



# 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.



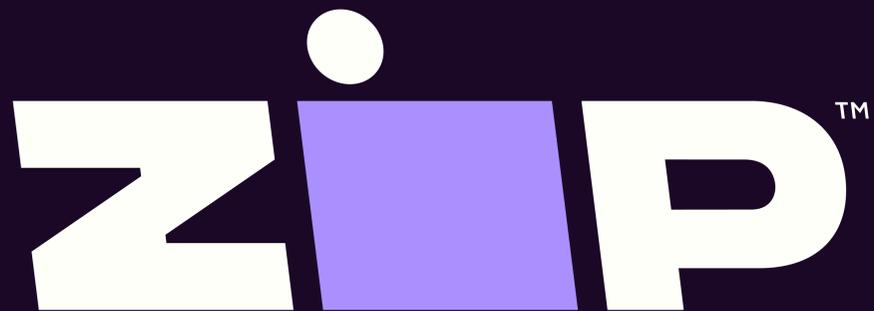
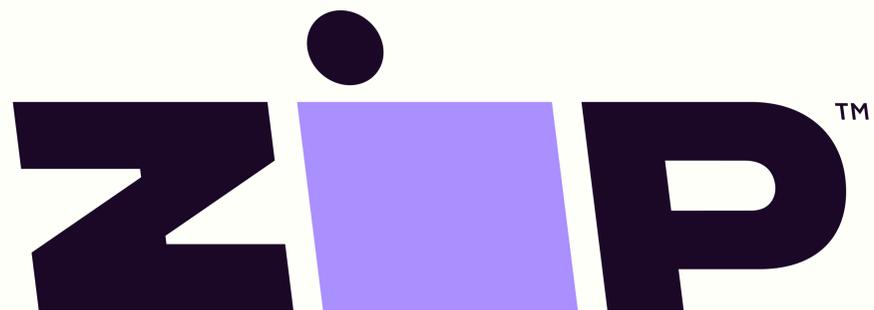
# Brand Elements



## 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.

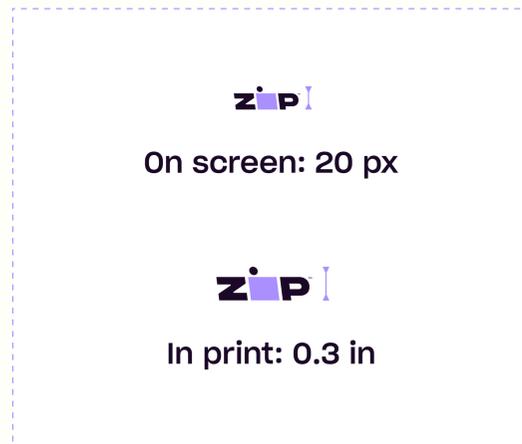
**NOTE:** Our trademark is required in all logo instances and Zip mentions. Always keep this TM lockup to scale.



## Minimum size & clearspace

### Minimum size

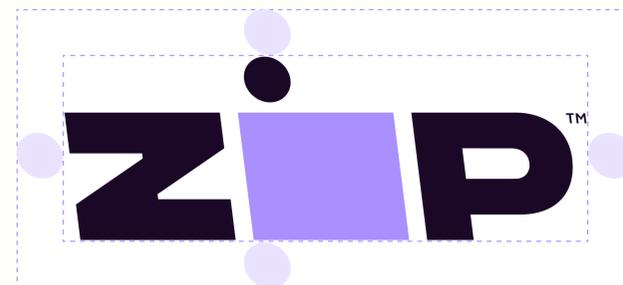
Please don't scale our logo below these sizes.



