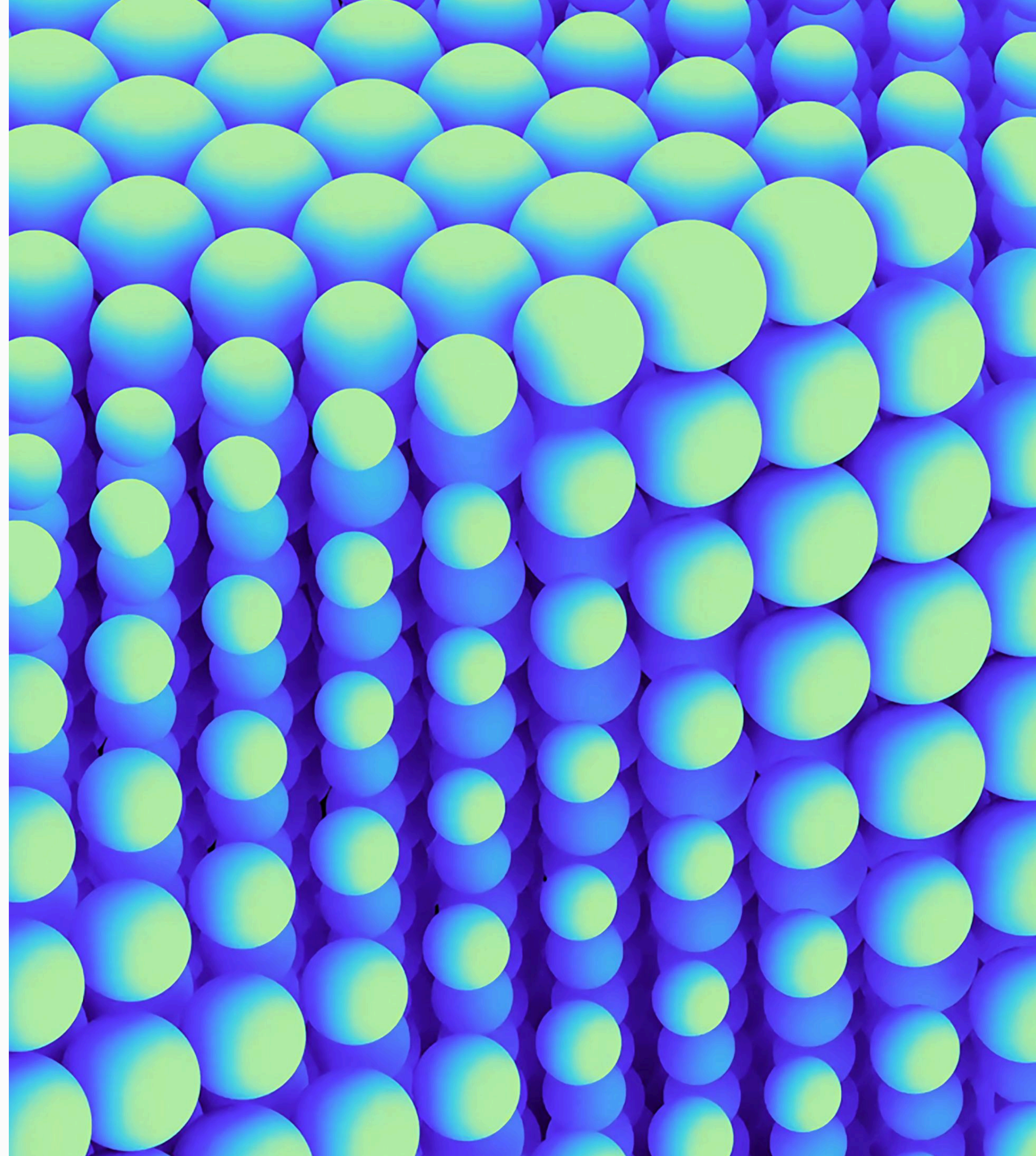




BRAND GUIDELINES

September 2025



INTRODUCTION

The zkVerify brand reflects our commitment to scalable trust and zero-knowledge infrastructure. To ensure we present a clear and consistent identity across all touchpoints, this guide provides a shared foundation for communication and visual expression.

