perspective is a bit stricter. Planes should either be completely flat or at a 15° angle.



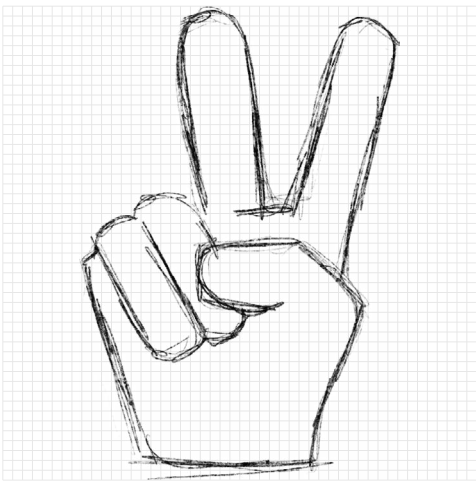
Choose an orientation: square, horizontal or vertical. For this example, we'll use the vertical orientation.



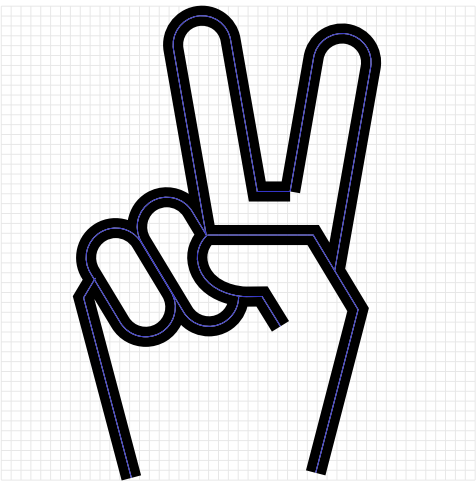
Choose a perspective: flat, dimetric (15°) or mixed. For this example, we'll use a flat perspective.



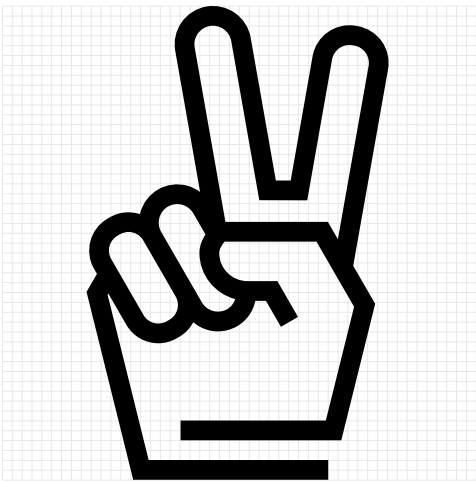
Draw your icon. You should do your initial sketches by hand, either with pen & paper or a tablet.



Place your sketch on a square, 48dp grid and set your stroke weight to 2dp.



Retrace your drawing—aligning to the grid and using geometric shapes, where possible.



