

ZX Ventures_

BRAND

BOOK



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TONE OF VOICE

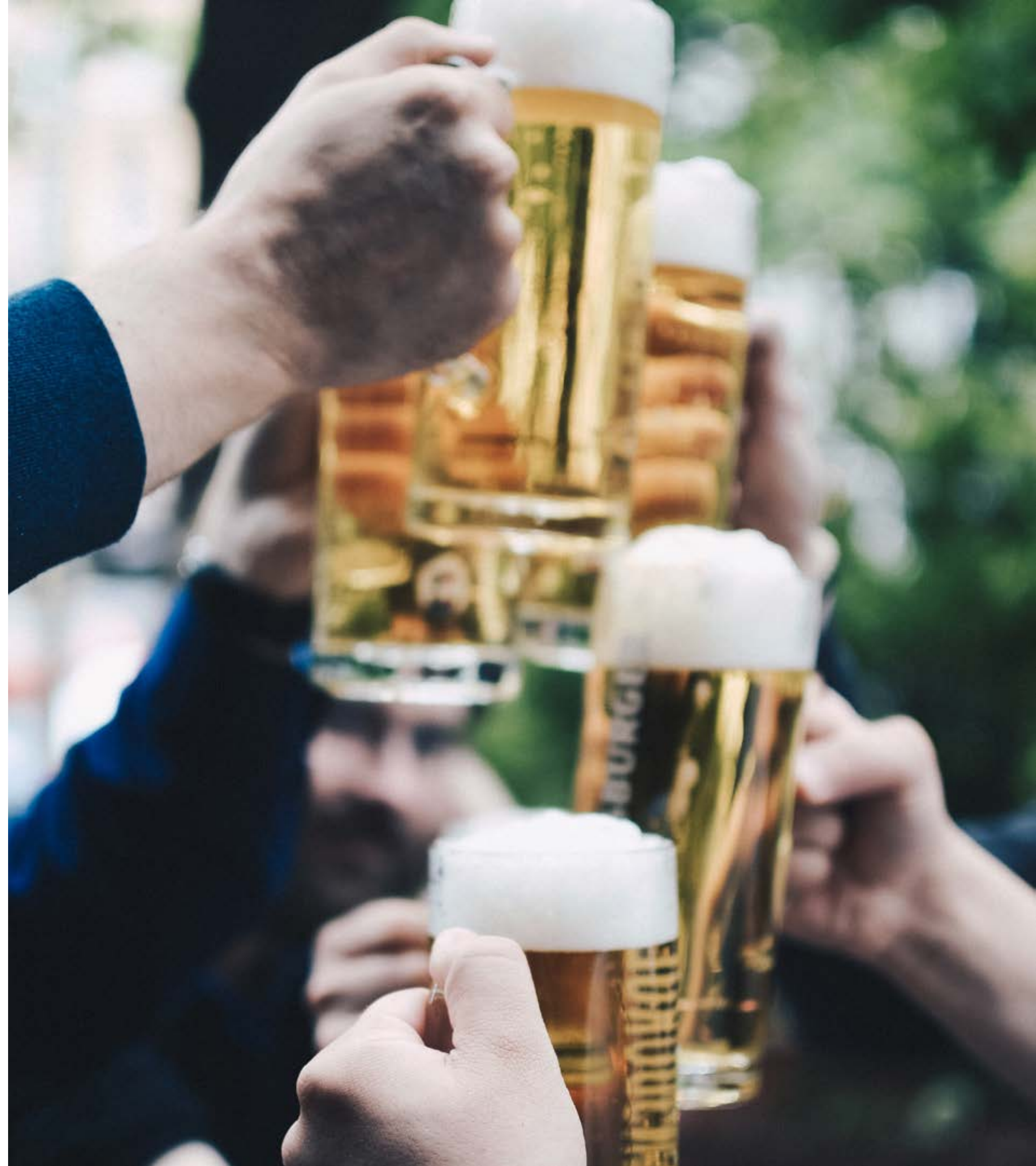
OUR TONE OF VOICE

Words are a powerful tool for building our brand. It is important that we clearly and consistently communicate our brand, bringing us closer to our target audiences.



HOW DO WE SPEAK?

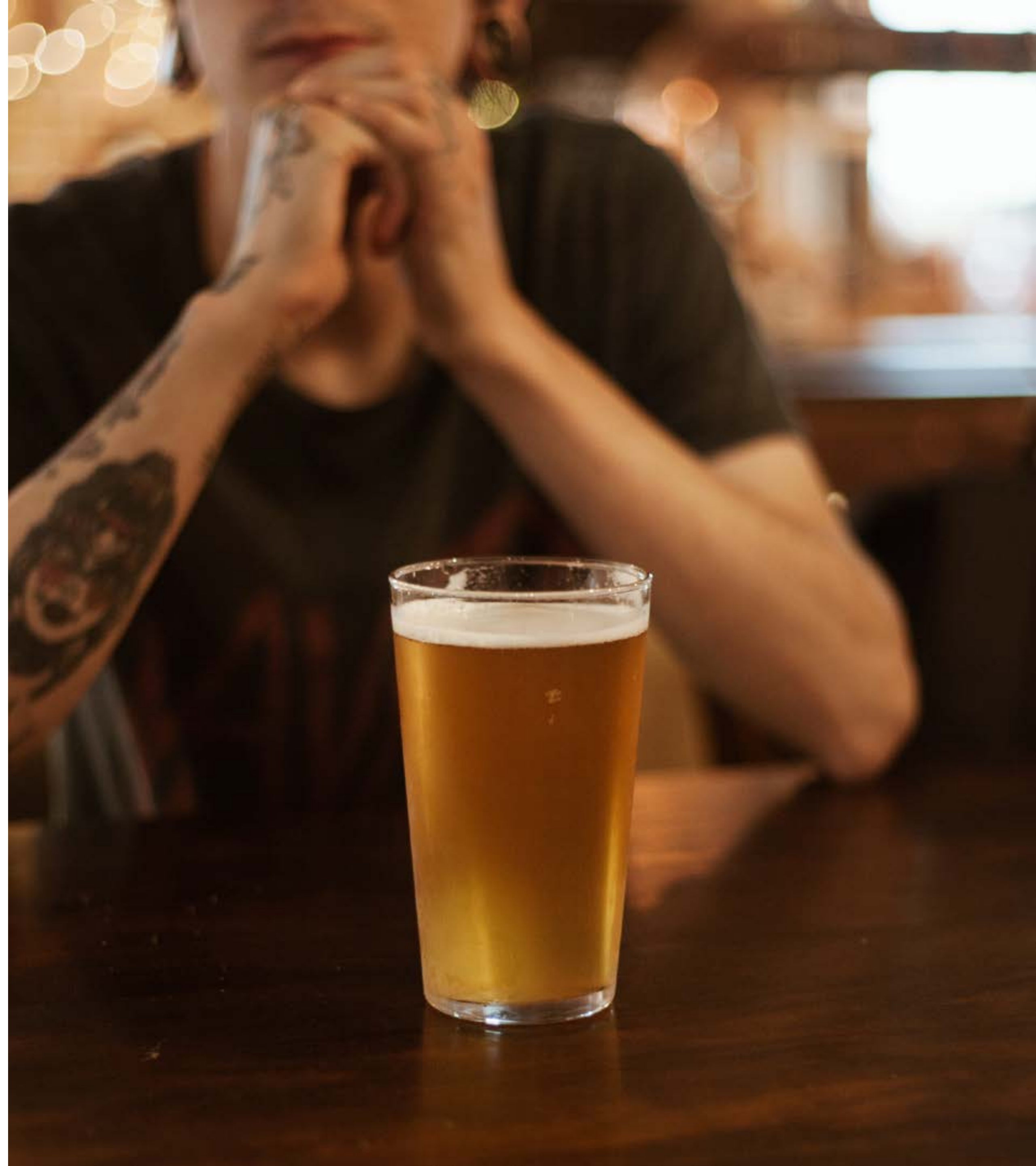
ZX Ventures is a brand that listens and interacts with its audience. We are sociable, friendly and engaging, with a confident attitude. We communicate in an objective way and value the exchange of ideas and different perspectives. We communicate using modern but easy to understand language.



HOW WE DON'T SPEAK?

We speak in a contemporary way, but we do not exaggerate informality and avoid using slang words. We are objective, but not distant or rude.

We don't overcomplicate our communications.



Q2

THE BRAND

THE LOGO

The constructive characteristics established in this manual should be respected in order to obtain a correct reproduction, without distortion or any variation in the original design of the brand.



PROTECTION AREA

We must maintain a minimum space between the ZX Ventures logo and other elements. The protection area is measured based on the size of the end of the symbol through to the end of the total logo.



REDUCTIONS

The minimum size preserves the readability of the logo and has the stipulated measure as shown below. For printing on graphic materials, the minimum dimension is 70 px in digital environments or 8 mm in printed form, using as reference the height of the logo.



8 mm



70 px

Preferential Version Logo



Negative Version Logo



Positive Version Logo



VERSIONS

The black or white version of the brand is to be used in situations where it is not possible to use the brand in its institutional color.

