_zapier

Brand Guide for Partners

We're happy you're here

Logo

Our logo is the visual representation of who we are—the philosophies that drive us, the values that bind our community, and the beliefs that inspire us.

Zapier is on a mission to make automation work for everyone. It opens up different possibilities for different folks, depending on what they need. It's the springboard. The launchpad. The platform for possibilities.

Use a logo to determine clear space around. The space matches the height and width of the letter "z".

Cream (#FFF3E6)

Almost White (#FFFDF9)

Earth (#201515)

Light, grey backgrounds of application interface

Background color

Based on our Brand Guidelines, the Zapier logomark can sit on Cream (#FFF3E6), Almost White (#FFFDF9), or Earth (#201515). The platform itself should always remain in Zap Orange (#FF4F00).

ⓘ Exception: application interface

The exception from the rule can be the application interface where there is no control over the background. It is possible to place the logo on light, grey backgrounds. Please, ensure the logo has enough contrast and visibility in the interface.

Contrast and visibility

✅ Do ensure the logo has enough contrast and visibility in a layout.

❌ Don't colorize, size, or place the logo in a way that it is not readable

Appearance

✅ Do use the brand logo files provided as they are measured carefully and optically

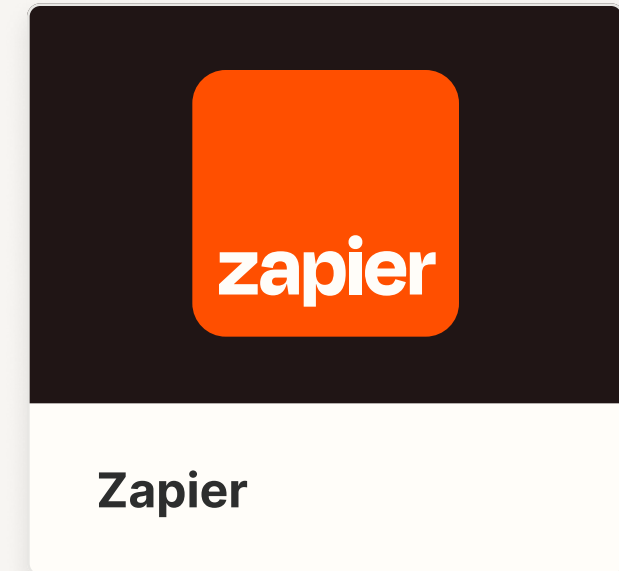❌ Don't stretch logo, combine logo and symbol in a custom format or manipulate in any way
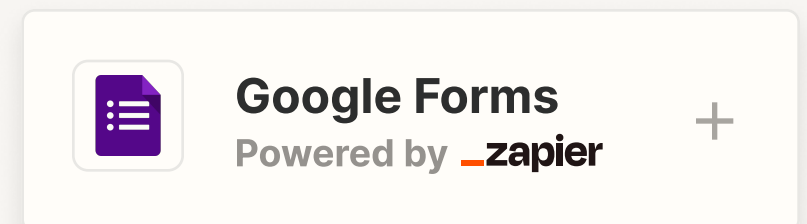
In-app logo usage

Icon & Wordmark

Icon

An icon is used for all places where the logo exists as a visual representation of Zapier as an application. The icon is always followed by a name and/or description.

Zapier

Wordmark

Wordmark is used for all inline placements. It replaces text and works as a readable part of a sentence.

Google Forms
Powered by zapier

When the Zapier logo is used in an app format, it can be used in two forms—**1. an icon** or **2. a wordmark** depending on usage.
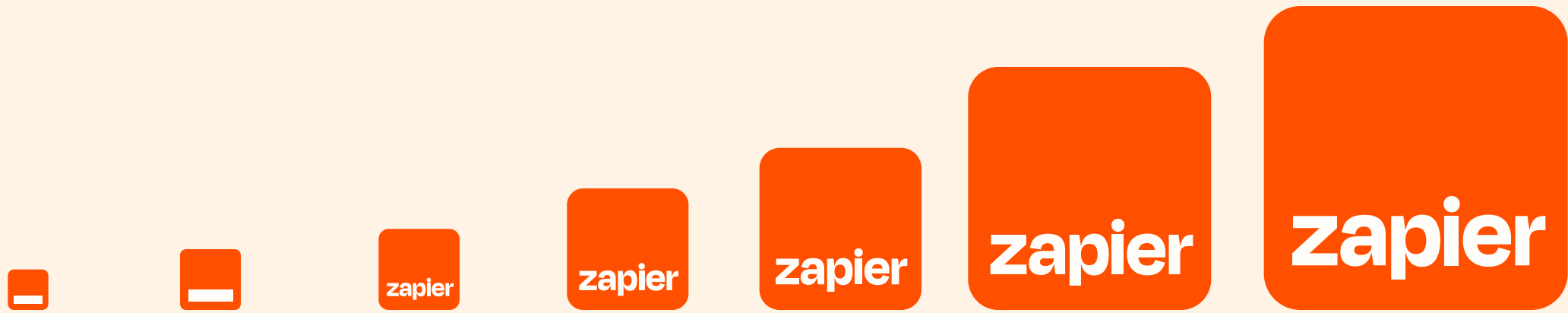
Icon

Color and placement

In the icons, we use an orange background. This allows Zapier Orange to show as a leading color to increase brand recognition.

