



# Brand guidelines & merchant marketing resources

## More about Zip!

Zip is here to create a world where people can live fearlessly today, knowing they're in control of tomorrow. Our brand rebalances the power in payments by putting people in the center of everything we do.

Our strategy is built on the universal truth that nobody can live in the moment, if they are not in control of their future. When you give people the knowledge, access, and the ability to control their financial lives, you give people the opportunity to live every day with confidence.

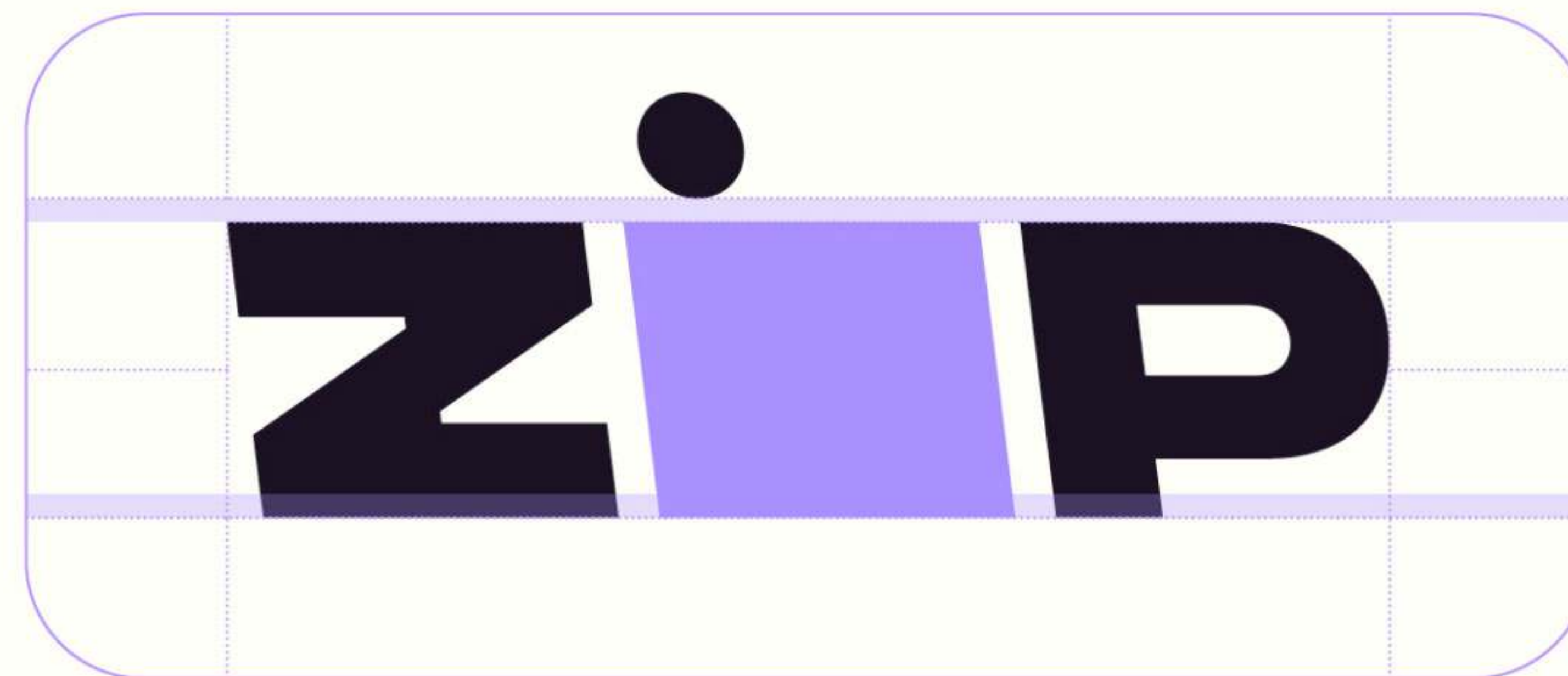
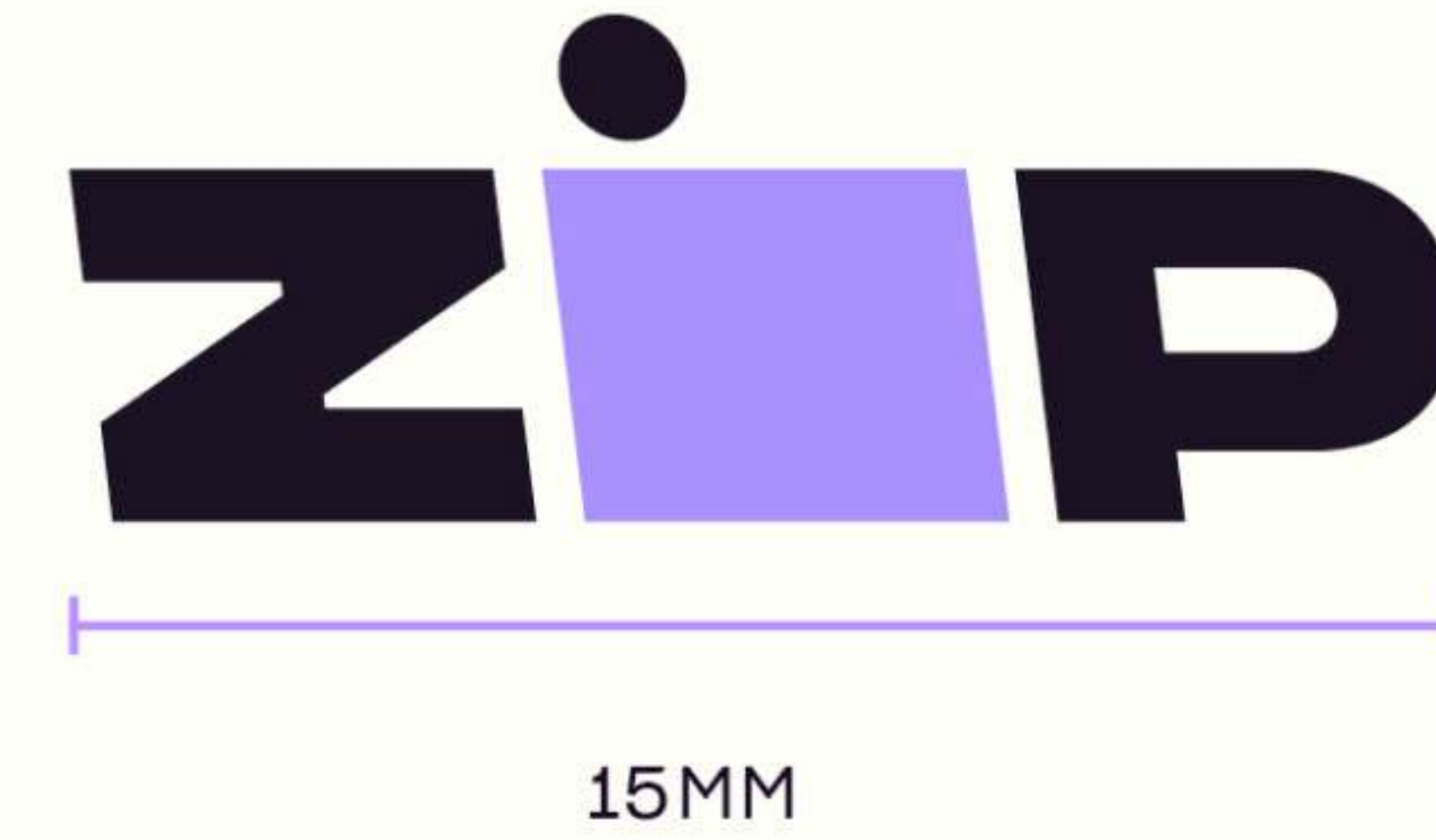


