ZIP WORLD®

BRAND
BACKPACK

Set across 7 iconic sites, with 29 adventures and no limits, we unlock the adventurer in everyone.

We're home to the world's fastest zip line, the UK's only mountain kart track, the world's first underground golf course in a cave, the UK's only Alpine coaster, Europe's largest net walkway and Europe's highest swing!

We are trustworthy, we are innovative, we are passionate, we are more than just zip lines. **We are Zip World.**

THE
LOGO

MODELLED PRIMARY LOGO

A modelled version of the primary logo, featuring bevelled letters and shading, can be used if required. When using this version on photography, the same rules apply as for the primary logo.

MODELLED PRIMARY LOGO WITH KEYLINE

When using the logo on complex photographic backgrounds, the keyline version should be used.

PRIMARY
LOGO

The primary logo can sit on the primary and secondary colours, or on photography. When using the logo on photography, it must sit on a reasonably flat area of light colour and have sufficient contrast for it to stand out and be seen clearly.

PRIMARY LOGO
WITH KEYLINE

When using the logo on complex photographic backgrounds, the keyline version should be used.

Refer to page 8 for more details.

SIMPLIFIED PRIMARY LOGO

The simplified logo, without any highlights and shadow on the zip line graphic, should be used where production limitations dictate that the primary logo can't be used.

WHITE LOGO

The white logo can be used if colour production is limited.

It can also be used as an alternative to the primary logo if desired. When using this version on photography, it must sit on a reasonably flat area of dark colour and have sufficient contrast for it to stand out and be seen clearly.

CLEARANCE AREA

It is important that the logo is given a generous, safe margin. An easy guide is to use the height and width of the O from the logo.
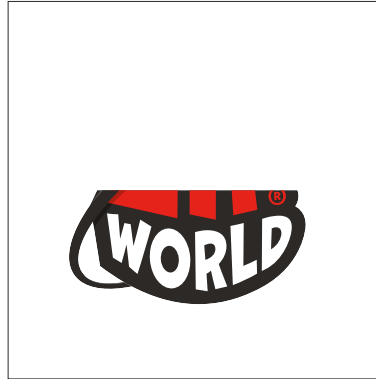
MINIMUM SIZE

The minimum size you can use the logo is 30mm (115 pixels) wide. This is an ideal size for social media.

30mm (115 pixels)

DO'S AND DON'TS

Please remember these rules.

✘   **DO NOT** crop the logo.

✘   **DO NOT** distort the logo.

✘   **DO NOT** rotate the logo.

✘   **DO NOT** change the logo colour.

✘   **DO NOT** use the primary logo on complex backgrounds.

✔   **DO** use the keyline logo on complex backgrounds.

SUMMIT

This logo and bolt on can be used as an alternative to the primary logo on any material regarding Zip World Summit sites. This is primarily used on digital assets that show the differentiate between a Summit and Expedition site.

The same usage rules apply as to the primary logo. Keyline versions are also available.

EXPEDITION

This logo and bolt on should be used on any material regarding Zip World Expedition sites.

The same usage rules apply as to the primary logo. Keyline versions are also available.

BASECAMP

This logo and bolt on should be used on any material regarding overnight stays at Zip World sites.

The same usage rules apply as to the primary logo. Keyline versions are also available.

ECO

This logo should be used when discussing ecological or environmental topics related to Zip World.

The same usage rules apply as to the primary logo. Keyline versions are also available.

COLOURS

Red and granite are the primary Zip World colours, which originate from the logo.

Secondary colours have been chosen to complement the primary colours and add variety. Red should **always** feature as an accent colour when using a secondary colour.

Granite is the primary colour for body copy on white and amber backgrounds. White should be used for body copy on all other backgrounds.

Tints and shades can be used as accent colours for illustrations and boxes housing type. Please refer to pages 19 to 22 for more information.

