

**ZELLA** DC™

Style Guide October 2020

**ZELLA DC™**

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**Brand  
Identity**

This is the corporate  
brand identity of Zella DC.

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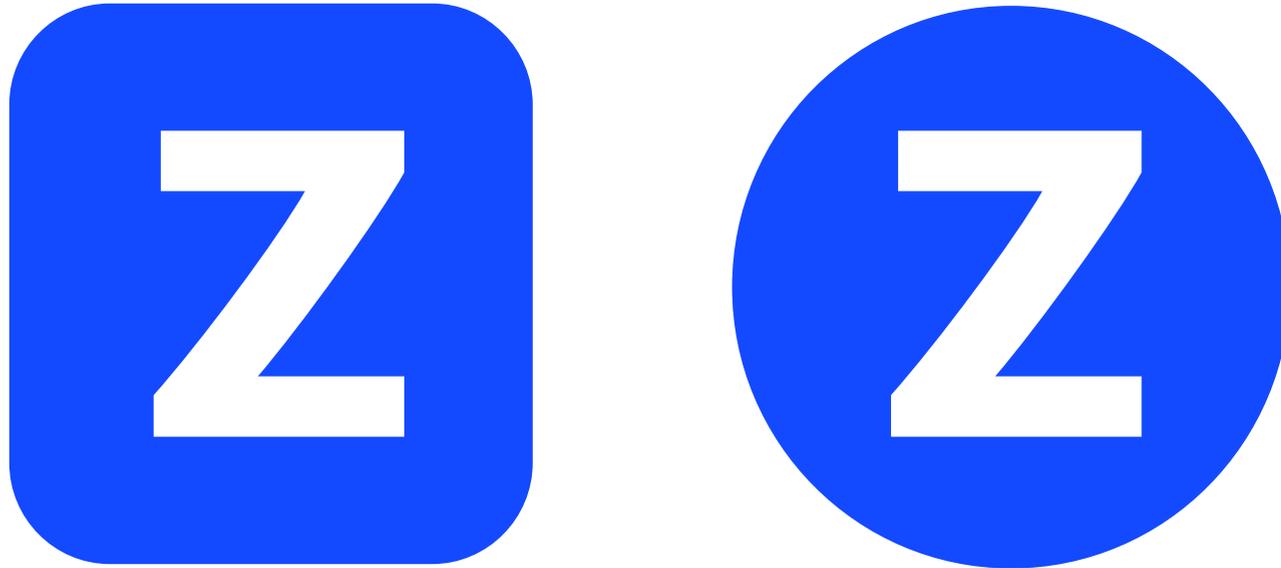
**ZELLA DC™**

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**Proposed  
symbol**

The symbol explore  
the options based on  
the logotype around  
font and colour  
variation.



## Product Sub-Brands

The services differentiate from the product brands by using words not numbers.

### Indoor Environments

**ZELLA** Pro 12™

**ZELLA** Pro 25™

**ZELLA** Pro 38™

**Zella Pro™** range for internal environments (mainly office environments). This range is the only one that comes with a range of U sizes.

### Outdoor Environments

**ZELLA** Fort™

**ZELLA** Hut™

**ZELLA** Max™

**Zella Fort™** range (only 12U currently) for rugged hand-held applications in external environments

**Zella Hut™** range for small footprint external environments with solar rooftop options

**Zella Max™** range of large-footprint containerised options for external environments

## Colour Palette

Here are the colour breakdowns for print (Pantone and CMYK) and screen (RGB and HEX)

