# **Zdotapps - Style Guide**

# **Our iconography**

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















HEX #ffffff



Our colors

Font

Primary color palette
Secondary color palette

HEX #333333

#### **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

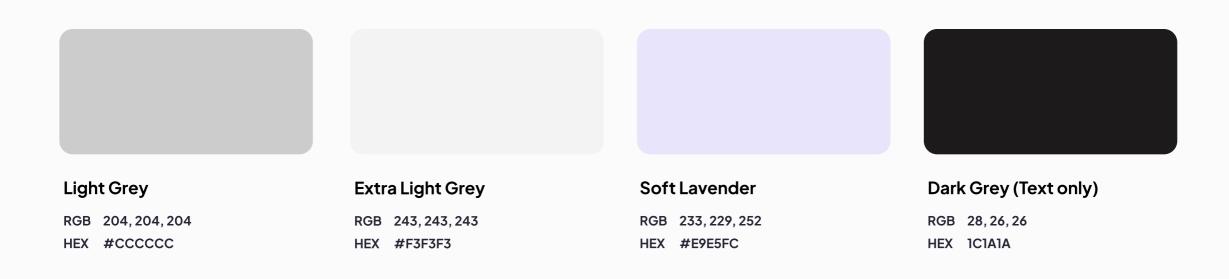
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HEX #FFC94A

### 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.



### Font - Plus Jakarta Sans



