

zoqi

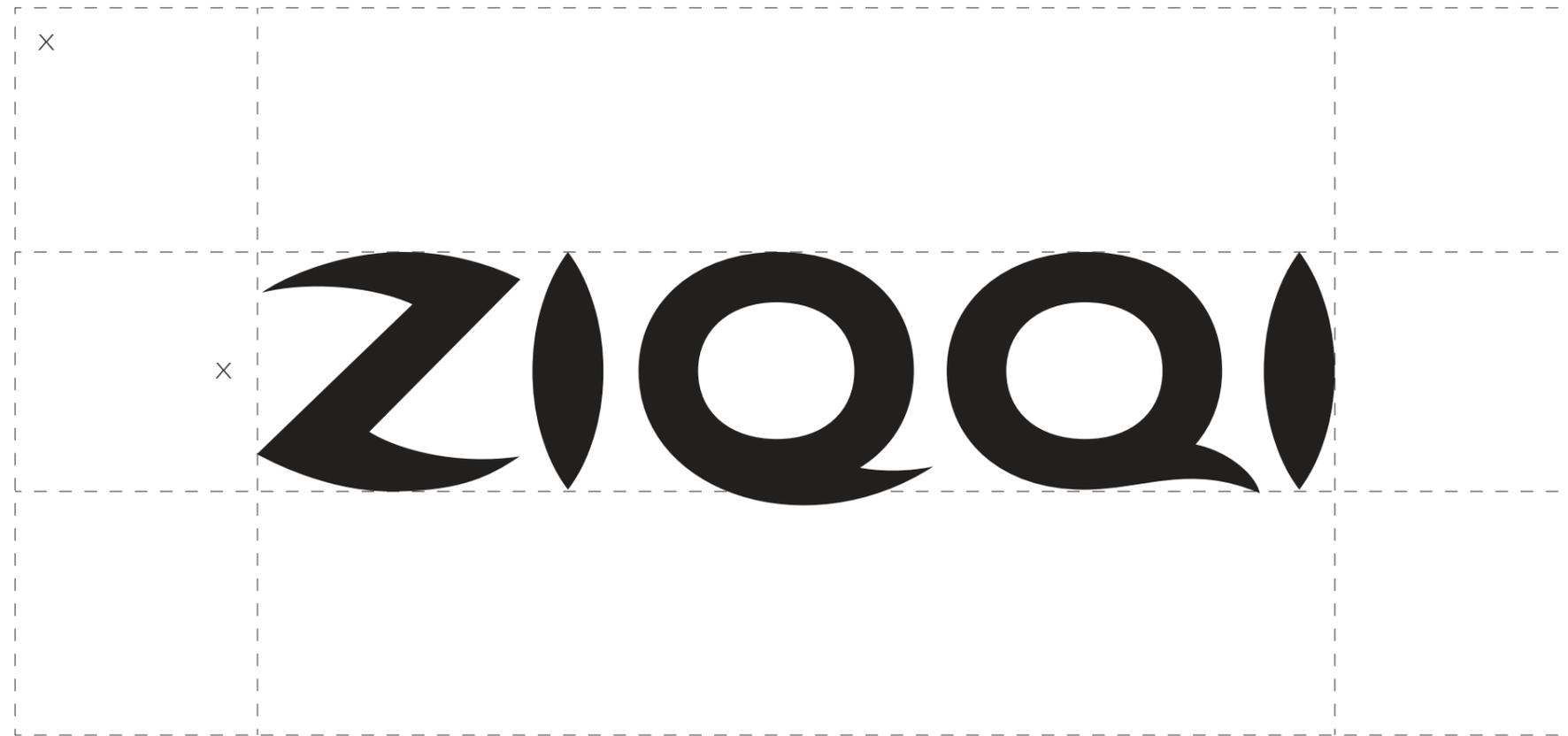
ZIQQI is Africa's new online shopping e-commerce portal offering a wide variety of products across multiple categories including electronics, fashion and health & beauty.

- 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



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



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





16 mm



زِيكِي.كوم

زِيكِي 18 mm
زِيكِي.كوم 40 mm

ziqqi

SIMPLY SHOP!



