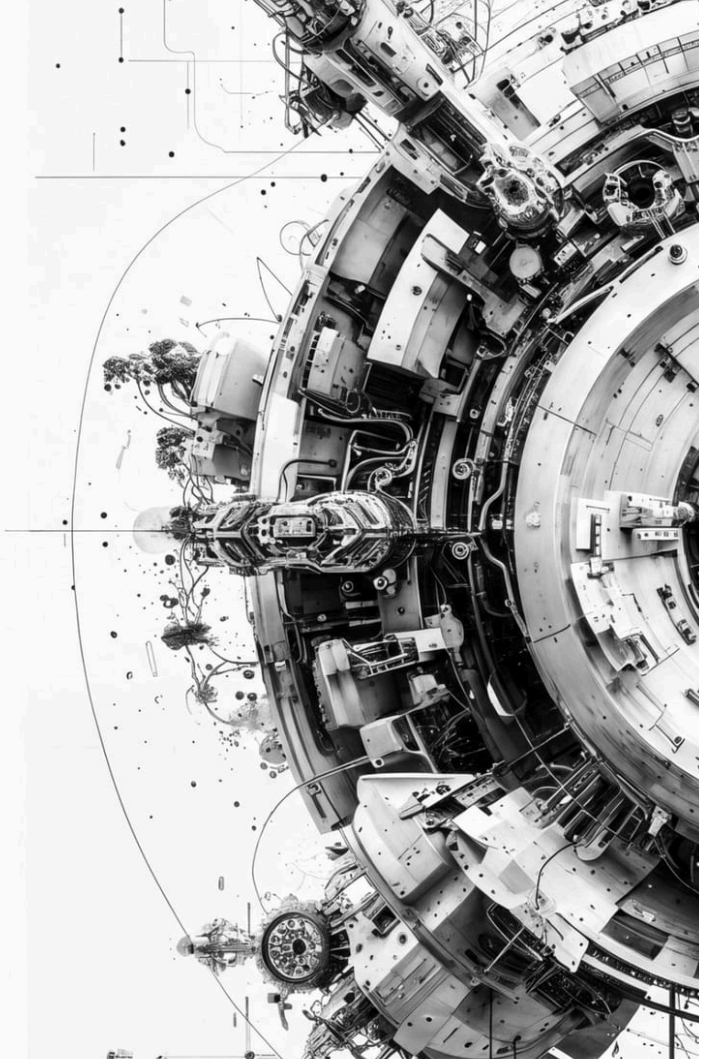
Zenith&

BRAND GUIDELINES · EDITION 8

One brand, built from the website.

The idea and the rule, side by side, for every page, document and screen that carries the Zenith& name.

2027 · ZENITHAND.COM



00 HOW TO USE THIS BOOK

The website is the reference.

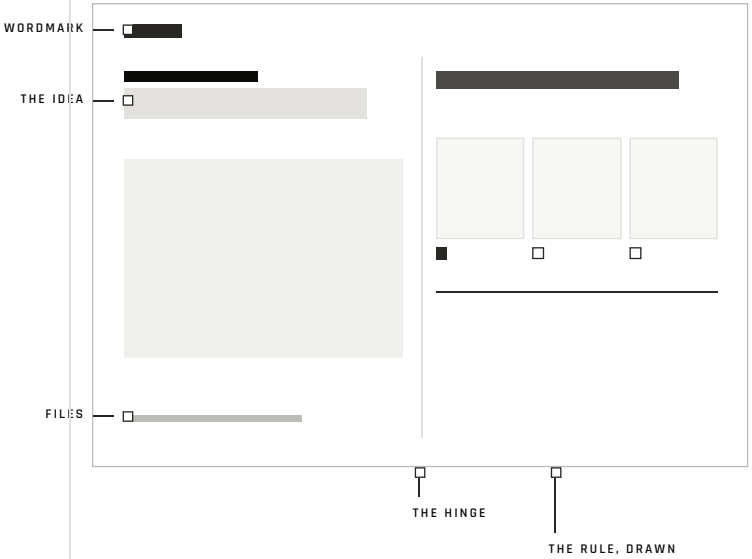
Edition 8 is written from zenithand.com. Where the site and a document differ, the site wins; where the site is silent, this guide sets the rule.

Read it front to back as the story of the brand, or open any chapter as a reference. Every page pairs the idea with the rule: what we believe on the left, how to apply it on the right. The ampersand is how we work, so it is how this book works.

Five parts	The idea, the identity, the system, in use and resources
Fourteen chapters	Each opens with its number and the sections inside it
One change log	Chapter 14 lists what changed, and when

00 ANATOMY OF A PAGE

The idea on the left. The rule on the right. A hinge between them.



☑ **Right.** Shown first and large.

☒ **Wrong.** Shown small, with the reason in one line.

Five parts. Fourteen chapters.

Read it front to back as the story of the brand, or open any chapter as a reference. Every line here is a link.

I THE IDEA

01 Brand idea and values 005
02 Brand structure 012
03 Voice and writing 018

II THE IDENTITY

04 Logo 026
05 Colour 034
06 Typography 043
07 Imagery 051
08 Iconography 060
09 Motion 068

III THE SYSTEM

10 Grid and layout 076
11 Components 087

IV IN USE

12 Applications: documents and social 105
13 Do and don't 127

V RESOURCES

14 Files, downloads and change log 132

The whole system, on one page.

Zenith

Logo

Two drawings in two neutral tones, used exactly as supplied.

CHAPTER 04 · PAGE 026

Colour

White leads, Graphite gives weight, one Signal Blue stop. Division colours identify divisions only.

CHAPTER 05 · PAGE 034

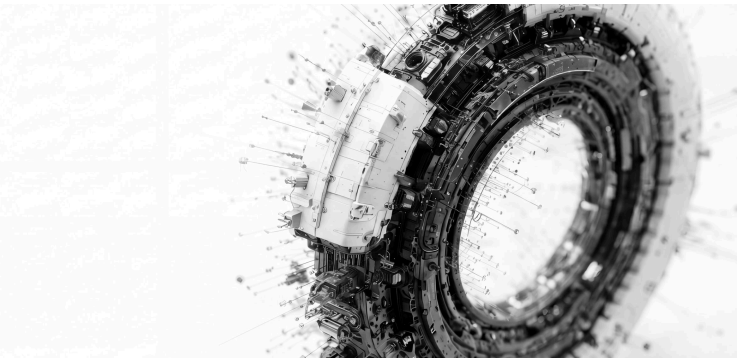
Aa

IBM Plex Sans for reading. Rajdhani for structure and every figure.

Typography

Rajdhani 600 and 700, IBM Plex Sans 400 and 600, Noto Sans Arabic.

CHAPTER 06 · PAGE 043



Imagery

Engineered objects in greyscale, run to the edge, the subject moved clear of the words.

CHAPTER 07 · PAGE 051

Graphic language

Right angles only: rules, squares and the annotation device.

CHAPTER 08 · PAGE 060

LABEL

01

Brand idea and values.

One partner for market and brand. The ampersand is the idea: disciplines that usually sit apart, run as one team.



IN THIS CHAPTER

01.1 Who we are
01.2 The ampersand belief
01.3 Mission and vision
01.4 Values
01.5 Principles
01.6 The route idea

01.1 WHO WE ARE

One partner for market and brand.

Zenith& is a UAE-based consultancy. We help companies enter GCC markets and build brands that sell there, in store and online.

Most businesses treat these as separate jobs, and every handover costs time, money and clarity. We run them as one programme, with one team accountable for the plan and the result.

Zenith& has its roots in Zenith Creatives, a design studio founded in Al Khobar, Saudi Arabia, in 2009.

HOW TO STATE IT

DESCRIPTOR	GCC growth consultancy · UAE · KSA
MARKETS	UAE and KSA, with work across the GCC (Qatar, Kuwait, Bahrain, Oman)
NAME	Zenith& in copy; Zenithand FZC as the legal name only

01.1 AT A GLANCE

Figures as on zenithand.com, each labelled Company record in print.

2009

ESTABLISHED

3	15	7 days
DIVISIONS	TEAM MEMBERS	TYPICAL MOBILISATION

EVIDENCE LABEL

Company record — ON EVERY FIGURE IN PRINT

The site's "Active markets" figure is under review: do not print a market count until it is confirmed.

01.2 THE AMPERSAND BELIEF

The ampersand is how we work.

The “&” in Zenith& is an operating belief, not a design choice. Growth needs disciplines that usually sit apart to work as one.

The ampersand in Zenith& is a symbol of duality and wholeness: two worlds brought together not to compete, but to complete one another.

Strategy & execution

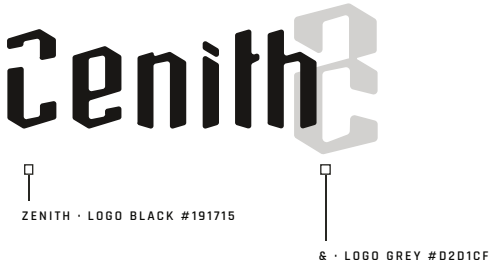
Numbers & narrative

Systems & storytelling

Each capability is specialised. All of them are connected.

01.2 THE BELIEF, DRAWN

The logo carries it in tone: a dark word joined to a light ampersand.



Structure

Logic and evidence: the ruled grid, tables, figures and documents. Black carries the authority.

Expression

Imagination and craft: space, scale, imagery and the large cropped mark. Grey carries the lightness.

Set the pairs in this order, with the ampersand in Pewter #6B6A65 and the second word on the same line. Never replace “&” with “and” in the pairs; screen readers get “and” from hidden text. The two tones remain the logo rationale.

01.3 MISSION AND VISION

Evidence behind every decision.

Two sentences, quoted word for word wherever they appear, straight after the belief.

MISSION

To take good products and brands into the GCC and help them grow, with evidence behind every decision and integrity in every engagement.

VISION

To be the first call for any company entering or growing in the GCC.

Quote both word for word. Set them after the belief, as on the home page.

01.3 BRAND LINES

One wording for each line, used in the same places every time.

BRAND LINE	EXACT WORDING	WHERE IT IS USED
Positioning line	One partner for market and brand	“Who we are” headline; default site description; profile page 02
What we do	Market entry, brand building and e-commerce for the GCC.	Home hero lead; profile cover; site metadata
Home headline	Enter the market. Build the brand	Home hero and covers, two lines, Signal Blue stop
Descriptor	GCC growth consultancy · UAE · KSA	Footer, document meta rows, signatures

RETIRED

“A GCC consultancy that joins commercial rigour to creative execution, so growth plans and the brands that carry them are built by one team.”

☒ The 6.4 “Who we are” statement

“For growth-focused organisations in the Gulf, Zenith& connects strategy, numbers and brand, and stays accountable for the result.”

☒ The 6.4 positioning sentence

01.4 OUR ETHOS

What we hold to.

Six values, each held in balance with its pair. They set how we advise, build and behave on every engagement.

HOW THEY ARE SET

Order and wording as on zenithand.com: the name, then the pair, then the line. An open numbered list, never boxes. The 6.4 values Clear, Rigorous, Confident and Regional are now the four voice traits (03.1).

* The site line begins “Solutions that work in real life”, and “solutions” is on the avoid list. Use this wording, pending the client's approval of the site change (decision W1).

01

Balance

LOGIC AND IMAGINATION

Ideas that work in real life and resonate emotionally.*

02

Empowerment

EXPERTISE AND ENABLEMENT

We help clients grow beyond their problems.

03

Craft

CARE AND CONSISTENCY

Every task reflects our standard. Nothing is too small.

04

Integrity

PRECISION AND TRANSPARENCY

Trust built by obsessing over details and doing what is right.

05

Collaboration

PARTNERSHIP AND HUMILITY

We co-create with clients, not dictate.

06

Vision

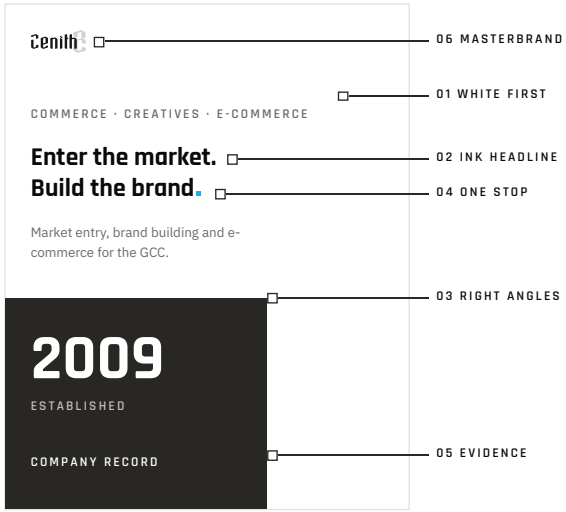
CURIOSITY AND LONG-TERM THINKING

Forward-looking and purpose-driven, never reactive.

01.5 PRINCIPLES

Six principles behind every page.

The 6.4 principles, revised to match how the website is built. Check a layout against all six before it ships.



01.5 SIX PRINCIPLES

White is the page, colour is a signal, and every figure carries its evidence.

01 PRINCIPLE

White first

White is the page. Paper is the alternate section ground; Graphite fields carry figures, statements and route rows. There is no dark mode.

02 PRINCIPLE

Ink for headlines, Graphite for reading

Every headline and figure is Ink #0A0A08. Body text, dark fields and primary buttons are Graphite #282723. Hierarchy comes from tone, weight and size before colour.

03 PRINCIPLE

Right angles only

No diagonals, slants or tilts in layouts, rules, leaders or crops. Exempt: the logo's own drawing, the 3D instrument's orbits and the globe.

04 PRINCIPLE

Colour is a signal

Signal Blue is the one headline stop on a masterbrand page, plus the Market study tag. Division colours identify a division: rules, stops, marks and fills, never text or grounds.

05 PRINCIPLE

Every figure carries its evidence

A number is set in Rajdhani 700 with a status word and source: Verified, Delivered, Record or Client-reported. No label, no figure.

06 PRINCIPLE

Masterbrand on paper

Invoices, quotations, proposals and stationery carry Zenith& alone. Divisional lockups are for division profiles, portfolios, web pages and social.

01.6 TWO WAYS IN

Commit moves from first to last.

The route idea in two rows: prove before you commit, and build the system before the assets.

THE WORDS NEVER MOVE
Two rows of three cells on Graphite, labels in the meta column, step numbers 01 to 03.

ONE LEADER, DRAWN ONCE
A 2 px White orthogonal leader runs from the costly step (Commit, Drift) to the last Zenith& step, which fills White.

HEADLINES AS ON THE SITE
“Most companies commit first and learn later”; “Most brands are designed once, then drift”.

MARKET ROUTE · HOME AND COMMERCE

	01	02	03
THE USUAL ROUTE	Commit	Spend	Learn
THE ZENITH& ROUTE	Learn	Prove	Commit

Commit moves from first to last.

BRAND ROUTE · CREATIVES

	01	02	03
THE USUAL ROUTE	Logo	Assets	Drift
THE ZENITH& ROUTE	Strategy	System	Scale

The system comes before the assets.

02

Brand structure.

One masterbrand and three divisions, always in the same order, under one accountable team.



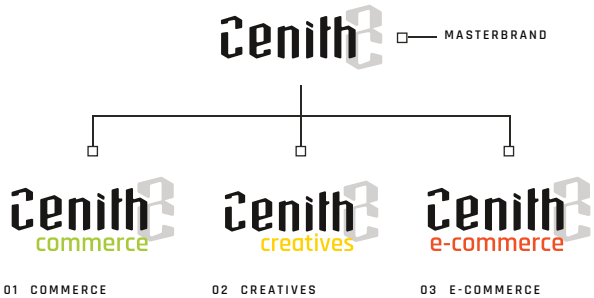
IN THIS CHAPTER

02.1 Architecture
02.2 Zenith& Commerce
02.3 Zenith& Creatives
02.4 Zenith& e-Commerce
02.5 Footprint and wayfinding

02.1 ARCHITECTURE

One masterbrand, three divisions, fixed order.

Clients engage one division, or any combination under a single lead. The order is always 01 Commerce, 02 Creatives, 03 e-Commerce.



GCC growth consultancy · UAE · KSA. Legal name Zenithand FZC. Business documents carry the masterbrand alone; lockups belong to division work (04.5).

Files · 02_Logos/SVG/zenithand_wordmark_primary.svg · zenithand_lockup_[division]_primary.svg

02.1 THREE DIVISIONS

Always in this order, each with its lead line, its client and its measure.

DIVISION	LEAD LINE	TYPICAL CLIENT	MEASURED BY
01 **Commerce**	Validate the market before you commit capital	Product companies and brands entering the GCC	Qualified enquiries, partner agreements, first orders
02 **Creatives**	Brand systems that hold at scale	Brands launching, repositioning or scaling	Brand consistency, content output, lead quality
03 **e-Commerce**	Sell across the GCC, beyond the shop floor	Brands and retailers selling direct to customers	Orders, conversion rate, cost per order, repeat customers

CAPABILITIES	Analytics and technology sit inside Commerce: feasibility and valuation, scenario planning, KPI dashboards and commerce-related digital tools.
RETIRED NAMES	Only the three divisions above exist. Analytics and Technology are capabilities inside Commerce, never divisions.
DIVISION LINES	Use the lead lines above. The 6.4 taglines (“Where story, market and growth converge”, “Where brand becomes a system”, “Where products sell online”) are not shown on the site (open decision D6).
SERVICE NAMES	The services-page names are canonical; the home band's shorter capability lists are not used in print (decision W6).

02.2 DIVISION 01 · ZENITH& COMMERCE

Validate the market before you commit capital.

Zenith& Commerce takes product companies into GCC markets. We test demand, define the route and line up partners before a client commits to an entity, an office or a team.

Four phases. A decision after each

01 Market and product intelligence

DECISION GO, ADJUST OR STOP

02 Go-to-market design and launch planning

DECISION APPROVE THE PLAN

03 Commitment and execution alignment

DECISION SIGN

04 Market engagement and on-ground enablement

DECISION SCALE OR HAND OVER

"You commit capital one phase at a time." Always four, each with its decision. Stages in short: 01 Intelligence · 02 Plan · 03 Commit · 04 Engage.

02.2 SERVICES

Market entry leads. Five services support it.

LEAD	**Market entry and go-to-market**
01	Route to market and partners
02	Sales and specification readiness
03	Partner introductions and deal facilitation
04	Regional advisory
05	Analytics and technology, built in

Service names as on the services page and /expertise; the home band's shorter list is not used in print (decision W6).

TYPICAL CLIENT	Product companies and brands entering the GCC
MEASURED BY	Qualified enquiries, partner agreements, first orders
STAGES	01 Intelligence · 02 Plan · 03 Commit · 04 Engage
DELIVERY MODEL	Legal, licensing and company formation by vetted specialist partners; Zenith& coordinates

DIVISION COLOUR: THE RULE, THE STOP AND THE DECISION MARK

02.3 DIVISION 02 · ZENITH& CREATIVES

Brand systems that hold at scale.

Zenith& Creatives designs, redesigns and reimagines brands, then builds the systems that keep them consistent. Our AI-native production pipeline delivers campaigns and high-volume content in days or weeks, not months.

TYPICAL CLIENT	Brands launching, repositioning or scaling
MEASURED BY	Brand consistency, content output, lead quality
HERO HEADLINE	Brands built as systems, not one-off assets
PRODUCTION	AI-native production pipeline

THE 7C FRAMEWORK SEVEN CHECKS BETWEEN AN IDEA AND A BRAND

01 Clarity
Promise, positioning and tone, defined once.

02 Concepts
Ideas built on strategy, to differentiate.

03 Communication
Messages that make complex value simple.

04 Content
Assets for social, web, sales and print.

05 Craft
Design systems and templates, finished with restraint.

06 Consistency
Rules that hold across teams, markets and vendors.

07 Credibility
Proof-led stories that raise trust.

Seven checks, in order, from clarity to credibility. All seven are always shown.

BRAND DESIGN LEADS. EIGHT SERVICES SUPPORT IT

LEAD

Brand design, redesign and AI reimagination

01 Brand strategy and architecture
02 AI brand and design systems
03 Packaging design and strategy
04 Sales and marketing collateral
05 Brand communications
06 Digital marketing and social media
07 Websites and digital experiences
08 Brand merchandise and gifting

The lead service is always named with “AI”, as in the services list (decision W15). The division colour marks the rule, the stop and the first check; never text or grounds.

02.4 DIVISION 03 · ZENITH& E-COMMERCE

Sell across the GCC, beyond the shop floor.

Zenith& e-Commerce builds and runs online sales channels for brands and retailers in the UAE and Saudi Arabia. We set up the store, list on the marketplaces buyers already use, and connect payments, fulfilment and returns.

CORE OUTPUT

A live store and marketplace presence, with payments and fulfilment connected.

TYPICAL CLIENT	Brands and retailers selling direct to customers
MEASURED BY	Orders, conversion rate, cost per order, repeat customers
BUILD MODEL	Zenith& leads; a vetted development partner builds to the Zenith& specification

e-Commerce shows no proof figures or case studies on the site; print none until the site does.

02.4 DELIVERY PATH

Transfer, not dependency: six steps, no decision gates.

STEP 01	**Discover**	Market, competitor, audience and brand audit
STEP 02	**Define**	Route, positioning, offer and messaging
STEP 03	**Build**	Store and listings built, payments and fulfilment connected
STEP 04	**Launch**	Partner activation, campaigns and outreach
STEP 05	**Optimise**	Performance reviews every 30 to 60 days
STEP 06	**Hand over**	Documented transfer to your team and partners

A six-step delivery path with no decision gates. It belongs to e-Commerce only, never to the whole company.

A channel audit leads. Seven services build on it

LEAD	**Channel audit**
01	E-commerce strategy and channel plan
02	Store design and build
03	Marketplace onboarding and account management
04	Catalogue, product content and listing optimisation
05	Fulfilment, payments and returns
06	Performance marketing and conversion optimisation
07	B2B ordering portals

02.5 FOOTPRINT AND WAYFINDING

Where we are, and how people reach us.

Headquarters in Sharjah, work across the GCC, six support offices. Every route through the brand ends in one call to action.

HEADQUARTERS

The Ampersand House

Business Centre, Sharjah Publishing City Free Zone, Al Zahia, Sharjah, UAE

GCC MARKETS

UAE · KSA · Qatar · Kuwait · Bahrain · Oman

UAE and KSA first, then Qatar, Kuwait, Bahrain and Oman, in that order.

SUPPORT OFFICES, EACH SUPPORTING ONE DIVISION

01	**Coventry**, United Kingdom	CREATIVES
02	**Hyderabad**, India	COMMERCE
03	**New York**, USA	CREATIVES
04	**Montreal**, Canada	E-COMMERCE
05	**Kuala Lumpur**, Malaysia	E-COMMERCE
06	**Al Khobar**, KSA	COMMERCE

Order as on the site. The division appears only as its rule and name, never as coloured text.

02.5 NAVIGATION AND CALL TO ACTION

Divisions first, in order. One action: Book a discovery call.

NAVIGATION ORDER

Commerce · Creatives · e-Commerce · Expertise · Work · About

Numbers and division rules appear in the phone menu and footer, not the desktop bar.

HOME PAGE ORDER, TOP TO BOTTOM

Hero	03 Two ways in
Doors (“Which of these sounds like you?”)	04 Our ethos
01 Divisions	05 Who we are, with the figures, markets and footprint
02 Our belief	

THE CALL TO ACTION

BOOK A DISCOVERY CALL — THE ONE PRIMARY ACTION

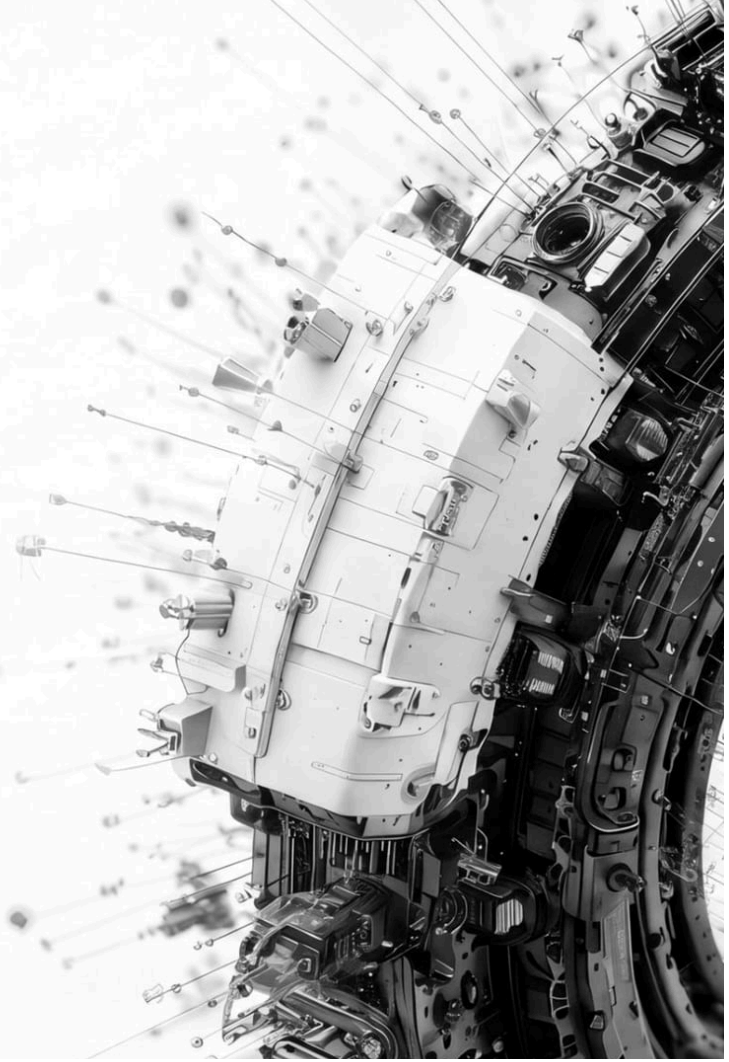
Heading: “Start with a discovery call”.

Promise: “A 30 to 45 minute call to understand your objectives, market and priorities. A tailored proposal follows. Approved engagements typically begin within 7 days.”

03

Voice and writing.

A senior partner talking to a client they respect: the point first, the risk named, the evidence shown.



IN THIS CHAPTER

03.1 Voice
03.2 Registers
03.3 Vocabulary
03.4 Mechanics
03.5 Headlines and calls to action
03.6 Figures and evidence
03.7 Names, studies and quotes

03.1 VOICE

A senior partner, talking to a client.

Direct about the point, honest about the risk, generous with the evidence.

01 TRAIT

Clear

Is plain language, one idea at a time.
Never simplistic.

"We test demand first. You get a go, adjust or stop decision."

02 TRAIT

Rigorous

Is evidence-led, numerate, precise.
Never academic.

"Every recommendation comes with the evidence."

03 TRAIT

Confident

Is direct about risk and trade-offs.
Never salesy.

"Validate the market before you commit capital."

04 TRAIT

Regional

Is fluent in each GCC market's business codes. **Never** generic.

"Each GCC country rewards different behaviour."

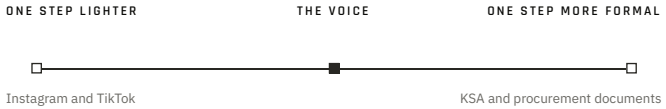
Examples are live lines from zenithand.com.

03.1 PRINCIPLES

Lead with the point, prove it, keep it plain, name the risk.

PRINCIPLE	WE WRITE	WE AVOID
Lead with the point	The answer in the first line, the detail after it	Warm-up paragraphs and scene-setting
Prove it	Named, cleared clients and sourced figures: Celplast, MST, Swagat Group	Claims without a source; clients not cleared to name
Plain over clever	Concrete nouns and verbs from the work	Wordplay, slogans and stock phrases
Name the risk	What could go wrong, and what we do not do	Promises we cannot measure

DIALS



No hype; no jokes about clients, culture or religion.

Clear, Rigorous, Confident and Regional were the company values in 6.4. They are now the voice traits; the values are Balance, Empowerment, Craft, Integrity, Collaboration and Vision (01.4).

03.2 REGISTERS

Write for the market in front of you.

Each GCC market rewards different behaviour. Set language, proof and materials to the reader's market.

UAE and KSA lead. UAE copy is founder-direct: shorter documents, sharper calls to action. KSA copy is formal Modern Standard Arabic, bilingual by default, procurement-ready, with Vision 2030 framing where it is relevant.

Six markets. 6.4 set two registers. The site sets six; Qatar, Kuwait, Bahrain and Oman follow the rows below. Source: “One region, six rulebooks”, zenithand.com/#about.

	UAE	KSA	Qatar	Kuwait	Bahrain	Oman
Language	English first	Arabic first, bilingual by default	Arabic and English, bilingual for public buyers	Arabic first, English in business	English widely used, Arabic for government	Arabic first, English in business
Decisions	Founder-direct and fast	Procurement-led, with committees and formal stages	Relationship-led, with formal tenders for public projects	Tender-led, with formal stages and committees	Owner-direct, with shorter cycles	Procurement-led, with approved-vendor lists
Proof expected	Results and speed to launch	Evidence, certifications and compliance (Saudisation, SASO, ZATCA)	References, approvals and local registration	Track record, approvals and registration	Results, references and licensing	Approvals, references and local content
Materials	Built for WhatsApp sharing and quick review	Dossiers ready for consultants and procurement	Bilingual profiles and technical submittals	Bilingual tender and prequalification packs	Concise decks and case studies	Bilingual dossiers for procurement
Working week	Monday to Friday	Sunday to Thursday	Sunday to Thursday	Sunday to Thursday	Sunday to Thursday	Sunday to Thursday

The site's six-market table, in its own words. Read down a column for one market; read across a row to compare them.

03.3 VOCABULARY

Specific words, never the avoid list.

The avoid list covers every line written in Zenith&'s own voice: documents, social, the website, its tools and its brand records.

☑ USE

plan, decision, evidence, proof

entry, route, channel, partner, margin

buyer, client, team; we and you

test, map, name, benchmark, specify, hand over

named, cleared clients and sourced figures

IN COPY	Zenith&
LEGAL LINES ONLY	Zenithand FZC
DIVISIONS	Zenith& Commerce, Zenith& Creatives, Zenith& e-Commerce, always in that order

03.3 AVOID

Never in our own voice. Client quotes are the one exception: they stay verbatim.

☒ **delve, leverage, synergy, unlock**

☒ **game-changer, cutting-edge, world-class**

☒ **seamless, robust, holistic, revolutionise**

☒ **journey, passionate, solutions**

☒ **“In today's digital age”, “We are excited to announce”**

Zenith&	Zenith And	Zenith&Co	ZENITH&
☑ In copy	☒ Never spelt out	☒ Never extended	☒ Never in capitals

The site is still being brought in line. A few live lines on zenithand.com carry words from the avoid list and are being rewritten. Check any line taken from the site against this list before it goes into a document. Client quotes are the one exception: they stay verbatim.

03.4 MECHANICS

Mechanics, set once and kept.

The same rules on the site, in documents and on social. UK English throughout.

01 SPELLING

organisation, colour

UK English: organisation, programme, optimise, centre, colour.

02 CASE

Book a discovery call

Sentence case as written, for headlines, buttons, labels and captions. Capitals come only from the label style (Rajdhani 600, tracked 0.16 em), never typed.

03 SEPARATORS

Jeddah, KSA · 2026

A middle dot with a space each side: Construction fixing systems · Jeddah, KSA · 2026.

04 NUMERALS

3 divisions · 1,401

Always numerals: 3 divisions, 11 manufacturers, 7 days. Thousands take a comma: 1,401.

05 DATES

19 November 2026

In full, no ordinals: 19 November 2026. Month and year in metas: June 2026, never Jun.

06 RANGES

30 to 45 minutes

With “to”: 30 to 45 minutes, 2025 to 2026. Never a hyphen or a dash.

07 MULTIPLES AND UNITS

2× · 35% · AED 45M

“×” for multiples: 2×, 3.6×. Percent closed up: 35%. Currency code first: AED 45M.

08 PUNCTUATION

No em dashes or emojis

No em dashes, exclamation marks, ellipses or emojis. A serial comma only when it is needed.

09 SENTENCES

20 words or fewer

20 words or fewer, one idea each, plain and declarative. No aphorisms to close.

10 INDICES

01 / 13 · 5-year

Two digits: 01, 02. Counters: 01 / 13. Compound figures hyphenated: 5-year, 90-day.

11 ARABIC

أب · 2026

Noto Sans Arabic, one step larger than the English; mirrored layout; Western digits.

12 CONTACTS

Mobile +971 52 585 9425

Labelled, as on the site: Mobile +971 52 585 9425 · WhatsApp +971 58 938 0820.