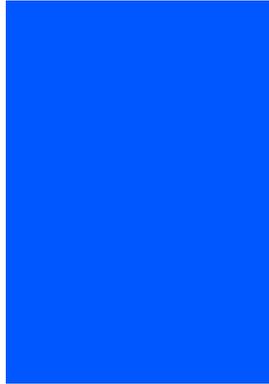
### Primary Colours

**PANTONE®**  
419C



RGB 33 35 34  
HEX 212322  
CMYK 76 65 66 90

**RGB**



RGB 0 87 255  
HEX 0057FF  
CMYK 83 66 0 0

**PANTONE®**  
2935C



CMYK 100 52 0 0

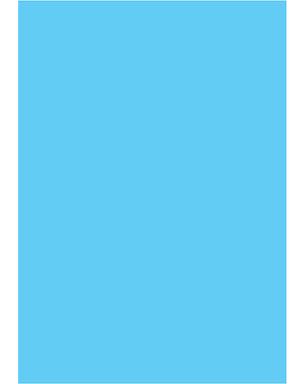
### Secondary Colours

**PALE BLUE**



RGB 109 207 246  
HEX 6ecff5  
CMYK 50 0 0 0

**PANTONE®**  
2985C



FOR PRINT ONLY

Logotype  
Font

The logotype font is Sansa Pro and is available to purchase as a web font for use online.

Sansa Pro

Light

Normal

Semi-Bold

Bold

A B C D E F G H I J K L M N O P Q R S T U  
V W X Y Z a b c d e f g h i j k l m n o p q r s t u  
v w x y z 0 1 2 3 4 5 6 7 8 9 < > ? ! @ # \$ % &  
[ \ ] { } ð Δ Π Σ √ = ^ \_ " \* ≤ ≥ ∫ ◊ " ^ |

**ZE**

WHEN DO WE USE IT?

Sansa is to be used with in the logotype only so as to keep it distinct.

Google  
Font

The Google font is Barlow and is free to download as a web font for use online.

DIN

Light

Regular

Bold

A B C D E F G H I J K L M N O P Q R S T U  
V W X Y Z a b c d e f g h i j k l m n o p q r s t u  
v w x y z 0 1 2 3 4 5 6 7 8 9 < > ? ! @ # \$ % &  
[ \ ] { } ð Δ ∏ Σ √ = ^ \_ " \* ≤ ≥ ∫ ◊ " ^ |

**Ze**

WHEN DO WE USE IT?

In all instances when a Google font can be used, namely website, app, powerpoints, word documents and even email.

Google  
Font

The Google font is Barlow and is free to download as a web font for use online.

Barlow

Light

Regular

**Bold**

**Extra Bold**

**Black**

A B C D E F G H I J K L M N O P Q R S T U  
V W X Y Z a b c d e f g h i j k l m n o p q r s t u  
v w x y z 0 1 2 3 4 5 6 7 8 9 < > ? ! @ # \$ % &  
[ \ ] { } ð Δ ∏ Σ √ = ^ \_ " \* ≤ ≥ ∫ ∪ " ^ |

**Ze**

WHEN DO WE USE IT?

In all instances when a Google font can be used, namely website, app, powerpoints, word documents and even email.

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System  
Font

The system font is Calibri and is available in all computing systems.

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Calibri

Regular  
**Bold**

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A B C D E F G H I J K L M N O P Q R S T U  
V W X Y Z a b c d e f g h i j k l m n o p q r s t u  
v w x y z 0 1 2 3 4 5 6 7 8 9 < > ? ! @ # \$ % &  
[ \ ] { } € Δ Π Σ √ = ^ \_ " \* ≤ ≥ ∫ ◊ " ^ |

