

**zingfit®**

**Branding Requirements**

Marh 2019

## The zingfit® logo

The logo in blue, can be used with the dot color variation: green, purple and blue.



The zingfit® logo can also be used in solid white when necessary, e.g. solid colors, photos, etc.



There are also solid color (black and blue versions) that can be used where these color variations would be more suitable.



All black version

All blue version

Put a safety area around the logo using the "z" as the measurement.



## Fonts

**Main font:** HK Grotesk is the main family font. Always use this font in zingfit® materials.

**Secondary:** Where HK Grotesk is not available, e.g. emails, PowerPoint, etc., please use Verdana.

## Brand colors and color gradients

### Main colors



### Complementary colors



## Don'ts

**About the Colors:** Don't change the color of the logo to non-approved colors, do not combine a color logo with a different "color dot".

**Logo Structure:** Don't outline the logo, don't use it at an angle, nor distorted, stretched, etc.

## Trademark Requirements

When representing zingfit® in any communications, things can get confusing regarding zingfit's marks, if they are not consistently communicated to the public and/or End Users of either the zingfit® system or the API. Thus, we have created these Trademark Requirements, which must be followed by Clients, API Users and any other Persons who have a contractual relationship with zingfit®.

### Logo+Tagline Trademark Usage

Use these versions when you need to include the tagline with the Trademark on the logo. Use the logo lockup provided - do not recreate it.



Please see our Glossary for definitions of any capitalized words contained herein, which are incorporated into these Trademark Requirements.

**The Glossary can be found here:**

<https://zingfit.com/legal-docs/glossary-terms/>

## How to refer to zingfit®

Whenever writing about zingfit® - whether online or in print in any fashion - always refer to us as zingfit®, using lowercase for each letter. Here are examples of correct and incorrect usage:

**Correct usage:** zingfit®

**Incorrect usage:** ZINGFIT, ZingFit, Zingfit, zingFit or any other combination of letters.

## Clients and API Users: Where to display the zingfit<sup>®</sup> name

### API Users:

If you are an API User, then your application must display with the zingfit<sup>®</sup> Logo or the Tagline "powered by zingfit" (as instructed below).

1. so that the Logo and/or Tagline are of sufficient size and contrast to be clearly visible on every page or screen the API data has a presence (whether on the Internet, an application or a hardware installation designed to access or pull information from the API or the zingfit<sup>®</sup> System such as kiosk), and
2. placement of the zingfit<sup>®</sup> Logo and/or Tagline must appear in the view port of where an End User would make a Reservation, and
3. the Logo and/or Tagline must contain an active link to [www.zingfit.com](http://www.zingfit.com) (e.g., so that when a user clicks on the logo they are directed to [www.zingfit.com](http://www.zingfit.com)).

### Clients:

If you are a Client, then your website and/or your application must display the zingfit<sup>®</sup> Logo and/or Tagline (as instructed below):

1. so that the logo is clearly visible on each of the zingfit<sup>®</sup> Scheduling Pages and on each screen of any hardware installation that accesses or pulls data from the zingfit<sup>®</sup> System or API, such as a kiosk, and
2. placement of the zingfit<sup>®</sup> logo must appear in the view port of where an End User would make a Reservation, and
3. the logo must contain an active link to [www.zingfit.com](http://www.zingfit.com) (e.g., so that when a user clicks on the logo they are directed to [www.zingfit.com](http://www.zingfit.com)).

## Other Contractual Parties

If you are a Party to another agreement with zingfit<sup>®</sup>, then Your application must display the zingfit<sup>®</sup> Logo and or Tagline (as provided below for you to download):

1. so that it is clearly visible on every webpage or screen (as well as any hardware installation such as a kiosk) that accesses or pulls data from the zingfit<sup>®</sup> System or API, and
2. placement of the zingfit<sup>®</sup> Logo and or Tagline must appear in the view port of where an End User would make a Reservation, and
3. the logo must contain an active link to [www.zingfit.com](http://www.zingfit.com).

## Logo Files

**The zingfit<sup>®</sup> logo can be found here:**

<https://drive.google.com/open?id=1x9TtXgQ6dOHU2gohPfGNTM6dSNxzWHyi>