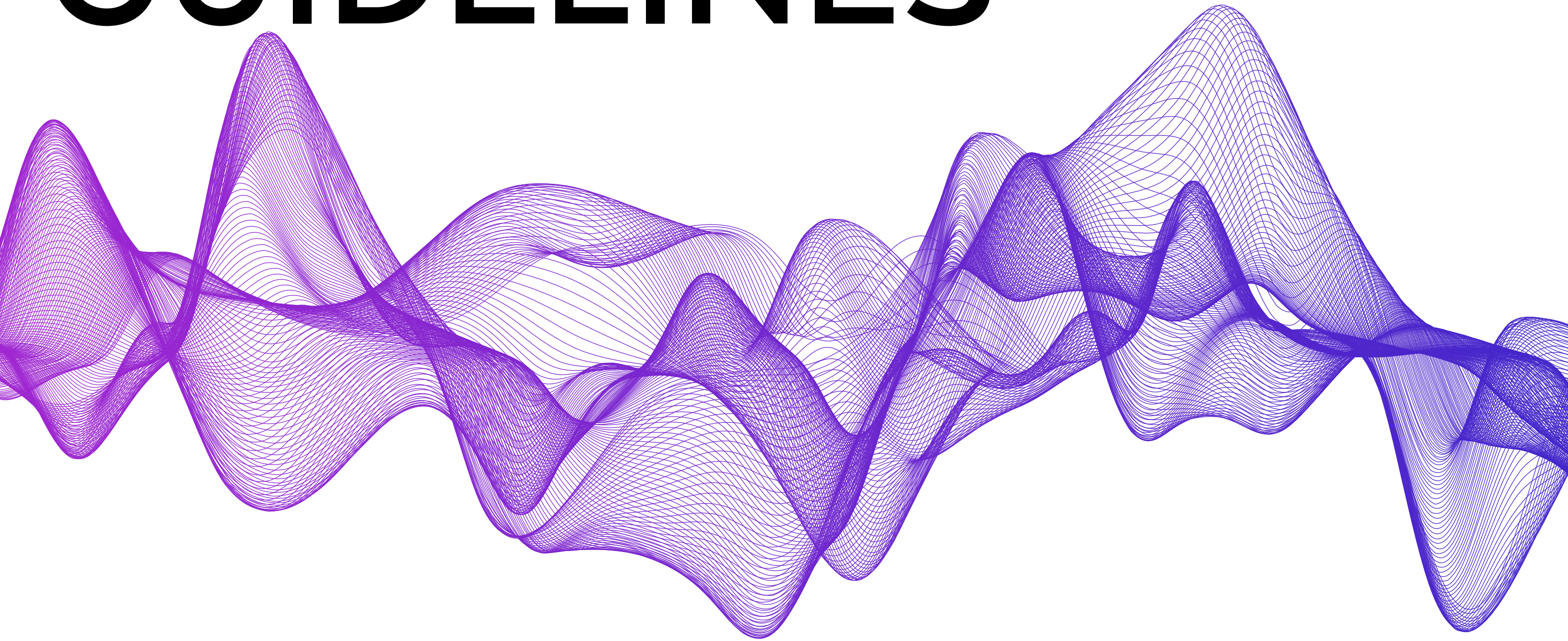


BRAND GUIDELINES




ZENPULS**R**

Contents Page

1_	Introduction
4_	Logo
7_	Typeface
9_	Colour palette
10_	Imagery
11_	The wave

Introduction



This document has been created to help build a solid visual language for ZenPulsar.

It will help communicate our values, mission and vision, with consistency, and deliver a clear, trusted message to our audience.

It includes information about the correct use of elements that make up brand identity such as our logo, typefaces, colours and imagery.

Logo options

There are three options of the logo.

The primary option (black + gradient) should be used on white backgrounds, the negative version should be used on black or dark backgrounds and the positive version should be used on white or light backgrounds.