ZIQQI Brand Symbol

App icon



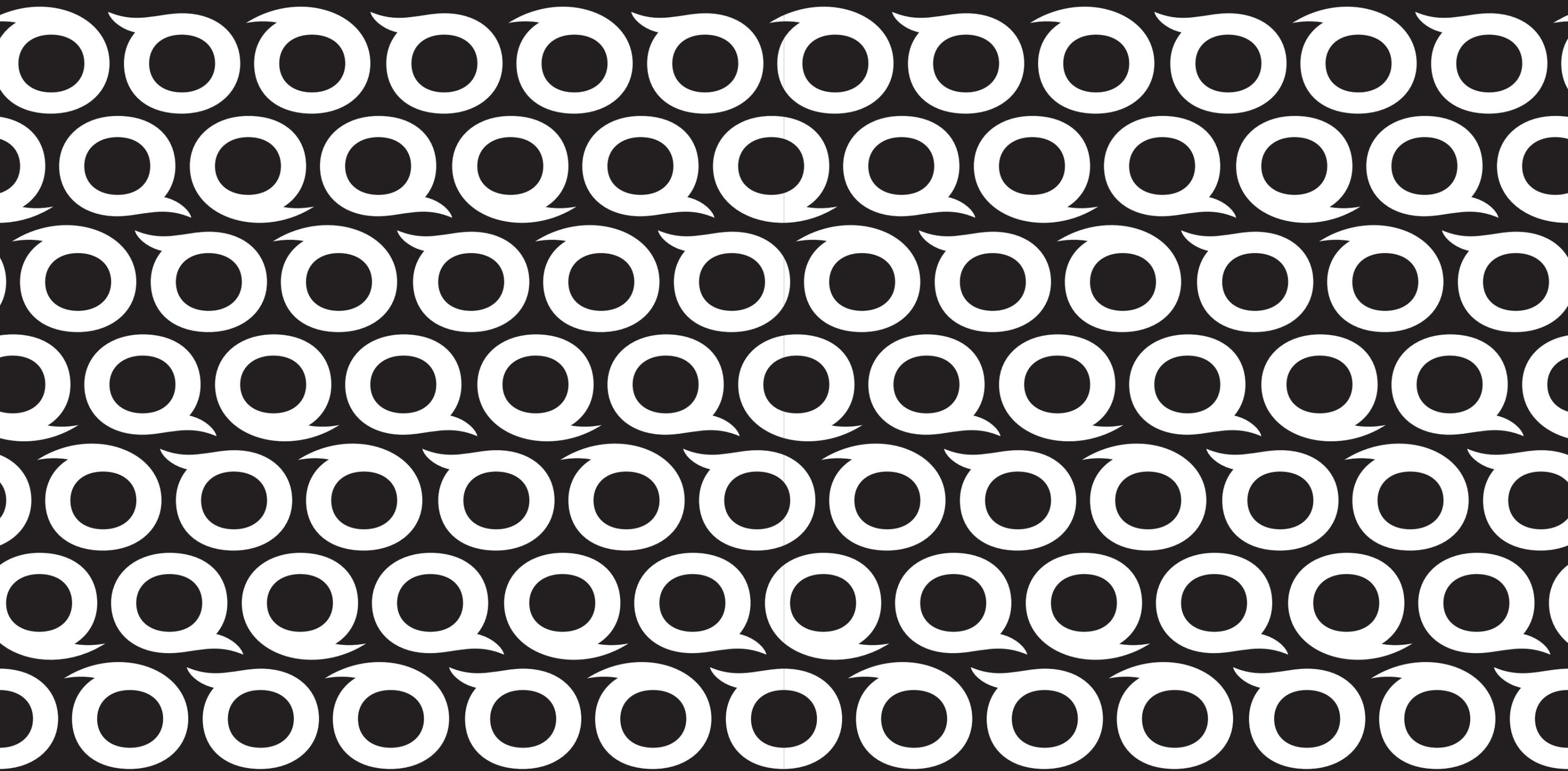
02.3

ZIQQI Brand Symbol Icon usage



ZIQQI Brand Symbol
Icon usage







ZIQQI Brand Pattern
Packaging usage



ZIQQI Brand Pattern
Packaging usage





SIMPLY

SHOP!



