Zebra Brand Guidelines

February 2020

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Table of Contents

How to Use These Guidelines

Overview	2.01

The Zebra Brand

Overview	3.01
Brand Positioning	3.02
Brand Essentials	3.03

Voice and Mesaging

Overview	4.01
Brand Voice	4.02
Brand Tone and Persona	4.03
Copy and Content	4.04

The Zebra Logo

Overview	5.01
Logo Elements	5.02
Logo Variations	5.03
Clear Space	5.04
Scaling	5.05
Apparel Imprinting	5.06
Typography Treatment	5.07

Zebra Tagline

Overview	6.01
Approved Variations	6.02
Clear Space	6.03
Scaling	6.04
When to Use Our Tagline	6.05

Design Elements

Overview	7.01
The Vertical Edge	7.02
The Zebra Head Symbol	7.18
The Zebra Supergraphic	7.21

Brand Colors

Overview	8.01
Primary Color Palette	8.02
Accessibility	8.04
Complementary Colors and Tints	8.05
Zebra Gradient	8.18
Balancing the Colors	8.22

Typography

Overview	9.01
Corporate Typeface	9.02
Marketing Typeface	9.03
Hierarchy	9.04
Typography in Use	9.05

Photography

Overview	10.01
Application Photography	10.02
Product Photography	10.13
Stock Image Licensing	10.17

Video

Overview	11.01

Social Media

Overview	12.01

Legal Requirements

Overview	13.01
Trademarks and Copyright	13.02
Regional Footer	13.05
Footer Construction	13.06

How to Use These Guidelines

Table of Contents

How to Use These Guidelines

The Zebra Brand

Voice and Messaging

The Zebra Logo

Zebra Tagline

Solution Logos

Design Elements

Brand Colors

Typography

Photography

Video

Social Media

Legal Requirements

The Zebra brand guidelines exist for your benefit. We hope you'll feel comfortable consulting them any time you have questions about how to uphold and implement the Zebra brand. We have designed them to be user-friendly, easy-to-navigate and intuitive, and we encourage you to turn to them whenever you're doing work on the brand's behalf. The Zebra brand belongs to all of us – therefore, getting it right is everyone's job.

Consistent User Experience

We have designed each section of the guidelines consistently, so that you can always find what you are looking for. Our Table of Contents, main navigation (found running vertically along the far left) and sub navigations (available to the right of the main navigation; and found within each section) are clickable, so you may return to content or skip around to view specific information as needed.

Hyperlinked Content

Hyperlinked content will appear underlined throughout the guidelines, either to provide quick access to visual examples that may help explain a concept further; to allow you to easily navigate to relevant content; or to provide you an email address that you can click on to request more information.

Resources

At the bottom left of many pages, you will find an "Available downloads" section. Consider this your resources section: here, you can access useful tools, templates, guides, collateral or even images referenced within the body of that specific page.

At the bottom right of every page is a dedicated navigation, which allows you to progress forward or backward a page, just by using the appropriate arrows. The three stacked horizontal lines – located between the arrows – allow you to return to the start of whichever section you are currently in, from wherever you are.

Section Downloads

Finally, each section of the guidelines may be downloaded as its own individual PDF. So, if your work only requires that you know about our photographic style, you may download the Photography section separately from Sharepoint or clicking on your desired section on the next page.

If, at any time, you have questions about how to use these guidelines or how to best create marketing materials for the Zebra brand, please email the Zebra Brand Team at **brand@zebra.com**.

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

How to Use These Guidelines

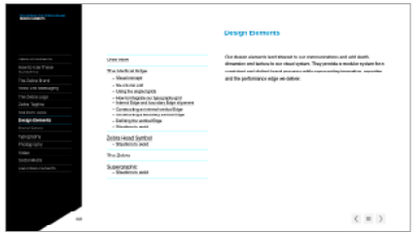
Section Downloads

The Zebra Brand
Download

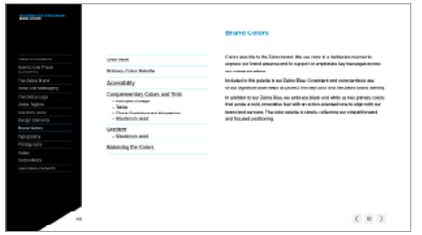
Voice and Messaging
Download

The Zebra Logo
Download

Zebra Tagline
Download



Design Elements
Download



Brand Colors
Download

Typography
Download

Photography
Download

Video
Download

Social Media
Download

Trademarks and Copyright
Download

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

The Zebra Brand

Overview
Brand Positioning
Brand Essentials

Just as our brand guidelines serve as the foundation for internal and external materials, our brand positioning represents what we want Zebra to stand for in the minds of our customers, partners and employees.

Though not public-facing, our brand positioning is the strategy that drives all business decisions and actions. It enables greater recognition and appreciation for what makes Zebra unique.

As the market leader at the edge of the enterprise, consistent application of our brand guidelines is critical to how we will build brand awareness; grow customer trust and recognition; strengthen our relationship with partners and employees; and take our place among the world's top brands.

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Brand Positioning

The Zebra brand positioning is defined by a simple statement, comprised of three key elements:

Brand Essence
- core characteristic that defines the brand

Customer Relevance
- target market pain point that the brand can address

Brand Promise
- what the brand promises customers

Empowering your performance edge

As digital innovation transforms the edge of the enterprise,

Zebra delivers a performance edge to the front line of business

Available downloads

Zebra Brand Essentials Guidelines - download

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Brand Essentials

Purpose-Driven Design

Data-Powered Environments

Collaborative Mobile Workflows

Real-Time Guidance

Solution Ecosystem

Highly relevant to our customers, our five unique brand essentials are how we deliver the value of our brand essence.

In the following pages, we demonstrate how the brand essentials guide the ways the Zebra brand communicates and acts, as well as the experiences which we create.

Available downloads

Copywriting Style Guidelines - download
Brand Persona and Voice Principles Guidelines - download
Voice and Messaging Guidelines - download
Zebra Brand Essentials Guidelines - download
Paramedic Scanning Label Close Up Application Photo - download

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Brand Essentials

Purpose-Driven Design

Data-Powered Environments

Collaborative Mobile Workflows

Real-Time Guidance

Solution Ecosystem

- Zebra designs with front line users, workplaces, and workflows in mind, building in ease of use, reliability and ruggedness
- Inspired by human-factors engineering with front-line users, workplaces and workflows in mind
  - Intuitive and easy to use
  - Rugged, survivable and scalable
  - Quick charging, long deployment
  - Enterprise-level security and management
  - Full support through enterprise lifecycle
  - Integrated to work better together

Available downloads

Copywriting Style Guidelines - download
Brand Persona and Voice Principles Guidelines - download
Voice and Messaging Guidelines - download
Zebra Brand Essentials Guidelines - download
Worker on Catwalk Application Photo - download

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Brand Essentials

Purpose-Driven Design

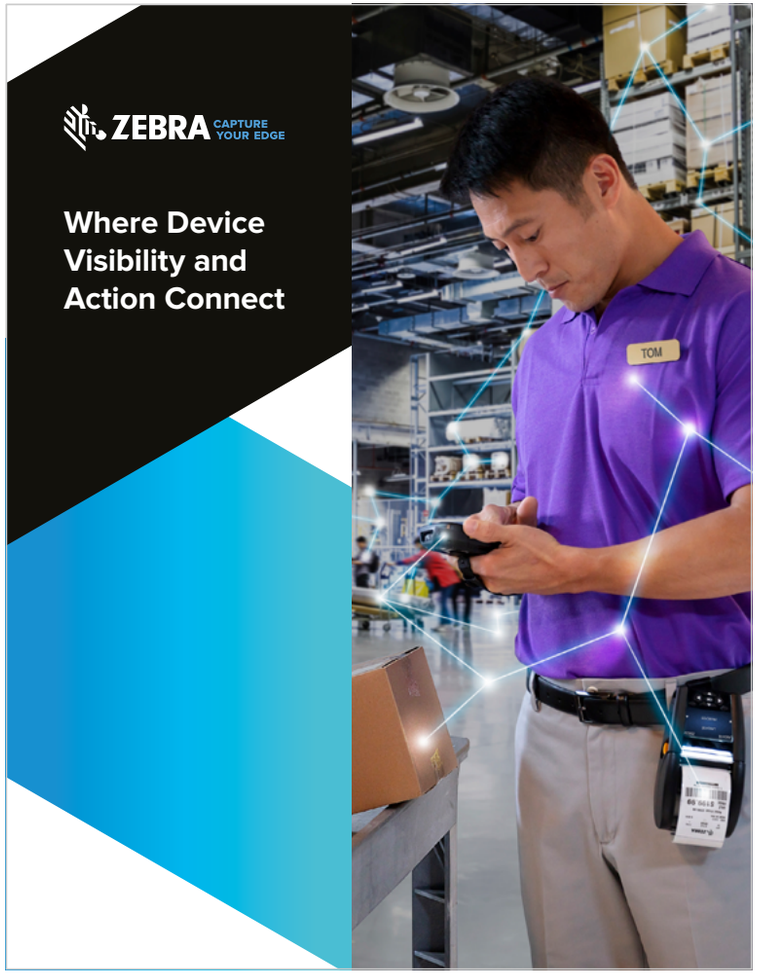
Data-Powered Environments

Collaborative Mobile Workflows

Real-Time Guidance

Solution Ecosystem

- Zebra enables customers to create smart environments on the edge, better reflecting reality than traditional systems of record
  - Intelligent devices sensing workflow context
  - Specialized data infrastructure for retail, transportation and logistics and healthcare
  - Zebra Savanna™ broad-based data services platform, enabling rapid application development
  - Automated visibility and management of devices with predictive maintenance



Available downloads

Copywriting Style Guidelines - download
Brand Persona and Voice Principles Guidelines - download
Voice and Messaging Guidelines - download
Zebra Brand Essentials Guidelines - download

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Brand Essentials

Purpose-Driven Design

Data-Powered Environments

Collaborative Mobile Workflows

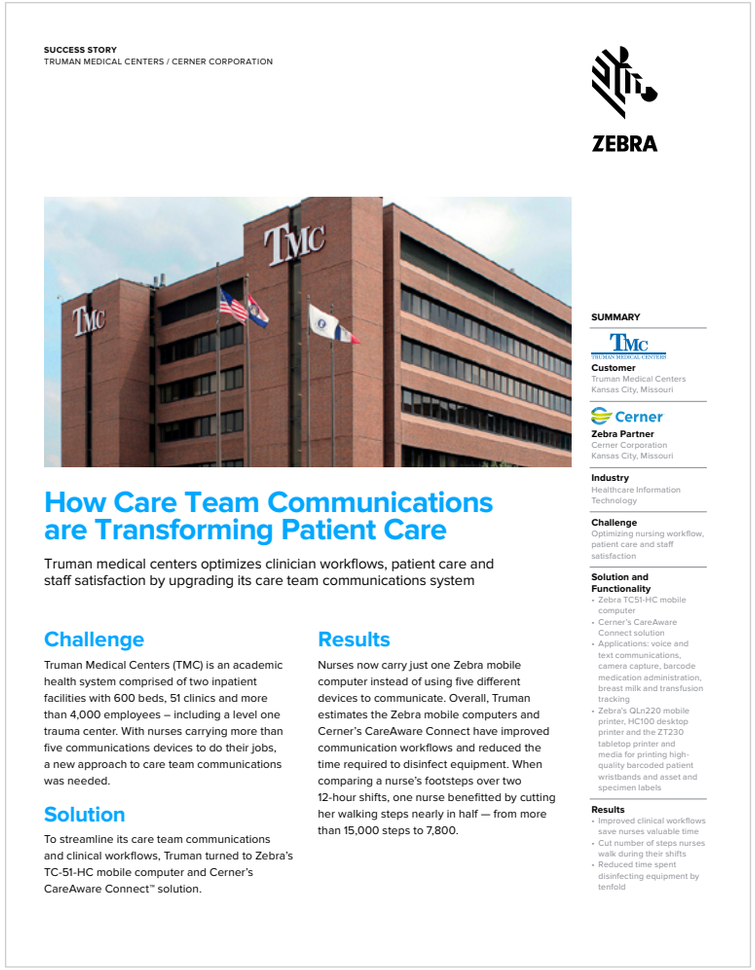
Real-Time Guidance

Solution Ecosystem

- Zebra enables those on the front line to optimize in-motion operations through connected and collaborative workflows
- Optimizing mobile worker and team performance through connected operations
  - Team collaboration via push-to-talk, messaging and phone in one multi-functional device
  - Secure access to data from any location
  - Location-optimized task assignment
  - Elevated customer service prevents loss of sale
  - Connects clinicians to colleagues for optimal healthcare

Available downloads

Copywriting Style Guidelines - download
Brand Persona and Voice Principles Guidelines - download
Voice and Messaging Guidelines - download
Zebra Brand Essentials Guidelines - download



SUCCESS STORY
TRUMAN MEDICAL CENTERS / CERNER CORPORATION

ZEBRA

How Care Team Communications are Transforming Patient Care

Truman medical centers optimizes clinician workflows, patient care and staff satisfaction by upgrading its care team communications system

Challenge

Truman Medical Centers (TMC) is an academic health system comprised of two inpatient facilities with 600 beds, 51 clinics and more than 4,000 employees – including a level one trauma center. With nurses carrying more than five communications devices to do their jobs, a new approach to care team communications was needed.

Solution

To streamline its care team communications and clinical workflows, Truman turned to Zebra's TC-51-HC mobile computer and Cerner's CareAware Connect™ solution.

Results

Nurses now carry just one Zebra mobile computer instead of using five different devices to communicate. Overall, Truman estimates the Zebra mobile computers and Cerner's CareAware Connect have improved communication workflows and reduced the time required to disinfect equipment. When comparing a nurse's footsteps over two 12-hour shifts, one nurse benefitted by cutting her walking steps nearly in half — from more than 15,000 steps to 7,800.

SUMMARY

TMC TRUMAN MEDICAL CENTERS
Customer
Truman Medical Centers
Kansas City, Missouri

Cerner
Zebra Partner
Cerner Corporation
Kansas City, Missouri

Industry
Healthcare Information Technology

Challenge
Optimizing nursing workflow, patient care and staff satisfaction

Solution and Functionality
- Zebra TC51-HC mobile computer
- Cerner's CareAware Connect solution
- Applications: voice and text communications, camera capture, barcode medication administration, breast milk and transfusion tracking
- Zebra's QLn220 mobile printer, HC100 desktop printer and the ZT230 tabletop printer and media for printing high-quality barcoded patient wristbands and asset and specimen labels

Results
- Improved clinical workflows save nurses valuable time
- Cut number of steps nurses walk during their shifts
- Reduced time spent disinfecting equipment by tenfold

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Brand Essentials

Purpose-Driven Design

Data-Powered Environments

Collaborative Mobile Workflows

Real-Time Guidance

Solution Ecosystem

- Zebra links teams, assets and systems in real time to deliver best-action guidance for business-critical decisions
- Sensing and analyzing for best-action guidance
  - Auto-generated restocks to avoid empty shelves
  - Field route optimization with constant updates
  - Dynamic cross-dock solutions to maximize productivity
  - Guidance for nurses to ensure patient safety and critical asset location
  - Load monitoring with management visibility to pack efficiency

Available downloads

Copywriting Style Guidelines - download
Brand Persona and Voice Principles Guidelines - download
Voice and Messaging Guidelines - download
Zebra Brand Essentials Guidelines - download
Retail assistant image - download

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Brand Essentials

Purpose-Driven Design

Data-Powered Environments

Collaborative Mobile Workflows

Real-Time Guidance

Solution Ecosystem

- Zebra and its network of specialized partners innovate industry-tailored solutions for the enterprise edge
- Enabling industry-tailored solutions through a specialized partner network
  - Over 10,000 partners across 100 countries including ISVs, integrators, distributors and service providers
  - Pre-integrated solutions built on Zebra and partner technologies
  - Zebra Savanna data platform and application development tools
  - CRN 5-Star Partner Program recognition for Zebra® PartnerConnect program

Available downloads

Copywriting Style Guidelines - download
Brand Persona and Voice Principles Guidelines - download
Voice and Messaging Guidelines - download
Zebra Brand Essentials Guidelines - download
TC70 Employee Swiping Credit Card Application Photo - download

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Voice and Messaging

Overview
Brand Voice
Brand Tone and Persona
Copy and Content
– Situations to avoid

Zebra's messaging framework is made up of one overarching message: Zebra delivers a performance edge to the front line of business.

Voice and messaging work together to shape our brand expression:

- Our brand voice guides how we speak to our customers
- Our messaging guides what we say to our customers

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Brand Voice

Our voice is our point of view. It's how we present ourselves, and it guides how we communicate our personality and our values. This is how we speak to our partners, employees and customers around the world, many of whom do not speak the same language. Because of this, it's important to speak clearly and inclusively.

Top tips:

- Be specific
- Be straightforward and pragmatic
- Be consistent
- Use active voice
- Empower and excite about what could be possible
- Keep sentences short and concise, yet still effective
- Consider that messaging will need to be translated
- Ensure your writing is accessible to everyone around the world
- If you need to use a technical term, briefly define it so everyone can understand

Available downloads

Copywriting Style Guidelines - download
Brand Persona and Voice Principles Guidelines - download
Voice and Messaging Guidelines - download
Zebra Brand Essentials Guidelines - download

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Brand Tone and Persona

Tone

Our tone is not what we say, but rather how we say it. Zebra's positive, conversational tone is our brand's attitude—it provides emotional context for our messaging.

While our voice remains consistent, our tone may differ slightly by asset type, media or platform. See the Brand Persona and Voice Principles Guidelines for further instruction.

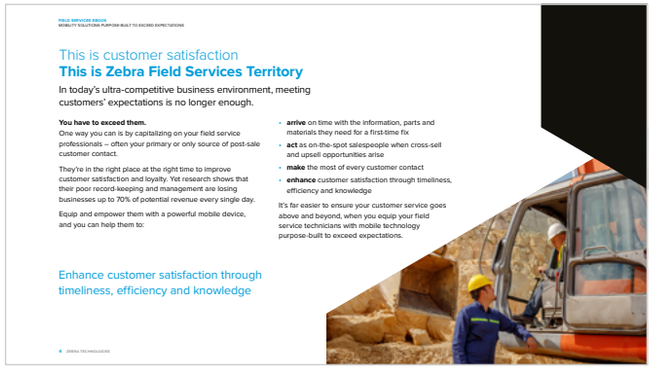
Persona

A persona is an internal, creative and strategic tool used to create a distinct "character". It guides our voice and inspires us in delivering the Zebra brand.

Zebra's voice persona is "The Inventive Ally" (a term we only use internally): it is defined as inspiring, pragmatic and collaborative. To get into the mindset of the Zebra persona, follow these tips.

Top tips:

- Think of an inspiring TED talk speaker, who offers bold, new perspectives and breaks down big ideas to make them accessible to the audience
- Think of an insightful coach, who pushes you to be your best and has an actionable plan to help you get there
- Think of a supportive mentor, who is understanding, accessible and invested in your growth and development
- Think of the thoughtful peer, who highlights everyone's contributions and celebrates shared success



Available downloads

Brand Persona and Voice Principles Guidelines - **download**
Voice and Messaging Guidelines - **download**

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Copy and Content

When writing copy, we follow these general rules.

