



zechub.wiki

Visual Identity Guidelines

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Introduction

01 Visual Identity Guidelines

About us

ZecHub is a community driven, open-source educational platform that is dedicated to the Zcash ecosystem, created to make privacy focused digital finance more accessible. Established in 2022, it serves as a central hub where anyone (from beginners to experienced users) can learn about Zcash and contribute to a growing body of knowledge.

The mission of ZecHub is to educate, empower, and expand the Zcash global community by providing clear, reliable resources that lower the barrier to understanding privacy technology and decentralized finance.

ZecHub develops and delivers a comprehensive suite of educational resources, including tutorials, structured wiki-style documentation, newsletters, and podcasts, designed to simplify complex concepts and enable practical application. ZecHub supports the broader Zcash ecosystem through education and community engagement, while advancing the adoption and understanding of financial privacy.

02 Visual Identity Guidelines

The logo

Logo overview

The **ZecHub** logo is made up of a single colour word mark. The logo is built around a simple yet purposeful form: the “ZecHub” wordmark enclosed within a circle.

This composition reflects the platform’s identity as a unified, accessible hub for knowledge within the Zcash ecosystem.

The circular frame introduces a sense of completeness, inclusivity and continuity, symbolizing global reach, and the borderless nature of decentralized communities.



Logo colours

There are four main colour versions of our logo: black blue, slate blue, eerie black and white.



ZH Black Blue



ZH Slate Blue



Eerie Black



Logo versions

The logo has two versions: the primary logo and the inverted logo. Choice of logo depends on context, hue contrast and purpose.

Primary Logo

Use for digital and print applications that are clearly ZecHub branded, including informal branded applications where the name “ZecHub” appears clearly elsewhere.

Word mark

Use on social media banners and for small digital applications.



Primary Logo



Inverted Logo

Logo sizing in print

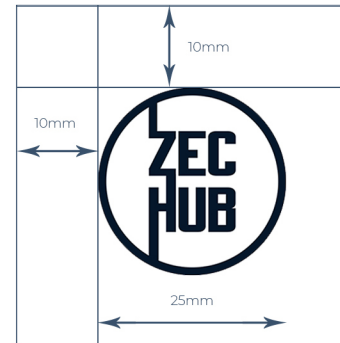
The logotype can be used at different scales, but care must be taken when using it at small sizes. To ensure consistency, the logo is always used at the same size on common document formats

On A4 documents, the logo is always 25mm wide.

To ensure legibility, the logo alone should never be used smaller than 30mm.

Logo positioning in print

When applying the logotype it is important to adhere to these sizing regulations for consistency. Care must also be taken to ensure that the space between the logotype and the edges of the document are also in line with the guidance below.

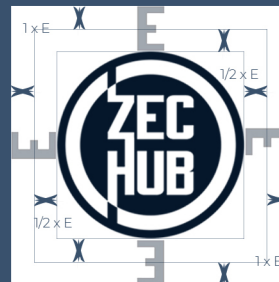


Protecting the logo

It is essential that we allow enough space around the logo to separate it from other visual elements such as type or images. In this way it does not compete for prominence and remains clear.

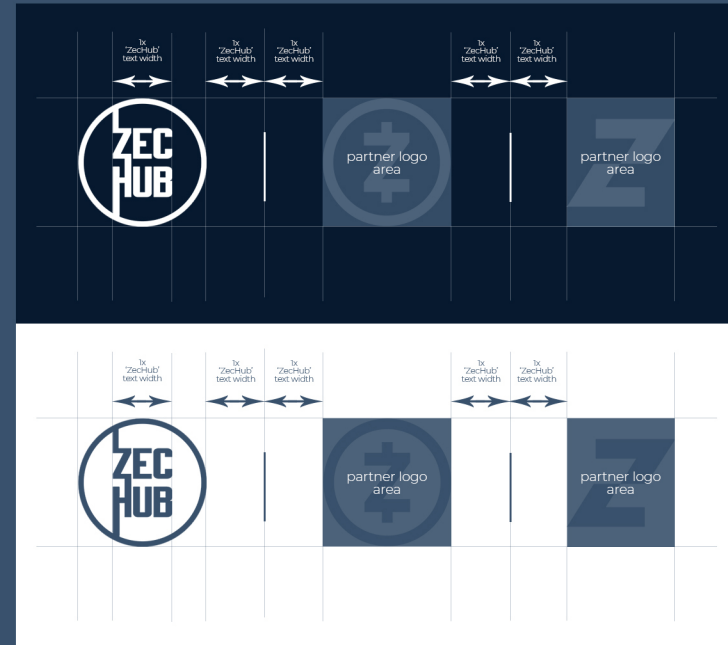
The space around the logo which excludes other elements is called the exclusion zone and this is shown in the illustration on the right.

