

BRAND GUIDELINES



zeeve '22

why zeeve



zeeve

AN INNOVATIVE
APPROACH
TO ENTERPRISE
BLOCKCHAIN ADOPTION

why
choose us

CONTENT

logo

006

colors

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typography

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patterns

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usage

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LOGO

logo

main logo

logo

app icon

logo

logo & logomark safe zone

logo

usage

COLORS

colors

primary colors

colors

text colors

colors

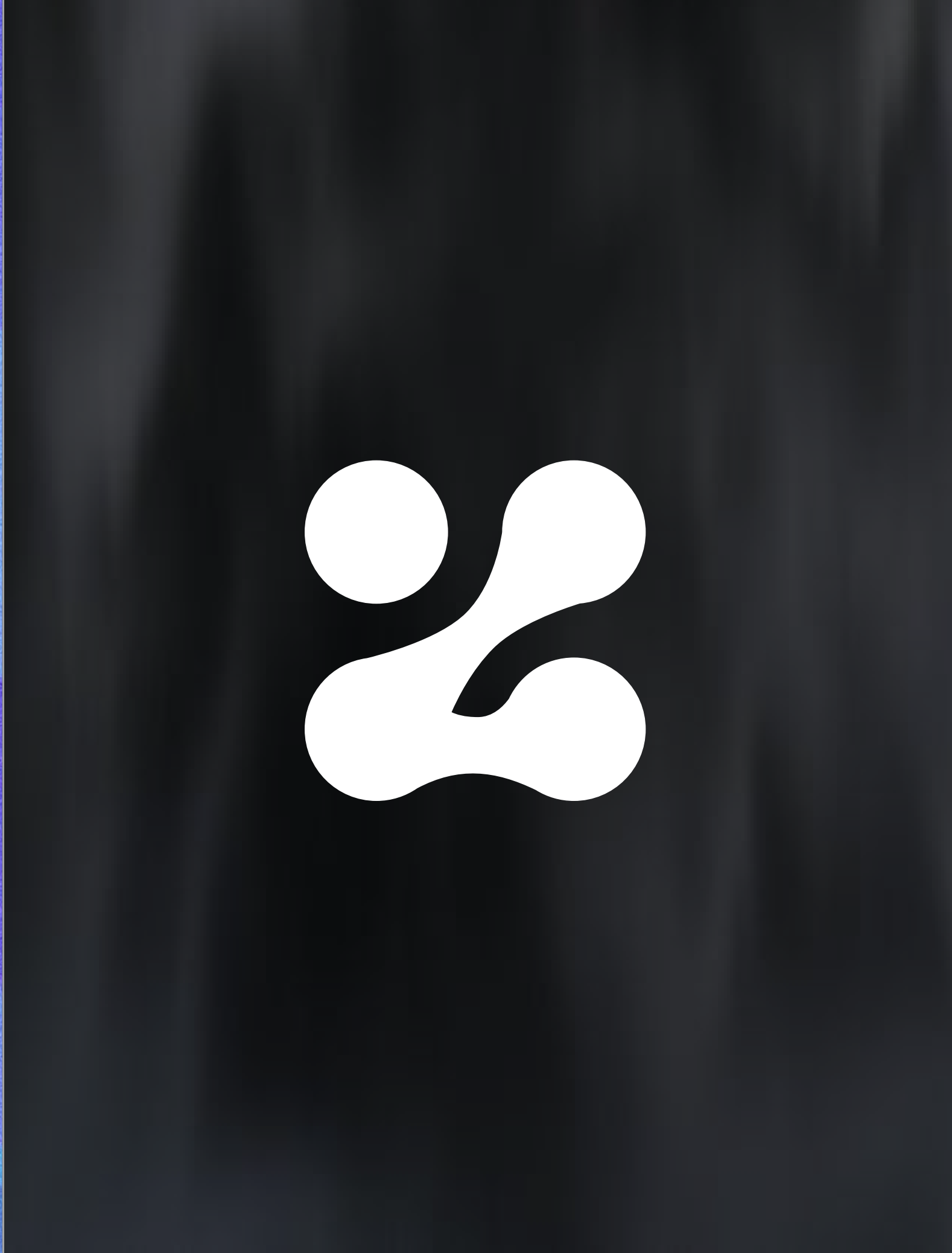
secondary colors

colors

primary & secondary gradients



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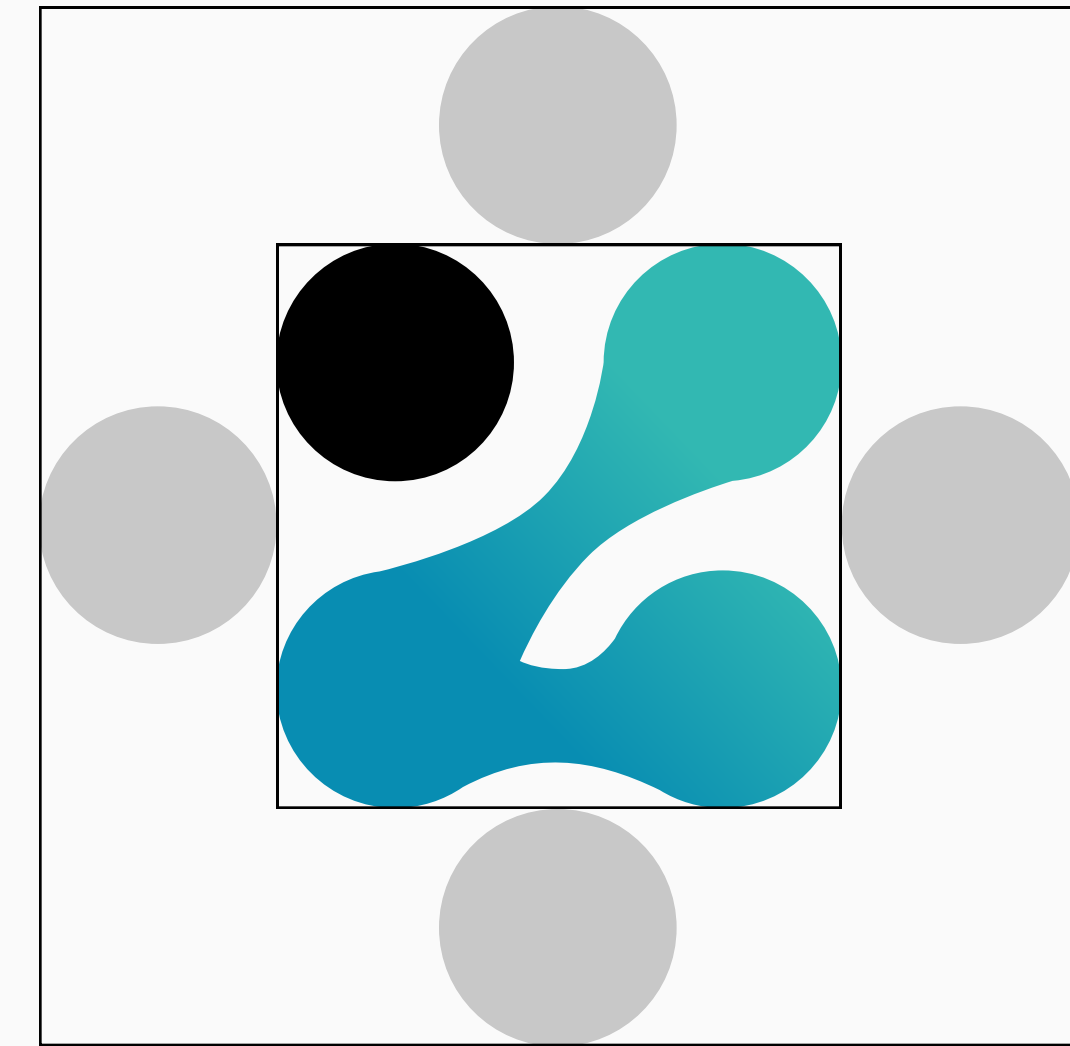
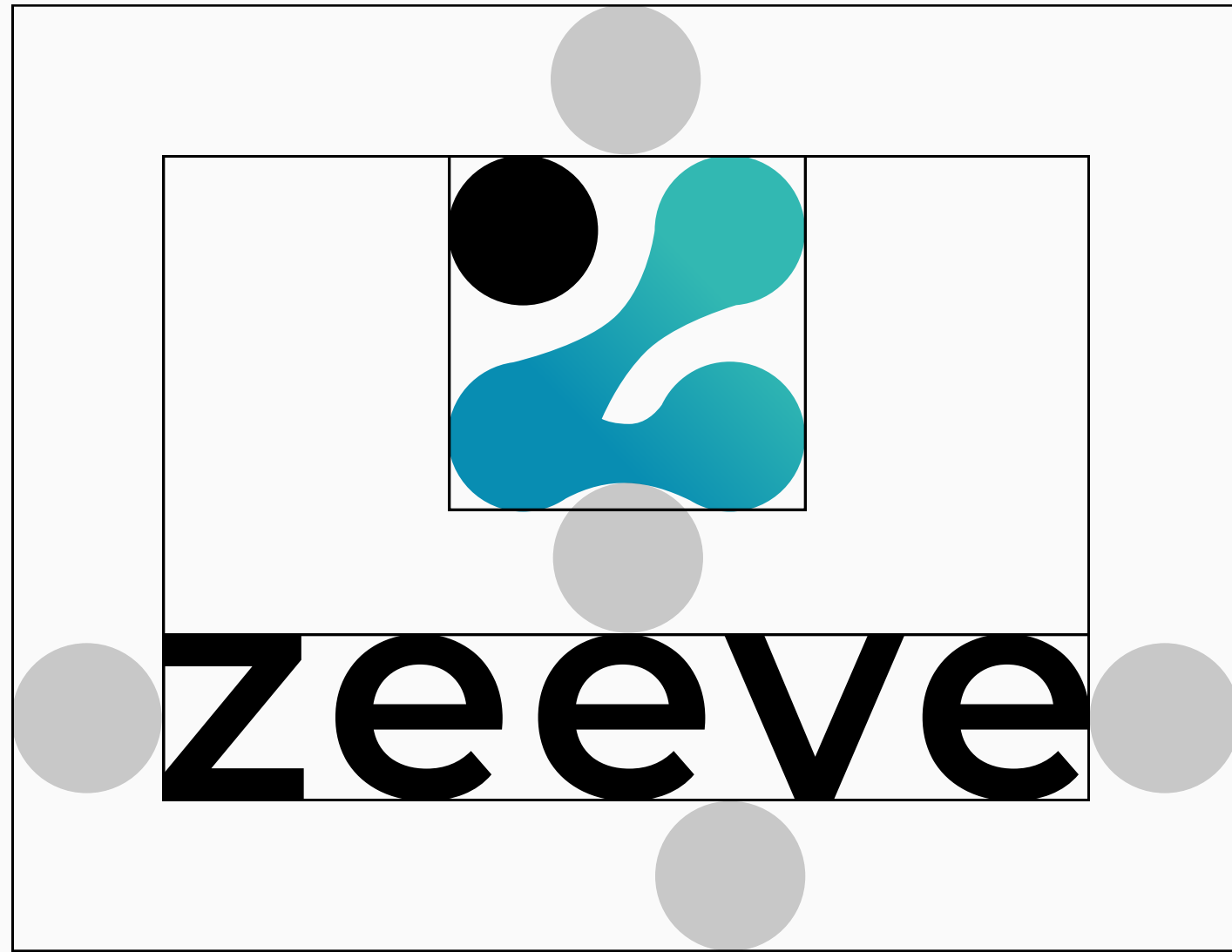
Pictures for the logo background should be minimalistic in content, or with a blurred effect of muted colors (do not include pictures with a large number of elements and those that will muffle the logo with their brightness)

