ZIPP COMMUNICATION TOOLS
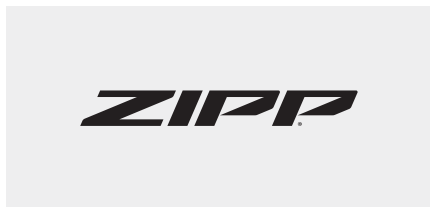BRAND CORPORATE STANDARD GUIDELINES

ZIPP®

OUR STANDARDS

These guidelines have been created for you, to make sure you understand key rules about the Zipp brand and that you respect it as if it was your own.

Use these guidelines as a framework for artwork with the Zipp brand, but do not forget that **all designs you create need to be approved. Nothing goes into production without our written approval.**

Your contact for questions and approval is Tom Zurawski, Creative Director at : tzurawski@sram.com

WORDMARK COLOR VARIATIONS

One color (Black) logo over light background

One color (White) logo over dark background

One color alternative (35% Black) logo over mid background

One color alternative (65% Black) logo over dark background

CLEAR SPACE

MINIMUM SIZE

Height : 3.175 mm | 0.125 in

IN-COPY USE

Lorem ipsum dolor sit amet, con sectetur elit, sed do Zipp eiusm tempor incididunt ut labore. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

NOTE : Zipp is always with capital Z.

COLOR PALETTE

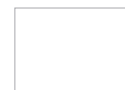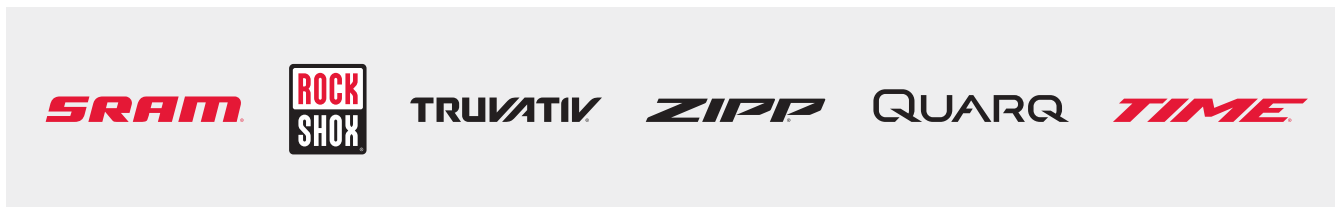|		
	BLACK	CMYK : 0 / 0 / 0 / 100 RGB : 0 / 0 / 0 HEX : #000000
	DARK GRAY	CMYK : 0 / 0 / 0 / 65 RGB : 89 / 89 / 89 HEX : #595959 Cool Gray 9 C (PMS)
	LIGHT GRAY	CMYK : 0 / 0 / 0 / 35 RGB : 166 / 166 / 166 HEX : #A6A6A6 Cool Gray 5 C (PMS)
	WHITE	CMYK : 0 / 0 / 0 / 0 RGB : 255 / 255 / 255 HEX : #FFFFFF

ALL BRAND LOCK UP COLOR VARIATIONS

Full color
lock up over light
background

One color (White)
logo over red
background

One color (White)
logo over dark
background

One color (Black)
logo over light
background

LOCK UP USAGE

– The proportions of the
locked up logos cannot
be altered

– The order of the locked up
logos cannot be changed

– When scaling up or
down, pay attention to
these rules

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