



THE BRAND BOOK · 2026 EDITION

Built to move.

A complete reference for the marks, motion, color, voice and craft that make Zorinto recognizable in every channel.

[00] Index

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[01] Introduction

This is Zorinto.

Zorinto is a kinetic infrastructure brand. We build the systems that keep precise things moving — and we make the act of moving them feel deliberate, confident and a little bit thrilling.

The logo answers in kind. A heavy industrial wordmark holds the ground while a swarm of particles cuts a diagonal across it — engineering steadied by motion. The single orange accent on the final letter is the spark that completes the circuit. Every asset in this book exists to keep that idea legible.

THREE THINGS TO REMEMBER

- 01 Industrial weight, with momentum.
- 02 One orange. Use it like a torch.
- 03 Negative space is part of the system.

“Precision is the resting state.
Motion is the proof.”

— ZORINTO BRAND PROMISE

INTERNAL · 2026.05

[02] The Logo

Anatomy of the mark.

The Zorinto logo is a single locked unit composed of three deliberate elements. Treat the proportions and the accent as fixed.



A • PARTICLE MARK

A dispersed dot field forming an implied Z. The varying dot diameters encode acceleration — denser through the body, lighter at the edges.

B • WORDMARK

Custom-tightened geometric sans, set in solid Carbon. Strokes are uniform; counters are squared. Never re-typeset in a substitute font.

C • THE SPARK

A single quadrant of the terminal *O* reversed to Pulse orange. The spark closes the loop between mark and word — never move or duplicate it.

[03] Construction

Built on a unit.



22 ×

LOCKUP WIDTH

Measured in units of x, where x equals the cap-height of the wordmark divided by seven.

7 ×

LOCKUP HEIGHT

The cap-height of **ZORINTO**. The Particle Mark is bounded by 2× above and 2× below.

1.5 ×

MARK GAP

Optical space between the Particle Mark and the first stroke of the Z. Fixed — do not adjust.

[04] Clear space

Give it room.



Maintain a minimum of **1x** on all sides — equal to the height of the wordmark cap. Nothing else may enter this zone: type, photography, edges, other marks.

MINIMUM SIZES

DIGITAL · ≥ 96 PX WIDE



PRINT · ≥ 18 MM WIDE



FAVICON · MARK ONLY · ≥ 16 PX



Below these sizes the Particle Mark loses its rhythm. For very small applications, use the Particle Mark on its own as an avatar or favicon.

[05] Variations

Five approved forms.

01 • PRIMARY



DEFAULT • USE WHENEVER POSSIBLE

02 • REVERSED



KNOCKOUT • DARK BACKGROUNDS

03 • MONO CARBON



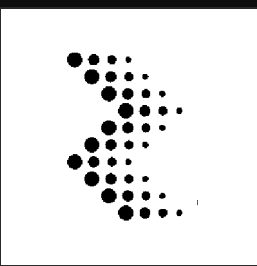
SINGLE-COLOR • EMBOSSING, PRINT CONSTRAINTS

04 • MONO WHITE



SINGLE-COLOR ON PULSE • MERCH, SURFACES

05 • PARTICLE MARK ONLY



AVATARS • FAVICONS • STICKERS • APP ICON

[06] Misuse

Don't.

The logo is a system, not a layout. The following alterations break it.



01 · DON'T RECOLOR THE SPARK



02 · DON'T SKEW OR ITALICIZE



03 · DON'T PLACE ON BUSY IMAGERY



04 · DON'T ROTATE



05 · DON'T RE-TYPESET



06 · DON'T STRETCH OR COMPRESS



07 · DON'T ADD EFFECTS



08 · DON'T PLACE ON OFF-BRAND COLOR

[07] Color · primary

Two colors do the heavy lifting.

Zorinto is built on a confrontational pair: a saturated industrial orange and a near-black carbon. Everything else supports.

PRIMARY · 01

Zorinto Pulse

The heat. Reserved for the Spark, callouts, key moments and brand temperature. Roughly 15% of any composition.

