

Welcome to the
ziPPAY family

What's inside.

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We are excited to have Spotii within our Zip family of brands and welcome the opportunity to extend our reach into the UAE and KSA markets and beyond.

This endorsement model officially introduces the Zip company to a global stage and is here to help strengthen Spotii today and into the future.

WHAT IT IS



WHEN WE USE IT

An endorsement is used in areas where a customer, investor, partner or prospective employee is actively seeking further information about our company. We also use an endorsement to help customers become familiar with the ZipPay brand.

APPLICATION EXAMPLES

- New employee welcome packs
- Merchant pitch decks
- Company templates
- Email Signatures
- Spotii Website Footer/ about us pages
- CRM footers
- Zendesk
- Local media/press releases
- Professional social networks (LinkedIn, glassdoor...etc)
- Corporate events
- App launch screen
- App store logos and carousel images
- Customer email footers



We do not include an endorsements on any Spotii consumer channels where the additional brand does not bring value to the message.

- Consumer social networks
- Sponsorships
- Local & regional marketing
- Checkout screens

Rules of usage

1.

Never interrupt the consumer/ customer experience

If an endorsement will increase friction or cause consumer confusion then default to the current masterbrand only.

2.

Don't use the Zip / ZipPay brand system in the market

Endorsements are a symbol element that is applied to the master brand system. Do not create any assets that brings the Zip brand into the market beyond the endorsement.

3.

Seek approval before applying an endorsement

Contact the Zip brand team if you have any endorsement questions, or are making a change to a brand element.

Director, global brand
steven.tesoriero@zip.co

Director, M&A Integrations
Thomas.Fitzpatrick@Zip.co

4.

Digital assets only*

At this stage, we are only updating digital placements. Any physical placements will be considered in the future

*** unless leadership approved**

Logo Lockup

TRANSITION LOGO

We're expanding and building out more products as we grow. The logo lockup provides a unique solution for ensuring that Spotii remains associated with the Zip brand family.



CONSTRUCTION

We have built guides to inform how the lockup is placed with the logo. Please follow these guides exactly to ensure our product logo family remains uniform.



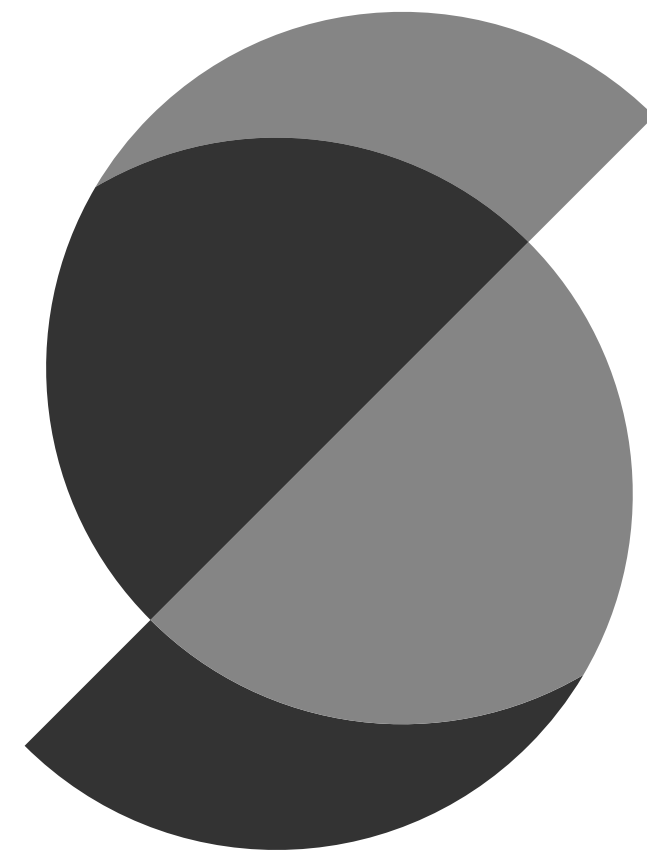
SECONDARY LOGOS

Our brand lockup works the same way with secondary logos too.



