

Table of Contents

How To Use These
Guidelines

The Zebra Brand

Voice and Messaging

The Zebra Logo

Zebra Tagline

Iconography

Solution Logos

Design Elements

Brand Colors

Typography

Photography

Video

Social Media

Co-Marketing

Legal Requirements

Zebra Boilerplate

Contact

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.

Overview

The Vertical Edge

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

Zebra Head Symbol

- Situations to avoid

The Zebra

Supergraphic

- Situations to avoid

Digital Buttons

Backgrounds

- Applications
-

Table of Contents

How To Use These
Guidelines

The Zebra Brand

Voice and Messaging

The Zebra Logo

Zebra Tagline

Iconography

Solution Logos

Design Elements

Brand Colors

Typography

Photography

Video

Social Media

Co-Marketing

Legal Requirements

Zebra Boilerplate

Contact

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.

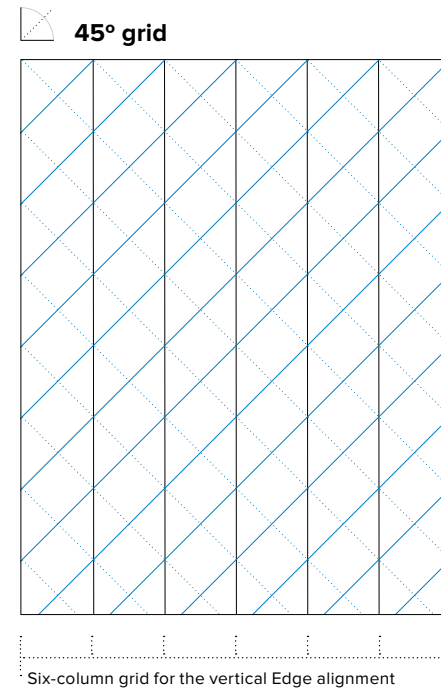
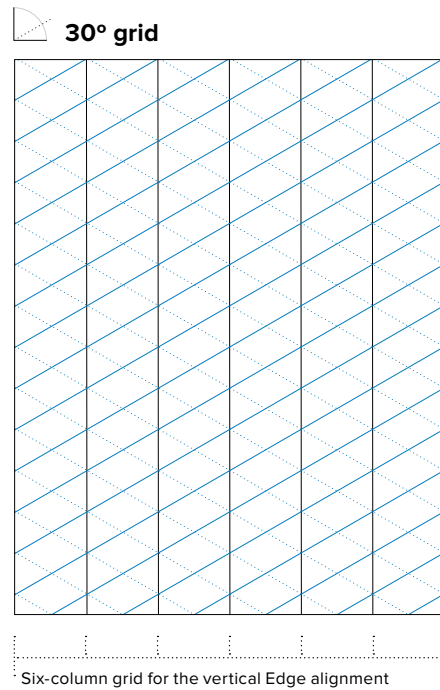
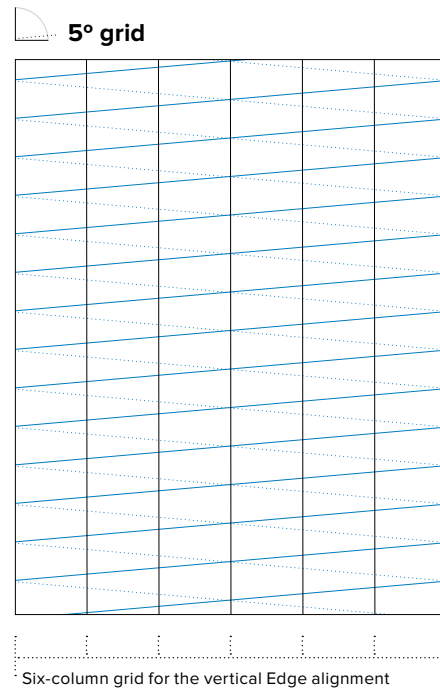


Table of Contents

How To Use These
Guidelines

The Zebra Brand

Voice and Messaging

The Zebra Logo

Zebra Tagline

Iconography

Solution Logos

Design Elements

Brand Colors

Typography

Photography

Video

Social Media

Co-Marketing

Legal Requirements

Zebra Boilerplate

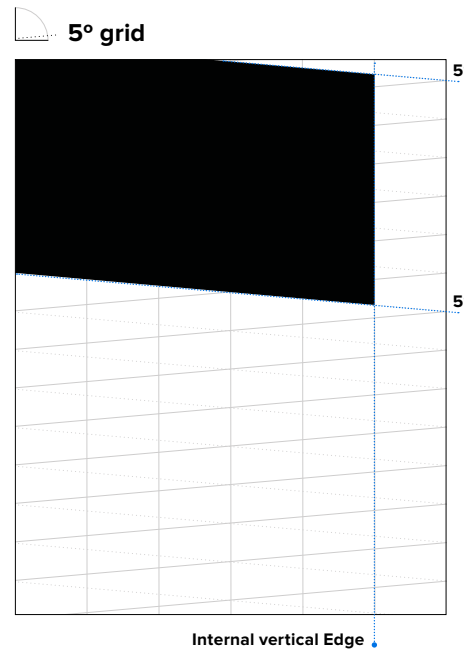
Contact

The Vertical Edge

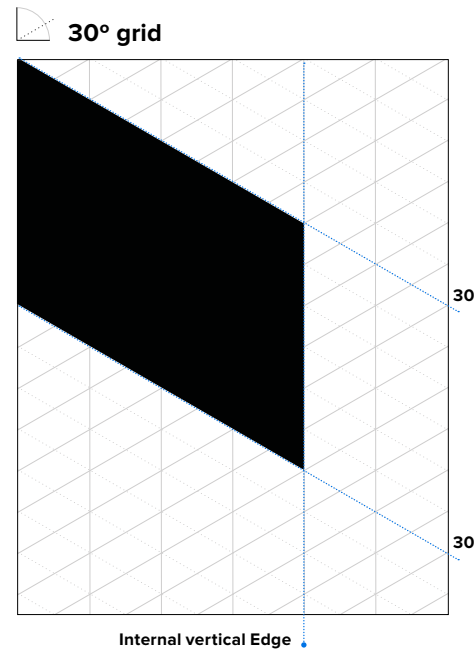
Using the angled grids

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.

