

ZELLA DCTM

Style Guide October 2020

ZELLA DC™

**Brand
Identity**

This is the corporate
brand identity of Zella DC.

ZELLA DC™

Style Guide October 2020

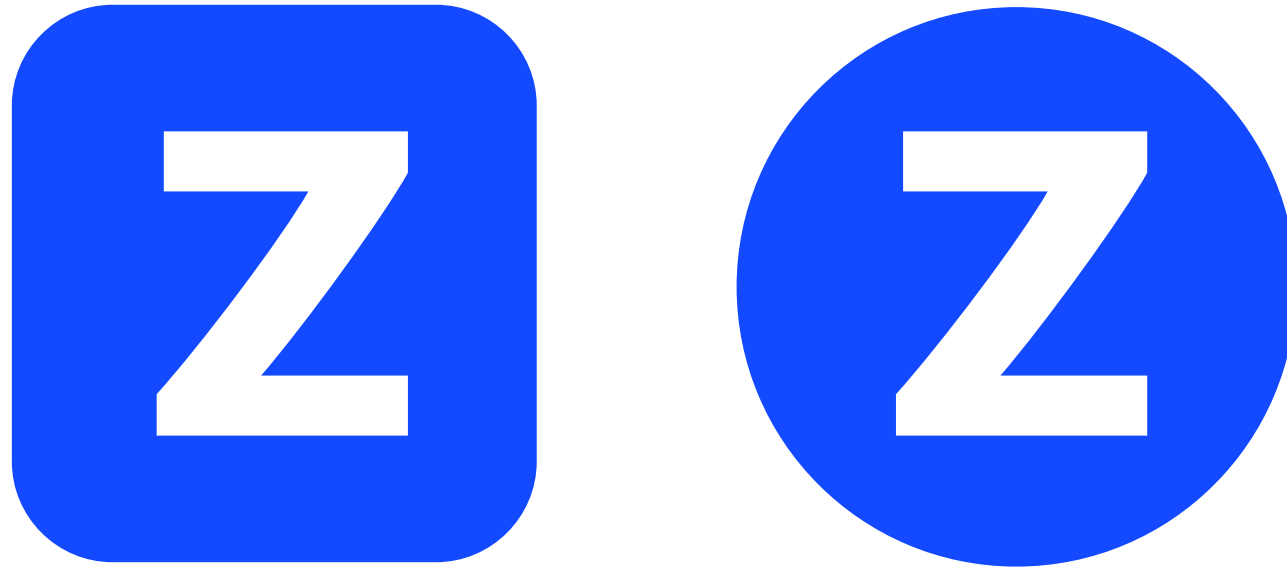
**Brand
Identity**

This is the corporate
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ZELLA DC™

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

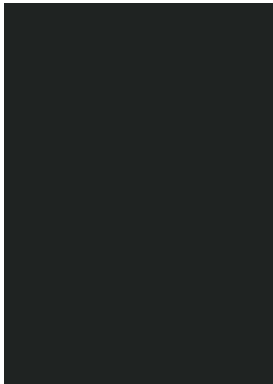
Zella Max™ range of large-footprint containerised options for external environments

Colour
Palette

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

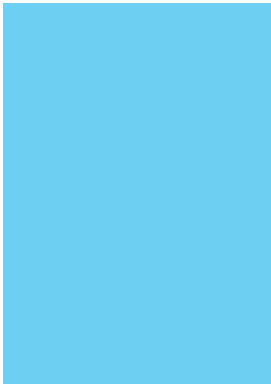
PANTONE®
2935C



CMYK 100 52 0 0

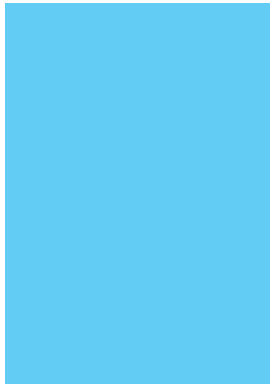
Secondary Colours

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.

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.

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.

