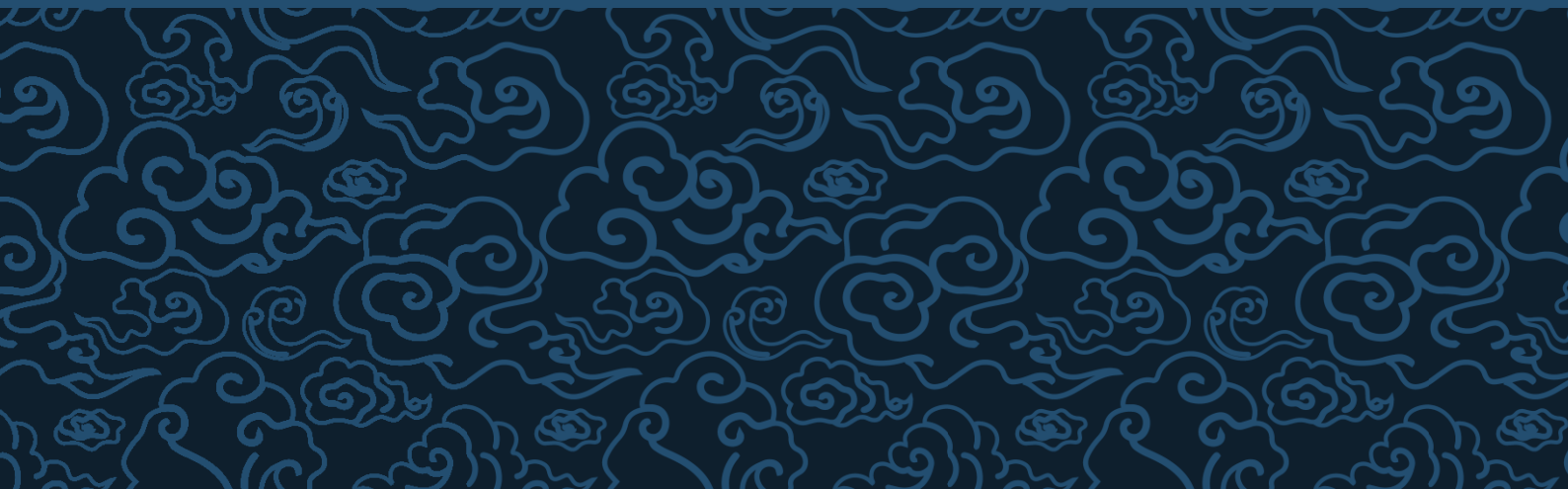
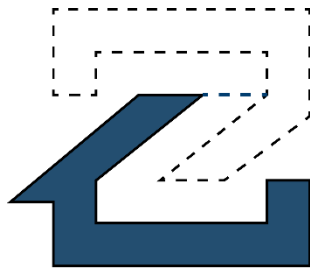


BRAND GUIDELINES

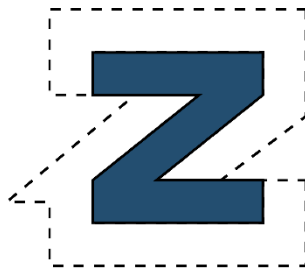


1. Logos

Logo Narrative



House Icon



The Initial Z



Balance of spaces

The Zhidhay emblem is a blend of symbolism and functionality. It represents the essence of modern property management: trust, innovation, and ease.

The logo incorporates the house icon, which signifies the company's purpose—“making rentals easy” and simplifying property management. More than the structure, it symbolizes stability, security, belonging, and comfort, reinforcing Zhidhay's commitment to creating a seamless experience for landlords and tenants.

The letter “Z” is incorporated at the center to ensure a concise yet memorable identity while maintaining a professional and sleek aesthetic. This integration reflects the efficiency and modernity of Zhidhay.

Overall, the interplay of negative space and geometric balance brings depth clarity, and sophistication to the design. This mirrors the Zhidhay's approach- offering intuitive, structured, and seamless property management with precision and reliability.

The Zhidhay logo is a testament to innovation and trust, blending powerful symbolism with a modern and timeless design.



