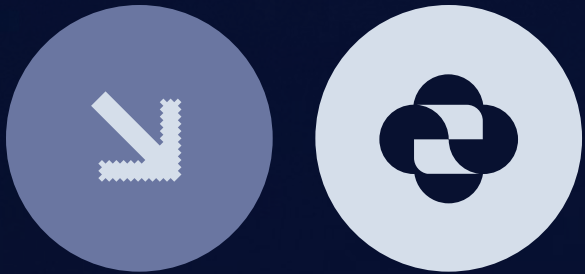


Brand Guidelines⁽⁹⁹⁾





Welcome to the Visual Identity of ZkCloud ≡

ZkCloud

General sections

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<div>↘</div>	<div>02.0</div>	<div>Section 2</div> <div>Communication Identity</div> <div>(4pages)</div>	<div>↘</div>	<div>07.0</div>	<div>Section 7</div> <div>Illustration</div> <div>(3pages)</div>	
<div>↘</div>	<div>03.0</div>	<div>Section 3</div> <div>Our logo</div> <div>(29pages)</div>	<div>↘</div>	<div>08.0</div>	<div>Section 8</div> <div>Brand in action</div> <div>(7pages)</div>	
<div>↘</div>	<div>04.0</div>	<div>Section 4</div> <div>Colors</div> <div>(10pages)</div>				
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01.0

Introduction

≈ ZkCloud is the first universal proving infrastructure for ZK. Generate ZK proofs for any proof system at a fraction of the cost. Fast, cheap, and decentralized

Our brand embodies technical excellence and mathematical precision, ensuring reliability and versatility in blockchain technology.

Brand essence

The core elements of our brand, including the logo, typography, and color palette, are deeply connected to ZkCloud's mission, highlighting our commitment to innovation and data protection.

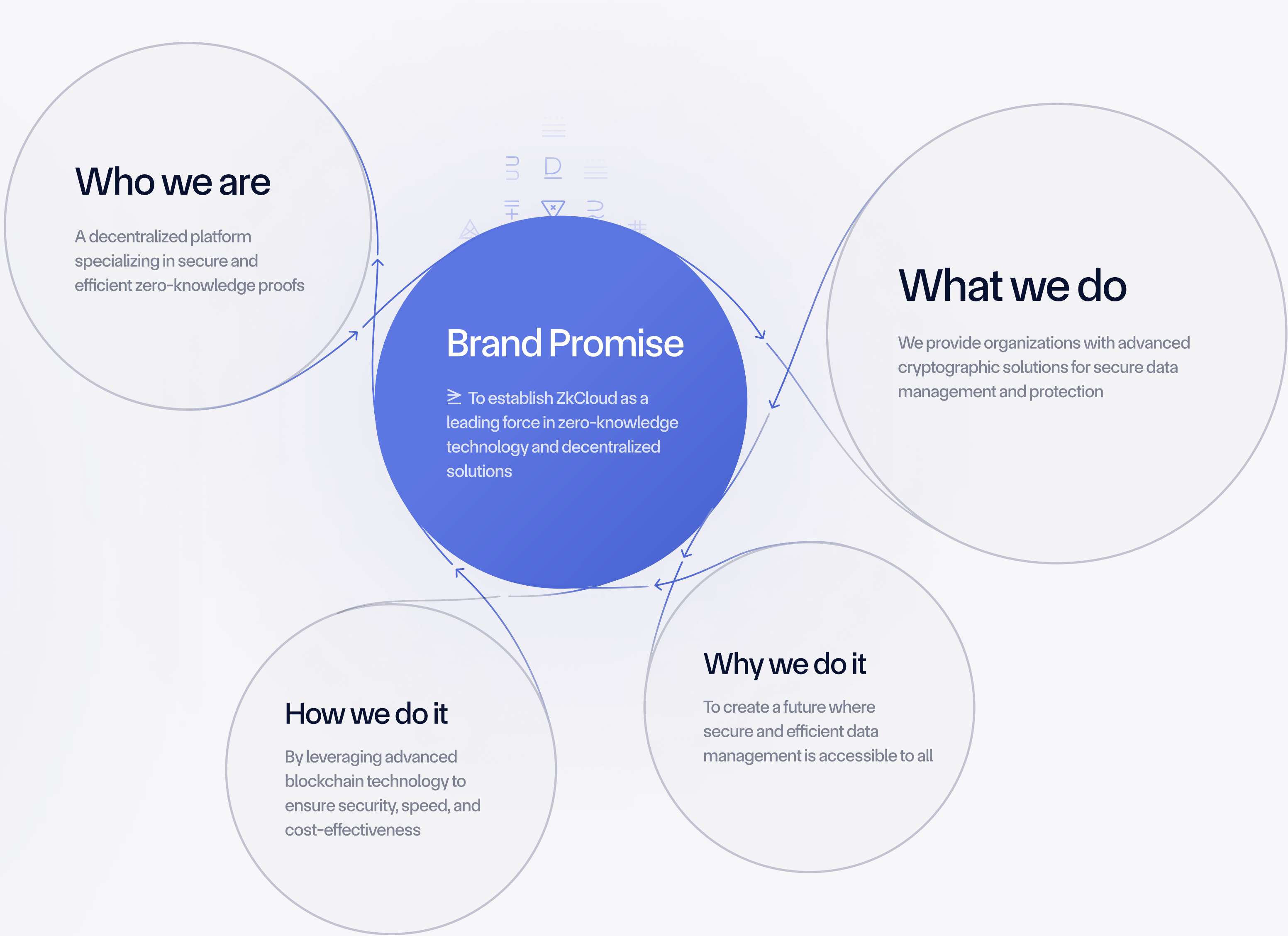
In this section, we will present the key aspects of our brand that shape ZkCloud's unique identity

and establish us as a leader in Zero-Knowledge Proofs and decentralized solutions



Brand strategy

This diagram breaks down the definition of our brand: outlines the core elements that define ZkCloud's mission, values, and approach, providing a clear understanding of our brand's purpose and direction





Our platform is the basis for how we activate the brand promise to inform our visuals



Secure

Reflects the security and reliability of ZkCloud, which provides secure transactions and data through advanced cryptographic technologies

Decentralized cloud



Scalability

Emphasizes ZkCloud's ability to adapt and grow with business needs, providing availability and efficiency without compromising security

ZkCloud

ZkCloud Confidentiality Agreement

This document outlines the terms and conditions of confidentiality that are critical to our operations at ZkCloud. By signing this agreement, both parties agree to maintain the highest standards of data security and privacy.

At ZkCloud, we prioritize the security and privacy of all data entrusted to us.

ZkCloud provides cutting-edge decentralized cloud solutions that ensure secure, efficient, and accessible processing of zero-knowledge proofs (ZKPs). Our services empower organizations to manage sensitive data with unmatched protection related to ZkCloud's technology, processes, and client data.

All parties involved in this agreement are required to uphold strict confidentiality regarding any and all proprietary information related to ZkCloud's technology, processes, and client data.

This agreement shall remain in effect for the duration of our collaboration, with provisions for renewal based on mutual consent.

Signature Section

Table of Contents

- 1. Overview of ZkCloud Services
- 2. Confidentiality Obligations
- 3. Term and Termination





02.0

Communication Identity

Tone of Voice

The tone of voice is the style a brand uses to communicate with their audience. It sets the standard for the brand's approach to its communication and considers the brand personality and emotions

ZkCloud team recognizes the importance of **clear, confident communication in building trust with our users. Our tone reflects the precision and innovation that defines our brand, while remaining approachable and grounded**

We are authoritative **without being overbearing**

We communicate with **clarity** without losing warmth

We are professional yet **accessible**

We are **innovative** but grounded in practicality



Driving ideas

These are samples of evocative words that match the brand personality and emotional tone. We are not limited to these terms only. It is to inspire the overall tone of voice



Innovative



Trustworthy



Efficient



Resilient



Accessible



Secure



Progressive



Versatile



Adaptive

It's absolutely fine not to have
all the answers right away

We'll help you get started!

ZkCloud

zkcloud.com

Your decentralized cloud for ZK

Fast

Decentralized

Cheap



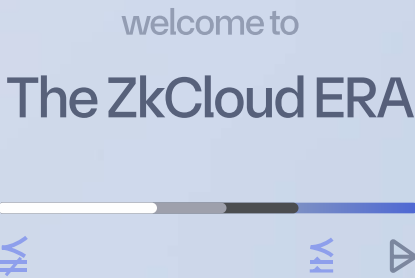
03.0

Our logo



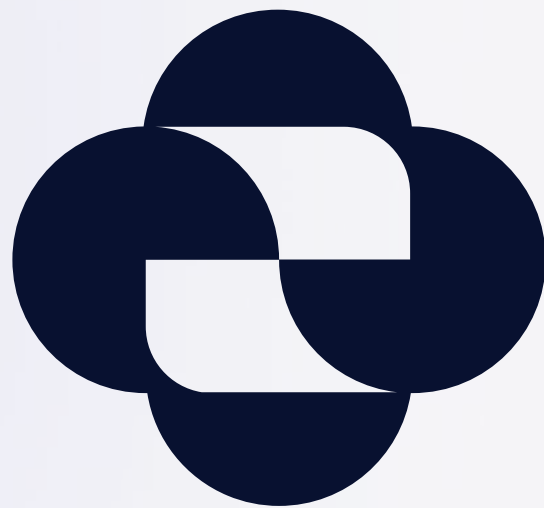
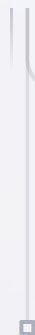
03.1

Decentralized computing network
optimized for zero-knowledge
proof generation and verification



Our logo is thoughtfully crafted from three essential components, each representing a core aspect of ZkCloud.

This combination ensures that our logo conveys the comprehensive, secure, and cutting-edge nature of ZkCloud



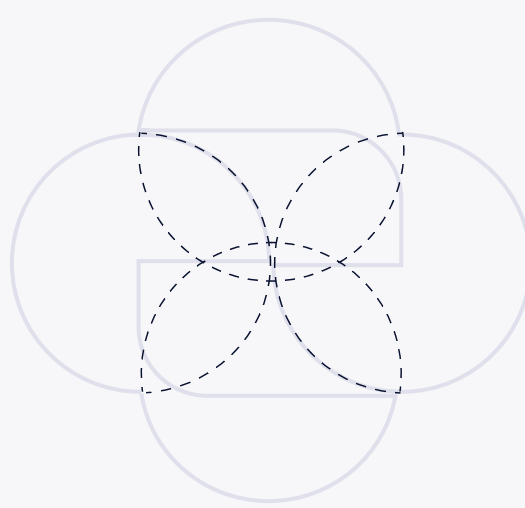
CLOUD

The cloud element reflects the decentralized nature of our platform, reminding us of the infinite space for storage and computation



THE LETTER "Z"

The logo includes the letter "Z" symbolizing zero-knowledge transactions, emphasizing our commitment to security



LAYERED DESIGN

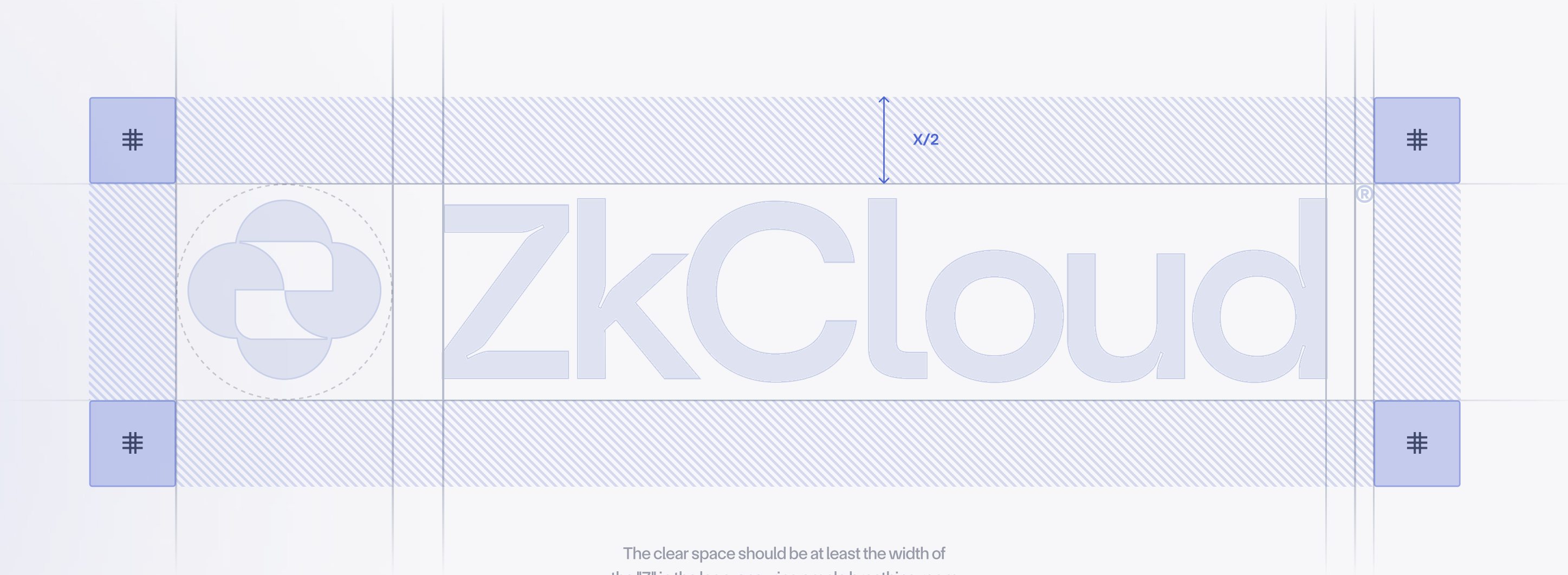
The layered design elements mirror the multi-layered approach of our platform, highlighting the complexity and robustness of our technological infrastructure.



Logo Clear Space

Maintaining a consistent and uncluttered presentation of the ZkCloud logo is essential for brand recognition and integrity. The clear space around the logo ensures it remains legible and impactful across all mediums

This space should be free of any text, graphics, or other visual elements, guaranteeing that the logo stands out and is not overwhelmed by surrounding content



The clear space should be at least the width of the "Z" in the logo, ensuring ample breathing room and preserving the logo's visual prominence





Logo background

Approved color combinations for the symbol, depending on the background color



It is also possible to use the logo on top of images with the appropriate contrast

Logo Misuse

This is a brief guide outlining common mistakes to avoid when utilizing the logo. Steering clear of these errors ensures the logo's consistent use and maintains its integrity.



