



zingFIT[®]

Branding Requirements
November 9, 2017

The zingFit® Logo & Wordmark

Download the logo here:

https://drive.google.com/open?id=1QxLvGpYQPWXJFh6xn8uUtJ_FrCGq35H7

Original dark blue logo, Hex Code: #0c3656



The zingFit® logo can be used in solid white (transparent PNG file) on a solid color background.



The zingFit® logo can be used in solid white (transparent PNG file) on a photographic background.



New teal version of logo, Hex Code: #57bbb0



Alternative acceptable color for logo, Hex Code: #a6a6a6



Please: Never use a color logo on a photo or solid color background. Never use a vignette logo. Never stretch the logo.

zingFit® In Text Format

In body copy and text-based formats, the **zingFit®** name must always be written with a lowercase "z" and an uppercase "F", and the registered trademark symbol must always be displayed, at least in the first instance on the page.

Never write any of the following:

zingfit
Zingfit
ZingFit
ZINGFIT
ZINGfit
zingFIT

zing Fit
zing fit
Zing fit
Zing Fit
ZING FIT
ZING fit
zing Fit

Brand Colors

Original colors



#04978



#02739

New background colors



#57BBB0



#404040



#1082BC



#7F7F7F



#DB5320



#A6A6A6



#E99723



#BFBFBF

Fonts

We use **Avenir Next** Regular and Bold for documents, typography in social media posts and printed materials. We use **Montserrat** on our current website

Branding Requirements for zingFit® Marks ("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® as they are crucial to the branding and goodwill of zingFit®.

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: <http://www.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 except for the "F" which is capitalized. 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® Name

API Users:

If you are an API User, then Your application must display the zingFit® logo (as instructed below):

1. so that the logo is 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® System such as kiosk), and
2. placement of the zingFit® 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 (e.g., so that when a user clicks on the logo they are directed to www.zingFit.com).

Clients:

If you are a Client, then your website and/or your application must display the zingFit® logo (as instructed below):

1. so that the logo is clearly visible on each of the zingFit® Scheduling Pages and on each screen of any hardware installation that accesses or pulls data from the zingFit System or API, such as a kiosk, and
2. placement of the zingFit® 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 (e.g., so that when a user clicks on the logo they are directed to www.zingFit.com).

Other Contractual Parties:

If you are a Party to another agreement with zingFit®, then Your application must display the zingFit® logo (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 System or API, and
2. placement of the zingFit® 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.

Logo Options

The zingFit® logo can be found here:

https://drive.google.com/open?id=1OxLvGpYQPWXJFh6xn8uUtJ_FrCGq35H7