Whether you're building with us, partnering across the ecosystem, or creating content about zkVerify, these guidelines help maintain alignment around our values, tone, and style. Consistent use strengthens credibility, improves recognition, and supports a unified experience for everyone interacting with the brand.

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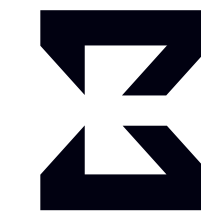
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Logo System



Primary Logo

The primary logo is intended for use across most internal and external communications.



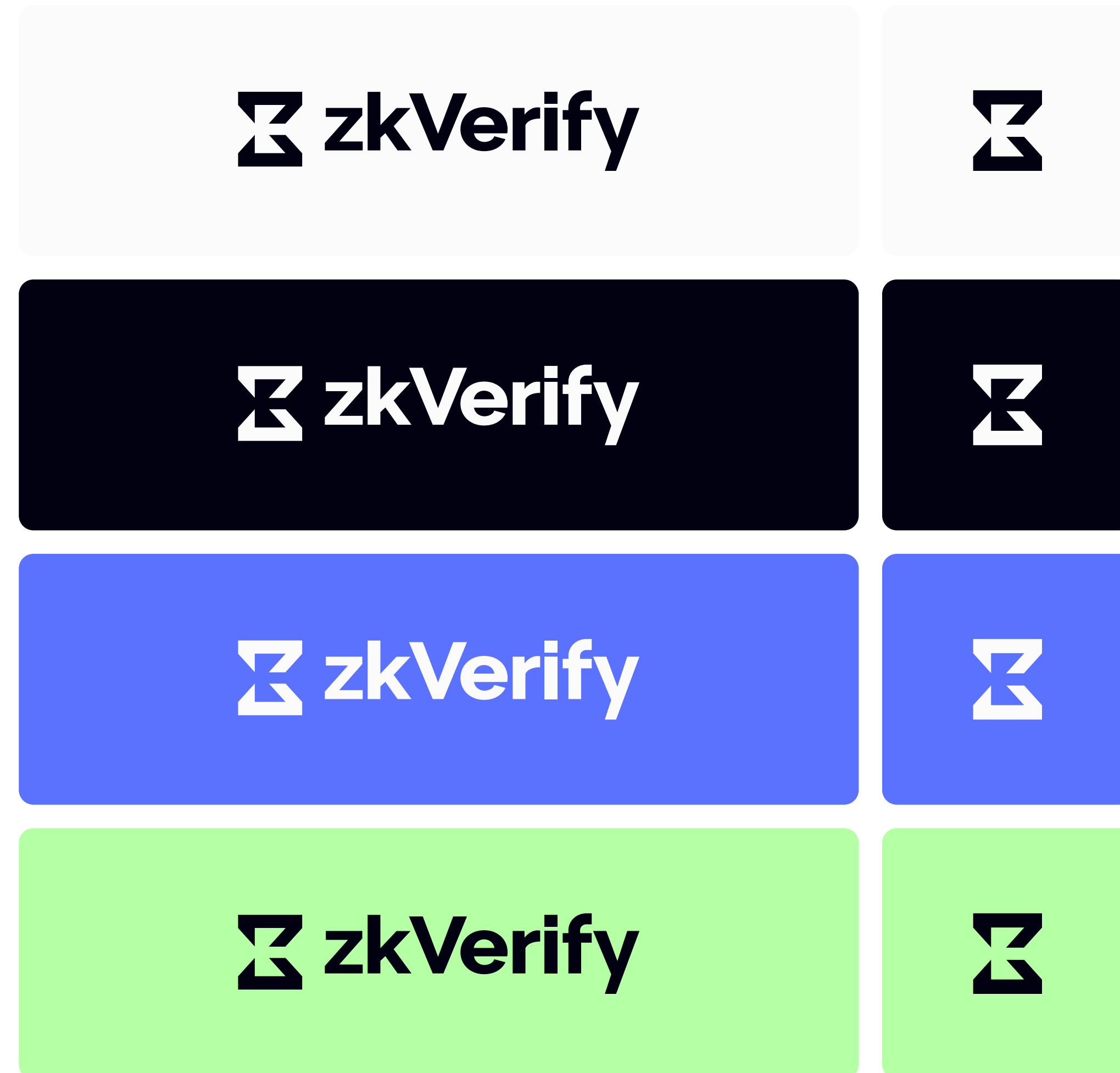
Logo Icon

A visual mark that identifies the brand at a glance

Logo Colour Usage

To ensure the logo or icon is always clear and legible, it must be placed on backgrounds that provide strong visual contrast.

