

DESIGN AND BRAND IDENTITY GUIDELINES

ZINC TECHNOLOGIES INC.

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INTRODUCTION

Zinc is the secret backbone of e-commerce. Our team has built listing creation, inventory management, repricing, and fulfillment software currently used by tens of thousands of the top Amazon and eBay sellers. We power the entire product catalog for dozens of US and international e-commerce sites.

Our founders and lead engineers hail from MIT and have worked at top-tier Silicon Valley companies including Palantir, Stripe, Dropbox, Nest, and Optimizely.

All design documentation is used as a guideline; however, careful consideration of these guidelines will improve overall design and branding for the company and its products.

Design and Brand Identity Guidelines created and designed by Selena Zhen.

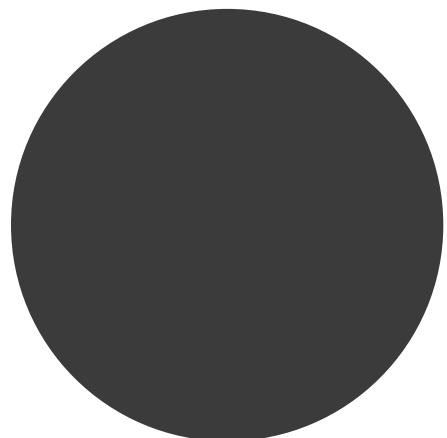
© Summer 2017

ZINC.IO

SECTION 01 COLOR SYSTEMS

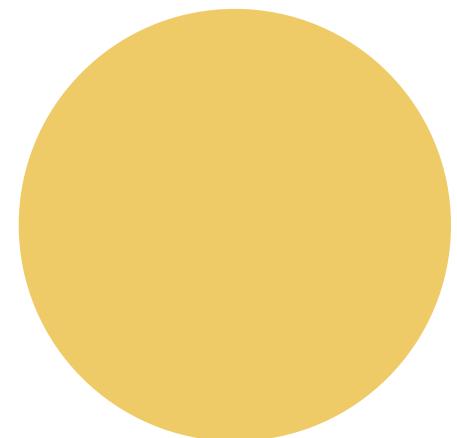
The palette consists of three colors. The primary color is a dandelion yellow with hints of orange, which compliment the simplicity of the two neutral colors. A consistent consideration towards maintenance of these colors will create a unified brand across all communications.

PRIMARY COLOR PALETTE



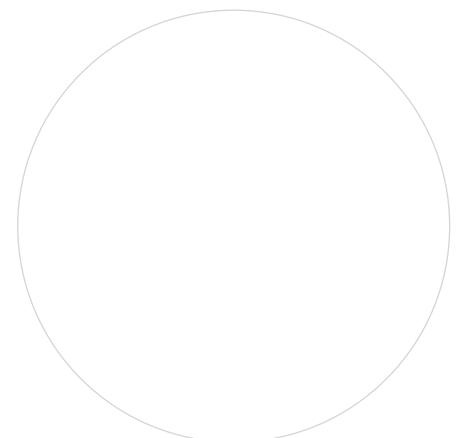
CHARCOAL

Hex: #3A3A3A
RGB: (58, 58, 58)
CMYK: (0, 0, 0, 0.77)
Web Safe Color: #333333



DANDELION

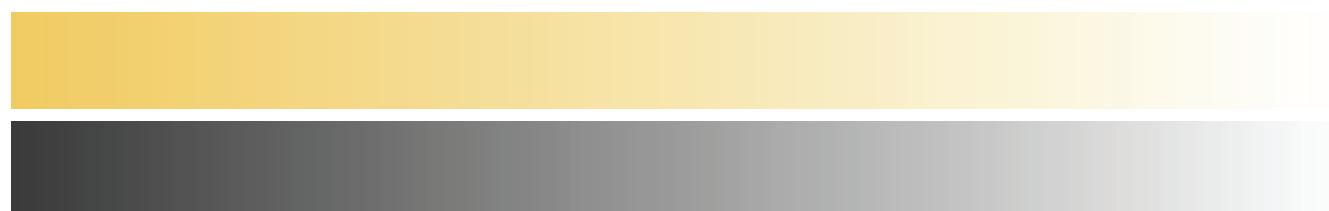
Hex: #EFCB68
RGB: (239, 203, 104)
CMYK: (0, 0.15, 0.56, 0.06)
Web Safe Color: #FFCC66



WHITE

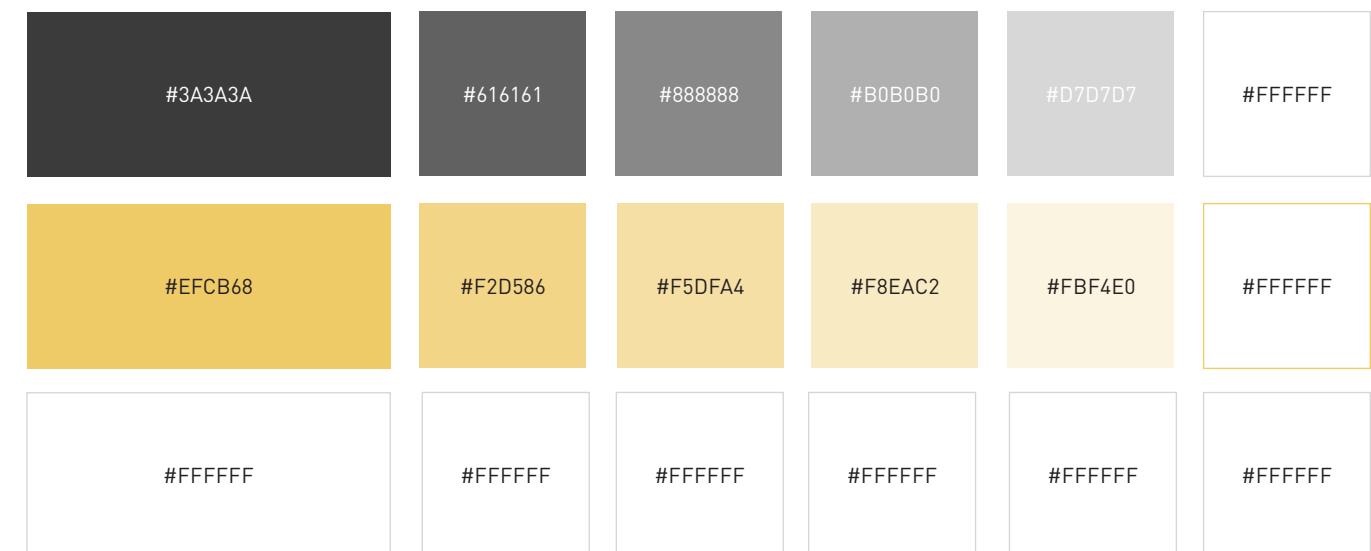
Hex: #FFFFFF
RGB: (255, 255, 255)
CMYK: (0, 0, 0, 0)
Web Safe Color: #FFFFFF

GRADIENT



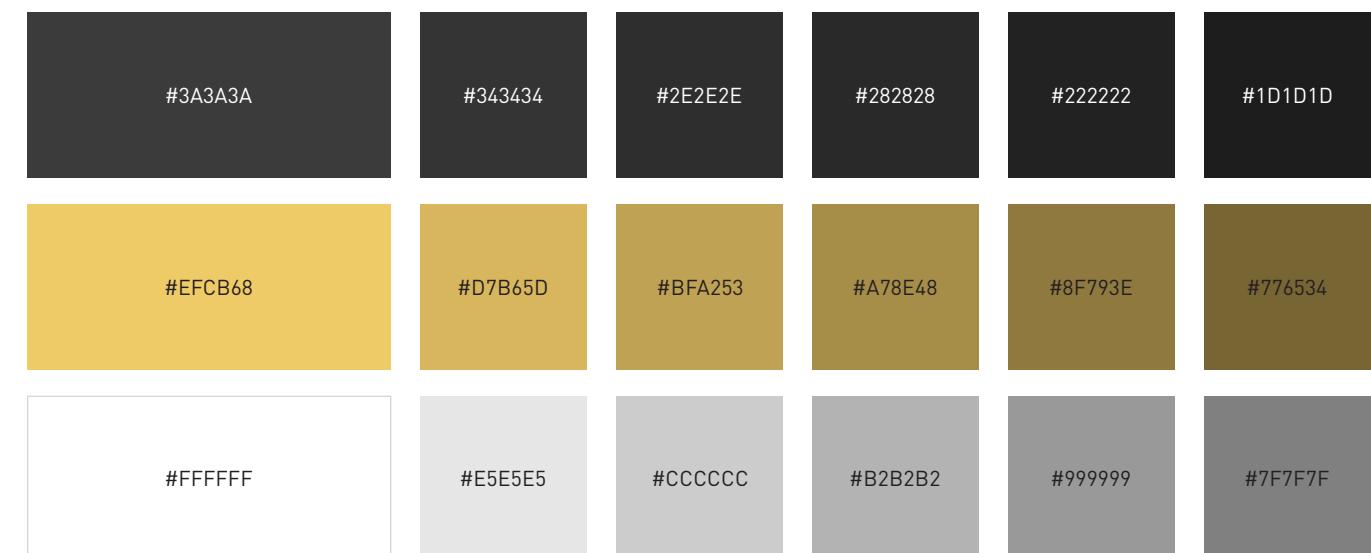
COLOR TINTS

A color *tint* is the mixture of a color with white, increasing its lightness. These colors should be used where the full saturation color would be too strong or distracting.



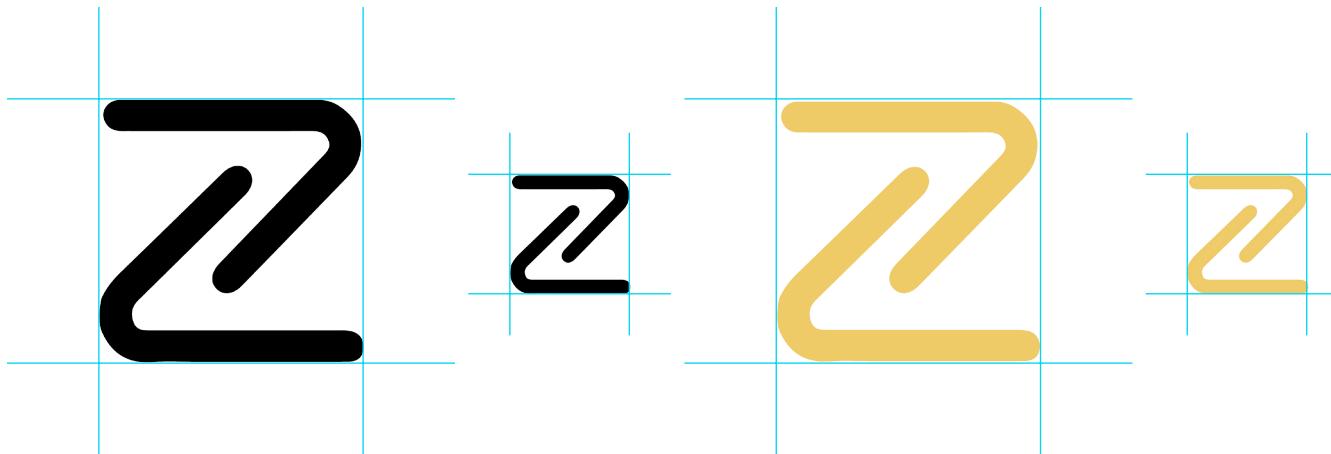
COLOR SHADES

A color *shade* is the mixture of a color with black, increasing its darkness. These colors should be used rarely and with caution. It may cause distraction or confusion from the main color palette.



