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**

![Zipp Logo](image)

**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: #FFFFFF

**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.
**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
V02 / 2021.08.27