



Brand Guidelines

This manual contains the constituent elements of the brand. As constituent elements, it establishes the construction guidelines, the use of typographies and the chromatic applications of the brand.



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The Logo



The primary visual expression that we use to identify ourselves meaning that we need to be careful to use it correctly and to do so consistently. The logo is the brand identifier commonly used in almost all applications.

On the following pages of this manual you will find other variants of the logo.



To ensure proper application of the logo, and also to ensure its perception on all media, a minimum distance has been established that must exist between other graphic elements and the logo.



Colors



The predominant color will be Black. It will be used as the main color and base color in all its combinations.

Other colors that will complement the brand identity will be dark grey white and black.

| | | |
|--|---|---|
| <div>PANTONE 381 C</div> <div>RGB 62 67 181 HEX 3E43B5 CMYK 47 45 0 29</div> | <div>Dark Grey</div> <div>RGB 22 22 22 HEX 161616 CMYK 0 0 0 91</div> | <div>Black</div> <div>RGB 11 11 11 HEX 0B0B0B CMYK 0 0 0 100</div> |
| | | <div>White</div> <div>RGB 255 255 255 HEX FFFFFFFF CMYK 0 0 0 0</div> |

Typography



Manrop is a very versatile and legible sans-serif typeface, which makes it a popular choice for designers. With a wide range of weights and styles, Inter is reliable and aesthetically pleasing for print and digital projects.

Manrope
Aa Bb Cb Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

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0 1 2 3 4 5 6 7 8 9

Use and Variants

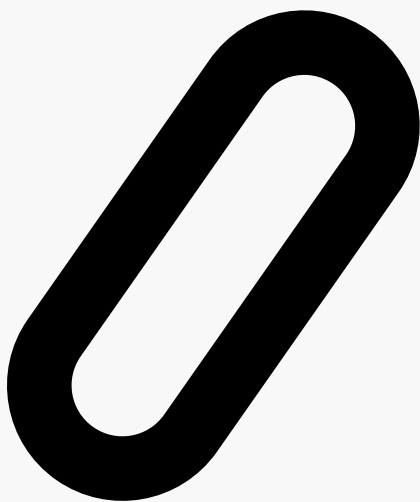
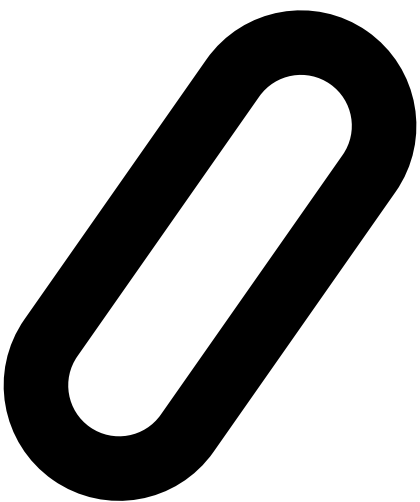


Whenever possible, the brand will be applied in its main version with its respective colors. In case it is not possible for technical reasons, the positive or negative version will be used.

The ZeroLend logo is displayed in white on a dark gray background. It consists of a stylized 'Z' icon followed by the word 'ZeroLend' in a sans-serif font.The ZeroLend logo is displayed in white on a dark gray background. It consists of a stylized 'Z' icon followed by the word 'ZeroLend' in a sans-serif font.The ZeroLend logo is displayed in black on a light gray background. It consists of a stylized 'Z' icon followed by the word 'ZeroLend' in a sans-serif font.The ZeroLend logo is displayed in black on a white background. It consists of a stylized 'Z' icon followed by the word 'ZeroLend' in a sans-serif font.

It is the version of the logo that, due to reproduction or application needs, is reproduced only as a continuous spot, without gradients or shading.

It will be used in many media and applications that require a monochrome version of the logo.



Maximum visibility, readability, and contrast must be guaranteed in all applications.

If the logo is going to be applied on non-corporate backgrounds or photographs, it must be applied in white or black, depending on the brightness of the background.



Dark non-corporate color background



Light non-corporate color background



Light photographic background



Dark photographic background

The logo has measurements and proportions determined by criteria of composition, hierarchy, and functionality.

Under no circumstances will modifications be made to these sizes and proportions. This restriction also applies to the brand colors.



