Tone of Voice

Our tone of voice provides a set of core elements to define quality writing across all touchpoints, as well as supporting elements to convey our brand personality to the world.

Our voice is designed to serve as an umbrella that informs and unites style guidelines for practices, countries, and languages. Voice and tone express a brand's essence, signaling who we are and what we stand for. They create the feeling 'That's very Zeno.' And they let us show up in the world as the insightful, inclusive and creative communications agency we are.

We are Optimists
Ambitious enough to believe, courageous enough to make it happen.

Confident
Expressive and brave — yet humble.

Conversational
Natural, positive and inclusive.
Not robotic, no jargon.

Original
Imaginative thinking, never predictable or dull.

Thoughtful
Insightful never patronizing.

Optimistic
Hopeful for the future of our colleagues and clients.

Guidelines for size, placement, colors, and alterations of the brand logotype.

Usage of Fearless Pursuit of the Unexpected with logo and standalone for a variety of cases.

Logo extensions including partnerships and brand rules for new logo development

02

LOGO USAGE

Brand Overview

Logo

Primary Logo

ZENO

FPOTU Wordmark

FEARLESS PURSUIT OF THE UNEXPECTED

FPOTU Lock-Up

ZENO FEARLESS PURSUIT OF THE UNEXPECTED

Logo Variants

ZENO LONDON
ZENO FRANCE

Logo Container

ZENO

Typography

Primary Font

Gotham

Secondary Logo Font

DHARMA GOTHIC

Color

Primary Color

Secondary Colors

Tertiary Colors

Neutral Colors

Gradients, Patterns, Textures
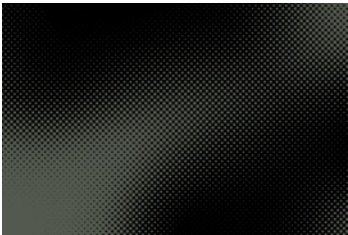
The Logo

The logo is simple, iconic and captures the spirit of Zeno — who we are today and who we will become. Consistent and focused application of the logo sets the tone for cohesion across all brand expression. When considered as a graphic element, it can also be used as a supplement the design system within web experiences and print campaigns.