GRayscale

We have provided a grayscale version of the logo lockup for instances where the color version cannot be used.

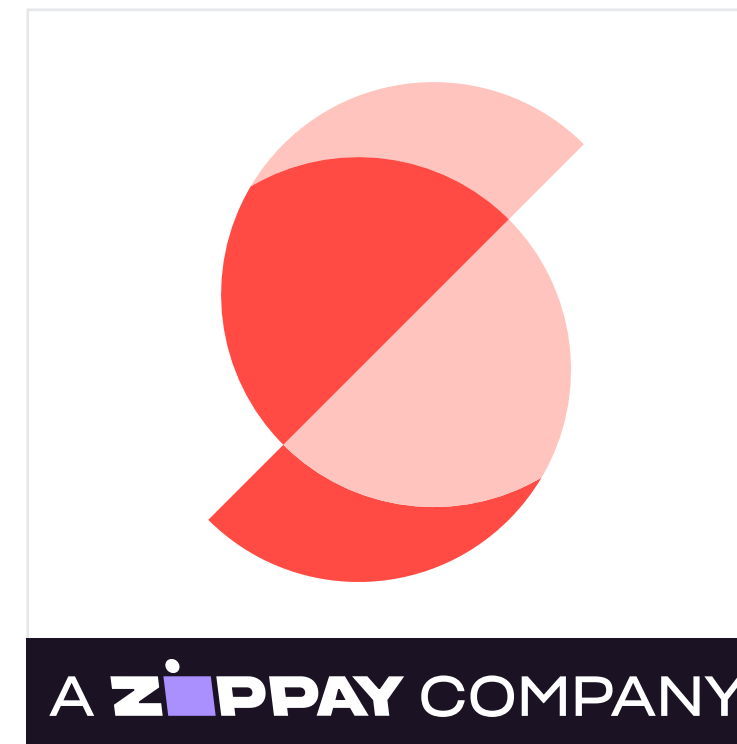


spotii

A ZIPPAY COMPANY

VERTICAL LOGO & AVATARS

Our stacked logo lockup is the alternative version, and can be used in width-constrained formats so the logo remains singular and bold.



SPACING & USAGE

Always maintain sufficient clearspace around the primary lockup. The clearspace is equal to the size of the symbol.

The logo should never be applied at sizes less than 18px wide for digital applications and 0.1in wide for print.



Colour

CORE COLOURS

We use 3 core brand colors and they should only be used for the logo lockup and nowhere else.

Fearlessness
#AA8FFF
R 170 G 143 B 255
PMS: 2655
CMYK: 54,59,0,0

Confidence
#1A0826
R 26 G 8 B 38
PMS: 5255
CMYK: 97, 100, 15, 62

Control
#FFFFFFA
R 255 G 255 B 250
PSM/CMYK: Stock White

Typography

OUR HEADLINE TYPEFACE
IS COOPER BT LIGHT

Cooper brings a whole new
tone to our brand: a friendly
and reassuring voice that can
also deliver powerful statements.

Important: Cooper should only
be used for large headlines, at
a maximum of six words.

This is
Cooper
Light.

? ! % & ¢ « § (: *
\$1,234,567,890

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz

OUR SECONDARY TYPEFACE
IS SHARP GROTESK

Sharp gives our secondary type flexibility, but is objectively sturdy and hardworking. We use Sharp when setting type within our logo, in UI, and anywhere where more than a headline is needed.

We use 4 weights of Sharp Grotesk 20 (regular), and 4 weights of Sharp Grotesk 25 (extended).

Aa ? ! % &
¢ « § (: *

20

Sharp Grotesk
Sharp Grotesk
Sharp Grotesk
Sharp Grotesk

Aa 1 2 3 4 5
6 7 8 9 0

25

Sharp Grotesk
Sharp Grotesk
Sharp Grotesk
Sharp Grotesk

HIERARCHY

This is a example of how our typefaces work together, and how different weights of the same family work to create order amongst the type.

Important: Cooper should only be used for large headlines, at a maximum of six words.

