



 zen pivot

Brand Guidelines

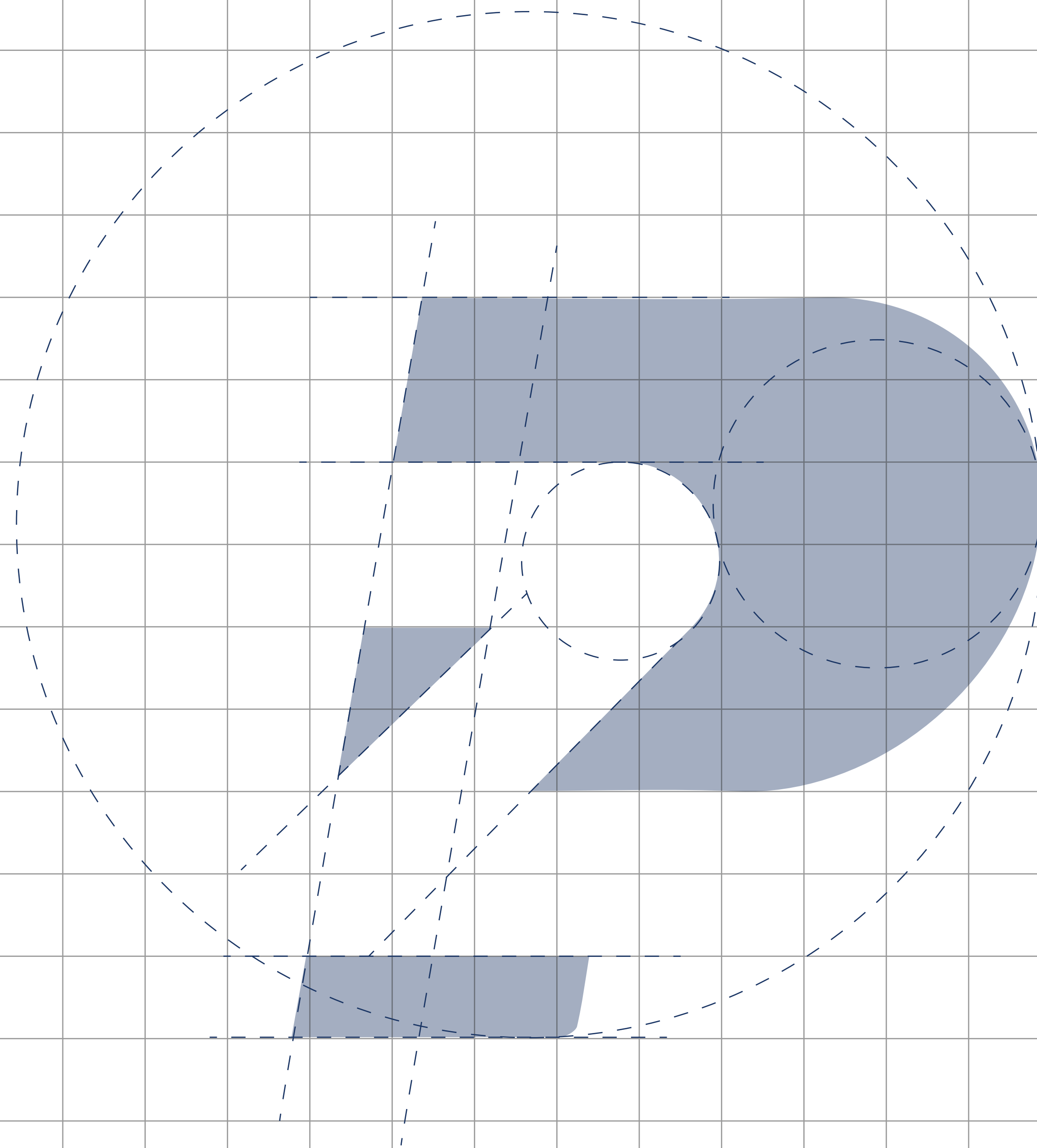


01

LOGO



LOGO CONSTRUCTION



LOGO MEANING

The Zen Pivot logo presents a bold, minimalist design that encapsulates the brand's ethos of innovation, transformation, and strategic growth. The design merges the initials "Z" and a stylized representation of a pivot or dynamic movement, reflecting the company's core mission of navigating change and driving progress across diverse business domains.

Elements and Symbolism:

Abstract "Z" Form: The logo prominently features a stylized "Z," which not only represents Zen Pivot but also symbolizes the company's focus on creating balance and harmony in business transformation, akin to the principles of Zen.

Dynamic Angles and Shapes:

The logo's sharp angles and flowing curves suggest agility, forward momentum, and the ability to adapt — key qualities for a company engaged in accelerating startups, transforming businesses, and managing a broad portfolio of brands.

Minimalist Aesthetic:

The clean, modern lines reflect simplicity and clarity, essential traits for a brand that values efficiency and streamlined operations, resonating with Zen principles of minimalism and focus.



BRAND ESSENCE



Zen Pivot's logo stands as a visual metaphor for the company's role as a guide and catalyst for change, embodying a forward-thinking mindset and a dedication to balanced, sustainable growth. It signifies a brand that is both dynamic and grounded, capable of pivoting to seize new opportunities while maintaining a strong sense of direction and purpose.

This logo not only provides a strong visual identity but also communicates the core values and vision of Zen Pivot: to lead with clarity, innovate with purpose, and transform with balance



Primary logo



Secondary logo



COLOUR OPTIONS





LOGO ALIGNMENTS

Horizontal



Vertical





02

TYPEFACES & COLOURS



TYPEFACE

NOTO SANS

Noto Sans is a great fit for Zen Pivot's brand because it's clean, modern, and easy to read, which helps keep our communication clear and professional. Its versatility and ability to support many languages make it perfect for our global reach. Plus, its simple style aligns well with our focus on innovation and streamlined design.

Noto Sans is a public font that's licensed under the Open Font License (OFL). This means that you can use it for free in any of your projects, including commercial or digital ones.

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

1 2 3 4 5 6 7 8 9 0

zen pivot



COLOURS

Navy Blue

#1c3664

C-100%, M-87%, Y-33%, K-23

R-255, G-255, B-255

Represents trust, stability, and professionalism. This can serve as the base color, giving the brand a mature and reliable look.

Light Gray

#D3D3D3

C-16%, M-12%, Y-13%, K-0%

R-211, G-211, B-211

A neutral color that adds sophistication and can be used to balance out the more intense primary colors.

Mustard Yellow

#ffdb57

C-1%, M-12%, Y-78%, K-0%

R-255, G-219, B-87

Gives warmth and highlights elements, such as key call-to-actions in digital media.



03

MOCKUPS





04

OTHER LOGO OPTIONS