# Brand elements

## Our badge

We establish logo clear space across all communications to ensure our logo has the breathing room it needs. We use the checkout button has the measurement for clear space.

Minimum sizes of our logo are defined by merchants who use our product. However, when we have control over the logo's size, refer to the guides here.



## Checkout buttons

This is our current range of checkout buttons. Depending on merchant requirements, we have a variety of styles to choose from to make sure Zip remains legible at small sizes and stands out amongst the crowd at checkout.



# Checkout buttons

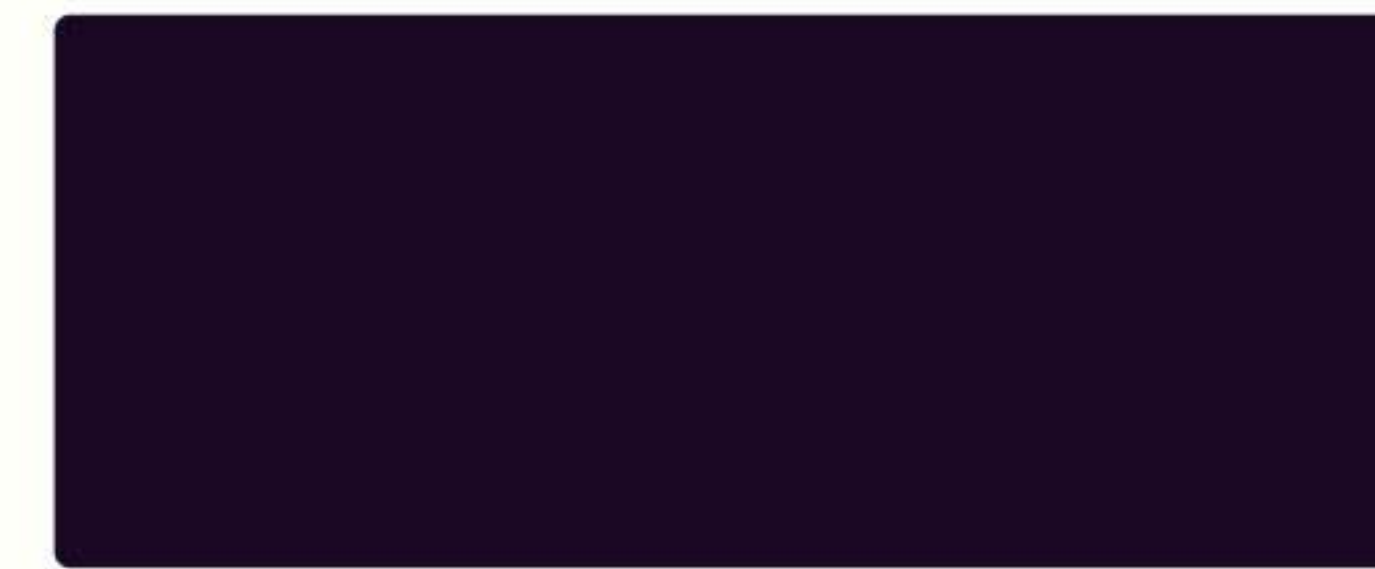
Our brand colours embody financial fearlessness, and balanced with our focus on control.