SECTION 02 LOGO AND MARKS

The Zinc logo is representative of Zinc Technologies Inc, and should be used only to represent the company and not its products. Derived from the “Z” letter, it is best used with padding separation from elements around it, and looks exceptionally well as a small to medium icon.

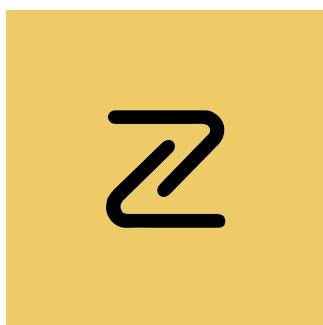


The only color variations of the logo should be using **#EFCB68**, **#000000** or **#EFCB68**, unless placed on a colored background (see **Alternative Color Backgrounds**).

ALTERNATIVE COLOR BACKGROUNDS



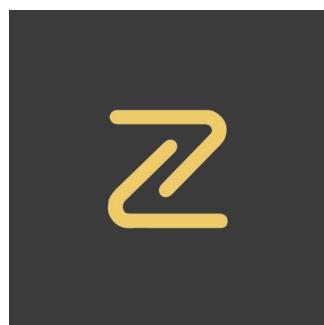
Background: #EFCB68
Content: #FFFFFF



Background: #EFCB68
Content: #000000



Background: #3A3A3A
Content: #FFFFFF



Background: #3A3A3A
Content: #EFCB68

TITLE BLOCK

This style and type is to be used where the name of the company is desired instead of the branding. It is best used with padding separation from elements around it and with the font weight: Bold. See **The Font** in 03 Typography for font styles.



SECTION 03 TYPOGRAPHY

The same font should be used across all platforms in order to maintain consistency. Text color is **#000000**, with the exception of links and title blocks. **Font sizes** for varying content is flexible and is up to the user's discretion, but should maintain font weights (based on heading and paragraph hierarchy). In the case of a colored background, follow **Alternative Color Backgrounds** styles (Section 02 Logo + Marks).

THE FONT

The standard font for Zinc is Roboto. The only font weights it requires is Regular and Bold (400 and 500, respectively).

ROBOTO
REGULAR
(400)

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

ROBOTO
BOLD
(500)

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

HIERARCHY

Font weights should reflect the hierarchy of content.

Heading 1
Bold

Zinc Technologies
Zinc Technologies

Heading 2
Regular

Zinc Technologies
Zinc Technologies

Heading 3
Regular

Zinc Technologies
Zinc Technologies

Paragraph
Regular

Zinc Technologies
Zinc Technologies

TEXT EXAMPLES

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec elementum ex, quis luctus sapien. Morbi tortor ipsum, venenatis a cursus et, tempus non ligula. Integer a dolor convallis, venenatis velit vitae, laoreet nunc. Mauris in quam eros. Vivamus sed posuere est. Ut tempor orci nunc, at finibus mi vestibulum sit amet. Fusce iaculis tempus pretium. Pellentesque laoreet efficitur eros nec varius. Nam in ex mattis, varius dui non, laoreet urna. Sed id erat sit amet ante pretium consequat et et mauris.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec elementum ex, quis luctus sapien. Morbi tortor ipsum, venenatis a cursus et, tempus non ligula. Integer a dolor convallis, venenatis velit vitae, laoreet nunc. Mauris in quam eros. Vivamus sed posuere est. Ut tempor orci nunc, at finibus mi vestibulum sit amet. Fusce iaculis tempus pretium. Pellentesque laoreet efficitur eros nec varius. Nam in ex mattis, varius dui non, laoreet urna. Sed id erat sit amet ante pretium consequat et et mauris.

SECTION 04 ICONOGRAPHY

Any existing or future iconography must be in either **#000000** or **#EFCB68**. A tint of **#EFCB68** is acceptable but full saturation is preferable. In the case of a colored background, follow **Alternative Color Backgrounds** styles (Section 02 Logo + Marks).

ICONS



Successful Icon:
(shown after user successfully submits contact form)



Unsuccessful Icon:
(shown after user unsuccessfully submits contact form)

Hyperlinks

All hyperlinks on a webpage should adhere to the following styles:

General Links:

```
:link      This is a hyperlink.  
:hover    This is a hyperlink.  
:active   This is a hyperlink.
```

Email Links:

```
:link      This is a hyperlink.  
:hover    This is a hyperlink.  
:active   This is a hyperlink.
```

FORMS

The contact form, tracking form, and any additional forms should adhere to a similar style.

All input boxes have a border radius of 3px and a border color of **#EFCB68**. All labels and text are consistent with paragraph styles (for specifics, see **The Font** in 03 Typography).

Label	<input type="text" value="input..."/>
Label	<input type="text"/>
Label	<input type="text"/>
	<button type="button">Send</button>

Call to action buttons have a background color of **#EFCB68**. On hover, animate the button to translate up 2 px and change the background color to **#F5DFA4**. On focus, use **#EFCB68** as the box-shadow color (a tint of **#EFCB68** is also acceptable).

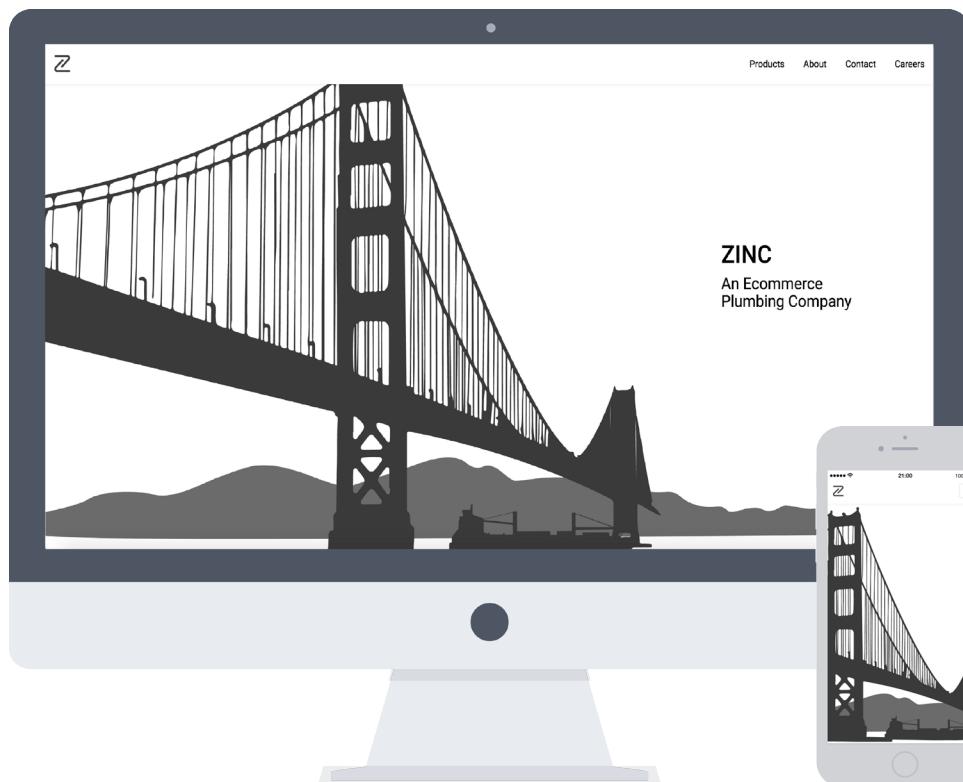
SECTION 05 WWW + MOBILE

The webpage for Zinc.io must be simple, with non-distracting elements. The principle background color is **#FFFFFF**, though sections with the background color **#EFCB68** is acceptable to highlight its content.

LANDING PAGE

The Golden Gate Bridge is representative of Zinc's location and culture in San Francisco, CA.

MOBILE AND DESKTOP



Homepage

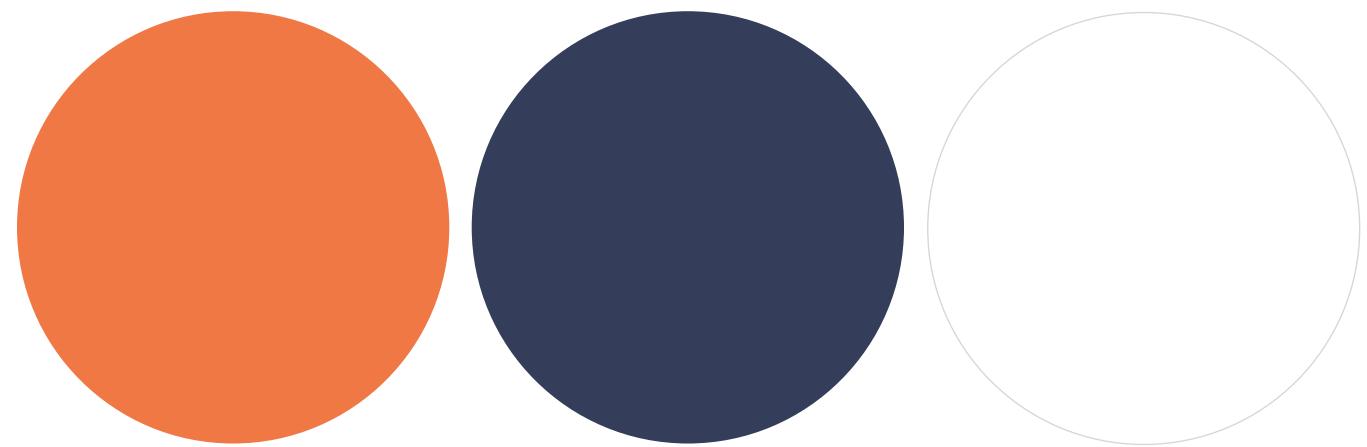
About

LIONFISH DATA

SECTION 01 COLOR SYSTEMS

The palette consists of three colors. The primary color is a navy with slate grey tones and is complimented with a bright tangerine orange. The tangerine orange is considered an accent color and should only be used when highlighting important content or used as a call to action button. A consistent consideration towards maintenance of these colors will create a unified brand across all communications.