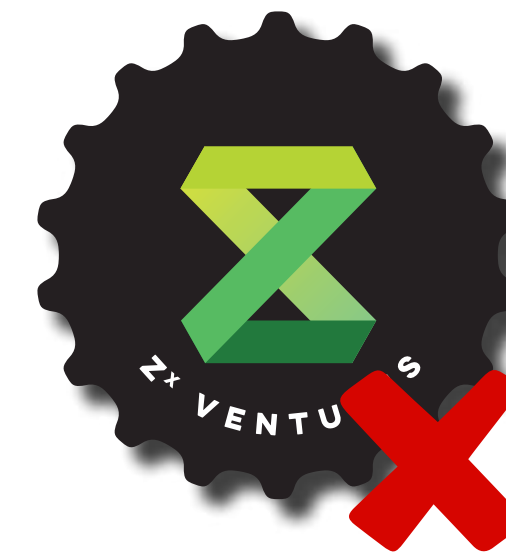
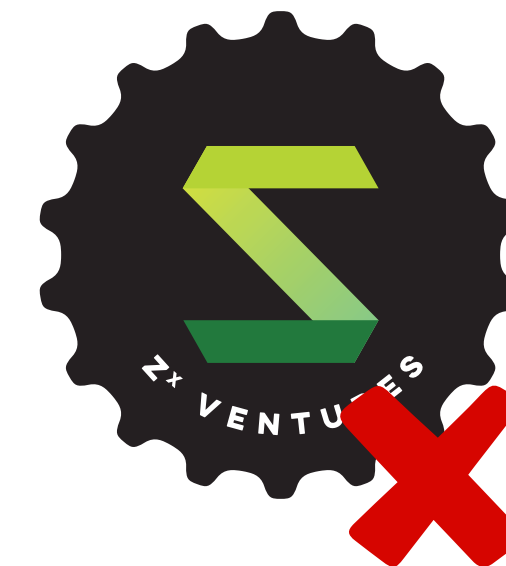
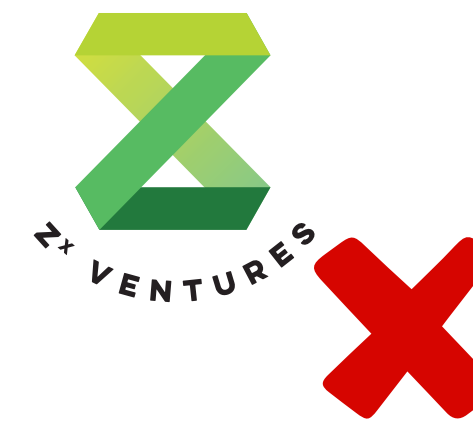
BACKGROUND APPLICATIONS

The brand must be applied in order to guarantee maximum readability and minimal visual interference, avoiding any noise that could harm the identification of your drawing. Color backgrounds require greater attention for the application of the brand and the same recommendations must be observed in applications in images. Look for the most clean background to apply the logo.



WRONG APPLICATIONS

In order to not harm the communication of the brand, we'll present some examples of wrong applications that need to be strictly avoided.

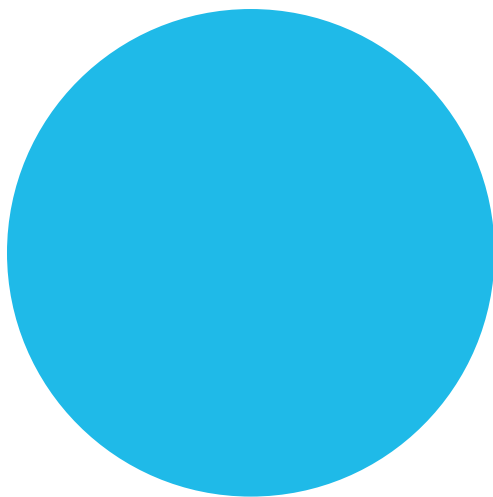


03

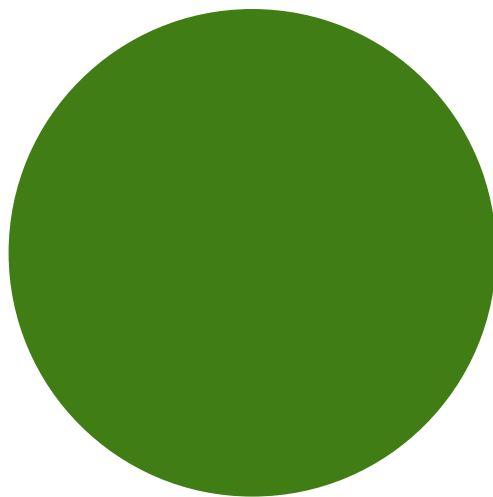
GUIDELINES

MAIN COLORS

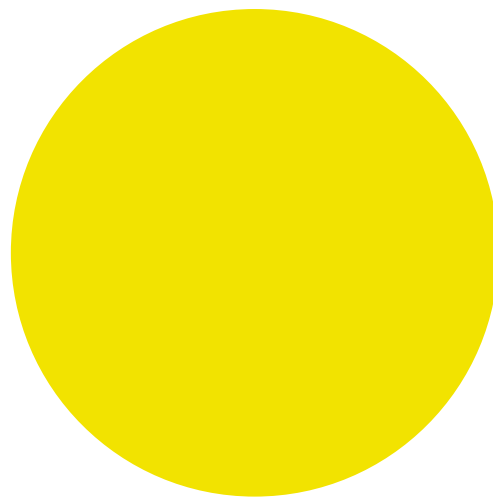
Blue, green, yellow and gray should be present in ZX Ventures communications to contribute to the construction of our brand identity. Shade variations of the official colors can be used to enrich communication.



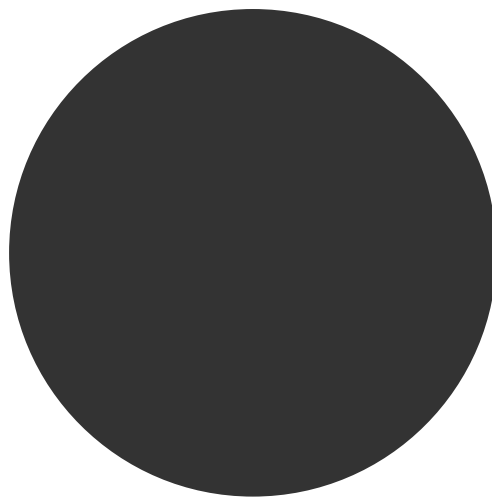
CMYK: 71 0 11 0
RGB: 0 188 225
HEX: #1FBAE8
Pantone®: 3545 C



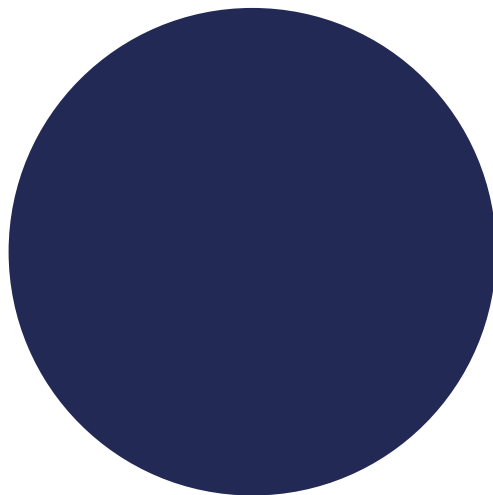
CMYK: 58 0 100 35
RGB: 78 128 31
HEX: 407D14
Pantone®: 2278 C



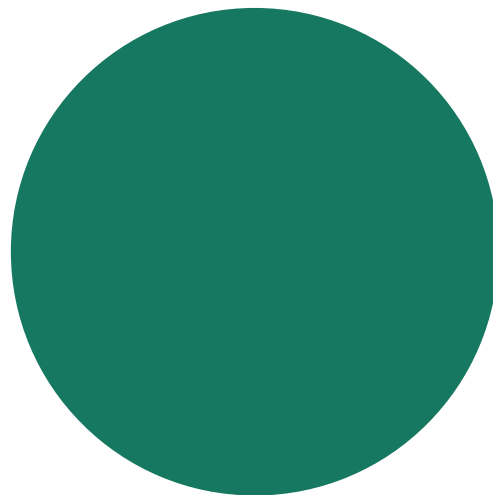
CMYK: 2 0 98 0
RGB: 243 230 0
HEX: #F2E300
Pantone®: 3945 C



CMYK: 70 57 63 65
RGB: 55 58 54
HEX: #333333
Pantone®: 447 C



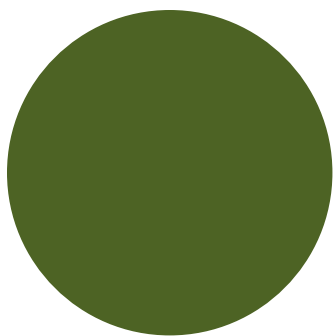
CMYK: 94 73 5 69
RGB: 32 42 68
HEX: #212954
Pantone®: 533 C



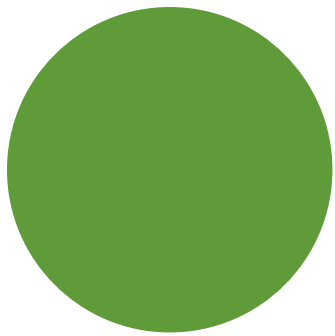
CMYK: 100 0 61 28
RGB: 0 120 100
HEX: #177861
Pantone®: 3295 C

SUPPORT COLORS

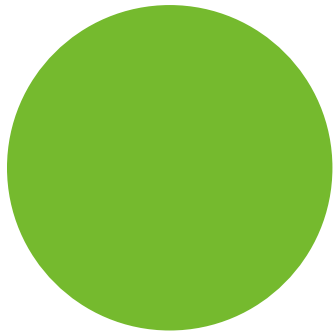
To expand possibilities and make a harmonious communication, we defined support colors which are only to be used together with the main colors.



