Zoom Video Communications
Brand Guidelines

Here you will find the rules for using our brand assets and showcasing Zoom content. These guidelines will give specific examples of how to and how not to use Zoom in your publishing.

Please remember, we are happy you are promoting our product; we simply ask that when advertising or marketing materials related to Zoom, you do not suggest we are sponsoring or are formally affiliated with the content - unless given written permission.

Meet Happy!
Logo

Wordmark

Our primary logo is the Zoom wordmark. Its bold simplicity reflects our culture and product.

- Only show the logo in Zoom blue or white.
- Don't use previous versions of the logo.
- Don't alter, rotate, or modify the logo.
- Don’t animate the logo.
- Don’t accessorize the logo with extra elements like speech bubbles.

*Gray wordmark color is for demonstration purposes only.
Logo

Clear space and minimum size

When you're using the logo with other graphic elements, make sure you give it some room to breathe. The empty space around the logo should be at least the equal amount of the height.

To ensure the logo maintains its visual impact, do not go any smaller than 18 pixels in height or 80 pixels in width.

*Gray wordmark color is for demonstration purposes only.
**Logo**

**Camera icon**

Our icon is present across our apps and social media profile pictures. Please use the icon instead of the wordmark for any online account of Zoom such as profile pictures.

Use the wordmark logo for all other needs.
Logo

Misuse

- Do not outline
- Do not add special effects
- Do not fill with a gradient
- Do not contain in shape

- Do not skew, rotate, or stretch
- Do not personify
- Do not fill with colors/patterns
- Do not modify letter spacing

- Do not use any old versions of our logo
- Do not lock up with copy or other logos
- Do not change opacity
- Do not place over images
Lockups

Core Products & Extensions

Core Products
Our current products with lockups are Zoom Rooms and Zoom Phone. Other products and services do not have approved lockups.

Extensions
Our secondary lockup applies to all other extensions of Zoom. Some examples being the Zoom blog, divisions of Zoom, such as Zoom support, or specific partners of Zoom, such as Zoom technology partners.
**Lockups**

**Core Products**

Our product lockups are comprised of the Zoom wordmark and its accompanying word. The product words are created with the base font Kaleko 205 regular and customized with rounded edges to compliment our primary typeface, Lato.

All lockups must be created/approved by the Zoom brand marketing team.
Lockups

Extensions

Our secondary extensions can be displayed in two formats, wide and stacked. When possible, please use the wide format.

All secondary lockups should be created with the Zoom wordmark at 32px tall, follow all spacing guidelines, and then scale after as a complete lockup. Font should be Lato Regular.

*(When using the wide format)* for titles with 2 or more words containing a combined 10 or more characters use 2 lines.

All lockups must be created/approved by the Zoom marketing team.
Typography

Lato

Our typeface is bold, rounded
For cases where Lato cannot be used, substitute with Helvetica Neue.

Alternate typeface uses:
- Avenir for presentation titles
- Helvetica Neue for presentation body text
Color Palette

Primary

Zoom Blue
HEX #2D8CFF
RGB 45 140 255
CMYK 71 37 0 0
PANTONE 279 C

Zoom Orange
HEX #F26D21
RGB 242 109 33
CMYK 0 74 95 0
PANTONE 165 C

Black
HEX #232333
RGB 35 35 51
CMYK 31 31 0 80
PANTONE BLACK C

Dark Gray
HEX #414155
RGB 65 65 85
CMYK 24 24 0 67

Medium Gray
HEX #747487
RGB 116 116 135
CMYK 14 14 0 47

Gray
HEX #BABACC
RGB 186 186 204
CMYK 9 9 0 20
PANTONE 5295 C

Platinum
HEX #E4E4ED
RGB 228 228 237
CMYK 4 4 0 7
PANTONE 649 C

Smoke
HEX #F6F7F9
RGB 246 247 249
CMYK 1 1 0 2

White
HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0
## Web Styles

### Typography

<table>
<thead>
<tr>
<th>Classification</th>
<th>Text Size/Line Height</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>48px/52px/3em</td>
<td>Lato (Bold)</td>
</tr>
<tr>
<td>H2</td>
<td>36px/40px/2.25em/Bold</td>
<td>Lato (Bold)</td>
</tr>
<tr>
<td>H3</td>
<td>24px/28px/1.5em/Bold</td>
<td>Lato (Bold)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Classification</th>
<th>Text Size/Line Height</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large Body Copy</td>
<td>20px/26px/1.25em</td>
<td>Lato 20px (Regular)</td>
</tr>
<tr>
<td>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Medium Body Copy</td>
<td>16px/22px/1em</td>
<td>Lato 16px (Regular)</td>
</tr>
<tr>
<td>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Small Body Copy</td>
<td>14px/20px/0.8em</td>
<td>Lato 14px (Regular)</td>
</tr>
<tr>
<td>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco</td>
<td></td>
<td></td>
</tr>
<tr>
<td>X-Small Body Copy</td>
<td>12px/18px/0.75em</td>
<td>Lato 12px (Regular)</td>
</tr>
<tr>
<td>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Labels</td>
<td>12px/18px/0.75em</td>
<td>LATO 12PX (BOLD, ALL CAPS) Lorem ipsum</td>
</tr>
</tbody>
</table>

