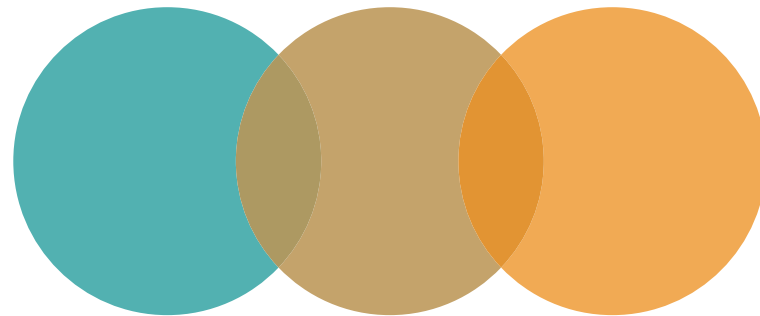


3ZERO CLUB™

Brand Guidebook

● ● ● The Logo



3ZERO CLUB™

●●● Logo Variants

Inspired by the concept of a 3ZERO world, the logo is designed with three circles, each overlapping the next. The logo is an abstraction combination type, with the main icon being the circles and 3ZERO Club TM placed below.



The logo may be used in the following variants. The main logo with all brand colors should be used whenever possible, while monochrome and other variants may be used wherever necessary. The TM on the top right corner must be present at all times.

Logo over midtone background



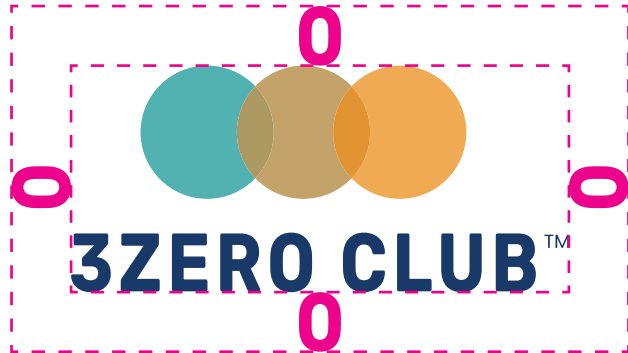
Logo on dark background



White monochrome version



●●● Logo Clear Space



The clear space around the logo should be equal to the size of the text "3ZERO Club". This spacing is to be maintained all around the logo when used.



For a local club name, the spacing between the 3ZERO icon, 3ZERO Club text and the spacing between all 3 elements must be equal in size. The spacing around the complete logo and elements should remain constant in every usage scenario.

●●● Logo Usage - Don'ts



Do not use low contrast backgrounds.



Do not Stretch the logo.



Do not rotate or flip the logo



Do not apply shadow or glow to the logo.



Do not use disproportionate logo.



Do not change the logo layout.



Do not apply stroke to the logo.



Do not use conflicting patterns.



Do not use logo colors for background.



Do not use conflicting gradients.



Do not use the wrong logo iteration.



Do not change the logo's opacity.

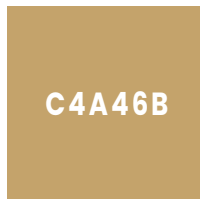
●●● Color Palette

Primary Colors



ZERO NET CARBON EMISSION

Teal is a combination of blue and green. Blue is often seen as a sign of stability and reliability. It calls to mind feelings of calmness or serenity. Green represents optimism and growth.



ZERO UNEMPLOYMENT BY UNLEASHING ENTREPRENEURSHIP IN ALL

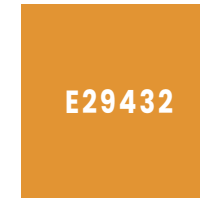
Brown is often seen as solid, much like the earth, and it's a color often associated with resilience, dependability, security, and safety.



ZERO WEALTH CONCENTRATION FOR ENDING POVERTY

Orange is associated with warmth, happiness, enthusiasm, determination and success.

Secondary Colors



Secondary colors are used in all platforms as background colors and/or accents to make the overall designs more coherent and pleasing to the eye. The colors are derived from the logo itself and used in alignment with the 3ZERO Club brand.

