Happiness at work isn't just about feeling joyful. It's about being satisfied with your working relationships, environment, tools, and processes, so that you can do your best work and bounce back when things don't go as planned.

Happy people build great software.
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How to use this guide

Our brand represents the set of values, attributes, and principles that reflect the heart, soul, and spirit of our company.

This is a guide to help us better understand the various elements that make up Zenhub’s brand system. It is designed to be used as a reference document for our visual identity, and to ensure that the brand is used in a way that is professional and consistent. This guide will also assist in communicating our mission and our brand values to our customers, employees, community, and key stakeholders so they connect emotionally with our business.

The following pages will guide you through some of the basic brand identity elements such as logo, typography, color, and illustration, and will provide guidance and general rules for applying these elements across a variety of media types. There are also sections dedicated to our photography, screenshots, and our community mascot.

If you require guidance or have additional questions when developing communication material, please send your questions to marketing@zenhub.com.

We hope you enjoy getting to know our brand better!
WHO WE ARE

We are opinionated optimists.

We help teams build software together, better.
Zenhub is determined to connect code to strategy, while modernizing and automating the software creation experience. We empower developers to see the big picture and build purposefully toward it.

Zenhub allows high-growth, disruptive software teams to level up, so that more of their time and energy can be devoted to what they do best: making better code, faster.

We provide automated agile features that eliminate mundane tasks and remove cross-functional friction, so team members can focus on meaningful work that drives innovation and creates customer value.

Working together, we help our customers build great things. Things that make the world a better place. We help thousands of high-growth companies and open source projects elevate their game.

Because we’re developers ourselves, we’ve built Zenhub with developers’ needs in mind. We think there’s always a better way to build software, and we pride ourselves on providing the industry’s best developer experience.
Who we are

What we stand for, what we value, and what sets us apart.

We value:

**CUSTOMER EMPATHY**
Our highest priority is to satisfy our customers through the early, continuous delivery of valuable software and solutions. We take time to understand our customers’ problems so we can solve them in the most impactful way.

**GROWTH MINDSET**
We believe in a growth mindset and strive for excellence, not perfection. We recognize there is always room for improvement and continuously seek feedback on how we can be better—both as individuals and as a business.

**TEAM INTEGRITY**
We follow through on our commitments. We’re transparent in our work and don’t hesitate to ask for or to offer help. We’re direct and respectful in our communication—caring enough about each other to tackle the tough conversations head-on.

**OWN IT**
We own the challenge, the solution, and the outcome. We don’t wait for others to tell us what to do, or how to do it, and are relentless in the pursuit of our goals.

**EXPERIMENT & ITERATE**
We push the boundaries of what’s possible by continually experimenting with ways to drive better, faster results for our business. We’re not afraid to fail. Instead we learn from it.
Who we are

What we stand for, what we value, and what sets us apart.

Mission & vision

From self-driving vehicles and planetary rovers to artificial intelligence that powers the early detection and treatment of cancer, Zenhub enables the most forward-thinking organizations to engineer a brighter future.

As software projects become more and more complex, the way we manage these projects doesn't have to be. Zenhub's mission is to make managing software projects more transparent, accurate, and simple.
Launched in 2014, Zenhub was born out of our own frustrations between developers and project managers building software in GitHub. We found that engineers were forever borrowing time from coding to update project management tools, meanwhile the product team never felt they had accurate product updates. Inevitably, this led to breakdowns in communication and disappointed customers. It turns out that we were not alone. Collaboration in GitHub was a pain point for development teams everywhere. We set out to build a developer-focused solution with project managers in mind. Today, our product powers thousands of organizations and a community of over 150,000 located in 150 countries around the globe. What started as a simple feature-add for GitHub is now looking to transcend development platforms, with the vision of transforming how teams work and collaborate, anywhere.
Brand voice

From self-driving vehicles and planetary rovers to artificial intelligence that powers the early detection and treatment of cancer, Zenhub enables the most forward-thinking organizations to engineer a brighter future.

