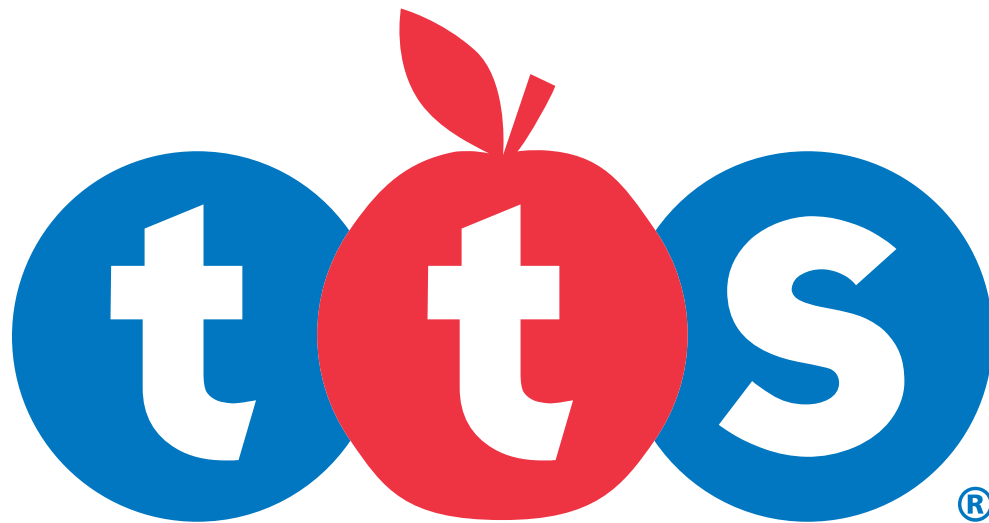


DISTRIBUTOR LOGO GUIDELINES 2025

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**The Core TTS Logo:
Consistent in Form and Colour.**

The TTS logo must always retain its original form and colors.

It should primarily be displayed in full color on a white or light background.

Alternatively, the positive version may be used on a dark, neutral background, ensuring sufficient contrast for optimal legibility (see page 4).



Positive TTS Logo

To be used when placed on a dark neutral background to ensure optimum legibility.



Negative TTS Logo

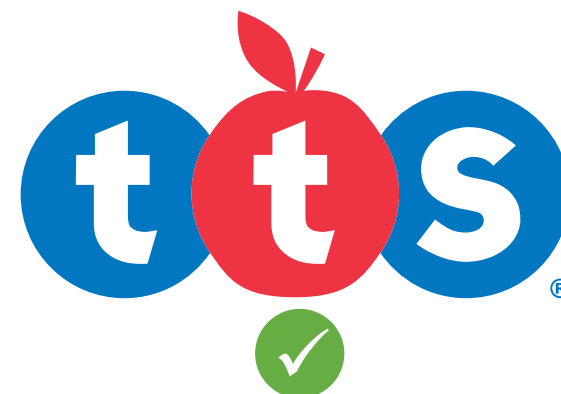
To be used sparingly, only if the full colour or the positive logo are unsuitable when placed on a light neutral background, to ensure optimum legibility.



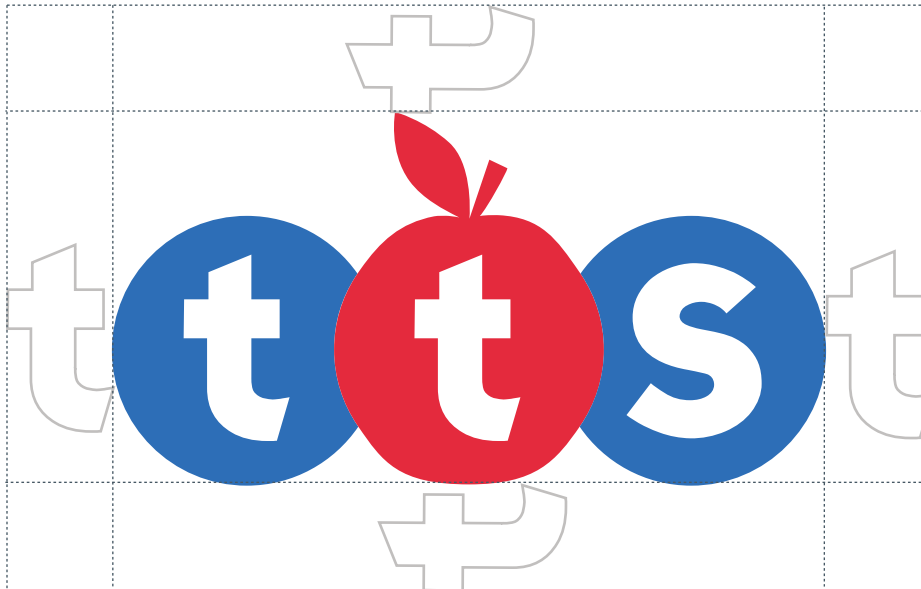
DO NOT place a negative logo on a darker background.



