

ZERO

BRAND GUIDELINES

Serving people & planet

zero.aero



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Logos

Our collection of logos including Hero, Symbol and Wordmark serve as the most universal common thread across all applications of our brand ensuring a consistent, recognisable and memorable visual experience at every touchpoint.

Logo Hero

Logo Hero is the preferred choice for all 'hero' placements including profile pictures, navigation bars, and other prominent locations as long as the size and ratio allow.



Z E R O

HERO PALETTE



Z E R O

BODY PALETTE



Z E R O

ACCENT PALETTE



HERO PALETTE



BODY PALETTE



ACCENT PALETTE

Logo Symbol

Logo Symbol's simplicity facilitates versatility, ensuring visibility in small sizes like web favicons, while also seamlessly complementing text as a watermark and other creative placements.

Logo Wordmark

Logo Wordmark is utilised in contexts where our brand name takes precedence such as cobranded content or where the ratio may not allow for Logo Hero or Symbol to be used.

Z E R O

HERO PALETTE

Z E R O

BODY PALETTE

Z E R O

ACCENT PALETTE



B O D Y P A L E T T E



A C C E N T P A L E T T E



H E R O P A L E T T E

Logo Slogan

Logo Slogan is an alternate choice to Logo Hero for 'hero' placements that includes the brand slogan. Utilised to evoke emotions and clarify our brand identity.

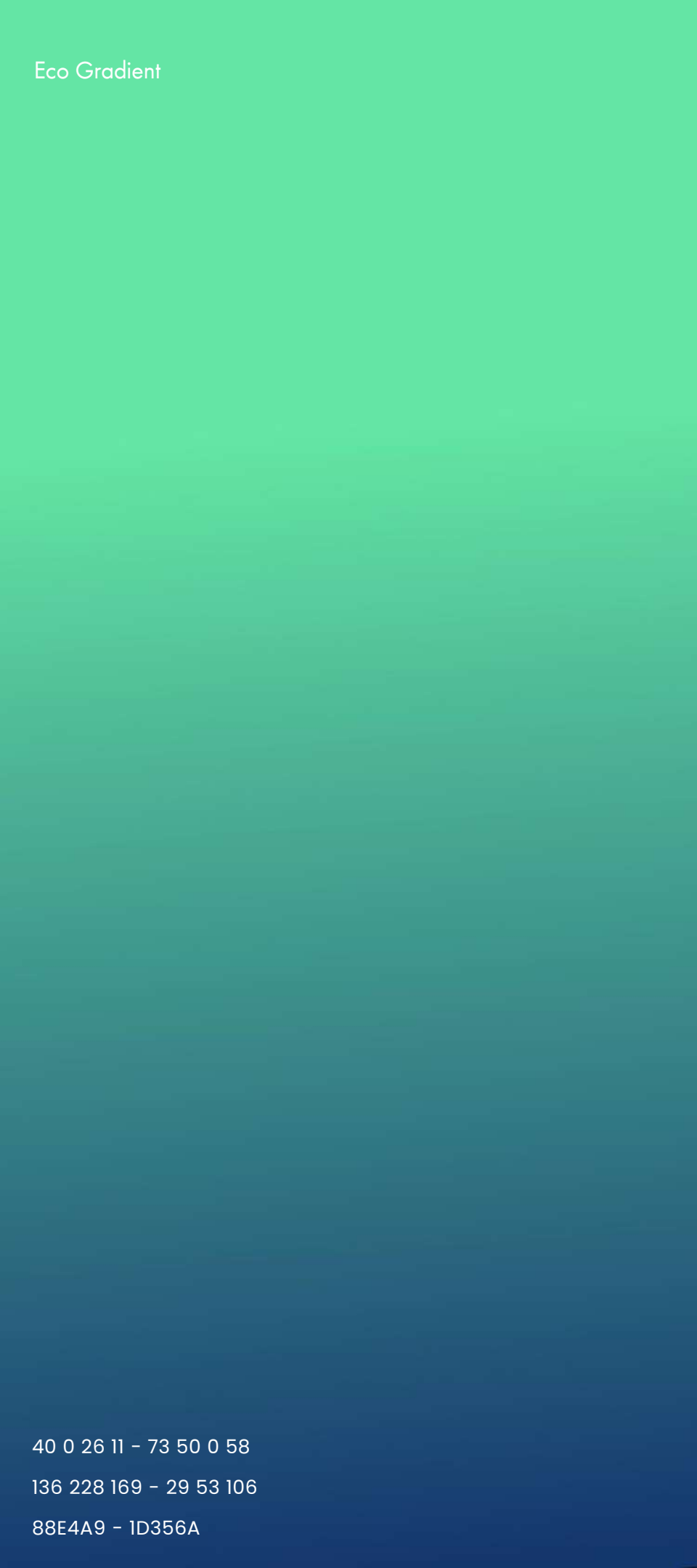
Colors

Our Core Colors play a pivotal role in establishing the distinct and recognisable identity of our brand whilst our palettes offer ample flexibility for crafting a diverse array of engaging and dynamic visuals.