Don't distort



Don't change color



Don't change the original solid color with an outline



Don't change size



Don't reduce opacity

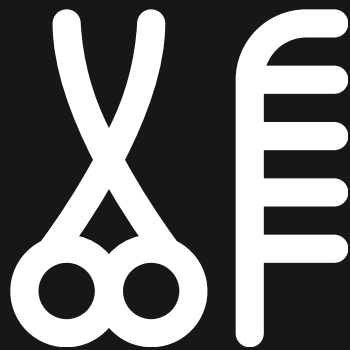
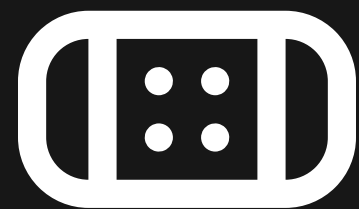
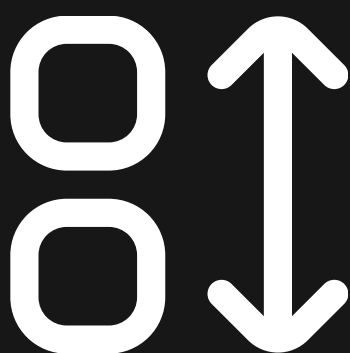
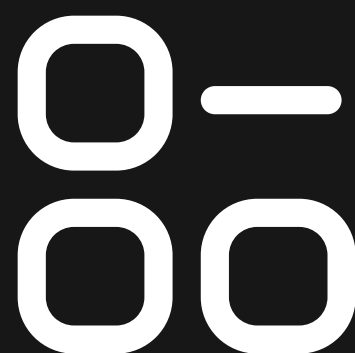
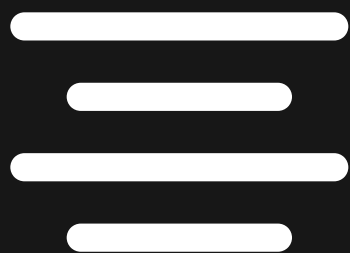


Don't use gradient

Iconography



The icons are inspired by simplicity and modernity. They use rounded corners & geometric shapes to convey a sense of innovation and ease of use. The visual style is flat and minimalistic, making them versatile and suitable for use across different platforms and applications.



3D Elements

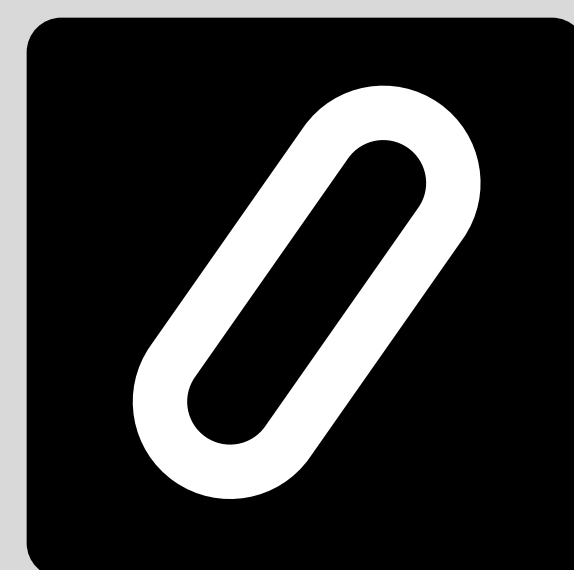
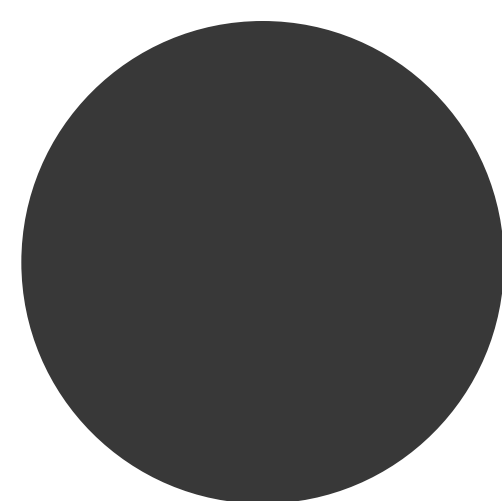
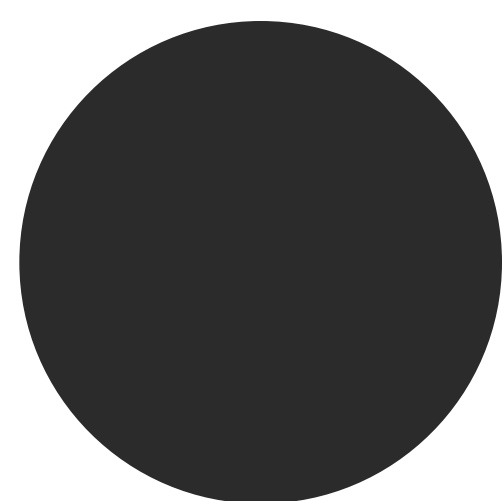
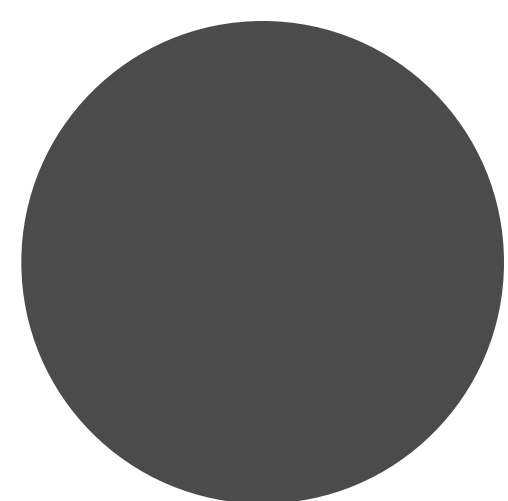


