





Happy people build great software

Happiness at work isn't just about feeling joyful. It's about being satisfied with your working relationships, environment, tools, and processes, so that you can do your best work and bounce back when things don't go as planned.



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How to use this guide

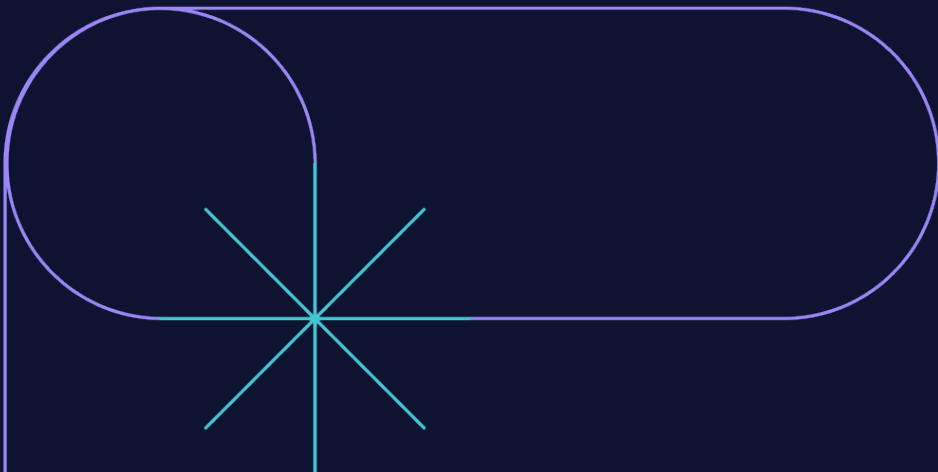
Our brand represents the set of values, attributes, and principles that reflect the heart, soul, and spirit of our company.

This is a guide to help us better understand the various elements that make up Zenhub’s brand system. It is designed to be used as a reference document for our visual identity, and to ensure that the brand is used in a way that is professional and consistent. This guide will also assist in communicating our mission and our brand values to our customers, employees, community, and key stakeholders so they connect emotionally with our business.

The following pages will guide you through some of the basic brand identity elements such as logo, typography, color, and illustration, and will provide guidance and general rules for applying these elements across a variety of media types. There are also sections dedicated to our photography, screenshots, and our community mascot.

If you require guidance or have additional questions when developing communication material, please send your questions to marketing@zenhub.com.

We hope you enjoy getting to know our brand better!



Who we are

What we stand for, what we value,
and what sets us apart.

We are
opinionated
optimists.

We help teams build software together, better.
Zenhub is determined to connect code to strategy,
while modernizing and automating the software
creation experience. We empower developers to see
the big picture and build purposefully toward it.

Zenhub allows high-growth, disruptive software teams to level up, so that more of their time and energy can be devoted to what they do best: making better code, faster.

We provide automated agile features that eliminate mundane tasks and remove cross-functional friction, so team members can focus on meaningful work that drives innovation and creates customer value.

Working together, we help our customers build great things. Things that make the world a better place. We help thousands of high-growth companies and open source projects elevate their game.

Because we're developers ourselves, we've built Zenhub with developers' needs in mind. We think there's always a better way to build software, and we pride ourselves on providing the industry's best developer experience.



Who we are

What we stand for, what we value,
and what sets us apart.

We value:

CUSTOMER EMPATHY

Our highest priority is to satisfy our customers through the early, continuous delivery of valuable software and solutions. We take time to understand our customers’ problems so we can solve them in the most impactful way.

TEAM INTEGRITY

We follow through on our commitments. We’re transparent in our work and don’t hesitate to ask for or to offer help. We’re direct and respectful in our communication—caring enough about each other to tackle the tough conversations head-on.

OWN IT

We own the challenge, the solution, and the outcome. We don’t wait for others to tell us what to do, or how to do it, and are relentless in the pursuit of our goals.

GROWTH MINDSET

We believe in a growth mindset and strive for excellence, not perfection. We recognize there is always room for improvement and continuously seek feedback on how we can be better—both as individuals and as a business.

EXPERIMENT & ITERATE

We push the boundaries of what’s possible by continually experimenting with ways to drive better, faster results for our business. We’re not afraid to fail. Instead we learn from it.



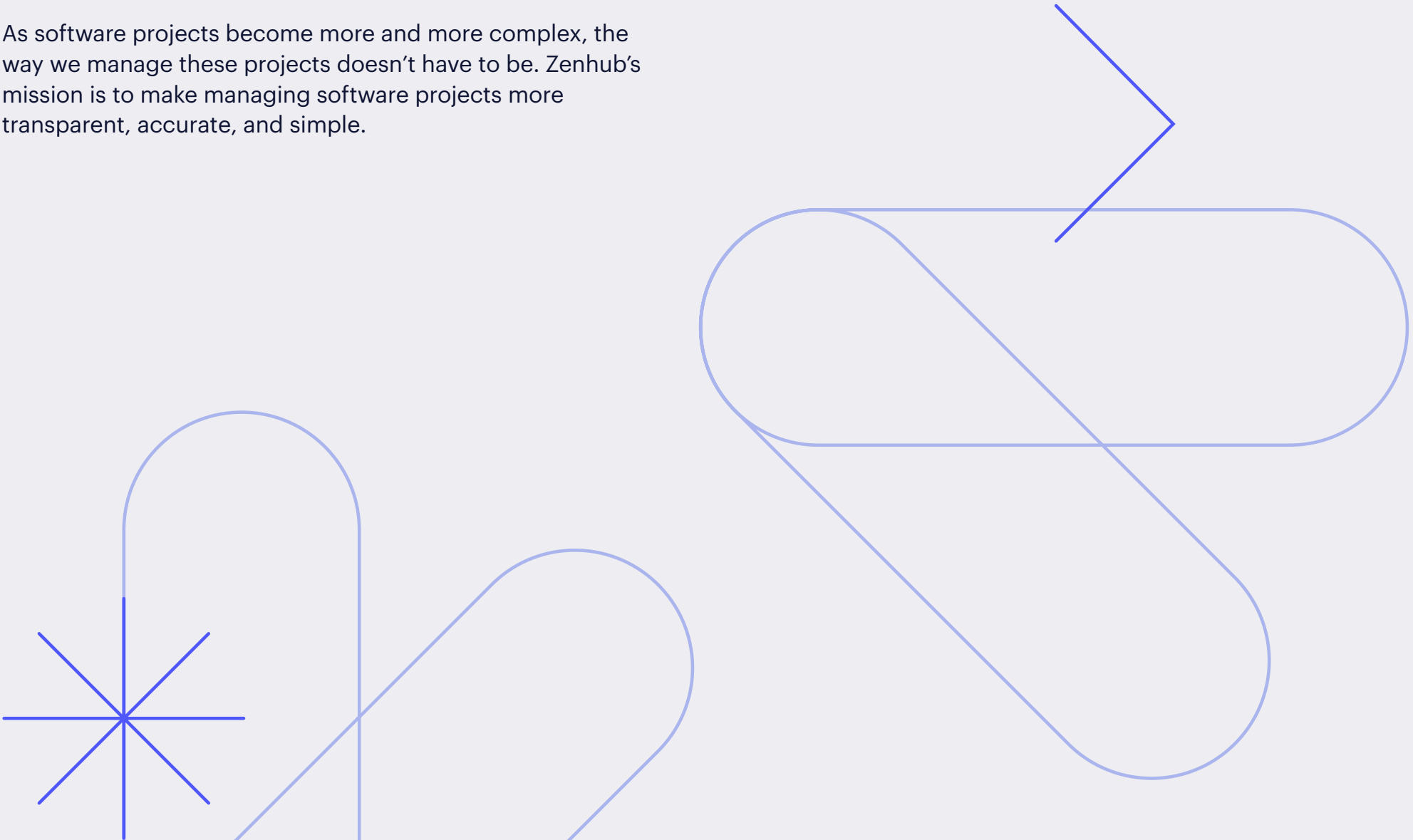
Who we are

What we stand for, what we value,
and what sets us apart.

Mission & vision

From self-driving vehicles and planetary rovers to artificial intelligence that powers the early detection and treatment of cancer, Zenhub enables the most forward-thinking organizations to engineer a brighter future.

As software projects become more and more complex, the way we manage these projects doesn't have to be. Zenhub's mission is to make managing software projects more transparent, accurate, and simple.



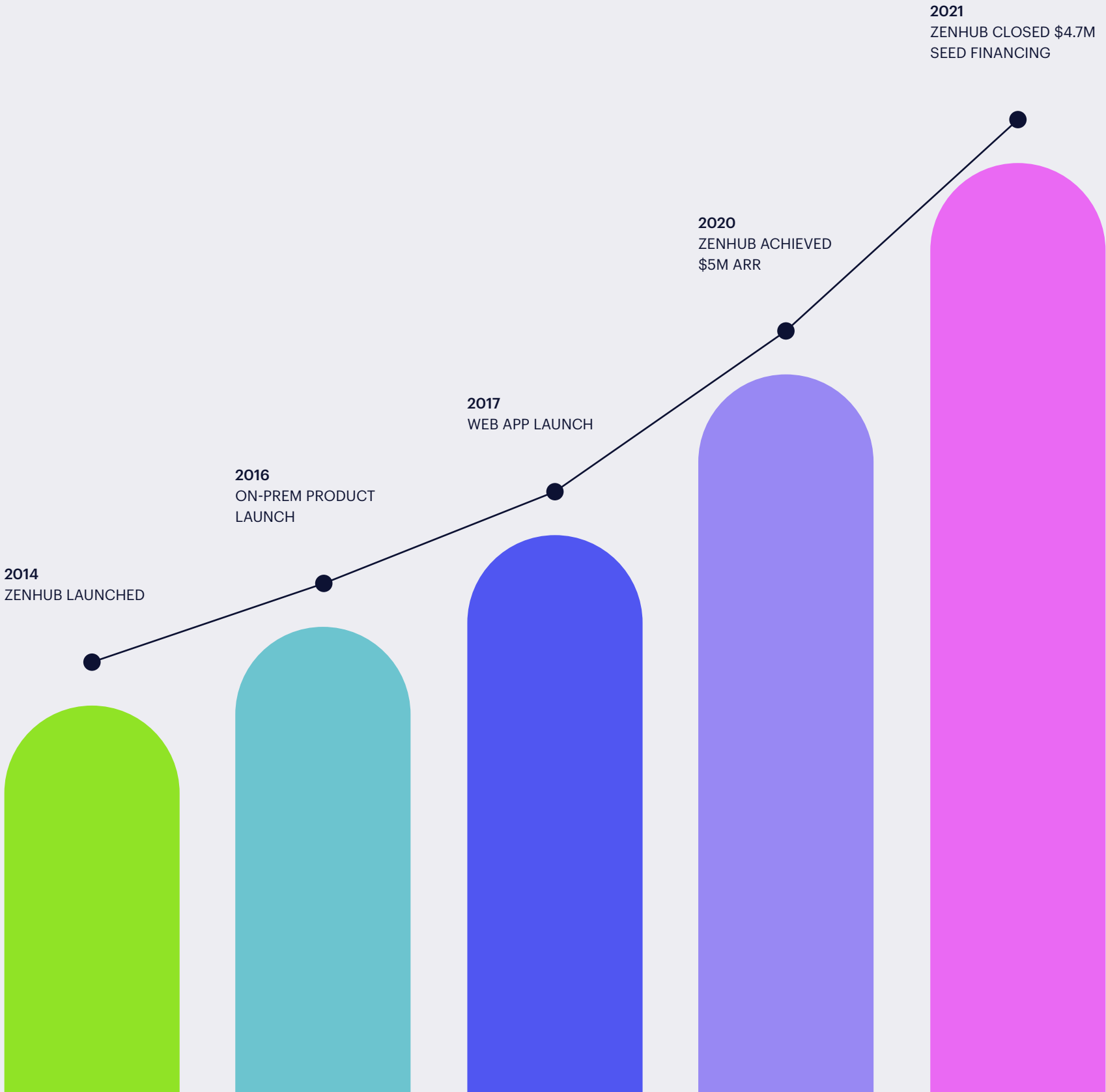
Growth trajectory

Launched in 2014, Zenhub was born out of our own frustrations between developers and project managers building software in GitHub. We found that engineers were forever borrowing time from coding to update project management tools, meanwhile the product team never felt they had accurate product updates. Inevitably, this led to breakdowns in communication and disappointed customers.

It turns out that we were not alone. Collaboration in GitHub was a pain point for development teams everywhere.

We set out to build a developer-focused solution with project managers in mind. Today, our product powers thousands of organizations and a community of over 150,000 located in 150 countries around the globe.

What started as a simple feature-add for GitHub is now looking to transcend development platforms, with the vision of transforming how teams work and collaborate, anywhere.



Brand voice

From self-driving vehicles and planetary rovers to artificial intelligence that powers the early detection and treatment of cancer, Zenhub enables the most forward-thinking organizations to engineer a brighter future.