Top tips:

- Use title case for headlines
- Use sentence-style capitalization only when the title or subhead is a sentence–otherwise use title-style capitalization
- Use title-style capitalization when headlines and subheads act as titles on pages (e.g., the Copy and Content headline at the top of this page) or are product names (proper nouns)
- Write for your audience and medium
- Write for all readers, including both descriptive and scannable content in a single asset where practical

Available downloads

Copywriting Style Guidelines - **download**
Brand Persona and Voice Principles Guidelines - **download**
Voice and Messaging Guidelines - **download**
Zebra Brand Essentials Guidelines - **download**

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Copy

Situations to avoid

Do not use jargon, puns or slang, as we translate our copy for people around the world

Do not use fancy words where simple ones will do

Do not use vague language, puffery or fluff

Do not boast

Do not use passive voice

Do not use exclamation marks

Do not use ellipses for emphasis or drama

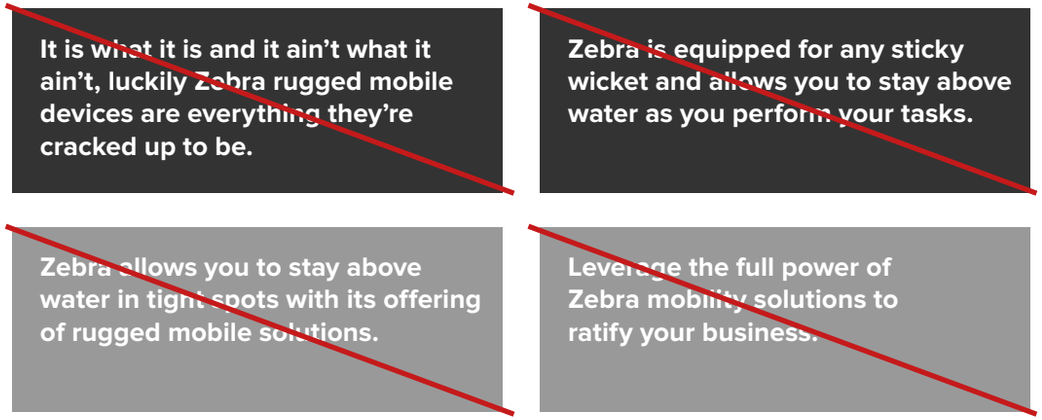
Do not use ellipses in titles or headlines

Do not overuse contractions to the point where our persona or tone are compromised

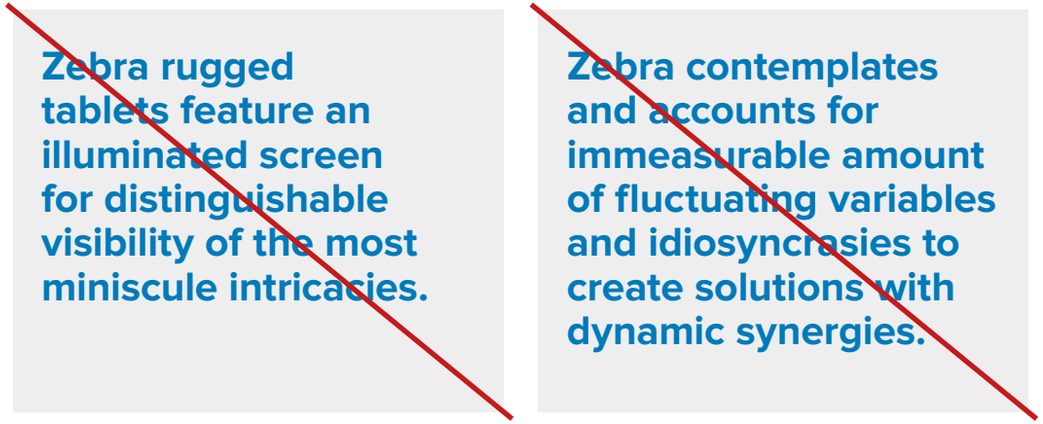
Do not use periods in headlines and subheads. Instead, try to use a line break to convey separate thoughts

Available downloads

Copywriting Style Guidelines - download
Brand Persona and Voice Principles Guidelines - download
Voice and Messaging Guidelines - download
Zebra Brand Essentials Guidelines - download



Do not use jargon, puns or slang, as we translate our copy for people around the world



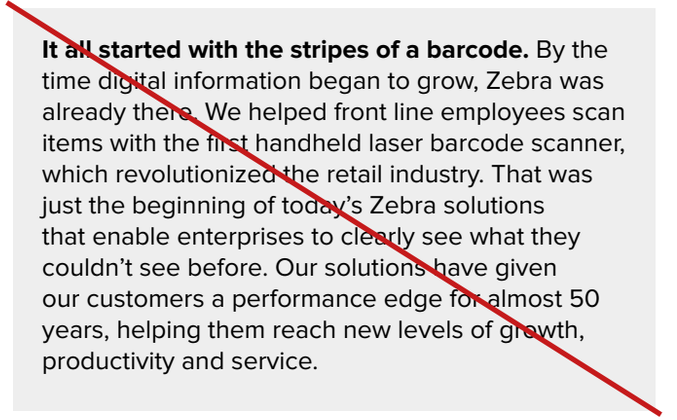
Do not use fancy words where simple ones will do

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

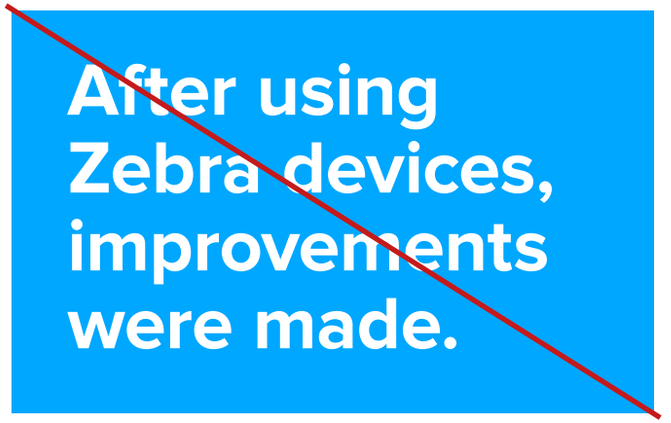
Copy

Situations to avoid

Do not use vague language, puffery or fluff



Do not boast



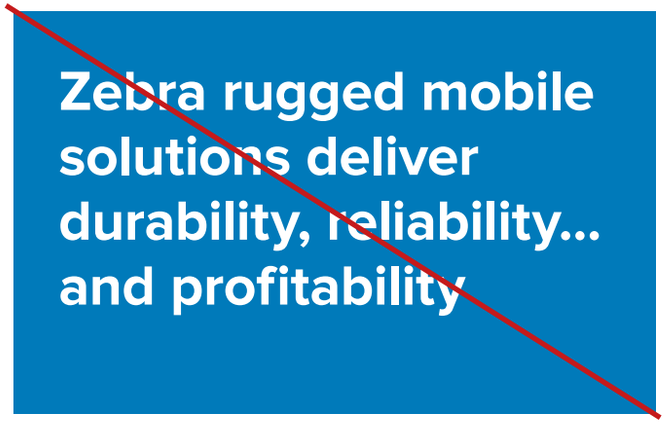
Do not use passive voice

Do not use exclamation marks

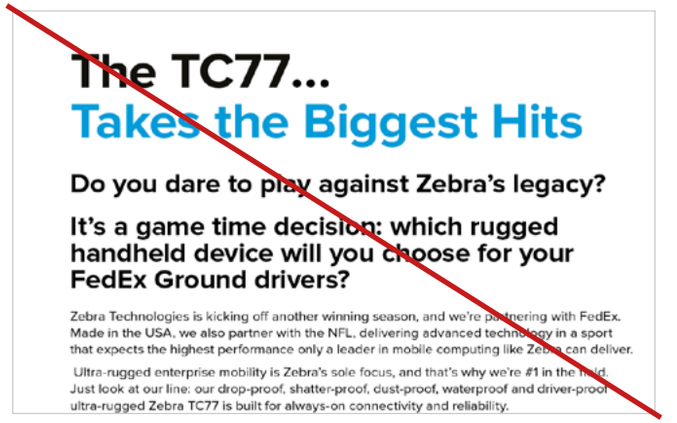
Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Copy

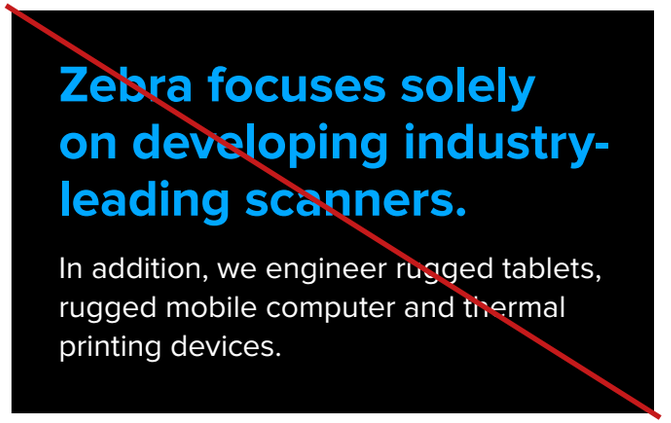
Situations to avoid



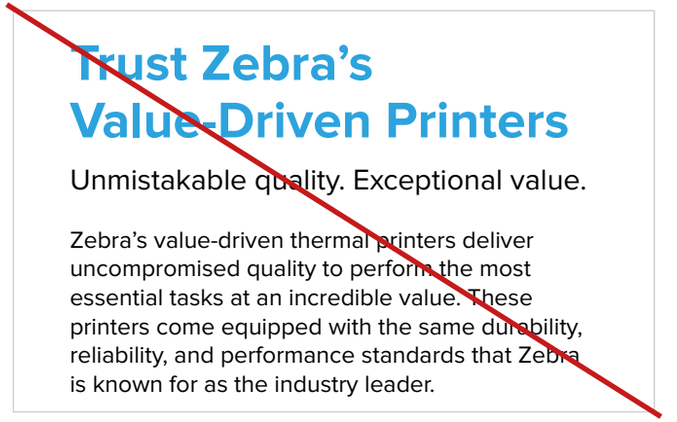
Do not use ellipses for emphasis or drama



Do not use ellipses in titles or headlines



Do not overuse contractions to the point where our persona or tone are compromised



Do not use periods in headlines and subheads. Instead, try to use a line break to convey separate thoughts

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

The Zebra Logo

Overview
Logo Elements
Logo Variations
Clear Space
Scaling
Apparel Imprinting
Typography Treatment
Situations to Avoid

The Zebra Logo is more than a symbol and wordmark (defined as a distinctive, text-only treatment of our company name). As the unifying visual element that appears across all our communications, it is our most important visual asset and leverages the equity of our brand while representing future innovation.

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

The Zebra Logo

Logo elements

The Zebra Logo is comprised of two elements: the Zebra Head Symbol and Zebra Wordmark. Together, these elements signify our expertise in innovation and in optimizing our customers' front lines.

Because the Logo captures the essence of our end-to-end expertise, consistent use and application can increase the value of our brand over time.

The two elements of our Logo come together in the following way:

- The Head Symbol is a simplified representation constructed from geometric planes that come together at the edges to form the profile of a zebra head
- The Zebra Wordmark is straightforward, bold and set in all caps

Zebra Head Symbol | **Wordmark**

Zebra Black

HEX	#000000
RGB	0 0 0
CMYK	75 68 67 90
PMS	Black

Available downloads

Zebra Logos - download

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

The Zebra Logo

Logo variations

The Zebra Logo may appear in one of only two variations:

The Horizontal Logo

The preferred version, the horizontal Logo is used when layouts are primarily left aligned or when vertical space is at a premium.

The Stacked Logo

Use the stacked Logo when space is limited or when the space calls for a vertical treatment, such as a tall, narrow digital banner.

Top tips:

- Use the black version of our Logo for applications where the background is white or light
- Use the white (reverse) version for applications where the background is black or dark
- Ensure sufficient color contrast between the Logo and the background it sits on

Available downloads

Zebra Logos - download

Horizontal

Black

White

Stacked

Black

White

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

The Zebra Logo

Clear space

Clear space is the area surrounding the Zebra Logo where nothing else may appear. It must be kept free of text and graphics, and away from the edge of the page.

The sole purpose of clear space is to ensure the Logo stands out wherever it appears. If the Logo is placed too close to graphics or type, its impact and legibility are diminished.

Top tips:

- Position text so as to maintain the required clear space around the Logo
- Position headline text so as to maintain the required clear space around the Logo
- Position the Logo as far as possible from another logo
- The clear space represents the minimum distance that any object should be placed from the Zebra Logo. More space is often preferred.

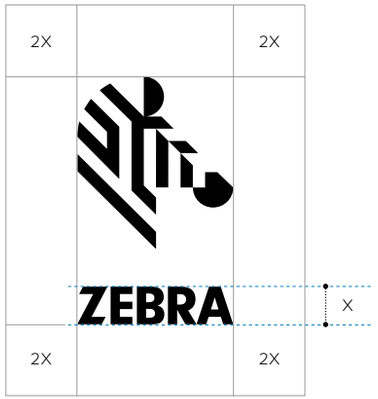
Available downloads

Zebra Logos - download

Horizontal Logo clear space

X = the height of the ZEBRA Wordmark. This measurement it is the clear space around the Zebra Logo.

Stacked Logo clear space



X = the height of the ZEBRA Wordmark. 2x this measurement becomes the minimum clear space around our Stacked Logo.

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

The Zebra Logo

Scaling

Care should be taken to ensure clarity and readability of the Zebra Logo at small sizes in all applications.

Follow the guidelines at right for the minimum sizing across different media.

Digital

72 px

54 px

Print

1 in (25mm)

0.75 in (19mm)

Favicon

16 x 16 px

Available downloads

Zebra Logos - download

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

The Zebra Logo

Apparel imprinting

For embroidering or heat transfer printing of the Zebra Logo, refer to the recommended sizes at right.

Top tips:

- Always consult with your vendor to determine the ideal size for your application
- Use the version of the Logo that works best in the space available
- Consult guidelines on required clear space

Recommended size

2.75 in (70mm)

2.5 in (65mm)

Minimum size

1.5 in (39mm)

1.25 in (32mm)

Available downloads

Zebra Logos - download
North America Company Store - zebra.bamkostores.com

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Program Logos

Typography for Internal Programs

Use the Proxima Nova typeface (rather than Arial) for internal Zebra program names. “Zebra” can appear in the first or last line of the name.

Left align all letters in the program name; use Proxima Nova regular for “Zebra” and Proxima Nova Bold for all other words.

These guidelines are intended only for new assets and logos. Preexisting logos and assets that do no follow these guidelines do not need to be updated.

If you use a PC and don’t have access to the Proxima Nova font family, contact brand@zebra.com to have a program logo created for you.

Old program logo style

ZEBRA
Innovator

ZEBRA
COMMUNITY RELATIONS

New program logo style

Zebra **inZpire**

Zebra
Solutions Pathway

Zebra Logo and Typography for External Programs

Include the Logo with your program name, in upper and lower case, when it will be used for audiences other than Zebra employees.

Zebra Logo and Typography

Customer Reference Program
Sharing Our Success Stories

Contact Zebra Brand

For more information about using the Zebra Logo as part of your program name, as well as for approval of your program name design email - brand@zebra.com

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

The Zebra Logo

Situations to avoid

Do not violate the clear space guidelines by positioning typography or other graphic elements too close to the Zebra Logo

Do not use the Head Symbol or Wordmark as standalone elements

Do not use the Logo, Head Symbol, Wordmark, Tagline or any phrase that includes “Zebra” on a writing instrument

Do not use a color other than black or white for the Logo

Do not pair the Logo with another logo in a lockup, with or without a vertical line

Do not pair the Logo with text in either the Proxima Nova or Arial typefaces

Do not use the Head Symbol or Wordmark within text

Do not apply the Logo to color backgrounds that lack sufficient contrast

Do not stretch or distort the Logo in any way

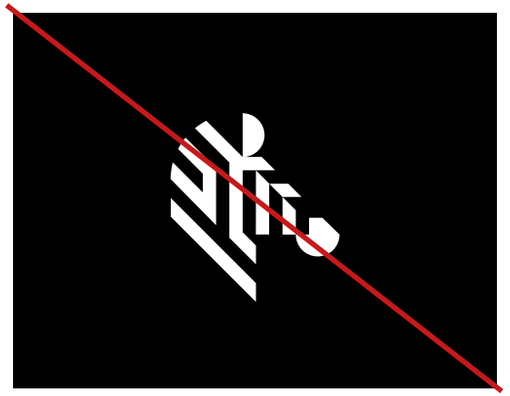
Do not apply graphic effects to the Logo, such as shadows, gradients, overlays, etc.

Do not adjust or modify the elements of the Logo

Do not change the relationship of the Logo’s elements

Do not place the Logo at an angle or vertically on its side

Do not allow typography or other graphic elements to invade the Logo



Do not use the Head Symbol or the Zebra Wordmark as a standalone element

Do not use the Logo, Head Symbol, Wordmark, Tagline or any phrase that includes “Zebra” on a writing instrument

Available downloads

Zebra Logos - download

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

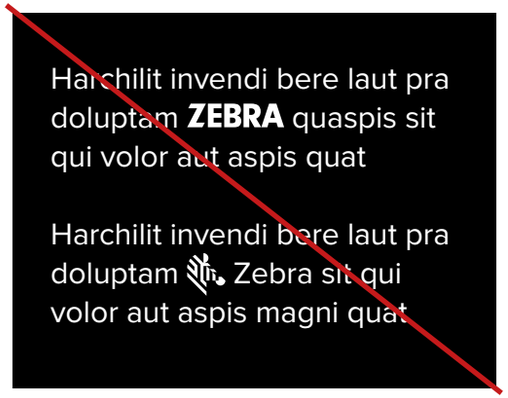
The Zebra Logo

Situations to avoid, continued

Do not use a color other than black or white for the Zebra Logo

Do not pair the Logo with another logo in a lockup, with or without a vertical line

Do not pair the Logo with text in either the Proxima Nova or Arial typefaces



Do not use the Zebra Head Symbol or the Zebra Wordmark within text

Do not apply the Logo to color backgrounds that lack sufficient contrast

Do not stretch or distort the Logo in any way

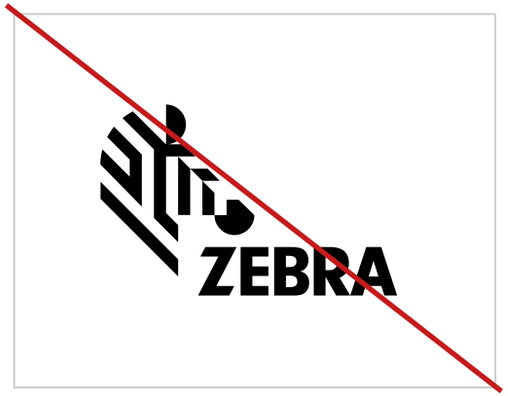
Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

The Zebra Logo

Situations to avoid, continued

Do not apply graphic effects to the Logo, such as shadows, gradients, overlays, etc.

Do not adjust or modify the elements of the Logo



Do not change the relationship of the Logo's elements

Do not place the Logo at an angle or vertically on its side

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Zebra Tagline

Overview
Approved Variations
Clear Space
Scaling
When to Use Our Tagline
Situations to Avoid

The Zebra Tagline is the expression of our brand promise (Zebra delivers a performance edge to the front line of business).

We use our Tagline to underscore our big-picture objective—what we're in business to do, what we believe, and what drives us, i.e.: the opportunity to empower our customers to gain a performance edge.

Careful and consistent use of our Tagline will help strengthen our brand.

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Zebra Tagline

Approved variations

The Zebra Tagline is made up of two elements:

- Zebra Logo
- CAPTURE YOUR EDGE in stylized uppercase letters

Top tips:

- The stylized CAPTURE YOUR EDGE text must always be paired with the Logo
- It can be used only in the defined positions shown at right

Similar to the Logo, there are two approved variations of the Tagline:

The Horizontal Tagline

The horizontal Tagline is used when layouts are primarily left aligned or when vertical space is at a premium.

The Stacked Tagline

Use the stacked Tagline when space is limited or when the space calls for a vertical treatment (such as a digital skyscraper ad).

Available downloads

Zebra Tagline artwork - download

Horizontal Tagline

Black

White

Stacked Tagline

Black

White

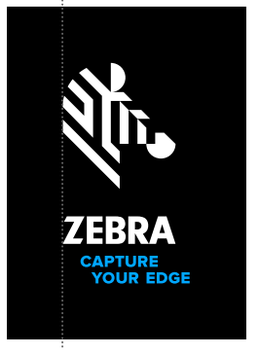


Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Zebra Tagline

Clear space

We have defined a clear space in the area surrounding the Zebra Tagline where nothing else may appear. It must be kept free of graphic elements to ensure the Tagline stands out wherever it appears.

Our Tagline clear space delivers impact and legibility.

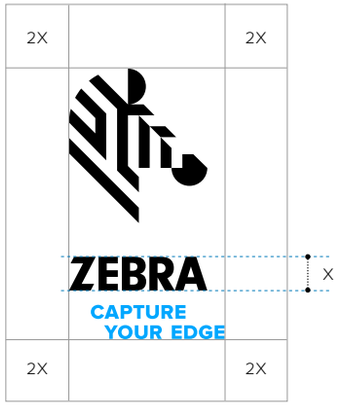
Available downloads

Zebra Tagline artwork - download

Horizontal Tagline clear space

X = the height of the ZEBRA Wordmark. This measurement becomes the minimum clear space around our Horizontal Logo

Stacked Tagline clear space



X = the height of the ZEBRA wordmark. 2x this measurement becomes the minimum clear space around our Stacked Logo

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Zebra Tagline

Scaling

Care should be taken to ensure clarity and readability of the Zebra Tagline at small sizes in all applications.

Follow the guidelines at right for the minimum sizing across different media. Minimum size measurements are provided to ensure legibility of the Tagline.

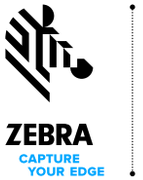
Digital

154 px

108 px

Print

2.14 in (54mm)



1.5 in (38mm)

Available downloads

Zebra Tagline artwork - download

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Zebra Tagline

When to use our Tagline

Proper application of the Zebra Tagline reinforces Zebra's brand promise and strengthens our brand. To that end, the Tagline will not be appropriate for every asset.

Rather, CAPTURE YOUR EDGE establishes relevance in a broad context, such as on the first page of an asset, or as a logical conclusion to a specific message.

The samples at right show suitable Tagline applications.

