Brand guidelines & merchant marketing resources

Australia

More about Zip!

Zip is here to create a world where people can live fearlessly today, knowing they're in control of tomorrow. Our brand rebalances the power in payments by putting people in the center of everything we do.

Our strategy is built on the universal truth that nobody can live in the moment, if they are not in control of their future. When you give people the knowledge, access, and the ability to control their financial lives, you give people the opportunity to live every day with confidence.
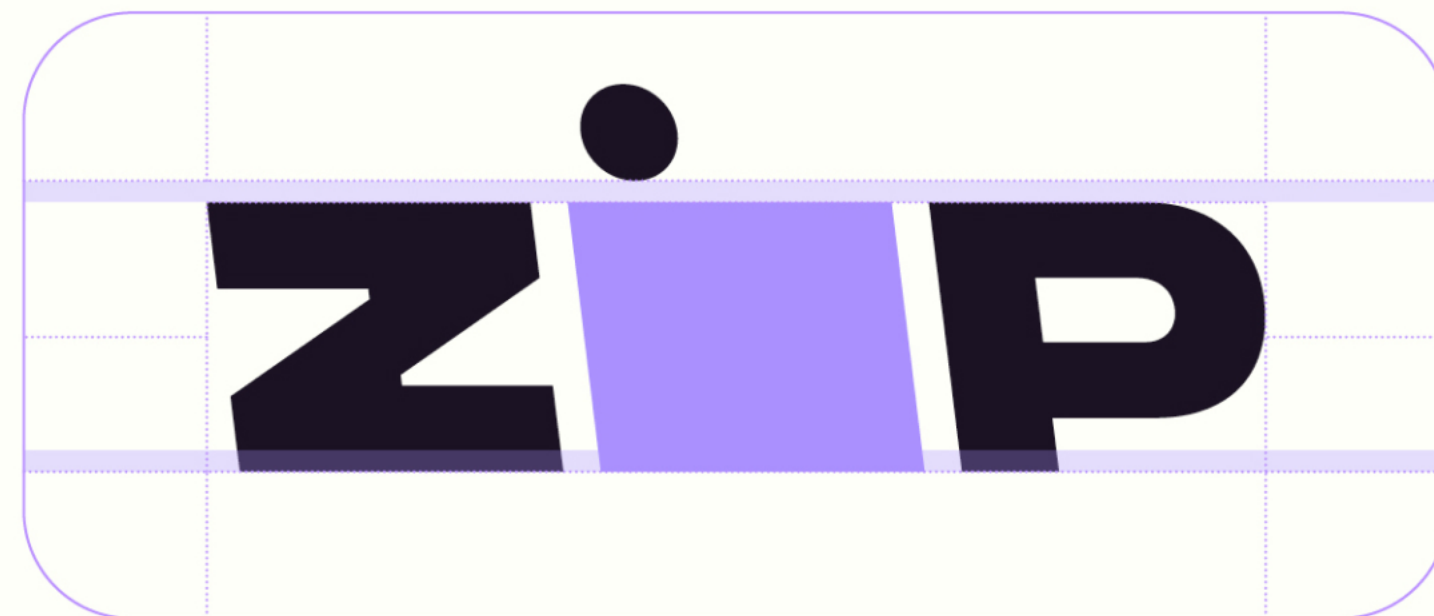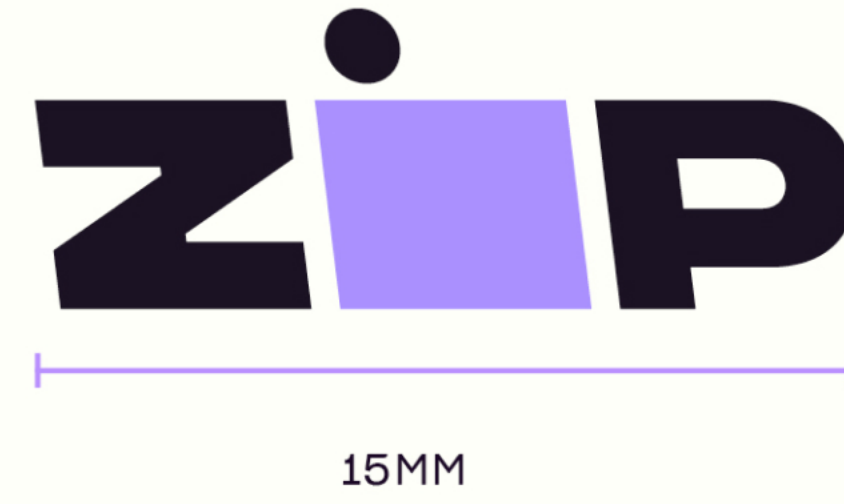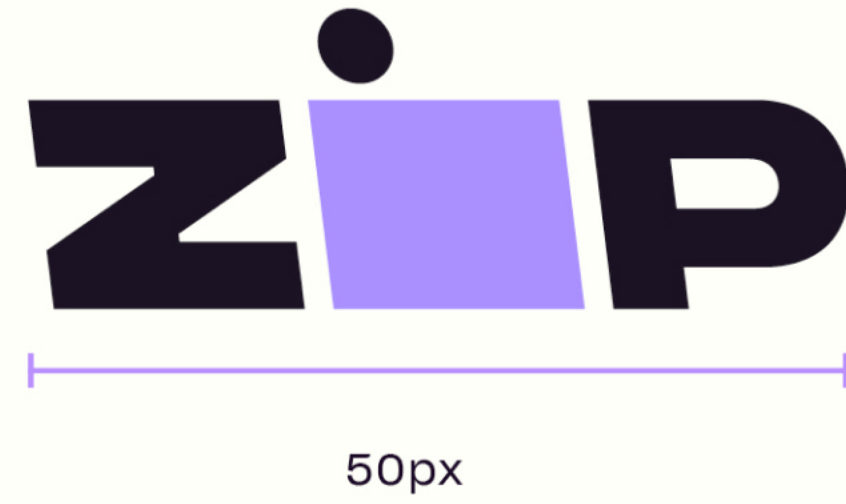
Brand elements

