



The Zoho Identity

A definitive guide on using
Zoho's diverse logo portfolio

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1

Overview

This guide prescribes the general rules and recommendations to follow while using Zoho's diverse logo portfolio. These guidelines will help establish consistency in logo usage across various platforms.

2

Our logos

Zoho is home to multiple world-class product brands.

Each brand has a logo that acts as its primary visual representation.

Our logos are our most valuable brand assets. Appropriate use of our logos is essential in establishing brand consistency.



2.1

Logolinism

The Zoho logo portfolio, which comprises the brand logo, product logos, suite logos, and program logos, is designed using the philosophy of Logolinism.

Logolinism is an avantgarde art movement established by Zoho with the objective to standardize and simplify our complex logos with simple lines.

Lines are one of the most essential elements of design. They can be used in a simple and versatile manner, without compromising on the visual integrity of the design.

Placing this diverse element at the core of our design philosophy makes our logos truly unique and timeless.

Logolinism makes it possible for all the logos in our suite to maintain consistency and uniformity in appearance while retaining the distinct identity of each product. When our logos are crafted using the same design philosophy, it becomes easier for the audience to map the logo to the Zoho brand, thereby strengthening our brand recognition.

2.2

Typography

Zoho Puvi is our homegrown typeface. It is functional, scalable, and dynamic.

All our logos are represented using the Zoho Puvi font.

Further, this typeface has also been used on zoho.com, product interfaces, apps, etc.

The characters that are straight ended, like the letter "t", are terminated at a 23.5° angle.



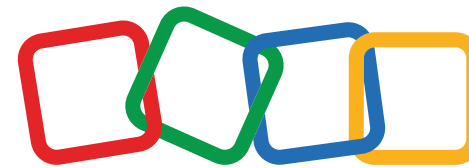
3

Zoho logo

The Zoho logo represents
Zoho — the brand as a whole.



3.1 Color codes



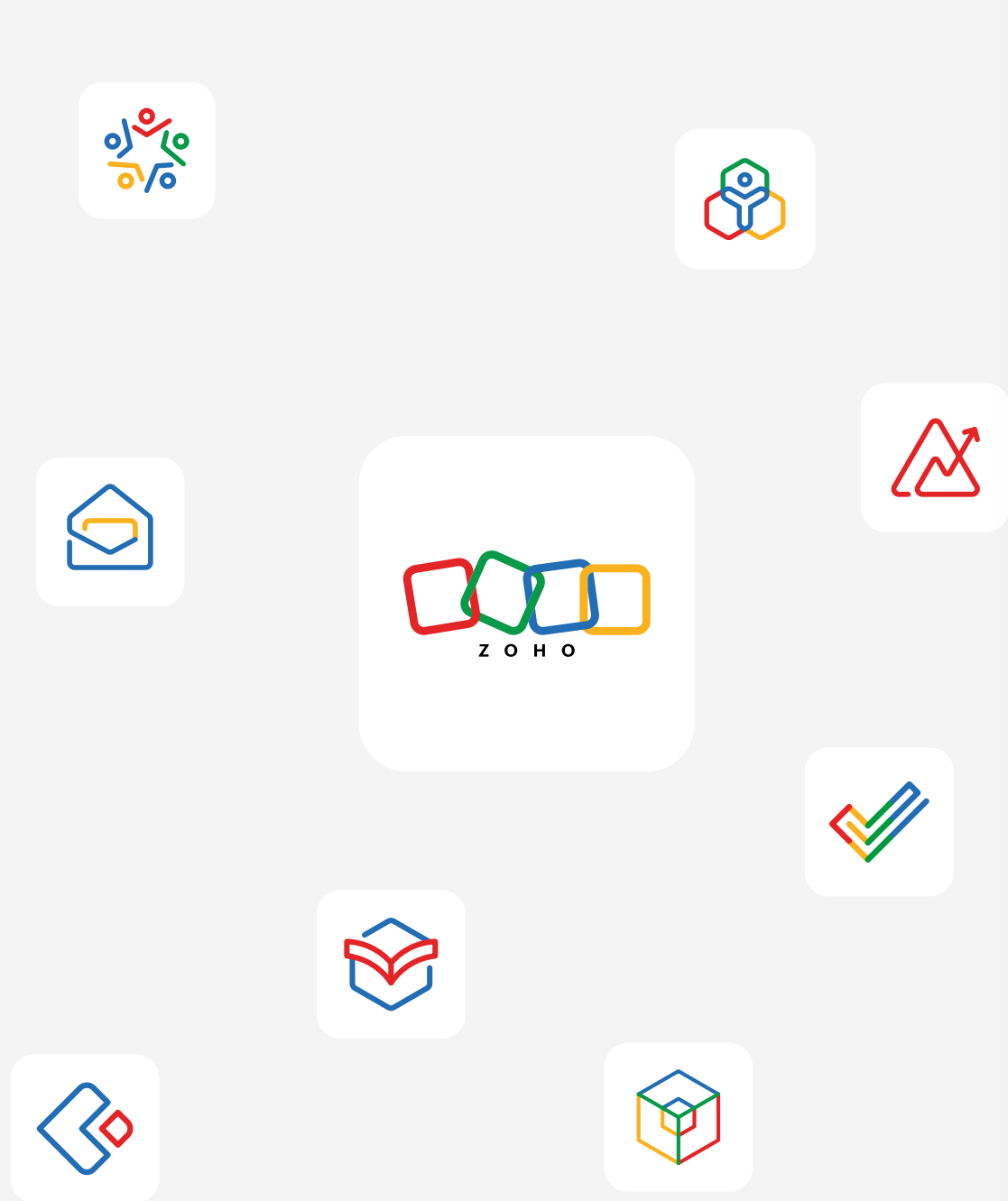
The Zoho logo uses four primary colors —
Red, Green, Blue, and Yellow.

#E42527

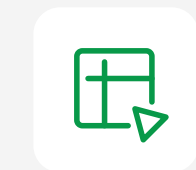
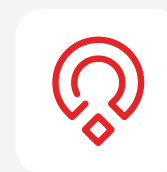
#089949

#226DB4

#F9B21D



The logos in Zoho's portfolio should use only the primary colors mentioned here.

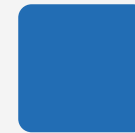




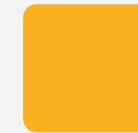
CMYK: 4 / 98 / 98 / 0
RGB: 228 / 37 / 39
PANTONE 485 C
#E42527



CMYK: 85 / 14 / 99 / 2
RGB: 8 / 153 / 73
PANTONE 347 C
#089949

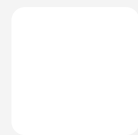


CMYK: 87 / 57 / 1 / 0
RGB: 34 / 109 / 180
PANTONE 660 C
#226DB4

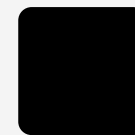


CMYK: 1 / 33 / 98 / 0
RGB: 249 / 178 / 29
PANTONE 136 C
#F9B21D

Text color →

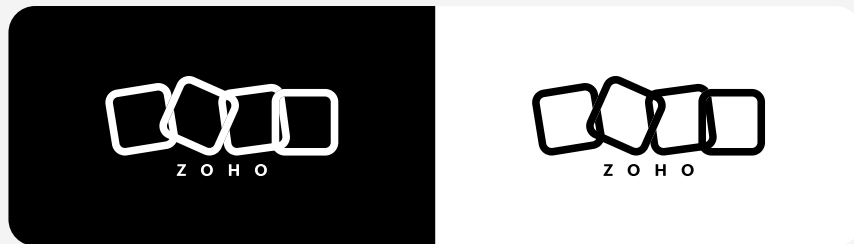


CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
PANTONE WHITE 000C
#FFFFFF



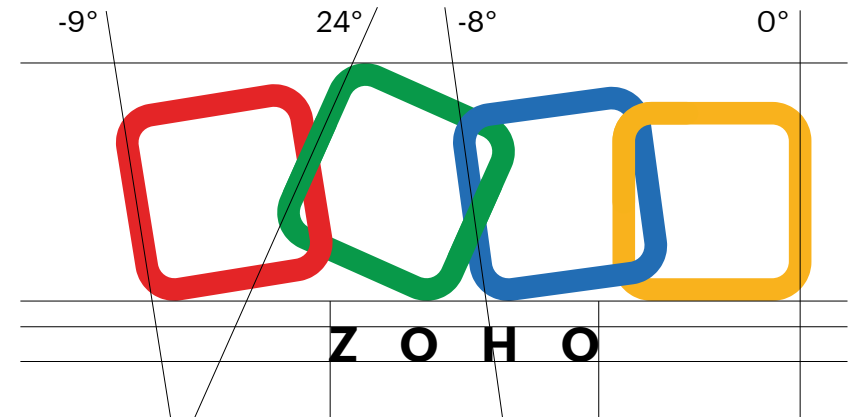
CMYK: 75 / 68 / 67 / 90
RGB: 0 / 0 / 0
PANTONE BLACK
#000000

3.2 Monochrome

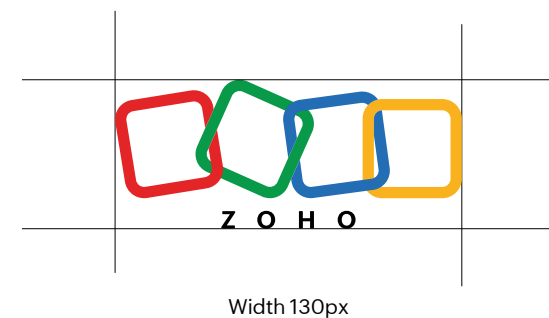


The Zoho logo may sometimes be used on brand merchandise that requires laser engravings or 3D printing. The process involved in creating the merchandise may not be able to incorporate the full-color logo. In such cases, a monochrome logo design may be used.

Tilt degrees



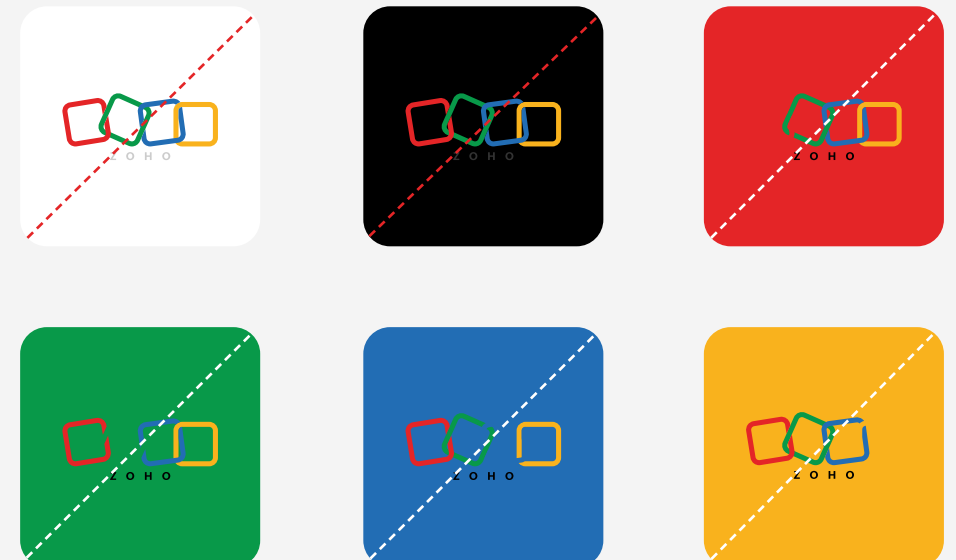
Minimum size



3.3

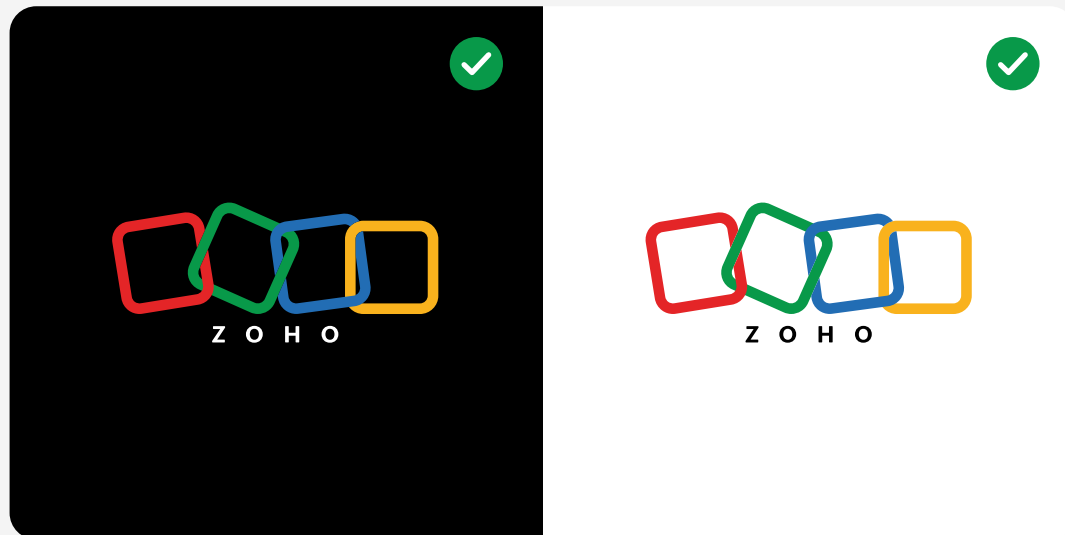
Usage on background

The full-color logo may be applied to any background against which the logo is legible. Use black or white colorways for the logo text, depending on whichever performs well within the given background. Avoid using the logo on backgrounds with the primary Zoho colors.



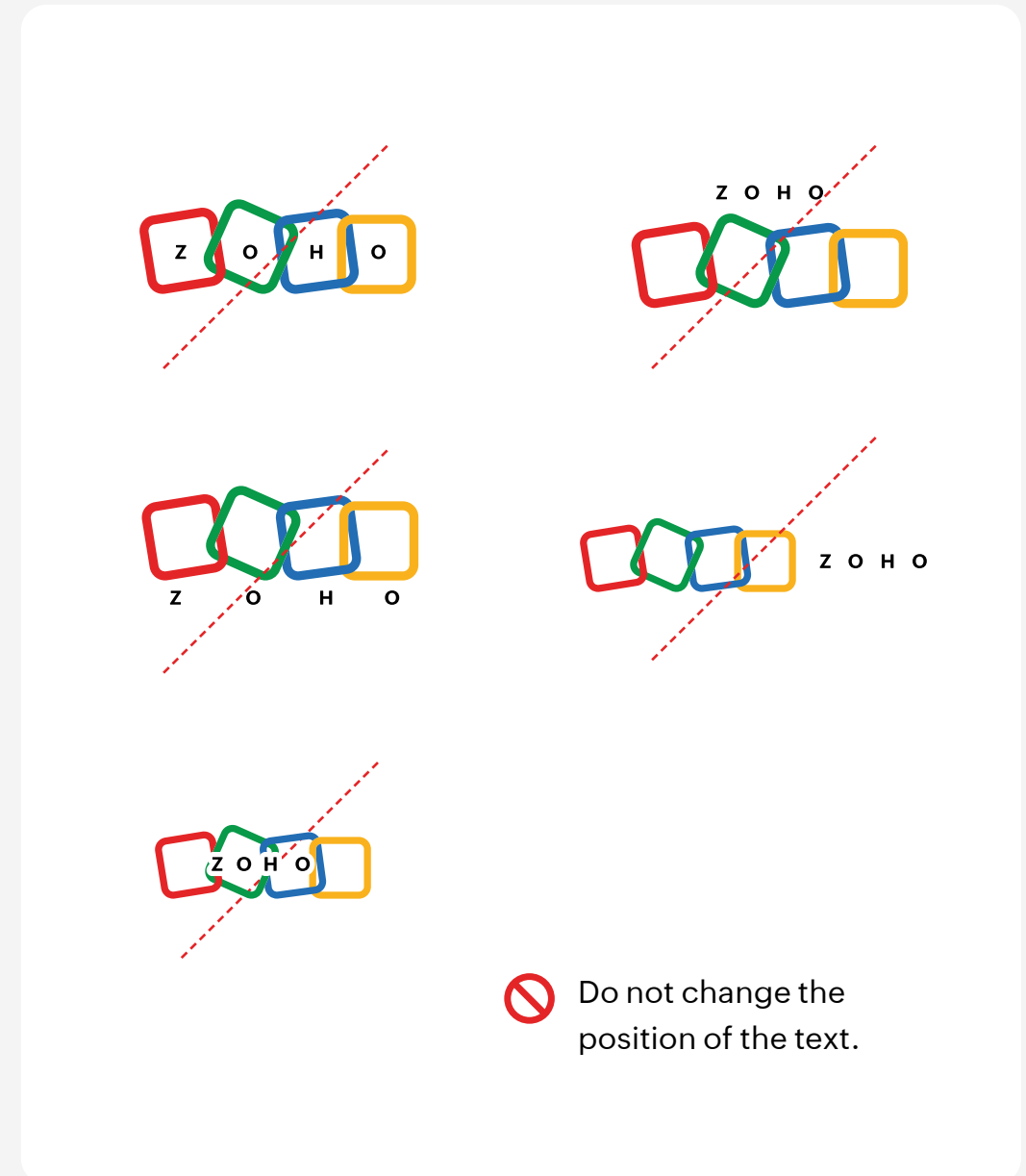
3.4

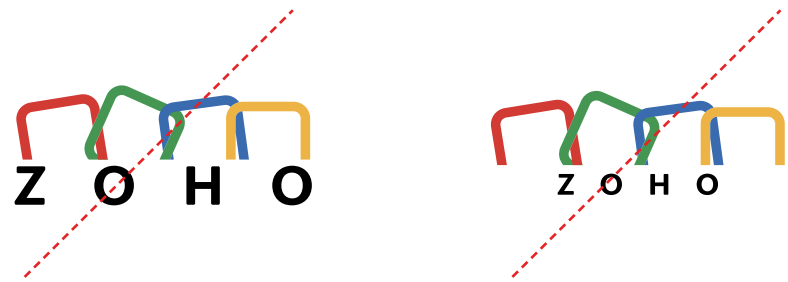
Using the Zoho logo




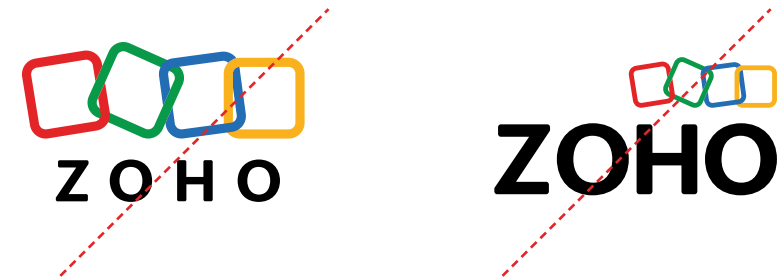
Use the logo in the right size, colors, and placement.


