



From to do...to done!

Online Package

LOGO

The horizontal version of the logo places the symbol and the logotype on a single line.

The symbol combines the letter “Z” with a check mark, underscoring task-orientation, efficiency, and goal-achievement. Its colour palette features a dynamic gradient that transitions smoothly from dark blue to light blue, evoking progress, technology, and modernity. The check-mark element is accented in neon green to convey energy, action, and freshness.



Both the symbol and the vertical logo use the same color scheme as the horizontal version. The symbol consists of the letter “Z” combined with a check mark, together symbolizing task orientation and effectiveness.



ZACK LOGO BLACK VERTICAL
SAFE AREA

To maintain legibility and clear visibility of the logo, a designated clear space must surround it, free of any graphic or text elements. For the vertical version, this minimum clear space equals the width of the letter “Z” in the logotype and must be observed on all sides.



ZACK LOGO COLOR
ON DARK BACKGROUND



VALUE PROPOSITION

Most task apps just store your to-dos.

Zack helps you move forward and finish them. It's built around prioritization with smart execution: highlights what matters now and lets you act right away, draft and send the email, follow up, book the flight or the hotel, reserve the table, and many more.

No switching apps.
No endless lists.
Just progress.

- **Move from intention to completion**

Zack helps you turn “I need to” into “done,” without getting stuck in planning.

- **Decide what matters next**

It cuts through noise and highlights the one thing you should focus on right now.

- **Execute without friction**

Zack doesn't stop at organizing; it helps you take real action immediately.

KEY BENEFITS

Zack remembers and organizes your tasks for you, sends smart reminders at the right time, and highlights your top priorities, helping you feel less overwhelmed and get more done with less effort.

- **Act directly from one place**

Zack moves you forward through prioritization with smart execution: draft and send the email, follow up, book the flight or the hotel, reserve the table, and many more.

- **Reduce mental load**

Fewer open loops, less back-and-forth, and less time deciding what to do next.

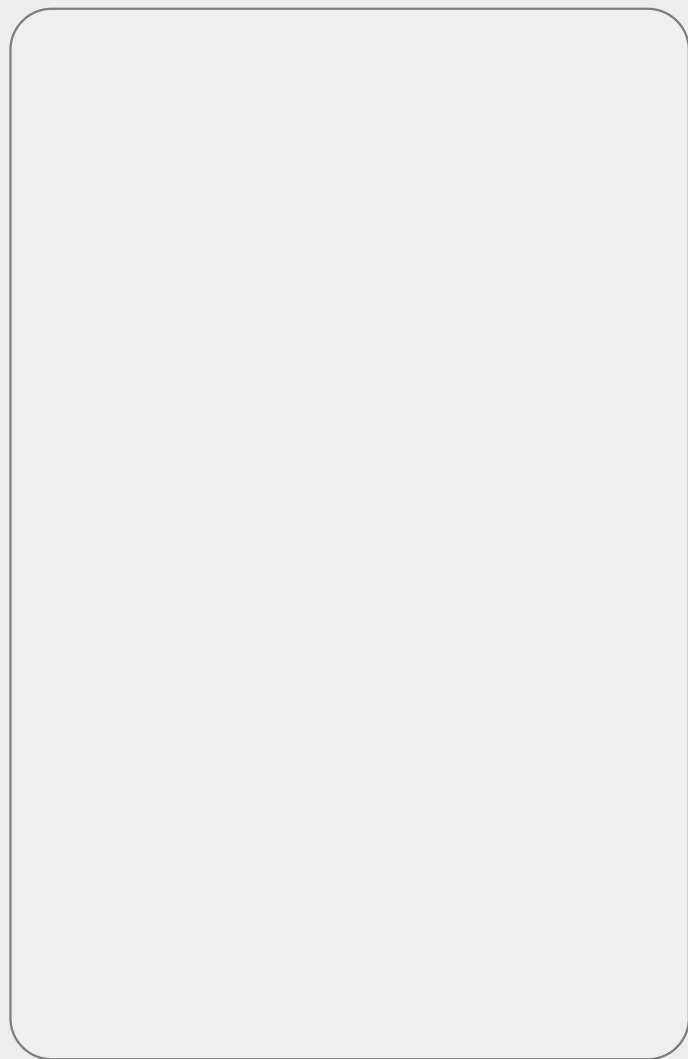
- **Stay motivated through progress**

Small wins and visible movement keep you moving forward, even on busy days.

