

Logo Guidelines

Europe

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Usage

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Preferred Logo Presentation and Name Usage

Whether for corporate branding, Solution branding or co-branding, we always use the TD SYNnex logo. It begins with a nautilus symbol which represents growth, expansion and renewal in many dimensions. This translates to the growth of the businesses we partner with to professional career growth within TD SYNnex.

This symbol also sits inside a circle or ring, similar to rings worn around the world to represent partnership. It also symbolizes community, our shared values of inclusion and collaboration and the deep connections TD SYNnex makes between the world and technology.

As pictured, the full-color logo on a White background is the preferred logo presentation. In this case, the logo should not be used on any other colors.

The symbol should not be used alone, and it should always be to the left of the logotype.

When referring to the company in writing, use either the formal name or the informal name. Never abbreviate or use sentence case.



Symbol

TD SYNnex



Logotype

USE

Formal Name
TD SYNnex Corporation

Informal Name
TD SYNnex

DO NOT USE

Not Acceptable
TD SYNnex Corp

Not Acceptable
TD Synnex

Not Acceptable
TDS

Alternate Logo Presentation

When the preferred logo presentation cannot be implemented, these alternate options provide versatility.

In corporate branding, the Aqua-and-White logo is preferred. This version of the logo should only be used on a Teal background.

The White logo should be used on dark backgrounds.

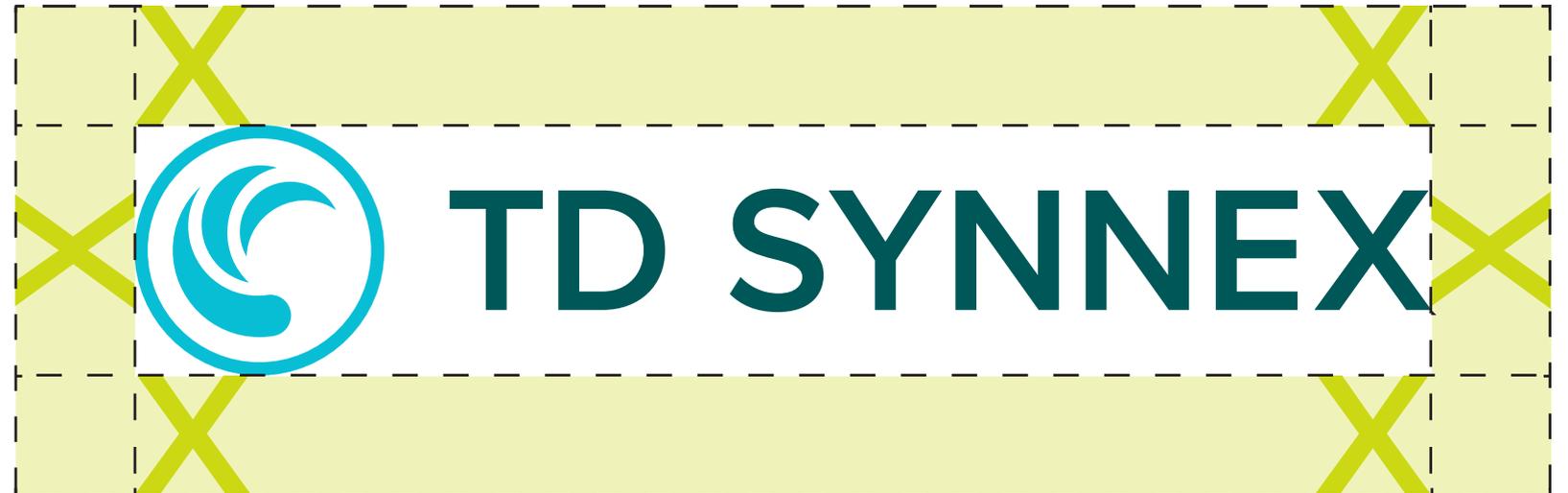
The Black logo is the preferred use for light backgrounds. It is also used on color promotional items, in Solution branding and when co-branding.



Clear Space

Setting clear boundaries around our logo helps preserve its integrity. Therefore, it's important to maintain adequate space between the logo and surrounding elements or page boundaries.

This ensures that text, images or other pieces of the page do not encroach on the logo. The minimum space required is shown around the logo to the right.

