

zeroshell.dev

BRAND GUIDELINES & PRESS KIT

01 · LOGO

The mark

A slashed zero followed by a terminal cursor: **zero** plus **shell** in one sign. The slashed zero is how terminals and monospace fonts tell zero from the letter O; the cursor is the prompt waiting for input. The wordmark is set in Space Grotesk Bold, with **.dev** in Medium.



Horizontal · primary · on dark



Horizontal · on light



Stacked · on dark



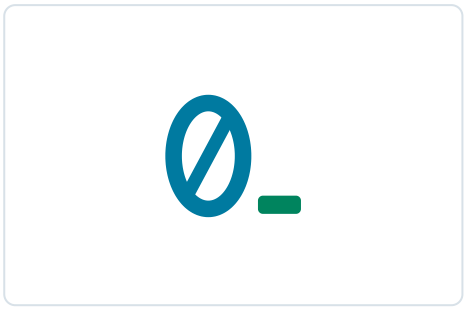
Stacked · on light

Symbol, icon and one-colour versions

Use the symbol alone where the name is already visible or space is tight. The app icon places it on a graphite tile; the favicon version enlarges it so it stays legible at 16 px. Use the white or black one-colour versions when colour printing or contrast is not available.



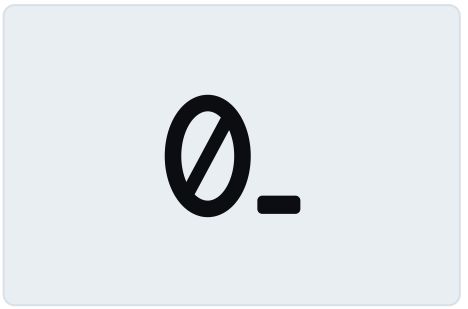
Symbol · on-dark



Symbol · on-light



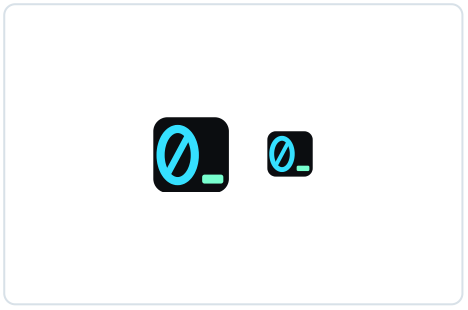
Symbol · white



Symbol · black



App icon



Favicon (32 / 16 px)



Horizontal · white



Horizontal · black

Palette

The same tokens as the website. Neon and Mint are for dark backgrounds; on white use Deep cyan, Deep mint and Slate, which keep at least 4:1 contrast.

Neon
#35E0FF
RGB 53, 224, 255
Primary accent, the zero

Mint
#78FFCF
RGB 120, 255, 207
Cursor, secondary accent

Graphite
#0B0D10
RGB 11, 13, 16
Background

Panel
#12161B
RGB 18, 22, 27
Surfaces

Ice
#DFF3FF
RGB 223, 243, 255
Text on dark

Ice dim
#7FB8D6
RGB 127, 184, 214
.dev, secondary text

Deep cyan
#007AA0
RGB 0, 122, 160
The zero on light backgrounds

Deep mint
#00845E
RGB 0, 132, 94
Cursor on light backgrounds

Slate
#4B6475
RGB 75, 100, 117
.dev on light backgrounds

Typefaces

Space Grotesk

Headings and the wordmark. Bold (700) for **zeroshell**, Medium (500) for **.dev**. Always lowercase.

SIL Open Font License 1.1

DM Sans

Body text and interface copy, Regular (400) and Medium (500).

SIL Open Font License 1.1

Write the name as **zeroshell.dev**, all lowercase and with the domain, or **zeroshell** where the domain is clear from context. Never "ZeroShell" or "Zeroshell".

Clear space, size and misuse

Clear space: keep free space around the logo at least equal to the height of the zero's inner counter (about half the symbol height). **Minimum size:** horizontal logo 120 px / 25 mm wide; stacked logo 64 px / 15 mm wide; below 32 px use the favicon file, not a scaled-down symbol.



Dashed area: minimum clear space

- ✕ Do not recolour the logo outside the palette, or swap the zero and cursor colours.
- ✕ Do not add shadows, gradients or glows to the files.
- ✕ Do not retype the wordmark in another font or capitalise it.
- ✕ Do not stretch, skew, rotate or outline it.
- ✕ Do not use the on-dark version on light backgrounds, or the reverse.
- ✕ Do not separate the cursor from the zero or animate it in a way that hides the zero.

What is in the kit

`logo/*.svg`	Horizontal and stacked logo: on-dark, on-light, white, black. Vector, text converted to outlines.
`symbol/zeroshell-symbol-*.svg`	Symbol alone, transparent background, same four variants.
`symbol/zeroshell-app-icon*.svg`	App icon on graphite: rounded tile, and full square for platforms that apply their own mask.
`symbol/zeroshell-favicon.svg`	Enlarged symbol for 16–48 px.
`png/logo/`	Horizontal at 128 and 256 px height, stacked at 800 and 1600 px width, transparent.
`png/symbol/`	Symbol at 512 and 1024 px, transparent.
`png/icon/`	App icon 256/512/1024, square 180 (touch icon) and 1024, favicon 16/32/48/192/512.
`zeroshell-favicon.ico`	16, 32 and 48 px in one file.
`zeroshell-brand-guidelines.pdf`	This document.

Contact for brand questions: private@zeroshell.dev