



# Branding Guidelines



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## Welcome note

Welcome to Zoho Partners branding guidelines. Created for partners and event sponsors, these guidelines complement Zoho's organization policies. The guidelines may be shared with your organization's design and marketing teams. It is vital to ensure that all your marketing materials adhere to Zoho's branding policies.

## Objective

These guidelines aim to empower Zoho's partners and events sponsors to:

Accurately and effectively referencing Zoho brands.

Creating marketing materials that are both impactful and clear.

# Adherence

As a Zoho partner, it is important for you to adhere to our Zoho Partners branding guidelines and comply with all relevant intellectual property laws when using brands, logos, domain names, and creative assets.

Please note that the Zoho Partners branding guidelines may be updated from time to time. It is the responsibility of the partners to ensure that all branding and marketing materials, press releases, online assets, and communications are in accordance with the current organization policies.

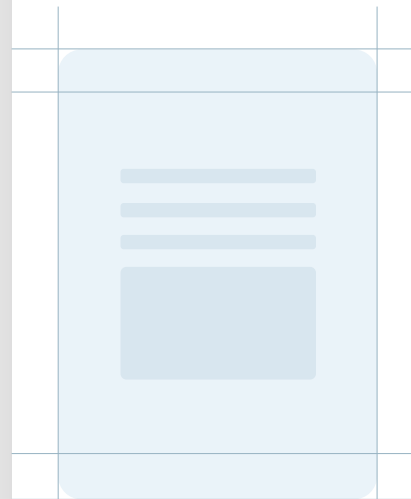
Zoho reserves the right to request that partners and/or sponsors modify or remove any branding material that violates these guidelines. In certain cases, we may require partners or event sponsors to change their corporate and/or product names, domain names, social media assets, signage, printed promotional materials, partner website copy or logos, product descriptions, demos, booth design, messaging, and other materials. The partner is solely responsible for the costs associated with rebranding or creating new materials to comply with Zoho's branding guidelines.

Failure to make the necessary changes or remove the branding material as directed by Zoho could potentially impact your status as a Zoho partner. We understand that this situation is not ideal, but it is important to ensure consistency and protect the integrity of our brand.

Please review and familiarize yourself with the Zoho Partners branding guidelines to ensure that your branding material aligns with our requirements. If you have any questions or need clarification, please don't hesitate to reach out to us at:

[partner-marketing@zohocorp.com](mailto:partner-marketing@zohocorp.com) →

**Our relationship with our partners is one of our most valuable assets. We are here to assist you!**





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## Logo color codes



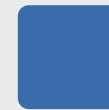
## Branding elements



CMYK: 4 / 98 / 98 / 0  
RGB: 228 / 37 / 39  
PANTONE 485 C  
**#E42527**



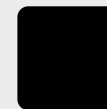
CMYK: 85 / 14 / 99 / 2  
RGB: 8 / 153 / 73  
PANTONE 347 C  
**#089949**



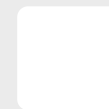
CMYK: 87 / 57 / 1 / 0  
RGB: 34 / 109 / 180  
PANTONE 660 C  
**#226DB4**



CMYK: 1 / 33 / 98 / 0  
RGB: 249 / 178 / 29  
PANTONE 136 C  
**#F9B21D**



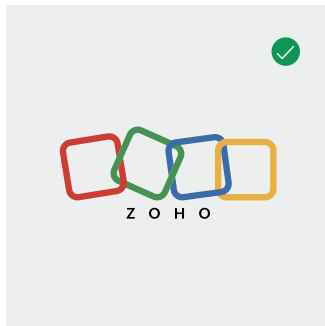
CMYK: 75 / 68 / 67 / 90  
RGB: 0 / 0 / 0  
PANTONE BLACK  
**#000000**



CMYK: 0 / 0 / 0 / 0  
RGB: 255 / 255 / 255  
PANTONE WHITE 000C  
**#FFFFFF**

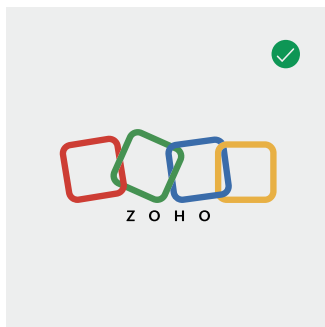
# Logo usage

## Do's



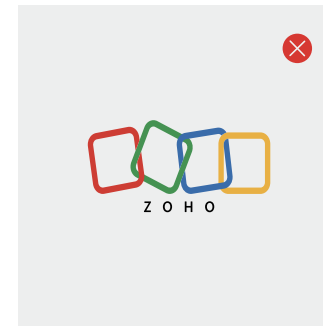
Use standard round numerical values for the logo dimensions.

**e.g. 800px, 400px, 200px**



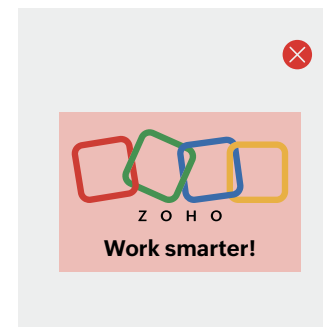
Ensure a minimum clear space of 4px around the logo.

## Dont's



Don't squeeze or scale the logo disproportionately.

**e.g. 122px, 233px**



The Zoho logo may not be combined with any other symbols, words, logos, icons, graphics, images, slogans, numbers, or other design elements.

# Zoho bundle logos



## Zoho One

Suite of 40+ integrated applications for all your business processes



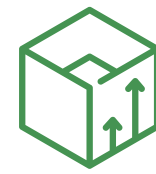
## CRM Plus

Unified platform for customer-facing teams



## Workplace

Unified platform to streamline your workflows and boost efficiency



## Finance Plus

Comprehensive suite to manage your operations and finances



## IT Management

Advanced solutions to manage your IT and business service operations



## People Plus

Integrated HR suite for seamless employee experiences



## Marketing Plus

All-in-one marketing software to unify all your marketing activities



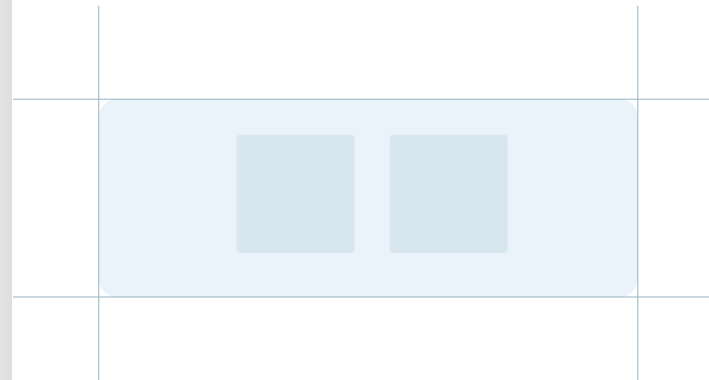
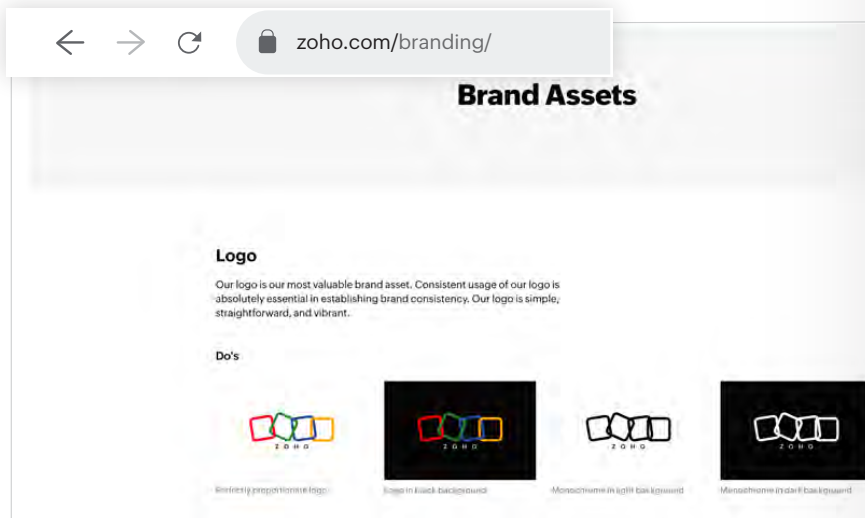
## Projects Plus

