ZAUBAR

Brand Guidelines

Table of content

LOGO

Main Logo

The main logo is a logotype on its own. The logo exists in one horizontal composition and can be placed on various digital and print media.
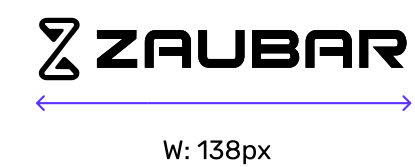
Logomark

This is a geometric shape which represents time travel. It can be used on social profiles, websites, banners, or any brand place that requires a smaller sized symbol of ZAUBAR.

Minimum Size

Please have a look into the minimum size of the logo and logomark;
try not to go smaller than the given size.

ZZAUBAR

ZZAUBAR

W: 138px

Z

Z

W: 25px

LOGO USAGE

LOGO (Z - Icon)

Z

Do this

Z

Do not strech the icon
horizontally

Z

Do not strech the icon
vertically

Z

Do not rotate the Icon

Z

Do not use a gradient colour

Z ZAUBAR

Do this

Z ZAUBAR

Do not strech the logo

Z ZAUBAR

Do not create a new component

Z ZAUBAR

Do not resize the Z icon

Z ZAUBAR

Do not scale the logo below minimum size

Z ZAUBAR

Do not colourize parts of the logo

Z ZAUBAR

Do not rotate the logo

Z ZAUBAR

Do not create more space between the ZAUBAR icon and wordmark

made by **ZAUBAR**

Do this

made by **ZAUBAR**

Do this

made by **ZAUBAR**

Do not move the text
to the top

made by **ZAUBAR**

Do not center the text

ZAUBAR made by

Do not move the text
to the bottom

ZAUBAR made by

Do not right-align the text

LOGO PLACEMENT

Logo on pictures

When placing the logo on a picture, the logo should not be transparent. Place the logo in the corners (top, right, left, bottom) with some margin remaining, and add a layer in the background to have better readability.

LOGO PLACEMENT (Logomark)

Logomark on pictures

When placing a logomark on a picture, the logomark should not be transprent. Place the logomark in the corners (top, right, left, bottom) with some margin remaining, and add a layer in the background to have better readability.

Madebylogo on pictures

When placing a logomark on a picture, the logomark should not be transprent. Place the logomark in the corners (top, right, left, bottom) with some margin remaining, and add a layer in the background to have better readability.

made by **ZAUBAR**

COLOURS

COLOURS

MAIN COLOURS

PRIMARY COLOURS

White 100

Hex: #ffffff

HexCode: #4200FF   #5D35FF   #8256FF   #AA8FFF   #C7C6FF   #DAD9FF

HexCode: #C02A4F   #FF3366   #FF5A9A   #FFA2C1   #FFD6E3   #FFEBF1

HexCode: #000000   #000000CC   #00000073   #00000040   #E1E1E1

Main colours from each primary colour palette for ZAUBAR are used in most cases as they are easily accessible; however these colours can be interchanged with the above colour palette based on colour accessibility.
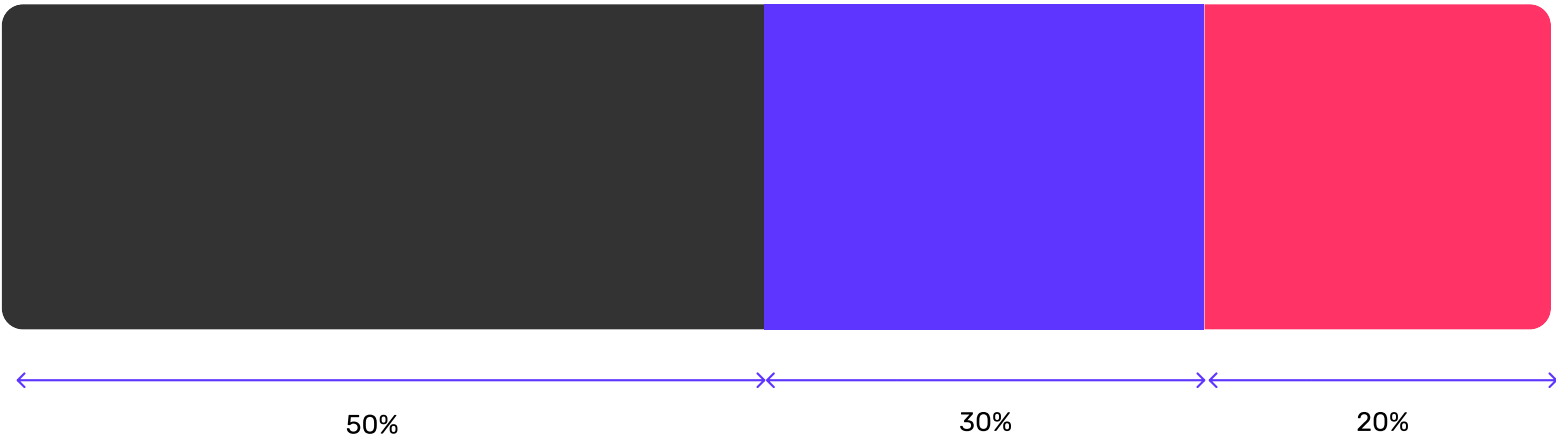
COLOURS

