



# BRAND GUIDELINES



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# INTRODUCTION

# MEET ZWIFT

Zwift is the fitness company  
born from gaming.



# OUR MISSION

More people, more active, more often.  
Yep. It's that simple.



# OUR PURPOSE

Inspire and encourage everybody to turn their fitness goals into achievements, from start to finish, wherever your finish line is.





# 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**

LOGO, ICON, AND WORDMARK

## 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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LOGO, ICON, AND WORDMARK

## 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



LOGO, ICON, AND WORDMARK

## 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



LOGO, ICON, AND WORDMARK

## 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**

3

**ZWIFT**

LOGO, ICON, AND WORDMARK

## 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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LOGO, ICON, AND WORDMARK

## 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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LOGO, ICON, AND WORDMARK

## 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"

LOGO, ICON, AND WORDMARK

## LOGOMARK APPLICATION

### Do's and Don'ts

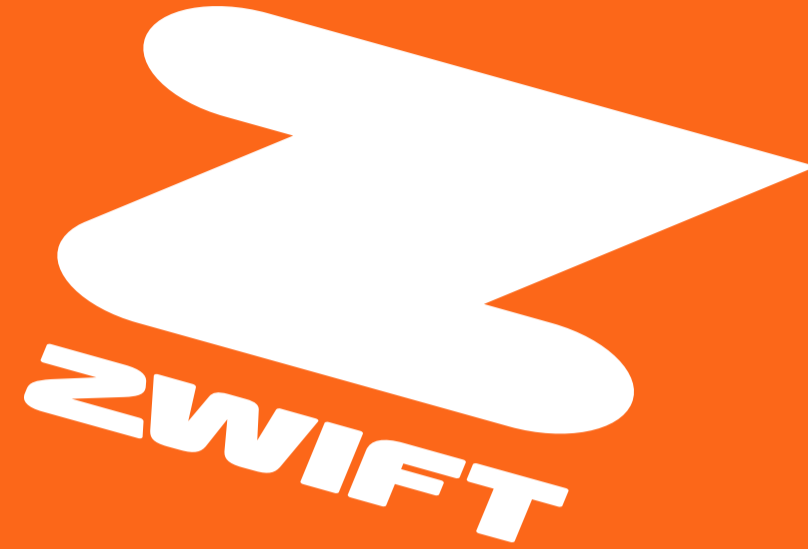
The Zwift logomark is available in all formats for print and digital applications.