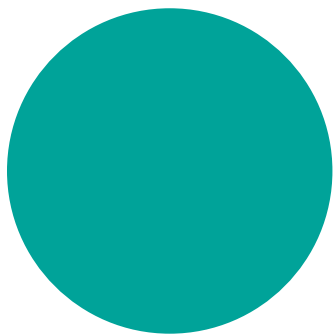
CMYK: 48 0 100 60
RGB: 77 99 36
HEX: #4D6324
Pantone®: P 159-16 C



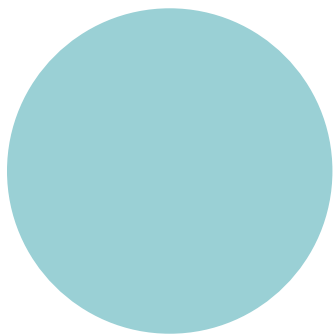
CMYK: 62 0 100 14
RGB: 95 155 56
HEX: #5F9B38
Pantone®: 154-16 C



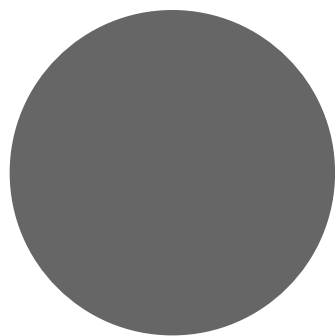
CMYK: 62 0 100 0
RGB: 106 171 61
HEX: #6AAB3D
Pantone®: 154-8 C



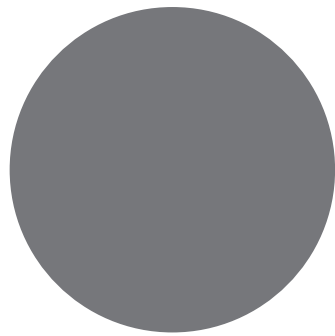
CMYK: 90 0 48 0
RGB: 0 163 153
HEX: #00A399
Pantone®: 127-7 C



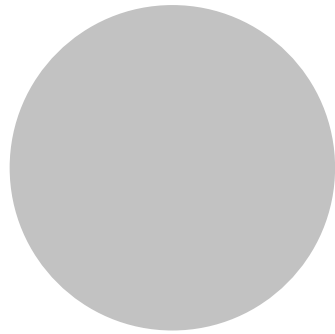
CMYK: 43 0 13 0
RGB: 154 208 213
HEX: #9AD0D5
Pantone®: 121-4 C



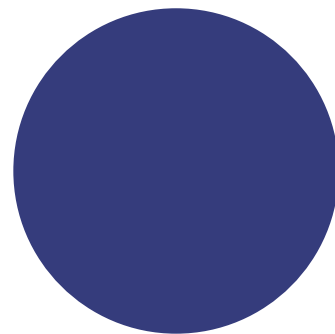
CMYK: 0 0 0 73
RGB: 101 102 103
HEX: #656667
Pantone®: 179-11 C



CMYK: 62 53 42 0
RGB: 118 119 123
HEX: #76777B
Pantone®: 173-8 C



CMYK: 0 0 0 27
RGB: 191 191 192
HEX: #BFBFC0
Pantone®: 179-4 C



CMYK: 97 81 0 14
RGB: 53 60 124
HEX: #353C7C
Pantone®: 102-16 C

TYPOGRAPHY PALETTE

We maintain our personality and brand identity through our fonts.

Futura Font Family

Titles - Bold

Subtitles - *Medium*

Free text - Book

Gothic Joker

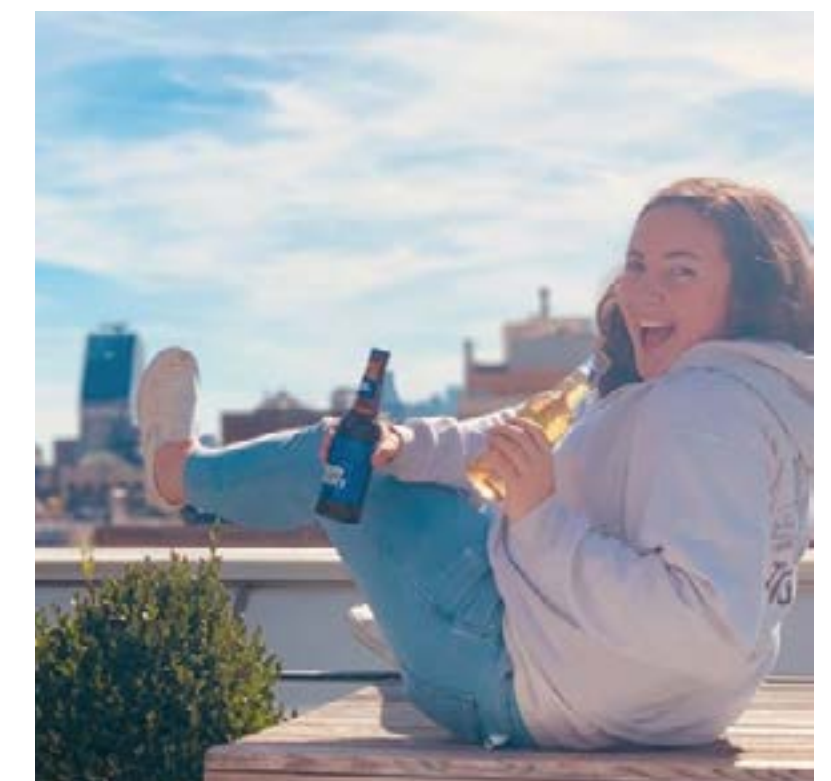
HIGHLIGHTS

4

**LOOK
& FEEL**

PHOTOGRAPHIC STYLE

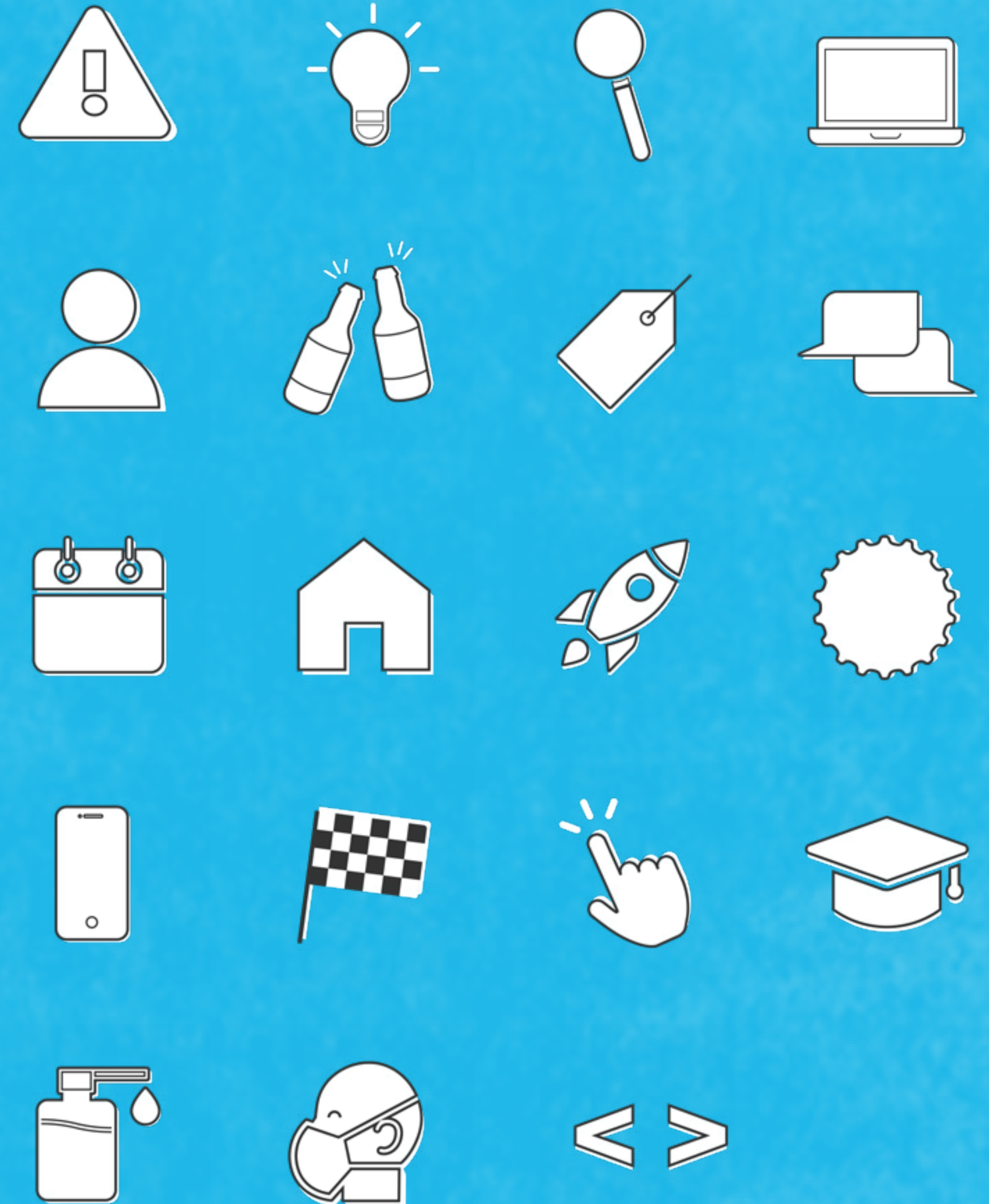
The photographic style must express the personality of ZX Ventures, showing moments with people from the company, natural lighting with neutral tones and always some blue or green detail that reflect the brand.



