



Zebra Brand Guidelines

February 2022



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How To Use These Guidelines

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.

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The Zebra Brand
[Download](#)



Voice and Messaging
[Download](#)



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Solution Logos
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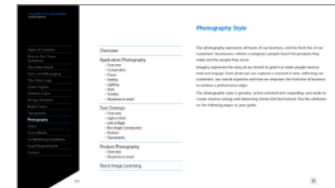
Design Elements
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Brand Colors
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Typography
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Photography
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Video
[Download](#)



Social Media
[Download](#)



Co-Marketing Guidelines
[Download](#)



Trademarks and Copyright
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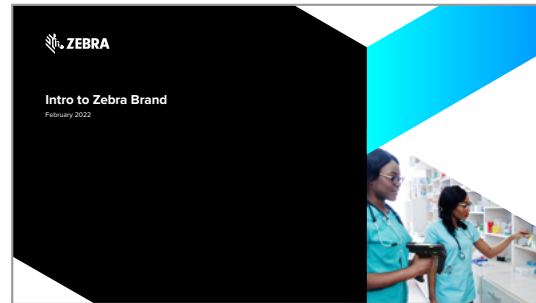


Zebra Boilerplate
[Download](#)

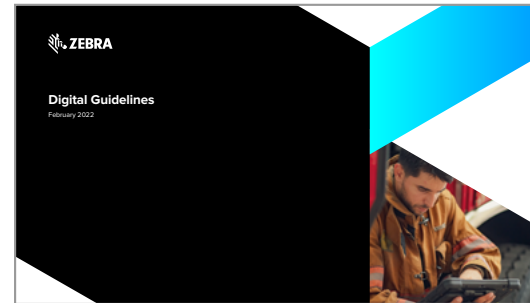
How To Use These Guidelines

Section Downloads, continued

We've created smaller, more consumable, brand guidelines based on your role and content relevant to your job function.



Zebra Brand Introduction
[Download](#)



Design and Digital Content
[Download](#)

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Overview

Brand Positioning

The Zebra Brand

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.

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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

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Voice and Messaging

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

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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](#)



Brand Tone and Persona

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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.

Available downloads

Brand Persona and Voice Principles Guidelines - [download](#)

Voice and Messaging Guidelines - [download](#)

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

This is customer satisfaction
This is Zebra Field Services Territory

In today's ultra-competitive business environment, meeting customers' expectations is no longer enough.

You have to exceed them.
One way you can is by capitalizing on your field service professionals – often your primary or only source of post-sale customer contact.

They're in the right place at the right time to improve customer satisfaction and loyalty. Yet research shows that their poor record-keeping and management are losing businesses up to 70% of potential revenue every single day. Equip and empower them with a powerful mobile device, and you can help them to:

- arrive on time with the information, parts and materials they need for a first-time fix
- act as on-the-spot salespeople when cross-sell and upsell opportunities arise
- make the most of every customer contact
- enhance customer satisfaction through timeliness, efficiency and knowledge

It's far easier to ensure your customer service goes above and beyond when you equip your field service technicians with mobile technology purpose-built to exceed expectations.

Enhance customer satisfaction through timeliness, efficiency and knowledge

© Zebra Technologies

The slide features a photograph of a field service technician in a blue uniform and yellow hard hat working on a piece of heavy machinery at a construction site.

Brand Messaging

To help drive our overarching message, we break it down into six driving capabilities and benefits that add to our brand value.

At Zebra, we empower you to:

Overarching Message

The big-picture message we want our audiences to feel, remember, and associate with Zebra

Capture your edge

Zebra delivers a performance edge to the front line of business, empowering you to make every asset and worker visible, connected, and fully optimized.

Because we ...

Capabilities Messages

The capabilities and reasons that differentiate us

Innovate
with purpose

Integrate into your
data ecosystem

Inspire best-action
workflows

You can ...

Benefit Messages

The unique benefits we deliver to customers that deliver on their needs and drivers

Unlock the power
of your data

Connect who and
what matters

Improve workforce and
business performance

You can find more information regarding these key messages and how to apply them to your content in our [voice and messaging guidelines](#).

Available downloads

Voice and Messaging Guidelines - [download](#)

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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](#)

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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](#)

~~It is what it is and it ain't what it ain't, luckily Zebra rugged mobile devices are everything they're cracked up to be.~~

~~Zebra is equipped for any sticky wicket and allows you to stay above water as you perform your tasks.~~

~~Zebra allows you to stay above water in tight spots with its offering of rugged mobile solutions.~~

~~Leverage the full power of Zebra mobility solutions to ratify your business.~~

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

~~Zebra rugged tablets feature an illuminated screen for distinguishable visibility of the most miniscule intricacies.~~

~~Zebra contemplates and accounts for immeasurable amount of fluctuating variables and idiosyncrasies to create solutions with dynamic synergies.~~

Do not use fancy words where simple ones will do

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Situations to avoid

**TC56 Touch
Computer Beauty,
Brains And Brawn**

**Everything you workers
want, everything your
business needs**

Do not use vague language, puffery or fluff

**After using
Zebra devices,
improvements
were made.**

Do not use passive voice

It all started with the stripes of a barcode. By the time digital information began to grow, Zebra was already there. We helped front line employees scan items with the first handheld laser barcode scanner, which revolutionized the retail industry. That was just the beginning of today's Zebra solutions that enable enterprises to clearly see what they couldn't see before. Our solutions have given our customers a performance edge for almost 50 years, helping them reach new levels of growth, productivity and service.

Do not boast

PEAK-RYZEX

ZEBRA

**The TC77
Takes the Biggest Hits!**

**Do you dare to play against Zebra's legacy?
It's a game time decision: which rugged
handheld device will you choose for your
FedEx Ground drivers?**

Zebra Technologies is kicking off another winning season, and we're partnering with FedEx. Made in the USA, we also partner with the NFL, delivering advanced technology in a sport that expects the highest performance only a leader in mobile computing like Zebra can deliver. Ultra-rugged enterprise mobility is Zebra's sole focus, and that's why we're #1 in the field. Just look at our line: our drop-proof, shatter-proof, dust-proof, waterproof and driver-proof ultra-rugged Zebra TC77 is built for always-on connectivity and reliability. So what's your game plan? Buy from the guys who make the TVs you watch the game on, or prepare for victory with the NFL and Zebra!

**Contact Peak Rydex for more
information on the durable Zebra TC77.**



Do not use exclamation marks

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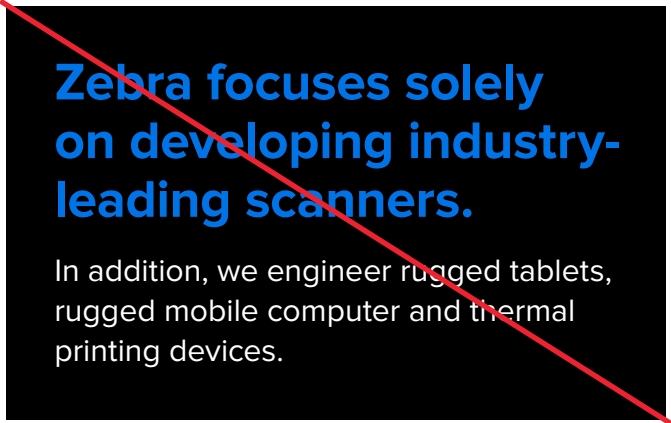
Copy

Situations to avoid



Zebra rugged mobile solutions deliver durability, reliability... and profitability

Do not use ellipses for emphasis or drama



Zebra focuses solely on developing industry-leading scanners.

In addition, we engineer rugged tablets, rugged mobile computer and thermal printing devices.

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



**The TC77...
Takes the Biggest Hits**

Do you dare to play against Zebra's legacy?

It's a game time decision: which rugged handheld device will you choose for your FedEx Ground drivers?

Zebra Technologies is kicking off another winning season, and we're partnering with FedEx. Made in the USA, we also partner with the NFL, delivering advanced technology in a sport that expects the highest performance only a leader in mobile computing like Zebra can deliver.

Ultra-rugged enterprise mobility is Zebra's sole focus, and that's why we're #1 in the field. Just look at our line: our drop-proof, shatter-proof, dust-proof, waterproof and driver-proof ultra-rugged Zebra TC77 is built for always-on connectivity and reliability.

Do not use ellipses in titles or headlines



**Trust Zebra's
Value-Driven Printers**

Unmistakable quality. Exceptional value.

Zebra's value-driven thermal printers deliver uncompromised quality to perform the most essential tasks at an incredible value. These printers come equipped with the same durability, reliability, and performance standards that Zebra is known for as the industry leader.

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

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The Zebra Logo

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.

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The Zebra Logo

Logo elements

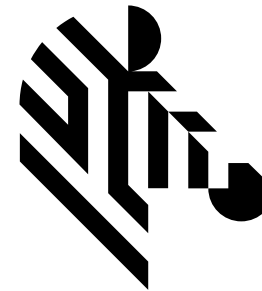
The Zebra Logo is comprised of two elements: the Zebra Head Symbol and Zebra Wordmark. Together, these elements signify our expertise in innovation and in optimizing our customers' front lines.

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

Zebra Black

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

Available downloads

Zebra Logos - [download](#)

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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



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 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.

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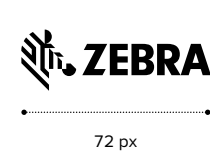
The Zebra Logo

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



Print



Favicon



16 x 16 px

Available downloads

Zebra Logos - [download](#)

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Apparel imprinting

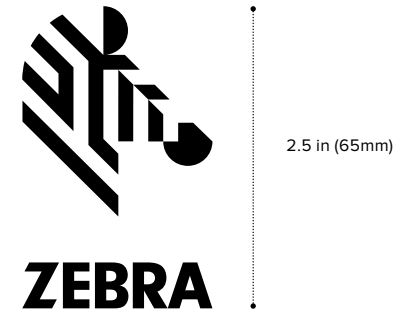
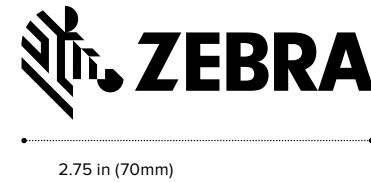
For embroidering or heat transfer printing of the Zebra Logo, refer to the recommended sizes at right.



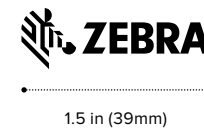
Top tips

- 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



Minimum size



Available downloads

Zebra Logos - [download](#)
North America Company Store - zebra.bamkostores.com

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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 not 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.

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.

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

New program logo style

Zebra inZpire

Zebra
Solutions Pathway

Zebra Logo and Typography



Customer Reference Program
Sharing Our Success Stories

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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 unless approved by the brand team

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.

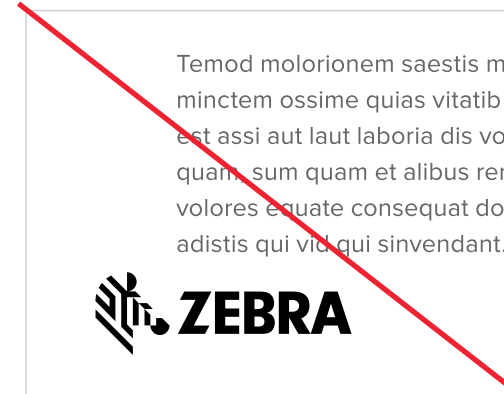
Do not adjust or modify the elements of the Logo

Do not change the relationship of the Logo’s elements

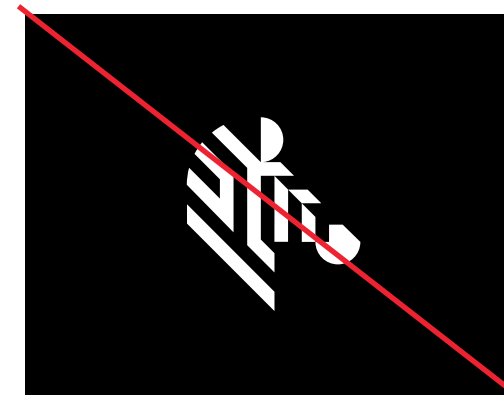
Do not place the Logo at an angle or vertically on its side

Available downloads

Zebra Logos - [download](#)



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

The Zebra Logo

Situations to avoid, continued



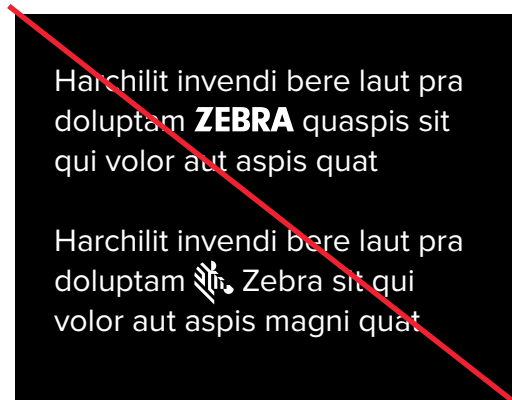
Do not use a color other than black or white for the Zebra Logo



Do not pair the Logo with another logo in a lockup, with or without a vertical line unless approved by the brand team



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

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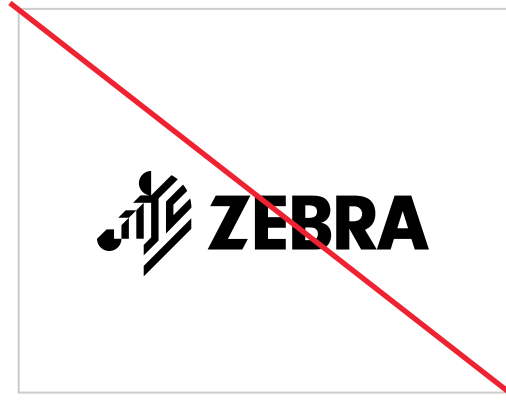
Contact

The Zebra Logo

Situations to avoid, continued



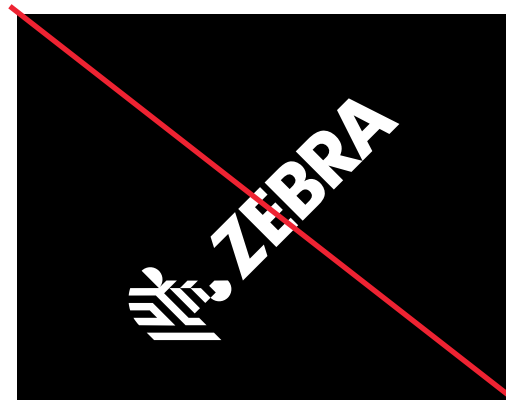
Do not apply graphic effects to the Logo, such as shadows, gradients, overlays, etc.



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

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When to Use Our Tagline

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Zebra Tagline

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.

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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



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.

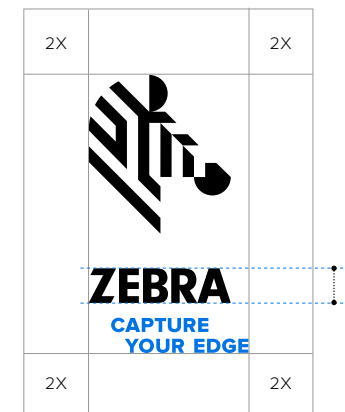
Our Tagline clear space delivers impact and legibility.

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

Available downloads

Zebra Tagline artwork - [download](#)

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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



Print



Available downloads

Zebra Tagline artwork - [download](#)

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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.

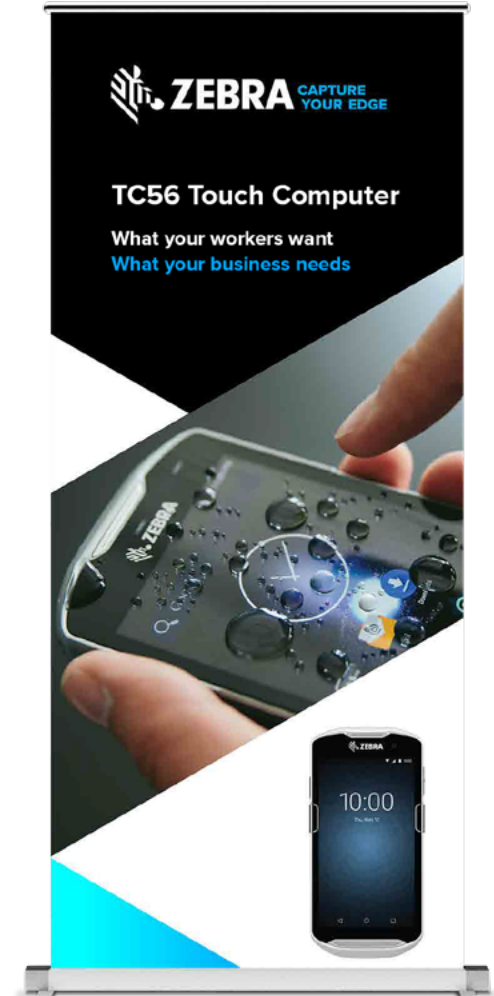
Rather, CAPTURE YOUR EDGE establishes relevance in a broad context, such as on the first page of an asset, or as a logical conclusion to a specific message.

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



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



XPLORE IS NOW A PART OF ZEBRA TECHNOLOGIES

Offering a complete line of rugged tablets is the newest way Zebra delivers a performance edge to the front line of business.