Top tips:

- Only include the Zebra Tagline when there is relevance to include it. Your subject matter should clearly indicate how customers will capture their performance edge with Zebra technology, products and solutions
- Use the Tagline lockup on the first page of an appropriate asset to introduce broad context for the subject matter
- Use the Tagline lockup in marketing materials as a sign-off

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Zebra Tagline

When to use our Tagline, continued

Top tips:

- Rather than using the words “Capture Your Edge” in headlines, CTAs or copy, use phrases like:
  - Gain a performance edge
  - Give a performance edge to those at the front line
  - The edge you need to succeed
  - Perform at your best
  - Drive performance
  - Better, faster, smarter
  - Empower those at the front line

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Zebra Tagline

Situations to avoid

Knowing how and when to apply the Zebra Tagline will help build consistency, recognizability and legibility, as well as create the proper context for our Tagline expression.

Do not separate the CAPTURE YOUR EDGE Tagline from the Zebra Logo in either its horizontal or its vertical form

Do not use the Tagline on premium items such as t-shirts, event materials such as notepads and folders, or small-scale assets without context or relevant subject matter

Do not use the Tagline on pens for legal reasons

Do not use the Tagline on social media and display ads, or on small-size assets

Do not use the Tagline in internal corporate materials, such as information intended for Zebra employees

Do not create your own Tagline artwork - use only the approved Tagline artwork

Do not create color variants of the approved Logo artwork

Do not apply graphic effects to the Tagline, such as shadows, gradients, etc.

Do not apply the Tagline to color backgrounds

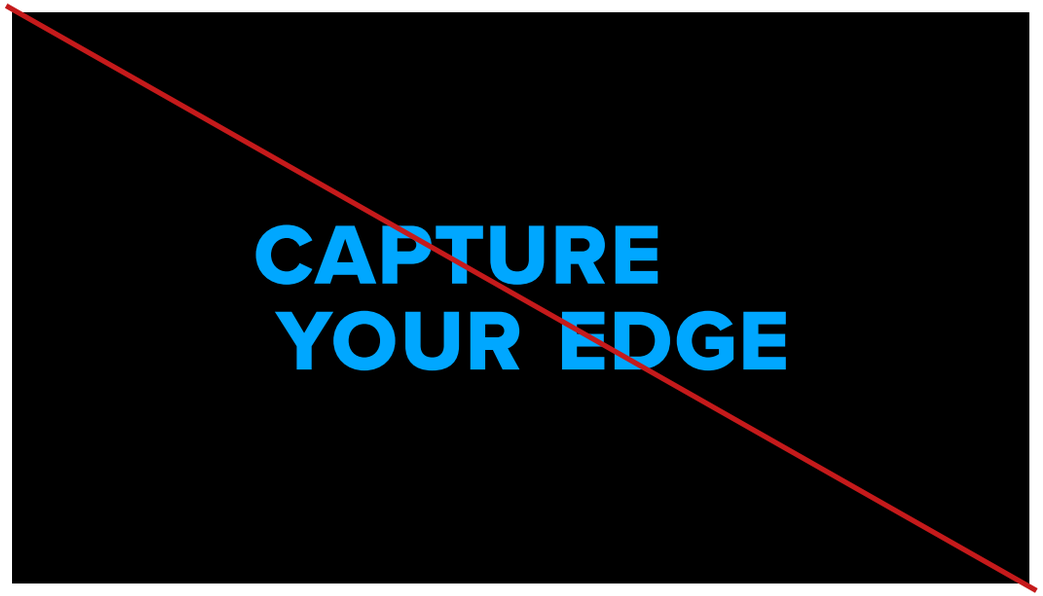
Do not place the Tagline over an image

Do not adjust or modify the elements of the Tagline or change the relationship of the elements

Do not use the tagline phrase CAPTURE YOUR EDGE in body copy

Do not use the Tagline as a headline or call to action. This is critical to meet the strict legal requirements necessary to protect the Zebra Tagline

See examples of these situations to avoid on the following pages.



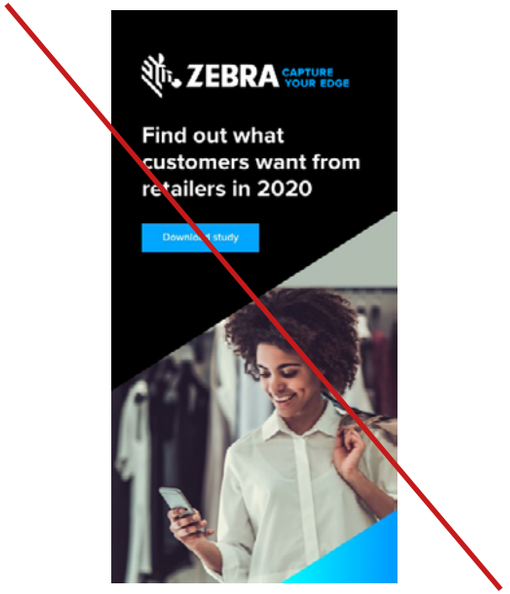
Do not separate the CAPTURE YOUR EDGE Tagline from the Zebra Logo in either its horizontal or its vertical form

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

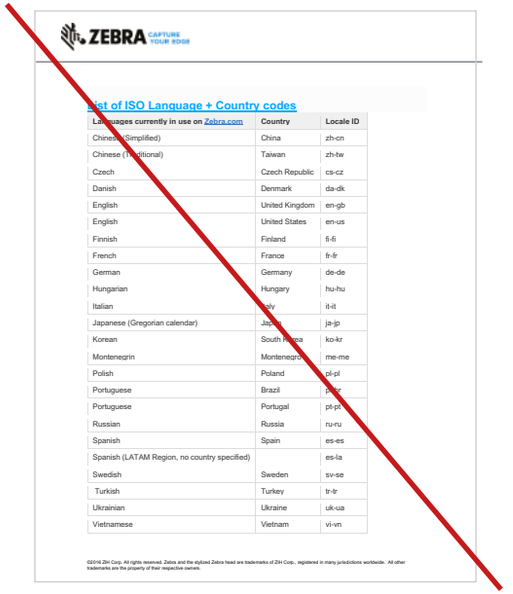
Zebra Tagline

Situations to avoid, continued

Do not use the Tagline on pens for legal reasons



Do not use the Tagline on social media and display ads, or on other small-size assets

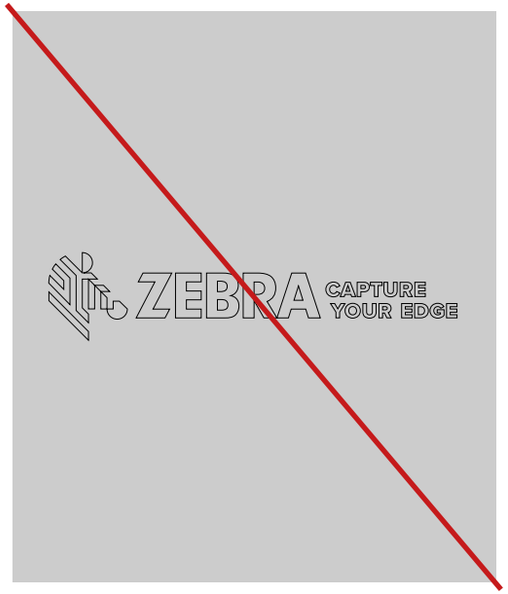


Do not use the Tagline in internal corporate materials, such as information intended for Zebra employees

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

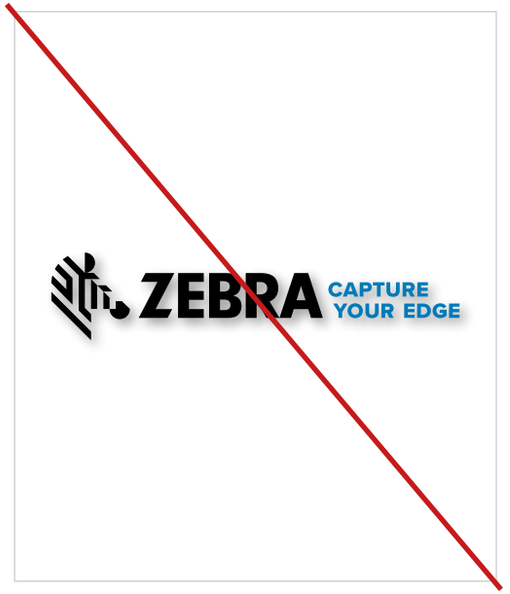
Zebra Tagline

Situations to avoid, continued



Do not create your own Tagline artwork - use only the approved Tagline artwork

Do not create color variants of the approved Logo artwork

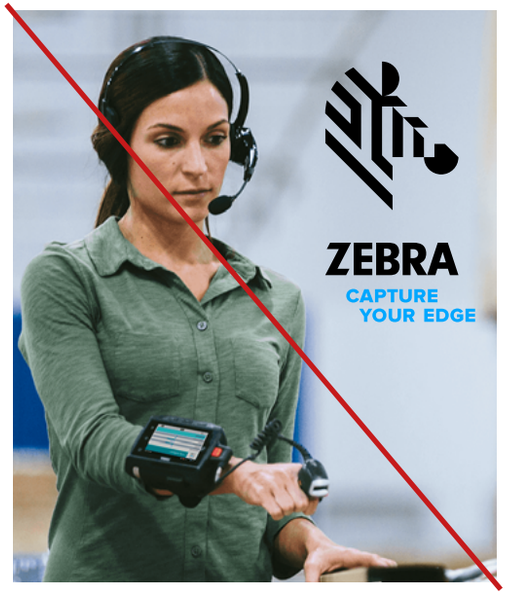


Do not apply graphic effects to the Tagline, such as shadows, gradients, etc.

Zebra Tagline

Situations to avoid, continued

Do not apply the Tagline to color backgrounds



Do not place the Tagline over an image

Do not adjust or modify the elements of the Tagline or change the relationship of the elements

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

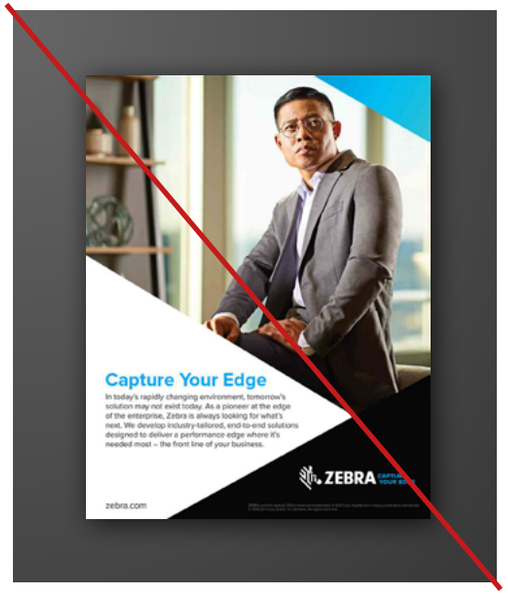
Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

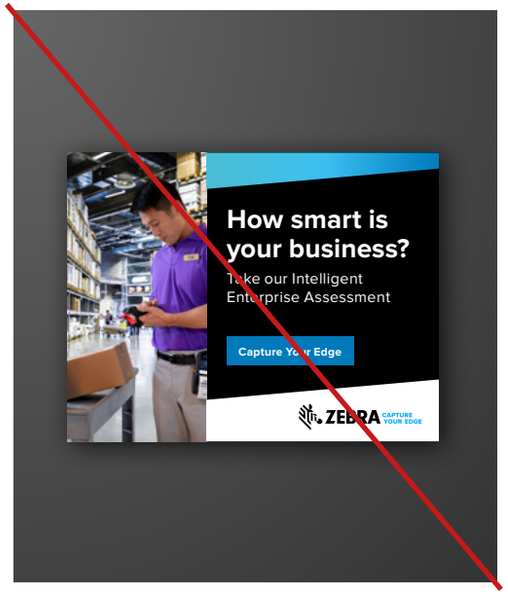
Zebra Tagline

Situations to avoid, continued

Today, innovation is exploding on the edge of the enterprise—where a company's people touch the products they make and the people they serve. Together with our partners, we want to help you Capture Your Edge.

Do not use the tagline phrase CAPTURE YOUR EDGE in body copy





Do not use the Tagline as a headline or call to action.
This is critical to meet the strict legal requirements necessary to protect the Zebra Tagline

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Zebra Solutions Logos

These guidelines detail the Zebra Solution Logo structure, visual hierarchy and usage, along with a comprehensive range of examples and a link to artwork assets.

Overview
Solutions Logo Variations
Solutions Logo Specifications
Solutions Logo Restrictions
Color
– Color Restrictions
Scaling
Clear Space
– with Zebra Logo
– with Zebra Logo Restrictions
– Non-Zebra Logos
– Non-Zebra Logos Restrictions
Multiple Solutions Logos
Multiple Solutions Logos Restrictions
Legacy Icons
– Icon Restrictions

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Overview

The Zebra Solutions Logos have been designed as a logical system— simple to deploy across all platforms and applications.

In their most basic form each Solutions Logo contains two or three elements:

- Zebra company name text
- Solution name
- A technology line (‘Powered by...’)

The Solutions Logo can be expanded to include a category subset.

Available downloads

Zebra Solution Logos - **download**

Zebra text + solution name + tagline

Zebra text + solution name + category name + tagline

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Solutions Logo Variations

There are two approved alignment variants for Zebra Solutions Logos: stacked and horizontal.

The stacked version is the preferred alignment.

Stacked (Preferred alignment)

Zebra
SmartLens®
Retail
Powered by Zebra Savanna™

The horizontal version should only be used where space restrictions prohibit correct clear space and scaling of the stacked variant to be followed.

Horizontal

Zebra **SmartLens®** Retail
Powered by Zebra Savanna™

Available downloads

Zebra Solution Logos - download

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Solutions Logo Specifications

The specifications shown here are an example sizing situation—use them for visual reference only.

If a new logo variation needs to be created, modify the Zebra Solutions Logo master artwork template —and save as a new unique variation.

Stacked (Preferred alignment)

Horizontal

Available downloads

Zebra Solution Logos - download

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Solutions Logo Restrictions

Do not distort the Zebra Solutions Logos in any way:

- X and Y values should be the same value
- Placement angle should always be horizontal
- Individual elements are not to be resized
- Spacial relationship of elements to each other must not be modified

Do not apply effects to Solutions Logos, including:

- Drop shadows
- Bevels / embossing
- Glows

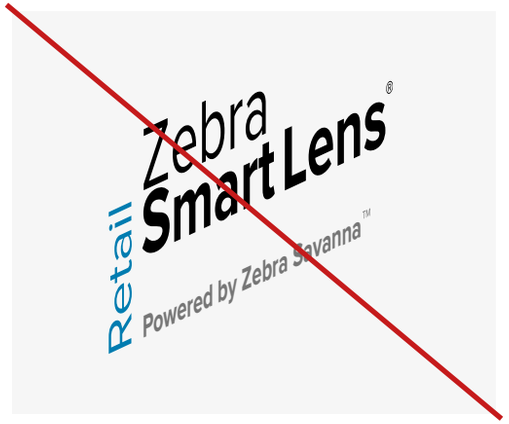
Do not modify Solutions Logo typographic values:

- Typeface
- Typeface weight
- Leading
- Tracking
- Capitalization
- Alignment

Do not visually constrain Solutions Logos:

- Within any shape other than those formed by Zebra edge elements
- By cropping a Solutions Logo

Only use supplied Zebra Logo artwork.



Do not distort the Solutions Logos in any way

Do not apply effects to Solutions Logos

Do not modify Solutions Logo typographic values

Do not visually constrain Solutions Logos

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Color

Zebra Solutions Logos use color to establish a clear visual hierarchy.

There are two approved color variations:

- Positive (only for use on white backgrounds)
- Reversed (only for use on black backgrounds)

Positive

Zebra
SmartLens®
Retail
Powered by Zebra Savanna™

HEX	#000000
RGB	0 0 0
CMYK	75 68 67 90
PMS	Black

HEX	#007ABA
RGB	0 124 176
CMYK	78 20 0 0
PMS	2925 C / 299 U

HEX	#757575
RGB	117 117 117
CMYK	60 51 51 20
PMS	Black (60%)

Reversed

Zebra
SmartLens®
Retail
Powered by Zebra Savanna™

HEX	#FFFFFF
RGB	255 255 255
CMYK	0 0 0 0

HEX	#00A7FF
RGB	0 167 255
CMYK	78 20 0 0
PMS	2925 C / 299 U

HEX	#999999
RGB	153 153 153
CMYK	43 35 36 1
PMS	Black (40%)

Available downloads

Adobe color swatches - download
Sketch color swatches - download

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Color Restrictions

Situations to avoid

Do not modify the text color or opacity of a Zebra Solutions Logo

Do not use a color other than white for the background when using the positive Solutions Logo

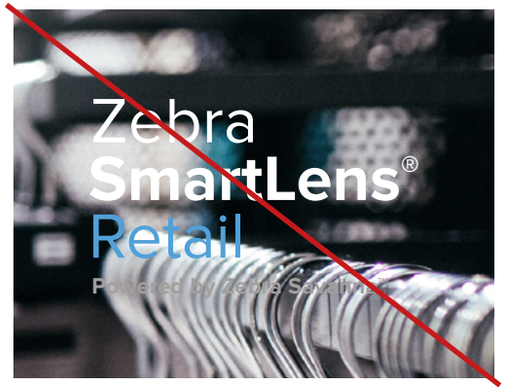
Do not use a color other than black for the background when using the reversed Solutions Logo

Do not use a picture, texture, gradient or background pattern behind a Solutions Logo

Do not modify the text color or opacity of a Zebra Solutions Logo

Do not use a color other than white for the background when using the positive Solutions Logo

Do not use a color other than black for the background when using the reversed Solutions Logo



Do not use a picture, texture, gradient or background pattern behind a Solutions Logo

Available downloads

Adobe color swatches - **download**
Sketch color swatches - **download**

Scaling

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Because of the complex nature of the Zebra Solutions Logos, care must be taken to ensure clarity and readability across all applications. Minimum permitted sizes in any medium are shown right.

Stacked

35 mm
1.4 in
100 px

Zebra
SmartLens®
Powered by Zebra Savanna™

49 mm
2 in
140 px

Zebra
SmartLens®
Retail
Powered by Zebra Savanna™

Horizontal

21 mm
0.85 in
60 px

Zebra **SmartLens®**
Powered by Zebra Savanna™

21 mm
0.85 in
60 px

Zebra **SmartLens®** Retail
Powered by Zebra Savanna™

Available downloads

Zebra Solution Logos - download

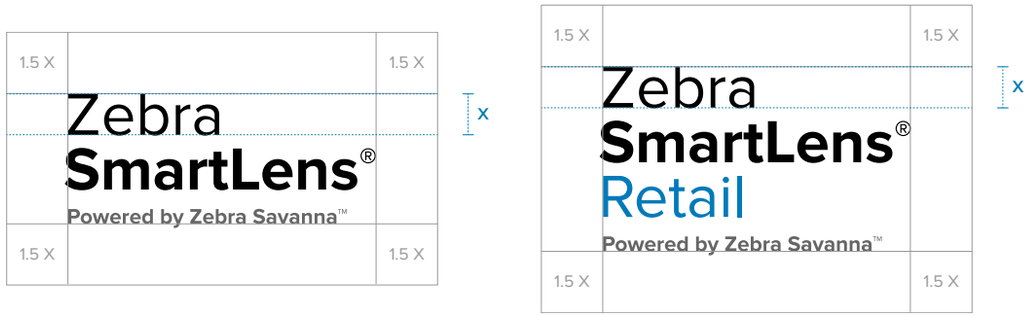
Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Clear Space

To ensure a Zebra Solutions Logo stands out wherever it appears, we have defined a clear space around it, where no other graphic elements can appear, defined as 1.5 X the cap height.

Clear space is the area surrounding the logo that must be kept free of text and graphics. The impact and legibility of a logo will be diminished if it is placed too close to graphics or type, or page edge.

Stacked



Horizontal

Available downloads

Zebra Solution Logos - download

Clear Space, Continued

With Zebra Solutions Logo

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Always ensure the Zebra Solutions Logo is sized and placed correctly in relation to the Zebra Logo:

Protecting the balance of elements

- Solutions Logos should be placed at the opposite end of the application to the Zebra Logo. This example has the Zebra Logo at the top left of the brochure cover, so the Solution Logo is placed at the bottom left—left aligned with Zebra Logo.
- If the application (e.g. brochure, PowerPoint) to contain the Solution Logo contains a reversed Zebra Logo within a black edge shape, use a positive Solution Logo within a white edge shape (and vice versa).
- The Cap height of the 'Zebra text' part of the Solution Logo should be between 100-125% of that of the Zebra Logo—to allow for the variety of sizes of Solutions Logos. (The only permitted exception is usage on a web page. The menu bar Zebra Logo will always be smaller).

Brochure

PowerPoint

Available downloads

Zebra Solution Logos - download

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

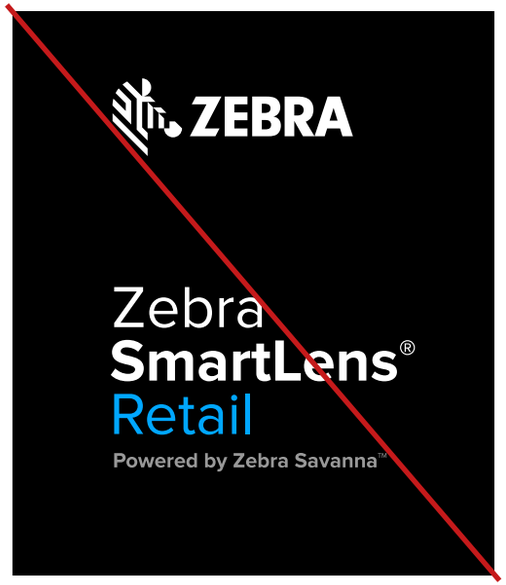
Clear Space, Continued

Situations to avoid

Do not combine any part of the Zebra Logo with a Solutions Logo.

