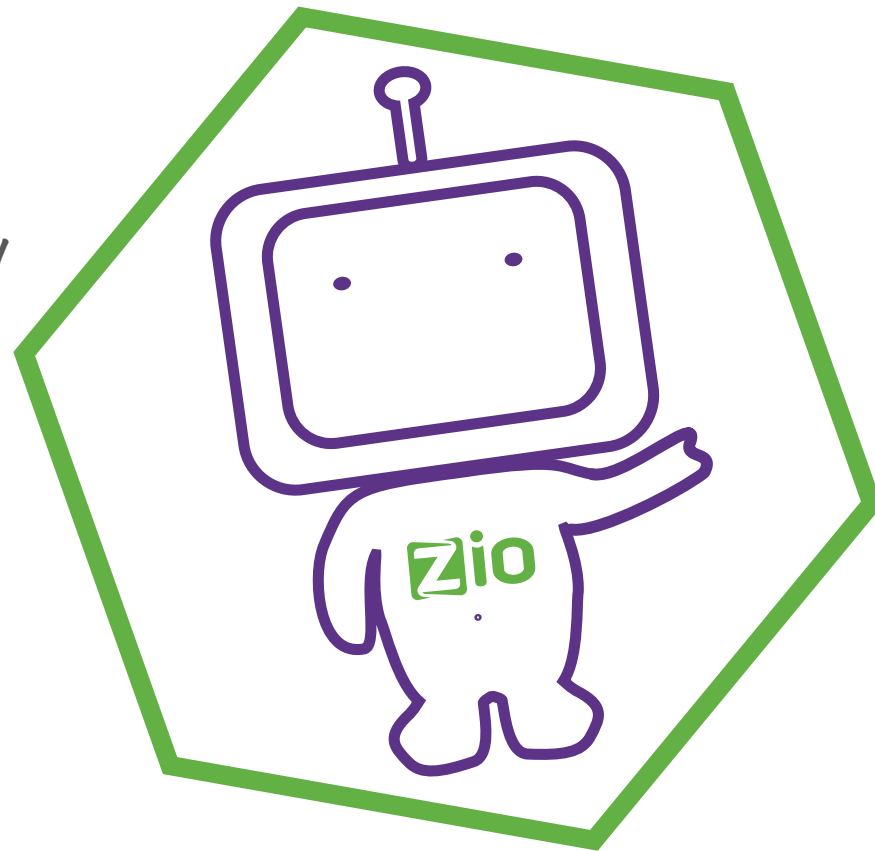# Ziosk®

BRAND style

Brand Usage Guidelines

Best practice for design and layout consistency across brand platforms

finding best practice— with identity guidelines

Zio

Style Manual

setting-up the essentials

LET'S GET THE KNOWN PARTS ORGANIZED FIRST.

usage and spacing

Corporate Logo Mark

The Ziosk corporate mark has three categories, with brand identity; Ziosk, z-Tile and the z-Trivia logos.

Ziosk   **Ziosk**®

z-Tile   **Z²**®

z-Trivia   **zTrivia**™

allow all your elements the room they need

clear space
and sizing

"Word Mark"
"Brand Mark"
"Logo"

Always keep a minimum clear-space around the logo. The clear-space isolates the logo from other graphical elements, so they are not competing for attention.

The minimum clear-space for the graphical logo is defined by the "z-Tile", in the wordmark. Minimum spacing should be preserved when reducing or enlarging the size.

These underpinnings will help your designs stay consistent and give every element the room they need to effectively communicate brand style and voice, information hierarchy and your specific collateral's message.

