Promotion Design Guidelines

Publishing Content
To External Channels

ZEPETO

EXTERNAL CHANNEL CONTENTS

Watermark

Overview

Watermarking for images that appear on external channels

Size

Wordmark size:
Width = 20% of the width of the post's canvas / Minimum width: 100px
Padding: Same as the height of the wordmark

Description

Unlike internal channel images, the watermark is displayed
as a wordmark instead of a symbol.

The color must be either #000000 or #FFFFFF. To ensure readability,
you can use a shadow effect, but it should be applied minimally
to maintain readability. (Avoid using overly dark or large shadows.)

Place the watermark in any of the four corners
with the specified margin.

If a smaller size is needed, please discuss it with the ZEPETO promotion team.
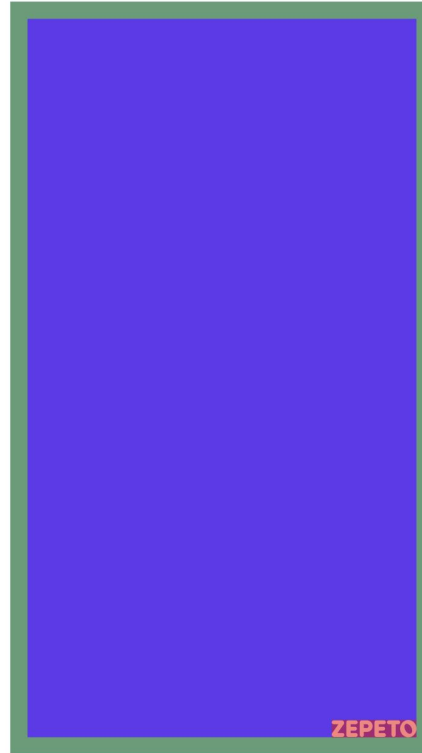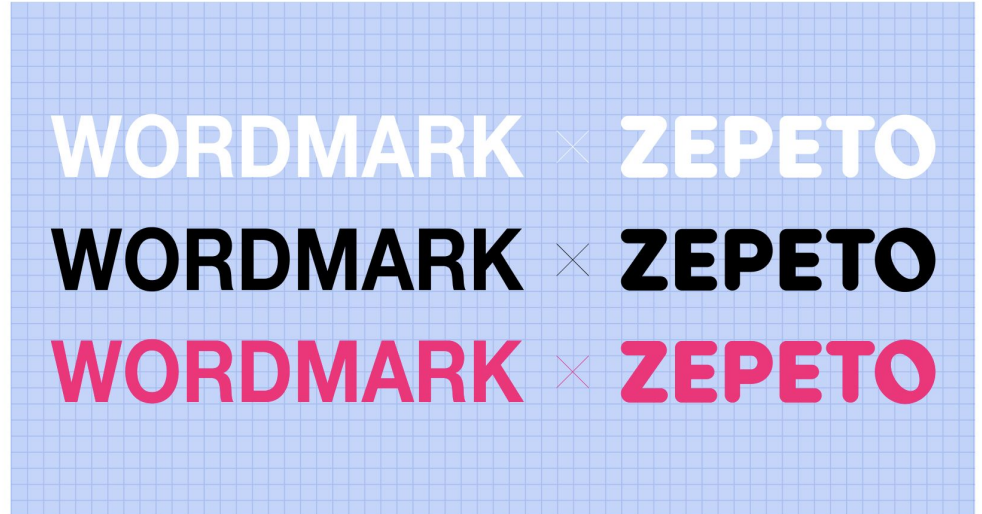
EXTERNAL CHANNEL CONTENTS

Write the two BI together

For BI pairings, follow the rules below:

- Place ZEPETO's wordmark after 'Affiliate's BI' X ZEPETO.
- Match the color of X and ZEPETO's wordmark to the affiliated brand's theme color. If there is no theme color, use #000000 or #FFFFFF.
- Make sure that both BIs have matching height values.
- The X should be a 1px line and its size should be half the height of ZEPETO's wordmark.
  (Example: If the wordmark height is 120px, the X should be 60px x 60px.)
- The spacing between Affiliate's BI, X, and ZEPETO's BI should be equal to the width of X.
  (Example: With the above size, the spacing would be 60px.)

EXTERNAL CHANNEL CONTENTS

ZEPETO wordmark on Title

When ZEPETO's wordmark is displayed in the title,
it can replace the watermark.

To emphasize collaboration with ZEPETO,
you may use ZEPETO's brand color.
However, it should be applied in a single color, #5C46FF.

For other colors, follow the color guidelines for BI pairing,
using #000000 / #FFFFFF / the Affiliate's theme color.

Collaboration with ZEPETO

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Contact

If you have any additional questions beyond the specified guidelines,
please contact the NAVER Z Promotion Design Team.

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