This optimal space is defined by the letter “E” in our word mark logo.



Co-branding

When possible, partner logos should always sit to the right of the ZecHub Logo. They could be separated by a thin line equivalent to 1pt and at least half the height of the logo. The distance between the two logos should be at least the width of the text part of the logo, 5mm on printed documents or 1/5 of the logotype in its respective use case.



Dos and don'ts

Do always scale the logo proportionately.

The composition of the logo or its components should not be changed: **do not** rearrange or change the colour of elements of the logo.

Do always make sure the logo is clearly visible and legible, **do not** place it on a busy background.

Do not use the logo on a busy background.



Do not use the logo in split colour.



Do not distort the logo, but ensure it is scaled proportionally.



Do not use with a background that doesn't have good contrast.



Dos and don'ts

Do always use the primary logo provided by the ZecHub core team, and do not try to re-create our logos.

Do not crop, flip or transform the logo or it's primary elements.

Do always use respective variants of the logo as it relates to the background on which it will be placed

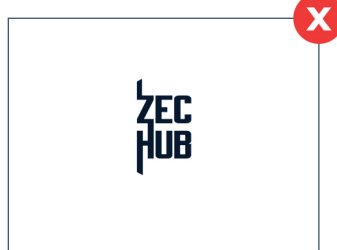
Do not flip the logo vertically or horizontally



Do not use a different typeface in the logo.



Do not remove or rearrange elements of the logo



Do use with a background that aligns with ZecHub's colors whilst maintaining proper contrast.



Colour

Primary main palette

ZecHub's primary brand palette features the lead black blue, complemented by slate blue and eerie black. Together they create a professional, minimal and contemporary colour scheme that brings sophistication to mind.

Primary base colours should be used in large areas of block colour to make ZecHub's brand asset fresh, memorable and consistent.

Primary base colours

ZH Black Blue	C	94	R	06	#06192f
	M	81	G	25	
	Y	52	B	47	
	K	65			

ZH Slate Blue	C	83	R	57	#39516c
	M	65	G	81	
	Y	38	B	108	
	K	21			

Eerie Black	C	73	R	24	#181818
	M	67	G	24	
	Y	65	B	24	
	K	79			

Primary main palette

The primary accent colours should only be used to complement small features, such as on buttons and dividing lines. It is never a replacement for the base colours and should only be used with and not as a stand alone.

The primary accent colours should be applied only to important interface elements, call-to-action components, highlights, icons, and supporting graphics while maintaining balance with the primary base palette.

Primary accent colours

ZH Hadfield Blue	C	77	R	20	#147df5
	M	51	G	125	
	Y	00	B	245	
	K	00			
ZH Ice Blue	C	48	R	125	#7dafeb
	M	22	G	175	
	Y	00	B	235	
	K	00			

Primary greyscale palette

The primary greyscale palette provides neutral tones that support the brand's visual identity and improve overall balance, readability, and versatility.

These shades are to complement the primary main palette and provide subtle visual hierarchy across print and digital applications.

Consistent use of the greyscale palette ensures clarity, professionalism, and harmony within the brand identity.

Primary greyscale

ZH Light Grey I #e2e2e2	C 10	R 225
	M 07	G 225
	Y 08	B 225
	K 00	

ZH Light Grey II #cdcdcd	C 19	R 205
	M 15	G 205
	Y 15	B 205
	K 0	

ZH Mid Grey #b9b9b9	C 28	R 185
	M 22	G 185
	Y 22	B 185
	K 0	

ZH Dark Grey #555555	C 64	R 85
	M 56	G 85
	Y 55	B 85
	K 31	

Black #000000	C 00	R 00
	M 00	G 00
	Y 00	B 00
	K 100	

White #ffffff	C 00	R 255
	M 00	G 255
	Y 00	B 255
	K 00	

Secondary palette

The secondary color palette is a set of six colors that complements the primary brand colors by adding flexibility, depth, and visual variety to the identity system.

