

Subject: New Tait Endorsed Technology Partner Logo

Dear Sir/Madam,

To visually demonstrate the importance of the relationship between Tait Communications and your business, we have created a new Tait Endorsed Technology Partner logo for you to use.

As a Tait Endorsed Technology Partner there are now two types of logo that you can use to demonstrate your relationship with Tait:

1. **The standard Tait logo as launched in 2012.** When high visibility is required, the standard Tait logo can be used for external building signage, branded clothing etc.
2. **The new Tait Endorsed Technology Partner logo.** Using this new logo on your website, email signatures and documents will clearly identify your business as a Tait Endorsed Technology Partner.



Above: Standard Tait logo
(launched 2012)



Above: NEW Tait Authorized
Solution Partner logo

Whichever logo you choose to use in different circumstances, there are usage guidelines that must be followed. Please find these guidelines on the following pages. If you are unsure about which logo to use, please contact Tait for advice via email on: content.marketing@taitcommunications.com

Thank you for your continued support, and as always your feedback is welcome.

www.taitcommunications.com

Guidelines for the use and display of Tait Communications Endorsed Technology Partner Logos

The Tait Endorsed Technology Partner logo is designed to demonstrate the partner relationship between Tait Communications and your company. It is not the intention that your company portrays itself as Tait Communications.

Authority to use

The Tait Endorsed Technology Partner logo can only be used by a party that has received written approval from Tait Communications.

Use

The Tait Endorsed Technology Partner logo should only be used in direct association with products, services and solutions that are provided by Tait Communications.

Marketing and Communications Use

The Tait Endorsed Technology Partner logo is ideal for use alongside your company's logo to demonstrate your relationship with Tait Communications.

Suggested use cases for the Tait Endorsed Technology Partner logo include:

- on letters
- in an email signature
- on a "Partners" section of your website
- on printed materials (brochure, catalogue, flyer)
- around your showroom
- tradeshow graphics
- on windows/doors/vehicles
- in a capabilities overview

Building signage and clothing

Either the Tait Endorsed Technology Partner logo or the Tait Communications logo may be used as signage on buildings or on branded clothing.

If you are unsure about which logo to use, please contact Tait for advice: content.marketing@taitcommunications.com

Product branding

This logo is not designed as product branding, so it should not be displayed upon Tait products, as this would interfere with the original product branding and design.

Color, style and format

The following design and layout guidelines for use of the Tait Endorsed Technology Partner logo must be adhered to.

The Tait Endorsed Technology Partner logo has a defined minimum size; it may be enlarged / re-scaled to suitably fit the available space.

The specified color is the only color that the Tait Endorsed Technology Partner logo may be reproduced in.

For online purposes only the provided RGB logo versions (.png or .jpg) are to be used. For printed materials the CMYK logo versions (.tif) are to be used.



Tait logo on section titled "Partners"



Tait Endorsed Technology Partner logo



Design and Layout guidelines for the use and display of Tait Communications Endorsed Technology Partner Logos

Tait color swatches and breakdown

	Color	RGB	CMYK	PANTONE
	Tait Blue	0, 184, 228	75, 0, 10, 0	306
	Tait Charcoal	87, 90, 93	0, 0, 0, 80	425
	Black	0, 0, 0	0, 0, 0, 100	Proc. Black PC

Minimum clear space

The Tait Endorsed Technology Partner logo must have a minimum margin of white space around the frame.

The minimum margin from the frame is calculated by using the width of the blue circle in the Tait logo when at the desired size.

This is to ensure that no third party logo intrudes into the Tait Endorsed Technology Partner logo space.



Minimum size

For legibility reasons, a minimum size at which the Tait Endorsed Technology Partner logo may be reproduced is given.

The logo should never be reproduced for print or web any smaller than 33mm wide / 16.5mm high.



Partner and Tait logo side-by-side

If you wish to place your company's logo beside the Tait Endorsed Technology Partner logo, your company's logo must always be placed to the left of the Tait logo.

The minimum margin of white space must be adhered to.

The height of your company logo must be in proportion to the Tait Endorsed Technology Partner logo. We recommend matching the height of your company logo to that of the Tait Endorsed Technology Partner logo.



Correct use

The following examples show the Tait Endorsed Technology Partner logo used correctly.



If you have any doubt, or wish to ask any questions concerning the use of this logo, please contact your regional Tait marketing team or email content.marketing@taitcommunications.com and we will be pleased to help.

Examples of misuse

The Tait Endorsed Technology Partner logo must never be altered or recreated without the prior permission of Tait. No digital effects or cropping may be applied to the logo.

The Tait Endorsed Technology Partner logo should always remain in the horizontal position.

See below for examples of misuse:



Opacity changes



Changes in orientation



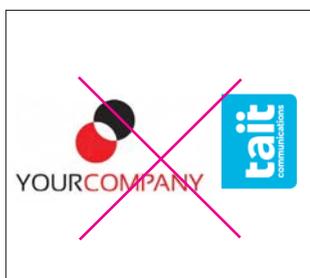
Drop shadow



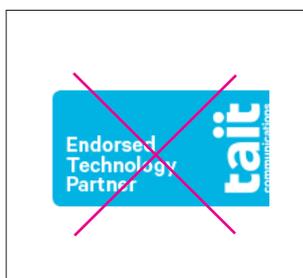
Recolouring



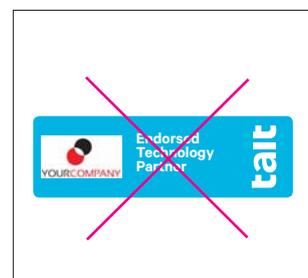
Partner logo inserted



Cropped logo



Cropped "Communications"



Extending the logo



Stretched



Squeezed



Logo placed on an angle



No minimum clear space



Digital effects applied (e.g. bevel and emboss)



Inversed colours