We also place content on the bottom to build a stronger association with a platform.

20px 30px 40px 60px 80px 120px 150px
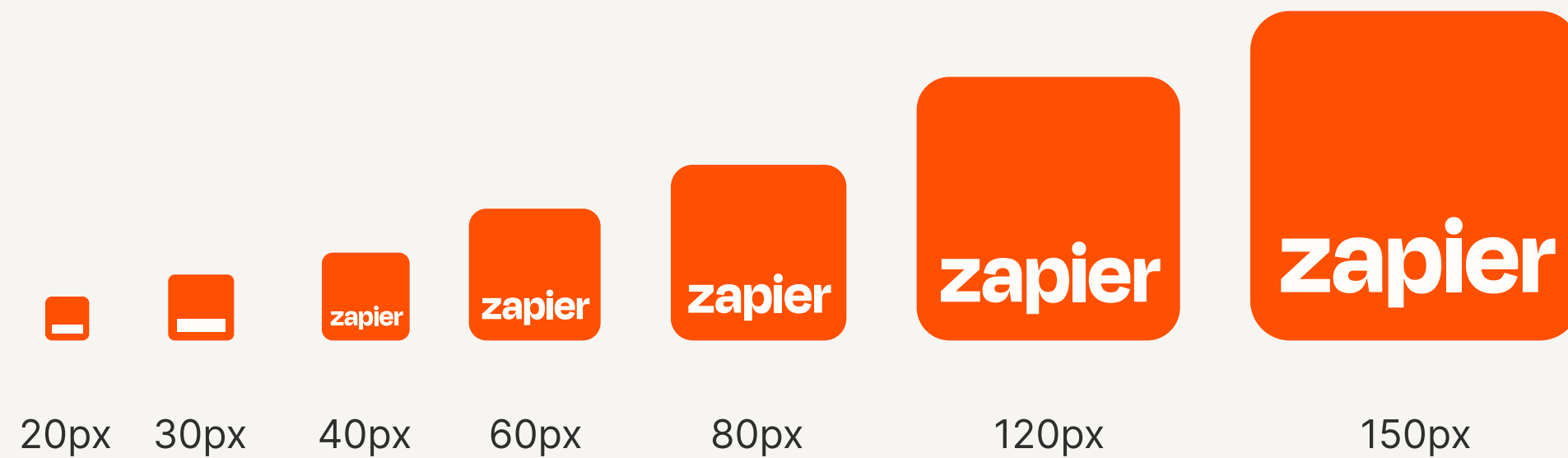
| Size	20px	30px	40px	60px	80px	120px	150px
Radius	3px	3px	5px	8px	10px	15px	18px
Bottom	3px	4px	5px	7px	9px	12px	15px
Left	3px	4px	4px	6px	8px	11px	15px
Right	3px	4px	3px	5px	7px	9px	11px

Sizing

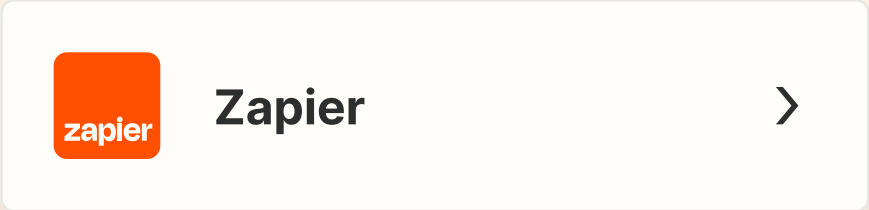The brand icon files provided are measured carefully and optically. Please make sure the following settings are applied.

