

Brand Identity Guidelines

Logo Use • Colors • Concepts



 **ZENNIHOME**
LIVING TRANSFORMED

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About

Our Story

Labor shortages, the rising cost of construction materials, supply chain issues, and long-term underinvestment have created an unprecedented demand for homes in the U.S. That's why Bob Worsley, former Arizona State Senator, author, serial entrepreneur, and founder of SkyMall, teamed up with his friend, Stephen D. James, designer of eco-friendly, master planned communities such as Daybreak in Utah, to co-found ZenniHome.

Founded in 2020, ZenniHome brings viable solutions to the housing industry shortage by designing and factory building its models to be easily transported, to have a minimum environmental footprint, to stack in multi-family configurations, and to include leading edge technologies that transform the customer experience of buying, investing, owning, and living.

From financing and permitting to sustainable upgrades to re-configurations and additions - whether you are a first-time buyer, an ADU aficionado looking for a stand-alone unit, a real estate investor looking to generate additional rental income, or a developer/investor seeking to build a multi-family community, we've got you. Most home manufacturing companies are solely focused on the product - but for us it's equally about the people who buy and build them, the seamless process from website to finished site, and the priority of the planet.

Of course, our flagship patented design units - Denizen and Citizen - are also in a league of their own. We specialize in transformative architecture and robotic furnishings that allow customers to get more living out of every square inch. ZenniHome builds smart, connected homes with environmentally prioritized features.

Elevator Pitch

ZenniHome makes beautiful design a reality — not just for the few who can afford it, but for many to thrive in it. We build high quality homes in a factory setting utilizing robotic technology to create adaptive space, providing more feet per square foot. Liberate your home and your life will follow. That's Living Transformed.

Catch Phrases

- Living Transformed.
- More square feet per square foot!
- Adaptive Space.
- Living large in small spaces.
- Transformative architecture.
- Turnkey. Turnbed. Turncloset.
- Robotic technology to create adaptive space.
- Responsive to the flow and rhythm of your day. That's Living Transformed.
- A living environment that gracefully balances ergonomics and aesthetics to create a home that works...beautifully.

Logo



The logo font is based on **Brother 1816 Regular**.

It is available at <https://fonts.adobe.com/fonts/brother-1816>



Logo Best Practices

In order to preserve brand integrity, the logo needs to remain consistent in appearance throughout all applications. Here are some examples of how the logo should not be used.

1. Do not alter the logo colors. Check the color guidelines.



4. Do not place the logo inside a shape or a container.



2. Do not add effects to the logo, such as shadow, or texture.



5. The bird icon should always face right.



3. Do not change the logo proportions.



6. Do not change size relationship or alignment between icon & logo type.



Logo Compositions

TEXT + LOGO MARK



TEXT + LOGO MARK + TAGLINE

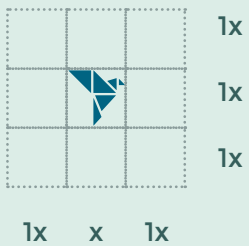


LOGO MARK ONLY

Can be used in close proximity to the full logo. Such as social media profile images.



Logo Clear Space





Brand Colors

The ZenniHome brand colors have been selected to evoke feelings of zen, peace and tranquility.

CAUTION!!!

DO NOT use software to convert colors between various formats. Color specs have been adjusted in some cases in order to achieve the best match between PMS, CMYK and HEX formats. The values in this document should be used based on how your work will be published.

COLOR USES

The primary colors can be used for text headers, subheaders and body text. They can also be used for the logo, design elements, shapes, dividers and website blocks.

USES REMINDER

All brand colors can be used for design elements, such as shapes, dividers, and website blocks. Brand colors can be used as backgrounds.

TIP

Color values may vary slightly from one format to another.

Primary Colors



PMS	CMYK	HEX#
7469 C	C : 100 M : 31 Y : 21 K : 32	165D83



PMS	CMYK	HEX#
619 C	C : 28 M : 33 Y : 93 K : 18	998F36



PMS	CMYK	HEX#
7472 C	C : 67 M : 4 Y : 36 K : 0	7BB4B0



PMS	CMYK	HEX#
5477 C	C : 70 M : 34 Y : 48 K : 41	485B58



PMS	CMYK	HEX#
621 C @ 50% TINT	C : 13 M : 1 Y : 9 K : 0	E5EFEB



PMS	CMYK	HEX#
621 C @ 25% TINT	C : 5 M : 0 Y : 5 K : 0	F6F9F4

Typography

FONT SIZE TIP

A general rule of thumb is to keep the size of the sub-header as half of the header, and the size of the body text as a third of the header. You could also divide by 1.6 to keep a golden ratio.



Headers & Subheaders

Jeanne Moderno OT | Bold

A a B b C c D d E e F f G g H h I i
J j K k L l M m N n O o P p Q q
R r S s T t U u V v W w X x Y y Z z
0 1 2 3 4 5 6 7 8 9

This font can be difficult to read at small sizes and when text is lengthy,
as such this font should be used only for short headlines, headers and subheaders.

This font should NOT be used as body text or in ALL CAPS.

This font is available at <https://fonts.adobe.com/fonts/jeanne-moderno>.

Body Text

Montserrat | Regular, Medium & Bold

A a B b C c D d E e F f G g H h I i J
j K k L l M m N n O o P p Q q
R r S s T t U u V v W w X x Y y Z z
0 1 2 3 4 5 6 7 8 9

This font can be used for body text and subheaders.

This font is available at <https://fonts.google.com/specimen/Montserrat>.

