

zipcar visual guide^{v4}

Hey there, good looking. Oh wait, that's us.

hi there

We put a lot of love into our brand, and hope you will too. It's the product, the personality, and the values that people have rallied behind since Zipcar began. It's the experience you have on the app, the website, and in the car. It's the way we talk to our members, future members, employees, and community leaders. After all, we're all Zipsters on this journey together.



APRIL '00

OUR FIRST CAR GOES ON THE GRID—
VW BEETLE BILBO IN CENTRAL SQUARE, CAMBRIDGE, MA.

OUR BRAND PROMISE

freedom

Zipcar gives you the freedom to own the trip, not the car. To take off and not look back.
Our look is all about simplicity, fun, discovery, and independence.

BRAND STORY

art

visual guide pdf

Detailed design guidance distributed to employees and partners doing visual work.

voice

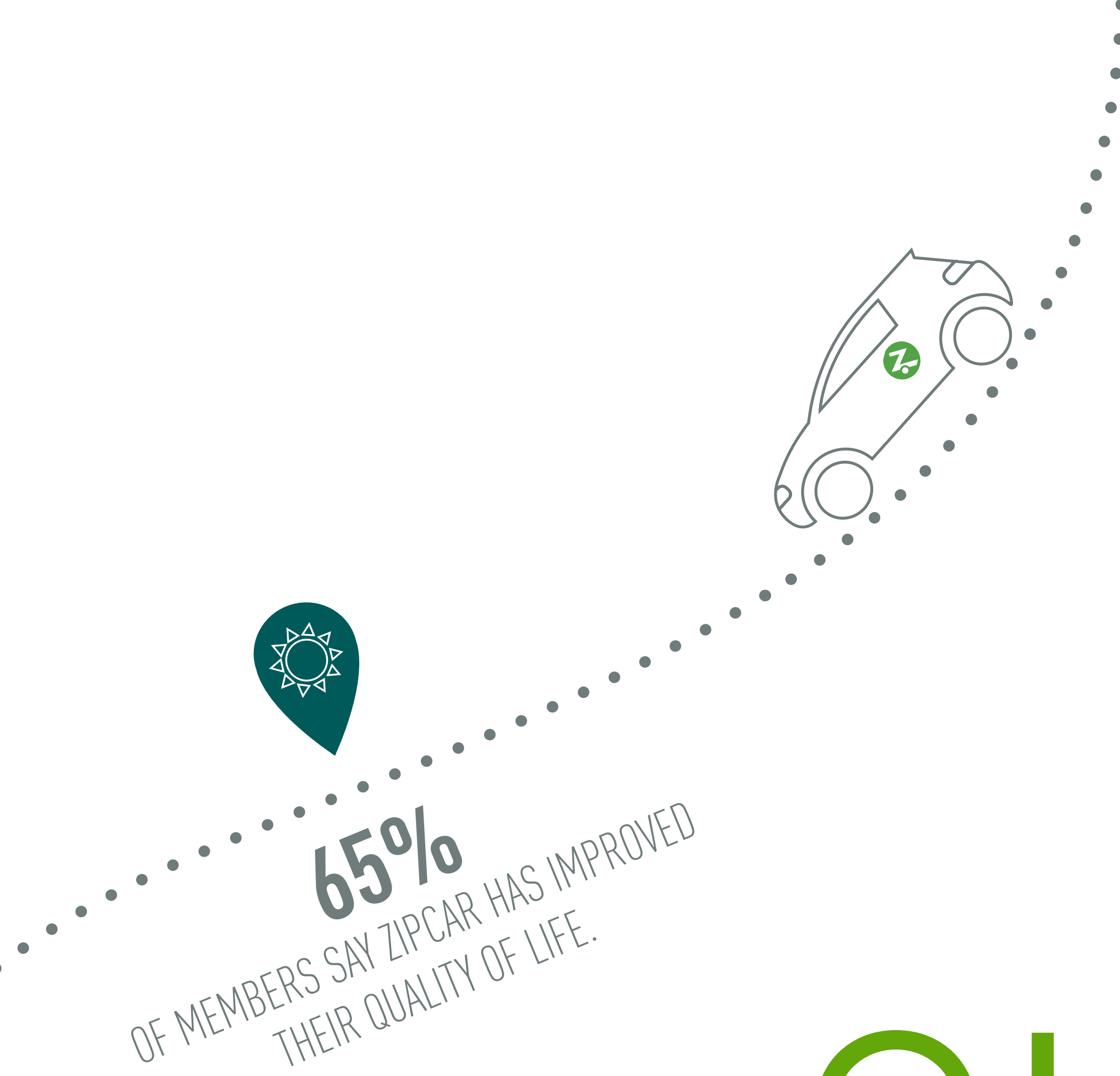
brand voice ppt

In-person introduction to our brand for employees and partners who are writing or creating content.



74%

OF OUR MEMBERS WALK, BIKE, OR TAKE PUBLIC TRANSIT TO WORK OR SCHOOL.



65%
OF MEMBERS SAY ZIPCAR HAS IMPROVED
THEIR QUALITY OF LIFE.

our community

Zipsters are people who believe in using technology to make life easier.
They are left-brain and right-brain thinkers. Millennials and boomers.
Urbanites and travelers. Tech-savvy and budget-savvy. Aspirational and practical.
We have a soft spot for people like that.



WHO'S AT THE WHEEL

We speak to three core segments: consumer, business, and university. Each has its own visual identity, but they're all part of the same family.



ALWAYS GET A FIVE-STAR DRIVER: YOU

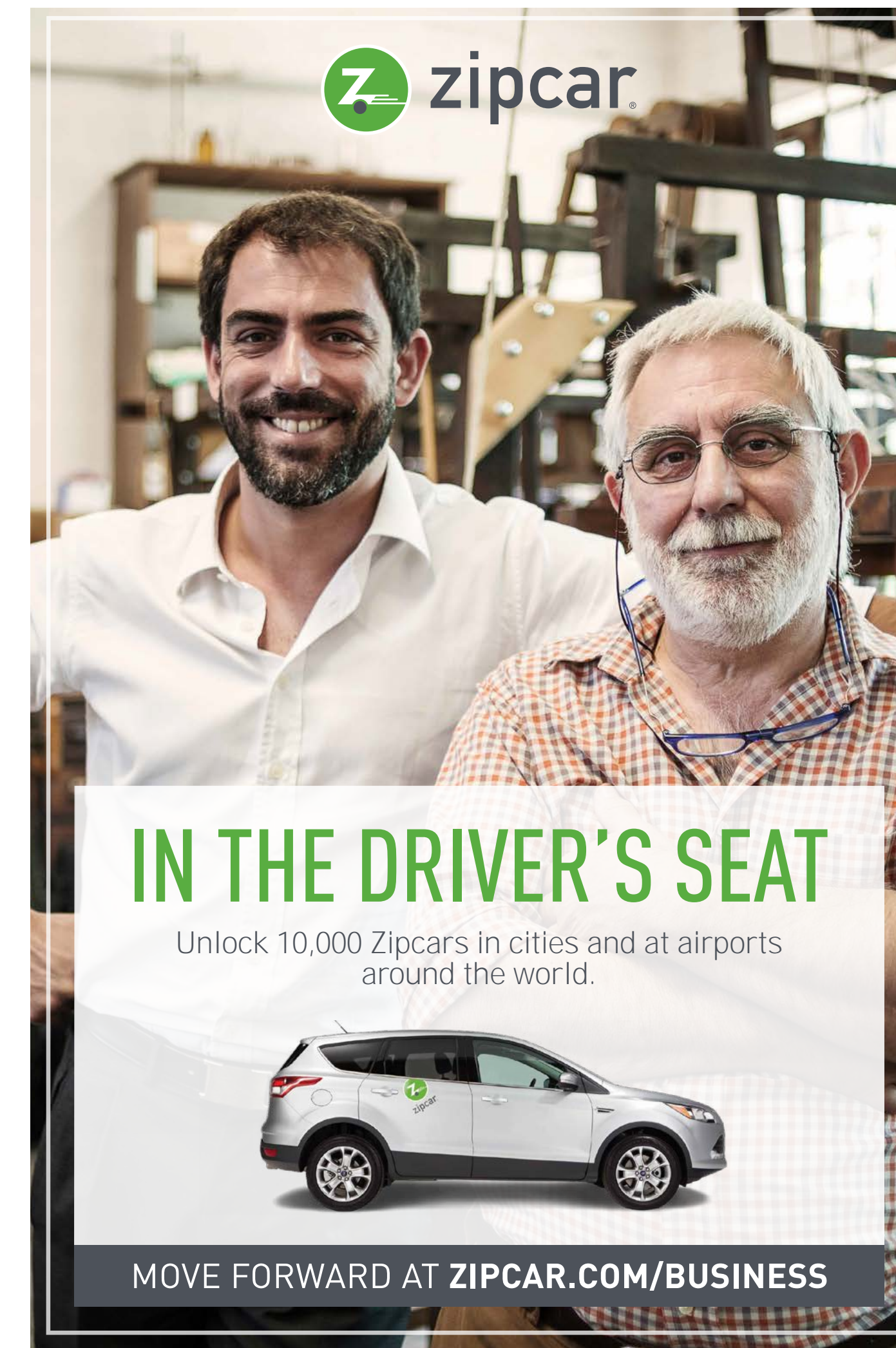
Cars for errands and escapes in the city and worldwide.


 zipcar

JOIN FOR \$7/MONTH AT [ZIPCAR.COM/HOBOKEN](https://www.zipcar.com/hoboken)

consumer
approachable,
clever, fun

university
approachable, clever,
irreverent fun



 zipcar

IN THE DRIVER'S SEAT

Unlock 10,000 Zipcars in cities and at airports around the world.

MOVE FORWARD AT [ZIPCAR.COM/BUSINESS](https://www.zipcar.com/business)

business
approachable, clever,
problem solving





**HEAVY S#!T:
NOT JUST FOR PHILOSOPHY CLASS.**

 zipcar

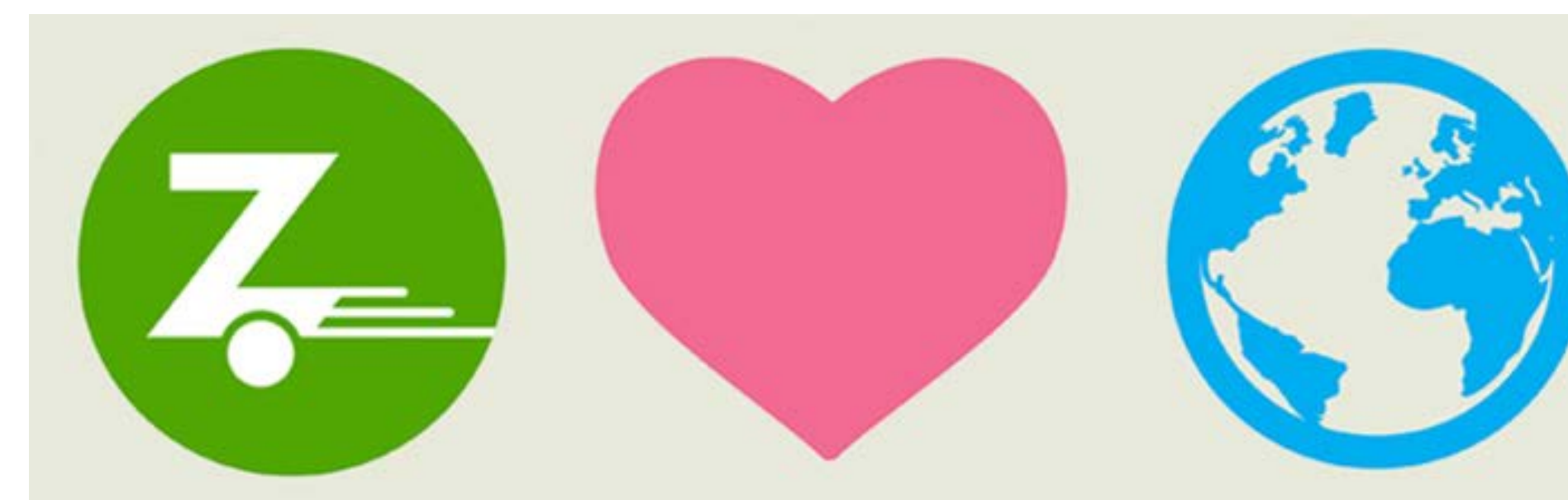
CITY LIFE, SMARTER

We don't just talk to our members and prospects, we are also part of a larger conversation about making cities better places to live.



ziptopia

Our blog covers stories about people, places, and ideas that are changing city life.



urban mobility

Every Zipcar takes 13 personally owned cars off the road.



sustainability

In 2015, Zipsters reduced their CO2 emissions by 1.5 billion pounds.

our voice

Our voice is who we are, what we do, and how we do it. It separates us from competitors. It makes us “glocal”—global and local. We do brand training for employees to make us all brand champions.