ⓘ If you need to scale the icon up or down. Make sure you use the closest sizes to the desired one and the ratio stays the same.
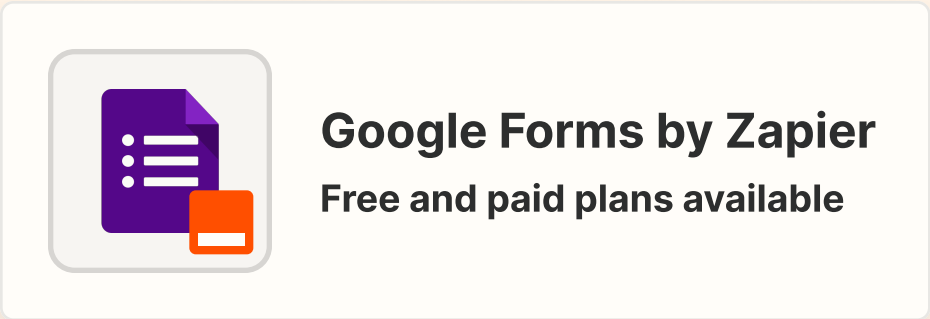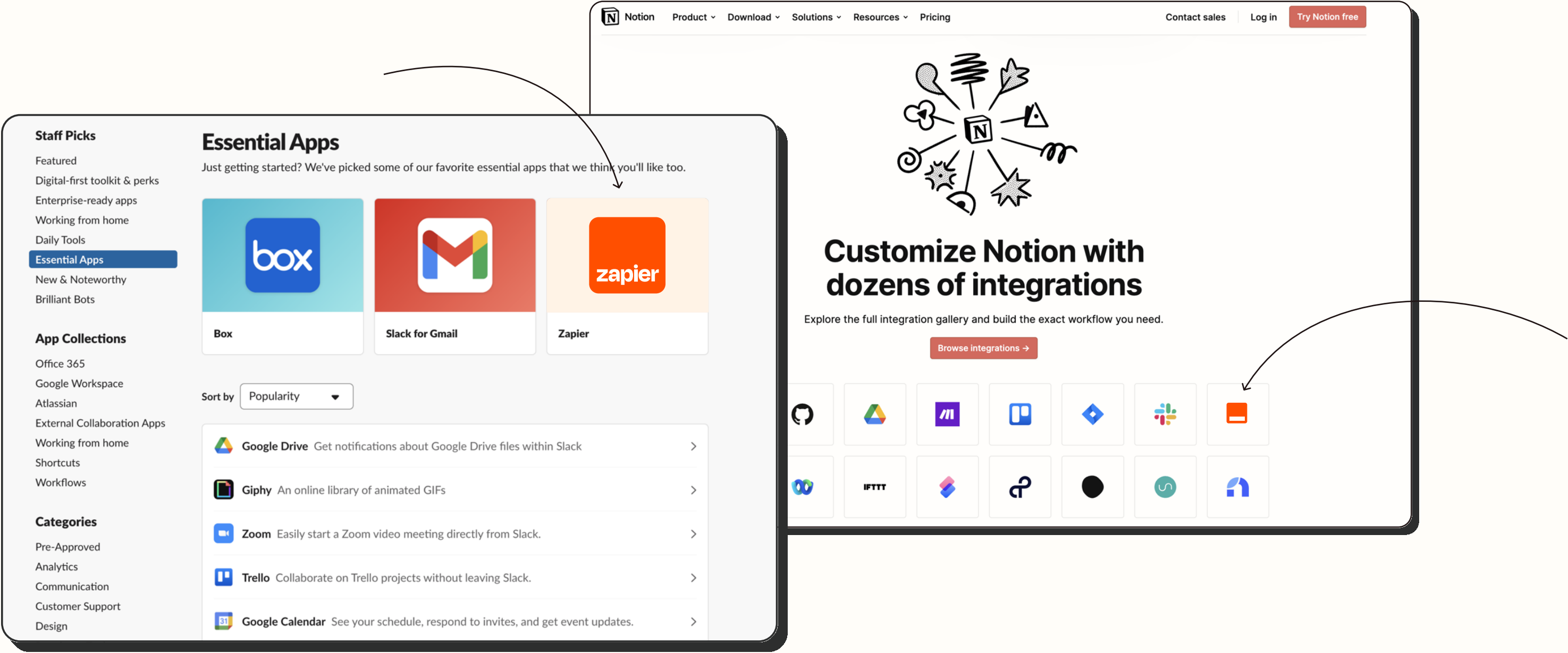
Usage examples

