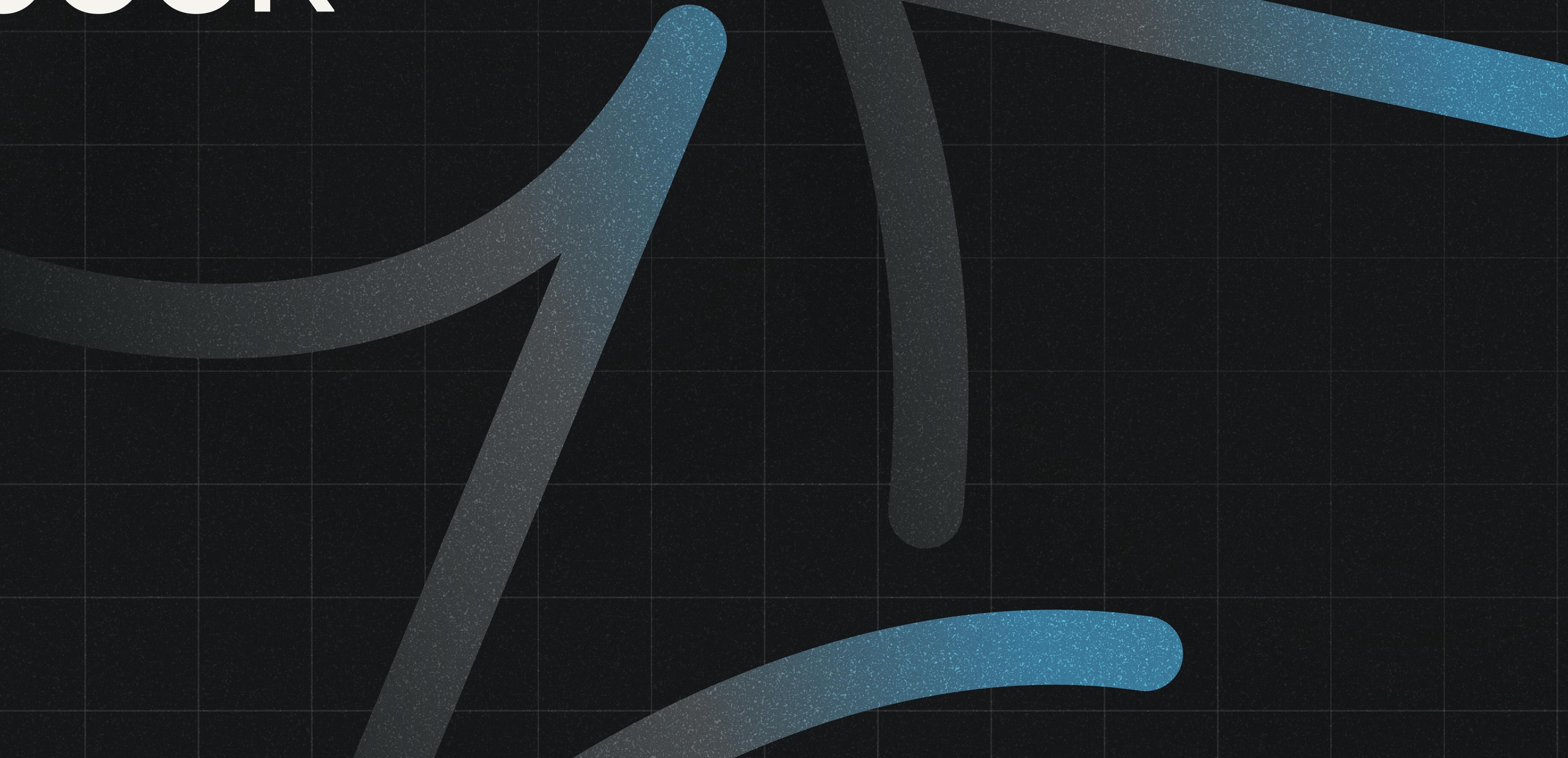


ZK Email Brandbook



Introduction

ZK Email positions itself as a team whose work facilitates complex on chain transactions through the familiar and intuitive usage of plaintext emails. Our brand embodies the fusion of zero-knowledge technology and email ubiquity.

This guidebook ensures consistency in our visual and verbal identity, reflecting our core values of privacy, innovation, and accessibility. It guides our presentation across all platforms, evolving as we do. These guidelines are the foundation of our unique voice, fostering trust among developers, privacy advocates, and end-users alike.

We are ZK Email.

Our vision is to bring on chain trust to the masses through intuitive email integrations.

We provide an extensive set of open source SDKs, libraries, and protocols that enables email-based identity.