In using other brand marks in tandem be sure to identify their logo aspect ratios and identity lock-ups as well as full lexicon of expression; color, fonts, knock-out guidelines, etc. Style guide awareness will help build solid partnerships and flawless assets.
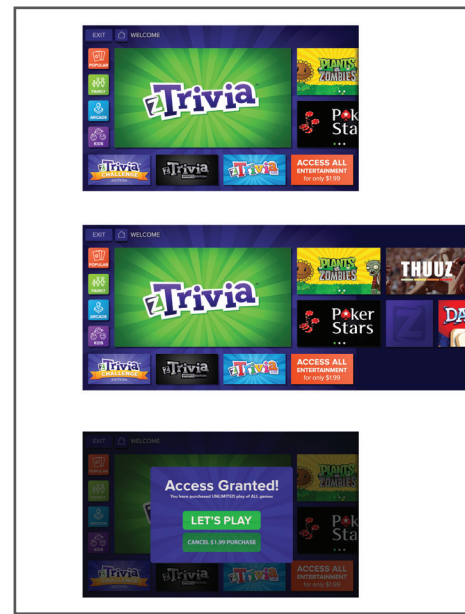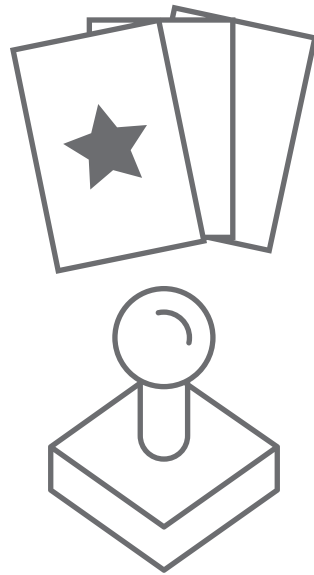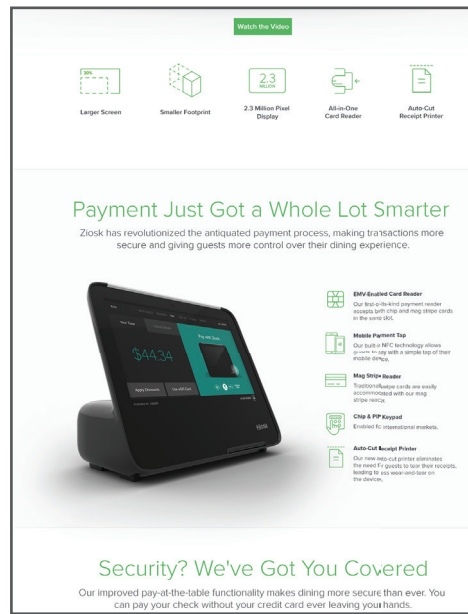
Identity

logo, color typefaces, typographical treatments, graphical pictograms

Our brand story includes imagery and graphical tropes.

identity, brand and image

Application:

Identity is the manner in which a company presents themselves to the public.

So what is the difference between *corporate identity, brand identity,* and *brand image?*

Corporate Identity is concerned with the visual aspects of a company's presence; their visual image in terms of logo, design, and collateral.

Brand Identity is the total proposition that a company makes to consumers; features and attributes, benefits, performance, quality, service support, and the values that the brand claims. The brand personality, and common perception of it in the marketplace. Brand identity is everything the company wants the brand to be seen as.

Brand Image is consumer perception about a brand, which the company works to sync with brand identity.

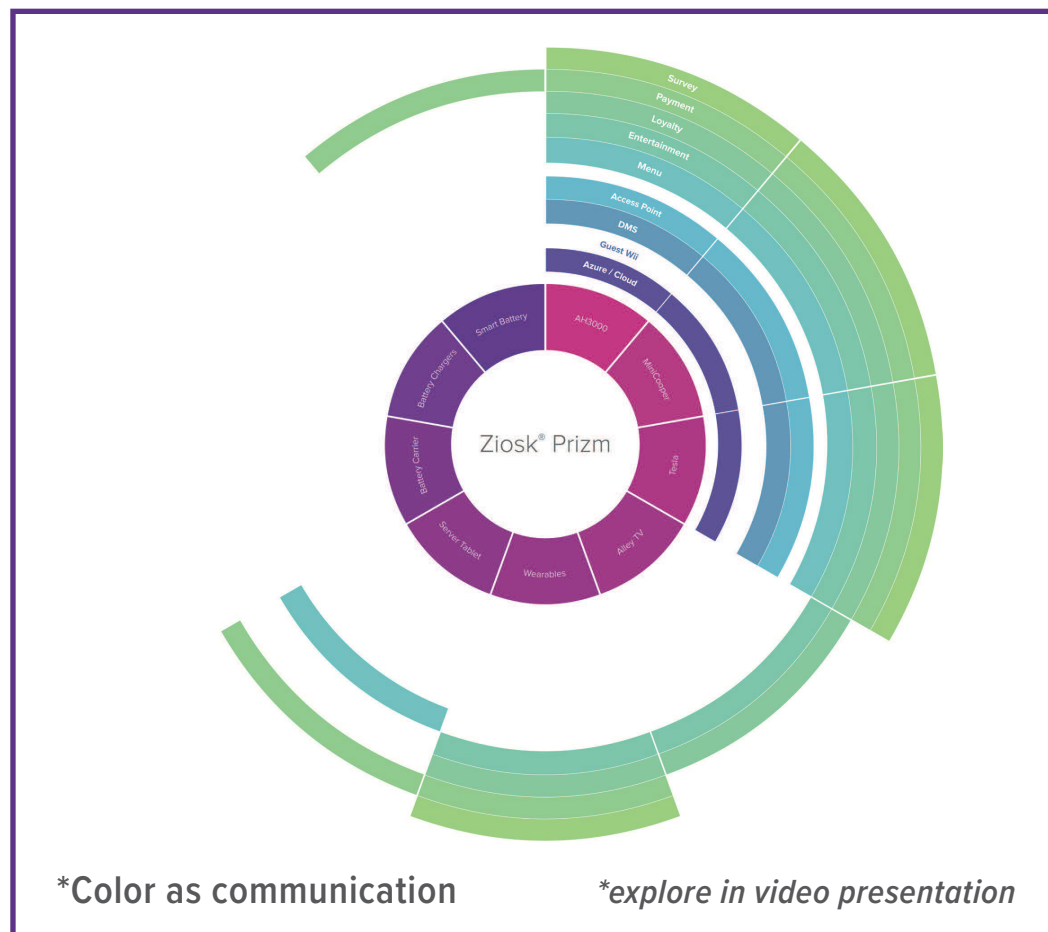*Simon Morris — Managing Director at Godmother*