●●● Typography

Two primary typefaces are used for communication.

'Futura - Bold' is used for the titles and headlines. This font was chosen because of its standard san serif characteristics and its simple, bold and elegant aesthetics to bring focus to the titles.

'Poppins - Regular' is used as the main body typeface. This is also a san serif font, with a balance between simplicity, legibility and modern typeface design. The font is also complementary with the title font.

'Poppins - Semi-bold' is used as a sub-heading font when necessary.

HEADLINE

Sub-heading

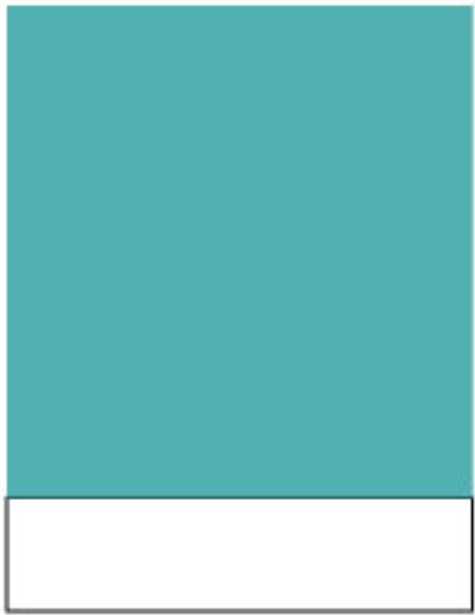
Body Copy

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec porttitor aliquet odio vitae fringilla. Ut sit amet metus ut massa fringilla condimentum non ac nulla. Cras eget augue efficitur, volutpat dui at, eleifend nulla. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec porttitor aliquet odio vitae fringilla. Ut sit amet metus ut massa fringilla condimentum non ac nulla. Cras eget augue efficitur, volutpat dui at, eleifend nulla.

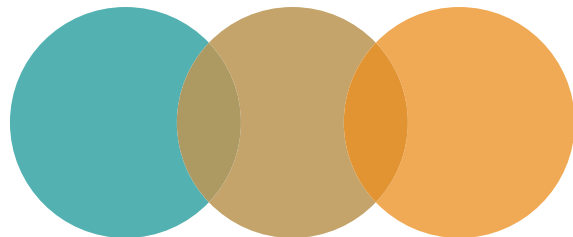
*The orange bar is used as part of the typography design in both digital and print media.

