

Zartis Branding Guidelines



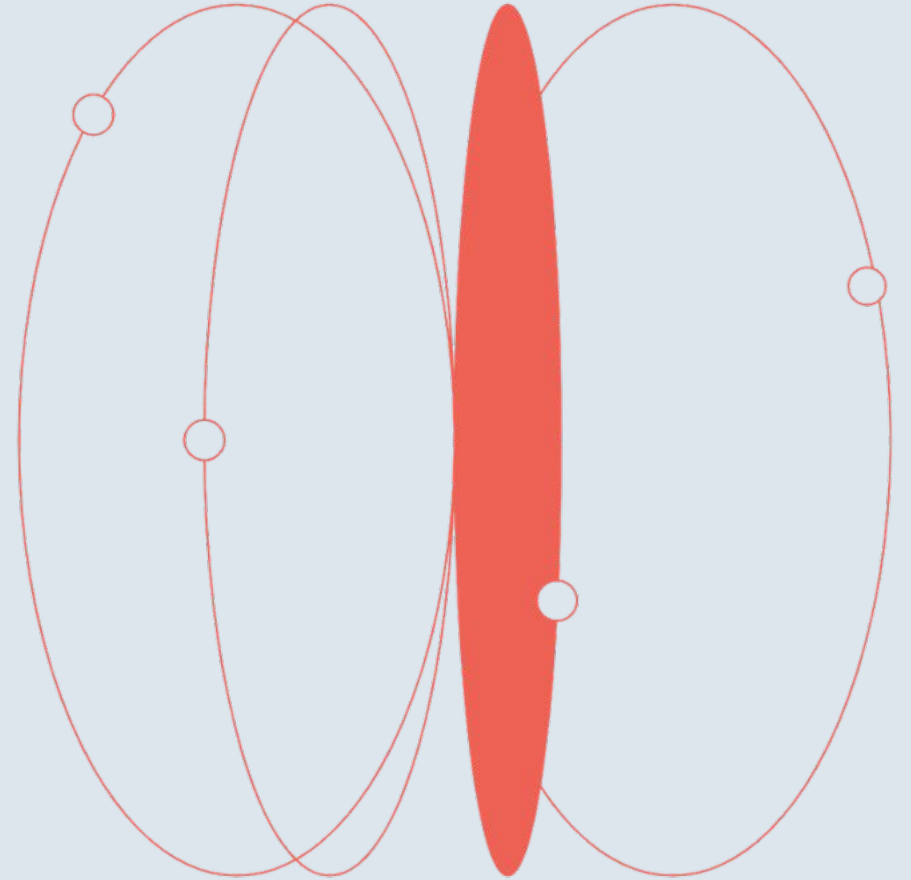
Where will you go
when you're no longer constrained,
when you have a clearer view of the
horizon,
and when you have the expertise to
deliver on your *radical ambition*.

Zartis AI transformation services.

Let's go →



Voice and *words*



How we sound

How to create content with the right tone and purpose

TONE

- ▾ Personal
- ▾ Direct
- ▾ Confident

PURPOSE

- ▾ Inspire
- ▾ Give confidence and a sense of possibility

LANGUAGE

- ▾ Concise
- ▾ Simple

Keep complexity in case studies and articles.

PERSONA

- ▾ Facilitator of success

STYLE

- ▾ Action-driven
- ▾ Has momentum
- ▾ Open

Visual *identity*



The wordmark

Our primary identifier, used at every main point of contact. The wordmark is always lowercase. Pick the lockup that fits the space, then pick the colourway that gives the strongest contrast on the background.



Horizontal, dark Default. White and Greenmist grounds.



Horizontal, white Underwood grounds, photography, dark covers.



Stacked, dark Narrow or square spaces on light grounds.



Stacked, white Narrow or square spaces on dark grounds.



Every lockup, including the version with the tagline, lives in the shared logo folder. Download from there rather than lifting a logo out of a deck.

The *icon*, clear space and size

The square mark is the wordmark cropped to the Z. Use it where the full lockup won't read: avatars, favicons, the deck's right rail, stamps on photography.

- ✔ **Clear space:** keep free space equal to the height of the Z on all four sides.
- ✔ **Minimum size:** 24px for the icon, 120px wide for the horizontal lockup.
- ✔ **Contrast first:** if the mark doesn't clearly separate from what's behind it, change the colourway, not the mark.
- ✔ The Z mark also works as a bullet or divider accent at small sizes.



