

Brand guidelines and merchant marketing resources

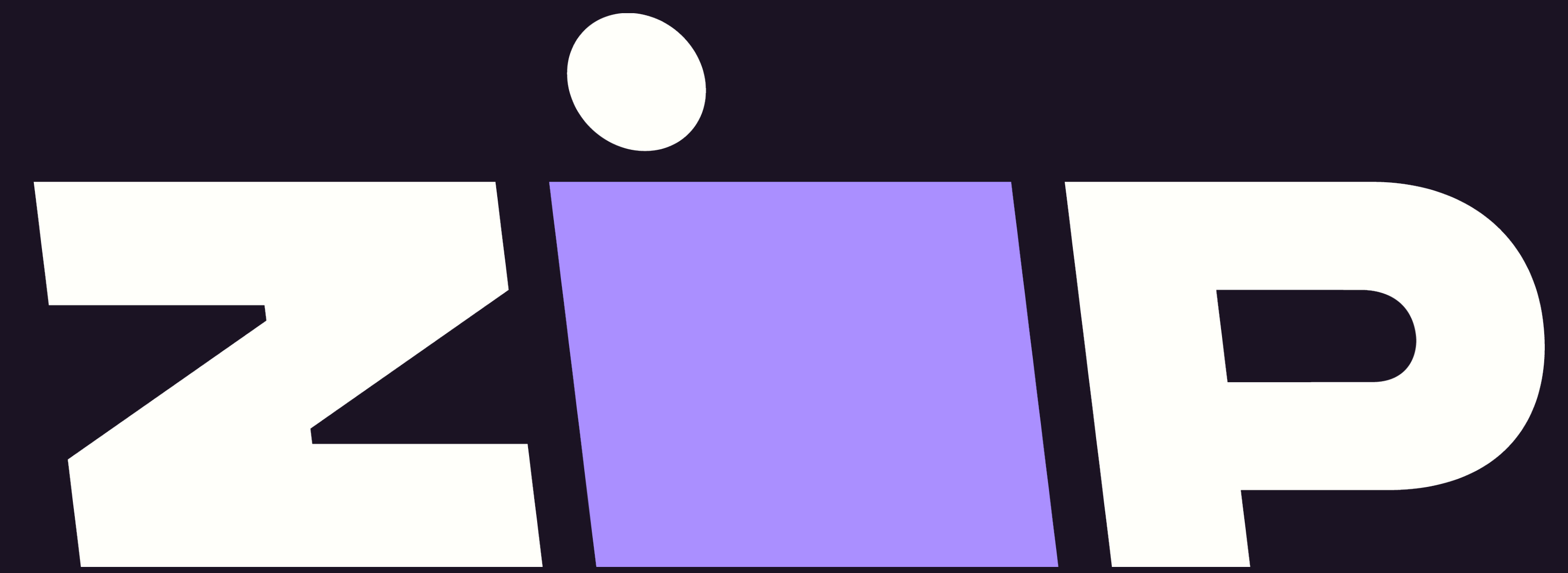
More about Zip

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

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



Brand Elements



This is Zip

This is the Zip logo. Naturally, the letter “I” sits in the middle of our name, and we’ve given power to that “I” to emphasize our commitment to putting people at the center of every thing we do. The word Zip isn’t very long to begin with, so we’ve designed a dynamic logo that can take up as much space as it wants.

We’re bold, commanding, and sticking our elbows out where ever we show up.

