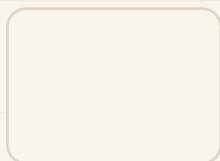


Brand kit

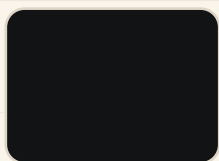
Wordmark, color tokens, typography pairings, and editorial voice guidelines for partners and press.



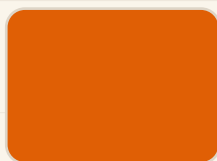
*Zero manual coordination.
Human strategy.*



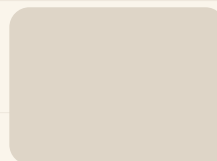
BG
#FAF5EB



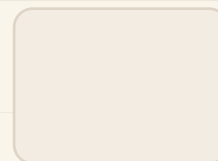
INK
#111314



ORANGE
#E05F05



LINE
#DED5C7



SURFACE
#F2ECE2

BRAND SYSTEM

Core identity

- ZeroMan.ai is the agentic operating system for Consumer Goods supply chains.
- Use the primary line: Zero manual coordination. Human strategy.
- Use the stage language with discipline: early-stage, being designed and built, no implied customer/certification/deployment claims.

BRAND SYSTEM

Logo system

© ZeroMan.ai



© ZeroMan.ai

- Primary mark: target icon plus ZeroMan.ai wordmark.
- Use horizontal wordmark for headers, decks, and co-published pages.
- Use icon mark for avatars, favicons, social tiles, and small UI surfaces.
- Maintain clear space equal to the icon diameter around all sides.

BRAND SYSTEM

Color system

Background
#FAF5EB

Surface
#F2ECE2

Ink
#111314

Muted
#5E5A54

Orange
#E05F05

Line
#DED5C7

- Warm ivory background anchors the editorial operating-system feel.
- Near-black ink carries headlines and wordmark usage.
- Orange is an accent for emphasis, links, active states, and annotations.
- Muted stone and line tokens create quiet structure without heavy chrome.

BRAND SYSTEM

Typography system

- Display: a high-contrast editorial serif for thesis-led headlines.
- Interface: a modern sans-serif for body, navigation, forms, and UI labels.
- Technical: a mono family for metadata, layers, version labels, and decision IDs.
- Font files are not bundled; use licensed fonts or the CSS fallback stack included in the kit.

BRAND SYSTEM

Editorial voice

- Operator-grade, precise, architectural, and honest about stage.
- Prefer verbs such as sense, decide, optimize, govern, execute, learn.
- Avoid inflated claims: do not imply production deployments, customers, certifications, autonomous replacement of leadership, or guaranteed outcomes.
- Default message: remove manual coordination so humans can focus on strategy, policy, and exceptions.

BRAND SYSTEM

Partner usage

- Use ZeroMan.ai as a proper noun with the exact capitalization.
- Use Consumer Goods with capital C and G when referring to the market focus.
- For co-published materials, keep the stage disclaimer visible near product or capability claims.
- When translating, preserve governance and early-stage qualifiers rather than making claims more absolute.