

When Zillow brand elements are thoughtfully composed in motion, the result is a visual expression that elevates and connects our product and communications to our audience.

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Zillow Brand

Motion

# How It Works

## THE SYSTEM

The foundation of the Zillow motion design system is consistency. In size, pace and structure, each element is created from a consistent foundation to ensure our brand feels unified as it moves. This sets an expected pattern for the viewer to follow, allowing them to gather information without distraction.

## THE MASTER FILE

The core pieces of this system have been compiled into a master file with preexisting elements for video and animation assets. Relevant graphic executions will be distributed to accompany a given project within each respective brand.

[Click for NASDAQ video](#)



# Video Assets

## LISTS & LOWER THIRDS

The lower third sets the baseline standard for movement through the video graphics system in terms of pace and text sizing, with the graphic element always acting in counterbalance to text and informational elements.

## CAPTIONS

Captions mirror the type treatment of lower thirds and populate at the same pace and location throughout a given video.

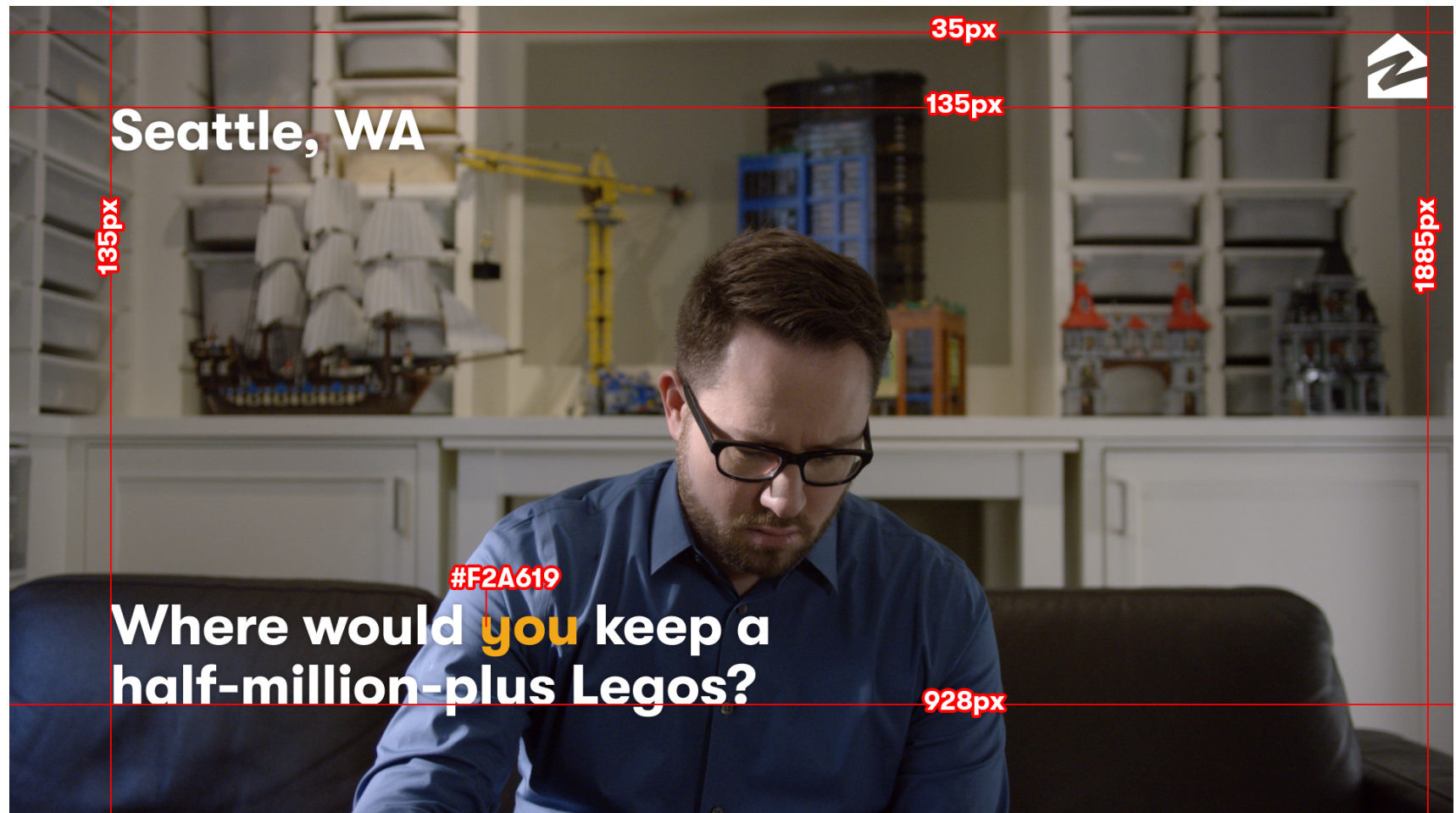
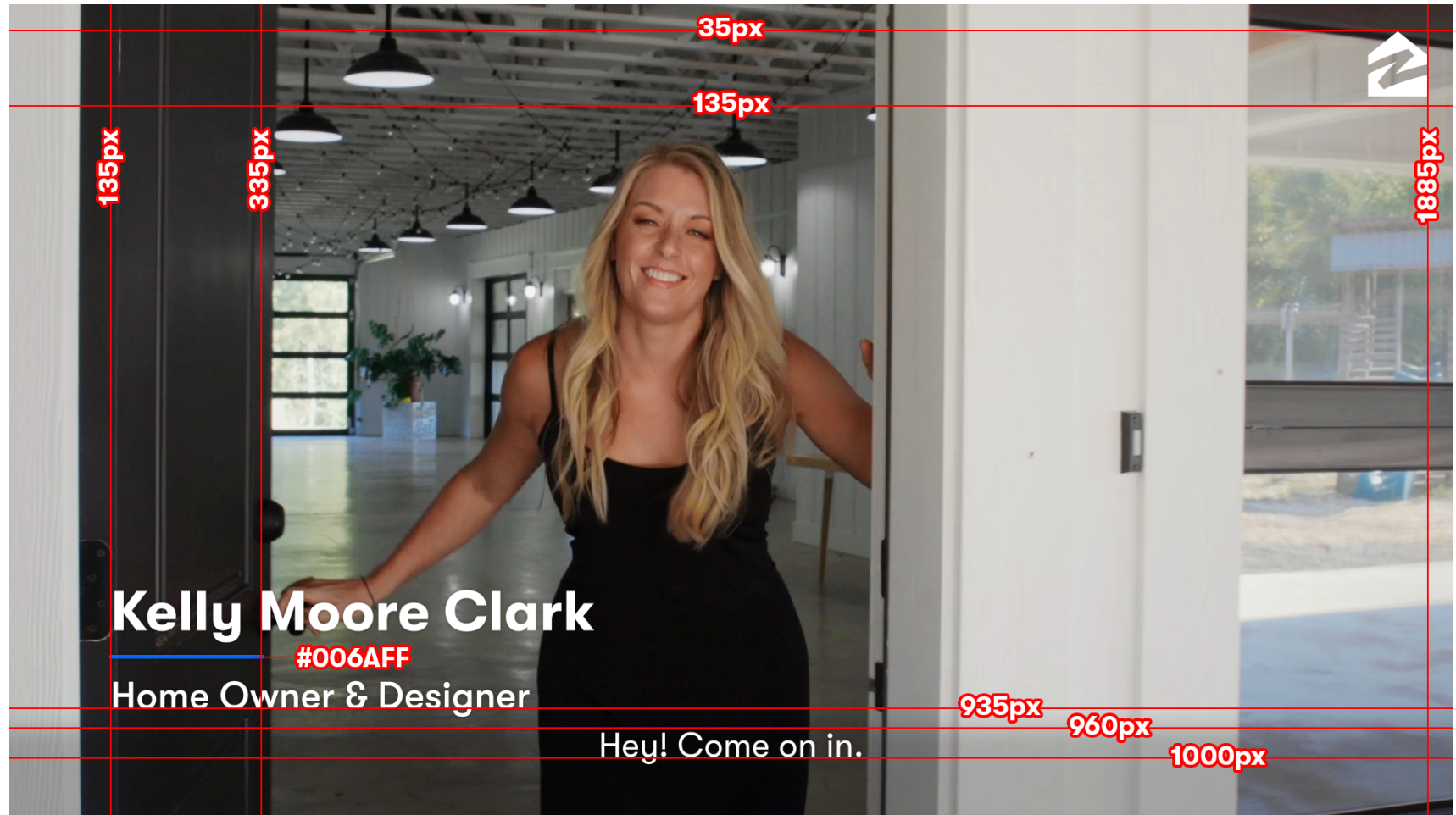
## BUGS

