

Document  
**Version 1**

Year  
**2024**

# Brand Guidelines

**zeam**



# Summary



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# 01

# Introduction

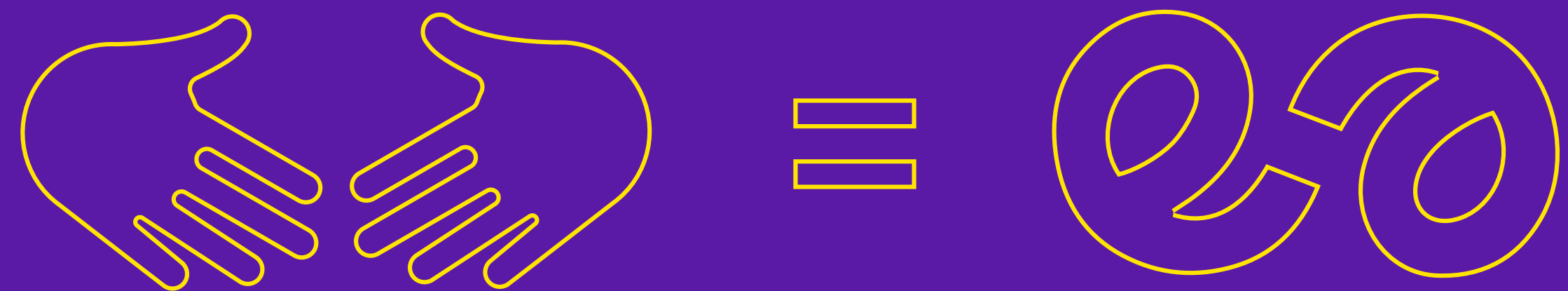
Welcome to the Zeam Brand Manual, where we define the essential elements that shape our visual identity and guide our communication. Zeam is more than just a money transfer platform—it's a reflection of our values, mission, and commitment to financial empowerment. Our brand is bold, innovative, and user-focused, ensuring that every interaction is meaningful and seamless. By following these guidelines, we ensure that our brand remains consistent, trustworthy, and inspiring to our users across every touchpoint.

# 02

## Logo Design

Our logo is the heart of Zeam’s visual identity—a symbol of movement, connection, and simplicity. Designed to reflect our commitment to efficiency and ease of use, it captures the spirit of seamless transactions and financial freedom. The smooth, rounded forms convey trust and accessibility, while the bold lettering reinforces our confident, forward-thinking approach. Every element of our logo is intentionally crafted to ensure clarity, recognisability, and a lasting impression in the minds of our users.

zeam



# 03

## Emblem design

The Zeam emblem is a fusion of our core values—innovation, connection, and progress. Inspired by the interplay of symbols that represent money movement, trust, and digital-first solutions, our emblem brings together elements of the letter 'Z,' an infinity loop, and a directional arrow. This design encapsulates the idea of continuous financial empowerment, making cross-border transactions as simple as a tap. More than just a logo mark, **the emblem is our official currency symbol**, representing the Zeam currency across our ecosystem. It stands as a recognisable sign of financial inclusion, ensuring users instantly identify Zeam-powered transactions, rewards, and in-app balances.



