

ZOOX

PRESS KIT

Logo Guide

ZOOX

LOGO

These branding guidelines are for those approved uses of Zoux trademarks and/or logos in accordance with the [Trademark Usage Guidelines](#).

ZOOX

LOGO

Guidelines

The Zoox logo is simple, modern, confident and balanced. It reflects our brand principles and product design language.

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Minimum Clear Space

The logo should always have 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

zoox

6px

Print

zoox

3mm

ZOOX

LOGO

Misuse

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



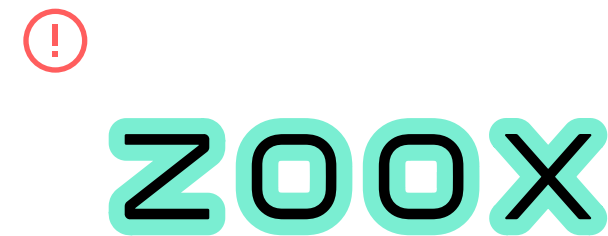
Logo must not be distorted, stretched, or proportions changed



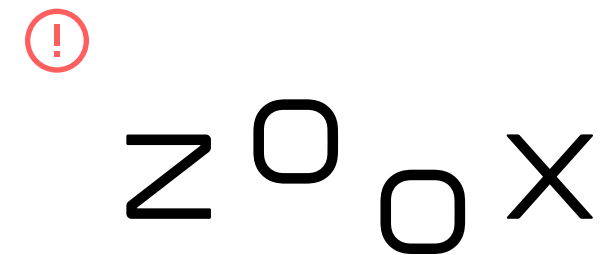
The Logo should never appear in colors other than black or white



Logo should never be used over a busy background



Do not box in or create shapes to house the logo



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 use low resolution or pixelated versions of the logo



Do not outline the logo



Do not add shadows, 3D, or other effects to the logo

Guidelines, Terminology, and Reference Guide

REFERENCE TYPE	WHAT TO SAY	WHAT NOT TO SAY	EXAMPLE
Industry	<ul style="list-style-type: none">✓ Autonomous vehicles✓ Robotaxis	<ul style="list-style-type: none">✗ AVs✗ Self-driving cars✗ Driverless car	<ul style="list-style-type: none">• '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	<ul style="list-style-type: none">✓ Zoox (primary)✓ Vehicle	<ul style="list-style-type: none">✗ Car✗ AV✗ Shuttle	<ul style="list-style-type: none">• 'Let Zoox drive'• 'Every part of our vehicle'
Riders vs. Passengers	<ul style="list-style-type: none">✓ Rider✓ You	<ul style="list-style-type: none">✗ Passenger✗ User✗ Customer	<ul style="list-style-type: none">• 'Built for riders'• 'Safety first. For you and everyone else.'
Benefactors of the Technology	<ul style="list-style-type: none">✓ Road user✓ People✓ Everyone	<ul style="list-style-type: none">✗ Citizen✗ Other driver	<ul style="list-style-type: none">• 'We want to be safer –both for our riders and other road users.'
Ride-hailing vs. Ride-sharing	<ul style="list-style-type: none">✓ Ride-hailing	<ul style="list-style-type: none">✗ Ride-sharing	<ul style="list-style-type: none">• 'We are creating a robotaxi fleet and ride-hailing service.'