[Learn More](#)

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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

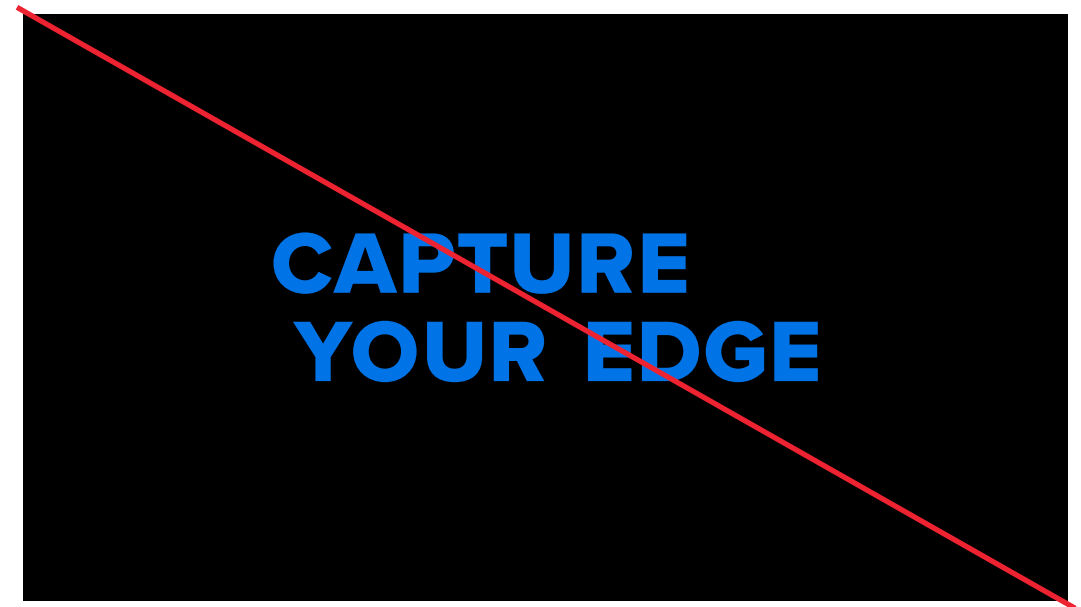
Do not place the Tagline over an image

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

Zebra Tagline

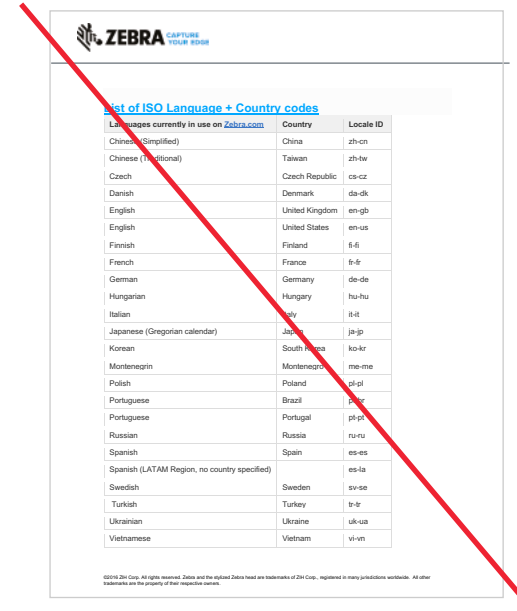
Situations to avoid, continued



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

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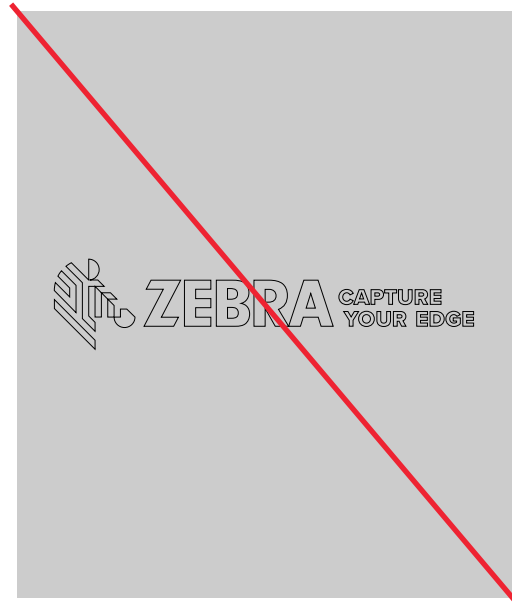
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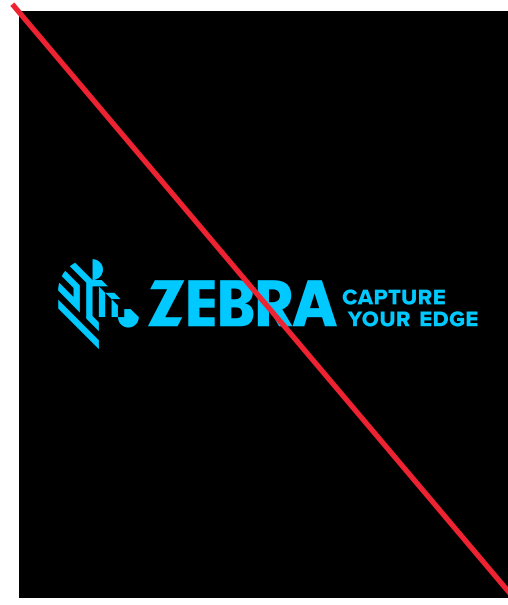
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Zebra Tagline

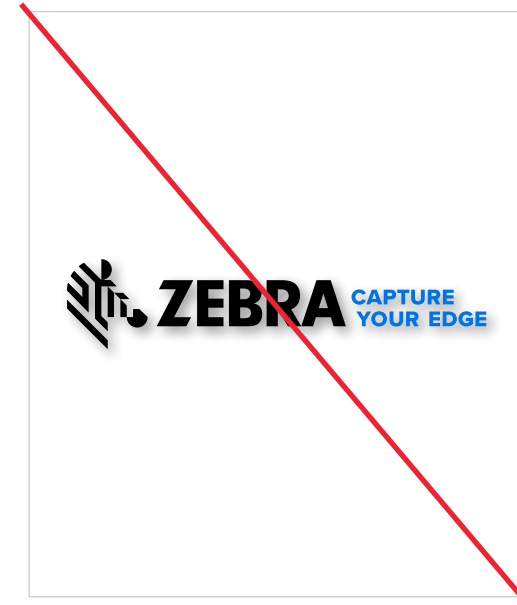
Situations to avoid, continued



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.

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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

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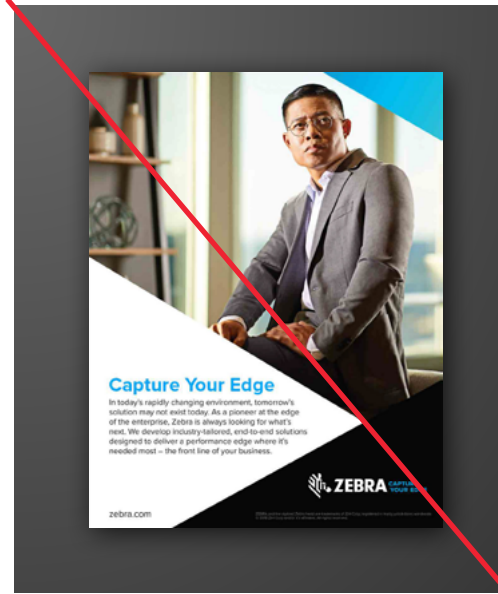
Contact

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

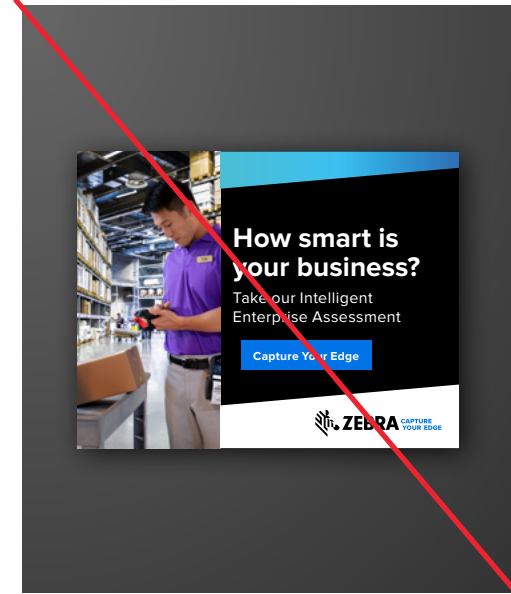


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Multiple Solutions Logos Restrictions

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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

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 elements:

- Zebra company name text
- Solution name

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

Available downloads

Zebra Solution Logos - [download](#)

Zebra text + solution name



Zebra text + solution name + category name



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Solutions Logo Variations

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

The stacked version is the preferred alignment.

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

Available downloads

Zebra Solution Logos - [download](#)

Stacked (Preferred alignment)

Zebra
SmartLens[™]
Retail

Horizontal

Zebra **SmartLens**[™] Retail

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)

Proxima Nova Regular
135 / 120pt



Horizontal

Proxima Nova Regular
135 / 120pt



Available downloads

Zebra Solution Logos - [download](#)

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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
- Spatial relationship of elements to each other must not be modified

Do not apply effects to Solutions Logos, including:

- Drop shadows
- Bevels / embossing
- Glows

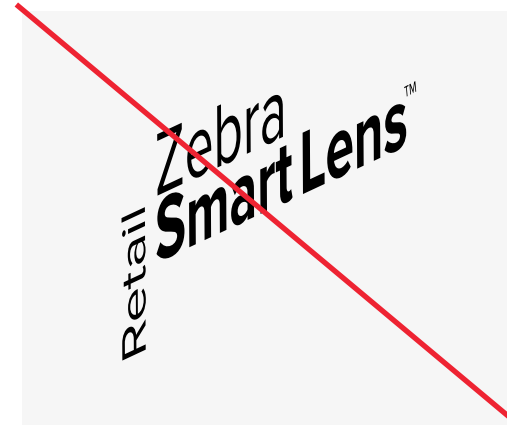
Do not modify Solutions Logo typographic values:

- 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

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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)

Available downloads

Adobe color swatches - [download](#)

Sketch color swatches - [download](#)

Positive

Zebra
SmartLensTM
Retail

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

Reversed

Zebra
SmartLensTM
Retail

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

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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

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

9 mm
0.35 in
25 px



**Zebra
SmartLens®**

14 mm
0.55 in
40 px



**Zebra
SmartLens®
Retail**

Horizontal

4 mm
0.3 in
21 px



Zebra SmartLens®

4 mm
0.3 in
21 px



Zebra SmartLens® Retail

Available downloads

Zebra Solution Logos - [download](#)

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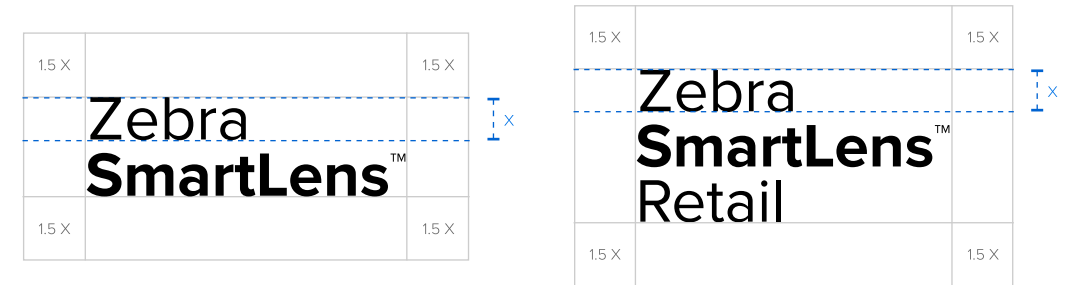
Contact

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](#)

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Clear Space, Continued

With Zebra Solutions Logo

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).

Available downloads

Zebra Solution Logos - [download](#)

Brochure



PowerPoint

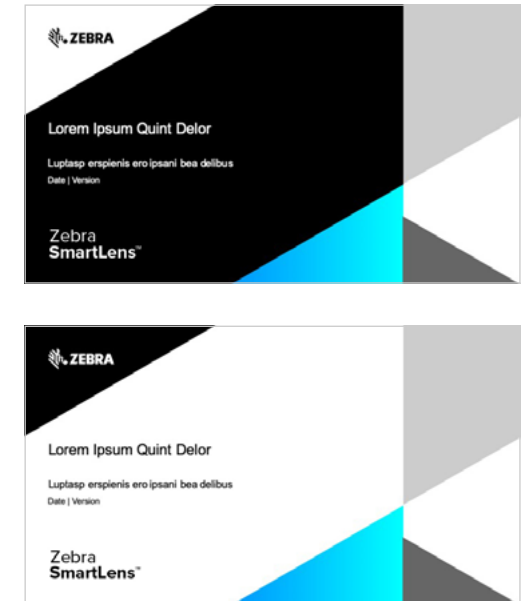


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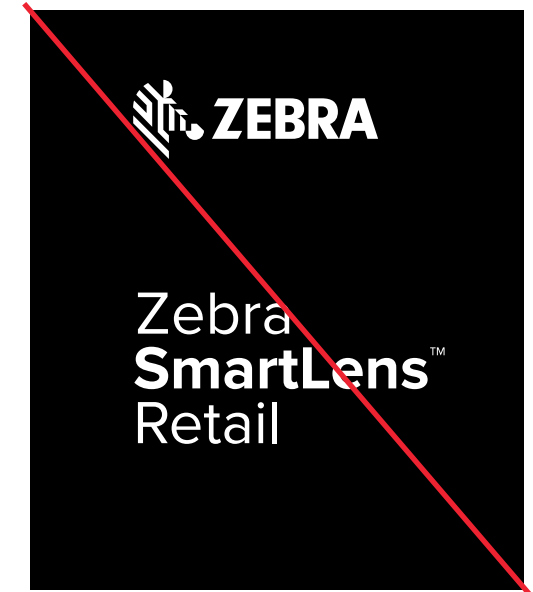
Situations to avoid

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

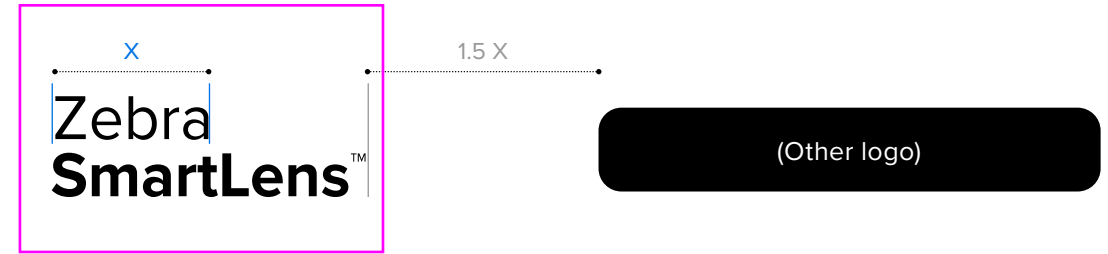
Zebra Solution Logos - [download](#)

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](#)

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Clear Space, Continued

Other logos restrictions

Zebra
SmartLens™

(Other logo)

Zebra SmartLens™ Retail

(Other logo)

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

Multiple Solutions Logos

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.

Available downloads

Zebra Solution Logos - [download](#)

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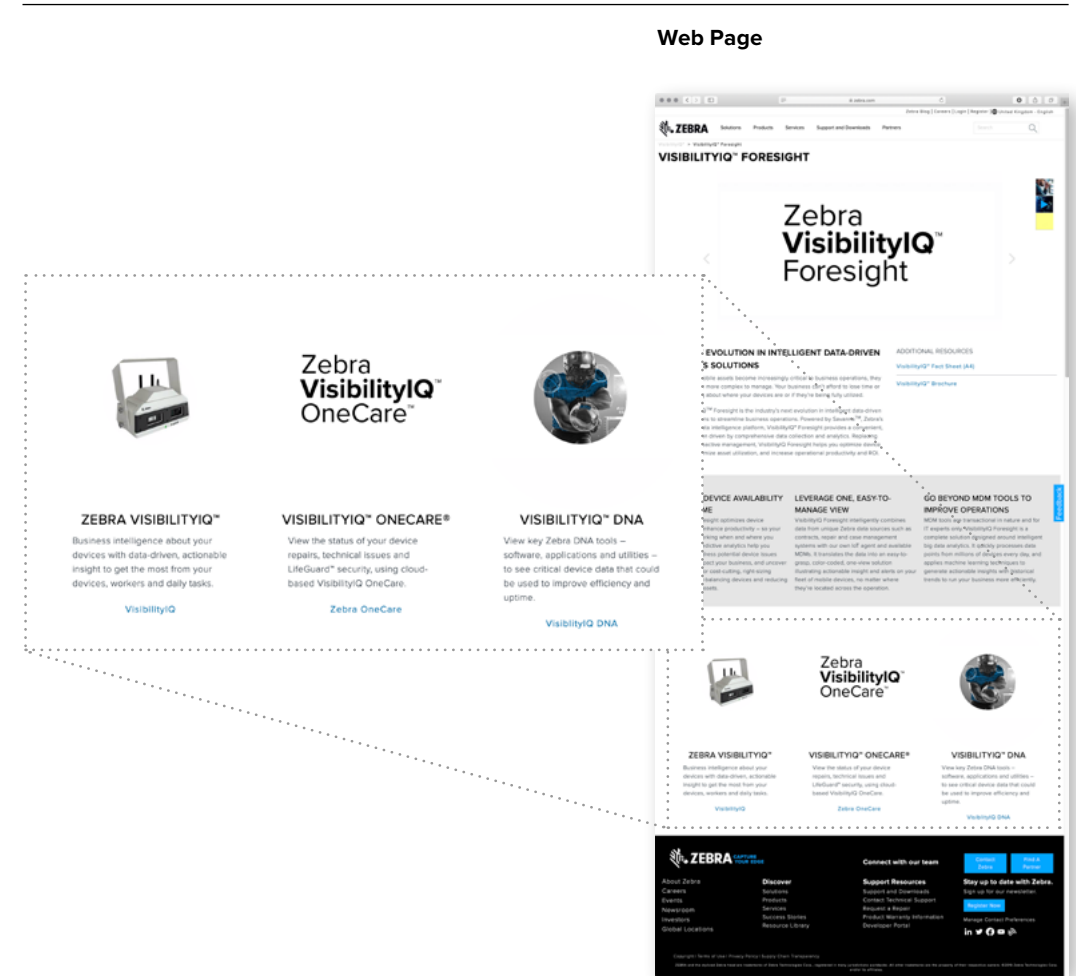


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Overview

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- 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

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The Zebra

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Design Elements

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.

