



Visual guidelines



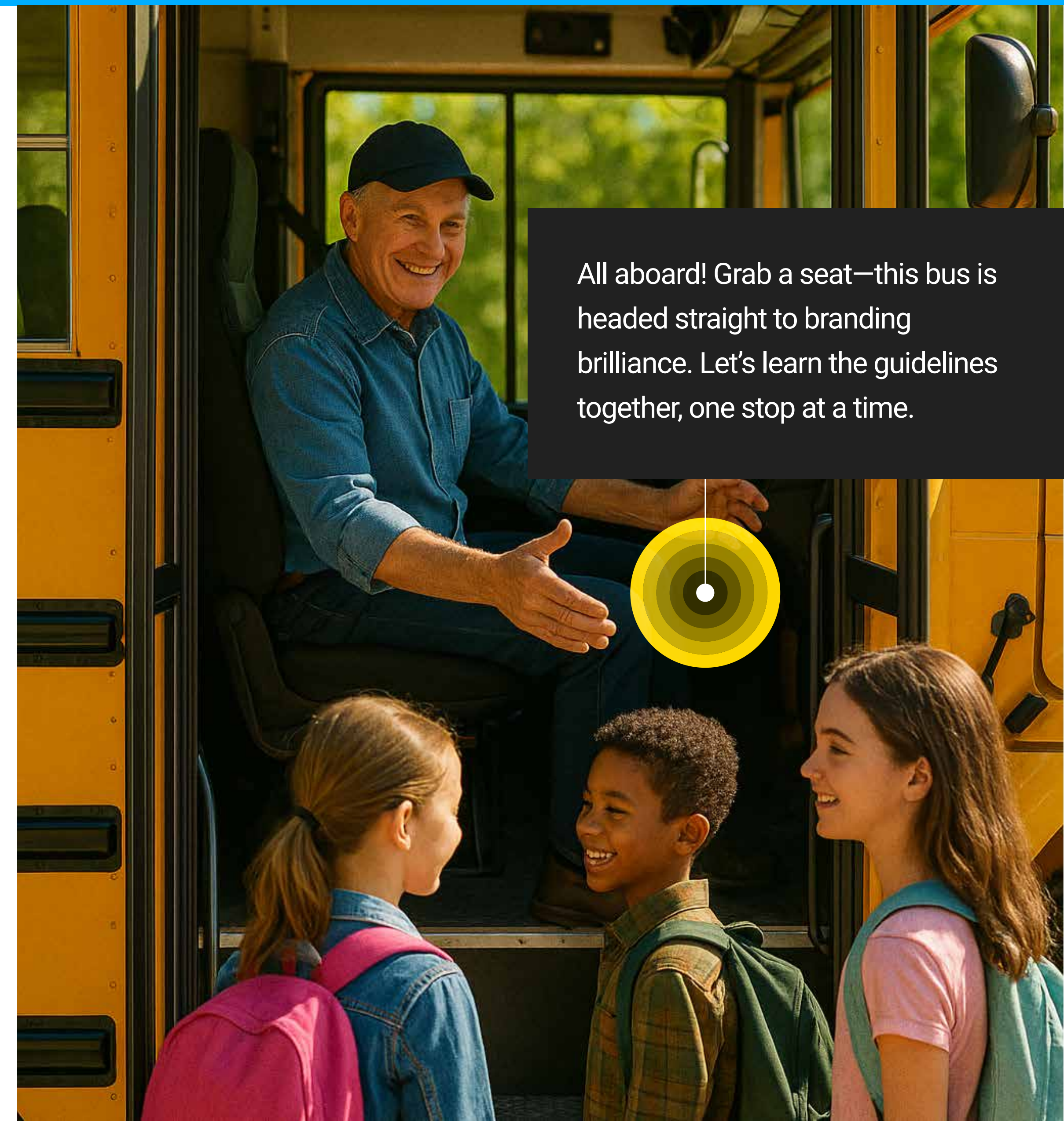


Welcome to our visual brand guideline

A visual brand guide is more than just a style book—it's a critical tool for consistency, clarity, and connection. It ensures that every visual element, from colors and typography to imagery and layout, aligns with our brand's voice and values. By following the guide, every team member and partner can create materials that feel unified and professional, whether they're designing a web page, a presentation, or a social post. This consistency builds trust with our audience, reinforces our identity in the market, and helps us tell a cohesive story across every touch point. In short, the visual brand guide is what transforms individual efforts into a powerful, recognizable brand experience.

Slides of content

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All aboard! Grab a seat—this bus is headed straight to branding brilliance. Let's learn the guidelines together, one stop at a time.

Born out of combining legacy Zonar Systems—a leading provider of enterprise fleet management technology—and GPS Trackit, a recognized leader in fleet solutions for the service industry. We are trusted to protect our nation’s children every day. And the clear choice for small to mid-sized businesses, enterprise fleets, and public sector organizations across the Americas.

zonarsystems.com | info@zonarsystems.com | (877) 843-3847

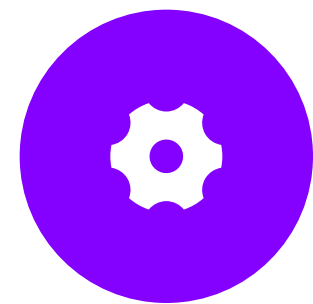
01

Zonar was built on partnership and a drive to make a difference.
On the road and in the world.

About the brand

Brand goals

Brand goals give our team a clear sense of purpose. They align our efforts, guide decision-making, and ensure every message and experience reflects what we stand for.



Drive efficiency

Deliver smart solutions that reduce downtime, streamline work flows, and maximize the performance of every vehicle in the fleet.



Strengthen customer trust

Maintain reliable, scalable solutions backed by exceptional support—building lasting relationships through consistent performance.



Empower with data-driven insights

Turn real-time data into smarter decisions that drive safety, compliance, and profitability for every customer.