ZENHUB IS:

- Welcoming
- Collaborative
- Smart
- Happy
- Transparent

ZENHUB IS NOT:

- Reserved
- Serious
- Corporate
- Impulsive
- Unstructured
The multiplier

The multiplier is a key part of our logo. It is one of our most valuable assets and is synonymous with our vision: enabling the most forward-thinking organizations to engineer a brighter future. It is the tangible symbol of our brand and represents everything we are.

We call the symbol “the multiplier” because our tool enables startup teams to dramatically increase their productivity and velocity, with developers at the center.

The four rounded shapes of the multiplier represent a modern startup organization’s core functions: business, engineering, design, and product.

Zenhub delivers shared clarity and cross-functional visibility and efficiency through agile automation, and is a force multiplier for team productivity.

The multiplier also represents a wildcard operator, reflecting infinite opportunities to create and the limitless potential of code.
Logo

Please reference this folder for the following.

The Zenhub logo is a universal signature we use across all our communications. We want it to be instantly recognizable, so consistency is important—please don’t edit, change, distort, recolor, or reconfigure it.

The logo is composed of the multiplier and a logotype set in a modified version of the Alphapipe font.

It uses a modern font in lower case that is open, friendly, and welcoming and reflects our ambition to make software developers happy.

The multiplier may be used as a pattern or graphic element for design purposes.

Avoid using the full color logo on top of photographs, unless the logo is placed in an area with high contrast.
Exclusion zones

The minimum clear space around the logo is equal to the height and width of the ‘z’ in Zenhub.

The formula shown applies to all sizes and iterations of the logo. This exclusion zone is also applicable to the reverse versions of the logo.
Monochromatic use

The one-color logo should be used only on photographs and when the background color conflicts with the original logo colors.
Logo misuses

Our logo represents the Zenhub brand and values, ultimately reinforcing trust through consistency.

Accordingly, the logo should not be modified or altered in color or composition. Ensure there is adequate space between the logo and surrounding elements.
### Color palette

Color is an essential part of your brand. Use these specified colors to enhance your brand presence and recognition.

Your primary colors are Royal Blue, Electric Teal, Teal, Lime Green, Midnight Blue, and White.

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>HEX</th>
<th>PANTONE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ROYAL BLUE</strong></td>
<td>CMYK 76, 68, 0, 0</td>
<td>HEX 4F57F9</td>
<td>PANTONE TBD U / TBD C</td>
</tr>
<tr>
<td><strong>ELECTRIC TEAL</strong></td>
<td>CMYK 58, 0, 6, 0</td>
<td>HEX 27E0F8</td>
<td>PANTONE TBD U / TBD C</td>
</tr>
<tr>
<td><strong>TEAL</strong></td>
<td>CMYK 62, 0, 21, 0</td>
<td>HEX 44C7D1</td>
<td>PANTONE TBD U / TBD C</td>
</tr>
<tr>
<td><strong>LIME GREEN</strong></td>
<td>CMYK 46, 0, 100, 0</td>
<td>HEX 90e326</td>
<td>PANTONE TBD U / TBD C</td>
</tr>
<tr>
<td><strong>MIDNIGHT BLUE</strong></td>
<td>CMYK 96, 89, 47, 61</td>
<td>HEX 0E1332</td>
<td>PANTONE TBD U / TBD C</td>
</tr>
<tr>
<td><strong>WHITE</strong></td>
<td>CMYK 0, 0, 0, 0</td>
<td>HEX FFFFFF</td>
<td>PANTONE TBD U / TBD C</td>
</tr>
</tbody>
</table>
Color palettes & tints

**Primary**

In addition to the original shade, your primary colors come in 2 added tints each.

Every color in both the primary and secondary palette comes with a #1 version. This is the primary shade and all other numbers are considered tints.

Note: The exception to this is White, Gray 1, and Gray 2.
Color palettes & tints

Secondary

Your secondary colors are Magenta, Lavender, Navy Blue, and Ocean Green.

Similar to the primary colors, your secondary colors come in 3 additional tints each.