Our fearless tints and shades are based on Fearlessness and they work to add depth to our palette.

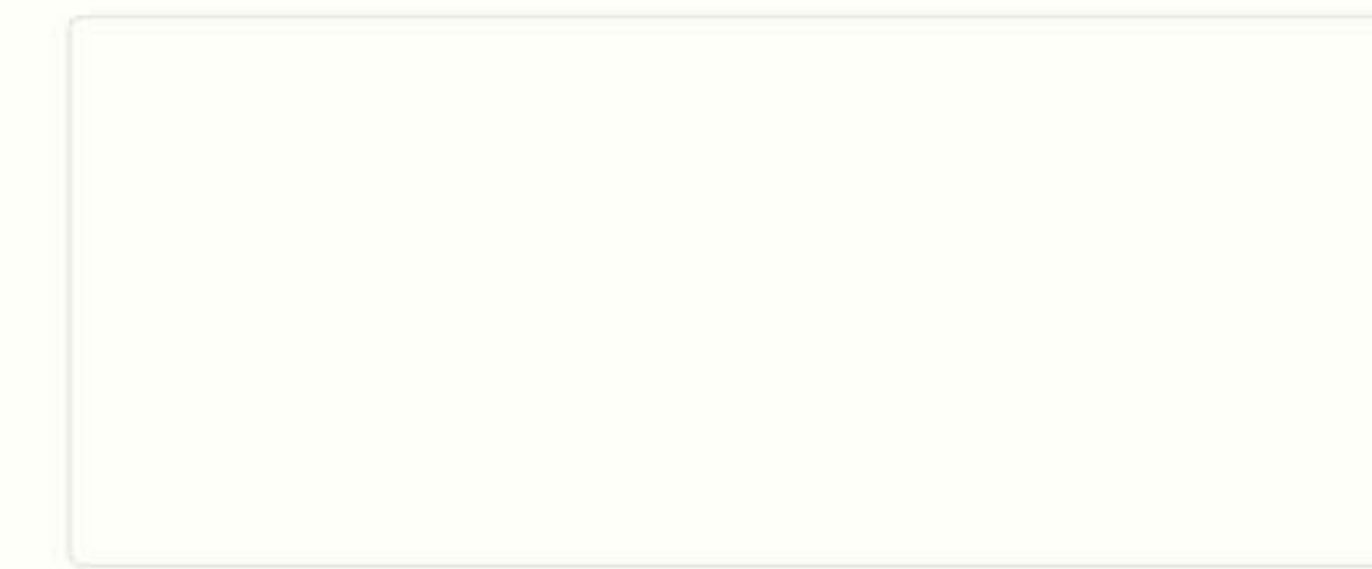
## Core Colours



Fearlessness  
#AA8FFF



Confidence  
#1A0826

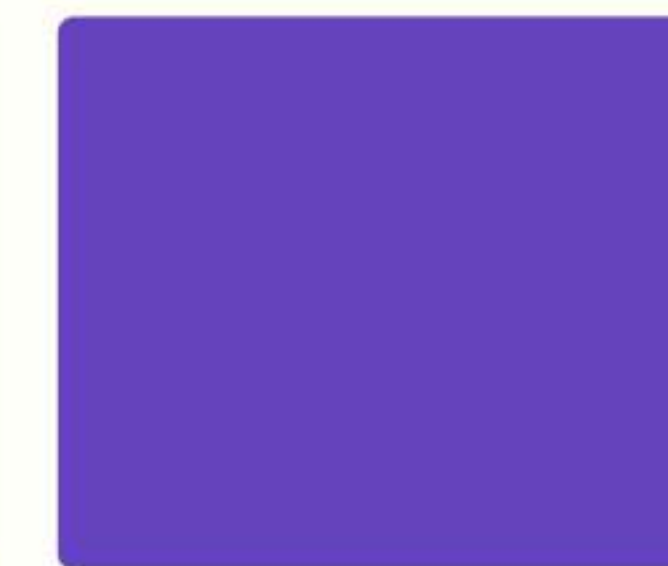


Control  
#FFFFFFA

## Fearless Tints



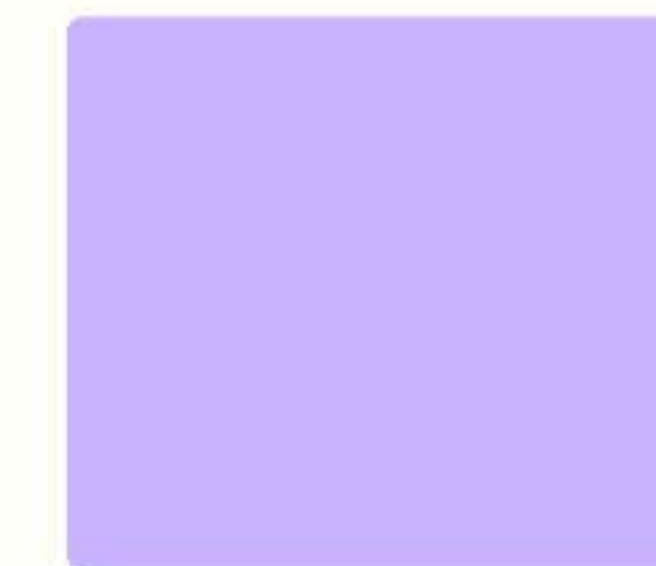
Dark  
#411361



Medium  
#6542BE



Fearlessness  
#AA8FFF



Light  
#C9B3FF



Lighter  
#DBCCFF



Lightest  
#EDE6FF

# Our Typography

Sharp Grotesk 25 Medium and Semibold is our everyday tone of voice.