The unified platform for all Project management

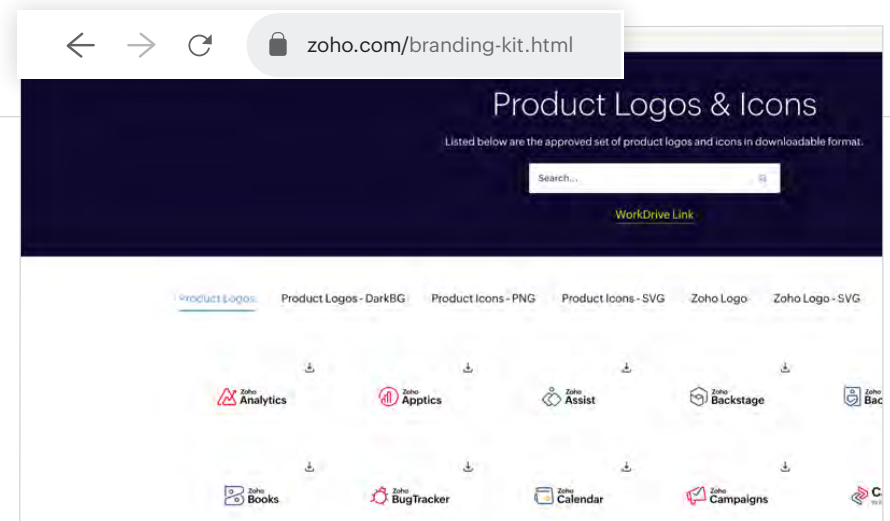
# Zoho logo and product logos

The Zoho logo and products logos may be downloaded from the official branding kit available here:

<https://www.zoho.com/branding/> →



<https://www.zoho.com/branding-kit.html> →

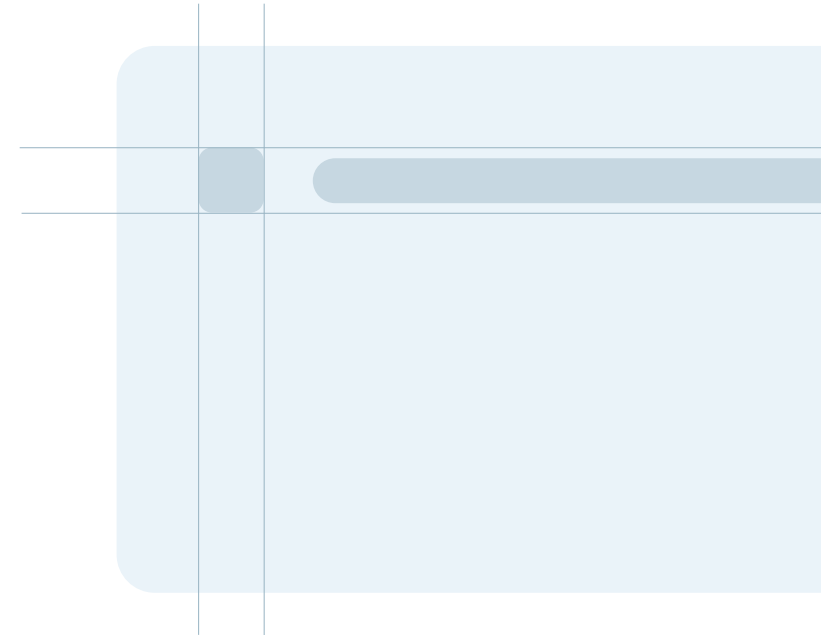






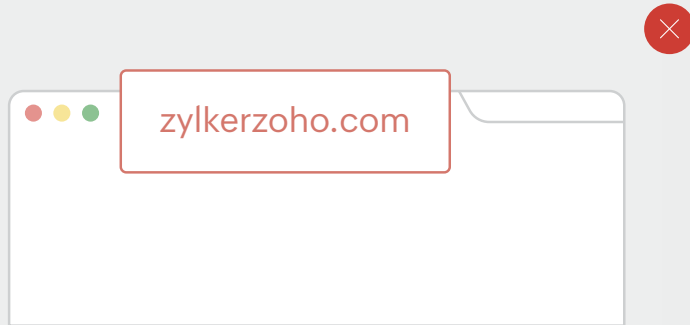
Building success together!

# Domain and website

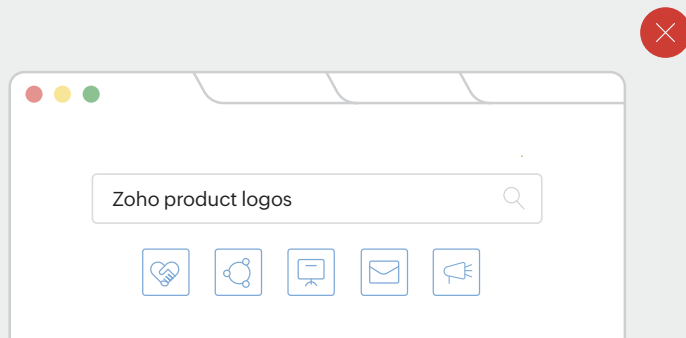


# Websites

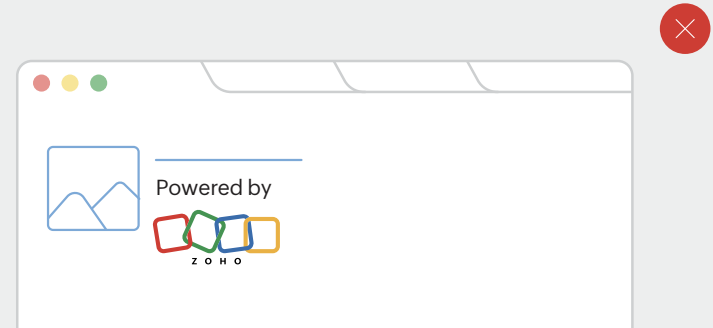
## What should you avoid?



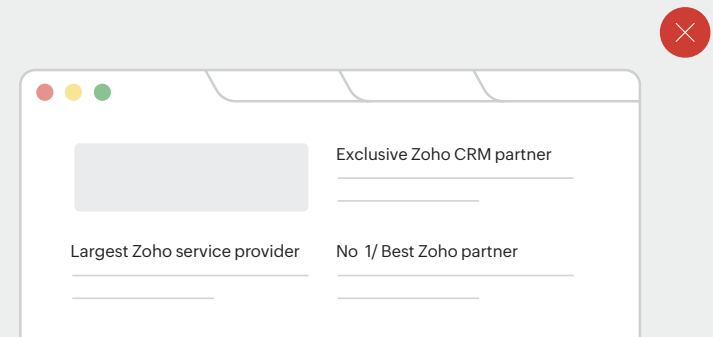
Do not use Zoho as a part of your business name or domain name.



