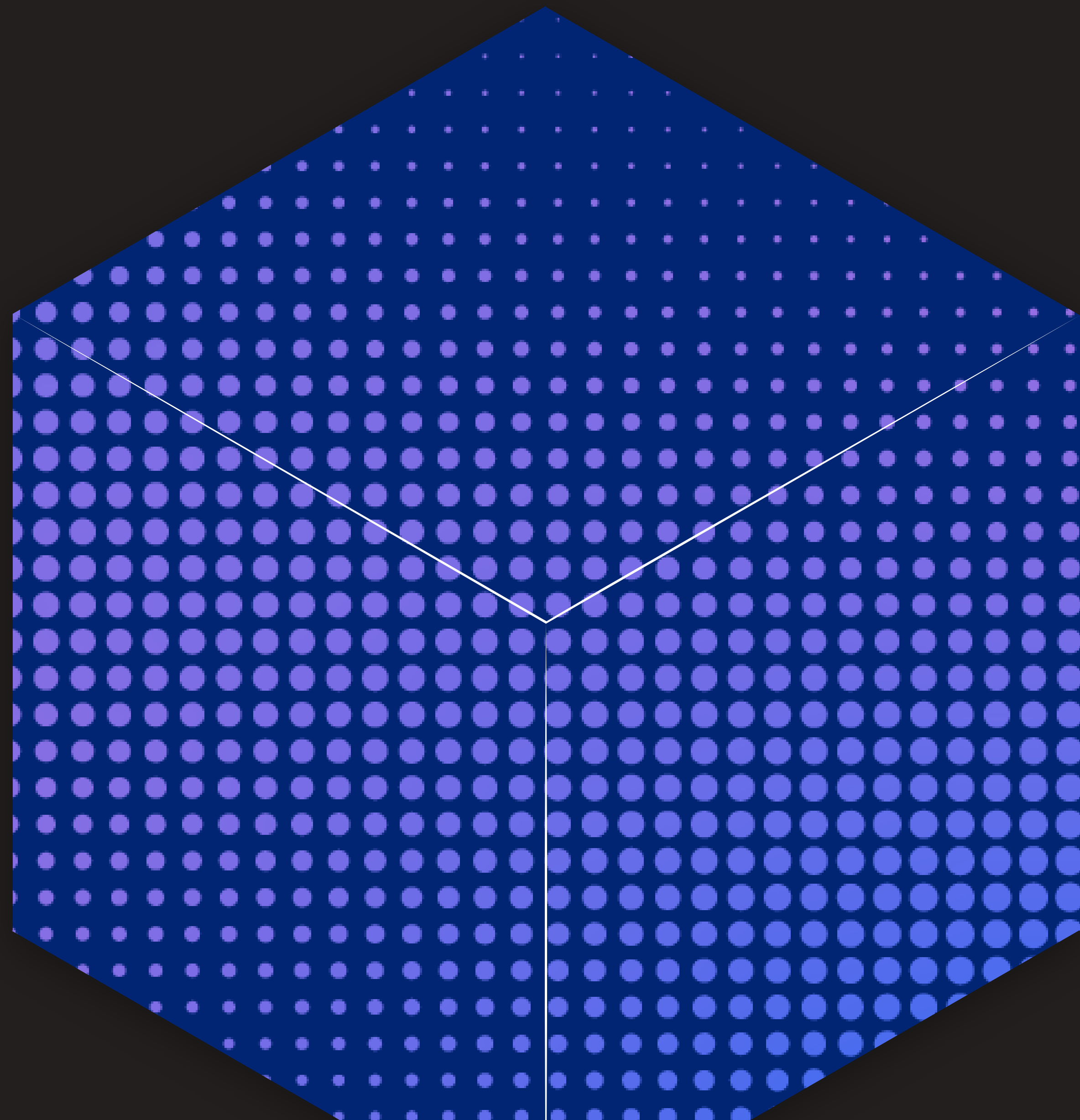
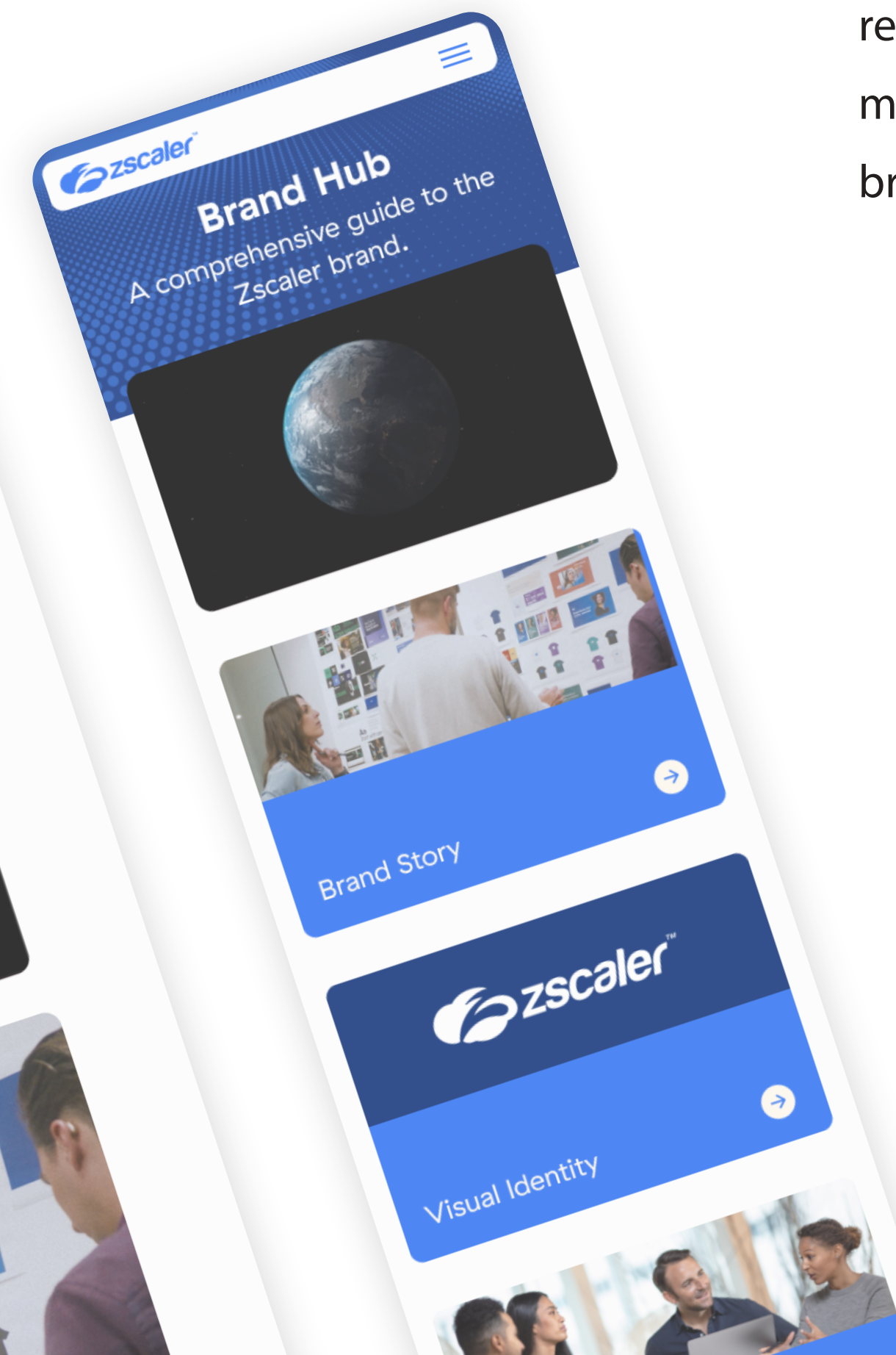