DO place the positive logo on a darker background.



DO use the full colour logo as the primary option.



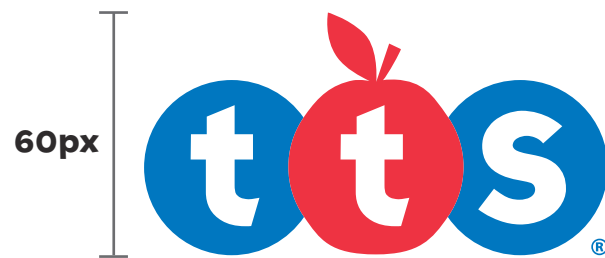
Clear space for TTS logo.

As a proud brand, we ensure our logo has ample space to breathe and stand out.

Regardless of its size, the clear space around the TTS logo should always scale proportionally.

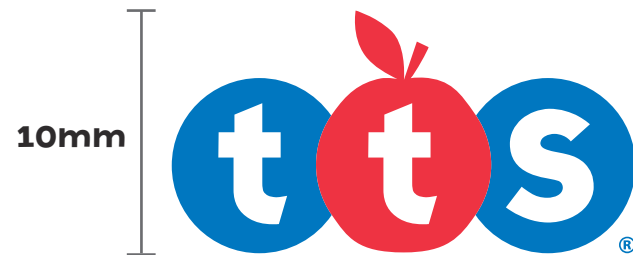
To maintain consistency, the clear space should be equal to the width of the "T" in the TTS logo.

Logo Minimum Size: When the logo is reduced in size below the web and print standards shown here, it becomes difficult to read and counter productive. Below are the minimum sizes to display the TTS logo via web & print.



Digital TTS Logo (Web)

The minimum size for the TTS logo displayed online on a website is 60 pixels in height.



Printed TTS Logo

The minimum size for the TTS logo in any printed collateral is 10mm in height.

TTS dominated partnership



Partner dominated partnership



Co-branding the Partners Logo with TTS.

Co-branding shows a partnership between TTS and another company. This instances will require placing the TTS logo in a "lockup" format.

Each logo should be sized to be optically equal, using the main circular 'body' of the TTS logo as a guide.

Clear spacing rules for the TTS logo should be adhered to between the logos and both sides of the diving stroke (see page 6).

The left position of the lockup indicates brand dominance.

Co-Branding Example, with Guide Reference.



The dividing stroke should be centrally positioned between the partnership logos. Its top should align with the "apple stem" of the TTS logo, extending equally below the logos' baseline, as shown in the illustration above.

Both logos should be displayed at a uniform height, maintaining alignment within the boundaries outlined in the example.

Co-branding the Partners Logo with TTS - Example Layout.

Refer to the example provided, which features a partner-dominant "partnership logo lockup."

The stroke can be either black or white, depending on what looks most visually appealing within the lockup.





TTS Icon.

The TTS icon must be used whenever a TTS-developed product is displayed for sale online.

It should be clearly visible and unobstructed on the first image of the product page carousel.

The icon should be positioned in either the top left or top right corner of the image.

TTS Products Displayed Online.

When a partner company sells TTS products through their own brand website, they must include 'TTS' in the product title.

The TTS icon must be clearly visible on the product image.

Use high-resolution images of the product to ensure clear and professional presentation.

See example beside.

The image shows a small, transparent, dome-shaped robot with a friendly face. It has two large white eyes and a smiling mouth. The robot's body is made of clear plastic, revealing internal components like a green circuit board and various colored buttons (orange, green, blue) on its back. A small circular logo with the letters 'tts' is visible in the top left corner of the product image area.