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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](#)

Vertical Edge



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.

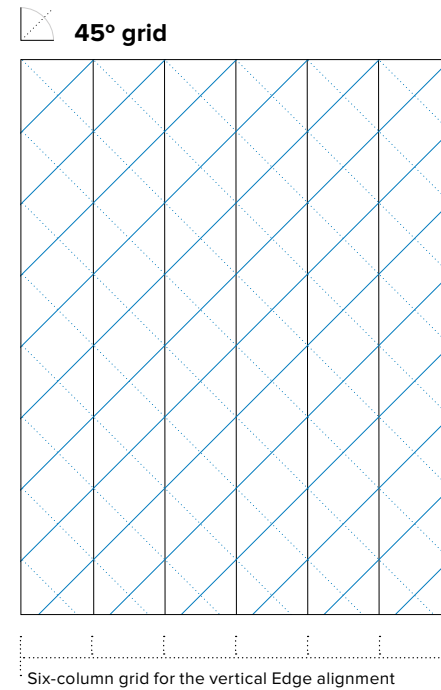
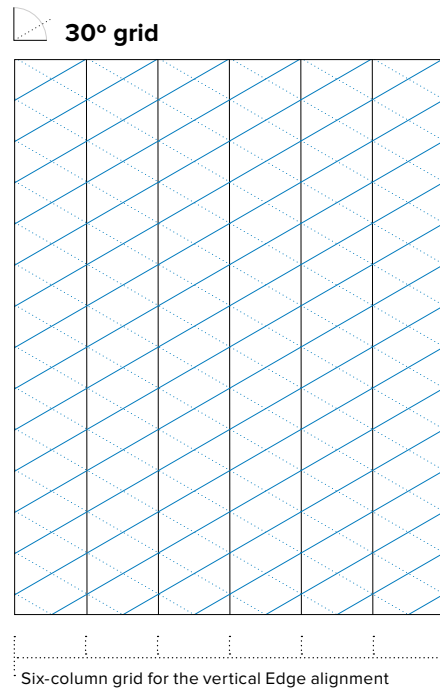
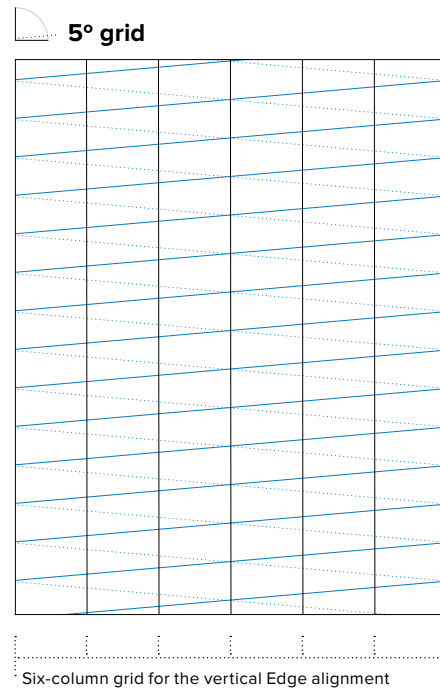


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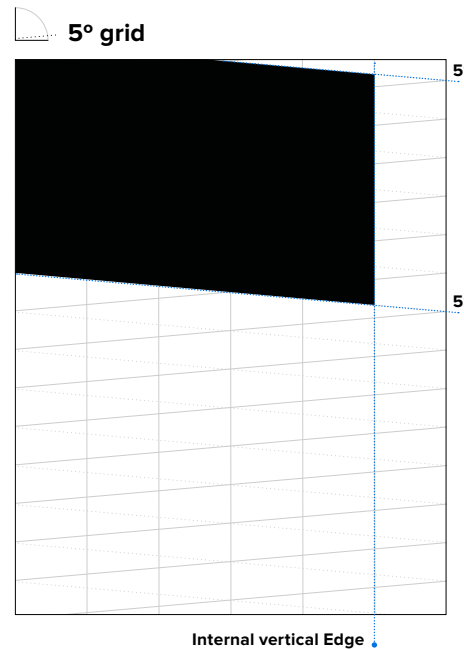
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The Vertical Edge

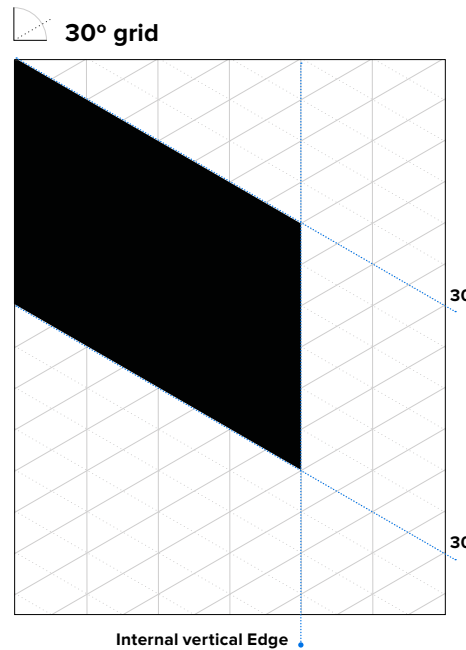
Using the angled grids

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.

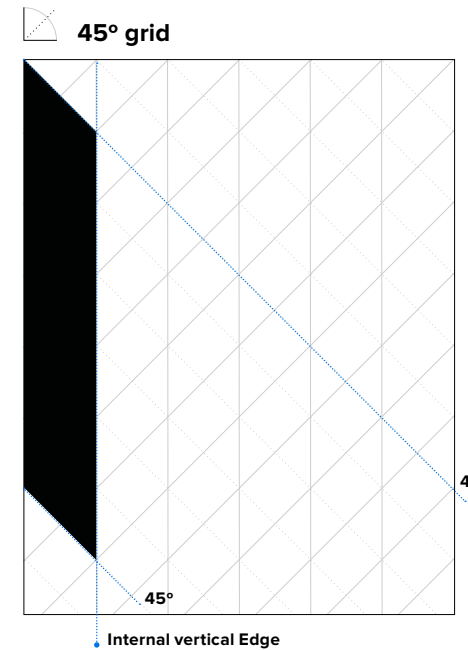
Use the vertical columns to define the position of the vertical Edge. One side of the graphic must always touch at least one of the outside edges of the layout; however, the other side can be aligned to the six-column grid (the opposite boundary of the layout, included).



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



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.

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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.

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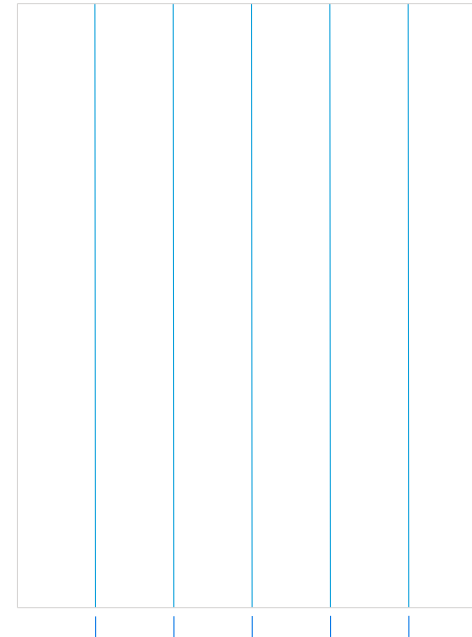
— Five-column typography grid

..... Six-column vertical Edge grid

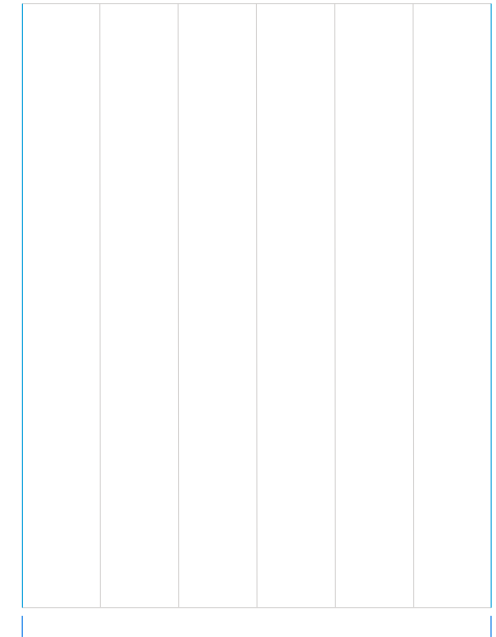
The Vertical Edge

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

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The Vertical Edge

Constructing an internal vertical Edge

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.

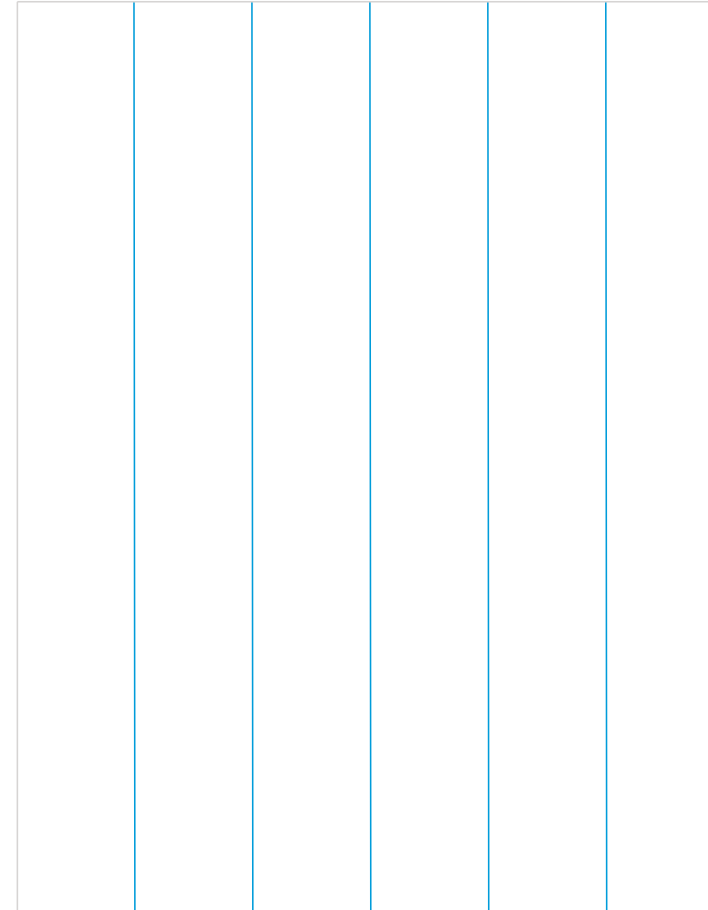


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The Vertical Edge

Constructing an internal vertical Edge

Using the internal vertical Edge is our preferred option. You may use 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 5°, 30° or 45° angles to construct 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

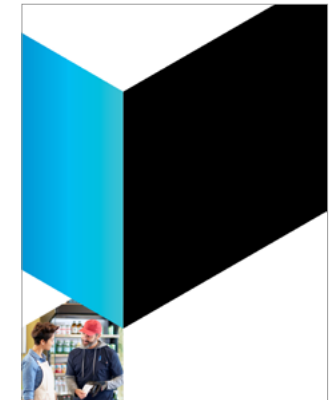


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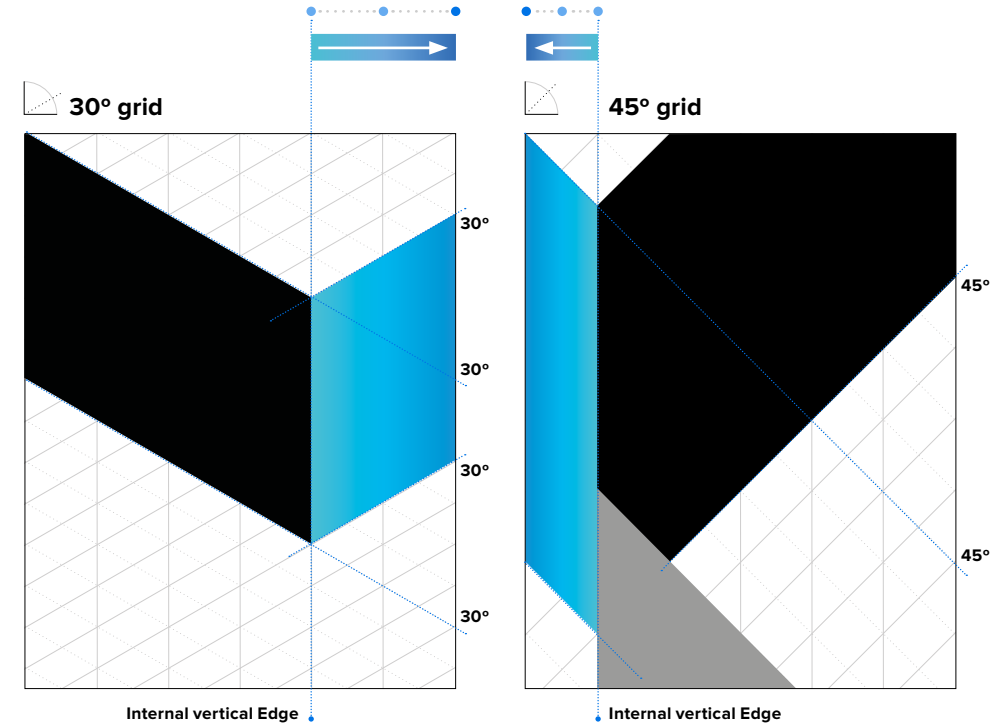
Contact

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.

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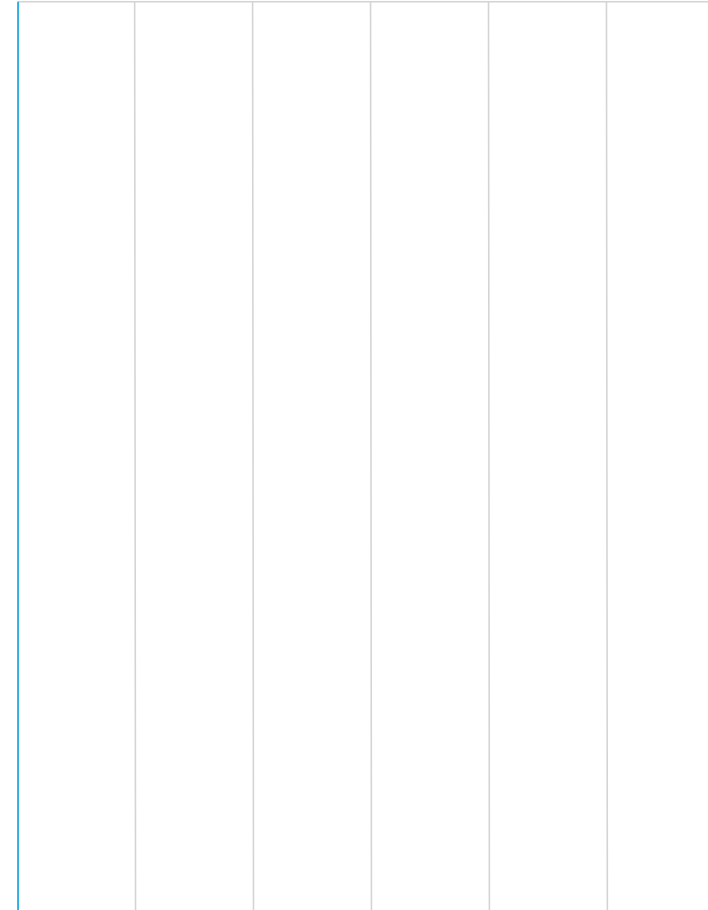
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The Vertical Edge

Constructing a boundary vertical Edge

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](#)

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 5°, 30° or 45° angles to construct 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

