

# zenterra

brand book



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# Introduction

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**Zenterra** is an independent integrator of innovative AI solutions for business, focused on the strategic implementation of technologies that transform the way organizations operate and grow.

Our mission is to turn artificial intelligence into a natural and effective engine for business development—adapted to the unique goals, processes, and needs of each company. Our core approach is **“AI Native”**—not simply applying technology, but designing AI strategies that work from concept to implementation and integrate organically into the very core of the business.

Our independent expert profile allows us to recommend and deliver objective, practical, and results-driven solutions, without dependency on specific platforms or vendors. **Zenterra** offers a broad portfolio of AI integrations and products that optimize operations, accelerate decision-making, improve team efficiency, and support sustainable growth—from document automation and marketing to intelligent sales agents and human resource management.

We work with organizations ranging from small and medium-sized businesses to corporate and public-sector entities, delivering customized AI solutions that produce immediate and measurable business impact.

At **Zenterra**, we believe artificial intelligence must be understandable, applicable, and sustainable. That is why we create solutions that go beyond technological trends and deliver long-term value, clear logic, and control for businesses.

For us, AI is not just a tool—it is a strategic partner in building smarter, more adaptive, and competitive organizations.





# Mission

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To help 100,000 companies worldwide unlock their full potential through meaningful and sustainable AI integration over the next five years.

We believe technology is most powerful when it serves people. That is why we focus on building bridges between innovation and real business needs - creating an environment where growth is the result of properly implemented intelligent solutions.

# Vision

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Our vision is to establish **Zenterra AI** as a leading integrator and trusted partner for SME and SaaS companies, enterprise organizations, and public institutions across Europe.

We are committed to building long-term relationships based on expertise and security—making the journey toward advanced technology simple and predictable.

We look to the future with confidence, setting international standards for quality and ethics in the use of artificial intelligence.

# Rationale

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**Zenterra AI** helps businesses leverage artificial intelligence in an accessible, strategic, and practical way across Europe and globally.

Our focus is on the specific needs of SMEs, SaaS companies, enterprise organizations, and the public sector - supporting thousands of teams in working smarter, faster, and with greater ease.

Rather than simply implementing software, we provide a comprehensive growth strategy that ensures every investment delivers measurable added value.

In this way, we transform complex technologies into clear, reliable solutions that bring peace of mind and real results.





# Logo

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The **Zenterra** logo is a core element of the brand's visual identity. It combines modern typography with a smooth gradient transition from turquoise to blue - symbolizing growth, innovation, and balance between technology and nature.

The rounded shapes convey accessibility and ease, while the clear letter structure communicates stability and professionalism. The logo is designed to be recognizable, legible, and adaptable across all digital and print environments.

The image shows the word "zenterra" in a lowercase, rounded sans-serif typeface. The letters are filled with a horizontal gradient that starts as a vibrant turquoise on the left and smoothly transitions to a bright cyan on the right. The letters are evenly spaced and centered horizontally on the page.

zenterra

# Logo for event participation

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The **Zenterra.ai** logo is a specially adapted version of the brand's core visual identity, created for use at events, conferences, forums, and technology-driven initiatives. The addition of the .ai domain extension emphasizes the brand's focus on artificial intelligence, innovation, and technological advancement.

This version of the logo is designed for strong visibility across stages, screens, badges, presentations, promotional materials, and digital platforms, creating a clear and direct association between the **Zenterra** brand and its expertise in AI solutions.

zenterra.ai



# Minimum logo clear space

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A minimum protected area must always be maintained around the **Zenterra** logo. No other graphic elements, text, or images may be placed within this space.

This ensures optimal legibility, visual focus, and preservation of brand identity across all applications.

The minimum clear space is defined by the height of the letter “e” in the logo, as illustrated in the guideline, and must be respected in all formats and sizes.



# Logo variations

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The **Zenterra** logo is available in several official variations, adapted for different backgrounds and communication contexts.

- The full-color version is the primary and preferred option.
- The single-color version is used when technical limitations apply or when required by the design.
- On dark or saturated backgrounds, the logo must be used in white to ensure maximum contrast and readability.
- On colored backgrounds, the white version is also used when the full-color logo does not provide sufficient visibility.

The Zenterra logo in its full-color version, featuring the word "zenterra" in a lowercase, sans-serif font. The "zen" is in a teal color, and "terra" is in a light blue color.