### 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  $-7^\circ$  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

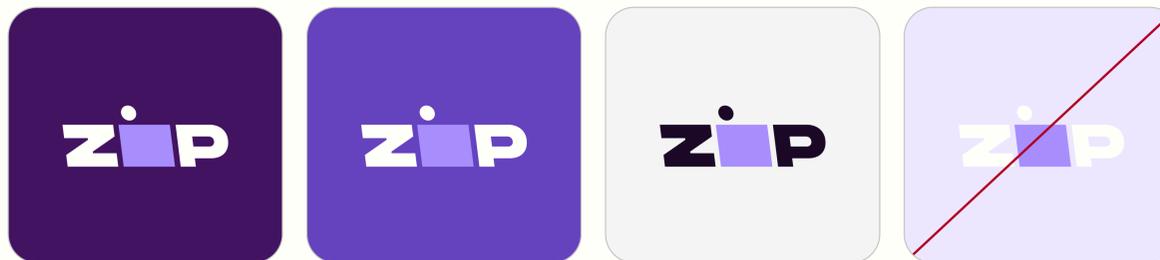
CMYK 0, 1, 3, 2  
RGB 251, 249, 243  
HEX #FBF9F3  
PMS

## 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  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

**Aa** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

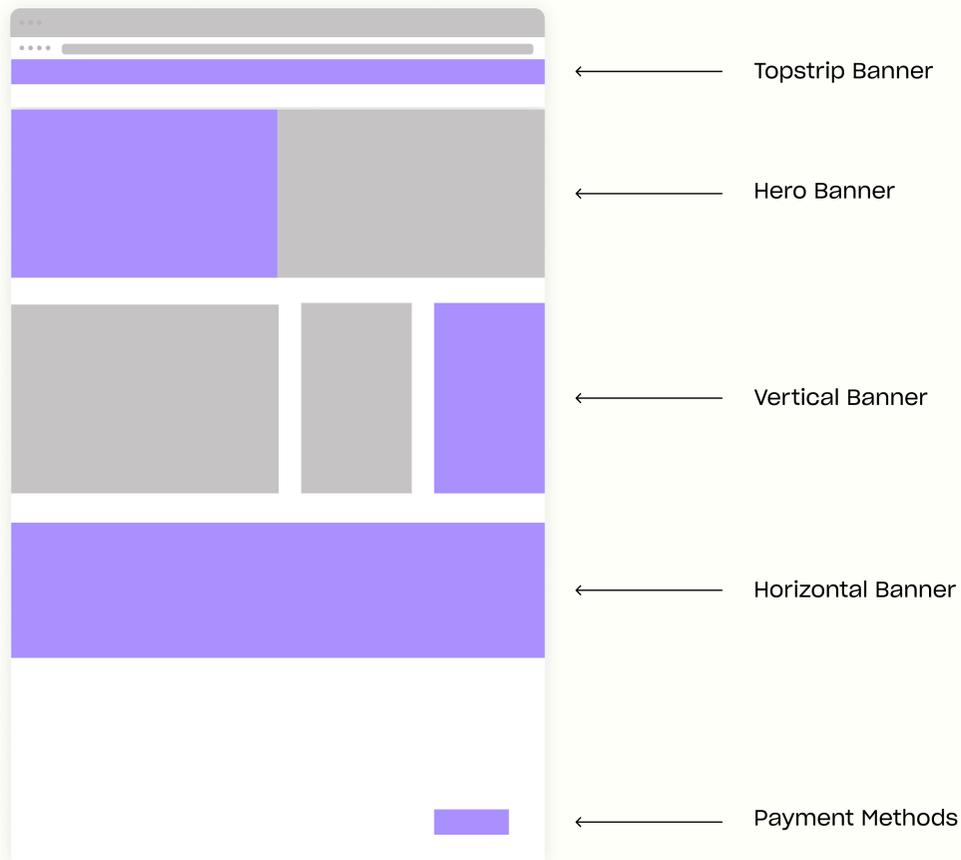
**Aa** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