Core Colors

Our most recognisable colors, our Core Colors serve as a cornerstone of our brand identity, anchoring our visual representation with their distinctive hues.



Eco Gradient

40 0 26 11 - 73 50 0 58
136 228 169 - 29 53 106
88E4A9 - 1D356A



True White

0 0 0 0
255 255 255
FFFFFF



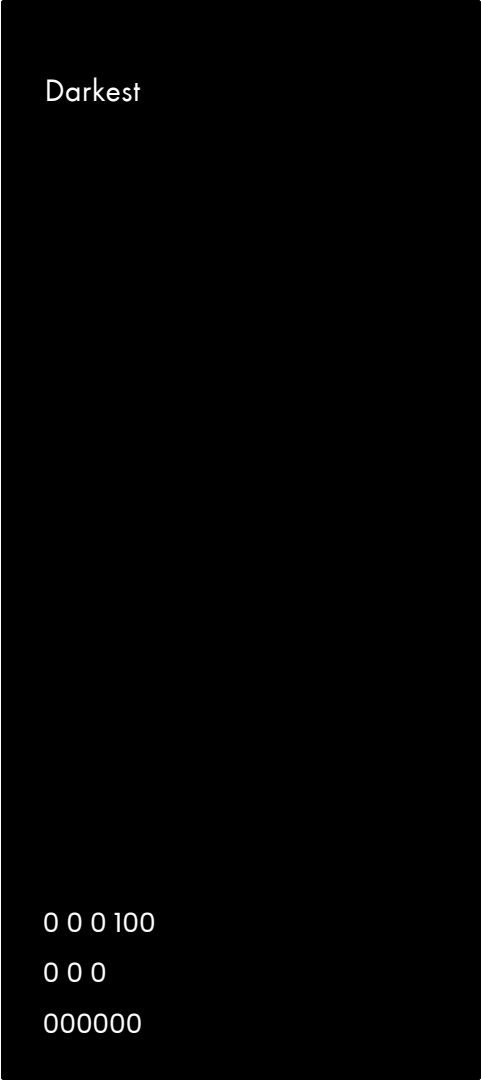
Coral Reef

0 42 50 13
222 129 111
DE816F



Lightest

0 0 0 0
255 255 255
FFFFFF

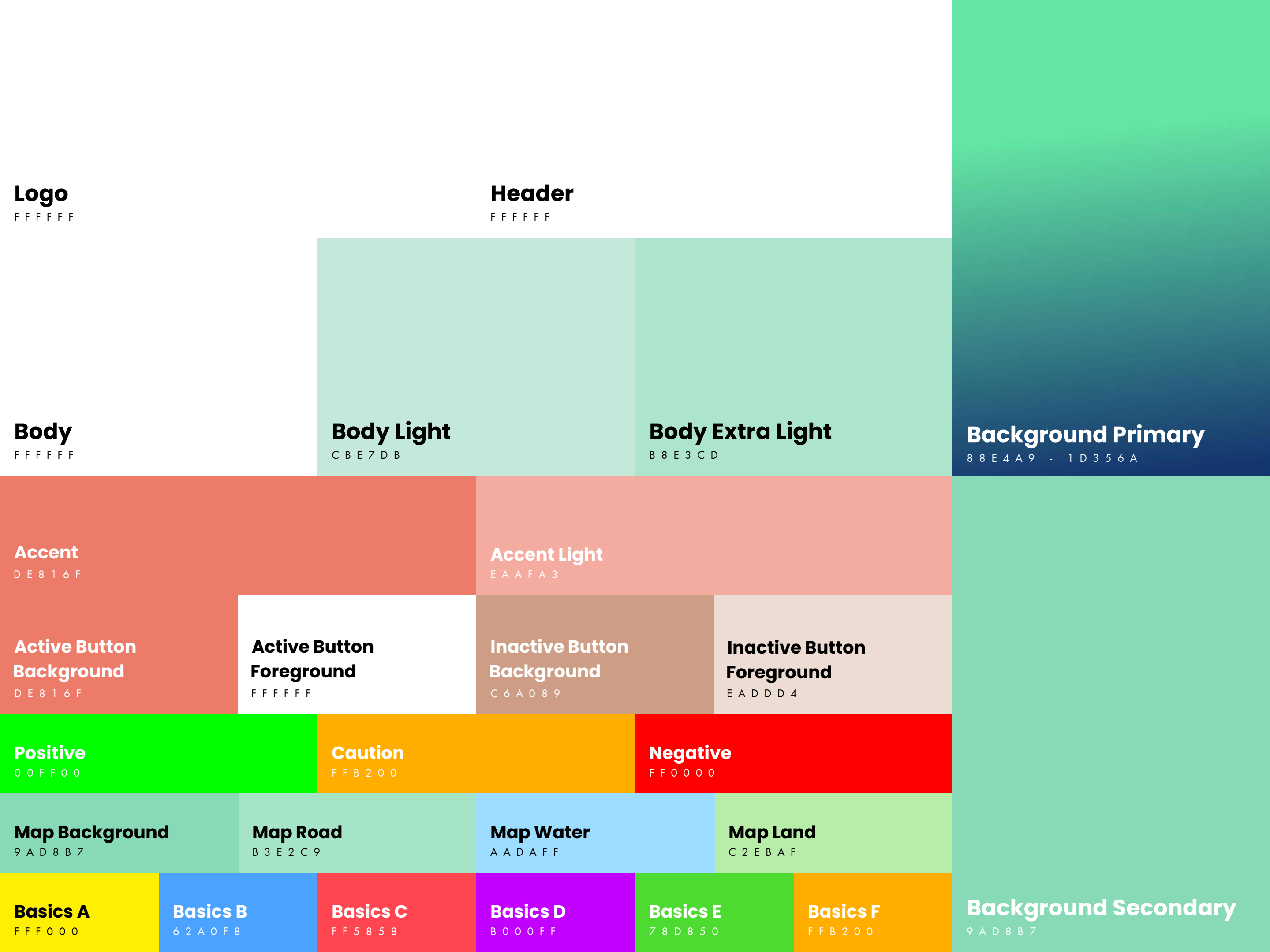


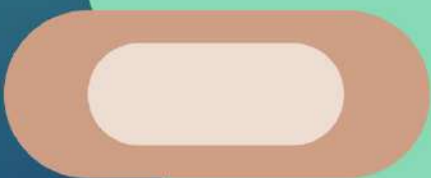
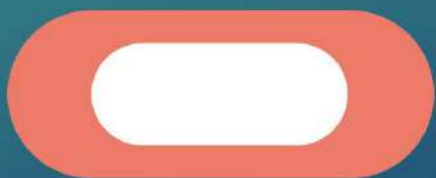
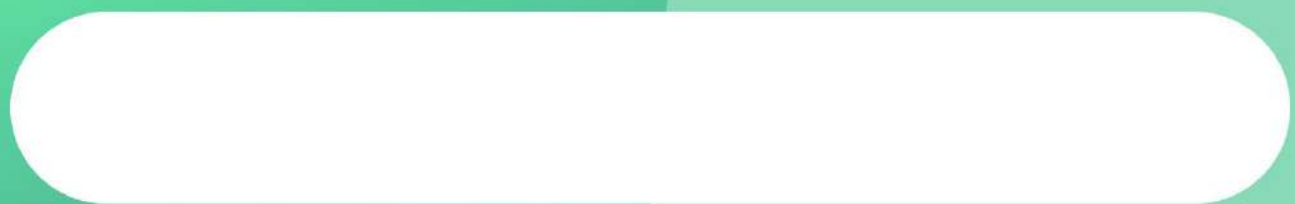
Darkest