03.5 HEADLINES AND CALLS TO ACTION

Eight words, then one action.

The headline carries the point and the square stop closes it. Every piece ends on the same action.

WORDS	AS ON THE SITE
6	**Enter the market. Build the brand**
7	**Validate the market before you commit capital**
7	**Brands built as systems, not one-off assets**
8	**Sell across the GCC, beyond the shop floor**

Shown here without their stops: the page carries one.

8 words or fewer, sentence case, no typed full stop: the square stop ends the line, one per page

A headline that ends in a question mark takes no stop

Questions only in the reader's own words: “Which of these sounds like you?”, “Not sure where to start?”

Hero headlines: one sentence per line

03.5 CALL TO ACTION

Book a discovery call: the one primary action, everywhere.

BOOK A DISCOVERY CALL — PRIMARY

Its promise, as on the site: “A 30 to 45 minute call to understand your objectives, market and priorities. A tailored proposal follows. Approved engagements typically begin within 7 days.”

SECONDARY, AS BUILT	NEVER
☑ Explore our work	☒ Click here
☑ Read the case	☒ Learn more
☑ Try the entry simulator	☒ DM us
☑ Find your brand gaps	☒ A “free” consultation in documents
☑ Request a call	
☑ Discuss this on the call	

Documents use the main-site wording.

03.6 FIGURES AND EVIDENCE

Every figure carries its evidence.

A status word and a source sit beside every number. The status is never upgraded: an estimate stays an estimate.

15 — FIGURE · RAJDHANI 700

TEAM MEMBERS

COMPANY RECORD — STATUS WORD, BESIDE IT

RULES

Status, source and date: Verified · Celplast, June 2026
Third-party figures name the publisher: Third-party estimate · IMARC, 2025
Company facts: Company record. Founder figures: Record · Founder portfolio · vasee.me
No label, no figure: drop it rather than print it bare
Quote a figure as the source gives it. No prices or fees

03.6 STATUS WORDS

The status shows in the square and the word, never in the size of the figure.

STATUS	MEANS	AS SHOWN
Verified	Checked figures from Zenith& deliverables	■ VERIFIED Celplast, June 2026
Delivered	Work Zenith& delivered	■ DELIVERED MST, November 2026
Record	A record of founder-led work	□ RECORD Founder portfolio
Client-reported	The client's own figure, not checked by us	□ CLIENT-REPORTED Swagat Group, 2025
In build	Work in progress; nothing is live yet	□ IN BUILD Voltoolz, November 2026
Zenith& method	A method from a proposal, not delivered work	□ ZENITH& METHOD recommerce programme design, October 2026
Estimates	Third-party, report or model figures	estimated · third-party estimate · report estimate · model projection

■ Solid square

Evidence Zenith& produced: Verified, Delivered.

□ Hollow square

Records, client-reported figures, work in build and the Zenith& method.

The tag: a 9 px square (hollow at 1.5 px), the status word in the label style, the source in the reading face.

03.7 NAMES, STUDIES AND QUOTES

Name only what is cleared, quote exactly.

Studies are shown by role. Only approved quotes are used, word for word.

- Name a client only where the site names it and approval is held
- Anonymised studies by role: Sealants manufacturer, DOOH investor. Never de-anonymised in text, plates, file names or metadata
- Groundwork studies say so in their meta: Groundwork study · UAE and KSA · May 2026
- Removed clients are never named, even when their work is shown anonymised
- Founder-led work is labelled Founder-led work. The founder is not named

THE MARKET STUDY TAG



Site and masterbrand work: a 32 x 5 px Signal Blue rule



Division print: the words in a 1 px Graphite outline, square corners

Groundwork studies carry the Market study tag. The hollow square stays the evidence mark for Record and Client-reported figures.

03.7 APPROVED TESTIMONIALS

Only these three, verbatim, with the attribution as shown.

“Zenith& gave MST a brand system, a clear product structure, and an honest audit of our catalogues. Every recommendation came with the evidence behind it.”

RAMI TELLAWI, PARTNER, MST, JEDDAH

“We carried the Swagat name for 40 years. Zenith& made it feel new without losing a single year of it. Transport, convention and events finally look like one family, and our teams are proud to wear it.”

SWAGAT GROUP, INDIA

“I asked for a logo and got an identity that finally feels like me. Clinical enough to trust, warm enough to welcome. Clients in over 10 countries now recognise me before I say a word.”

MARIAM HAIDER, MEDICAL NUTRICARE, PAKISTAN

No placeholder quotes; no Celplast quote.

04

Logo.

Two drawings in two neutral tones, used exactly as supplied. Never retype the name or add colour.

IN THIS CHAPTER

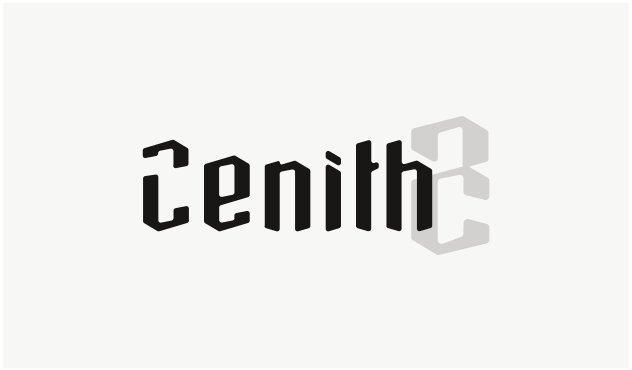
04.1 Wordmark
04.2 Emblem
04.3 Clear space and sizes
04.4 Colour versions
04.5 Divisional lockups
04.6 The Mark
04.7 Favicon and app icons
04.8 Misuse



04.1 WORDMARK

The wordmark is one drawing.

A custom lowercase zenith joined to a large ampersand: one drawing, never retyped. zenith in Logo Black #191715 (RGB 25 23 21, CMYK 0 8 16 90); the ampersand in Logo Grey #D2D1CF (RGB 210 209 207, CMYK 0 0 1 18). Both colours are for the logo only.

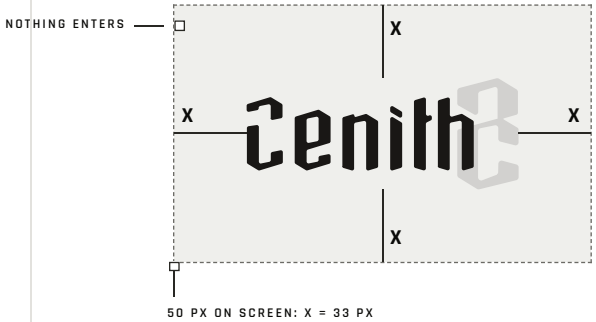


Size by height; the width follows. On screen 50 px high (about 123 px wide) in the navigation and footer. Placement: top left on pages and documents, bottom left on covers, top right on Arabic social posts.

Files · 02_Logos/SVG/zenithand_wordmark_primary.svg · viewBox 424.6 x 173 · ratio 2.45 : 1

04.3 CLEAR SPACE AND MINIMUM SIZES

X on every side, where X is the height of the z: 65% of the logo height.



30 mm
Wordmark minimum, print

120 px
Wordmark minimum, screen

8 mm
Emblem minimum, print

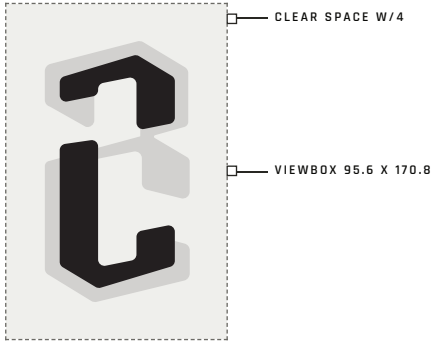
24 px
Emblem minimum, screen

Emblem clear space: a quarter of its width (W/4) on every side. Divisional lockups take the wordmark's clear space. Favicons at 16 and 32 px come from their own raster files, never a scaled SVG. Lockup on screen: 48 px high, 56 px from 768 px wide.

04.2 EMBLEM

The emblem holds square spaces.

The z over the ampersand, for favicons, avatars, seals and card backs where the wordmark cannot fit.



Dark tone of the z (changed, approved 21 Nov 2026): Logo Black #191715, as in the wordmark. The emblem files that carried #231F20 are corrected to #191715.

Files · 02_Logos/SVG/zenithand_emblem_*.svg

04.2 VERSIONS

Primary on light grounds; reversed, with the Signal Blue z, on dark ones. Division emblems on division work only.



Primary · White, Paper, Mist



Reversed · Graphite, Ink, dark images



Mono black · ampersand 25%



Mono white · ampersand 40%



01 Commerce · ampersand in the division colour



02 Creatives · ampersand in the division colour



03 e-Commerce · ampersand in the division colour

Division emblems: light versions with a dark z; reversed with a White z. Always in the order 01, 02, 03.

04.4 COLOUR VERSIONS

The ground chooses the version.

Primary on light grounds, reversed on dark, mono for one colour. Every version exists as a file.

PRIMARY	Logo Black and Logo Grey on White, Paper or Mist
REVERSED	White zenith, Pewter #6B6A65 ampersand, on Graphite, Ink or dark images. No blue in the reversed wordmark
MONO BLACK	Ampersand as a 25% tint; one-colour print
MONO WHITE	Ampersand at 40%; video and dark grounds. Foil prints zenith only
SIGNAL BLUE Z	Logo artwork in the reversed emblem and the favicon. It does not count as the page's Signal Blue stop

Files · 02_Logos/SVG/zenithand_wordmark_primary · _reversed · _mono-black · _mono-white.svg

04.4 SIX GROUNDS

Change the ground, never the logo.



Primary on White, the default



Primary on Paper and Mist



Reversed on Graphite



Reversed on Ink and dark, quiet imagery



Mono black, one-colour print



Mono white, video and dark grounds

04.5 DIVISIONAL LOCKUPS

Lockups belong to division work.

The lowercase division name drawn under zenith in the division colour. Never retyped, never on business documents.

USE ON	Division web pages, division profiles, portfolios and decks, division social accounts
NEVER ON	Invoices, quotations, proposals, letterhead, business cards, email signatures. The masterbrand stands alone
ON SCREEN	48 px high, 56 px from 768 px, over a 1 px Stone hairline with the label “Division 01 / 03” at the right

Files · 02_Logos/SVG/zenithand_lockup_[division]_primary · _reversed.svg

04.5 THREE LOCKUPS, ONE ORDER

01 Commerce, 02 Creatives, 03 e-Commerce: in lists, lockup sheets, profile pages and on the website.



01 COMMERCE
#A8CA38
Logo-02 · 424.7 x 198



02 CREATIVES
#FFD103
Logo-07 · 424.6 x 209



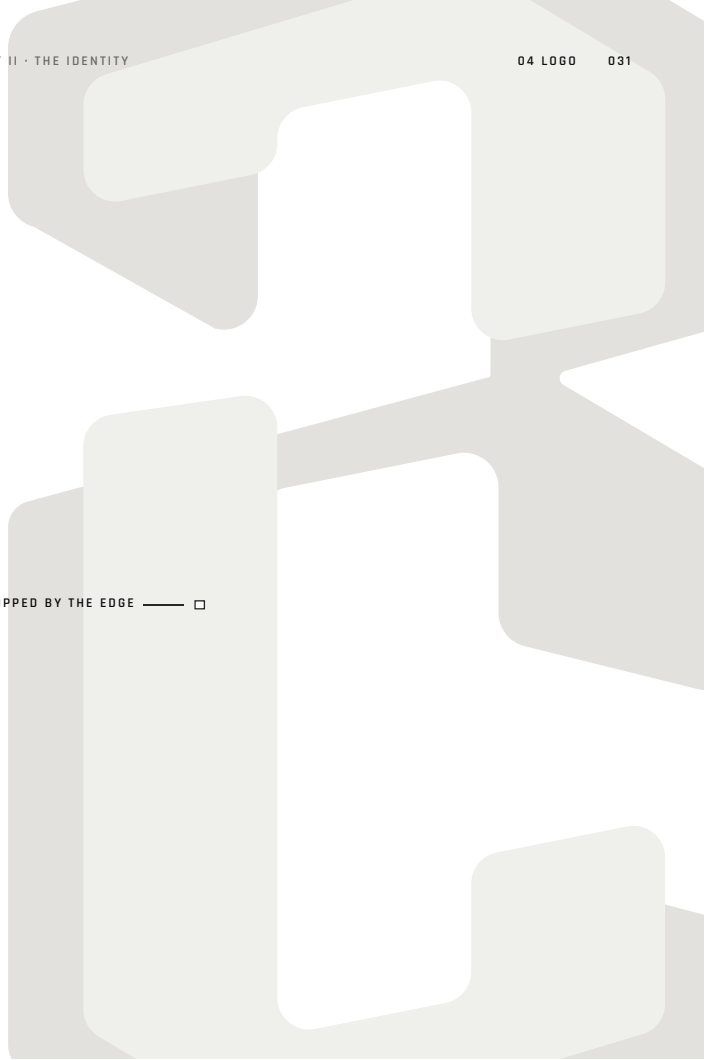
03 E-COMMERCE
#F05023
Logo-03 · 424.4 x 197.1

04.6 THE MARK

The Mark is texture, never a logo.

The emblem drawn very large and cropped by one or two page edges, in tone with its ground.

LIGHT GROUNDS	zenithand_the-mark_mist-stone.svg (Mist and Stone). Covers and divider pages
GRAPHITE	the-mark-iron-pewter.svg at 25% opacity, 130% of the band's height, cropped at the bottom right (site footer, from 768 px)
RULES	One per page or band, behind the content. No colour, no outline. Never shown whole. Never on the letterhead



CROPPED BY THE EDGE

Files · 05_Graphics/The-Mark

04.7 FAVICON AND APP ICONS

One icon, from one master.

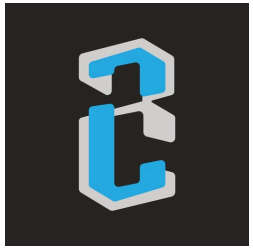
The reversed emblem on a Graphite square, as shipped on zenithand.com. Same artwork at every size.

ARTWORK	The reversed emblem (Signal Blue z over Logo Grey) centred on Graphite #282723, the emblem 71% of the tile height. Square in the file; platforms may round or crop it
THEME COLOUR	#FFFFFF
SOCIAL AVATAR	The same artwork, 800 x 800 px

Files · 02_Logos/Favicon · favicon.ico, _180.png, _32.png, _512.png

04.7 SIZES

Each size from its own file: the 16 and 32 px icons are drawn, never scaled down.



icon.png · 512 x 512 · app icon and master



apple-icon.png · 180 x 180 · home screens



favicon.ico · 32 px



favicon.ico · 16 px

04.8 MISUSE

Never alter the supplied files.

Every version exists as a file. If no version fits, change the ground, never the logo.



Right. Primary, as supplied, on Paper.



Right. Reversed on Graphite: White zenith, Pewter ampersand.



Don't stretch or squash



Don't recolour, not even in a division colour



Don't rotate or slant



Don't add shadows, outlines, glows or gradients



Don't retype the name in any font



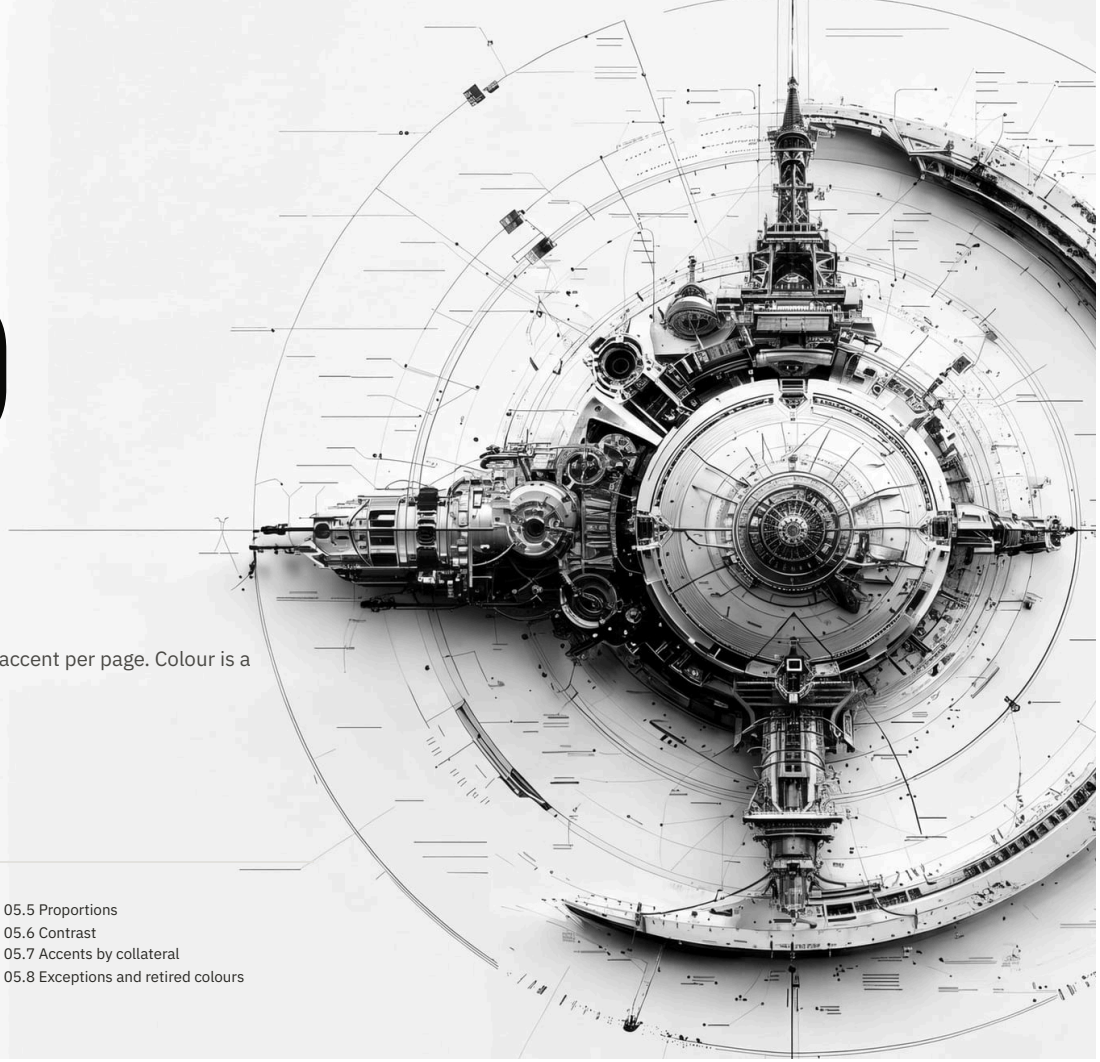
Don't set it on busy imagery; use a quiet area or change the ground

Also never: swap the tones, or redraw one part.

05

Colour.

White first, Graphite for weight, one accent per page. Colour is a signal, never decoration.



IN THIS CHAPTER

05.1 Neutrals
05.2 Masterbrand accent
05.3 Division colours
05.4 Roles as built
05.5 Proportions
05.6 Contrast
05.7 Accents by collateral
05.8 Exceptions and retired colours

05.1 NEUTRALS

Ten neutrals carry every page.

Tokens as built on zenithand.com. Ink sets headlines; Graphite sets reading text and dark fields.

Ink	Headlines, figures, strong text	#0A0A08
Night	Defined token; not used on the site	#171614
Graphite	Body text, dark fields, primary buttons	#282723
Iron	Secondary text; rules on dark	#4A4945
Pewter	Labels, captions, input borders	#6B6A65
Silver	Text and labels on Graphite	#BDBCB8
Stone	Hairline dividers	#E2E1DD
Mist	Hover fills, placeholders	#EFEFEC
Paper	Alternate section ground	#F7F7F5
White	The page	#FFFFFF

Files · 07_Colour · zenithand_tokens.json, .css · zenithand_swatches.ase · zenithand_palette.gpl

05.1 VALUES TO COPY

Tokens as built in src/app/globals.css. Anything not in this chapter is off-palette.

NAME	HEX	RGB	CMYK
Ink	#0A0A08	10 10 8	0 0 20 96
Night	#171614	23 22 20	0 4 13 91
Graphite	#282723	40 39 35	0 2 13 84
Iron	#4A4945	74 73 69	0 1 7 71
Pewter	#6B6A65	107 106 101	0 1 6 58
Silver	#BDBCB8	189 188 184	0 1 3 26
Stone	#E2E1DD	226 225 221	0 0 2 11
Mist	#EFEFEC	239 239 236	0 0 1 6
Paper	#F7F7F5	247 247 245	0 0 1 3
White	#FFFFFF	255 255 255	0 0 0 0

10
Neutrals, Ink to White

1
Masterbrand accent, the stop

3
Division colours, in order

CMYK values are calculated. Agree Pantone references on a matched proof before print.

05.2 MASTERBRAND ACCENT

Signal Blue marks one point on a page.

THE STOP: A 0.16 EM SQUARE

On masterbrand work it is the square headline stop. It is never text on White (2.65:1).

Signal Blue
#27AAE1
RGB 39 170 225 · CMYK 83 24 0 12
The headline stop; the Market study tag; the headquarters point on the globe

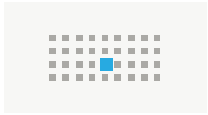
Azure
#339DDF
RGB 51 157 223 · CMYK 77 30 0 13
Defined for hover; not used on the site

Cobalt
#294CA0
RGB 41 76 160 · CMYK 74 52 0 37
The only blue that passes as text on White (7.97:1)

05.2 WHERE SIGNAL BLUE APPEARS

One square headline stop per masterbrand page. Never on a division page, never as text, never as a fill.

☑ **As built.** The Market study tag on case cards



☑ **As built.** The headquarters point on the globe



☑ **As built.** The z in the reversed emblem and favicon

Market entry, built for the Gulf

☒ Never text on White: 2.65:1

Market entry, built for the Gulf

☒ Never a fill or a ground

01 COMMERCE
Validate the market.

☒ Never on a division page: the division colour replaces it

COBALT	The only blue that passes as text on White (7.97:1): business documents
AZURE	Defined for hover; not used on the site
REPLACES 6.4	“One element per page”, and the Signal button, which the site does not use

05.3 DIVISION COLOURS

Each division owns one colour.

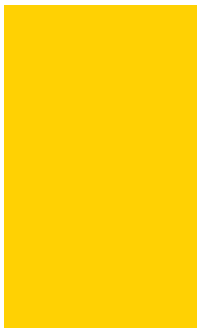
Always in this order. On a division page the division colour replaces Signal Blue entirely.

01 COMMERCE



Commerce Lime
#A8CA38
RGB 168 202 56
CMYK 17 0 72 21

02 CREATIVES



Creatives Yellow
#FFD103
RGB 255 209 3
CMYK 0 18 99 0

03 E-COMMERCE



e-Commerce Orange
#F05023
RGB 240 80 35
CMYK 0 67 85 6

Lockups, emblems and identifier rules always run 01, 02, 03. The division colour marks division content only.

05.3 WHERE THEY APPEAR

Never text, never a background. Lime (1.88:1) and Yellow (1.46:1) fail 3:1 on White, so they never carry meaning alone.

DRAWN AT SCREEN SIZE	USE AND SIZE	WHERE
01 COMMERCE 02 CREATIVES 03 E-COMMERCE	**Identifier rule** 40 x 5 px, always beside the division name	Headers, tags, lists
	Tag and hero rules 32 x 5 px in tags; 96 x 5 px at the foot of the hero image	Cards, case pages, division heroes
Built to sell.	**Headline stop** 0.16 em square	The division hero headline only
Validate the market	**Underline mark** 0.3 em bar under the key words	Up to 2 per division page, light grounds only
03 / 05	**Fills (new in 7.0)** Progress bars, small squares, slider tracks, chart highlights	Always with words or a number beside them

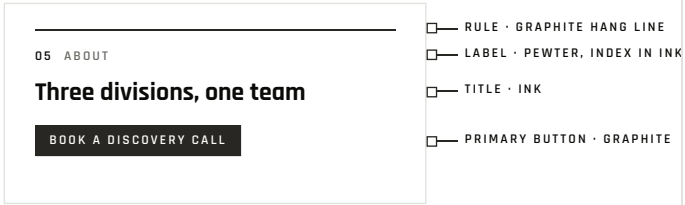
Decorative marks under 3:1 on light grounds are hidden from screen readers and always sit beside words. On a division page, the division colour is the only accent.

05.4 ROLES AS BUILT

Each neutral has one job.

Roles as coded on zenithand.com: every neutral in a light section and in a Graphite section.

LIGHT SECTION · WHITE, PAPER FOR ALTERNATES



GRAPHITE SECTION · NEVER INK



05.4 LIGHT AND GRAPHITE SECTIONS

Ink is never a ground. Night is unused.

ROLE	LIGHT SECTION	GRAPHITE SECTION
Ground	White; Paper for alternate sections	Graphite
Titles and figures	Ink	White
Body text	Graphite	Silver
Intros, leads, tags	Iron	Silver
Labels and meta	Pewter; the index in Ink	Silver; the index in White
Rules	Graphite 1 px hang line; Stone 1 px dividers	Iron 1 px hang line and dividers
Primary button	Graphite, White label; Ink on hover	White, Graphite label; Mist on hover
Hover, placeholders	Mist	Iron cell for the highlighted route; Stone link hover



☑ **Right.** Graphite for dark fields, White titles

☒ Ink is never a ground

05.5 PROPORTIONS

White leads, Graphite gives weight.

Measured on nine pages of zenithand.com at 1440 px, 21 Nov 2026. Colour is a signal, never decoration.

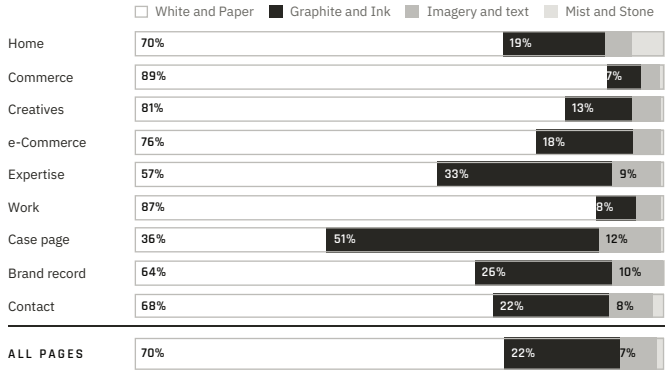


ACCENT UNDER 1%: THE STOP, NEVER AN AREA

The rule: about 70% White and Paper; about 20% Graphite fields; about 7% imagery; 1 to 2% Mist and Stone; accent under 1%, the stop and a few rules, never an area.

05.5 MEASURED PAGE BY PAGE

Case pages reach 50% Graphite; Work and long division pages stay under 15%.



SHARE	6.4	THE RULE
White, Paper	68%	About 70%
Graphite, Ink	12%	About 20%
Imagery	None	About 7%
Mist, Stone	17%	1 to 2%
Accent	3%	Under 1%

Changed in 7.0. Pixels matched to the nearest token. Imagery includes greyscale images, client plates and anti-aliased text. Accent pixels: 0.05%. The Commerce capture stops at 16,380 px.

05.6 CONTRAST

Every pair in use, measured.

Ratios computed from the token values. Text needs 4.5:1; large text and graphics 3:1.

4.5 : 1
Text, WCAG 2.2 AA

3 : 1
Large text and graphics

Changed from WCAG 2.1. The site meets 1.4.11 non-text contrast with a 3 px Ink focus outline and a 6 px White halo.

TEXT

	PAIR	RATIO	AA	USED FOR
Aa	Ink on White	19.81	Pass	Headlines, figures
Aa	Ink on Paper	18.47	Pass	Headlines on Paper
Aa	Ink on Stone	15.14	Pass	Selected text
Aa	Graphite on White	14.95	Pass	Body, secondary buttons
Aa	Graphite on Paper	13.94	Pass	Body on Paper
Aa	Graphite on Mist	12.98	Pass	Button hover
Aa	Iron on White	9.01	Pass	Intros, leads, tags
Aa	Iron on Paper	8.40	Pass	Leads on Paper
Aa	Pewter on White	5.42	Pass	Labels, meta, help

	PAIR	RATIO	AA	USED FOR
Aa	Pewter on Paper	5.05	Pass	Labels on Paper
Aa	Pewter on Mist	4.70	Pass	Rare; the narrowest pass
Aa	White on Graphite	14.95	Pass	Titles, primary button
Aa	White on Ink	19.81	Pass	Primary button hover
Aa	White on Iron	9.01	Pass	Highlighted route cell
Aa	Silver on Graphite	7.87	Pass	Labels, body, units on dark
Aa	Stone on Graphite	11.42	Pass	Footer link hover
Aa	Cobalt on White	7.97	Pass	Business documents
Aa	Pewter on Graphite	2.76	~~Fail~~	Disabled arrows only (exempt)

Signal Blue and division colours never set text: on White they measure 2.65 (Signal Blue), 1.88 (Lime), 1.46 (Yellow) and 3.57 (Orange). Pewter on Graphite fails and is used only for disabled arrows, which are exempt.

GRAPHICS AND MARKS (3:1)

ELEMENT	WHITE	GRAPHITE	RULE
Focus ring (3 px Ink, 6 px White halo)	19.81	14.95 *	Pass
Input border (Pewter)	5.42		Pass
Button border (Graphite)	14.95		Pass
Signal Blue stop	2.65	5.64	Decorative on light
Commerce Lime	1.88	7.95	Decorative on light
Creatives Yellow	1.46	10.23	Decorative on light
e-Commerce Orange	3.57	4.18	Pass
Stone hairline	1.31		Dividers only
Silver	1.90	7.87	Dark grounds only
Logo Grey	1.53		Logo, exempt

* The White halo around the Ink outline. Decorative marks are under 3:1 on light grounds, so they are hidden from screen readers and always sit beside words; never meaning alone. On Paper: Lime 1.75, Yellow 1.36, Orange 3.33.

05.7 ACCENTS BY COLLATERAL

The piece decides the accent.

Name the piece first, then its colour. One accent family per piece.

MASTERBRAND DOCUMENT · COMPANY PROFILE



OFFER AND METHOD PAGE: THE DIVISION'S STOP

DIVISION PORTFOLIO · COMMERCE



COVER

Inside pages: no stop

CONTACT

BUSINESS DOCUMENT · INVOICE



Cobalt for the due date, "Prepared for", "Valid until" and the signatory title. No stop, no division colour.

MARKET STUDY TAG · WEB AND MASTERBRAND

MARKET STUDY

A 32 x 5 px Signal Blue rule beside the words (client direction, 21 Nov 2026).

DIVISION PRINT AND SOCIAL

MARKET STUDY

Label style in Ink in a 1 px Graphite outline, square corners, 4 x 10 px padding. No square: the hollow square marks evidence status.

05.7 ACCENTS BY COLLATERAL

One accent family per piece.

COLLATERAL	ACCENT	WHERE IT APPEARS	MARKET STUDY TAG
Website, masterbrand pages	Signal Blue	One headline stop; division colours as identifier rules beside the names	Signal Blue 32 x 5 rule
Website, division pages	Division colour only	Stop, 40, 32 and 96 x 5 rules, up to two underline marks, fills with words	Not shown
Masterbrand documents: profile, leaflet	Signal Blue	One headline stop per page; division colours as identifier rules only. **Division pages inside them (profile offer and method pages) take the division colour stop**	Signal Blue 32 x 5 rule
Business documents: invoice, quotation, proposal, letterhead	Cobalt	Due date, "Prepared for", "Valid until", signatory title; bars and rules in Graphite	Not used
Division documents: profiles, portfolios, decks	Division colour only	Stop, 40 x 5 rule beside the name, up to two underline marks; never Signal Blue. **Portfolios carry the stop on the cover and contact pages only**	Outlined label
Social, masterbrand	Signal Blue	The stop, or nothing	Signal Blue rule
Social, division	Division colour only	Stop, identifier rule, underline mark	Outlined label

Updated 22 Nov 2026 (in bold): division pages inside masterbrand documents take the division colour; portfolios keep the stop on the cover and contact pages only, in the division colour.

05.8 EXCEPTIONS AND RETIRED COLOURS

Named exceptions, and colours now retired.

These are the only exceptions. Logo Black and Logo Grey stay inside the logo files.

EXCEPTION · NEW IN 7.0

GCC red

#C8102E · 5.88:1 on White

Marks the GCC markets on the footprint globe only, at the client's request (approved 21 Nov 2026). Never in documents, never text or fills.

