

Merchant Brand guidelines

Logo & Tagline

DIGITAL

Lockup options

Here are some design options of the Zip logo and tagline. These are a best practice guide to how it should be placed in digital display ads and social by merchants.

Our preferred option would be having the logo and tagline on solid white or black background colour, cantered at the bottom of the layout.

Digital display banner - Solid background colour
LARGE MREC BANNER

Logo and tagline should not be smaller than 42px tall



Lockup options

When placed on full bleed image use one of the logo sticker options. The smaller sticker must be placed in the bottom right corner.

Digital display banner - Full bleed image
LARGE MREC BANNER

The logo and tagline strip banner and sticker should not be smaller than 41px tall



Lockup options

When placed on a bright full bleed image use one of the darker lockup options.

Digital display banner - Full bleed image
LARGE MREC BANNER

The logo and tagline strip banner and sticker should not be smaller than 41px tall



Digital display banner - Full bleed image
MREC BANNER

Lockup options

When placed on full bleed image use one of the logo sticker options.



The logo and tagline sticker should not be smaller than 41px tall

The logo and tagline strip banner should not be smaller than 35px tall

Lockup options

Preferrably use the lockup on a white or black solid background colour.

For full bleed image, use one of the sticker lockups.

Digital display banner
SKYSCRAPER BANNERS

Logo and tagline should not be smaller than 41px tall



The logo and tagline strip banner should not be smaller than 38px tall

Lockup options

Preferrably use the lockup on a white or black solid background colour.

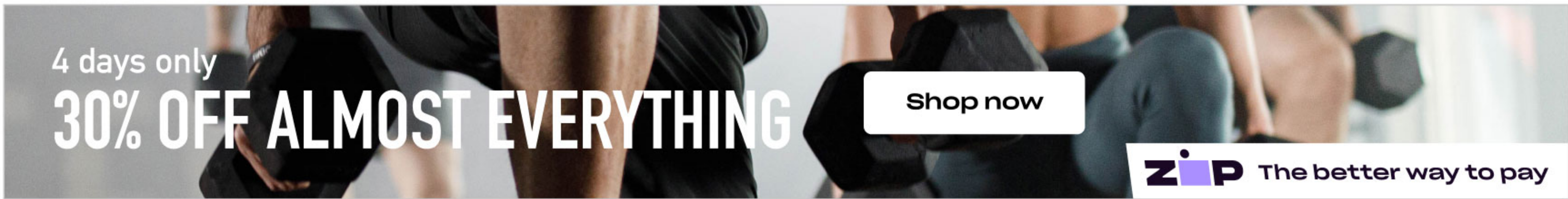
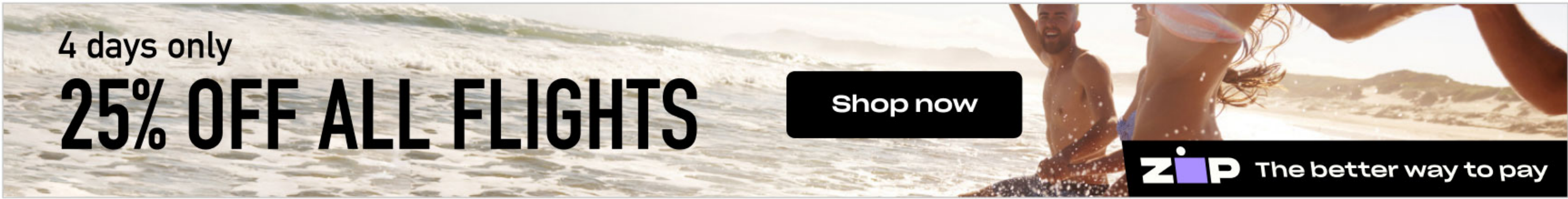
For full bleed image, use one of the sticker lockups.

Digital display banner

LEADERBOARD BANNERS



↑ The logo and tagline lockup should not be smaller than 46px tall
↓



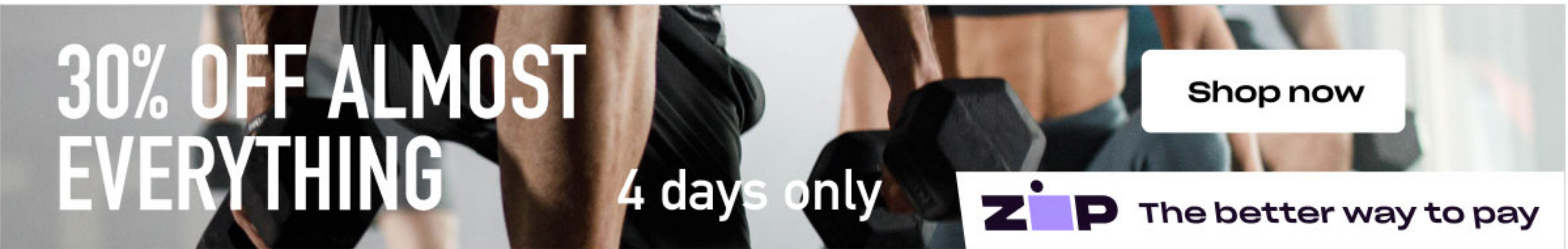
↑ The logo and tagline strip banner should not be smaller than 28px tall
↓

Digital display banner
MOBILE BANNERS

Lockup options

Preferably use the lockup on a white or black solid background colour.