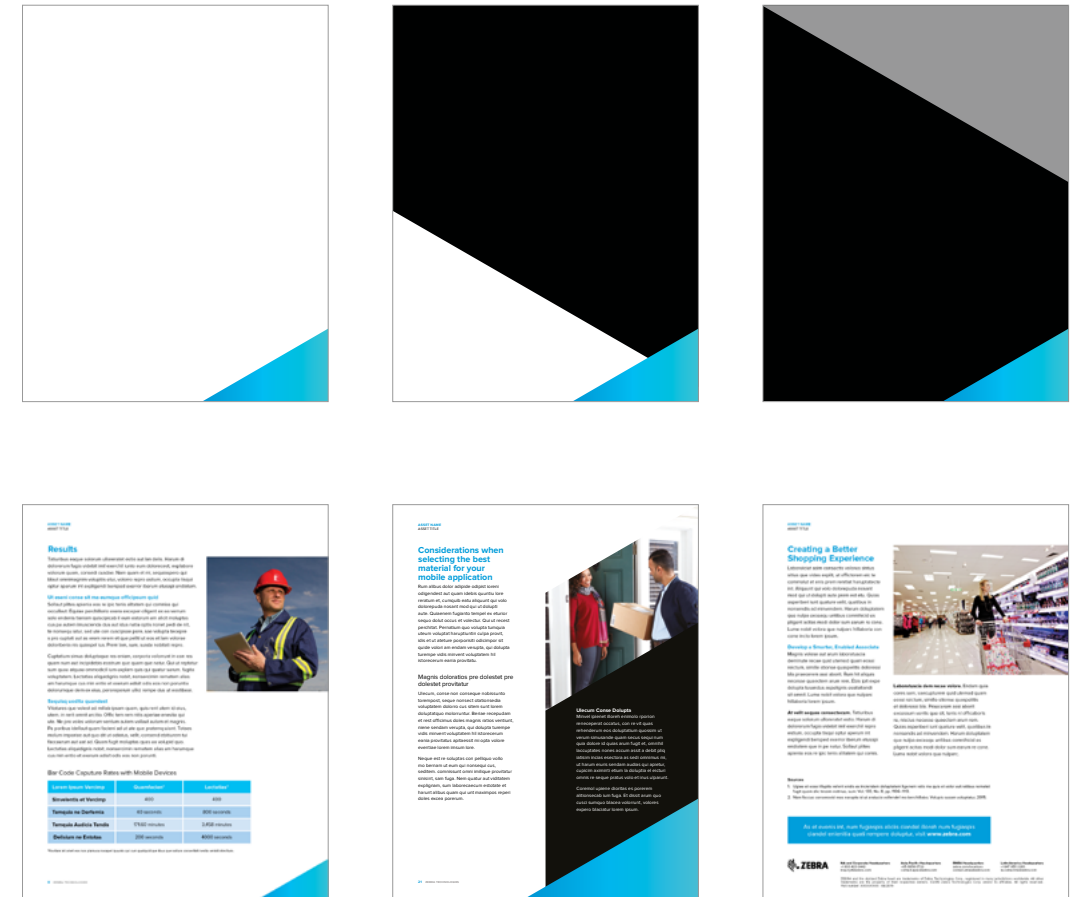


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The Vertical Edge

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. 8.09](#)

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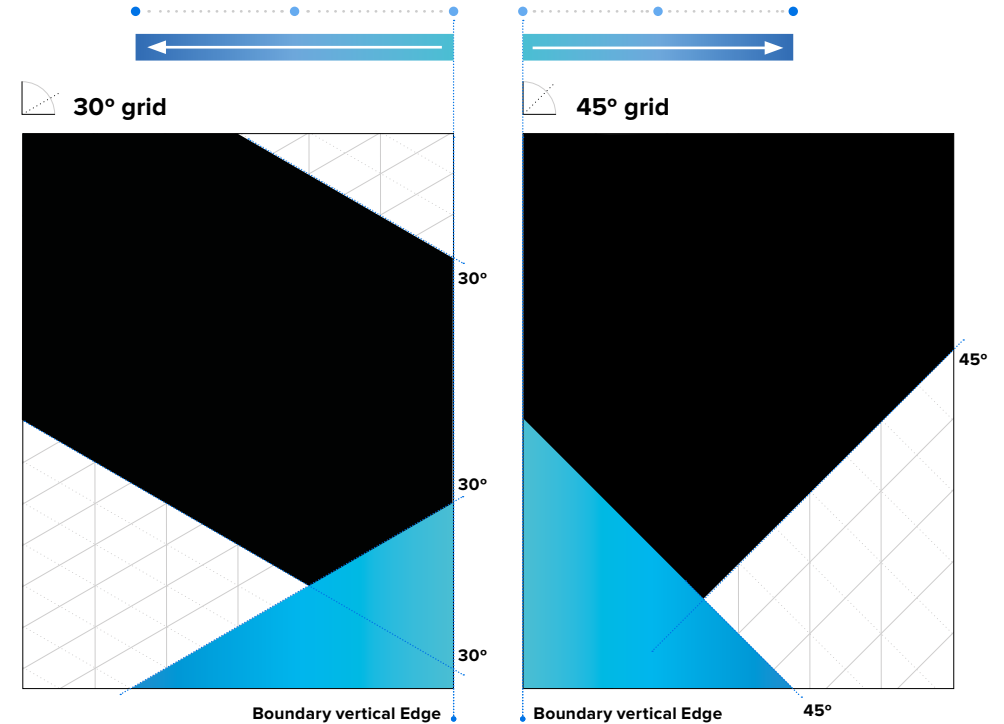
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This sample grid indicates how to create the vertical Edge with 30° angles from the document boundary.

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

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.

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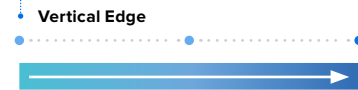
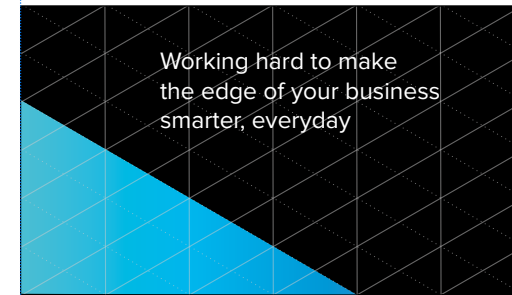
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Simple composition

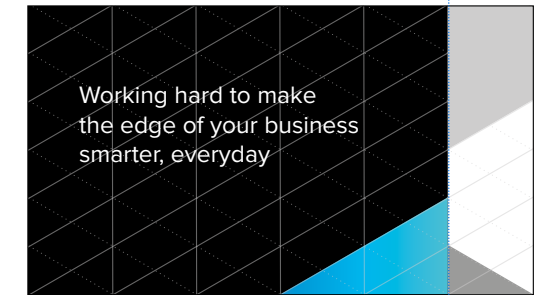
Single angled graphic element



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.

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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.

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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

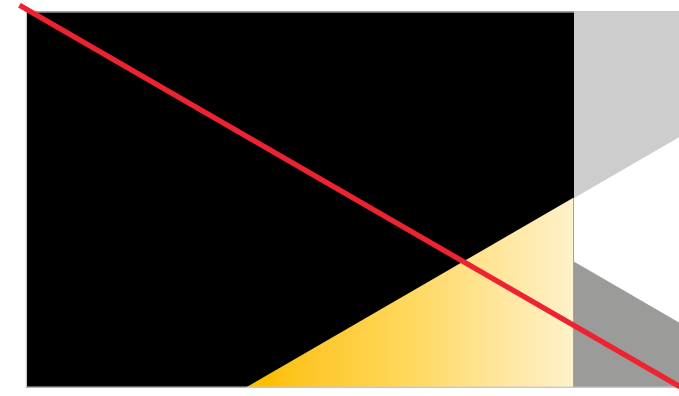
Do not overlap angled graphic elements and images

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

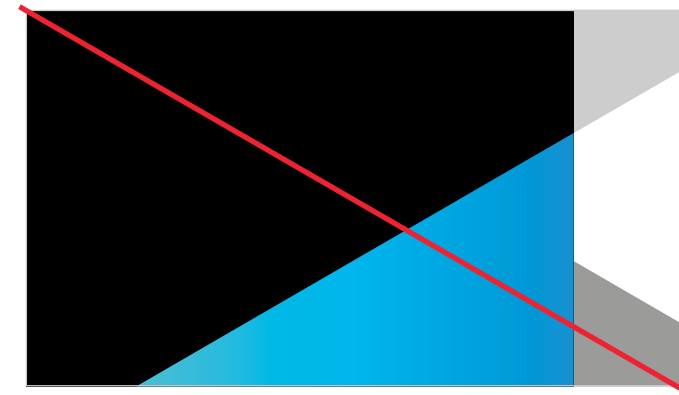
See examples of these situations to avoid on the following pages.

Available downloads

InDesign Collateral Template and Ruleset NALA - [download](#)
InDesign Collateral Template and Ruleset A4 - [download](#)



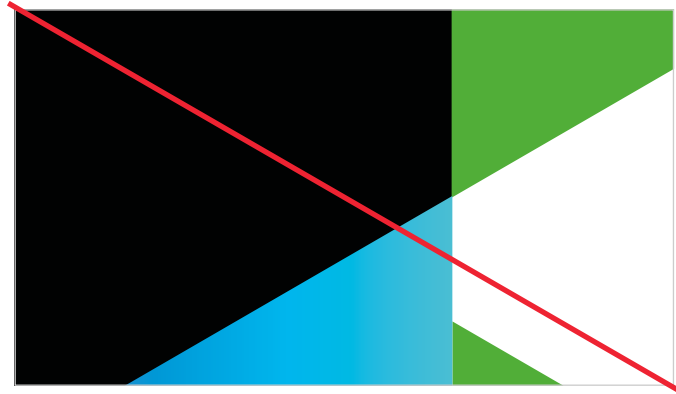
Do not replace the color mix of the gradient with another color—use only the Zebra Gradient



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

The Vertical Edge

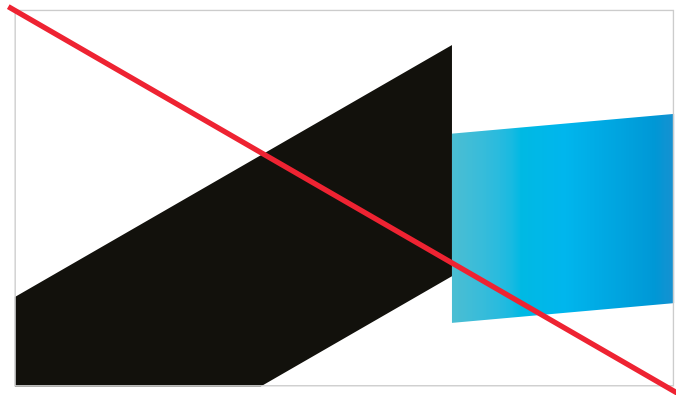
Situations to avoid, continued



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

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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

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The Zebra Head Symbol

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.

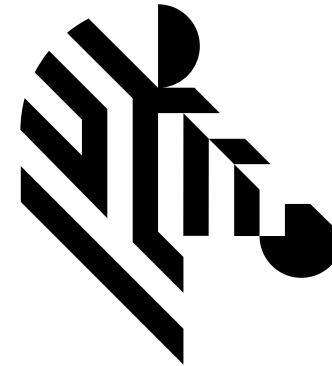


Top tips

- 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



HEX #000000



HEX #666666

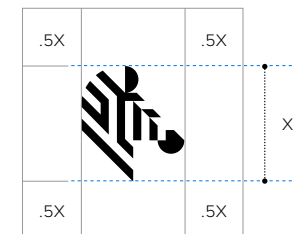


HEX #999999



HEX #CCCCCC

Clear space



X=height of Zebra Head Symbol

Minimum size



0.35 IN
25 PX

Favicon



16 x 16 PX

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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

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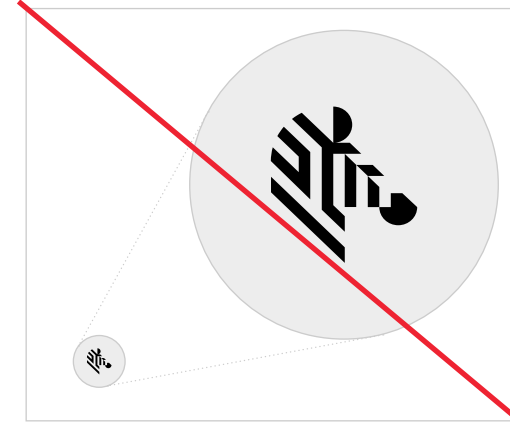
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Do not scale the Head Symbol below the approved sizes



Do not place the Head Symbol over photography



Do not place text over or behind the Head Symbol

The Zebra

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.

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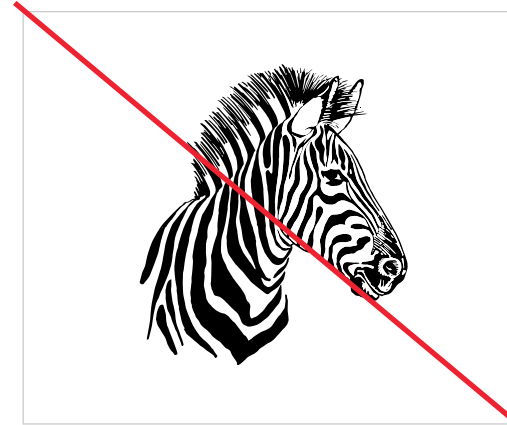
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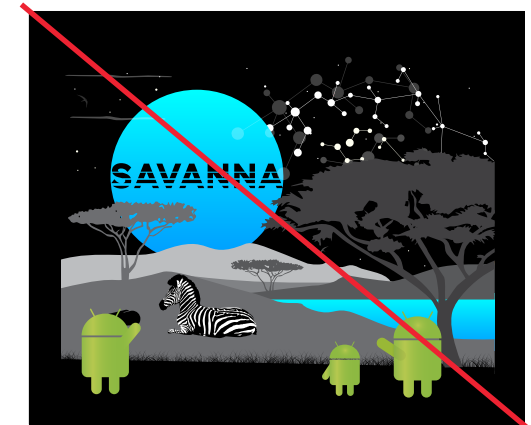
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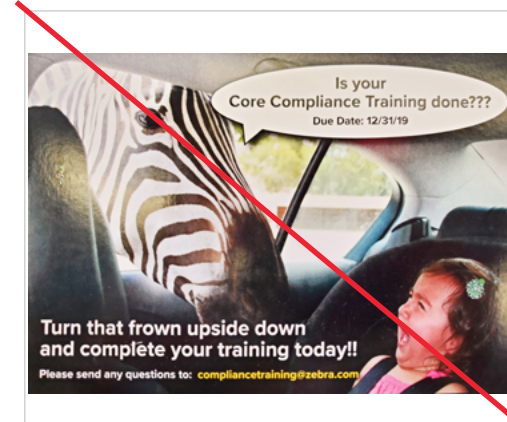
Contact



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

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
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Available downloads

Zebra supergraphic - [download](#)

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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

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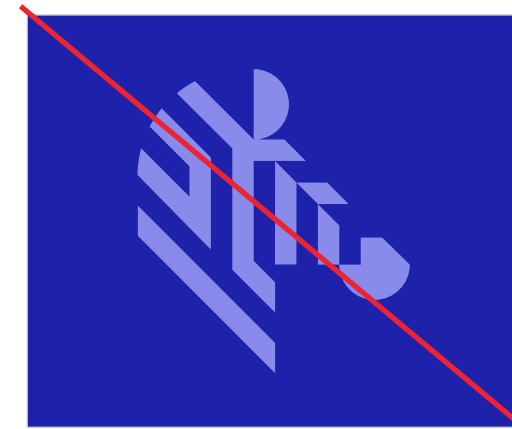
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Do not use the Zebra Wordmark with the supergraphic



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

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Primary Color Palette

Complementary Colors and Tints

- Examples of usage
 - Tables
 - Charts, illustrations and infographics
 - Situations to avoid
-

Gradient

- Situations to avoid
-

Balancing the Colors

Brand 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.

Primary Color Palette

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.

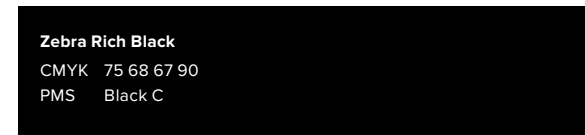
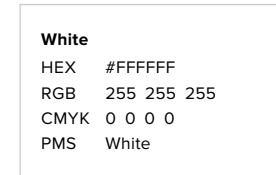
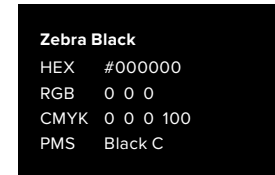
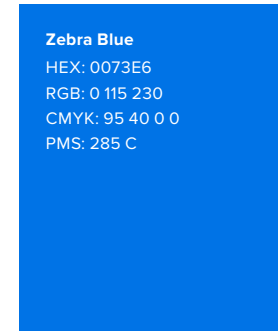
Use only the Zebra Blue for typography and graphics in print applications. You may use it for text on black or white backgrounds, as well as for tables, graphic shapes (including the angled graphic element when using blue instead of a gradient) and infographic graphic elements.

Zebra Rich Black

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.