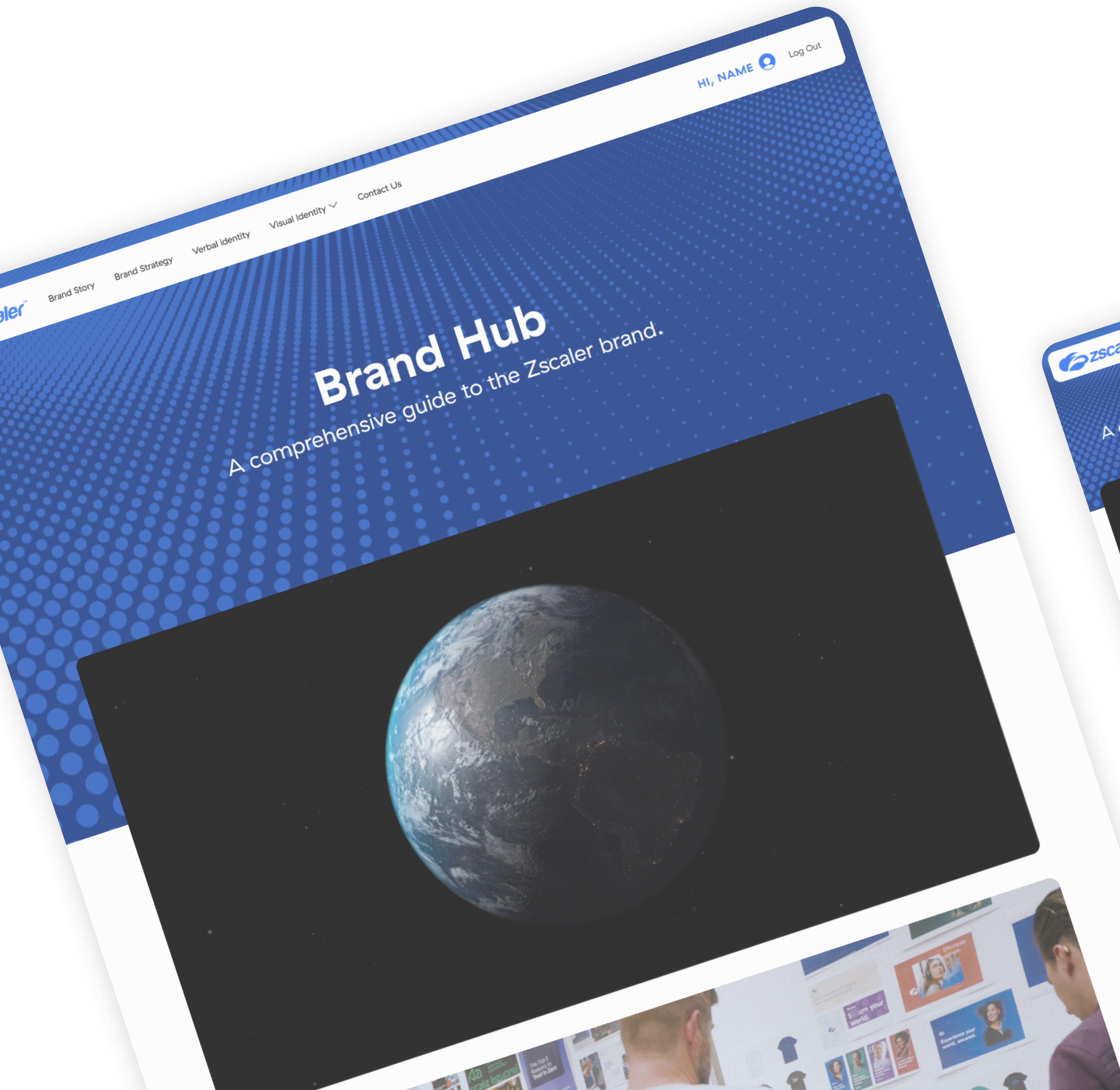