Core Values

This brandbook outlines design choices to ensure our technology resonates with a broad audience. We maintain a tone that balances technical credibility with approachability, empowering users to embrace email privacy.

Our visual identity aligns with our core principles, creating a brand that reinforces our mission. Each design element reflects our commitment to transforming email verification, enhancing privacy without sacrificing simplicity. Through thoughtful branding, we bridge the gap between cutting-edge cryptography and practical, user-friendly email solutions.

Privacy

We stand by our commitment to protecting user communication, identities, and data.

Innovation

We aim to push the boundaries of cryptographic technology in everyday applications.

Transparency

We promote open, verifiable systems while maintaining individual privacy.

Accessibility

We believe in making advanced privacy technology user-friendly and widely available.

Integrity

We uphold the highest standards of security and ethical practices in all operations, and we aim to empower others to do the same.

03

Messaging

MESSAGING

Vision Statement

At ZK Email, our vision is to empower developers to promote email authenticity through zero-knowledge proofs, invisibly and efficiently.

**Empower email authenticity
through zero-knowledge proofs,
invisibly and efficiently.**

**Our visuals should reflect the
innovation and transparency
we believe in.**

03

Logo

LOGO

Logo

The ZK Email logo combines identity and emails.

Through a playful manipulation of the @ symbol, it is rotated to transform into a profile-like icon. A bounding fill gives the logo structure while referencing a stamp on physical mail.

PRIMARY LOGO



ALTERNATIVE LOCKUPS



zkemail

LOGO

Logo Spacing

The ZK Email is made of two elements, the logo and the wordmark.

Padding of minimum 50% of the logo is recommended around all sides for ample breathing room.



LOGO

Single-color Logo

The logo should always be used in a single color.

The color should change for maximum visibility on
the background, in light or dark.



LOGO

Incorrect Usage

To maintain the integrity and consistency of our brand, it's important that our logo and visual elements are used correctly.

Here some common examples of incorrect usage that should be avoided at all times.

Do not

Use unapproved color applications



Do not

Stretch or distort the logo



Do not

Change the lockup order



Do not

Do not use capitalized letters or spaces in the wordmark



LOGO

Partnerships

For partnerships, a spacing of 1.5x the logo is recommended between and around the ZK Email and partner logo. This applies to the full logo or word mark.

For the logo mark alone with another logomark, a spacing of 1x the logo is acceptable.



03

Color

COLOR

Core Color Palette

ZK Email's color palette is anchored by a sophisticated interplay of black, cream, and blue, complemented by red and green as utility colors. These primary colors form the foundation of our visual identity, creating a sleek and professional appearance across all touchpoints.

Utility - Strikethrough Red

Utility - Verified Green

Protocol Blue

Protocol Blue

Envelope White

Zero Black

Protocol Blue

Protocol Blue

COLOR

Shades of Grey

The ZK Email brand is primarily characterized by the greyscale tints, leaning into a paper-like feel reference through emails.

Grey is primarily used in UI in text and background elements.

#F5F3EF

#D4D4D4

#A8A8A8

#606060

#3B3B3B

#161819

COLOR

Shades of Blue

Blue is used for gradient backgrounds or adding a pop of color. In UI, it is used for active links.

#CCE0EA

#68A3E9

#2962A5

#0C3D77

#062242

#03162C

COLOR

Shades of Red & Green

Green is primarily used in UI with a utilitarian success state, like a toast or button.

Red is used for utilitarian destructive association, like an irreversible action represented by a toast or button.

#95CEBC

#4FAC8F

#278266

#185A46

#0A4433

#03271D

#FDC8C5

#F38E88

#E15E56

#C72C22

#98251E

#5B0D08

03

Typography

TYPOGRAPHY

Primary Fonts

Newsreader and Fustat, when paired, create a harmonious blend of authority, approachability, and modernity. Newsreader's distinctive serifs enhance readability at larger sizes, making it ideal for headings 20px and above.

Fustat, a contemporary sans-serif, brings a clean and efficient aesthetic to our typography. Its balanced design makes it perfect for ZK Email's body text, especially in digital interfaces.

Newsreader and Fustat can also be combined, in headings, to add emphasis to certain words or phrases.

Newsreader

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.

⌘↖↑↗↙✓✗

↑↓←→—><->❖♦◊◇

!?@#%{}()45Åä 2/5

AaBbCcDdEeGgNn 1234567890

AaBbCcDdEeGgNn 1234567890

AaBbCcDdEeGgNn 1234567890



Aa

Fustat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.