Ensure that the 'Zoho' text is centrally aligned under the logo, within the green and blue squares.

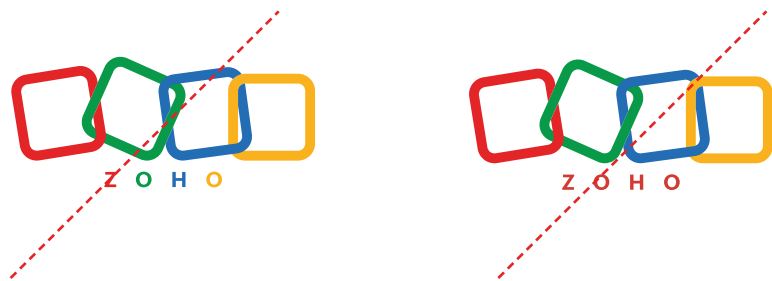





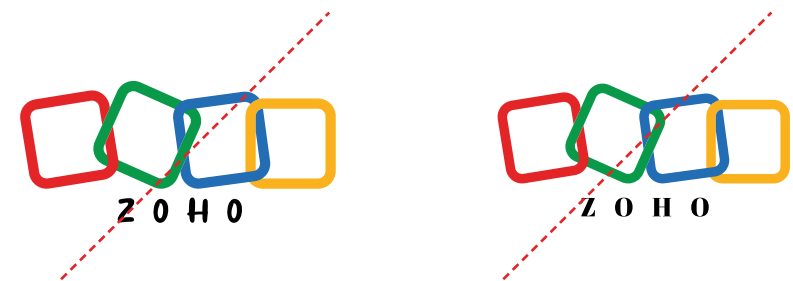
 Do not replace the bottom strokes with the text.




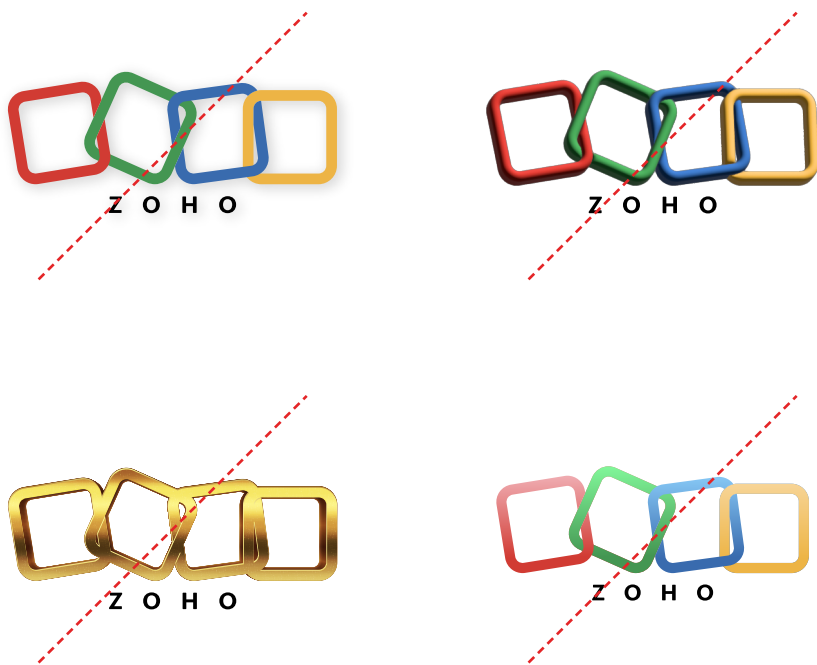
 Do not change the font size.




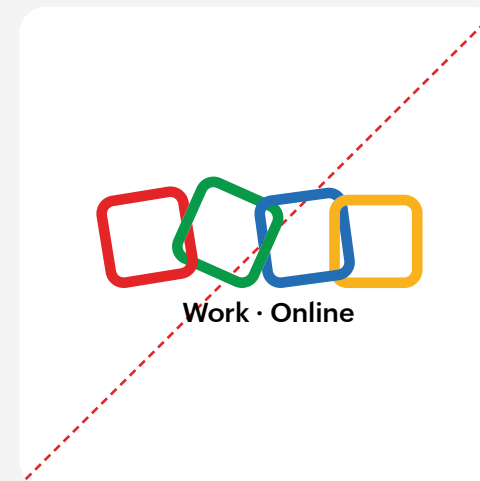
 Do not change the color of the text.




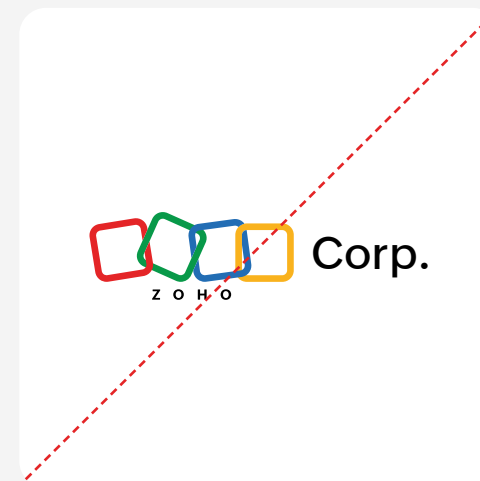
 Do not change the font style.




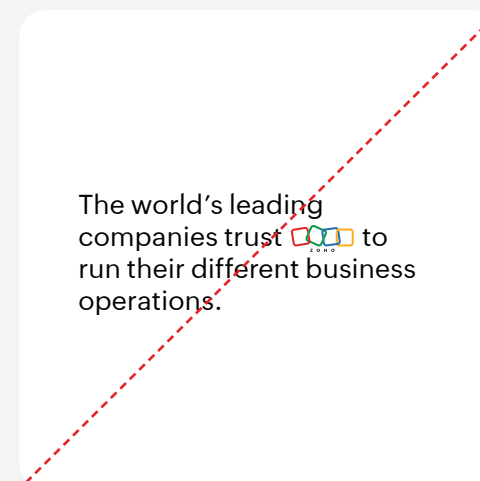
 Do not add special effects to the logo.




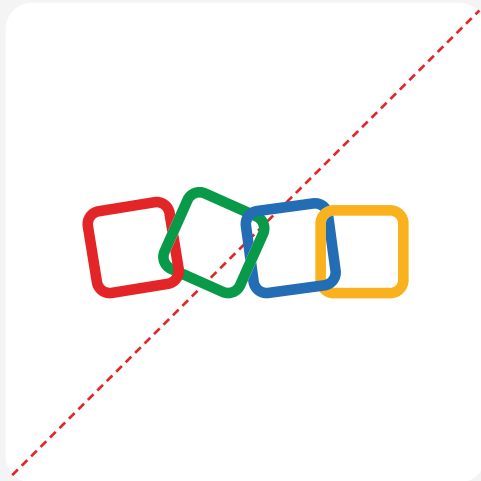
 Do not replace the 'Zoho' text with any other word or element.



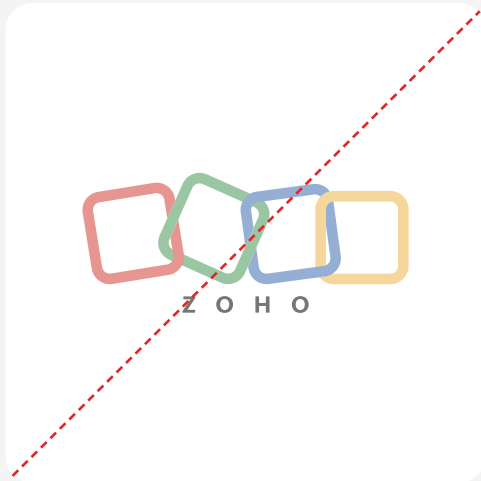
 Do not add any other word to the logo.



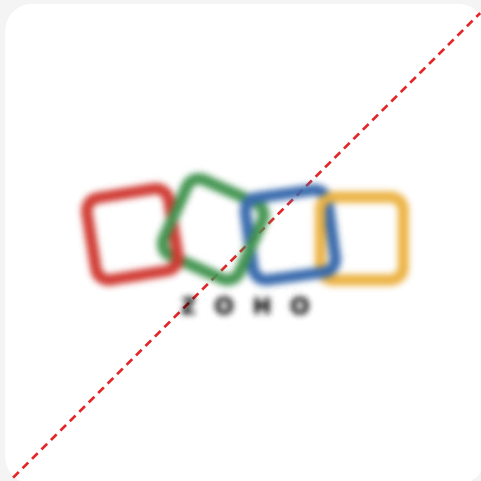
 Do not use the logo in a sentence.



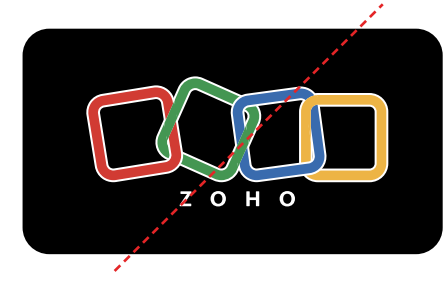
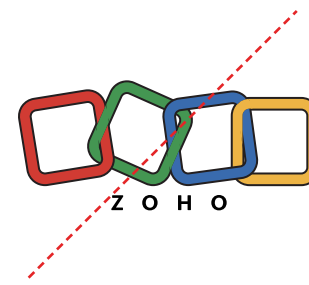
Do not use the logo without the text.



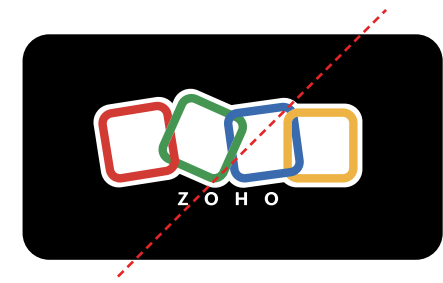
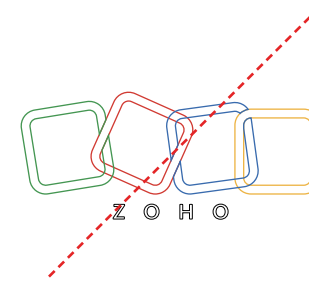
Do not change the opacity of the logo.



Do not use low-resolution files to represent the logo.



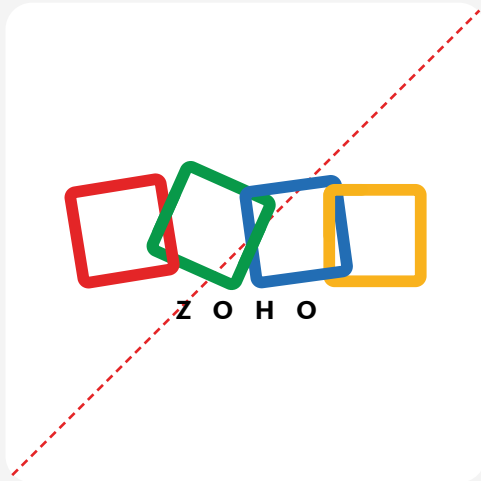
Do not add any outline to the logo.



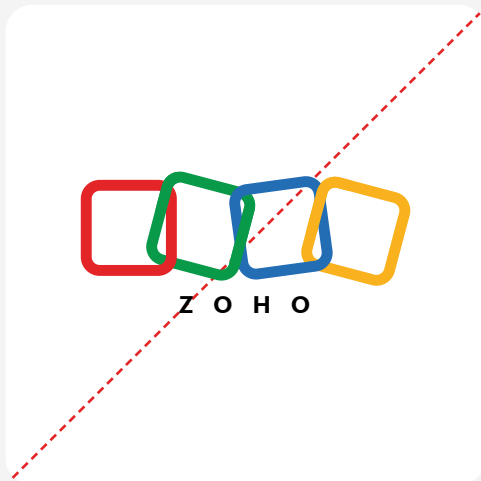
Do not use only the logo outline.



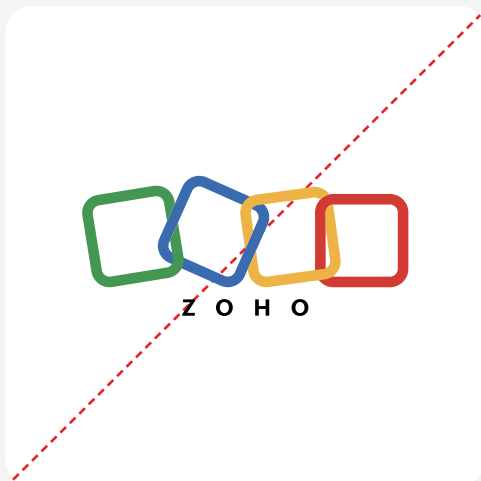
Do not use a different fill color for the logo.



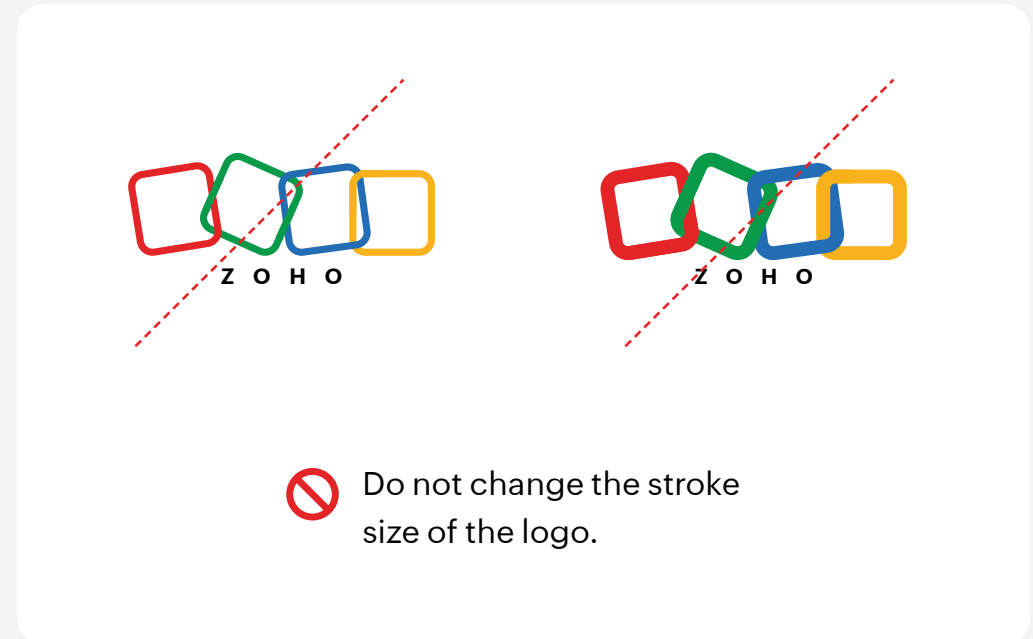
Do not alter the corner radius of the squares.



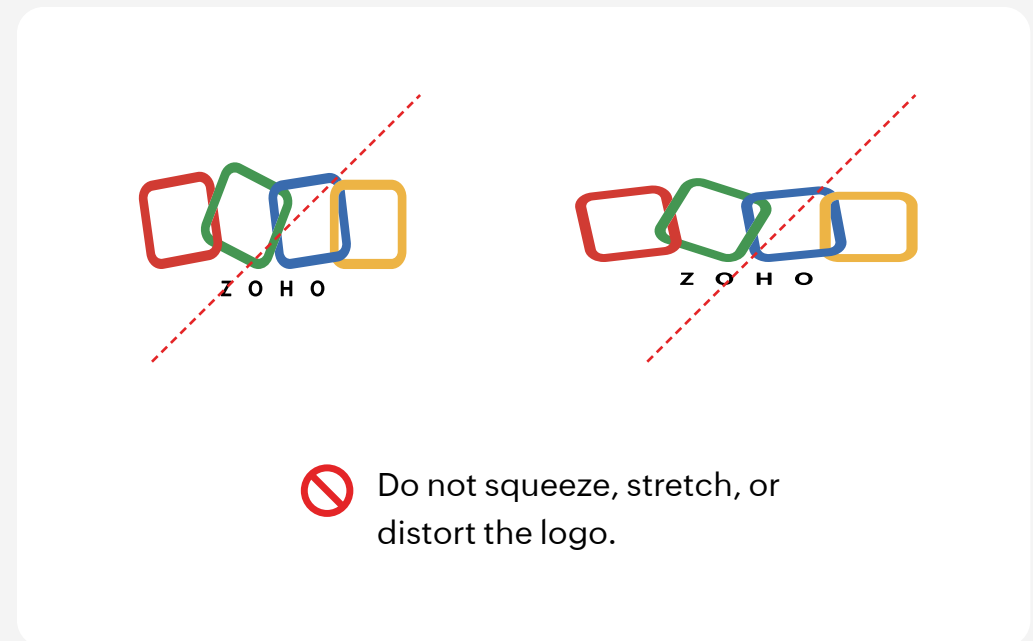
Do not alter the tilt degrees of the squares.



