



Zapier Solution Partner Brand Guidelines

Version 2 | July 2025

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1. Introduction

As a Zapier Solution Partner, you're representing Zapier products and services alongside your own to create complete automation solutions under your brand. It's essential that customers understand the difference between your brand and Zapier's brand.

With proper use of these protected assets and messaging, you can balance making your partner brand unique while demonstrating your affiliation with Zapier. When done correctly, customers receive clarity and support when issues arise, and positive experiences are attributed to partners when things go well.

Key Principles:

- Maintain brand consistency across all touchpoints
- Respect Zapier's brand identity and trademark rights
- Present your partnership professionally and accurately
- Enhance mutual brand value through proper representation

Ways to Make Your Brand Unique:

- With your own brand's look and feel—logos, imagery, color palette, typography, photography, illustrations, icons, etc.
- With your own brand's name, messaging, tagline, voice & tone
- With your own brand's URLs and trademarks

Approved Ways to Imply Affiliation with Zapier:

- By using approved Zapier Solution Partner assets like badges and certifications
- By staying true to product information provided by Zapier, without modifying this information
- By using Zapier-sponsored partner campaigns and materials

Important Restrictions:

You may not use Zapier illustrations, color palettes, or proprietary design elements unless they are part of approved materials we provide or you have explicit permission. Partners should not use Zapier's visual assets in ways that make them appear to be part of Zapier or represent their own creative work.

2. Understanding Zapier's Protected Brand Assets

Zapier's protected [brand assets](#) include all visual and written elements that represent our brand identity. These assets are carefully controlled to maintain brand consistency and value.

Protected Assets Include:

- Zapier logos and wordmarks (all variations and formats)
- Solution Partner badges (all tier levels)
- Zapier color palette (primary orange #FF4A00, supporting colors)
- Zapier typography (Inter font family and custom brand fonts)

- Product screenshots and user interface elements
- Marketing imagery and illustrations
- Product terminology and messaging

Usage Rights:

- Partners may use approved partner assets only as outlined in these guidelines
 - Partners may not use standalone Zapier logos, custom illustrations, or proprietary imagery
 - Partners must follow specified usage guidelines for all approved assets
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3. Partner Program Overview

The Zapier Solution Partner program recognizes consultancies and professional services firms who demonstrate expertise in helping businesses succeed with Zapier automation solutions.

Partner Tiers:

Silver Solution Partner

- Completion of foundational Zapier training
- Enhanced marketing benefits
- Expanded partner resources

Gold Solution Partner

- Advanced expertise with proven track record
- Premium partnership benefits
- Priority support access

Platinum Solution Partner

- Completed Zapier's highest training requirements and demonstrated ability to support a broader set of customers and/or larger implementations
 - Maximum marketing and business benefits
 - Exclusive partner opportunities
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4. Transitioning from Zapier Expert to Zapier Solution Partner

All partners must transition from using "Zapier Expert" to "Zapier Solution Partner" in official communications and marketing materials.

Key Changes:

- The proper noun "Zapier Expert" as an official program designation is discontinued
- Partners may still use "expert" as a self-declared descriptor (e.g., "We are Zapier experts")
- Official partnership titles must use "Solution Partner" format
- Update all marketing materials, websites, and communications

Transition Timeline:

Partners should update all materials by August 1, 2025

Usage Examples:

CORRECT: "As a Zapier Solution Partner, our team of Zapier experts helps businesses..."

INCORRECT: "We are Zapier Experts certified by Zapier..."

5. Approved Partner Assets for Marketing Use

The following assets are available for Partners to use in marketing and educational materials:

Zapier Solution Partner Badges

New Solution Partners (and/or those who have not yet achieved the Silver tier)

- Standard Solution Partner badge (internal use only)
- Not to be used in external marketing
- Earth tone design with "SOLUTION PARTNER" text
- Available in PNG and SVG formats

Silver Solution Partner Badge

- Silver tier badge with "SILVER SOLUTION PARTNER" designation
- Earth tone background with premium styling
- Represents demonstrated expertise level
- Enhanced visual prominence
- Available in PNG and SVG formats

Gold Solution Partner Badge

- Gold tier badge with "GOLD SOLUTION PARTNER" designation
- Earth tone background with premium styling
- Indicates advanced expertise and track record
- Available in PNG and SVG formats

