Using the Guidelines

This document contains basic information about Zebra colors and finishes. The proper use of colors and finishes plays a critical role in unifying the Zebra product portfolio.

Color and Finish Guidelines

Colors and finishes are presented here to be used according to the specific combinations outlined in the color schemes page and only apply to customer facing parts. While there are a broad number of options in the overall palette, there is a limited range of options for how those colors may be assembled on a product.

For questions concerning the implementation of colors and finishes, contact: GPDL@zebra.com
Table of Contents

Colors
5   Color Schemes Overview
6   Color Ratios
7   Distribution / Manufacturing
8   Healthcare
9   Commercial 1
10  Commercial 2
11  Color Schemes Summary

Finishes
13  Standard Plastic Finishes
14  Paint Finishes

Contact
15  Contact Information
Colors
The following color schemes have been developed to help teams assign color to their products. While the labels are intended to describe the proper contexts for using the schemes, there will always be inherent difficulties in distilling a diverse portfolio into a few broad categories. Some products will occupy multiple categories. For assistance with color schemes, contact GPDL@zebra.com.
Color Ratios

In addition to color standards, there are standards for the proper ratios of colors in a scheme. To illustrate this, we use a segmented cube to show approximate proportions of color tones on a product. Note that these ratios are general, allowing for some discretion based on individual product requirements.

Parts are made transparent when there is a functional need for visibility inside a product.
Distribution / Manufacturing

The Distribution / Manufacturing scheme remains true to Zebra's legacy as hardworking machines for tough environments.

When it comes to choosing a primary color, smaller products should use Black 1 while larger products should use Grey 5.

Touchpoints are optional and can be Zebra Black 1, Zebra Yellow 1, or Zebra Grey 3.
Healthcare uses the signature blue tone along with metallic trim for added distinction. In some cases, the blue may be toned down and augmented with Zebra Grey 3.

<table>
<thead>
<tr>
<th>Primary</th>
<th>Secondary</th>
<th>Touchpoint</th>
<th>Transparency</th>
</tr>
</thead>
<tbody>
<tr>
<td>White 3</td>
<td>Blue 1</td>
<td>Blue 1</td>
<td>Clear 3</td>
</tr>
<tr>
<td>Blue 3</td>
<td>Grey 3</td>
<td>Grey 3</td>
<td>Clear 1</td>
</tr>
<tr>
<td>Metallic 1</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Conceptual examples
Commercial 1

Commercial 1 has a brighter white than health care, creating a stronger contrast with its black and metallic secondary colors.

When appropriate, this scheme can be used for “good” products in a “good, better, best” tiering strategy.

White/grey 1 and black are the predominant colors of this scheme. Grey 3 and metallic can be substituted for one another or used together in smaller quantities. Grey 3 can be substituted for black.

NOTE: Scanner type products can only use Zebra grey 1 (in lieu of Zebra White 1) to hide wear and tear.

<table>
<thead>
<tr>
<th>Primary</th>
<th>Secondary</th>
<th>Touchpoint</th>
<th>Transparency</th>
</tr>
</thead>
<tbody>
<tr>
<td>White 1</td>
<td>Grey 1</td>
<td>Black 1</td>
<td>Metallic 1</td>
</tr>
<tr>
<td>Grey 3</td>
<td>Metallic 1</td>
<td>Grey 3</td>
<td>Yellow 1</td>
</tr>
<tr>
<td>Black 1</td>
<td>Grey 3</td>
<td>Metallic 1</td>
<td>Clear 3</td>
</tr>
<tr>
<td>Clear 1</td>
<td></td>
<td></td>
<td>Clear 1</td>
</tr>
</tbody>
</table>

Conceptual examples
Commercial 2 progresses into deeper tones with bright metallic trim for accents.

When appropriate, this scheme can be used for “better” and “best” products in a “good, better, best” tiering strategy.

NOTE: This color scheme does not typically apply to scanner or mobile style products.
Color Scheme Summary

Distribution / Manufacturing

Healthcare

Commercial 1

Commercial 2
Finishes
Standard Plastic Finishes

MoldTech specifications are given as a reference. Other sources for the texturing of tools are permitted, but should be evaluated in a side-by-side comparison with Mold Tech texture samples.

When applying texture to parts, consider how the weight of the texture affects the apparent color of the part. Heavier textures provide more surface area for light reflection and therefore appear lighter than a gloss part of the same material.

<table>
<thead>
<tr>
<th>Finish</th>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coarse</td>
<td>MT11030</td>
<td>Used for extra durability, high grip and maximum scratch resistance. Reserved for larger product.</td>
</tr>
<tr>
<td>Medium</td>
<td>MT11020</td>
<td>Provides grip and durability with a lighter touch.</td>
</tr>
<tr>
<td>Light</td>
<td>MT11010</td>
<td>Light texture adds subtle roughness to parts.</td>
</tr>
<tr>
<td>Matte</td>
<td>MT11000</td>
<td>Used when smooth, non-glare surface is required.</td>
</tr>
<tr>
<td>Gloss</td>
<td>SPI A2 or A3</td>
<td>Useful for creating visually distinctive parts. Be cautious using on scratch-prone parts.</td>
</tr>
</tbody>
</table>
Paint finishes should match plastic finishes closely but it is not always possible to have an exact match.

<table>
<thead>
<tr>
<th>Heavy</th>
<th>Medium</th>
<th>Light</th>
</tr>
</thead>
<tbody>
<tr>
<td>Used for extra durability, high grip and maximum scratch resistance.</td>
<td>Provides grip and durability with a lighter touch.</td>
<td>Used on large metal parts for added durability and surface texture.</td>
</tr>
</tbody>
</table>
CONTACT
Zebra Technologies Corporation
3 Overlook Point
Lincolnshire, IL 60069

For more information, contact:
GPDL@zebra.com