



zeabe

brand guidelines

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About

Logo

Typography

Color palette

Pattern

Visual example



zeabe

About

We are a Home Healthcare Agency providing, currently
Unskilled Services to the Elderly in the comfort of their home.
We will be providing Skilled Services and Geriatric Care
Management Services in the future.



zeabe

+ 123 45 678 990
zeabe@email.com
www.zeabe.com

Logo



Perhaps the most fundamental function of a logo is giving your business
a unique mark that differentiates you from other businesses.

Logo



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a unique mark that differentiates you from other businesses.

Logo



Horizontal solution

Logo



Horizontal solution

Logo

Minimum sizes

The minimum logo sizes provides the smallest possible reduction in which the logo is still easy to read. In exceptional circumstances smaller size for print may be necessary (e.g. on event merchandise). In such cases legibility should always be your top priority.



Logo

Configuration and clear space

A logo needs an appropriate amount of space around it in order to visually stand out and function as intended.



Typography

Rhodium Libre

AaBbCc

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 ! ? @ # % & ; , .

Inter Light

AaBbCc

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

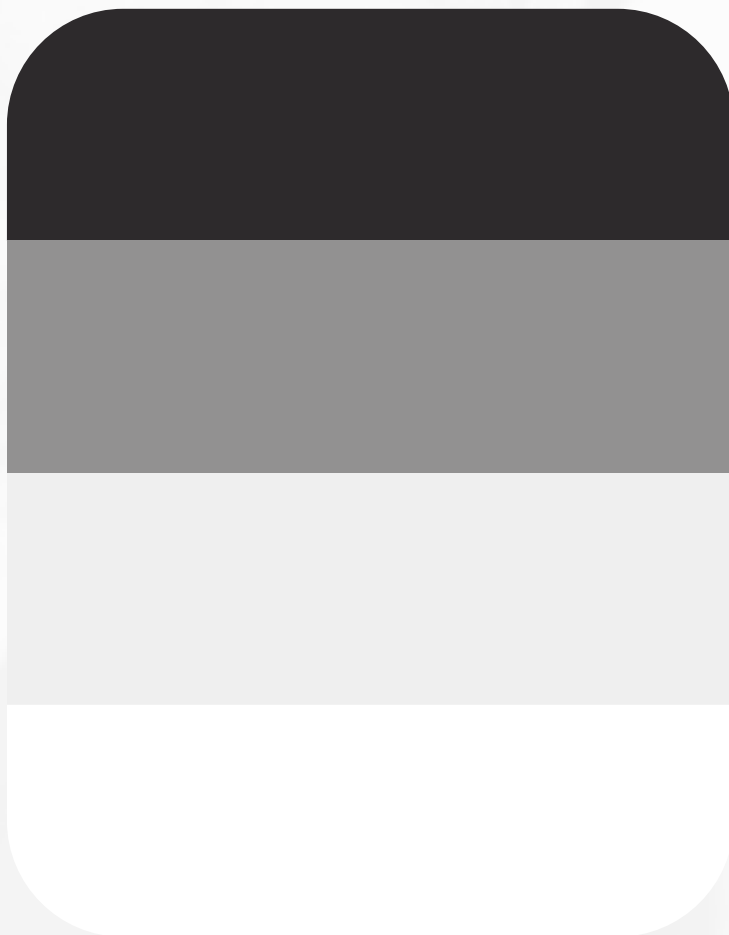
1 2 3 4 5 6 7 8 9 0 ! ? @ # % & ; , .



Typography example

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 pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est aborum.

Color palette



CMYK 0-0-0-97

RGB 43-43-43

HEX #2B2B2B

CMYK 46-38-38-2

RGB 143-143-143

HEX #8F8F8F

CMYK 5-4-4-0

RGB 237-237-237

HEX #EDED

CMYK 0-0-0-0

RGB 255-255-255

HEX #FFFFFF

Color palette



CMYK 5-4-4-0
RGB 237-237-237
HEX #EDEDED

CMYK 0-0-0-25
RGB 192-192-192
HEX #CoCoCo

CMYK 0-0-0-34
RGB 169-169-169
HEX #A9A9A9

CMYK 46-38-38-2
RGB 143-143-143
HEX #8F8F8F

The image features the word "zeabe" in a dark gray, lowercase, sans-serif font, centered horizontally. The background is a light gray with a repeating pattern of stylized white fern leaves. The leaves are arranged in a staggered, overlapping manner, creating a textured, organic feel. The overall aesthetic is clean and modern, with a naturalistic theme.

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Pattern

A pattern is an arrangement of lines or shapes, especially a design in which the same shape is repeated at regular intervals over a surface. This is most common in backgrounds on web and app pages.



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Visual
example



Visual example



zeabe



Visual example _____

Visual example





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