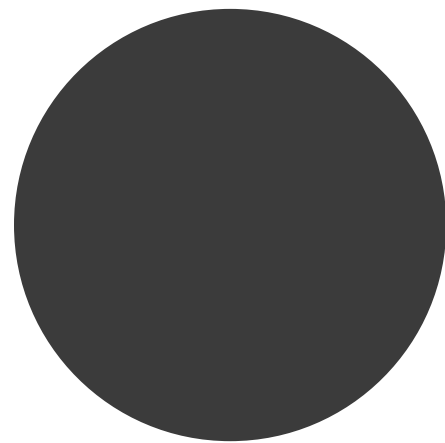


**ZINC.10**

## SECTION 01 COLOR SYSTEMS

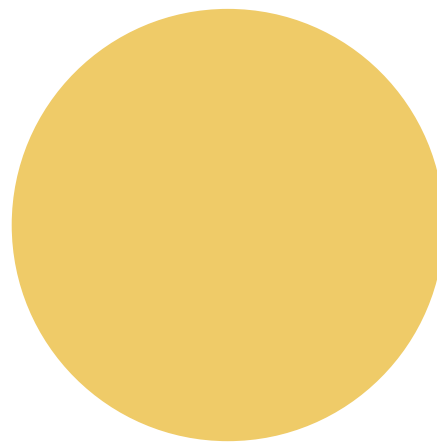
The palette consists of three colors. The primary color is a dandelion yellow with hints of orange, which compliment the simplicity of the two neutral colors. A consistent consideration towards maintenance of these colors will create a unified brand across all communications.

### PRIMARY COLOR PALETTE



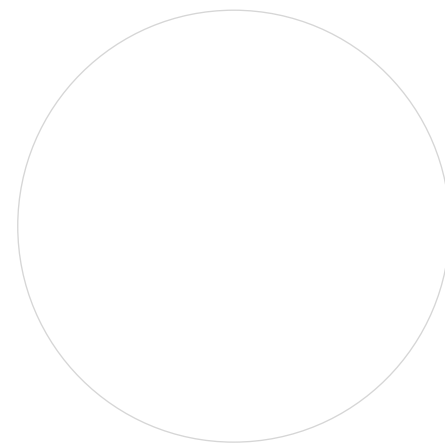
**CHARCOAL**

Hex: #3A3A3A  
RGB: (58, 58, 58)  
CMYK: (0, 0, 0, 0.77)  
Web Safe Color: #333333



**DANDELION**

Hex: #EFCB68  
RGB: (239, 203, 104)  
CMYK: (0, 0.15, 0.56, 0.06)  
Web Safe Color: #FFCC66



**WHITE**

Hex: #FFFFFF  
RGB: (255, 255, 255)  
CMYK: (0, 0, 0, 0)  
Web Safe Color: #FFFFFF

### GRADIENT



### COLOR TINTS

A color *tint* is the mixture of a color with white, increasing its lightness. These colors should be used where the full saturation color would be too strong or distracting.

#3A3A3A	#616161	#888888	#B0B0B0	#D7D7D7	#FFFFFF
#EFCB68	#F2D586	#F5DFA4	#F8EAC2	#FBF4E0	#FFFFFF
#FFFFFF	#FFFFFF	#FFFFFF	#FFFFFF	#FFFFFF	#FFFFFF

