

Press Kit

NZero
nzero.com

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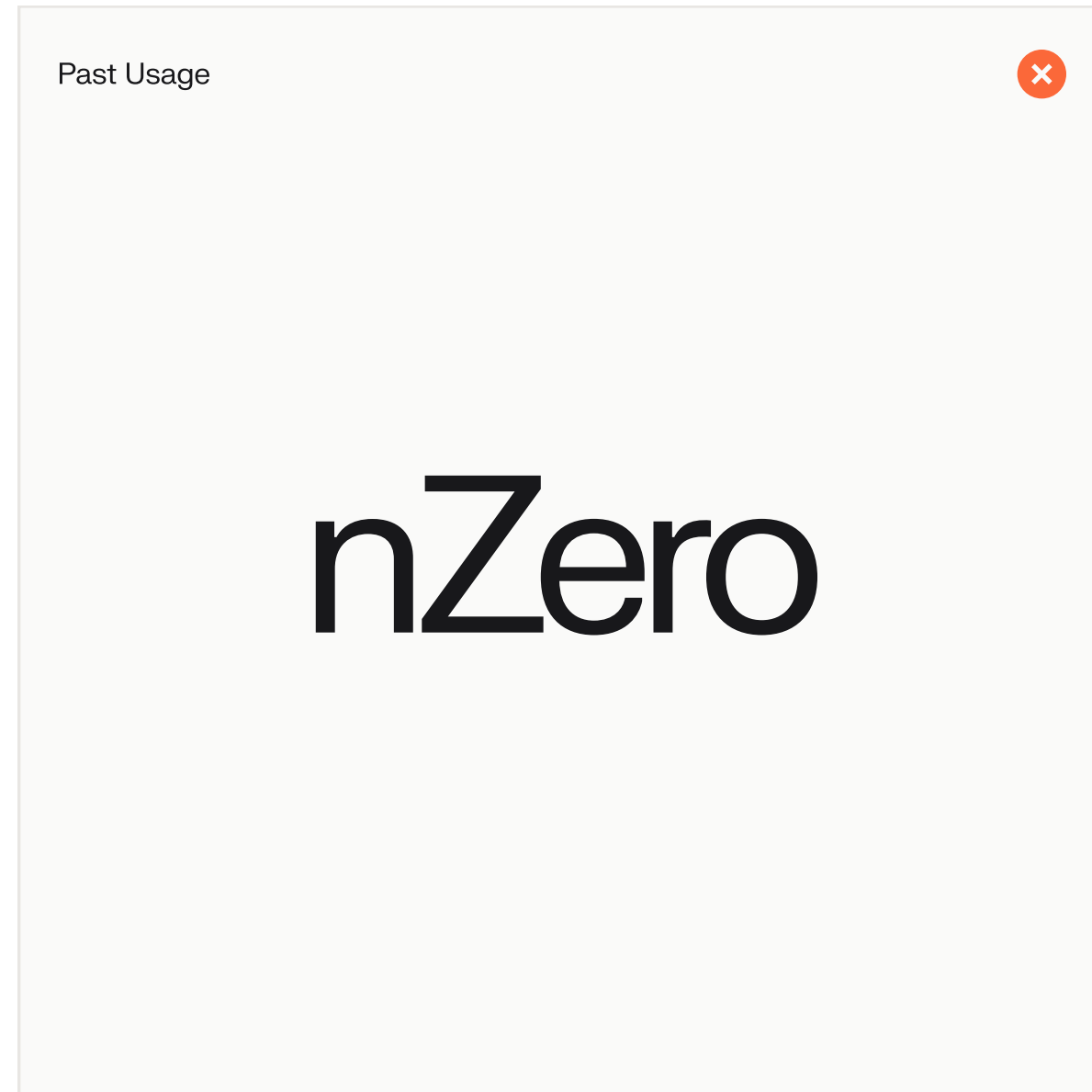




