zero

Brand Guidelines

v1.0 CW 1.05.2019

zero in on better health care

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about

You don't need
a product strategy.

You need a platform strategy

The Status Quo: **BIG Healthcare**

Legacy health plans are designed on a "one size fits all" model but every employer and every plan member is unique.

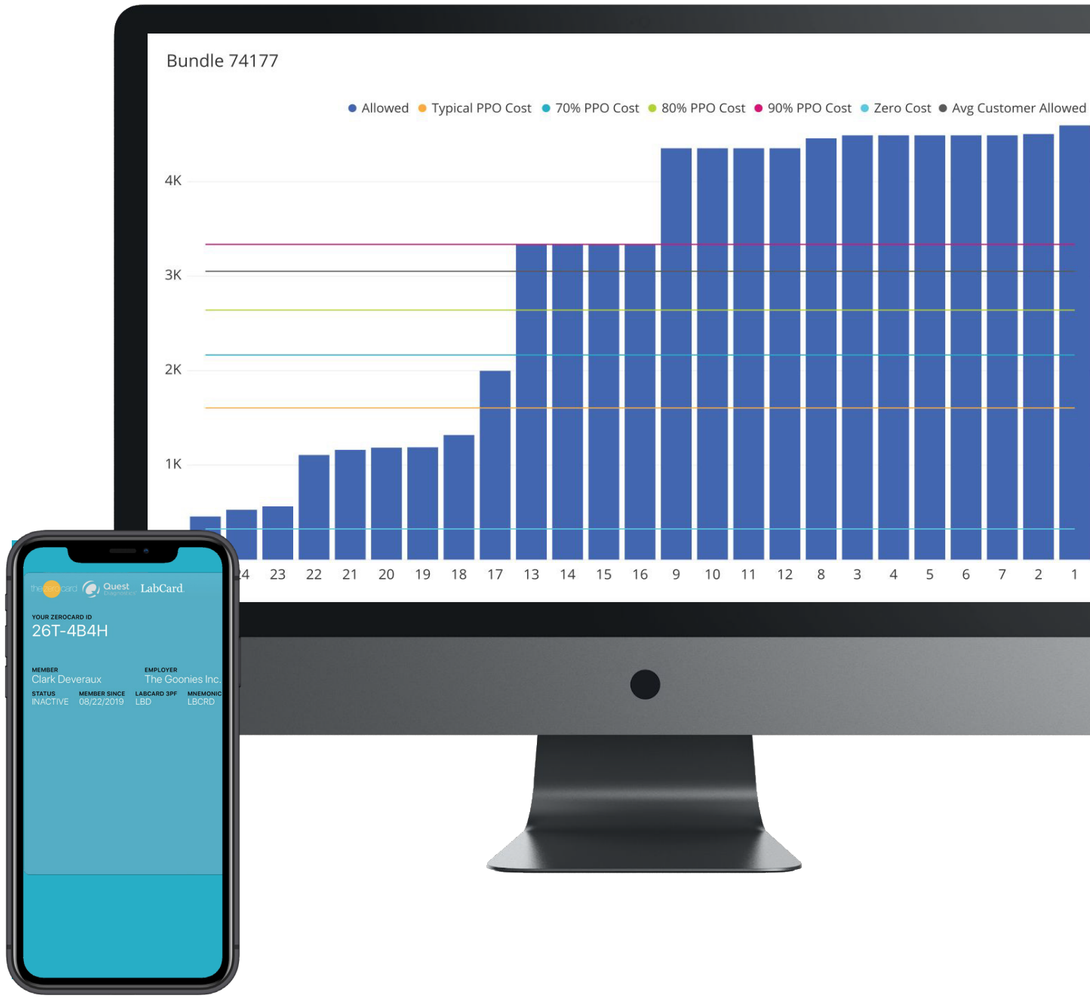
This "universal" approach creates a bloated, broken and **underperforming healthcare** marketplace that is opaque by design and significantly underperforms.