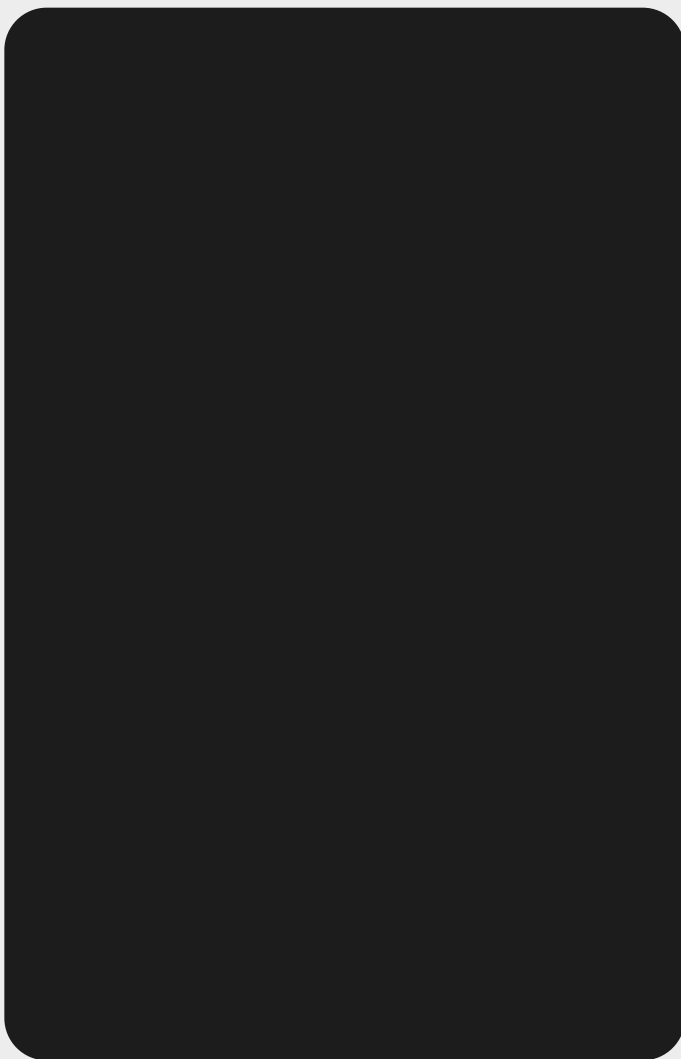
- Works through **chat or voice** – Just tell Zack what you need by typing or speaking. It helps you decide, act, and move on through natural, conversational planning.