05.1

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

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

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

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

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

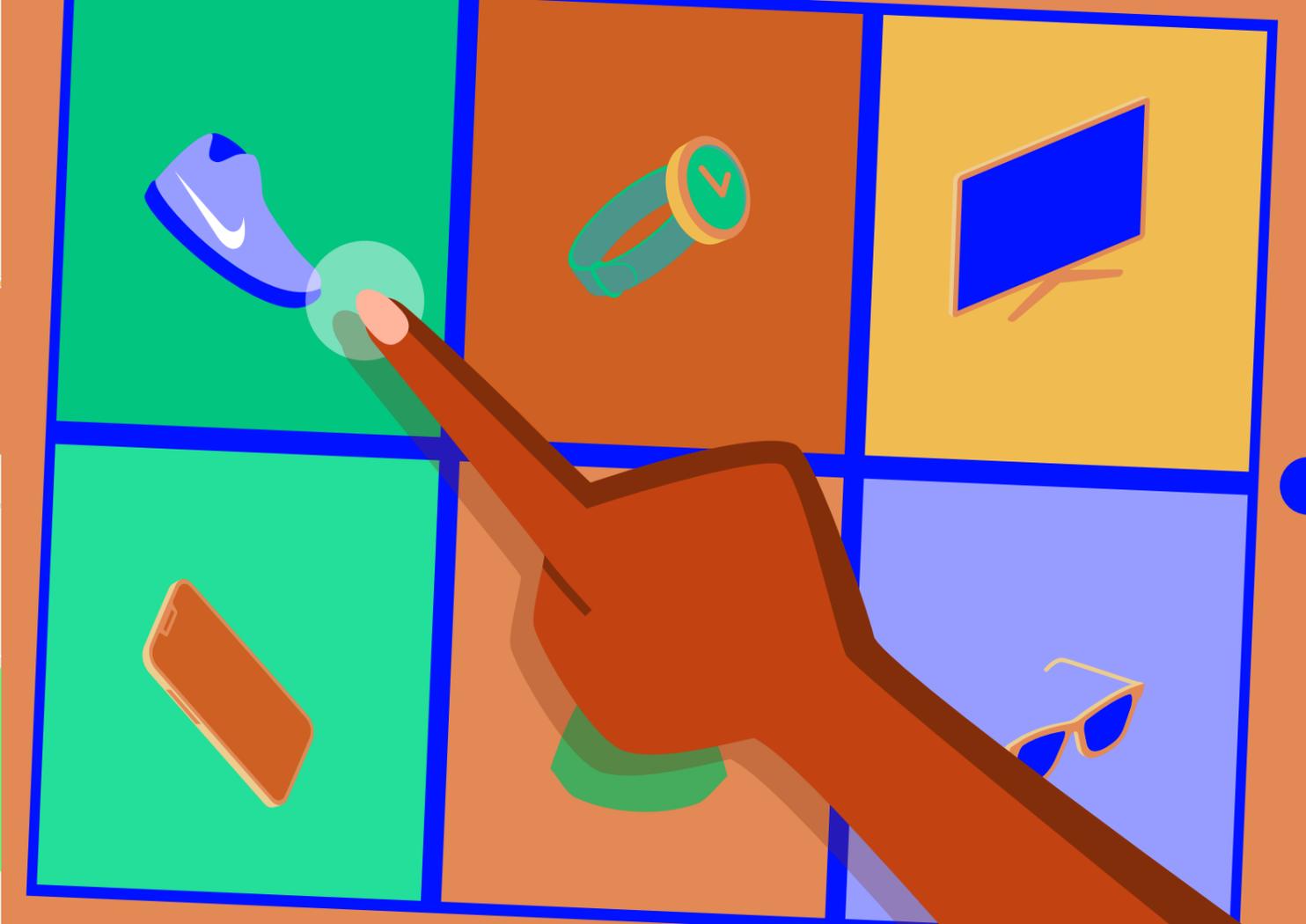
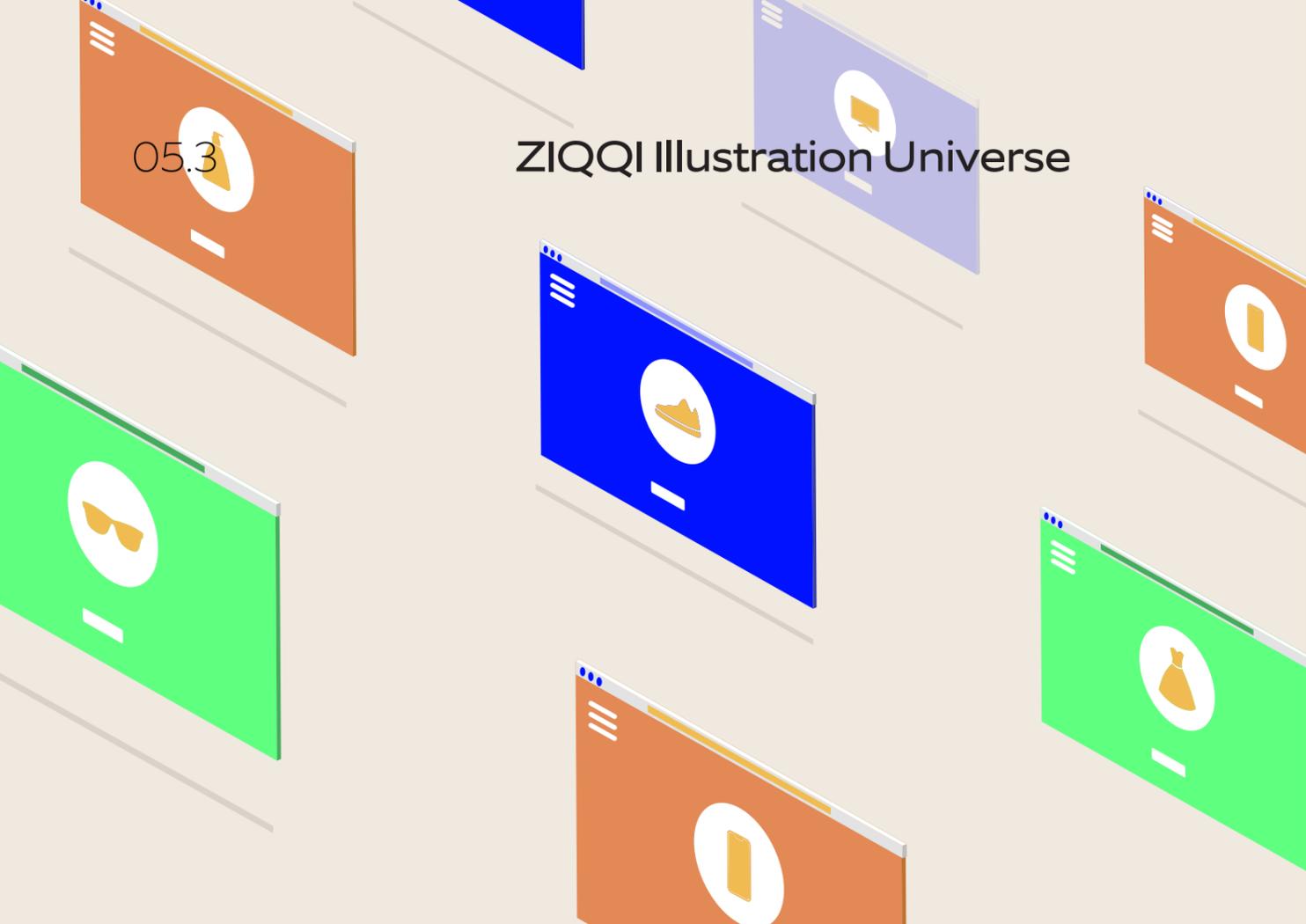
RGB
68 / 184 / 94
CMYK
72 / 0 / 87 / 0