LOGO ONLY

Logo Black #191715 and Logo Grey #D2D1CF live inside the logo files. The emblem files' #231F20 is corrected to #191715.

05.8 RETIRED COLOURS

Anything not in this chapter is off-palette. No visible gradients.

RETIRED IN 7.0

Legacy purple	Legacy orange	Eerie Black
#634FA1	#F05525	#1C1B17

The purple and orange belong to the old lettermark, zenithand-lettermark-main-cr-tr.svg, still in public/brand and to be removed. Eerie Black has no token on the site.

RETIRED 19 NOV 2026

Signal Orange	Flame	Ember
#EB4604	#F44E1C	#A83203

Signal Orange is retired; #F05023 belongs to e-Commerce only.

RETIRED EARLIER

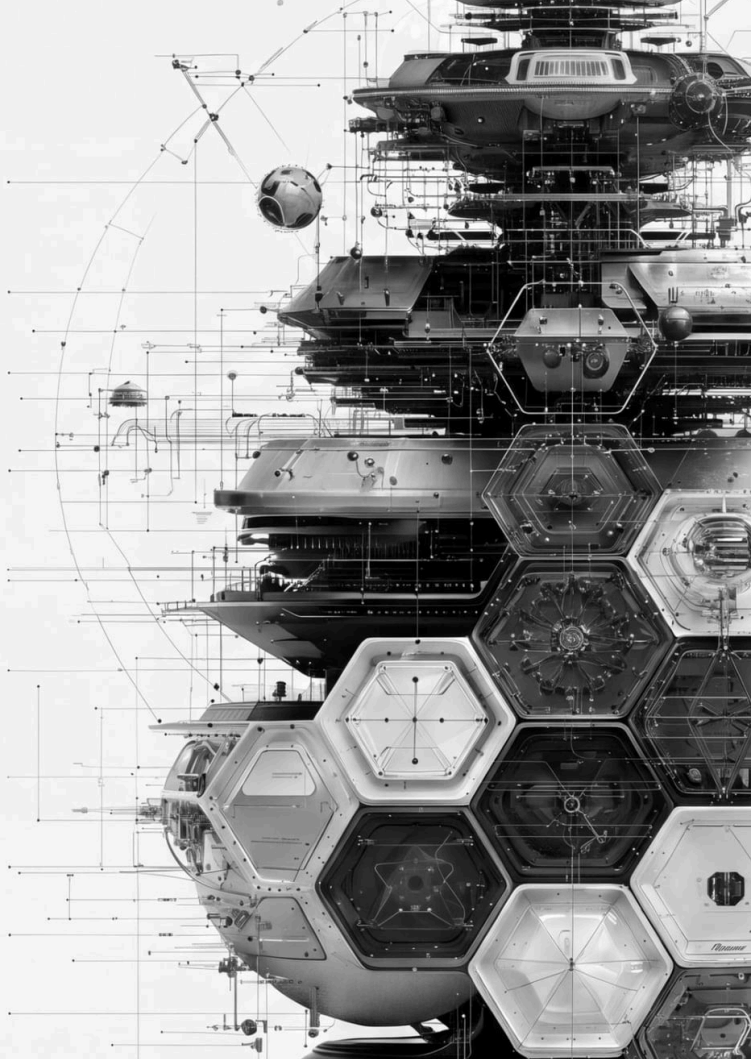
Sand	Navy	Smoky Black	Orange Wheel	Moss
#E5D4B6	#1C223A	#100C0B	#F77E0D	#99A57D

Charcoal	Ampersand grey	Commerce amber	Lime (old)	Yellow (old)
#414142	#BCBEC0	#F9CA26	#AACC00	#FFD000

06

Typography.

Rajdhani for structure and figures. IBM Plex Sans for reading. Noto Sans Arabic for Arabic.



IN THIS CHAPTER

06.1 Typefaces
06.2 Weights
06.3 Web type scale
06.4 Labels, figures and units
06.5 Measure and typesetting
06.6 Print and slide scales
06.7 Arabic

06.1 TYPEFACES

Three faces, each with one job.

Rajdhani for structure and figures. IBM Plex Sans for reading. Noto Sans Arabic for Arabic. All self-hosted, SIL OFL.

Aa

Rajdhani

600 · 700

Structure, labels and every figure

Aa

IBM Plex Sans

400 · 600

Reading. Never in capitals

أب

Noto Sans Arabic

400 · 600

Arabic, reading and headings

0123

TABULAR LINING FIGURES

Fallback for all three: Arial, sans-serif. Fonts are licensed SIL Open Font License and self-hosted on zenithand.com.

06.1 SHIPPED WEIGHTS

Only the weights below are shipped. No other fonts.

DISPLAY AND STRUCTURE	**Rajdhani**	SemiBold 600 **Bold 700** ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 Headings, labels, buttons, navigation and every figure.
READING	**IBM Plex Sans**	Regular 400 **SemiBold 600** ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 Body, leads, captions, tables and forms. Never in capitals. Replaces Open Sans (client decision, 20 Nov 2026).
ARABIC	**Noto Sans Arabic**	أبجد REGULAR 400 **أبجد** SEMIBOLD 600 ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ٠١٢٣٤٥٦٧٨٩ Arabic and bilingual work: 400 for reading, 600 for headings and labels. The site also ships 500 and 700.

NOT SHIPPED	Rajdhani 500 and IBM Plex Sans 700 are not used, so neither is shipped
RETIRED	Open Sans is retired

06.2 WEIGHTS

Four weights, two faces, one system.

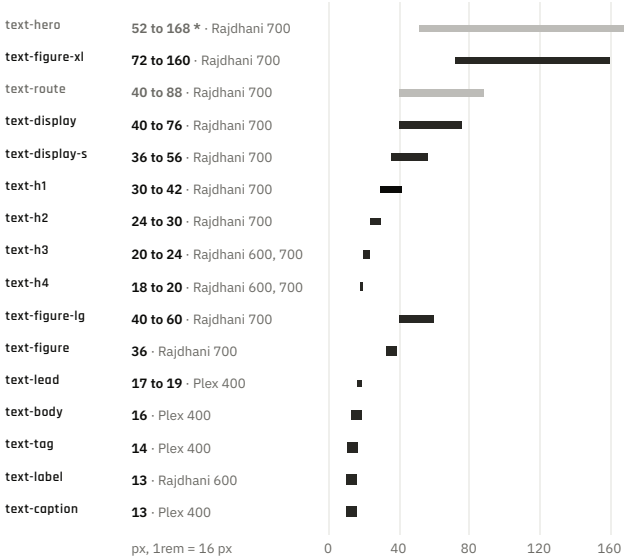
Every weight the brand ships, in one run from the lightest to the heaviest. IBM Plex Sans carries the reading; Rajdhani carries the structure. Nothing else is installed, so nothing else is used.

IBM PLEX SANS REGULAR 400	IBM PLEX SANS SEMIBOLD 600	RAJDHANI SEMIBOLD 600	RAJDHANI BOLD 700
ABCDEFG	**HIJKLMN**	OPQRSTU	**VWXYZ&**
abcdefg	**hijklmn**	opqrstu	**vwxyz**
1234	**5678**	90(.,;:)	**!?@#$%**
Body, leads, captions, tables and forms	Reading text, where it needs weight	Labels, buttons and navigation	Headings and every figure

06.3 WEB TYPE SCALE

Sixteen fluid sizes, as built.

Tokens from src/app/globals.css. Each size grows with the window between its two limits.



06.3 TOKENS

Section titles stay small: 30 to 42 px.

TOKEN	VALUE	LINE	TRACKING	USED FOR
text-hero	min(clamp(3.25rem, 0.2rem + 11.1vw, 10.5rem), 20vh)	0.84	-0.012em	Not used on the live site
text-figure-xl	clamp(4.5rem, 1.6rem + 7.4vw, 10rem)	0.8	-0.02em	Evidence readings, Established year, case figures
text-route	clamp(2.5rem, 1rem + 4.2vw, 5.5rem)	0.95	none	Not used
text-display	clamp(2.5rem, 1.2rem + 3.6vw, 4.75rem)	0.95	-0.01em on the home hero	Home hero h1 only
text-display-s	clamp(2.25rem, 1.6rem + 2.2vw, 3.5rem)	1.02	none	Division and contact h1
text-h1	clamp(1.875rem, 1.5rem + 1.3vw, 2.625rem)	1.08	none	Every section title
text-h2	clamp(1.5rem, 1.32rem + 0.6vw, 1.875rem)	1.15	none	Sub-section titles
text-h3	clamp(1.25rem, 1.16rem + 0.3vw, 1.5rem)	1.2	none	Division names, Doors titles
text-h4	clamp(1.125rem, 1.08rem + 0.15vw, 1.25rem)	1.3	none	Card and reading titles
text-figure-lg	clamp(2.5rem, 1.9rem + 2vw, 3.75rem)	1	none	Secondary figures, tool scores
text-figure	2.25rem	1	none	Facts strip
text-lead	clamp(1.0625rem, 1.02rem + 0.15vw, 1.1875rem)	1.6	none	Intros, hero subs, statements
text-body	1rem	1.625	none	Body (26 px line)
text-tag	0.875rem	1.45	none	Evidence tags
text-label	0.8125rem	1.25	0.16em, caps	Labels (.z-label)
text-caption	0.8125rem	1.5	none	Help text, errors, copyright

Changed: section titles at 30 to 42 px are a client preference; version 6.4 set H1 at 64 px and Display at 88 px. Ranges assume 1rem = 16 px. * text-hero is also capped at 20% of the window height.

06.4 LABELS, FIGURES AND UNITS

Labels guide the eye, figures lead.

Labels are Rajdhani capitals. Figures are Rajdhani Bold, with units set small beside them.

2009

LINE HEIGHT 0.8

TIGHT ON ITS LABEL

ESTABLISHED

7 days

UNIT 0.45EM

TYPICAL MOBILISATION

AED 45M

UNIT 0.36EM

FIVE-YEAR GROSS PROFIT

Base case · model projection

06.4 LABELS

Rajdhani 600, capitals, tracking 0.16em, line height 1.25. 13 px on the web is the minimum.

01 DIVISIONS

INDEX IN WHITE

SILVER ON GRAPHITE

LABELS	Pewter on light, Silver on Graphite; the index and the active item in Ink (White on dark). Tracking 0.16em, changed from 0.18em
INDICES	13 px is the minimum label size. Indices pad to two digits: 01, 03 / 07
FIGURES	Rajdhani 700 with tabular lining numerals (font-variant-numeric: tabular-nums lining-nums), so columns of figures align
UNITS	Units and joining words are set small beside the number so a value stays on one line: 0.4em on the lead figure and 0.45em on the others (About figures, home/Glance.tsx), 0.36em on case figures (work/StatValue.tsx). Silver on Graphite
FIGURE XL	Line height 0.8, so the number sits tight on its label. Only plain counts animate

06.5 MEASURE AND TYPESETTING

Short lines, even rags.

Measures are set in characters, so they hold on every format.

DIVISION 01 / 03 · AS BUILT

14ch

Validate the market before you commit capital.

BALANCED LINES

THE STOP CLOSES THE LAST LINE

46ch

Market entry and go-to-market for the UAE and KSA. We test demand, define the route and line up partners before you commit to an entity, an office or a team.

06.5 MEASURES

Ranged left, never justified or centred. IBM Plex Sans never in capitals.

Section intro		62ch, the standard
Body paragraph		48 to 64ch, typically 56ch
Lead, hero sub		44 to 46ch
Section title		24ch at most
Case client name		16ch
Division hero		14ch

We validate the market before you commit capital, then build the brand.

☒ Never justified

We validate the market before you commit capital, then build the brand.

☒ Never centred

VALIDATE THE MARKET FIRST

☒ IBM Plex Sans never in capitals

BALANCE	text-wrap: balance on h1 to h3; text-wrap: pretty on p, li, dd and blockquote: headlines balance their lines, prose avoids orphans
HERO HEADLINES	One sentence per line; the square stop closes the last line

06.6 PRINT AND SLIDE SCALES

One scale, four formats.

Print and slide sizes are derived from the web desktop sizes, so every format keeps the same ratios.

THE A4 SCALE, IN USE

DISPLAY
Rajdhani 700
45.5 pt

Brands built as systems

H1
Rajdhani 700
25 pt

Evidence behind every decision

H3
Rajdhani 700
14.5 pt

One partner for market and brand

LEAD
IBM Plex Sans 400
11.5 / 18.4 pt

Market entry studies, brand systems and launches for manufacturers, founders and groups across the GCC.

BODY
IBM Plex Sans 400
9.5 / 15 pt

We validate the market before you commit capital, then build the brand and the channels that carry it.

LABEL
Rajdhani 600, caps,
0.16 em
7.5 pt

EVIDENCE · VERIFIED · CELPLAST, JUNE 2026

06.6 FOUR FORMATS

A4: 0.6 pt per web px, to the nearest 0.5 pt. Body 16 px is 9.5 pt.

ROLE	FACE	WEB PX	A4 PT	PROFILE PX	SLIDE PX	LINE
Label	Rajdhani 600, caps, 0.16em	13	**7.5**	**13**	**17**	1.25
Caption	Plex 400	13	**7.5**	**13**	**17**	1.5
Tag	Plex 400	14	**8.5**	**13**	**19**	1.45
Body	Plex 400	16	**9.5**	**15**	**21**	1.625
Lead	Plex 400	19	**11.5**	**17**	**25**	1.6
H4	Rajdhani 700	20	**12**	**18**	**27**	1.3
H3	Rajdhani 700	24	**14.5**	**22**	**32**	1.2
H2	Rajdhani 700	30	**18**	**27**	**40**	1.15
H1	Rajdhani 700	42	**25**	**38**	**56**	1.08
Display	Rajdhani 700	76	**45.5**	**68**	**100**	0.95
Figure	Rajdhani 700, tabular	36	**21.5**	**32**	**48**	1
Figure L	Rajdhani 700, tabular	60	**36**	**54**	**80**	1
Figure XL	Rajdhani 700, tabular	160	**96**	**144**	**200**	0.8

SLIDE	1920 x 1080: web x 1.333 (1440 to 1920 px)
A4	0.6 pt per web px, to the nearest 0.5 pt. Body 9.5 / 15 pt on the 15 pt baseline and labels and captions 7.5 pt are kept from 6.4
PROFILE	1298 x 818: web x 0.9, whole px. Labels, captions and tags never below 13 px; body never below 15 px

Leading follows the web line heights: A4 body 9.5 / 15 pt; profile body 15 / 24 px; slide body 21 / 34 px. Replaces the 6.4 print values Display 36 pt, H1 24 pt, H2 16 pt and Figure 20 pt.

06.7 ARABIC

Arabic sits one step larger.

Noto Sans Arabic at 1.0625 times the English beside it, as the site sets it.

ENGLISH · RAJDHANI 700 · 18 PT

UAE · KSA
Qatar · Kuwait
Bahrain · Oman

ARABIC · NOTO SANS ARABIC 600 · 19.1 PT

الإمارات · السعودية
قطر · الكويت
البحرين · عُمان

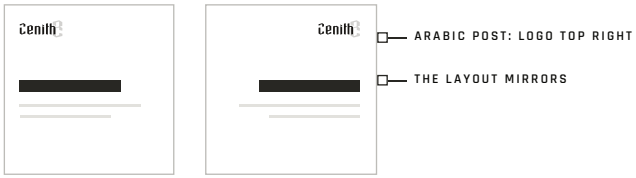
Body · IBM Plex Sans 400 · 9.5 pt

We validate the market before you commit capital.

Arabic body · Noto Sans Arabic 400 · 10 pt

ا ب ت ث ج ح خ د ذ ر ز س ش
٠١٢٣٤٥٦٧٨٩

LOGO POSITION AND MIRRORING



English post, then the same post in Arabic.

06.7 SETTING ARABIC

Right to left and ranged right. Formal Modern Standard Arabic, checked by a native Arabic reviewer before release.

SIZE	1.0625em of the English beside it (site [lang="ar"]): web body 17 px, A4 10 pt, slide 22 px
WEIGHTS	400 for reading, 600 for headings and labels. Rajdhani and Plex have no Arabic
LABELS	No capitals and no tracking; tracking breaks the joins (new in 7.0)
DIRECTION	Right to left, ranged right; the layout mirrors (new in 7.0) and the logo sits top right on Arabic posts (from 6.4)

LANGUAGE ORDER BY MARKET, AS ON THE SITE

UAE
English first

KSA
Arabic first, bilingual by default

Qatar
Arabic and English, bilingual for public buyers

Kuwait
Arabic first, English in business

Bahrain
English widely used, Arabic for government

Oman
Arabic first, English in business

07

Imagery.

Engineered objects in greyscale, client work shown whole, and AI used only to the brand's own rules.



IN THIS CHAPTER

07.1 Direction
07.2 Treatment, use and avoid
07.3 Crops and responsive
07.4 Images with text
07.5 Client work
07.6 Instruments and globe
07.7 AI image rules

07.1 DIRECTION

Four kinds of picture, all greyscale.

Engineered objects that show complex systems made clear. One family of images serves every format, from a cover to a background band.

07.1 SOURCES

One family of images for every format: the 14 document-ready masters and the site's division and About images.

03_Images/03_Document-ready_2560px in the asset library. Pictures here run off the foot of the page, as every document image runs to the trim.

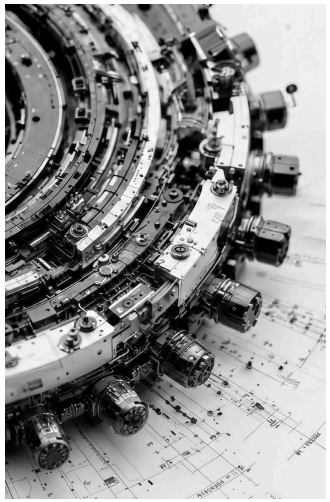
01 OBJECT

A whole assembly on White. Covers, openers and hero images.



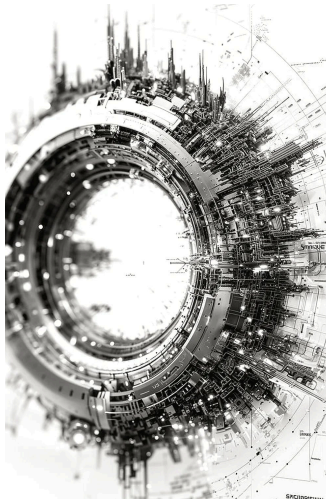
02 DETAIL

A macro crop of the same world. Inside pages and cards.



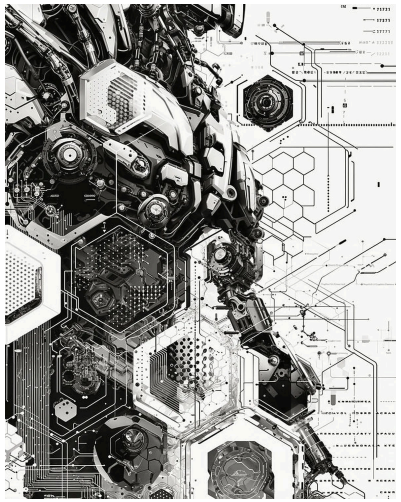
03 SCHEMATIC

Linework and callouts. Method pages and diagrams.



04 FIELD

A dense surface edge to edge. Bands and backgrounds.



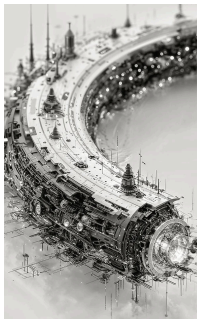
07.2 TREATMENT, USE AND AVOID

Greyscale in the file, never by filter.

Every brand image is converted to greyscale before it is approved. The site applies no colour filter, and neither does any layout.



01 SOURCE
The approved master as generated



02 GREYSCALE
Zero saturation: metals read as neutral greys



03 WHITE GROUND
Object images lifted to #FFFFFF

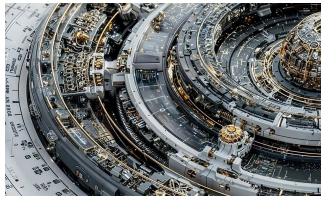
Field images keep their own tone; image 27 is the one dark image. Never publish an image straight from its source.

Files · 03_Images/02_Approved_greyscale_full-res · 03_Document-ready_2560px

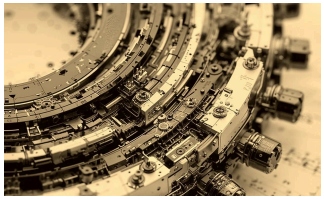
07.2 USE AND AVOID

Never a greyscale, sepia or duotone filter in CSS or a layout app.

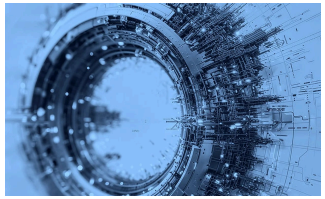
USE	Greyscale files only: the 14 document-ready masters and the site's division and About images
AVOID	Gold and colour casts; sepia and warm filters; coloured tints; flat, muddy contrast



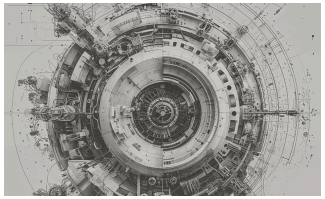
☒ Gold and colour casts



☒ Sepia and warm filters



☒ Coloured tints



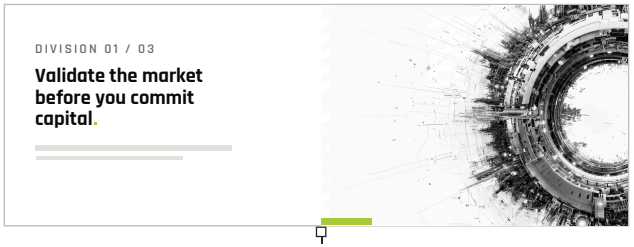
☒ Flat, muddy contrast

07.3 CROPS AND RESPONSIVE

Images run to the window edge.

On division heroes the image fills from column 7 to the edge of the window, then steps down as the screen narrows.

1024 PX AND UP



COLUMN 7 TO THE WINDOW EDGE

640 TO 1023 PX



UNDER 640 PX



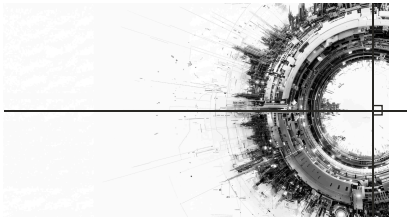
The image moves under the text at 16:9.

Under 640 px, no hero image: the headline and action come first (client direction, 20 November 2026).

07.3 AS BUILT

Text never sits on a photo below 1024 px.

1024 PX AND UP	Text on columns 1 to 6; the image from column 7 (50% + 12 px) to the right window edge at full section height, cover-cropped at a set focal point; a 96 x 5 px division rule on the image's bottom-left corner
640 TO 1023 PX	The image moves under the text at 16:9
UNDER 640 PX	No hero image (client direction, 20 November 2026)
FOCAL POINTS	Commerce 96% 50%; Creatives 66% 50%; the About band anchors left (16:9 on small screens, min(80vh, 860px) high on desktop)
FILES	AVIF and WebP at 640, 1080, 1200, 1920 and 2576 px; master 2576 x 1438
LOADING	Mist #EFEFEC holds the space while an image loads
PRINT AND SLIDES	Full bleed: the image runs to the trims, cover-fit, the subject shifted clear of the text (07.4)



The Commerce master, 2576 x 1438. The hero is cover-cropped at this set focal point.

07.4 IMAGES WITH TEXT

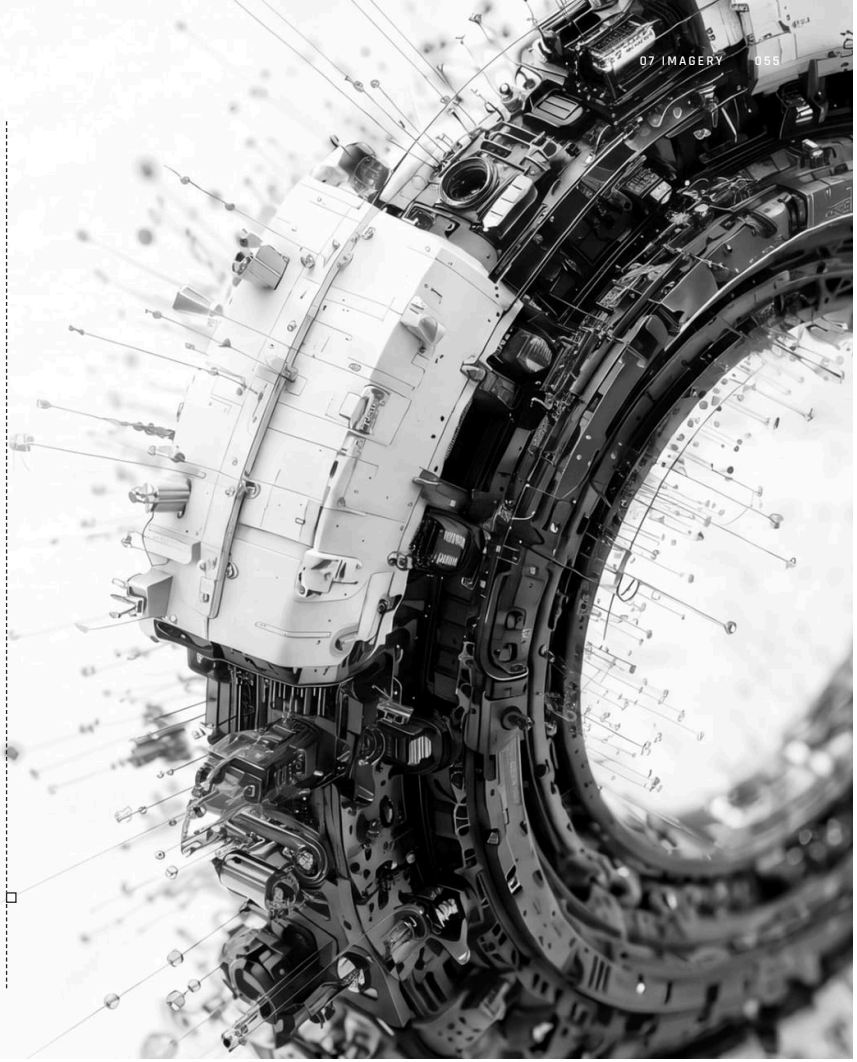
Pictures run to the edge. The subject moves.

In documents an image is always full bleed: whole to the trims, never boxed, never cut by a margin. Fit it to cover the page, then shift it until the subject clears the text. Only empty background is lost. No glass, blur, veils or panels.

01 **Cover**
Fit the image to the page height

02 **Shift**
Move it until the subject starts beyond the text column

03 **Check**
Only empty background crosses the trim



07.4 IMAGES WITH TEXT

In documents, the picture never hides.

Words sit on the empty part of the picture. Glass, blur, veils, panels and boxes are not used in documents.



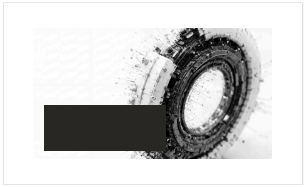
☑ **Right.** Full bleed; the subject shifted clear of the words



☒ Glass or blur behind the words



☒ A veil over the picture

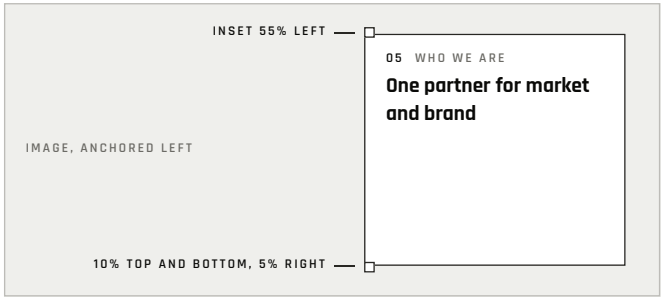


☒ A boxed picture, a margin crop or a panel

Changed in Edition 8 (22 Nov 2026): replaces v7.0 09.4, “Text on a photo sits on glass”, for documents. Print never used a live backdrop-filter.

07.4 THE WEBSITE, AS BUILT

The About band of zenithand.com keeps its glass panel. This is the website's as-built behaviour, not a document rule.



The panel's position on the About band, drawn as lines. The site draws the glass; the book does not.

PANEL	The same image, blurred 10 px, from a saved blurred copy (positioning-blur.webp), clipped to the panel. Square corners
VEIL AND BORDER	White at 62%, fixed (the 6.4 range of 0.46 to 0.8 is retired); 1 px White at 85%
SHADOW	0 12 px 40 px rgba(40, 39, 35, 0.10) plus a 1 px White inner top highlight: the site's only shadow
SCREENS	Desktop only: below 1024 px the text moves under the image. One panel per image, no extra accent inside it

07.5 CLIENT WORK

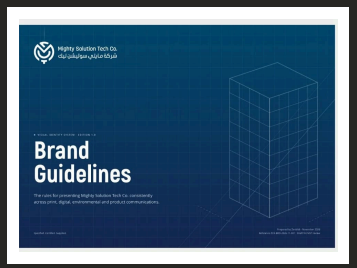
Client work is shown whole.

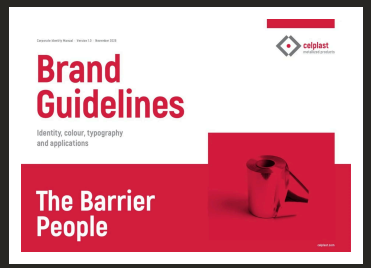
Real plates from delivered files, at one shared height on a White mat. Never cropped, never a mock-up.

07.5 PLATES

Whole and uncropped: contain, never cover. From the real files only, as delivered. Never a device or stock mock-up, a crop or a zoom.

PLATES 01 / 03







MST · Celplast · Swagat Group. Natural ratio, 16 px gaps, one height for every plate in a gallery: clamp(220px, 52vh, 620px).

ON SCREEN

A Graphite band, one shared plate height, natural aspect ratio, 16 px gaps, a “01 / 03” counter and square arrow buttons. In print, the same plates whole on a White mat.



EVIDENCE PLATES

Anonymised studies use plates redrawn in the house style, shown by role: DOOH investor. No client name, mark or source document on the plate, in its file name or its alt text.

NAMES, NOT LOGOS

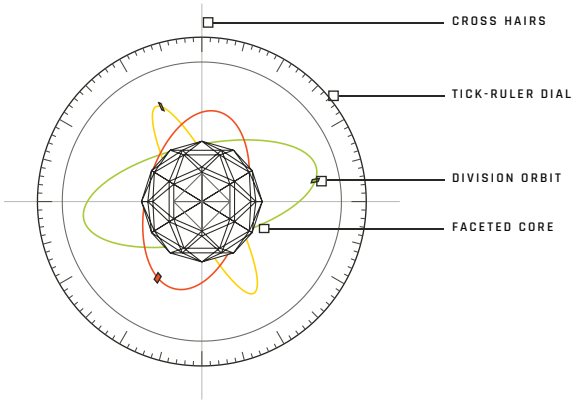
Swagat Group ■ Frites & Elixir ■ Sarafy ■ Ryntal ■ AFIFA ■ Komasi

Client names in Rajdhani 700, White, as in the Creatives marquee. No logo walls.

07.6 INSTRUMENTS AND GLOBE

Drawn in hairlines, not rendered.

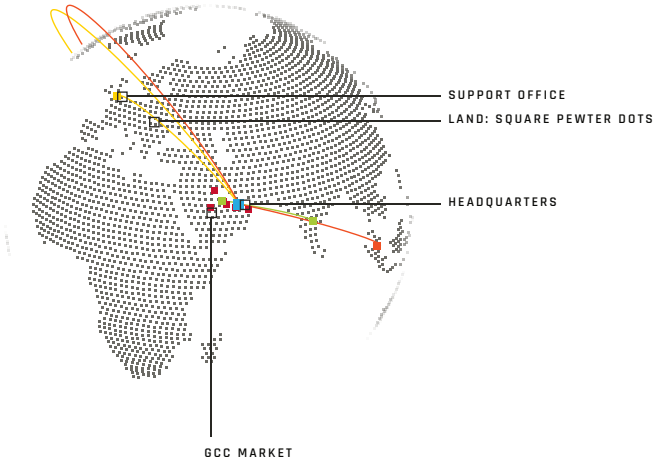
The site's two 3D pieces are line drawings in the neutral ramp. Colour marks divisions and places only.



HERO INSTRUMENT	Tick-ruler dial, cross hairs and a faceted core drawn in hairlines in Graphite, Iron, Pewter and Silver at 60 to 90% opacity; three tilted orbits, one per division, in division order and colour (client direction, 20 November 2026). Phones and print use the SVG poster; on screen the dial turns once in 240 s

07.6 FOOTPRINT GLOBE

In print and slides, use the static poster of each piece: the first frame, as the site paints it before any script runs.