The ISO 27001 and Claude Preferred Services Partner badges are credentials, not part of the logo. Place them away from the wordmark — in a footer, a trust bar or a proposal cover — never locked up beside it. Partnership claims and the Claude badge follow Anthropic's co-marketing rules: check with marketing before publishing.

Six things never to do to the *logo*



Don't stretch or squash



Don't rotate or tilt



Don't use low contrast



Don't recolour

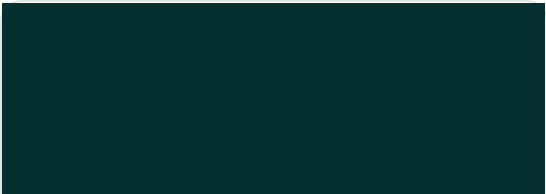


Don't crop or obstruct



Don't crowd the clear space

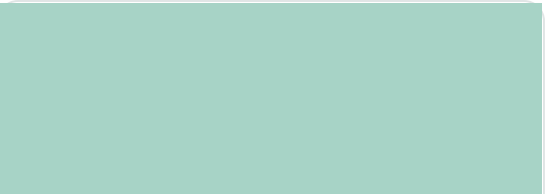
The *palette*



Underwood

#06302F · rgb(6, 48, 47)

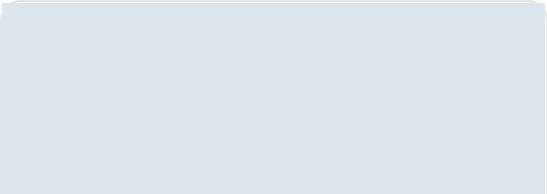
Brand ink. All dark text, rails, footers.



Seafoam

#A7D3C6 · rgb(167, 211, 198)

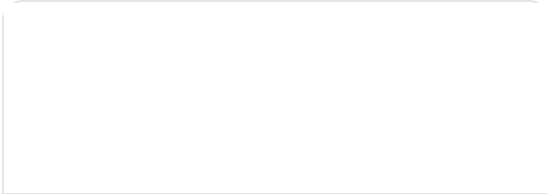
Secondary. Panels, glass planes, arrows.



Greenmist

#DDE6ED · rgb(221, 230, 237)

Primary surface tint. Section dividers.



White

#FFFFFF · rgb(255, 255, 255)

The dominant background, with Greenmist.



Paloma

#EE6256 · rgb(238, 98, 86)

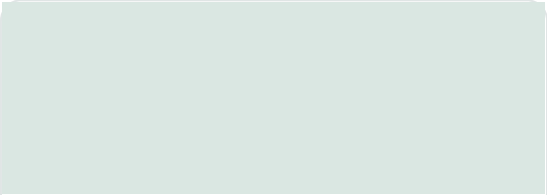
Highlight. Block fills, one CTA, eyebrows.



Paloma deep

#C93C24 · rgb(201, 60, 36)

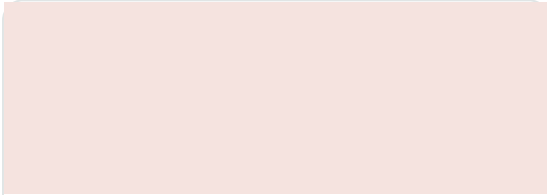
Links and small coloured text — contrast-safe.



Light Seafoam

#DAE7E2 · rgb(218, 231, 226)

Quiet tint block.



Light Paloma

#F5E3DF · rgb(245, 227, 223)

Warm tint block. Cautions and don'ts.

Proportion is the whole *rule*

White + Greenmist

Seafoam

Underwood

DO

- ✔ Let white and Greenmist carry the page. Space is the brand.
- ✔ Use Underwood as a block inside a light page — rails, footers, one dark card.
- ✔ Keep Paloma to one element per view: an eyebrow, a bar, a single call to action.
- ✔ Use Paloma deep for links and small coloured text.
- ✔ Layer Seafoam at 20–50% for graphic shapes that carry no text.

DON'T

- ✔ Fill a whole page with Underwood. Full-bleed dark is the dark cover and dark closing only.
- ✔ Use Paloma as a background for body copy, or for the glass planes.
- ✔ Set small Paloma text on white — it fails contrast. Use Paloma deep.
- ✔ Use black for text. All dark text is Underwood.
- ✔ Add gradients, or colours that aren't on the previous slide.