PRIMARY COLOR PALETTE



TANGERINE

Hex: #EF7845
RGB: (239, 120, 69)
CMYK: (0, 0.5, 0.71, 0.06)
Web Safe Color: #FF6633

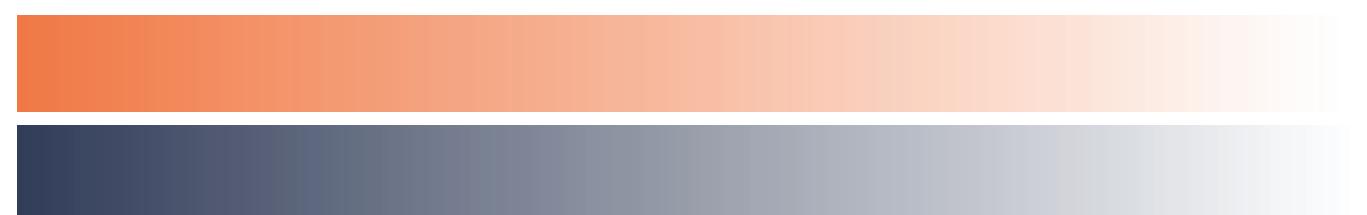
NAVY

Hex: #343D59
RGB: (52, 61, 89)
CMYK: (0.43, 0.31, 0, 0.65)
Web Safe Color: #333366.

WHITE

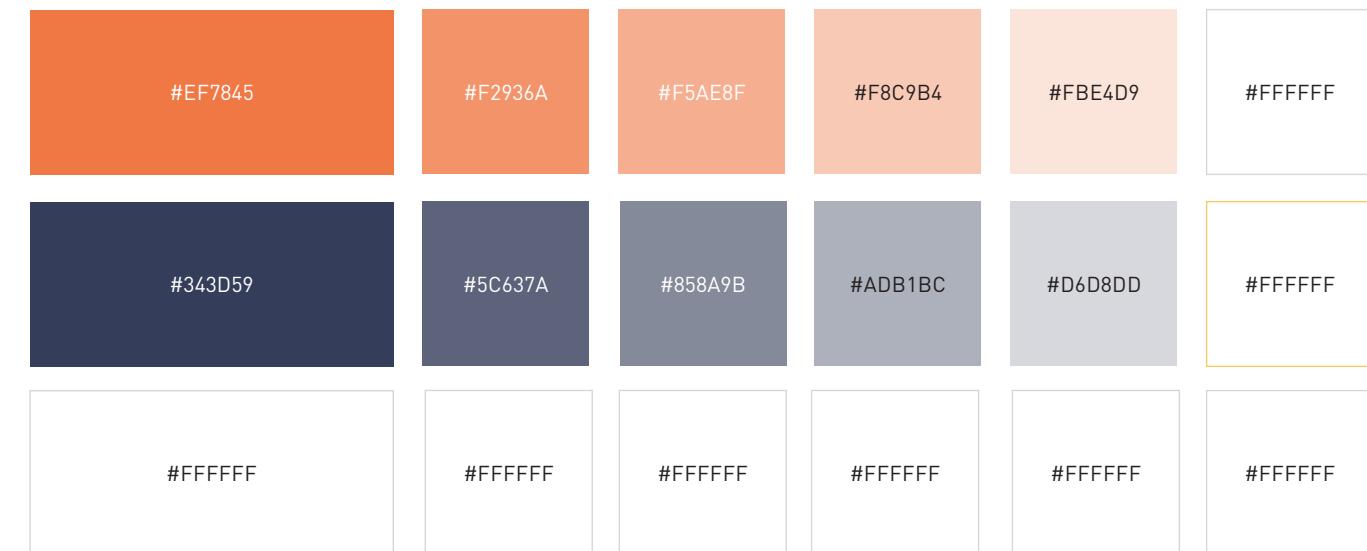
Hex: #FFFFFF
RGB: (255, 255, 255)
CMYK: (0, 0, 0, 0)
Web Safe Color: #FFFFFF

GRADIENT



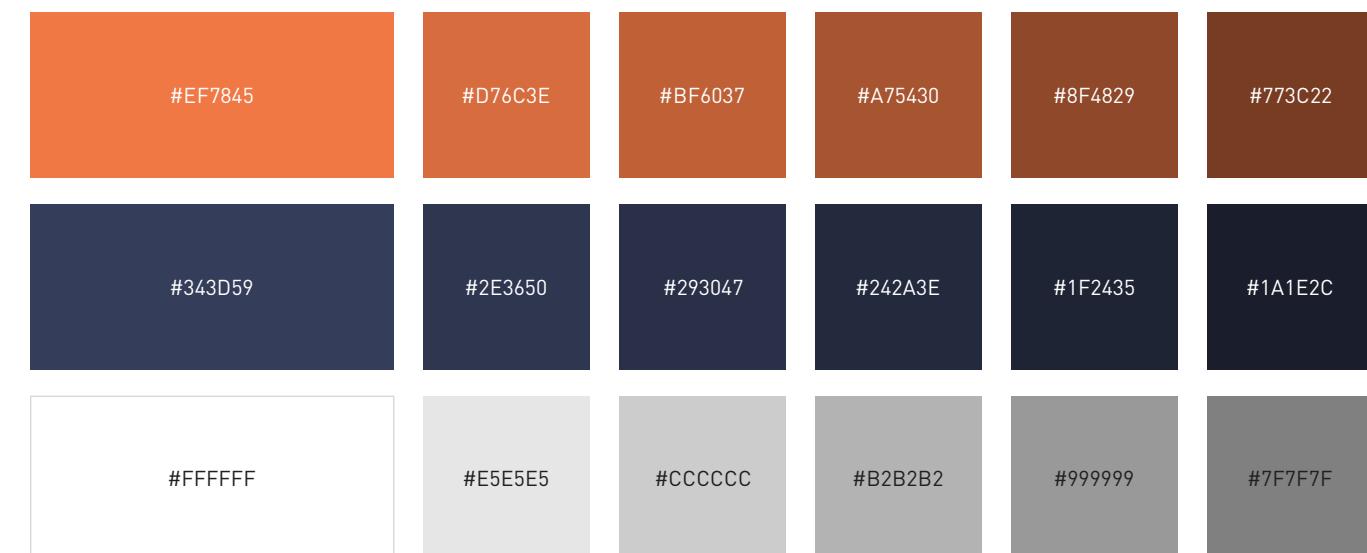
COLOR TINTS

A color *tint* is the mixture of a color with white, increasing its lightness. These colors should be used where the full saturation color would be too strong or distracting.



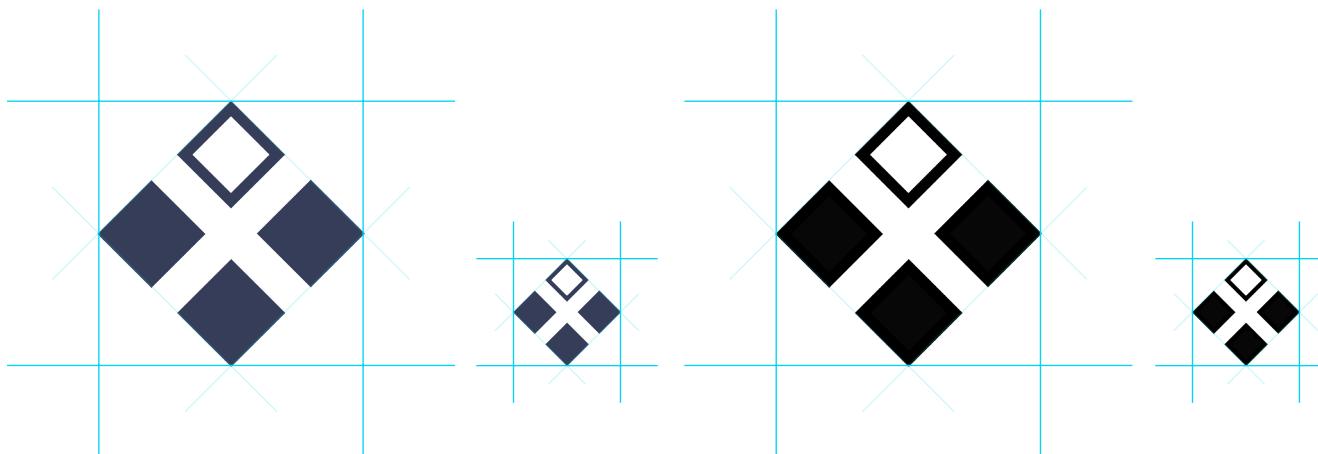
COLOR SHADES

A color *shade* is the mixture of a color with black, increasing its darkness. These colors should be used rarely and with caution. It may cause distraction or confusion from the main color palette.



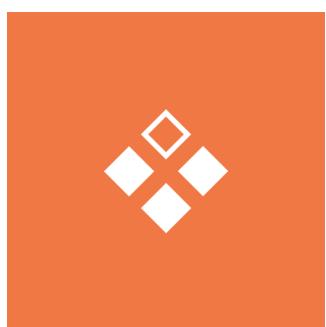
SECTION 02 LOGO AND MARKS

The Lionfish Data logo is representative of Lionfish Data, and should be used only to represent the product. The rotated squares become diamonds that refer to abstract scales, and the filled diamonds follow the shape of an L. It is best used with padding separation from elements around it, and looks exceptionally well as a small to medium icon.

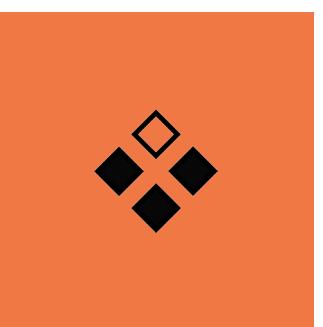


The only color variations of the logo should be using **#343D59**, **#000000**, or **#FFFFFF** unless placed on a colored background (see [Alternative Color Backgrounds](#)).

