Zephyr®
Branding Assets
Quick Guide

Clear Sans

Our very own typeface

Håñdsøme
&
Effectivé

Light, Regular and **Bold.**

Clear Sans is a OpenType font, that can be freely utilized by application, browser and operationg 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 liight weights with upright, italic, and bold styles.

Typography

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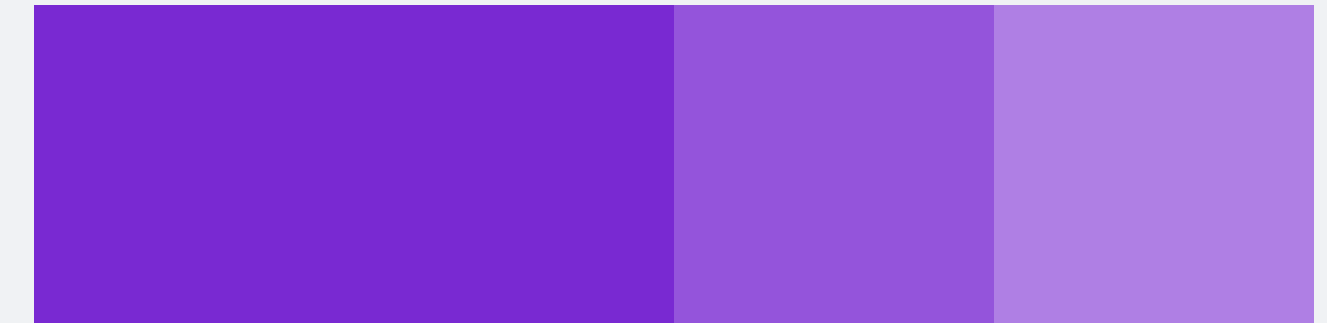
7929D2	9454DB	AF7FE4
104/80/161	148/84/219	175/127/228
60/80/0/0	60/75/0/0	40/55/0/0
7672C	-	-

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

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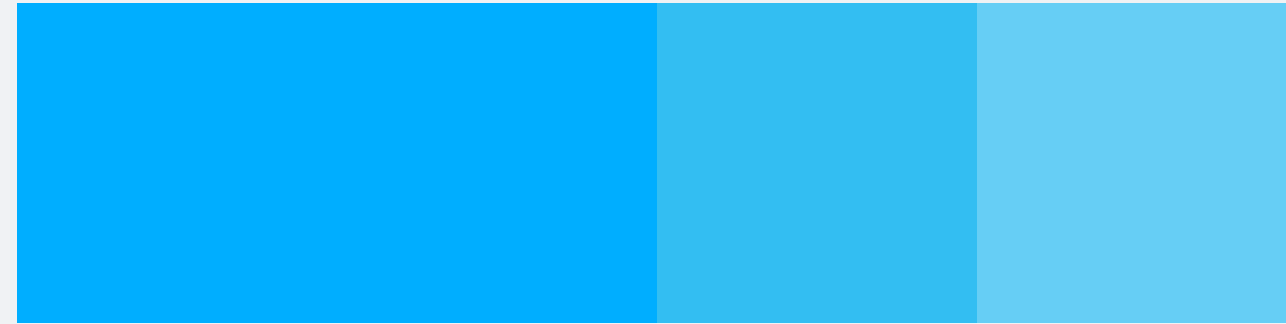
00AEFF	33BEF2	66CEF5
0/174/239	51/190/242	102/206/245
100/0/0/0	64/4/0/0	52/0/0/0
299C	-	-

