

ZECODE

BRAND BOOK

WHY ARE WE HERE?

To be the biggest Gen Z cheerleader and champion the freedom to express through fashion.

WHAT DO WE DO AND
HOW DO WE DO IT?



We make trendy styles
accessible at an affordable
price so everyone can express
themselves through fashion.

DECODING ZECODE

WHAT DO WE
VALUE MOST?



Listening - only by listening
can we understand.

WHAT MAKES US
DIFFERENT?



We never subscribe to one
thing. We believe in the idea
of infinite possibilities.

WHO ARE WE HERE FOR?



16-22 year old individuals who
want to express themselves in
every moment even if they are
ever-changing. They are figuring
it out and don't want to conform
to any set definitions of the
society and the world.

WHAT DO WE
NOT VALUE?



The existence of one right
answer or us having the
right answer.

**WHAT ARE OUR
OTHER VALUES?**



**Listener. Inclusive.
Relevant. Creative.**

**WHAT IS OUR
PERSONALITY?**



**Owning it. Figuring it out.
Comfortable with who we are.**

FUN BELIEF



**Sometimes, you're in no mood
for an explanation and that's
okay. Just say it in code.**

MISSION

Get the young generation to easily find unique styles at affordable prices by creating a brand that constantly listens to them and tunes into their world.

VISION

To make fashion accessible in sustainable ways and make every young shopper feel seen and heard.

VALUES

listener / inclusive / relevant / creative

PROPOSITION

KEEP'EM GUESSING

MANIFESTO

HI! I'M THIS AND I'M THAT. SORRY, YOUR FAVOURITE OR HAS LEFT THE CHAT.
MONO, POLY, DEMI, PAN, SOLO, OH COULD YOU NOT FOLLOW?
BROS LOVE WAS NEVER A SIMPLE THING **SO TICKING ALL YOUR BOXES - NOT MY THING**
DANCING, REELING, MEME PROTESTING OUR SUCCESS COULD REALLY STING.

PASSION OR PROFESSION? NEWS FLASH: MONEY CAN BE FUN.
YEP OUR DEFINITIONS CHANGE LIKE THE WEATHER
CUZ WE'RE FIGURIN AND VIBIN TOGETHER

SO SORRY IF YOU DON'T GEDDIT
WE EXPRESS, NOT EXPLAIN.
KEEP 'EM GUESSING

CORE TENETS OF KEEP 'EM GUESSING

1

Are you trendy? Goth? Lazy gal? Barbiecore?
You can be 'em all.
Keep'em guessing

2

Are you a girlboss or a plant mom
or a gym bro?
No right answer.
Keep'em guessing

3

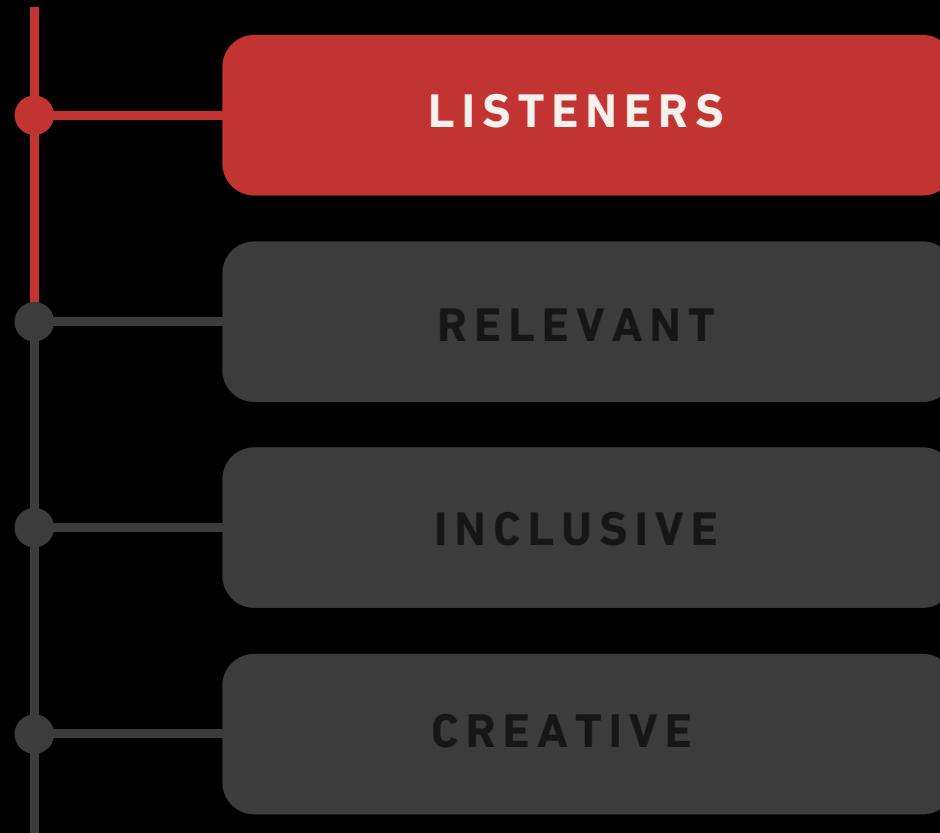
Should you style our denims with crop tops
or oversized hoodies?
There are no rules.
Keep'em guessing

VALUE

OF VALUES*

If we consistently translate our values into everything we do, ZECODE will not only be worn but also lived and loved.

VALUE CLUSTERS



Our product line must always be informed by what Gen Z wants to wear.

