

ZSCALER

Digital Brand Hub
For GRIZZLY

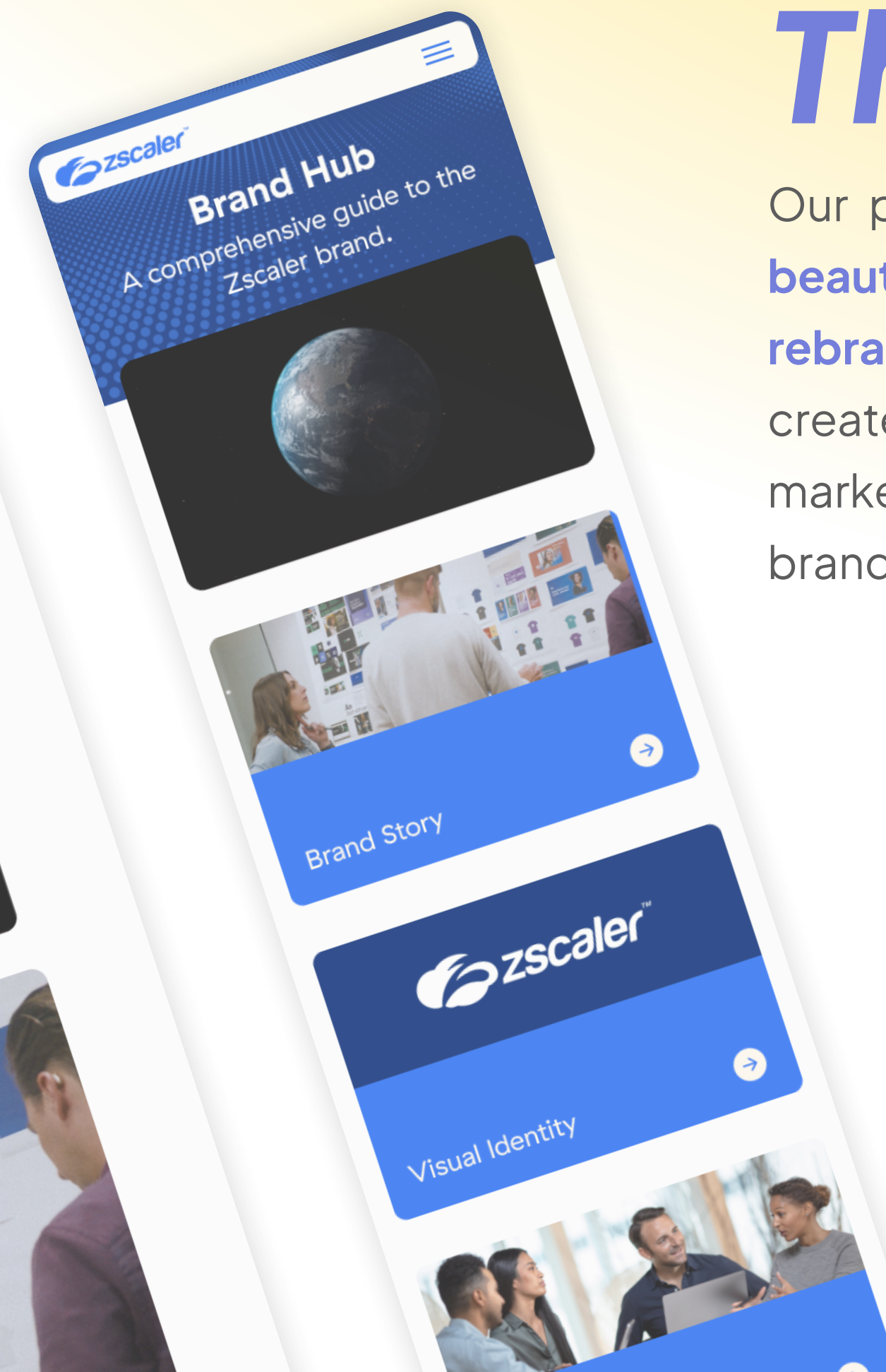
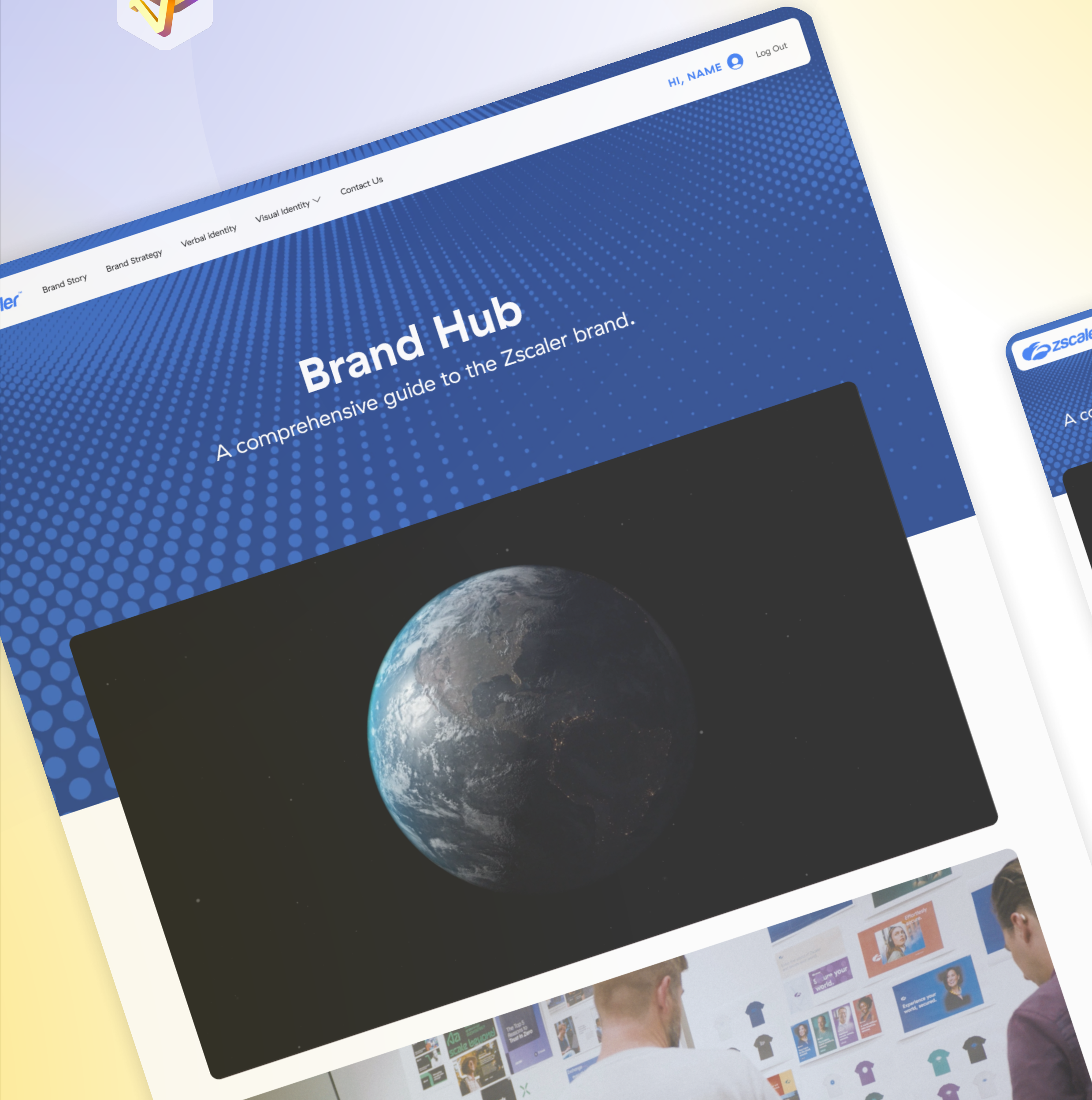


