Zip Top®

BRAND BOOK

We're changing the world, one zip at a time.

After seeing the waste that came from single-use plastics, Rebecca Finell knew there had to be a better way to store food — one that was easy-to-use and eco-friendly. In 2017, she introduced her durable, innovative design: a container that could stand up, stay open, and zip shut. The containers were also made of 100% silicone, which meant no more disposable plastic or harmful chemicals. The result? A game-changing product people could feel good using.

Since then, we've continued to push for better storage solutions. In 2020, Zip Top launched the first reusable and pure-silicone breast milk storage bag.

The thoughtful details put into Zip Top designs have earned recognition across the globe. We've already won an International Design Excellence Award, Gold German Design Award, European Product Design Award, and were named a Good Housekeeping Editor's Pick at the 2019 International Home + Housewares Show.

Mission

To make the transition to reusable containers a cinch.

Vision

To create the best reusable containers in the world that are better for the environment.

Values

We stand for reducing waste by offering eco-friendly products.

Promise

Easier for you. Better for the planet.

LOGO

DOs

Logos should only be either black or white
and should not be altered in any way.
Only use logos that have been approved and
provided by Zip Top.

Use the black logo
on white or light
toned background

Use the white logo
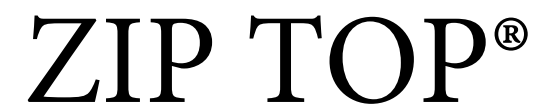on dark or black
backgrounds

DON'Ts

Do not add color to the logo.

Do not distort the logo.

Do not change the logo in any way

ZIP TOP®

Do not place the logo on a patterned
or busy background, nor add a drop shadow

To access the Zip Top Asset Library, please email marketing@ziptop.com.

FUTURA

Futura is the primary font for use on printed material, such as packaging, displays and catalogs.

Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Condensed Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FONTS

SOFIA PRO

Sofia Pro is primarily used for digital platforms such as website, social media ads and video.

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 1234567890

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890

TYPOGRAPHY

Long Headlines

To ensure legibility, long headlines should be set to sentence case only.
Use weights Medium or Heavy.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Subheads

Set subheads as Bold or Medium weight

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Body Copy

Set body copy as Book weight

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eius mod tempor incididunt ut labore et dolore magna aliqua.

Short Headlines

All caps may be used for shorter headlines (<50 characters)

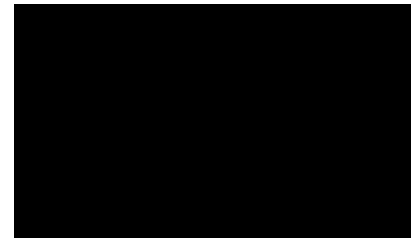**LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT**

Title case may be used for shorter headlines (<50 characters)

Lorem Ipsum Dolor Sit Amet Consectetur Adipiscing Elit

While embracing a much more colorful language in our brand communications through photography, our color palette primarily uses black for type use and any other corresponding colors are used as background elements.
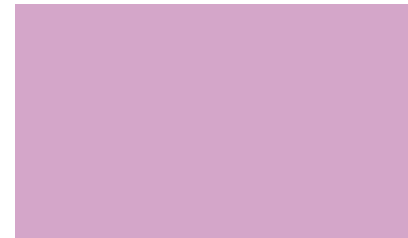
Housewares

	Black	Teal	Lavender	Gray	Peach	Frost
HEX	#231F20	#288c91	#d3a5c9	#bbbabb	#fbb78e	#bbbabb
CMYK	0, 0, 0, 100	100, 0, 36, 1	19, 38, 0, 0	24, 17, 15, 0	0, 33, 44, 0	24, 17, 15, 0
RGB	35, 31, 32	40, 140, 145	211, 165, 201	187, 186, 187	251, 183, 142	187, 186, 187
PMS		320C	529C	Cool Gray 4C	7415C	Cool Gray 4C