Branded bugs rest in a permanent location in the top right of every video, fading as an end card enters.

## SUBTITLES

Built to accommodate non-auditory users, subtitles are meant to be simple and straightforward.

*Files provided as needed.*



## End Cards 16x9

Zillow end cards focus on the visual journey of the “Z,” a reference to the signature that completes a home sale.

Building from the video asset systems, symbol animation is always consistent, with text cascading to the right and triggering any additional movements.

This includes Zillow, Zillow Group, Zillow Premier Agent and a growing list of brand extensions.

Zillow Offers and Zillow Home Loans often require legal disclaimers.

*Files provided as needed.*



## End Cards 1x1

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Zillow end cards focus on the visual journey of the “Z,” a reference to the signature that completes a home sale.

Building from the video asset systems, symbol animation is always consistent, with text cascading to the right and triggering any additional movements.

This includes Zillow, Zillow Group, Zillow Premier Agent and a growing list of brand extensions.

In general, this would be the only instance in which we would use stacked layouts for the Zillow Offers and Zillow Home Loans logos, both of which often require legal disclaimers.

*Files provided as needed.*

**ZILLOW<sup>®</sup>GROUP**



Not all homes are eligible. Zillow, Inc. has a real estate brokerage license in select states. See [zillow.com/offers](https://zillow.com/offers) for details.



Zillow Home Loans, LLC. NMLS #10287.

## Title Cards

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We use a straightforward title card arrangement: text visually centered in frame over photography with a brand-relevant, mid-opacity color wash. The animation remains consistent with existing text treatments.

*Files provided as needed.*



## Points of Emphasis

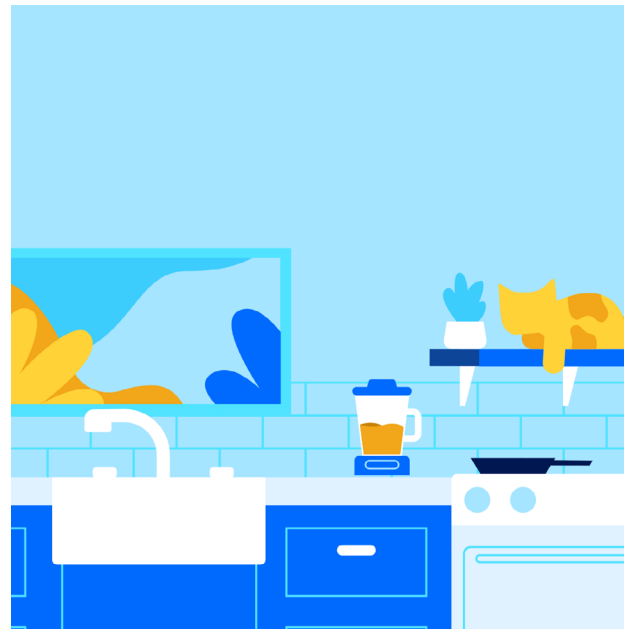
We want to present our animated brand as mature and delightful but not juvenile. Subtlety is key, with emphasis on softer transitions rather than hard edges and jump-cuts. We aim to be fun without becoming a cartoon.