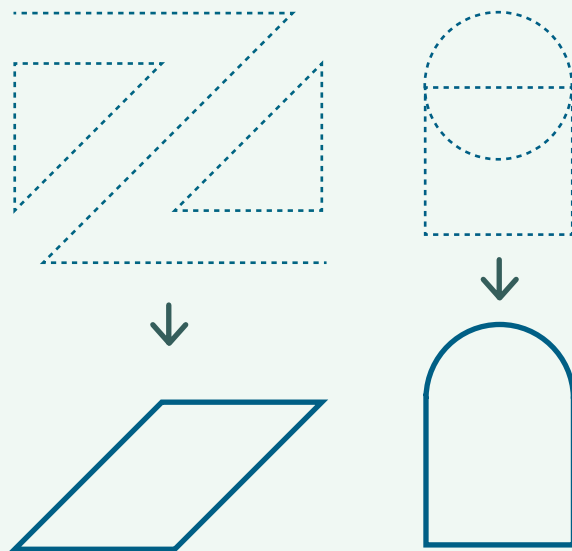
Modular Concept

MODULAR FRAMES

The concept of modular frames is inspired by using the basic shapes; triangle, square and circle.

The shapes are combined to make simplified frames to surround the Zenni-Home imagery, and when possible pay homage to the Z letter form.

The frames highlight the colors and of textures of the homes.

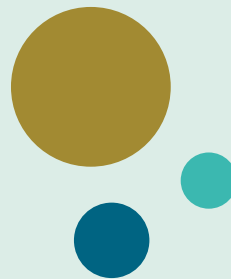
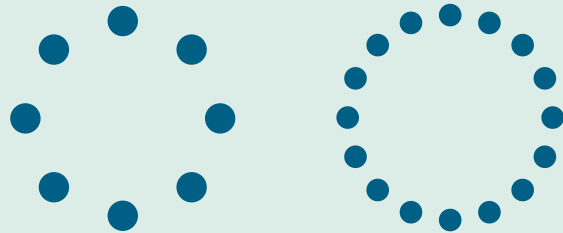


Circular Concept

CIRCULAR ELEMENTS

The circular elements used pay homage to the Zen Experience of ZenniHome. They represent serenity, continuity and balance.

These circles must remain a secondary element to the design as a whole, and must not take over the composition of the design.



Photography

MODULAR FRAMES

The purpose of the modular frames is to surround the photography of ZenniHome in a way that highlights the elements of the homes without overwhelming the compositions. The following pages include some implementations of the modular frames.





Align elements to grid.





A Living Home



More square feet per square foot.



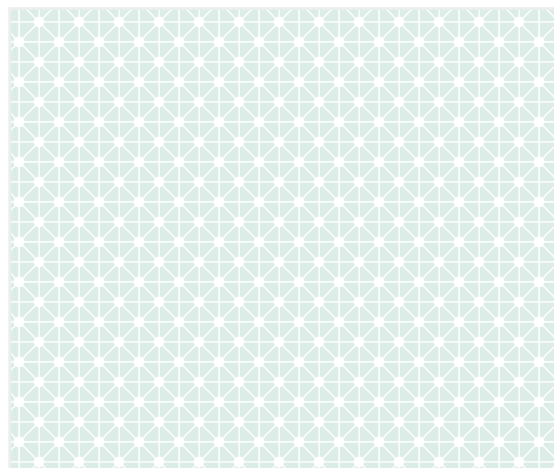
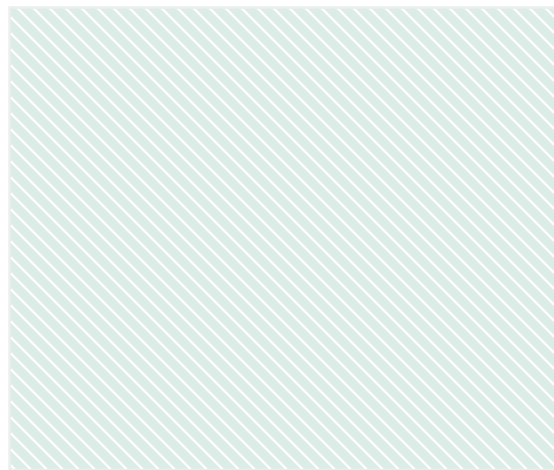
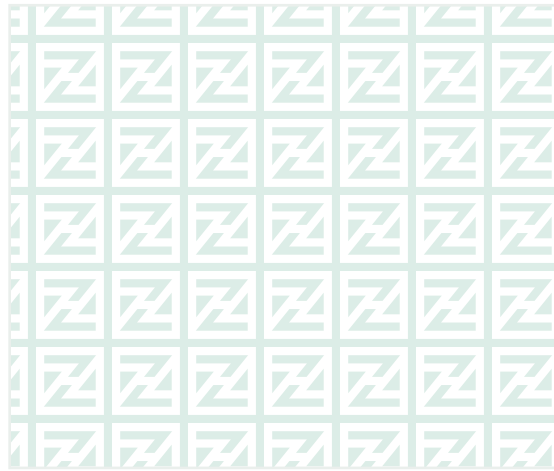
ZenniHome.com

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Patterns

The circle, square, and triangle shapes can also be used to make patterns. Patterns can be used as background and accent elements. When used as a background element it's best to be paired with primary color PMS 621 @ 50% or CMYK/HEX equivalent.

The patterns serve a similar purpose as the frames in that they highlight but do not take over the composition. One way to do that is with color, keeping the color of the pattern as a shade darker or lighter than the background.



That's ZenniHome.

A living environment
that gracefully balances
ergonomics and aes-
thetics to create a home
that works ... beautifully.



ZenniHome.com



Questions?

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