Our badge

We establish logo clear space across all communications to ensure our logo has the breathing room it needs. We use the checkout button has the measurement for clear space.

Minimum sizes of our logo are defined by merchants who use our product. However, when we have control over the logo's size, refer to the guides here.
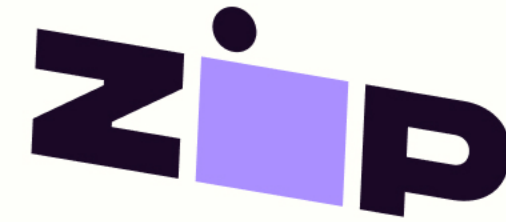
50px

15MM

Checkout buttons

This is our current range of checkout buttons. Depending on merchant requirements, we have a variety of styles to choose from to make sure Zip remains legible at small sizes and stands out amongst the crowd at checkout.

Preference

Container Preference

#C1C1C1

Logo & Icon misuse

Do not stretch the logo
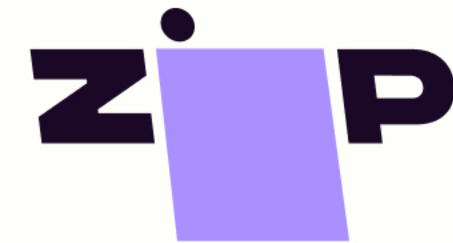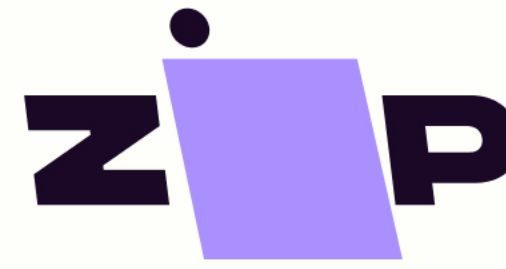
Do not rotate the logo

Only use designated colors and color combinations

Do not stretch the Speedy Box

Do not extend the sizes of the pocket

Do not stretch the pocket

Do not add a non Zip font or words into the pocket

Do not add drop shadow to our logo

Do not place the logo on a background that blends it with the logo

Do not skew the logo

Do not change the color of the pocket

Brand colours

Our brand colours embody financial fearlessness, and balanced with our focus on control.

