



BRAND GUIDELINE (Lite Edition)  
2025 ⚡

# WHERE WE STARTED?



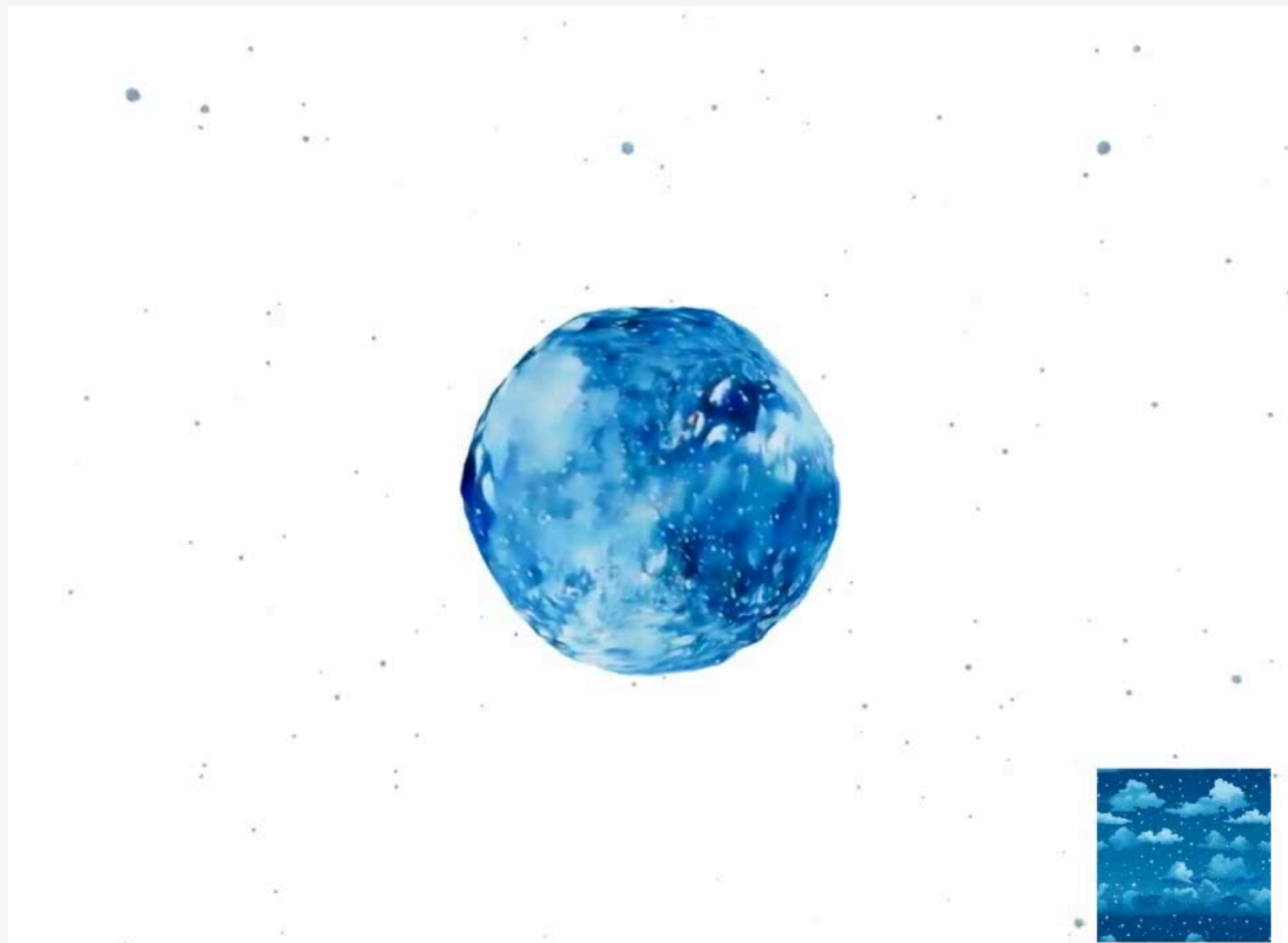


# ZZTECH | BRAND STORY

Founded in 2021, ZZTECH emerged from our fascination with AIGC. We co-created **one of the first 3D AIGC NFTs — COSMOPOLITY.io, which sold out in 10 minutes.**

Since then, **we've stayed rooted in AI** — not as competitors, but as friends, partners, co-creators.

In 2025, we're opening that partnership to the world. For entrepreneurs, artists, creators, and everyday visionaries, **ZZTECH invites you to build a healthy, creative relationship with AI and co-create the future.**





# TYPOGRAPHY



DIN  
NEXT  
CONDENSED

## HEADING FONT

ABCEFGHIJKLMNOP  
QRSTUVWXYZ  
123456789

**Black** **Bold** Regular Light

Master Copy Title for Brand Communications  
Headline Text for All Brand Materials  
Primary Messaging Title  
Unified Brand Copy Title

DIN  
NEXT

## BODY FONT

ABCEFGHIJKLMNOP  
QRSTUVWXYZ  
123456789

**Black** **Bold** Regular Light

Copy for All Communication Materials  
Content for All Communication Materials  
Text Used Across All Communication Channels  
Unified Messaging Content  
Standardized Communication Copy

# COLOR PALETTE



BRAND  
COLOR

#F5C800	#FFD61F	#FFDD44	#FFE570	#FFEC99
#0A0A0A	#141414	#242424	#3D3D3D	#525252
#CCCCCC	#E0E0E0	#F5F5F5	#FAFAFA	#FFFFFF

Primary Colors - ZZ Yellow

A bold, energetic yellow. Use for key visuals, highlights, and call-to-actions.