Ziosk® Prizm Platform

- **DEVICE SPECTRUM**
- **COMMUNICATION SPECTRUM**
- **ENGAGE APP SUITE**
- **AMPLIFY ENTERPRISE TOOLS**

logo, color
typefaces,
typographical
treatments,
graphical pictograms

Color

Ziosk® Prizm

Survey
Payment
Loyalty
Entertainment
Menu
Access Point
DMS
Guest WI
Azure / Cloud

Smart Battery
AH3000
Battery Charger
MiniCharger
Battery Carrier
Triplo
Server Stand
Wearables
Alloy TV

*Color as communication   *explore in video presentation*

identity, brand image and tone

Identity applications: Color

People see color before they absorb anything else. There are natural, or universal associations evoked by colors that are common to all of us — sky blue, grass green...

Research has reinforced that 60% of the time people will decide if they are attracted or not to a message - based on color alone!

Color increases brand recognition by up to 80 percent. *(Source: University of Loyola, Maryland study)*

Marketing jargon uses *brand* to refer to a name, tag-line or term, signs and symbols, as well as colors and shapes used in design. A combination of these elements, employed consistantly helps identify a company's product line and services.

A brand communicates the "idea" of company or product. This is what forms connection with the end-user or broadly, consumers.
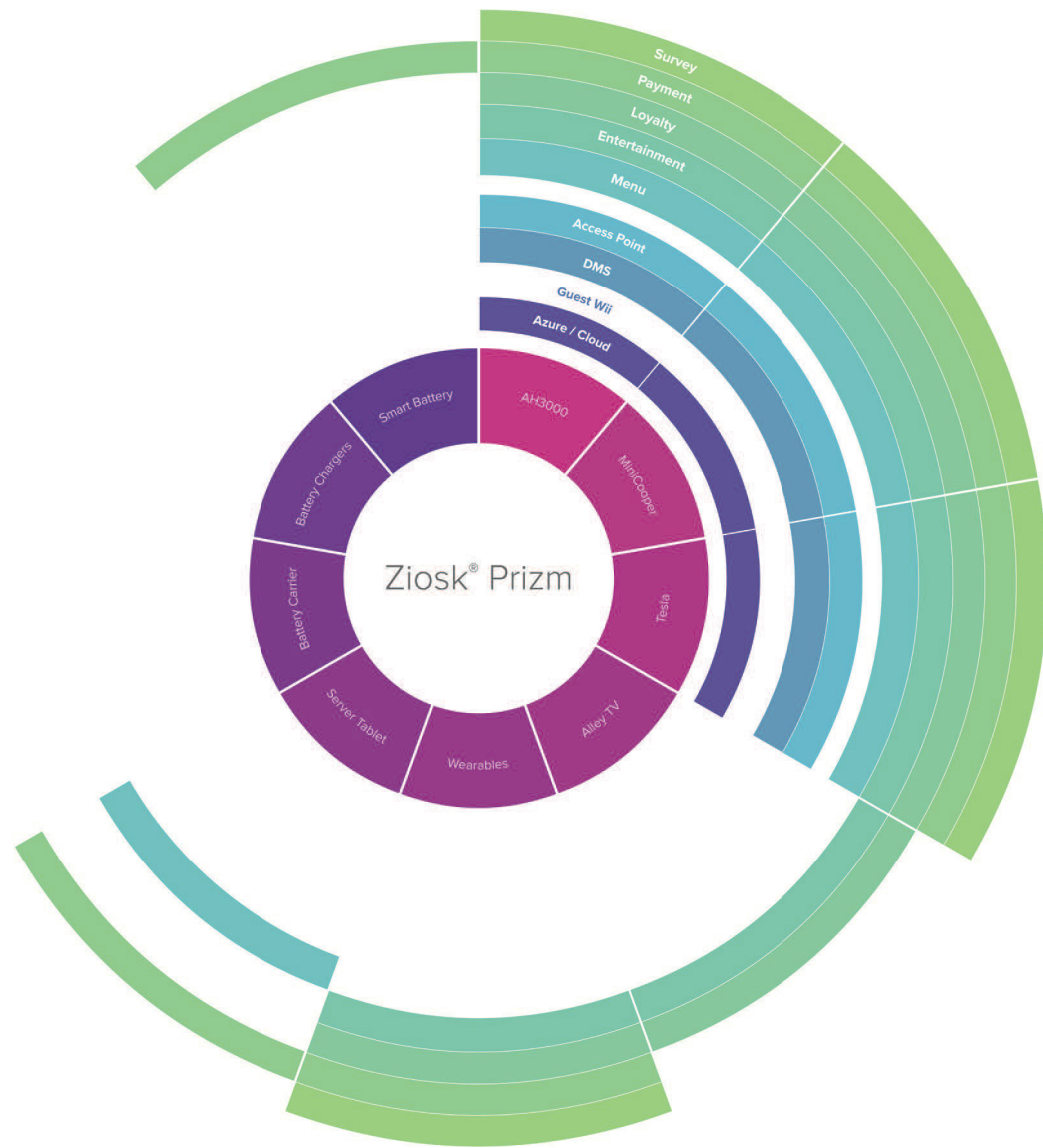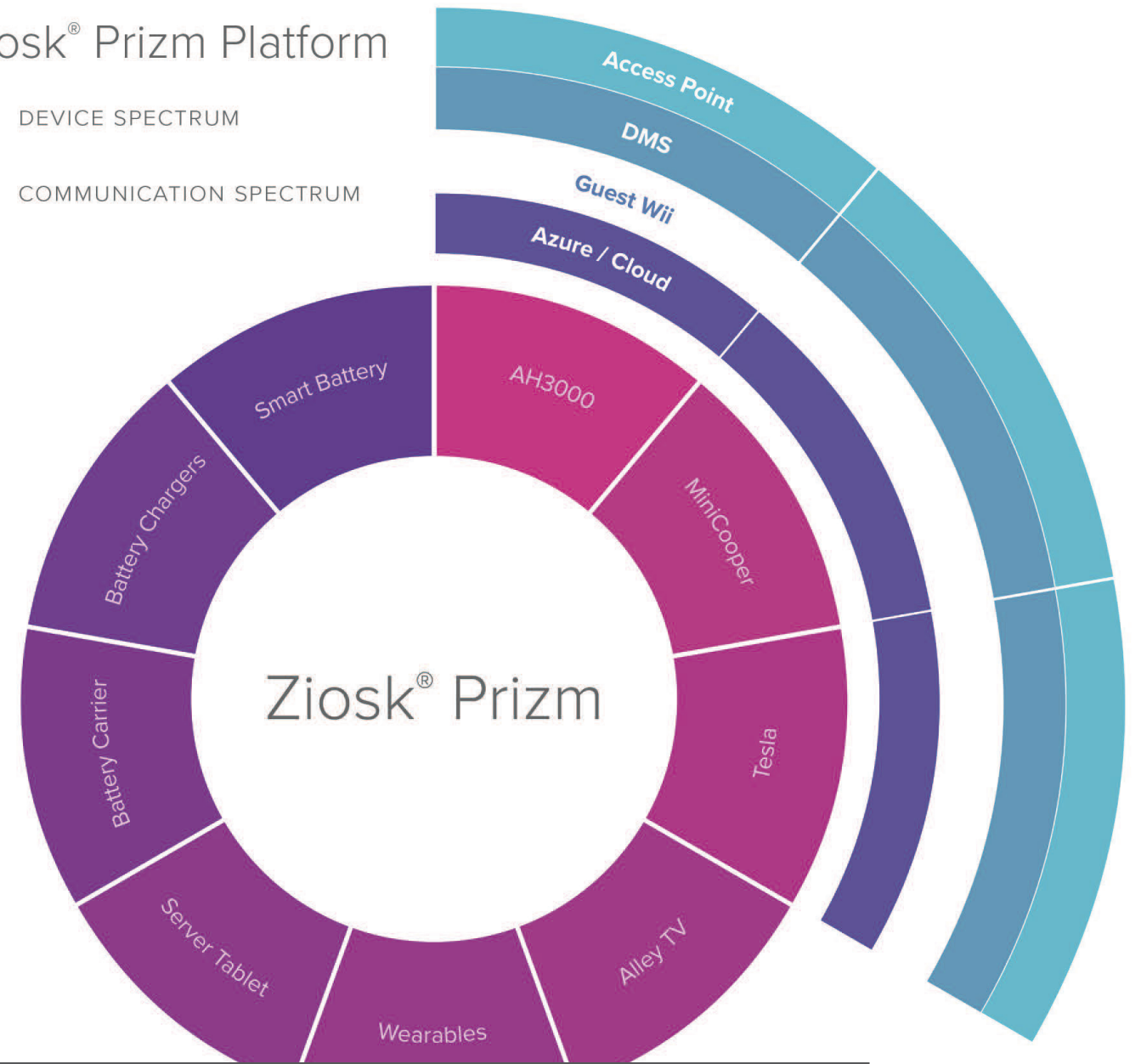
Ziosk Prism Platform
Our Devices and Communication Represented in Spectral Color Annalysis
Explore in Color Annalysis video presentation
ZIOSK PRIZM PLATFORM AND 'THE SPECTRUM'

