

 **apio**



BRAND GUIDELINES

# ***Brand Overview***

Brand Name: Zapio

Industry: Electric Vehicles (2-wheeler – Scooty)

Tagline: Electrify Every Ride

Vision: To empower urban mobility with smart, stylish, and sustainable electric scooties tailored for the Indian road and mindset.

Mission: To make eco-friendly transport aspirational, accessible, and reliable through innovation, dealer-friendly support, and smart design.

# ***Target Audience***

Primary: Young urban commuters (18–35), college students, working professionals

Secondary: Environment-conscious citizens, Tier 2–3 city residents, last-mile delivery partners

Tertiary: Dealers looking for a reliable, high-demand EV brand with strong backend support

# ***Brand Personality***

Smart – Embracing tech-savvy features

Youthful – Vibrant, fun, and energetic

Reliable – Long battery life, quality after-sales support

Eco-conscious – Built for a cleaner tomorrow

Dealer-First – Partnership-driven with strong backend systems

# ***Tone of Voice***

1. Confident but not arrogant
2. Youthful but not childish
3. Informative but not boring
4. Empowering and eco-forward

# Logo Usage

1. Full Zapio logo with icon (stylised electric bolt/scooter integration)
2. Green and Yellow primary tones
3. Should always appear on a white or dark grey background for contrast



# Colour Palette

Colour	Hex Code	Usage
Electric Green	#87c060	Primary brand colour, highlights, buttons
Energetic Yellow	#FFD700	Accent colour for excitement and CTA
Urban Grey	#4B4B4B	Text, background, professionalism
White	#FFFFFF	Clean base
Deep Black	#111111	For depth, hero sections

# *Typography*

Primary Font: Poppins – Modern, clean sans-serif font

Secondary Font: Roboto – For body copy in digital formats

Headings: Poppins Bold / SemiBold

Body Text: Roboto Regular / Light

Usage:

Headings should be capitalised and dynamic

Avoid serif or script fonts

Ad

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Letraset sheets containing Lorem



# *Do's and Don'ts*

- ✓ Use logo only in approved colourways
- ✓ Maintain clean, minimalist design layouts
- ✓ Highlight eco benefits and convenience
- ✓ Show diversity in rider imagery
- ✓ Use real product shots over heavy CGI

- ✗ Never distort the logo
- ✗ Avoid using dull, muddy colours
- ✗ Don't use generic EV clichés
- ✗ No overuse of stock photos

# *Dealer-First Policy*

1. Dedicated dealer onboarding team
2. Marketing support for local promotions
3. WhatsApp updates on stock/inventory
4. Monthly training sessions
5. Transparent commission structure





# ***Social Media & Digital***

Tone: Punchy, visual, short lines.



An electric scooty is a stylish,  
eco-friendly ride powered by a  
battery. It's silent, cost-effective,  
and perfect for city travel.

Hashtags:

#ZapWithZapio  
#ElectricEveryday  
#RideSmartRideGreen  
#ZapioDealersFirst

***Thank You***