



zarttech

Brand Guidelines



Company Profile	01	Corporate Image	05
Zarttech Logo	02	Stationaries	06
Logo Overview			
Color Version			
Clear space			
Shorthand version			
Small version			
Incorrect logo useage			
Typography	03		
Color system	04		



Company Profile

01



Company Profile

Through Outstaffing and Outsourcing services, **Zarttech solves this problem and provides** cost-effective and simple solutions for companies to increase their development teams with our fully remote, hybrid remote or on-site (EU Region) Senior IT Experts or creating fully remote, hybrid remote or on-site (EU Region) development teams to work on projects. Our Senior IT Experts and teams become your Experts and teams. **Zarttech** employs all Senior IT Experts and CyberSecurity Specialists, providing flexible and quick solutions to address the needs of our clients.





Bridging the opportunity gap
by connecting diverse IT
Experts with global work
opportunities.



Zarttech Logo

02



Logo

Overview

The Zarttech logo consists of a symbol (the diverse lines) and a wordmark. Both elements of the logo have been carefully redesigned to work together for maximum legibility.

Unique Symbol



Primary Logo





Logo

Color Version

With the diverse range of colors the logo can be used on all different color backgrounds.

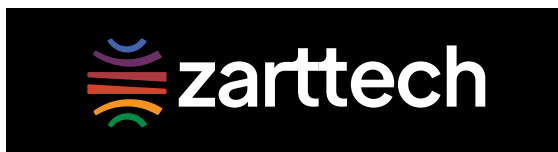
Primary Color Version

This color version works best on a white background or any light neutral background.



Alternate Color Version

On a dark background with exception of the brand colours the wordmark becomes white while the logo mark retains its full color.



Other Color Version

The logo takes full white when placed on a background of any of the brand colors.





Logo

Clear space

To maintain the integrity and visibility of the logo, avoid crowding it with type, imagery, or graphic elements. The minimum clear space surrounding the logo is proportional to the height of the Logo

symbol. Always use this clear space — or more, whenever possible — when using the logo in communications.





Logo

Shorthand versions

The Zarttech symbol alone can be used as a shorthand version of our logo. It should be used selectively, such as on our UI, social signatures where space is limited, and when the name

"Zarttech" has been used in type, to avoid duplication of the word.

Primary Versions



Also can be used as app icons

Secondary Versions



These are be us at exceptional cases in term of the context to be used

Always use the original digital artwork, to help maintain consistency and integrity.



Logo

Small Versions

The small version of the Zarttech logo is reserved for use at extremely small sizes such as favicons, social signatures, or on menu bars. It is the short-hand identifier for Zarttech products and

adapts to the context of different operating systems, yet is consistent across all platforms.