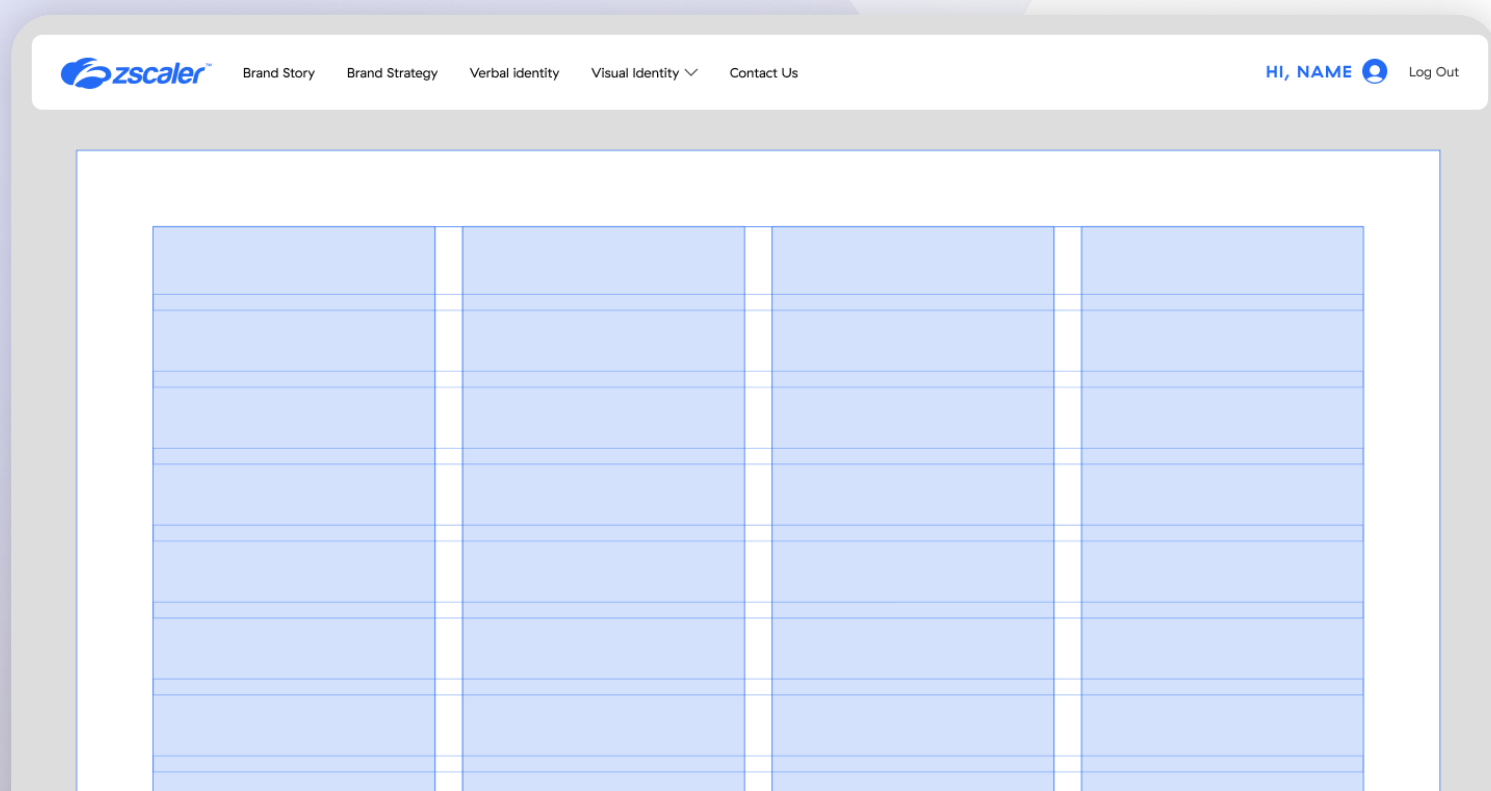
Case Study/ Zscaler Digital Brand Hub

ZSCALER // Grizzly

The Ask

Our partners at Grizzly asked us to develop a **beautiful, functional brand portal for Zscaler's rebrand**. The web-based experience was created to serve as a resource for their sales and marketing teams, housing the newly-launched brand assets, templates and guidelines.





