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Balancing the Colors

Brand Colors

Colors give life to the Zebra brand. We use color in a deliberate manner to express our brand essence and to support or emphasize key messages across our communications.

Included in this palette is our Zebra Blue. Consistent and conscientious use of our signature blue helps us protect this key color and the Zebra brand identity.

In addition to our Zebra Blue, we embrace black and white as two primary colors that evoke a bold, innovative feel with an action-oriented tone to align with our brand and persona. The color palette is simple, reflecting our straightforward and focused positioning.

Primary Color Palette

Our primary colors not only differentiate Zebra but are memorable and distinct. The tints of Zebra Blue are reserved for graphic accents and to add structure and hierarchy to tables.

Use Zebra Blue as an accent color to contrast the black and white primary colors and add visual interest to Zebra materials. Zebra Blue is used for text on black backgrounds, for graphic shapes (including the angled graphic element when we use blue instead of a gradient), tables and infographic graphic elements.

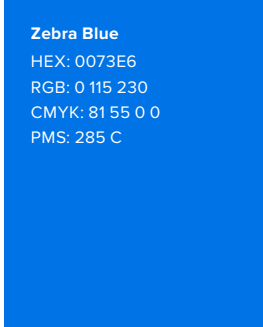
Use only the Zebra Blue for typography and graphics in print applications. You may use it for text on black or white backgrounds, as well as for tables, graphic shapes (including the angled graphic element when using blue instead of a gradient) and infographic graphic elements.

Zebra Rich Black

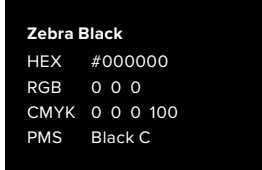
Zebra Rich Black is recommended for printing large areas of black, such as front covers, posters and infographics. For small details including text and rules, Plain Black is recommended. You will use Plain Black most of the time.

Available downloads

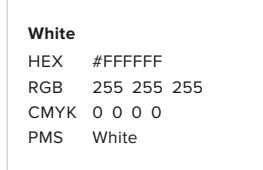
Adobe color swatches - [download](#)
Sketch color swatches - [download](#)



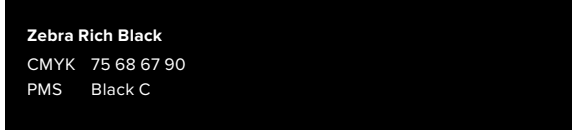
Zebra Blue
HEX: 0073E6
RGB: 0 115 230
CMYK: 81 55 0 0
PMS: 285 C



Zebra Black
HEX #000000
RGB 0 0 0
CMYK 0 0 0 100
PMS Black C




White
HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0
PMS White




Zebra Rich Black
CMYK 75 68 67 90
PMS Black C

Zebra Approved Grays



Zebra Black: 80%	Zebra Black: 60%	Zebra Black: 40%	Zebra Black: 20%	Zebra Black: 10%
HEX #333333	HEX #666666	HEX #999999	HEX #CCCCCC	HEX #EEEEEE
RGB 51 51 51	RGB 102 102 102	RGB 153 153 153	RGB 204 204 204	RGB 238 238 238
CMYK 69 63 62 58	CMYK 60 51 51 20	CMYK 43 35 36 1	CMYK 19 15 16 0	CMYK 9 6 7 0
PMS Black	PMS Black	PMS Black	PMS Black	PMS Black

Zebra Approved Blue Tints



Zebra Blue: 60%	Zebra Blue: 40%	Zebra Blue: 20%
HEX#66ABF0	HEX# 99C7F5	HEX# CCE3FA
RGB: 102 171 240	RGB: 153 199 245	RGB: 204 227 250
CMYK: 55 23 0 0	CMYK: 36 12 0 0	CMYK: 18 4 0 0
PMS: 284 C	PMS: 291 C	PMS: 2707 C

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Complementary Colors and Tints

Zebra Purple, Zebra Green and Zebra Yellow

Our complementary color palette was developed to add supplementary visual interest when designing tables, charts, icons, illustrations and infographics only.

The three complementary color families include dark, medium and light tints, which complement each other and can provide varying levels of contrast for subtlety or emphasis.

Please see examples and further information on each color family on the following pages.