LESS THAN
20%
OF HOME OFFICE ZIPSTERS DRIVE
TO WORK EVERY DAY.

APPROACHABLE. CLEVER. FUN.

Our voice is our personality. We speak like one friend talking to another. Keep it simple, make it fun, and skip the corporate mumbo-jumbo.

vehicle branding



online advertising



outdoor advertising

CAPITALIZATION

Zipcar
Zipster
Zipcard
Ziptrip

zip
zipping

(We didn't invent those ones—the dictionary beat us to it.)

SPELLING

It seems like it should be simple, but the Zipcar spelling seems to even trip up those who should know better (we're looking at you, major news outlets).

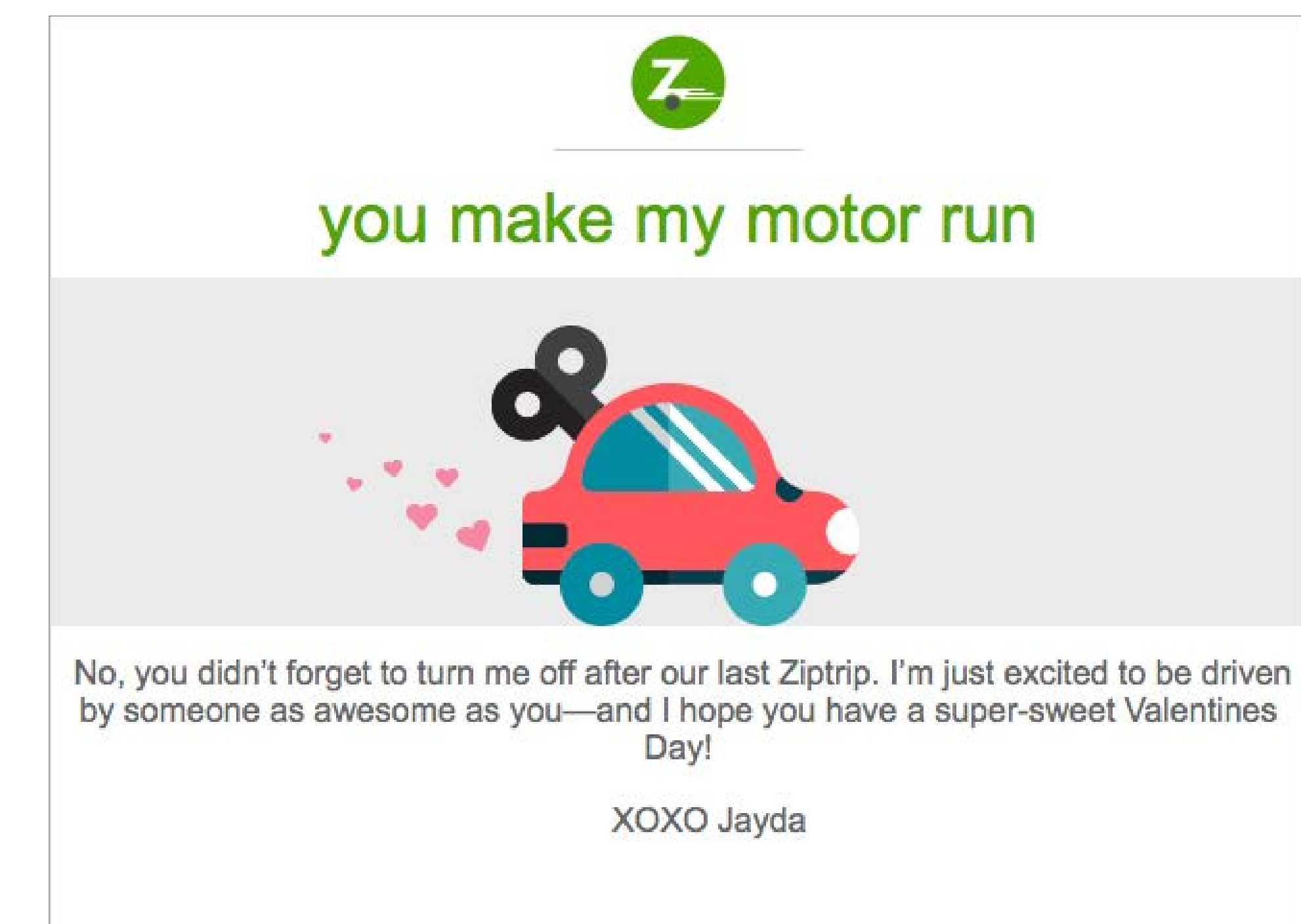
Zipcar

These are all incorrect spellings we see often. Be on the lookout—and be sure to fix them when you see them.

~~Zip Car~~
~~ZipCar~~
~~Zip-car~~

FORMATTING

Headlines are generally all caps, though in some cases (like the website and emails) we use all lowercase for headlines. We generally never use standard sentence case in a headline, we save that for body copy. Subheads are sentence case, just like how you were taught back in the day.



our look

Taylor has her red lipstick. Donald has his...hair.
And Zipcar has these visual assets that all come together to make our look.

logo

Simple, evocative, unique. Our logo is the cornerstone of our brand and shows up on everything from our website to the cars themselves.



our logo

The Z symbol is the primary representation of the brand. For members, we can often stick with this clean and bold mark.



full mark with logotype

When more context is needed, such as when we are focusing on prospects and people not familiar with the brand, this full mark should be used.



zipcar®

THE NITTY-GRITTY

COLORS

There are two colors used in the Zipcar logo: green and gray. It is important to use and/or match the PMS 369 green and PMS 425 gray as closely as possible based on the audience's viewing context.



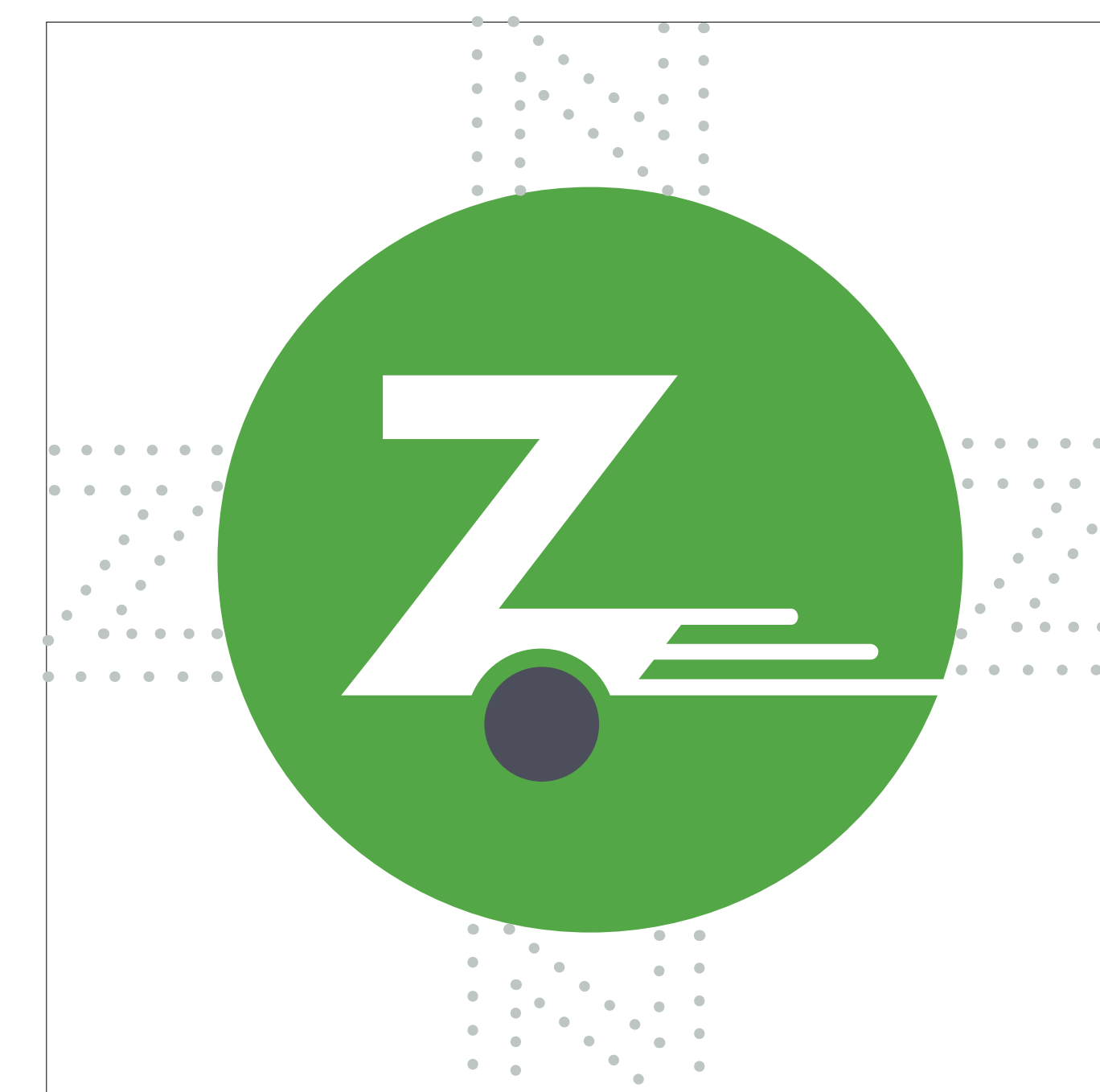
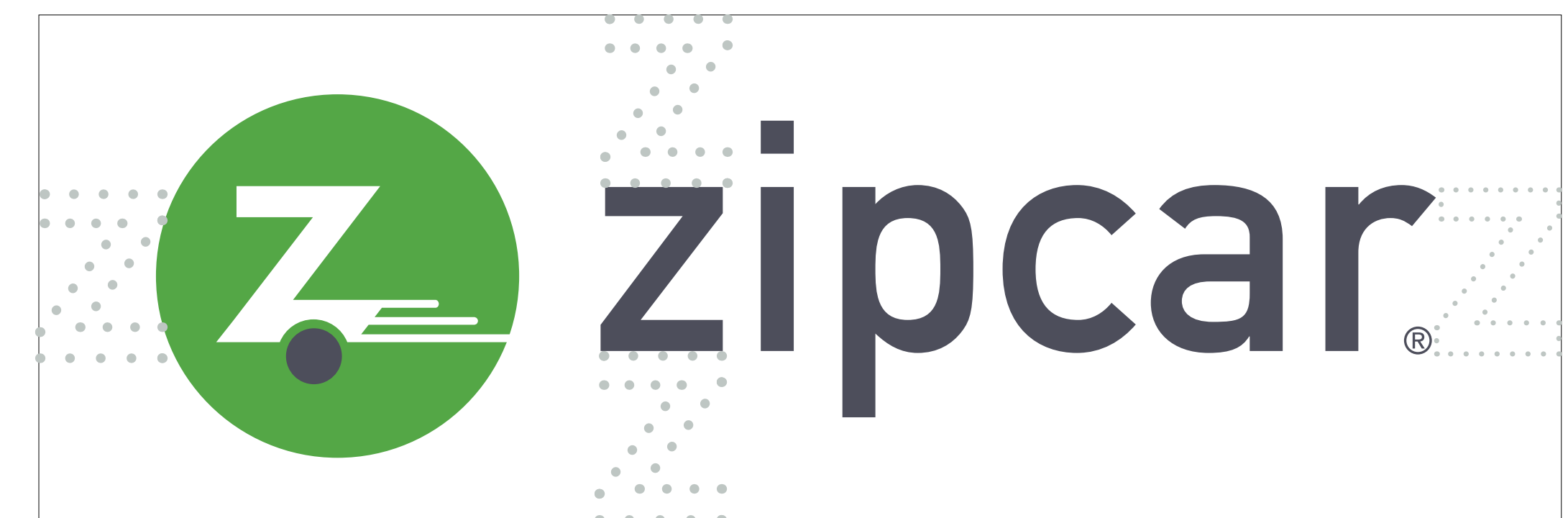
STROKE OUTLINE

