

01

Brand Identity Guidelines

Brand Guidelines

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Brand Identity Guidelines

Brand introduction

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Introduction

Brand introduction:

ZAP-Hosting is the world's fastest growing game server & virtual server provider. We facilitate and help make games into awesome memorable experiences. Ever since 2010 we offer an wide range of powerful server products and our experience. Host your own server in 60 seconds on one of our many different locations across the globe. We have the best network infrastructures, offer the best DDoS protection and highly available server performance.

We are
“ZAP-Hosting”

Complete Logo

our logo is the face of ZAP-Hosting”

The primary visual expression that we use to identify ourselves mean that we need to be careful to use it correctly and consistently.



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App icons

General Size

General size of app icon is 96 X 96 (Transparent Png)



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Logo versions

For Light Backgrounds

Our brand standard logo/brand icon/mark must always be printed in our defined brand colors as described in the color system section. for white backgrounds always use a logo having dark color typography.



For Dark Backgrounds

If the brand logo need to be printed or displayed in dark color background, the logo having light typography will be used. Dark black or, other dark colors are the preferred background color for this version of logo.



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Logo variations

Complete Logo



Logo Icon



Logo Wordmark

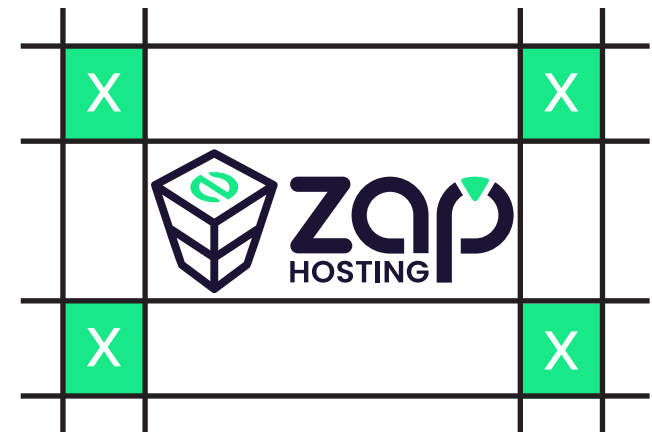


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Clear Space

Exclusion Zone

The clear space has been established to ensure logo visibility and impact. Always maintain the clear space zone between the logo and other graphic elements (type, images...). It is important to keep brand marks clear of any other graphics elements. To regulate this, an exclusion zone has been established around the brand mark. This exclusion zone indicates the closest any other graphic element or, message can be positioned in relation to the logo design.



X is equal to the First Letter "Z"

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Minimum Size

For Digital Usage

For digital usage, such as on websites or social media platforms, the minimum size of a logo is typically defined in terms of pixel dimensions. The specific minimum size can vary depending on the design, but a common recommendation is to have a logo size of at least 60 pixels in width. This ensures that the logo remains recognizable and doesn't lose its visual impact when displayed on screens of various sizes.

Horizontal Logo

60 pixels/0.83 inch



Logo icon

40 pixels/0.55 inch



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Minimum Size

For Print Usage

For Print usage, such as on Business card or Letterhead, the minimum size of a logo is typically defined in terms of inches dimensions. Again, the specific minimum size can vary depending on the design, but a common recommendation is to have a logo size of at least 1 inch in width. This ensures the clear logo visibility on various print materials

Horizontal Logo

1 inch/ 72 pixels



Logo icon

0.8 inch/ 57.6 pixels



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Website Logo

Logo Sizes For Website

In general website logos can be any size, however the recommended logo dimensions for a web page are 250 x 150 px. Remember that our logo will not take up the entire width of a website, banner or layout, Rather it should be included in the overall design. Some standard measurement for website are given below:

Vertical Logo

160 x 160 px

Horizontal Logo

250 x 150 px

350 x 75 px

400 x 100 px

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Brand Identity Guidelines

Favicon

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Favicon

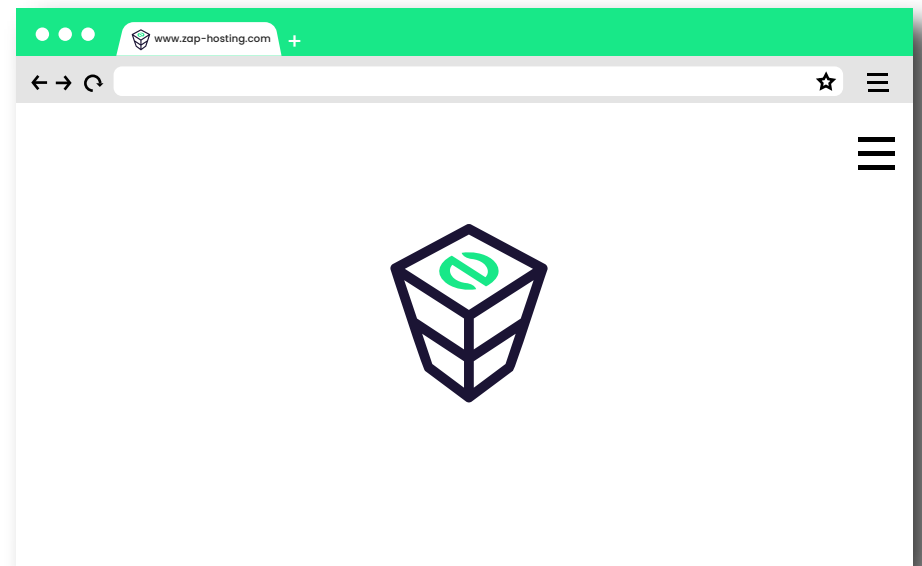
Logo Favicon For Website

A favicon, also known as a shortcut icon, website icon, tab icon, URL icon, or bookmark icon, is a file containing one or more small icons, associated with a particular website or web page

16 X 16 PIXELS

32 X 32 PIXELS

48 X 48 PIXELS



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Brand Identity Guidelines

Social Media Sizes

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Logo Sizes For Social Media

Instagram

Profile Photo (circular) 110 x 110px

Facebook

Profile Photo (square) 170 x 170px

Cover Photo 820 x 312px

Youtube

Profile Photo (circular) 800 x 800px

Cover Photo 2560 x 1440px

Thumbnail Photo 1280 x 720px

Twitter

Profile Photo (circular) 400 x 400px

Cover Photo 1500 x 500px

Linkedin

Profile Photo (circular) 160 x 60px

Cover Photo 1198 x 191px

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Logo Safe Usage

Do Not: Outline

Do not outline the the logomark.



Do Not: Distort the logo

Do not distort or reshape the the logomark.



Do Not: Fonts

Do not use any other font, no matter how close it might look to our selected font.



Do Not: Sizing

Do not squish or squash the logo. Any resizing must be in proportion.



Do Not: Apply effects

Do not apply effects like drop shadow or gaussian blur etc



Do Not: Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in color pallete



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Brand Identity Guidelines

Typography

Typography

Logo Font: Poppins

A b 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
1 2 3 4 5 6 7 8 9 10 ! ?

LIGHT

ITALIC

REGULAR

MEDIUM

BOLD

SEMIBOLD

BOLDITALIC

EXTRABOLD

Typeface

LOGO CONTAINS POPPINS FON IN IT. THE TEXTS ARE CONVERTED TO OUTLINE JUST TO PREVENT FROM CHANGING VISUALS. NOW THE TEXTS WILL APPEAR SAME EVERYWHERE AND THE FAMILY OF FONT IS SHOWN IN A TYPOGRAPHY PANEL. POPPINS IS A PRIMARY FONT WHILE NEXA IS A SECONDARY FONT FOR THE BRAND

Typography

Secondary Font: Nexa

A b 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
1 2 3 4 5 6 7 8 9 10 ! ?