⌘↖↑↗↙✓✗

↑↓←→—><->❖♦◊◇

!?@#%{}()45Åä 2/5

AaBbCcDdEeGgNn 1234567890

AaBbCcDdEeGgNn 1234567890

AaBbCcDdEeGgNn 1234567890



Aa

TYPOGRAPHY

System Fonts

System fonts are preinstalled on most devices and can be used if the primary Google fonts are not available. Georgia replaces Newsreader and Helvetica Neue replaces Fustat.

ALTERNATIVES

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.

Helvetica Neue

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 .

⌘ ↺ ⌘ ⌘ ✕ ✓ ✗
↑ ↓ ← → — ><-> ♦ ♦ ♦
! ? @ # % { } () 45 ° Å ä 2 / 5
AaBbCcDdEeGgNn 1234567890
AaBbCcDdEeGgNn 1234567890
AaBbCcDdEeGgNn 1234567890

03

Imagery

IMAGERY

Line Shapes

Line shapes are used as motifs throughout the ZK Email brand to convey a sense of movement and energy. Gradients and background blurs can be used to achieve a cutout redaction effect.

Specifically, the letters ZK and other spring vectors are blown up in a large scale, and add friendly visual interest.



IMAGERY

Abstract Shapes

Fluid, organic shapes are used throughout the ZK Email brand to convey a sense of familiarity and comfort. These shapes are overlayed on gradient blurs to imply cut outs and redaction. Line strokes are given the same thickness across illustrations to maintain cohesion.

These shapes can be used to represent different but related items, or to add visual interest to digital and physical items.



Text Blurs

Text blurs are strategically applied to portions of text or other content, creating a visual representation of data privacy and selective disclosure. These blurs are not uniform or complete, but rather partial and variable, allowing some information to remain legible while obscuring other parts.

Prove who sent an email
& any of its 

Prove who sent an email
& any of its 

TYPOGRAPHY

ASCII Shapes

ASCII graphics can serve as a unique and playful way to represent the intersection of old-school computing and cutting-edge cryptography. These graphics leverage the constraints of plain text, a playful nod to the text-based nature of emails.

The following prompts can be used in to create dynamic ASCII graphics:

Create a fluid, abstract ASCII art design with a random arrangement of characters. The design should resemble a flowing or wavy pattern, avoiding rigid shapes and straight lines. Use a variety of symbols like ~, *, <, >, @, %, and +. Hide a short word or phrase subtly within the pattern, but ensure it blends into the randomness without standing out too much. The overall shape should feel organic, with a sense of motion and continuity.

Alternatively, there are free online generators such as <https://www.asciiart.eu/image-to-ascii>.

```
~ ` * < @ % ; ` z k x ~ @ ` * - ; +
` * @ / ~ + < e * % ; x * - ` @ +
~ ; ` + % * m @ ; - ` + ` * @ x ~ ` ;
` * - % a ~ x ; * ` + / ~ @ ` * l x +
@ ; ` % * i ~ ` * / ; ` + % @ ~ ` ;
` * ; % + ` x ~ @ ` * % ~ ` ; +
```

```
~ ` < @ % ; ` * * ~
@ *` - ; +` * @ /
~ + < * % ; x * -
*` @ + `*~ ; *` +
% @ ; - ` + ` @ x
~ ` * ; ` * - % ~ x
; * * + / ~ @ ` *
* +@ ; ` % ~ ` * *
/ ; ` + % @ ~ ` ;
` * ; % + ` x ~ z
@ ` * * % ~ ` ; + k
~ ` < @ % ; ` * * e
~ @ *` - ; +` * @
/ ~ + < * % ; x m
- *` @ + `*~ ; *` +
% @ ; - ` + ` @
x ~ ` * ; ` * - % ~
x ; * * + / ~ @ a
` * * +@ ; ` % ~ i
` * * / ; ` + % @ l
~ ` ; ` * ; % + ` *
x ~ @ ` * * % ~ ` ;
x ~ @ ` * * % ~ ` ;
```