Do not place a Zebra Solutions Logo in the same color edge shape as the Zebra Logo.

Do not combine any part of the Zebra Logo with a Solutions Logo.



Do not place a Zebra Solutions Logo in the same color edge shape as the Zebra Logo.

Available downloads

Zebra Solution Logos - **download**

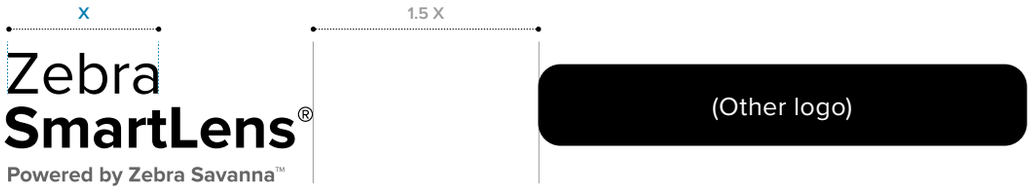
Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Clear Space, Continued

Other logos

Position the Zebra Solutions Logos as far apart as possible from other logos—the minimum safe distance is 1.5 X on any axis.

Stacked



Horizontal

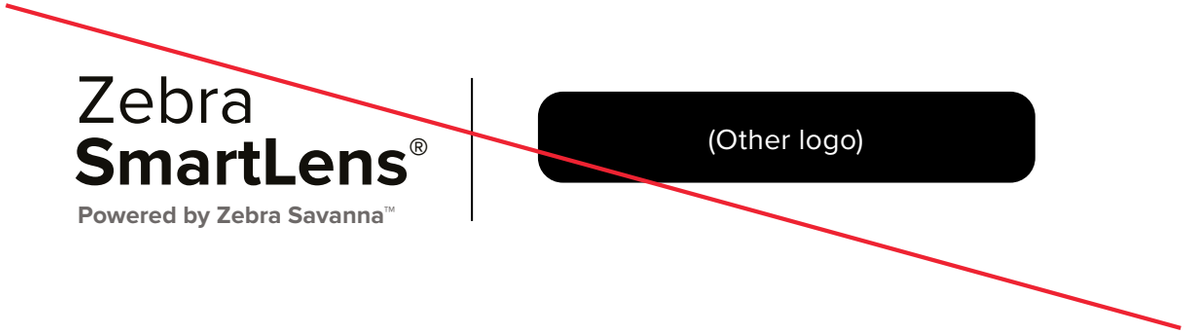
Available downloads

Zebra Solution Logos - download

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Clear Space, Continued

Other logos restrictions



Do not pair a Zebra Solutions Logo with other logos in a lockup of any kind or with graphical separators

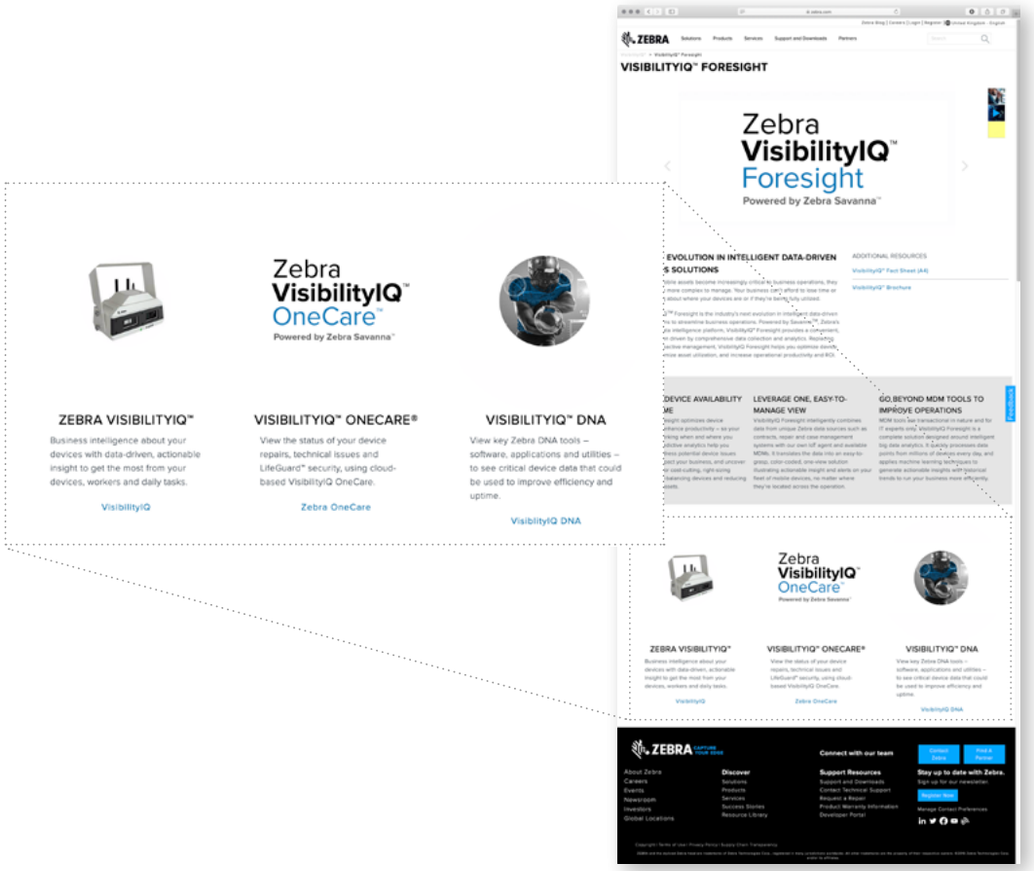
Multiple Solutions Logos

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

For situations where multiple versions of a Solutions Logo are required (e.g. Zebra VisibilityIQ™ DNA, Zebra VisibilityIQ™ Foresight, Zebra VisibilityIQ™ OneCare®), only use a Solutions Logo for one occurrence.

Use a combination of product images, (one of the) Solutions Logos and illustrative graphics to achieve the correct visual balance.

Web Page



Available downloads

Zebra Solution Logos - download

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

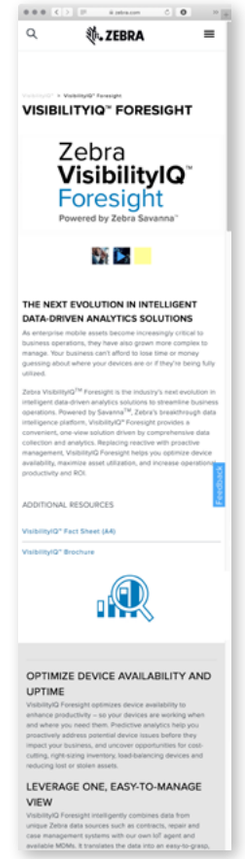
Multiple Solutions Logos Restrictions

Legacy icons are permitted for a transitional period—please refer to the updated suite of icons.

These icons are no longer part of the Zebra Solutions Logos and are to be used as stand-alone, illustrative graphics only.

For digital usage scenarios the icons are supplied in the two accessible blue colors (for white and black backgrounds).

Icon usage—as illustrative graphics only



Available downloads

Zebra Solution Logos - download

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Clear Space

With Zebra Logo restrictions

Do not position legacy icons in close proximity to Zebra Solutions Logos

Do not position legacy icons in close proximity to plain text solutions titles on web pages

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Design Elements

Overview

The Vertical Edge
- Visual concept
- Six-column grid
- Using the angled grids
- How to integrate our typography grid
- Internal Edge and boundary Edge alignment
- Constructing an internal vertical Edge
- Constructing a boundary vertical Edge
- Defining the vertical Edge
- Situations to avoid

Zebra Head Symbol
- Situations to avoid

The Zebra

Supergraphic
- Situations to avoid

Our design elements lend interest to our communications and add depth, dimension and texture to our visual system. They provide a modular system for a consistent and distinct brand presence while representing innovation, expertise and the performance edge we deliver.

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

The Vertical Edge

Visual concept

The enterprise edge is transforming from peripheral point to the center of the action—a place where businesses win or lose with customers.

Zebra's graphic vertical Edge becomes the place for storytelling, insights and visualizing results. Its forms—derived from the deconstruction of the Zebra Logo—create a confluence of ideas, people and information.

We express collaboration through the intersections of the varying forms, and reveal insights through the windows that display content. We align all of these forms carefully along our graphic vertical Edge to give order and structure to our content.

Available downloads

InDesign Collateral Template and Ruleset NALA - download
InDesign Collateral Template and Ruleset A4 - download

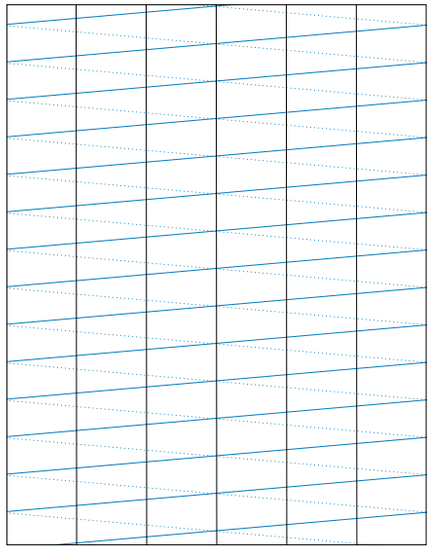
The Vertical Edge

Six-column grid

Our graphic system is made up of six-column grids. The six-column grids are made up of angles, and restrict all shapes within them to 5-, 30- or 45-degree angles.

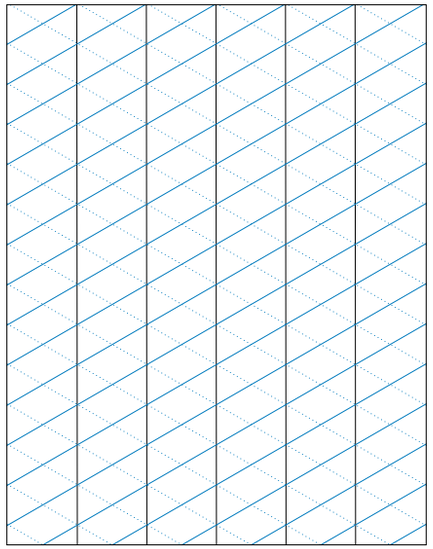
Every Zebra asset must include at least one instance of a vertical Edge, but it is not required on every page of a multipage document. Please choose just one of either the 5-degree grid, the 30-degree grid or the 45-degree grid in your branded application.

5° grid



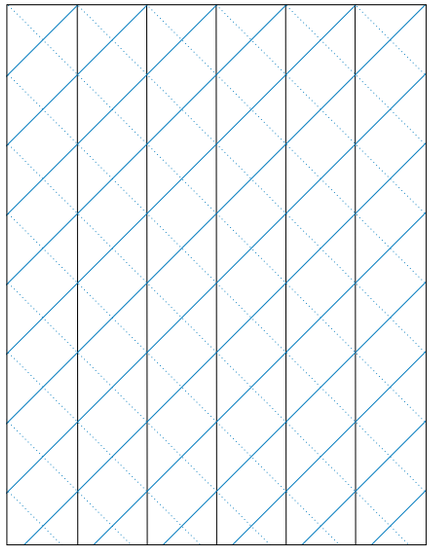
Six-column grid for the vertical Edge alignment

30° grid



Six-column grid for the vertical Edge alignment

45° grid



Six-column grid for the vertical Edge alignment

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

The Vertical Edge

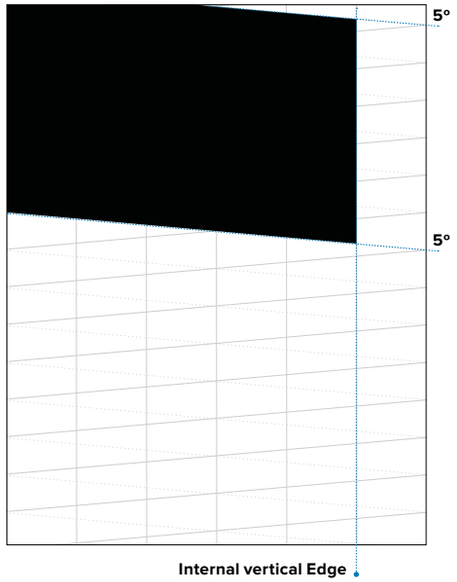
Using the angled grids

Use the angled grids to define the top and bottom of a graphic element. Graphics can be created across the layout on different scales and crops.

Use the vertical columns to define the position of the vertical Edge. One side of the graphic must always touch at least one of the outside edges of the layout; however, the other side can be aligned to the six-column grid (the opposite boundary of the layout, included).

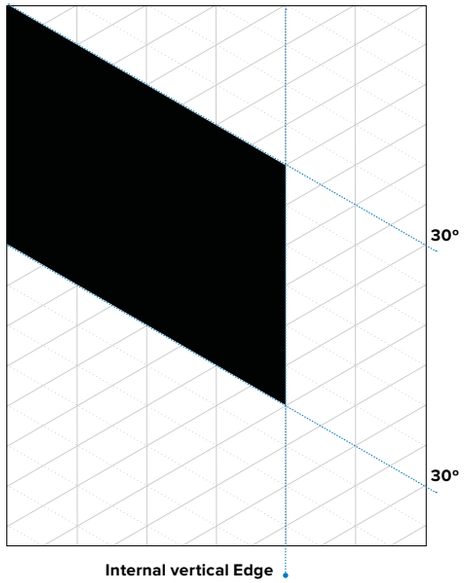
Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

5° grid



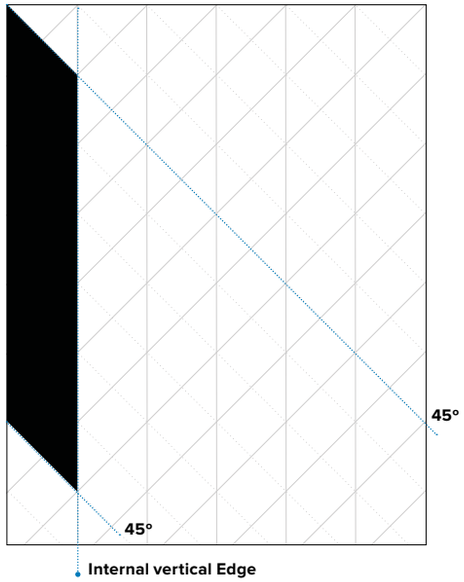
This sample grid indicates how to utilize the vertical columns and 5° angles to create a vertical Edge.

30° grid



This sample grid indicates how to utilize the vertical columns and 30° angles to create a vertical Edge.

45° grid



This sample grid indicates how to utilize the vertical columns and 45° angles to create a vertical Edge.

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

The Vertical Edge

How to integrate our typography grid

In addition to our six-column grid for the vertical Edge, we have a five-column typography grid to assist in creating a balanced composition between the angled graphic element and the text.

These two grids have distinct purposes and should never be confused. Typography should always align to the typography grids represented in blue to the right; while the vertical Edge should align to just one of the six-column gridlines represented here by the gray lines.

Five-column typography grid
Six-column vertical Edge grid

Available downloads

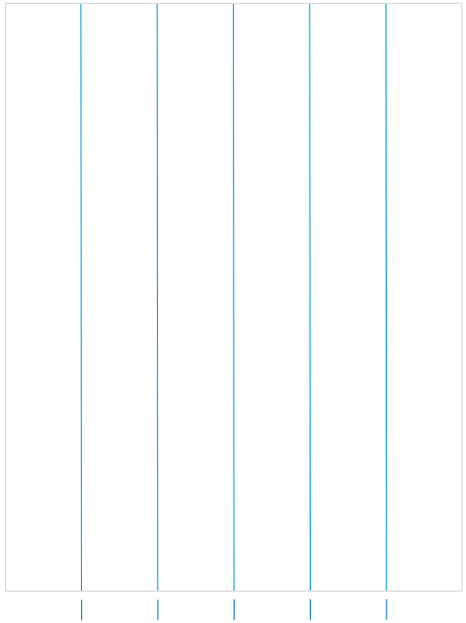
Refer to the InDesign Collateral Template and its accompanying ruleset for more information - download

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

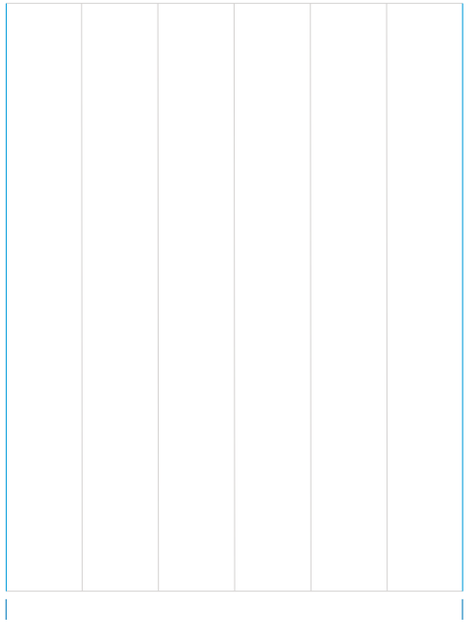
The Vertical Edge

Internal Edge and boundary Edge alignment

When creating a vertical Edge with our six-column grid, we have two options: Internal or Boundary. Creating a vertical Edge on an internal axis is our preferred option, but when working with content that has a large amount of text, tables and data, it often helps to construct the vertical Edge from the boundary.



Internal vertical Edges



Boundary vertical Edges

Available downloads

Refer to the InDesign Collateral Template and its accompanying ruleset for more information - download

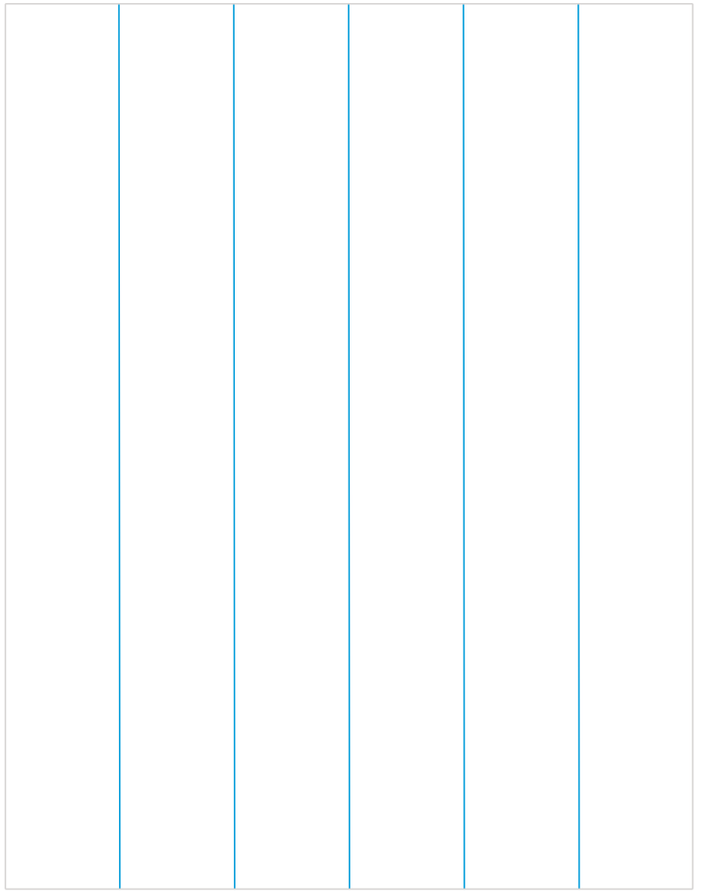
The Vertical Edge

Constructing an internal vertical Edge

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Internal Vertical Edges

The internal vertical Edge is created by using one of the gridlines within the document as represented by the blue lines, at right.



Available downloads

Refer to the InDesign Collateral Template and its accompanying ruleset for more information - download

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

The Vertical Edge

Constructing an internal vertical Edge

Using the internal vertical Edge is our preferred option. You may used any of the internal gridlines to pin your graphic shapes to, with the intention of creating a clearly defined vertical Edge spanning from the top to the bottom of the page.

Use only one of the angles 5º, 30º or 45º angles to contruct your layout. This can consist of just one shape or several; however, we do not recommend more than four shapes per layout.

If you are using more than one shape, it is good practice to include the angled graphic element with the Zebra Gradient, remembering that the lightest blue should be next to the vertical Edge, fading to the darker blue as it gets further away.