FEARLESS

HUMAN

ZENO

BOLD

UNEXPECTED
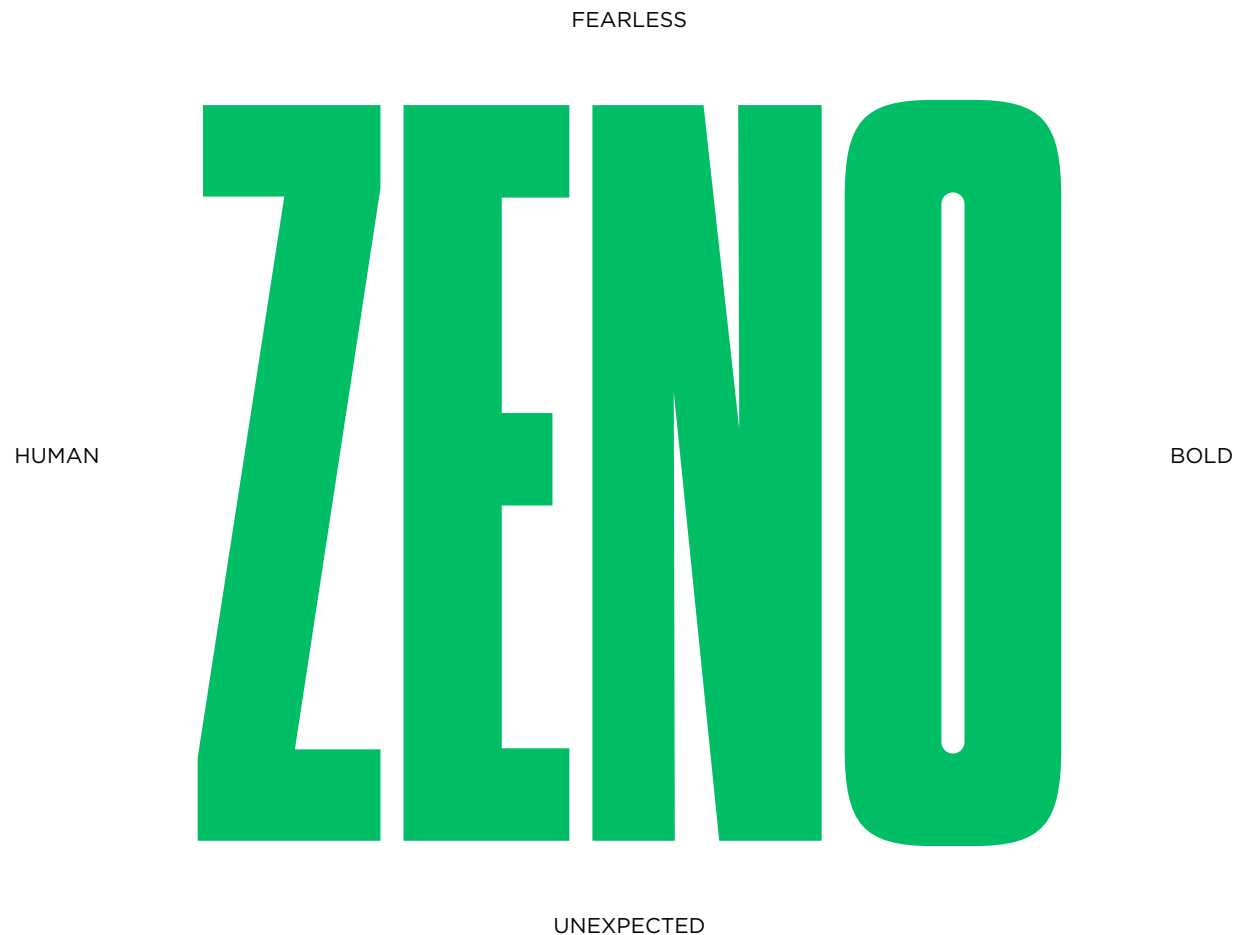
Primary
Logo Usage

This is the main version of the Zeno logo. It must be applied horizontally and in Zeno Green (you can find the color codes in section 3). The Zeno logo should always appear in the primary color Zeno Green on a background that allows the most contrast, legibility, and brand recognition. The primary logo in Zeno Green is the preferred logo colorway, and it can appear on light or dark backgrounds as long as it's legible.

Secondary Logo Usage

In case of lighter backgrounds that limit the legibility of the Zeno Green logo, black must be applied. In case of dark backgrounds, the negative version (white) should be applied. Our logo should only be used in green, black or white.
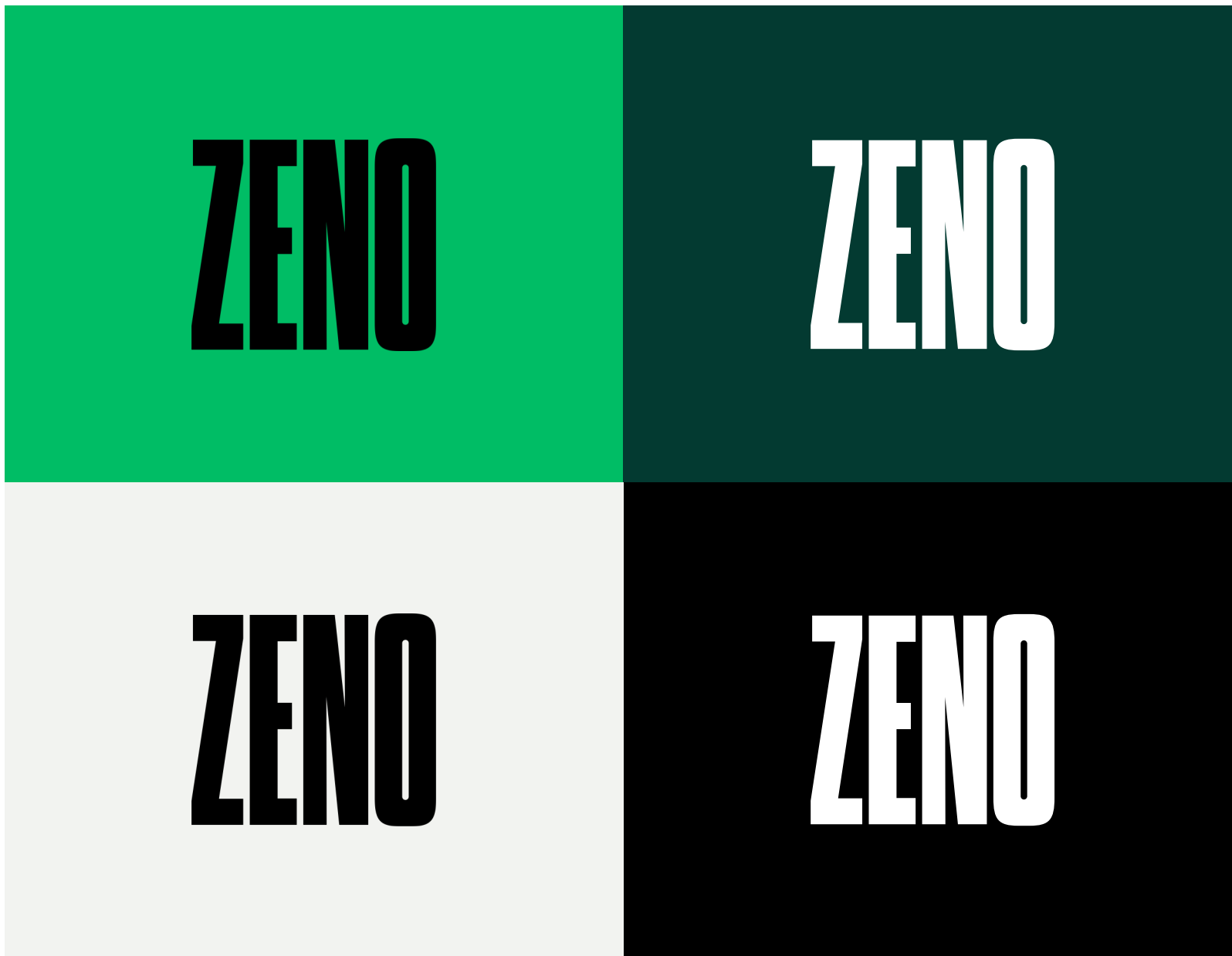
Safe Area & Minimum Size

In order to preserve the integrity of the Zeno logo, it is important that no other logos, type or other graphic elements infringe on its space and that it always is treated properly in every use case.