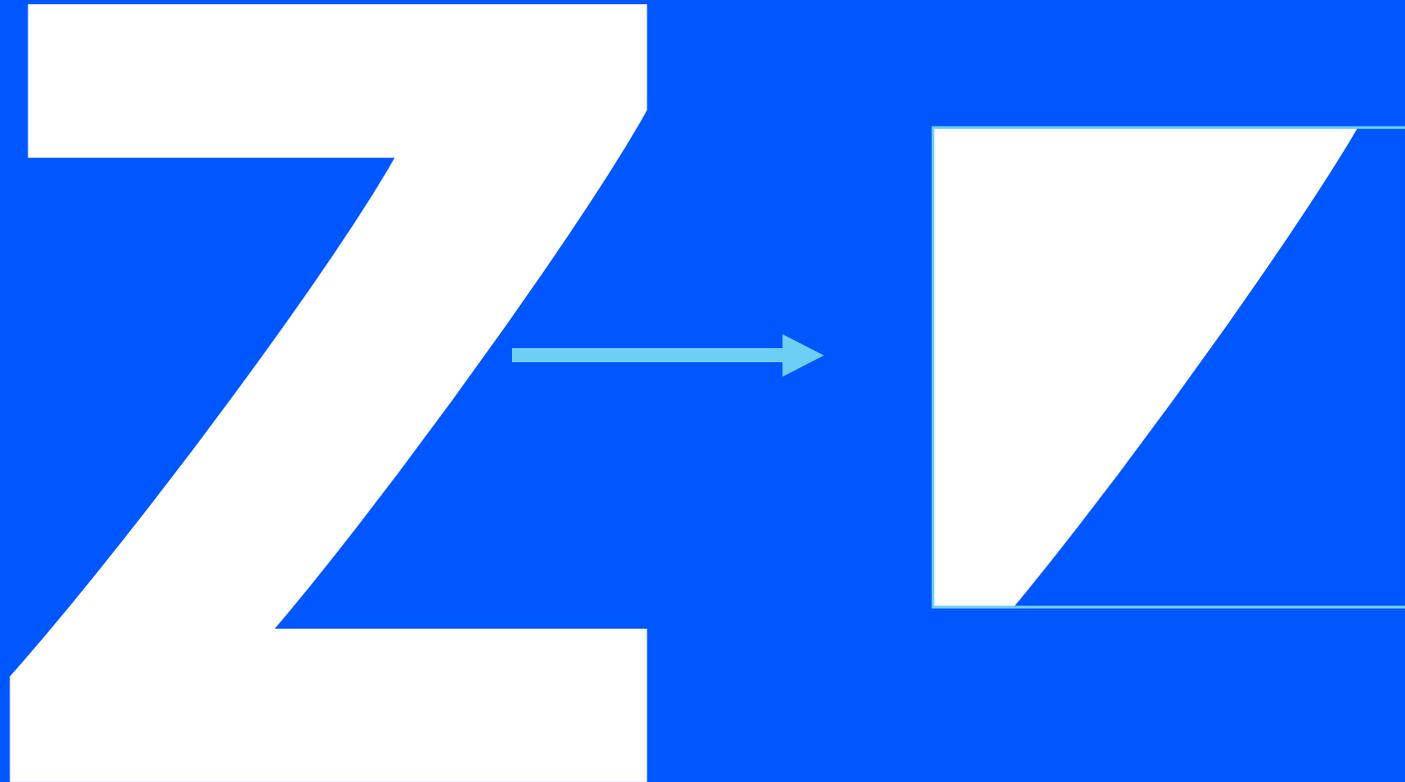
**ze**

WHEN DO WE USE IT?

This is the default font when you are offline. It will revert automatically.

## Graphic Element

The curve in the Z becomes a shape that acts as a window and page dividing shape.