Do not use the Zoho logo and product logos from open sources.



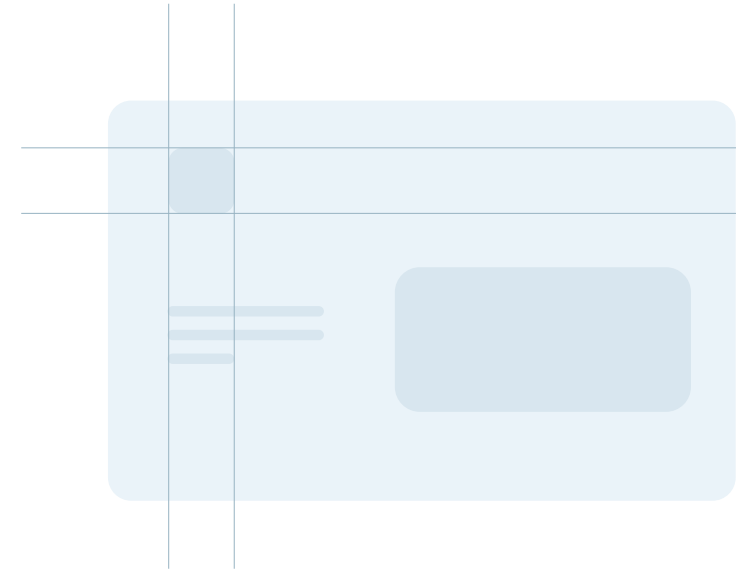
Your organization logo must not imply Zoho affiliation, sponsorship, or endorsement.



Do not imply that you are a subsidiary or the only partner/premium partner in that region.

# Zoho Partners website guidelines

## Fundamentals of a Partner website



List the Zoho products that you are authorized to consult on.

Talk about the value-added services you provide for Zoho products: Your core consulting practice is the reason why a customer should choose you as a partner.

Add a sign-up link for Zoho products so that customers can sign up through your website and you can get the customer tag.

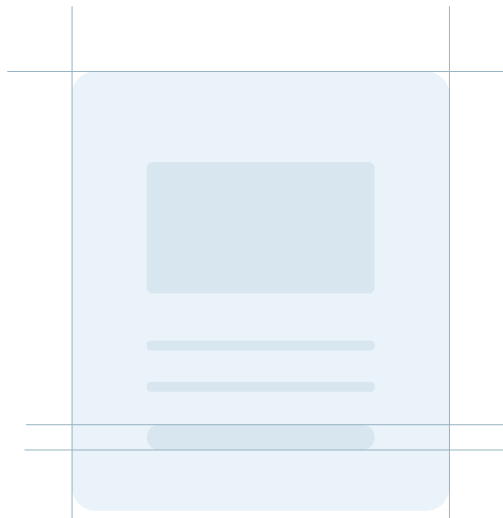
You may use Zoho's content for direction. However, ensure that **no more than 30%** of your own website content replicates Zoho-owned content.

Use only the Zoho logo and product logos available in the official branding kit for your website, social media, and print media purposes.

# Usage of Zoho logo and product logos

## All materials must include the following attribution clause:

The Zoho logo is a registered trademark of Zoho Corporation.

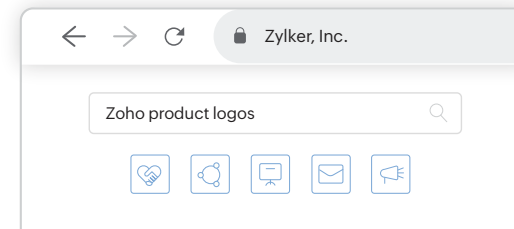


We request that you obtain approval from the Zoho Partners team before using any swag and other materials. The Zoho logo cannot be used in any manner that suggests Zoho's association, support, or approval of something, except in cases explicitly allowed by the partnership agreement.

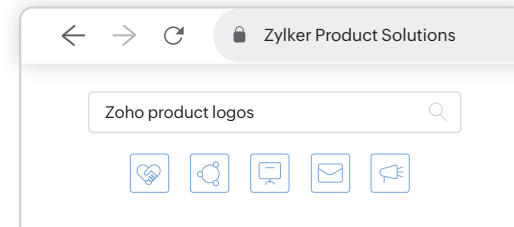
# Company and product names

**Do's** Ensure that your brands, names, domains, and social media assets are unique and separate from those associated with Zoho. It is crucial to differentiate yourself from the Zoho brand.

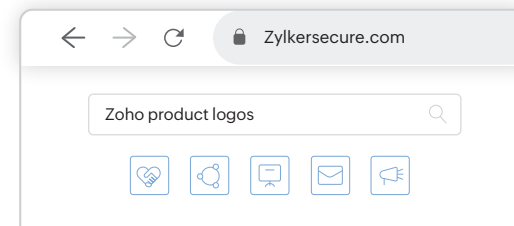
Zylker, Inc.



Zylker Product Solutions



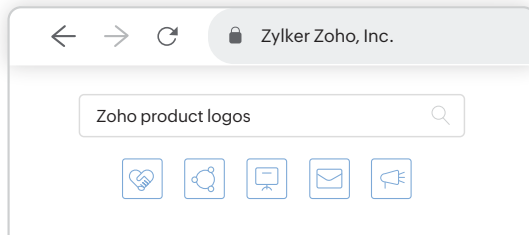
Zylkersecure.com



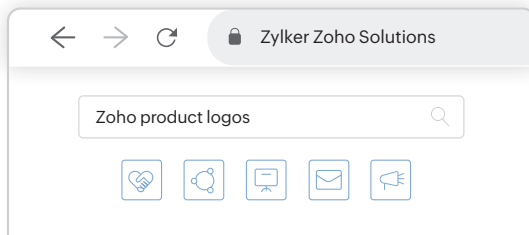
## Dont's

Please refrain from utilizing any Zoho brands or names in your company or product names, taglines, social media handles, advertising keywords, or any other branding or source-identifying materials.

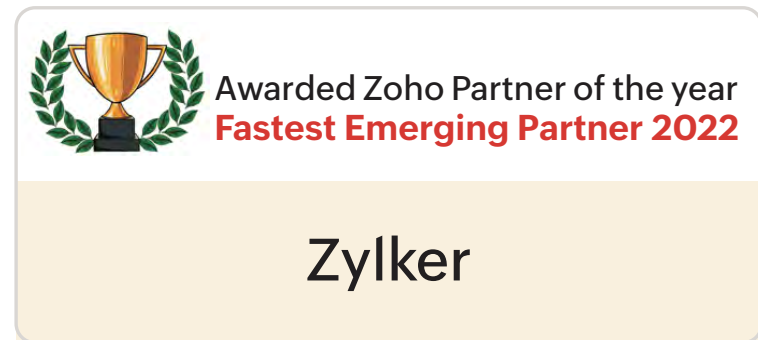
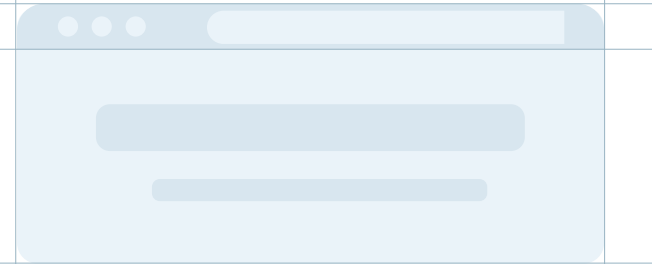
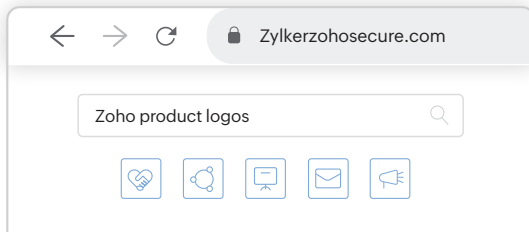
Zylker Zoho, Inc.