Accent Colors - Deep Charcoal

Adds contrast and structure. Ideal for text and UI elements.

Neutral Colors - Light Mist

Clean and soft. Best for backgrounds and whitespace.

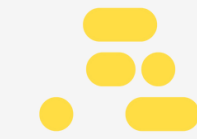
Usage Ratio

ZZ Yellow: ~60%  
Charcoal: ~30%  
Neutral: ~10%

Don'ts

- × Yellow on light backgrounds.
- × Apply gradients or alter color tones.



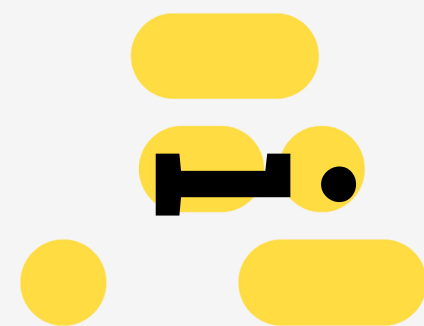
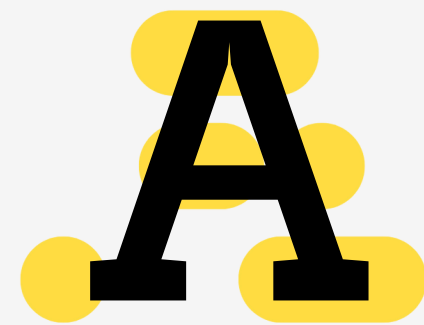


