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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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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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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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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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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.

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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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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](#)

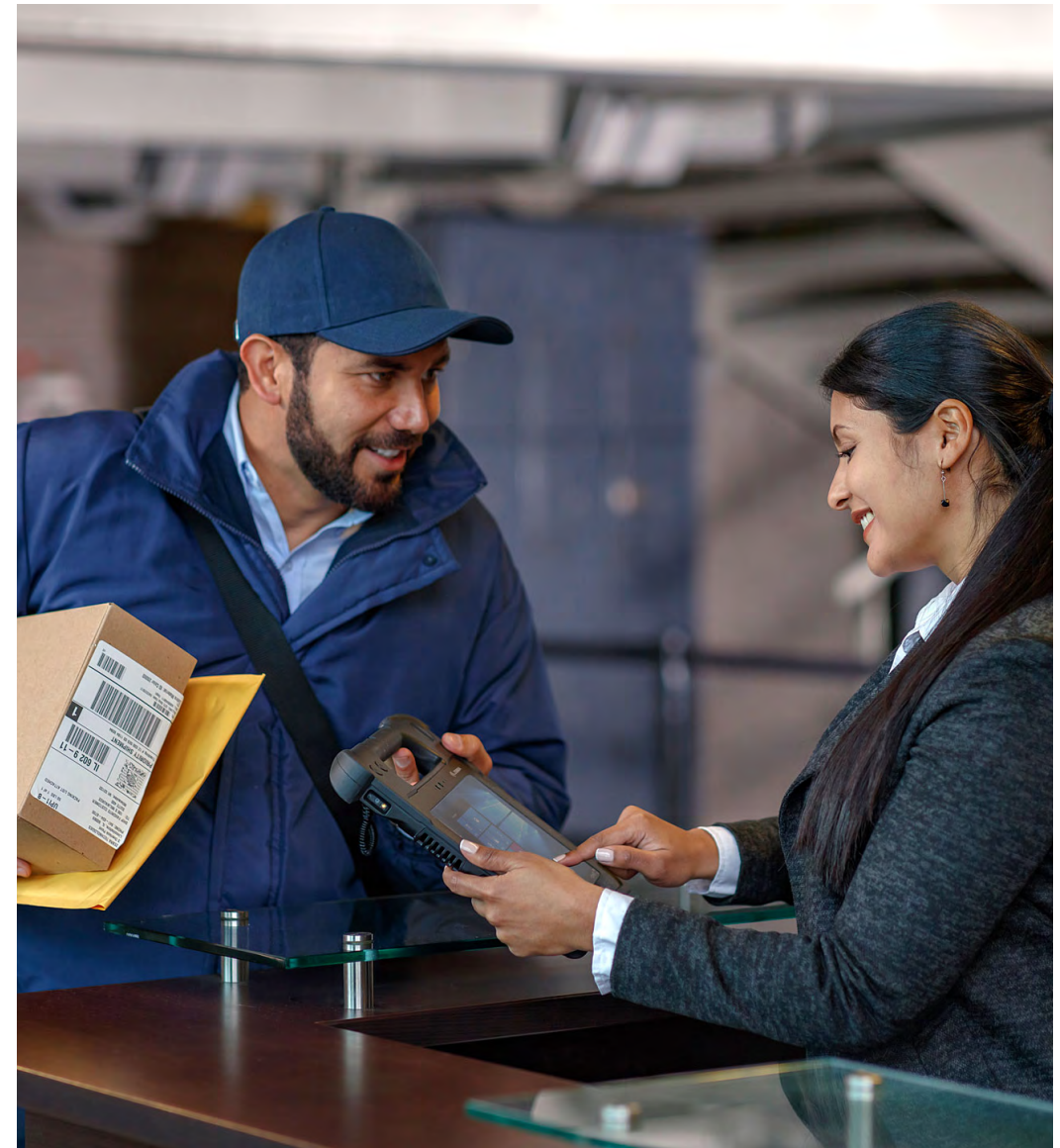


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Graphic Overlays

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.

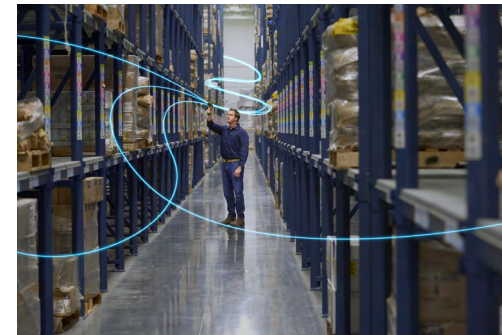
Additional details and step-by-step application instructions for our graphic overlays are available [here](#).



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.

Available downloads

Graphic Overlays application instructions - [download](#)

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.