ZENHUB IS:

Welcoming
Collaborative
Smart
Happy
Transparent

ZENHUB IS NOT:

Reserved
Serious
Corporate
Impulsive
Unstructured

The multiplier

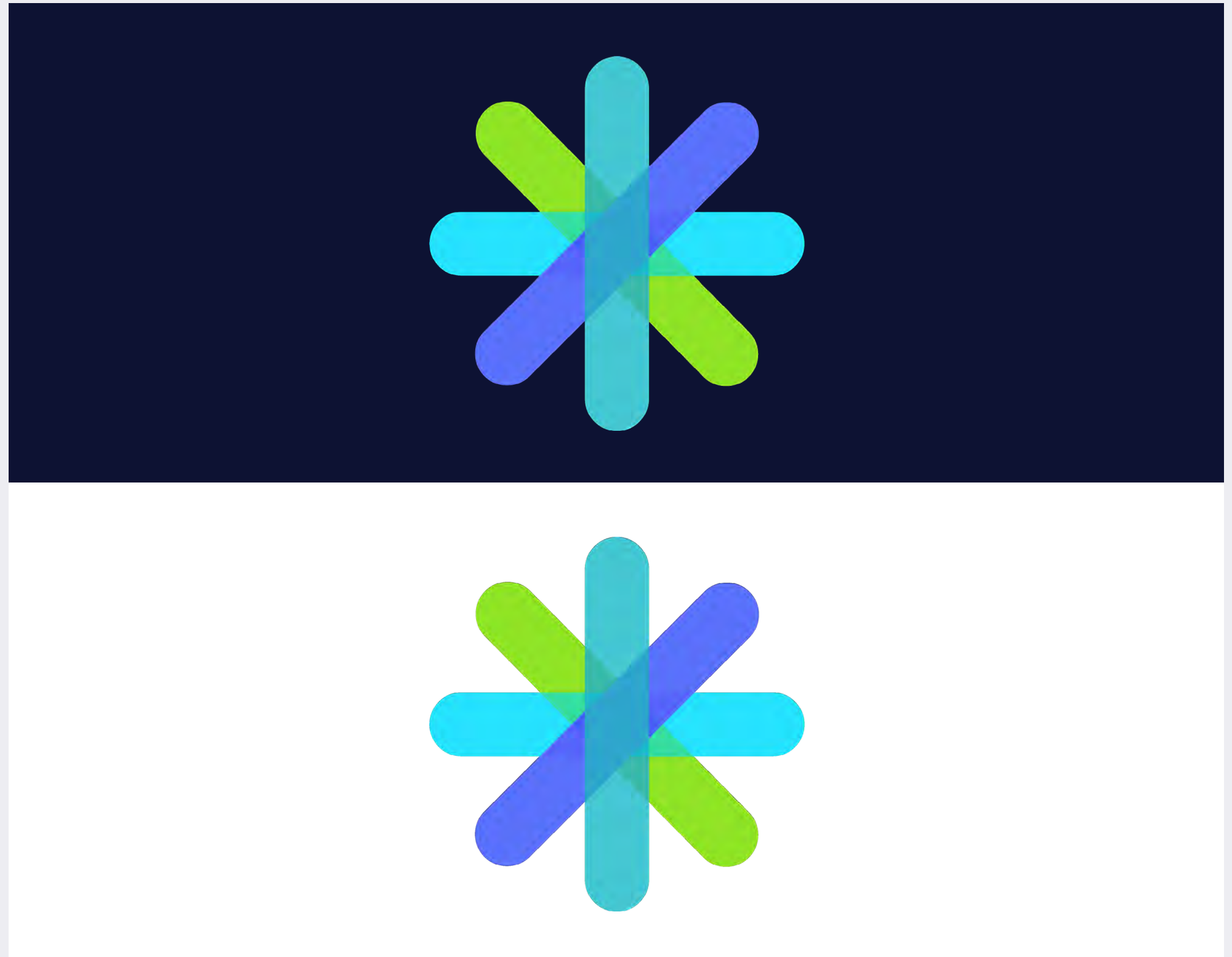
The multiplier is a key part of our logo. It is one of our most valuable assets and is synonymous with our vision: enabling the most forward-thinking organizations to engineer a brighter future. It is the tangible symbol of our brand and represents everything we are.

We call the symbol “the multiplier” because our tool enables startup teams to dramatically increase their productivity and velocity, with developers at the center.

The four rounded shapes of the multiplier represent a modern startup organization’s core functions: business, engineering, design, and product.

Zenhub delivers shared clarity and cross-functional visibility and efficiency through agile automation, and is a force multiplier for team productivity.

The multiplier also represents a wildcard operator, reflecting infinite opportunities to create and the limitless potential of code.



Logo

Please reference [this folder](#) for the following.

The Zenhub logo is a universal signature we use across all our communications. We want it to be instantly recognizable, so consistency is important—please don't edit, change, distort, recolor, or reconfigure it.

The logo is composed of the multiplier and a logotype set in a modified version of the Alphapipe font.

It uses a modern font in lower case that is open, friendly, and welcoming and reflects our ambition to make software developers happy.

The multiplier may be used as a pattern or graphic element for design purposes.

Avoid using the full color logo on top of photographs, unless the logo is placed in an area with high contrast.



Exclusion zones

The minimum clear space around the logo is equal to the height and width of the 'z' in Zenhub.

The formula shown applies to all sizes and iterations of the logo. This exclusion zone is also applicable to the reverse versions of the logo.



Monochromatic use

The one-color logo should be used only on photographs and when the background color conflicts with the original logo colors.



Logo misuses

Our logo represents the Zenhub brand and values, ultimately reinforcing trust through consistency.

Accordingly, the logo should not be modified or altered in color or composition. Ensure there is adequate space between the logo and surrounding elements.

DO NOT DECONSTRUCT BY REMOVING OR SEPARATING ELEMENTS



DO NOT ROTATE THE LOGO OR ANY ELEMENTS



DO NOT DISTORT BY SKEWING OR SCALING ELEMENTS



DO NOT BUILD ON IT BY ADDING STROKES, SHADOWS, OR OUTLINES



DO NOT ALTER COLORS FROM THE APPROVED BRAND COLORS



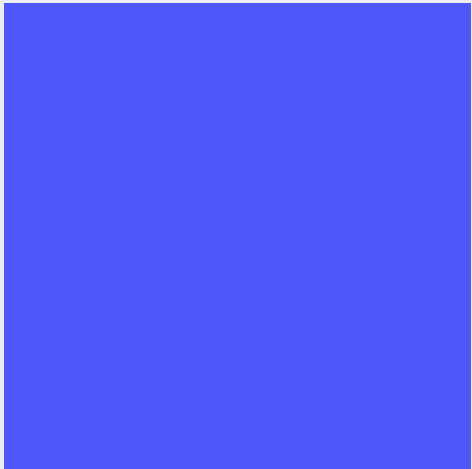
DO NOT PLACE THE LOGO ON A BACKGROUND THAT IS TOO LIGHT AND COMPROMISES LEGIBILITY



Color palette

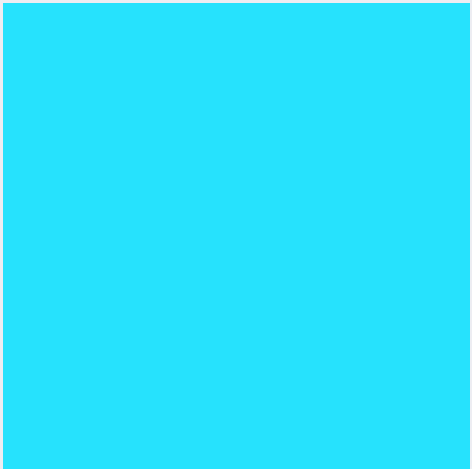
Color is an essential part of your brand. Use these specified colors to enhance your brand presence and recognition.

Your primary colors are Royal Blue, Electric Teal, Teal, Lime Green, Midnight Blue, and White.



ROYAL BLUE

CMYK	76, 68, 0, 0
HEX	4F57F9
PANTONE	TBD U / TBD C



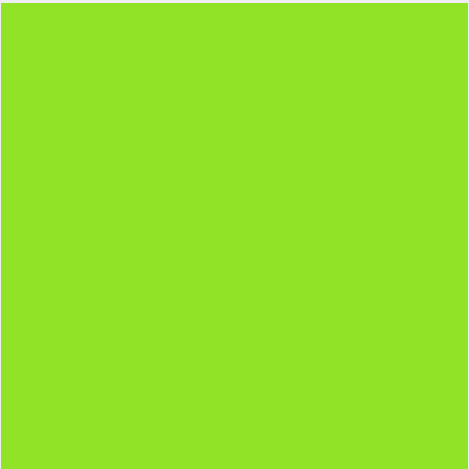
ELECTRIC TEAL

CMYK	58, 0, 6, 0
HEX	27E0FB
PANTONE	TBD U / TBD C



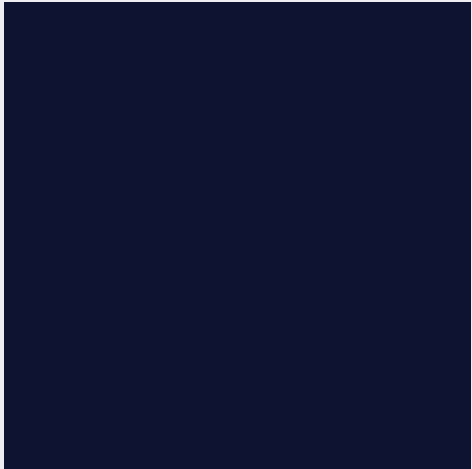
TEAL

CMYK	62, 0, 21, 0
HEX	44C7D1
PANTONE	TBD U / TBD C



LIME GREEN

CMYK	46, 0, 100, 0
HEX	90e326
PANTONE	TBD U / TBD C



MIDNIGHT BLUE

CMYK	96, 89, 47, 61
HEX	0E1332
PANTONE	TBD U / TBD C



WHITE

CMYK	0, 0, 0, 0
HEX	FFFFFF
PANTONE	TBD U / TBD C

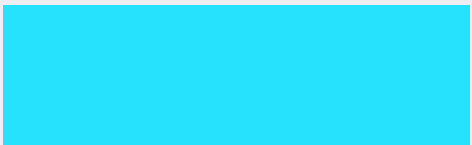
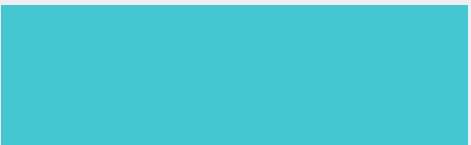
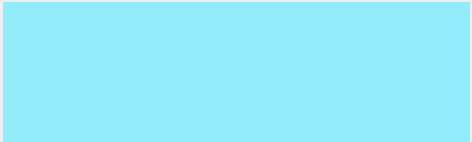
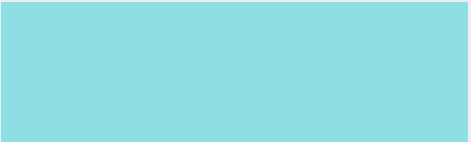
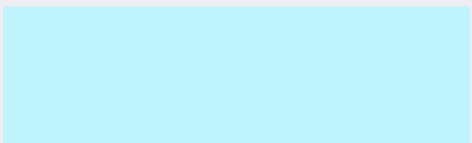
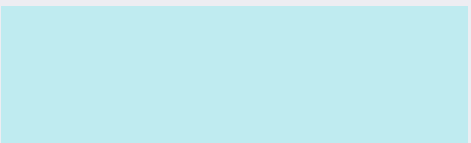
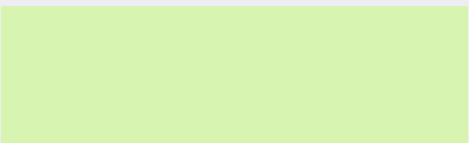
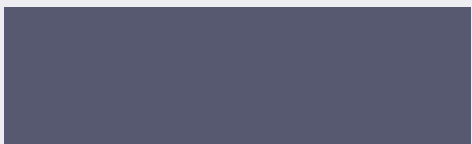
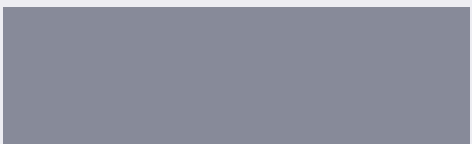
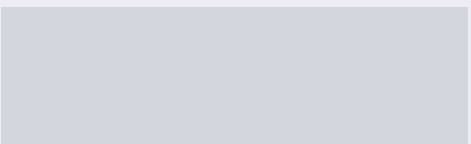
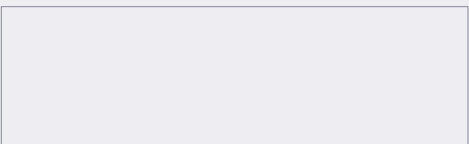
Color palettes & tints

Primary

In addition to the original shade, your primary colors come in 2 added tints each.

Every color in both the primary and secondary palette comes with a #1 version. This is the primary shade and all other numbers are considered tints.

Note: The exception to this is White, Gray 1, and Gray 2.