X-Small Body Copy is reserved for mobile and exceptions in all other breakpoints.
Web Styles

Color Palette

**BLUE #0E71EB**
- #2681F2
- #0C63CE

**GRAY #F2F2F7**
- #E7F1FD
- #D7E6F9

**OUTLINE #EDEDF4**
- #E7F1FD
- #D7E6F9

**ORANGE #F2D21**
- #DA621E
- #C2571A

**RED #E02828**
- #E44343
- #CC1D1D

Icon

- #222333
- #4A494F
- #747487
- #E4E4ED

Text

- #232333
- #BA6ACC
- #E02828
- #E0E0E0

Additional Gray Scale

- #747487
- #E02828
Email

Styles & Treatments

In email, we aim for maximizing white space and keeping a clean consistent look.

General emails are created at 700px wide. Our primary font is Lato, which should be substituted by Open Sans, Arial then sans-serif.

Enjoying Zoom?

Glad to see you’re giving our free product a try. Here are just a few reasons why upgrading to Pro will make life even better with us:

- No 40 minute group meeting cap (if you’re into longer meetings)
- Custom Personal Meeting ID
- Cloud Recording
- Reporting (daily usage reports)
- Assign Scheduler (someone can schedule your meetings for you)

Happy Zooming!

Team Zoom

Footer

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Sign In

Hero Images

Height: 175px

Hyperlink

Lato Bold
Zoom Blue
No Underline

Section Spacing

Height: 40px

Footer

Height: 160px

Social Buttons

Circle: 28px
Icon: 20px
Background: #828282

Primary CTA

Lato Bold 15px
Background: #F26D21
Padding: 20px, 10px

Body

Lato Regular 15px/200%
Medium Grey
Paragraph Spacing: 15px

Header 1

Lato Bold 24px/150%
Dark Grey
Photography

Best Practices

All photography used throughout our marketing should reflect our brand and product. We are modern and clean while being bold and beautiful. Stock photography should be as natural as possible reflect our culture of diversity and happiness.
Our Voice

The Zoom voice is a helpful guide to the world of video communications. It directly reflects our company culture of caring, staying humble, and delivering happiness to our customers. It may vary in the formality of its tone, but it is always focused on getting necessary information to a busy audience. We lean towards straightforward, informative content. We don’t like overly cutesy or silly content, esoteric jargon, and wasting our reader’s time. We do like Oxford commas, tight language, and keeping it positive.

Our Tone

The tone of Zoom’s voice varies depending on the content we are presenting and the audience we’re speaking to. For most content – press releases, support documentation, case studies, data sheets, the website – our tone is straightforward and a bit buttoned up, but not stuffy. We loosen up when describing a fun new feature or use case of Zoom or when discussing a celebratory occasion such as Zoomtopia. In all contexts we tend to insert some mention of our gratitude toward our customers or others.
# Do’s and Don’ts

<table>
<thead>
<tr>
<th><strong>Do – be humble and grateful</strong></th>
<th><strong>Do – get straight to the point</strong></th>
<th><strong>Do – use light humor</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>“I’m thrilled to see 1,300 of our customers and friends join us at Zoomtopia. I appreciate every one of you and I hope that our team delivers you happiness today and every day,” said Eric S. Yuan.</td>
<td>Today Zoom announced new features that together form an end-to-end modern communications platform. While Zoom remains a video-first platform, these new announcements show the company rounding out its product suite.</td>
<td>This year’s theme is Under the Sea. Here are all the tidbits to make sure you are fully equipped with knowledge swimming into Zoomtopia. First of all, the event has not one, not two, but three parking lots—ooohh!</td>
</tr>
<tr>
<td><strong>Don’t – get too zany or inappropriate, waste audience time</strong></td>
<td><strong>Don’t – be too stuffy, jargony, and wordy</strong></td>
<td><strong>Don’t – be boastful or aggressive</strong></td>
</tr>
<tr>
<td>Did your audio stop getting nice and start getting real?! (Remember The Real World?!...LOL!!) We’re gonna whoop you’re a** - I mean your ears LOL - with our amazing HD quality!!</td>
<td>One must not become overly fixated on H.288 versus H.934 endpoint router standards, as such standards exist as holdovers from the era of direct 64 MGG network connections.</td>
<td>Zoom is crushing it! All our competitors will be eating humble pie tonight when they see our Gartner MQ placement!</td>
</tr>
</tbody>
</table>
Thank You!

If you are having trouble with anything in this guide, you are missing brand elements from the brand package, or you are unsure if your communication best represents the Zoom brand, please contact our team at brand@zoom.us.