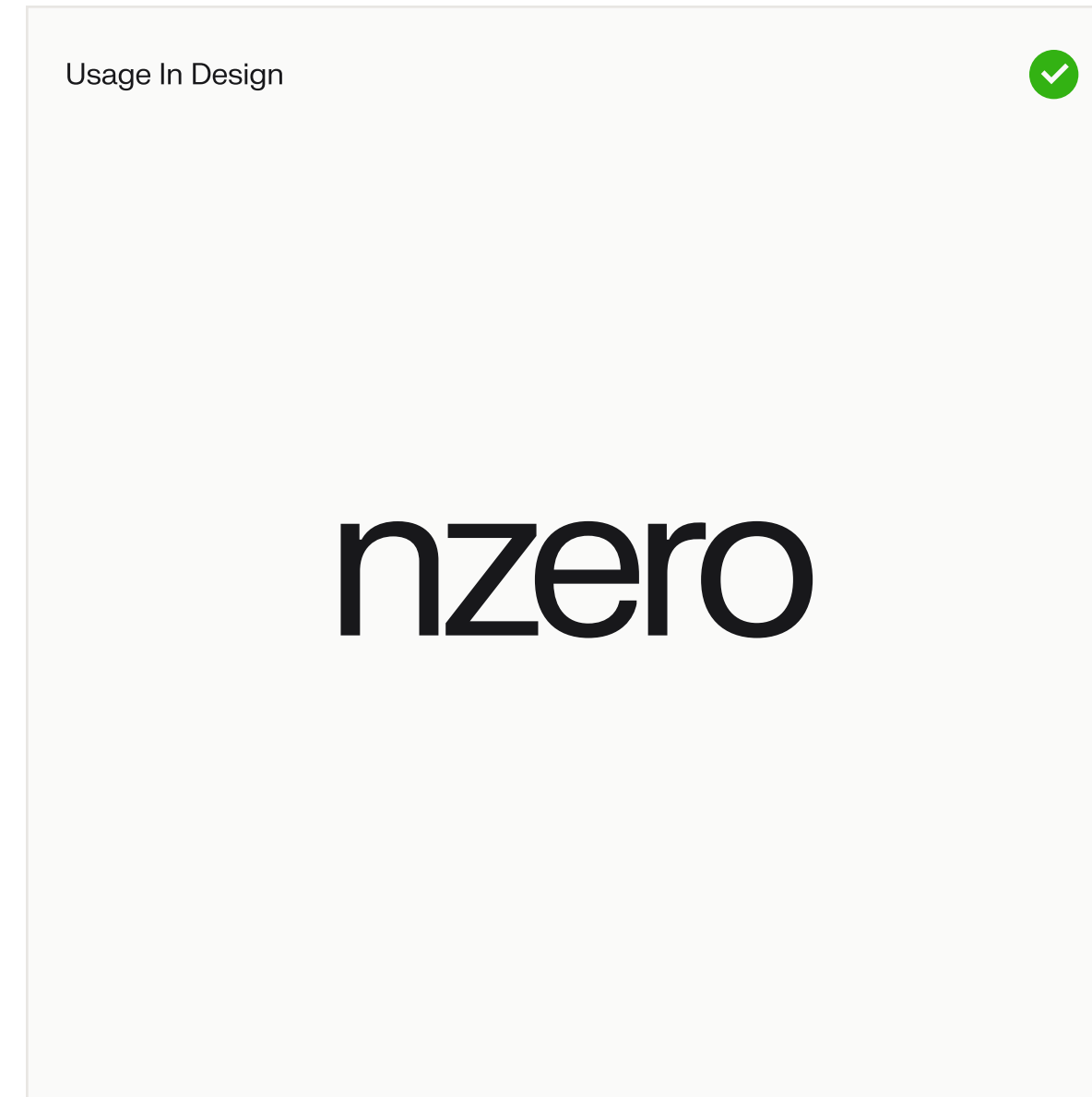
Copy

A Note on Capitalization

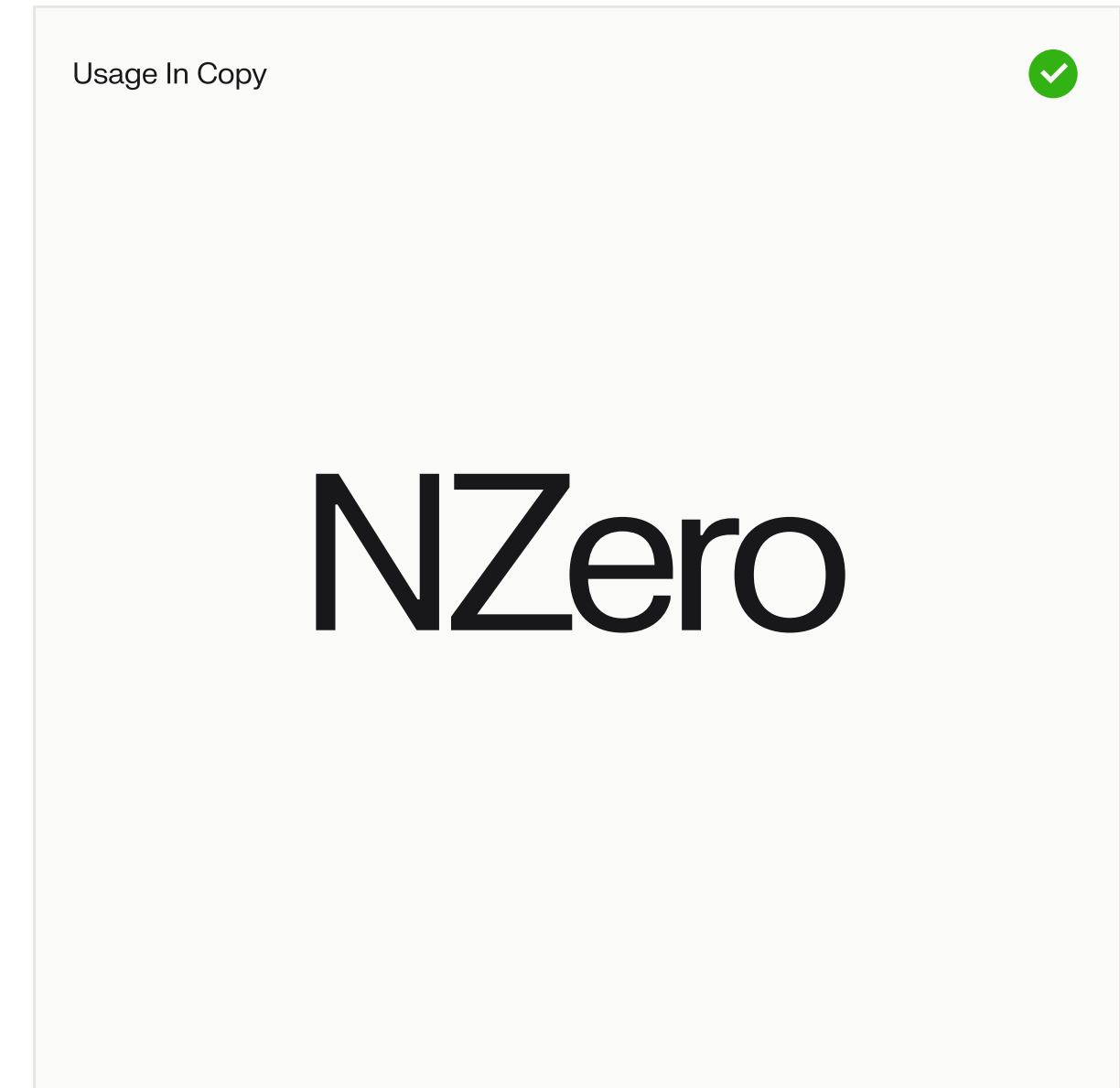
Please follow these guidelines to ensure consistent capitalization of our brand name across touch points.



