



# BRAND IDENTITY



**ZOOT.**

# WHO ARE WE?

---

**We are a fashion brand which tells a true story.  
That it is not all about clothes.**

We like to listen to our inner child and not to take ourselves too seriously. Do things differently. Look for new perspectives and hidden meanings. Play with impossible. Turn things around. Surprise. Challenge the status quo with humour.

Just like all jaspers do.



# HOW DO WE TALK?

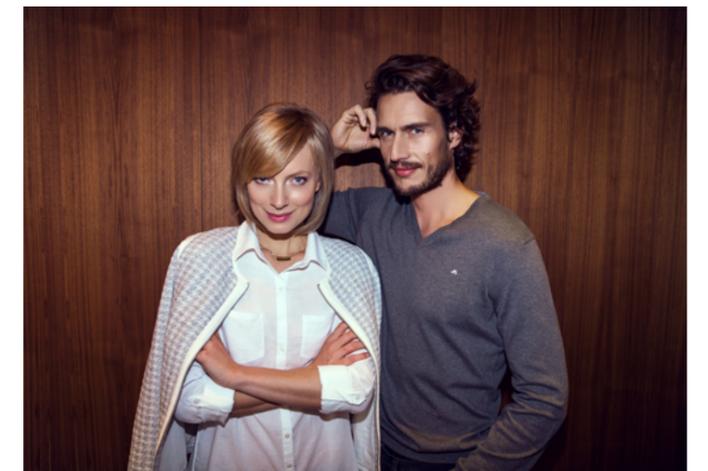
---

**We say wow. Talk like humans. With a friendly respect and added value. And if you say something that is not supposed to be said... ups. You did it again.**

We like smart jokes and word games. No bullshit policy applied. We speak up our mind and use irony and sarcasm, however we are never judgemental or arrogant. Witty is our weapon as there is always something behind our saying.

We talk life and humanity. We don't talk politics, religion and clichés. And we never ever lie.

CZ/SK Vykáme. Vždycky.