ICONOGRAPHY

POSITIVE VERSION

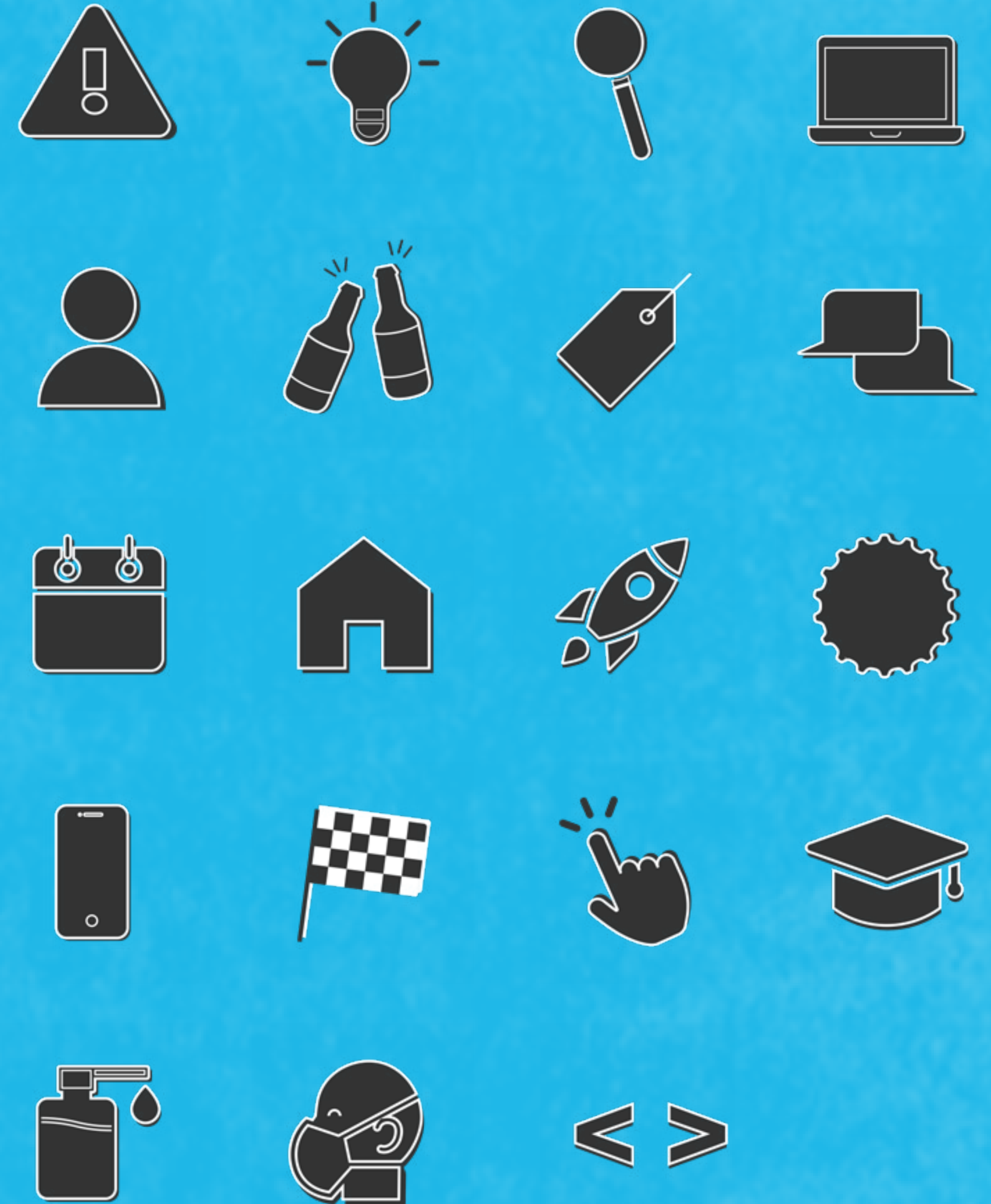
The iconography must follow the simple line of flat illustrations and forms of the brand graphism. Always use the main and secondary colors of the brand.



ICONOGRAPHY

NEGATIVE VERSION

The iconography must follow the simple line of flat illustrations and forms of the brand graphism. Always use the main and secondary colors of the brand.



PHOTOS IN GRAPHIC ARTS

1ST OPTION

Photos must be inserted in the key graph, which is the gear, as shown on the side, with a stroke in the outline that highlights with the background without running away from the chromatic palette.



PHOTOS IN GRAPHIC ARTS

2ND OPTION

Photos must be inserted in the key graph, which is the gear, as shown on the side, with a stroke in the outline that highlights with the background without running away from the chromatic palette.



Q5

APPLICATIONS

E-MAIL SIGNATURE



ALINE ALEXA - GLOBAL DESIGNER

✉ 99814537@ambev.com.br

☎ + 55 (11) 945359177

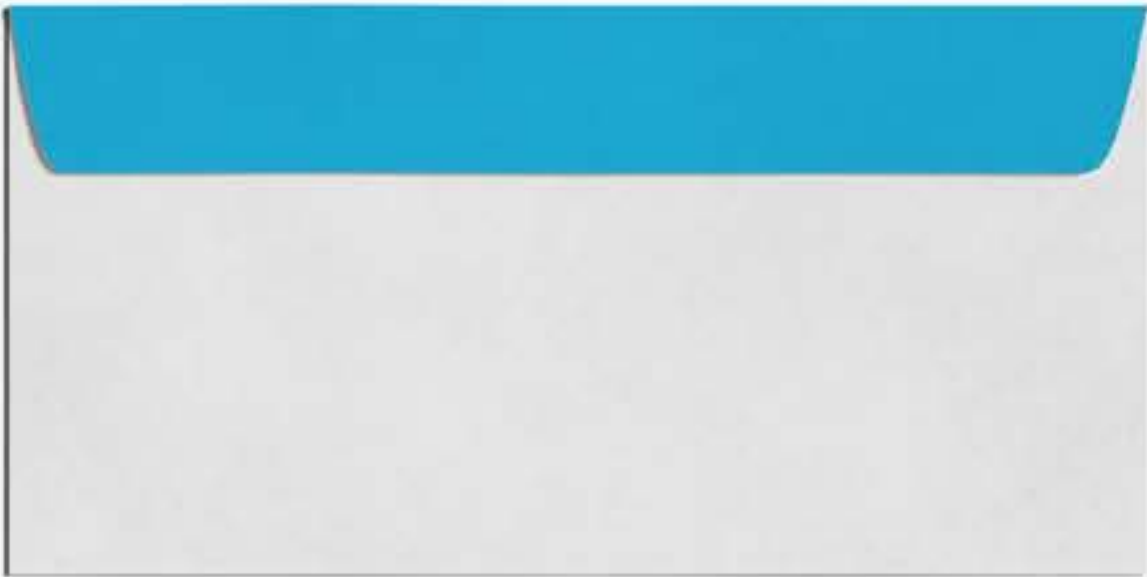
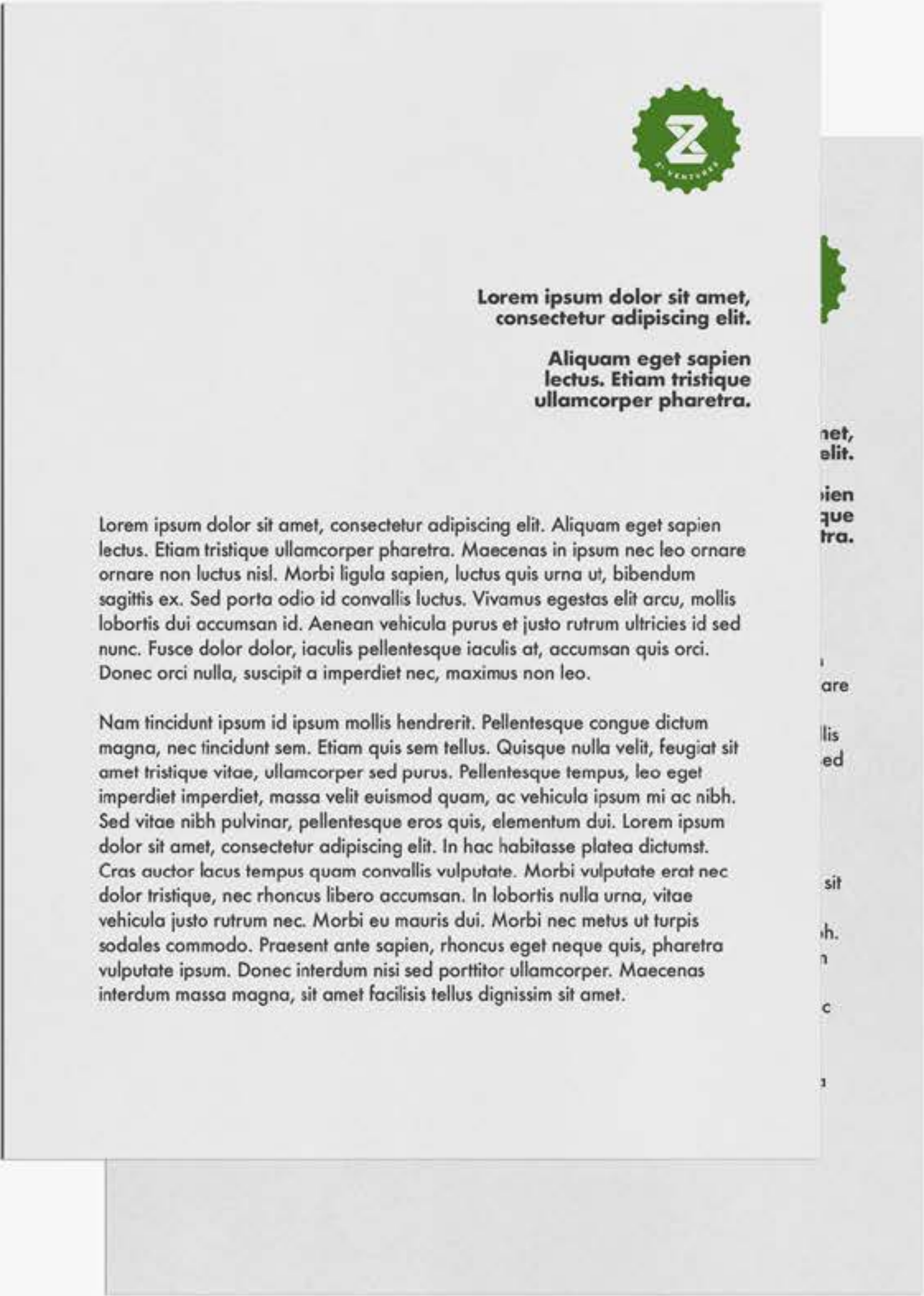
www.zx-ventures.com



Open roles!