Platinum Solution Partner Badge

- Platinum tier badge with "PLATINUM SOLUTION PARTNER" designation
- Earth tone background with highest visual distinction
- Represents maximum partnership level
- Available in PNG and SVG formats





Badge Specifications:

- **Minimum digital size:** 100px width
- **Minimum print size:** 0.75 inches width
- **File formats:**
 - PNG with transparent background (digital use)
 - SVG (scalable vector format for high-quality digital use)
 - High-resolution PDF/EPS (print use)
- **Aspect ratio:** Must be maintained when resizing
- **Colors:** Use only provided color variations—do not alter colors
- **Design:** Earth tone aesthetic with dark background and white text
- **Branding:** Features Zapier logo with orange accent mark

Badge Usage Rules:

DO:

- Use your authorized tier badge only
- Maintain proper sizing and proportions
- Place on clean, contrasting backgrounds
- Use in email signatures, websites, and marketing materials

DON'T:

- Use badges for tiers you haven't achieved
- Alter colors, fonts, or design elements
- Combine with other logos without proper spacing
- Use outdated or incorrect badge versions

6. Logo Usage Guidelines

Zapier Solution Partner Logo Lockup

The Zapier Solution Partner logo lockup provides context that you are affiliated with the Zapier brand. This is the primary logo asset available for partner use.

Logo Specifications:

- Minimum digital size: 120px width
- Minimum print size: 1 inch width
- Clear space: Equal to the height of the "Z" in Zapier on all sides
- File formats: SVG/AI/EPS (vector), PNG (web), PDF (print)

Clear Space Requirements:

- Maintain clear space equal to the height of the "Z" in Zapier around all sides
- Never place other elements within this protected clear space
- Ensure adequate contrast with background colors

Approved Logo Lockups:

Horizontal Layout (Preferred): [Zapier Solution Partner Logo] | [Your Company Logo] | [Tier Badge]

Stacked Layout (When horizontal space is limited): [Zapier Solution Partner Logo] [Your Company Logo] [Tier Badge]

Standalone Zapier Logos:

Partners may not use standalone Zapier corporate logos or product logos. Instead, write out "Zapier" in your copywriting to clearly articulate your affiliation.

Exception: In areas with additional context, you may reference Zapier product names in text (e.g., "We build automation solutions using Zapier's platform") but cannot use Zapier's corporate logo independently.

7. Badge Usage Guidelines

Recommended Badge Placement:

Digital Applications:

- Email signatures
- Website footers or sidebars
- LinkedIn profiles and banners
- Social media profiles
- Digital business cards
- Presentation templates

Print Applications:

- Business cards
- Letterhead
- Brochures and collateral
- Trade show materials
- Printed advertisements

Badge Sizing Guidelines:

In Relation to Partner Logo:

- Partner badge should be 50-75% the size of your primary logo
- Maintain proportional relationships in co-branded materials
- Never make badge larger than your company logo

Badge Color Variations:

- **Full color on white:** Primary usage with earth tone background
 - **Reversed on dark:** Alternative version for dark backgrounds
 - **Single color:** When color printing isn't available
 - **Transparent background:** PNG and SVG formats for varied background colors
 - **Earth tone palette:** Consistent dark background with white typography
 - **Brand consistency:** Orange Zapier logo accent maintained across all variations
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8. Naming Conventions and Messaging

Official Partnership Names:

Proper Format:

- Zapier Solution Partner
- Zapier Silver Solution Partner
- Zapier Gold Solution Partner
- Zapier Platinum Solution Partner

Note: Use "Solution Partner" (singular), not "Solutions Partner" (plural)

Approved Descriptive Language:

For All Tiers:

- "We are a Zapier Solution Partner"
- "We are an authorized Zapier Solution Partner"

For Tiered Partners (Silver, Gold, Platinum):

- "We are a Zapier [Tier] Solution Partner"
- "We are an authorized Zapier [Tier] Solution Partner"

Naming Rules:

DO:

- Use proper capitalization: "Zapier Solution Partner"
- Place "Zapier" first in the partnership name
- Use "authorized" as an optional descriptor, only if you'd like
- Maintain consistent naming across all materials

DON'T:

- Refer to yourself as a "Provisional Solution Partner" in marketing
- Use "official"—use "authorized" instead
- Create variations of official partnership names
- Use "certified" or other non-approved descriptors
- Abbreviate partner names: ZSP, SP, ZPSP
- Imply legal relationship like joint venture or investment
- Violate the [Zapier Partner Code of Conduct](#)

Using Shortened Partnership Names:

When writing about your relationship with Zapier, you should always include the full partnership name when you first reference the relationship: Zapier [Tier if applicable] Solution Partner. Once you've written the full partnership name once you may use the following shortened versions in the remainder of your copy:

- Zapier Partner
- [Tier] Partner
- Zapier [Tier] Partner
- [Tier] Solution Partner

Character-Limited Scenarios:

For platforms with character limits, use this priority order (after first reference using full name):

1. **Shortened (32 characters):** "Zapier [tier] Solution Partner"
2. **Minimal (24 characters):** "Zapier Solution Partner"
3. **Ultra-short (15 characters):** "Zapier Partner"

SEO Considerations:

Approved SEO Strategies:

- Include "Zapier expert" (lowercase) in meta descriptions or content (not in official titles)
- Use phrases like "Zapier automation expert" or "Zapier integration specialist" in content
- Maintain official partnership titles in headers and key locations

Content Example: "As a Zapier Gold Solution Partner, our team of Zapier experts and automation specialists helps businesses streamline their workflows through custom Zapier integrations."

Messaging Guidelines:

Approved Partnership Announcements: "We're excited to announce that [Company Name] is now an authorized Zapier [Tier] Solution Partner, recognizing our expertise in helping businesses automate their workflows and increase efficiency through Zapier integrations."

What is a Zapier Solution Partner: Zapier Solution Partners are consultancies and professional services firms recognized by Zapier for their expertise in helping businesses succeed with automation solutions. These partners have demonstrated proficiency in implementing, optimizing, and supporting Zapier workflows for their clients.

Prohibited Claims:

NEVER say:

- "We're Zapier's #1 Partner"
- "We're the top Zapier partner"
- "We're recommended by Zapier"
- "We're Zapier's preferred partner"
- "We have the most Zapier reviews"
- Any unsubstantiated claims about rankings or special status

Acceptable alternatives (with caution):

- "We are a top partner" (if you're Platinum tier)
 - "We have a 5-star rating" (ensure accuracy at time of publication)
 - "We are a top-rated partner on Zapier's partner directory" (ensure accuracy at time of publication)
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9. Website and Digital Asset Guidelines

Website Integration:

Partnership Page Requirements:

- Dedicated section explaining your Zapier expertise
- Proper use of partnership badges and naming
- Clear description of services offered
- Client testimonials (where permitted)

Header/Footer Guidelines:

- Partner badge in consistent location
- Appropriate sizing relative to other elements
- Maintained across all relevant pages

Website Domain Guidelines:

APPROVED:

- [partername.com/zapier](#)
- [partername.com/zapier-automation](#)
- [yourcompany.com/zapier-services](#)
- [partnersite.com/automation-solutions](#)

PROHIBITED:

- zapier-partnername.com
- zapier.partnername.com
- zapier-automation.com (leading with Zapier)
- Any domain that suggests you are Zapier or that uses [Zapier trademarks](#) (like Zap)

Email Domain Guidelines:

- Email domains shouldn't include any Zapier marks
- Use your own company domain for all communications

Social Media Guidelines:

LinkedIn:

- Use approved banners and profile badges
- Include partnership in professional headline
- Share relevant content about automation
- Tag @Zapier appropriately in posts

Other Platforms:

- Maintain consistent visual branding
- Use approved partnership language
- Follow platform-specific sizing requirements

Email Signatures:

Recommended Format:

[Your Name]
[Your Title]
[Company Name] – Zapier [Tier] Solution Partner
[Phone Number] | [Email Address] | [Website]

[Insert Official Partner Badge – 100px width]

10. Event and Webinar Naming Guidelines

Event Naming Requirements:

Events should clearly indicate who is hosting:

APPROVED:

- "[Partner Name] presents: Zapier Use Cases"
- "[Partner Name] webinar: Advanced Zapier Strategies"
- "Hosted by [Partner Name]: Zapier Automation Workshop"

PROHIBITED:

- "Zapier Automation Workshop" (without clear host identification)
- Events that imply Zapier is the primary host when partner is hosting