Primary

ZENPULS**R**

Negative

ZENPULS**R**

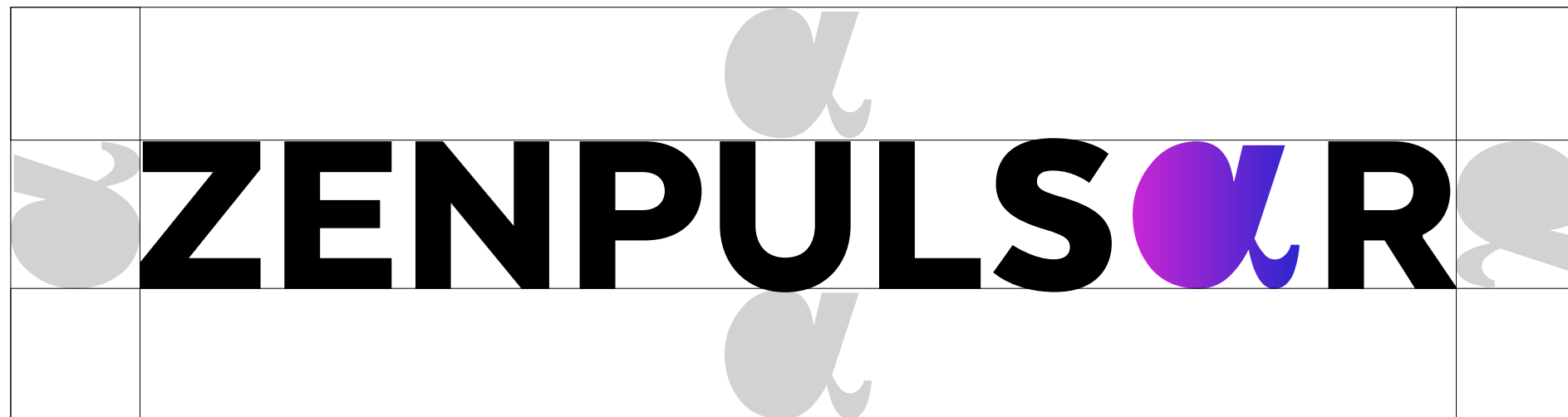
Positive

ZENPULS**R**

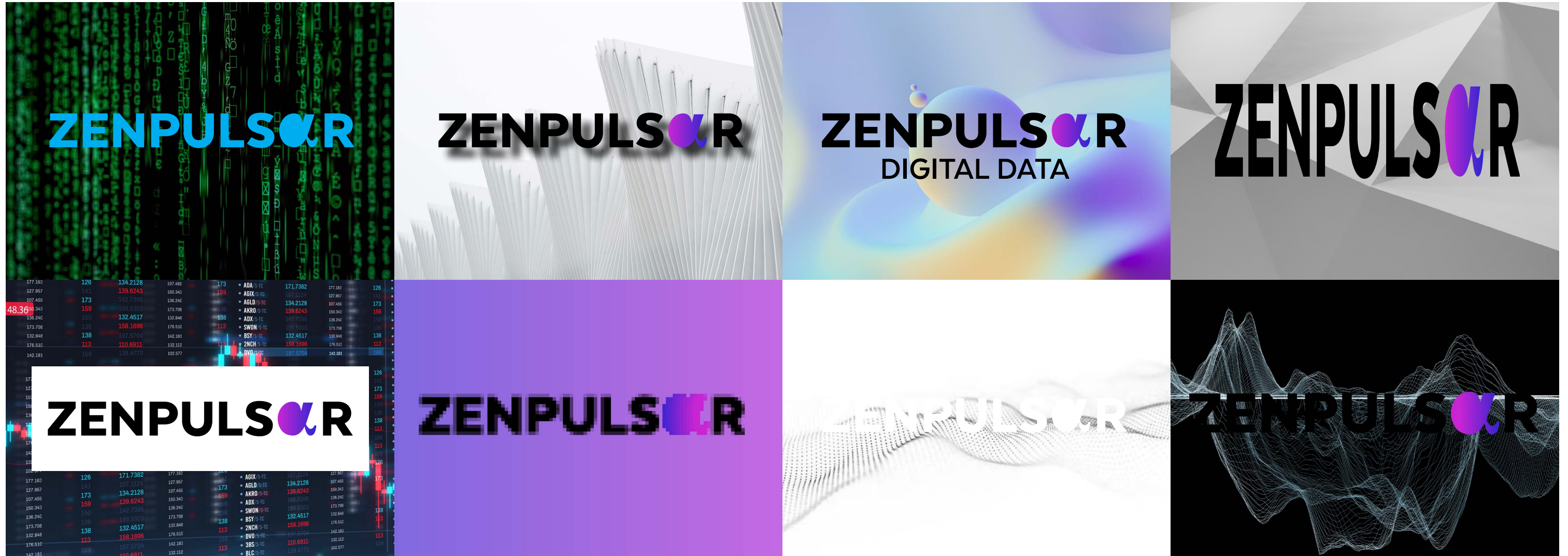
Logo safe area

The safe area ensures that the logo is never placed too close to the edge of a document.

The 'α' factor is measured using the height of the uppercase 'α' in the **ZENPULαR** logo and must be applied to all four sides of the logo as illustrated below.



Logo Dont's



- Don't change colour of the logo.
- Don't put the logo in a white box when used on materials with a background colour or image.
- Don't not add drop shadow to the logo.
- Don't use low resolution versions of the logo.
- Don't add or amend any words to the logo.
- Don't use the negative logo on a white or light background.
- Don't stretch or distort the logo.
- Don't use positive or primary logo on a black or dark background.

Primary typeface

Our primary typeface is Texta Alt.

This is our font for any printed materials or digital designed artwork.

We use the whole family range. Different weights and sizes are used for different purposes.