Become
financially
fearless.

ALWAYS INTEREST FREE

Zip just about everything, everywhere.
Add your Zip card to Apple Pay or Google Pay
to pay at checkout. Exclusive for Zip Pay.

SIGN UP

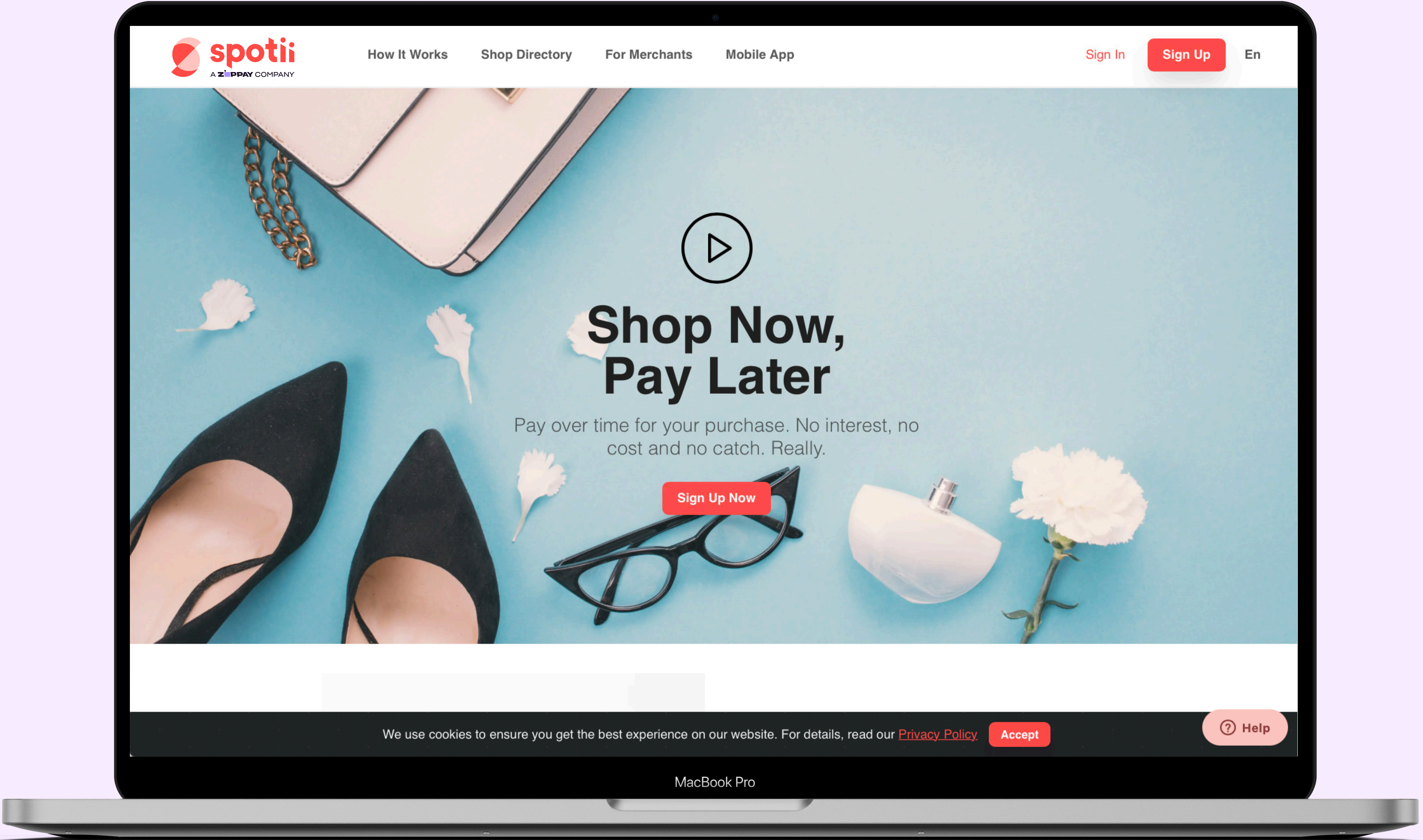
HEADLINE
COOPER BT LIGHT
145pt

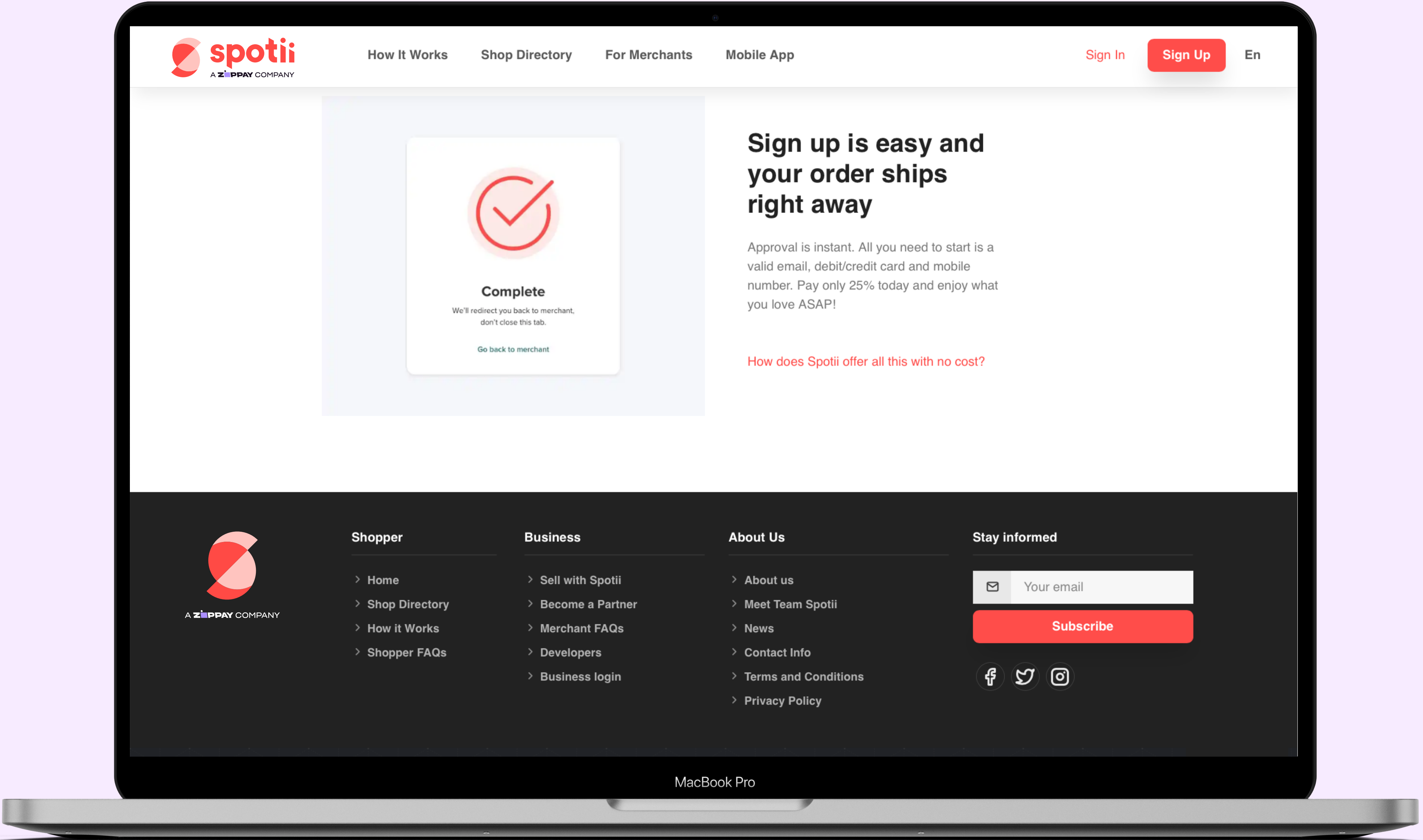
SUB-HEAD
SHARP GROTESK 25 MEDIUM