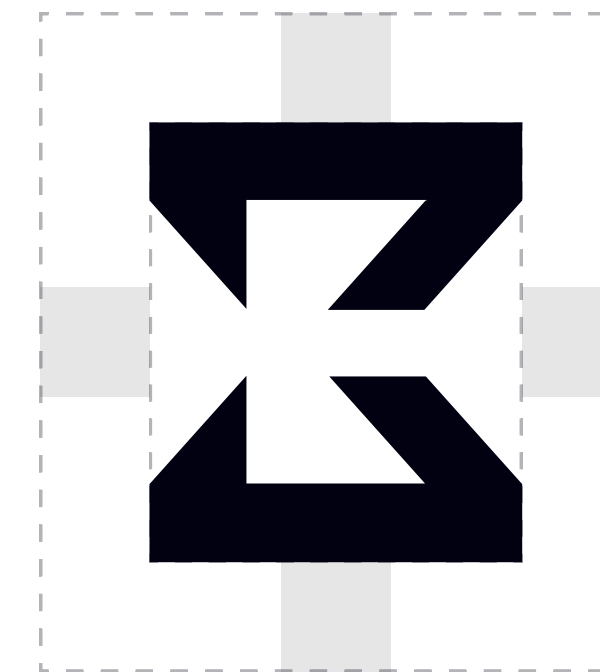
Use the white logo on dark backgrounds to maintain visibility, and use the black logo on light backgrounds for optimal clarity.



Logo Clear Space



Always leave space around the logo equal to the width of the “z” in zkVerify. This ensures visibility and prevents crowding from other elements.



The exclusion area should be at least 25% of the height of the monogram.

Logo Minimum Size

To keep the logo fully legible, do not scale it below **1 inch** in print or **50 pixels** on screen.

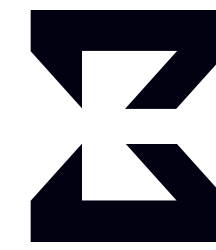
Avoid using the icon or monogram below **0.5 inches (print)** or **25 pixels (digital)** whenever possible.



1" Print



50px Digital



0.5" Print



25px Digital

Logo Incorrect Usage



zkVerify

Never alter the proportions of the logo.



zkVerify

Never stretch or distort the logo.



zkVerify

Never alter the logo color.



zkVerify

Never alter the mark color or shape.



ZKVERIFY

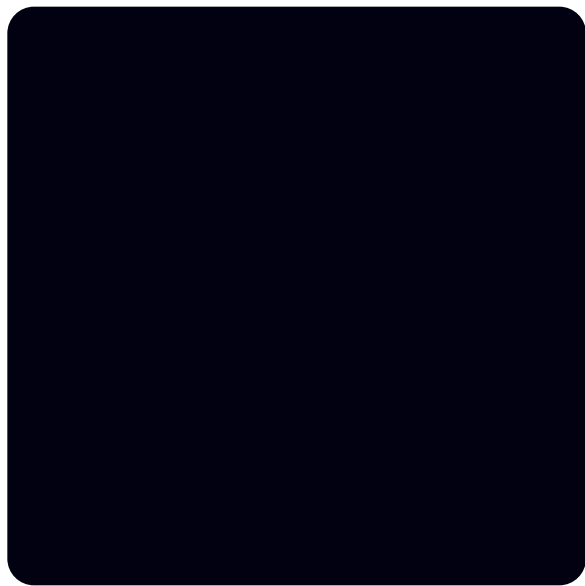
Never use a different typography.



