ZEMPLER BANK

Mini Guidelines

November 2023



Mini guideline

Contents

Brand Strategy	Brand Assets	
1 Strategy	4 Logo	
7 Character	12 Symbol	
7 Tone of voice	19 Colour	
	27 Typography	
	30 Illustration	
	35 Art direction	
	40 UI visualisation	
	40 Graphic language	



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 touchpoint you are designing for.

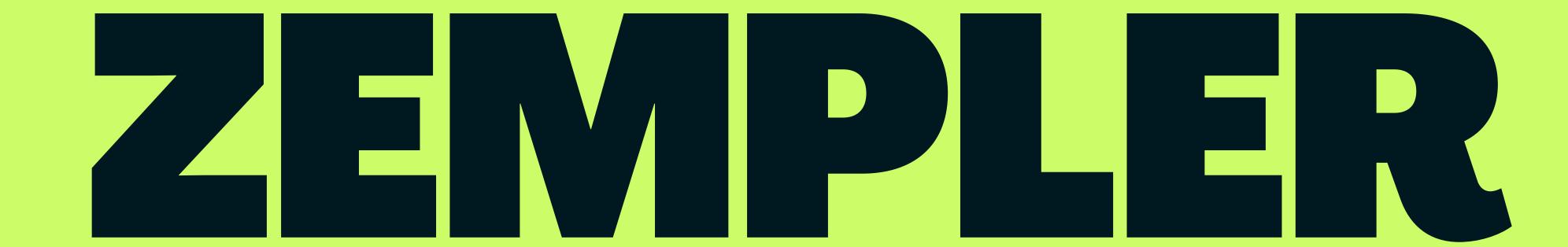
Logo sections

- 6 Our logo
- 7 Variations
- 8 Colours
- 9 Clear space
- 10 Positioning

Section one

Introduction

Our logo is bold, characterful and iconic. We use it proudly throughout the brand.





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



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



Colour usage

We use our logo only in our core brand colours to create strong brand attribution. The logo can be used in either Dark Blue, Zempler Blue or White.

The logo should only be used in these combinations shown here, dark blue on light backgrounds, and light blue or white on neutral and light backgrounds.

These colours can be used across digital and print, however the logo shouldn't be used in any of our other brand colours.

Dark Blue

ZEMPLER BANK

Zempler Blue

ZEMPLER BANK

White

ZEMPLER BANK



Clear space and minimum size

There should always be a set area of clear space set around our logo, this ensures that the logo maintains its legibility and doesn't get too close to other graphic elements.

Clear space

To ensure our logo has enough space, it should always have 1/3 the height of the stacked logo spacing around it.

Minimum size

The logo should never be used smaller than the sizes indicated on the right.



ZEMPLER BANK

Digital: 70px width Print: 20mm width

ZEMPLER BANK

Digital: 100px width
Print: 40mm width

ZEMPLER

Digital: 70px width Print: 20mm width



Positioning

Primary positioning

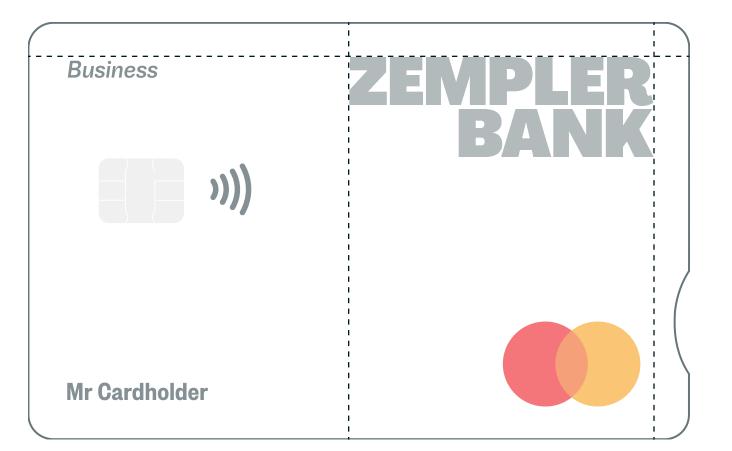
The primary positioning of our stacked logo is to the left of our canvas, either at the top all the bottom.