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



05.3

ZIQQI Illustration Universe



Aug 2018
v2.0



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

ا 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

ا 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

ا 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

ا 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





Brand applications
Van





07.6

Brand applications
Bag



Brand applications
Bottle



**SIMPLY
SHOP!**

ZIQQI

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



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

MART



12.1

ZIQQI Mart Brand
Secondary version



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





13.1

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

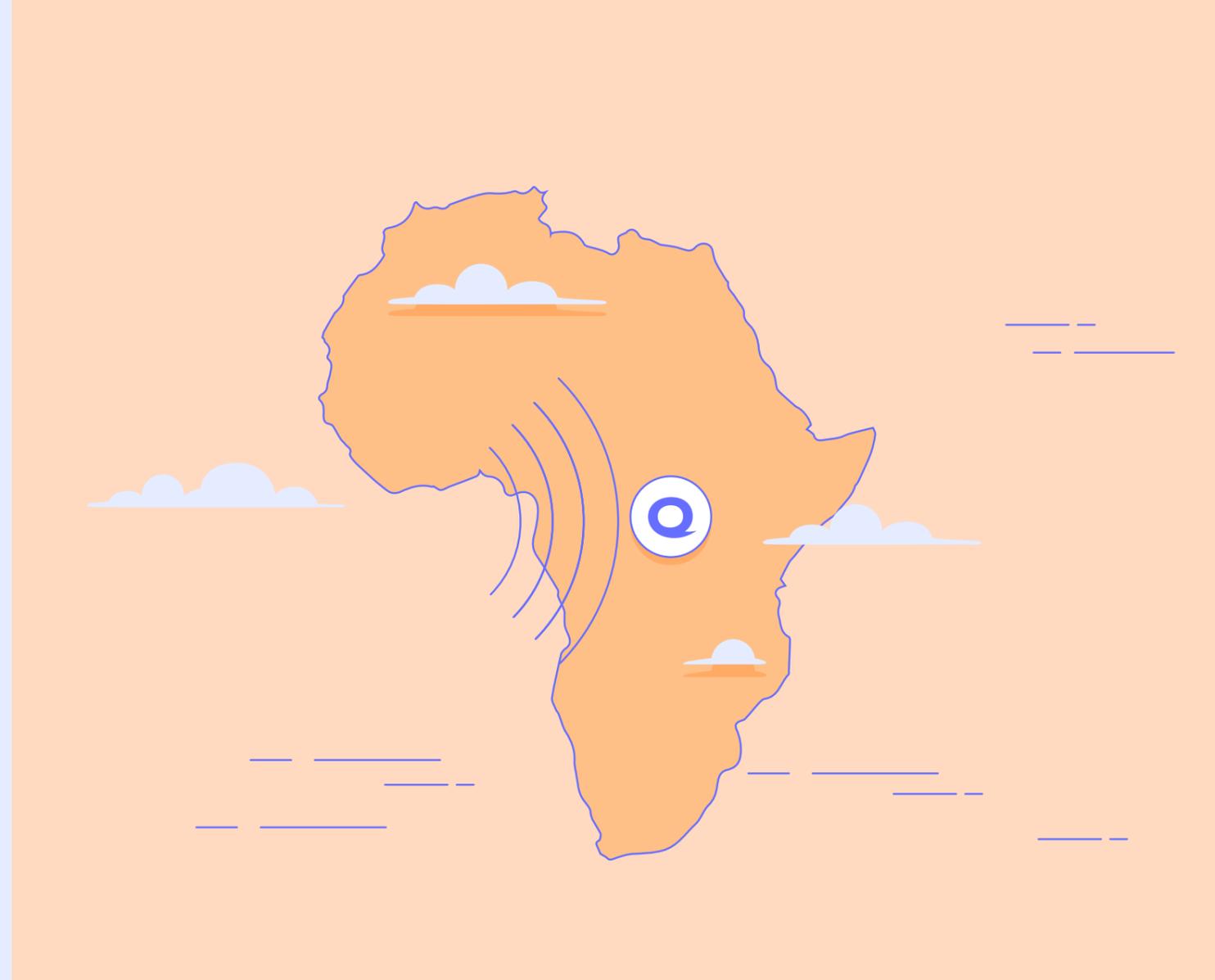
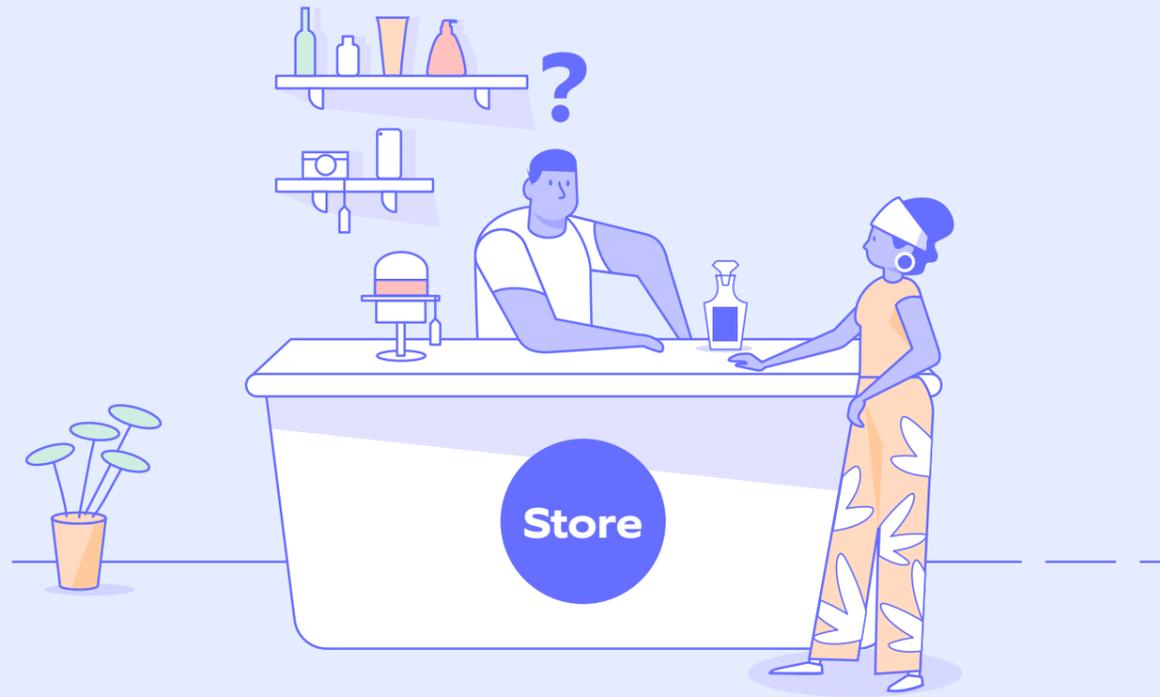
RGB
35 / 235 / 165
CMYK
60 / 0 / 54 / 0