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



3



4



LOGO, ICON, AND WORDMARK

## 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.

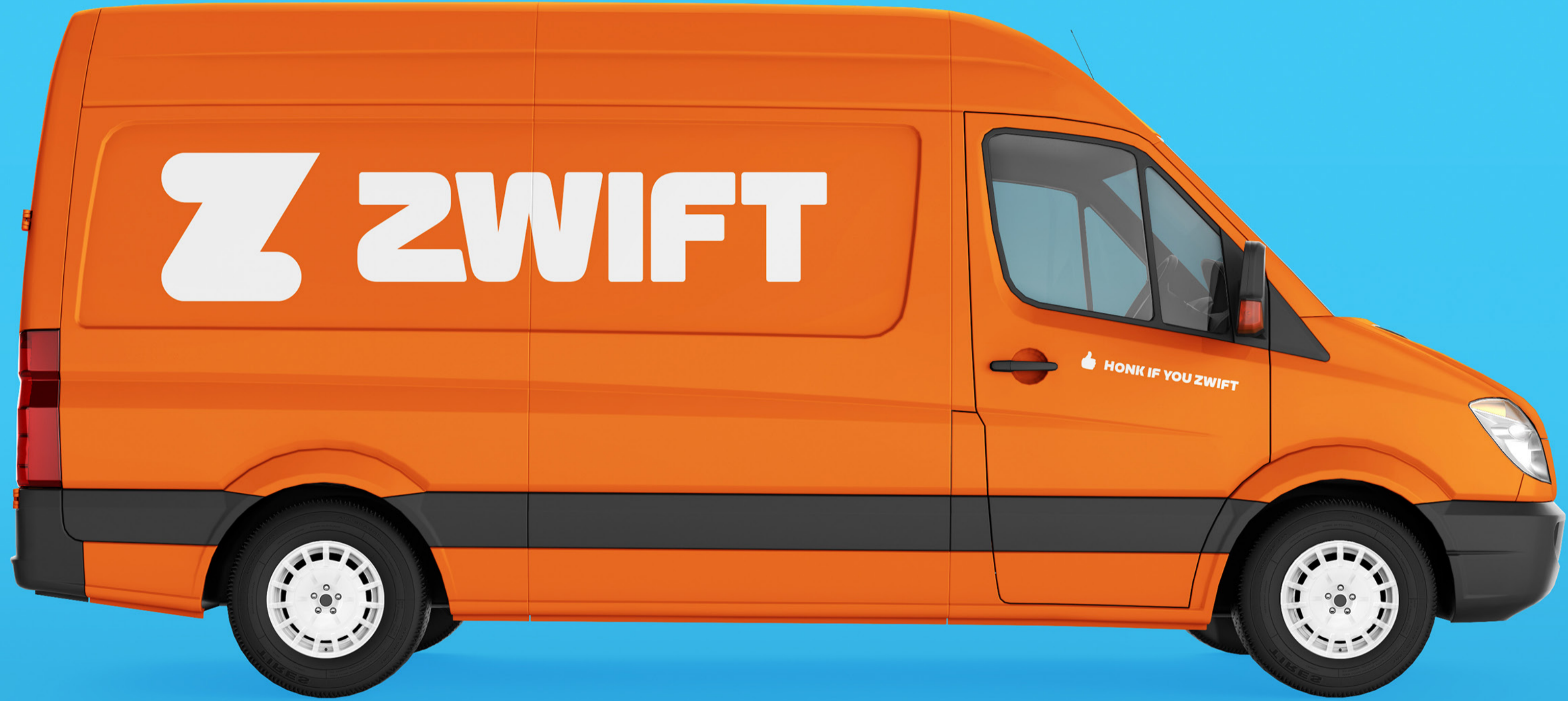
The dividing line should always be the true center of the lockup. Spacing between the center line and each logo should follow these guidelines as closely as possible, however spacing and size of partner logo will need to be adjusted case-by-case to maintain visual balance.

Center dividing line must be 2px with rounded terminals.



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# **TYPEFACES AND TYPOGRAPHY**

## TYPEFACES AND TYPOGRAPHY

**OVERVIEW**

The joy of play is in our DNA. Because we're *The Fitness Company Born From Gaming*. The Zwift design language seeks to always challenge the contrast between *fun* and *performance*.

Zwift typography is bold, unapologetic, and expressive. Typography should always aim to use short headlines with heavy weight, all caps headlines and a significant contrast between headlines and body text.

# WHERE FITNESS MEETS ADVENTURE

## WATOPIA MAKURI ISLANDS CRIT CITY

A fantasy island that includes snowy mountains, epic climbs, jungle roads, and more. And watch out for dinosaurs. Smash heart pumping workouts. Unlock exclusive jerseys and new bike gear for completing challenges. Use a PowerUp and get a quick boost. Share the road during community events, and keep the fun rolling.

**Alpe du Zwift**  
Beach Island Loop  
Climber's Gambit  
Dust In the Wind  
Legends and Lava  
Out and Back Again  
The Pretzel  
Road to Sky  
Sand and Sequoias  
Tempus Fugit  
Tick Tock  
Volcano Circuit  
Whole Lotta Lava

## TYPEFACES AND TYPOGRAPHY

**TYPEFACE**

Zwift uses a custom set of typefaces – *Zwift*. Designed from the ground up for Zwift, it is an expression of our core brand and visual principles. Both functional and expressive, movement is created with gestural weights that provide contrast between sharp and winding angles.

*Zwift Sprint* is the primary Zwift type family and serves as the basis for all the families as well as the Zwift wordmark. Sharp interior edges and large radius curves trace a subtle lineage back to Big Z. Fluid, horizontal forms amplify movement throughout the Zwift wordmark and running text.

*Zwift Fondo* is the text focused Zwift family. It retains the same geometry as Zwift Sprint but is intended for long-running text.

*Zwift Chrono* is the monospace Zwift family.

