zing

Brand guidelines

Brand guidelines

This document sets out to underline the identity of Zing. Our brand is how we do business, what we communicate, what we believe in and where we are going.

Following these guidelines will ensure brand conformity throughout and will increase brand recognition.

It is important that all members of the Zing team commit to these brand guidelines.

Introduction

Zing is part of the Sputnik Group
of Companies, formed after the MBO
of ProspectSoft by Andy Ardron and
backed by Maven Private Equity in 2017.

Our Mission

*To help our customers discover true value
through Twilio's cloud communications platform.*

Our Values

• Inquisitive
• Energetic
• Disruptive

Our Principles

• Virtual
• Gravitas
• Integrity
• Transparency
• Born-In-The-Cloud

Tone of voice

Our tone of voice is how we speak and write. It's how we express our personality both as a brand and an organisation and how we make ourselves known and understood by the outside world. Our tone of voice is a powerful way to stand out from the crowd. It helps us engage with people and build relationships. We use three personality values to help us focus our individual voices and create a single, consistent and powerful tone for Zing.

Inquisitive

Driven to learn. We're fascinated by the process of discovery and how to unlock value.

This is reflected in our continuous investigation into new techniques and technologies.

Energetic

It's in our name: Zing. We're energetic, enthusiastic and lively and always on the move.

We bring this energy to everything that we do and it's reflected in every aspect of our communications.
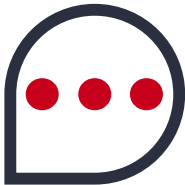
Relentless

We're intellectually restless and continually ready to question the perceived norm.

Our customers aren't just looking for another app. They want a development partner to help them disrupt and challenge their markets.

Brand elements at a glance

These elements form the basis of our
visual identity making our communications
recognisable and memorable.

Cera Pro

Cera Pro Regular
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
01234567890

Cera Pro Italic
ABCDEFGHIJKLNO
PQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
01234567890

Cera Pro Medium
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
01234567890

Arial

Our typeface for Google Docs and Google Slides communications
is Arial. This typeface should be used whenever it is not possible to
use Cera. i.e. for editable presentations that are being sent
externally, where Cera may not be accessible.

Arial Regular
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
01234567890

Arial Italic
ABCDEFGHIJKLNO
PQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
01234567890

**Arial Bold
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
01234567890**

The logo

Our logo is the key element of our visual identity and must always be used correctly to strengthen the brand.

• The logo must always be legible and easily visible. It should be used either on a plain coloured background from the colour palette or on a clear area of imagery.

• Our logotype must always be clearly visible and positioned to best carry or endorse all of our communications in a consistent way.

• The logo is made of two elements – the speech bubble and the word 'zing' (in lower case). The full logo lockup should be used in all branding. However the speech bubble (the favicon) may be used when the word Zing is available elsewhere, or if the placement area of the logo is restricted.

• The logo has been specially drawn with specific dimensions and spacing. Do not try to recreate the logo yourself. Original digital artwork files must be used at all times.

Full Lockup

Exclusion zone

Minumum size

minimum size 20mm

Alternative versions
To be used when the background presents a legibility issue

Favicon

Never alter the logo

Typeface use

Cera Pro

Cera Pro Regular
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
01234567890

Cera Pro Italic
ABCDEFGHIJKLNO
PQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
01234567890

Cera Pro Medium
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
01234567890

Zing's approved visual language typeface is Cera Pro. Zing uses the following: Cera Pro Medium, Cera Pro Regular and Cera Pro Italic.

However, Cera Pro is not a standard typeface cross-platform and therefore it should only be used for 'designed' work in specialised design software packages (such as InDesign) or documents disseminated as a pdf. Its use otherwise could result in a loss of formatting for documents sent externally electronically where it would be converted to a default typeface.

Arial

Arial Regular
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
01234567890

Arial Italic
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
01234567890

Arial Bold
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
01234567890

Arial is our typeface for the web, Google docs and any editable files sent externally. It is standard cross-platform worldwide, so won't encounter any reformatting.

General rules

Do not centre, justify or hyphenate any headings or body text.

Be consistent when using capitals in headings and subheadings.
i.e An idea brought to life
or An Idea Brought to Life
Not: An idea Brought to Life

Connectives should not be capitalised unless at the start of a sentence.

Be consistent with spacing, do not use double spaces to fill up space.

Avoid rags (a poor rag creates distracting shapes in the white space of the margin), widows (when a paragraph ends and leaves a single word on the last line) and orphans (when the last line of a paragraph won't fit at the bottom of a column and must end itself at the top of the next column). Also avoid any stray conjunctions at the end of a line. These issues can be fixed easily by making minor adjustments in the line length, using soft returns and adjusting the tracking.

X We're intellectually restless and continually ready to question the perceived norm.

X We're intellectually restless and continually ready to question the perceived norm.

X We're intellectually restless and continually ready to question the

perceived norm.

→ We're intellectually restless and continually ready to question the perceived norm.

Colour Palette

The Zing colours make the brand recognisable and add personality. A bold palette consisting of two main colours, three neutrals and three highlight colours.

Primary
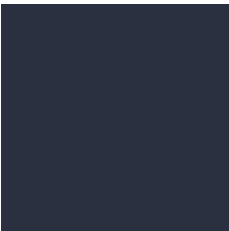
Dark Slate Grey
C84/ M72/ Y48/ K53
R43/ G48/ B64
#2b3040

Bold red
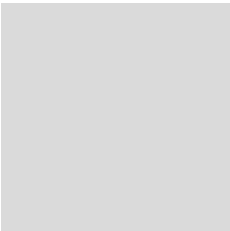C14/ M100/ Y94/ K5
R199/ G0/ B28
#c7001c

Neutral

Warm Grey
C63/ M53/ Y51/ K50
R74/ G74/ B74
#4a4a4a

Mid Grey
C0/ M0/ Y0/ K40
R178/ G178/ B178
#b2b2b2

Light Grey
C0/ M0/ Y0/ K20
R218/ G218/ B218
#dadada

Highlight

Avocado
C48/ M5/ Y100/ K0
R7155/ G189/ B30
#9bbdle

Yolk
C0/ M33/ Y100/ K0
R250/ G180/ B0
#fab400

Dragon fruit
C5/ M100/ Y0/ K0
R222/ G0/ B126
#de007e

Seal of Quality

We have a Zing seal of quality, as well as a Zing and Twilio seal of quality that should be used on any physical products such as the ZingThing or our software solutions whenever possible.

Seal of quality

Built by 💬 zing

Seal of quality: lock-up with twilio

Built by 💬 zing

Powered by 🔴 twilio

Buttons

Built by 💬 zing

Built by 💬 zing

Built by 💬 zing

Built by 💬 zing

Guide for writing

The following principles guide our writing.

Social Media
When referring to social media within copy they are written as follows:
Facebook
Twitter
Pinterest
Google+
YouTube
LinkedIn

Dates, times and numbers
Always to be written number, month, year
i.e. 8 January 2012 (never th, st, nd, rd after number).

24 hour clock to be used when referring to times. Fill point to separate hours from minutes, not colon.
i.e. 09.00 – 20.00.

Write one to nine in full. Use figures for numbers 10 and over (same rule applies first to ninth, then 10th and over).

Telephone numbers to be written
T +44 808 168 9464.

Use hyphens, en dashes, and em dashes appropriately (– not -).

Only the last bullet in a sequence to have a full stop:
• one
• two
• three.