Top tips:

- In addition to the complementary color palette, you may also use the Zebra Blue color family with tables, charts, icons, illustrations and infographics
- For collateral, choose a single color family for each page
- For collateral, you may use a different color family on different pages
- Use the RGB mix or HEX number for digital applications and CMYK specifications for print media
- Use PMS for one-color print applications

Available downloads

Refer to the InDesign Collateral Template and its accompanying ruleset for more information. - [download](#)

Adobe color swatches - [download](#)

Sketch color swatches - [download](#)

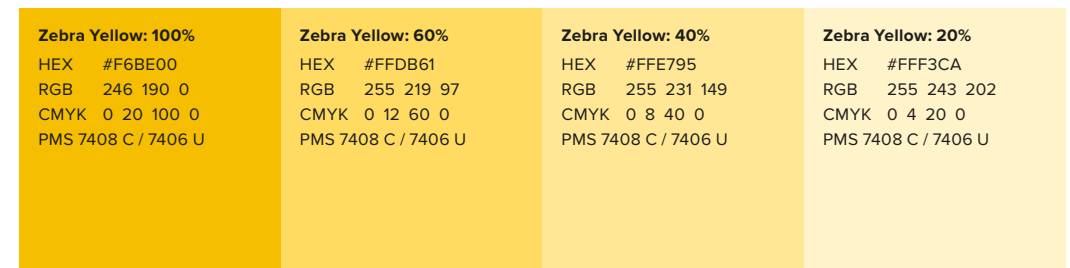
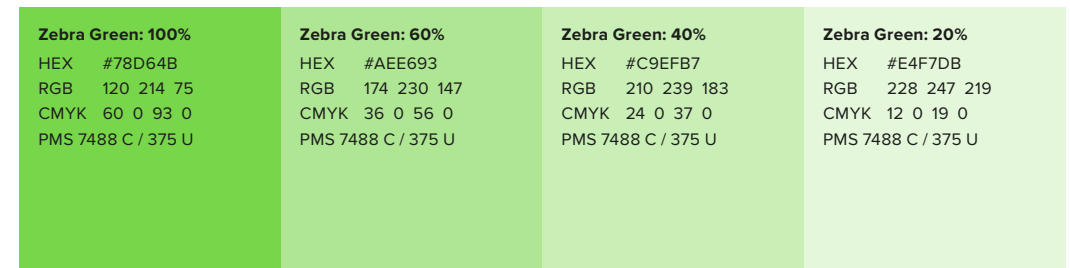
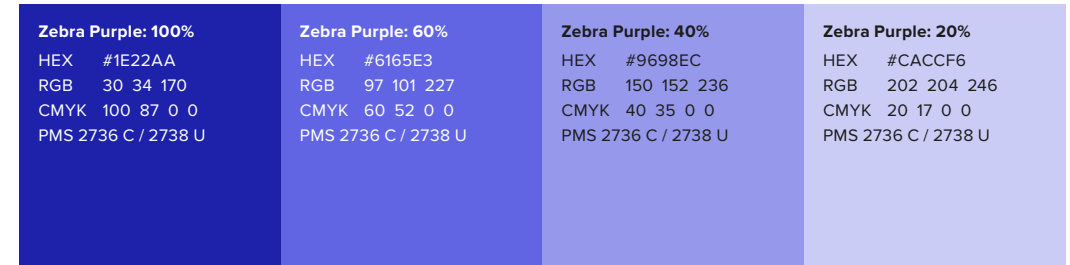


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Complementary Colors and Tints

Examples of usage: Purple

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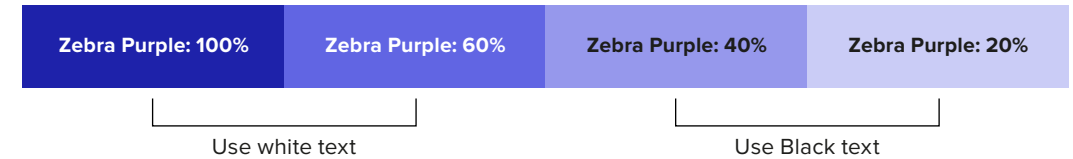
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Available downloads

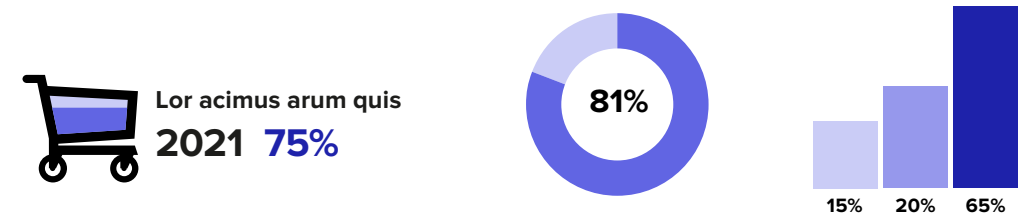
InDesign Collateral Template and Ruleset NALA - [download](#)



