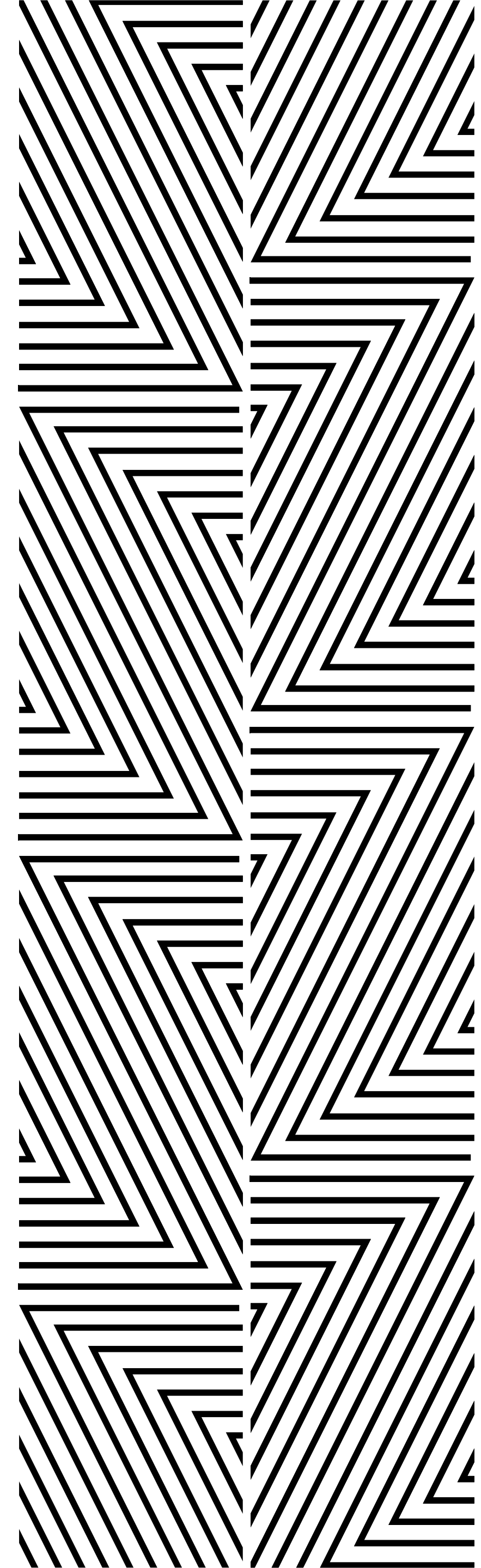


BRAND GUIDE



HELLO

Welcome to the Zadsorce brand guidelines.

Our visual identity has been thoughtfully designed to express our brand's character and energy.

The overall objective with our brand identity is to deliver a clear, coherent and inspiring system to express the brand at its best.

This guideline has been prepared to help you with creative work where you need to apply our brand mark.

