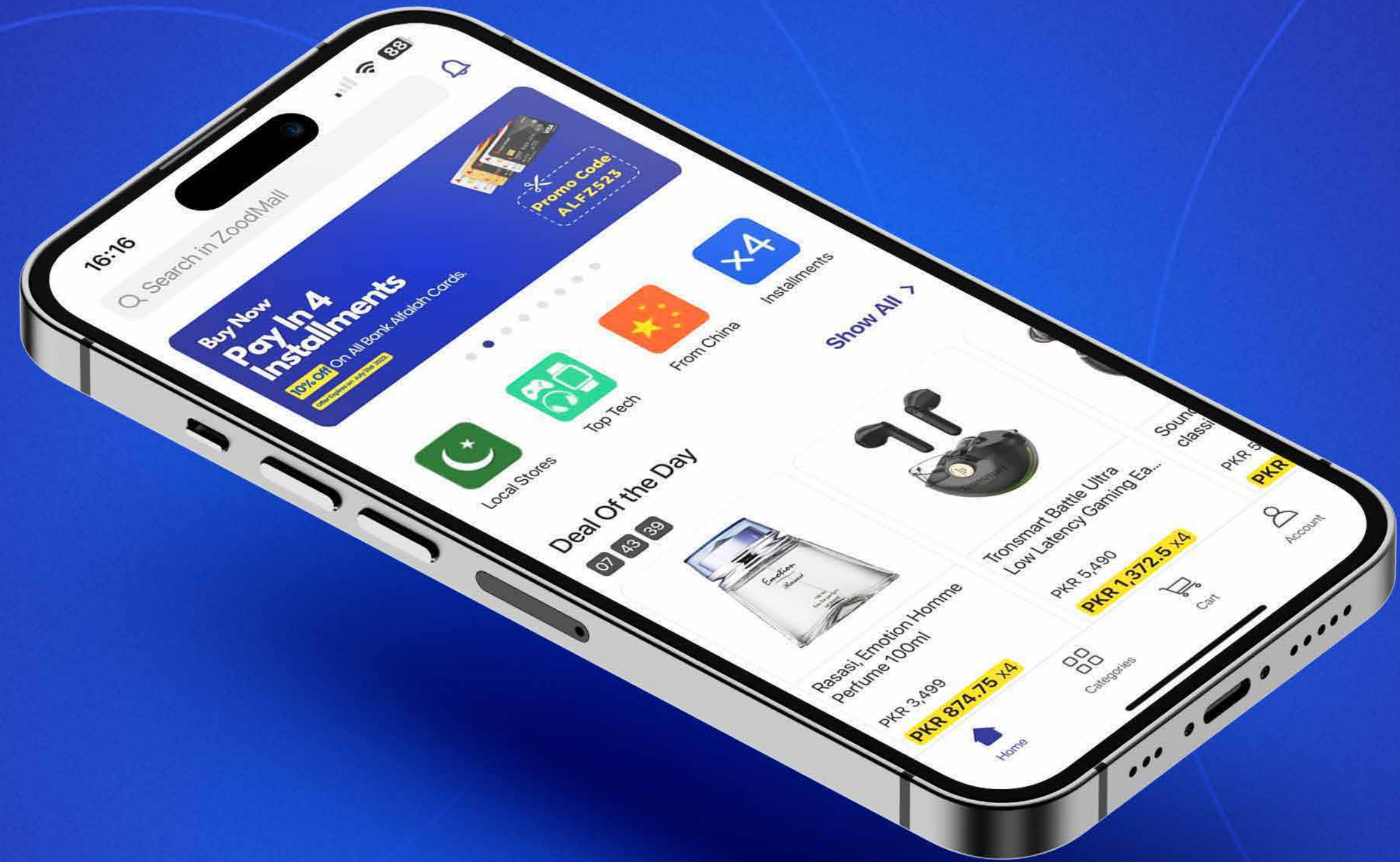




# Brand Guidelines



# Primary Logo

The ZOOD logotype consists of a wordmark and is a major representation of ZOOD. It is a highly valuable corporate asset that must be used consistently in all channels in proper, approved forms.