It's a sturdy and hardworking font that delivers strong awareness without needing to shout.

If you can  
shop it, you  
can Zip it.

If you can  
shop it,  
you can  
Zip it.

? ! % & ¢ « § ( :  
\$1,234,567,890

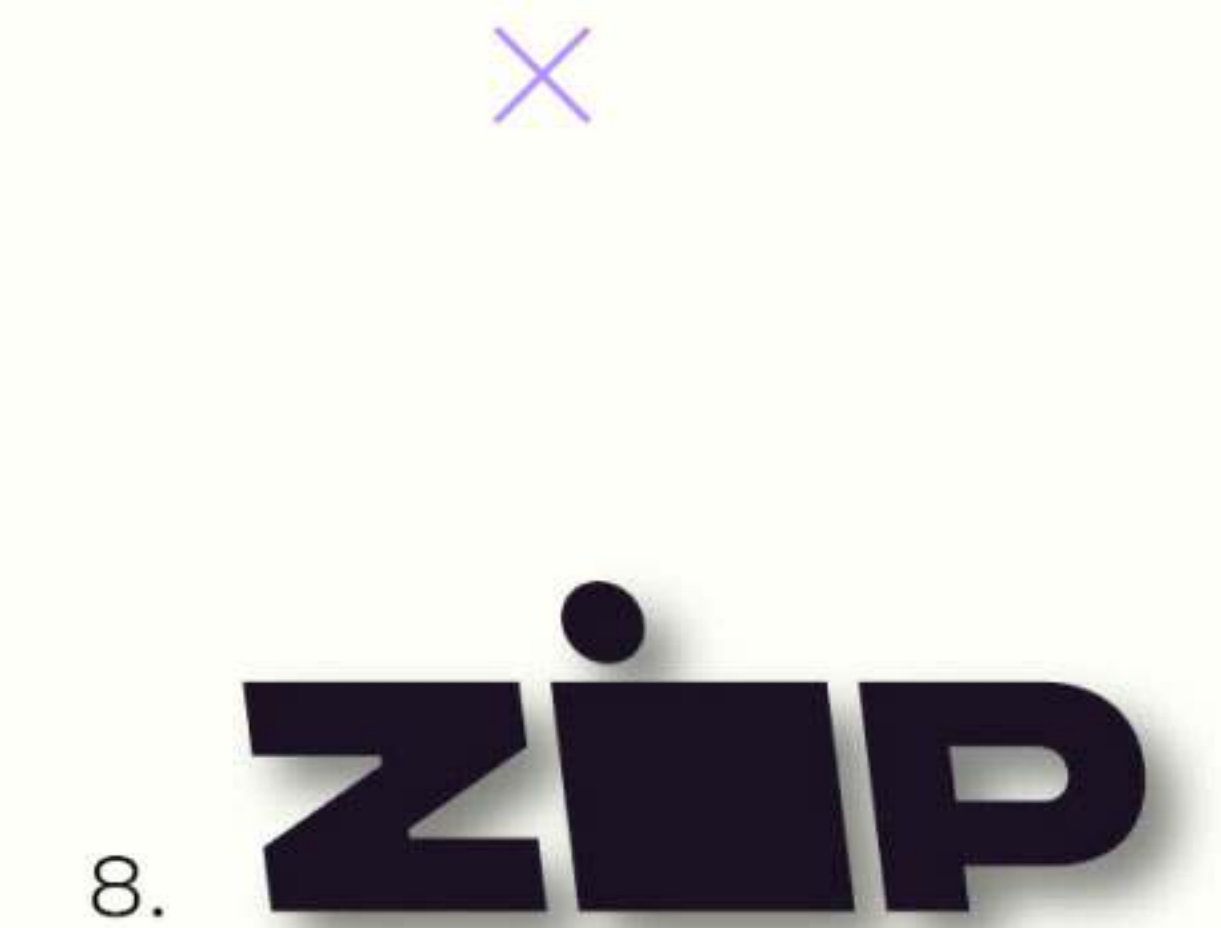
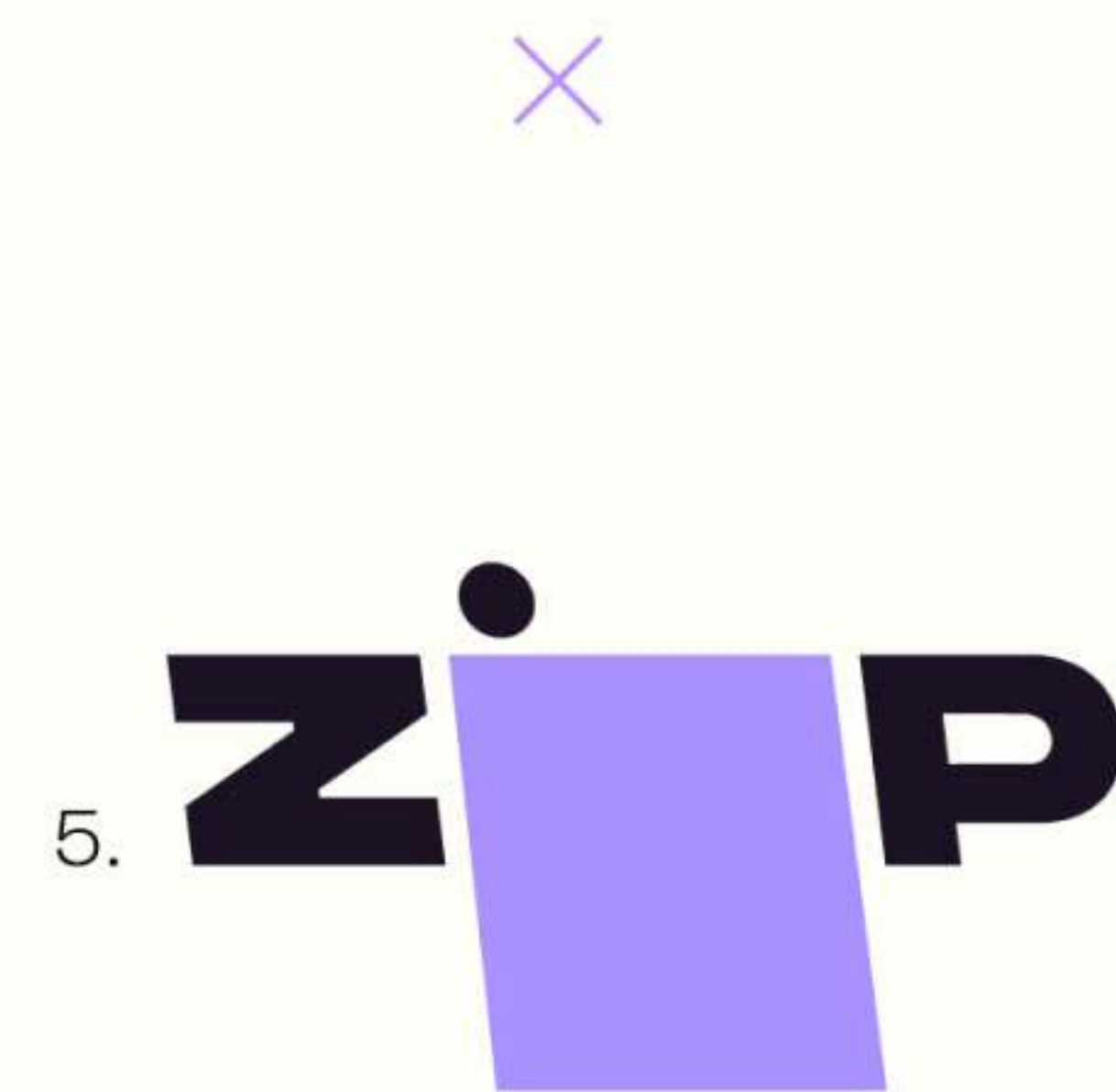
AaBbCcDdEeFfGg  
HhIiJjKkLlMmNn  
OoPpQqRrSsTtUuV  
vWwXxYyZz

