zapmap

Brand guidelines

March 2025

Visual overview

This section outlines the elements of Zapmap's visual language.

Our logos, colour, typeface and other visual elements should all be used with consistency for both internal and external audiences.

Questions should be directed to content@zapmap.com.

Pale Blue	Salmon	Olive	Lemon
80%	80%	80%	80%
60%	60%	60%	60%
40%	40%	40%	40%
20%	20%	20%	20%
10%	10%	10%	10%

An introduction to our logos

Our logo suite is the face of Zapmap and should never be altered.

The consumer Zapmap logos are made of two elements: our map pointer icon and the 'Zapmap' wordmark. Our business logos additionally feature the words 'Business' or 'Insights'.

We use two different arrangements of these elements – either horizontally aligned or stacked vertically. Our horizontal logo is our primary logo and should be used whenever possible. The vertical logo can be used for designs with a more centred horizontal alignment.

Use whichever works best with your design.

An introduction to our logos

Our logo should always be reproduced from the master artwork files and should never be redrawn, recoloured, reset or altered. Always use the correct versions of our logos.

Zapmap Consumer
Any visual or written content for Zapmap consumer must include the orange logo, with or without the tag line.

Zapmap Business and Insights
Any visual or written content for Zapmap Business or Zapmap Insights must use their respective logos. These are used without the tag line.

Logo space

It is important to give our logos space to breath. Across our suite of logos, clear space is equal to the height of the letter 'z' all around the logo.

If the logo features a tagline, use the same 'z' spacing.

All design should use this spacing rule. There are no exceptions.

Logo variants and palette

Orange is is used for consumer facing design, blue is for business facing design, teal is used for insights and white is interchangeable.

Our horizontal logo is our primary logo and should be used whenever possible. The vertical logo can be used with a more centre aligned design. Use whichever works best with your design.

Our logo should always be reproduced from the master artwork files and should never be redrawn, recoloured, reset or altered. Always use the correct versions of our logos from nicholaryan@zapmap.com or nadiamisconi@zapmap.com.

Consumer logos

Business logos

Insight logos

Co-marketing

Zapmap often co-markets with other companies. This means our logo will feature on an external platform - usually their website.

It's important we keep our identity on other platforms. It'll ensure we are recognised quickly, build trust with our audience and keep our brand consistent.

When another company uses our product or tools for example, in an iFrame, cost calculator or API, they should use the "Powered by…" logo.

When another company uses our data or guides and combines them with materials from their own or other sources, they should use the "Driven by…" logo.

In all other instances, they should use our standard logos alongside our logo usage guidelines.

See overleaf for examples.

There are two options depending on the visual requirements. The orange box is perfect for busy backgrounds, or if the logo is quite small.

Co-marketing in use

The rectangular orange 'Powered by Zapmap' logo should feature (preferably bottom or top right, or) in a corner that allows for a clean and neat layout. The orange box design is preferred as this gives maximum visibility.

Alternatively, the 'Powered by Zapmap' logo on white can be used where less prominence is needed.

UK map of electric car charging points

Find electric car charging points near you with this map of all the public EV charging stations in the UK.
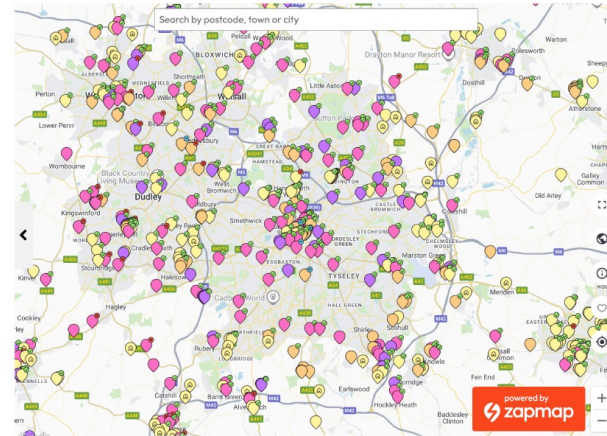
Free electric car charging points

There are thousands of free electric car charge points in the UK, often located in supermarkets, shopping centres, public car parks, hotels and sometimes service stations. Be aware there could be restrictions such as a set period of time or requiring a purchase in-store, so it's best to check.

