

Zippy Brand Book

ZIPPY.

WE GO TOGETHER



ZIPPY.

History

Zippy is a well-established European brand with over two decades of retail experience. ● Founded in 1996, in Porto, in the north of Portugal, we benefit from the well-recognised expertise of the traditional Portuguese textile industry. ■ Our DNA is an optimistic and easy-going approach to life. It's all about a sense of practicality and affordable design. ▲ We dress babies and kids who see every day full of possibilities, seeking to make the most of every moment and opportunity. ● A place where every family member is invited. ▲ Our products are available in 40 countries worldwide and we are still growing confidently.

Philosophy

Big Me (yes, we have a name for it)

From our parent company's motto "Improving life", our philosophy takes shape: Solutions to improve parents and kids' lives. ● As simple as that. We celebrate togetherness. ◆ Here's to a beautiful way of thinking. One that puts family first without overlooking the careful design of everything we do. ■ One that finds affordable, practical and functional solutions to give you time and space to enjoy your family. ▲ This way of thinking is what guides us and the way we work every single day.

We're here for you.

1. Vision & Mission
Value Proposition
Brand Pyramid



**So keep
going
and keep
growing.**

Vision

Zippy's vision

To be a global brand
empowering parents
and kids in their
everyday life.



A company's **VISION** sets the prospect for the long term.

VISION is inspired by what is desired for the future
— an attainable, realistic dream.

VISION is included in what the company wants to become
and in which direction should be focused.

Mission

Zippy's mission

Make daily life easier
and more meaningful
for parents & kids.

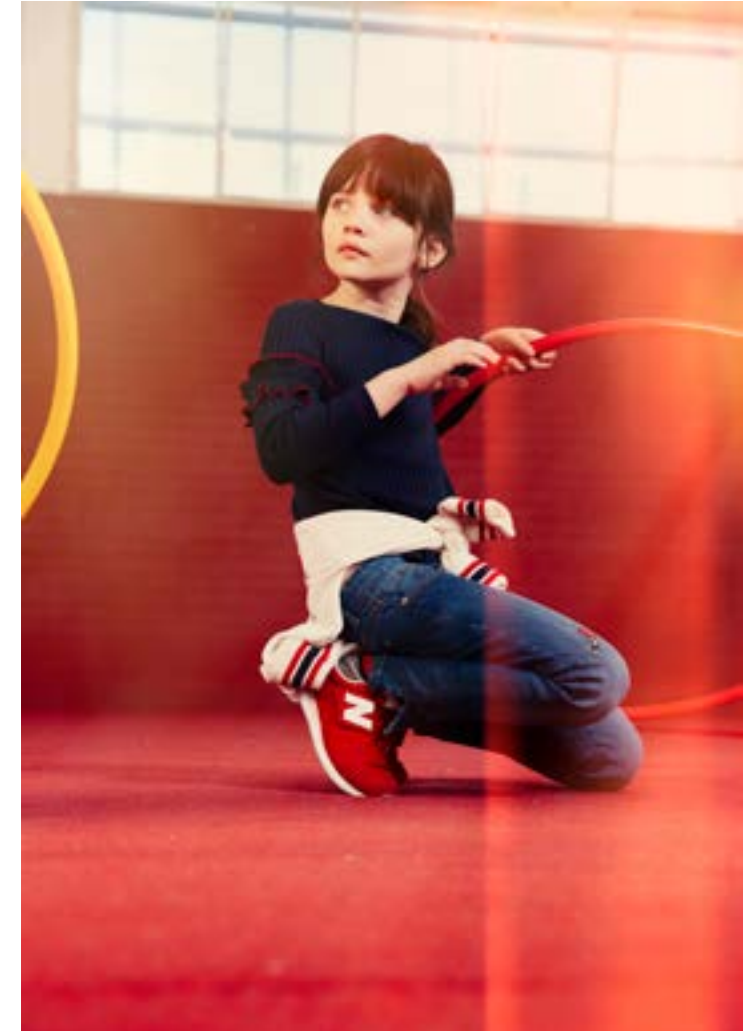


The **MISSION** of a company corresponds to its purpose
and to whom it is intended.

Value Proposition

Zippy's Value Proposition

Zippy is a modern everyday family brand. Inspired by a practical and optimistic spirit, Zippy develops timeless, affordable and carefully designed clothing and offers a criterious nursery selection, for parents to be and 0 to 9 year old kids.



The most complete and affordable brand for the children's universe.

Brand Pyramid

The brand's reason why.
Systematizes the brand's role
in the world.

Character traits that are reflected
in the brand's language, seeking
to create an emotional relationship
with the audience.

Serve to optimise the brand
relationship with the target
audience, reflecting its level
of importance, pertinence
and relevance.

Functional and emotional
aspects that benefit
customer experience.

All aspects of the product and
brand offer that together
define the brand and make it
unique. Properties that help
deliver the value proposition.

Essence

Personality

Values

Benefits

Attributes

Essence

Easiness

Make daily life easier and more meaningful for families.

Personality

Optimistic

Zippy always has nice things to say to parents, and kids. Zippy knows exactly how it feels to be in the parents' shoes and shares their experience and knowledge to comfort them.

Values

Complicity

Zippy is a brand that knows how to wear the families' shoes. Zippy understands the challenges clients face and supports and helps them every step of the way.

Benefits

Simplicity

Zippy believes simplicity is key to a joyful family life.

Attributes

Reliability

Zippy makes sure the products developed and curated are well-made, durable and trust-worthy.

Personality

Confident

Zippy knows by heart the daily challenges and joys a family faces. That is why Zippy is confident in telling families what are the best choices in life. Zippy's confidence comes from a true understanding of the world, and Zippy is willing to share its knowledge with clients.

Values

Democratization

Zippy is a brand that believes that everyone should have access to durable, practical and timeless products.

Benefits

Smart Buy

Zippy offers the best choice, with durable, timeless and affordable products.

Attributes

Specialist

Zippy has tremendous experience with families. That is why Zippy facilitates their lives every step of the way. As family-style brand, Zippy develops and curates clothing and nursery for parents and kids.

Personality

Helpful

Zippy believes that close relationships are the ones that matter. Zippy is insightful and helpful in parents and kids' everyday lives. Zippy wants to be there for clients and does that with a witty sense of humour.

Values

Practicality

Zippy is a brand that believes pragmatism and practicality are essential in the family life. Practicality drives the easiness catered by the brand.

Benefits

Inspirational

Zippy embraces a joyful, practical and optimistic spirit, inspired by modern family lifestyling. Zippy is passionate about growing alongside families, being a partner in their journey. That is timeless and inspiring.

Attributes

Purposeful Design

Zippy delivers beautiful, durable, efficiency-driven and practical design that makes parents & kids' lives easier and better.

Personality

Uncomplicated

Zippy is a straightforward brand and speaks and writes in a very simple, uncomplicated and clear way. Zippy has an insider view about the parents and kids' lives and uses that solid knowledge to facilitate it.

Attributes

Affordable

Zippy finds affordable, practical and functional solutions to give you time and space to enjoy your family.

Brand Pyramid

Essence

Brand Reason why

Easiness

Personality

Brand Character

Optimistic
Confident
Helpful
Uncomplicated
Curious

Values

Brand Beliefs

Complicity
Democratization
Practicality

Benefits

Brand Experience

Simplicity
Smart Buy
Inspirational

Attributes

Products & Services
differentiation

Reliability
Specialist
Purposeful Design
Affordable

**This is our
commitment
to you.**

2.
Visual Universe
Brand Voice
Verbal Universe



Keep going.

Visual Universe

The visual identity is based on a consistent and playful language, opening the possibility of new associations with the brand: educational, creative, surprising, fun, friendly and carefree.



The **BRAND** is part of an extendable visual system, magnetic and evolutionary.

The **BRAND'S VISUAL UNIVERSE** explores geometric shapes originating in the logo's rectangle. Solid shapes complement and characterises the brand's environment.

ZIPPY®

ZIDDY®

Ziddy is the designation used by Zippy in specific markets.

ZY is the monogram that synthesizes “Zippy” and “Ziddy”, making the brand universally autonomous.

ZY®

Collection
SPRING
Girl
Pack
Shirt

FONT Centra n° 1

PUBLISHER Sharp Type

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

It's the **BRAND'S MAIN TYPOGRAPHY**. Embodying a humanistic character, it helps Zippy communicate in a more relatable manner. The variation in weight and styles allows for multiple uses regarding the message and support.

Collection
SPRING
Girl
Pack
Shirt

FONT Newzald

PUBLISHER Klim Type Foundry

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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1234567890

It's the BRAND'S COMPLEMENTARY TYPOGRAPHY. Newzald has a strong character, while also being sophisticated and in tune with the fashion world. It's the option set for highlights, headlines and any information that needs to be emphasised.

Visual Universe
Geometries

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Circle (variation)



ZIPPY[®]

Rectangle

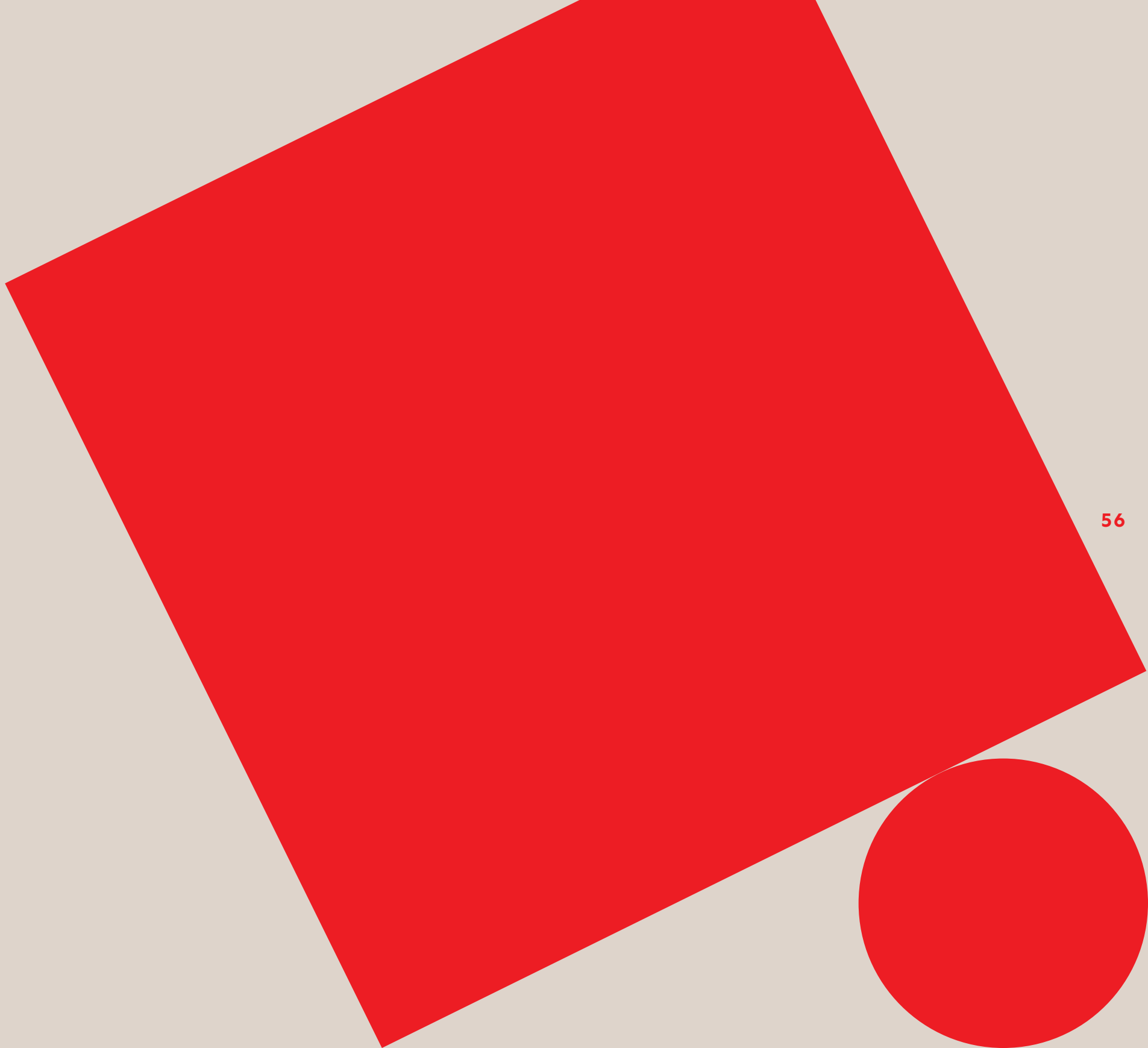


Triangle and circle

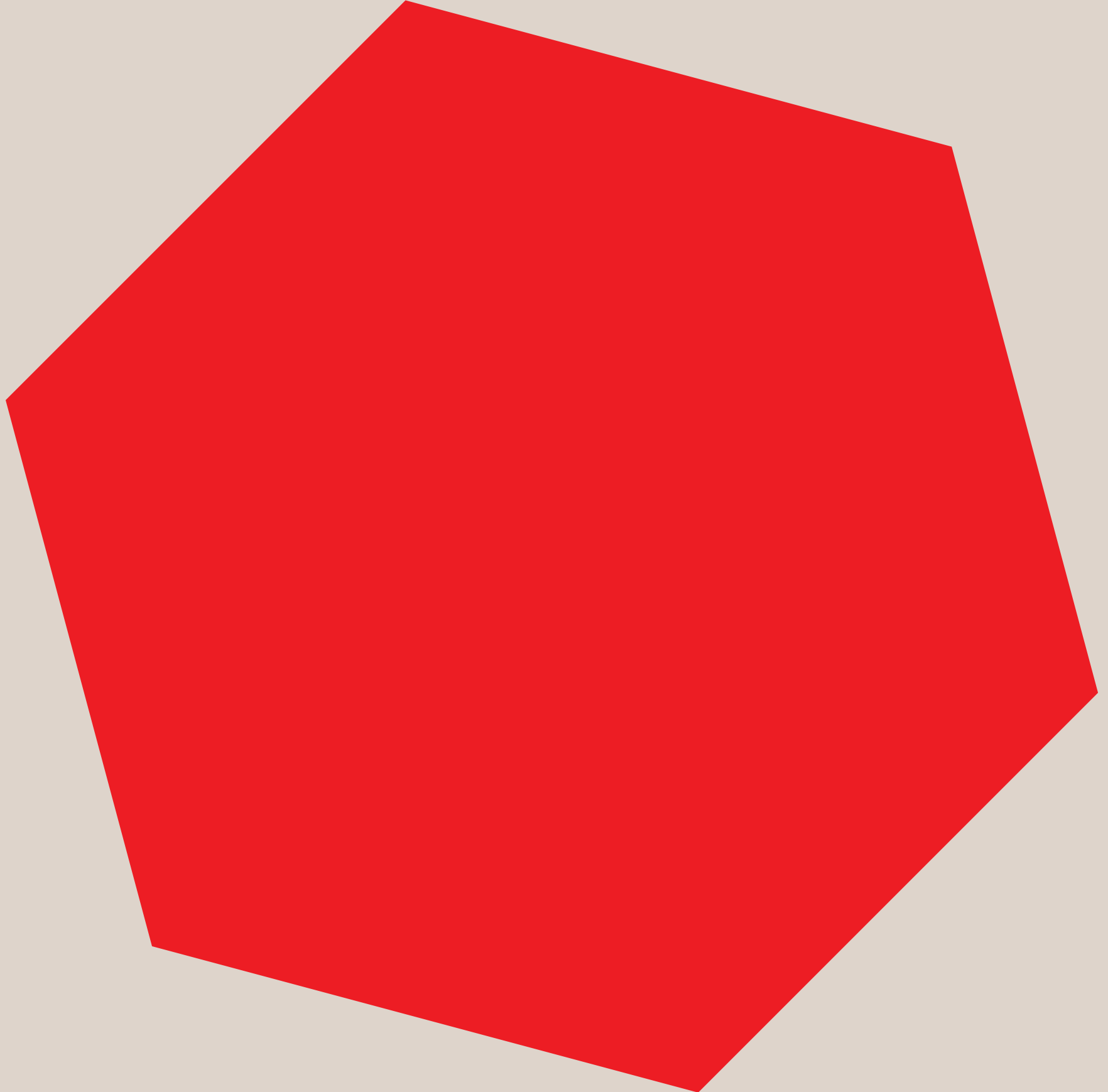




Square and circle



Hexagon



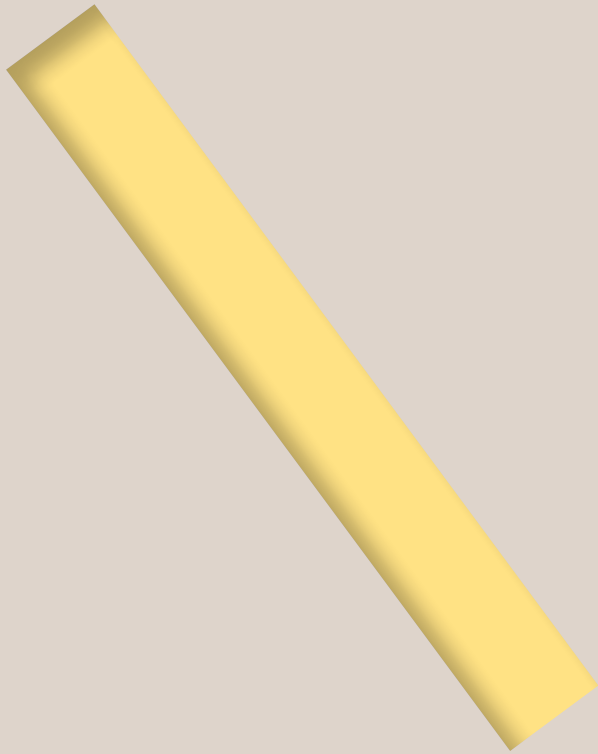
Visual Universe
Colors



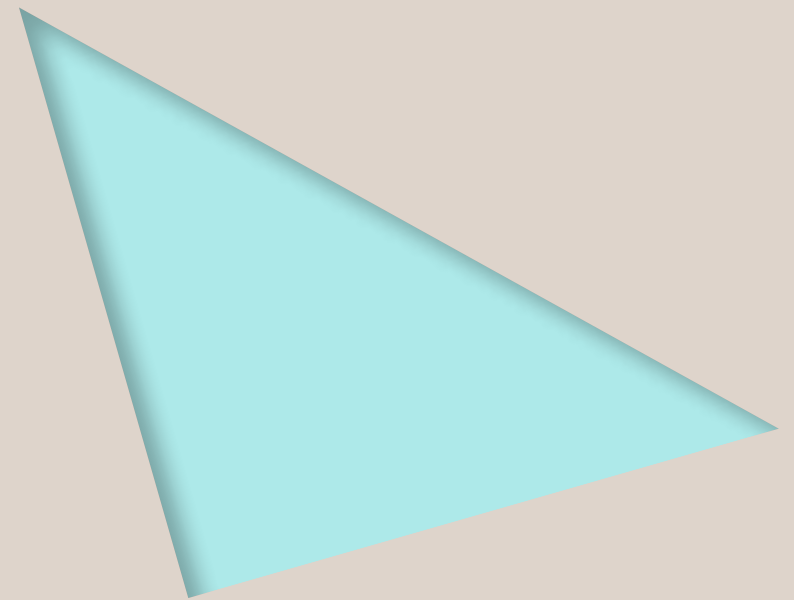
Pantone: 485 C
Pantone: 485 U
RGB: 237, 40, 45
CMYK: 0/ 100/ 100/ 0
HEX: #ED282D



Pantone: Warm Gray 1 C
Pantone: Warm Gray 1 U
RGB: 232, 230, 218
CMYK: 0/ 0/ 2/ 8
HEX: #E8E6DA



Pantone: 128 C
Pantone 127 U
RGB: 250, 211, 60
CMYK: 0/ 6/ 82/ 0
HEX: #FAD33C



Pantone: 317 C
Pantone: 317 U
RGB: 206, 233, 229
CMYK: 18/ 0/ 10/ 0
HEX: #CEE9E5

Brand Voice

Who are these guidelines to?

These guidelines are important to Zippy ambassadors. Who are the brand ambassadors?

It should be every person, internal or external, that writes, rewrites, oversees, lives, interprets Zippy brand communication. Some examples would be: Communication agency, PR agency, Brand and Marketing teams, Creative teams, Freelance photographers and other people that Zippy brand managers feel they should add to the list.



How to write in a Z. way.

Every Zippy's communication should build up its positioning at every opportunity. Every time Zippy's ambassadors have an idea, a plan and a project, they should ask themselves:

“does it reflect our brand essence?”.



Guidelines over formats and touchpoints.

The same way, each time the brand ambassadors write or review Zippy's communication, they should ask themselves:

“does this reflect the brand personality?”

And why is that? Like images, words are an important part of the brand identity.

The most important is to make the brand communication sound uniquely like Zippy.

And how can Zippy brand ambassadors do it?

The following principles are designed to help brand ambassadors' efforts to promote a unique and distinctive brand, that stands out in the crowd.

Zippy is:

positive
and

opti
mistic

Brand Voice

What positive and optimistic stands for in Zippy's tone of voice:

Zippy always has nice things to say to parents, and kids.

Zippy knows exactly how it feels to be in the parents' shoes and shares their experience and knowledge to comfort them.

Watch out!

Optimistic and positive is not patronizing.

1. Empower parents with a message that is useful and meaningful in their lives, giving them security and comfort.
2. Enhance the benefit Zippy brings to clients as much as possible, put families at the centre.
3. Refresh the perspective, enhance the bright side of life.
4. Use strong, energizing and refreshing words.
5. Avoid hardselling.

Zippy is:

fi **con**
dent

Brand Voice

What confident stands for in Zippy's tone of voice:

Zippy knows by heart the daily challenges and joys a family faces. That is why Zippy is confident in telling families what are the best choices in life.

Zippy's confidence comes from a true understanding of the world, and Zippy is willing to share its knowledge with clients.

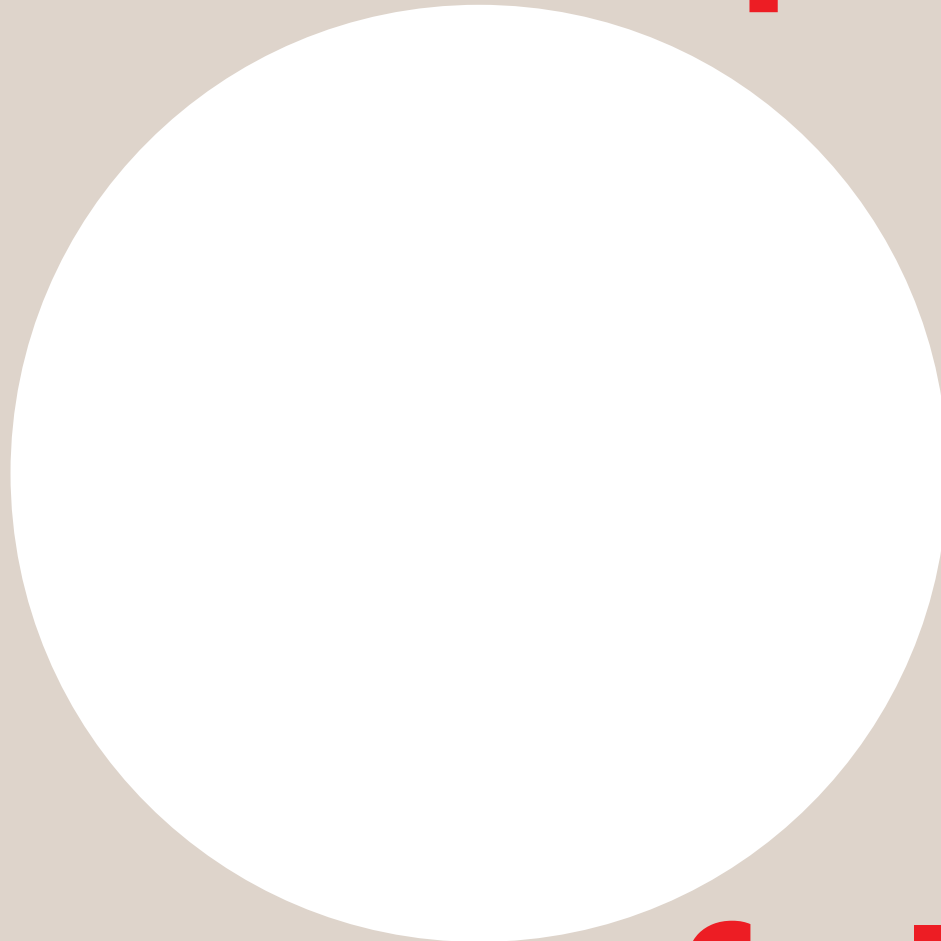
Watch out!

Confident is not arrogant or cocky.

1. Write clear, make sure clients understand.
2. Treat the client with respect, not being too formal.
3. Put your experience and knowledge at families' service, write down your recommendations.
4. Use action-oriented words and short sentences.
5. Avoid over-punctuation.

Zippy is:

help



ful

Brand Voice

What helpful stands for in Zippy's tone of voice:

Zippy believes that close relationships are the ones that matter.

Zippy is insightful and helpful in parents and kids' everyday life.

Zippy wants to be there for clients and does that with a witty sense of humour.

Watch out!

Helpful is not bullshitting.

1. Talk to families, not at them.
2. Put the parents and kids' needs first and underline your purpose if you have the chance.
3. Give the information the client needs to make decisions.
4. Put the message's main idea up front.
5. Use friendly and familiar words.
6. Be human with clients: say hi, say thank you, say bye-bye and know when to say sorry too.
7. Make it personal.

Zippy is: **un**
com

plicated

Brand Voice

What uncomplicated stands for in Zippy's tone of voice:

Zippy is a straightforward brand and speaks and writes in a very simple, uncomplicated and clear way.

Zippy has an insider view about the parents and kids' lives and uses that solid knowledge to facilitate it.

Watch out!

Uncomplicated is not too informal or impolite.

1. Write as naturally as possible, to show Zippy understands how people communicate. Write in an everyday, conversational manner.
2. Write in an informal way, but polite.
3. Use active voice.
4. Be concise.
5. Avoid jargon the client is unfamiliar with.

Zippy is:

curi

ous

Brand Voice

What curious stands for in Zippy's tone of voice:

Zippy has an inquisitive attitude about families and is always looking for new answers, new formulas, new ways.

Zippy brings that curiosity to the communication and the way things are done.

Watch out!

Being curious is not overreacting.

1. Write as naturally as possible, to show Zippy understands how people communicate. Write in an everyday, conversational manner.
2. Write in an informal way, but polite.
3. Use active voice.
4. Be concise.
5. Avoid jargon the client is unfamiliar with.
6. Write in a refreshing and engaging way, capture the family's imagination.
7. Use positive words.
8. Ask for the clients' opinion, show curiosity about it and follow up, if needed.
9. Be open to offering alternatives to the client.
10. Don't use question marks or exclamations.

Zippy Manifesto

(to be whispered so not
to wake the baby)

cut here



To all the moms and dads,
sons and daughters.
We're here for you.

So keep going and keep growing.
Keep pretending that spoon
is an airplane, and you, child,
keep eating it all up.

Keep making that silly sound
for as long as it makes them laugh.
And kids, keep laughing as long
as they make that sound.

Keep letting go of their hand,
Not so they can learn how to walk
but, instead, how to fall.

Keep Santa alive for as many years
as you can and you, kid,
keep dreaming of it all.

Keep over dressing them in winter,
and calling them by their full name
when you get mad.

And you, keep asking dad
when mom says “no”,
and asking mom when
the “no” comes from dad.

Keep being the families
we know and love,
And we'll keep being where you are,
living what you live and caring
about what you care about.

This is our commitment to you.
Keep going. **We go together.**



ZIPPY.

WE GO TOGETHER

ZIPPY.

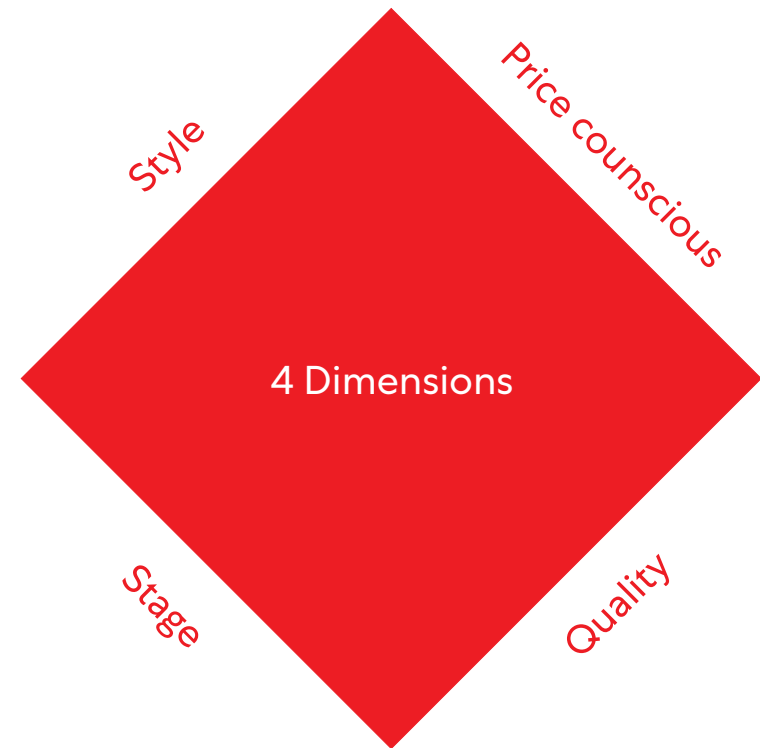
WE GO TOGETHER

How we create our products
in Zippy

**We are not just
making things.**

**We are making
things better.**

Meeting all four
dimensions



Well designed, functional, good quality, and truly affordable.

4 elements working together in the same product.

How we create our products in Zippy

Style

To make the world more beautiful.

Stage

To really make everyday life easier
and more meaningful.

Quality

To make everything last longer
and age gracefully.

Price consciousness

To make it affordable for everyone.



By creating products that meet
all four dimensions we will be unique
and will offer a product range that
people will love. Product comes from
what we believe in.

**Make daily life easier
and more meaningful
for parents and kids.**

**This is what
we work for.**

3.
Collections

and we'll
keep being
where
you are.

93



Collections

The brand's new architecture allows for a clearer segmentation of the lines. Collections are set apart in a versatile manner: using textured paper, illustration or photography, according to the identity of each collection.

TEXTURED PAPER Welcome Home, First Denim, Comfort Denim, Denim.

PHOTOGRAPHY Brothers & Sisters, Essentials.

ILLUSTRATION ♥ ZY, Heroes.

ILLUSTRATION + EMBOSSING Mix & Match.

Unification of **ZIPPY COLLECTIONS** resorting to the brand's typeface: Newzald.

Every **COLLECTION** will be identified with a specific "Collection" identification.

01. Welcome Home
02. First Denim
03. Comfort Denim
04. Denim
05. Brothers & Sisters
06. Essentials
07. Mix & Match
08. ♥ ZY
09. Heroes

Welcome Home

COLLECTION

Life is amazing.

This collection welcomes babies to life, with nothing but love. The softest touch, made into easy-to-dress, carefully designed clothes for the best 6 months of their lives.





First Denim

COLLECTION

Life begins with denim.

Comfortable, soft and spectacularly cool. This newborn collection is filled with essential pieces for your baby's wardrobe.

Comfort Denim

COLLECTION

Put some comfort on.

Who is comfortable baby? Who is? Your baby is. With the ready to go Comfort Denim collection. A versatile collection for an easy, everyday, every occasion clothing solution.





Denim

COLLECTION

An old classic made new.

Welcome to the timeless denim collection. The true blue classic that you've always worn, now passed on to your kids. Get them ready for whatever childhood throws their way.

104

103

Brothers & Sisters

COLLECTION

105

Growing together.

There are certain times of the year where brotherly love and family bonds are stronger than ever. This collection exists so you can celebrate and express just that.



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Essentials

COLLECTION

Everyday greatness.

What every kid should have in their wardrobe. Timeless pieces made to fit the everyday hustle and bussle of our kids, adapted to the time of the year by composition and design. Welcome to the practical side of looking good. From newborn to kid.

Mix & Match

COLLECTION

Create. Uncomplicate.

As parents know all too well, kids love to express their creativity in any way possible. By drawing on the walls, couch, well, wherever they can. So let them express it too with what they wear, knowing that whatever they choose to Mix&Match they'll be wearing clothes that were thought for a child's busy playful day and all the parents' needs that come with it. Uncomplicate with Mix&Match.





COLLECTION

112

**Love what you wear.
Wear what you love.**

A collection for ambassadors. For those who share our values and want to be a part of our World. An inclusive World where it doesn't matter who you are or where you come from, where all that matters is that you belong.



Heroes

COLLECTION

I want to be my hero.

A collection that brings their natural sense of wonder to light. Be the best version of yourself that you can be, but be yourself.

Caring about
what you care
about.

4.
Tags



**Keep
dreaming.**

Tags

Tags emerge to complement the collections' labels and allow to easily identify items on promotion, garment particularities, groups of items and gifts suggestions.

#lookswelove
#littleprices
#wecare
#fav
#smartbuy
#bestgift

TAGS will complement labels through elements that are part of the brand's visual grammar.

LOOKS



WE

LOVE

The ultimate “must have” pieces that embody what we are and how we want to be known. They’re our version of a “staff pick”. What we love and suggest.

122

121

LITTLE PRICES

123

The best offer for the best products. The go to pieces when you're in a hurry and want to make sure you pay very little. Opportunities you can't miss.



124

WE CARE



For those who want to start showing their kids early on the meaning of care. Care about themselves, others and ultimately, the planet.

Everyone's favorites, season after season. The truly amazing products are here. So many people can't be wrong.

FAV



SMART

129

Buy what you truly need and trust us to be the specialist that will guide you to always make the best decisions.

B · · Y U



130

BEST GIFT



Love is a gift worth sharing as are these pieces, developed to be the perfect gifts. Celebrate life with our best offers.

Keep being
the families
we know
and love.

WE GO



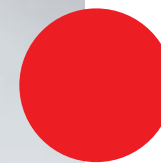
TOGETHER















ZIPPY

WE GO TOGETHER



Zippy Brand Book

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