



Merchant Brand Guidelines

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About Zip

Split any purchase into easy installments over time with Zip.

We're here to create a world where people can live fearlessly today, knowing they're in control of tomorrow. Our brand rebalances the power in payments by putting people in the center of everything we do.

Our strategy is built on the universal truth that nobody can live in the moment, if they are not in control of their future. When you give people the knowledge, access, and ability to control their financial lives, you give people the opportunity to live every day with confidence.



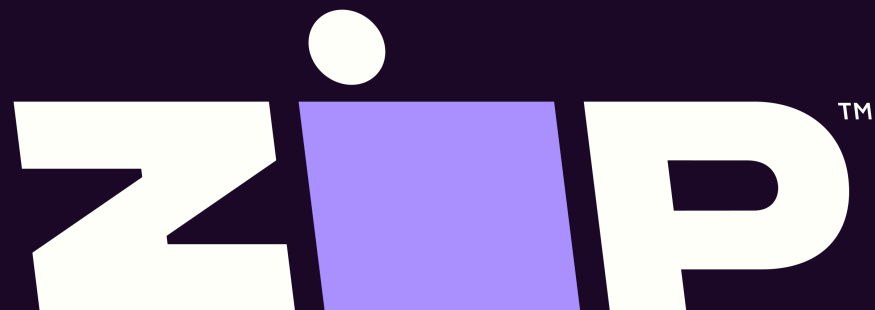
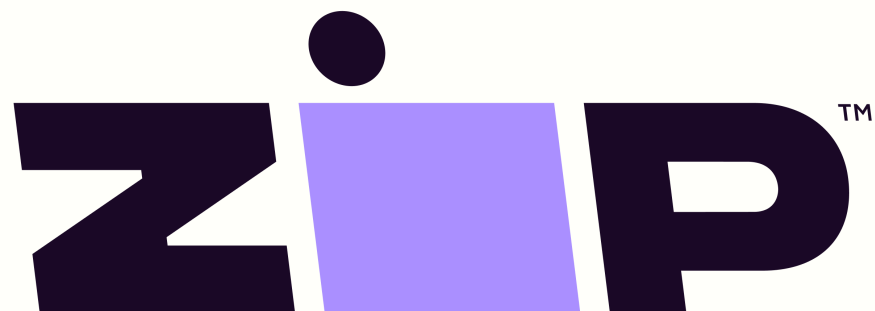
Brand Elements



Our logo

Our logo is only used in these colorways. It can be used over Pure White, Off-White, Control, Lightest Purple, Charcoal, or Confidence backgrounds. Please don't use our logo in any other color combinations.

NOTE: Our trademark is required in all logo instances and Zip mentions. Always keep this TM lockup to scale.



Minimum size & clearspace

Minimum size

Please don't scale our logo below these sizes.



On screen: 20 px

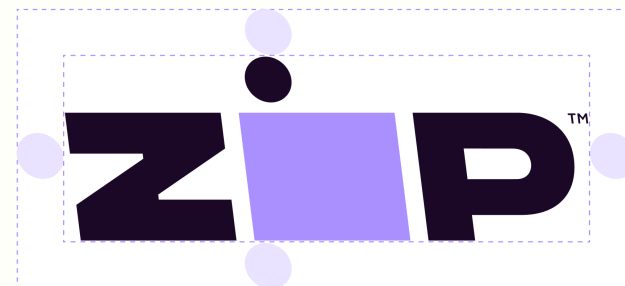


In print: 0.3 in

Clearspace

This diagram shows the formula for creating the minimum margin of space around our logo.

Please use your best judgement to optically align our logo in layouts.



-7 degrees

Our logo is constructed on a grid built of -7° angles. The angle emphasizes speed while being in touch with the realities of life.*



*As an object in motion will tend to stay in motion, an object at rest will tend to stay at rest, until acted upon by an outside force. Here the "object" is a person, and the force is Zip. Think of a car: as it accelerates, the driver's body leans backward. Zip is moving forward at a speed, but we convey it from the person's perspective, reinforcing our focus on people.

Primary brand colors

Our brand is rooted in our purple Fearlessness. When we think of Zip we think of this energetic and bold color. Our Fearless hero lives alongside Confidence and Control.