MARKERS	Square markers with no outlines. Headquarters (Sharjah) in Signal Blue
OFFICES	Support offices and their arcs in the colour of the division each supports
MARKETS	GCC markets in red #C8102E, a documented exception that marks markets only

07.7 AI IMAGE RULES

AI makes brand images, never evidence.

Generate only from the brand's own sources and prompts, and publish nothing that has not been approved and toned.

APPROVAL, IN THIS ORDER

01 **Check**
At full size, for colour specks, letters and invented parts

02 **Approve**
The co-founder signs off before use

03 **Tone**
Convert to greyscale after approval

04 **File**
In 03_Images/02_Approved_greyscale_full-res, with its prompt

> **Scope.** These rules cover Zenith& brand imagery. AI-native production for clients follows the client's own brand, with the same consent rules for people and the same ban on presenting generated work as delivered evidence.

Files · 08_Prompts-and-Sources/zenithand_image-prompts_nano-banana-pro.md

07.7 STYLES AND PROMPTS

Every prompt ends: strictly greyscale, zero colour saturation, no gold, brass, copper, amber, orange or blue.

SOURCE	08_Prompts-and-Sources in the asset library: system instruction “Zenith& Restore”, one prompt per image, refinement prompts
MODEL	Nano Banana Pro; 16:9; 4K; temperature 0.5; Top P 0.95; grounding off
METHOD	Attach the legacy original and restore it. Never a text-only prompt

NEVER

- ☒ Client marks, products, plates or premises: client work is shown from real files only
- ☒ A real person, face or likeness without written consent; never the founder
- ☒ Fake client sites, screens or mock-ups presented as delivered work
- ☒ Charts, figures or documents: evidence is drawn from deliverables
- ☒ Text, logos, flags or national symbols inside the image

08

Iconography.

Lines on a 24-unit grid, square at every end. Where the site needs no icon, a square, a rule or a word does the job.



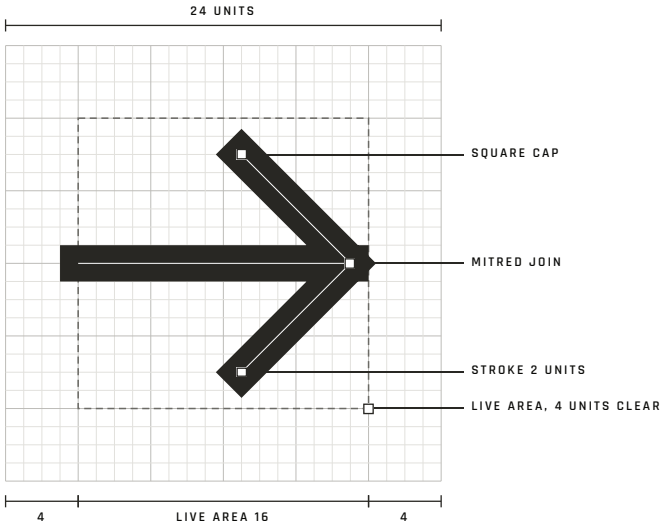
IN THIS CHAPTER

08.1 System as built
08.2 UI set, squares and leaders
08.3 Icon library

08.1 SYSTEM AS BUILT

Drawn on a 24-unit grid.

Every icon on zenithand.com is inline SVG: no icon font, no fills, square caps, mitred joins, Graphite or White.



Source · zenithand.com, src/components/ui.tsx and Navbar.tsx. The forward arrow at 3.6 mm a unit

08.1 SETTINGS

No icon set, no icon font: every icon is inline SVG.

GRID	24 x 24 viewBox; artwork inside the central 16 units, 4 clear. Replaces the 48 px canvas
STROKE	Set in grid units: 2.5 at 14 px, 2 at 16 to 24 px, 1.5 at 48 px. The line drawn is stroke x size / 24, near 1.5 px at text sizes
ENDS AND JOINS	Square caps (all 23 on the site), mitred joins, no fills; pause and play are the only filled glyphs
COLOUR	currentColor: Graphite on light grounds, White on Graphite and Ink. Never Signal Blue or a division colour
HOVER	Arrows move 4 px forward (8 px on the next-case arrow)
PACKAGES	lucide-react is installed but imported nowhere



☑ Graphite on light grounds

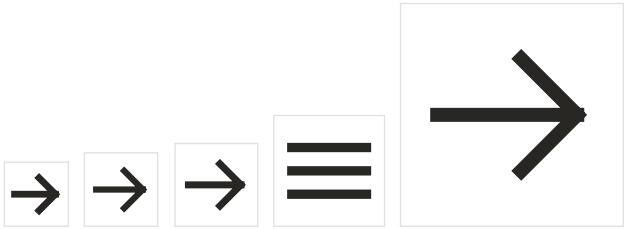
☑ White on Graphite and Ink

☒ Never Signal Blue or a division colour

08.1 SIZES AND STROKES

The line scales with the icon.

Stroke is set in grid units, so the drawn line scales with the icon: line = stroke x size / 24. The five sizes in use, at 350%.



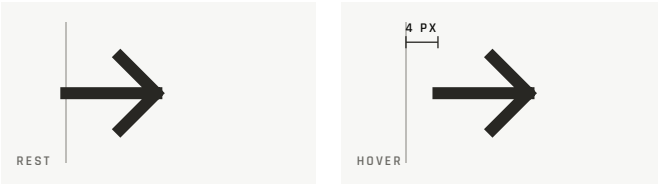
Each frame is the icon's 24-unit viewBox. At 14 px the stroke rises to 2.5 units so the line holds near 1.5 px; at 48 px it falls to 1.5 units, a 3 px line.

08.1 SIZES AND STROKES

Five sizes, each with its stroke in grid units.

SIZE	STROKE	LINE	USE ON THE SITE
14 px	2.5	1.46 px	Inline account links, up and down arrows
16 px	2	1.33 px	Inside 36 and 44 px square buttons
18 px	2	1.5 px	Text links (ArrowLink)
24 px	2	2 px	Menu and close
48 px	1.5	3 px	Next case, next brand

HOVER ARROWS MOVE FORWARD



The 18 px text-link arrow at 600%: it moves 4 px forward on hover. The 48 px next-case arrow moves 8 px.

4 px
Hover move, arrows

8 px
Hover move, next-case arrow

1.5 px
The line drawn, near text sizes

08.2 UI SET, SQUARES AND LEADERS

Ten glyphs, then squares.

The site draws only what an interface needs. Bullets, status and terminals are squares; marks always carry a word.

WORDS BESIDE	Menu and Close are labelled in caps beside the icon
MARKS	Shapes with labels, never colour alone
PAUSE AND PLAY	10 px, filled, in a 36 px high bordered button with the word Pause or Play



Forward

18 px · 2

M4 12h15 M13 6l6 6-6 6. Variant M5 12h14 in Doors and case links



Back

14 px · 2.5

M19 12H5 M11 6l-6 6 6 6



Up

14 px · 2.5

M12 19V5 M6 11l6-6 6 6



Down

14 px · 2.5

M12 5v14 M6 13l6 6 6-6



Menu

24 px · 2

Three lines at y 7, 12 and 17



Close

24 px · 2

M6 6l12 12 M18 6L6 18



Tick mark

20 px box · 1.8

White tick M1.5 6.5l3 3 6-7 on a Graphite square



Cross mark

20 px box · 1.6

Iron cross M1 1l8 8 M9 1l-8 8 in a White box, Pewter edge



Pause

10 px · filled

Two 3 x 10 bars



Play

10 px · filled

One triangle, M1 0L9 5L1 10Z

DRAWN LARGE

Arrows, menu and close on their 24-unit viewBox; tick and cross on their 20 px boxes; pause and play on a 10-unit grid. Sizes and strokes as built.

08.2 SQUARES AS BULLETS AND STATUS MARKS

A square, never a dot or a dash.

Bullets, status and terminals are squares; marks always carry a word.

BULLET 6 PX · GRAPHITE

- One drawing, never retyped
- Change the ground, never the logo
- One Signal Blue stop per page



EVIDENCE SQUARE 9 PX · SOLID OR HOLLOW

■ Delivered · Alainz Group, 2026

□ Record · Founder portfolio · vasee.me



SEPARATOR 8 PX · PAGE ACCENT

Alainz Group ■ **URBNTROV** ■ **Voltoolz**

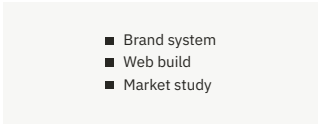


Real size on the left, 400% on the right. The separator takes the page accent: here Commerce, on a client marquee.

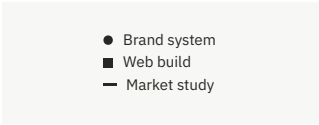
08.2 SQUARES

Marks are shapes with labels, never colour alone.

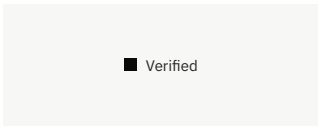
BULLET	6 px Graphite square beside each list line. Never a dot or a dash
EVIDENCE SQUARE	9 px. Solid (Ink, or White on dark) for Verified and Delivered; hollow with a 1.5 px edge for Record and Client-reported. Always beside its status word
SEPARATOR	8 px square in the page accent between names in the client marquee



☑ **Right.** A 6 px square beside each line.



☒ Never a dot or a dash.



☑ **Right.** The square beside its status word.



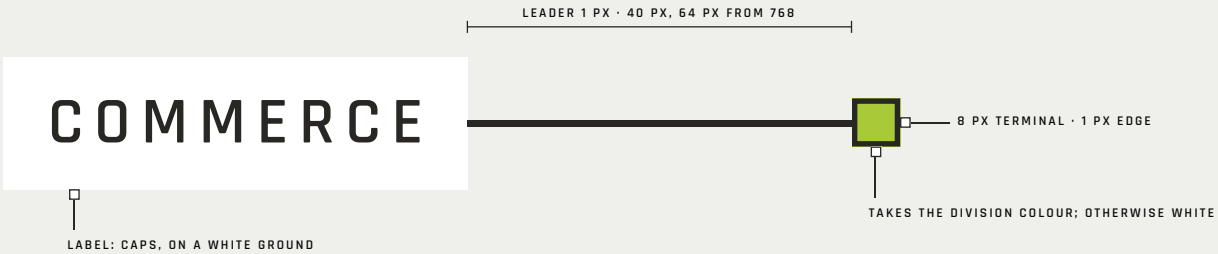
☒ Never a status in tone or colour alone.

08.2 ANNOTATION DEVICE

A label, a leader, a square.

Zenith's own graphic language: a caps label, a right-angled leader and a square terminal. This book draws its rules with it.

LABEL	Caps, on a White ground
LEADER	1 px Graphite, 40 px long; 64 px from 768 px. Horizontal or vertical, never angled
TERMINAL	8 px square with a 1 px Graphite edge. The colour of the division it labels, as on the home hero; otherwise White
IN PRINT	Show the device drawn in full



The device at 450%, labelling a division as on the home hero.



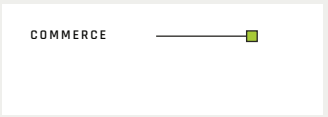
☑ **Right.** Horizontal or vertical, turning at right angles.



☒ Never angled.



☒ No icon terminals: the 8 px square does this.



☑ **Right.** The division colour when it labels a division.

08.3 ICON LIBRARY

The library, redrawn for print.

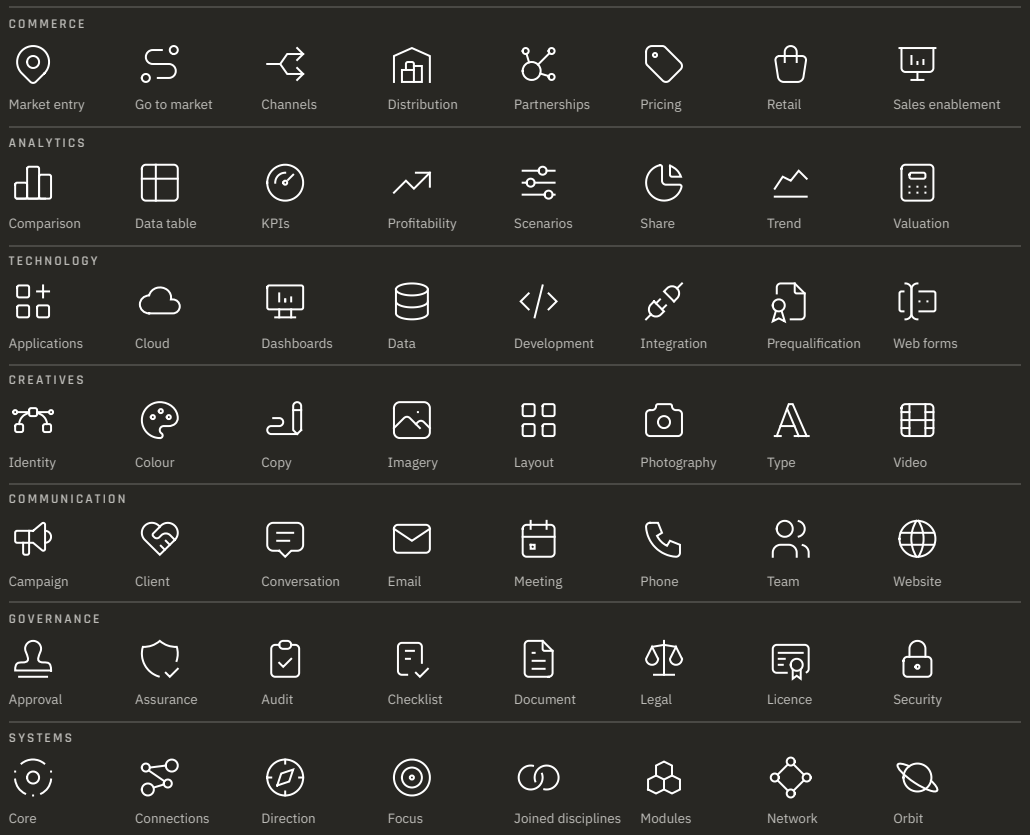
The 56 icons in 04_Icons (Tabler, MIT) are not used on the site. They stay for print diagrams only, redrawn to the site's stroke.

AS FILED, VERSION 5.0

Seven families of eight. 24-unit viewBox, placed at 48 px, stroke 1 unit (a 2 px line), square caps, mitred joins. Graphite and White files.

Shown here as filed: the White files on Graphite.

Files · 04_Icons · SVG_graphite, SVG_white, PNG-96 · LICENSE-tabler-icons.txt



08.3 ICON LIBRARY

Kept for print, never on screen.

Library files already use a 24-unit viewBox with square caps and mitred joins; the redraw changes the stroke and is checked at size.

As filed, v5.0

48 px, stroke 1 unit: a 2 px line



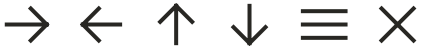
Redrawn

48 px, stroke 1.5 units: a 3 px line



Site set, inline

48 px, stroke 1.5 units, as the next-case arrow



Real size. Market entry, Trend, Dashboards, Identity, Checklist, Orbit; the site set: Forward, Back, Up, Down, Menu, Close.

KEEP: PROCESS LINES



Files · 04_Icons · issued as library 6.0 after the redraw, with the README updated

08.3 STATUS

Kept for print only. Never on web builds or in UI: no second icon set.

KEEP	Process lines: one icon above each square stop on the tick ruler (profile phase pages). Diagrams where a word alone reads slower. The label is always set beside the icon
RETIRE	Service-grid icons (services are numbered), contact-field icons (contacts are labelled in words), icon at scale (The Mark does this), icon with a figure (readings carry the figure), icon terminals on leaders (the 8 px square does this)
NEVER	Library icons on web builds or in UI: the inline site set only. No second icon set
REDRAW	Same paths; stroke 1.5 units at 48 px (a 3 px line), 2 units at 16 to 24 px; nothing under 16 px; checked at size. Issued as library version 6.0
COLOUR	Graphite or White only. Never Signal Blue or a division colour

56
Icons in seven families

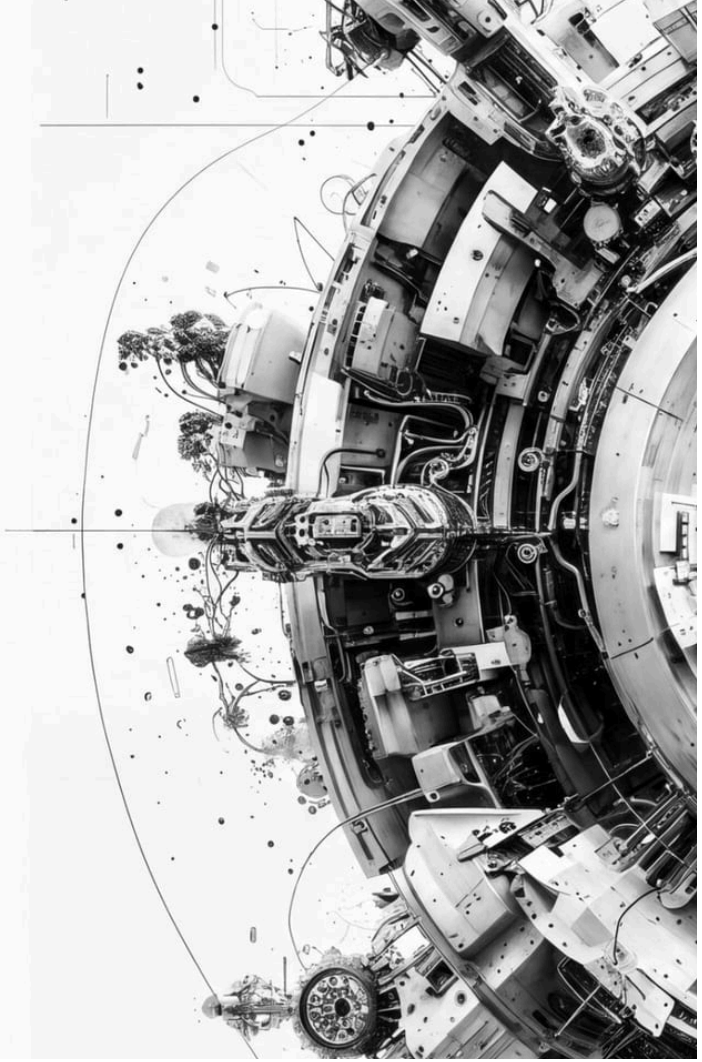
1.5
Units of stroke at 48 px, redrawn

16 px
Smallest size; nothing under it

09

Motion.

Motion confirms and explains; it never decorates. The finished state is always the default, and every loop can be paused.



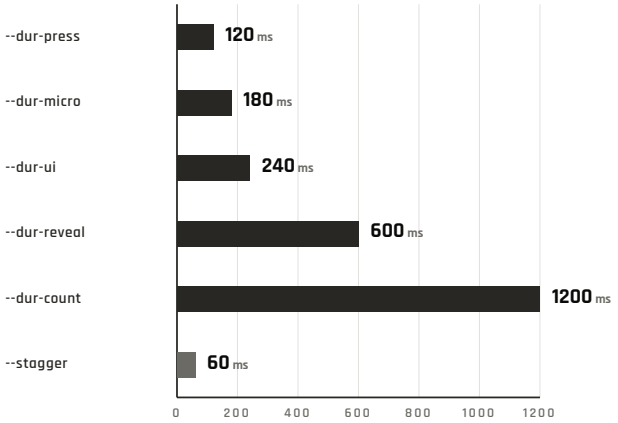
IN THIS CHAPTER

09.1 Motion tokens
09.2 Principles and signature motions
09.3 Reduced motion, video and print

09.1 MOTION TOKENS

Five durations, two curves, one stagger.

Tokens from the site's globals.css, the source for every motion value.



Bars to scale on one axis, in ms. Exits run faster than entries; press feedback animates transform only.

Source · zenithand.com, src/app/globals.css, lines 41 to 50

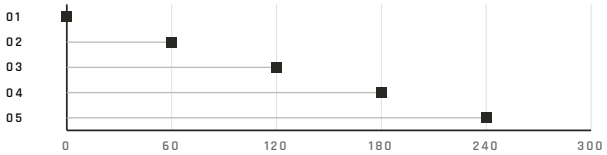
09.1 DURATIONS

New work takes the tokens.

TOKEN	VALUE	USE
--dur-press	120 ms	Press feedback: scale 0.98 (buttons 0.97)
--dur-micro	180 ms	Small state changes
--dur-ui	240 ms	UI transitions: route cell fill, readout swap
--dur-reveal	600 ms	Section rules drawing in
--dur-count	1200 ms	Count-up of a plain count
--stagger	60 ms	Between sequenced items

Components also use Tailwind steps of 150, 200, 300 and 500 ms; new work takes the tokens.

--STAGGER 60 MS BETWEEN SEQUENCED ITEMS

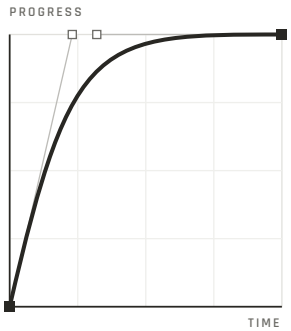


Each item starts 60 ms after the one before. Square: the start; hairline: the wait.

09.1 MOTION TOKENS

Arrivals ease out, travel eases in and out.

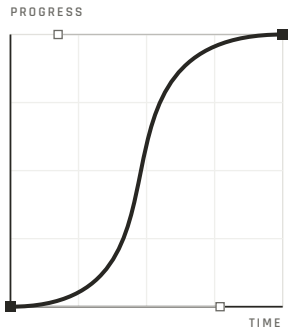
Two curves for every motion on the site. Linear only for scroll-scrubbed scenes, clocks, the poster dial and the marquee.



Ease-out

cubic-bezier(0.23, 1, 0.32, 1)

--ease-out. Arrivals: marks, strikes, fills, rises; the count-up uses ease-out quart



Ease-in-out

cubic-bezier(0.77, 0, 0.175, 1)

--ease-in-out. Travel on screen: route lines and leaders, 900 ms

09.1 CURVES

Arrivals ease out; travel eases in and out. Exits run faster than entries.

--EASE-OUT	cubic-bezier(0.23, 1, 0.32, 1). Arrivals: marks, strikes, fills and rises; the count-up uses ease-out quart
--EASE-IN-OUT	cubic-bezier(0.77, 0, 0.175, 1). Travel on screen: route lines and leaders, 900 ms
LINEAR	Only for scroll-scrubbed scenes, clocks, the poster dial and the marquee
EXITS	Run faster than entries
PRESS FEEDBACK	Animates transform only: scale 0.98 (.z-press); buttons scale to 0.97, in 120 ms



The dashed line is the button at rest. Press feedback moves nothing else on the page.

09.2 PRINCIPLES AND SIGNATURE MOTIONS

Final state first.

What a visitor, a printer and a screenshot see first is the finished device.

01 / 03 DEFAULT · SERVER HTML, NO SCRIPT, SCREENSHOTS

Brands built as systems

02 / 03 [DATA-ARMED] · AFTER LOAD, BELOW THE FOLD ONLY

Brands built as systems

03 / 03 [DATA-IN] · ON ENTRY: 700 MS EASE-OUT AFTER 150 MS

Brands built as systems

A Creatives headline with its underline mark. Above the fold the block is never armed: it stays as frame 01.

09.2 PRINCIPLES

Motion is specific to each signature component; it never decorates.

01 **Final state is the default**

Server HTML, no script, reduced motion and screenshots show every device complete.

02 **Armed below the fold only**

Script adds [data-armed] after load only to blocks that start below the fold, then [data-in] on entry; CSS animates from armed to in. A number already on screen never counts from zero.

03 **One-shot**

Marks, strikes, ledgers, routes and gates play once.

04 **Only plain counts animate**

Years, compound values, ranges, durations (“7 days”), currency and client-reported figures are static text.

05 **Exits faster than entries**

Arrivals ease out; travel eases in and out.

06 **No blanket fade-ups, no scroll-jacking**

The section fade-up was retired because it hid content. Only the CSS-sticky case deck and the phase list pin, on tall desktop screens.

09.2 PRINCIPLES AND SIGNATURE MOTIONS

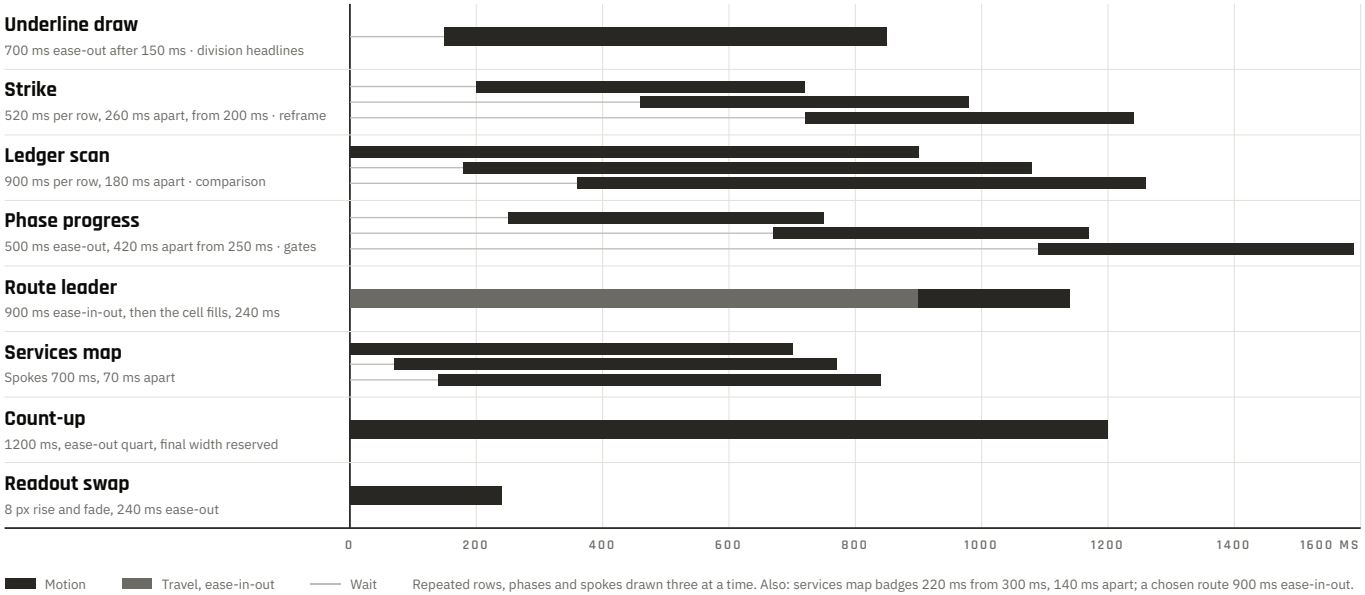
Every signature motion, timed.

Each signature component has its own motion, timed from the moment it enters view.

90 · 110 s
Marquee rows loop, linear, opposite ways; 6% edge fade

240 s
Poster dial: one turn

Once
Marks, strikes, ledgers, routes and gates

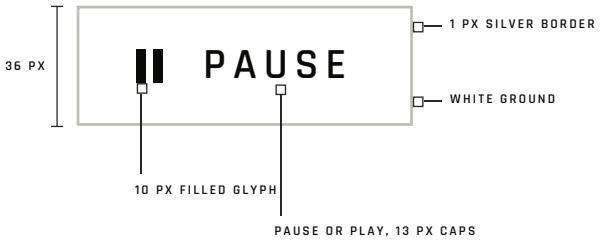


Repeated rows, phases and spokes drawn three at a time. Also: services map badges 220 ms from 300 ms, 140 ms apart; a chosen route 900 ms ease-in-out.

09.3 REDUCED MOTION, VIDEO AND PRINT

Every loop can be paused.

Reduced motion is a complete static experience, and one site-wide Pause stops every loop.



AT SIZE

PAUSE PLAY

The button at 250% and at size. It sits beside each loop: hero instrument, globe, marquee, market clocks. Hidden when reduced motion is on.

09.3 REDUCED MOTION AND PAUSE

Reduced motion is a complete static site; Pause stops every loop (WCAG 2.2.2).

REDUCED MOTION	Animation and transition durations forced to 0.01 ms; no count-up, no smooth scroll; the 3D scenes replaced by a static poster
PAUSE	One site-wide state, remembered per browser, mirrored on <html data-motion="reduced|paused|on">
LOOPS	Every looping element carries [data-loop] and stops
BUTTON	36 px high, 1 px Silver border, White ground, label Pause or Play in 13 px caps, 10 px filled glyph: two 3 x 10 bars, or a triangle

DATA-MOTION THREE STATES

on	paused	reduced
Every loop runs	Every [data-loop] stops; the choice is remembered	The complete static site; the Pause button is hidden

09.3 REDUCED MOTION, VIDEO AND PRINT

Still media show the finished state.

Reduced motion, print and social stills all show every device complete.

01 / 03 Which logo wins?

02 / 03 ~~Which logo wins?~~

03 / 03 ~~Which logo wins?~~

How should the businesses relate under one brand?

The reframe in numbered step frames: the strike, then our question. A single still shows frame 03 only.

09.3 PRINT AND STILLS

Show the final state. To explain a sequence, use numbered step frames, never blur or motion lines.

FINAL STATE	Underline marks fully drawn; strikes complete with our question visible; gates resolved (rule filled, decision box Graphite); the last route cell White; counts at their final values
SEQUENCES	Numbered step frames (“01 / 03”) and the orthogonal leader
NEVER	Blur, ghosting or motion lines
STATIC FORM	Easing has none. The static vocabulary is the rule, the square and the index





☑ **Right.** Numbered step frames, each complete.

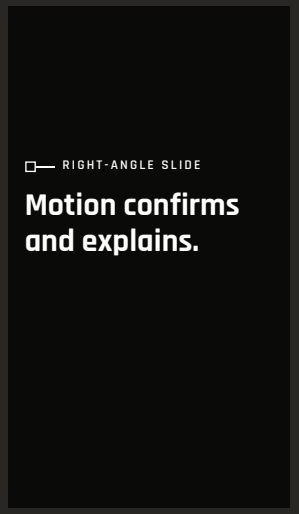
☒ Never ghosting or motion lines.

09.3 REDUCED MOTION, VIDEO AND PRINT

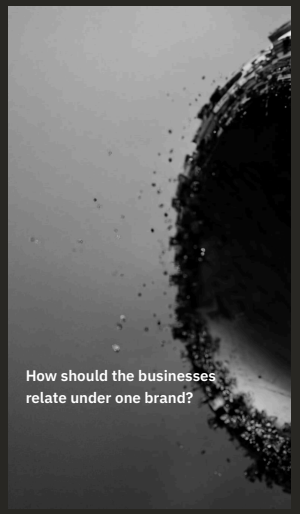
Straight cuts and right angles.

Video and social keep the site's timings and end on the finished state.

CUTS	Straight cuts, and slides on right angles. No spins, wipes or zooms on text
TEXT	Arrives in 240 to 600 ms with ease-out and leaves faster
MARKS	An underline draw or a strike may play once per scene, at the site timings
SUBTITLES	IBM Plex Sans 600 (was Open Sans SemiBold)
END CARD	Wordmark and one call to action, “Book a discovery call”, for the last 2 s, in the finished state



01 TEXT ARRIVES
240 to 600 ms, ease-out; leaves faster



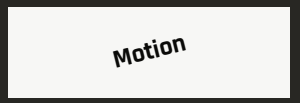
02 SUBTITLES
IBM Plex Sans 600, inside the text area



03 END CARD
The last 2 s, in the finished state



☑ **Right.** A straight cut, frame to frame.



☒ No spins on text.



☒ No wipes or zooms on text.

10

Grid and layout.

One 12-column grid, taken from zenithand.com and carried to every screen, sheet and post. Nothing is placed by eye.



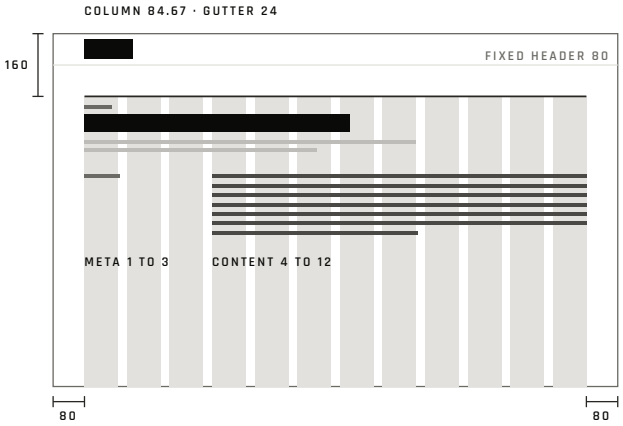
IN THIS CHAPTER

10.1 Grid principles
10.2 Web
10.3 Landscape profile
10.4 16:9 screen
10.5 A4 portrait
10.6 A5, DL and A3
10.7 Social 4:5
10.8 Social 9:16
10.9 Composition and density
10.10 Page archetypes

10.1 GRID PRINCIPLES

One grid for every page.