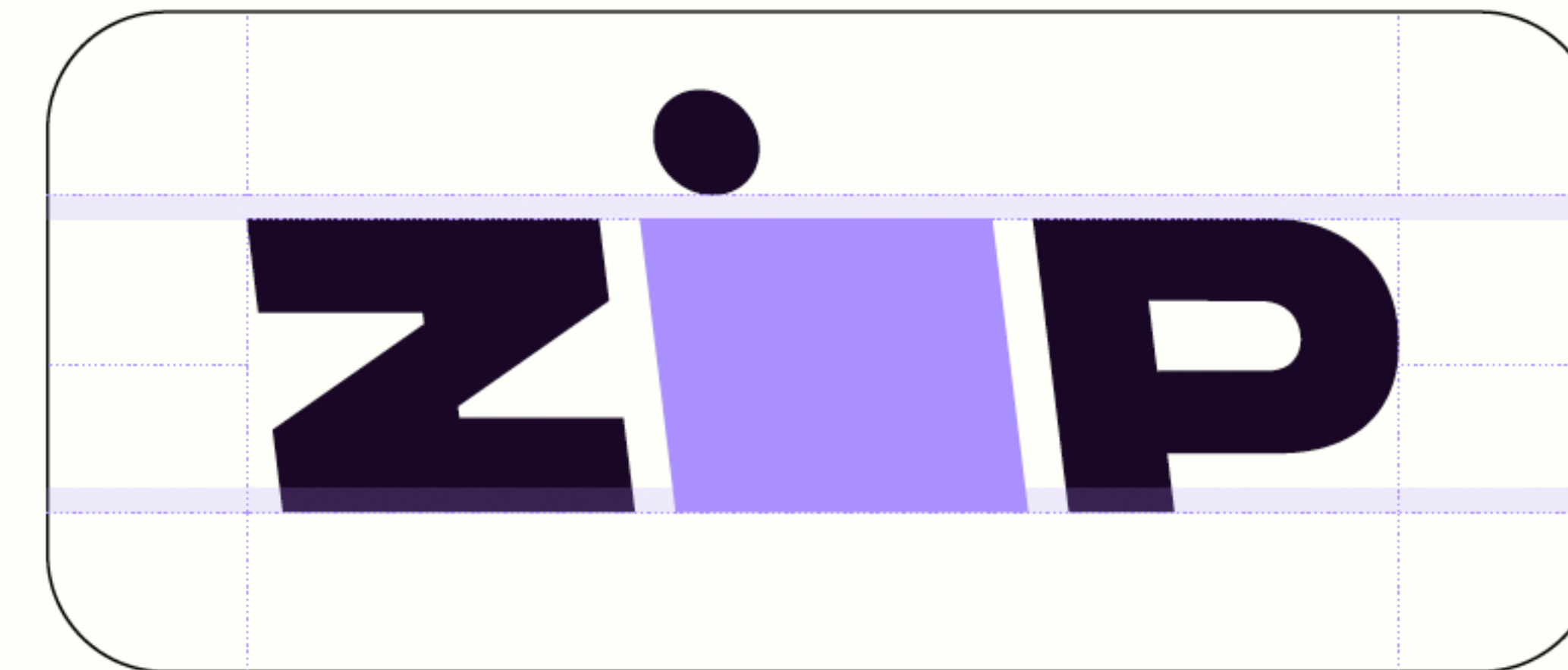
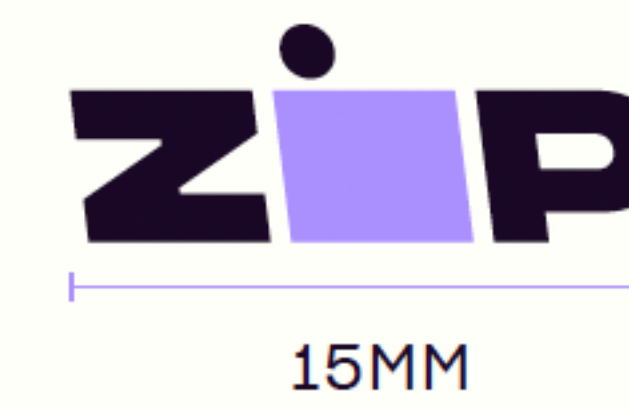
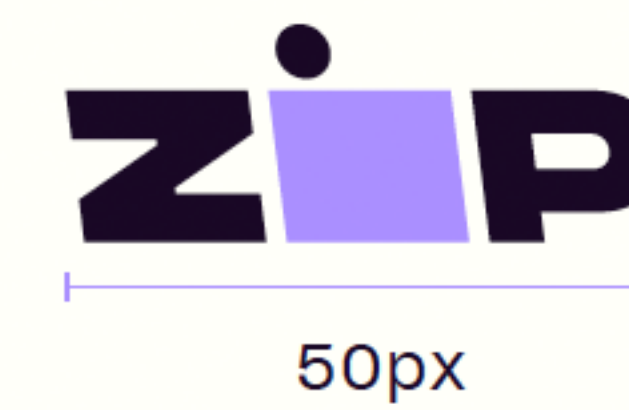


Our Badge

We establish logo clear space across all communications to ensure our logo has the breathing room it needs. We use the checkout button has the measurement for clear space.