			
ROYAL BLUE 1	ELECTRIC TEAL 1	TEAL 1	LIME GREEN 1
CMYK76, 68, 0, 0	CMYK58, 0, 6, 0	CMYK62, 0, 21, 0	CMYK46, 0, 100, 0
HEX4F57F9	HEX27E0FB	HEX44C7D1	HEX90E326
PANTONE TBD U / TBD C	PANTONE TBD U / TBD C	PANTONE TBD U / TBD C	PANTONE TBD U / TBD C
			
ROYAL BLUE 2	ELECTRIC TEAL 2	TEAL 2	LIME GREEN 2
CMYK49, 40, 0, 0	CMYK36, 0, 5, 0	CMYK40, 0, 13, 0	CMYK29, 0, 67, 0
HEX8494E6	HEX91EEFB	HEX8FDDE3	HEXBAEC7B
PANTONE TBD U / TBD C	PANTONE TBD U / TBD C	PANTONE TBD U / TBD C	PANTONE TBD U / TBD C
			
ROYAL BLUE 3	ELECTRIC TEAL 3	TEAL 3	LIME GREEN 3
CMYK31, 25, 0, 0	CMYK22, 0, 3, 0	CMYK24, 0, 7, 0	CMYK17, 0, 38, 0
HEXAAB5EE	HEXC0F6FD	HEXBEEBEF	HEXD7F5B1
PANTONE TBD U / TBD C	PANTONE TBD U / TBD C	PANTONE TBD U / TBD C	PANTONE TBD U / TBD C
			
MIDNIGHT BLUE 2	MIDNIGHT BLUE 3	GRAY 1	GRAY 2
CMYK71, 62, 38, 17	CMYK51, 42, 29, 2	CMYK15, 11, 6, 0	CMYK5, 4, 2, 0
HEX565A70	HEX878999	HEXD4D6DF	HEXEDEF2
PANTONE TBD U / TBD C	PANTONE TBD U / TBD C	PANTONE TBD U / TBD C	PANTONE TBD U / TBD C

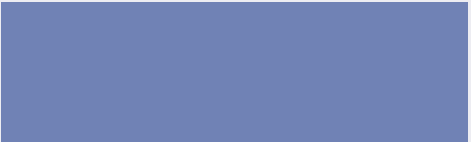
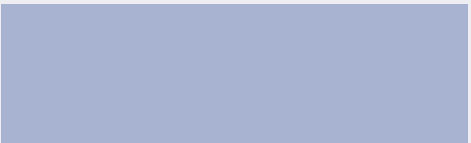
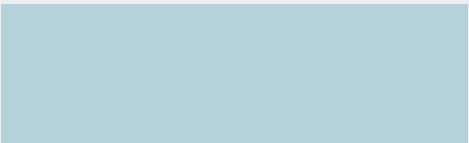
Color palettes & tints

Secondary

Your secondary colors are Magenta, Lavender, Navy Blue, and Ocean Green.

Similar to the primary colors, your secondary colors come in 3 additional tints each.

The secondary palette and its tints should be used to complement the primary palette but should not be used for text.

			
MAGENTA 1	LAVENDER 1	NAVY BLUE 1	OCEAN GREEN 1
CMYK21, 69, 0, 0	CMYK48, 51, 0, 0	CMYK100, 90, 8, 0	CMYK92, 52, 33, 10
HEXFD5FFA	HEX9B86FB	HEX25408F	HEX086682
PANTONE TBD U / TBD C	PANTONE TBD U / TBD C	PANTONE TBD U / TBD C	PANTONE TBD U / TBD C
			
MAGENTA 2	LAVENDER 2	NAVY BLUE 2	OCEAN GREEN 2
CMYK12, 45, 0, 0	CMYK29, 33, 0, 0	CMYK60, 47, 5, 0	CMYK66, 26, 25, 0
HEXFE97FC	HEXB9AAFC	HEX7183B6	HEX5E9CAE
PANTONE TBD U / TBD C	PANTONE TBD U / TBD C	PANTONE TBD U / TBD C	PANTONE TBD U / TBD C
			
MAGENTA 3	LAVENDER 3	NAVY BLUE 3	OCEAN GREEN 3
CMYK3, 22, 0, 0	CMYK13, 18, 0, 0	CMYK34, 24, 4, 0	CMYK29, 8, 10, 0
HEXFECFFD	HEXD7CFFD	HEXA8B3D2	HEXB5D1DA
PANTONE TBD U / TBD C	PANTONE TBD U / TBD C	PANTONE TBD U / TBD C	PANTONE TBD U / TBD C
			
MAGENTA 4	LAVENDER 4	NAVY BLUE 4	OCEAN GREEN 4
CMYK7, 90, 0, 0	CMYK71, 70, 25, 7	CMYK100, 96, 31, 24	CMYK99, 71, 45, 37
HEXFD11B6	HEX5F5982	HEX132361	HEX003C52
PANTONE TBD U / TBD C	PANTONE TBD U / TBD C	PANTONE TBD U / TBD C	PANTONE TBD U / TBD C

Color application

Background colors

When choosing a background color for any branded composition, whether it be digital or print, please keep these designated colors and their ratios in mind.

MIDNIGHT BLUE 1					50% Primary background color for an edgy look that taps into dark mode. Best when used on content that is more targeted towards developers, progress, and innovation.
NAVY BLUE 4	OCEAN GREEN 4	GRAY 1	GRAY 2	WHITE	30% Dark secondary background colors for when visual hierarchy is needed. Light secondary background colors for content that involves large bodies of text for best legibility. (i.e., Reports, Terms & Conditions, Privacy Policies, Blog Posts, etc.) or content that is more targeted towards project managers, functionality, and ease.
ROYAL BLUE 1		TEAL 1			15% Tertiary background colors for sporadic highlighted use (i.e., CTA sections, pop-ups, print covers, etc.).
NAVY BLUE 1	OCEAN GREEN 1	LAVENDER 4			5% Quaternary, for needed variation.

Color application

Text over backgrounds

When placing text over one of the designated background colors, please refer to these pages to ensure that all type is legible on top of backgrounds.

USE ROYAL BLUE, ELECTRIC TEAL, TEAL, LIME GREEN, GRAY 1, OR GRAY 2 FOR SUB-SUBHEADERS

Use Gray 1 or Gray 2 over Midnight Blue backgrounds.

Same goes for subheads

Use Gray 1 or Gray 2 for body copy that goes over Midnight Blue backgrounds. And in instances where callouts are needed, you can use either Royal Blue, Electric Teal, Teal, or Lime Green to highlight it.

USE ROYAL BLUE, ELECTRIC TEAL, TEAL, LIME GREEN, GRAY 1, OR GRAY 2 FOR SUB-SUBHEADERS

Use Gray 1 or Gray 2 over Navy Blue 4 backgrounds.

Same goes for subheads

Use Gray 1 or Gray 2 for body copy that goes over Navy Blue 4 backgrounds. And in instances where callouts are needed, you can use either Royal Blue, Electric Teal, Teal, or Lime Green to highlight it.

USE ELECTRIC TEAL, TEAL, LIME GREEN, GRAY 1, OR GRAY 2 FOR SUB-SUBHEADERS

Use Gray 1 or Gray 2 over Ocean Green 4 backgrounds.

Same goes for subheads

Use Gray 1 or Gray 2 for body copy that goes over Ocean Green 4 backgrounds. And in instances where callouts are needed, you can use either Electric Teal, Teal, or Lime Green to highlight it.

Color application

Text over backgrounds

When placing text over one of the designated background colors, please refer to these pages to ensure that all type is legible on top of backgrounds.

USE ROYAL BLUE, TEAL, OR MIDNIGHT BLUE FOR SUB-SUBHEADERS

Use Royal Blue or Midnight Blue over White backgrounds.

Same goes for subheads

Use Midnight Blue for body copy that goes over White backgrounds. And in instances where callouts are needed, you can use either Royal Blue or Teal to highlight it.

USE ROYAL BLUE OR MIDNIGHT BLUE FOR SUB-SUBHEADERS

Use Royal Blue or Midnight Blue over Gray 1 backgrounds.

Same goes for subheads

Use Midnight Blue for body copy that goes over White backgrounds. And in instances where callouts are needed, you can use Royal Blue to highlight it.

USE ROYAL BLUE OR MIDNIGHT BLUE FOR SUB-SUBHEADERS

Use Royal Blue or Midnight Blue over Gray 2 backgrounds.

Same goes for subheads

Use Midnight Blue for body copy that goes over White backgrounds. And in instances where callouts are needed, you can use Royal Blue to highlight it.

Color application

Text over backgrounds

When placing text over one of the designated background colors, please refer to these pages to ensure that all type is legible on top of backgrounds.

USE ELECTRIC TEAL, LIME GREEN, GRAY 1, OR GRAY 2 FOR SUB-SUBHEADERS

Use Gray 1 or Gray 2 over Royal Blue backgrounds.

Same goes for subheads

Use Gray 1 or Gray 2 for body copy that goes over Royal Blue backgrounds. And in instances where callouts are needed, you can use either Electric Teal or Lime Green to highlight it.

USE ROYAL BLUE OR MIDNIGHT BLUE FOR SUB-SUBHEADERS

Use Royal Blue or Midnight Blue over Teal backgrounds.

Same goes for subheads

Use Midnight Blue for body copy that goes over Teal backgrounds. And in instances where callouts are needed, you can use Royal Blue to highlight it.

Color application

Text over backgrounds

When placing text over one of the designated background colors, please refer to these pages to ensure that all type is legible on top of backgrounds.

USE ELECTRIC TEAL, TEAL, LIME GREEN, GRAY 1, OR GRAY 2
FOR SUB-SUBHEADERS

Use Gray 1 or Gray 2 over Navy Blue backgrounds.

Same goes for subheads

Use Gray 1 or Gray 2 for body copy that goes over Navy Blue backgrounds. And in instances where callouts are needed, you can use either Electric Teal, Teal, or Lime Green to highlight it.

USE ELECTRIC TEAL, TEAL, LIME GREEN, GRAY 1, OR GRAY 2
FOR SUB-SUBHEADERS

Use Gray 1 or Gray 2 over Ocean Green backgrounds.

Same goes for subheads

Use Gray 1 or Gray 2 for body copy that goes over Ocean Green backgrounds. And in instances where callouts are needed, you can use either Electric Teal, Teal, or Lime Green to highlight it.

USE ELECTRIC TEAL, TEAL, LIME GREEN, GRAY 1, OR GRAY 2
FOR SUB-SUBHEADERS

Use Gray 1 or Gray 2 over Lavender 4 backgrounds.

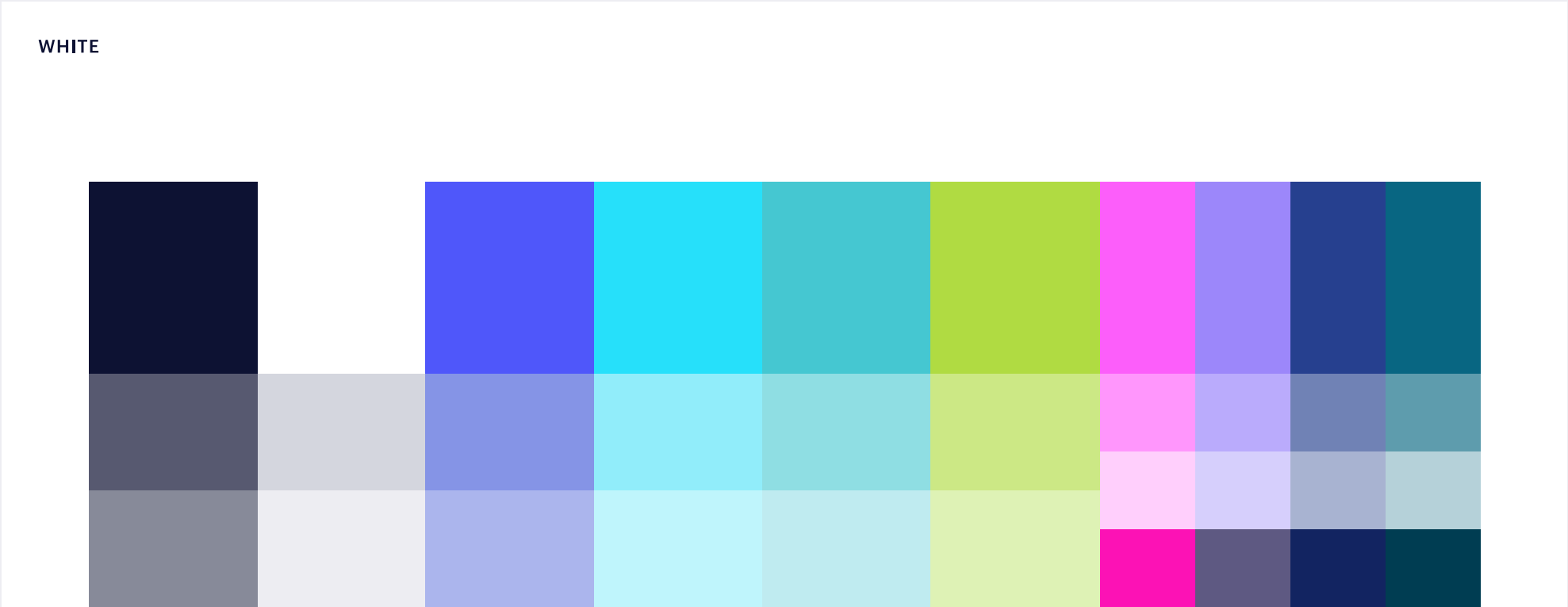
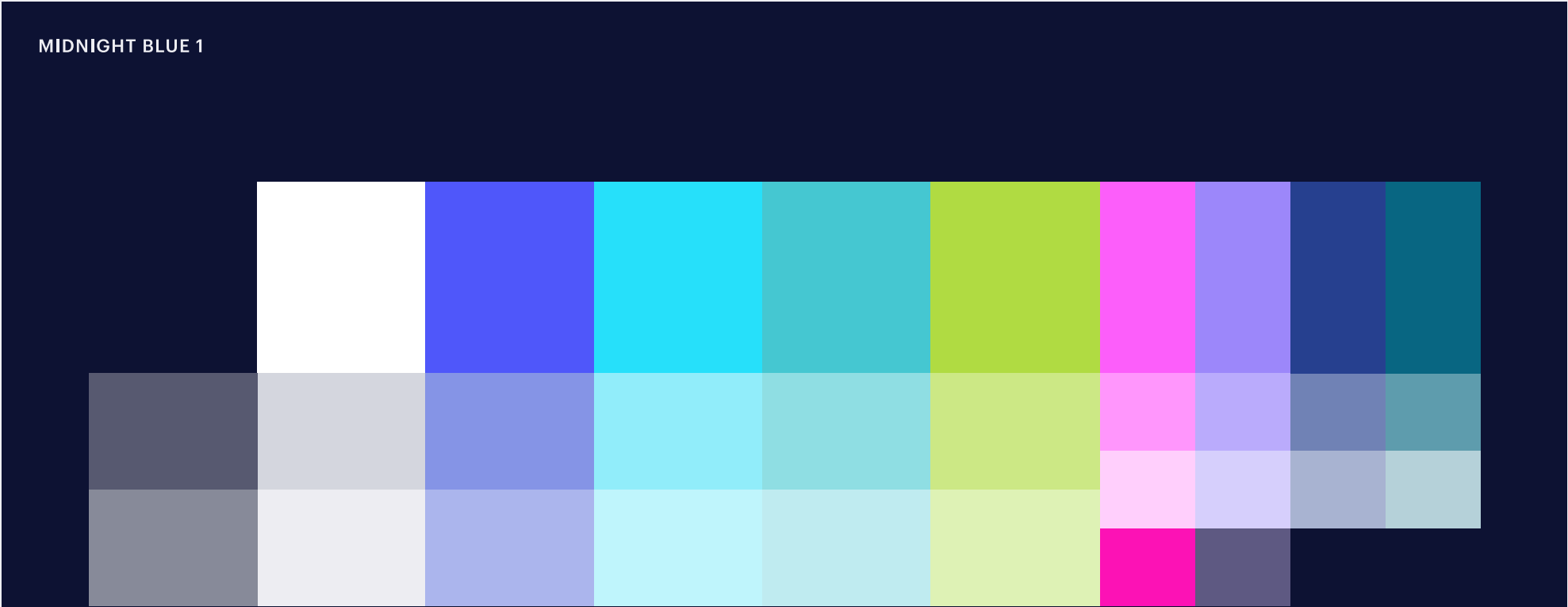
Same goes for subheads

Use Gray 1 or Gray 2 for body copy that goes over Lavender 4 backgrounds. And in instances where callouts are needed, you can use either Electric Teal, Teal, or Lime Green to highlight it.