# 04

## Horizontal Logo

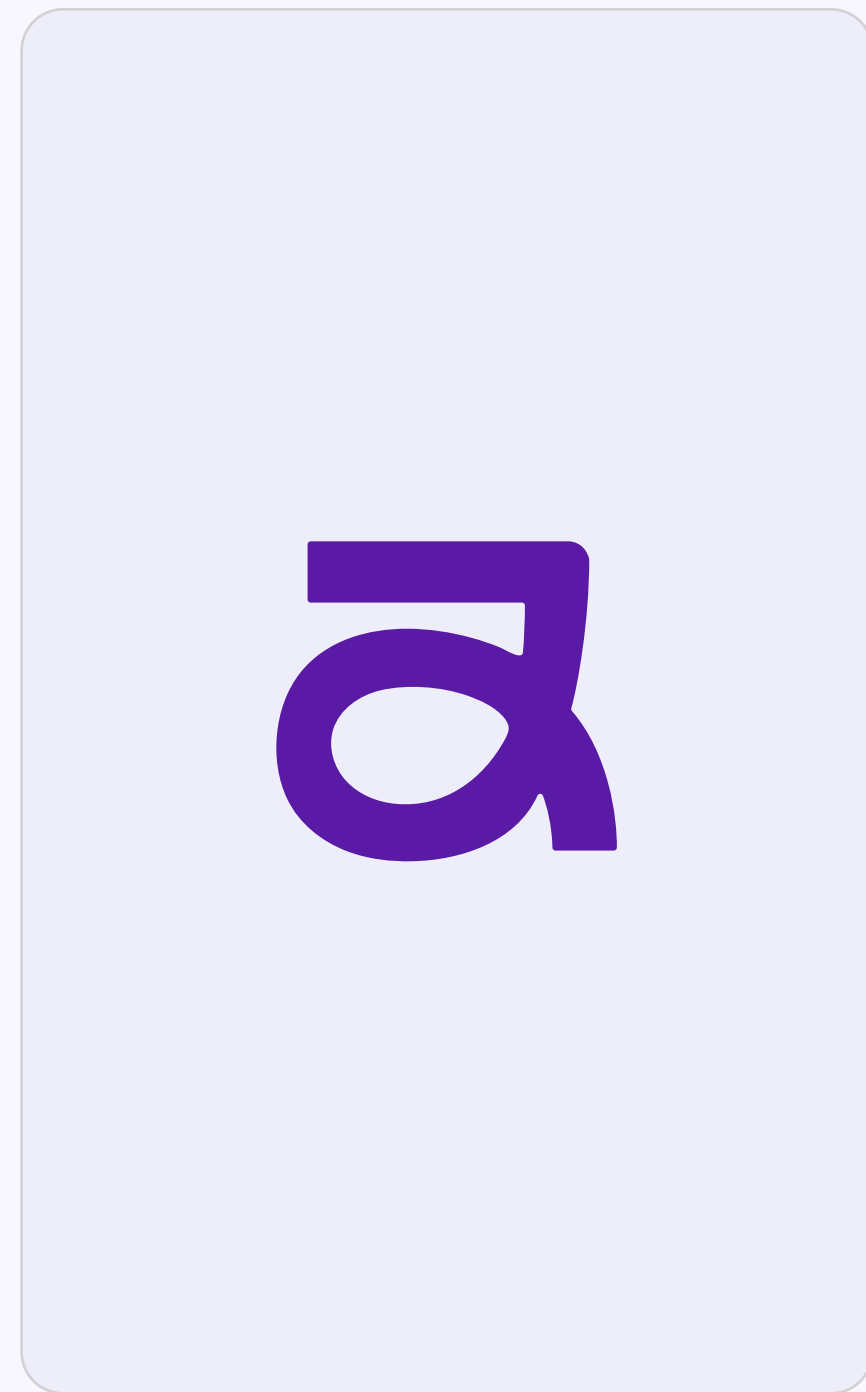
The Horizontal Logo section of a brand book outlines guidelines for the use and presentation of the brand's logo in horizontal format.