For full bleed image, use one of the sticker lockups.



↑ The logo and tagline strip banner
↓ should not be smaller than 16px tall

Social story and infeed post

Lockup options

Use one of the white stickers on full bleed images that are darker.



↑ The logo and tagline strip banner and sticker should not be smaller than 110px tall
↓

Social story and infeed post

Lockup options

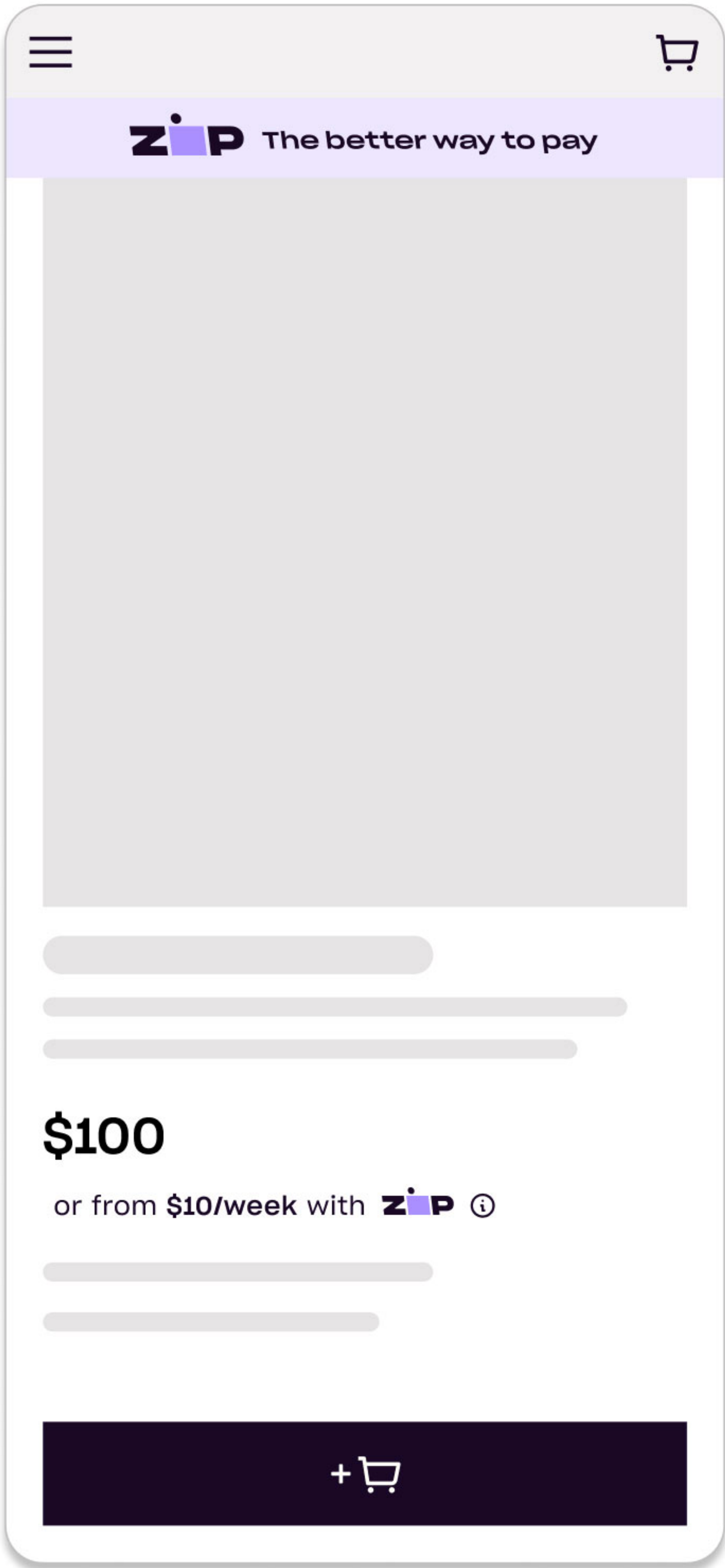
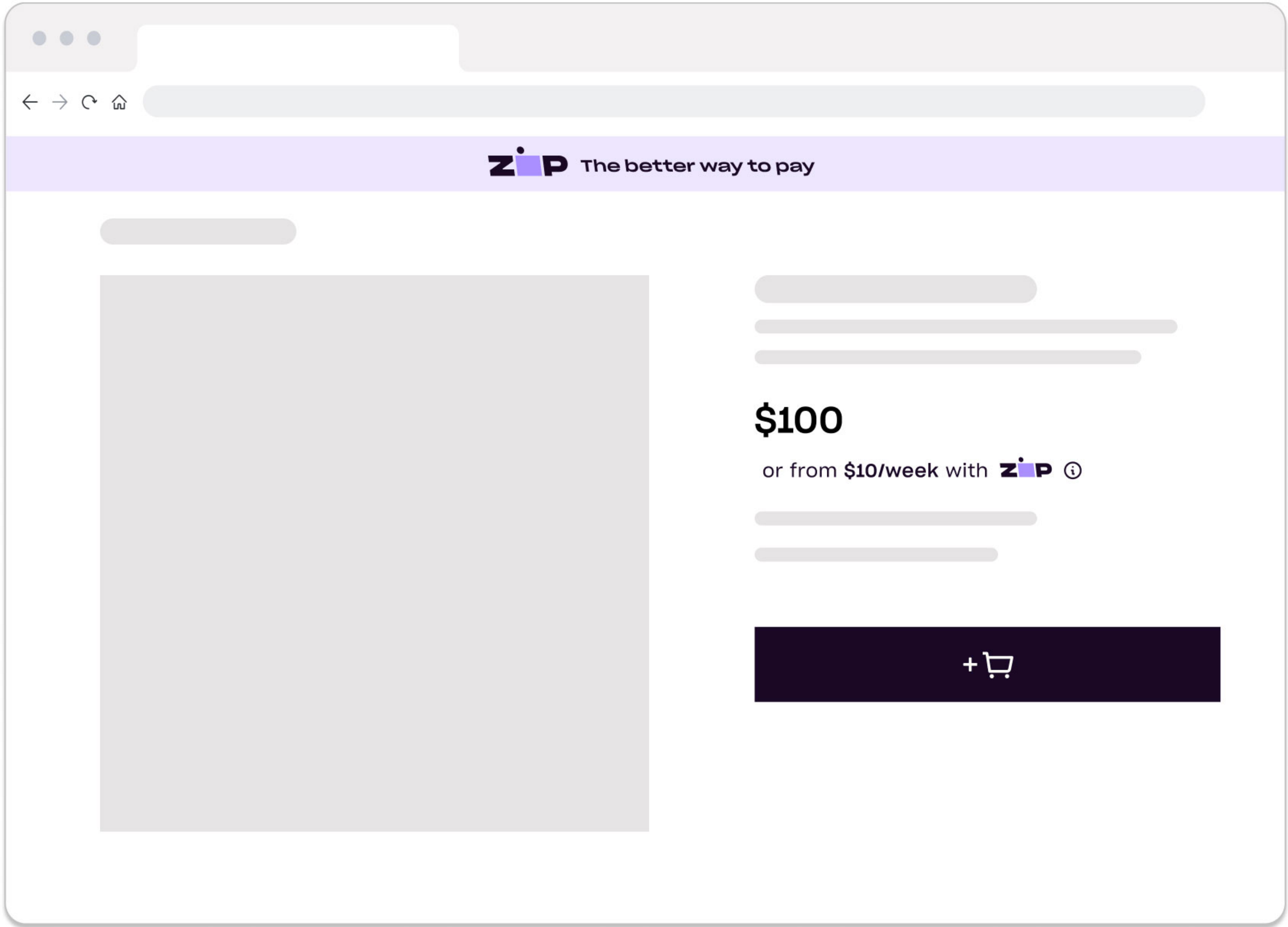
Use one of the dark stickers on full bleed images that has less contrast.