? ! % & ¢ « § ( :  
\$1,234,567,890

AaBbCcDdEeFfGg  
HhIiJjKkLlMmNn  
OoPpQqRrSsTtUu  
VvWwXxYyZz

## Logo & Icon misuse

1. Do not stretch the logo.
2. Do not rotate the logo.
3. Only use designated colours and colour combinations.
4. Do not skew the logo.
5. Do not unevenly extend the pocket.
6. Do not break the -7 degree angle.
7. Use only the type setting techniques and type within these guidelines
8. Do not add effects or shadows to the logo.



**Zip on your  
website**



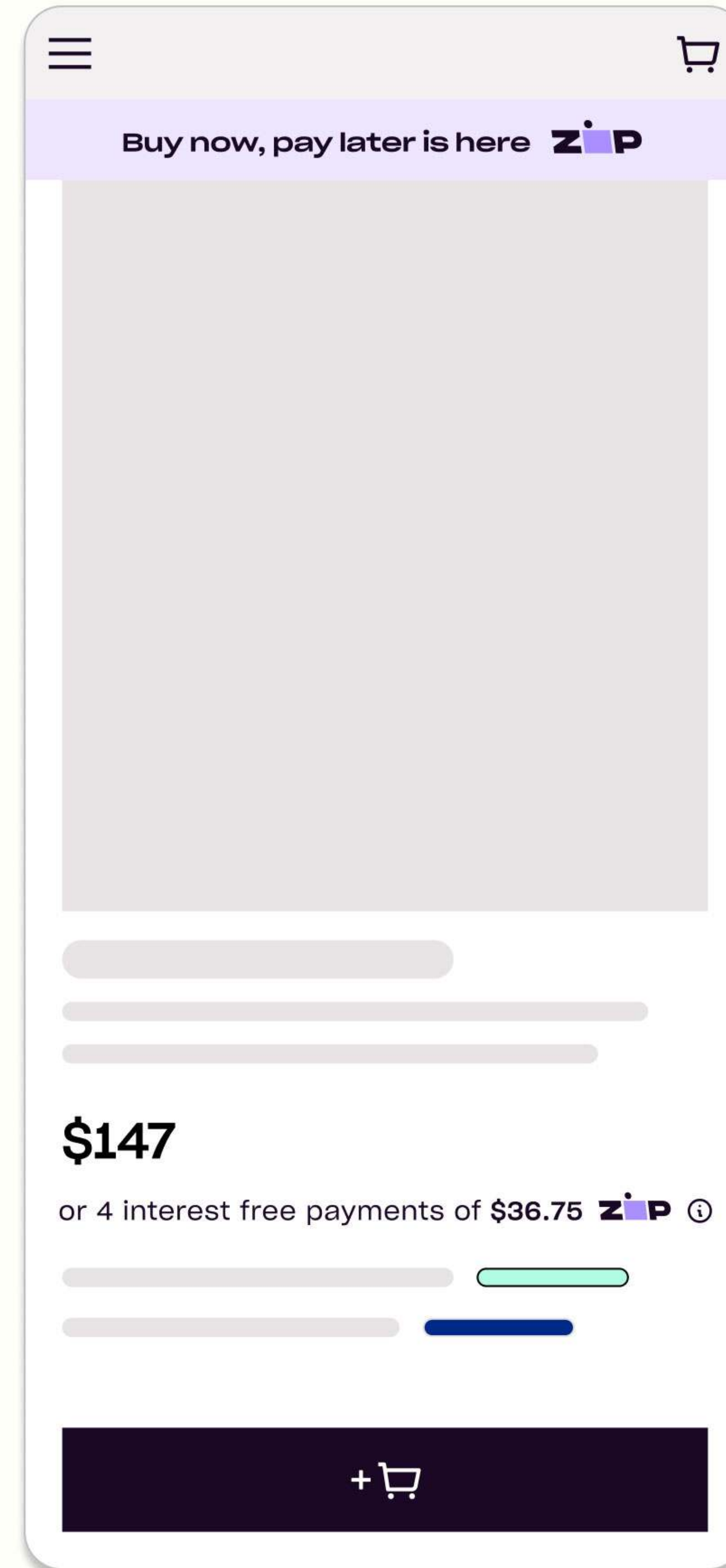
**zip**

# Example of placements on your website

The screenshot shows the Jenni Kayne Home website interface. At the top, a dark purple banner features the text "Buy now, pay later is here" followed by the ZIP logo. Below this is a navigation bar with "jenni kayne" and "jenni kayne home" on the left, a search bar with the placeholder "What can we help you find?", and links for "Interiors", "Blog", "Rewards", "Sign In", and a shopping bag icon on the right. The main header area displays "jenni kayne home" in a serif font, with a secondary navigation menu listing "New", "Best-Sellers", "Furniture", "Home Décor", "Pillows & Throws", "Bed & Bath", "Rugs", "Kitchen & Dining", and "Candles & Apothecary". A promotional banner for "JKH Members get 20% always—and 25% now!" is visible. The main content area features a large image of a bed with a brown headboard and several pillows. Overlaid on the right side of the image is the text "First Time Ever: 20% Off Furniture" and a detailed description of the Spring Home Event. Two white buttons are positioned at the bottom right of the image: "SHOP THE PACIFIC BED" and "SHOP ALL HOME FURNITURE". At the bottom of the page, three banners are shown: a dark purple one with the ZIP logo, a white one with the ZIP logo, and a light purple one with the ZIP logo.