0 0 0 100
0 0 0
000000

Hero Palette

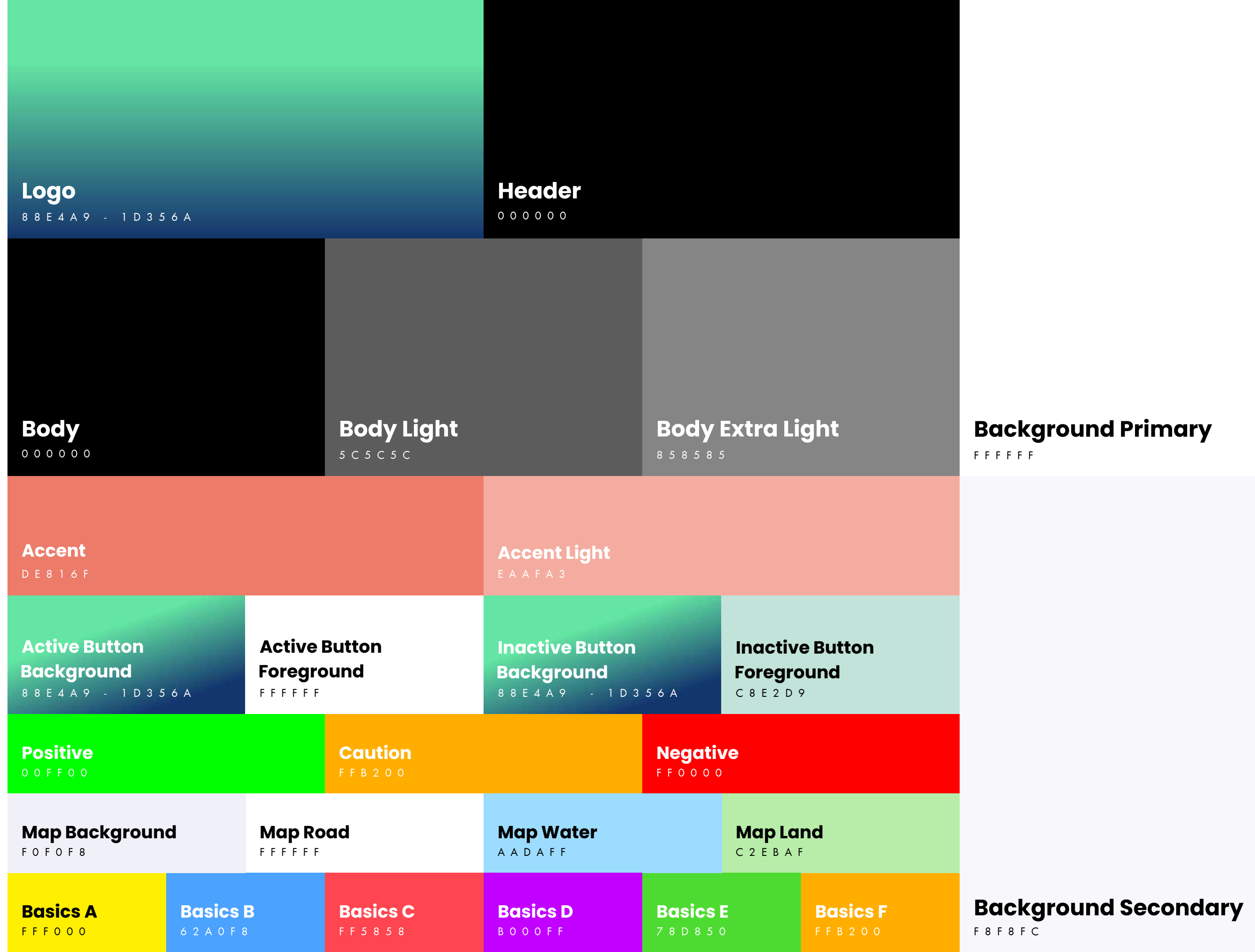
Our Hero Palette takes the most literal influence from our Core Colors, strongly representing the essence of our brand identity for use within 'hero' placements such as navigation bars, cover pages, and hero banners.

