TD SYNNEX

Logo Guidelines

Europe

Contents

TD SYNNEX

Corporate Branding Logo 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

Logotype

USE

Formal Name	Informal Name
TD SYNNEX Corporation	TD SYNNEX

DO NOT USE

Not Acceptable	Not Acceptable	Not Acceptable
TD SYNNEX Corp	TD Synnex	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.
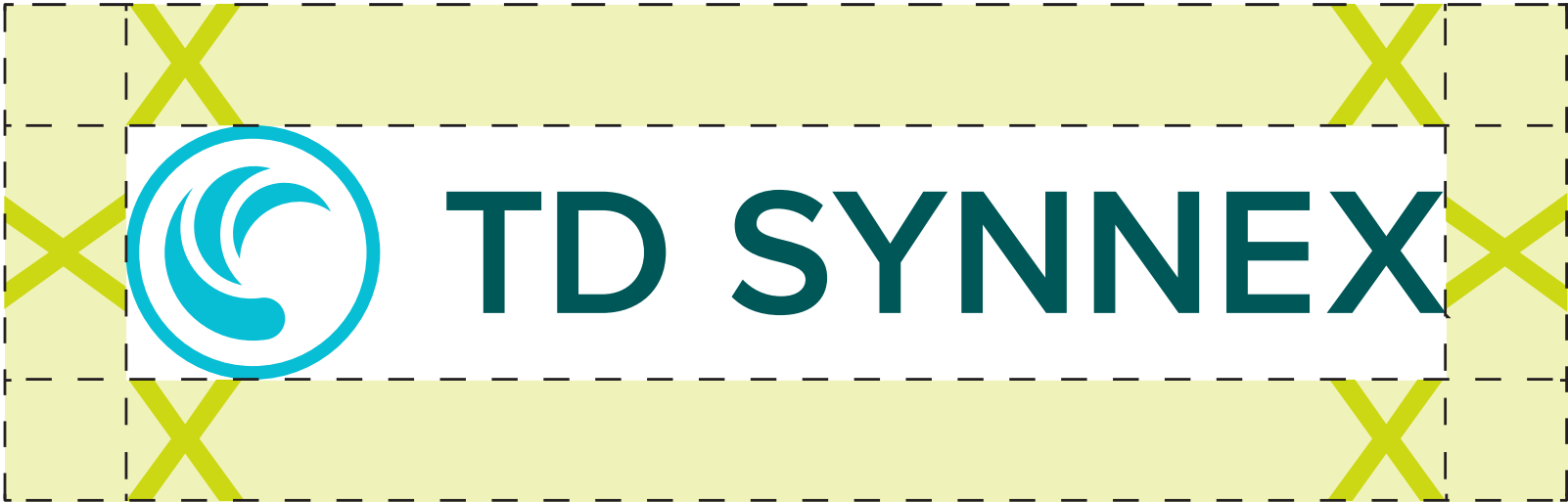
TD SYNNEX

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

Logo
Misuse

Logo usage should consistently
align with brand standards.

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

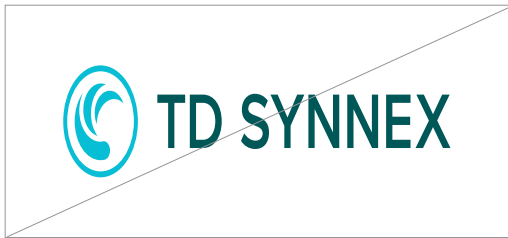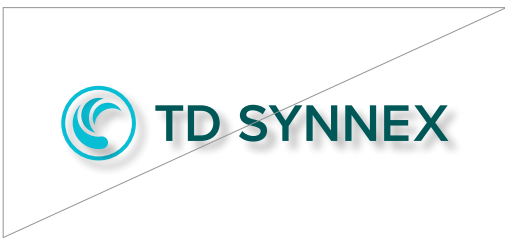
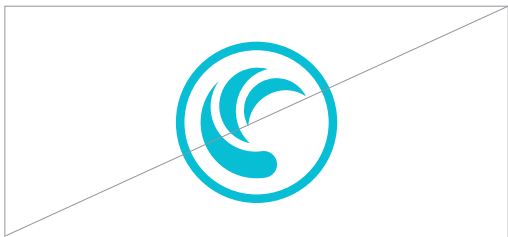Don't swap elements