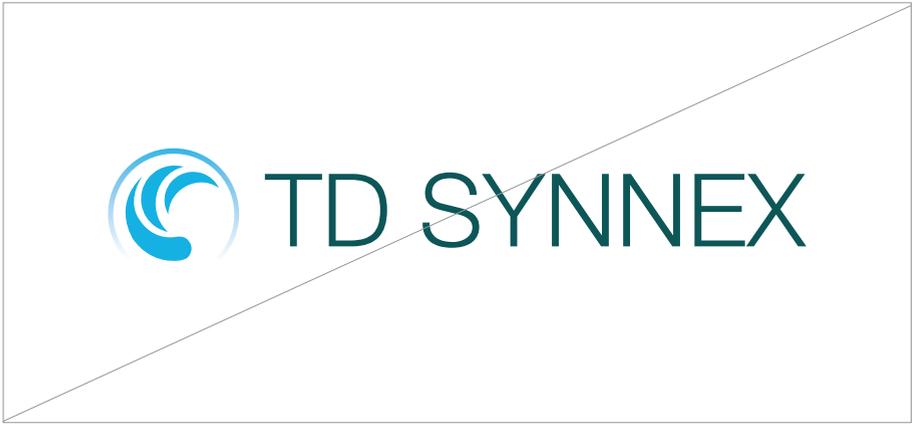


 TD SYNnex

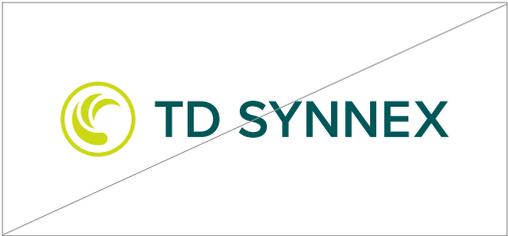
Minimum Sizing
Digital: 100 px wide
Print: 25 mm wide

Logo Misuse

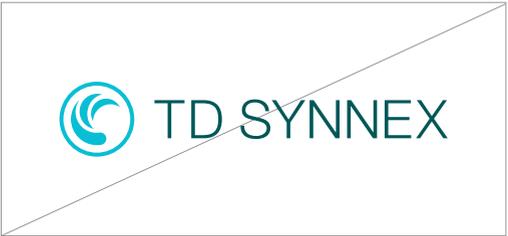
Logo usage should consistently align with brand standards.



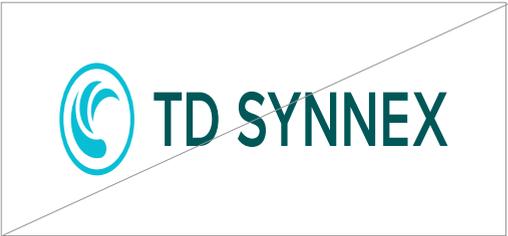
Important: Do not use the 2021 version of the TD SYNEX logo. This is recognizable by a light font face and gradient in the logo.



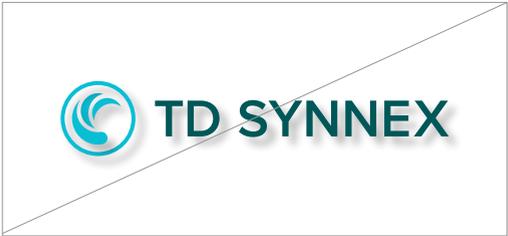
Don't change the color of the logo



Don't change the logo typeface



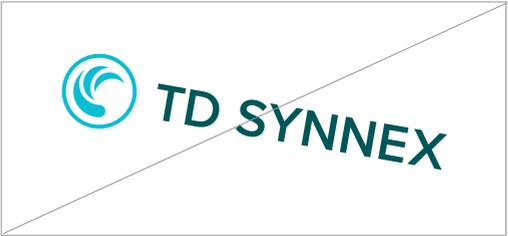
Don't distort or stretch the logo



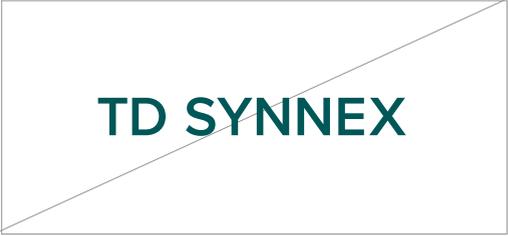
Don't add effects to the logo



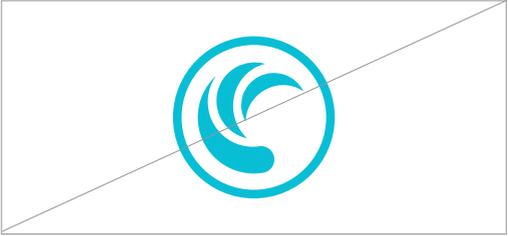
Don't swap elements



Don't rotate or skew the logo



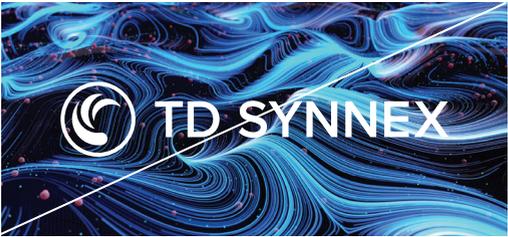
Don't put the logo name alone



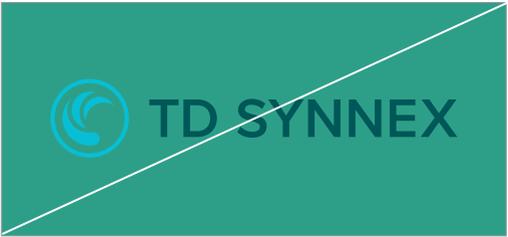
Don't use the symbol alone, except on social media