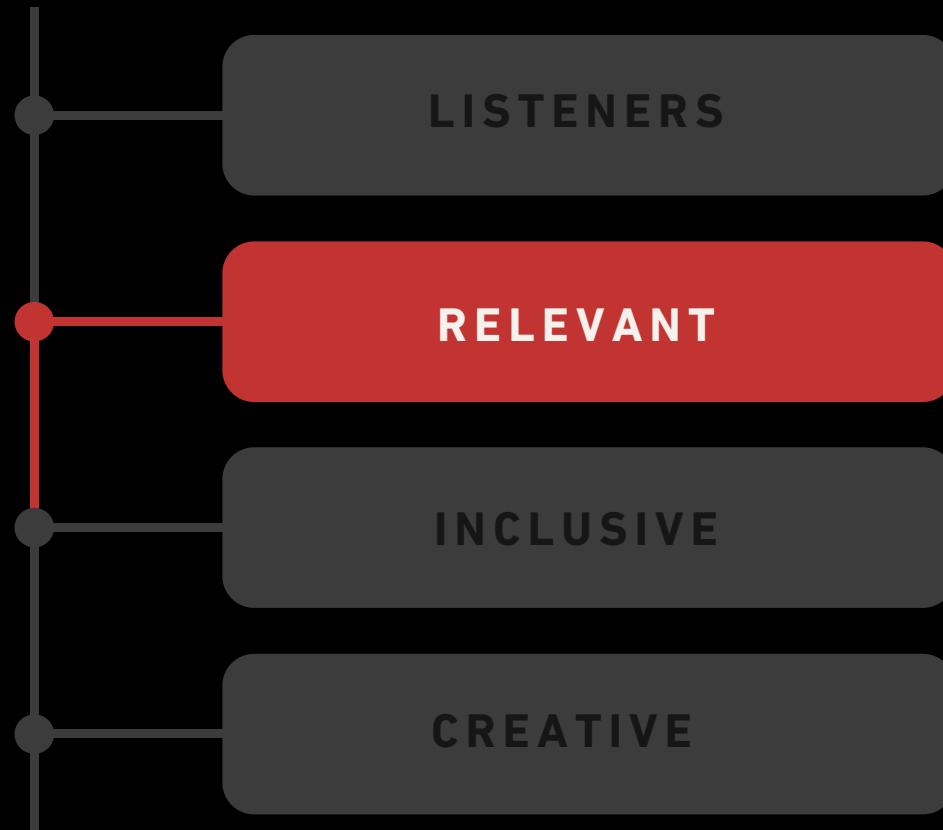
Our products must not be diluted on quality to offer a competitive price.

Our stores must be built with an experience informed by the young shopper's behaviour and challenges.

We mustn't only talk. We must respond to what Gen Z is saying. Every comment is heard at Zecode.

Every employee at Zecode must be heard and our salespersons must be provided a training on listening.

VALUE CLUSTERS



We must bring trends and looks that are relevant to Gen Z.

All our comms must be updated with trending looks from time to time.

Our point of view in content must always be up to date with the times.

Every employee must try to update themselves regularly with what Gen Z is breathing, eating, talking. watching and of course - wearing.

VALUE CLUSTERS



LISTENERS

RELEVANT

INCLUSIVE

CREATIVE

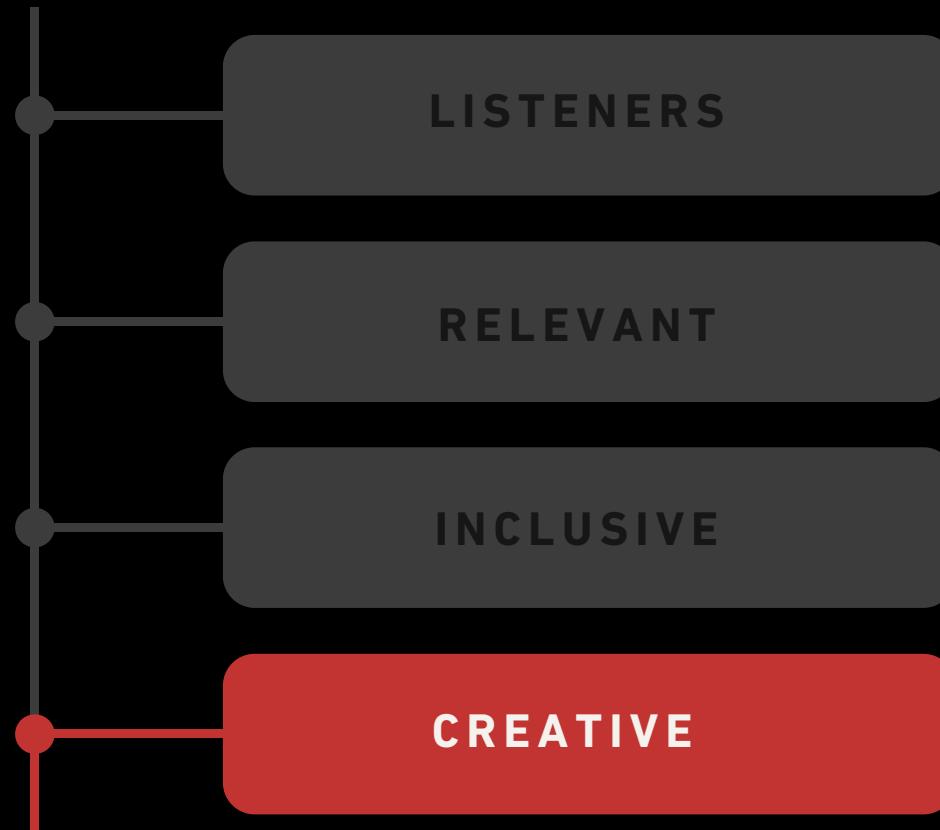
We must try to make every shopper feel seen in our styles, sizes and colours.