Color combinations

When creating compositions over top of any of the designated background colors, please refer to these approved color combinations.

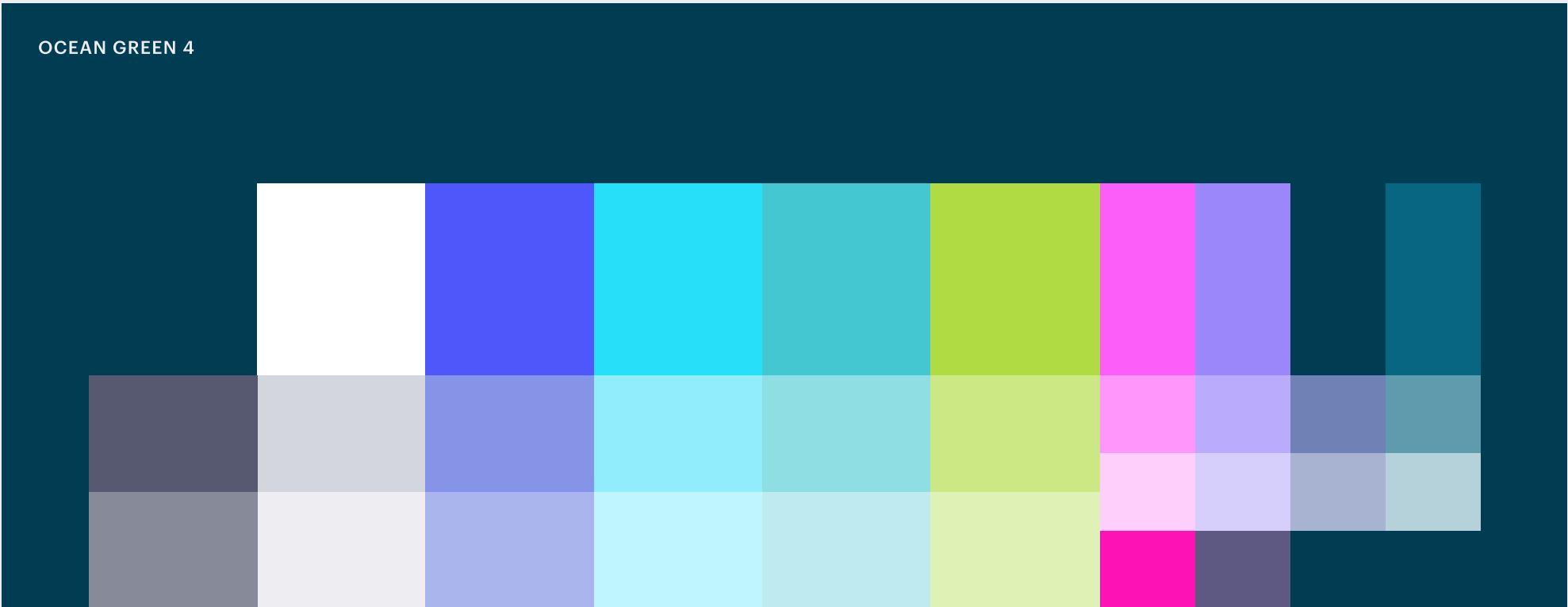
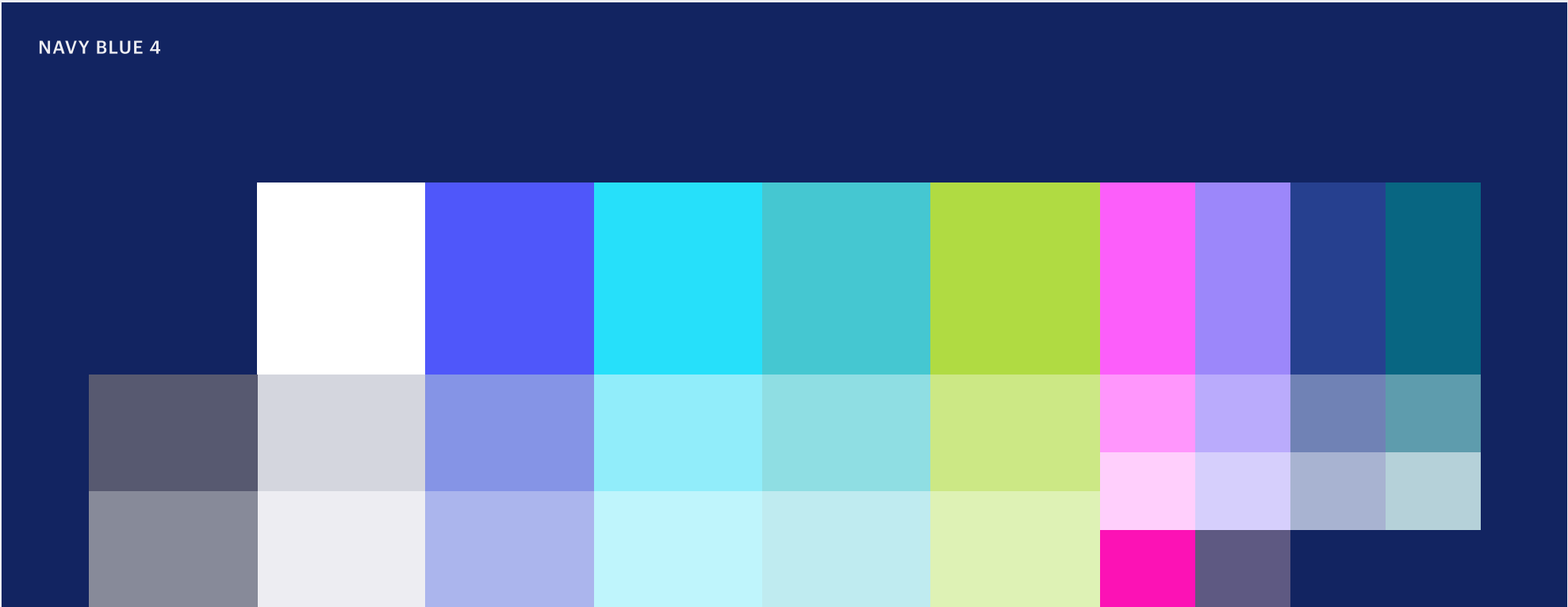
Feeling stuck? Browse through this Brand Guideline and observe how all the elements work together to form a cohesive brand. Try your best to replicate the styling to maintain the integrity of the brand.