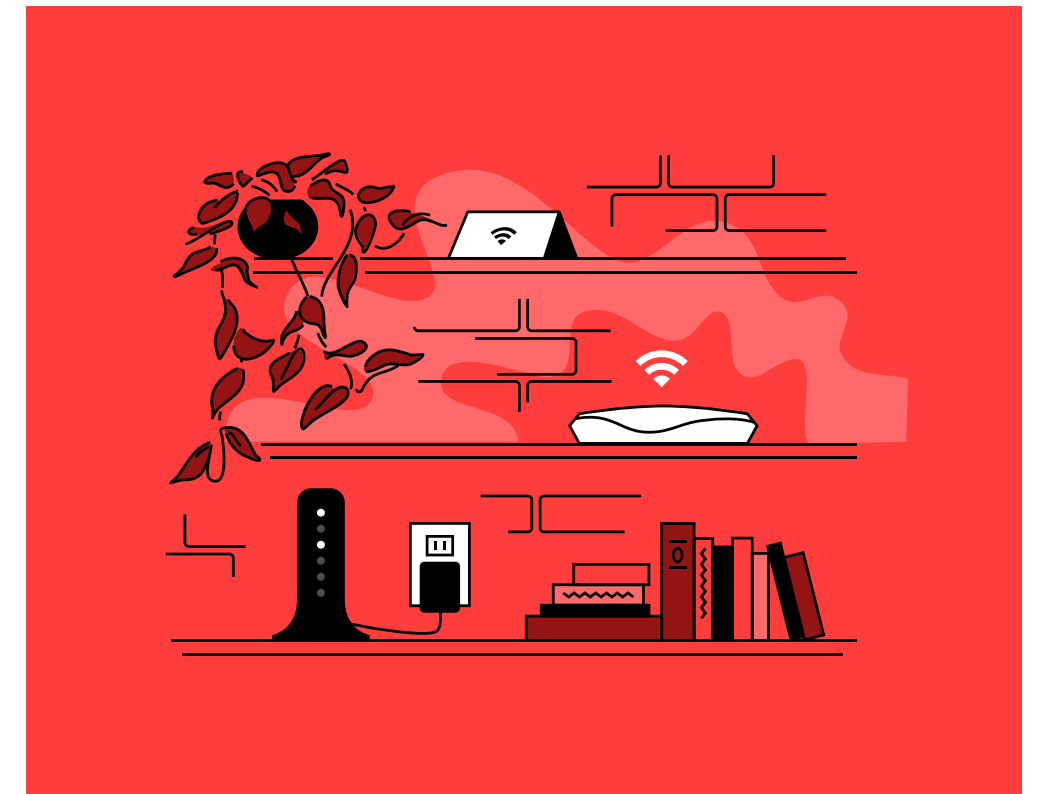
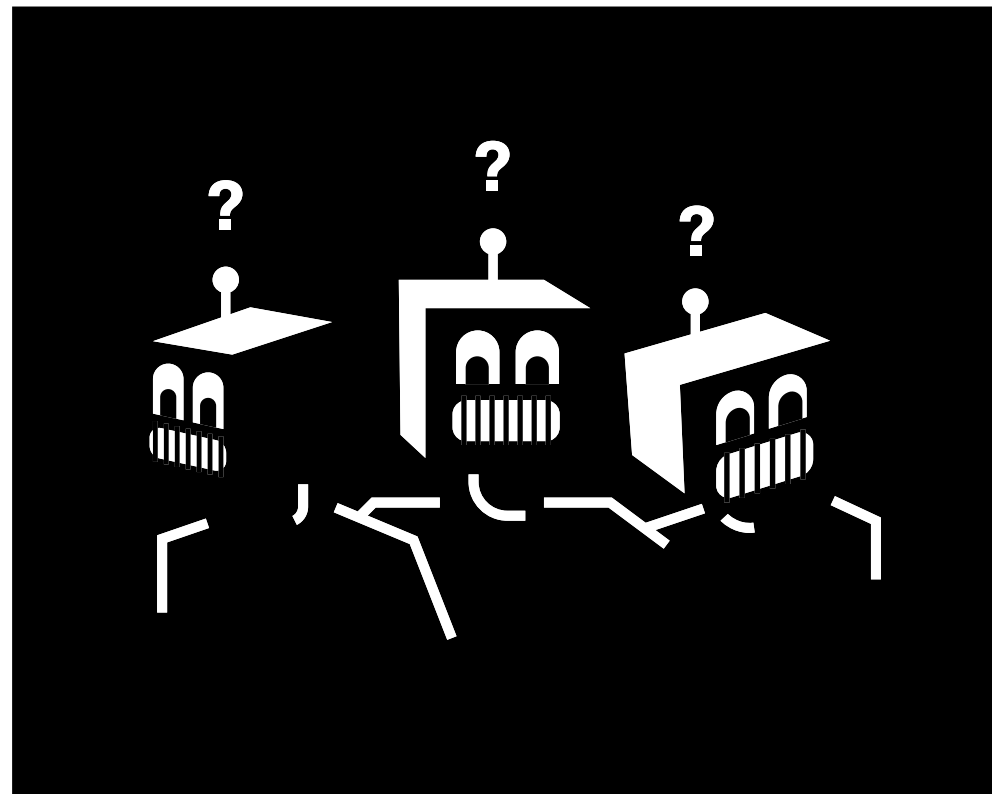
Refine and expand your strokes.

Spot Illustrations

Spot illustrations are used to illustrate complex ideas and inject personality into presentations, editorial content and elsewhere. Spot illustrations may take on a variety of styles, but should always use vectors and geometric shapes.

Regardless of style, always limit your color palette to the Zenreach brand colors.

Spot illustrations should always be created by an experienced illustrator.