Favicon sizes



16px

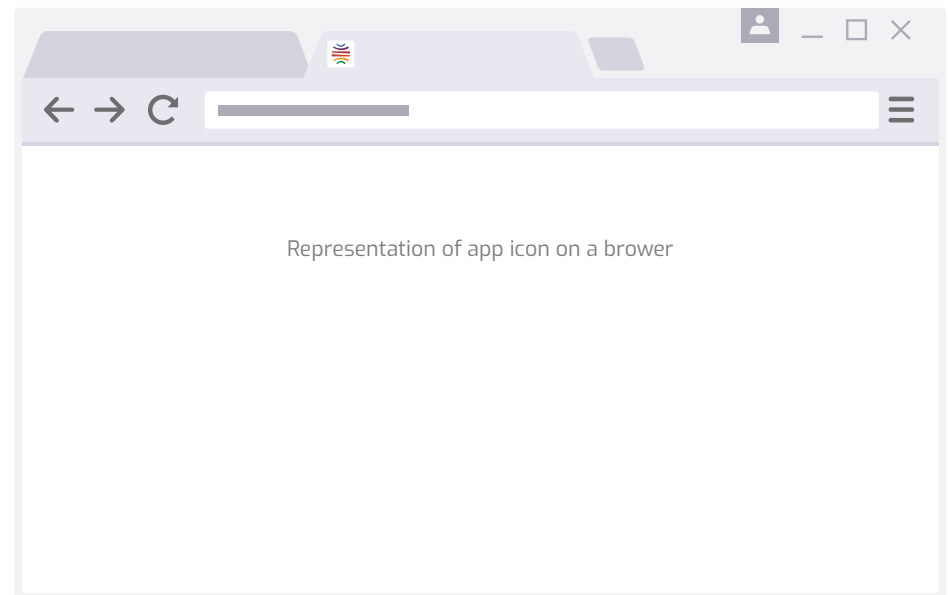


32px



48px

The smallest size of the logo is at 16px and shouldn't be made smaller than that for all application both online and print





Logo

Incorrect logo usage

Our logo is our most valuable asset. It's not a shape-shifter, and wouldn't be one anytime soon. So, do not edit, change, or distort the logo in any way.

Improper use of the Zarttech logo diminishes the impact of the brand identity and compromises our ability to protect it legally.



✗ **Do not** compress or skew the logo.



✗ **Do not** apply harsh drop shadows behind logo.



✗ **Do not** change the color of the logo to a color not in the brandguide.



✗ **Do not** change the logo or wordmark in any way.



✗ **Do not** stack the amoeba and wordmark.



Typography

03



Typography

Plus Jakarta Display

Primary Font

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
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

Bold

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
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

Regular

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
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

Thin

0 1 2 3 4 5 6 7 8 9 @ # % *

Figures



Typography

Exo

Secondary Font

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
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

Black

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
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

Regular

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
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

Thin

0 1 2 3 4 5 6 7 8 9 @ # % *

Figures



Color System

04



Color System

Inter

The zarttech logo has a diverse and rich color system which makes for a very vibrant and colorful design aesthetic



Zart Blue Hex: 4164ad
RGB: 65/100/173
CMYK: 82/64/1/0

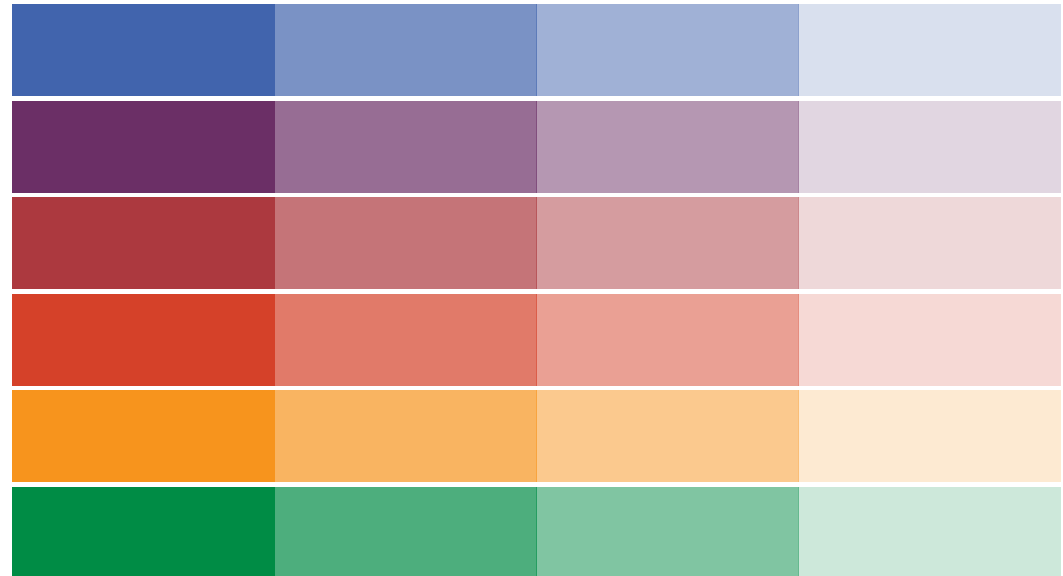
Zart Purple Hex: 6b2f66
RGB: 107/47/102
CMYK: 63/93/31/17