Stand alone icon →

Zapier
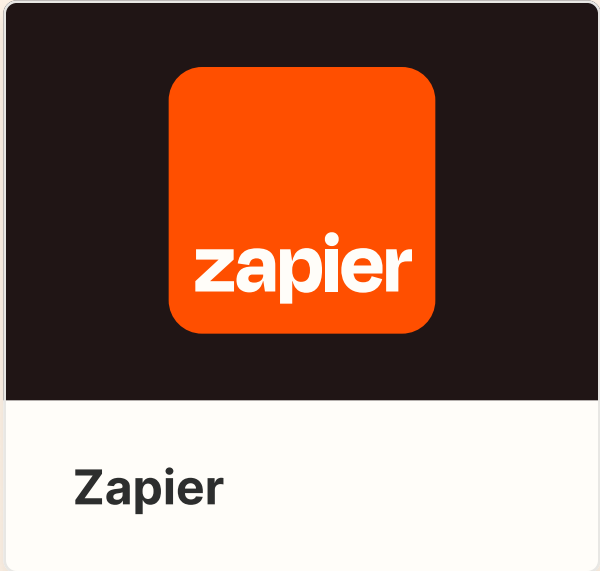
Fav icon

zapier **Zapier** ›

Zapier integration icon

Download a template →

Google Forms by Zapier
Free and paid plans available

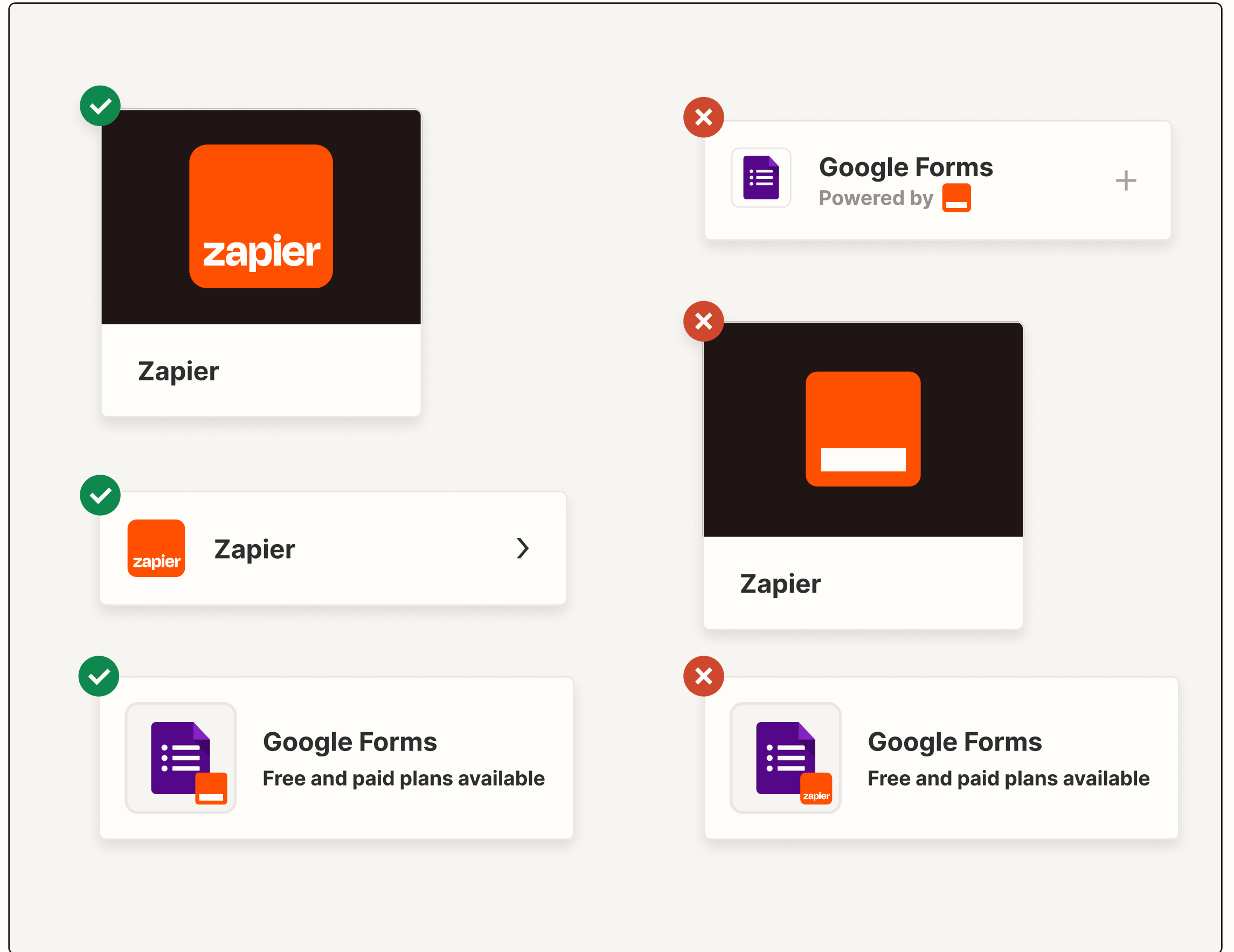# Usage examples

Usage
dos and don'ts

✅ Do ensure to use an icon only as a stand-alone element