Do not alter the color sequence of the logo.



Do not change the stroke size of the logo.



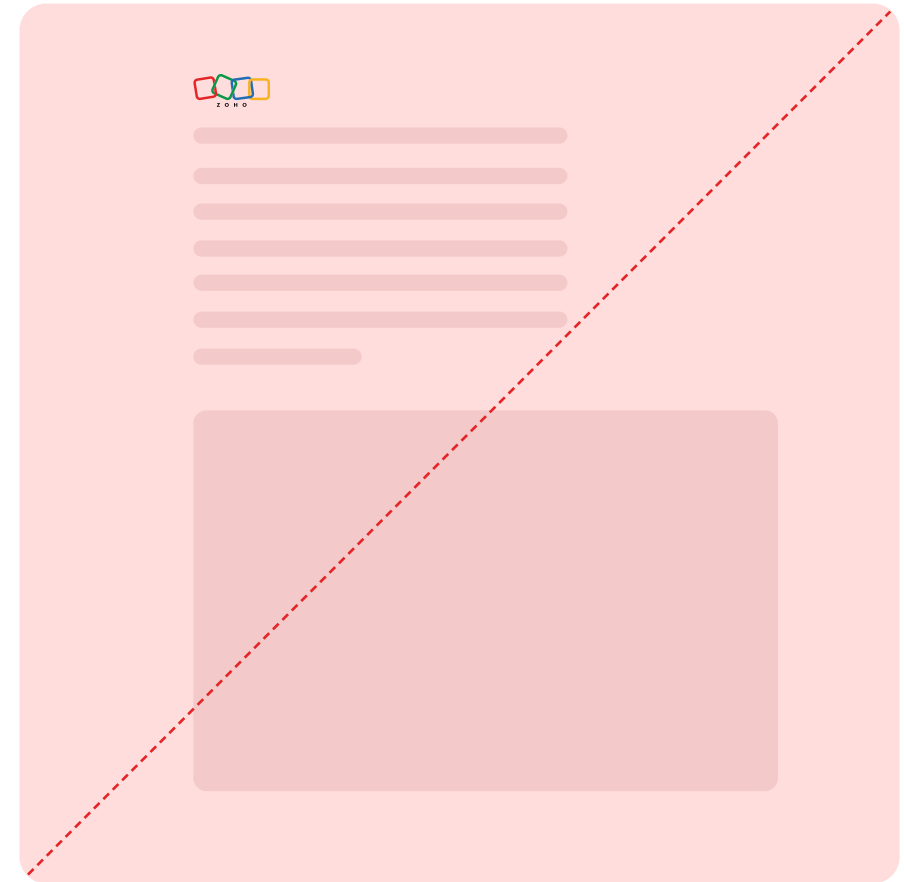
Do not squeeze, stretch, or distort the logo.

3.5

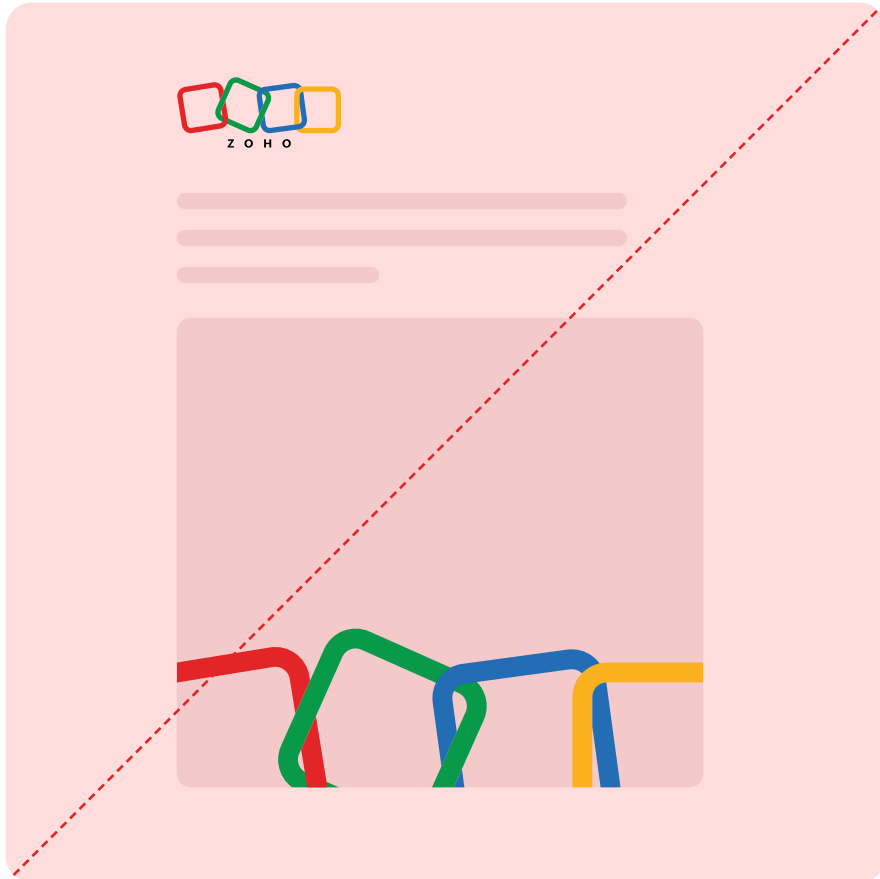
Using the logo on brand collateral




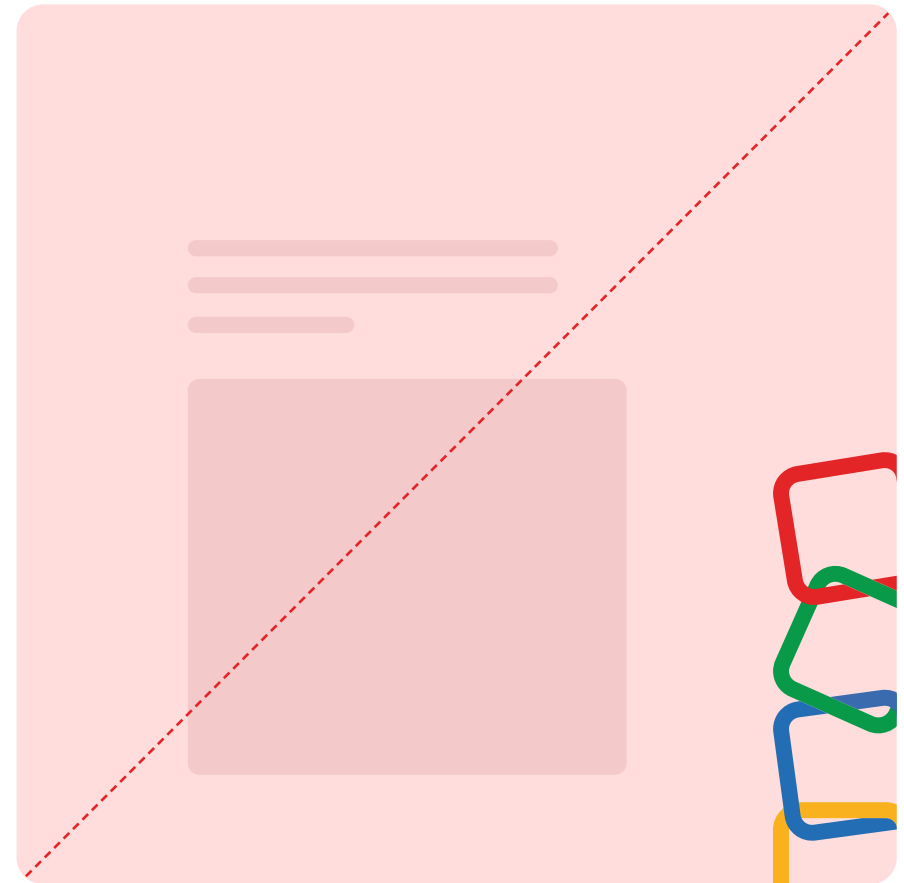
- ✓ Ensure that the legibility of the brand name is maintained.




- ⊘ Do not use the logo in spaces or sizes that render the brand name illegible.



 Do not crop the Zoho logo.




 Do not use the Zoho logo as part of your layout design.

Here are some examples of the correct usage of the Zoho logo on various brand collateral:



“ Whether customers buy our software for one department or the entire organization, the experience with Zoho will be far simpler than with any other large vendor. **”**




Sridhar Vembu
CEO and Co-founder, Zoho Corp.






Say Goodbye to Data Theft This 2023



#DataPrivacyDay →





Guess what's coming back

 <p>New Delhi June 06 - 07</p>	 <p>Bengaluru June 09 - 10</p>	 <p>Mumbai June 13 - 14</p>
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India

Zoho Buzz

Read all the important updates for December



Humans of Zoho

“Be curious. Ask questions and soak in all the information in the early phase of the career. Be a continuous learner.”



Deepa Kuppuswamy
Director of Security



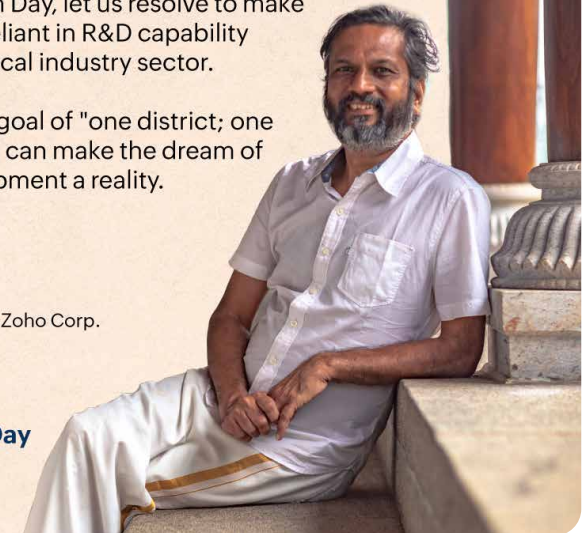
Investing in industrial R&D has the highest payoff in terms of value addition and GDP growth.

On National Tech Day, let us resolve to make our nation self-reliant in R&D capability across every critical industry sector.

By adopting the goal of "one district; one R&D cluster", we can make the dream of inclusive development a reality.

Sridhar Vembu
CEO and Co-founder, Zoho Corp.

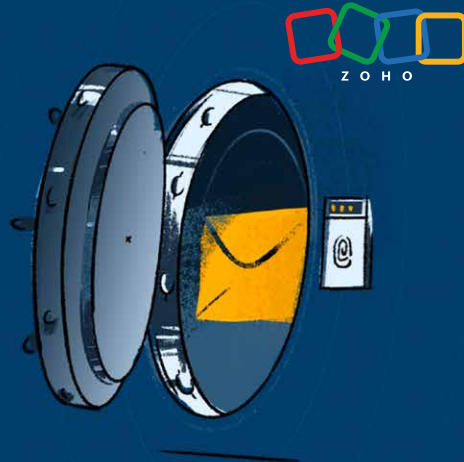
#NationalTechDay



Don't leave your data to chance

Protect your email with backup and archiving

March 31 WORLD BACKUP DAY



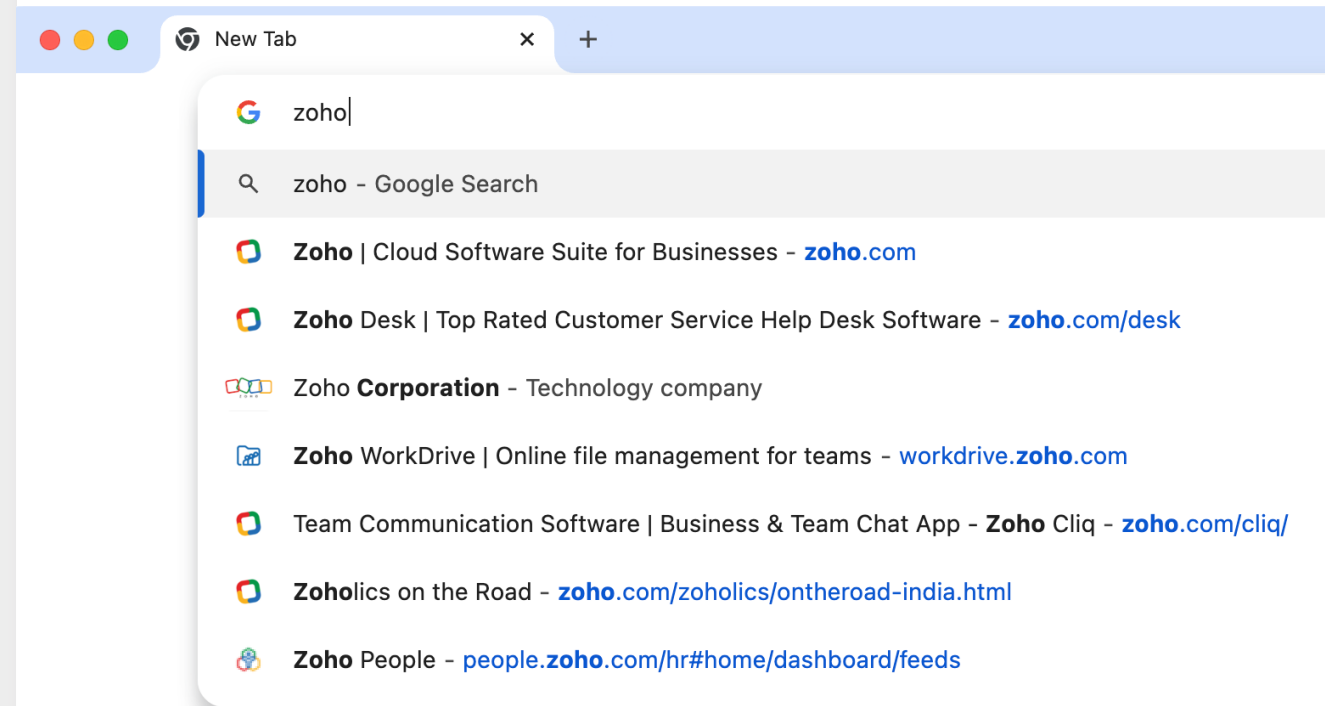
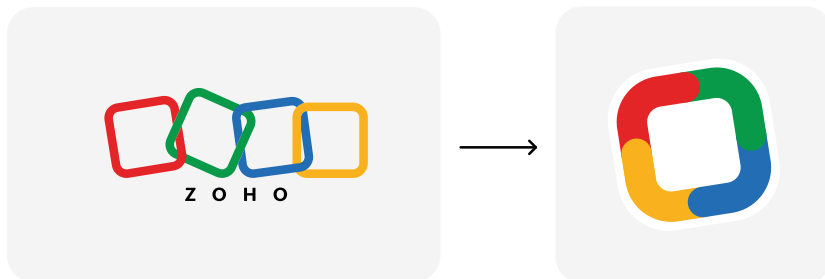
5 Simple Steps to Prevent Payment Delays



3.6

Favicon

The Zoho favicon has been derived from the Zoho logo.



zoho - Google Search | Zoho | Cloud Software Suite

google.com/search?q=zoho&sca_esv=736f619aa13a6f3f&source=hp&ei=lf3eZbOIGu-S

Google

zoho

Images Login Mail Videos News Careers Invoice

About 5,19,00,000 results (0.27 seconds)

Zoho
<https://www.zoho.com>

Zoho | Cloud Software Suite for Businesses

A unique and powerful software suite for businesses of all sizes. With 55+ applications caters to 100 million+ users for their end-to-end business ...

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 Run your entire business with Zoho's suite of online ...


Zoho CRM
 Zoho CRM is an online Sales CRM software that manages your ...


Books
 Zoho Books, the best online accounting software that is ...

HR System | Zoho People
 Zoho People is your complete online HR solution. Automate ...