	White	Teal	Lavender	Gray	Peach	Frost
HEX	#FFFFFF	#85d1d8	#e0c7e6	#ebe6e4	#fddbc4	#ebe6e4
CMYK	0, 0, 0, 0	60, 6, 17, 1	8, 20, 0, 0	10, 7, 5, 0	0, 21, 2, 0	10, 7, 5, 0
RGB	255, 255, 255	133, 209, 216	224, 199, 230	235, 230, 228	253, 219, 196	235, 230, 228
PMS		318C	531C	Cool Gray 1C	7520C	Cool Gray 1C

COLORS

Kid's

Bear
HEX #85d1d8
CMYK 60, 6, 17, 1
RGB 133, 209, 216
PMS 318C
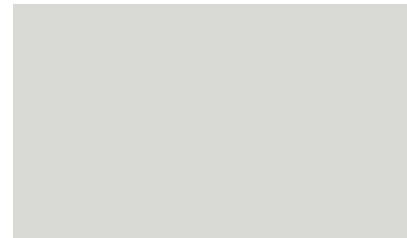
Dog
HEX #bbbabb
CMYK 24, 17, 15, 0
RGB 187, 186, 187
PMS Cool Gray 4C
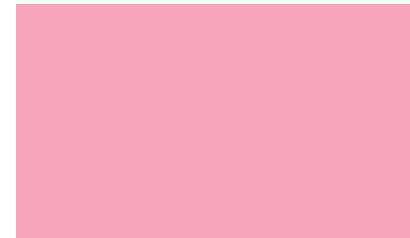
Pig
HEX #f6a3bb
CMYK 0, 45, 7, 0
RGB 246, 163, 187
PMS 189C
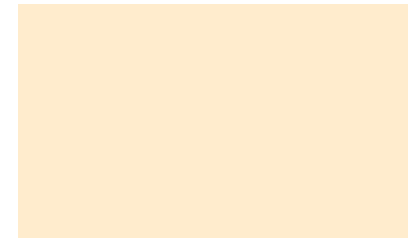
Cat
HEX #ffeccd
CMYK 0, 7, 20, 0
RGB 255, 236, 205
PMS 1345C

Bear
HEX #FFFFFF
CMYK 0, 0, 0, 0
RGB 255, 255, 255
PMS 317C 50%
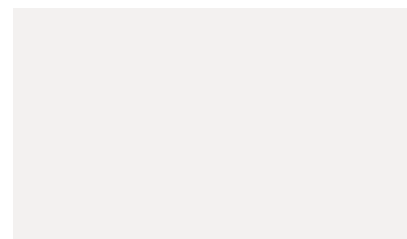
Dog
HEX #ebe6e4
CMYK 10, 7, 5, 0
RGB 235, 230, 228
PMS Cool Gray 1C
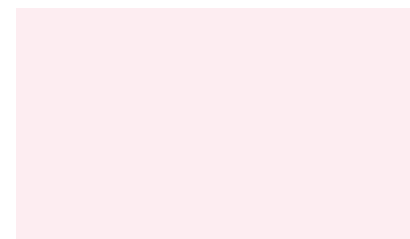
Pig
HEX #fdedf1
CMYK 0, 9, 1, 0
RGB 253, 237, 241
PMS 189C 20%
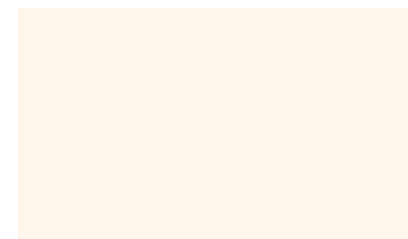
Cat
HEX #fff7eb
CMYK 0, 3, 8, 0
RGB 255, 247, 235
PMS 1345C 40%