The secondary palette and its tints should be used to complement the primary palette but should not be used for text.
Color application

Background colors

When choosing a background color for any branded composition, whether it be digital or print, please keep these designated colors and their ratios in mind.

50%
Primary background color for an edgy look that taps into dark mode.
Best when used on content that is more targeted towards developers, progress, and innovation.

30%
Dark secondary background colors for when visual hierarchy is needed.
Light secondary background colors for content that involves large bodies of text for best legibility. (i.e., Reports, Terms & Conditions, Privacy Policies, Blog Posts, etc.) or content that is more targeted towards project managers, functionality, and ease.

15%
Tertiary background colors for sporadic highlighted use (i.e., CTA sections, pop-ups, print covers, etc.).

5%
Quaternary, for needed variation.
Color application

Text over backgrounds

When placing text over one of the designated background colors, please refer to these pages to ensure that all type is legible on top of backgrounds.

Use Gray 1 or Gray 2 over Midnight Blue backgrounds.

Same goes for subheads

Use Gray 1 or Gray 2 for body copy that goes over Midnight Blue backgrounds. And in instances where callouts are needed, you can use either Royal Blue, Electric Teal, Teal, or Lime Green to highlight it.

Use Gray 1 or Gray 2 over Navy Blue 4 backgrounds.

Same goes for subheads

Use Gray 1 or Gray 2 for body copy that goes over Navy Blue 4 backgrounds. And in instances where callouts are needed, you can use either Royal Blue, Electric Teal, Teal, or Lime Green to highlight it.

Use Gray 1 or Gray 2 over Ocean Green 4 backgrounds.

Same goes for subheads

Use Gray 1 or Gray 2 for body copy that goes over Ocean Green 4 backgrounds. And in instances where callouts are needed, you can use either Electric Teal, Teal, or Lime Green to highlight it.
Color application

Text over backgrounds

When placing text over one of the designated background colors, please refer to these pages to ensure that all type is legible on top of backgrounds.

Use Royal Blue or Midnight Blue over White backgrounds.

Same goes for subheads

Use Midnight Blue for body copy that goes over White backgrounds. And in instances where callouts are needed, you can use either Royal Blue or Teal to highlight it.

Use Royal Blue or Midnight Blue over Gray 1 backgrounds.

Same goes for subheads

Use Midnight Blue for body copy that goes over White backgrounds. And in instances where callouts are needed, you can use Royal Blue to highlight it.

Use Royal Blue or Midnight Blue over Gray 2 backgrounds.

Same goes for subheads

Use Midnight Blue for body copy that goes over White backgrounds. And in instances where callouts are needed, you can use Royal Blue to highlight it.
Color application

Text over backgrounds

When placing text over one of the designated background colors, please refer to these pages to ensure that all type is legible on top of backgrounds.

Use Gray 1 or Gray 2 over Royal Blue backgrounds.

Same goes for subheads

Use Gray 1 or Gray 2 for body copy that goes over Royal Blue backgrounds. And in instances where callouts are needed, you can use either Electric Teal or Lime Green to highlight it.

Use Royal Blue or Midnight Blue for sub-subheaders

Use Royal Blue or Midnight Blue over Teal backgrounds.

Same goes for subheads

Use Midnight Blue for body copy that goes over Teal backgrounds. And in instances where callouts are needed, you can use Royal Blue to highlight it.
Color application

Text over backgrounds

When placing text over one of the designated background colors, please refer to these pages to ensure that all type is legible on top of backgrounds.

Use Gray 1 or Gray 2 for body copy that goes over Navy Blue backgrounds. And in instances where callouts are needed, you can use either Electric Teal, Teal, or Lime Green to highlight it.

Use Gray 1 or Gray 2 for body copy that goes over Ocean Green backgrounds. And in instances where callouts are needed, you can use either Electric Teal, Teal, or Lime Green to highlight it.

Use Gray 1 or Gray 2 for body copy that goes over Lavender 4 backgrounds. And in instances where callouts are needed, you can use either Electric Teal, Teal, or Lime Green to highlight it.
Color combinations

When creating compositions over top of any of the designated background colors, please refer to these approved color combinations.