Zoho | Cloud Software Suite for

zoho.com

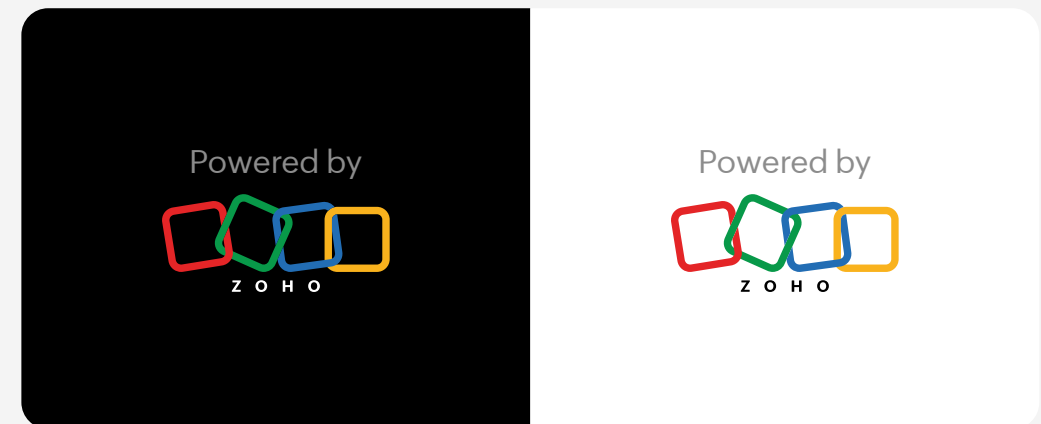
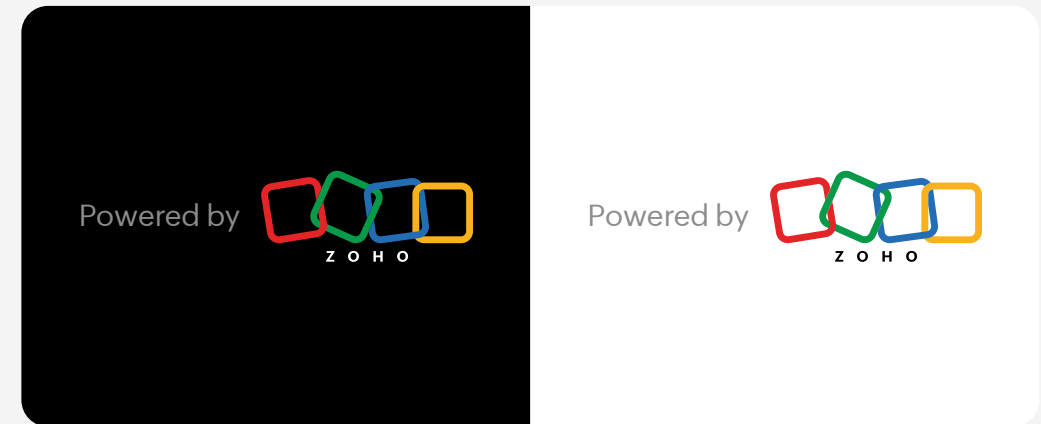
 Products Customers Company

 Products Customers Company

3.7

“Powered by” attribution mark

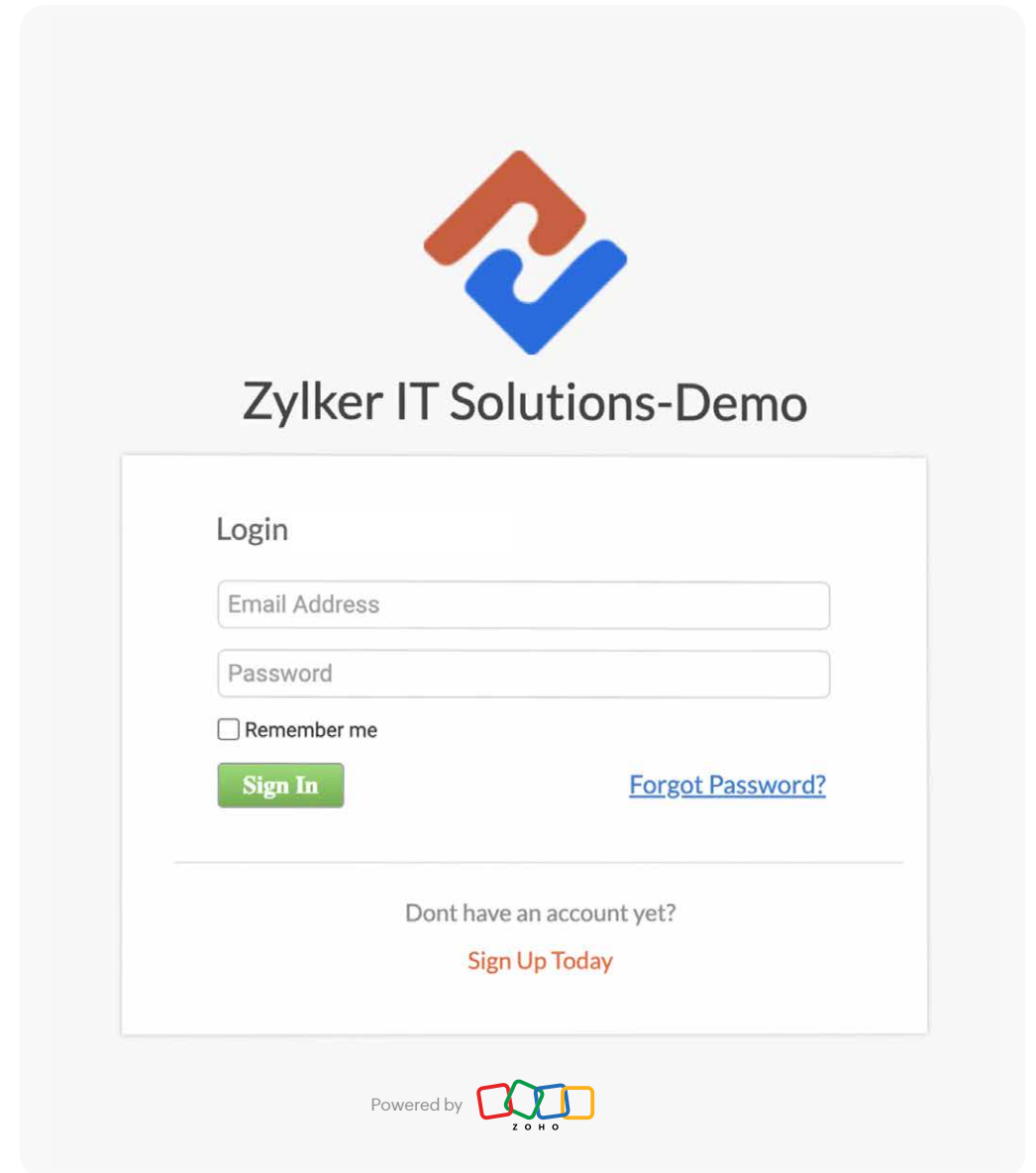
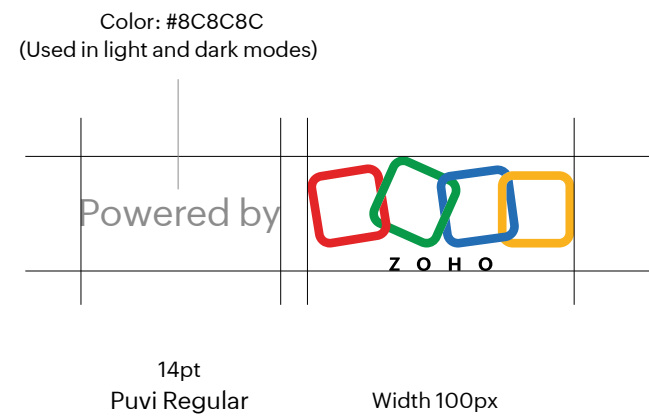
The "Powered by" attribution mark not only builds trust and credibility but also reinforces our commitment to quality and innovation. When used correctly, it solidifies the connection between Zoho and the platforms it influences, showcasing the value our products bring to our partners and users.



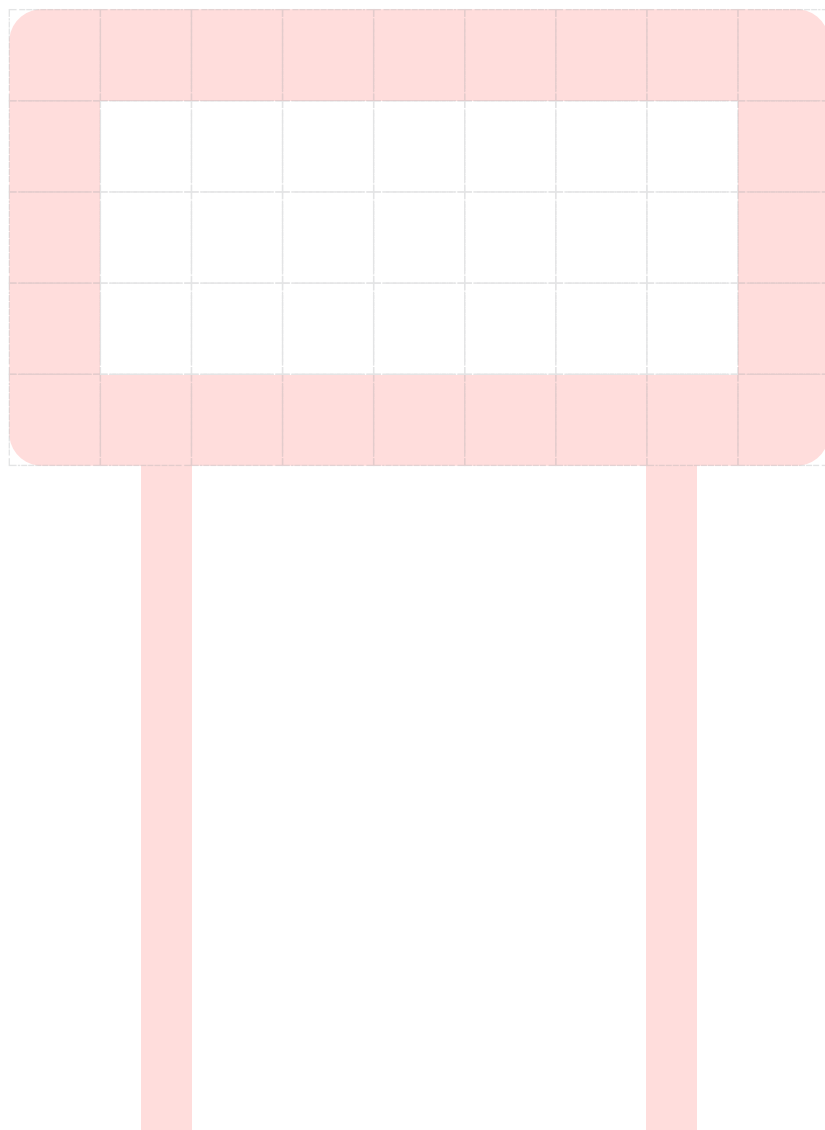
Depending on the mode and available space, partners and users may use any of these formats to represent their association with Zoho.

3.8

Using the attribution mark



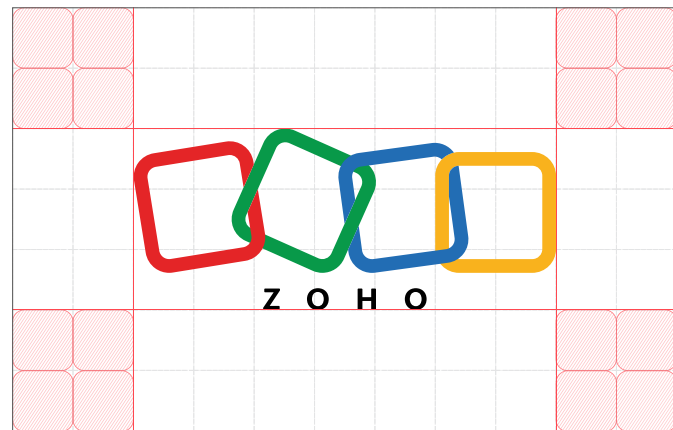
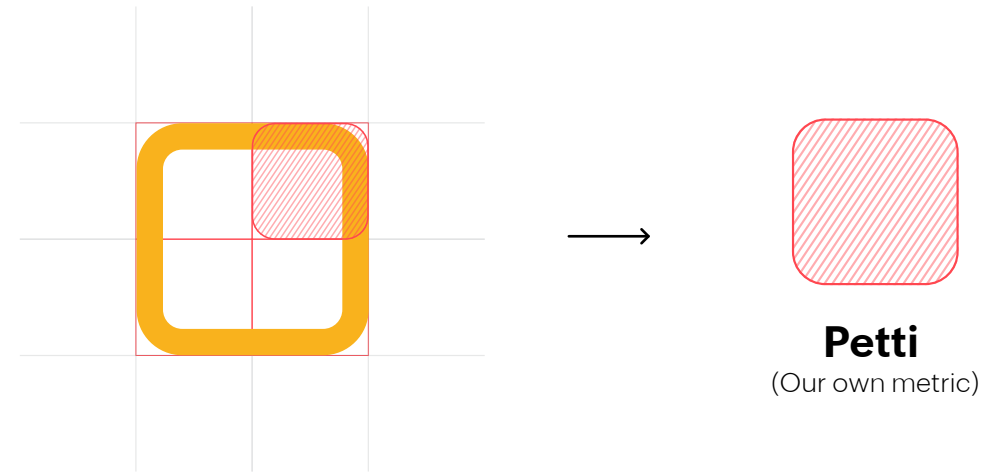
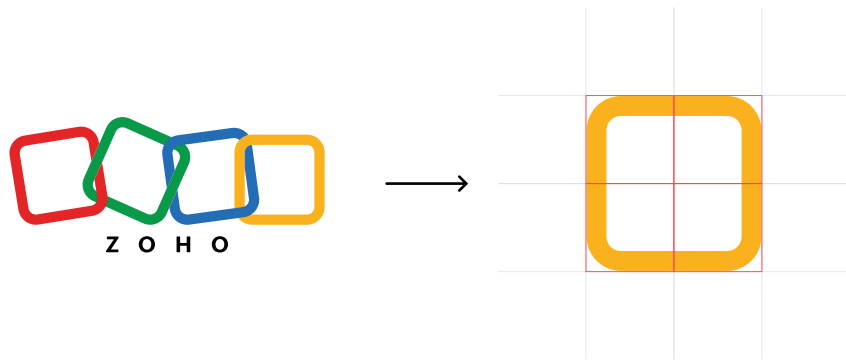
3.9 Signage



Signage is a key element in branding and marketing. Display boards with the Zoho logo can be used in various settings such as businesses, public spaces, and buildings. Consistent, properly aligned, and well-designed signage across various spaces improves brand visibility and reinforces brand recognition.

3.10

Signage composition

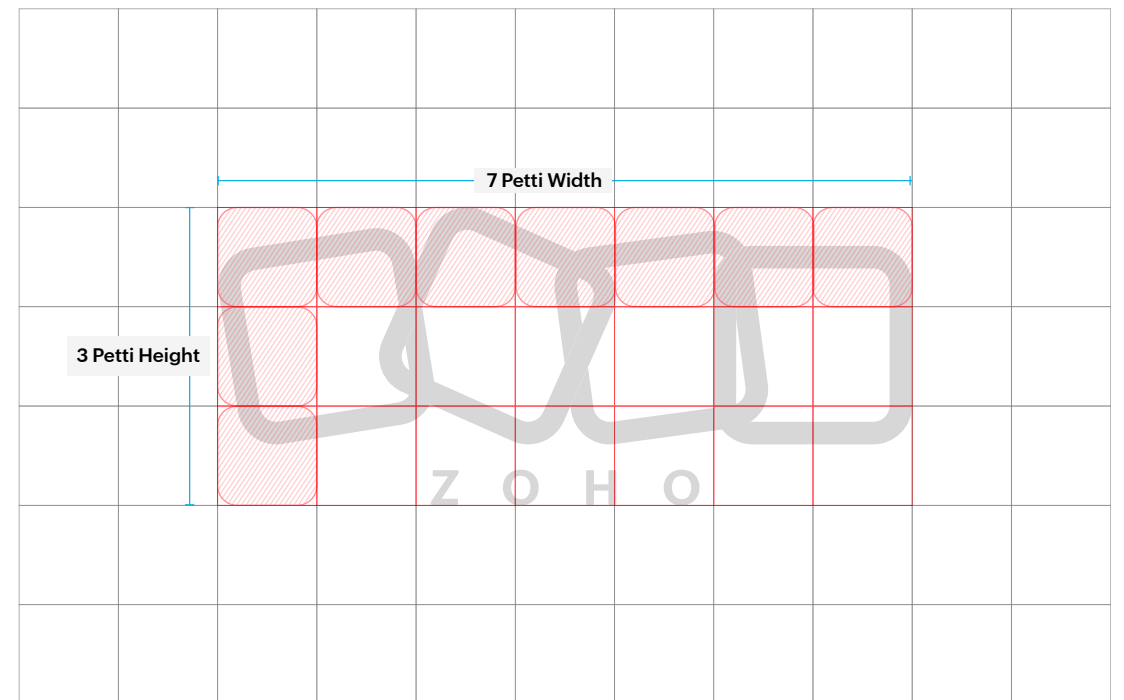


Any box of the Zoho logo can fit four grids, or what we call Pettis, of equal size.

3.11

Balanced grid design

A Petti ratio of 7:3 must be maintained while scaling the logo against any background, as shown here.