Safe Area
The minimum clear space is equal to the width of the "Z" letterform within the logo. Please note that this is the minimum spacing only, ideal spacing should be larger to give the logo as much as clearance as possible.

Minimum Size
In print, the minimum size at which the Zeno logo may be used is 0.75in (19 mm) wide. Please note only the Primary logo should be used at minimum size. Do not include the FPTOU tagline. In digital, the minimum size is 55 pixels wide.

Clearance

Minimum Size

19 mm
55 px
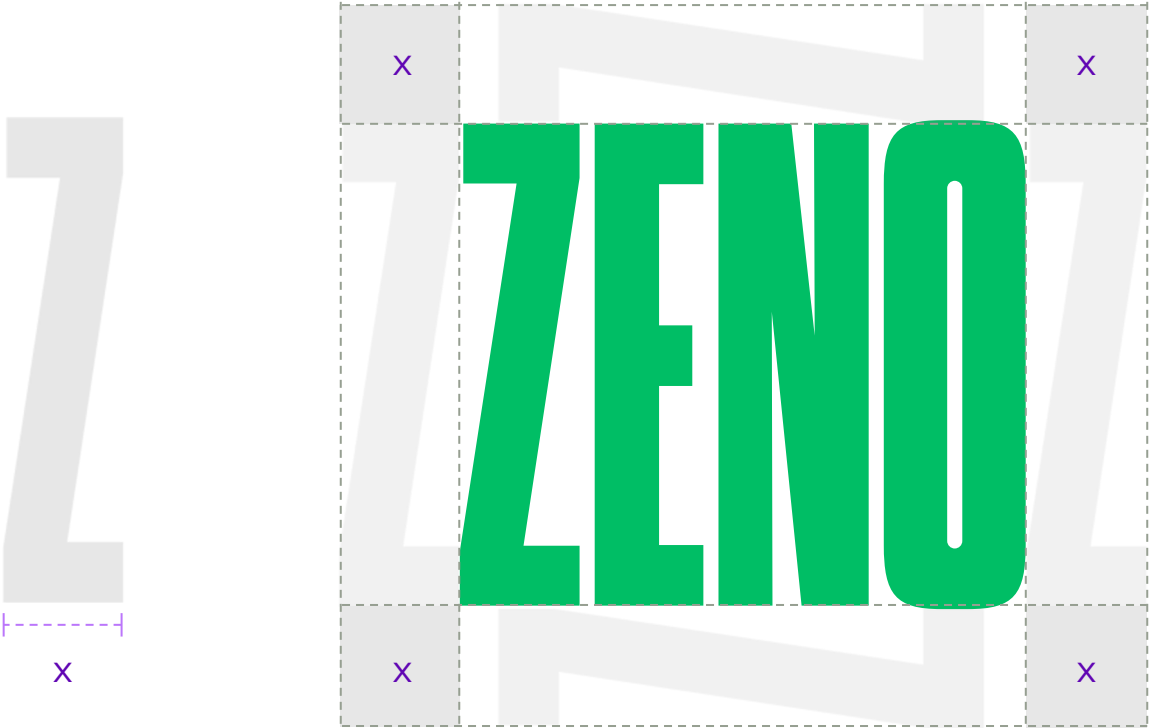
Logo
Limitations

Do not attempt to redraw or recreate any element of the logo. Use only the approved artwork files.

1. Do not distort the logo.

2. Do not apply drop shadows, outlines or other effects to the logo.

3. Do not use the glossy version of the logo.

4. Do not feather the logo.

5. Do not place the logo on busy backgrounds.

6. Do not rotate the logo.

7. Do not recolor the logo.

8. Do not place the logo on backgrounds with low contrast.

1.

2.

3.

4.

5.

6.

7.

8.
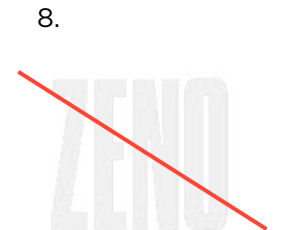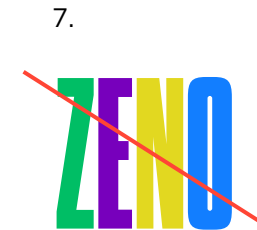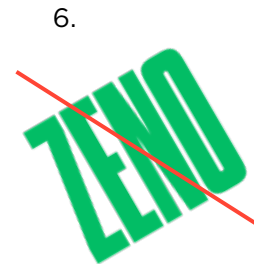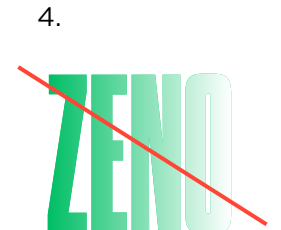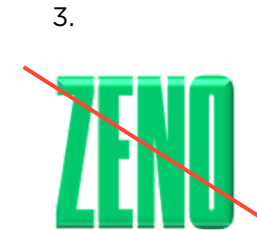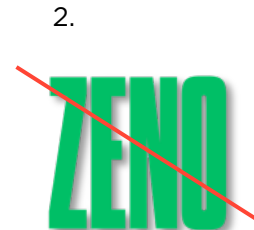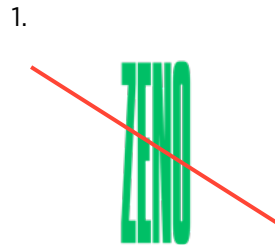
FPOTU
Tagline

We are bringing an unexpected energy to our tagline and brand mantra.

