

tZERO - Branding Guidelines

Welcome to our hub for partner guidelines and assets. We want to make it easy for you to integrate tZERO in your app while respecting our brand and legal/licensing restrictions.

Wordmark

The tZERO wordmark is an important expression of our brand identity. It should in no way be distorted or redrawn when applied to communications. Because the wordmark is such a recognizable and highly visible brand asset, it is vital that it is always applied consistently.



Icon

In cases when the tZERO brand has already been established we simply use the icon on its own. While the icon can exist without the wordmark, the wordmark should never exist without the icon.



Clearspace and Positioning

The wordmark should always be surrounded by generous white space. The diagram below defines the minimum amount of clear space needed, which is based on the x-height in the wordmark.



Minimum Size

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.



The tZERO logo should never be smaller than 70px in digital or 20mm in print.



The tZERO icon should never be smaller than 21px in digital or 6mm in print.

Logo Misuse

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, color and composition should remain as indicated in this document — there are no exceptions.



Do not use drop-shadows.



Do not rotate.



Do not outline.



Do not distort proportions.



Do not use any off brand colors.



Do not alter letter spacing.

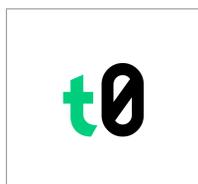
Our Colors

tZERO has always been green & black, and that won't change. While embracing a much more colorful language in our brand communications, tZERO Green is our resting color, used only in situations where the brand palette is not being used.

 Green #1DB954 R30 G215 B96 C80 M0 Y80 K0	 White #FFFFFF R255 G255 B255 C0 M0 Y0 K0	 Black #000000 R0 G0 B0 C0 M0 Y0 K0
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Color Usage

Primary Usage: our wordmark is primarily used in black and green. It can sit on top of the green or white background. It can also be used in white over black.



Incorrect Color Usage: our wordmark should never be used with the "t" as another color other than tZERO's green. Additionally it shouldn't be used with our dark colors, neither coloring it with a dark color, or using our primary black over a dark background.