30pt

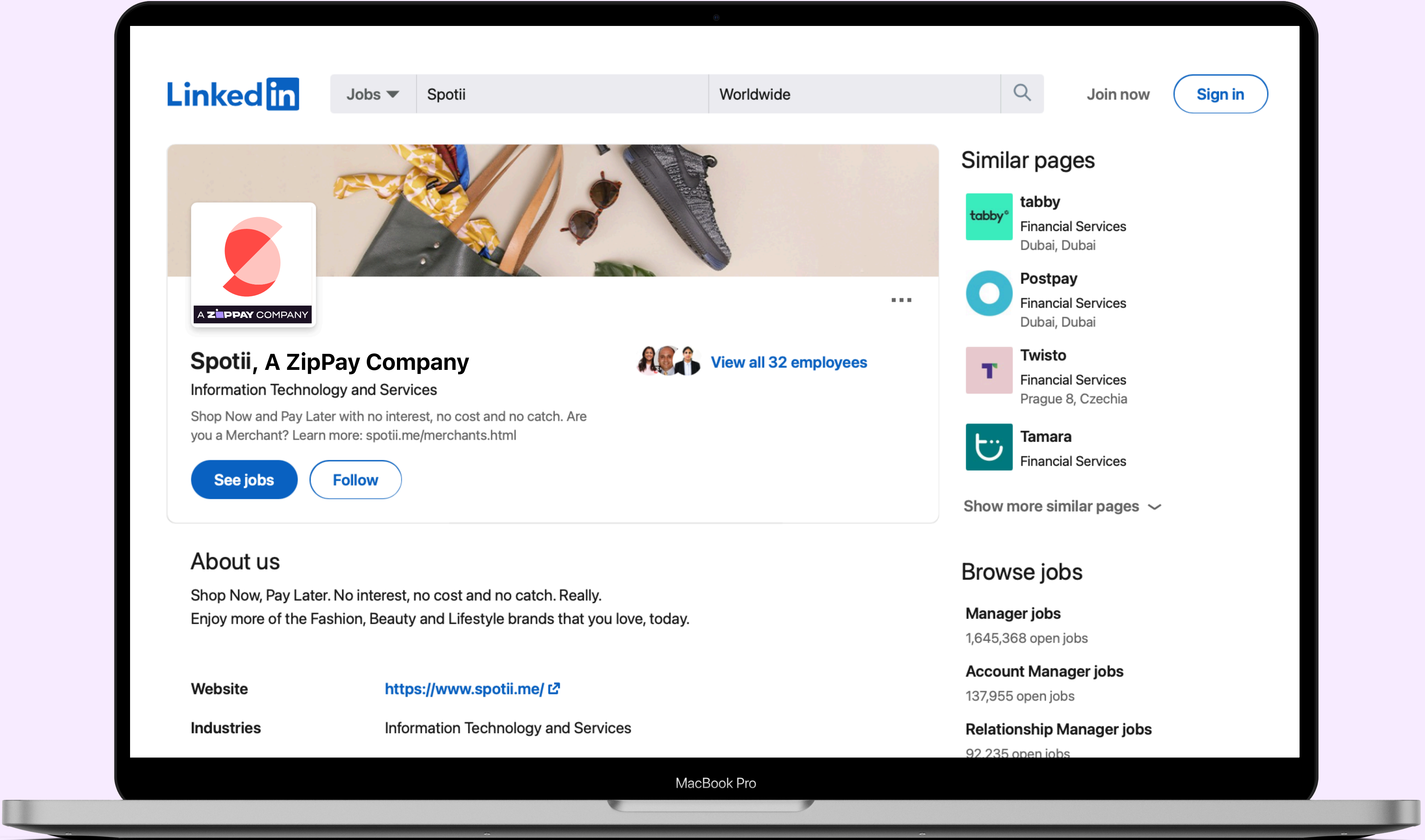
BODY
SHARP GROTESK 20 REGULAR
25pt

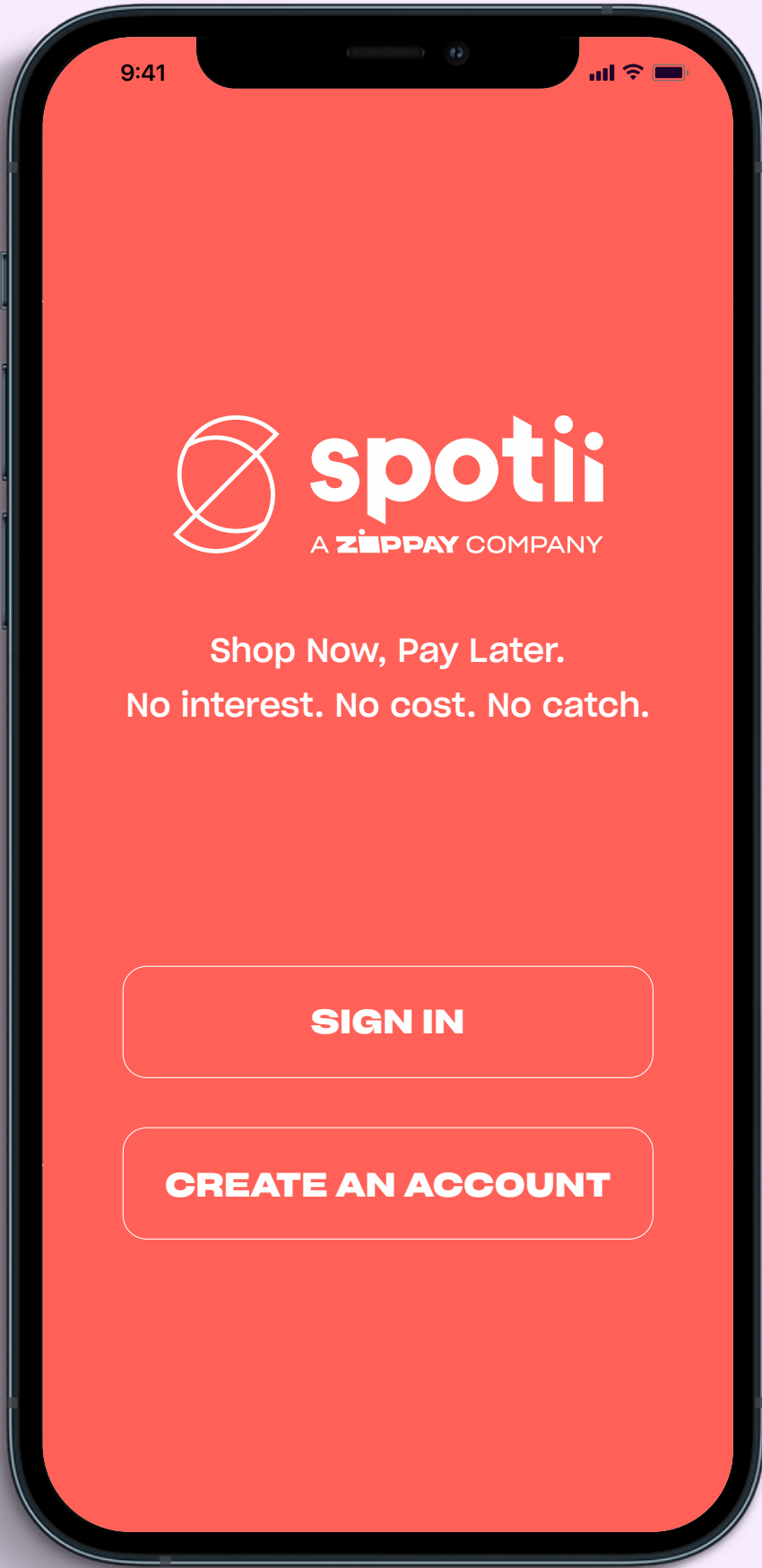
CTA
SHARP GROTESK 25 MEDIUM
25pt

Design Examples









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Dubai - United Arab Emirates

spotii.me

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Thank you.