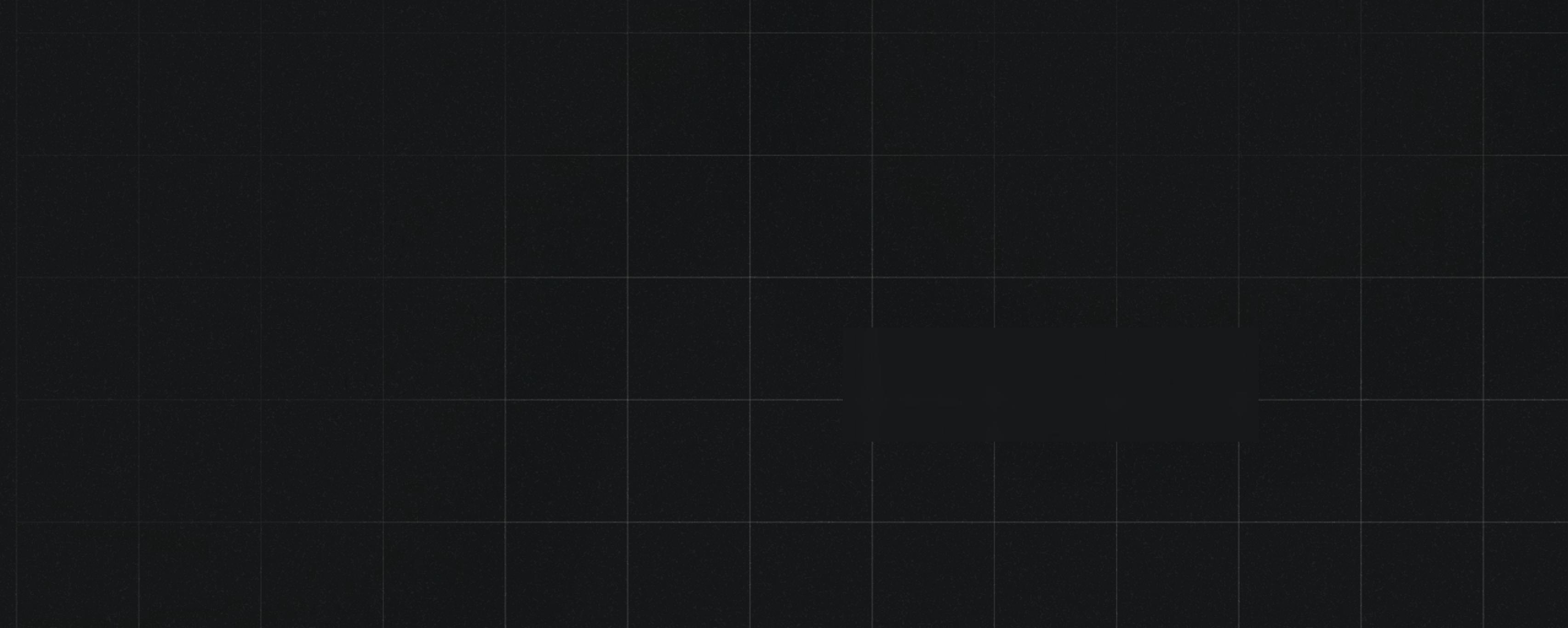
```
. / | \ + - * ' , ; : < > ( ) [ ] { } ! @ # $ % ^ & *
/ \ | - . , ' ; : < > ( ) [ ] { } ! @ # $ % ^
| - + * / \ . , ' ; : < > ( ) [ ] { } ! @ # $ % ^ &
\ + - * / | \ . , ' ; : < > ( ) [ ] { } ! @ # $ % ^
- * / | \ + - . , ' ; : < > ( ) [ ] { } ! @ # $ %
* / | \ + - * . , ' ; : < > ( ) [ ] { } ! @ # $ % ^
\ + - * / | \ . , ' ; : < > ( ) [ ] { } ! @ # $ %
- * / | \ + - . , ' ; : < > ( ) [ ] { } ! @ # $ %
+ - * / | \ + . , ' ; : < > ( ) [ ] { } ! @ # $ %
/ | \ + - * / . , ' ; : < > ( ) [ ] { } ! @ # $ % ^
\ + - * / | \ . , ' ; : < > ( ) [ ] { } ! @ # $ %
- * / | \ + - . , ' ; : < > ( ) [ ] { } ! @ # $ %
+ - * / | \ + . , ' ; : < > ( ) [ ] { } ! @ # $ %
/ | \ + - * / . , ' ; : < > ( ) [ ] { } ! @ # $ % ^
\ + - * / | \ . , ' ; : < > ( ) [ ] { } ! @ # $ %
- * / | \ + - . , ' ; : < > ( ) [ ] { } ! @ # $ %
+ - * / | \ + . , ' ; : < > ( ) [ ] { } ! @ # $ %
/ | \ + - * / . , ' ; : < > ( ) [ ] { } ! @ # $ % ^
```



Backgrounds

Gradients are used subtly in backgrounds to create subtle, directional gradients. Incorporating gradient-based blur effects visually represents the concept of selective information.

Overlay gradient backgrounds with semi-transparent grid patterns create depth and complexity. A uniform grid is a reference to paper-based communication and tangible mail.