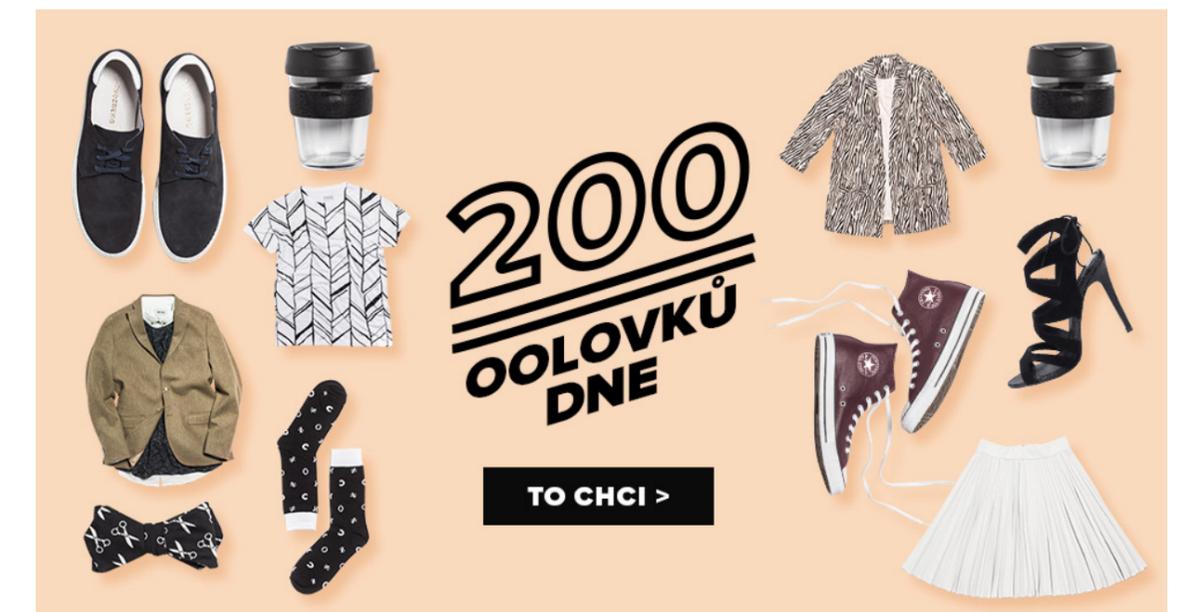
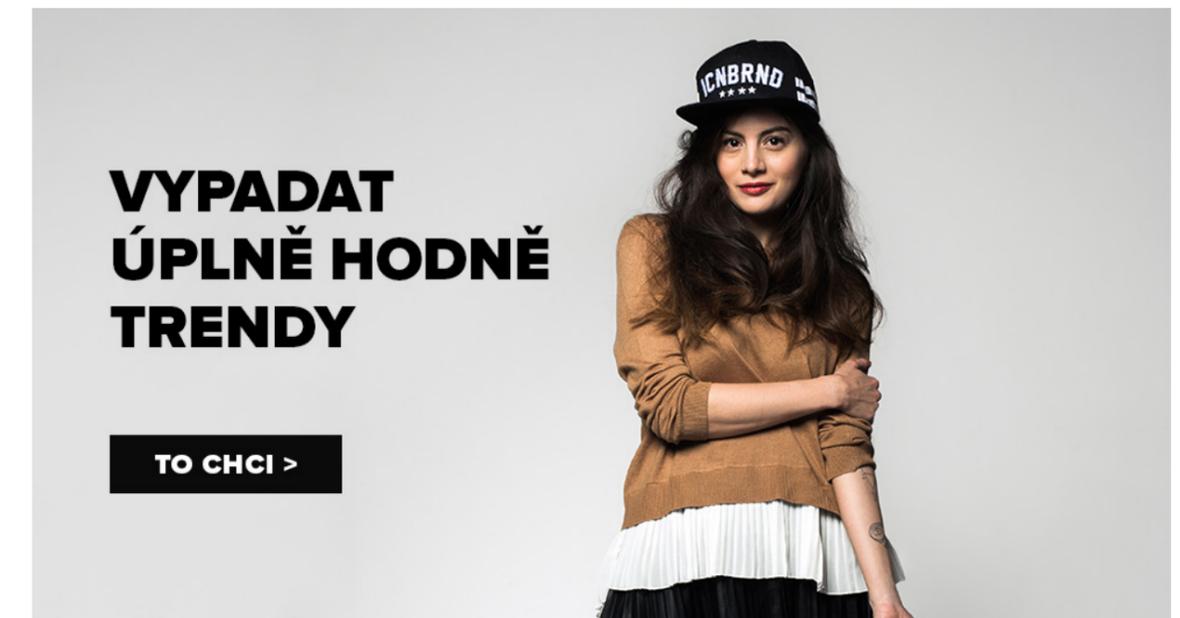
# WHAT DO WE LIKE TO LOOK LIKE?

---

**Bold typography with a clear message. Our own imaginery. Clean layouts with memorable style.**

ZOOT is not afraid to say it's opinion and we like to be bold about it. We are a fashion brand, but we like for our visuals to be not only fashion, but also lively. If it can be fun, then we are definitely up for it.

Not generic, not image stock.



# LOGOTYPE



**Here is our logo.** Download it at: [bit.ly/zoot\\_logo](https://bit.ly/zoot_logo)

We like it to have a nice space around the logo to let it breathe, so please, do not force it into the corner.

We prefer it black on white than other way around.

The space:



Preferable:

**ZOOT.**

Possible:



# LOGOTYPE



---

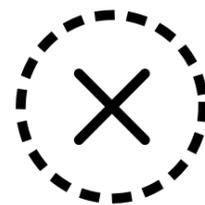
## How our logo likes to appear on various imaginery.

Advertising, accompanying other messages:

The visual representing ZOOT (i.e. about the company slide):



# LOGOTYPE



These are the ways our logo does not like to be treated.

Being cramped  
close to the edges.