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	-	-

Grayscale Colors

2D3237	4C5155	6C7073
45/50/55	76/81/85	108/112/116
10/0/0/94	5/0/0/75	5/0/0/65
-	-	-

8C9196	AFB2B6	D1D3D5
145/145/150	175/178/181	209/211/213
5/0/0/50	5/0/0/35	3/0/0/25
430C	-	-
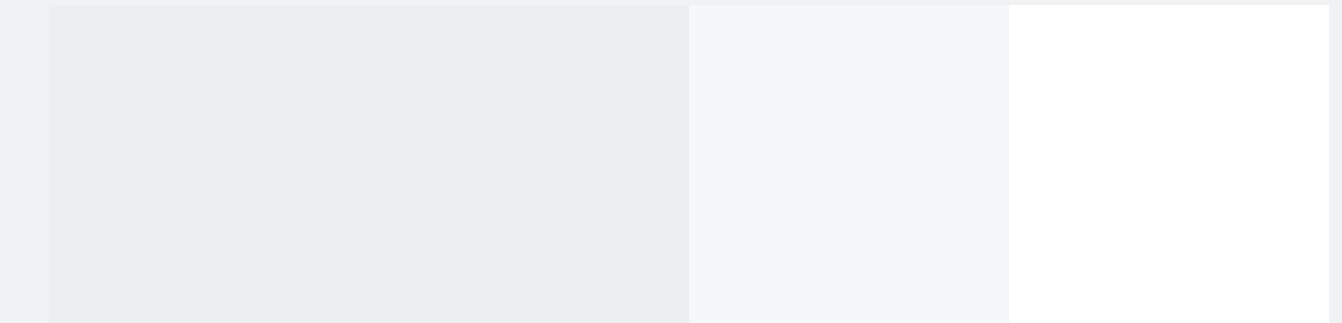
F0F2F4	F6F7F8	FFFFFF
240/242/244	246/247/248	255/255/255
2/0/0/12	1/0/0/8	0/0/0/0
-	-	-

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Primary Lockup
Stacked layout, preferred when possible
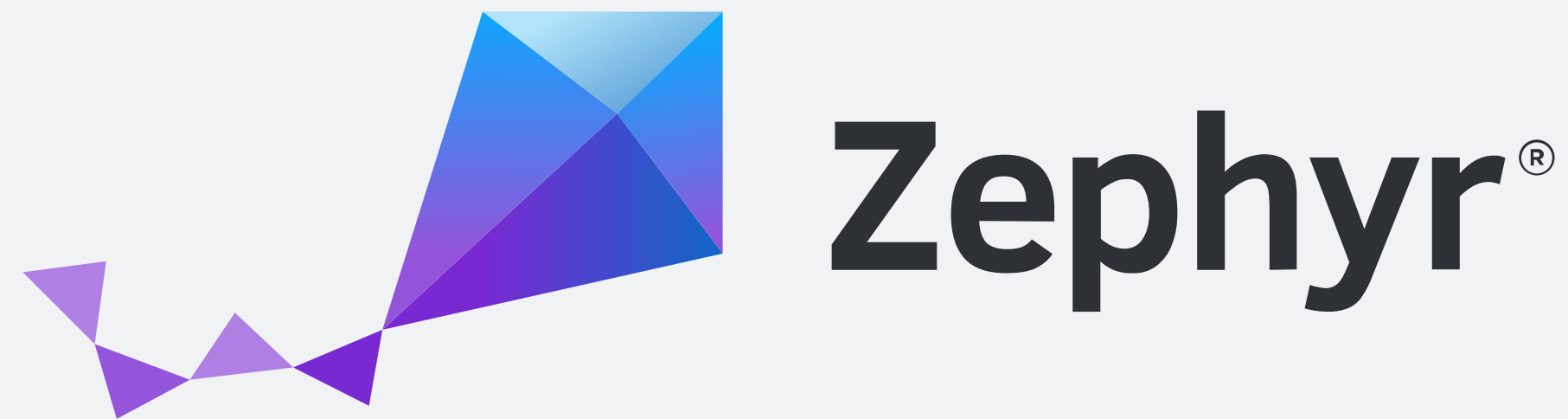
Horizontal Lockup
For use when a more horizontal format is required