⚠ Do not stretch the logo horizontally or vertically



⚠ Do not rotate the wordmark or icon



⚠ Do not change the placement or relationship of the icon and wordmark



⚠ Do not put a drop shadow on the logo



⚠ Do not put a stroke on the logo



⚠ Do not change the position of the tagline



Decentralized network for zero-
knowledge proof generation
and verification



ZkCloud



Tagline Lockup

Tagline Lockup is a combination of the ZkCloud logo with various taglines that emphasize the key aspects and values of the brand. It is an important element of branding that helps reinforce the company's message and make it more memorable for the audience

The tagline lockup should not feature the logo at sizes below 180px or 2.5" in width



Smallest usage size: 180px / 2.5" wide

- Effortless Decentralization
- Your gateway to decentralized solutions
- Innovative and Reliable
- Independent and Versatile
- Seamless Integration
- Cost-Efficient Solutions



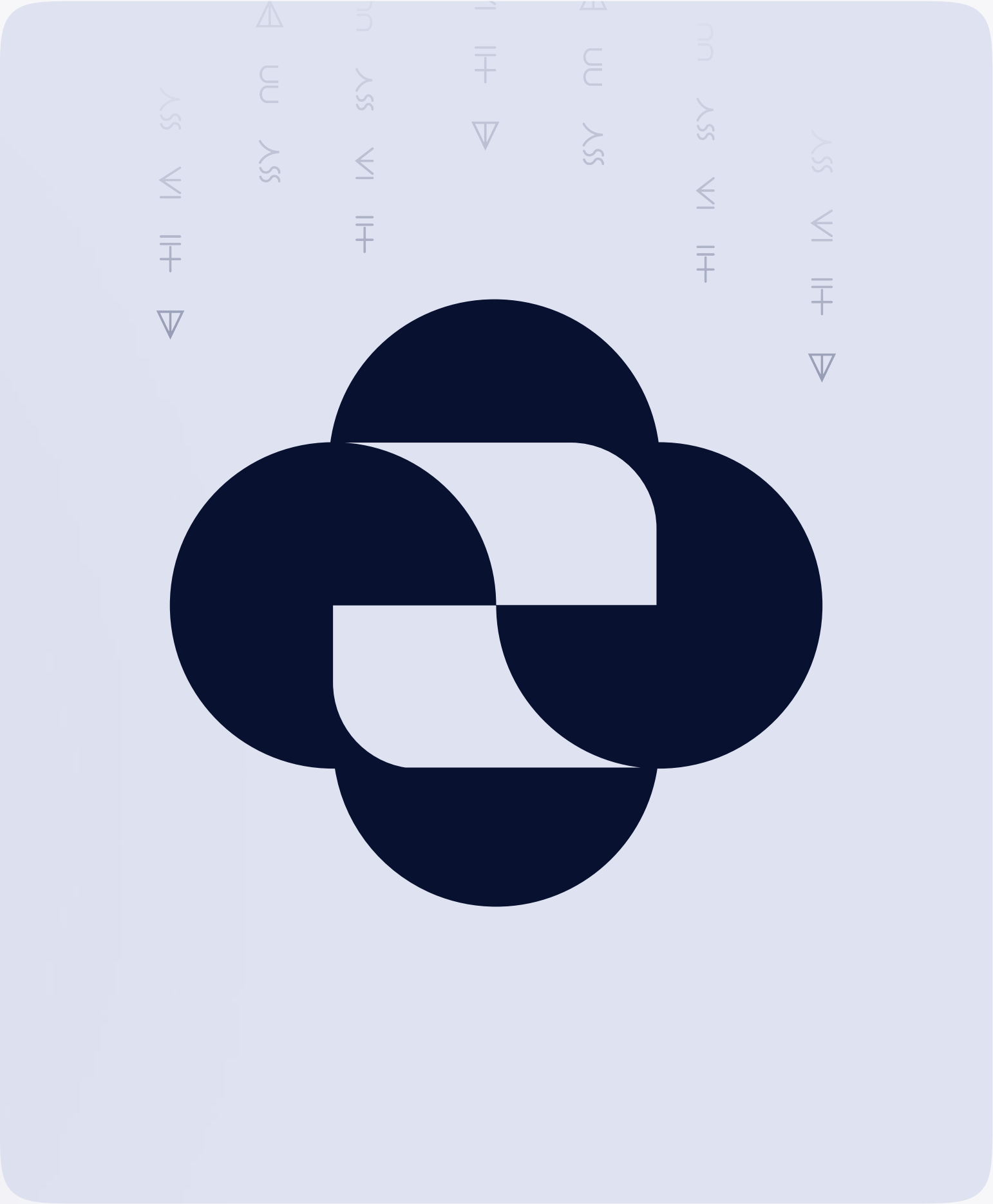
Fast. Decentralized. Cheap.



ZkCloud symbol

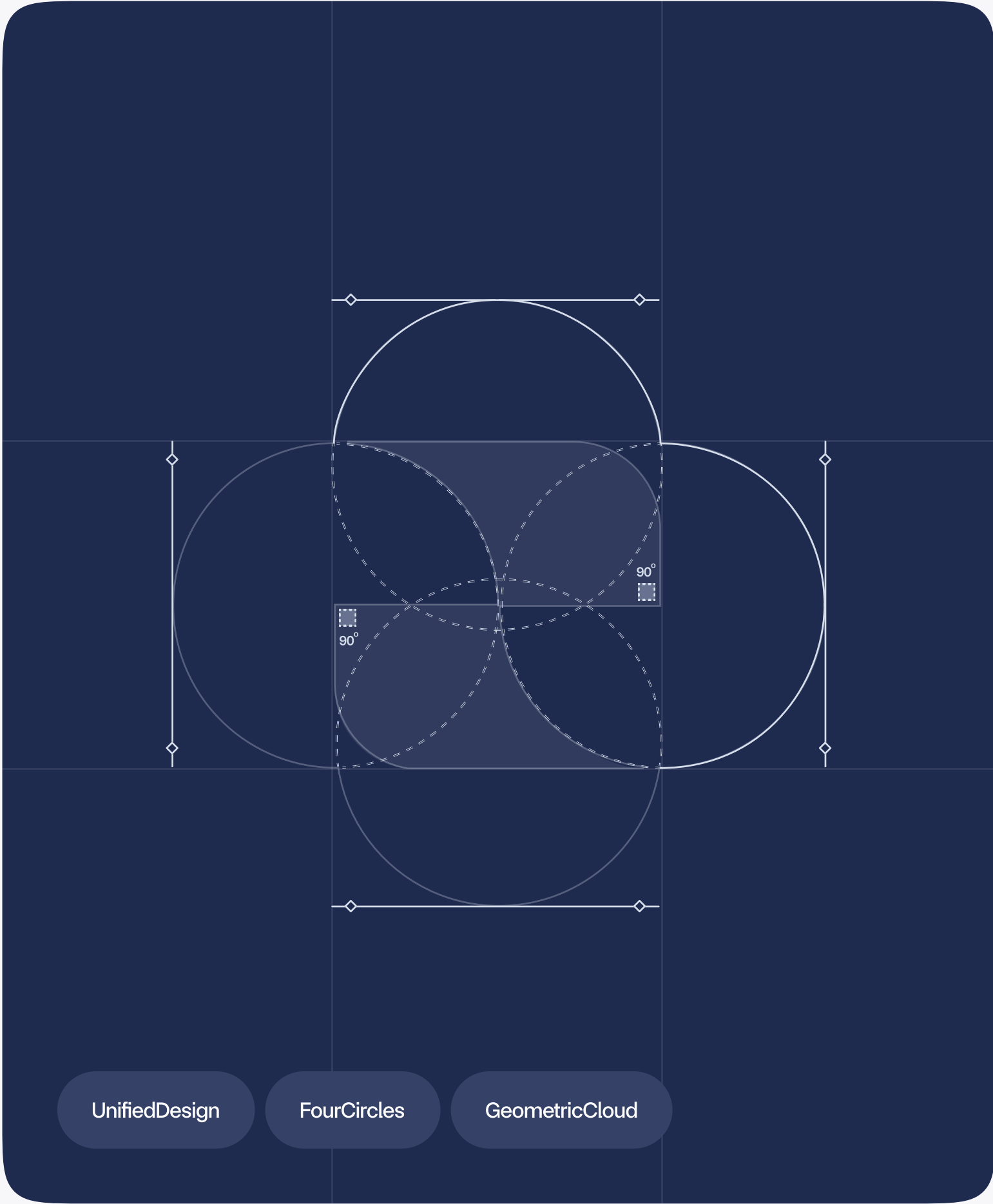
The symbol for ZkCloud is meticulously designed to embody the core principles and technological foundation of the platform. This unique form, resembling a cloud, is composed of interconnected abstract geometric shapes that represent the intricate and multi-layered structure of ZkCloud's protocol.

The overlapping circles signify the seamless integration of various components and technologies, emphasizing flexibility and compatibility.



SYMBOLIC PRECISION

This icon serves as a visual identifier and symbolizes the mathematical precision, technical completeness, and robust security of ZkCloud, subtly hinting at the cloud and zero-knowledge elements integral to the platform



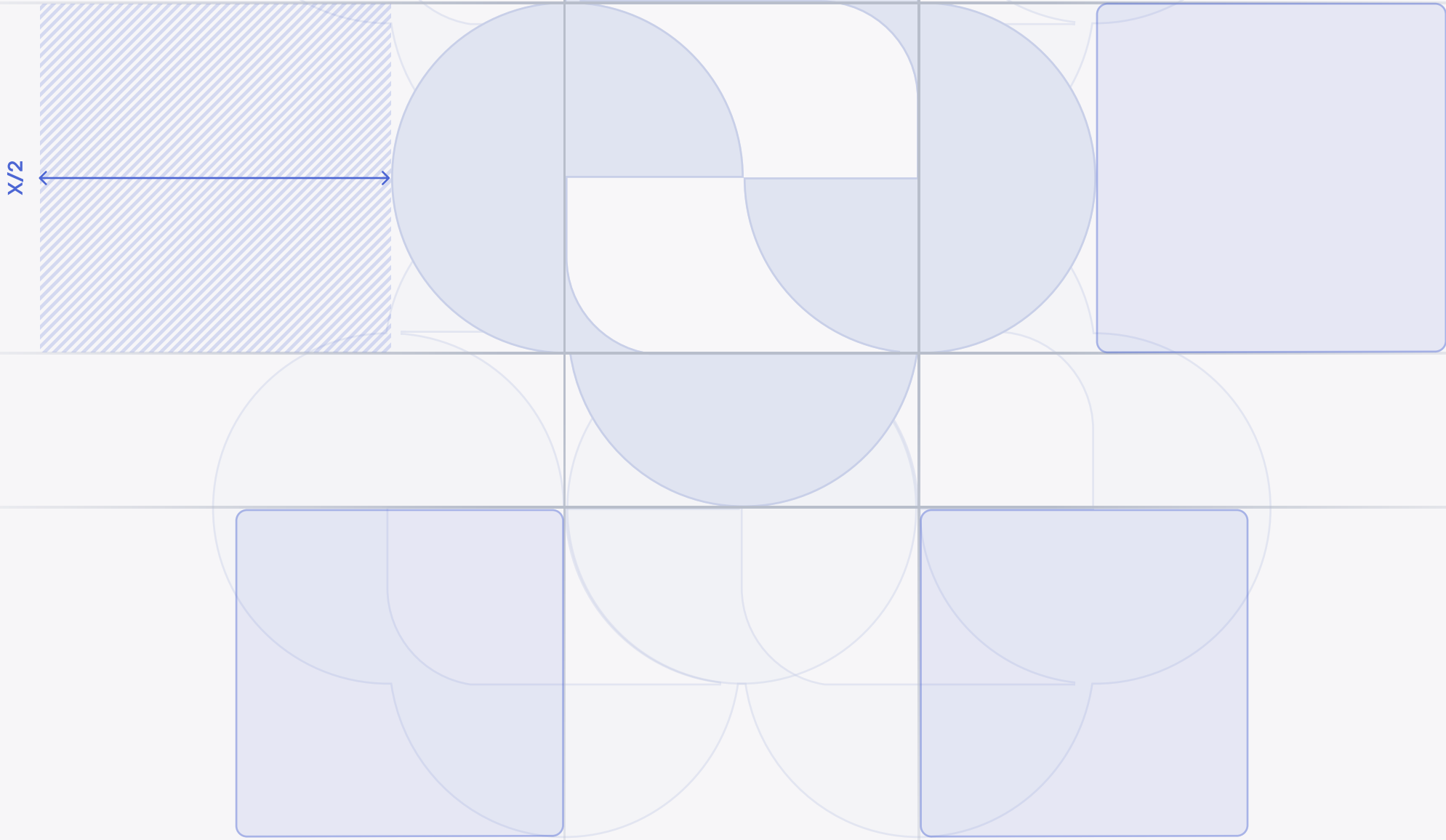




Symbol Clear Space

The minimum space around the symbol protects it from visual clutter, ensuring it remains clear and recognizable across all mediums and sizes

The required clear space around the symbol should be at least half the size of the symbol itself (x/2). This spacing prevents any surrounding elements from crowding the logo





Symbol background

To the right are the allowed combinations of colors of the symbol depending on the background

It is also possible to use the symbol on images with appropriate contrast





Symbol scale

ZkCloud symbol has been designed to maintain its clarity and impact, regardless of the size. Whether used in small digital icons or large-scale print applications, the symbol remains recognizable and true to the brand's identity



256 x 256



192 x 192



160 x 160



128 x 128



96 x 96



64 x 64



32 x 32

</MINIMUM SIZE>

To ensure legibility, the ZkCloud symbol should not be used at sizes smaller than 20x20 pixels for digital applications or 0.5 inches for print

</MAXIMUM SIZE>

There is no upper limit to the size of the symbol, but it should always be used with appropriate clear space to avoid overcrowding and ensure visual balance

</PROPORTIONAL SCALING>

Always scale the symbol proportionally to avoid distortion. The aspect ratio should remain consistent across all uses



ZkCloud — your
decentralized
cloud for ZK

- Effortless
Decentralization
- Your gateway to
decentralized solutions
- Innovative
and Reliable
- Independent
and Versatile
- Cost-Efficient
Solutions



ZkCloud — your
decentralized
cloud for ZK



Logo on the web

When using the ZkCloud logo on digital platforms, it is crucial to ensure that the logo remains clear, consistent, and visually appealing across all devices and screen sizes

Color Adaptation

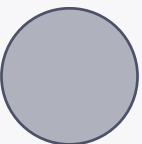
Depending on the background color of the webpage or app, use the appropriate version of the logo (light or dark) to ensure maximum visibility and brand consistency