Champion safety at every turn

Prioritize the protection of student riders, drivers, vehicles, and communities through proactive solutions that elevate fleet safety standards.

Company mission

We exist to make our customers successful, their fleets more efficient, and our roads safer for everyone.



02

Define how to use Zonar's logo correctly—covering placement, sizing, spacing, and color variations—to ensure consistency and protect brand integrity across all platforms.

Logo guides

Logo clearance and sizing

Minimum clearance

Ensure that the distance around the logo to anything else is the size of the "N" at minimum. Don't crowd the company logo.



Minimum size

Logo must be at least 0.1875 inches | 5 mm | 13.5 pixels.



Secondary and promotional logos

Use our primary logo for promotional materials whenever possible. If doing so undermines our logo's integrity for some reason, namely the radar, use our secondary logos instead. These logos preserve the brand but don't feature the radar and don't need a second color. They are ideal for small applications like pens, and for embroidery on things like shirts.


ZONAR®


ZONAR®


What not to do

Protect the logo, protect the brand


Using our logo improperly creates inconsistency, which reduces our audience's trust in us. It also weakens our brand; if we're not going to use our own logo properly, do we respect our own brand in the first place? Ensure you treat our brand properly, and avoid treating it as in the examples below.









Do not add any words or taglines to the logo.










Do not change the color of the logo.

Do not use the logo at angles other than horizontally.

Do not stretch or compress the logo out of proportion.







Do not add a stroke or other embellishment to the logo.

Do not use the logo as a word in a sentence.

Do not use a low resolution version of the logo.

03

Outline the official brand colors, including exact values (like HEX, RGB, and CMYK), and provide direction on how and when to use each color.

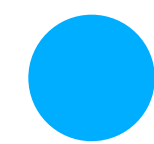
Color guides

Brand color


This six-part color palette is built to balance energy, clarity, and professionalism—making it perfect for a bold, modern brand.

Main brand pallet


True Blue

 **01** Hex: #00aeef
RGB: 0,174, 255
Pantone: Process cyan
CMYK:100, 0, 0, 0

Power Pulse Purple

 **02** Hex: #8400FF
RGB: 132, 0, 255
Pantone: PMS 266
CMYK: 76, 90, 0, 0

Safety Signal Yellow

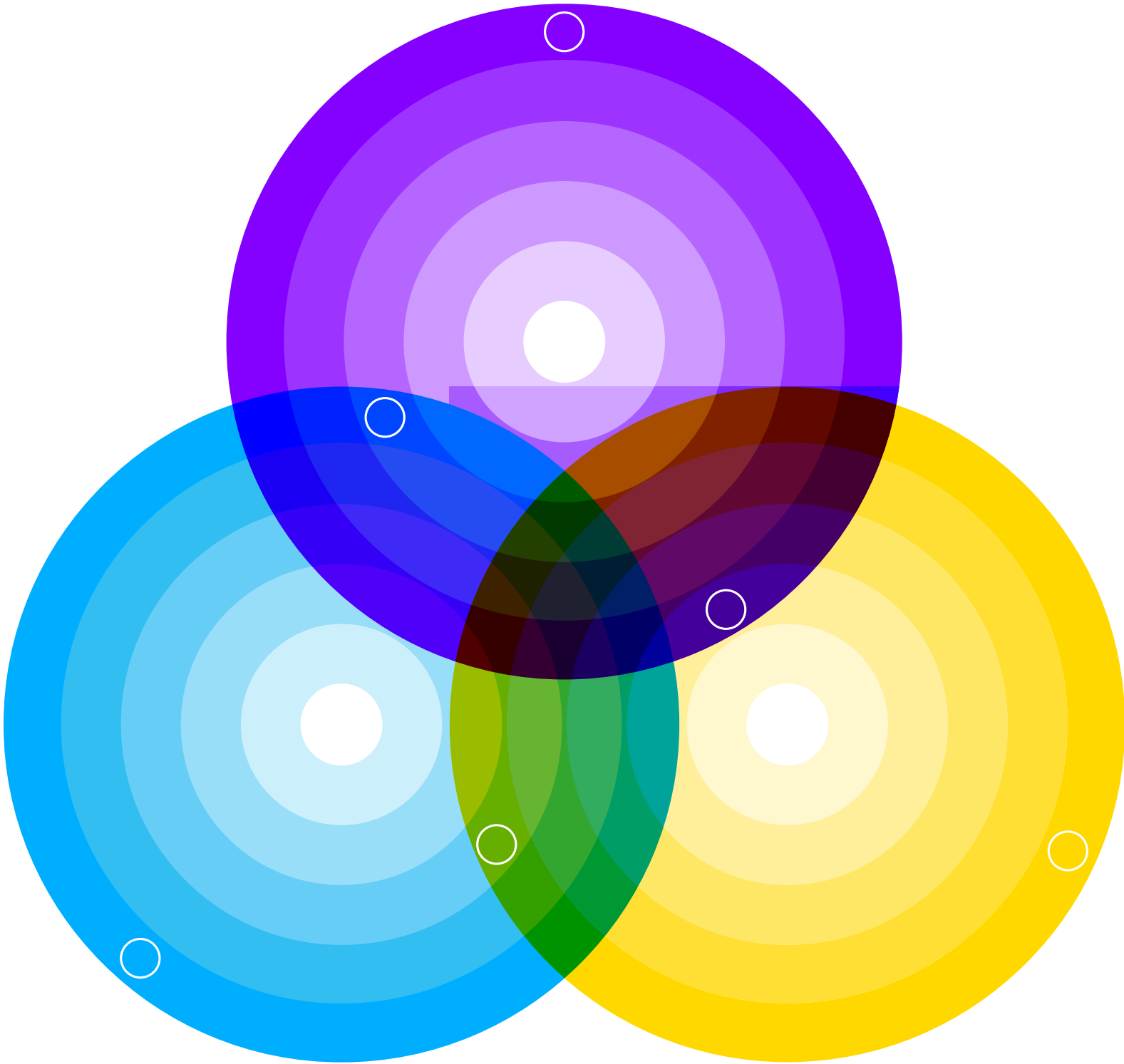
 **03** Hex: #FFD800
RGB: 255, 213, 0
Pantone: PMS 115
CMYK: 0, 6, 87, 0

Main brand color usage

Use main brand colors in headers, buttons, and key visuals to create consistency and strengthen brand recognition across all materials.