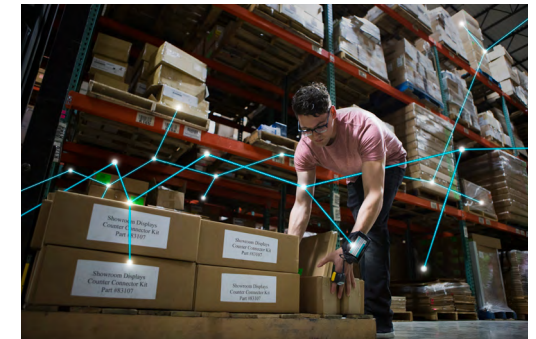
Intelligence example 1



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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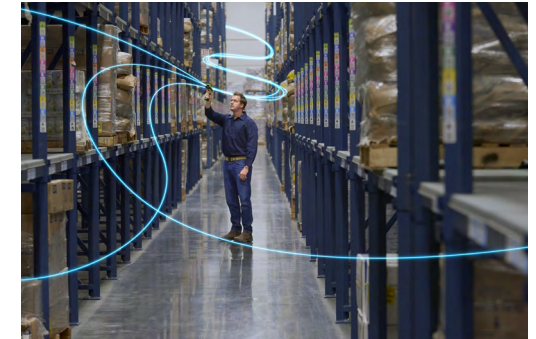
Examples of the Data Flow Overlay

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

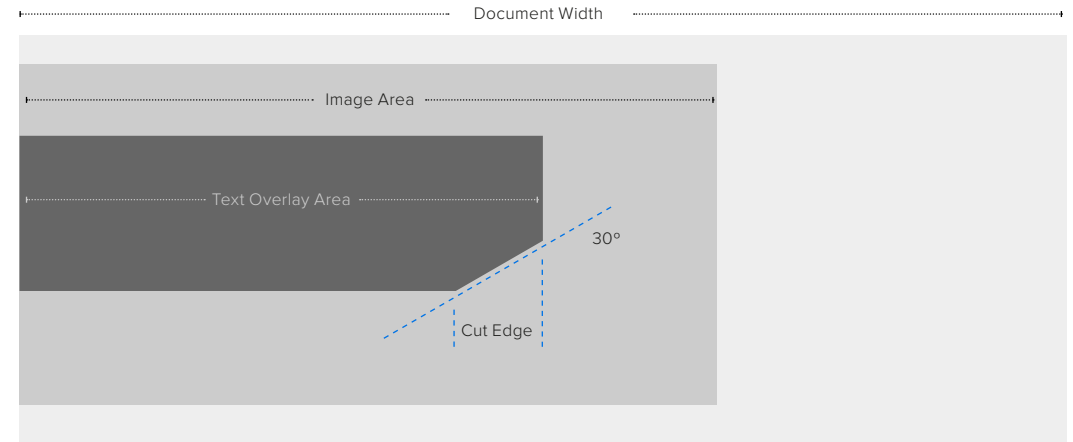
Keeping the balance of the cut Edge consistent is critical to the success of this system. The angle takes its lead from the Graphic Edge angles in the Brand Guidelines and the width of the page that it is applied to.