InDesign Collateral Template and Ruleset A4 - [download](#)

Text on Purple accessibility guide



Examples of purple use with tables, charts, icons and infographics



Series	Max. Print Widths	Type
Receipt Printers		
	3.1" / 80 mm (KR403™, KR203™, TTP 2000™) 3.1" / 104 mm (TTP 7000™) 8.5" / 216 mm (TTP 8000™)	Embedded
Zebra Kiosk Print Station		
	3.1"/80 mm (KR403; KR203, TTP 2000)	Embedded

Complementary Colors and Tints

Examples of usage: Green

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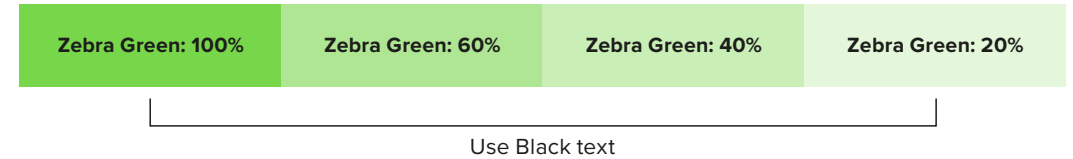
Social Media

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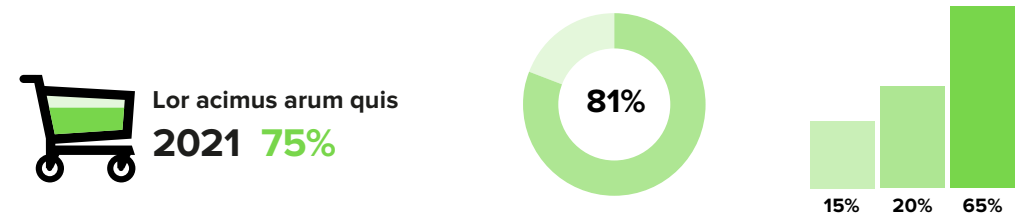
Legal Requirements



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Text on Green accessibility guide



Examples of green use with tables, charts, icons and infographics



Series	Max. Print Widths	Type
Receipt Printers		
	3.1" / 80 mm (KR403™, KR203™, TTP 2000™) 3.1" / 104 mm (TTP 7000™) 8.5" / 216 mm (TTP 8000™)	Embedded
Zebra Kiosk Print Station		
	3.1"/80 mm (KR403; KR203, TTP 2000)	Embedded

Available downloads

InDesign Collateral Template and Ruleset NALA - [download](#)
InDesign Collateral Template and Ruleset A4 - [download](#)

Complementary Colors and Tints

Examples of usage: Yellow

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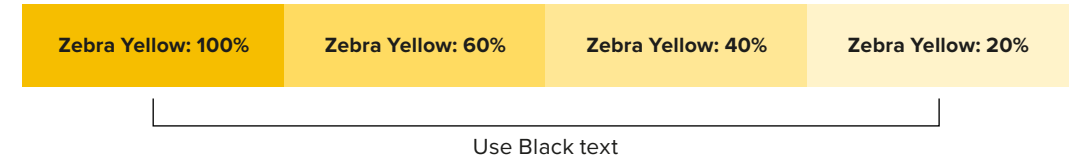
Contact

Available downloads

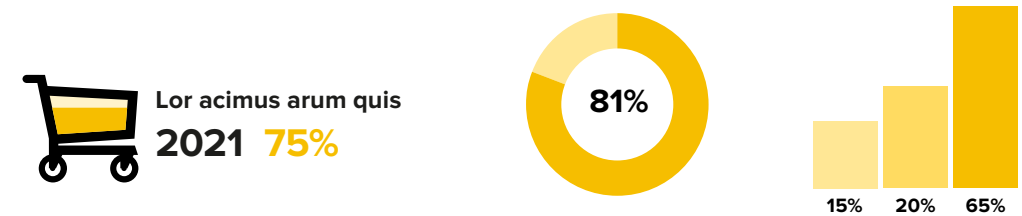
InDesign Collateral Template and Ruleset NALA - [download](#)



InDesign Collateral Template and Ruleset A4 - [download](#)

Text on Yellow accessibility guide



Examples of green use with tables, charts, icons and infographics



Series	Max. Print Widths	Type
Receipt Printers		
	3.1" / 80 mm (KR403™, KR203™, TTP 2000™) 3.1" / 104 mm (TTP 7000™) 8.5" / 216 mm (TTP 8000™)	Embedded
Zebra Kiosk Print Station		
	3.1"/80 mm (KR403; KR203, TTP 2000)	Embedded

Complementary Colors and Tints

Examples of usage: combined colors

Occasionally, you may need to use more than a single color to represent data effectively.