Zylker Zoho Solutions



Zylkerzohosecure.com

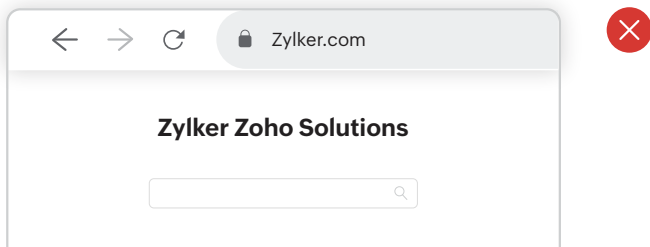
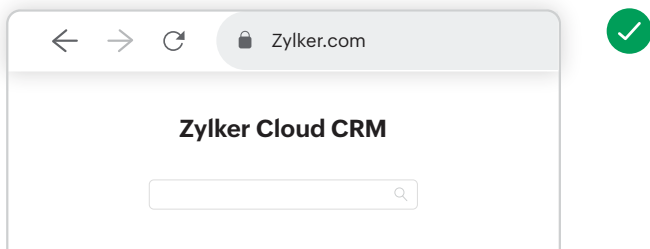
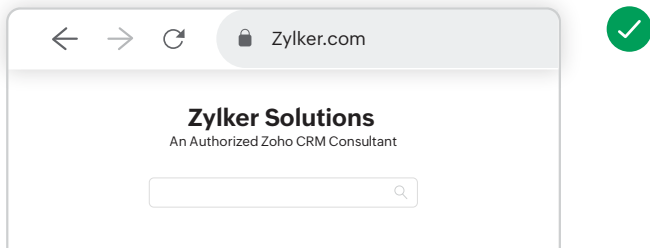


Partners should refrain from using awards in their logo while submitting Partner Profile Request forms.

# Domain name

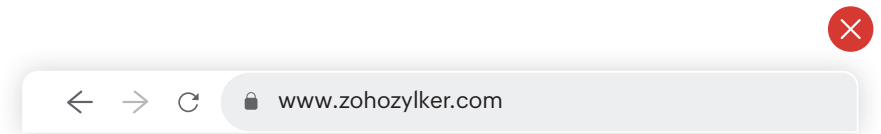
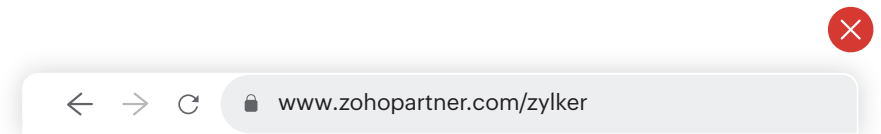
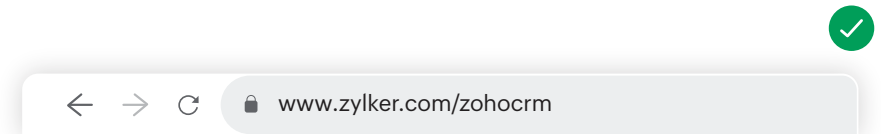
When selecting names for your company and domain, avoid any misrepresentation that could associate your company or domain with Zoho.

## Company name examples:



You may use Zoho product names followed by your company name.

## Company domain examples:





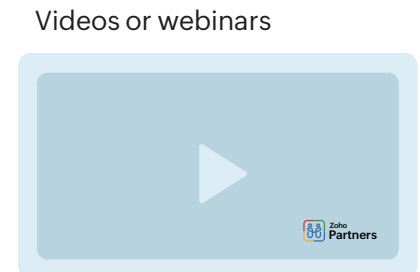
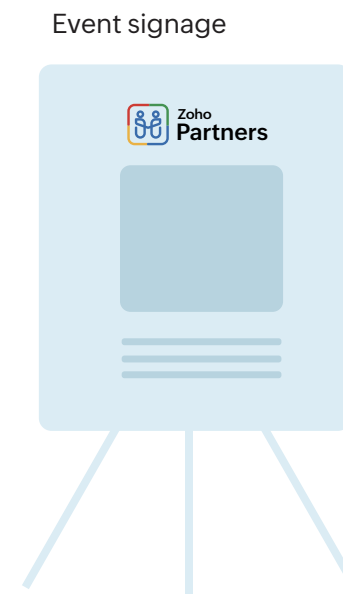
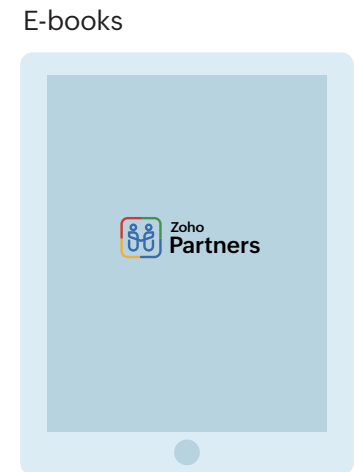
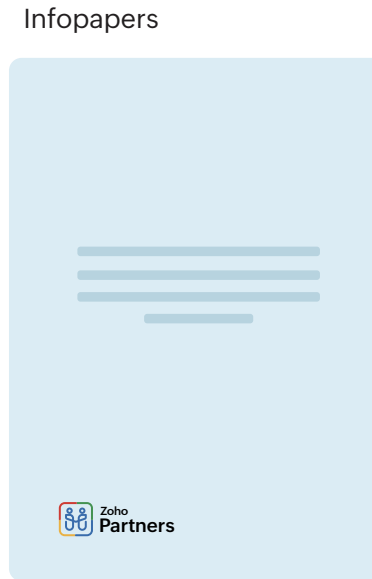
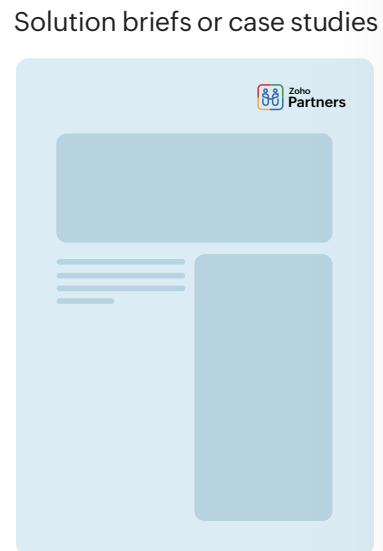
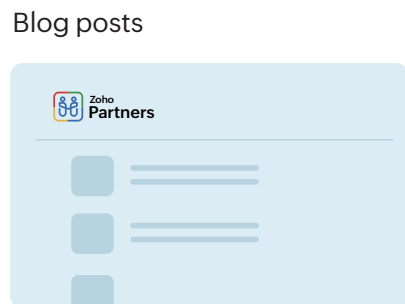
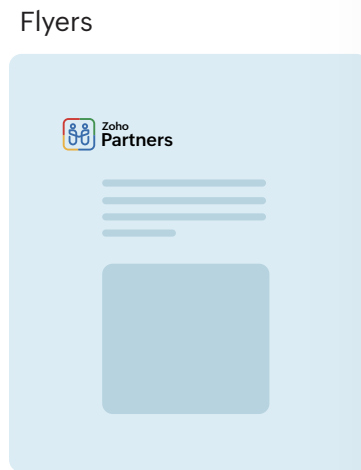
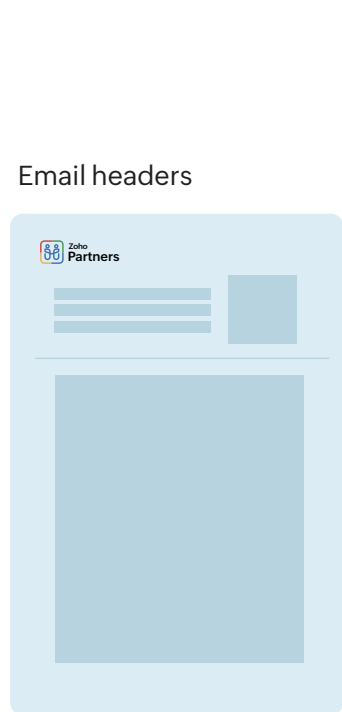
# Marketing