When we use the logo on colors besides white, we incorporate a white stroke around the circle Z. Stroke thickness should scale as the logo scales, in order to maintain a consistent relation to the rest of the symbol. It should remain thinner than the middle of the Z, but thicker than the 'tails' of the Z at the bottom.



CLEAR SPACE

To maintain the integrity of the logo, make sure you give it enough breathing room. Below are guidelines showing how much space the logo should have on all sides. No type, artwork, photographs or visuals should enter this area.



ONE-COLOR VARIATIONS

When color is limited to black and white or one color, the Zipcar logo should be reproduced as shown below.



REPRODUCTION ON DARKER COLORS

When you need more contrast on a darker background, use the version of the logo with Zipcar in knockout/white type.



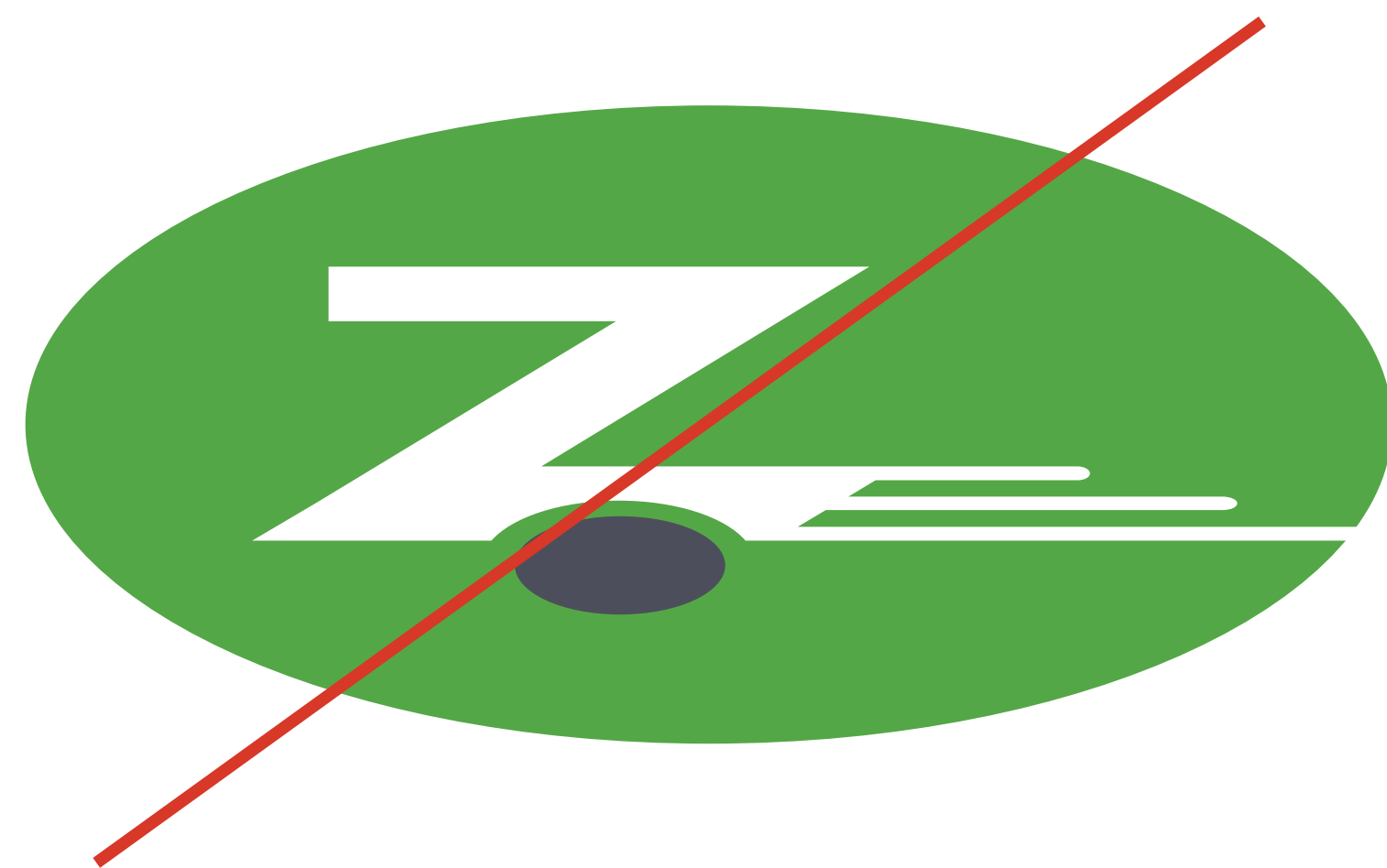
ADDITIONAL LOGOS

You might see these versions at times. They are reserved for special circumstances only. Opt for one of the two main logos to keep things simple.



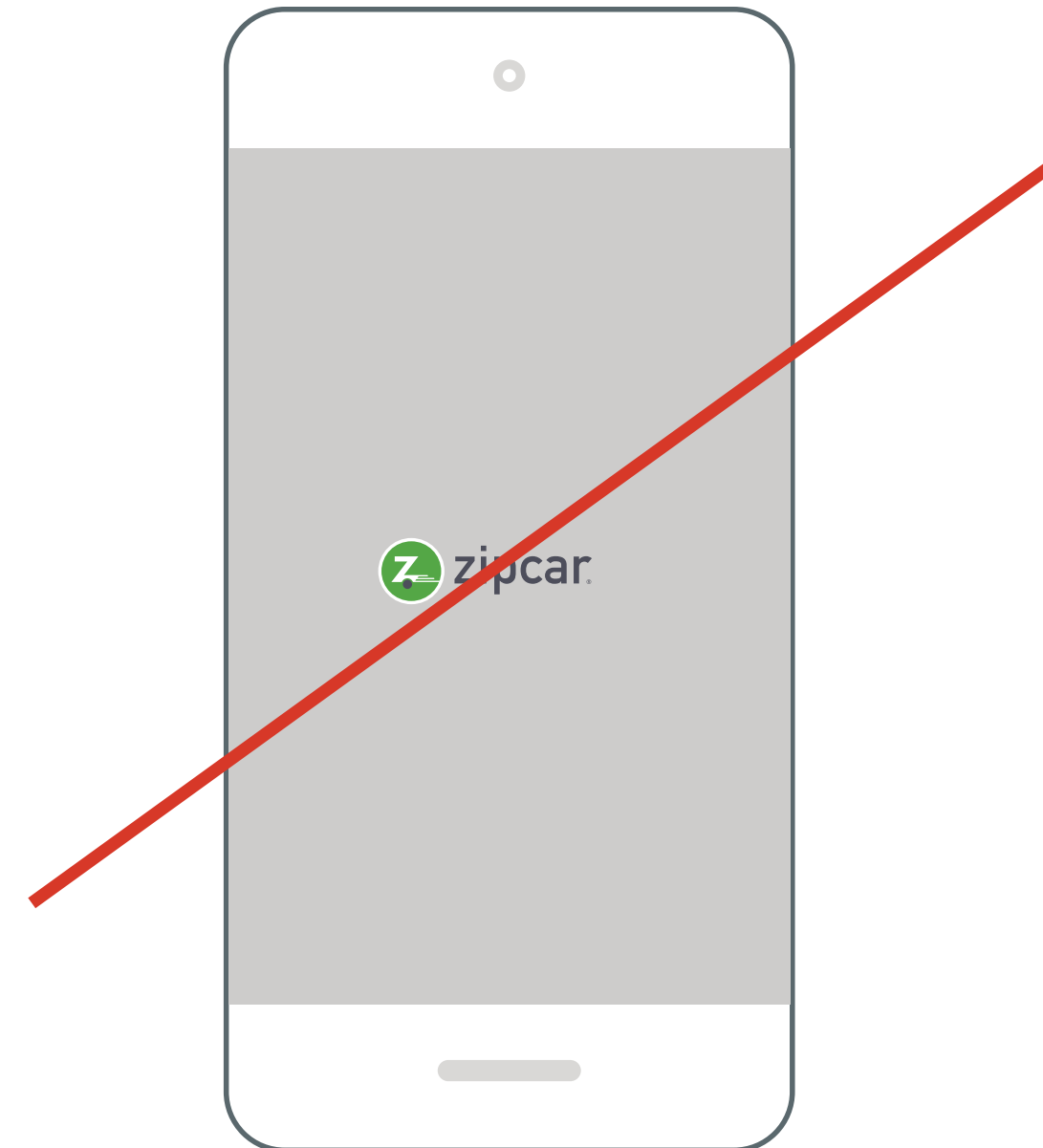
DON'T STRETCH THE LOGO

Keep the logo in its original proportions whenever you use it. Stretching and twisting it hurts!



DON'T MAKE THE LOGO TOO SMALL

If you can't read it or clearly make out the symbol, the logo won't be able to do its job. Our standard is 75 pixels wide online and 24 mm wide in print. Keep this in mind when designing for mobile, too.



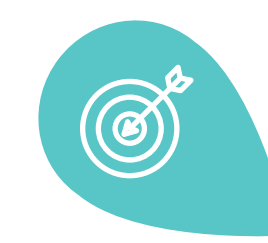
DON'T MESS WITH THE PLACEMENT

Don't move the symbol in relation to the Zipcar type, or change the typeface from our house DIN font. And oh please, don't add any rogue elements into the mix.



typeface

The DIN typeface appears everywhere: print, digital, and all over our office. It's simple and fun, just like us.



THE MOST COMMON
WORD ASSOCIATIONS WITH
"ZIPCAR" : CONVENIENT AND
RELIABLE.



MEET THE DIN FAMILY

INTRODUCING NEW TYPEFACES

Occasionally, we'll feature different typefaces in campaigns or special promotions. We keep it fresh, but they're not permanent additions to our brand lexicon.