LINKEDIN HEADER











**ZX VENTURES
& DIVERSITY**

DIVERSITY LOGO

Logo that represents dynamism
through changing and changeable design.



TGETHER

Positive Version Logo



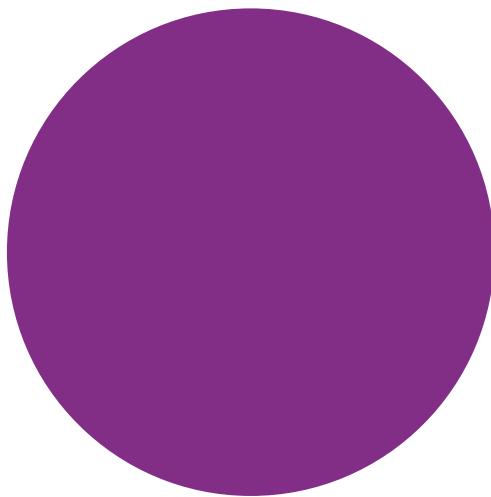
LGBTQIA+

Negative Version Logo

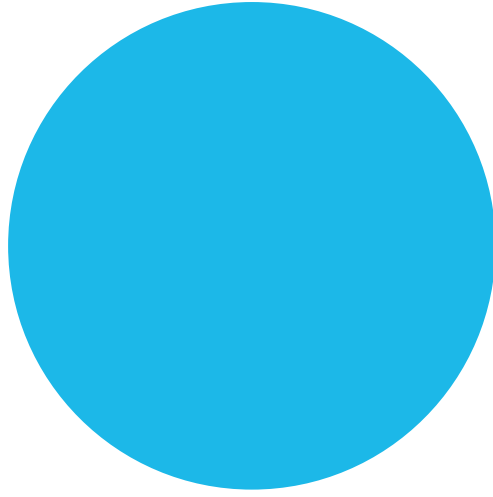


LGBTQIA+

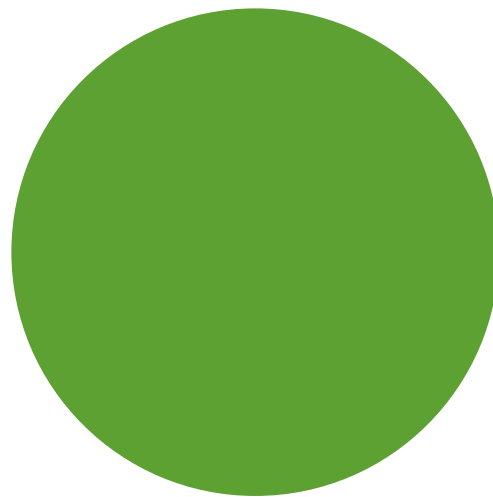
CHROMATIC PALETTE



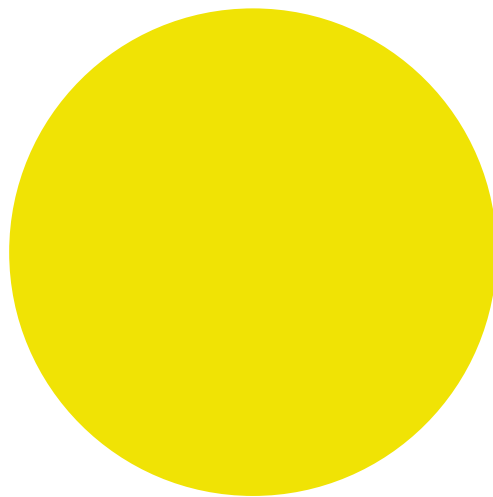
CMYK: 71 0 11 0
RGB: 0 188 225
HEX: #822E87
Pantone®: 3545 C



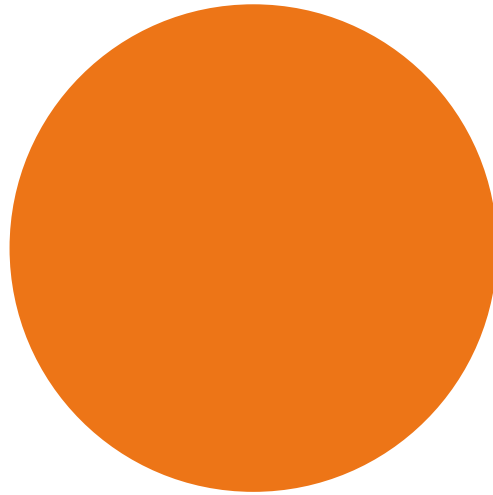
CMYK: 71 0 11 0
RGB: 0 188 225
HEX: #1CB8E8
Pantone®: 3545 C



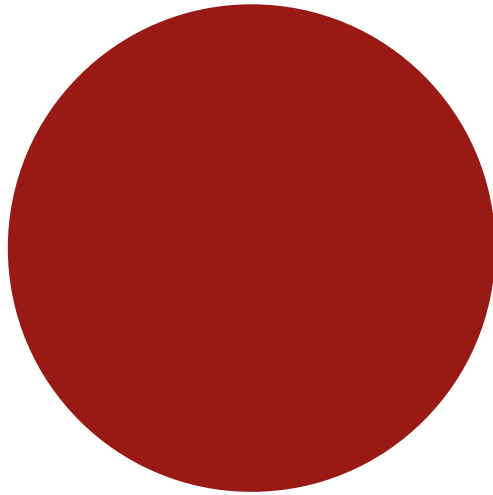
CMYK: 58 0 100 35
RGB: 78 128 31
HEX: #407D14
Pantone®: 2278 C



CMYK: 2 0 98 0
RGB: 243 230 0
HEX: #F2E300
Pantone®: 3945 C



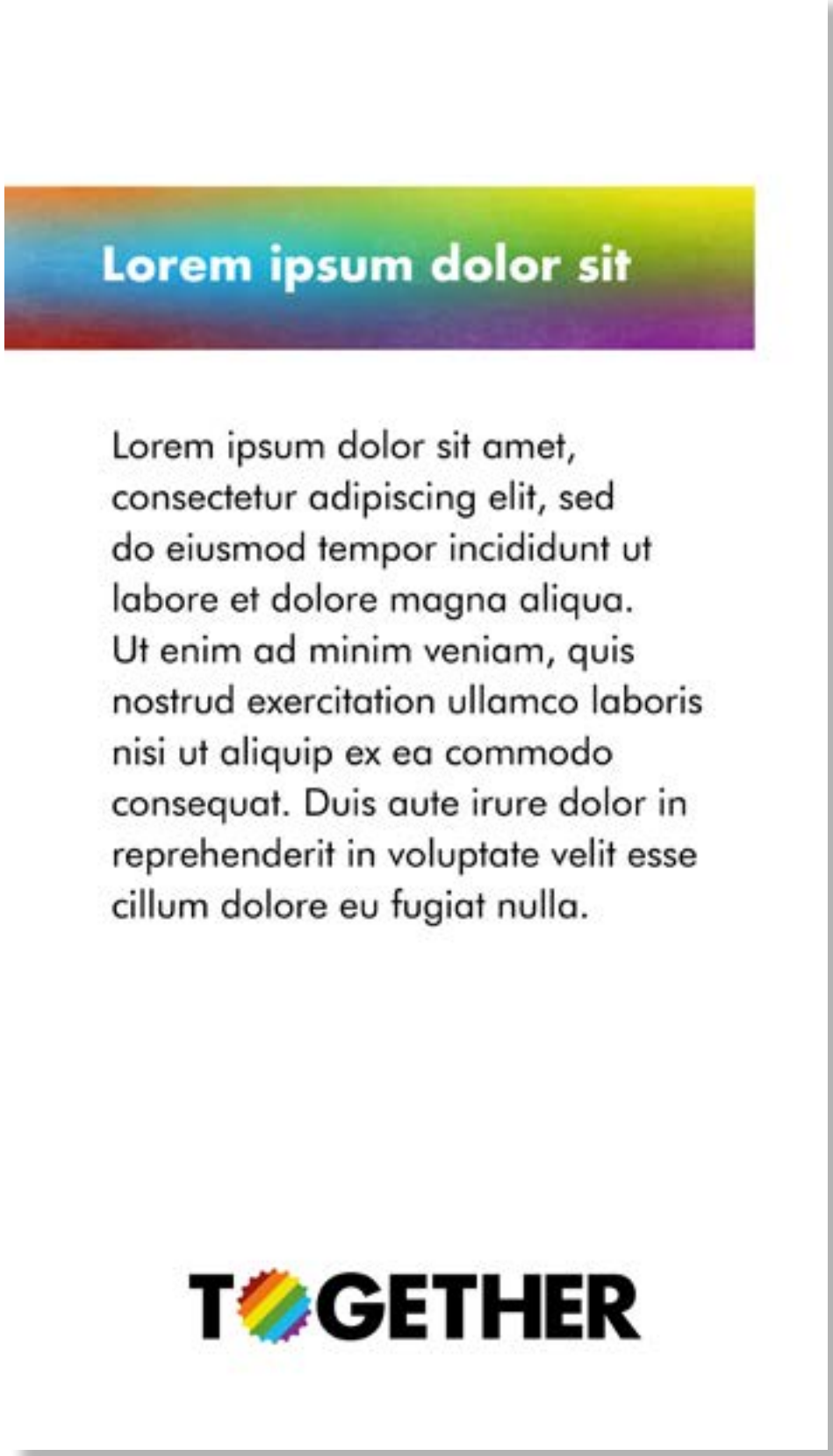
CMYK: 0 62 97 0
RGB: 232 119 34
HEX: #ED7517
Pantone®: 158 C