### ANIMATING SCENES

In communicating our brand through animated illustration, we are looking for smooth, not necessarily slow - invigorating but not jarring. Our focus is on fluid motion, with elements populating from logical points of origin while retaining a whimsical quality. We want to use space to imply a larger outside world. Exaggerate, but give it structure.

[Click for Figure 1 animation](#)

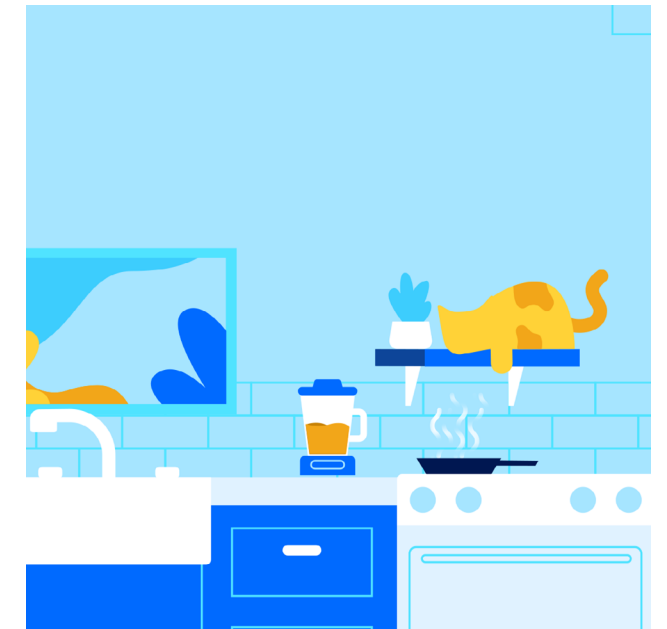
[Click for Figure 2 animation](#)



**Fig. 1.1 - Introducing a Scene**  
A scene is introduced. Content extends off-screen to imply a larger world. There is a slow pan throughout the video.



**Fig. 1.2 - Main Action 1 & 2**  
The blender and skillet come to life with simple flourishes. Light motion in the window and cat adds atmospheric movement.



**Fig. 1.3 - Main Action 3**  
New movement in the cat becomes the central visual focus as the repetition of previous actions allows them to fill a supporting role.



**Fig. 2.1 - Introducing a Scene**  
A scene is introduced. Content extends off-screen to imply a larger world.



**Fig. 2.2 - Main Action 1**  
A truck enters from off-screen and slows to a stop. Flourishes that mimic truck exhaust add visual interest to the action.



**Fig. 2.3 - Main Action 2**  
The truck blocks the building entrance before lights come on in the building, implying someone has exited the truck and entered.

## What's Next?

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All final project files should be delivered via Google Drive. A folder will be provided by your Zillow producer.

For animation projects, don't use third-party plug-ins that require purchase unless previously cleared through your producer.

Upon final delivery of required files, all source footage, still photography and final consolidated projects must be delivered on an external drive or via FTP within 10 days of final video(s) delivery.

To request assets, send an email to [ZGStudiosPMO@zillowgroup.com](mailto:ZGStudiosPMO@zillowgroup.com).

## Video Deliverables

### SIZE, FRAME RATES, AUDIO

- 1920 x 1080
- 23.976 fps
- Audio peak output should be between -3db and -6db
- Stereo

### FINAL FILE DELIVERY

- Premiere project file  
*Include only final approved sequence, not working files.*
- Collected After Effects project  
*Reduce file to include only required assets.*
- Final export (h.264/MP4) and ProRes 422
- Music, VO and SFX as WAV or AIFF files
- Provide an EDL if the project was created in Avid

## Animation Deliverables

### SIZE, FRAME RATES, AUDIO

- 1920 x 1080 (unless noted otherwise)
- 24 fps
- Audio peak output should be between -3db and -6db
- Stereo

### FINAL FILE DELIVERY

- Collected After Effects project  
*Reduce file to include only required assets.*
- Final export (h.264/MP4) and ProRes 422
- Music, VO and SFX as WAV or AIFF files