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

Security margins





ZIQQI Fresh Brand

Security margins



14.5

ZIQQI Fresh Brand Maximum reduction



26 mm

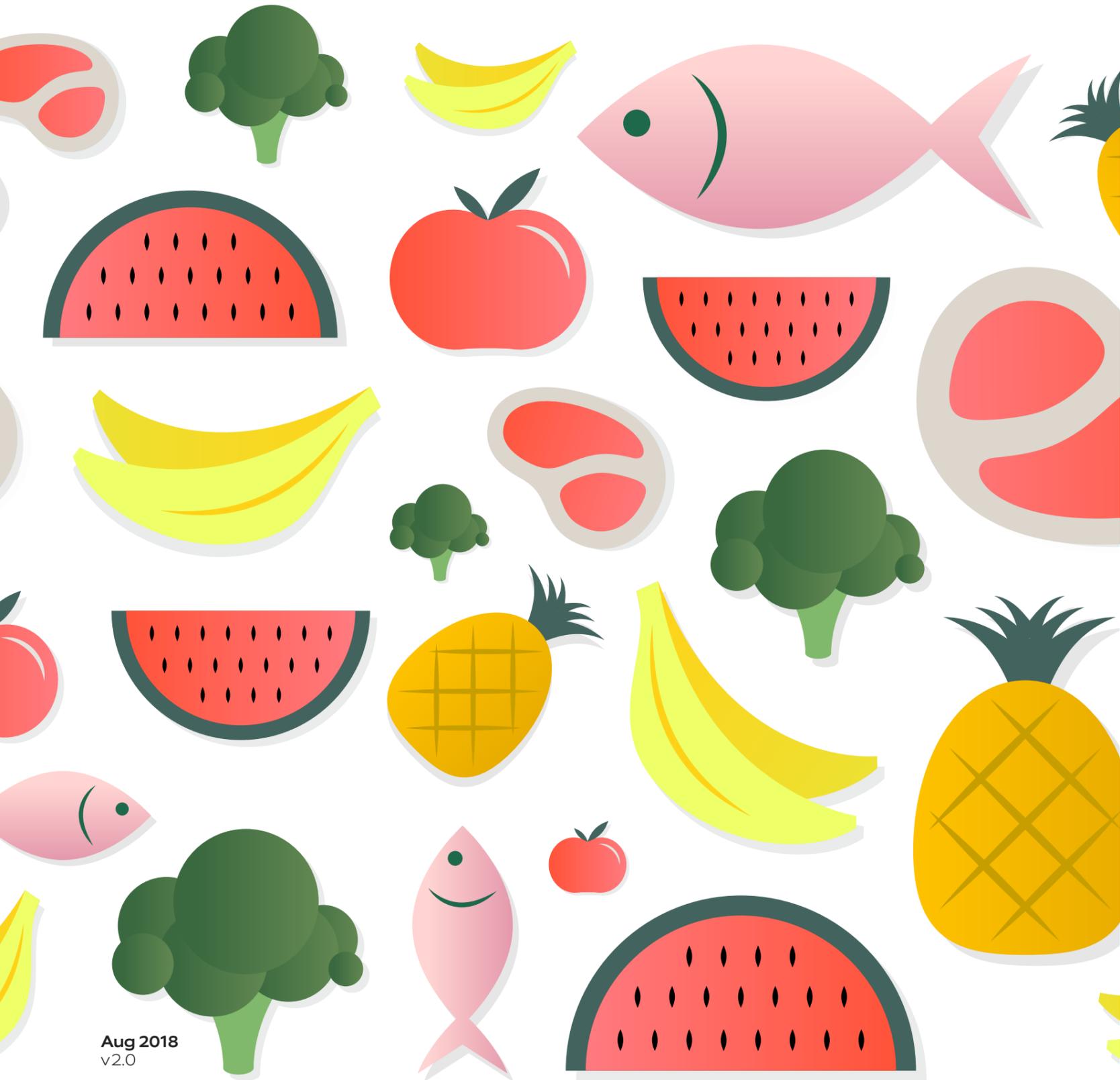
For white background, 26mm is the minimum width to use the brand