Confidence and Control serve as our “black and white.” They are used for our logo, background colors, and typography.

Fearlessness is our palette cleanser. It cuts through our background colors, adding a pop of energy to our logo and palette.

Confidence

CMYK 32, 79, 0, 85
RGB 26, 8, 38
Hex #1A0826
PMS 5255C

Fearlessness

CMYK 33, 44, 0, 0
RGB 170, 143, 255
HEX #AA8FFF
PMS 2655C

Control

CMYK 0, 0, 2, 0
RGB 255, 255, 250
HEX #FFFFFFA
PMS White Stock

Extended brand colors

Our supporting brand colors, while still part of our core palette, should support Confidence, Fearlessness and Control.

Light Purple

CMYK 34, 34, 0, 0
RGB 201, 179, 255
HEX #C9B3FF
PMS 2655 70%

Lighter Purple

CMYK 24, 24, 0, 0
RGB 219, 205, 255
HEX #DBCCFF
PMS 2655 45%

Lightest Purple

CMYK 12, 12, 0, 0
RGB 237, 230, 255
HEX #EDE6FF
PMS 2655 27%

Medium

CMYK
RGB 101, 66, 190
HEX #6542BE
PMS

Charcoal

CMYK
RGB 65, 19, 97
HEX #411361
PMS

Off-White

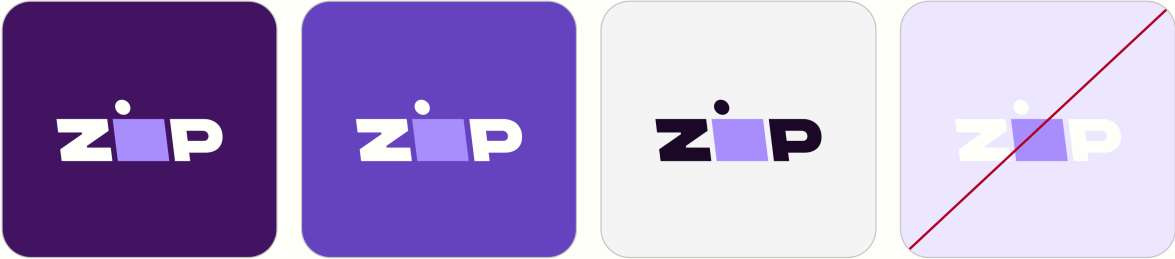
CMYK 0, 1, 3, 2
RGB 251, 249, 243
HEX #FBF9F3
PMS

Logo and color

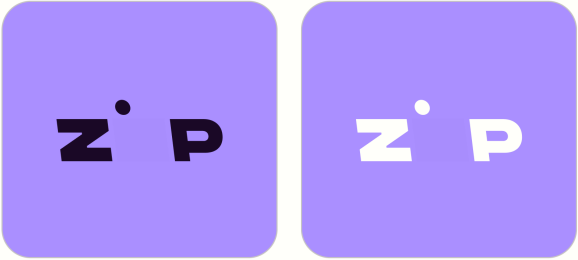
Logomark
over core
palette



Logomark over
supporting brand
colors



Do not use
logomark over
Fearlessness



Incorrect usage



1. Do not stretch the logo



2. Do not rotate the logo



3. Only use designated colors and color combinations



4. Do not skew the logo



5. Do not change the color of the pocket



6. Do not change the color of Speedy Box



7. Do not stretch the Speedy Box



8. Do not tilt the Speedy Box or use it like a sticker.



9. Do not extend the sizes of the pocket



10. Do not stretch the pocket



11. Do not add Cooper font or words into the pocket



12. Do not add drop shadow to our logo

Our Typography

Sharp Grotesk Semibold 25
is our everyday tone of voice.

It’s a sturdy and hardworking font
that delivers strong awareness
without needing to shout.

Use these guidelines when using
our typeface.

EYEBROWS IN MEDIUM 20

Headlines
Semibold 25

Subheadlines in Medium 20

Body copy set in Book 20 is 1/5 headline size when subheadlines are present, like this example. In applications where subheadlines are not present, body copy can either be 1/3 or 1/2 the headline size.

