



Media Kit

We do the searching. You do the saving.®

MEDIA CONTACT

Holland Eichorn

Caliber Corporate Advisers

holland@calibercorporateadvisers.com

General press inquiries

press@thezebra.com

ABOUT THE ZEBRA

The Zebra is a leading insurance comparison marketplace, connecting millions of shoppers with real-time quotes from 100+ top carriers in minutes. By bringing transparency and simplicity to insurance, we help people find the right coverage at the right price. In addition to personalized quotes, The Zebra publishes data-driven research and expert insights that make complex decisions easier. Our platform empowers consumers to compare auto, home, and renters insurance side-by-side and make confident choices. We do the searching. You do the saving.®

COMPANY FACTS

100+

Insurance carrier partners

172M+

Quotes analyzed for our users

29M+

People who have trusted The Zebra

2012

Founded, Austin, TX

Coverage Types

Auto · Home · Renters · Bundled Policies

Headquarters

1801 E. 6th St., Ste 200
Austin, TX 78702

Legal Entity

InsuranceZebra, Inc.
(dba The Zebra)
Delaware corporation

Media Contact

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holland@calibercorporateadvisers.com

LEADERSHIP

Keith Melnick

Chief Executive Officer

David Seider

Chief Commercialization Officer

Adi Sundar

Chief Technology Officer

Stuart Winchester

Chief Growth Officer

Daniel Herrington

Chief AI Officer

Sarah Crispi

SVP, Legal & Compliance

Tracy Li

SVP, Finance

Jessica Thoreson

VP, People

Brian Cronin

VP, Data

Suzy ElFishawy

SVP, Engineering

Dana Hanson

VP, Product

Kemba Thomas

VP, Accounting & Controller

Katie Gold

VP, Insurance Sales

Isabel Rittenberg

VP, Growth

Media contact: [Holland Eichorn, Caliber Corporate Advisers](#) — holland@calibercorporateadvisers.com | General press inquiries: press@thezebra.com

LOGO GUIDELINES

Primary Wordmark

Use for digital, legal, and product references



Black on White

White on Black

Horizontal Layout



White on Black — horizontal variant

Z Lettermark

Use sparingly, with approval



White on Black

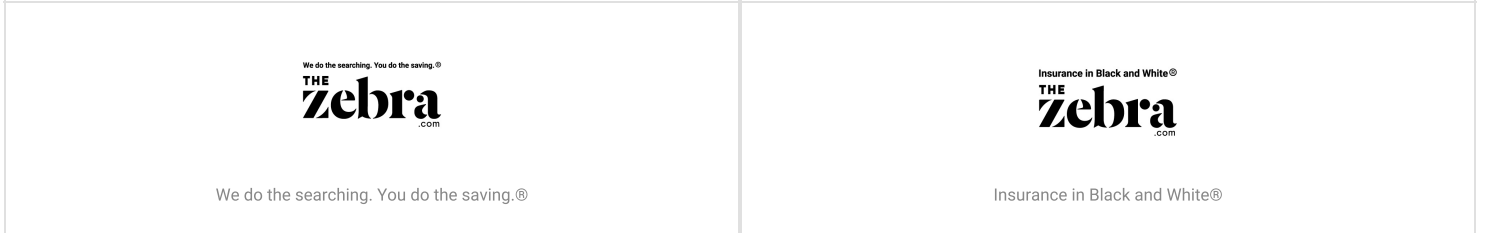
Logo Do's

- ✓ Use white or black versions only
- ✓ Maintain minimum 50px wide (digital) or 0.5" (print)
- ✓ Keep clear space equal to the height of the logo
- ✓ Use only on clean light or dark backgrounds
- ✓ Use official, approved illustrations only

Logo Don'ts

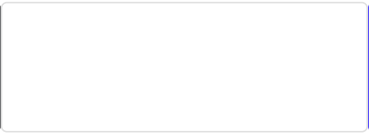
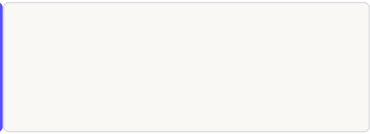
- ✗ Stretch, skew, or rotate the logo
- ✗ Use unapproved colors
- ✗ Add effects, shadows, or outlines
- ✗ Place on busy or cluttered backgrounds
- ✗ Alter Zearcher's appearance

Brand Promise Lockups



BRAND COLORS

Primary Palette

			
Binding Black #0A0C0E PMS Black 6C RGB 10, 12, 14	Warranty White #FFFFFF PMS White RGB 255, 255, 255	Premium Purple #574CFA PMS 2726C RGB 87, 76, 250	Comprehensive Cream #F9F8F4 PMS 9225C RGB 249, 248, 244

Accent Colors

			
Bundle Blue #0080FC	Good To Go Green #02A38A	Get Quotes Gold #FE9202	Risky Red #EB004C

How We Use Color

Headlines	Binding Black
Highlights & CTAs	Premium Purple
Positive actions & confirmations	Good To Go Green + Get Quotes Gold
Backgrounds & UI surfaces	Supporting Grays + Comprehensive Cream
Alerts & error states	Risky Red

UI Purple Ramp

Used for gradients and backgrounds: #DFDEFE → #201C5B

#DFDEFE	#C1BDFD	#938DFB	#756CFA	#574CFA	#3831A0	#201C5B
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Basetica

Primary typeface — headings and display text

Insurance in Black and White

Display / 38pt

Insurance in Black and White

Heading 1 / 28pt

Insurance in Black and White

Heading 2 / 22pt

Insurance in Black and White

Heading 3 / 16pt

Insurance in Black and White

Subhead / 12pt

Roboto

Body copy, UI text, and non-English pages

The Zebra is an insurance marketplace that helps consumers compare quotes from over 100 insurance companies in minutes. We do the searching. You do the saving.®

Body / 11pt

Type Do's

- ✓ Use Basetica for all headings and display text
- ✓ Use Roboto for body copy and UI text
- ✓ Set headlines in Binding Black
- ✓ Use Premium Purple for highlights and CTAs

Type Don'ts

- ✗ Use Basetica for body copy
- ✗ Use unapproved fonts
- ✗ Set body copy in all caps
- ✗ Use color for standard body text

LOGO ASSET REFERENCE

All logo files are available for download in PNG, SVG, and .AI (vector) formats.

		
Primary Wordmark — Black	Primary Wordmark — White	Vectorized Watermark — White
		
Z Lettermark — White	“We do the searching” Lockup	“Insurance in Black and White” Lockup

Available formats:
PNG (web/social) · SVG (scalable web) · .AI (Adobe Illustrator / print) · MP4 (animated versions)
For vector source files or custom requests, contact brand@thezebra.com