zk Verify

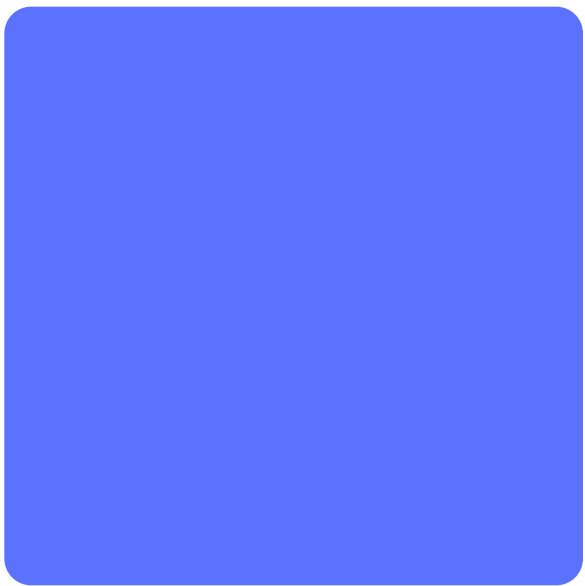
Never alter placement of the mark.

Color Palette



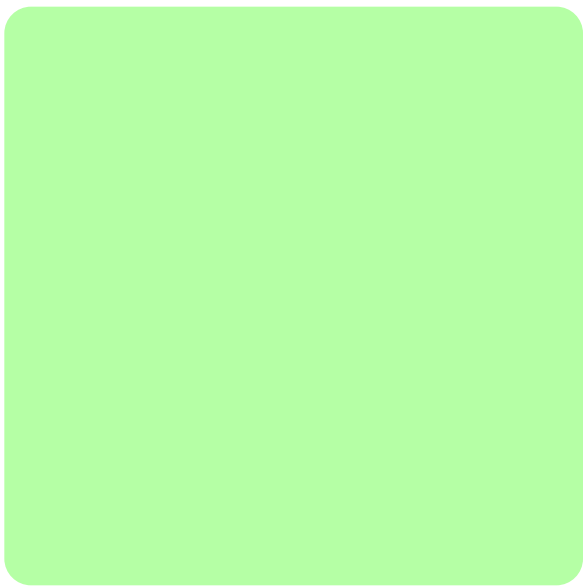
Void

Hex: #020212
RGB: 2/2/18
CMYK: 89/89/0/93



Signal

Hex: #5C72FF
RGB: 92/114/255
CMYK: 64/55/0/0



Pulse

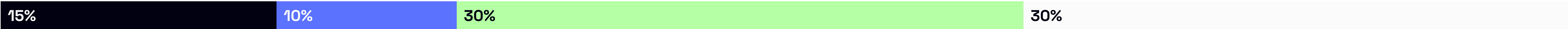
Hex: #B5FFA5
RGB: 181/255/165
CMYK: 29/0/35/0



Shell

Hex: #FCFCFC
RGB: 252/252/252
CMYK: 0/0/0/1

Color Ratio



Typography

Aa **Monigue**
Regular

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
0 1 2 3 4 5 6 7 8 9
! @ # \$ % & * ?

Monigue Regular
MONIGUE REGULAR

Aa **Space Grotesk**
Light, Regular, Medium, 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
0 1 2 3 4 5 6 7 8 9
! @ # \$ % & * ?

Space Grotesk Light
Space Grotesk Regular
Space Grotesk Medium
Space Grotesk Bold

