



Brand guidelines

January 2018

Brand elements

KLNOPQ

abcdefghijklmnopqrstu

PQRSTU

efghijklmnop

abcdefghij

4567890 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

234567890



Logo

Our logo conveys Zscaler's unique position as the company born in the cloud and built for scale. Because our logo is the predominant graphical representation of our company, it is important to use it correctly at all times.

Logo components

Our logo has two components: the "Z-cloud" symbol and the Zscaler logotype (which includes a "TM"). Our logo should be displayed in solid Zscaler original blue (preferred) or in white. In some circumstances, such as grayscale applications, you may use the logo in percentages of black (60% / 30% / 15%).

To maintain legibility, do not use the logo at sizes less than 1" wide.

The Z-cloud may be used as graphic element to represent Zscaler and our products in diagrams and infographics.





Logo clear space

To help our logo stand out, please provide adequate clear space, ensuring that no other text or graphics comes within that space. To measure the clear space, use the "z" in our logotype. The minimum clear space must always be the height or width of the "z" on all sides of the logo.

Logo lockups for partners and customers

When presenting our logo alongside partners, customers, and others, we should always give equal weight to each logo. To do so, follow these simple guidelines:



If the logo is a similar rectangle shape, match the width to our logo.



Sample logo: rectangle

If the logo is longer than our logo, adjust the size to create a balance between the two logos.



Sample logo: longer logo

If the logo is square or taller in height, adjust the size to create a balance between the two logos.



Sample logo:
square



Logo — inappropriate uses

Please use only the logos available through the [Zscaler media kit](#).
Do not attempt to re-create the logo.



Do not use outdated versions of the logo.



Do not tilt or stretch the logo.



Do not combine the logo with colors that clash or don't provide adequate contrast.



Do not apply embellishments like shadows or gradients.



Do not put the logo on complex backgrounds.



Do not use a ® symbol with the logo.



Typeface

When applied consistently across the range of our corporate and marketing communications, the right fonts help unify the appearance of all our materials. Such consistency communicates attention to detail and helps to build the Zscaler brand.

Primary typeface

Roboto is our primary typeface and should be used for all communications. It's a sans serif font that feels open, clean, and modern, and was designed with legibility and user interfaces in mind.

Roboto is a free Google font, available for [download here](#).

Roboto

Thin

Italic

Light

Italic

Regular

Italic

Medium

Italic

Bold

Italic

Black

Italic



Secondary typefaces

Roboto Slab (regular / bold) and Roboto Condensed may be used as accent fonts to enhance layout designs or to accentuate headlines, subheads, or pull-quotes.

Roboto Slab Bold is a free Google font, available for [download here](#).
Roboto Condensed is a free Google font, available for [download here](#).

Alternate typeface

Arial is the typeface to use when Roboto is unavailable or technically unfeasible.

Arial

Regular
Bold

Roboto Slab

Regular
Bold

Roboto Condensed

Light

Italic

Regular

Italic

Bold

Italic



Colors

Our image is reflected in a striking color palette, designed to convey key Zscaler attributes: positive, trusted, transformational, secure, modern, and advanced.

Color usage

The center of our color palette is Zscaler blue. Clean, fresh, and approachable, our blue conveys a boundless sky and is complemented by a palette of secondary colors and accents. Through the use of gradients, we can create movement from one color to another, evoking the transformation made possible through Zscaler technology.



Color palette

Our color palette plays a prominent role in all of our communications.

It's the foundation of our graphic vocabulary and it quickly identifies our brand style whenever it's seen.