Our content must never alienate any body types, skin tone, class, culture or religion.

Our stores must be accessible for the differently abled and not exist in the binary of man and woman.

In our hiring, we must try to achieve diversity in terms of gender, ability, class, caste and religion.

VALUE CLUSTERS



LISTENERS

RELEVANT

INCLUSIVE

CREATIVE

We must push ourselves to be fearless when we experiment like coming up with our own signature winning products.

Our stores and website must creatively reflect the Gen Z voice and be different from our competitors.

Our content must include the creative voices of Gen Z and celebrate their creativity.

We always celebrate the creativity of our employees,

WHO ARE WE

MEET THE TARGET PERSONAS



PERSONA - NOOR

WORKS AT

A Fintech in Bengaluru



LISTENS TO

Fred Again,
Hardcore Swiftie



SHOPS AT

H&M, Zara (on sale), thriffts



FOLLOWS

Benulus / Berenice

USES

iPhone 13 Pro Max



MAIN CHARACTER



I'm the lead in a film called my life.

WEEKEND PLANS

Finds new places to eat



ACTIVE ON

Instagram & Pinterest



DREAM BRAND

Bershka



CHILLS AT

Bob's and House Parties



GO TO EMOJI



STYLE CODE

Quirky, experimental,
maximalist and
overall chic



PERSONA - MANISHA

STUDIED AT

Bishop's college of law



LISTENS TO

Kannada songs, Taylor Swift
(out of peer pressure)



SHOPS AT

Westside, small stores



FOLLOWS

Style me up with Sakshi

USES

One plus



ANYTHING BUT BASIC

I'm always going to try to better my life.

WEEKEND PLANS

Shopping with family,
hanging with friends at
the mall



ACTIVE ON

Instagram



DREAM BRAND

Zara



CHILLS AT

Mall food court



GO TO EMOJI



STYLE CODE

Trendy and girly



STUDIES AT
St. Joseph's



LISTENS TO
Rap, Rock, Metal, Jazz,
Mostly Western



SHOPS AT
H&M, Zara and Zudio
for home-wear only,



FOLLOWS
Ronaldo

USES
iPhone 14



PERSONA - BEN



UNFILTERED 🤝

I know who I am and I will scream that to you



WEEKEND PLANS

Football, Dates, Gaming,
Drinks with friends



ACTIVE ON
Instagram, Twitter,
Reddit, Snapchat,



DREAM BRAND
Calvin Klein

CHILLS AT
HOC, Plan B, Social



GO TO EMOJI



STYLE CODE
Minimal



PERSONA - RAJA

WORKS AT

Web developer at
an IT firm



LISTENS TO

Neil Young



SHOPS AT

H&M and Westside



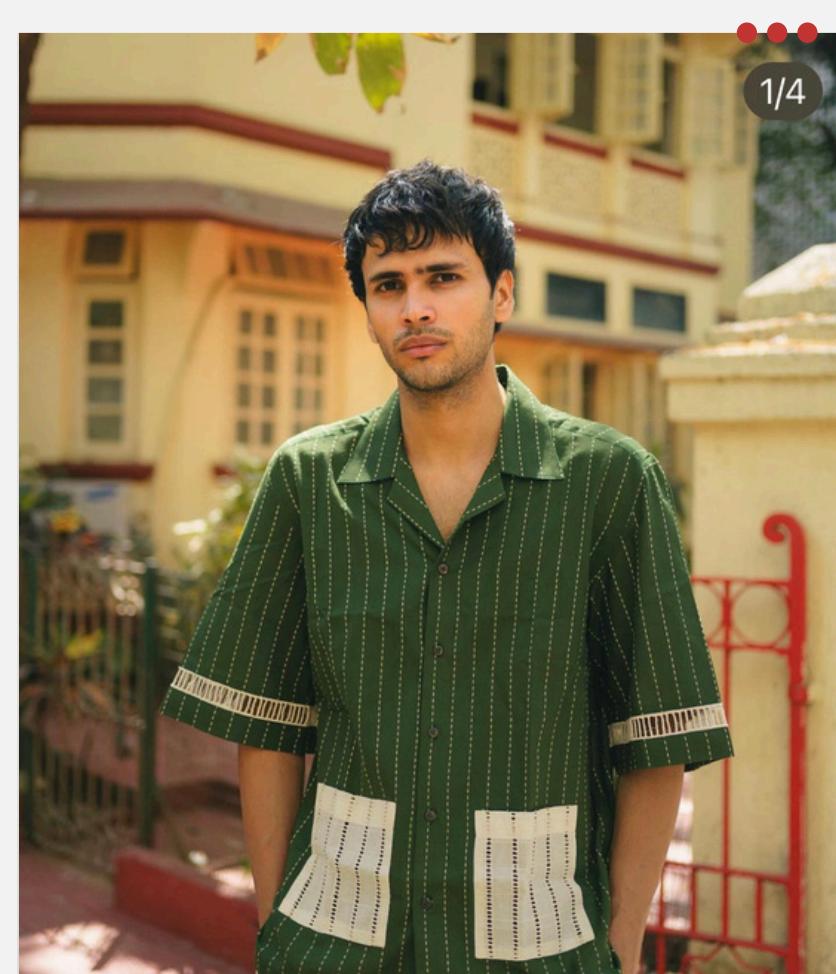
FOLLOWS

Boomrang, Matt 叉烧



USES

iPhone 12



ORIGINAL

I'm myself and that's enough. 😊

WEEKEND PLANS

Cycling, Sunrise drives



ACTIVE ON

Instagram, Twitter & Pinterest



DREAM BRAND

Nor black nor white



CHILLS AT

Record Room, Sathya's



GO TO EMOJI



STYLE CODE

Effortless



PERSONA

NOOR



STRUGGLES

Noor is often misunderstood as intimidating and feels vulnerable as people try to fit her in a box but she's experimental.