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ABOUT OUR IDENTITY

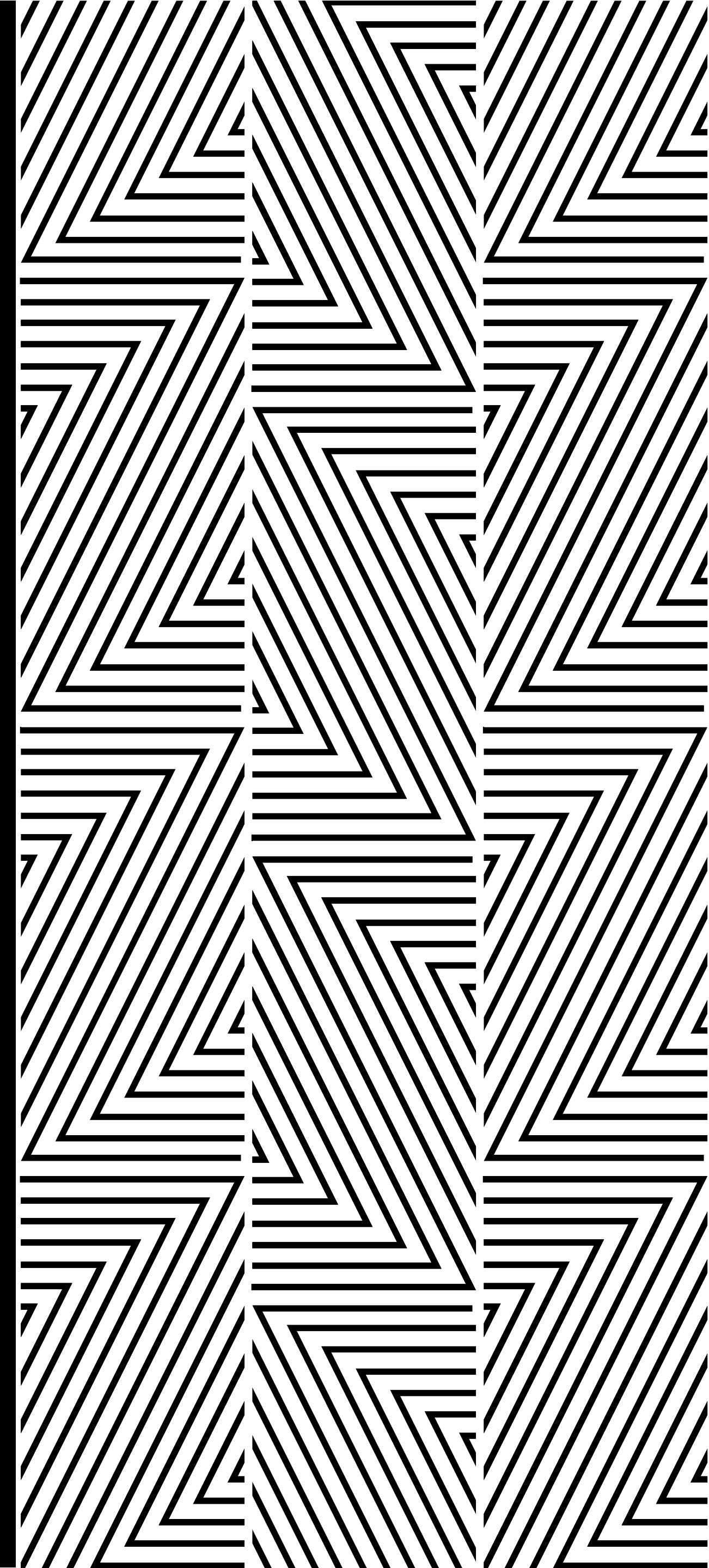
Our look and feel is as supercharged and streamlined as the promise we offer to deliver to its customers.

We empower businesses, therefore our visual language depicts this, bold shapes, brave colorways, and confident typefaces.

We have a straightforward and adventurous side, cutting through the nonsense and setting ourselves up as the leader in food & beverage business support and procurement.