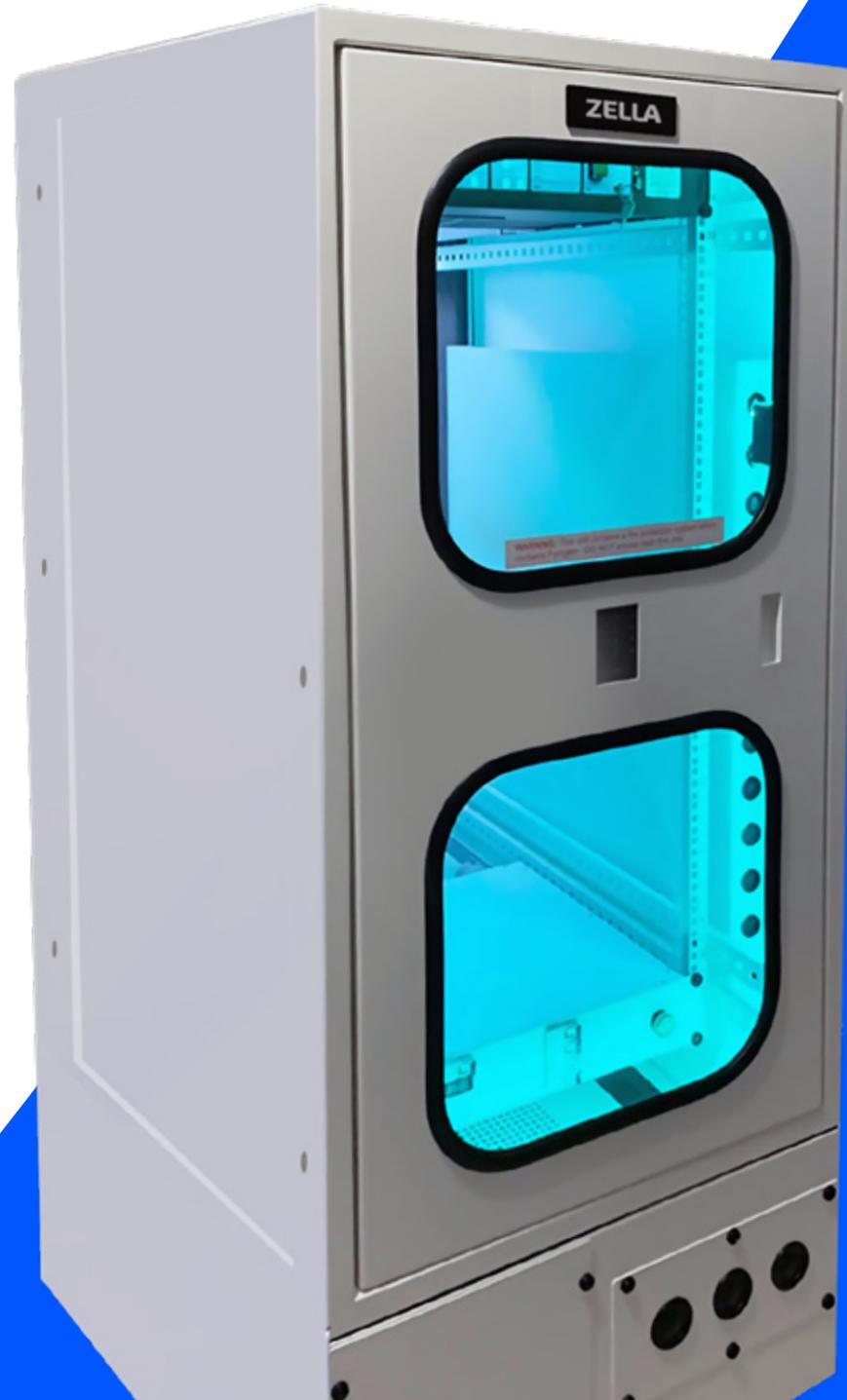


## Graphic Element

The curve in the Z becomes a shape that acts as a window and page dividing shape.

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## ZELLA Pro25™

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- ✓ Cauderissed con vissusquere densi
- ✓ Mus hocchic vehebat atuus, dien ses
- ✓ Cauderissed con vissusquere densi
- ✓ Mus hocchic vehebat atuus, dien ses

## Design Grid

Zella graphic design should follow a design grid.

Adherence to this structured design technique communicates the precise nature of data storage and retrieval.

It means the rest of the Zella communications can address the brand proposition.





## Design

Restrict the placement and alignment of text and images to the Zella design grid.

Grids are a way to create order in the design layout.

They lead to rational standardized systems that help people absorb the information we're trying to communicate.

And promote rhythm and consistency and communicates the accuracy of the Zella product.

**HEADLINE TO GO HERE**  
IN ONE OR TWO LINES ASWELL.

First thing / Second thing / Third thing

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Hillaut que rem ut fuga. Rero ent et ea idipidedes quaeped icatem rest,

**HEADLINE TO GO HERE**  
IN ONE OR TWO LINES ASWELL.

First thing / Second thing / Third thing



Latency has always been a problem for data center managers.