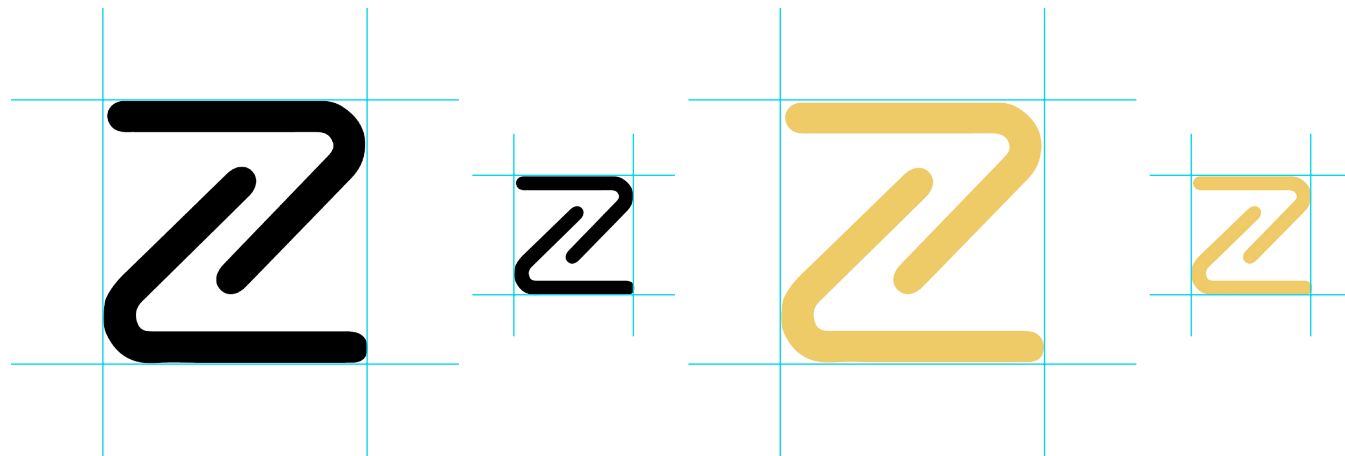
### COLOR SHADES

A color *shade* is the mixture of a color with black, increasing its darkness. These colors should be used rarely and with caution. It may cause distraction or confusion from the main color palette.

#3A3A3A	#343434	#2E2E2E	#282828	#222222	#1D1D1D
#EFCB68	#D7B65D	#BFA253	#A78E48	#8F793E	#776534
#FFFFFF	#E5E5E5	#CCCCCC	#B2B2B2	#999999	#7F7F7F

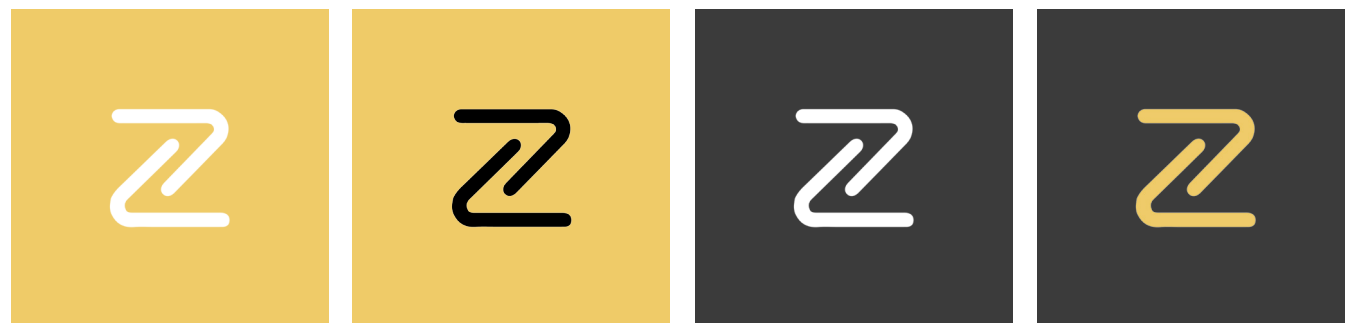
## SECTION 02 LOGO AND MARKS

The Zinc logo is representative of Zinc Technologies Inc, and should be used only to represent the company and not its products. Derived from the “Z” letter, it is best used with padding separation from elements around it, and looks exceptionally well as a small to medium icon.



The only color variations of the logo should be using **#EFCB68** , **#000000** or **#EFCB68**, unless placed on a colored background (see **Alternative Color Backgrounds**).

## ALTERNATIVE COLOR BACKGROUNDS



Background: #EFCB68  
Content: #FFFFFF

Background: #EFCB68  
Content: #000000

Background: #3A3A3A  
Content: #FFFFFF

Background: #3A3A3A  
Content: #EFCB68

## TITLE BLOCK

This style and type is to be used where the name of the company is desired instead of the branding. It is best used with padding separation from elements around it and with the font weight: Bold. See **The Font** in 03 Typography for font styles.

**ZINC** **ZINC**



SECTION 03  
TYPOGRAPHY

The same font should be used across all platforms in order to maintain consistency. Text color is **#000000**, with the exception of links and title blocks. **Font sizes** for varying content is flexible and is up to the user’s discretion, but should maintain font weights (based on heading and paragraph hierarchy). In the case of a colored background, follow **Alternative Color Backgrounds** styles (Section 02 Logo + Marks).

THE FONT

The standard font for Zinc is Roboto. The only font weights it requires is Regular and Bold (400 and 500, respectively).

ROBOTO  
REGULAR  
(400)

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  
0 1 2 3 4 5 6 7 8 9

ROBOTO  
BOLD  
(500)

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  
0 1 2 3 4 5 6 7 8 9

HIERARCHY

Font weights should reflect the hierarchy of content.