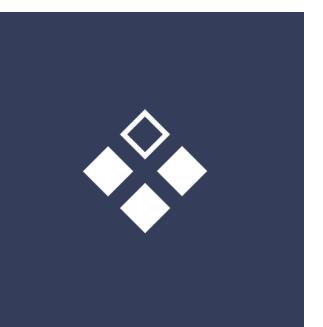
ALTERNATIVE COLOR BACKGROUNDS



Background: #EF7845
Content: #FFFFFF



Background: #EF7845
Content: #000000



Background: #343D59
Content: #FFFFFF



Background: #000000
Content: #FFFFFF

TITLE BLOCK

This style and type is to be used where the name of the company is desired instead of, or in addition to the branding. It is best used with padding separation from elements around it and with the Heading 1 font weight. Refrain from using the accent color, **#EF7845**, in the title block. See [The Font](#) in 03 Typography for font styles.

LIONFISH DATA
LIONFISH DATA

LIONFISH DATA

LIONFISH DATA



SECTION 03

TYPOGRAPHY

The same font should be used across all platforms in order to maintain consistency. Text color is **#000000**, with the exception of links and title blocks. **Font sizes** for varying content is flexible and is up to the user's discretion, but should maintain font weights (based on heading and paragraph hierarchy). In the case of a colored background, follow **Alternative Color Backgrounds** styles (Section 02 Logo + Marks).

THE FONT

The standard font for Zinc is Roboto. It uses Light, Medium and Bold (300, 500, and 700 respectively).

ROBOTO
LIGHT
(300)

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

ROBOTO
BOLD
(700)

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

HIERARCHY

Font weights should reflect the hierarchy of content.

Heading 1
Bold: 700

Lionfish Data
Lionfish Data

for use as company
name or section title
only

Heading 2
Medium: 500

Lionfish Data
Lionfish Data

for use as company
title subheading or
tagline only

HEADING 3
BOLD: 700

LIONFISH DATA
LIONFISH DATA

uppercase
for use as section
subheadings and
feature titles only

Paragraph
Light: 300

Lionfish Data
Lionfish Data

for paragraph and
sentence use

TEXT EXAMPLES

FEATURE TITLE USING HEADING 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec elementum ex, quis luctus sapien. Morbi tortor ipsum, venenatis a cursus et, tempus non ligula. Integer a dolor convallis, venenatis velit vitae, laoreet nunc. Mauris in quam eros. Vivamus sed posuere est. Ut tempor orci nunc, at finibus mi vestibulum sit amet. Fusce iaculis tempus pretium. Pellentesque laoreet efficitur eros nec varius. Nam in ex mattis, varius dui non, laoreet urna. Sed id erat sit amet ante pretium consequat et et mauris.

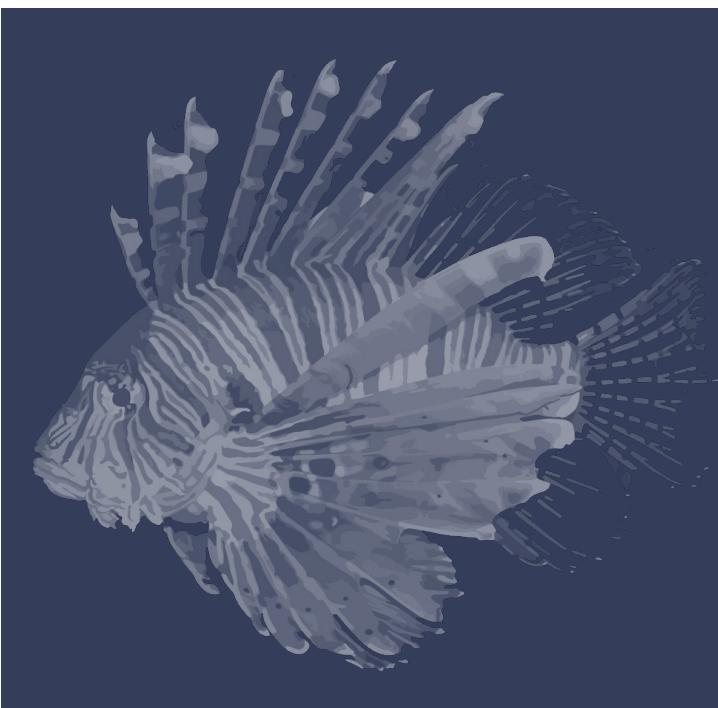
FEATURE TITLE USING HEADING 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec elementum ex, quis luctus sapien. Morbi tortor ipsum, venenatis a cursus et, tempus non ligula. Integer a dolor convallis, venenatis velit vitae, laoreet nunc. Mauris in quam eros. Vivamus sed posuere est. Ut tempor orci nunc, at finibus mi vestibulum sit amet. Fusce iaculis tempus pretium. Pellentesque laoreet efficitur eros nec varius. Nam in ex mattis, varius dui non, laoreet urna. Sed id erat sit amet ante pretium consequat et et mauris.

SECTION 04 ICONOGRAPHY

Any existing or future iconography must be in either **#343D59** or **#EF7845**. A tint of these colors is acceptable but full saturation is preferable. For drawn assets, the use of neutrals for fills and strokes is justifiable. In the case of a colored background, follow **Alternative Color Backgrounds** styles (Section 02 Logo + Marks).

ICONS



Hyperlinks

All hyperlinks on a webpage should adhere to the following styles:

General Links

:link	This is a hyperlink .
:hover	This is a hyperlink .
:active	This is a hyperlink .

Navigation Links

:link	This is a hyperlink.
:hover	This is a hyperlink.
:active	This is a hyperlink.

FORMS

The contact form and any additional forms should adhere to a similar style.

All input boxes have a border radius of 5px and a border color of **#000000**. All labels and text are consistent with paragraph styles (for specifics, see **The Font** in 03 Typography).

Placeholder Text Label

input...

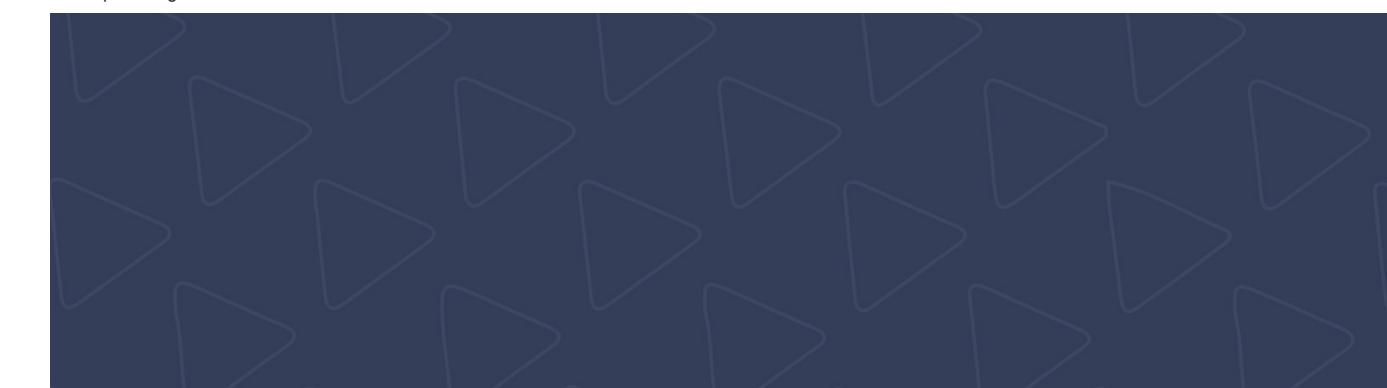
SUBMIT

Call to action buttons should use the accent color **#EF7845**. On hover, animate the button to translate up 2px and change the background color to **#F2936A**. On focus, use **#343D59** as the box-shadow color (a tint of **#343D59** is also acceptable).

BACKGROUND

The background pattern for Lionfish's landing page and login page is comprised of a series of rounded triangles (rotated at about 35 degrees). The triangles have a stroke of **#FFFFFF** at a 5% opacity against a **#343D59** background.

Example magnified to show detail:





LIONFISH
DATA

01 color
systems

02 logo +
marks

03 typography

04 iconography

05 www +
mobile

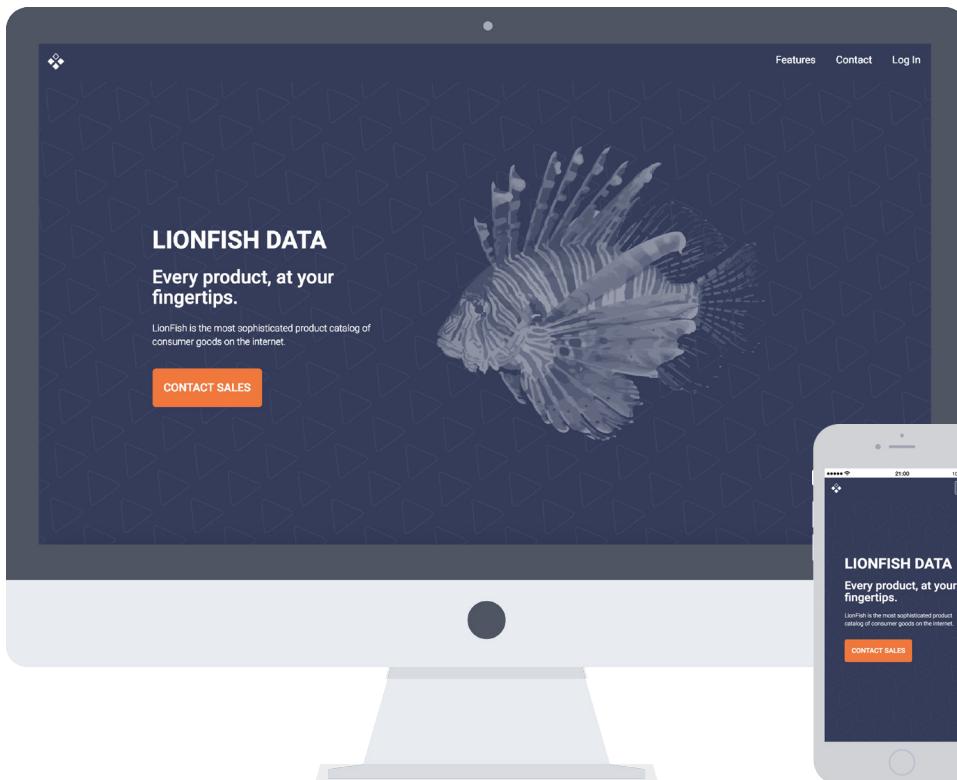
SECTION 05 WWW + MOBILE

The webpage for Zinc.io must be simple, with non-distracting elements. The principle background color is **#FFFFFF**, with the exception of the landing page.