Our fearless tints and shades are based on Fearlessness and they work to add depth to our palette.

Core Colours

Fearlessness
#AA8FFF

Confidence
#1A0826
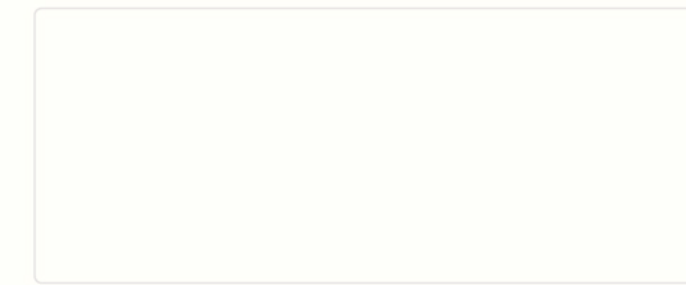
Control
#FFFFFA

Fearless Tints

Dark
#411361
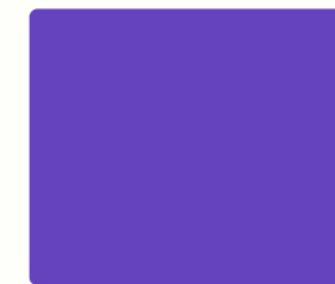
Medium
#6542BE

Fearlessness
#AA8FFF

Light
#C9B3FF

Lighter
#DBCCFF
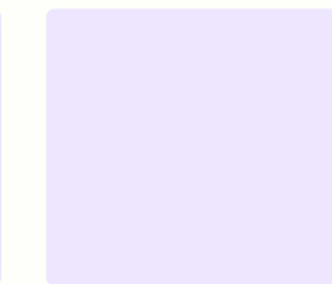
Lightest
#EDE6FF

Our Typography

Sharp Grotesk 25 Medium and Semibold is our everyday tone of voice.

It's a sturdy and hardworking font that delivers strong awareness without needing to shout.

If you can shop it, you can Zip it.

? ! % & ¢ « § (:
$1,234,567,890

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUuV
vWwXxYyZz

If you can shop it, you can Zip it.