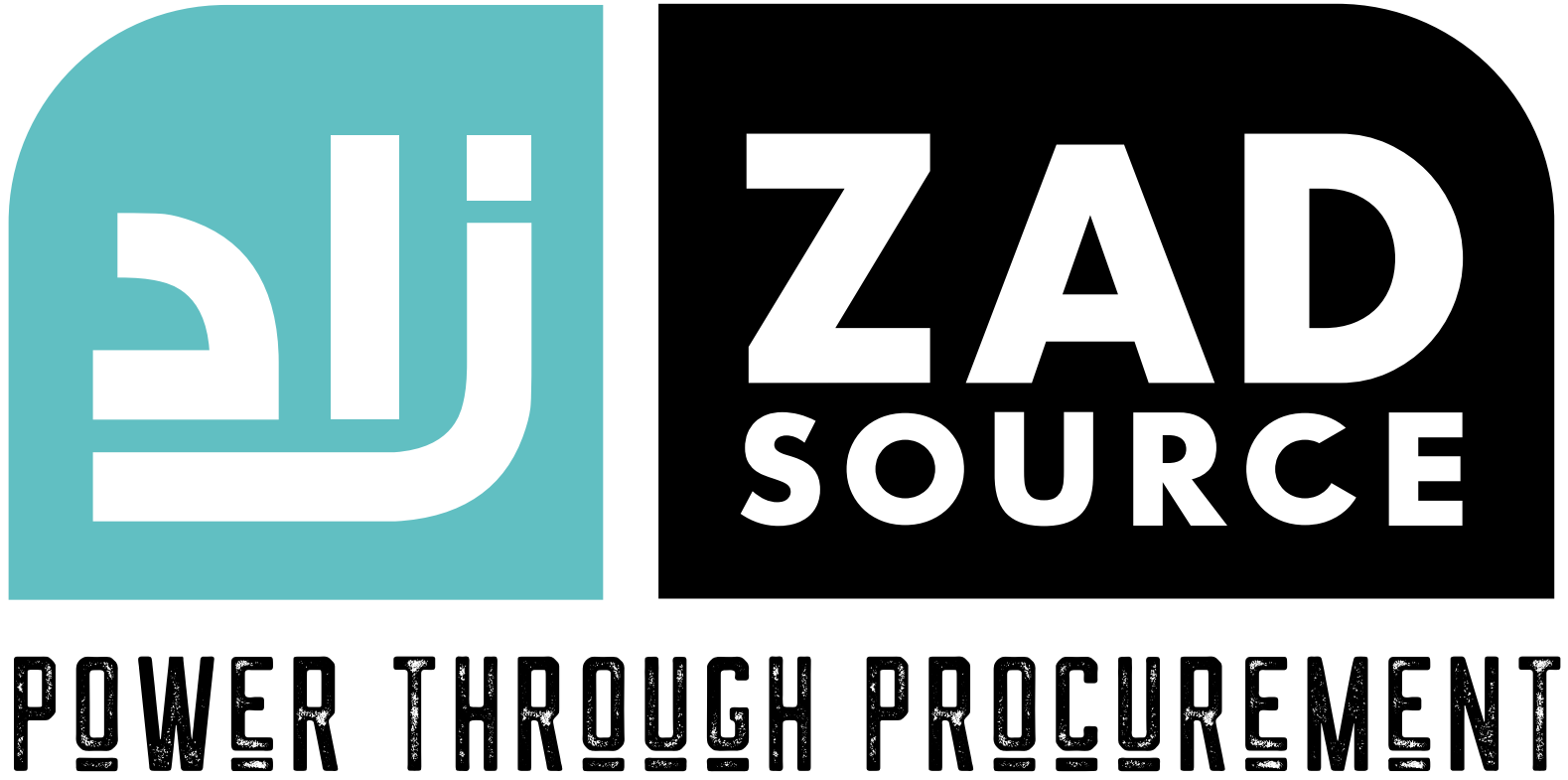
In a market flooded with apps and gimmicks, we are aesthetically eye-catching and boldly self-assured.

Fresh, current, digitally adaptable , and strong.