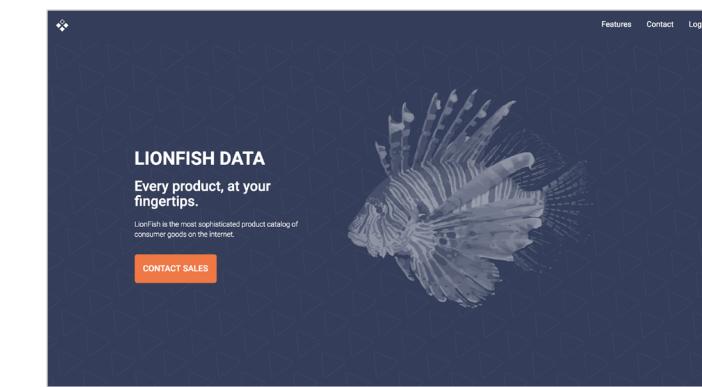
LANDING PAGE

The lionfish image is representative of the product's name, with a large call to action using the accent color. The background is a subtle pattern of triangles as to not distract from the information on the page (see **Background** in Section 04 Iconography).

MOBILE AND DESKTOP



Homepage



Features



DATA ON THE TOP RETAILERS
Lionfish provides data on the biggest ecommerce retailers in the world: Amazon, Walmart, AliExpress, and more.



REAL TIME PRODUCT INFORMATION
Get up-to-date product details and price information in just a few seconds.



SCHEDULED PRODUCT DATA
Choose which products you want to track, and how frequently you want to read them. Lionfish will automatically process them and send the results to your email, an S3 bucket, or a webhook, in any format you want.



Built for customers in
every industry.

International sellers use Lionfish to give customers in their countries the best price quote, including shipping.
Merchants use Lionfish to make sure their prices are constantly competitive with Amazon.
Dropshippers use Lionfish to maintain a healthy profit margin on their items.

Made by the best.

Our team combines over 20 years of ecommerce and marketplace experience. Our founders and lead engineers hail from MIT and have worked at top-tier Silicon Valley companies including PayPal, Stripe, Dropbox, and Optimizely.

Let's get in touch!

Use the form to contact our sales team:

Name	Message
Email address	
Phone / Skype (Optional)	
Website	

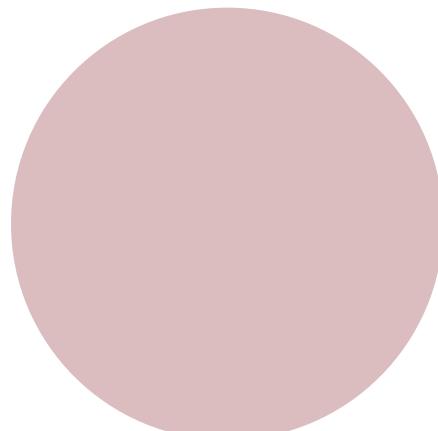
SUBMIT

PRICEYAK

SECTION 01 COLOR SYSTEMS

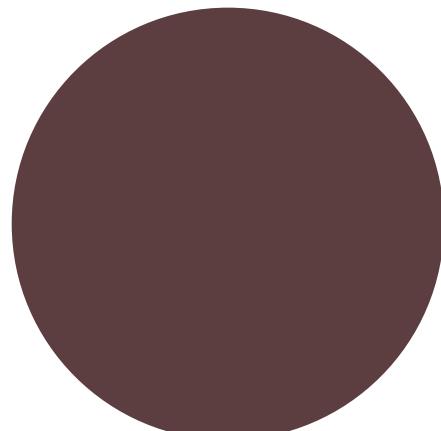
The palette consists of three colors. The primary color is a brown puce with red tones and is complimented with a light and airy rose silver. A consistent consideration towards maintenance of these colors will create a unified brand across all communications.

PRIMARY COLOR PALETTE



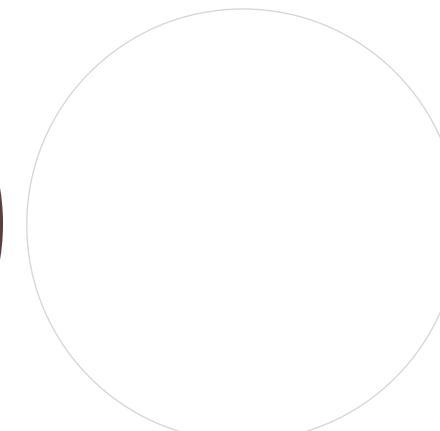
ROSE SILVER

Hex: #DBBDC0
RGB: (219, 189, 192)
CMYK: (0, 0.14, 0.12, 0.14)
Web Safe Color: #CCCCCC



DARK PUCE

Hex: #5C3E40
RGB: (92, 62, 64)
CMYK: (0, 0.33, 0.30, 0.64)
Web Safe Color: #663333.



WHITE

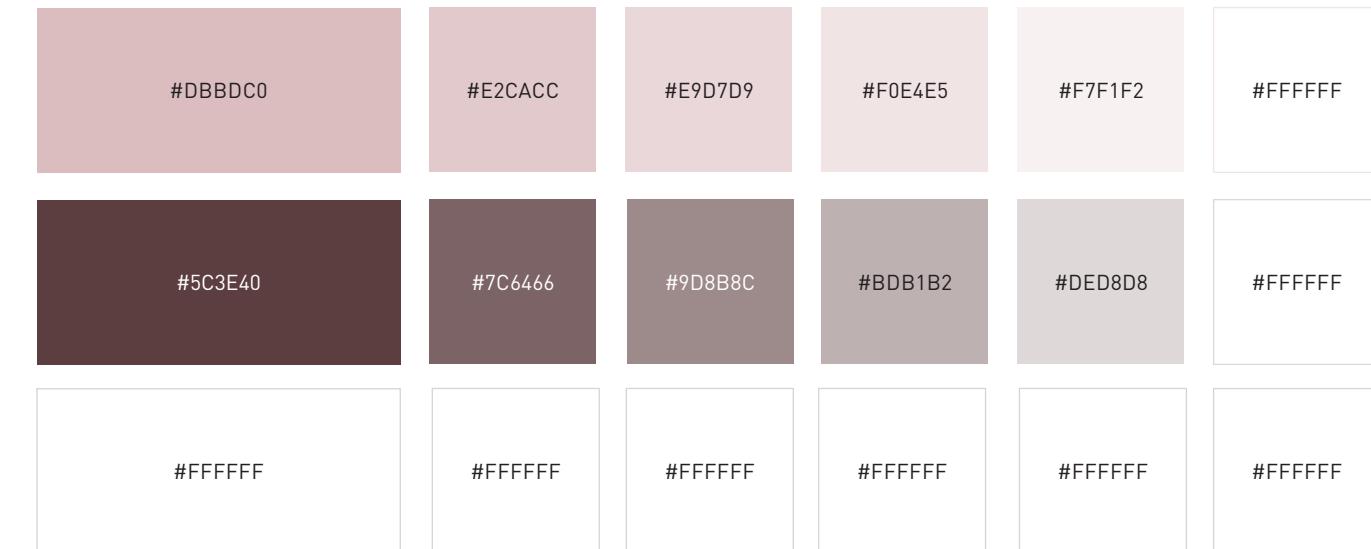
Hex: #FFFFFF
RGB: (255, 255, 255)
CMYK: (0, 0, 0, 0)
Web Safe Color: #FFFFFF

GRADIENT



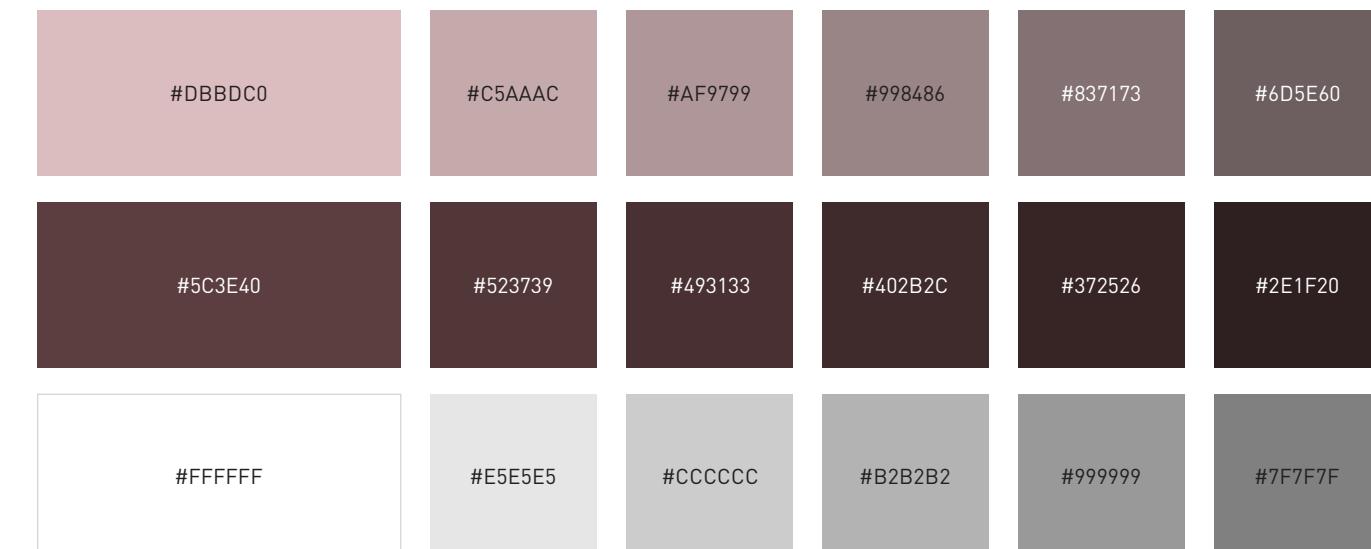
COLOR TINTS

A color *tint* is the mixture of a color with white, increasing its lightness. These colors should be used where the full saturation color would be too strong or distracting.



COLOR SHADES

A color *shade* is the mixture of a color with black, increasing its darkness. These colors should be used rarely and with caution. It may cause distraction or confusion from the main color palette.