Sharp Grotesk 25

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sharp Grotesk 20

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
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abcdefghijklmnopqrstuvwxyz
1234567890

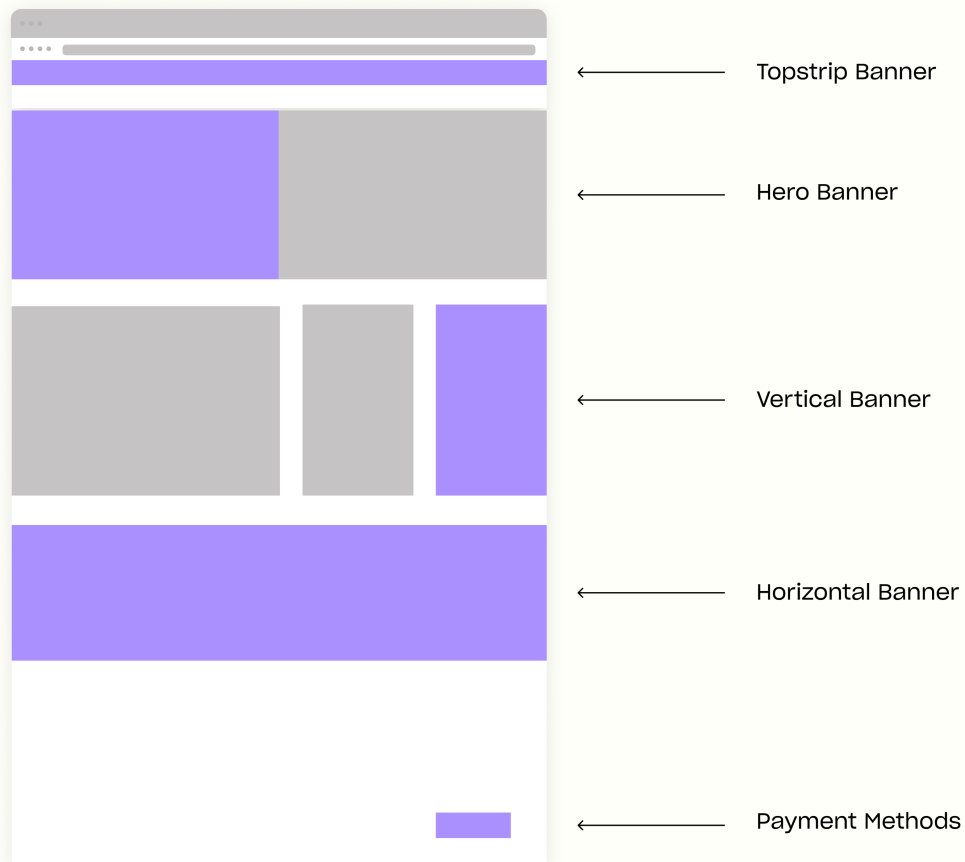
Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Zip on your
website**