System Font

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

Calibri

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 < > ? ! @ # \$ % &
[\] { } € Δ Π Σ √ = ^ _ " * ≤ ≥ ∫ ∅ " ^ |

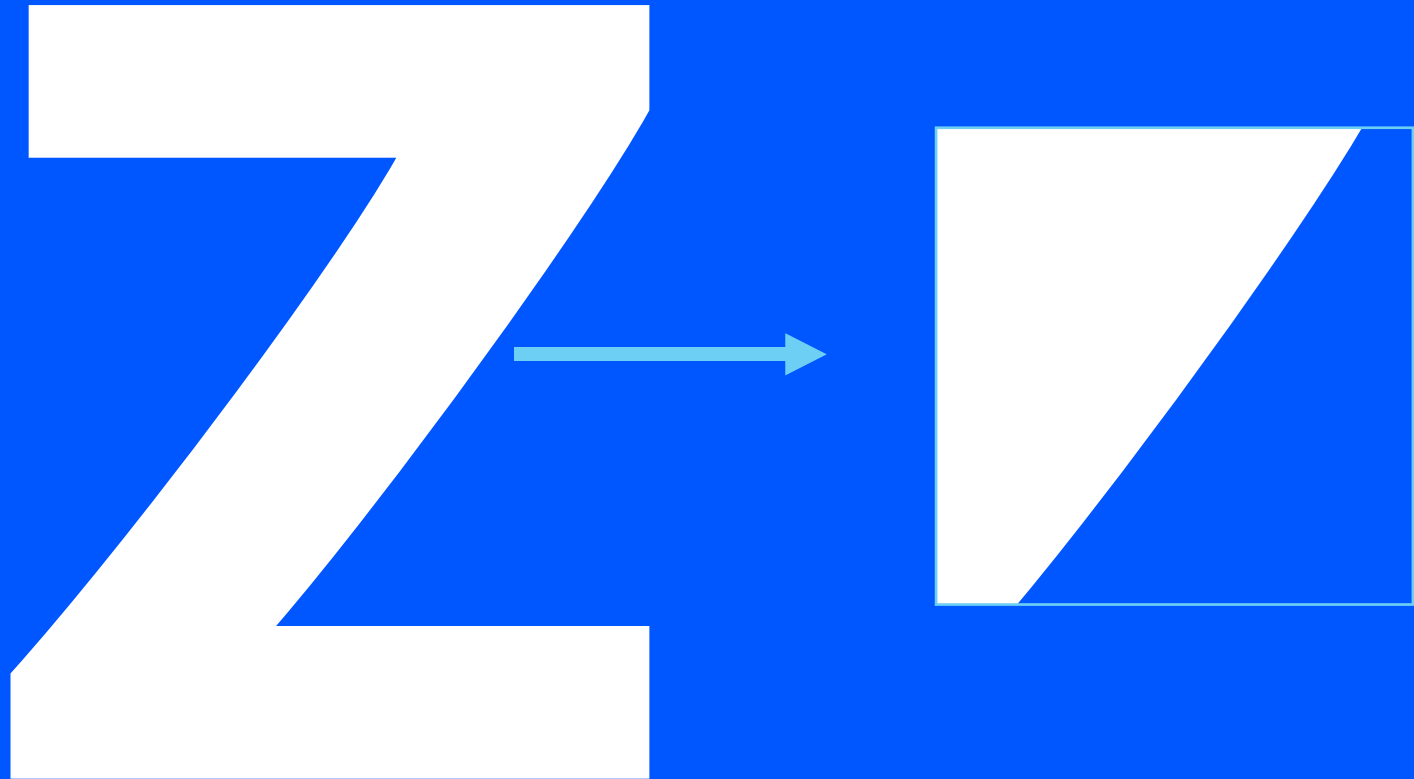
Ze

WHEN DO WE USE IT?