## Marketing collateral and co-branding

**Do's** Create your own unique videos and presentations for both online and in-person events, or direct your audience to Zoho's videos and other marketing assets using call-to-action buttons.

**Dont's** Do not repurpose Zoho videos, images, audio clips, or any other creative content without obtaining permission from either the central Zoho Partners team or the respective regional team. Unauthorized use can result in legal liabilities and infringement issues, as multiple parties may claim rights to the content. Always ensure appropriate authorization before using any Zoho content in your own materials.

# Assets suitable for co-branding





# Best practices

## Joint value proposition

The asset should showcase the combined strengths of Zoho and the partner in a cohesive and mutually beneficial manner. It should highlight how Zoho's solutions complement the partner's offerings and provide added value.

## Zoho's contribution

Zoho's role in the asset should primarily focus on educating the reader about how its solutions enhance and integrate with the partner's offerings. Emphasize the incremental value that Zoho brings to the partnership.

## The lead position in content generation

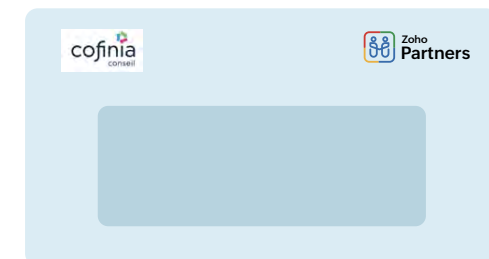
The Partner in charge tends to be the one building the asset. When in the lead position, that Partner's brand will be emphasized in the content..

## Alignment with leading brand

The asset should adhere to the visual and tonal guidelines of the leading brand, creating a consistent and cohesive experience for the audience. The design elements, language, and overall presentation should reflect the brand's identity.

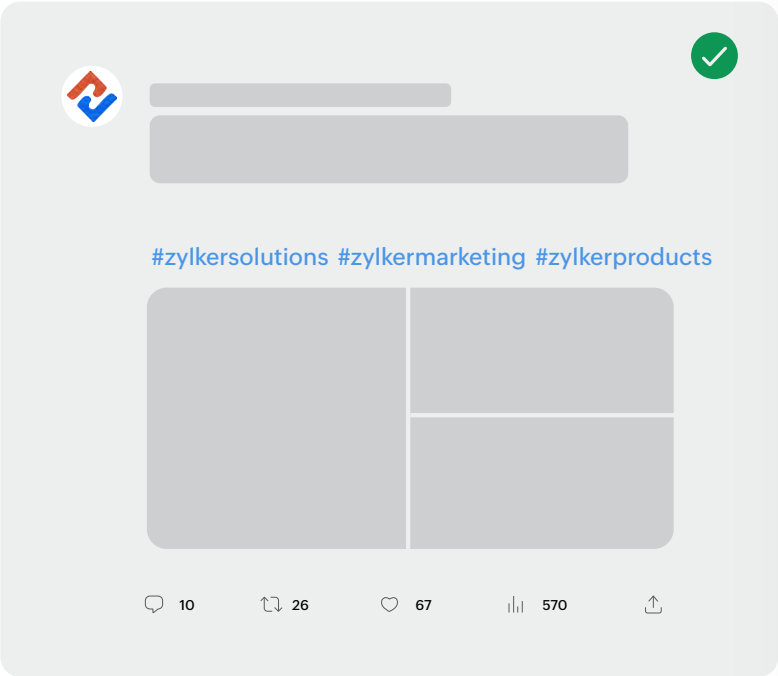
## Logo lockup placement

Position the lead partner's brand on the left side of a balanced logo lockup. This emphasizes the partner's prominence in the partnership and reinforces their position on the asset.