Visual Guideline

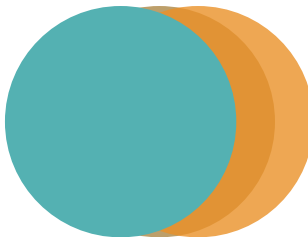
Moodboard



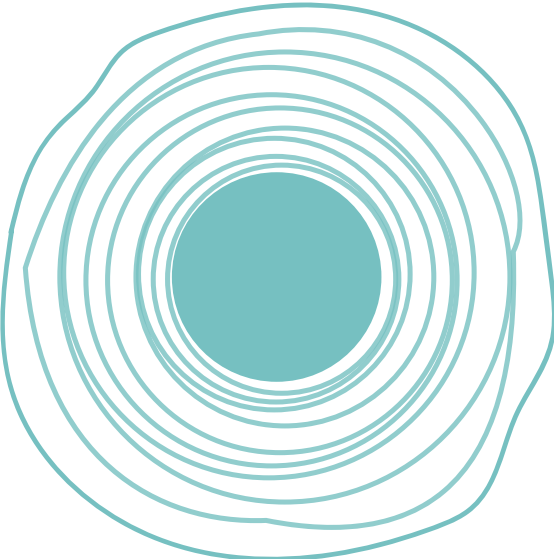
The Idea ● ● ●



3ZEROS

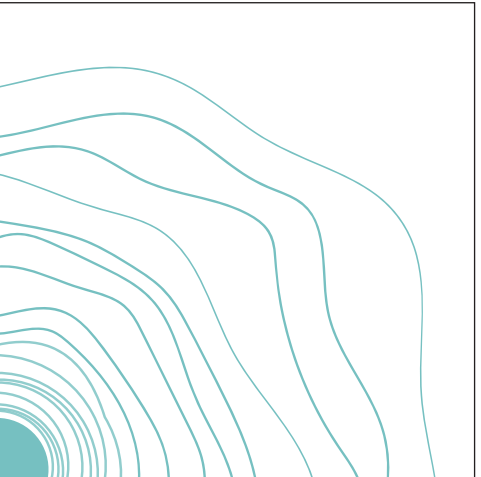
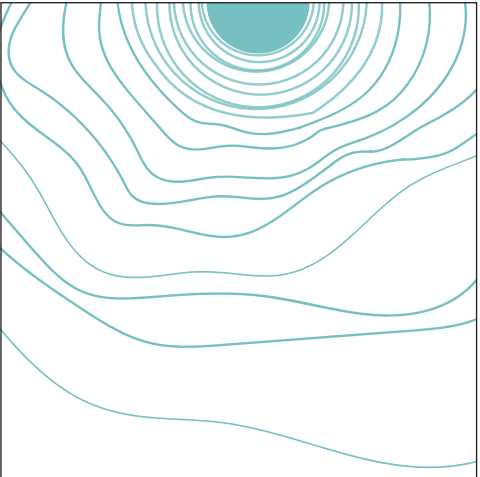