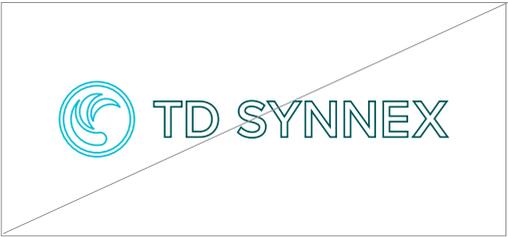
Vertical 90° use should orient with symbol at top



Don't put the logo over busy imagery



Don't use color logo on non-white backgrounds

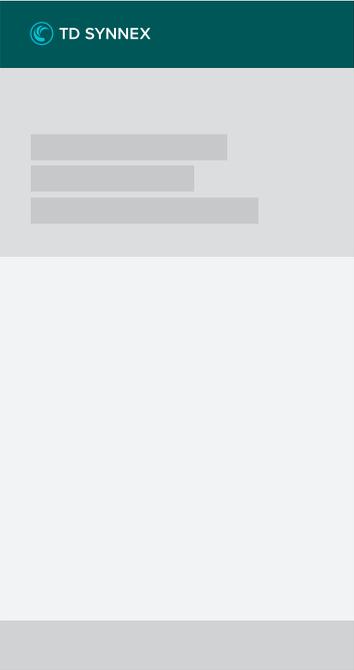
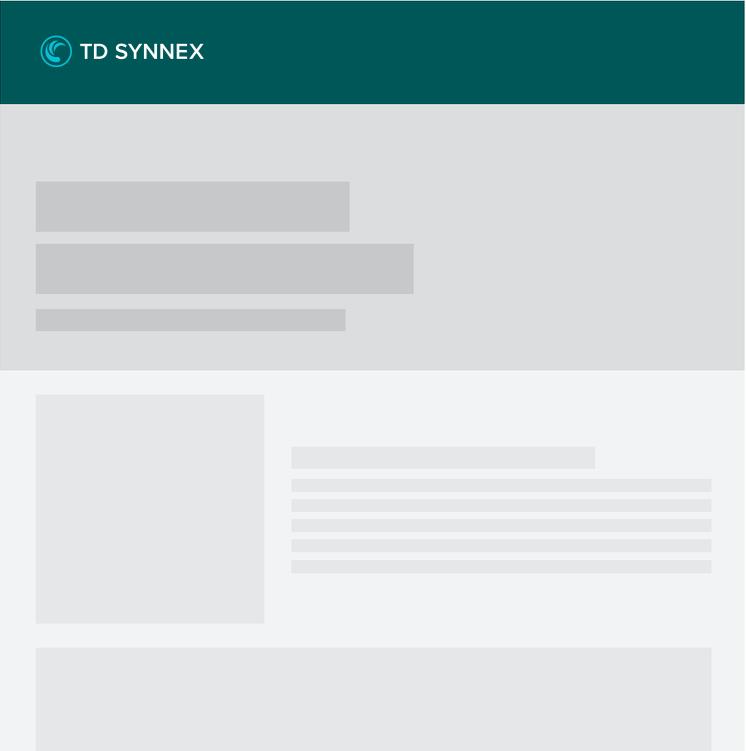


Don't outline the logo

Preferred Logo Placement

At a high level, the following diagrams illustrate the preferred placement areas for the TD SYNEX logo, regardless of communication size or ratio.

The preferred placement is in the top left, but depending on the circumstances, the TD SYNEX Design team may place the logo in the top right of a layout. One example of this is in PowerPoint presentations, where the logo is placed in the top right to avoid distracting from the content within a slide.



Primary Subsidiary Branding Logo Presentation

TD SYNnex's solution portfolios, specialized solution businesses and specialized service businesses fall under our subsidiary branding guidelines. Our subsidiary brands represent highly niched business units operating in unique or narrow markets or built around the bespoke needs of a single client. As logos, they tie in the TD SYNnex Masterbrand logo in the dominant position and the subsidiary name in a reduced size, distinct color and approved font.

Solutions Portfolios



Specialized Solution Businesses



Specialized Service Businesses



Primary Subsidiary Branding Logo Presentation

In subsidiary branding, the designation of a specific font treatment, color and lockup to the TD SYNEX Masterbrand logo, as shown to the right, is not to be altered in any way with the exception of color variations provided by the TD SYNEX Design team.



Primary Subsidiary Branding Alternate Logo Presentation

When the preferred subsidiary branding logo presentation cannot be implemented, these three alternate options provide versatility:

On a Teal background, the Aqua-and-White version can be used. This version should not be used on any other background color other than Teal.

The White logo should be used on dark backgrounds.

The Black logo is the preferred use for light backgrounds, or on color promotional items.



Primary Subsidiary Branding Logo Usage

The preferred usage of the TD SYNEX subsidiary business logo is in the top left in our primary color palette.