ASPIRATIONS

Wishes people understood that it's okay to be many versions of herself.

MANTRA

I focus on just looking good. I express my mood through fashion.

MANISHA



STRUGGLES

Constantly tries to wear trendy clothes, seeking validation for her looks. Wants to fit in by standing out.

ASPIRATIONS

Wishes to stand out in a group.

MANTRA

I have to look good to feel confident.

BEN



STRUGGLES

Feels that if he is himself, people will not take him seriously, hence has to put up a facade of knowing everything and yet, not subscribing to anything.

ASPIRATIONS

Wishes to be taken seriously.

MANTRA

Love me. Hate me. You can't ignore me. My looks make me help an impression.

RAJA



STRUGGLES

He is often called out for being lazy and not putting in enough effort.

ASPIRATIONS

Wishes to live life easy.

MANTRA

Easy is not lazy. Fashion is a part of my personality not my whole personality.

WHAT'S UNDERSTANDING THE BRAND IDENTITY OUR LOOK

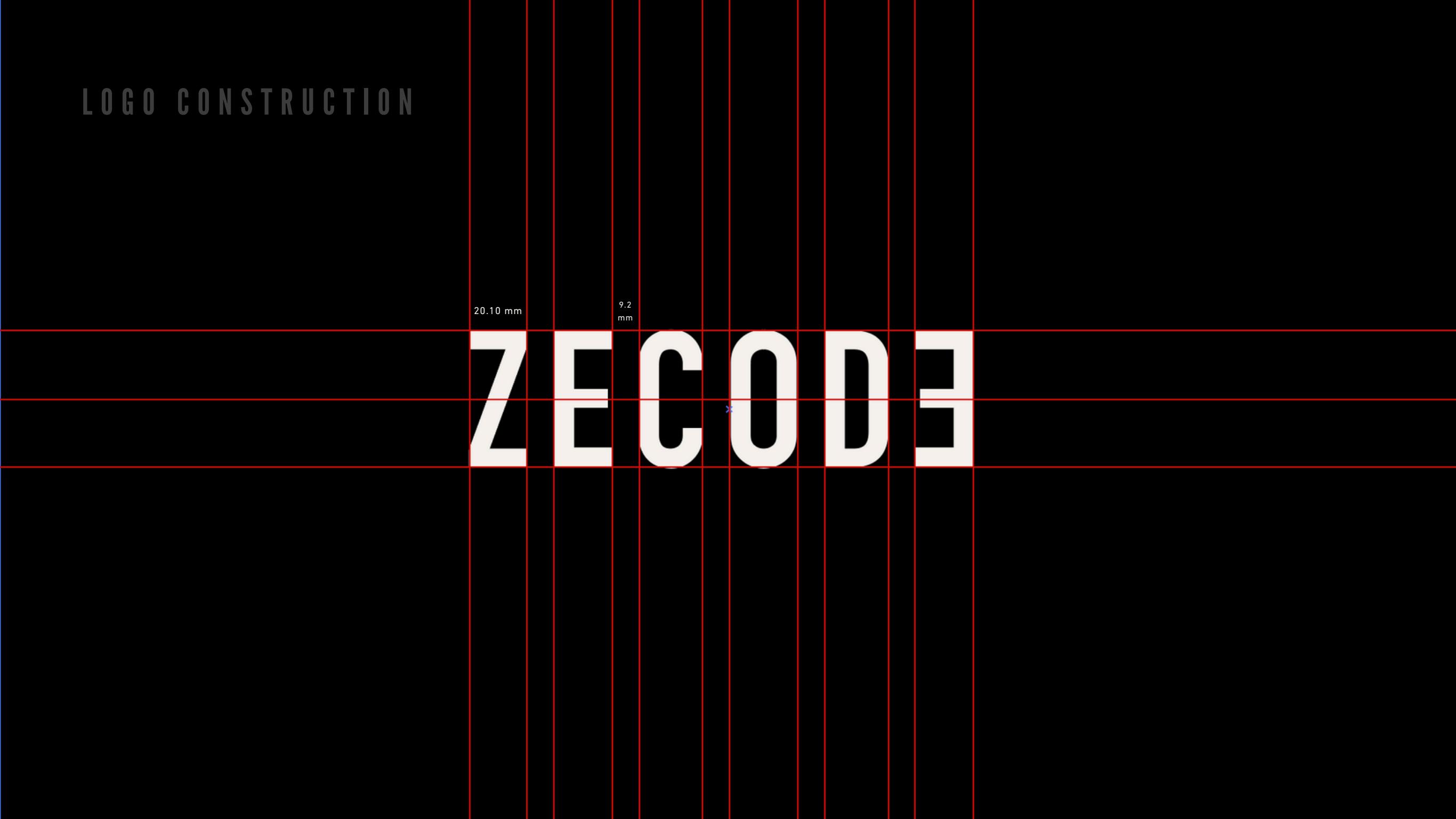
LOGO

ZÉCODE



ZECODE

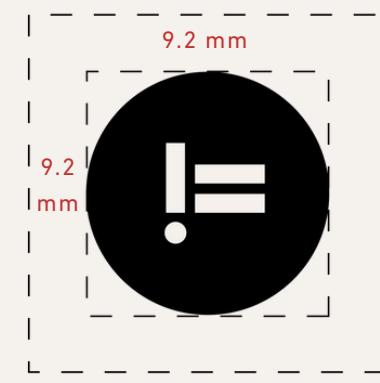
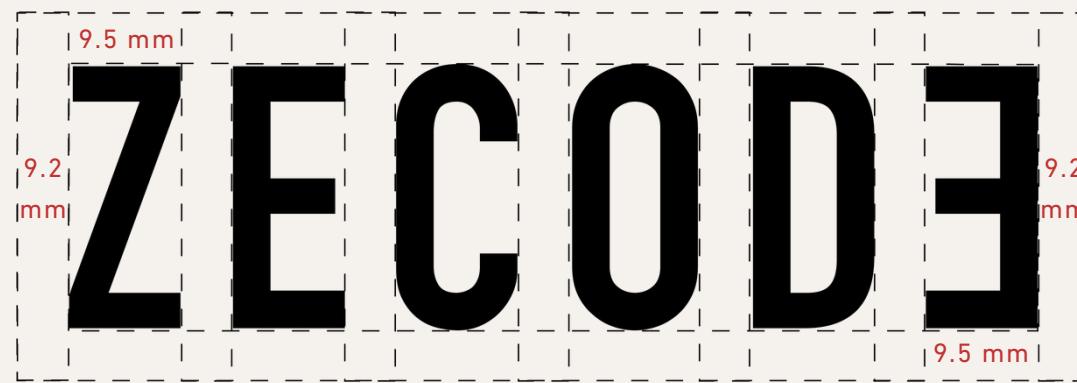
LOGO CONSTRUCTION



A logo construction diagram for the word "ZECODE". The text is rendered in a bold, white, sans-serif font against a black background. The letters are arranged in two rows: "ZEC" on top and "ODE" on the bottom. A red grid is overlaid on the text, consisting of horizontal and vertical lines. The top horizontal line is labeled "20.10 mm". The vertical line to the left of the first letter is labeled "9.2 mm". A small blue 'x' mark is located at the intersection of the vertical "9.2 mm" line and the horizontal "20.10 mm" line.

ZECODE

LOGO CLEAR SPACE



LOGO CONCEPT - WORDMARK

