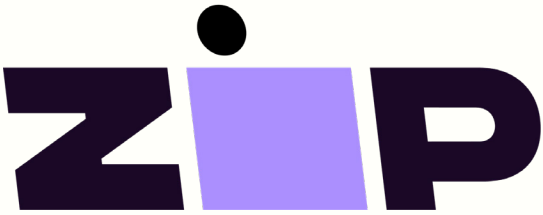


PARTNER ASSET KIT



BLACK
FRIDAY

CYBER
MONDAY

Creative.

Our flip board lockup sits on a key visual filtered with Zip brand duotones.

Black Friday is primarily green, while Cyber Monday is predominantly purple.

There is one lockup for each campaign. Both are anchored by our tagline ‘Zip it don’t miss it’, creating a sense of urgency and reliability.

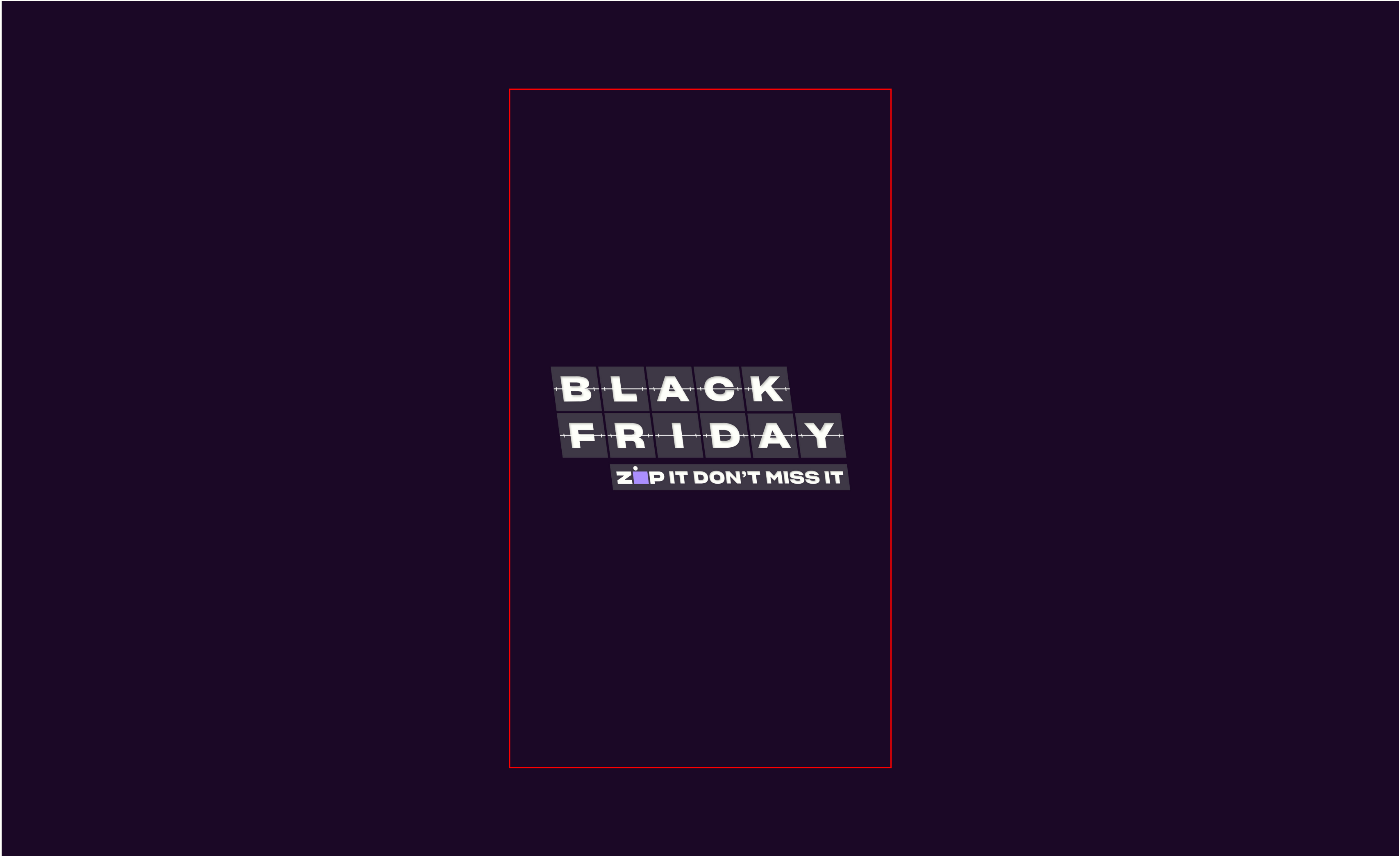


LOCKUP

Black Friday.

This is how the logo has been provided to you.

Simply move the asset to position the **'Black Friday'** lockup in your preferred placement.



BLACK FRIDAY LOCKUP

LOCKUP

Cyber Monday.

This is how the logo has been provided to you.

Simply move the asset to position the ‘Cyber Monday’ lockup in your preferred placement.



CYBER MONDAY LOCKUP

OFFERS

Stickers.

We have provided you with our signature sticker in two colours and two sizes to be able to highlight details of your offer.