The rules around these use cases vary, whether you are creating a table, a chart or an infographic. Any mix of colors should be applied with caution.

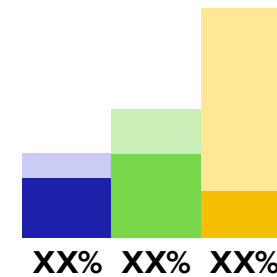
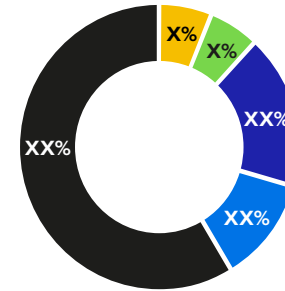
Find more detailed information in the following pages.

Available downloads

InDesign Collateral Template and Ruleset NALA - [download](#)

InDesign Collateral Template and Ruleset A4 - [download](#)

Examples of combined colors use with tables, charts, icons and infographics



Complementary Colors and Tints

Tables

Use only Zebra Blue and its tints for tables in marketing collateral. A single complementary color and its tints can be used in a table within non-collateral (also referred to as “other”) materials.

Tables in Collateral

See the InDesign Collateral Template and Ruleset for samples and information about using tables in collateral. As a general rule, follow these specifications to create a new table:

- Table header row: Zebra Blue
- Subhead row: 60% Zebra Blue
- First body row: 20% Zebra Blue

Line: Use a two-point white line to separate cells, vertically and horizontally

Tables in Other Materials

The PowerPoint sample slides include numerous table examples in Zebra Blue and the complementary colors.







These tables can also be used in applications such as documents, reports and forms, etc.

Use a table from the sample slides or follow the specifications shown at right to create a new table in a complementary color.

Available downloads

InDesign Collateral Template and Ruleset NALA - [download](#)
 InDesign Collateral Template and Ruleset A4 - [download](#)
 PowerPoint sample slides - [download](#)

Sample collateral table with header and subhead rows

100% Zebra Blue	Series	Max. Print Widths	Connectivity	Type	Print Resolution	Max. Print Speed
60% Zebra Blue	Receipt Printers					
20% Zebra Blue		3.1" / 80 mm (KR403", KR203", TTP 2000") 3.1" / 104 mm (TTP 7000") 8.5" / 216 mm (TTP 8000")		Embedded	203 dpi / 300 dpi	6" / 150 mm per second
	Ticket Printers					
		3.1" / 80 mm (TTP 2100")		Embedded, desktop	203 dpi	1 ticket per second or 6" / 150 mm per second
	Zebra Kiosk Print Station (Enclosure can accommodate printers with following features)					
		3.1"/80 mm (KR403; KR203, TTP 2000)		Embedded	203 dpi	6"/150 mm per second

Sample tables for other materials

100% Color	Approach	Dynamic (Zebra)	Approach	Dynamic (Zebra)	Approach	Dynamic (Zebra)
20% Tint	Staging Locations	• 40	Staging Locations	• 40	Staging Locations	• 40
40% Tint	License Plate Numbers (LPNs)	• 200 LPNs • Avg. 5 LPNs per staging location • 1 delivery ≤ 5LPNs (97%)	License Plate Numbers (LPNs)	• 200 LPNs • Avg. 5 LPNs per staging location • 1 delivery ≤ 5LPNs (97%)	License Plate Numbers (LPNs)	• 200 LPNs • Avg. 5 LPNs per staging location • 1 delivery ≤ 5LPNs (97%)
20% Tint	Peak Usage	• 100 Deliveries	Peak Usage	• 100 Deliveries	Peak Usage	• 100 Deliveries
40% Tint	Dimensions	• Staging area — 4,665 ft2 • Aux — 5,456 ft2 • Total — 10,121 ft2	Dimensions	• Staging area — 4,665 ft2 • Aux — 5,456 ft2 • Total — 10,121 ft2	Dimensions	• Staging area — 4,665 ft2 • Aux — 5,456 ft2 • Total — 10,121 ft2

Complementary Colors and Tints

Charts, illustrations and infographics

Charts in collateral may only use a single color and its tints.

Charts and illustrations in non-collateral materials, such as PowerPoint, however, may include multiple colors and their tints.

Special Cases

Infographics offer engaging and effective ways to present data and other complex information.