Full color

The Zenterra logo in its monochrome version, featuring the word "zenterra" in a lowercase, sans-serif font, entirely in black.

Monochrome

The Zenterra logo in white, set against a solid dark blue background.

White on a dark blue background

The Zenterra logo in white, set against a solid bright cyan background.

White on a colored background

# Incorrect logo usage

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The **Zenterra** logo must not be altered, distorted, or stylized outside of the approved variations.

## NOT ALLOWED:

- Changing the colors
- Stretching or distorting proportions
- Rotating or adding visual effects
- Placing the logo on low-contrast backgrounds
- Changing the font or proportions
- Violating the minimum clear space



**IMPORTANT:** The brand name must always be written in **English only**.

**Correct:** Zenterra, Zenterra AI, Zenterra.AI

**Incorrect:** Zentera, Zintera, Zenterra ai, Зентера, Зинтера



# Colors

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**Zenterra's** color system is built around fresh, modern tones that emphasize the brand's technological character and convey dynamism and reliability.

The primary colors are turquoise and blue, used across digital materials, web interfaces, and marketing communications. A dark blue serves as a supporting and contrast color, suitable for backgrounds, text, and visually strong sections.

The gradient between turquoise and blue is a signature element of the visual identity and is used as an accent in key visual areas. Consistent use of these colors ensures strong brand recognition and visual coherence.



C: 55% M: 0% Y: 55% C: 0%



C: 63% M: 4% Y: 0% C: 0%



C: 93% M: 86% Y: 50% C: 66%



C: 55% M: 0% Y: 55% C: 0%

C: 63% M: 4% Y: 0% C: 0%

# Typography

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The main fonts used in **Zenterra** brand communication are **Inter** and **Mulish**.

**Inter** is used for:

- Headlines
- Call-to-action elements
- Highlights and key phrases

**Mulish** is used for:

- Body text
- Descriptions
- Long-form and informational content

The consistent use of these two fonts ensures good readability, a clear visual hierarchy, and a recognizable brand image.

## Inter

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Аа Бб Вв Гг Дд Ее Жж Зз Ии Йй Кк Лл Мм Нн Оо Пп Рр Сс Тт Уу Фф Хх Цц Чч Шш Щщ Ъъ Ыы Юю Яя

0 1 2 3 4 5 6 7 8 9 ! ? ( ) @ # %

## Mulish

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Аа Бб Вв Гг Дд Ее Жж Зз Ии Йй Кк Лл Мм Нн Оо Пп Рр Сс Тт Уу Фф Хх Цц Чч Шш Щщ Ъъ Ыы Юю Яя

