ZOOX

PRESS KIT

Logo Guide

ZOOX

Guidelines

The Zoox logo is simple, modern, confident and balanced. It reflects our brand principles and product design language.

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Minimum Clear Space

The logo should always a minimum
of one logo height on each side.

Minimum Size

The logo should never be hard to
read. These are minimum sizes
that the logo can appear.

ZOOX

Digital

Print

ZOOX

ZOOX

6px

3mm

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Misuse

The representation of the Zoox brand should always be high quality. Here are some examples of how not to use the logo.

(!) **ZOOX**

Logo must not be distorted, stretched, or proportions changed

(!) **ZOOX**

The Logo should never appear in colors other than black or white
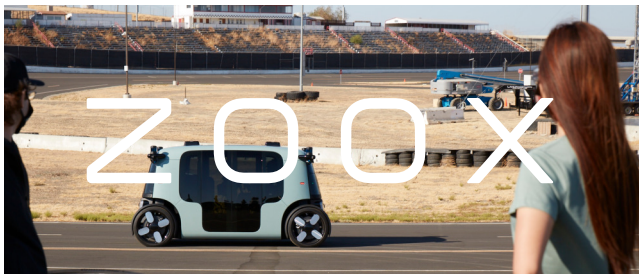
(!)

Logo should never be used over a busy background

(!) **ZOOX**

Do not box in or create shapes to house the logo

(!) **ZOoOX**

Parts of the logo cannot scale separately or change proportions

(!)

Logo must not be placed over any images that are low contrast or too close in color

(!) **ZOOX**

Do not use low resolution or pixelated versions of the logo

(!) **ZOOX**

Do not outline the logo

(!) **ZOOX**

Do not add shadows, 3D, or other effects to the logo