



ZipSit™

ZipSit Brand Guidelines

Understanding and Managing Our Identity
Version 2.1 | July 2017



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At ZipSit, our reputation and brand are extremely important to us. We want our customers to have a safe and enjoyable experience when using ZipSit, and we need to ensure that we protect our reputation and brand accordingly.

We created the ZipSit Brand Guidelines to provide our employees, licensees, customers, developers and other parties wishing to use the ZipSit brand elements clear standards and guidelines for communicating about our company and its products. Our goal is consistent representation of our brand identity no matter where in the world we reach or what media we use to communicate. Let's work together to uphold these standards, and keep the ZipSit brand strong.

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ZipSit: The Brand

"Your brand is what people say about you when
you're not in the room"

- Jeff Bezos, Amazon founder

Who We Are

A brand isn't a logo. Or our business cards. It's not words on a page or images on a screen. It's not a billboard or an event booth. It's all these things, but really, so much more. Most important, a brand is about people. When you interact with someone, they won't always remember the particulars of your conversation. But you can be sure they'll remember how you made them FEEL. That's a brand.

We are all about simplifying lives.

At ZipSit, we're on a mission to ensure that the sitting process is made easier for both families and sitters.

We're doing just that by constantly innovating our mobile app to improve the global sitting industry for the better, so we can change the way families and sitters find, connect, schedule and transact with each other – all for free.

What makes us unique?

- We are the only providers of a free, mobile-on-demand babysitting app
- We are inspired to make families and sitters lives easier
- We do not accept the status quo
- We are inherently fanatical problem solvers
- We push boundaries
- We want to empower women through entrepreneurship
- We embrace challenges
- We are led by individuals that embrace change
- We aren't just looking to solve today's problems, but those of tomorrow as well



Audiences

By focusing on our audience when we communicate, we ensure that our message is relevant and customer-focused. By honing our capabilities we create solutions that span our customers' and partners' needs and let these become what we are known to deliver.

As mobile application (on-demand) services have become mainstream for everything from transportation to food delivery, our target audience has become quite broad and is continuing to grow. Our initial growth was fostered by an enthusiastic group of "early adopters" who quickly grasped the ZipSit concept. That core audience consisted, and does, comprise middle-to-upper class families and high school and college age sitters.

Families

As the market for online and mobile sitting services has grown past the early-adopter stage, additional audiences are beginning to understand how ZipSit can make their lives easier. These audiences include:

- Married and single mothers living in populated areas
- Married and single fathers living in populated areas

Sitters

Our sitter demographic are heavy users of mobile technologies to make their lives easier, this audience will be more aggressive in taking advantage of the extensive features ZipSit offers.

- Junior high school students who does a lot of neighborhood sitting
- High School students who currently sit for families, or are looking to sit for new families
- College students who currently sit for families, or are looking to sit for new families
- Middle or advanced-aged people who love kids and are interested in sitting opportunities



Brand Promise

A compelling, authentic statement that describes what customers can expect from every single encounter, uniquely differentiated from competitors.

Core Brand Promise (for all audiences)

ZipSit's mobile app enables families to easily find, connect, manage and transact with sitters for free – giving them peace of mind that their children are in good hands, while making their lives easier.

With ZipSit...

- Families can find quality, trusted sitters in their neighborhood
- Families can easily send a sit request to all, or specific sitters they are connected to
- Families can enjoy their time away from their children knowing they are in good hands, but still feel connected with live sit updates (texts, videos, pictures, etc.)
- Families can now share the responsibility of scheduling and managing the sitting process
- Families will never have to deal with uncomfortable financial discussions or transactions with sitters again
- Families will never have to stop at an ATM to get cash to pay their sitters, nor will they have to round up payments, or worry about tipping
- Sitters can work when they want, accepting or rejecting sits when they are presented with requests
- Sitters can easily, and quickly grow their pool of families they sit for
- Sitters can now manage their entire sitting business from their mobile phone, without having to deal with lots of texts or phone calls



Brand Attributes

An organizations brand influences all its communications, designs, discussions, and plans. ZipSit branding should feel authentic, caring, trusting, and innovative. Our brand attributes describe how we want our customers to perceive our company.