Banner placement

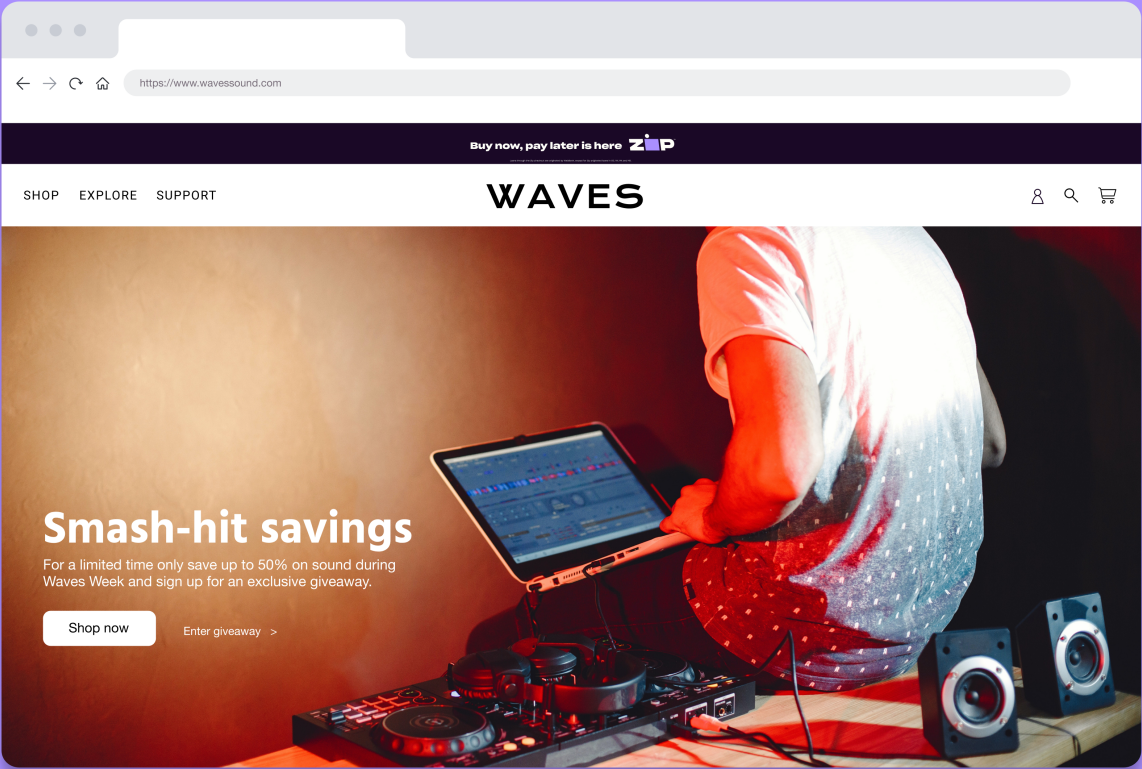
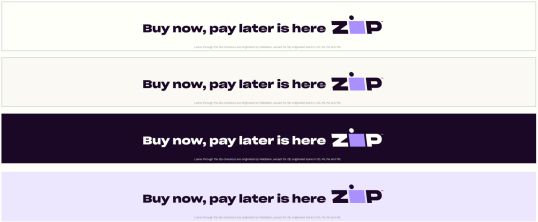
Examples of where you can place Zip branded banners on your website.



Topstrip banners

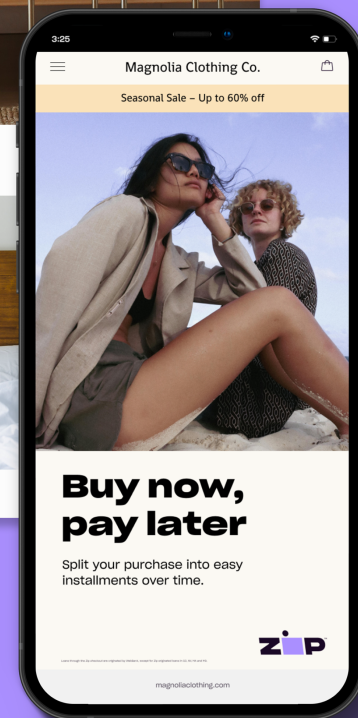
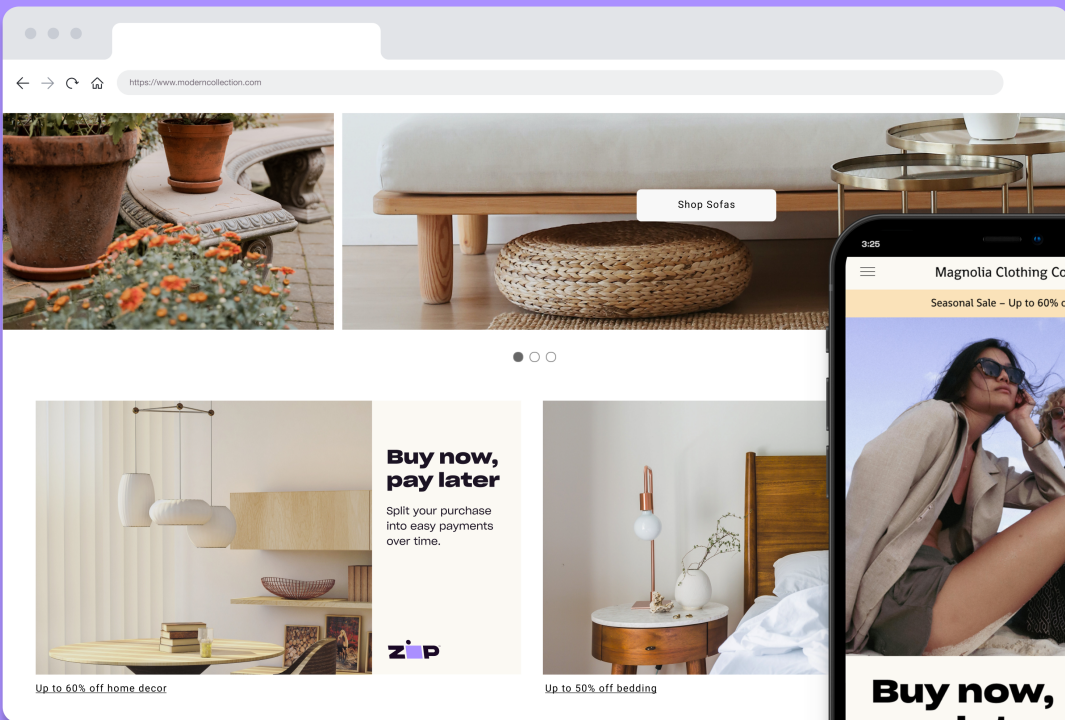
Let shoppers know what their payment options are as soon as they come to your site.