Zscaler original blue

HEX: #009cda
RGB: 0 / 156 / 218
CMYK: 85 / 21 / 0 / 0
PMS: 2925C



Zscaler purple

HEX: #4b3695
RGB: 75 / 54 / 149
CMYK: 87 / 95 / 1 / 0
PMS: Violet C



Zscaler raspberry

HEX: #8a0081
RGB: 138 / 0 / 129
CMYK: 56 / 100 / 13 / 2
PMS: 234 C



Zscaler violet

HEX: #645bc0
RGB: 100 / 91 / 192
CMYK: 70 / 71 / 0 / 0
PMS: 2655 C



Zscaler midnight

HEX: #06038d
RGB: 6 / 3 / 141
CMYK: 100 / 98 / 9 / 10
PMS: 2738 C



Zscaler dark blue

HEX: #2c38bc
RGB: 44 / 56 / 188
CMYK: 89 / 83 / 0 / 0
PMS: 2736 C



Zscaler navy blue

HEX: #213f98
RGB: 33 / 63 / 152
CMYK: 100 / 88 / 4 / 0
PMS: 2147 C



Zscaler blue

HEX: #0076be
RGB: 0 / 118 / 190
CMYK: 86 / 49 / 0 / 0
PMS: 285 C



Zscaler sky blue

HEX: #7ed3e8
RGB: 126 / 211 / 232
CMYK: 46 / 0 / 8 / 0
PMS: 636 C



Zscaler sea blue

HEX: #0077a0
RGB: 0 / 119 / 160
CMYK: 88 / 45 / 22 / 2
PMS: 7468 C



Zscaler teal

HEX: #007c89
RGB: 0 / 124 / 137
CMYK: 87 / 36 / 41 / 7
PMS: 7474 C



Zscaler sea green

HEX: #00b5af
RGB: 0 / 181 / 175
CMYK: 75 / 2 / 38 / 0
PMS: 326 C



Zscaler green

HEX: #7aa843
RGB: 122 / 168 / 67
CMYK: 58 / 15 / 99 / 1
PMS: 377 C



Zscaler orange

HEX: #ff931e
RGB: 255 / 147 / 30
CMYK: 0 / 51 / 96 / 0
PMS: 144 C



Zscaler burgundy

HEX: #9e2432
RGB: 158 / 36 / 50
CMYK: 25 / 97 / 80 / 21
PMS: 1807 C



Zscaler black

HEX: #000000
RGB: 0 / 0 / 0
CMYK: 20 / 20 / 20 / 100
PMS: Black 6 C

Brand styles





Imagery

Zscaler offers real-world solutions for its customers and our imagery should reflect authenticity in the environments and subjects we depict. Imagery should be relatable, while complementing the associated messaging.

Acceptable imagery

Use imagery and graphics that support your message.

You may use abstract graphics to provide dimension or to offset the text with patterns that represent motion or transformation. Photography may be retouched using brand color overlays.

Zscaler customers are global and we want our imagery to reflect this reality. We prefer to see a multicultural representation in all our marketing materials, so please keep diversity in mind when selecting photographs with one or more people.





Unacceptable imagery

When choosing imagery for Zscaler materials, seek out those that seem natural or realistic, modern, and appealing. In general, avoid the use of photographs in which people have staged poses, exaggerated expressions, or use unrealistic props. In addition:

- Be careful using visual metaphors to communicate real customer challenges. While showing traffic congestion on a highway can be a way to convey bandwidth problems, metaphors aren't always effective, and can easily be misconstrued in different regions of the world.
- Avoid three-dimensional computer renderings that feel artificial.
- If photos require graphic overlays or iconography to enhance the concept, use Zscaler-branded graphics to ensure we are adhering to established styles.

IMPORTANT: It is unacceptable to use images taken from a Google search in Zscaler materials. Doing so can lead to copyright and licensing infringements, which can result in fines or negative press.



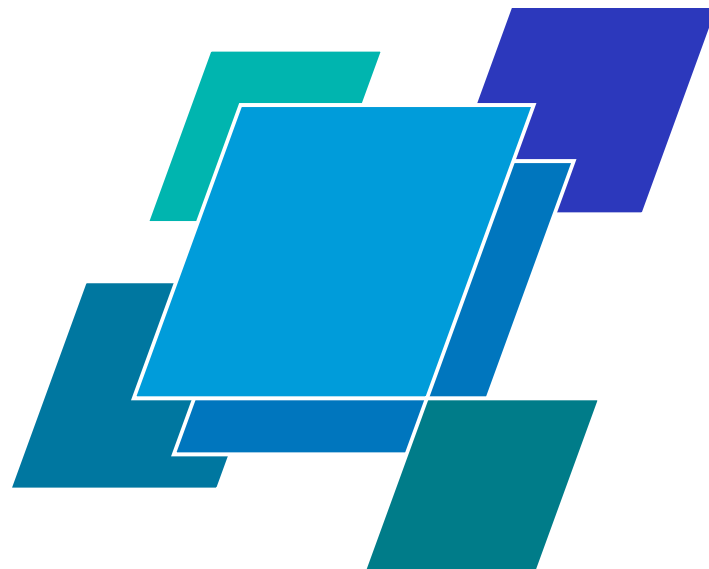
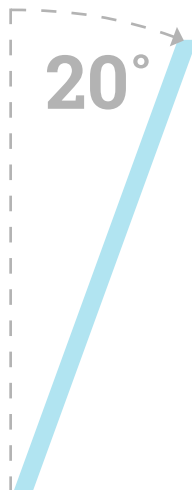


Shapes

Parallelograms are used throughout our branding to provide a sense of motion and represent our forward momentum in the industry.

Parallelogram angle

To construct the parallelogram, use an angle of 20 degrees.



Any questions?

Please direct any brand inquiries or assistance requests to **z-studio@zscaler.com**

