



VISUAL IDENTITY GUIDE

ZS Associates

March 2020

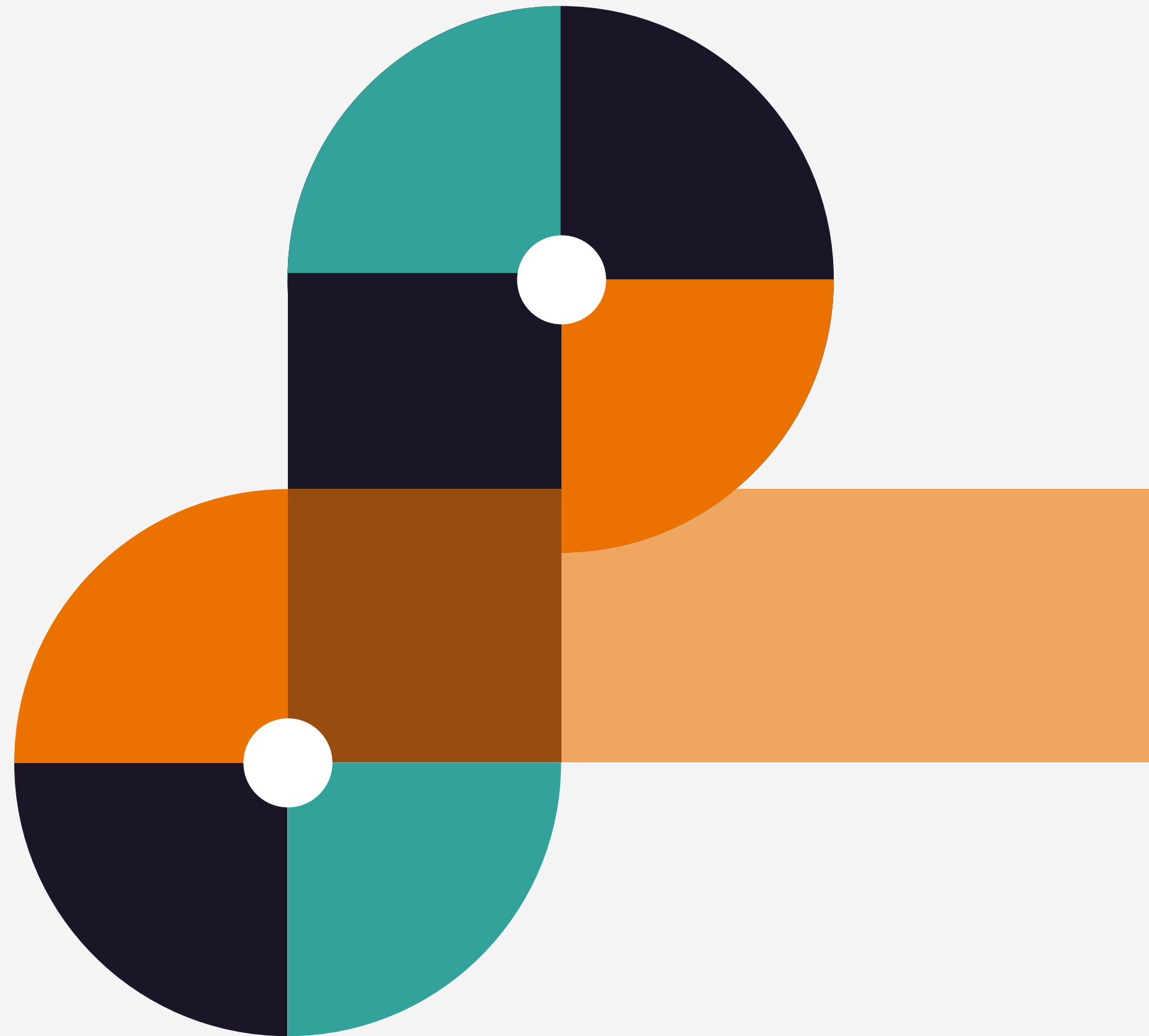


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Inquiries

This document was created to help users understand the fundamental principles that guide our brand. Our brand is one of our most valuable assets - it's how people experience us and our business. These guidelines make it easy to bring our brand to life. It makes our work integrated, consistent, and beautiful. We welcome your participation in ensuring our brand is used properly.

**If you have any questions relating to the contents of this document,
please contact:**

Neil Warner

*Visual Communication
Global Marketing*

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+1 847 971 1733



About Us

Legacy

Andy Zoltners and Prabha Sinha founded ZS on three core values — treat people right, do the right thing, and get it right. We have strived to embody these principles for over three decades, building our business on ethics, integrity, and respect.

**Treat people right, do the
right thing, and get it right.**

Brand Attributes

Our company is built on our people, expertise, and technology. With a 7,000+ ZSer family, over 40 years of experience, and 23 offices across the world, we are committed to delivering impact where it matters. Effective, innovative, partners: that’s the ZS brand.



Effective

Data-Driven

Direct
Expert
Agile
Impactful

We are deliberate and intentional in all of our work. We approach problems with focus and clarity, creating practical and enduring solutions. We are experts who equip our clients to grow and lead.



Innovative

Technology-Driven

Curious
Modern
Solution-Oriented
Intelligent

We are always searching for new ways to serve our clients. This means hiring the most capable people, acquiring and refining new capabilities, and staying on the cutting-edge of technology.



Partners

Relationship-Driven

Collaborative
Inclusive
Personable
Respectful

We are not just consultants - we are partners. Reliable and committed collaborators, we are there for our clients from start to finish.

Core Purpose

ZS works as a single, global entity united by a common goal: delivering impact where it matters. We solve complex problems to help our clients thrive, bringing together deep expertise, cutting-edge technology, and exceptional people.

ZS is a professional services firm that works side-by-side with companies to help develop and deliver products that drive customer value and company results.

We leverage our deep industry expertise, leading-edge analytics, technology and strategy to create solutions that work in the real world.

We are passionately committed to helping companies and their customers thrive.

Voice & Tone

When writing, we are always aware of our voice and our tone. The difference between the two are subtle but important. ZS always has the same voice, but our tone changes depending on our audience. Are we writing for a client? A prospect? An employee? We always think about our target audience, asking, “Who are we writing for?”

We aim to write like we speak—professionally and personably. We use 5-cent words instead of 50-cent words. Our goal is to engage our readers and captivate them our distinct expertise. We show, not tell, and focus on substance over style. That’s our voice: facts and analysis conveyed in human terms.

ZS is more...



Human

than
Corporate



Personable

than
Academic



Literal

than
Hyperbolic



Educational

than
Boastful

Remember: Our voice never changes, but our tone may vary depending on our target audience.

For more writing guidance, please see the **ZS Editorial Style-Guide**



Logotype

Philosophy

The full-color ZS Logotype represents collaboration, transparency, and integrity. It is made up of two parts: the symbol and the wordmark. At the heart of the symbol lies integration. It serves as a metaphor for how ZS integrates the complex worlds of analytics, problem solving, and technology to create impact where it matters.

The dynamic interplay between people, technology, and solutions form the core of ZS. The symbol reflects that unity. The symbol and wordmark are always anchored to each other, and must never be separated. Place the full-color ZS Logotype on a white background whenever possible.



Usage Details

The ZS Logotype is our flag. When we use it the right way, people can spot us at a glance.

Logotype



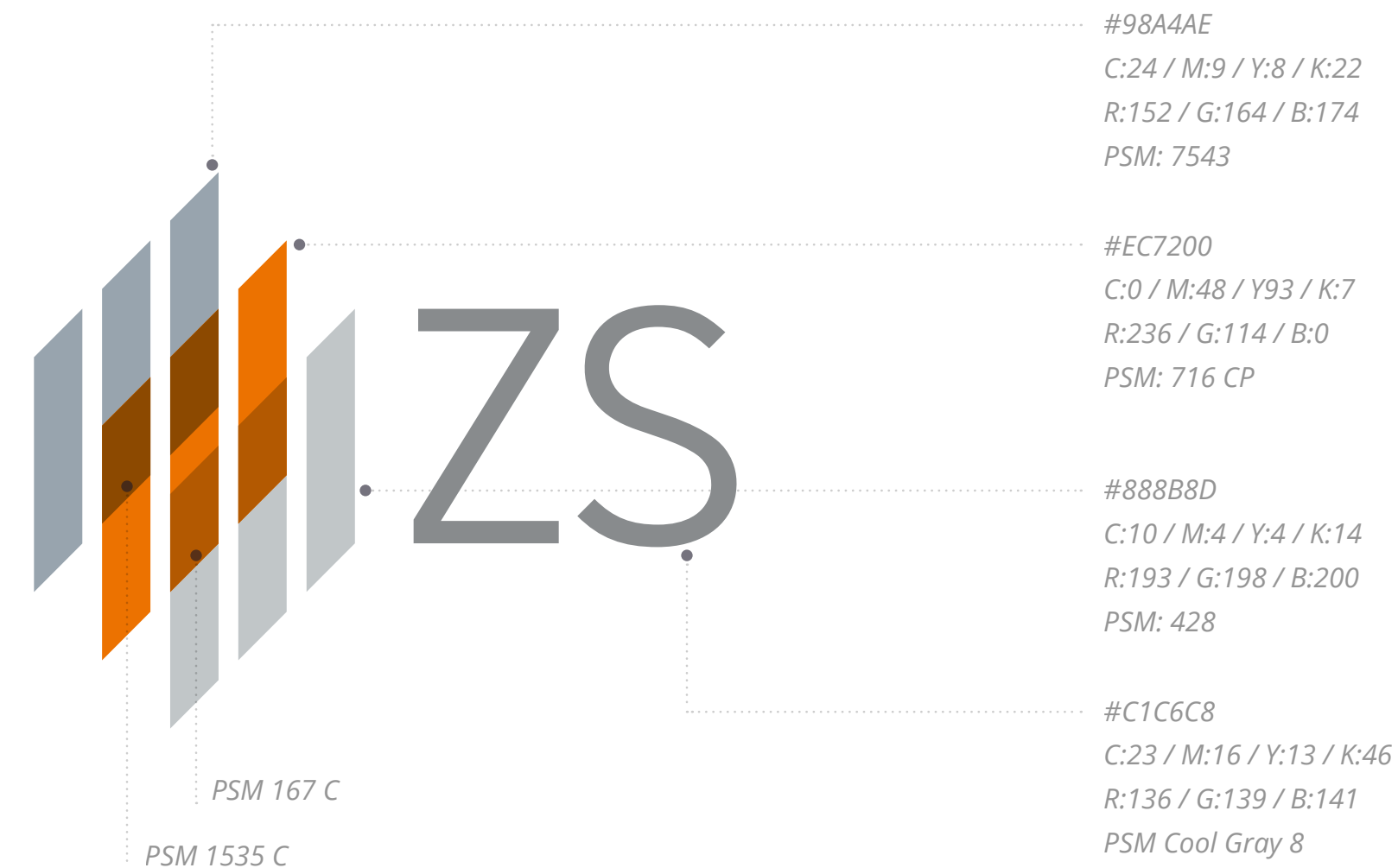
The trademarked ZS Logotype should only be used when there is a legal requirement to do so.

Contact Neil Warner for more information.

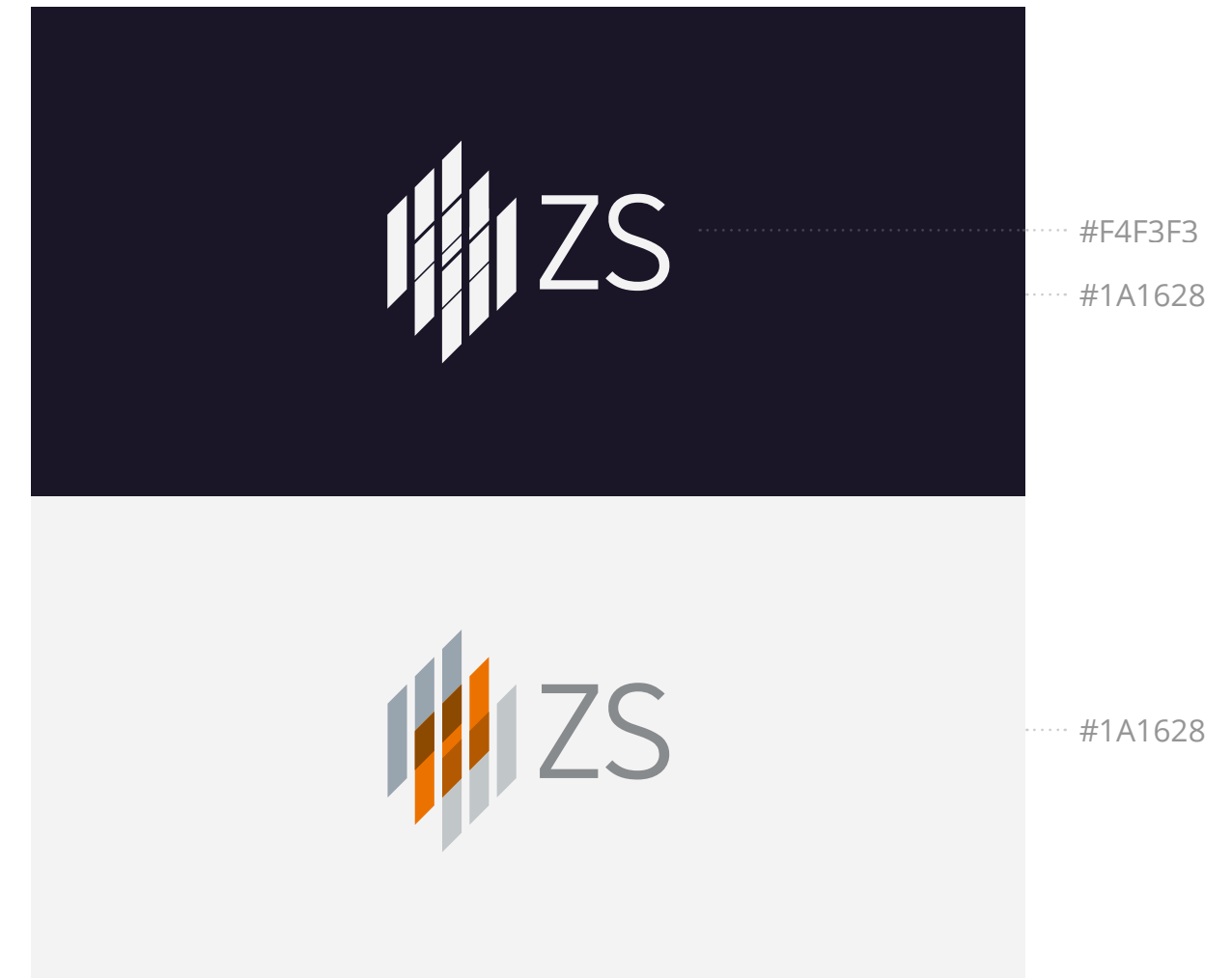
The symbol and wordmark are always anchored to each other, and must never be separated under any circumstances.