? ! % & ¢ « § (:
$1,234,567,890

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz

Zip on your website

Example of placements on your website
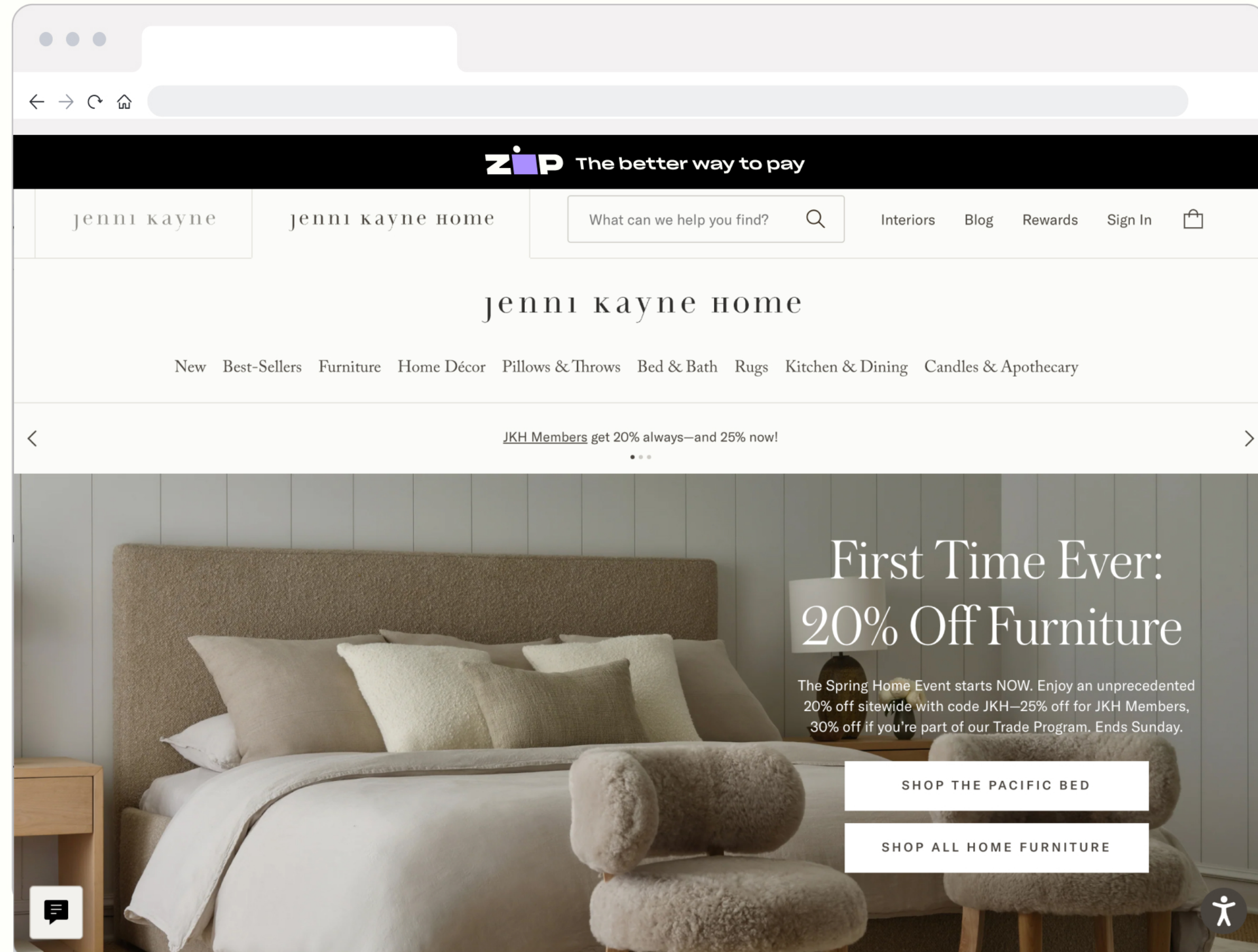
Zip on product description page