ZWIFT

ZWIFT SPRINT

UP! UP! UP!  
CLOSE THE GAP

Cento per cento. Willkommen. À bloc.

ZWIFT FONDO

Where fitness meets adventure.

Build Me Up / Crit Crusher / TT Tune Up / Gravel Grinder / 3Run 13.1  
Cyclist To 10k / Singletrack Slayer / Back To Fitness / Zwift 101 / Gran Fondo

ZWIFT CHRONO

5 MINS @ 175W » 30 SECS @ 450W  
KOM: 25.15 QOM: 23.48 SPRINT: 05.31

## TYPEFACES AND TYPOGRAPHY

**PRIMARY  
TYPEFACE****Zwift Sprint**

*Zwift Sprint* is the primary Zwift type family and serves as the basis for all the families as well as the Zwift wordmark. Sharp interior edges and large radius curves trace a subtle lineage back to Big Z. Fluid, horizontal forms amplify movement throughout the Zwift wordmark and running text.

## PRIMARY TYPEFACE

**ZWIFT  
SPRINT**

**Zwift Sprint Black**

**Zwift Sprint Bold**

**Zwift Sprint Medium**

**Zwift Sprint Regular**

**Zwift Sprint Light**

***Zwift Sprint Black Italic***

***Zwift Sprint Bold Italic***

***Zwift Sprint Medium Italic***

***Zwift Sprint Regular Italic***

***Zwift Sprint Light Italic***

## TYPEFACES AND TYPOGRAPHY

**PRIMARY  
TYPEFACE****Zwift Sprint**

Zwift Sprint is designed to be versatile as a display typeface for headlines as well as functional for large bodies of text. Zwift Sprint should be implemented wherever possible (see page 06 – 09 for exceptions) to best embody Zwift brand principles across all Zwift platforms.

Italic weights should only be used for emphasis and not for large portions of text.

OVERSIZE HEADLINE • 140PT • LEADING 90% • TRACKING 0

**WELCOME  
TO WATOPIA**

PRIMARY HEADLINE • 70PT • LEADING 90% • TRACKING 0

**CHASE GOALS  
WITH A *COMMUNITY***

SECONDARY HEADLINE • 36PT • LEADING 100% • LETTER SPACING 0

**Fuel your next ride with the energy of  
everyone on Zwift.**

PARAGRAPH TEXT • 24PT • LEADING 120% • LETTER SPACING 0

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras rhoncus, nulla et molestie bibendum, sem magna fermentum lectus, ut porta quam tortor quis felis. Mauris ut neque sed lorem pretium consequat. Praesent sit amet ullamcorper ante. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae.



## TYPEFACES AND TYPOGRAPHY

**SPECIAL USE FAMILIES****Zwift Fondo**

*Zwift Sprint* is designed to be functional as both a display and text family. However when readability and small-size use is imperative, *Zwift Fondo* is the *text* focused Zwift typeface.

*Zwift Fondo* borrows heavily from the *Sprint* family, but replaces certain characters that may affect legibility. It is intended for use where text areas are smaller, less distinct, and where brand expression isn't the primary focus.

## TEXT TYPEFACE

# Zwift Fondo

**Zwift Fondo Black**

**Zwift Fondo Bold**

**Zwift Fondo Medium**

**Zwift Fondo Regular**

**Zwift Fondo Light**

***Zwift Fondo Black Italic***

***Zwift Fondo Bold Italic***

***Zwift Fondo Medium Italic***

***Zwift Fondo Regular Italic***

***Zwift Fondo Light Italic***

## TYPEFACES AND TYPOGRAPHY

**SPECIAL USE  
FAMILIES****Zwift Fondo**

*Zwift Fondo* should only be used for longer running text or cases where text must be shown at 12pt or smaller.

For any other uses please consult the Zwift Brand Design team.

PARAGRAPH TEXT • 24PT • LEADING 120% • TRACKING 0

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras rhoncus, nulla et molestie bibendum, sem magna fermentum lectus, ut porta quam tortor quis felis. Mauris ut neque sed lorem pretium consequat. Praesent sit amet ullamcorper ante. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae.