Zart Burgandy Hex: ac393f
RGB: 172/57/63
CMYK: 23/89/74/13

Zart red Hex: d54129
RGB: 213/65/41
CMYK: 11/89/98/2

Zart Yellow Hex: F7941d
RGB: 247/148/29
CMYK: 0/49/99/0

Zart Green Hex: 008c45
RGB: 0/140/69
CMYK: 87/20/100/6





Coperate Image

05



Corporate Image

Coloured Image

Our images are corporate and inclusive, which shows our diversity in having experts





Corporate Image

Black and white

Our images can be represented in black and white as this works well on our vibrant range of colors.

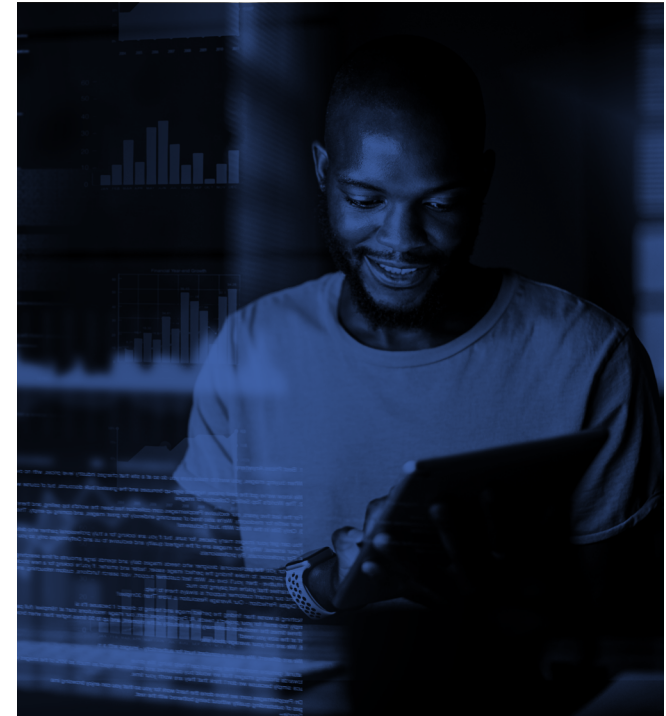




Corporate Image

Duotone Color

With our rich and vibrant color scheme. Images can have explore these in the duotone direction. which shows our diversity, energy and Vibrance

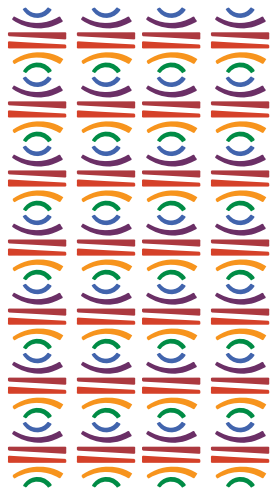




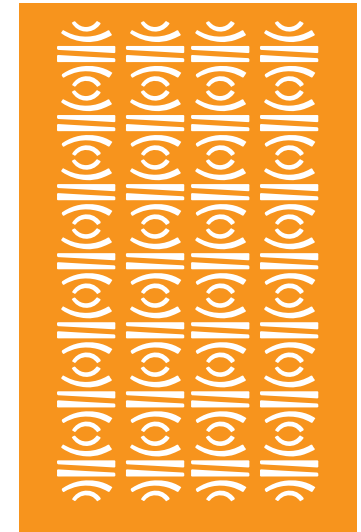
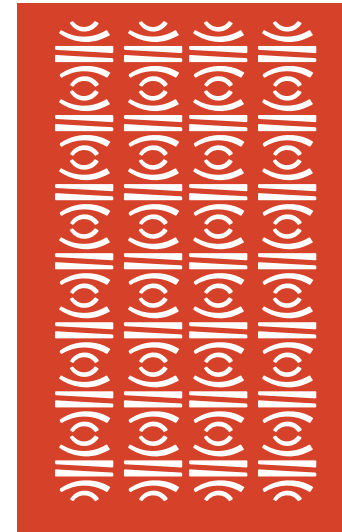
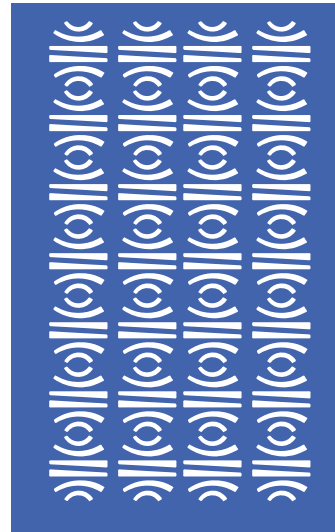
Corporate Image