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

Graphic Element

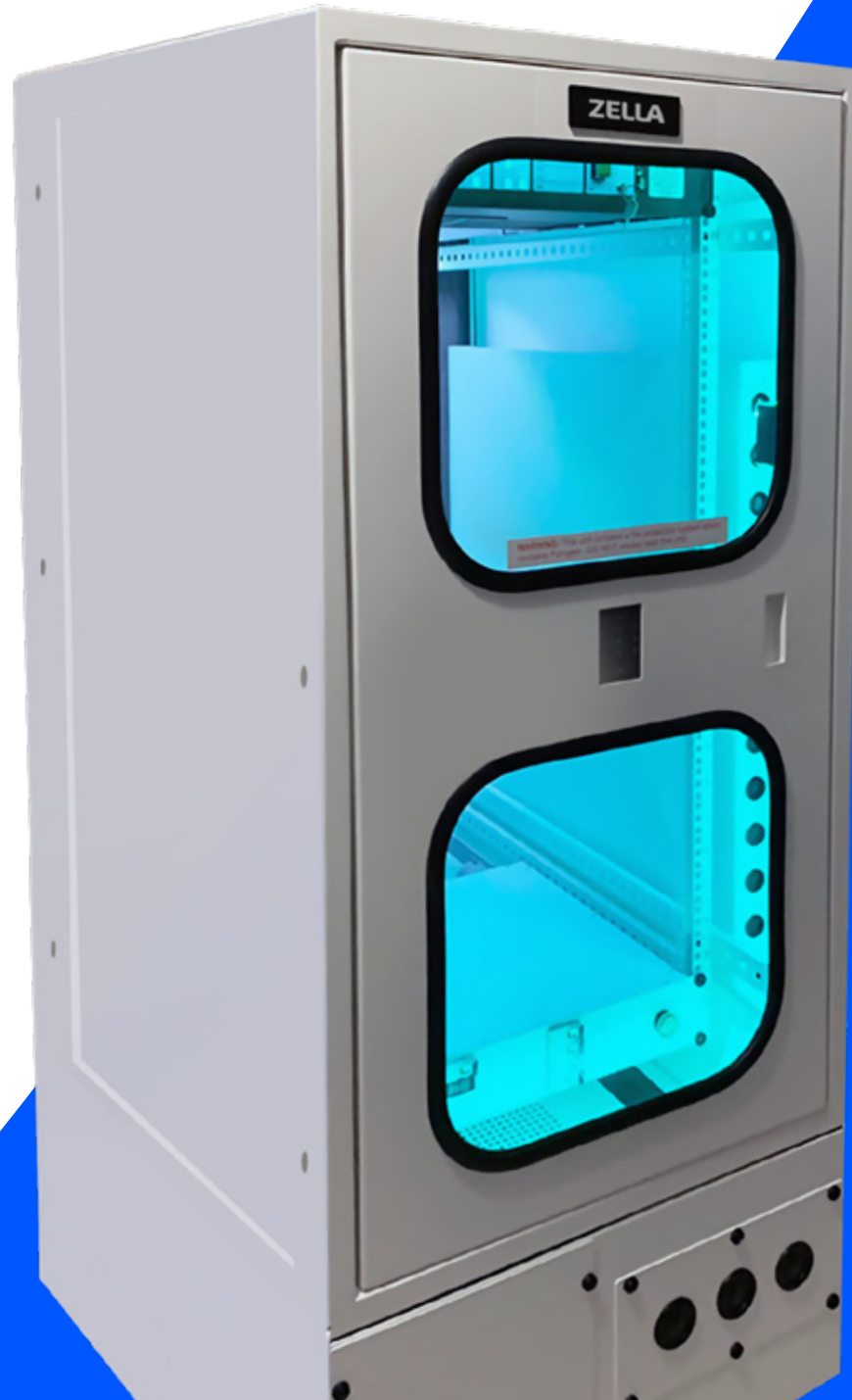
The curve in the Z becomes a shape that acts as a window and page dividing shape.



Graphic Element

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

Style Guide October 2020



ZELLA Pro25™

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

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

013

01

Aquatume vndercit aut eum hicaborro volupta
tature nate imus dicat pra eosam ratendi tatquaecto
experepudam, volupti buscide vit quiam re ariossitatur
magnissed magni volore lignat. Berias et lam fuga. Et
voluptur a deligen toreriate necte doluptiis es re quam
quo coribus, quist as

zelladc.com

Welcome to our next-generation server room.



Visit zelladc.com and get ready to roll.

ZELLA DC™

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

Solupiet aut parcium qui dolupta quatur
sumqui dolorenatur re necaboreriam
faccaeque que vide voluptat rerschil et omni
temolum es pa cullabo ressinum estia
ipsapis di nobit mi, cum sit maximusdam,
cupatat et everia nobit volorro qui rectur
sum id et venis dolendis in nime conse
idipsamene est, inctiam quatis nem
vidus doluptur, ut ex etus assit porum
remporiant.