HEX	#E67A2C
RGB	230 · 122 · 44
CMYK	0 · 60 · 88 · 2
PANTONE	1575 C
OKLCH	0.69 0.16 48

PRIMARY · 02

Carbon

The ground. Wordmarks, headlines, body copy and structural surfaces. Roughly 60% of any composition.

HEX	#0E0E0E
RGB	14 · 14 · 14
CMYK	0 · 0 · 0 · 95
PANTONE	Black 6 C
OKLCH	0.16 0 0

FOR UNCOATED STOCKS, SUBSTITUTE PANTONE 165 U · FOR BROADCAST, SRGB VALUES TAKE PRIORITY.

[08] Color · extended

The supporting cast.

NEUTRAL · 01

Bone

HEX	#F4F1EC
RGB	244 · 241 · 236
CMYK	3 · 3 · 5 · 0

NEUTRAL · 02

Fog

HEX	#B7B4AE
RGB	183 · 180 · 174
CMYK	27 · 23 · 26 · 4

NEUTRAL · 03

Ash

HEX	#6B6B6B
RGB	107 · 107 · 107
CMYK	0 · 0 · 0 · 75

ACCENT · 01

Pulse Deep

For hover, pressed and depth states. Pairs with Pulse for layered compositions.

HEX	#B85A14
RGB	184 · 90 · 20
OKLCH	0.57 0.16 47

ACCENT · 02

Pulse Soft

Tint for highlights, callout backgrounds, and large-area branding without shouting.

HEX	#FBE3D0
RGB	251 · 227 · 208
OKLCH	0.93 0.04 60

AA · CARBON ON BONE

17.2 : 1

Pass · all sizes

AA · PULSE ON CARBON

5.4 : 1

Pass · normal & large

AA · CARBON ON PULSE

8.7 : 1

Pass · all sizes

Avoid

Pulse / Bone

2.4 : 1 · large only

[09] Color ratios

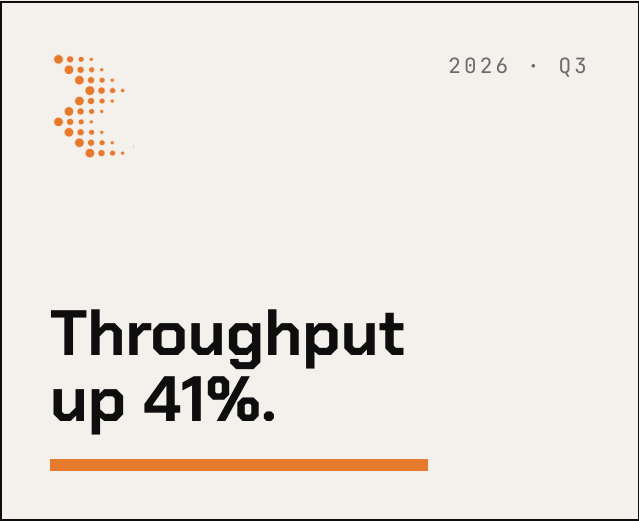
Mix it like this.



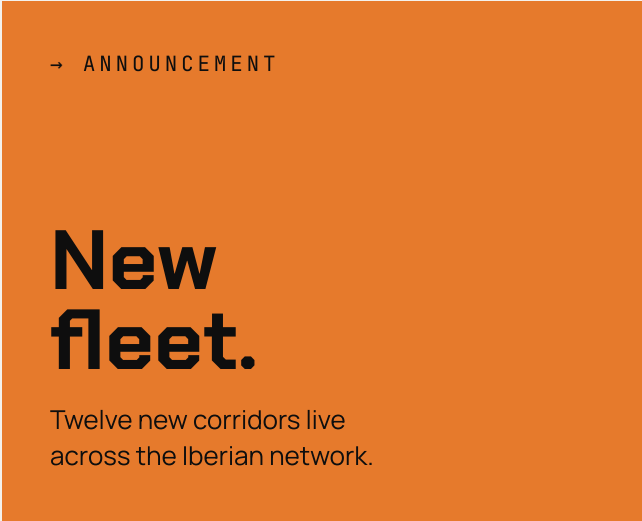
A loose guideline for any single touchpoint. Carbon and neutrals carry composition; Pulse is the punctuation. If a layout feels generic, you’re under-using Carbon, not over-using Pulse.