# 05

## Colour Usage

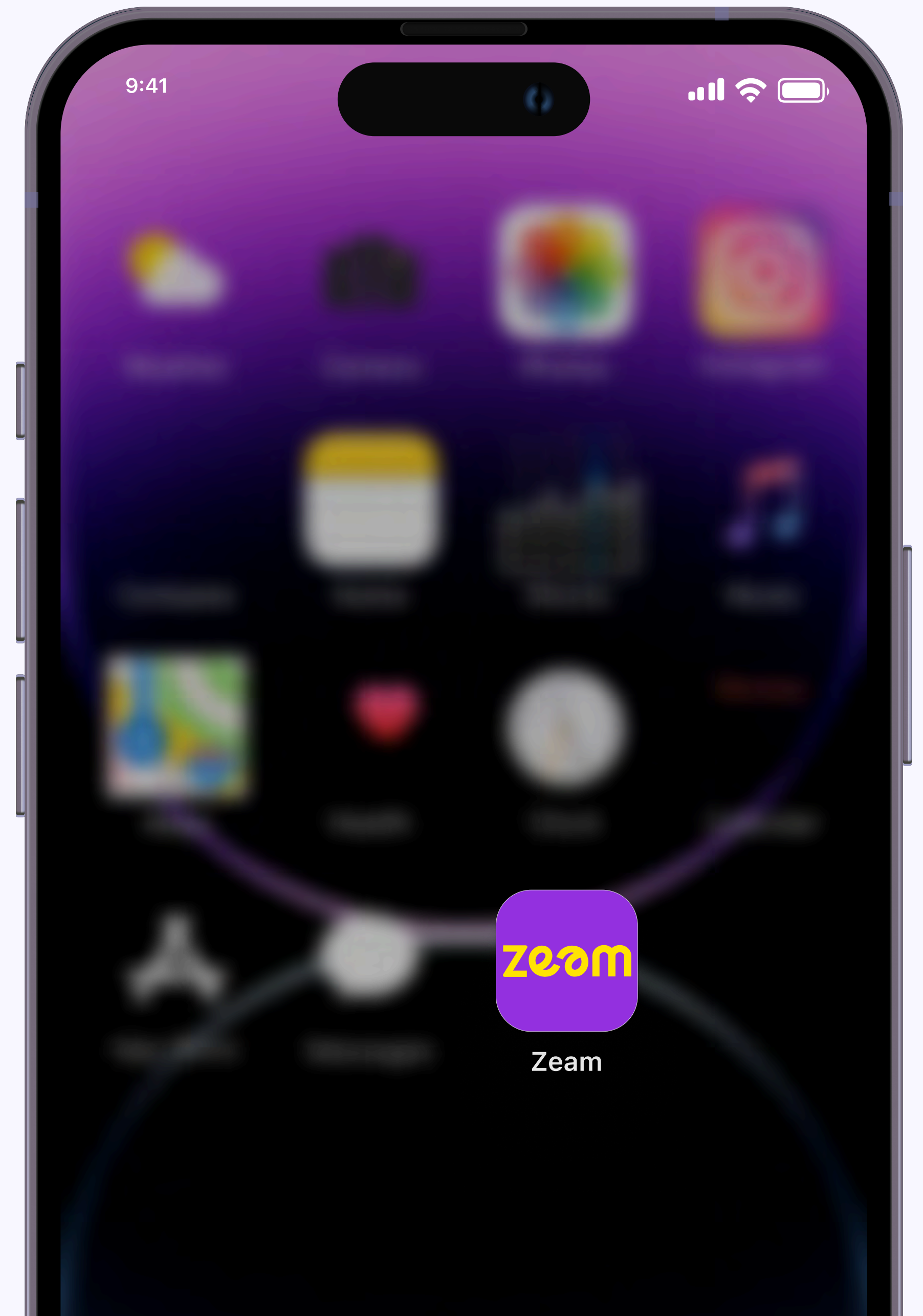
The Background Color Usage section of a brand book outlines guidelines for the use and presentation of background colors in relation to the brand's visual identity.



# 06

## App Logo Option 2

The Mobile App Logo section of a brand book outlines guidelines for the use and presentation of the brand's logo in the context of a mobile application.





# 07 Safe Zone

The Safe Zone section of a brand book outlines guidelines for the minimum distance that must be maintained between the brand's logo or other design elements and other visual elements, such as text, images, or other graphics.



# 08

## Logo Usage



# 09

## Logo Misuse

The Logo Misuse section of a brand book outlines guidelines for what not to do with the brand's logo, in order to avoid misrepresenting the brand or damaging its reputation.

This section is particularly important to ensure that the logo is not used inappropriately or in a way that conflicts with the brand's values and messaging.

01

The word "zeam" in a purple, lowercase, rounded font.

02

The word "zeam" in a red, lowercase, rounded font.

03

The word "zeam" in a purple, lowercase, rounded font, tilted at an angle.

04

The word "zeam" in a light blue outline, lowercase, rounded font.

05

The word "zeam" in a dark purple, lowercase, rounded font with a subtle drop shadow.

06

The word "zeam" in a yellow, lowercase, rounded font.

07

The word "zeam" in white, lowercase, rounded font, centered on a light blue rectangular background.

