Zillow 3D Home Brand Guidelines

2021

Logos and wordmark

Zillow logos

Fig. 1 - Horizontal Wordmark
The horizontal wordmark should be the primary logo used in most cases.

Fig. 2 - Minimum sizing for Horizontal Wordmark
Screen: 24px height @ 72dpi
Print: .20in height

Fig. 3 - Stacked Wordmark
The stacked wordmark should ONLY be used when absolutely necessary.

Fig. 4 - Minimum sizing for Stacked Wordmark
Screen: 58px height @ 72dpi
Print: .55in height

Zillow 3D Home in copy

When to use a trademark symbol
- If a landing page/email/etc. includes a brand logo with a trademark symbol, do not use the mark in the body copy.
- **Do not** use marks in subject lines, headlines or subheads.
- If you do need to include a mark, use it on the first reference in the copy. Subsequent references do not need the mark.
- Follow the mark usage notes above, and note the casing and naming conventions where applicable.

Zillow 3D Home product app tile
- Color is used to differentiate our product suite of Zillow app tiles.
- When using the gold 3D Home app tile, it should be used as it relates to the app *(i.e. creative pointing to downloading the app – see example at right).*
- App tiles should **not** be used as logos. Rather, use the Zillow logo.
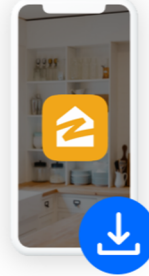
Approved app tile usage

Written style guide

Zillow 3D Home® tours and app

Dos:

- Use **Zillow 3D Home**® when referring to the app and tours produced by the app. Note: "tour" and "app" should not be capitalized.

- Upon first reference, use **Zillow 3D Home**®, with the registered trademark symbol included.

- Upon subsequent references, use **Zillow 3D Home**.

- When space is constrained and the relationship to Zillow is clear, use **3D Home.**

- Mentions of Zillow 3D Home®, Zillow 3D Home or 3D Home should be followed by a noun, such as **tour, app, interactive floor plan** or **dashboard**. More information on each of these terms to come in subsequent slides.

Don'ts

- Avoid using **3D tours**. It's unclear whether this term refers to a Zillow 3D Home tour or a third-party virtual tour.

- Do not use "digital tours," "remote tours" and "rich media tours" to avoid confusion.

Interactive floor plans

Interactive floor plans generated by the Zillow 3D Home app are available on select Zillow-owned homes in select markets.

Dos:

- An interactive floor plan *cannot* exist without a 3D Home tour. These two outputs should be referred to as a pair unless you are writing specifically about interactive floor plans as a feature.

Example:
As a pair: Add interactive floor plans and virtual tours to your listings with the Zillow 3D Home® app.

As a feature: To build an interactive floor plan, add a calibration marker to your first shot and capture additional panoramas.

- If your first mention of interactive floor plans occurs simultaneously with your first mention of Zillow 3D Home as a product, tie the two together and use the trademark symbol: **Zillow 3D Home® tours and interactive floor plans**.

- Upon subsequent reference, use **Zillow 3D Home tours and interactive floor plans**.

- When space is constrained and the relationship to Zillow is clear, use **3D Home tours and interactive floor plans**.

- Always use "interactive" and write "floor plans" as two words: **interactive floor plans**.

Zillow®

3D Home Dashboard

A 3D Home Dashboard stores all finished tours in one spot. From the dashboard, you can view metrics and share, edit, publish or archive your tours.

Dos:

- Use **3D Home Dashboard** when referring to this feature. Note that all words are capitalized, and "Zillow" does not precede "3D Home" in this case.

- If you need to provide a url that links directly to the dashboard, use: **zillow.com/my-3d-home**

360-degree camera

Dos:

- When referring to camera functionality in general, mention compatibility: **a compatible 360-degree camera**. Note that these words are not capitalized, and 360-degree is always hyphenated.