Headline Copy

Pictem. Nem volum alia sus et rehentia samet hariti necaecessi intin re offictionse ma comnis et veria aut lat labo. Et dolorum volecta escient voluptis sequo explis dolut arupta porehen improit labora sit electatur, ea il ipsum fuga. Et aborias et occatem. Luptatem harum rehentini cum faces reraepre, int quideratem soluptas ut paruptamenim etusam quiam, sum nusant pro quis nobis est alit faceaque dis sam, odit etus eostotas moloribea vita nim quasitatem facepti num sincimus rero iditatusa velias ad que adi reseque voluptaecti dolestia nonseque nones peratec totam, sa soles eium que nus magna nos reicaeperori ipis sit, temporitae inveliquae. volorio nesequae porio venim vollatur aut laboresto tore cus.

Luptatem harum rehentini cum faces reraepre, int quideratem soluptas ut paruptamenim etusam quiam, sum nusant pro quis nobis est alit faceaque dis sam, odit etus eostotas moloribea vita nim quasitatem facepti num sincimus rero iditatusa velias ad que adi reseque voluptaecti dolestia nonseque nones peratec totam, sa soles eium que nus magna nos reicaeperori ipis sit, temporitae inveliquae.

Secondary Subsidiary Branding Logo Presentation

When the preferred presentation of the subsidiary business logo cannot be implemented, there is an alternative presentation. This version places the subsidiary brand below the TD SYNEX Masterbrand logo and flush right.

Solutions Portfolios



Specialized Solution Businesses



Specialized Service Businesses



Secondary Subsidiary Branding Logo Presentation

The designation of a specific font treatment, color and lockup of the secondary subsidiary brand to the TD SYNnex Masterbrand logo, as shown to the right, is not to be altered in any way with the exception of color variations provided by the TD SYNnex Design team.



Secondary Subsidiary Branding Alternate Logo Presentation

When the preferred logo presentation cannot be implemented, these three alternate options provide versatility:

On a Teal background, the Aqua-and-White version can be used. This version should not be used on any other background color other than Teal.

The White logo should be used on dark backgrounds.

The Black logo is the preferred use for light backgrounds, or on color promotional items.



Solution Branding

Logo Usage

Overview

Presentation

Clear Space

Overline

Placement

Solution Branding Overview

Solutions are niche business programs offered by TD SYNEX. They can be referred to by a variety of names, depending on the geographical region.

The Aqua-and-White version of the TD SYNEX logo should be used in Solution branding. Headlines and subheadlines should use the TD SYNEX Teal color.



Solution Preferred Logo Presentation

TD SYNEX Solution logos use our signature Teal color. As pictured, the color logo on a White background is the preferred logo presentation. In this case, the logo should not be used on any other colors, but it can be used over a light area of a photograph.



Cloud Solutions

Cloud Solutions

Education and Training Solutions

IoT and Analytics Solutions

Mobility Solutions

Security Solutions

Data Center Solutions

Services

Solution Alternate Presentation

When a Solution's preferred presentation of a Teal logo on a White background cannot be implemented, there are two alternative presentations:

On dark or Black backgrounds, use the all-White version of the logo.

On light or White backgrounds, use the all-Black version of the logo.

Cloud Solutions

Cloud Solutions

Cloud Solutions

Clear Space

Setting clear boundaries around each Solution logo helps preserve its integrity. As a result, it's important to maintain adequate space between the logo and surrounding elements or page boundaries.

This ensures that text, images or other pieces of the page do not encroach on the logo. A margin of space is drawn around the logo to the right.



Overline

An overline is used for the first appearance of a Solution logo on a TD SYNEX branded asset. The line provides a splash of bright color to call out the mark from other content on the page.