**Zip on your  
website**



## Banner placement

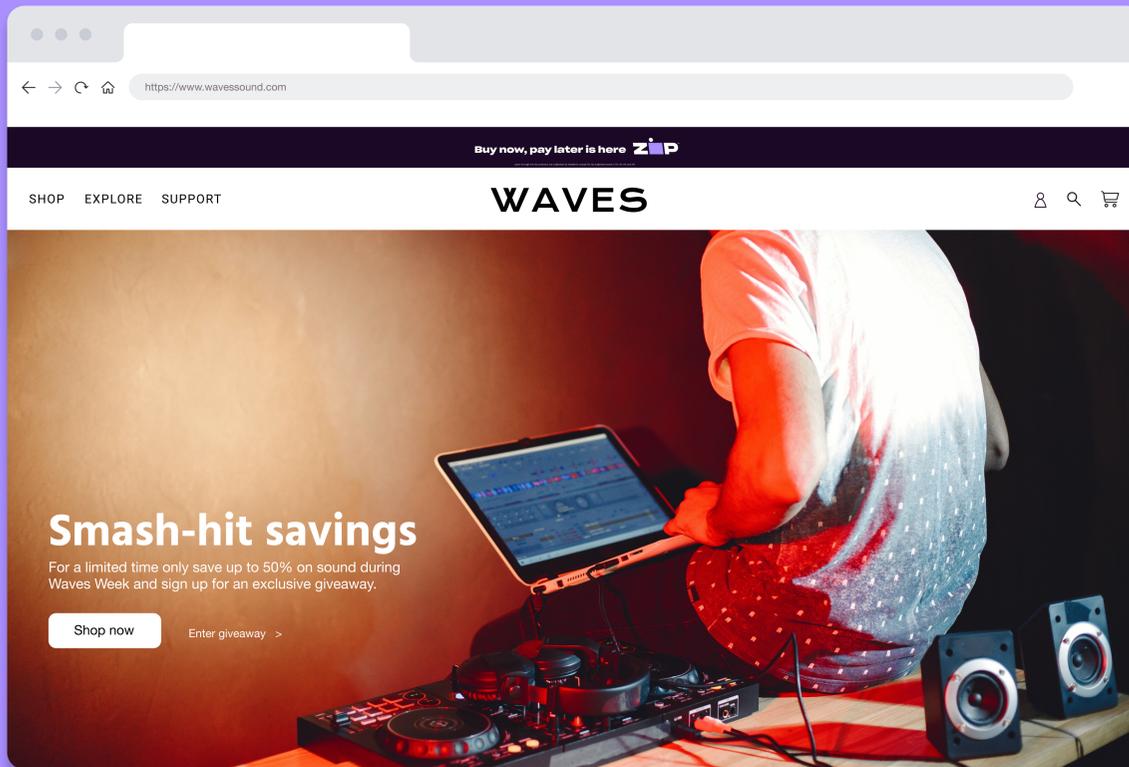
Examples of where you can place Zip branded banners on your website.



## Topstrip banners

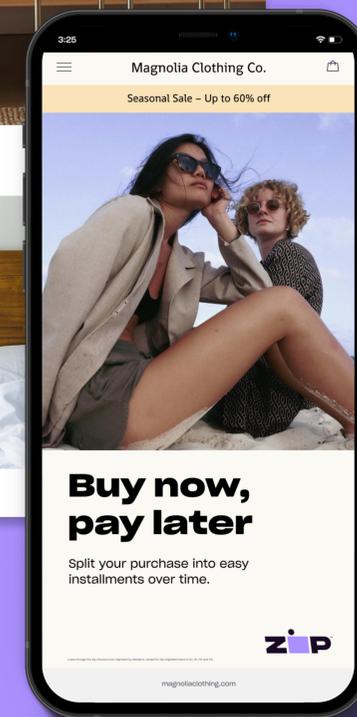
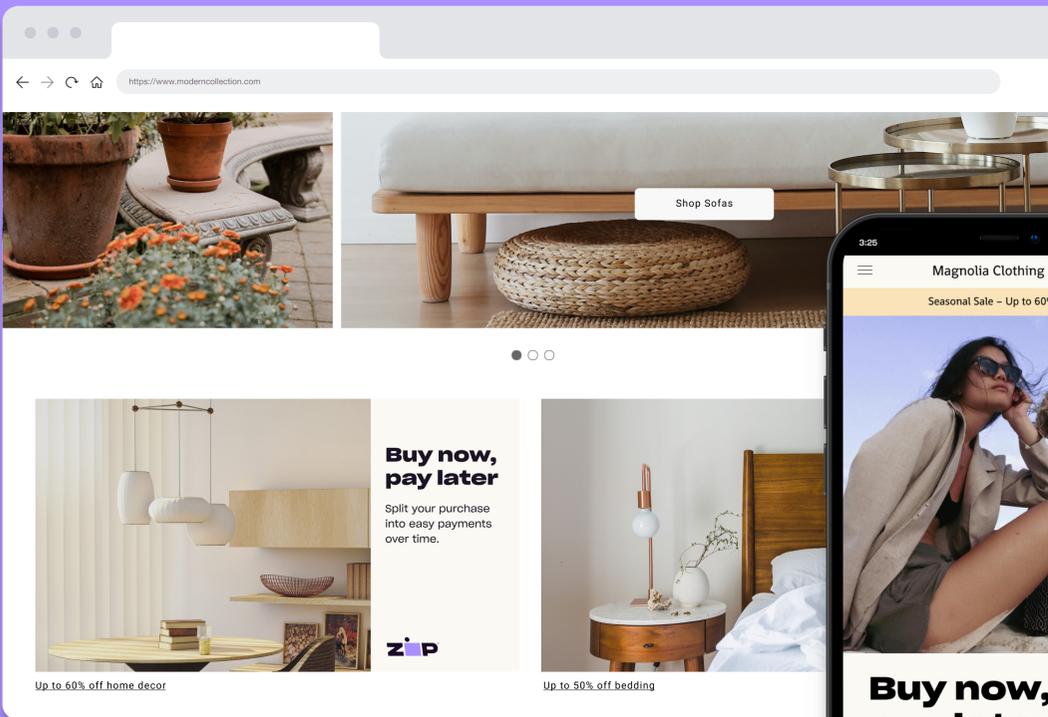
Let shoppers know what their payment options are as soon as they come to your site.