Feeling stuck? Browse through this Brand Guideline and observe how all the elements work together to form a cohesive brand. Try your best to replicate the styling to maintain the integrity of the brand.
Color combinations

When creating compositions over top of any of the designated background colors, please refer to these approved color combinations.

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Gradients

Gradient best practices

Gradients are used throughout the Zenhub brand to represent the transformative software Zenhub helps developers create and the magic of collaboration between individuals.

To maintain the integrity and power of the gradients, use them sparingly and intentionally for best impact. Use them within pill shapes in illustrative/graphic compositions (1), but never as full bleed backgrounds.

Gradients should be ideally composed of two different colors. It can be two colors that are different from the background they’re on (2), or one color and the background color to give the effect of blending into the background (3).

When blending into the background, three colors can be used, but only if the middle color feels like it could naturally occur between the two other colors (4).
Gradients

Approved gradients

When choosing a gradient for your branded composition, please refer to these approved gradients.

Because of the large primary and secondary palette with its many tints and tones, there may be some gradient combinations that aren’t represented on this page. When creating your own gradient, please refer to both the Color Combinations pages and the Gradient Best Practices page in this document.
Graphic elements

As part of Zenhub’s visual identity, we’ve created a system of playful and expressive graphic elements inspired by interconnection and innovation. Your graphics are composed of two main types:

The pill shape

The pill shape is inspired by the shapes that make up the multiplier and the idea that there is strength in collaborating through connection. The places where people and ideas intersect is where the magic happens.

Coding symbols

The coding symbols are simplified, geometric symbols that are inspired by the developers at the heart of software development. They include the multiplier, the slash, the curly braces, the hash, and the chevrons.

Going forward, make sure that any new graphics or illustrations match the intended aesthetic.

In the next section, you’ll learn how to use these graphics in different ways across various compositions.
Graphics usage

Your graphics can be used in various ways to allow for versatility within your brand’s graphic language.

The pill shapes can be used on their own at larger scales (1) or overlapping within a pattern (2). The coding symbols can be used on the top layer of a graphic/illustration (3) or on their own to add a more subtle decorative element in compositions (4).

Using the same geometric language, simple yet expressive illustrations can also be represented in compositions (5). As with the pills, shapes can be filled in or not, overlapping shapes can create other shapes, and these can be colored in solid or using a gradient.
Pattern

Inspired by connection, collaboration, and code, your pattern is an important part of your visual identity. Zenhub’s pattern comes in four different variations:

- Outlines without Coding Symbols
- Outlines with Coding Symbols
- Outlines and Gradients without Coding Symbols
- Outlines and Gradients with Coding Symbols

In the next section, you’ll learn how to use this pattern in different ways across various compositions.
Pattern usage

Your pattern comes in two different color variations to be used against your primary and secondary background colors, and one color option for tertiary and quaternary background colors. An example of these variations can be found on the right (1). When looking through your brand assets folder, the file name will help indicate the intended color usage.

The pattern can be scaled up or used as is. Depending on the scale and color usage, the pattern can serve as a decorative background element (2) or a bold graphic in the forefront (3).

Make sure that if you use it as a background, the content in front remains legible.
Pattern usage

Because of Zenhub’s large primary and secondary palette, there may be some color combinations not supplied. When creating your own pattern, please follow these pattern creation best practices.

In total a pattern should be comprised of three to four colors, including the background color. It is best to first choose your background color, then either one or two complementary colors, and lastly a highlight color.

For help choosing the right colors for your pattern, refer to both the Color Combinations pages and the Approved Gradients page in this document.
Iconography

A system of icons has also been created in the style of Zenhub’s dynamic visual language. To the right, you will see some of the icons and their meanings. Your icons have been supplied in two different colorways: optimized for dark backgrounds and optimized for light backgrounds. As well as optimized for larger scale use and smaller scale use.

An icon should use at least two colors in any of these combinations:

• Two different stroke colors.