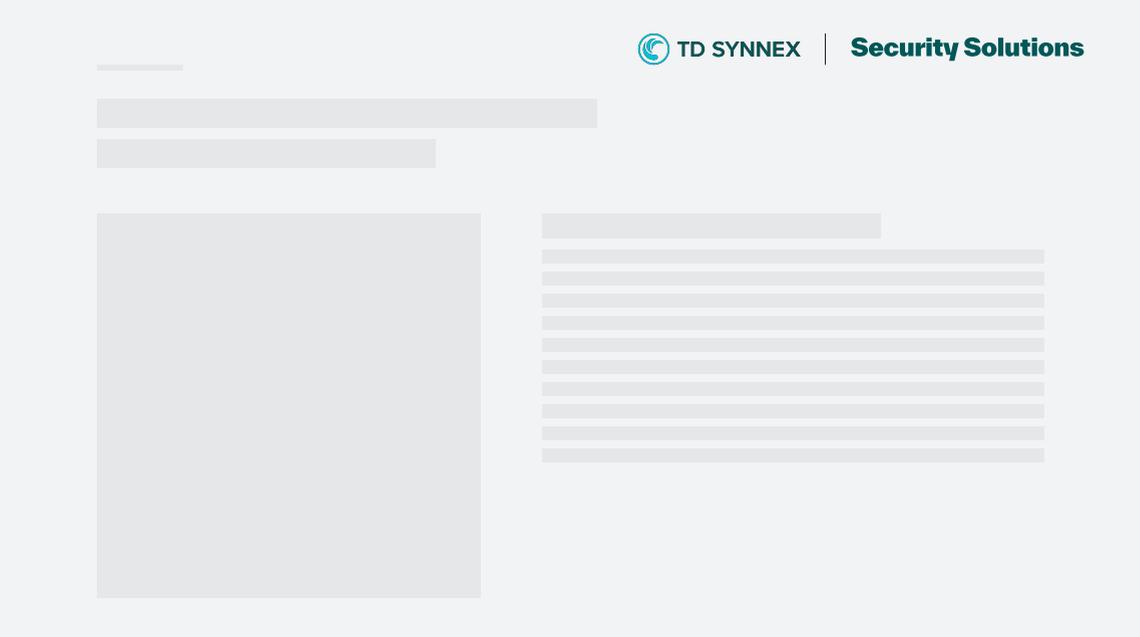
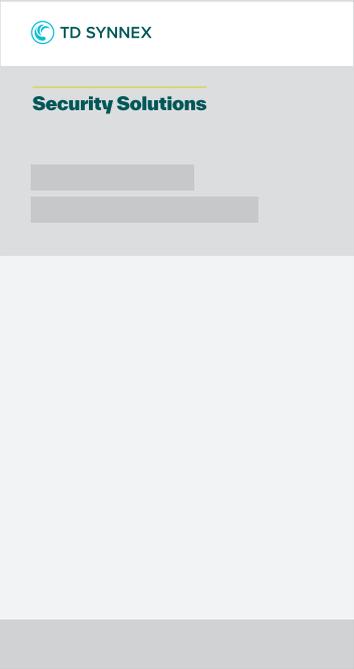
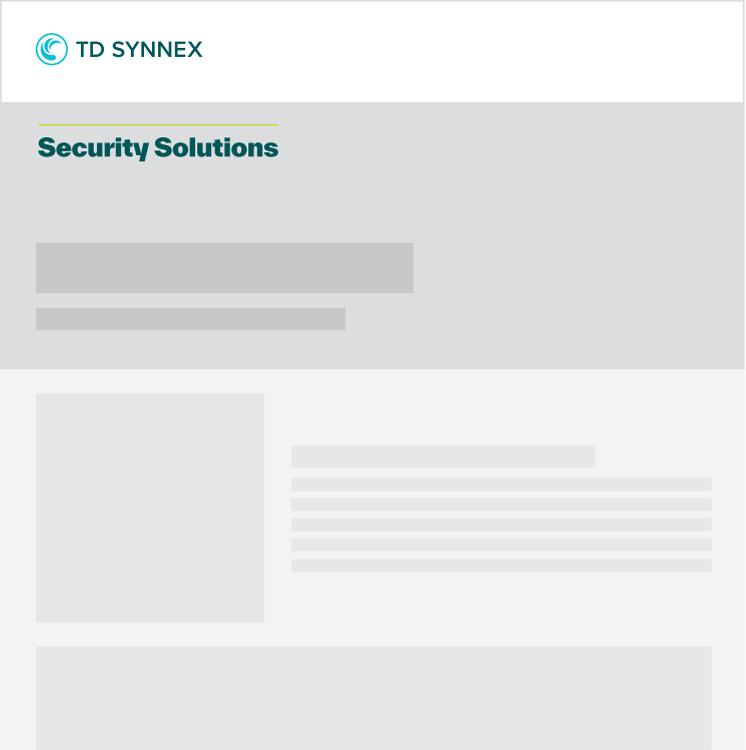
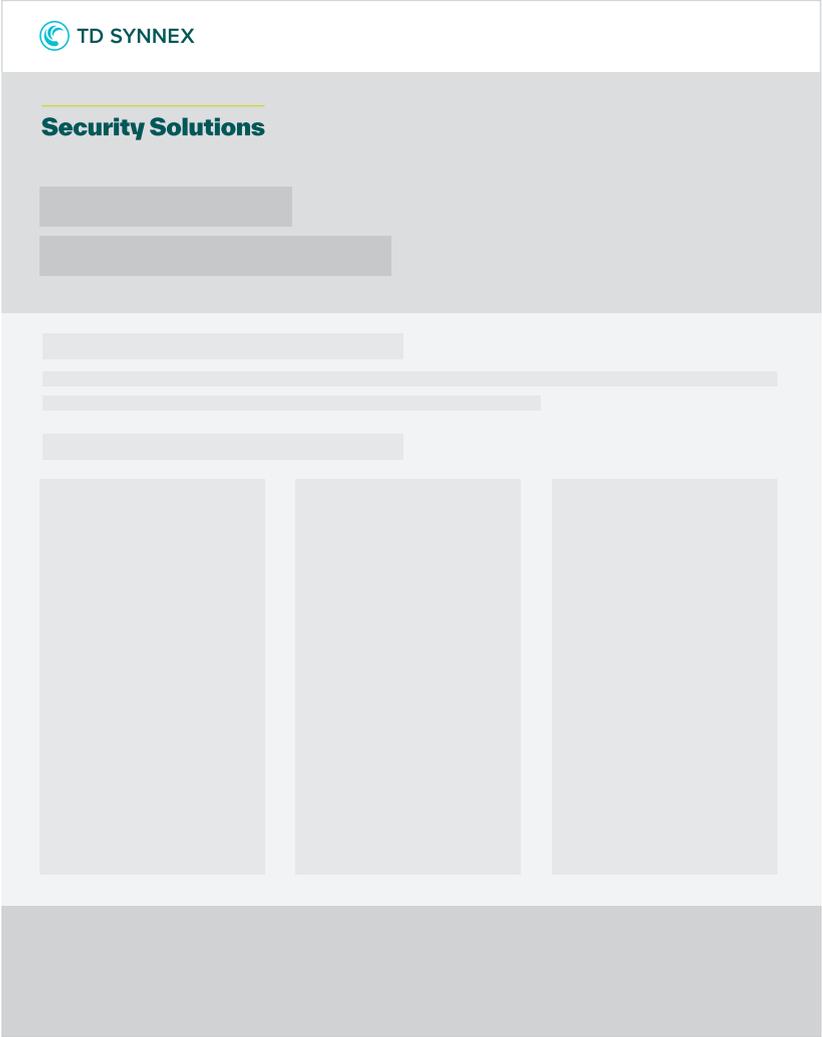
It does not need to be used when the Solution logo is used by itself. These lines have a specific weight, and should only be used as part of a graphic file provided by the TD SYNEX Design team.