LOGO

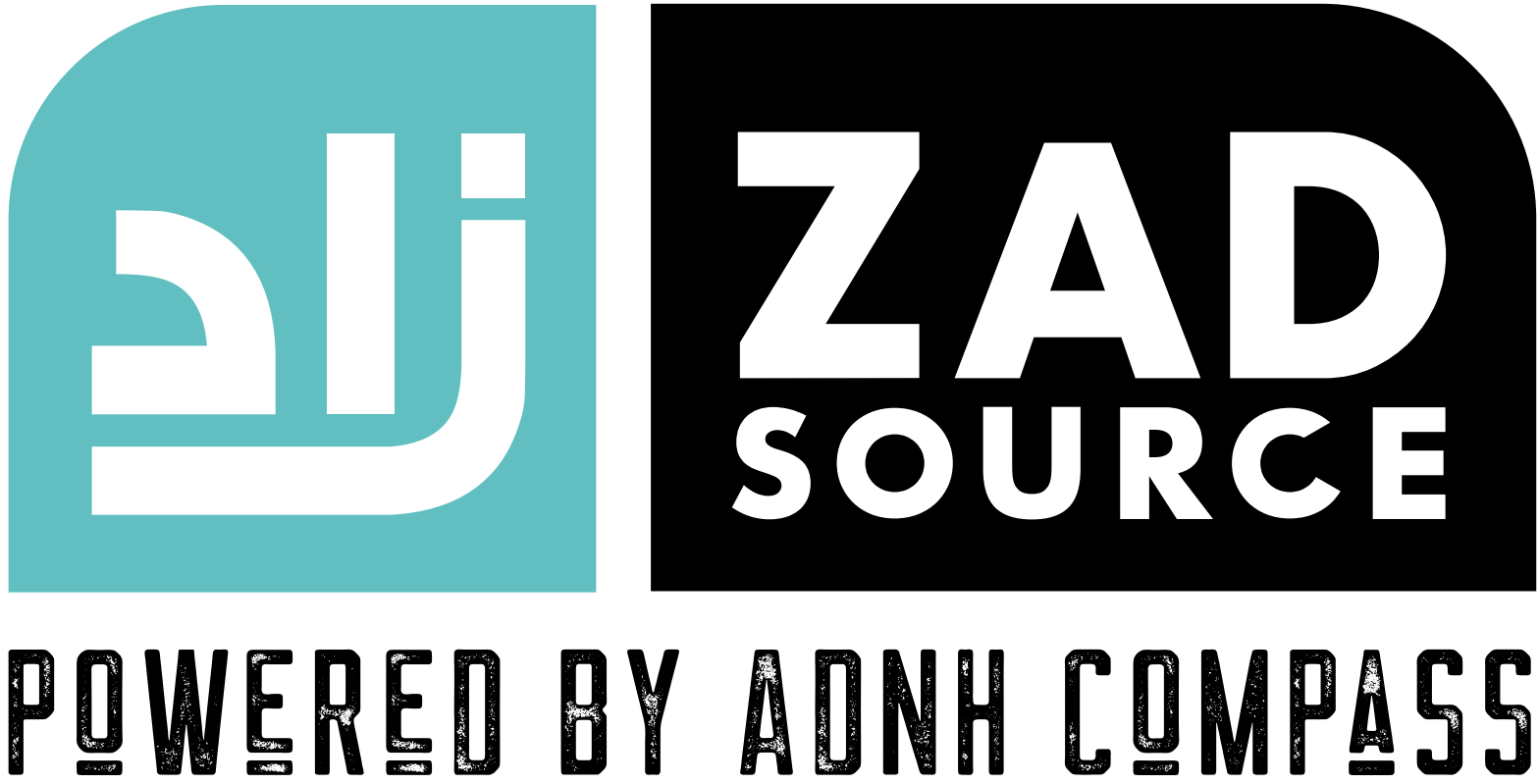
With tagline one



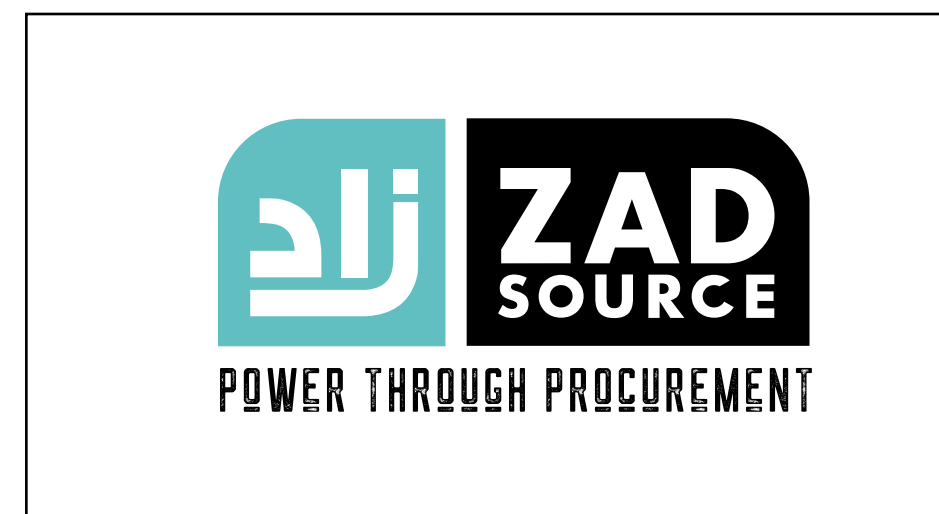
VISUAL IDENTITY

LOGO

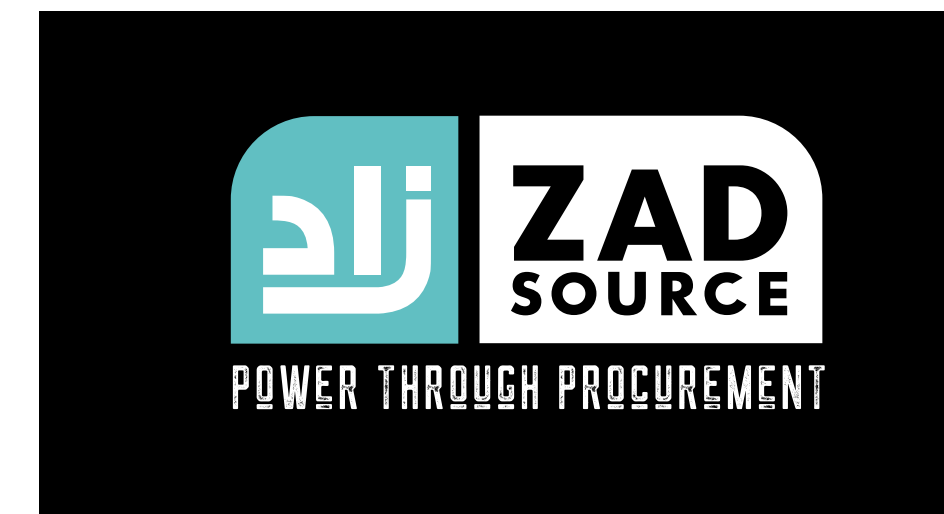
With tagline two



LOGO VARIANTS



LOGO ON WHITE



