

# ZONTRO BRAND IDENTITY 2026

**Vision:** Building a sustainable CNC manufacturing factory in Bangladesh.

**Philosophy:** Service First, Sales Second. Long-term trust over short-term profit.

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## 1. THE COLOR ARCHITECTURE (60-30-10 RULE)

To maintain engineering authority, we use a strict visual hierarchy. No other colors are permitted without CEO approval.

### PRIMARY (60%): ZONTRO INDUSTRIAL BLUE

*Used for: Machine chassis, logo, website headers, and corporate trust elements.*

- **Hex:** #004F9E
- **RGB:** 0, 79, 158
- **CMYK (Print):** 100, 50, 0, 38
- **RAL (Paint):** 5010 (Gentian Blue)

### SECONDARY (30%): ZONTRO STEEL GREY

*Used for: Control panels, technical specifications, backgrounds, and body accents.*

- **Hex:** #52595D
- **RGB:** 82, 89, 93
- **CMYK (Print):** 60, 50, 50, 20
- **RAL (Paint):** 7011 (Iron Grey)

### TERTIARY (10%): SAFETY YELLOW

*Used for: Emergency stops, moving part warnings, and digital "Call to Action" buttons.*

- **Hex:** #F6B511
  - **RGB:** 246, 181, 17
  - **RAL (Paint):** 1023 (Traffic Yellow)
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## 2. BRAND POLICIES

- **Zero-Inference Rule:** All technical specs must use Steel Grey to ensure clarity.
  - **Safety First:** Any moving hazard or electrical point on the machine must be painted Safety Yellow.
  - **Authenticity:** Only real ZONTRO machine photos (studio quality, white background) are to be used in quotations. No generic stock photos.
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## 3. CORPORATE FOOTER DATA

**Dhaka Office & Warehouse:** Level-06, Room No-603, TTI Bhaban, Tool and Technology Institute (TTI), BITAC. North Manikdia, Sabujbagh, Dhaka. **Contact:** 01939-176155.

**Syedpur Office & Warehouse:** Syedpur Bus Terminal, Syedpur, Nilphamari - 4. **Contact:** 01752-898396 / 01738-511413.

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## 4. DESIGNER INSTRUCTIONS

"When designing for ZONTRO, remember: We are not just selling machines; we are building engineering people. The design must feel heavy, reliable, and clean. Strip away all unnecessary decorations, red boxes, or pink gradients. Engineering is the star."