Minimum sizes of our logo are defined by merchants who use our product.

However, when we have control over the logo's size, refer to the guides here.



Checkout Buttons

This is our current range of checkout buttons. Depending on merchant requirements, we have a variety of styles to choose from to make sure Zip remains legible at small sizes and stands out amongst the crowd at checkout.

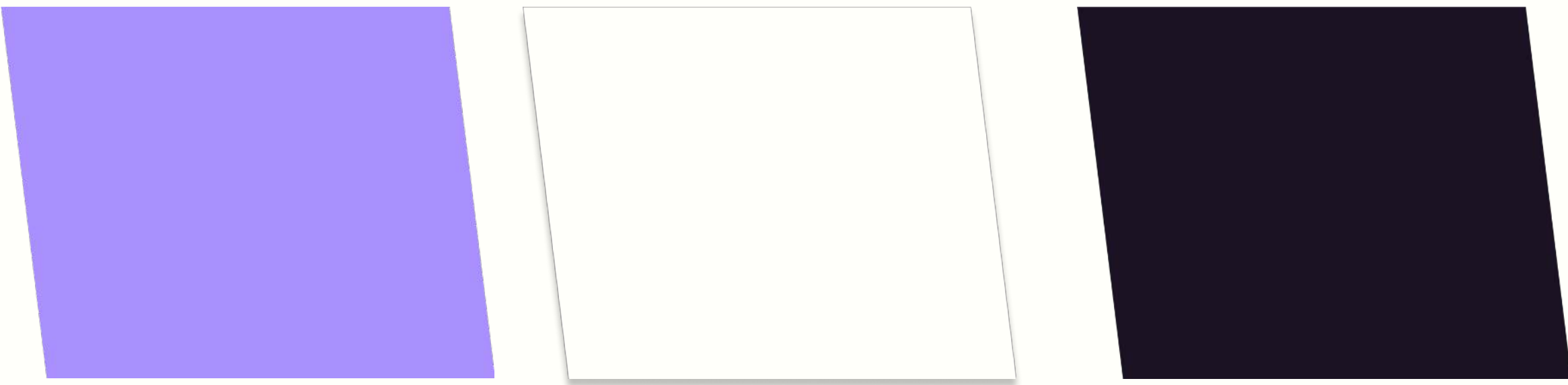


Our Color Palette

Our brand colours embody financial fearlessness, and are balanced with our focus on control. We're also building for business with a committed palette to B2B brand and communications.

Core Base

Our brand relies on Fearlessness, Control, and Confidence. These colours should always be present.



Fearless tints

Our palette has tints and shades based on Fearlessness. They work to add depth to our use of colour.



Our Typography

Cooper Bt Light

Cooper brings a whole new tone to our brand: a friendly and reassuring voice that can also deliver powerful statements.

Sharp Grotesk

Sharp gives our secondary type flexibility, but is objectively sturdy and hardworking. We use Sharp when setting type within our logo, in UI, and anywhere where more than a headline is needed. We use 4 weights of Sharp Grotesk 20 (regular), and 4 weights of Sharp Grotesk 25 (extended).

This is
Cooper
Light.