Color Application

Though the symbol appears like it is composed of five colors, it actually only has three: blue grey, orange, and grey. The underlying simplicity of the symbol represents ZS's ability to tackle complex problems and create elegant solutions.



These grays and browns are unique to our Logotype design and should never be used anywhere else.



These color combinations should only be used in special circumstances. The logotype should always be on white or black.

Spacing & Scale

Our Logotype should always be visible. Visibility is an issue if the Logotype is too small, lacks prominence, or if it is obstructed. For these reasons, our Logotype should stand alone, unless it is paired with our tagline or with a partner logo.



*Right / Left padding for logo pairings must be equal to the width of 3 parallelograms.
Top / Bottom padding must be equal to the width of 2 parallelograms (horizontal).*

Scale for digital and print

To ensure legibility across all touch points, use the Logotype at a size that is greater than 0.5" tall for print and 40px for digital.



H: 40px

Use the digital usage logo for all digital applications.



H: 0.5in

Use the small print logo for all print and experiential uses.

Tagline

The ZS Tagline should never be typed out as text. The letter “s” in “matters” has been taken directly from the custom letter “S” used in the Logotype. The Tagline has been created as an official graphic. The Tagline is rendered as a call-out, separated from and independent of the Logotype. If the Tagline is placed next to the Logotype, it must be at a distance equal to, or greater than, the width

of 3 parallelograms. The Tagline may be reproduced in full-color on a white light grey background, or in white on a dark background at a size no smaller than 1 in.



x1

When used as a signature, the tagline height will be one-third (x1) relative to the logotype's height. Additionally, it will be centered vertically to align with the baseline of the wordmark.



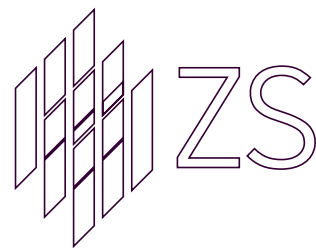
The minimum height across digital and print remains the same (see previous page).

Misuse

It is important that the appearance of ZS Logotype remains consistent. It should not be modified, misinterpreted, or added to. No attempt should be made to alter the Logotype in any way. Its orientation, color, and composition should be maintained as indicated in this document.



Do not change our Logotype's proportions.



Do not outline our Logotype.



Do not add drop shadows or other effects to our Logotype.

At **ZS** we value people
and innovation

Do not use the "ZS" ligature by itself or as copy.



Do not use the cropped "ZS" as a favicon, app icon or elsewhere.



Do not crop our Logotype.



Do not use a color Logotype on imagery. Monochromatic Logotype can be used sparingly on images.



Do not use the the Logotype without following the partnership guidelines.

Partnerships

Partner logos should be less prominent and should not exceed the height of the full ZS Logotype. Wordmarks should align with the baseline of the “ZS” wordmark.



When pairing the ZS Logotype with partner logos, start by referencing the spacing & scale guidelines on page 13.

Note: Partner logos should always be placed on the right, side-by-side.





Typography

Primary Typeface

Typography is a key part of communicating ZS's personality. Our primary typeface, Tiempos Headline, is a reflection of the firm we strive to be: not flashy or showy, but elegant, friendly, reliable, and exceptional.

Tiempos Headline Light

Tiempos Headline Regular

Tiempos Headline Medium

Tiempos Headline Semi-Bold

Tiempos Headline Bold

Aa

Secondary Typeface

To complement our Primary Typeface, we use the sans-serif font Open Sans. It is a web-friendly font and is primarily used for body copy across all channels.

Open Sans Light

Open Sans Regular

Open Sans Medium

Open Sans Bold

Aa

Desktop Typekit

When using any of the ZS Typefaces, make sure you identify the intent of the copy. When applied correctly, the typekit will serve as the foundation for creating legible, consistent, and engaging messaging.

<i>Tiempos Headline Medium 56px / 72px</i>	H1	<i>Open Sans Bold 14px / 24px / Tracking: 1 Light-Gray on Black background</i>	SUBHEAD LIGHT GREY (#A3A2A9) SUBHEAD DARK GREY	<i>Open Sans Regular / Semibold / Bold 16px / 28px</i>	Small Body Copy Small Body Copy Small Body Copy
<i>Tiempos Headline Medium 40px / 56px</i>	H2	<i>Open Sans Regular / Semibold 16px / 26px</i>	Primary Link Primary Link	<i>Open Sans Regular / Semibold / Bold 16px / 28px</i>	Subtitle Copy Subtitle Copy Subtitle Copy
<i>Tiempos Headline Medium 22px / 32px</i>	H3	<i>Open Sans Regular / Semibold / Bold 18px / 30px</i>	Body Copy Body Copy Body Copy	<i>Open Sans Semibold 18.68px White text on Orange</i>	Call to action
<i>Open Sans Bold 24px / 36px</i>	H4				

If you'd like to apply color on text, please refer to our Accessibility Standards on page 26

Mobile Typekit

When using any of the ZS Typefaces, make sure you identify the intent of the copy. When applied correctly, the typekit will serve as the foundation for creating legible, consistent, and engaging messaging.

<i>Tiempos Headline Medium</i> 30px / 42px	H1 / H2	<i>Open Sans Bold</i> 12px / 24px / Tracking: 1 Light-Gray on Black	SUBHEAD LIGHT GREY SUBHEAD DARK GREY	<i>Open Sans Regular / Semibold / Bold</i> 14px / 26px	Small Body Copy Small Body Copy Small Body Copy
<i>Tiempos Headline Medium</i> 18px / 28px	H3	<i>Open Sans Regular / Semibold</i> 16px / 26px	Primary Link Primary Link	<i>Open Sans Regular / Semibold / Bold</i> 16px / 28px	Subtitle Copy Subtitle Copy Subtitle Copy
<i>Open Sans Bold</i> 20px / 26px	H4	<i>Open Sans Regular / Semibold / Bold</i> 16px / 28px	Body Copy Body Copy Body Copy	<i>Open Sans Semibold</i> 18.68px White text on Orange	Call to action

If you'd like to apply color on text, please refer to our Accessibility Standards on page 26.

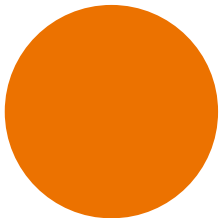


Color

Primary Palette

Color is one of the most powerful tools for expressing who we are and what we represent. As a leading professional services firm, we want clients to recognize our colors and associate them with collaboration, transparency, and integrity. The more we adhere to consistent and balanced use of color, the better we are able to strengthen our association to these attributes.

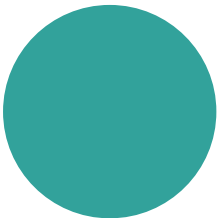
Our primary color palette is composed of three colors: orange, teal, and black. We pair these colors with grey and white to create a high-contrast system that is instantly recognizable and highly visible.



Orange

#EC7200
RGB: 236 / 114 / 0
CMYK: 0 / 48 / 93 / 7
PSM: 716 CP

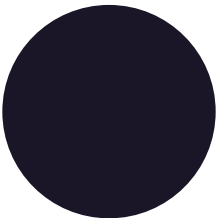
Represents what ZS has been doing for decades: working as trusted partners who treat people right.



Teal

#32A29B
RGB: 50 / 162 / 155
CMYK: 44 / 0 / 3 / 36
PMS: 7467 C

Represents ZS's contributions and achievements in the health care industry.



Black

#1A1628
RGB: 26 / 22 / 40
CMYK: 5 / 7 / 0 / 84
PMS: 5255 C

Represents ZS's credibility and professionalism.



Grey

#F4F3F3
RGB: 244 / 243 / 243
CMYK: 0 / 0 / 0 / 4
PMS: 656 C



Represents ZS's dedication to innovation and collaboration.

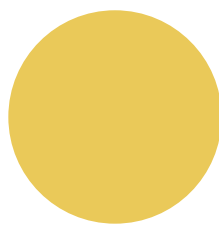


White

#FFFFFF
RGB: 255 / 255 / 255
CMYK: 0 / 0 / 0 / 0
PMS: BRIGHT WHITE

Secondary Palette

Our secondary palette is composed of four colors: yellow, blue, green, and purple. Secondary colors should always be used with at least one other primary color.



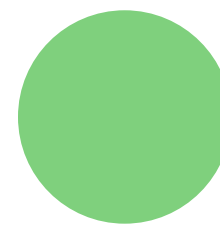
Yellow

#EAC959
RGB: 234, 201, 89
CMYK: 0, 13, 57, 8
PMS: 129 C



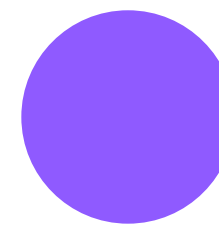
Blue

#408CFF
RGB: 64, 140, 255
CMYK: 75, 45, 0, 0
PMS: 2727 C



Green

#7FD07D
RGB: 127, 208, 125
CMYK: 32, 0, 33, 18
PMS: 346 (C)












Purple

#8F5AFF
RGB: 143, 90, 255
CMYK: 44, 65, 0, 0
PMS: 2655 C

*These should mainly be used for data visualizations, illustrations, and print-marketing materials.
See color Ratios & Order on page 25 for more details.*

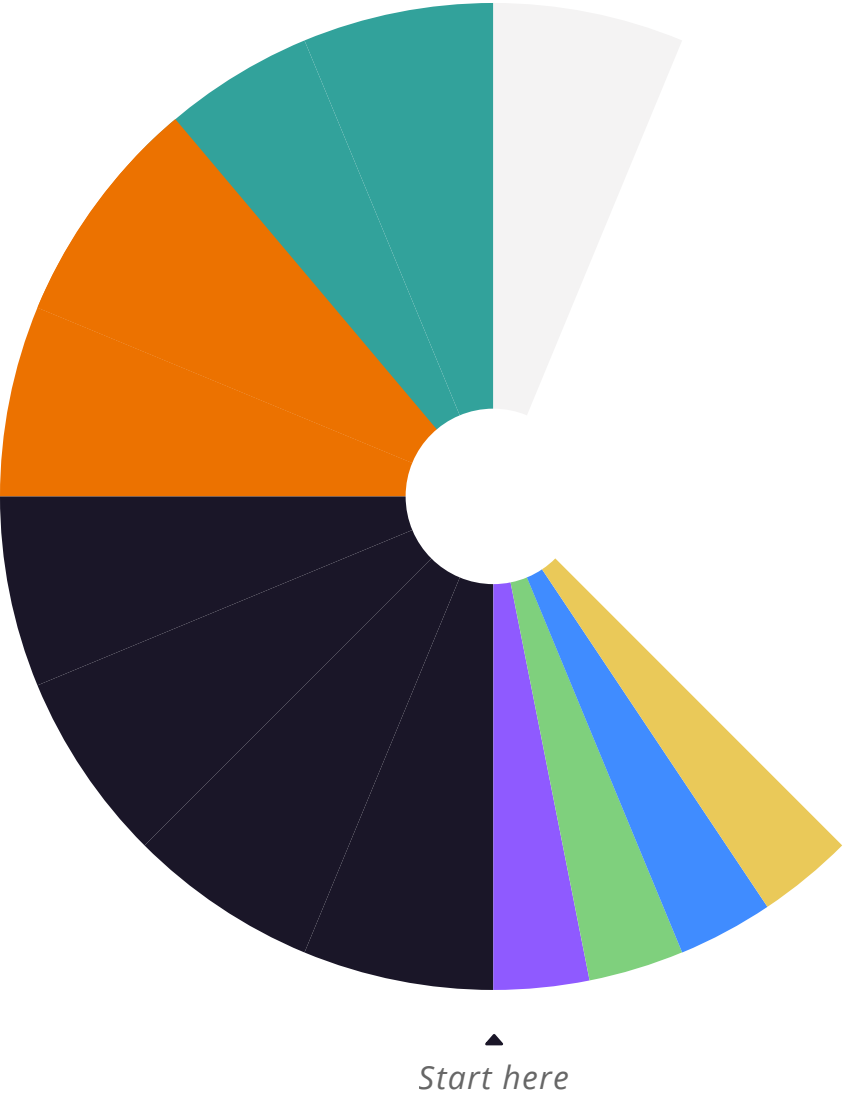
Ratios & Order

Our palette is used in a variety of use-cases. When applying our colors, always consider your use-case. White and black should mainly be used for copy or as background colors. Orange and teal should be used for calls-to-action, interactive components, and iconography.

	Black <i>#1A1628</i>		Yellow <i>#EAC959</i>
	Orange <i>#EC7200</i>		Blue <i>#408CFF</i>
	Teal <i>#32A29B</i>		Green <i>#7FD07D</i>
	Gray <i>#F4F3F3</i>		Purple <i>#8F5AFF</i>
	White <i>#FFFFFF</i>		

These color ratios are meant to give you a holistic view of how dominant colors should be use in our visual identity. See more detailed examples in the following pages.

