

Brand guidelines

The mark, the palette, the type and the things not to do with them.

The mark

The lockup is the symbol followed by the wordmark set in Archivo Bold. The symbol may be used alone where the name is already present. Do not redraw either.

- Clear space on all sides is at least the width of the symbol.
- Minimum width for the lockup is 90px on screen, 24mm in print.
- The symbol is #00A8BC on light grounds and on the deep field alike.
- The wordmark is ink on light grounds and paper on dark. Never brand-coloured.

Do not

- Stretch, rotate, outline or add effects to the mark.
 - Place the lockup on a photograph or a busy ground.
 - Recolour the symbol, or set the wordmark in another face.
 - Use the lockup smaller than the minimum, where the symbol closes up.
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Palette

One brand colour, one accent, a neutral ramp and white. There are no gradients.

NAME	HEX	USE
 Sea bright	#00A8BC	Brand fills. Labels on it are ink 800, never white.
 Sea deep	#00727F	Brand colour for text on white.
 Sea dark	#005A63	Pressed and hover states.
 Sea glow	#46D8EA	Brand colour for text on the deep field.
 Violet	#6E3BE0	The second colour. Used sparingly, never as a fill behind body text.
 Violet light	#B49BF2	Violet for text on the deep field.
 Ink	#0C1E22	Headings on white.
 Ink 800	#052A31	The deep field, and labels on a brand fill.
 Ink 500	#4A6167	Body text.
 Paper	#FFFFFF	The base. The site is white, not off-white.

THE RULE THAT GOVERNS THE PALETTE

Sea bright is bright enough that white text fails on it — 2.87:1. Labels on a brand fill are ink 800, which reaches 5.8:1. Sea deep is the brand colour for text on white. Reversing either of those breaks the palette and fails WCAG AA.

Type

Archivo	Bold	Display and headings. Tight tracking at large sizes.
Public Sans	Regular / Semibold	Everything read — body, UI, long-form.
IBM Plex Mono	Regular	Data, figures and the small uppercase labels.

All three are open licence and available from Google Fonts. Where they cannot be loaded, fall back to the system sans stack rather than substituting a similar face.

Writing the name

- **zevOS** — lower-case z, upper-case OS. Not ZevOS, not Zevos, not ZEVOS.
- Lower-case at the start of a sentence too. Rewrite the sentence rather than capitalising it.
- The legal entity is White Stripe Innovations Private Limited. zevOS is the product.