

ZephyrTM 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.

Clear Sans

Our very own typeface

Håñdsøme
&
Effectivé

Light, Regular and **Bold.**

Base Color	+20% White for Gradient	+40% White for Gradient
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HEX
RGB
CMYK
PMS

2D3237
45/50/55
10/0/0/94
-

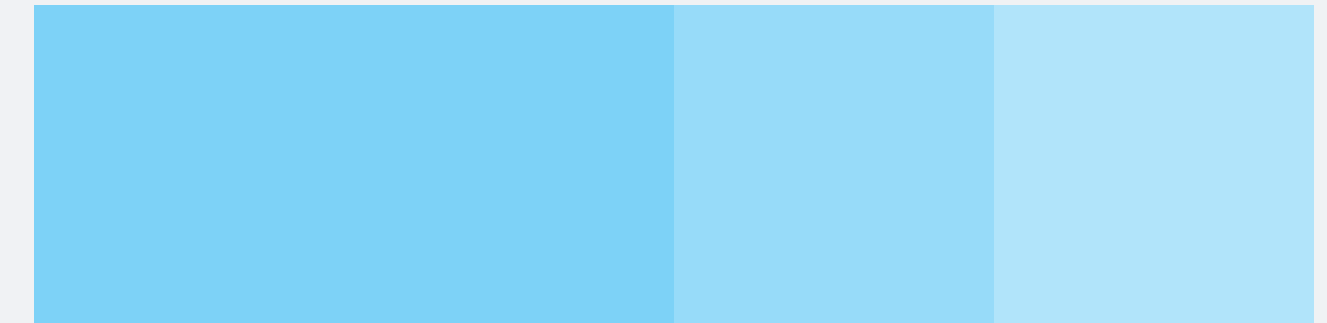
4C5155
76/81/85
5/0/0/75
-

6C7073
108/112/116
5/0/0/65
-

Primary Colors



0070C5	338DD1	66A9DC
0/113/197	51/141/209	102/169/220
100/40/0/0	75/35/0/0	58/21/0/0
Intel Blue	-	-