Visual Metaphors



Paper Planes

A flying 'paper' plane is used to represent a "campaign" (or more generally—a marketing message). Planes are sent/'thrown' from a merchant to their existing and potential customers.



Robots & Ghosts

Robots refer to "unknown" people online. This can be synthetic ad audiences or real people who we don't have contact or demographic information for.

Ghosts are used to refer to "lost customers." These are customers who have visited a business, but have not returned for 3 months or more.



Hands & Feet

Disembodied hands and feet are used to illustrate various types of human interaction.

Hands express emotion, intent and and interaction with digital interfaces.

Feet allude to "Walk-Thru Rate," brick-and-mortar store visits, and other offline actions.

Flags & Frames

Zenreach's customer knowledge capabilities are highlighted by flags and frames. Flags are used to callout specific customers who are recognized by our network. Frames are used as an accent to scenes that speak more generally to the Zenreach experience.



Flags should always originate from the top of a customer's head. They can be contained within a given photograph or extend past the frame.



Frames should always be contained within the accompanying photograph. The Z logo can only be placed at the top-left or bottom-left side of the frame.

Document Sizes

These are our default document dimensions. Unless you need to conform to a specific requirement, use these as a starting point when creating Zenreach-branded collateral.

When in doubt, design/crop assets to a 4:5 or 16:9 aspect ratio.

Always increment using a geometric progression (e.g. 2dp,4dp,8dp, 16dp, 32dp, 64dp, etc.)

Digital Assets

1280 × 1024 Desktop		320 × 1024 Mobile
1080 × 1350 Social		

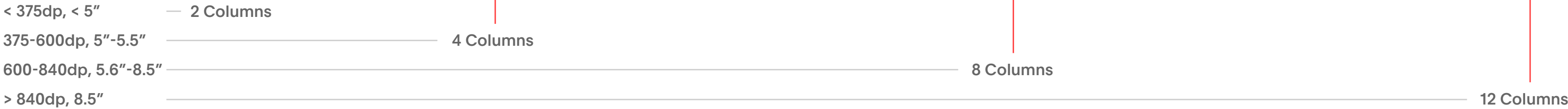
Printed Assets

24"x36"	
11"x17"	
8.5"x11"	
5.5" x 8.5"	
5x7	
3.5"x2"	

Grid

Use the dimensions of your document to determine the appropriate layout grid.

The default gutter is 32dp for screens and 1pica for print. Margins may be determined at the discretion of the designer.



Photography

Zenreach-branded photography should align to one of 5 themes. At the time of this writing—we still have a very limited selection of photography. In the interest of allowing plenty of room for exploration, this section will be left intentionally open-ended.

Heroes

Hero photography should feature editorial-style portraits of real, everyday owners, managers and employees.

Merchants-in-Action

Merchant in Action photography should feature real business owners at work and interacting with customers. Moments captured should feel editorial and unstaged.

Customers

Zenreach Customer photography should feature real, everyday people interacting in a business. Moments captured should feel active and unposed.

