BRAND OVERVIEW

Our Brand Logo

The meaning behind
the logo mark of Zicon

Zicon
Trading | Consultancy | Insurance

Logo Construction



Elements of the Zicon Logo

Zicon trading, consultancy, and insurance logo features right and left arrows symbolizing progress, innovation, forward movement, adaptability, and reflection on the past. The logo represents Zicon's commitment to guiding clients through dynamic markets with traditional wisdom and forward-thinking strategies for success in an evolving business environment.



About the Logo

Zicon's logo represents trust, progress, innovation, and resilience in navigating the business world. The intertwining arrows not only signify progress and innovation but also reflect the importance of looking back on past experiences to shape a brighter future. It reflects adaptability, forward momentum, core values of expertise, resilience, and growth, symbolizing reliability and excellence in trading, consultancy, and insurance services.

Symbols and Meanings

Zicon
Trading | Consultancy | Insurance

Constructing parts of the Zicon Logo



Arrows

The forward arrow signifies progress, innovation, and growth, while the back arrow represents stability, experience, and reliability in Zicon's logo.



Z - Letter

The letter Z in our logo, besides being the initial letter of our name represents the zenith of our commitment to excellence. Just as the letter Z stands tall at the end of the alphabet, we aim to stand out as a leader in our industry.



Name

Including the business name in the logo strengthens brand identity, enhances recognition, conveys message and values, and boosts memorability in the market.

MSU Green

#173C3A

This color utilizes its deep and sophisticated hue to convey a sense of trust, professionalism, and stability. The dark jungle green exudes a sense of security and reliability, making it an ideal choice for industries where credibility and expertise are paramount. This color creates a visual identity for Zicon that resonates with our target audience and sets us apart as trustworthy and knowledgeable partners in our respective fields.

Persian Green

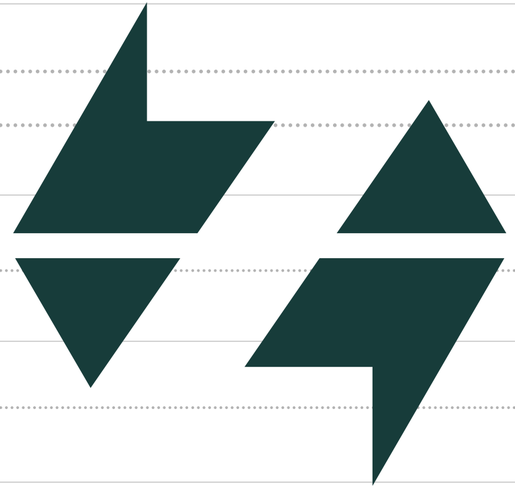
#00B699

This shade of green is often associated with growth, stability, and trustworthiness, making it an excellent option for businesses looking to convey reliability and expertise in their services. In smooth contrast with our primary color, this color, as a secondary color gives Zicon's brand materials a sense of confidence and competence to their target audience.

The Zicon Colors

Our color palette for logo usage

Typography



Zicon

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Our logo font

The logo is designed with the Montserrat font, while the brand typography consists of different fonts apart from those used in the logo.

Poppins Bold for titles

Poppins Bold for Subtitles

Poppins light for long body text

Exclusion Zones



The safe distance to put our logo in

A general rule of thumb is to provide enough white space around the logo equal to the height of the letter Z in the logo. This spacing helps prevent visual clutter and ensures that the logo remains easily recognizable and distinct.

Logo Variations

Logotype

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A light background horizontal logo offers versatility and a clean, professional look across various mediums. It ensures visibility and appeal on websites, business cards, and social media, enhancing brand image and creating a lasting impression.

Icon

Using a logo icon in design enhances brand recognition across various materials like websites, business cards, and social media profiles.

Logo Variations

Logotype

Zicon
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A dark background substitute horizontal logo option allows for better utilization of space and can enhance legibility on various materials like websites, business cards, and signage with darker backgrounds.

Icon

The dark background logo icon option adds a touch of sophistication and elegance, making your logo appear sleek and modern.



Logo Application

The rules on proper logo positioning

When it comes to proper logo positioning, there are a few key guidelines to keep in mind to ensure your branding is displayed effectively. Firstly, the logo should be placed in a prominent and easily visible area where it can be instantly recognized. Avoid cluttered or busy backgrounds that may detract from the logo itself.

Additionally, it is important to maintain proper spacing around the logo to allow it to stand out and not get lost in the design. Make sure there is enough white space or clear background to enhance the logo's visibility.

Furthermore, consider the context in which the logo will be displayed. Whether it is for a website, print material, or merchandise, adjust the sizing and placement accordingly to fit the medium and optimize visibility.

Lastly, consistency is key. Ensure that the logo is positioned in the same way across all platforms and materials to maintain a cohesive brand identity. By following these guidelines, you can effectively showcase your logo and strengthen your brand presence.

Reminders

Rules on logo use to keep in mind



DO NOT change the color.
Use colors in the palette.



DO NOT crop
the logo.



DO NOT add
shadows or
effects.



DO NOT
rotate the
logo.



DO NOT put over
another illustration



DO NOT use tint
or opacity.

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Download the Resources

http://zicontrading.com/brand-resources.html