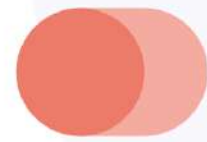




Body Palette

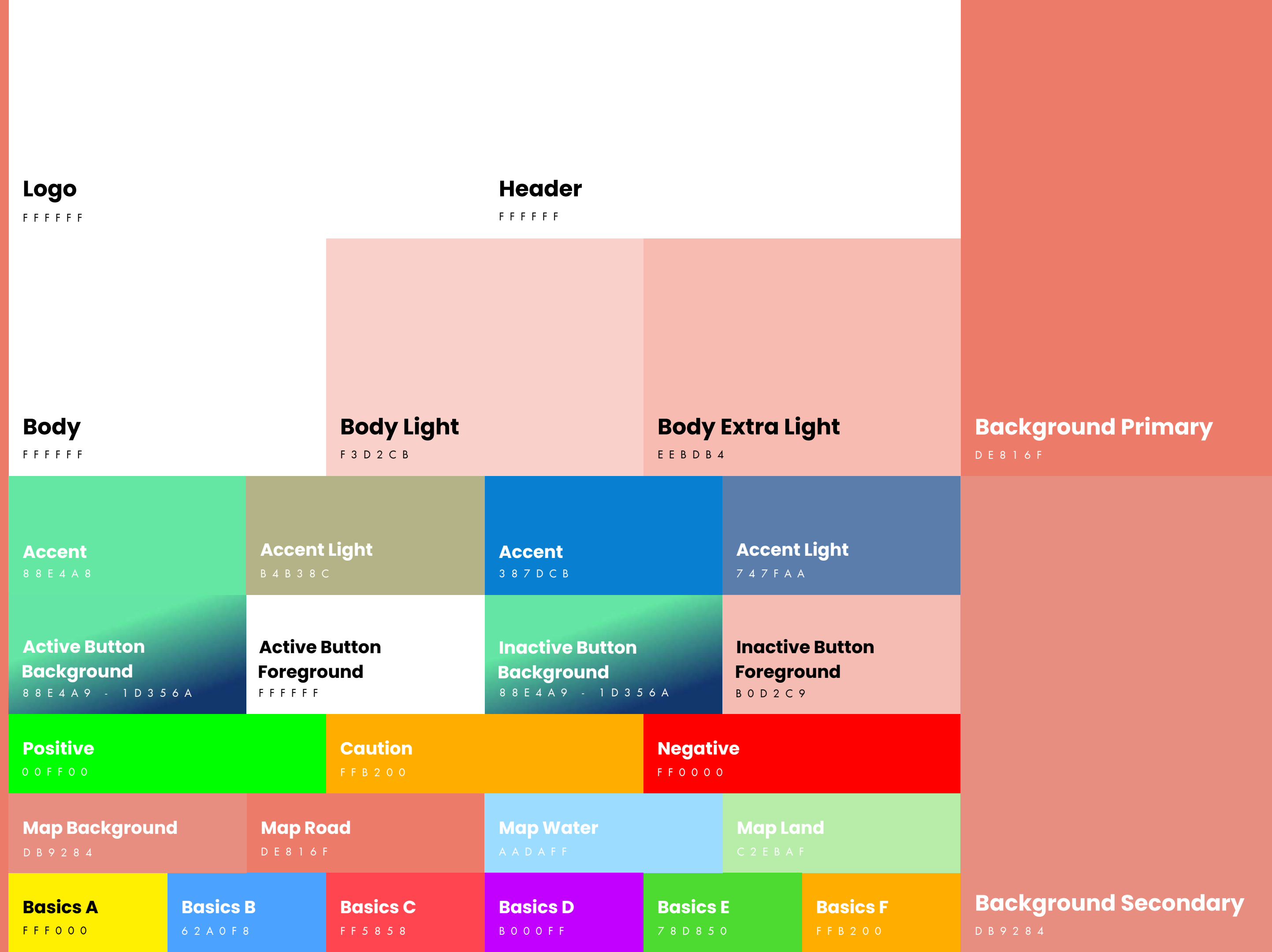
Our Body Palette serves as the preferred choice for general, higher quantity placements such as consecutive pages of a presentation or non-hero banners on a website ensuring a consistent and palatable visual.

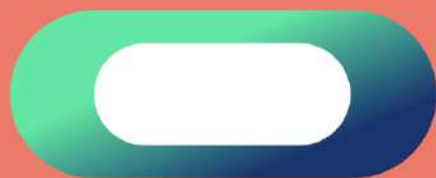
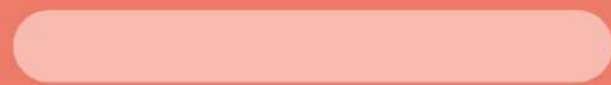




Accent Palette

Our Accent palette adds a touch of emphasis and distinction to specific elements, whether it's a popover on our website, a contents page in a document, or a strategic break from the Body Palette in other locations.





Palette Ratios

The following percentages roughly determine the proportion at which each color palette should be utilised across all applications of our brand, ensuring an engaging, pleasing, balanced and recognisable visual.

HERO

25%

BODY

65%

ACCENT

10%

3

Fonts

While our words determine what we say, our typography determines how we say it – our carefully curated selection of fonts work in harmony to express our personality and ensure the clarity and impact of our message.

Futura

Title Font

Our Title font delivers key messages and structural signposts in core placements such as headlines, page titles and eyebrow headlines.

Aa

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

! ? @ £ \$ % & * , . " /

Poppins

Bb

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

! ? @ £ \$ % & * , . ' /

Body Font

The steady typography of our text based narratives, Body font provides the backbone of readability and consistency across paragraphs, articles, and extensive text, ensuring clear communication in every format.

Caveat

Accent Font

Our accent font is delicately applied for emphasis and flair, injecting specific elements such as quotes and annotations with a touch of personality.