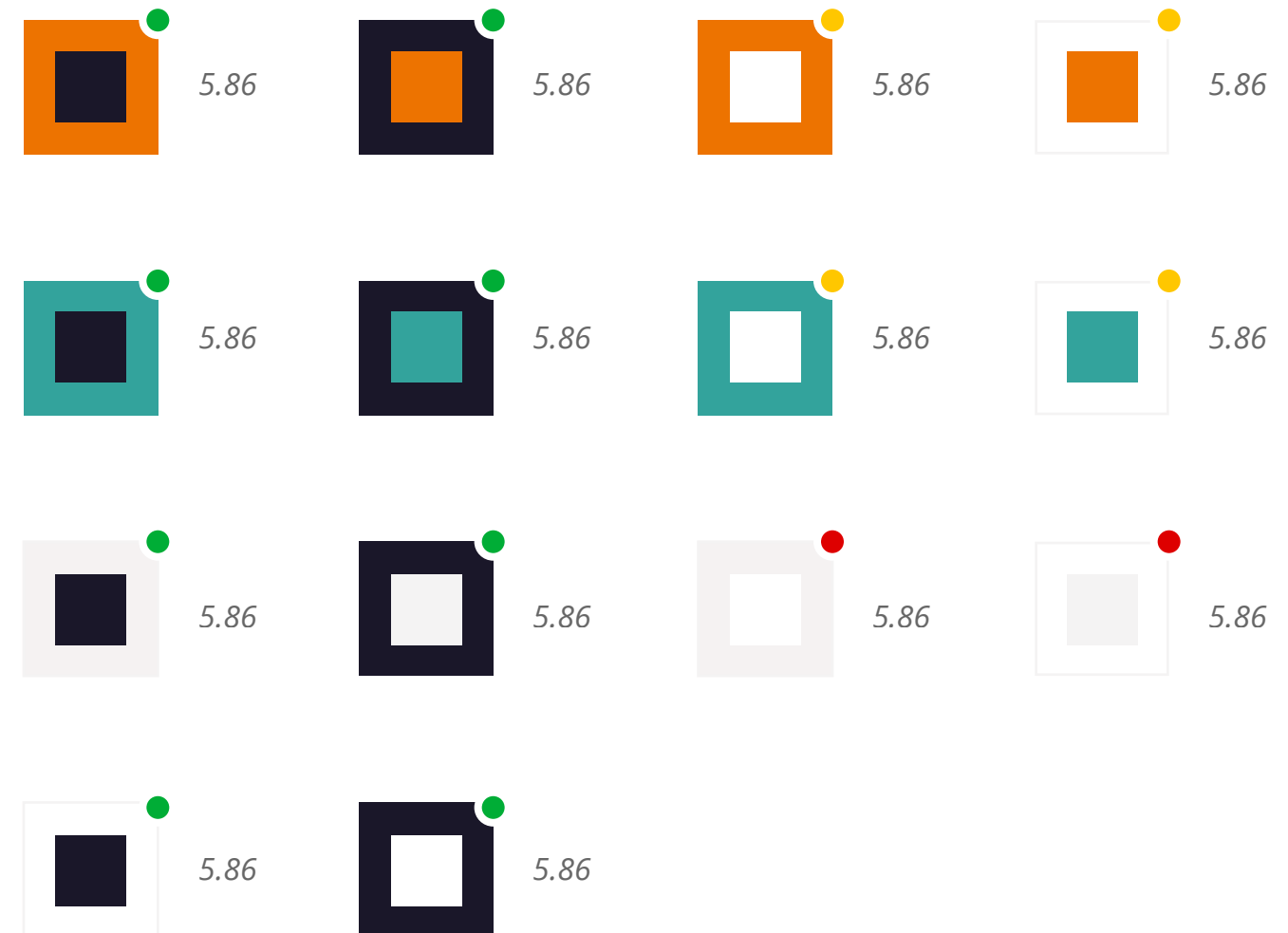
Grey should be used for inactive states and local backgrounds. Our secondary palette should be used for data visualizations, illustrations, and print-marketing materials.



Accessibility

ZS has adopted accessibility standards based on the Web Content Accessibility Guidelines (WCAG) 2.1 Level AA Contrast Minimum. Use these combinations to create a high-contrast experience that meets these standards.

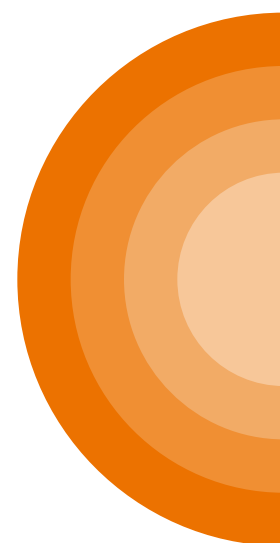
- **AA Accessible**
Accessible in all available sizes (reference typekits)
- **AA Accessible**
Accessible in large text (minimum size: 18.67 pt.)
- **Not AA Accessible**
Do not use for copy



All written copy must meet WCAG 2.1 Level AA Contrast Minimum Accessibility Standards.
The combinations above should mainly be used for copy and backgrounds.

Primary Shades

Be mindful of proportions when using color. Using the right amount of color will ensure a consistent balance across all things ZS. These shades offer a level of flexibility in any application. The full spectrum should be reserved for digital use only.



#EC7200
#EF8E33
#F3AA66
#F7C699



#32A29B
#5BB4AF
#84C7C3
#ADD9D7



#1A1628
#474554
#75737D
#A3A1A8



#5E2E00
#8C4500
#BD5C00
#ED7300



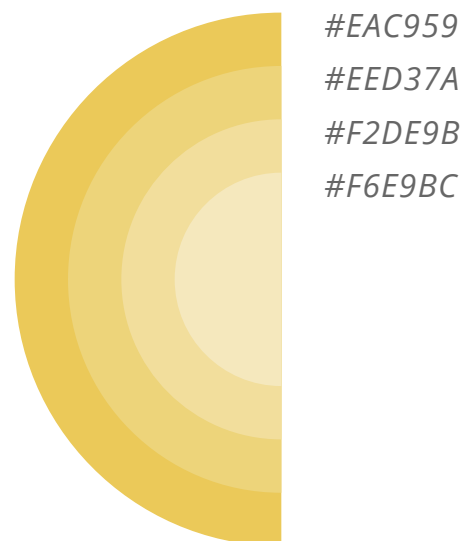
#14403D
#1F615C
#29827D
#33A39C

Reserved for digital use only

Each set of shades contains colors at: 100%, 80%, 60%, 40% (white or black) opacity.

Secondary Shades

Be mindful of proportions when using color. Using the right amount of color will ensure a consistent balance across all things ZS. These shades offer a level of flexibility in any application. The full spectrum should be reserved for digital use only.



#EAC959
#EED37A
#F2DE9B
#F6E9BC



#408CFF
#66A3FF
#8CBAFF
#B2D1FF



#7FD07D
#98D997
#B2E2B1
#CBECCB



#8F5AFF
#A57BFF
#BB9CFF
#D2BDFF

These shades are reserved mainly for data visualizations, illustrations, and print-marketing materials.

Each set of shades contains colors at: 100%, 80%, 60%, 40% (white or black) opacity.



Data Visualization

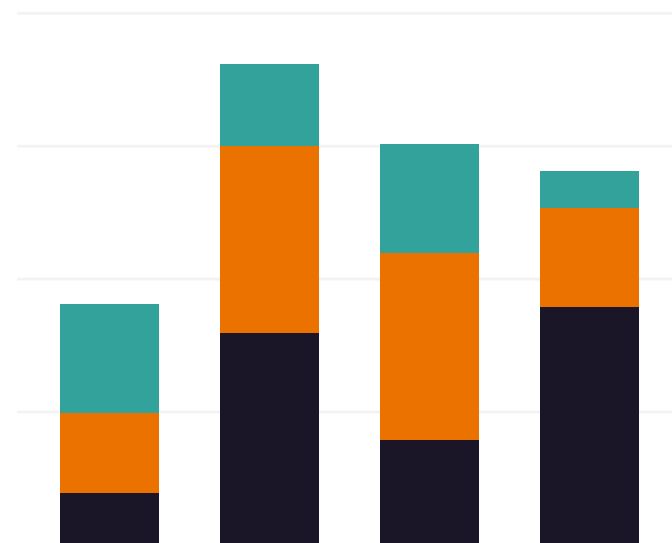
1 to 3 Variables

The foundation of any data visualization should always be our primary palette: orange, teal, and black. When there are three or fewer variables in your data set, these are the only colors you should use.

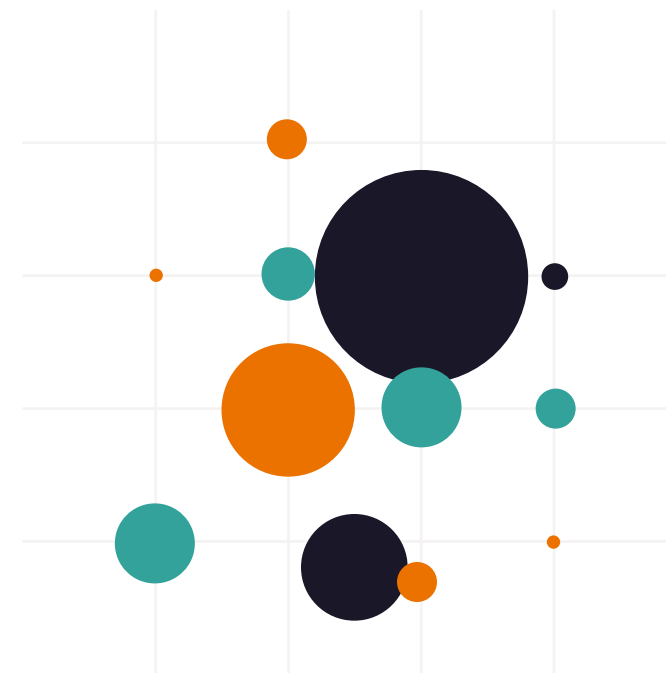
 **Black**
#1A1628

 **Orange**
#EC7200

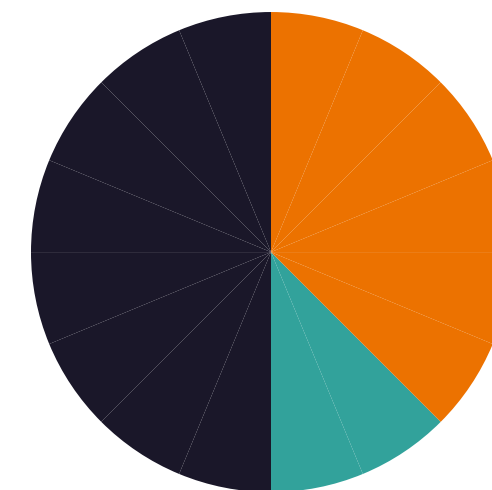
 **Teal**
#27A6A4



Bar Graph



Scatterplot



Pie Graph

All data visualizations must use the primary palette as their foundation.

4 to 7 Variables

When your data set has four to seven variables, our secondary palette can be used. Be sure your application follows the correct color order.

 **Black**
#1A1628

 **Orange**
#EC7200

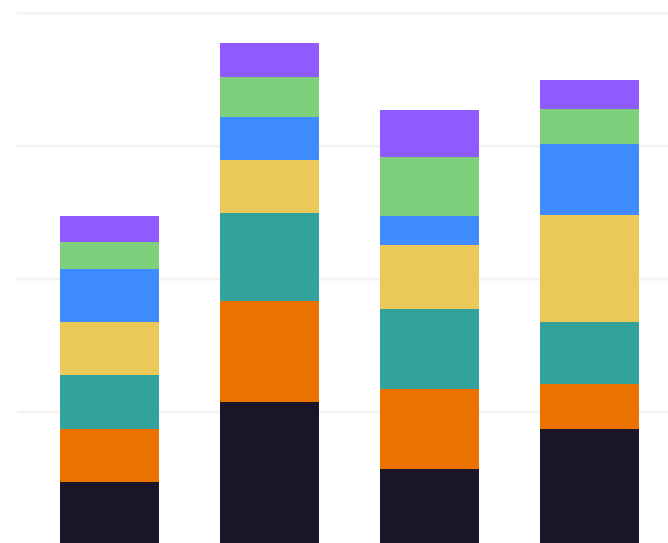
 **Teal**
#27A6A4

 **Yellow**
#EAC959

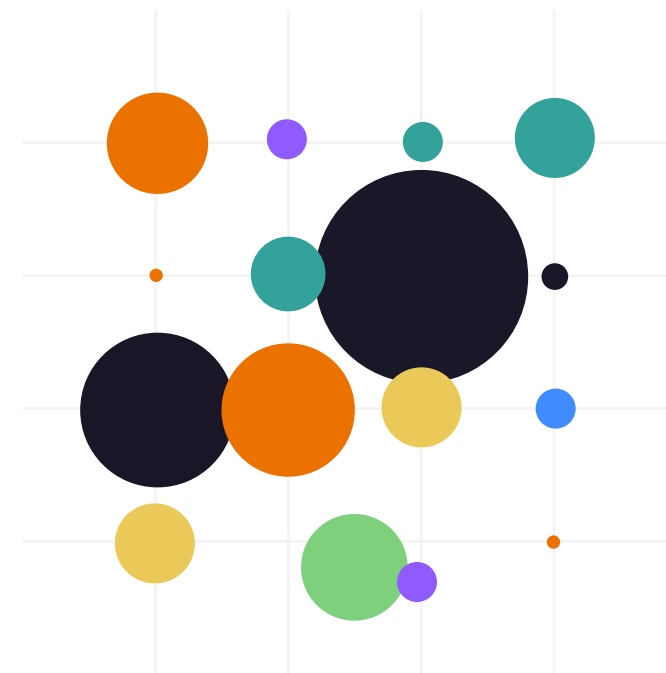
 **Blue**
#408CFF

 **Green**
#7FD07D

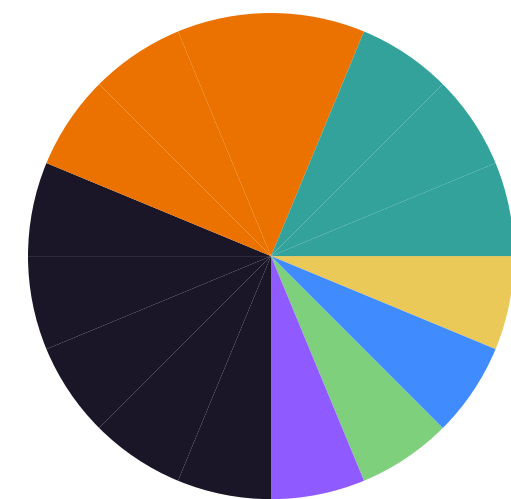
 **Purple**
#8F5AFF



Bar Graph



Scatterplot



Pie Graph

Additional data points will follow the same color order, starting with the primary palette, at 60% opacity.



Illustration

Attributes

Illustrations are key to communicating our brand. Our singular and flexible illustration style can evolve as ZS grows - a highly scalable, visually appealing system that works across various use cases. Our illustrations capture our values and traits in a single, compelling voice, inspiring confidence in ZS and our work. They exist to clarify complex ideas, tell engaging stories, and embody ZS's core principles.

To maintain the consistency of our brand, each illustration draws on our primary color palette: black, orange, and teal. Illustrations should feel like they came from the same source: the same company, the same brand, the same voice. As you start an illustration, keep in mind ZS's brand attributes: effective, innovative, partners.



Effective

Connect various shapes to assemble a unified whole.



Innovative

Use scale and placement to create dynamic, powerful illustrations.



Partners

Incorporate transparency to establish trust and respect.

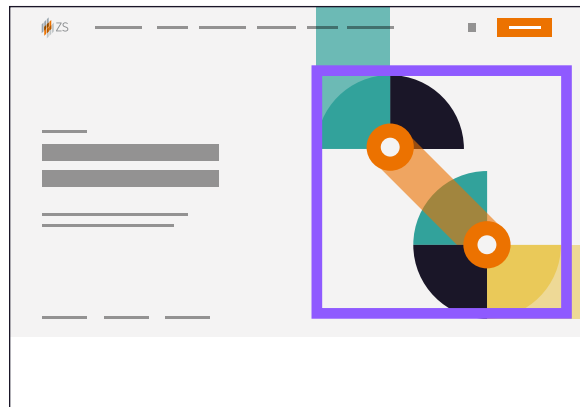


Usage

Illustrations can be a powerful communication tool - but only if you have something to say. When illustration is merely decorative, it can become overwhelming or distracting, detracting from the user's overall experience.