PRIMARY

Granite

CMYK
30 30 30 90
RGB
40 35 35
Hex
#282323

Red

CMYK
0 95 95 0
RGB
240 50 40
Hex
#f03228

Tints

CMYK
0 0 0 0
RGB
255 255 255
Hex
#ffffff

CMYK
0 50 50 0
RGB
245 150 120
Hex
#f59678

Shades

CMYK
15 15 15 45
RGB
135 130 130
Hex
#878282

CMYK
0 95 95 55
RGB
130 15 5
Hex
#820f05

SECONDARY

Amber

CMYK
0 45 95 0
RGB
250 155 40
Hex
#fa9b28

Lime

CMYK
55 15 95 0
RGB
130 175 70
Hex
#82af46

Teal

CMYK
85 25 35 0
RGB
0 145 160
Hex
#0090a0

Tints

CMYK
0 25 50 0
RGB
255 200 135
Hex
#ffc887

CMYK
30 10 50 0
RGB
185 200 150
Hex
#b9c896

CMYK
45 15 20 0
RGB
140 185 195
Hex
#8cb9c3

Shades

CMYK
0 45 95 55
RGB
135 85 5
Hex
#875505

CMYK
55 15 95 55
RGB
65 95 35
Hex
#415f23

CMYK
85 25 35 55
RGB
0 80 90
Hex
#00505a

SUB BRAND COLOURS

Summit uses the primary colours red and granite. The other sub brands have their own unique colours.

These colours cannot be combined with any of the primary or secondary colours.

Tints and shades can be used as accent colours for illustrations and boxes housing type. Please refer to pages 19 to 22 for more information.

EXPEDITION

CMYK
0 75 95 0
RGB
250 100 35
Hex
#fa6423

Tints

CMYK
0 40 50 0
RGB
250 170 130
Hex
#faaa82

Shades

CMYK
0 75 95 55
RGB
130 50 5
Hex
#823205

CMYK
0 65 95 85
RGB
75 25 0
Hex
#4b1900

BASE CAMP

CMYK
15 15 30 15
RGB
195 190 165
Hex
#c3bea5

Tints

CMYK
10 10 15 10
RGB
205 200 195
Hex
#cdc8c3

Shades

CMYK
15 15 30 55
RGB
120 115 100
Hex
#787364

CMYK
15 15 30 90
RGB
50 50 40
Hex
#323228

ECO

CMYK
65 25 95 0
RGB
120 155 60
Hex
#789b3c

Tints

CMYK
35 15 50 0
RGB
170 190 145
Hex
#aabe91

Shades

CMYK
65 25 95 55
RGB
50 85 35
**Hex**
#325523

CMYK
65 25 95 80
RGB
20 50 5
Hex
#143205

TEXTURES

To add additional character to the design, three background textures are available that can be used on any of the brand colours.

The texture should be set to multiply above the colour at no more than 20% opacity. The texture should not interfere with the legibility of the type it is housing.

Additional textures can be created to form an ever expanding library. They should always be applied following the same rules as the three shown here.

ROCK

BARK
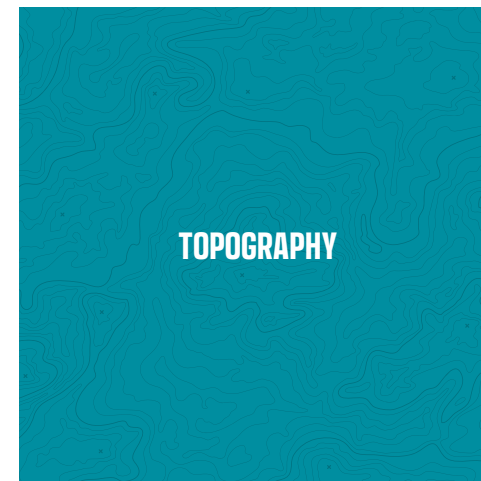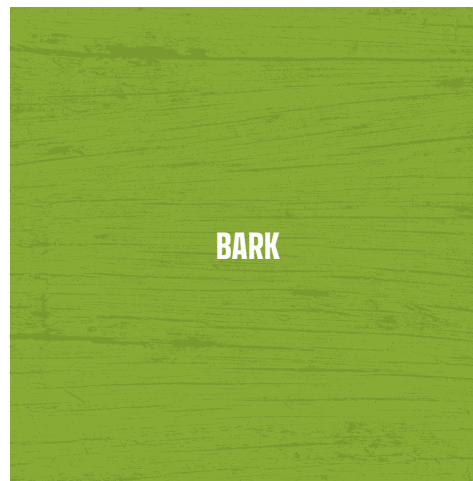
TOPOGRAPHY

HEADLINE TYPOGRAPHY

The typeface for headlines and sub headlines is Transducer Condensed Bold. This can only be used in upper case.