Mom

Black
HEX #231F20
CMYK 0, 0, 0, 100
RGB 35, 31, 32

Warm Gray
HEX #cbc5c7
CMYK 16, 15, 16, 0
RGB 203, 197, 199
PMS Warm Gray 2C

Cool Gray
HEX #bbbabb
CMYK 24, 17, 15, 0
RGB 187, 186, 187
PMS Cool Gray 4C
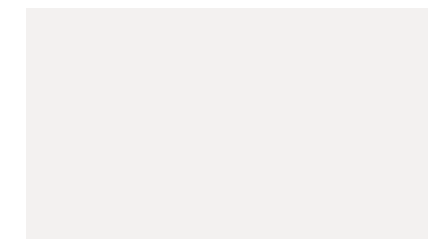
Light Gray
HEX #ebe6e4
CMYK 10, 7, 5, 0
RGB 235, 230, 228
PMS Cool Gray 1C

Safe For

All icons on this page may appear as black or as white on a dark background.

Food Grade

Microwave Safe

Dishwasher Safe

Freezer Safe

Social Media

Recycling

Use any of the Recycle lockups below for all printed and recyclable material, such as packaging, catalogs, and displays.

Default lockup   PLEASE RECYCLE

Use the horizontal setup below on layouts that have a long, horizontal orientation.

Horizontal layouts   PLEASE RECYCLE

Use the condensed setup below on layouts that are limited in space.

Condensed layouts   PLEASE RECYCLE

Made in the USA

Use the stacked "Proudly Made in the USA" icon below as the default main image. Use the color icon whenever possible.

Proudly Made in the USA

Use the horizontal icons below if space is limited or very horizontal.
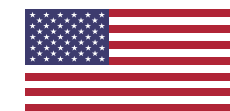
Proudly Made in the USA   Anchor on right corner of layout

Anchor on left corner of layout   **Proudly Made in the USA**
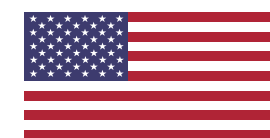
Made in the USA   Use the condensed version of the Made in the USA icon below if it requires will be less prominent in the layout. Use on packaging.

To access the Zip Top Asset Library, please email marketing@ziptop.com.

PHOTOGRAPHY

Zip Top photography highlights a key benefit "**Better for You, Better for the Planet**". Imagery should reflect health, joy, sustainability and nature.

The photography also focuses on product features that aligns with the message, **"Stands up, stays open and zips shut"**.