Grids & Layout

Guidelines

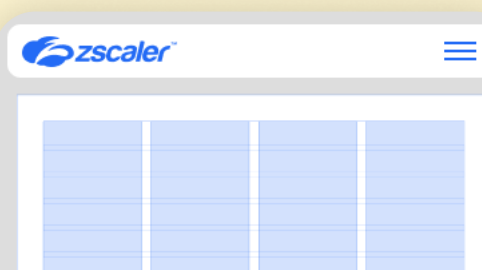
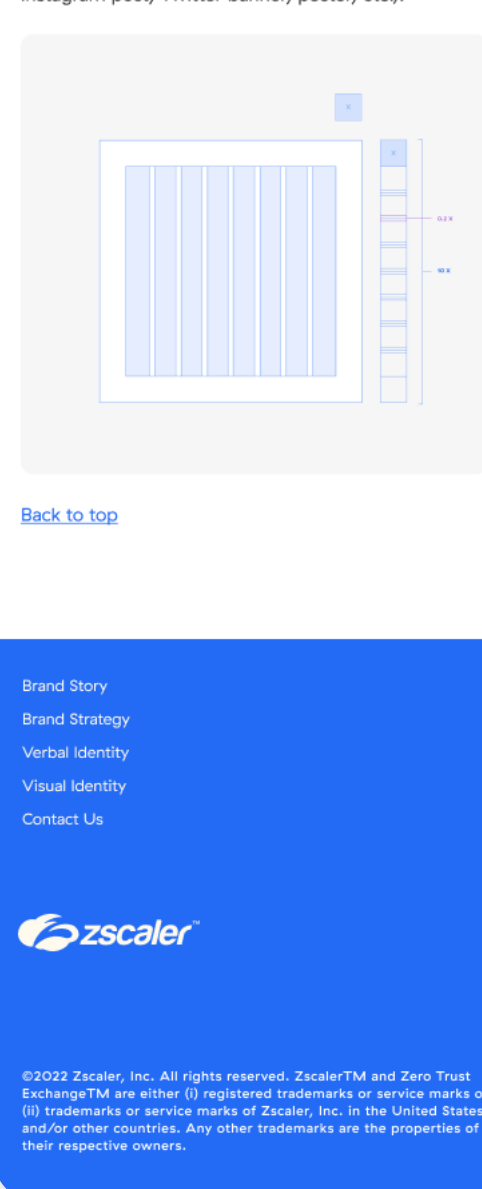
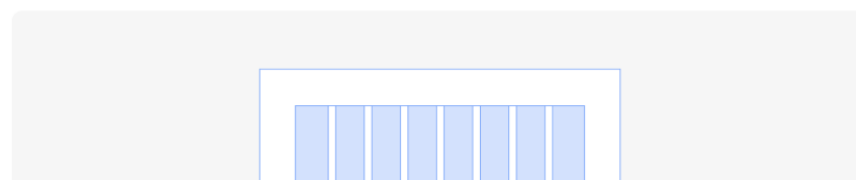
Logo and Mark
Grids & Layout
Color
Typography
Photography
Icons & Illustrations
Experience Cloud

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).



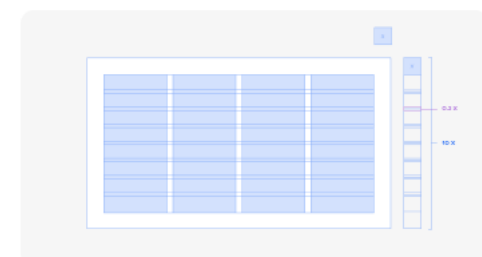
Grid

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.



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).