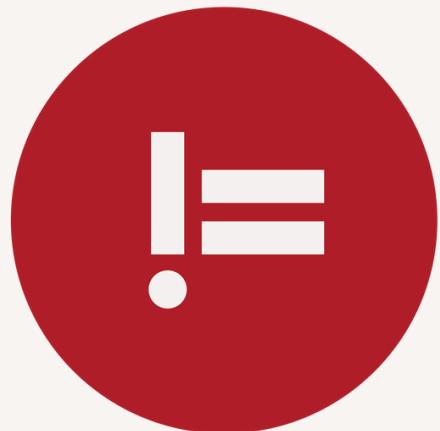
ZECODE

When viewing a font, the brain creates connections and comes up with a collective meaning, "a combination of semantic concepts (e.g. beauty) and emotional feelings (e.g. pleasantness)."

Keeping this in mind we have used **Din Condensed** as our font. It is a san serif font that is modern, sleek, neutral and clean.

The collective meaning that originates while viewing the ZECODE font is reliability, quality and edginess owing to the flipped E.

LOGO CONCEPT - LOGOMARK



The symbol is made combining an exclamation mark and equal to sign. In coding, it is the symbol for **not equal**. It denotes that one thing can open up to many possibilities, and not just a single outcome.

The symbol encapsulates the spirit of the generation we are talking to who defy to have a single identity or narrative.

It is also in line with our proposition - **keep 'em guessing** which also means not conforming to a singular idea.

LOGO VARIATIONS



ZECODE

keep 'em guessing 



ZECODE

keep 'em guessing 



ZECODE

keep 'em guessing 

The logo can be used only in these combinations along with
the tagline and logo mark. These variations ensure
visibility and legibility.

LOGO MINIMUM SIZE

ZECODE

ZECODE

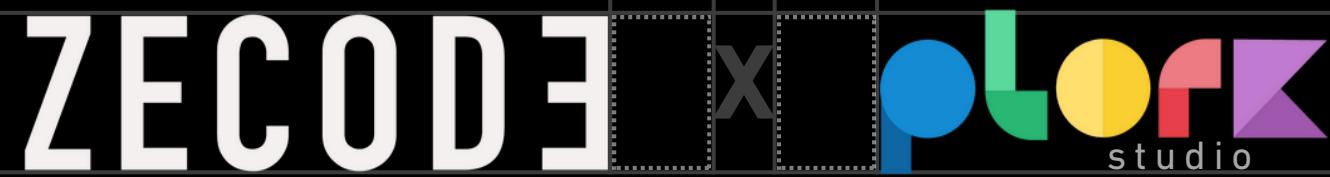
.....
25 mm for print

ZECODE

.....
70 px for digital

To ensure clear reproduction of the logo across various
mediums, the logo must always maintain a minimum
size.

LOGO PARTNER LOCKUP



When using the Zecode logo with other brand logos,
the Zecode logo should be placed first. Maintain a
balanced and consistent space between the two logos.

To communicate an equal partnership and establish a
visual balance, ensure both logos are of equal height.