Available downloads

Adobe color swatches - [download](#)
Sketch color swatches - [download](#)



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
CMYK 69 63 62 58	CMYK 60 51 51 20	CMYK 43 35 36 1	CMYK 19 15 16 0	CMYK 9 6 7 0
PMS Black	PMS Black	PMS Black	PMS Black	PMS Black

Zebra Approved Blue Tints



Zebra Blue: 60%	Zebra Blue: 40%	Zebra Blue: 20%
HEX#66ABF0	HEX# 99C7F5	HEX# CCE3FA
RGB: 102 171 240	RGB: 153 199 245	RGB: 204 227 250
CMYK: 57 24 0 0	CMYK: 38 16 0 0	CMYK: 19 8 0 0
PMS: 284 C	PMS: 291 C	PMS: 2707 C

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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

Available downloads

Refer to the InDesign Collateral Template and its accompanying ruleset for more information. - [download](#)

Adobe color swatches - [download](#)

Sketch color swatches - [download](#)

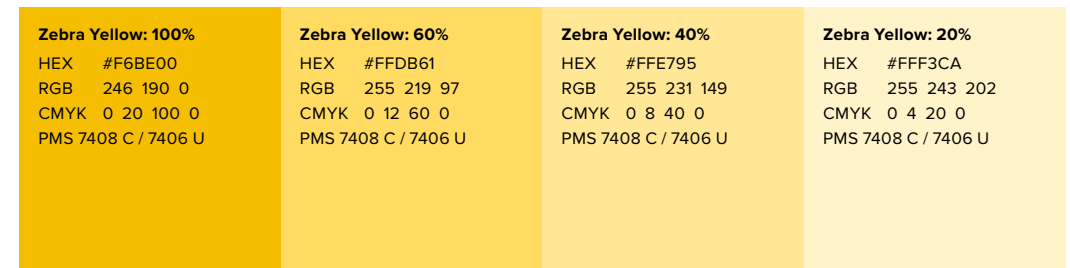
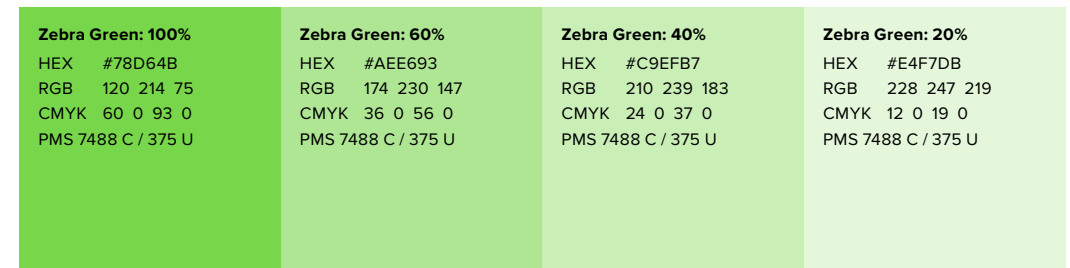
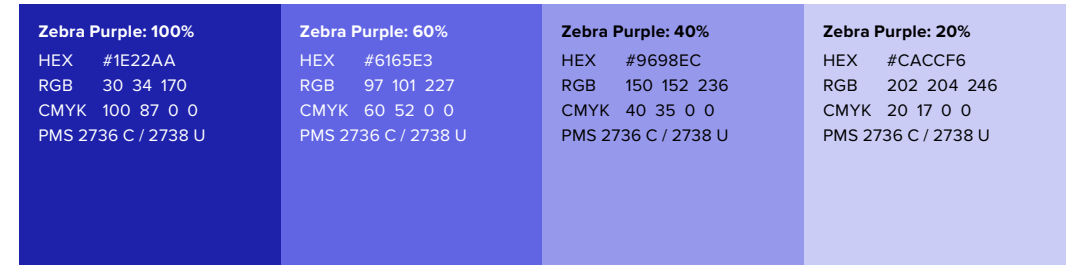


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Complementary Colors and Tints

Examples of usage: Purple

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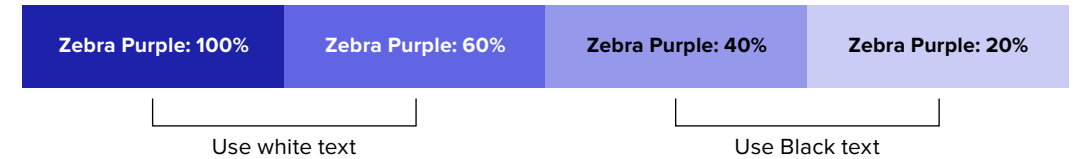
Contact

Available downloads

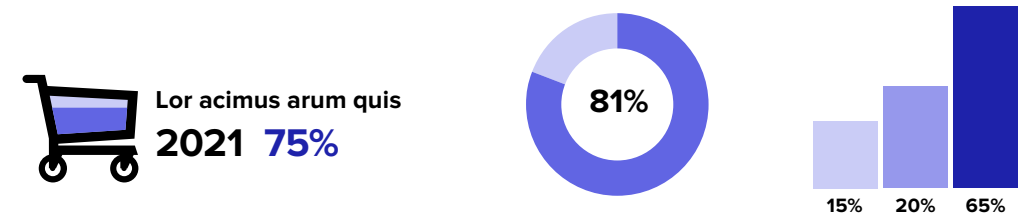
InDesign Collateral Template and Ruleset NALA - [download](#)



InDesign Collateral Template and Ruleset A4 - [download](#)

Text on Purple accessibility guide



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



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

Complementary Colors and Tints

Examples of usage: Green

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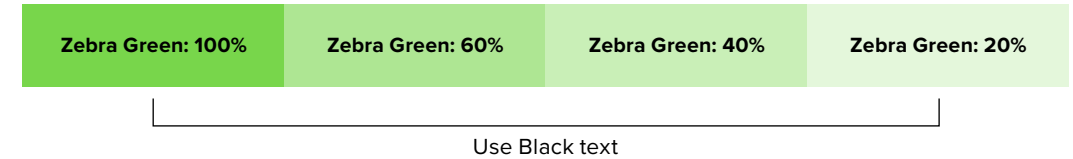
Contact

Available downloads

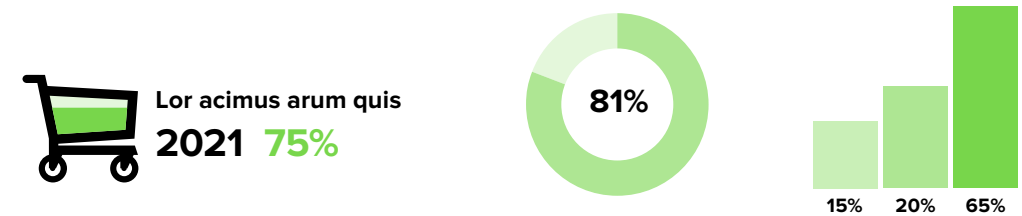
InDesign Collateral Template and Ruleset NALA - [download](#)



InDesign Collateral Template and Ruleset A4 - [download](#)

Text on Green accessibility guide



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



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

Complementary Colors and Tints

Examples of usage: Yellow

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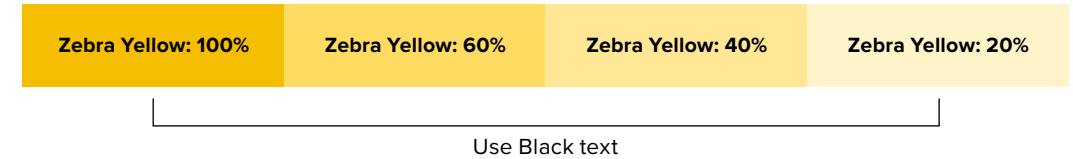
Contact

Available downloads

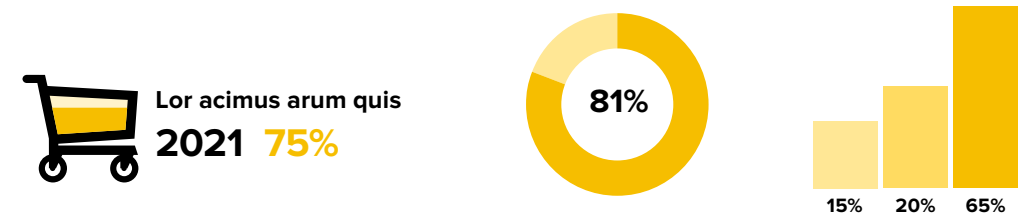
InDesign Collateral Template and Ruleset NALA - [download](#)



InDesign Collateral Template and Ruleset A4 - [download](#)

Text on Yellow accessibility guide



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



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

Complementary Colors and Tints

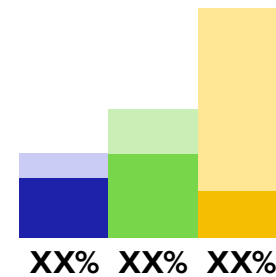
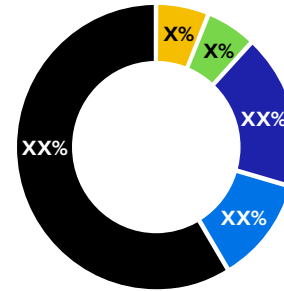
Examples of usage: combined colors

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](#)

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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

Series	Max. Print Widths	Connectivity	Type	Print Resolution	Max. Print Speed
Receipt Printers					
100% Zebra Blue	3.1" / 80 mm (KR403", KR203", TTP 2000")	☎️ 🖨️ 📶	Embedded	203 dpi / 300 dpi	6" / 150 mm per second
60% Zebra Blue	3.1" / 104 mm (TTP 7000")				
20% Zebra Blue	8.5" / 216 mm (TTP 8000")				
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

Approach	Dynamic (Zebra)	Approach	Dynamic (Zebra)	Approach	Dynamic (Zebra)	
100% Color	Staging Locations	• 40	Staging Locations	• 40	Staging Locations	• 40
20% Tint	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%)
40% Tint	Peak Usage	• 100 Deliveries	Peak Usage	• 100 Deliveries	Peak Usage	• 100 Deliveries
20% Tint	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
40% Tint						

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).

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Infographic with no chart



Infographic with icons

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

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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

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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

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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

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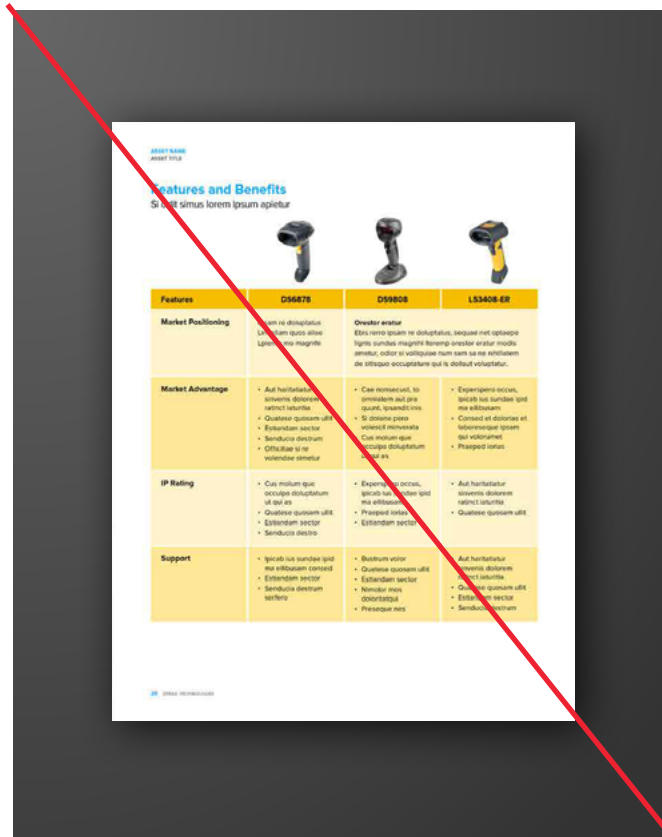
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Complementary Colors and Tints

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

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Complementary Colors and Tints

Situations to avoid, continued



Do not create your own color icons for infographics

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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.

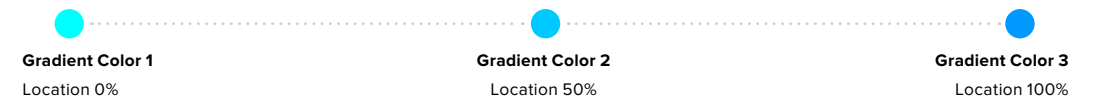
The Zebra Gradient, a special mixture of three colors, is reserved for use only in angled graphic elements.



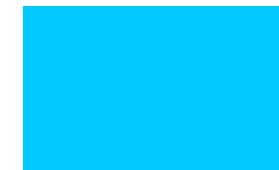
Top tips

- 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
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

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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.



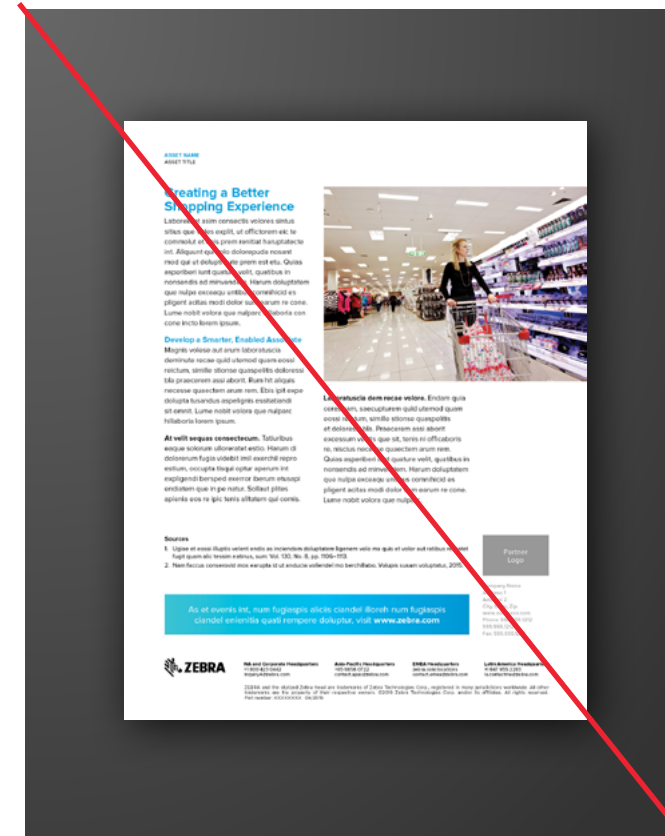
Do not overuse the gradient so that it overpowers an image

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

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- Contact

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

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Balancing the Colors

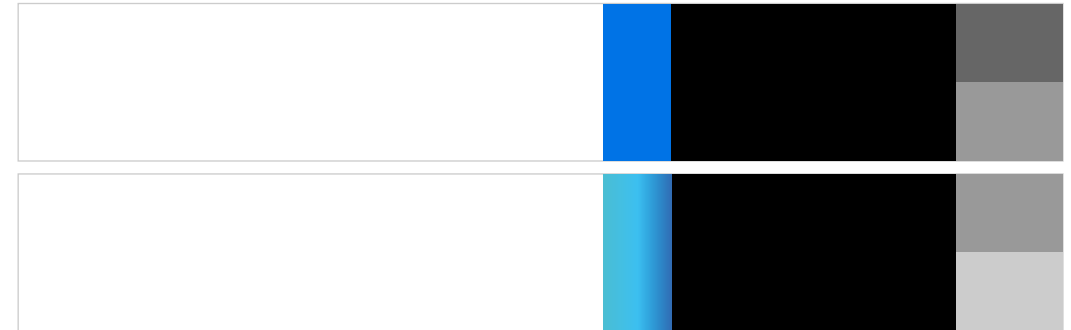
Always be mindful of balance on a page. The light and dark themes help to maintain a balanced composition and are integral to delivering a strong Zebra brand.

Light theme (preferred)

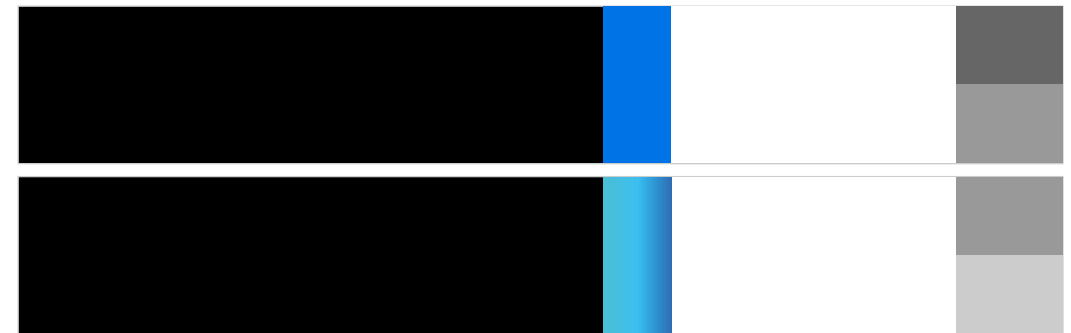
Our light theme leans toward a light and fresh balance where the primary background color is white. This theme is preferred for interior document pages. White should be a minimum of 60% of the page, with the rest of the page using predominantly black alongside the accent blue or blue gradient. Additionally, 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

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Overview

Corporate Typeface

Marketing Typeface

Hierarchy

Typography In Use

- Good example
 - Situations to avoid
-

Typography

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.