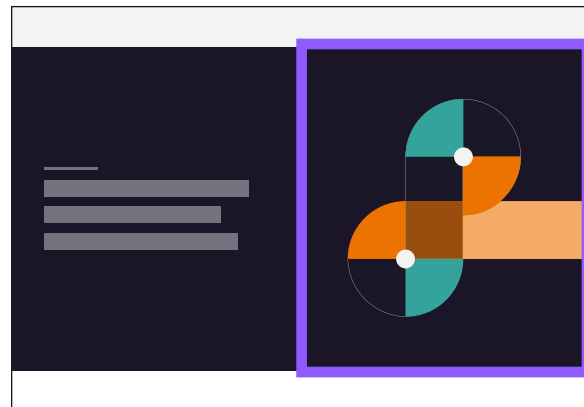
Creating an illustration is only a first step in the illustration process. Implementing the right illustration in the right context is crucial, and should be carried out with thought and care. Below you will find a representative set of examples for how illustrations should be used.

Hero



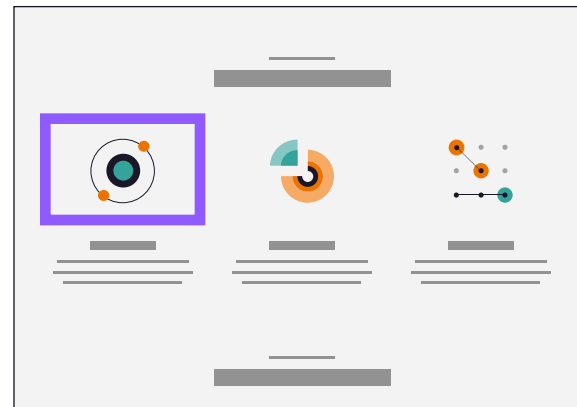
Homepage: Hero

Quote



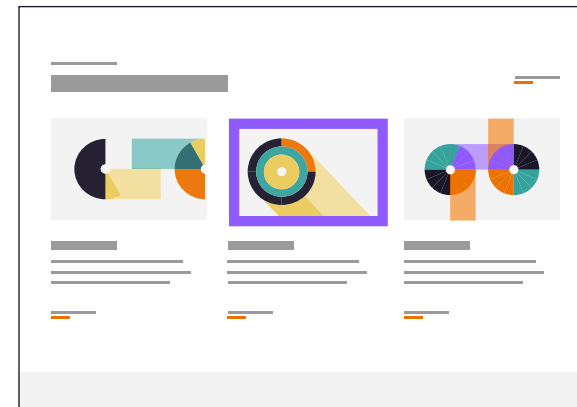
Homepage: Quote Section

ZS



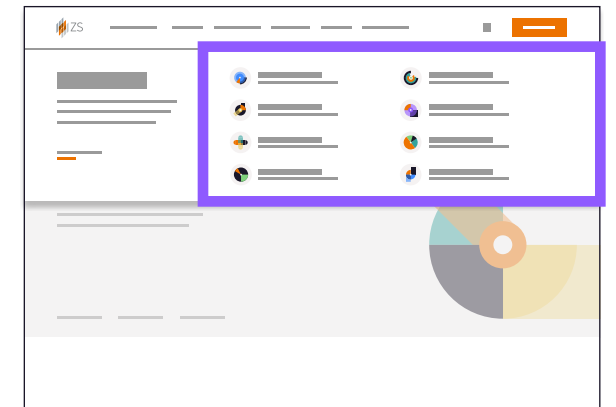
Our Story: Core Differentiators

Thumbnails



Solutions & Industries

Icons



Naviagtion, Tabs

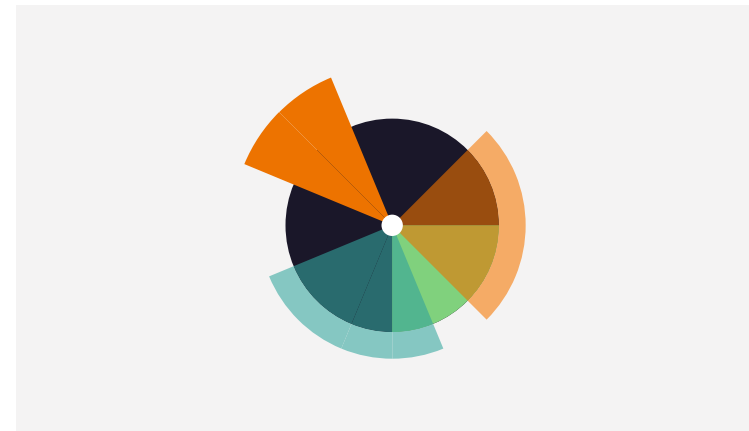
All illustrations must meet WCAG 2.1 Level AA Contrast Minimum Accessibility Standards.

Industries Library

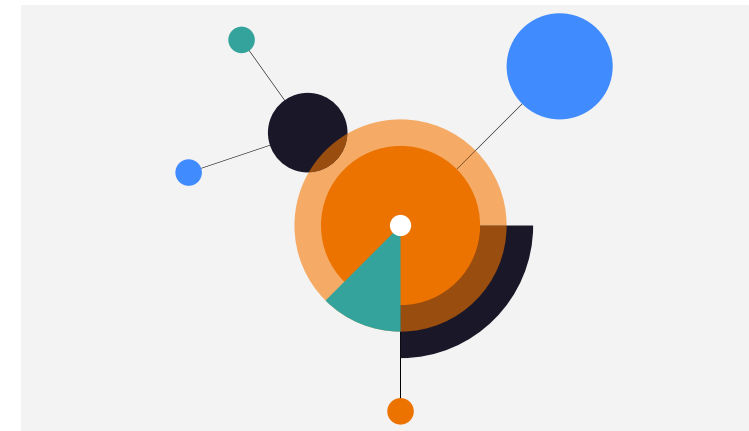
Below you will find illustrations for the major industries ZS works in.



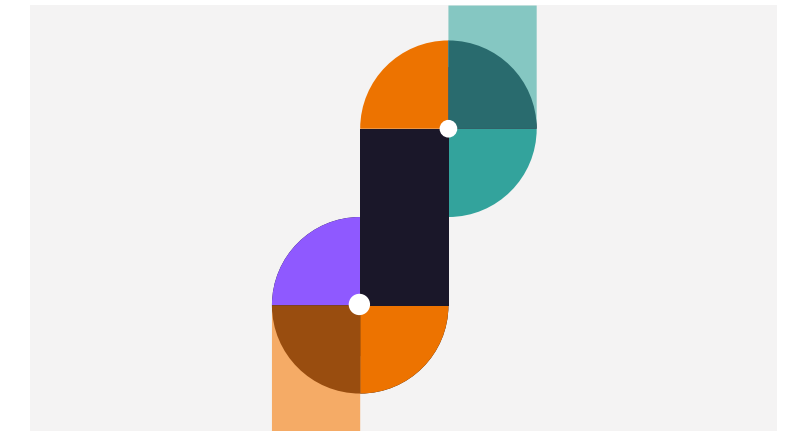
 *Health Plans*



 *Financial Services*



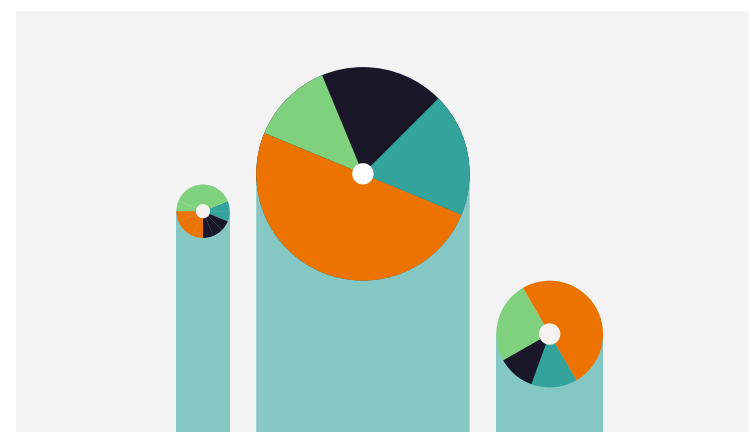
 *Pharmaceuticals & Biotech*



 *Travel & Transportation*



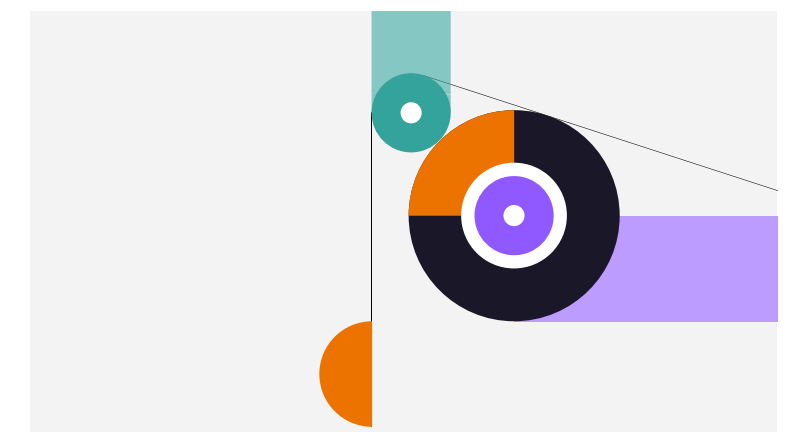
 *Medtech*



 *Private Equity*



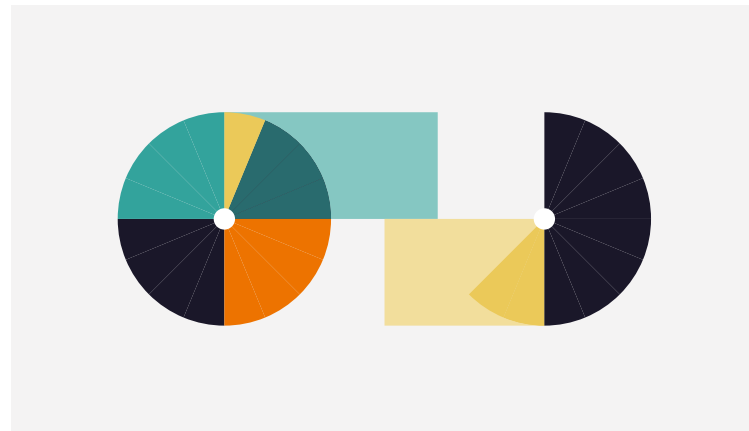
 *High-Tech & Telecommunications*



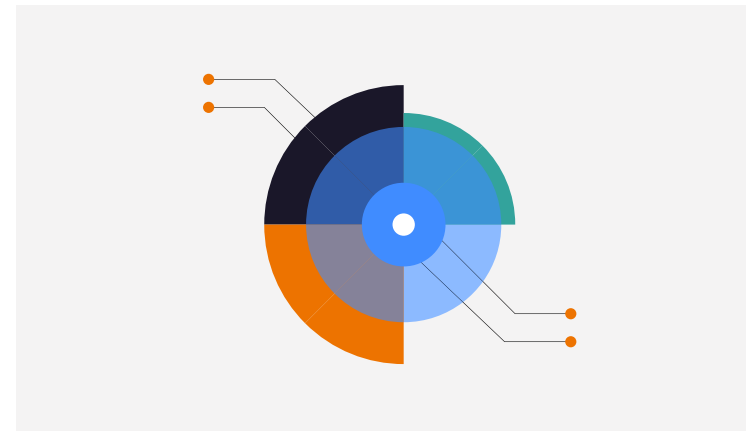
 *Industrial & Business Services*


Solutions Library

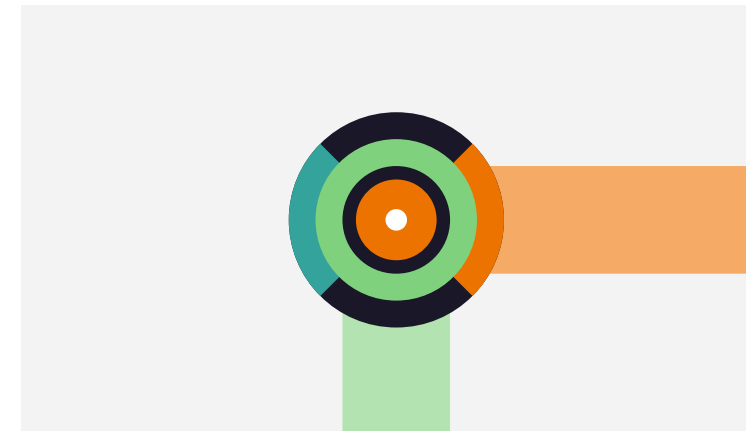
Below you will find illustrations for the solutions ZS provides.




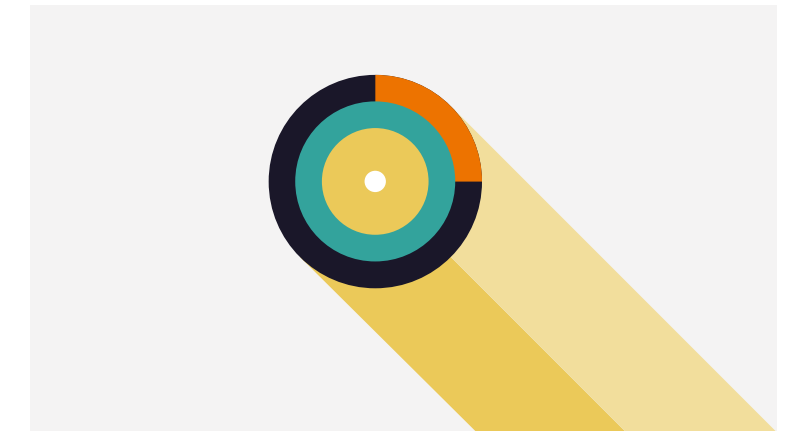
 *Strategy & Transformation*




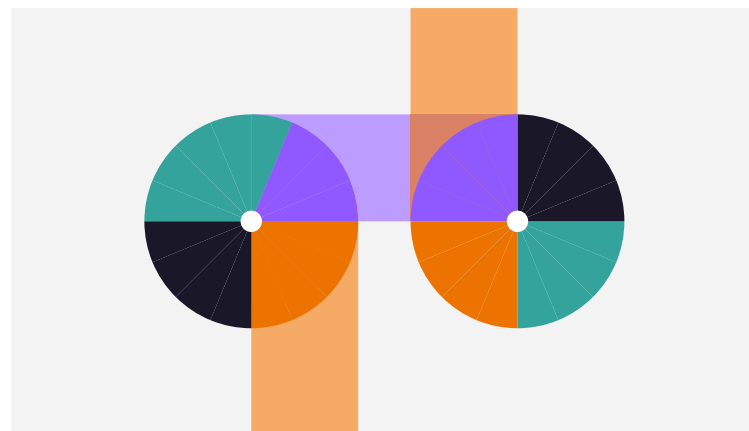
 *AI & Digital*



 *Go-To-Market*



 *Product Discovery & Management*



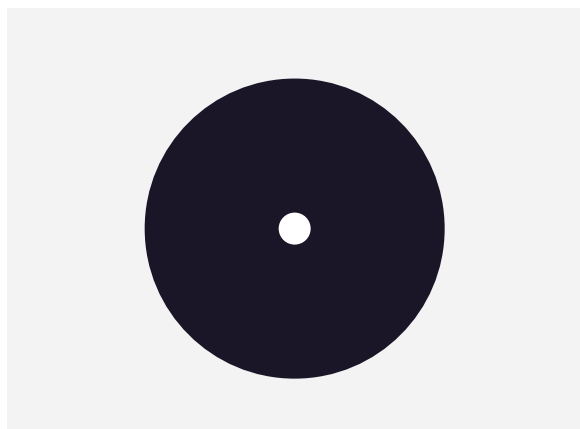
 *Portfolio Strategy & Management*



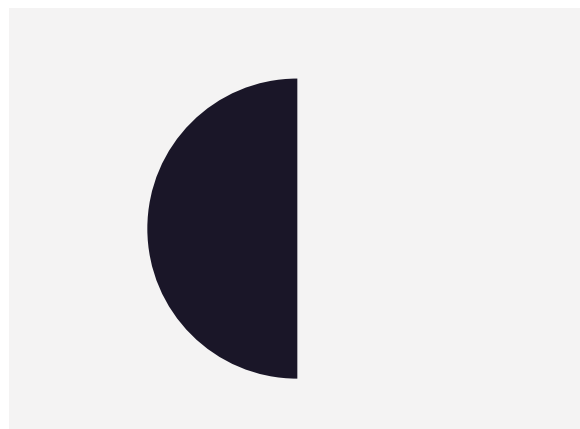
Illustration Creation

Shapes

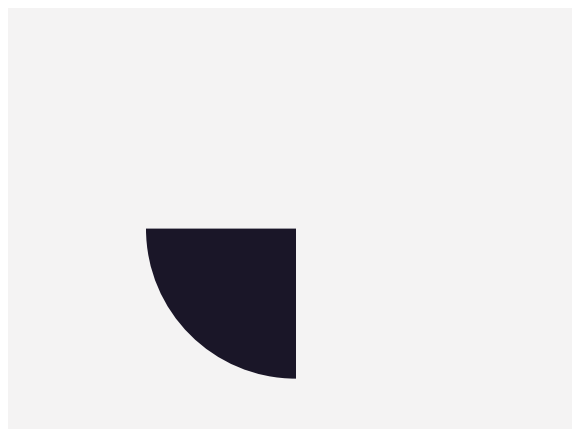
All illustrations will consist of a mix of the following shapes:



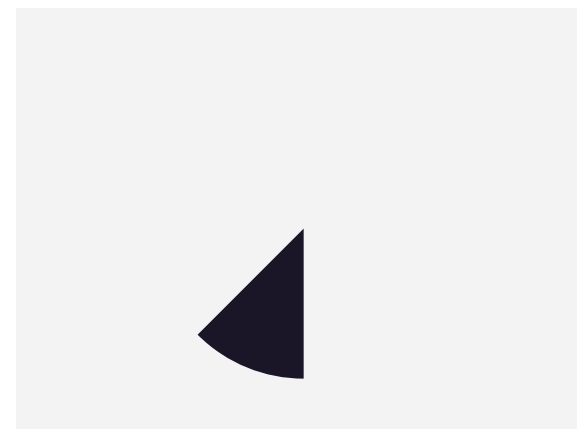
Circle
Donut Hole: 40px minimum size



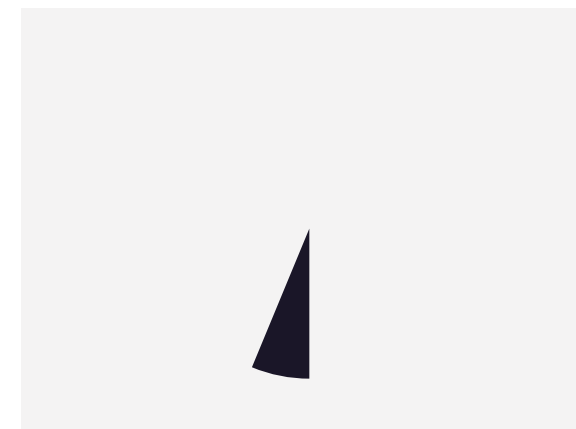
Semi-Circle



Quarter Circle



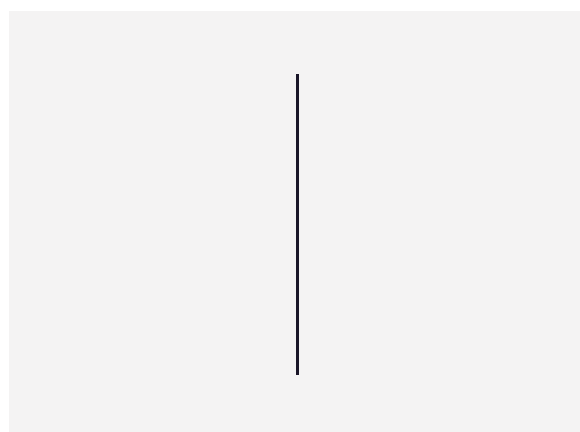
Eighth Circle



Sixteenth Circle



Rectangles can only have three widths — that of the full circle, semicircle, or quarter circle.

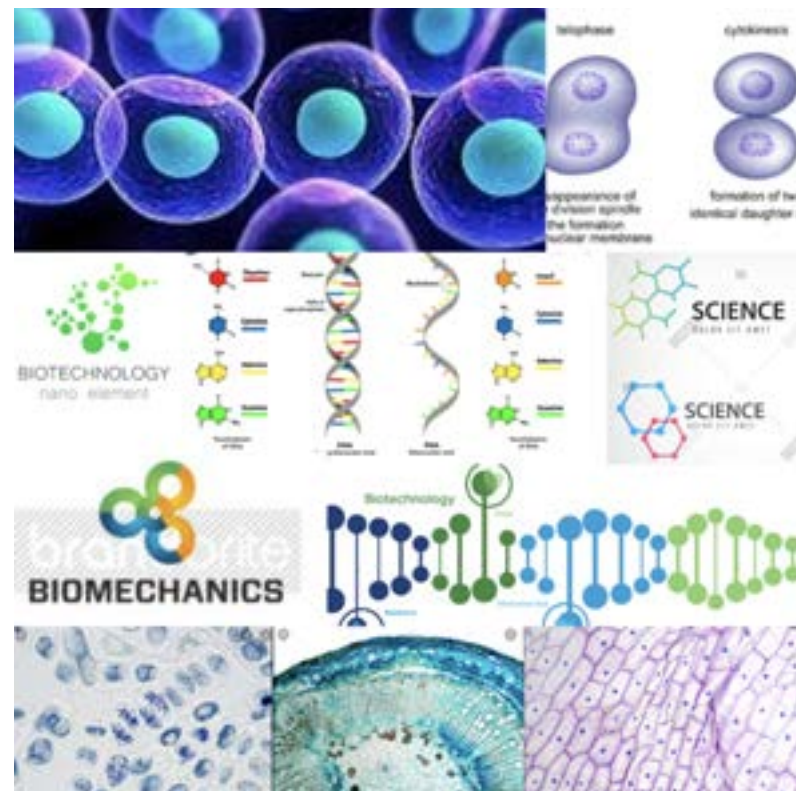


Lines must have a thickness of 1pt.

Use the file named “All-Illustrations.ai” to start creating your own illustrations.

Research & Moodboarding

The illustration process begins with research and moodboarding. During this step, find and gather pieces of inspiration. These can be words, images, or articles - anything related to what you are creating an illustration for. Create a moodboard using these pieces of inspiration.



DNA, Cell Structures, Repairing Molecules, Double Helix



Medical Devices & Instruments, Microscope, Surgeon Lighting



Path, Destination, Movement, Crossroads

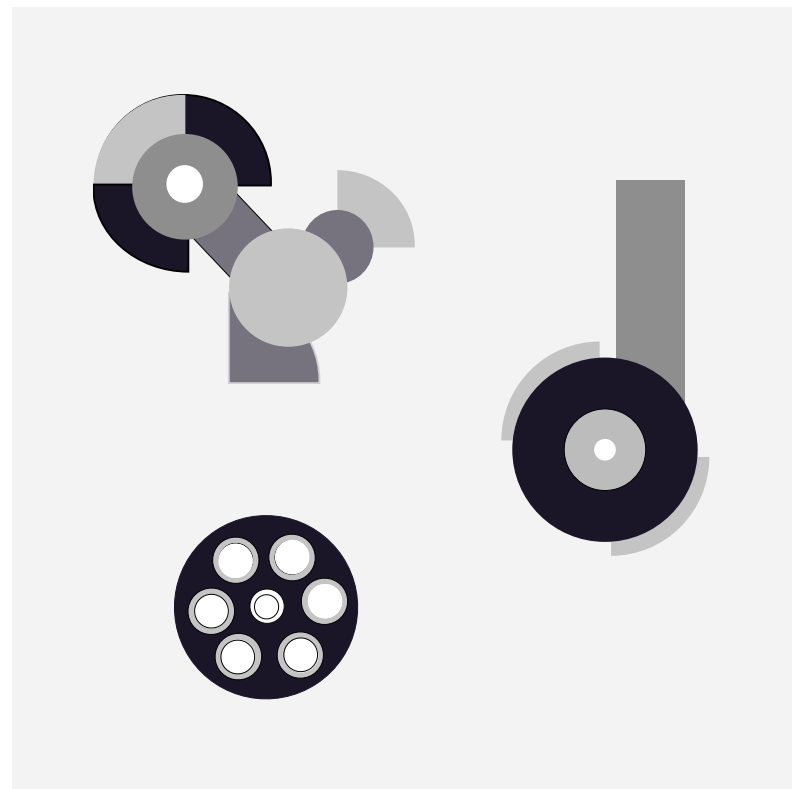
- Refrain from using people or animals
- Refrain from using esoteric or obscure pieces of inspiration that the average person would not understand
- Pieces of inspiration do not need to be literal - they can be conceptual or abstract, so long as they are related (e.g. if you are creating an illustration for the "Travel & Transportation" industry, pieces of inspiration could be: "movement", "a path", or "the destination")

Sketch & Ideate

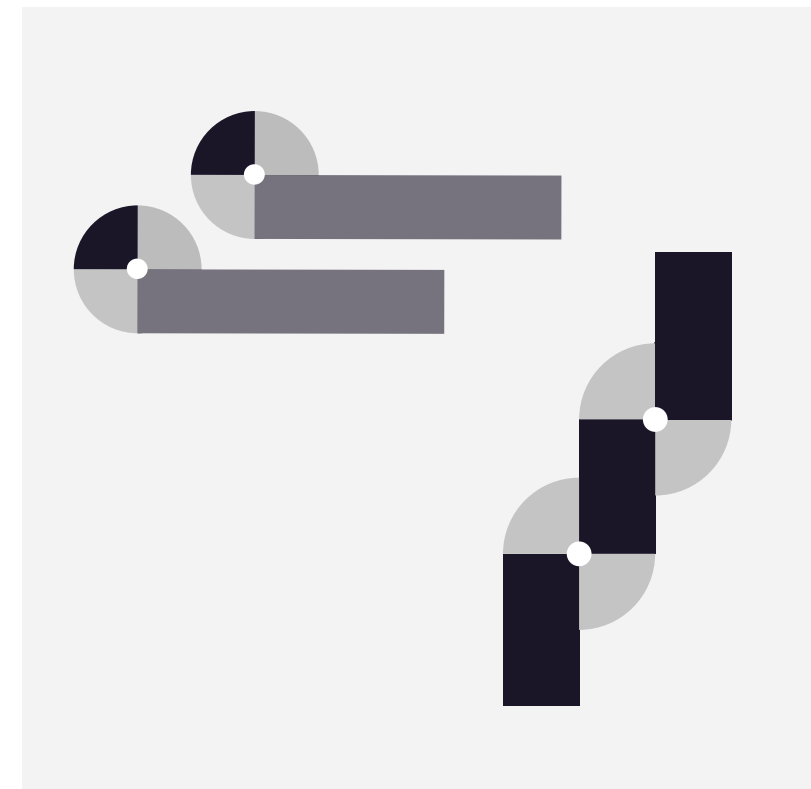
Once you have finished with your research and moodboarding, the next step is to sketch and ideate. This can be done on paper or digitally. Base your sketches on the examples provided in the file named “All-Illustrations.ai”.



Pharmaceuticals & Biotechnology



Medical Technology

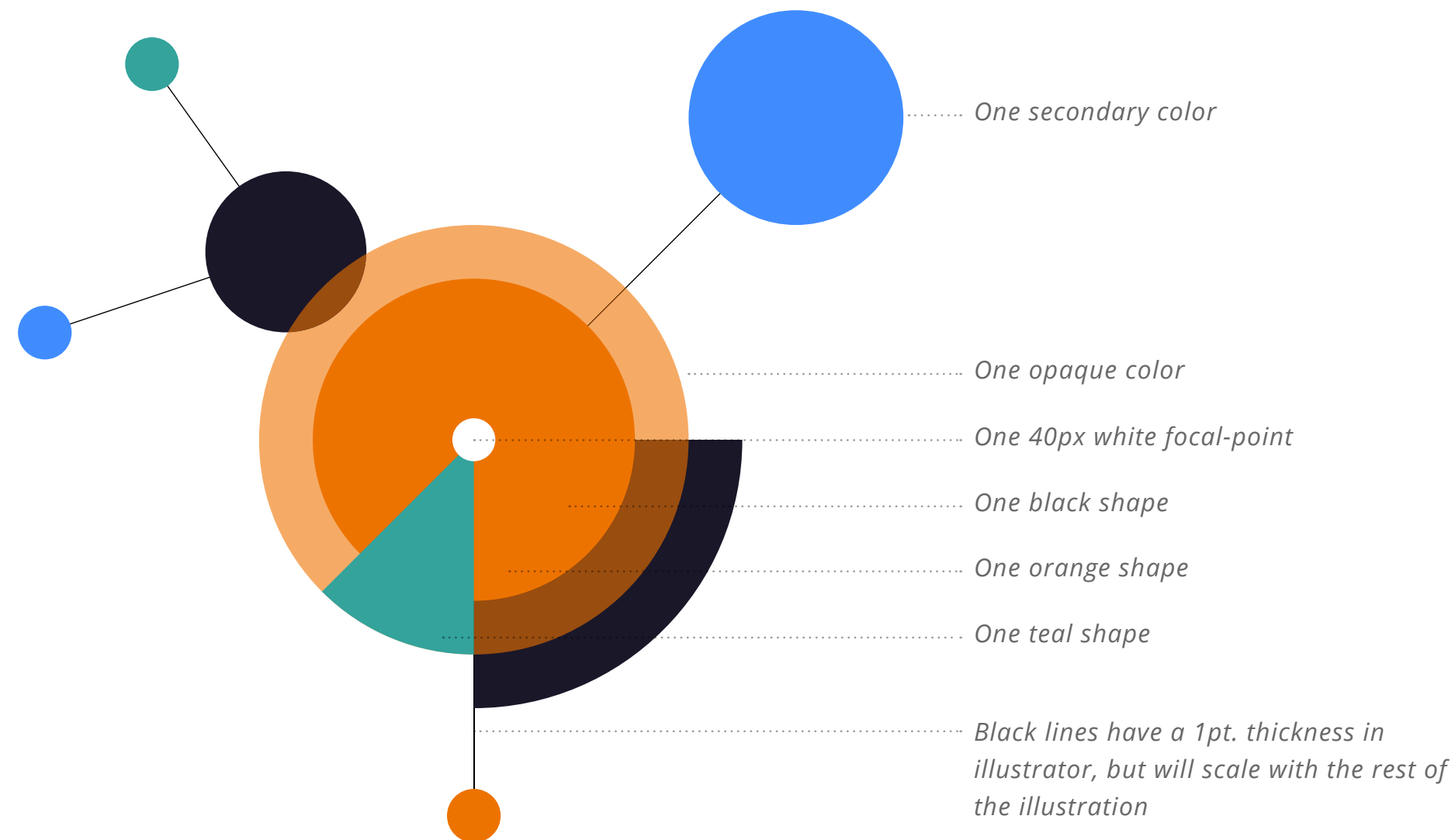


Travel & Transportation

- Start with a circle or donut
- Use an existing illustration as a starting point for a new illustration
- Make sure each illustration has a single focal point
- Limit the number of shapes in an illustration to 10

Color Application

When applying color to illustrations, adhere to the guidelines in the Color Ratios & Order page. Colors must follow the correct order, starting with black and ending with a secondary color.

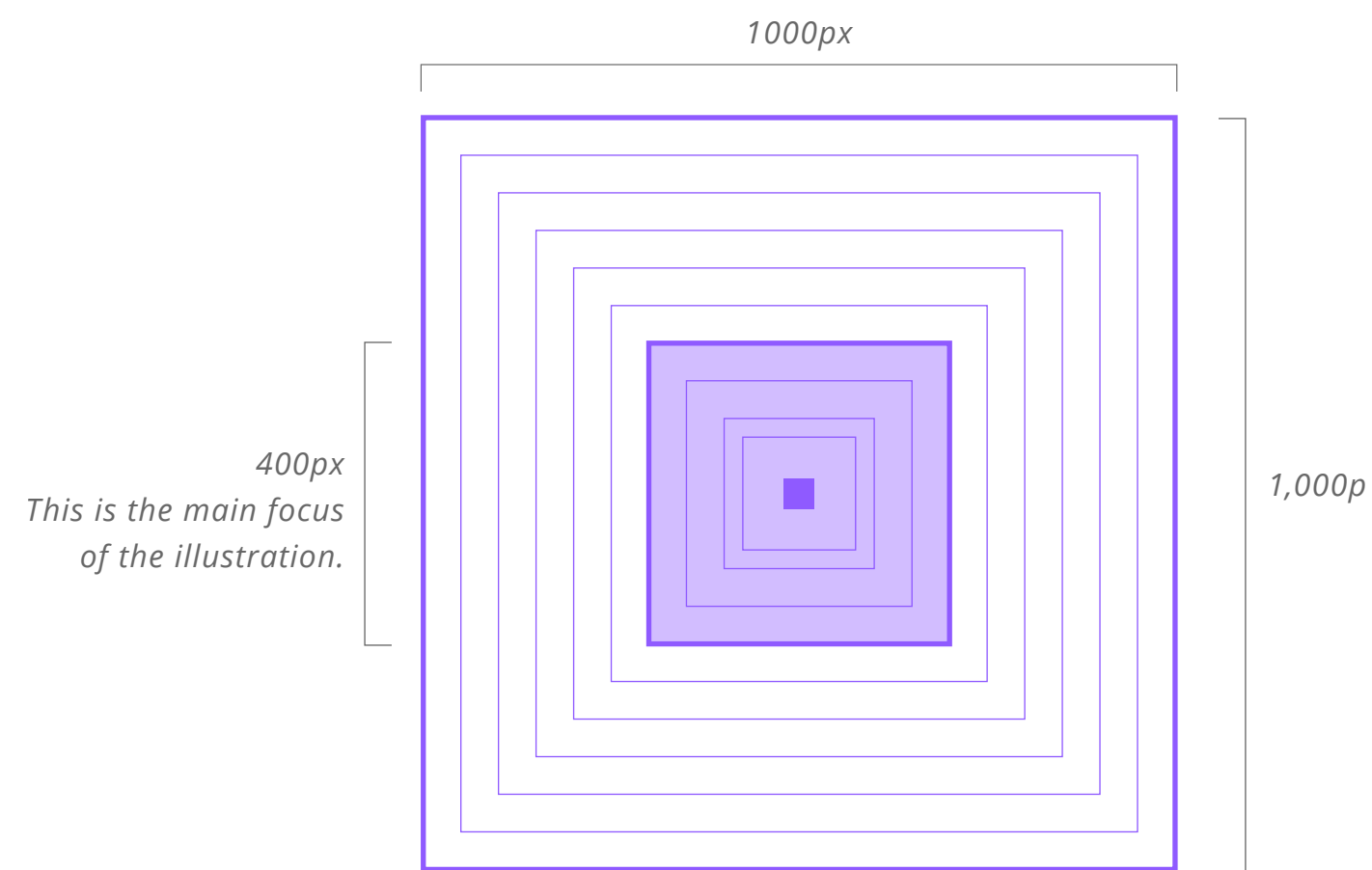


1. Orange, teal, & black must be used in the illustration.
2. Only one accent color from the secondary palette should be added.
3. One shape must have 60% opacity and use a secondary palette color.
4. The center of the illustration must contain:
 - One black, orange, and teal shape.
 - One 40px white focal-point.
 - One shape in a secondary color.
5. All lines must be black.

Opaque shapes must have 60% opacity and be layered with a full-color shape.

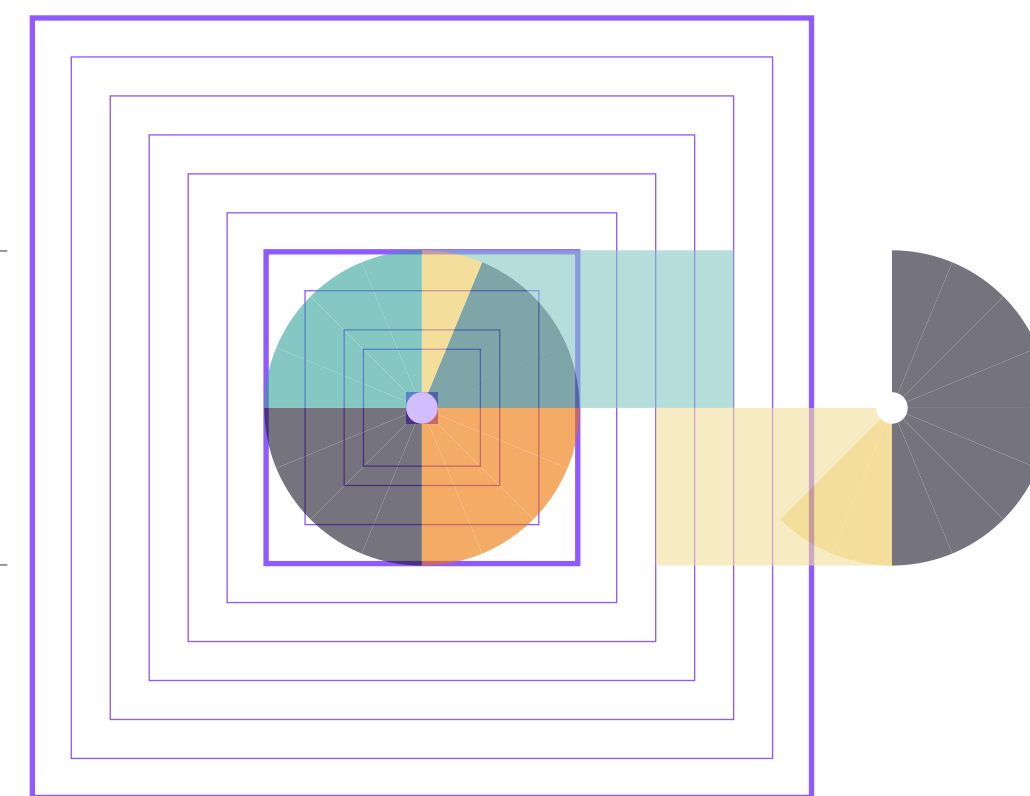
Working in Illustrator

After coming up with some sketches, open the file named “All-Illustrations.ai” and begin creating some high-fidelity illustrations.



*All illustrations were created in a 1000px artboard.
The focal point ■ is 40px by 40px.*

This square should be the focus of the illustration, but an illustration can exceed its boundaries.



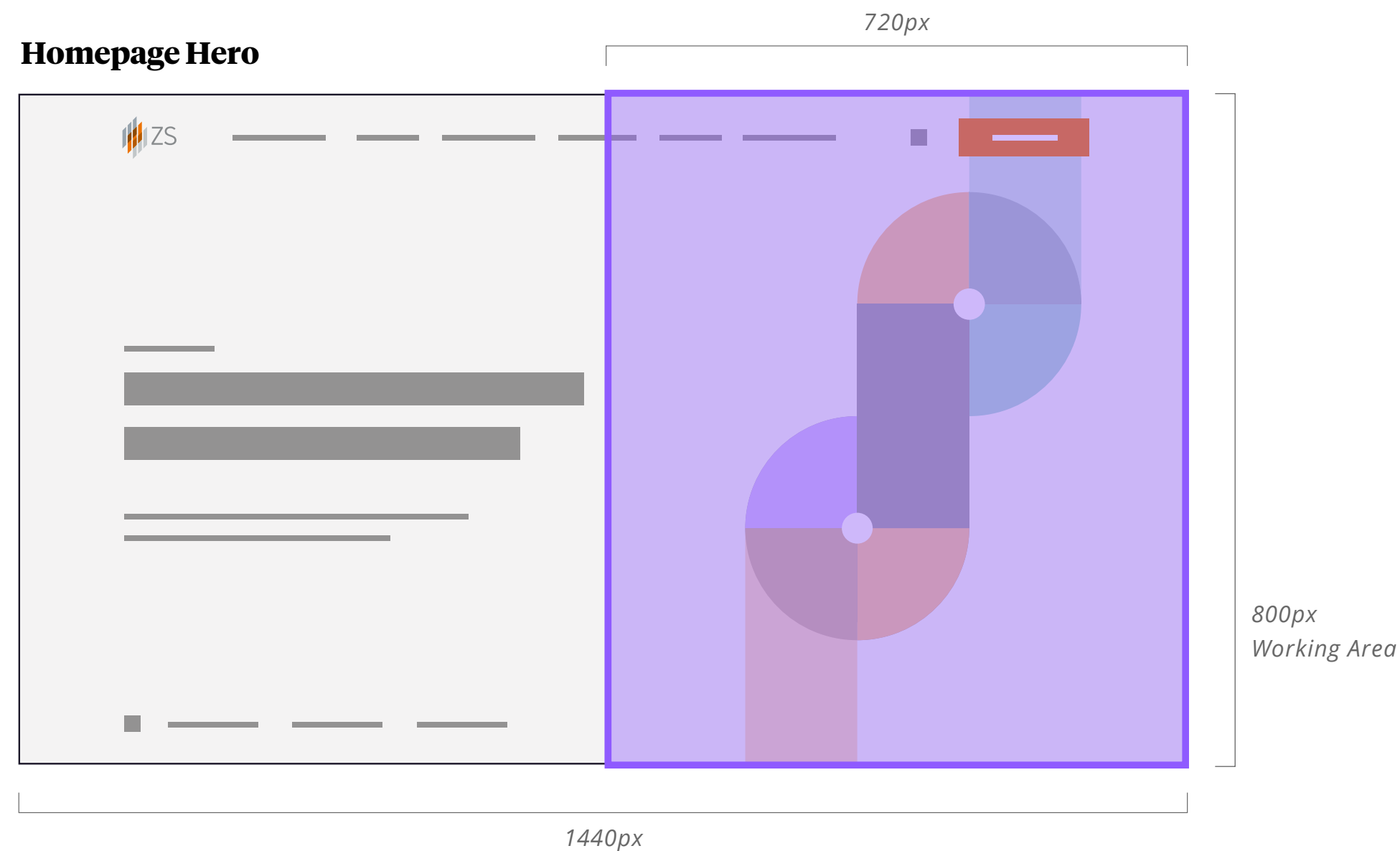
Medical Technology

This guide is only for the creation of vectors.
The artboard is sized at 1000px. However, illustrations can be scaled as needed for export.

Hero

The final step of the illustration process is testing. If your illustration will be used in a hero, open the hero mockup file and see if your illustration fits properly and can scale as needed. The diagrams below demonstrate what an illustration used in a hero will look like.

Homepage Hero



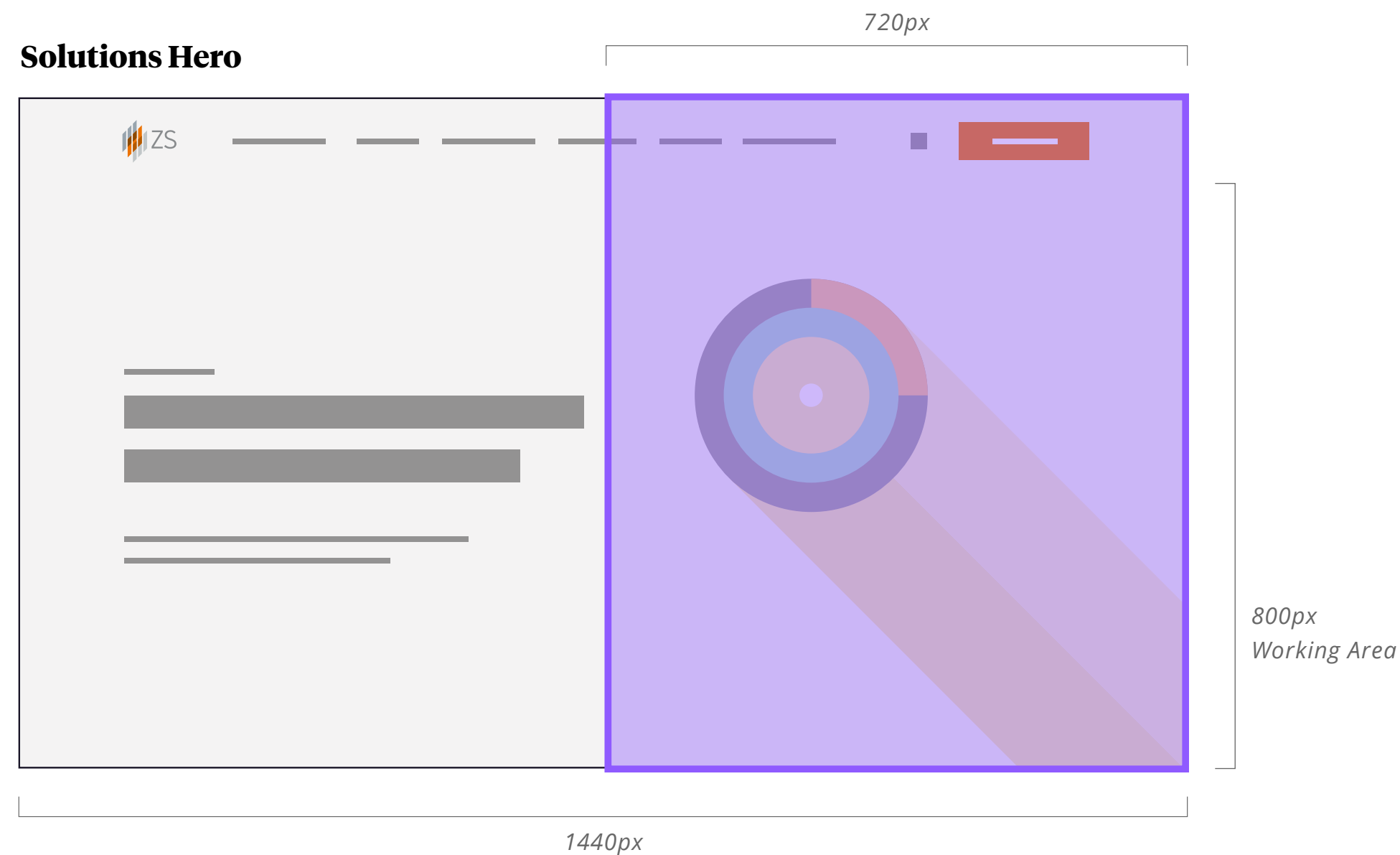
The boundaries highlighted on the left should serve as the working area for your illustration. However, your illustration is by no means confined to these dimensions. Illustrations should be dynamic and powerful, and as such may exceed these boundaries.

After finalizing your illustration, make sure it is properly scaled to fit in a hero.

Note: when placed in a hero, the focal point (white circle) of the illustration should always be 40px, even if the rest of the illustration is scaled.

Thumbnails

The final step of the illustration process is testing. If your illustration will be used as a thumbnail, open the thumbnail mockup file and see if your illustration fits properly and can scale as needed. The diagrams below demonstrate what an illustration used as a thumbnail will look like.



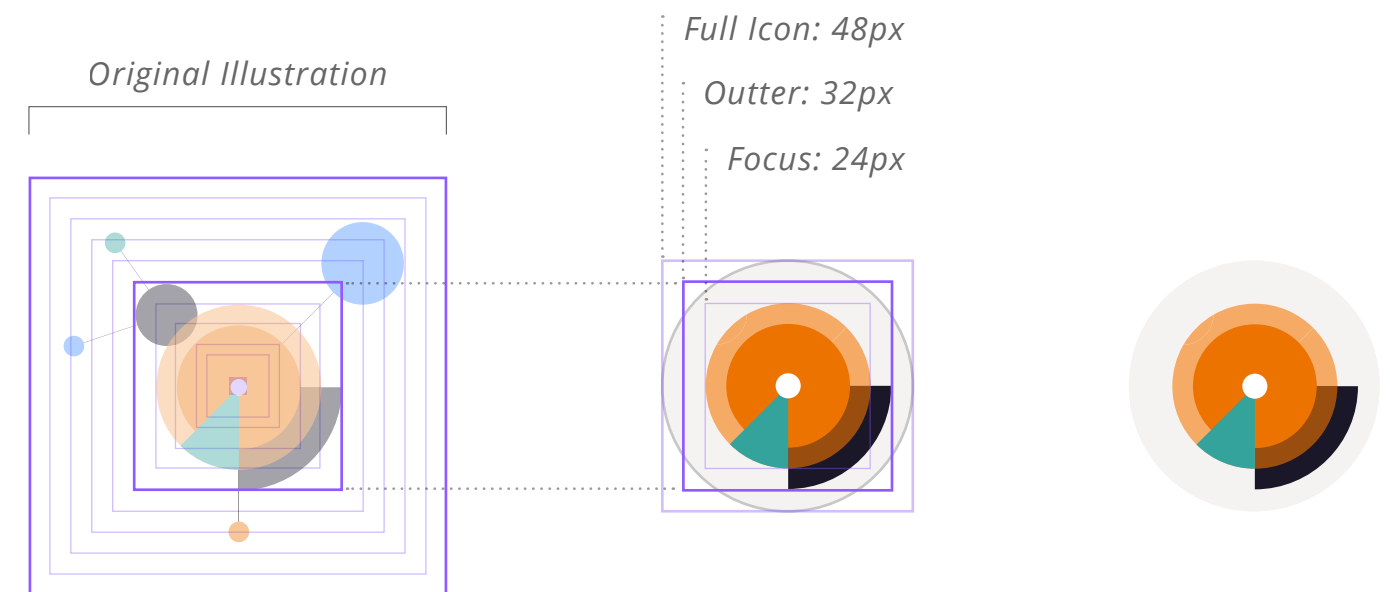
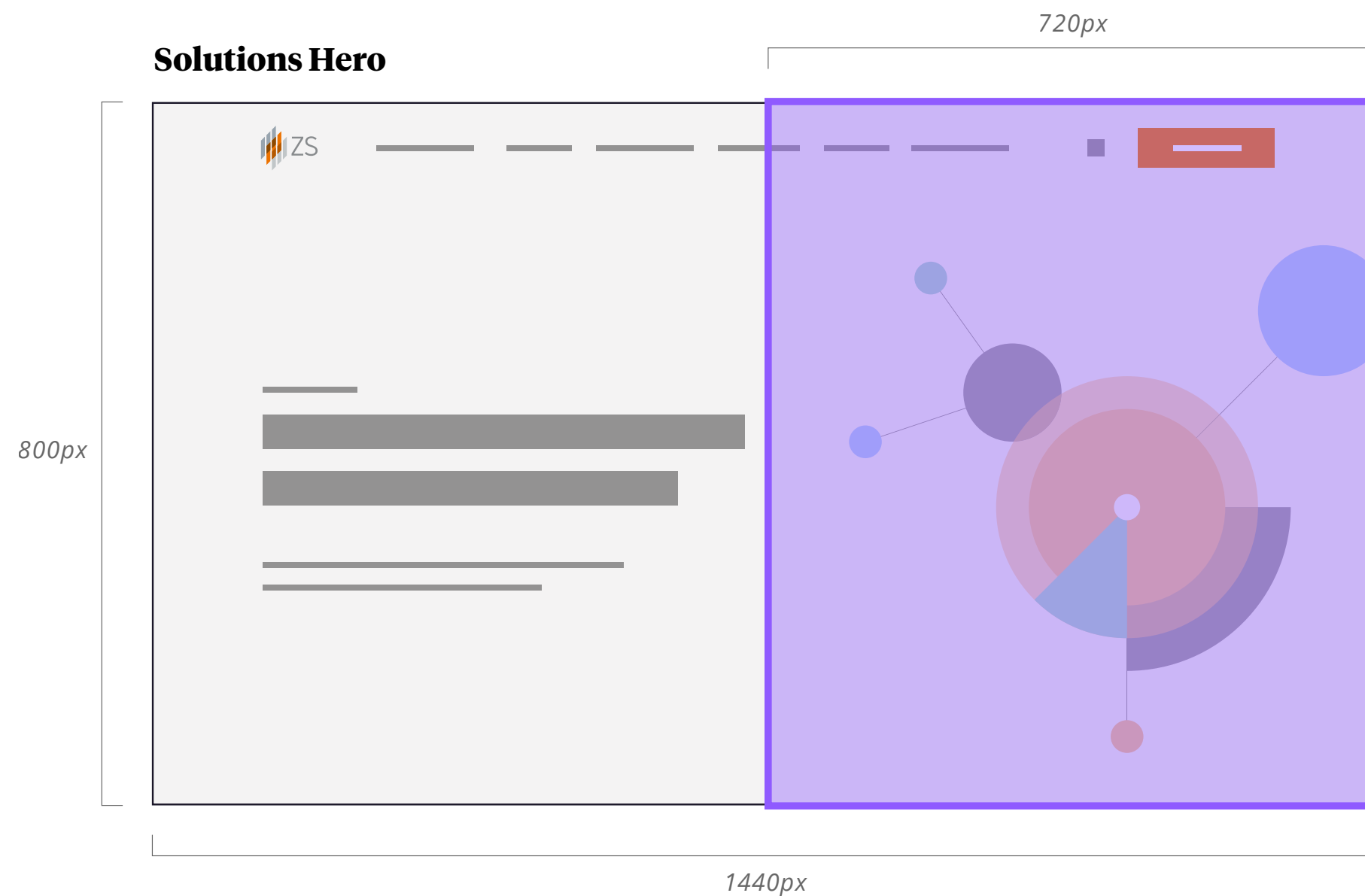
Final thumbnail



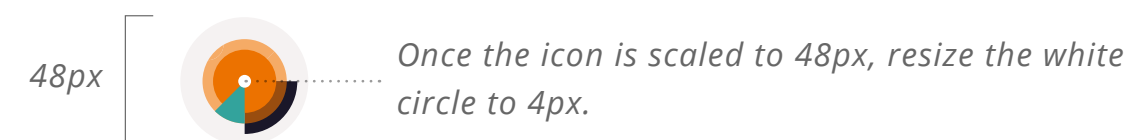
When scaling and repositioning an illustration to use as a thumbnail, use the small white circle as a reference.

Icons

To create an icon from your illustration, start with the 500px by 500px square (see page 42). Pare away anything that falls outside of this square, keeping only the illustration's focal point. Enclose the icon in a grey circle and then scale it to 48px.



Navigation Icon



Icons Continued...

Though icons are used in a variety of locations on the website, the process of creating them remains constant. Here are some examples of different icon sizes.

Navigation Icon



48px

As you scale your icon, maintain its proportions.

Industry Landing Icon



56px

When you scale your icon to 64px, remove the grey circle.

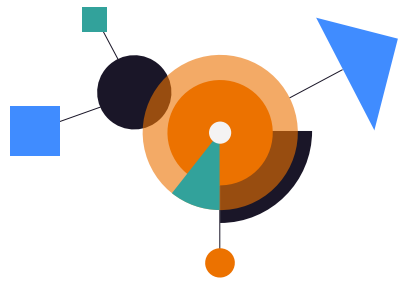
Industry Overview Icon



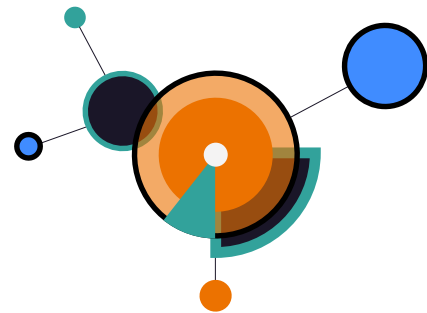
64px

Misuse

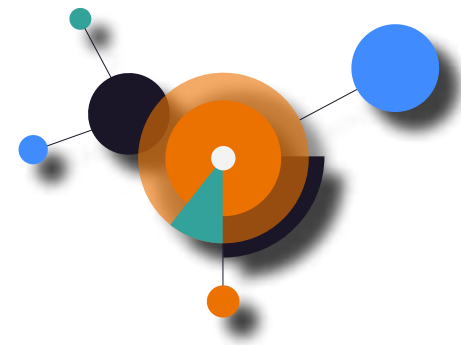
It is important that our use of illustrations remains consistent. Avoid the following errors:



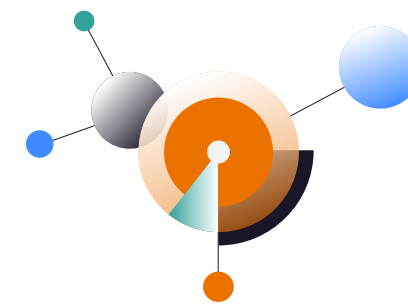
Do not create shapes that are not from the illustration toolkit.



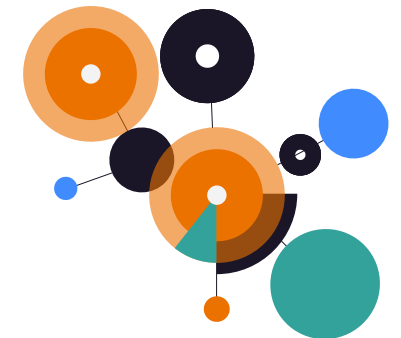
Do not outline shapes.



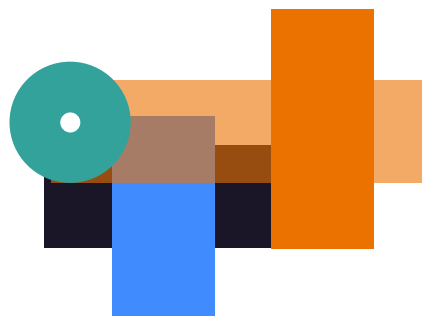
Do not add shadows.



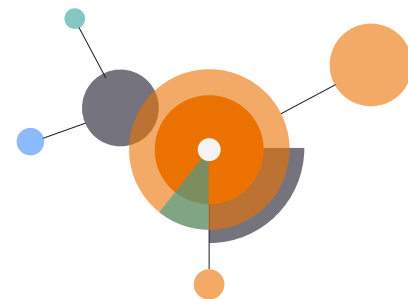
Do not add gradients.



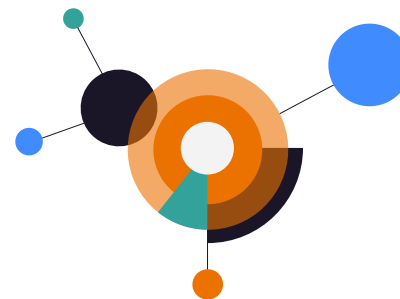
Do not use too many shapes.



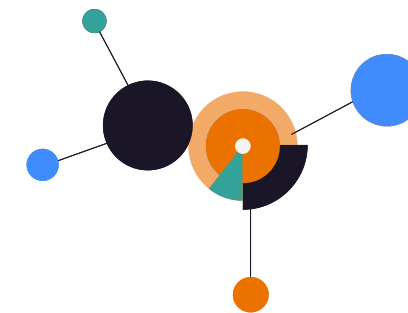
Do not use too many rectangles.