Authentic

We're always authentic – never fake, compromised, or overstated. We focus on what sitting is all about--people. We celebrate parents feeling secure leaving their children with trusted sitters. We also celebrate young women caring for children, building a business, and learning responsibility. Our product delivers what we promise.

How to be authentic:

- Write conversationally
- Be friendly, not phony
- Use words that everyone understands
- Use humor - appropriately

Trusting

ZipSit is all about Trust. Families and sitters expect our app to be top-rate, well crafted, free, and most importantly, easy to make trusted connections. Every aspect of our offering is built around trust – from identity checks to extensive security measures built into the app to protect personal information.

How to be trusting:

- Use positive language vs. negative
- Be honest
- Be clear and concise
- Limit the use of metaphorical advertising

Caring

We're caring, not cold. We welcome all families and sitters, and exclude no one – we welcome everyone to download and use our app. We care about local communities and are compassionate toward people in them. We are helpful and fully engaged, we work hard at never letting people down.

How to be caring:

- Write with empathy
- Know what you're talking about
- Offer tips or suggestions about how to use the app
- Avoid lots of uppercase letters and exclamation points

Innovative

We're forward thinking and inventive to make parents and sitters lives better by improving their sitting experience.

How to be innovative:

- Be clear in explaining how ZipSit works
- Share ideas/experiences about uses and possibilities
- Show lots of enthusiasm
- Show families and sitters using app



Brand Personality

Our brand personality defines our voice and image. The brand is described in human terms because the personality needs to resonate with the people delivering the brand, as well as those experiencing it.

We understand how our customers feel.

The ZipSit brand is:

- Trusted
- Warm
- Knowledgeable
- Friendly
- Approachable
- Innovative
- Cool
- Stylish
- Professional
- Positive
- Enthusiastic
- Adaptable
- Understanding



ZipSit: The Messaging

"Don't be scared about being great, be scared about being good. "

- Peter Helms, ZipSit co-founder

Introduction

Messaging is an important component of brand identity. Everything we say says something about who we are.

How we speak is just as important as what we say. When writing or speaking on behalf of ZipSit, consider our brand attributes: Authentic, Caring, Trusting, Innovative.

Welcome to ZipSit

We're the surprise and delight to both families and sitters just around the corner. The smile and enjoyment that comes when people discover a simpler way. The aha moment that happens on the cusp of what is now possible, and you say to yourself "why hasn't this been done already?"

We reimagine empty spaces and transform them into opportunities for everyone. We fill the gap between websites and agency services with new technology, new experiences, and new businesses.

We focus on trust and care to create a better life for families, sitters and children.

It's better for the growing number of busy families who appreciate the ease and efficiency of scheduling a sitter and leaving their children with someone they trust. It's better for sitters who benefit from autonomy, flexibility and more business. It's better for employees who can proudly say they're changing the sitting industry for the better.



Spelling

When written, ZipSit is a single word with an uppercase Z and S. It is always written as ZipSit, never as Zipsit or Zip Sit.

ZipSit

Correct

~~Zipsit~~

Incorrect

~~Zip Sit~~

Incorrect



Tone & Voice

When writing for ZipSit, above all else, you should think and talk like a human. That means avoiding technical jargon, being conversational, and injecting a little fun and humor when appropriate. We are knowledgeable, but never condescending, and we always strive to help or inform the reader.

Communicating the ZipSit Brand

A strong brand is a clear, direct and consistent expression of a company's unique positioning and personality. And the written word is an integral component of that expression. The words we use when we communicate to our many audiences — families, sitters, partners, investors, influencers, employees and prospects — can directly and indirectly affect how they view and interact with us.

As communicators for ZipSit, our goal is to convey the distinctive ZipSit brand and our personality through all our marketing communications and programs. How you say something is just as important as what you say. Brand equals reputation. By communicating our messages clearly and in a consistent tone and voice, we help enhance the ZipSit brand and the company's value in both the marketplace and in the community.

The tone and voice of ZipSit is a combination of what we say and how we say it. The tone and voice is the personality of ZipSit. It is a combination and a balance between the four core brand attributes: authentic, caring, trusting and innovative. These attributes work together to assist in accurately aligning the voice and tone to the communication vehicles.