Color theory



Personality:
Knowledgeable wizard
Fact: Efficient

Personality:
Clever and witty
Fact: Safety net

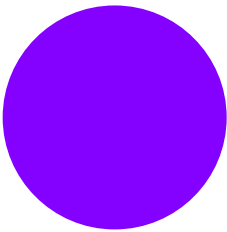
Personality:
Trustworthy sidekick
Fact: Dependable

Primary

Secondary

Power Pulse Purple

Bold and energetic. Represents our deep knowledge in the industry and drive to improve fleet performance and operational efficiency.
Hex: #8400FF
RGB: 132, 0, 255
Pantone: PMS 266
CMYK: 76, 90, 0, 0



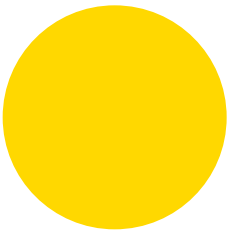
Precision Blue

Sharp, reliable and responsive. Symbolizes Zonar’s technical excellence and precise data collection and insights.
Hex: 005bf8
RGB: 0, 91, 248
Pantone: PMS 285
CMYK: 83, 65, 0, 0



Safety Signal Yellow

Bright, urgent and protective. Reflects our leadership in fleet safety.
Hex: #FFD800
RGB: 255, 213, 0
Pantone: PMS 115
CMYK: 0, 6, 87, 0



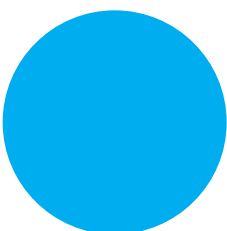
Operator Green

Grounded, sustainable, growing. Represents the platform and solutions that is our customer's fleet safety net.
Hex: 66ae00
RGB: 102, 174, 0
Pantone: PMS 369
CMYK: 68, 0, 100, 0



True Blue

Friendly, dependable, and trustworthy. Anchors how we interact with customers and prospects throughout the customer journey.
Hex: #00aeef
RGB: 0,174, 255
Pantone: Process cyan
CMYK:100, 0, 0, 0



Magnetic Magenta

Empathy, harmony and balance. Reflects our understanding of the challenges fleets face and our drive to help.
Hex: a60082
RGB: 166, 0, 130
Pantone: PMS 527
CMYK: 40, 100, 10, 1



UX colors

These UI colors are chosen for WCAG 2.1 accessibility compliance, ensuring that text and interactive elements meet contrast requirements for all users.



These colors are designed specifically for use in Zonar software, apps, and web interfaces. They help improve readability, accessibility, and user experience across digital platforms.

Primary UI Colors

Background White

Clean, open, and neutral for maximum clarity.
hex:FFFFFF RGB: 255, 255, 255



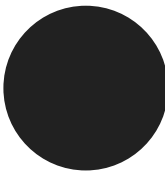
Interface Gray

Provides subtle separation of sections without adding visual weight.
Hex:F4F4F4 RGB: 244, 244, 244



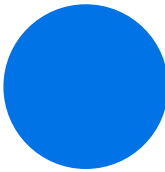
Contrast Black

High contrast background to differentiate sections of software or websites.
Hex: #212121 RGB: 33, 33, 33



Action Blue

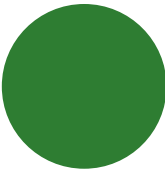
Guides user attention to primary actions like buttons, highlighted tabs and links.
Hex:#0073E6 RGB: 0, 115, 230



Feedback Colors

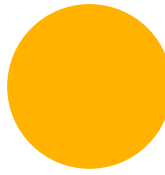
Success Green

Used for confirmations, completed actions, and positive status indicators.
Hex: #2E7D32 RGB: 46, 125, 50



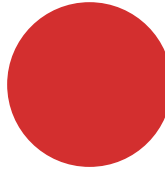
Warning Yellow

Highlights cautionary messages or required user attention.
Hex: #FFB300 RGB: 255, 179, 0



Error Red

Signals errors or critical issues needing immediate action.
Hex: #D32F2F RGB: 211, 47, 47



Power Pulse Purple

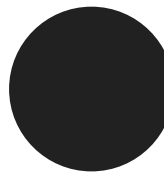
Highlights new product features, in-app guides or walk throughs.
Hex: #8400FF RGB: 132, 0, 255