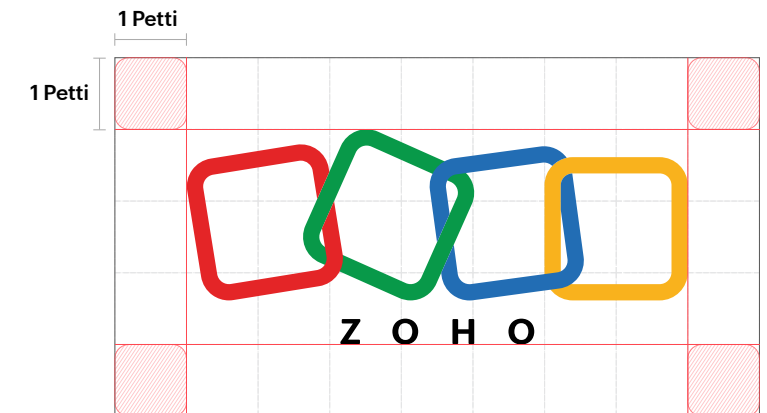
3.12

Minimum clear space

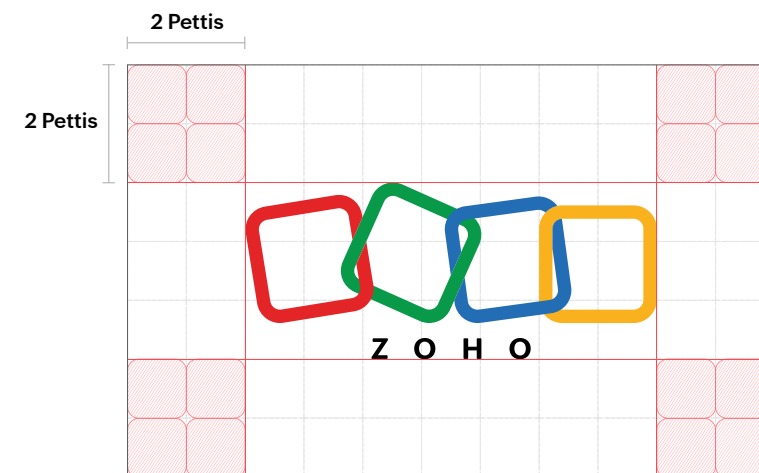
A minimum clear space must be maintained around the Zoho logo to ensure legibility and visual separation from other elements. This spacing ensures that the logo stands out and remains visually distinct in any space.

For the Zoho signage, the minimum clear space is represented by the Pettis around the Zoho logo.

Based on the background and surrounding elements, the minimum clear space can be represented in one of the following ways:



Single Petti spacing



Double Petti spacing

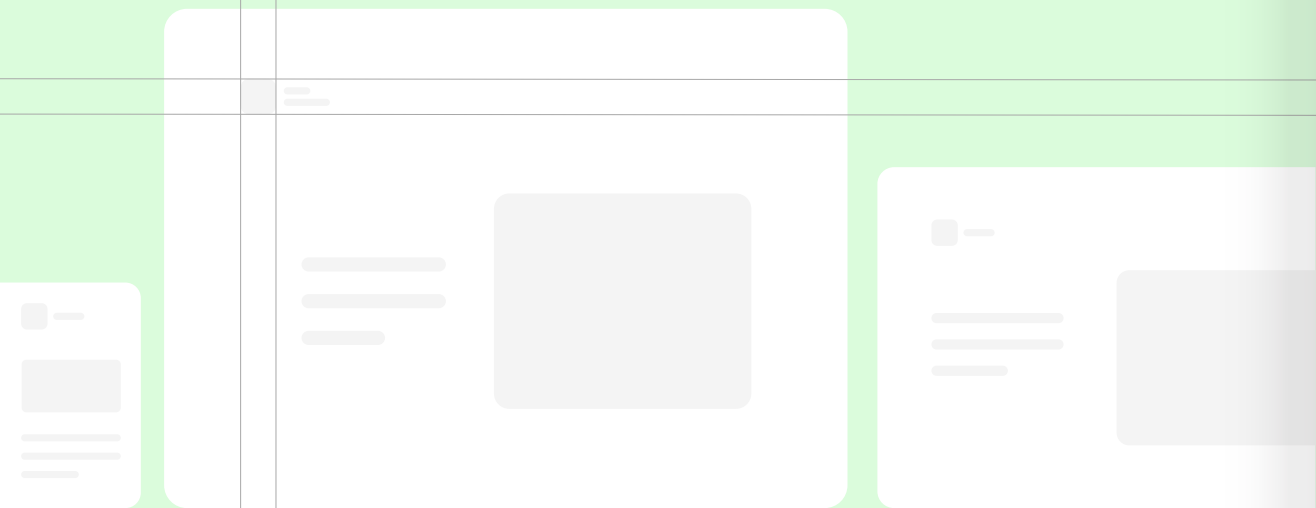
Here are some examples of the correct usage of the brand signage in various spaces:



4

Product logos

Each product under the Zoho brand can be represented using its respective logo lockup or logomark.



4.1

Logo lockup

A logo lockup is a combination of the product logo accompanied by the brand name and product name.





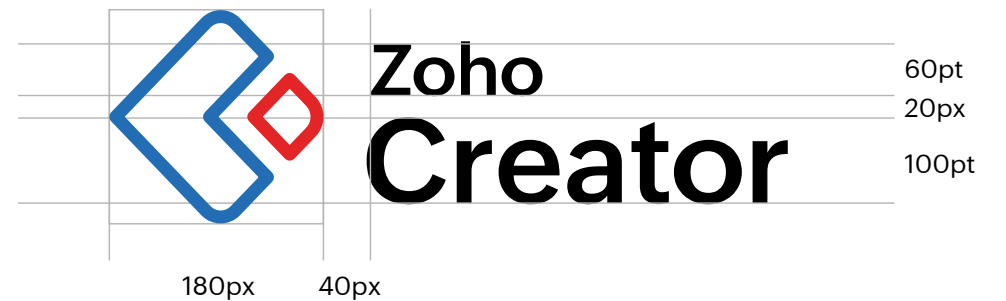
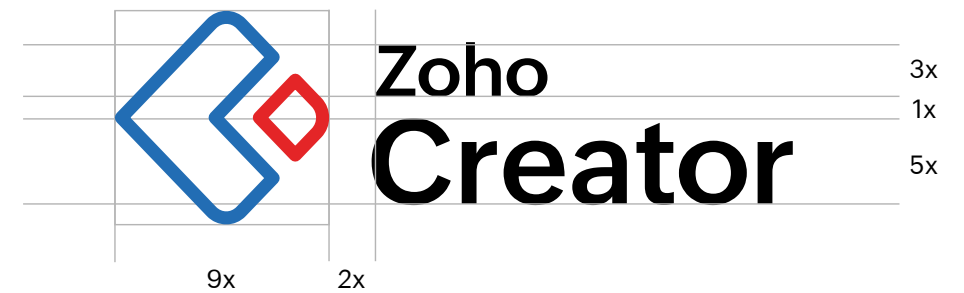
This variant is commonly used on marketing collateral, outdoor ads, promotional materials, and blogs.

4.2

Creating a logo lockup

You may use the following relative measurements to create the logo lockup for your respective product:

Product logo	Product name	Brand name	Vertical line space	Horizontal line space
9	5	3	2	1

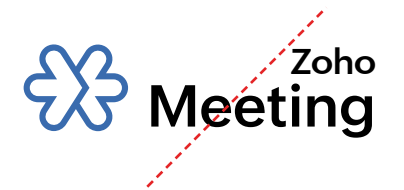
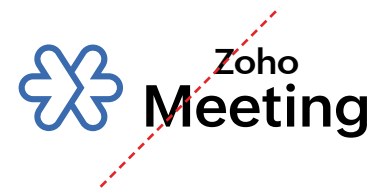


4.3

Using the logo lockup




- ✓ Use the logo lockup in the right size, colors, and placement.





- ⊘ Do not change the position of the brand name.




 Do not change the position of the logo.



 Do not alter the spacing between the logo and the product name.

 Do not use the Zoho logo in the logo lockup.



 Do not squeeze, stretch, or distort the logo.



Zoho
Vault

⊘ Do not justify the text in the logo.



Zoho
Backstage

⊘ Do not change the font size.



Zoho
Notebook



Zoho
Notebook

⊘ Do not change the colors in the logo lockup.



Zoho
Creator



Zoho
Creator

⊘ Do not change the font style.



Zoho Campaigns



Zoho Campaigns

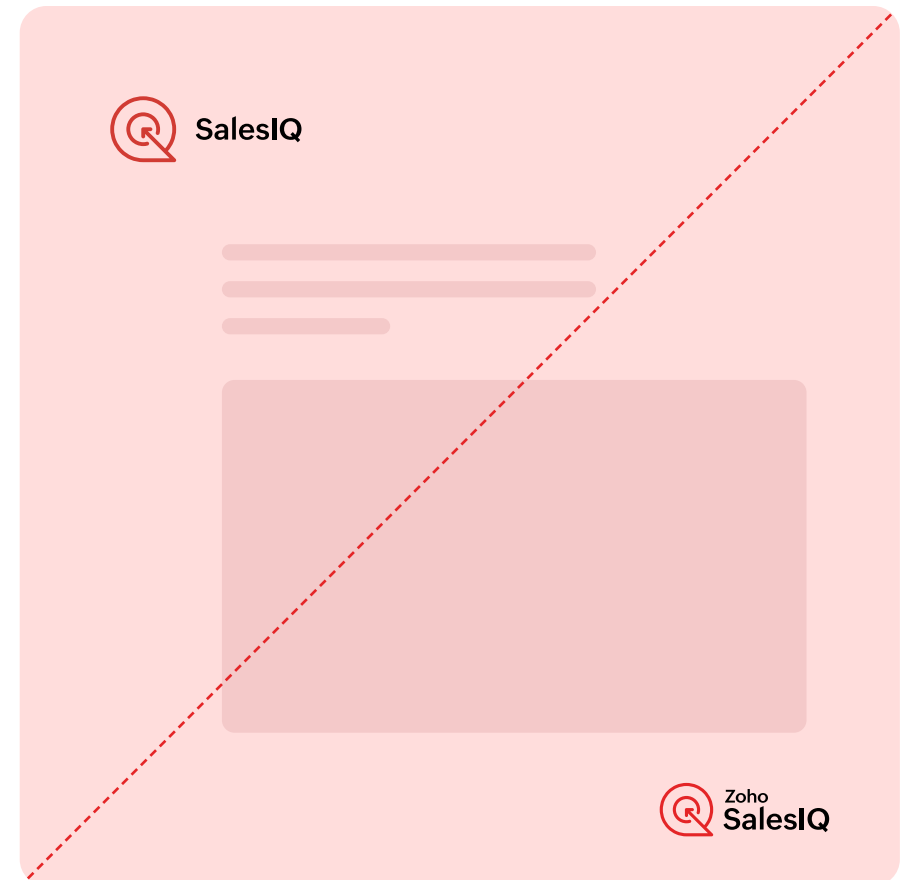
⊘ Do not use the brand name and product name on the same line.

4.4

Using the logo lockup on brand collateral





- ✓ On a single page or layout, you may use the logo lockup along with the Zoho logo placed separately.



- ✗ Do not use the logomark and logo lockup together on the same layout.



 **Zoho Expense** The easiest way to manage business travel and expenses.

zoho.com/expense 

 **Zoho Expense** The easiest way to manage business travel and expenses.

 **Zoho Expense** 

The easiest way to manage business travel and expenses.

zoho.com/expense

 **Zoho Expense** zoho.com/expense

The easiest way to manage business travel and expenses.

✓ While using a logo lockup, always include the Zoho logo on the same page or layout to represent the brand effectively.

✗ Avoid using the logo lockup without displaying the Zoho logo on the same page or layout.

Here are some examples of the correct usage of a logo lockup:

Zoho CRM

The world's Favorite CRM

Sales
Service
Marketing

Z O H O

zoho.com/crm

Zoho CRM

The world's Favorite CRM

Sales
Service
Marketing

Z O H O

zoho.com/crm

Zoho Meeting

Meetings & Calls in One Place

#FutureOfCollaboration

Z O H O

Zoho Mail extensions for business

Part - 3
Figuring out the finances

Zoho Mail

Z O H O

Zoho SalesIQ

How to reduce customer churn and retain them for life

Z O H O

Zoho Recruit

A better way to organize your database

Z O H O

Zoho People

Benefits of an attendance system

Z O H O

Zoho Mail

What are SPF and DKIM records?
Why are they important for your domain?

Z O H O



Simplifying payroll for India



Simplify your payroll with **Zoho**

- Automatic payroll
- Direct salary deposit
- Integrated HR & accounting



zoho.com/payroll
18005726671



Simplify your payroll with **Zoho**

- Automatic payroll
- Direct salary deposit
- Integrated HR & accounting

zoho.com/payroll 18005726671



4.5

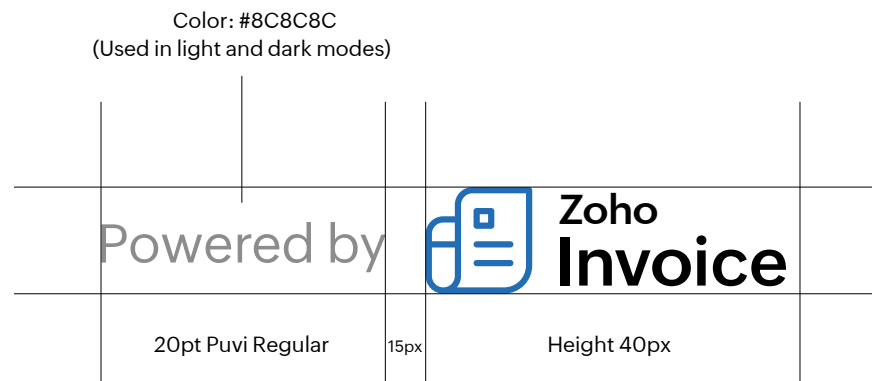
“Powered by” attribution mark



The "Powered by" attribution mark is a key element of Zoho's branding and partnership strategy. It is a visual acknowledgment of the integral role our solutions play in the enhancement and support of third-party platforms.

4.6

Using the attribution mark



Request a demo

It was great meeting you at Zoholics 2023. Fill out this form to request a demo and our team will assist you in sorting your requirements.


Name *

Enter a value for this field.

Email *

Tell us a little about your business/requirements

Submit

 Do not submit confidential information such as credit card details, mobile and ATM PINs, OTPs, account passwords, etc. [Report Abuse](#)

Powered by  Zoho Forms

Here are some examples of the correct usage of the attribution mark on some platforms:

The screenshot shows a ticket selection interface for 'Zoholics Canada 2023'. The header includes the event name, dates (Sep 12 to 13, 2023), and location (Toronto, ON - Canada). Below the header, there are three ticket options:

Ticket Class	Price
Early Bird Sales end on May 31, 2023	CA\$199.00
Team of 3+ Sales end on Jul 10, 2023	CA\$169.00
Regular Admission Sales end on Sep 13, 2023	CA\$249.00

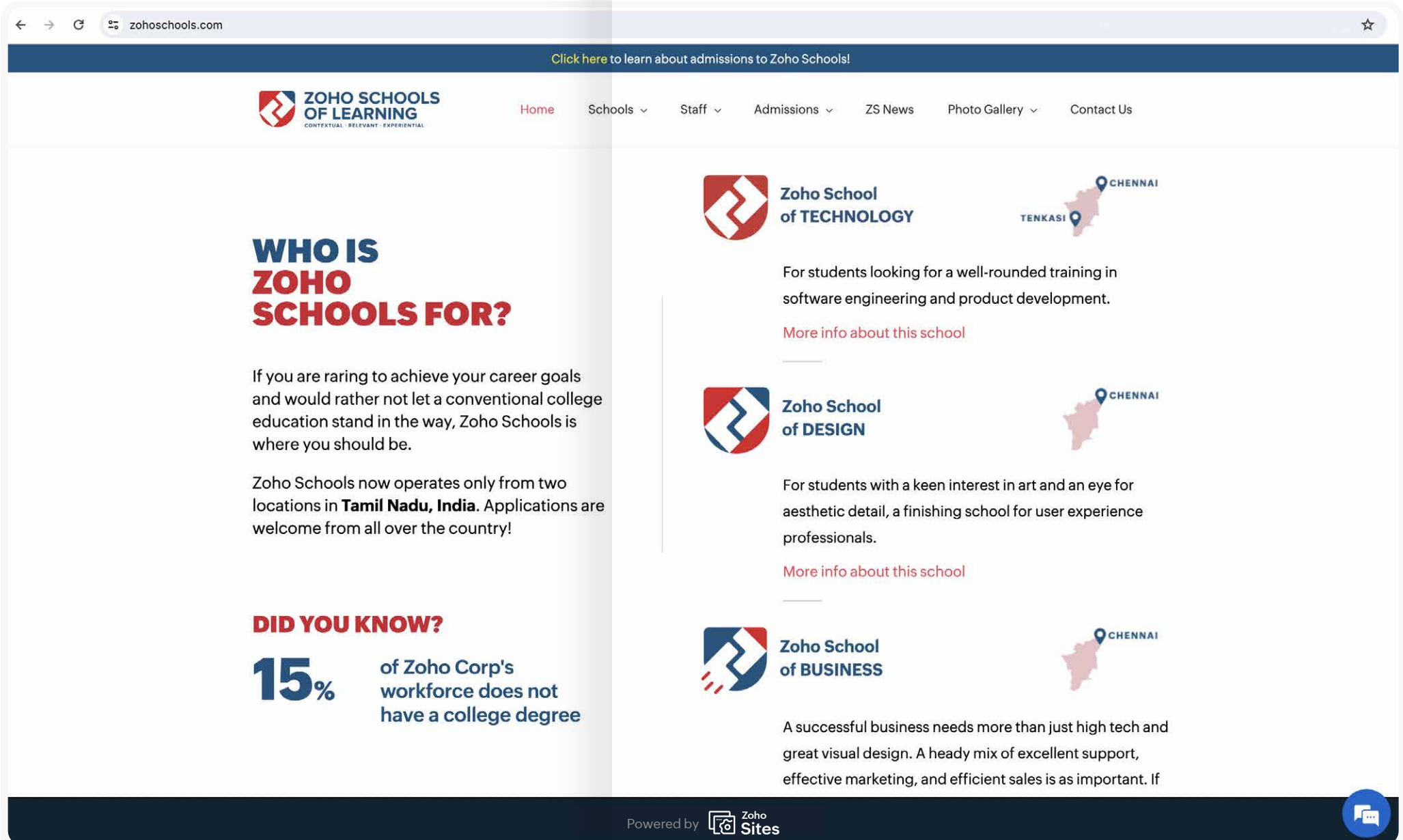
Each ticket option has a quantity selector with a minus sign, a zero, and a plus sign. To the right, there is a 'Promotional codes' section with an input field and an 'APPLY' button, and a 'Your order' section with a ticket icon and the text 'Please choose a ticket class to continue'. At the bottom left, it says 'Powered by Zoho Backstage' and at the bottom right, there is a 'CONTINUE' button.