The emphasis of the various brand attributes will vary depending on the type of communication vehicle. For example, when writing a blog post to mothers, we should emphasize the caring and trusted attributes. A Brand Ambassador program for sitters, on the other hand, would exhibit the Innovative and Authentic voice attributes.



Tone & Voice

Voice Mapping

As you've seen, we already have a distinctive set of personality traits. But given we can dial up and down certain traits in specific situations, it's essential that our tone (how we express our personality) remains consistent.

Our VoiceMap allows us to define what we sound like - and more importantly what we DON'T sound like.

Defining our Tone:

Volume	Whispered	Softly Spoken	Conversational	Loud	In Your Face
Energy	Chilled	Relaxed & Easy Going	Switched-On	Effervescent	Mainc
Sociability	1 on 1	Inclusive Club	Colleague & Friends	Community	Universal
Attitude	Safe	Conventional	Politely Opinionated	Provocative	Polarizing

Tone & Voice

Volume

Softly Spoken: ZipSit's voice volume falls in the quieter side at the "softly spoken" realm. This means it's a nice balance of a soft and gentle tone. Because our overall brand personality combines authenticity, caring, trusting and innovative traits, it makes sense to speak at a balanced and moderated volume.

Energy

Relaxed and Easy Going: In keeping with our brand attributes of being authentic, caring and trusting, the energy behind the writing style should be relaxed and easy going. This means avoiding an overly professional, formal or stuffy style, and sentence structure should flow clearly and easily.

Sociability

Colleagues & Friends: Because our voice speaks both to families as well as sitters, our sociability falls in the center. Our services aren't for everyone, and our parents and sitters are a select group of individuals. As such, we aren't speaking to the whole community at large, however, the tone and language should avoid conveying a sense of exclusivity. We want to remain as open and engaging as one would to colleagues and friends.

Attitude

Safe: Our attitude and energy is relaxed and easy going, which gets at the key attribute of safe. We're friendly, open and conversational, and our attitude matches that, making sure we are never outside of families and sitters comfort zones.



Sample Copy

When writing for ZipSit, above all else, you should think and talk like a human. That means avoiding technical jargon, being conversational, and injecting a little humor when appropriate. We are knowledgeable, but never condescending, and we always strive to help or inform the reader.

Simplify Sitting. Simplify Your Life.

A new way to find, connect, schedule and transact with sitters – all for free.

ZipSit was born from the traditional inefficiencies parents face trying to find, communicate, schedule, and pay sitters. Tired of constantly struggling with the sitting process, ZipSit decided to do something about it. ZipSit was created over two years ago, with the mission of simplifying parents and sitters lives by providing an efficient means for managing all aspects of the sitting process.

Parents were looking for a quick and reliable way to book trusted sitters. Sitters were looking for an easy way to manage their communication with families from their smartphones. ZipSit created and launched its app in 2016 and have been making parents and sitters happy ever since.



Tagline

Our brand tagline is wonderfully simple in communicating the values and traits of ZipSit. It's clear, inviting, and lacking pretense.

Sitting Simplified

When used with careful consideration, **Sitting Simplified** has power in itself to tell the story of our brand experience.



ZipSit: The Logo

"Most big ideas are born from simplicity."

- Josh Benveniste, ZipSit co-founder

Corporate Logo

The ZipSit Logo must include all elements including the wordmark of “ZipSit” as well as the ZipSit Circle Avatar. We use this valued corporate asset to identify our company to the world, and as such it is protected by law. Consistent application of the ZipSit Logo reinforces brand recognition and trust.

For these reasons we always display the logo as specified in this document, without modification.

Primary Logo Orientation (linear)

The ZipSit logo combines three elements: the ZipSit avatar, the wordmark, and the trademark. These elements should never be changed. Position, alignment, color, and the spatial and proportional relationships of the ZipSit logo elements are predetermined and should not be altered.



Stacked Orientation

The stacked orientation of our logo is to be used when the main logo does not fit comfortably in the allotted space or cannot be clearly represented—like in vertical applications.