On-site message widget

ZIP The better way to pay

$100

or from **$10/week** with ZIP ⓘ

🛒+
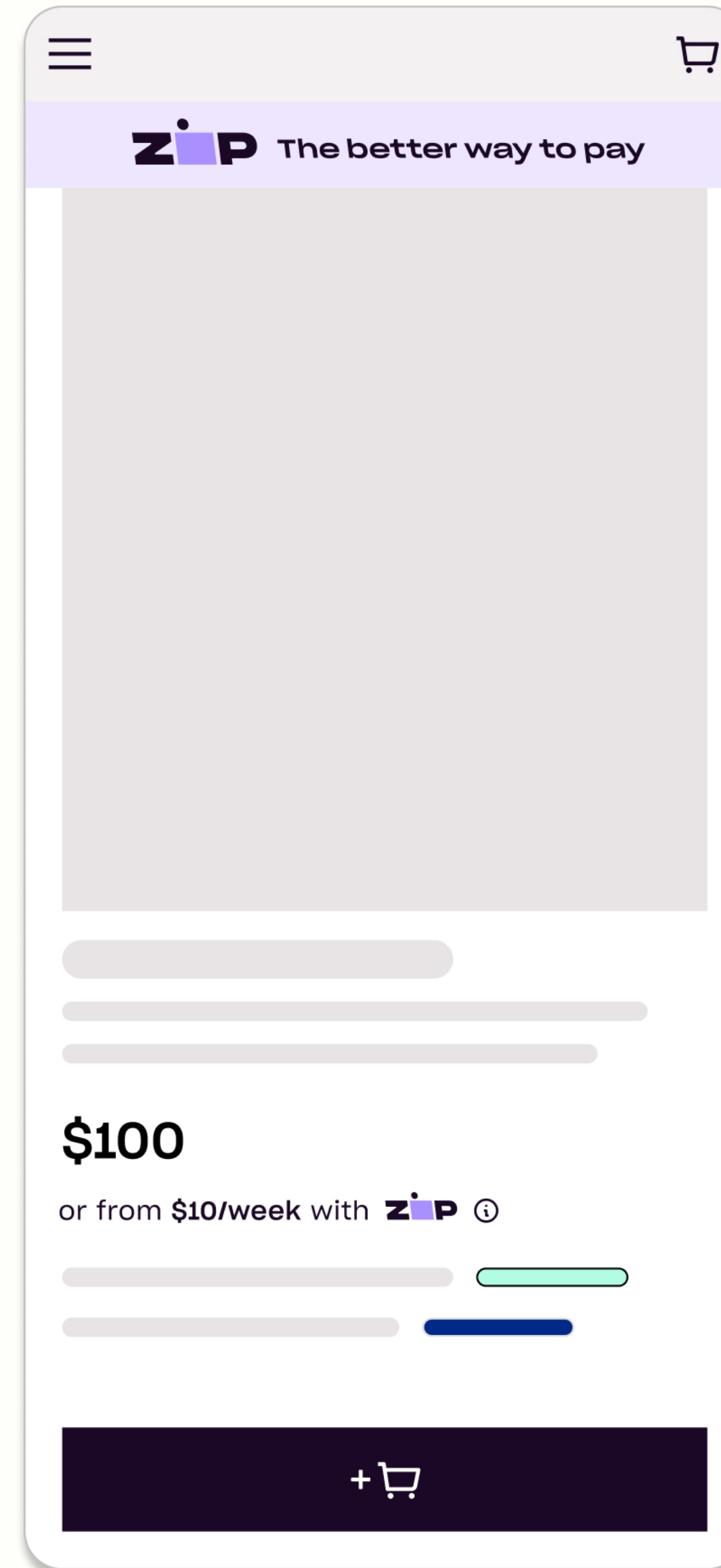
or from **$10/week** with ZIP ⓘ

Zip Pay

or **$191.67/mth for 3 months** interest free. Fees apply. ZIP ⓘ

Zip Money

Information modal

An informational modal box is triggered when a user clicks the Zip information icon on a merchant partner's website.