Alternative positioning

The logo can also be placed on the top right or bottom right of our assets, for example our cards.

ZEMPLER BANK

ZEMPLER BANK





Misuse

This page outlines examples of how the logo **should not** be used.

Do not fill the logo with other colours
Refer to the colour usage page.

Do not outline the logo
The logo should only ever be used solid.

Do not rotate the logo
The logo should never be used vertically.

Do not alter the logo proportions
When using the logo in print or
digital, always ensure it is never
stretched or squashed.

Do not use colours incorrectly

ZENP
BANG

Do not outline the logo



Do not rotate the logo



Do not change the logo proportions

ZEMPLER BANK

Section two

Symbol

Symbol sections

- Our symbol
- 15 Colours
- 16 Containers
- 17 Clear space

Introduction

Our symbol is our brand shorthand. It stands for exemplary banking.





Our symbol

Our symbol stands for exemplary banking. Its form is based on a star, and also has subtle Z within it. Its curved form mimics the R in our logo.

It should be used alone, when limited space is available, like app icon or favicon, when our full logo is not required.





Colours

Our symbol is always used within a container to create stronger brand attribution, in our core brand colours, Dark Blue and Zempler Blue.

The primary usage is Dark Blue on Zempler Blue for stronger sense of our identifying bright colour. The symbol should never be used in any other colours from our brand palette.