ZipSit: The Logo

Backgrounds & Colors

Variations of the ZipSit logo can be used based on background color or printing requirement. However, when the logo is placed on white / light colored background, it must always be used in the primary format.

When the avatar is used on one of the background colors in our palette, substitute the portion of the avatar with that color with white.



Avatar/ Product Icon

The ZipSit avatar can be used as a stand alone logo. It's frequently used in digital environments such as the main icon on your smartphone. It is to be used alone sparingly to strengthen brand recognition or for decoration.



Logo Use

In the interest of protecting the integrity of the ZipSit brand, we have created basic logo guidelines in regards to the safe area, combining logos, and minimum size.

Use discretion when scaling the logo, and err on the side of more white space and breathing room.



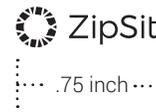
SAFE AREA

In order for our logo to retain its visual impact, please maintain a clear area, void of all imagery and graphics, around the logo. This area is defined by the height of the "Z" within our logo.



COMBINING LOGOS

When our logo is used in conjunction with other logos, there should be at least enough space between them to allow for the width of the Avatar in the Zipsit logo.



MINIMUM SIZE

To ensure legibility, clarity, and brand consistency, the width of the main logo should never be reduced to less than 1 inch when in full color, or .75 inch when in one color.

Logo Misuse

In order to maintain a strong, consistent, and successful brand, we ask that our logo be kept in the original state in which it was designed. Please do not add to or change anything about the logo. These usage guidelines apply to all versions of the logo.



Add shadows, strokes or other effects



Rotate, make vertical or flip



Alter proportions or text in any way



Place any other elements in the designated clear space



Change any color



Delete any portion of it



Change aspect ratio, stretch or squeeze



Make an outline



Place it on patterned or textured backgrounds

ZipSit: Visual System

"Vision is the fuel that powers success."

- Steve Harrison, co-founder

Brand Colors

Our corporate colors help convey our brand personality, which is friendly, and approachable. Consistent use of these colors is vital to our corporate identity. Our blue is used as the main highlight color in most cases, especially for calls-to-action, important text or website buttons.

Grays may also be used to compliment our primary colors.

			
ZIPSIT BLUE PMS: 660 C CMYK: 76, 48, 0, 0 RGB: 68, 123, 191 Web: #447bbf	ZIPSIT CORAL PMS: 486 C CMYK: 2, 52, 48, 0 RGB: 241, 145, 123 Web: #f1917b	ZIPSIT MINT PMS: 7465 C CMYK: 68, 0, 41, 0 RGB: 56, 190, 172 Web: #38beac	ZIPSIT SUNSHINE PMS: 134 C CMYK: 1, 17, 67, 0 RGB: 255, 210, 109 Web: #ffd26d

Typography

Typography is another key element of ZipSit's brand communications in print, web, mobile and video environments. As with graphical elements, our typography reflects the fun and approachable personality of the ZipSit brand.

San Francisco should be used for all display purposes.

This typeface is to be used when producing communications materials in any media.

When San Francisco can't be used, such as on websites, etc. our secondary font is Lato, which can be downloaded online for free at [Google.com/fonts](https://www.google.com/fonts).

San Francisco

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_+

A a

San Francisco Weights

Aa Aa Aa Aa Aa Aa Aa Aa Aa
Ultralight Thin Light Regular Medium Semibold Bold Heavy Black

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_+

A a

Lato Weights

Aa Aa Aa Aa Aa Aa Aa Aa Aa
Hairline Thin Light Regular Medium Semibold Bold Heavy Black

Iconography

Some of our visual language is communicated through vector line drawings. The most common illustrations represent various things such as mobile phones, sitting management, connections, etc. These are typically represented in single-color.



Photography

The pictures we use are expressive, show real emotions and are cropped for maximum effect. When possible, we use images that are real, engaging, and display positive emotions of the children, sitters and families portrayed.

We like photos with bright colors, contrast, depth, and dynamic composition. Photos should be high resolution (at least 1000 pixels wide) and blurry, grainy or out of focus photos should not be used even if the content is good.

Variety is important to us. When using multiple photos, make sure that they represent the breadth of the families, sitters and children our app serves, demonstrating our geographical, generational, and social diversity. We want everyone to be equally represented through our imagery.