# LOGO

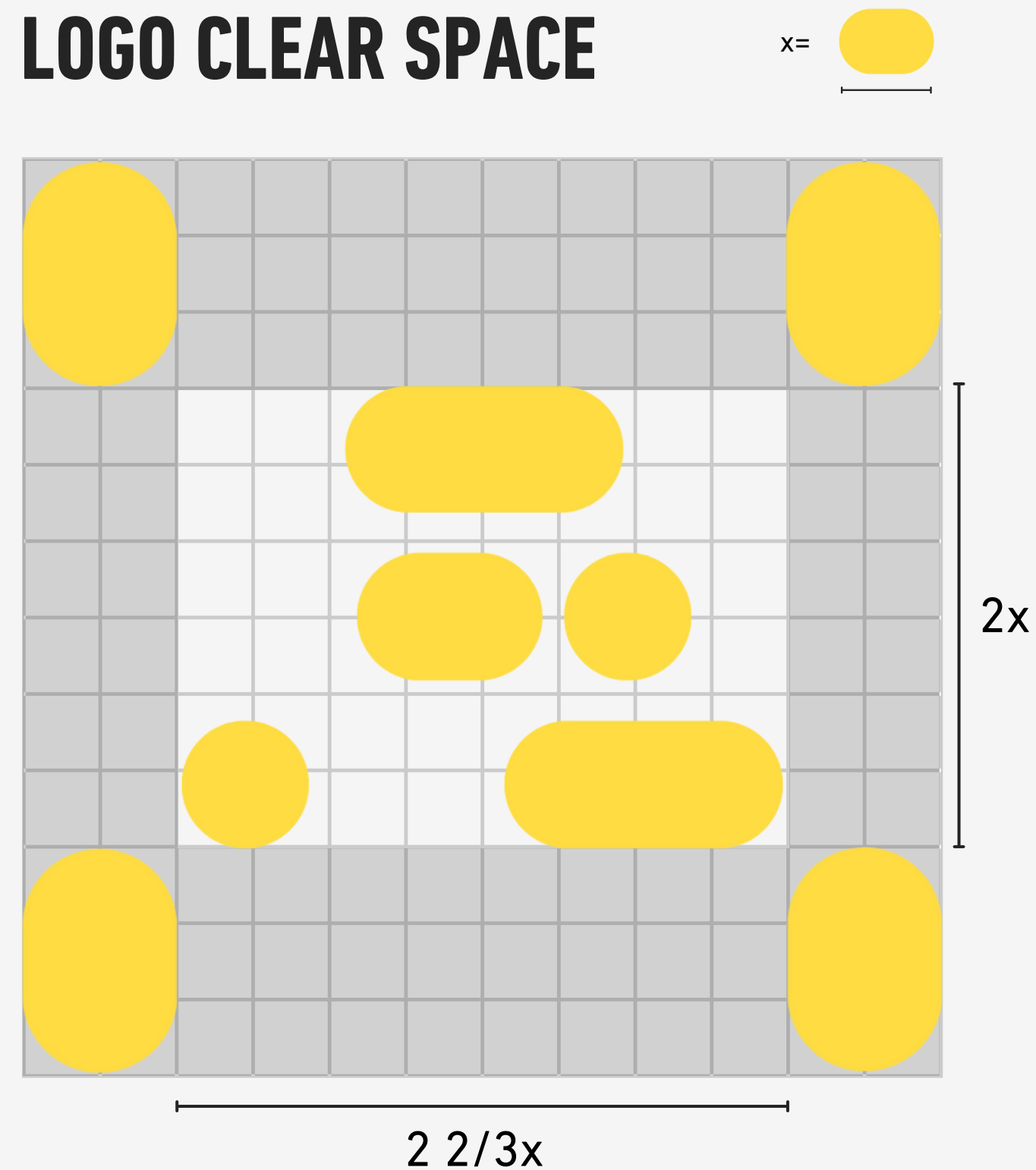




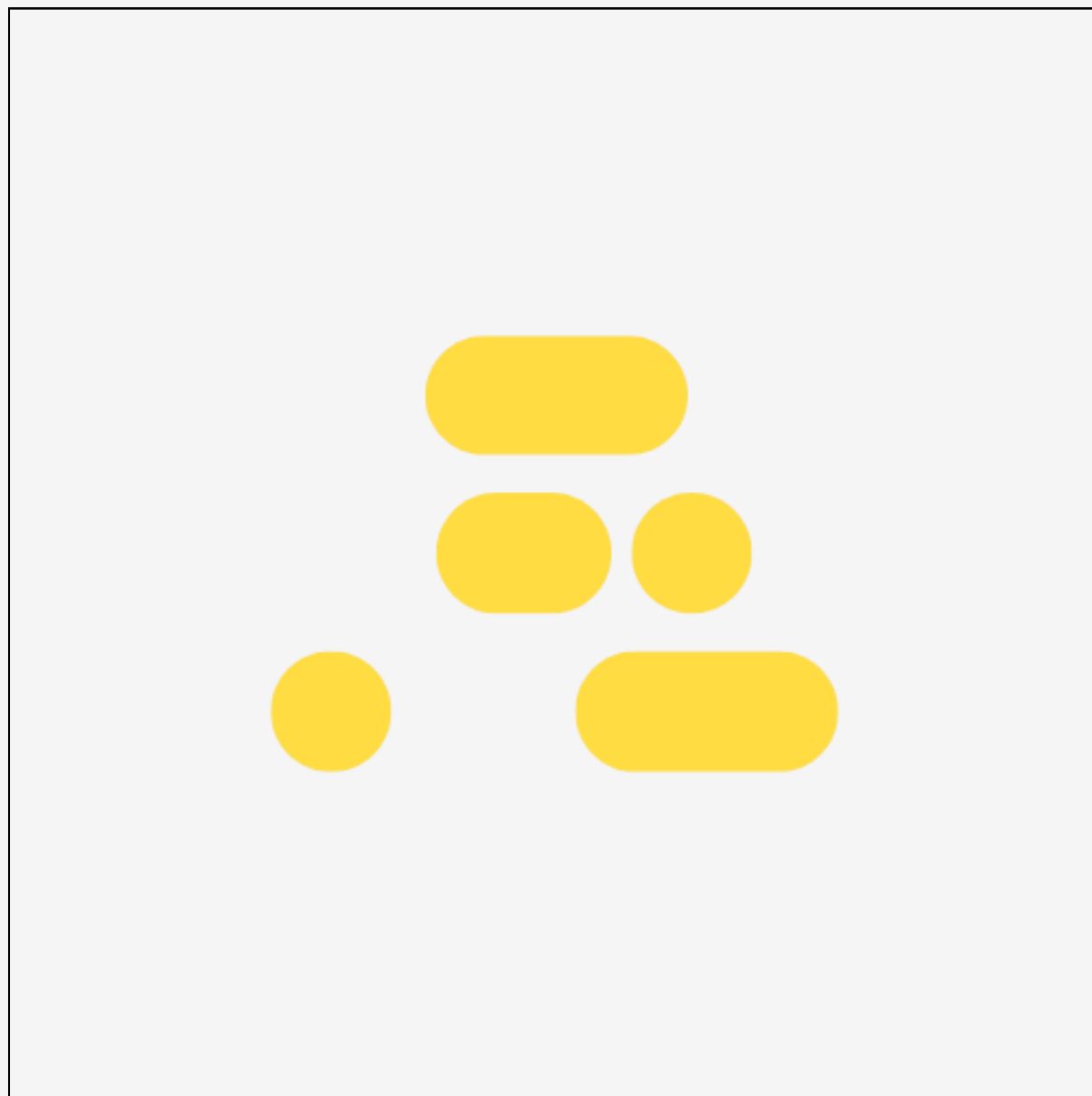
A  
Symbiotic  
Creation  
by ZZTECH  
and AI



## LOGO CLEAR SPACE



# Light Mode



#F5F5F5

# Dark Mode



#242424



## Light Mode

**ZZTECH.**   
**AI STUDIO**

#F5F5F5

## Dark Mode

**ZZTECH.**   
**AI STUDIO**

#242424





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