## Profile Logos

### The Favicon

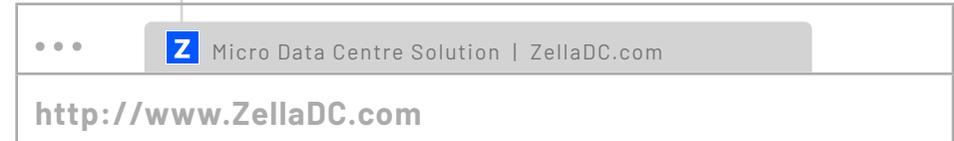
Despite their miniscule size, favicons are of great importance to any website, improving its user experience, branding and professionalism.

Both 16x16px and 32x32 pixels are supplied in the folder.

### Profile Logo

The ideal LinkedIn profile picture size is 400 x 400 pixels and is large enough to contain the complete ZellaDC logo which will get cropped within the circle.

The Favicon



Profile Logo



ZellaDC

Information Technology & Services  
Osborne Park, Western Australia 304 followers

Edge Micro Data Centres

+ Follow

Visit website

## LinkedIn

### Page Logo

Recommended size  
300 x 300 px

### Page Background Image

A branded graphic must be created 1128 x 191 pixels for the company page and 1584 x 396 pixels for the background to the personal page.

### Page Set Up

Button: Visit Website

About: Overview description to compliment and direct traffic to the website

Hashtags: Research three hashtags to support your content and industry

People: Review employees connected to Page to ensure they reflect the brand.

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**Global MBA Scholarships** - Get ahead with a top-ranked Jack Welch online MBA. Classes start Oct. 6th. Ad ...

**ZELLA DC** **Zellabox**  
Information Technology & Services  
Osborne Park, Western Australia · 307 followers

Edge Micro Data Centres

+ Follow Visit website

Clinton works here  
See all 9 employees on LinkedIn

Home About Jobs People Ads

**About**  
No one knows more about the challenges businesses face when it comes to housing critical ICT infrastructure within the office or remote site better than the businesses themselves...and Zellabox. The bold idea to comple... see more  
See all

**Zellabox** 307 followers  
1mo • We are delighted to be announced as a finalist in the Edge Startup of the Year!

**Edge Computing World** 166 followers  
1mo • Topio Networks and Edge Computing World are delighted to announce the 10 Finalists in the Edge Computing World 2020 Edge Startup of the Year Competition. ...see more

**Edge Computing World 2020 Edge Startup of the Year**  
edgecomputingworld.com • 1 min read

Get the latest jobs and industry news  
sunwater  
Cameron, explore relevant opportunities  
Follow

**Similar pages**

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+ Follow
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+ Follow
- EdgePresence** Information Technology & Services  
+ Follow

