



Brand Guidelines

October 2023

This guide will help you understand the basics of our identity system. It explains how to use the system and to ensure consistent application of the visual elements in all communications.



01.



Zopi's logo is inspired by our ambitious vision to **empower dropshippers worldwide to succeed by increasing their productivity and helping them achieve their goals in the fastest and easiest way.**

The **sleek and dynamic arrowheads** in the logo **symbolize the first letter Z in Zopi.** The arrows pointing forward and beyond represent our **ongoing commitment** to renovation with technology.

Inspired by **the chain of DNA helix**, these arrows reflect one of Zopi's core values - **Productivity.** Our goal is to **streamline merchants' workflows with advanced technology solutions**, helping merchants achieve more with less effort.

Logo & Icon

Zopi's vibrant main color, a **bright blue hue** with a hint of purple, not only symbolizes passion and creativity but also reflects the **innovation & success spirit** of the brand.

PRIMARY LOGO

Our logo is a key element of our brand identity, therefore, it is essential that it is always reproduced correctly.

It must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.

Only use the provided digital artwork from our team. Please do not attempt to redraw or alter the logo. Master files in a variety of different formats can be acquired from our team or found on our shared drive.



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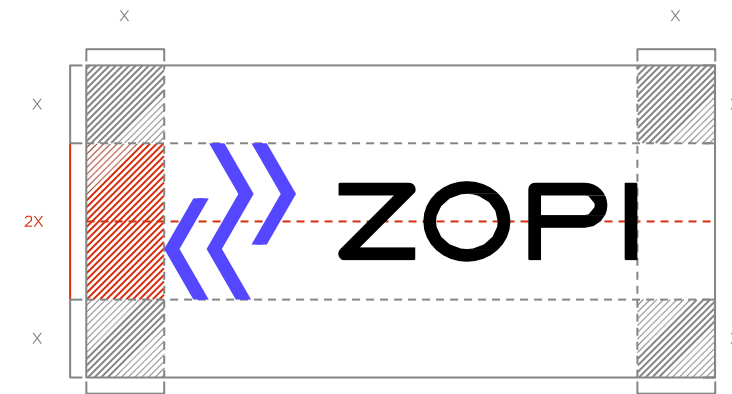
CLEAR SPACE

The clear space has been defined to ensure logo visibility and impact.

Maintaining the clear space area around the logo and logo lockups when combined with graphic elements such as type, images, other brand logos, etc., ensures that the logo always appears bold, simple and distinctly separate from any other elements.

The minimum required clear space for the logo is defined by the measurement "X" as shown.

This measurement is equal to 50% height of the logo.



LOGO SCALE

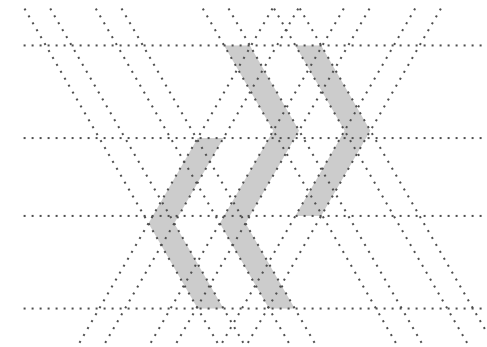
Our logo is designed to scale to small sizes on print and screen.

To ensure the logo maintains its visual impact do not go any smaller than 18 mm or 200 pixels in width.



GRID

Grid help to ensure that Logo are proportionate and all their elements are aligned correctly by highlighting how they should be designed.



LOGO MISUSE

The integrity of our brand relies heavily on the proper usage of our logo. To ensure consistent branding across all platforms, it's crucial to follow these do's and don'ts. Failing to adhere to these guidelines may result in diluted brand impact or incorrect brand representation. For any questions, consult this brand book or contact our brand team.

Do's:

- Follow the Color Guidelines - Use only the approved color palette.
- Use Approved Variations - Stick to the provided logo options in the brand kit.
- Maintain Clear Space - Keep sufficient room around the logo for visibility.
- Use High-Resolution Files - Choose high-quality files for all media types.
- Abide by Proportions - Don't stretch or compress the logo.
- Choose Appropriate Backgrounds - Opt for backgrounds that complement the logo.
- Follow Size Guidelines - Ensure the logo is easily readable and recognizable.
- Use the Correct File Type - Pick the right file format based on usage.
- Contextual Alignment - Keep the logo well-positioned in design compositions.