• A two-color gradient within a shape. The gradient has to be a different color that the stroke color and the other color has to match the background to keep the design minimal and legible at smaller scales.

Going forward, make sure that any icons match the intended aesthetic.

Check our Icon Library folder here.
Primary brand font

Zenhub typeface is set in Graphik, shown on this page.

The Graphik Font Family can be used with endless possibilities. We recommend following these standards:

Headings:
Graphik Semibold, in the color Zenhub Midnight Blue or inverted in White, is used for main headings at a large size.

Subheadings:
Graphik Medium, in the color Zenhub Midnight Blue or inverted in White, is used for subheadings at a medium size.

Body copy:
Graphik Regular, in the color Zenhub Midnight Blue, is used for all body text at a smaller size (depending on application).

Additionally, Graphik Italic and Bold Italic are used sparingly to highlight or emphasize particular words and phrases within Zenhub content. Content should be written using sentence casing; this includes headlines, except for blog titles.
Type scale

The Zenhub typographic scale has different weights and styles to lay out responsive compositions for both desktop and mobile, as well as supporting our Zenhub brand narrative, voice, and tone.

Productivity management for software teams

Productivity management for software teams

Productivity management for software teams

Productivity management for software teams

Productivity management for software teams.

“"

Productivity management for software teams.

Productivity management for software teams.
Web substitute

Roboto is the web-safe font to use on all headlines and text when Zenhub’s brand font is not available (Google Docs, slides, etc.). Roboto Font Family is available to download on this link.
Typography misuses

Typography styles have been created for optimized legibility and to meet accessibility standards. Maintain brand standards by avoiding these misuses.

- **DO NOT KERN TEXT TOO TIGHTLY OR LOOSELY AND DO NOT STRETCH TYPE**
  - This type is kerned inappropriately.

- **DO NOT ADD DROP SHADOWS TO TYPE**
  - This is Graphik Regular with a drop shadow.

- **AVOID CENTERED OR RIGHT-ALIGNED TYPE**
  - This text content is right aligned.

- **AVOID LOOSE OR TIGHT LINE SPACING MEASURES**
  - The line spacing on this text is 200%.

- **AVOID HYPHENATION IN GENERAL, ESPECIALLY IN HEADLINES**
  - This headline is hyphenated.

- **AVOID RUNTS (WORDS BY THEMSELVES ON A LINE)**
  - Don’t leave widows in text.

- **DO NOT USE MORE THAN 1 OR 2 TYPE STYLES IN CLOSE PROXIMITY**
  - *Too many* type STYLES in a *layout.*
Zenhub brand name in copy

When using Zenhub in written communications, Zenhub should be treated as a proper noun, with a capitalized Z.

For URLs, simply use zenhub.com written in lowercase. Never include “www.” and never break the URL across two lines.

When the URL is at the end of a sentence in body copy, the period following it should be in the same colour and weight as the text preceding the URL, with the exception of call-to-action communications where the URL is on its own. When the URL is at the end of a sentence in a headline, do not add a period or change the weight of the URL.
Photographic style

We use photography to personify Zenhub. It makes us relatable. We’re able to create metaphors through photography, and turn complex product features into easy reads.

Imagery is bright and natural and reflects happy customers or team members. Images should feel authentic and not posed. Zenhub is all about being real and not taking ourselves too seriously. And remember, everyone is a customer. It’s important to be inclusive when selecting models.

Contact marketing@zenhub.com if you’re looking for appropriate stock photography.

#happy  #natural  #authentic  #real
Product screenshots

We use product screenshots when speaking to our current product offerings. Opposed to relying on a metaphoric narrative, we felt that referencing the physical product would help these educational moments make more sense.

Feel free to use unaltered screenshots for instructional purposes. Please don’t superimpose graphics, change the way our products look, or include any user information in your screenshots. You can annotate as long as the annotations are clearly distinct from the original screenshot. You can find our screenshots in our press kit.

Check out our Press Kit page and explore our product screenshot section.
Find your dev team’s happy place