

BRAND DECK . 2025



A focused overview of our brand
identity,
visual language, and strategic direction.

BRAND GUIDELINES.

A collective overview of our presentation standards. By establishing clear guardrails for design and voice, this framework ensures our brand remains cohesive, professional, and easily recognizable.

The Complete Guide

01

INTRODUCTION

SYDNEY, AUSTRALIA

ZEPTOSKY

An established Australian technology company engineering custom software, mobile apps, secure web platforms, and managed IT frameworks for modern businesses.

15+

IT professionals & Engineers

7

Proprietary Software Products

5+

Industries Served

0

Offshore Outsourcing — Ever

OUR VISION

LONG-TERM PARTNERS IN TECHNOLOGY

To be the most trusted technology partner for Australian businesses. Delivering end-to-end digital solutions that scale alongside our clients, from startup to enterprise, without compromise.

- Zero outsourcing—
full accountability,
local expertise
- Security-first
development in
every codebase
- Sustainable
relationships over
short-term
projects
- Innovation built for
real operational
problems

OUR MISSION

BUILD.

SOLVE.

GROW.

To transform **operational friction** into intuitive digital systems. Engineering reliable technology that enhances efficiency, protects data, and powers **sustainable growth** for businesses across Australia.

PROPRIETARY SOFTWARE

OUR PRODUCTS

07 PLATFORMS



LIPIMALA

Interactive Nepali language learning platform



GOLO CRM

All-in-one business management ecosystem



GOLO SIGN

Legally compliant digital document signing



SMART QR

QR engine for menus, cards & marketing



MEMVOTE

Encrypted membership & e-voting platform



TEST & TAG

Equipment safety compliance reporting



BARBER APP

Real-time booking for salons & barbershops

BRAND PROMISE

TURNING IDEAS INTO DIGITAL REALITY.

WHAT IT MEANS

We help businesses move from concept to completion and delivering technology solutions that create measurable results.

IN PRACTICE

- Identifying real business challenges, not just surface problems
- Building custom solutions from GOLO CRM to Smart QR Link
- Transforming ideas into working digital systems

02

LOGO

ABOUT THE BRAND LOGO

A NAME THAT HOLDS ITS GROUND.

ZeptoSky's logo is not decorative, it is declarative. The wordmark communicates exactly what the business is: precise, structured, and ambitious. It requires no icon or symbol because the name itself carries the meaning.

"Zepto" signals microscopic precision and deep technical expertise. "Sky" counters with limitlessness: boundless ambition, scalable thinking, and room to grow. Together they define a company that operates at the smallest detail to achieve the largest outcome.

BRAND

LOGO



The ZeptoSky logo is a clean, modern wordmark that reflects the brand's tech-forward identity. It balances precision and ambition much like the solutions the brand delivers.

PRIMARY

LOGO

The **logo** must be used consistently across all touchpoints, never distorted, cropped, or modified. Maintain minimum size requirements to ensure legibility at all scales.



CLEAR
SPACE



Zepto Sky

LOGO SYSTEM

LOGO
USAGE

approved color
combinations only



LOGO SIZING

Medium

800x800 px



Maximum

1000x1000 px



Minimum

500x500 px



03

TAGLINES

BRAND VOICE

TAGLINE OPTIONS

Eight directions explored. One recommended primary.

ALL OPTIONS

- 01 **TURNING IDEAS INTO DIGITAL REALITY.**
- 02 **INNOVATE. BUILD. GROW.**
- 03 **TECHNOLOGY BEYOND EXPECTATIONS.**
- 04 **YOUR PARTNER IN DIGITAL TRANSFORMATION.**
- 05 **WHERE INNOVATION MEETS OPPORTUNITY.**
- 06 **CREATING SOLUTIONS WITHOUT LIMITS.**
- 07 **BUILDING TOMORROW'S BUSINESS TODAY.**
- 08 **TECHNOLOGY THAT MOVES BUSINESS FORWARD.**

04

PERSONALITY

BRAND PERSONALITY

01	INNOVATIVE	Always finding a better way forward.
02	PROFESSIONAL	Precise, polished, and dependable.
03	RELIABLE	There when it matters most.
04	SOLUTION-ORIENTED	Problems exist to be solved.
05	CREATIVE	Original thinking in everything we build.
06	FORWARD-THINKING	Building for where business is going.



