

Zendesk Brand Style Guide



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Zendesk brand guidelines

Zendesk builds software for better customer relationships, and our brand is designed to reflect that. You'll hear it in the way that we talk and you'll see it in the way we look. You might say our brand is our personality. We like to try to keep it consistent—as opposed to crazy and all over the place.

To make that easy, we've put together a package for anyone working with

the Zendesk Brand. It contains all the parts of our brand identity system – product logos, wordmarks, and the logomark in a couple of sizes.

There are a few rules for how to use them, which we created to promote consistency and prevent confusion.

For best results, treat the brand like you would a good relationship: handle with care.



The Zendesk family of products



Zendesk logo guidelines

There are two Zendesk logos, vertical and horizontal.

The vertical mark should be used most often.

If the vertical mark doesn't fit in your thing, use the horizontal mark.

Do not use the Z on its own.

We prefer that the marks carry their original brand color, Algae. If you're limited on color, we also have black and white versions.

Vertical



Horizontal



Product logo guidelines

There are three versions of each product logo. How you use them depends on how much space you have.

The vertical or horizontal marks should be used most often. If these don't fit your thing, use the wordmark.

The marks must carry their original brand colors.

Vertical



Horizontal



Wordmark

zendesk support

Questions

If you have questions about the details
contact us at support@zendesk.com.