BODY COPY

The typeface for body copy is Soleil. It can be used in bolder weights in order to emphasise important information.

TRANSDUCER CONDENSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Soleil

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Semi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HEADLINE LOCK UPS

On any background, headline type should appear in upper case Transducer Condensed Bold, sitting at a 4° or -4° angle with a drop shadow set at 0% blur and 15% opacity.

The type should be positioned playfully and feature in varying sizes to emphasise crucial words. Where possible, it should break from the background colour and bleed into photography. If required, shade must be added to the image to enable legibility of the type.

Smaller words can be housed in coloured boxes. These should be tints or shades of the background colour, or in red if red is not present elsewhere in the design. The box should be closely cropped to the type and does not require a drop shadow.

Headline lock ups can be combined with icons to add dynamism. They should be positioned randomly and used at a small scale.

HEADLINE LOCK UP DO'S AND DON'TS

Please remember these rules.

ESSENTIALS

Type
4° or -4° angle

Drop shadow
0% blur and 15% opacity

Colour
Red should always feature as
a boxed accent colour when
using a secondary colour

Icons
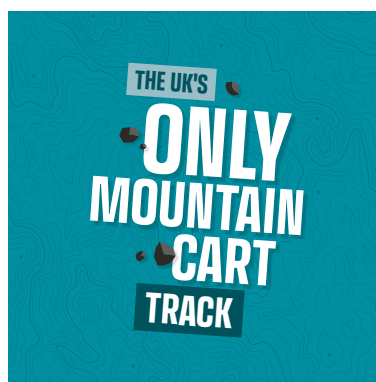Rocks can only be used
in the granite colour

✘ **DO NOT** use the headline typeface in lower case.

✘ **DO NOT** box words used at a large scale.

✘ **DO NOT** change the blur size or opacity of the drop shadow.

✘ **DO NOT** create a lock up without using red as a boxed accent colour.

✘ **DO NOT** combine colours. Boxes and icons must be tints or shades of the background colour. E.g. the shade of teal can only be used on the teal background.

✘ **DO NOT** use different icons within the same lock up.

HEADLINE LOCK UP DO'S AND DON'TS

Please remember these rules.

ESSENTIALS

Type
4° or -4° angle

Drop shadow
0% blur and 15% opacity

Colour
Red should always feature as a boxed accent colour when using a secondary colour

Icons
Rocks can only be used in the granite colour

✗ **DO NOT** use the icons at a large scale.

✗ **DO NOT** obstruct letters with icons, as this will hinder legibility.

✔ **DO** place icons subtly over letters to add depth.

✗ **DO NOT** place the type at opposite angles within the same lock-up.

✗ **DO NOT** place the coloured panel housing the type at an opposite angle to the lock-up.

✔ The headline lockup can sit on a purely photographic background providing it has sufficient contrast for it to stand out and be seen clearly.

ICONS

As mentioned on page 19, a suite of icons are available that can be incorporated within headline lock ups.

They should be predominantly used as tints or shades of the brand colour they are sat on. However, the rocks can only be used in the Granite colour.

Multiple icons should not be combined within the same headline. For example, rocks should not be used with leaves.

Additional icons can be created to form an ever expanding library. They should always be applied following the same rules as those shown here.
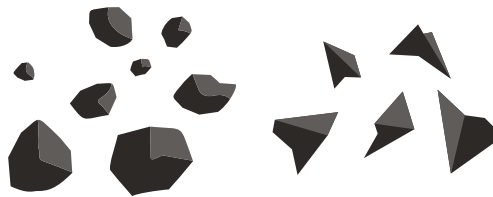
Rocks can be used for multiple activities
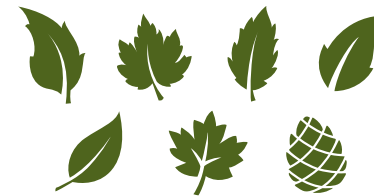
Leaves can be used for multiple activities

Quarry activities only

Food and drink only

Basecamp only

THE ZIP LINE

The zip line originates from the logo, and can be used to house imagery or messaging. It should always crop off the page as in the example shown.