Texta Alt Thin

Texta Alt Thin Italic

Texta Alt Light

Texta Alt Light Italic

Texta Alt Book

Texta Alt Book Italic

Texta Alt Regular

Texta Alt Medium

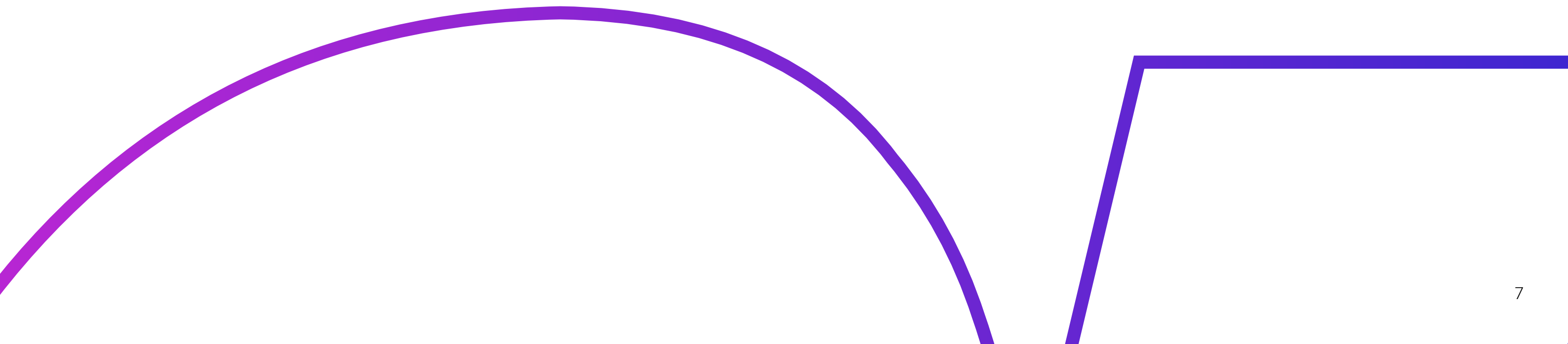
Texta Alt Medium Alt Italic

Texta Alt Bold

Texta Alt Heavy

Texta Alt Black

Texta Alt Black Italic



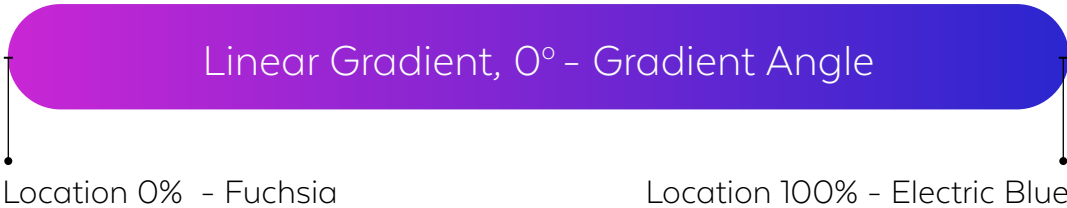
Secondary typeface

Century Gothic Regular
Century Gothic Italic
Century Gothic Bold
Century Gothic Bold Italic

We use the Century Gothic family when working on Microsoft Office Suite, such as Word, PowerPoint, etc, to avoid formatting issues when sharing files with several users.