01 color systems

02 logo + marks

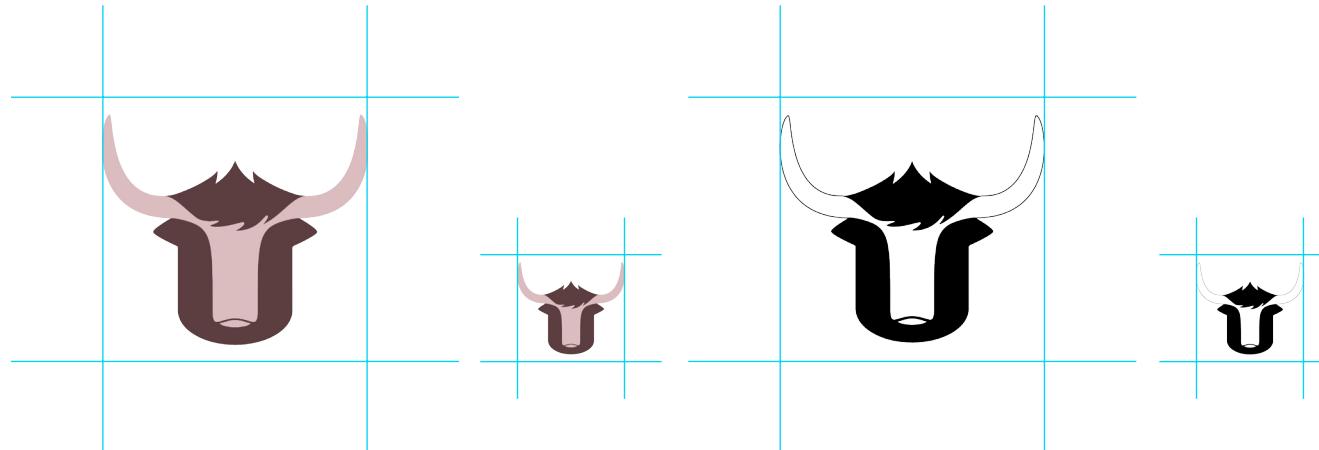
03 typography

04 iconography

05 www + mobile

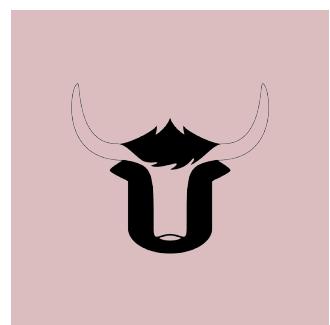
SECTION 02 LOGO AND MARKS

The PriceYak logo is representative of PriceYak, and should be used only to represent the product. The logo is modeled after a yak using the main colors, **#5C3E40** and **#DBBDC0**. It is best used with padding separation from elements around it, and looks exceptionally well as a small to medium icon.



The only color variations of the logo should be using **#5C3E40/#DBBDC0**, **#000000** or **#FFFFFF**, unless placed on a colored background (see [Alternative Color Backgrounds](#)).

ALTERNATIVE COLOR BACKGROUNDS



Background: #DBBDC0
Content: Black



Background: #EEEEEE
Content: Original



Background: #5C3E40
Content: Inverted



Background: #000000
Content: Inverted

TITLE BLOCK

This style and type is to be used where the name of the company is desired instead of, or in addition to the branding. It is best used with padding separation from elements around it and with the Heading 1 font weight. When using the original title block, use **#5C3E40** and **#DBBDC0**. See [The Font](#) in 03 Typography for font styles.





PRICEYAK

01 color
systems

02 logo +
marks

03 typography

04 iconography 05 www +
mobile

SECTION 03 TYPOGRAPHY

The same font should be used across all platforms in order to maintain consistency. Text color is **#5C3E40**, with the exception of links and title blocks. **Font sizes** for varying content is flexible and is up to the user's discretion, but should maintain font weights (based on heading and paragraph hierarchy). In the case of a colored background, follow **Alternative Color Backgrounds** styles (Section 02 Logo + Marks).

THE FONT

The standard fonts for Zinc is Fjalla One and Roboto Condensed. Fjalla One is used mainly for headings and titles and Roboto Condensed is used mainly for small headings and paragraphs.

FJALLA ONE
REGULAR
(400)

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

ROBOTO
CONDENSED
LIGHT (300)

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

HIERARCHY

Font weights should reflect the hierarchy of content.

Heading 1: Dropship Arbitrage
Reg: 400

Heading 2
Reg: 400

Dropship Arbitrage

Heading 3
Light: 300

Dropship Arbitrage
Dropship Arbitrage

Paragraph
Light: 300

Dropship Arbitrage
Dropship Arbitrage

for use as
company name
and taglines only

for use as section
headings and
subheadings only

for use as small
section headings
only

for paragraph and
sentence use

TEXT EXAMPLES

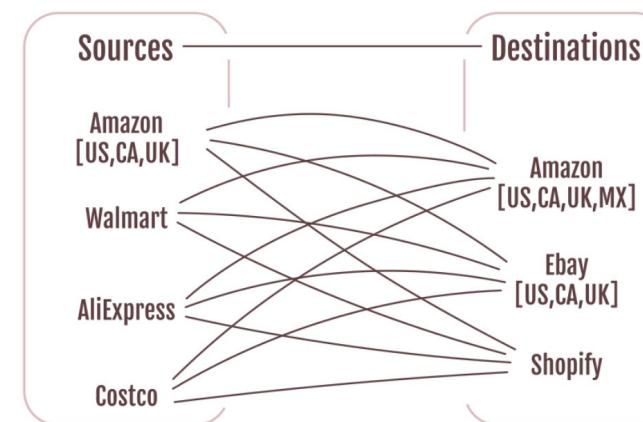
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec elementum ex, quis luctus sapien. Morbi tortor ipsum, venenatis a cursus et, tempus non ligula. Integer a dolor convallis, venenatis velit vitae, laoreet nunc. Mauris in quam eros. Vivamus sed posuere est. Ut tempor orci nunc, at finibus mi vestibulum sit amet. Fusce iaculis tempus pretium. Pellentesque laoreet efficitur eros nec varius. Nam in ex mattis, varius dui non, laoreet urna. Sed id erat sit amet ante pretium consequat et et mauris.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec elementum ex, quis luctus sapien. Morbi tortor ipsum, venenatis a cursus et, tempus non ligula. Integer a dolor convallis, venenatis velit vitae, laoreet nunc. Mauris in quam eros. Vivamus sed posuere est. Ut tempor orci nunc, at finibus mi vestibulum sit amet. Fusce iaculis tempus pretium. Pellentesque laoreet efficitur eros nec varius. Nam in ex mattis, varius dui non, laoreet urna. Sed id erat sit amet ante pretium consequat et et mauris.

SECTION 04 ICONOGRAPHY

Any existing or future iconography must be in either **#5C3E40** or **#DBBDC0**. A tint of these colors is acceptable but full saturation is preferable. For drawn assets, the use of neutrals for fills and strokes is justifiable. In the case of a colored background, follow **Alternative Color Backgrounds** styles (Section 02 Logo + Marks).

ICONS



Hyperlinks

All hyperlinks on a webpage should adhere to the following styles:

General Links

:link	This is a hyperlink .
:hover	This is a hyperlink .
:active	This is a hyperlink .

FORMS

The contact form and any additional forms should adhere to a similar style.

All input boxes have a border radius of 7px and a border color of **#000000**. All labels and text are consistent with paragraph styles (for specifics, see **The Font** in 03 Typography).

Placeholder Text Label

input...

Submit

Call to Action Buttons have a background color of **#5C3E40**. On hover, change the background color of the button to **#7C6566** and animate the button to translate up 2 px. This applies to all form buttons and call to action buttons.

1 Listing Creation

2 Repricing

3 AutoOrdering®



01 color systems

02 logo + marks

03 typography

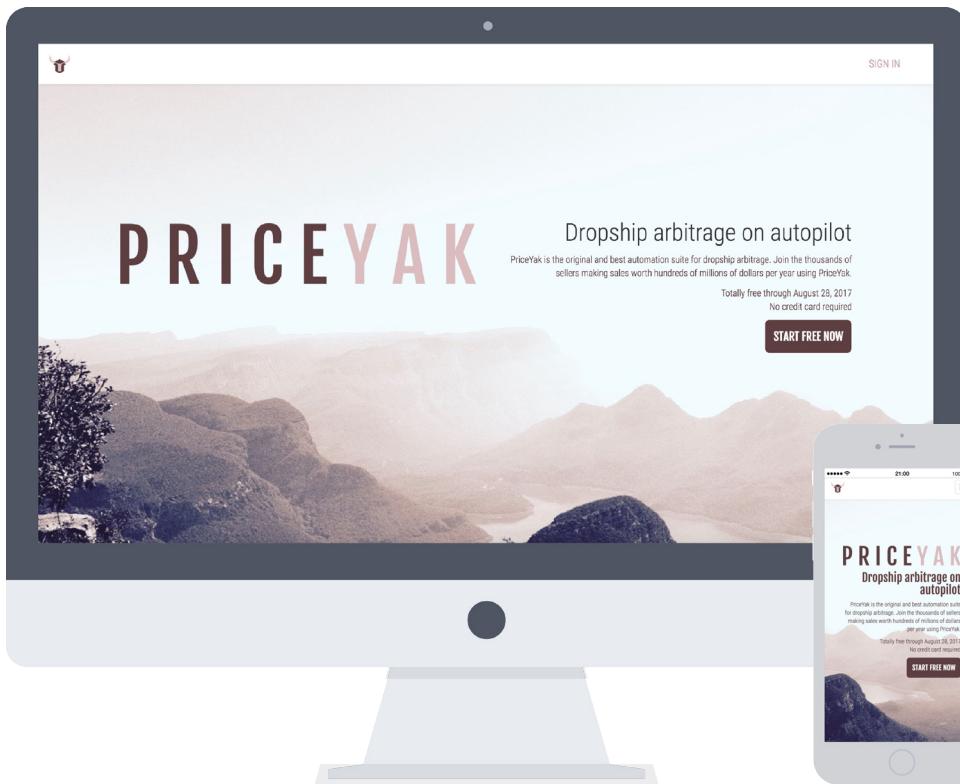
04 iconography

05 www + mobile

SECTION 05 WWW + MOBILE

The webpage for Zinc.io must be simple, with non-distracting elements. The principle background color is **#FFFFFF**, with the exception of the landing page. Sections with the background color **#EEEEEE** is used to separate content.

MOBILE AND DESKTOP



HOMEPAGE

PRICEYAK Dropship arbitrage on autopilot

PRICEYAK is the original and best automation suite for dropship arbitrage. Join the thousands of sellers making sales worth hundreds of millions of dollars per year using PriceYak.

Totally free through August 28, 2017. No credit card required.

Start Free Now

Often imitated, never duplicated.

PriceYak began 9 years ago as a proprietary system for Amazon to dropship products from China. Since then, we've expanded to over 100 marketplaces. PriceYak's superior speed, reliability and advanced features make it the secret weapon of choice for today's largest dropshipping sellers.

Incredibly powerful.

PriceYak is the most advanced automation suite for retail dropship arbitrage. PriceYak supports selling on eBay, Amazon, or Shopify and sourcing from many retailers like Walmart, AliExpress, and Costco. PriceYak's tools automate the operation of your store so you can free up your staff's time for the most important thing: growing your business.

