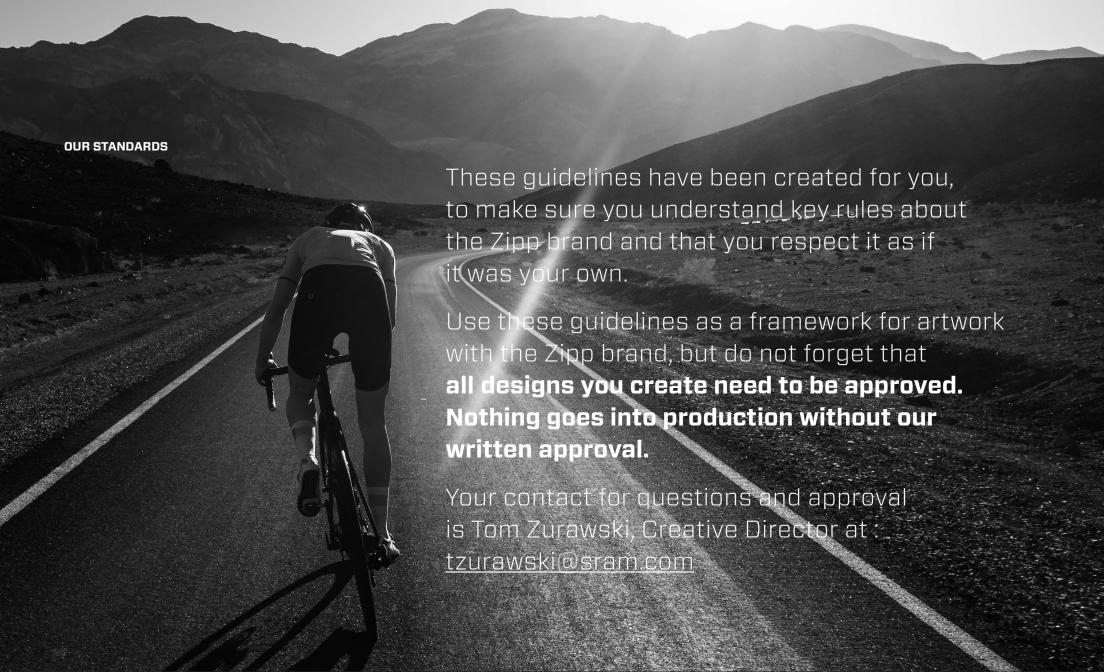
# **ZIPP COMMUNICATION TOOLS**

BRAND CORPORATE STANDARD GUIDELINES





## **COMMUNICATION TOOLS / ZIPP LOGO**

#### **WORDMARK COLOR VARIATIONS**



One color (Black) logo over light background

## **CLEAR SPACE**



One color (White) logo over dark background

#### **MINIMUM SIZE**



Height: 3.175 mm | 0.125 in

# **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



**LIGHT GRAY** CMYK:0/0/0/35

RGB:166/166/166 HEX:#A6A6A6



**WHITE** CMYK:0/0/0/0

RGB: 255 / 255 / 255 HEX: #FFFFF



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NOTE: Zipp is always with capital Z.



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



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

# **ALL BRAND LOCK UP COLOR VARIATIONS**









Full color lock up over light background







One color (White) logo over red background







QUARQ

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

V01/2020.09.23