Use the small sticker for short offers and the large sticker for offers that break over two lines.

The font to use for your main offer is **Work Sans Extra Bold**.

Copy colour for offers placed in the purple sticker should only be **Control**.

Copy colour for offers placed in the green sticker should only be **Confidence**.

See next page for colour names and values.

GET \$10 OFF

GET \$10 OFF

**PURCHASE TODAY
FOR \$10 OFF**

**PURCHASE TODAY
FOR \$10 OFF**

COLOURS

Campaign.

Our brand campaign has four hero colours: **Fearlessness**, **Control**, **Confidence**, **Electric Green**.

The visual language for Black Friday is based on a duotone treatment of Electric Green (primary) and Fearlessness (secondary).

The visual language for Cyber Monday is based on a duotone treatment of Confidence

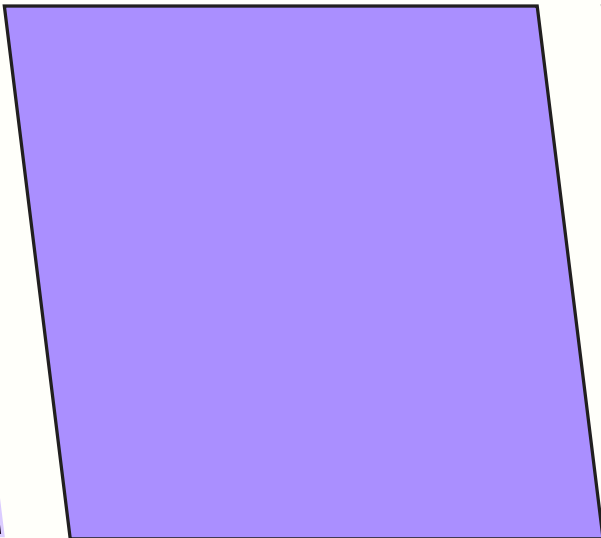
(primary) and Fearlessness (secondary).

For consistency, please use the assets provided rather than creating your own.