This is how we used to capitalize.



When used in design, we use sentence casing for NZero to create a logomark that feels future-forward, simple, and trustworthy.

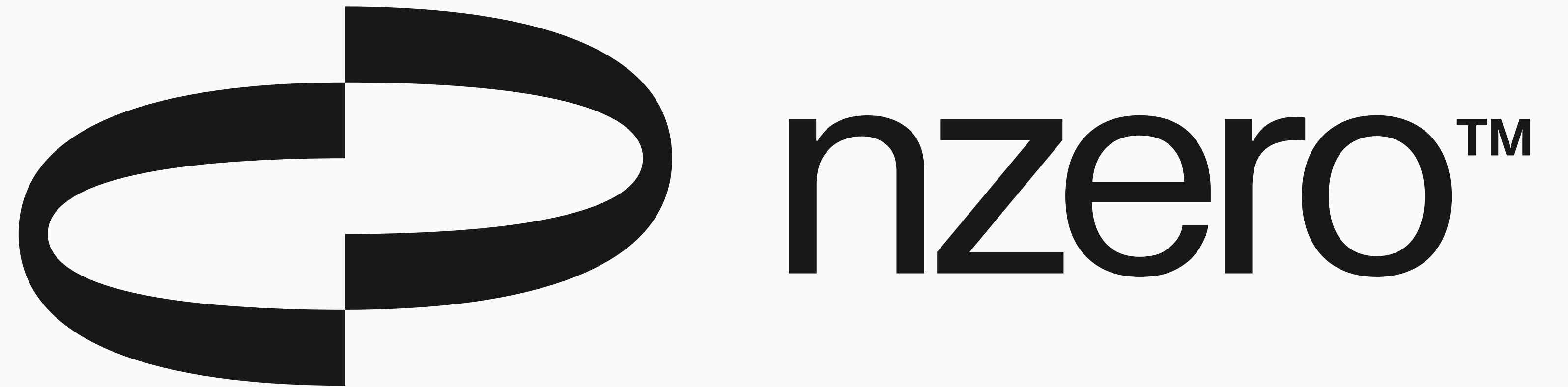


In copy, we use title casing — capitalizing both the N and Z.



Logos

The inspiration for the mark comes from the Earth itself. Its organic circular shape implies rotation with an upward movement.



When using the NZero wordmark alone, remember to include the trademark symbol, aligning it at the top of the x-axis.

The image shows the 'nzero' logo in a bold, lowercase, sans-serif font. The letters are black. To the right of the word 'nzero' is a trademark symbol (TM) in a smaller, uppercase, sans-serif font. Two horizontal dashed red lines are drawn across the image, one above the top of the letters and one below the bottom of the letters, indicating the vertical alignment of the logo.

nzero™



We combine the NZero mark and word-mark to produce the full logotype. The two elements are vertically aligned and spaced by 1.5x distance where x translates to 1/5 of the mark's height.



We combine the NZero mark and word-mark to produce the full logotype. The two elements are center aligned and spaced by 1.5x distance where x translates to 1/5 of the mark's height.



To ensure the right amount of space is applied to the NZero logo use the following diagram as an example:

Use 2/5 of the mark's height as breathing space around the logo.