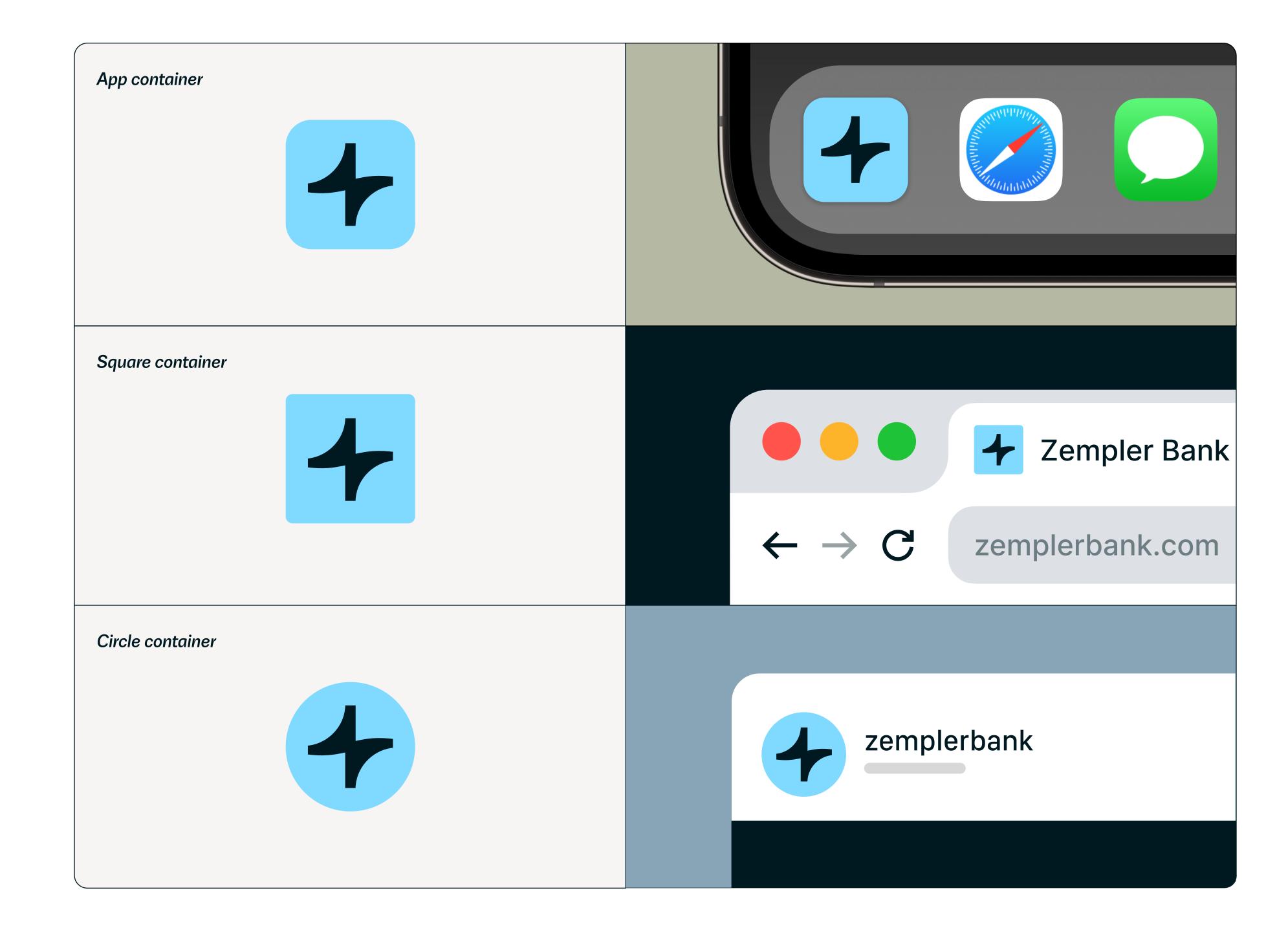






Containers

Our symbol is intended to be used in a container at all time. It should always be contained either in an app container, a square container or a circle. It should not be used on its own.

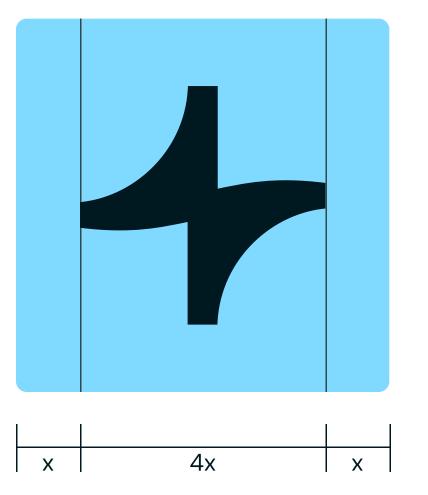




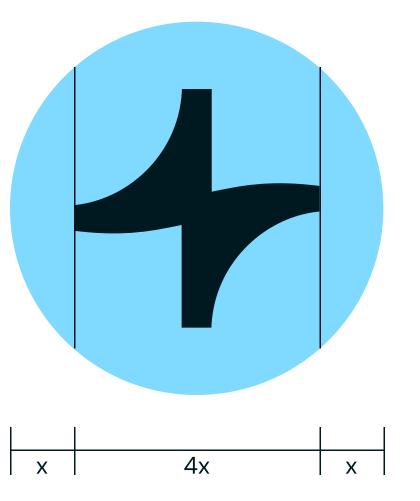
Clear space and minimum size

To ensure our symbol is placed correctly within the container, it is important to ensure there is enough clear space. The clear space is defined as 1/4 the width of the symbol.