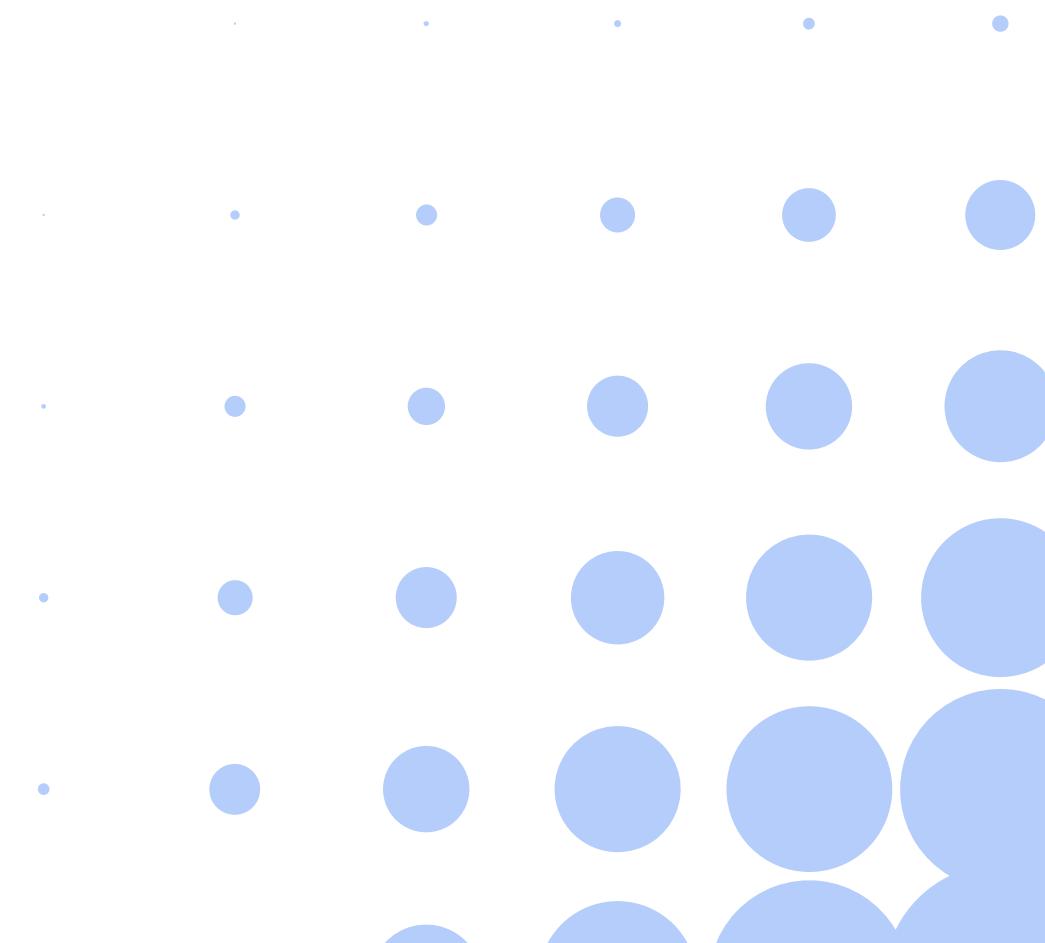
Digital Brand Hub

for **GRIZZLY**



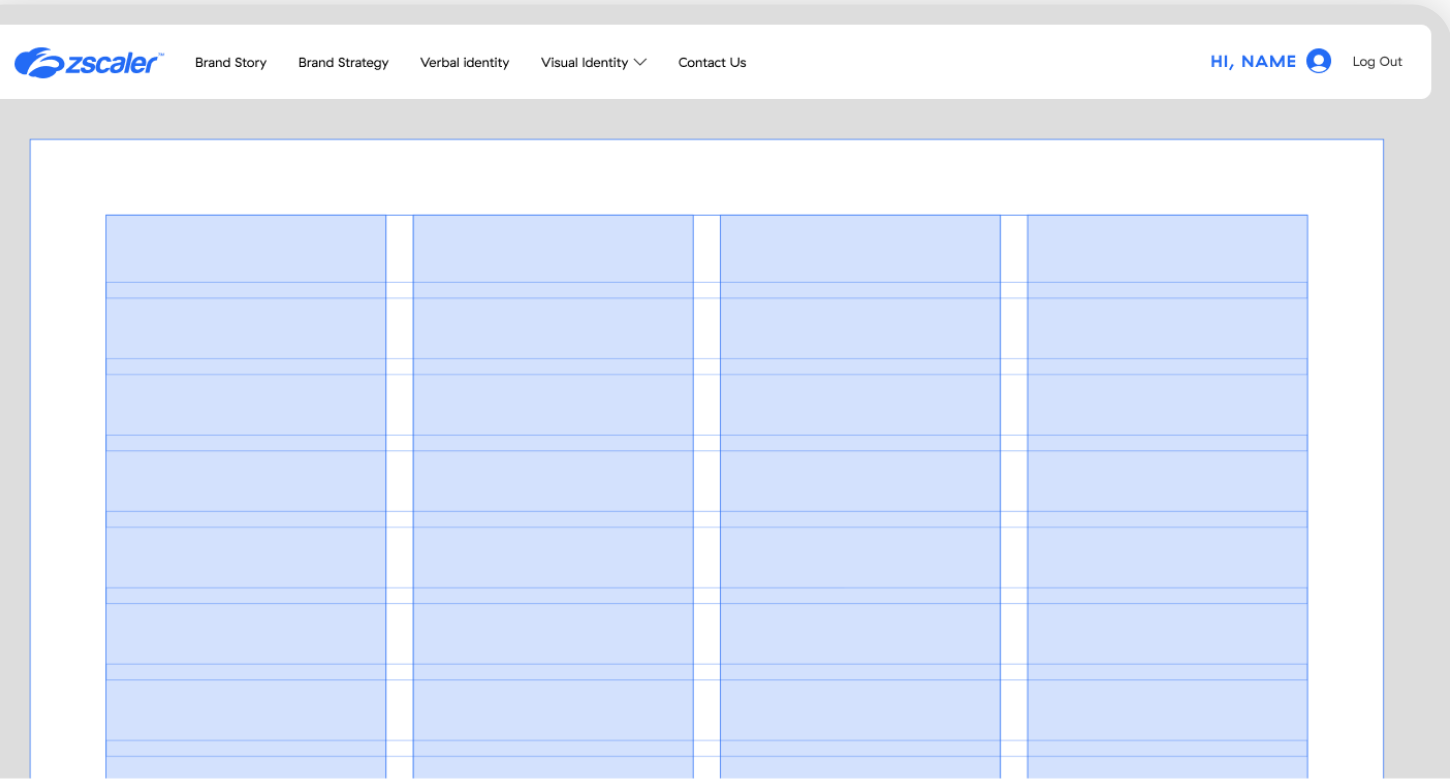


Our partners at **Grizzly** asked us to develop a **beautiful, functional brand portal for Zscaler's rebrand**. The goal was to launch the newly refreshed Zscaler brand at the 2022 annual sales meeting, in conjunction with the launch of our brand portal.





Despite the event going virtual due to COVID-19, and numerous twists and turns along the way, we successfully delivered a robust web experience for our clients in partnership with Grizzly and Zscaler marketing and IT.