Nullam volutpat cursus diam et suscipit. Aenean accumsan arcu a ligula porta, a blandit lorem luctus. Aenean viverra mollis odio, non lacinia erat tempus eu. Aenean semper volutpat est, et pharetra nisi ultricies quis. Morbi volutpat efficitur dolor id cursus. Curabitur efficitur nec sapien cursus varius.

Duis sit amet elit quis erat porta lobortis in eu est. Nullam a ante mollis lectus varius porttitor. Fusce suscipit commodo odio. Sed interdum, urna tempus euismod venenatis, lacus leo malesuada ligula, id interdum dolor urna et velit.

SECONDARY HEADLINE • 100PT • LEADING 100% • TRACKING 0

**Lorem ipsum dolor sit amet, consectetur adipiscing elit.**

PARAGRAPH TEXT • 10PT • LEADING 120% • TRACKING 0

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras rhoncus, nulla et molestie bibendum, sem magna fermentum lectus, ut porta quam tortor quis felis. Mauris ut neque sed lorem pretium consequat. Praesent sit amet ullamcorper ante. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae.

## TYPEFACES AND TYPOGRAPHY

**SPECIAL USE  
FAMILIES****Zwift Chrono**

Zwift Chrono is the Zwift monospaced family.

As numeric data plays such an important part in Zwift's typeface, a data-centric variant amplifies readability while providing elements of expression in small & high-speed reading use.

Zwift Chrono should only be used when UI/UX design calls for uniform spacing or in brand & marketing uses where mono-spacing is relevant to messaging.

For any other uses please consult the Zwift Brand Design team.