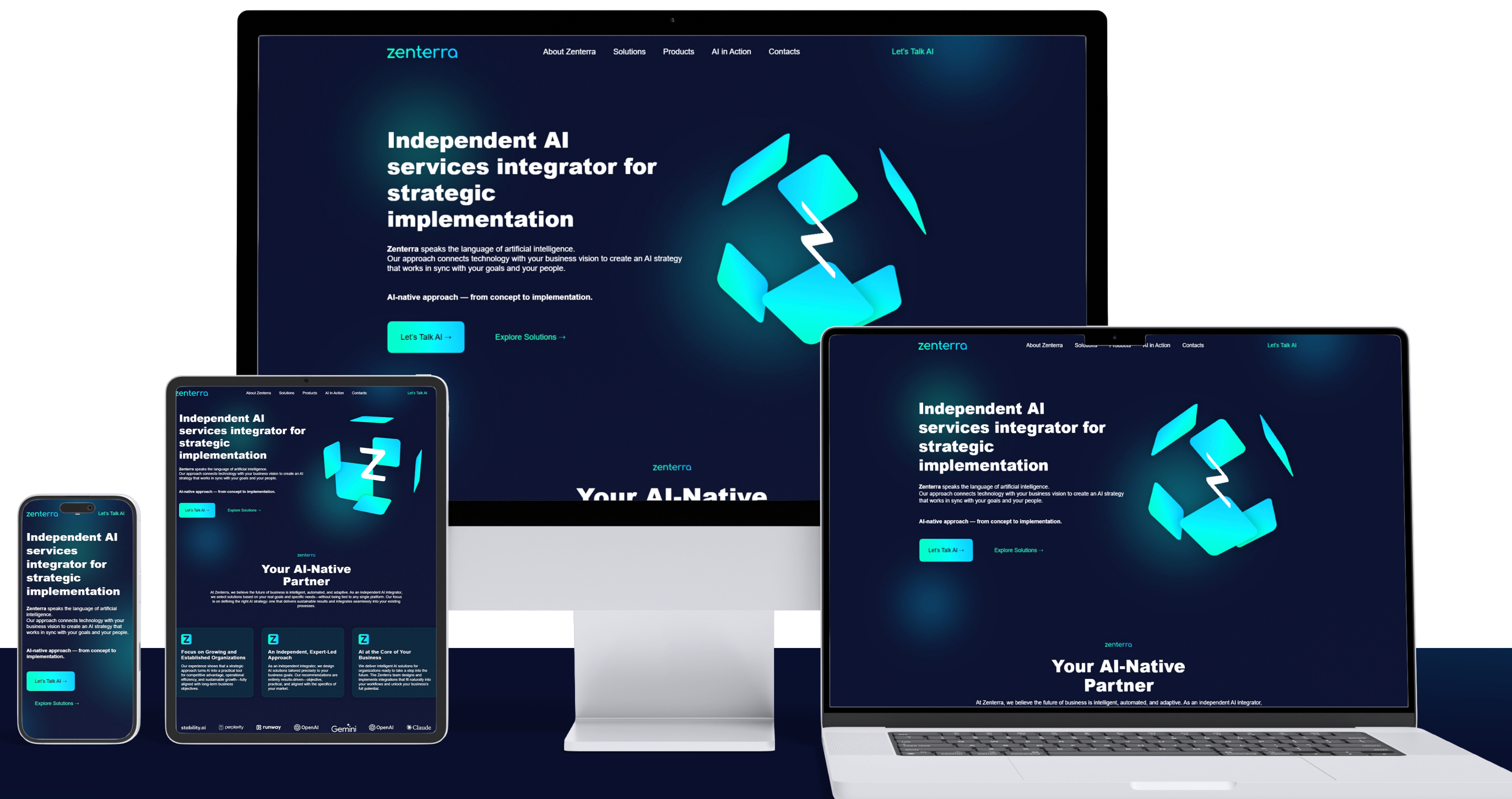
0 1 2 3 4 5 6 7 8 9 ! ? ( ) @ # %

# Online presence

**Zenterra's** online presence reflects the brand's expertise, innovative thinking, and strong business orientation. All digital channels consistently communicate our core values - trust, transparency, and real added value through artificial intelligence. The visual and verbal identity follows a clean, modern, and technology-driven style that reinforces our role as a reliable AI partner.

The **Zenterra** website serves as the primary digital point of contact with the brand. It is modern, intuitive, and user-experience focused. Its structure and navigation clearly present our services, approach, and expertise - facilitating access to information and encouraging effective communication with businesses.

The website reflects **Zenterra's** technological essence through clean design, clear messaging, and a strong focus on functionality and trust.





# Visual identity

**Zenterra's** visual identity reflects the essence of the brand—innovative, reliable, and future-oriented. The design is clean and modern, with a distinct technological character that conveys professionalism and expertise.

The color palette, typography, and graphic elements ensure consistency and recognizability across all touchpoints. The minimalist and well-structured visual language supports clarity and effective communication.





# Brand campaigns

**Zenterra's** brand campaigns are designed to position the company as an independent and trusted partner for strategic AI integration. They clearly communicate one core message: **Zenterra** works with technologies that have real business applications and deliver measurable results.

The focus is on the practical value of AI - not abstract promises or technological noise. The visual and communication approach is modern, clean, and confident, with a clearly recognizable technological identity.

All brand materials follow a unified logic and style, regardless of format - print or digital. The goal is consistent long-term brand building based on trust, expertise, and a reputation for implementing AI in a smart, structured, and effective way.





# Branded office materials

**Zenterra's** branded office materials are a natural extension of the brand's visual and communication identity.

They reinforce the sense of technological maturity, reliability, and attention to detail - both internally and in interactions with clients and partners.

The design is clean and modern, with clear brand presence and balanced use of color and typography.

Each element serves a functional purpose and communicates **Zenterra's** core values - intelligent solutions, structured thinking, and professionalism.

Branded office materials are part of the overall brand experience and contribute to strong recognition and consistent positioning of **Zenterra**.





**Thank you!**