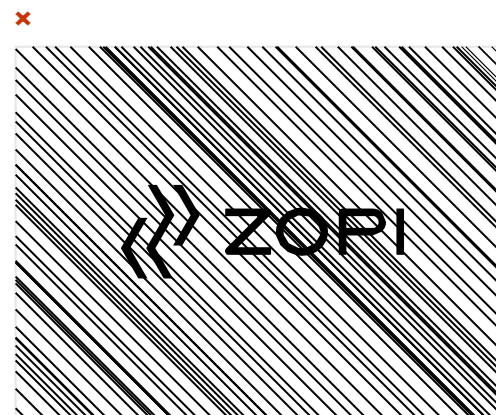
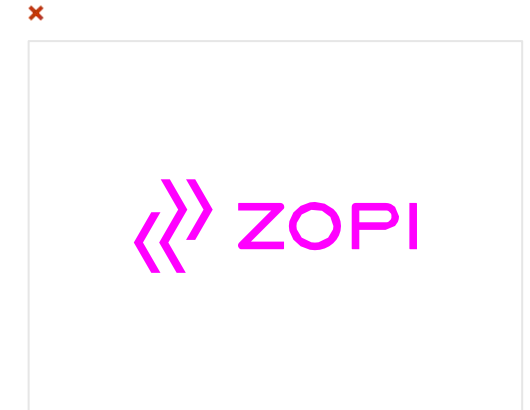
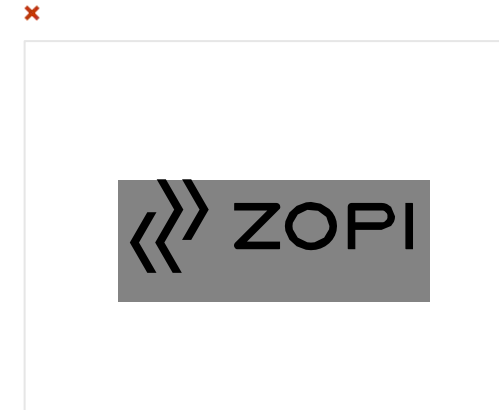
Don'ts:

- Don't Alter the Logo - Avoid stretching, skewing, or deforming.
- Don't Add Effects - Skip any additional effects like shadows or gradients.
- Don't Use Unapproved Colors - Stick to the approved color palette.
- Don't Use on Conflicting Backgrounds - Avoid busy or clashing backgrounds.
- Don't Rotate or Flip - Keep the logo in its original orientation.
- Don't Obstruct the Logo - No overlaying text, images, or other elements.

LOGO MISUSE

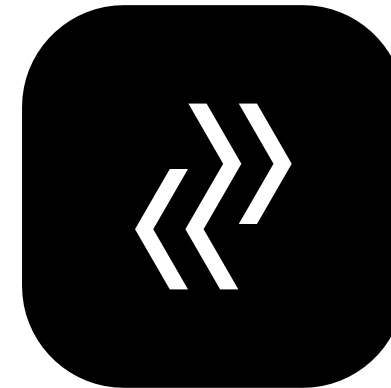
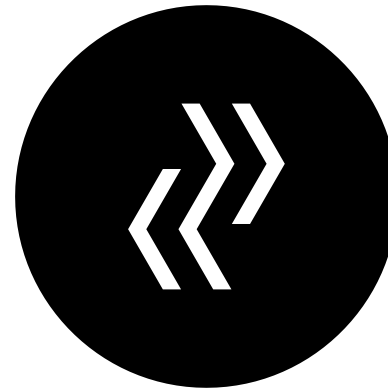
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PROFILE ICON / FAVICON