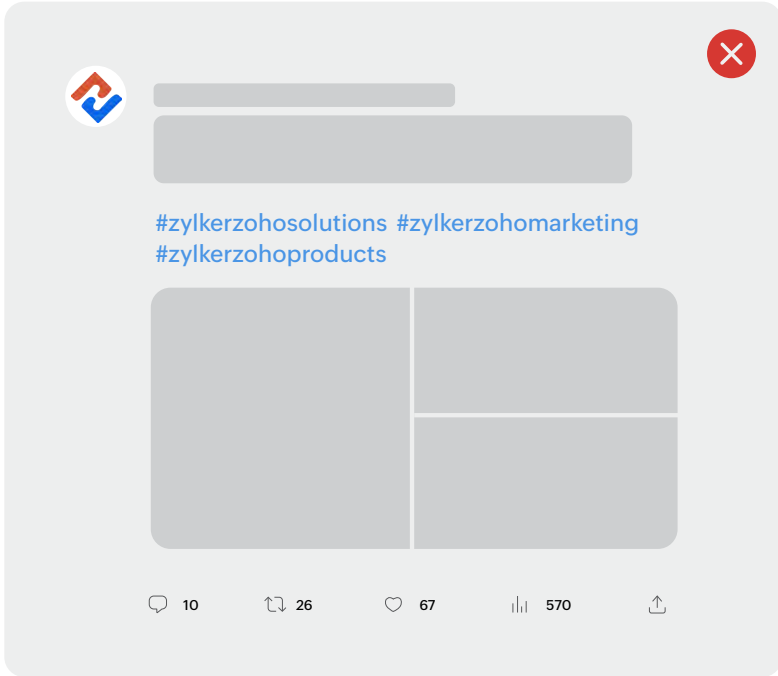


# Social media marketing

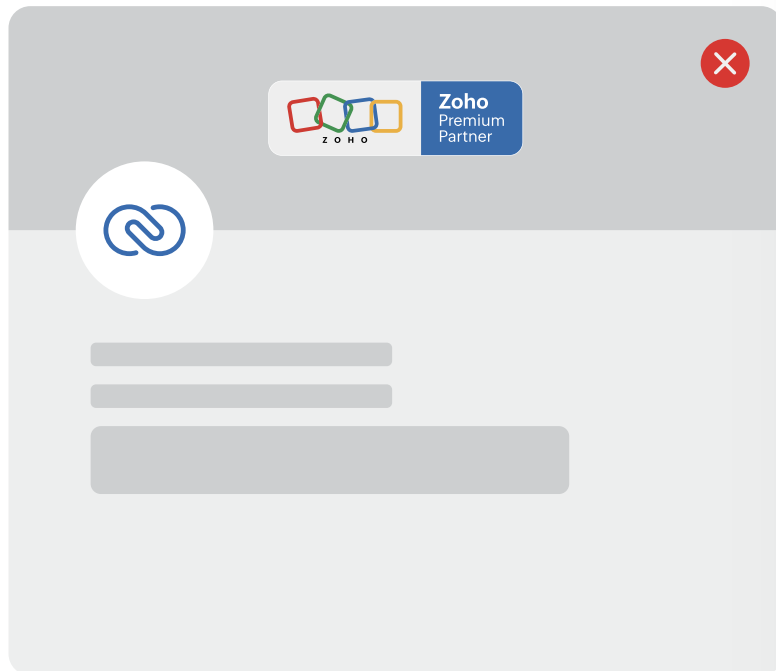
**Do's** Create social media handles, tags, or similar identifiers that accurately represent your company and its brands.



**Don't's** Don't create social media profiles, handles, tags, or similar identifiers that merge the identity of Zoho or its products with your company or its brands.



**Dont's** Partners should refrain from using Zoho's product logos as the profile image on their company or product pages.



LinkedIn allows companies to create multiple product pages and link them with their company pages. While doing so, partners should avoid using Zoho's product logos.

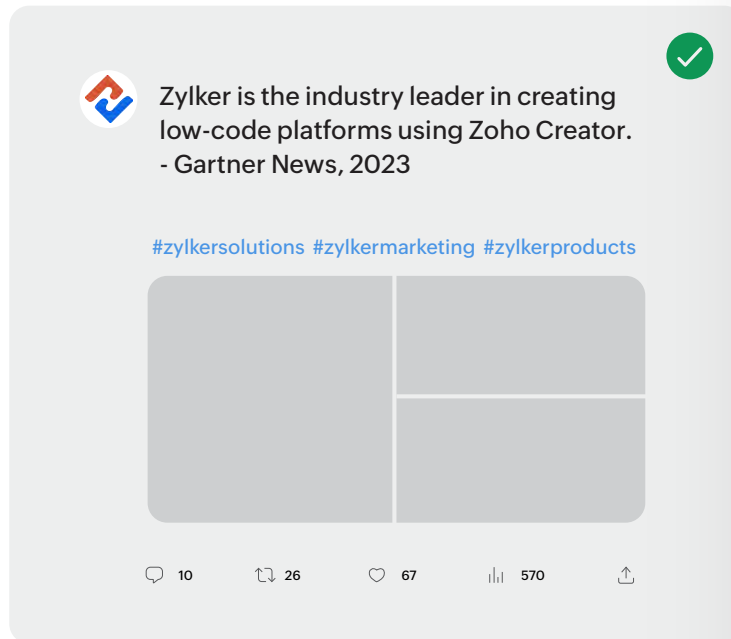
**You may access the request form for the Zoho Corp trademark approval for Google and Microsoft ads here:**

<https://www.zohocorp.com/trademark-authorization.html> →

# Ranking and recognitions

**Do's** Ensure that all that all statements are accurate, precise, current, and verifiable. Support claims with reliable and truthful information from reputable third-party sources. If applicable, indicate that your offerings are accessible on appropriate platforms.

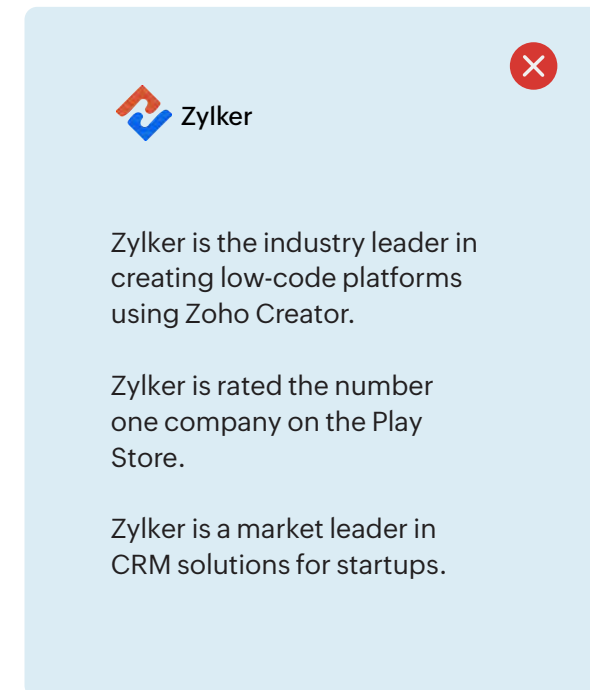
## Example



A social media post from Zylker. The post features the Zylker logo, a green checkmark icon, and the text: "Zylker is the industry leader in creating low-code platforms using Zoho Creator. - Gartner News, 2023". Below the text are three hashtags: #zylkersolutions, #zylkermarketing, and #zylkerproducts. There is a placeholder for an image. At the bottom, there are icons for replies (10), retweets (26), likes (67), and views (570), along with a share icon.

**Don't's** Don't make ambiguous, unsupported, or outdated assertions. Refrain from using declarations related to ratings, rankings, or performance. Do not utilize claims that directly reference or quote statements made by Zoho or Zoho employees.

## Example



A social media post from Zylker. The post features the Zylker logo, a red 'X' icon, and three unsupported claims: "Zylker is the industry leader in creating low-code platforms using Zoho Creator.", "Zylker is rated the number one company on the Play Store.", and "Zylker is a market leader in CRM solutions for startups."

# Branding guidelines for events

Zoho will furnish you with the artwork for the Zoho logo, as well as the textual content to accompany specific products and offerings. You may not modify these materials in any manner.

You must get approval from the Zoho Partners Team before using your artwork to represent Zoho at an event.

## Zoho-sponsored events

The branding should be done exclusively for the promotion of the Zoho brand and not the partner brand.

## Co-sponsored or co-hosted events

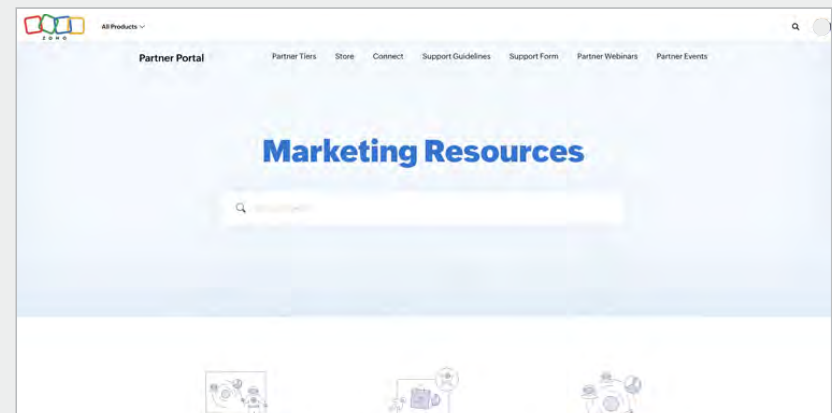
Collaborate with your Account Manager or the Zoho Events team to establish appropriate messaging and allocation of brand space for the event.