EX · 01 · EDITORIAL



EX · 02 · REPORT COVER



EX · 03 · STATEMENT (USE SPARINGLY)

[10] Display type

Chakra Petch.

Our display typeface. Use for headlines, the wordmark in spoken form, posters and any moment that needs to feel engineered.

AaZz

CHAKRA PETCH · BOLD · 700

SOURCE · GOOGLE FONTS · OFL

GLYPH SET

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 &!@#% / + - x →

WEIGHTS IN ROTATION

Built to move. / 400 Regular
Built to move. / 500 Medium
Built to move. / 600 Semibold
Built to move. / 700 Bold

[11] Body & utility

Manrope & JetBrains Mono.

BODY · MANROPE

Aa

A neo-grotesque with warmth — Manrope handles long-form copy, UI text, captions and any moment that needs to read fast without losing personality. Always set tracking to 0 for body and -1 for sizes above 32px.

- 300 · Light · EDITORIAL LEDE
- 400 · Regular · BODY DEFAULT
- 500 · Medium · UI LABEL
- 700 · Bold · EMPHASIS
- 800 · Extra Bold · SUB-DISPLAY

UTILITY · JETBRAINS MONO

Aa

Mono is reserved for labels, captions, technical readouts, IDs, code, telemetry and the corner marks that frame every page in this book. It is the "engineering" voice of Zorinto.

- ZX-04 / SECTOR · 12B
- INTAKE +12.4% · OUTPUT NOMINAL
- V1.0 · ISSUED 2026.05.20
- 41.3892° N · 2.1671° E

ACCEPTABLE WEB FALLBACK STACK

'Chakra Petch', 'Manrope', system-ui, sans-serif

[12] Hierarchy

How they pair.

2026 • QUARTERLY • Q3

A network that learns its routes.

Zorinto’s adaptive grid re-balances itself every four seconds. The result is fleet utilization that rises with usage — not the other way around.