The screenshot shows a Zoho Invoice interface for invoice INV-000001. At the top, there are utility icons for Reminder, Add task, Permalink, and Snooze. The main content area is highlighted in yellow and contains the following information:

INVOICE AMOUNT
\$30.00

Invoice No	INV-000001
Invoice Date	24 Jun 2022
Due Date	24 Jun 2022

Below the table is a green 'PAY NOW' button. At the bottom of the page, it says 'Powered by Zoho Invoice' and 'Manage billing for free with zoho.com/invoice Report Abuse'.



- Home
- Schools
- Staff
- Admissions
- ZS News
- Photo Gallery
- Contact Us

WHO IS ZHO SCHOOLS FOR?

If you are raring to achieve your career goals and would rather not let a conventional college education stand in the way, Zoho Schools is where you should be.

Zoho Schools now operates only from two locations in **Tamil Nadu, India**. Applications are welcome from all over the country!

DID YOU KNOW?

15% of Zoho Corp's workforce does not have a college degree



Zoho School of TECHNOLOGY



For students looking for a well-rounded training in software engineering and product development.

[More info about this school](#)



Zoho School of DESIGN



For students with a keen interest in art and an eye for aesthetic detail, a finishing school for user experience professionals.

[More info about this school](#)



Zoho School of BUSINESS































































































A successful business needs more than just high tech and great visual design. A heady mix of excellent support, effective marketing, and efficient sales is as important. If





4.7

Product logo catalog

 Zoho Accounts	 Zoho Adapt	 Zoho Analytics	 Zoho Apptics	 Zoho Assets	 Zoho Assist	 Zoho Backstage	 Zoho BackToWork	 Zoho Billing	
 Zoho Bookings	 Zoho Books	 Zoho BugTracker	 Zoho Calendar	 Zoho Campaigns	 Zoho Checkout	 Zoho Circuit	 Zoho Cliq	 Zoho CommandCenter	
 Zoho Commerce	 Zoho Connect	 Zoho Contacts	 Zoho Contracts	 Zoho Creator	 Zoho CRM	 Zoho DataGrid	 Zoho DataPrep	 Zoho Deluge	
 Zoho Desk	 Zoho Developer	 Zoho Directory	 Zoho Domains	 Zoho E-Invoice	 Zoho eProtect	 Zoho Expense	 Zoho Flow	 Zoho Forms	 Zoho FSM
 Zoho Hacksaw	 Zoho Inventory	 Zoho Invoice	 Zoho IOT	 Zoho LandingPage	 Zoho Learn	 Zoho Lens	 Zoho Logs	 Zoho Mail	 Zoho Marketplace
 Zoho Marketing Automation	 Zoho Meeting	 Zoho Notebook	 Zoho Office	 Zoho Office Integrator	 Zoho PageSense	 Zoho Payments	 Zoho Payroll		
 Zoho PDF Editor	 Zoho People	 Zoho PhoneBridge	 Zoho Practice	 Zoho Projects	 Zoho Publish	 Zoho QEngine	 Zoho Queue	 Zoho Recruit	
 Zoho Remotely	 Zoho ResearchStudio	 Zoho RPA	 Zoho SalesIQ	 Zoho Sheet	 Zoho Shifts	 Zoho Show	 Zoho Sigma	 Zoho Sign	 Zoho Sites
 Zoho Social	 Zoho Spark	 Zoho Sprints	 Zoho Start	 Zoho Subscriptions	 Zoho Survey	 Zoho Tables	 Zoho Thrive	 Zoho ToDo	 Zoho Vault
 Zoho Voice	 Zoho Webinar	 Zoho WorkDrive	 Zoho Writer	 Zoho Workerly	 Zoho ZeptoMail	 Zoho Zia	 Zoho Zia Search		

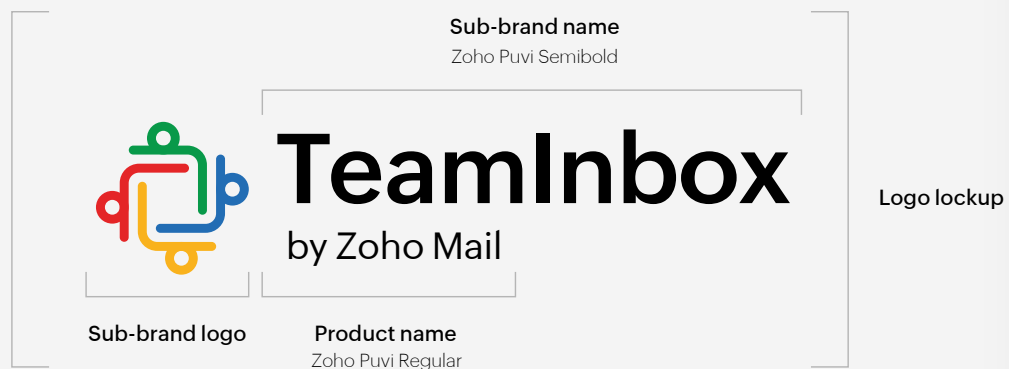
4.7

Product logo catalog

 Zoho Accounts	 Zoho Adapt	 Zoho Analytics	 Zoho Apptics	 Zoho Assets	 Zoho Assist	 Zoho Backstage	 Zoho BackToWork	 Zoho Billing	
 Zoho Bookings	 Zoho Books	 Zoho BugTracker	 Zoho Calendar	 Zoho Campaigns	 Zoho Checkout	 Zoho Circuit	 Zoho Cliq	 Zoho CommandCenter	
 Zoho Commerce	 Zoho Connect	 Zoho Contacts	 Zoho Contracts	 Zoho Creator	 Zoho CRM	 Zoho DataGrid	 Zoho DataPrep	 Zoho Deluge	
 Zoho Desk	 Zoho Developer	 Zoho Directory	 Zoho Domains	 Zoho E-Invoice	 Zoho eProtect	 Zoho Expense	 Zoho Flow	 Zoho Forms	 Zoho FSM
 Zoho Hacksaw	 Zoho Inventory	 Zoho Invoice	 Zoho IOT	 Zoho LandingPage	 Zoho Learn	 Zoho Lens	 Zoho Logs	 Zoho Mail	 Zoho Marketplace
 Zoho Marketing Automation	 Zoho Meeting	 Zoho Notebook	 Zoho Office	 Zoho Office Integrator	 Zoho PageSense	 Zoho Payments	 Zoho Payroll		
 Zoho PDF Editor	 Zoho People	 Zoho PhoneBridge	 Zoho Practice	 Zoho Projects	 Zoho Publish	 Zoho QEngine	 Zoho Queue	 Zoho Recruit	
 Zoho Remotely	 Zoho ResearchStudio	 Zoho RPA	 Zoho SalesIQ	 Zoho Sheet	 Zoho Shifts	 Zoho Show	 Zoho Sigma	 Zoho Sign	 Zoho Sites
 Zoho Social	 Zoho Spark	 Zoho Sprints	 Zoho Start	 Zoho Subscriptions	 Zoho Survey	 Zoho Tables	 Zoho Thrive	 Zoho ToDo	 Zoho Vault
 Zoho Voice	 Zoho Webinar	 Zoho WorkDrive	 Zoho Writer	 Zoho Workerly	 Zoho ZeptoMail	 Zoho Zia	 Zoho Zia Search		

4.8

Sub-brand logos



While representing a sub-brand under a Zoho product, use the sub-brand logo and name followed by the name of the product, as shown here.

4.9

Creating a sub-brand logo

You may use the following relative measurements to create the logo for your respective sub-brand:



4.10

Using a sub-brand logo



- ✓ Use the sub-brand logo in the right size, colors, and placement.

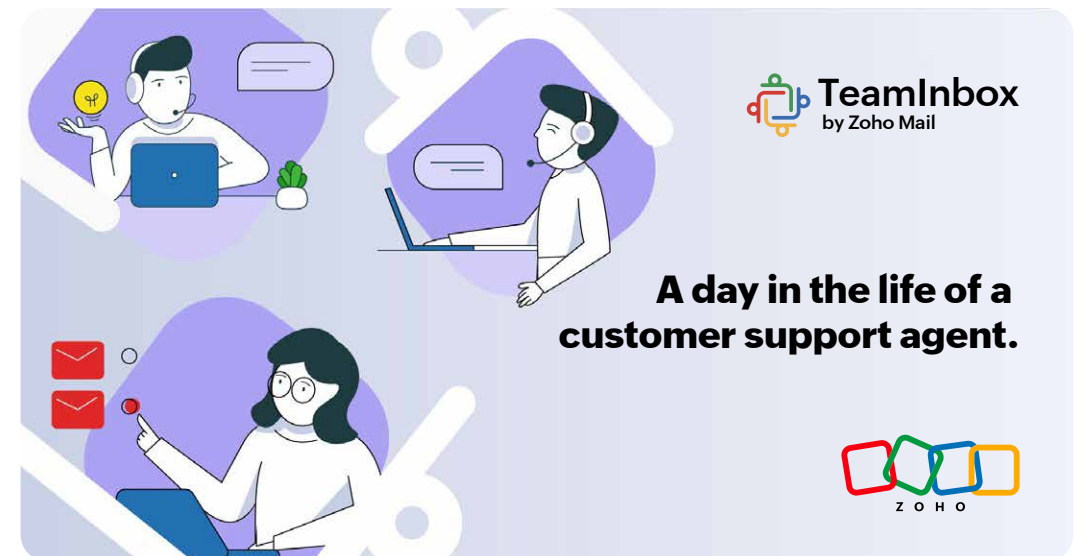


- ✗ Do not use the Zoho logo to represent a sub-brand logo.










- ✗ Do not use the product logo to represent a sub-brand logo.

Here are some examples of the correct usage of a sub-brand logo on various brand collateral:










4.11

Sub-brand logo catalog

 RouteIQ for Zoho CRM	 Catalyst by Zoho	 Mail360 by Zoho Mail	 Zillum by Zoho
 TeamInbox by Zoho Mail	 Begin by Zoho CRM	 Toolkit by Zoho Mail	

4.11

Sub-brand logo catalog

 RouteIQ for Zoho CRM	 Catalyst by Zoho	 Mail360 by Zoho Mail	 Zillum by Zoho
 TeamInbox by Zoho Mail	 Begin by Zoho CRM	 Toolkit by Zoho Mail	

4.12

Logomark

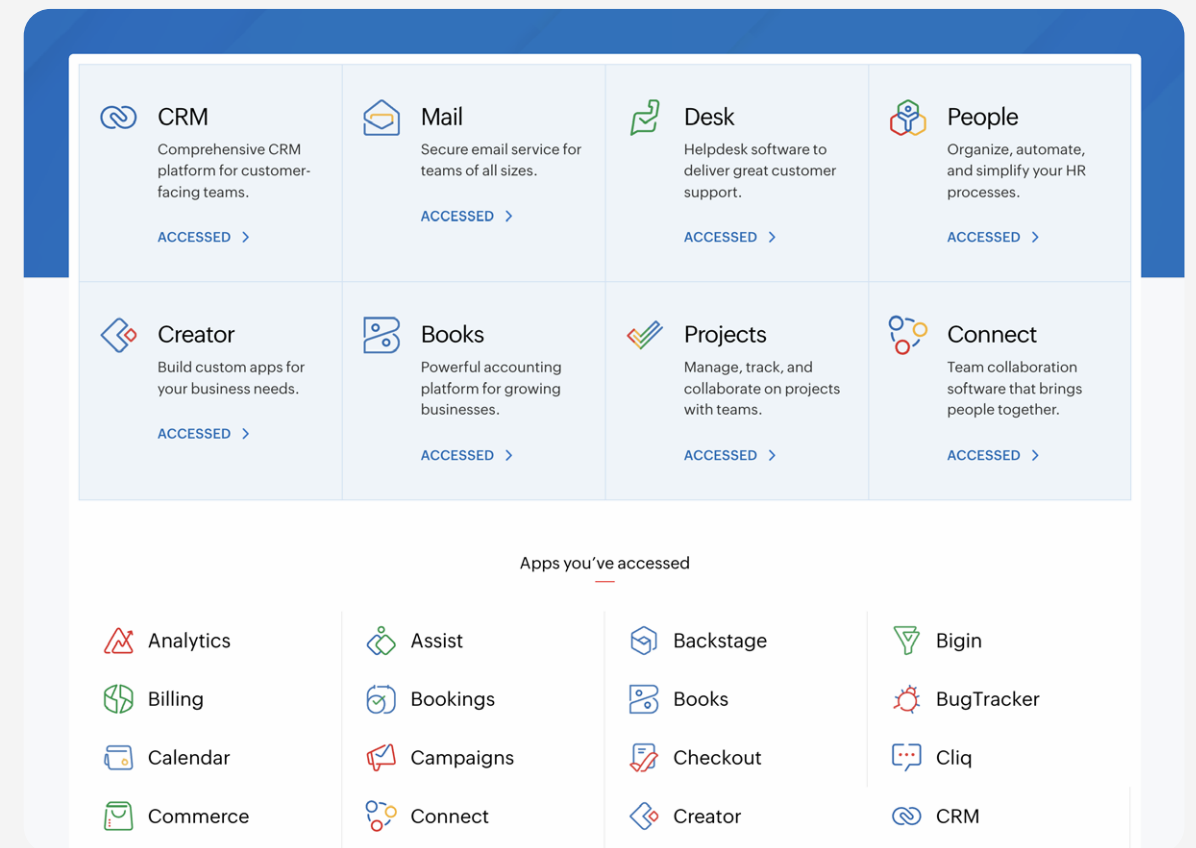
A logomark is a combination of the product logo accompanied by the product name.





This variant is commonly used on the product UI.

A logomark can also be used in spaces where various Zoho products are collectively showcased, provided that the distinctive Zoho brand identity has been established.

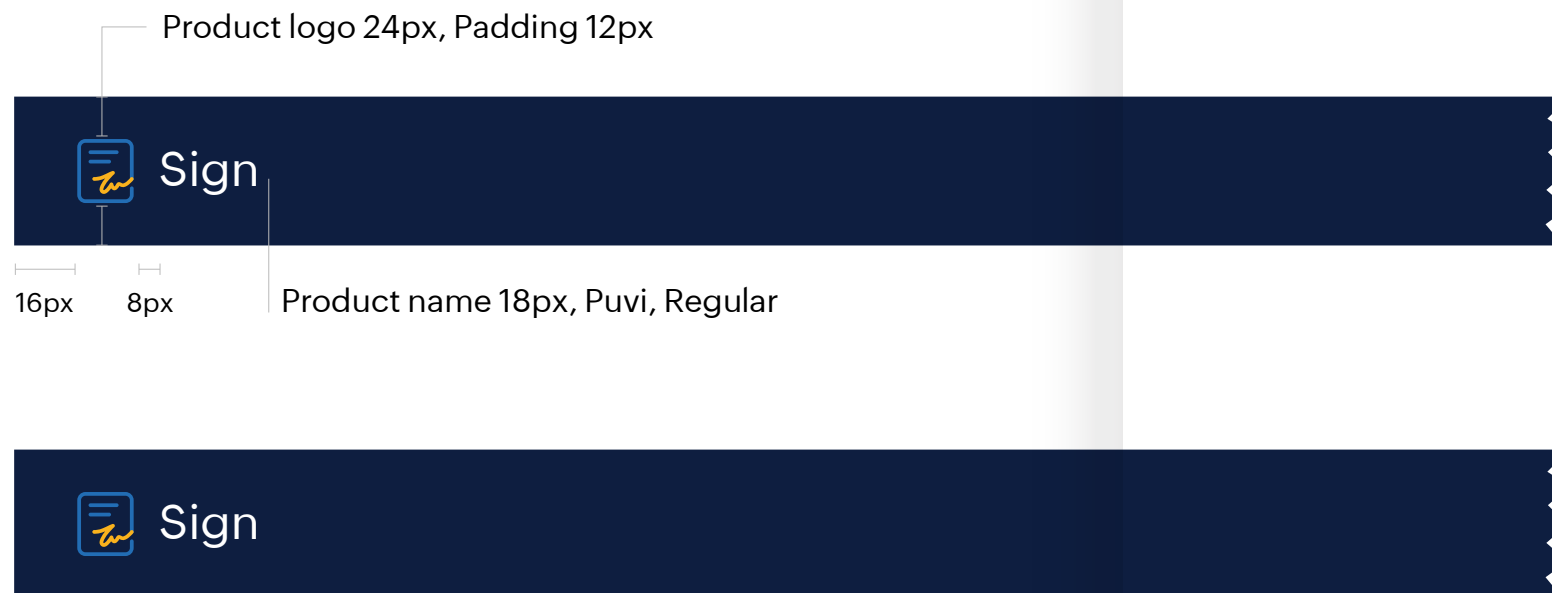


zoho.com

4.13

Creating a logomark

The size of the logomark on a product UI must be 24px. The product name must be in Zoho Puvi Regular and must measure 18px. The padding before the logo must be 16px while the top and bottom padding must measure 12px.