Hierarchy of usage

White should take up at least 50 per cent of any layout. The remaining 30 per cent should be purple (main colour), and the final 20 per cent pink in colour.

Default theme

50%   30%   20%

Dark Theme

50%   30%   20%
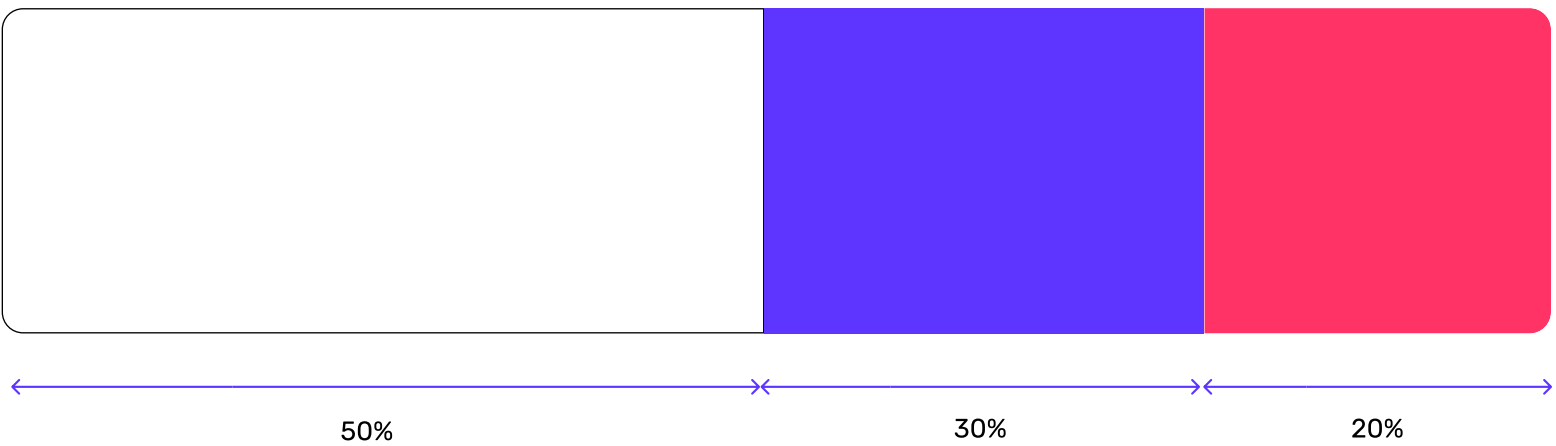
TYPOGRAPHY

Aa

Days One

Days One is an experimental font, which makes Days One good for headlines. Relative to the ZAUBAR brand, this font is used mostly for **HEADLINES.**

Google Fonts

Aa

Inter

Inter is a variable font family carefully crafted & designed for computer screens. In the case of ZAUBAR, this font is used mostly for **SUBHEADING, PARAGRAPHS,** and more.

Days One

This has only one style

Inter

Bold

Medium

Regular

TYPOGRAPHY

Example Text

Heading is always written in **Days One** font family and subheadings and paragraphs are written in **Inter font family**

Heading

Amet minim mollit non deserunt ullamco est sit aliqua dolor do amet sint. Velit officia consequat duis enim velit mollit. Exercitation veniam consequat sunt nostrud amet.

Amet minim mollit non deserunt ullamco est sit aliqua dolor do amet sint. Velit officia consequat duis enim velit mollit. Exercitation veniam consequat sunt nostrud amet.

SPACING

Usage of space

ZAUBAR follows an 8px base spacing system (vertical and horizontal) with the option to scale up or down evenly to mantain better room and increase reability.

2

4

8

16

24

32

40

48

56

64

72

80