Crowds

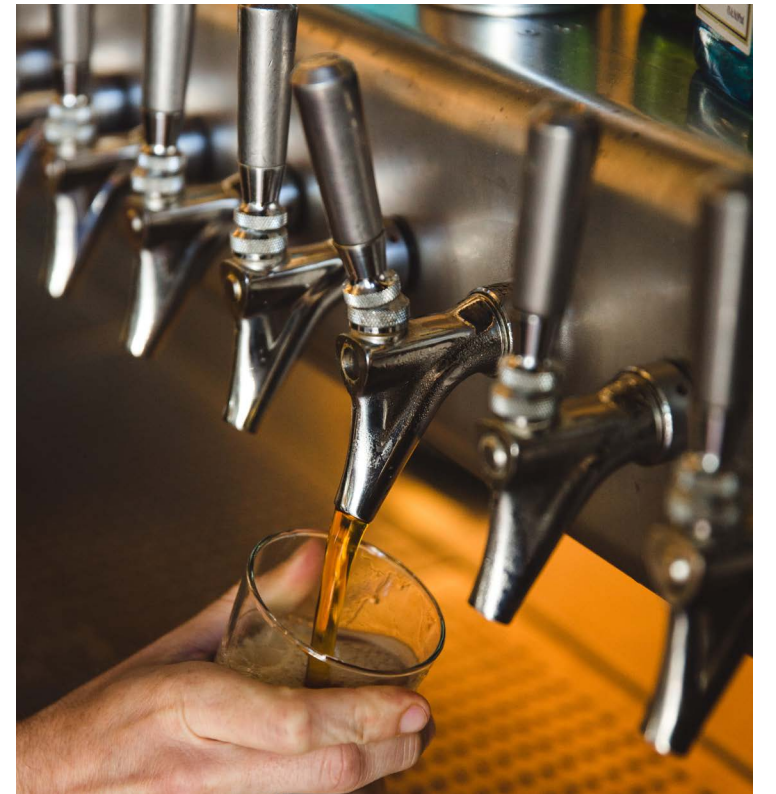
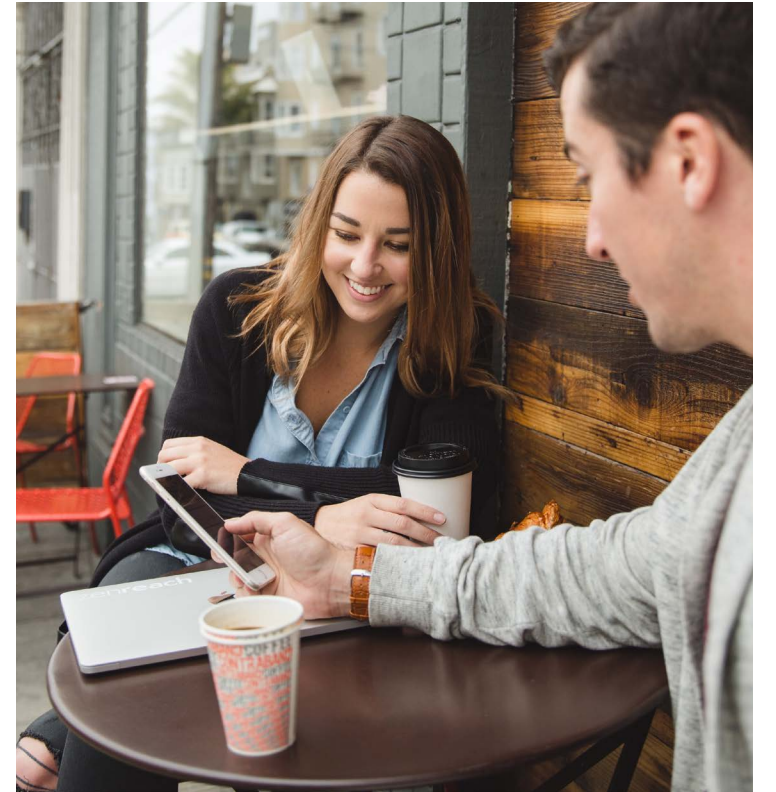
Zenreach Crowd photography should feature real, everyday groups of people interacting in a business. Moments captured should feel active and unposed.

Details

Zenreach detail photography should feature real, everyday actions of a business. Moments captured should not feel posed or contrived. Subjects should cover a diverse range of demographics.



Ditibus quiam dolorioratia volut hit, sinus
dolorest harum est ius qui doluptatem
ipideliquis et impersped eum ut inciam
simporeperum et et prepernate repedis



Examples



This is what Zenreach brand expression looks like across a variety of media.

ZENREACH

Email Address

Password

☒ Remember Me

[Forgot your password?](#)

Sign In



(Starting top-left) The login splash page for the Zenreach dashboard. In-office signage reinforcing our core values. Promotional hat and t-shirt. Still from a video ad. Mockup for the 2018 National Restaurant Association tradeshow.



A Zenreach logo integrated with this portrait alludes to the idea of Zenreach having our merchant's back.



Table tents, installation instructions and the Zenreach hotspot.





Simple, universal in-store collateral helps merchants drive WiFi logins and occasionally delivers other unexpected results.



finalfinalbar
The Final Final

Follow

finalfinalbar Working from home this week. We have free WiFi from @zenreach and cold 🍺. Don't worry we won't tell anyone your "working from home" . .
.
#dreamforce #finalfinalbar #freewifi #coldbeers #sports #quietoffice
zenreach It'll be our secret! 🤔



atouchofair, will.dimondi, mtkenny22 and zenreach like this

12 MINUTES AGO

[Log in](#) to like or comment.



That's it



**Now go out
there and design
something great.**