✅ Use the right size of the icon for your design needs

❌ Don't use the icon in inline text designs

❌ Don't use the icon sizes randomly

✅ **Zapier**

✅ **Zapier** ›

✅ **Google Forms**
Free and paid plans available

❌ **Google Forms**
Powered by +

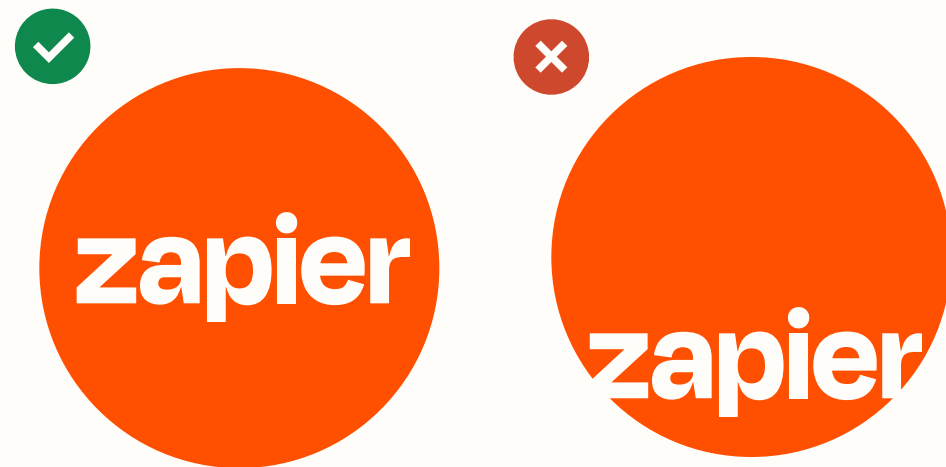❌ **Zapier**