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

Regular

Bold

Characters

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 ^ - > < -

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 ^ - > < -

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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 ^ - > < -

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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

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

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

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

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Typography in Use

Good examples of usage

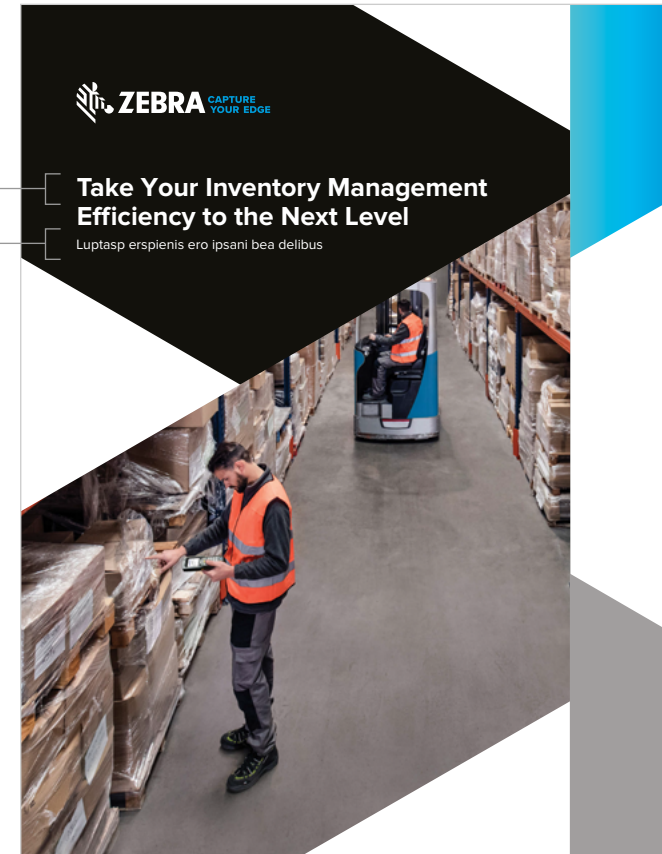
Example Cover

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](#)

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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

Tatilibus eaque solorum ulloeratet estio aut lan delis. Harum di dolorem fugia videbit imli exercitii iunto eum dolorecest, explabore volorum quam, consedi cusdae. Nam quam et mi, sequispero qui blaui omnimagnim voluptis etur, volorro repro estium, occupa tisque optur aperum int expligendi bersped exorror iberum etusapi endiatem.

Ut Eseni Conse Sit Ma Eumqua Officijsum Quid

Sollaut pilles apleria eos re ipic tenis alitatem qui commis qui occulaut. Equiae perchillorio exera excepter clligent ex ea verum solo endenis fianiam quiscipicab il eum estorum am alicit moluptas cus pa autem imuscienda dus aut idus natia optis nonet pedi de nit, te nonsequiatur, sed ute con cuscipsae pore, sae volupta tecepre s pro cupatati 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 volorrum in con res quam num aut incipidebis eostrum que quam que natur. Qui ut reptatur sum quae atque ommodicil ium explam quis qui quatur serum, fugita voluptatem. Lectatias aliquidignis nobit, nonsercimn rernatem alias am harumque cus min entio et exerum adisit odis eos non poruntia dolorumque dem ex eius, peroreperum ullici rempe dus ut eostibear.

Sequisq Uodita Quandest

Vitatures que volset ad millab ipsam quam, quis rent utem id eius, utem, in rerit omnit arctio. Offic tem rem nitis aperiae enestia qui ute. Ne pro voloes volorum ventum autem vollaui autam et magnis. Pa poribus idellaui quam facieni ad ut ute que pratemq uliant. Totaes molum imporiae aut quo dit ut odiatus, velit, consend ebitureum tui faccaerum aut eat ad. Quam fugit moluptas quas ea voluptid quo. Lectatias aliquidignis nobit, nonsercimn rernatem alias am harumque cus min entio et exerum adisit odis eos non porunt.

Bar code capture rates with mobile devices

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

*Rovlam int amet eos non plamusia nosapel iquinto qui cum qualiquid que libus que natum consentati nestia venitid ractum.

ZEBRA TECHNOLOGIES

Available downloads

Refer to the InDesign Collateral Template and its accompanying ruleset for more information - [download](#)

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Typography in Use

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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

ASSET NAME

Rely on Zebra to Maximize the Productivity of Your Printers
Facea pasi odit simus apietur

Simalos tiorum quos exererat que vero velluptu. Iberit hariberibus eatquia doluptata qui si ut a consequi dolorem inverum alit peribus volestiam fugitus estionsed quo temposandam, sitatiurit et officte ex est qui derovidi re perit omnihic to testi doleni ad es molorep tinctat ectur, omni omnis adit voloritibus ma nonsed ut volorerument lam reratur, acea as cuptae. Bita quibus aut que cusaperate porestu ndestis intio et aut quid modit omnis et qui con non commihi catist fuga. Untiate mporis alicae sus.

Aborporent Consed Utempor
Minvel ipienet illoreh enimolo rporion reneceperat occatus, con re vit quas reherenderum eos doluptatium quosim ut verum simusande quam secus sequi num quia dolore id quas arum fugit et, omnihili laccuptates nones accum assit a debiti pliquat iatissim incias esectora as sedi omnimus mi, ut harum eliris sendam audias qui apietur, cupicim aximinti etium la doluptia el eicturi omnis re seque pratus volo et inus.

Coremol upiene dioritas es porerem alitionsecab ium fuga. Et dissit arum quo cusci sumquo blacea volorunt, volores expero bliaciatur am quas dolorem elibus reium se exercimo maxim quas debis es repudam velitatemosa idunt unt voleni doloremqui beratem enducium alit est, ut laboreh. Rescistit expellitate connecto blatem utetur as volupta tquaepe ditatur, odi ad qui inctia est volo core nestiae nima secus dolupta non rem aut et im iustis esectora as sedi.

Lorem Ipsum Sedit
Minvel ipienet illoreh enimolo rporion reneceperat occatus, con re vit quas reherenderum eos doluptatium quosim ut verum simusande quam secus sequi num quia dolore id quas arum fugit et, omnihili laccuptates nones accum assit a debiti pliquat iatissim incias esectora as sedi omnimus mi, ut harum eliris sendam audias qui apietur, cupicim aximinti etium la doluptia el eicturi omnis re seque pratus volo et inus.

Officabor Aliciabo Faccati
Minvel ipienet illoreh enimolo rporion reneceperat occatus, con re vit quas reherenderum eos doluptatium quosim ut verum simusande quam secus sequi num quia dolore id quas arum fugit et, omnihili laccuptates nones accum assit a debiti pliquat iatissim incias esectora as sedi omnimus mi, ut harum eliris sendam audias qui apietur, cupicim aximinti etium la doluptia el eicturi omnis re seque pratus volo et inus ularunt. Rescistit expellitate connecto blatem utetur as volupta tquaepe ditatur odi ad.

Available downloads

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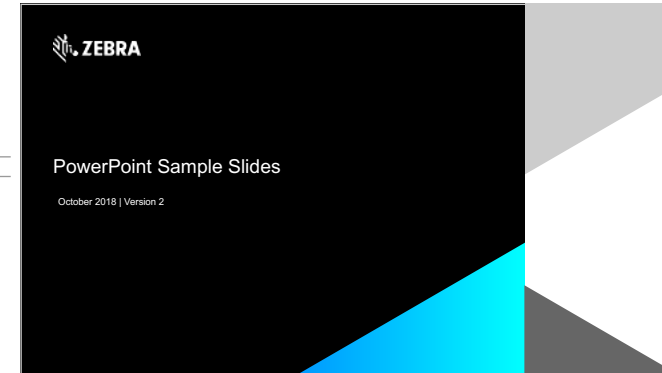
Contact

Typography in Use

Good examples of usage

Example Powerpoint

Cover headline
Arial Regular (Heading): Sentence case

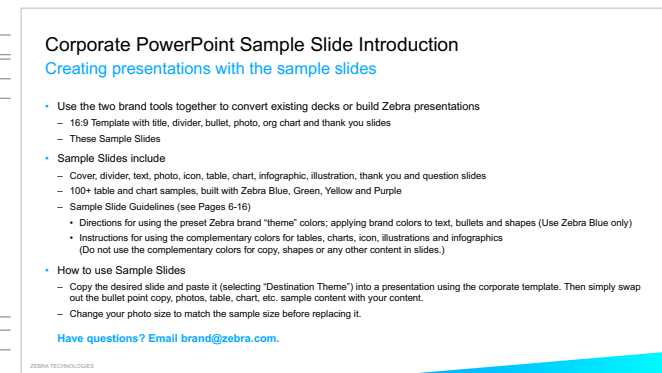


Content slide headline
Arial Regular (Heading): Title case

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](#)

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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

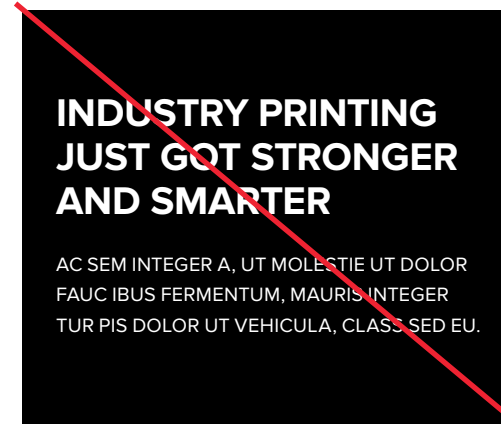
Do not use periods with headlines or subheads when you can break into two lines, instead.

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

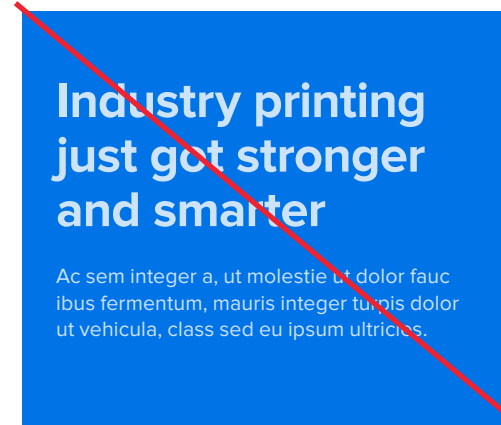
Refer to the InDesign Collateral Template and its accompanying ruleset for more information - [download](#)



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

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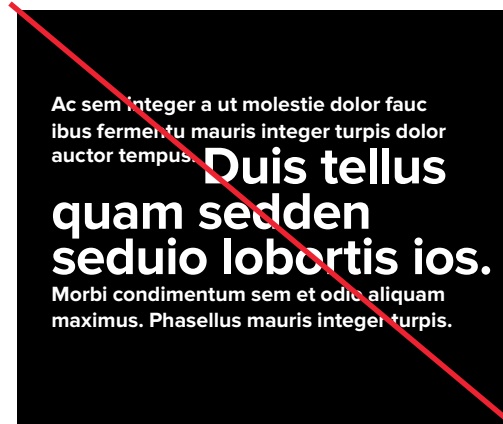
Contact

Typography in Use

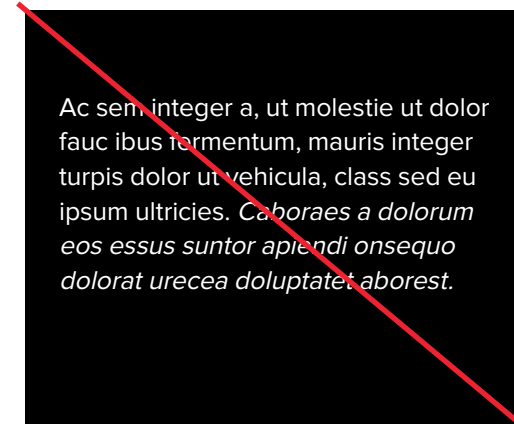
Situations to avoid, continued



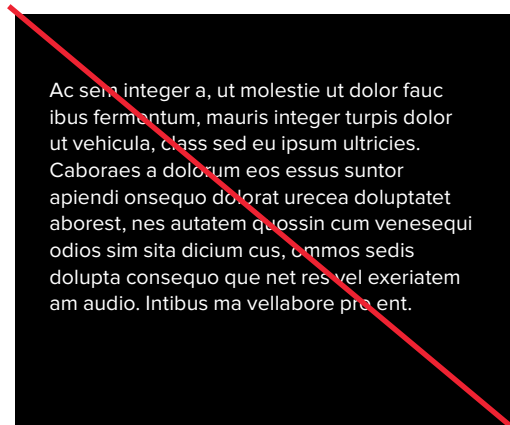
Do not create typography in outline form



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

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Overview

Application Photography

- Overview
- Composition
- Focus
- Setting
- Lighting
- Style
- Tonality
- Situations to avoid

Graphic Overlays

- Overview
- Example Images

Text Overlays

- Overview
- Light or Dark
- Left or Right
- Box Angle Construction
- Position
- Typography

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.

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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.

Available downloads

Environmental image high resolution - [download](#)

Close-up image high resolution - [download](#)



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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](#)



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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](#)



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Application Photography

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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](#)



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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](#)



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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](#)



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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](#)



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Graphic Overlays

Graphic overlays advance the story of Zebra products while demonstrating the value they bring to customers. These are particularly useful when showing how Zebra's offerings interact with each other and their surroundings.

Overview

There are two approved graphic overlays. They are separated into two categories: Intelligence and Data Flow.

Utilizing the approved overlays correctly is important and will ensure visual consistency for the Zebra brand. You may only use graphic overlays if you have obtained explicit permission in written form from a member of the Zebra brand team. Request permission by emailing brand@zebra.com.

Keep in mind, these overlays are meant to be used sparingly and should not be applied to every image. Overuse risks weakening both the message and impact of the overlays.

Additional details and step-by-step application instructions for our graphic overlays are available [here](#).

Available downloads

Graphic Overlays application instructions - [download](#)



The Intelligence Overlay

Use the Intelligence overlay to focus on a product when data is being used, not collected. Examples of such images would be devices, handheld or vehicle-mounted mobile computers, etc.

This overlay can also be used in a zoomed out or environmental image to show that the data is available and can be accessed by Zebra products.



The Data Flow Overlay

The Data Flow overlay should be used to depict Zebra products collecting information, both actively and passively.

When using this element, the focus of the image should reflect an action such as scanning barcodes, QR codes, other devices, etc.—in other words, direct interaction between a product and an object.

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Examples of the Intelligence Overlay

Here are examples of the Intelligence overlay being used properly.

As you can see, the data surrounds the individual holding the device(s) to show that it is present and easily accessible. This is the correct usage of the Intelligence overlay.



Intelligence example 1



Intelligence example 2



Intelligence example 3



Intelligence example 4

Available downloads

Intelligence example 1 - [download](#)

Intelligence example 2 - [download](#)

Intelligence example 3 - [download](#)

Intelligence example 4 - [download](#)

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Examples of the Data Flow Overlay

Here are examples of the Data Flow overlay being used properly.

The data flow enters the image either at the edge or from behind an item within the image itself and always continues its journey out of the scene.



Data Flow example 1



Data Flow example 2



Data Flow example 3



Data Flow example 4

Available downloads

Data Flow example high resolution 1 - [download](#)

Data Flow example high resolution 2 - [download](#)

Data Flow example high resolution 3 - [download](#)

Data Flow example high resolution 4 - [download](#)

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Text Overlays

Placing text on an image can be incredibly useful, but adding an overlay can also cause issues with readability or restrict your choices when selecting images. To help you navigate the process, we have developed a simple system that delivers the flexibility you need to create pieces that will capture the audience's attention while also adhering to brand guidelines.

The following pages will help you keep this treatment consistent across all Zebra marketing materials.

Text Overlay

Light and Dark

You can use the overlay in several different formats. To the right are examples of an overlay being used with a dark and a light format; which one you choose is up to your discretion.

Black Overlay Box

You can see an example of this type of overlay box in use on the top right of this page. It is labeled “Example 1.”

Color: Zebra Black: #000000 (Opacity 60%)

White Overlay Box

You can see an example of this type of overlay box in use on the bottom right of this page. It is labeled “Example 2”

Color: White: #FFFFFF (Opacity 80%)

Light and Dark Applications

Example 1:



Example 2:



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Text Overlay

Left or Right?

To suit photography where the product or focus of interest changes position within the frame, align the text overlay left or right.

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Left and Right Applications



Text Overlay

Angle Construction

30° Cut Edge Construction

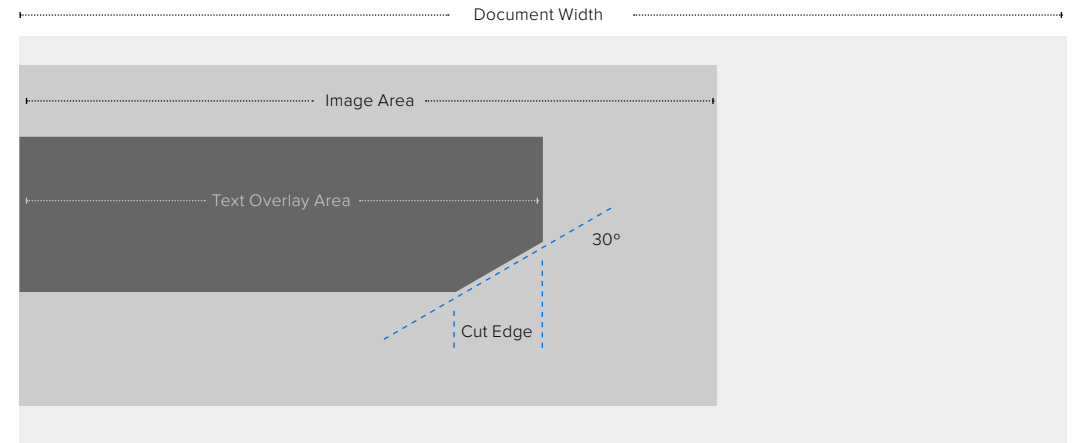
Keeping the balance of the cut Edge consistent is critical to the success of this system. The angle takes its lead from the Graphic Edge angles in the Brand Guidelines and the width of the page that it is applied to.

When accompanying 30° Edge Graphics, for example in an eBook, you should also construct the text overlay box with a cut Edge at 30°.

45° Cut Edge Construction

When accompanying 45° Edge Graphics, for example in an eBook, you should also construct the text overlay box with a cut Edge at 45°.