Text and Icon Colors

Primary Text Black

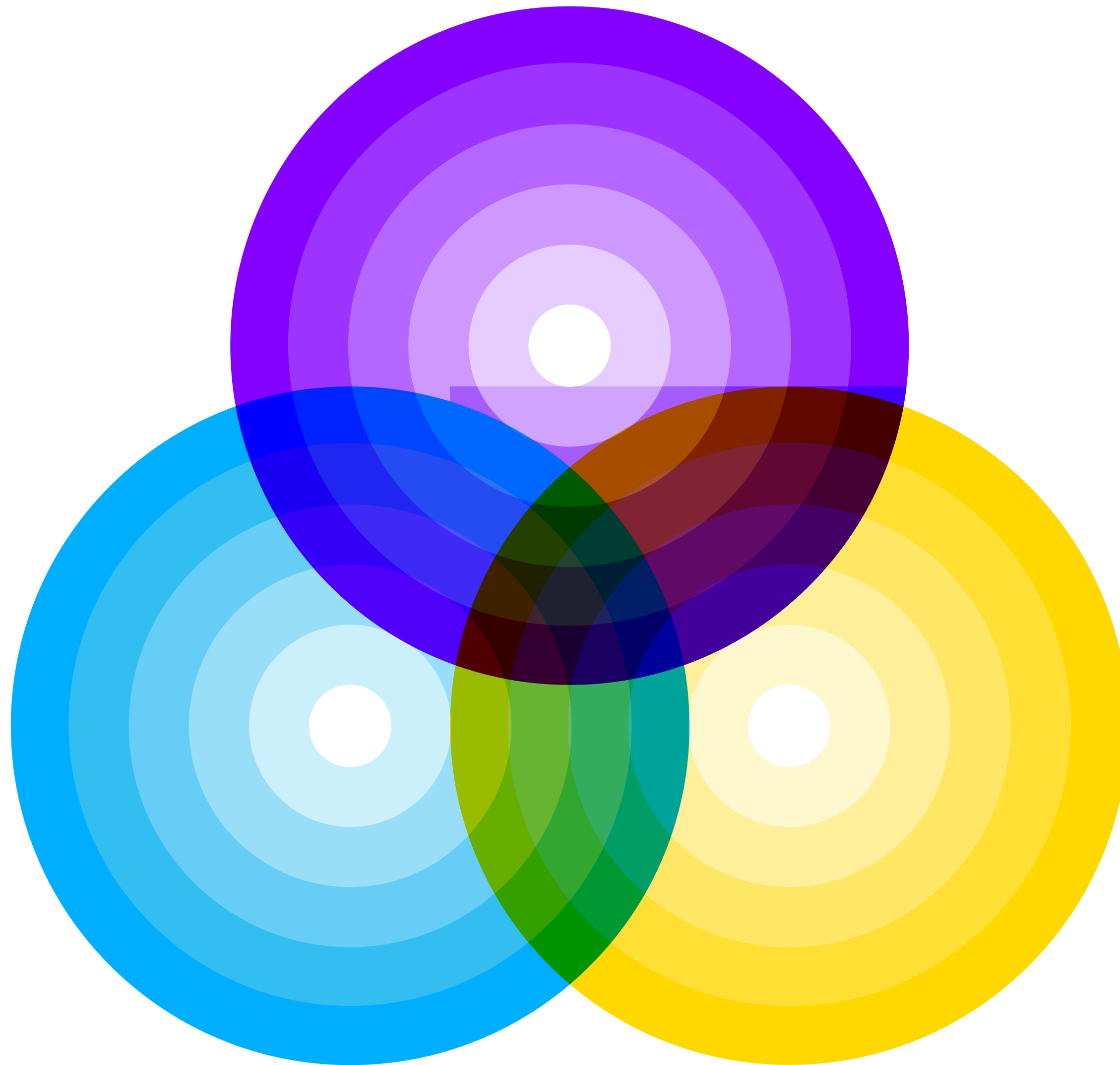
High contrast for maximum readability. Just a touch off of true black. We like that.
Hex: #212121 RGB: 33, 33, 33



Secondary Text Gray

For supporting information and less prominent content.
Hex: #666666 RGB: 102, 102, 102





Color opacities & concentric circles

Layering color with varying opacities allows us to expand our visual language without adding new colors. By adjusting transparency levels, we create depth, contrast, and dynamic overlaps—generating an entire spectrum while staying true to our core palette.

Extra style tip

Use the concentric circle to draw attention to key elements within a photo—creating a clear focal point that guides the viewer's eye and helps tell a more intentional, branded story.

04

Specify the brand's typefaces and how to use them to keep all communication clear and consistent.

Font guides

Typography

Roboto

Roboto is a modern, sans-serif typeface designed for clarity, versatility, and easy readability across digital and print media. It has a clean, geometric structure with open curves, making it feel approachable and highly legible at any size. Roboto balances a friendly appearance with professional precision, which is why it's a popular choice for modern brands—it works equally well in user interfaces, marketing materials, and formal communications. Its flexibility and sleek design make it a go-to font for creating a fresh, contemporary feel without sacrificing clarity.

Abc.

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Z

Font hierarchy

Font hierarchy is the visual system we use to guide readers through content. By varying font size, weight, and style, we create a clear structure that makes information easier to scan, digest, and act on.

<div>Aa</div>	<div>H1</div> <div>Heading</div>	<div>H2</div> <div>Heading</div>	<div>P</div> <div>Paragraph</div>
<div>Bb</div>	<div>Abcdefghijklmno</div> <div>Pqrstuvwxyz</div>	<div>Abcdefghijklmno</div> <div>Pqrstuvwxyz</div>	<div>Abcdefghijklmno</div> <div>Pqrstuvwxyz</div>
<div>Xx</div>	<div>Abcdefghijklmno</div> <div>Pqrstuvwxyz</div>	<div>Abcdefghijklmno</div> <div>Pqrstuvwxyz</div>	<div>Abcdefghijklmno</div> <div>Pqrstuvwxyz</div>

Roboto Bold

Use for:

H1 / H2 Headings

Page titles

CTA buttons

Why: Bold drives attention and establishes visual anchors. Use it to introduce key content, create scalability, and emphasize interactive elements.

Roboto Regular

Use for:

Paragraph body text

Descriptions

Lists and tables

Why:

Regular is your foundation for reading. Clean, legible, and comfortable over long stretches of copy.

Roboto Italic

Use for:

Quotes

Emphasis within body text

Why: Italic adds tone, contrast, or nuance—best reserved for moments of distinction in an otherwise neutral layout.

Roboto Medium

Use for:

H3 / v subheads

Navigation labels

Secondary buttons

Why: Medium strikes a balance between authority and readability—ideal for sub-navigation, small headers, and interactive labels that need subtle weight.

Roboto Light

Use for:

Captions

Metadata

Timestamps or disclaimers

Why: Light delivers subtlety and space. Use it to add quiet details without overwhelming the core message.

Roboto Black

Use for:

Brand headlines

Campaign slogans

High-impact callouts

Why: Black adds a bold, distinct personality to key messaging. Its geometric, block-like Lettering brings energy and confidence to statements meant to leave a lasting impression—perfect for branded moments that stand apart from everyday content.