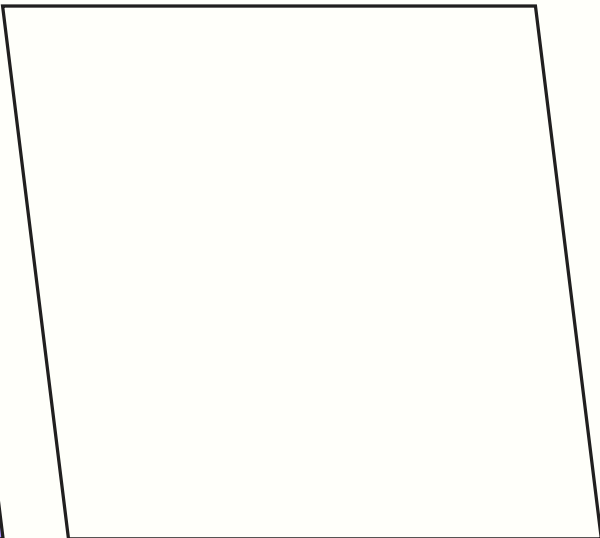
Confidence

#1A0826
R 26 G 8 B 38



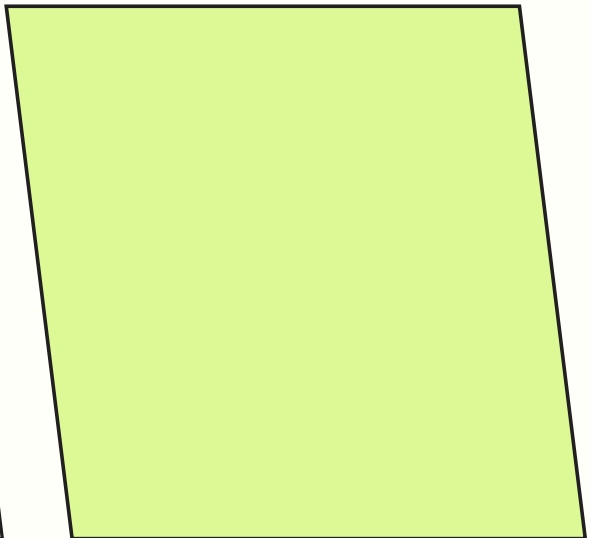
Fearlessness

#AA8FFF
R 170 G 143 B 255



Control

#FFFFFFA
R 255 G 255 B 250



Electric Green

#DCF995
R 220 G 249 B 129

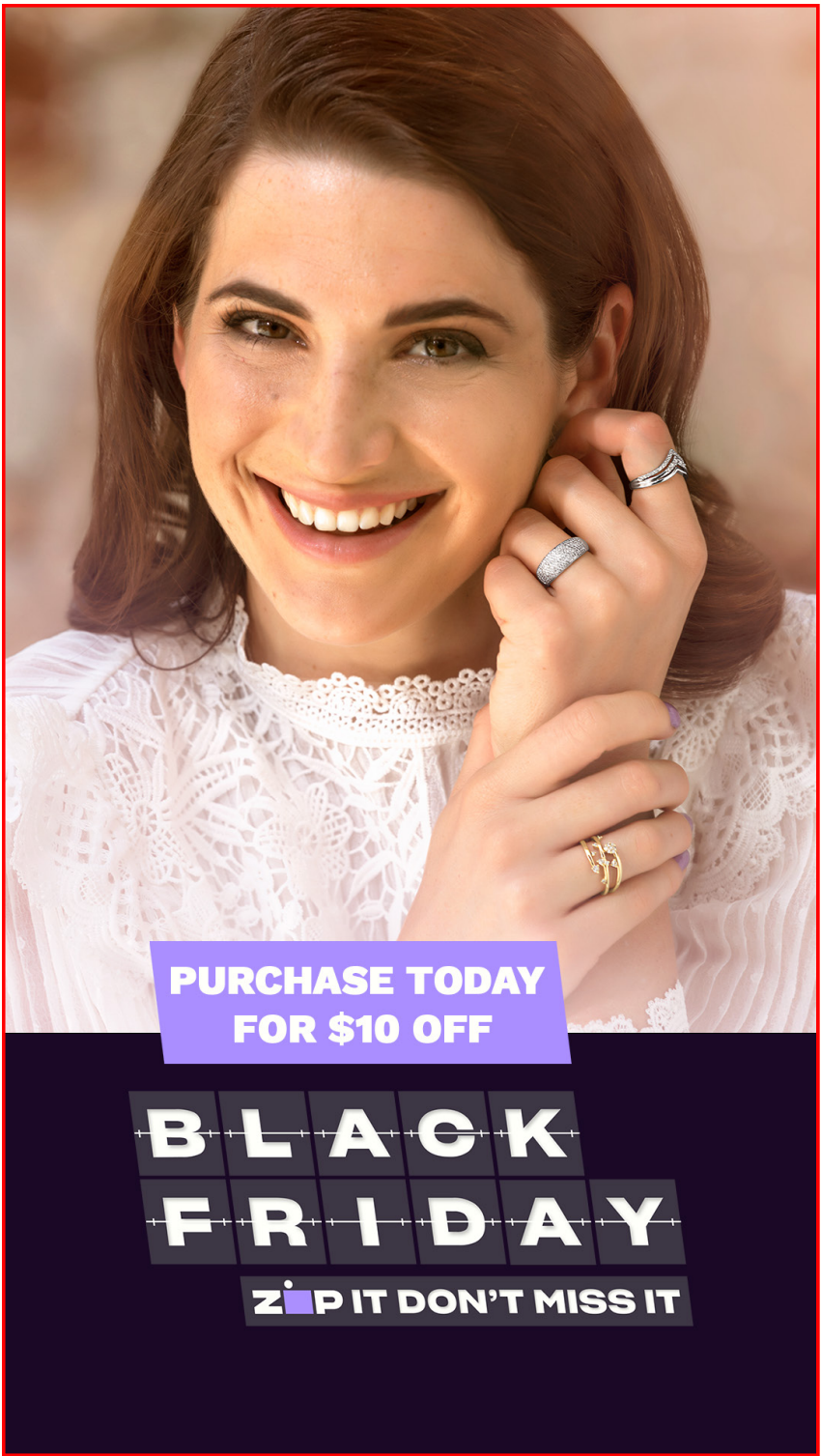
IMAGE BASED ASSETS

Black Friday.

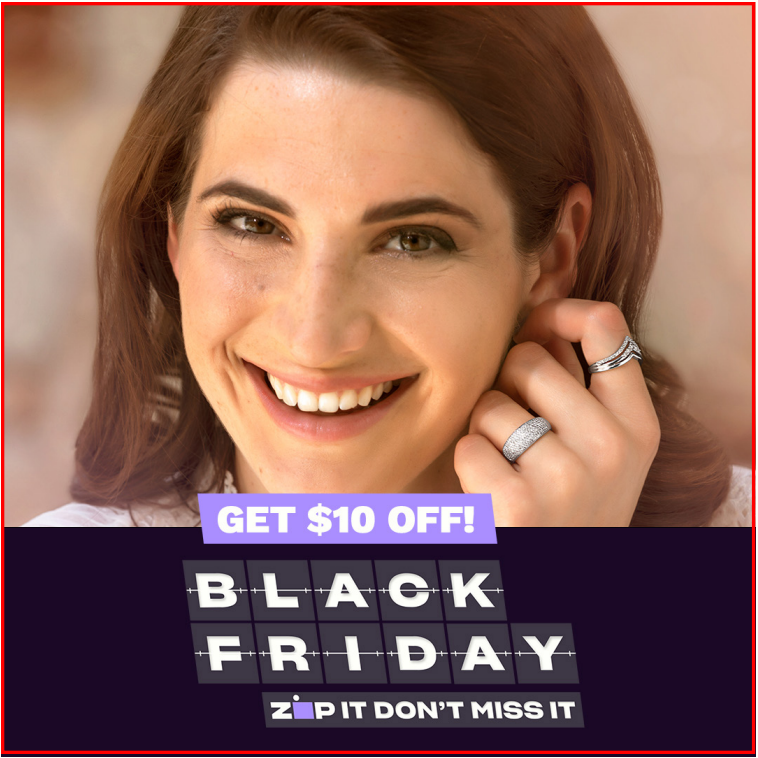
We've included an image based social post and story example for Black Friday.

This is the hero campaign creative. Use it with your images to promote the offer.

The assets can be personalised in Photoshop with your offer details and own imagery.



INSTAGRAM STORY



INSTAGRAM POST

IMAGE BASED ASSETS

Cyber Monday.

We've included an image based social post and story example for Cyber Monday.

This is the hero campaign creative. Use it with your images to promote the offer.

The assets can be personalised in Photoshop with your offer details and own imagery.