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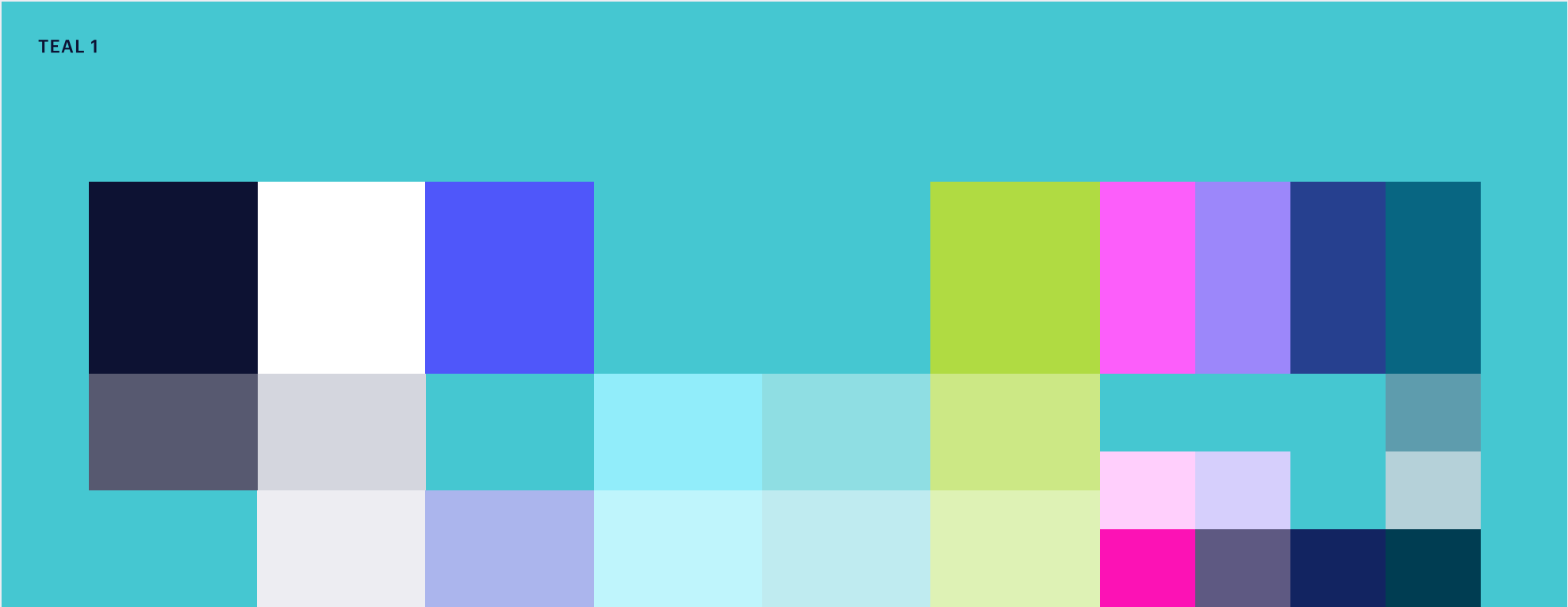
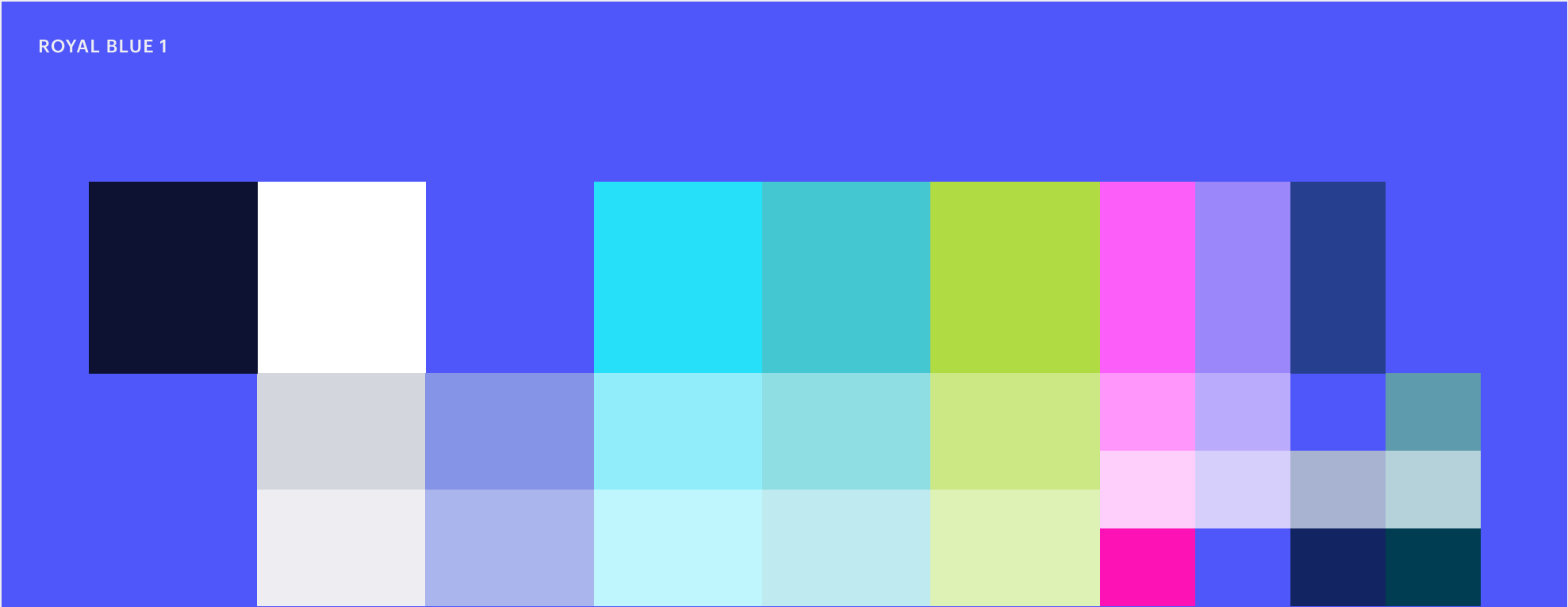
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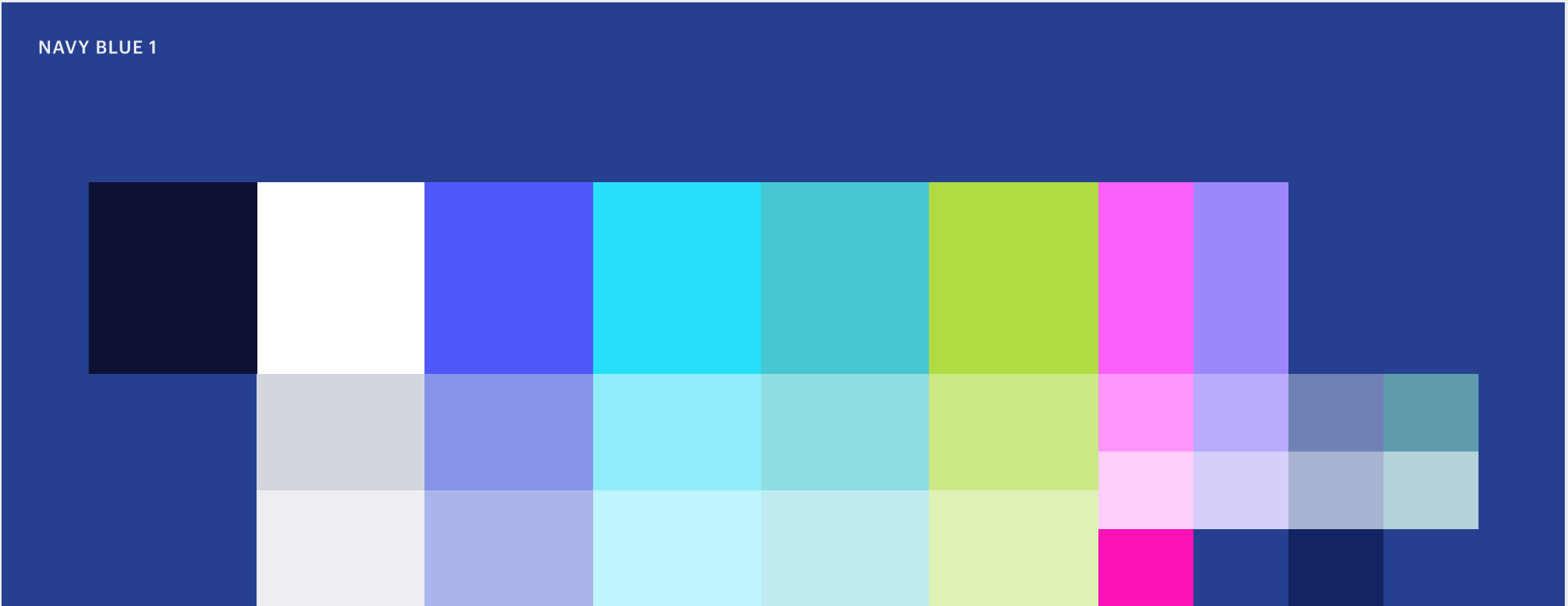
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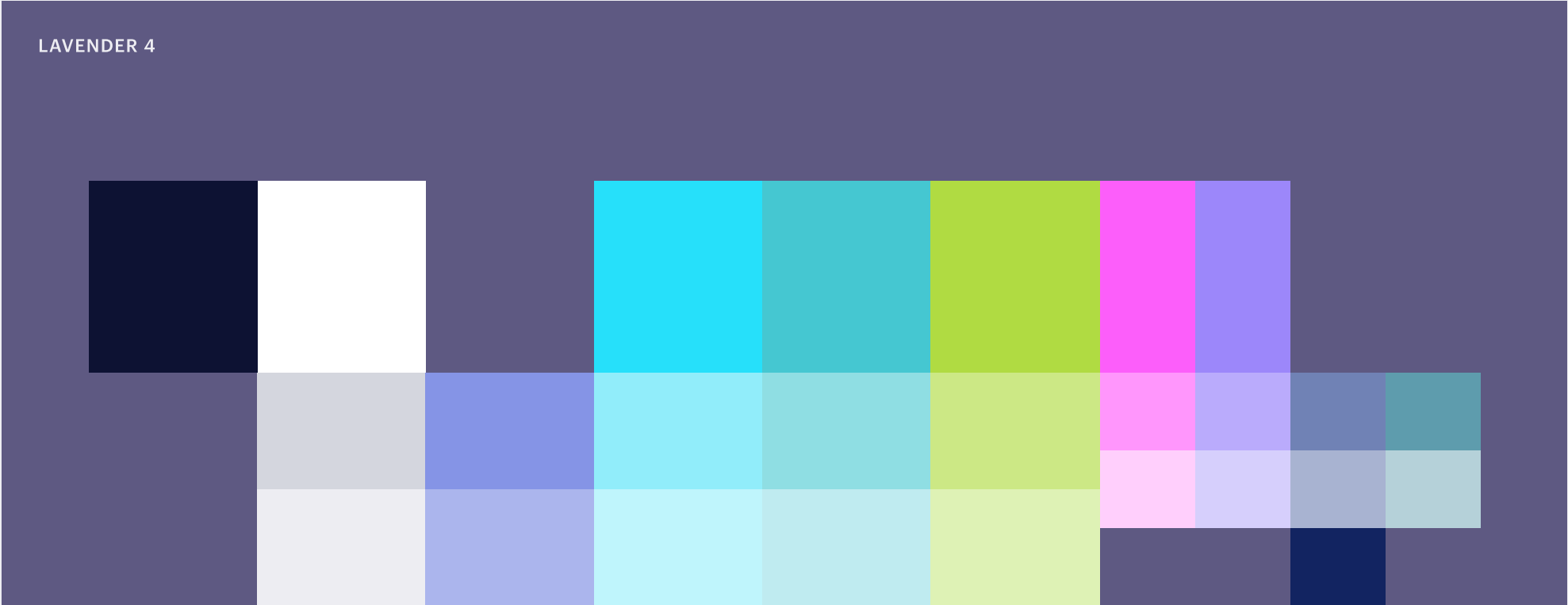
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Gradients

Gradient best practices

Gradients are used throughout the Zenhub brand to represent the transformative software Zenhub helps developers create and the magic of collaboration between individuals.

To maintain the integrity and power of the gradients, use them sparingly and intentionally for best impact. Use them within pill shapes in illustrative/graphic compositions (1), but never as full bleed backgrounds.

Gradients should be ideally composed of two different colors. It can be two colors that are different from the background they're on (2), or one color and the background color to give the effect of blending into the background (3).

When blending into the background, three colors can be used, but only if the middle color feels like it could naturally occur between the two other colors (4).

1)



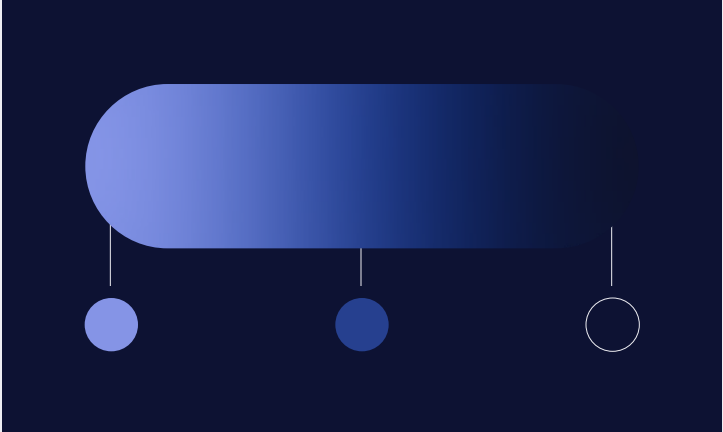
2)



3)



4)



Gradients

Approved gradients

When choosing a gradient for your branded composition, please refer to these approved gradients.

Because of the large primary and secondary palette with its many tints and tones, there may be some gradient combinations that aren’t represented on this page. When creating your own gradient, please refer to both the Color Combinations pages and the Gradient Best Practices page in this document.

DARK & VIBRANT

FE97FC	5E9CAE
27E0FB	FD5FFA
FD5FFA	132361
B9AAFC	25408F
0E1332	8494E6
003C52	9B86FB
0E1332	086682
086682	AFDC43
AFDC43	44C7D1
0E1332	AFDC43
5F5982	AFDC43
AFDC43	4F57F9
4F57F9	AAB5EE
4F57F9	44C7D1
0E1332	4F57F9

LIGHT & SOFT

B5D1DA	FECFFD
EDEEF2	FECFFD
FECFFD	B9AAFC
D7CFFD	EDEEF2
B5D1DA	8494E6
B5D1DA	5E9CAE
DFF1B4	5E9CAE
CBE885	DFF1B4
EDEEF2	DFF1B4
C0F6FD	EDEEF2
8FDDE3	EDEEF2
D7CFFD	C0F6FD
AAB5EE	8FDDE3
AAB5EE	8494E6
8494E6	EDEEF2

Graphic elements

As part of Zenhub’s visual identity, we’ve created a system of playful and expressive graphic elements inspired by interconnection and innovation. Your graphics are composed of two main types:

The pill shape

The pill shape is inspired by the shapes that make up the multiplier and the idea that there is strength in collaborating through connection. The places where people and ideas intersect is where the magic happens.

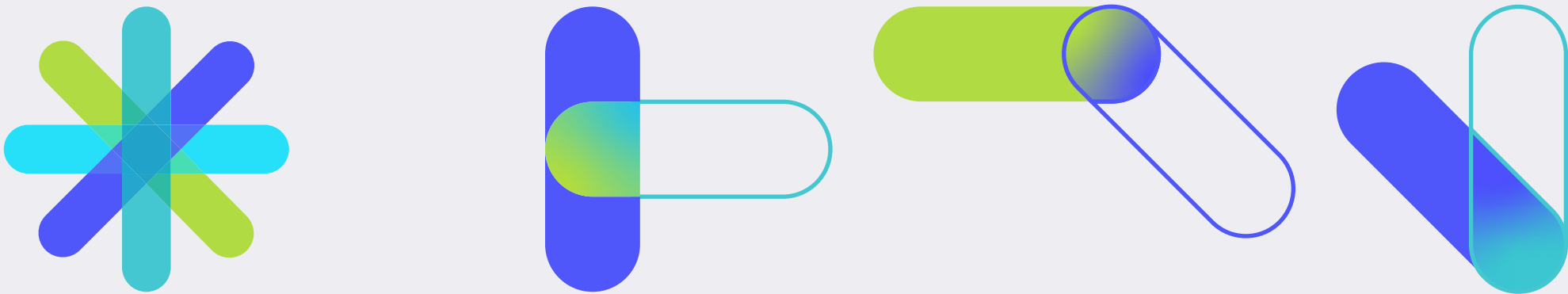
Coding symbols

The coding symbols are simplified, geometric symbols that are inspired by the developers at the heart of software development. They include the multiplier, the slash, the curly braces, the hash, and the chevrons.

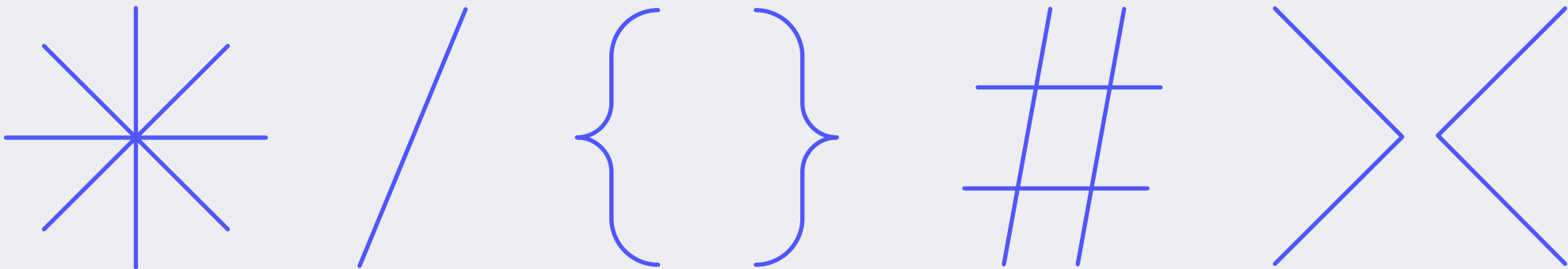
Going forward, make sure that any new graphics or illustrations match the intended aesthetic.

In the next section, you’ll learn how to use these graphics in different ways across various compositions.

THE PILL SHAPE



CODING SYMBOLS



Graphics usage

Your graphics can be used in various ways to allow for versatility within your brand’s graphic language.

The pill shapes can be used on their own at larger scales (1) or overlapping within a pattern (2). The coding symbols can be used on the top layer of a graphic/illustration (3) or on their own to add a more subtle decorative element in compositions (4).

Using the same geometric language, simple yet expressive illustrations can also be represented in compositions (5). As with the pills, shapes can be filled in or not, overlapping shapes can create other shapes, and these can be colored in solid or using a gradient.