To ensure we protect the Zebra brand identity for clarity, we allow for the following special use cases:

- To differentiate infographic typography and graphic elements, you may use black, tints of black, white, Zebra Blue or tints of Zebra Blue
- However, when designing icons or charts within an infographic, you may only use a single complementary color (Zebra Blue, Purple, Green or Yellow).

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Donnez aux conseillers de vente les moyens exclusifs d'améliorer l'expérience d'achat de leurs clients

Aujourd'hui, les clients connectés ont de plus en plus de choix. Pour améliorer leur expérience d'achat, offrez-leur une valeur unique qu'ils ne trouveront pas sur leur téléphone mobile.

60% Créer de la valeur, grâce à la connexion des conseillers de vente

Plus de la moitié des clients estime que les conseillers de vente équipés de terminaux mobiles pour assister leurs clients améliorent leur expérience d'achat.

Transformer le rôle du conseiller de vente, grâce à la technologie mobile

Grâce à la technologie mobile, les conseillers de vente peuvent accéder à des informations, exclusives de l'enseigne, et proposer des recommandations utiles, augmentant ainsi les ventes et les performances du magasin.

Quel est l'impact de cette transformation sur les performances du magasin ?

En transformant le rôle du conseiller de vente, vous influencez de quatre manières sur l'activité ou commerce et de la distribution.

- 1 Amélioration de l'expérience de la marque. Achats plus rapides et plus faciles.
- 2 Personnalisation. Accès aux préférences du consommateur.
- 3 Options de traitement. Tous les articles sont disponibles, quels que soient le moment et l'emplacement.
- 4 Efficacité optimale en magasin. Ventes et inventaires en magasin plus efficaces.

TÉLÉCHARGER LE-BOOK

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Infographic with no chart

ZEBRA CAPTURE YOUR EDGE

Uma janela para o futuro do varejo

Como satisfazer clientes cada dia mais exigentes? As novas tecnologias são a grande aposta dos varejistas.

Atualmente, os consumidores brasileiros já esperam uma experiência de compra aprimorada

Quais investimentos em tecnologia os varejistas planejam fazer até 2021?

3 principais tendências

- 1 Agir na área de vendas
- 2 Simplificar a jornada de compra
- 3 Transformar o gerenciamento de inventário

87% com dispositivos móveis no PDV que possam ler e aceitar pagamentos sem qualquer tipo de taxa, reduzindo os custos e aumentando a satisfação do cliente.

78% com dispositivos de pagamento sem contato que permitem ao consumidor pagar sem precisar se aproximar do caixa.

86% através de computadores portáteis com scanners que leem códigos de barras e monitoram os preços e a disponibilidade de produtos.

72% através de computadores portáteis com scanners que permitem ao consumidor pagar sem precisar se aproximar do caixa.

70% planejam implementar o uso de dispositivos de RFID em cada produto à venda.

10% de aumento nos custos de inventário através de métodos de detecção de falta e excesso de estoque.

Uma loja conectada atrai o consumidor conectado

Está na hora de investir em tecnologia para otimizar toda essa experiência de compra que faz o consumidor voltar e recomendar sua loja para outros pessoas.

Trabalhe com a ZEBRA, líder de mercado em soluções de tecnologia estratégicas e inovadoras, e continue a preparar sua loja para o varejo do amanhã, hoje.

Uma loja conectada atrai o consumidor conectado

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Infographic with icons

Complementary Colors and Tints

Situations to avoid

Like all elements of our visual identity, our complementary color palette must be used consistently to ensure a clear connection to the rest of our system.

Top tips:

Do not use complementary colors for backgrounds, text, text boxes, angled graphic elements or design elements

Do not use the complementary colors in primary applications

Do not use the complementary palette as a large solid background color

Do not use a complementary color for typography in any marketing or corporate materials. Exceptions are made only for infographics and data representation.

Do not create a complementary color gradient

Do not use a complementary color for an angled graphic element

Do not apply more than one complementary color to a collateral page or infographic

Do not use complementary colors for tables in collateral

Do not use more than one complementary color for charts in a page layout

Do not create your own color icons for infographics

See examples of these situations to avoid on the following pages.