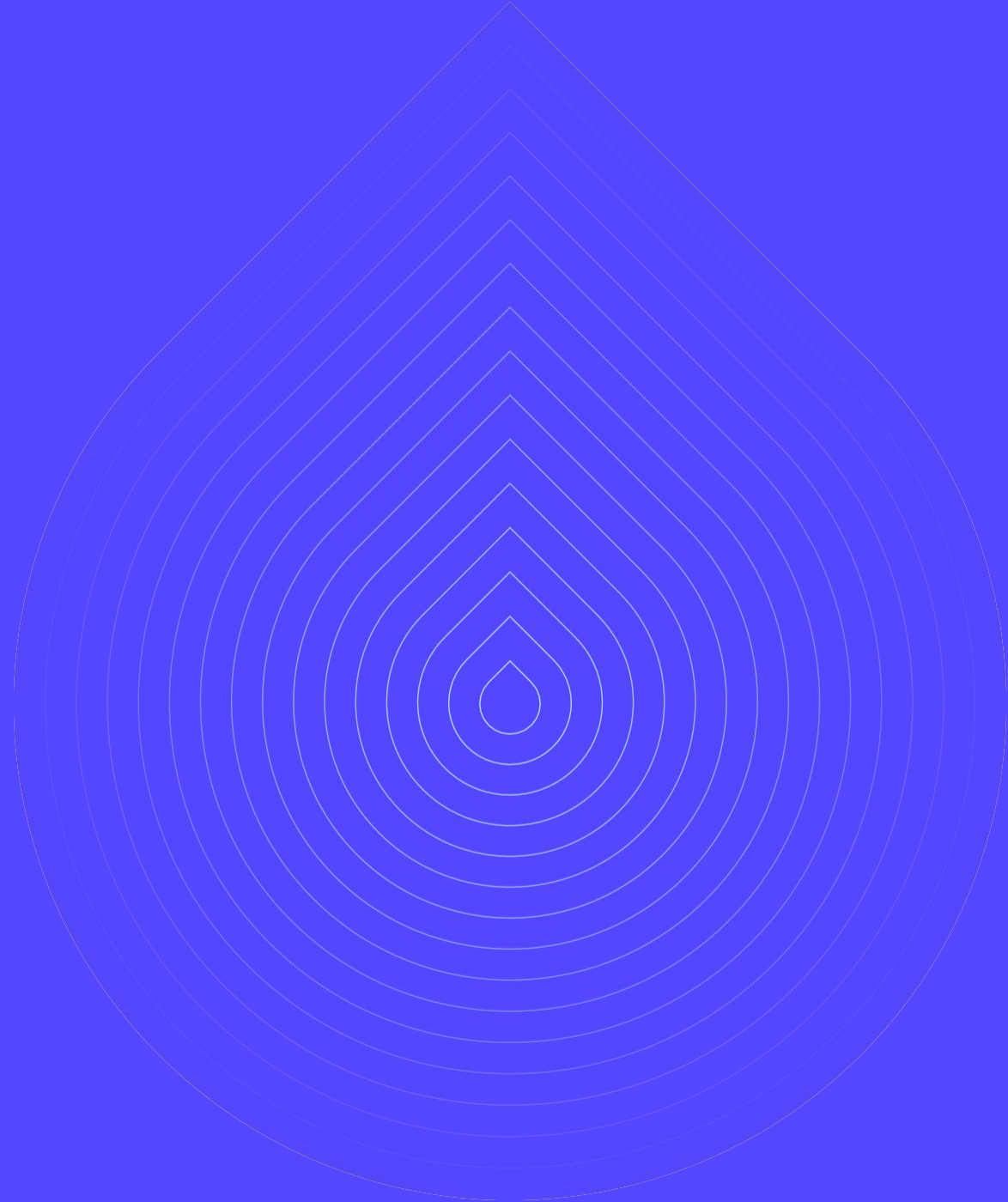
Social media icons are used as a visual representation of your social media account on various website. They are typically square or rectangular in shape and often appear at the top- right corner of a webpage next to the title.



02.

Colors

Our Colors are a big part of any brand's identity and that's why colors we chose to represent the brand are of utmost importance. We advise against making any changes to the color palettes and advise you to follow the color usage guidelines strictly.



COLOR PALETTE

Primary colors are the cornerstone of our brand's visual identity, setting the tone and mood for all communications. Any alteration undermines brand consistency. Strict compliance with our primary color guidelines is imperative.