05

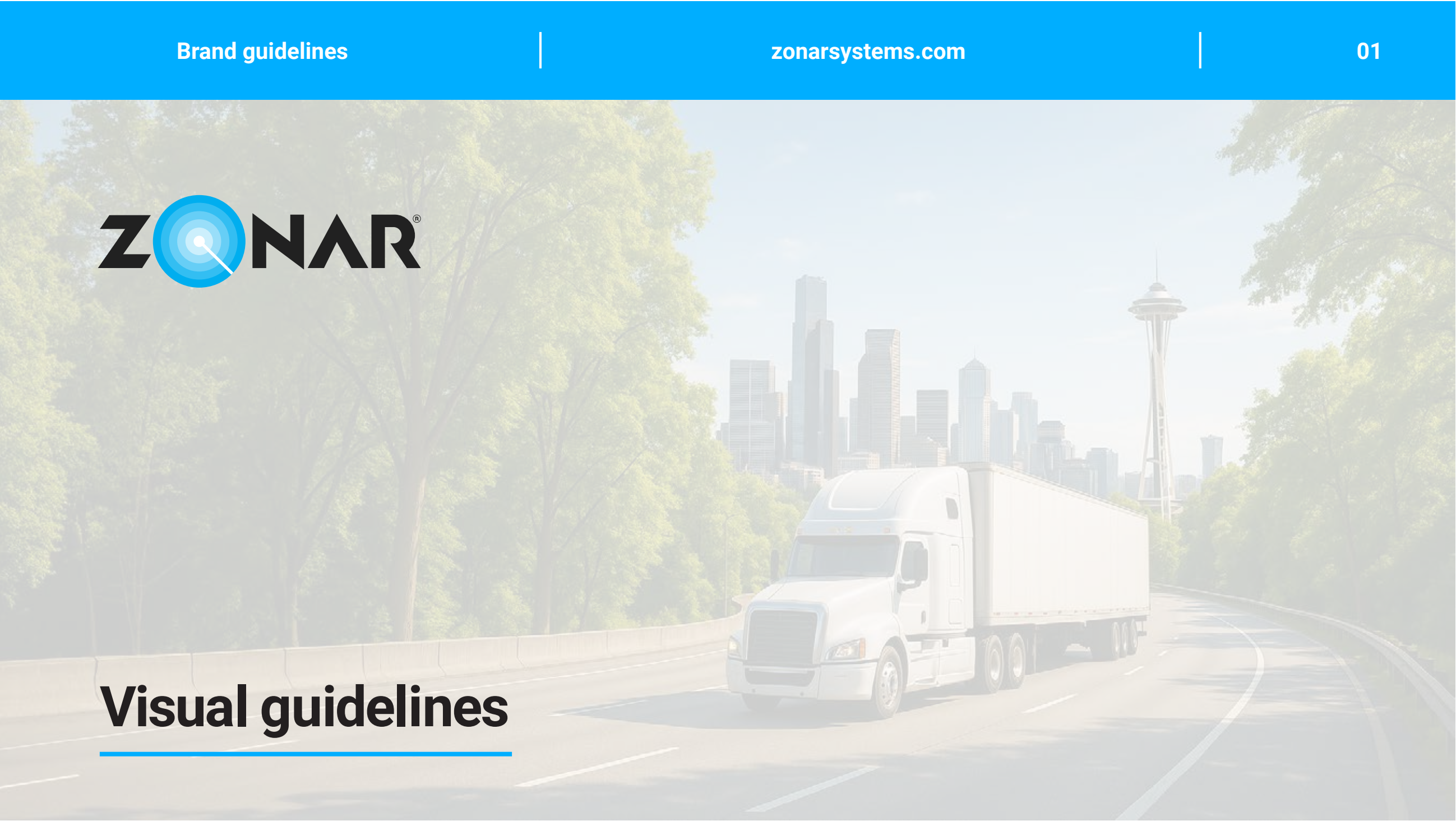
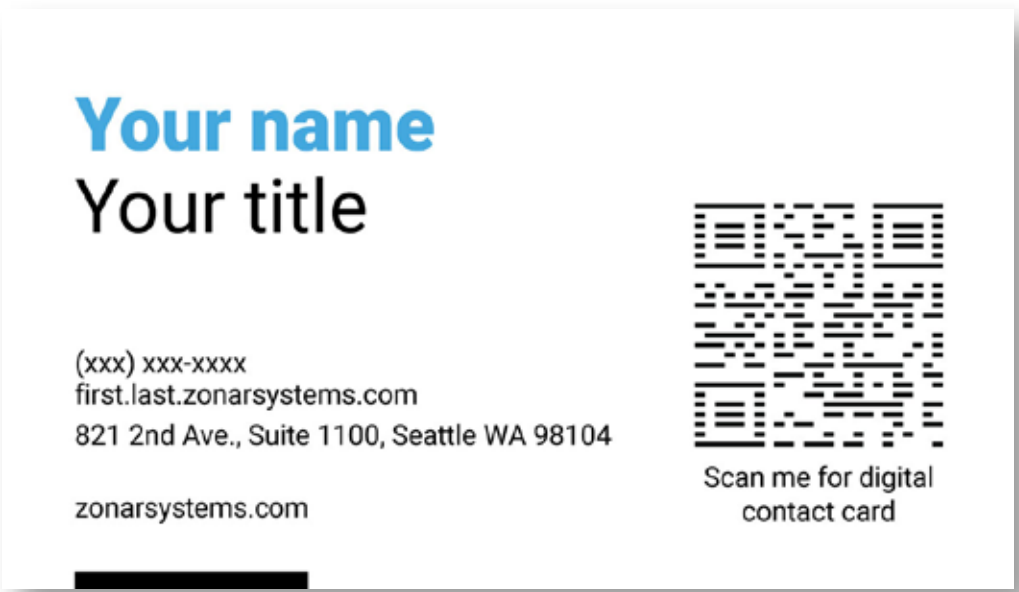
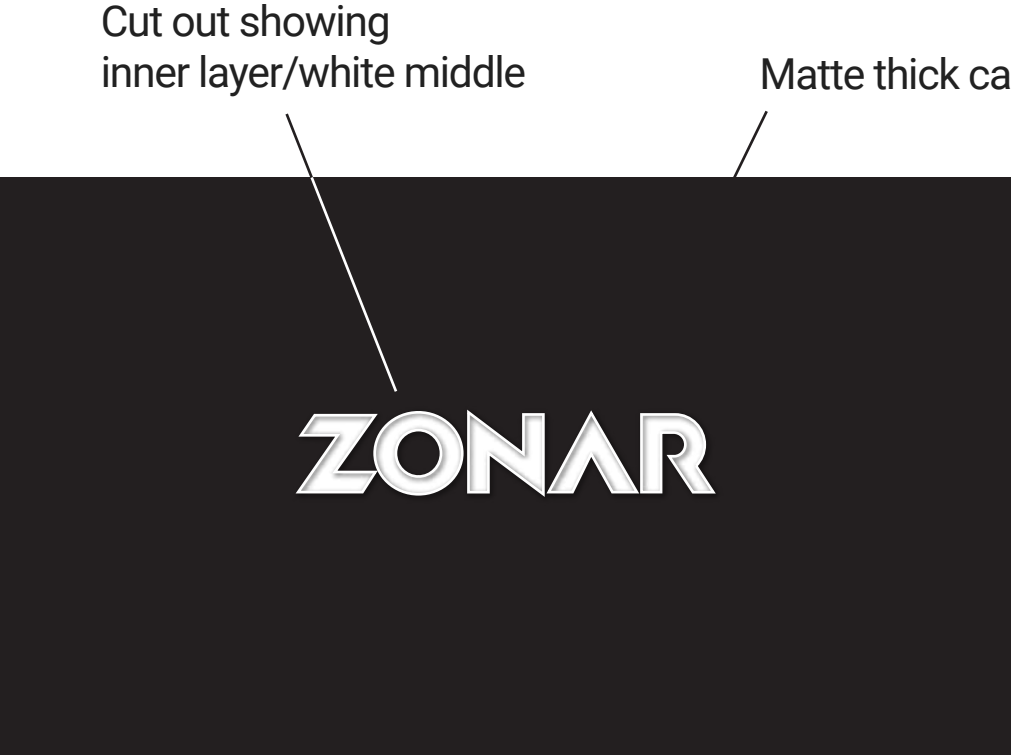
Stationery guides outline how to apply the brand's logo, colors, and fonts to business materials like Powerpoints, Letterheads , and business cards, ensuring a consistent and professional look.

