

ZIPP COMMUNICATION TOOLS

BRAND CORPORATE STANDARD GUIDELINES

ZIPP®

A black and white photograph of a cyclist riding away from the camera on a paved road. The road curves through a vast, mountainous landscape under a bright sky. The cyclist is wearing a light-colored jersey and dark shorts. The background features rolling hills and mountains, with a bright light source creating a lens flare effect in the center of the image.

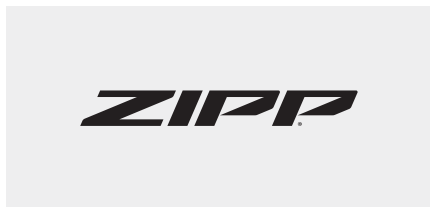
OUR STANDARDS

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** eiusmod 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



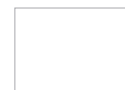
DARK GRAY

CMYK : 0 / 0 / 0 / 65
RGB : 89 / 89 / 89
HEX : #595959
Cool Gray 9 C (PMS)



LIGHT GRAY

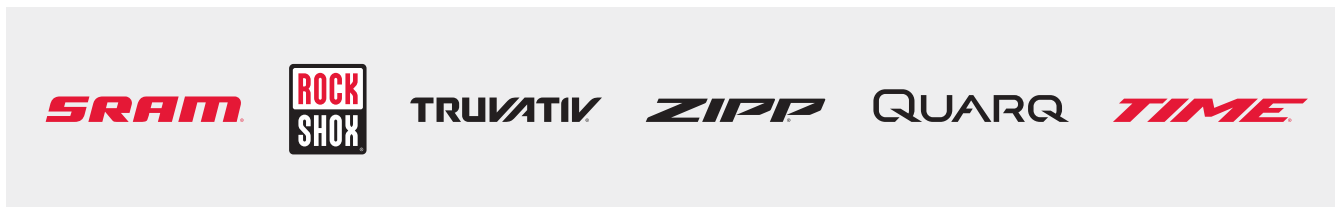
CMYK : 0 / 0 / 0 / 35
RGB : 166 / 166 / 166
HEX : #A6A6A6
Cool Gray 5 C (PMS)



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

THANK YOU

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ZIPPA®