Heading 1 Bold	Zinc Technologies <i>Zinc Technologies</i>
Heading 2 Regular	Zinc Technologies <i>Zinc Technologies</i>
Heading 3 Regular	Zinc Technologies <i>Zinc Technologies</i>
Paragraph Regular	Zinc Technologies <i>Zinc Technologies</i>

TEXT EXAMPLES

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec elementum ex, quis luctus sapien. Morbi tortor ipsum, venenatis a cursus et, tempus non ligula. Integer a dolor convallis, venenatis velit vitae, laoreet nunc. Mauris in quam eros. Vivamus sed posuere est. Ut tempor orci nunc, at finibus mi vestibulum sit amet. Fusce iaculis tempus pretium. Pellentesque laoreet efficitur eros nec varius. Nam in ex mattis, varius dui non, laoreet urna. Sed id erat sit amet ante pretium consequat et et mauris.

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec elementum ex, quis luctus sapien. Morbi tortor ipsum, venenatis a cursus et, tempus non ligula. Integer a dolor convallis, venenatis velit vitae, laoreet nunc. Mauris in quam eros. Vivamus sed posuere est. Ut tempor orci nunc, at finibus mi vestibulum sit amet. Fusce iaculis tempus pretium. Pellentesque laoreet efficitur eros nec varius. Nam in ex mattis, varius dui non, laoreet urna. Sed id erat sit amet ante pretium consequat et et mauris.*

SECTION 04  
ICONOGRAPHY

Any existing or future iconography must be in either **#000000** or **#EFCB68**. A tint of **#EFCB68** is acceptable but full saturation is preferable. In the case of a colored background, follow **Alternative Color Backgrounds** styles (Section 02 Logo + Marks).

ICONS



Successful Icon:  
(shown after user successfully submits contact form)



Unsuccessful Icon:  
(shown after user unsuccessfully submits contact form)

HYPERLINKS

All hyperlinks on a webpage should adhere to the following styles:

General Links:

- :link This is a **hyperlink**.
- :hover This is a **hyperlink**.
- :active This is a **hyperlink**.

Email Links:

- :link This is a **hyperlink**.
- :hover This is a **hyperlink**.
- :active This is a **hyperlink**.

FORMS

The contact form, tracking form, and any additional forms should adhere to a similar style.

All input boxes have a border radius of 3px and a border color of **#EFCB68**. All labels and text are consistent with paragraph styles (for specifics, see **The Font** in 03 Typography).

Label

input...

Label

Label

Send

Call to action buttons have a background color of **#EFCB68**. On hover, animate the button to translate up 2 px and change the background color to **#F5DFA4**. On focus, use **#EFCB68** as the box-shadow color (a tint of **#EFCB68** is also acceptable).