DIN Light
DIN Regular
DIN Med
DIN Bold
DIN Black
DIN COND Light
DIN COND Med
DIN COND Bold
DIN COND Black

abcdefghijklmnopqrstuvwxyz 123456789
abcdefghijklmnopqrstuvwxyz 123456789
abcdefghijklmnopqrstuvwxyz 123456789
abcdefghijklmnopqrstuvwxyz 123456789
abcdefghijklmnopqrstuvwxyz 123456789

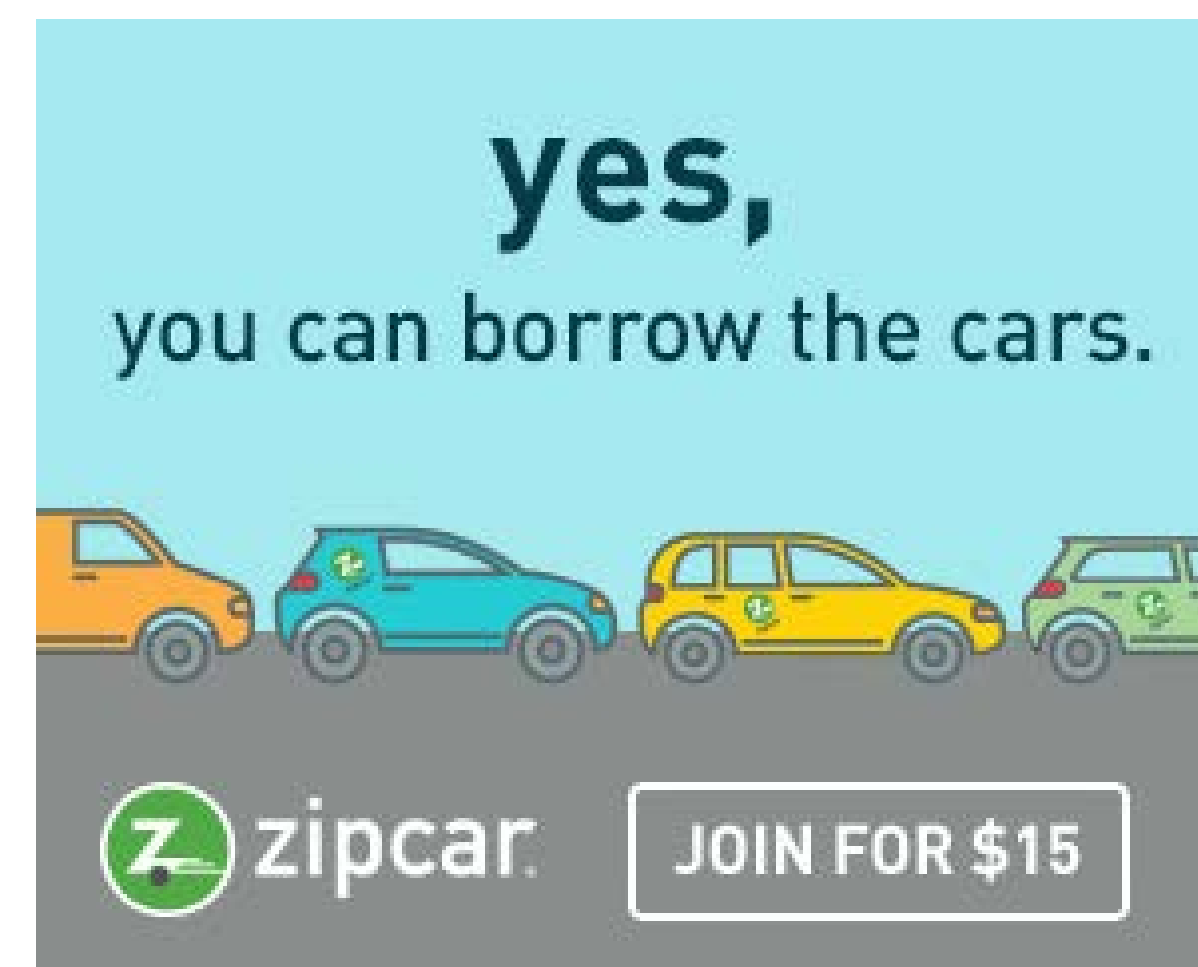
abcdefghijklmnopqrstuvwxyz 123456789
abcdefghijklmnopqrstuvwxyz 123456789
abcdefghijklmnopqrstuvwxyz 123456789
abcdefghijklmnopqrstuvwxyz 123456789

HEADLINES

We use either all caps or all lower case (no initial cap) for our headlines.



all caps



lower case

OPTION ONE

CAPS LIGHT HEADLINE
CAPS BOLD HEADLINE

OPTION TWO

CAPS CONDENSED LIGHT HEADLINE
CAPS CONDENSED BOLD HEADLINE

OPTION THREE

lowercase light headline
lowercase bold headline



design elements

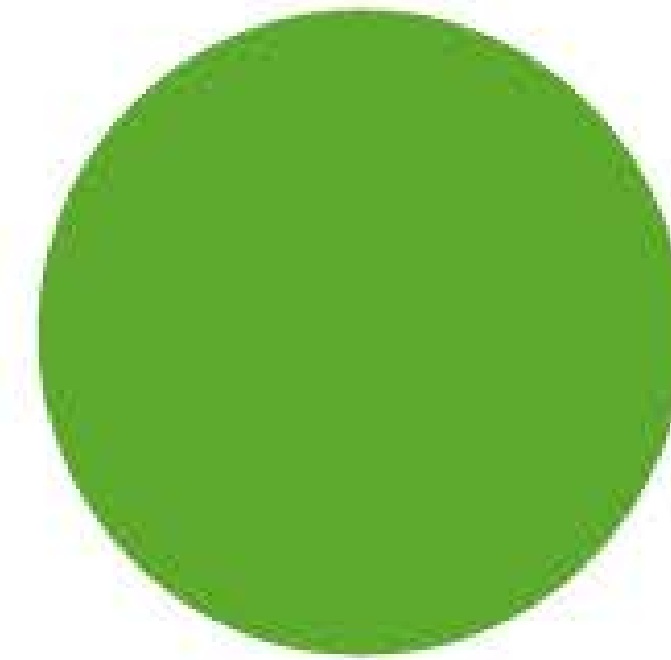
Appearance isn't everything, but it's a pretty big deal. Take a look at the colors, icons, and illustrations that bring Zipcar to life. We try to stay evenly balanced between illustrations and photography.



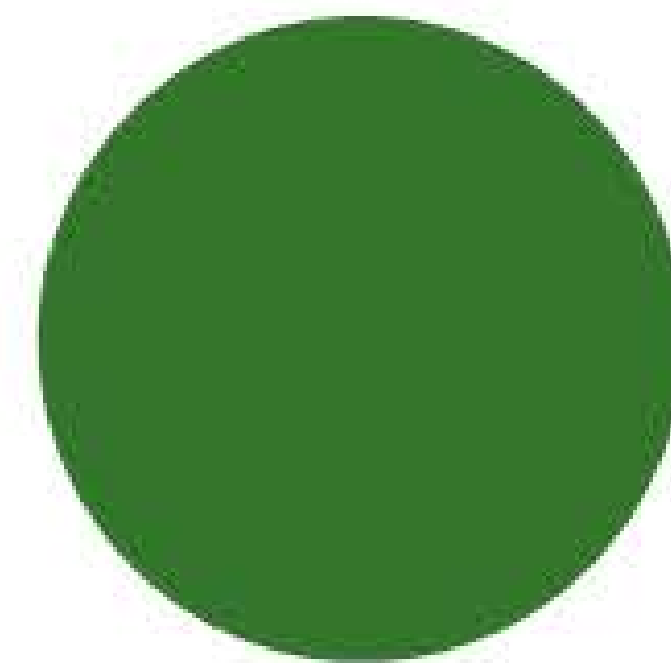
COLORS

primary colors

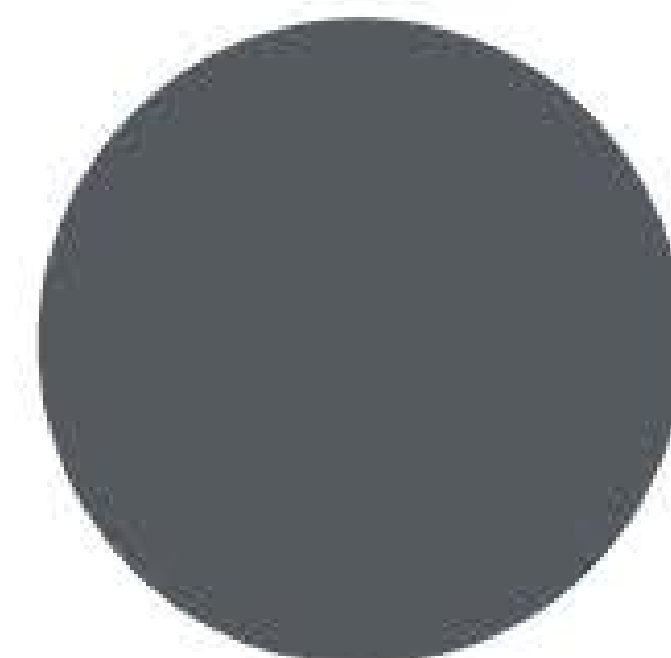
Green is our spirit color and represents living responsibly. We have paired it with additional complementary colors to add vibrancy and pop.



Coated	Process	On-screen	Web Hex
PMS 369 c	C:65 M:0 Y:100 K:9	R:81 G:166 B:1	# 51A601



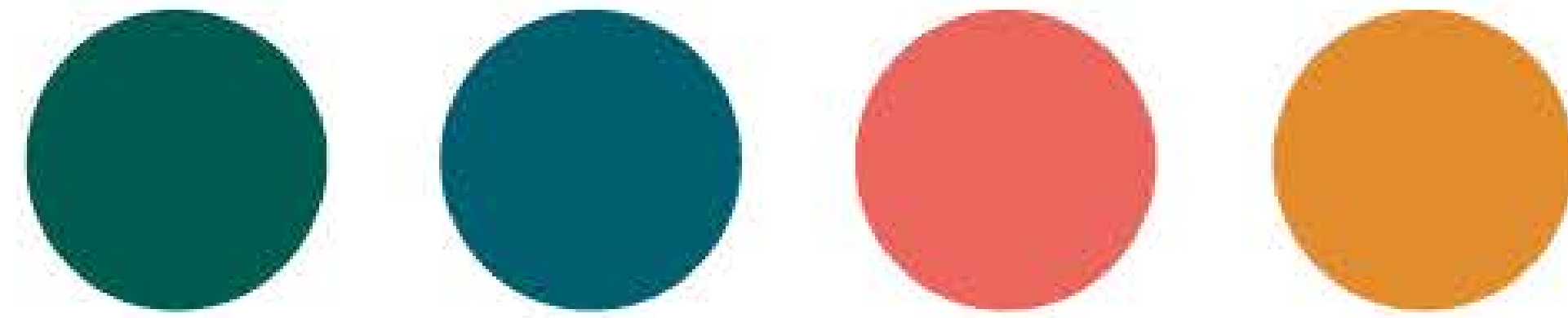
PMS 364 c	C:73 M:9 Y:94 K:39	R:66 G:119 B:48	# 427730
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PMS 425 c	C:38 M:28 Y:21 K:63	R:86 G:90 B:92	# 636466
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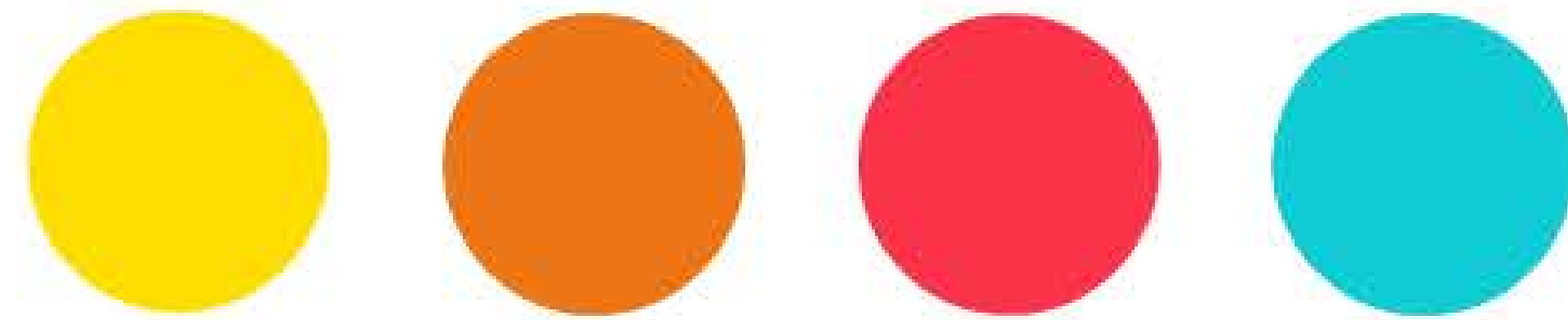
COLORS





