

zyro

Brand guidelines

AI DRIVEN WEBSITE BUILDER

GENERAL INFO

Please follow these Brand Guidelines, as they are intended to promote consistent use of the Zyro brand assets in a way that’s easier for people to recognize Zyro without consumer confusion.

The Zyro brand includes the Zyro name, logo, symbols, designs and other features associated with Zyro and our services. If you don’t agree to these Brand Guidelines, you don’t have a right to, and shouldn’t, use our Brand Assets.

ZYRO LOGO

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The logo should always be used on solid color backgrounds.

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CLEAR SPACE



It’s important to maintain proper clear space around the logo to appear clean and uncluttered.

MINIMUM SIZE



To make sure the logo us always clear and legible,
there is a minimum size requirement.

DO'S AND DON'TS

Do

- Always use logo in white or black brand colors.
- Always use logo on solid color surfaces.
- Always scale the logo proportionally.
- Always maintain proper clear space around the logo.

Don't

- Don't add any effects to the logo (e.g. extra outlines, drop shadows etc.).
- Don't use logo as mask or holding shape for imagery or graphics.
- Don't change the logo colour or tone.
- Don't rotate the logo.
- Don't crop, stretch or pinch the logo.



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Good. Default angle.



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Bad. Rotated - changed angle.



Good. Color- inverted version that maintains the right contrast.



Bad. Poor contrast.



Good. Background doesn't comple with the logo's legibility.



Bad. Clutered background.

BRAND COLORS

To keep within the Zyro brand color, please stick to the following color palette. Feel free to copy the HEX codes.

MAIN COLORS

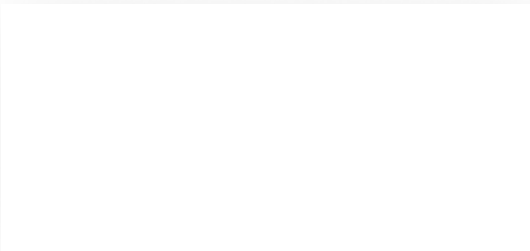


HEX: FA2256
R250 G34 B86

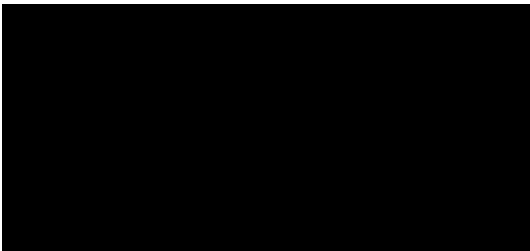


HEX: 583BB6
R88 G59 B182

LIGHT & DARK



HEX: FFFFFFFF
R255 G255 B255



HEX: 000000
R0 G0 B0

GRADIENT



HEX: FA2256
HEX: F7766C

TYPOGRAPHY

Heebo

📄 <https://fonts.google.com/?query=heebo>

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