Stationery guides

Sales enablement

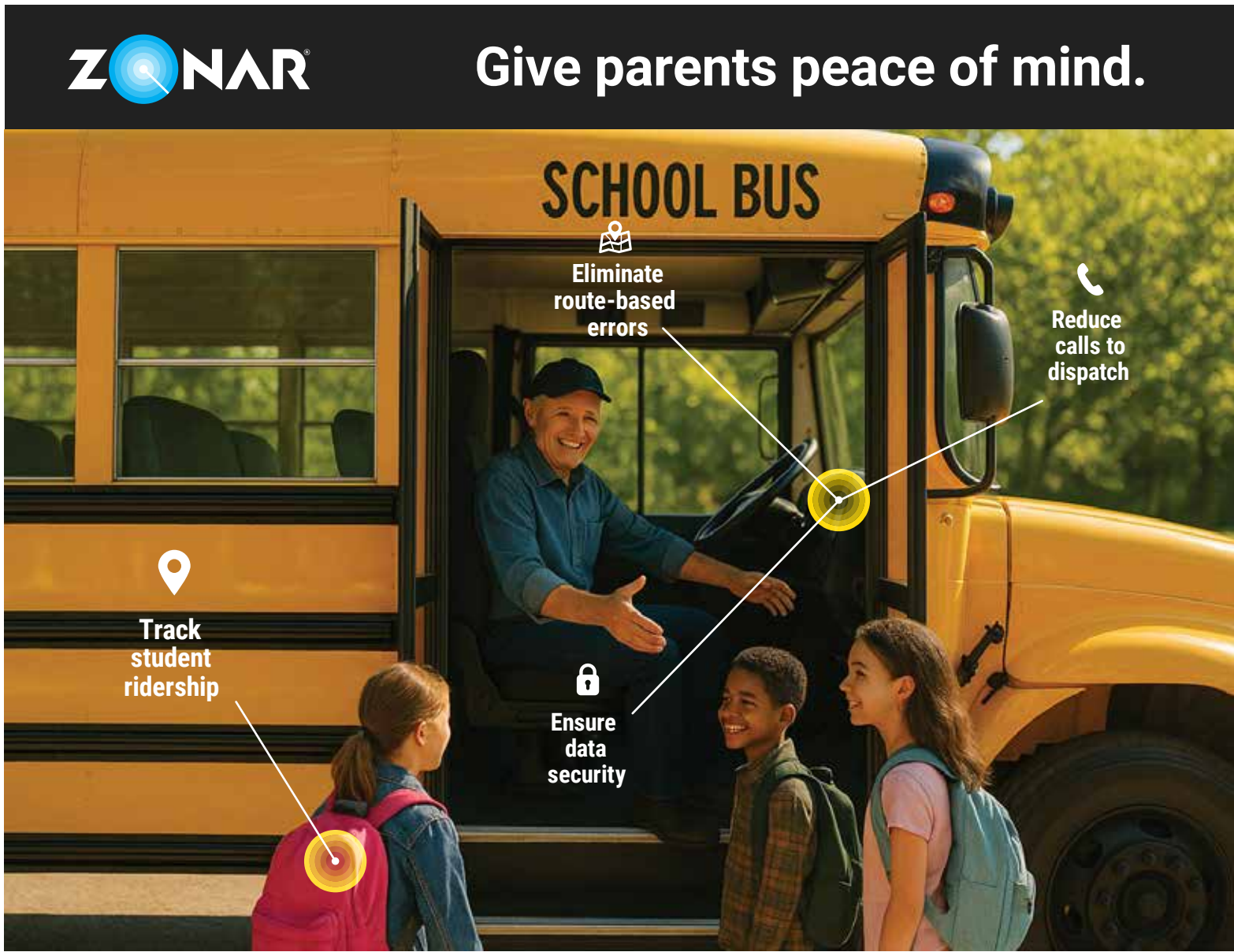
Power points

Business Cards



Letterhead

Product cut sheets



Open new lines of communication.

