

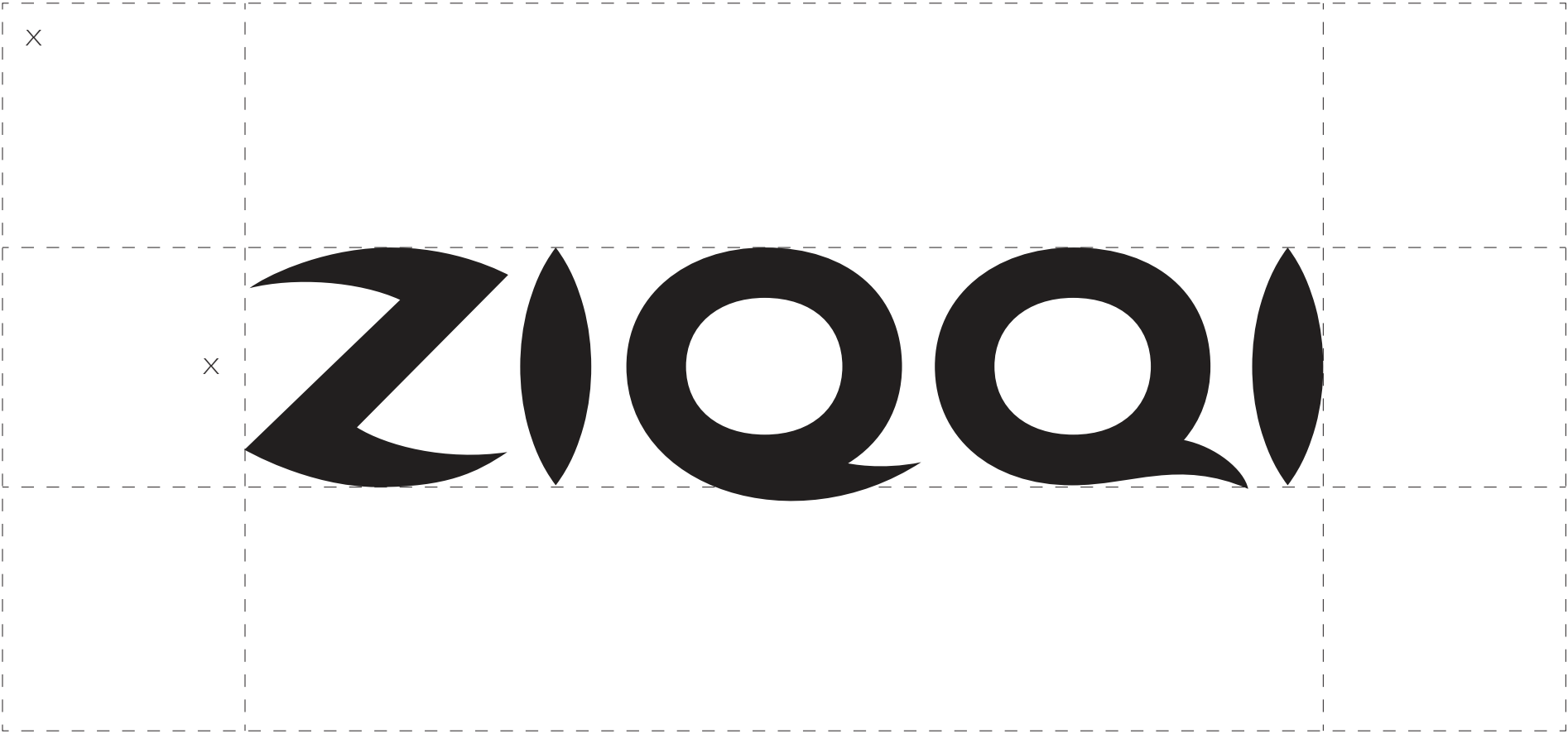
The logo for 'zoqi' is rendered in a dark, 3D-style font. The letters 'z' and 'q' are stylized with sharp, angular edges and a slight shadow, giving them a three-dimensional appearance. The 'o's are more rounded and also have a slight shadow. The background is a solid light green color with a repeating pattern of faint, stylized 'Q' shapes.

ZIQQI is Africa's new online shopping e-commerce portal offering a wide variety of products across multiple categories including electronics, fashion and health & beauty.

- Wide range of product categories
- Faster delivery
- Secure online payments
- Low prices
- Simple interface
- The best customer experience