Ziosk® Prizm Platform

- DEVICE SPECTRUM
- COMMUNICATION SPECTRUM

COLOR:

ZIOSK PRIZM PLATFORM AND 'THE SPECTRUM'

The Spectrum refers to both our hardware and the software that connects it all together.

Our physical devices have evolved to create a range of possibilities with value far beyond pay-at-the-table functionality. Additionally, our communication devices now seemlessly deliver the connections necessary for consistent fin-tech operations.

identity, brand and image

Color

logo, color typefaces, typographical treatments, graphical pictograms

PRIMARY

#82BA2C

#221C59

SECONDARY

#FF6F4A

#008087

Our Branded Color in Use

Identity applications: Color

Persona: **creating a foundation for a well-loved brand.**

Every time a consumer interacts with a brand, an opportunity exists for that particular company to influence their audiences' experience, marketing what designs and which colors will help romance a consumer toward making a purchase.

Many colors evoke similar feelings from a majority of people. For example, red and yellow are used to induce appetite (think fast food chains in America). Blue is often used to depict trust, expertise, and strength (banks and fin-tech). Green symbolizes harmony, freshness, health and purity. Orange indicates action and boldness. Colors can play a helpful role as signifiers.

Try pairing these with color:

Sincerity: *Is the brand's persona down-to-earth? Honest? Wholesome? Cheerful?*

Excitement: *Is the brand daring? Imaginative, innovative?*

Competence: *Is the identity reliable? Intelligent? Successful?*

Sophistication: *Is the brand luxurious? Prestigious?*

Ruggedness: *Is the brand tough? Outdoorsy?*

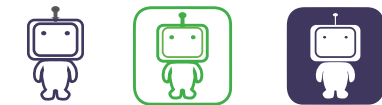*Color Matters; Jill Morton, color psychologist and branding expert*

Iconography

pictograms, ideograms and icons

icons can help organize content

USING GRAPHICS IN MESSAGING

Pictogram – Pictorial representation of an object, place or function: *phone payment*

Icon – Image of symbolic nature, and significant connotations: *money; payment; value*

Ideogram – Character or representation of an idea without typography: *family*

Logo – Badge or pictorial representation depicting an organisation or company.

PICTOGRAMS AS ICONOGRAPHY HELP ILLUSTRATE IDEAS AND GROUP CONCEPTS

Keep it simple – represent one message at a time. Attempting to incorporate multiple ideas can be tricky. Try layering-in ideas.

Minimize use of too many colors – Multiple colors can be unclear and untidy. Best practice is using a defined color palette and ideology for your project. Think brand, first.

Our style is "clean and clear" - Use simple, easily identifiable shapes to portray the message; convey usage, message and feeling with distilled expressions.

Context – Keep within the context of your subject, genre and surroundings; food, games, branded content.

Be mindful – Awareness of cultural differences can avoid images that could create offence in some instances.

from line weight
to all-caps

content-
architechture,
proportion, weight

Information
Heirarchy

A Ziosk® Device isn't working.