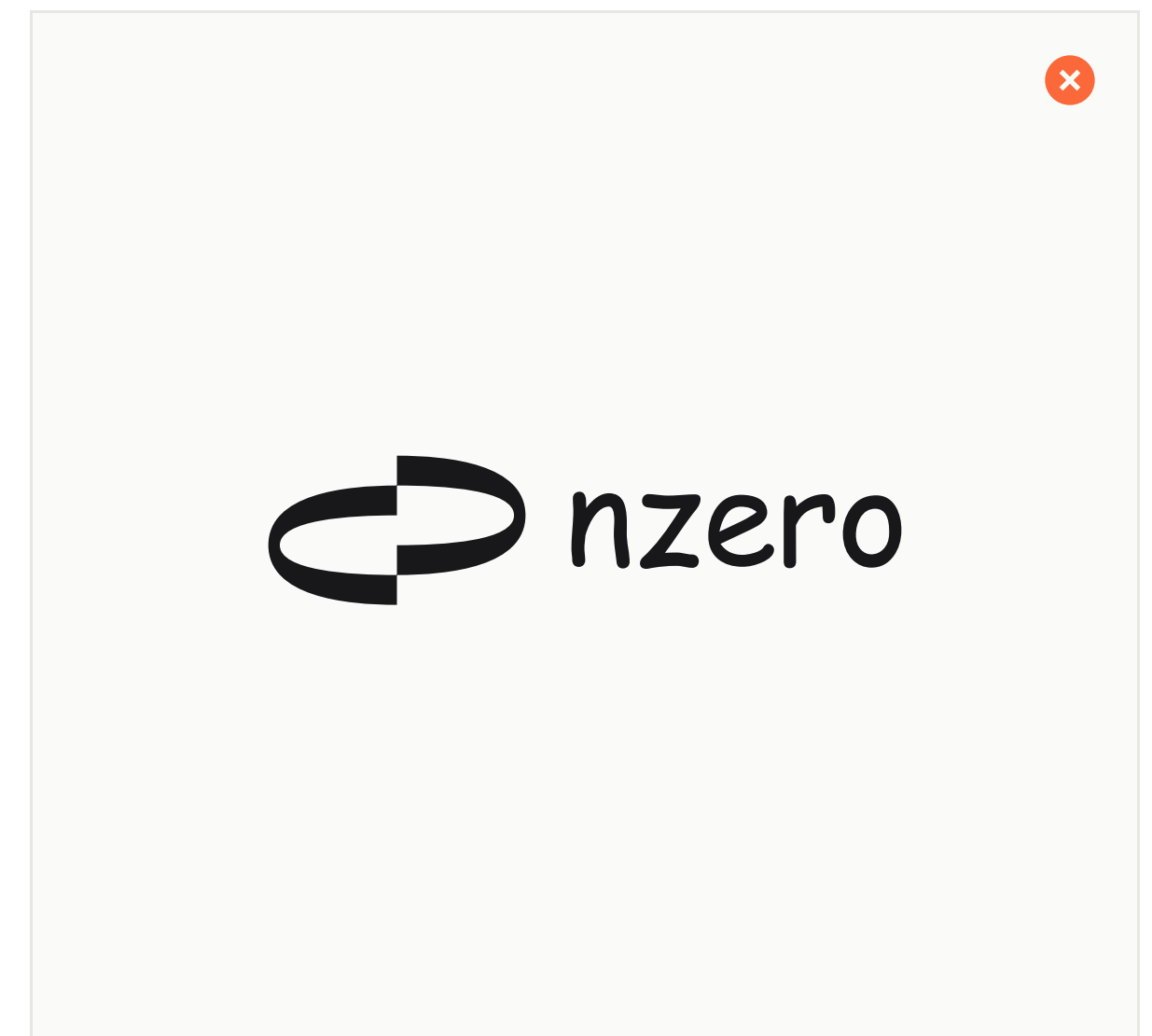
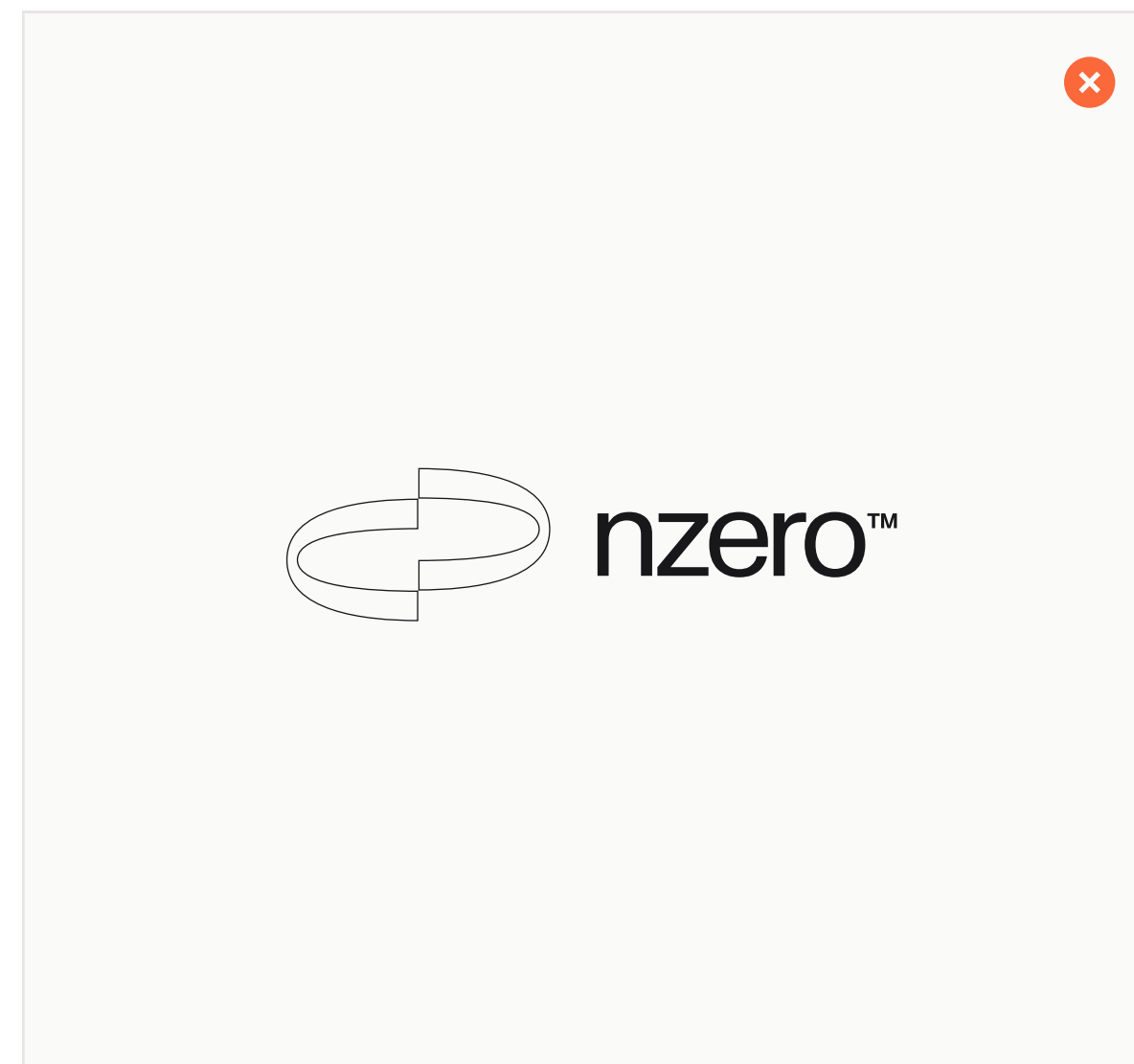