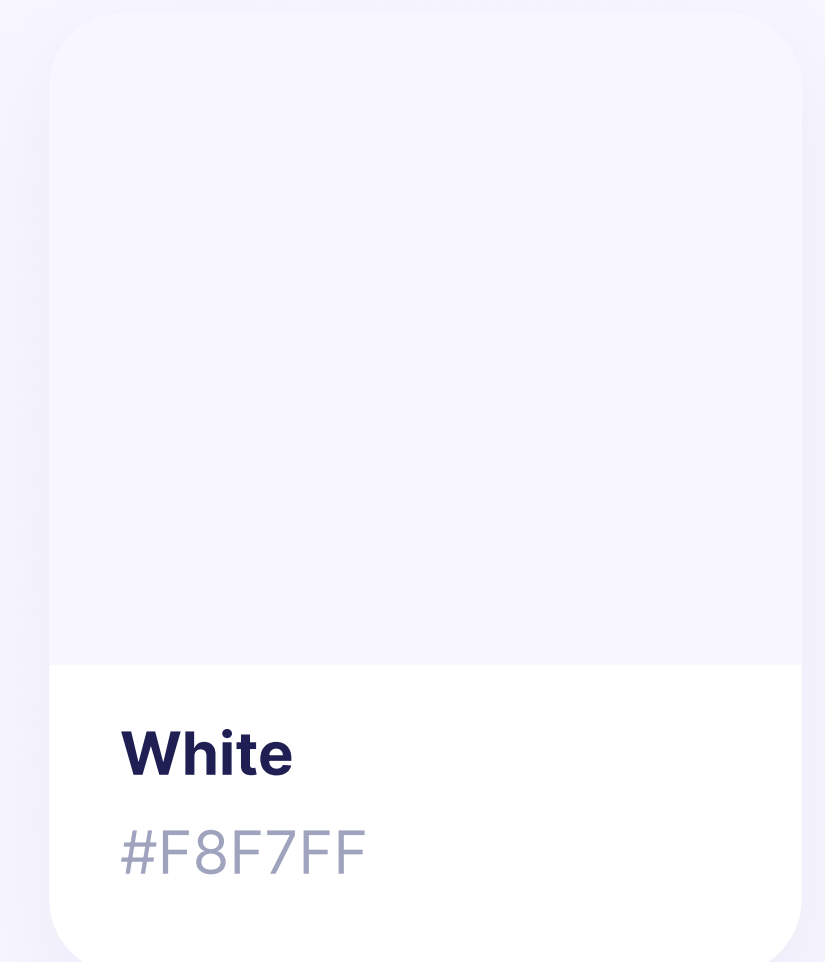
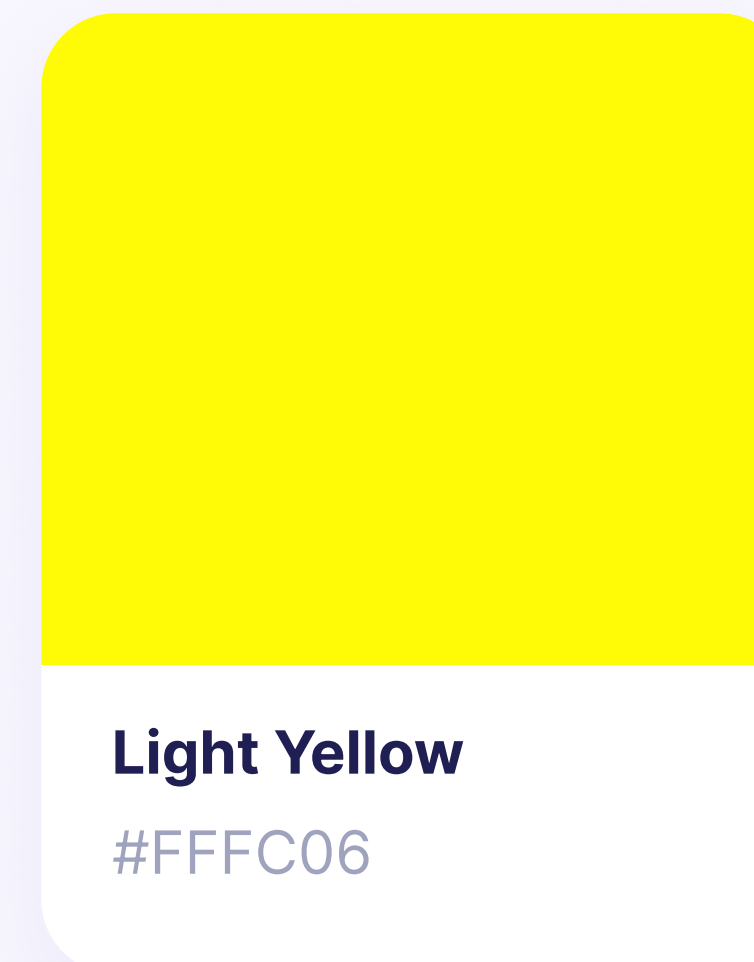