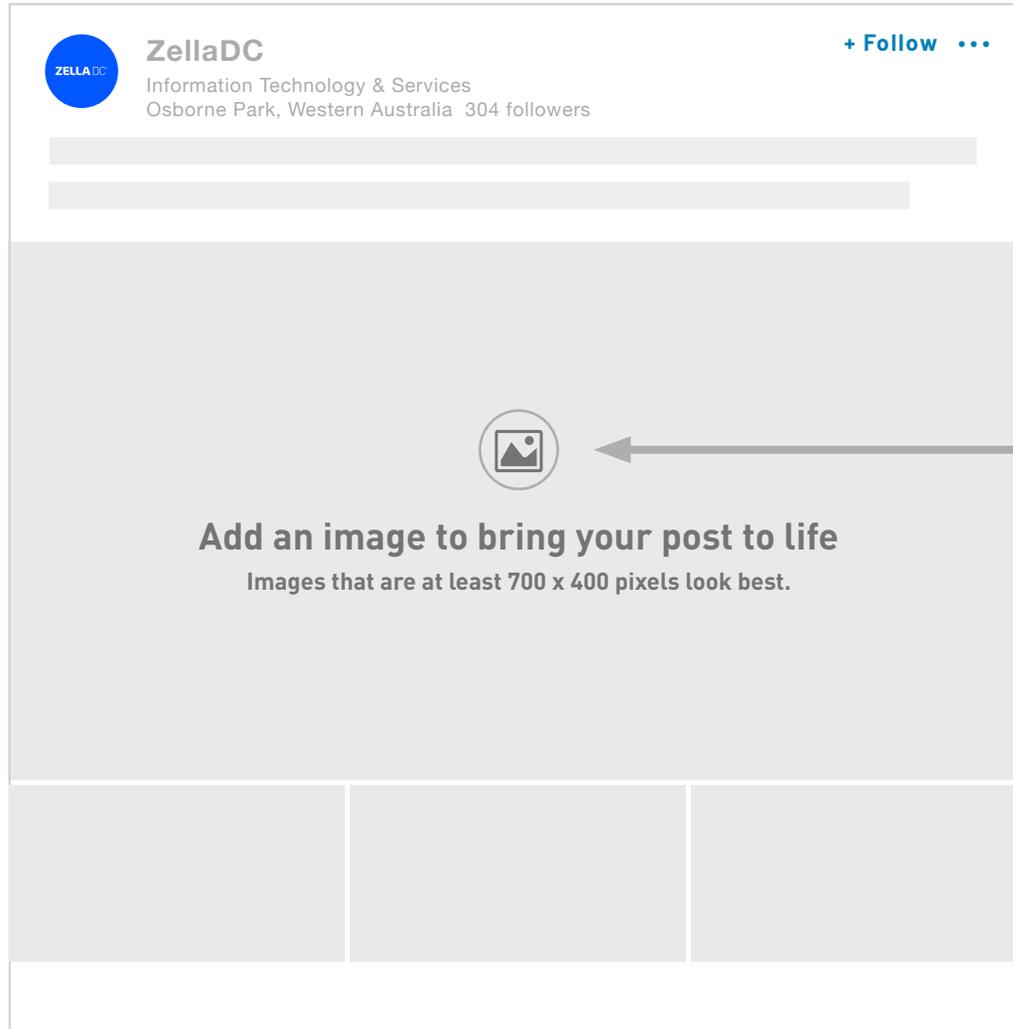
Show more

Messaging

## Images

Images garner over six times more engagement than text-only content.

Cater to your audience's craving for visual content.



Scroll down to posts and click the “Write a new post” button.

Click the “Add an image” button and browse to select your image file.

Choose an image that is a higher resolution than the specified 700x400 pixels.

Preferably a real photograph captured at ZellaDC rather than a stock image.

Custom image collages (3-4 images in one post) perform very well.

But what if you want to add text or the ZellaDC logo?

## Images

### Video

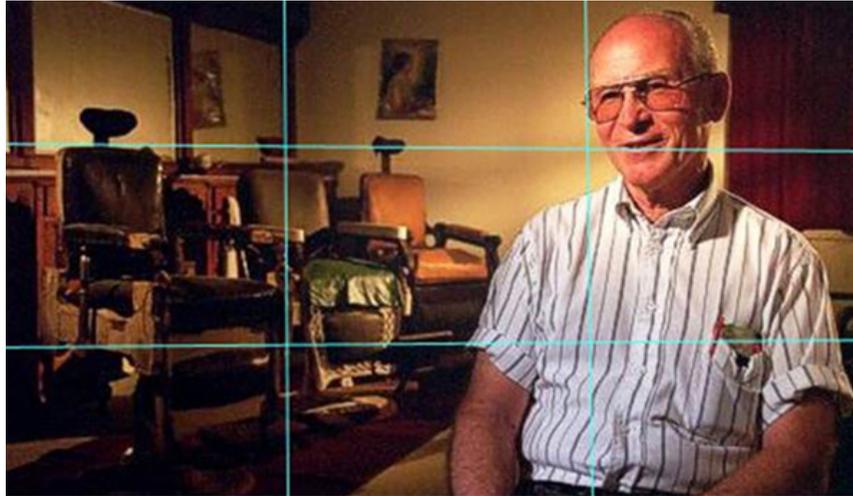
Videos should be about 1-2 minutes and should have subtitles for those watching with the sound off.

