



ZCORE

The brand

Zcore is undergoing a **rebranding** bringing a new innovative identity without losing the essence of its original identity.

The idea is to maintain the same original characteristics but with a new look that shows the evolution of the token.



ZCORE

Z CORE



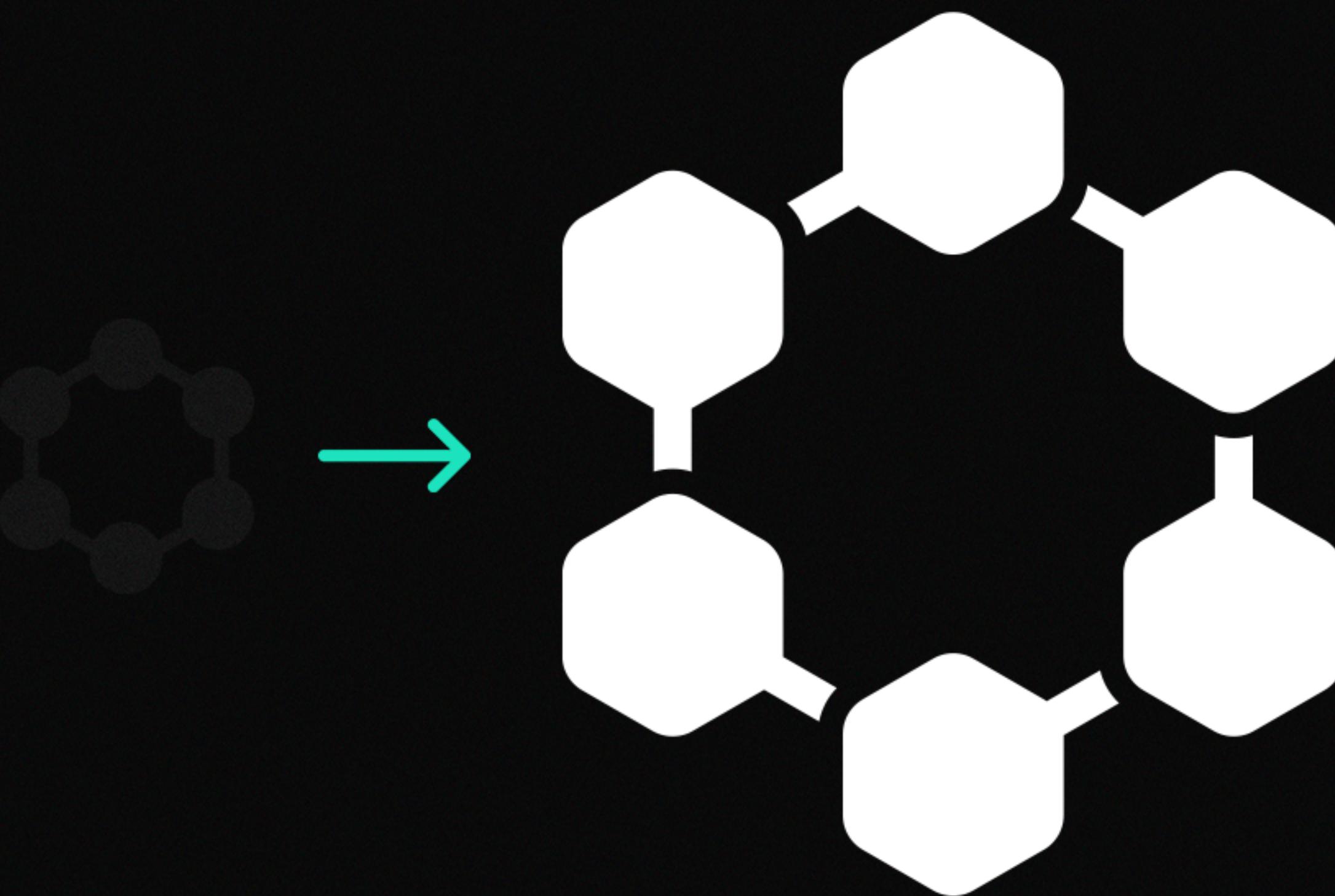


The logo was created in block shapes to bring the idea of **blockchain**.



Z C O R E

The **hexagonal** shape is in the form of cubes in perspective linked together to show **connection** in their blocks like a chain.



Typography

Using the same concept as the symbol, the typography of the logo also features the hexagon in the letter “O” to also convey the idea of blockchain blocks.

The main font used was “Quicksand”, a more sophisticated font that brings the idea of technology. A thinner font that fits perfectly with the exagon symbol.

Using this typography allows us to play with the logo and use various elements with the hexagon.



AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz



The colors of the logo were kept as per the original logo to preserve Zcore's identity.

However, a color palette with complementary colors was created.