Do not use complementary colors for backgrounds, text, text boxes, angled graphic elements or design elements

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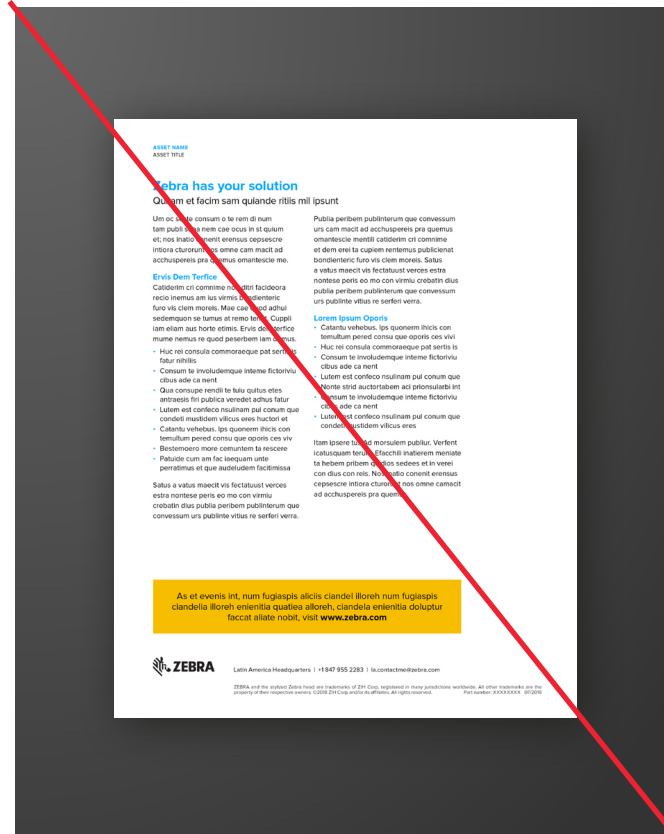
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Complementary Colors and Tints

Situations to avoid, continued



Do not use the complementary colors in primary applications



Do not use the complementary palette as a large solid background color

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Complementary Colors and Tints

Situations to avoid, continued



Do not use a complementary color for typography in any marketing or corporate materials. Exceptions are made only for infographics and data representation



Do not create a complementary color gradient

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Situations to avoid, continued



Do not use a complementary color for an angled graphic element



Do not apply more than one complementary color to a collateral page or infographic

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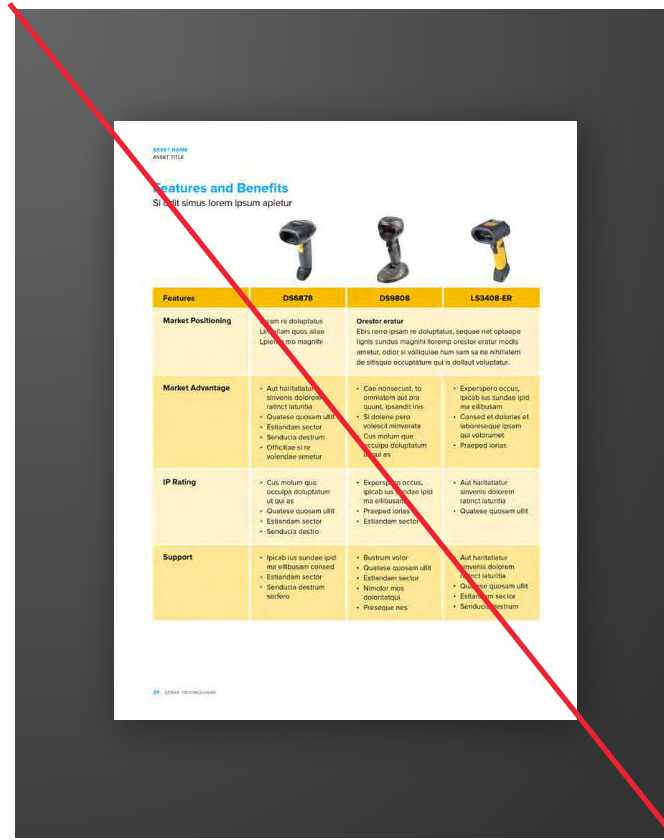
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Complementary Colors and Tints

