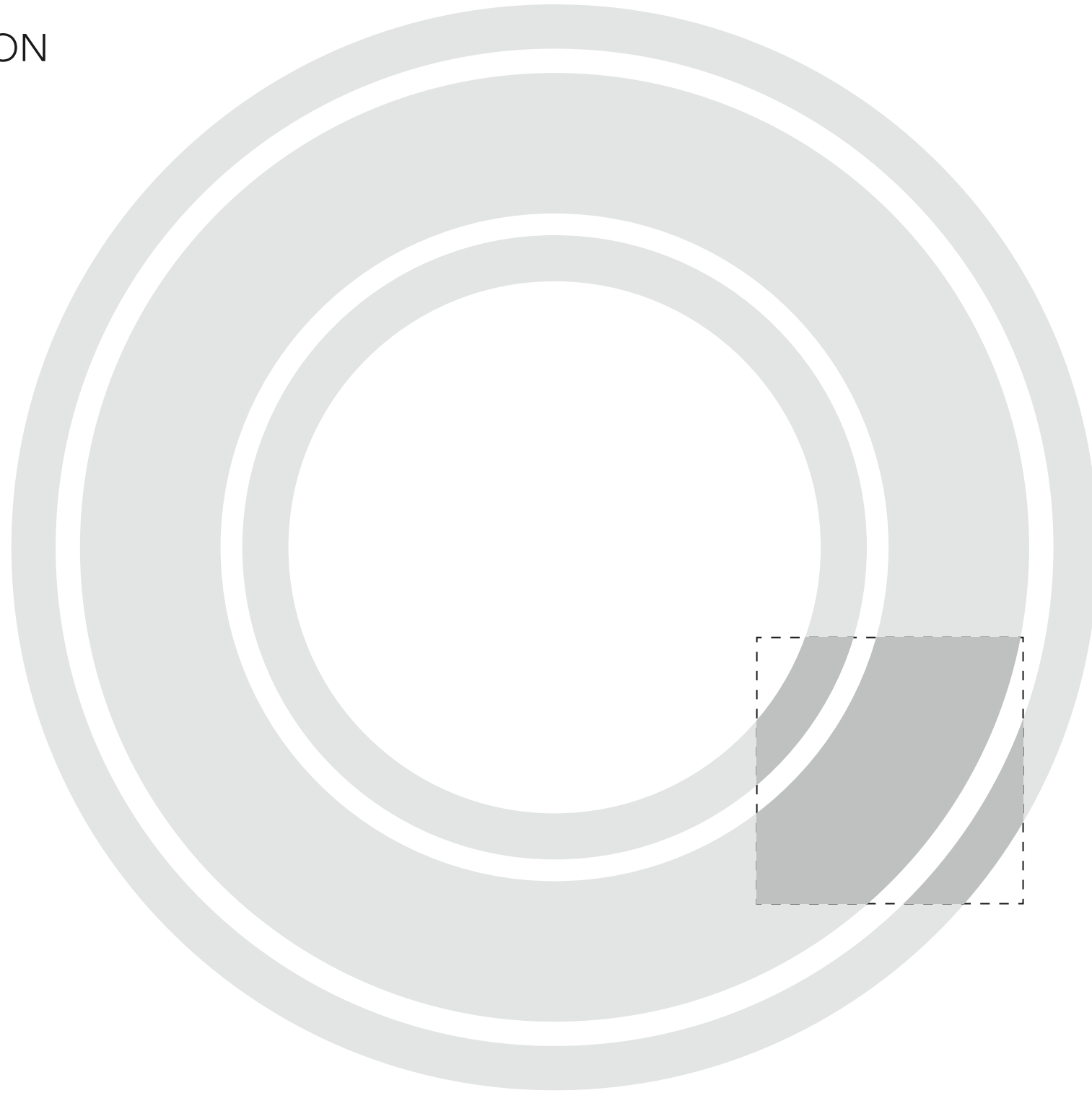


The image features a solid teal background. In the center, there are three concentric circles of a lighter teal shade. The text 'ZAYA VISUAL IDENTITY GUIDE' is centered horizontally and partially overlaid by the circles.

ZAYA VISUAL IDENTITY GUIDE

OUR ICON



The cropped three-curve symbol from the full circles represents care, movement, and hope -Zaya's core pillars. Inspired by flowing motion, the mark suggests a continuous path forward. Its minimalist form evokes both embrace and progress, symbolizing Zaya's graceful support in every step toward healing.



