

ZIPP COMMUNICATION TOOLS

BRAND CORPORATE STANDARD GUIDELINES



A black and white photograph of a cyclist riding away from the viewer on a winding asphalt road. The road curves through a rugged, mountainous landscape under a bright sky. The cyclist is wearing a light-colored jersey and dark shorts. The overall mood is one of adventure and endurance.

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



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



LIGHT GRAY
CMYK : 0 / 0 / 0 / 35
RGB : 166 / 166 / 166
HEX : #A6A6A6



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

V01 / 2020.09.23

ZIP P®