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](#)

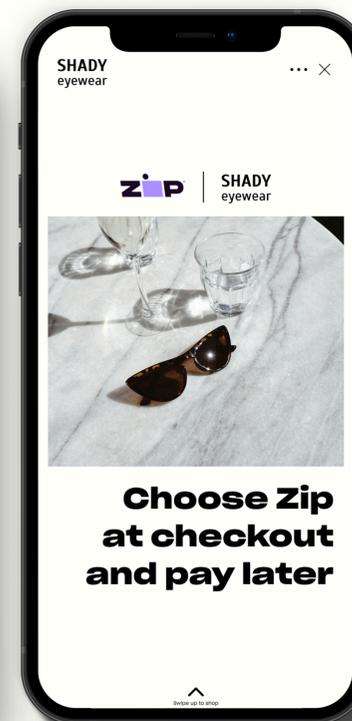
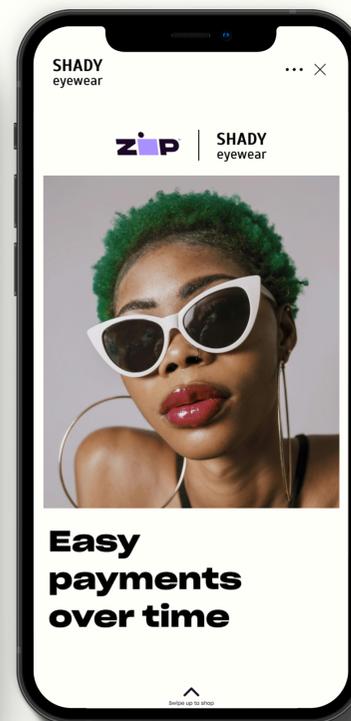
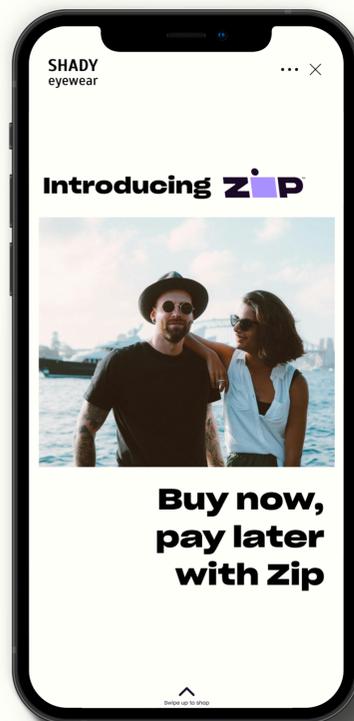
**PASTEL SET**  
PAY IN EASY INSTALLMENTS

[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](mailto:partners@zip.co)

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

[View Merchant Resources](#)



**ziP**<sup>TM</sup>