Colour palette

Fuchsia and Electric Blue Gradient



R:201 G:38 B:212
C:51 M:81 Y:0 K:0

Fuchsia

R:41 G:38 B:207
C:93 M:79 Y:0 K:0

Electric Blue

R:255 G:255 B:255
C:0 M:0 Y:0 K:0

White

R:0 G:0 B:0
C:100 M:100 Y:100 K:100

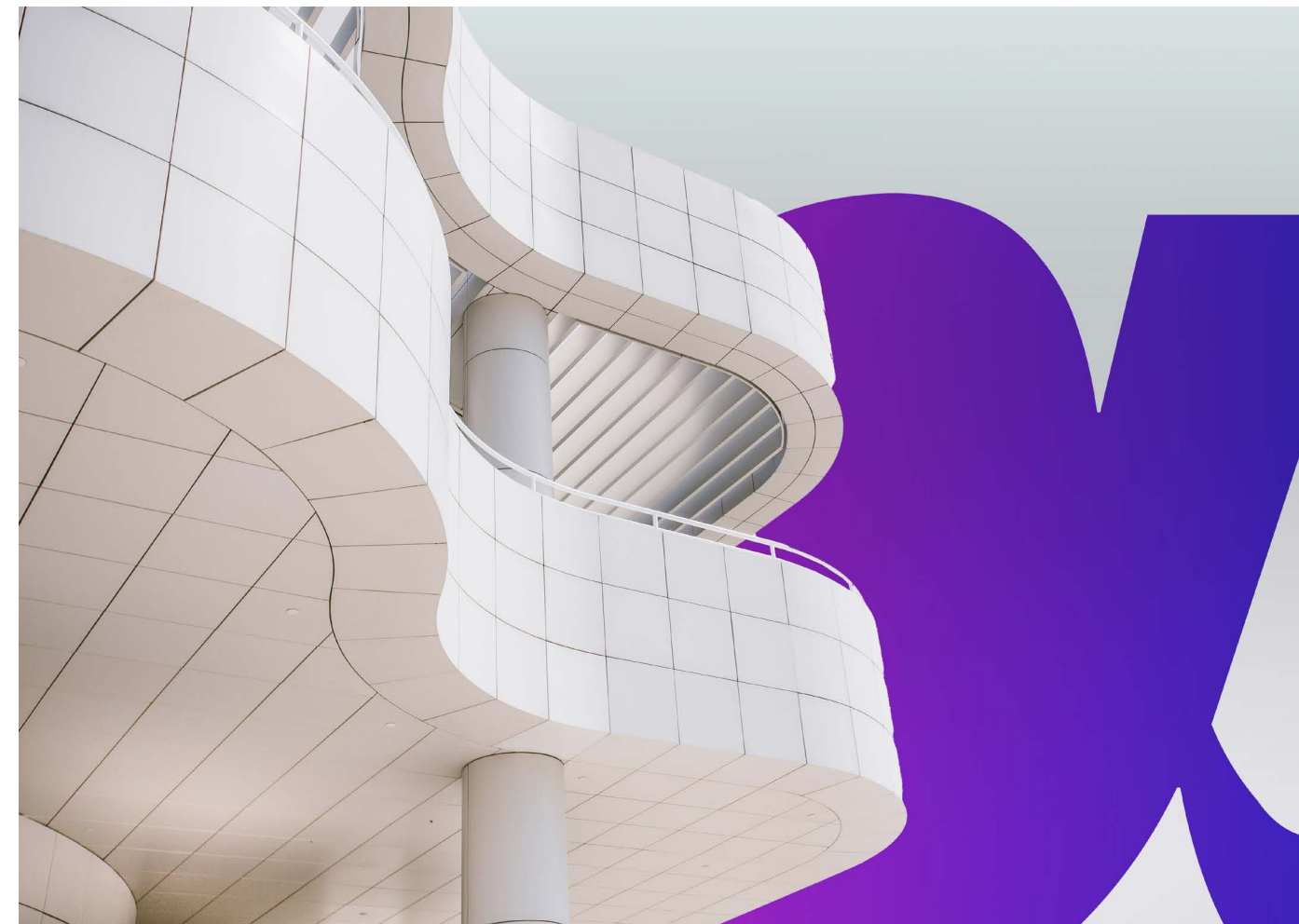
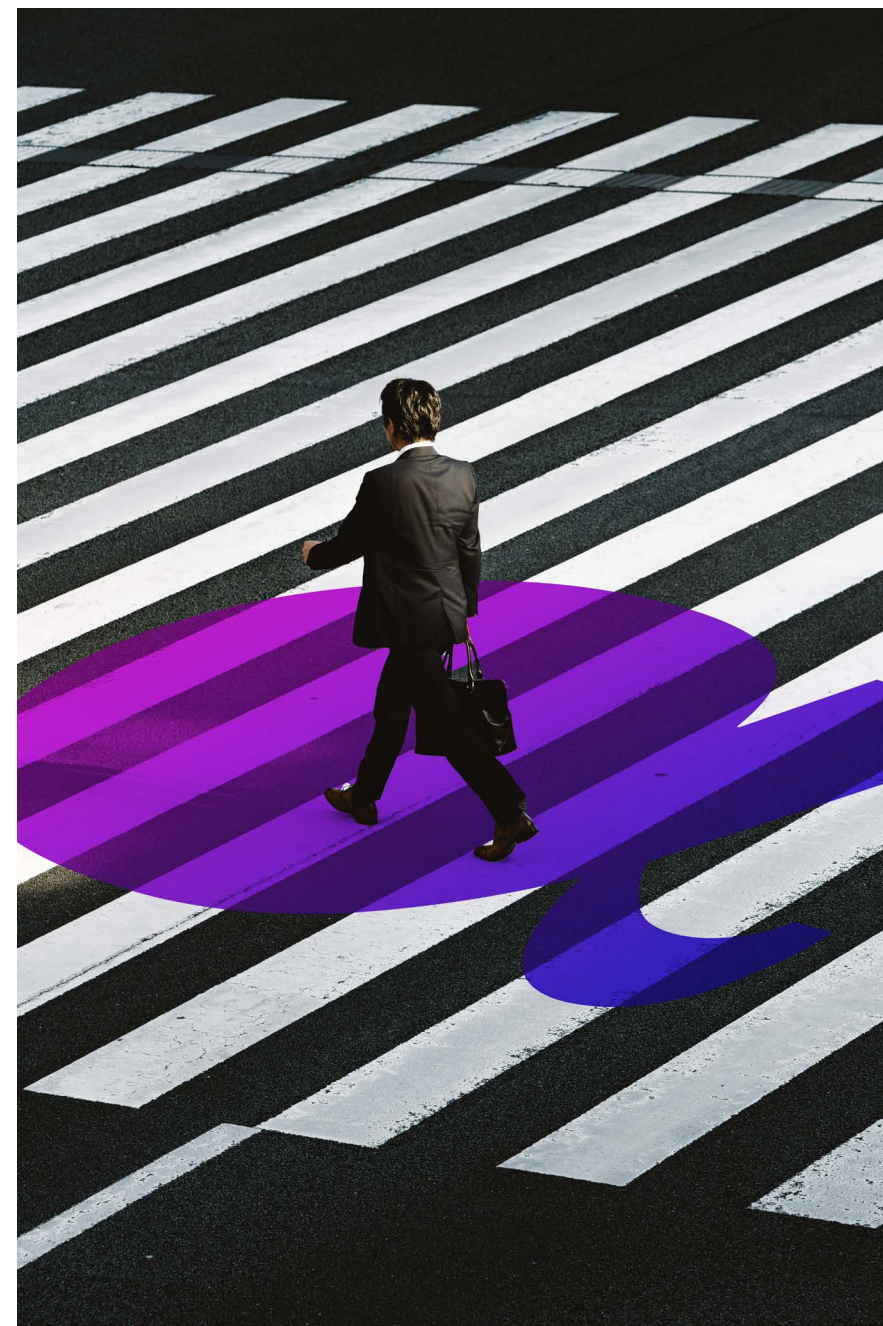
Black

