

# Brand Your Way. Grow Your Way.

ZeBrand gives you everything you need to build a complete brand today. We help all entrepreneurs realize and scale their visions.



We believe that every entrepreneur has  
**a seed of inspiration** for their brand.

# ZeBrand is for every entrepreneur.

We want to give all entrepreneurs access to the right tools that help them scale their visions.

Many who are just starting out don't have access to the branding services necessary to grow. ZeBrand believes in removing the barriers between entrepreneurial vision and creating an impact at scale.

We've built a technology platform that allows you to build brands that cut through noise, communicate with clarity, and make your vision real—from products, interfaces, to communications.

The entrepreneurial voice is what drives commerce and culture today. An individual has never had so much power to change the way people live. From transport to beauty, healthcare to gaming, industries are being transformed by individual ideas and ventures. These are the visions of entrepreneurs like you, made real.

# Build your ZeBrand.

## Re-Imagine

Gather your team and align on how you might re-envision your industry, product, or even the world. Clarify your vision and establish your values. Enter these into ZeBrand.

## Recognize

ZeBrand's proprietary algorithm harnesses its own data to provide you with a ZeBrand Kit unique to you. Starting with your special 'Ze' all the way to typography and colour, it's built to make a connection and enable your brand to be recognized.

## Realize

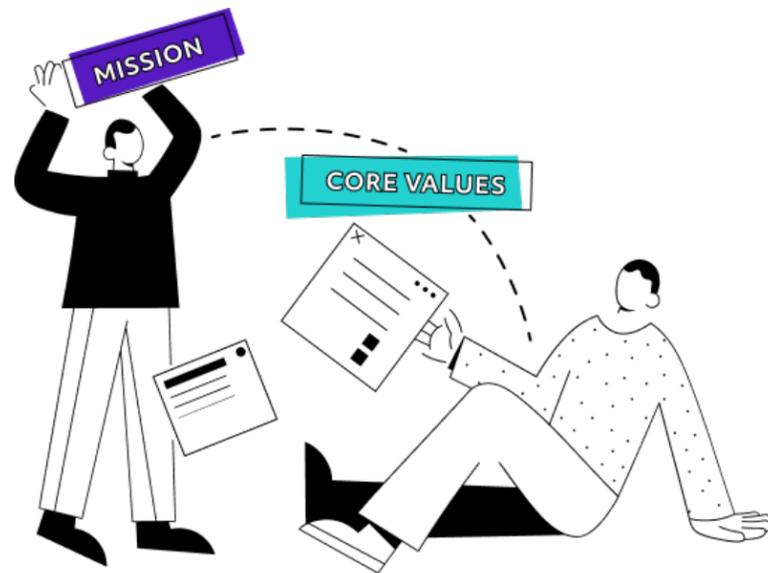
ZeBrand makes your brand real. Download the files, templates, and guidelines that you can use to deploy your brand. Enter these into your website hosting service, brief your product designers, or use them in pitch decks.

## Revolve

Your brand revolves around you. Take control. Log-in anytime to make tweaks to brand elements and evolve the brand as your business grows, your vision shifts, and priorities change.

HOW DOES IT WORK?

# Design your brand in a matter of minutes.



## Step 1. Tell us about yourself

Answer a few quick questions about your business, your mission, and your vision. Our original algorithm will take cues from your answers to generate a ZeBrand Kit that's uniquely tailored to your needs.

## Step 2. Share your ZeBrand Kit

Once you generate your ZeBrand Kit, share it with your greater team to get them aligned on design assets such as font, color, and logo. Better alignment makes for better communication and engagement.

## Step 3. Download assets and access new features

Download your design assets tailored to your brand to start creating beautiful, consistent, branded pieces.

# Everything you need to build a brand at scale.

A logo or site template on its own is not enough to make people buy, invest or join. They don't scale beyond what they're designed for.

ZeBrand Kits do more to help. Our Kits have everything you need to build a brand and scale it in a consistent and impactful way across everything you do, from your site and products to your pitch-deck and business cards.

Most importantly, it starts with your special 'Ze': the special ingredient that makes every brand unique.

