



# LOGO, ICON, & WORDMARK

LOGO, ICON, AND WORDMARK

## LOGOMARK

The Zwift logomark is the primary identity of Zwift. The logomark combines the Big Z logo and the Zwift wordmark.



Applying the Zwift logomark is not as simple as just pasting the logo into a document! This guide will take you through all of the steps necessary to design assets with the Zwift logomark successfully. Look out for this icon for important notes.

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**ZWIFT**

LOGO, ICON, AND WORDMARK

## LOGOMARK

*Big Z* embodies the Zwift brand's core tenets in one shape. The soft rounded corners evoke our friendly and approachable personality. The sharp edge depicts our dedication to performance and authority as a fitness leader.

The Zwift *logomark* is designed to be big, bold, and iconic. The Zwift logomark — particularly *Big Z* — ties the expansive Zwift product together and should appear as much as possible in brand communications.

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'BIG Z' ICON



WORDMARK

**ZWIFT**

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## LOGOMARK

### Centering the Primary Logomark



The horizontal placement of *Big Z* and the primary Zwift logomark within a shape is very important!

The asymmetrical design of *Big Z* means the primary Zwift logomark must be centered differently within defined shapes. When using the primary Zwift logomark it **MUST** be centered via the Zwift *wordmark*, NOT the *logomark* as a unit.

When *Big Z* is alone in a shape it must be centered by the lower measurement of the icon.

Remember to adhere to all clear space rules noted on [page 08](#).



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## SECONDARY LOGOMARKS

If space or composition does not permit the use of the primary Zwift logomark, either of the secondary logomarks may be used.

The *horizontal* logomark is best suited for wide uses.

The *small use* logomark displays the Zwift wordmark larger in small uses.

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HORIZONTAL LOGOMARK



SMALL USE LOGOMARK



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## LOGOMARK APPLICATION

### Color

1. Wherever possible, the Zwift logomark (primary or secondary) should be applied in white, reversed on a brand color.
2. If an application does not permit this, the approved two-color logomark with black wordmark is acceptable on a white background.
3. The two-color logomark with white wordmark should ONLY be used on a dark or textured background, with Zwift orange.
4. The one-color black logomark should ONLY be used if an application does not permit the use of color.

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1



2



3



4



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## LOGOMARK APPLICATION

### Wordmark

We prefer to use our logomark with Big Z\*. However, some use cases will steer you towards the individual use of the Zwift wordmark. For example, this may happen when Big Z is used clearly elsewhere in a layout.



**The use of the Zwift wordmark in isolation must always be in collaboration with the Zwift Brand Team.**

1. Wherever possible, the Zwift wordmark should be applied in white, reversed on a brand color.
2. If an application does not permit this, the white Zwift wordmark is acceptable on a black background.
3. The one-color black wordmark should ONLY be used if an application does not permit the use of color.

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1



ZWIFT

2

ZWIFT

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ZWIFT

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## LOGOMARK APPLICATION

### Big Z Icon

Similarly, some use cases will require the standalone use of the Big Z icon\*. In small spaces or designs where the Zwift wordmark is displayed elsewhere, Big Z becomes a recognizable brand symbol.



**The use of the Zwift wordmark in isolation must always be in collaboration with the Zwift Brand Team.**

Big Z MUST always be displayed in white on a Zwift brand color OR as a Zwift brand color on white. No other uses of Big Z are permitted.

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# LOGOMARK APPLICATION

## Color

*Zwift Orange* is the primary Zwift brand color and should be used in all general outward facing communications.

## ZWIFT ORANGE

PMS 165C

C:0 M:68 Y:98 K:0

R:242 G:103 B:34

HEX: FC6719

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## LOGOMARK APPLICATION

### Clear Space

To ensure the Zwift logomark's visual strength, always maintain a minimum clear space around it. This clear space isolates the logo from competing graphic elements, like other logos, copy, photography or background patterns.

The minimum clear space for all Zwift logomarks is defined as the width of the letter 'Z' taken from the wordmark as shown.



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## LOGOMARK APPLICATION

### Minimum Size

The Zwift logomark retains its visual strength in a wide range of sizes. However, if the logo is reproduced too small it loses legibility, which diminishes its impact.

The logo's minimum size is determined by a combination of the legibility of the Zwift wordmark and Big Z.

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32PX  
0.7"



42PX  
0.8"



54PX  
1"

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## LOGOMARK APPLICATION

### Do's and Don'ts

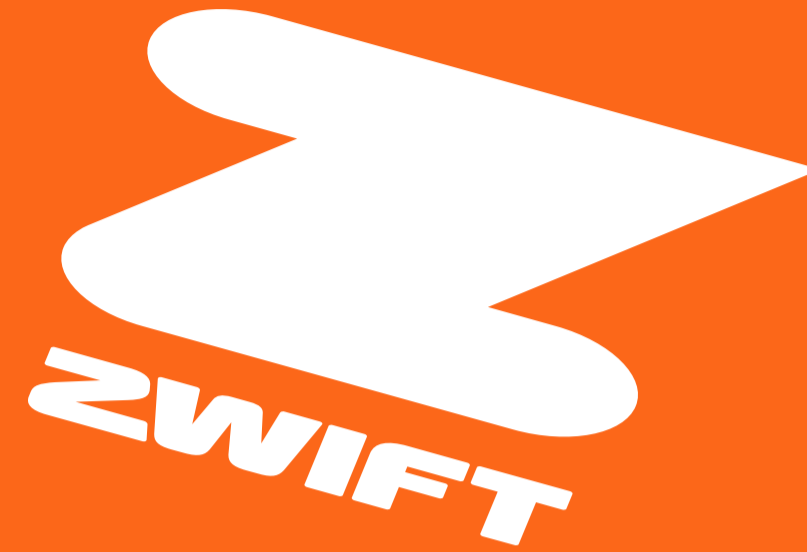
The Zwift logomark is available in all formats for print and digital applications.