Don't rotate or skew the logo

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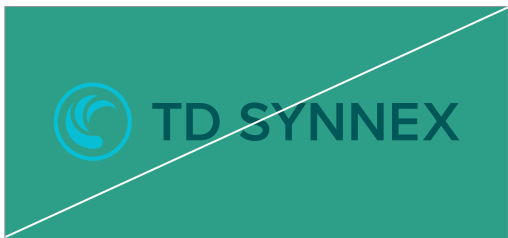

Don't put the logo name alone

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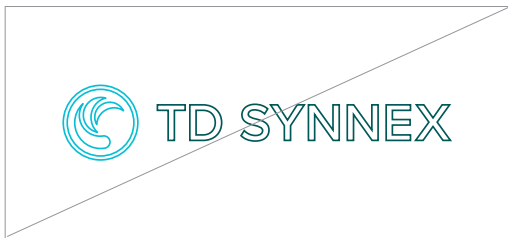social media

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 SYNNEX logo, regardless of communication size or ratio.

The preferred placement is in the top left, but depending on the circumstances, the TD SYNNEX 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.
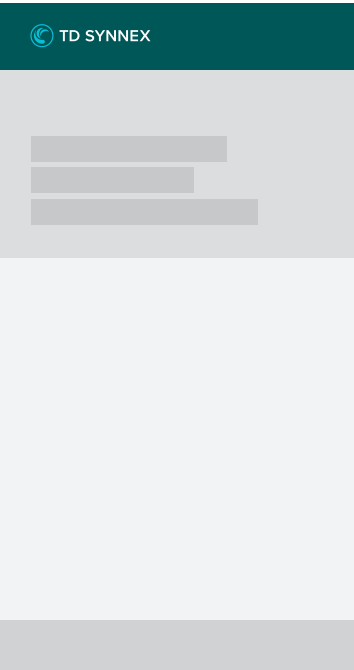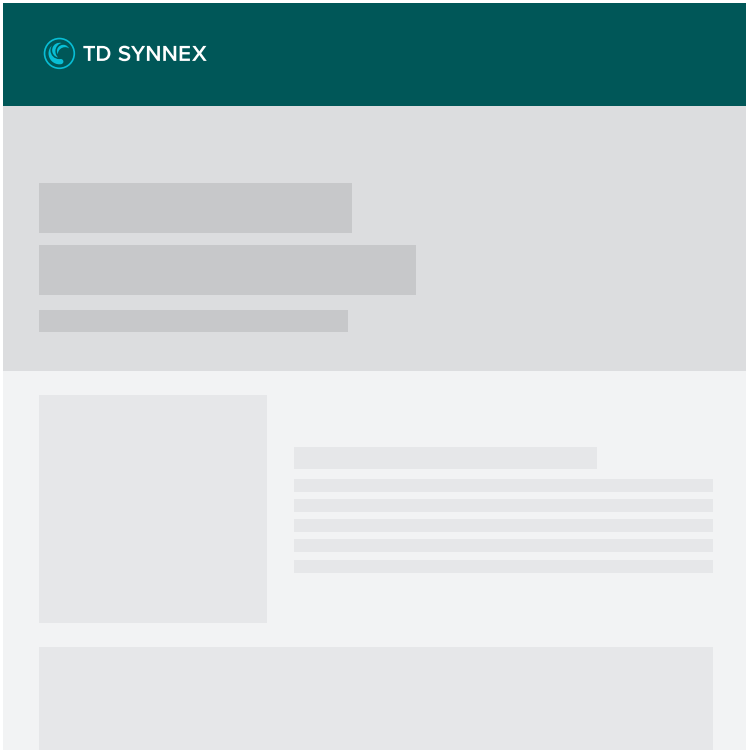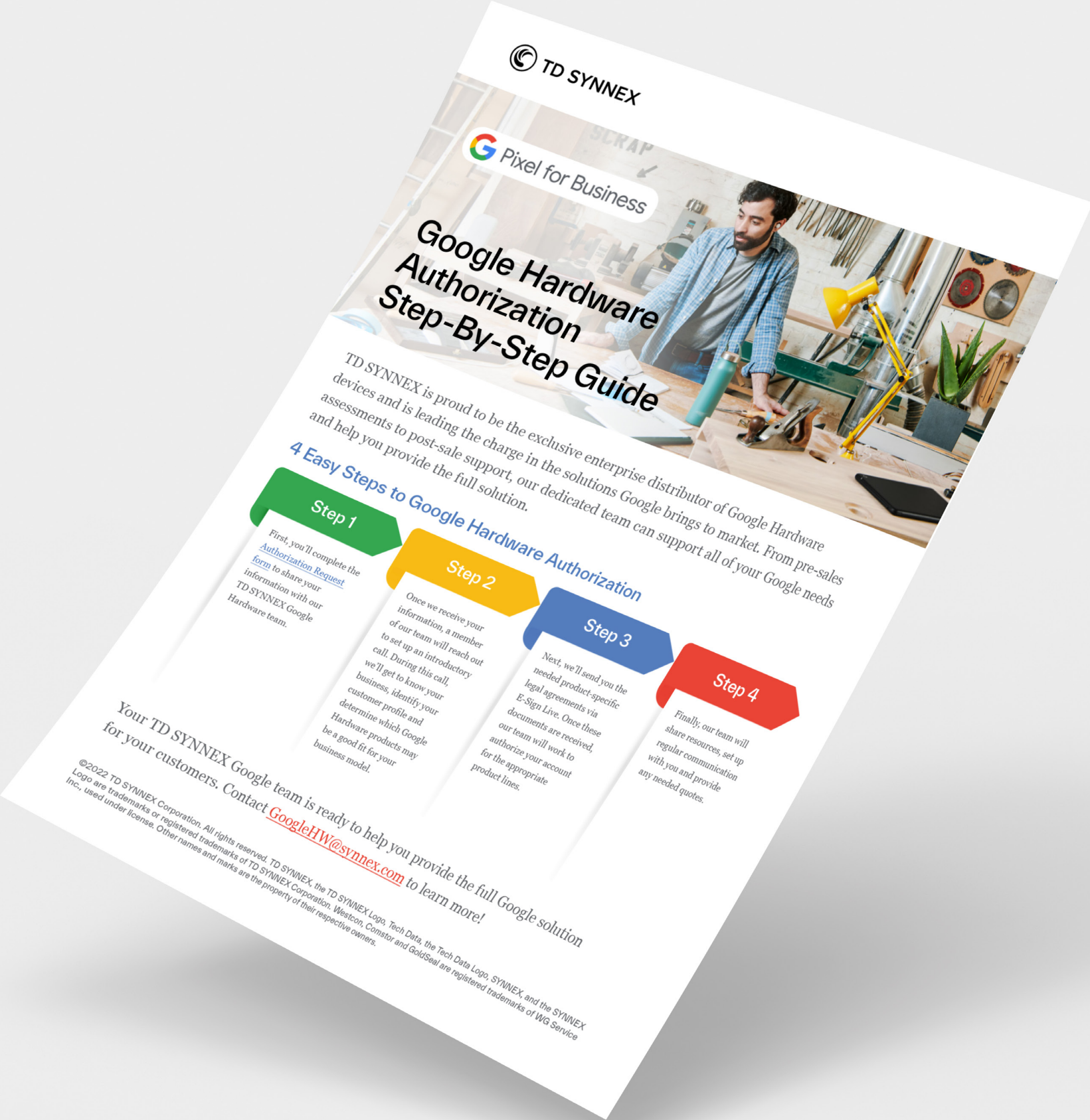
TD SYNNEX

Co-Branding Logo Usage

Overview

Presentation

Co-Branding Overview

TD SYNNEX 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.