For guidance on proper construction of the Zebra Gradient, consult 8.18

Top tips:

- The angled shapes are not required on every page and caution should be taken not to overuse them
- Keep layouts clear and easy to understand

Available downloads

Refer to the InDesign Collateral Template and its accompanying ruleset for more information - download

Example compositions using the internal vertical Edge

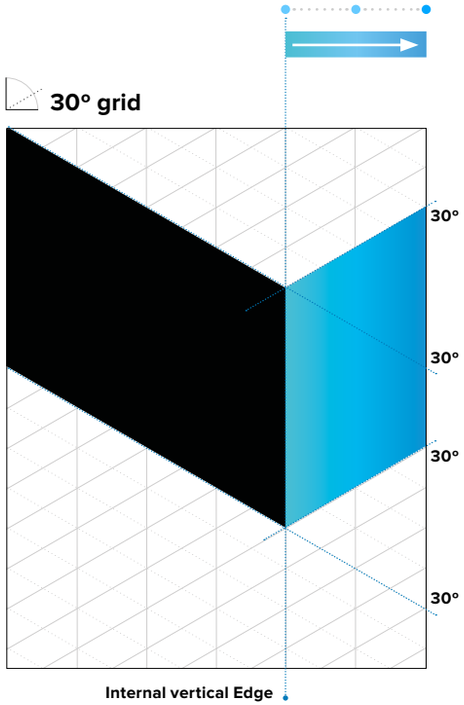
Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

The Vertical Edge

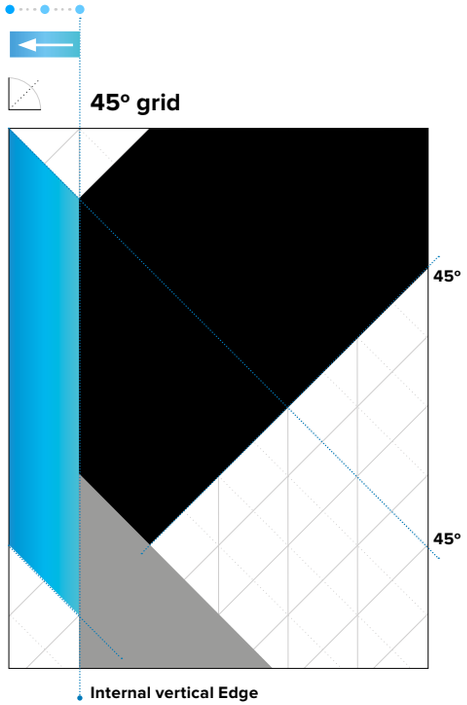
How to construct an internal vertical Edge

Top Tips:

- To retain the impact of the vertical Edge, simplicity and abundant use of white space are critical. Less is definitely more. You do not need to use the angled graphic element on every page of an asset
- Creating a vertical Edge is more than simply adding angled graphic elements. The goal is to draw the eye to a defined focal point
- It is not always necessary to include an angled edge: If you find it challenging to crop your image in a way that fits within the angles of the angled graphic element, consider moving ahead without an angled edge
- Multiple angled graphic elements meet in one vertical position of the layout to clearly define the vertical Edge
- Use black; tints of 20%, 40% or 60% black; white; Zebra Blue or the Zebra Gradient to differentiate angled graphic elements or as a containment device for photography
- Always position the angled graphic elements on a black or white background
- Run the gradient left to right or right to left, see page 8.18
- Position the gradient's lightest shade of blue at the internal vertical Edge—where multiple angled graphic elements meet; or at the edge of the composition for a single angled graphic element. **See examples at right.**



This sample grid indicates how to utilize the vertical columns and 30° angles to create a vertical Edge.



This sample grid indicates how to utilize the vertical columns and 45° angles to create a vertical Edge.

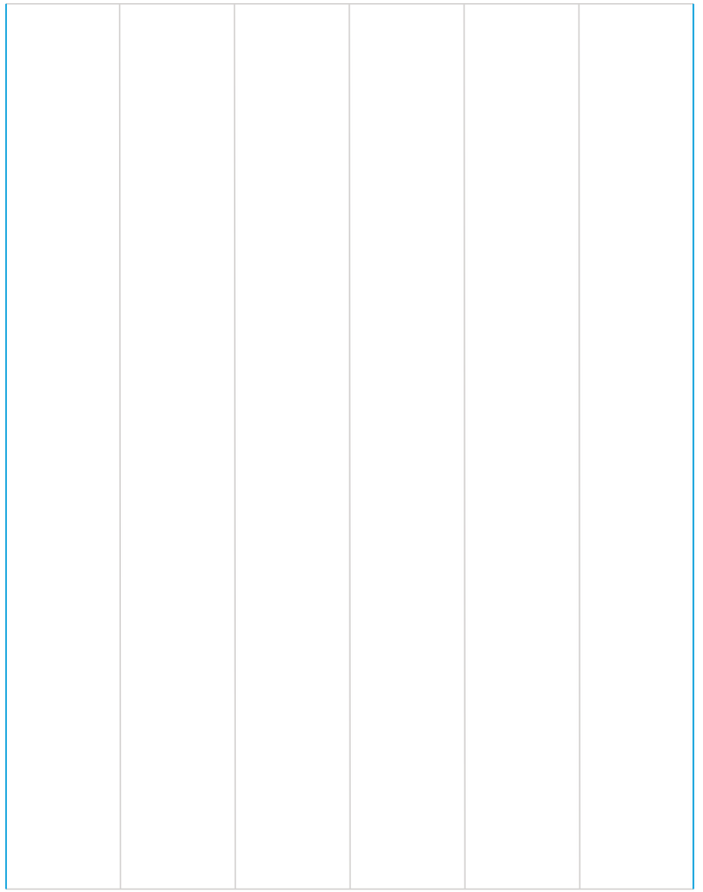
The Vertical Edge

Constructing a boundary vertical Edge

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Boundary Vertical Edges

To create a boundary vertical Edge, select one of the gridlines on your document's outer edges, as represented by the blue lines, at right.



Available downloads

Refer to the InDesign Collateral Template and its accompanying ruleset for more information - download

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

The Vertical Edge

Constructing a boundary vertical Edge

Using the boundary of the document to create the vertical Edge may be necessary when space is limited or simply to improve the composition on a layout. The boundary vertical Edge is preferred for editorial pages that require maximum space for text, tables and data.

Use only one of the angles 5º, 30º or 45º angles to contruct your layout. To help make the vertical Edge clearer, use a black or white background with only one or two shapes. These shapes may overlap or appear separately, depending on the composition's requirements. Bear in mind that the shapes' primary role is to create our vertical Edge.

Top tips:

- The angled shapes are not required on every page and caution should be taken not to overuse them
- Keep layouts clear and easy to understand

Available downloads

Refer to the InDesign Collateral Template and its accompanying ruleset for more information - download

Example compositions using the boundary vertical Edge

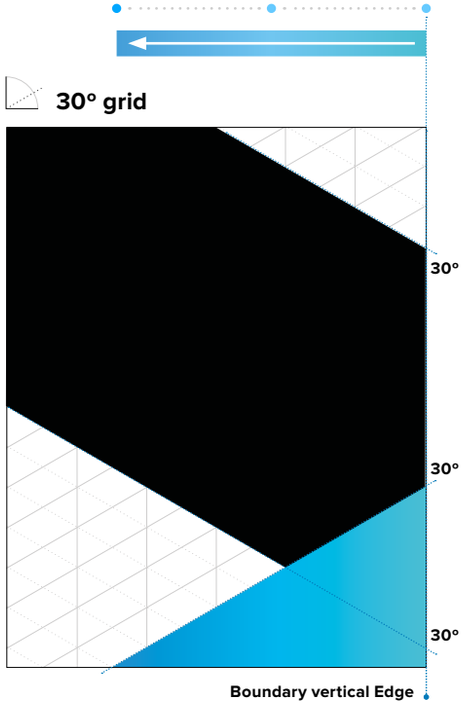
Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

The Vertical Edge

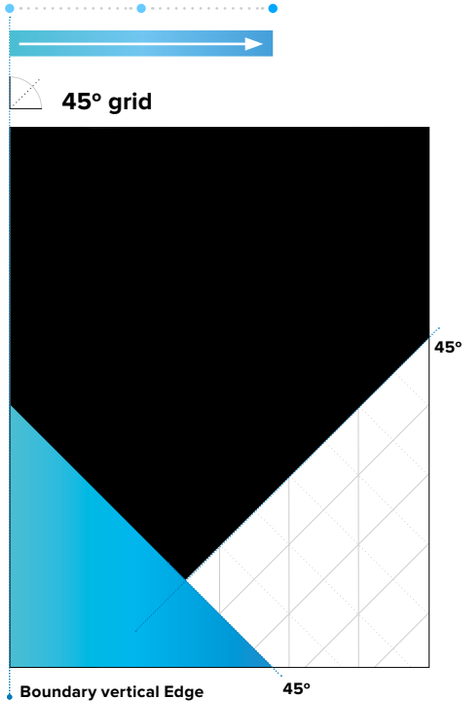
How to construct a boundary vertical Edge

Top Tips:

For detailed guidance on how to construct the boundary vertical Edge, **consult the internal vertical Edge top tips on p. 7.09**



This sample grid indicates how to create the vertical Edge with 30° angles from the document boundary.



This sample grid indicates how to create the vertical Edge with 45° angles from the document boundary.

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

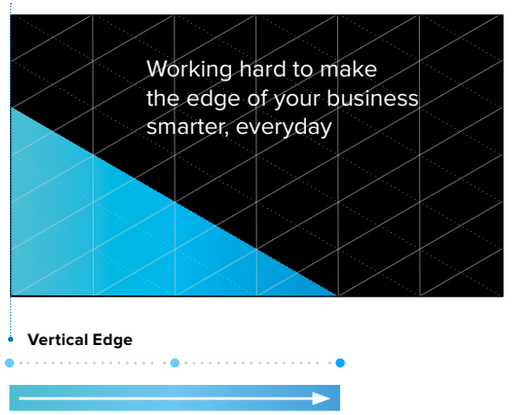
The Vertical Edge

Defining the vertical Edge

Always be mindful of balance on a page. Whether your composition is simple or complex, drawing the eye to an area of focus and maintaining a balance of graphics and clear space are key.

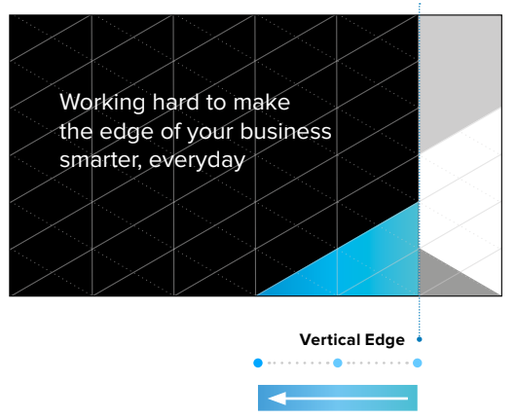
See balanced simple and complex examples at right.

Simple composition
Single angled graphic element



A single angled graphic element with the Zebra Gradient is positioned in the lower left on a black background, defining the vertical Edge at the edge of the layout. The lightest blue of the Zebra Gradient is positioned at the edge of the layout. For guidance on proper construction of the Zebra Gradient, consult 8.18.

Complex composition
Multiple angled graphic elements



Four angled graphic elements meet on a black background to define the vertical Edge. As shown, angled graphic elements always share a vertical Edge.

The Vertical Edge

Defining the vertical Edge with photography

These applications show the flexibility of the angled graphic elements and how they pair with imagery, whether in a simple or complex composition.

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Simple composition
Single angled graphic element

Vertical Edge

The angled graphic element with the Zebra Gradient is positioned at the top of a black background, forming the vertical Edge by using the right side of the image.

Complex composition
Multiple angled graphic elements

Vertical Edge

The angled elements and two images are positioned on a white background, coming together to define the vertical Edge where they meet.

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

The Vertical Edge

Situations to avoid

Do not replace the color mix of the gradient with another color—use only the Zebra Gradient

Do not position the gradient with the darkest blue at the vertical Edge—always use the lightest blue where the graphic elements meet to define the vertical Edge

Do not use a color other than black; tints of 20%, 40% or 60% black; white; Zebra Blue or the Zebra Gradient for an angled graphic element

Do not create more than one angled graphic element, or apply the Zebra Gradient to more than one angled graphic element, in a single composition

Do not combine 5-, 30- or 45-degree angles in a single composition

Do not overuse the angled graphic element to a point where the layout becomes overwhelming or the graphic elements overpower an image or images

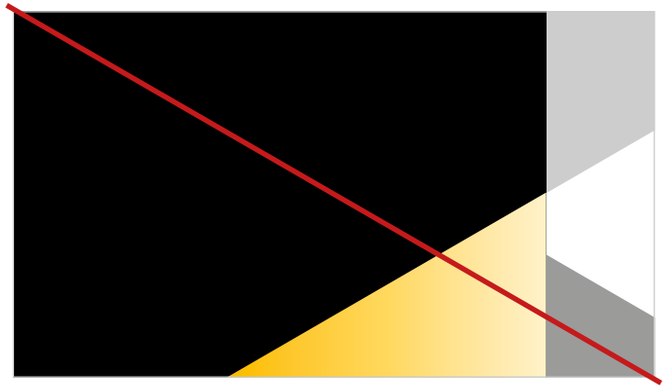
Do not overlap angled graphic elements and images

Do not position text or design elements over an angled graphic element with the Zebra Gradient. Instead, change the angled graphic element to 100% Zebra Blue

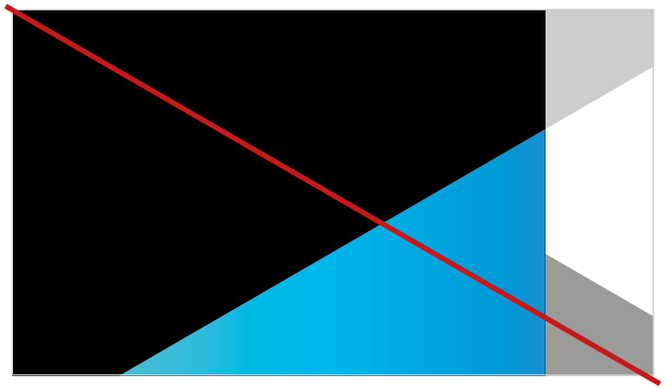
See examples of these situations to avoid on the following pages.

Available downloads

InDesign Collateral Template and Ruleset NALA - **download**
InDesign Collateral Template and Ruleset A4 - **download**



Do not replace the color mix of the gradient with another color—use only the Zebra Gradient

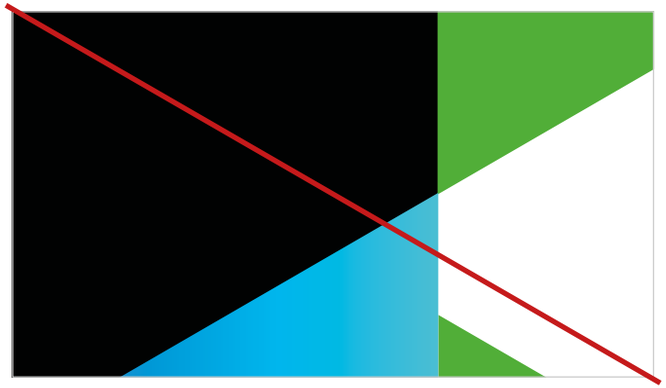


Do not position the gradient with the darkest blue at the vertical Edge—always use the lightest blue where the graphic elements meet to define the vertical Edge

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

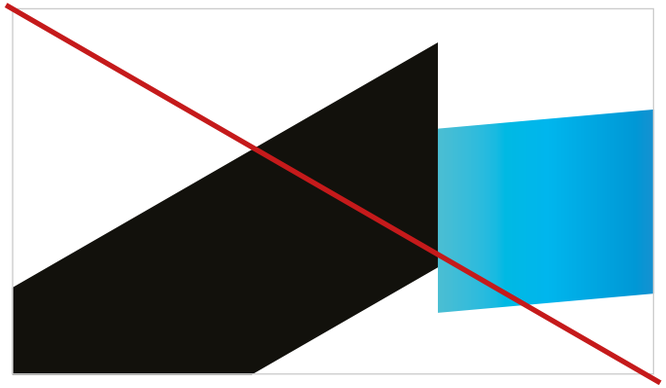
The Vertical Edge

Situations to avoid, continued



Do not use a color other than black; tints of 20%, 40% or 60% black; white; Zebra Blue or the Zebra Gradient for an angled graphic element

Do not create more than one angled graphic element, or apply the Zebra Gradient to more than one angled graphic element, in a single composition



Do not combine 5-, 30- or 45-degree angles in a single composition

Do not overuse the angled graphic element to a point where the layout becomes overwhelming or the graphic elements overpower an image or images

The Vertical Edge

Situations to avoid, continued

Do not overlap angled graphic elements and images

Do not position text or design elements over an angled graphic element with the Zebra Gradient. Instead, change the angled graphic element to 100% Zebra Blue

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

The Zebra Head Symbol

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

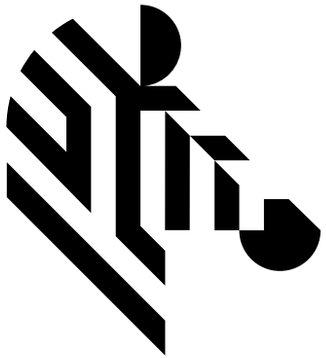
The Zebra Head Symbol is an integral part of our brand system: we must protect it with the same care we apply to the Zebra Wordmark. The full Zebra Logo is always preferred; however, in limited situations, you may use the Zebra Head Symbol on its own.

Top Tips:

- Approved use includes app buttons and mobile environments where space is limited
- A clear reference to 'Zebra' should appear in copy near the Head Symbol
- To preserve the visual impact of the Head Symbol, maintain clear space around it as shown at right
- To ensure legibility, follow minimum size measurements at right

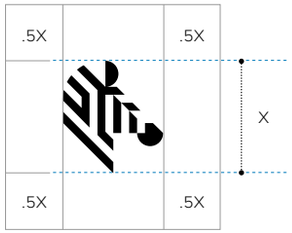
Please contact brand@zebra.com for the artwork

Zebra Head Symbol



App button color variations

Clear space



X=height of Zebra Head Symbol

Minimum size

Favicon

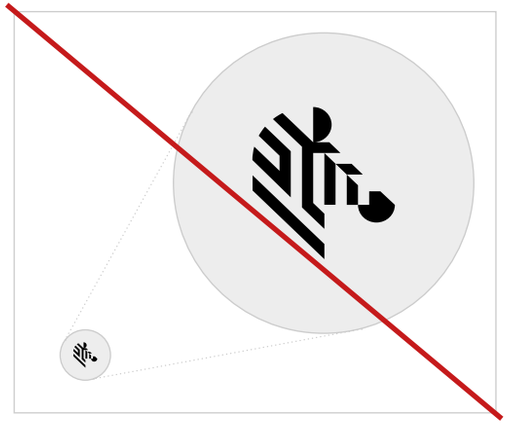
The Zebra Head Symbol

Situations to avoid

Do not scale the Head Symbol below the approved sizes

Do not place the Head Symbol over photography

Do not place text over or behind the Head Symbol



Do not scale the Head Symbol below the approved sizes

Do not place the Head Symbol over photography

Do not place text over or behind the Head Symbol

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

The Zebra

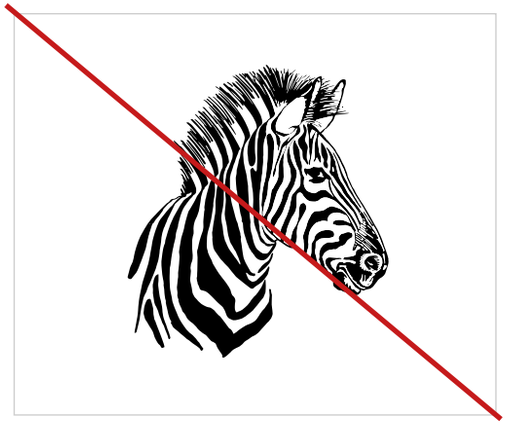
Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Our brand identity and Logo must be protected with a large degree of care.

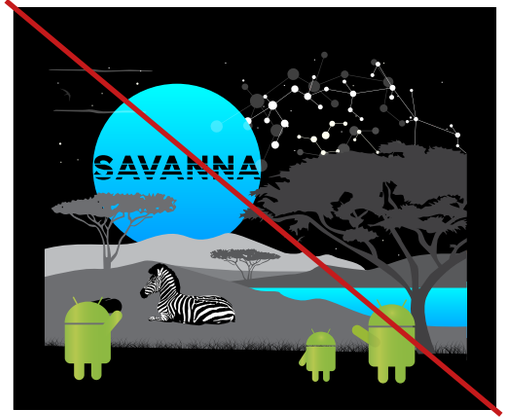
Since the zebra animal does not align with the perception of an innovative technology company, we must avoid using zebra animal photography, graphics, illustrations, cartoons or characters in any internal or external marketing materials.

It is only appropriate to use a zebra in the form of our Logo, Head Symbol or supergraphic.

There are no exceptions to this rule.



Do not use zebra animal graphics, illustrations or characters in marketing materials



Do not use zebra animal graphics, illustrations or characters in marketing materials

Do not use zebra animal graphics, illustrations or characters in marketing materials

Do not use zebra animal graphics, illustrations or characters in marketing materials

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

The Zebra Supergraphic

To help reinforce the Zebra brand, the Zebra Head Symbol (without the Zebra Wordmark) can be used as a supergraphic.