20PX



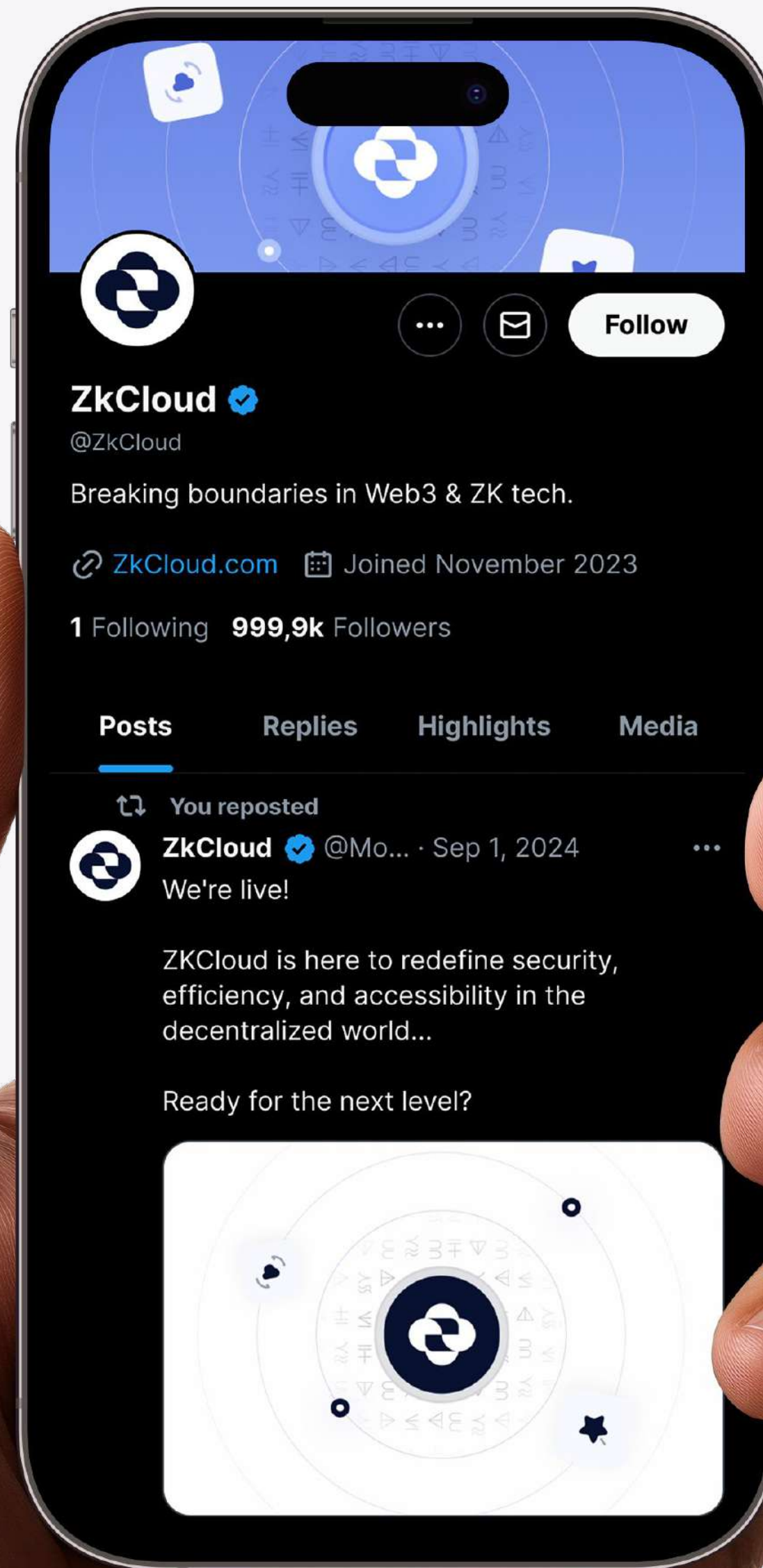
zkcloud.com



How to get started

Partners

About





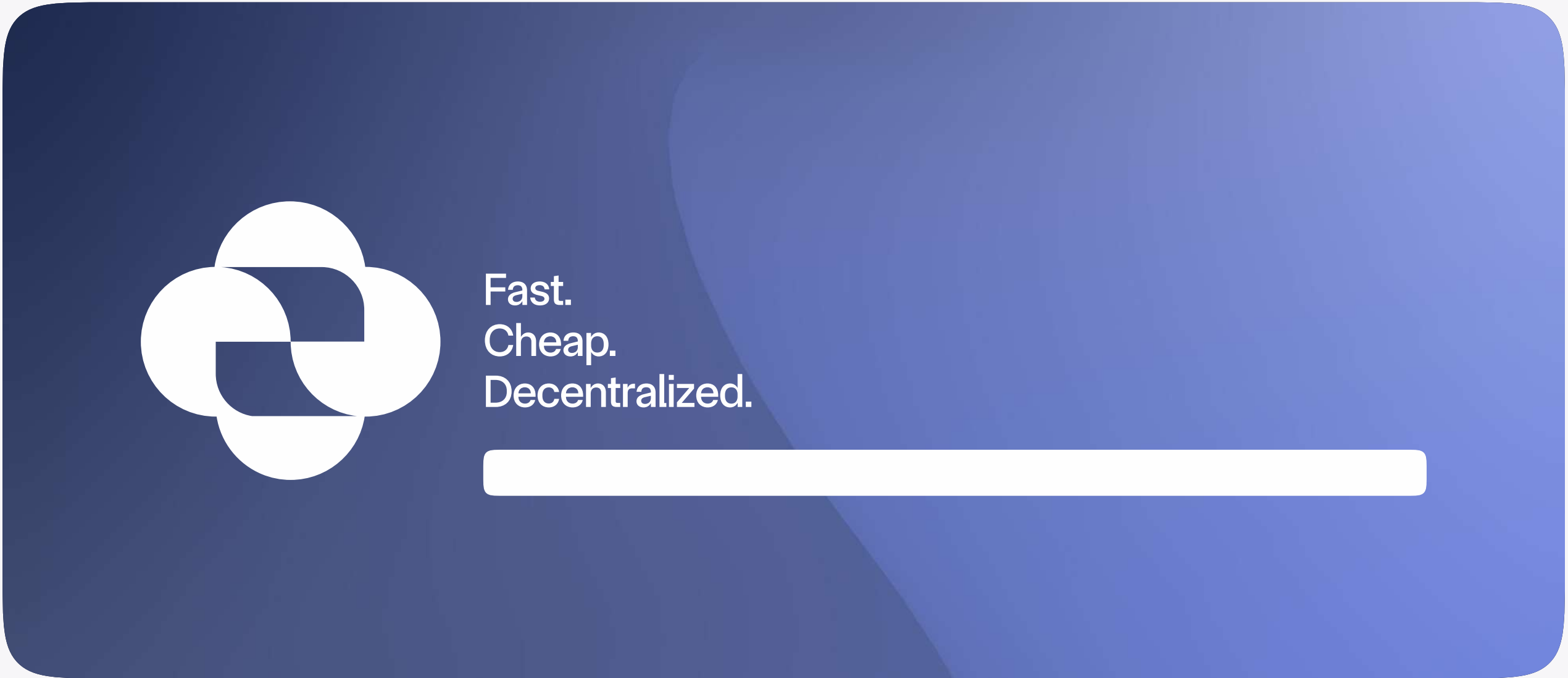
Symbol Tagline Lockup

The Symbol Tagline Lockup pairs the ZkCloud symbol with a strategic tagline, creating a unified message that strengthens brand recognition. This lockup is primarily used in social media posts, banners, billboards, and other marketing materials where a strong visual impact is essential.

By following established guidelines for spacing, alignment, and color, this lockup ensures consistency and reinforces the core values of ZkCloud across various platforms, making our message more memorable and effective

ALIGNMENT

Proper alignment of the symbol and tagline is crucial. The tagline should be placed in a way that it is easily readable and aligned with the visual weight of the symbol





Fast.
Cheap.
Decentralized.



Fast.
Cheap.
Decentralized.

Independent
and Versatile

Hardstrasse 201, 8005 Zürich, Switzerland

Cost-Efficient
Solutions



Symbol Misuse

This is a quick guide of common mistakes to avoid when using the symbol. Avoiding these misuses helps to ensure consistent use of the symbol and keeps the integrity of the symbol intact



⚠ Do not use a non-branded color



⚠ Do not stretch the symbol horizontally or vertically



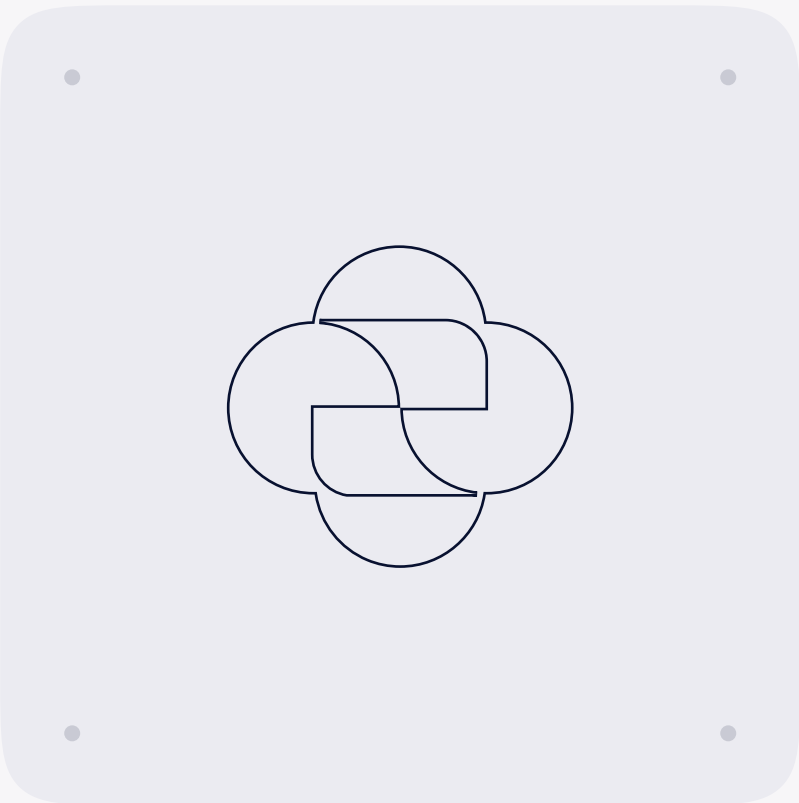
⚠ Do not rotate the symbol



⚠ Do not use a harsh gradient background



⚠ Do not put a drop shadow on the symbol



⚠ Do not put a stroke on the symbol



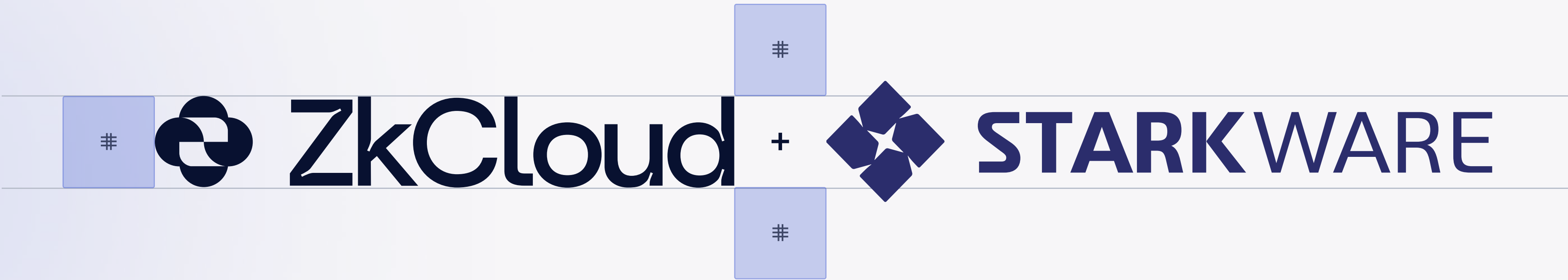
⚠ Do not use a tagline in a symbol



Co-Branding Lockups

Full Logo Co-Branding (Symbol + Wordmark)

This co-branding lockup combines the full ZkCloud logo (symbol + wordmark) with the partner’s logo. This format is ideal for collaborations where both brands should be clearly represented, ensuring equal emphasis on the identities of both companies





Co-Branding Lockups

Full Logo with Partner Symbol

In cases where the partner's logo lacks a wordmark, we utilize this co-branding approach by pairing the ZkCloud full logo with the partner's symbol. This method ensures a cohesive and recognizable brand presence while maintaining visual harmony across all collaborative efforts

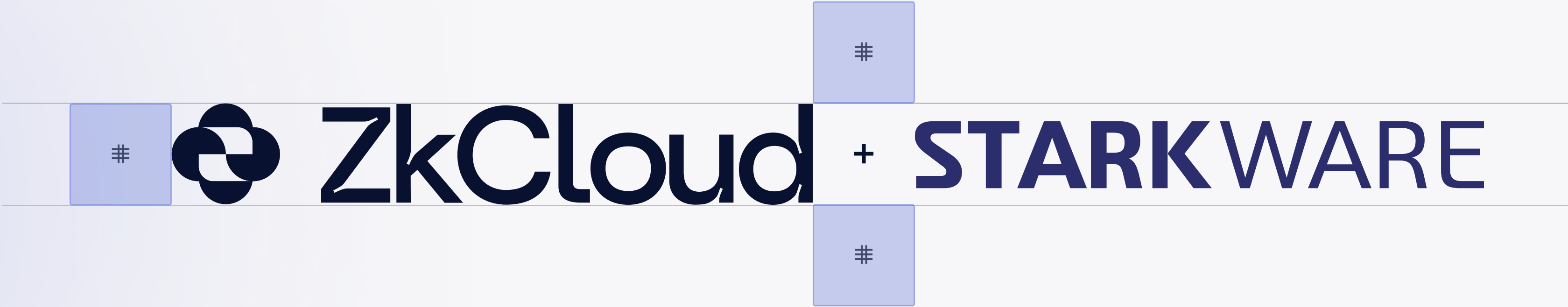




Co-Branding Lockups

Full Logo with Partner Wordmark

When the partner brand is represented only by a word mark without a symbol, we use the full ZkCloud logo to maintain balance and visual integrity. In this case, the partner's logo is placed next to ours, emphasizing the equal importance of both brands in the partnership

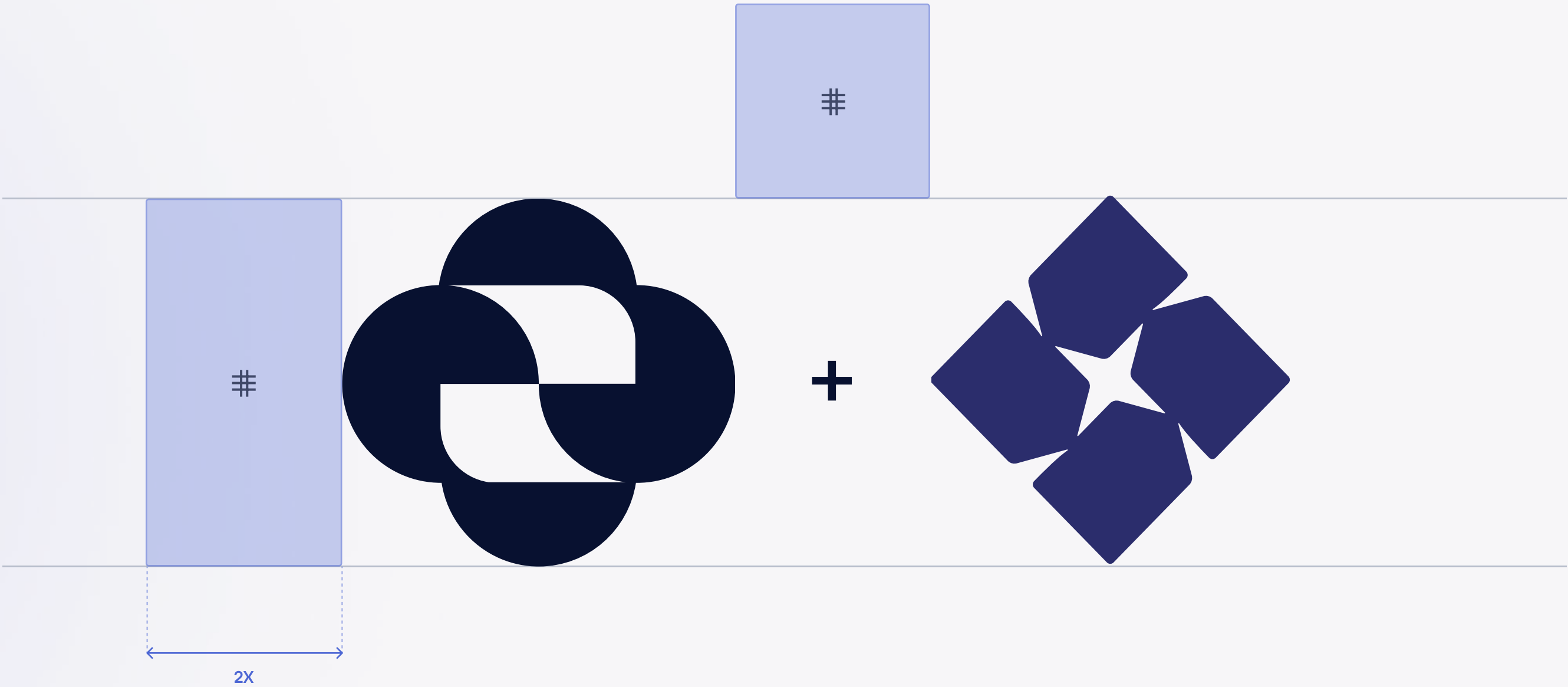




Co-Branding Lockups

Symbol + Symbol

In this co-branding lockup, the ZkCloud symbol is paired with the symbol of the partner brand. This approach is suited for minimalistic designs and where a more compact visual representation is required





