Zephyr™
Branding Assets
Quick Guide
Clear Sans is a OpenType font, that can be freely utilized by application, browser and operating system developers.

Adopted by Mozilla for the Firefox for Android browser, Clear Sans has been recognized as a versatile OpenType font for screen, print, and Web. Clear Sans was designed with on-screen legibility in mind. It strikes a balance between contemporary, professional, and stylish expression and thoroughly functional purpose. It has a sophisticated and elegant personality at all sizes, and its thoughtful design becomes even more evident at the thin weight.

It has minimized, unambiguous characters and slightly narrow proportions, making it ideal for UI design. Its strong, recognizable forms avoid distracting ambiguity, making Clear Sans comfortable for reading short UI labels and long passages in both screen and print.

This font supports a wide range of languages using Latin, Cyrillic, and Greek scripts. The font family includes medium, regular, thin, and light weights with upright, italic, and bold styles.

https://01.org/clear-sans
Primary Colors

Grayscale Colors

Color Palette

Zephyr™ colors have personality: they are vibrant, bold and colorful. At least one Primary Colors should always be present in the brand; Grayscale Colors were created to support you, mostly on text, while Accent Colors give freedom and extend the range of possibilities.
Accent Colors

- FFD0A0
  - 255/218/0
  - 0/12/100/0
  - 109C

- FFE133
  - 255/225/51
  - 0/5/60/0
  - -

- FFE966
  - 255/233/102
  - 0/2/50/0
  - -

- FDB814
  - 253/181/19
  - 0/30/100/0
  - 130C

- FDC643
  - 253/198/67
  - 0/23/84/0
  - -

- FED472
  - 254/212/114
  - 0/16/65/0
  - -

- 39CD89
  - 87/189/132
  - 65/0/65/0
  - 3395C

- 6107A1
  - 97/215/161
  - 56/0/50/0
  - -

- 88E1B8
  - 136/225/184
  - 43/0/38/0
  - -

- 00AEFF
  - 0/174/239
  - 100/0/0/0
  - 299C

- 33BEF2
  - 51/190/242
  - 64/4/0/0
  - -

- 66CEF5
  - 102/206/245
  - 52/0/0/0
  - -

- 7929D2
  - 104/80/161
  - 60/80/0/0
  - 7672C

- 9454DB
  - 148/84/219
  - 60/75/0/0
  - -

- AF7FE4
  - 175/127/228
  - 40/55/0/0
  - -

Color Palette

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Use Cases

**Big Examples:**
- Large Applications
- Printable Applications
- Backdrop
- Billboard

**Small Examples:**
- Digital Applications
- Presentation Signature
- Business Cards
- Websites
- Merchandising

**Minimum Examples:**
- E-mail Signature
- Business Cards
- Website Signature
- Merchandising
Variations
Can be used

Device based on Zephyr™ OS

Nouns can be used:

- Project
- Kernel
- NanoKernel
- MicroKernel
- Operating System
- OS
- Software
- Platform
- Tools
- Architecture
- Components
- Libraries
- SDK
- Software Development Kit
- DDK
- Device Driver Kit
- Package
- Programming Interface

Nouns Applications