Grids & Layout

Guidelines

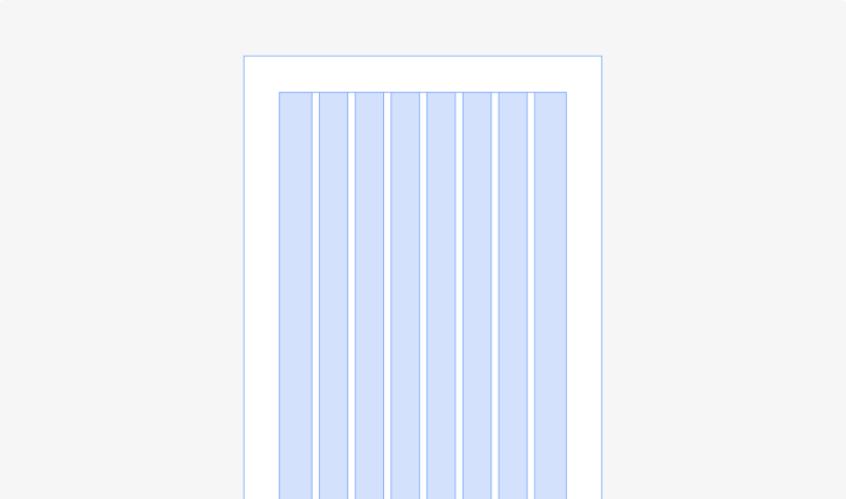
- Logo and Mark
- Grids & Layout
- Color
- Typography
- Photography
- Icons & Illustrations
- Experience Cloud

Grid System

Whenever possible, all aspects of a grid should be divisible by four. This includes the number of columns, the column width, the gutter width, and the margin width.



In some instances, it will not be possible for all aspects of a grid to be divisible by four (e.g. a 300x600 pixel digital ad). When this happens, ensure as many aspects of the grid as possible are divisible by four (e.g. a grid uses four columns and the column width is divisible by four, the gutter and margins are close, but not exactly divisible by four).



[Back to top](#)

- Brand Story
- Brand Strategy
- Verbal Identity
- Visual Identity
- Contact Us



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Grid

Guidelines

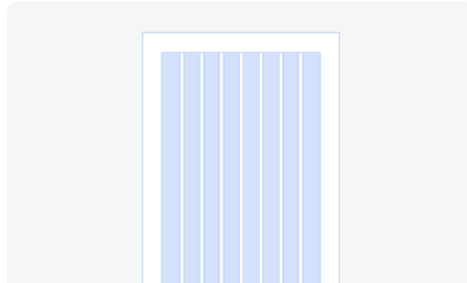
- Logo and Mark
- Grids & Layout
- Color
- Typography
- Photography
- Templates & Resources
- Experience Cloud

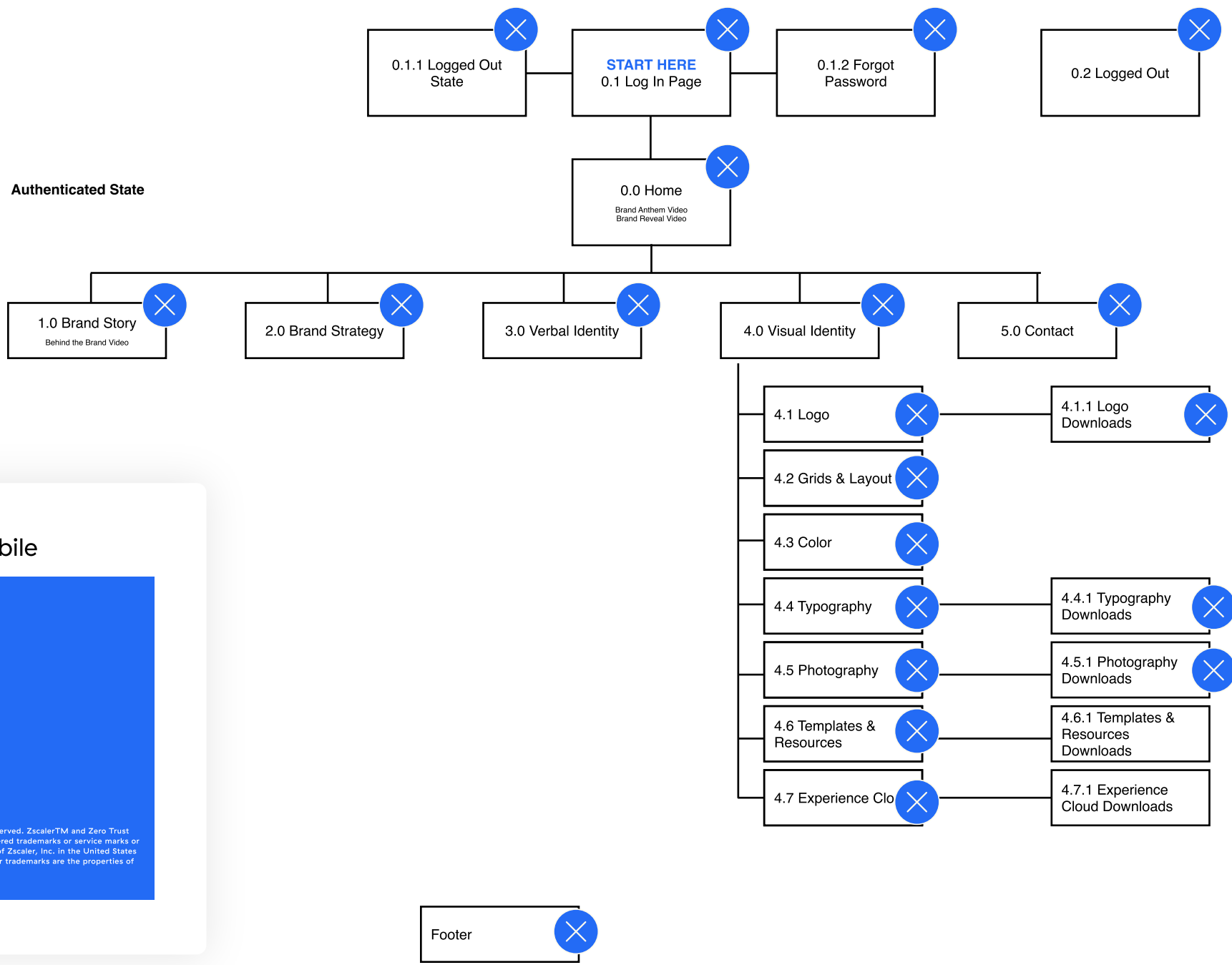
Grid System

Whenever possible, all aspects of a grid should be divisible by four. This includes the number of columns, the column width, the gutter width, and the margin width.