Situations to avoid, continued



Do not use complementary colors for tables in collateral



Do not use more than one complementary color for charts in a page layout

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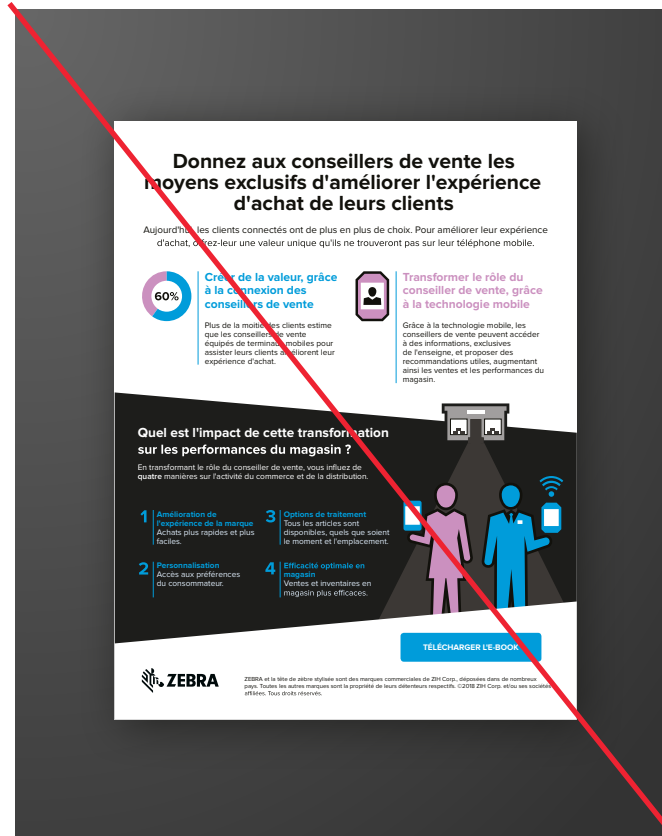
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Complementary Colors and Tints

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Do not create your own color icons for infographics

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Zebra Gradient

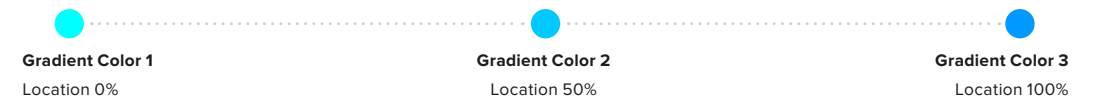
Our black and white primary colors are accented by a vibrant gradient spectrum, which gives the system dimension and emphasizes that we are a digitally native brand, delivering guidance in real time.

The Zebra Gradient, a special mixture of three colors, is reserved for use only in angled graphic elements.

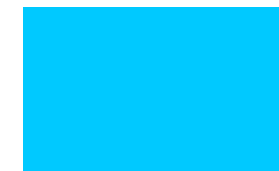
Top tips:

- The correct application of the gradient is linear: left to right or right to left, with the lightest blue aligning to the vertical Edge
- To replicate the gradient accurately, use the proprietary breakdown shown
- The Zebra Gradient colors are reserved for the gradient only

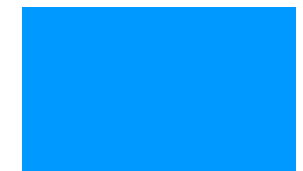
How to construct the Zebra Gradient



Gradient Color 1
HEX #00FFFF
RGB 0 255 255
CMYK 65 0 18 0



Gradient Color 2
HEX #00C9FF
RGB 0 201 255
CMYK 75 0 0 0



Gradient Color 3
HEX #0099FF
RGB 0 153 255
CMYK 78 30 0 0

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Zebra Gradient

Situations to avoid

The gradient should draw the eye to an area of focus without throwing off the balance of the page.

Top tips:

Do not overuse the gradient so that it overpowers an image

Do not use more than a single gradient treatment per page

Do not use the gradient treatment for a design element other than an angled graphic element being used to define a vertical Edge

Do not position copy or graphics over an angled graphic element with the gradient

Do not run the gradient top to bottom or bottom to top; the gradient is designed to run in a linear fashion

See examples of these situations to avoid on the following pages.



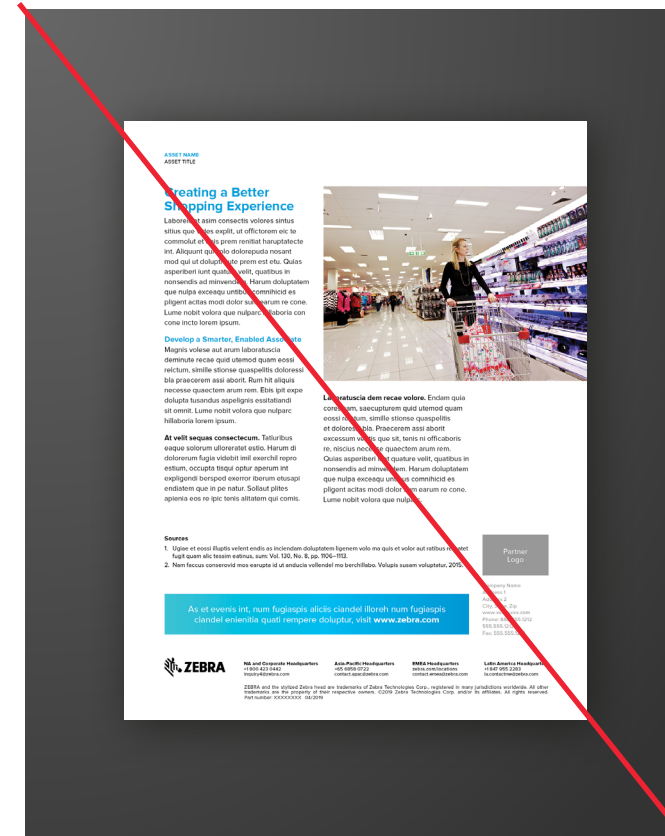
Do not overuse the gradient so that it overpowers an image