## Minimum size

Print: width=40 mm

Digital: height=14 px

 ZOOD

A-Formats	Logo width
A6	25 mm
A5	35 mm
A4	35 mm
A3	55 mm
A2	80 mm
A1	120 mm

## Video

Ratio	Logo width
4:5 (end frame)	40%
9:16 (end frame)	65%
16:9 (end frame)	40%

 ZOOD

To ensure coherence and absolute brand recognition through all platforms, these versions must always be used. Never try to create your own version of the logotype by writing it in ZOOD Headline, or alter, recolor or distort it in any way.

## Preferred Logotype

When we can, we use the logotype in blue.



## Alternative Logotype

If it doesn't work with a blue logotype, for example on imagery or a dark background, use white.



## Clear Space

The recommended clear space must never be reduced, but can be increased.





# Trade Mark

The ZOOD logotype consists of a wordmark and is a major representation of ZOOD. It is a highly valuable corporate asset that must be used consistently in all channels in proper, approved forms.

## Minimum size

Print: width=55 mm

Digital: height=35 px



A-Formats	Logo width
A6	55 mm
A5	55 mm
A4	55 mm
A3	70 mm
A2	85 mm
A1	150 mm

## Video

Ratio	Logo width
4:5 (end frame)	40%
9:16 (end frame)	65%
16:9 (end frame)	40%



To ensure coherence and absolute brand recognition through all platforms, these versions must always be used. Never try to create your own version of the logotype by writing it in ZOOD Headline, or alter, recolor or distort it in any way.

## Preferred Logotype

When we can, we use the logotype in blue.



**Buy Now, Pay Later**

## Alternative Logotype

If it doesn't work with a blue logotype, for example on imagery or a dark background, use white.



**Buy Now, Pay Later**

## Clear Space

The recommended clear space must never be reduced, but can be increased.



# Logo Backgrounds

The ZOOD logotype consists of a wordmark and is a major representation of ZOOD. It is a highly valuable corporate asset that must be used consistently in all channels in proper, approved forms.

## Minimum size

Print: width=40 mm

Digital: height=14 px

 ZOOD

A-Formats	Logo width
A6	25 mm
A5	35 mm
A4	35 mm
A3	55 mm
A2	80 mm
A1	120 mm

Video Ratio	Logo width
4:5 (end frame)	40%
9:16 (end frame)	65%
16:9 (end frame)	40%

 ZOOD

To ensure coherence and absolute brand recognition through all platforms, these versions must always be used. Never try to create your own version of the logotype by writing it in ZOOD Headline, or alter, recolour or distort it in any way.

## Preferred Logotype

When we can, we use the logotype in blue on a bright background



## Logotype on dark

If it doesn't work with a blue logotype, for example on imagery or a dark background, use white.



## Logotype on other colors

The recommended clear space must never be reduced, but can be increased.



# Improper Logo Usage

Our Logo lockup is only used in the disrupt part of our own communication or when we exist in a context where the nature of our business isn't obvious. This ensures we tell the customer what we are all about in a rational way.

Don't alter the color of logo



Don't alter the position or proportion



Don't alter the orientation



Don't stretch the logo



Don't use key strokes





# Our Services

The ZOOD logotype consists of a wordmark and is a major representation of ZOOD. It is a highly valuable corporate asset that must be used consistently in all channels in proper, approved forms.

## Minimum size

Print: width=40 mm

Digital: height=14 px

# Text Usage

When you want to use our brand and services, it's important to keep using the correct way of using them on texts.

1. Always use **ZOOD** in all uppercase formats  
**(Wrong Examples: Zood, zood)**
2. Service names should have the first character in uppercase and other characters in a small case like **ZOOD Card** or **ZOOD Mall**  
**(Wrong Examples: ZOOD PAY, ZOOD pay, ZOODPAY, ZOODPay)**
3. Even if you want to use **ZOOD** in our services name it should be capitalized as well  
**(Wrong Examples: ZoodPay, zoodPay)**
4. Maintain a single space between the word "**ZOOD**" and the service name, such as **ZOOD Card** or **ZOOD Pay**  
**(Wrong Examples: ZOODPay, ZOODMall)**





# ZOOD Icon

The ZOOD Icon is a part of our logotype and it can be used separately from the wordmark. But only if it's needed

## Preferred Icon

When we can, we use the logotype in blue on a bright background



## Preferred Icon

When we can, we use the logotype in blue on a bright background



## Rotation

We can decorate some POS Materials manipulating our icon



# Colors

Here we have the opportunity to grow new relationships, get new business and spark interest in our products.