Zwift brand files must be used as supplied and in a consistent manner. The Zwift logomark should never be distorted, rotated, obscured or applied in any manner other than what's stated in these guidelines.

1. Do not stretch, squash or warp the logomark in any way.
2. Do not change logomark colors, or use a color logomark on a color background.
3. Do not add any effects to the logomark, add an outline, or change it's opacity.
4. Do not move elements within the logomark.

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1



2



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4



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## LOGOMARK APPLICATION

### Partnerships

If a brand partnership is approved by both Zwift and a partner, a logo lockup may be used.

The lockup can be used as both one-color reversed and full color on a white background.

The dividing line should always be the true center of the lockup. Spacing between the center line and each logo should follow these guidelines as closely as possible, however spacing and size of partner logo will need to be adjusted case-by-case to maintain visual balance.

Center dividing line must be 2px with rounded terminals.



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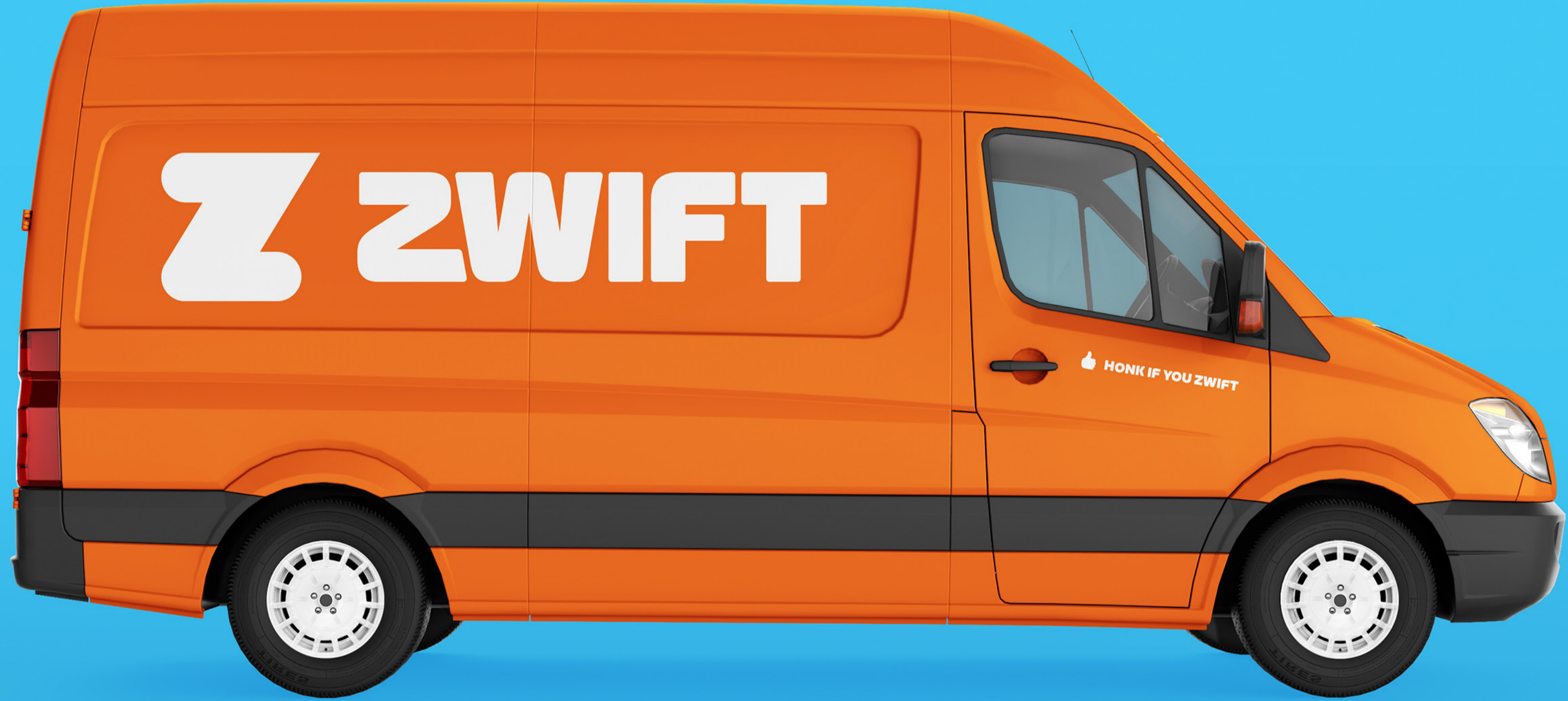
## LOGOMARK APPLICATION

### Partnerships

When partnering with other brands, related collateral may incorporate the Zwift logomark with partner colors as long the reversed one-color (white) version is used.











**QUESTIONS?  
WE'RE HERE FOR YOU!  
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