TTS Blue-Bot

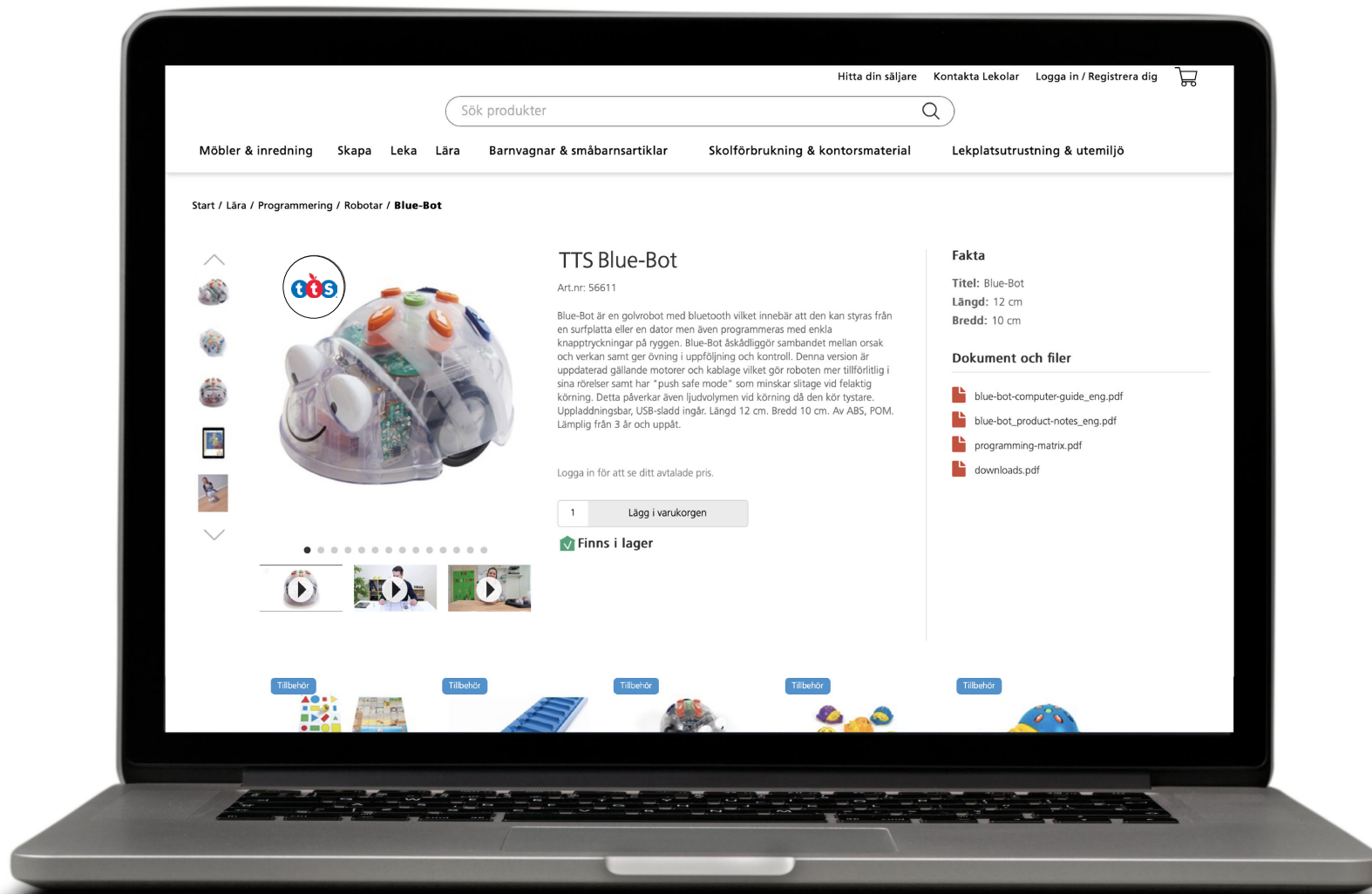
Art.nr: 56611

Blue-Bot är en golvrobot med bluetooth vilket innebär att den kan styras från en surfplatta eller en dator men även programmeras med enkla knapptryckningar på ryggen. Blue-Bot åskådliggör sambandet mellan orsak och verkan samt ger övning i uppföljning och kontroll. Denna version är uppdaterad gällande motorer och kablage vilket gör roboten mer tillförlitlig i sina rörelser samt har "push safe mode" som minskar slitage vid felaktig körning. Detta påverkar även ljudvolymen vid körning då den kör tystare. Uppladdningsbar, USB-sladd ingår. Längd 12 cm. Bredd 10 cm. Av ABS, POM. Lämplig från 3 år och uppåt.