- A Ricoh Theta is the camera used to shoot 3D Home tours. Upon first reference, refer to it by its full product name: **Ricoh Theta**.

- When space is constrained, use **Ricoh.**

Don'ts

- Don't assume your audience will know what a Ricoh Theta or Ricoh is. Unless additional context has already been given, you may need to use descriptive phrases for clarity (even at the risk of redundancy).

Example: A 360-degree Ricoh Theta camera

Colors

Primary colors

Zillow blue serves as the core brand color with supporting blue hues. To compliment these blues we utilize a system of golden colors.
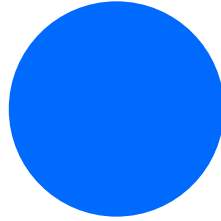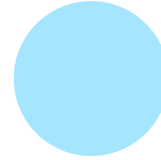
Zillow Blue
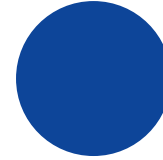RGB: 0/106/255
HEX: #006AFF
CMYK: 90/45/0/0
PMS: 285C

Sky Blue
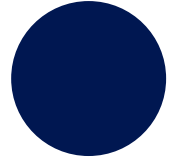RGB: 224/242/255
HEX: #E0F2FF
CMYK: 17/0/2/0
PMS: 7457C

Aqua Blue
RGB: 166/229/255
HEX: #A6E5FF
CMYK: 30/0/6/0
PMS: 635C

Lark Blue
RGB: 13/69/153
HEX: #0D4599
CMYK: 100/72/2/12
PMS: 288C

Midnight Blue
RGB: 0/23/81
HEX: #001751
CMYK: 100/91/7/32
PMS: 2768C
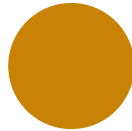
Dark Gold
RGB: 200/130/5
HEX: #C88205
CMYK: 3/36/100/7
PMS: 131C