Fearless Pursuit of the Unexpected (FPOTU) is a summation of how we live and breathe as an agency. We are placing a new emphasis on the "unexpected": with a modern pop of green as we challenge everyone at Zeno to be fearless and ask themselves, "is it unexpected?"

FPOTU should never have "the" or "a" in front of it.

How to Use the Word Fearless
Fearless should always be used as an adjective. Never as a noun or an adverb.

In general, Fearless should be used gingerly and with care.

FEARLESS PURSUIT OF THE UNEXPECTED

FPOTU Tagline Alternates

The primary use of our tagline, Fearless Pursuit of the Unexpected, should be left-aligned and stacked.

We know that primary use is not always possible so there are two- and one-line versions to use as alternatives when needed.

Finally, when there is need for an extra or alternative pop of color, a hue from our secondary color palette can be utilized but it is not required. The color use choose could be dictated by other design elements in the asset like photography, patterns and where the line will appear (e.g., agency swag).

Primary Use

Stacked

FEARLESS PURSUIT OF THE UNEXPECTED

Secondary Use

Two Lines

FEARLESS PURSUIT OF THE UNEXPECTED

One Line

FEARLESS PURSUIT OF THE UNEXPECTED

Secondary Highlight Use

One Line

FEARLESS PURSUIT OF THE UNEXPECTED
FEARLESS PURSUIT OF THE UNEXPECTED
FEARLESS PURSUIT OF THE UNEXPECTED
FEARLESS PURSUIT OF THE UNEXPECTED

Logo and Tagline Lockup

The use of our logo and tagline together is a powerful branding element that creates a clear representation of our brand and values in one visual touchpoint. When using the one-line logo and tagline lockup, care should be taken to ensure the tagline is legible.
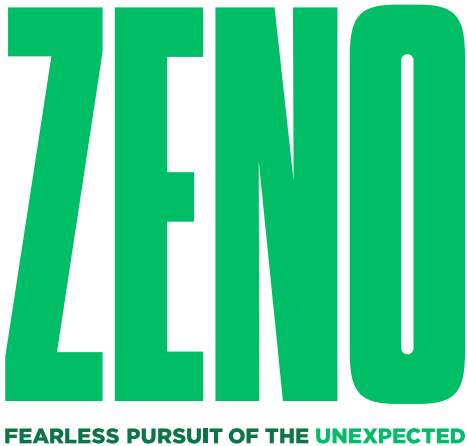
Stacked

ZENO FEARLESS PURSUIT OF THE UNEXPECTED

Two-Line

ZENO FEARLESS PURSUIT OF THE UNEXPECTED

One-Line

ZENO FEARLESS PURSUIT OF THE UNEXPECTED

FPOTU Tagline Limitations

Do not attempt to redraw or recreate any element of the logo. Use only the approved artwork files.

1. Do not typeset the tagline.
2. Do not left align or center the tagline.
3. Do not apply drop shadows, outlines or other effects to the tagline.
4. Do not use low contrast colors in the tagline.
5. Do not distort the tagline.
6. Do not use use approved colors for the tagline.
7. Do not highlight any word other than "Unexpected".
8. Do not place the tagline in any unapproved position in relation to the logo.

1.

Fearless Pursuit of the Unexpected

2.

FEARLESS PURSUIT OF THE UNEXPECTED

3.

FEARLESS PURSUIT OF THE UNEXPECTED

4.

FEARLESS PURSUIT OF THE UNEXPECTED

5.

FEARLESS PURSUIT OF THE UNEXPECTED

6.

FEARLESS PURSUIT OF THE UNEXPECTED

7.

FEARLESS PURSUIT OF THE UNEXPECTED

8.

FEARLESS PURSUIT OF THE UNEXPECTED ZENO

Logo and Partnerships

When a corporate partner logo requires close proximity to ours, the following spacing and sizing guidelines should be applied. Based on the x-height of the Z letterform, logos should be spaced using two characters between them. As a dividing element, a Zeno Green, black or white vertical rule should be nested between the Z letterform spacers. Care should be taken to ensure partner logos are optically balanced in relation to the Zeno logo.

Please note: FPOTU wordmark should not be included when pairing the Zeno logo with partner logos.

Make sure to mind the clearance rules for elements placed near logo

ZENO ZZ
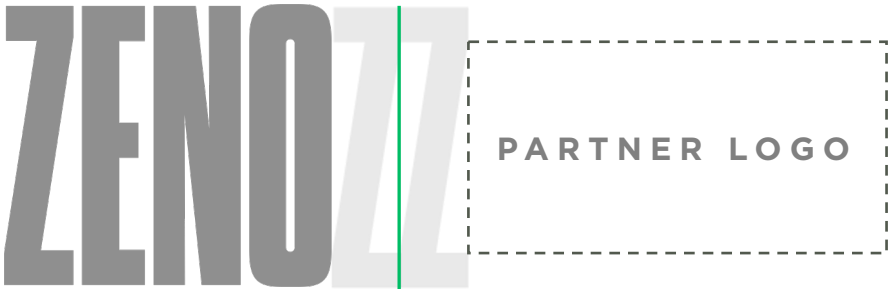
PARTNER LOGO

Size the partner logo in relation to the Zeno logo. Horizontal logos will be sized differently than vertical or stacked logos.