❌ **Google Forms**
Free and paid plans available

Appearance
do's and don'ts

Do ensure the logo has enough contrast and visibility in a layout.

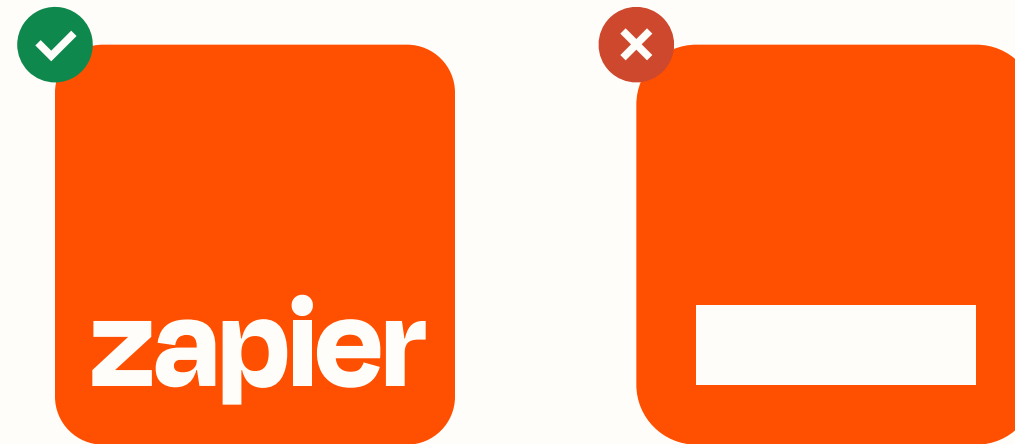Don't colorize, size, or place the icon in a way that it is not readable.
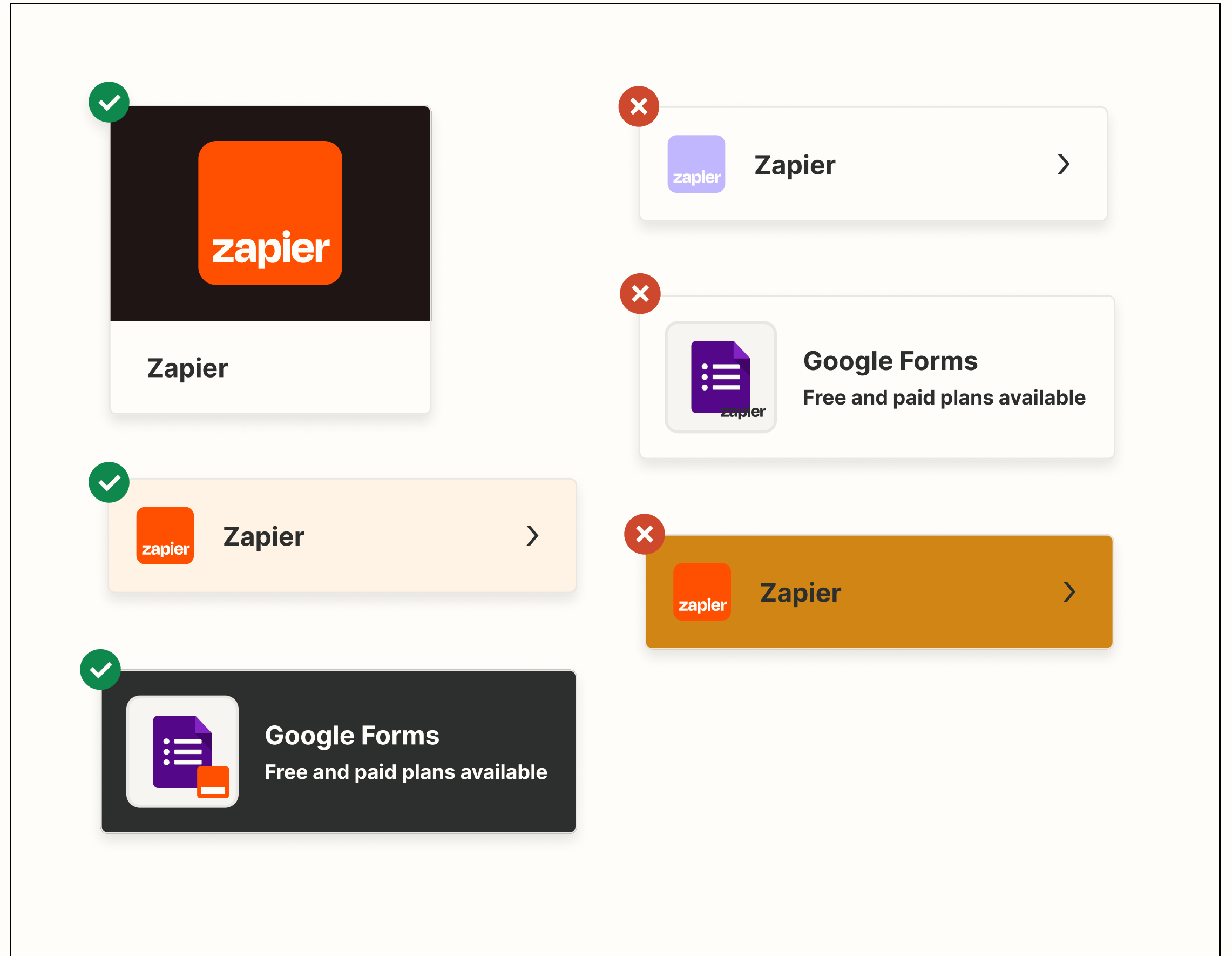
Special cases