Square container



Circle container





Misuse

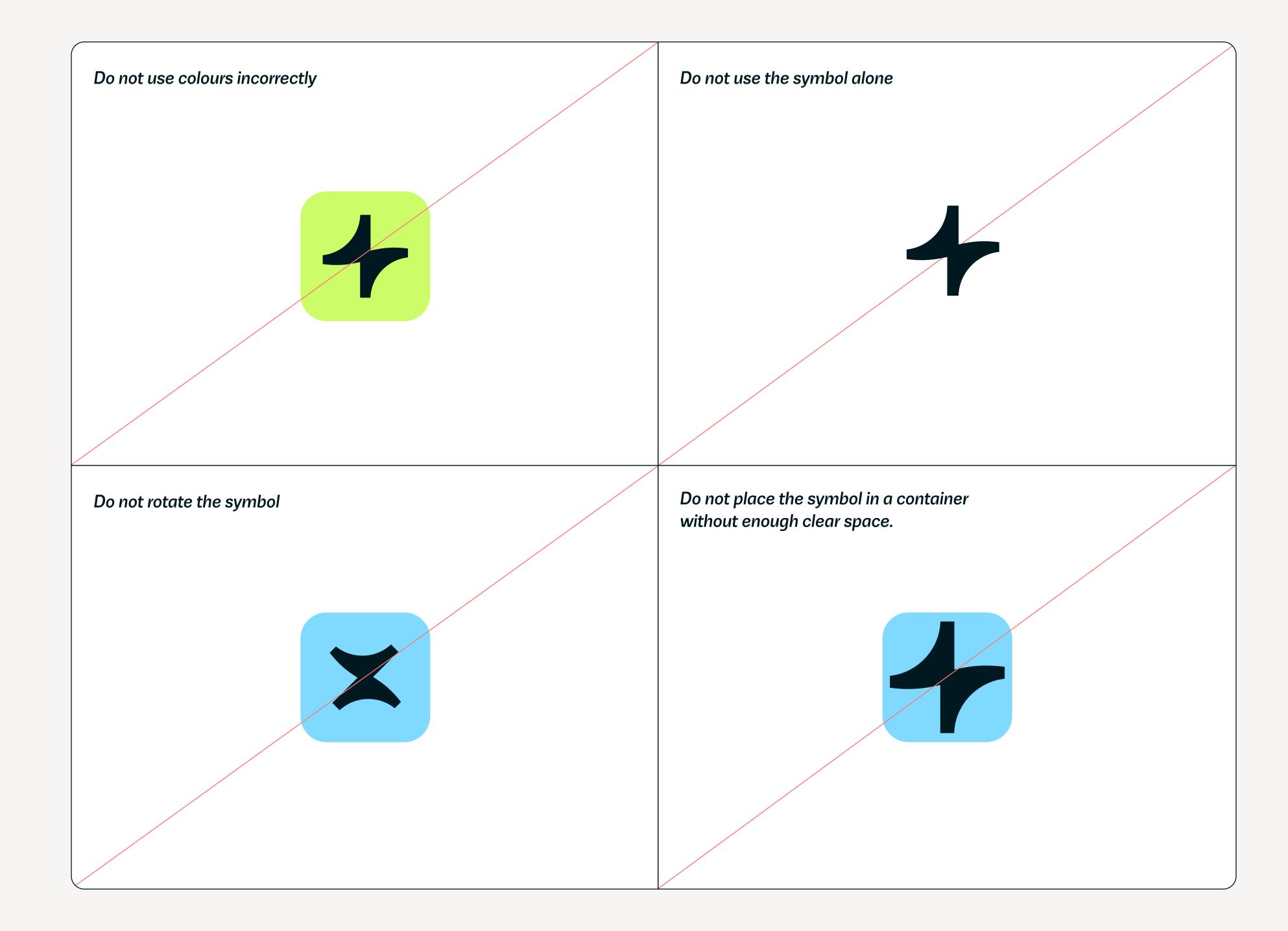
This page outlines examples of how the symbol **should not** be used.

Do not use any other colours with our brand symbol
Refer to the colour usage page.

Do not use the symbol alone The symbol should always be contained.

Do not rotate the symbol
The symbol should never be rotated.

Do not place the symbol without enough clear space
Refer to the clear space page.



Section three

Colour

Colour sections

- 21 Primary palette
- Full palette
- 23 Hierarchy
- 24 Text colour
- 25 Graphic usage
- 26 In use

Introduction

Our primary colours are savvy, established and timeless tones that we can own and build recognition from.