Imagery



Our imagery is prominently black and white or with a very mild colour touch. It shows an interesting perspective of architecture and people, representing movement in different environments and emulating so, the circulation of online data.

We utilised our symbol 'Z' as a strong identifier, adapting it to different surfaces to demonstrate presence and echoing social media listening re-enforcing our visual identity.



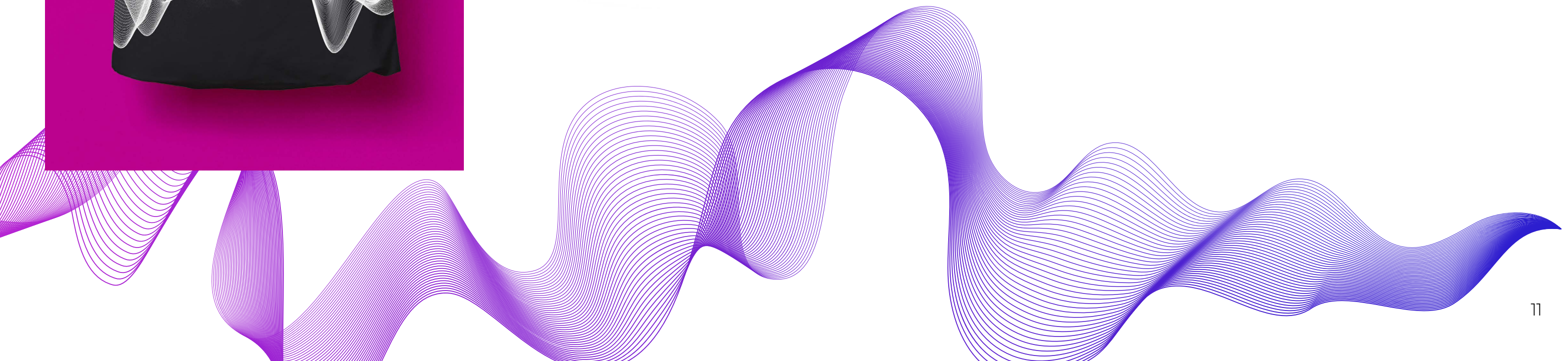
The wave



The waves support our visual identity adding a digital element.

They represent the waves of data, adding a organic touch.

They can be used in our colours and gradient on different backgrounds as per the examples.



Thank You