Preferred Angle 30°



45° Angle

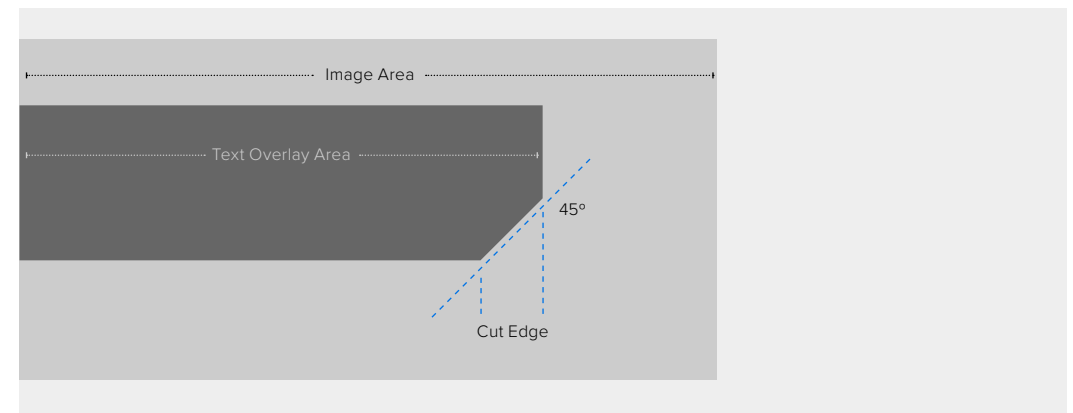


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Text Overlay

5° construction on a horizontal image

5° Cut Edge Construction

When accompanying 5° Edge Graphics, for example in an infographic, you should also construct the cut Edge at 5°.

Unlike the 30° and 45° examples, the 5° cut Edge can cover the entire shape.

5° Angle

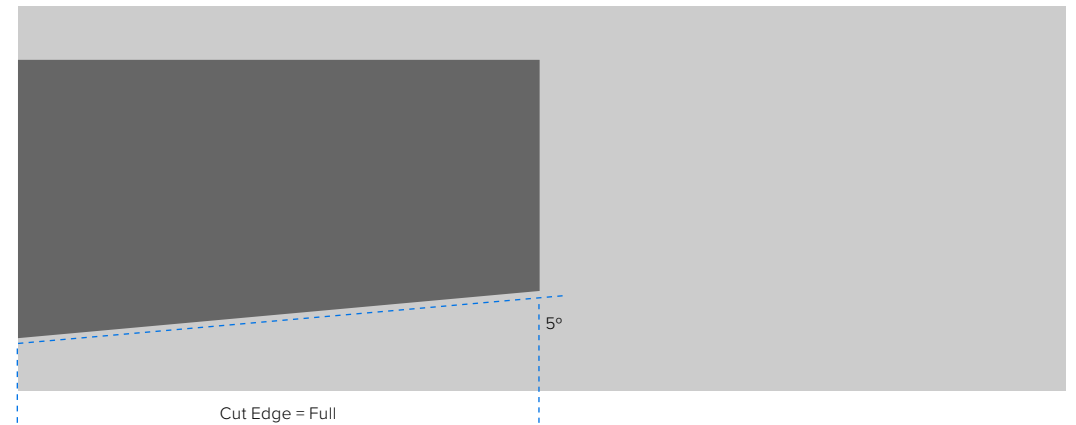
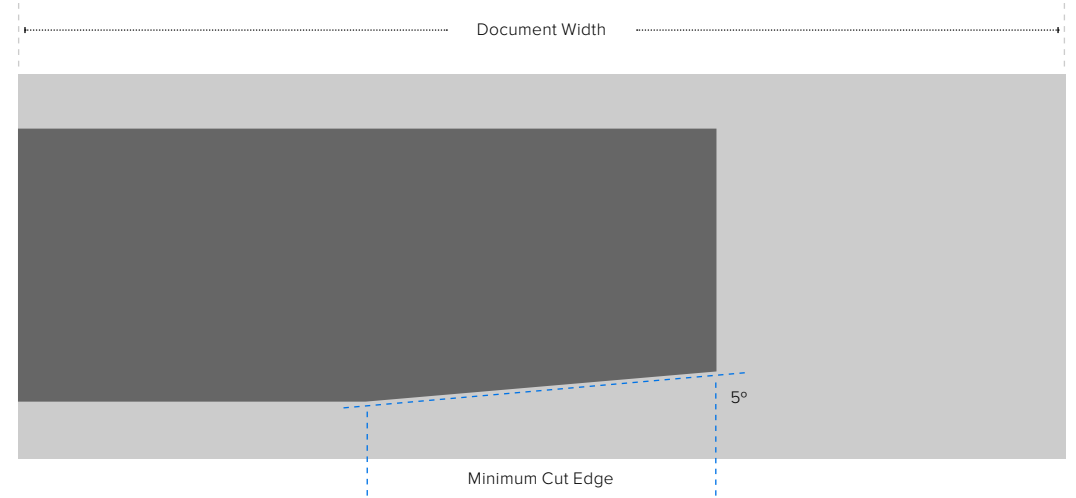


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Text Overlay

Box position on a horizontal image

Regardless of which angle you use, we align the box to either the left or right hand edge of the image to suit your layout and the image used.

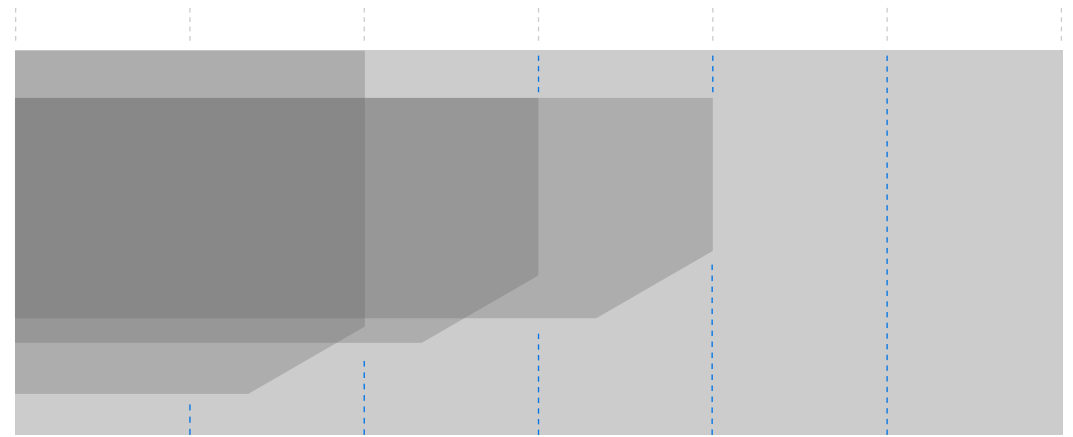
Horizontal alignment

To keep a cohesive layout pay attention to the alignment of the cut Edge. As a guide you should be looking to align it along the 6 column grid, but also consider the image behind it making sure not to obscure important elements such as Zebra hero products.

Vertical alignment

The vertical alignment of the box is flexible. The height of the box can be scaled to suit your layout and its position can be anywhere from the top to the bottom of the image and can fill the entire vertical space if required

Left aligned



Right aligned

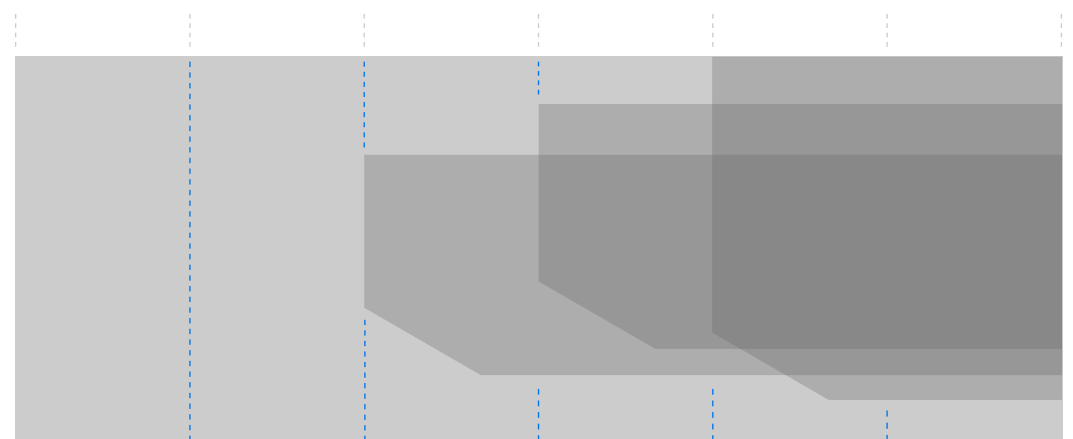


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Text Overlay

Typography

Typography

Our text overlay system has been created for use with headlines over images and should not be used for large amounts of body copy 2-3 lines of copy is ideal. Do not use more than 5 lines of copy.

Please follow the typography rules that can be found in our brand guidelines for general guidance.

Proxima Nova Regular or Bold

Lorem ipsum dolor sit amet,
consectetur feugiat eu nibh
rutrum vestibulum ipsum

Proxima Nova Regular and Bold

Lorem ipsum dolor sit amet,
consectetur feugiat eu nibh
Rutrum vestibulum ipsum

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

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

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Application Photography

Situations to avoid, continued



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

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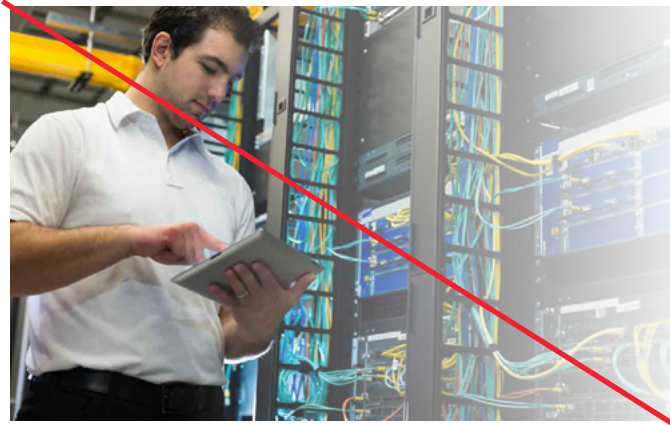
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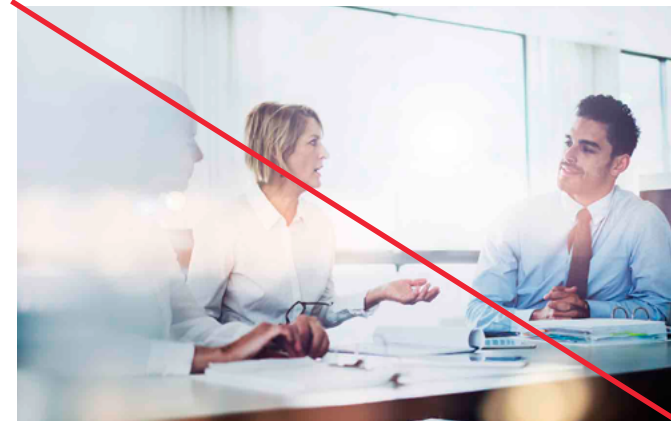
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Application Photography

Situations to avoid, continued



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

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Application Photography

Situations to avoid, continued



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

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With drop shadows - ZT610



No drop shadows - RS6000



CR2278pc on 20% black background



CR2278pc on 10% black background



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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

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

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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

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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](#)

Video

Whether you're exciting and engaging a potential end user or educating an existing channel partner, video is an excellent way to connect with your audience.

Following this set of guidelines, you will be able to project a consistent brand expression that reflects Zebra's intelligence, spirit, knowledge and empathy.

Overview

Types of Zebra Videos

- Case Study/Stories from the Edge
- Product/Solution Launch
- Product Demo
- Animated/Illustrated

Video Length

Video Supers

- Video Super Examples

Motion Graphics Templates

- Branded Open/End
 - Lower Third Identification
 - Graphic Transition Examples
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Graphic Overlays

Digital On-Screen Graphics

Voice-Over

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Captions and Subtitles

Video Shoots

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Stock Video Assets

Video Delivery

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Types of Zebra Videos

[Case Study/Stories from the Edge](#)

[Product/Solution Launch](#)

[Product Demo](#)

[Animated/Illustrated](#)

Case Studies/“Stories from the Edge” Videos

Case Studies/“Stories from the Edge” videos are a way to celebrate and share Zebra’s end user and channel partner success stories.

These videos may use a wide variety of storytelling techniques including interviews, customer b-roll, product or solution b-roll, and stock video.

As these videos are intended to be a deeper dive, they may be up to five minutes long.

On-Brand Case Study Video Examples:

- [Mobis Australia Drives Supply Chain Excellence with Zebra’s WT6000 and Voice Solutions](#)
- [Mt Buller Ski Resort Relies on Zebra Xplore Rugged Tablets for Customer Ticketing](#)
- [Ferreira Costa Revolutionized its Store Experience with Zebra](#)
- [Zebra Accelerator Program: Global Company, Startup Mentality](#)

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Types of Zebra Videos

Case Study/Stories from the Edge

Product/Solution Launch

Product Demo

Animated/Illustrated

Product/Solution Launch Videos

Launch promotional videos are some of the most important videos Zebra produces. They draw in new customers. They excite existing customers about their relationship with Zebra. And they have a direct effect on how the Zebra brand is perceived within the marketplace.

With these factors in mind, these videos must be engaging, exciting and demonstrate clear conceptual thinking. When done right, they cement the Zebra brand as an industry leader and set the product or solution up for success.

Here are a few guidelines that will help you craft a successful launch video.

- Keep the video under 90 seconds.
- Highlight one key differentiator rather than several to maximize memorability. Demonstrate it visually if possible.
- Use driving, high energy music.

On-Brand Launch Video Examples:

- [MC2200 and MC2700 Mobile Computers](#)
- [ZEBRA Intelligent Edge Solutions](#)
- [ZEBRA FulfillmentEdge™](#)

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Types of Zebra Videos

[Case Study/Stories from the Edge](#)

[Product/Solution Launch](#)

[Product Demo](#)

[Animated/Illustrated](#)

Product Demo Videos

Product demonstration videos are an essential part of educating Zebra's partners, customers and end users.

These videos can be shot with either an on-camera expert speaking to the product or solution's capabilities, or with b-roll and a voice-over.

While more detailed by nature, product demo videos should stick to high level product/solution capabilities and differentiators. If further information is available, direct your audience to additional resources, either on zebra.com or through Zebra's customer service team.

On-Brand Product Demo Video Examples:

- [ZT600 Series Industrial Printers](#)
- [1.5 Metre Drop to Concrete! Zebra's ZQ300-Series Mobile Printers](#)
- [ZD220 Desktop Printer Overview](#)
- [Zebra: Imprivata Single Sign-On Video](#)

Types of Zebra Videos

[Case Study/Stories from the Edge](#)

[Product/Solution Launch](#)

[Product Demo](#)

[Animated/Illustrated](#)

Animated/Illustrated Videos

Animation/illustration can be a cost-effective way to showcase products or solutions and demonstrate abstract capabilities when a live action shoot is not feasible.

There are a wide range of videos that can fit into this category:

- Icon Animation
- Infographic Animation
- 2D Illustration/Animation
- 3D Illustration/Animation

To bring the Zebra brand to life in all external facing videos, we created a series of animated character and environment templates in a way that is consistent with our brand standards. These templates are available to download from the Zebra Brand Hub. To ensure the preservation of the Zebra brand look, do not modify or add additional elements to these templates. An example can be viewed [here](#).

On-Brand Animated Video Examples:

- [Zebra SmartCount Self-directed Physical Inventory Management Solution for Retailers](#)
- [The Future of Retailing - Zebra's Mobile Self-Scanning Solution](#)

Off-Brand Animated Video Examples:

- [Quick Service Loyalty Video](#)
- [Zebra OneCare®, keeping your Zebra technology running, whilst you run your business Part II](#)

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Video Length

It is important to keep videos concise and digestible for the viewer. Product and solution launch/overview videos should be no longer than 90 seconds. They should quickly “sell” the product or solution using powerful messaging and high-level features and benefits.

Product demo and case study videos can be a deeper dive into Zebra products and solutions. These videos can have longer run times because there is much more content to cover. Demo and case study videos need to be descriptive and thorough but should not exceed five minutes in length.

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Video Supers

Overview

Video Super Examples



Primary Super Example

Overview

Supers (or superimposed type) are a great way to reinforce your message and emphasize specific points. Think of it as a way to highlight the important messaging.

- All supers should use Zebra's typeface: Proxima Nova. The font weight of the supers is up to the discretion of the designer.
- The font case is also up to the designer. Supers can be title case or sentence case but never all caps.
- All supers should be white, black or Zebra Blue. The color choice is up to the designer's discretion. However, for clarity, it is recommended that white supers are used over dark backgrounds and black supers used over light backgrounds.
- Zebra Blue may be used as an accent color for secondary supers, graphics or iconography.
- If used over footage, make sure the super is readable and doesn't blend into the background.
- Make sure the supers are concise enough to be read in the time that they're on screen.
- Video messaging CAN be told entirely using supers, BUT the supers need to be very concise to prevent viewer reading fatigue.