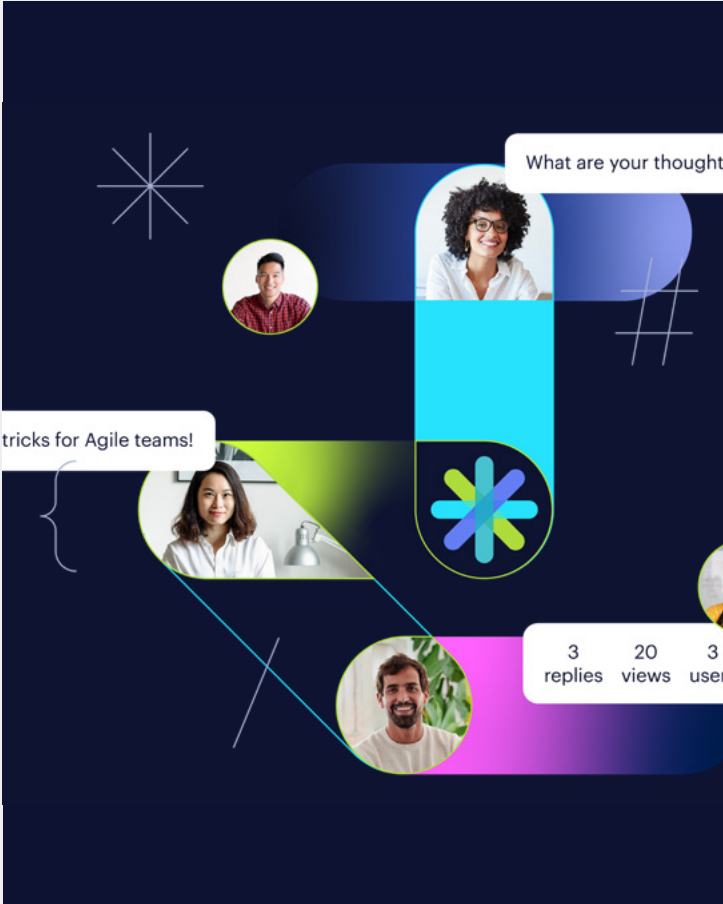
1)



2)



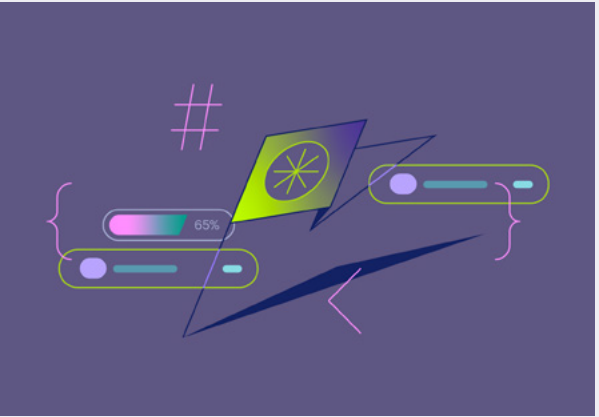
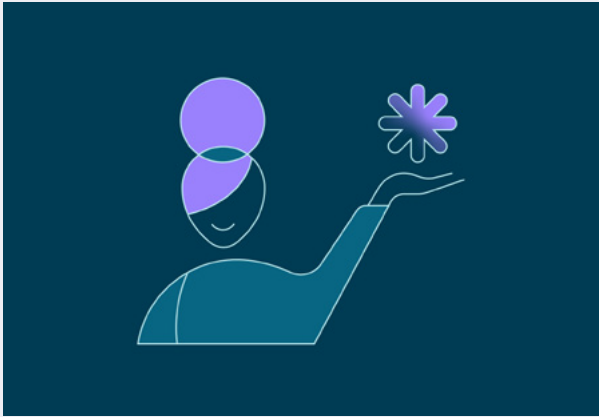
3)



4)



5)

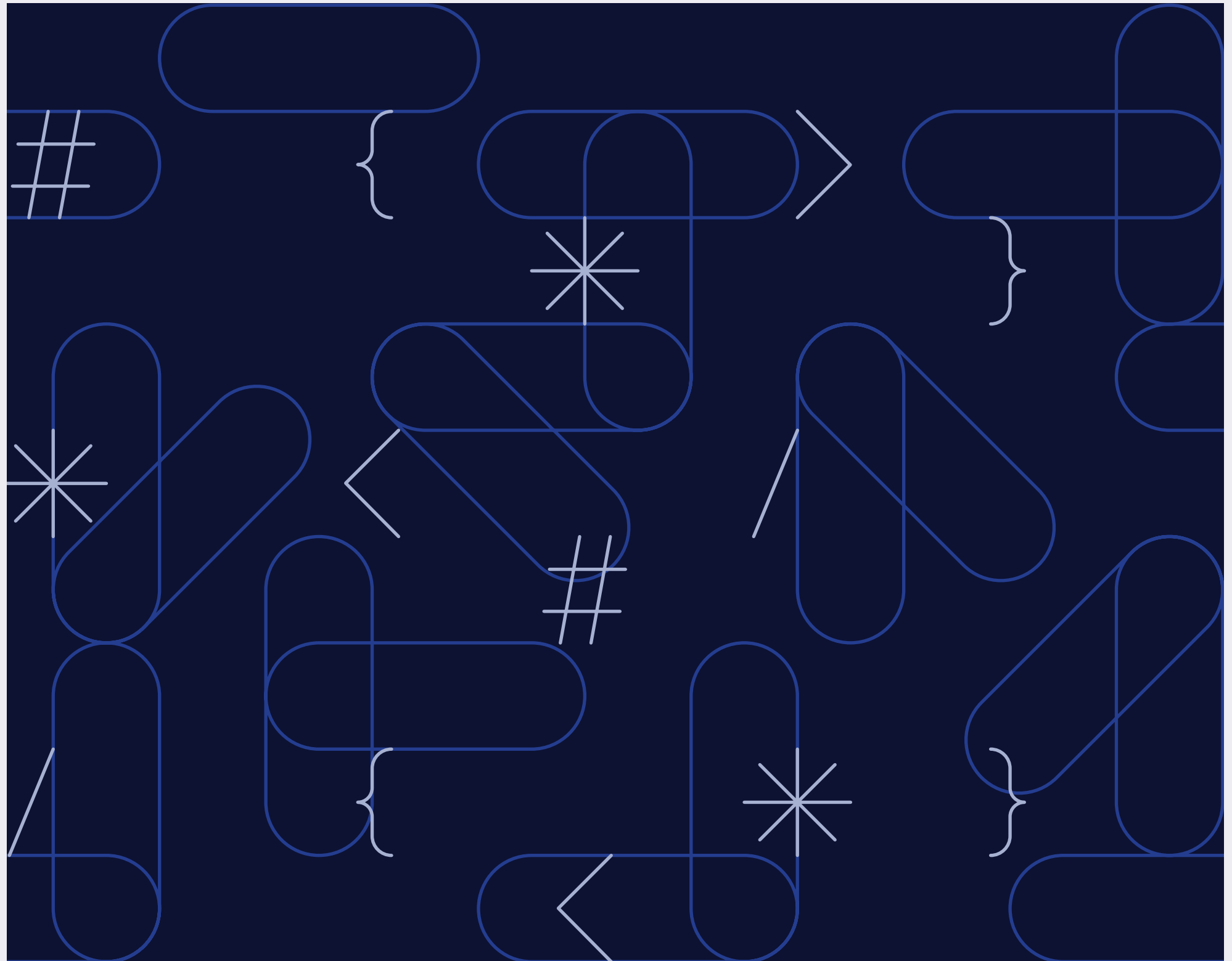


Pattern

Inspired by connection, collaboration, and code, your pattern is an important part of your visual identity. Zenhub's pattern comes in four different variations:

- Outlines without Coding Symbols
- Outlines with Coding Symbols
- Outlines and Gradients without Coding Symbols
- Outlines and Gradients with Coding Symbols

In the next section, you'll learn how to use this pattern in different ways across various compositions.



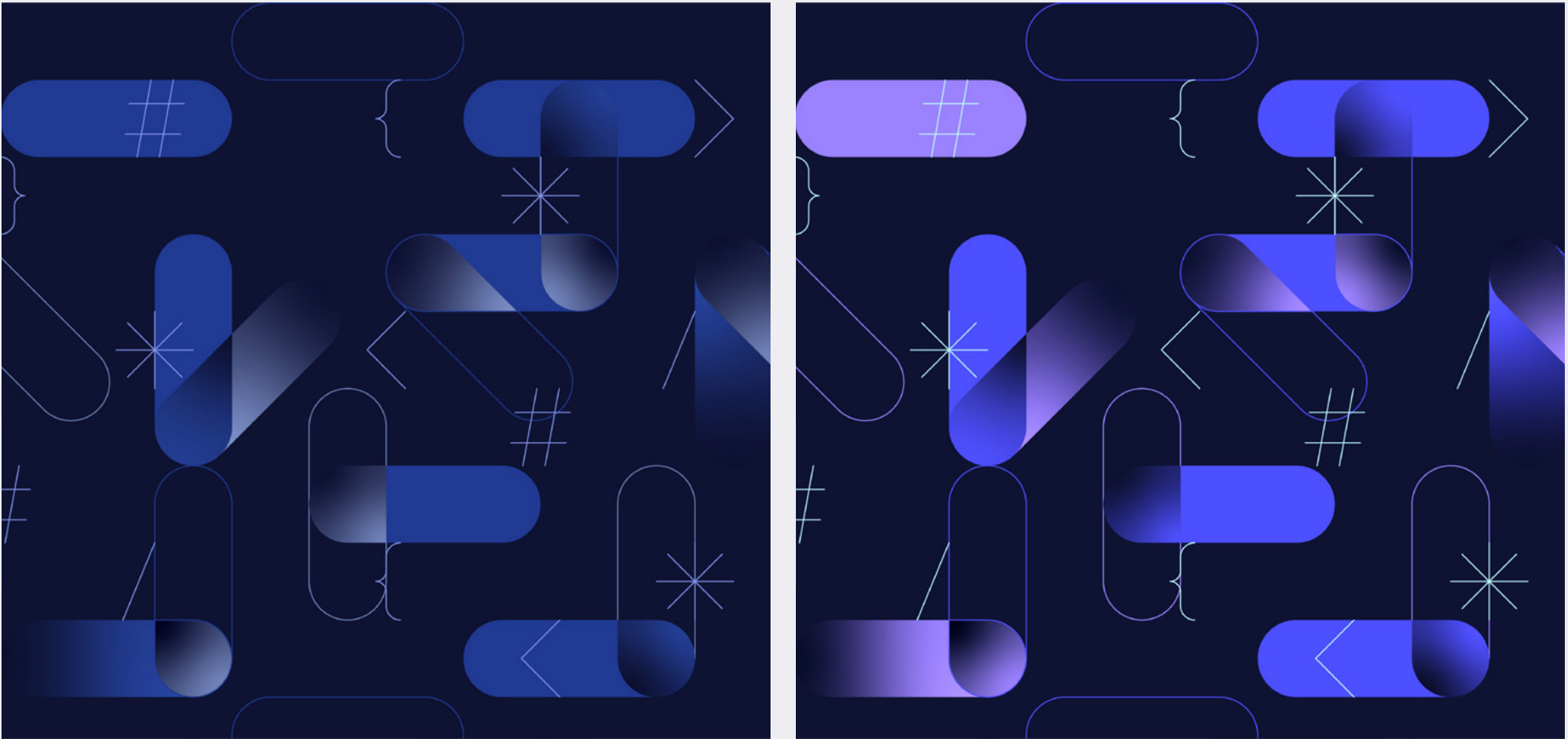
Pattern usage

Your pattern comes in two different color variations to be used against your primary and secondary background colors, and one color option for tertiary and quaternary background colors. An example of these variations can be found on the right (1). When looking through your brand assets folder, the file name will help indicate the intended color usage.

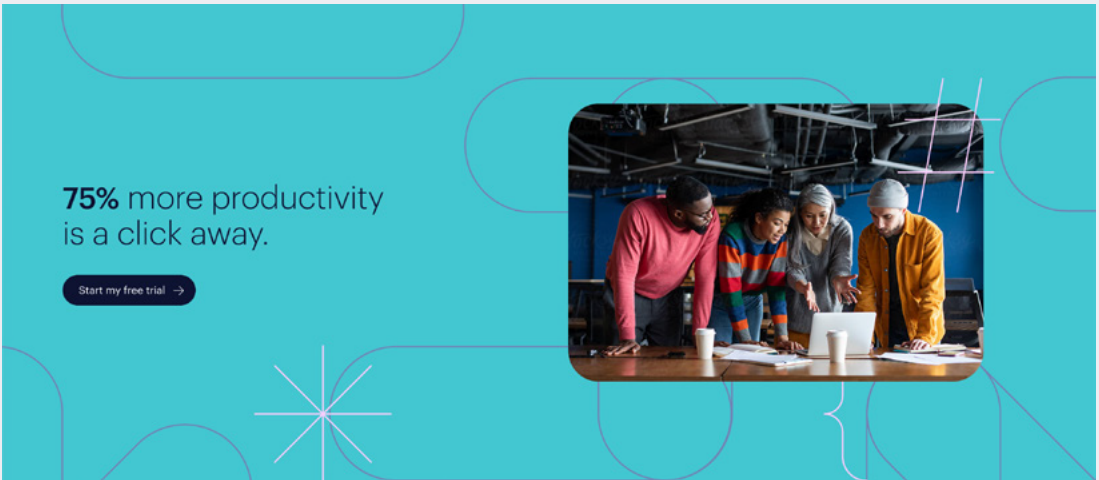
The pattern can be scaled up or used as is. Depending on the scale and color usage, the pattern can serve as a decorative background element (2) or a bold graphic in the forefront (3).