Security Solutions

Solution Preferred Logo Placement

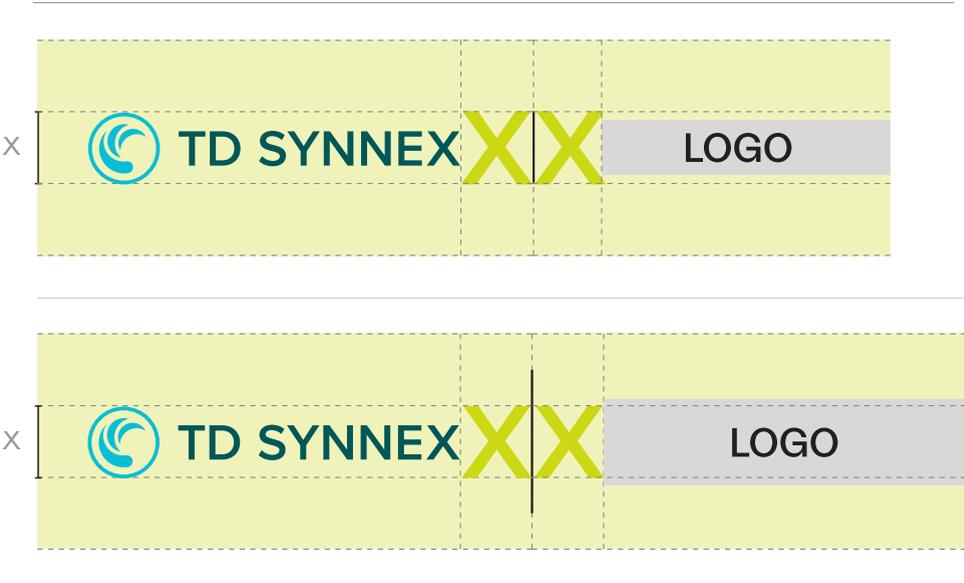
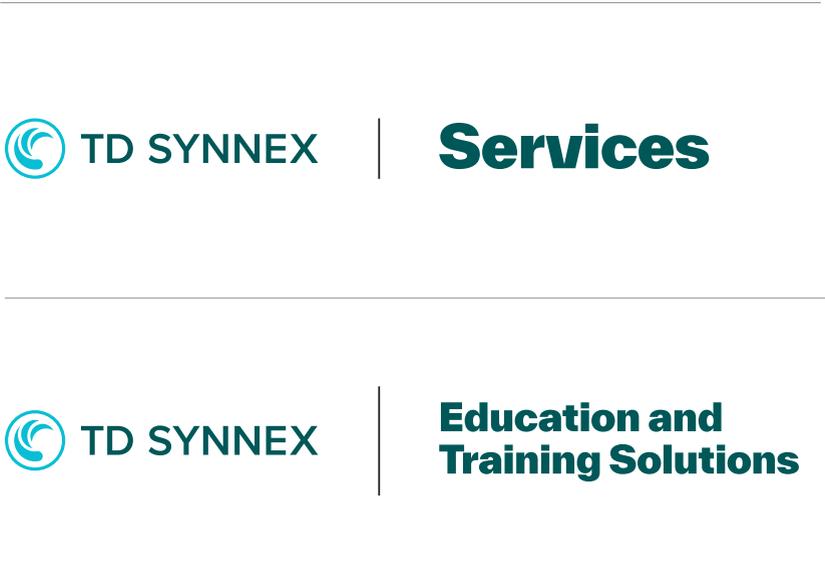
The following diagrams illustrate the preferred placement of the Solution logo, underneath the TD SYNEX logo in the top left corner. Depending on the circumstances, the TD SYNEX Design team may place the logo in the top right of a layout.