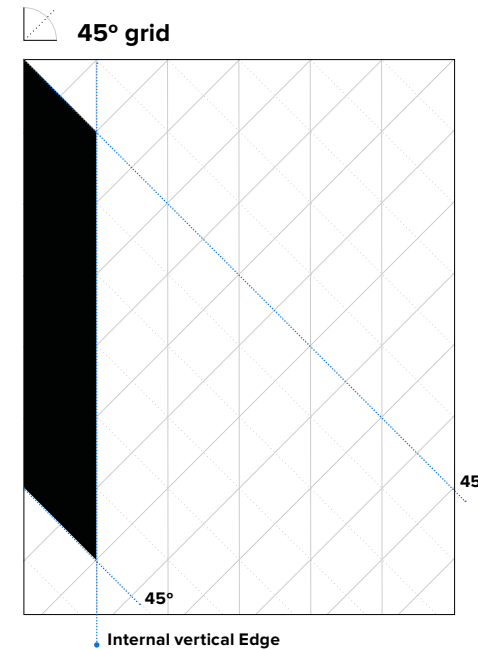
Use the vertical columns to define the position of the vertical Edge. One side of the graphic must always touch at least one of the outside edges of the layout; however, the other side can be aligned to the six-column grid (the opposite boundary of the layout, included).



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.

Table of Contents

How To Use These
Guidelines

The Zebra Brand

Voice and Messaging

The Zebra Logo

Zebra Tagline

Iconography

Solution Logos

Design Elements

Brand Colors

Typography

Photography

Video

Social Media

Co-Marketing

Legal Requirements

Zebra Boilerplate

Contact

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.

ASSET NAME
ASSET TITLE

Results

Tatilibus eaque soorum ulloraret estio aut lan delis. Harum di dolorum fugia vidibit mil exercit lunto eum dolorecest, explabore volorum quam, conedi cusdae. Nam quam et mi, sequispero qui blaui omnimagnim volutis etur, voloro repro estum, occupa tisquei optur aperum int expoligendi bersped exeror berum etusapi endiatem.

Ut Eseni Conse Sit Ma Eumqua Officisum Quid

Sollaut plites apenia eos re ipic tenis alitatem qui conmas qui occullaut. Equiae perchillorio exera exceper diligen ex ea verrum solo endenis tianiam quiscipicab il eum estorum am alicit moluptas cus pa autem imuscenda dus aut idus natia optis honet pedi de nit, te nonsequiatur, sed ut con cuscipsae pore, sae volupta tecepre s pro cuprati aut as rem rerem et que peliti ut eos et lam voloraee doloriberia nis quas pel us. Prem lam, sum, susda nobitanti repro.

Cuptatum simus doluptaque res enim, corporia volorum in con res quam num aut incip debis eostrum que quam que natur. Qui ut reptatur sum quae atque ommodicil ium explam quis qui quatur serum, fugita voluptatem. Lectatias aliquidignis nobit, nonsercimin rernatem alias am harumque cus min entio et exerum adisit edis eos non poruntia dolorumque dem ex eius, peroreperum ullici rempe dus ut eestibeare.

Sequisq Uodita Quandest

Vitatures que voles ad millab ipsam quam, quis rem utem id eius, utem. in reit omnit arctio. Offic tem rem nitis apetae enestia qui ute. Ne pro voles volorum ventum autem volleut autam et magnis. Pa poribus idellaut quam facieni ad ut ute que pratemq uiant; Totaes molium imporiae aut quod dit ut odidius, vellit, consend ebiturem tui faccaerum aut eat ad. Quam fugit moluptas quas ea voluptid quo. Lectatias aliquidignis nobit, nonsercimin renstiem alias am harumque cus min entio et exerum adisit odis eos non porunt.

Bar Code Capture Rates with Mobile Devices

Lorem Ipsum Vercinp	Quamfacien*	Lectatias*
Simvelentis et vercimp	400	400
Temquia ne derfermia	40 seconds	800 seconds
Temquia audicia tendis	171.60 minutes	3,458 minutes
Delisium ne entotas	200 seconds	4000 seconds

*Rovitam int amoti eos non planus, mosapeli quunto qui cum qua quid quo fibus quo natium consensat, necta venisti itectium.