OUTDOORS

Outdoor images are taken in bright, natural light with a primary focus on the product with a background of happy, active people and green spaces.
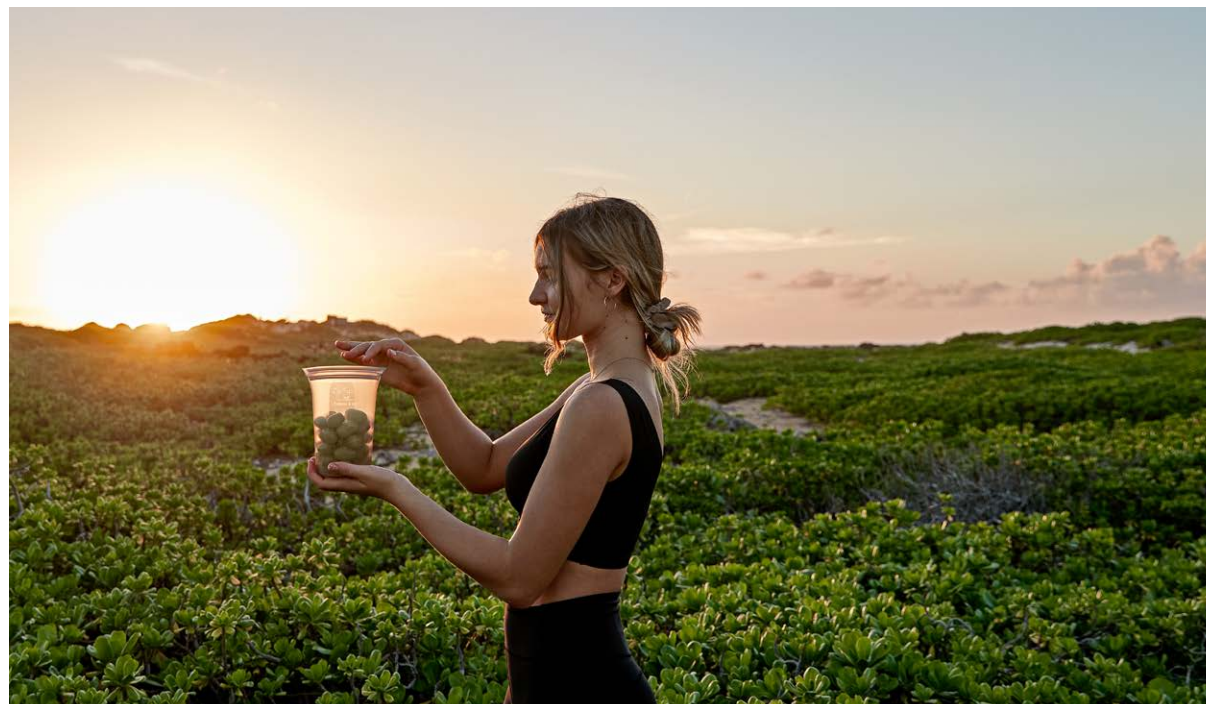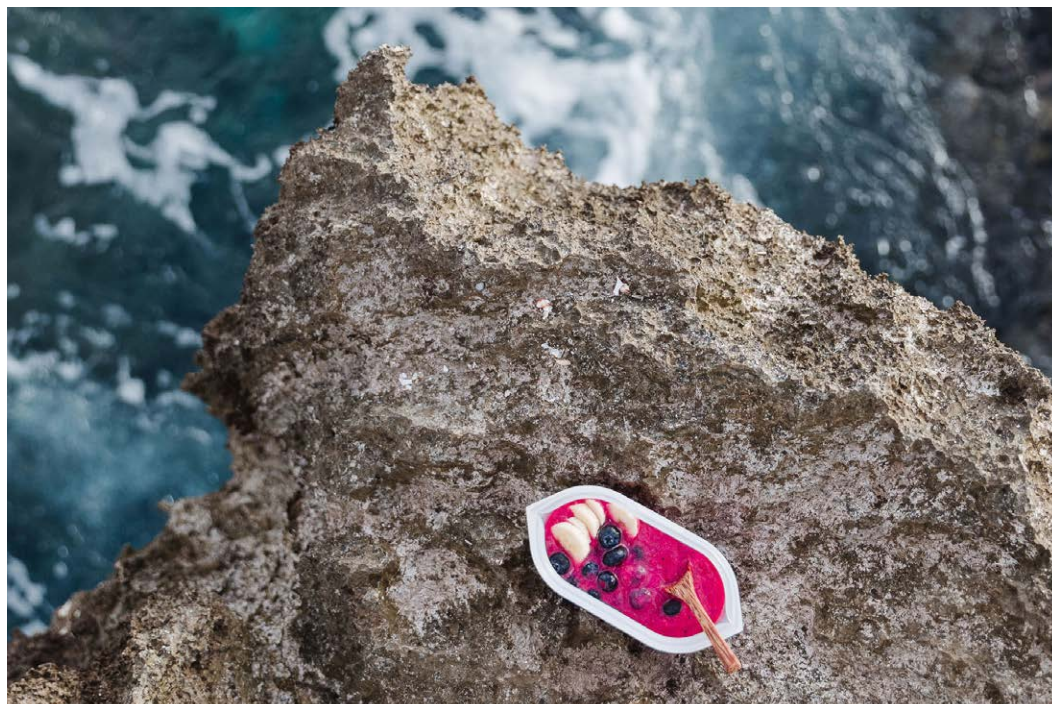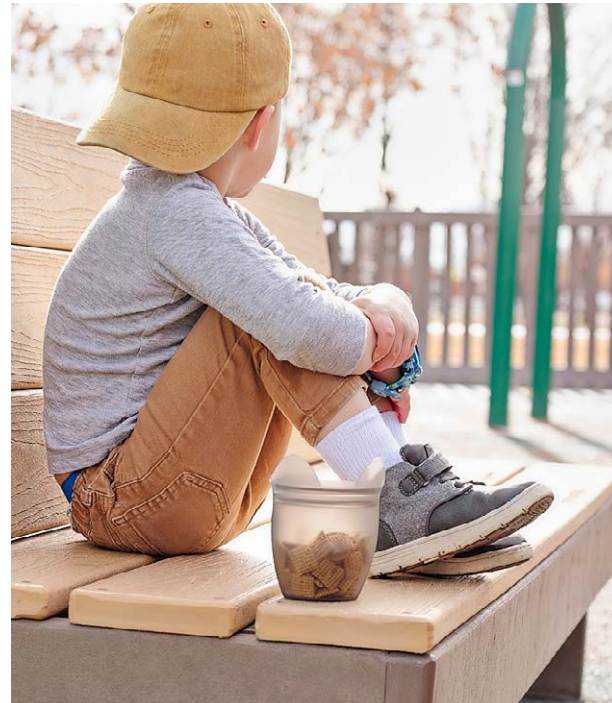
INDOORS