Pattern

The logo forms an integral part of the pattern. Joining the logo together creates a seamless form which can be represented as an identity of the brand.



Coloured variation



White variation



Corporate Image

Desktop wallpaper

Featuring our diverse colors we incorporate different individuals of various race, ethnicity and gender which communicates our inclusive way.



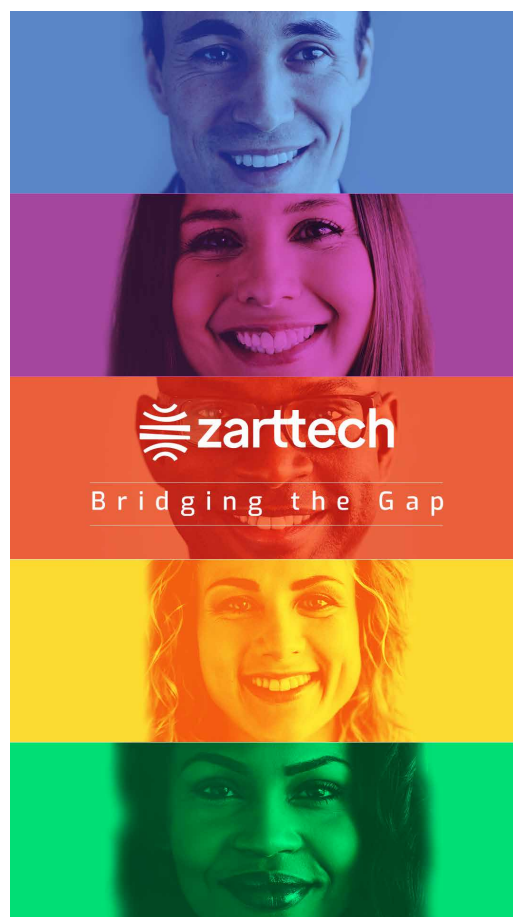
Representation of Walpaper





Corporate Image

Mobile wallpaper



Representation of Wallpaper



Corporate Image

Email Signature



Jane Doe

Designation

Zarttech B.V. The Netherlands (HQ)

✉ Jane.d@zarttech.com

☎ +31 380 0000



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Business cards info Inbox x



to me ▾

Oct 14, 2022, 12:04 PM (3 days ago)



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt



Jane Doe

Designation

Zarttech B.V. The Netherlands (HQ)

