These branding guidelines are for those approved uses of Zoox trademarks and/or logos in accordance with the Trademark Usage Guidelines.
Guidelines

The Zox logo is simple, modern, confident and balanced. It reflects our brand principles and product design language.
Minimum Clear Space

The logo should always a minimum of one logo height on each side.

Minimum Size

The logo should never be hard to read. These are minimum sizes that the logo can appear.

Digital

- 6px

Print

- 3mm
The representation of the Zoox brand should always be high quality. Here are some examples of how not to use the logo.

- Logo should never be used over a busy background.

- The Logo should never appear in colors other than black or white.

- Logo must not be distorted, stretched, or proportions changed.

- Parts of the logo cannot scale separately or change proportions.

- Logo must not be placed over any images that are low contrast or too close in color.

- Do not box in or create shapes to house the logo.

- Do not outline the logo.

- Do not use low resolution or pixelated versions of the logo.

- Do not add shadows, 3D, or other effects to the logo.
Guidelines, Terminology, and Reference Guide

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| Industry       | ✔ Autonomous vehicles ✔ Robotaxis | ✗ AV ✗ Self-driving cars ✗ Driverless car | • ‘The shift to autonomous vehicles is a once-in-a-century opportunity to make our roads safer.’
• ‘Unlike other robotaxis, Zoox is built for the city’ |
| Vehicle vs. Car | ✔ Zoox (primary) ✔ Vehicle | ✔ Car ✔ AV ✔ Shuttle | • ‘Let Zoox drive’
• ‘Every part of our vehicle’ |
| Riders vs. Passengers | ✔ Rider ✔ You | ✗ Passenger ✗ User ✗ Customer | • ‘Built for riders’
• ‘Safety first. For you and everyone else.’ |
| Benefactors of the Technology | ✔ Road User ✔ People ✔ Everyone | ✗ Citizen ✗ Other driver | • ‘We want to be safer—both for our riders and other road users.’ |
| Ride-hailing vs. Ride-sharing | ✔ Ride-hailing | ✗ Ride-sharing | • ‘We are creating a robotaxi fleet and ride-hailing service.’ |