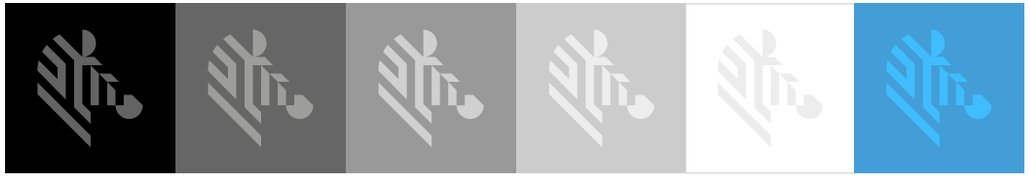
Top tips:

- Place the supergraphic as a background element in your overall design
- The Head Symbol must be a screened value of the background color; recommended color values are shown at right

Zebra supergraphic

You can use the supergraphic as a background element in your overall design.

Correct screened value colours



100% Black Background 75% Black Head Symbol	60% Black Background 50% Black Head Symbol	40% Black Background 25% Black Head Symbol	20% Black Background 10% Black Head Symbol	White Background 10% Black Head Symbol	Zebra Blue Background 75% Zebra Blue Symbol

Available downloads

Zebra supergraphic - download

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

The Zebra Supergraphic

Situations to avoid

Do not use the Zebra Wordmark with the supergraphic

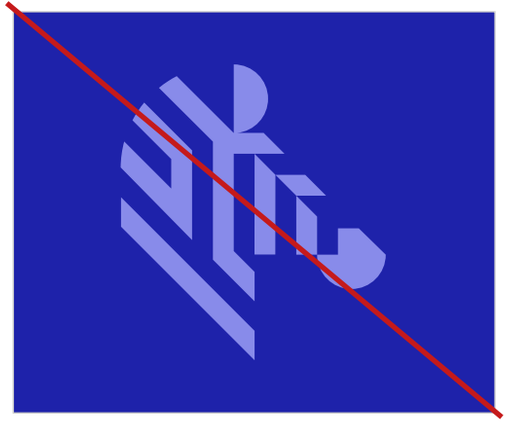
Do not place the supergraphic in a small design element

Do not change the color values of the supergraphic

Do not place the supergraphic over photography

Do not use the Zebra Wordmark with the supergraphic

Do not place the Zebra Head Symbol in a small design element



Do not place the Zebra Head Symbol in a small box

Do not place the supergraphic over photography

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Brand Colors

Overview

Primary Color Palette

Accessibility

Complementary Colors and Tints
– Examples of usage
– Tables
– Charts, illustrations and infographics
– Situations to avoid

Gradient
– Situations to avoid

Balancing the Colors

Colors give life to the Zebra brand. We use color in a deliberate manner to express our brand essence and to support or emphasize key messages across our communications.

Included in this palette is our Zebra Blue. Consistent and conscientious use of our signature blue helps us protect this key color and the Zebra brand identity.

In addition to our Zebra Blue, we embrace black and white as two primary colors that evoke a bold, innovative feel with an action-oriented tone to align with our brand and persona. The color palette is simple, reflecting our straightforward and focused positioning.

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Primary Color Palette, Digital

Our primary colors not only differentiate Zebra but are memorable and distinct. The tints of Zebra Blue are reserved for graphic accents and to add structure and hierarchy to tables.

Use Zebra Blue as an accent color to contrast the black and white primary colors and add visual interest to Zebra materials. Zebra Blue is used for text on black backgrounds, for graphic shapes, including the angled graphic element when we use blue instead of a gradient, tables, and infographic graphic elements.

Zebra Dark Blue

To fulfill accessibility and legibility requirements, we have created a digital-specific Zebra Dark Blue. The Zebra Dark Blue should only replace Zebra Blue for typography on white backgrounds in digital applications, including pdfs, emails and web. It does not replace Zebra Blue for tables, graphics or print specific applications.

Zebra Blue
HEX #00A7FF
RGB 0 167 255

Approved for accessibility on black backgrounds

Zebra Dark Blue
HEX #007ABA
RGB 0 122 186

Approved for accessibility on white backgrounds

Zebra Black
HEX #000000
RGB 0 0 0

White
HEX #FFFFFF
RGB 255 255 255

Zebra Approved Grays

Zebra Black: 80%	Zebra Black: 60%	Zebra Black: 40%	Zebra Black: 20%	Zebra Black: 10%
HEX #333333	HEX #666666	HEX #999999	HEX #CCCCCC	HEX #EEEEEE
RGB 51 51 51	RGB 102 102 102	RGB 153 153 153	RGB 204 204 204	RGB 238 238 238

Zebra Approved Blue Tints

Zebra Blue: 60%	Zebra Blue: 40%	Zebra Blue: 20%
HEX #66CAFF	HEX #99DCFF	HEX #CCEDFF
RGB 102 202 255	RGB 153 220 255	RGB 204 237 255

Available downloads

Adobe color swatches - download
Sketch color swatches - download

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Primary Color Palette, Print

Use only the Zebra Blue for typography and graphics in print applications. You may use it for text on black or white backgrounds; as well as for tables, graphic shapes (including the angled graphic element when using blue instead of a gradient) and infographic graphic elements.

Zebra Rich Black is recommended for printing large areas of black, such as front covers, posters and infographics. For small details including text and rules, Plain Black is recommended. You will use Plain Black most of the time.

Zebra Blue
CMYK 78 20 0 0
PMS 2925 C / 299 U

Plain Black
CMYK 0 0 0 100
PMS Black

Zebra Rich Black
CMYK 75 68 67 90
PMS Black

White
CMYK 0 0 0 0

Zebra Approved Grays

Zebra Black: 80%
CMYK 69 63 62 58
PMS Black

Zebra Black: 60%
CMYK 60 51 51 20
PMS Black

Zebra Black: 40%
CMYK 43 35 36 1
PMS Black

Zebra Black: 20%
CMYK 19 15 16 0
PMS Black

Zebra Black: 10%
CMYK 9 6 7 0
PMS Black

Zebra Approved Blue Tints

Zebra Blue: 60%
CMYK 47 12 0 0
PMS 2925 C / 299 U

Zebra Blue: 40%
CMYK 31 8 0 0
PMS 2925 C / 299 U

Zebra Blue: 20%
CMYK 16 4 0 0
PMS 2925 C / 299 U

Available downloads (for designers)

Adobe color swatches - download
Sketch color swatches - download

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Accessibility

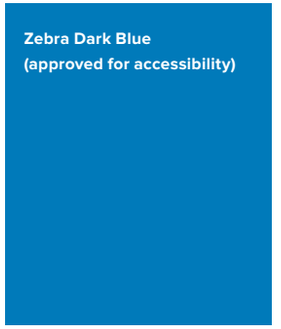
Using the Zebra Dark Blue

Accessibility

To ensure our digital content is accessible to all audiences, we have created a Zebra Dark Blue with a AA rating for contrast. This special blue should be applied to all text intended for viewing on any digital screen including monitors, projectors and mobile devices.

Top tips:

- Use for smaller bold text, such as 16pt body copy
- Headlines at 20pt or above may use either the Zebra Dark Blue or Zebra Black with regular or bold font weights
- Only use the Dark Blue on a white background to comply with accessibility



Zebra Dark Blue
HEX #007ABA
RGB 0 122 186

Accessible type

16pt Regular – Black only

16pt Bold – Dark Blue or Black

20pt Regular – Dark Blue or Black

20pt Bold – Dark Blue or Black

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Complementary Colors and Tints

Zebra Purple, Zebra Green and Zebra Yellow

Our complementary color palette was developed to add supplementary visual interest when designing tables, charts, icons, illustrations and infographics only.

The three complementary color families include dark, medium and light tints, which complement each other and can provide varying levels of contrast for subtlety or emphasis.

Please see examples and further information on each color family on the following pages.

Top tips:

- In addition to the complementary color palette, you may also use the Zebra Blue color family with tables, charts, icons, illustrations and infographics
- For collateral, choose a single color family for each page
- For collateral, you may use a different color family on different pages
- Use the RGB mix or HEX number for digital applications and CMYK specifications for print media
- Use PMS for one-color print applications

Zebra Purple: 100%
HEX #1E22AA
RGB 30 34 170
CMYK 100 87 0 0
PMS 2736 C / 2738 U

Zebra Purple: 60%
HEX #6165E3
RGB 97 101 227
CMYK 60 52 0 0
PMS 2736 C / 2738 U

Zebra Purple: 40%
HEX #9698EC
RGB 150 152 236
CMYK 40 35 0 0
PMS 2736 C / 2738 U

Zebra Purple: 20%
HEX #CACCF6
RGB 202 204 246
CMYK 20 17 0 0
PMS 2736 C / 2738 U

Zebra Green: 100%
HEX #78D64B
RGB 120 214 75
CMYK 60 0 93 0
PMS 7488 C / 375 U

Zebra Green: 60%
HEX #AEE693
RGB 174 230 147
CMYK 36 0 56 0
PMS 7488 C / 375 U

Zebra Green: 40%
HEX #C9EFB7
RGB 210 239 183
CMYK 24 0 37 0
PMS 7488 C / 375 U

Zebra Green: 20%
HEX #E4F7DB
RGB 228 247 219
CMYK 12 0 19 0
PMS 7488 C / 375 U

Zebra Yellow: 100%
HEX #F6BE00
RGB 246 190 0
CMYK 0 20 100 0
PMS 7408 C / 7406 U

Zebra Yellow: 60%
HEX #FFDB61
RGB 255 219 97
CMYK 0 12 60 0
PMS 7408 C / 7406 U

Zebra Yellow: 40%
HEX #FFE795
RGB 255 231 149
CMYK 0 8 40 0
PMS 7408 C / 7406 U

Zebra Yellow: 20%
HEX #FFF3CA
RGB 255 243 202
CMYK 0 4 20 0
PMS 7408 C / 7406 U

Available downloads

Refer to the InDesign Collateral Template and its accompanying ruleset for more information. - download
Adobe color swatches - download
Sketch color swatches - download

Complementary Colors and Tints

Examples of usage: Purple

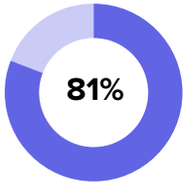
Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

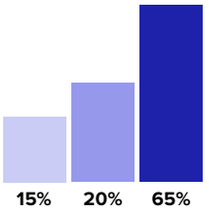
Text on Purple accessibility guide

Zebra Purple: 100%	Zebra Purple: 60%	Zebra Purple: 40%	Zebra Purple: 20%
Use white text		Use Black text	

Examples of purple use with tables, charts, icons and infographics

Lor acimus arum quis
2021 75%





Series	Max. Print Widths	Type
Receipt Printers		
	3.1" / 80 mm (KR403™, KR203™, TTP 2000™) 3.1" / 104 mm (TTP 7000™) 8.5" / 216 mm (TTP 8000™)	Embedded
Zebra Kiosk Print Station		
	3.1"/80 mm (KR403; KR203, TTP 2000)	Embedded

Available downloads

InDesign Collateral Template and Ruleset NALA - download
InDesign Collateral Template and Ruleset A4 - download

Complementary Colors and Tints

Examples of usage: Green

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

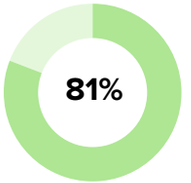
Text on Green accessibility guide

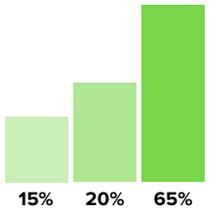
Zebra Green: 100%	Zebra Green: 60%	Zebra Green: 40%	Zebra Green: 20%

Use Black text

Examples of green use with tables, charts, icons and infographics

Lor acimus arum quis
2021 75%





Series	Max. Print Widths	Type
Receipt Printers		
	3.1" / 80 mm (KR403™, KR203™, TTP 2000™) 3.1" / 104 mm (TTP 7000™) 8.5" / 216 mm (TTP 8000™)	Embedded
Zebra Kiosk Print Station		
	3.1"/80 mm (KR403; KR203, TTP 2000)	Embedded

Available downloads

InDesign Collateral Template and Ruleset NALA - download
InDesign Collateral Template and Ruleset A4 - download

Complementary Colors and Tints

Examples of usage: Yellow

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

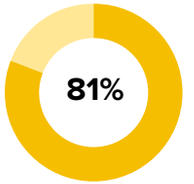
Text on Yellow accessibility guide

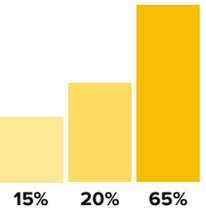
Zebra Yellow: 100%	Zebra Yellow: 60%	Zebra Yellow: 40%	Zebra Yellow: 20%

Use Black text

Examples of green use with tables, charts, icons and infographics

Lor acimus arum quis
2021 75%





Series	Max. Print Widths	Type
Receipt Printers		
	3.1" / 80 mm (KR403™, KR203™, TTP 2000™) 3.1" / 104 mm (TTP 7000™) 8.5" / 216 mm (TTP 8000™)	Embedded
Zebra Kiosk Print Station		
	3.1"/80 mm (KR403; KR203, TTP 2000)	Embedded

Available downloads

InDesign Collateral Template and Ruleset NALA - download
InDesign Collateral Template and Ruleset A4 - download

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Complementary Colors and Tints

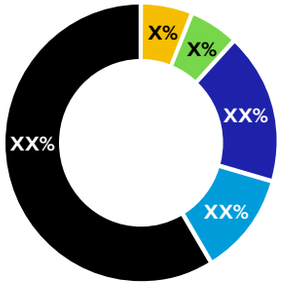
Examples of usage: combined colors

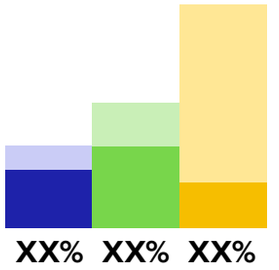
Occasionally, you may need to use more than a single color to represent data effectively.

The rules around these use cases vary, whether you are creating a table, a chart or an infographic. Any mix of colors should be applied with caution.

Find more detailed information in the following pages.

Examples of combined colors use with tables, charts, icons and infographics





Available downloads

InDesign Collateral Template and Ruleset NALA - download
InDesign Collateral Template and Ruleset A4 - download

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Complementary Colors and Tints

Tables

Use only Zebra Blue and its tints for tables in marketing collateral. A single complementary color and its tints can be used in a table within non-collateral (also referred to as “other”) materials.

Tables in Collateral

See the InDesign Collateral Template and Ruleset for samples and information about using tables in collateral. As a general rule, follow these specifications to create a new table:

- Table header row: Zebra Blue
- Subhead row: 60% Zebra Blue
- First body row: 20% Zebra Blue

Line: Use a two-point white line to separate cells, vertically and horizontally

Tables in Other Materials

The PowerPoint sample slides include numerous table examples in Zebra Blue and the complementary colors. These tables can also be used in applications such as documents, reports and forms, etc.

Use a table from the sample slides or follow the specifications shown at right to create a new table in a complementary color.

Available downloads

InDesign Collateral Template and Ruleset NALA - download
InDesign Collateral Template and Ruleset A4 - download
PowerPoint sample slides - download

Sample collateral table with header and subhead rows

100% Zebra Blue
60% Zebra Blue
20% Zebra Blue

Series	Max. Print Widths	Connectivity	Type	Print Resolution	Max. Print Speed
Receipt Printers					
	3.1" / 80 mm (KR403™, KR203™, TTP 2000™) 3.1" / 104 mm (TTP 7000™) 8.5" / 216 mm (TTP 8000™)		Embedded	203 dpi / 300 dpi	6" / 150 mm per second
Ticket Printers					
	3.1" / 80 mm (TTP 2100™)		Embedded, desktop	203 dpi	1 ticket per second or 6" / 150 mm per second
Zebra Kiosk Print Station (Enclosure can accommodate printers with following features:)					
	3.1"/80 mm (KR403; KR203, TTP 2000)		Embedded	203 dpi	6"/150 mm per second

Sample tables for other materials

100% Color
20% Tint
40% Tint
20% Tint
40% Tint

Approach	Dynamic (Zebra)	Approach	Dynamic (Zebra)	Approach	Dynamic (Zebra)
Staging Locations	• 40	Staging Locations	• 40	Staging Locations	• 40
License Plate Numbers (LPNs)	• 200 LPNs • Avg. 5 LPNs per staging location • 1 delivery ≤ 5LPNs (97%)	License Plate Numbers (LPNs)	• 200 LPNs • Avg. 5 LPNs per staging location • 1 delivery ≤ 5LPNs (97%)	License Plate Numbers (LPNs)	• 200 LPNs • Avg. 5 LPNs per staging location • 1 delivery ≤ 5LPNs (97%)
Peak Usage	• 100 Deliveries	Peak Usage	• 100 Deliveries	Peak Usage	• 100 Deliveries
Dimensions	• Staging area — 4,665 ft2 • Aux — 5,456 ft2 • Total — 10,121 ft2	Dimensions	• Staging area — 4,665 ft2 • Aux — 5,456 ft2 • Total — 10,121 ft2	Dimensions	• Staging area — 4,665 ft2 • Aux — 5,456 ft2 • Total — 10,121 ft2

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Complementary Colors and Tints

Charts, illustrations and infographics

Charts in collateral may only use a single color and its tints.

Charts and illustrations in non-collateral materials, such as PowerPoint, however, may include multiple colors and their tints.

Special Cases

Infographics offer engaging and effective ways to present data and other complex information.

To ensure we protect the Zebra brand identity for clarity, we allow for the following special use cases:

- To differentiate infographic typography and graphic elements, you may use black, tints of black, white, Zebra Blue or tints of Zebra Blue
- However, when designing icons or charts within an infographic, you may only use a single complementary color (Zebra Blue, Purple, Green or Yellow).

Infographic with no chart

Infographic with icons

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Complementary Colors and Tints

Situations to avoid

Like all elements of our visual identity, our complementary color palette must be used consistently to ensure a clear connection to the rest of our system.

Top tips:

Do not use complementary colors for backgrounds, text, text boxes, angled graphic elements or design elements

Do not use the complementary colors in primary applications

Do not use the complementary palette as a large solid background color

Do not use a complementary color for typography in any marketing or corporate materials. Exceptions are made only for infographics and data representation.

Do not create a complementary color gradient

Do not use a complementary color for an angled graphic element

Do not apply more than one complementary color to a collateral page or infographic

Do not use complementary colors for tables in collateral

Do not use more than one complementary color for charts in a page layout

Do not create your own color icons for infographics

See examples of these situations to avoid on the following pages.

Do not use complementary colors for backgrounds, text, text boxes, angled graphic elements or design elements

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Complementary Colors and Tints

Situations to avoid, continued

Do not use the complementary colors in primary applications

Do not use the complementary palette as a large solid background color

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Complementary Colors and Tints

Situations to avoid, continued

Do not use a complementary color for typography in any marketing or corporate materials. Exceptions are made only for infographics and data representation

Do not create a complementary color gradient

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Complementary Colors and Tints

Situations to avoid, continued

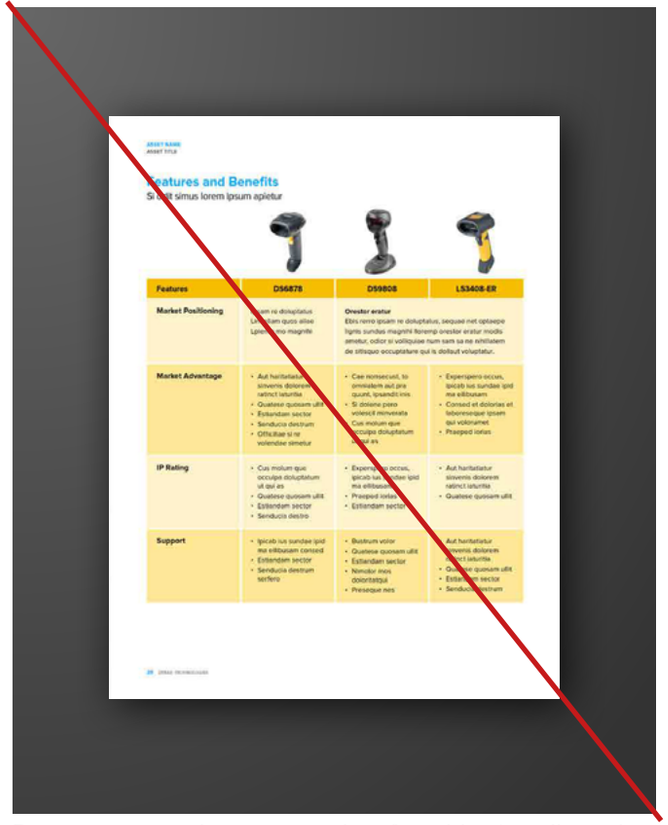
Do not use a complementary color for an angled graphic element

Do not apply more than one complementary color to a collateral page or infographic

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Complementary Colors and Tints

Situations to avoid, continued



Do not use complementary colors for tables in collateral

Do not use more than one complementary color for charts in a page layout

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Complementary Colors and Tints

Situations to avoid, continued

Do not create your own color icons for infographics

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Zebra Gradient

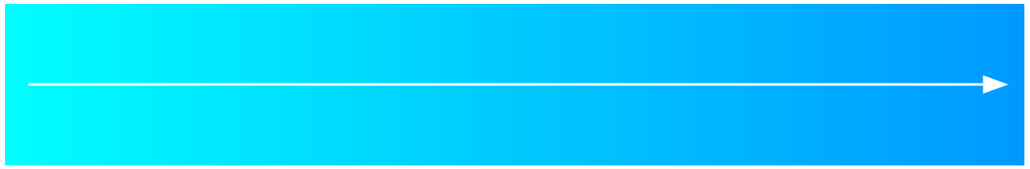
Our black and white primary colors are accented by a vibrant gradient spectrum, which gives the system dimension and emphasizes that we are a digitally native brand, delivering guidance in real time.