Font Family and Sizes

Main Heading

Family: Monigue
Font Size: 170px / 84%

HEADING 1

Heading 2

Family: Monigue
Font Size: 100px / 84%

Heading 2

Heading 3

Family: Monigue
Font Size: 48px / 96%

Heading 3

Main Heading

Family: Monigue
Font Size: 32px / 120%

Paragraph XL
Paragraph XL Medium
Paragraph XL Bold

Paragraph Large

Family: Space Grotesk
Font Size: 24px / 140%

Paragraph Large
Paragraph Medium
Paragraph Bold

Paragraph Base

Family: Space Grotesk
Font Size: 20px / 140%

Paragraph Base
Paragraph Base Medium
Paragraph Base Bold

Paragraph Small

Family: Space Grotesk
Font Size: 18px / 140%

Paragraph Small
Paragraph Small Medium
Paragraph Small Bold

Paragraph Extra Small

Family: Space Grotesk
Font Size: 14px / 140%

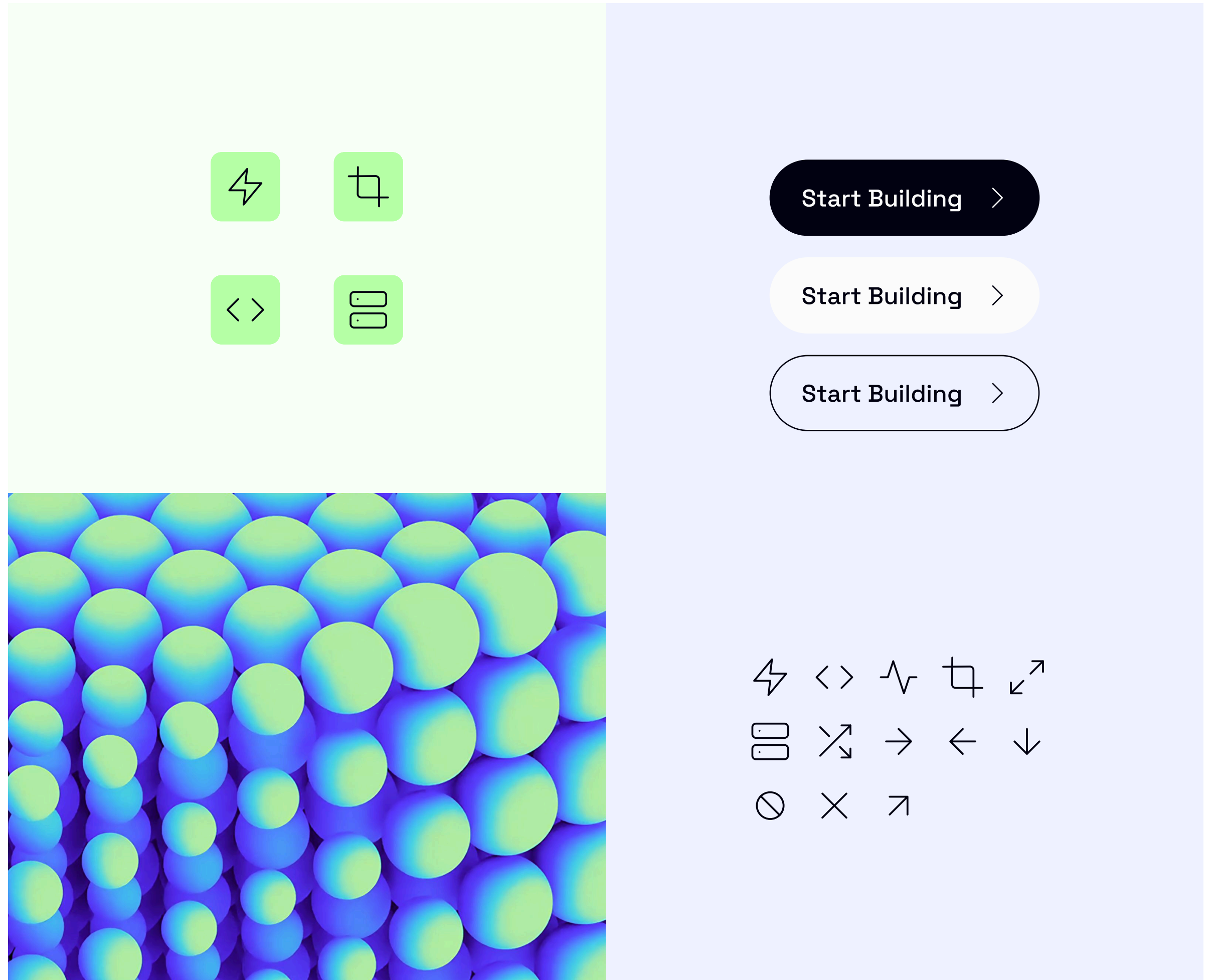
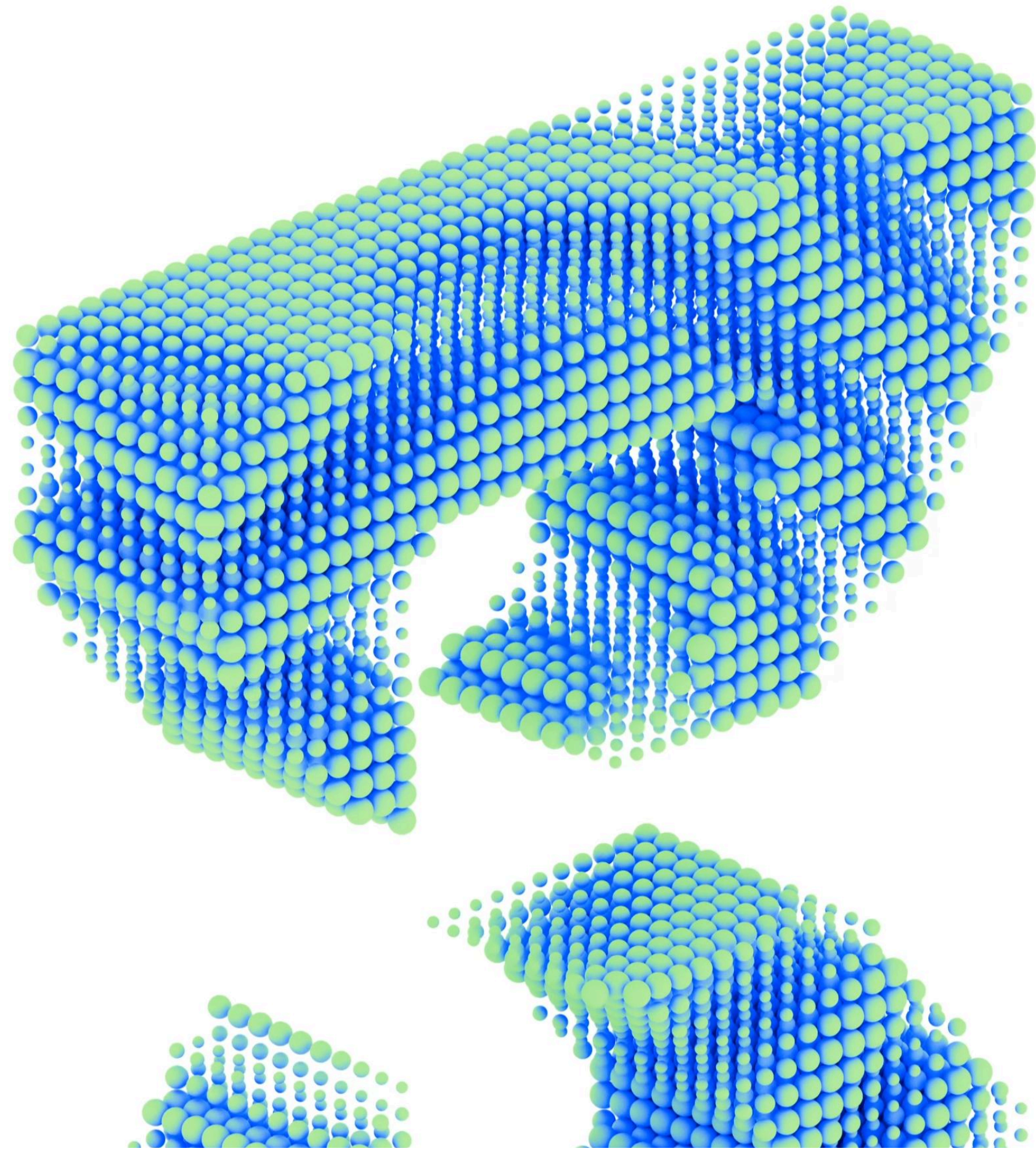
Paragraph Extra Small
Paragraph Extra Small Medium
Paragraph Extra Small Bold

Surheading

Family: Space Grotesk
Font Size: 15px / 110%

SURHEADING
SURHEADING BOLD

Visual Language



Logo System

Co-branding refers to the use of the zkVerify brand alongside another organization for shared marketing or promotional efforts.

When co-branding, follow zkVerify's brand standards in addition to any partner guidelines, and use the following best practices:

- Position the zkVerify logo above or to the left of the partner logo to emphasize it as the primary brand.
- Ensure both logos are optically equal in size for a cohesive layout.
- Maintain the required exclusion zone around both logos to preserve legibility and visual integrity.



Support

To download design assets and the latest version of these brand identity guidelines, access:

ZkVerify Asset Download