ZDP BRAND GUIDELINES

COMPANY LOGOTYPE

FULL LOGOTYPE

ZERODAYPAYMENTS

ZERODAYPAYMENTS

Logo Format
The Logo will be saved and used in different file formats to use it in different types of medias like web or print.

Recommended formats are:
.eps | .ai | .png | .jpg | .tiff

Download
Scan the QR Code to get the link. You can find all logo formats for downloading.

Color Code Yellow
CMYK : C0% M39% Y100% K0%
RGB : R255 G168 B000
Web : #FFA800

Color Code Black
CMYK : C20% M0% Y0% K100%
RGB : R000 G000 B000
Web : #000000

EXPLANATIONS

General Explanation
The ZDP logo s a trademark and cannot be altered in any way.
There are three variations of the logo: horizontal, only the logo without text and simple with just the words "ZERODAYPAYMENTS" This allows flexibility of use in different media and formats.

Logo use
All communications, both print and electronic, published by "Design.Inc", must prominently display an approved logo. All variations of the Design.Inc logo are available for download. For download scan the QR Code on the left side.

Attention
Use of any stylized, animated, hand drawn or other versions of a inofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with ZDP Team <zdp@zdp.io> if you have any questions or need further help.

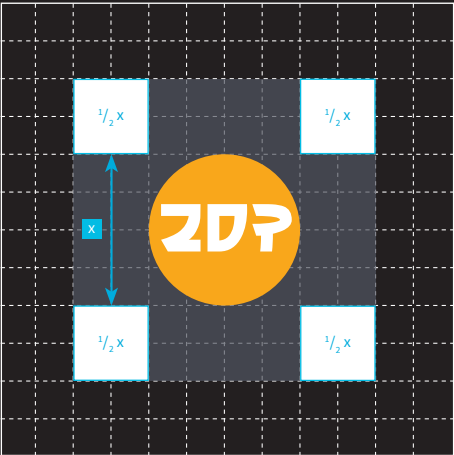| LOGO A	LOGO B	LOGO C	LOGO D
Colored Version	Grey Version	Black Version	White Version

DIFFERENT LOGOTYPES TYPES

CORRECT USAGE OF LOGOTYPE

LOGO CLEARSPACE AND COMPUTATION

Color Codes
HKS : 15K
RGB : R000 G000 B000
Web : #000000

DEFINITION
Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

COMPUTATION
To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height /2).

MINIMUM SIZE
Minimum logo size is 5 mm in height. Attention: Please do not use less than this size to make sure that it will be printable without losing design quality.