ZENO | E·G·A·M·I

ZENO | Auschwitz Pledge Foundation

Logo
Extension

Additionally, the Zeno logotype can be extended as branding support for various location, programs and initiatives across the Zeno Group global network.

For Zeno Local/Regional Entities, the Zeno logo can extend to include its local agency names in two ways using our secondary font, Dharma Gothic C Heavy.

The usage of the Zeno Local/Regional logos should be used sparingly, for example on a website landing page or a first reference in a presentation. The Zeno logo without the location should be the primary logo everywhere around the world.

As it relates to color, the Zeno logo should take precedence over all else so the two-color version is preferred.

.

Primary
Two-Color

ZENO LONDON   ZENO GERMANY   ZENO MEXICO

ZENO FRANCE   ZENO BRAZIL   ZENO 泽诺 CHINA CONSULTING

Secondary
One-Color

ZENO LONDON   ZENO GERMANY   ZENO MEXICO

ZENO FRANCE   ZENO BRAZIL   ZENO 泽诺 CHINA CONSULTING

Logo Placement and Sizing

For consistency across all communications devices, use the template to the right as a guide for logo placement and sizing when featuring the logo as an icon. A few considerations to make when applying the logo to a layout:

Color of logo should be Zeno Green, Black or White

Size of logo should be relative to height of post: To determine size of the primary mark, develop a grid four units tall within the dimensions of the layout. Size the logo's height to 50% of one grid unit.

Placement of logo is flexible: Depending on the layout, the logo can be placed into any one of the four corners of a layout as long as the margin between the logo and the edge of the layout is equal to 50% of the logo height (or 25% of the grid unit height).

This system applies to any layout's orientation: Applicable to square, landscape or portrait sizes.

X = one grid unit

4X = layout height

1/4X = margins for content and logo

1/2X = logo height

1/4X = margins
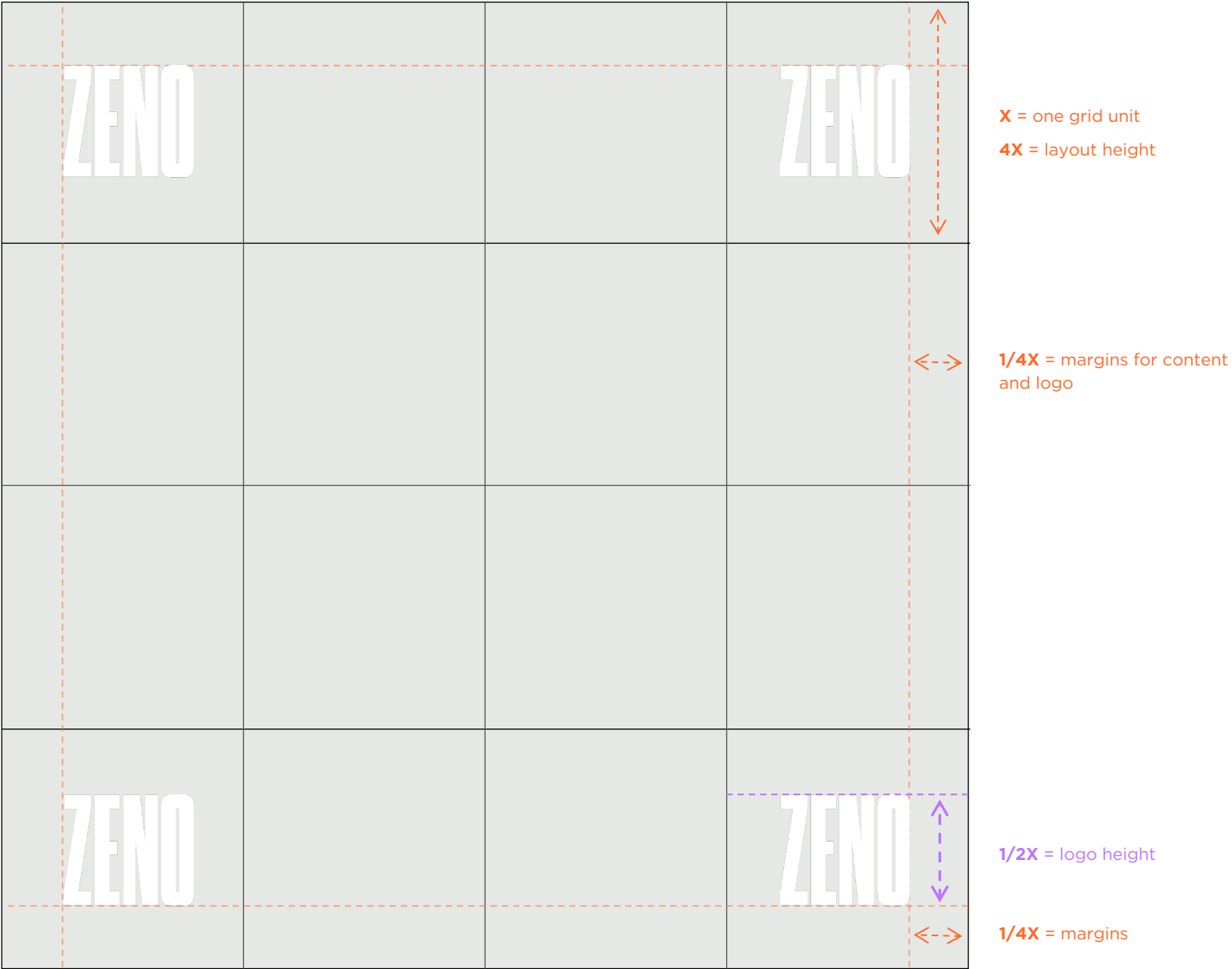
03 TYPOGRAPHY

Primary Font

Gotham is a key element of our brand and the primary font. It works to maintain consistency, create clarity, and provide equity to the brand. While providing flexibility to accommodate multiple global language differences and communication styles, the goal is to be straight-forward and clear with no overwhelming details.