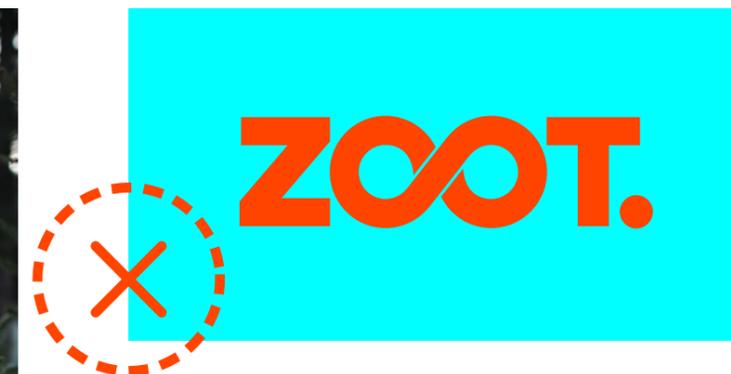
Floating around  
randomly:



Being too big and  
distorted:



Weird color schemes, color  
mixes:



# FONT

---

We use Proxima Nova. It can be Regular, **Bold** or **Black**.

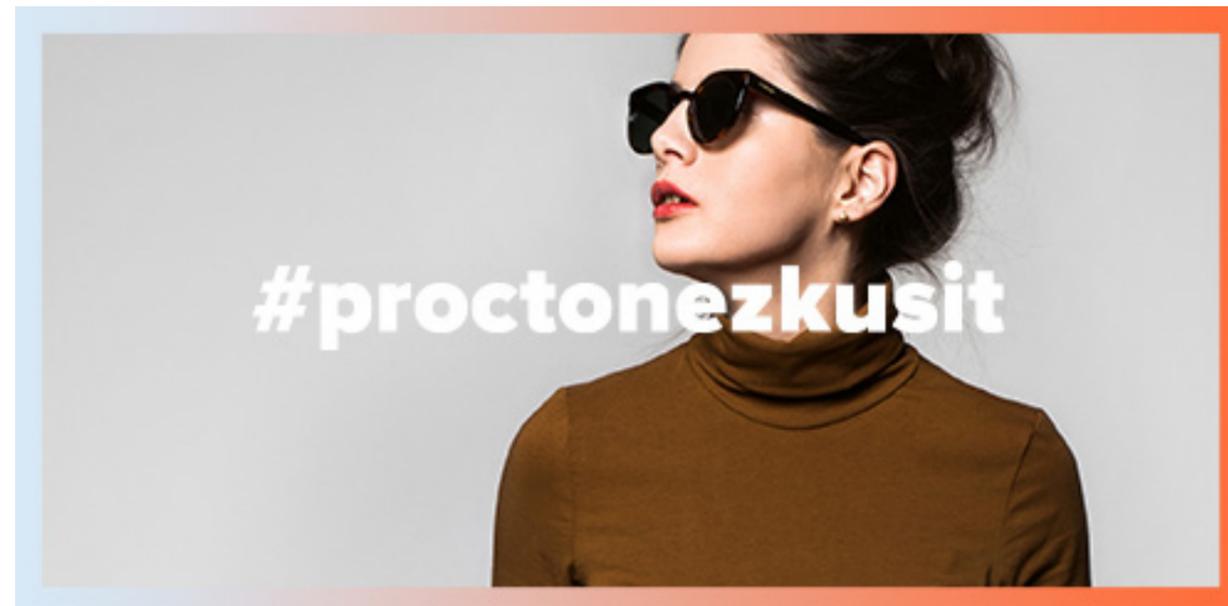
## **BLACK IS FOR CLAIMS AND OUTSTANDING MESSAGES**

**Bold is for still important, but a bit longer messages that take up a sentence or couple to say.**

Regular is when you already stated your main message, explained it a bit and now you would really like to talk about something in some length, you know. Like write a body of the newsletter where there is that great story how you enjoyed your day wearing a brand new outfit you bought on ZOOT.

Download it at: [bit.ly/zoot\\_font](https://bit.ly/zoot_font)

# FONT USAGE



ZOOT.