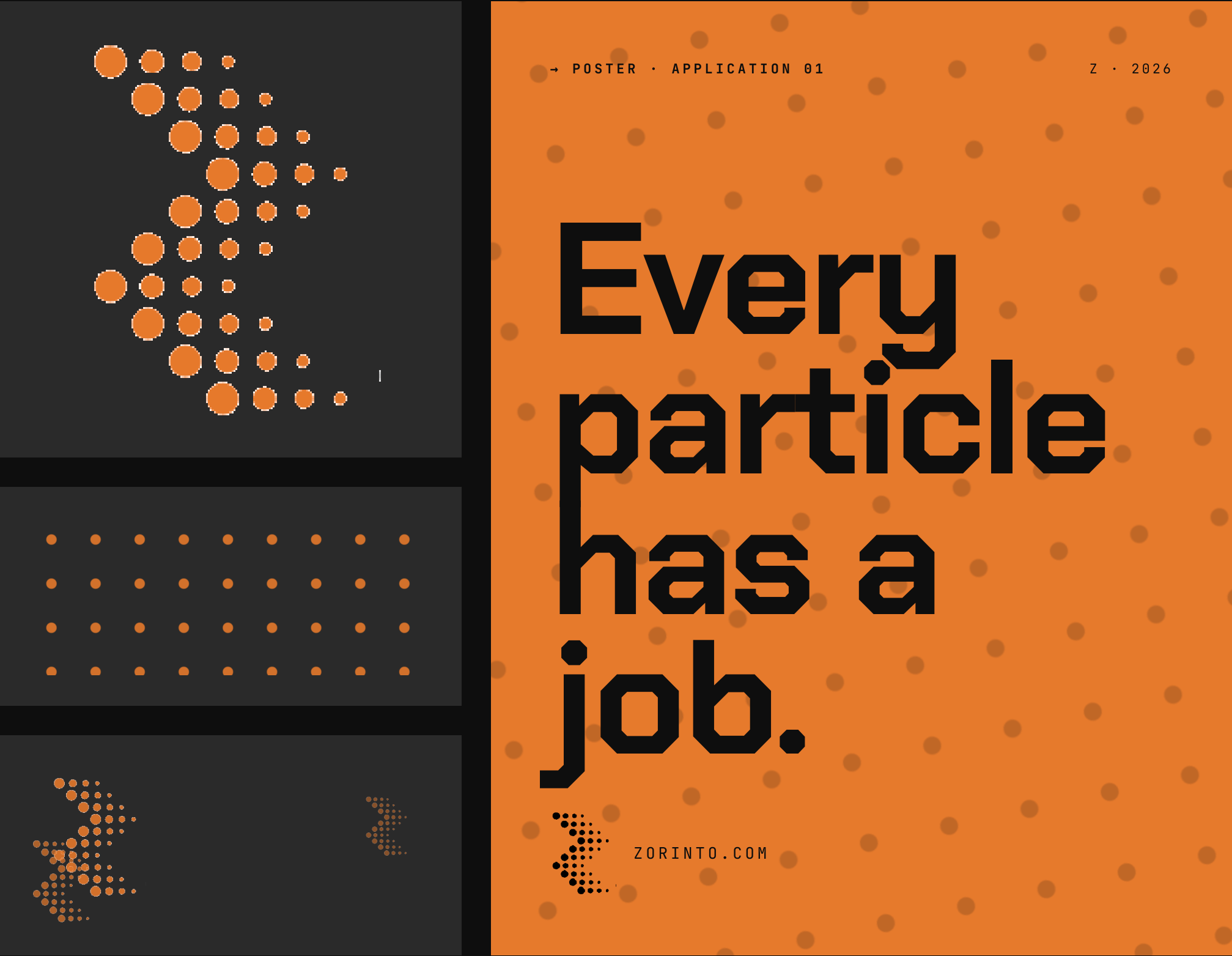
In Q3 we ran 412,000 corridor handoffs across twelve regions with a 99.94% on-time rate. The same fleet was operating eleven months prior at 98.1%. The system did not get faster; it got smarter about what to do with its existing speed.

TOKEN	SIZE / LH	FAMILY • WEIGHT	USE
display/xl	96 / 88	Chakra Petch 700	Hero on covers, posters
display/lg	64 / 60	Chakra Petch 700	Section titles in this book
display/md	40 / 44	Chakra Petch 600	Sub-display, cards
lede	22 / 33	Manrope 300	Opening paragraph
body/md	16 / 26	Manrope 400	Default body copy
label/sm	11 / 14	JetBrains Mono 600 • UC	Eyebrows, telemetry

[13] The Particle Mark

A system, not a stamp.

The dot field is Zorinto’s most flexible asset. Disperse it, repeat it, animate it — as long as the dot weight stays in family with the original.



RULE OF THUMB · KEEP DOT DIAMETER ≥ 8PX ON SCREEN AND ≥ 2MM IN PRINT. BELOW THAT, THE FIELD READS AS NOISE RATHER THAN A SYSTEM.

[14] Voice & tone

How we sound.

01

Precise.

Numbers, units, named regions. We say *"412,000 handoffs"* not *"a lot of handoffs."*

02

Confident.

Short sentences. Active verbs. We earned the right to be direct — we use it.

03

A little warm.

An occasional human aside. We are engineers; we are not machines.

✓ WE SAY

"On-time at 99.94% across twelve regions."

"The grid re-balances every four seconds."

"Built to move."

"We routed it. You'll get it tomorrow."

× WE DON'T SAY

"Best-in-class synergistic solutions."

"Revolutionizing logistics forever."

"Unleash the power of throughput."