CMYK: 0 99 100 19
RGB: 175 35 28
HEX: #991A14
Pantone®: 2350 C

LGBTQIA+

SOCIAL MEDIA



LGBTQIA+

MERCHANDISING



T  GETHER

**RACIAL
DIVERSITY**

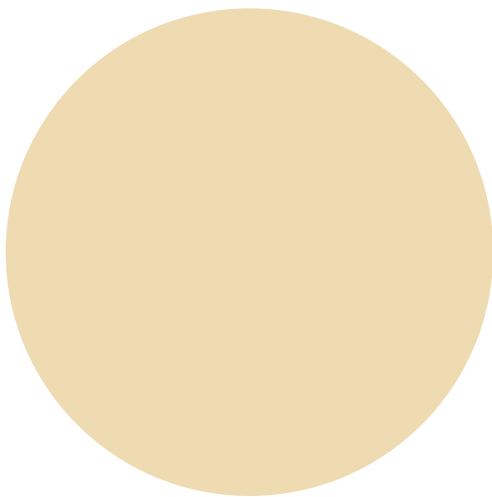
Positive Version Logo



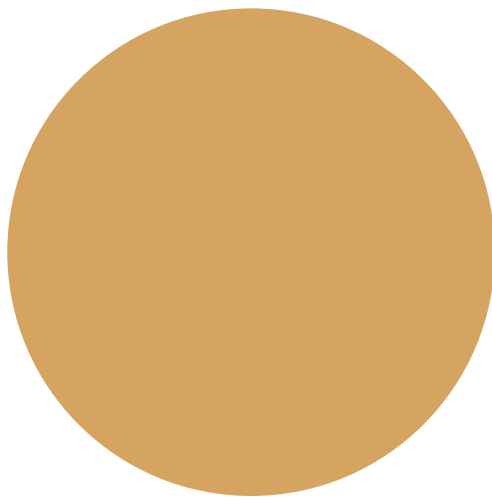
Negative Version Logo



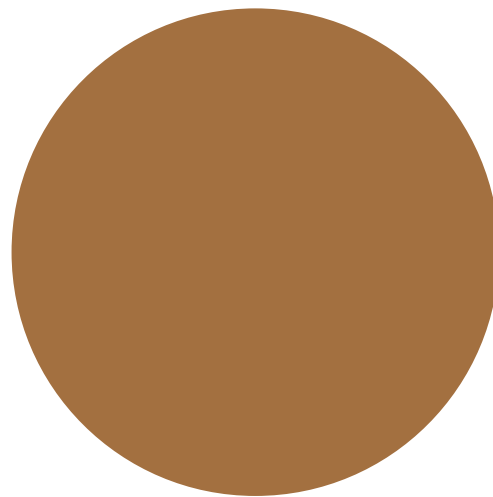
RACIAL DIVERSITY CHROMATIC PALETTE



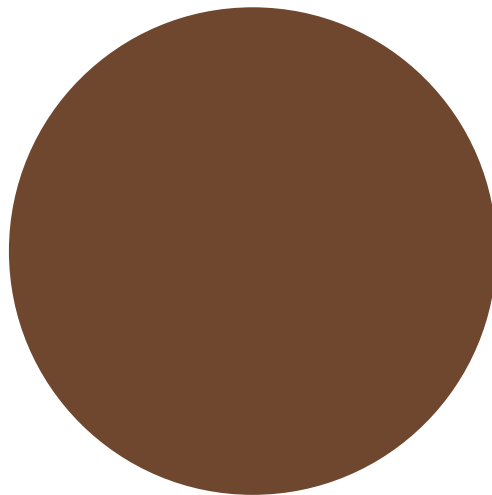
CMYK: 0 7 26 0
RGB: 239 219 178
HEX: #EFDDB2
Pantone®: 7506 C



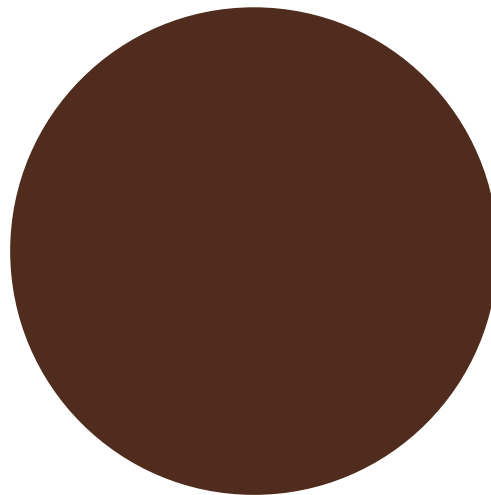
CMYK: 5 31 63 5
RGB: 214 164 97
HEX: #D6A461
Pantone®: 7509 C



CMYK: 10 46 73 24
RGB: 172 118 68
HEX: #A37040
Pantone®: 2314 C



CMYK: 29 60 71 52
RGB: 103 71 54
HEX: #6E472E
Pantone®: 7582 C



CMYK: 14 75 91 76
RGB: 79 44 29
HEX: #4F2C1D
Pantone®: 4625 C

RACIAL DIVERSITY SOCIAL MEDIA



RACIAL DIVERSITY T-SHIRT



TGETHER

Positive Version Logo



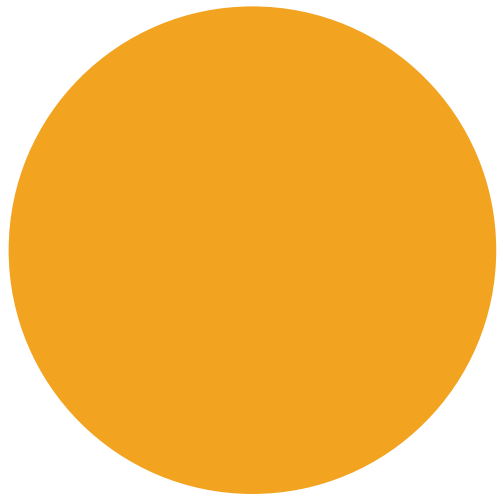
PWD

Negative Version Logo

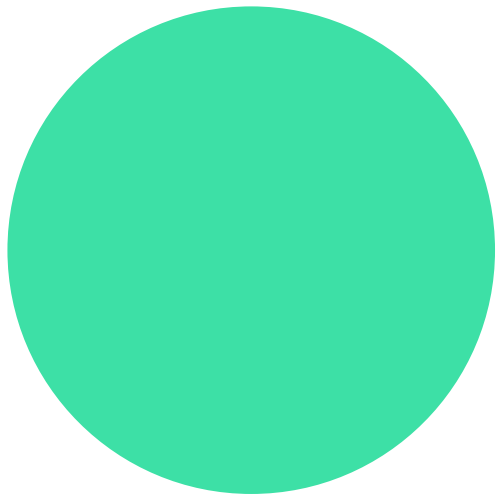


PWD

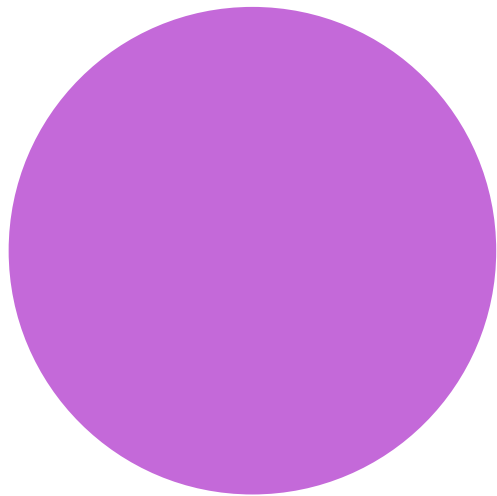
CHROMATIC PALETTE



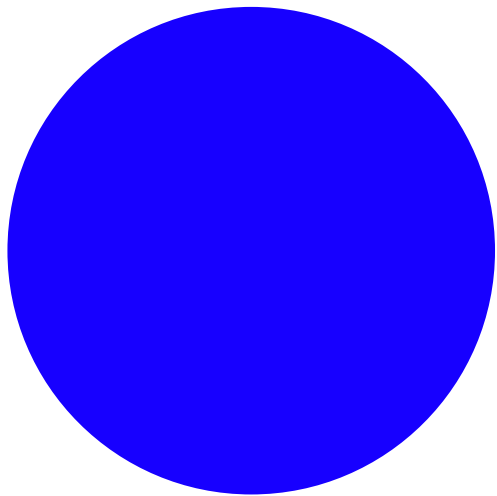
CMYK: 0 40 97 0
RGB: 255 158 27
HEX: #F2A31F
Pantone®: 1375 C