4.14

Using the logomark



- ✓ Use the logomark in the right size, colors, and placement.



- ⊘ Do not alter the colors of the logo.



- ⊘ Do not change the font size of the text.





- ⊘ Do not use colors other than black or white on monochrome backgrounds.



- ⊘ Do not use any other font or color for the product name.





 Do not alter the spacing between the logo and the product name.

 Do not alter the shape of the logo.

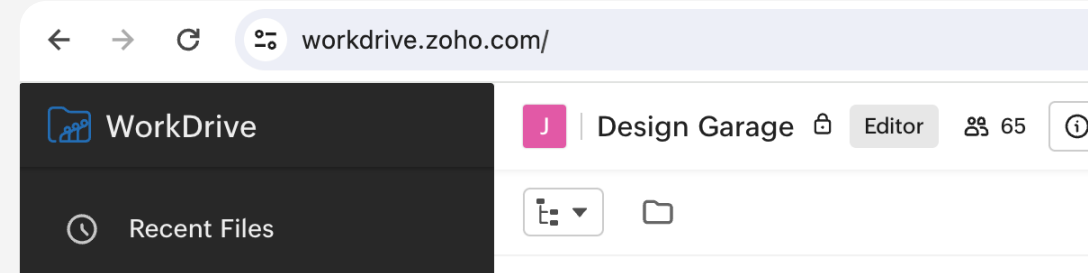
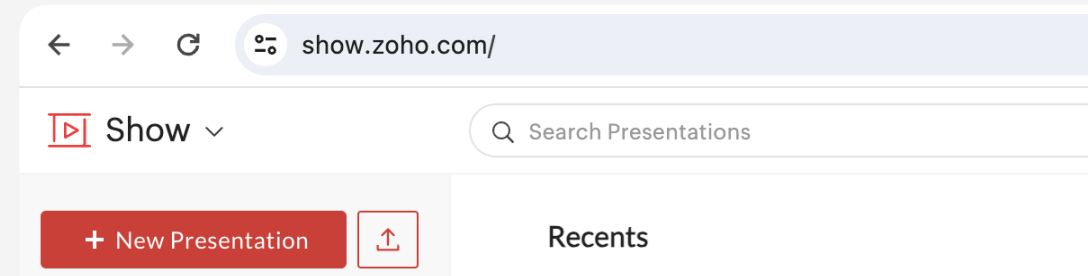
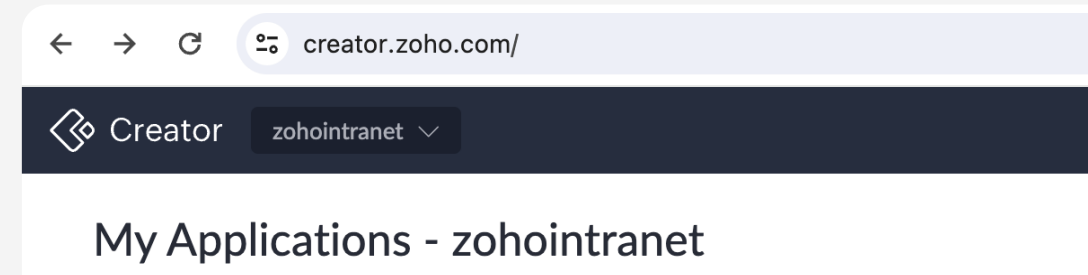
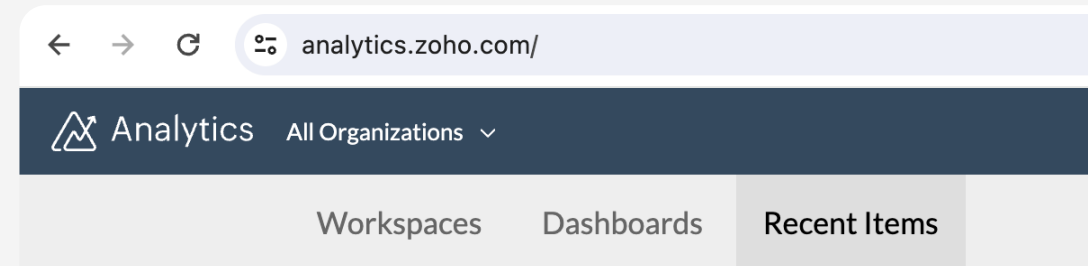
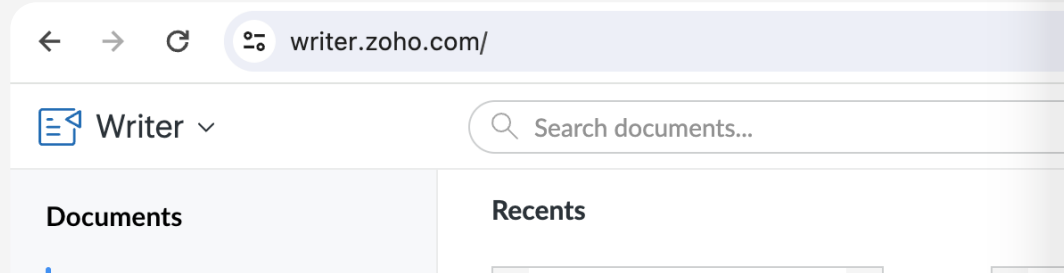
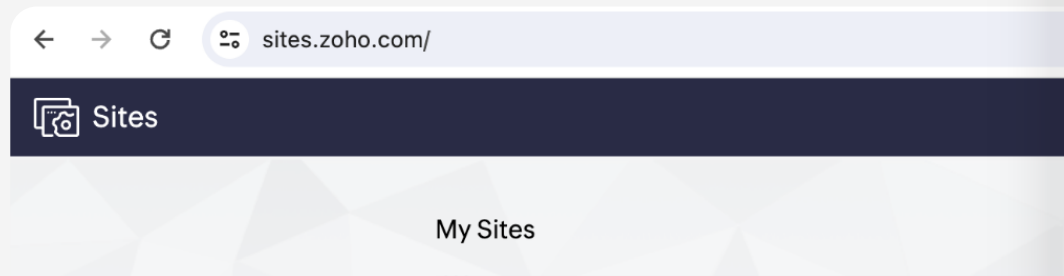
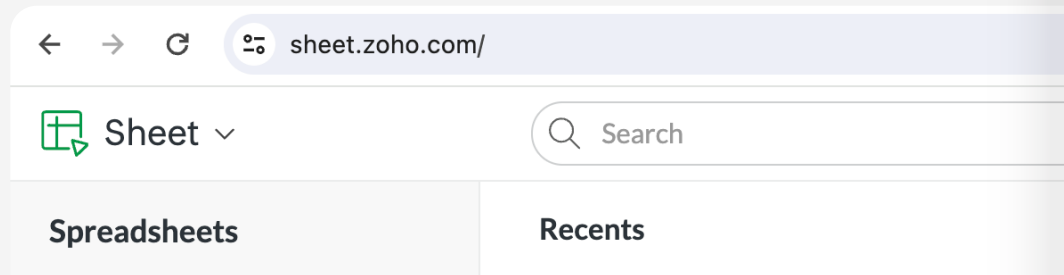


 Do not add special effects to the logo.

Zoho  is a cloud-based HR software crafted to nurture employees, quickly adapt to changes, and make HR management agile and effective.

 Do not use the logo in a sentence.

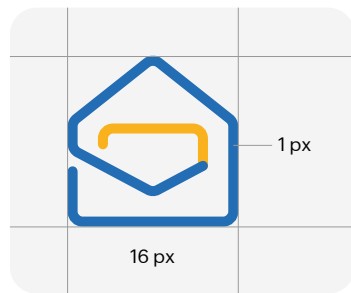
Here are some examples of the correct usage of a logomark on the product UI:



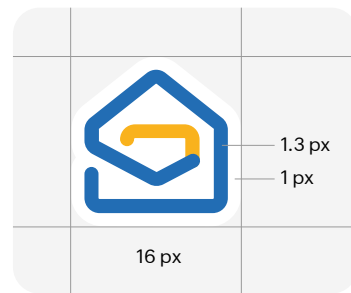
4.15

Product favicon

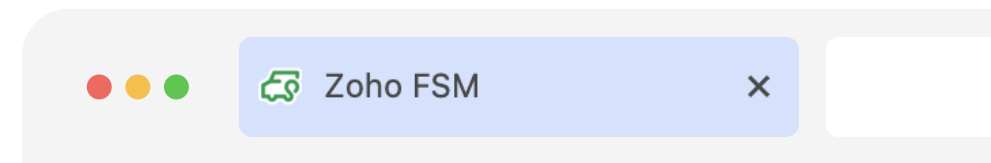
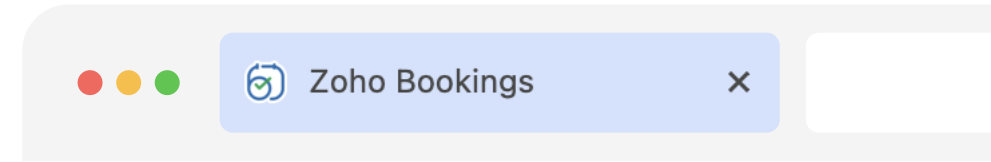
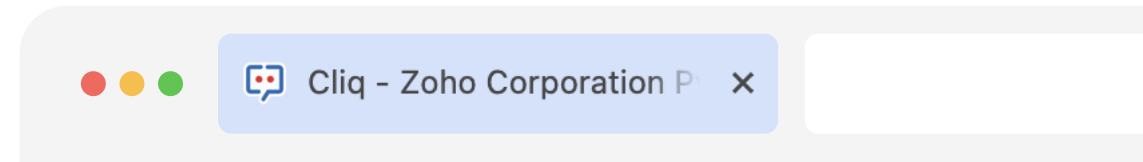
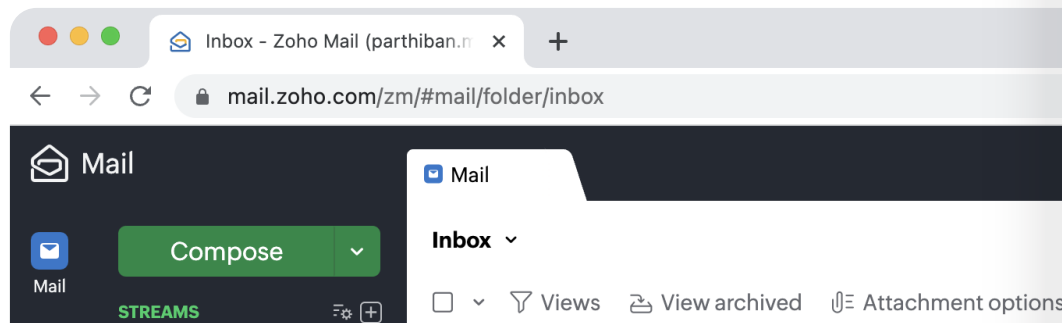
Product favicons should measure 16px with a thickness of 1.3px. The outline should be white in color and maintain a thickness of 1px.



Product logo



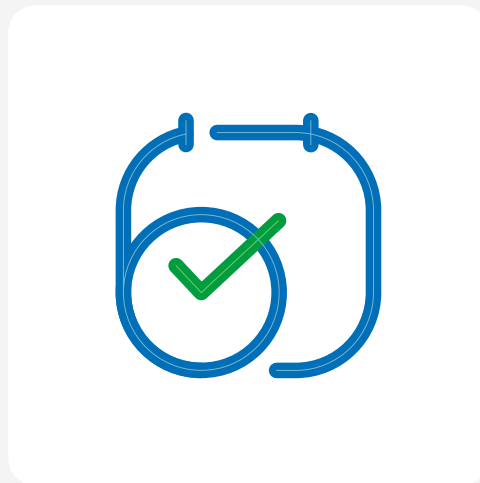
Product favicon



4.16

Simple tips to design a product logo

A product logo may not use all the colors present in the Zoho logo. However, ensure that only the primary colors present in the Zoho logo are used in any product logo.

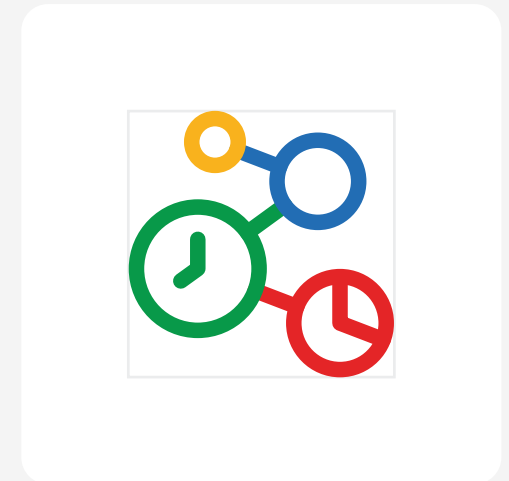


The logo must be designed only using strokes.



The strokes must have a thickness of 60pt.

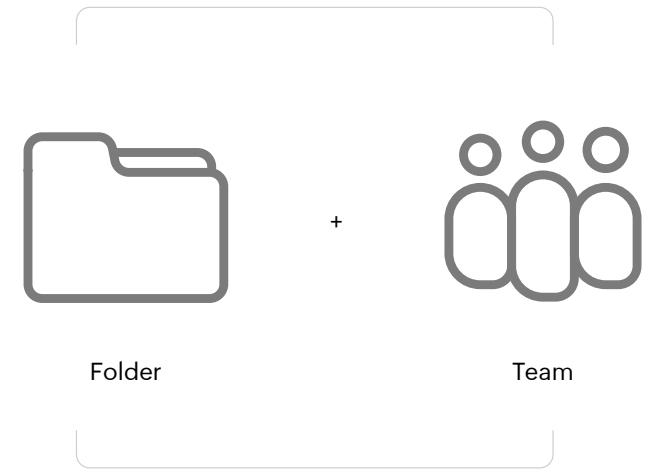
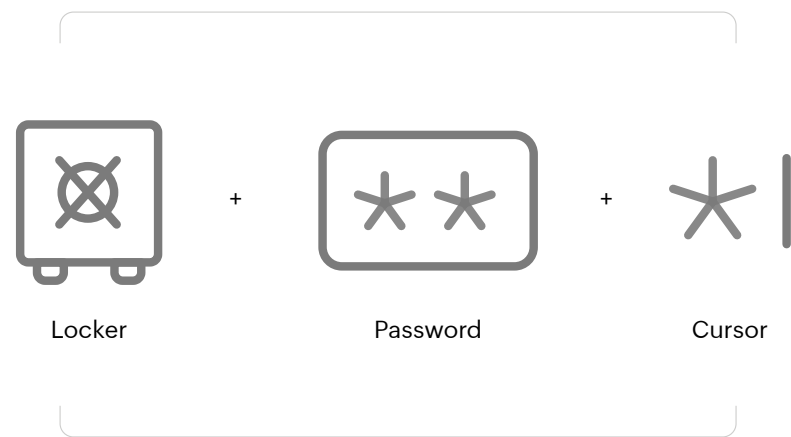
The logo must fit into a square that measures 1024*1024px.