ziqqi

ZIQQI Main Brand
Security margins



ZIQQI Main Brand
Maximum reduction

ZIQQI

ZIQQI
16 mm

For white background, 16mm is
the minimum width to use the brand

ZIQQI

ZIQQI
18 mm

On black, because of the different
color spot, the secured width is 18mm



01.4

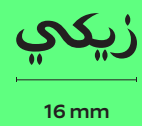
ZIQQI Main Brand
White Version

ziqqi.com

ebay ziqqi.com AliExpress souq.com

Aug 2018
v2.0





زِيكِي.كوم

زِيكِي 18 mm
زِيكِي.كوم 40 mm

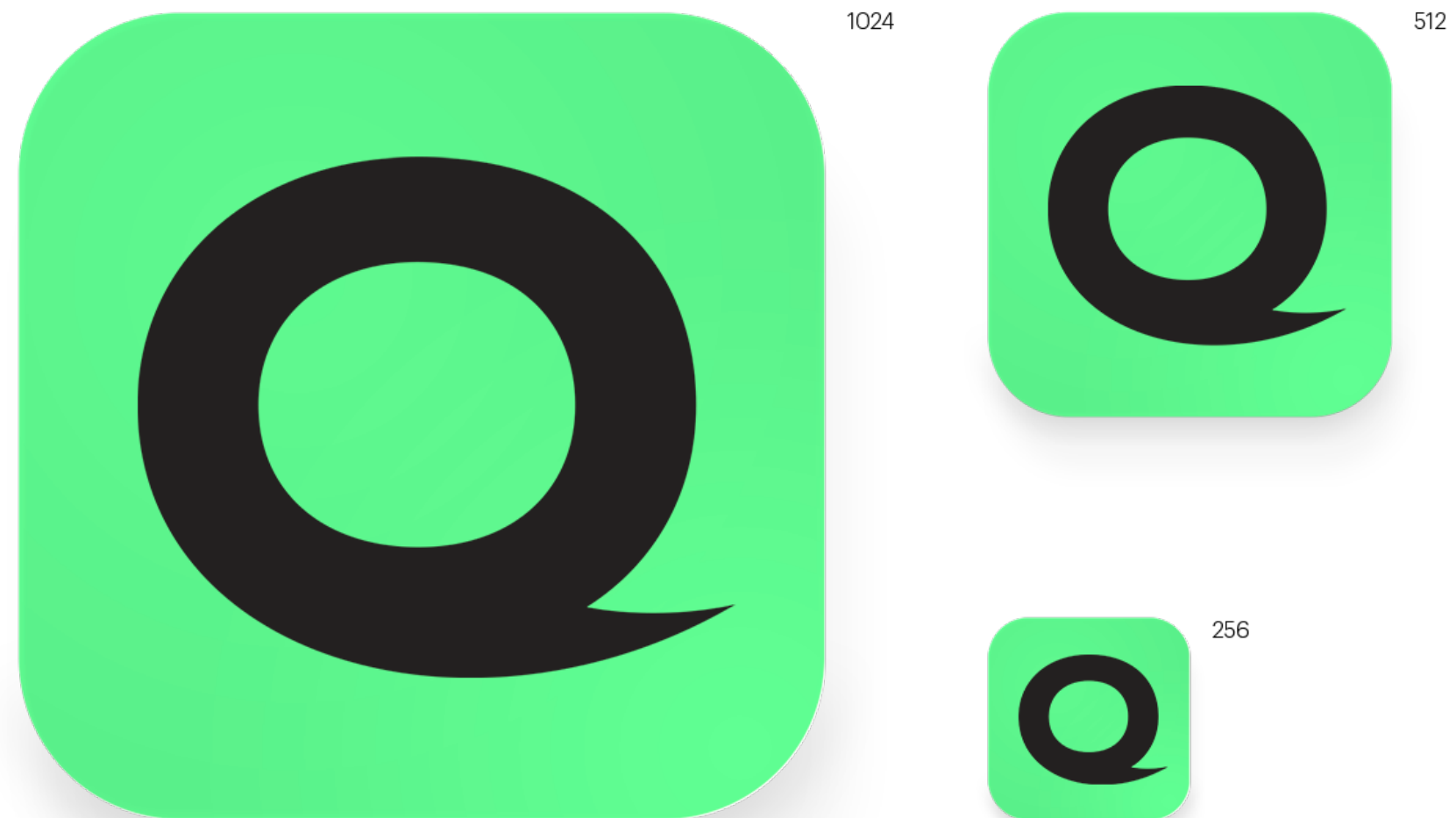
ziqqi

SIMPLY SHOP!