Images are bright and shot in"natural" light. Environments are organized, modern, and neutral.

STUDIO

Images are shot in bright light with minimal props and neutral backgrounds. Products are in sharp focus.

The following examples demostrate how we utilize type and imagery across print & digital media.

Back to School Sale

20% OFF SITEWIDE

Use code: SCHOOL20 during checkout.

SHOP THE SALE
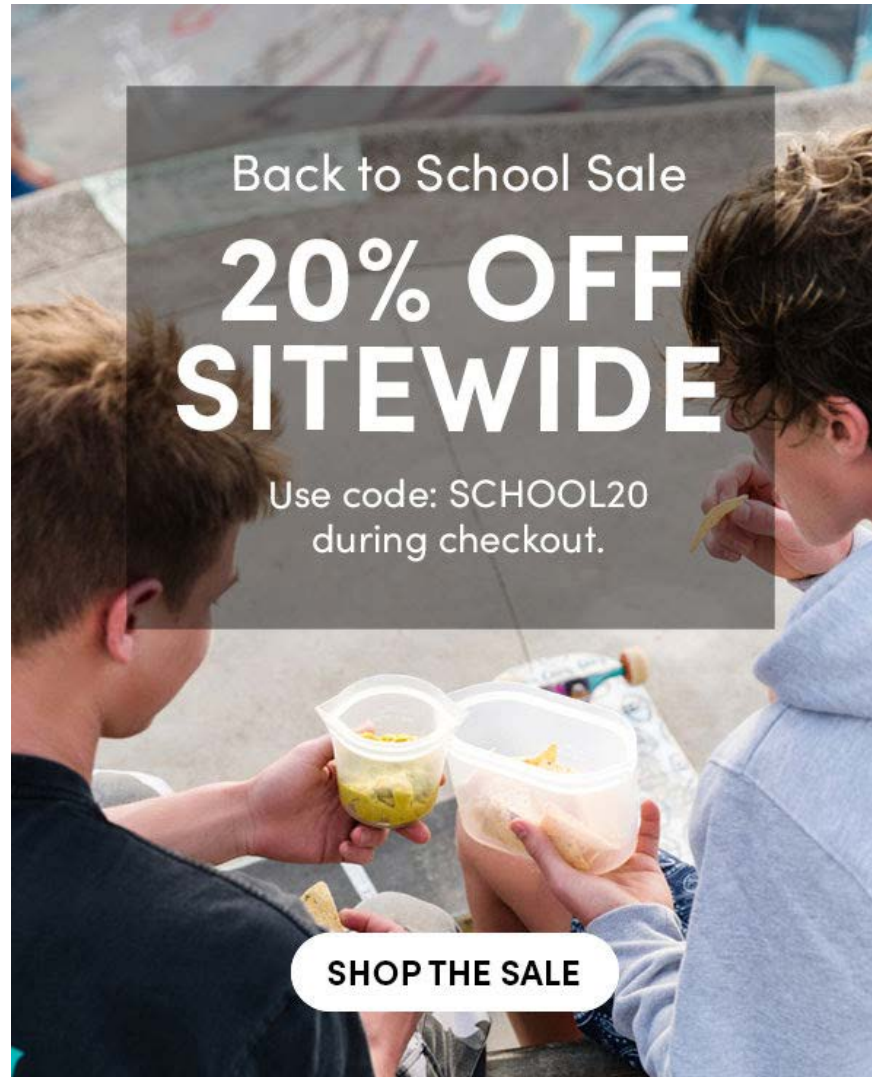
For lifestyle images, avoid placing copy over the product. If the image contains a busy background, place a low opacity solid shape behind the copy to increase legibility.

