

zero messenger

Brand Guidelines

Hello!

Thank you for considering these guidelines that outline the do's and don'ts of using Zero Messenger's brand assets. These guidelines play an important role in building a consistent visual identity for Zero Messenger.

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Overview

Zero Messenger was created by Imagination Room in Vancouver, Canada. The team set out to create the simplest, privacy and security-focused communication platform.

Zero Messenger allows users to take full of their communications without ever leaving a trace on any device or server.

Guidelines

DO

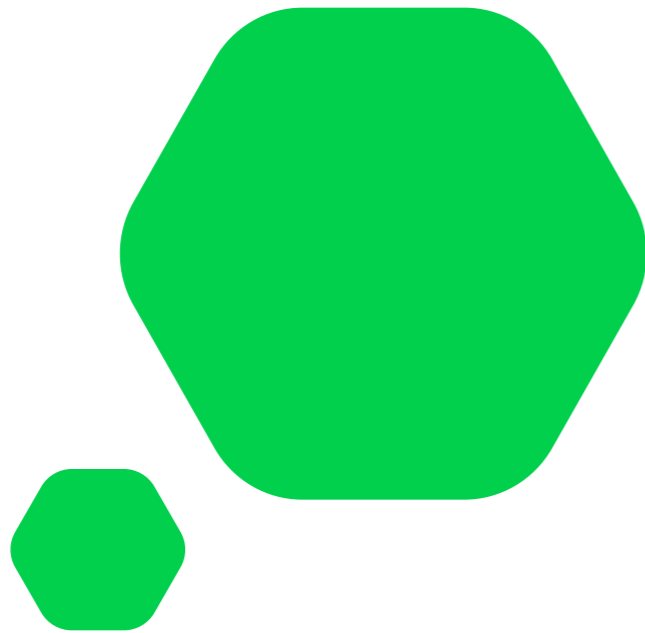
- Make sure Zero Messenger brand assets are displayed clearly
- Download and use visual brand assets from our Zero Messenger [Brand Guidelines Kit](#).
- Follow all of Zero Messenger's current [Terms of Service](#), and [Privacy Policy](#).

DON'T

- Use the brand assets in a way that suggests or implies partnership, sponsorship, or endorsement by Zero Messenger
- Incorporate Zero Messenger's brand assets, or anything confusingly similar into any other trademark, names, domain names, usernames or logos.
- Use visual brand assets from third-party sources
- Use trademarks, names, domain names, usernames, logos, or other content that imitate or could be confused with Zero Messenger.
- Feature Zero Messenger's brand assets in connection with any materials that violate Zero Messenger [Terms of Service](#) or [Privacy Policy](#),

Logos

There are two variations of Zero Messenger's visual identity: (1) The Bubble, (2) The Logotype. When referencing Zero Messenger, it is always written as two words with an uppercase Z and an uppercase M. The logotypes are the only instance where Zero Messenger will be seen written in all lowercase letters.



(1) The Bubble Logo



(2) Horizontal Logotype

Logotype

The logotype is Zero Messenger's main visual identity. The empty space around the logotype should be at least two times the height the logo.

Do not make the logo any smaller than a quarter inch or 18 pixels wide to ensure its visual impact.



Do

- Display the Bubble logo side-by-side with other logos.

Do Not

- Alter, rotate, or modify the logo
- Obstruct the logo
- Place it on a highly-patterned background or photograph

clear space



height = .25in or 18px

minimum size

The logotype and logomark are available for download [here](#).

Bubble

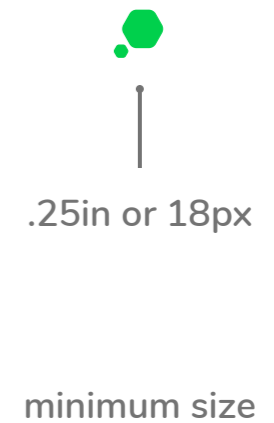
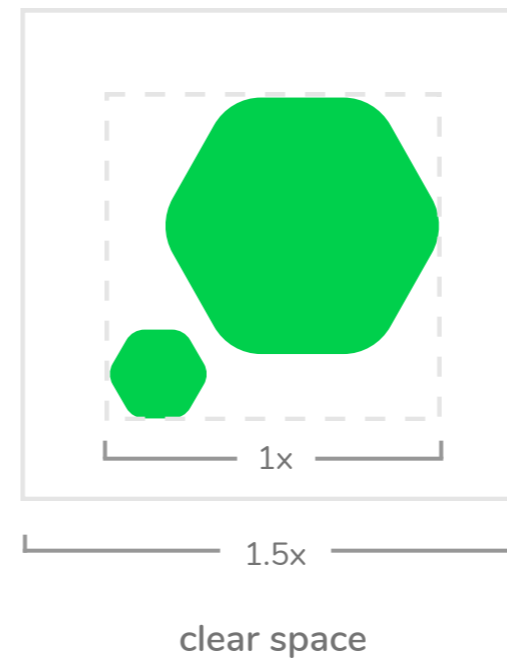
When using the Bubble Logo with other graphic elements, please make sure to give it some room to breathe.