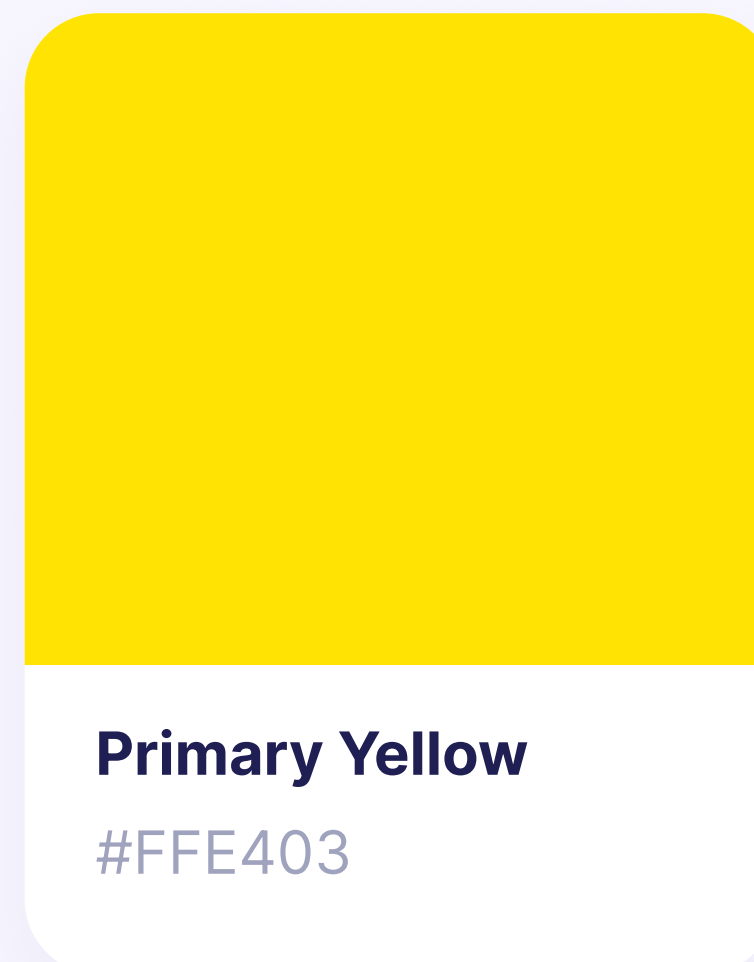
