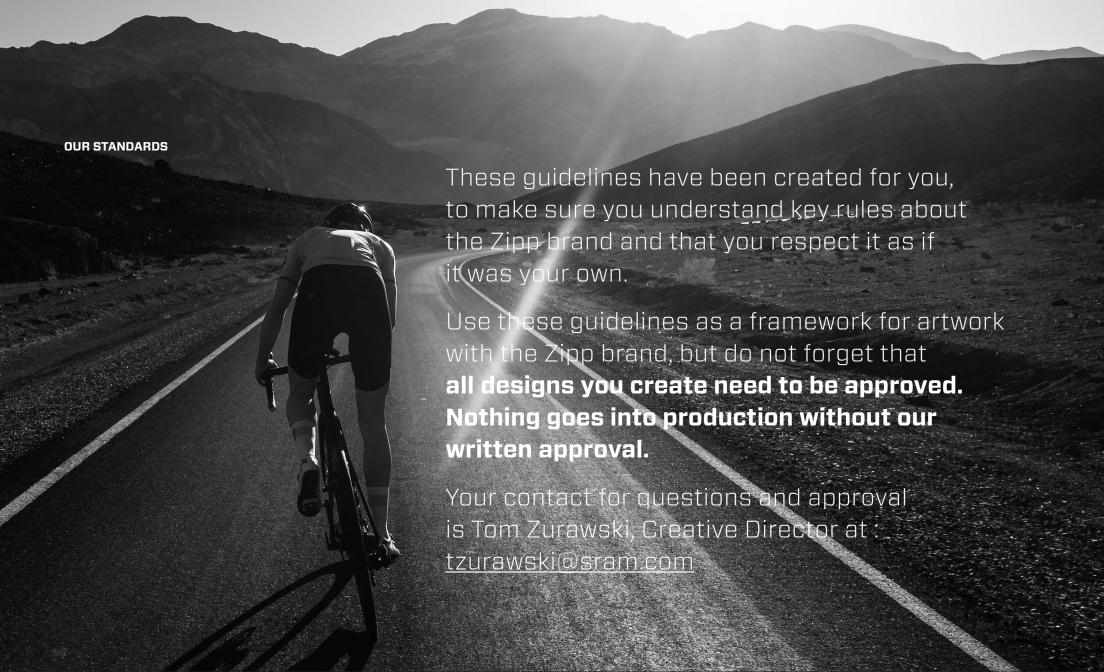
ZIPP COMMUNICATION TOOLS

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



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.



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



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

ALL BRAND LOCK UP COLOR VARIATIONS





TRUVATIV ZIPP QUARQ TIME





Full color lock up over light background





TRUVITIV ZIPP QUARQ TIME





One color (White) logo over red background







TRUMTIV ZIPP QUARQ TIME



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 he altered
- The order of the locked up logos cannot be changed
- When scaling up or down, pay attention to these rules

THANK YOU

V02 / 2021.08.27