## What's in a ZeBrand Kit?

### **Logo:**

Let people know it's you

### **Typeface:**

Add personality to your voice

### **Color:**

Control the mood

### **Photography:**

The right pictures tell a thousand words

### **Mission and Vision:**

Guide your team in the right direction

### **Core Values:**

Know how your brand behaves

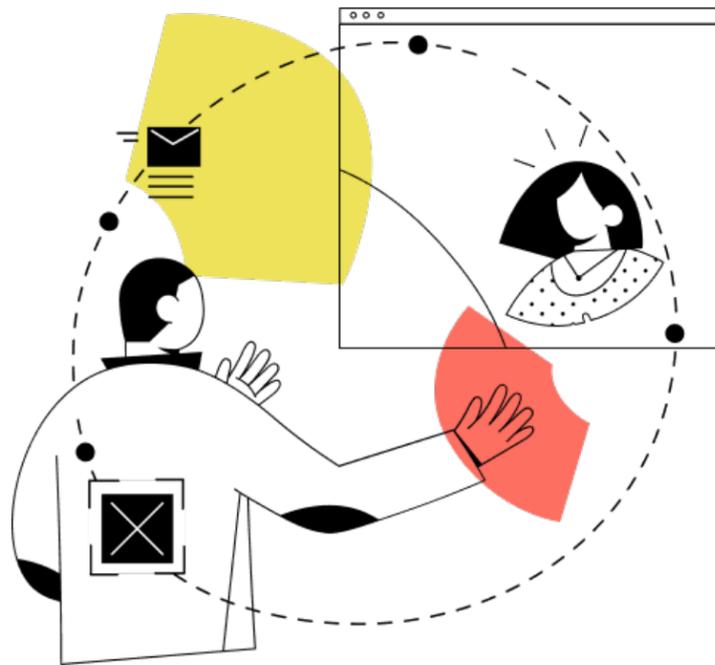
### **Motion:**

Move with a digital world

### **Brand Guidelines:**

To ensure everyone who works on your brand are on the same page

# How to use a ZeBrand Kit:



## **Communicate with Impact**

Adhering to your brand elements ensures a consistent, memorable presence for your audience. Following your ZeBrand Kit for guidance, use your set of brand colors, fonts, and logo for creating new materials such as presentations, pitch decks, posters, newsletters and more.

## **Create Consistency**

The ZeBrand Kit becomes your source of truth when onboarding new team members or outsourcing work to outside collaborators. By having a point of reference, collaborators get a clear understanding of your brand's identity and guardrails to follow. If you make changes to your brand over time, update your ZeBrand Kit and ensure that everyone is referencing the latest and greatest version.

