

Zeropoint.IT Branding



Brands make us associate values and experiences with the products and services they mark.

Our brand attributes are at the core of our brand. They summarize our promise to our partners, showing people not only what we do, but how we do it. Everything that bears the Zeropoint.IT name should live up to these attributes.

Global business constantly changes. So does Zeropoint.IT. As we invent new solutions, we lead the way in applications and technology.



Colour

Colour shows spirit and promotes brand recognition. Why have we chosen RED as a major branding colour for Zeropoint.IT ?

The RED colour is commonly used for danger, fire and blood but on the other hand RED is associated with energy, strength, power, determination as well as passion, hence the RED power tie for business people and the VIPs. In some cultures RED denotes Purity and Joy. It has a very high visibility, which is why stop signs, stop lights, and fire equipment are usually painted RED.

As mentioned above, this colour is also associated with strength & power, so we have used RED because Zeropoint.IT is a Growing, Dynamic, Young and Passionate organization.

We use RED because we want to grab the attention of our target audience. We use RED because we don't want to sink into the background. Use of RED is also to suggest speed combined with confidence.



Shape

Brands are signals and signals work best if they are bold.

Overall, the shape has a loud and bold appearance with one corner that represents the Core of the whole business.

Many people ask why Zeropoint.IT has a logo that looks like a drop; as defined above, the shape of our logo represents the core as well as the infrastructure of our business, so even though it may look like a drop, it serves the purpose of symbolizing the business.

Brands are magic. Of course that magic works better if the mark is strong and the values are anchored in your mind. The stronger it is, the better we remember it.



Web 2.0

The business provides solutions that are based on up to date industry standards.

Being the provider of solutions following web 2.0 standards, the logo has to reflect the nature of the brand. One of the soul characteristics of web 2.0 is to have a glossy 3D look making things stand out more.

Keeping this fact in mind the shape of the logo was given a shiny 3D look making its appearance even more bolder and memorable.



Icon

Our Icon is the most prominent expression of the Zeropoint.IT brand. In the Zeropoint.IT brand we have an icon with a pointer cutting through a confined path.

Zeropoint.IT is an Open Source organization and the icon in the logo shows that clearly. The arrow (pointer) is crossing the boundaries of the circle, meaning "no boundaries and unlimited approach" to our target audience and in the technology we are offering.

On the other hand, the pointer summarises technology itself.



Typography

The company name in the logo written in the form of high tech font represents the nature of the company as a technology based company. And the ".it" written in the format of an arithmetic expression, like x(raise to the power y) represents that the core power in the company is to provide IT solutions to its clients.

The abstract shape replacing the "O" is based on the actual logo of the company and a sign to be remembered.

The text "Zeropoint.IT" also serves the purpose of representing the web URL of the company.