Make sure that if you use it as a background, the content in front remains legible.

1)



2)



3)

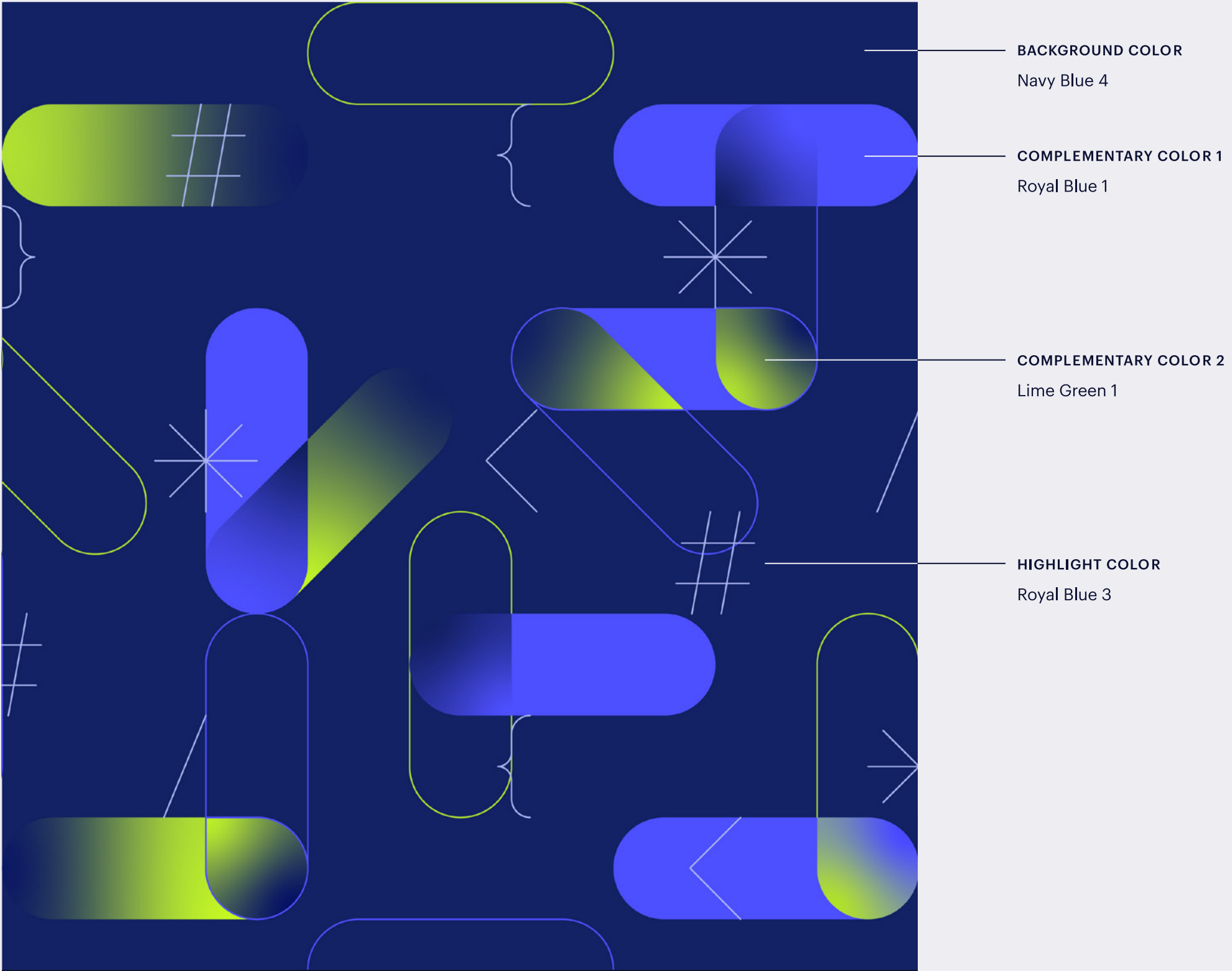


Pattern usage

Because of Zenhub’s large primary and secondary palette, there may be some color combinations not supplied. When creating your own pattern, please follow these pattern creation best practices.

In total a pattern should be comprised of three to four colors, including the background color. It is best to first choose your background color, then either one or two complementary colors, and lastly a highlight color.

For help choosing the right colors for your pattern, refer to both the Color Combinations pages and the Approved Gradients page in this document.

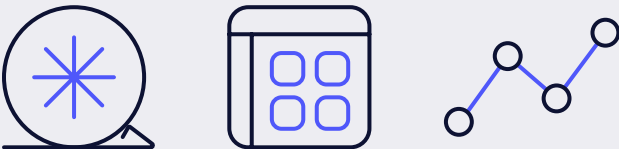


Iconography

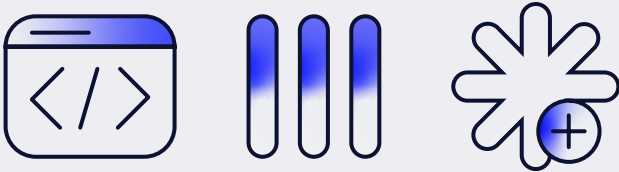
A system of icons has also been created in the style of Zenhub’s dynamic visual language. To the right, you will see some of the icons and their meanings. Your icons have been supplied in two different colorways: optimized for dark backgrounds and optimized for light backgrounds. As well as optimized for larger scale use and smaller scale use.

An icon should use at least two colors in any of these combinations:

- Two different stroke colors.

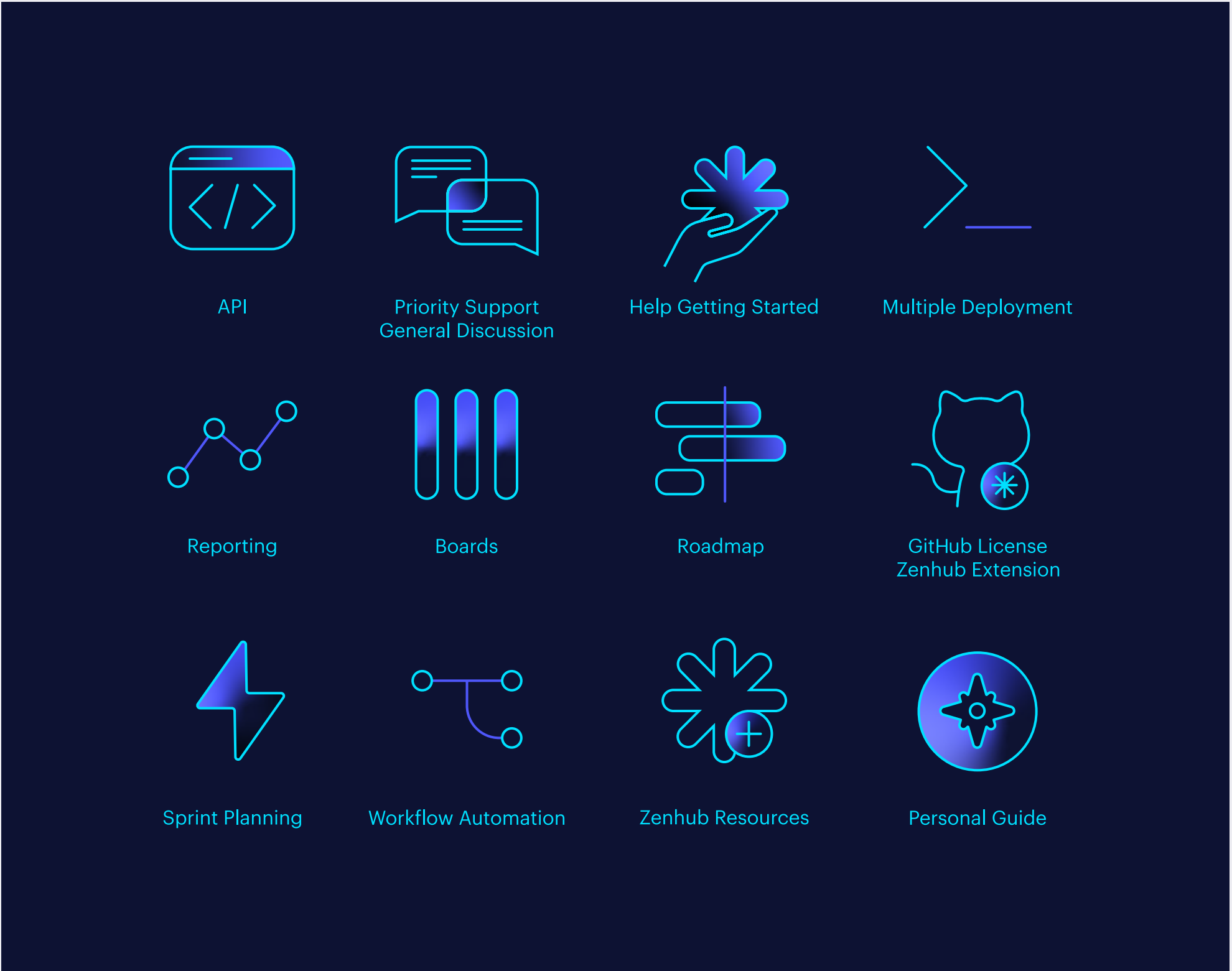


- A two-color gradient within a shape. The gradient has to be a different color that the stroke color and the other color has to match the background to keep the design minimal and legible at smaller scales.



Going forward, make sure that any icons match the intended aesthetic.

Check our Icon Library folder [here](#).



Primary brand font

Zenhub typeface is set in Graphik, shown on this page.

The Graphik Font Family can be used with endless possibilities. We recommend following these standards:

Headings:

Graphik Semibold, in the color Zenhub Midnight Blue or inverted in White, is used for main headings at a large size.

Subheadings:

Graphik Medium, in the color Zenhub Midnight Blue or inverted in White, is used for subheadings at a medium size.

Body copy:

Graphik Regular, in the color Zenhub Midnight Blue, is used for all body text at a smaller size (depending on application).

Additionally, Graphik Italic and Bold Italic are used sparingly to highlight or emphasize particular words and phrases within Zenhub content. Content should be written using sentence casing; this includes headlines, except for blog titles.

GRAPHIK BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

FAMILY

Thin
Thin Italic
Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
Semibold
Semibold Italic
Bold
Bold Italic
Black
Black Italic

SPECIMEN

Lorem ipsum dolor sit amet, consectetur elit.
Se do eiusmod tempor incididunt ut labore et dolore.
Ut enim ad minim veniam.
Quis nostrud exercitation ullamco laboris.
Duis aute dolor in reprehenderit.
Raliquip ex ea commodo consequat.
Excepteur sint cupidatat non proident.
Se do tempor incididunt ut labore et dolore.
Sunt in culpa qui officia deserunt mollit.
Sanim id est cillum dolore laborum.
Quis nostrud exercitation ullamco laboris.
Duis aute dolor in reprehenderit.
Raliquip ex ea commodo consequat.
Ut enim ad minim veniam.

Type scale

The Zenhub typographic scale has different weights and styles to lay out responsive compositions for both desktop and mobile, as well as supporting our Zenhub brand narrative, voice, and tone.

HEADING 1
GRAPHIK SEMIBOLD
SIZE 36/38

Productivity management
for software teams

HEADING 2
GRAPHIK SEMIBOLD
SIZE 24/28

Productivity management for
software teams

HEADING 3
GRAPHIK MEDIUM
SIZE 12/15

Productivity management for software teams

SUBHEADING
GRAPHIK MEDIUM
SIZE 12/15

Productivity management for software teams

PARAGRAPH
GRAPHIK REGULAR
SIZE 9/12

Productivity management for software teams.

QUOTE MARK
GRAPHIK SEMIBOLD
SIZE 36/38

“

PULL QUOTE
GRAPHIK REGULAR
SIZE 18/21

Productivity management for software teams.

ATTRIBUTION
GRAPHIK MEDIUM
SIZE 10/12

Productivity management for software teams.

Web substitute

Roboto is the web-safe font to use on all headlines and text when Zenhub’s brand font is not available (Google Docs, slides, etc.).

Roboto Font Family is available to download on [this link](#).

ROBOTO BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

FAMILY

Thin
Thin Italic
Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
Bold
Bold Italic
Black
Black Italic

SPECIMEN
BOLD, 18/20

Productivity management for software teams

MEDIUM, 15/18

Productivity management for software teams

REGULAR, 9/12

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Nunc sed augue lacus viverra vitae congue eu consequat ac. Ultrices vitae auctor eu augue ut lectus arcu bibendum at. Sit amet cursus sit amet dictum sit amet. Volutpat est velit egestas dui id ornare. Odio ut enim blandit volutpat. Augue lacus viverra vitae congue eu. Pharetra diam sit amet nisl suscipit adipiscing bibendum est.

Enim diam vulputate ut pharetra sit amet aliquam id. Amet consectetur adipiscing elit pellentesque habitant. Aliquam purus sit amet luctus venenatis lectus magna fringilla urna. Bibendum arcu vitae elementum curabitur vitae.

Typography misuses

Typography styles have been created for optimized legibility and to meet accessibility standards. Maintain brand standards by avoiding these misuses.