Is sitias siti cusdaesti rest, tectinvelit
ut optaturio ditae sinvelitat mintem
doloremque quist, que conse int aliquo eum
aut quam nonet precestrum il magnatis
nobit aut verecae autem alis erferuptas qui
demoloria veribus quis eostrum volla aut

atiorib erspit volorep erferum ratis aut dus
es sunt hilitas aut apiet laute volorru ntiaes
et hiciunt, adit, nam rerecte ctemporum
quae porem asitatem faccupiasi
dipsanditat quate rero velibustotae volupta
quatquam re quis autas maio evelescilis ma
cum aut ant pedit volupti aessuntempor
accus poritat ipsunt omniat dit eaque
poreperat quod quo veliciumquam con expe
aut arum nimillu ptatur?

Ratini tem. Litia ea sunt.

Hillaut que rem ut fuga. Rero ent et ea
idipidesed quaepped 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

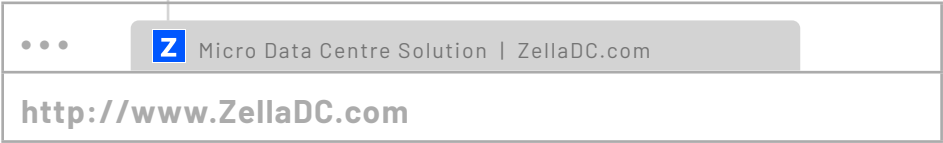
Despite their miniscule size, favicons are of great importance to any website, improving its user experience, branding and professionalism.

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



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.

Style Guide October 2020

The screenshot displays a LinkedIn company page for Zella DC. The header features the LinkedIn logo, a search bar, and navigation links for Home, My Network, Jobs, Messaging, Notifications (99+), Me, Work, and a link to Reactivate Premium for Free. A banner at the top promotes 'Global MBA Scholarships' with a top-ranked Jack Welch online MBA, starting Oct. 6th.

The company profile section includes the Zella DC logo, the name 'Zellabox', and the description 'Information Technology & Services' located in 'Osborne Park, Western Australia' with 307 followers. It also mentions 'Edge Micro Data Centres' and provides buttons to '+ Follow' and 'Visit website'. A note indicates 'Clinton works here' and a link to 'See all 9 employees on LinkedIn'.

The left sidebar contains a navigation menu with links to Home, About, Jobs, People, and Ads.

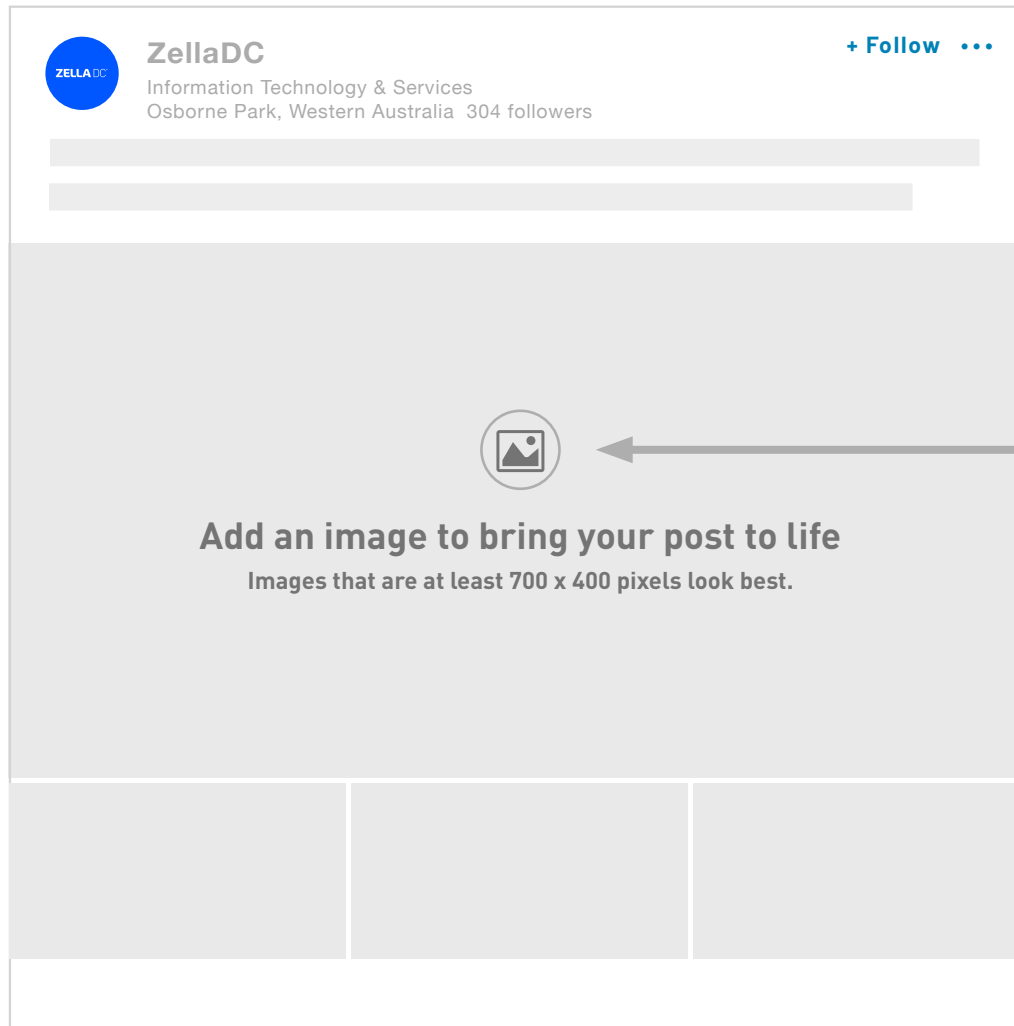
The main content area shows the 'About' section with a description of the challenges businesses face in housing critical ICT infrastructure. Below this is a post from Zella DC, dated 1mo, announcing they are a finalist in the 'Edge Startup of the Year'. The post includes a quote from 'Edge Computing World' and a link to 'See all'.