Typography

Our brand font is Outfit. It is modern, approachable, clean and simple. It feels cutting edge while still being humanistic with great legibility. Being a Google font, it has excellent accessibility and is suitable for G-Drive and Microsoft applications etc.

Outfit is used throughout the brand. Different hierarchies of content can be communicated using different weights to give flexibility and creativity.

Preferred Outfit typefaces:
- Extra Light
- Light
- Regular
- Medium
- Semi-Bold
- Bold

Use consistency in your applications. Only use the other weights sparingly and for good reason. See overleaf for type in use.

You can download Outfit here.

Fallback font: Arial
For use only when Outfit is not available such as email.

Outfit is our brand typeface

Outfit is our brand typeface

Gratiam, qui te, hominem per te cognitium nulla commendatione maiorum Antonio consulibus cupidius etiam sua consilia aciem horum auctoritatis. Habemus enim huiusce modi manus ac tela contineo, eosdiem facile adducam, ut te haec, quae imperii disciplinaeque maiorum proprium est, facere nondum devotia sit, nescio, quod eam necesse putas esse in consulis caedem unum quemque nostrum. Nos illam praeclariam patientiam famis, frigoris, inopiae rerum omnium, quibus te brevi inproborum manum.

Light   Regular   **Semi Bold**   **Bold**

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
01234567890&?.,:;""/|\[]()-+−#%*

Thin

Extra Light

Light

Regular

Medium

Semi Bold

Bold

Extra Bold

Black

Typography in use

Here is a simple example of how to use effective type hierarchy.

Use appropriate size, weight and colour of text to help a reader find their way – consider when to use more prominence for text to focus on and less prominence for text that supports main points.

The example shown is intended only for reference purposes. Each project should be considered on an individual basis as the hierarchy will need to be modified to fit with the context and content.

Use consistency in your applications.

Note
We do not use italics. We rarely use CAPS.

ACTIVATE NOW

Heading style 1 lorem ipsum

Pre Heading: Outfit Regular
Size: 24pt
Tracking: 200
Leading 120% of pt size

Heading 1: Outfit Semi Bold (or Bold)
Size: 96pt
Tracking: -10
Leading 100% of pt size

Heading style 2 lorem ipsum et rendus idendestis ehenda

Heading 2: Outfit Semi Bold (Medium or Bold)
Size: 48pt
Tracking: 0
Leading 110% of pt size

Sub-heading style 1 lorem ipsum runtio et et vel et rendus. Idendestis re venis

Sub-heading 1: Outfit Regular (or Light)
Size: 48pt
Tracking: 0
Leading 120% of pt size

Intro style lorem ipsum runtio et et vel et rendus idendestis re venis Otatia seruptatem et int fugiasp est fuga. Temperu mquamusa coriandebis dollaccum elique ea volorro.

Intro style: Outfit Light
Size: 24pt
Tracking: 0
Leading 120% of pt size

Sub-heading style 2 lorem ipsum ipsum

Sub-heading 2: Outfit Bold (Medium or Semi Bold)
Size: 16pt
Tracking: 0
Leading 120% of pt size

Body text. Endici picaectur at aligeniet mintum velitiores repudam, quam ditate corenih iliquiaspedi quuntemolut ercipsum evella none nobis et rehent rerferovit que cus esent harum quodit quo dolupta tectios sum ratincia dent di to beatatior simolup iendio molectem voluptatia in consed modis qui alist,

Body text: Outfit Light (or Extra Ligt)
Size: 16pt
Tracking: 0
Leading 130% of pt size

Primary palette

Our primary palette—orange, white, and navy—should feature in all communications, with Zapmap logos always in these colours on design assets. While some colour elements will lead for particular areas of the business, there is some flexibility.

Consumer
Consumer visuals should focus on orange and white, our most recognisable brand colours, while navy and teal can be used where appropriate.

Business
Business visuals will centre around Navy and White. This will help our audience differentiate between Consumer and Business comms. The Orange should still be present in at least small quantities to maintain our brand identity. Teal will be the identifier for any Insights.

Social
Using our secondary palette on social assets adds variety and freshness, preventing content from feeling repetitive. The primary palette should always be present.