Textures are visual elements that reinforce our identity and add a distinctive touch to our communications and branding materials in the realm of 3D design. These textures are strategically employed to create consistency and recognition in various applications, whether in digital or print formats.

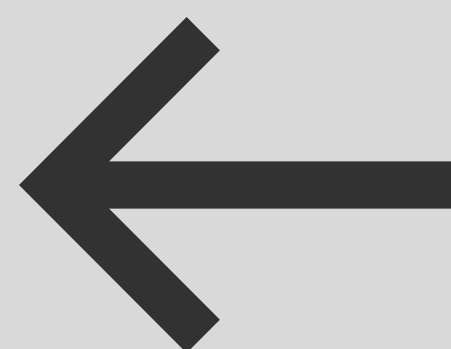


Applications





Zerolend



 ZeroLend

A user-friendly gasless lending market
for tokenized real-world assets with
account abstraction features to
onboard the next billion users to DeFi



ZeroLend

Benefit

How it Works

Pricing

Get Demo

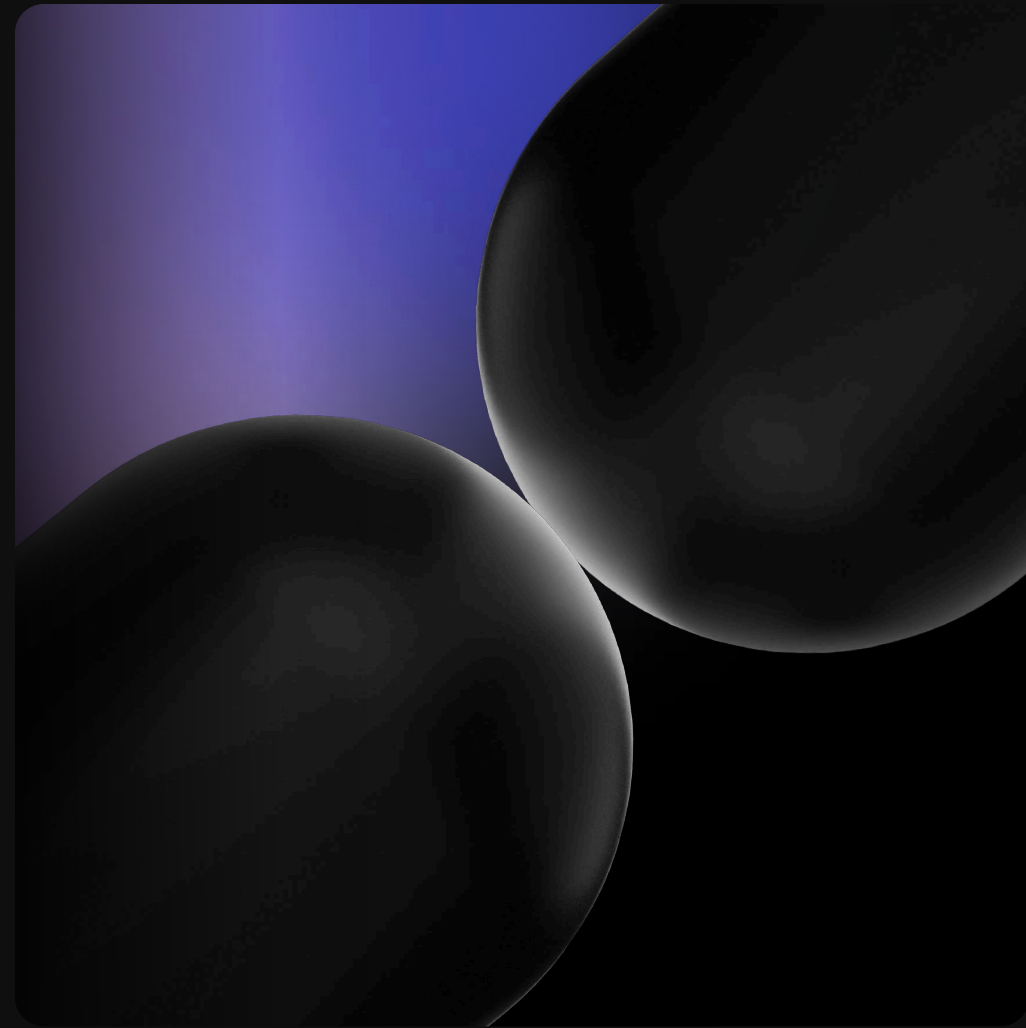
The leading lending market on zkSync

A user-friendly gasless lending market for tokenized real-world assets with account abstraction features to onboard the next billion users to DeFi

