StrateZen
ADVISORS

Brand Guidelines

For partners, event organizers, and media

November 2026

Our name

- Write **StrateZen Advisors** the first time, then **StrateZen**.
- One word, with a capital S and a capital Z. Not “Stratezen” or “Strate Zen.”

How to describe us

> StrateZen Advisors is a Disabled Veteran Owned advisory firm in the Phoenix area that helps business owners plan their exit, build business value, and review tax strategy.

Founder

Dan Konzen, Certified Exit Planning Advisor (CEPA), Founder and Chief Strategist.

Logo



Full color, on white or light backgrounds



White text version, on very dark backgrounds



Icon only, where the name already appears nearby

Please do

- Leave clear space around the logo, at least the height of the word “StrateZen” in it.
- Keep it at least 1.5 inches wide in print and 120 pixels wide on screen.

Please do not

- Stretch, crop, rotate, or recolor the logo.
- Add shadows, outlines, glows, or other effects.
- Place it on a busy or low-contrast background, or combine it with other marks without approval.

Colors

Navy
#223F7D
RGB 34, 63, 125
Main color

Steel Blue
#5679A3
RGB 86, 121, 163
Support

Lime
#C0D684
RGB 192, 214, 132
Accent

Gold
#EBC722
RGB 235, 199, 34
Accent

White
#FFFFFF
RGB 255, 255, 255
Background

Body text is near-black, #1A1A1A. Do not put white text on lime or gold.

Fonts

Use	Font
Web headings	**Montserrat**
Web body text	Inter
Documents and presentations: primary	Verdana
Documents and presentations: secondary	Arial

Voice

- Plain, direct English that a business owner, CPA, or attorney would find credible.
- Calm and accurate, without hype or pressure.
- Do not promise results, savings, or business value on our behalf.

Permission and contact

The StrateZen Advisors name and logo belong to StrateZen Advisors. Please ask for approval before using them in new materials.

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