13 ZEBRA TECHNOLOGIES

- Five-column typography grid
- Six-column vertical Edge grid

Table of Contents

How To Use These Guidelines

The Zebra Brand

Voice and Messaging

The Zebra Logo

Zebra Tagline

Iconography

Solution Logos

Design Elements

Brand Colors

Typography

Photography

Video

Social Media

Co-Marketing

Legal Requirements

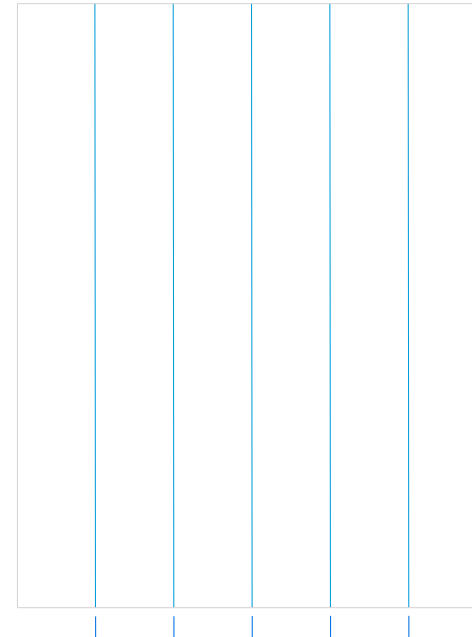
Zebra Boilerplate

Contact

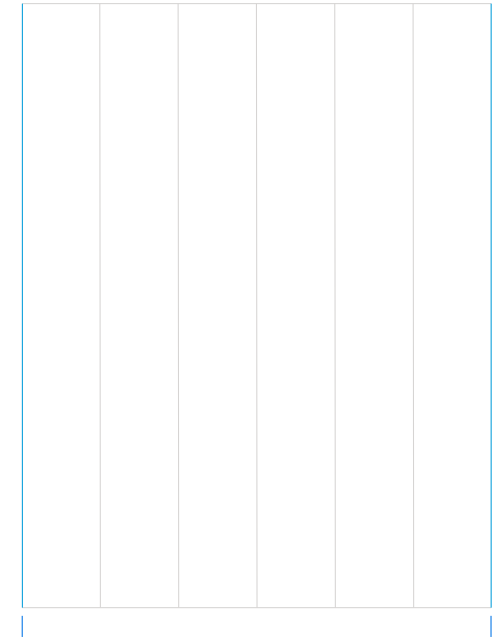
The Vertical Edge

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

Table of Contents

How To Use These
Guidelines

The Zebra Brand

Voice and Messaging

The Zebra Logo

Zebra Tagline

Iconography

Solution Logos

Design Elements

Brand Colors

Typography

Photography

Video

Social Media

Co-Marketing

Legal Requirements

Zebra Boilerplate

Contact

Table of Contents

How To Use These
Guidelines

The Zebra Brand

Voice and Messaging

The Zebra Logo

Zebra Tagline

Iconography

Solution Logos

Design Elements

Brand Colors

Typography

Photography

Video

Social Media

Co-Marketing

Legal Requirements

Zebra Boilerplate

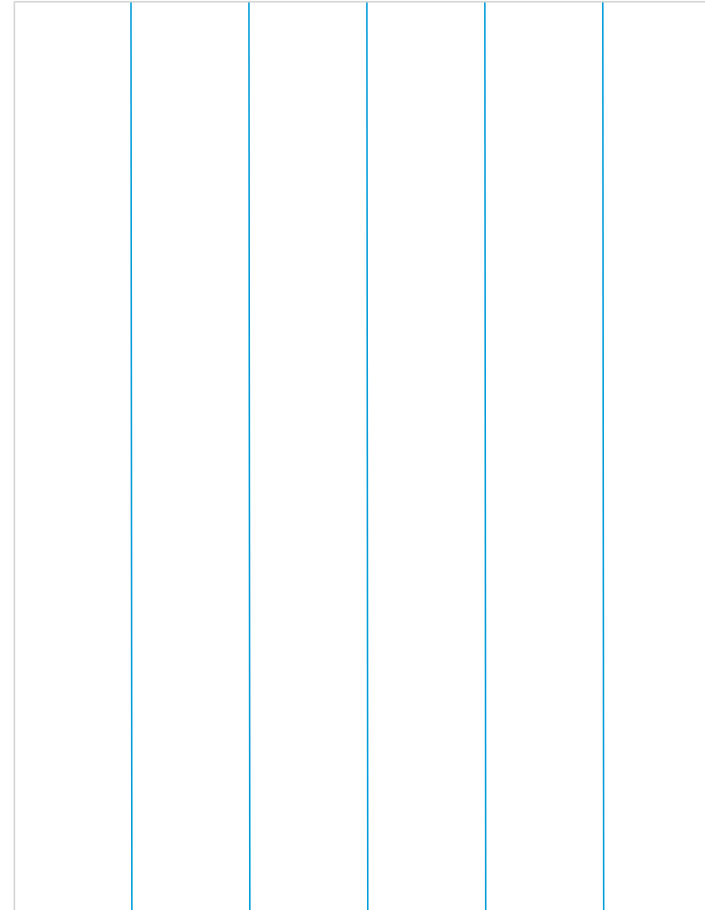
Contact

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.



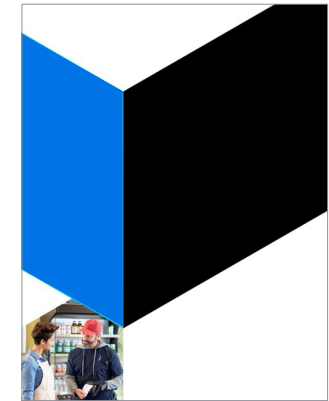
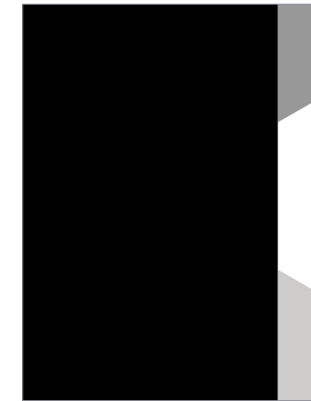
The Vertical Edge


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.