LOGO MISUSE

The logo is the corner stone of our brand identity. It should be used prominently in all official communication/materials. Altering the logo's proportion, colours, design elements must be avoided.

Other incorrect usages are listed below.



DO NOT DISTORT



DO NOT FLIP



DO NOT CHANGE ORIENTATION



DO NOT CHANGE COLOUR



DO NOT FILL PATTERN



DO NOT USE OUTLINE

BRAND COLOURS

The brand colours - black, ivory and grey capture the essence of Zecode. Black signifies style and elegance while Ivory signifies the sophistication and surety of the brand. Grey adds to the simplicity, ensuring our designs are approachable and clean.

Red is an accent colour which conveys modernity, elegance adding a touch of refinement and contemporary appeal. Collectively these colours provide a strong foundation to our brand language. It creates a cohesive and elegant visual identity that embodies the spirit and values of Zecode,

ZECODE BLACK

#000000

R 0 C 75%
G 0 M 68%
B 0 Y 67%
K 90%

ZECODE IVORY

#F5F1ED

R 245 C 3%
G 241 M 3%
B 237 Y 5%
K 0%

ZECODE GREY

#D8DAD7

R 216 C 14%
G 218 M 9%
B 215 Y 12%
K 0%

ZECODE RED

#C13432

R 193 C 17%
G 52 M 93%
B 50 Y 89%
K 7%

BRAND TYPOGRAPHY

DIN

DIN stands for **Deutsches Institut für Normung** (the German Institute for Standardisation) and tells the story of a Germany that was becoming more centralised, gaining a distinct national identity that was exemplified by the growing use of DIN fonts on road signs, street signs, license plates, for signage, particularly for public uses such as road signage, street signage. It has been used by brands like Adidas, Half Life (video game). It's a modern looking font that comes with a slightly industrial look and is best used for those wanting clarity, legibility, and a sense of assertiveness in their text. DIN has been widely adopted for use in magazines, advertisements, the web, and corporate logos.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx

Yy Zz 1 2 3 4 5 6 7 8 9 0 ! @ # \$ %

ABCDEFGHIJKLMNPQRSTUVWXYZ

FOR REGULAR TEXT & COPY

BRAND TYPOGRAPHY

LEAGUE GOTHIC

League Gothic is a geometrically-inspired gothic sans serif family that's robust and versatile. This font is a revival of an old classic: Alternate Gothic. It was originally designed by Morris Fuller the American Type Founders Company in 1903. For its sharp, clear, tall, modern design encompassing both form & functionality, League Gothic has been often used within, Public transportation navigation. It is also seen within cinema, television title sequences, end credits, banners, advertisements, catalogs, signage and trailers. It has been featured in more than 11,000 websites.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 1234567890!@#\$%

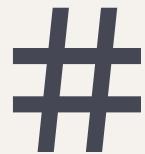
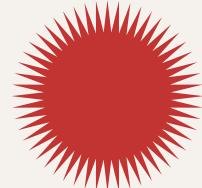
FOR HIGH POINT

BRAND TYPOGRAPHY

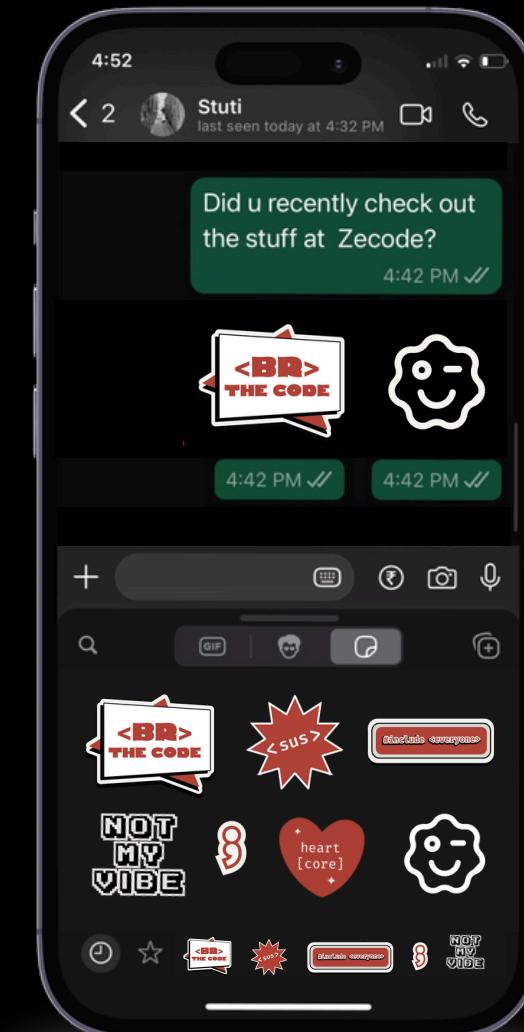


MAIN
CHARACTER
is a type of genz that is self-aware, experimental, confident & bold
XSSMLXLXXL
<Taylor Swift /Kendrick Lamar {Dua Lipa} ! Shawn Mendes//KPOP>

BRAND ICONOGRAPHY



BRAND STICKERS



BRAND PHOTOGRAPHY



ISLAND VIBE

#keep'em guessing

PHOTOGRAPHY



SMALL

SIZE



BIG

<EN3RGY/

PHOTOGRAPHY





TONE OF VOICE



TONE OF VOICE

ARE TONE AND VOICE DIFFERENT?

Voice is the perception we want to build in the TG's mind

Voice is constant and is reflective of brand personality and values.

Tone is how we communicate that perception.

Tone is ever-changing based on context, message, audience, channel and purpose.