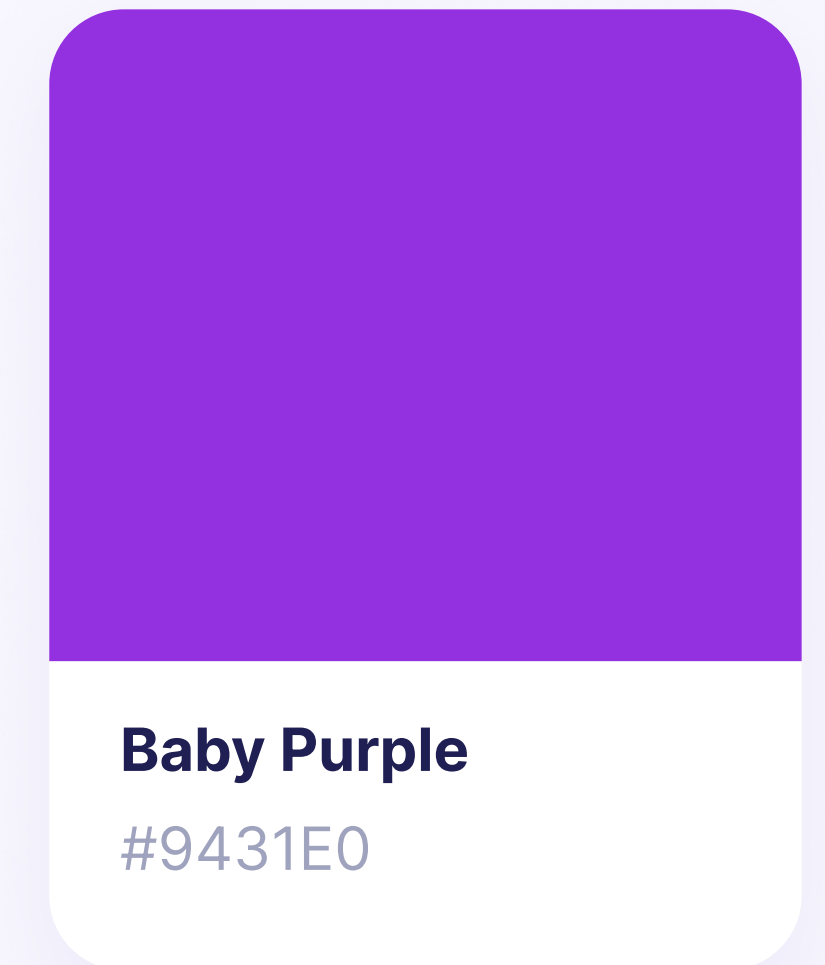
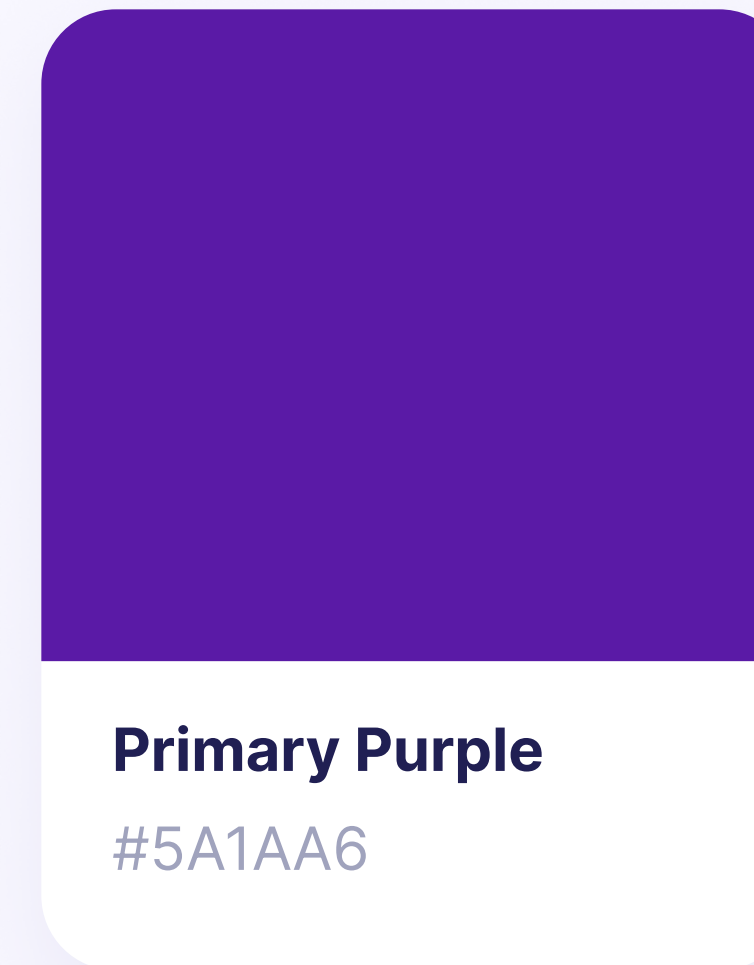