Primary palette

Our core colours are Zempler Blue, Dark Blue, Neutral and White.

Intentionally high contrast using a light and dark colour, to create defiant impact, and ensure maximum accessibility.

We have kept the palette intentionally small to keep things simple, building recognition for customers.

Zempler Blue

HEX: #80D9FF RGB: 128.217.255 CMYK:

Dark Blue

HEX: #001921 RGB: 0.25.23 CMYK:

White

HEX: #FFFFFF **RGB:** 255.255.255

CMYK:

Neutral

HEX: #F6F5F3 **RGB:** 246. 245.243

CMYK:



Full palette

We have a secondary set of colours which are used in different ways to bring vibrancy to our applications. We mix bright tones with more muted tones to create a balanced palette.

The following pages outline how to best use the full palette.

Primary palette

Zempler Blue

HEX: #80D9FF **RGB:** 128.217.255 CMYK:

Dark Blue

HEX: #001921 **RGB:** 0.25.23 CMYK:

White

HEX: #FFFFFF **RGB:** 255.255.255 CMYK:

Neutral

HEX: #F6F5F3 **RGB:** 246. 245.243

CMYK:

Secondary palette

Lime

HEX: #CDFC69 **RGB:** 205.252.105

CMYK:

Stone

HEX: #B5B8A3 **RGB:** 181.184.163 CMYK:

Slate Blue

HEX: #87A5B6 **RGB:** 135.165.182

CMYK:

Lilac

HEX: #A59DEB **RGB:** 165.157.235

CMYK:

Green

HEX: #73BF60 **RGB:** 115.191.96 CMYK:

RGB: 250.192.92 CMYK:

Yellow

HEX: #FACO5C



Colour Hierarchy

This page outlines the colour usage of our palettes. The size of the colour panel indicate how predominant that colour is used across our brand applications.

Zempler Blue	Dark blue	White	Neutral	Lime	Stone	Lilac
						Green
					Slate blue	
						Yellow



Text colour

To ensure legibility across print and digital applications, text should only be used in **Dark Blue** or **White.** These colours have been tested on colours from our palette and the following page outlines the best usage for them.

Accessibility

This page outlines which text colour to use on which background to ensure legibility across print and digital assets.