For example: We will always be inclusive (voice) but we won't say it in a boring way. We will be say it in a friendly way (tone).

TONE OF VOICE

VOICE

TONE

A Venn diagram consisting of two overlapping circles. The left circle is white and labeled with 'VOICE' in large, bold, dark gray capital letters. The right circle is gray and labeled with 'TONE' in large, bold, dark gray capital letters. The two circles overlap in the center, where the words 'TONE OF VOICE' are written in large, bold, red capital letters. The left circle contains five black, uppercase words: 'LISTENER', 'RELEVANT', 'INCLUSIVE', 'CREATIVE', and 'C'. The right circle contains three black, uppercase words: 'FRIENDLY', 'EXPERIMENTAL', and 'CONFIDENT'.

- LISTENER
- RELEVANT
- INCLUSIVE
- CREATIVE
- C

- FRIENDLY
- EXPERIMENTAL
- CONFIDENT

TONE OF VOICE



Zecode



hinaraufbhat Hi ,please open one shop here in kashmir too .we have to fly jammu for shopping .thank you .

8 w Reply

A LISTENER MUST...

always listen

Find out what people are talking about and respond with your unique POV. Talk to them in your captions, in the comments section, in viral posts. If everyone is in Taylor Swift's comments section, why should we leave a blank space?

how much we'd love to take our Y2K puffers to the
🏕 We're sorry you have to travel so far. You'll be
the first to know when we open in Kashmir 🤝



Unfortunately, we do not have stores in Kashmir
right now. You can find your nearest store at
www.zecode.in.





Zecode

:



jillianr793 Beautiful model! More realistic more of this please!!

1 d 8 likes Reply

A LISTENER MUST...

rarely repeat

A good listener knows what has already been spoken because (duh) they're listening. And hence, they don't want to repeat what everyone else has already said.
So let's always find something new to say.

**YAY! You won't believe that the
model is also a chef. Right @Jess?**



We are glad you liked this.





Zecode



ankita25799 Just bought the black skirt yesterday 😊

14 w 3 likes Reply

A LISTENER MUST...

ask questions

A listener must always come from curiosity. Ask questions about stuff that matters to the consumer. While writing check that you're assuming less and asking more.

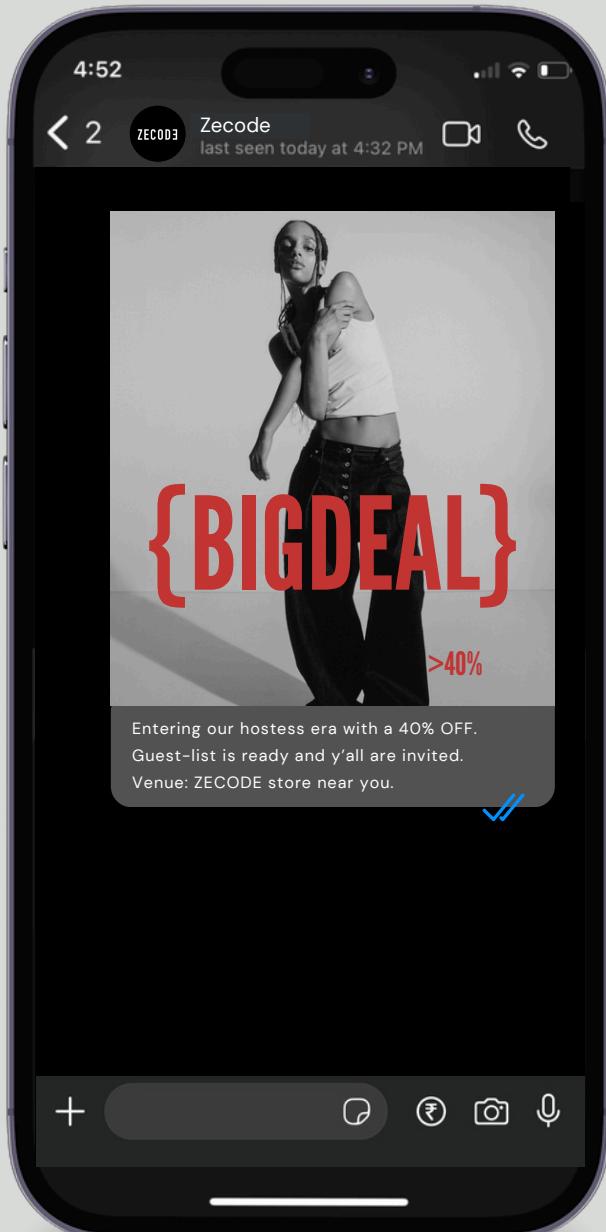
do we hear an incoming reel
of how you styled it 🎵



Thank you for shopping with us 🎉



VOICE



YOU'RE RELEVANT IF YOU...