The Zebra Gradient, a special mixture of three colors, is reserved for use only in angled graphic elements.

Top tips:

- The correct application of the gradient is linear: left to right or right to left, with the lightest blue aligning to the vertical Edge
- To replicate the gradient accurately, use the proprietary breakdown shown
- The Zebra Gradient colors are reserved for the gradient only

How to construct the Zebra Gradient



Gradient Color 1
Location 0%

Gradient Color 2
Location 50%

Gradient Color 3
Location 100%

Gradient Color 1
HEX #00FFFF
RGB 0 255 255
CMYK 65 0 18 0

Gradient Color 2
HEX #00C9FF
RGB 0 201 255
CMYK 75 0 0 0

Gradient Color 3
HEX #0099FF
RGB 0 153 255
CMYK 78 30 0 0

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Zebra Gradient

Situations to avoid

The gradient should draw the eye to an area of focus without throwing off the balance of the page.

Top tips:

Do not overuse the gradient so that it overpowers an image

Do not use more than a single gradient treatment per page

Do not use the gradient treatment for a design element other than an angled graphic element being used to define a vertical Edge

Do not position copy or graphics over an angled graphic element with the gradient

Do not run the gradient top to bottom or bottom to top; the gradient is designed to run in a linear fashion

See examples of these situations to avoid on the following pages.

Do not overuse the gradient so that it overpowers an image

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Zebra Gradient

Situations to avoid, continued

Do not use more than a single gradient treatment per page

Do not use the gradient treatment for a design element other than an angled graphic element being used to define a vertical Edge

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Zebra Gradient

Situations to avoid, continued

Do not position copy or the Zebra Logo over an angled graphic element with the gradient

Do not run the gradient top to bottom or bottom to top; the gradient is designed to run in a linear fashion

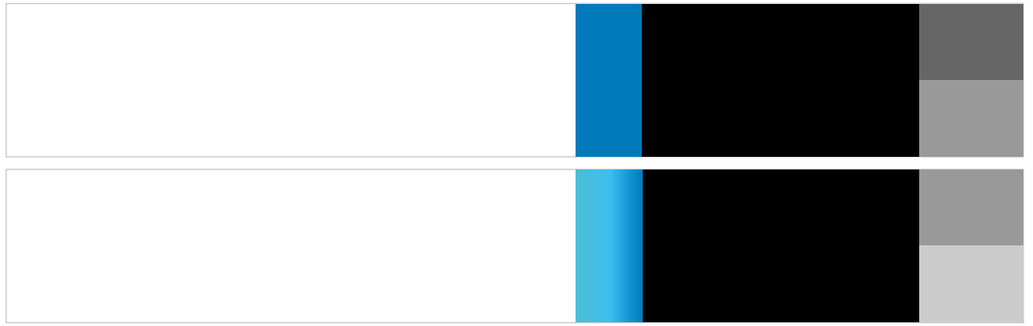
Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Balancing the Colors

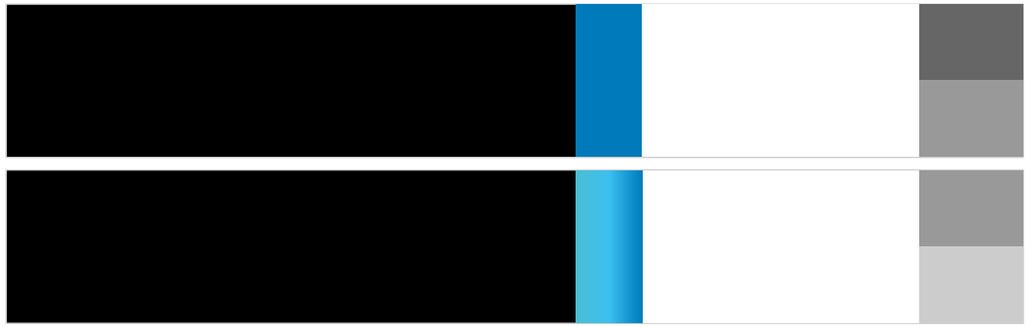
Always be mindful of balance on a page. The light and dark themes help to maintain a balanced composition and are integral to delivering a strong Zebra brand.

Light theme (preferred)
Our light theme leans toward a light and fresh balance where the primary background color is white. This theme is preferred for interior document pages. White should be a minimum of 60% of the page, with the rest of the page using predominantly black alongside the accent blue or blue gradient. Additionally, you may use one or two of the gray tints if necessary.

Dark theme
Our dark theme is a bolder application of our colors, and uses Zebra Black as the dominant color. Whereas the white theme is preferred for interior pages, the black theme works well for cover pages, intro pages in longer brochures and signage. Black should be a minimum of 60% of the page, with the rest of the page using predominantly white alongside the accent blue or blue gradient. Additionally, you may use one or two of the gray tints if necessary.



Light theme (preferred)



Dark theme

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Typography

Overview
Corporate Typeface
Marketing Typeface
Hierarchy
Typography In Use
– Good example
– Situations to avoid

Our typography communicates confidence, expertise and a connection to those we serve. The visual system uses typography with careful distinction to balance the technical and the emotive aspects of our brand.

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Corporate Typeface

Arial is the internal typeface and is used for company documents and non-marketing materials.

Headlines: Arial Bold is used for headlines

Subheads: Arial Regular is used for subheads

Intro Statements / Quotes: Arial Regular is used for large intro statements

Sub-section Headers: Arial Bold is used for section subheads, descriptions and callouts

Body Copy: Arial Regular is used for body copy

Styles are already set up for you to use in our PowerPoint presentation: download it from our Brand Hub to help keep the formatting consistent across all Zebra communication material.

Note: The use of italics is not permitted in any case.

Available downloads

Employee Brand Hub - download
Zebra PowerPoint template - download

Arial

Primary weights

Characters

Regular

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z a b c d e f g h i j k
l m n o p q r s t u v w x y z 1 2 3 4 5 6 7
8 9 0 # ! / @ % $ & + - * = _ ( ) { } < > . ,
? : [ ] ® ° © ¼ ½ ¾ ^ - > < -

Bold

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z a b c d e f g h i j k
l m n o p q r s t u v w x y z 1 2 3 4 5 6 7
8 9 0 # ! / @ % $ & + - * = _ ( ) { } < > . ,
? : [ ] ® ° © ¼ ½ ¾ ^ - > < -

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Marketing Typeface

The hybrid Proxima Nova typeface combines modern, even-width proportions with a somewhat geometric appearance.

Use the Proxima Nova typeface across marketing applications to ensure brand consistency. Choose from the various styles to create a clear visual hierarchy in communications.

Headline: Proxima Nova Bold is used for headlines

Subheads: Proxima Nova Regular is used for subheads

Intro Statements / Quotes: Proxima Nova Regular is used for intro statements, large callouts or quotes, depending on information and positioning

Sub-section Header: Proxima Nova Bold is used for subheads, descriptions and callouts

Body Copy: Proxima Nova Regular is used for all body copy

Headers / Footers: Proxima Nova Bold and Regular are used in upper case for headers and footers, which appear at the top left and /or bottom left of the page

Legal: Proxima Nova Light is used for Trademark Attribution Statement and Copyright Notice copy.

Available downloads and further resources

Proxima Nova - purchase
Sync from Adobe Font (Adobe CC license required)

Proxima Nova

Primary weights

Characters

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 # ! / @ % $ & + - * = _ ( ) { } < > . , ? : [ ] ® ° © ¼ ½ ¾ ^ - > < -

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 # ! / @ % $ & + - * = _ ( ) { } < > . , ? : [ ] ® ° © ¼ ½ ¾ ^ - > < -

Secondary weight

Characters

Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 # ! / @ % $ & + - * = _ ( ) { } < > . , ? : [ ] ® ° © ¼ ½ ¾ ^ - > < -

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Typography

Hierarchy

Our typographic style supports clear communication of our key messages, and reflects our voice persona by being inspiring and pragmatic.

The headline text is the boldest and largest in scale, the body copy the smallest. Maintain this scalable relationship, no matter the size of the composition.

Top tips:

- Generous areas of open space around text blocks
- Organized and well-structured information
- Well-defined hierarchies that are simple and straightforward
- Use sentence-style capitalization only when the title or subhead is a sentence. Otherwise use title-style capitalization.
- When using title-style capitalization: Capitalize the first letter of each major word
  - 5 Steps to Improve the In-Store Experience
  - Business-to-Business Marketing Tips

Available downloads and further reference

Proxima Nova - purchase
Sync from Adobe Font (Adobe CC license required)
Refer to the InDesign Collateral Template and its accompanying ruleset for more information - download

Headers / Footers
Proxima Nova Bold + Regular:
Black or white, All Caps

ZEBRA TECHNOLOGIES CORPORATION
SCANNERS AND PRINTERS

Headlines
Proxima Nova Bold:
Black, white or blue,
Title case

Industry Printing Just Got Stronger and Smarter

Subheads
Proxima Nova Regular:
Black or white, Sentence case

Brawn and brains—all combined in Zebra's new ZT600 Series

Intro statements / Quotes
Proxima Nova Regular:
Black or white, Sentence case

"My scanner helps me provide faster, more accurate checkouts."

Sub-section headers
To aid flexibility within copy we have two styles for sub-section headers:
Proxima Nova Regular:
Black or white, Title case
Proxima Nova Bold:
Black, white or Blue, Title case

The Personalization Push

The Personalization Push

Body copy
Proxima Nova Regular:
Black, Sentence case, left aligned

Rugged durability. Genius-level intelligence. Merged in a future-ready platform. The ZT600 Series printers build on the legacy of their industry-leading predecessors, the Zebra Xi4 Series printers.

Bullets
Proxima Nova Regular:
Black, Sentence case, left aligned
Blue Bullet

- Ommodiam, qui dolorerit volorescia as essint eumet velenetur, et omnitat ecaborem lam,
  - Cum audandenim doluptam que aturero
    - Molupta simporeptiae corepudant, ullantios

Sub-bullets 1
As above with an aligned indententation with a black en dash

Sub-bullets 2
As above with an aligned indententation with a black bullet

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

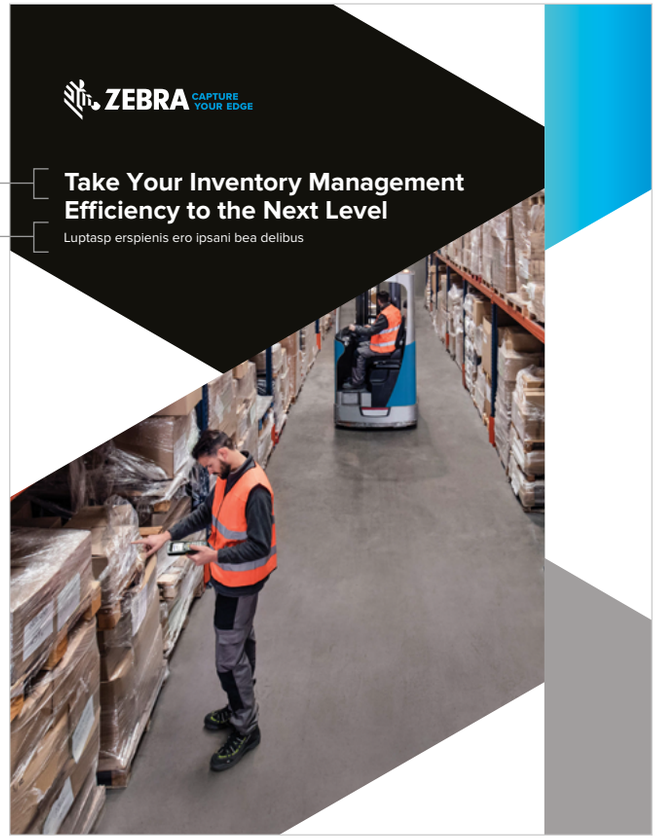
Typography in Use

Good examples of usage

Example Cover

Headline-Cover
Proxima Nova Bold: Title case

Subhead-Cover
Proxima Nova Regular: Sentence case



Available downloads

Refer to the InDesign Collateral Template and its accompanying ruleset for more information - download

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Typography in Use

Good examples of usage

Example Interior Page

Asset title
Proxima Nova Bold + Regular: UPPERCASE

Headline
Proxima Nova Bold: Title case

Subhead-2
Proxima Nova Bold: Title case

Body
Proxima Nova Regular: Sentence case

Table headings
Proxima Nova Bold: Title case

Table content
Proxima Nova Bold + Regular: Title case for proper nouns
Sentence case for data information

Footnote
Proxima Nova Regular: Sentence case

Footer
Page numbers: Proxima Nova Bold
Zebra Technologies: Proxima Nova Regular: UPPERCASE

ASSET TITLE

Results

Tatiuribus eaque solorum ulloreratet estio aut lan delis. Harum di dolorerum fugia videbit imil exerchil iunto eum dolorecest, explabore volorum quam, consedi cusdae. Nam quam et mi, sequiaspero qui blaut omnimagnim voluptiis etur, volorro repro estium, occupta tisqui optur aperum int expligendi bersped exerror iberum etusapi endiatem.

Ut Eseni Conse Sit Ma Eumqua Officipsum Quid

Sollaut plites apienia eos re ipic tenis alitatem qui comnias qui occullaut. Equiae perchillorio exera exceper ciligent ex ea verrum solo endenis tianiam quiscipicab il eum estorum am alicit moluptas cus pa autem imuscienda dus aut idus natia optis nonet pedi de nit, te nonsequ iatur, sed ute con cuscipsae pore, sae volupta tecepre s pro cuptati aut as erem rerem et que peliti ut eos et lam volorae doloriberia nis quiaspel ius. Prem lam, sum, susda nobitati repro.

Cuptatium simus doluptaque res eniam, corporia volorrunt in con res quam num aut incipidebis eostrum que quam que natur. Qui ut reptatur sum quae atquae ommodicil ium explam quis qui quatur serum. fugita voluptatem. Lectatias aliquidignis nobit, nonsercimin rernatem alias am harumque cus min entio et exerum adisit odis eos non poruntia dolorumque dem ex eius, perorepe rum ullici rempe dus ut eostibear.

Sequisq Uodita Quandest

Vitatures que volest ad millab ipsam quam, quis rent utem id eius, utem. in rerit omnit arcitio. Offic tem rem nitis aperiae enestia qui ute. Ne pro voles volorum ventum autem vollaut autam et magnis. Pa poribus idellaut quam facieni ad ut ute que pratemq uiant. Totaes molum imporiae aut quo dit ut odiatus, velit, consend ebitiurem tui faccaerum aut eat ad. Quam fugit moluptas quas ea volupid quo. Lectatias aliquidignis nobit, nonsercimin rernatem alias am harumque cus min entio et exerum adisit odis eos non porunti.

Bar code caputure rates with mobile devices

Lorem Ipsum Vercimp	Quamfacien*	Lectatias*
Sinvelentis et Vercimp	400	400
Temquia ne Derfernia	40 seconds	800 seconds
Temquia Audicia Tendis	171.60 minutes	3,458 minutes
Delisium ne Entotas	200 seconds	4000 seconds

*Rovitam int amet eos non plamusa nosapel iquunto qui cum quatquid que libus que natium conseritati nestia venisti ntectium.

13 ZEBRA TECHNOLOGIES

Available downloads

Refer to the InDesign Collateral Template and its accompanying ruleset for more information - download

Typography in Use

Good examples of usage

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Example Interior Page

Asset title
Proxima Nova Bold + Regular Weight: UPPERCASE

Headline
Proxima Nova Bold Weight: Title case

Subhead-1
Proxima Nova Bold Weight: Sentence case

Subhead-2
Proxima Nova Bold Weight: Title case

Body
Proxima Nova Regular Weight: Sentence case

Available downloads

Refer to the InDesign Collateral Template and its accompanying ruleset for more information - **download**

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Typography in Use

Good examples of usage

Example Powerpoint

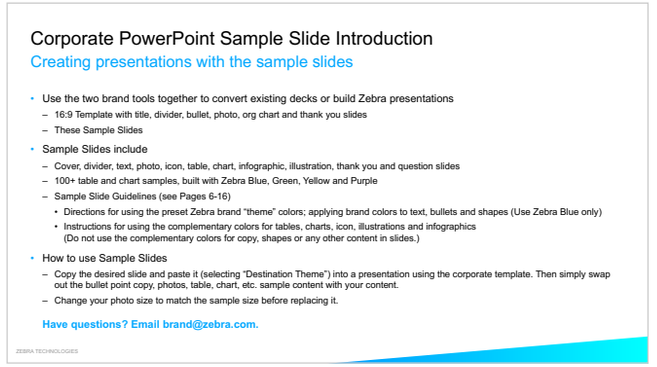
Cover headline
Arial Regular (Heading): Sentence case

Content slide headline
Arial Regular (Heading): Title case

Sub-header
Arial Regular (Body): Sentence case

Body/bullets
Arial Regular (Body): Sentence case

CTA
Arial Bold (Body): Sentence case



Available downloads

Use the PowerPoint template for your presentations - **download**

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Typography in Use

Situations to avoid

To reinforce our brand familiarity in the eyes of our audiences, it is essential to maintain clear and effective typographic language at all times.

Do not use all uppercase for headlines or body copy

Do not create new typographic styles and hierarchies

Do not apply Zebra Blue or complementary color tints to editorial typographic styles*

Do not add drop shadows or dimension to text

Do not create typography in outline form

Do not utilize various typographic sizes and weights in the same paragraph

Do not use italics

Do not reverse small text such as body copy out of black

Do not split sentences into different colors

Do not use periods with headlines or subheads when you can break into two lines, instead.

See examples of these situations to avoid in the following pages.

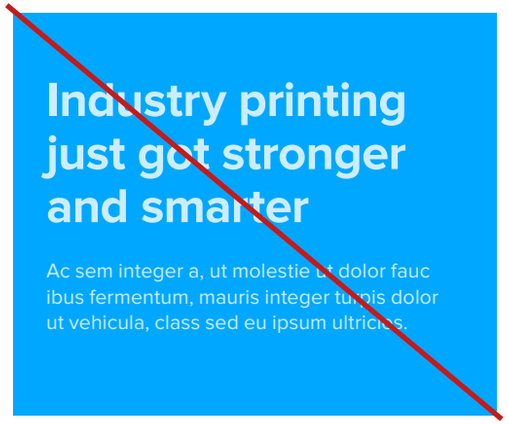
*In some situations, complementary colors and tints can be applied to typography in tables and graphics, for more information **see page XX**

Available downloads

Refer to the InDesign Collateral Template and its accompanying ruleset for more information - **download**

Do not use all upper case for headlines or body copy.

Do not create new typographic styles and hierarchies



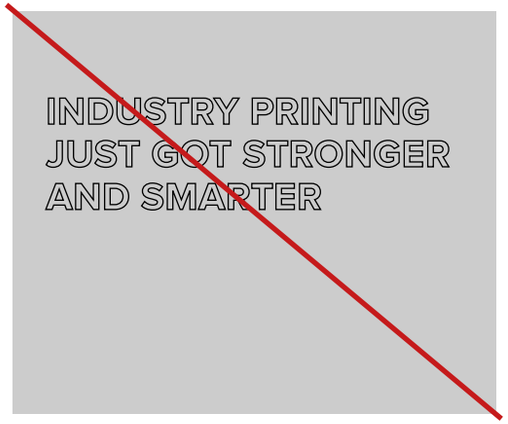
Do not apply Zebra Blue or complementary color tints to editorial typographic styles*

Do not add drop shadows or dimension to text

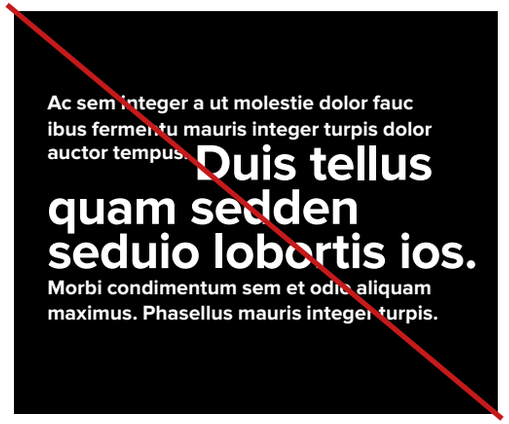
Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Typography in Use

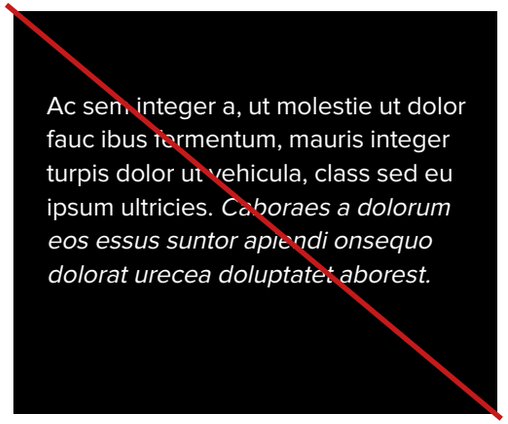
Situations to avoid, cont.