The modal provides important information to your customers about how the advertised Zip product work. This information is required to ensure your company is compliant when referencing Zip's products. We know it's a complex area, but we've tried to make it as simple as possible by creating out of the box tools that are easily **added to your site.**
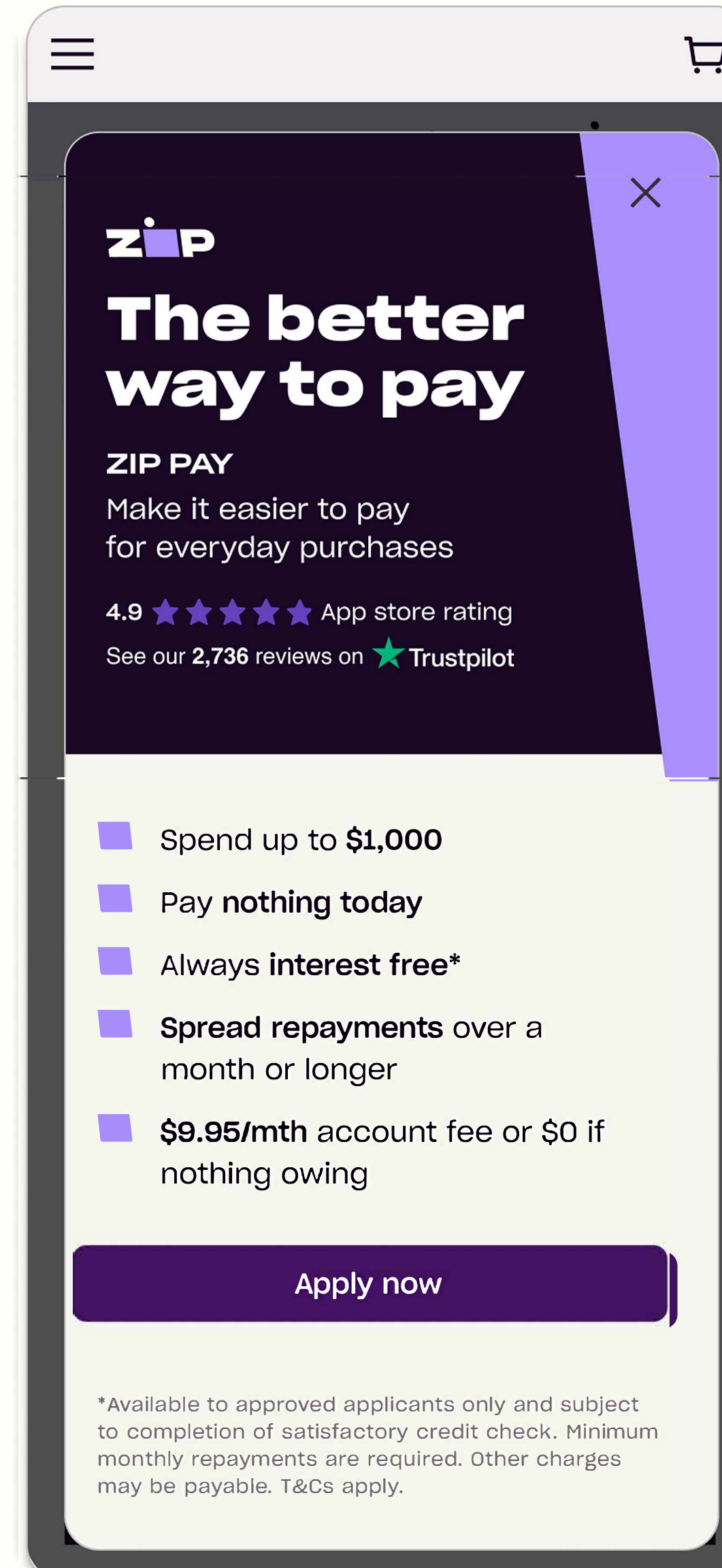
Zip in cart