Sources Amazon [US, CA, UK] Walmart AliExpress Costco **Destinations** Amazon [US, CA, UK, MX] eBay Shopify

Listing Creation Create thousands of beautiful listings in seconds simply by entering the product ID you'd like to list.

Repricing PriceYak's state-of-the-art repricer catches changes in price or availability at the source market extremely quickly and automatically adjusts your listing, ensuring you'll never make a sale at a loss or that you can't fulfill.

Order Fulfillment PriceYak AutoOrdering places the order at the source within minutes of receiving an order from your customer. No hassle, no ordering teams, and minimal risk.

Advanced Filtering Fully customize your template to make your listings look just the way you want. Fully customize other listing settings using business policy profiles.

Offer-Based Repricing System Advanced Price Formulation includes Repricing Range, Sales Count, Repricing, and allows you to conduct price analysis across multiple marketplaces. PriceYak also automatically accounts for shipping fees, has the ability to round up to even shipping prices, and makes it easy to see and edit your settings with Pricing Tester.

JIT Repricing Automatically does a 'just-in-time' price increase check-and-update when a potential customer visits your store. This allows you to increase price only when a customer is interested, and ensures that your most popular items are checked extremely frequently.

Per-Listing Overrides Override quantity, merge, disable individual checks, and more for a particular listing.

Stock Determination PriceYak automatically brings products in and out of stock as availability changes on the source, and automatically updates your store's inventory to have the ability to lower the quantity on your listing to match the quantity available on the source, or increase quantity taken off of source temporarily due to issues with the source retailer.

Learn More about Repricing

3 AutoOrdering®

Automatically places orders on the source retailer as soon as they come in to your store. PriceYak monitors the availability of price or stock changing in between the time you receive the order and place it at the source retailer.

COYOTE

Coyote proxy management system allows you to access multiple fulfillment accounts using the exact same API and tracking numbers, eliminating account linkage. Learn about Coyote.

>Returns

One-step return handling automatically generates a return shipping label at the source and uploads it to the smart case on eBay. Learn about Returns.

BUNDLING

Bundling lets you group multiple orders together so that you can ship side-by-side and increase order size past a threshold.

More Features

LISTING PERFORMANCE Automatically places orders on the source retailer as soon as they come in to your store. PriceYak monitors the availability of price or stock changing in between the time you receive the order and place it at the source retailer. Learn more.

STORE STATS Store Stats page shows you listing and order counts over time, breakdown of listings by retailer, profit margins, and more.

BULK LISTING EDITOR Bulk Listing Editor lets you tag and sort per listing settings in bulk with a single CSV upload.

PIRANHA GIFT CODE MANAGEMENT PriceYak AutoOrdering works best with gift-code funded accounts. Use our PIRANHA system to automatically generate gift codes for your accounts and reload with a new code, keeping outstanding accounts on a timeline, that's flexible.

Supported Marketplaces

In addition to the classic Amazon to eBay model, PriceYak now facilitates dropshipping arbitrage between a variety of markets. There is more opportunity than ever to build a fully automated ecommerce business using PriceYak.

Sources	AutoOrdering®	Repricing	Listing Creation	Gift Cards or Purchase Order	Promotions	Other Info	Destinations
Amazon US	✓	✓	✓	\$100 and \$200s available			eBay US
Amazon UK	✓	✓	✓	£100s available			eBay CA
Amazon CA	✓	✓	✓		✗		eBay UK
Walmart	✓	✓	✓	\$100s available	Free AutoOrdering through 2017!		Amazon US, UK, CA, MX, IN, JP
AllExpress	✓	✓	✓		✗		Shippo Email Support to enable. Free through end of September 2017!
Costco	✓	No Repricing (checkbox)	✓	(checkbox)	✗		
Overstock	✗	✓	✓	(checkbox)	\$100s available	Most cost effective for overstock	Free Repricing through July 2017!

Always improving.

We're always adding new source markets, destination markets, AutoOrdering features, Repricing settings, and more! Keep an eye on our Twitter feed and YouTube channel for the latest.

Tweets by PriceYak

PriceYak Overview

1) Listing Creation
2) Repricing
3) AutoOrdering
4) Post-sale:
- tracking upload
- analytics
- returns automation

Let's get in touch!

Name: _____
Email: _____
Phone / Skype (optional): _____
eBay/Shopify Store Link: _____
Submit

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SUBTOTAL



SUBTOTAL

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02 logo + marks

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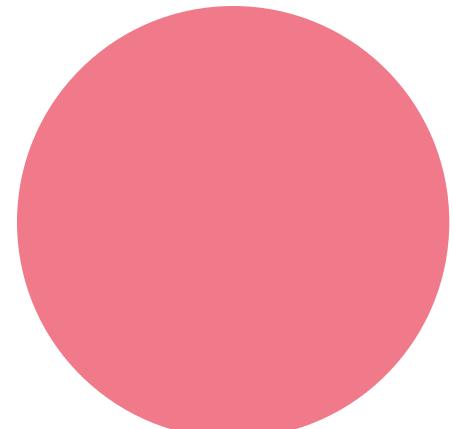
04 iconography

05 www + mobile

SECTION 01 COLOR SYSTEMS

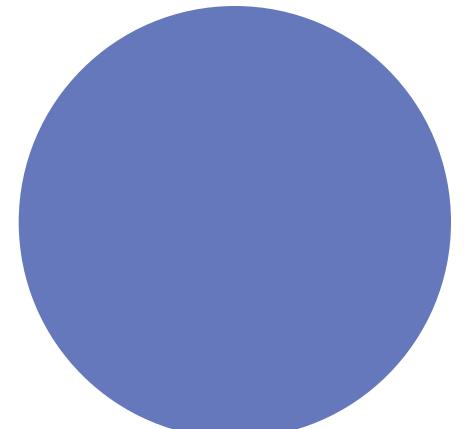
The palette consists of three colors. The primary accent color is a sapphire blue with grey-silver tones and is complimented with white and a light coral accent color. A consistent consideration towards maintenance of these colors will create a unified brand across all communications.

PRIMARY COLOR PALETTE



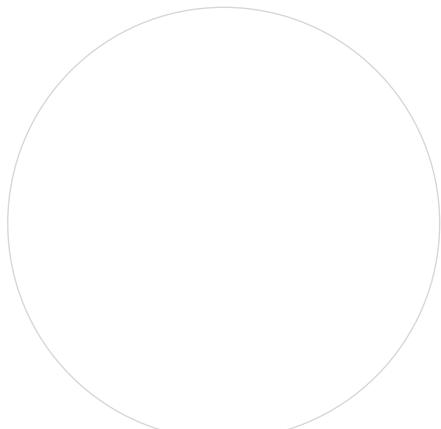
LIGHT CORAL

Hex: #EF798A
RGB: (239,121,138)
CMYK: (0,0.49,0.42,0.06)
Web Safe Color: #FF6699



SILVER SAPPHIRE

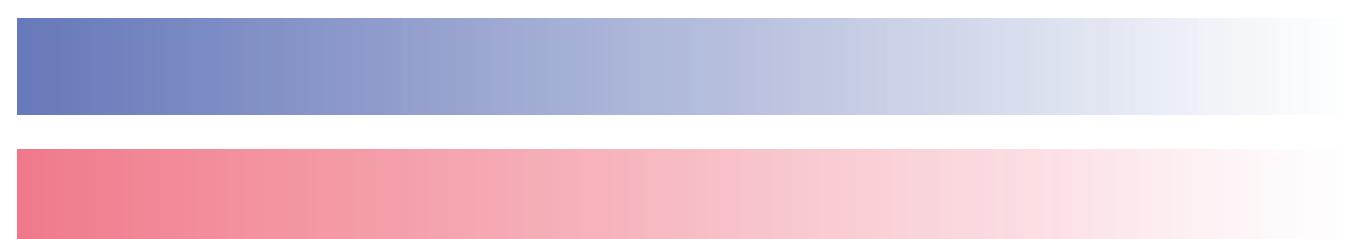
Hex: #6678B9
RGB: (102,120,185)
CMYK: (045, 0.35, 0, 0.27)
Web Safe Color: #6666CC



WHITE

Hex: #FFFFFF
RGB: (255, 255, 255)
CMYK: (0, 0, 0, 0)
Web Safe Color: #FFFFFF

GRADIENT



COLOR TINTS

A color *tint* is the mixture of a color with white, increasing its lightness. These colors should be used where the full saturation color would be too strong or distracting.



COLOR SHADES

A color *shade* is the mixture of a color with black, increasing its darkness. These colors should be used rarely and with caution. It may cause distraction or confusion from the main color palette.





SUBTOTAL

01 color systems

02 logo + marks

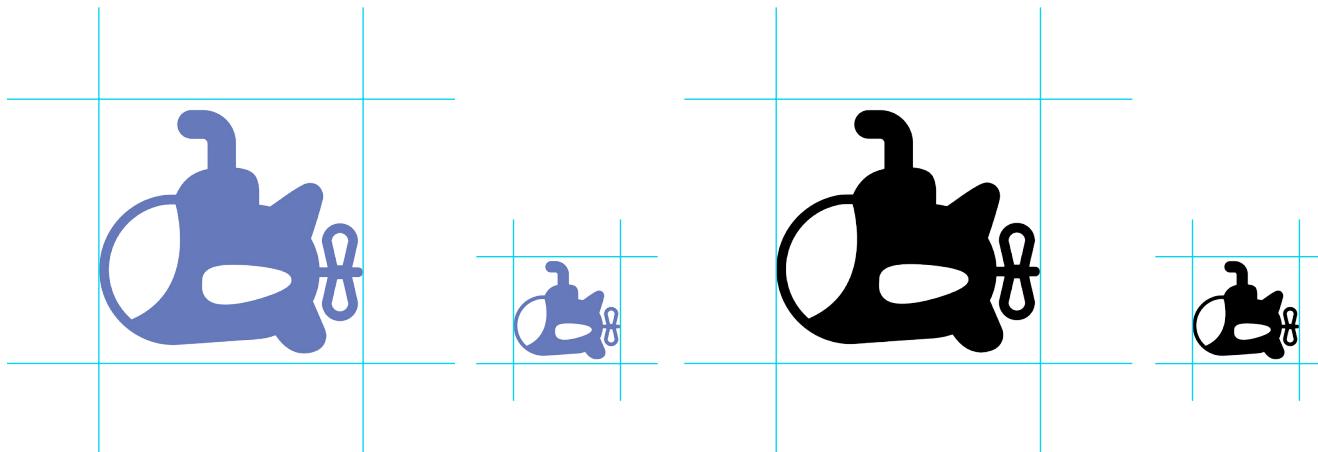
03 typography

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SECTION 02 LOGO AND MARKS

The Subtotal logo is representative of Subtotal, and should be used only to represent the website and its product. The logo is modeled after a submarine using the main colors, **#6678B9**. It is best used with padding separation from elements around it, and looks exceptionally well as a small to medium icon.



