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The Zebra Logo

The Zebra Logo is more than a symbol and wordmark (defined as a distinctive, text-only treatment of our company name). As the unifying visual element that appears across all our communications, it is our most important visual asset and leverages the equity of our brand while representing future innovation.

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The Zebra Logo

Logo elements

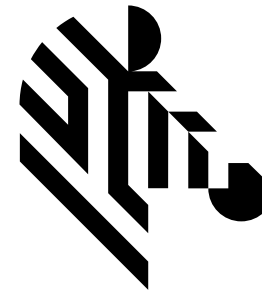
The Zebra Logo is comprised of two elements: the Zebra Head Symbol and Zebra Wordmark. Together, these elements signify our expertise in innovation and in optimizing our customers' front lines.

Because the Logo captures the essence of our end-to-end expertise, consistent use and application can increase the value of our brand over time.

The two elements of our Logo come together in the following way:

- The Head Symbol is a simplified representation constructed from geometric planes that come together at the edges to form the profile of a zebra head
- The Zebra Wordmark is straightforward, bold and set in all caps

Zebra Head Symbol



Wordmark

ZEBRA

Zebra Black

HEX #000000
RGB 0 0 0
CMYK 75 68 67 90
PMS Black

Available downloads

Zebra Logos - [download](#)

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The Zebra Logo

Logo variations

The Zebra Logo may appear in one of only two variations:

The Horizontal Logo

The preferred version, the horizontal Logo is used when layouts are primarily left aligned or when vertical space is at a premium.

The Stacked Logo

Use the stacked Logo when space is limited or when the space calls for a vertical treatment, such as a tall, narrow digital banner.



Top tips

- Use the black version of our Logo for applications where the background is white or light
- Use the white (reverse) version for applications where the background is black or dark
- Ensure sufficient color contrast between the Logo and the background it sits on

Available downloads

Zebra Logos - [download](#)

Horizontal

Black



White



Stacked

Black



White



The Zebra Logo

Clear space

Clear space is the area surrounding the Zebra Logo where nothing else may appear. It must be kept free of text and graphics, and away from the edge of the page.

The sole purpose of clear space is to ensure the Logo stands out wherever it appears. If the Logo is placed too close to graphics or type, its impact and legibility are diminished.



Top tips

- Position text so as to maintain the required clear space around the Logo
- Position headline text so as to maintain the required clear space around the Logo
- Position the Logo as far as possible from another logo
- The clear space represents the minimum distance that any object should be placed from the Zebra Logo. More space is often preferred.

Available downloads

Zebra Logos - [download](#)

Horizontal Logo clear space



X = the height of the ZEBRA Wordmark. This measurement is the clear space around the Zebra Logo.

Stacked Logo clear space



X = the height of the ZEBRA Wordmark. 2x this measurement becomes the minimum clear space around our Stacked Logo.

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The Zebra Logo

Scaling

Care should be taken to ensure clarity and readability of the Zebra Logo at small sizes in all applications.

Follow the guidelines at right for the minimum sizing across different media.

Digital



Print



Favicon



16 x 16 px

Available downloads

Zebra Logos - [download](#)

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The Zebra Logo

Apparel imprinting

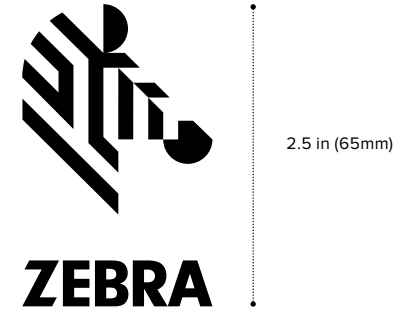
For embroidering or heat transfer printing of the Zebra Logo, refer to the recommended sizes at right.



Top tips

- Always consult with your vendor to determine the ideal size for your application
- Use the version of the Logo that works best in the space available
- Consult guidelines on required clear space

Recommended size



Minimum size



Available downloads

Zebra Logos - [download](#)

North America Company Store - zebra.bamkostoress.com

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Program Logos

Typography for Internal Programs

Use the Proxima Nova typeface (rather than Arial) for internal Zebra program names. “Zebra” can appear in the first or last line of the name.

Left align all letters in the program name; use Proxima Nova regular for “Zebra” and Proxima Nova Bold for all other words.

These guidelines are intended only for new assets and logos. Preexisting logos and assets that do not follow these guidelines do not need to be updated.

If you use a PC and don’t have access to the Proxima Nova font family, contact brand@zebra.com to have a program logo created for you.

Zebra Logo and Typography for External Programs

Include the Logo with your program name, in upper and lower case, when it will be used for audiences other than Zebra employees.

