

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



Fapio

## 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**

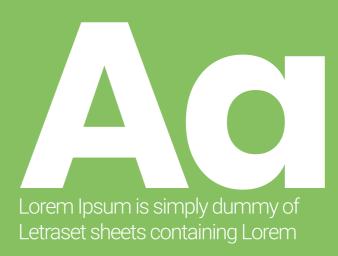
Primary Font: Poppins - Modern, clean sans-serif font Secondary Font: Roboto - For body copy in digital formats

Headings: Poppins Bold / SemiBold Body Text: Roboto Regular / Light

Usage:

Headings should be capitalised and dynamic

Avoid serif or script fonts





#### 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
- $\times$  Never distort the logo
- X Avoid using dull, muddy colours
- X Don't use generic EV clichés
- X 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





## Thank You