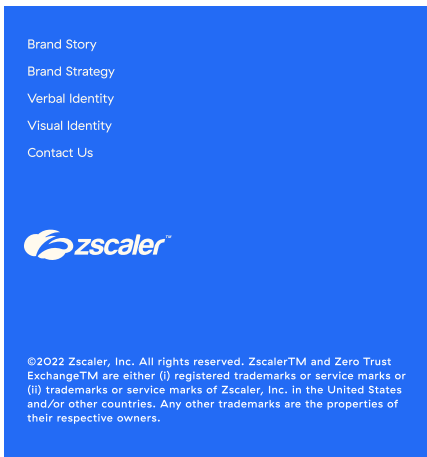


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Footer – Mobile

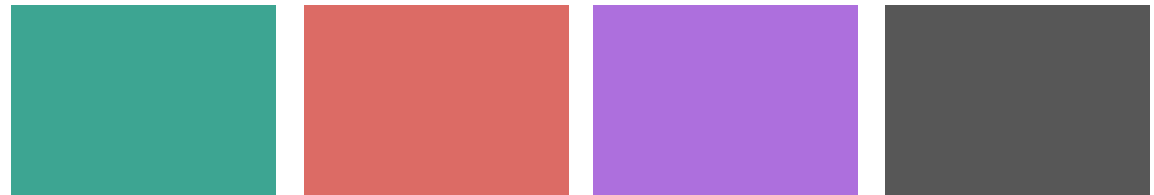


PRIMARY



HEX: 012673 HEX: 236BF5 HEX: FFFAEE

SECONDARY



HEX: 3DA592 HEX: DC6865 HEX: AD6FDD HEX: 575757



HEX: 1F5249 HEX: CE4035 HEX: 6A4386 HEX: 323232

DESKTOP

H1 – GT Haptik Bold

H2 – GT Haptik Regular

H3 – GT Haptik Bold

H4 – GT Haptik Medium

H5 – GT Haptik Medium

Body – GT Haptik Regular Body Hyperlink – GT Haptik Regular

Body Bold – GT Haptik Bold

BUTTON MEDIUM – GT HAPTİK MEDIUM

L1 Nav – GT Haptik Medium

Legal – GT Haptik Medium

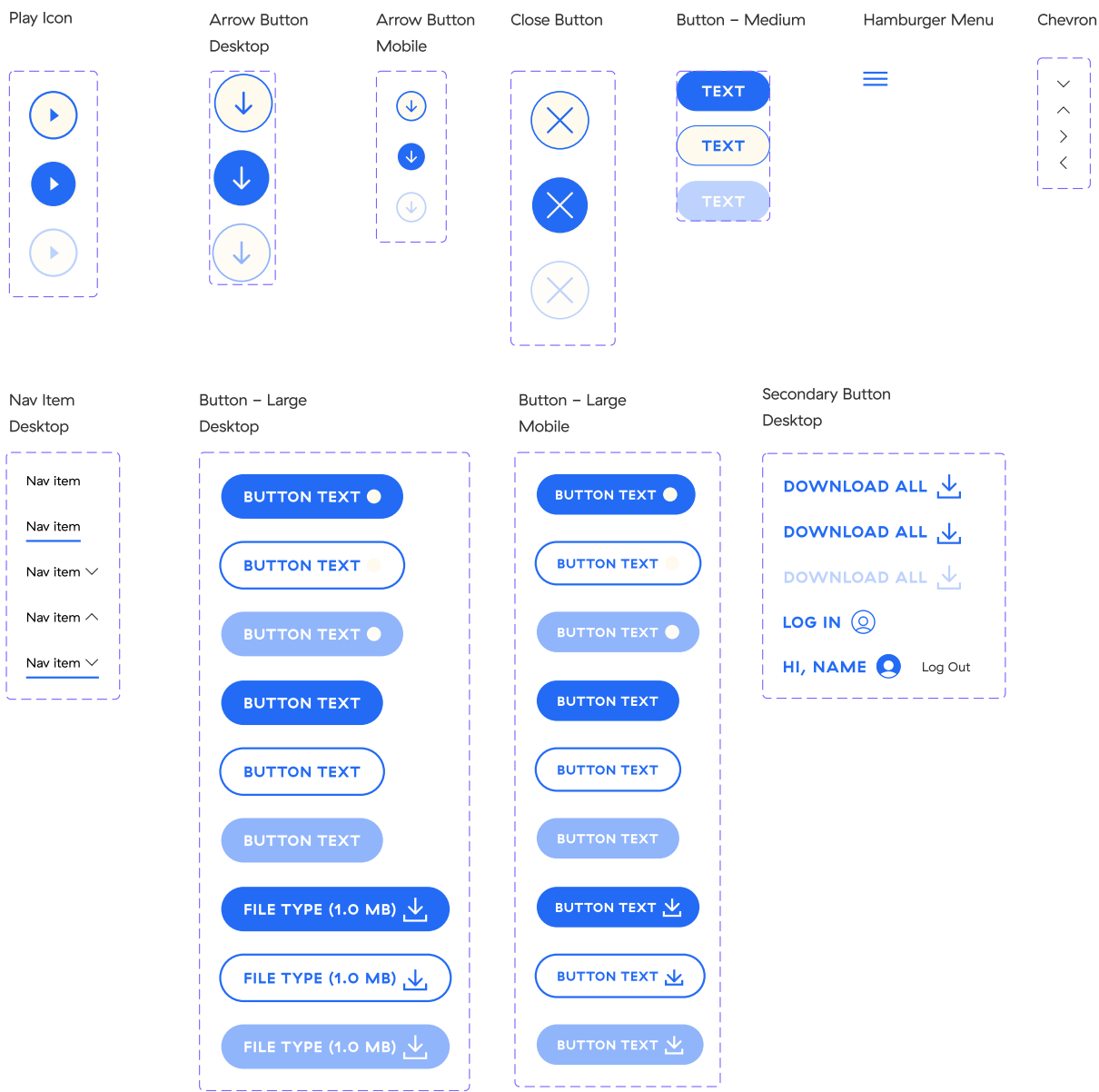
Caption – GT Haptik Regular

MOBILE

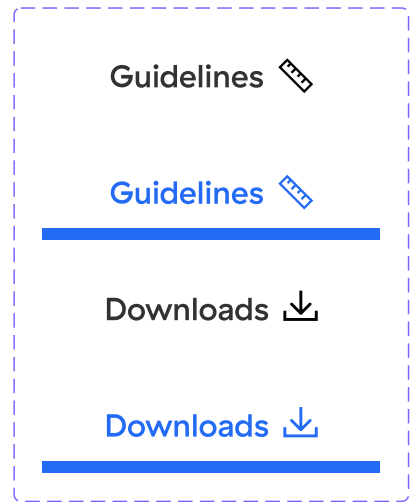
H1 – GT Haptik Bold

H2 – GT Haptik Regular

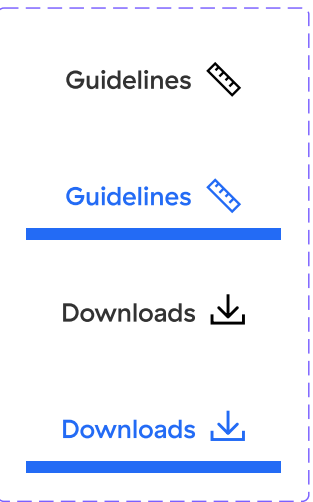
H3 – GT Haptik Bold



Desktop



Mobile



4-col Image Desktop



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FILE TYPE (1.0 MB) ↓