OUR WORD MARK

The Zaya wordmark combines boldness with balance, reflecting stable and assured movement. Its clean, rounded structure conveys clarity, support, and confidence, embodying the brand's mission to restore dignity through movement. This wordmark is designed to feel grounded while also possessing a sense of forward energy.



zaya

OUR LOGO PRIMARY



zoya

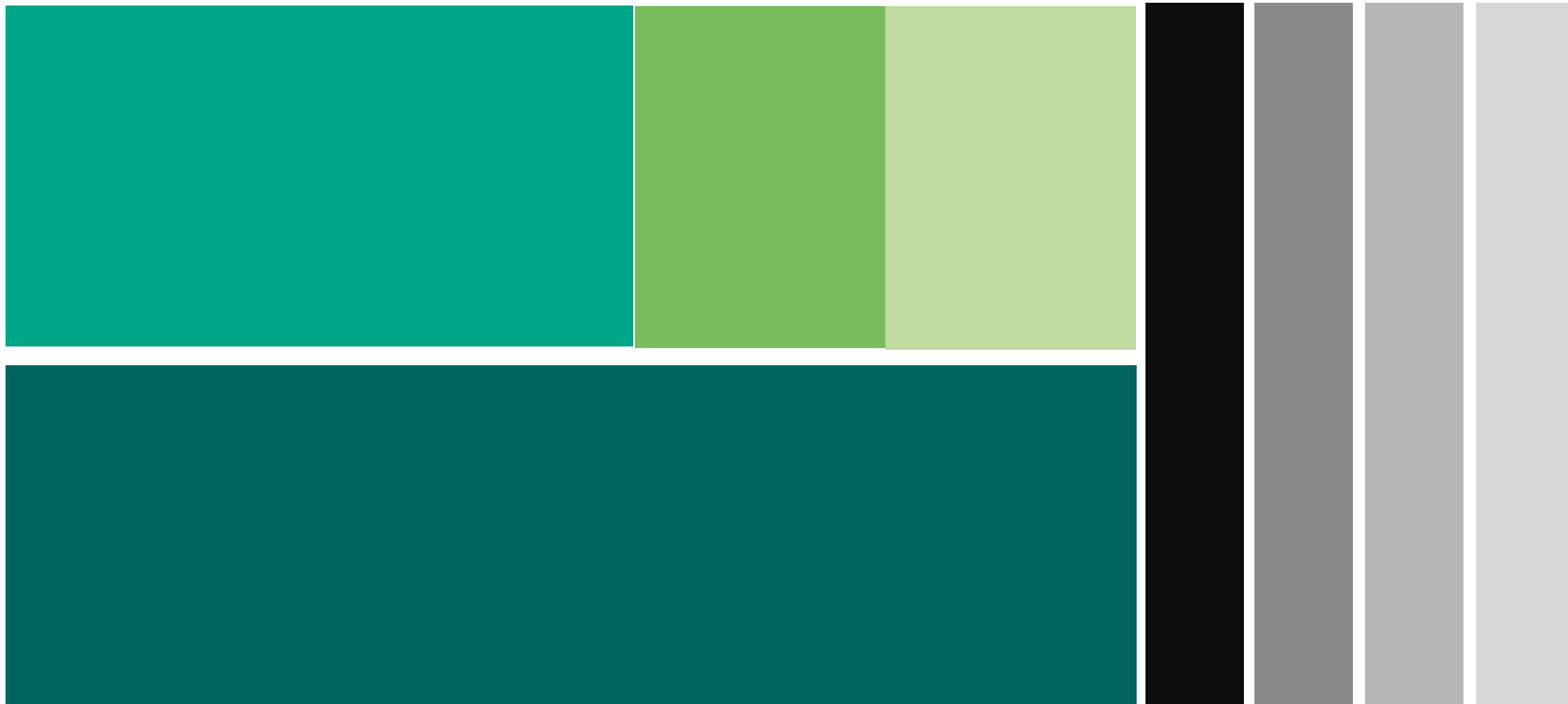


zoya

OUR LOGO SECONDARY



OUR COLOURS



LOGO APPLICATION



OUR FONTS

**THE FIVE
BOXING
WIZARDS
JUMP
QUICKLY.**

The five
boxing
wizards
jump
quickly.

Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%&?

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%&?

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%&?

Avenir Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%&?**

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next step
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