EXTRALIGHT

LIGHT

REGULAR

BOLD

HEAVY

Font Showcase

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin porttitor elit in dolor dignissim accumsan. Suspendisse sollicitudin efficitur sapien, vel pharetra dolor consectetur ut. Ut a est congue, finio iuyt dio bus justo nec, lacinia felis. Integer consectetur ex nec nibh congue dignissim. Pellentesque quis enim ipsum.

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Typography

Font Usage Guidelines:

Primary Font should be the default typeface, a reflection of the overall brand identity.

Secondary Font: Secondary typefaces are typefaces used to support a consistent design system, and create a cohesive visual expression that matches that of the logo typeface.

We have Defined the Method Below “Where to use primary font & where to use secondary font” while Keeping in mind that Poppins is our primary font and Nexa is the secondary font for the Brand.

Leading

Leading is the space between multiple lines of type, which can be as few as two lines of type to well, as many lines as needed



Tracking

Tracking is the process of loosening or tightening a block of text

Sample

Sample

S a m p l e

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Typography

Headline/Title

Nexa Heavy

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910!?

For any kind of headline Nexa Heavy Font will be used.

Leading, and tracking will play a crucial role in achieving the beautiful look of headline font

Leading: Keep it Auto (depending on the size of font)

Tracking: 0 points

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Typography

Sub-Headline

Poppins Semibold

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910!?

For any kind of Sub-headline Poppins Semibold Font will be used.

Leading, and tracking will play a crucial role in achieving the beautiful look of headline font

Leading: Keep it Auto (depending on the size of font)

Tracking: 0 points

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Typography

Body Copy

Poppins Regular

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910!?

For Body copy Poppins Regular Font will be used.

Leading, and tracking for the body copy is defined below

Leading: Keep it Auto (depending on the size of font)

Tracking: 10 points

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Brand Identity Guidelines

Color Palette

Color scheme – Palette

18e888

(RGB) 24 232 136

00c48b

(RGB) 0 196 139

39f1b3

(RGB) 57 241 179

00ffff

(RGB) 0 255 255

00ffff

(RGB) 0 255 255

1b144b

(RGB) 27 20 75

Gradient

18e888

(RGB) 24 232 136

00ffff

(RGB) 0 255 255

Type Of Gradient: Linear

Angle Of Gradient: 0 (zero)

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What to Avoid?

You have to avoid the following mistakes when working with color to create an appropriate company positioning.

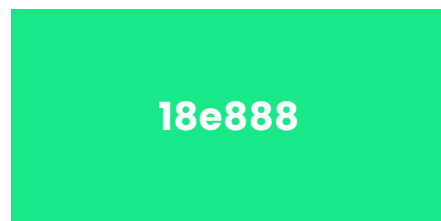
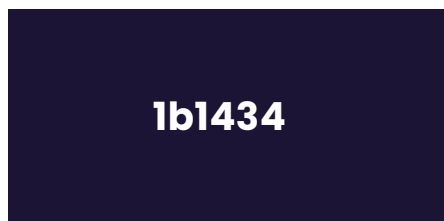
- 01. Don't put light text on light background
- 02. Don't change the official logo color
- 03. Don't use Busy Backgrounds
- 04. Use the appropriate color proportions
- 05. Don't replace colors with texture
- 06. Don't place similar colors on one another

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Color Modes

Primary Colors:

Primary colors are the core colors that form the foundation of a brand's visual identity. They are typically used for the brand logo, main typography, and key brand elements. Primary colors help establish brand recognition and consistency. Brands often have one or two primary colors that represent their identity.



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Color Modes

Secondary Colors:

Secondary colors are additional colors that complement the primary colors and expand the brand's color palette. They are often used to add variety and visual interest to marketing materials, website design, and other brand assets. Secondary colors should be chosen carefully to ensure they harmonize well with the primary colors and reflect the brand's overall aesthetic.