Cc

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

0123456789

!@£\$%&*,."/

The Title

Futura, Bold

A very engaging header

Poppins, Bold

Applied Fonts

A subheader about lorem ipsum dolor sit amet, consectetur adipiscing.

Poppins, Bold

Collectively our fonts deliver captivating, diverse, and intriguing typographic landscapes enriching the visual experience and enhancing the impact of our communication.

A body of text about lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras quam odio, dignissim a leo id, ornare venenatis dui. Nunc eleifend blandit est eget porttitor. Donec id neque id felis vulputate eleifend in tempor velit. Donec placerat nisl quis volutpat fringilla. Sed imperdiet sem in leo vulputate laoreet quis vel ipsum. Mauris ut fringilla enim, at sagittis purus. Nunc sed eros sed odio gravida aliquet. Phasellus vel nulla et tortor vulputate pharetra sed et est.

Poppins, Regular

Something to accentuate!

Caveat, Regular

Images

Our imagery is paramount in communicating our identity and message – encompassing both content and style, our approach to imagery ensures consistency and resonance across all applications.





Hero Images

Our Hero Images serve as the centerpiece of our visual storytelling, commanding attention in prominent locations such as hero banners on websites and social media posts.



Background Images

Our Background Images serve as the canvas upon which our brand story unfolds, providing a visually captivating backdrop that sets the tone and atmosphere for our communications, whether in digital or print mediums.



Image Cutouts

Image Cutouts offer a dynamic way to add depth and interest to our visual communications within product pages, presentations, and other applications.

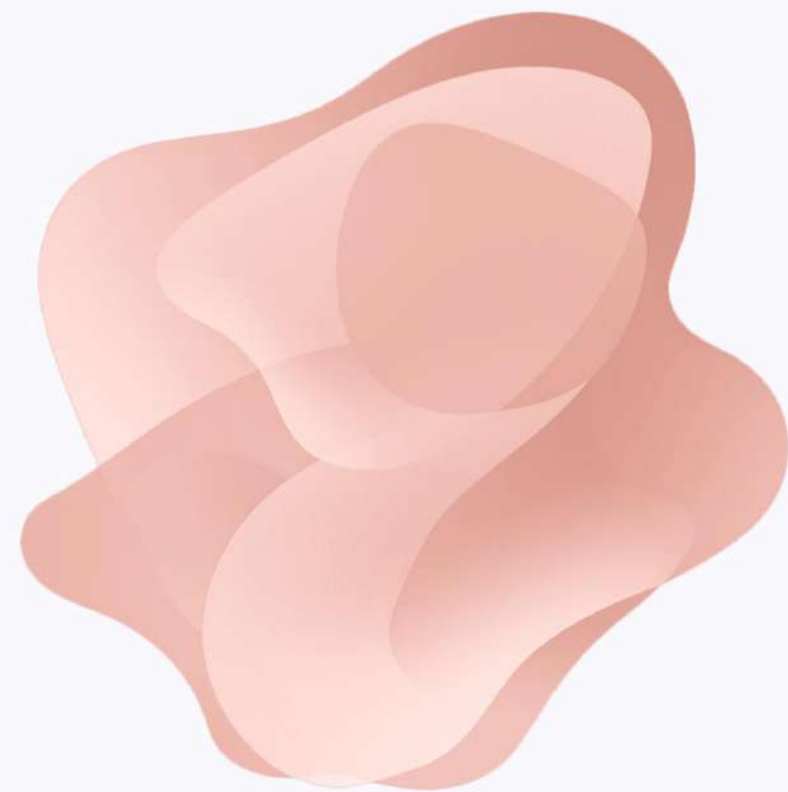


Elements

Our collection of shapes adds depth and dimension to our visual language, offering a versatile toolkit for crafting dynamic and engaging designs.

Objects

Our objects are the perfect tool to add an interesting touch to presentation pages, website banners and more. Position them in the background as a watermark to add depth and texture or in the foreground in place of an image.