What to do when the interface forces me to crop a logo to a cricle?

In very special cases where icon circle cropping is forced by the interface, use the special, centered icon. In any other cases, a circle icon or centered content in the icon isn't allowed.

Download a special, centered icon →

What to do when the interface forces me to use only one logo file?

In case an interface allows to upload only one logo, use 150px size.

Wordmark

Cream (#FFF3E6)

Almost White (#FFFDF9)

Earth (#201515)
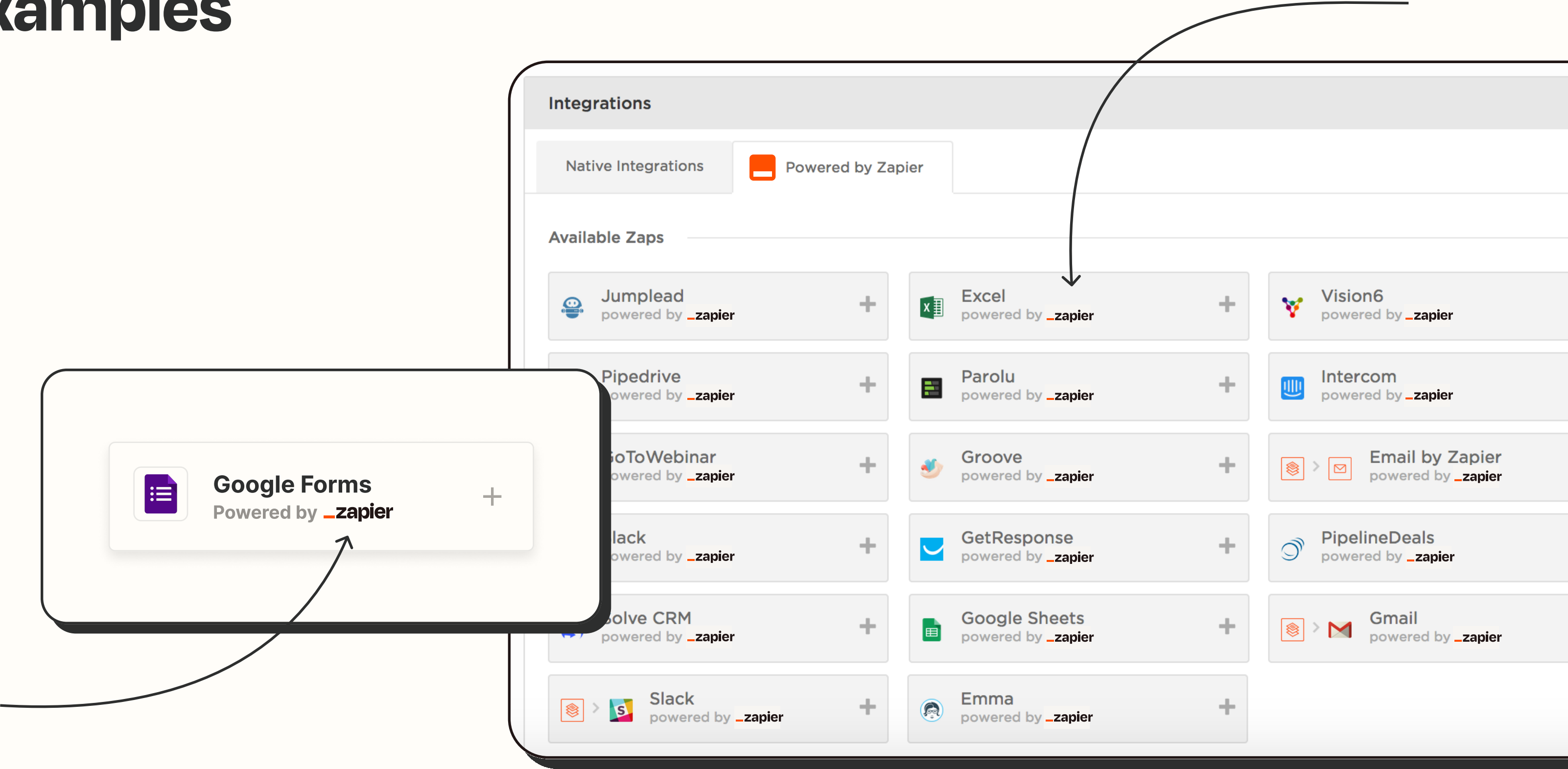
Light, grey backgrounds of application interface

Background color

Based on our Brand Guidelines, the Zapier logomark can sit on Cream (#FFF3E6), Almost White (#FFFDF9), or Earth (#201515). The platform itself should always remain in Zap Orange (#FF4F00).