**MÓDU  
NAKUPUJI  
ON-OFFLINE.**

**VYBÍREJTE ONLINE**  
z více než 300 značek.

**ZKOUŠEJTE OFFLINE**  
ve Výdejnách radosti po celé ČR.

**PLAŤTE AŽ PO VYZKOUŠENÍ**  
jen to, co vám je.

[WWW.ZOOT.CZ](http://WWW.ZOOT.CZ)



**ZOOTÍ  
TÝDEN**

Každý den 1 kolekce  
**S 15% SLEVOU.**

[DNEŠNÍ MENU >](#)

# THE BUTTON

At some point, we like for people to click on buttons.

And for this purpose it is nice to keep those button pretty much consistent. So, we nicknamed it “the button” and here are the styles we advise you to use.

Proxima Nova Bold:

**PROHLÉDNOUT >**

**CHYTIT >**

**DNEŠNÍ MENU >**

**DNEŠNÍ MENU >**

Proxima Nova Black:

**TO CHCI >**

**HRÁT SI >**

**ULOVIT >**

**ULOVIT >**

The rules are quite simple:

- keep the colors
- do not combine multiple colors on one button
- leave enough space between the typography and the edge of the button



# BUTTON IN USE



**PRŠÍ  
BATOHY**

**CHYTIT >**



**50%  
NA SVETRY**

**20%  
NA SUKNĚ**

**30%  
NA BOTY**

**TO CHCI >**

**PREMIUM**

TOMMY HILFIGER

Ben Sherman

J. LINDBERG

U.S. POLO ASSN.  
SINCE 1890

MAISON SCOTCH  
LA FEMME SELON MARIE

LUXUS MĚSÍCE  
**ODEJÍT  
Z PRÁCE  
O HODINU  
DŘÍV.**

**DOPRÁT SI >**



**ZOOTÍ  
TÝDEN**

Každý den 1 kolekce  
**S 15% SLEVOU.**

**DNEŠNÍ MENU >**

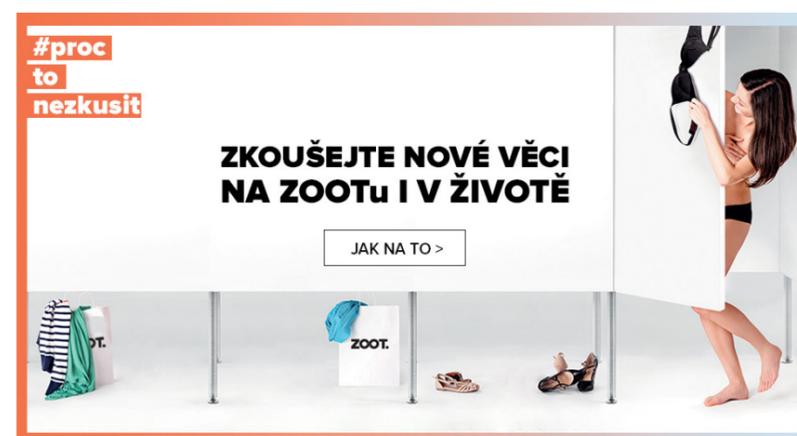
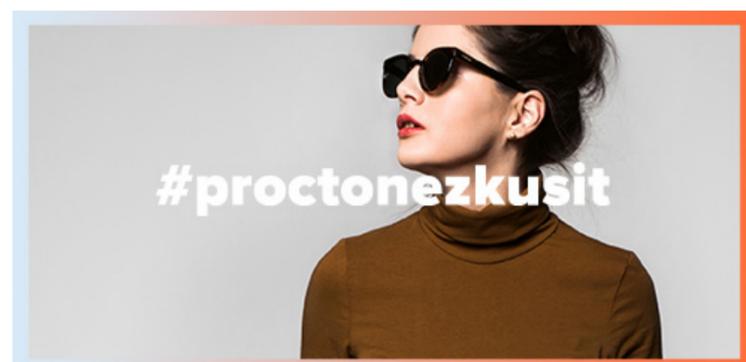
# COLORS

## Our main colors are black and white.

We also use **orange** as an action color. It is for textual links that require action and are linked to purchase (Find more deals, View collections etc.). We use the orange for action buttons as well.