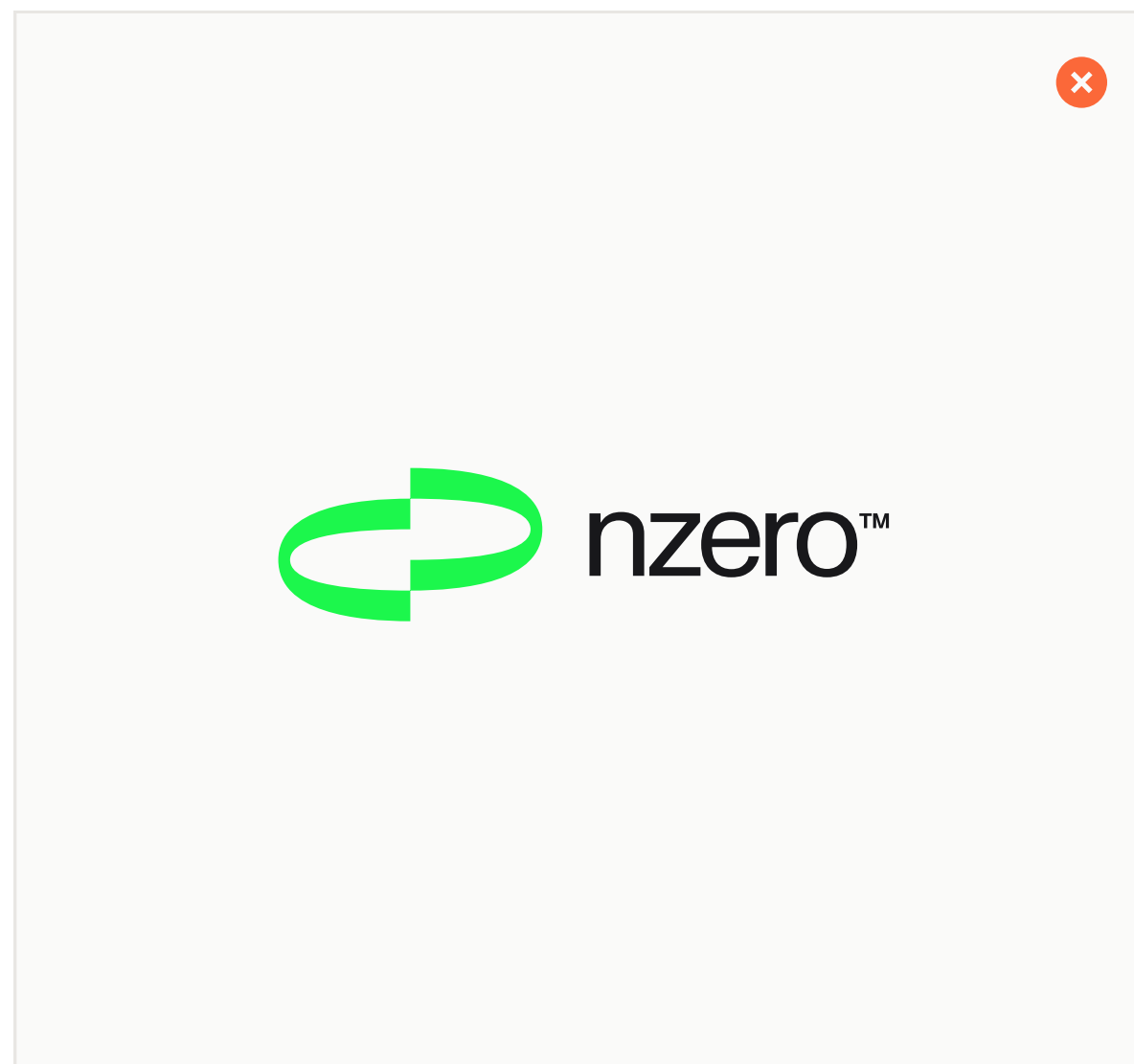
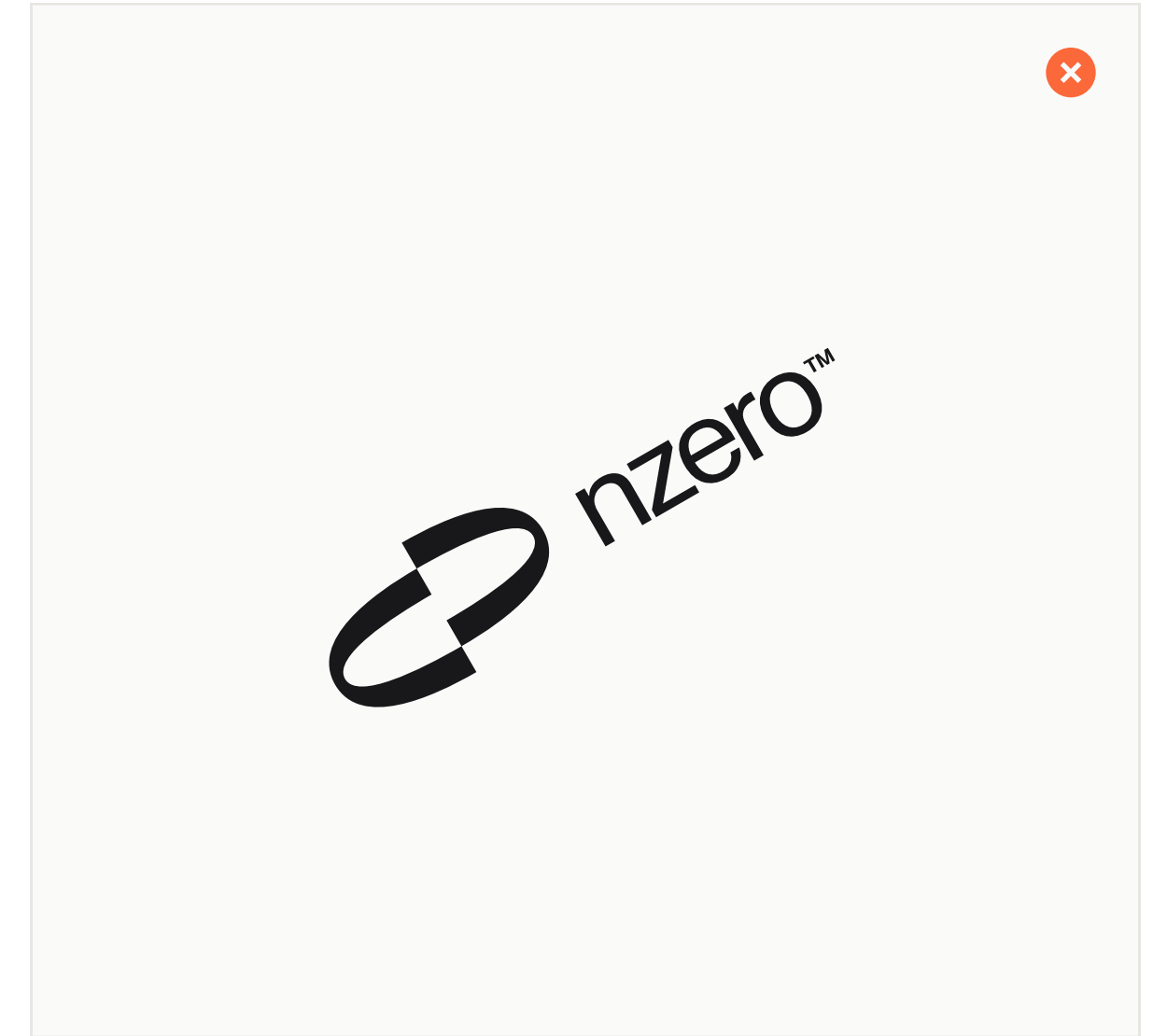