LOGO ON PICTURE BACKGROUNDS



A logomark is an identifying mark or symbol that doesn't contain the business name, like a drawing or image that represents the business

[Download Logo](#)



It's important to maintain proper spacing around the logo to avoid overcrowding

LOGO SAFE ZONE

LOGOMARK SAFE ZONE



Pure light or dark colors (so that the logo stands out in contrast)

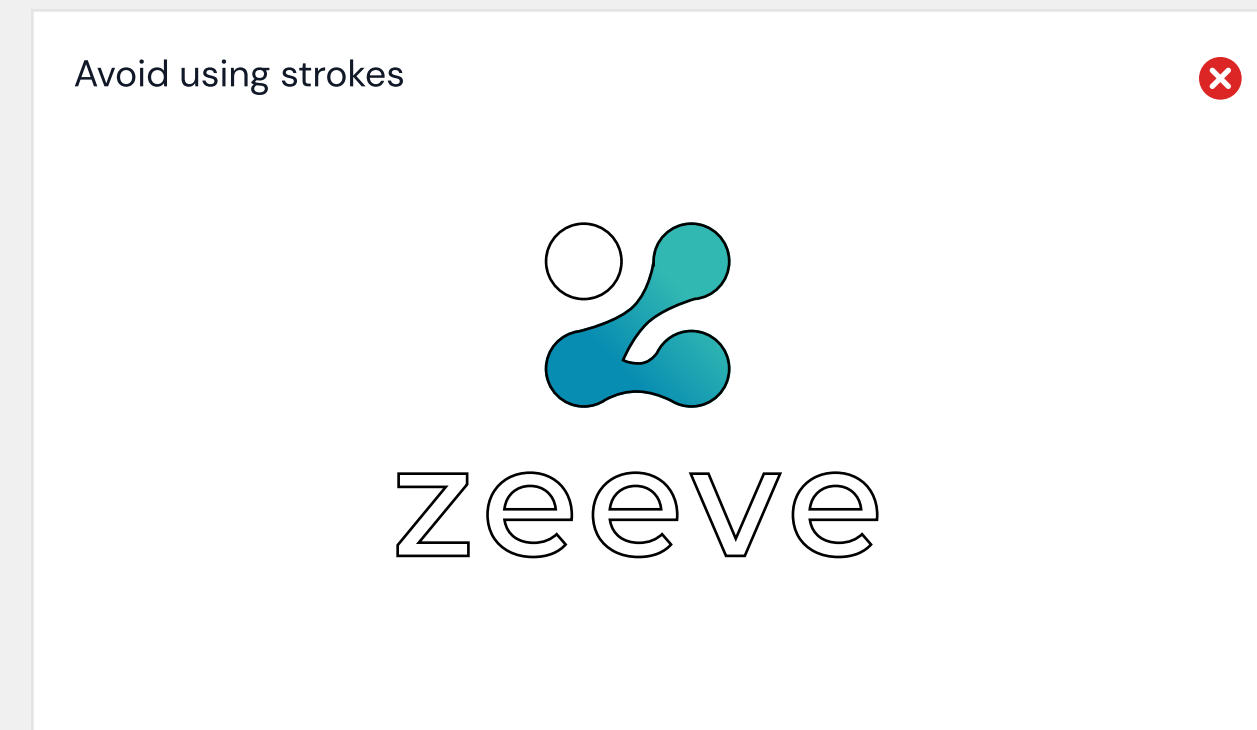
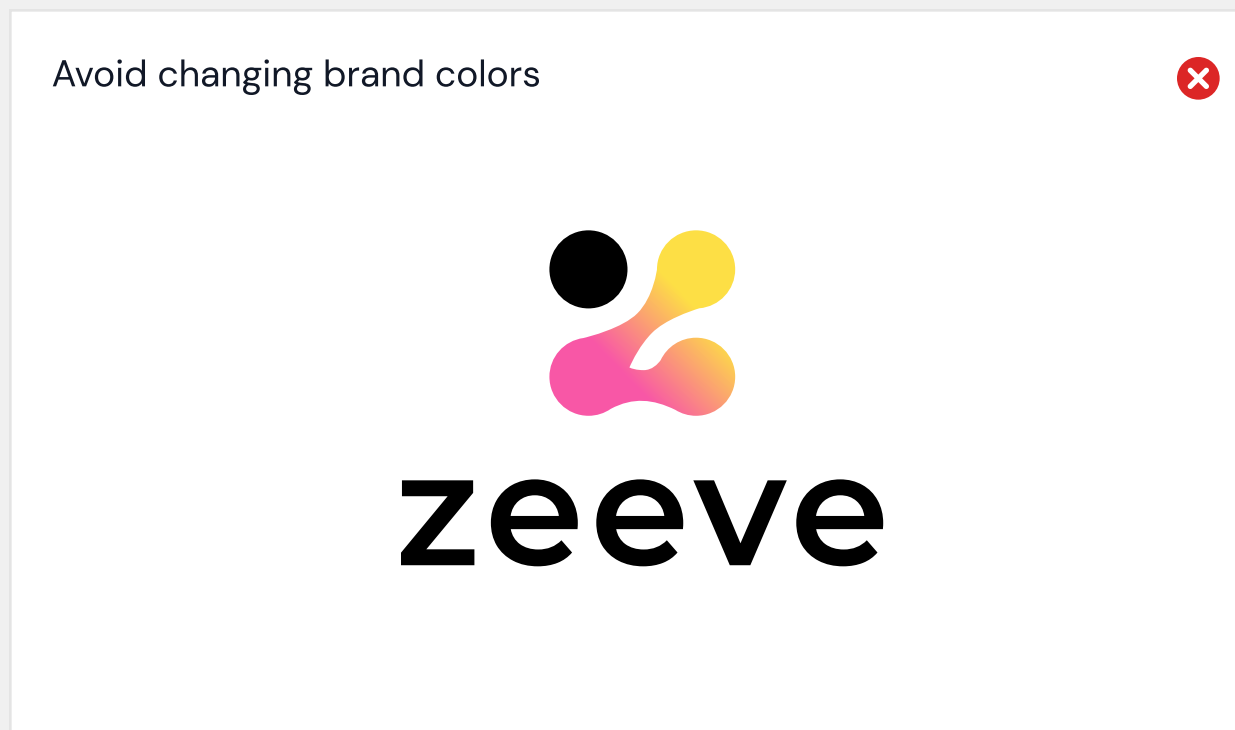
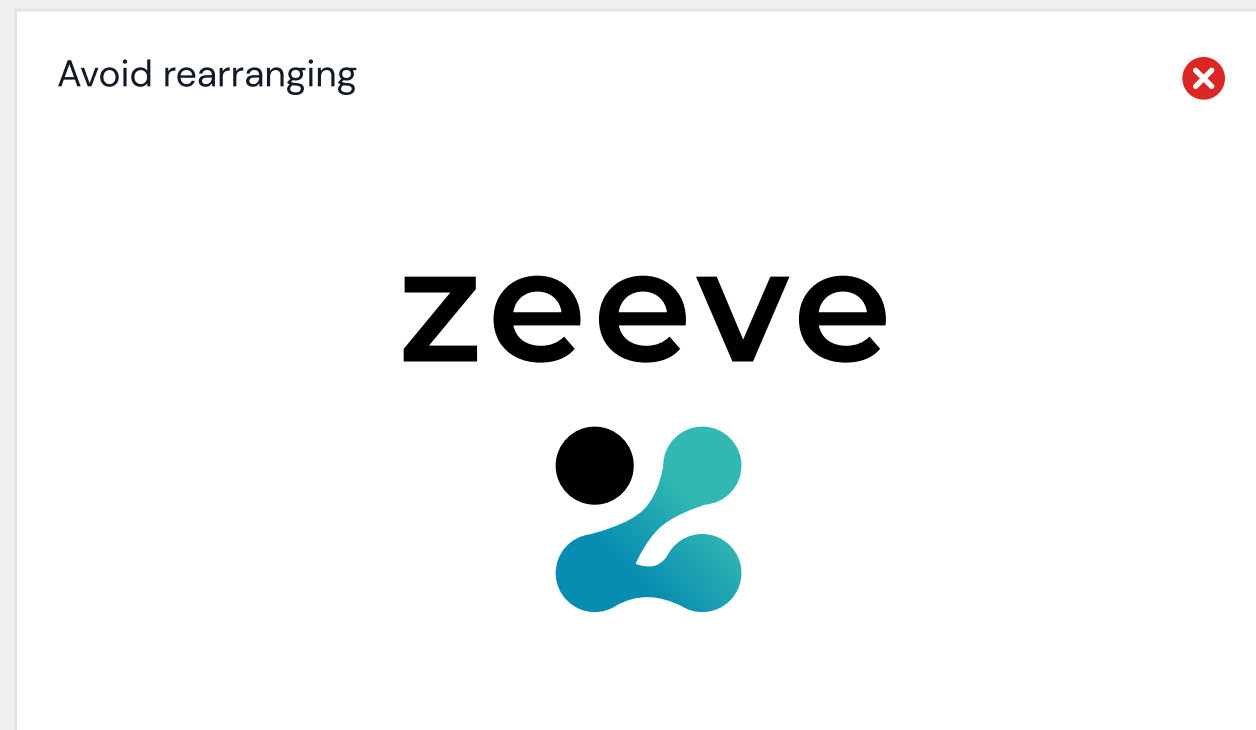
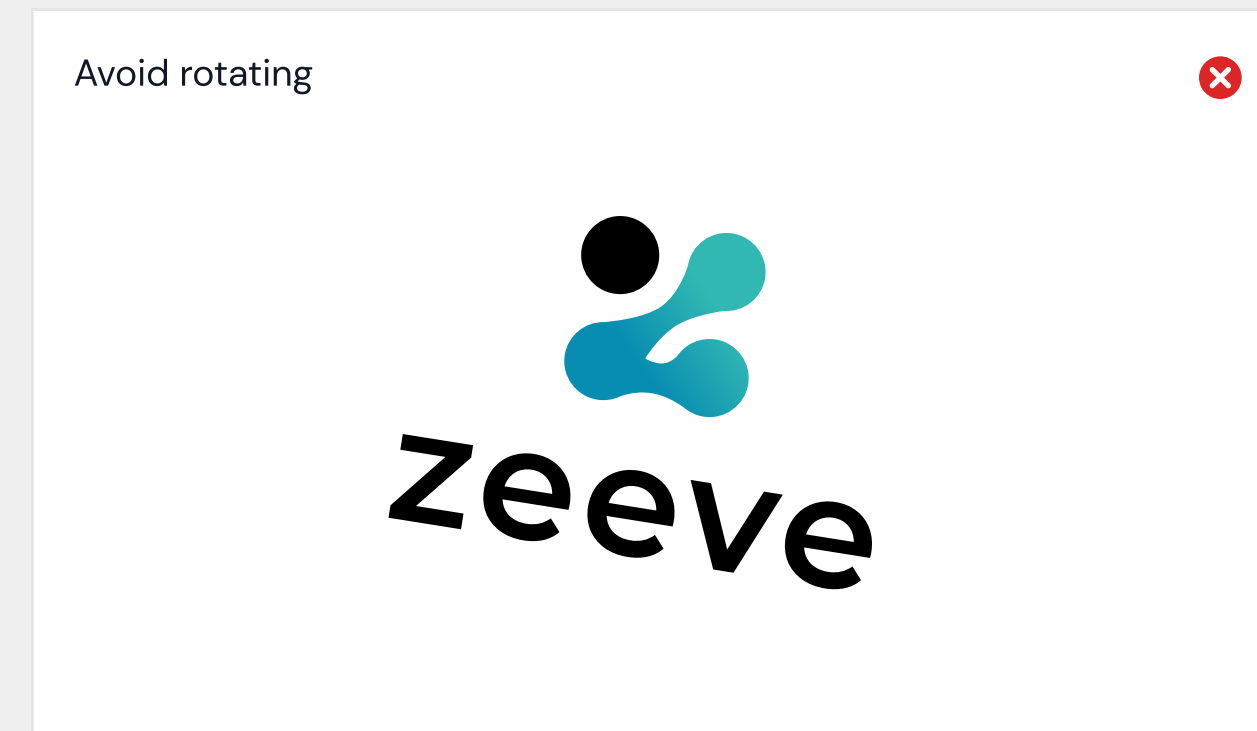