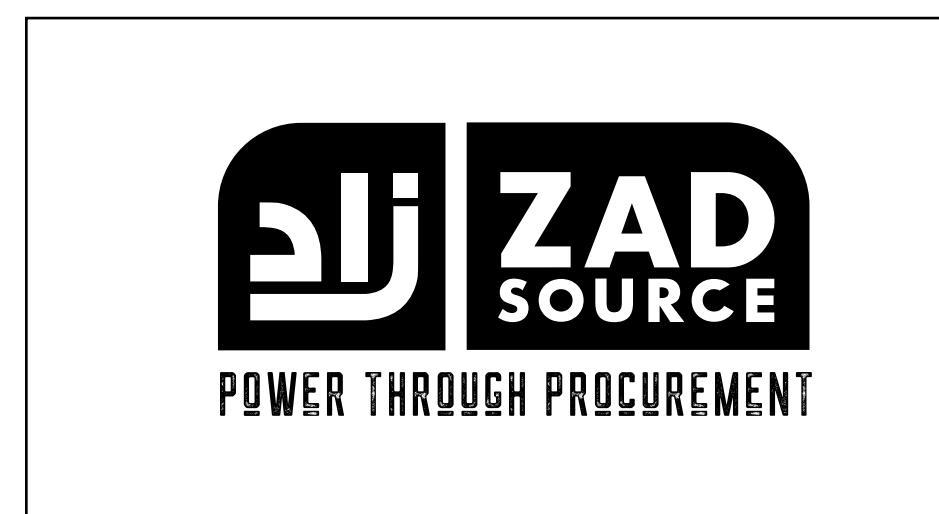
LOGO ON BLACK



LOGO ON WHITE WITHOUT TAGLINE



LOGO ON BLACK WITHOUT TAGLINE



ALL BLACK LOGO

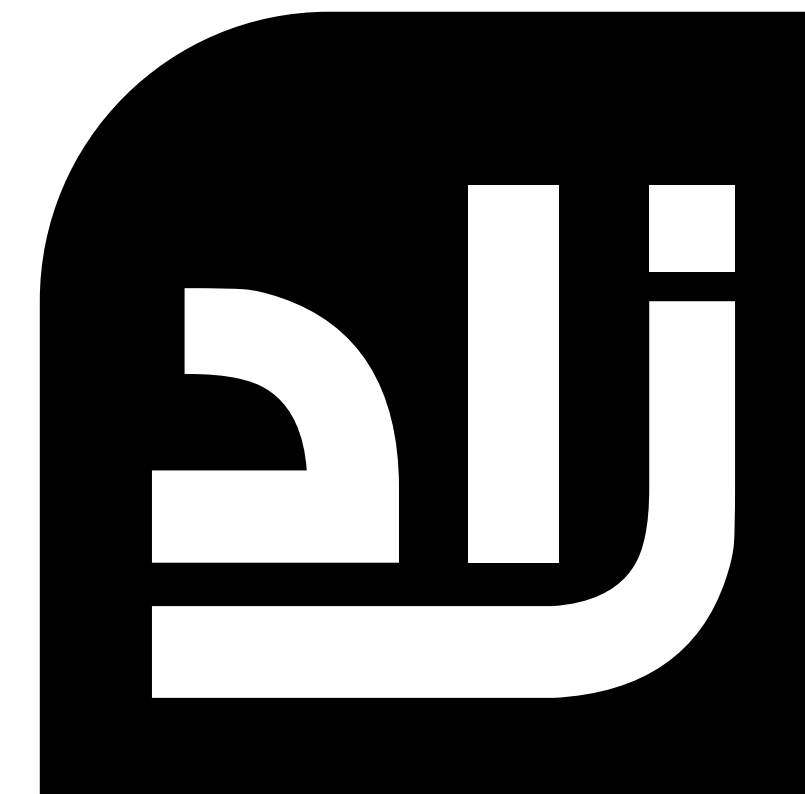


ALL WHITE LOGO

VISUAL IDENTITY

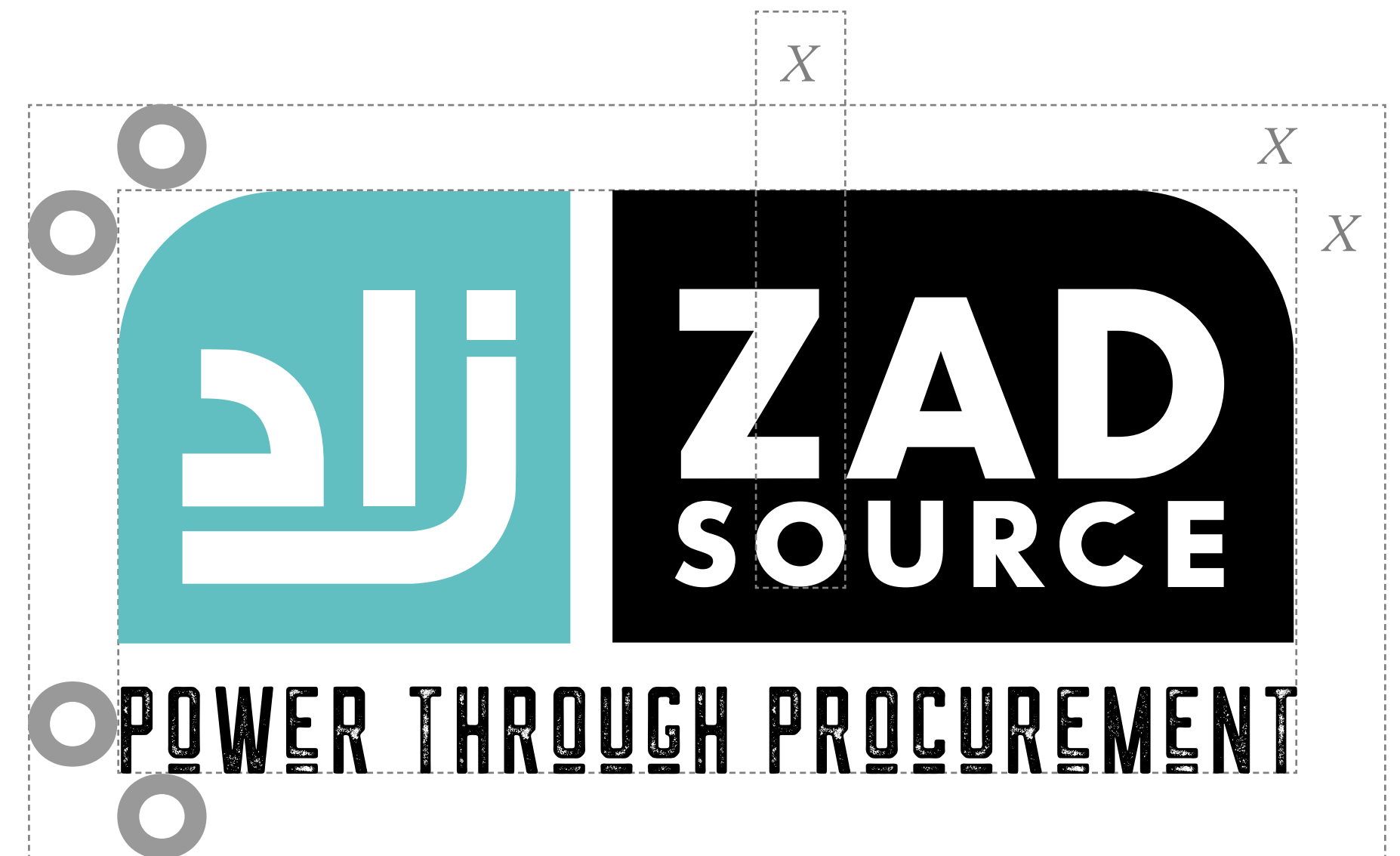
ICON

The Zadsourc Icon may be used in isolation when it is supported by other brand elements or on social media



EXCLUSION ZONE

Clear space has been established around the logo to protect its integrity, ensuring that it is never visually dominated by other elements. This is known as the exclusion zone. The space that has been defined (using the letter 'O' from the logotype), should be kept clear of all type, graphic elements, lines and illustrations.