ZIQQI Brand Symbol

App icon

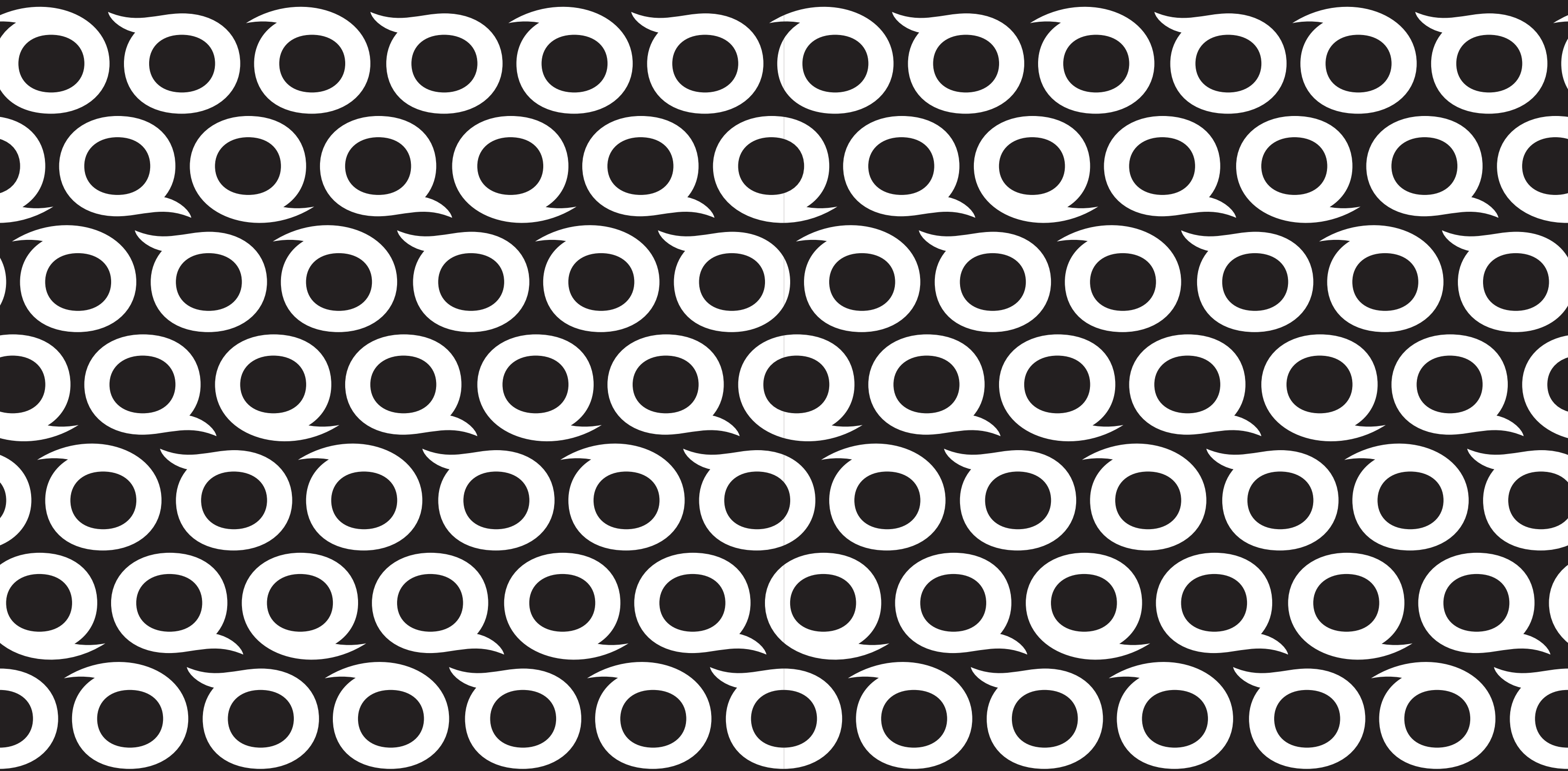


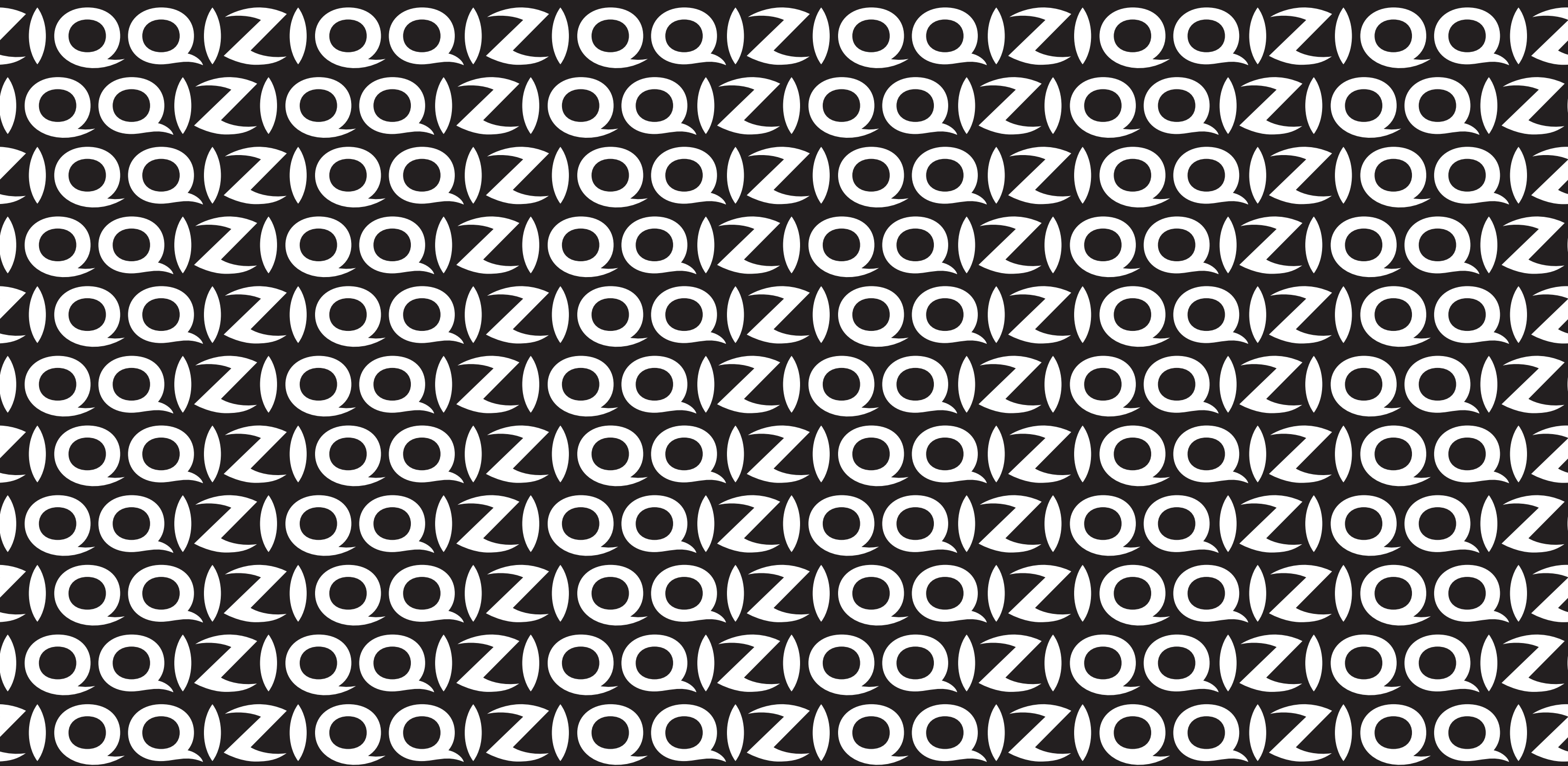
ZIQQI Brand Symbol Icon usage



ZIQQI Brand Symbol Icon usage







ZIQQI Brand Pattern

Packaging usage





04.1

ZIQQI Brand Appearance

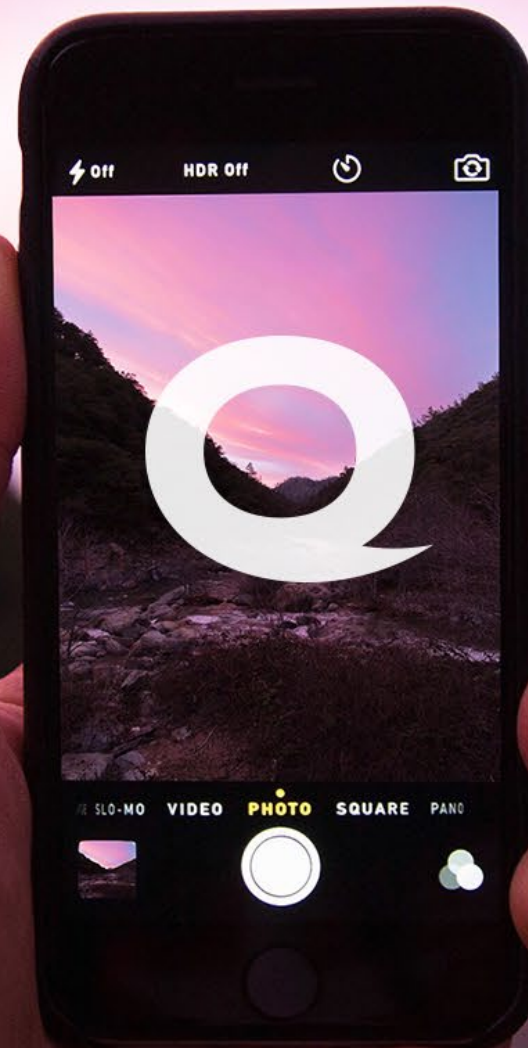


04.2

ZIQQI Brand Appearance

SIMPLY

SHOP!



ZIQQI Color Palette
Brand usage

Main

ZIQQI Green

RGB
95 / 255 / 132
CMYK
49 / 0 / 47 / 0
PSM
353
Embroidery Thread
Madera 1702
Colored Film
3M Scotchcal 7725-406