VS

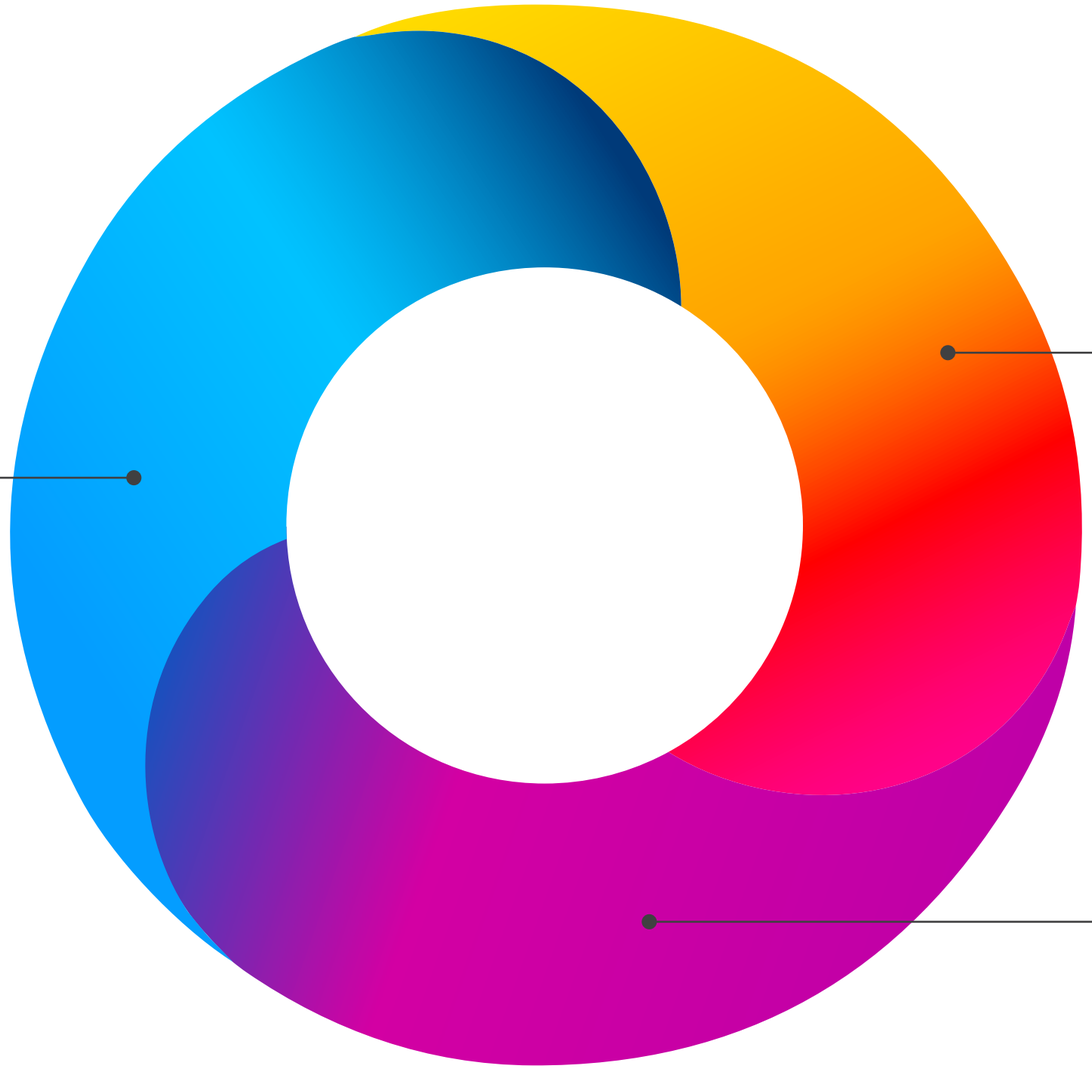
The Zero Card: **Member-First**

Today's plan members demand and deserve a health plan that is easy to understand and even easier to use.

Members expect a platform custom-tailored to their unique needs. A world of smartphones and rideshares has conditioned us to expect **ZERO cost** and **10X the delight.**

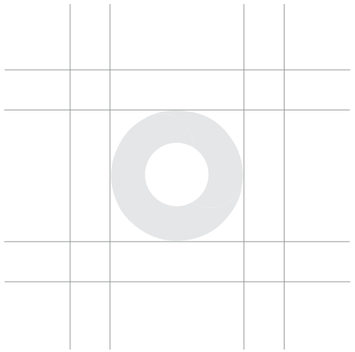


channels



master logo

master logo usage



exclusion zones

Always allow a minimum space around the logo. Spacing around logo is equal to 60% of the height of the letters within the zero logo.

master logo variation

	master logo	master logo - monochrome dark	master logo - black
dark logo			
light logo			
	master logo - combo	master logo - monochrome light	master logo - white