School districts and parents care about student safety, just from sight different perspectives. Zonar MyView brings peace of mind to both. Parents can use the MyView mobile app to see where their child’s school bus is located and customize proximity-based alerts. And districts can use MyView’s back-end dispatcher portal to communicate bus changes, delays or breakdowns directly to parents’ phones. Even bus substitutions automatically update in the parent app, creating a seamless workflow and less headache. Easier communication, peace of mind for everyone. All without needing a routing provider.

Lighten parents’ daily load.

Providing parents an easy-to-use mobile app to check on their child’s school bus whenever they need means one less thing for them to worry about. Routing provided apps’ estimate times of arrival are often inaccurate. MyView uses GPS data provided by the Zonar V4 telematics control unit (TCU) to track and display that bus’s location on an aerial map, powered by Google—all in near real time. Parents can create proximity-based alerts to plan complex home life accordingly.

Key features

- Real-time, map-based bus locator
- Support Assistant to answer questions
- Guaranteed parent and student information privacy
- Custom zones for each stop and facility
- Email alerts and SMS messages
- Zonar V4™ GPS tracking integration
- Available on smartphones, tablets and computers
- GPS, telematics and routing data analytics for

White papers



Contrast Black and True Blue show their meaning applied. The concentric circle highlights the focal point moment that we interact with our customers.

Customer case studies



Driver Coach

Solutions overviews



Driver Coach

06

By combining real-world environments, hero hardware/software visuals, and clear brand elements, these assets help customers visualize the impact of Zonar in action. This section outlines how to build mock-ups that are consistent, compelling, and unmistakably Zonar.

Product mock ups

The cook book

Background scene (human-centered environment)

A human-first composition featuring a real person interacting with technology or equipment anchors the story in a relocatable, everyday experience.

Whether it's a fleet manager checking data on a tablet, a bus driver greeting students, or a construction worker monitoring assets, the focus stays on the people who bring the technology to life. The environment—whether on the road, job site, or depot—supports the narrative without stealing attention from the human connection.

2. Product features (hardware + software in use)

Technology is shown in use, from tablets displaying real-time data to dash cameras or vehicle sensors. These product elements are integrated naturally into the scene, reinforcing the role technology plays in helping people do their jobs better, safer, and more efficiently.

3. Brand messaging (text + visual identity)

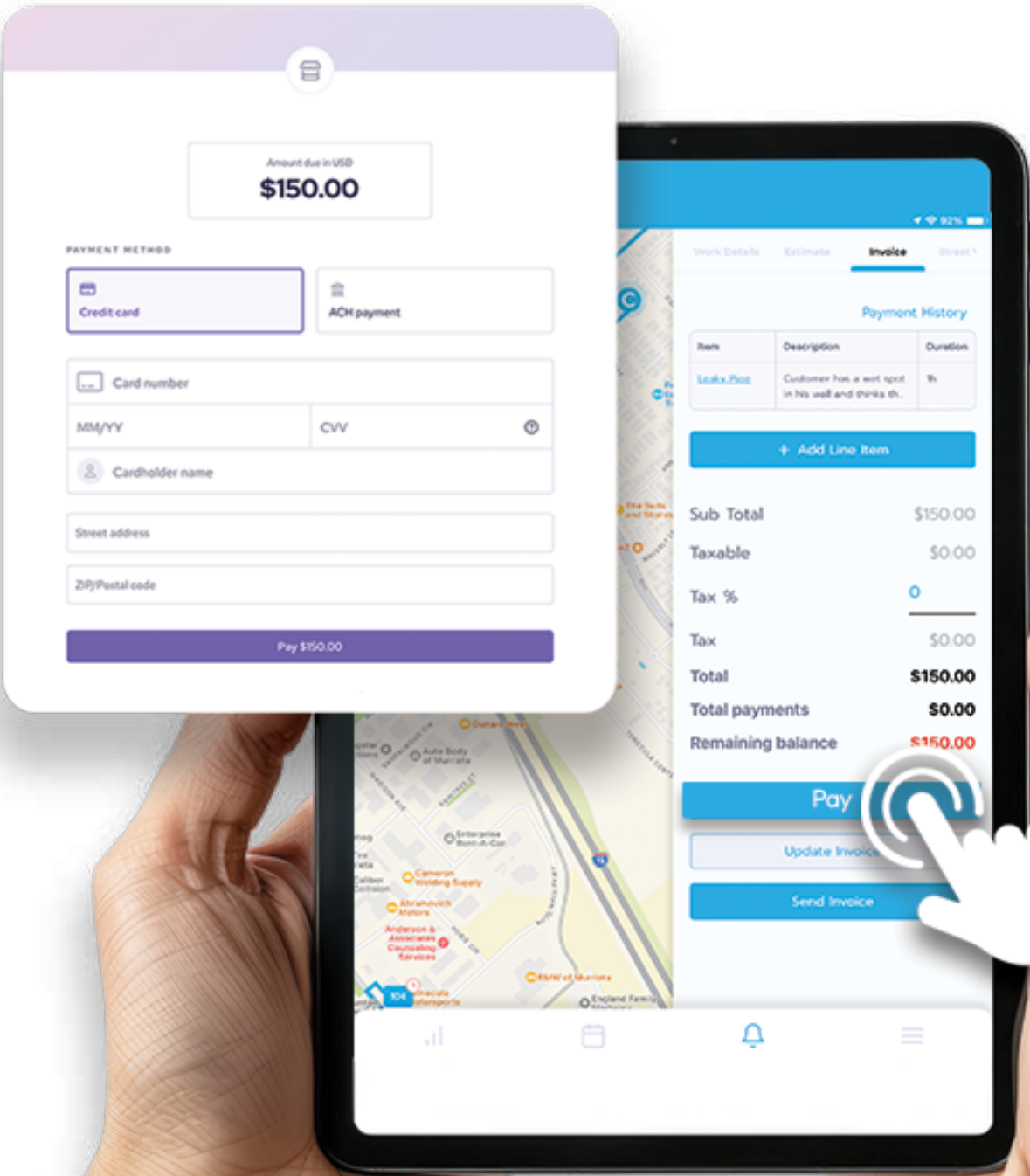
Bold headlines in Zonar purple and black introduce the story with clear, confident messaging. Supporting body text reinforces how Zonar empowers people with trusted, easy-to-use solutions that improve operations, safety, and compliance. Visual consistency is maintained with purposeful composition and clean layouts.