express, don't impress

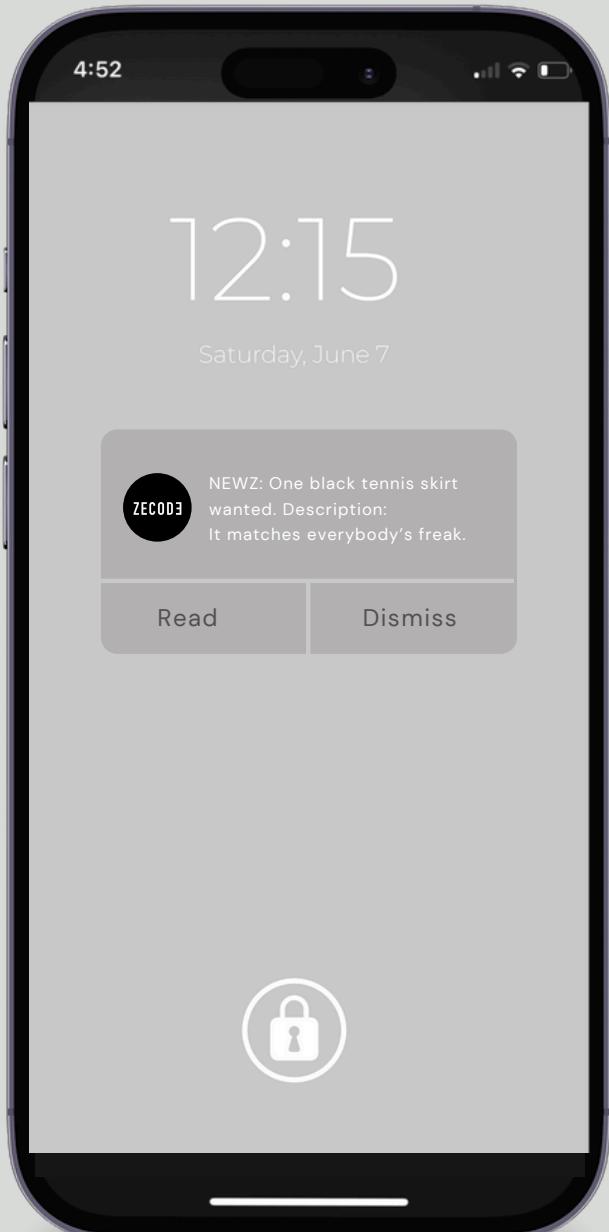
A good listener knows what has already been spoken because (duh) they're listening. And hence, they don't want to repeat what everyone else has already said. So let's always find something new to say.

**Entering our hostess era with a 40% OFF.
Guest-list is ready and y'all are invited ❤️
Venue: ZECODE store near you.**



**The End of Season Sale is here. Get a
40% off in all stores across India.**





YOU'RE RELEVANT IF YOU...

elevate, don't just participate

when you're following a format, give your unique take on it. we're not in the business of selling ZECODE, we're in the business of elevating fashion. So our comms must always add something in a conversation.

**NEWZ: One black tennis skirt wanted.
Description: It matches everybody's freak.
We got you!**



**We've got your tennis girl look ready!
Hop I to our stores.**





Zecode

:

<Attributes> of Heavy //Rain:

```
'tis> <rainin> /trends>
/boots : {AND} skirt
weather = cute fits ;
pair = your
<most> {givin}...
// -fit"
<ditch the> uMBRELLA:
"and" / take/ {your}
biggest <hat> //
;out //
!=Keep'em guessing
even when it's rainin.
```



YOU'RE RELEVANT IF YOU...

talk in THEIR language

We must sound like us and our users are cut from the same cloth.
use lower case when talking casually. Use emojis, GIFs, ASCII art to express.
But, when we talk business, we talk seriously and we skip the emojis.

We know you've been waiting for your new dresses to arrive
but the heavy rain has paused our fast delivery. We hope
you're staying safe. Your order will be with you in 4-5 days.



The rain has delayed your order. It will be with
you in 4.5 days.





Zecode



BEING INCLUSIVE MEANS...

make everyone feel heard and seen



We include models of all sizes, colour, gender and physical abilities in our communication. Everyone feels that they are represented. Nothing we write alienates a particular group and cultural appropriation is off the shelf for us,

NEWZ: The bod you're in is already summer ready. All you need is a windy white dress.



**Has the summer bod diet begun?
Because we've got some peaches for you.**





Zecode

:



BEING INCLUSIVE MEANS...

unstitch stereotypes, challenge norms

In our messaging and campaigns, we must stay away from stereotypes and celebrate diversity. nailpaint for men? we're here for it. We choose influencers who align with our values but never be preachy about our "good deeds"

Swim(suits) only



Sriram is an example of how you can make it no matter what circumstances you're put it. Thank you for shopping with us.





Zecode

⋮



BEING INCLUSIVE MEANS...

invite everybody

Through community engagement and inclusive events, we foster a tribe that feels heard and valued. Our events are a party where everyone is invited.
P.S. Whenever possible, we tag our models.

**"the sun is out, so should your white dress be",
exclaims @Vidhi, moments before she walks the
Sunday Slayers Carpet.**



**We want to make our clothes accessible
for people like Vidhi.**





ZECODE

@zecode · July 25, 2024

A thread on cheerleading GEN Zs :

Here's to the monday slayers.
Who wake up early to serve looks even on the worst days.

Here's to the basics lenders
who have more basics than there are stars in the sky.
You're the ones that truly shine through in a crisis.

Here's to those that never gatekeep
You, my friends, are the real friends,
You spill the ☕ and give us all your sources of style.

last but not the least, to the ones who keep the world guessing
You're the ones who make inexplicable choices.
We ❤️ you cause you're you and you wouldn't trade that for anything in the world. And to everyone trying to figure them out, we wish you luck ✨✨

8K

5K

6K

2K

YOU'RE TRULY CREATIVE IF...

you play

We must not be scared to experiment. In our messaging, we try different formats and we break the mould. We are the type who will publish a fashion magazine on Twitter and sometimes write three long paragraphs on Instagram - as long as we're playing and it's fun.

YOU'RE TRULY CREATIVE IF...

you mix things up

we take existing forms of content and mix them up to create new formats. Renewing old phrases and turning them into new-age idioms is our thing.



THANK YOU