7DD2F7	97DBF9	B1E4FA
126/211/247	151/219/249	177/228/250
45/0/0/0	36/0/0/0	27/0/0/0
2905C	-	-

Grayscale Colors



2D3237
45/50/55
10/0/0/94
-

4C5155
76/81/85
5/0/0/75
-

6C7073
108/112/116
5/0/0/65
-



8C9196
145/145/150
5/0/0/50
430C

AFB2B6
175/178/181
5/0/0/35
-

D1D3D5
209/211/213
3/0/0/25
-

F0F2F4
240/242/244
2/0/0/12
-

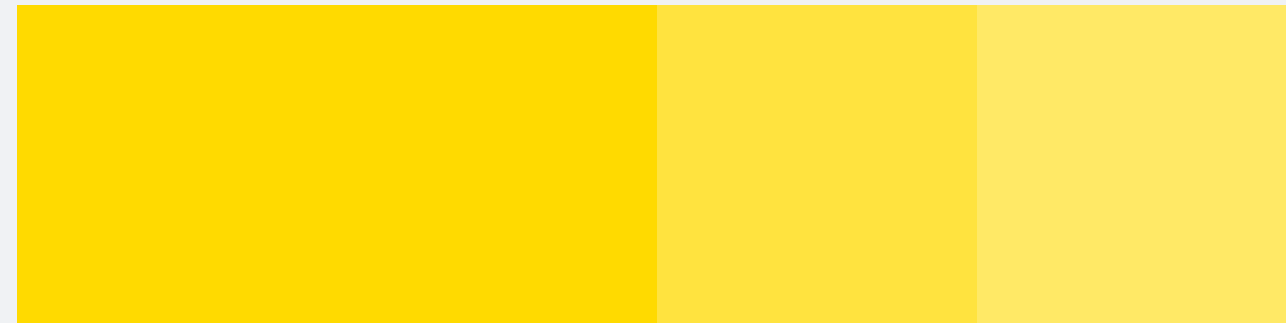
F6F7F8
246/247/248
1/0/0/8
-

FFFFFF
255/255/255
0/0/0/0
-

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



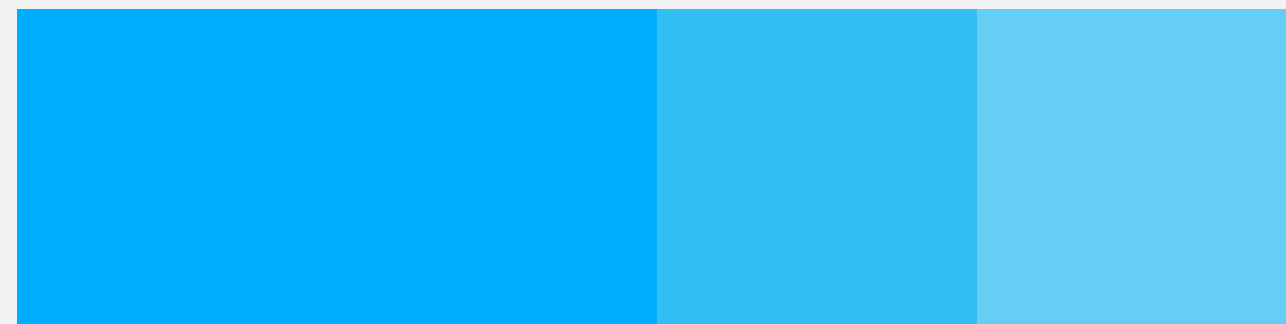
FFDA00	FFE133	FFE966
255/218/0	255/225/51	255/233/102
0/12/100/0	0/5/60/0	0/2/50/0
109C	-	-



FDB814	FDC643	FED472
253/181/19	253/198/67	254/212/114
0/30/100/0	0/23/84/0	0/16/65/0
130C	-	-



39CD89	61D7A1	88E1B8
87/189/132	97/215/161	136/225/184
65/0/65/0	56/0/50/0	43/0/38/0
3395C	-	-



00AEFF	33BEF2	66CEF5
0/174/239	51/190/242	102/206/245
100/0/0/0	64/4/0/0	52/0/0/0
299C	-	-



7929D2	9454DB	AF7FE4
104/80/161	148/84/219	175/127/228
60/80/0/0	60/75/0/0	40/55/0/0
7672C	-	-

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Big

Examples:

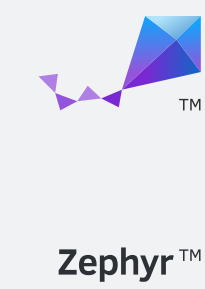
- Large Applications
- Printable Applications
- Backdrop
- Billboard



Small

Examples:

- Digital Applications
- Presentation Signature
- Business Cards
- Websites
- Merchandising



Minimum

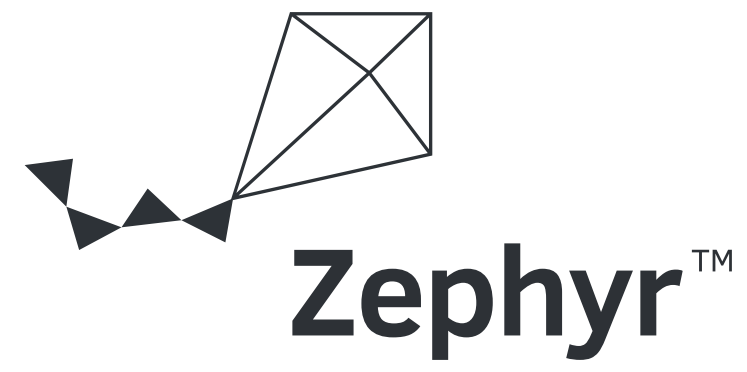
Examples:

- E-mail Signature
- Business Cards
- Website Signature
- Merchandising

Use Cases

Positive

Negative



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