The Solution logo is always secondary to the Masterbrand, and the x-height of both logos should be the same, regardless of width.



Solution Alternate Logo Placement

When the preferred Solution branding representation is not possible, there is an alternate option. TD SYNEX and the Solution are placed in a logo lockup created by the TD SYNEX Design team. Each lockup is designed to create balance between the logos. With TD SYNEX on the left and the Solution on the right, this placement ensures the Solution is represented clearly as a TD SYNEX offering. Promotional items often use this alternate presentation.



Co-Branding Logo Usage

Overview

Presentation

Co-Branding Overview

TD SYNEX is made of industry experts and thought leaders. When co-branding with our vendor partners, the strategic placement of our logo helps represent this visually while also clearly promoting the partner.

TD SYNEX

Pixel for Business

Google Hardware Authorization Step-By-Step Guide

TD SYNEX is proud to be the exclusive enterprise distributor of Google Hardware devices and is leading the charge in the solutions Google brings to market. From pre-sales assessments to post-sale support, our dedicated team can support all of your Google needs and help you provide the full solution.

4 Easy Steps to Google Hardware Authorization

- Step 1**
First, you'll complete the [Authorization Request form](#) to share your information with our TD SYNEX Google Hardware team.
- Step 2**
Once we receive your information, a member of our team will reach out to set up an introductory call. During this call, we'll get to know your business, identify your customer profile and determine which Google Hardware products may be a good fit for your business model.
- Step 3**
Next, we'll send you the needed product-specific legal agreements via E-Sign Live. Once these documents are received, our team will work to authorize your account for the appropriate product lines.
- Step 4**
Finally, our team will share resources, set up regular communication with you and provide any needed quotes.

Your TD SYNEX Google team is ready to help you provide the full Google solution for your customers. Contact GoogleHW@synnex.com to learn more!

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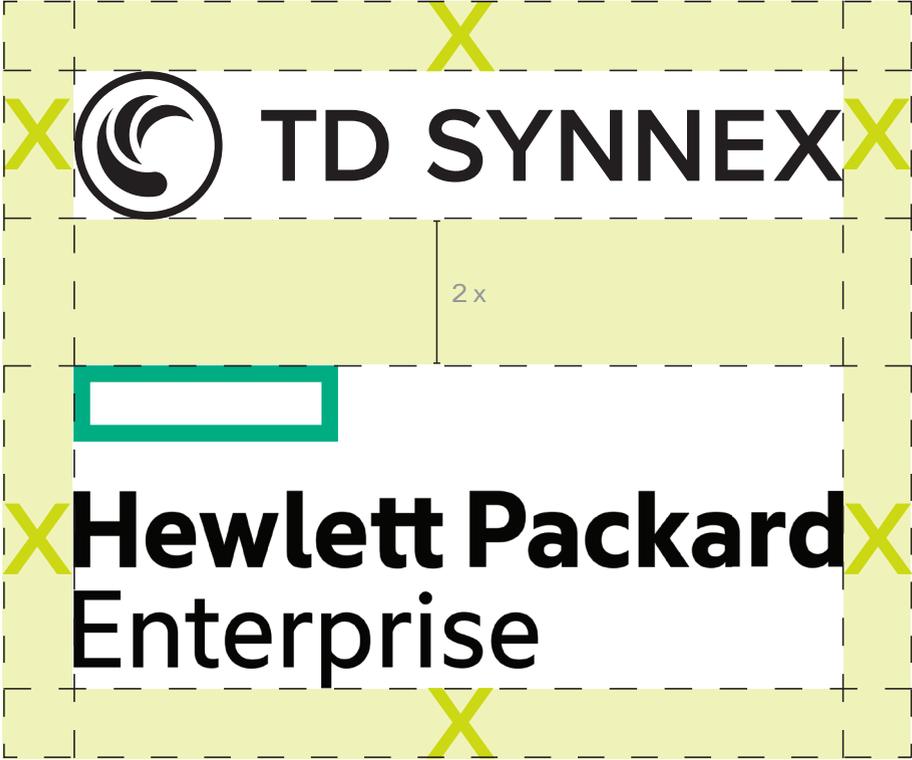
Co-Branding Preferred Presentation

When co-branding, the all-Black version of the TD SYNnex logo is placed at the top left with the partner logo underneath. This strategy gives the partnering brand the stage to showcase their colors and brand elements throughout the remainder of the communication.

The horizontal partner logo should be approximately equal in size to the TD SYNnex logo and both should be left aligned with a space in between that is two times the size of the TD SYNnex logo.