# ZINC

01 color  
systems

02 logo +  
marks

03 typography

04 iconography

05 www +  
mobile

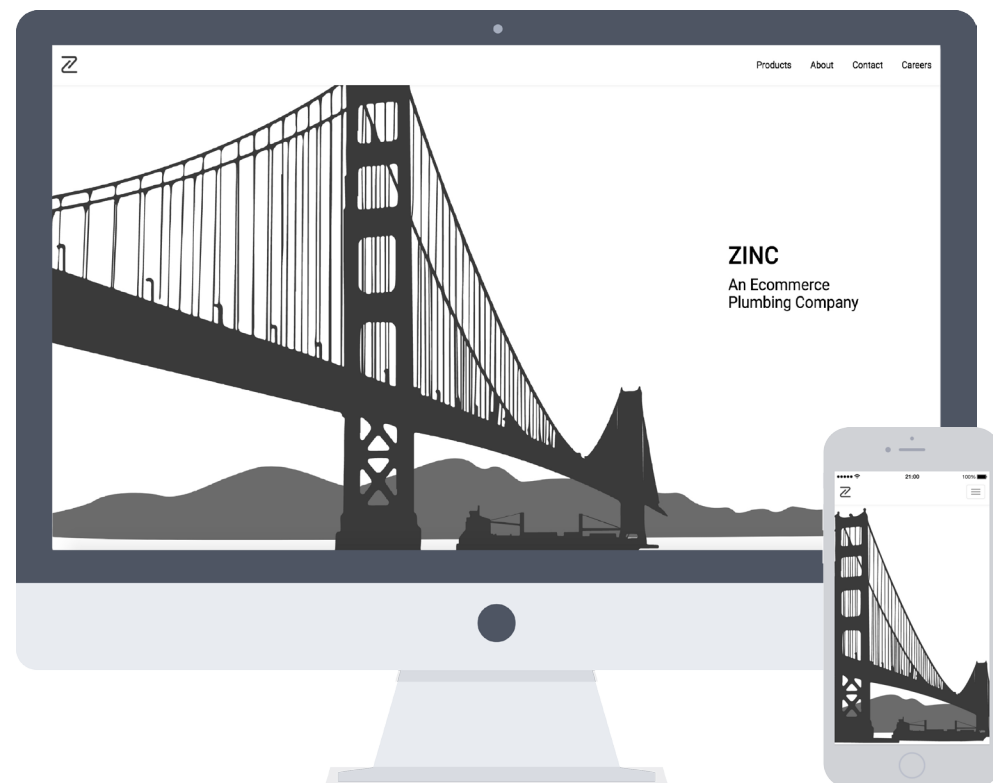
## SECTION 05 WWW + MOBILE

The webpage for Zinc.io must be simple, with non-distracting elements. The principle background color is **#FFFFFF**, though sections with the background color **#EFCB68** is acceptable to highlight its content.

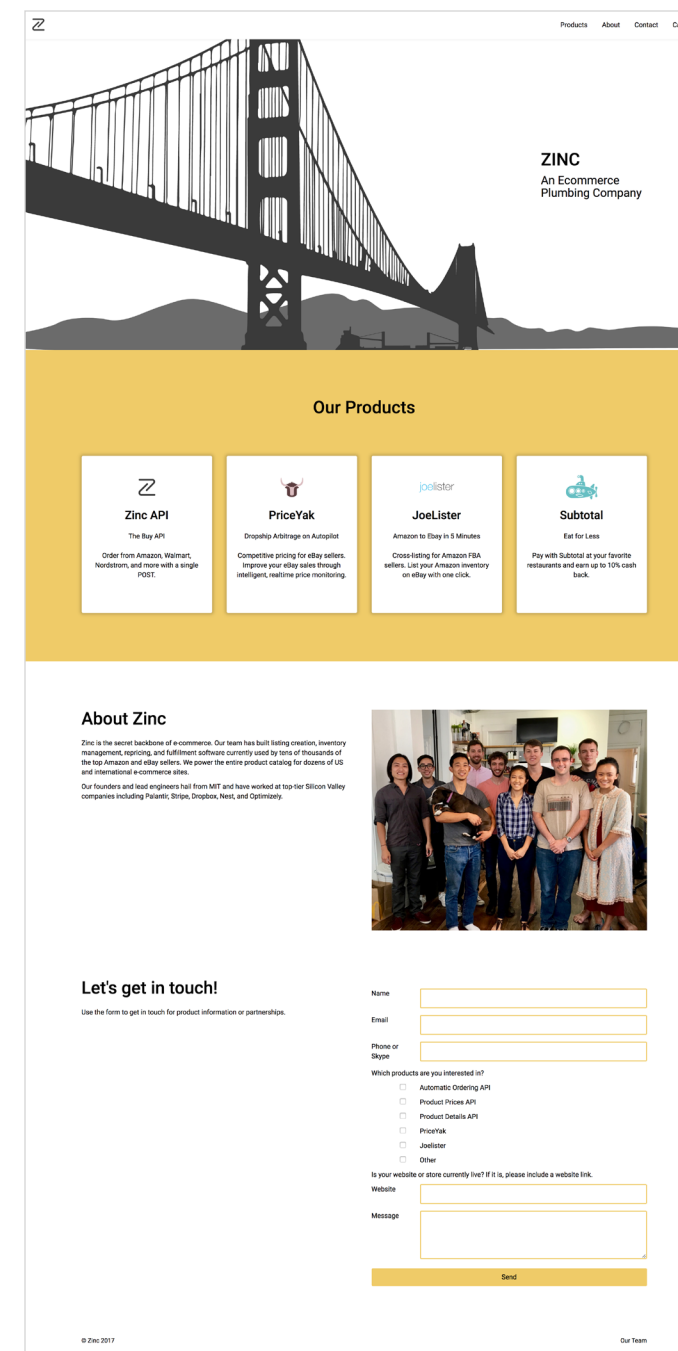
## LANDING PAGE

The Golden Gate Bridge is representative of Zinc's location and culture in San Francisco, CA.

## MOBILE AND DESKTOP



### HOMEPAGE



### ABOUT