Example compositions using the internal vertical Edge



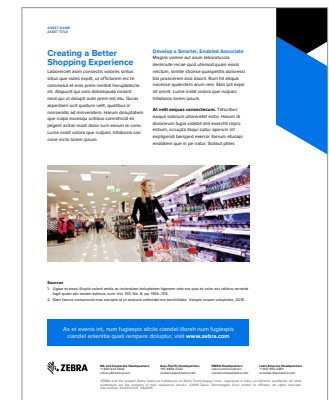
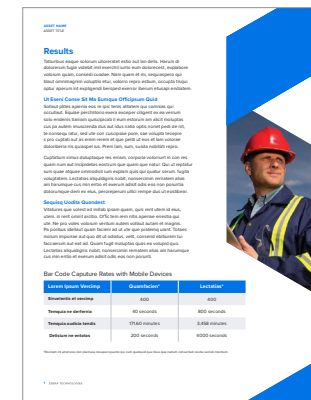


Top tips

- 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](#)



The Vertical Edge

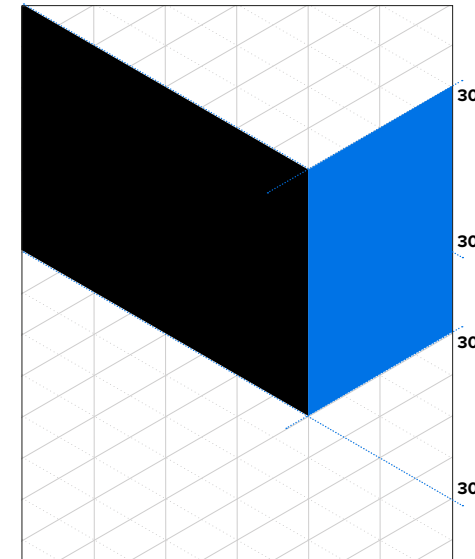
How to construct an internal vertical Edge



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 to differentiate angled graphic elements or as a containment device for photography
- Always position the angled graphic elements on a black or white background