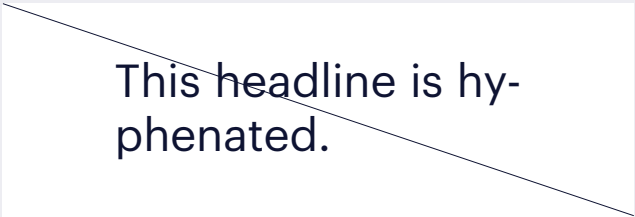
DO NOT KERN TEXT TOO TIGHTLY OR LOOSELY
AND DO NOT STRETCH TYPE



AVOID CENTERED OR
RIGHT-ALIGNED TYPE



AVOID HYPHENATION IN GENERAL,
ESPECIALLY IN HEADLINES



DO NOT ADD DROP SHADOWS
TO TYPE



AVOID LOOSE OR TIGHT LINE
SPACING MEASURES



AVOID RUNTS (WORDS BY
THEMSELVES ON A LINE)



DO NOT USE MORE THAN 1 OR 2 TYPE
STYLES IN CLOSE PROXIMITY



Zenhub brand name in copy

When using Zenhub in written communications, Zenhub should be treated as a proper noun, with a capitalized Z.

For URLs, simply use [zenhub.com](#) written in lowercase. Never include “www.” and never break the URL across two lines.

When the URL is at the end of a sentence in body copy, the period following it should be in the same colour and weight as the text preceding the URL, with the exception of call-to-action communications where the URL is on its own. When the URL is at the end of a sentence in a headline, do not add a period or change the weight of the URL.

BRAND NAME IN COPY

Correct ✓

Zenhub

Zenhub Inc.

Incorrect ✗

ZenHub

ZENHUB

zenhub

ZENhub

zenHUB

URL IN COPY

Correct ✓

zenhub.com

Incorrect ✗

Zenhub.com

URL PRECEDED BY A SUBDOMAIN IN COPY

Correct ✓

blog.zenhub.com

Incorrect ✗

blog.Zenhub.com

Photographic style

We use photography to personify Zenhub. It makes us relatable. We're able to create metaphors through photography, and turn complex product features into easy reads.

Imagery is bright and natural and reflects happy customers or team members. Images should feel authentic and not posed. Zenhub is all about being real and not taking ourselves too seriously. And remember, everyone is a customer. It's important to be inclusive when selecting models.

Contact marketing@zenhub.com if you're looking for appropriate stock photography.



#happy

#natural

#authentic

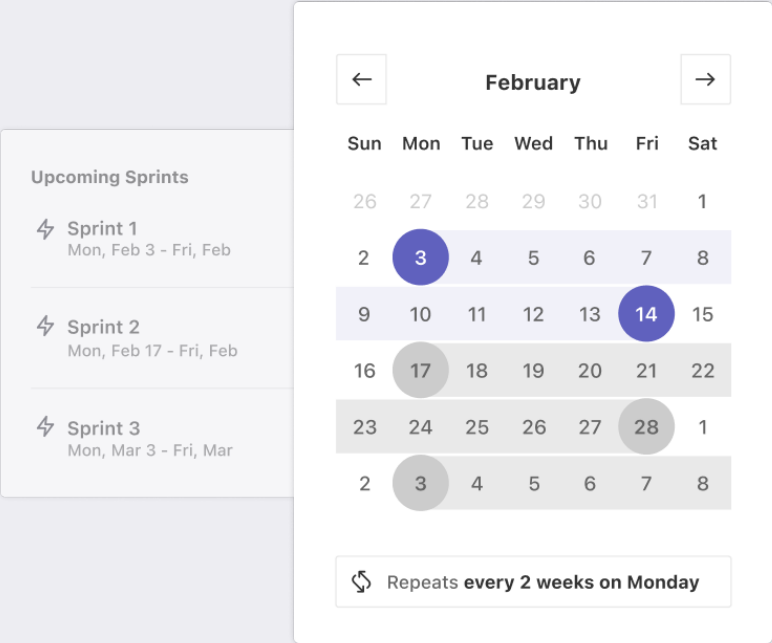
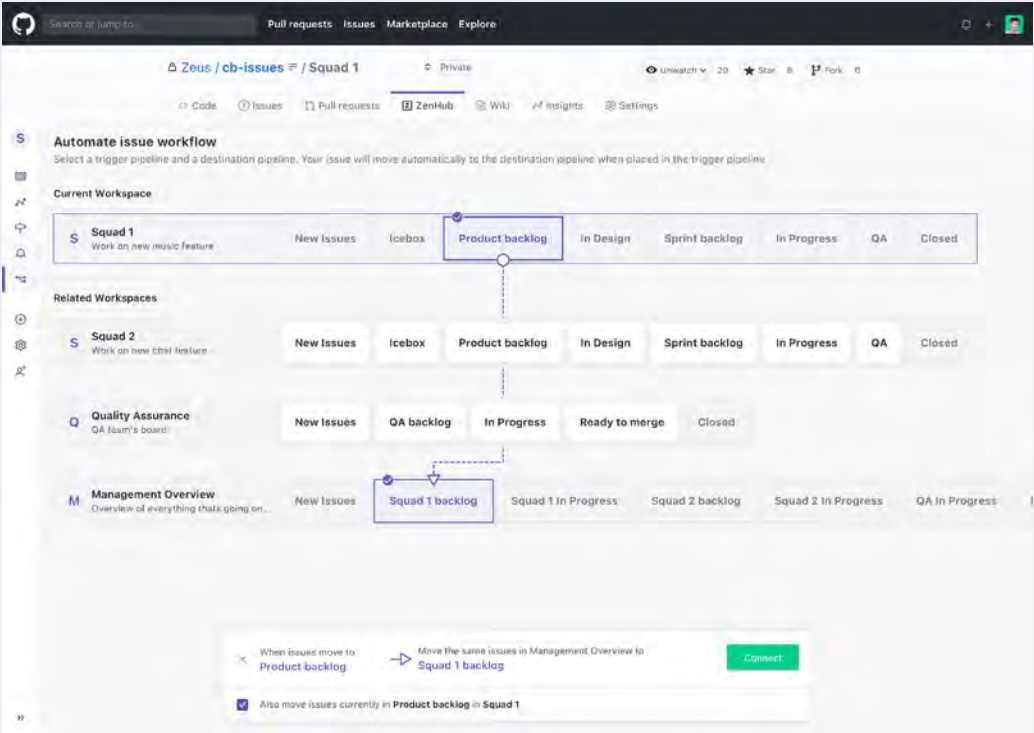
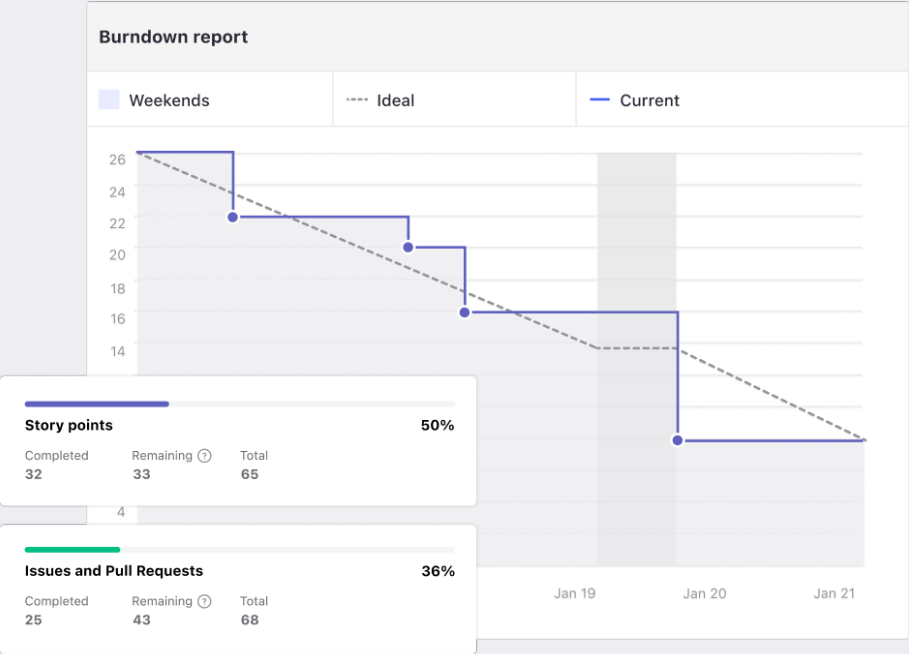
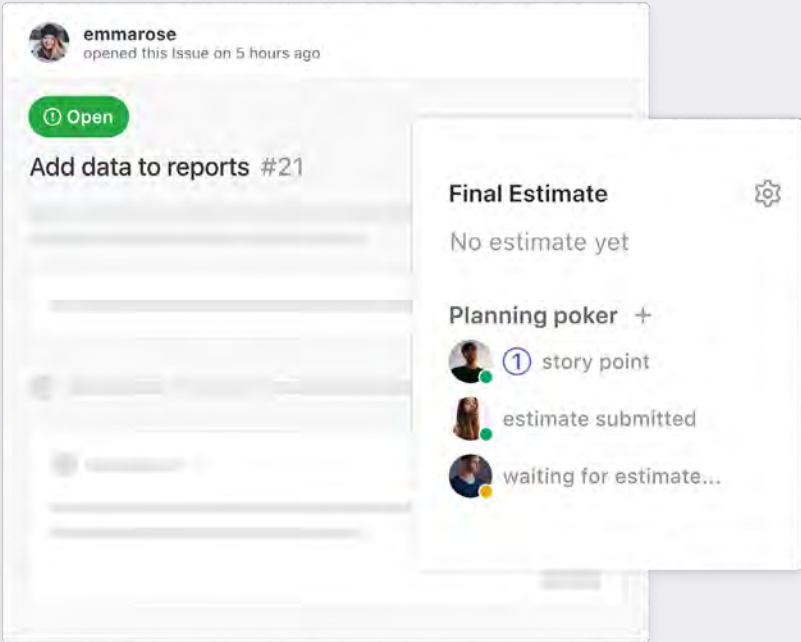
#real

Product screenshots

We use product screenshots when speaking to our current product offerings. Opposed to relying on a metaphoric narrative, we felt that referencing the physical product would help these educational moments make more sense.

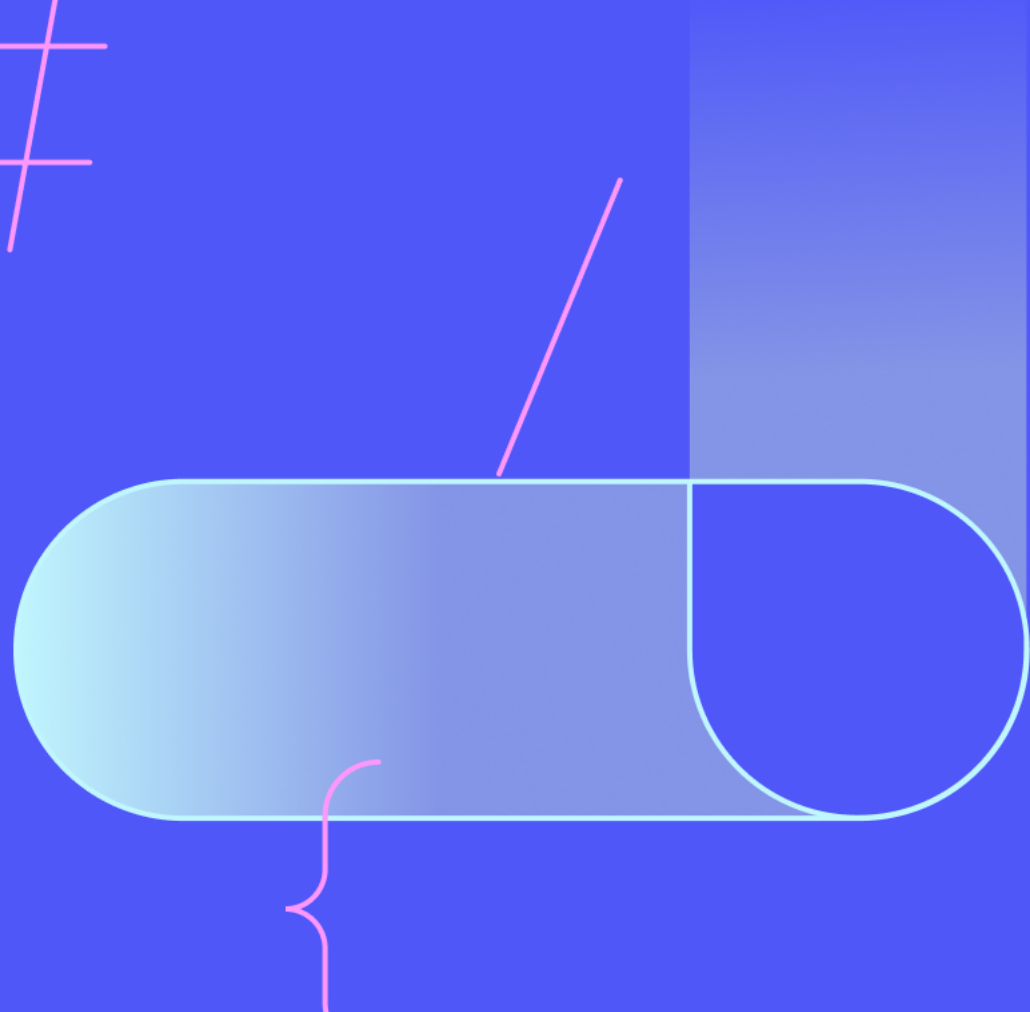
Feel free to use unaltered screenshots for instructional purposes. Please don't superimpose graphics, change the way our products look, or include any user information in your screenshots. You can annotate as long as the annotations are clearly distinct from the original screenshot. You can find our screenshots in our press kit.

Check out our [Press Kit page](#) and explore our product screenshot section.





Find your dev team's
happy place





Productivity management for software teams