The right sidebar features an advertisement for 'sunwater' with a profile picture of Cameron and a link to 'Follow'. Below the ad is a 'Similar pages' section listing 'Cloudlyte Inc.', 'Solecular, Inc.', and 'EdgePresence', each with a '+ Follow' button and a 'Show more' link at the bottom.

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.

Style Guide October 2020



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

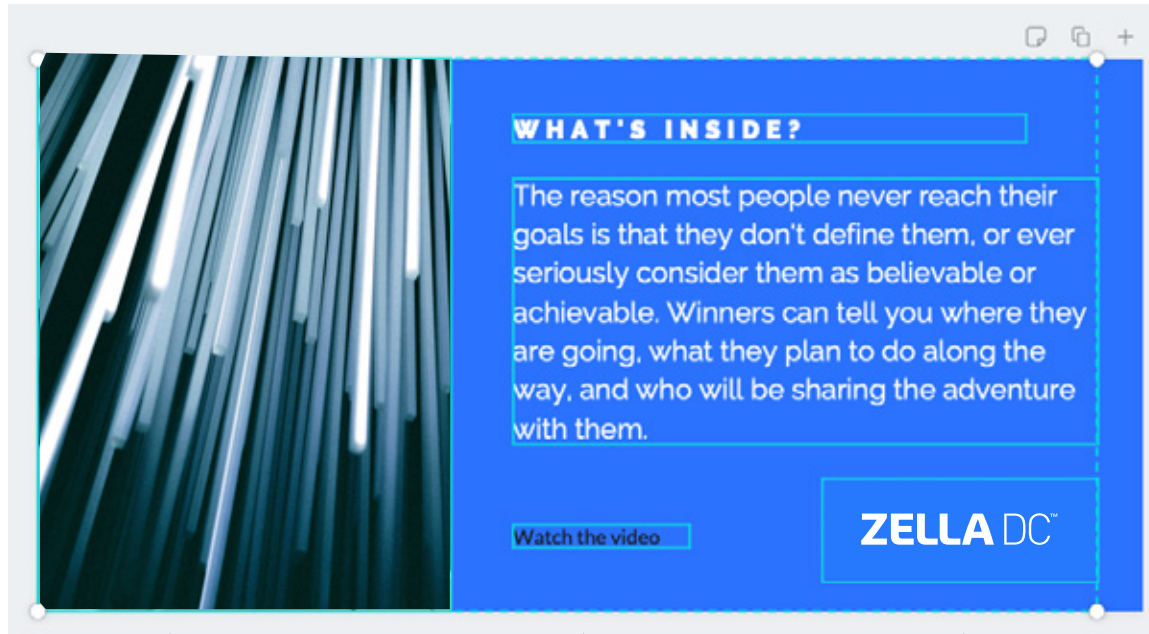
canva.com

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

InstagramPost

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.