✉ Jane.d@zarttech.com

☎ +31 380 0000

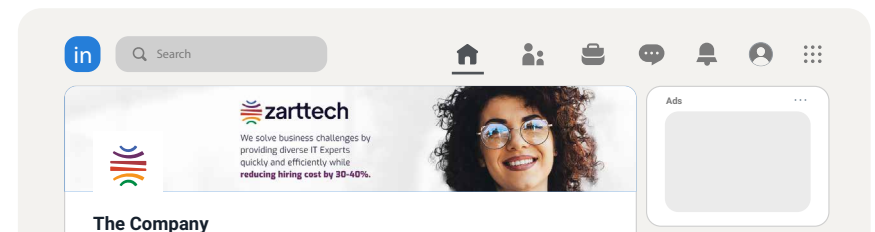
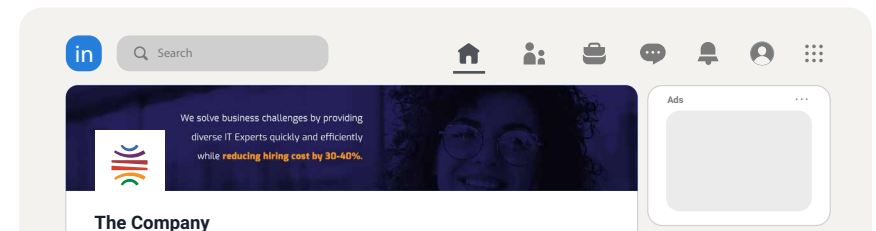
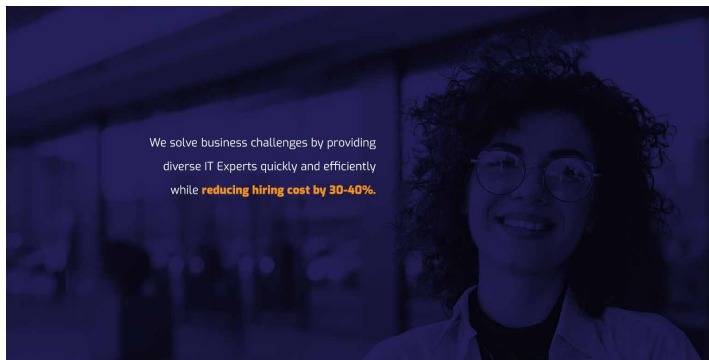


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Corporate Image