Suggested applications of the complete logo lockup, featuring specific color combinations from our designated color palette.



Not sure how to handle the logo?
Let's keep it simple with a few examples of what not to do when using the NZero logo.

- Don't modify, skew or distort the logo
- Don't use unapproved logo lockups
- Don't apply unconventional angles to the logo
- Only use colors from the branded color palette
- Don't stylize the logo with effects
- Do not recreate the logotype



When integrating the NZero logo with another, adhere to the recommended clear-space guidelines to ensure ample separation between the two logos.

The logos should be separated by a 1px line. Adjust the size of the partner logo based on its proportions, aligning it with one of the two provided alignments.



Alignment 1



Alignment 2



"The Standard" serves as NZero's editorial division. It is recommended to incorporate "The Standard" logo when featuring editorial content from NZero.

The Standard





Product

Showing our product

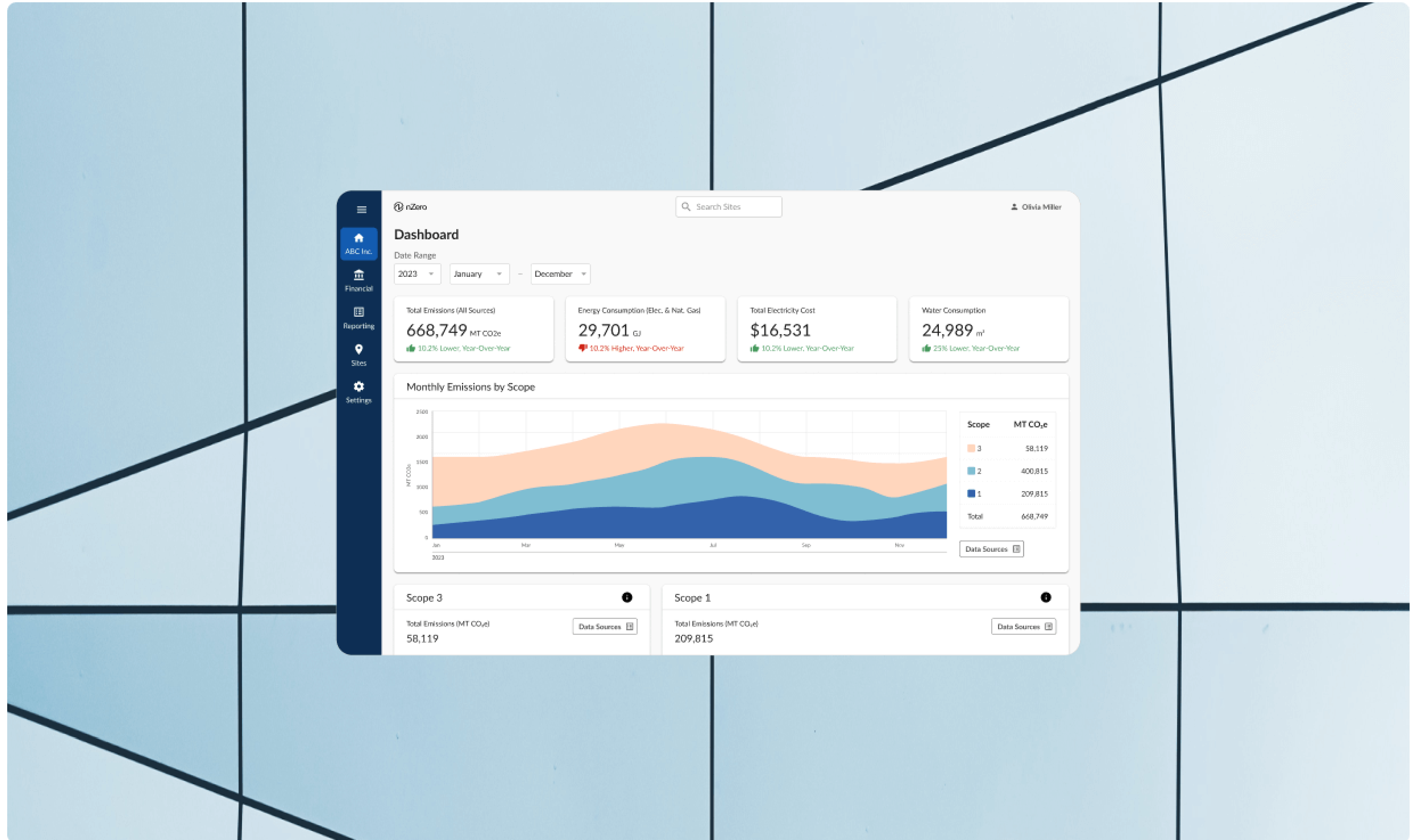
For product shots please contact
marketing@nzero.com