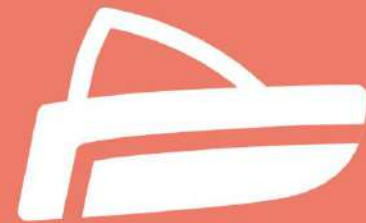




HERO PALETTE



BODY PALETTE



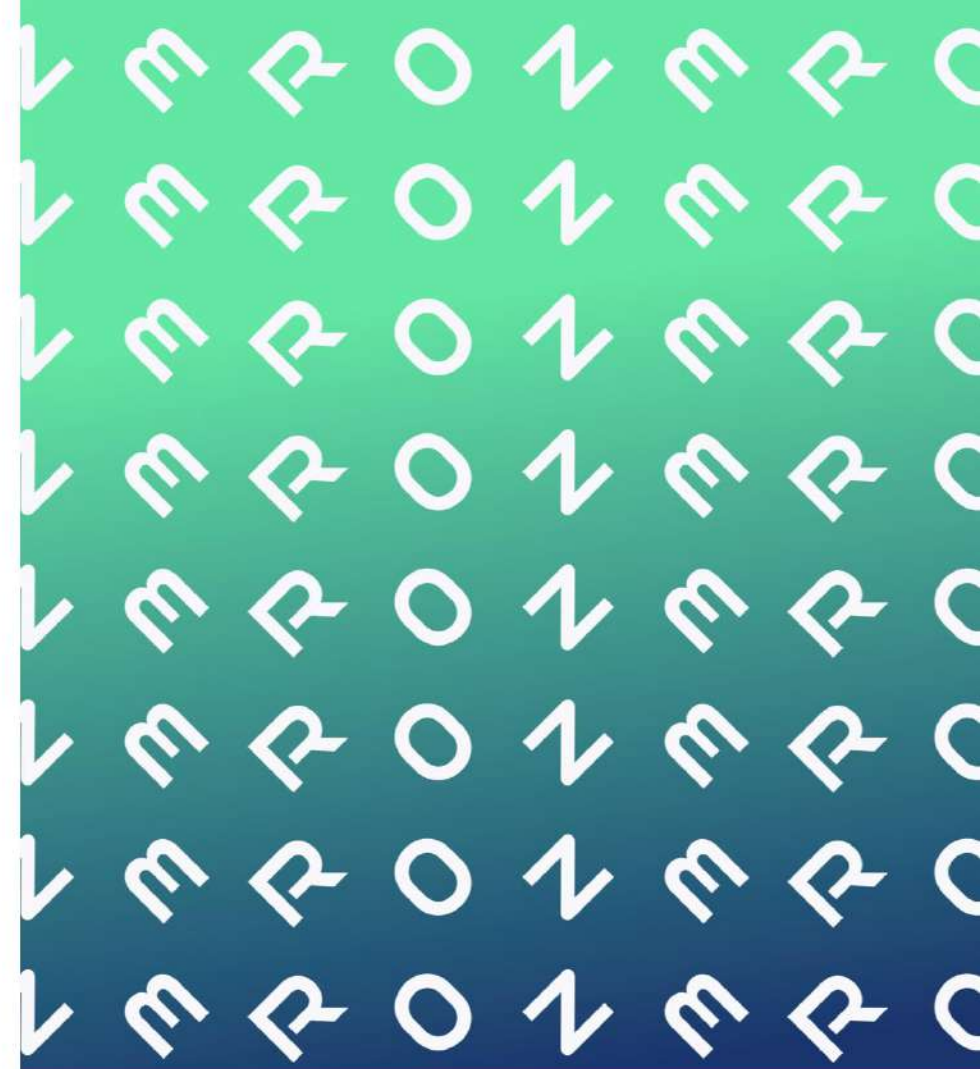
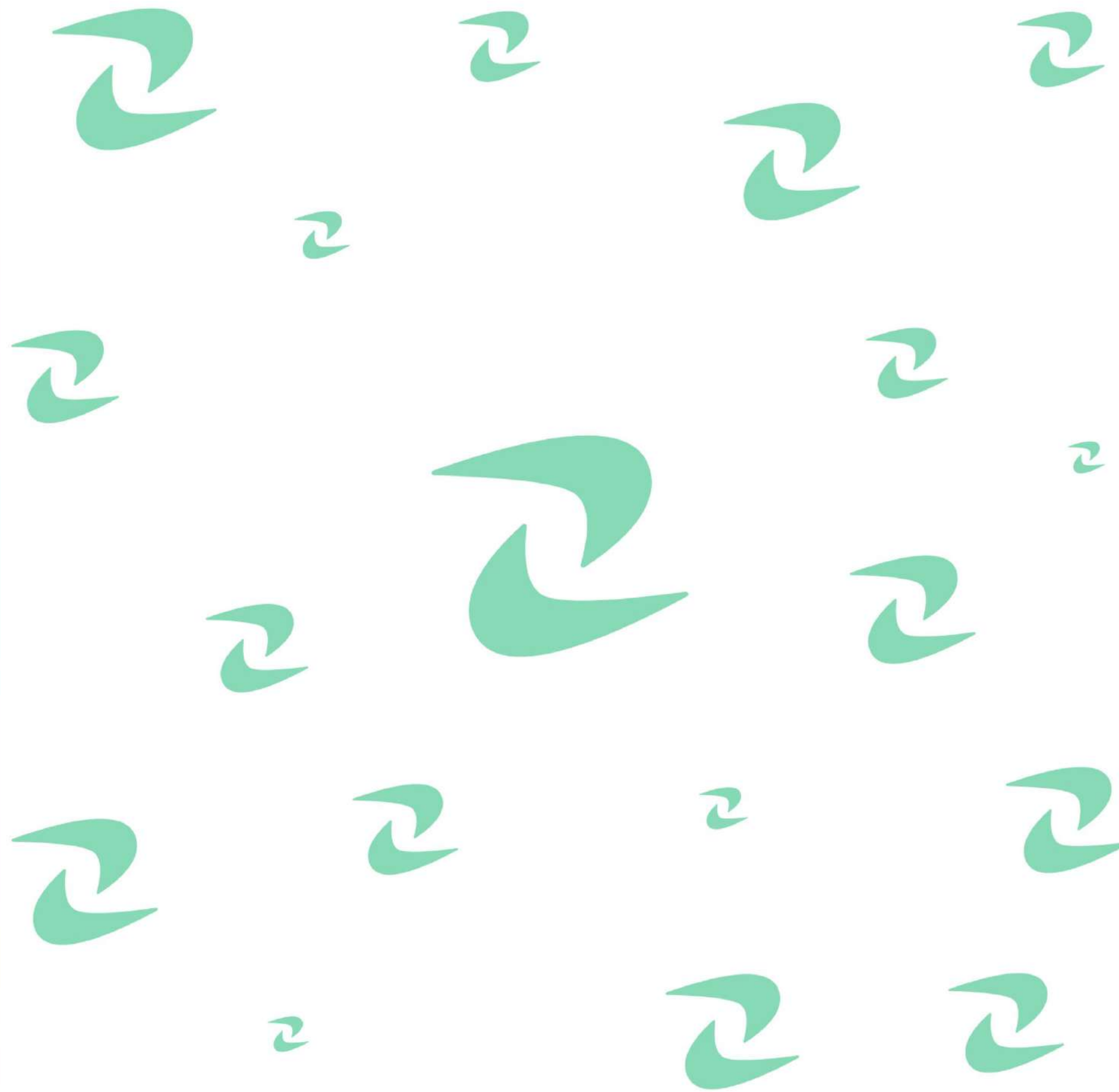
ACCENT PALETTE