Linkedin Banner



Representation of Banner on linkedin page



Stationaries

06



Stationaries

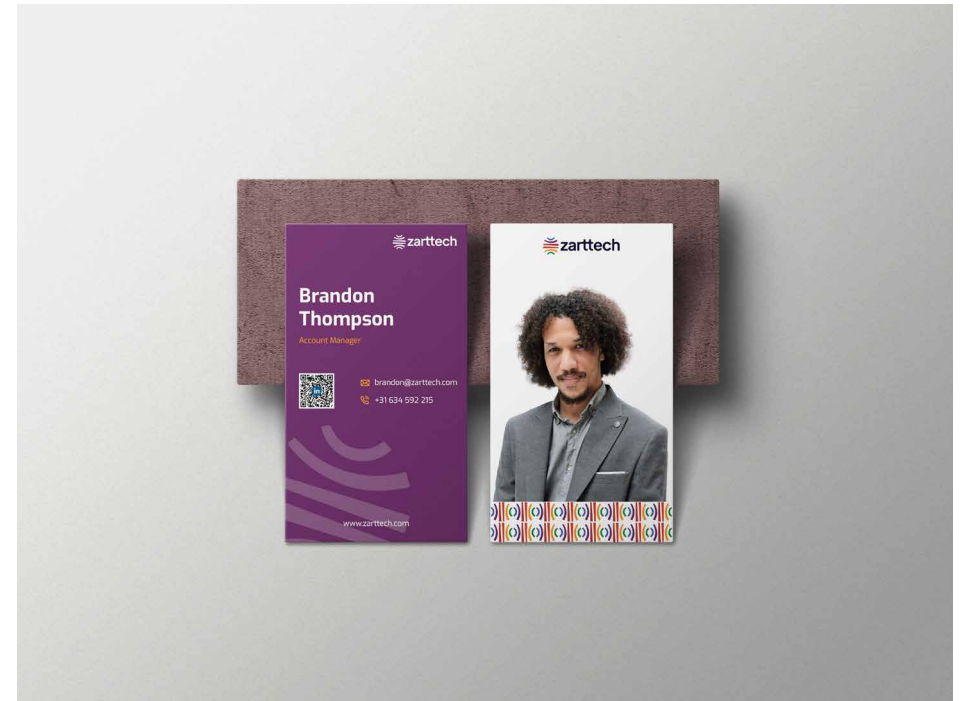
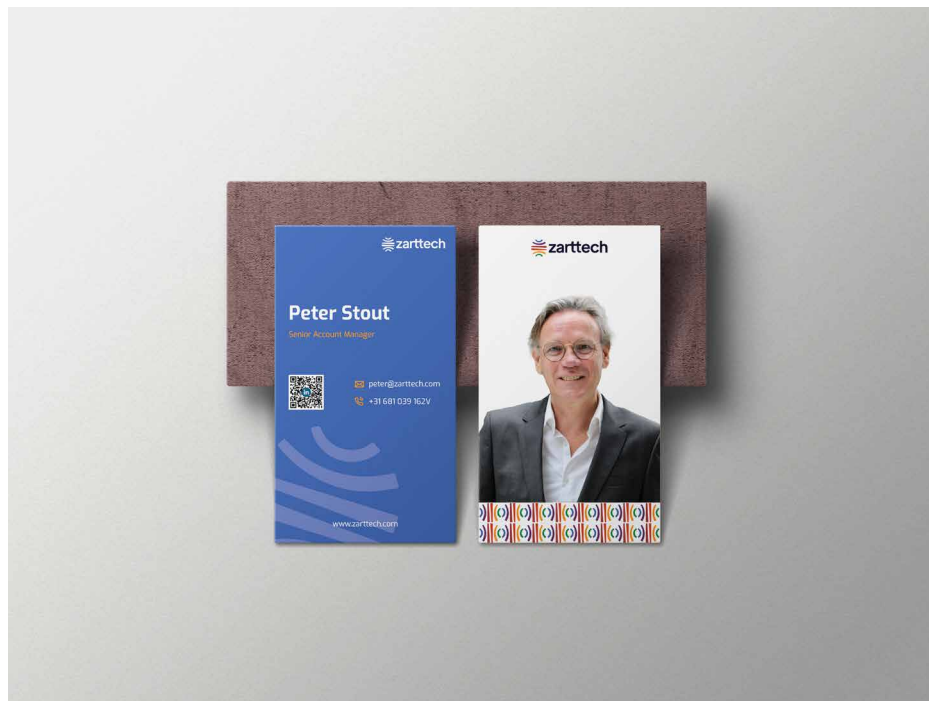
Business Cards





