



Mini guideline

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Zempler Guidelines

This document is designed to help the whole team make the most of our new brand. The following pages will outline the best ways to use the brand assets and ensure consistency across any touch-point you are designing for.



Logo

Our logo

Our logo is designed to feel bold and iconic. In uppercase our logo is defiant and authoritative, the weight in the letterforms creating a robust and established feel. The flick in the R adds a savvy flair to the logo, intended to feel like a tick, getting the job done.

**ZEMPLER
BANK**



Logo Variations

Stacked

The stacked logo is the primary use and should be the default usage.

Horizontal

The logo can also be used in horizontal format when required.

Zempler

In the future once the new name is established we have a version of the logo without Bank. For now this should not be used.

Stacked

**ZEMPLER
BANK**

Horizontal

ZEMPLER BANK

Zempler

ZEMPLER