The website's 12 columns set every format. A section hangs from a top rule and fills downward.

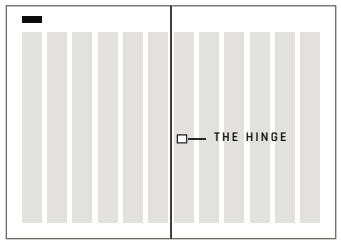


Desktop at 1440 x 900, drawn to scale. Values in px. No row fields and no baseline grid on screen: a 4 px base, body line 26 px. Print and the profile keep the 6.4 baselines (15 pt; 8 px) and six row fields.

10.1 SIX PRINCIPLES

Nothing placed by eye.

01	**12 columns** from 1024 px; 8 from 640 px; 4 below. Every format in this chapter uses 12, except A5 (6), DL panels (4) and social (6).
02	**Meta column** 1 to 3 holds labels, notes and facts. **Content column** 4 to 12 carries the argument. Below 1024 px both run full width.
03	**Hang from the top rule.** A section starts on a 1 px Graphite rule (Iron on dark), with the cue on it; content fills downward, never centred.
04	**Header on columns 1 to 8:** title at most 24ch, intro at most 62ch, flush left on the same edge as the content.
05	**Nothing placed by eye.** Edges on column edges; vertical steps from the 4 px rhythm on screen, the baseline and six row fields in print.
06	**Images on whole columns** or to the page edge: the hero image runs from column 7 to the window edge.



THIS BOOK

Edition 8 is A4 landscape, 297 x 210 mm, on a 12-column grid: 14 mm margins, 5 mm gutters. The hinge sits on the centre line, between columns 6 and 7.

10.2 WEB

The web grid, as built.

From src/components/ui.tsx. Gutters are fixed; columns flex between breakpoints; the container stops at 1440 px.

BASE 390 PX PHONE — 4 x 75.5 · gutter 16 · margin 20

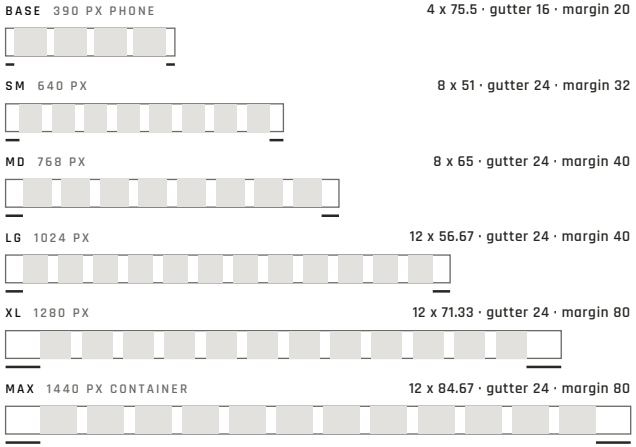
SM 640 PX — 8 x 51 · gutter 24 · margin 32

MD 768 PX — 8 x 65 · gutter 24 · margin 40

LG 1024 PX — 12 x 56.67 · gutter 24 · margin 40

XL 1280 PX — 12 x 71.33 · gutter 24 · margin 80

MAX 1440 PX CONTAINER — 12 x 84.67 · gutter 24 · margin 80



Each strip at its breakpoint width, drawn to one scale; margins in Graphite at each end. Values in px (Tailwind default breakpoints). The container stops at 1440 px, so content is 1280 px wide at 1440 and wider. Hero text on columns 1 to 6 (1 to 5 from 1280), image from column 7 to the window edge.

10.2 SECTION SPACING

Four section variants; one rhythm inside every section.

SECTION SPACING, TOP / BOTTOM, PX

VARIANT	PHONE	768	1024	USE
flush	16 / 48	56	64	Under the home hero (bottom only grows)
tight	48	56	64	Work, Expertise
default	56	64	80	Most sections
open	64	80	96	Graphite statement

IN-SECTION RHYTHM, PX

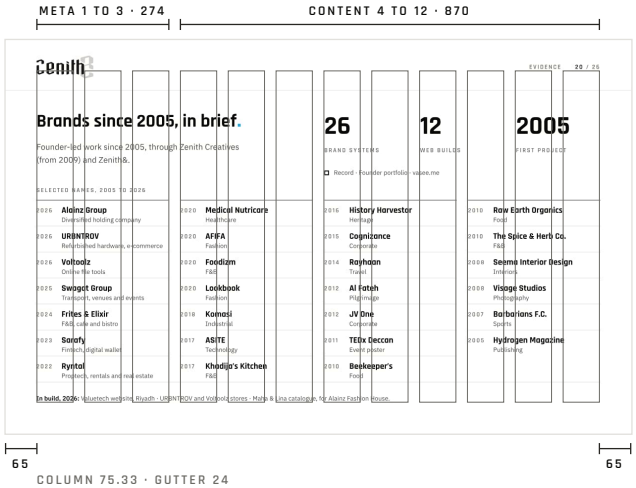
STEP	PHONE	FROM 768
Hang rule to cue	20	20
Cue to title	24	32
Title to intro	16	16
Header to content	40	48

HEADER	Fixed, 80 px; main content offset 80 px; anchors scroll-mt-20
FOOTER	80 px top, 40 px bottom
OTHER QUERIES	Route rows from 400 px; hero line wrap under 380 px; sticky case deck only at 1024 px wide and 800 px tall or more

10.3 LANDSCAPE PROFILE

Profile, 1298 x 818 px.

Company and division profiles. The website sets no profile grid, so the 6.4 values stand.

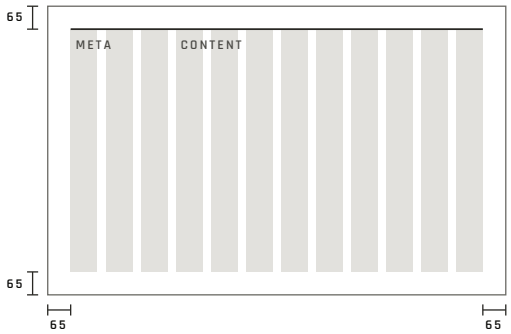


Company Profile 2027, page 20, with its grid drawn over it to scale. Four lists of three columns each; the figures on the content columns. Values in px.

10.3 GRID

Columns carry the fraction; margins and gutters stay whole.

PAGE	1298 x 818 px, landscape
COLUMNS	12 x 75.33 px
GUTTER	24 px, the web gutter from 640 px
MARGINS	65 px on every side, 5% of the page width (kept from 6.4)
LIVE AREA	1168 x 688 px
META / CONTENT	Columns 1 to 3: 274 px · 4 to 12: 870 px
BASELINE	8 px; six row fields; nothing placed by eye (kept from 6.4)



10.4 16:9 SCREEN

16:9, 1920 x 1080 px.

Division portfolios, decks and presentations.



Creatives Portfolio 2027, cover, with its grid drawn over it to scale; dashed, the chrome band 56 to 96 px from the top. Values in px.

10.4 GRID

Sides 96 px; top 152 and bottom 88 px to hold the chrome.

PAGE	1920 x 1080 px
COLUMNS	12 x 122 px
GUTTER	24 px
MARGINS	Sides 96 px, 5% (kept from 6.4); top 152 and bottom 88 px
CHROME	56 to 96 px from the top: wordmark left; cue and counter right
LIVE AREA	1728 x 840 px
META / CONTENT	Columns 1 to 3: 414 px · 4 to 12: 1290 px
RHYTHM	Hang to cue 20 · title 28 · intro 20 · content 48
COUNTER	“03 / 18” top right, as the site's section counter (replaces “no page numbers”)

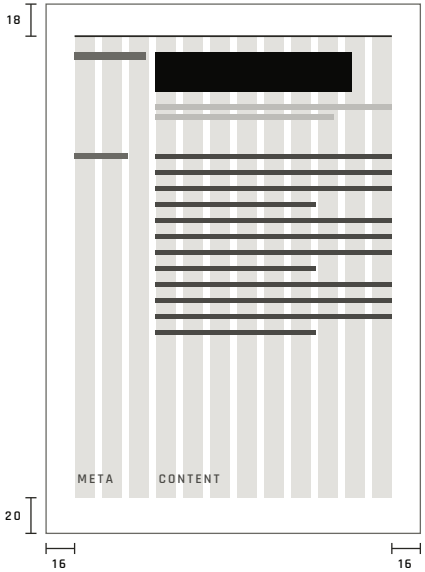
Division portfolios: the 40 x 5 px division rule and the division name top left on every page; the divisional lockup on the cover and contact page only. The division colour is the only accent; no Signal Blue.

10.5 A4 PORTRAIT

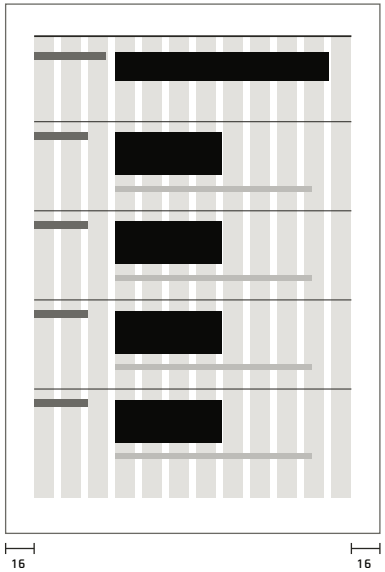
A4, 210 x 297 mm.

Proposals, reports, letterhead and the annual report. The website is silent on paper, so the 6.4 grid stands.

A4 PROPOSAL OR REPORT



ANNUAL REPORT: ONE FIGURE PER ROW



10.5 FROM THE WEBSITE

12 columns, the meta and content columns, and the hang from a top rule.

PAGE	210 x 297 mm
COLUMNS	12 x 11.17 mm
GUTTER	4 mm (kept from 6.4)
MARGINS	Top 18, sides 16, bottom 20 mm (kept from 6.4)
LIVE AREA	178 x 259 mm
META / CONTENT	Columns 1 to 3: 41.5 mm · 4 to 12: 132.5 mm
TYPE, BASELINE	Body 9.5 / 15 pt on the 15 pt baseline; labels 7.5 pt; six row fields (kept from 6.4)
ANNUAL REPORT	Same grid, meta column 3 of 12; one figure per row on hairlines, every number sourced (kept from 6.4)

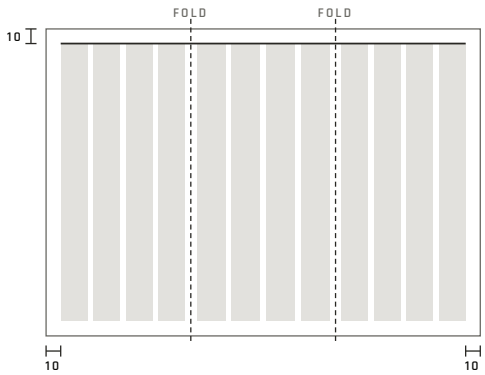
Drawn to scale. Values in mm.

10.6 A5, DL AND A3

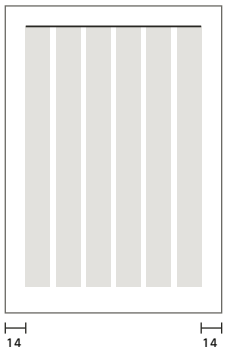
A5, DL and A3.

Brochure, leaflet and poster, drawn at one scale. All values kept from 6.4; the website sets none.

DL TRI-FOLD, 297 X 210 MM FLAT

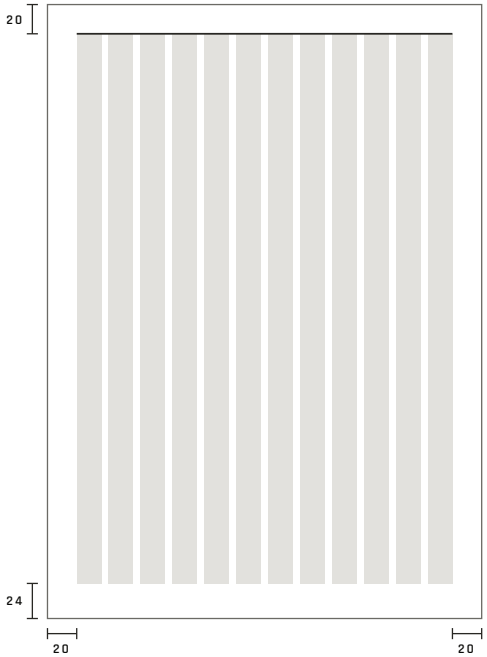


A5 BROCHURE, 148 X 210 MM



FORMAT	COLUMNS	GUTTER	MARGINS	NOTES
A5	6 x 16.67 mm	4 mm	Top 14, sides 14, bottom 18 mm	Brochures and capability booklets
DL tri-fold	3 panels of 4	4 mm	10 mm at the trim; 4 mm clear of each fold	Panels 99 mm; columns 18.25 mm (end panels), 19.75 mm (middle). Each panel one job: cover panel the claim, back panel contacts only
A3	12 x 16.83 mm	5 mm	Top 20, sides 20, bottom 24 mm	Posters and event boards

A3 POSTER, 297 X 420 MM

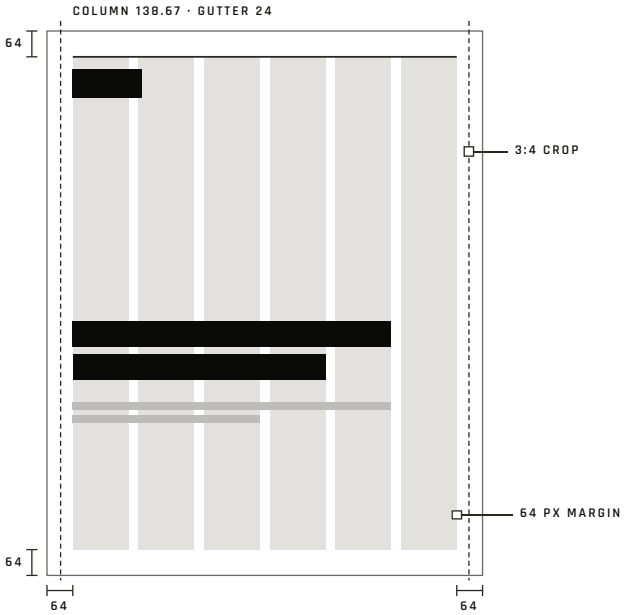


All three at 29%. Values in mm.

10.7 SOCIAL 4:5

Feed post, 1080 x 1350.

LinkedIn and Instagram feed posts and carousels. Six columns, the same in 4:5 and 9:16.



10.7 SOCIAL 4:5

The 64 px margin keeps all text inside the 3:4 profile-grid crop.

CANVAS	1080 x 1350 px (4:5)
COLUMNS	6 x 138.67 px
GUTTER	24 px (changed: 6.4 gave 16 and 24; 24 is the web gutter)
MARGINS	64 px on every side
LIVE AREA	952 x 1222 px
PROFILE-GRID CROP	Instagram shows the post at 3:4: 34 px off each side, centre 1013 x 1350 (dashed). The 64 px margin keeps all text inside
ARABIC	Mirror the grid: wordmark top right, text ranged right

Drawn to scale; values in px. Why 64 px: a post is read at about 390 px wide on a phone, so 64 px shows as about 23 px, the web's 20 px phone margin. Templates and type sizes: chapter 12.



☑ **Latin.** Wordmark top left, text ranged left.



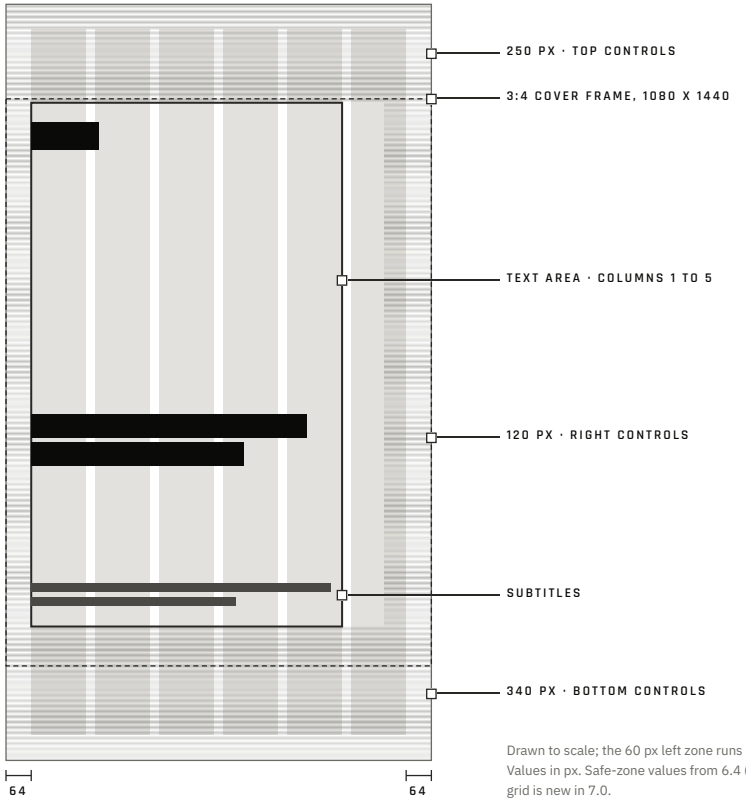
☑ **Arabic.** The grid mirrored: wordmark top right, text ranged right.

10.8 SOCIAL 9:16

9:16, 1080 x 1920 px.

Stories, reels and short video. The 4:5 grid at full height, with text kept clear of the platform controls.

CANVAS	1080 x 1920 px (9:16), 6 x 138.67 px columns, 24 px gutter, 64 px margins
SAFE ZONES	Platform controls cover 250 px at the top, 340 px at the bottom, 120 px on the right and 60 px on the left (hatched): a safe area of 900 x 1330 px
TEXT AREA	Inside the safe area, on columns 1 to 5: 64 to 853 px across, 250 to 1580 px down (Graphite frame)
COLUMN 6	Images and grounds only; it runs under the right-hand controls
COVER FRAME	Also shown as a 3:4 crop, 1080 x 1440, centred (dashed): titles inside the text area are always in it
SUBTITLES	Inside the text area, above the 340 px bottom zone



Drawn to scale; the 60 px left zone runs down the left edge. Values in px. Safe-zone values from 6.4 (stories and video); the grid is new in 7.0.

10.9 COMPOSITION AND DENSITY

One argument, hung from the rule.

Six rules for placing things and six for how much a page carries. They hold in every format.

COMPOSITION

01 **One dominant element**: a headline, a figure or an image, never two competing.

02 **Meta column**: labels and facts in columns 1 to 3; the argument from column 4.

03 **Hang from the top rule** and fill downward. Nothing is centred on the page.

04 **Images on whole columns** or to the page edge. Client plates whole, on a white mat, never cropped.

05 **Hairline tables**: 2 px Graphite head, 1 px Stone rows, no fills, no vertical rules.

06 **Accents**: one Signal Blue headline stop on masterbrand pages (plus the Market study tag where studies are listed). Division pages: the division-colour stop, the identifier rules and up to 2 underline marks.

10.9 DENSITY

One argument a page; detail moves to an annex or the website.

01 **Number the sections**: cue “01”, counter “03 / 07”, indices padded to two digits.

02 **Measure**: intros 62ch; body 48 to 64ch; section titles 24ch on the web; headlines 8 words or fewer in documents.

03 **Space before, not after**: 80 px above a section, 48 px from header to content (desktop).

04 **Tabular lining figures** in tables and readings; units set small beside the number.

05 **One argument a page**; detail moves to an annex or the website.

06 **Up to 30 words** of copy on profile and portfolio pages; labels and evidence lines not counted.

62ch
Intro measure

8
Words at most in a document headline

30
Words of copy on a profile page

10.10 PAGE ARCHETYPES

Eight page types.

Every profile, portfolio and deck is built from these. Accents follow the page, as in 10.9.



Cover

Title on the clean side, columns 1 to 7; image full height to the edge; one headline stop.



Divider / opener

Graphite page; number and title on columns 1 to 6; image from column 8 to the edge.



Statement

Graphite; one claim, then the lead in Silver on two columns. One statement page per section.



Editorial

Header on columns 1 to 8; labels in the meta column; text from column 4 at 62ch; images on whole columns.



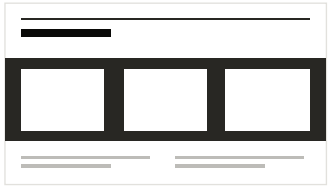
Data

Readings: index, figure, label, evidence square with its status word. No Signal Blue data values on masterbrand pages; on division work the highlight is the division colour, with words or a number beside it.



Case opener

Graphite; client (or role, for anonymised studies) at display size, division tag (32 x 5 rule and name; Market study tag), meta line “sector · place · year”, one figure, standfirst.



Case study

Plates whole on a white mat, never cropped; challenge and result; quote verbatim.



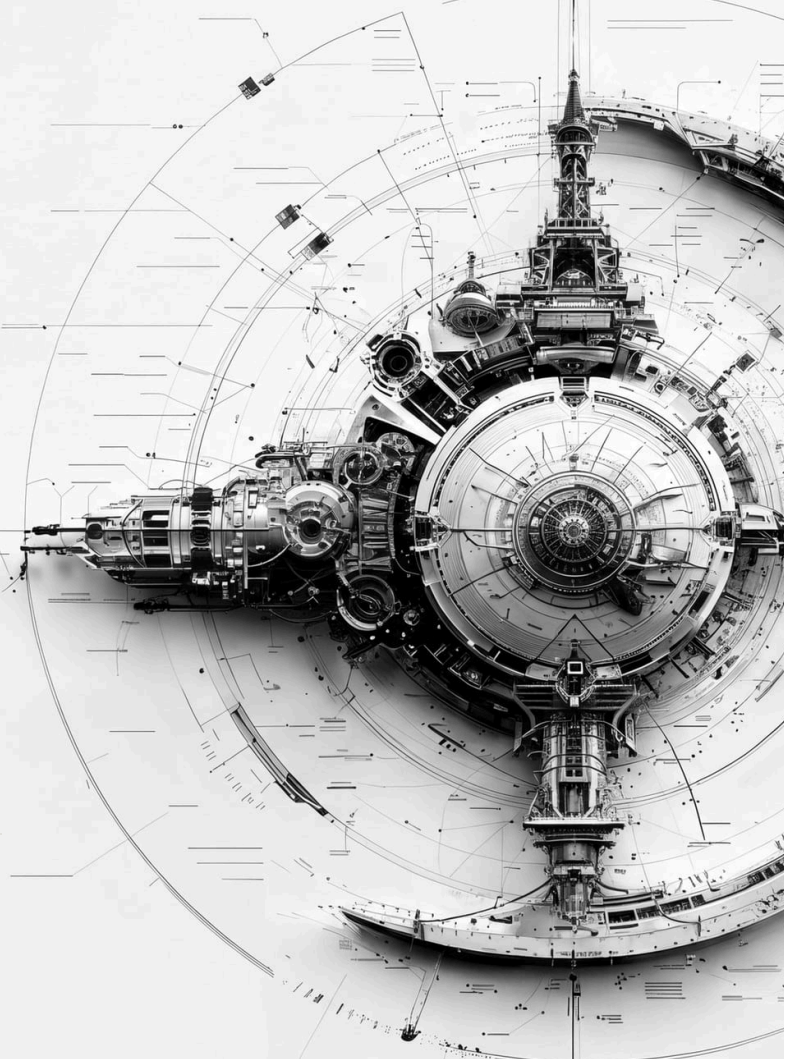
Contact

“Start with a discovery call”; one button, “Book a discovery call”; contacts labelled in words.

11

Components.

The parts of zenithand.com as built: controls, headers, tags, readings, argument devices, work pages and chrome. Rebuild them from these specs; never redraw them by eye.



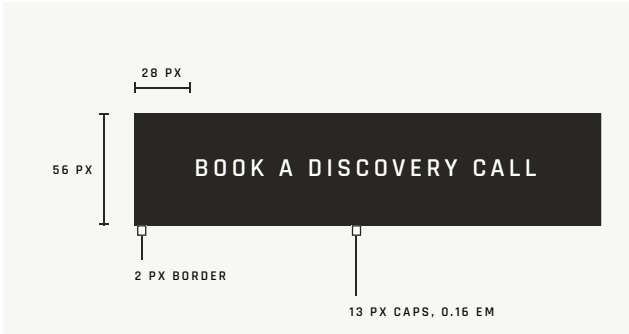
IN THIS CHAPTER

11.1 Buttons and links
11.2 Forms, focus and errors
11.3 Section header and counters
11.4 Tags and identifiers
11.5 Figures and evidence readings
11.6 Headline stop and underline mark
11.7 Reframe strike and route statement
11.8 Comparison ledger and gate sequence
11.9 Services map
11.10 Case deck card, case page and brand record
11.11 Chrome

11.1 BUTTONS AND LINKS

Three buttons, two sizes, square.

Labels are Rajdhani caps and never wrap. One primary action per view.



The lg primary button, drawn at 150%. Square corners. The call to action, “Book a discovery call”.

LABEL	Rajdhani 600 caps, 13 px, tracking 0.16 em. Write the label in sentence case; the label style sets the capitals
NEVER	A Signal Blue button (none exists), icons inside the label, shadows

Source · ui.tsx Button

11.1 THREE VARIANTS

Primary for the call to action, secondary beside it, inverse on Graphite fields.

BOOK A DISCOVERY CALL

Primary · Graphite fill and border, White label

BOOK A DISCOVERY CALL

Hover · Ink

EXPLORE OUR WORK

Secondary · no fill, 2 px Graphite border, Graphite label

EXPLORE OUR WORK

Hover · Mist

BOOK A DISCOVERY CALL

Inverse · White fill and border, Graphite label; footer, next case

BOOK A DISCOVERY CALL

Hover · Mist

BOOK A DISCOVERY CALL

md · 48 px high, 24 px side padding

BOOK A DISCOVERY CALL

lg · 56 px high, 28 px side padding

48 px	56 px	64 px	75 px
md on screen	lg on screen	md on slides	lg on slides

Specimens on this half drawn at 80%. Slides set buttons at x 1.333 (1440 to 1920 px).

11.1 BUTTONS AND LINKS

Links move; buttons press.

Arrow links and card links answer hover with an underline and an arrow that moves. A press is a small scale change, transform only.

11.1 PRESS

Buttons scale to 0.97; rows, chips and links with .z-press scale to 0.98 in 120 ms, ease-out.

BOOK A DISCOVERY CALL

Rest · 100%

BOOK A DISCOVERY CALL

Pressed · 0.97; the dashed line is the rest size

ARROW LINK

REST

EXPLORE OUR WORK →

HOVER

EXPLORE OUR WORK →

2 PX UNDERLINE

Caps label; on hover a 2 px Graphite underline. 18 px arrow (M4 12h15 M13 6l6 6-6 6), 2 px stroke, square caps; it moves 4 px on hover. Drawn at 150%.

CARD LINK

REST

READ THE CASE →

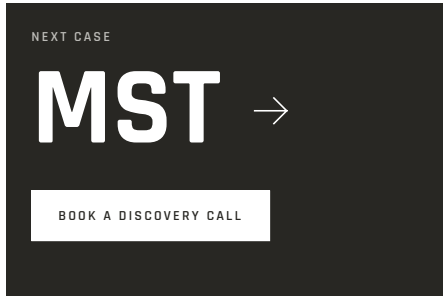
HOVER

READ THE CASE →

3 PX OFFSET ON HOVER

“Read the case”: 2 px underline at 6 px offset, 3 px on hover. 14 px arrow, 2.5 px stroke. Drawn at 200%.

NEXT CASE



Client name at up to 104 px; 48 px arrow at 1.5 px stroke, moves 8 px on hover. An inverse “Book a discovery call” beside it. Drawn at 80%.

BOOK A DISCOVERY CALL

☒ No Signal Blue button exists

→ BOOK A DISCOVERY CALL

☒ No icons inside button labels

BOOK A DISCOVERY CALL

☒ No shadows

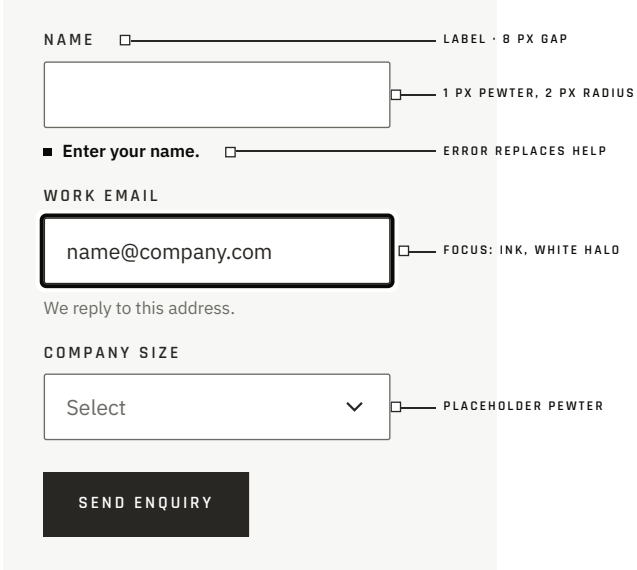
BOOK A DISCOVERY CALL

☒ No rounded corners: buttons are square

11.2 FORMS, FOCUS AND ERRORS

Labels above, help below, errors in words.

Fields from the lead form. Focus is a 3 px Ink outline with a White halo, on every ground.

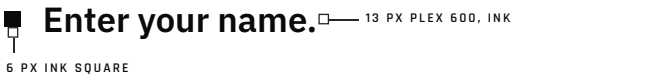


Drawn at 100%. The radius is 2 px: the only radius in the system.

Standard · WCAG 2.2 AA (1.4.11 non-text contrast, 2.2.2 pause)

11.2 ERRORS

The words say what to do. There is no error colour.



Check the email address: it needs a name, an @ and a domain, like name@company.com.

LABEL	Above the field: 13 px caps, Graphite, 8 px gap
FIELD	IBM Plex Sans 16 px; padding 12 x 16 px; 1 px Pewter border; hover Iron; focus Graphite; placeholder Pewter
HELP	Below the field: 13 px caption, Pewter, 8 px gap
ERROR	Replaces the help line: 13 px Plex 600 in Ink after a 6 px Ink square; role="alert"
FOCUS	3 px Ink outline, 0 offset, plus a 6 px White box-shadow: a 3 px White halo beyond the outline. 19:1 on White, 18:1 on Paper; the halo gives 15:1 on Graphite. Never removed, never Signal Blue
SELECTION	Stone ground, Ink text
SUBMIT	Primary button: “Send enquiry”, “Request a call”. Success: plain words under a 40 x 5 rule



Focus on Graphite: the White halo carries it.



Range: 20 px Graphite thumb, 3 px White ring, 1 px Graphite outline; 3 px Pewter track that fills in the page accent.

11.3 SECTION HEADER AND COUNTERS

Every section hangs from a rule.

Hang line, cue, title, intro and content, always in that order. Gaps in site px.

20 PX

01 SELECTED WORK

24 PX

Every recommendation comes with the evidence

16 PX

Market entry studies, brand systems and launches for manufacturers, founders and groups across the GCC.

40 PX

Drawn at 80%. Hang line 1 px Graphite across the grid. Cue: two-digit index in Ink, 12 px gap, label in Pewter, 13 px caps. From 768 px the title gap is 32 px and the content gap 48 px.

TITLE	h1, 30 to 42 px, Rajdhani 700, Ink (White on dark), max 24ch, columns 1 to 8, balanced lines
INTRO	Lead, 17 to 19 px, Iron (Silver on dark), max 62ch

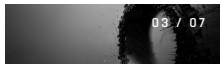
11.3 ON GRAPHITE, AND THE STOP

Section titles carry no stop on the site: the page's one stop is on the hero headline. In print, the page title carries it.

03 TWO WAYS IN

Most companies commit first and learn later

On Graphite: 1 px Iron hang line; index and title White; label and intro Silver. Grounds: White, Paper, Graphite.