Stationaries

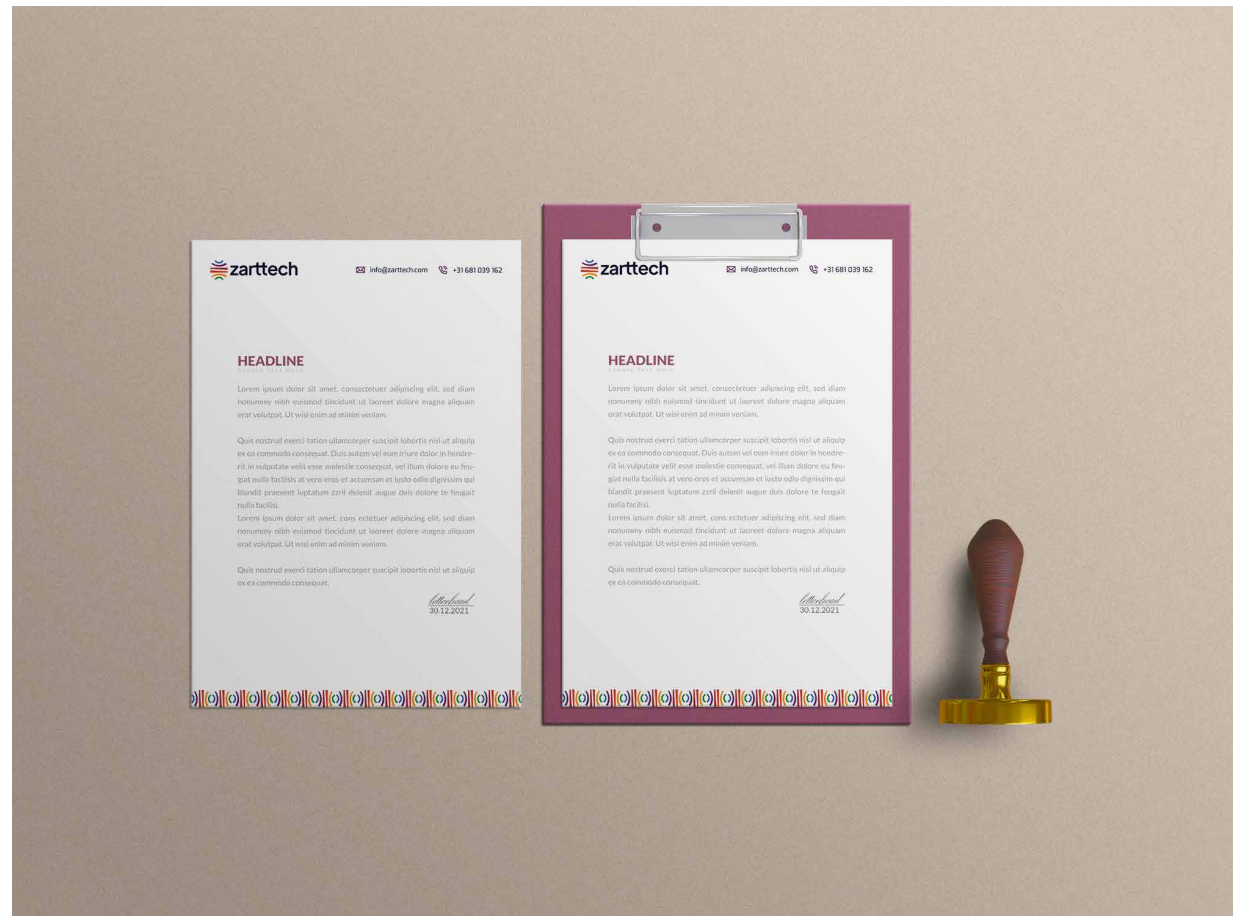
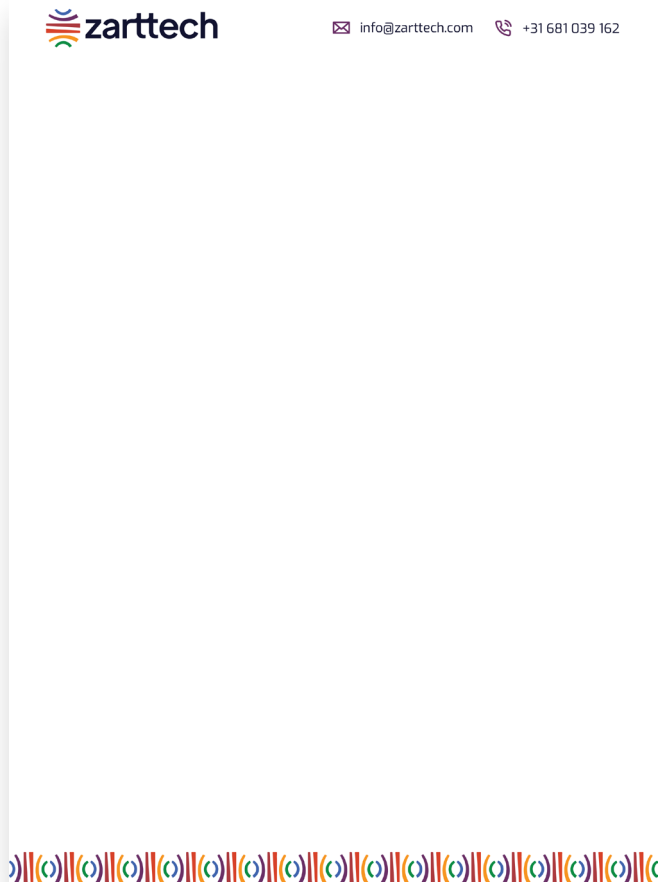
Business Cards Mockup





Stationaries

Letterhead



Thank You

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