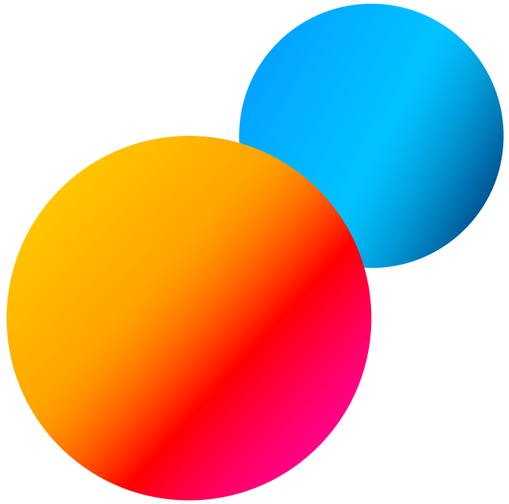
other logo variations

“o” logo

“o” logo - light

“o” logo - dark

brand assets



layerd colorful circular elements
with corporate gradients

“o” by itself

typography

Raleway

light

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz

medium

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz

extra-bold

**AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz**

black

**AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz**

usage

Used for headers and sub-headers. Headers need to be lower-case, sub-headers can have capitalization.

Used for body copy and captions. This font has many variations, including bolded and italics.

thin: AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTUuVvWwXxYyZz

extra light: AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTUuVvWwXxYyZz

light: AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTUuVvWwXxYyZz

medium: AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTUuVvWwXxYyZz

semi-bold: AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTUuVvWwXxYyZz

extra-bold: AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTUuVvWwXxYyZz

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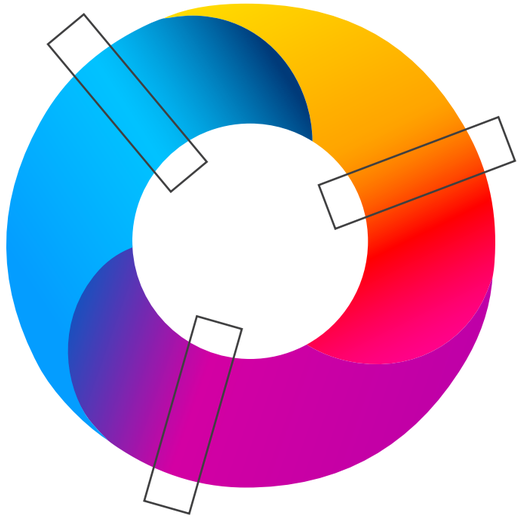
color palette



rasberry	cherry	orange slice	tuscany
#ff008a	#ff0000	#ffa500	#ffe100
0, 96, 5, 0	0, 99, 100, 0	0, 41, 100, 0	2, 7, 99, 0
255, 0, 138	255, 0, 0	255, 165, 0	255, 255, 0

blueberry	eggplant	fuscia	violet
#0059c9	#7c17b9	#e800a9	#d100ad
88, 69, 0, 0	66, 90, 0, 0	12, 92, 0, 0	25, 92, 0, 0
0, 89, 201	124, 23, 185	232, 0, 169	209, 0, 173

blue jeans	ocean	cyan	blue skies
#00397e	#007ec0	#00c5ff	#009eff
100, 87, 23, 9	84, 43, 1, 0	63, 2, 0, 0	69, 31, 0, 0
0, 57, 126	0, 126, 192	0, 197, 255	0, 158, 255

ink black	gunmetal	clouds	white
#00000a	#3f3f40	#e6e7e8	#ffffff
77, 70,62, 86	68, 61, 59, 47	8, 6, 6, 0	0, 0, 0, 0
0, 0, 10	63, 63, 64	230, 231, 232	255, 255, 255