00c48b



39f1b3



00ffff

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Color Modes

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

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Brand Identity Guidelines

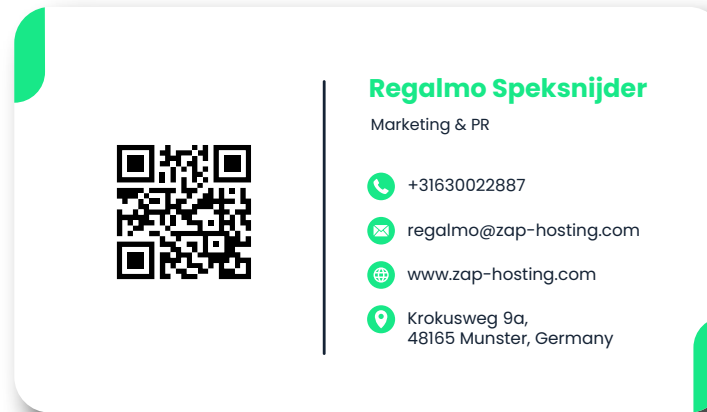
Stationery

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Business Card

General Size

The general size of business card is 3.5 x 2 inches with an extra bleed of 0.125 for printing purposes



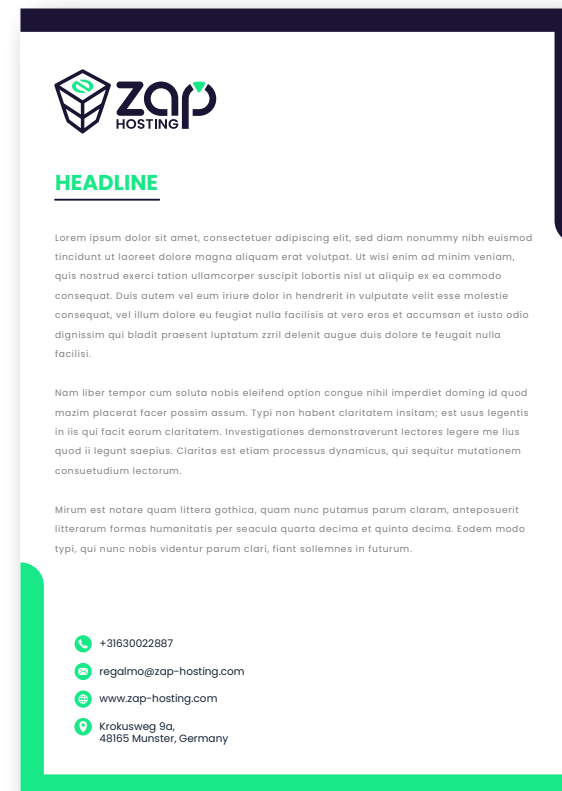
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Letterhead

General Size

The general size of Letterhead is 8.2 x 11.6 inches with an extra bleed of 0.125 for printing purposes

Ai and eps files will be used for printing purposes



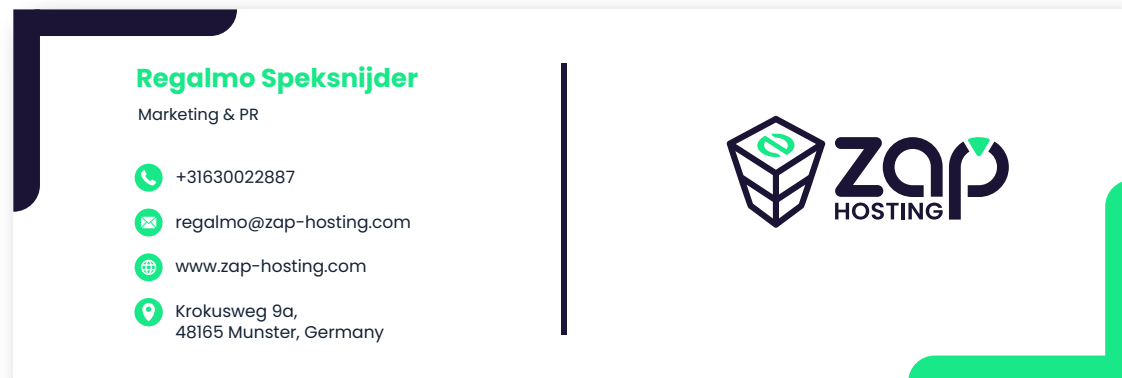
35

Email Signature

General Size

The general size of Email signature is 210 x 70 pixels

Svg and Png files will be used for digital purposes



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Brand Identity Guidelines

File Formats

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File Formats

Jpeg/Jpg

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

Png

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

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File Formats

Ai

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

Eps

EPS is an image format that stands for Encapsulated Postscript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