Guidelines for Events:

- Use approved partner materials and signage for your company
 - Present partnership accurately in speaker bios
 - Follow Zapier [trademark guidelines](#) in presentations
 - Coordinate with Zapier team for major industry events
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11. Marketing Communications

Content Guidelines:

DO:

- Focus on your expertise and client success
- Highlight the value of your services
- Use partnership status to build credibility
- Include clear calls-to-action
- Stay true to Zapier product information

DON'T:

- Make claims about Zapier's products or future direction
- Imply exclusive partnership or special access
- Misrepresent your tier level or capabilities
- Modify Zapier product information
- Use partnership status as primary selling point

Brand Voice and Messaging:

Tone:

- **Professional:** Maintain expertise and credibility
- **Helpful:** Focus on client success and problem-solving
- **Collaborative:** Emphasize partnership approach
- **Results-oriented:** Highlight outcomes and value delivered

Key Messages:

- **Expertise:** "Proven experience in Zapier automation solutions"
- **Partnership:** "Authorized partnership demonstrates our commitment to excellence"
- **Results:** "Track record of successful automation implementations"
- **Support:** "Ongoing support and optimization for your workflows"

Case Studies and Client References:**Requirements:**

- Obtain proper client permissions
 - Focus on your implementation expertise
 - Highlight business outcomes achieved
 - Maintain client confidentiality where needed
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12. Co-Marketing Guidelines

Joint Marketing Materials:**Pre-approval Required:**

- Press releases mentioning Zapier
- Case studies featuring Zapier implementations
- Webinars or events with Zapier participation
- White papers or research reports
- Major marketing campaigns featuring partnership

Partnership in Materials:

- Present equal brand prominence when co-creating content
- Maintain brand consistency across all touchpoints
- Ensure messaging alignment with both brand voices

- Coordinate visual design elements appropriately

Event Participation:

Guidelines:

- Use approved partner materials and signage for your company branding
 - Present partnership accurately in speaker bios
 - Follow trademark guidelines in presentations
 - Coordinate with Zapier team for major industry events
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13. Compliance and Approval Process

Required Approvals:

Always Require Approval:

- Press releases mentioning Zapier
- Major marketing campaigns featuring partnership
- New website designs prominently featuring partnership
- Speaking engagements representing Zapier partnership
- Any materials that might be interpreted as official Zapier communications

Self-Service Materials:

No Approval Needed:

- Standard marketing materials following these guidelines
- Social media posts using approved language
- Email signatures with proper formatting
- Standard business communications
- Client proposals following approved messaging

Review Process:

1. Submit materials to partnermarketing@zapier.com
2. Allow 5-7 business days for review
3. Implement feedback as requested
4. Receive final approval before publication

Trademark Guidelines:

Proper Usage:

- Zapier® (registered trademark)
- Always include ® symbol on first mention in documents
- Use proper capitalization: "Zapier" not "zapier"
- Follow standard [trademark guidelines](#) for all references

Violation Reporting:

If you encounter misuse of Zapier's brand assets or partnership claims, report to: partnermarketing@zapier.com

Resources and Contacts

Digital Asset Library:

- **Partner Portal:** partner.zapier.com
- **Asset Downloads:** partner.zapier.com/assets
- **Badge Downloads:** partner.zapier.com/badges
- **Earth Tone Badge Collection:** Available in the Zapier Solution Partner assets collection
 - Badge Earth - Solution Partner (Provisional)
 - Badge Earth - Silver Solution Partner
 - Badge Earth - Gold Solution Partner
 - Badge Earth - Platinum Solution Partner
- **File Formats Available:** PNG and SVG formats for all badge tiers

Support Contacts:

- **Brand Guidelines Questions:** partnermarketing@zapier.com
- **Marketing Approval Requests:** partnermarketing@zapier.com
- **General Partner Support:** partnersupport@zapier.com
- **Trademark Questions:** partners@zapier.com

Updates and Revisions:

These guidelines are updated periodically. Partners will be notified of changes through:

- Partner portal notifications
- Email communications

- Partner newsletter updates

These guidelines ensure professional representation of the Zapier Solution Partner program while protecting both partner and Zapier brand integrity. For questions not covered in this guide, contact the partner marketing team.

Document Version: 2

Last Updated: July 2025

Next Review: December 2025