providers

96% rasberry to 69% cherry to 29% orange slice to 0% tuscany. 135˚ angle

employers

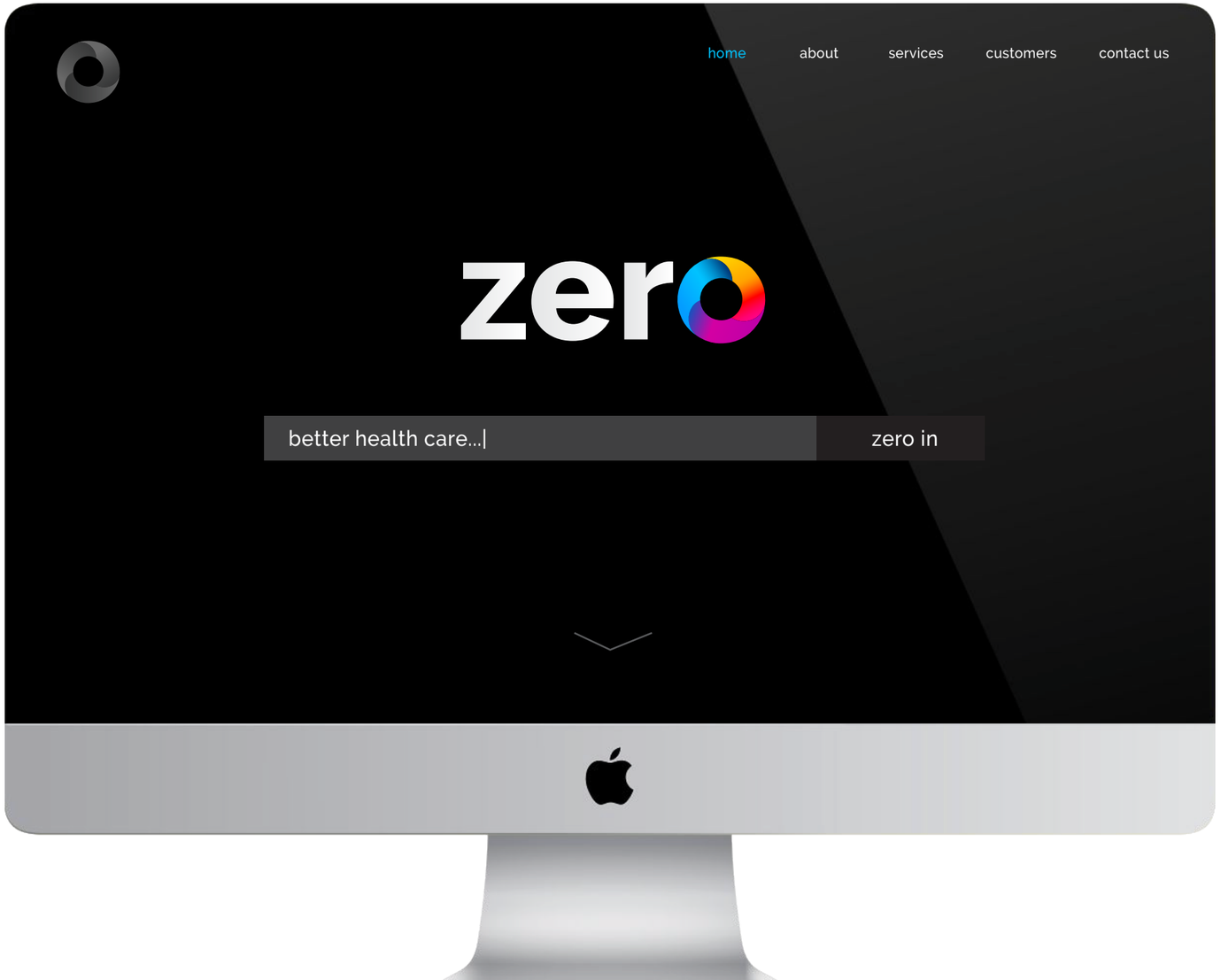
0% blueberry to 27% eggplant to 67% fuscia to 100% violet. - 45˚ angle