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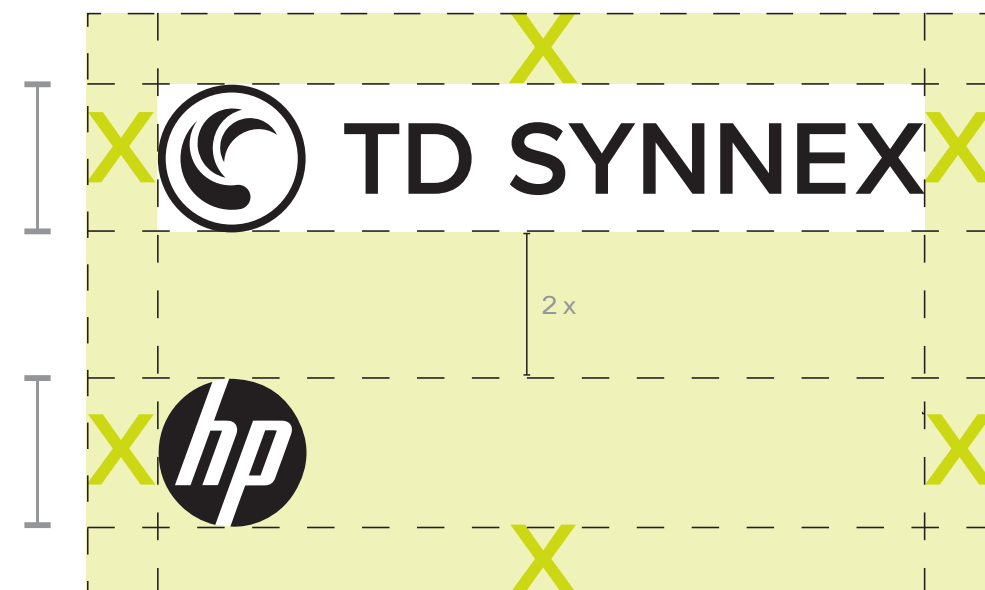
The circular/stacked partner logo should be approximately equal in size to the TD SYNNEX nautilus symbol and both should be left aligned with a space in between that is two times the size of the TD SYNNEX logo.