secondary colors



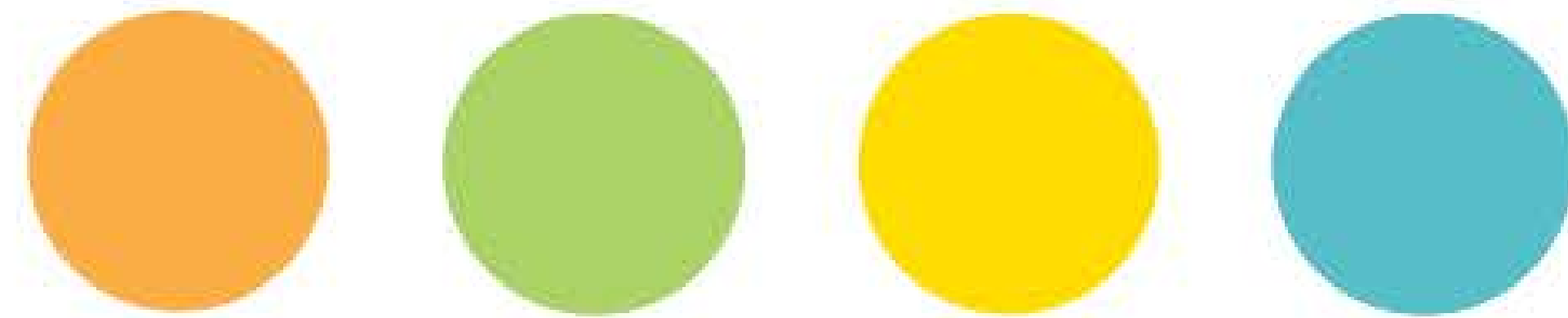
	Coated	Process	On-screen	Web Hex
	PMS 561 c	C:91 M:37 Y:65 K:37	R:00 G:89 B:77	# 00594C
	PMS 3155 c	C:100 M:9 Y:29 K:47	R:00 G:98 B:114	# 006272
	PMS 178 c	C:0 M:72 Y:57 K:0	R:255 G:88 B:93	# FF585D
	PMS 158 c	C:0 M:49 Y:85 K:9	R:232 G:119 B:9	# E87722





secondary colors (international)



	PMS 116 c	C:0 M:12 Y:100 K:0	R:254 G:203 B:0	# FECB00
	PMS 158 c	C:0 M:64 Y:95 K:0	R:227 G:144 B:34	# FF6633
	PMS 1787 c	C:0 M:81 Y:61 K:0	R:251 G:52 B:73	# FB3449
	PMS 319 c	C:66 M:0 Y:23 K:0	R:38 G:202 B:211	# 26CAD3





highlights



	PMS 1375 c	C:0 M:51 Y:94 K:0	R:251 G:174 B:68	# FBAE44
	PMS 2283 c	C:35 M:0 Y:61 K:0	R:170 G:210 B:103	# A7E163
	PMS 109 c	C:0 M:10 Y:100 K:0	R:255 G:221 B:00	# FFD100
	PMS 2227 c	C:60 M:0 Y:25 K:0	R:89 G:190 B:201	# 59BEC9

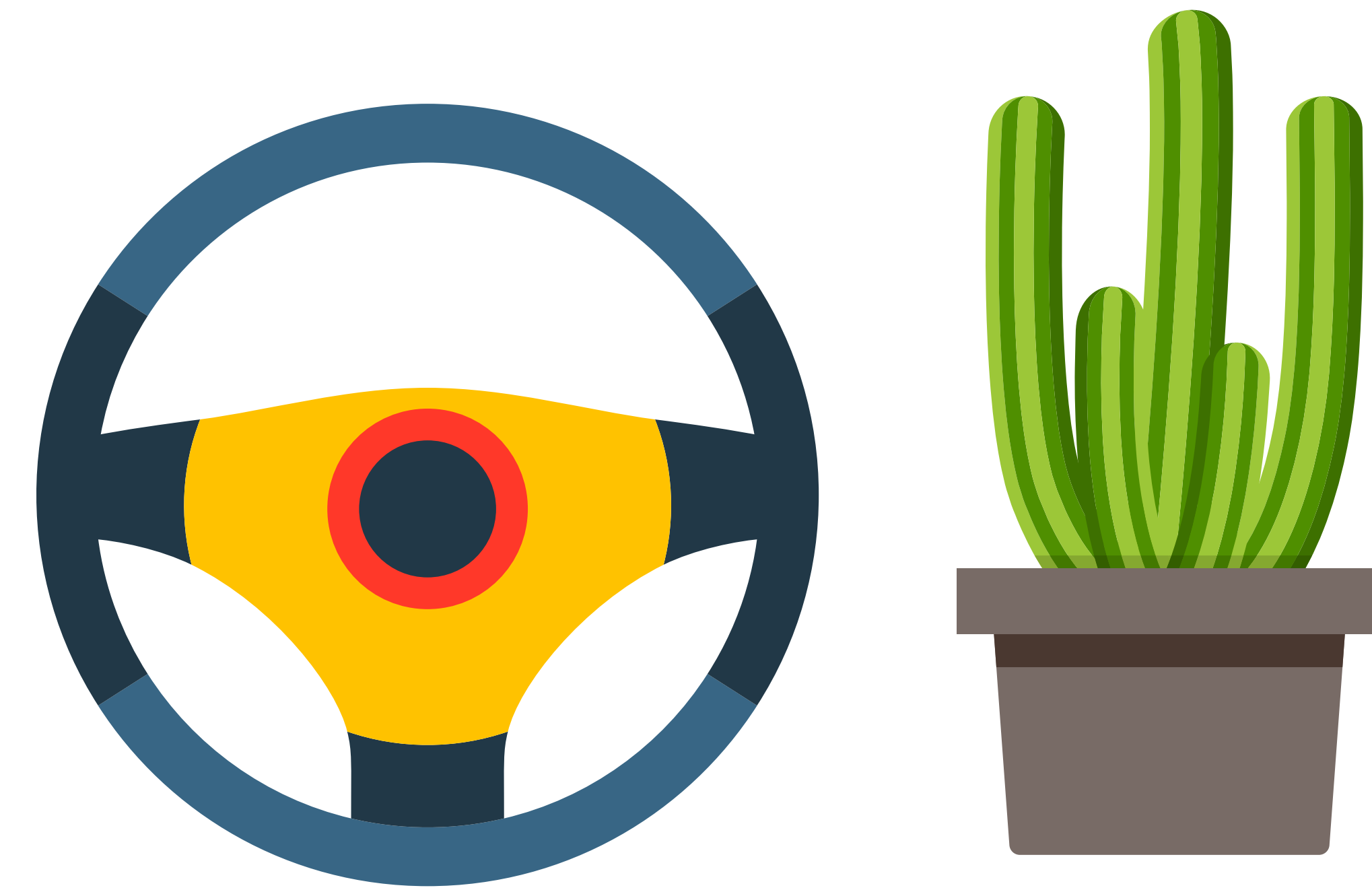
neutrals



	PMS 425 c	C:48 M:29 Y:26 K:76	R:79 G:87 B:92	# 4F575C
	PMS 444 c	C:45 M:16 Y:25 K:50	R:118 G:134 B:135	# 768687
	PMS 443 c	C:33 M:12 Y:18 K:30	R:145 G:157 B:157	# 98A3A5
	PMS 441 c	C:22 M:4 Y:15 K:8	R:191 G:205 B:200	# BFCDC8