Do not use multiple weights in a headline. Keep the color simple. If the headline is oversized, make sure to look at the kerning for consistency. Leading may also tighten in this case.

Gotham

Gotham Black

Main Titles
Internal Branding

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Bold

Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Book

Body Copy &
Extra Large Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Primary Font Styles

It is important to maintain these type styles. This allows for clarity, consistency and a strong hierarchy for all communications. Bold weight should be paired with Regular weight.

Use Gotham Bold, sentence case or uppercase for headlines. For extra large headlines, use Gotham Book

Omit periods in headlines. Include question marks and exclamation points. All headlines should be set in Gotham Bold or Black depending on the use case.

Use Gotham Book, title case for body copy
Ensure a reasonable hierarchy is in place between the headline and the body copy. The optimal line length for body copy is 50–75 characters per line. Shorter or longer line lengths can negatively impact readability.

Use uppercase for Call-to-Action
UPPERCASE for CTAs. Don't use punctuation. If a CTA is included within a sentence or paragraph, match the case of that sentence.

Gotham

Gotham Bold or Black Headlines

Title Case or Upper Case

Kerning: -40

Leading: -5%

Gotham Book Body Copy

Kerning: 0

Leading: +20%

Gotham Book Call-To-Action/Website

Kerning: +80

Headline Example for Reference

Body copy for reference. Lorem ipsum sit amet, consectetur elit adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco.

CALL-TO-ACTION

Secondary Font

The Zeno logo is typeset in Dharma Gothic C Heavy to achieve a modern and bold aesthetic that makes a big impact wherever it shows up. No other weight within this font family is approved for Zeno's use. This font should ONLY be used for Logo lockups. Use the outline of Dharma Gothic C Heavy only when the type becomes a graphic part of the layout.

Please note: Dharma Gothic C Heavy is NOT approved for headlines or to convey a marketing message and should NOT be used for general copy including headlines, subheads or body copy. It is used for emphasis and to set a thematic.

DHARMA GOTHIC C HEAVY

Dharma Gothic C Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Usage Examples

ZENO LONDON
ZENO LONDON

Logo Lockups

Secondary Font Styles

It is important to maintain these type styles. This allows for clarity, consistency and a strong hierarchy for all communications.

Use Dharma Gothic C Heavy uppercase: Include question marks and exclamation points.

Use of ampersands: In most cases, use an ampersand "&" unless "and" is required, universally used or a part of a partner or agency's name.

Applying the outline: Stroke should be applied to the outside of letterforms with a ratio of .5pt stroke to 100pt font size.

DHARMA GOTHIC C HEAVY

Dharma Gothic C Heavy

Uppercase only

Kerning: +5 but may require manual adjustments

Leading: -35%

THIS IS A
HEADLINE EXAMPLE
FOR REFERENCE

**Gotham Book
Body Copy**

Kerning: 0

Leading: +20%

Body copy for reference. Lorem ipsum sit amet, consectetur elit adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco.

**Gotham Book
Call-To-Action/Website**

Kerning: +80

CALL-TO-ACTION

Outline
Font Styles

Outline our fonts in uppercase only in the following cases:

  a. For background patterns or graphic elements
  b. For Headline treatments

Gotham Pro Black

Uppercase

Kerning and leading natural

1. Headline Treatments

2. Background pattern or graphic element

Dharma Gothic C Heavy

Background Element and Patterns or to Highlight a Headline Word or Phrase

Kerning: +5 but may require manual adjustments

Leading: -35%

1. Headline Treatments

2. Background pattern or graphic element

System and Legal Font

Our system font is Arial. It is for use on systems where the primary font Gotham is unavailable or will not display correctly. Use case examples include communications developed within PowerPoint, Word or on web, if necessary. It is never to be used in creative executions.

Arial Black
For headlines and short statements above 24 pt.

Arial Bold
For subheads and body copy.

Arial Regular
For subheads and body copy.

All legal copy should be set in Arial Regular.

Arial

Black
Main Titles

ABCDEFGHIJKLMNOPQRSTUVWZYZ abcdefghijklmnopqrstuvwxyz 1234567890

Bold
Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Book
Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

04 COLOR

Color Palette

As our primary color, Zeno Green is the star and should be present in every touchpoint. Zeno Green is always how our logo is represented and reflects the passion and heart of the company. Secondary and tertiary colors provide a rich palette for composing all types of visual communications and should be used to both accent information and create a vibrant visual impact.