Please... Ack! What do you do?
...battery, or charging equipment using your normal

7.0 Features Available

Increase Sales
- **Pinpoint Messaging** - sends personalized messages, deals and offers to guests at pre-determined times throughout the dining experience.
- **Menu item promotions** - triggers special deals when a specific menu item is added to the check.

Improve Operational Efficiency
- **Clarity Receipts** - reprints receipts via a web portal in response to chargeback requests.
- **Age Verification** - waitstaff can validate a birthdate for alcohol purchase on the Ziosk tablet.
- **RMA reductions**
  - Factory Reset
  - No more false printer pop-up messages
- **Support for new touchscreen component (hardware)**

Supplemental Offerings
- **Special Synapse Magazine Offer** - presents guests with an optional offer to earn discounts on their next meal by signing up for 3 FREE magazine subscriptions.

Improve Guest Experience
- **Custom Loyalty Integrations** - improved platform that delivers your loyalty experience your way.*
- **Game Menu 2.0** - improved menu experience so guests can easily discover new games.

Secure Systems
- **Mastercard Mandate** - delivers the required unique terminal ID with every payment transaction.
- **Contactless MSD Payment Transactions** - supports "Tap to Pay" transactions using mobile/ smartphones with NFC capabilities.*
- **EMV Payment Transactions** - supports "Dip to Pay" transactions using credit cards with a smart chip.*
- **Clarity Access** - eliminates the need to use configuration cards in the restaurant.
- **POS Agent** - supports the latest recent MasterCard bin ranges (222100-272099). Strong encryption for payment transactions using TLS 1.2 (as required by PCI DSS v3.1).

✽ Hardware and software preactivities required. Additional service fees may apply.

If the Ziosk is **malfunctioning** or showing an error, anything besides being physically broken (i.e., black screen, won't stop initializing, etc.):

A You will receive an automated email notifying you that a case has been created. This may take up to 48 hours.

B You will receive a shipping label from Ziosk. Package up the device and use this label to return to Ziosk.

C When the device is received by Ziosk, we will send a new one to your restaurant.

D You will receive a phone call from Ziosk Support to help you troubleshoot the error.

E If you cannot fix the error with help from Support, they will guide you through the next steps to return the device and receive a replacement.

...85-4822 with any questions.
...aluable.

Upgrade your restaurant's Ziosk® experience with our 7.0 release.

The 7.0 Release includes new functionality, exciting customization options and special offers for guests.

AVAILABLE FOR PRERELEASE
November 2016

TARGET FOR GENERAL RELEASE
March 2017

To learn more, contact your Client Director or call 1-214-580-4800.

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FEATURE RELEASE 7.0

Sharing our brand story and creating successful marketing peripherals.
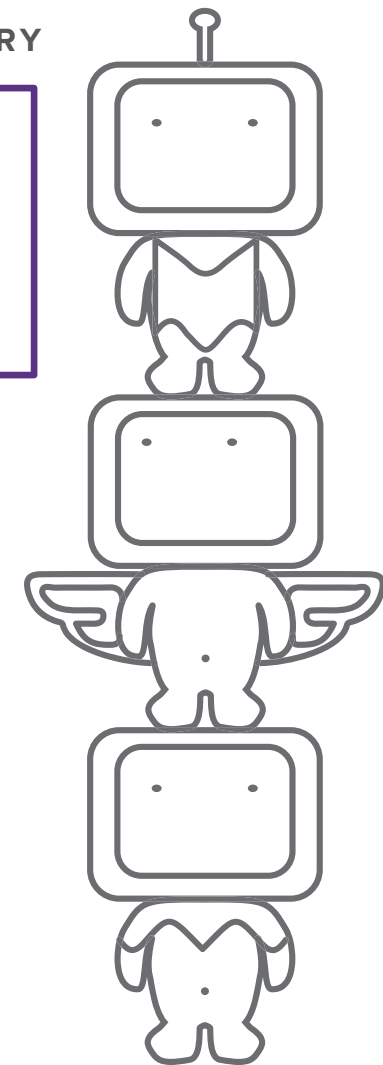
Information Heirarchy:

Finding a good balance with leading, size and weight.

We use the **Proxima Nova** font family, for most brand channels. Heavier weights and all caps are usually used for headings and stand alone phrases.

Why advertise on the Ziosk® Media Network?

Improved Market Share.
Meaningful Data.
Proven Results.
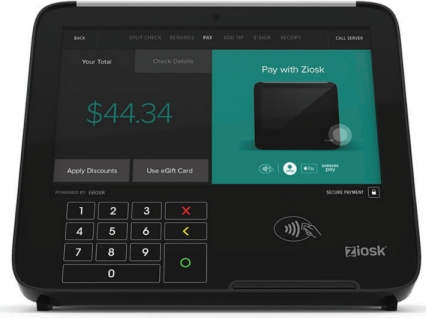
Want results like this for your business?