“Ai” and “Eps” are vector formats and ready for print

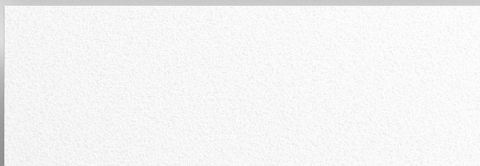
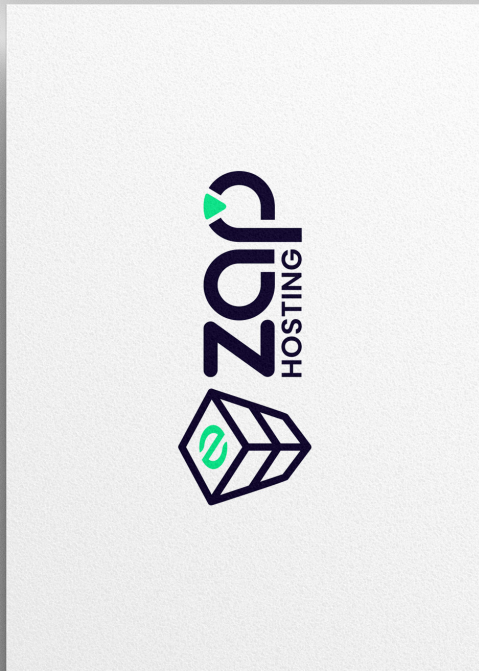
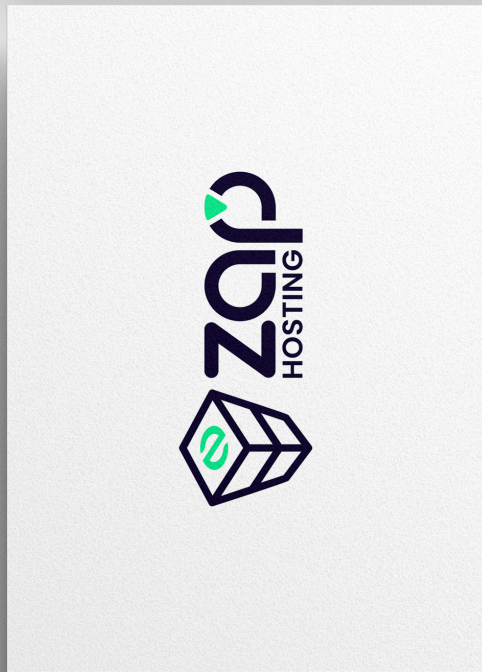
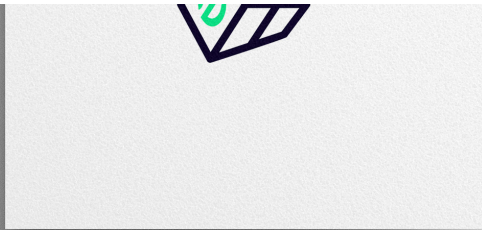
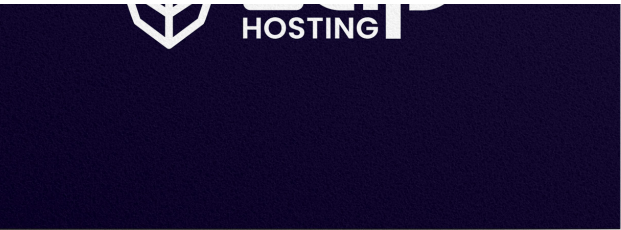
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Brand Identity Guidelines

Brand Mockups









Thank You!