Case Study/ Zscaler Digital Brand Hub

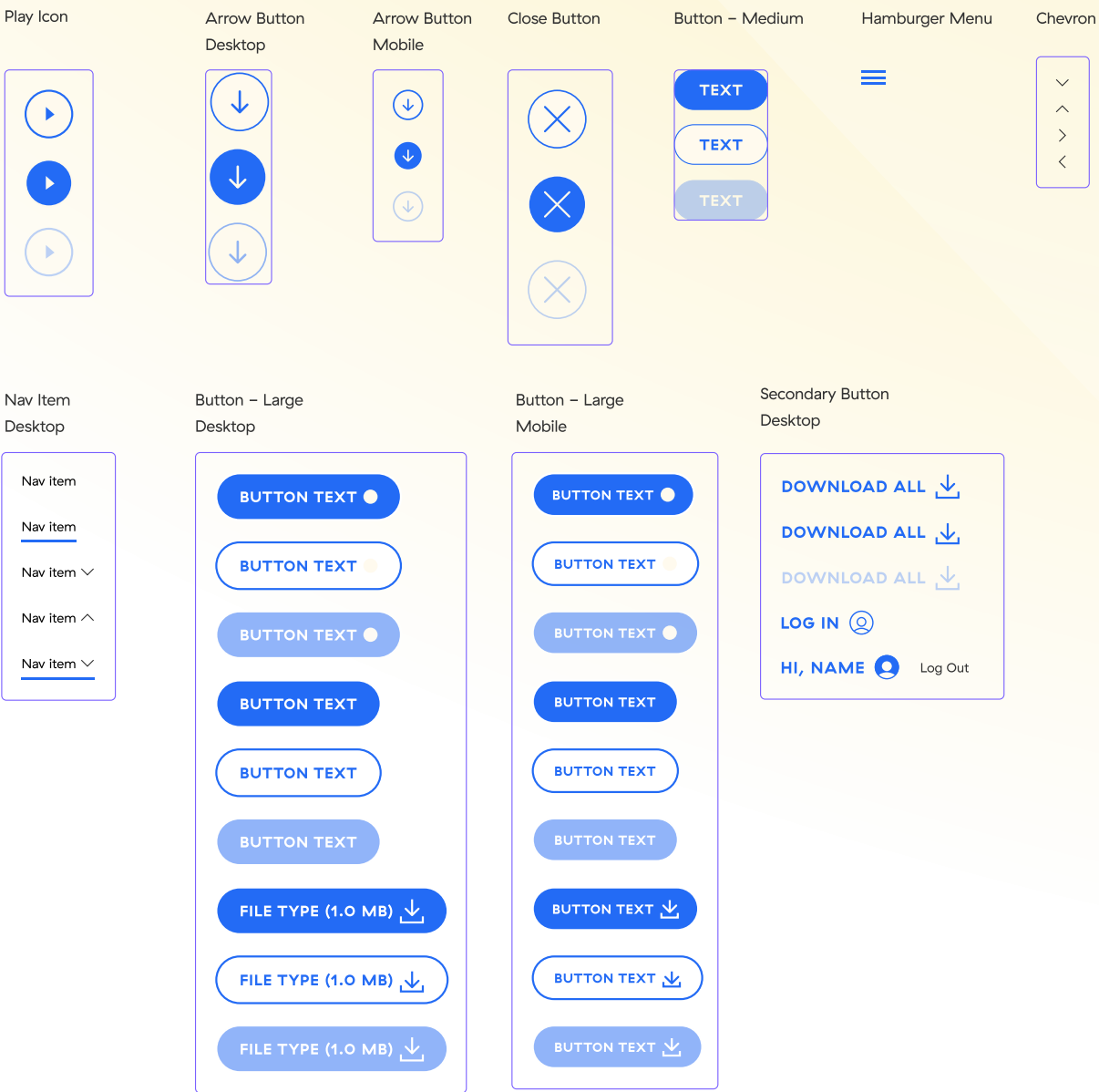
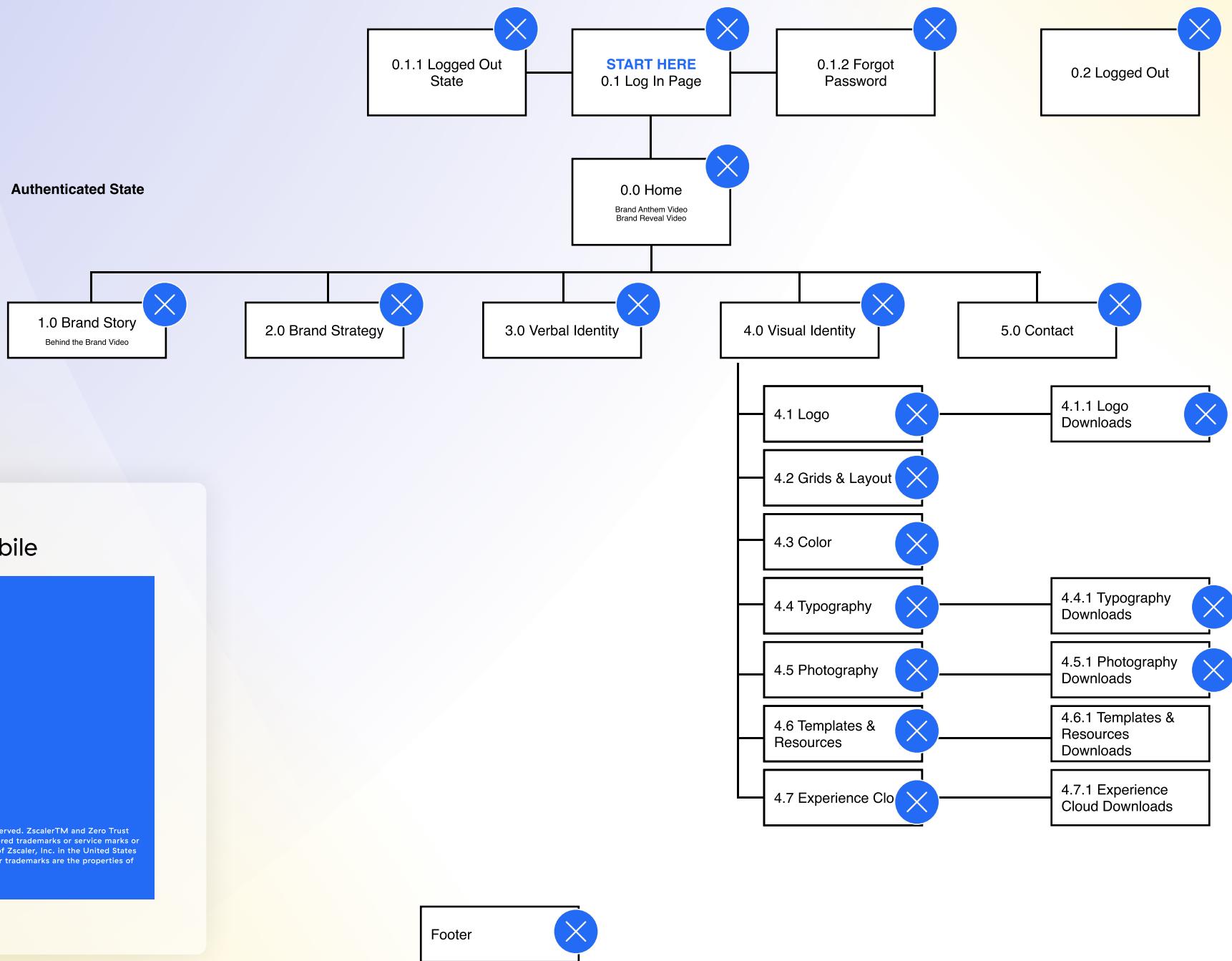
ZSCALER // Grizzly

The Solution

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.