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

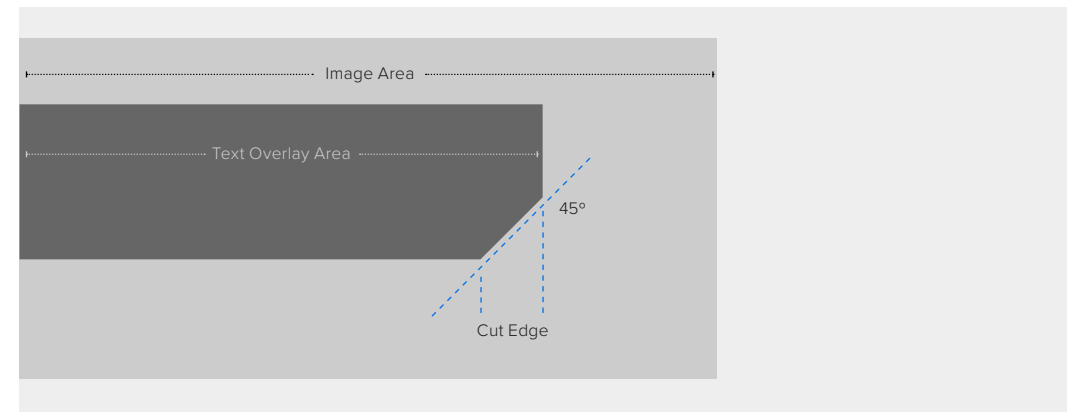


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Text Overlay

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

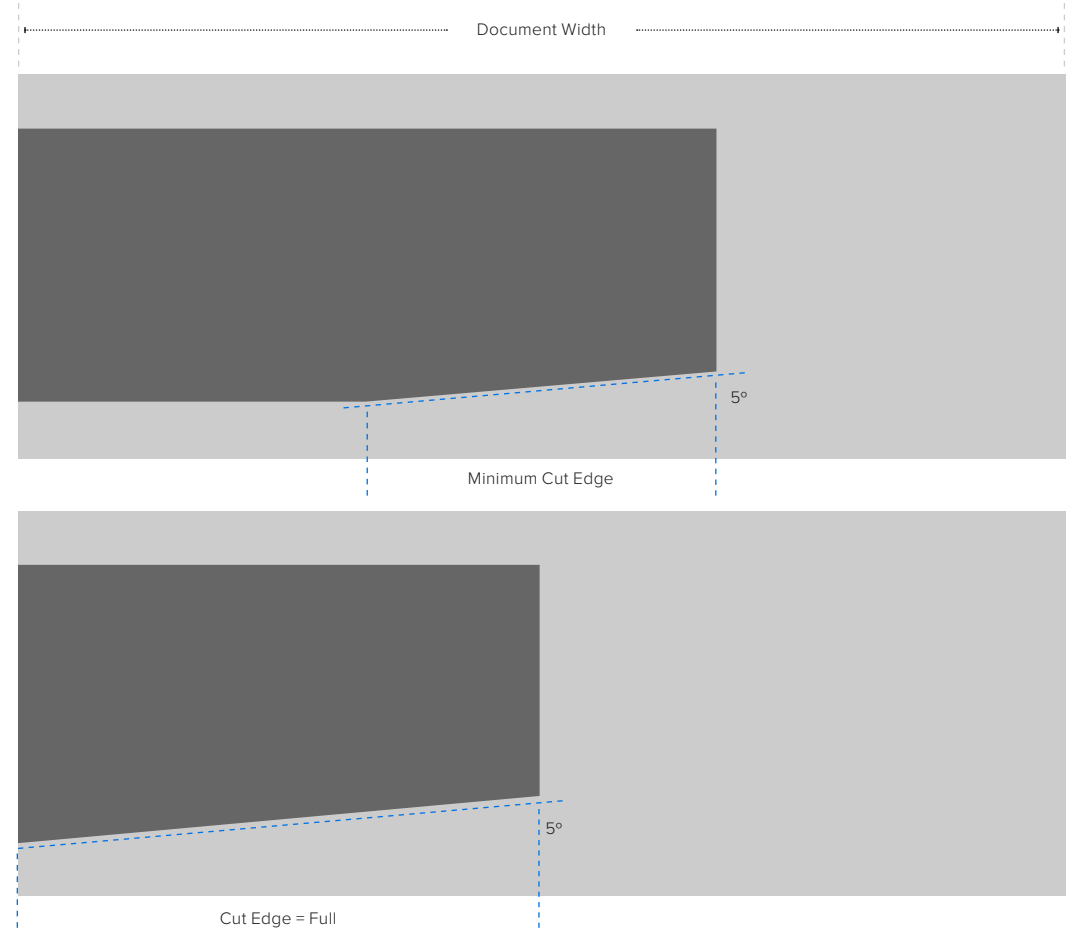


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Text Overlay

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.