"We're so excited to share!! 🎉"

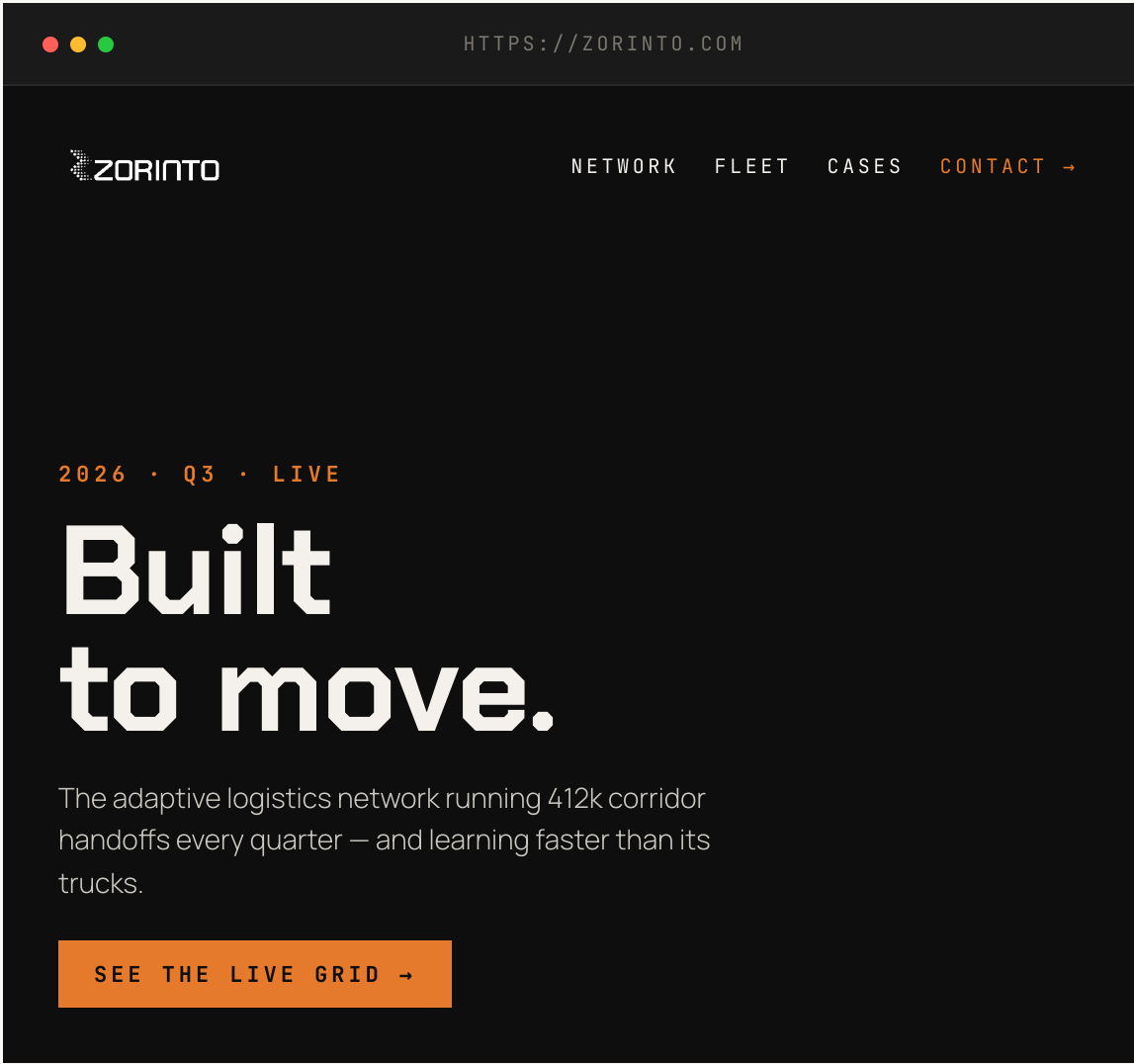
[15] Applications

In the wild.