The Zip widget informs customers what Zip is and how to use it.

The Zip widget must contain explanatory text, the Zip installment price, the Zip logo, and the link to the Zip informational modal.

Place the widget directly under the subtotal to optimize adoption and performance.

or from **$10/week** with **ZIP** ⓘ

*Black and white logos are also available upon request.

Sale   Brands ⌄   Personal Audio ⌄   Hi-Fi ⌄   Home Audio ⌄   Pro Audio ⌄   Turntables ⌄   Cables & Accessories ⌄   Furniture ⌄   Clearance   Audio 101 ⌄

Sennheiser Accentum Wireless Headphones

Sennheiser

☆☆☆☆☆

$319

*Check with our team or your local store for availability.

Authorised New Zealand Reseller

We guarantee that all of our stock is 100% genuine, New Zealand sourced stock, with full local warranty.

Colour: Black

Quantity:

1   or from **$10/week** with **ZIP** ⓘ

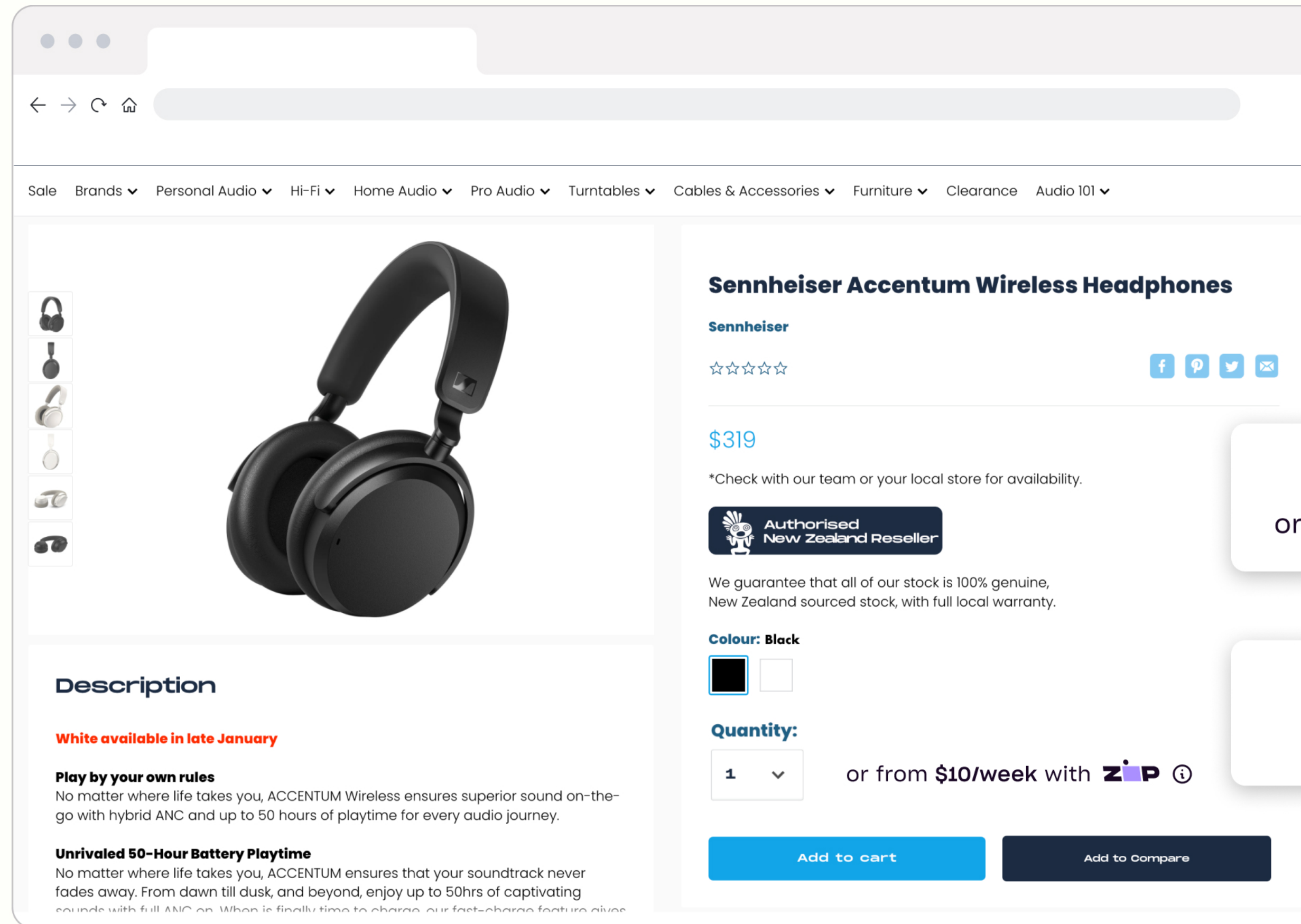Add to cart   Add to Compare

Description

White available in late January

Play by your own rules
No matter where life takes you, ACCENTUM Wireless ensures superior sound on-the-go with hybrid ANC and up to 50 hours of playtime for every audio journey.

Unrivaled 50-Hour Battery Playtime
No matter where life takes you, ACCENTUM ensures that your soundtrack never fades away. From dawn till dusk, and beyond, enjoy up to 50hrs of captivating sounds with full ANC on. When is finally time to charge, our fast-charge feature gives