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FILE TYPE (1.0 MB) ↓

What We Did /



Discovery and design of website UX/UI based on Zscaler's functional requirements



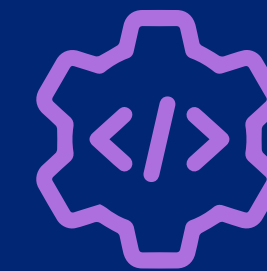
Design and animation creation based upon creative concepts by Grizzly



Server configuration



GIT Flow development process management



Development and handoff to Zscaler for implementation



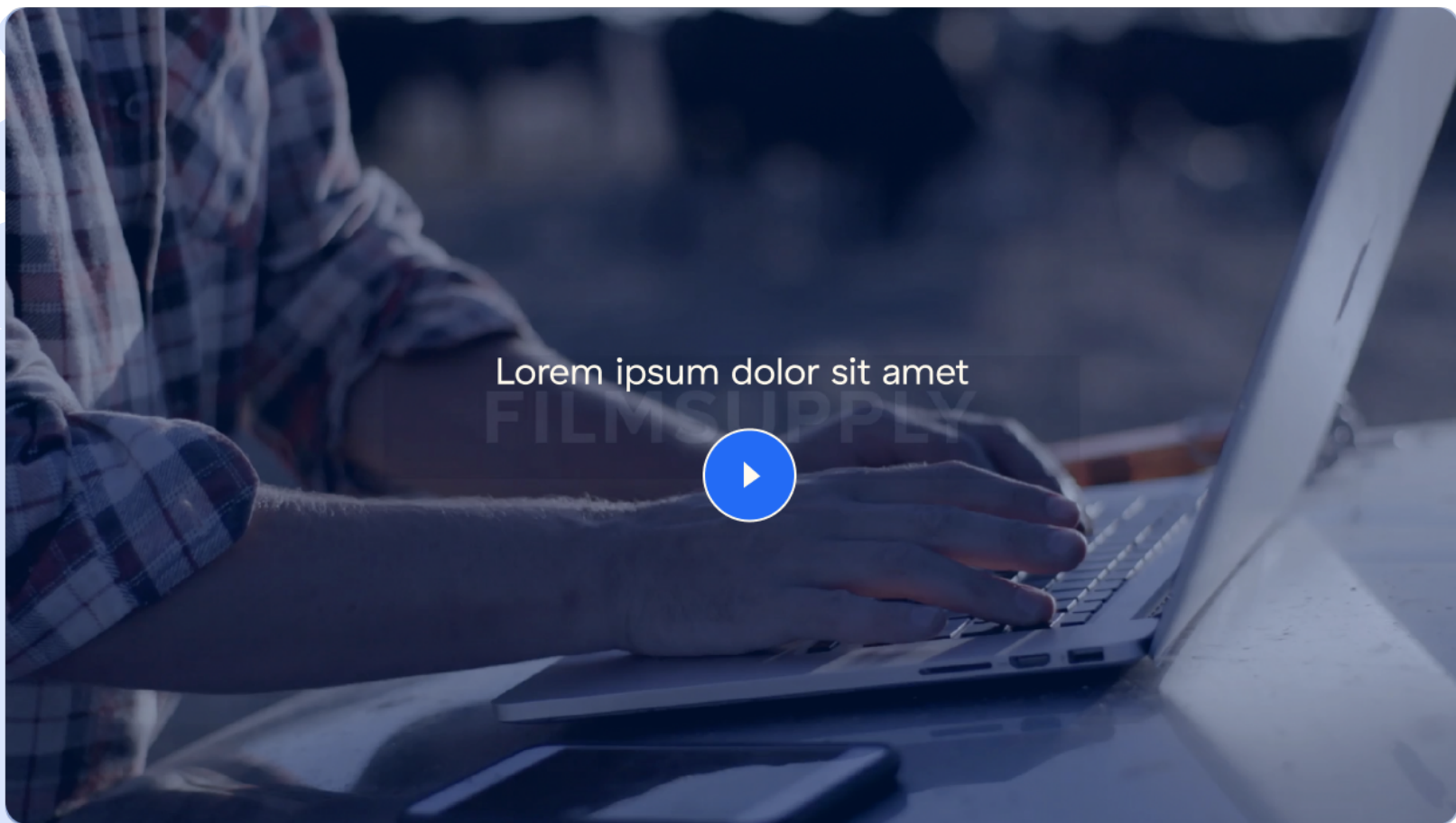
Deployment support with Zscaler IT team and post-launch support



communicate



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The Experience /

To empower a global salesforce via a single web destination, we imagined a scalable, CMS-based brand portal with downloadable assets and guidance. This portal will help to ensure the Zscaler team can all go to market armed with a consistent representation of the new Zscaler brand for the foreseeable future.