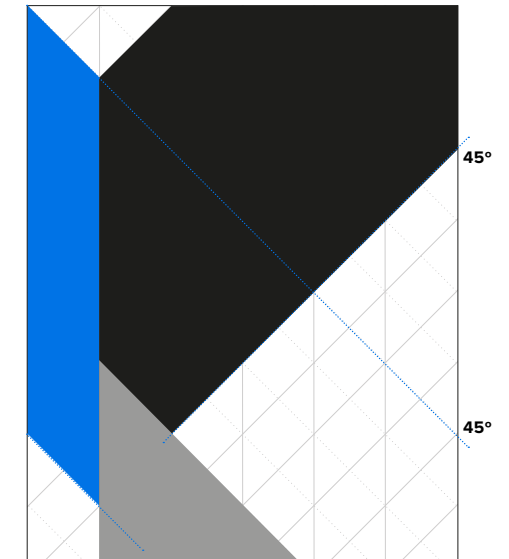
 30° grid



Internal vertical Edge

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

 45° grid



Internal vertical Edge

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

Table of Contents

How To Use These Guidelines

The Zebra Brand

Voice and Messaging

The Zebra Logo

Zebra Tagline

Iconography

Solution Logos

Design Elements

Brand Colors

Typography

Photography

Video

Social Media

Co-Marketing

Legal Requirements

Zebra Boilerplate

Contact

Table of Contents

How To Use These
Guidelines

The Zebra Brand

Voice and Messaging

The Zebra Logo

Zebra Tagline

Iconography

Solution Logos

Design Elements

Brand Colors

Typography

Photography

Video

Social Media

Co-Marketing

Legal Requirements

Zebra Boilerplate

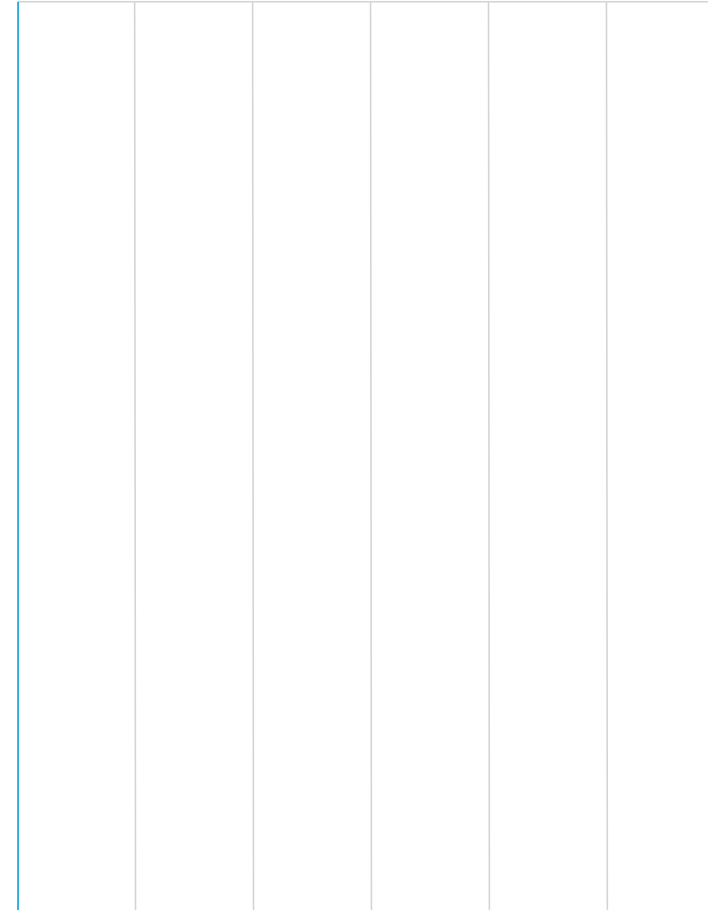
Contact

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

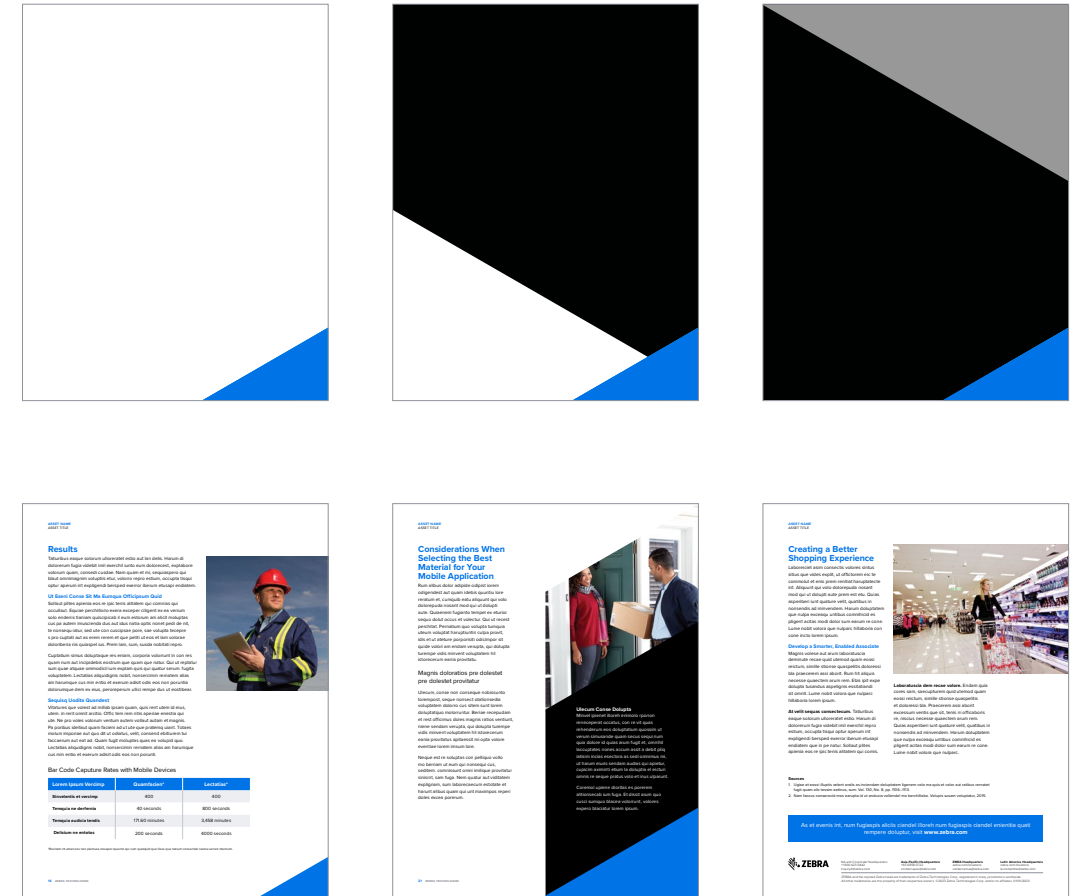


Table of Contents

How To Use These Guidelines

The Zebra Brand

Voice and Messaging

The Zebra Logo

Zebra Tagline

Iconography

Solution Logos

Design Elements

Brand Colors

Typography

Photography

Video

Social Media

Co-Marketing

Legal Requirements

Zebra Boilerplate

Contact

The Vertical Edge

How to construct a boundary vertical Edge

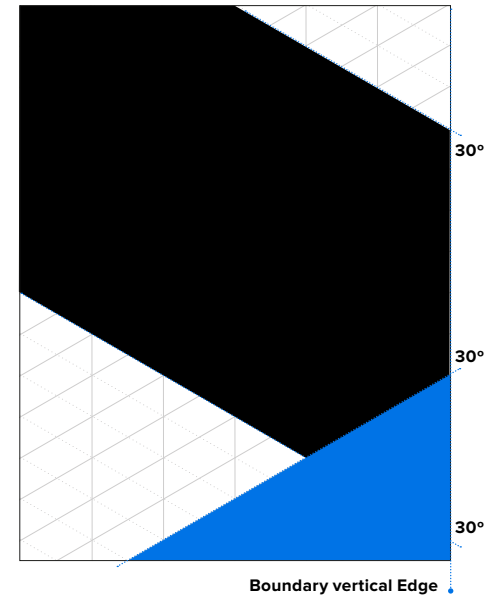


Top tips

For detailed guidance on how to construct the boundary vertical Edge, [consult the internal vertical Edge top tips on p. 9.09](#)