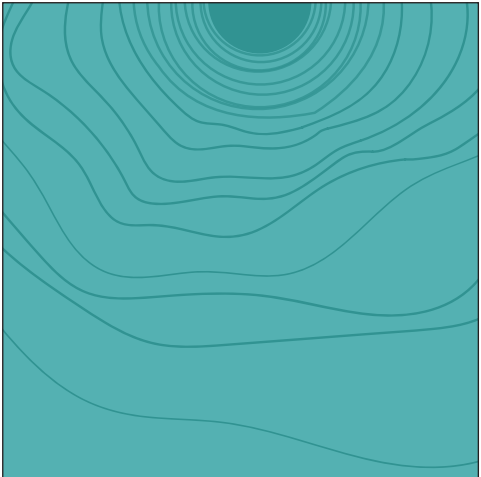
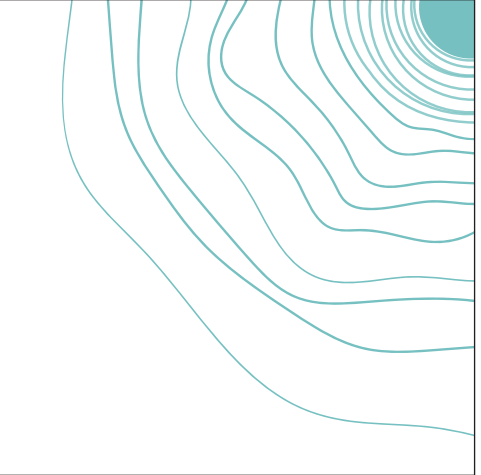
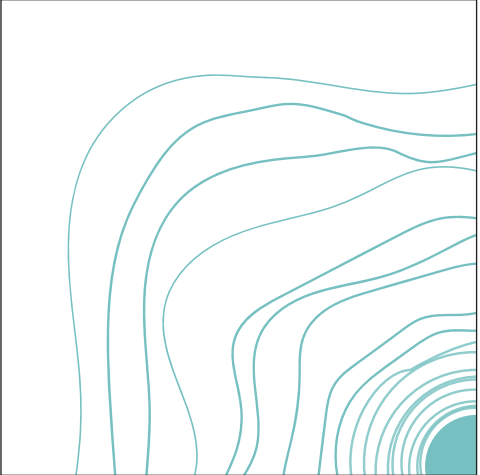
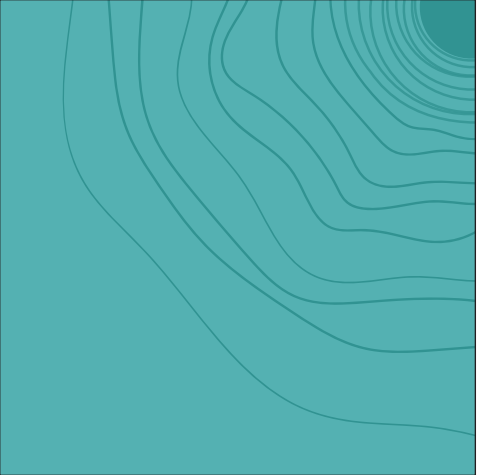
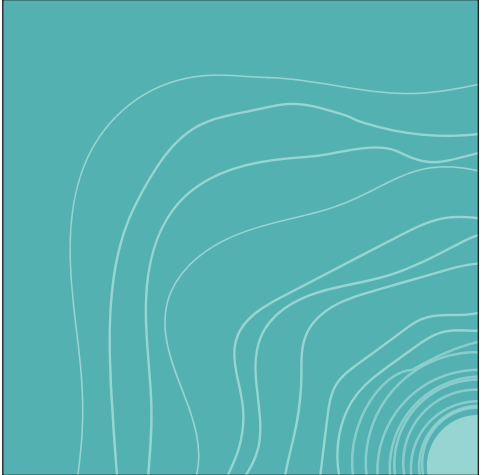
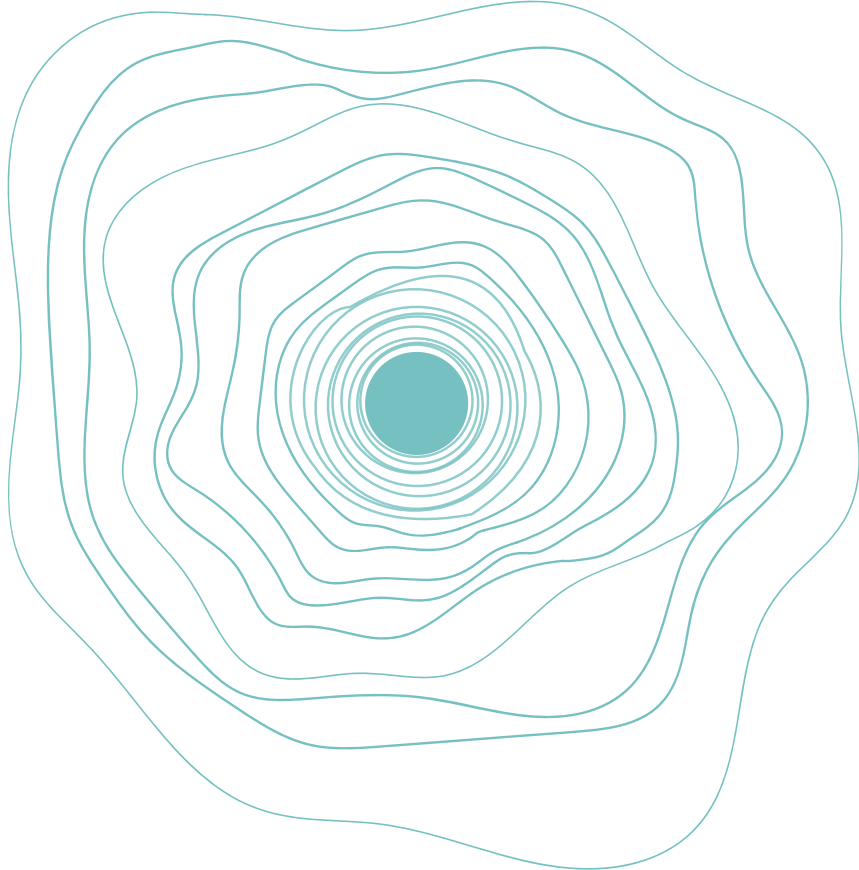