Live video generates 24x more comments than regular video on LinkedIn.

### LinkedIn Video Ideas

Share a trending news story. Share unique industry insights. Teach a skill. Showcase your company values. Promote an event. Recap an event. Promote a product launch. Share top blog posts in video form.

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Good Positioning – The rule of thirds followed, mid-shot, interesting background, no dead space, fairly face on, subject placed on right side because he's looking from right to left (leading room).



### Video Set-up

Use the back camera of a later model iPhone set up on a compact tripod with an iPhone grip to stop camera movement.

Shoot near a window and fill the shadows with a light or reflection from a white board if possible.

For good sound use a lapel mic made for iPhone. Purchase the BOYA BY-M1 3.5mm Electret Condenser Microphone or similar from Amazon or JB Hi-Fi and clip it onto the speaker's shirt.



## Adding Graphics

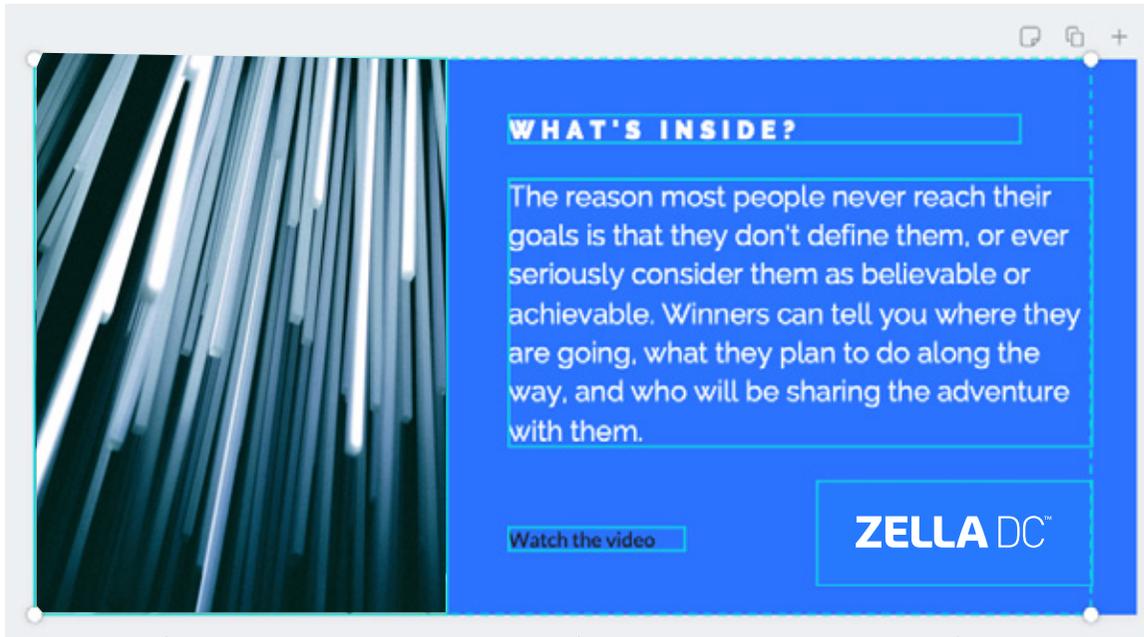
### canva.com

Use Canva to add logos, graphics and captions to your image or video.

Sign-up or log in to the ZellaDC account using the email and password.

Upload the ZellaDC logos needed and choose the "Barlow" web font.

Create your image as shown here and download it to your computer ready for LinkedIn.



Upload an eye-catching image to illustrate your story.

Choose or search for Barlow in the drop down menu.

Remember to use ZellaDC blue colour code 0057FF

Upload the logo by adding a photo and browsing to one of the files supplied.

See ZellaDC LinkedIn Guide files.

### Templates

Instagram Post

Twitter Post



Go to "Templates" and choose "Twitter Post". This will procure an image in the correct LinkedIn proportions.

Choose a template as a starting point or create from scratch using the interface with the elements supplied and the Barlow font.

save Click the download button to save your new image and upload it to LinkedIn.