



Challenging easiness

## BRAND GUIDELINES

[www.zevenet.com](http://www.zevenet.com)



# Our roots

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Zevenet is the outcome of a natural growth of the primary brands Sofintel IT Engineers SL and its main product Zen Load Balancer. Melting down both of them we designed Zevenet, a strong consistent and more powerful brand which concentrates brand effort, development and brand evolution for easing our customers load balancing experience and compete on the ADC market.

As Zen Load Balancer evolution, Zevenet took the “Z” as an heritage of its previous brand.

Followed by the word “even” which means “At the same level; continuous or regular, equal or equally balanced, forming a whole number that can be divided exactly by two” Terms which conveys the stability and security of our load balancing solution.

And “net” for network the main source of our activity.



# Mission, vision, values

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## Mission

We help our customers to optimise their business by ensuring the easiest high availability solution on the load balancing industry, so that guaranteeing the continuity of their services towards an intuitive and easy to use ADC software.



## Vision

We work towards excellence for enhancing our products and services on the seek of becoming a reference among the ADC and load balancing suppliers.



## Values

We are lead by the principles:

**Teamwork**  
**Passion**  
**Transparency**  
**Innovation**  
**Excellence**

# What to communicate

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**Open** (open source based, open source principles)  
**The easiest** and user friendlier high availability solution

Claim resulted from the terms **open** and **easy**

Challenging easiness

# Logotype and symbol correct uses

For printing



For digital



Black frame of the logotype



## Typography

Roboto

Light 300  
Zevenet, challenging easiness

*Light 300 Italic*  
*Zevenet, challenging easiness*

**Bold 700**  
**Zevenet, challenging easiness**

***Bold 700 Italic***  
***Zevenet, stepping further***

R (33) G (181) B (115)  
#21b573

R (153) G (153) B (153)  
#999999

R (89) G (89) B (89)  
#595959

## Authorised uses of the logotype