TYPO- GRAPHY

PRIMARY

FUTURA

Medium

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

Bold

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

SECONDARY

THE FARMER

REGULAR

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

COLOUR

WHITE

BLACK

BLUE

hex # 59c6c6

RGB:
89/198/198

CMYK:
61/0/28/0

MUSTARD

hex #e2cd00

RGB:
226/205/0

CMYK:
16/12/96/1

GREEN

hex #42a74e

RGB:
66/167/78

CMYK:
74/5/87/0

RED

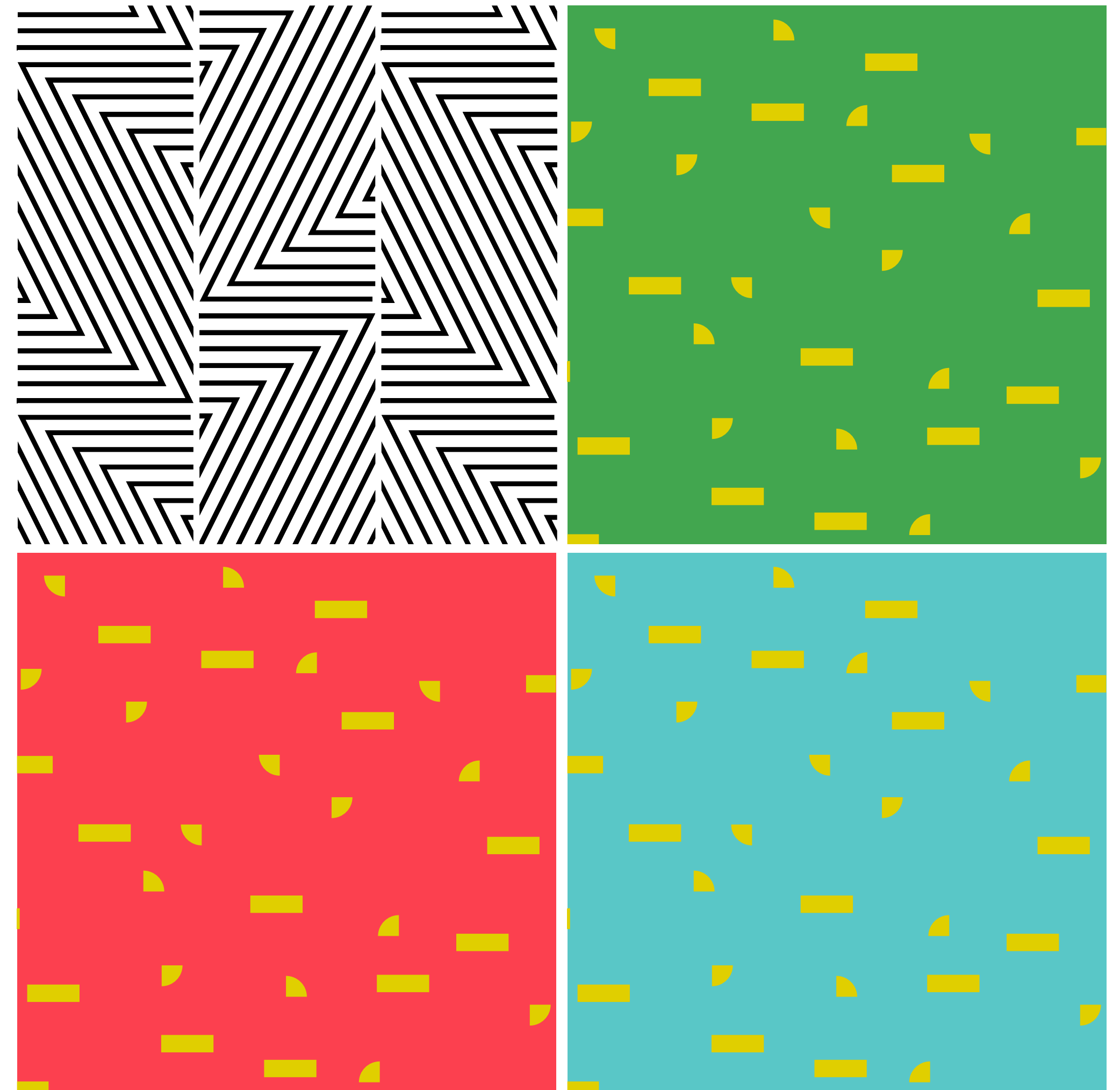
hex #fd3f50

RGB:
253/63/80

CMYK:
0/85/57/0

PATTERNS

Pattern colourways to only be used as illustrated here. The geometric black pattern only to be used on white and the yellow pattern to be used on the main colours or with no background colour on photographic images



VISUAL IDENTITY | PATTERN USAGE



BRAND VOICE

Step into the shoes of our Brand personality before you write. The brand voice refers how we convey our unique personality in our writing

**PERSONAL, DIRECT,
STRAIGHT-FORWARD,
ASSERTIVE, EDGY, CAPABLE
CONVERSATIONAL, CLEAR
AND CONFIDENT**

OUR BRAND VOICE IS:

Personal, direct, capable straight-forward, assertive, edgy, conversational. We speak clearly and confidently. We have empathy but in an assertive way as to always offer a solution, we are positive in our tone and supportive in a strong go-getter way.

THE RHYTHM OF OUR BRAND VOICE IS:

Sharp, to the point but at a pace that ensures clarity. We like to pause for emphasis.

THE VOCABULARY OF OUR BRAND VOICE IS:

Conversational but professional, we like to be assertive and realite with our clients. Our vocabulary is strong and always active.

**THANK
YOU**