Zapsuma Orange

#FB471F
RGB 251 71 31
CMYK 0 80 98 0
Pantone 172C

White

#FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

Navy

#13294E
RGB 19 41 78
CMYK 100 71 0 66
Pantone 2767C

Teal

#00BBBA
RGB 0 187 186
CMYK 75 0 34 0
Pantone 2398C

Secondary palette

The secondary palette has been created for sparing use as accents in icons, data visualisation, etc. These work best with Navy or White backgrounds.

The secondary colours should only be used in support of the primary palette which always takes the lead across the website, newsletters etc. Overuse of secondary colours is discouraged as primary colours will drive primary brand affinity.

This palette is ideal for social media graphics, highlighting text within simple graphics, or adding subtle colour to graphs.

Pale Blue

#8BC3DA
RGB 139 195 218
CMYK 49 9 11 0

Salmon

#EDB6AC
RGB 237 182 172
CMYK 6 36 28 0

Olive

#B8DEA4
RGB 184 222 164
CMYK 34 0 45 0

Lemon

#FFE367
RGB 255 227 103
CMYK 2 8 68 0

Tints

Tints of colours are available to support the primary and secondary palette.

Tints of Navy can be used for neutrals. 5% Navy works well as an alternative background to white when we need to subtly mix things up – behind blocks of copy etc.

Examples of use...

- Colour overlays on graphics, videos and photos
- Background document colours
- Background image colours
- Background for text boxes

Primary palette

Orange	Navy	Teal
20%	80%	20%
	60%	
10%	40%	10%
	20%	
5%	10%	5%
	5%	

Secondary palette

Pale Blue	Salmon	Olive	Lemon
80%	80%	80%	80%
60%	60%	60%	60%
40%	40%	40%	40%
20%	20%	20%	20%
10%	10%	10%	10%

Colour dominance

This visual shows an example of approximate colour ratios to be used across consumer, business and insights communications.

Consumer

When you're designing, white should take up the most amount of space.

- Background colour

Orange should be the next most prevalent colour to tie into the visual brand

- Logo
- Colour blocking in design
- Overlays
- Background colour

Blue and Teal can then be used for smaller design elements

- Colour of text
- Highlight key actions
- Borders
- Buttons

Business

White should be prevalent for Zapmap Business, with Navy as the next prevalent colour. Orange and Teal will then be used for smaller design elements

Insights

Again, white is the most prevalent for Zapmap Insights but Teal should be stand out colour. The design will be supported by Navy and Orange.
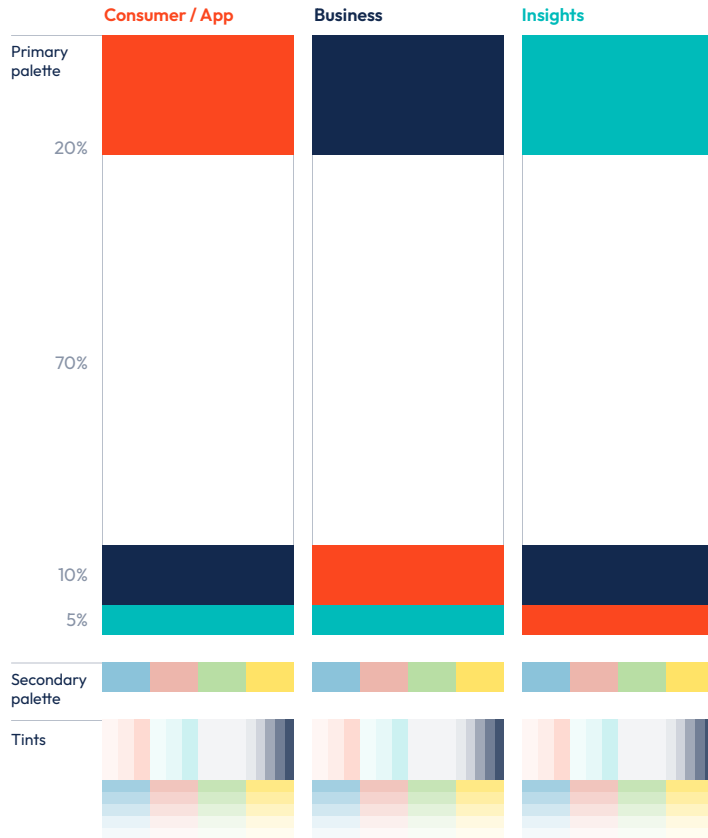
Contact

press@zapmap.com
content@zapmap.com

zapmap