members

100% blue jeans to 75% ocean to 33% cyan to 0% blue skies , 135˚ angle

electric
vibrant
fresh
tech-forward

brand application



brand application

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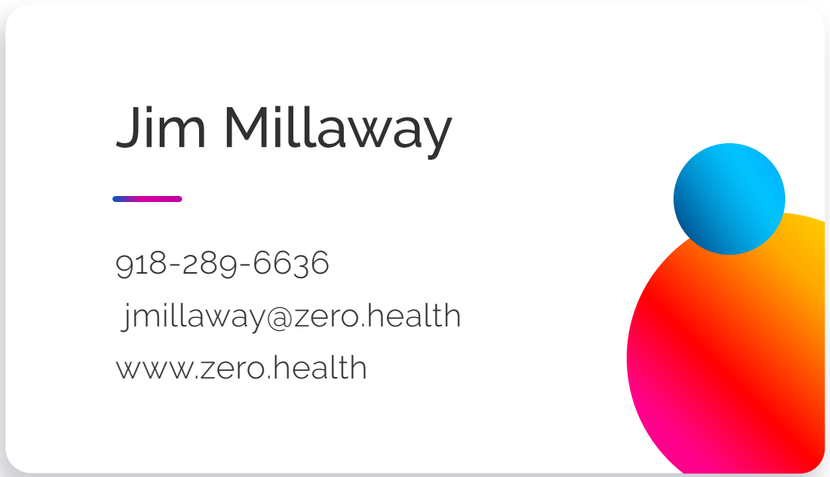
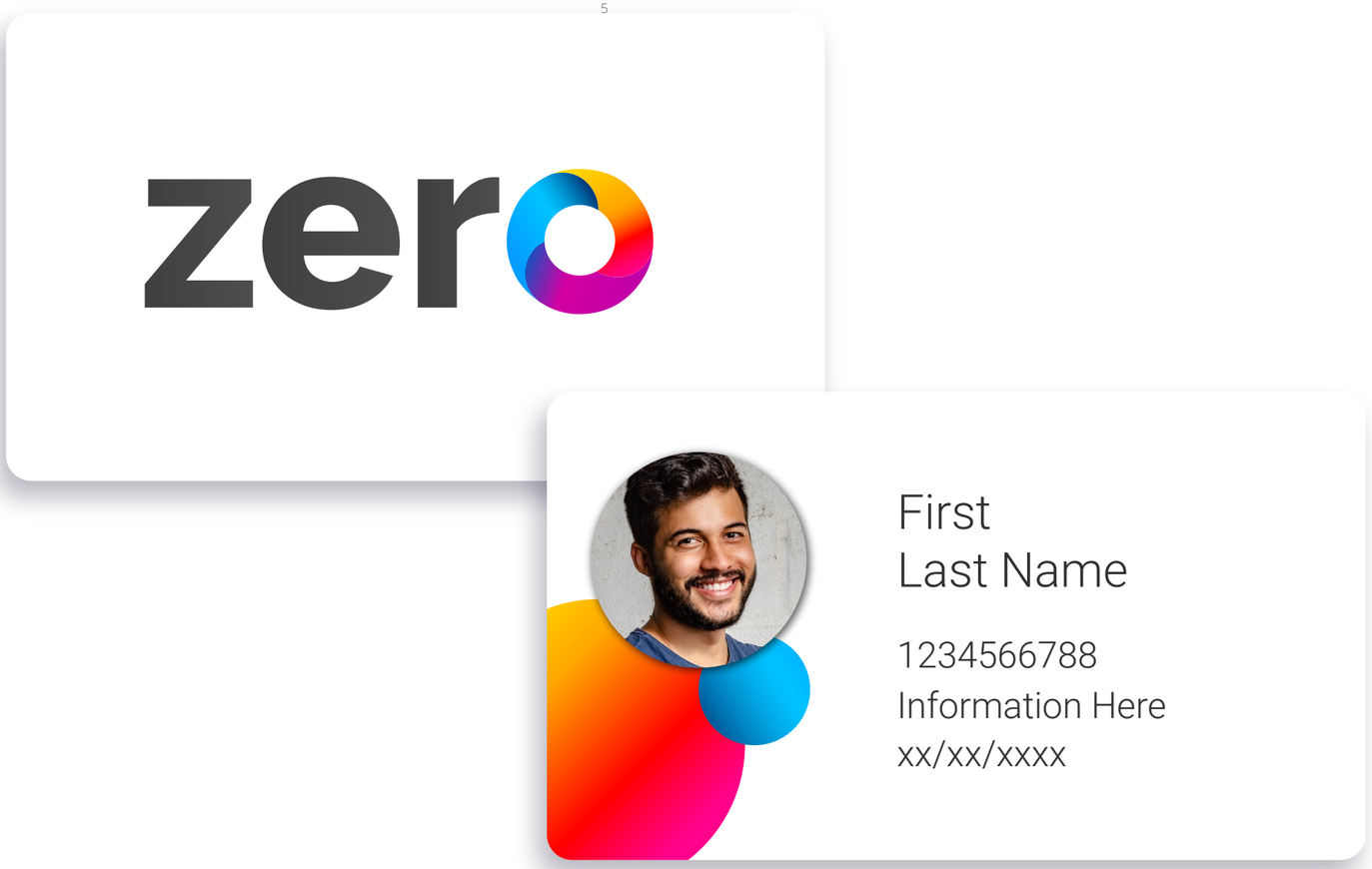


brand application



media contact

Brett Schklar
Marketing

questions?
brett@thezerocard.com

glossary

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

glossary

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

TIFF

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.

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