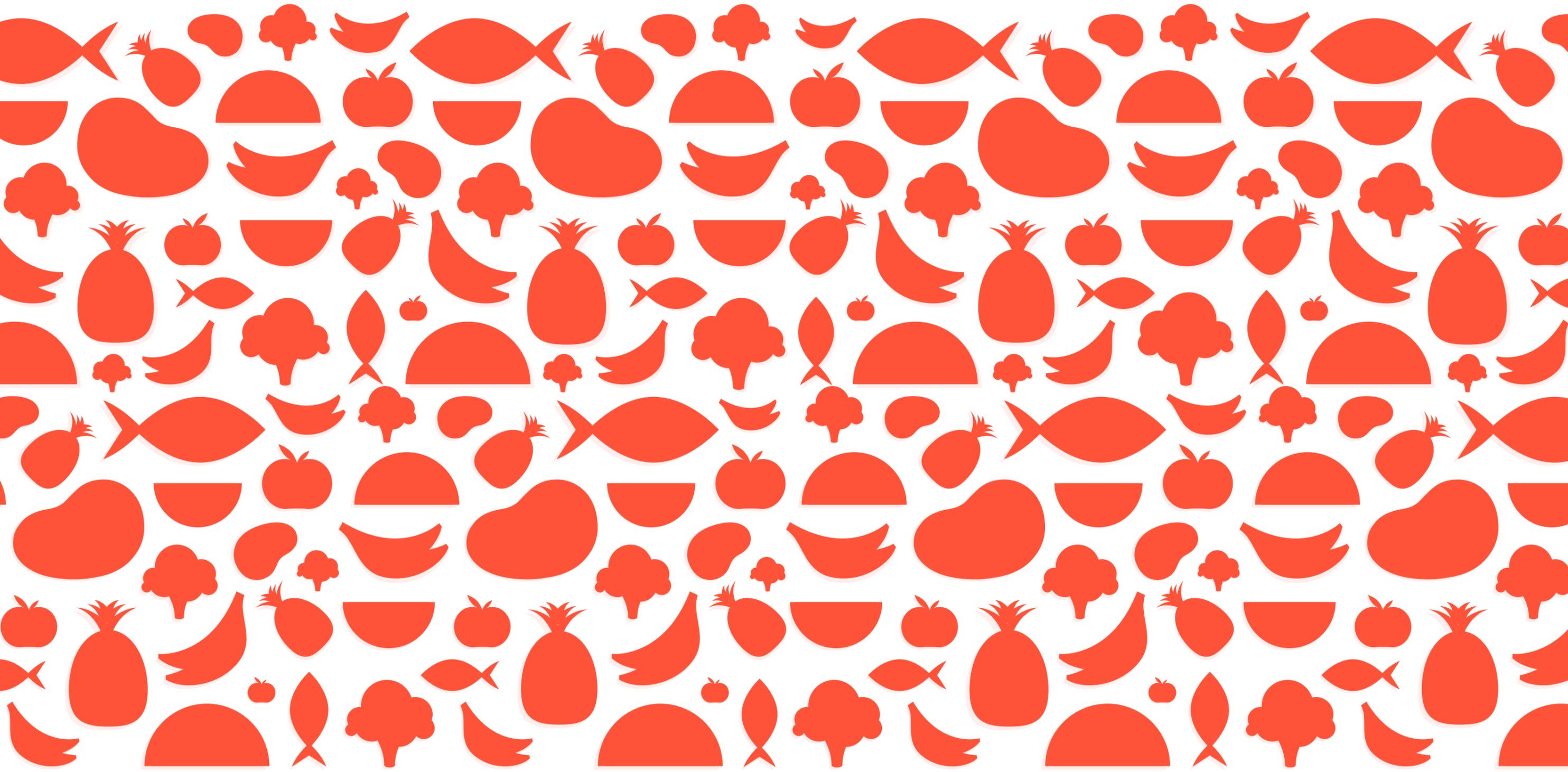
28 mm

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





ZIQQI Fresh Brand
Monochromatic version



16.1

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



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.