INSTAGRAM STORY



INSTAGRAM POST

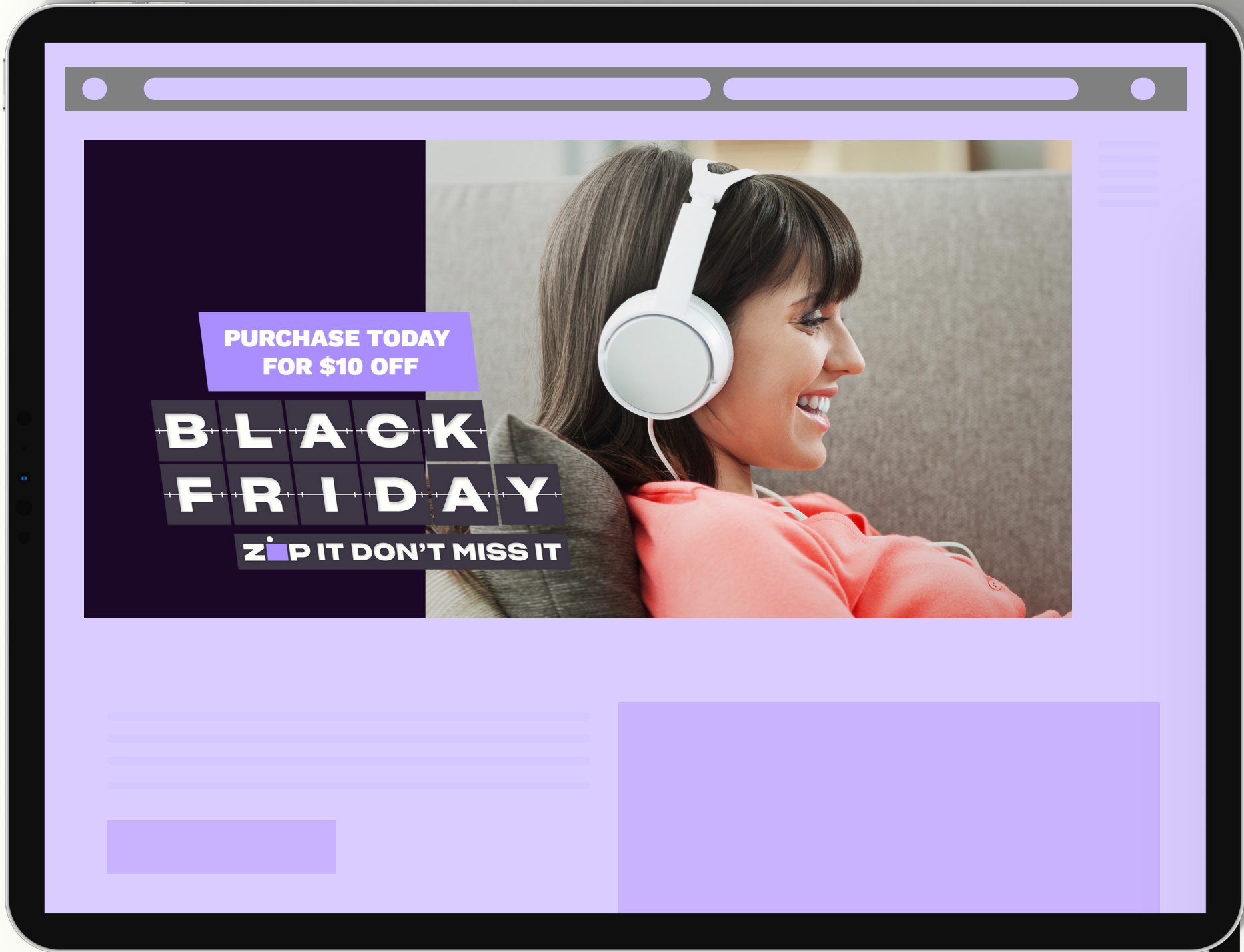
BANNERS

Black Friday.

