BRANDGUIDE

June 2024

ZERO DENSITY

OUR PURPOSE

To enable storytellers and creators to turn their ideas into reality.

Zero Density's global team is driven by a deep passion for storytelling and a commitment to empower creators with the tools they need to produce unforgettable stories.

VISION & MISSION

VISION

Become the go-to platform for visual storytellers and creators.

Our vision is to become a leading solution provider for the global media and entertainment industry by disrupting current models and continuous innovation. We inspire storytellers, and transform the way their stories are created and experienced.

MISSION

Give the visual storytellers and creators of tomorrow the tools they need to rock the world.

Our mission is to provide storytellers with bleeding-edge media solutions that allow them to create engaging, immersive, and impactful stories that resonate with their audience.

THE ZERO DENSITY IDENTITY

OUR LOGO

The Zero Density logo, wordmark, and symbol are important expressions of our brand identity. They have each been carefully designed and constructed to achieve visual harmony, should never be altered, modified, or redrawn. Because these elements are such recognizable and highly visible brand assets, it is vital that that they are always applied consistently.

These few simple rules will help you use our logo, wordmark, and symbol to communicate the Zero Density brand most effectively.

DOWNLOAD HERE

OUR LOGO

This is the Zero Density logo. It is our primary graphic device and should be the first choice when choosing a graphic element to represent the Zero Density brand.

Logo anatomy

The Zero Density logo consists of a symbol and a wordmark. The symbol and the wordmark can be used independently or locked up together.

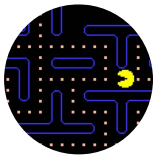
LOGO

In some cases it is not ideal to use the horizontal logo. In that case you can use a more compact variation of the logo.

THE SYMBOL

This is the Zero Density symbol. The symbol can be used on its own in certain, specific situations when the context and association with Zero Density is clearly established and controlled (example: Zero Density presentations), or when the Zero Density brand is meant to take on a secondary, supporting role (example: an individual's profile or a digital content publication (owned media).

Pacman



Zero (0)

Platform

Base/recor

Starting point

Empty tableau

Imagine

Density

amount of matter

shadow casting

Innovation/play

Fast forward

Next

Symbol. Minimum digital size: 25 pixels (height)

LOGO & COLOR

Our logo should always be all black, all white, or white symbol with black wordmark and vice versa. It never takes on any additional colors, but may be placed on top of any color within the Zero Density brand palette with the exception of placing a white logo on top of yellow or any of the light colors within the palette.

Black and white:

The logo may be used as all black on white or all white on black.

ZD BLACK

ZD WHITE

LOGO & COLOR

Black logo on color

Black can be used on top of any of the colors from our color palette.

LOGO & COLOR

White logo on color

White should only be used on top of the more vibrant colors.

DO NOT'S

Incorrect usage of the logo

Do not reverse the logo.

Do not apply colors.

Do not rotate any single part of the logo.

Do not stretch or alter the proportions of the logo.

Do not change the arrangement of the logo. Only use approved arrangements.

Do not apply gradients, shadows, or other effects.

OUR COLORS

ZERO DENSITY ORANGE

Orange is for creativity, youth and enthusiasm
Orange is a very vibrant and energetic color. In its muted forms it can be associated with the earth and with autumn. Because of its association with the changing seasons, orange can represent change and movement in general.

ZERO DENSITY ORANGE 2

Orange is also strongly associated with creativity. Because orange is associated with the fruit of the same name, it can be associated with health and vitality. In designs, orange commands attention without being as overpowering as red. It's often considered more friendly and inviting, and less in-your-face.

ZERO DENSITY YELLOW

Yellow is for happiness, hope and spontaneity.
Yellow is often considered the brightest and most energizing of the warm colors. It's associated with happiness and sunshine. It's the color of the sun, smiley faces and sunflowers. Yellow is a color that's happy and youthful color, and it grabs your attention with its hope and positivity. As a warm color, yellow can also feel upbeat and bright. Yellow is also associated with hope, as can be seen in some countries when yellow ribbons are displayed by families who have loved ones at war. Yellow is also associated with danger, though not as strongly as red.

ZERO DENSITY WHITE

White is for simplicity and minimalism
Despite white light actually containing all colors, our eyes perceive it as a lack of color. And that "lack" of color makes white feel like a blank canvas, something new and full of potential. When used in design and branding, white creates a minimalist aesthetic. It can be very simple, clean and modern. It's also the most neutral color of all and can be quite non-descript as a base for other, more exciting, colors. White is a common color to communicate values like cleanliness, freshness and minimalism. Because of its association with minimalism, it can feel sophisticated...especially when it's paired with black.

ZERO DENSITY GREEN

The color of luck and revitalization.
From its enlightened perspectives to its soothing essence, we can all benefit from making friends with this inspiring color.Seafoam green is a shade of green, which has strong associations with nature and the environment as it is the color of trees, grass and forests. It is seen as the color of luck, freshness, and renewal.

ZERO DENSITY PURPLE

Purple is for luxury, mystery and spirituality
Whether you call it purple or violet, it's that deep shade made by mixing blue and red that communicates things like decadence and royalty when it's dark and fun and whimsy when it's light. Purple is a lot of things. It's mysterious. It's magical. It can be playful, but it can also be reverent. Across the globe, purple has been the color of royalty and clergy for centuries. Unlike black and white, the colors typically associated with a minimalist sophistication, purple feels rich. It's sophisticated but in a more fabulous, maximalist way.

ZERO DENSITY BLUE

Blue is for calm, trust and intelligence
Ideal to communicate that they're calm, cool and trustworthy. It's a popular color for tech brands, financial institutions and any brand that aims to communicate professionalism and dependability. Even if you aren't in the tech or financial sector, a blue color signals that you're an even-keeled, serene brand that isn't packing any (negative) surprises.

ZERO DENSITY BLACK

Black is for power, elegance and sophistication
Black is an incredibly versatile color. Black is generally associated with exclusivity, power and elegance. It's bold, powerful and a little mysterious, which makes it a firm favorite of modern brands. It's a color that gives off a look and feel of luxury. Black is powerful and exudes an air of luxury when it's the main color. But it also works as a neutral, either contrasting or complementing lighter shades in a design.

PRIMARY FONT

DOWNLOAD

Rubik by Hubert & Fischer.
A slightly rounded heavyweight font matching Secondary headline font and the Zero Density logo. A well balanced, very readable font family,

Aa Zd

Rubik 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
? ! @ # $ % & " { } > < | \ ( ) : , .

Aa Zd

Rubik 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
? ! @ # $ % & " { } > < | \ ( ) : , .

PRIMARY FONT

DOWNLOAD

Capitals only (max. 3 words)

Aa Zd

AB ZD

Rubik 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

? ! @ # $ % & ” { } > < | \ ( ) : , .

Rubik Black

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

? ! @ # $ % & ” { } > < | \ ( ) : , .

VIRTUAL STUDIO

STUDIO 1

IMAGINE
NEXT