Use Images That:

- | | | |
|-------------------------------------|--|-------------------------------|
| Show happy smiling faces | Show sitters interacting with children | Capture empowerment |
| Show people engaged with each other | Show parents and children | Challenge stereotypes |
| Reveal personality and character | Show happy children | Are high quality and colorful |

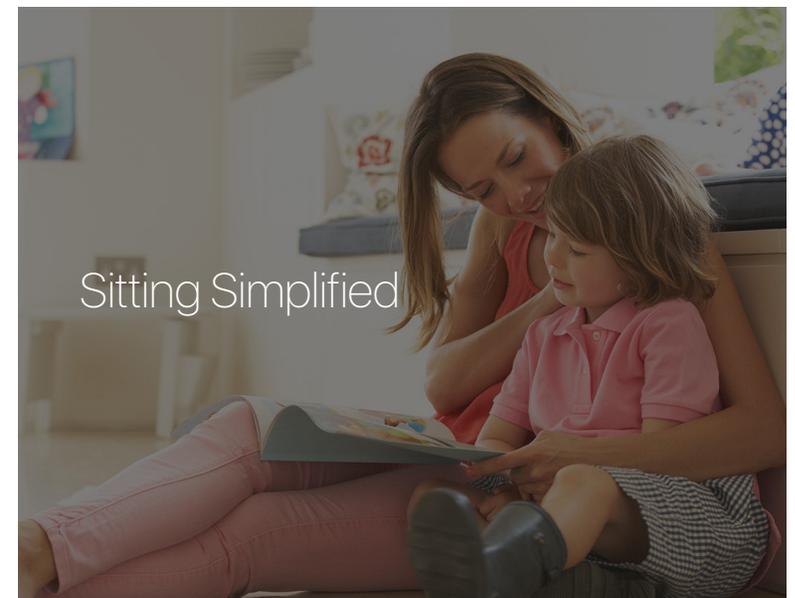
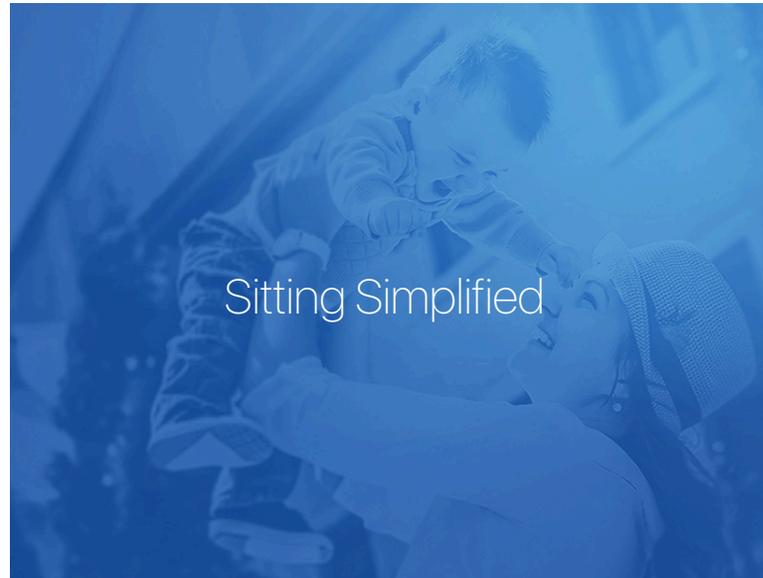


Don't Use Images That:

- | | |
|--|---------------------------------------|
| Portray people unhappy or uncomfortable | Are poor resolution or quality |
| Cut out essential content | Are dull and uninspiring |
| Portray people as untrustworthy or dangerous | Are not relevant to our core business |

Featured Image Style

The style for featured, hero images should be overlaid with a semi-transparent black, or proprietary blue color treatment so that type can be overlaid on it. Images should be relaxed in style and look as if they are capturing a moment in time. When applicable, images should be cropped so that they capture the action or emotion of the moment.



Contact ZipSit

Whenever you use the ZipSit name or brand elements on materials, keep in mind that they need to be reviewed by ZipSit.

Please feel free to contact us with questions about our brand or information provided in this guide.

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