COLOR and TYPOGRAPHY

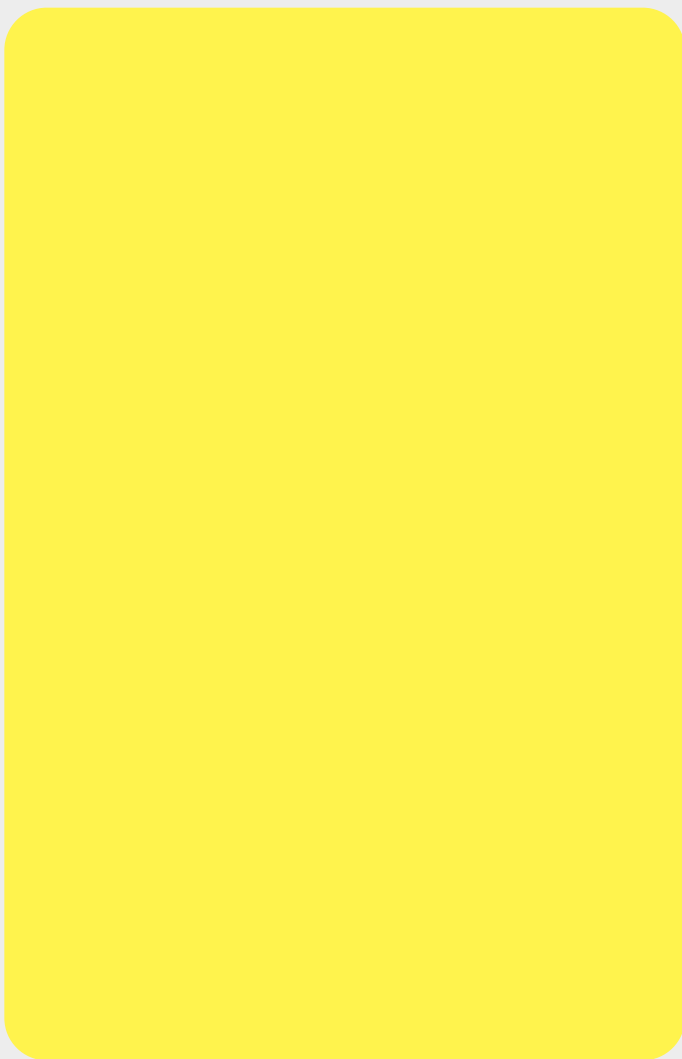
ZACK LOGO PALETTE



RGB 240 / 240 / 240
CMYK 0 / 0 / 0 / 6
HEX #F0F0F0



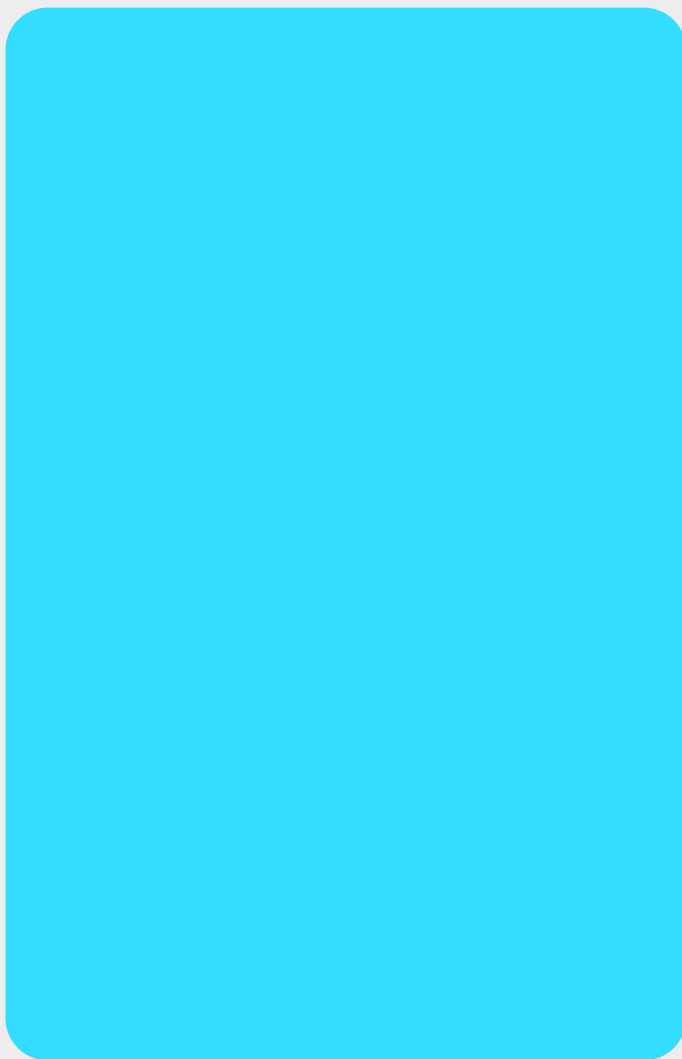
RGB 28 / 28 / 28
CMYK 0 / 0 / 0 / 89
HEX #1C1C1C