COLOR LOGO BACKGROUND



GRADIENT LOGO BACKGROUND





Not change the logo in these ways

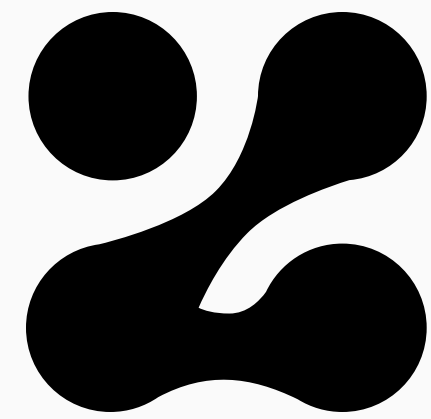
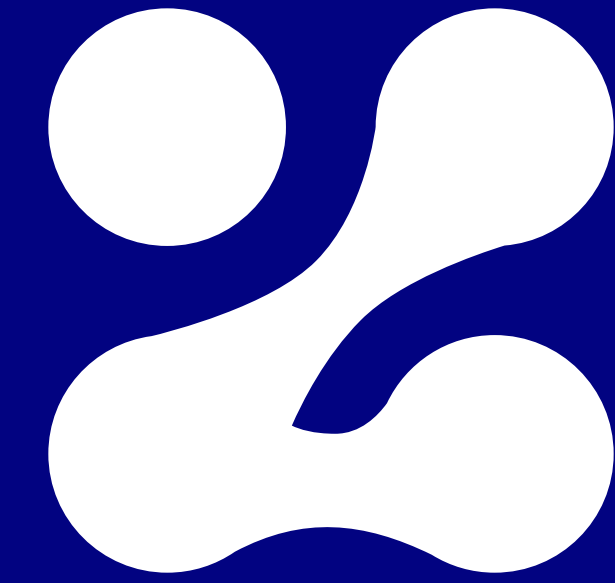
HOW NOT TO USE



It's important to maintain proper spacing around the logo to avoid overcrowding

LOGO SAFE ZONE

LOGOMARK SAFE ZONE



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options for using the logomark colors

[Download Logomark](#)