Zebra Gradient

Situations to avoid, continued



Do not use more than a single gradient treatment per page



Do not use the gradient treatment for a design element other than an angled graphic element being used to define a vertical Edge

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Zebra Gradient

Situations to avoid, continued



Do not position copy or the Zebra Logo over an angled graphic element with the gradient



Do not run the gradient top to bottom or bottom to top; the gradient is designed to run in a linear fashion

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Photography

Video

Social Media

Co-Marketing Guidelines

Legal Requirements

Contact

Balancing the Colors

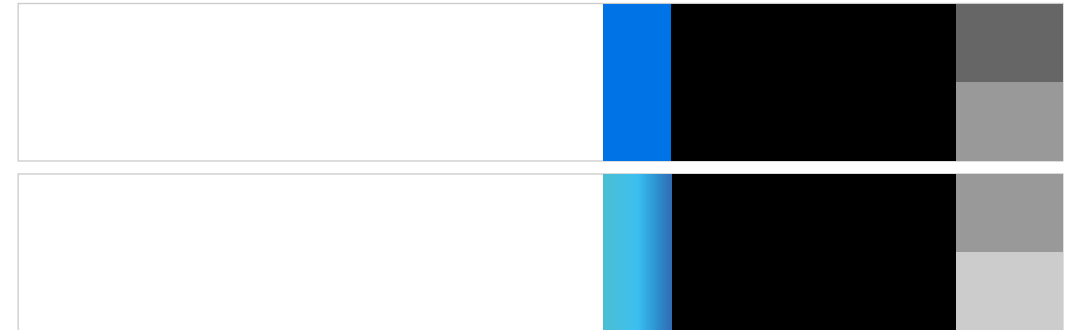
Always be mindful of balance on a page. The light and dark themes help to maintain a balanced composition and are integral to delivering a strong Zebra brand.

Light theme (preferred)

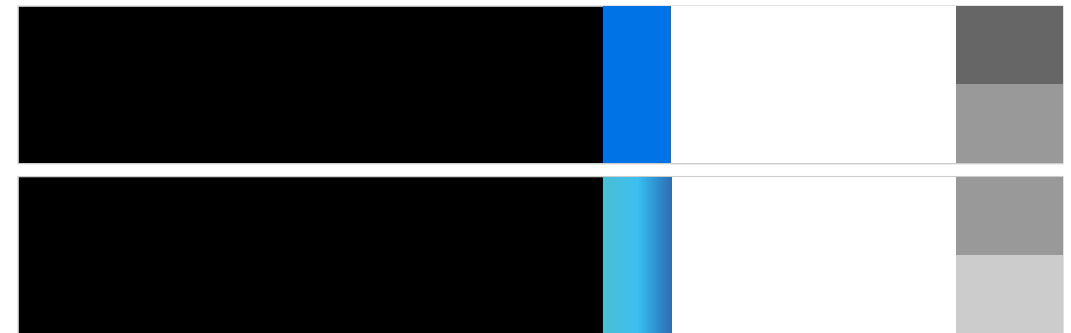
Our light theme leans toward a light and fresh balance where the primary background color is white. This theme is preferred for interior document pages. White should be a minimum of 60% of the page, with the rest of the page using predominantly black alongside the accent blue or blue gradient. Additionally, you may use one or two of the gray tints if necessary.

Dark theme

Our dark theme is a bolder application of our colors, and uses Zebra Black as the dominant color. Whereas the white theme is preferred for interior pages, the black theme works well for cover pages, intro pages in longer brochures and signage. Black should be a minimum of 60% of the page, with the rest of the page using predominantly white alongside the accent blue or blue gradient. Additionally, you may use one or two of the gray tints if necessary.



Light theme (preferred)



Dark theme