

Create a design system for Zeno Renewables that is:



Consistent
#2adcc6ff



Repeatable & Scalable
#434343ff



Flexible
#ede34cff

Colour Palette



Typography

Headline

Lorem Ipsum

Subhead

Lorem Ipsum

Body Copy

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Secondary Headline A

Lorem Ipsum

Secondary Headline B

Lorem Ipsum

CTA & Links

Lorem Ipsum

CTA & Links

Lorem Ipsum

Testimonial

"The sooner I invest in solar, the sooner I got my return on investment." Alex M.

Iconography



Navigation



Partnership Lock-up



Collaboration Lock-up



Colour Palette



Typography

Headline

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**Additional tertiary colours
for additional flexibility
with wayfinding &
infographics**

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Iconography



Navigation

**Additional Secondary
colours to provide a more
diverse base and allow for
information hierarchy**

Partnership Lock-up

ZENO + veritree

Collaboration Lock-up

ZENO x HAYDEN
MAYEUR

Colour Palette



Headline colour treatment to differentiate and add visual hierarchy as well as utilizing more Starship Yellow across brand assets



Typography

Headline

! Lorem Ipsum

Subhead

Lorem Ipsum

Body Copy

Headline remains Clash Display medium

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Iconography



Navigation

Body typography remains secondary
Plein typefaces to provide a more
diverse base and allow for
information hierarchy

Navigation

Secondary headline adjust
to Clash to provide a bolder
option for the eye to
navigate through content
rich documents

Collaboration Lock-up

Tabular font transitioned to
CTA's and Link

Colour Palette



Typography

Headline

New consistent treatment for iconography

Subhead

Lorem Ipsum

Body Copy

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

New guidelines around wayfinding in content rich or educational content

Secondary Headline A

Lorem Ipsum

Secondary Headline B

Lorem Ipsum

CTA & Links

Lorem Ipsum

Cobranding guidelines added

CTA & Links

Lorem Ipsum

Testimonial

"The soon I got my return" the width of the Zeno letter z. The height should be the full height of the Zeno logo including the icon.

Iconography



Navigation



Partnership Lock-up



Collaboration Lock-up



USPs

LEAD THE
CHARGE


03263
HOMES

With SOLAR by
ZENO

★★★★★
500+
5-star reviews
across Canada

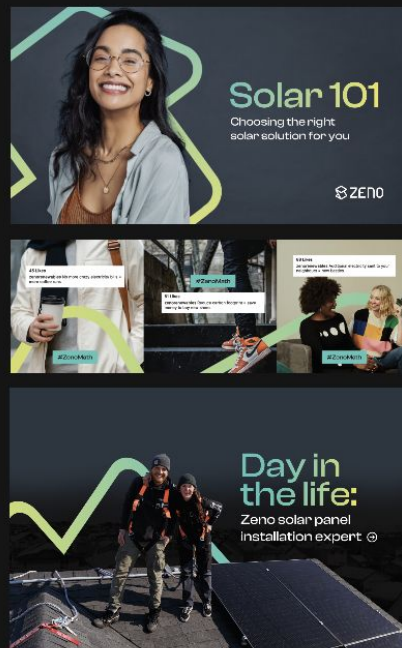
Google
Reviews ★★★★★

Branding Support Element



ZENO
BLACK FRIDAY
Get an EXTRA \$150 for every closed solar referral.
[LEARN MORE](#)

ZENO
REFER A FRIEND
Get an EXTRA \$150 for every closed solar referral.
[LEARN MORE](#)



Solar 101
Choosing the right solar solution for you
ZENO

Day in the life:
Zeno solar panel installation expert @