4. Logo placement (brand recognition)

The Zonar logo appears at the top of the slide and within the product interface when relevant, reinforcing brand visibility while keeping the focus on the human experience and the technology that supports it.

Recipe: Vocational

Equip every fleet asset and jobsite for maximum safety, efficiency and hard-working uptime.



Recipe: Pupil

Outfit your student transportation fleet for better safety, efficiency and on-time performance.



Recipe: Asset

Make sure every vehicle and asset in your mixed fleet earns its keep with maximum reliability and minimum critical failures.



Power take off
Data



Rapid &
Covert Installation



Moonlighting
Prevention

07

Our corporate apparel strikes the perfect balance between sporty and professional—ideal for making an impression at business events, conferences, or even a day on the golf course.

Apparel

Black polo design

A high-quality breathable golf polo is crafted from performance fabrics like polyester or poly-blends designed to wick moisture, regulate temperature, and provide all-day comfort.

Heat transfer technology

uses advanced materials and precision application to create high-quality, durable designs with vibrant colors and sharp detail. It's more efficient than traditional methods—offering faster production, less waste, and compatibility with complex artwork or small runs.



White polo design

A high-quality breathable golf polo is crafted from performance fabrics like polyester or poly-blends designed to wick moisture, regulate temperature, and provide all-day comfort.

Heat transfer technology

uses advanced materials and precision application to create high-quality, durable designs with vibrant colors and sharp detail. It's more efficient than traditional methods—offering faster production, less waste, and compatibility with complex artwork or small runs.



Black golf hat design

A moisture-wicking golf hat is a performance-focused blank made from lightweight, breathable materials that pull sweat away from the skin to keep you cool and dry. Designed for comfort and function, it features a structured fit, adjustable closure, and a smooth surface ideal for custom logos or heat transfers—making it perfect for active branding on the course.

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08

We tell powerful stories through imagery
that captures emotion, purpose, and
brand in a single frame.

Imagery guides

Capturing innovation with every frame

Zonar's visual storytelling focuses on high-impact, photo-realistic imagery that highlights our fleet management solutions in action. Each image is carefully crafted to evoke a sense of motion, power, and modernity, with dramatic lighting that emphasizes both the vehicles and the technology driving efficiency. Vehicles are depicted in dynamic, real-world settings, showcasing the seamless integration of Zonar's solutions. Whether it's a service truck navigating a cityscape or a fleet on the move, the visuals convey innovation, reliability, and the future of fleet management.

Key elements:

Dramatic lighting: Lighting is used to accentuate the vehicle's form and the environment, often with a play on shadows and highlights to create depth and intrigue.

Photo-realism: Each image is designed to feel authentic, capturing real-world details that reflect the high standards Zonar upholds in its technology.

Customers in action: Customers are presented in their environments where they demonstrate Zonar's efficiency, like navigating urban landscapes or long highways, ensuring the visuals resonate with Zonar's fleet management focus.

Bold color contrast: The combination of vehicles with bright, clean colors against realistic backdrops enhances the brand's modern and innovative image.

This imagery style is designed to evoke confidence and reliability, offering a visually compelling representation of how Zonar transforms fleet management through its cutting-edge solutions.

AI prompting done well.

✅ 1. Start with Brand Foundations

Before prompting, define these elements based on your brand guide:

Tone of Voice: Example: Friendly, professional, dependable

Audience: Example: Fleet managers, school transportation officials, construction site managers

Visual Style: Example: Photo-realistic, bright natural light, cinematic depth

Brand Colors: Ensure they are reflected subtly in clothing, environment, or props if applicable

Key Themes: Example: Safety, trust, innovation, human connection

✅ 2. Build Consistent Prompt Structures (Prompt Recipes)

Recipe Example: Fleet/Driver Imagery

Who: A professional fleet driver (man or woman) in a branded uniform

Where: Inside a truck cab or outside a vehicle at a work site

What: Interacting with technology, greeting people, operating equipment

Lighting: Bright, natural daylight or golden hour lighting for warmth

Camera Style: Photo-realistic, cinematic depth, 16:9 aspect ratio

Tone: Positive, approachable, trustworthy

Brand Context: Subtle inclusion of product (tablet, dashcam, software interface)

Sample Prompt

“Photo-realistic image of a professional semi-truck driver sitting in the cab using a digital tablet, bright natural light, cinematic depth, 16:9 aspect ratio, clean interior, modern fleet truck visible in the background, positive expression, realistic detail.”

Humanise the experience



Show Zonar's roots



Thank you

Cheers to a happy ending 🍻. If you got to this slide you really care about Zonar and we love you too.

Got questions?

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E : joe.kinney@zonarsystems.com