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Video Supers

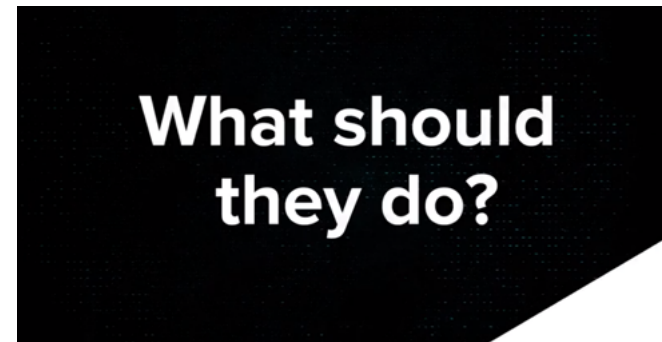
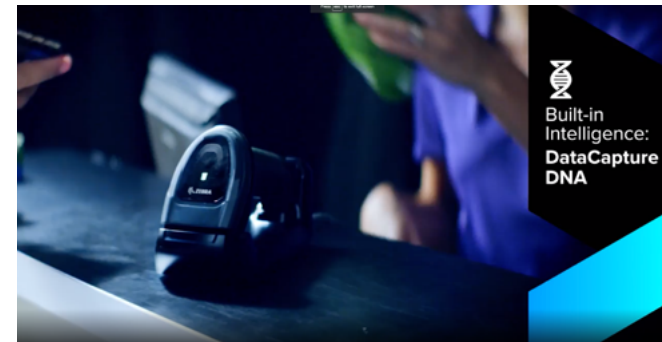
Video super examples

Overview

Video Super Examples



Text Overlay Standards Examples



Primary Super Examples (Cont.)

Motion Graphics Templates

Overview

Branded Open/End

Lower Third Identification

Branded Graphic Transition Examples

Overview

To bring the Zebra brand to life in all external facing videos, Zebra created a series of motion graphics templates that use the Zebra vertical edge shape elements in a way that is consistent with their brand standards. Available to download from the Zebra Brand Hub, these motion graphics templates give you options for opening your video, transitioning to another topic, holding supers, closing on the Zebra logo and much more.

To ensure the preservation of the Zebra brand look, do not modify or add additional elements to these templates.

The branded graphic transitions should be used in moderation. Overusing the graphic transitions can distract the viewer from the content of the video.

These templates are available to download from the Zebra Brand Hub here:

<https://zebra.sharepoint.com/:b:/r/sites/BrandHub/ZABT/Shared%20Documents/Motion-Graphics/motion-graphics-guidelines.pdf?csf=1&web=1&e=GribNJ>

These include:

- Branded Open
- Branded Open with Title
- Extended End (Black)
- Extended End (White)
- Abbreviated End
- 3-Color Transition
- 2-Color Transition
- Super Transition
- 2-Line Super Transition
- Lower Third Identification
- Support Super (Left)
- Support Super (Right)

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Branded Open/End

Videos should open and end by conveying the most important thing: ZEBRA. Within the Motion Graphic Templates on the Zebra Brand Hub, you will find working files for the Branded Open and Branded End of the video. These must be used on all videos.

The Zebra Branded End must use the Capture Your Edge tagline and the latest Zebra Brand Attribution Trademark copy, which can be found on the Zebra Brand Hub.



Branded Open



Branded End

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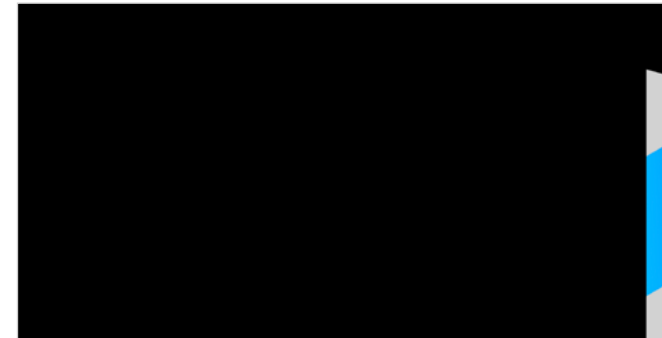
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Lower Third Identification

Lower thirds are used to denote the name and credentials of the speaker on the screen. Zebra has created a branded lower third that is consistent with our brand standards.

- Lower third text should always be contained within title safe area
- Lower third should appear the first time the speaker is seen in the video
- Lower third should be up long enough to be read—roughly two seconds per line
- Lower third should contain the following on separate lines:
 - Person's full name
 - Job Title
 - Company they work for
- Person's name should be bolded, and their job title and company name in regular weight font



Lower Third Example

Branded Graphic Transitions

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Extended End (Black) Transition Example



Extended End (White) Transition Example

Branded Graphic Transitions

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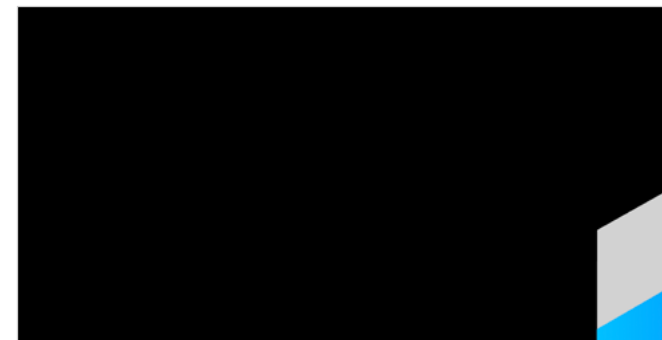
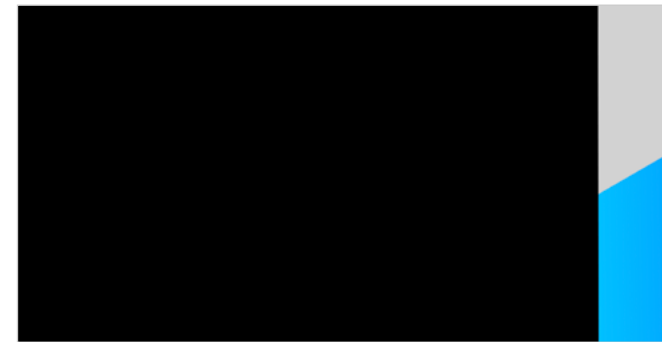
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Abbreviated End Example



3-Color Transition Example

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2-Color Transition Example



Super Transition Example

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Support Super (Left) Transition Example

Support Super (Right) Transition Example

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2 Line Super Transition Example

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Graphic Overlays

Whether it's connecting to the overall visual look of your concept, or highlighting a feature, action or product specification, graphic overlays are an excellent way to add information and style to your video. However, to keep them from cluttering your video, there are some rules.

- Graphic overlays should only be used if necessary to help tell the story. They should not be used as a meaningless design element.
- Graphic overlays should always be either white, black or Zebra blue unless they are mimicking a specific Zebra interface that uses additional colors.
- When using a graphic overlay to focus on when data is being used or collected, use the Intelligence overlay or Data Feed overlay seen [here](#).
- Graphic overlays should be supplemental to the message and not overtake the video visually.

On-Brand Graphic Overlay Examples

- [Zebra Intelligent Edge Solutions](#)
- [Zebra FulfillmentEdge™](#)

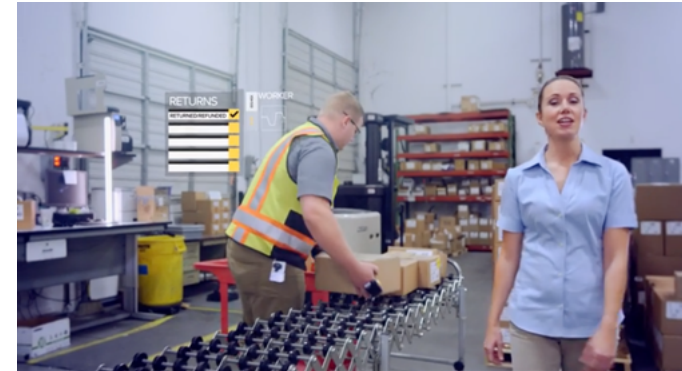


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Digital On-Screen Graphics AKA Bugs

A bug is a branded graphical element that is displayed on screen for the entirety of a video. The main objective of a bug is to brand a video to help the viewer quickly identify the source of the video. It is especially useful in situations where a branded intro/outro is not used or has the potential to be removed in future use cases.

- A bug should only be used if absolutely necessary when other branding measures (intro/outro, lower thirds) are not present or could potentially be removed in future use cases.
- Ideally a bug should help brand recognition, not be solely responsible for it. It should be used in conjunction with other branded graphical elements whenever possible.
- The bug should be positioned away from the main focus of the video and styled in a way that doesn't draw too much attention to itself.

Here is what the bug should consist of:

- White or black Zebra Head Logo, depending on background
- Aspect ratio of 120x134 for HD videos
- Opacity that allows logo to be clearly seen but not distracting
- A drop shadow when appropriate

Additional Guidelines

- Bug should always be placed in right lower side of frame
- Bug should fall within graphics-safe area of video frame
- Bug should not animate on



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Voice-Over

Not every video requires a voice-over. However, if there's a lot of content to cover, a voice-over (or narration) can be the most efficient option.

Zebra is an industry leader. Therefore, any voice-over speaking on behalf of the Zebra brand should be well-spoken, confident and professional. Do not use character voices, overly dramatic readings or children.

If a voice-over must be translated to run in another target market, select someone who is fluent in the local language and uses a local accent. For example, do not use a voice-over talent from Portugal to localize a video for Brazil.

There is one exception: "Zebra" should be pronounced with an American accent, regardless of the video's market.

On-Brand Voice-Over Examples:

- [Zebra Savanna™](#)
- [Zebra Intelligent Edge Solutions](#)

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Music

The music you use in Zebra's videos should fit the content of what you're presenting. For example, a high energy promotional video should use equally energetic music, regardless if it's rock, electronic or orchestral. When selecting music for a longer-form video, such as a product demo or case study, select something more subdued that will allow the audience to concentrate on the information being presented.

Do not use music tracks with lyrics. Lyrics are distracting and often conflict with the message of the video.

Do not use music that conflicts with the spirit of the Zebra brand. Choosing music that's overly regional, outdated or goofy erodes the innovative, global and professional nature of the Zebra brand.

There are many excellent stock music catalogs available online.

On-Brand Music Examples:

- [Zebra Savanna](#)
- [Zebra Intelligent Edge Solutions](#)

Captions and Subtitles

Zebra is a global brand. With captions and subtitles, we can reach hundreds of additional audiences with minimal production changes.

Subtitles should stay below the lower fifth of the video frame to keep them from obstructing critical information.

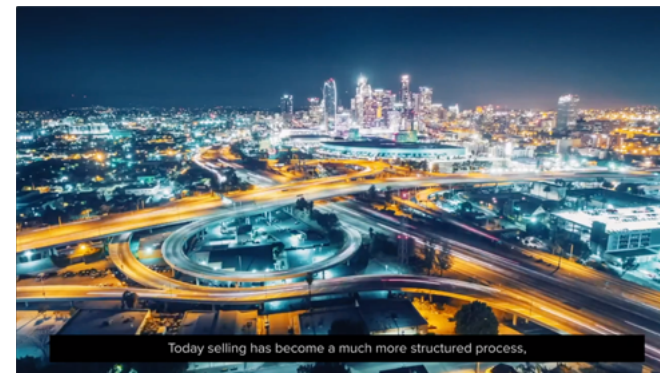
Subtitles should be set in a modern, non-ornamental typeface. Type should be white with a black background or drop shadow to ensure legibility on all backgrounds.

If the type is still difficult to read, the subtitles may be set in a gray box set to 50% opacity.

On YouTube or other large websites with built-in caption functions, subtitles/captions should be added to the video in the video upload tool. This way, multiple languages and audiences can be supported with a single video.



Subtitle Example



Caption Example

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Video Shoots

While how you film something might be different based on the subject matter, there are a few best practices that can ensure any shoot goes smoothly.

When Showcasing Zebra Devices:

- While it is best to capture a fully functional device, loading a “green screen” onto a device’s screen allows the most flexibility to add, change or animate the proper screen in post-production.
- Make sure you have all the accessories that you want to showcase and the device is fully charged.
- Confirm the product you’re shooting is final and not a prototype.
- Laser scans and device beeps can be added in post-production.

When Selecting On-Camera Talent:

- Talent should appear professional.
- Casting should be diverse, reflecting Zebra’s status as a global company.

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Video Specs

- For video publication use a 24fps frame rate and a 4K resolution. The aspect ratio should always be 16:9.
- Some of the most common 16:9 sizes are 3840x2160 and 1920x1080.

Stock Video Assets

Stock video can be a great, cost-effective asset for video creation. There are many great stock video resources that have a lot of relevant industry footage. When using stock, please make sure to use royalty-free stock video.

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Video Delivery

All final video assets should be delivered in three sizes:

- Pro Res — Full Resolution — .MOV file
- High Res — HD 1080 — .MP4 file
- Web Res — HD 720 — .MP4 file

All video working files should be provided to Zebra upon finalization and approval. These files must include working video files (Adobe Premiere, After Effects, etc.), all graphic and stock video assets, fonts, and any plug-ins used.

All video assets should follow the Zebra File Naming Guidelines found here:

<https://zebra.sharepoint.com/w:/r/sites/BrandHub/ZABT/Shared%20Documents/Guidelines/AEM%20File%20Naming%20Conventions.docx?d=w904a5bae58004d328cb5118ef9bc7b15&csf=1&e=wdOCDn>

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Digital Style Guide

– Content examples

Digital Style Guide

As the market leader at the edge of the enterprise, consistent application of our brand is critical to how we will take our place amongst the world's top brands. Please follow our digital style guide if you are creating Zebra content and designs for digital platforms.

Digital Style Guide

Our digital style guide contains guidance surrounding color usage, page layout/grid layout, iconography, buttons and links, and other topics surround web design in Zebra's brand expression.

You can find the full Digital Style Guide [here](#).

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BUTTON OVERVIEW

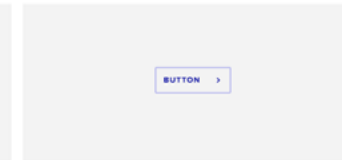
PRIMARY

Use a primary button to call attention to the strongest call to action on the page. They should only appear once per container and not every screen requires a primary button.



SECONDARY

Secondary buttons indicate support actions on a container or page. They are normally paired with a primary button. It is common to find multiple secondary buttons per container or page.



TERTIARY

Tertiary buttons are also used as secondary actions when a contained button is not appropriate, such as buttons with longer text or when a container contains more than two actions.



COLOR ACCESSIBILITY TABLES

BASE	80	60	40	20	10
AA	AA	AAA	AAA	AAA	AAA

TYPOGRAPHY SCALE

STYLE	WEIGHT	SIZE/LINE-HEIGHT (DESKTOP)	SIZE/LINE-HEIGHT (TABLET/MOBILE)	LETTER-SPACING
H1 Heading	400	60/62px	42/44px	0.12%
H2 Heading	500	36/42px	28/38px	0.12%
H3 Heading	500	30/38px	22/28px	0.12%
H4 Heading	500	24/30px	20/28px	0.12%

Available downloads

Full Digital Style Guide - [download](#)

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Social Media

– Situations to avoid

Social Media

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.

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.

Available downloads and resources

Full Social Media Guidelines - [download](#)
Social Media Team email - socialmedia@zebra.com
Zebra Media Library - <https://medialibrary.zebra.com>



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

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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

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:

**©2022 Zebra Technologies Corp. and/or its affiliates.
All rights reserved.**

Available downloads

Refer to the InDesign Collateral Template and its accompanying ruleset for more information - [download](#)

Trademark Attribution Statements and accompanying rulesets - [download](#)

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. ©2022 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.

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Trademarks and Copyright

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. ©2022 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. ©2022 Zebra Technologies Corp. and/or its affiliates. All rights reserved.

Available downloads

See the collateral template and its accompanying ruleset - [download](#)
Trademark and Attribution Statement - [download](#)

Trademarks and Copyright

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](#)

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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](#)

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Global Signature



NA and Corporate Headquarters
+1 800 423 0442
inquiry4@zebra.com

Asia-Pacific Headquarters
+65 6858 0722
contact.apac@zebra.com

EMEA Headquarters
zebra.com/locations
contact.emea@zebra.com

Latin America Headquarters
zebra.com/locations
la.contactme@zebra.com

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North America Signature



NA and Corporate Headquarters | +1 800 423 0442 | inquiry4@zebra.com

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Latin America Signature



Latin America Headquarters | zebra.com/locations | la.contactme@zebra.com

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EMEA Signature



EMEA Headquarters | zebra.com/locations | contact.emea@zebra.com

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APAC Signature



Asia-Pacific Headquarters | +65 6858 0722 | contact.apac@zebra.com

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Footer Construction

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](#)

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Zebra Boilerplate

Zebra (NASDAQ: ZBRA) empowers organizations to thrive in the on-demand economy by making every front-line worker and asset at the edge visible, connected and fully optimized. With an ecosystem of more than 10,000 partners across more than 100 countries, Zebra serves customers of all sizes – including 94% of the Fortune 100 – with an award-winning portfolio of hardware, software, services, and solutions that digitize and automate workflows. Supply chains are more dynamic, customers and patients are better served, and workers are more engaged when they utilize Zebra innovations that help them sense, analyze and act in real-time. In 2021, Zebra expanded its industrial automation portfolio with its Fetch Robotics acquisition and increased its machine vision and AI software capabilities with the acquisitions of Adaptive Vision and antuit.ai.

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Contact

Zebra Technologies Corporation

3 Overlook Point
Lincolnshire, IL 60069

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