## Other colors are used according to the application, current campaign, the desired mood.

Here are some examples.



Primary colors:



The action color:



# PHOTOGRAPHY

---

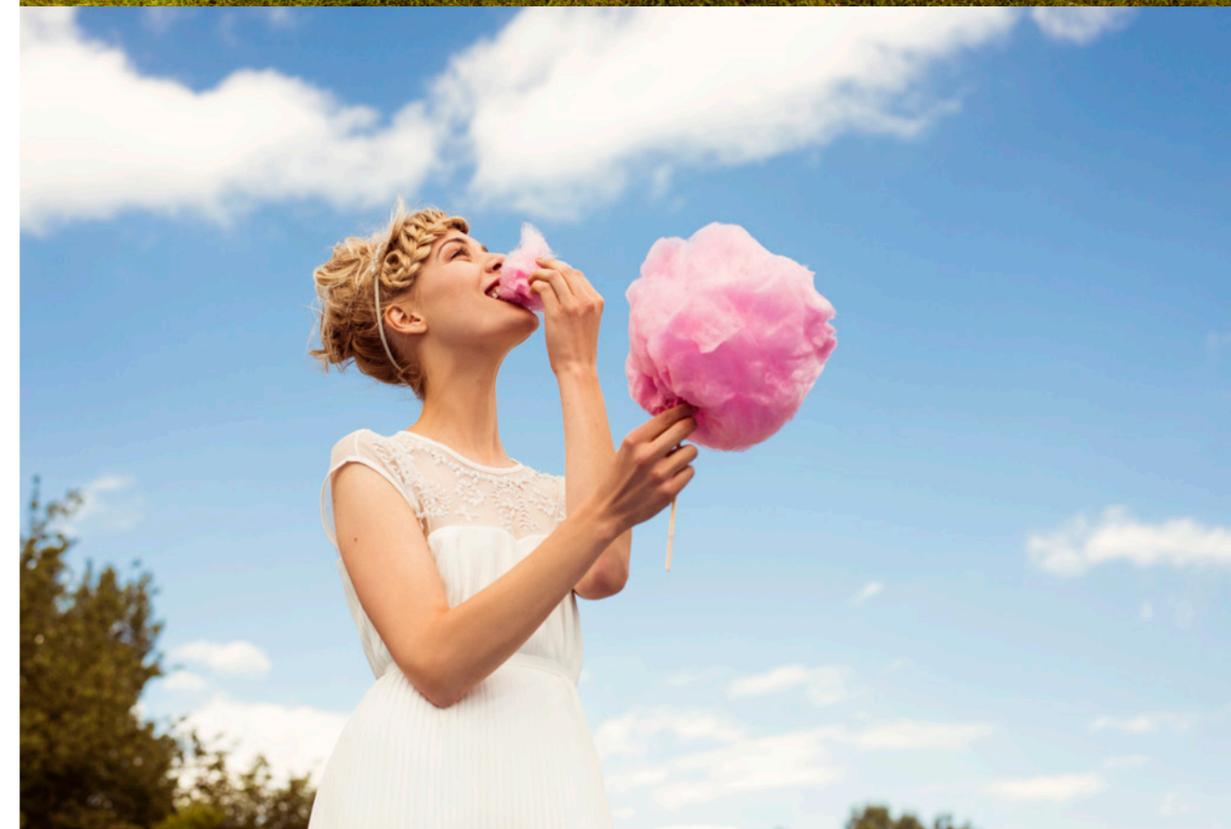
**First of all, we prefer to use our own imaginery, where applicable.**

Please [contact us](#) and we will provide you with the images for your needs.

If none of the images we offer are applicable to the promotion needs, do not hesitate to contact our creative team to discuss what is suitable.

**People on the images should appear natural, lets not take it too seriously.**

The images should communicate the free spirit of ZOOT, keep the lively feeling a viewer should get.



3.5

# PHOTOGRAPHY

---