↑ The logo and tagline strip banner and sticker should not be smaller than 110px tall
↓

Topstrip Banner

Let shoppers know what their payment options are as soon as they come to your site.



Don'ts

- 1. Don't scale down the Zip logo lockup and don't place it too close to CTA or sub copy.
- 2. Don't place logo lockup under a headline.
- 3. Don't place lockup on a image background.
- 4. Don't use the lockup on a coloured background other than white or black.
- 5. Don't scale down or manipulate the lockup.

1.



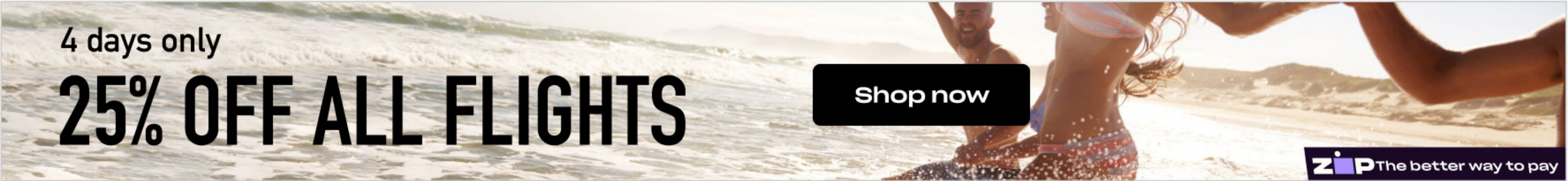
2.



3.



5.



**Thank
you!**