Z C O R E

0F5F54

1C7564

154E46

349185

5BC9B4



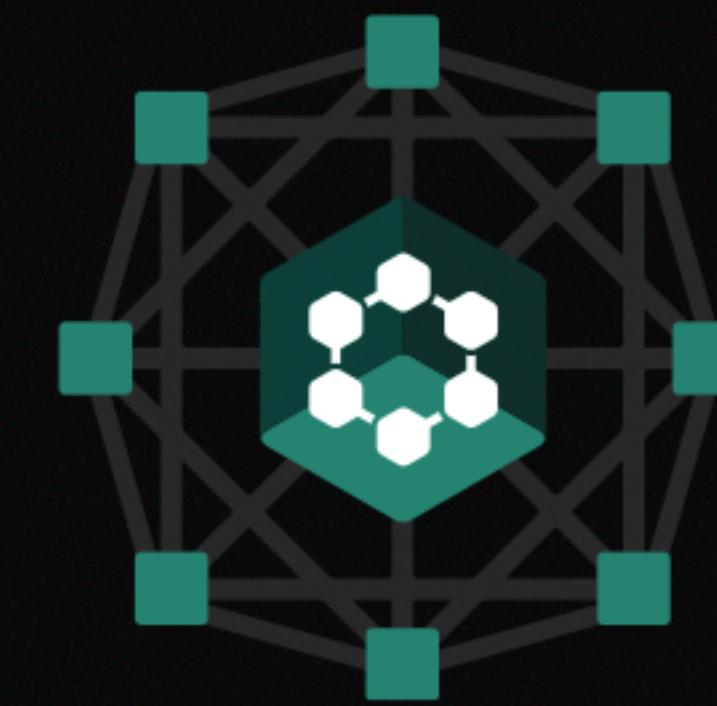
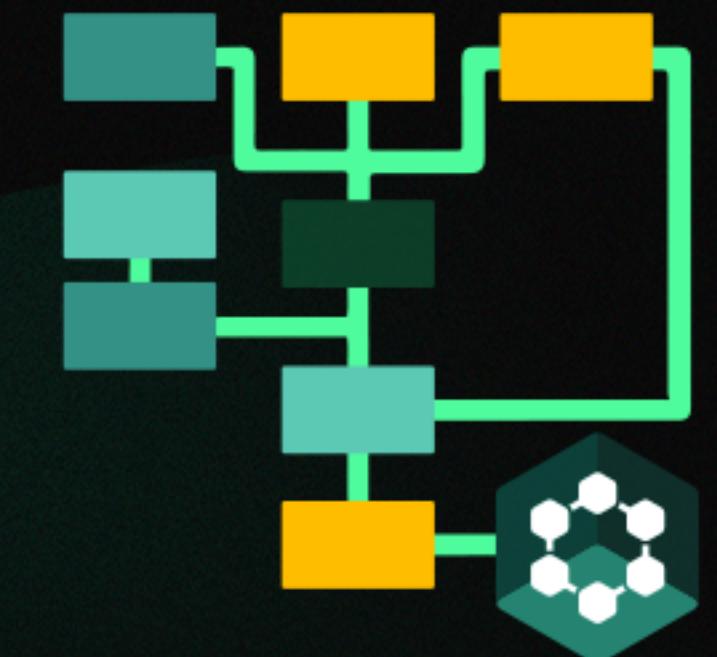
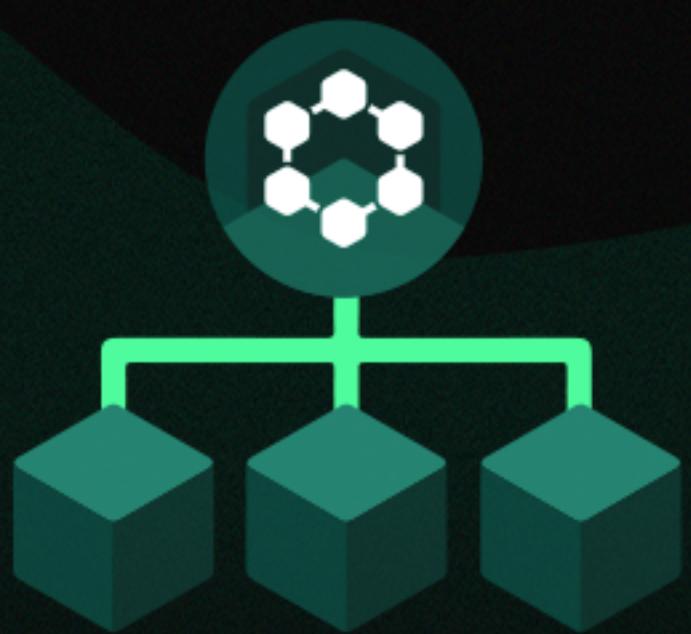
The currency is a representation of the token to be used in the most diverse **Zcore** materials.

It has different variations that can be used depending on your application. These variations also include **golden mode** and **color mode**.



Icons

Icons are illustrations designed to also be used in Zcore materials.





ZCORE

The logo features the word "ZCORE" in white, sans-serif font. The letter "O" is replaced by a white hexagonal ring with a slight inward curve, resembling a cyclohexane ring. The letters are set against a dark teal hexagonal background, which is itself centered on a larger, lighter teal hexagon. The entire graphic is overlaid on a dark teal circular gradient with concentric rings.