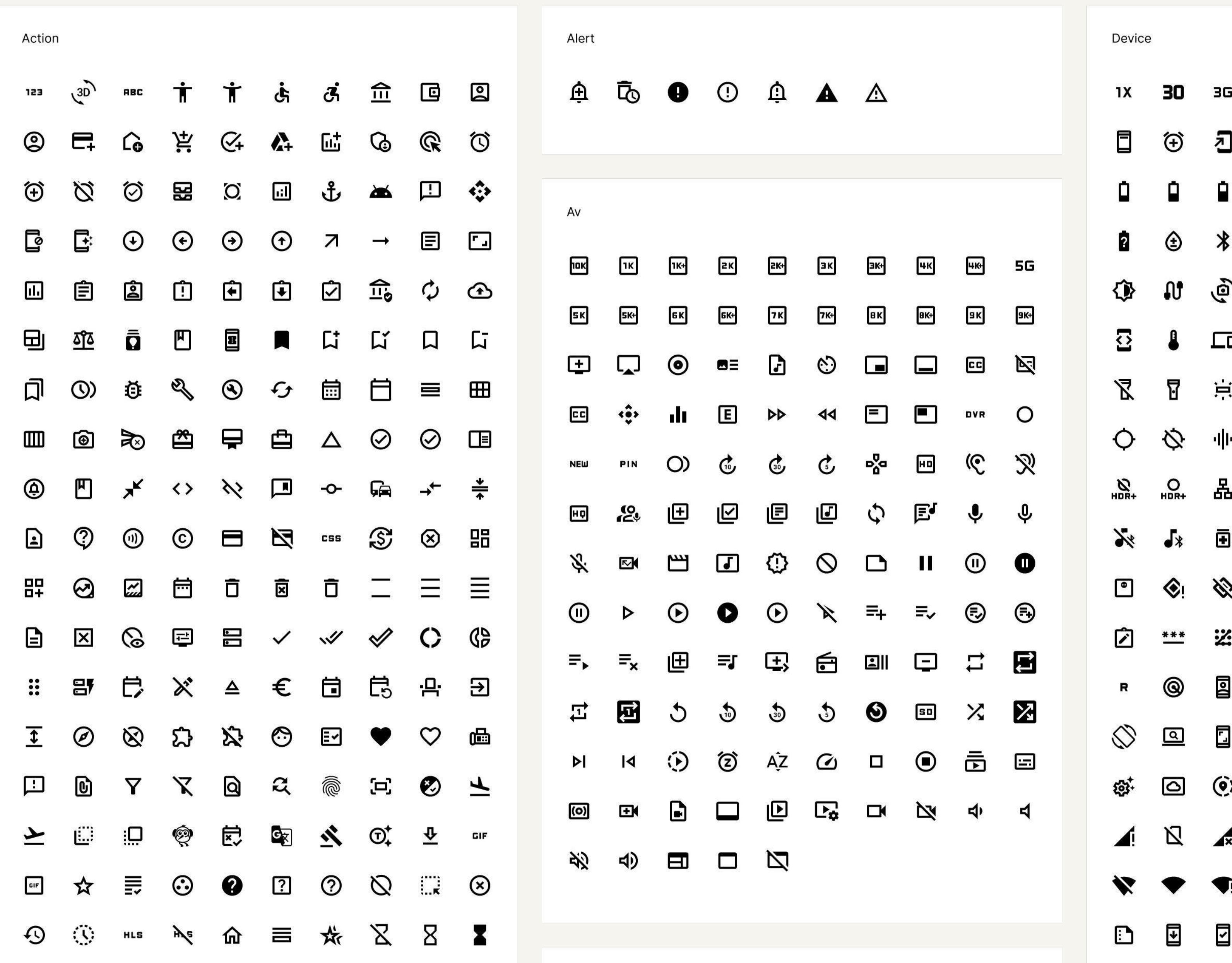
TYPOGRAPHY

Iconography

We use Material Design icons for their clarity and versatility, aligning with our brand's reliable personality. Our baseline size is 24dp for consistency across platforms.

We primarily use outlined icons. Filled variants are for emphasis or smaller sizes (18dp).

Material design icons are free and open-source.



03

Brand in Action

Prove who sent an email & any of its

Anonymously prove any subset of any email
you sent or received. On or offchain.

[Documentation](#)

[View projects](#)

Prove who sent an email & any of its contents

Anonymously prove any subset of any email
you sent or received. On or offchain.

[Documentation](#)

[View projects](#)



DKIM Scheme Status Quo

Part of your current emails

LEARN MORE →



Regex (Hashing & Regex)

Checks if a text contains a string

LEARN MORE →



Zero Knowledge Circuits

Prove you own a Twitter username on-chain, via any email from Twitter.

LEARN MORE →



zkemail