THE ARROW

The arrow device stems from the shape of the Z in the Zip World logo. It can be used in any of the brand colours and in a number of ways:

➤ As a marker to highlight information
➤ As directions on signage
➤ As bullet points
➤ On website CTA buttons
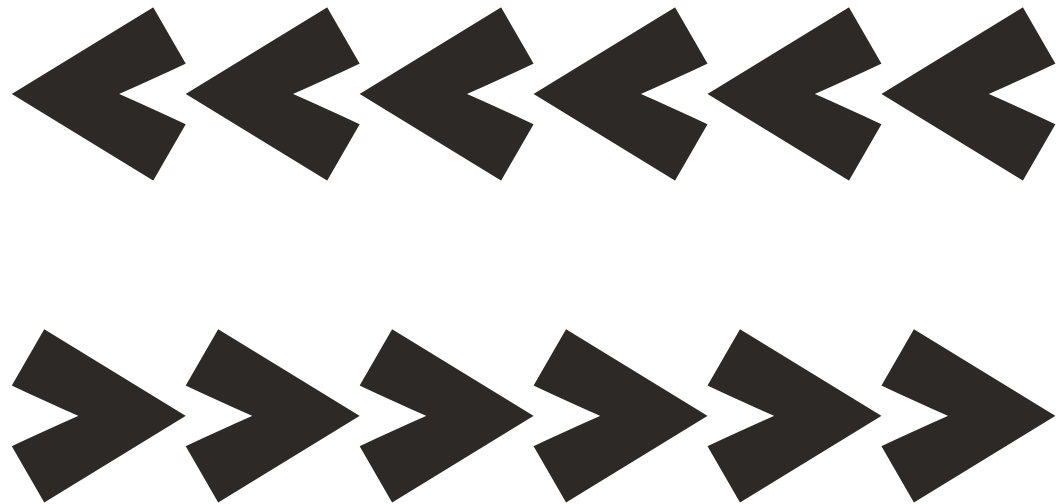
USING THE ASSETS

All the assets come together to create a striking, energetic and dynamic identity, which express the adventurous charisma of Zip World.
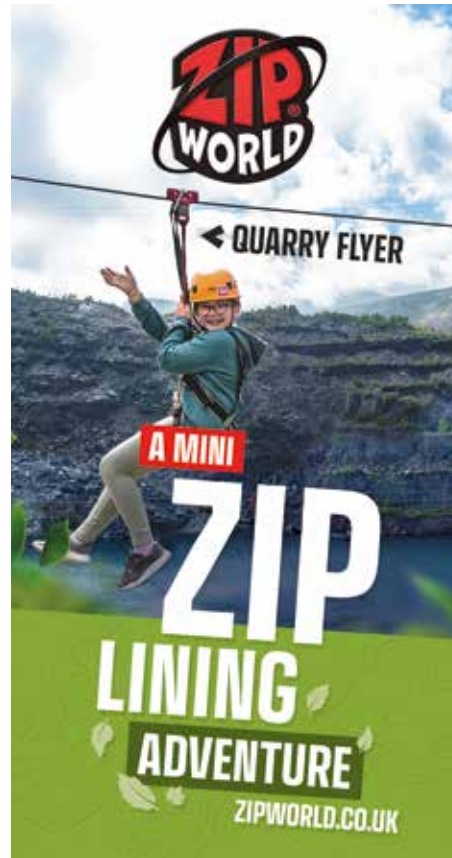
USING THE
SUB BRANDS

When creating designs for the sub brands, their unique colours should be used. These colours cannot be combined with any of the primary or secondary colours. Tints and shades can be used as accent colours for illustrations and boxes housing type.

CONTACT

ZIP WORLD

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