

OFFICIAL BRAND GUIDELINES

Zyntra

Your entire creator team, powered by AI

VERSION

1.0

UPDATED

April 2026

AUDIENCE

Partners & Press

CONTACT

admin@azineutra.com

Logo Variations

The Zyntra logomark is always set in Space Grotesk Bold. The "Z" acts as a hero letter; "yntra" in brand purple completes the wordmark. Six approved variants cover every use case.

 <p>Primary — Dark Use on dark backgrounds</p>	 <p>Light Background Use on white/light surfaces</p>	 <p>Gradient Lockup Hero / showcase moments</p>
 <p>Icon Badge App icon, favicon, avatar</p>	 <p>All-White On brand-color backgrounds</p>	 <p>With Tagline Documents, presentations</p>




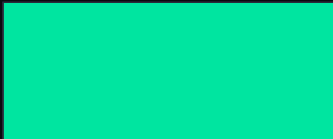
Ø=ÜÐ Clearspace Rule

Always maintain a minimum clearspace equal to the cap-height of the "Z" on all four sides of the logo. Never crowd the logo with other elements.

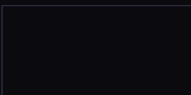
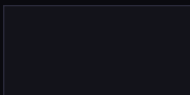





Brand Colors

Our palette is rooted in deep darks with vibrant purple and pink accents. These values are authoritative — use exact values in all digital contexts.





PRIMARY COLORS

			
Brand Purple HEX #7C5CFC RGB 124, 92, 252 HSL 253°, 95%, 67%	Accent Violet HEX #a855f7 RGB 168, 85, 247 HSL 270°, 91%, 65%	Hot Pink HEX #ec4899 RGB 236, 72, 153 HSL 330°, 81%, 60%	Mint Green HEX #00E5A0 RGB 0, 229, 160 HSL 158°, 100%, 45%

BACKGROUND & SURFACE COLORS

						
Background #0a0a0f	Surface #13131a	Surface Raised #1a1a26	Border #2a2a3a	Text Primary #ffffff	Text Secondary #a0a0b8	Text Muted #6b6b8a

BRAND GRADIENTS

			
Primary Gradient linear-gradient(135deg, #7C5CFC, #ec4899)	Soft Gradient linear-gradient(135deg, #a855f7, #ec4899)	Dark Card Gradient linear-gradient(145deg, #1a0a2e, #0d0d1f)	Growth Gradient linear-gradient(135deg, #7C5CFC, #00E5A0)

Type System

Two fonts, used with purpose. Space Grotesk for everything that demands attention. Inter for everything that needs to be read.

Space Grotesk

google.com/fonts — open source

DISPLAY & UI

800 / 3.5rem

AI runs the grind.

700 / 2rem

Your creator team, 24/7

600 / 1.125rem

Section headings and card titles

500 / UPPERCASE

CATEGORY LABELS & TAGS

Inter

rsms.me/inter — open source

BODY & SUPPORT

500 / 1.0625rem

Lead paragraphs and featured copy

400 / 1rem

Body copy at reading size. Keep line length under 75 characters.

400 / 0.875rem

Secondary UI text, captions, metadata, helper text

Mono fallback

#7C5CFC · rgb(124, 92, 252)

LINE HEIGHT

Display: 1.1 · Heading: 1.2 · Body: 1.65 · Compact UI: 1.4

LETTER SPACING

Display: " 0.02em · Headings: " 0.01em · Labels: +2px

NEVER USE

Light weights (300) on small text. More than 2 typefaces at once.

How Zyntra Communicates

We handle the repetitive so creators can focus on the creative. Our voice reflects that — confident, direct, energizing. Not corporate, never preachy.

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Direct & Confident

Say what you mean. Skip the hedge words. "Zyntra handles your brand deals" — not "Zyntra may help you potentially manage some of your brand deal workflow."

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Creator-First

We speak creator language. We know the grind — posting schedules, brand deal decks, analytics deep-dives. We're not tech bros explaining AI to beginners.

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Energizing

We're on their team, not talking at them. Every line should feel like a hype partner, not a SaaS product manual. Make them feel like they just upgraded.

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Smart, Never Complex

Technically sophisticated but never intimidating. We explain AI capabilities without making creators feel like they need a CS degree to use us.

Voice in Practice

ZYNTRA VOICE

"Your AI posted 3 times while you slept. One of them went viral."

"Brand deal from NordVPN just landed in your inbox. We flagged it as high-fit — 94% match."

"You handle the camera. We handle everything else."

OFF-BRAND

"Our AI-powered platform leverages machine learning to optimize your content strategy across multiple channels."

"We provide comprehensive creator monetization solutions that may help improve your revenue streams."

"Zyntra is excited to announce new features!"

Keyword Vocabulary

autonomous

creator stack

AI crew

runs while you sleep

the grind

full-stack creator

zero tools, one platform

powered by AI

build the brand



Do's & Don'ts

These rules protect the integrity of the brand across all partner, press, and creator touchpoints.

Do This

- Use the logo on approved dark or light backgrounds as shown in the logo section
- Maintain the clearance space around the logo at all times
- Use only the brand typefaces (Space Grotesk + Inter)
- Use the gradient only on high-contrast backgrounds
- Where full brand name is required, use "Zyntra" in all text — not "Z" alone
- When using the logo, the pink-to-purple gradient direction is consistent with the logo
- When writing about Zyntra, capitalize the Z: "Zyntra" not "Zyntra"
- Contact us before placing the Zyntra brand in an ad campaign or paid placement

Don't Do This

- Don't recolor the logo — use provided variants only
- Don't stretch, warp, or distort any logo variant
- Don't place the logo on busy photo backgrounds without a clear contrast layer
- Don't use the brand purple (#7C5CFC) as a background
- Don't create unofficial logo variations or mash-ups with other brands
- Don't brand with brands that contradict creator or business values
- Don't use the logo on a way that implies official partnership without written agreement
- Don't use the logo on dark backgrounds — use the dark-background version

Questions about brand usage?

Reach out before any paid placements, co-branded content, or derivative uses.

admin@aizyntra.com

Brand in the Wild

Reference mockups showing how the Zyntra identity system comes to life across key touchpoints.

The image displays three distinct application mockups for the Zyntra brand, all set against a dark background. The first mockup is a social media post featuring a circular profile picture with a white 'Z' on a blue background, the name 'Zyntra', and the handle '@aizyntra'. The text of the post reports on AI activity and includes several hashtags. The second mockup is an email header with the Zyntra logo, a 'Creator Update' tag, and a headline about AI tasks. The third mockup is a pitch deck slide with the heading 'THE PROBLEM' and a bold statement about time waste, followed by a list of services and the Zyntra logo in the bottom right corner.

Social Media Post — Dark Theme

Email Header & Preview

Pitch Deck Slide — Dark Theme

Need custom brand assets?

Contact admin@aizyntra.com for high-res logo files, brand asset packs, and custom co-branded materials for partnership campaigns.