Primary Color: Zeno Green is our primary color and should be the dominant color defining Zeno.
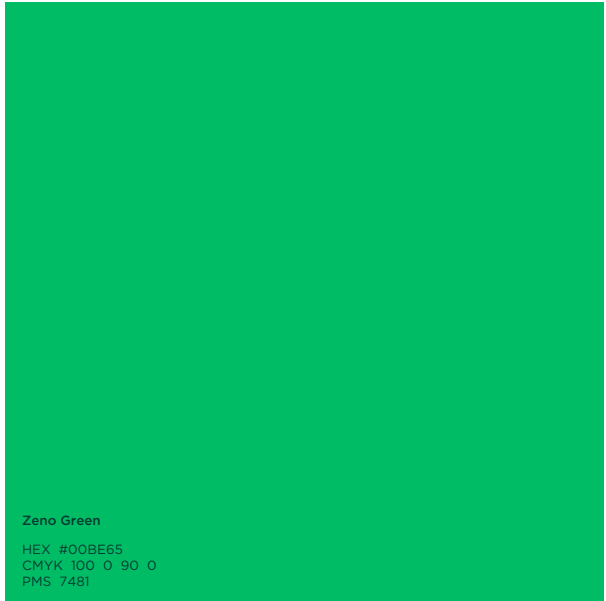
Secondary Greens: Three secondary greens provide depth to our primarily green color palette.

Secondary Highlight Colors: These colors should never overpower any piece of communication. Usage examples include instances where a broad color palette is required: web navigation, infographics and data visualizations such as charts and diagrams.
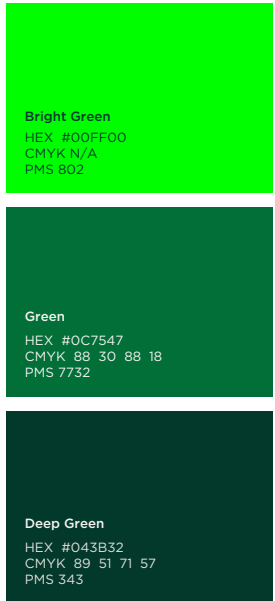
Tertiary Colors: Tertiary colors are an extension of our secondary palette and should only be used to support when a darker value of a secondary color is needed. Usage examples include infographics, data visualizations and pattern creation.

Neutral Colors: Neutral colors (including black and white) should be used as a text and background color providing contrast and clear spacing.
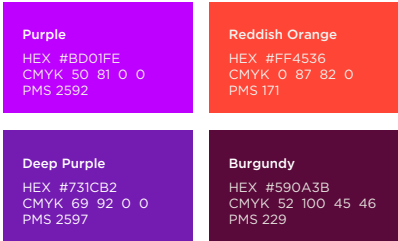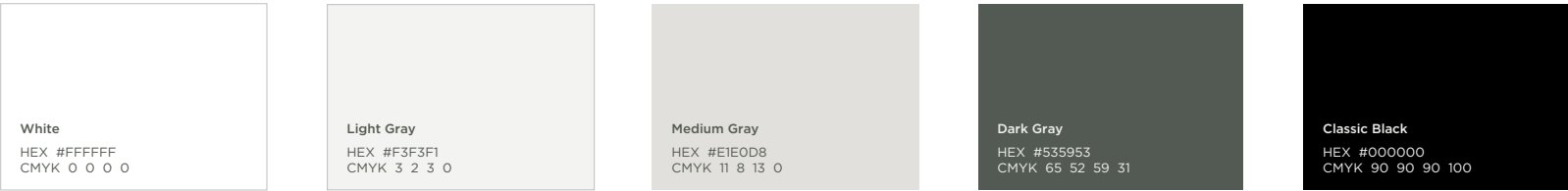
Primary Color

Zeno Green
HEX #00BE65
CMYK 100 0 90 0
PMS 7481

Secondary Greens

Bright Green
HEX #00FF00
CMYK N/A
PMS 802

Green
HEX #0C7547
CMYK 88 30 88 18
PMS 7732

Deep Green
HEX #043B32
CMYK 89 51 71 57
PMS 343

Secondary Highlight Colors

Yellow
HEX #FFFF00
CMYK 6 0 97 0
PMS 803

Lavender
HEX #BC77FB
CMYK 40 57 0 0
PMS 265

Orange
HEX #FF6A32
CMYK 0 87 86 0
PMS 165

Tertiary Colors

Purple
HEX #BD01FE
CMYK 50 81 0 0
PMS 2592

Reddish Orange
HEX #FF4536
CMYK 0 87 82 0
PMS 171

Deep Purple
HEX #731CB2
CMYK 69 92 0 0
PMS 2597

Burgundy
HEX #590A3B
CMYK 52 100 45 46
PMS 229

Neutral Colors

White
HEX #FFFFFF
CMYK 0 0 0 0

Light Gray
HEX #F3F3F1
CMYK 3 2 3 0

Medium Gray
HEX #E1E0D8
CMYK 11 8 13 0

Dark Gray
HEX #535953
CMYK 65 52 59 31

Classic Black
HEX #000000
CMYK 90 90 90 100

Color Pairings

A collection of suggested color pairings has been developed to guide color combinations in layouts. Great care should be taken to not disrupt these rules as improper color pairings can affect legibility and have an undesired impact on how the brand is perceived. Color pairings not outlined on this page are unapproved.

Primary Combinations

Primary Zeno Green Combinations

The base of every design should start with our primary color. Black and white combinations provide the highest contrast for text and backgrounds when paired with Zeno green.

Primary Monochrome Combinations

These combinations provide the enough contrast for text and backgrounds when paired with Zeno green. These pairings also work well when black or white are too harsh on screen for example. Also work well for pattern creation.