Program Results for
Major Credit Card Brand

Market share increased by
1.72 Points

unique entry clicks
46,500

10.42M
impressions delivered

On a Ziosk tablet, guests can:

Pay checks quickly and securely

Scan coupons and e-gift cards with the built-in camera

Email receipts instantly

zPay™ Secure Payment Services
We make payment make sense.

$44.34

Chip Cards

Our solution is fully EMV-compliant so you can accept chip cards with ease.
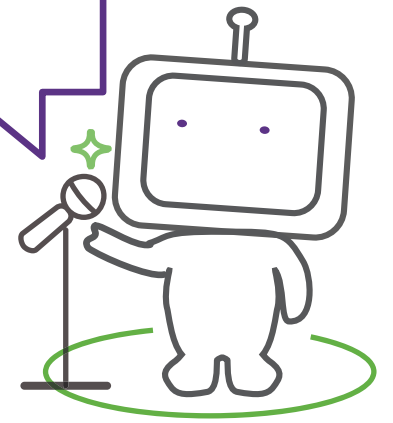
copy and imagery

Brand Voice

Ziosk

Proof of Concept
XX | 0X.0X.0X
RX

Our brand story includes imagery and graphical tropes.

copy and message

EXPRESSING OUR PERSONALITY!

Brand Voice: Copy Story and messaging. Tone of voice is an important consideration in creating copy.

Brand voice is the purposeful, consistent expression of a brand, through words and prose styles that engage and motivate.

Repeated tag-lines and CTAs or calls to action; "Let's Go!" "This Way!", "Sign-Up!", underscore purpose and lead with clear directives. They also can lend tone to your brand voice; folksy, regional, etc. Pay attention to sequencing and when to use a bigger broadcast of call outs with size, emphatics and color.

Check for all the basics: Who, What, Where, Why, When. They will greatly inform your story and the end user experience.

typography: spacing, lettering and heirarchy

VISUAL CONTINUITY AND BRAND TYPE

Zio

fonts and type

Brand Voice

Identity applications: Type
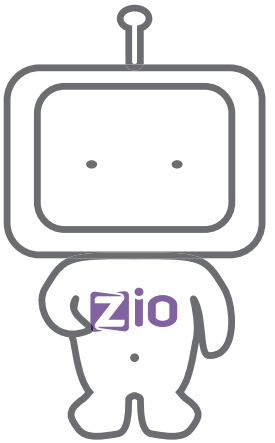
Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Proxima Nova Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Headline 72pt 60pt leading

Proxima Nova Regular

Subheader Regular 22pt

30pt leading Proxima Nova Semibold

Body copy 22pt
28pt leading Proxima Nova Regular

registered trade mark, and copyright

TM
®
©

when, where and why

Trademarks

The legal use of: TRADEMARK: TM ®
A trademark, is a recognizable sign, design, or expression which identifies products or services of a particular source from those of others, (although, in fact, trademarks used to identify services are usually called service marks).

Unregistered trademarks, also known as common-law trademarks, are denoted by a small "TM" following the name or phrase. Registered trademarks are denoted by a small "R" enclosed in a circle.

The legal use of: COPYRIGHT ©
Copyright, is a legal right, created by the law of a country, that grants the creator of an original work exclusive rights for its use and distribution. This is usually only for a limited time.

icons can help
organize content

pictograms,
ideograms and icons

Icons as Lexicon

Icons help inform readers about usage features. Used with text labels or as stand alone graphics, they can replace words, and are often used to reinforce or shorten a message and evoke interest.

Icons are perfect indicators for direction and usage. Most common digital platforms use icons to:

+ highlight product benefits and show positive effects of offers and usage

+ demonstrate particular features or characteristics of a product or service

+ relay multiple points of brand and product usage messaging in recap as graphical annotation
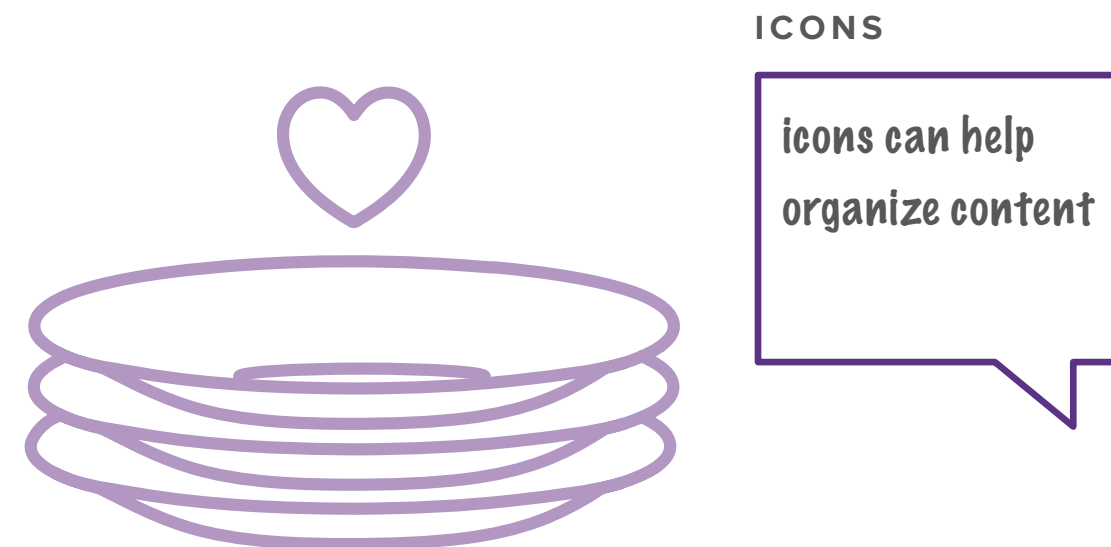
Pictograms and ideograms are often combined forming simple instructions and messages. Graphics should be literal and easy to understand no matter the language or culture.

A cigarette within a red circle and a red line through is universally understood as 'No Smoking'.

An image of a running man with an arrow will be interpreted as the direction to the 'Emergency Exit'.
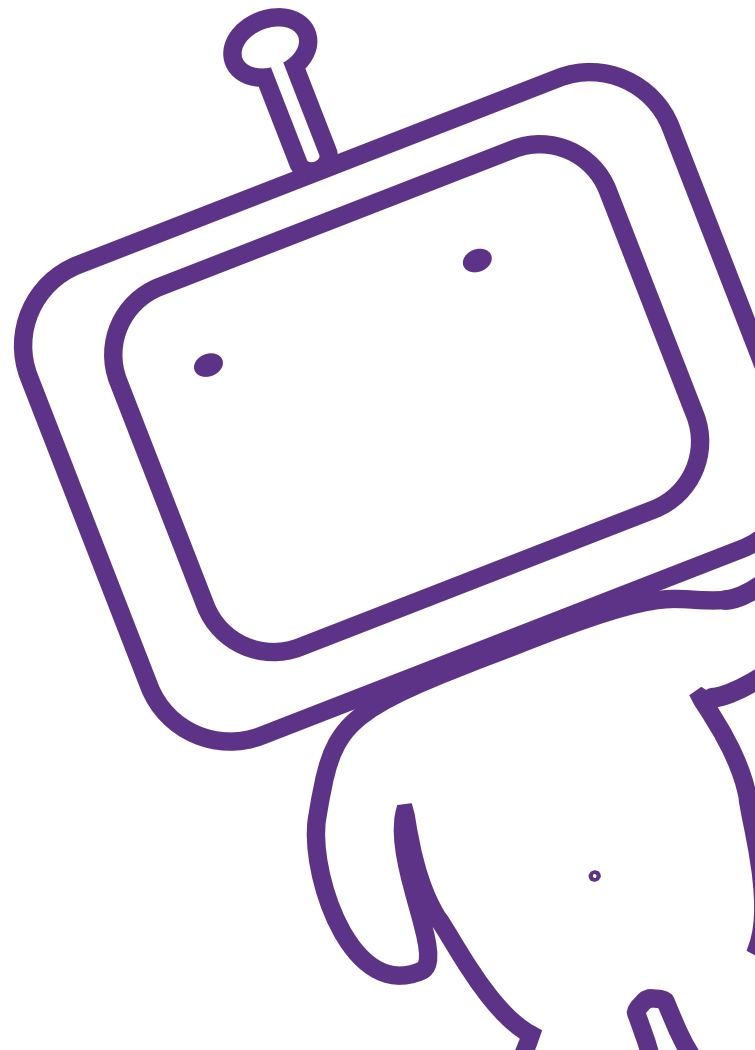
When viewed in context with their respective surroundings and in keeping with their subject matter, they are easily understood.

A tumble dry symbol on a directional sign in a train station would not be easily recognised as such, because it is being viewed out of environmental context.

ENJOY

> best practice
> makes your
> creativity shine

- fin-