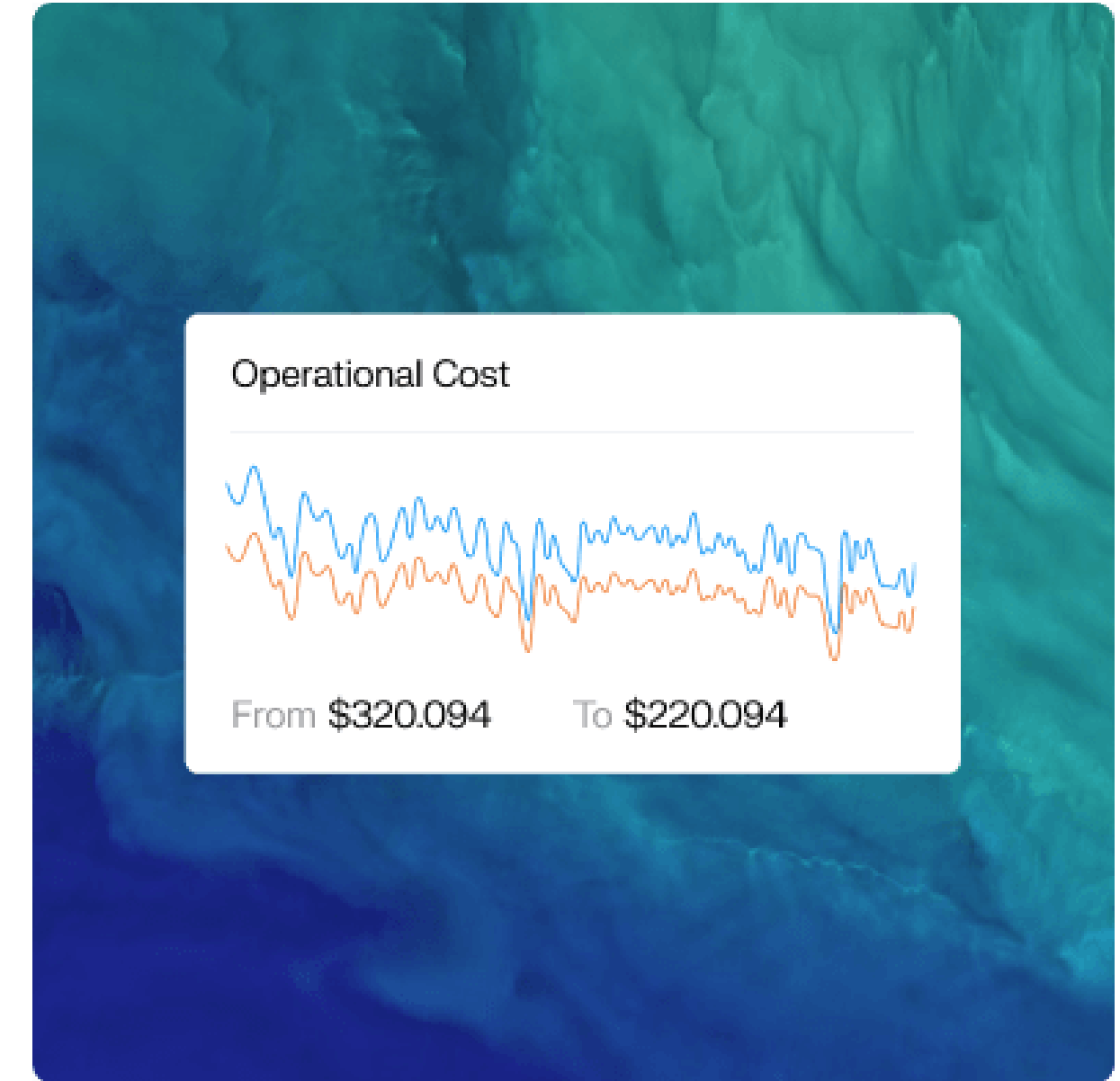
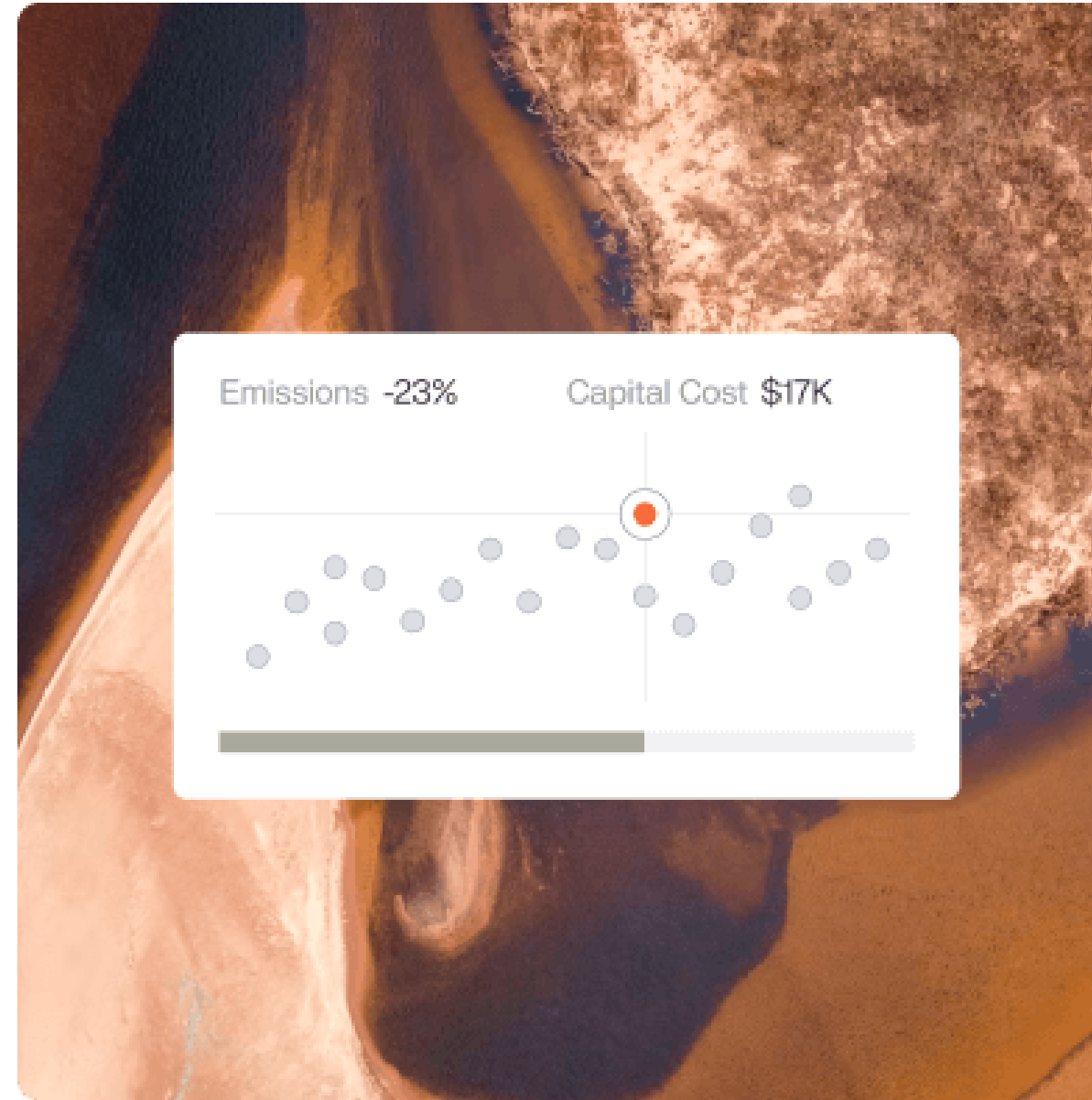
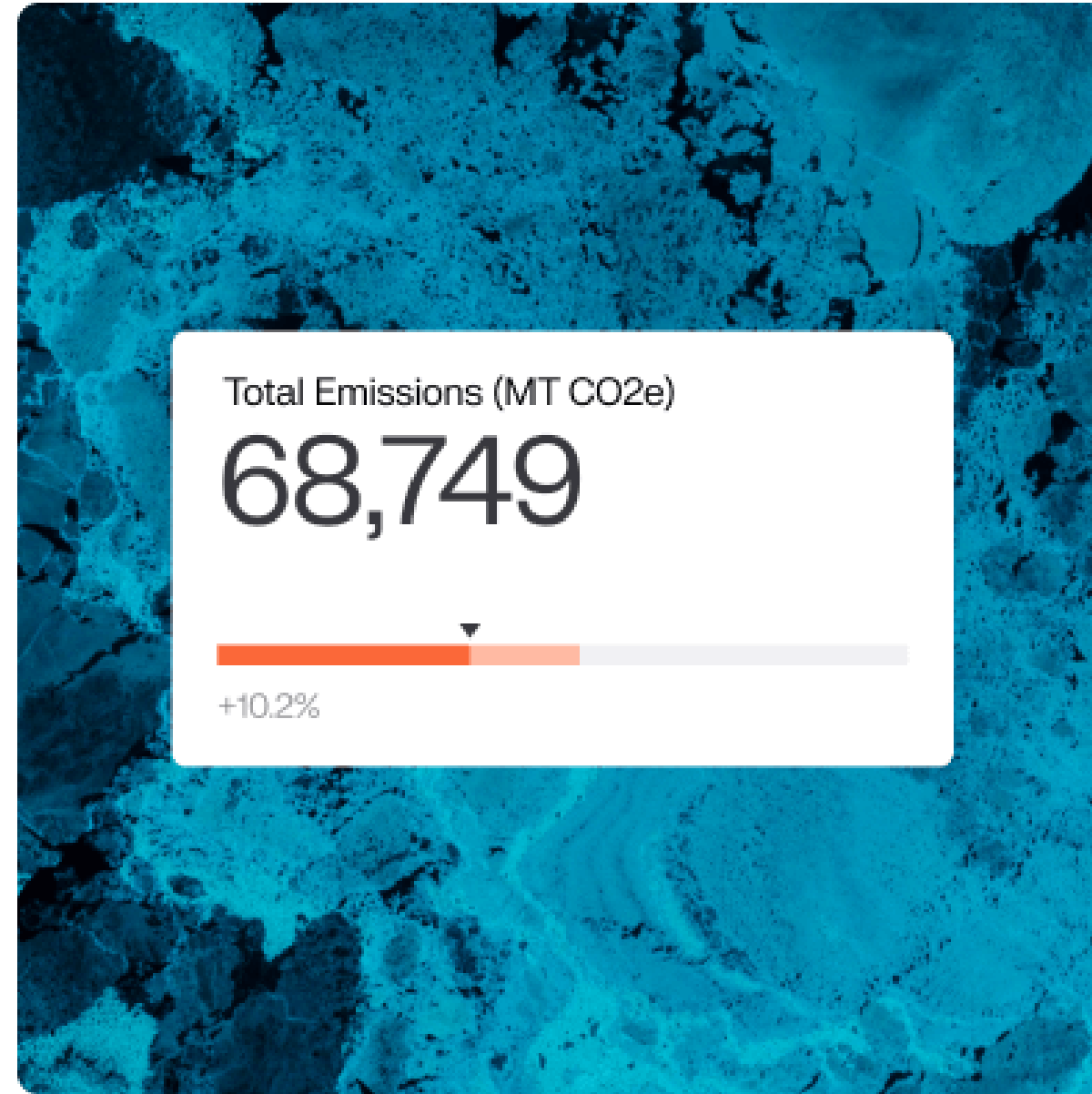
Use case 1: In device



Use case 2: UI against background



Use case 3: Deconstructed UI



Thank you.

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