Visit App →

Check Airdrop

METRICS BASED ON ZKSYNC



AaBbC
12345

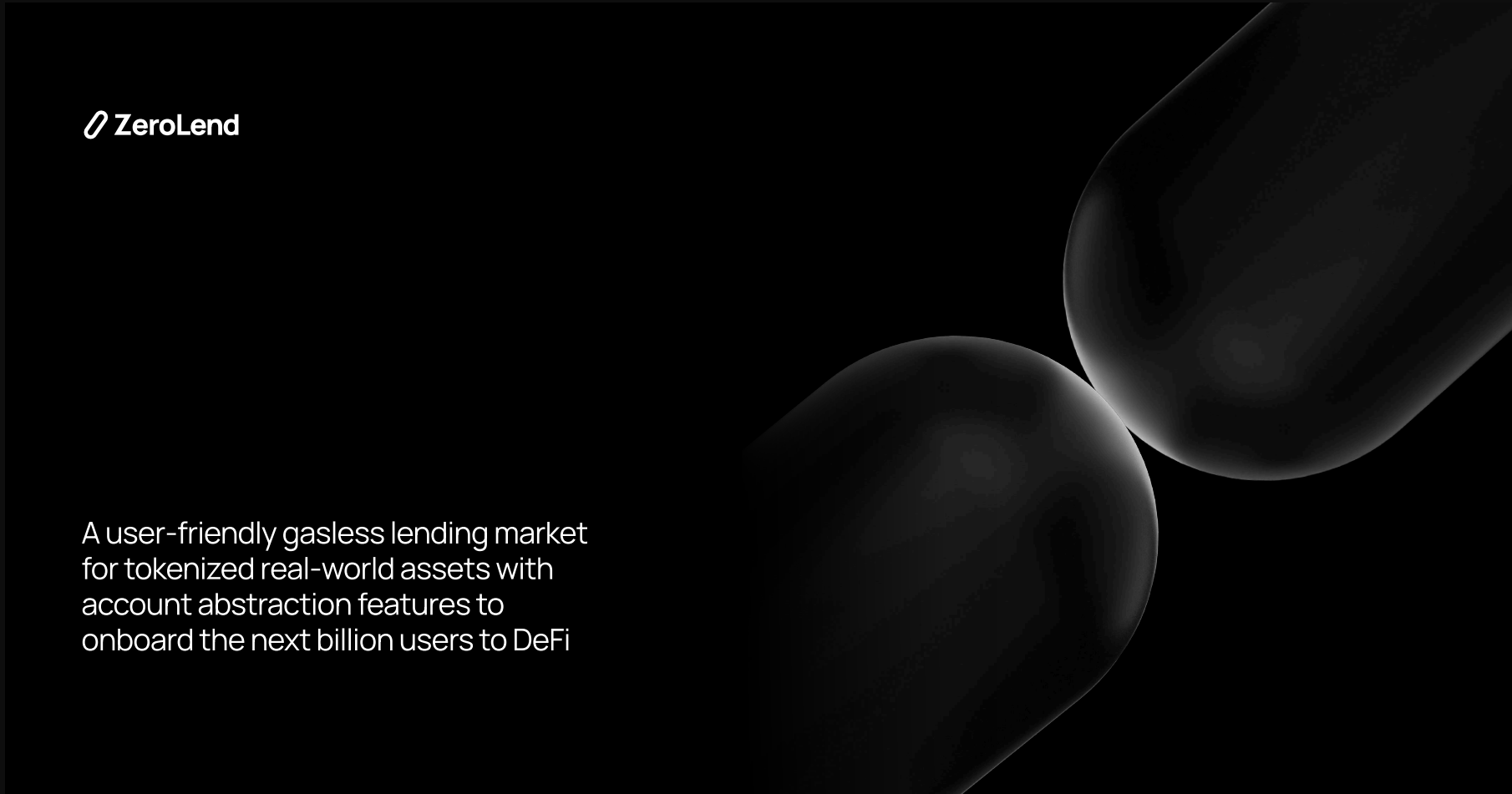
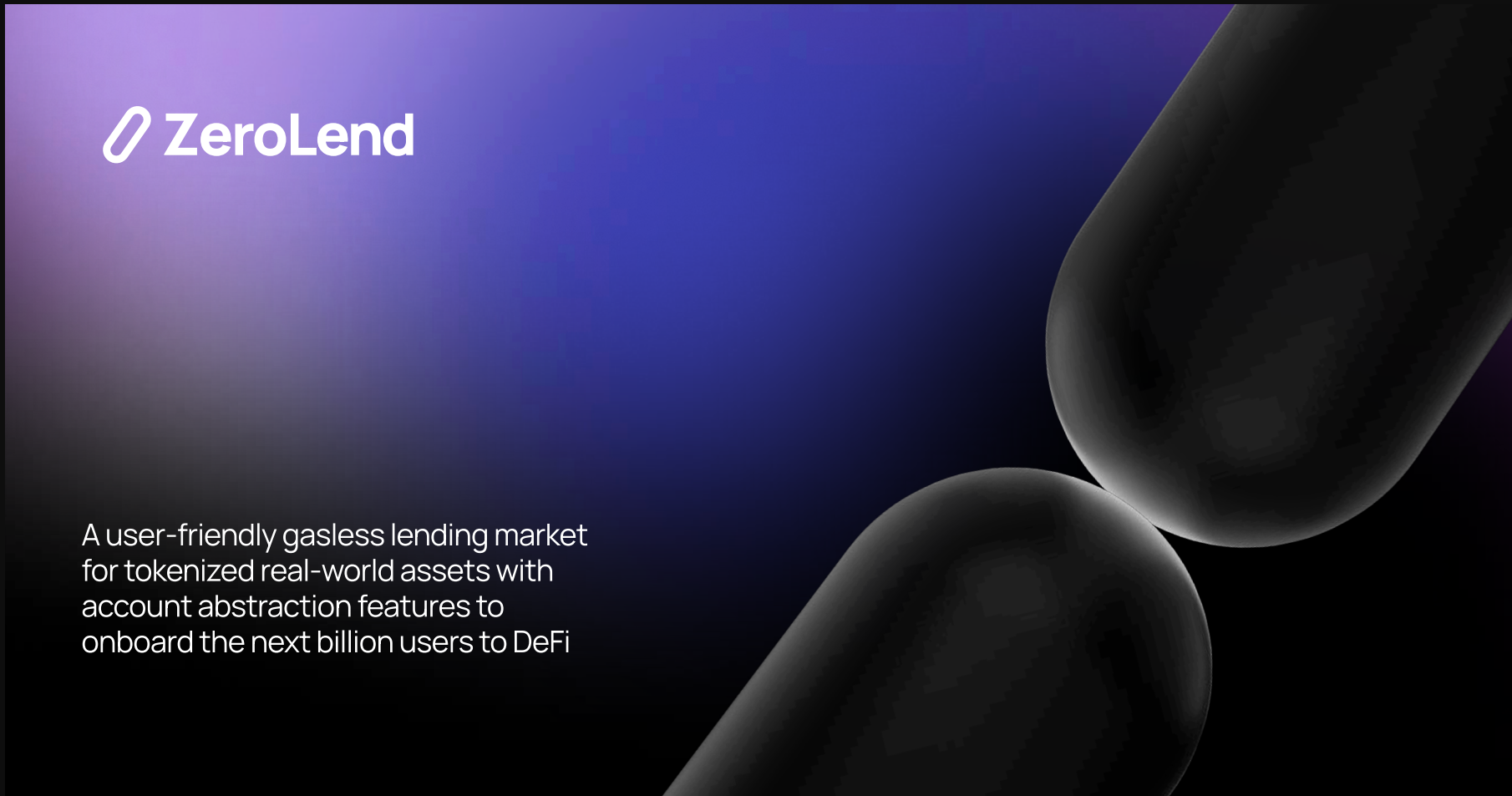
Manrope



Marketing Assets



This guide encompasses the foundational components of the brand for marketing materials. As fundamental elements, it defines the construction guidelines, typographic usage, and chromatic applications that contribute to the brand’s visual identity.





Thank You