



Branding Guidelines





Zoho Affiliate badges

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

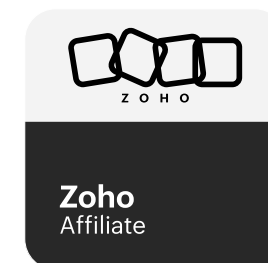
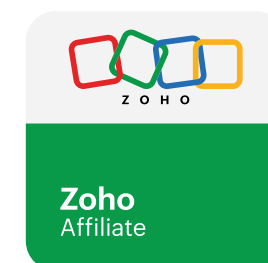
The Zoho Affiliate badge must be used only by affiliates authorized by Zoho. Affiliates must always use the correct badge to properly indicate their contractual relationship with Zoho. Further, we encourage affiliates to make use of the Zoho Affiliate Badges available in our media kit instead of replicating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

Zoho Affiliate badges are available in two formats:

Rectangular badge



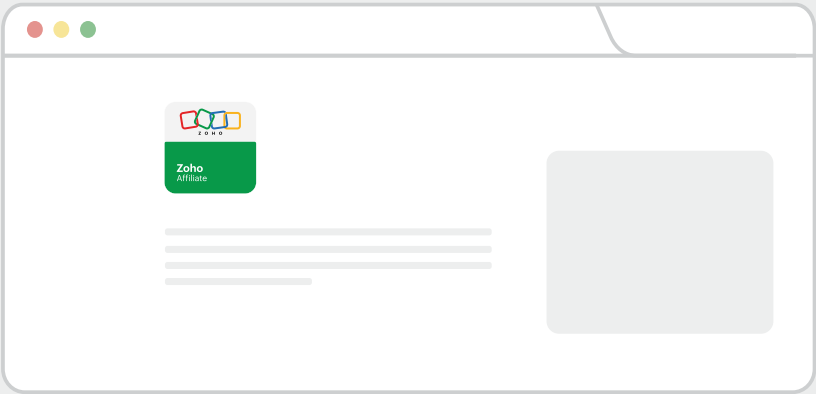
Square badge



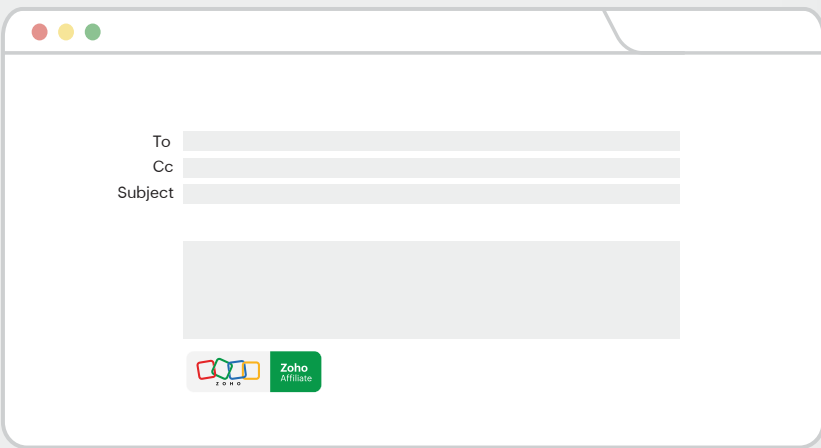
Affiliates can use any one badge format on their online platforms and other brand collateral to represent their association with Zoho. The choice of format will depend on the space available on your layout.