ICONS

1 FEATURE ILLUSTRATION



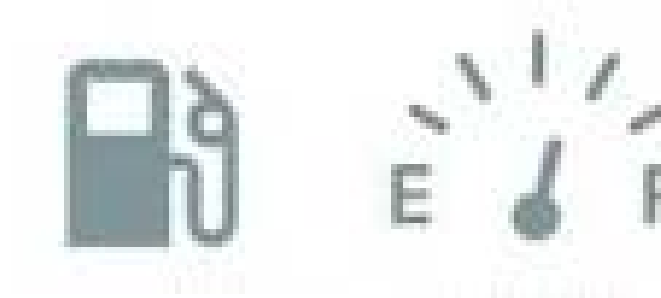
2 ACTION-LEVEL ICON



3 BRAND-LEVEL ICON



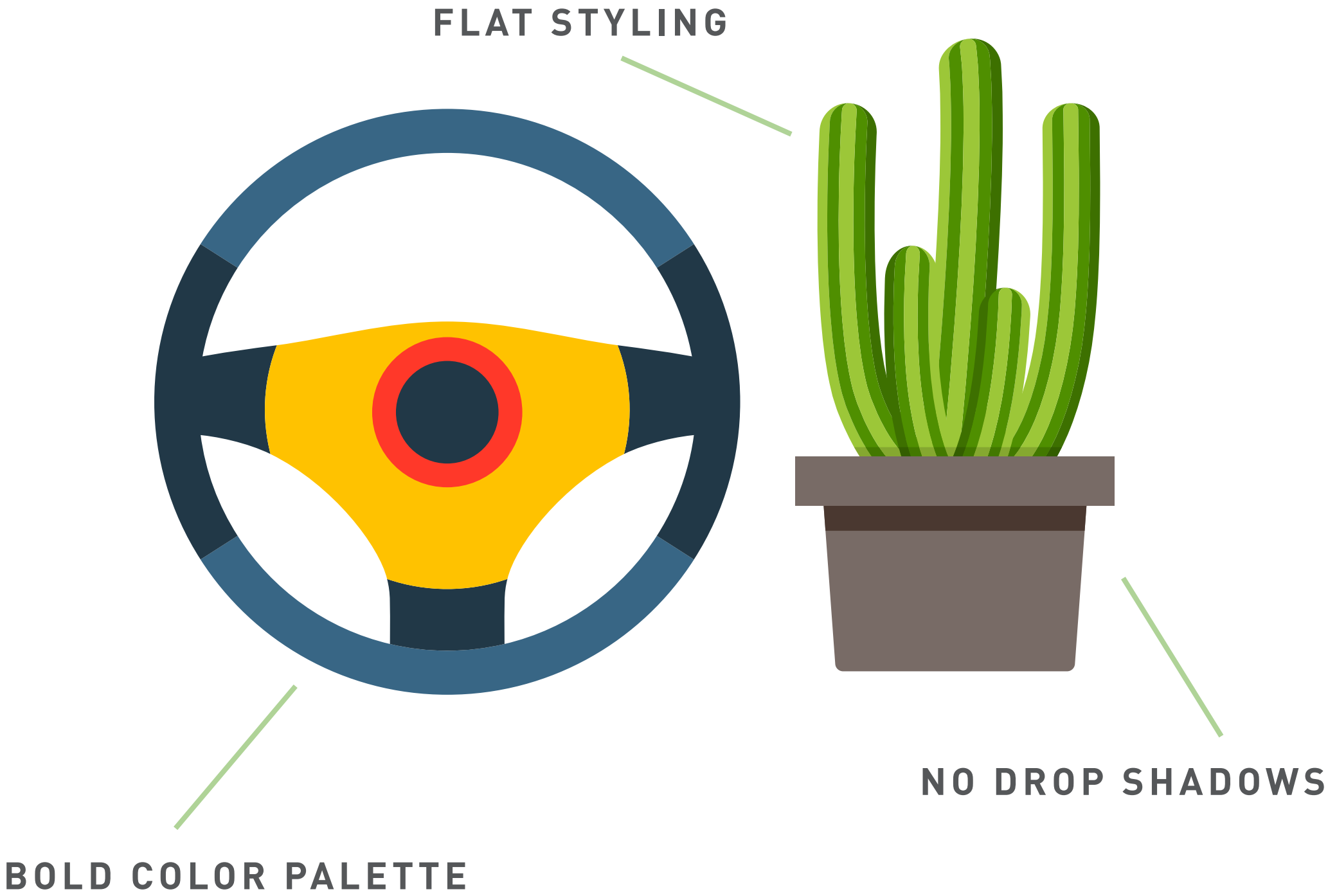
4 SYSTEM-LEVEL ICON



ICON DEFINITIONS

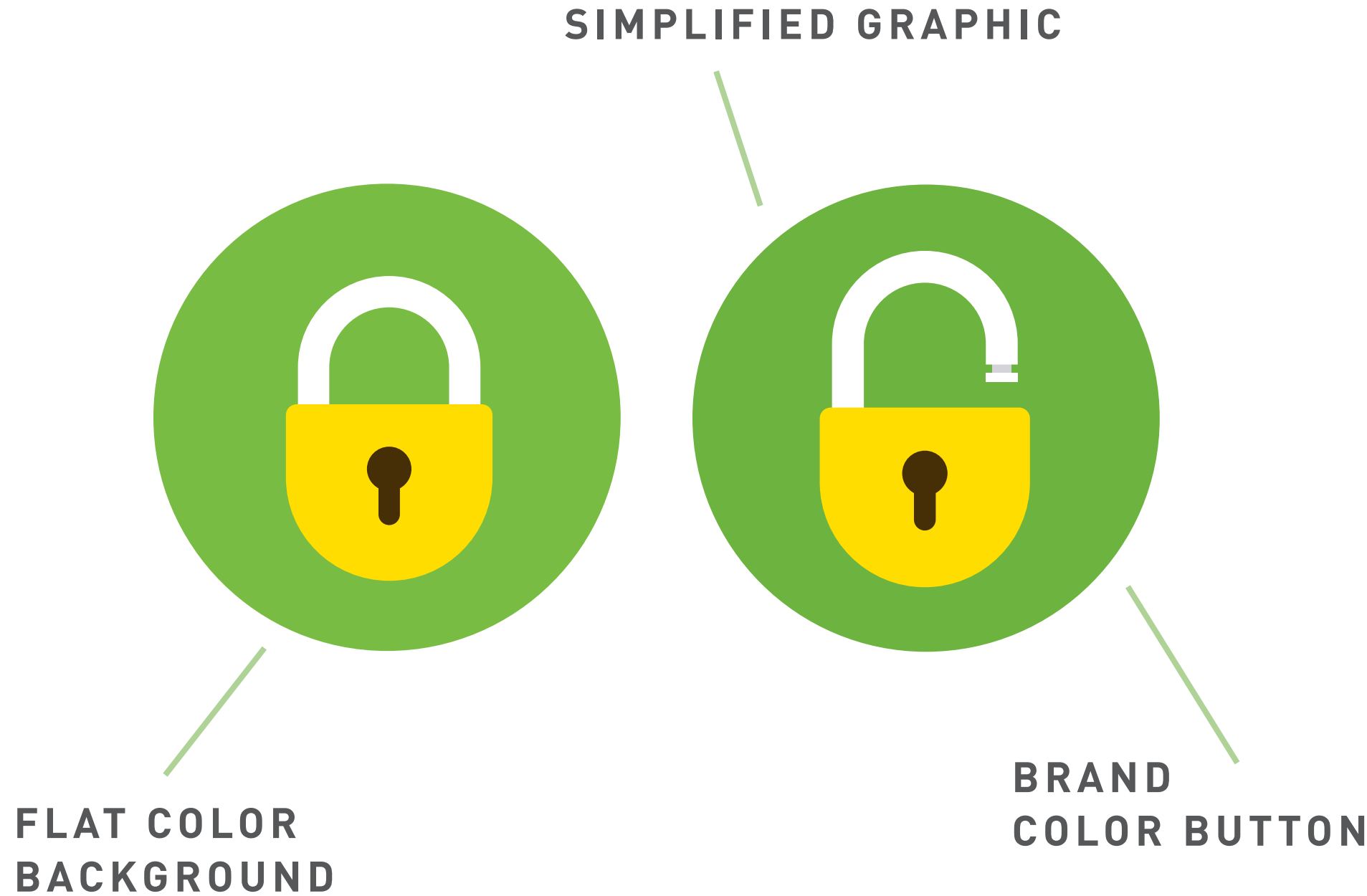
FEATURE ILLUSTRATION

Feature illustrations bring objects to life using bold colors and simplified styling. This element is the dominant graphic/image on a page or tile, and can be used to complement a major headline, add personality to a communication, or emphasize the main goal of the piece. Color choices are not limited to the brand palette, but should reflect a bright and strong aesthetic that pairs with the larger system. Styling is flat and no drop shadows should be used either within or on the edges of the illustrations.



ACTION-LEVEL ICON

Action-level icons feature the same flat-style icons used in feature illustrations, but with less detail. They can be placed on a circular “action” button background. This background should be a flat color and not a gradient. This level is used to support main messaging by encouraging the appropriate response from the viewer.



BRAND-LEVEL ICON

Brand-level icons come from the Zipcar brand core guidelines. They are descriptive support-level visuals used to add personality and whimsy. They are not used as the main element on a page, or as an actionable element.



SYSTEM-LEVEL ICON

Simple, small, hardworking icons for use in explaining features or elements. These icons should be minor elements used to clarify or simplify text.

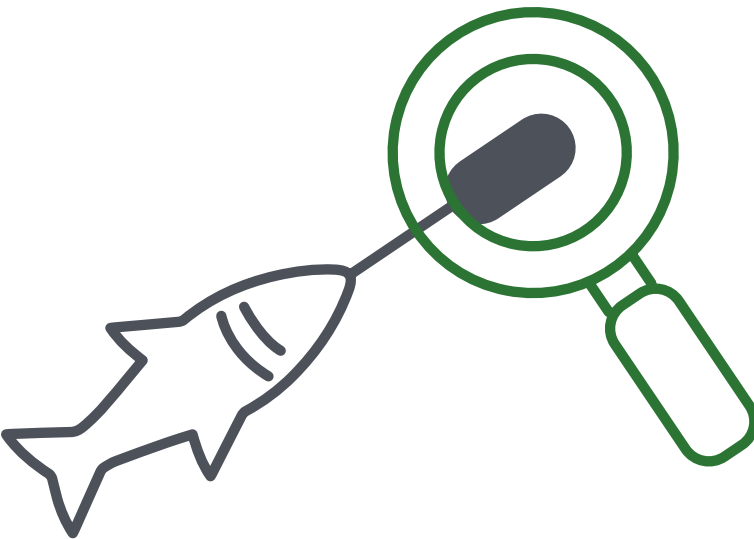


BRAND-LEVEL ICONS

Line art adds whimsy and personality to how we tell the Zipcar story, while keeping things universal and non-specific.

STYLING

We keep line weight thin on these icons and simple illustrations to maintain consistency.



New icons can be added into the mix, but we make sure they all get along. End terminals should be rounded, with occasional exceptions for emphasis.

city skylines



use cases

vehicles

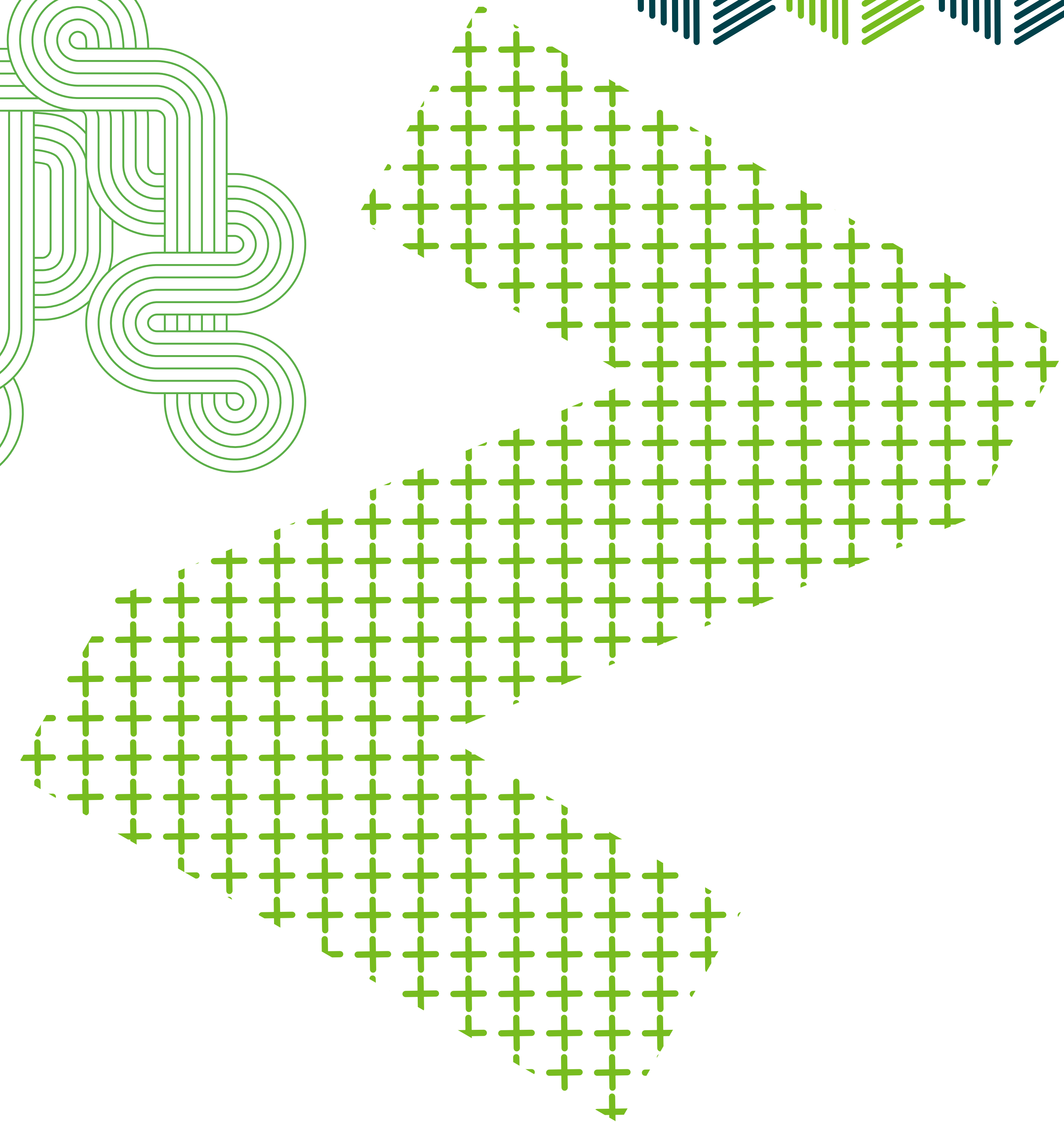
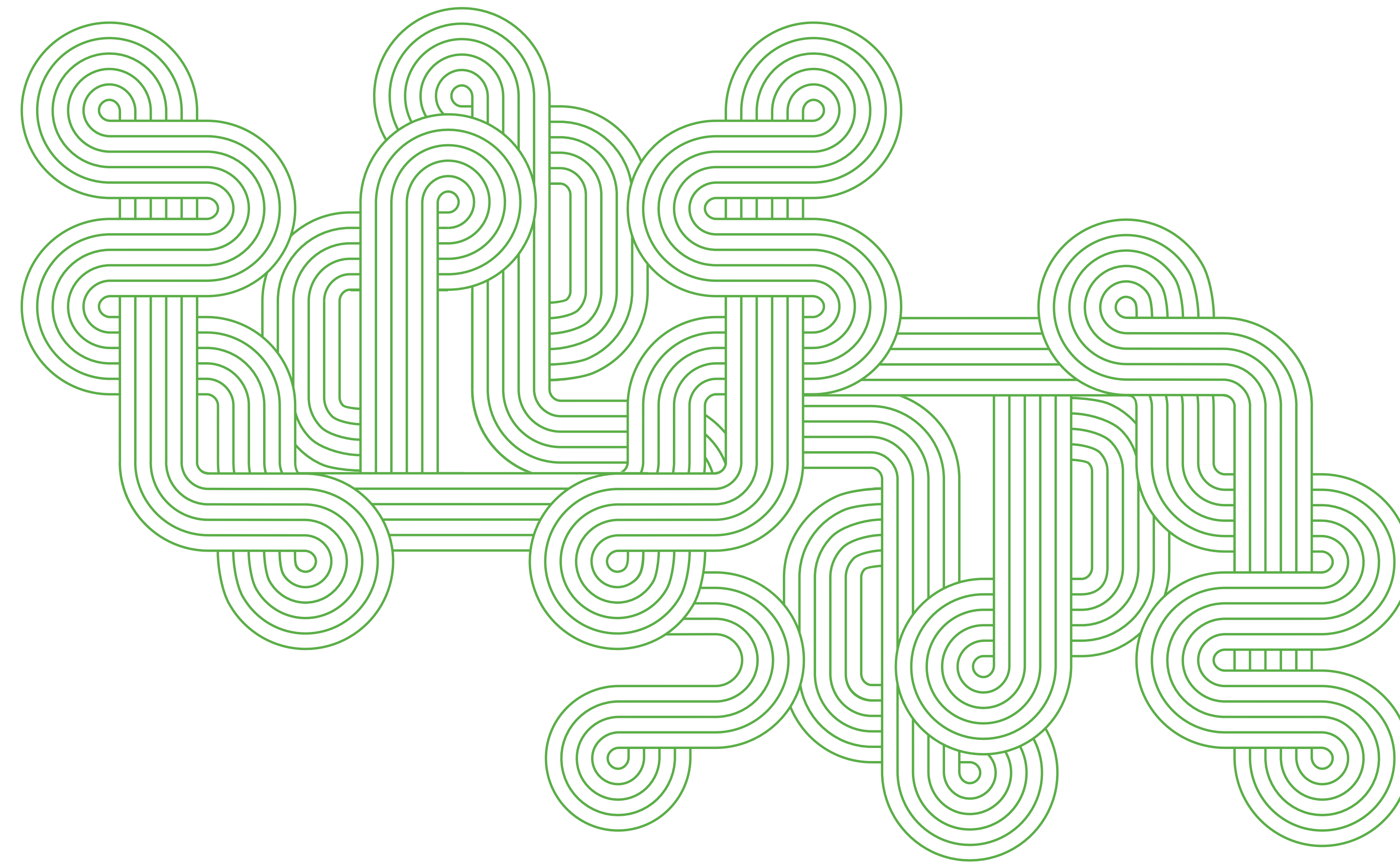