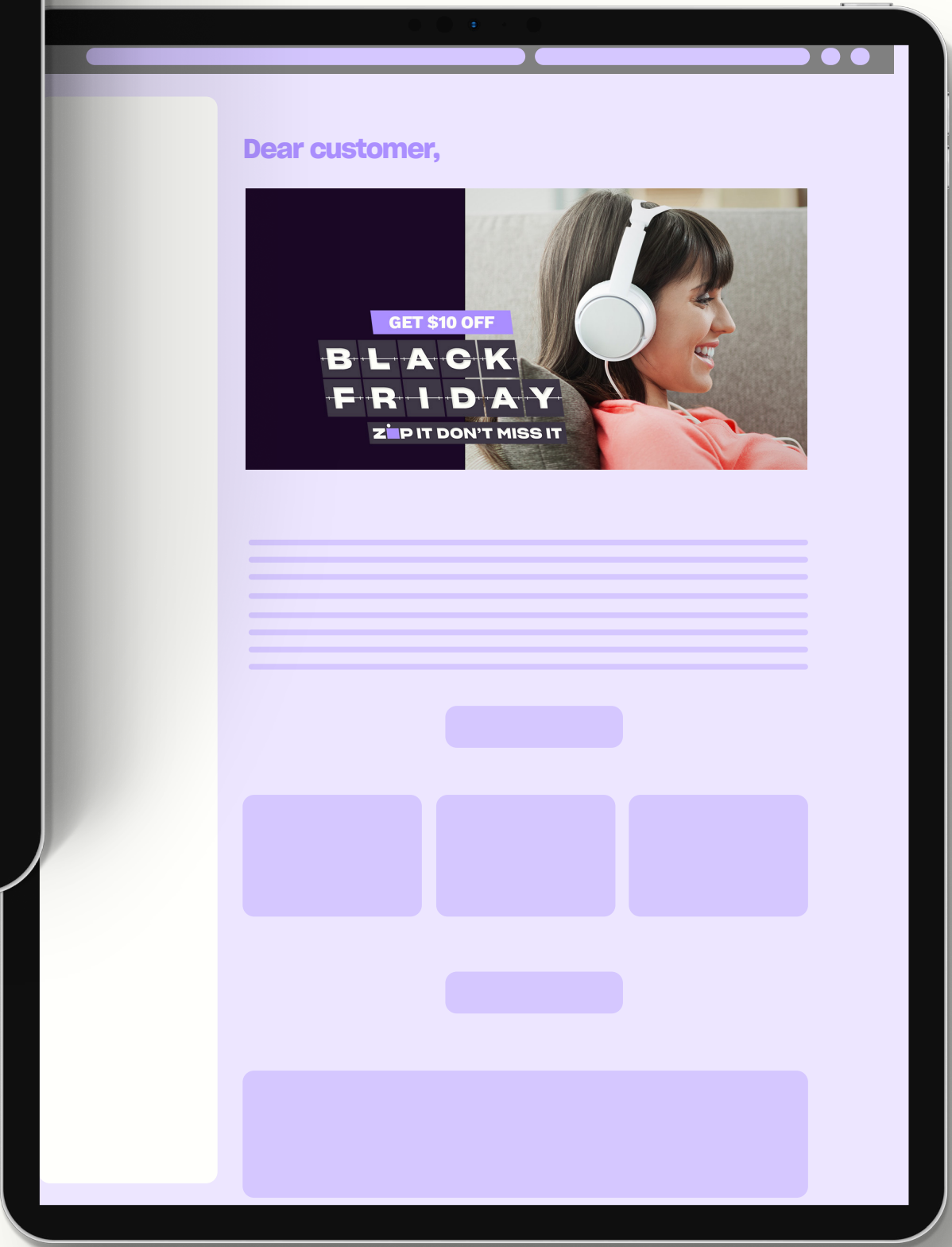
Here’s an example of the image based eDM tile and website header banner.

This hero campaign creative is ideal for promoting your offer with images.

The banners can be customised with your offer details and own imagery.