Icon
For use when only an icon is required

Zephyr Lockups

Zephyr®
Project

Zephyr®Project

Zephyr®
Project
MEMBER

Stacked Lockup
For use when a more vertical format is required

Horizontal Lockup
For use when a more horizontal format is required

Member Logo

Zephyr Project & Zephyr Project Member Lockups

https://www.zephyrproject.org/branding/

Zephyr®

Big

Examples:

- Large Applications
- Printable Applications
- Backdrop
- Billboard

Zephyr®

Small

Examples:

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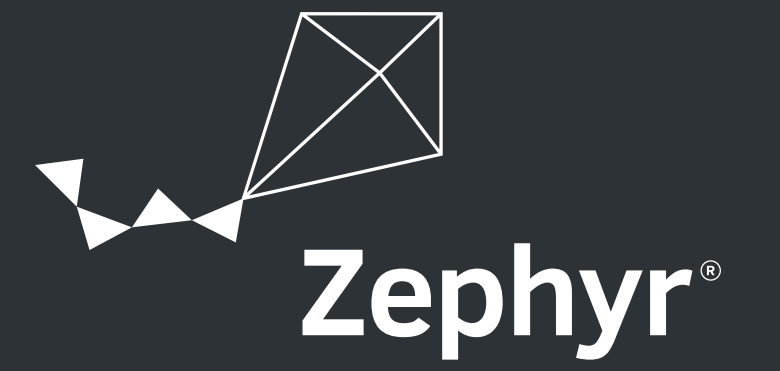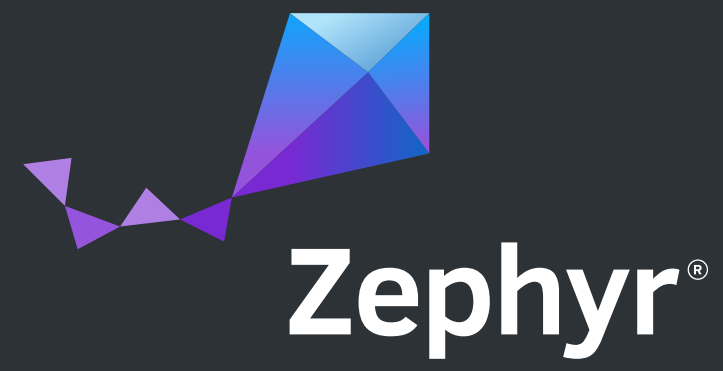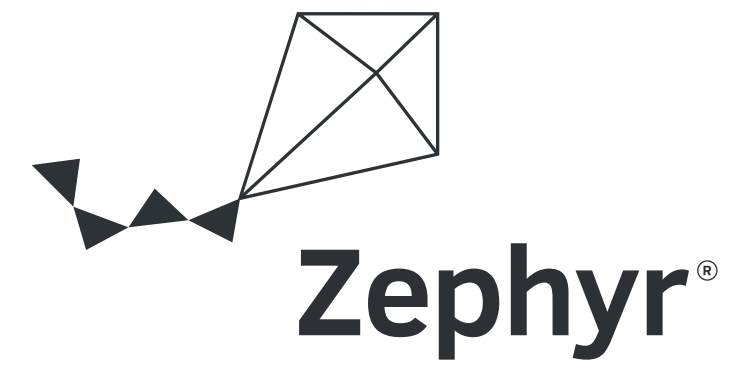- Business Cards
- Websites
- Merchandising

Minimum

Examples:

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

Use Cases

https://www.zephyrproject.org/branding/

Color Variations

Preferred set of nouns

Zephyr® Project
Zephyr® OS
Zephyr® RTOS
Zephyr® Platform

Other recommended nouns that 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

Build secure, connected, future-proof devices with Zephyr®
A proven RTOS ecosystem, by developers, for developers

Running on Zephyr®
Product based on Zephyr®
Supported by Zephyr®

Approved Language