Logga in för att se ditt avtalade pris.

1 Lägg i varukorgen

Example Partnership Product Page



Merchandising TTS Ranges

When a partner company sells TTS products on their branded website, the product title must include "TTS."

The TTS icon should be prominently displayed on the product image.

High-resolution images must be used to ensure a clear and professional presentation.

A search filter should be applied to these products, allowing customers to easily find all TTS items on the partner's website.



TTS Lysande byggklossar

Art.nr: 118578

12 olika färgade byggklossar (blå, grön, gul, orange, rosa och lila) som lyser ...

Logga in för att se ditt avtalade pris.

1

Lägg i varukorgen



TTS Lysande regnbåge

Art.nr: 146567

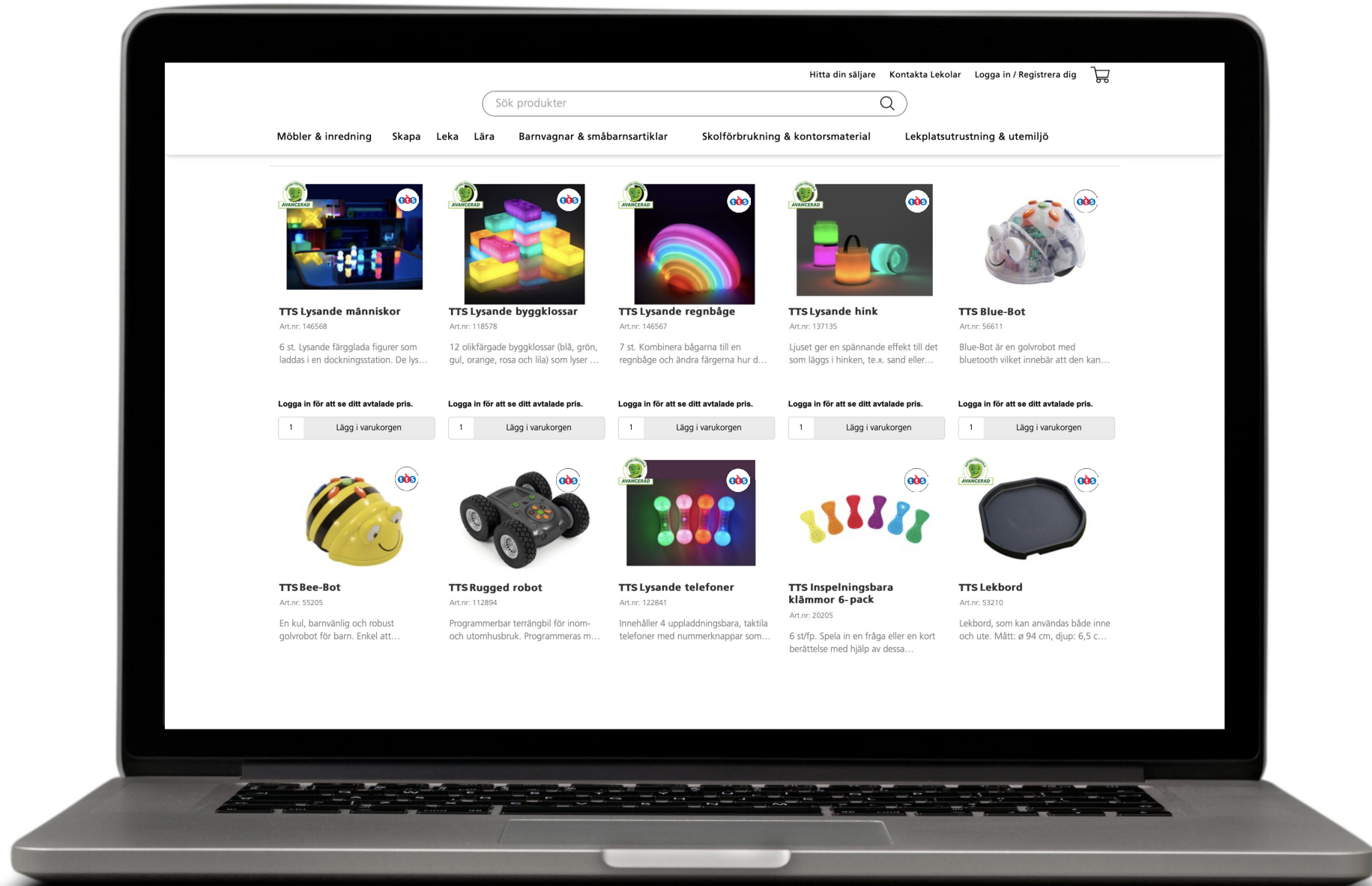
7 st. Kombinera bågarna till en regnbåge och ändra färgerna hur d...