## MONOSPACED TYPEFACE

Zwift  
Chrono

**Zwift Chrono Black**

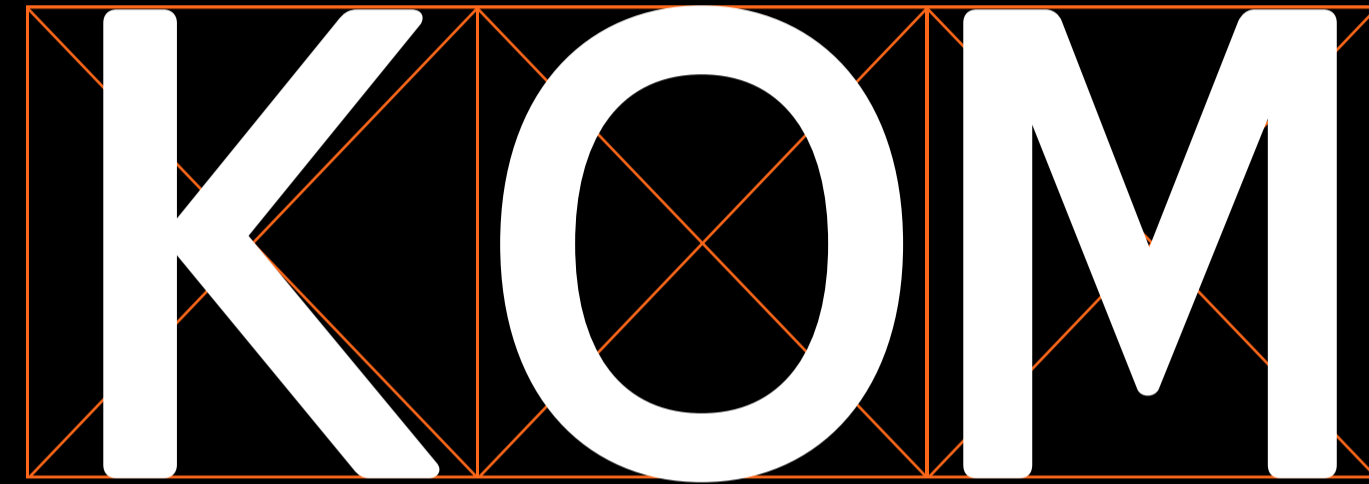
Zwift Chrono Regular

Zwift Chrono Light

## TYPEFACES AND TYPOGRAPHY

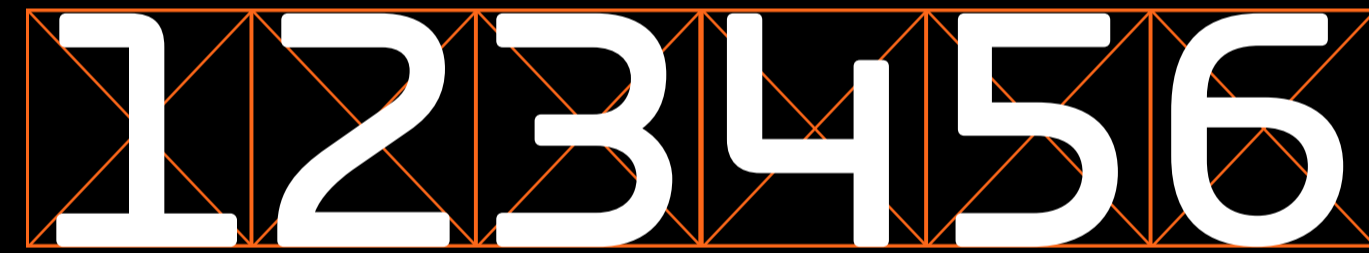
**SPECIAL USE  
FAMILIES****Zwift Chrono**

Kerning and/or tracking should NOT be adjusted when Zwift Chrono is used to maintain uniform spacing.



K O M

The image shows the letters 'K O M' in a white, bold, sans-serif font. Each letter is enclosed in a thin orange rectangular box. The boxes are connected by thin orange lines, forming a grid that illustrates the kerning and tracking between the letters.



1 2 3 4 5 6

The image shows the numbers '1 2 3 4 5 6' in a white, bold, sans-serif font. Each number is enclosed in a thin orange rectangular box. The boxes are connected by thin orange lines, forming a grid that illustrates the kerning and tracking between the numbers.



1,590m TO GO

The image shows the text '1,590m TO GO' in a white, bold, sans-serif font. Each character is enclosed in a thin orange rectangular box. The boxes are connected by thin orange lines, forming a grid that illustrates the kerning and tracking between the characters.



# COLOR

## COLOR

**COLOR  
PALETTE**

Zwift branding is bold and vibrant to reflect the playful nature of the Zwift product.

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

When used together tertiary brand colors are best used in the order shown for optimal visual impact.



COLOR

## COLOR PALETTE

### Primary Brand Colors

To ensure the colors within the Zwift palette reproduce consistently across both print and on-screen media, specific color specifications have been defined.



While the CMYK specifications shown on this page provide a consistent starting point, always work closely with print vendors to ensure proper reproduction.

### ZWIFT ORANGE

PMS 165C  
C:0 M:68 Y:98 K:0  
R:242 G:103 B:34  
HEX: FC6719

### ZWIFT BLUE

PMS 312C  
C:88 M:0 Y:25 K:0  
R:0 G:178 B:204  
HEX: 01B2CC

### ZWIFT GREEN

PMS 7479C  
C:66 M:0 Y:73 K:0  
R:64 G:190 B:89  
HEX: 40BE59

### ZWIFT PINK

PMS 807C  
C:3 M:95 Y:0 K:0  
R:229 G:41 B:145  
HEX: E52991

## COLOR

**COLOR  
PALETTE****Tertiary Colors**

Tertiary colors are to be used when it is not possible or appropriate to use primary brand colors.

Wherever possible, Zwift branding should use maximum contrast and therefore black and white are preferred.

Light and Dark Gray are provided as backgrounds when the use of black or white are not sufficient.



Remember to follow the logomark color guidelines outlined in the *Logo, Icon, and Wordmark* section.

These palettes are for Zwift Brand applications and may not be suitable for expanded UI & UX applications.

**BLACK**

PMS Black 6C  
C:50 M:50 Y:50 K:100  
R:0 G:0 B:0  
HEX: 000000

**WHITE**

Paper White (No Tint)  
C:0 M:0 Y:0 K:0  
R:255 G:255 B:255  
HEX: FFFFFFFF

**DARK GRAY**

PMS Cool Gray 11C  
C:0 M:0 Y:0 K:85  
R:75 G:75 B:75  
HEX: 4B4B4B

**LIGHT GRAY**

PMS Cool Gray 4C  
C:0 M:0 Y:0 K:25  
R:192 G:192 B:192  
HEX: BCBCBC



**QUESTIONS?  
WE'RE HERE FOR YOU!  
#ask-brand**