

Zillow® Logo and Trademark Usage Guidelines

Primary Usage

Use the Zillow.com two-color logo on white or light backgrounds only. Use the logo with tagline where possible, when space allows. If the logo is so small that the tagline becomes illegible, use the logo without tagline.



Secondary Usage

Use the Zillow.com one-color logo in black when full-color is not an option, or against brightly colored backgrounds. For darker backgrounds, use the one-color logo in white.



Vertical Usage

Use these logo versions to optimize the logo size in a space that is more vertical than horizontal. For example:



Color

Zillow.com Logo colors

Swatches		
RGB values	85, 119, 187	136, 187, 68
Hexadecimal values	#5577BB	#88BB44
PANTONE Numbers	PMS 542U PMS 285C	PMS 368U PMS 368C
CMYK Percentages	76, 23, 0, 8	65, 0, 100, 0

Do not use colors other than the corporate colors for any part of the logo or its elements, except in one-color applications.



Do not use the 2-color logo on dark or bright-colored backgrounds. Instead, use the one-color white logo or the 2-color logo on the white rectangular background.



If the background is lightly-colored (with a gray value of no more than 20%), the standard 2-color logo can be used.



Space and Size



Keep $\frac{1}{2}$ of the width of the house for space between the logo and other text or graphical elements. This ensures clarity of communication and keeps the mark from being lost or crowded. If using the logo near the edge of a page, maintain at least the width of the house for space between the logo and the edge. The space between the right tip of the house's roof should be spaced a distance of $\frac{1}{6}$ th the width of the house from the left edge of the wordmark. Never overlap the house and wordmark.

Do not size the logo so small that the tagline is unreadable. If a small logo is required, use a version without the tagline.

Logo Elements

Do not change the shape, size, proportion or font of any of the logo elements (house, wordmark, or tagline). Do not cut off or crop out any part of the logo.

In general, do not separate the logo elements. The house, tagline or wordmark should not be used as separate graphical elements in isolation.



Never put the wordmark in front of the house.



Do not replace the wordmark with any other phrase.



Zillow Sub-brands

Zillow sub-brands, such as Zillow EZ Ads and Zillow Blog, use the following logo style:

Zillow[®] EZ Ads

The sub-brands should not appear with the Zillow.com house icon.



Trademark Usage

You may use Zillow trademarks to refer to our products and services, so long as the references are truthful, fair and not misleading. Use the appropriate trademark symbol and acknowledgement of Zillow's ownership of the marks (e.g., Zestimate[®] is a trademark of Zillow, Inc.). Use the trademark as an adjective, not as a noun or verb, and never in the plural or possessive form. Use a generic term after the mark as follows:

Zillow.com[®] real estate service

Zillow[®] real estate service

Zestimate[®] value

Zindex[®] home value index

Make Me Move[™] price

Virtual Sold Sign[™] program