BRAND VOICE

Our tone provides a set of core values to define writing across all touchpoints, as well as supporting elements to convey the best of our brand personality to our customers. Voice and tone express our brand essence, signaling who we are and what we stand for.

How we chat with customers.

Our personality is

REAL

Sure, we're a company, but we're also human. And real beats perfect any day, because that's where people really connect. We're candid about everything from how messy life really is to what we're passionate about. Basically, we want to be a breath of fresh air.

WITTY

Laughter makes everything better, which is why we highlight the humor in everyday situations. Our humor is upbeat, whether we're talking about food, road trips, or how we've become our mother. To avoid alienating our audience, always make sure they're in on the joke.

We use humor more heavily in videos. Comedy can be sprinkled into copy if it feels natural. Otherwise, focus on being real instead of funny.

FRIENDLY

Simply put, everyone's invited to this party. Whether we're sharing the latest news or introducing newcomers to our products, we approach with positivity and make everyone feel comfortable. Consider this a guilt-free zone.

Our personality isn't

Bland

Try-Hard

Punny

Immature

Stiff

Negative

Abrasive

Judgmental

Cute

Sweet

How we convey information

COMPELLING

If anyone can make containers exciting, it's us. Instead of relying on our product to speak for itself, as awesome as it is, we hook customers with quick-witted humor and bold, quirky copy.

CONCISE

Attention spans these days are pretty short, so it's best to keep copy brief. Even in longer content pieces like blogs and scripts, every word should pack a punch.

Our Tone

Our tone is casual and inviting. We don't take ourselves too seriously, and we don't want customers to either! We welcome being weird together and discovering more about Zip Top (and its unique uses) as a community.

ADDITIONAL TIPS

Speak in the first person (i.e. We/us).

Use active voice whenever possible.

Avoid slang and jargon. These terms get outdated easily and often feel too young.

Go-to lines that highlight our unique product.

Descriptions

Reusable silicone containers that offer an incredibly easy, eco-friendly way to store food.

Reusable silicone containers that stand up, stay open and zip shut.

No lids needed.

Virtually indestructible and endlessly reusable, Zip Top containers change the way you store, cook, and eat.

General Zip Top Phrases

Saving time and the planet with a single zip.

Food storage, simplified.

Better for you. Better for the planet.

Easy and eco-friendly*

Food storage you can feel good using.

Containers that make life more convenient.

Goodbye, plastic floppy bags

Phrases for Features

ZIP TOP / NO LIDS

Tell your old container lids to get lost — if they aren't already.

No lid, no problem.

Zip it.

REUSABLE / SUSTAINABLE

Food storage that isn't trash.

Save yourself and the planet. The fish will thank you for it.

MICROWAVE SAFE

If you like leached chemicals, this product is not for you.

Warm up your food worry-free.

STAND

Other containers don't stack up.

Storage on standby.

No slouching here. (Mom would be proud.)

Holds up for hands-free filling.

Pouring liquids in and out? No problem.

Phrases for Features cont'd

DISHWASHER SAFE

Let your dishwasher do all the work.

Durable enough for the dishwasher. / Designed for the dishwasher.