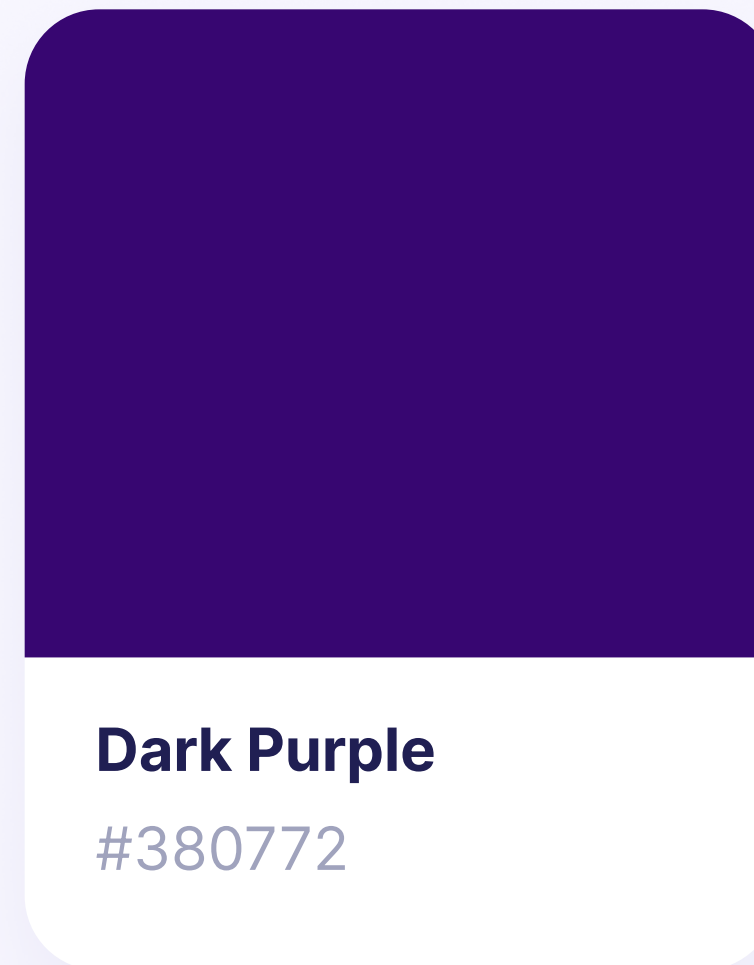
08

