

ZCSA Brand Guidelines v1.0

Zai Combat Sports Agency (ZCSA) brand identity is built for consistency across digital, print, and media. Use these guidelines to ensure the brand is always represented correctly.

1. Logos

The ZCSA logo is available in black and white versions for use on light or dark backgrounds.

Rules:

- Always keep clear space around the logo (equal to the height of the 'Z').
- Do not stretch, crop, or recolor the logo.
- Minimum size: 1 inch width in print / 150px on screen.

2. Colors

Color	Hex	RGB	CMYK
White	#f5f5f5	RGB 245,245,245	CMYK 0,0,0,4
Medium Gray	#4a4a4a	RGB 74,74,74	CMYK 0,0,0,71
Blue	#3a7bb4	RGB 58,123,180	CMYK 67,32,0,29
Light Gray	#e5e5e5	RGB 229,229,229	CMYK 0,0,0,10
Red	#cc0000	RGB 204,0,0	CMYK 0,100,100,20
Black	#000000	RGB 0,0,0	CMYK 0,0,0,100

3. Typography

Headline font: Bebas Neue (Bold, uppercase).

Body font: Montserrat (Regular, for readability).

Usage examples:

- Headlines: Strong, bold, uppercase titles.
- Body: Clear, simple, easy-to-read text.

4. Imagery Style

ZCSA imagery follows a 'Raw Gym Look'—action-focused, high-contrast, gritty textures.

Examples: fight photos, training, behind-the-scenes documentary style.

5. Social Media & Digital

- Avatar marks: simplified logo symbol for profile icons.
- Recommended minimum sizes: 1080x1080 (IG posts), 1200x630 (website thumbnails), 1920x1080 (YouTube).

6. Usage Examples

Correct Usage: Black logo on light background, white logo on dark background.

Incorrect Usage: Do not distort, recolor, or place on busy backgrounds.