Secondary

Park Green

RGB
173 / 214 / 175
CMYK
19 / 0 / 18 / 16

Powder Green

RGB
218 / 244 / 208
CMYK
11 / 0 / 15 / 4

Pistachio

RGB
221 / 233 / 187
CMYK
5 / 20 / 0 / 9

Black

RGB
0 / 0 / 0
CMYK
0 / 0 / 0 / 100

Sorbet Yellow

RGB
252 / 248 / 154
CMYK
0 / 2 / 39 / 1

China White

RGB
255 / 255 / 199
CMYK
0 / 0 / 22 / 0

Mist

RGB
255 / 237 / 204
CMYK
0 / 7 / 20 / 0



ZIQQI Color Palette
Illustration

RGB
95 / 255 / 132
CMYK
49 / 0 / 47 / 0

RGB
0 / 18 / 255
CMYK
100 / 93 / / 0

RGB
238 / 149 / 85
CMYK
3 / 49 / 74 / 0

RGB
68 / 184 / 94
CMYK
72 / 0 / 87 / 0

RGB
35 / 235 / 165
CMYK
60 / 0 / 54 / 0

RGB
151 / 157 / 255
CMYK
48 / 40 / 0 / 0

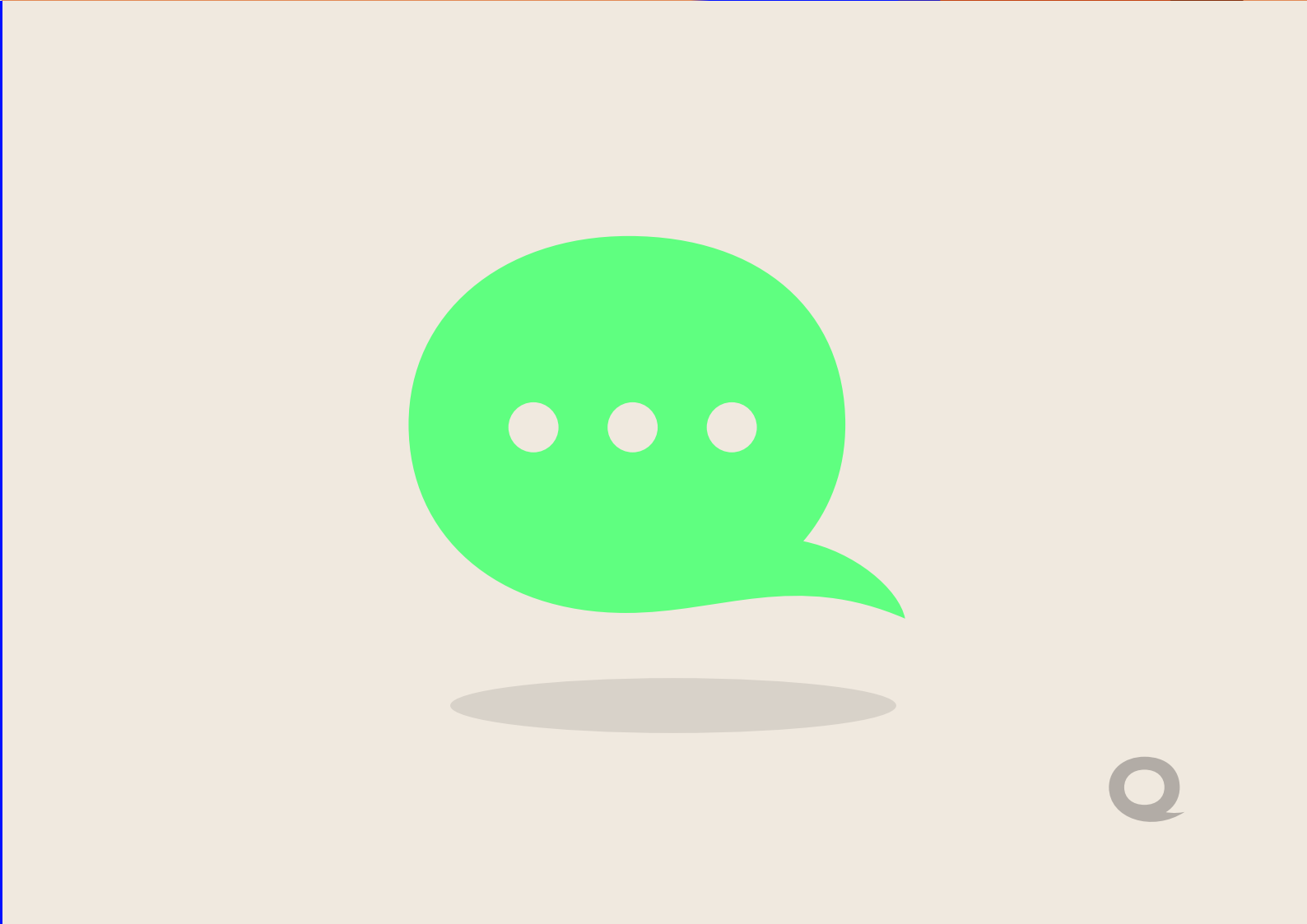
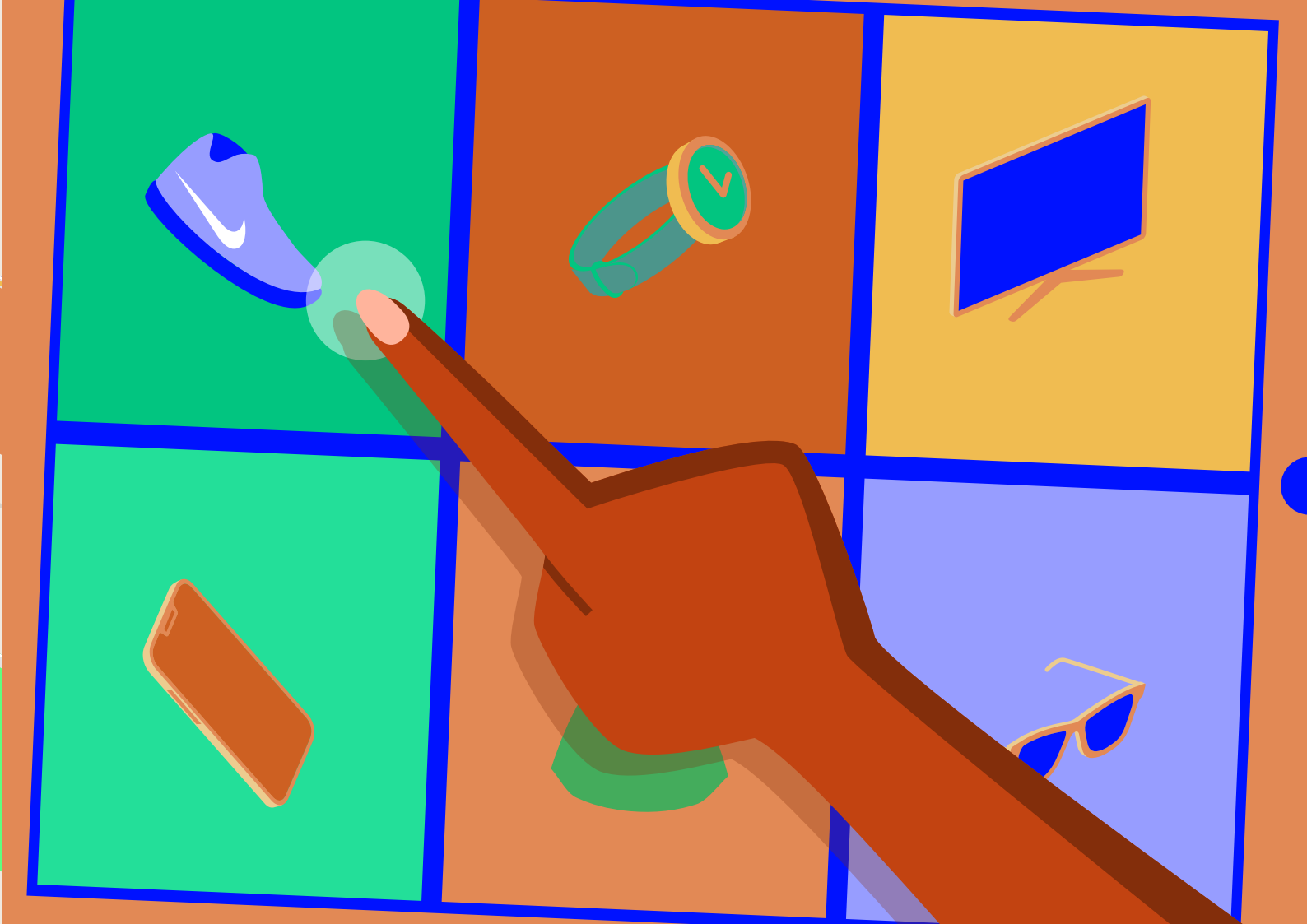
RGB
252 / 200 / 81
CMYK
1 / 22 / 79 / 0

RGB
217 / 96 / 34
CMYK
11 / 75 / 100 / 1



05.3

ZIQQI Illustration Universe



Equip Extended by Linotype

We guarantee that

Extended Light

Equip Extended AaBbCcDdEeFfGg 1234567890

Extended Regular

Equip Extended AaBbCcDdEeFfGg 1234567890

Extended Medium

Equip Extended AaBbCcDdEeFfGg 1234567890

Extended Bold

Equip Extended AaBbCcDdEeFfGg 1234567890

Fedra Sans Arabic by Typotheque

إننا نضمن لك ذلك.

Fedra Sans Arabic Light

أ ب ج د ه و ز ح ط ي ك ل م ن س ع ف ص ق ر ش ت ث خ ذ ض ظ غ

Fedra Sans Arabic Book

أ ب ج د ه و ز ح ط ي ك ل م ن س ع ف ص ق ر ش ت ث خ ذ ض ظ غ

Fedra Sans Arabic Medium

أ ب ج د ه و ز ح ط ي ك ل م ن س ع ف ص ق ر ش ت ث خ ذ ض ظ غ

Fedra Sans Arabic Bold

أ ب ج د ه و ز ح ط ي ك ل م ن س ع ف ص ق ر ش ت ث خ ذ ض ظ غ

07.1

Brand applications T-shirt



Brand applications
Polo



SOL'S



SOL'S



SOL'S



SOL'S



SOL'S

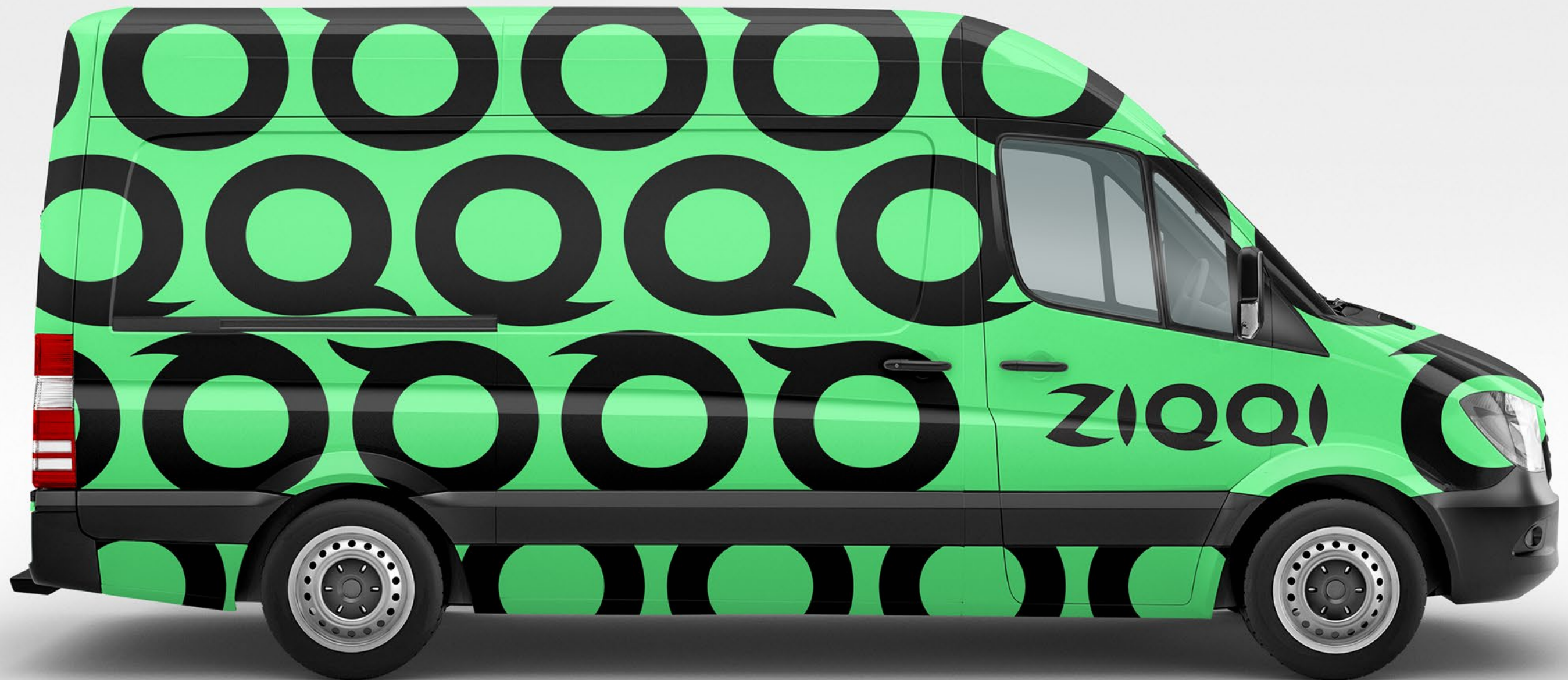


SOL'S









07.6

Brand applications Bag



Brand applications

Bottle



**SIMPLY
SHOP!**

zIQQ!

09.1

Online Ad

Product presentation



ZIQQI

BACKBEAT PRO 2

WIRELESS NOISE CANCELING
HEADPHONES + MIC

BackBeat PRO 2 wireless headphones shape the sounds of your day with on-demand active noise canceling, wireless freedom, and immersive audio

P/N: 207110-01

\$199.99





ZIQQI

BACKBEAT PRO 2

WIRELESS NOISE CANCELING
HEADPHONES + MIC

BackBeat PRO 2 wireless headphones shape the sounds of your day with on-demand active noise canceling, wireless freedom, and immersive audio

P/N: 207110-01

\$199.99

ZIQQI MART allows physical or virtual stores to affiliate with **ZIQQI** and get a commission on every sale.

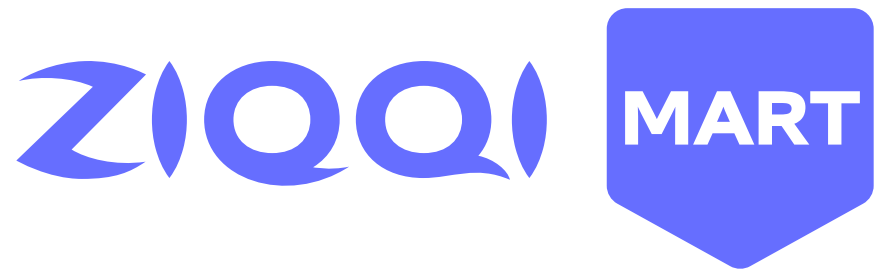
- Stores get a wider offer range to their clients.
- Stores get a new channel of revenue via commissions.
- ZIQQI gets an extended sales force.
- The ZIQQI platform expands quicker and beyond big cities.



ZIQQI Mart Brand
Security margins



ZIQQI Mart Brand
Maximum reduction



For white background, 26mm is the minimum width to use the brand



On colored backgrounds, because of the different color spot, the secured width is 28mm



ZIQQI

MART



ZIQQI Mart Brand
Security margins



ZIQQI Mart Main Brand Maximum reduction



14 mm

For white background, 14mm is the minimum width to use the brand



16 mm

On colored backgrounds, because of the different color spot, the secured width is 16mm





ZIQQI Mart Color Palette
Brand and illustration

RGB
102 / 110 / 255
CMYK
69 / 62 / 0 / 0

RGB
255 / 122 / 122
CMYK
0 / 66 / 42 / 0

RGB
255 / 204 / 147
CMYK
0 / 22 / 45 / 0

RGB
131 / 235 / 188
CMYK
43 / 0 / 38 / 0

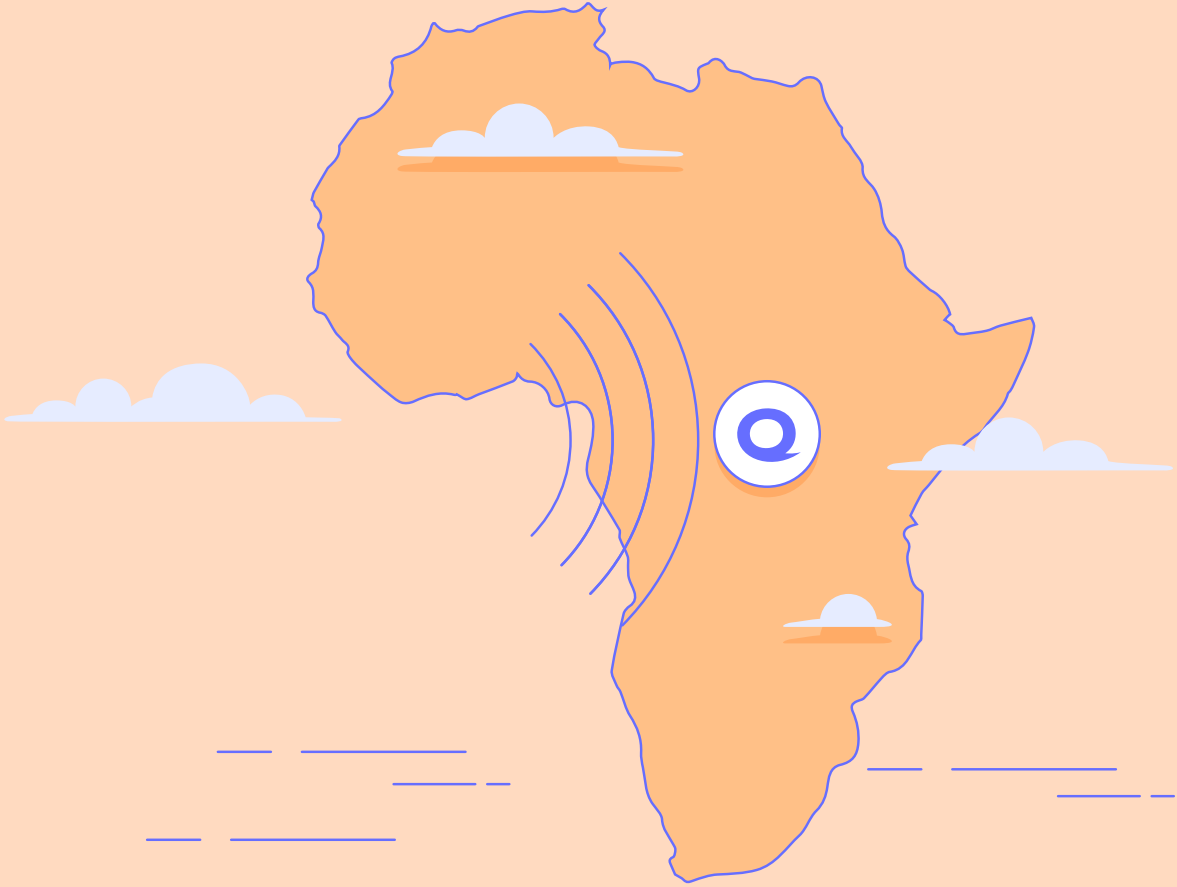
RGB
35 / 235 / 165
CMYK
60 / 0 / 54 / 0

RGB
255 / 204 / 204
CMYK
0 / 24 / 11 / 0

RGB
255 / 230 / 204
CMYK
0 / 10 / 19 / 0

RGB
219 / 249 / 236
CMYK
12 / 0 / 10 / 0





ZIQQI FRESH supplies locally sourced, all organic fruits and vegetables, meats, fish and even dairy products.

- We connect local farmers and fishermen with the most efficient distribution channels
- We create new sources of revenue for local producers.
- We support local communities.
- Quality is our main priority.

ZIQQI Fresh Brand
Main version



ZIQQI Fresh Brand
Security margins





ZIQQI Fresh Brand
Security margins



ZIQQI Fresh Brand
Maximum reduction



26 mm

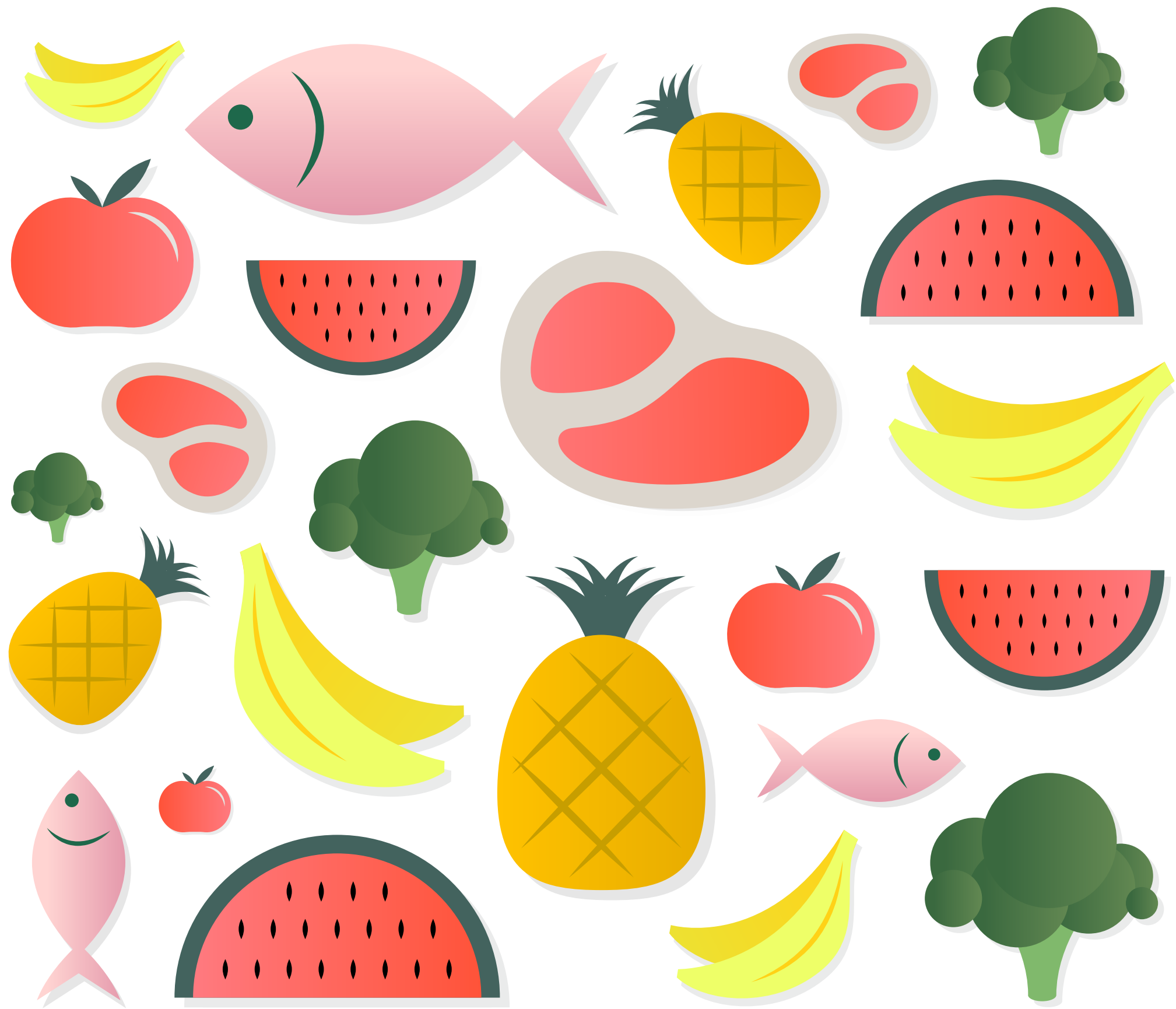
For white background, 26mm is the minimum width to use the brand

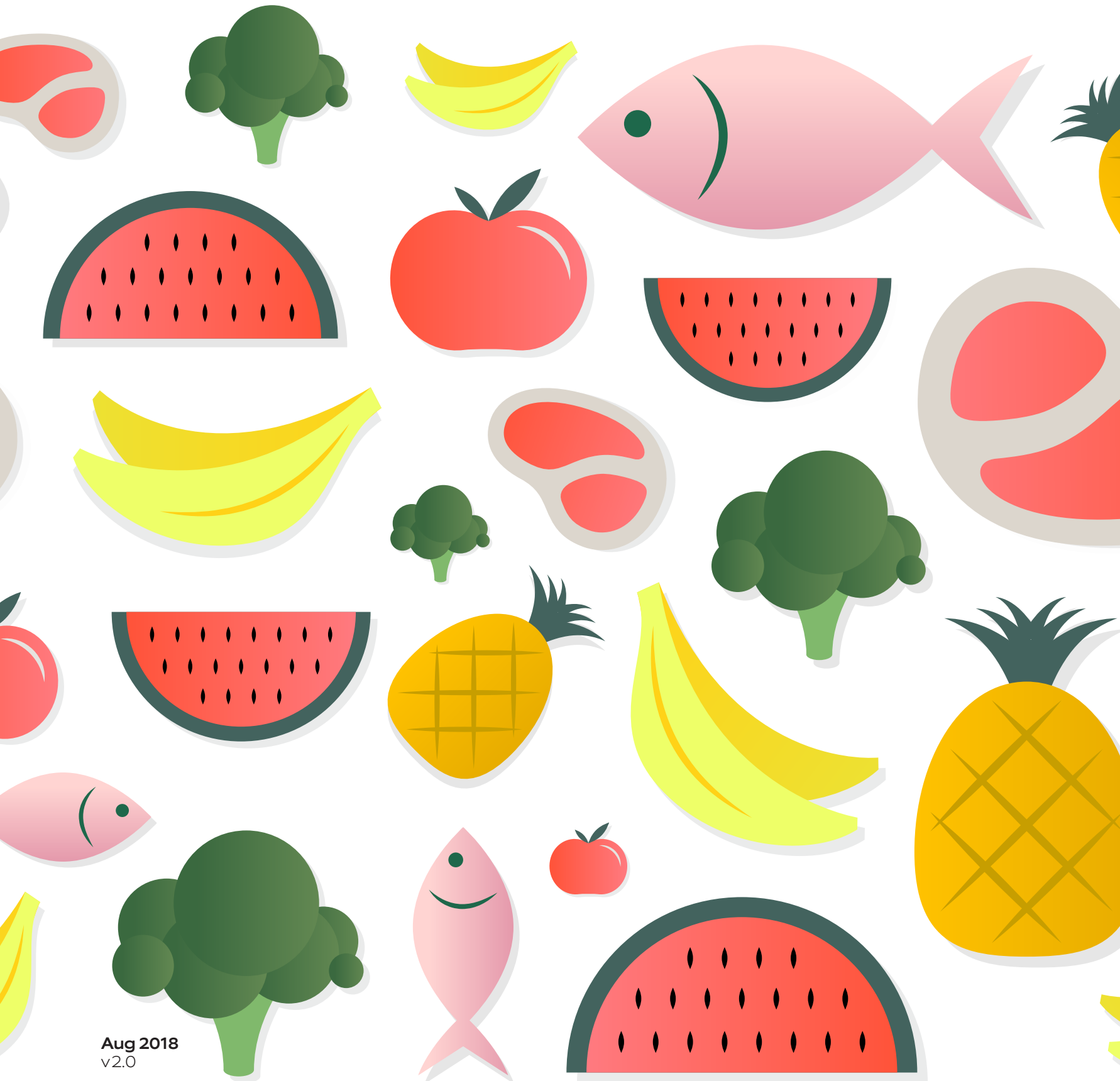


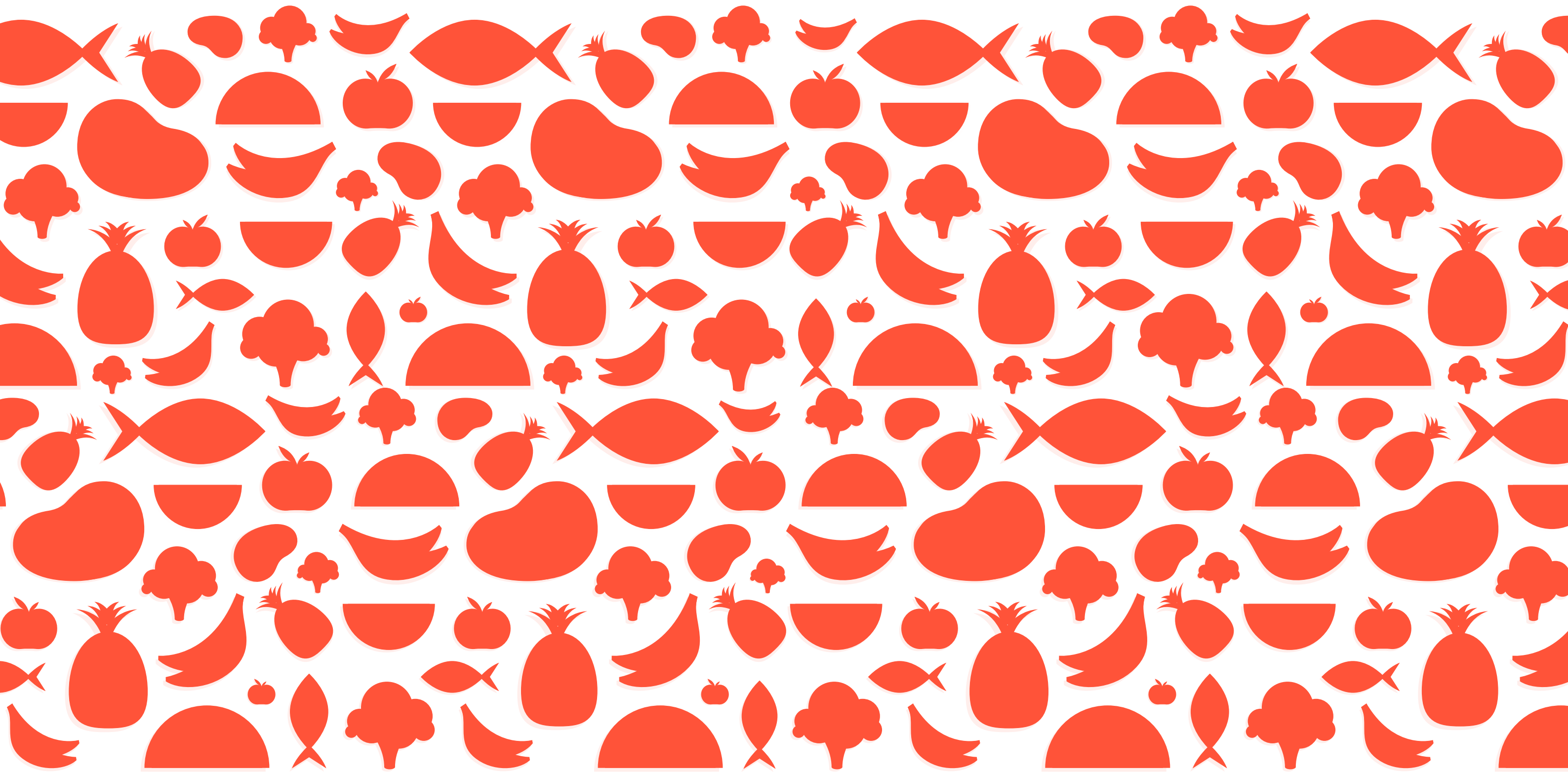
28 mm

On colored backgrounds, because of the different color spot, the secured width is 28mm









ZIQQI Fresh Color Palette
Brand and illustration

RGB
255 / 83 / 57
CMYK
0 / 82 / 81 / 0

RGB
255 / 122 / 122
CMYK
0 / 66 / 42 / 0

RGB
250 / 211 / 208
CMYK
0 / 24 / 14 / 0

RGB
251 / 192 / 22
CMYK
1 / 27 / 91 / 0

RGB
30 / 104 / 75
CMYK
86 / 36 / 78 / 26

RGB
128 / 185 / 108
CMYK
56 / 4 / 71 / 0

RGB
238 / 255 / 104
CMYK
15 / 0 / 72 / 0

RGB
220 / 214 / 205
CMYK
16 / 14 / 20 / 0



16.2

ZIQQI Fresh Brand
Brand application

ZIQQI FRESH

Fresh First.



Many forms of payment are accepted on ZIQQI.com, but **ZIQQI** WALLET gives consumers the most benefits and encourages brand loyalty. Eventually, **ZIQQI** WALLET will also work as a stand-alone app.

- ZIQQI.com rewards, points and direct cash backs.
- The ability to transfer funds to anyone, for free.
- The ability to transfer cash balance in the ZIQQI Wallet to a ZIQQI debit card.

