

Team Topologies Logo Usage guide for Partners

Purpose of this guide

We want all TT Partners to grow and become more successful in the TT partner ecosystem.

This guide will help us all:

- Make the Partner logos stronger
- Protect the logos' equity and maximize their growth potential
- Protect all Partner brands through visual consistency

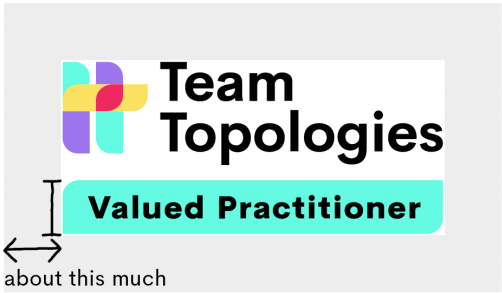
Team Topologies branding is coordinated and consistent. All partners are required to use their TT Partner logo according to these brand guidelines. This is important, and will weigh in when partnership agreements are renewed. It is important that you become familiar with our brand guidelines and use the TT Partner logos correctly.

This guide is secondary to the partner contract you signed with TT. **You are only allowed to use the Partner logo that your partner contract entitles you to use.**

Example usage

Please consider the following visual examples that show how our partner logos should or should not be used:

Do:

<p>Use the logo as provided without alterations.</p> <p>Allow the logo to breathe. Keep some space between it and other logos and design elements.</p>	 <p>The image shows the Team Topologies logo (a colorful icon of four overlapping shapes) and the text 'Team Topologies' in a bold, black sans-serif font. Below this, the text 'Valued Practitioner' is displayed in a white sans-serif font inside a teal rectangular box. A vertical double-headed arrow and a horizontal double-headed arrow are positioned below the teal box, with the text 'about this much' underneath them, indicating the required spacing between the logo and the text below it.</p>
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Use a version that contrasts with the background. If your background is colorful, use a monochrome logo.



Don't:

Don't distort the logo's shape or arrangement.





Don't change the logo's colors or text as in this example: the logo's color is not correct and the text should be Solution Partner and not Solutions Partner



Don't create a weird clash of colors or low contrast.



<p>Don't add effects such as gradients or shadows.</p>	
<p>Don't crowd the logo with other elements.</p>	

Dimensions

If your logo uses a **single-line box** (Valued Practitioner, Advocate, etc.), the smallest height your logo should be in print is **8mm**.

If your logo uses a **two-line box** (Consulting and Delivery Partner), the smallest height your logo should be in print is **9.7mm**.

Recommendations

Please refer back to this brand guide when you create new marketing materials. If you still have any doubts, you can speak with your TT partner manager and email any designs made by your team to partners@teampologies.com to confirm that they meet the TT branding requirements. We will respond as soon as possible.

If your designs don't meet our requirements, they will have to be redesigned. To avoid this time cost, make sure your designers, IT Support and anyone within your organization charged with maintaining your printed or electronic messaging sees and understands this guide before starting to work on new designs. Email us at partners@teampologies.com for final confirmation.