# Events, webinars and PR

All marketing collateral for events can be accessed in the branding kit available on the Zoho Partners website.

All the designs used by the partner must be in accordance to the latest standards established by Zoho. This includes the Zoho logo, product logos, Zoho Partners logo, and Partner Tiers logo.

You may access the Zoho Partners branding kit here: [partner marketing branding kit →](#)



All marketing collateral to be used on site must be approved by the Zoho Partners' Marketing and Events teams. Please submit your materials in advance for review and approval.



## Do's

Get speakers, client testimonials, and success stories validated by the Zoho Partners team.

Submit your presentation in advance to the Zoho Partners team for review and approval.

Use either Zoho Backstage, Zoho Meeting, Zoho Training, and Zoho Webinar to host your webinars.

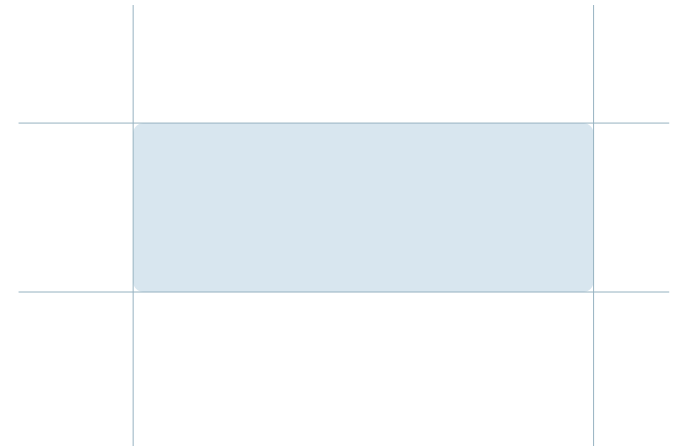
Use Zoho Show to share your presentations.

## Dont's

Do not promote competitor products or other brands.

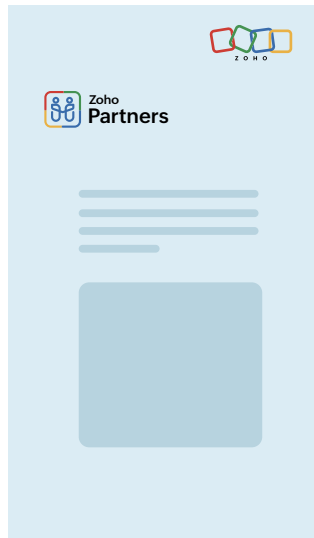
Do not use incorrect or outdated product logos.

Do not share unverified statistics or quotes about Zoho.

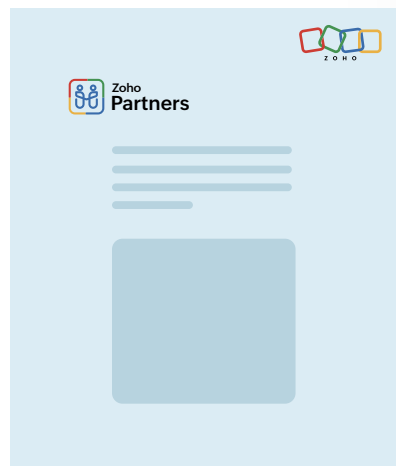


The following materials require validation from the Zoho Partners team:

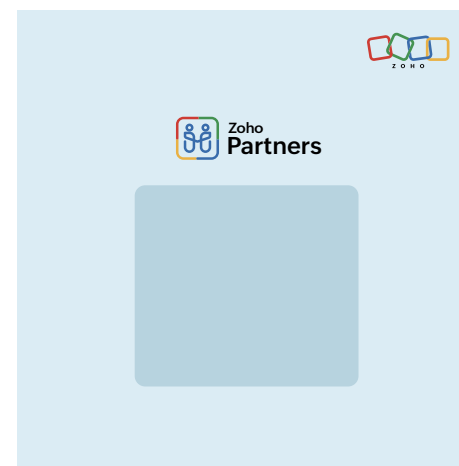
Standee



Flyer



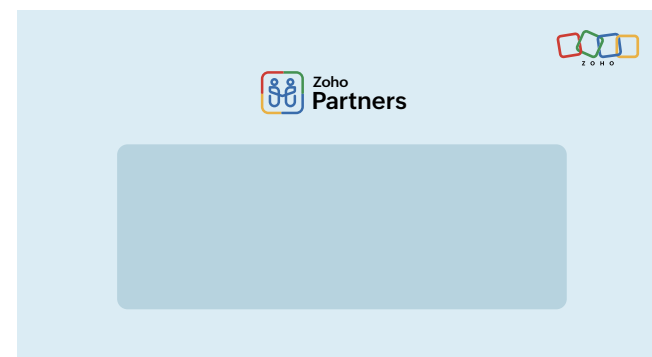
Backdrop



Banner



Pitch desk or presentation





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## Zoho Partner badges

The Zoho partner badge stands as a mark of expertise and excellence. It indicates that the partner has been authorized by Zoho. Its right usage helps establish positive association with the Zoho brand, and credibility among clients.

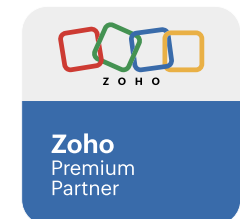
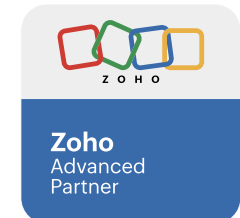
The Zoho partner badge must be used only by partners authorized by Zoho. Partners must always use the correct badge to indicate their contractual relationship with Zoho rightly. Further, we encourage partners to make use of the Zoho Partner Badges available in our media kit, instead of replicating the badge through their own design.

Zoho's partner badges are available in two formats:

### Rectangular partner badge



### Square partner badge

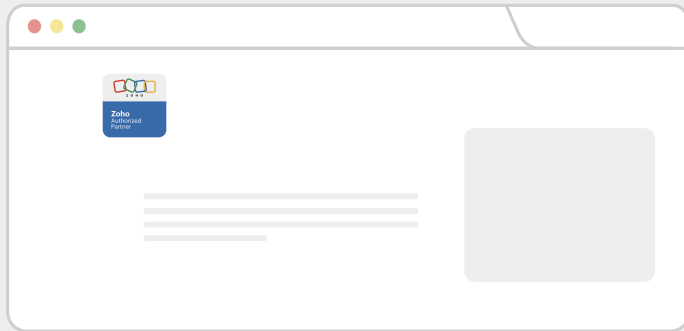


Partners can use any one badge format on their online platforms and other brand collateral to represent their association with Zoho. The choice of format will depend on the space available on your layout.

