

everyday planners

to design your state of mind

brand guidelines

ZerModusTM

our mission is to empower people
by designing your state of mind



cx objectives



personal

empowering

intuitive

impactful

currently designing
daily planners for everyday

roles
life phases
actions

our domain is
the empowered workspace

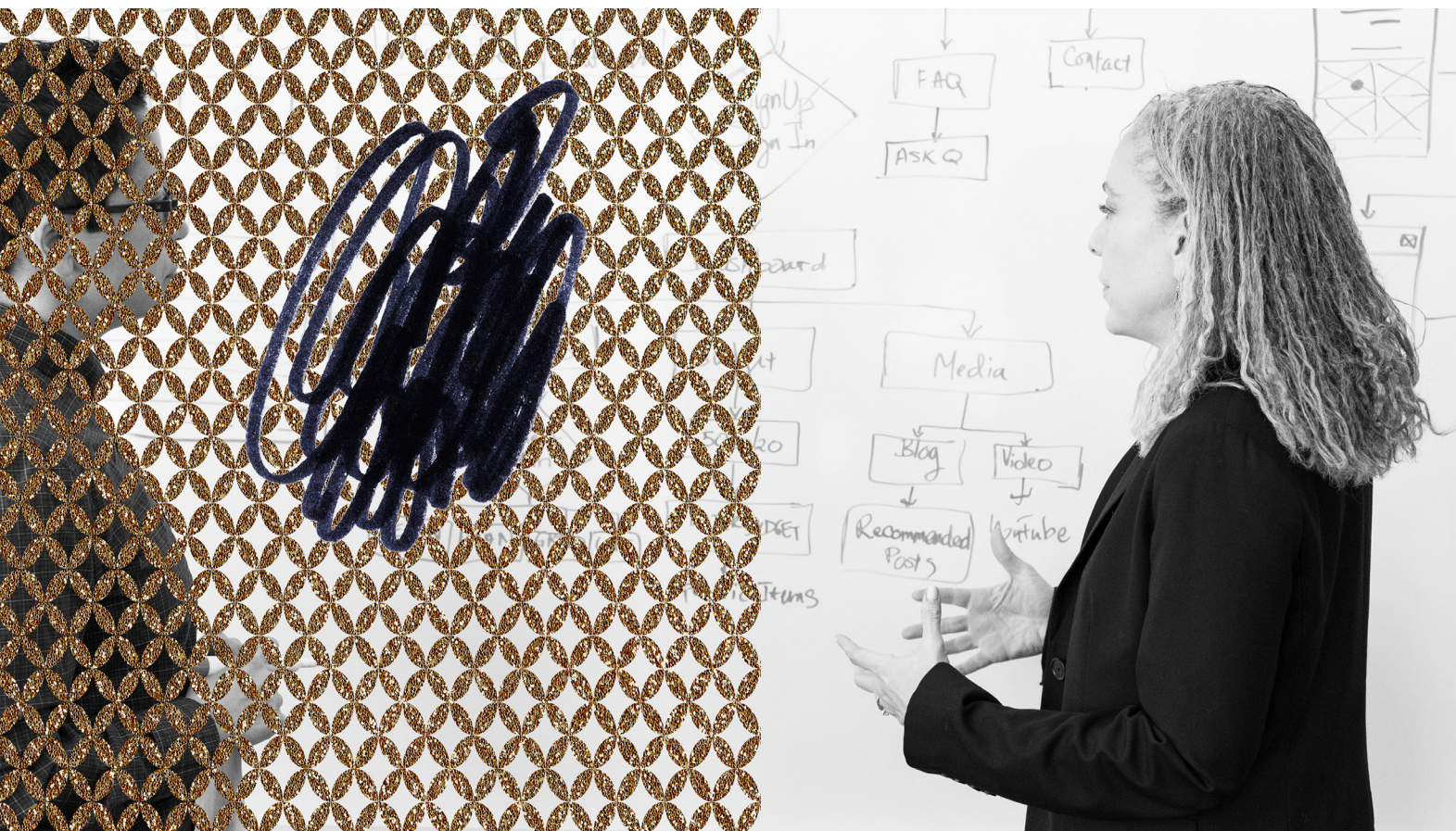
:: our guiding principles ::

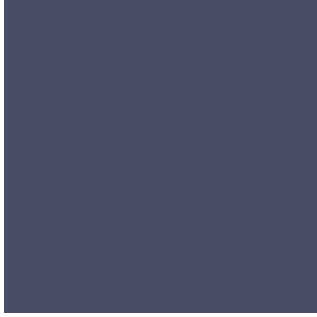
The Principle

1. Be authentic.
2. Be intentional.
3. Be respectful.
4. Be direct.
5. Be passionate.
6. Be open.
7. Be creative.

The Practice

1. Ugly Truths > Pretty Lies
2. Do it with purpose and awareness.
3. Show respect in the subtext.
4. Speak up and offer solutions.
5. Make me care. Start with why.
6. Collaborate with an open mind.
7. Find possibilities outside of the norm.



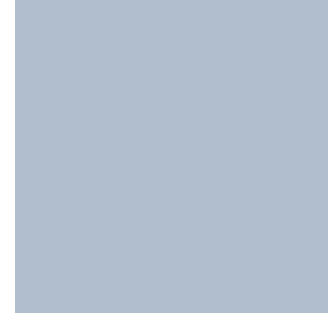


primary color

logo, body text,
subtitles

ZerNavy

hex :: #373E57
rgb :: 55 62 87
cmyk :: 37 29 0 66



secondary color

backgrounds &
accent colors

ZerBlue

hex :: #ADC1CE
rgb :: 173 193 206
cmyk :: 16 6 0 19

:: colors ::

ZerBrass

hex :: #AF765D
rgb :: 175 118 93
cmyk :: 0 33 47 31

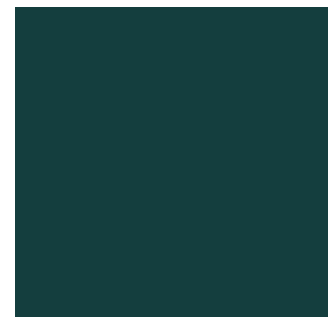


secondary color

headtitles, subtitles,
buttons & icons

ZerGreen

hex :: #173F3F
rgb :: 23 63 63
cmyk :: 63 0 0 75



accent color

backgrounds &
accent colors

avenir :: **primary font**

:: fonts ::

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789

:: body text & subtitles

playfair display :: **secondary font**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789

:: headtitles & button text

reenie beanie :: handwritten font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789

:: accent text & signatures

ZerModus™

ZerModus™

ZerModus™

ZerModus™



Z

:: symbols ::

:: logos ::



Zer

pronoun | (z)er | \ˈzɛr\
gender-neutral

Modus

noun | mo-dus | \ˈmōdəs\
way of doing things

:: name ::

ZerModus :: correct

Zer-Modus :: incorrect (no space)

Zermodus :: incorrect (capitalize "Z" and "M")

ZERMODUS :: incorrect (case sensitive; don't use all caps)

zermodus :: incorrect (case sensitive; don't use all lowercase)



ZerModus[™]