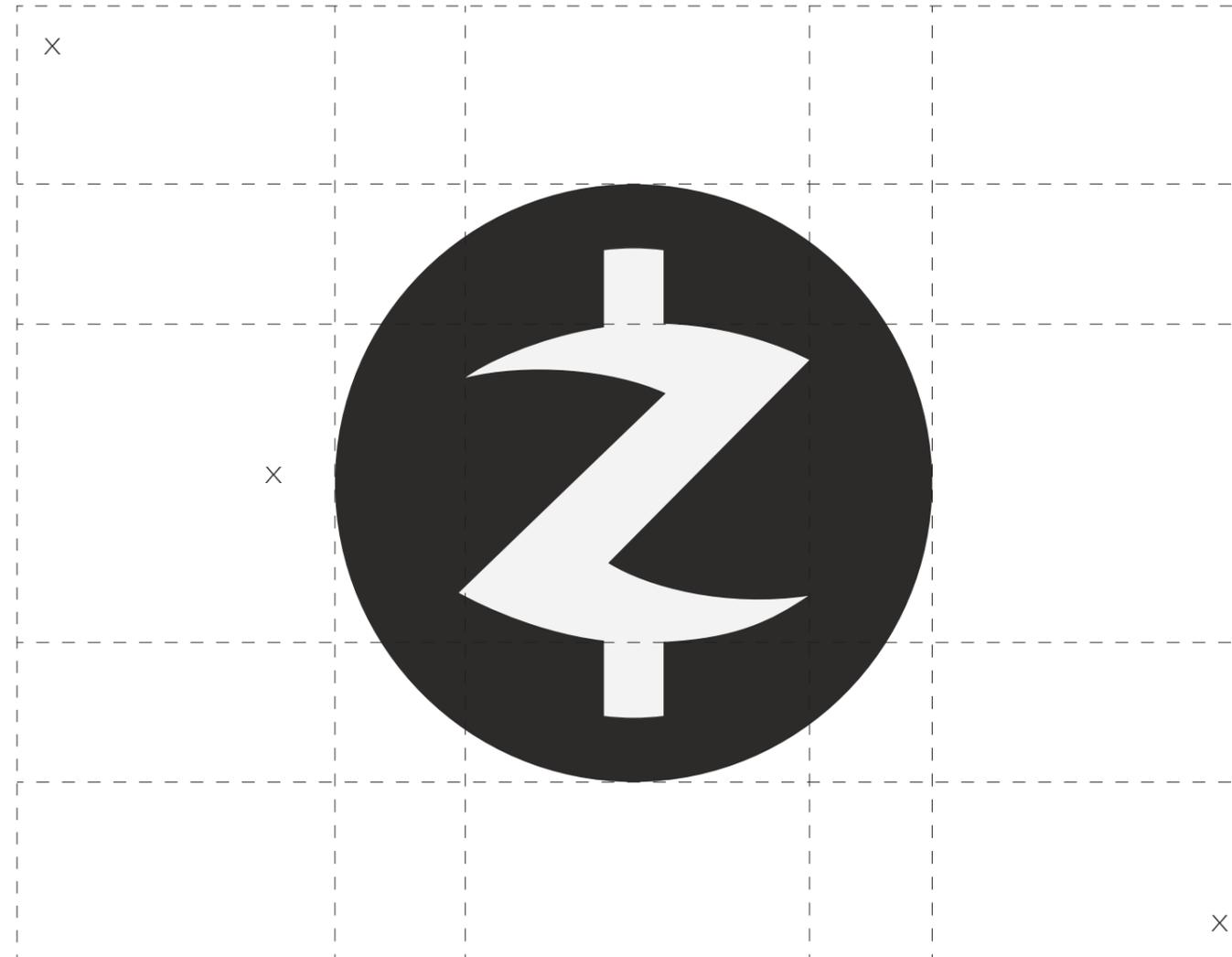
17.1

ZIQQI Wallet Brand
Main symbol



ZIQQI Wallet Brand

Security margins

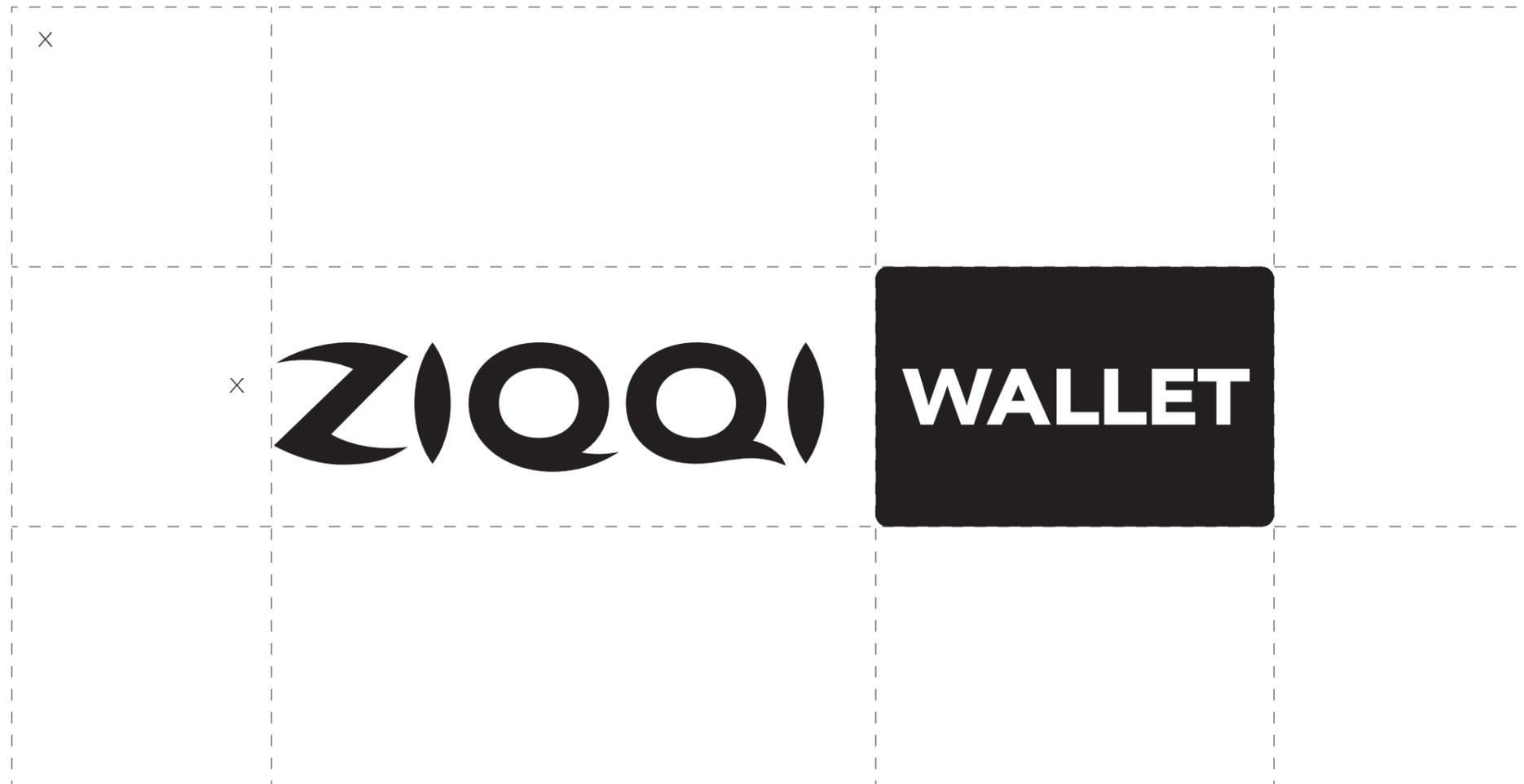


ZIQQI



ZIQQI Wallet Brand

Security margins



ZIQQI Wallet Brand

Security margins



26 mm

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



26 mm

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