## Primary Colors



#303493

R: 48

G: 52

B: 147



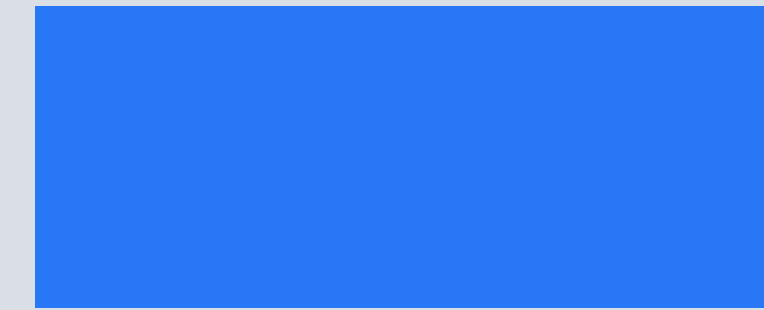
#FFD200

R: 255

G: 210

B: 0

## Secondary Color



#2877F4

R: 40

G: 119

B: 244



# ZOOD Background

The ZOOD Background is gradient which consists of our blue primary color and secondary blue color. Usually we use ZOOD Background for our main campaigns





# Visuals





# Visuals

Here we have the opportunity to grow new relationships, get new business and spark interest in our products.

## Main purpose

Product awareness

## Visuals

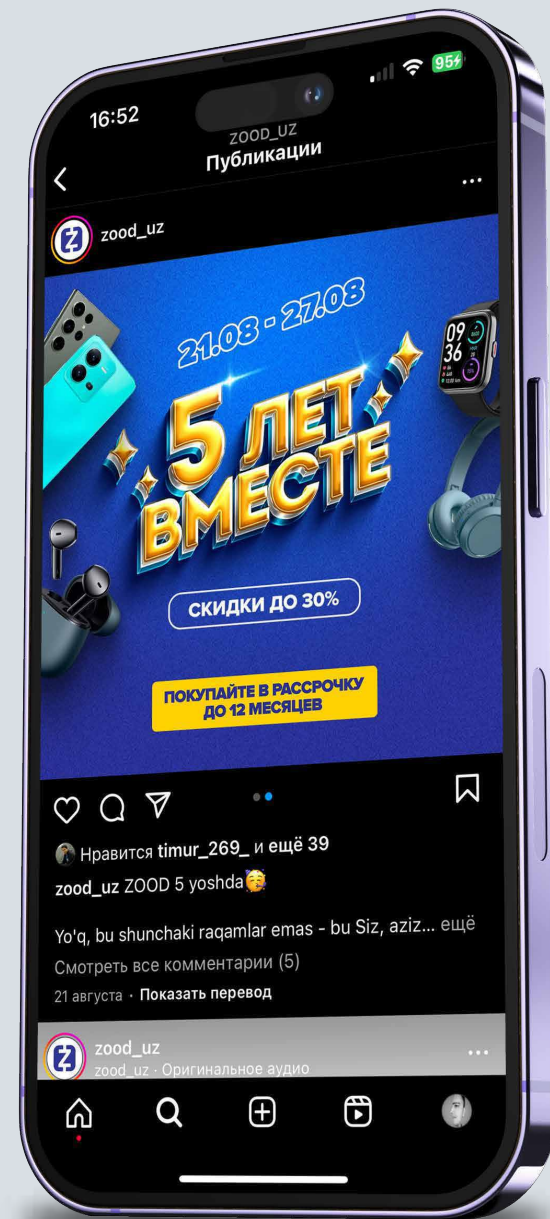
Visuals are based on the photographic ZOOD-style, always with our product present, in an emotional or simplified version.