Primary Logo

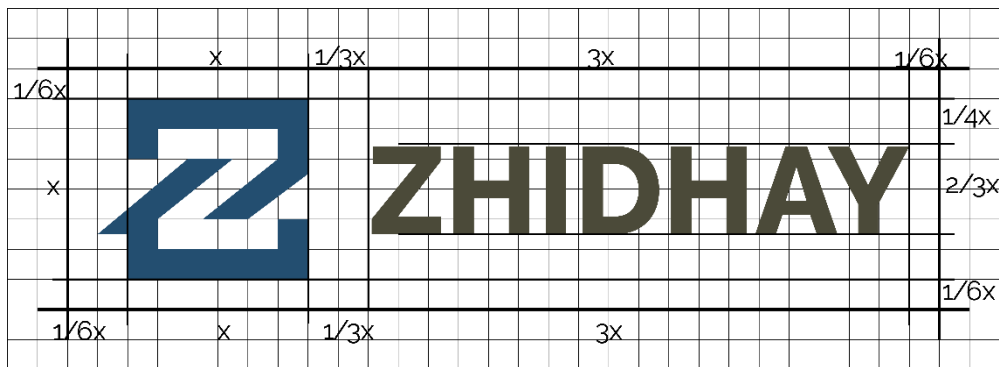


Secondary Logo



Emblem

Primary Logo

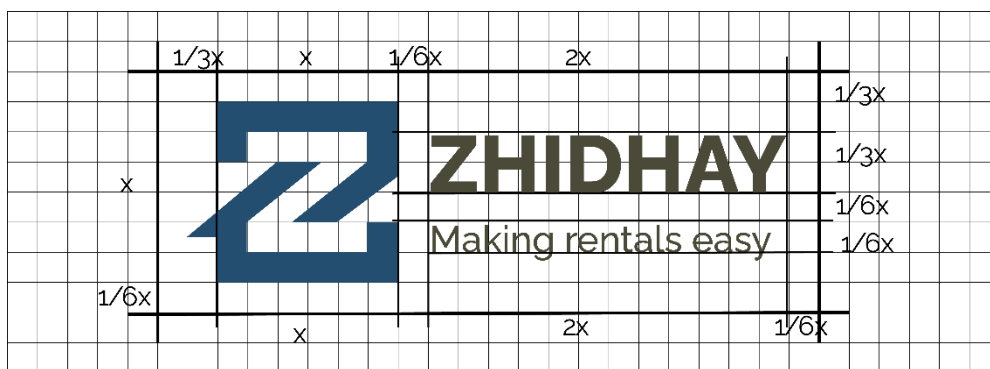


The primary logo of Zhidhay features the brand icon, integrated with the wordmark "ZHIDHAY". This design ensures clarity, memorability, and a strong brand presence across all platforms.

With a modern and structured composition, the primary logo is designed for responsiveness, as it retains its visual integrity and recognizability across various touchpoints, from digital platforms to printed materials.

The clear space surrounding the logo ensures that no other elements interfere with its visibility, preserving its impact and legibility in all applications.

Secondary Logo



The secondary logo serves as a versatile adaptation of the primary mark, designed for flexibility in diverse branding contexts. Retaining key elements such as the brand icon and wordmark, it also includes the tagline "Making rentals easy", which is Zhidhay's mission to streamline property management.

This variation is ideal for applications where a more compact or contextualized representation of the brand is required, ensuring consistent identity while adapting to different formats, backgrounds, and layouts.

By maintaining a strong visual connection with the primary logo, the secondary logo enhances brand recognition and adaptability, making it a valuable asset for Zhidhay's growing presence in the property management industry.

Logo Adaptiveness



Logo adaptiveness ensures that the Zhidhay logo retains its clarity, legibility, and impact across diverse applications, platforms, and display sizes.

The Zhidhay logo system has been designed to be highly flexible, adapting to both light and dark backgrounds for optimal visibility. It is available in different size variations for seamless integration across digital and print media.

This ensures that the logo remains cohesive, recognizable, and professional, whether displayed on a large billboard, a mobile app, or a favicon.

2. COLORS



Royal Blue

Hex #234E70
CMYK 69, 30, 0, 56
RGB 35, 78, 112
Pantone 7699 C



Astra Blonde

Hex #FBF8BE
CMYK 0, 1, 24, 2
RGB 251, 248, 190
Pantone 7499 C



Rifle Green

Hex #4B4A39
CMYK 0, 1, 24, 71
RGB 75, 74, 57
Pantone 7771 C



White

Hex #FFFFFF
CMYK 0, 0, 0, 0
RGB 255, 255, 255
Pantone WHITE



Light Butter

Hex #FDFCDF
CMYK 0, 0, 10, 0
RGB 253, 253, 223
Pantone 600 C



Black

Hex #000000
CMYK 0, 0, 0, 100
RGB 0, 0, 0
Pantone Black

BLUE and **YELLOW** form a combination of Trust and Optimism

Trust and Stability

Blue is a color associated with professionalism, dependability, and security. It is often used to convey trust and strength, making it ideal for industries where confidence and reliability are crucial. In the context of Zhidhay, this color symbolizes the solid foundation upon which the brand stands, reassuring landlords and property managers of the platform's stability and professionalism.

Clarity and Warmth

Astra Blonde offers a softer, lighter tone that provides a sense of clarity, optimism, and approachability. It provides a feeling of calm and ease, making it an ideal complementary color to the strong, dependable Royal Blue. This shade brings a sense of warmth and friendliness. It also helps to balance the intensity of the blue, creating a harmonious design that feels both professional and approachable.

Balanced Appeal

Together, Royal Blue and Astra Blonde create a well-rounded combination, representing both trustworthiness and warmth. This duo establishes a brand that is not only reliable but also friendly and welcoming. The balance between the two colors communicates a sense of professionalism mixed with a personal touch.

3. TYPOGRAPHY

Raleway

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890~!@#\$%^&*()[]<>?:'"/\

Whereas recognition of the inherent dignity

Whereas recognition of the inherent dignity

Whereas recognition of the inherent dignity

Whereas recognition of the inherent dignity

Whereas recognition of the inherent dignity

Raleway is the typeface chosen for Zhidhay, reflecting the brand's modernity, sophistication, and clarity. Known for its sleek, sans-serif design and strong presence, Raleway represents the brand's visual identity with a sense of professionalism and modernity. The font's versatility and clean lines make it ideal for both headings and body text, ensuring readability while maintaining a hint of sophistication. Raleway embodies Zhidhay's blend of innovation and reliability, perfectly aligning with its brand values.

4. PATTERN

A pattern refers to a repeating visual element or design used consistently across various brand materials to reinforce a brand's identity. Patterns help create a sense of cohesion and continuity, improving the overall aesthetic of the brand. By incorporating distinct patterns into logos, packaging, digital interfaces, and promotional materials, brands can establish a unique and memorable visual signature. These patterns not only support visual recognition but also contribute to the emotional connection with the audience.



Blue on White

Yellow on Dark Blue

Yellow on White

Dark Blue on Blue