For social media and related applications, including print and branding items, multiple brand colors may be combined to create vibrant and engaging visuals.

However, all color combinations must maintain strong legibility and meet accessibility standards to ensure clear communication across all platforms.

Secondary colours

ZH
Seafoam
Green
#55aa87

C 68 R 85
M 12 G 170
Y 59 B 135
K 01

ZH
Light Tan
#e1c3a0

C 12 R 225
M 22 G 195
Y 38 B 160
K 00

ZH
Fressia
Purple
#b9b4d7

C 26 R 185
M 27 G 180
Y 01 B 215
K 00

ZH
Powder Pink
#f5c8d7

C 01 R 245
M 25 G 200
Y 03 B 215
K 00

ZH
Golden Yellow
#f5b92d

C 00 R 245
M 00 G 185
Y 00 B 45
K 100

ZH
Pale Blue
#cde1f0

C 18 R 205
M 05 G 225
Y 02 B 240
K 00

Accessibility

The diagram in the next page illustrates the accessibility and legibility of different colour combinations used within the primary and secondary colour palette.

To maintain clarity and ensure comfortable reading across both print and digital applications, black or charcoal text on a white background should be used for most body copy and long-form content.

The effectiveness of a colour combination is influenced by several factors, including the contrast between the text and background colours, the font size, the weight of the typeface, and the amount of text being displayed.

Higher-contrast combinations generally provide better readability and accessibility, making them more suitable for extended reading, while lower-contrast combinations are better reserved for decorative elements, highlights, or short display text.

Accessibility

The combinations with a yellow tick works for larger font sizes and shorter texts (like headings) and combinations with a green tick work for longer text (such as a social media quotation post)

	#06192f	#39516c	#181818	#55aa87	#b9b4d7	#f5b92d	#e1c3a0	#f5c8d7	#cde1f0
#06192f		Aa		Aa	Aa	Aa	Aa	Aa	Aa
#39516c	Aa		Aa	Aa	Aa	Aa	Aa	Aa	Aa
#181818		Aa		Aa	Aa	Aa	Aa	Aa	Aa
#55aa87	Aa		Aa			Aa	Aa	Aa	Aa
#b9b4d7	Aa	Aa	Aa					Aa	
#f5b92d	Aa		Aa						
#e1c3a0	Aa	Aa	Aa						
#f5c8d7	Aa	Aa	Aa						Aa
#cde1f0	Aa	Aa	Aa				Aa		

Examples: Primary colour combination

To maintain visual consistency and readability, avoid combining ZH Black Blue and Eerie Black within the same composition.

As a general rule, text should always appear in white and the primary colours to ensure sufficient contrast across all brand applications.

ZH Black Blue and ZH Slate Blue may be used for titles and emphasis, but only when placed against a white background to maintain accessibility and legibility.

Primary colour combinations



Examples of use



Examples: Secondary colour combination

The following combinations from the primary and secondary colour palette are accessible and align well with the overall brand identity.