TEXTURES

Patterns do heavy lifting when it comes to expressing Zipcar's spirit as an innovative and exciting brand.

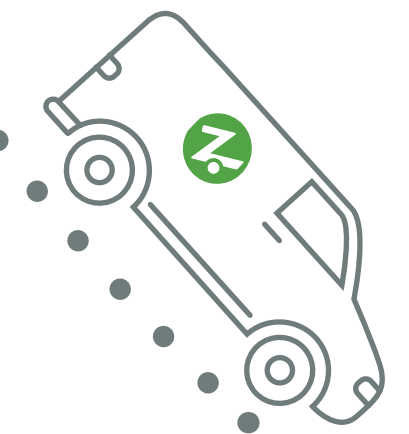
ALWAYS INNOVATING

We're continually adding to our library of assets and creating visual textures that tell the Zipcar story. New patterns should be built in the style shown to the right: thin line-weight, rounded end terminals, and evoking movement and action.



photography

Whether user-generated or custom-shot, we use imagery that shows real people in real situations made possible by Zipcar—whether it's grocery shopping or summiting a mountain.





We like to think of our photos as showing Zipsters on their best day: natural, aspirational, and always authentic.

DIVERSITY

Zipsters come in all shapes, sizes, ages, and colors. Remember to keep diversity in mind when selecting or taking photos.

GIVE CREDIT

When selecting or sourcing photography, make sure you have permission to use the image and that you are not violating rights or trademark rules.

STAY SHARP

Online images should be at least 72 dpi at full size. Anything used for print requires 300 dpi or higher.

stay upbeat



keep it real



show the service in action

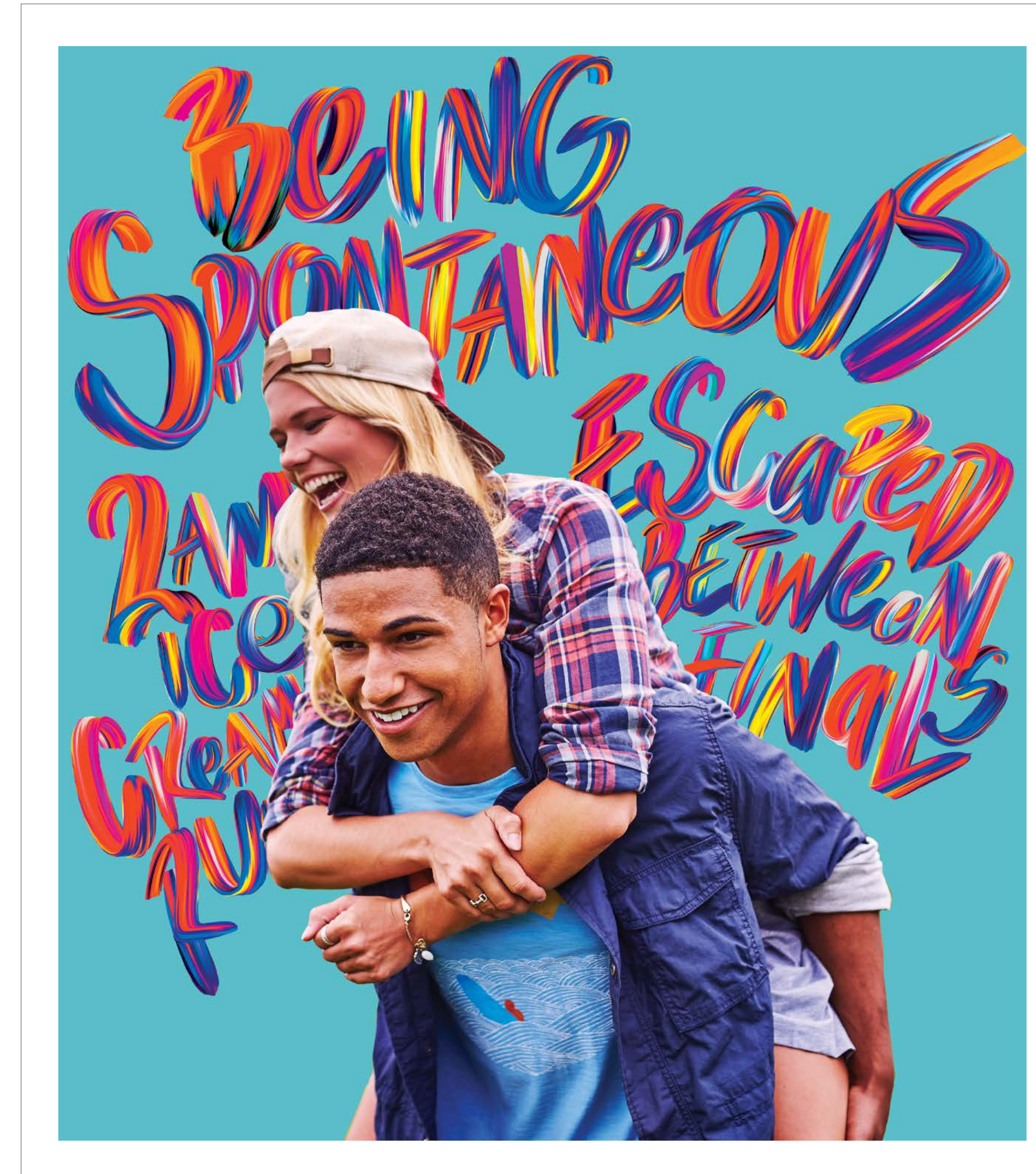
CAMPAIGN PHOTOGRAPHY

Campaign images work together to tell a story. Focused and conceptual, these images are often more stylized and cover a broader visual range.



wheels for the real world

what makes me free?



fit your whole life in

MARKET SEGMENT PHOTOGRAPHY

IN THE CITY

On the go and in the moment, don't get caught up in traffic and over-crowded scenes.



OUT OF THE CITY

Zipcar helps you experience the wider world. Showcase the beauty and excitement of adventure.



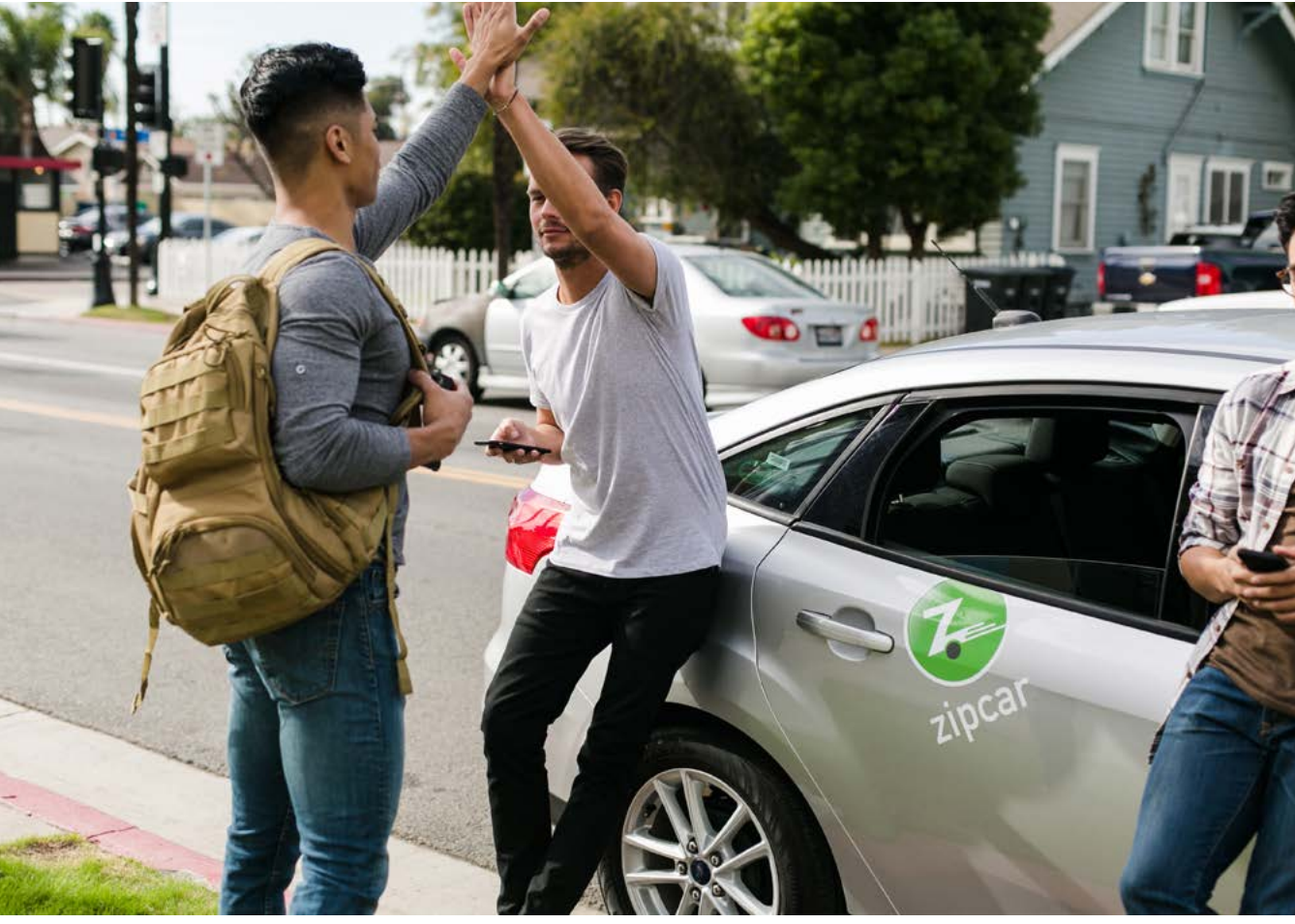
IN THE LOCAL MARKET

Genuine connection with our members where they live and work should come through in localized imagery.