WEBSITE BANNERS



EMAIL BANNERS

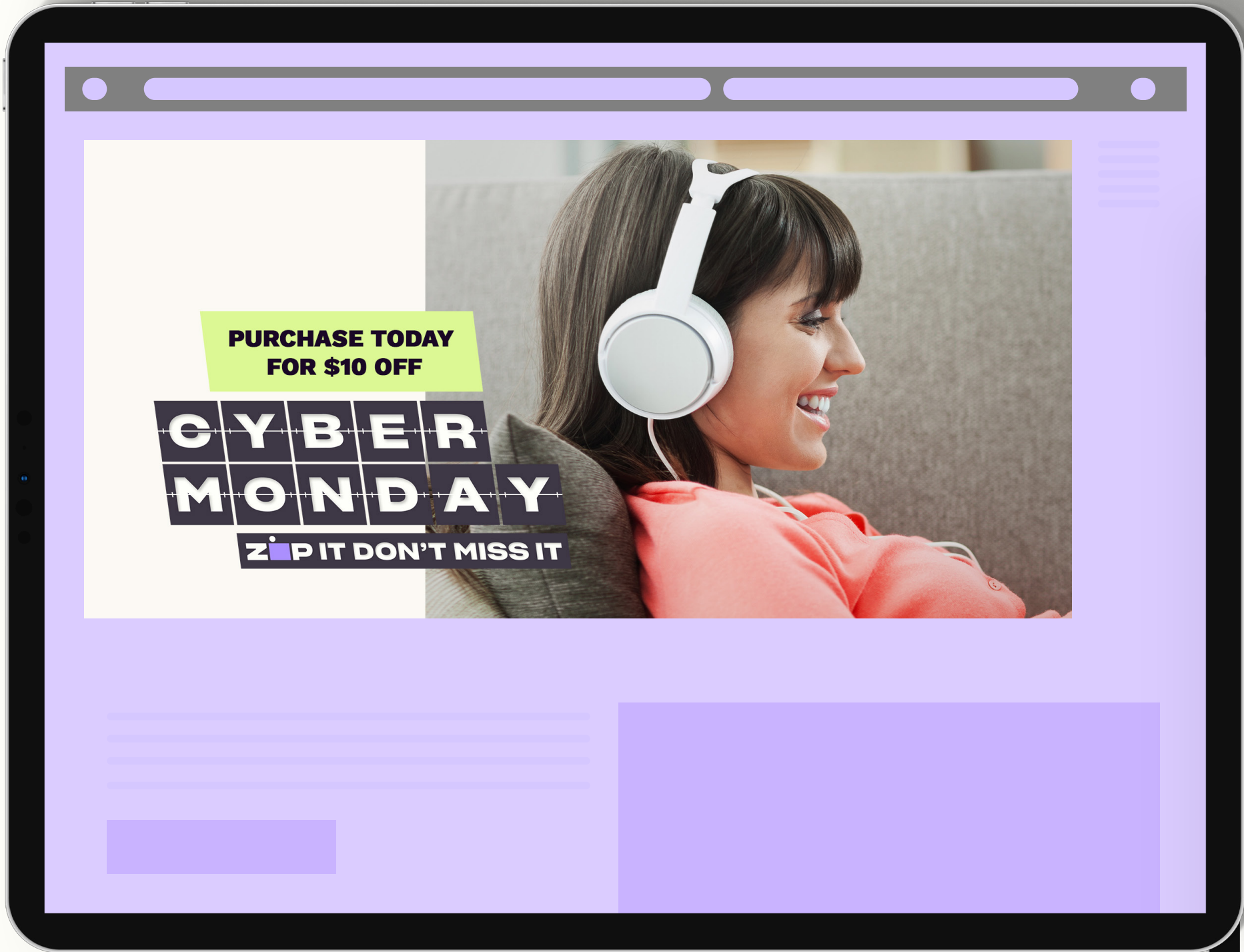
BANNERS

Cyber Monday.