Dark Blue



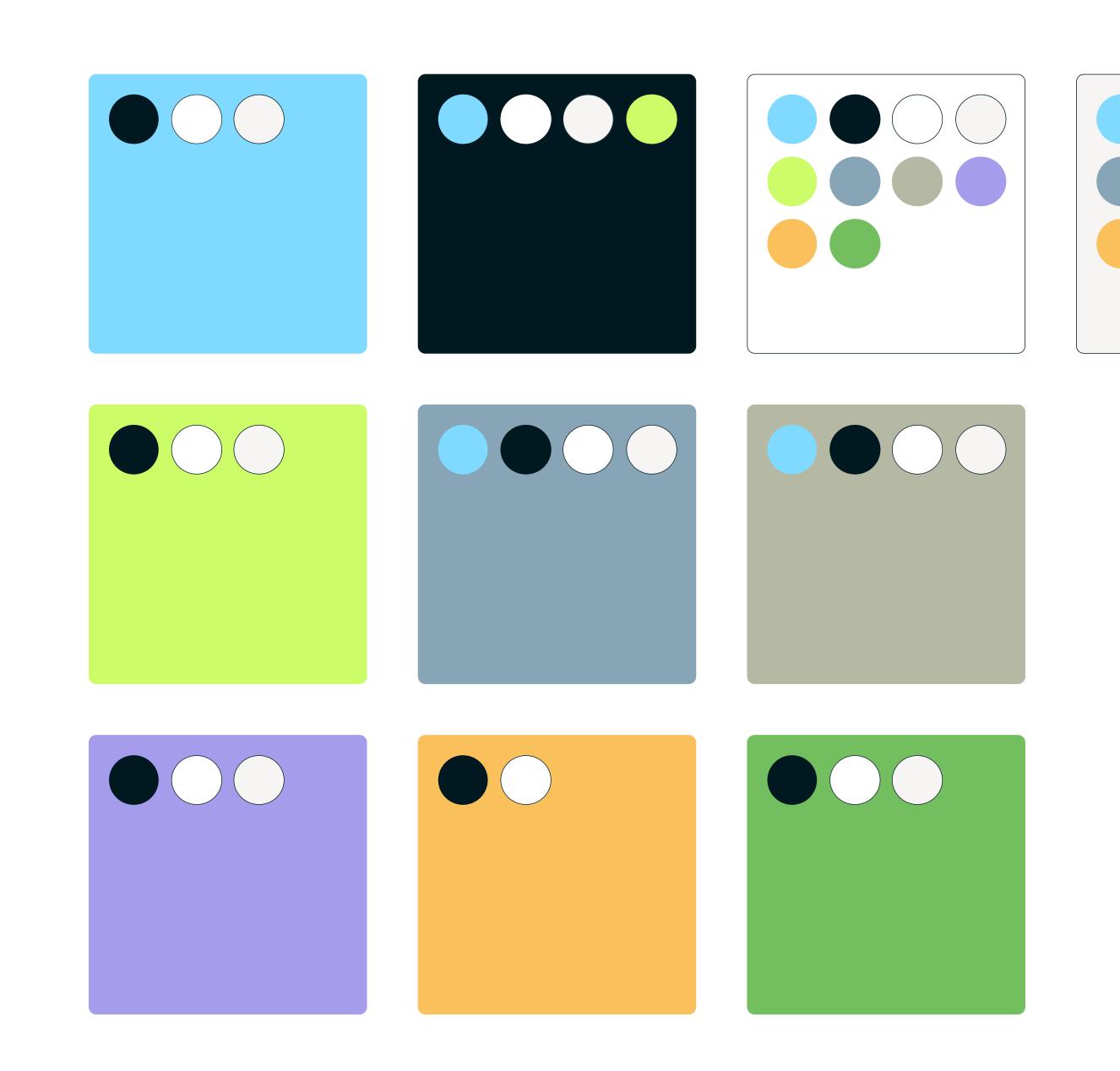
Maite





Combinations for graphics

This page outlines the colours that can be used together for within layouts. Some colours pair better together than others, use this guide to help select the core colour of design and the colours that can support that.





In use examples

Communications

An example of colour being used full bleed with copy and a product screen.

Illustrations

An example of how colour is used through illustrations.

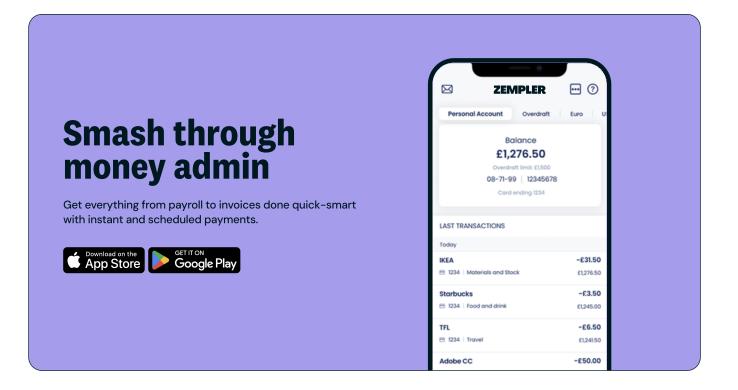
UI Visualisations

An example of how colour used in the UI visualisations, colours are always used on a white base.

