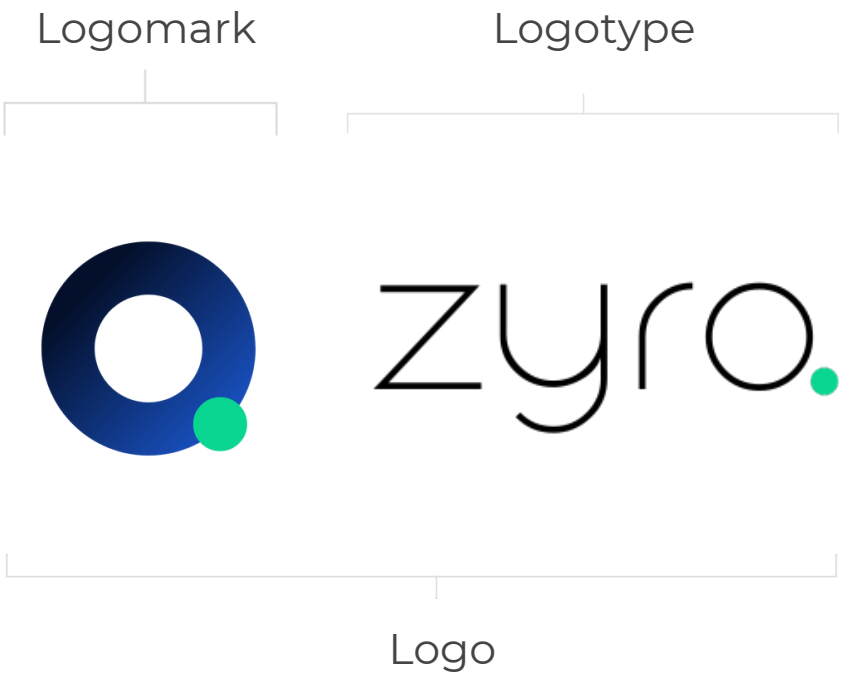
zyro.

Brand Guidelines

Zyro Digital company branding standards

Horizontal Logo

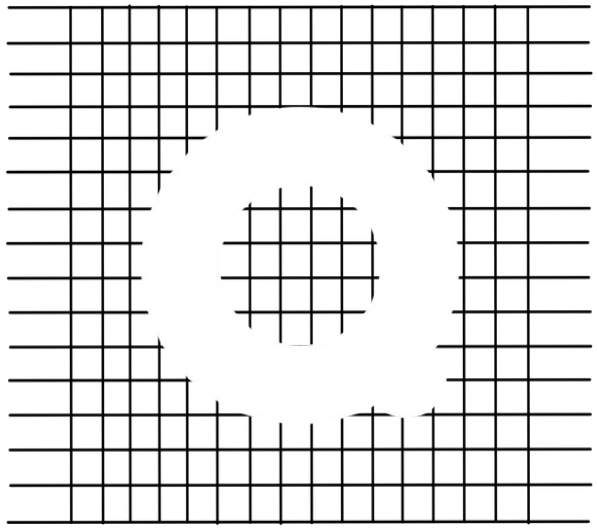
The logo consists of a “mark” or “symbol” and a typeface. The symbol can be used alone, but if possible, the full logo should be used. Zyro is an analogy for zero therefore the symbol is a zero (0) with a dot.



Logo Variations

Apply common sense when choosing which logo variation to use.

Thumbnail Mark



Colours

Primary

#09d690
RGB 9 214 144
CMYK 96 0 33 16

Caribbean Green

#03163f
RGB 3 22 63
CMYK 95 65 0 75

Rich Black

Secondary

#AAF0D4AD
RGB 170 240 212
CMYK 29 0 12 6

Mint Green

#000123
RGB 0 1 35
CMYK 100 97 0 86

Deep Black

#000000
RGB 0 0 0
CMYK 0 0 0 100

Black

Typography

We also use satoshi regular and bold on some places on our website.

Aa

Poppins Regular

Title Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

Roboto Regular

Title Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

zyro.