Three typefaces, *two uses*

DISPLAY SERIF • WEB

PP Fragment

Glare

ABCDEFGHIJKLM

abcdefghijklm

0123456789

Italic marks highlights

Headlines and hero statements on the website and in branded HTML. Regular weight only — never bold. One italic word per headline at most.

DOCUMENT SERIF • GOOGLE

Spectral

ABCDEFGHIJKLM

abcdefghijklm 0123456789

Italic marks highlights

Anything that round-trips Google Docs or Slides. Fragment Glare can't embed there and falls back to a generic serif, so decide the destination before you design — swapping late reflows the text.

EVERYTHING ELSE

Manrope

ABCDEFGHIJKLM

abcdefghijklm 0123456789

Light 300 — body and leads

Bold 700 — labels, links

Body, labels, UI and eyebrows.
Two weights only:
Light for reading, **Bold for signalling.**

The document *scale*

H1 • 40pt

Heading one

H2 • 30pt

Heading two

H3 • 24pt

Heading three, in Paloma

H4 • 18pt

Heading four

SUBTITLE • 20pt

A subtitle in Manrope Light

BODY • 12pt

Body copy in Manrope Light, always Underwood — never black.

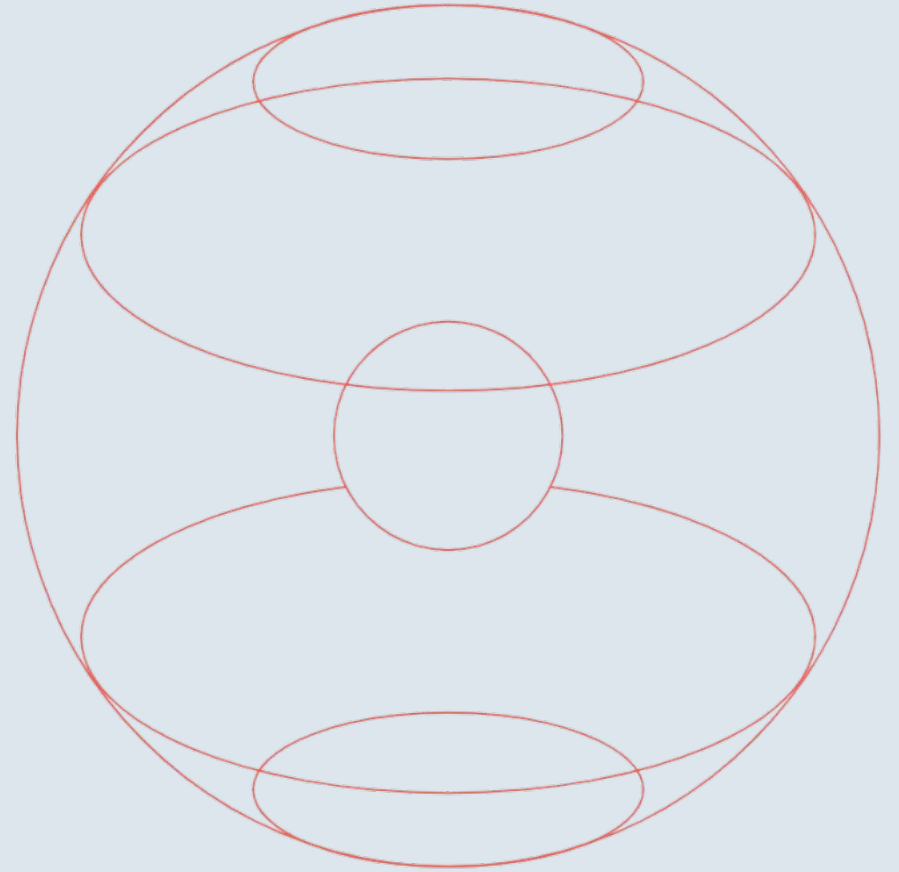
ALWAYS

- ✔ Title Case headings, tight tracking
- ✔ Serif at regular weight, never bold
- ✔ Single line spacing in decks and documents
- ✔ Uppercase only for small tracked eyebrows

NEVER

- ✔ Black text — all dark text is Underwood
- ✔ Bold serif, or bold used in place of the italic
- ✔ A third typeface, or a substitute for Manrope
- ✔ ALL CAPS headings

Using the *brand*



Download the logos



[Access here →](#)



[Access here →](#)



[Access here →](#)



[Access here →](#)



[Access here →](#)



[Access here →](#)

Let's go
beyond.

Questions about the brand:

socialmedia@zartis.com