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FILE TYPE (1.0 MB)

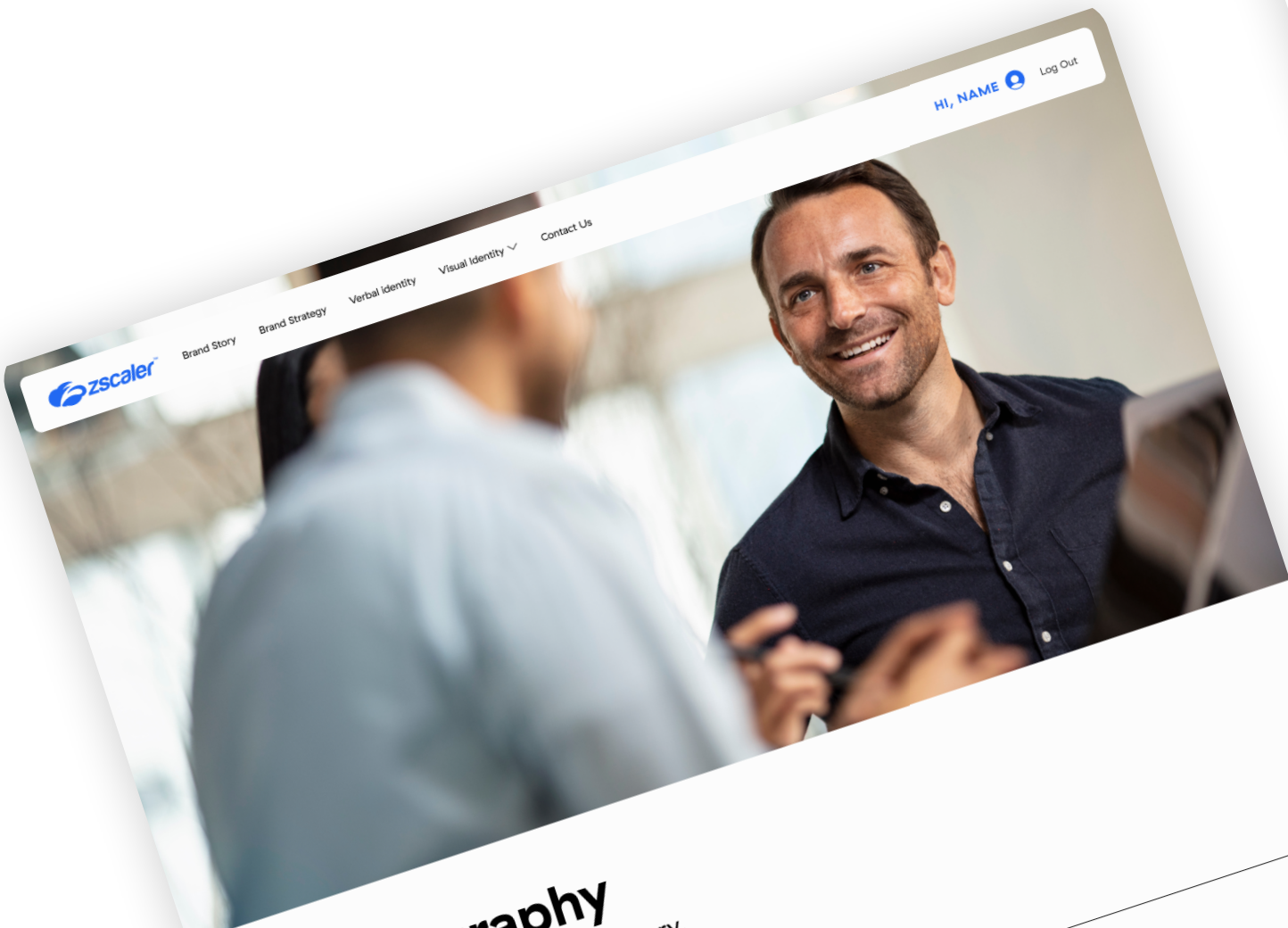
Lorem ipsum dolor sit

Lorem ipsum dolor sit

FILE TYPE (1.0 MB)



Grizzly/Zscaler Digital Brand Hub



Photography

Considerations for brand imagery.