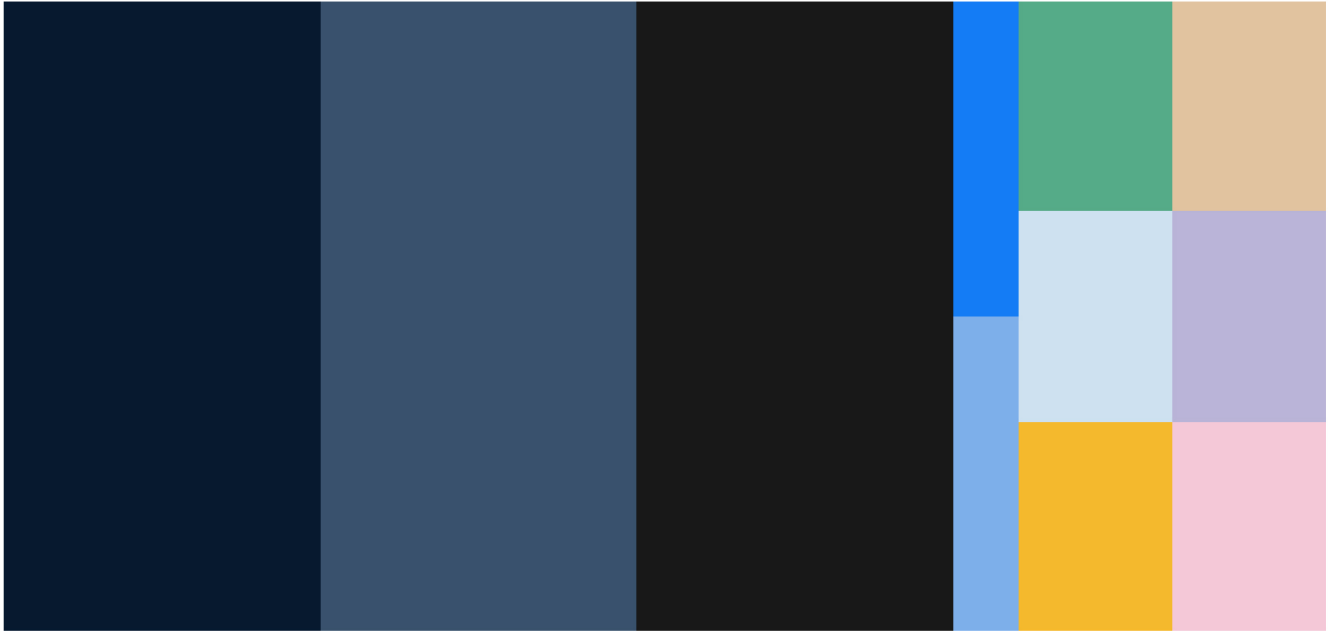
These combinations are designed to provide strong visual contrast while maintaining consistency across brand applications.

They should primarily be used for assets that rely on bold colour pairings to attract attention and create visual impact.

Secondary colour combinations



Colour Palette



Typography

Primary typeface

The ZecHub typeface system is based on Bossa, a contemporary sans-serif typeface that conveys clarity and modernity.

Its clean structure and balanced geometry support a visual identity that feels both professional and approachable across digital and print applications.

The primary typeface is used for headings, titles, and key brand moments, helping to establish a strong and recognisable visual identity.

Bossa Black
Bossa Bold
Bossa Medium

Bossa Regular
Bossa Light
Bossa Italic

Primary typeface

Bossa Black

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$%&*()?**

Bossa Medium

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$%&*()?**

Bossa Bold

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$%&*()?**

Bossa Regular

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$%&*()?**

Primary typeface

Bossa Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$%&*()?

Bossa Italic

Aa

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$%&*()?*

Secondary typeface

ZecHub's secondary typeface is Montserrat, a modern sans-serif chosen for its clarity and readability. It is primarily used for body copy, captions, and supporting information across digital and print applications.

Its clean geometric structure complements the primary typeface while maintaining a modern and consistent visual identity.

Regular, Light and thin weights are recommended for most body text, while Bold and Medium weights may be used for emphasis or subheadings.

Montserrat Bold
Montserrat Medium
Montserrat Regular

Montserrat Light
Montserrat Extra Light
Montserrat Thin

Secondary typeface

Montserrat Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$%&*()?

Montserrat Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$%&*()?

Montserrat Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$%&*()?

Montserrat Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$%&*()?

Secondary typeface

Montserrat Extra Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$%&*()?

Montserrat Extra Light Italic

Aa

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$%&*()?*

Montserrat Thin

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$%&*()?

Montserrat Thin Italic

Aa

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$%&*()?*

Accent typeface

ZecHub's accent typeface is Yonitta, a handwritten display font used to introduce personality, warmth, and creative expression into the brand identity.

It should be used sparingly for emphasis, highlights, quotes, or decorative applications, and not for long-form body text.

The handwritten style provides visual contrast to the primary and secondary typefaces while adding a more human and expressive character to the brand system.