The only color variations of the logo should be using **#6678B9**, **#000000**, or **#FFFFFF**, unless placed on a colored background (see [Alternative Color Backgrounds](#)).

ALTERNATIVE COLOR BACKGROUNDS



Background: #6678B9
Content: Inverted



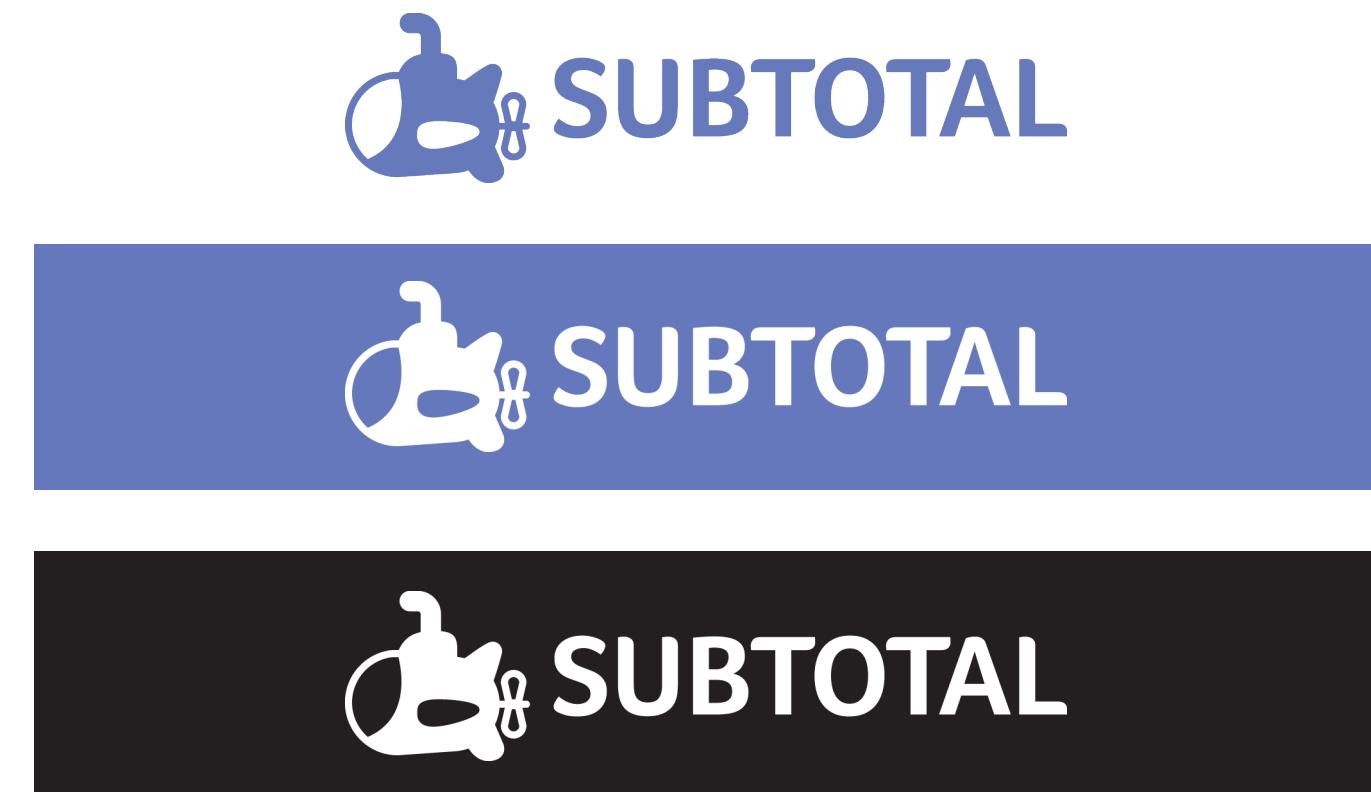
Background: #EEEEEE
Content: Original



Background: #000000
Content: Inverted

TITLE BLOCK

This style and type is to be used where the name of the company is desired instead of, or in addition to the branding. It is best used with padding separation from elements around it and with the Heading 1 font weight. See [The Font](#) in 03 Typography for font styles.



Background: #6678B9
Content: Inverted





SUBTOTAL

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SECTION 03 TYPOGRAPHY

The same font should be used across all platforms in order to maintain consistency. Text color is **#000000**, with the exception of links and title blocks. **Font sizes** for varying content is flexible and is up to the user's discretion, but should maintain font weights (based on heading and paragraph hierarchy). In the case of a colored background, follow **Alternative Color Backgrounds** styles (Section 02 Logo + Marks).

THE FONT

The standard fonts for Zinc is Foco and Karla. Foco is used mainly for headings and titles and Karla is used mainly for small headings and paragraphs. If Foco is unavailable, use Oswald.

FOCO BOLD (700)

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

KARLA REGULAR (400)

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

HIERARCHY

Font weights should reflect the hierarchy of content.

Heading 1: Eat out, save up.
Bold: 700

Heading 2

Bold: 700

Eat out, save up.

for use as company name and taglines only

Heading 3

Regular: 400

Eat out, save up.

Eat out, save up.

for use as section headings and subheadings only

Paragraph

Regular: 400

Eat out, save up.

Eat out, save up.

for use as small section headings only

TEXT EXAMPLES

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec elementum ex, quis luctus sapien. Morbi tortor ipsum, venenatis a cursus et, tempus non ligula. Integer a dolor convallis, venenatis velit vitae, laoreet nunc. Mauris in quam eros. Vivamus sed posuere est. Ut tempor orci nunc, at finibus mi vestibulum sit amet. Fusce iaculis tempus pretium. Pellentesque laoreet efficitur eros nec varius. Nam in ex mattis, varius dui non, laoreet urna. Sed id erat sit amet ante pretium consequat et et mauris.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec elementum ex, quis luctus sapien. Morbi tortor ipsum, venenatis a cursus et, tempus non ligula. Integer a dolor convallis, venenatis velit vitae, laoreet nunc. Mauris in quam eros. Vivamus sed posuere est. Ut tempor orci nunc, at finibus mi vestibulum sit amet. Fusce iaculis tempus pretium. Pellentesque laoreet efficitur eros nec varius. Nam in ex mattis, varius dui non, laoreet urna. Sed id erat sit amet ante pretium consequat et et mauris.



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SECTION 04 ICONOGRAPHY

Any existing or future iconography must be in either **#6678B9** or **#FFFFFF**. A tint of these colors is acceptable but full saturation is preferable. For drawn assets, the use of neutrals for fills and strokes is justifiable. In the case of a colored background, follow **Alternative Color Backgrounds** styles (Section 02 Logo + Marks).

ICONS



PARTNER LOGOS



Hyperlinks

All hyperlinks on a webpage should adhere to the following styles:

General Links

- | | |
|---------|---------------------------------------|
| :link | This is a hyperlink . |
| :hover | This is a hyperlink . |
| :active | This is a hyperlink . |

CALL TO ACTION

Any existing and future call to action buttons should follow the **Alternative Color Backgrounds** guidelines. On hover, the background color should change to have an opacity of 80%.

Get Subtotal Now

Get Subtotal Now

Get Subtotal Now

Get Subtotal Now



SUBTOTAL

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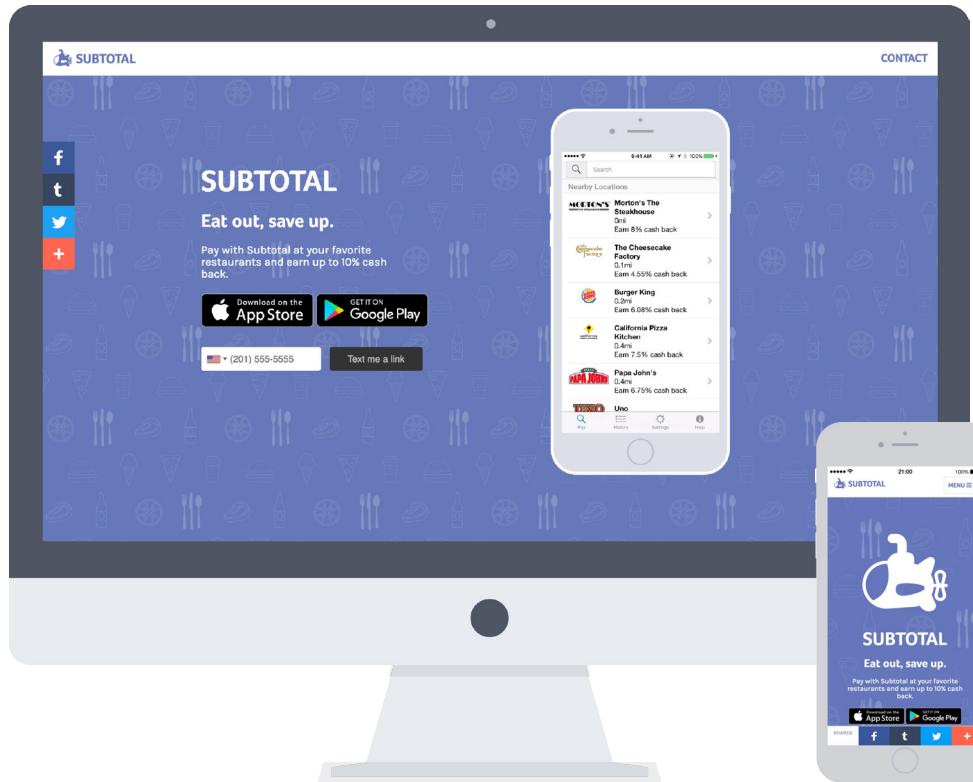
SECTION 05 WWW + MOBILE

The webpage for Zinc.io must be simple, with non-distracting elements. The principle background color is **#FFFFFF**, with the exception of the landing page. Sections with the background color **#EF798A** is used to separate content.

LANDING PAGE

The submarine image is representative of the product's name, with large call to action buttons leading to the app's download pages and a video demonstrating the use of the app.

MOBILE AND DESKTOP



LANDING PAGE BACKGROUND

The background pattern for Lionfish's landing page and login page is designed as a series of food icons. The icons are **#8493C7** and the background color is **#343D59** background.

Example magnified to show detail:



HOME PAGE