# Zip on product description page

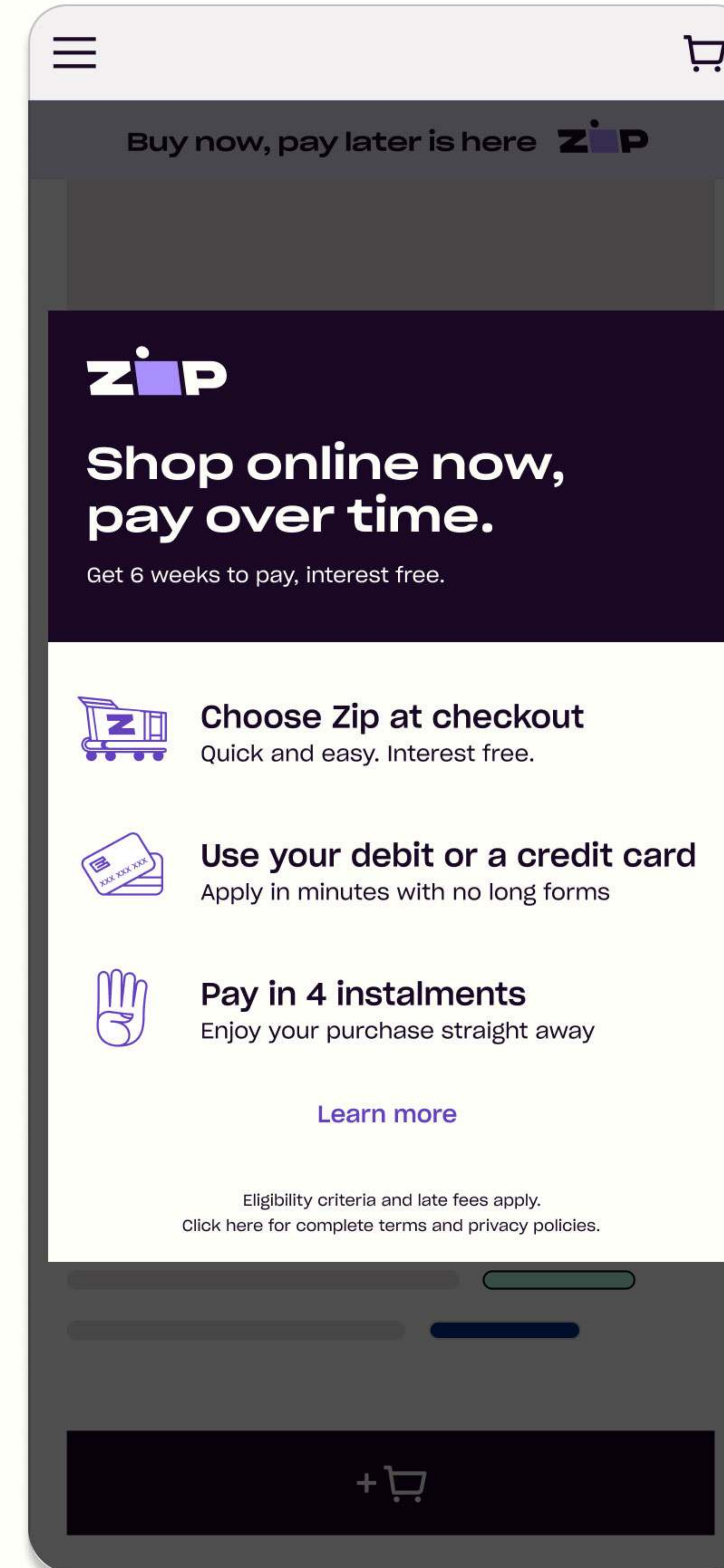
One-Line widget



# Information modal

An informational modal box is triggered when a user clicks the Zip information icon on a merchant partner's website.

This modal provides additional information about how Zip works at key moments in the customer journey, encouraging customers to make an informed choice at checkout.



# Zip in cart

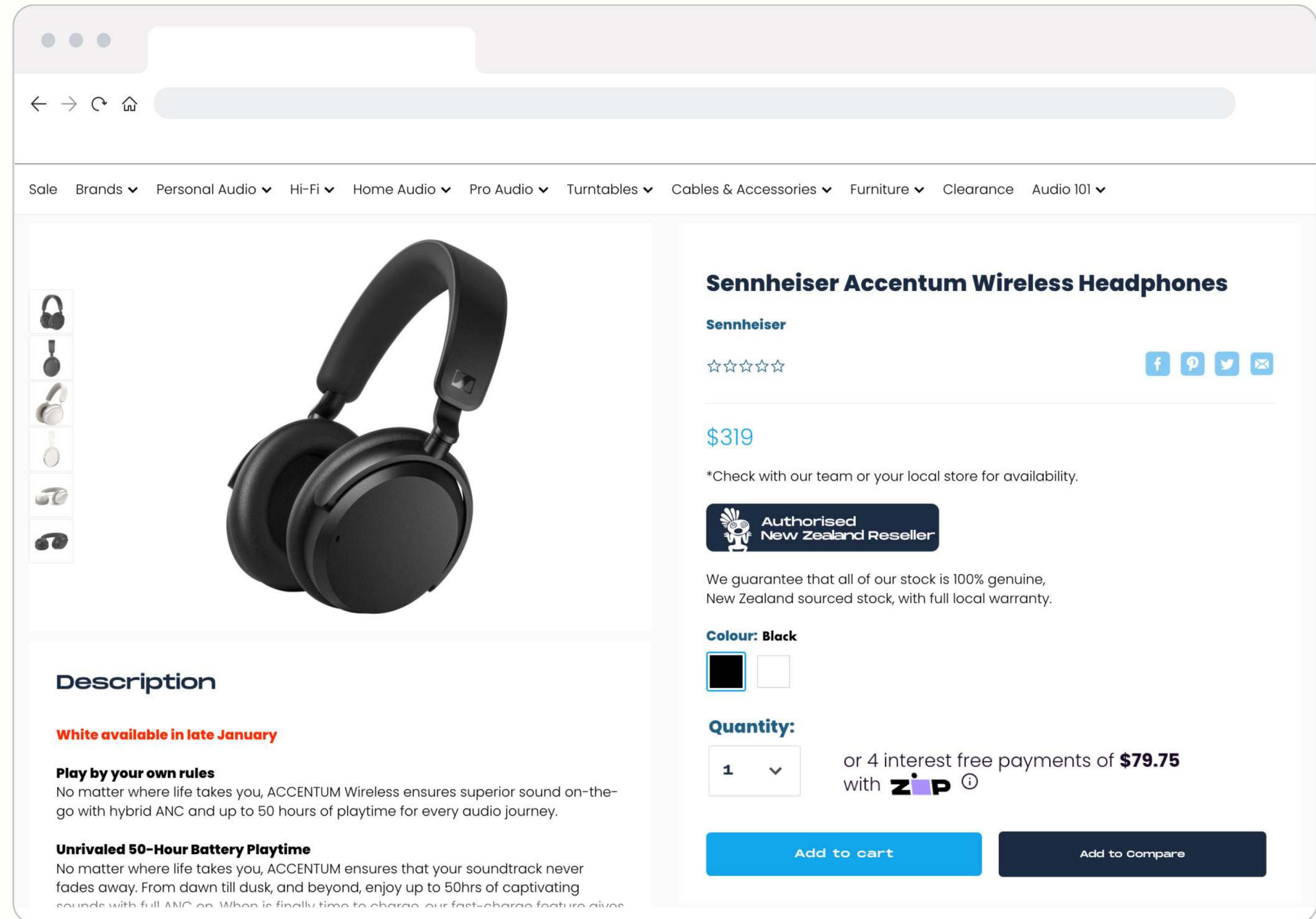
The Zip widget informs customers what Zip is and how to use it.