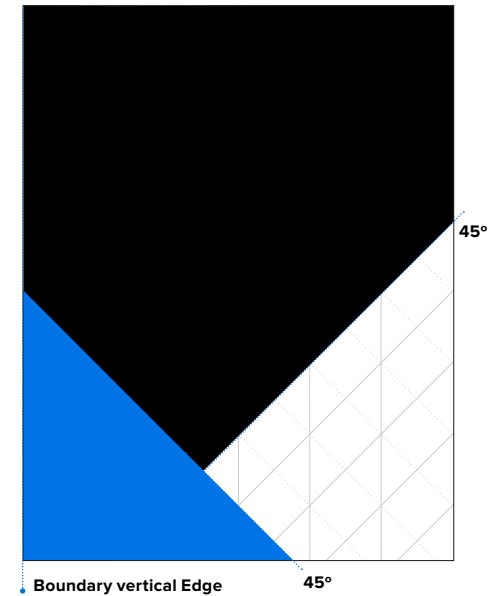
30° grid



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



45° grid



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

Table of Contents

How To Use These Guidelines

The Zebra Brand

Voice and Messaging

The Zebra Logo

Zebra Tagline

Iconography

Solution Logos

Design Elements

Brand Colors

Typography

Photography

Video

Social Media

Co-Marketing

Legal Requirements

Zebra Boilerplate

Contact

The Vertical Edge

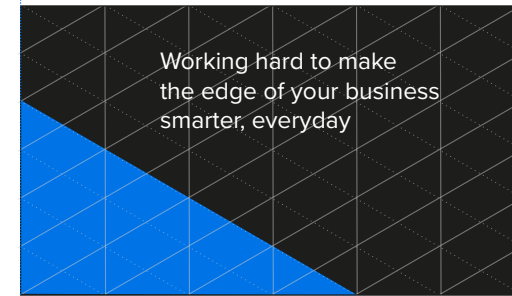
Defining the vertical Edge

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

See balanced simple and complex examples at right.

Simple composition

Single angled graphic element



Vertical Edge

A single angled graphic element is positioned in the lower left on a black background, defining the vertical Edge at the edge of the layout.

Complex composition

Multiple angled graphic elements



Vertical Edge

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

Table of Contents

How To Use These Guidelines

The Zebra Brand

Voice and Messaging

The Zebra Logo

Zebra Tagline

Iconography

Solution Logos

Design Elements

Brand Colors

Typography

Photography

Video

Social Media

Co-Marketing

Legal Requirements

Zebra Boilerplate

Contact

The Vertical Edge

Defining the vertical Edge with photography

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

Table of Contents

How To Use These Guidelines

The Zebra Brand

Voice and Messaging

The Zebra Logo

Zebra Tagline

Iconography

Solution Logos

Design Elements

Brand Colors

Typography

Photography

Video

Social Media

Co-Marketing

Legal Requirements

Zebra Boilerplate

Contact

Simple composition

Single angled graphic element



Vertical Edge

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

Complex composition

Multiple angled graphic elements



Vertical Edge

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

Table of Contents

How To Use These
Guidelines

The Zebra Brand

Voice and Messaging

The Zebra Logo

Zebra Tagline

Iconography

Solution Logos

Design Elements

Brand Colors

Typography

Photography

Video

Social Media

Co-Marketing

Legal Requirements

Zebra Boilerplate

Contact

The Vertical Edge

Situations to avoid

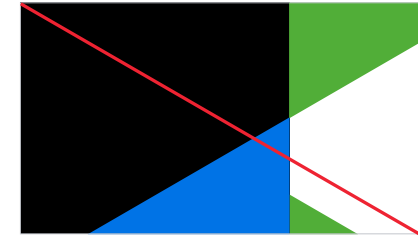
Do not use a color other than black; tints of 20%, 40% or 60% black; white; Zebra Blue for an angled graphic element

Do not create more than one angled graphic element in a single composition

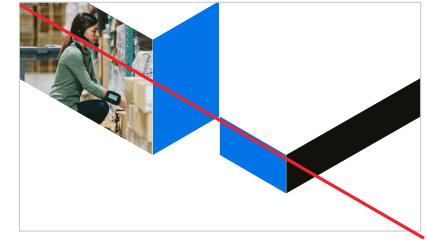
Do not combine 5-, 30- or 45-degree angles in a single composition

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

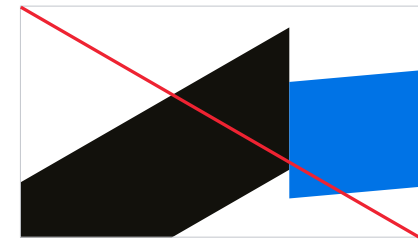
Do not overlap angled graphic elements and images



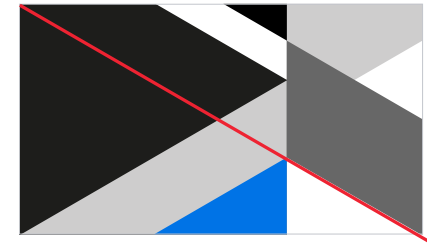
Do not use a color other than black; tints of 20%, 40% or 60% black; white; Zebra Blue for an angled graphic element



Do not create 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

Available downloads

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

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.