Use evergreen banners to push people to learn more about Zip on your hosted landing/FAQ page.



Evergreen banners

Leverage Zip's web banners to remind your customers they have the option to split their purchase into easy installments, in turn increasing sales for your company.



Email and Social Media



Zip in Email

Use email to inform your customers that they can easily split their purchase with Zip.


Sending a dedicated email to your customer base, or including a “How it works” section as an evergreen banner, will remind shoppers they have the financial flexibility to choose Zip as their payment method.

When designing assets using the Zip logo and/or your brand logo in collaboration with Zip, please reference the brand elements guidelines that can be found at the beginning of this document.

Introduce

The Denim Co.

Shop now




Pay later

with **Zip**

We're excited to announce that we've partnered with Zip to offer our shoppers a better way to pay!


Now you can split your payments into easy installments over time.

SHOP NOW



Mina straight jean

SHOP NOW




Brynn bootcut jean

SHOP NOW

Inform

TRUE CHEF



Split your purchase into easy installments with Zip

With Zip, you can split your payments into easy and convenient installments over time. Just select "Pay with Zip" at checkout to buy now, pay later.

Shop now

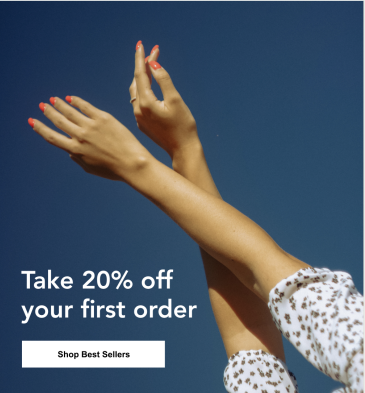
How it works

1. Choose Zip at checkout.
2. The first payment of your order total is charged at the time of purchase.
3. Pay the rest over time with automatic billing.