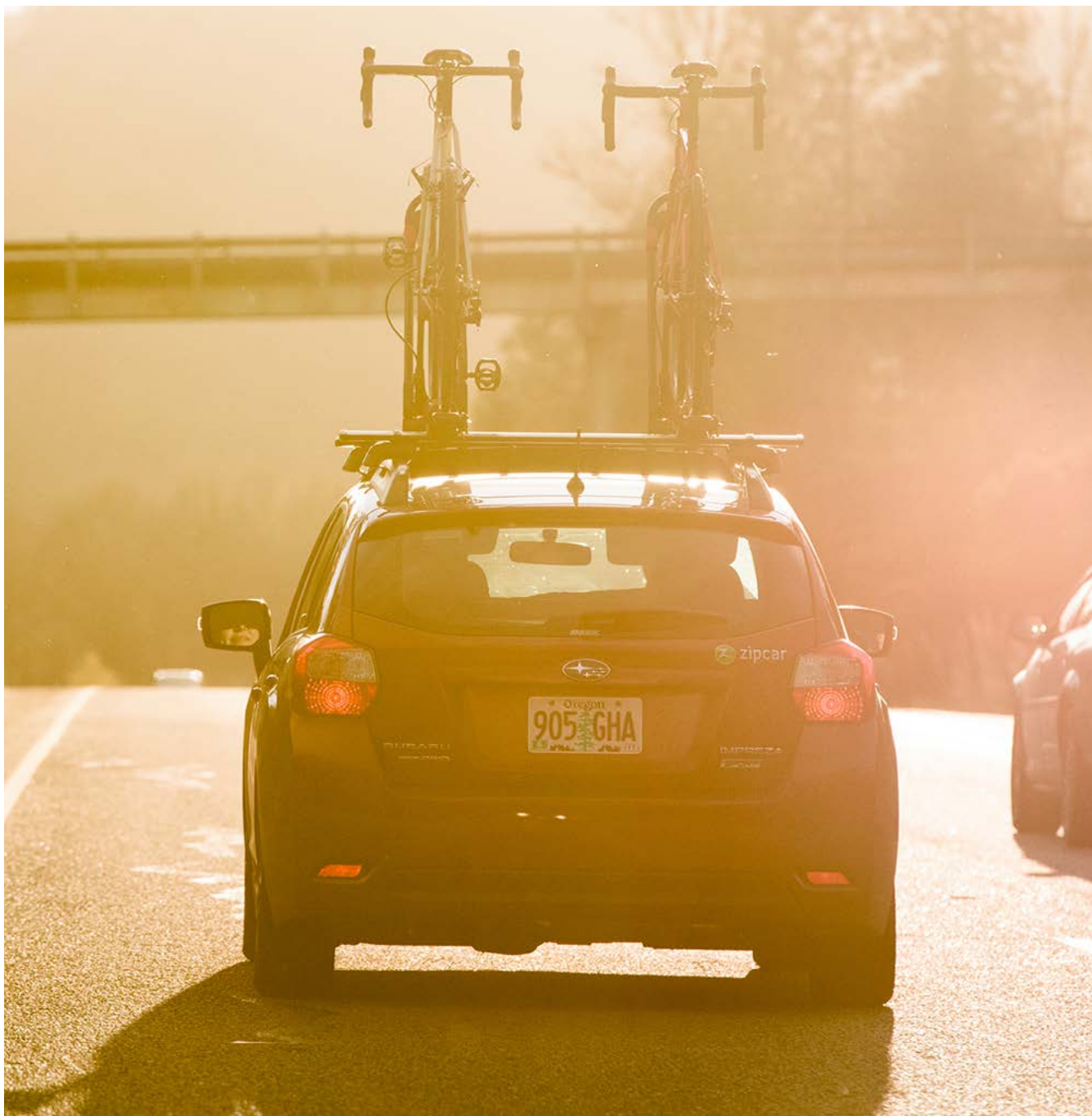
FOR BUSINESS + UNI

Segment-specific use cases can help tell the story to business and university prospects.



PARTNERSHIPS

Photos showcasing the value of the partnership for Zipcar members should be the goal in image selection. Our ongoing partnerships with Honda and Ford (university) should be leveraged whenever possible.



USER GENERATED PHOTOGRAPHY

Great, authentic imagery of the member experience often comes from the members themselves. We selectively use these images to great effect in online ads, social posts, and even office environments.

COVERING THE BASES

We only use images with permission from the photographer. Make sure to get the appropriate release in writing before using for Zipcar.

zipcars in the wild



aspirational destinations



member selfies



PHOTOGRAPHY DEALBREAKERS

POOR COMPOSITION AND LIGHTING

Make sure your image is in focus and is effectively portraying its subject.



OFF-BRAND EXPRESSIONS

Our brand personality shows through in our images. Make sure not to fall into the trap of sourcing car rental or dealership style photos.



INAPPROPRIATE CONDUCT

Never try to get attention with inappropriate images that may offend or alienate our audience.



FLEET PHOTOGRAPHY

PRIMARY

We like to show our fleet in profile view to display our jaunty branding.



ALTERNATE VIEWS

Sometimes a profile shot just won't do the trick. For those times, we can pull in a front view, which emphasizes personality, or a 3/4 view, which can add dimensionality.



CAR LOCK-UPS

When the main purpose of communication is fleet variety, we group together different types of cars in order to form a grouping or lock-up. Always include one Honda in these types of display.



VEHICLE BRANDING

INSTALLATION

The new side branding is printed with one portion of the green shield cropped off. Placement of the decal has the straight edge (cut off portion of the logo) lined up with the top of the door next to the window trim. Also, please note that the side artwork is not interchangeable. There is a passenger's side and a driver's side vinyl and "zipcar" is always pointing up toward the front of the car.



PASSENGER'S
SIDE

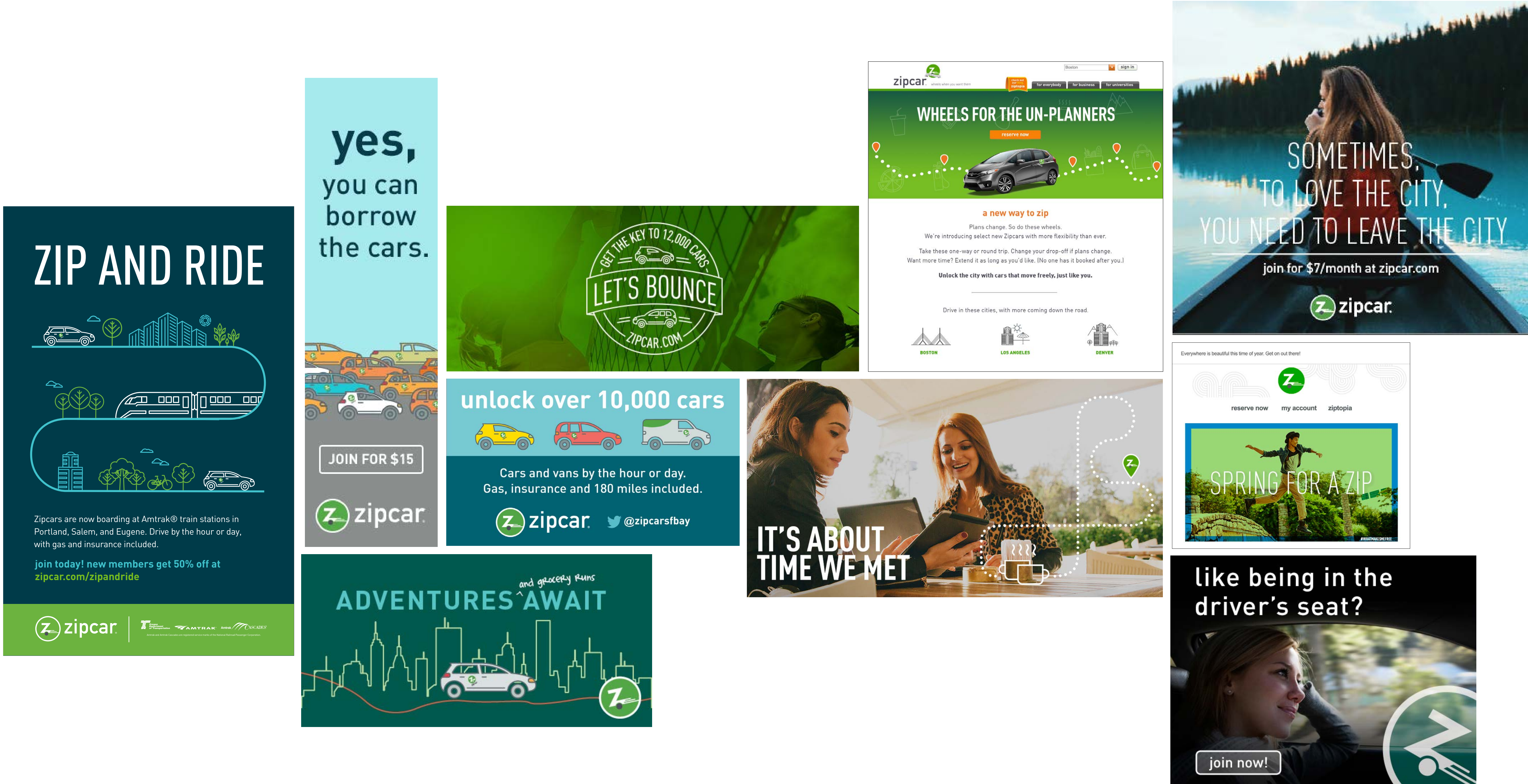


DRIVER'S
SIDE



HOW IT ALL WORKS TOGETHER

Photographs bring situations to life, illustrations are simple and eye-catching. We use both depending on the message and medium, and strive to keep it well-balanced.



That's it! Keep this handy as a reminder of all the fun we've had today.

see you on the road



FIND US ON OPEN ROAD UNDER CREATIVE (INTERNAL FOLKS)
ACCESS OUR BRAND ELEMENTS LIBRARY (EVERYONE ELSE)