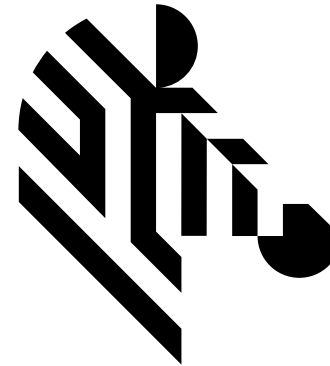


Top tips

- 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

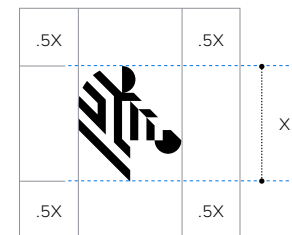


HEX #999999



HEX #CCCCCC

Clear space



X=height of Zebra Head Symbol

Minimum size



0.35 IN
25 PX

Favicon



16 x 16 PX

Table of Contents

How To Use These Guidelines

The Zebra Brand

Voice and Messaging

The Zebra Logo

Zebra Tagline

Iconography

Solution Logos

Design Elements

Brand Colors

Typography

Photography

Video

Social Media

Co-Marketing

Legal Requirements

Zebra Boilerplate

Contact

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

Table of Contents

How To Use These
Guidelines

The Zebra Brand

Voice and Messaging

The Zebra Logo

Zebra Tagline

Iconography

Solution Logos

Design Elements

Brand Colors

Typography

Photography

Video

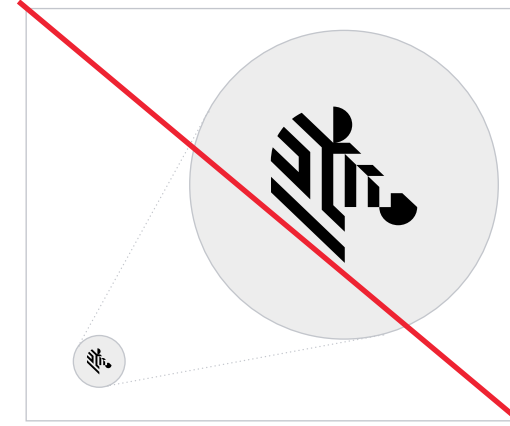
Social Media

Co-Marketing

Legal Requirements

Zebra Boilerplate

Contact



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.

Table of Contents

How To Use These Guidelines

The Zebra Brand

Voice and Messaging

The Zebra Logo

Zebra Tagline

Iconography

Solution Logos

Design Elements

Brand Colors

Typography

Photography

Video

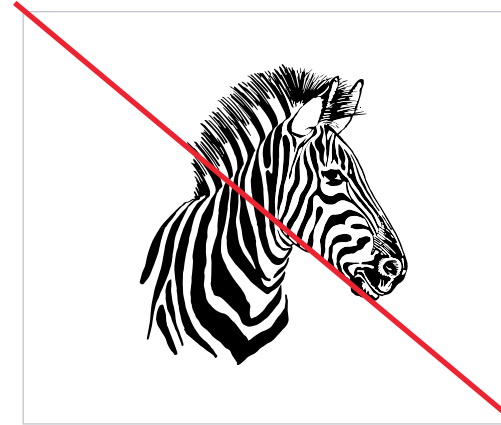
Social Media

Co-Marketing

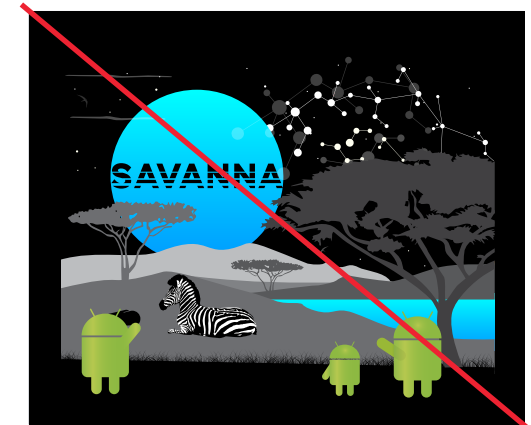
Legal Requirements

Zebra Boilerplate

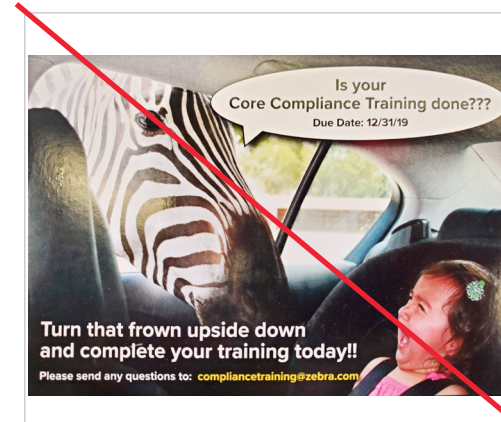
Contact



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

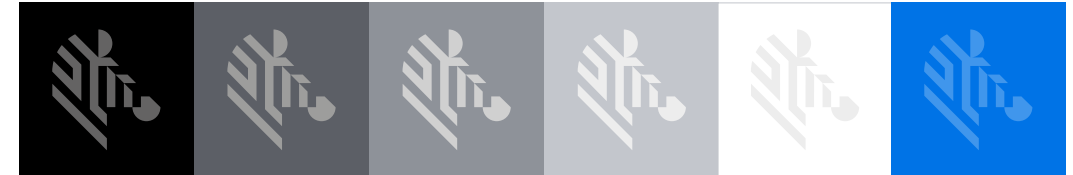
- Place the supergraphic as a background element in your overall design
- The Head Symbol must be a screened value of the background color; recommended color values are shown at right

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

Available downloads

Zebra supergraphic - [download](#)