The image shows the word "Yonitta" in a cursive, handwritten style, followed by the word "Bold" in a similar but slightly more stylized cursive font. The letters are black and have a fluid, connected appearance.The image shows the word "Yonitta" in a cursive, handwritten style, followed by the word "Regular" in a similar but slightly more stylized cursive font. The letters are black and have a fluid, connected appearance.

Accent typeface

Yonitta Bold

Aa
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
1 2 3 4 5 6 7 8 9 0 ! " # \$ % & ' () ?

Yonitta Regular

Aa
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
1 2 3 4 5 6 7 8 9 0 ! " # \$ % & ' () ?

Typeface hierarchy

Our type hierarchy is designed to create clarity, consistency, and visual balance

Bossa serves as the primary typeface and is used for headings, titles, and key statements to establish a bold and distinctive visual identity.

Montserrat functions as the secondary typeface, providing high readability for body copy, long-form text, and supporting information.

Yonitta is used as an accent typeface for highlights, decorative applications.

Sample

ZecHub Test Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna



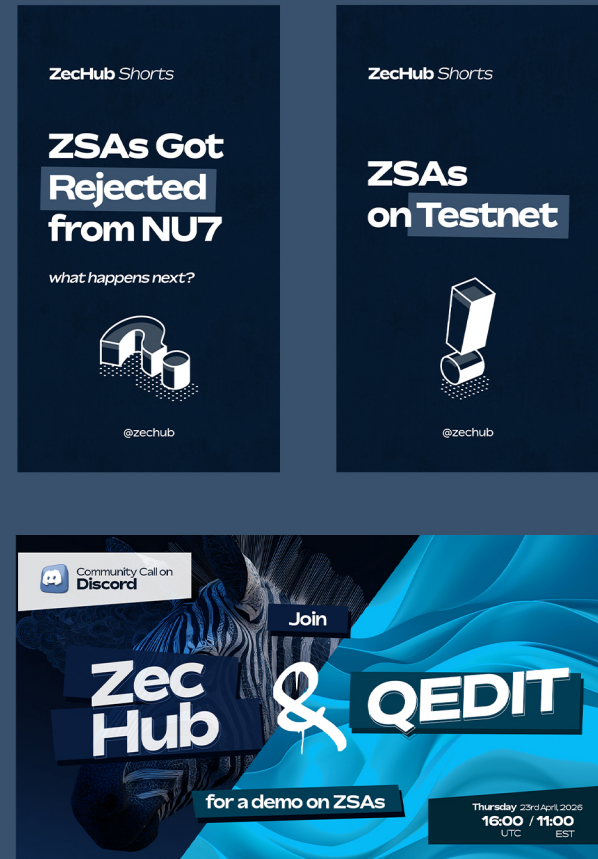
Example: typeface hierarchy

A strong hierarchy is essential to creating a professional and cohesive type system.

To maintain consistency across all designs, a structured type hierarchy has been developed. This hierarchy uses variations in size and weight to create emphasis and improve readability.

However, the number of type styles used within a single document should be kept minimal. The following example demonstrates how each level of the hierarchy should be applied.

Examples



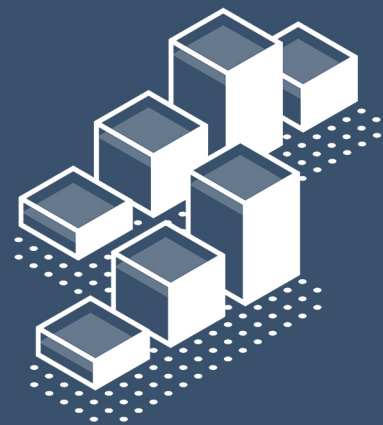
Visual elements

Brand shapes

ZecHub's brand shapes are based on **isometric forms**; cubes and cuboids e.t.c, helping to create a bold and recognizable visual identity.

The brand shapes can be used flexibly across layouts, backgrounds, illustrations, and graphic compositions to strengthen brand recognition.

There is no obligation to use the shapes in every design; they should be applied when they enhance the composition and support the overall visual communication.