FFFFFF

020381

1EB9B1

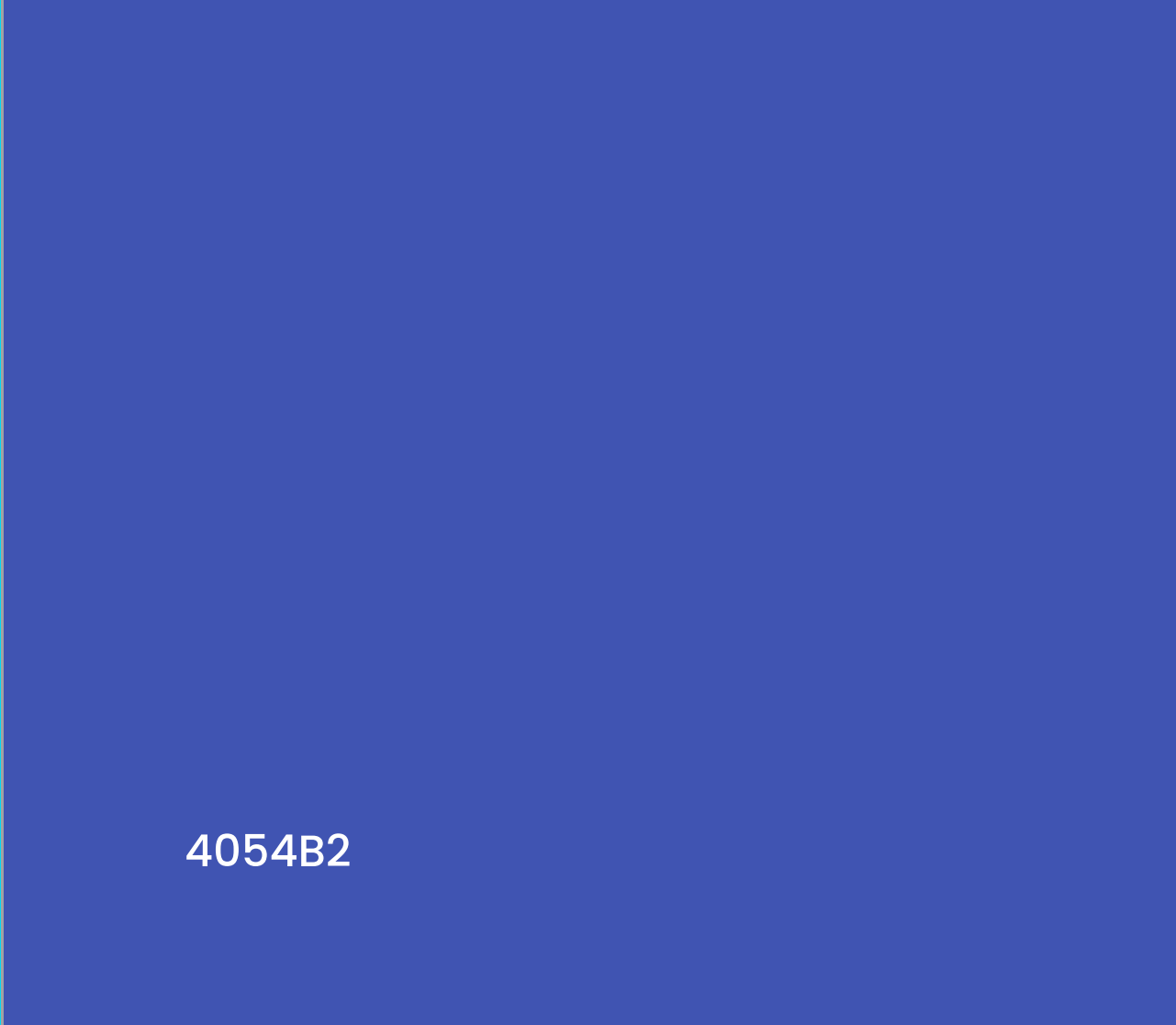
000000

Use primaries as the main colors in all internal and external visual presentations of the brand

PRIMARY COLORS



00D9F5



4054B2



E4E7FB



F2F4FF



FF9653



F9B400



93FFD8



FF95B5

The secondaries are complementary colors. Use them to support the primary color

SECONDARY COLORS

TYPOGRAPHY

01

typeface

headings

02

typeface

main text

Aa Bb Cc
Dd Ee Ff

Poppins

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789
!@#\$%*&?)

PRIMARY TYPEFACE
— HEADINGS

Regular

Medium

Bold

PATTERNS

patterns

main pattern

patterns

example

patterns

additional patterns

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xy Yx
Zz

0123456789
!@#\$%*&?)