Table of Contents

How To Use These
Guidelines

The Zebra Brand

Voice and Messaging

The Zebra Logo

Zebra Tagline

Iconography

Solution Logos

Design Elements

Brand Colors

Typography

Photography

Video

Social Media

Co-Marketing

Legal Requirements

Zebra Boilerplate

Contact

Table of Contents

How To Use These
Guidelines

The Zebra Brand

Voice and Messaging

The Zebra Logo

Zebra Tagline

Iconography

Solution Logos

Design Elements

Brand Colors

Typography

Photography

Video

Social Media

Co-Marketing

Legal Requirements

Zebra Boilerplate

Contact

The Zebra Supergraphic

Situations to avoid

Do not use the Zebra Wordmark with the supergraphic

Do not place the supergraphic in a small design element

Do not change the color values of the supergraphic

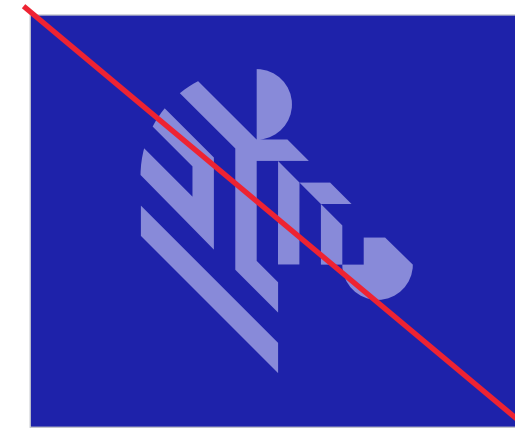
Do not place the supergraphic over photography



Do not use the Zebra Wordmark with the supergraphic



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



Do not place the Zebra Head Symbol in a small box



Do not place the supergraphic over photography

Table of Contents

How To Use These
Guidelines

The Zebra Brand

Voice and Messaging

The Zebra Logo

Zebra Tagline

Iconography

Solution Logos

Design Elements

Brand Colors

Typography

Photography

Video

Social Media

Co-Marketing

Legal Requirements

Zebra Boilerplate

Contact

Digital Buttons

Using a range of button styles allows great flexibility for creating engagement with site visitors. Depending on the specific needs of the digital application being developed, choose from one of these button styles to direct visitors towards the appropriate content.

Only use approved brand colors:
Zebra Blue, Zebra Black, White, and Zebra Purple.

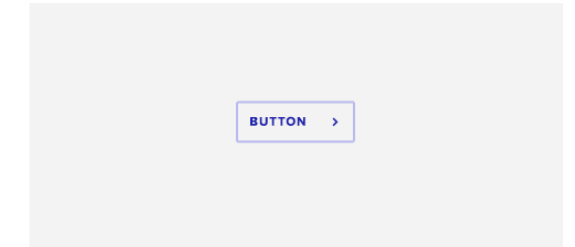
PRIMARY

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.

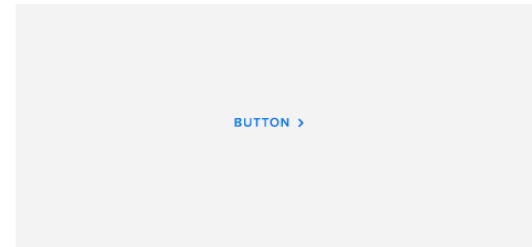


Table of Contents

How To Use These
Guidelines

The Zebra Brand

Voice and Messaging

The Zebra Logo

Zebra Tagline

Iconography

Solution Logos

Design Elements

Brand Colors

Typography

Photography

Video

Social Media

Co-Marketing

Legal Requirements

Zebra Boilerplate

Contact

Backgrounds

Overview

Backgrounds are useful for creating visual interest and structure on page layouts. There are two approved angled background derived from applications used on Zebra.com. Other variations on these can be created based on need, utilizing the 5°, 30° and 45° angles as well as the approved tints of Zebra blue.

Angled 1 (Dark Blue)



Angled 2 (Light Blue)



Available downloads

Angled backgrounds (.AI and .JPG) - [download](#)

Table of Contents

How To Use These
Guidelines

The Zebra Brand

Voice and Messaging

The Zebra Logo

Zebra Tagline

Iconography

Solution Logos

Design Elements

Brand Colors

Typography

Photography

Video

Social Media

Co-Marketing

Legal Requirements

Zebra Boilerplate

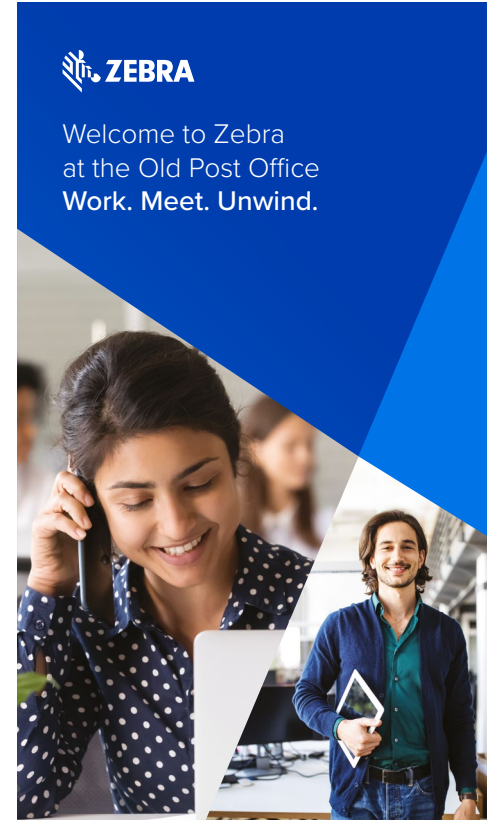
Contact

Background Applications

Overview

These applications show how the angled background elements can help create an eye catching, engaging layout for both print and digital designs.

Only the provided color options are approved for use.



Available downloads

Angled backgrounds (.AI and .JPG) - [download](#)