Zenith 03 / 07	**Header** · beside the wordmark after a 1 px Stone divider and 16 px gap; from 1280 px; only on pages with 3 or more numbered sections. Current Ink, total Pewter
01 / 13	**Case and brand pages** · top right on Graphite; current White, total Silver
02 / 05 ← →	**Gallery** · with square arrow buttons
PHASE 01 / 04 STEP 01 / 06	**Phases and delivery path** · readings “01 / 03”; division hero “Division 01 / 03”
	**Page counter on image pages** · White figures, no box. New in Edition 8

Counters drawn at 80%. Indices always pad to two digits, in tabular lining figures.

11.4 TAGS AND IDENTIFIERS

Rules name divisions; chips filter them.

A rule always sits beside the division name in words. Three widths, one height: 5 px.

5 PX

IDENTIFIER RULE · 40 X 5 PX
Phone menu, footer, Doors, division band, services map, phases, Expertise

TAG RULE · 32 X 5 PX
Case deck and case pages, beside the division name

HERO FOOT RULE · 96 X 5 PX
Bottom-left corner of the division hero image

Rules drawn at 300%. The division colour shows only in the rule.

01 Commerce
02 Creatives
03 e-Commerce

Identifier rows at 80%: number, name, 40 x 5 rule.



Hero foot rule at 100% on the image corner.

11.4 TAGS, MARKET STUDY AND CHIPS

Tag rule plus the name in 13 px caps: Iron, Silver on dark. 8 px gap, 20 px between tags.

8 PX 20 PX

COMMERCE CREATIVES

COMMERCE
MARKET STUDY

Web and masterbrand print · Market study takes a 32 x 5 px Signal Blue rule: an agreed exception to one Signal Blue element per page (client direction, 21 Nov 2026)

COMMERCE MARKET STUDY

Division collateral in print · the words in label style inside a 1 px Graphite outline, 4 x 10 px padding. No square, no Signal Blue

ALL 13 | COMMERCE 11 | CREATIVES 5 | MARKET STUDY 6

Filter chip · 40 px high, 16 px side padding, 1 px Silver border, caps label, 16 x 5 rule, count in tabular figures. Selected: Graphite fill, White label; aria-pressed; press 0.98. Drawn at 80%

01 INTELLIGENCE | 02 PLAN | 03 COMMIT | 04 ENGAGE

Stage tag (services map, Expertise) · 1 px border, 6 px square, caps. Set at 13 px minimum (the site uses 11 px today). At 100%

RETIRED

COMMERCE

☒ Filled Lime or Yellow tags with text on them

DRAFT

☒ "Draft" tags

KSA

☒ "KSA" tags

11.5 FIGURES AND EVIDENCE READINGS

Every figure carries its evidence.

A reading is index, title, figure, label and evidence tag, read in that order. Source quality shows in the square and the word, never in size.

	STATUS	FOR
■	VERIFIED	Evidence Zenith& produced and checked
■	DELIVERED	Work Zenith& delivered
□	RECORD	Records, e.g. Founder portfolio
□	CLIENT-REPORTED	The client's own figure
□	THIRD-PARTY ESTIMATE	Market reports, e.g. IMARC, 2025
□	COMPANY RECORD	Company facts: 2009, 3 divisions
□	IN BUILD	New in Edition 8
□	ZENITH& METHOD	New in Edition 8

Solid square: Verified, Delivered. Hollow square (1.5 px border): every other status. "In build" and "Zenith& method" take the hollow square, as built.

COLUMNS 1 TO 3 · INDEX AND TITLE | COLUMNS 4 TO 7 · FIGURE | COLUMNS 8 TO 12 · LABEL AND EVIDENCE TAG

1 PX INK

01 / 03

Test before you commit

GO

entry decision taken on study evidence

■ VERIFIED Celplast, June 2026

1 PX STONE

02 / 03

Name the buyers

1,401

projects mapped for one entry plan

■ VERIFIED Celplast study, June 2026

Readings drawn at 80%. Figures: Rajdhani 700, tabular lining. figure-xl 72 to 160 px, line height 0.8, tracking -0.02 em; figure-lg 40 to 60 px; figure 36 px.

UNITS

AED 45M

Units and currency sit beside the number, smaller: 0.36 em on case figures; 0.4 em (lead) and 0.45 em in Silver on Graphite. A value stays on one line.

HOME FIGURE BLOCK

2009
ESTABLISHED

7 days
TYPICAL MOBILISATION

EVIDENCE TAG

■ VERIFIED Celplast, June 2026

□ CLIENT-REPORTED Swagat Group, 2025

9 px square; status in 13 px caps, Ink; source in Plex 14 px, Iron. Write it as Status · Source, Month Year.

11.6 HEADLINE STOP AND UNDERLINE MARK

One stop; up to two underlines.

The stop closes a hero headline. The underline marks the point.



Drawn on a Commerce page, so the stop is Lime. On masterbrand pages it is Signal Blue, as on this book's headlines.

SQUARE	0.16 em, with a 0.06 em left gap, on the baseline
ACCENT	Signal Blue on masterbrand pages; the division colour on division pages
NUMBER	One per page, closing the hero headline

11.6 THE ACCENT FOLLOWS THE PAGE

Signal Blue on masterbrand pages, the division colour on division pages. Portfolios keep stops on the cover and contact only.

A MASTERBRAND DOCUMENT, SUCH AS THE PROFILE



Cover · Masterbrand page · Commerce offer · Creatives method · e-Commerce offer · Contact

A DIVISION PORTFOLIO, SUCH AS COMMERCE



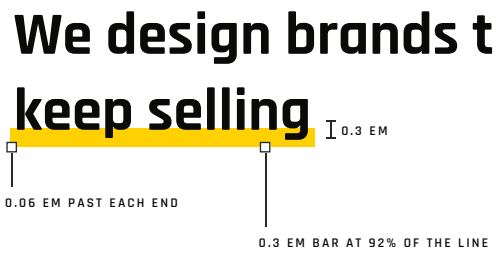
Cover · Case · Case · Case · Case · Contact

MASTERBRAND	Signal Blue, one per page
DIVISION PAGES	Inside masterbrand documents (profile offer and method pages) the stop takes the division colour. Changed in Edition 8
PORTFOLIOS	Stops on the cover and contact page only, in the division colour
WEBSITE	Section titles carry no stop; the page's one stop is on the hero headline

11.6 UNDERLINE MARK

Underlines mark the point.

A bar under the words that carry the point, in the division colour. Division pages only, light grounds only, at most two per page.



Drawn on a Creatives page. The bar is a ground 0.3 em high at 92% of the line, padded 0.06 em at each end, so it breaks with the words when the line wraps.

WHERE	Division pages only, light grounds only, at most two per page
KEYED	To the exact headline (data/marks.ts), class .z-mark-under
NEVER	On Graphite, on a photo or on a masterbrand page

11.6 CURRENT MARKS

The box frame was removed on 21 Nov 2026: underlines only.

COMMERCE

We prove demand before you spend

CREATIVES

We design brands that keep selling

E-COMMERCE

Sell where your buyers already shop



☑ On a light division page

☒ The box frame, removed

☒ On Graphite or a photo

☒ On a masterbrand page

11.7 REFRAME STRIKE AND ROUTE STATEMENT

Strike the obvious, then show the route.

Two argument devices from the site, shown in their final state. First the reframe: “The question behind the question”.

THEY SAY	THE OBVIOUS QUESTION	OUR QUESTION
“We want to enter Saudi Arabia.”	~~Which distributor should we sign?~~	**Who specifies the product before a distributor ever sees it?**
“Our distributor is not selling.”	~~How do we push the distributor?~~	**Is this the right route, or the right partner on the wrong route?**

Drawn at 80% on a Commerce page: the square takes the Lime accent.

THEY SAY

“We want to enter Saudi Arabia.”

THE OBVIOUS QUESTION

~~Which distributor should we sign?~~

OUR QUESTION

Who specifies the product before a distributor ever sees it?

Phones · the cells stack, each with its own label. Drawn at 62%.

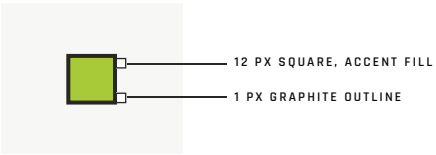
11.7 REFRAME

They say, the obvious question struck through, then our question. Columns under a 2 px Graphite head rule; rows on Stone hairlines.



A straight rule, never a scribble. Drawn at 200%.

THEY SAY	Rajdhani 600 h4, Ink, in quotation marks
OBVIOUS QUESTION	IBM Plex Sans, Iron, struck with a 2 px Graphite rule at 58% of the line height
OUR QUESTION	Rajdhani 700 h4, Ink, after a 12 px square in the accent with a 1 px Graphite outline
PHONES	Cells stack, each with its own label



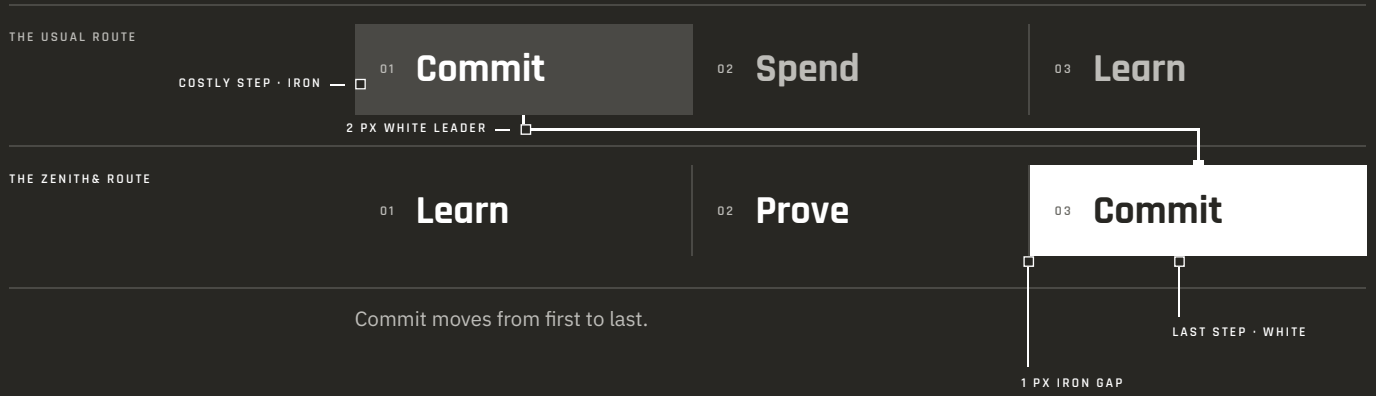
The square drawn at 300%.

11.7 ROUTE STATEMENT

Two ways in.

The usual route against the Zenith& route, on a Graphite section. The words never move: no pinning, no scroll-jacking.

NAMES	“The usual route” in Silver and “The Zenith& route” in White, on columns 1 to 3
CELLS	Three on columns 4 to 12 with 1 px Iron gaps; the index in 13 px caps, the step in Rajdhani 700 h2
COSTLY STEP	Fills Iron with White text: Commit; Drift on Creatives
LAST STEP	The last Zenith& step fills White with Graphite text
LEADER	One 2 px White orthogonal leader with an 8 px White terminal joins them



Drawn to the book’s grid, which is the site’s: names on columns 1 to 3, cells on 4 to 12. Caption in Silver lead.

11.8 COMPARISON LEDGER AND GATE SEQUENCE

Ledgers and gates show the order.

Marks are shapes with labels, never colour alone. The ledger reads risk, then fix.

11.8 MARKS

A cross for the usual route, a tick for the Zenith& route. Shapes with labels, never colour alone.



Cross · 20 px White box, 1 px Pewter border, 1.6 px stroke, square caps



Tick · 20 px Graphite square, White 1.8 px stroke

Marks drawn at 300%.

20% 26% 26% THE REST

THE BET	USUAL ROUTE: WHEN YOU FIND OUT	ZENITH& ROUTE: WHEN YOU FIND OUT	PROOF FROM OUR WORK
Entity and team	☒ After fixed costs are running	☑ **Before you sign a lease**	Celplast GO decision, on study evidence, June 2026
Trade show	☒ Weeks later, from a few cold leads	☑ **In the first meeting**	1,401 projects mapped, 82 stakeholders named
Distributor	☒ After exclusivity is signed	☑ **Before anything is exclusive**	11 manufacturers benchmarked for MST

CROSS · USUAL ROUTE, IRON

TICK · ZENITH& ROUTE, INK, PLEX 600

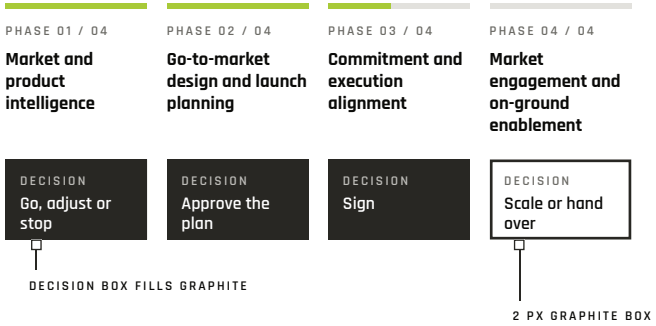
Drawn at 100%, across the full grid. A 2 px Graphite head rule, 1 px Stone rows, no fills, no vertical rules. The bet in Rajdhani 600 h4; the usual route in Iron; the Zenith& route in Ink, Plex 600; the proof in Plex 14 px, Iron.

11.8 GATE SEQUENCE

Every phase stays readable.

Each phase or step has a 4 px Stone rule that fills in the division colour, its counter, the name, detail and a decision box. Every phase is readable at all times.

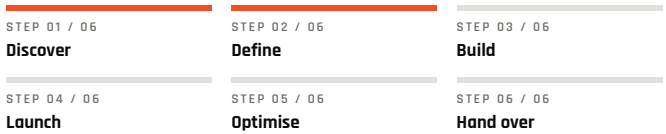
Commerce phases: 01 and 02 passed, 03 in progress, 04 to come.



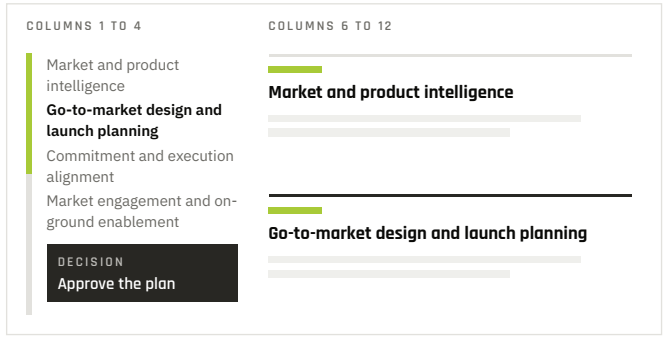
RULE	4 px Stone; fills in the division colour as the phase is reached
COUNTER	“Phase 01 / 04”; “Step 01 / 06” on a delivery path
NAME	Rajdhani 700 h4, then the detail and an optional “You receive” list
DECISION	A 2 px Graphite box that fills Graphite; the label “Decision” in Silver
PROOF	An optional proof line

11.8 DELIVERY PATH AND PHASE NARRATIVE

Steps for the e-Commerce delivery path. Phases that list deliverables use the phase narrative.



e-Commerce delivery path: Discover, Define, Build, Launch, Optimise, Hand over. Steps 01 and 02 passed.

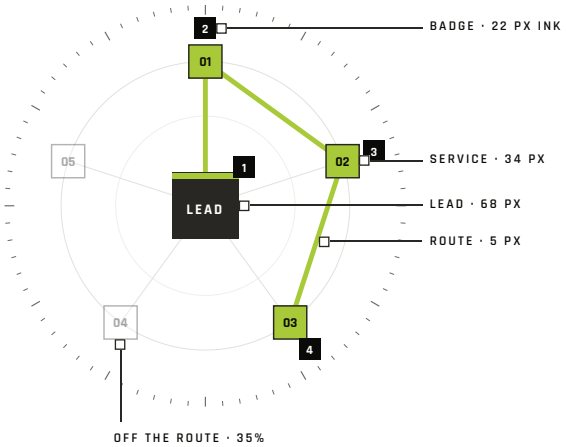


Phase narrative (Commerce): the list pins on screens at least 1024 x 760 px, a 4 px rule fills in the accent as you read and the current decision sits in a Graphite box. Blocks have a 2 px top rule (Graphite when current) and a 40 x 5 rule that turns the accent. Phones and short screens: stacked, nothing pinned.

11.9 SERVICES MAP

The lead service sits at the centre.

A dial and a list carry the same services. The list is the accessible content.



Commerce, with the starting point “New to the GCC” chosen: its route is a 5 px accent line with mitred joins and 22 px Ink step badges. The lead is a 68 px Graphite square with a 6 px accent bar and “LEAD”; supporting services are 34 px numbered squares (1.5 px Graphite) on one ring. A 72-mark tick ring in Pewter, every sixth mark long; Stone and Mist rings; Stone spokes.

11.9 THE LIST

Number (or “Lead”), service name, a line in the form “To [do this], so [result]”, stage tags and a square plus button.

Where are you starting?

New to the GCC | A distributor, but flat sales

LEAD

Market entry and go-to-market

To test demand and set the route, sequence and launch roadmap for the UAE and KSA.

01 INTELLIGENCE · 02 PLAN · 03 COMMIT · 04 ENGAGE

01 **Route to market and partners** +

01 INTELLIGENCE · 02 PLAN

02 **Sales and specification readiness** +

02 PLAN · 03 COMMIT

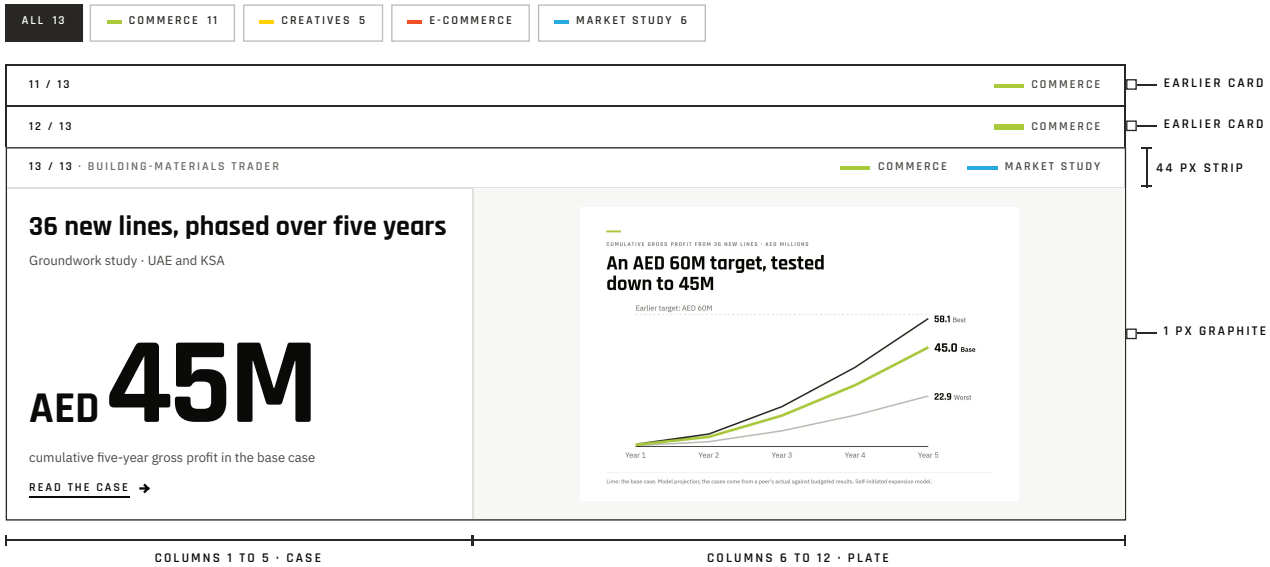
Drawn at 76%. The lead row sits on Graphite; open rows show what you get, proof and starting points. The stage filter runs “01 Intelligence” to “04 Engage”, with counts. A stage and a starting point are never active together.

11.10 CASE DECK CARD, CASE PAGE AND BRAND RECORD

Work reads as card, case and record.

One equal card per case on /work. The deck: filter chips above, then the cards.

CARD	1 px Graphite border; a 44 px label strip with counter, client and division tags
CASE	Columns 1 to 5: headline h2, meta in Plex 14 px Iron, figure-xl with small units and its label, “Read the case”
PLATE	Columns 6 to 12
STACK	On screens at least 1024 x 800 px the cards stack with CSS sticky, each 2.75 rem lower, up to 3 label strips showing. No script

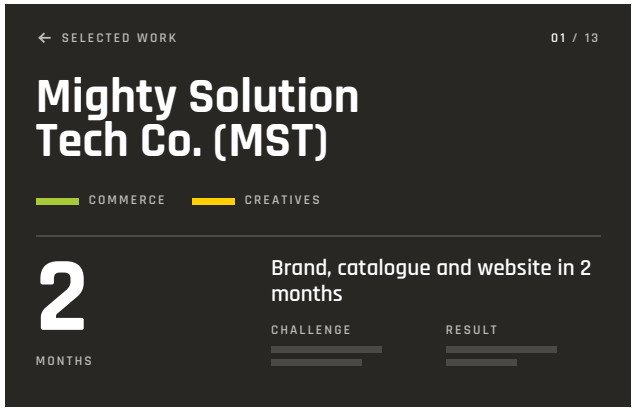


Drawn at 70%. Each card in the stack sits 2.75 rem (44 px) lower: one label strip.

11.10 CASE PAGE

Each case opens on Graphite, figure first.

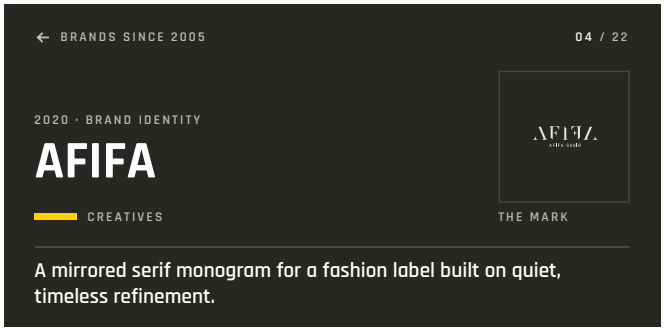
Back link and counter, the client name at up to 120 px, then the figure and the standfirst over an Iron hairline.



THEN	Plates on a Graphite band at one shared height, never cropped, White mat, 16 px gaps, counter and square arrows; each division's account on White or Paper; a 2 px Graphite rule above an approved client quote; "Next case" at scale with an inverse "Book a discovery call"

11.10 BRAND RECORD

The same opening, with the brand's mark on a square tile. Breadcrumb: "Brands since 2005".



OPENING	Year, Sector, Market; the line in Rajdhani 600; the colour split
DOSSIER	Numbered chapters: chips, steps, cards, type faces, 4:3 palette swatches with a Stone border
QUOTES	"In their words" only for approved quotes
CLOSE	"Next brand"

Both openings drawn as diagrams: structure, colour and order as built. Text bars stand for the case text.

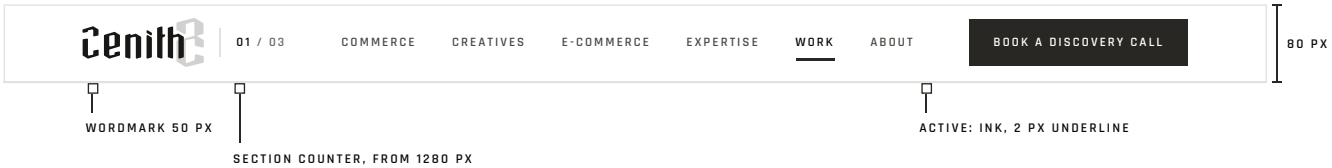
11.11 CHROME

Navbar, phone menu, footer and dock.

11.11 NAVBAR

Order: Commerce, Creatives, e-Commerce, Expertise, Work, About. No numbers or colours in the desktop navigation.

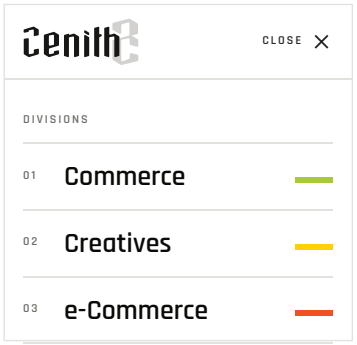
Identical on every page; divisions always come first, in order.



Drawn at 74%, at 1280 px. Fixed White bar with a 1 px Stone bottom hairline; links in 13 px caps, Iron; a Graphite “Book a discovery call”. Skip link: “Skip to content”.



Below 1024 px · “Menu” and a three-line icon (lines at y 7, 12, 17); the mobile dock at the foot. At 70%.



Phone menu · “Close” and an X; a White sheet under the 80 px bar. At 70%.

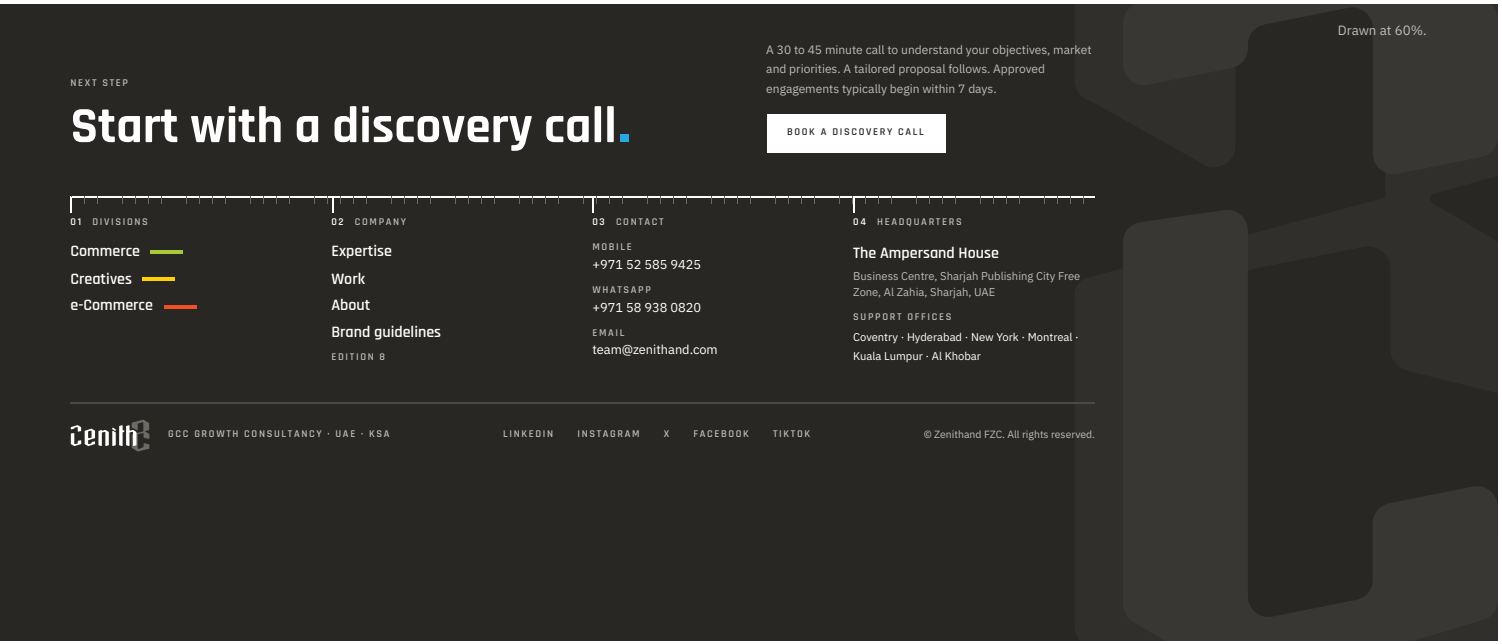
PHONE MENU	“Divisions” label; rows with number, name (h2) and 40 x 5 rule; then Expertise, Work, About; a Graphite “Book a discovery call”; labelled Mobile, WhatsApp, Email
MOBILE DOCK	52 px Graphite bar, 12 px inset, 1 px White outline at 70%. Under 640 px, only after the hero call to action has scrolled away and while no other primary call to action is on screen; never on /contact
COUNTER	“01 / 03” beside the wordmark, from 1280 px, on pages with 3 or more numbered sections

11.11 CHROME

The footer closes every page.

The ruler: the next step set large, then a measuring scale with four numbered groups, and the close.

NEXT STEP	“Start with a discovery call” at display size with its stop, the promise and a White button
THE SCALE	A White hairline with graduations every 16 px; a major tick heads each group: 01 Divisions, 02 Company, 03 Contact, 04 Headquarters
CLOSE	Reversed wordmark 40 px, the descriptor, social links, copyright. The Mark at 25%, cropped bottom right



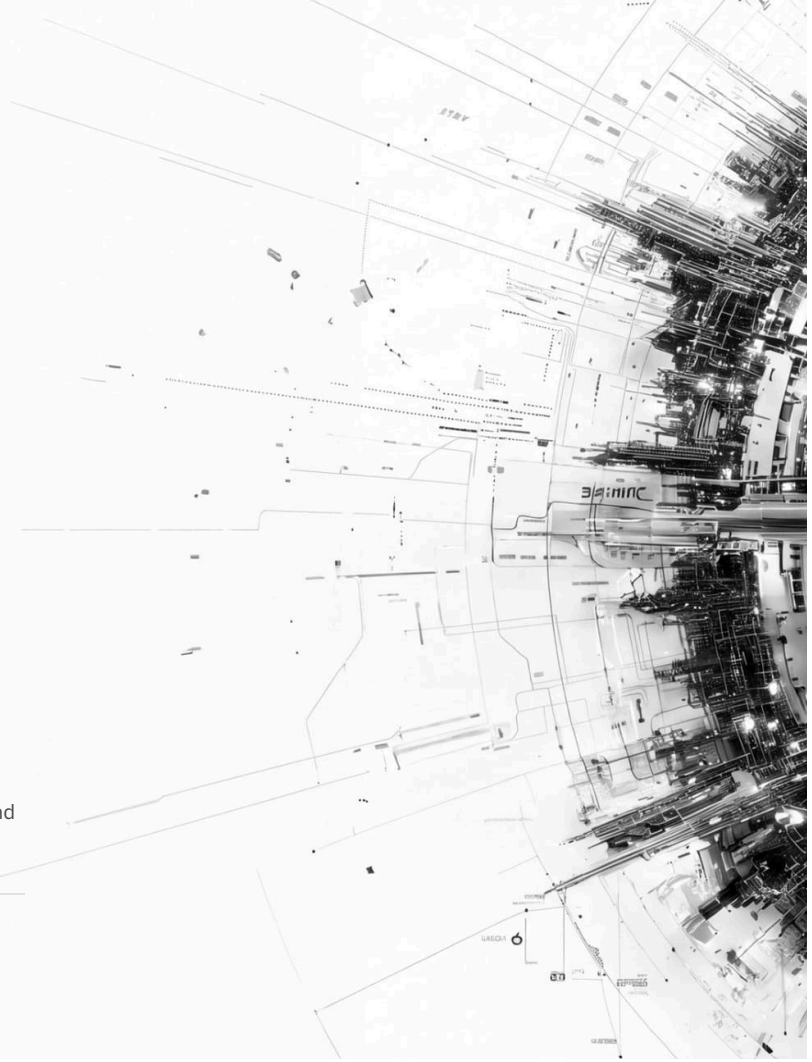
12

Applications: documents and social.

Every template is drawn to scale with the real logo files and the brand fonts. Business documents carry the wordmark alone; division work carries its own colour.