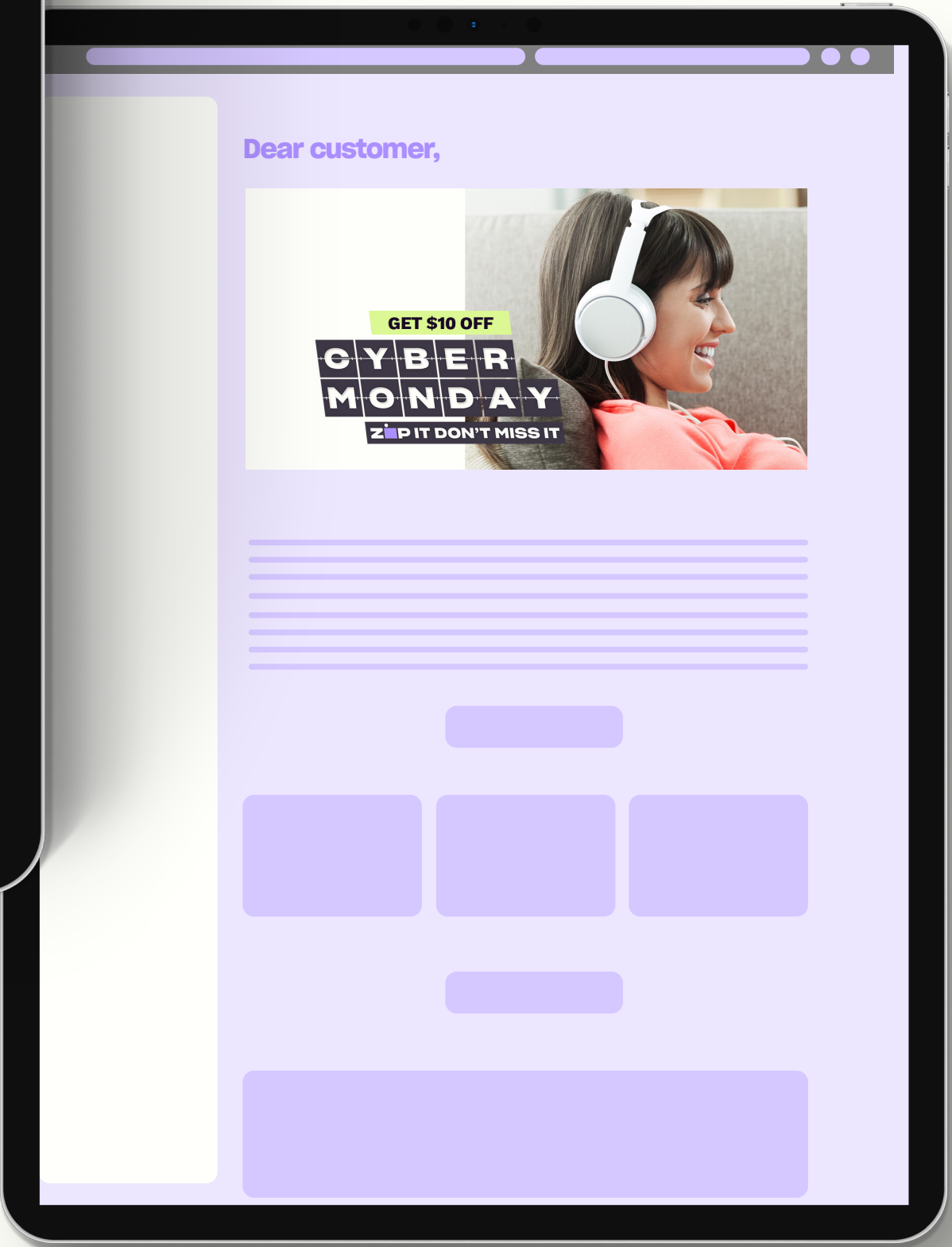
Here’s an example of the image based eDM tile and website header banner.

This hero campaign creative is ideal for promoting your offer with images.

The banners can be customised with your offer details and own imagery.



WEBSITE BANNERS



EMAIL BANNERS

APPROVALS

Sharing is caring.

You should have everything you need in this document to make your Black Friday and Cyber Monday offer a success.

All campaign assets generated by your team must be shared with the Zip studio for approval.

Please direct all questions and approvals to your **Partner Success Manager**, or hello@partners.zip.co

[Download Assets Here](#)

THANK YOU

**BLACK
FRIDAY**

ZIP

**CYBER
MONDAY**