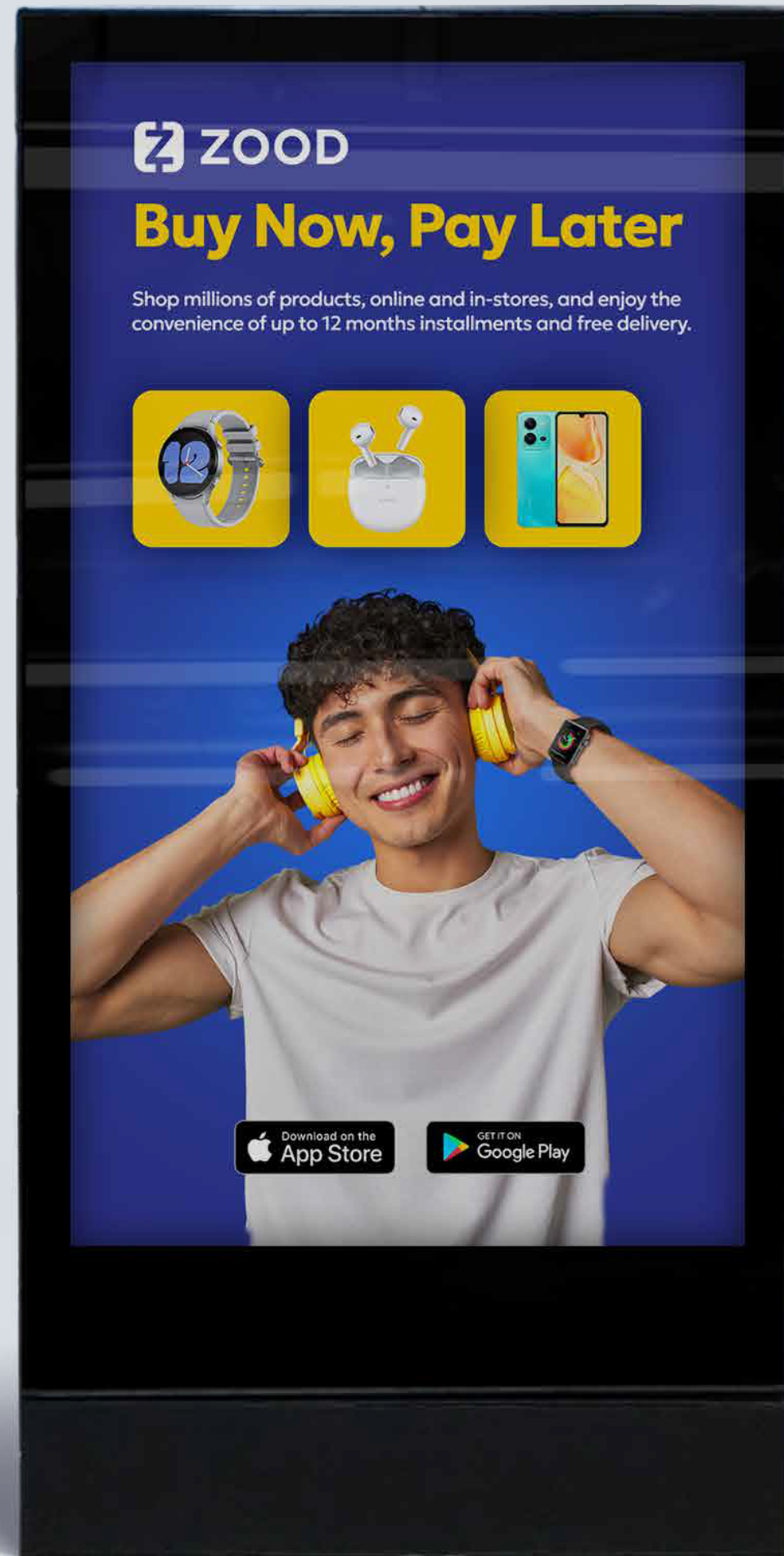
Billboard



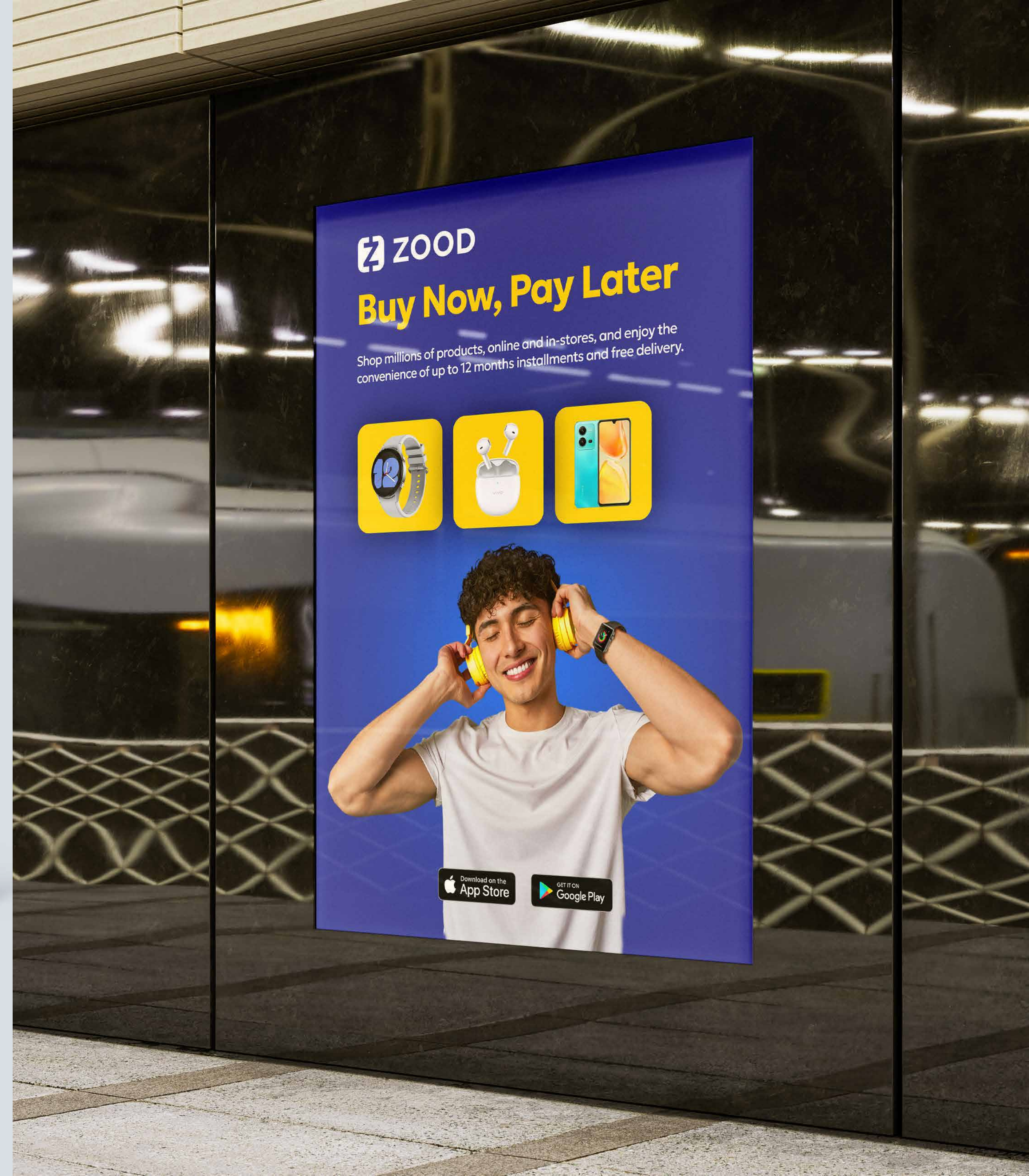
# Visuals



Instagram post



Lightbox





# Typography





# Fonts

Geologica

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz 0123456789

Geologica Regular

**Geologica Bold**

**Geologica Black**

Helvetica  
Arabica

ا ا ب ب ت ت ث ث ج ج ح ح خ خ د ذ ر ز س  
س ش ش ص ص ض ض ط ط ع ع غ غ ف  
ف ق ق ك ك ل ل م م ن ن ه ه و و ي ي

Helvetica Arabica LT Arabic

Helvetica Arabica LT Arabic

**Helvetica Arabica LT Arabic**