Secondary Combinations

Secondary Accent Color Combinations

A secondary color can be featured with our primary color as an accent color. The primary color is still the dominant color, but the secondary color is used in combination to draw attention. Example applications include highlighting important information such as CTA or navigation text, or "Unexpected" in the FPOTU tag line.

Secondary Monochrome Color Combinations

Applications include Pattern creations and background artwork. Should be used as a secondary element

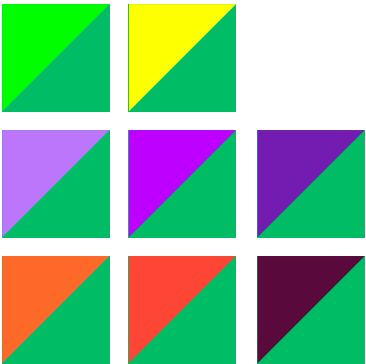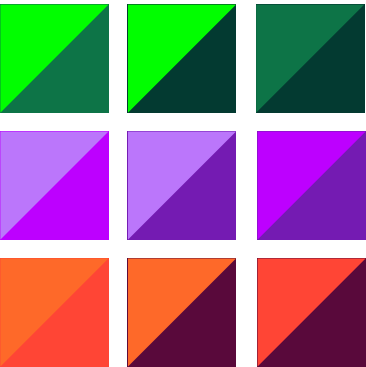**Primary Color**
Combinations

Zeno Green Combinations

Monochrome Combinations

Secondary Color
Combinations

Secondary Accent Combinations

Secondary Monochrome Combinations

Pattern & Gradient

Implementing patterns and gradients is also a core element of our brand to create a sense of depth and movement. Patterns or gradients work well as background treatments.

Pattern

Create Patterns using our primary Zeno green, secondary greens and neutral colors.

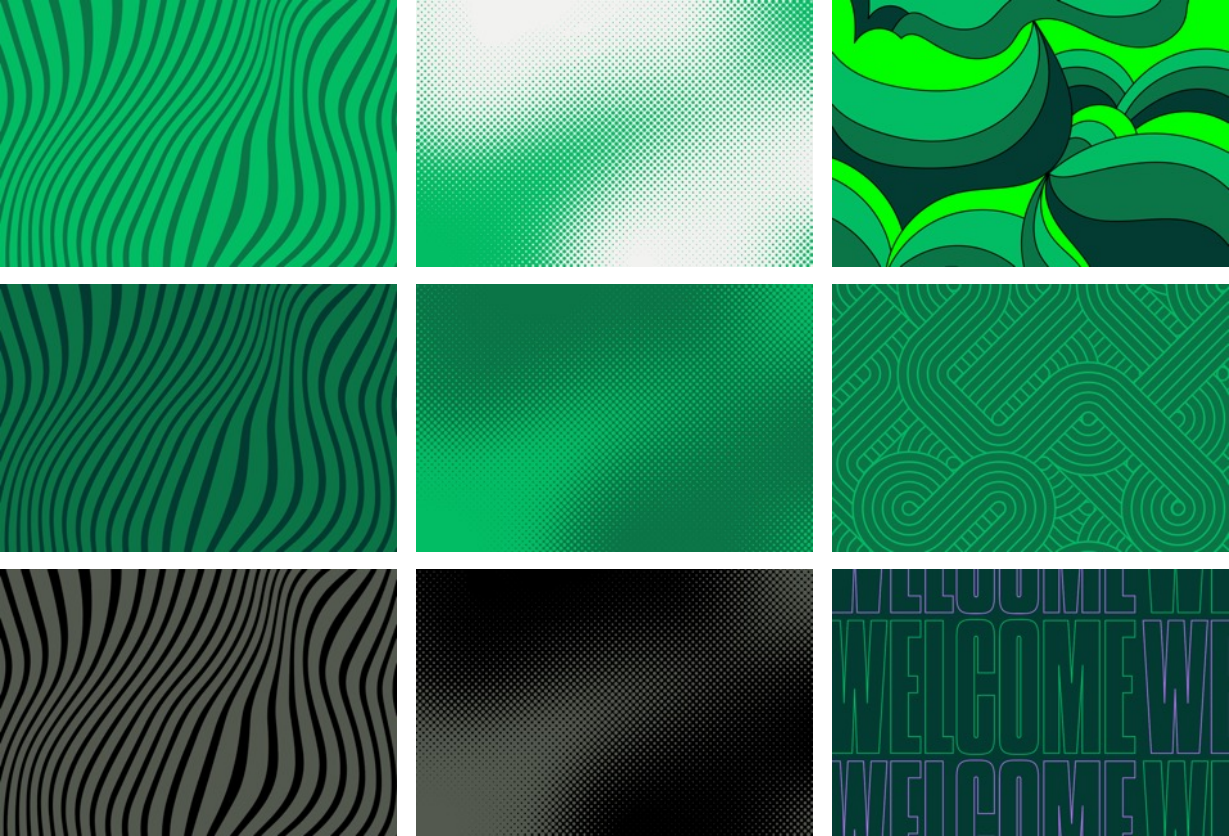Please note: Do not choose random colors for patterns.

Gradient

Gradient can be used as a background treatment. Use our primary Zeno Green paired with our secondary green palette.

Please note: Use only the approved gradient shown here.

- Do not choose random colors for the gradient.
- Do not reorder the gradient colors.

Pattern Examples

Gradient