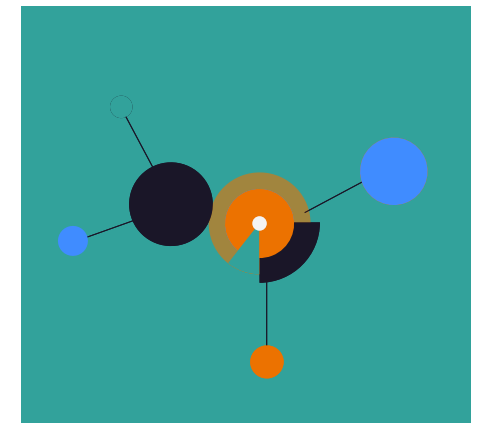
Do not make more than three shapes opaque.



Do not increase the donut hole size, it should always be 40px.



Do not makes shapes all one size.



Do not use any background color except white, gray and black.



Photography

Guiding Principles

At ZS, we celebrate people and innovation, and our photography should show that. These guiding principles will help you take high quality photos and create genuine and authentic ZS experiences. People play a key role in our photos. Intelligent, capable, and always collaborating, they bring to life ZS's commitment to serving as a trusted, effective partner.

Our photos also show ZS's dedication to innovation. ZS brings together deep expertise and cutting-edge technology to solve our client's complex problems, and our photos capture these moments of innovation.

People & Innovation



Friendly & Involved

Our photos should feel open and approachable. Avoid artificial lighting and make the most of natural light.



Active & Collaborative

Authentic and in the moment, our images never feel staged. Show real people working together in dynamic situations.



Up-Close & Focused

Actions serve as the foundation for our graphics. Limit the number of interactions to one per photo.

Style

Our photography style reflects the dynamic interplay between our three brand attributes: people, expertise, and technology. Warm tones convey our friendly and approachable personality.

The use of high contrast and intense focus represents the singular clarity and perspective we bring to our work. And active shots capture our embrace of cutting-edge technology.

People

Deep collaboration and solution-oriented

Personable, inclusive, and curious



Curiosity interacting with technology

Intelligent experts doing researching

Innovation

Technology and human interaction

MedTech & Medical Devices



Pharmaceuticals & Biotech

Manufacturing & Logistics

Curation

Our curation process ensures all of our photos speak in a single voice. The following steps outline how to use Adobe Photoshop to maintain consistency across all of ZS's photos.



Original

The original photo has vibrant colors and low contrast. Finding the right black and white points is key to maintaining consistency.



Levels Adjustment

To achieve ZS's signature high contrast look, go to the Levels settings and select the Black and White point icons. Pick points accordingly.



Desaturation

To achieve the correct color intensity, go to the Hue/Saturation settings and adjust the Master Saturation to between -10 and -50.



Black Filter

To achieve the proper black tones, go to the Layer Style settings and add a Color Overlay (#1A1628) with Blend Mode set to Lighten.



Every photo has different black and white points as well as color saturation. It is up to the designer to reference the examples in these guidelines to ensure that the look and feel of our photos stays the same.

Misuse

It is important that our use of photography remains consistent. Avoid the following errors:



Blurry Images



Angled Images



Out-of-Focus images



Illustration Overlay Image



3D Renders



Low-Quality Images



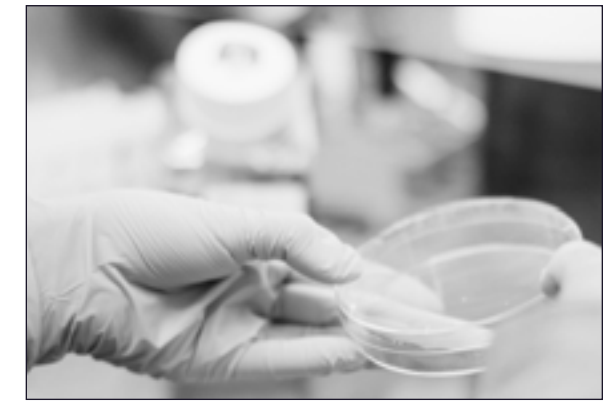
Templated Illustration



Cliche Framed Images



Goofy Images



Black and White Images



Hero Graphic Creation

Curation

The first step of creating a hero graphic is treating the image.



Original

The original photo has vibrant colors and low contrast. Finding the right black and white points is key to maintaining consistency.



Levels Adjustment

To achieve ZS's signature high contrast look, go to the Levels settings and select the Black and White point icons. Pick points accordingly.



Desaturation

To achieve the correct color intensity, go to the Hue/Saturation settings and adjust the Master Saturation to between -10 and -50.



Black Filter

To achieve the proper black tones, go to the Layer Style settings and add a Color Overlay (#1A1628) with Blend Mode set to Lighten.



Every photo has different black and white points as well as color saturation. It is up to the designer to reference the examples in these guidelines to ensure that the look and feel of our photos stays the same.

Cropping

After treating the photo, the next step is isolating the focal point. Once you have selected and outlined the focal point, remove anything behind it.



Untouched

High quality photos are a must! When finding a photo to use, consider those that have an isolated individual or item.



Cropped

When cropping, make sure to outline inside the boundaries of the subject. If you outline outside the boundaries of the subject, parts of the background will remain.



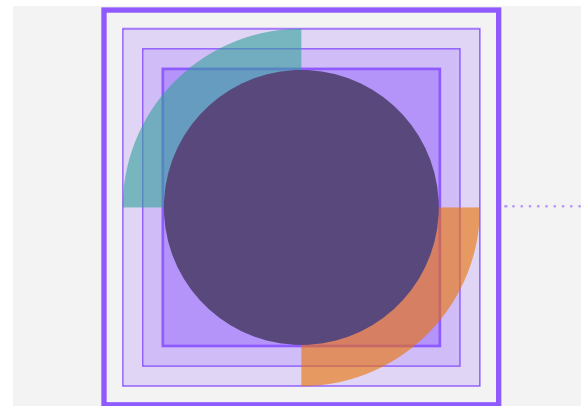
Using the Polygonal Lasso Tool in Photoshop, carefully draw paths around the subject you wish to crop out.

Combining Elements

The final step in creating a hero graphic is combining the photo and the illustration.



1. Cropped Photo



2. Original Illustration



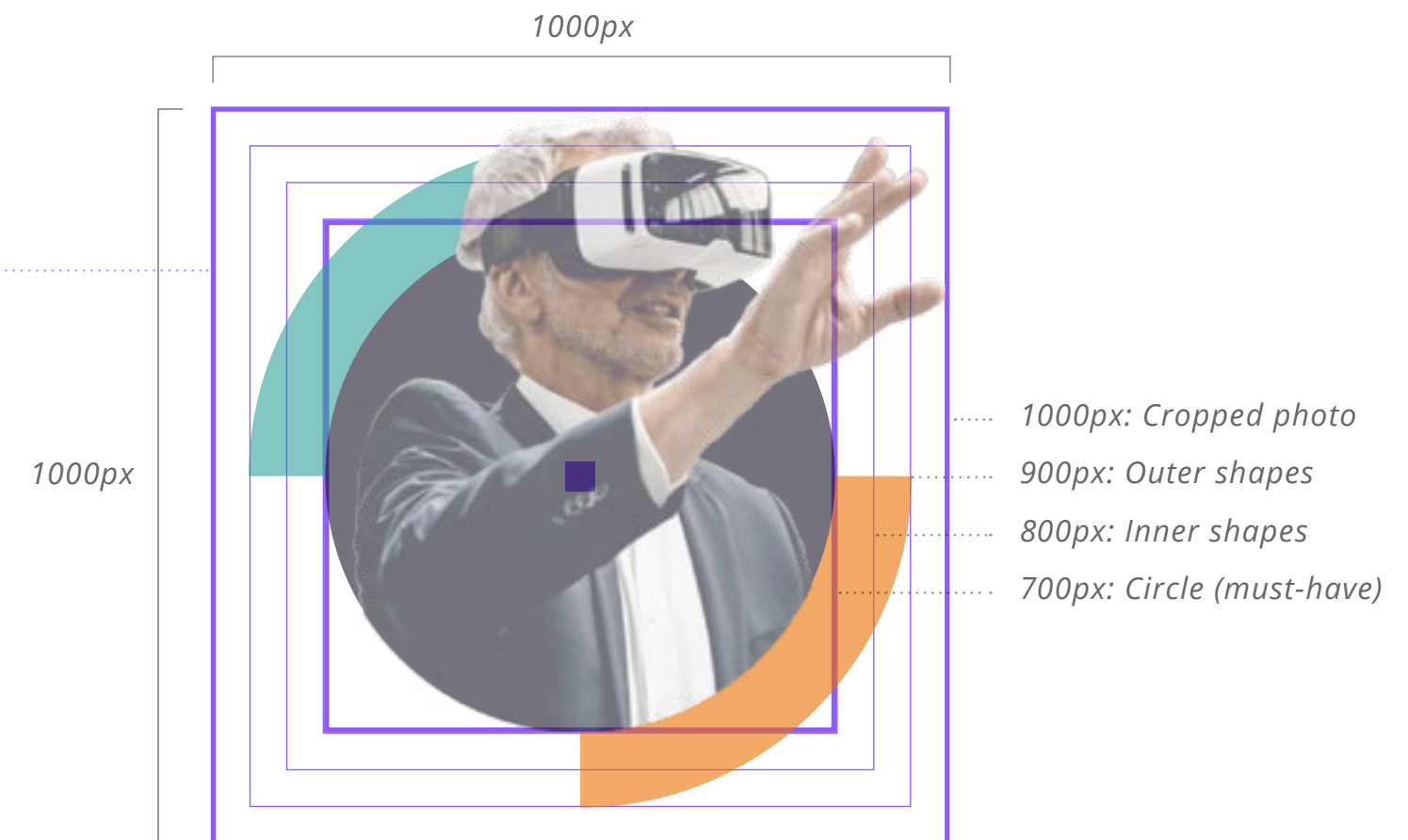
3. Photo Placed on Illustration



4. Final Cropped Graphic



Use the top-right corner of the graphic as the working area for 3D effects. Nothing should face backward or downward.



Original Graphic

Graphics must be composed of a high quality photo and a custom illustration. They must contain a white or black circle, and use semi, quarter, and eighth circles for their inner and outer shapes. Reference the Illustration Color Application page for additional guidance.

Placement & Scale

After you have created the hero graphic, be sure to export it in its original size (100%) so that it will retain its resolution when viewed on screens of different sizes.

Original Graphic

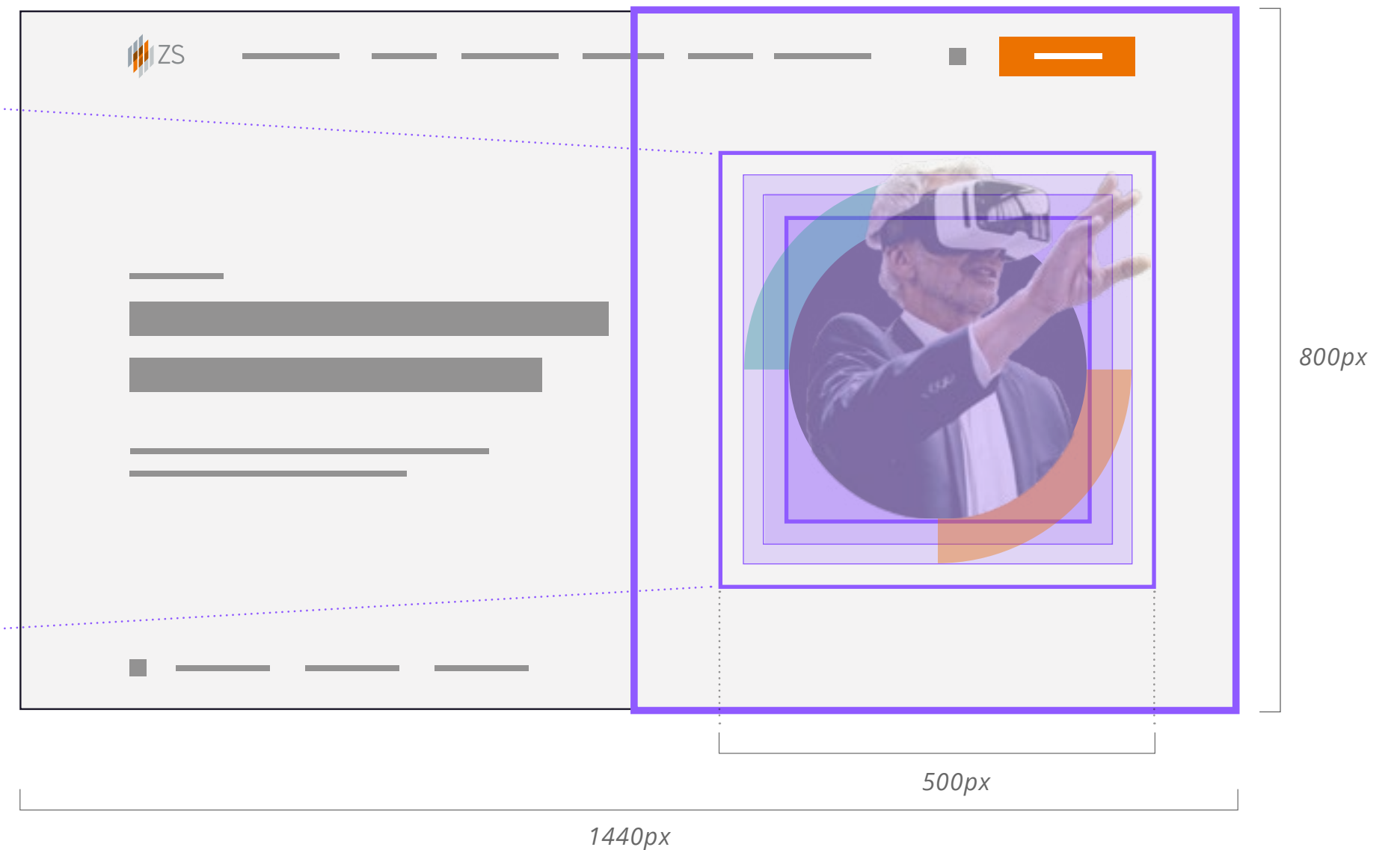


Be sure to export the graphic in its original size (1000px by 1000px).



Ensure the graphic is exported at 100% so it fits within the allotted 500px by 500px space.

Homepage Hero

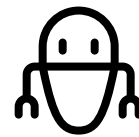
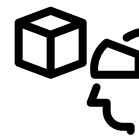
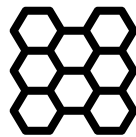




Iconography

Library

Beyond illustrations, our brand also utilizes an extensive icon library. Ours is called Streamline 3.0. Our icons communicate the core of an idea in a simple, bold, and friendly way. While individual icons are visually distinct, our icon library is unified through concept and execution. This is a small snapshot of our library:



Although teal is the preferred color application for icons on the website, color may vary depending on the use-case.

*Icons should never be smaller than 24px.
Never adjust the stroke/outline weight.*



24px



32px



48px