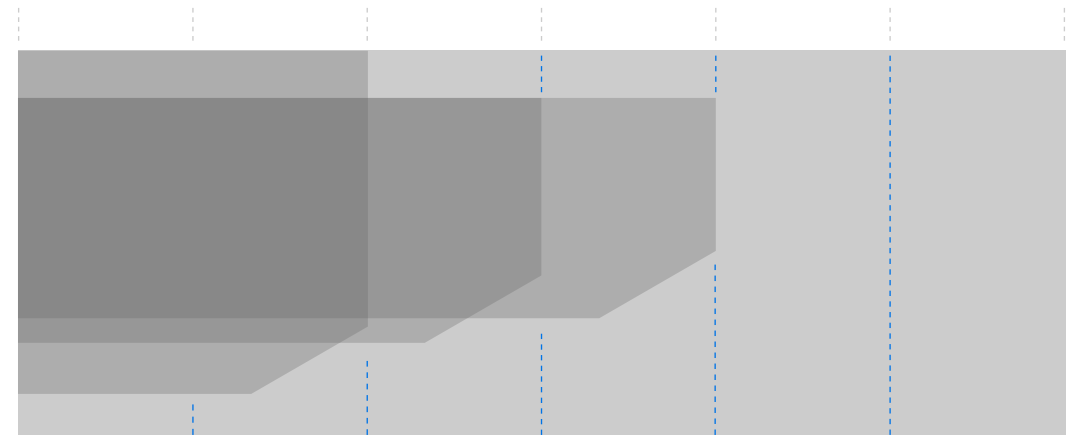
Horizontal alignment

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

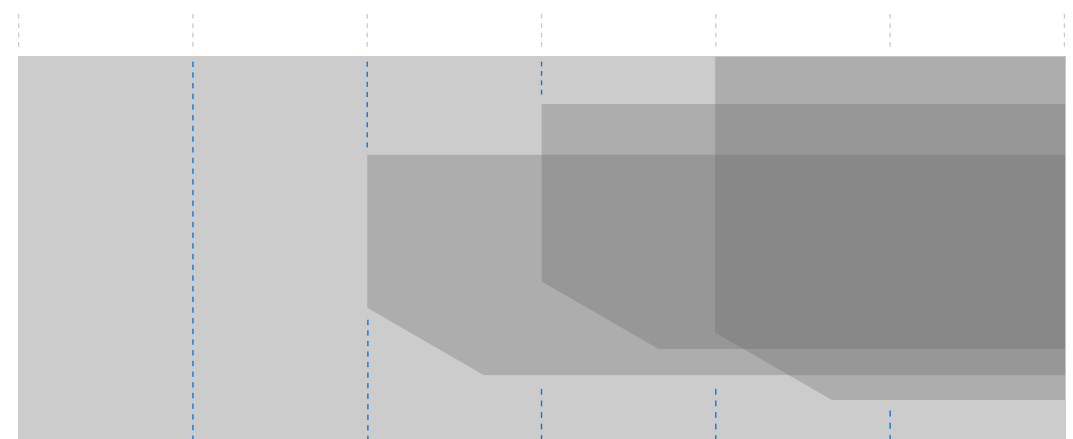


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Text Overlay

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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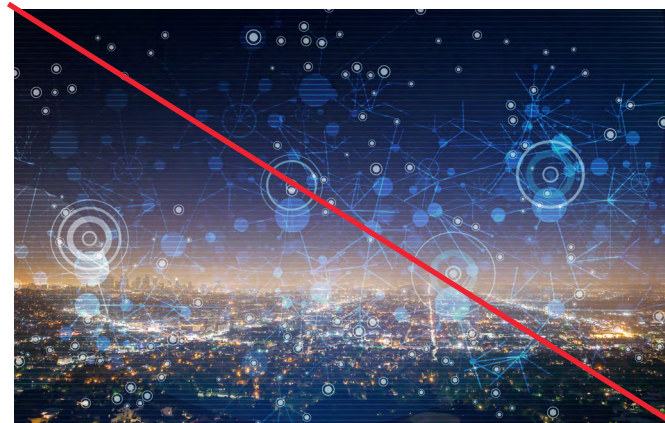
Situations to avoid, continued



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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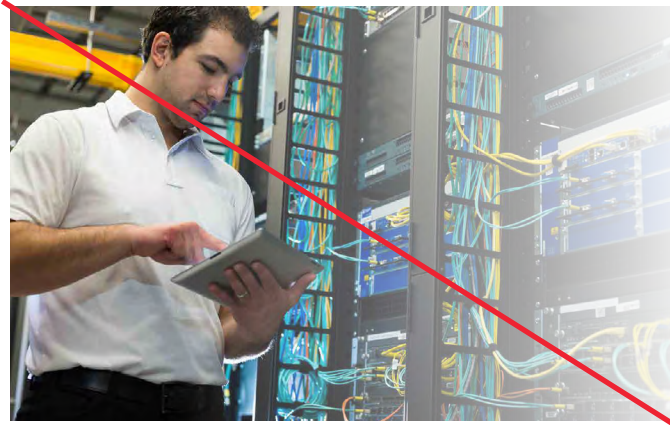
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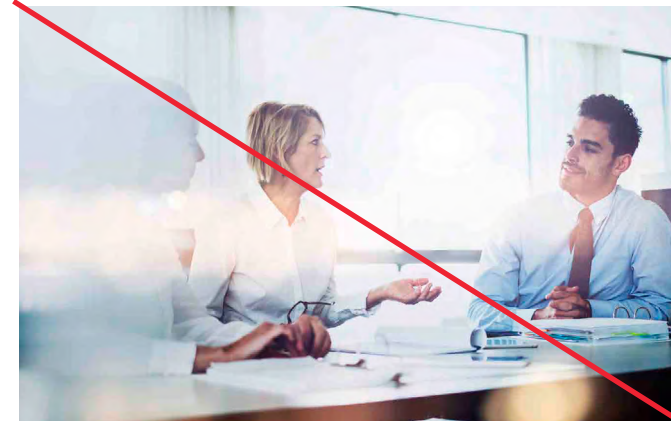
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Application Photography

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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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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Product Photography

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

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

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

Special Cases

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

With drop shadows - ZT610



No drop shadows - RS6000



CR2278pc on 20% black background



CR2278pc on 10% black background



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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](#)