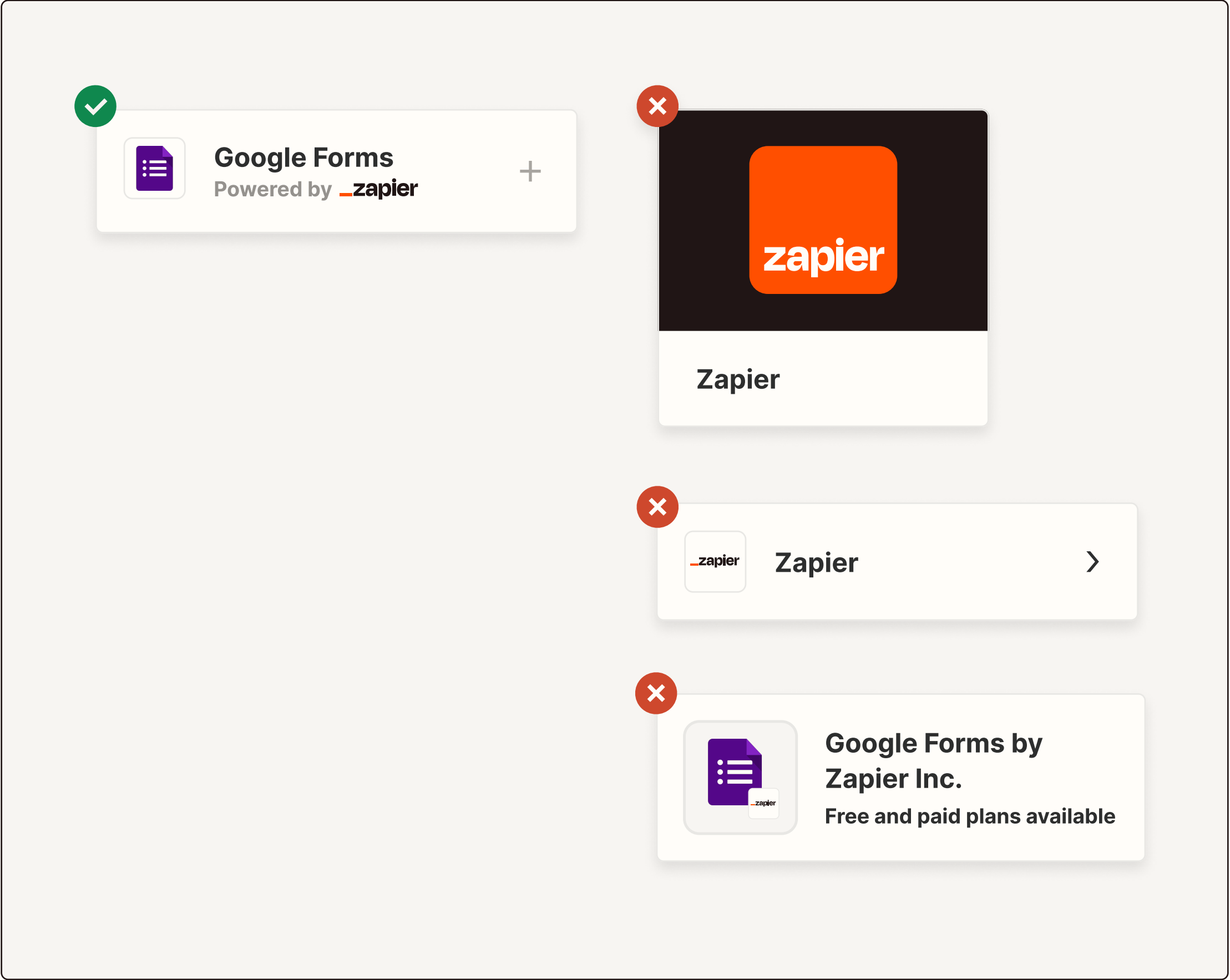**ⓘ Exception: application interface**

The exception from the rule can be the application interface where there is no control over the background. It is possible to place the logo on light, grey backgrounds. Please, ensure the logo has enough contrast and visibility in the interface.

Usage examples

Integrations

▬ Powered by Zapier

Available Zaps

🤖 **Jumplead** powered by ▬zapier ＋	📊 **Excel** powered by ▬zapier ＋
Pipedrive powered by ▬zapier ＋	**Parolu** powered by ▬zapier ＋
GoToWebinar powered by ▬zapier ＋	**Groove** powered by ▬zapier ＋
Slack powered by ▬zapier ＋	**GetResponse** powered by ▬zapier ＋
Solve CRM powered by ▬zapier ＋	**Google Sheets** powered by ▬zapier ＋
Slack powered by ▬zapier ＋	**Emma** powered by ▬zapier ＋

| **Vision6** powered by ▬zapier |
| **Intercom** powered by ▬zapier |
| **Email by Zapier** powered by ▬zapier |
| **PipelineDeals** powered by ▬zapier |
| **Gmail** powered by ▬zapier |

Google Forms
Powered by ▬zapier ＋

Wordmark

Brand Guide for Partners

Usage dos and don'ts

✅ Do ensure to use a wordmark only in inline text designs

❌ Don't use wordmark as a stand-alone visual element

Google Forms
Powered by ⎯zapier

Zapier

Zapier ›

Google Forms by Zapier Inc.
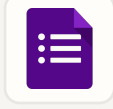Free and paid plans available

Appearance
do's and don'ts

✅ Do ensure the wordmark has enough contrast and visibility in a layout.

❌ Don't ensure the wordmark has enough contrast and visibility in a layout.
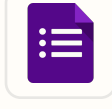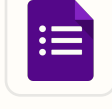
Color palette

Zapier orange was and is our hero color. Reminiscent of NASA's International orange, it has historically been used to set objects apart from their surroundings.

In a sea of sameness, it represents the new possible—a different way of working. And it gives us a uniquely ownable color to build equity in over time.

Zap Orange

#FF4F00
R255 G79 B0
C0 M69 Y100 K0

This palette is centered on our Zap Orange, evoking warmth and harmony. To establish familiarity and build equity, we lead with the Zap Orange in all instances that lack broader context, i.e., banner ads, out-of-home, etc.

The lighter peach shades are a lightened tone of our orange, while the earth color is a darkened tone. A lighter cream and toned white add contrast and flexibility for accessibility, and they work together to emphasize the Zap Orange without stealing its thunder (or lightning).

Earth

#201515
R32 G21 B21
C0 M62 Y62 K89

Cream

#FFF3E6
R255 G243 B230
C0 M5 Y10 K0

Almost White

#FFFDF9
R255 G253 B249
C0 M1 Y2 K0