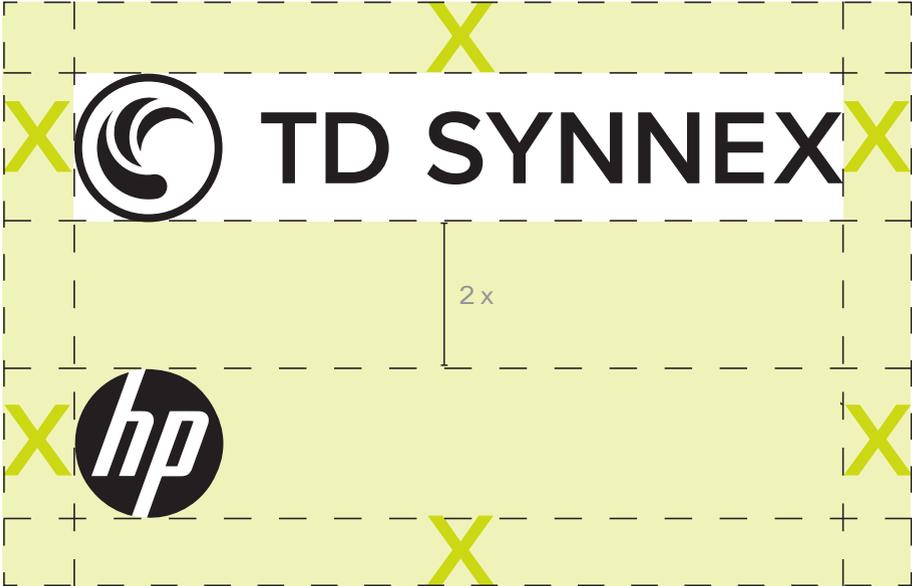
The circular/stacked partner logo should be approximately equal in size to the TD SYNnex nautilus symbol and both should be left aligned with a space in between that is two times the size of the TD SYNnex logo.

TD SYNnex Logo



Horizontal Partner Logo

TD SYNnex Logo

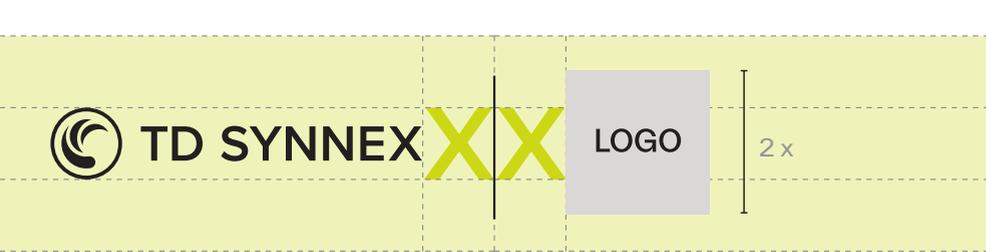
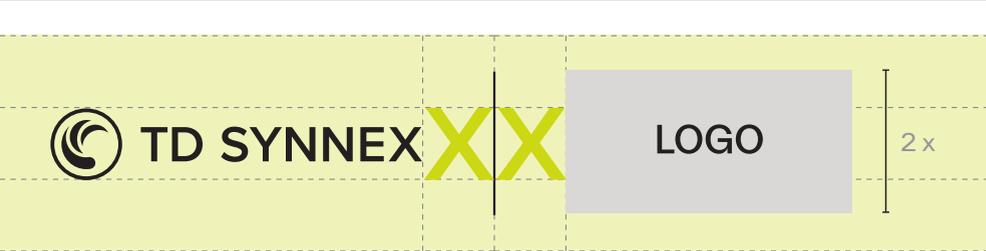
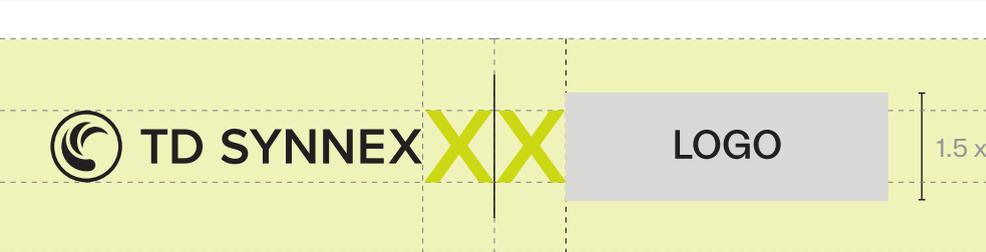


Circular/Stacked Partner Logo

Co-Branding Alternate Presentation

Co-branding logo lockups with our vendor partners can be used on rare occasions. In these lockups, the height of the TD SYNEX logo is significant. It determines the distance between the logo and the divider line as well as the height of the line itself.

The vendor partner logo should never go above 2x the height of the divider line or be closer than 1x from the divider line. Both logos should be centered to the divider line.





Contact your TD SYNEX Design team
for more information.