IN THIS CHAPTER

12.1 Documents and screens
12.2 Letterhead · 12.3 Invoice
12.4 Proposal and quotation
12.5 Card and email signature
12.6 Company profile
12.7 Division profile · 12.8 Portfolio
12.9 Leaflet · 12.10 Annual report
12.11 Website · 12.12 Platforms
12.13 Formats · 12.14 Post templates
12.15 Carousels · 12.16 Video
12.17 One message, five platforms
12.18 Calendar · 12.19 Approvals



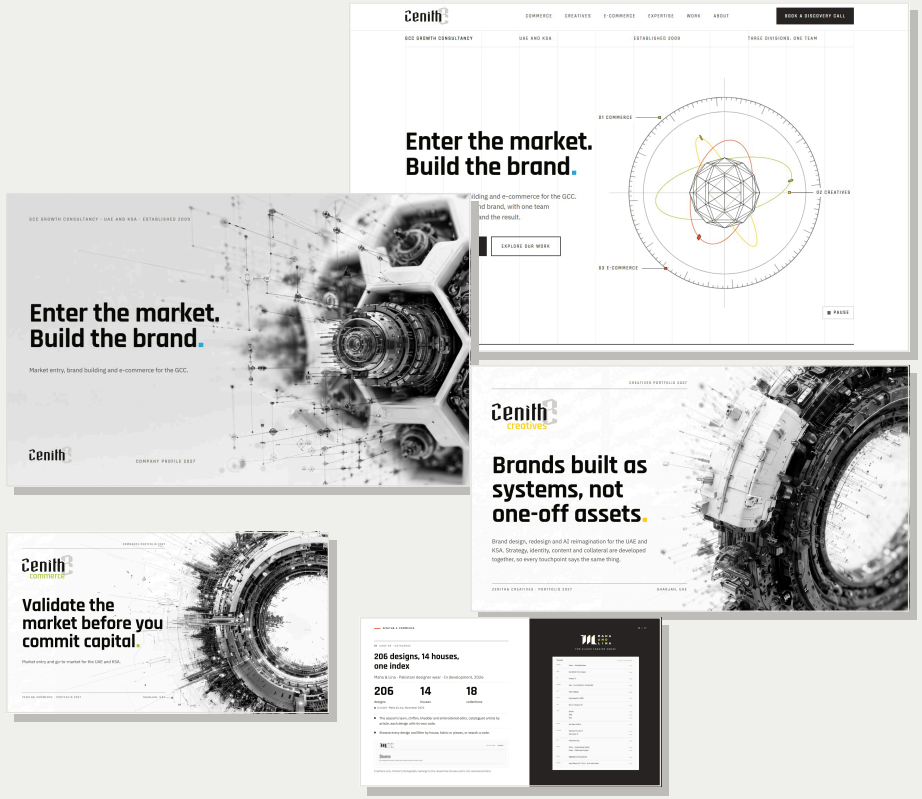
12.1 DOCUMENTS AND SCREENS

One system, every format.

The company profile, the three division portfolios and zenithand.com, built from the same grid, faces and colours. Each is a working file, not a mock-up.

COMPANY PROFILE 2027	26 pages · 1298 x 818
COMMERCE PORTFOLIO 2027	18 pages · 1920 x 1080
CREATIVES PORTFOLIO 2027	18 pages · 1920 x 1080
E-COMMERCE PORTFOLIO 2027	17 pages · 1920 x 1080
ZENITHAND.COM	As built: the reference for every rule

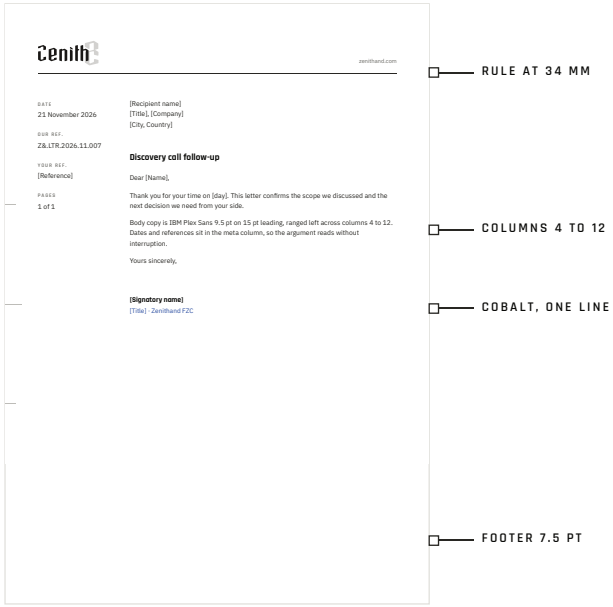
Interactive PDFs. Brand and case names link to zenithand.com/work/<slug>; the contents page links inside the document.



12.2 LETTERHEAD

One shell for every business document.

Letters, invoices, proposals and quotations share this A4 shell and the wordmark alone.



12.2 LETTERHEAD

The wordmark alone. Never a divisional lockup, an emblem or The Mark on a business document.

LOGO	Logo-01 wordmark only, primary on White, 30 mm wide, top left at the margins.
GRID	A4, 12 columns, margins 18 mm top, 16 mm sides, 20 mm bottom, 4 mm gutter. Meta column on columns 1 to 3; text on columns 4 to 12.
RULE AND TICKS	1.5 px (0.4 mm) Graphite rule 34 mm from the top. Fold ticks at 99 and 198 mm, punch tick at 148.5 mm, Silver. No watermark.
TYPE	IBM Plex Sans 400, 9.5 / 15 pt, Graphite; subject Rajdhani 700, 13 pt, Ink; labels Rajdhani 600 caps, 7.5 pt, tracked 0.16em, Pewter.
COLOUR	Graphite and Pewter text; Cobalt #294CA0 for one line only (the signatory title). No Signal Blue on business documents.
REFERENCES	Z&.LTR, Z&.INV and Z&.QTN with .YYYY.MM.NNN; proposals Z&.PRP.YYYY.MM.
FOOTER	7.5 pt Pewter: legal name, the HQ address in full, Mobile and WhatsApp labelled, email, web, page number.

CONTACT BLOCK, EVERY TEMPLATE

NAME	Zenithand FZC (legal name); Zenith& in copy.
ADDRESS	The Ampersand House (HQ), Business Centre, Sharjah Publishing City Free Zone, Al Zahia, Sharjah, UAE.
CONTACTS	Mobile +971 52 585 9425; WhatsApp +971 58 938 0820, always labelled; team@zenithand.com; zenithand.com.
TAX	Not VAT-registered: no VAT line, no TRN, no “VAT 0.00” on any document.

12.3 INVOICE

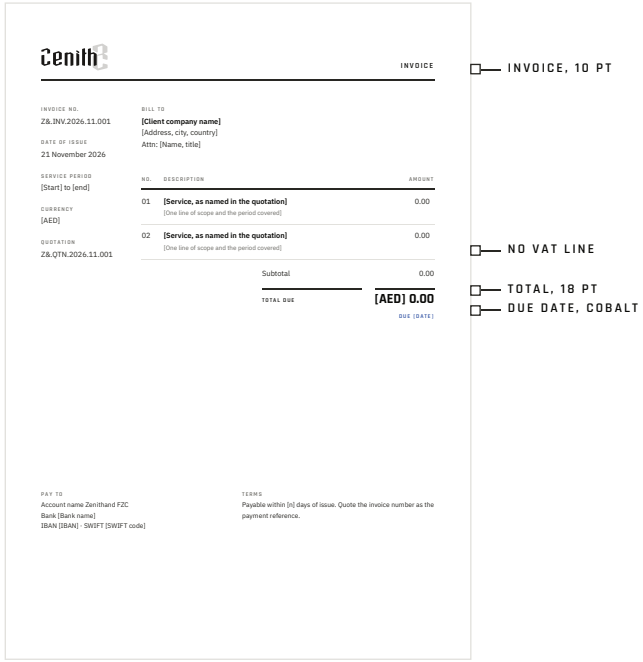
One page, one figure, one date.

The amount due and the date it is due. Everything else supports those two lines.

HEADER	Letterhead shell. “Invoice” on the wordmark row, Rajdhani 600 caps, 10 pt, Ink; 2 px (0.5 mm) Graphite rule beneath.
REFERENCE	Z&.INV.YYYY.MM.NNN, restarting at 001 each January; the matching quotation number in the meta column.
TITLE AND TAX	Title “Invoice”, never “Tax Invoice”. Zenithand FZC is not VAT-registered: no VAT line, no TRN and no “VAT 0.00”.
LAYOUT	Meta column: invoice number, date of issue, service period, currency, quotation. Columns 4 to 12: bill to, line items, subtotal, total. Hairline table, 2 px Graphite head rule, Stone row hairlines, no fills. Total in Rajdhani 700, 18 pt, Ink, under a 2 px rule.
PAYMENT	Pay-to block: account name, bank, IBAN and SWIFT, filled per invoice; terms in one sentence; signature line.
SAMPLE	Every amount in a template is 0.00. No fee, rate or price appears in any guideline or template.

12.3 INVOICE

Cobalt #294CA0 for the due date only. No other accent.

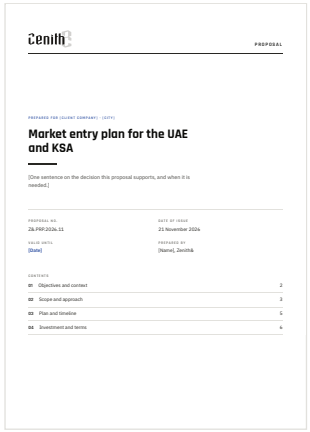


Sample · amounts are 0.00 placeholders

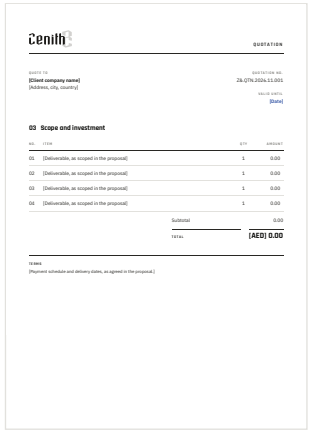
12.4 PROPOSAL AND QUOTATION

Proposals and quotations share one shell.

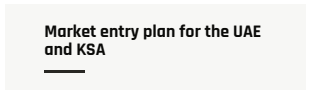
A client should recognise Zenith& before reading a word.



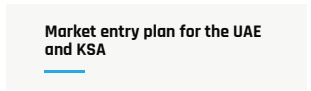
Proposal cover · Page 1 of [n]



Quotation · Page 4 of [n] · Sample



☑ **Right.** The title bar in Graphite.



☒ Never a Signal Blue title bar.

12.4 PROPOSAL AND QUOTATION

The title bar is Graphite, never Signal Blue. Prices are set in each proposal and never published elsewhere.

SHELL	One A4 shell on the letterhead grid; the wordmark alone.
COVER	Cobalt “Prepared for” label; title Rajdhani 700, 26 pt, Ink, 8 words or fewer; standfirst Plex 10.5 pt, Iron; meta grid (number, date of issue, valid until in Cobalt, prepared by); numbered contents on hairlines.
TITLE BAR	20 x 1.2 mm Graphite bar under the title. Never Signal Blue: this settles the 6.4 contradiction, where the mock drew it blue and the text said Graphite.
INNER PAGES	Numbered sections (“03 Scope and investment”), hairline tables with a 2 px head rule; terms under a 2 px Graphite top rule, no Paper box.
QUOTATION	Scope table, subtotal and total, terms, two signature lines (client and Zenithand FZC). Cobalt for “Valid until” only.
REFERENCES	Z&.PRP.YYYY.MM and Z&.QTN.YYYY.MM.NNN.
PRICING	Set in each proposal, never published. Samples show 0.00.

12.5 BUSINESS CARD AND EMAIL SIGNATURE

Cards and email carry the wordmark alone.

Quiet, labelled and identical on paper and on screen.



[Full name]
[JOB TITLE]

TITLE IN COBALT

MOBILE +971 52 585 9425
WHATSAPP +971 58 938 0820
EMAIL [name]@zenithand.com
WEB zenithand.com

TICK-RULER FOOT

Front and back, shown at actual size: 85 x 55 mm.

12.5 EMAIL SIGNATURE

Live HTML text, 600 px wide. No emblem tile, banners, quotes or social icons.

Kind regards,

[Full name]
[Job title] · Zenith&

Mobile	WhatsApp	Email	Web
+971 52 585 9425	+971 58 938 0820	[name]@zenithand.com	zenithand.com

Zenithand FZC · The Ampersand House (HQ), Business Centre, Sharjah Publishing City Free Zone, Al Zahia, Sharjah, UAE

Email signature at 82%.

CARD STOCK	85 x 55 mm, 400 gsm uncoated, 6 mm margins.
CARD FRONT	Graphite; reversed Logo-01 wordmark, 26 mm wide, bottom left; The Mark in Iron and Pewter at 25%, cropped by the right edge, as in the site footer.
CARD BACK	White; name Rajdhani 700, 11 pt, Ink; title Rajdhani 600 caps, 6.5 pt, Cobalt; Mobile, WhatsApp, Email, Web labelled (labels Rajdhani 600 caps 5.5 pt, values Plex 7 pt); tick-ruler foot. No emblem.
SIGNATURE	IBM Plex Sans where installed, Arial fallback; name 16 px 600; title 13 px Cobalt; contacts 13 px with labels 12 px Pewter in sentence case (the reading face is never set in capitals); legal line and HQ address 11 px Pewter.
SIGNATURE LOGO	Logo-01 wordmark as a hosted PNG at 2x, shown 120 px wide (the screen minimum).

12.6 COMPANY PROFILE

One profile for the masterbrand.

1298 x 818 landscape, 26 pages, built to read full screen and as a PDF shared on WhatsApp.



Cover, Company Profile 2027. The image runs full bleed, cover-fit and shifted so the subject clears the text.

12.6 COMPANY PROFILE

One Signal Blue element per page: the headline stop. Division pages inside it take the division colour.

FORMAT	1298 x 818 px; 12 columns, 65 px (5%) margins, 24 px gutters; meta column 1 to 3, content from column 4. 26 pages.
CHROME	Wordmark 120 px wide top left; section label and counter (“09 / 26”) top right. Cover: wordmark bottom left.
COVER IMAGE EDITION 8	Full bleed, cover-fit and shifted so the subject clears the text. No glass, blur, veils or boxes.
TYPE	Web desktop sizes x 0.9: display 68 px, section title 38 px, lead 17 px, body 15 / 24 px, labels 13 px (the floor), figures 32 / 54 / 144 px (figure, large, extra large).
ACCENT EDITION 8	One Signal Blue element per page: the headline stop. Division pages inside the profile (offer and method) take the division colour for the stop and the 40 x 5 px rule beside “01 Commerce”, “02 Creatives”, “03 e-Commerce”. No divisional lockups, no underline marks.

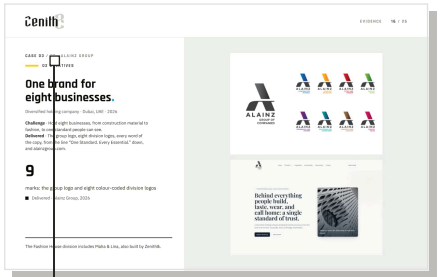
12.6 COMPANY PROFILE

Every figure carries its evidence label.

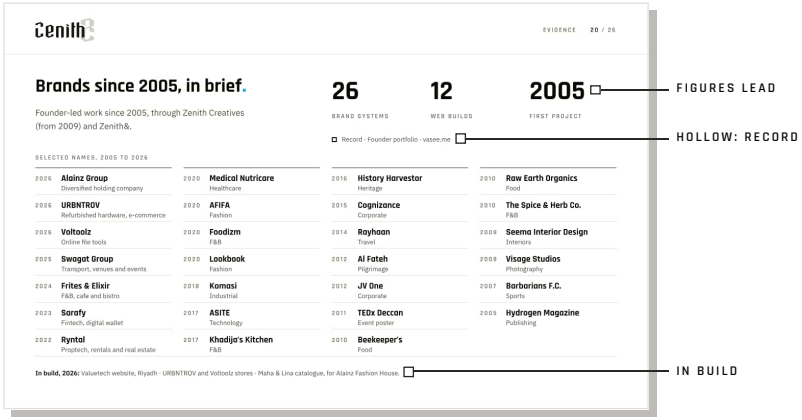
FIGURES	Every figure carries its evidence label with the site's status word: a solid square for Zenith&'s own evidence, hollow for records and client-reported figures.
STATUS WORDS EDITION 8	Two more: In build, and Zenith& method.
HOUSE STANDARD	Headlines 8 words or fewer; up to 30 words of copy a page; numbers lead. White grounds, hairline lists, no boxed cards.
INTERACTIVE EDITION 8	Brand and case names link to zenithand.com/work/<slug>; the contents link inside the document.
PAGE COUNTER EDITION 8	On image pages the counter sits on the image in White figures, with no box.



DIVISION PAGE: ITS OWN COLOUR



CASE NAMES LINK TO /WORK



FIGURES LEAD

HOLLOW: RECORD

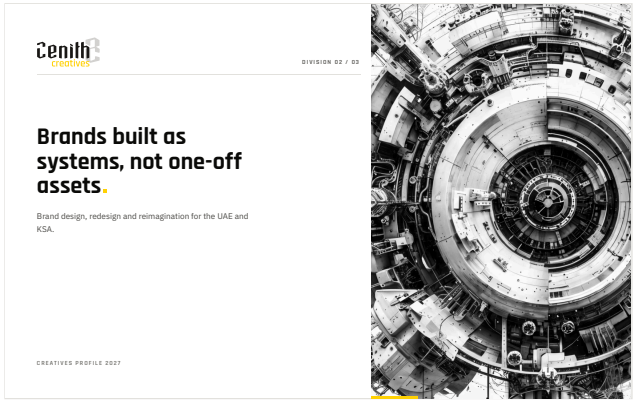
IN BUILD

Company Profile 2027, pages 09, 16 and 20 of 26. Figures as of Edition 8: 26 brand systems, 12 web builds.

12.7 DIVISION PROFILE

Division profiles carry one division colour.

Same 1298 x 818 grid as the company profile, about 12 pages, written for one division's buyer.

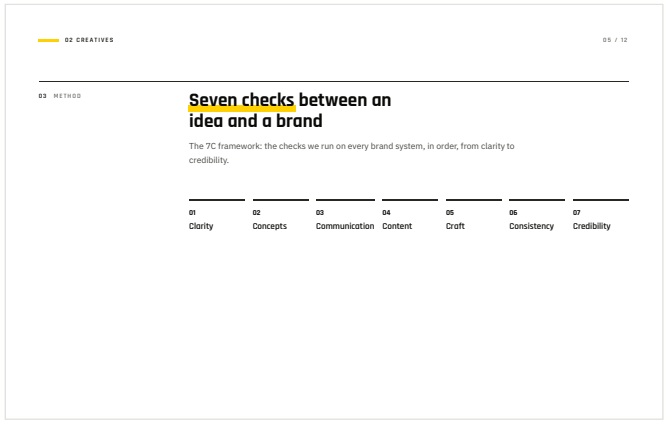


Creatives profile, cover. Drawn to scale with the real lockup.

LOGO	Divisional lockup on the cover and contact page only, 64 px high, with "Division 0N / 03" over a Stone hairline, as on the site hero.
ORDER	Divisions always 01 Commerce, 02 Creatives, 03 e-Commerce. Service names, frameworks and figures exactly as on the division page.

12.7 DIVISION PROFILE

Division colour only, never Signal Blue.



CHROME	40 x 5 px rule in the division colour beside "0N Division" top left on every inner page; counter top right.
ACCENT	Headline stop on cover and contact; the 40 x 5 rule; a 96 x 5 rule at the foot of the cover image; up to 2 underline marks on light pages.
GROUNDS	White pages, open columns, hairlines. Replaces 6.4's Paper pages and white service cards.
STUDIES	Anonymised studies by role only. Market study tag: the words in label style (Rajdhani 600 caps, tracked 0.16em, Ink) inside a 1 px Graphite outline, square corners, 4 x 10 px padding; no square, no Signal Blue. The hollow square stays the evidence-status mark (Record, Client-reported) only.

12.8 DIVISION PORTFOLIO

Portfolios show the work, plate by plate.

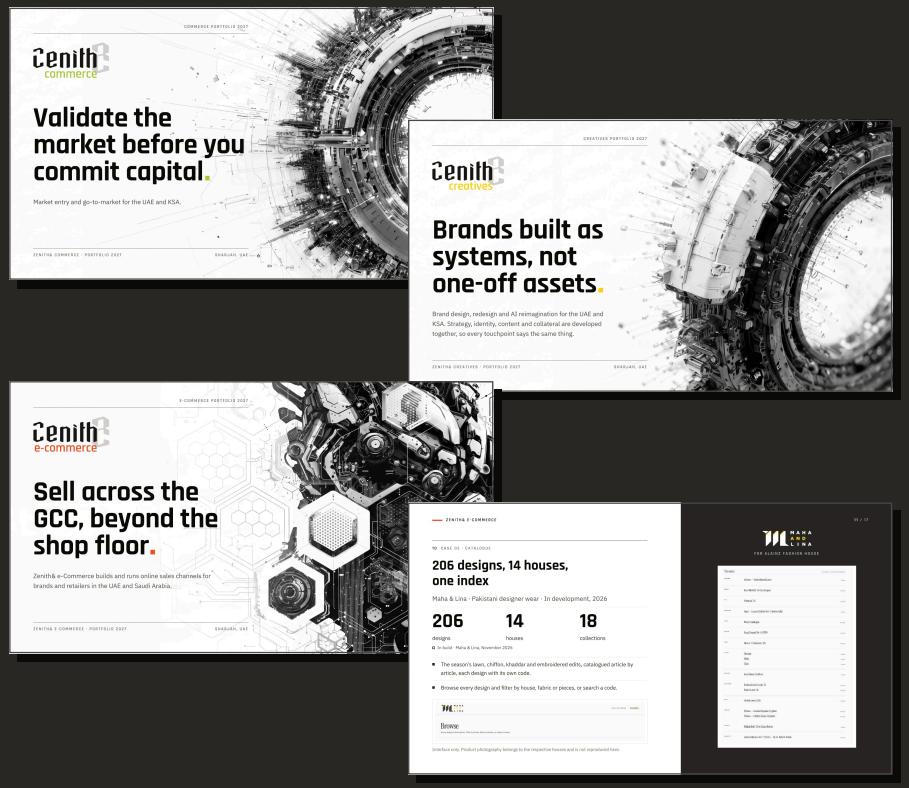
1920 x 1080, cases first, every figure labelled.

18 pages · Commerce Portfolio 2027

18 pages · Creatives Portfolio 2027

17 pages · e-Commerce Portfolio 2027

LOGO	The divisional lockup on cover and contact only.
ACCENT	Division colour only: the headline stop on cover and contact, in the division colour; never Signal Blue.
COUNTER	On image pages, White figures with no box.

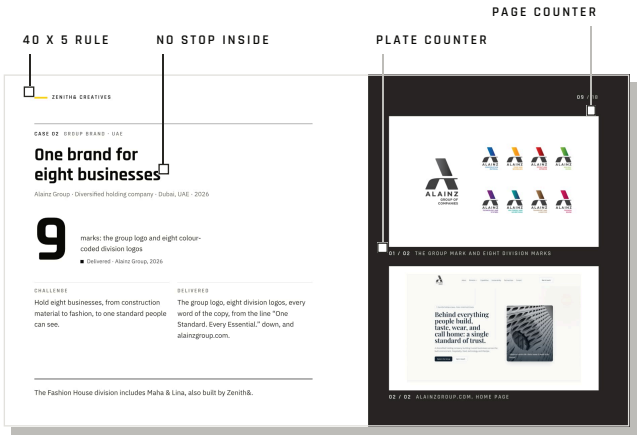


Covers of the Commerce, Creatives and e-Commerce portfolios, and e-Commerce page 11 of 17.

12.8 DIVISION PORTFOLIO

Real plates, never mock-ups.

Cases on a White mat over a Graphite band, with the plate counter beneath.



Creatives Portfolio 2027, page 09 of 18: Alainz Group. Plates whole, on a White mat over the Graphite band.

12.8 DIVISION PORTFOLIO

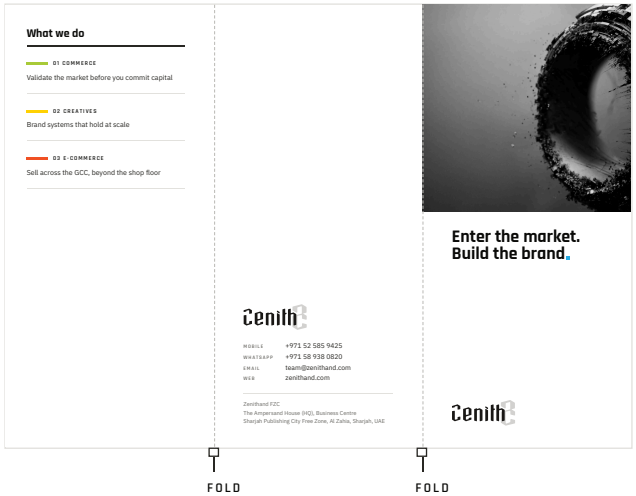
Division colour only. Stops on the cover and contact page, never inside.

FORMAT	1920 x 1080 px; 12 columns of 122 px, 24 px gutters, 96 px margins; content from 152 px under the chrome.
PAGES EDITION 8	Commerce 18, Creatives 18, e-Commerce 17.
CHROME	40 x 5 rule beside “Zenith& Creatives” top left; counter (“09 / 18”) top right. The lockup on cover and contact only.
TYPE	Slide scale: display 100 px, title 56 px, lead 25 px, body 21 px, labels 17 px, figure-xl 200 px.
ACCENT EDITION 8	Division colour only: the stop on cover and contact, 40 x 5 and 32 x 5 rules, one underline page. Never Signal Blue.
CASES	Real plates, uncropped on a White mat over a Graphite band, with the “01 / 03” counter. Division tags as 32 x 5 rules with the division name. Never mock-ups.
ANONYMISED	Role not name (“Sealants manufacturer”), the redrawn evidence plates from the site, the Market study tag as the words in a 1 px Graphite outline.

12.9 LEAFLET AND BROCHURE

Each folded panel does one job.

Read panel by panel. The cover panel carries the claim; the back panel carries contacts only.

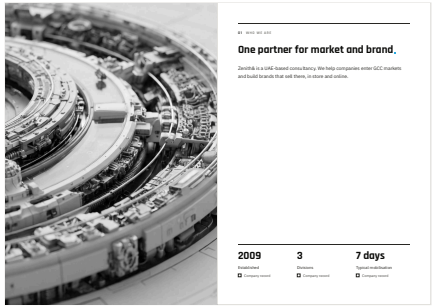


DL tri-fold, outside: flap, back and cover panels.

Folds. 297 x 210 mm flat, three 99 mm panels of 4 columns, 10 mm margins, 4 mm gutter. Copy stays 4 mm clear of every fold.

12.9 LEAFLET AND BROCHURE

Masterbrand: the Signal Blue headline stop only. A division leaflet takes its own colour and lockup.



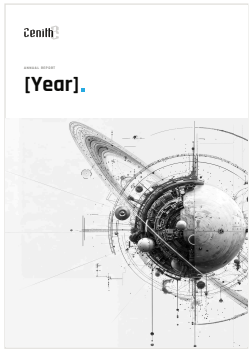
A5 brochure, opening spread: full-bleed image left, editorial page right.

PANELS	Flap: three divisions with their 40 x 5 rules and lead lines. Back: wordmark and contacts only. Cover: image, claim, wordmark bottom left.
CONTACTS	Mobile +971 52 585 9425 and WhatsApp +971 58 938 0820, labelled; team@zenithand.com; zenithand.com; the HQ address in full.
A5 BROCHURE	148 x 210 mm, 6 columns, margins 14 mm top and sides, 18 mm bottom, 4 mm gutter.
TYPE	Plex 9.5 / 15 pt body; Rajdhani 700, 22 to 24 pt claims; labels and captions 7.5 pt. Figures carry their label (“Company record”).

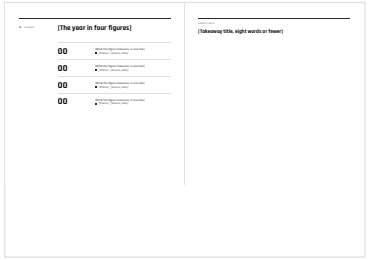
12.10 ANNUAL REPORT

Annual reports lead with sourced figures.

A4 portrait on the 12-column grid. One figure a row, every figure with its source.



Cover



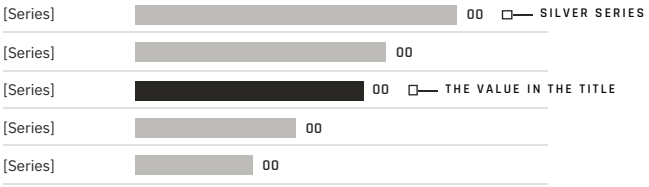
Figures spread · sample data

FORMAT	A4, 12 columns, margins 18 / 16 / 20 mm, 4 mm gutter; meta column 3 of 12.
COVER	Wordmark top left; “Annual report” and the year at display scale with the stop; image across the lower two thirds.

12.10 CHARTS

Silver series, Graphite for the value the title is about, status in words. Never Signal Blue.

SAMPLE DATA · [TAKEAWAY TITLE, EIGHT WORDS OR FEWER]

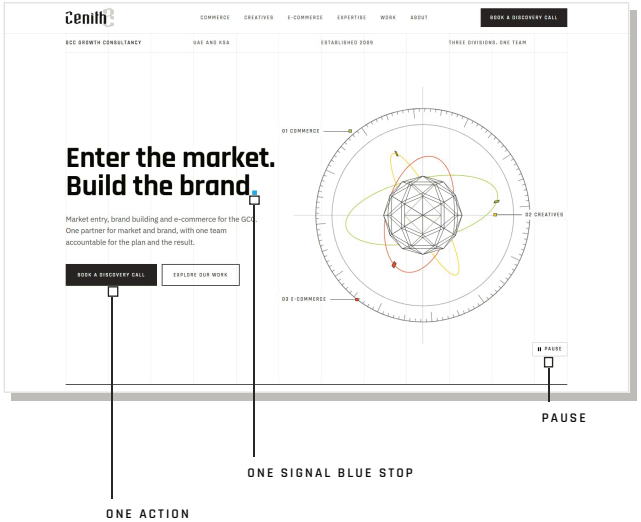


FIGURES	One per row on hairlines: Rajdhani 700 numeral, a one-line label, and the evidence label (status word, source, date).
CHARTS	Silver series, Graphite for the value the title is about, status in words. Never Signal Blue.
TYPE	Plex 9.5 / 15 pt body; titles Rajdhani 700, 18 to 24 pt; labels 7.5 pt.

12.11 WEBSITE

The website is the reference build.

zenithand.com as built: every rule in this book is taken from it.



zenithand.com, home page, first view. External material shows the live site as a screenshot, never a mock-up.

12.11 WEBSITE

One build is the reference. The 6.4 website mock is retired.

STATUS	Replaces the 6.4 mock (retired spaced-caps wordmark, two divisions and “One team”). For external material use a screenshot of the live site.
GRID	1440 px container; 4 / 8 / 12 columns at 640 / 768 / 1024 px; 24 px gutters; 80 px margins from 1280 px.
HEADER	White, 80 px, Stone hairline; wordmark 50 px high; Commerce, Creatives, e-Commerce, Expertise, Work, About; Graphite “Book a discovery call”.
HOME ORDER	Hero, Doors, 01 Divisions, 02 Belief, 03 Two ways in, 04 Ethos, 05 About.
DIVISION PAGES	Lockup with “Division 0N / 03”; division stop; greyscale image to the window edge with a 96 x 5 rule. No Signal Blue.
FOOTER	Graphite: reversed wordmark, discovery call, contacts, HQ, six support offices, The Mark at 25%.
ABOUT BAND	The glass panel stays as built on the website. In documents, text never sits on glass (07 Imagery).

12.12 PLATFORM ROLES

Eight platforms, each with one job.

Four accounts are linked from zenithand.com today; the rest are plans.

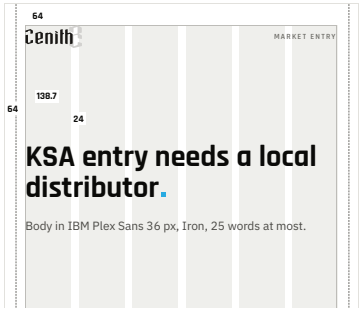
PLATFORM	ROLE	CADENCE · LANGUAGE	SIZES (PX)	ON ZENITHAND.COM
LinkedIn	Authority, thought leadership, case studies, hiring	3 a week · EN; AR for KSA	Post and PDF carousel 1080 x 1350; link 1200 x 627; logo 400 x 400; cover 1128 x 191	linkedin.com/company/zenithand
X	Market commentary, strongest in KSA	3 to 5 a week · AR and EN	1600 x 900 or 1080 x 1350; header 1500 x 500; profile 400 x 400	x.com/zenithand
Instagram	Visual proof and the work behind it	2 a week · EN; AR captions for KSA	1080 x 1350 (grid shows the centre 1013 x 1350); Story and Reel 1080 x 1920; profile 320 x 320	instagram.com/zenith.and
Facebook	Awareness and community; mirrors Instagram	1 to 2 a week · EN	1080 x 1350; Story and Reel 1080 x 1920; cover 851 x 315 (safe 820 x 312)	facebook.com/Zenithands
TikTok	Education in short form: one idea, one minute	1 a week when produced · EN; AR voice-over for KSA	1080 x 1920	tiktok.com/@zenith.and
Snapchat	KSA campaigns and recruitment only	Campaign-led · AR first	1080 x 1920	Not linked (plan)
YouTube	Library for case films and talks	As produced · EN with AR subtitles	1920 x 1080; thumbnail 1280 x 720; banner 2560 x 1440 (safe 1546 x 423); profile 800 x 800	Not linked (plan)
WhatsApp Channel	Direct updates to clients and partners	2 a month · EN and AR	Text, 4:5 image, link	Not linked (plan)

Avatar on every platform: the reversed emblem at 62% of an 800 x 800 Graphite tile. Covers: an approved greyscale image, the wordmark on the clean side, inside the platform's safe area. Cadence: Digital 2026 (We Are Social, Meltwater, DataReportal); review yearly.