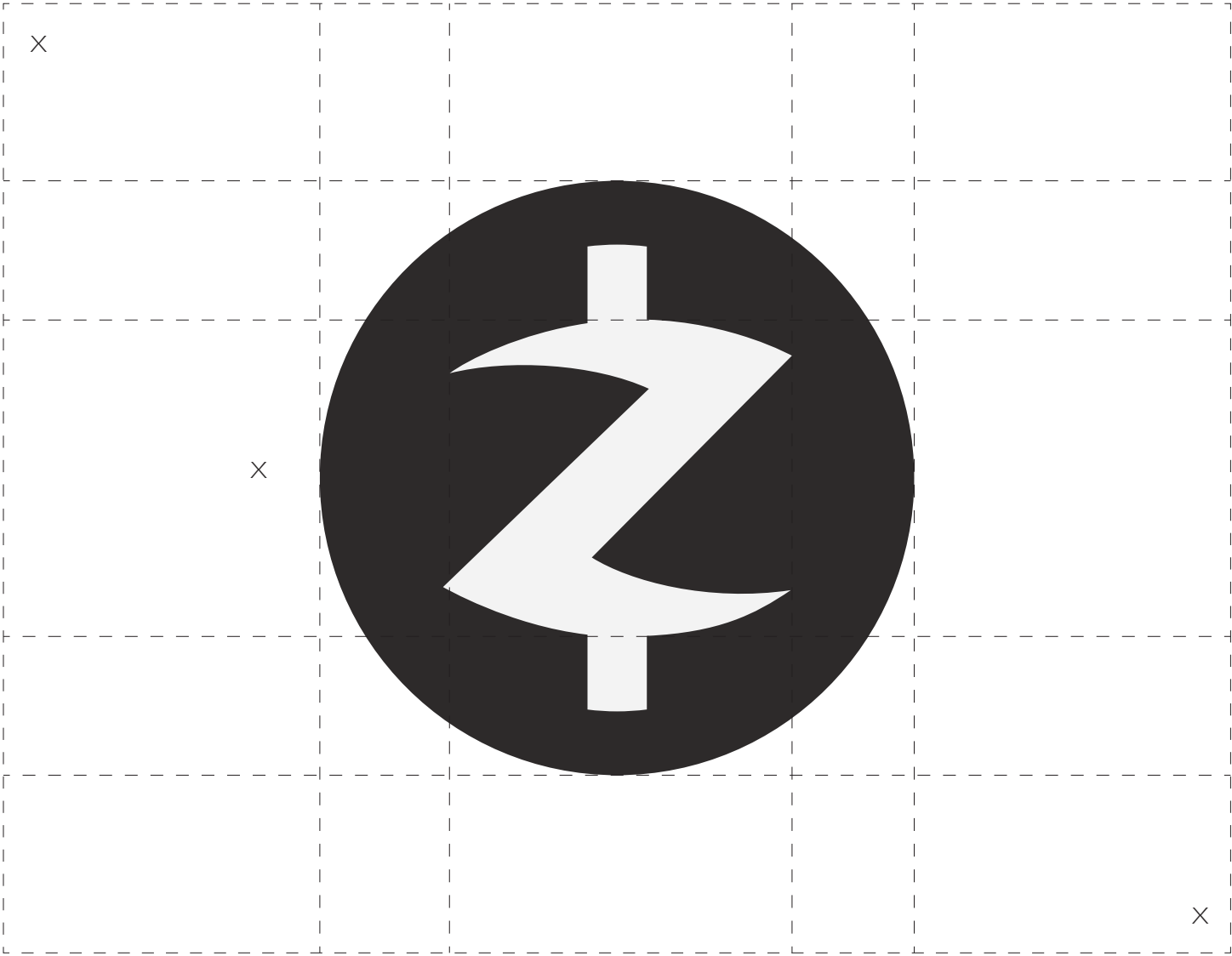
IN THE FUTURE, CONSUMERS WILL ALSO BE ABLE TO INVEST IDLE CASH FROM THE ZIQQI WALLET TO A MONEY MARKET FUND.

ZIQQI Wallet Brand

Main symbol



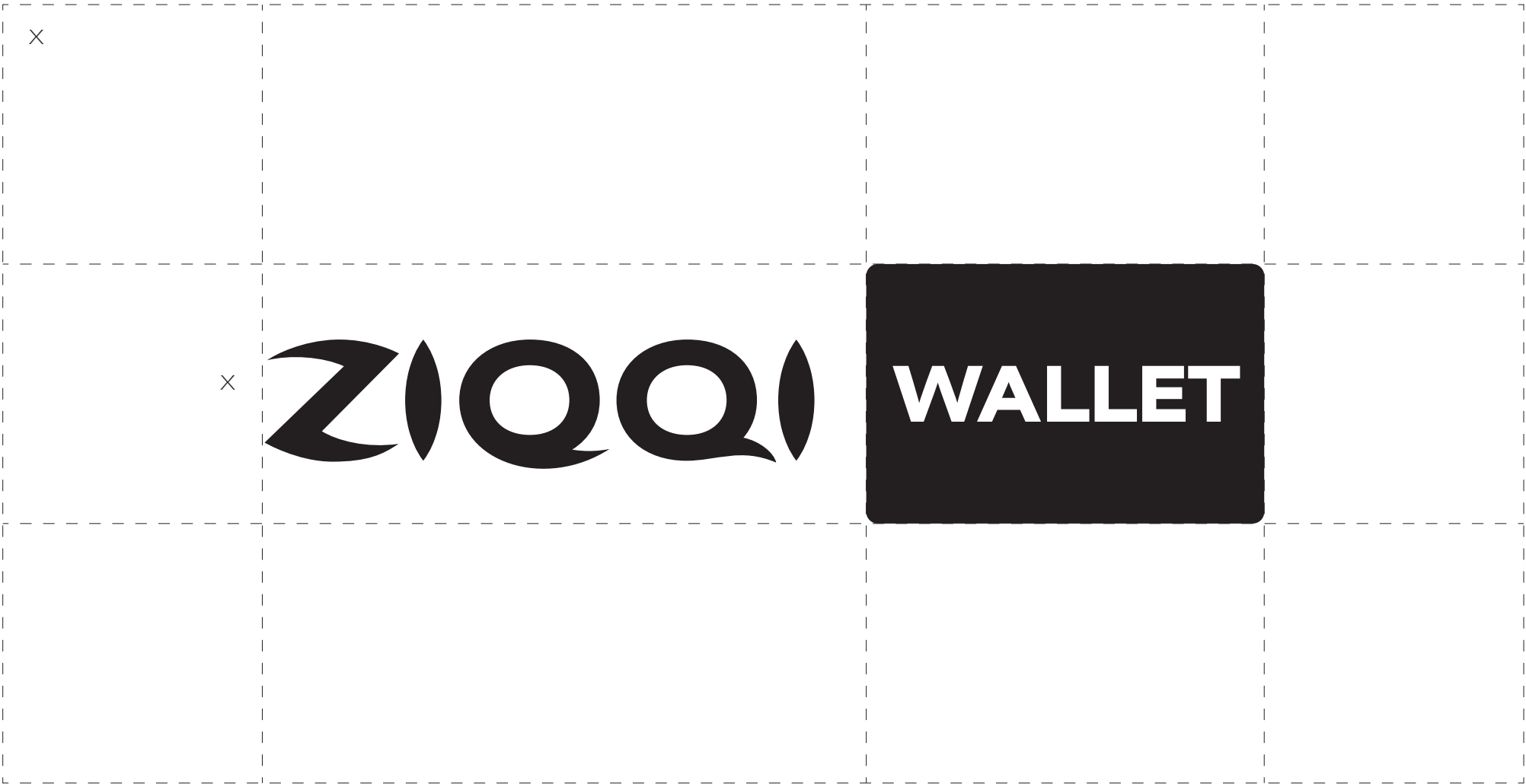
ZIQQI Wallet Brand
Security margins



ziqqi



ZIQQI Wallet Brand
Security margins



ZIQQI Wallet Brand

Security margins



For white background, 26mm is the minimum width to use the brand



On colored backgrounds, because of the different color spot, the secured width is 28mm

RGB
255 / 255 / 138
CMYK
3 / 0 / 53 / 0
PANTONE
100 C

RGB
0 / 0 / 0
CMYK
0 / 0 / 0 / 100



ZIQQI Wallet
Credit Card



ZIQQI