The word "zeam" in a purple, lowercase, rounded font, with "ze" stacked above "am".

# 10 Colour Palette

The Color Palette section of a brand book outlines the colors that are associated with the brand, and how they should be used across various media and contexts. This section is particularly important to ensure that the brand's visual identity is consistent and recognizable across different applications.

The brand book provides information on the primary colors that are associated with the brand, as well as any secondary or accent colors that may be used in conjunction with them.



# 11 Typography

The Typography section of a brand book outlines the fonts and typography that are associated with the brand, and how they should be used across various media and contexts.

This section is particularly important to ensure that the brand's visual identity.

Ad

## Poppins

### Family

Ultra Light	Light
Regular	Medium
Semi-bold	Bold

### Characters

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## Inter

### Family

Light	<b>Semibold</b>
Regular	<b>Bold</b>

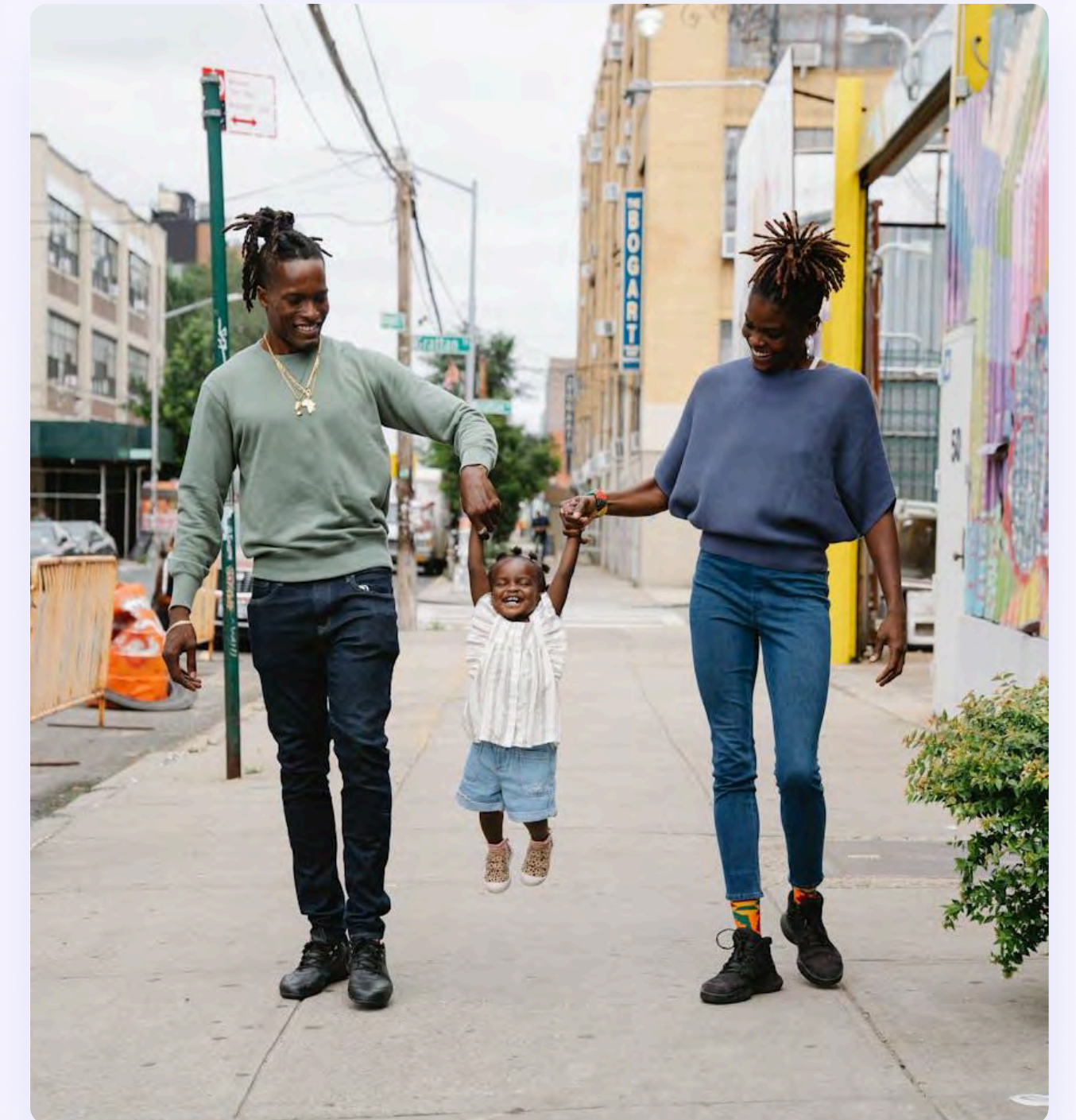
### Characters

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

# 12 Photography

The Photography section of a brand book outlines the style and usage of photography that is associated with the brand. This section is important to ensure that the brand's visual identity is consistent and recognizable across different media and contexts.

The brand book provides information on the style of photography that is associated with the brand, such as the composition, lighting, colour palette, and overall aesthetic.



# 13

# Iconography

The Iconography section of a brand book outlines the use of symbols and icons that represent the brand. This section is important to ensure that the symbols and icons used are consistent and recognizable across different media and contexts.

## Actions



Account circle



Shopping add



Chart add



Alarm



Feedback



Android



Autonew



App blocking



Anchor



Analytics



All inbox



Arrow circle



Bookmarks



Bug



Build



Calendar today

# “Creating digital experiences”

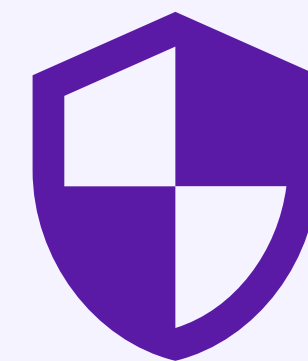
The Brand Voice & Slogan section of a brand book outlines the tone, style, and messaging that is associated with the brand. This section is important to ensure that the brand's verbal identity is consistent and recognizable across different media and contexts.



**Friendly**



**Intelligent**



**Secure**



**Vibrant**



# 14

## Stationery Items

The Stationery Items section of a brand book outlines the design and use of various stationery items that represent the brand. This section is important to ensure that the stationery items are consistent with the brand's visual identity and contribute to the overall image of the brand.





# Thank you