Influence

bienvenidas


NAILS LASHES SKIN SALE



Take 20% off your first order


Shop Best Sellers

We Recommend



NAILS SET
PAY IN EASY INSTALLMENTS

Shop Now



PASTEL SET
PAY IN EASY INSTALLMENTS

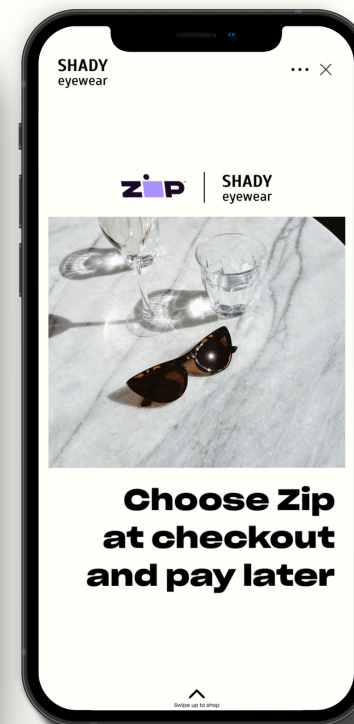
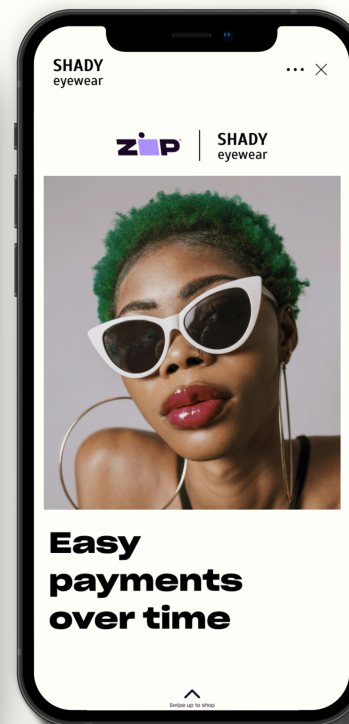
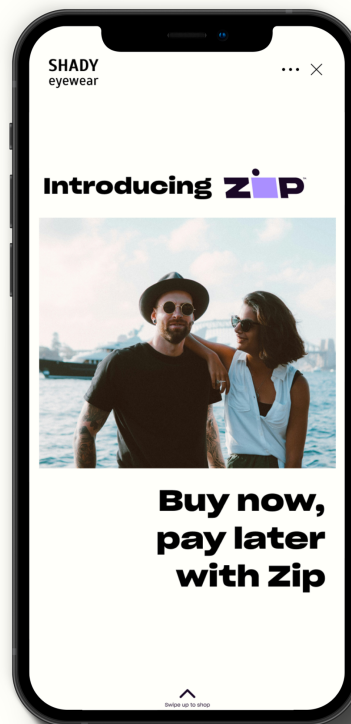
Shop Now

Buy now, pay later.
Choose Zip at checkout and pay in easy installments.

Zip

Social Media: Introduce and Inform

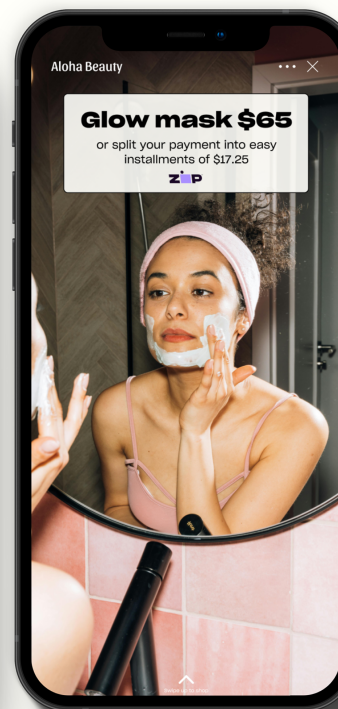
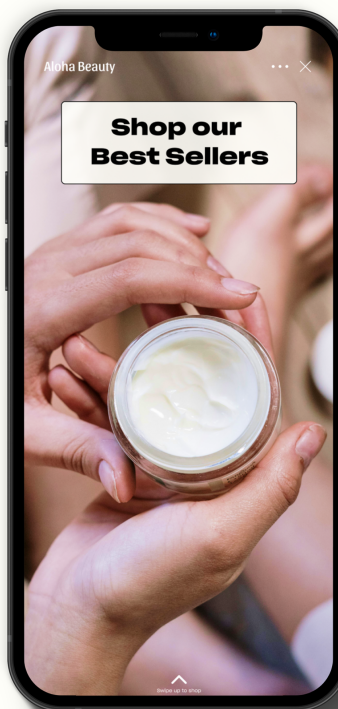
We recommend using stories and posts to educate your followers about Zip as a payment solution.



Social Media: Influence

Increase sales by showing your audience how they can buy the latest drops now and pay later.

Posts, Stories and Reels are a great way to pique the interest of your followers to convert them to shoppers.



We are here to support you along the way

We hope this guide and these assets enable you to seamlessly introduce Zip into your customers' shopping journey across your website, email marketing, and social channels.

And when in doubt, ask!

For any marketing-related questions, please reach out to our marketing team at partners@zip.co

Please also find all resources at zip.co/us/merchant-resources there you can download the [brand guidelines](#), [promotional](#) and [brand assets](#).

[View Merchant Resources](#)