TD SYNNEX Logo

Horizontal Partner Logo

2 x
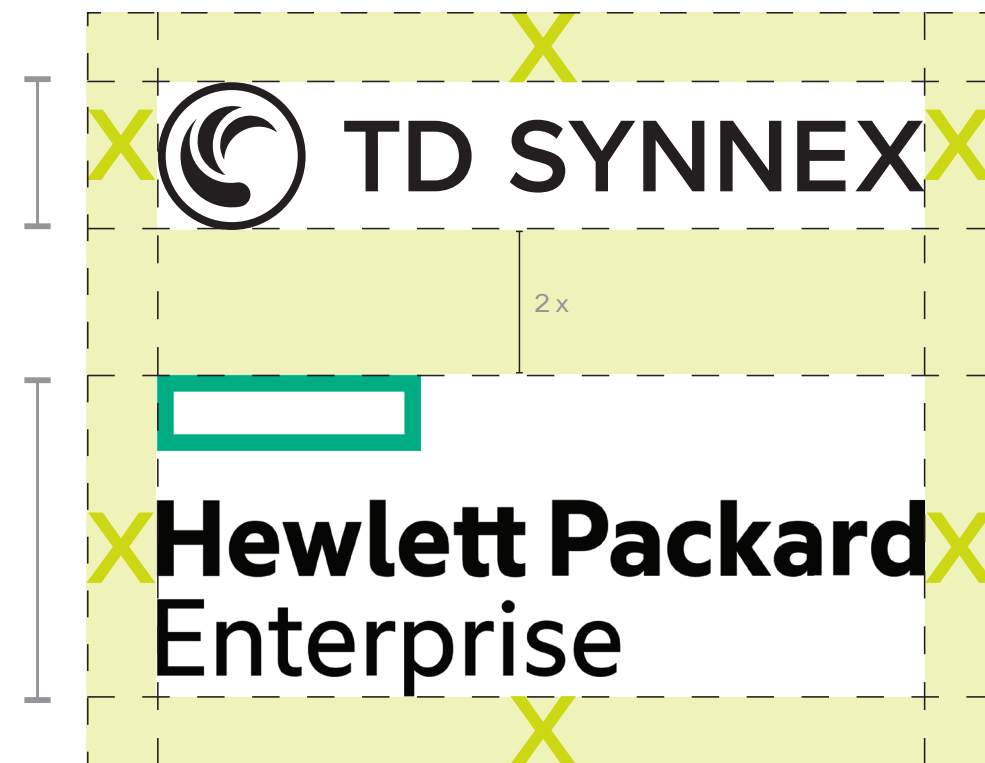
TD SYNNEX Logo

Circular/Stacked Partner Logo

2 x

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 SYNNEX 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.
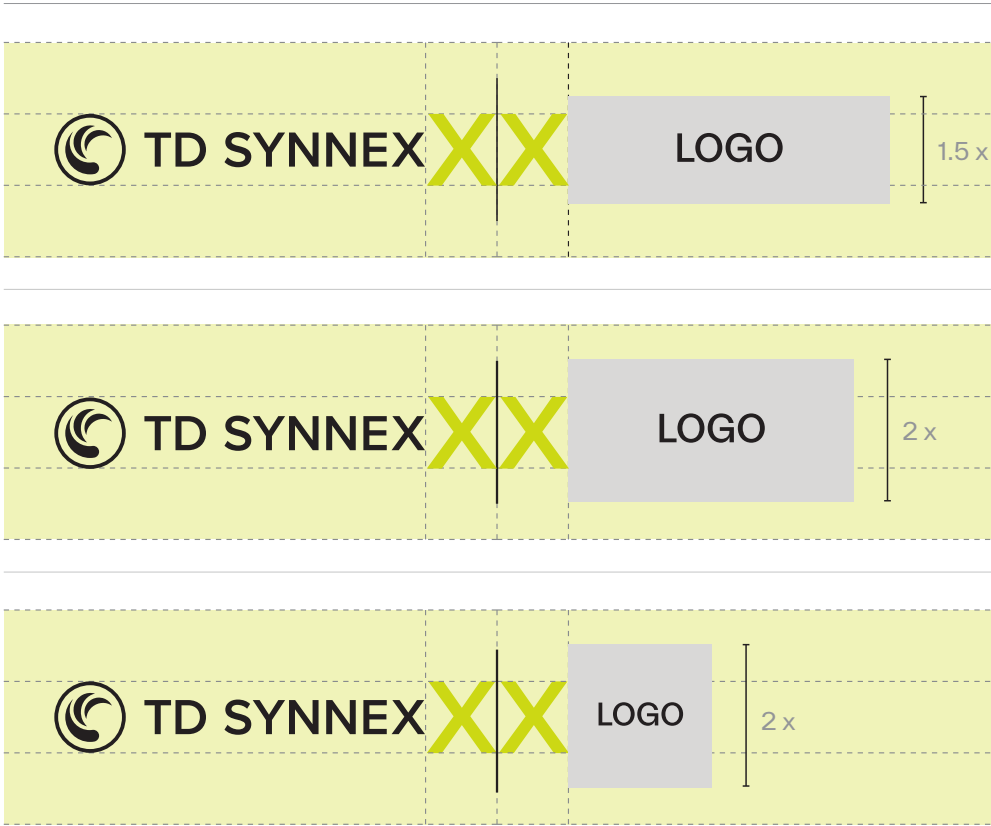
TD SYNNEX

Contact your TD SYNNEX Design team
for more information.