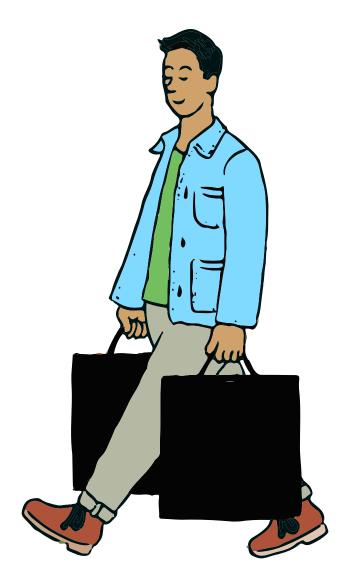
Website modules

An example of colours used on website modules. Mixing full bleed colour and white backgrounds.

Communications



Illustrations



UI Visualisations





Website modules



Section four

Typography

Typography sections 1 Headline 3 Secondary 3 Body copy 4 Hierarchy Usage examples

Introduction

Our brand typefaces are a mix of bold, savvy and functional fonts, each with different purposes.





Headline

Our headline typeface is National 2 Narrow. It's condensed stance gives it a strong defiant presence, whilst It's grotesk forms make it feel savvy and smart.

National 2 Narrow

Weight: Bold

ABCDEFGHIJKL abcdefgijklmno

Weight: Medium

ABCDEFGHIJKL abcdefgijklmno



Headline usage

Leading

is the vertical space between lines of copy. This should be set to 85-95% when using National 2.

Tracking

is the horizontal space between letters, this helps improve legibility. The tracking should be set between -1 and 0%

Leading

Smash through money admin.

Tracking

Tracking 0%



Secondary

To support our headline typeface we use Jornada Sans Italic as our secondary typeface. It's curves and elegance add a sense of ease and speed.

This is used for subheadings and for highlighting key details across our digital and print assets.

Jornada Sans Italic

Weight: Medium italic

ABCDEFGHIJKL abcdefgijklmno

Weight: Bold italic

ABCDEFGHIJKL abcdefgijklmno



Secondary usage

Leading

is the vertical space between lines of copy. This should be set to 100% when using Jornada Italic.

Tracking

is the horizontal space between letters, this helps improve legibility. The tracking should be set to 0%.

Leading

Don't be stopped by cashflow

Tracking

Tracking is 0%



Body copy

For functional copy and smaller details, DM Sans is used. It is a hard working google font, which should be used across the Zempler app and all brand comms.

Leading

is always set to 120%

Tracking

is always 0%

DIM Sans

Weight: Semi Bold

Open account >

Weight: Medium

No issue is too big or too small. From transaction queries to questions about bankruptcy, we'll share all we've learnt from serving businesses just like yours. Weight: Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Integer malesuada nunc vel risus commodo viverra maecenas accumsan. Eget arcu dictum varius duis at consectetur lorem donec massa. Cursus sit amet dictum sit amet justo.



Hierarchy

This page outlines the hierarchy of our typefaces. This is useful guidance on how the typefaces are used together and where to use each one.

HeadlineNational 2 Narrow Bold

Start your business right.

Subheading
Jornada Bold Italic

Body copyDM Sans Medium

Send invoices from your phone

Accounts and cards to keep things organised while life happens. Fully regulated and FSCS protected, of course.

CTA

DM Sans SemiBold

Open account >

Email
Arial (system)

No issue is too big or too small. From transaction queries to questions about bankruptcy, we'll share all we've learnt from serving businesses just like yours.



In use examples

Headline

Example of National 2 being used as a headline on its own.

Headline + Subheading
Example of National 2 being used with Jornada Italic.

Subheading + Body copy
Example of Jornada being used with
DM Sans for more functional copy.

Heading + Body copy
Example of National 2 heading and
DM Sans being used together.

1. Headline

Money made simpler.

2. Headline + Subheading

Off to a flying start

Smash through money admin.

3. Subheading + Body copy

Don't be stopped by cashflow

Gain some time back. one more short sentence that explains the benefit with RTBS.

4. Heading + Body copy

On the money advice.

No issue is too big or too small. From transaction queries to questions about bankruptcy, we'll share all we've learnt from serving businesses just like yours.