

# Zdotapps – Style Guide

## Our iconography

Our icons are crisp, clean, minimal, and highly functional graphic elements meant to punctuate, inform, and highlight content.



### Our colors

- Primary color palette
- Secondary color palette
- Font

## Our Colors

One of the first impressions that comes across with color. Our primary color is Dark grey, yellow and White. These colors are supplemented by secondary colors that allow us to emphasize elements as we need to drive hierarchy, yet still keep the brand look and feel balanced.



## Primary color palette

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**Dark Grey**  
RGB 51, 51, 51  
HEX #333333

**Yellow**  
RGB 255, 201, 74  
HEX #FFC94A

**White**  
RGB 255, 255, 255  
HEX #ffffff

## Secondary color palette

To supplement our primary color palette, the secondary colors shown here are used to add warmth and visual contrast to our communications.

**Light Grey**  
RGB 204, 204, 204  
HEX #CCCCCC

**Extra Light Grey**  
RGB 243, 243, 243  
HEX #F3F3F3

**Soft Lavender**  
RGB 233, 229, 252  
HEX #E9E5FC

**Dark Grey (Text only)**  
RGB 28, 26, 26  
HEX 1C1A1A

## Font – Plus Jakarta Sans

Aa

Regular

Aa

Medium

Aa

SemiBold

Aa

Bold