



## **Tata Electronics Brand Guidelines**

### **1. Logo Usage**

Always use the official Tata Electronics logo in its original form. Do not modify its colour, proportions, or orientation. Stick to the approved brand colours and avoid introducing any unapproved shades or variations.

### **2. Image Usage**

Enhance media coverage using our exclusive Tata Electronics imagery and video assets, which are available for editorial use. Choose only high-quality images that reflect the brand's values. Avoid low-resolution or inappropriate images that do not align with our brand identity.

### **3. Placement and Alignment**

Ensure the logo is placed consistently and prominently in all materials. Do not arbitrarily change its position; always follow the alignment guidelines.

### **4. Digital and Print Materials**

Maintain brand consistency across all digital and print materials. Do not create content that deviates from the official brand guidelines.

### **5. Legal and Compliance**

Adhere to all trademark and copyright laws when using brand elements. Ensure usage complies with intellectual property rights and avoid misuse.

### **6. Review**

Only release material post the review by Communications & PR team at Tata Electronics