CMYK: 55 0 45 0
RGB: 71 215 172
HEX: #3DE0A6
Pantone®: 3385 C



CMYK: 26 67 0 0
RGB: 201 100 207
HEX: #C469D9
Pantone®: 252 C



CMYK: 100 90 0 2
RGB: 30 34 170
HEX: #1700FF
Pantone®: 2736 C

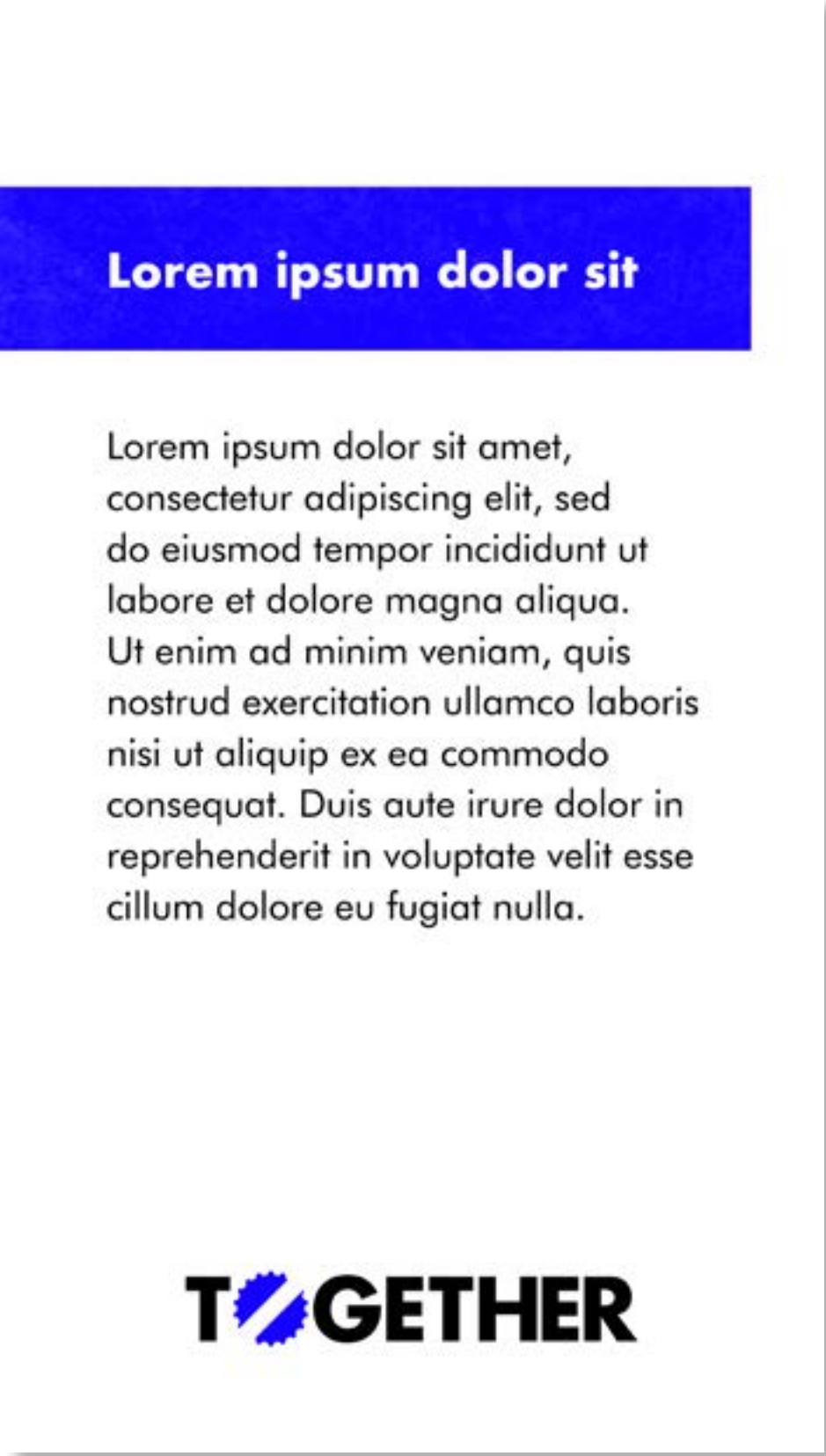
PWD

SOCIAL MEDIA



**Lorem
ipsum dolor
sit amet,
consectetur**

T/GETHER



Lorem ipsum dolor sit

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla.

T/GETHER

PWD
T-SHIRT



TGETHER

FEMINISM

Positive Version Logo

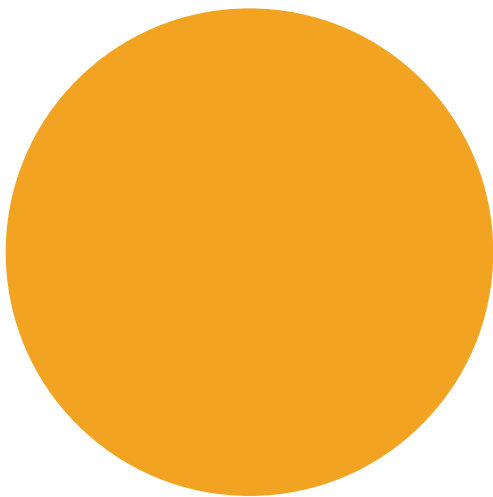


Negative Version Logo

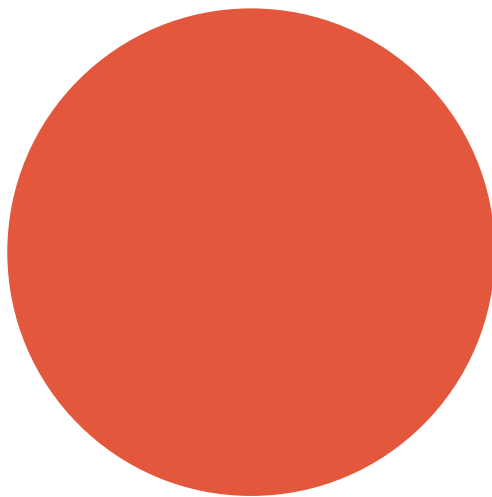


FEMINISM

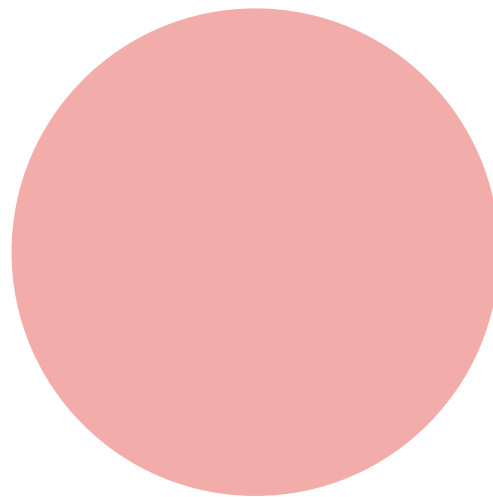
CHROMATIC PALETTE



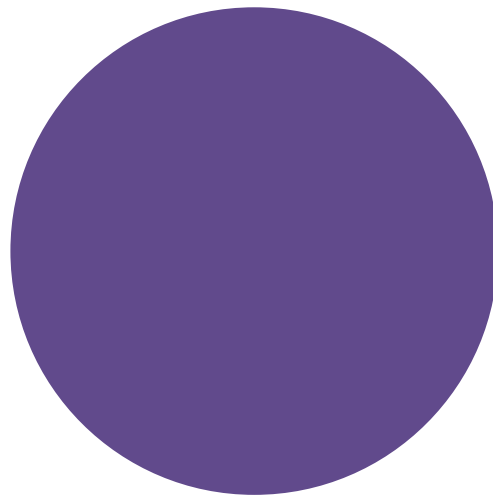
CMYK: 0 40 97 0
RGB: 255 158 27
HEX: #F2A321
Pantone®: 1375 C



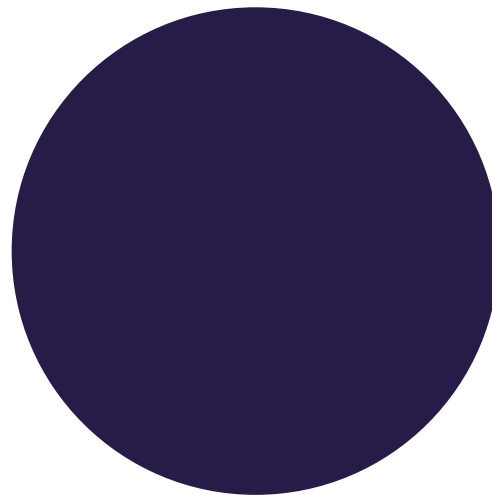
CMYK: 0 80 78 0
RGB: 225 82 62
HEX: #E3573D
Pantone®: 7625 C