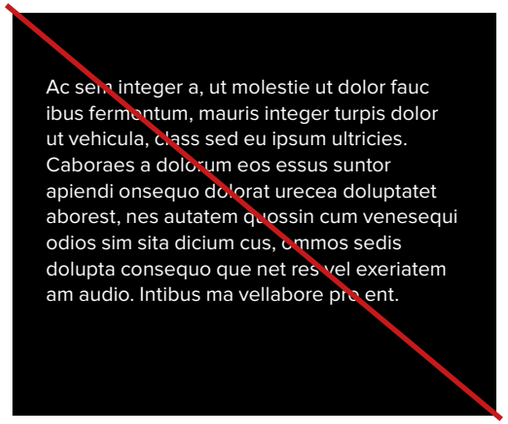
Do not create typography in outline form



Do not utilize various typography sizes and weights in the same paragraph



Do not use italic fonts for emphasis



Do not reverse small text such as body copy out of black

Do not split sentences into different colors

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Overview

Application Photography
– Overview
– Composition
– Focus
– Setting
– Lighting
– Style
– Tonality
– Situations to avoid

Product Photography
– Overview
– Situations to avoid

Stock Image Licensing

Photography Style

Our photography represents all facets of our business, and the front line of our customers' businesses—where a company's people touch the products they make and the people they serve.

Imagery expresses the story of our brand: its goal is to make people want to look and engage. Each photo we use captures a moment in time, reflecting our customers, our overall expertise and how we empower the front line of business to achieve a performance edge.

Our photographic style is genuine, action-oriented and compelling, and seeks to create emotive energy and interesting stories that feel natural. Use the attributes on the following pages as your guide.

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Application Photography

Composition | **Focus** | **Setting**

Lighting | **Style** | **Tonality**

Our imagery lives on two levels: Environmental moments and Close-up moments.

Environmental Imagery

Environment imagery has a more conventional perspective and tells a broader story of business taking place at the edge—be it a more emotional, customer-centric context or a more professional setting.

Close-up Photography

Close-up photography is used to highlight a product in use, drawing attention to how it works and the performance edge it offers our customers.

Environmental

Close-up

Available downloads

Environmental image high resolution - download
Close-up image high resolution - download

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Application Photography

Composition | **Focus** | **Setting**

Lighting | **Style** | **Tonality**

An interesting vantage point for the camera adds visual interest and energy to the image. To intensify a moment or attempt to bring more energy to convey the story we're telling, we might crop in a way that feels natural and candid: drawing attention to how someone is working.

Available downloads

This image high resolution - download

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Application Photography

Composition | **Focus** | **Setting**

Lighting | **Style** | **Tonality**

We always want to capture action with a clear focal point that is in sharp focus. Motion blur and selective focus should always be considered with clear intent—highlighting how Zebra's technology is driving performance.

When showing a device performing a scanning action, always show the item that is being scanned.

Available downloads

This image high resolution - download

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Application Photography

Composition | **Focus** | **Setting**

Lighting | **Style** | **Tonality**

A photography environment should indicate a strong sense of perspective in a natural setting where our products are used. Settings should be simple and realistic, without clutter that distracts from the main subject.

Available downloads

This image high resolution - download

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Application Photography

Composition	Focus	Setting
Lighting	Style	Tonality

Lighting should feel natural, with crisp exposure and ample contrast to convey richness. Using available, natural light is preferable where appropriate to the setting. Try using very few artificial lights.

Available downloads

This image high resolution - download

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Application Photography

Composition	**Focus**	**Setting**
Lighting	**Style**	**Tonality**

We try to capture the reality of the moment as simply as possible. To remain authentic, application or environment shots should not appear staged or overly posed. Talent should have character and appear memorable and hopeful.

Available downloads

This image high resolution - download

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Application Photography

Composition | **Focus** | **Setting**

Lighting | **Style** | **Tonality**

Photography should feel engaging and intimate, suggesting human interaction and empowered performance rather than a sense of intensity.

Available downloads

This image high resolution - download

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Application Photography

Situations to avoid

Imagery reflects our brand essence. Therefore, we never use images or styling that depict overly negative, staged or uncomfortable moments.

Instead, we embrace the authenticity of imperfection and celebrate the uniqueness of our subjects by featuring genuine human interactions, real environments and natural framing.

Do not place a color overlay, image treatment or filter over photography

Do not place copy over photography

Do not place the Zebra Logo or Tagline over photography

Do not use intimate crops or dynamic angles to give a sense of motion

Do not use a graphic overlay unless you have permission from Zebra Brand. Request via **brand@zebra.com**

Do not apply unnatural motion blurs using filters that create a pulsating or unfocused composition

Do not use gradation effects on photography

Do not use imagery that is over-exposed or that uses unnatural lighting

Do not show a device performing a scanning action without also showing the item being scanned

Do not use clichéd imagery or imagery that is overly produced and inauthentic

Do not use overly posed imagery. Subjects should display genuine, human interactions

Do not show subjects looking directly into the camera

Do not use imagery that showcases people in distress or in uncomfortable situations

Do not allow photography to show through a text box

See examples of these situations to avoid on the following pages.

Do not place a color overlay, image treatment or filter over photography

Do not place copy over photography

Application Photography

Situations to avoid, continued

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Do not place the Zebra Logo or Tagline over photography

Do not use intimate crops or dynamic angles to give a sense of motion

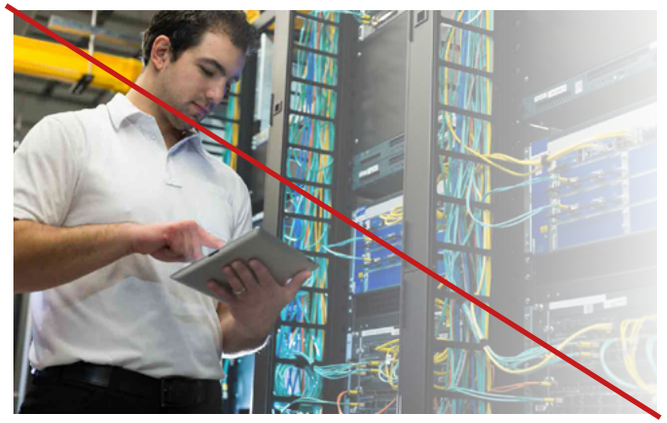
Do not use a graphic overlay unless you have permission from Zebra Brand. Request via brand@zebra.com.

Do not apply unnatural motion blurs using filters that create a pulsating or unfocused composition

Application Photography

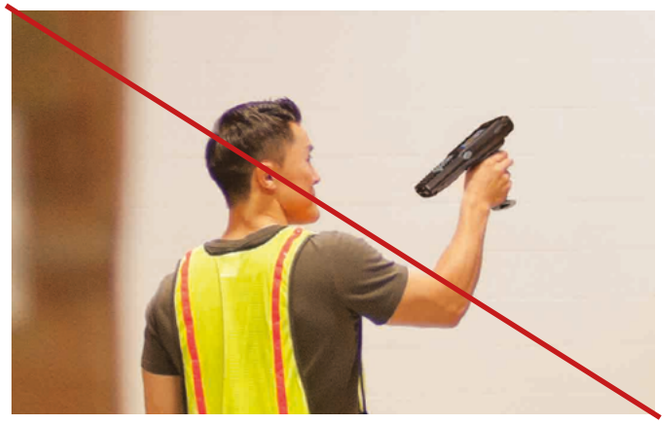
Situations to avoid, continued

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements



Do not use gradation effects on photography

Do not use imagery that is over-exposed or that uses unnatural lighting



Do not show a device performing a scanning action without also showing the item being scanned

Do not use clichéd imagery or imagery that is overly produced and inauthentic

Application Photography

Situations to avoid, continued

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Do not use overly posed imagery. Subjects should display genuine, human interactions

Do not show subjects looking directly into the camera

Do not use imagery that showcases people in distress or in uncomfortable situations

Do not allow photography to show through a text box

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Product Photography

In Zebra marketing materials, products should be positioned on a white background.

Drop shadows can serve to ground product images in a layout. If showing a product that typically rests on a surface, align to a baseline and include a subtle drop shadow.

Use a shadow that corresponds to the product's shape and size for brand consistency and efficiency. Scale as needed.

Special Cases

To address accessibility and legibility requirements for light-colored products, 10% and 20% black backgrounds are also permitted.

With drop shadows - ZT610

No drop shadows - RS6000

CR2278pc on 20% black background

CR2278pc on 10% black background

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Product Photography

Situations to avoid

Do not place dark products on a black background.

To address accessibility and legibility requirements for light-colored products, 10% and 20% black backgrounds are permitted

Do not add drop shadows to wearable or handheld products, such as mobile computers or mobile printers

Do not place products on a gradated background

Do not place products on an angled graphic element with the gradient

Do not place copy over products

Do not use products in complex or cluttered propping, staging or environments

Do not add the Zebra Logo or Tagline over products

See examples of these situations to avoid on the following pages.

Do not place dark products on a black background. To address accessibility and legibility requirements for light-colored products, 10% and 20% black backgrounds are permitted

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Product Photography

Situations to avoid, continued

Do not add drop shadows to wearable or handheld products, such as mobile computers or mobile printers

Do not place products on a gradated background

Do not place products on an angled graphic element with the gradient

Do not place copy over products

Product Photography

Situations to avoid, continued

Do not use products in complex or cluttered propping, staging or environments

Do not add the Zebra Logo or Tagline over products

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Stock Image Licensing

Begin your image search on the Zebra Media Library. If after a thorough search, you can't locate an appropriate image, stock photography may be considered.

Use stock images only on a limited basis, such as for a general setting or for a vertical market where Zebra Media Library images may not exist.

Top Tips:

- Purchase royalty-free images
- Make sure you select the license that matches how you will use the imagery
- Rights-managed images are not recommended; email brand@zebra.com for approval before purchase

Situations to Avoid

All images, including those found on the web, are protected by copyright and require a license or express written permission from the copyright owner before use.

If you are able to obtain a license or express written permission from the copyright owner, but it is not specific to your exact use and scope, do not use the image for any Zebra materials: internal or external; printed, digital or social.

Infringing on a copyright — such as using an image without permission or beyond the scope of the license — may incur monetary damages, lawsuits and costly legal fees.

Always ask brand@zebra.com before you risk legal consequences.

Available downloads

Image Library Tipsheet - download
Zebra Media Library - visit

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Video

Overview

We have developed this suite of motion graphics, which follow our Brand Guidelines, to bring to life the Zebra brand identity for all internal and external videos. The goal is to project a consistent brand expression that reflects our intelligence, spirit, knowledge and empathy.

In creating these motion graphics, we've tried to anticipate all possible uses including (but not limited to) broadcast, major presentations, social/digital media, success stories and product launches. Please do not deviate from these elements or add additional graphics as you produce your videos.

Email **brand@zebra.com** if you have questions about applying the elements provided or **download the Brand Motion Graphics Guidlines**

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Social Media

Overview

Social Media
– Situations to avoid

We use social media to tell the story of how our products and solutions enable frontline workers at the edge of business. Our social media mission is to share knowledge and create meaningful content that builds credibility and ultimately leads customers to Zebra.

Our global social media strategy is to align with the various stages of the buyer's journey, which ultimately means serving different messaging and content types to best fit different audiences' needs.

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Social Media

Situations to avoid

Application imagery is preferred for social media posts–this guidance aligns to industry best practices and social network policies. It will also help to prevent inappropriate cropping of graphics across various platforms and devices.

Do not use the Zebra Logo on social media imagery–as our profile photo, it automatically appears alongside each post

Do not use the angled graphic element or vertical Edge on social media imagery, as it can negatively impact what gets displayed when cropped

Do not use text on social media imagery, as it can also negatively impact what imagery gets displayed

Do not use application imagery where a barcode scanner is being pointed like a gun–the use of graphics that depict gun usage is prohibited by all of the major social networks

Do not use healthcare application imagery that includes blood–even if the image is not graphic, the social networks consider it sensitive content and may remove the post

Do not apply graphic overlays

Do not use images that Zebra does not own the rights to use. **See stock image direction.**

Email the Social Media Team at **socialmedia@zebra.com** to test social media imagery prior to going live to ensure that no inappropriate cropping occurs.

Do not use the Zebra logo in our social media images

Do not use text on social media imagery

Do not use healthcare application imagery that includes blood

Do not apply graphic overlays

Available downloads and resources

Full Social Media Guidelines - **download**
Social Media Team email - **socialmedia@zebra.com**
Zebra Media Library - **https://medialibrary.zebra.com**

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Overview
Trademarks and Copyright
Regional Footer
Footer Construction

Legal Requirements

Proper and consistent use of the Zebra Logo, Zebra Head Symbol, Wordmark and Tagline protects the scope and strength of our exclusive trademark rights while maintaining and building value for the brand. Even registered trademarks can be weakened if they are not used properly.

Trademarks and Copyright

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Trademark Attribution Statement

A trademark is typically any word, name, phrase, slogan or symbol (or any combination thereof) that identifies and distinguishes the source of the goods and/or services of one party from those of another. In most cases, marketing materials with the Zebra Logo, whether created by Zebra, Zebra PartnerConnect program members or other third parties, must include the Zebra Trademark Attribution Statement:

ZEBRA and the stylized Zebra head are trademarks of Zebra Technologies Corp., registered in many jurisdictions worldwide. All other trademarks are the property of their respective owners.

Copyright Notice

A copyright is a form of protection for original works of authorship that are fixed in a tangible form of expression, such as Zebra collateral and videos. Copyright notice:

©2020 Zebra Technologies Corp. and/or its affiliates. All rights reserved.

Requirements for External Materials

All printed Zebra-created materials with the Zebra Logo or ZEBRA Wordmark must include the combined Zebra Trademark Attribution Statement and Copyright notice:

ZEBRA and the stylized Zebra head are trademarks of Zebra Technologies Corp., registered in many jurisdictions worldwide. All other trademarks are the property of their respective owners. ©2020 Zebra Technologies Corp. and/or its affiliates.

In some cases where room is limited and other trademarks are not included, the last sentence (“All other trademarks are the property of their respective owners.”) of the Zebra Trademark Attribution Statement can be removed.

Requirements for Internal Materials

While it is not required to include the Zebra Trademark Attribution Statement or Copyright Notice for internal materials, it is recommended that you incorporate them when possible.

Available downloads

Refer to the InDesign Collateral Template and its accompanying ruleset for more information - download

Trademarks and Copyright

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

If the mark Android is referenced in the document or in the environment, please include the following trademark attribution statement:

Zebra and Android trademarks

ZEBRA and the stylized Zebra head are trademarks of Zebra Technologies Corp., registered in many jurisdictions worldwide. Android is a trademark of Google LLC. ©2020 Zebra Technologies Corp. and/or its affiliates. All rights reserved.

Zebra, Android, other trademarks

ZEBRA and the stylized Zebra head are trademarks of Zebra Technologies Corp., registered in many jurisdictions worldwide. Android is a trademark of Google LLC. All other trademarks are the property of their respective owners. ©2020 Zebra Technologies Corp. and/or its affiliates. All rights reserved.

Available downloads

See the collateral template and its accompanying ruleset - download

Trademarks and Copyright

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Top Tips:

- The register mark is used only when defining a Zebra product. For example: Zebra® scanners or Zebra® software
- Register marks should always be used on first appearance but aren't required for subsequent uses within a single asset. Zebra, the company, never includes the register mark
- When referencing a published source, list the full citation as a footnote. Whenever possible, cite the original source the statistic came from
- View **Stock Photography** for information on image copyright restrictions
- An infringement of a copyright—such as using an image without permission or beyond the scope of the license—may result in lawsuits and monetary damages. Always ask **brand@zebra.com** before you risk legal consequences

Situations to Avoid

Do not use the register mark with a possessive (e.g., Zebra®'s scanners)

Do not use the register mark after the Zebra name when not defining a specific Zebra product (e.g., Zebra® solutions or solutions from Zebra®)

Do not ever use the register mark after the Zebra company name (Zebra® or Zebra Technologies®)

Do not use the CAPTURE YOUR EDGE words from the Tagline as a headline, body copy or call to action

Available downloads

InDesign Collateral Template and Ruleset NALA - **download**
InDesign Collateral Template and Ruleset A4 - **download**

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

Regional Footer

Signature footers vary by region and are mandatory on all external materials in 8.5 x 11 US letter and A4 paper format (digital or printed).

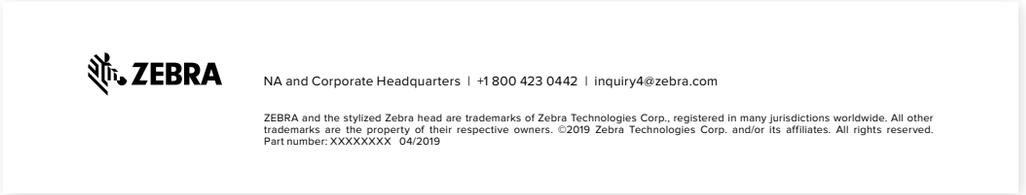
They must appear at the bottom of the final page underneath the CTA Box. Please see the NALA or A4 collateral template and its accompanying ruleset.

Available downloads

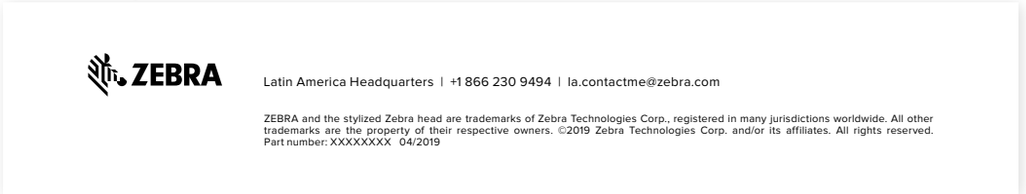
InDesign Collateral Template and Ruleset NALA - download
InDesign Collateral Template and Ruleset A4 - download

Global Signature

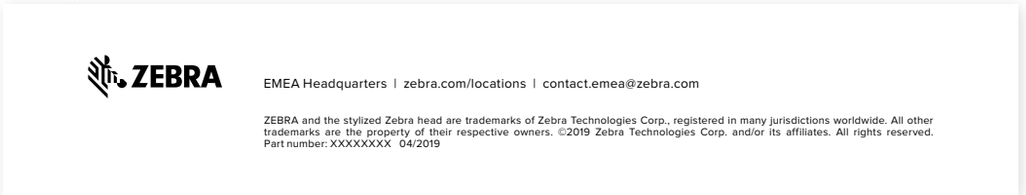
North America Signature



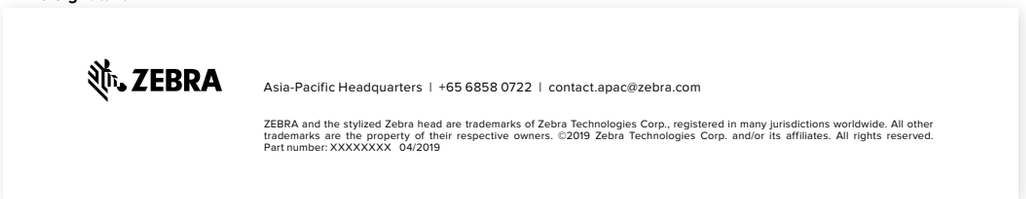
Latin America Signature



EMEA Signature



APAC Signature



Footer Construction

Table of Contents
How to Use These Guidelines
The Zebra Brand
Voice and Messaging
The Zebra Logo
Zebra Tagline
Solution Logos
Design Elements
Brand Colors
Typography
Photography
Video
Social Media
Legal Requirements

The following is an example of how the regional footer should align with the five-column typography grid.

To ensure the relationship between elements is preserved, please pick up the footer from the NALA or A4 collateral template and its accompanying ruleset.

Top Tip:

Always ensure the footer is the final element of a document, placed at the bottom of the final page

Situations to Avoid:

Do not attempt to recreate the footer elements — always use the provided templates

Available downloads

InDesign Collateral Template and Ruleset NALA - download
InDesign Collateral Template and Ruleset A4 - download

Contact

Zebra Technologies Corporation
3 Overlook Point
Lincolnshire, IL 60069

For questions about applying these guidelines, email **brand@zebra.com**.

ZEBRA and the stylized Zebra head are trademarks of Zebra Technologies Corp., registered in many jurisdictions worldwide. All other trademarks are the property of their respective owners. ©2020 Zebra Technologies Corp. and/or its affiliates. All rights reserved.