Case Study/ Zscaler Digital Brand Hub



4-col Image Desktop



Lorem ipsum dolor sit

Lorem ipsum dolor sit

FILE TYPE (1.0 MB) ↓



Lorem ipsum dolor sit

Lorem ipsum dolor sit

FILE TYPE (1.0 MB) ↓

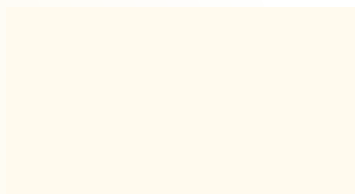
PRIMARY



HEX: 012673



HEX: 236BF5



HEX: FFFAEE

SECONDARY



HEX: 3DA592



HEX: DC6B65



HEX: AD6FDD



HEX: 575757

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

Desktop

Guidelines

Guidelines

Downloads

Downloads

Mobile

Guidelines

Guidelines

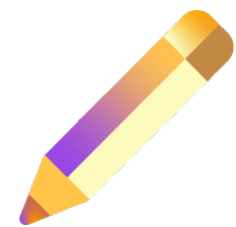
Downloads

Downloads



Case Study/ Zscaler Digital Brand Hub

What We Did



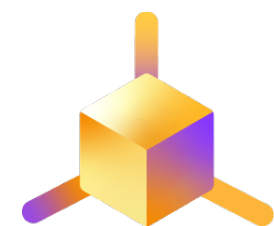
Discovery and design of website UX/UI based on Zscaler's functional requirements



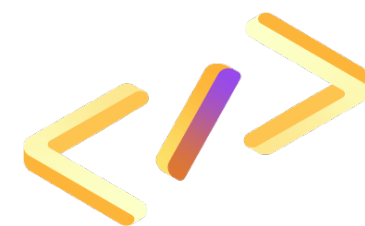
Design and animation creation based upon creative concepts by Grizzly



Server configuration



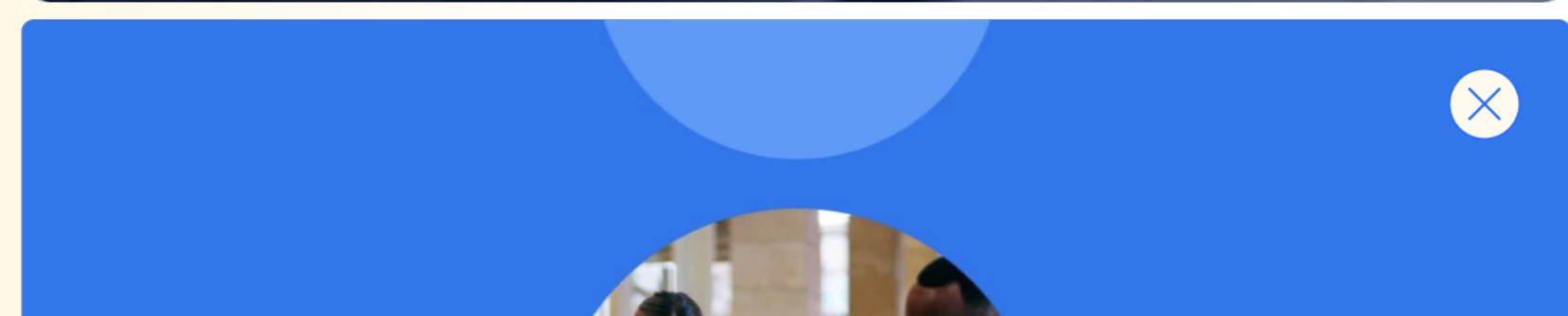
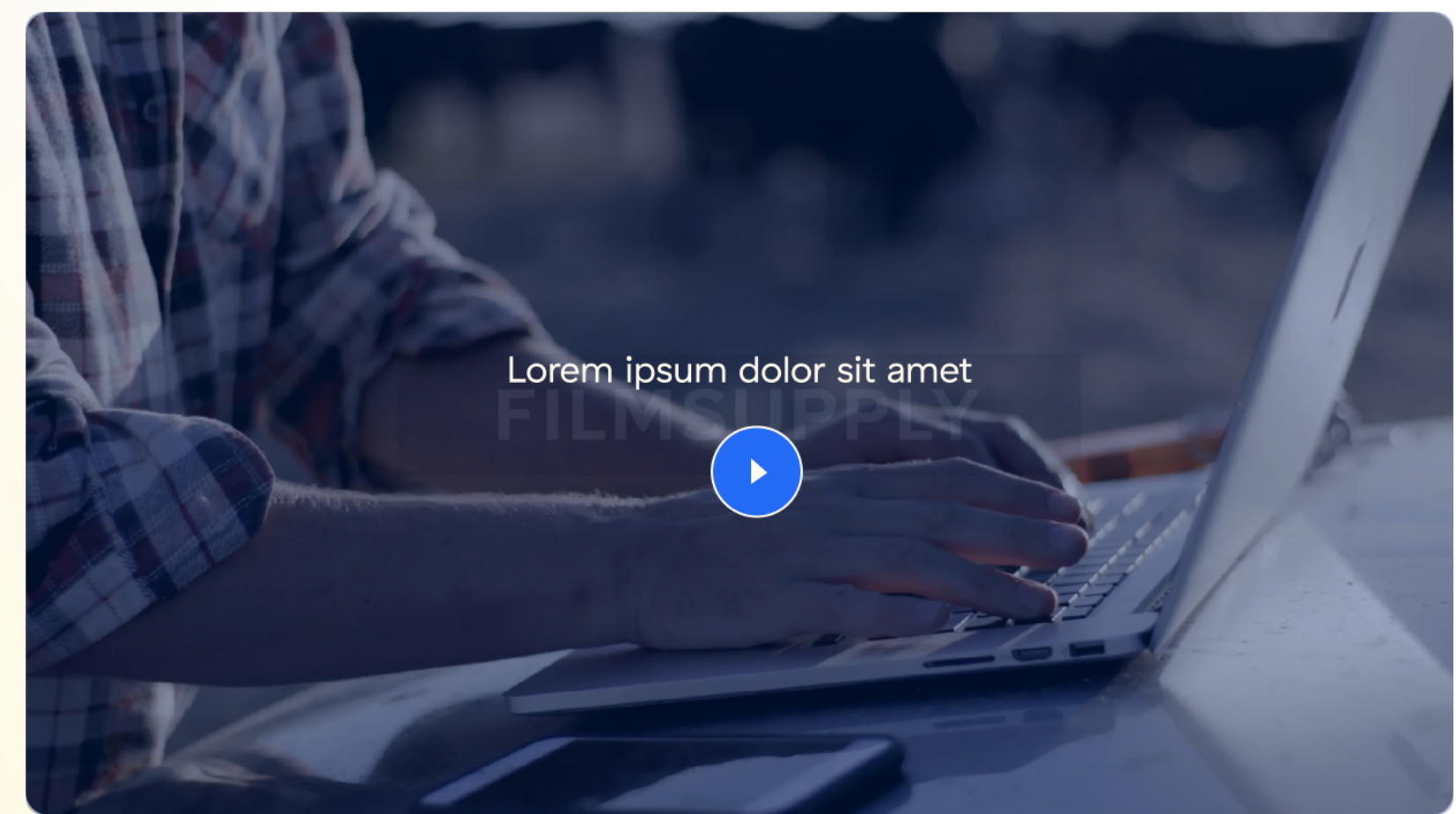
GIT Flow development process management