Poppins

Main text

TYPEFACE — SUB HEADINGS
& PARAGRAPHS

Regular

Medium

Bold

088DB2 + 32B8B2

GRADIENTS
PRIMARY

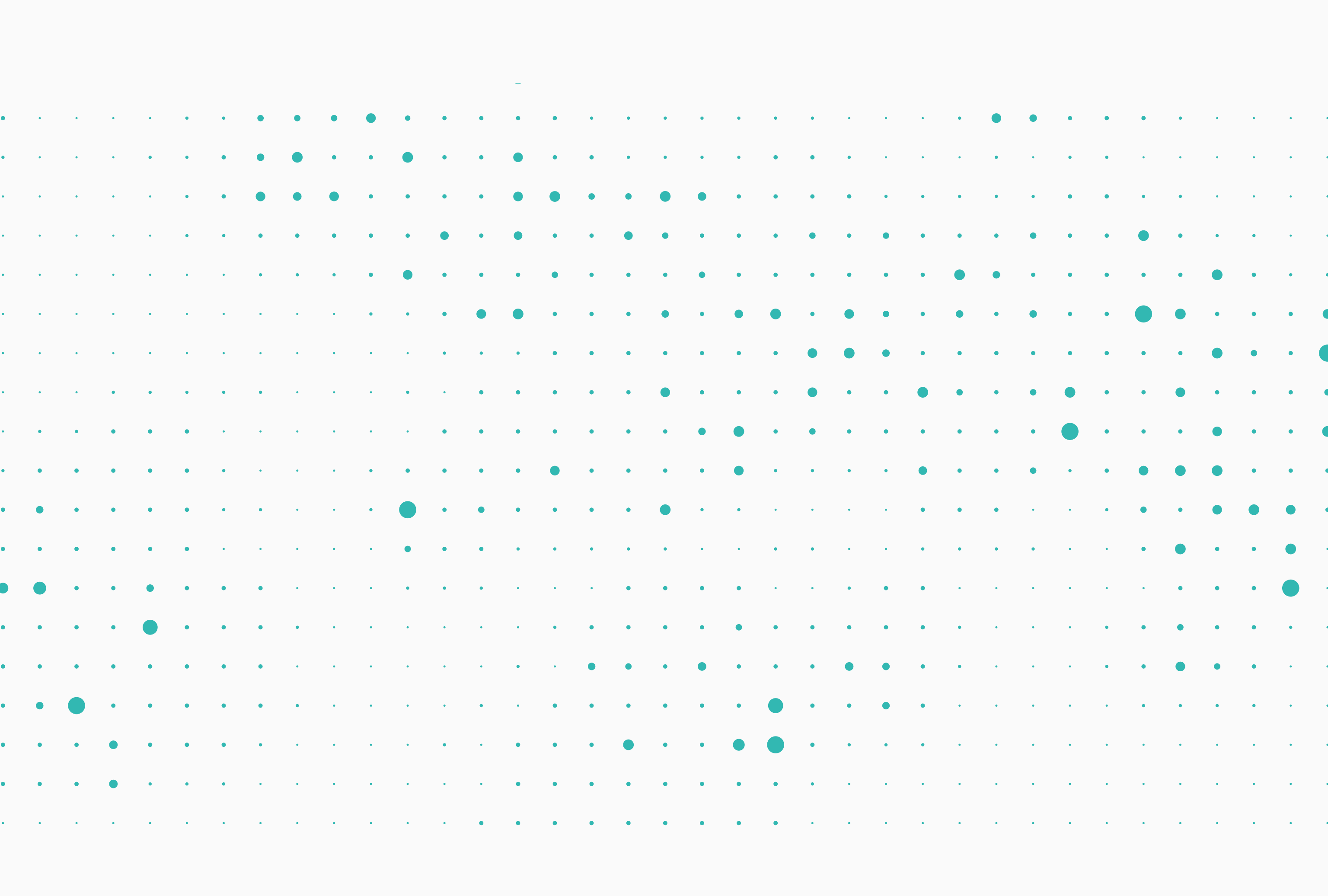
4054B2 + FFFFFFFF

GRADIENTS
SECONDARY

1EB9B1 + FFFFFFFF

GRADIENTS
SECONDARY

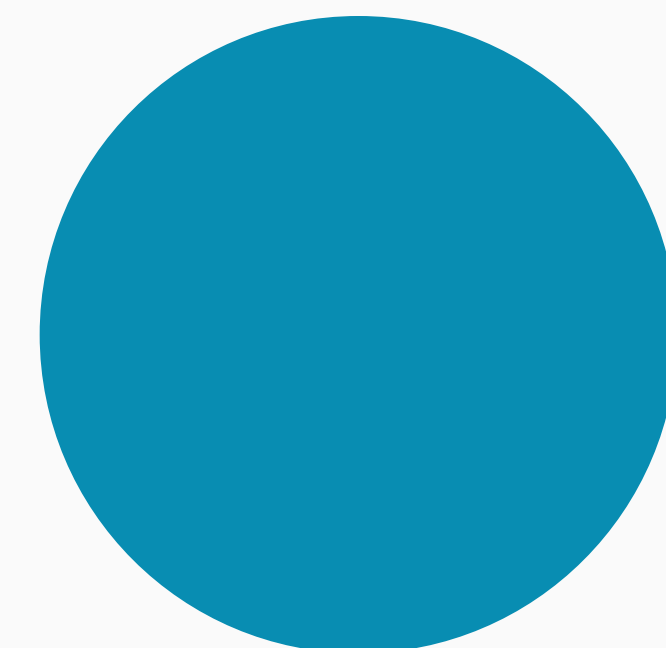
FF95B5 + FFFFFFFF



**PATTERN
MAIN IDEA**



Logomark Elements Are The Base



**PATTERN
MAIN IDEA**

Logomark Elements Are The Base



PATTERN
ADDITIONAL IDEA



Logomark Elements Are The Base



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Text Menu

Text Menu

Text Menu

Text Menu

LOREM IPSUM DOLOR

Deploy, Monitor And Scale Nodes - Enterprise Grade Web3 Infrastructure





Text Menu

Text Menu

Text Menu

Text Menu

LOREM IPSUM DOLOR

Deploy, Monitor And Scale Nodes – Enterprise Grade Web3 Infrastructure



Text Menu

Text Menu

Text Menu

Text Menu

LOREM IPSUM DOLOR

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Deploy, Monitor And Scale
Nodes - Enterprise Grade
Web3 Infrastructure

Deploy, Monitor And Scale
Nodes - Enterprise Grade
Web3 Infrastructure

USAGE

merchandise items





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