Do

- Display the Bubble logo side-by-side with other logos.
- Use when space is limited and Zero Messenger needs to be presented in a compact way

Do Not

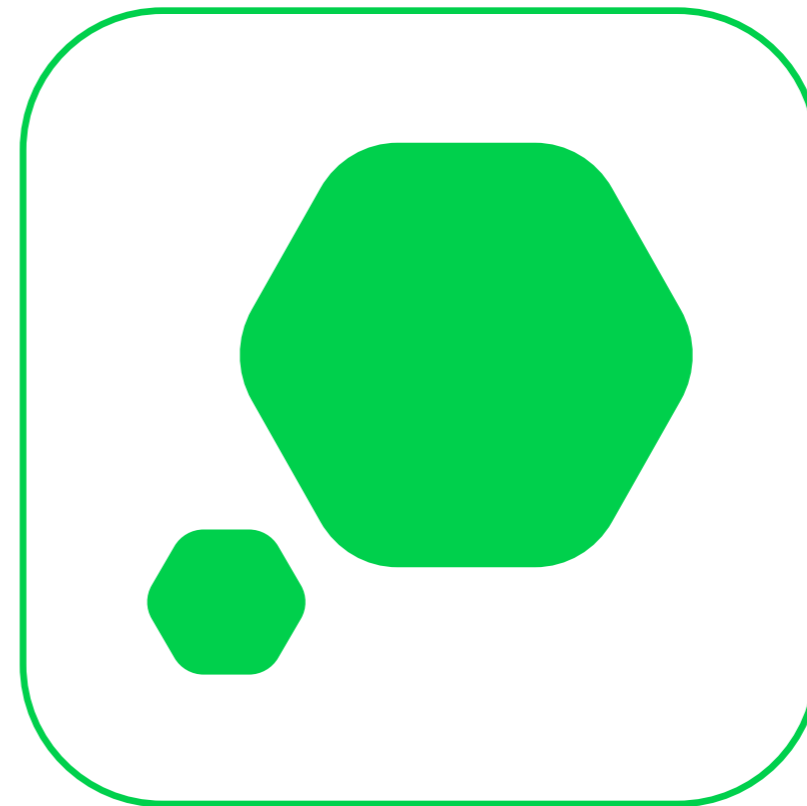
- Alter, rotate, or modify the logo
- Obstruct the logo
- Place it on a highly-patterned background or photograph



Icon

The Zero Messenger app icon is used on our mobile app and on any marketing materials where social media icons are used.

It can be used with rounded corners or not. It can be styled to fit into other social media sets.



app icon

Typefaces

Montserrat

Aa Bb Cc Xx Yy Zz

Montserrat, created by Julieta Ulanovsky, has been chosen to lead all brand messaging. It commands attention while remaining legible and approachable. It was chosen for its array of diverse styles and weights, and its collaborative history.

Nunito

Aa Bb Cc Xx Yy Zz

Nunito, created by Vernon Adams, is Zero Messenger's secondary font in its marketing materials. Rounded and breatheable, it is easy on the eyes and perfect for extended bodies of text (ex. paragraphs and other large bodies of copy).

Language



Buzz

Rooms are the group chat feature in Zero Messenger and can be started by any user. Once started members can create



Live

Zero Messenger requires you to be online to securely exchange messages. This allows your messages to stay with you and they will never sit on any server ever.



Burn

Zero Messenger users can **burn** contacts, chats, and messages at any time. When you burn a contact, all messages exchanged between the contacts are deleted off of both phones.

Palette

Zero Messenger's brand palette within the app is bold and undeniably saturated.

Brand illustrations use these colours as a base but take on lower opacities.

Illustrations are created to support whatever message is being said in the text. They should not yell over the message.



The image features several light green, semi-transparent circles of various sizes scattered across the white background. Some circles overlap, creating a soft, layered effect. The circles are positioned in the top right, bottom left, and bottom center areas of the frame.

Happy Branding!