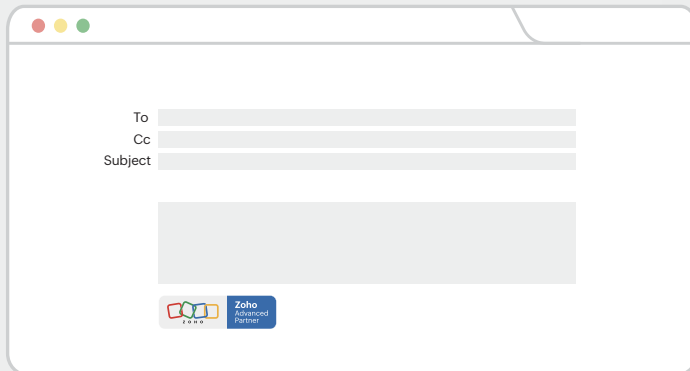


# Zoho partner badges usage

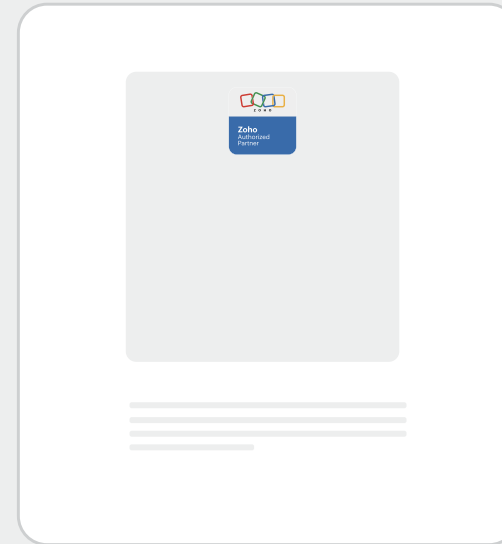
## Websites



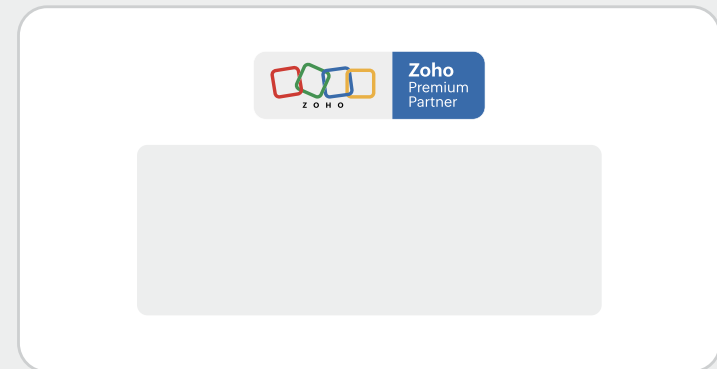
## Email templates



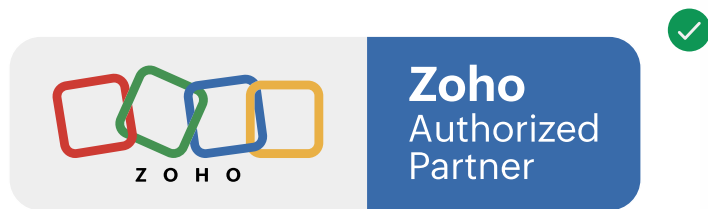
## Social media pages



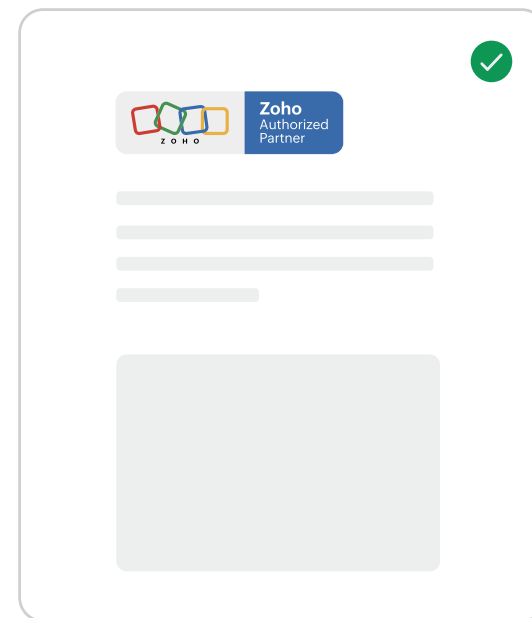
## Marketing and sales presentations



# Zoho Partner badges

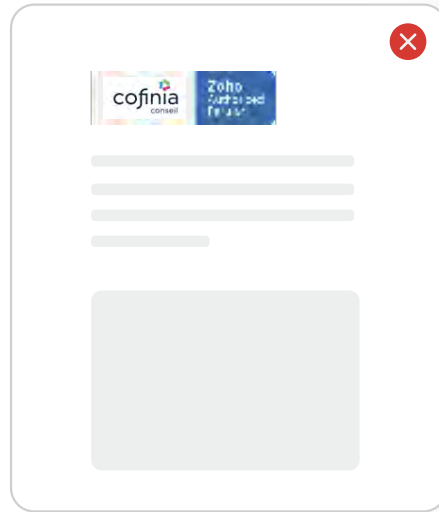


When incorporating the Partner or Premier Partner badge into your marketing materials, it is permissible to adjust the badge size while ensuring that the aspect ratio and badge colors remain unchanged.

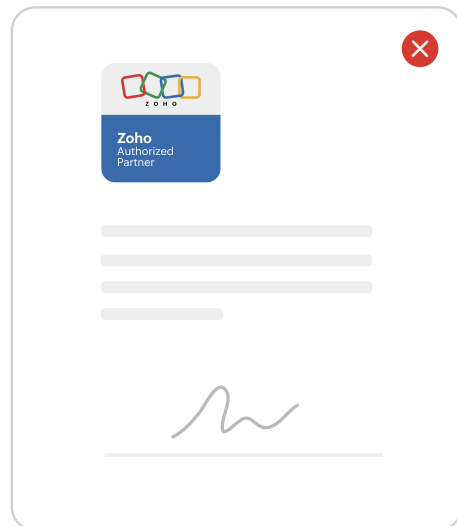
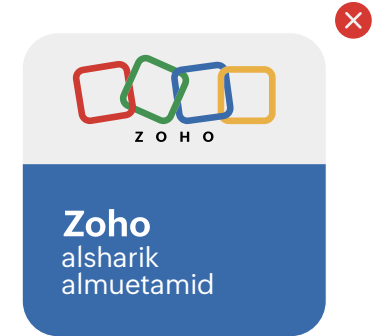


In the event that you utilize the Partner badge in any promotional materials, it is essential to include your company branding alongside the badges.

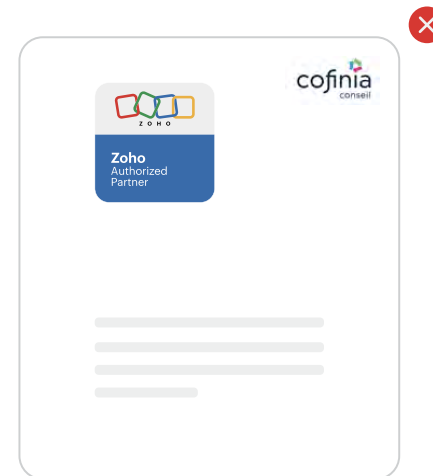
Do not integrate the Partner badge or any related element with your company logo or app and product icons.



Translation or localization of the Partner badge is prohibited.



Zoho Partners are prohibited from displaying the Partner or Premier Partner badge on invoices or any similar business documents.



The Zoho Partner badge must not eclipse the company name or logos on the website and marketing materials. It should not be presented in a manner that highlights the prominence or visibility of the badge.



## **Zoho Corporation Pvt Ltd.**

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