05

COLORS

BRAND

COLOR

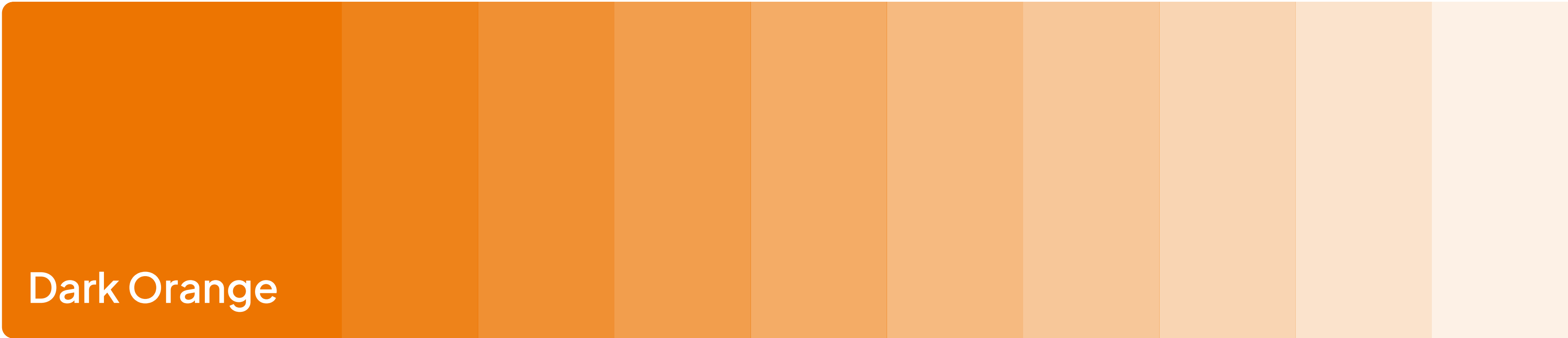
Brand colors combine a vibrant orange, deep charcoal gray, and clean white to create a modern, high-contrast identity.

Dark orange
#EE7602

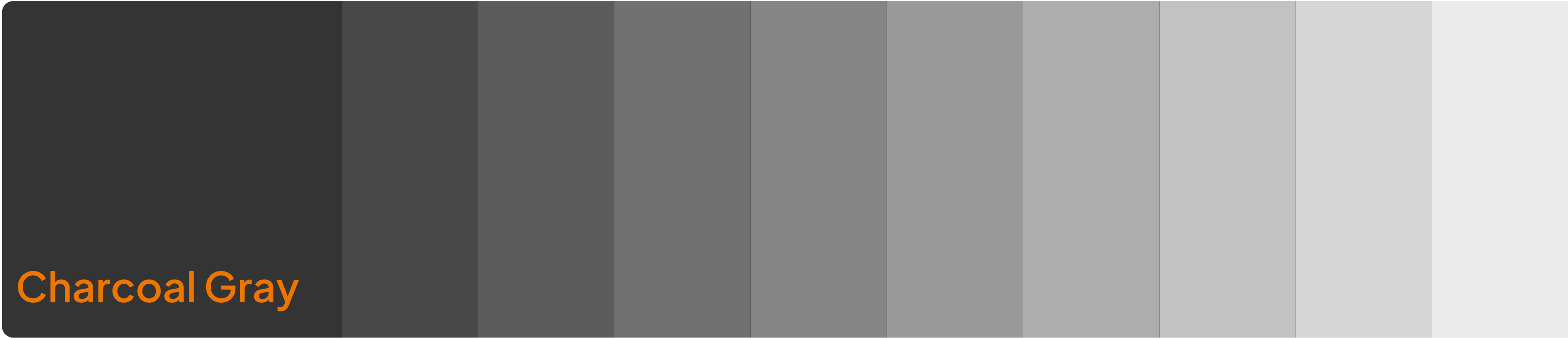
Charcoal Gray
#353535

Pure White
#FFFFFF

COLOR TONE



Dark Orange



Charcoal Gray

06

TYPOGRAPHY

PRIMARY TYPEFACE

Fontspring Demo

AB

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890@#\$\$%&*

A tall, condensed display face built for impact. All caps, zero compromise. Every letterform is tight, geometric, and unapologetically bold.

SECONDARY TYPEFACE

Ryker text

AB

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@#\$\$%&*

A clean, modern geometric sans with warmth. Legible at any size, versatile across weights, and easy to read in long form.

TYPEFACE

Visual Hierarchy is the order in which the eye reads information — what it sees first, second, and last.

56 px / Bold

H1

PAGE TITLE

Font	Use
Fontspring Demo	Page titles

42 px / SemiBold

H2

SECTION TITLE

Font	Use
Fontspring Demo	Section Headings

30 px / SemiBold

H3

Font	Use
Fontspring Demo	Subheadings

BODY .16 px / Regular

Sydney-based
Zero offshore.

Font	Weight
Ryker Text	300–700

07

STATIONARY

BUSINESS CARDS