Development and handoff to Zscaler for implementation



Deployment support with Zscaler IT team and post-launch support




ZSCALER // Grizzly


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.

Lorem ipsum dolor sit
Lorem ipsum dolor sit

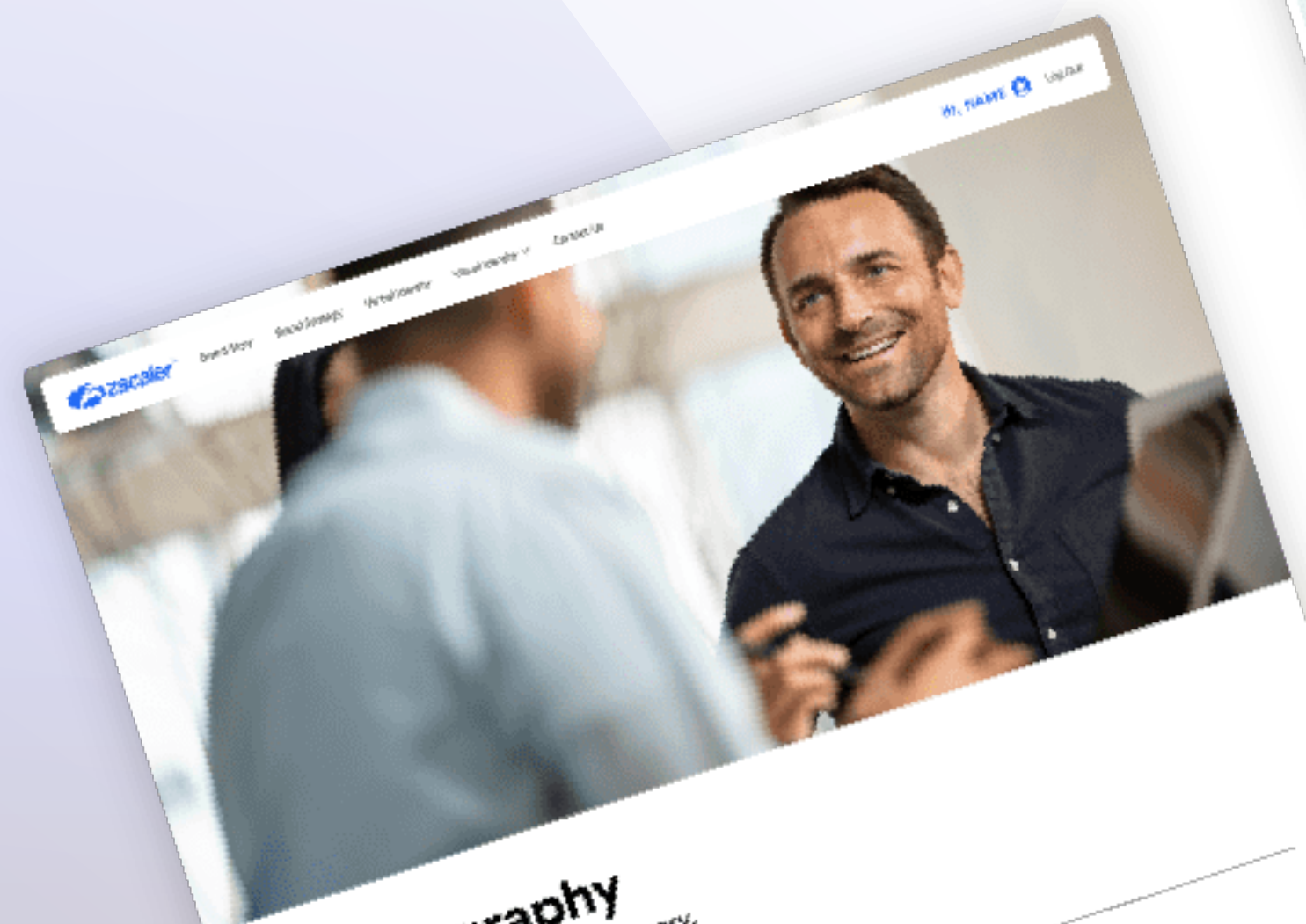
FILE TYPE (1.0 MB) 

Lorem ipsum dolor sit
Lorem ipsum dolor sit

FILE TYPE (1.0 MB) 



Case Study/ Zscaler Digital Brand Hub



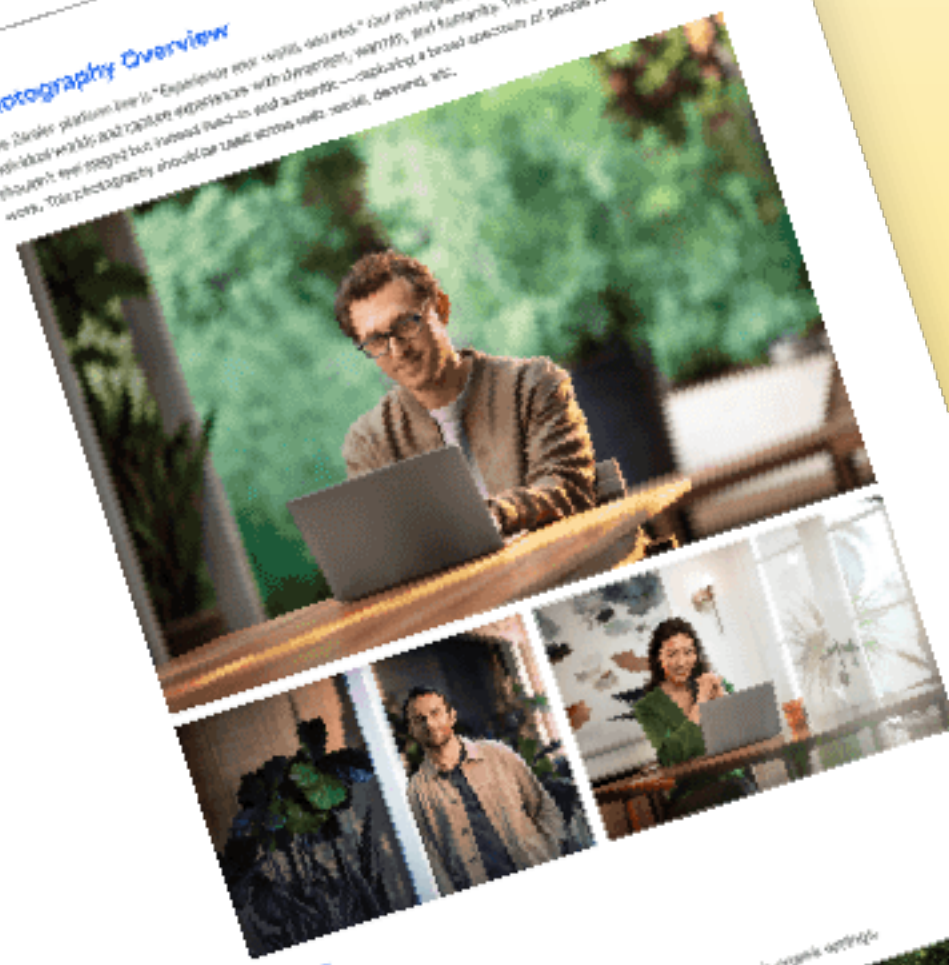
Photography

Considerations for brand imagery.

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

Photography Overview

The Zscaler platform live in "Experience your world, secured." Our photography should establish individual worlds and capture experiences with a moment, warmth, and humanity. The content should be eye-catching but not over-the-top, and it should be a broad spectrum of people at work. This photography should be used across web, social, training, etc.