Brand shapes: guide to use

ZecHub's brand forms are built using cubes and cuboids and other geometric forms drawn in a consistent isometric perspective.

All forms must follow a **fixed 30° isometric angle** to maintain visual consistency and structure.

Use flat surfaces with minimal shading and clean solid fills. Shadows should remain subtle, geometric, and aligned with the isometric direction. Avoid realistic lighting, gradients, or complex textures.



Brand shapes: guide to use

The dotted circular patterns beneath the forms act as shadow grids and help reinforce depth, positioning, and the digital network aesthetic. These dot patterns should remain evenly spaced, subtle, and secondary to the main forms.

Maintain consistent stroke weights, spacing, and alignment across all compositions to preserve the clean and modular ZecHub identity.

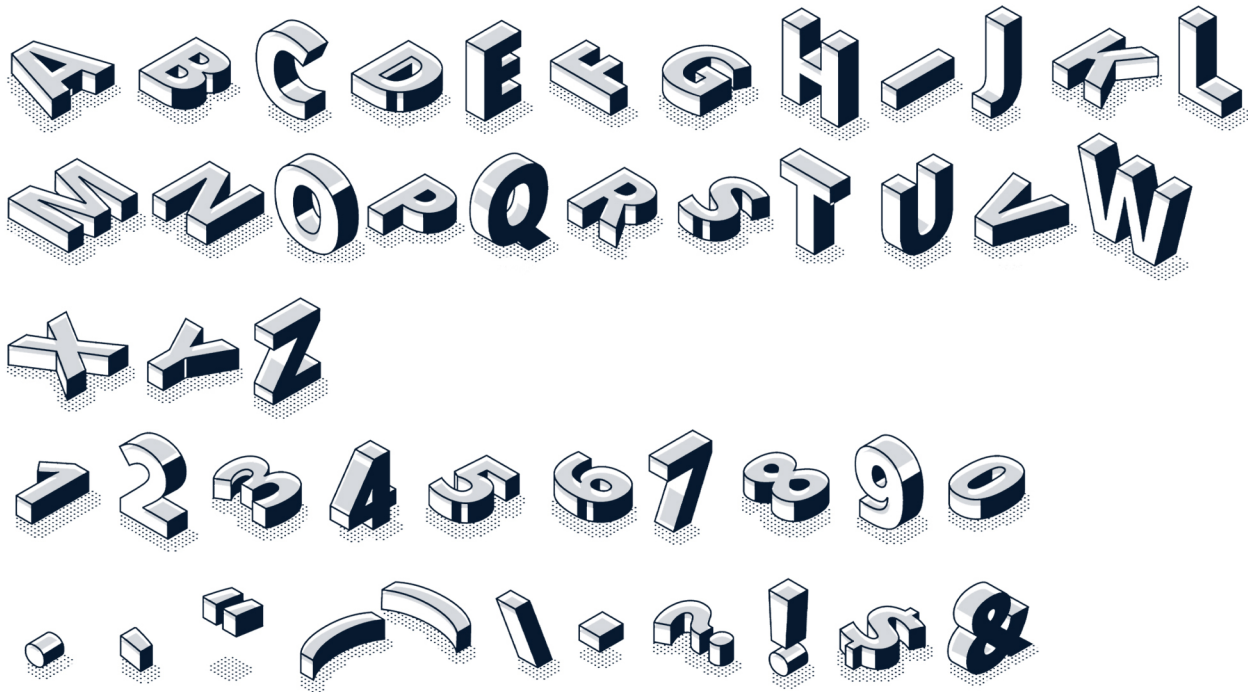


Examples: 3D typeface

Isometric forms can also be extended into typography to create bold and visually distinctive compositions. This style is best suited for standalone cover images, campaign visuals, thumbnails and banners where strong visual impact is needed. All isometric typography should maintain the same 30° perspective, geometric structure, subtle shading, and dotted shadow grid system used throughout.



Examples: 3D typeface



Brand applications

Mockups

Paper Wristband



Mockups

Phone



Mockups

Laptop



Mockups

Coffee Mugs



Mockups

Key Chains



Mockups

Linen Backpack



Mockups

T-Shirt



Mockups

Round Sticker



Brand Background Pattern



Brand Background Texture



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