Examples cart widget

$115.00

or from **$10/week** with **ZIP** ⓘ

Zip Pay

$575.00

or **$191.67/mth for 3 months** interest free. Fees apply. **ZIP** ⓘ
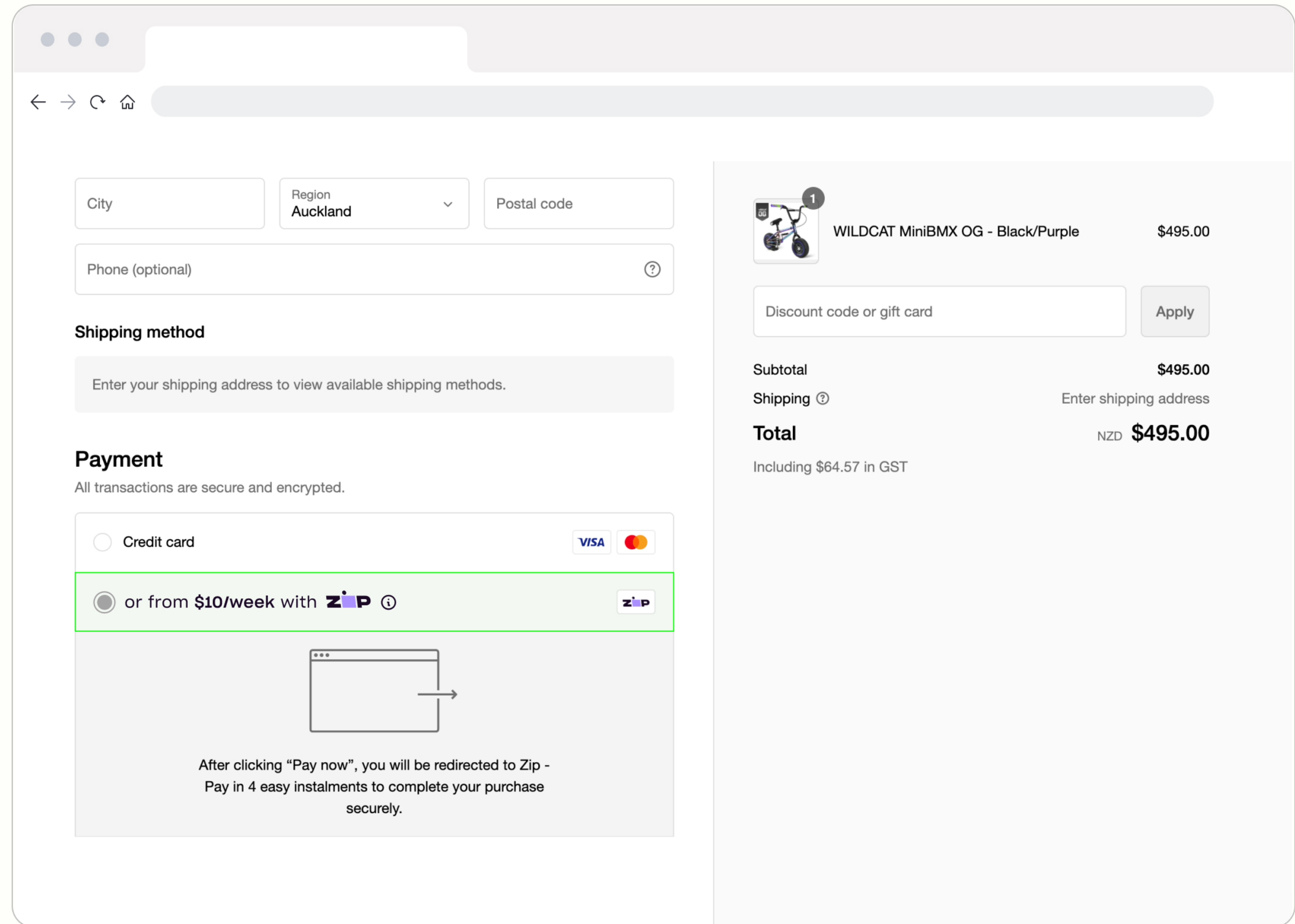
Zip Money

Zip at checkout

Place the Zip widget as a highly visible payment option.

This will inform shoppers that they have the option to purchase via 4 simple instalments.

or from **$10/week** with ZIP ⓘ

*Black and white logos are also available upon request.

City

Region
Auckland

Postal code

Phone (optional)   ⓘ

Shipping method

Enter your shipping address to view available shipping methods.

Payment

All transactions are secure and encrypted.

○ Credit card   VISA ⬤

⦿ or from **$10/week** with ZIP ⓘ   ZIP

After clicking "Pay now", you will be redirected to Zip - Pay in 4 easy instalments to complete your purchase securely.

WILDCAT MiniBMX OG - Black/Purple $495.00

Discount code or gift card   Apply

Subtotal $495.00

Shipping ⓘ   Enter shipping address

Total   NZD **$495.00**

Including $64.57 in GST

Thank you!

zip