acting

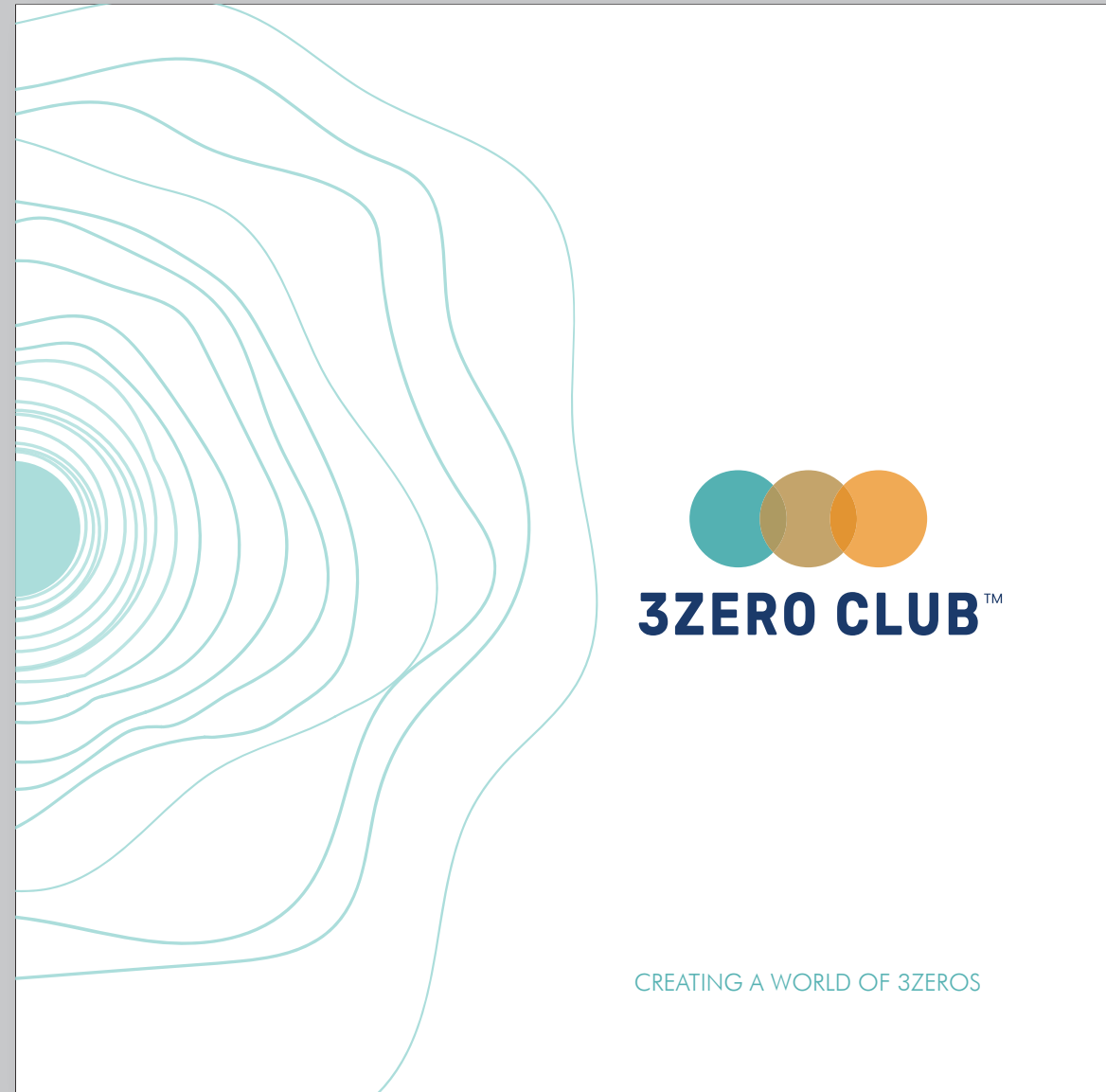


creating the wave
of welfare

Brand Element ● ● ●



The Brand Look



Handbook 





Always use happy, energetic young faces doing experiments, research, discussion etc.

Using brand element with Imagery 



Always keep the brand element beside the image.