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Sharp Grotesk
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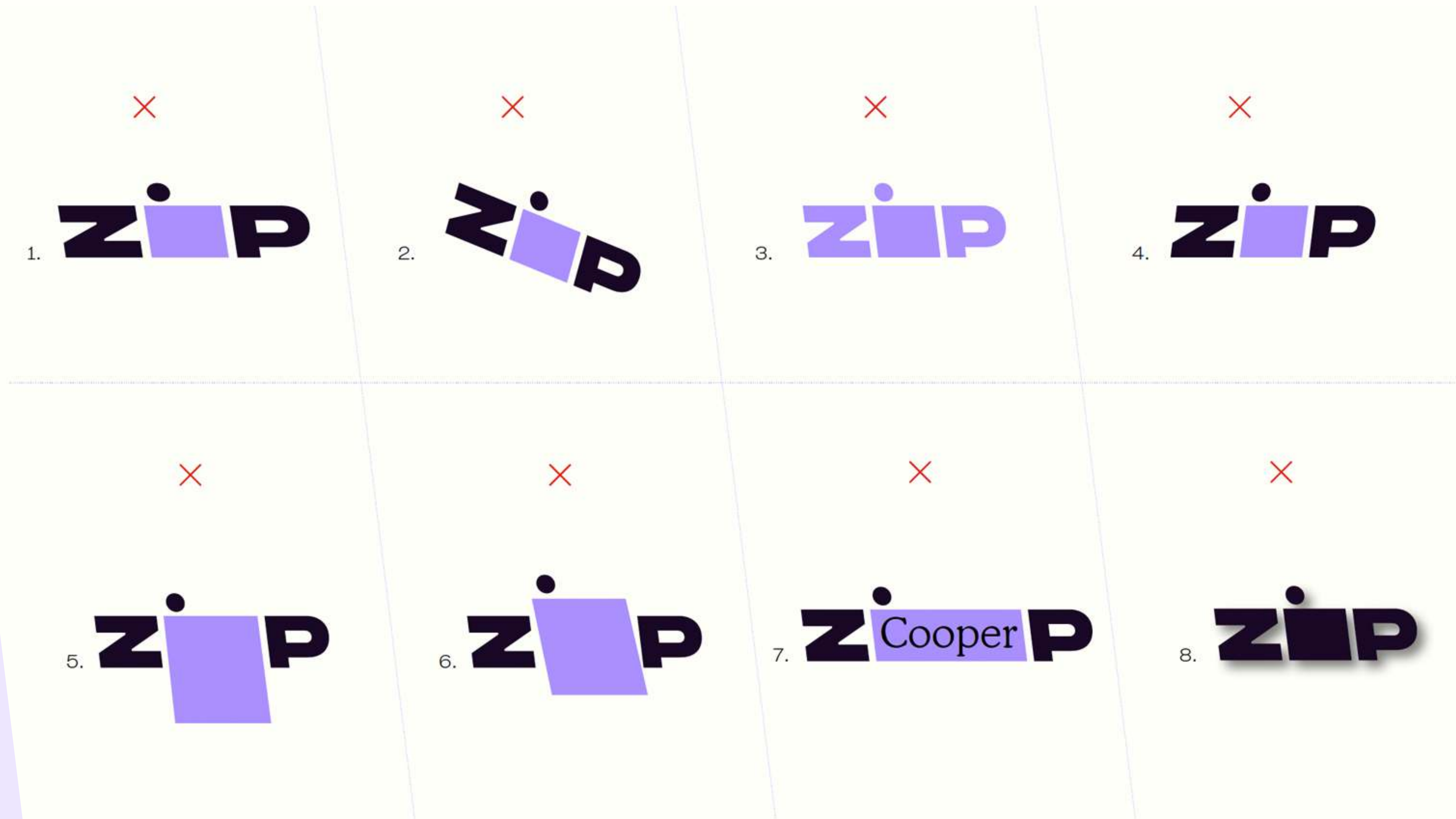
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Sharp Grotesk
Sharp Grotesk
Sharp Grotesk
Sharp Grotesk

Logo & Icon Misuse

1. Do not stretch the logo.
2. Do not rotate the logo.
3. Only use designated colours and colour combinations.
4. Do not skew the logo.
5. Do not unevenly extend the pocket.
6. Do not break the -7 degree angle.
7. Use only the type setting techniques and type within these guidelines
8. Do not add effects or shadows to the logo.



Thank You!