Zoho Affiliate badges usage

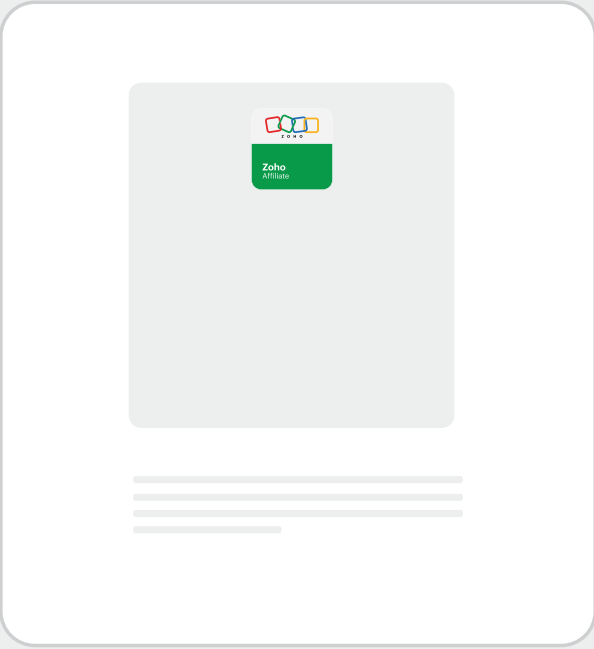
Websites



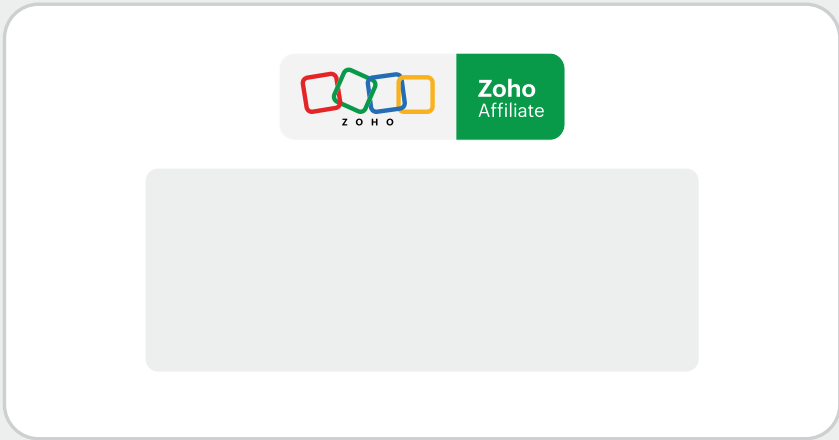
Email templates



Social media pages



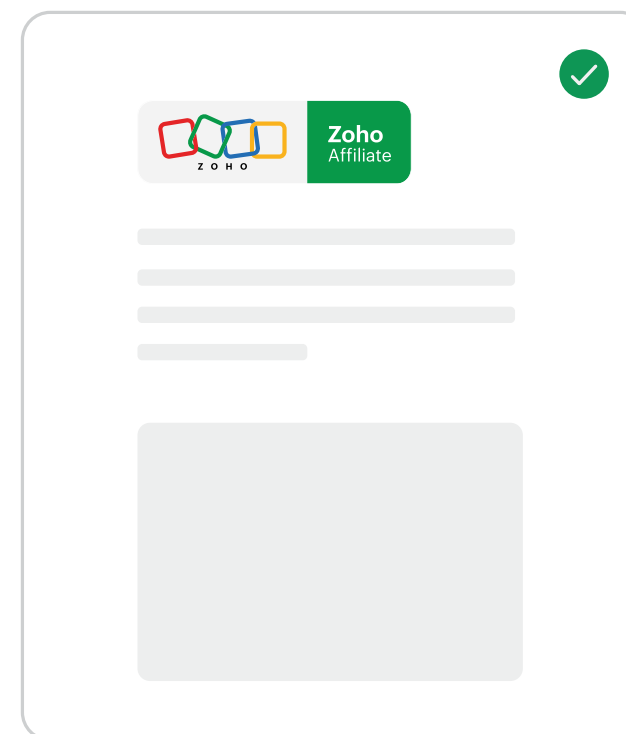
Marketing and sales presentations



Zoho Affiliate badges



When incorporating the 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 Zoho Affiliate badge in any promotional materials, it is essential to include your company branding alongside the badges.



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