## **Collaborate with Purpose**

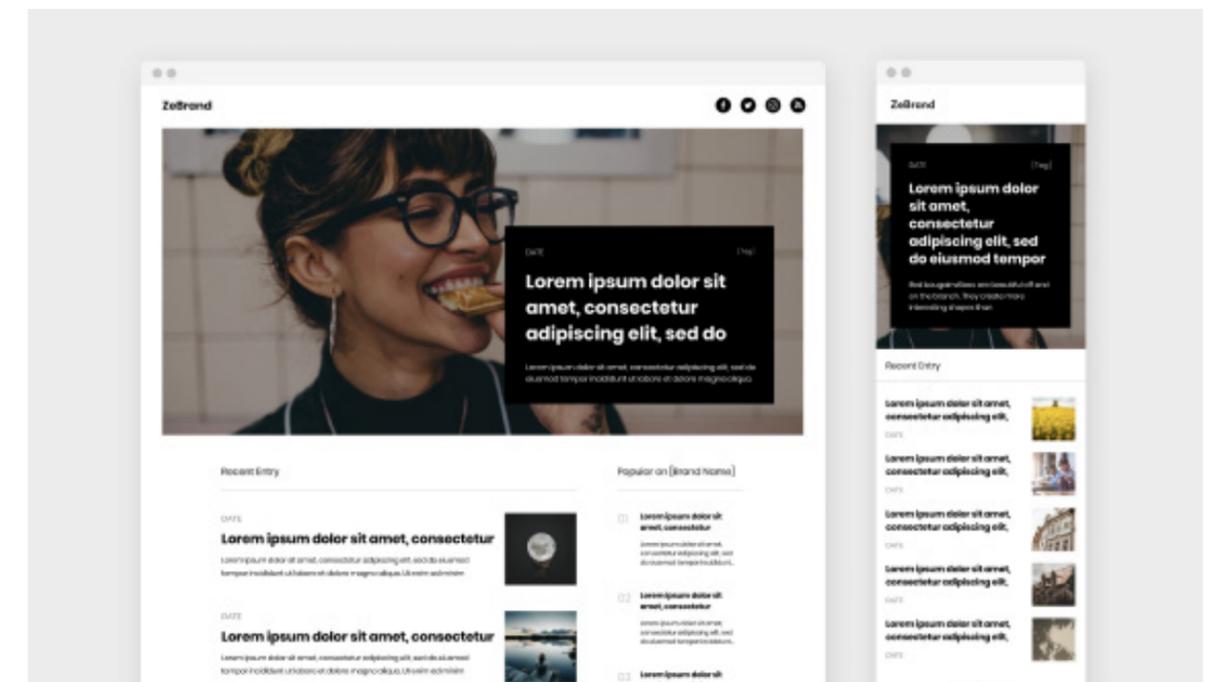
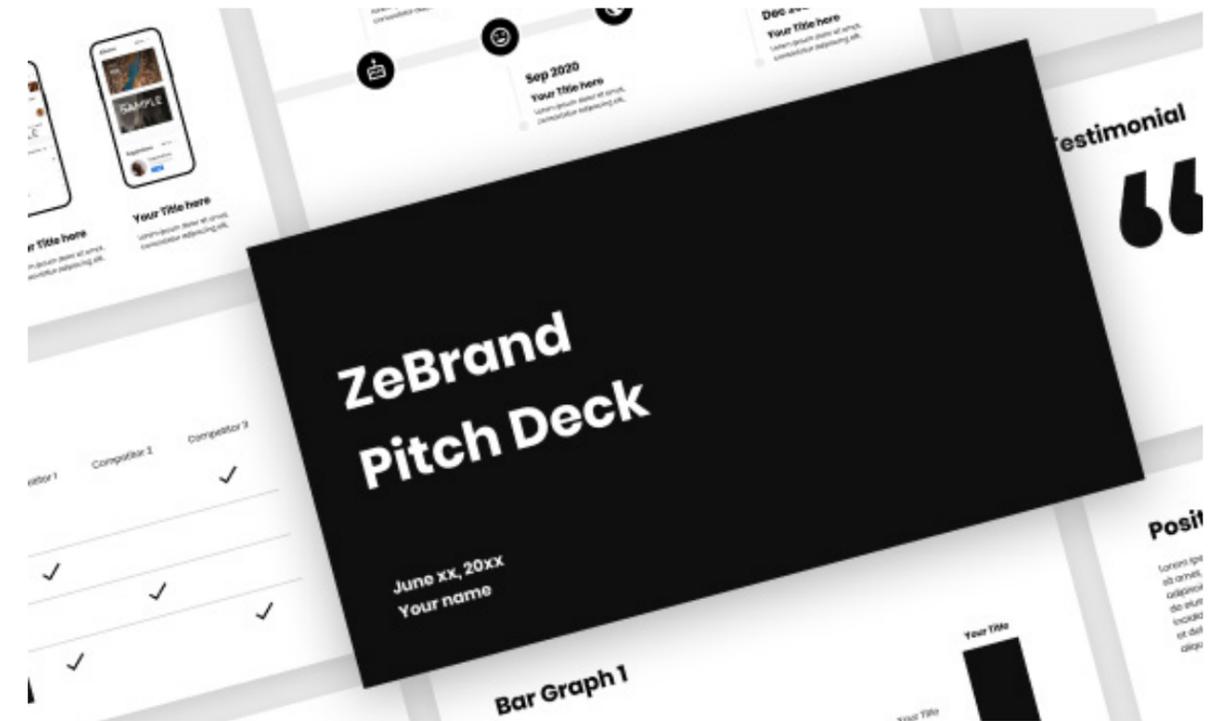
Use ZeBrand to involve your team when creating or evolving your brand identity. Make it a group activity to collectively discuss and answer questions in the process. Once made, use it as an iteration tool to edit, test, and sketch iterations of your brand. Over time, use it as a point of reference to discuss the evolution of your brand.

# Download design assets.

Once your toolkit is made, you will be able to access a library of downloadable assets that build off of your brand elements. Assets include:

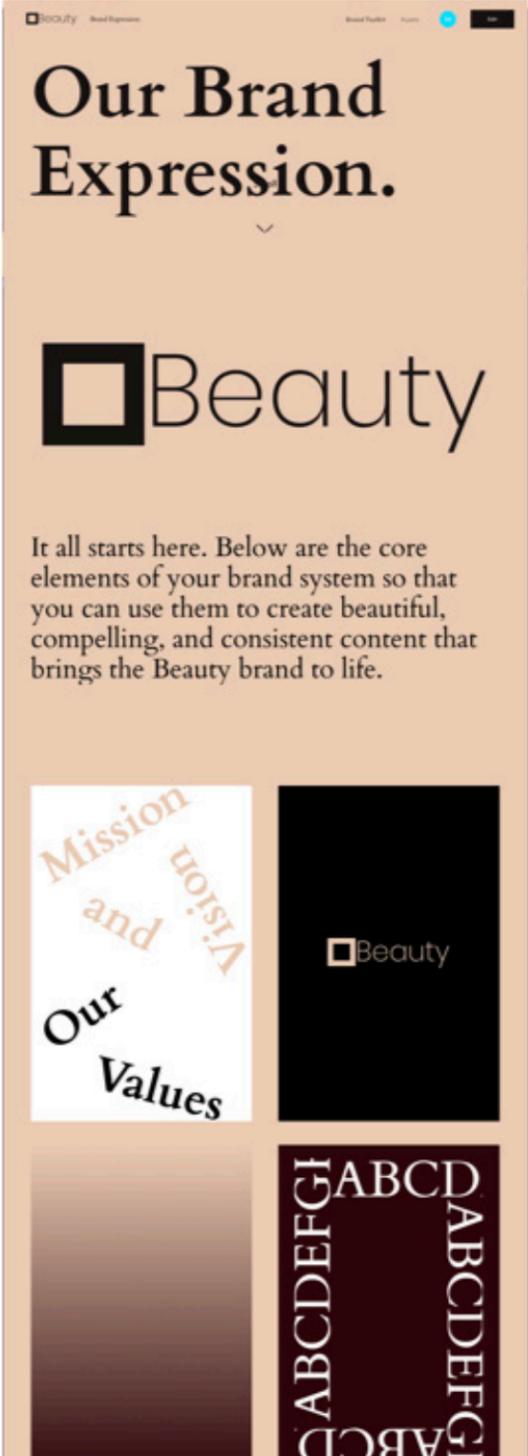
- Logo files & Social icons
- Font files
- Photography library
- Presentation templates
- Web design templates
- Motion GIFs

Your library will grow and populate over time depending on your brand's growth and needs, so check back to see what's new!



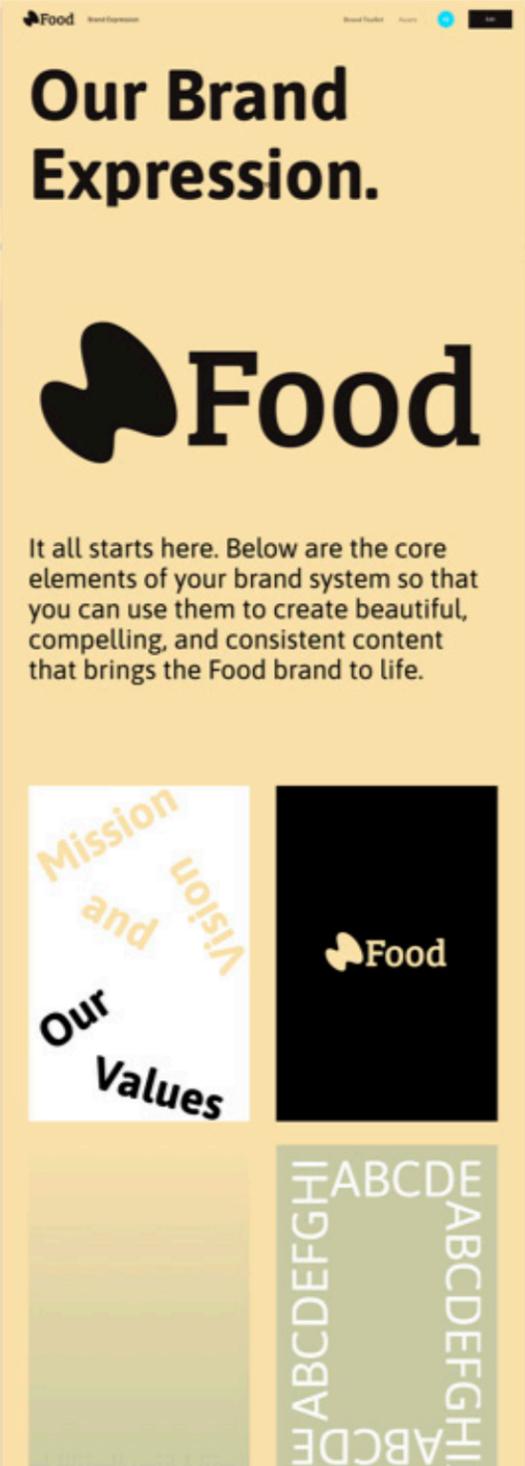
SAMPLE CASES

Our algorithm generates designs that reflect your business and industry needs.



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# Your Vision at Scale

Building a brand is done one step at a time. Hopefully we've helped you take the first step—we're always here to help you take the next.

Get in touch with any questions at:  
[info@zebranding.com](mailto:info@zebranding.com)

# Get started today.

Build your brand and scale your vision at:  
[zebranding.com](https://zebranding.com)