CMYK: 0 34 21 0
RGB: 255 179 171
HEX: #F2ADAB
Pantone®: 169 C



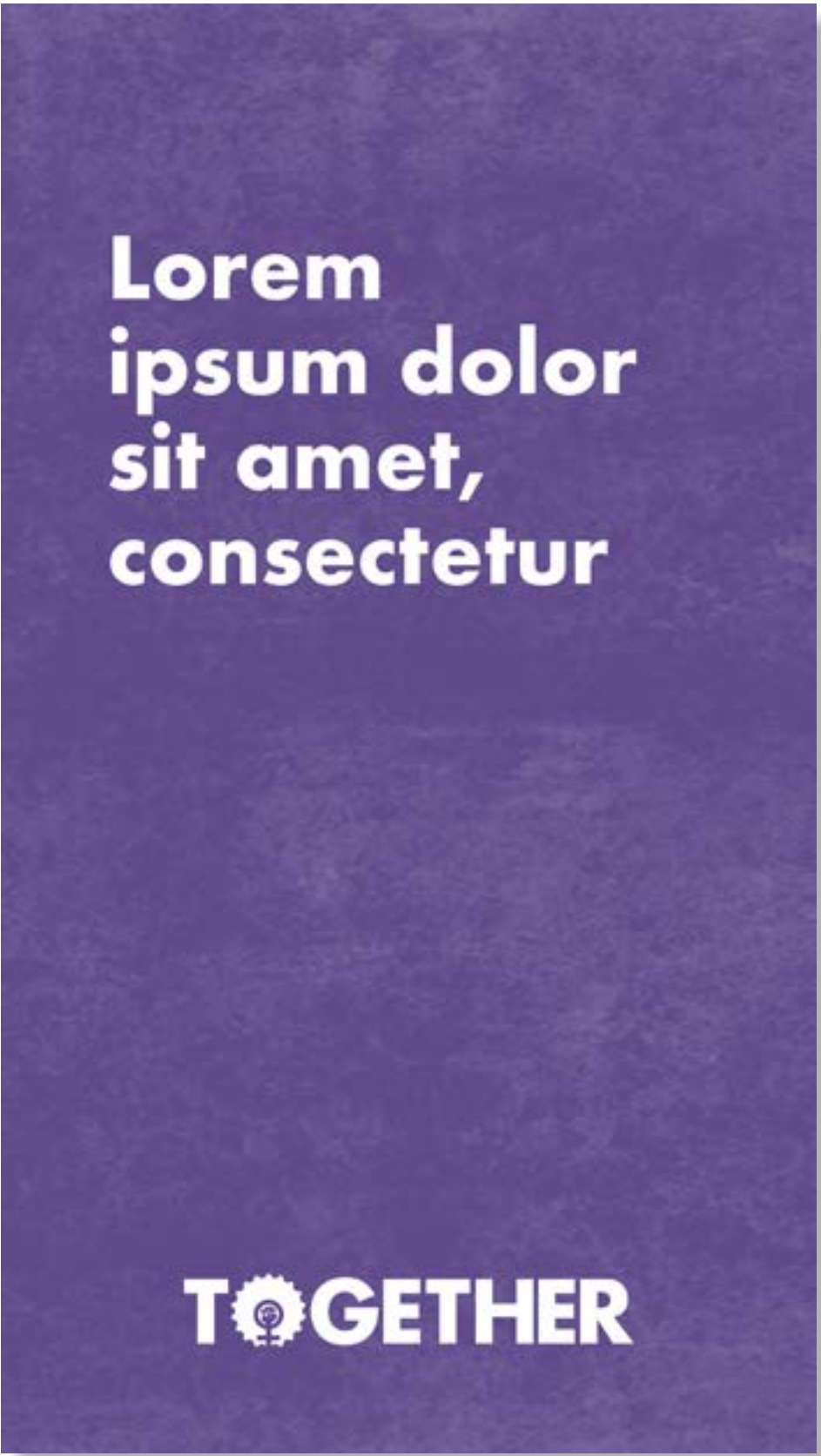
CMYK: 69 83 0 0
RGB: 104 71 141
HEX: #614A8C
Pantone®: 7678 C



CMYK: 98 99 0 58
RGB: 33 23 71
HEX: #261C47
Pantone®: 275 C

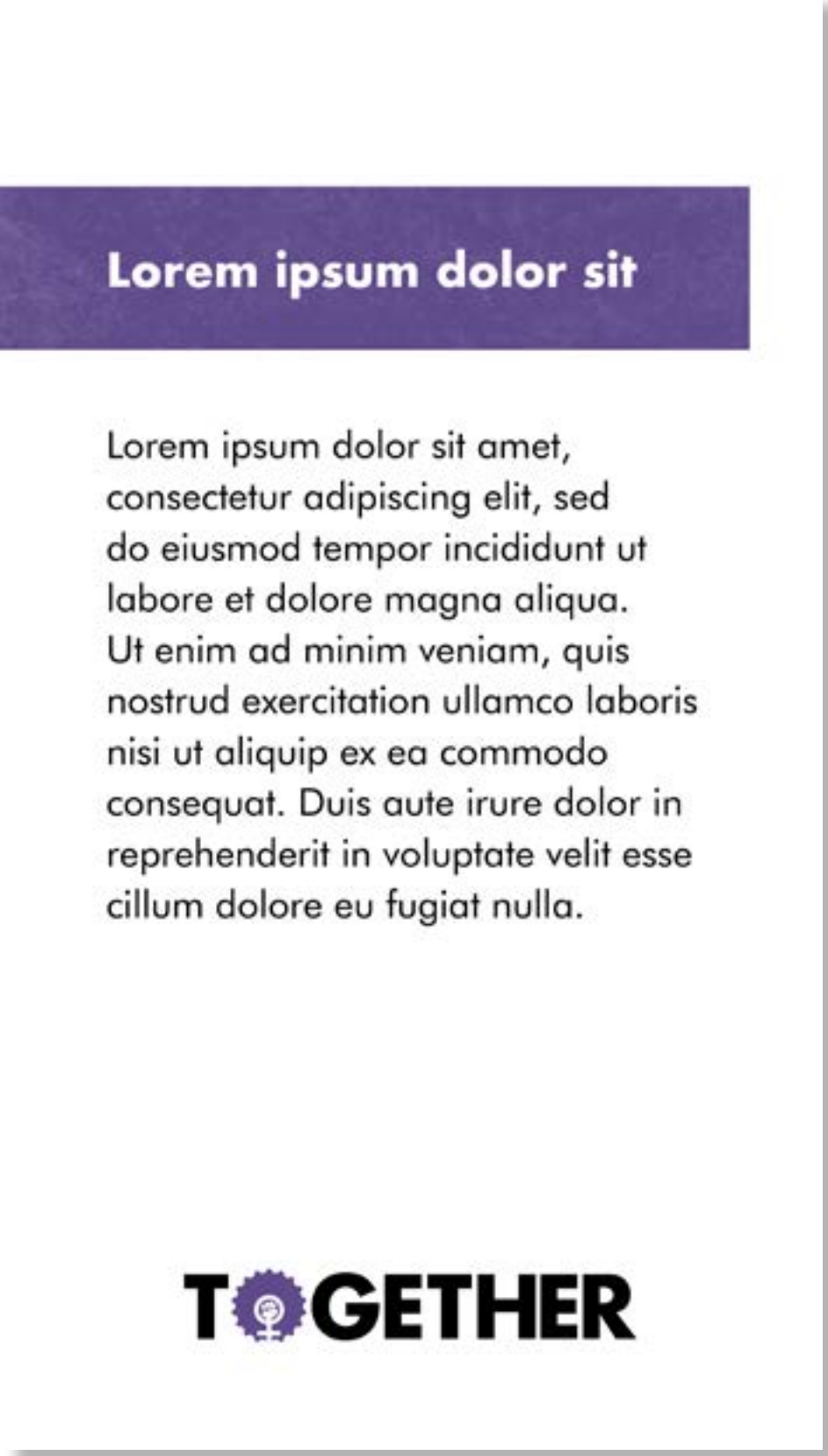
FEMINISM

SOCIAL MEDIA



Lorem
 ipsum dolor
 sit amet,
 consectetur

TOGETHER



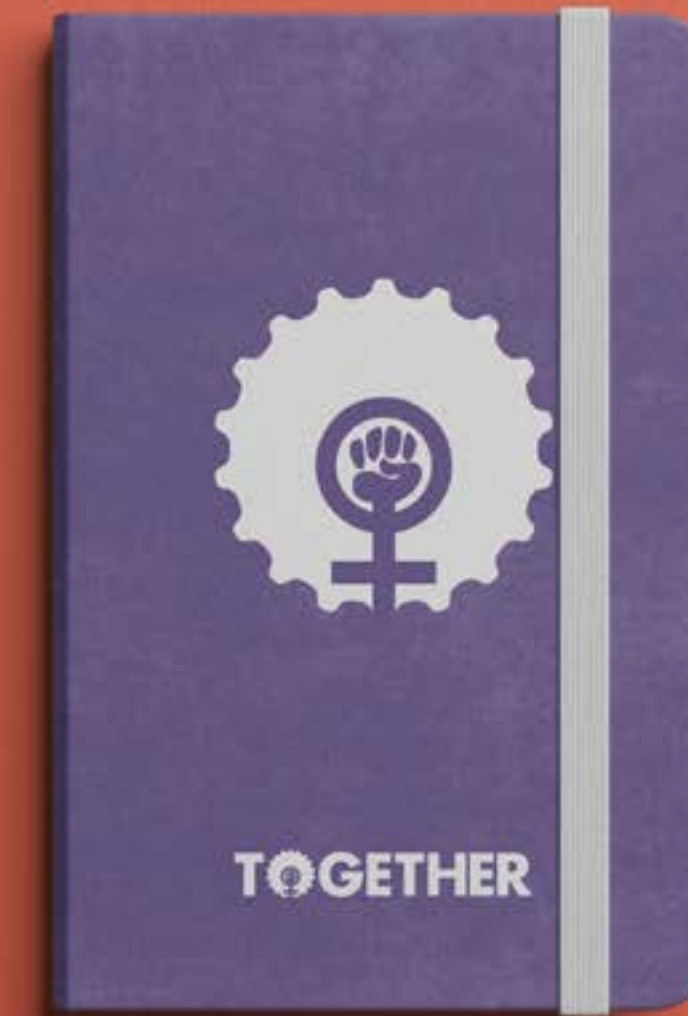
Lorem ipsum dolor sit

Lorem ipsum dolor sit amet,
 consectetur adipiscing elit, sed
 do eiusmod tempor incididunt ut
 labore et dolore magna aliqua.
 Ut enim ad minim veniam, quis
 nostrud exercitation ullamco laboris
 nisi ut aliquip ex ea commodo
 consequat. Duis aute irure dolor in
 reprehenderit in voluptate velit esse
 cillum dolore eu fugiat nulla.

TOGETHER

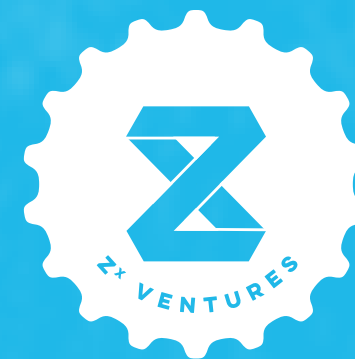
FEMINISM

T-SHIRT





Asset link | **Download here**



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