

Features Zebra Technology Program

The **Features Zebra Technology™** program and logo were developed to add value to our Original Equipment Manufacturer (OEM) products through market awareness of the Zebra brand and its association with innovation and reliability. The distinctive program logo, incorporating the unique Zebra logo, also aids in product differentiation in competitive environments.

The Features Zebra Technology program logo can be applied to OEM products in four ways. Unique artwork is provided for each application described below.

Sticker Application

Sticker artwork for the Features Zebra Technology program logo enables Zebra OEM partners to print stickers to be directly applied to products. The sticker artwork for the Features Zebra Technology program logo is available in black, gray and blue. The product example to the right shows the sticker version of the Features Zebra Technology program logo.



Black



Gray



Blue



Screen Printing Application

The screen printing artwork for the Features Zebra Technology program logo allows the logo to be printed directly on a product. The screen printing artwork for the Features Zebra Technology program logo is available in black, gray and blue. The product example to the right shows the screen printed version of the Features Zebra Technology program logo.



Black



Gray



Blue



FACT SHEET

FEATURES ZEBRA TECHNOLOGY PROGRAM

Tooling Application

A dimensional version of the Features Zebra Technology program logo artwork offers a solution for tooling applications. The Features Zebra Technology program logo can be plastic molded into variety of product colors. The examples below show plastic molds of the Features Zebra Technology program logo on a range of product colors from light to dark. The product example to the right shows the plastic molding version of the Features Zebra Technology program logo.



Light Color Product



Dark Color Product



GUI Application

A simplified black and white version of the Features Zebra Technology program logo artwork is designed specifically for GUI (Graphical User Interface) applications. The GUI artwork for the Features Zebra Technology program logo is available in black. The product example to the right shows the GUI version of the Features Zebra Technology program logo.



Black



Partner Marketing Materials

Zebra OEM partners can leverage the Zebra brand on products with Zebra ingredient components, as well as in supporting marketing materials to promote their products.

For more information about the Features Zebra Technology program and logo, visit www.zebra.com/oem



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