Outdoor Photography

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

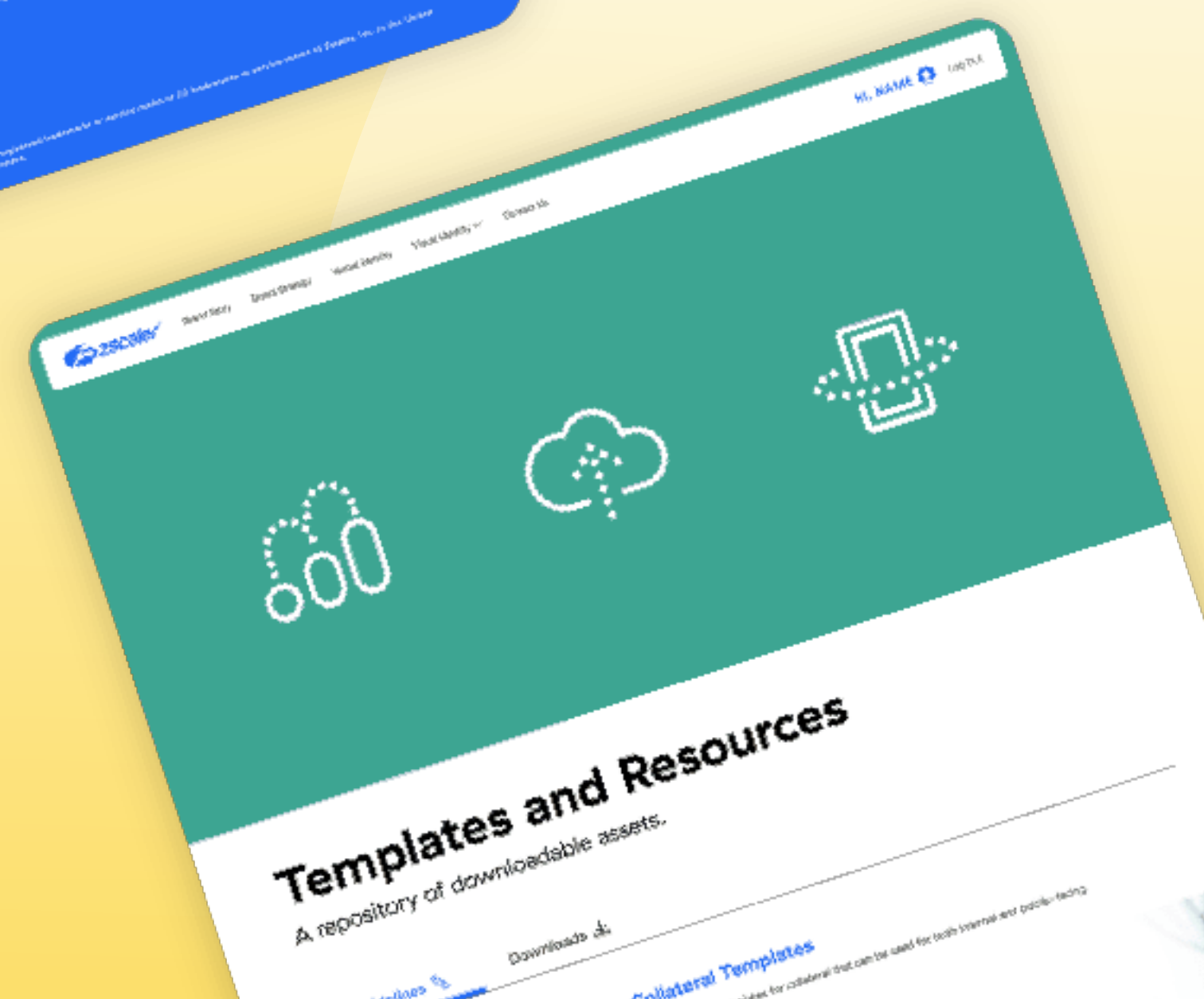
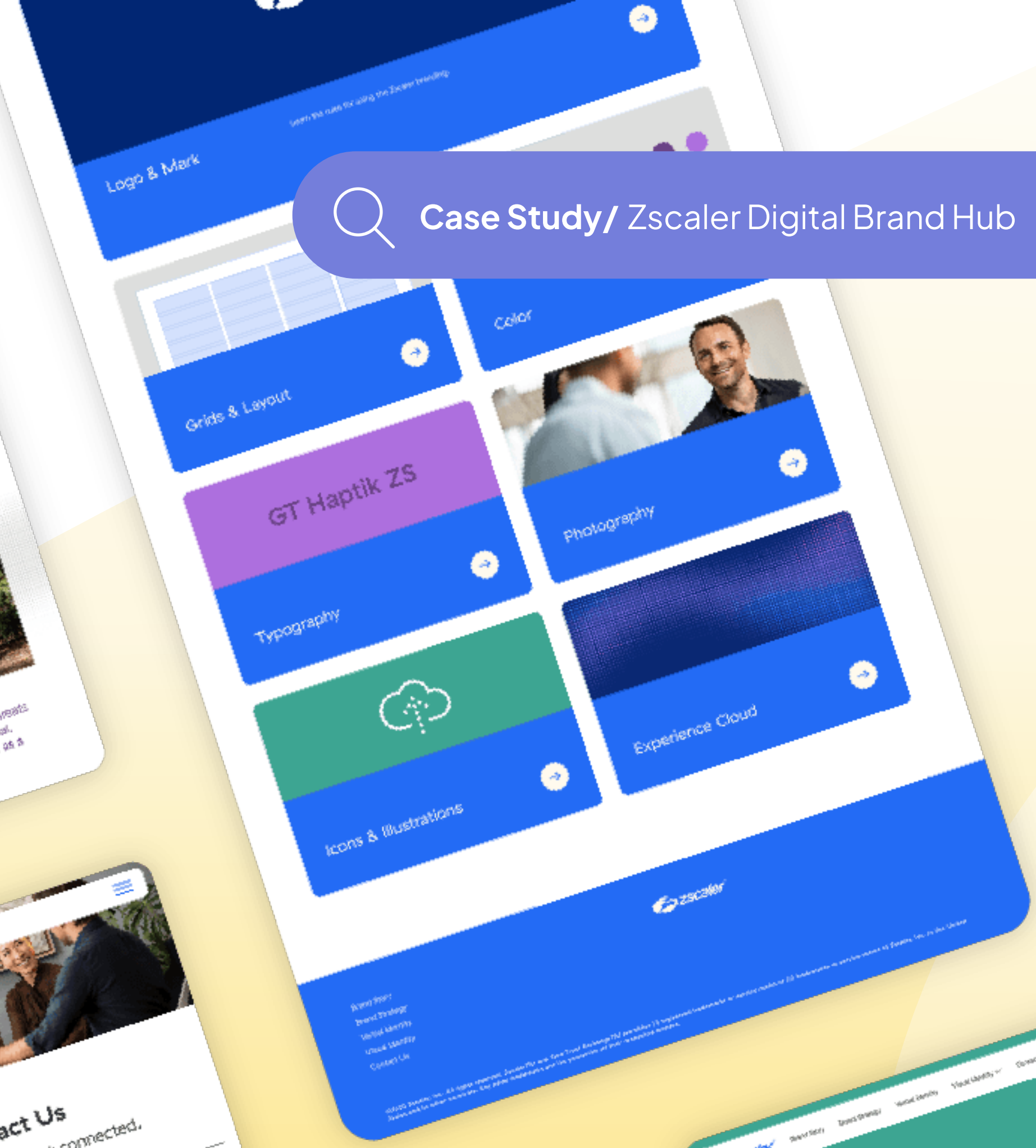


Contact Us

Where to get connected.

Feel free to reach out on Slack at _____ 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 creative@zscaler.com.

- Brand Story
- Brand Strategy
- Visual Identity
- Content



Templates and Resources

A repository of downloadable assets.

Download

Collateral Templates



visualgoodness.com (646)-298-1085 info@visualgoodness.com