The Zip widget must contain explanatory text, the Zip installment price, the Zip logo, and the link to the Zip informational modal.

Place the widget directly under the subtotal to optimize adoption and performance.

or 4 interest free payments of **\$36.75** **ZIP** ⓘ

\*Black and white logos are also available upon request.



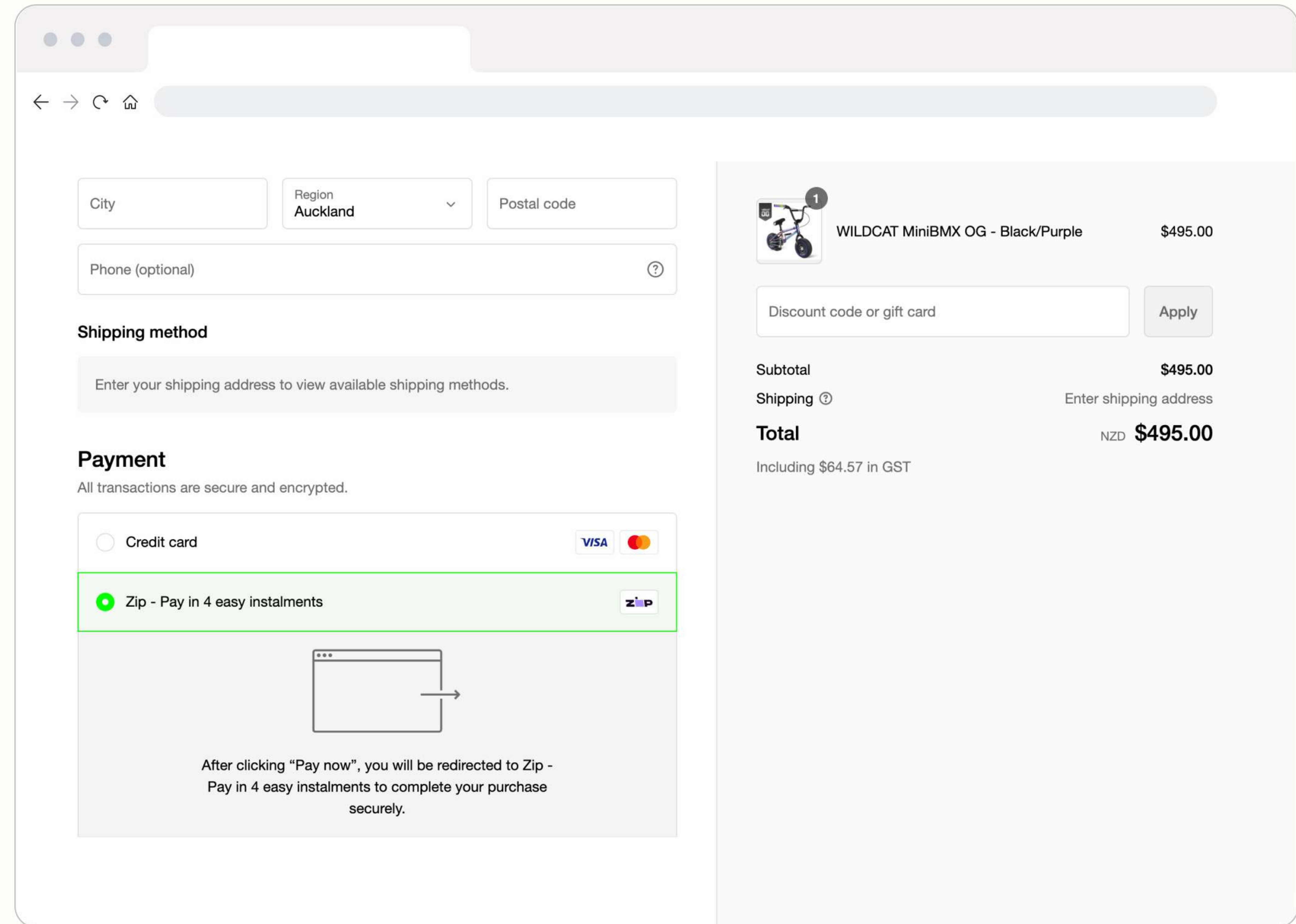
# Zip at checkout

Place the Zip widget as a highly visible payment option.

This will inform shoppers that they have the option to purchase via 4 simple instalments.



\*Black and white logos are also available upon request.



**Thank you!**

**ziP**