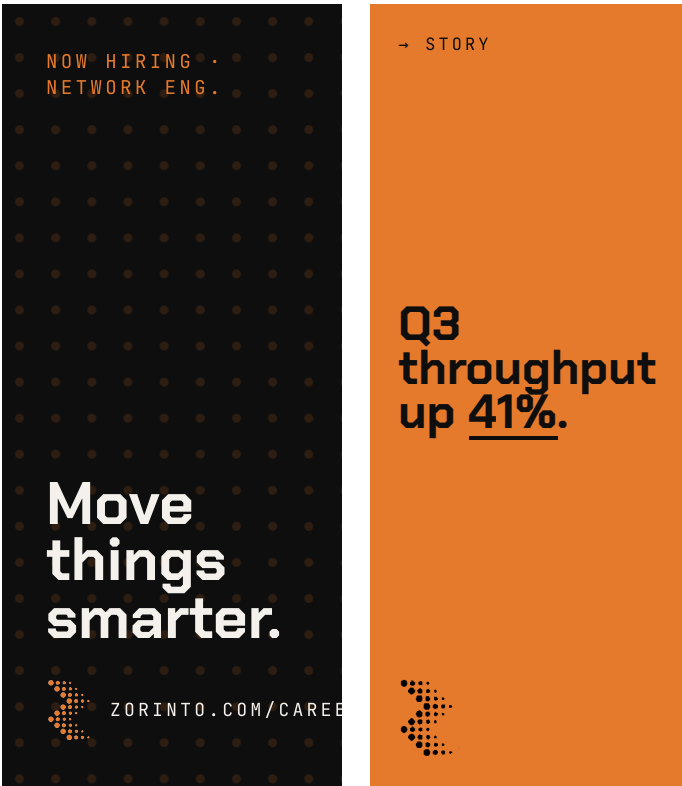
01 · BUSINESS CARD · 85 × 55 MM



02 · POSTER · A2 · VERTICAL ED. 04



03 · SOCIAL · SQUARE & STORY



[15A] TRADE MARK

Registered. Use it right.

ZORINTO is a registered UK trade mark. The ® tells people the name is protected, but it is only true for the word, in the UK, for the services we registered. These rules keep every use accurate.

01 · PRIMARY LOCKUP WITH ®



Files end in **-registered.png**, one for each of the five approved forms.

02 · REVERSED LOCKUP WITH ®



The ® takes the wordmark colour: Carbon or white. Never Pulse.

03 · THE REGISTRATION

MARK	ZORINTO (word mark)
NUMBER	UK00004405762
OWNER	Zorinto Ltd, company no. 15494238
CLASS	42: software development, SaaS and PaaS, web design and hosting, IT consultancy and support, graphic and logo design
REGISTERED	16 October 2026, effective from 22 June 2026
TERRITORY	United Kingdom and Isle of Man
RENEWAL	Due by 22 June 2036

✓ DO

Use the ® lockups wherever the logo appears at 160 px wide or more.

In text, add ® to the first or most prominent ZORINTO on a page.

Add the notice line to footers, signatures and printed matter.

Below 160 px wide, use the standard lockup; the ® is unreadable at that size.

× DON'T

Put ® on the Particle Mark, favicons or avatars. The dot device is not registered.

Use ® outside the UK until the mark is registered there. Use ™ or nothing instead.

Use ® for products or services outside Class 42.

Recolour, resize or move the ® independently of the lockup.

04 · NOTICE LINE

ZORINTO® is a registered UK trade mark of Zorinto Ltd.

[16] End of book

Now go move something.

BRAND CONTACT

info@zorinto.com

For partnerships, press kits, asset requests and questions about anything in this book.

ASSET LIBRARY

zorinto.com/brand

SVG and PNG logo lockups, the Chakra Petch & Manrope font kit, color & ICC profiles.

VERSION

v1.0 · 2026.05

Living document. Re-issued whenever the system meaningfully changes. Suggest edits to the

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