Guidelines

Downloads

Logo and Mark
Grids & Layout
Color
Typography
Photography

Overview

Outdoor

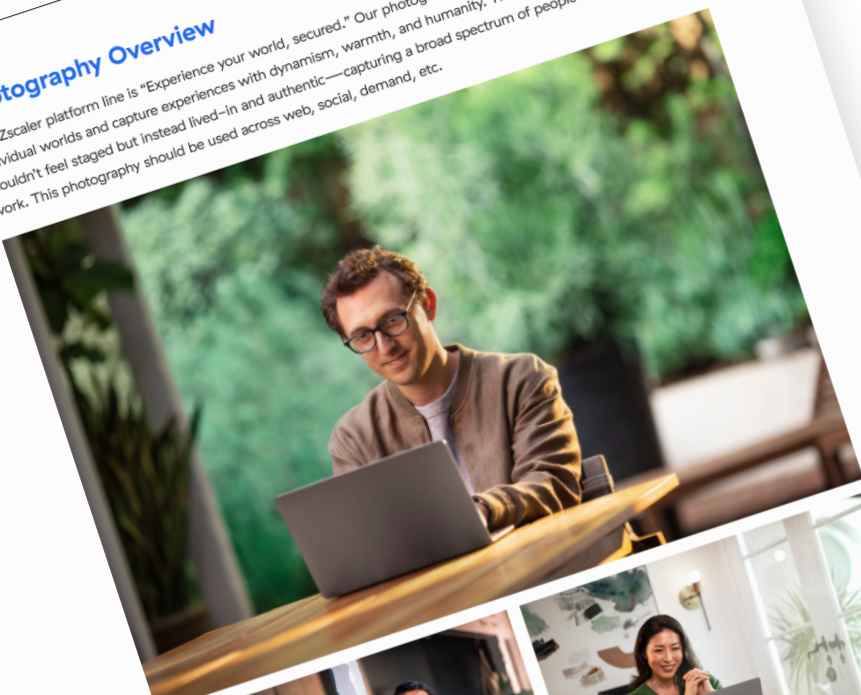
Indoor

Templates & Resources

Experience Cloud

Photography Overview

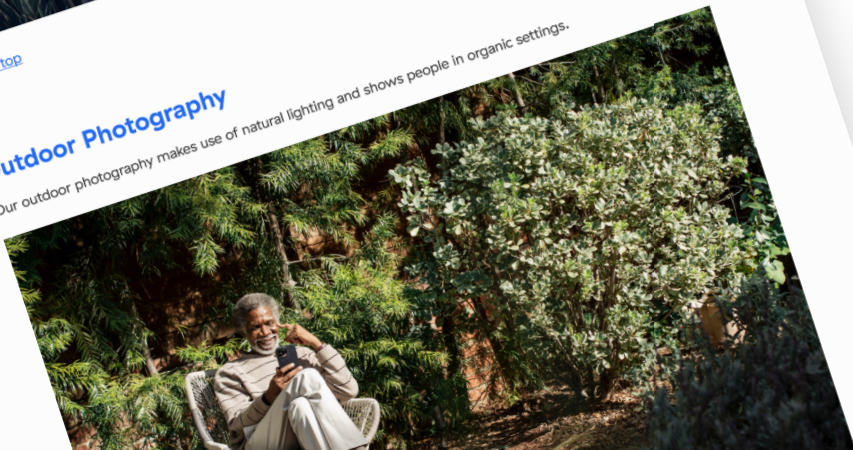
The Zscaler platform line is "Experience your world, secured." Our photography should establish individual worlds and capture experiences with dynamism, warmth, and humanity. The aesthetic shouldn't feel staged but instead lived-in and authentic—capturing a broad spectrum of people at work. This photography should be used across web, social, demand, etc.



Back to top

Outdoor Photography

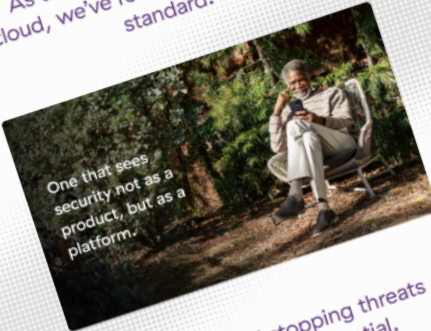
Our outdoor photography makes use of natural lighting and shows people in organic settings.



And we believe security can be a transformative experience.

Turning imagination into possibility.

As the world's largest security cloud, we've redefined the industry standard.



As a means of stopping threats and unlocking potential. As an experience, not as a network.



Contact Us

Where to get connected.

Feel free to reach out on Slack at [#brand](#) with any questions about this guide or any of the brand elements. If you have a new creative request, please send us an email at z-service-requests@zscaler.com.

Brand Story
Brand Strategy
Verbal Identity
Visual Identity
Contact Us



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GT Haptik ZS

Typography



Icons & Illustrations

Color



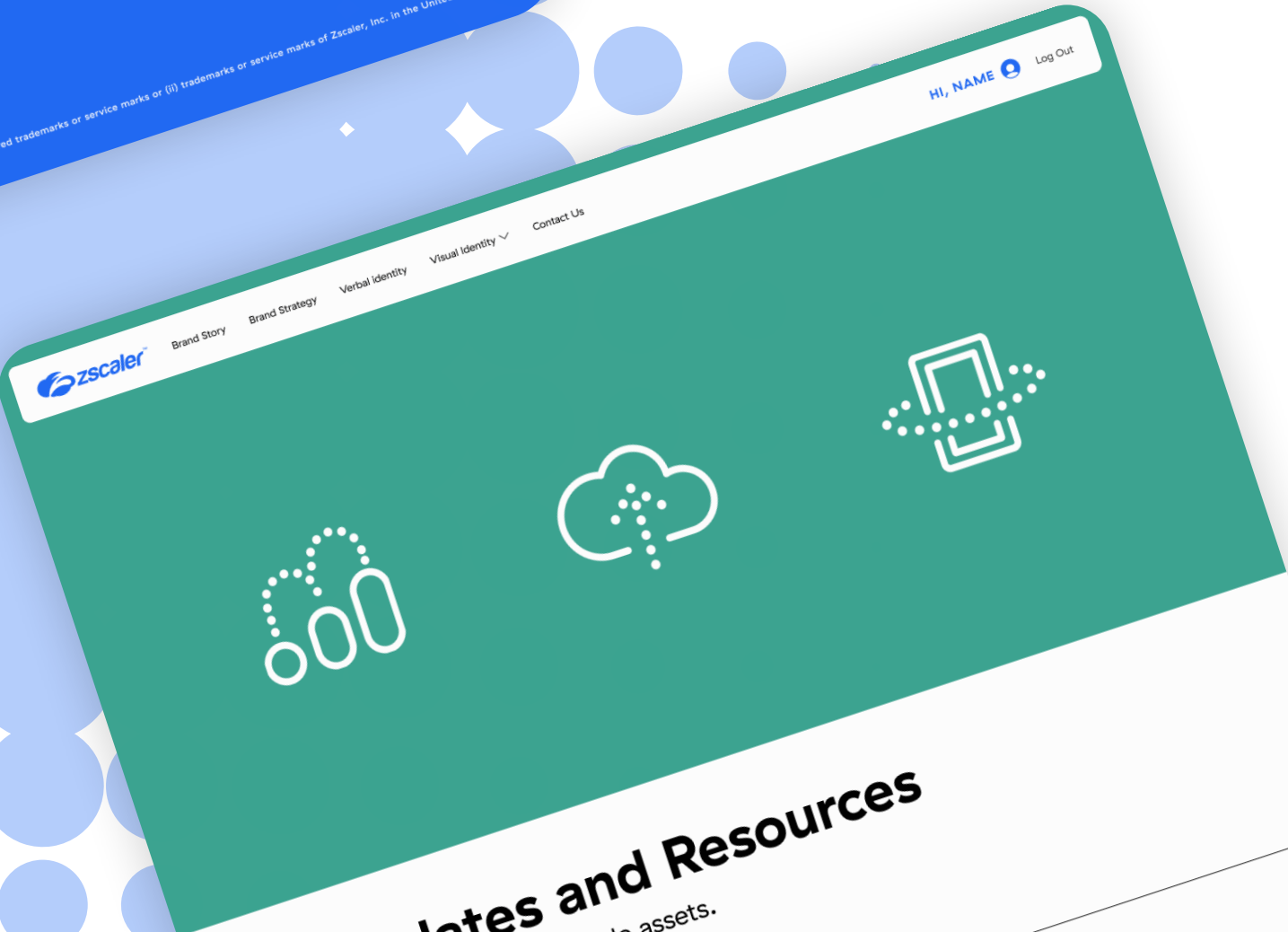
Photography

Experience Cloud



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Templates and Resources

A repository of downloadable assets.

Guidelines

Downloads

Logo and Mark
Grids & Layout

Collateral Templates

Here you'll find templates for collateral that can be used for both internal and public-facing occasions.



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