



Brand Guidelines

Brand mission

Innovation empowers growth.

our mission is to make smart automation reliable, accessible and simple. Hence we strive innovate and empower farmer globally towards sustainable growth.

Brand vision

Growth towards a sustainable world

Empowering farmers worldwide with accessible, simple & reliable sustainable agricultural technology. Driving agriculture industry for a sustainable planet.

Brand essence

From farming to business

Our ambition for every farmer is a life with peaceful nights and further carve ways for them to be able move towards sustainable growth. we come from place of innovation, creation and applying it to agriculture. and so on we lead this mission to empower farmers with tech, evolving agriculture landscape.



Single-line Lockup (Black)

This is the main logo lockup. This lock up is to be used on black background.

			2024
Logo symbol Lockup		This is the exclusion space which is to be maintained for the logo usage.	
Zoop Brand Guidelines	Logo		006



Color Background Usage

This logo lockup is to be used only over coloured background.

	124 px	SICCA 	
	64 px	SICCA 	
	32 px	SICCA 	
Scale This shows the maximum and the minimum size uses of the logo.	16 px	SICCA 	
Zoop Brand Guidelines		Logo	008

	  	   	 	  	
	Only use Black and White for Background colours Don't use other colours in the logo other than the defined ones	Don't stretch or manipulate the logo	Don't pair logo with icons that may be confused as logos	Do not pair the logo line lockup and the logo symbol lockup in one.	

Guidance

Please maintain the following rules while using the branding

#FFFFFFF	#083748 #00AFD9 #44A50A #025124 #FFD737 #252525
Brand Colour	This is the main brand colour. It also document three different hues for different use cases.
Zoop Brand Guidelines	Color 010

Heading font

Readex Pro

Regular

Empowering your agricultural businesses, fostering growth.

use only for heading size of 16pt-32pt

Semi-Bold

Empowering your agricultural businesses, fostering growth.

use only for heading size of 32pt and above

Body font

Read Hat
Display

Regular

Nurturing agricultural entrepreneurs for sustainable business growth.

use only for body size of 10pt-32pt

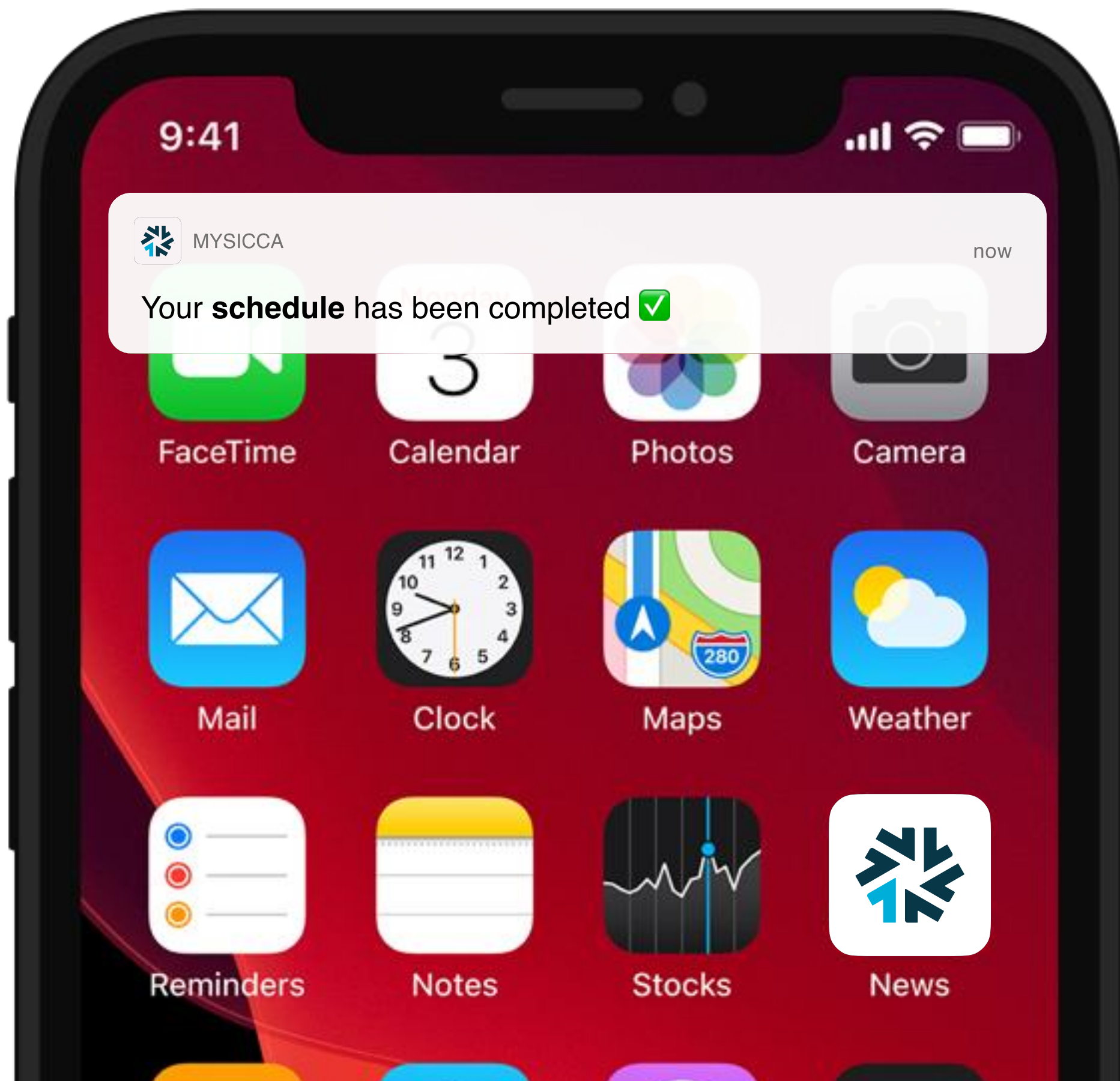
Semi-Bold

Nurturing agricultural entrepreneurs for sustainable business growth.

use only for heading size of 32pt and above

Brand Typography

Gilroy is the main brand font. The following weights of typography is to be used in different cases.



Logo symbol Lockup

This is the main app icon and is to be used only for phone app.

#009DC2 #FFFFFF		#44A50A #FFFFFF	
Brand Palette		This page documents other colours in the branding apart from the main branding colour.	
Zoop Brand Guidelines		Color	011