12.13 FORMATS AND THE GRID

Three masters, one grid.

Build every post from 4:5, 9:16 or 16:9 on one six-column grid.



4:5 feed post, 1080 x 1350, on its grid. Dashed: the 3:4 grid crop.



9:16, 1080 x 1920, with the safe area.

12.13 FORMATS AND THE GRID

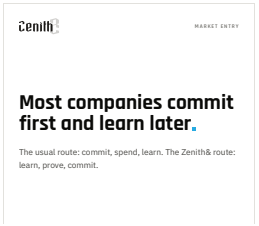
Text stays inside the centre 1013 px, so the 3:4 grid crop keeps it.

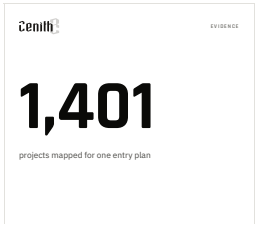
MASTERS	4:5 1080 x 1350 for feeds and carousels; 9:16 1080 x 1920 for Stories, Reels, TikTok, Shorts, Snapchat; 16:9 1920 x 1080 for video and link cards.
1:1	1080 x 1080 only where a placement demands a square. Same margins and type; built as its own file, never cropped from 4:5.
GRID	6 columns of 138.7 px, 64 px margins, 24 px gutters.
LOGO	Logo-01 wordmark top left, 70 px high (172 px wide), one per post; top right on Arabic posts. Division accounts use their lockup at the same width.
TYPE	Headline Rajdhani 700, 88 to 120 px, Ink, 3 lines at most. Body IBM Plex Sans 400, 32 to 40 px, Iron, 25 words at most. Labels Rajdhani 600 caps, 24 px, tracked 0.16em, Pewter.
FOOT	2 px Graphite rule (2 px White on Graphite), then source or URL in Plex 24 px, Pewter.
9:16 SAFE	Keep 250 px top, 340 px bottom, 60 px left and 120 px right clear: a 900 x 1330 safe area.
FILES	PNG for type-led posts, JPG for image posts, 1080 px wide at least; MP4 H.264; carousels as PDF.

12.14 POST TEMPLATES

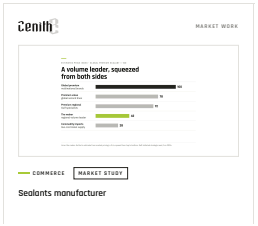
Five templates cover almost every post.

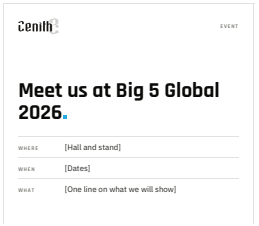
Change the words and the image, never the structure. Two White posts to every Graphite one.











Insight

One claim, one supporting line. The Signal Blue headline stop is the post's one accent.

Figure

One figure, its label and the evidence square with the status word. No Signal Blue source mark.

Statement

The Graphite post: brand claims from the site only; reversed wordmark; Signal Blue stop.

Case or study

A named client (with written approval) or the role exactly as the site shows it; never an anonymised client's name. Division tag, Market study tag where the site flags it, real or redrawn plate uncropped on a White mat, figure with its evidence label.

Announcement

Events, launches, hiring. Three facts, one action.

Accent. Masterbrand posts: Signal Blue only as the headline stop, or none. Division posts: the division colour in its place (stop, 40 x 5 rule, up to 2 underline marks on light grounds), never Signal Blue. Underline marks only: no boxes, frames or badges. The Market study tag on a 1080 px post: the 24 px label in a 2 px outline, 8 x 18 px padding.

12.15 CAROUSELS

Eight slides, one argument.

1080 x 1350, uploaded as a PDF. A counter top right on every slide; the wordmark on the first and last.

6 to 10 slides; this example has 8. Copy here is the site's own: the Commerce phases and the Celplast decision.

12.15 CAROUSELS

One numbered point per slide. Proof on Graphite, one action at the end.

SLIDE	JOB
01	Hook, 8 words or fewer, with an image; wordmark and the one stop
02	Why now: the problem in one line
03 to 06	One point each, numbered, 25 words at most
07	Proof on Graphite: one figure with its evidence label
08	One action, "Book a discovery call", the URL and the wordmark

WORDMARK, FIRST AND LAST

COUNTER, EVERY SLIDE

PROOF ON GRAPHITE

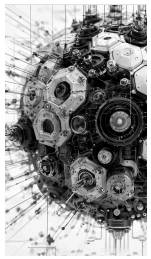


01 HOOK 02 WHY NOW 03 POINT 04 POINT 05 POINT 06 POINT 07 PROOF 08 ACTION

12.16 STORIES AND VIDEO

One 9:16 system for every video.

Reels, TikTok, Shorts, Stories and Snapchat share one 1080 x 1920 frame.



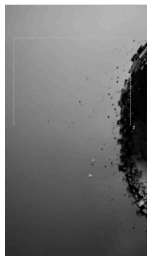
Cover frame

Doubles as the 3:4 grid cover; title in a White panel inside the safe area.



Text card

One numbered point per card, 8 seconds on screen.



Subtitles

Always on: Plex 600, 44 px, White on an Ink band, 2 lines at most.



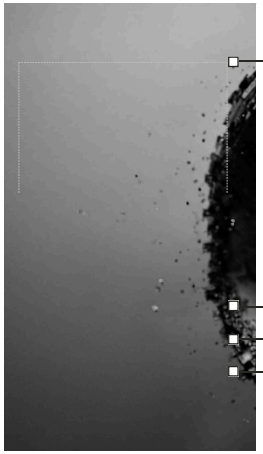
End card

Wordmark and one action for the last 2 seconds.

12.16 STORIES AND VIDEO

One idea, the point in the first 2 seconds. Subtitles always on.

LENGTH	20 to 45 seconds; one idea; the point in the first 2 seconds.
SOUND	Voice first; licensed music, low; Arabic voice-over for KSA.
MOTION	Straight cuts and slides on right angles. Arrivals ease out, exits are faster. Hold the final state on every card: no spins, wipes or zooms on text.



Safe area: 250 px top, 340 px bottom, 60 px left, 120 px right clear. Subtitles 2 lines at most.

12.17 ONE MESSAGE, FIVE PLATFORMS

One message, five platforms.

The point never changes. Length, format and register change with the platform.

LinkedIn

8-slide carousel and a 120-word post

KSA entry needs a local distributor by Q2.

Procurement cycles in the Kingdom run longer than in the UAE. A distributor with existing listings shortens the first sale; an agent keeps margin but adds months.

We set out the four decisions to make before launch in the carousel.

Book a discovery call: zenithand.com
#MarketEntry #SaudiArabia #Zenithand

Publish once the company page URL is confirmed.

X

One post, Arabic and English

دخول السوق السعودي يحتاج إلى موزّع محلي قبل الربع الثاني.

KSA entry needs a local distributor by Q2. Four decisions to make first: zenithand.com

Arabic first for KSA audiences; Western digits.

Instagram

4:5 Figure post and a 2-line caption

Distributor, agent or own entity: the route you choose sets your margin and your launch date.

Four decisions in our latest guide. Link in bio.
#MarketEntry #GCC #Zenithand

3 to 5 hashtags, last.

Facebook

4:5 Insight post, plain copy

Thinking about selling in Saudi Arabia next year? The first decision is who will sell for you there. We explain the three options in plain terms: zenithand.com

One step lighter in register.

TikTok

30-second script

0:00 “Selling into Saudi next year? Decide this first.”

0:04 Three routes on screen: distributor, agent, own entity.

0:18 “Pick the one that matches your margin and your deadline.”

0:26 End card: Book a discovery call.

Subtitles on; Arabic voice-over for KSA.

12.18 UAE AND KSA CALENDAR

Two markets, one calendar.

Adapt language, platform mix and timing; never the brand.

	UAE	KSA
Language	English first; Arabic where the audience is Emirati or government	Arabic first, bilingual by default; formal Modern Standard Arabic
Platforms	Instagram and LinkedIn lead; Facebook for SMEs	X and LinkedIn lead; Snapchat and TikTok for reach
Register	Founder-direct and fast: shorter copy, sharper calls to action	Procurement-led: formal, procurement-ready detail, Vision 2030 framing where relevant
Week	Monday to Friday; post Tuesday to Thursday mornings	Sunday to Thursday; post Sunday to Wednesday; nothing on Friday

Qatar, Kuwait, Bahrain and Oman work Sunday to Thursday (zenithand.com, Regional readiness). Arabic first in Kuwait and Oman, bilingual in Qatar, English widely used in Bahrain.



Arabic post: grid mirrored, wordmark top right, ranged right, Noto Sans Arabic 600 one step larger; Western digits in bilingual posts.

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
	■ 22 Feb · Founding Day							■ 23 Sep · Saudi National Day			□ 2 Dec · Eid Al Etihad

■ KSA date □ UAE date

Ramadan and Eid move with the lunar calendar. Bilingual greetings, no sales message on the day, fewer posts in Ramadan, scheduled after Iftar. No humour on religious or national themes; no flags, national symbols or leaders' images without approval.

12.19 APPROVALS AND CARE

Every post is checked before it goes.

Who approves what, and the ten checks every post passes.

CONTENT	APPROVED BY	RULE
Routine posts	Social lead	Template, grid and copy bank
Named clients and results	Co-founder, plus the client in writing	Quotes only from the three approved testimonials (Rami Tellawi, MST; Swagat Group; Mariam Haider, Medical Nutricare), verbatim
Anonymised studies	Co-founder	The role as the site shows it; never the name, a logo or a detail that identifies the client; Market study tag where flagged. Removed clients are never named
Figures and claims	Author and a reviewer	Every figure with its evidence label: status, source, date
KSA and Arabic copy	Native Arabic reviewer	Formal MSA; Western digits in bilingual posts
Paid campaigns	Co-founder	One message, one action
Replies	Social lead	Within one working day, in the language used; complaints, legal and media questions to the co-founder the same day

12.19 BEFORE YOU POST

Ten checks. A post that fails one does not go.

01	☑ Built on a template and the 4:5 grid
02	☑ Approved greyscale image or a real plate, uncropped
03	☑ One Signal Blue stop or none; division posts use their colour only
04	☑ Underline marks only: no boxes, frames or badges
05	☑ Headline 8 words or fewer, sentence case
06	☑ Every figure labelled; no price or fee
07	☑ No anonymised client or removed client named
08	☑ UK spelling; no exclamation marks, em dashes or emojis
09	☑ One action: “Book a discovery call” or one from the list
10	☑ Hashtag limit, alt text, Arabic reviewed for KSA

13

Do and don't.

The rules most often broken, drawn from how zenithand.com is built. Every pair is marked with a tick or a cross and the words Do or Don’t.



IN THIS CHAPTER

13.1 Logo and type
13.2 Colour
13.3 Marks and imagery
13.4 Motion and writing

13.1 DO AND DON'T

Logo and type.

The rules most often broken, drawn from how zenithand.com is built. Each rule is marked with a tick or a cross and the words, never colour alone.

Zenith

Do. Logo: the supplied file on White, Paper or Mist, with the height of the z clear on every side.

Brands built as systems

Strategy, identity, content and collateral, developed together.

Do. Type: Rajdhani for headlines, labels and figures; IBM Plex Sans for reading.

13.1 DON'T

Never alter the logo, and never set a fourth face.



Don't. Logo: on a busy photograph or a stock mock-up.

Zenith

Don't. Logo: recoloured, in any colour.

Zenith

Don't. Logo: stretched or squashed.

Zenith&

Don't. Logo: retyped, or outlined.

BRANDS BUILT AS SYSTEMS

Don't. Type: the reading face in capitals.

Brands built as systems

Don't. Type: any face beyond Rajdhani, IBM Plex Sans and Noto Sans Arabic.

13.2 DO AND DON'T

Colour.

Signal Blue is a stop, never text. A division colour marks its division, never fills a page.

Enter the market.

Do. Signal Blue as the one square headline stop on masterbrand work.

01 COMMERCE

Do. The division colour as the 40 x 5 px rule, beside the division name.

13.2 DON'T

Colour never carries text, and Signal Blue never appears on division work.

Enter the market

Don't. Signal Blue as text. It reads 2.65:1 on White.

Zenith& Commerce

Don't. A division colour as a background, a fill behind text, or as text.

01 COMMERCE

Validate the market.

Don't. Signal Blue on division work.

01 COMMERCE

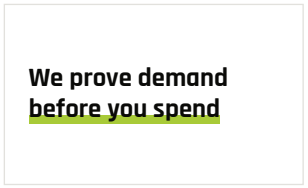
Validate the market.

Do. On division work the stop takes the division colour.

13.3 DO AND DON'T

Marks and imagery.

Underline marks, whole plates and full-bleed greyscale images. Nothing boxed, nothing veiled.



Do. The underline mark under the key words: a 0.3 em bar in the division colour, on division pages and light grounds, two at most per page.



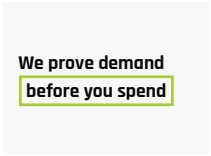
Do. Client work as a whole plate on a White mat.



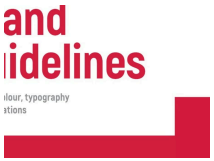
Do. In documents, images run full bleed, cover-fit and shifted so the subject clears the text.

13.3 DON'T

No frames around words, no cropped plates, no tints. In documents, no glass, blur, veils or boxed pictures.



Don't. A box frame around words. Retired on 21 November 2026.



Don't. A cropped or zoomed client plate, or a device mock-up.



Don't. Colour casts, sepia, tints or flat contrast. Brand images are greyscale.



Don't. Glass, blur or a White veil behind words in a document.



Don't. A boxed or margin-cropped picture in a document.

WEBSITE

The glass panel stays as built on the About band of zenithand.com. The rule above is for documents.

13.4 DO AND DON'T

Motion and writing.

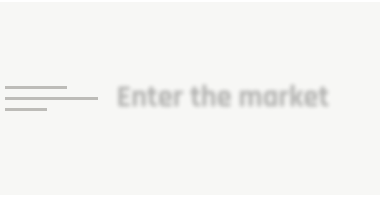
Finished states and plain words.

MOTION

1,401

VERIFIED Celplast study, June 2026

Do. In print, every device in its final state, with figures at their value and their evidence label.



Don't. Blanket fade-ups or scroll-jacking on screen; blur or motion lines to suggest movement in print.

CALLS TO ACTION

BOOK A DISCOVERY CALL

Do. One call to action, in the site's words: "Book a discovery call".

CLICK HERE TO LEARN MORE

Don't. "Click here", "Learn more" or "DM us", or capitals typed into copy.

DATES AND NUMBERS

19 November 2026
30 to 45 minutes · 2×

Do. Full dates (19 November 2026), "to" ranges (30 to 45 minutes), "×" for multiples (2×), the middle dot as separator.

19/11/26
30-45 mins | 2x

Don't. Short dates, hyphen ranges, the letter x or a bar as separator.

14

Files, downloads and change log.

The formats to hand over, the library they come from, the rules for partners, and what moved between 6.4, 7.0 and Edition 8.

IN THIS CHAPTER

14.1 Files and formats
14.2 The asset library
14.3 Online
14.4 Partners
14.5 What changed from 6.4
14.6 What changed in Edition 8
14.7 Eleven updates since 7.0



14.1 FILES AND FORMATS

Hand over source files, never screenshots.

Every file is built from the tokens and the asset library. Names follow zenithand_asset_variant.ext.

NEED	USE
Logo on a website or slide	02_Logos/SVG/zenithand_wordmark_primary.svg
Favicon	02_Logos/Favicon/zenithand_favicon.ico
Hero or cover image	03_Images/02_Approved_greyscale_full-res/
Image for slides or web	03_Images/03_Document-ready_2560px/
Icons in PowerPoint or Word	04_Icons/PNG-96_graphite/
Icons in Figma or code	04_Icons/SVG_graphite/
Colours in Adobe apps	07_Colour/zenithand_swatches.ase
Colours in code	07_Colour/zenithand_tokens.css or .json
Fonts on a new computer	06_Typography/Desktop-fonts_TTF/
A social post or carousel	10_Social-media/ templates
A grid for a new brochure	05_Graphics/Grid-templates/

Which file to use · from the library's 00_README.md

14.1 FORMATS

Logo files come from 02_Logos only and are never redrawn.

ASSET	FORMATS	NOTES
Logo, screen	SVG; PNG at 1x and 2x	From 02_Logos only; never redrawn
Logo, print	PDF or EPS, CMYK and one-colour	Kept from 6.4
Emblem and favicon	SVG; ICO 16 + 32 px; PNG 180 and 512 px	The favicon carries the Signal Blue z, as built
Colour	zenithand_tokens.css and .json	Token names as on the website (07_Colour)
Type	WOFF2 for web; TTF for desktop	Rajdhani 600 / 700, IBM Plex Sans 400 / 600, Noto Sans Arabic
Images	WebP or AVIF for web; toned JPG for print	Masters at 2576 px long edge (was 2400)
Documents	PDF/A to issue; DOCX to edit	Fonts embedded, under 25 MB per document

WHERE THE FILES LIVE

Zenith-Brand-Asset-Library, folders 01 to 10, with ASSET_CATALOGUE.md as the index. The website repo holds the live tokens in src/app/globals.css.

14.2 THE ASSET LIBRARY

One library, one source of truth.

Zenith-Brand-Asset-Library holds every file for the website, presentations, profiles, proposals, collateral and corporate communications.

START HERE	00_README.md: the folders, which file to use, naming and known limits.
FIND A FILE	ASSET_CATALOGUE.md and .csv: every file with its size, use and licence.
NAMING	zenithand_asset_variant.ext, for example zenithand_wordmark_reversed.svg.
LICENCES	Logos, graphics and documents belong to Zenithand FZC. Images were generated for Zenithand FZC. Fonts: SIL OFL 1.1. Icons: MIT (Tabler).

ZENITH-BRAND-ASSET-LIBRARY /

01	DOCUMENTATION	Guidelines PDFs, the usage quick reference, the change log and the v5.0 archive
02	LOGOS	Wordmark, Commerce, Creatives and e-Commerce lockups, emblems and favicons; the SVG masters and the supplied original artwork
03	IMAGES	Masters as generated, approved greyscale at full resolution, 2560 px document versions, supporting examples, mock-ups, v5.0 originals
04	ICONS	56 icons in Graphite and White, SVG and PNG 96 px, with the licence
05	GRAPHICS	The Mark, Ledger, Tiles, the annotation device, grid templates and the glass panel recipe (website only)
06	TYPOGRAPHY	Desktop TTF and web WOFF2 fonts with their OFL licences; the type specification
07	COLOUR	Tokens (JSON, CSS), ASE swatches, GIMP palette, swatch sheet and the palette specification
08	PROMPTS AND SOURCES	Image prompts and refinements, the image brief and layout references (reference only)
09	SOURCE FILES	Editable HTML and code that builds the guidelines PDF
10	SOCIAL MEDIA	Post, carousel, video and profile templates (PNG), the social specification and the copy bank

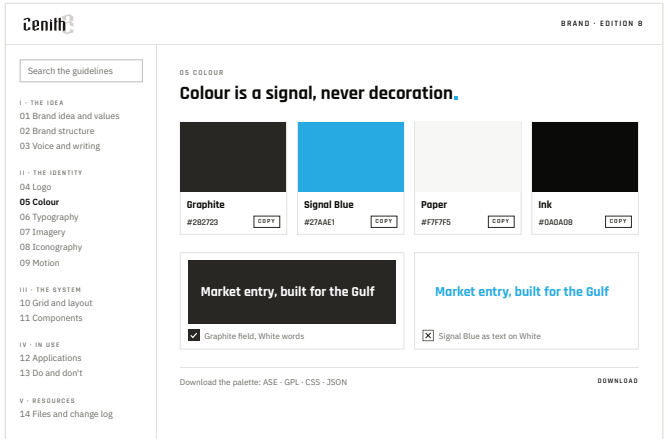
Known limits, from the README: some supporting images and mock-ups come from v5.0 and their source is not recorded, so confirm rights before external use; the layout references are third-party work, for reference only.

14.3 ONLINE

The same system, live at zenithand.com/brand.

The book tells the story; the site is the tool. Every chapter has a page, every colour copies in one click, every logo downloads in the right format, and the latest edition of this book is always one link away.

/BRAND	The overview: the tools, the five parts, the book to download, the version and last update.
THE RULER	Every chapter and section down the left; the one in view marked, a link to every section.
TOOLS	Logo lab, colour lab, type playground, imagery explorer, applications, right and wrong.
/BRAND/DOWNLOADS	Every file, with its format and when to use it, and the kit.
SEARCH	Across all rules: press / anywhere in the guidelines.
ONE SOURCE	The tokens file feeds the book and the site, so values are never typed twice. WCAG 2.2 AA.



LIVE THE COLOUR CHAPTER

- [x] Search across all rules
- [x] Logo files by version and format
- [x] Copy HEX, RGB and CMYK
- [x] Right and wrong, side by side

14.4 PARTNERS

Five rules for anyone building for us.

01	**Brief from this guide**	Work from these pages and the website, not from screenshots or older documents.
02	**Build from tokens**	Colours, type and spacing come from the token files. No eyedropped values.
03	**Proof before print**	CMYK is calculated from the hex values, then checked on a matched proof.
04	**Accessible by default**	WCAG 2.2 AA on every web build (replaces 2.1). Text contrast 4.5:1; marks and rules 3:1 where they carry meaning.
05	**Approve once**	One sign-off by Zenith& before anything is released. Facts, figures and quotes are checked against the website first.

QUESTIONS OR ASSET REQUESTS

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14.5 CHANGE LOG

What changed from 6.4.

Version 7.0 rebuilt the book from zenithand.com as built. The headline changes per chapter, under the Edition 8 chapter numbers. Every change, with its source, is in the text version and in _source/guidelines/changes/.

VERSION 7.0 · NOVEMBER 2026

96

pages in the 7.0 core book

20

pages in the 7.0 companion, Templates and social

14.5 CHAPTERS 01 TO 06

Part I and the first half of Part II.

01 Brand idea and values — 20 CHANGES

- **Values**: the six website values replace Clear, Rigorous, Confident and Regional, which become voice traits
- **Positioning**: One partner for market and brand, with a mission and vision

02 Brand structure — 21 CHANGES

- **Divisions**: one page each, with lead service, framework and typical client
- **Footprint**: HQ in Sharjah and the GCC markets as the site shows them

03 Voice and writing — 25 CHANGES

- **Studies**: shown by role; self-initiated work says so
- **Quotes**: only the three approved testimonials, verbatim

04 Logo — 13 CHANGES

- **Wordmark**: 50 px high on screen, never under 120 px wide
- **Business documents**: the masterbrand wordmark alone

05 Colour — 18 CHANGES

- **Signal Blue**: one headline stop per page, plus the Market study tag
- **Division colours**: a usage map with 40, 32 and 96 x 5 px rules and fills

06 Typography — 18 CHANGES

- **Reading face**: IBM Plex Sans 400 and 600 replace Open Sans
- **Type scale**: the website tokens, with print and slide scales

14.5 CHANGE LOG

What changed, continued.

07 Imagery — 21 CHANGES

- **Client work**: shown whole on a white mat; names, not logos
- **New**: AI image rules; the glass panel as built

08 Iconography — 15 CHANGES

- **Icons**: the site style, a 24-unit grid with square caps and mitred joins
- **Library**: the 56 icons are redrawn or retired for print

09 Motion — 18 CHANGES

- **New chapter**: motion tokens, principles and timings
- **Rules**: the final state is the default; reduced motion and Pause

10 Grid and layout — 24 CHANGES

- **Web grid**: breakpoints 640 to 1280, 1440 container, meta column 1 to 3
- **Formats**: a new 9:16 social grid; a counter on 16:9 pages

11 Components — 38 CHANGES

- **New chapter**: the website component library, rebuilt with specs
- **Headline marks**: underline only; the box frame is retired

12 Applications: documents and social — 46 CHANGES

- **Business documents**: the Logo-01 wordmark alone; Mobile and WhatsApp labelled; no VAT line
- **Samples**: every amount 0.00; no fee or rate in any template

13 Do and don't — 11 CHANGES

- **Rebuilt** from the website rules
- **New don'ts**: box frames, cropped plates, logo mock-ups

The book

Version 7.0 shipped as a 96-page core and a 20-page companion, Templates and social. Edition 8 folds the companion in as chapter 12.

THREE VERSIONS

6.4
Asset library and guidelines v6.4, compiled 19 November 2026

7.0
Rebuilt from zenithand.com as built, November 2026

Edition 8
Idea & Rule, approved 22 November 2026

14.6 EDITION 8

What changed in Edition 8.

The content of 7.0 is kept: every rule, value and approved headline. Two things are new: the way the book is drawn, and the order it tells the story in. Approved by the client on 22 November 2026.

DIRECTION	Idea & Rule. Every page pairs the idea (left of a central hinge) with the rule (right), drawn with Zenith&'s own annotation device: a caps label, a right-angled leader and a square terminal.
FORMAT	A4 landscape, 297 x 210 mm, for screen and print. 12 columns, 14 mm margins, 5 mm gutters; the hinge on the centre line.
LOOK	From the approved system alone: Rajdhani, IBM Plex Sans, the greys, one Signal Blue stop, greyscale imagery at full bleed. No effects.
APPLICATIONS	Zenith&'s own working documents and website, not generic mock-ups.
ONLINE	zenithand.com/brand: the same system as a tool (14.3).

14.6 STRUCTURE

Five parts, fourteen chapters. Voice moves up into Part I, next to the brand idea.

I	**The idea**	**01** Brand idea and values **02** Brand structure **03** Voice and writing — WAS 11 IN 7.0
II	**The identity**	**04** Logo **05** Colour **06** Typography **07** Imagery **08** Iconography **09** Motion
III	**The system**	**10** Grid and layout **11** Components
IV	**In use**	**12** Applications: documents and social **13** Do and don't
V	**Resources**	**14** Files, downloads and change log

Chapters renumber from 7.0: Logo 03 to 04, Colour 04 to 05, Typography 05 to 06, Imagery 09 to 07, Motion 10 to 09, Grid 06 to 10, Components 07 to 11. Templates and social, a separate companion in 7.0, becomes chapter 12.

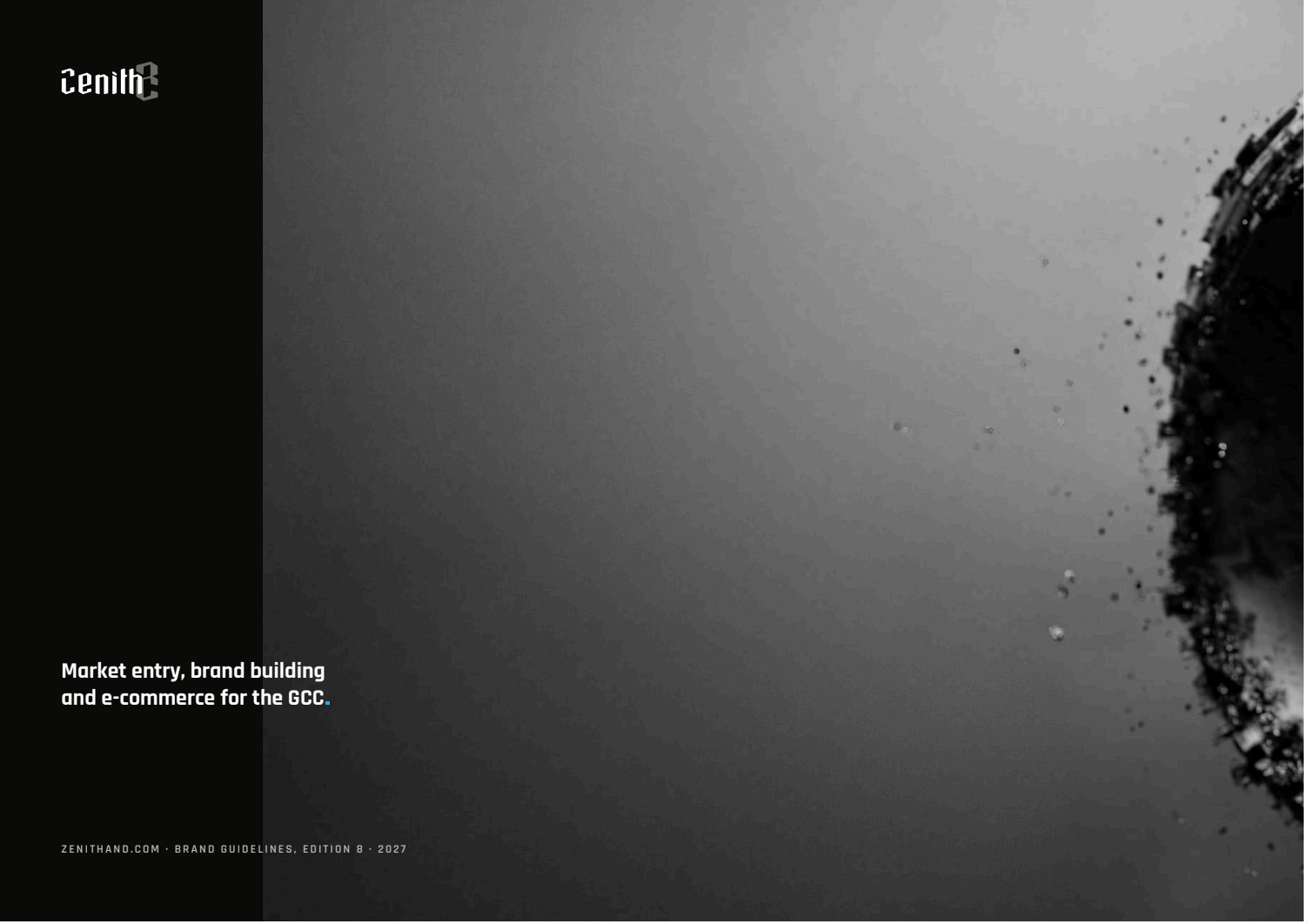
14.7 EDITION 8

Eleven updates since 7.0.

Each was decided by the client before Edition 8 was drawn. Everything else in 7.0 stands as approved.

	AREA	7.0 SAID	EDITION 8 SAYS	DECIDED
U1	Imagery (07)	Text on a photo sits on glass (blur 10 px, White veil 62%)	In documents, images run full bleed, cover-fit and shifted so the subject clears the text: no glass, blur, veils or boxes. On the website the glass panel stays as built on the About band	22 Nov 2026
U2	Headline stop	Masterbrand documents: one Signal Blue stop per page	Division pages inside masterbrand documents (the profile's offer and method pages) take the division colour. Portfolios keep stops on the cover and contact page only, in the division colour	22 Nov 2026
U3	Figures	23 brand systems, 10 web builds	26 brand systems, 12 web builds (adding Alainz Group, URBNTROV, Voltoolz; alainzgroup.com, Valuetech)	22 Nov 2026
U4	Collateral	Company Profile 2027 (24 pages), Commerce 18, Creatives 16	Company Profile 2027, 26 pages; Commerce Portfolio 18; Creatives Portfolio 18; a new e-Commerce Portfolio 2027, 17 pages	22 Nov 2026
U5	Evidence labels	Verified, Client-reported, Estimated, Record and the rest	Two more status words: In build, and Zenith& method	22 Nov 2026
U6	PDFs	Static	Interactive: brand and case names link to zenithand.com/work/<slug>; the contents link inside the document	22 Nov 2026
U7	Page counter	Not covered on image pages	On image pages, White figures with no box	22 Nov 2026
U8	Studies	Self-initiated studies	Groundwork studies, with the Market study tag	21 to 22 Nov 2026
U9	Team	15 team members	Kept as in 7.0	22 Nov 2026
U10	Writing skills	Governance update prepared, not applied	To be applied alongside Edition 8, so the writing skills match the book	Pending
U11	Ampersand belief (01.2)	Headline, intro, three pairs, caption	Adds under the intro, from the 2022 manual: "The ampersand in Zenith& is a symbol of duality and wholeness: two worlds brought together not to compete, but to complete one another." The logo rationale (Structure and Expression) sits beside it as the rule	22 Nov 2026

Zenith



Market entry, brand building and e-commerce for the GCC.