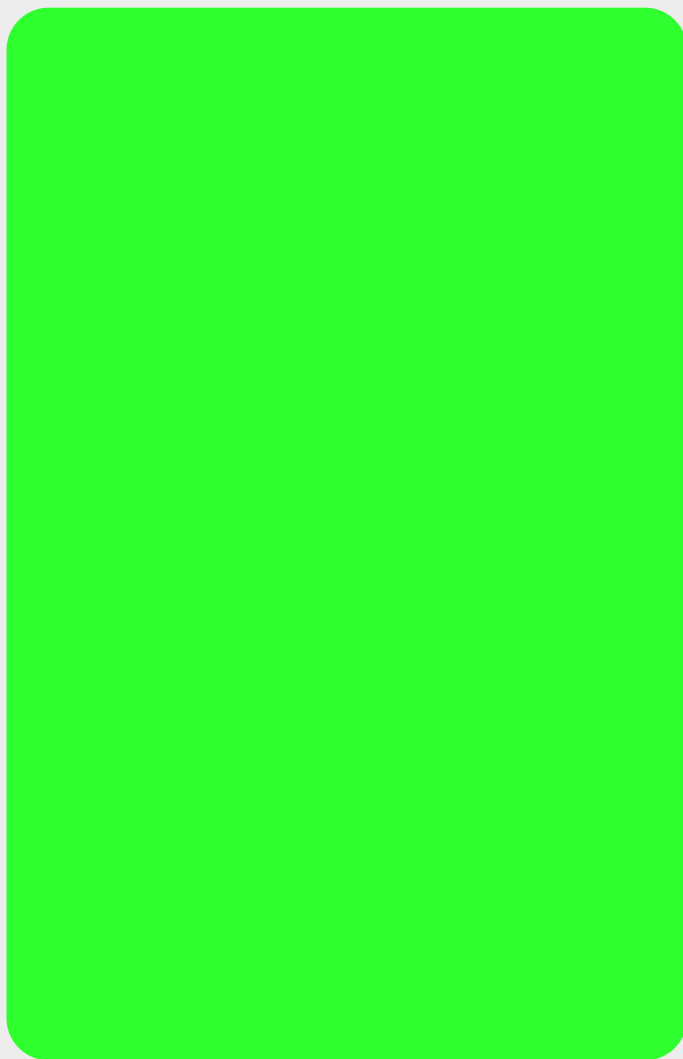
RGB 255 / 243 / 77
CMYK 0 / 5 / 70 / 0
HEX #FFF34D



RGB 8 / 144 / 254
CMYK 96 / 43 / 0 / 0
HEX #0890FE
PANTONE 3005 C
PANTONE 3005 U



RGB 51 / 221 / 255
CMYK 80 / 13 / 0 / 0
HEX #33DDFF
PANTONE 3115 C
PANTONE 3115 U



RGB 47 / 255 / 47
CMYK 63 / 0 / 100 / 0
HEX #2FFF2F
PANTONE 802 C
PANTONE 802 U

Our brand uses two complementary
typefaces to support a clean, modern and
user-friendly identity.

Poppins is used for headings and
subheadings. Its geometric structure and
rounded corners echo the visual language
of our interface.
Inter is used for body text, designed
specifically for digital readability.

Together, these typefaces create
a consistent and legible typographic system
across all applications.

HEADINGS
USED FOR MAIN TITLES

SemiBold (600)

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890
£€\$!@%^&*()_+<>?:~|{}

Bold (700)

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890
£€\$!@%^&*()_+<>?:~|{}

SUBHEADINGS
USED FOR SECTION HEADERS OR SMALLER TITLES

Medium (500)

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890
£€\$!@%^&*()_+<>?:~|{}

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Poppins

BODY TEXT
FOR PARAGRAPHS AND GENERAL CONTENT

Regular (400)

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890
£€\$!@%^&*()_+<>?:”|{}

EMPHASIS
FOR HIGHLIGHTING OR EMPHASIS WITHIN BODY TEXT

Medium (500)

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890
£€\$!@%^&*()_+<>?:”|{}

Italic

*AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890
£€\$!@%^&*()_+<>?:”|{}*

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Inter

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