Logga in för att se ditt avtalade pris.

1

Lägg i varukorgen

Example Merchandised TTS Range



Marketing TTS products Through a Partnership Email

When promoting a collection of TTS products via email, the full-color TTS logo must be displayed in the product selection title. [See Fig 1]

Include a clickable button linking directly to the TTS product range on the partner's website. [See Fig 2]

For individual TTS products featured in emails, "TTS" must appear in the product title alongside the image. [See Fig 3]

Refer to [Figs] on page 17.

Smakprov ur **tts**-magasinet



[public.paloma.se]

Se fler produkter från TTS > [public.paloma.se]

[Fig 1]

Smakprov ur **tts**-magasinet



[Fig 2]

Se fler produkter från TTS > [\[public.paloma.se\]](https://public.paloma.se)

[Fig 3]



[\[public.paloma.se\]](https://public.paloma.se)

TTS Lysande regnbåge

Bågarna skapar en fascinerande regnbåge där färgerna kan ändras på olika sätt.

Läs mer & beställ > [\[public.paloma.se\]](https://public.paloma.se)



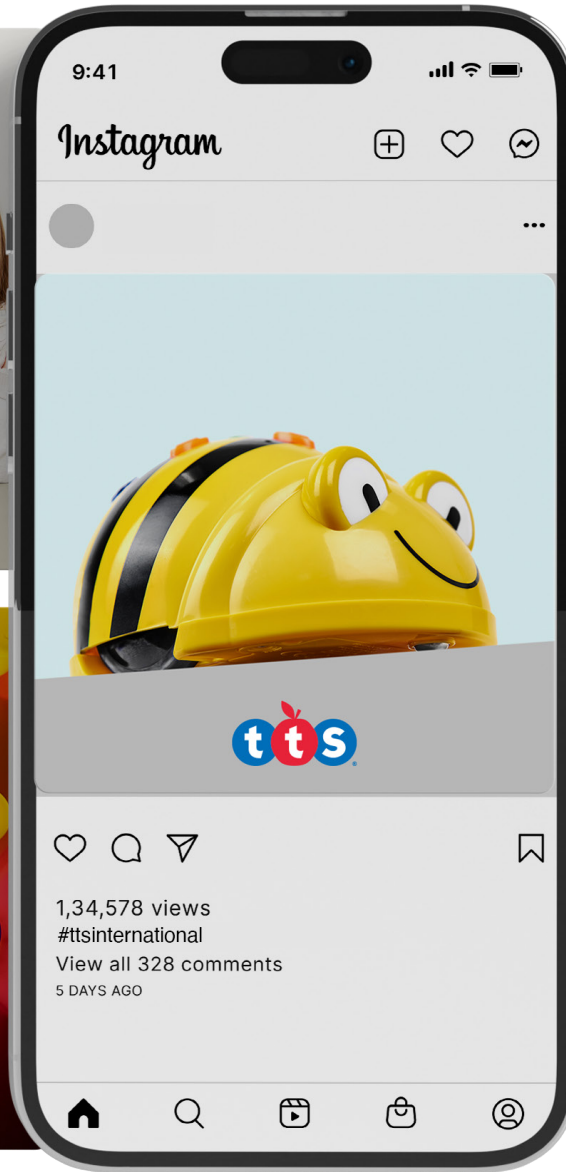
Social Media Marketing of TTS Products Through a Partner

Social media posts featuring TTS products should use clean, inspirational images.

The TTS logo or TTS icon must be included on all images of TTS products.

Whenever possible, the full-color TTS logo should be used. However, on darker backgrounds, the positive (white) version is acceptable.

The hashtag #tts_international must be included in the descriptive text.



For any help or queries regarding these brand guidelines, please contact your Sales Manager.

