

Zendesk Logo Guidelines



This is the Zendesk logomark. We put it on many things, and you can too. But first, some guidelines.

RESOURCES

↓ Core Zendesk logos

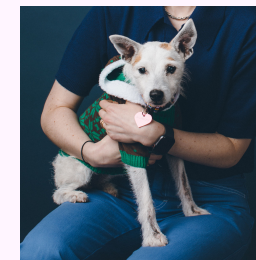


Our brand mark

It all begins with a simple shape—a set of **building blocks that make up our logomark.**

Our logo represents the connections between our company and our customers, and our customers with their customers. The shapes in our logo imply balance, simplicity, connection: all the things that make up a great customer relationship.

Relationshapes, if you will.



Types of logos



PRIMARY LOGO IN KALE



WORDMARK IN KALE

zendesk

SOLO Z IN KALE



PRIMARY LOGO IN WHITE



WORDMARK IN WHITE

zendesk

SOLO Z IN WHITE



This is the preferred mark for Zendesk, ready to apply in any internal or external work.

The wordmark can stand alone as long as the primary logo is somewhere else within the asset.

This logo is only for special occasions, like in our products or certain [brand partnership lockups](#).

The kale logo is our primary logo. But on a dark background, you'll sometimes need the logo in white.

↓ Core Zendesk logos

Don't manipulate our logo

zendesk



✘ Don't put the wordmark over the solo Z

z zendesk

✘ Don't add the solo Z to the wordmark



✘ Don't add a stroke outline



✘ Don't add a gradient fill



✘ Don't add a drop shadow



✘ Don't use an outdated logo



✘ Don't alter or skew the wordmark



✘ Don't make the logo different colors



✘ Don't place the Z next to the wordmark

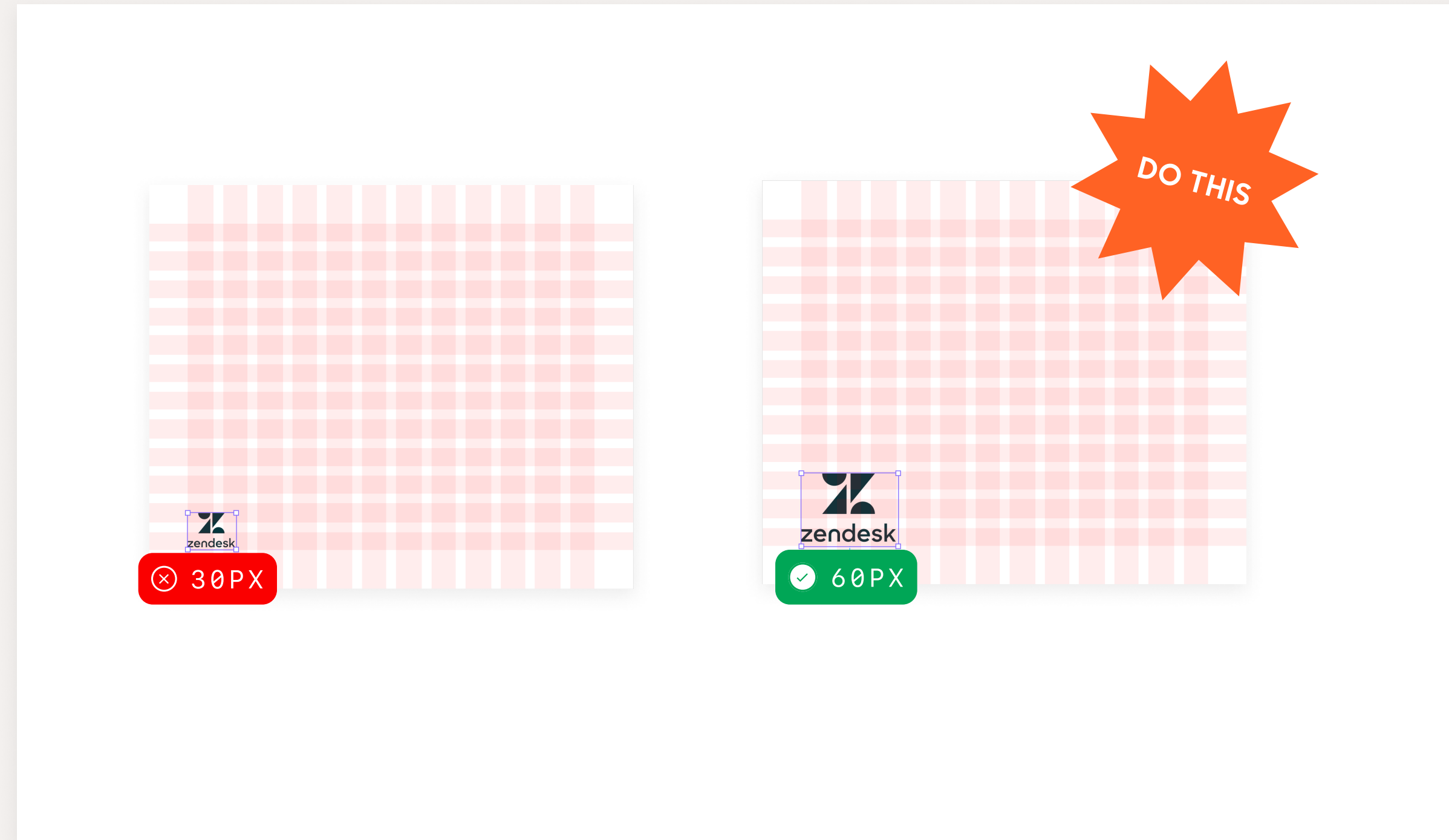


✘ Don't alter the graphical elements

Sizing the logo

As a rule, the logo should be 10% of page width unless the width is <600 pixels. The logo should never be <60 pixels wide.

MINIMUM LOGO SIZE



On a 300x250 pixel asset, the logo at 10% would only be 30 pixels wide. In this case, we replace it with a logo that's 60 pixels wide to make sure it's still legible.

There's no maximum size for Zendesk logos. But please make sure the logo isn't too small.



If you put the logo in a square, make sure it is centered and has enough safe space