Co-Branding Lockups

Horizontal Co-Branding

This co-branding format positions the ZkCloud logo above the partner’s logo in a horizontal layout. This arrangement is effective when a hierarchical relationship between the brands needs to be communicated or when space constraints dictate a vertical stack

In case the partner's logo has no wordmark and contains only the symbol - the horizontal method is not feasible, the symbol variations are provided on a previous slide



Structure for full logos (Symbol + Wordmark)



Structure used in case of absence of Symbol in the partner's logo

10:00am

opening words



ZkCloud
AI Nexus:
Secure
Synergy
2024



The Wordmark

The ZkCloud wordmark embodies the brand with its clean lines and geometric precision. Unique cut-outs throughout the letters symbolize innovative technology and advanced cryptographic techniques

</ADVANCED>

</PRECISION>

This sleek, professional design reinforces ZkCloud's identity as a reliable and forward-thinking leader in decentralized blockchain technology

ZkCloud®





Grayscale logo

The grayscale logo is designed to maintain the brand's visual integrity when color printing is not an option. It is ideal for use in monochrome applications, such as print materials, faxed documents, or when using color is cost-prohibitive

These version ensures that the logo remains clear, recognizable, and professional in various contexts, preserving the essence of the ZkCloud brand



RGB: 18 18 18



RGB: 200 200 200





04.0

Colors

The primary color palette of ZkCloud features shades of blue and white, inspired by cloud aesthetics.

These serene and trustworthy hues symbolize the lightness and accessibility of our decentralized platform, reflecting our commitment to transparency and reliability in advanced cryptographic solutions

Primary Colors / blue and white

Cloud Aesthetic



White, blue and dark blue – have been carefully selected to represent the core values and characteristics of our platform

These colors collectively embody trust, innovation, clarity, simplicity, stability, and professionalism, reinforcing ZkCloud’s commitment to providing a reliable and forward-thinking decentralized blockchain solution

Clarity and Simplicity

001

RGB: 254 254 254
CMYK: 0%, 0%, 0%, 0%
HEX: #FEFEFE

PANTONE / N/A

Trust and Innovation

002

RGB: 76 102 212
CMYK: 64%, 52%, 0%, 17%
HEX: #4C66D4

PANTONE / 2726 C

Stability and Professionalism

003

RGB: 8 17 48
CMYK: 83%, 65%, 0%, 81%
HEX: #081130

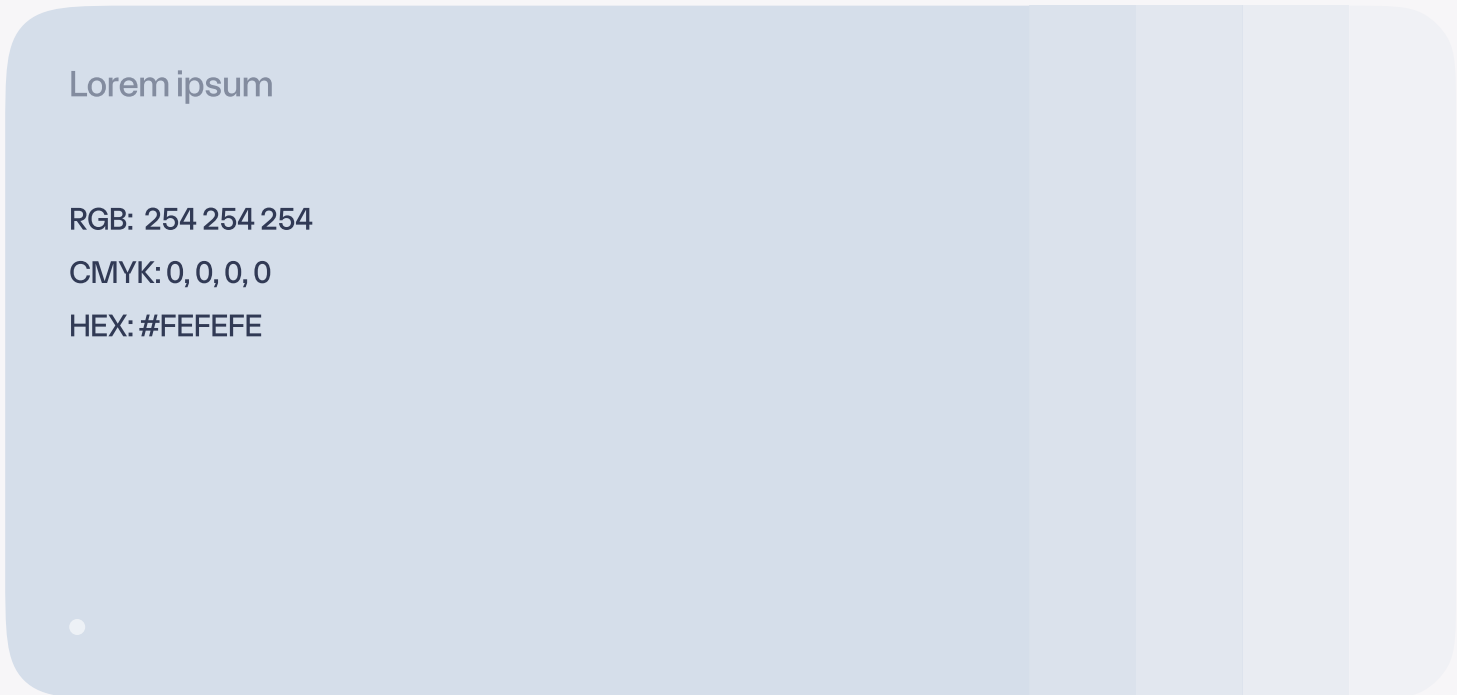
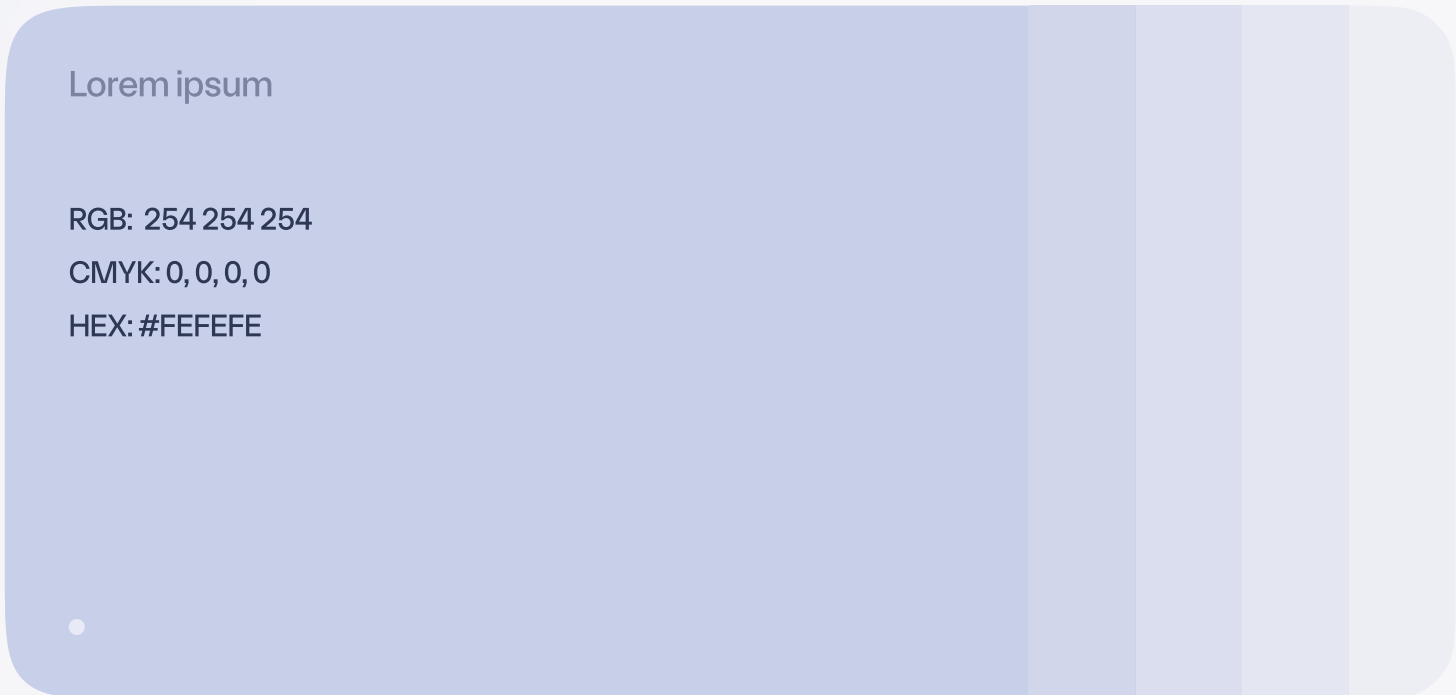
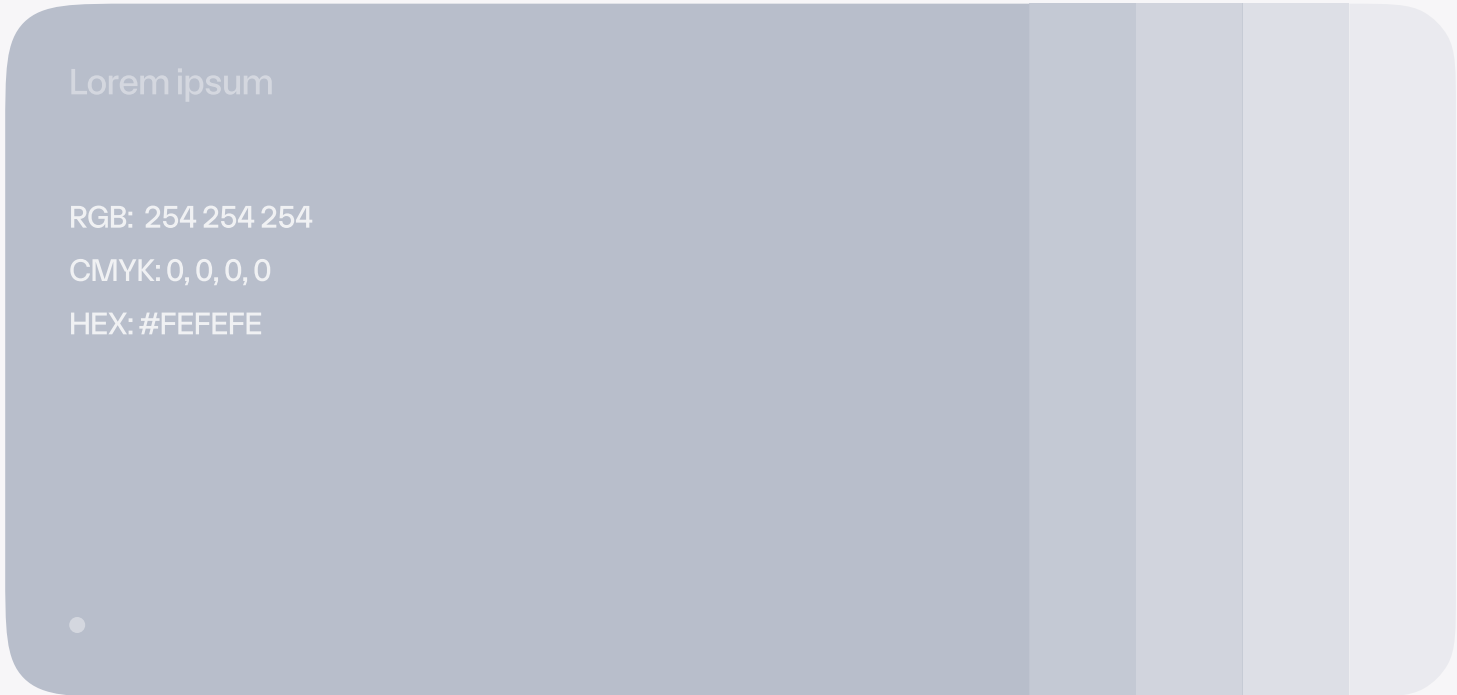
PANTONE / 5395 C



Extended palette

The extended color palette of ZkCloud includes complementary hues that enhance the primary colors, adding depth and flexibility to our brand's visual identity.

These additional shades are used to create a cohesive and dynamic look across various platforms and materials, ensuring a consistent yet vibrant representation of ZkCloud



Clear  
and confident
communication

Clear  
and confident
communication

Clear  
and confident
communication

Clear  
and confident
communication

Clear  
and confident
communication

Clear  
and confident
communication



Secondary Color Palette

Our secondary color palette is designed to complement the primary colors and provide additional versatility across various brand applications. These colors serve as accents that can enhance visual interest and depth, while still maintaining the integrity of the brand’s identity.

The secondary colors should be used sparingly and purposefully, ensuring they harmonize with the primary palette to create a cohesive and polished look

Ensure that secondary colors are used in moderation to avoid overwhelming the primary palette. Balance is key to maintaining brand consistency and clarity

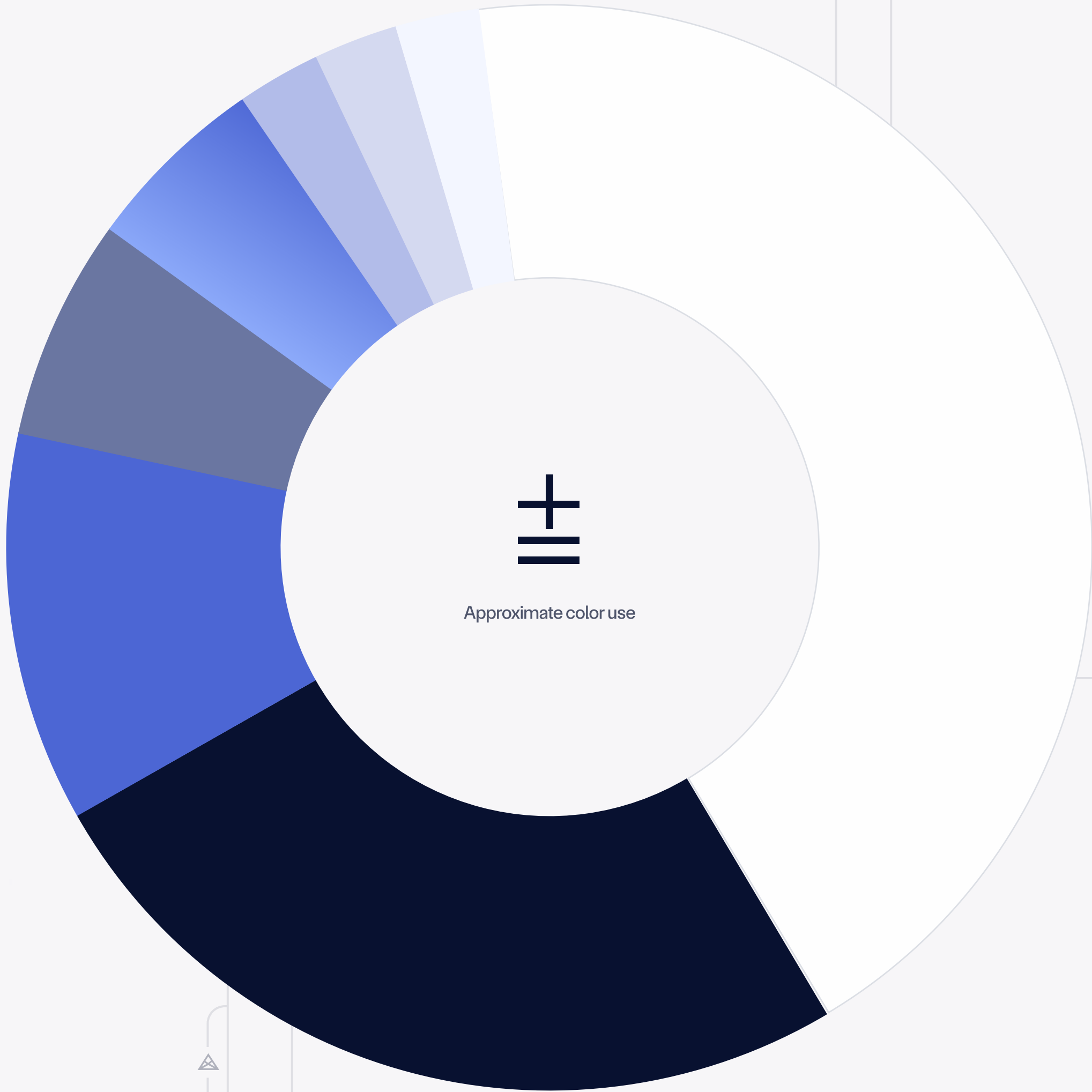
Tint 20	Tint 20
Tint 40	Tint 40
Tint 60	Tint 60
<div>RGB: 224 179 134</div> <div>CMYK: 0%, 20%, 40%, 12%</div> <div>HEX: #E0B386</div> <div>Orange 100 </div>	<div>RGB: 139 223 151</div> <div>CMYK: 38%, 0%, 32%, 13%</div> <div>HEX: #8BDF97</div> <div>Green 100 </div>



Applying Color

The chart below provides a guide to how frequently each color should be used in ZkCloud's visual identity. The primary palette, consisting of light blue and white, should dominate, reflecting the cloud aesthetic central to our brand. Dark blue is to be used selectively for emphasis and contrast, ensuring clarity and focus. The extended palette should complement these core colors, adding depth and versatility without overwhelming the design.

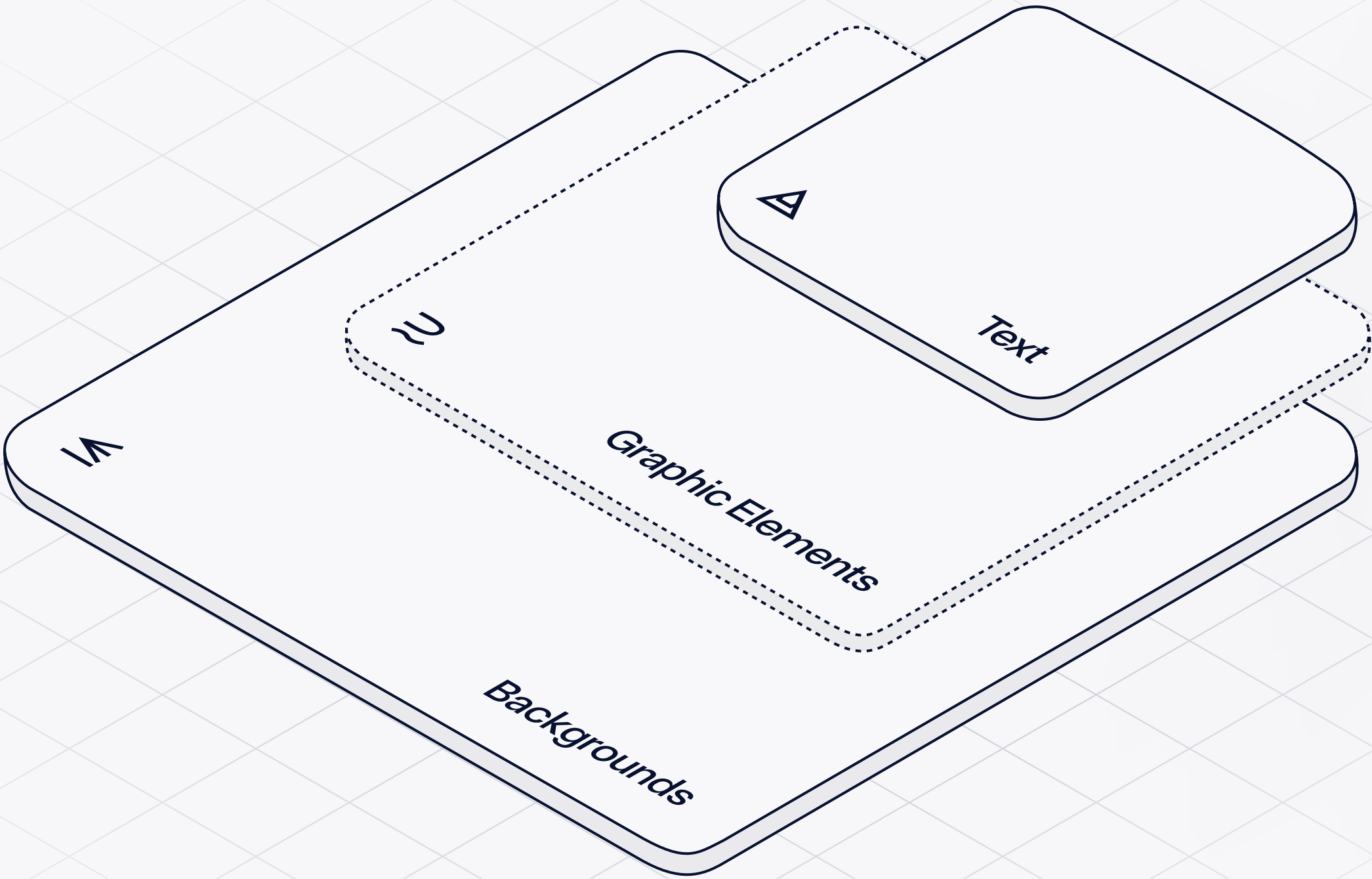
Gradients and additional colors should be applied sparingly, primarily as accents or highlights, to maintain the overall balance and consistency of the brand



Suggested Color Pairings

To maintain consistency across various ZkCloud brand applications, the following color pairings are recommended for backgrounds, graphic elements, and text. These combinations ensure a cohesive and professional appearance, aligning with our brand's aesthetic.

While this list is not exhaustive, it highlights the most effective pairings to represent ZkCloud's identity





Gradient Recommendations

We present three recommended gradients to enhance the ZkCloud visual identity. These gradients are designed to complement our core color palette and should be used to add depth and dynamism to your designs.

While these are our preferred choices, they are not the only options available. Feel free to explore other gradients that align with the ZkCloud brand, ensuring they remain in harmony with our overall aesthetic

Vibrant
connecting
cloud

#DAE0FF

#95B3FF

pathways
secure
solutions

Dynamic
connecting
with

#95B3FF

#4C66D4

flow
innovation
reliability

Blending
with
cloud

#6A76A1

#1F2A4F

security
dynamic
performance

ZkCloud is the first
credibly neutral



decentralized
cloud



05.0

Typography

When designing the visual identity for ZkCloud, we selected TASA Orbiter Display as our primary typeface. This choice was driven by a desire to reflect the core values and technical foundations of the ZkCloud platform.

TASA Orbiter Display symbolizes the advanced cryptographic methods of ZkCloud, ensuring security and reliability. Its robust character conveys stability and unwavering trust, essential for a decentralized blockchain platform

Primary Typeface

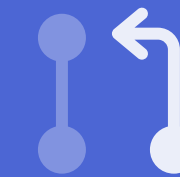
TASA 
Orbiter Display



TASA Orbiter Display symbolizes the advanced cryptographic methods of ZkCloud, ensuring security and reliability.

Its robust character conveys stability and unwavering trust, essential for a decentralized blockchain platform

TASA Orbiter Display
TASA Orbiter Display
TASA Orbiter Display
TASA Orbiter Display



Mathematical
basis of the
protocol

AaBbCc

The invisible
Power of
ZkCloud

Fast
Cheap
Decentralized

TASA Orbiter Display

TASA Orbiter Display provides a versatile range of uppercase, lowercase, and proportional lining figures, offering both clarity and precision for all typographic needs.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
MNOPQRSTUVWXYZ

abcdefghijkl
mnopqrstuvwxyz

≤ 0123456789
.,!@#[()]}&€\$¥£
©®®®<>/%



Typography Kerning

Often when letters are uniformly spaced they don't appear visually uniform. Designers should tweak characters until they look as they should. This process is called kerning.

We fine-tuned the kerning in TASA Orbiter Display to ensure consistent spacing and visual harmony. This attention to detail enhances readability and reflects the precision and professionalism of the ZkCloud brand.

First Decentralized Cloud
First Decentralized Cloud ϕ

Default kerning

Adjusted Kerning

Pixel size 102px

Efficiency & Economical
Efficiency & Economical
Efficiency & Economical
Efficiency & Economical
Efficiency & Economical
Efficiency & Economical





Color in Typography

This is a quick guide to ensure legibility when crafting messages on various background fill colors. All text colors displayed here comply with accessibility standards for large text on the respective background colors

<div>LOREM IPSUM</div> <div>ZkCloud</div>	<div>LOREM IPSUM</div> <div>ZkCloud</div>	<div>LOREM IPSUM</div> <div>ZkCloud</div>
<div>LOREM IPSUM</div> <div>ZkCloud</div>	<div>LOREM IPSUM</div> <div>ZkCloud</div>	<div>LOREM IPSUM</div> <div>ZkCloud</div>
<div>LOREM IPSUM</div> <div>ZkCloud</div>	<div>LOREM IPSUM</div> <div>ZkCloud</div>	<div>LOREM IPSUM</div> <div>ZkCloud</div>
<div>LOREM IPSUM</div> <div>ZkCloud</div>	<div>LOREM IPSUM</div> <div>ZkCloud</div>	<div>LOREM IPSUM</div> <div>ZkCloud</div>
<div>LOREM IPSUM</div> <div>ZkCloud</div>	<div>LOREM IPSUM</div> <div>ZkCloud</div>	<div>LOREM IPSUM</div> <div>ZkCloud</div>
<div>LOREM IPSUM</div> <div>ZkCloud</div>	<div>LOREM IPSUM</div> <div>ZkCloud</div>	<div>LOREM IPSUM</div> <div>ZkCloud</div>

Typographic Hierarchy

The TASA Orbiter Display typeface is employed across various text elements on our website to maintain a consistent and professional appearance. Below is the hierarchy of sizes used for different types of content:

- **HEADLINE 1** (64px)
Used for main page titles to grab attention
- **HEADLINE 2** (36px)
Utilized for section headings and major subsections
- **HEADLINE 3** (24px)
Used for less critical headings and subtitles
- **HEADLINE 4** (16px)
Used for minor headings and detailed subsections
- **BODY TEXT 1** (14px)
The standard size for paragraphs and body content
- **SMALL TEXT 1** (10px)
Used for auxiliary information and footnotes

Zero-knowledge



Headline: 1 | Font size: 64px | Line height - 105% | Letter spacing: -4% | Font weight: Medium

Zero-knowledge



Headline: 2 | Font size: 36px | Line height - 110% | Letter spacing: -3% | Font weight: Medium

Zero-knowledge



Headline: 3 | Font size: 24px | Line height - 120% | Letter spacing: -3% | Font weight: Medium

Zero-knowledge



Headline: 4 | Font size: 16px | Line height - 130% | Letter spacing: -3% | Font weight: Medium

Zero-knowledge



Body: 1 | Font size: 14px | Line height - 140% | Letter spacing: -2% | Font weight: Medium

Zero-knowledge / ZERO-KNOWLEDGE

Small text: 1 | Font size: 10px | Line height - 140% | Letter spacing: -2% / 0% | Font weight: Medium | Case: Uppercase / Title case



Line-height

Line-height plays a critical role in ensuring the readability and aesthetic appeal of text within the ZkCloud brand. By adjusting the space between lines, we can enhance the clarity of our messaging, making it easier for users to engage with and absorb the content.

The following examples illustrate how different line-heights impact the overall presentation of text, helping us choose the most effective approach for various contexts

ZkCloud is pioneering the future
of decentralized computing

≈ 105%

ZkCloud is committed to revolutionizing the way data is managed and protected. With a focus on zero-knowledge proofs and advanced cryptographic methods, it positions itself as a leader in the industry

≈ 110%

The ZkCloud platform is built on the principles of security, efficiency, and accessibility. We understand the importance of protecting sensitive data, which is why our solutions are designed with the latest advancements in cryptography. Whether for businesses or individuals, ZkCloud offers a seamless experience that prioritizes both performance and user trust.

≈ 140%



Letterspacing

For ZkCloud, we recommend using tracking adjustments to enhance the clarity of our typography, ensuring that our message is both impactful and easy to read. By carefully managing letterspacing, we create a harmonious text flow that aligns with our brand's emphasis on precision and efficiency

zk

HEADLINES -4%

zk

SUBHEADLINES -3%

zk

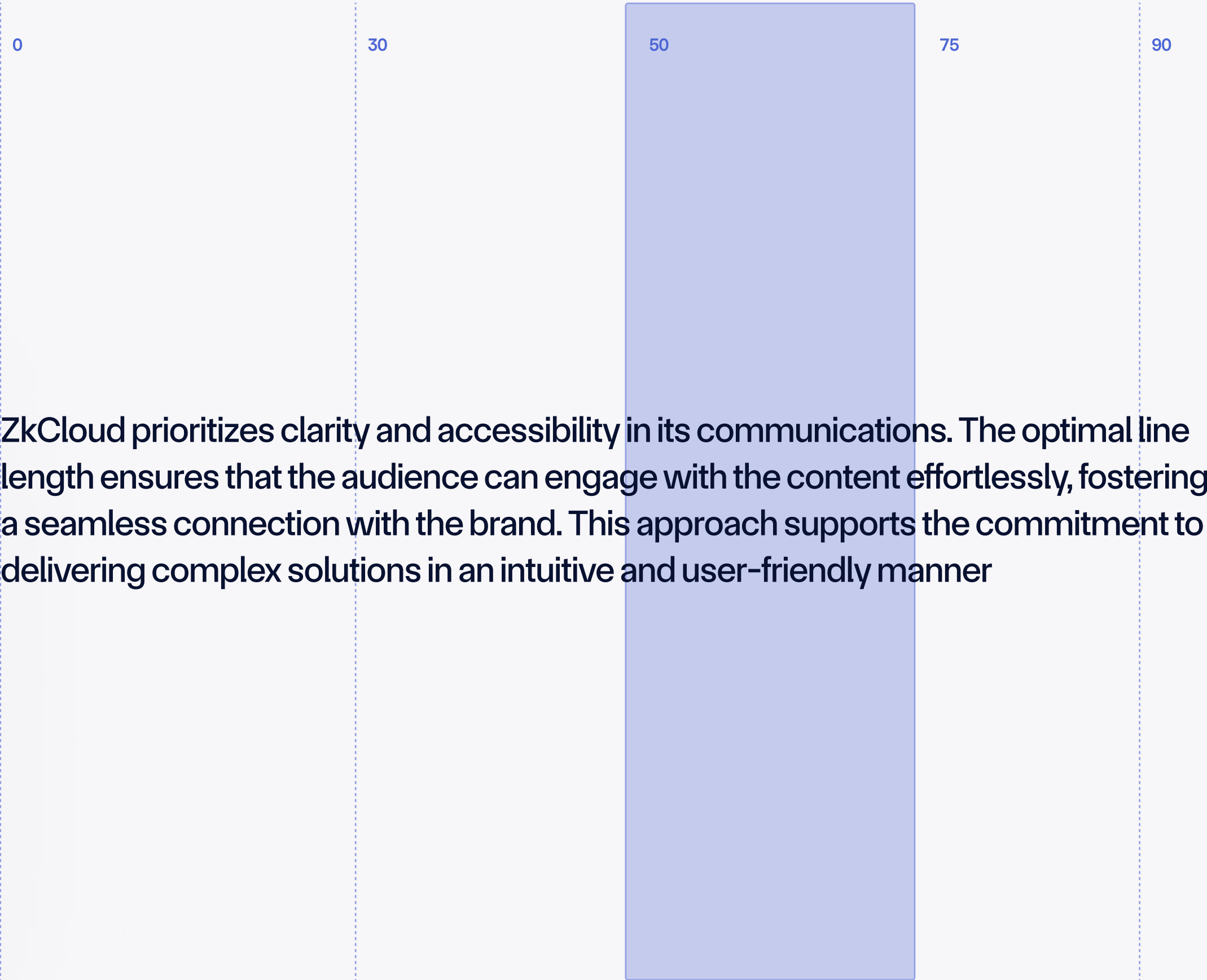
BODY TEXT -2%





Line length

Line length is a crucial element in ensuring the readability and visual appeal of ZkCloud's written content. For longer body text, the ideal line length ranges between 50 to 75 characters per line. This range strikes a balance between readability and visual comfort, allowing users to easily follow and absorb the information presented



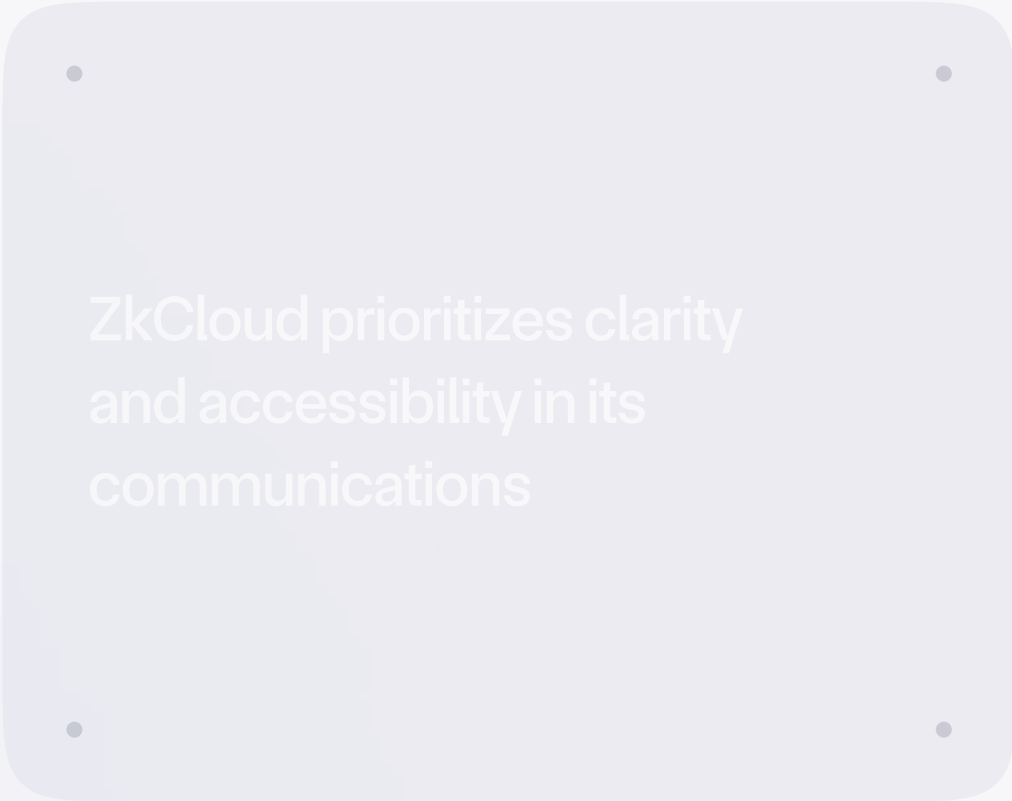
This approach supports our commitment to delivering complex solutions in an intuitive and user-friendly manner



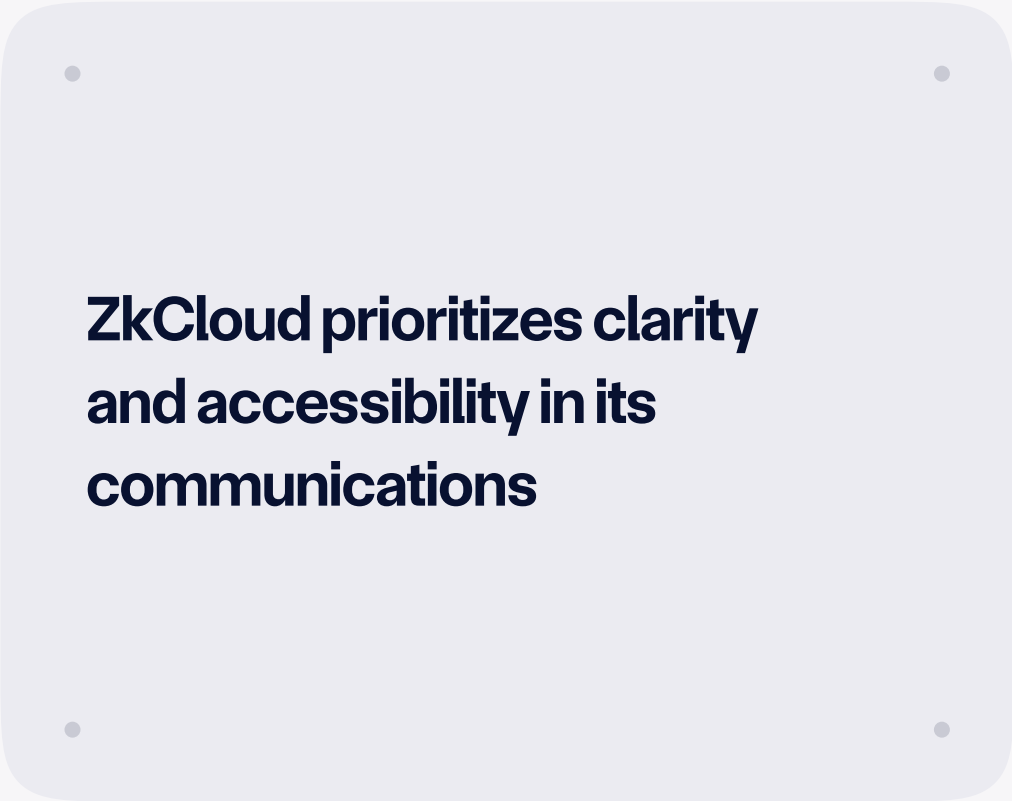
Type Misuse

Correct typography is crucial for maintaining the integrity and professionalism of the ZkCloud brand. Misusing typefaces, altering tracking or leading, or applying incorrect styles can result in a cluttered, confusing, or unprofessional appearance.

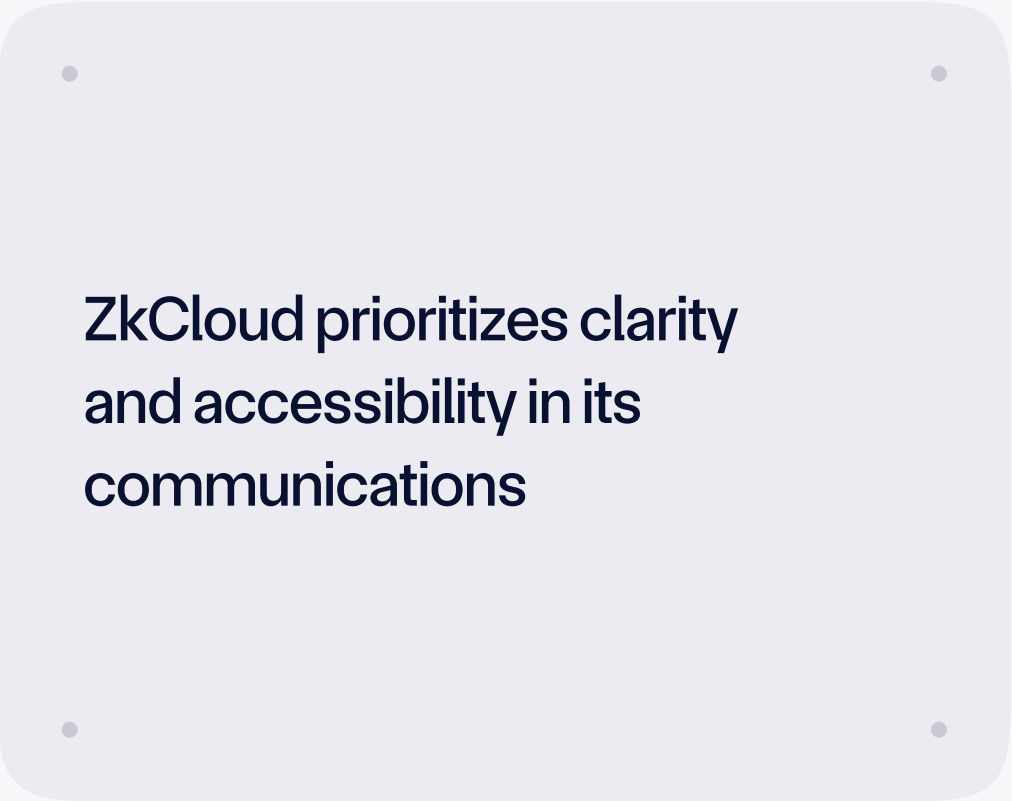
This section highlights common mistakes to avoid in order to preserve the clarity, readability, and consistency of our brand's messaging.



⚠ Do not use colors that are not accessible. Ensure contrast



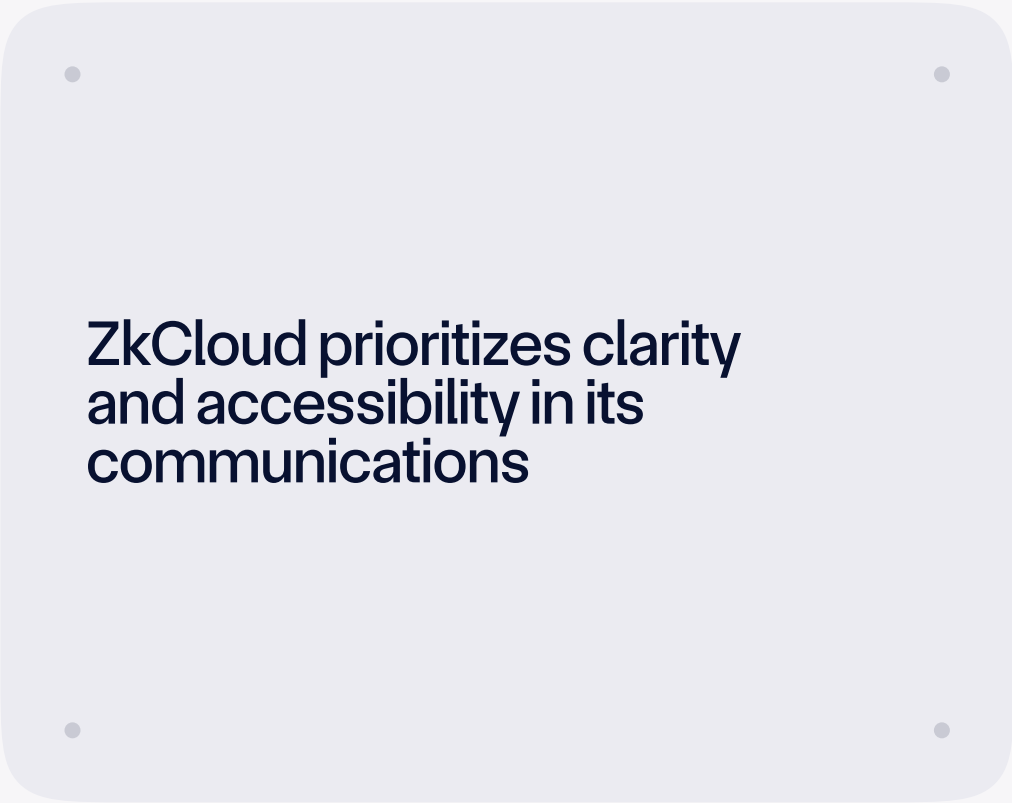
⚠ Do not set paragraph text in bold



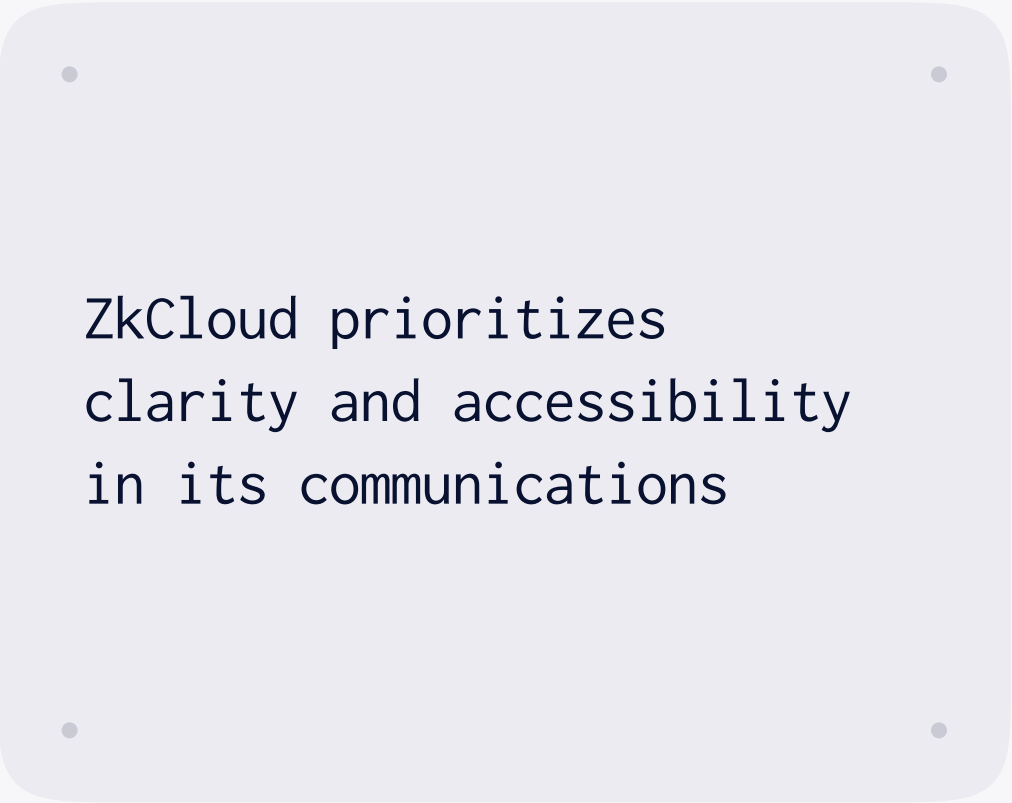
⚠ Avoid uppercase text



⚠ Do not justify-align paragraphs



⚠ Do not set body leading too tightly



⚠ Do not use unapproved typefaces

ACT1:01.09.24

Prime Tower

Hardstrasse 201, 8005 Zürich, Switzerland



Zero —
Knowledge
proofs in
Web3

The secondary font plays a crucial role in complementing our primary typeface, providing flexibility and variation in our branding materials.

While the primary font maintains consistency across our brand, the secondary font allows for versatility in different contexts, enhancing readability and visual hierarchy in longer texts or specific applications

Secondary Typeface

Aspekta ≤



Aspekta

Aspekta is used for body text, subheadings, captions, and other supporting text elements, ensuring a cohesive and professional appearance throughout our communications.

This font should harmonize with our primary typeface, avoiding any clashes or distractions, and contribute to a clean and approachable brand image

Aspekta Regular
Aspekta Medium
Aspekta SemiBold
Aspekta Bold

- **BODY TEXT**
The secondary font is primarily used for body text in both print and digital formats, where readability is essential
- **SUBHEADINGS**
It can also be used for subheadings to create a clear distinction between different sections of content while maintaining a consistent style
- **CAPTIONS AND ANNOTATIONS**
Use the secondary font for captions, annotations, and other supplementary text elements to ensure they are easily distinguishable from the primary content
- **MAINTAIN LEGIBILITY**
This font should maintain clarity across various mediums and devices to provide a consistent user experience

0123456789
— €\$¥£



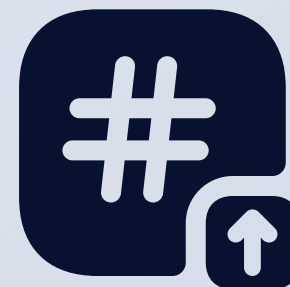
06.0

Icon identity

Icons are essential visual elements that enhance the clarity and effectiveness of our communication.

ZkCloud utilizes icons to represent complex ideas simply and intuitively, ensuring that users can quickly grasp key concepts

This section provides guidelines on the appropriate use, style, and application of ZkCloud icons, ensuring they contribute to a cohesive and professional visual language





Blending standard and pixel art

In our branding, we utilize two types of icons: standard and pixelated. The standard icons represent clarity and straightforwardness, ensuring easy recognition and user-friendliness across various platforms

DUAL ICONOGRAPHY

The pixel icons, on the other hand, emphasize our commitment to anonymity and security, mirroring the pixelated elements of our logo that symbolize the encrypted and confidential nature of zero-knowledge transactions

This dual approach not only enriches our visual identity but also reinforces the core values and technological foundations of ZkCloud





Iconography Sizes of Use

Icons play a vital role in enhancing user interaction and conveying information quickly. By adhering to the specified icon sizes, we ensure that our visual communication is consistent and effective across all touchpoints.

</SMALL SIZE (16X16PX)>

Navigation menus, toolbars, or anywhere minimal space is required. Maintain simplicity and avoid overloading the icon with details.

</MEDIUM SIZE (32X32PX)>

Secondary call-to-action buttons, feature highlights, or within content blocks. Balance detail with clarity, ensuring the icon is easily recognizable.

</LARGE SIZE (64X64PX)>

Primary call-to-action buttons, headers, or standalone graphics in presentations. Ensure the icon remains crisp, with details that are proportionate and not overly complex.



16 px

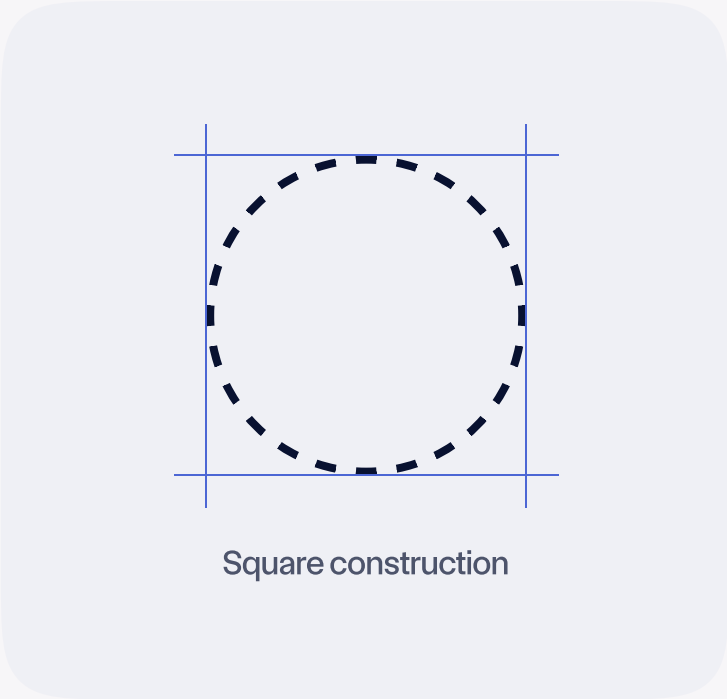
20 px

26 px

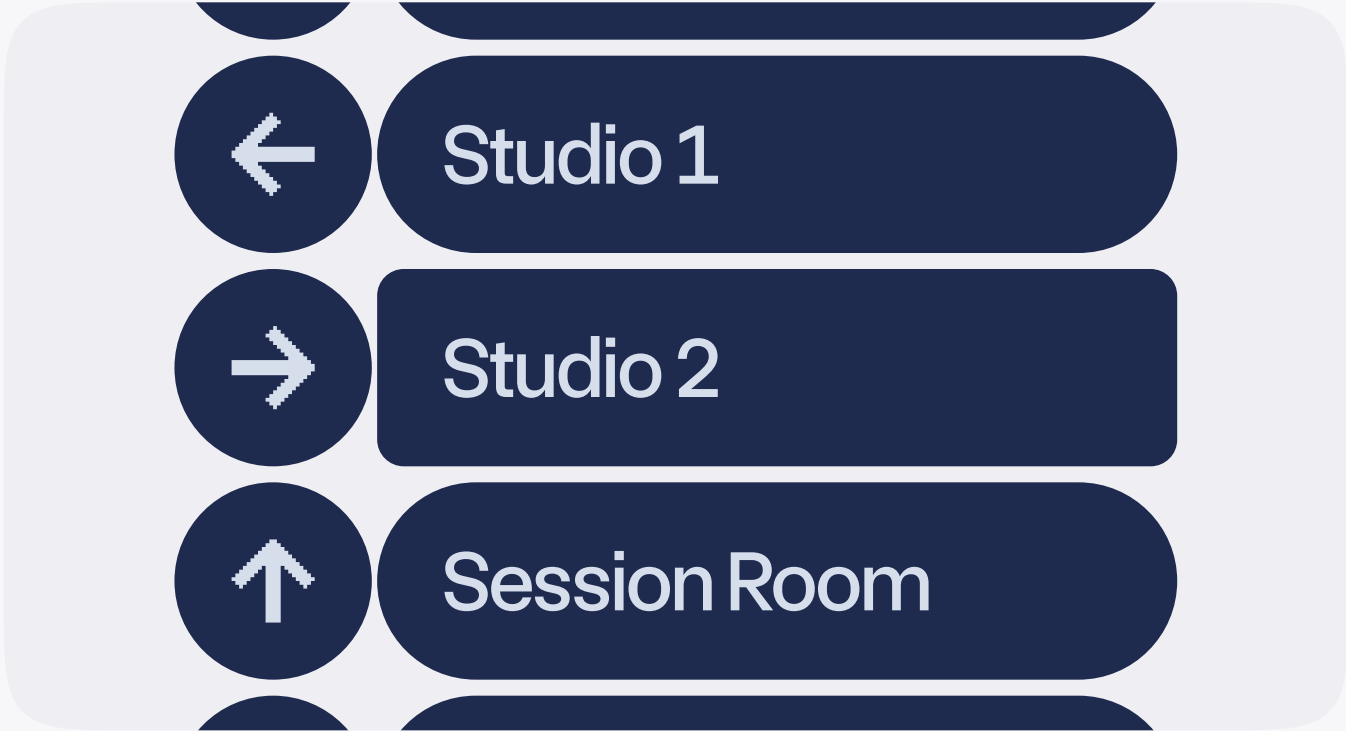
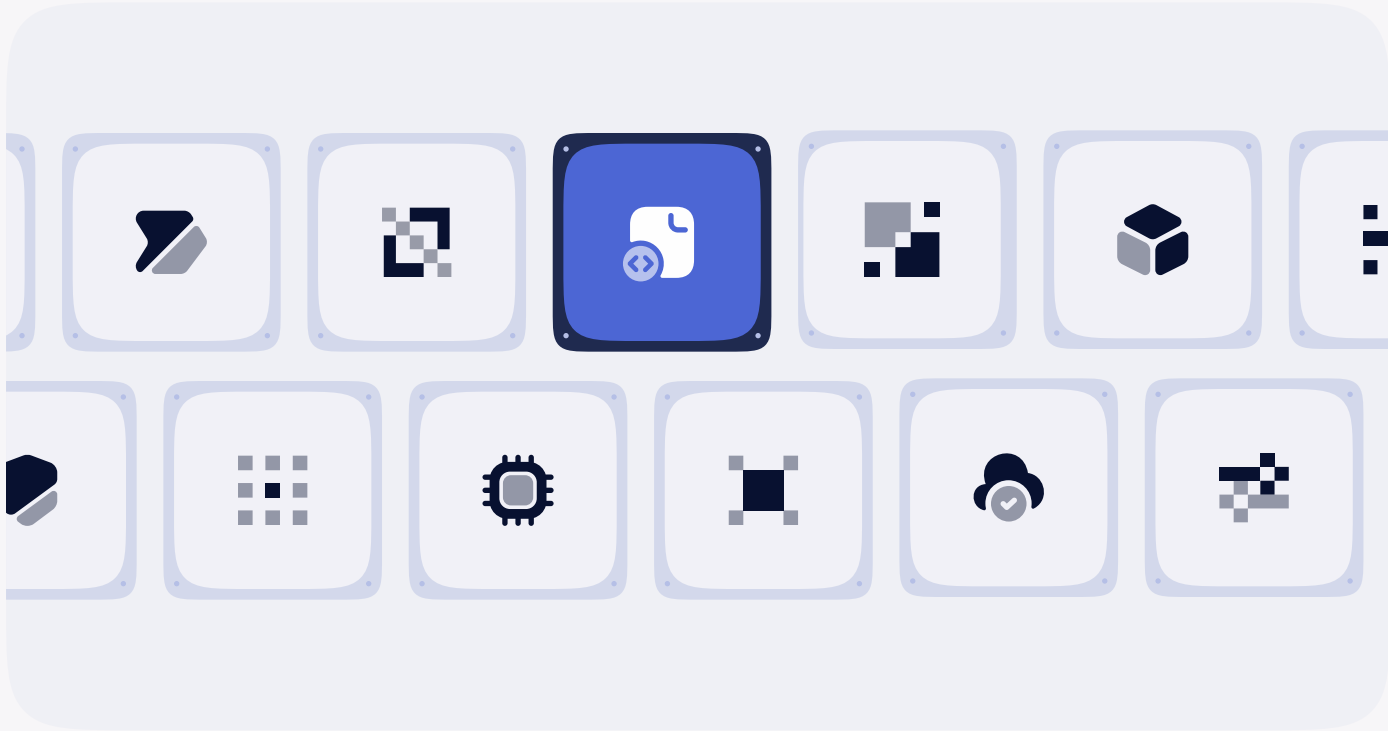
32 px

56 px

64 px



ZkCloud is the
first  credible
decentralized
 cloud for zk
knowledge





Iconography Alignment

Ensure all icons are consistently aligned within their designated grid, maintaining uniform spacing and balance. This alignment preserves visual harmony across various sizes and applications, reinforcing the overall brand identity



AI Integration

Start at
11:30 AM
Emily Carter



ZeroKnowledge

Start at
1:00 PM
David Harrison



Blockchain

Start at
2:30 PM
Sophia Bennett



AetherTech

A convergence of
innovation and security.

Summit 2024



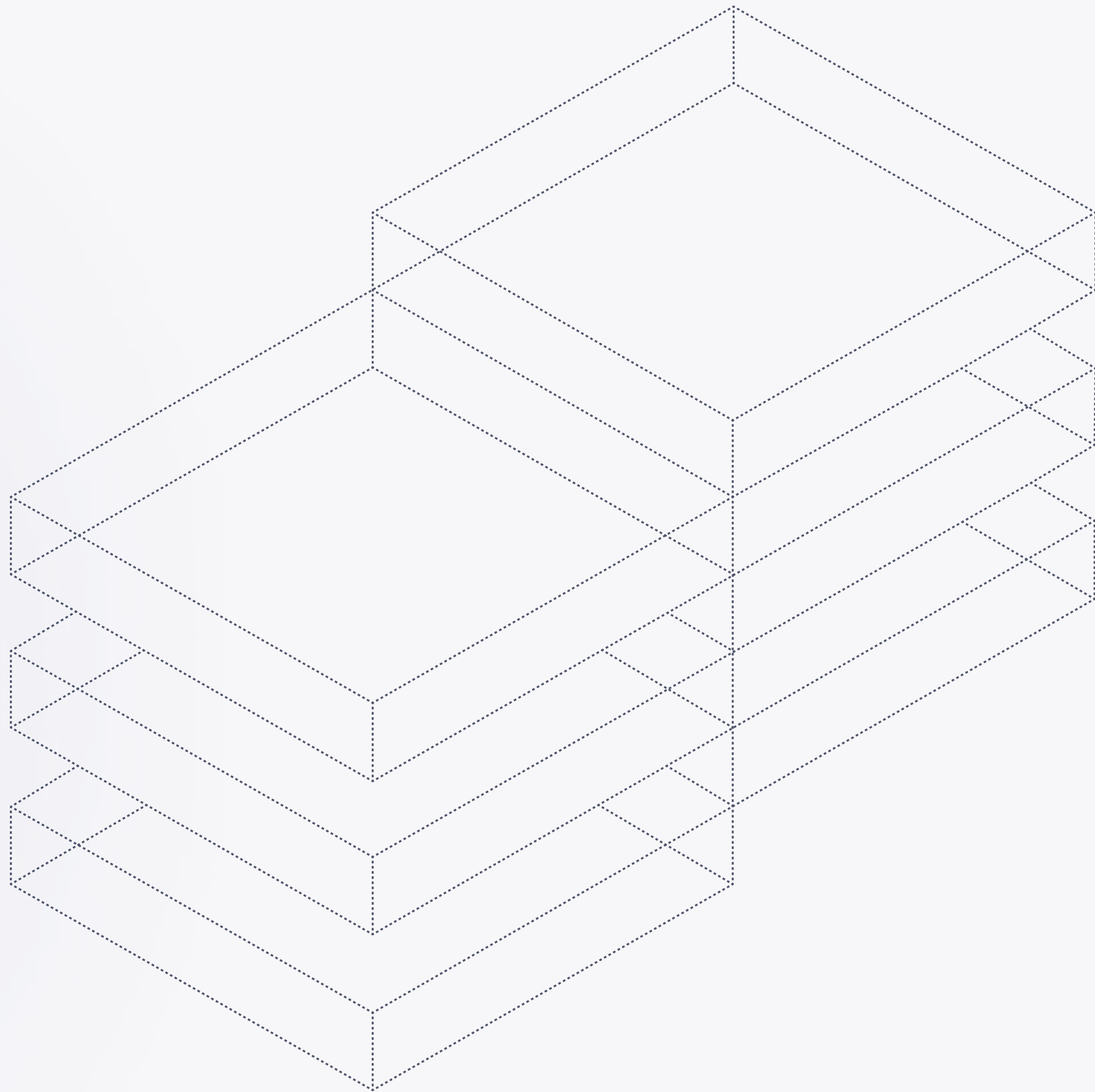


07.0

Illustration

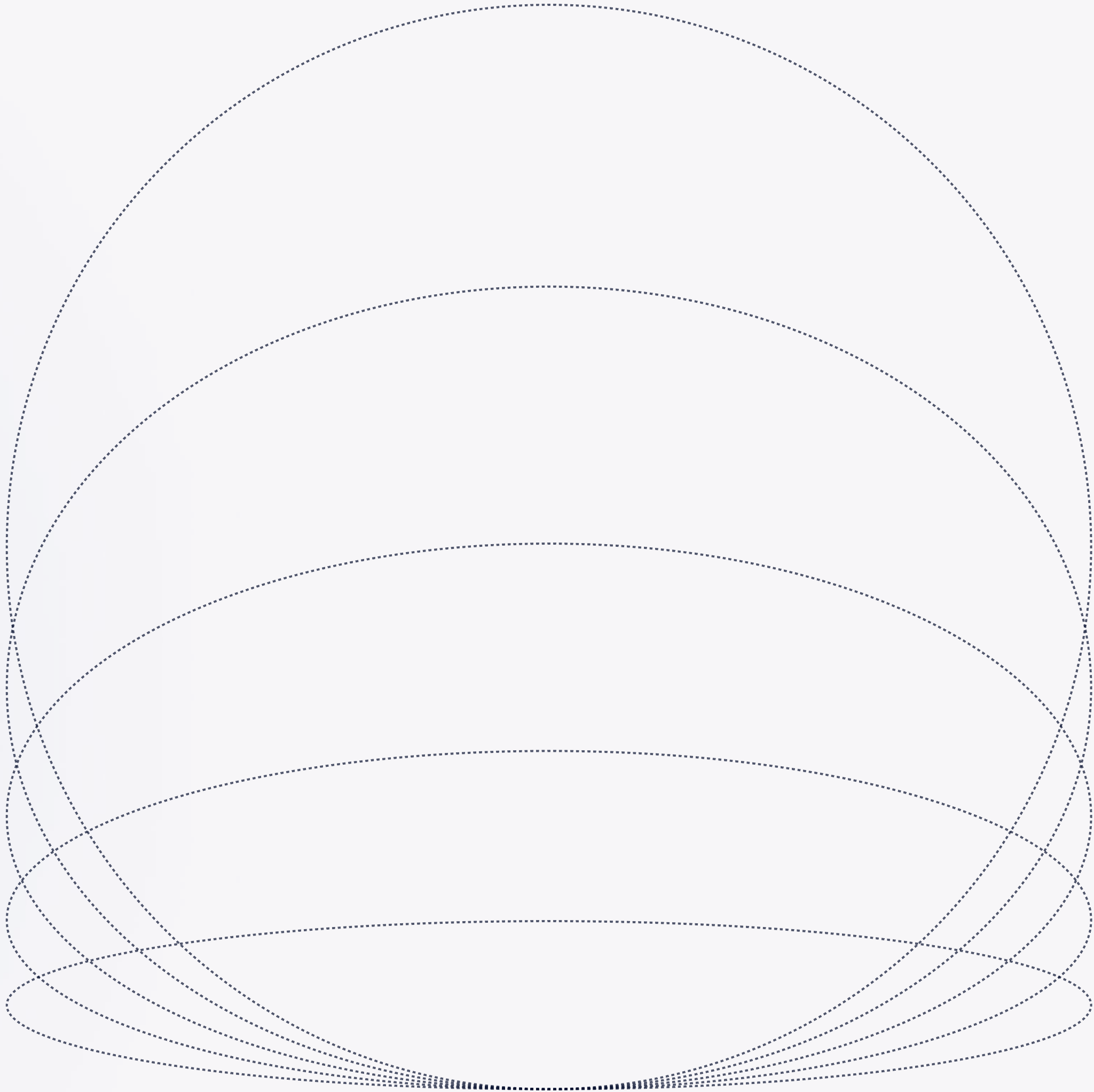


Abstract





Abstract



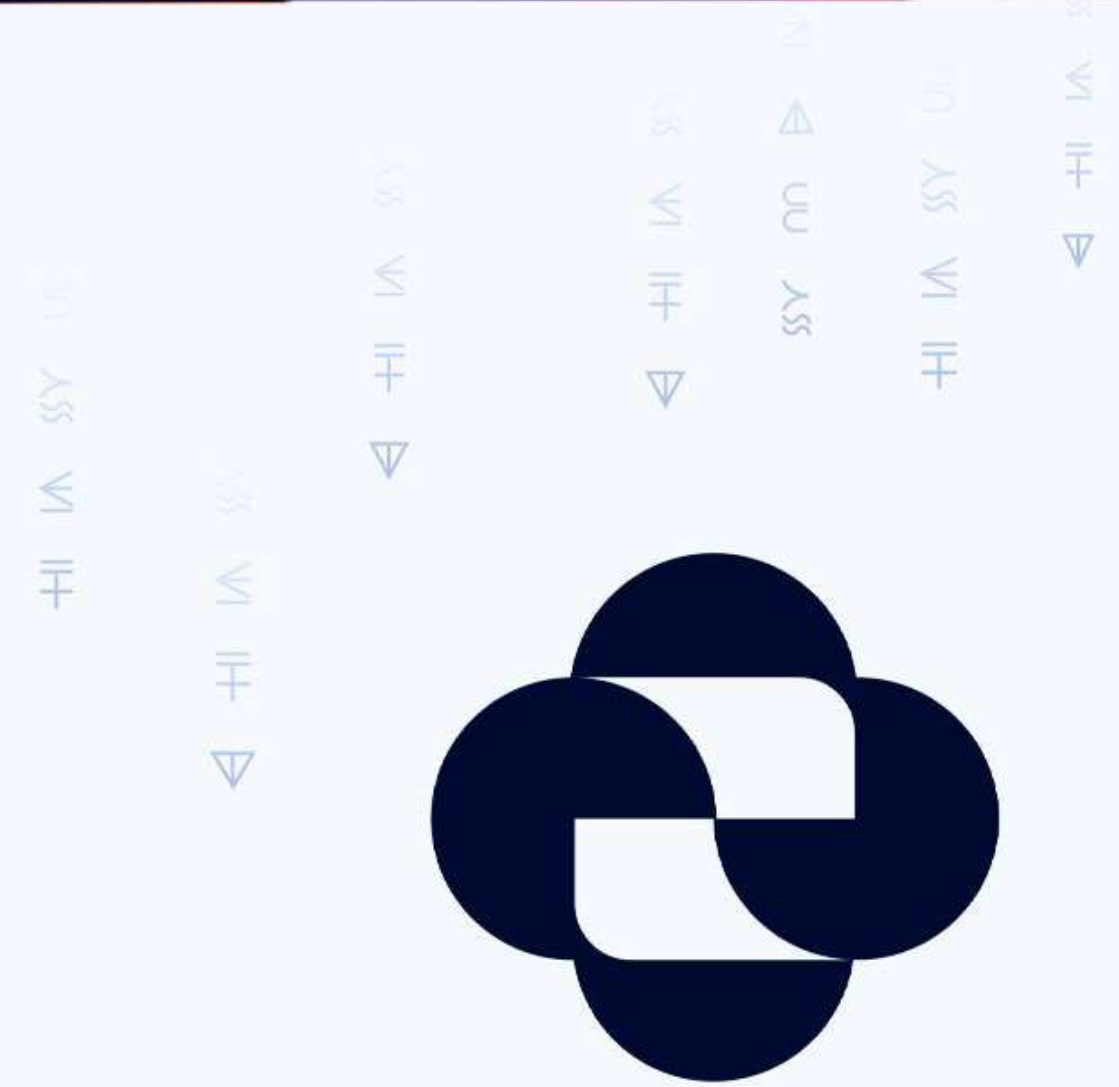


08.0


Brand in action


Unlocking the potential
of trustless systems


Accessible technology that transforms how you interact with the ZkCloud




Zero-Knowledge proofs in Web3 Zero-Knowledge proofs in Web3 Zero-Knowledge proofs in Web3 Zero-Knowledge proofs in Web3 Zero-Knowledge proofs in Web3 Zero-Knowledge proofs in Web3 Zero-Knowledge proofs in Web3



Fast.  Cheap. Decentralized.

 **ZkCloud**

 **ZkCloud**

**Decentralized
blockchain
platform**

Cost efficiency

Up to 10 times cheaper
than traditional cloud solutions

Zero-Knowledge proofs in Web3 Zero-Knowledge proofs in Web3 Zero-Knowledge proofs in Web3 Zero-Knowledge proofs in Web3 Zero-Knowledge proofs in Web3 Zero-Knowledge proofs in Web3 Zero-Knowledge proofs in Web3





Welcome to
The ZkCloud ERA

ZkCloud

Decentralized network for zero-knowledge
proof generation and verification

ZkCloud

Decentralized network for zero-knowledge
proof generation and verification

ZkCloud

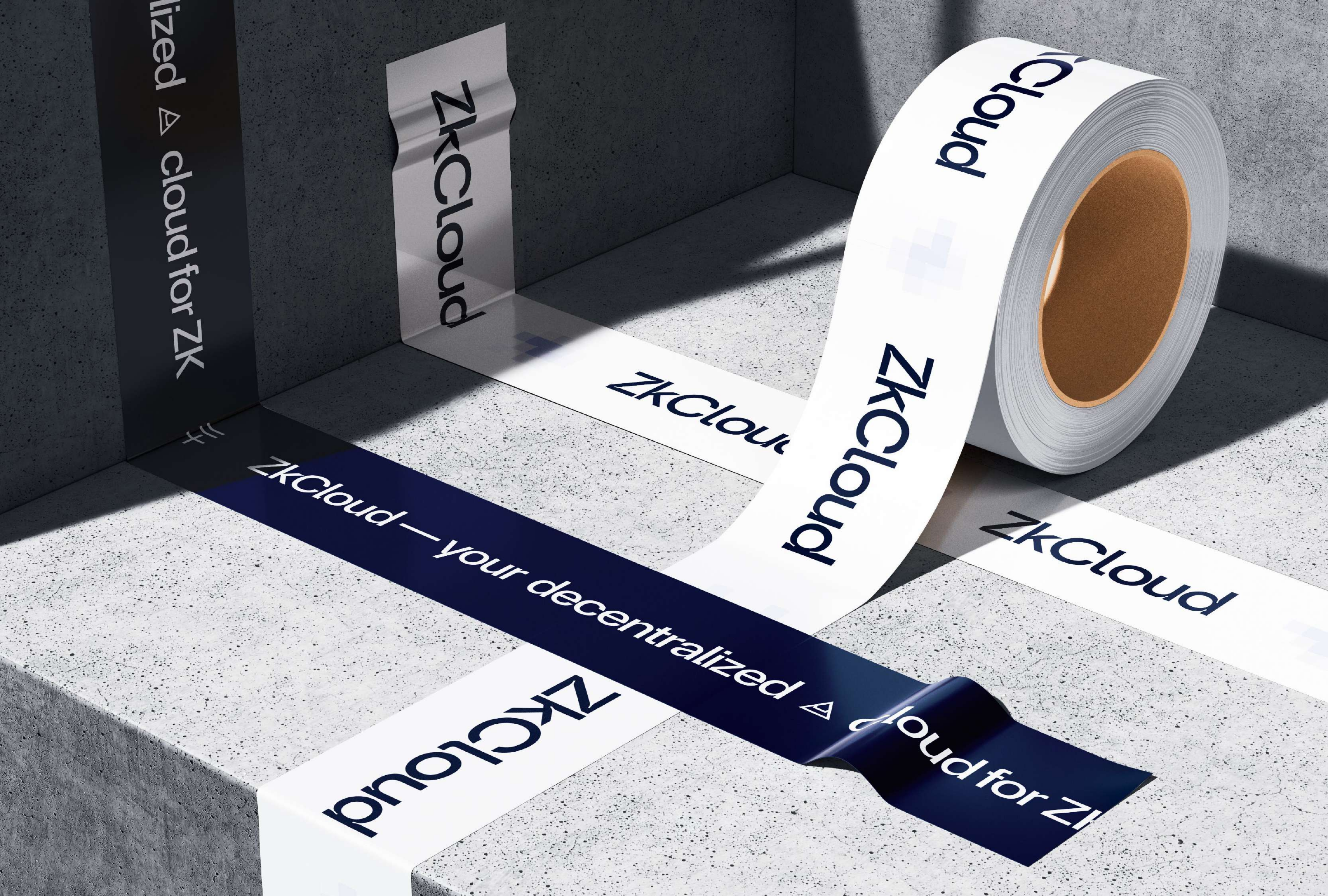
Speed

Low price

Zero-knowledge
verification







Decentralized & cloud for ZK

ZkCloud

ZkCloud

ZkCloud

ZkCloud

ZkCloud — your decentralized & cloud for ZK

ZkCloud

ZkCloud