Deep Gold
RGB: 242/166/25
HEX: #F2A619
CMYK: 0/23/100/0
PMS: 130C

True Gold
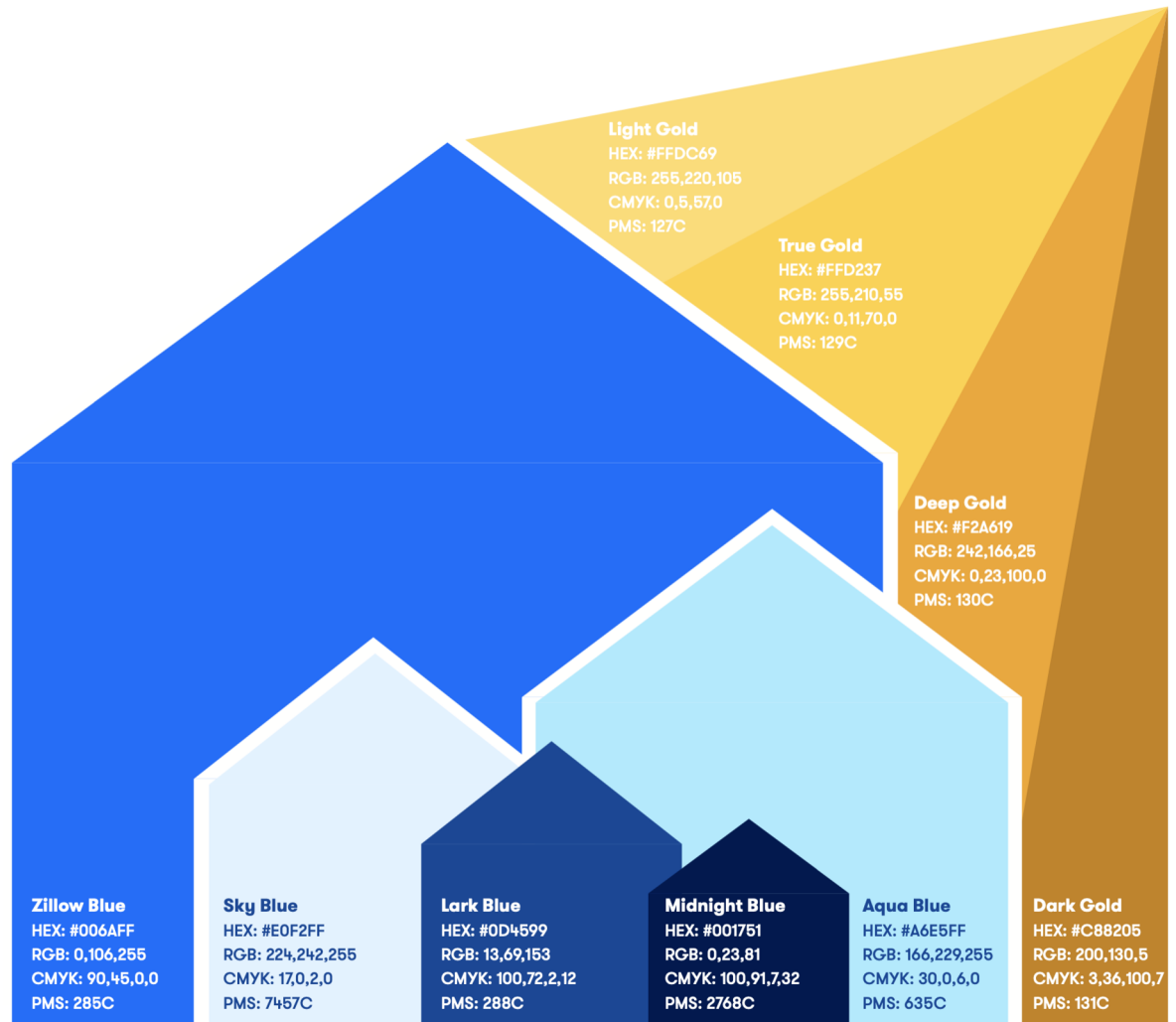RGB: 255/210/55
HEX: #FFD237
CMYK: 0/11/70/0
PMS: 129C

Light Gold
RGB: 255/220/105
HEX: #FFDC69
CMYK: 0/5/57/0
PMS: 127C

Zillow

Primary colors

This diagram refers to the ratio at which we use the colors on the previous slide.

Light Gold
HEX: #FFDC69
RGB: 255,220,105
CMYK: 0,5,57,0
PMS: 127C

True Gold
HEX: #FFD237
RGB: 255,210,55
CMYK: 0,11,70,0
PMS: 129C

Deep Gold
HEX: #F2A619
RGB: 242,166,25
CMYK: 0,23,100,0
PMS: 130C

Zillow Blue
HEX: #006AFF
RGB: 0,106,255
CMYK: 90,45,0,0
PMS: 285C

Sky Blue
HEX: #E0F2FF
RGB: 224,242,255
CMYK: 17,0,2,0
PMS: 7457C

Lark Blue
HEX: #0D4599
RGB: 13,69,153
CMYK: 100,72,2,12
PMS: 288C

Midnight Blue
HEX: #001751
RGB: 0,23,81
CMYK: 100,91,7,32
PMS: 2768C

Aqua Blue
HEX: #A6E5FF
RGB: 166,229,255
CMYK: 30,0,6,0
PMS: 635C

Dark Gold
HEX: #C88205
RGB: 200,130,5
CMYK: 3,36,100,7
PMS: 131C

Typography

Typography: GT Walsheim

GT Walsheim is our primary font. We use **Open Sans** for body copy and small headlines on web, product pages, emails, and banner ads.

Print
GT Walsheim

Explore your home's value

We have the most listings and constant updates. So you'll never miss out.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait.

Digital
GT Walsheim + Open Sans

Explore your home's value

We have the most listings and constant updates. So you'll never miss out.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugai.