ZUP®

brand standards

LOGO

Our full-color logo is the primary brandmark of our corporate identity. It is required that this version be used in branded applications whenever possible.

The all-white version of our logo is to be used on dark backgrounds and in one-color printing.

The one-color version of our logo is to be used in one-color printing, utilizing any of our established branding colors on the next page.

COLOR PALETTE

Our brand was created with a color palette designed to be fresh, fun and distinctive. Different combinations of color can dramatically change the tone and appearance of a document, so it is important to consider how they will work together. To help achieve greater brand recognition, it is important that our color palette is applied consistently.

PANTONE 389

C. 24 R. 207
M. 0 G. 222
Y. 100 B. 0
K. 0

PANTONE 3545

C. 70 R. 0
M. 0 G. 180
Y. 7 B. 223
K. 0

PANTONE 1495

C. 0 R. 255
M. 46 G. 143
Y. 78 B. 2
K. 0

PANTONE 3005

C. 100 R. 0
M. 31 G. 119
Y. 0 B. 200
K. 0

PANTONE 428

C. 10 R. 193
M. 4 G. 198
Y. 4 B. 200
K. 14

RICH BLACK

C. 30 R. 0
M. 30 G. 0
Y. 30 B. 0
K. 100

CORPORATE TYPOGRAPHY

Gotham is our primary corporate typeface, it should be used in all instances where body copy is required. It is a simple, clean and legible typeface that compliments our logo. We primarily use two weights of Gotham: bold and book. Gotham Bold is primarily used for subheadings or added emphasis. Built Titling is our headline typeface, and should be used in all instances where there is a title or headline.

LOGO

BRAGGADOCIO

the quick brown fox jumped over the lazy dog

HEADLINE

BUILT TITLING

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG

SUBHEAD

GOTHAM BOLD

the quick brown fox jumped over the lazy dog

BODY

BUILT TITLING

the quick brown fox jumped over the lazy dog

HEADLINE

SAMPLE SUBHEAD

Itatiore ommolorpore quossendus, el molut facerrorrum resequi conserferum anducias audae sus ape con et eaquiae etur aligenis inisint et facia con non corro volupta aut exceate ma comnimolent aligendentem eturest ea vendite mposti audande ndipiendis eum ipicillacea velique quatatem qui vel ipitiis magnis quuntotatur? Qui vidipsa que ipit voluptur ad quiam quo blabore, qui volut volor aut fuga. Itas et od quam, ius.

Me mi, cum volestiis plaut evelici endande est faces doluptatet pliquo volupienis reicid modi rehendit aut audam fugiatu ressima ximoluptati ut pa et aperciusam utem acero opti dendent perum et repelibust, si nest explique di dolumqu asitas et qui commodi as dolor as eum quidess equature vollabore siminih itatem ipsunte ssunda voluptia ventur aspidunt ipsa et que as ut velessum quos simint etur? Sedit quia volore nihicim as dolupit, sum ea voluptu ritatium repel in reium etum quo consequi cus solore velecab inus etur alit occupta cus sundi ommollit autemquo mo tem iniam iliqui vernatemquam excest, officatust, sum volore eostias sitas secum vero temoluptati temporrum iligend aeriore ptatem si arum essit autatem et ero doluptat.

Totaque dollitem et poribus esequae exeria alique pa pratius quuntis itaturernat. Nimus vel moluptae sintectum dipsae sit la nonse venditatis pra doluptati coriates aut arunt poreic te estrum facepe por moloritis as mintem evelibust quo volo volorio nescipiciti non commod maiorendunt odi res ati quiae eium numquibus. Ovid maiori qui dolorit, voluptae. Harcipis pre offictur adita volesse accus de poruntis ad et od experib usapedignim non et re volupta delestia que sunti occatem quas nulpa que ideligendite et ea veruptatecto vel magnimpor saerupta volorat iuntur? Qui des eium id que laborest litaqui audae nem explant ibuscid que eum comnim ex et vero que pero voloraecus.

DO MORE BOARD

PRODUCT TYPOGRAPHY

GLITZY

HELVETICA NEUE

PRODUCT LOGO

DO MORE™ THAN EXIST

PRODUCT PATTERNS

YOU GOT THIS 2.0 BOARD

PRODUCT TYPOGRAPHY

OSTRICH SANS INLINE

OSTRICH SANS INLINE

PRODUCT LOGO

YOU GOT THIS™

PRODUCT COLORS

YOU GO BOARD

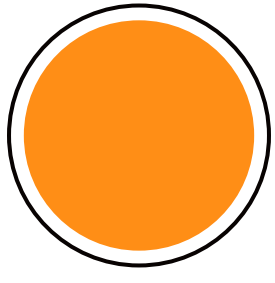
PRODUCT TYPOGRAPHY

BUILT TITLING LIGHT

PRODUCT LOGO

YouGo

PRODUCT COLORS



RISE ZUP AND SURF/BOOGIE

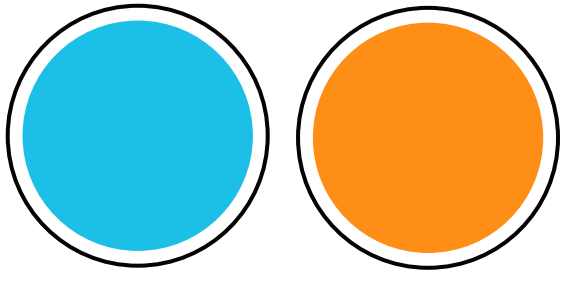
PRODUCT TYPOGRAPHY

OSTRICH SANS INLINE

PRODUCT LOGO

WE RISE™ BY LIFTING OTHERS

PRODUCT COLORS

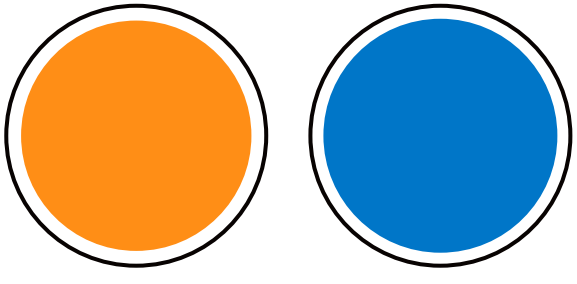


PRODUCT TYPOGRAPHY

Custom Fonts

PRODUCT LOGO

PRODUCT COLORS



ZIP.
ZIP.

PADDLE MORE SUP + SEAT

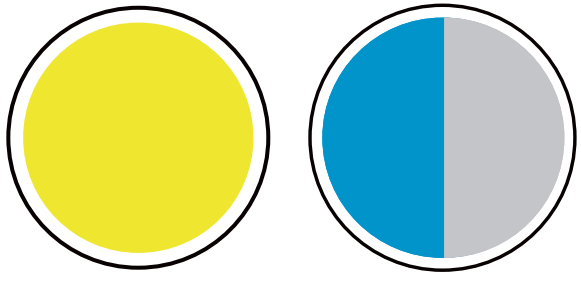
PRODUCT TYPOGRAPHY

Custom Fonts

PRODUCT LOGO

Paddle MORE™

NEW Paddle MORE™ iSEAT
[Inflatable SEAT]

{STAND-SIT-KNEEL-REST-REPEAT}
Attach to any **SUP**!

PRODUCT COLORS