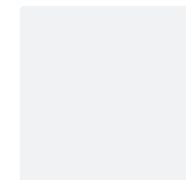
HEX	RGB	CMYK
#5546FF	85, 70, 255	86, 73, 0, 0



HEX	RGB	CMYK
#B2D9FF	178, 217, 255	34, 7, 0, 0



HEX	RGB	CMYK
#000000	0, 0, 0	95, 95, 50, 95

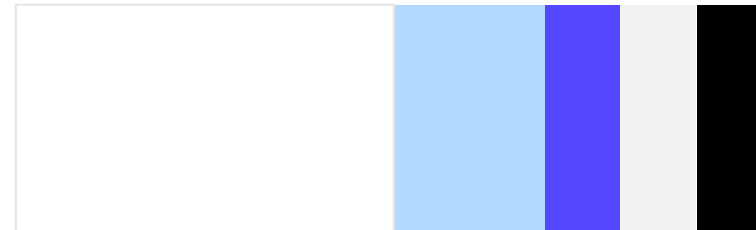


HEX	RGB	CMYK
#F0F2F4	240, 242, 244	6, 3, 3, 0

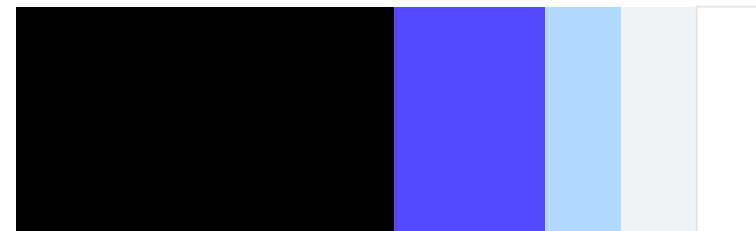
COLORS HIERARCHY

The color hierarchy is the order of importance of colors used in design. It refers to the way colors are used to create visual hierarchy and guide the viewer's eye through a composition.

LIGHT



DARK



03.

Typography

TYPOGRAPHY

Muli is our Primary brand typeface. These are the weights that may be used across collateral

Muli

Titles and headers utilize the Muli font. Predominantly, Muli Regular and Muli Semi-Bold form the key pair for these text elements. Depending on text size and the medium, Muli Light or Muli Bold may also be applied for suitable emphasis and balance.

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

—

ExLight

SemiBold

Light

Bold

Regular

ExBold

The Muli family can be downloaded at [Adobe Font](#)

TYPOGRAPHY

Roboto is our secondary brand typeface. These are the weights that may be used across collateral

Roboto

Paragraph and all other texts are set in Roboto. Mostly Roboto Light and Roboto Medium should be used as a main font pair. Though depending on font size and medium where these fonts are used Roboto Regular and Roboto Bold could be used as well.

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Thin

Medium

Light

Bold

Regular

Black

The Roboto family can be downloaded at [Google Font](#)

TYPOGRAPHY

Our brand utilizes two primary typefaces to ensure consistency, legibility, and a modern feel across all applications. Our fonts have been selected to enhance readability and provide a versatile visual hierarchy.

Muli

Headers / Titles / Subtitles

Muli is a minimalist sans-serif font that is used for all headers, titles, and subtitles. Its clear and streamlined letterforms provide high readability, ensuring our messages stand out and are understood.

TITLES

- Primary Titles (T1): Muli Bold, Size 36pt
- Secondary Titles (T2): Muli Semi-Bold, Size 32pt

SUBTITLES

- Primary Subtitles (St1): Muli Semi-Bold, Size 28pt
- Secondary Subtitles (St2): Muli Regular, Size 24pt

HEADERS

- Primary Headers (H1): Muli Bold, Size 32pt
- Secondary Headers (H2): Muli Semi-Bold, Size 24pt
- Tertiary Headers (H3): Muli Regular, Size 20pt

Roboto

Body Text / Captions

Roboto is a modern, sans-serif, and highly readable font. This font is used for all body text, captions, and any smaller text elements. Its wide range of weights allows for flexibility and clarity in presenting information.

BODY TEXT

- Primary Body Text: Roboto Regular, Size 16pt
- Secondary Body Text (Subtext): Roboto Regular, Size 14pt

CAPTIONS

- Captions: Roboto Italic, Size 12pt

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Our brand utilizes two primary typefaces to ensure consistency, legibility, and a modern feel across all applications. Our fonts have been selected to enhance readability and provide a versatile visual hierarchy.

Callouts / Quotes

For emphasis or to highlight important information, we use:

- Callouts: Muli Bold, Size 18pt
- Quotes: Muli Italic, Size 18pt

CTAs / Buttons

For calls to action or buttons, we use:

- CTAs / Buttons: Muli Bold, Size 14pt

Usage Guidelines

- Maintain consistent usage of these fonts across all materials to uphold the brand's visual identity.
- Line spacing (leading) should be 120-150% of the type size for best readability.
- Avoid using ALL CAPS for long text strings. Use them sparingly for emphasis or headers.
- Be mindful of text alignment. Left alignment is preferred for better readability.
- Avoid altering the letter spacing (tracking) of our typefaces. They are designed for optimal legibility as they are.

TYPOGRAPHY EXAMPLE

Always create a strong hierarchy of information, making the content clear and easy to scan and read.

Different font weights create contrast between the different paragraph styles, allowing more character to come through the headlines.

Main Headers (H1)
Muli Bold
Size: 32pt

Lorem ipsum dolor sit amet.

Sub-Headers (H2)
Muli Semi-Bold
Size: 32pt

Ea vel dolore labore.

Sub-Headers (H3)
Muli Regular
Size: 20pt

Justo amet:

hendrerit vero vel veniam. Tincidunt suscipit stet. Takimata eos labore hendrerit accumsan adipiscing hendrerit option. Aliquyam iriure duis et ea. Eros at vero tation. Dolor et tempor est feugait voluptua sit. Velit sed nonummy. Consetetur erat facer nulla sadipscing. Duis lorem elit at elit duo. Adipiscing sadipscing vel magna dolor. Invidunt sanctus ad consetetur magna ut nihil. Ea sed magna dolor amet. Accusam sadipscing vero consetetur dolores stet takimata. Vero eros gubergren stet ea. Clita sit labore. Duis eu lobortis consequat vero erat. Cum diam sea ea laoreet ut qui stet. Consectetuer cum stet et rebum ea. Quis eos ullamcorper tempor.

Body Text
Roboto Regular
Size: 14pt

Captions
Roboto Italic
Size: 12pt

Stet voluptua feugiat takimata. Tempor tation clita lorem. Euismod eos at accusam. Clita ipsum sanctus. Dolore sed placerat nonummy blandit kasd. Esse eum accusam sanctus.

TYPOGRAPHY EXAMPLE

Always create a strong hierarchy of information, making the content clear and easy to scan and read.

Different font weights create contrast between the different paragraph styles, allowing more character to come through the headlines.

TITLES

To introduce the main topic or content of the page/section. It holds the highest hierarchical typography level in a document.

Muli Bold | Size 28-32pt, Leading 38-42pt

THIS IS A TITLE

SUBTITLES

Used to introduce sub-topics or segments within the main topic, helping to clearly define sections and maintain a structured narrative.

Muli Regular | Size 20-24pt, Leading 28-32pt

THIS IS A SUBTITLE

HEADLINES

Should be used sparingly in marketing communications to draw attention to important text. When legibility/contrast is an issue, use the block behind the text.

Muli - Bold/Extrabold | 28-32 pt type and 38-42 pt leading

THIS IS A HEADLINE

HEADING

Should be used in multipage documents and websites to denote a new section.

Muli - Bold | 20-24 pt type and 24-28 pt leading

THIS IS A HEADLINE

SUBHEADLINES

Should be used under headlines or headers when necessary. Subheadlines may also be used as the first sentence of a paragraph in marketing communications.

Muli - SemiBold | 14-18 pt type and 22-24 pt leading

THIS IS A SUBHEADLINE

BODY COPY

Should be used for supportive messaging

Roboto - Regular | 10-14 pt type and 22-24 pt leading


THIS IS BODY
COPY

04.

Mockup & Images





 ZOPI







ZOPI











Brand
Guidelines