Can take the heat.

Thanks to its angled design, washing and drying are a breeze.

Stays open in the wash for better cleaning and drying.

Thanks to its angled design, water never gets trapped.

Stays open so washing and drying is a breeze.

No overlapping zippers for easy cleaning.

NESTING/STACKING

Kiss kitchen clutter goodbye.

Nest neatly inside each other to save space.

Save space — and look good doing it.

Bringing organization to every kitchen.

FREEZER SAFE

You could say these containers are pretty cool.

Chill out. Your food is safe with us.

Tough enough for frozen temperatures.

Protects your food by staying zipped shut.

Even frosty temps can't tear these containers.

From the freezer to defrosting, Zip Tops do it all.

MADE IN THE U.S.A.

The kind of quality you and your kitchen deserve.

Quality you can count on.

Products that won't fall apart.

Storage that's tough stuff.

Virtually indestructible

No wearing. No warping. No worries.

Quality that will last for years to come.

PERSONA #1: BUSY PARENT

With leftovers, kid lunches, and baby snacks as part of their weekly routine, this person is no stranger to containers. While they've tried others that get the job done, they all have their faults: They rip, are difficult to store or find, won't reheat well, or result in unwanted trash. These parents are searching for a solution that makes life even just a little easier and are willing to spend more to make that happen. Additionally, they'd like to ditch disposable plastic and the guilt that comes with it.

PERSONA #2: CONSCIENTIOUS CONSUMER

This person's priority is to reduce their environmental footprint. They know how harmful single-use plastic is and don't want to contribute to it. As a result, they look for quality, durable products made with safe materials that can be used for years to come. Any other features are a bonus in their book. However, for those in this group that enjoy the outdoors, on-the-go benefits are also handy.

Details that keep everything consistent.

Capitalization

BODY COPY

Use sentence case.

BODY COPY

Use title case.

If you're unsure what words should be capitalized, this tool can help: https://capitalizemytitle.com/

Don't add punctuation to the end of headlines, unless it's a question mark, exclamation point, or series of fragments with a period for emphasis.

Headlines or subheads that are complete sentences can use sentence-case form, with a period at the end.

PRODUCT NAMES

Products are formal names and should be capitalized.

EMAIL SUBJECT LINES

Use title case with no closing punctuation in most instances, but can use exclamation points or question marks if needed. (e.g. Happy Earth Day!)

EMAIL PREHEADERS

Sentence case with closing punctuation.

WEB ADDRESSES

Start with a lowercase letter. (e.g. ziptop.com)

SEASONS

Not capitalized. We're talking spring, summer, fall and winter.

Punctuation

CONTRACTIONS

Use contractions when possible for a more relaxed voice.

COLONS

Complete sentences that follow a colon should be uppercase. (e.g. She told me her favorite food: It's chocolate.)

However, if a colon introduces a list of things, don't capitalize the first word unless it's a proper noun. (e.g. These are my favorite fruits: strawberries, blueberries, and bananas.)

COMMAS

Use the serial or Oxford comma (e.g. They love that it's reusable, zips shut, and stands up in the fridge.).

ELLIPSES

Use three dots in a row without any spaces between them (...). If used mid-sentence, include one space on either side.

EM-DASH

Used to indicate a pause or interruption in the sentence.

Never use two dashes in place of an em-dash. (e.g. use —, not --).

Insert a space on either side of the em-dash.

EN-DASH

Used primarily for dates (e.g. 1970–1979).

EXCLAMATION POINTS

Use sparingly, or not at all. The voice should be strong enough without them.

Numbers

NUMERALS

In body copy, spell out numbers one through nine and use numerals for 10 and above.

You may use numerals as necessary in headlines, social media copy, subject lines, and other areas where brevity makes them preferable.

Always use numerals in dates, ages, dollar amounts, and percentages.

THOUSANDS

Always use the comma in numerals that are in the thousands (e.g. $1,000).

TIME

10 a.m., not 10:00 am, 10am, or 10AM.