Icons

Our collection of icons provides recognisable symbols perfectly suited for small scale applications, making them invaluable in diverse contexts such as bullet points, list icons, or other repetitive placements.

Patterns

Our Patterns infuse our brand visuals with rhythm and repetition, serving as versatile design elements that add depth and character to digital and print materials alike.





Textures

Textures provide tactile richness to our brand collateral, imbuing surfaces with depth and dimensionality that invite engagement and enhance visual experiences.



Voice

Our Voice reflects the distinct personality and tone of our brand, resonating with our audience through authentic, compelling narratives, fostering meaningful connections and building trust.

ZERO'S VOICE IS...

Confident

Authentic

Clear

Evocative

Emotive

Universal

Unique

Deliberate

Interesting

Inspiring



ZERO'S VOICE ISN'T...

~~Overbearing~~

~~Colloquial~~

~~Boring~~

~~Tentative~~

~~Conventional~~

~~Blunt~~

~~Niche~~

~~Formal~~

~~Funny~~

~~Quirky~~

**Innovating for a
sustainable future**

**Sustainable
solutions for our
tomorrow**

**Serving people and
planet**

**Building a brighter,
more sustainable
future**

**Innovation and
service meet
environmental
stewardship**

**Positive
experiences, lasting
impacts**

Prepare your taste buds as we take you on a culinary journey like no other. Our 'Zero Dining Experience' offers a symphony of flavors from around the globe, curated to delight even the most discerning palates. Take off with our savory starters that will ignite your appetite before cruising into the main courses. And for the perfect sweet landing, indulge in our delectable desserts that promise to leave a lasting impression.

I N F L I G H T M E N U

We're dedicated to leading the charge in sustainable innovations. Grounded in social responsibility, we're shaping a world where ZERO waste, ZERO emissions, and ZERO harm are not just ideals, but a tangible reality. With a core focus on exceptional service and hospitality, we strive to create positive and memorable experiences for all, ensuring that every step we take contributes to a brighter, more sustainable future for generations to come.

I N V E S T O R D E C K