Contact Zebra Brand

For more information about using the Zebra Logo as part of your program name, as well as for approval of your program name design, email - brand@zebra.com

New program logo style

Zebra inZpire

Zebra
Solutions Pathway

Zebra Logo and Typography



Customer Reference Program
Sharing Our Success Stories

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The Zebra Logo

Situations to avoid

Do not violate the clear space guidelines by positioning typography or other graphic elements too close to the Zebra Logo

Do not use the Head Symbol or Wordmark as standalone elements

Do not use the Logo, Head Symbol, Wordmark, Tagline or any phrase that includes “Zebra” on a writing instrument

Do not use a color other than black or white for the Logo

Do not pair the Logo with another logo in a lockup, with or without a vertical line unless approved by the brand team

Do not pair the Logo with text in either the Proxima Nova or Arial typefaces

Do not use the Head Symbol or Wordmark within text

Do not apply the Logo to color backgrounds that lack sufficient contrast

Do not stretch or distort the Logo in any way

Do not apply graphic effects to the Logo, such as shadows, overlays, etc.

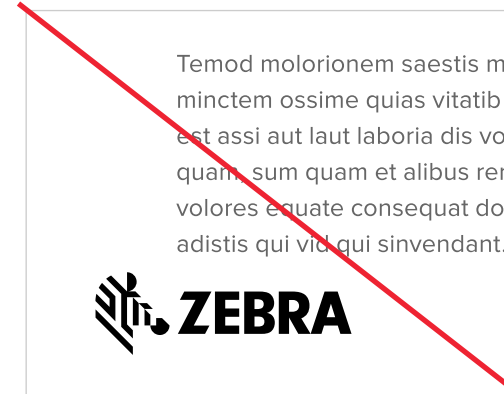
Do not adjust or modify the elements of the Logo

Do not change the relationship of the Logo’s elements

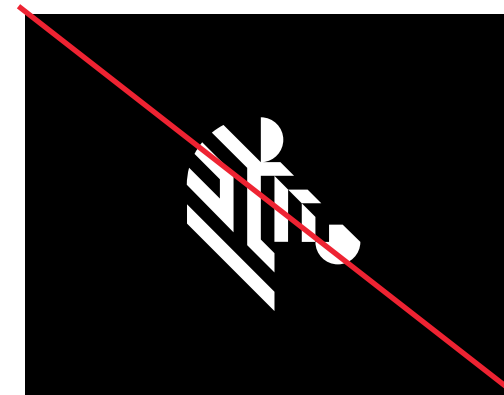
Do not place the Logo at an angle or vertically on its side

Available downloads

Zebra Logos - [download](#)



Do not allow typography or other graphic elements to invade the Logo



Do not use the Head Symbol or the Zebra Wordmark as a standalone element



Do not use the Logo, Head Symbol, Wordmark, Tagline or any phrase that includes “Zebra” on a writing instrument

The Zebra Logo

Situations to avoid, continued



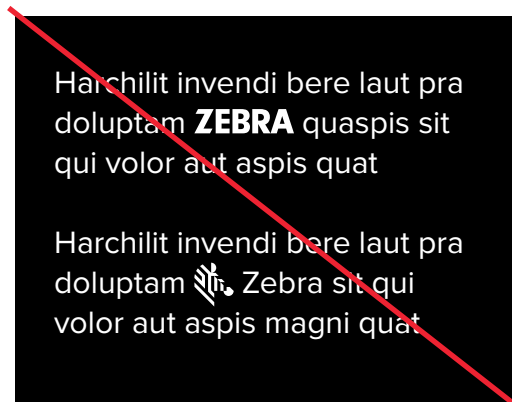
Do not use a color other than black or white for the Zebra Logo



Do not pair the Logo with another logo in a lockup, with or without a vertical line unless approved by the brand team



Do not pair the Logo with text in either the Proxima Nova or Arial typefaces



Do not use the Zebra Head Symbol or the Zebra Wordmark within text



Do not apply the Logo to color backgrounds that lack sufficient contrast



Do not stretch or distort the Logo in any way

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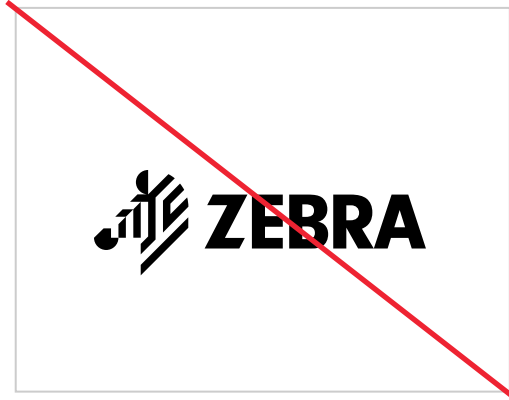
Contact

The Zebra Logo

Situations to avoid, continued



Do not apply graphic effects to the Logo, such as shadows, gradients, overlays, etc.



Do not adjust or modify the elements of the Logo



Do not change the relationship of the Logo's elements



Do not place the Logo at an angle or vertically on its side