4.17

Understanding product logos

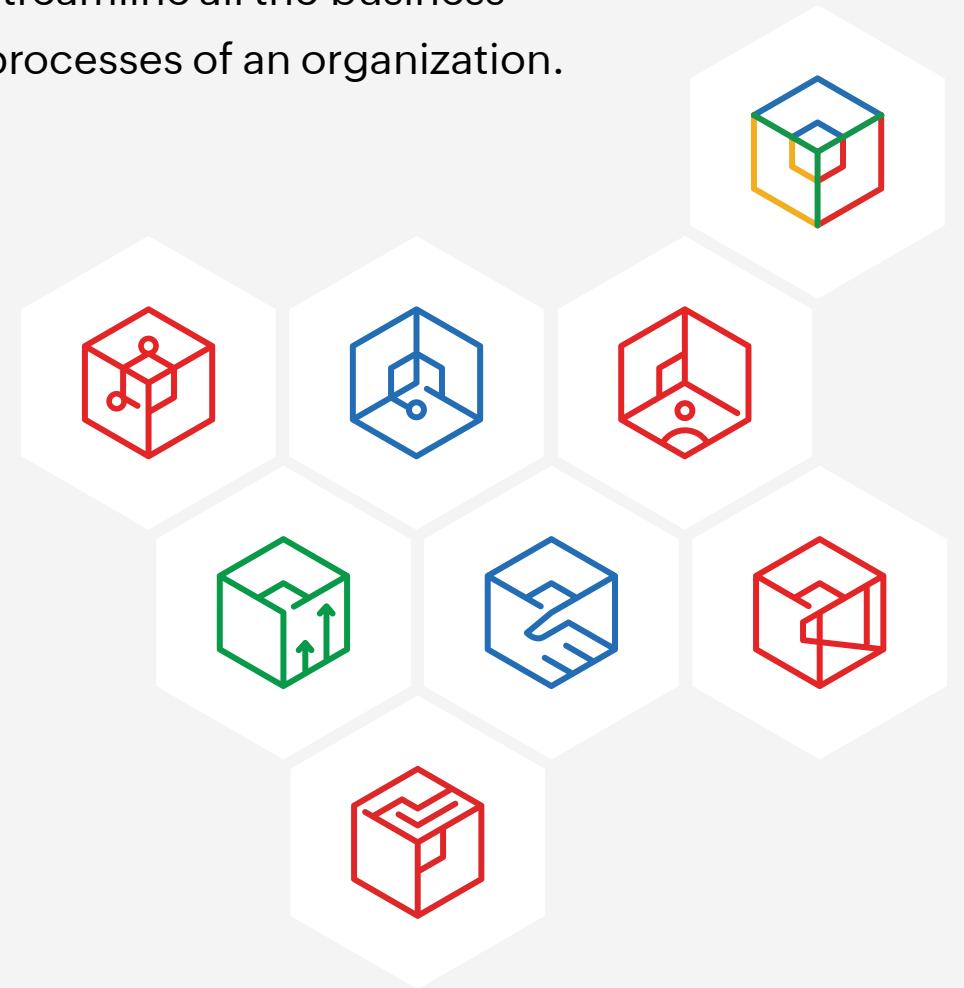
The product logos were crafted keeping in mind the most prominent and distinct functions of each product. These functions are indicated in the logo design of each product. Let's take a look at some of them:



5

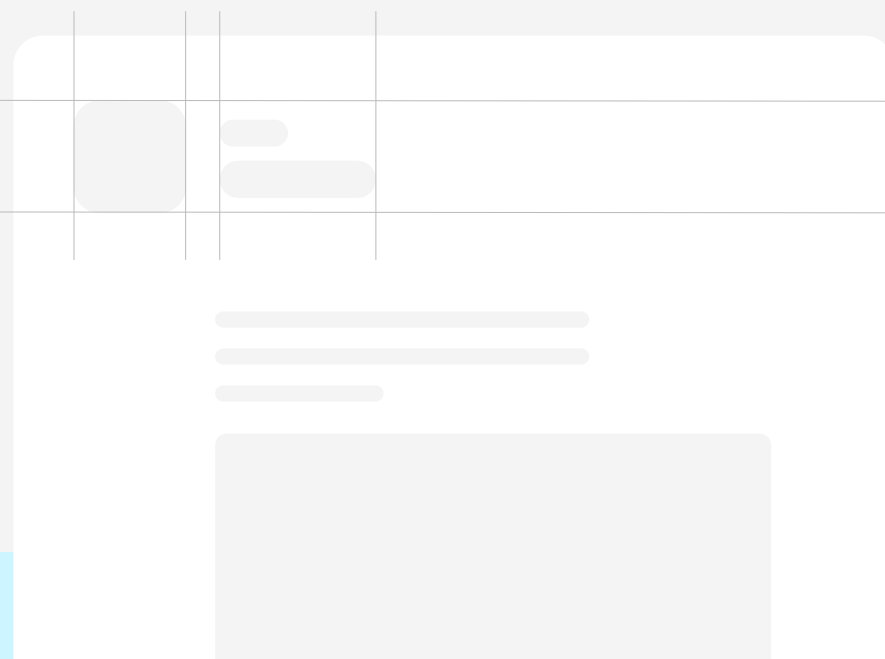
Suite logos

Zoho has a suite of 55+ integrated applications to streamline all the business processes of an organization.





A Zoho suite can be represented by a combination of the suite logo accompanied by the brand name and suite name.



5.1

Creating a suite logo

You may use the following relative measurements to create the logo for your respective suite:

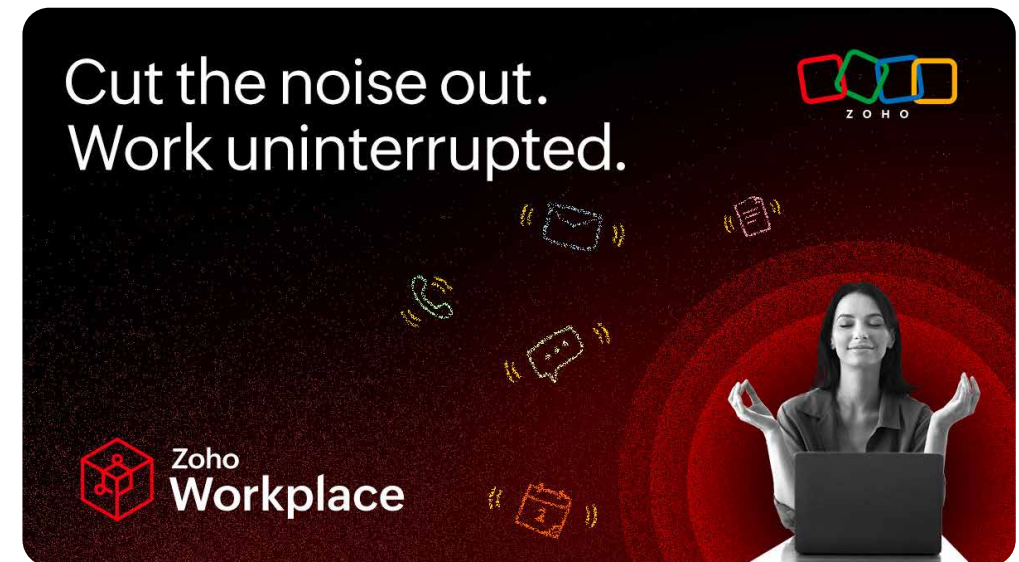


Here are some examples of the correct usage of a suite logo on various brand collateral:




 Zoho
Marketing Plus

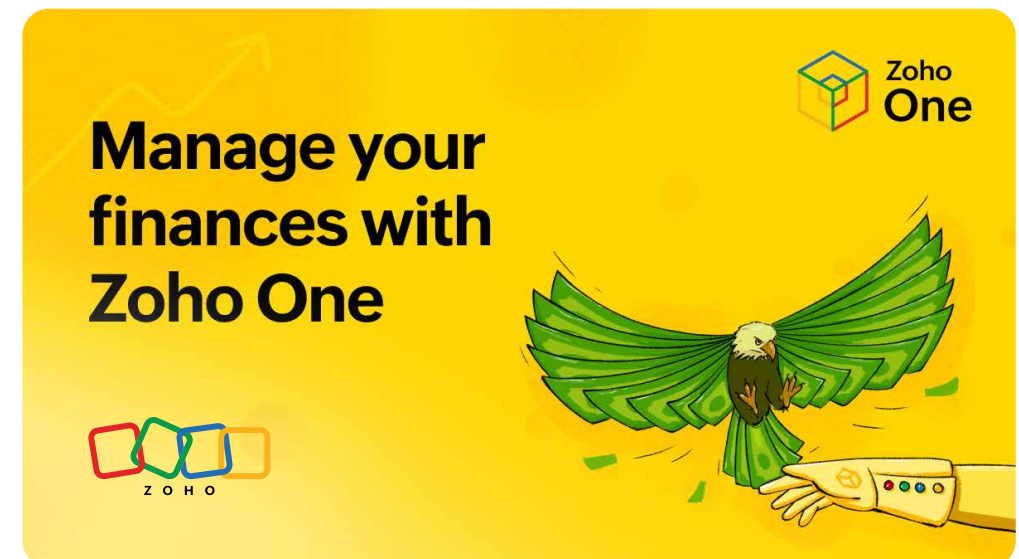

44%
of marketers feel
Instagram will have
the highest growth in
ad spend by marketers
in 2023.






Cut the noise out.
Work uninterrupted.



Zoho
Workplace

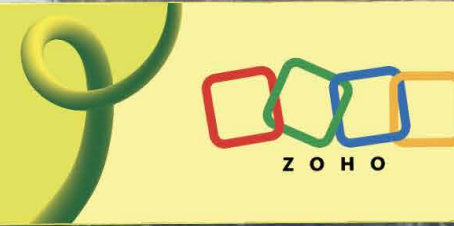


Manage your
finances with
Zoho One





**Business email, chat, docs,
and meetings—together**

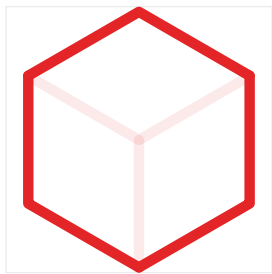


27 03 2023

5.2

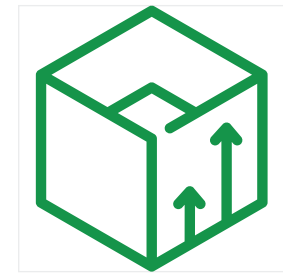
Simple tips to design a suite logo

A suite logo must carry only the primary colors present in the Zoho logo.



A suite logo must have a hexagonal outline.

The logo must fit into a square that measures 1024*1024px.

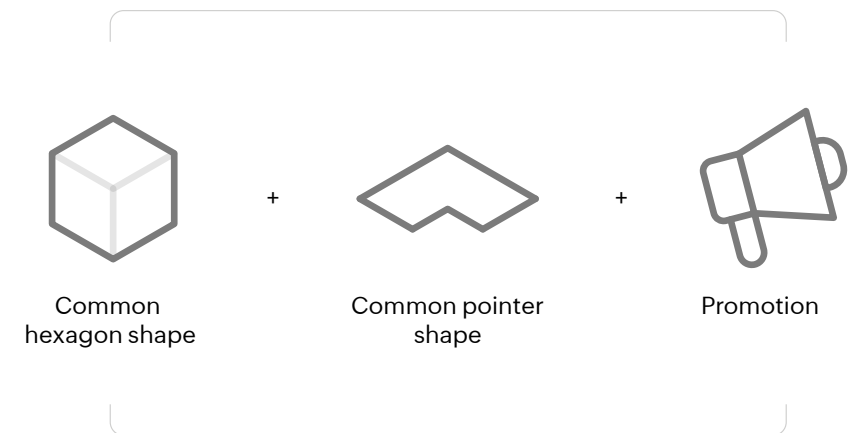
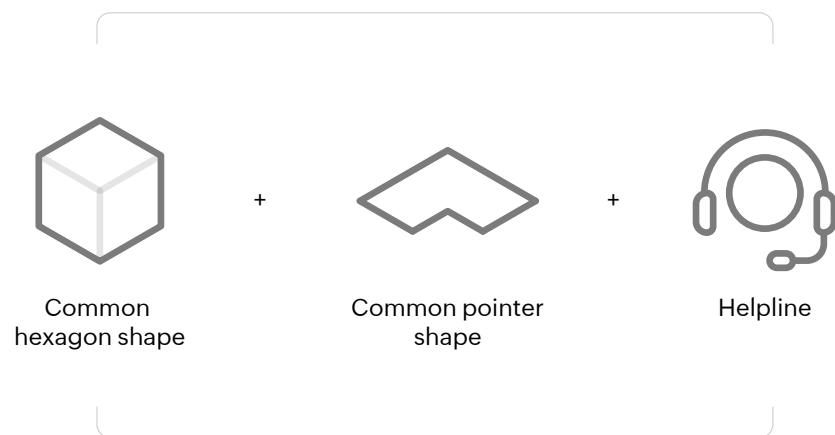


The strokes must have a thickness of 40pt. These finer strokes help bring out the diverse elements of a suite logo without compromising on its visual legibility.

5.3











Understanding suite logos

The suite logos were crafted keeping in mind the most prominent and distinct functions of each suite. These functions are conveyed through the logo design of each suite. Let's take a look at some of them:













5.4

Suite logo catalog

 Zoho One	 Zoho Workplace	 Zoho Creator Plus	 Zoho Marketing Plus
 Zoho Finance Plus	 Zoho CRM Plus	 Zoho People Plus	 Zoho IT Management
 Zoho Projects Plus	 Zoho Service Plus		

5.4

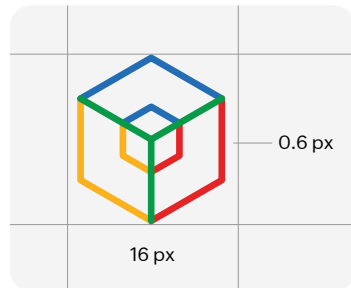
Suite logo catalog

 Zoho One	 Zoho Workplace	 Zoho Creator Plus	 Zoho Marketing Plus
 Zoho Finance Plus	 Zoho CRM Plus	 Zoho People Plus	 Zoho IT Management
 Zoho Projects Plus	 Zoho Service Plus		

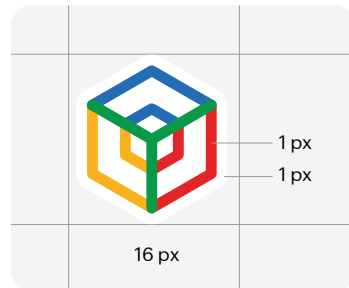
5.5

Suite favicon

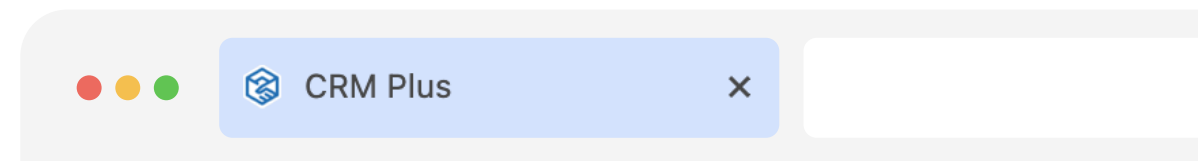
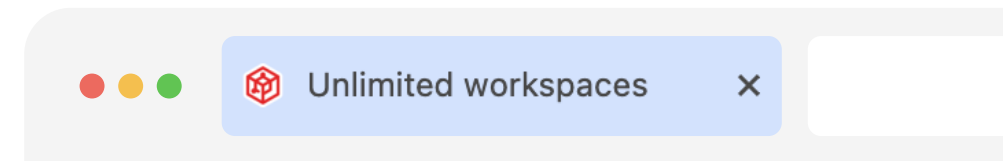
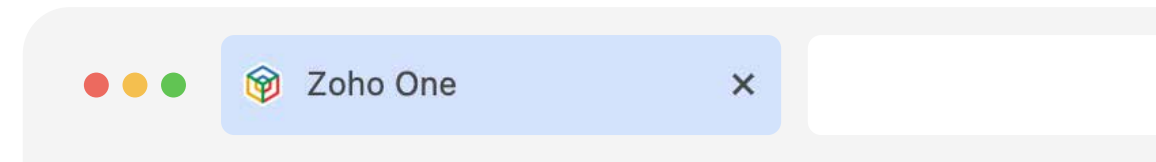
Suite favicons should measure 16px with a thickness of 1px. The outline should be white in color and maintain a thickness of 1px.



Suite logo



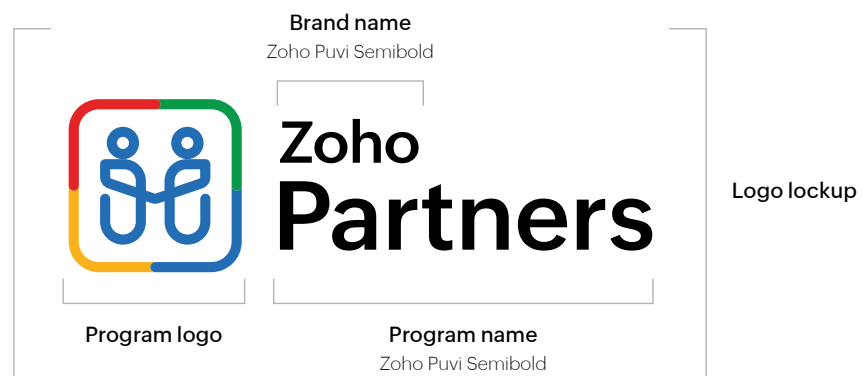
Suite favicon



6

Program logos

Zoho has a range of dynamic community programs that provide a platform for diverse users and businesses to learn, collaborate, and network.



A program can be represented by a combination of the program logo accompanied by the brand name and program name.

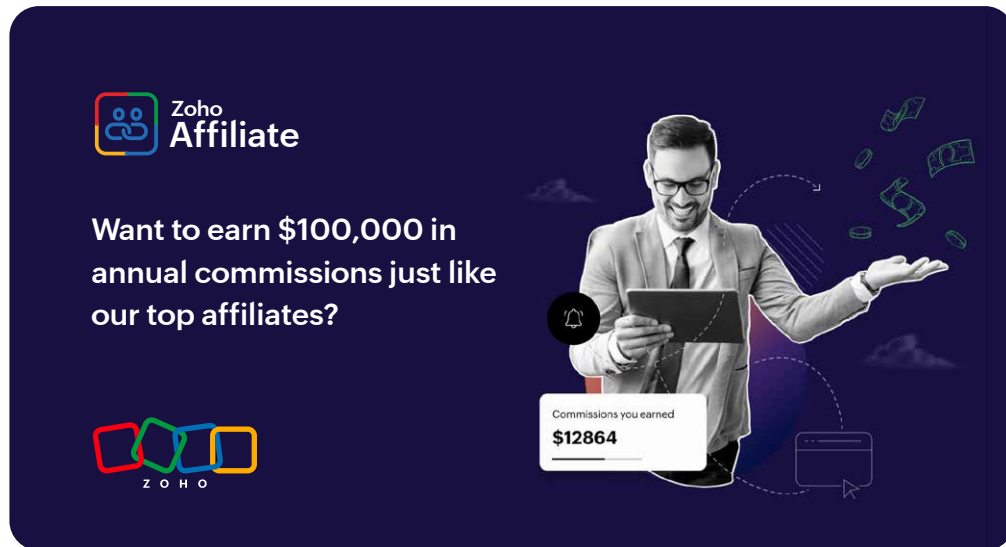
6.1

Creating a program logo

You may use the following relative measurements to create the logo for your respective program:



Here are some examples of the correct usage of a program logo on various brand collateral:

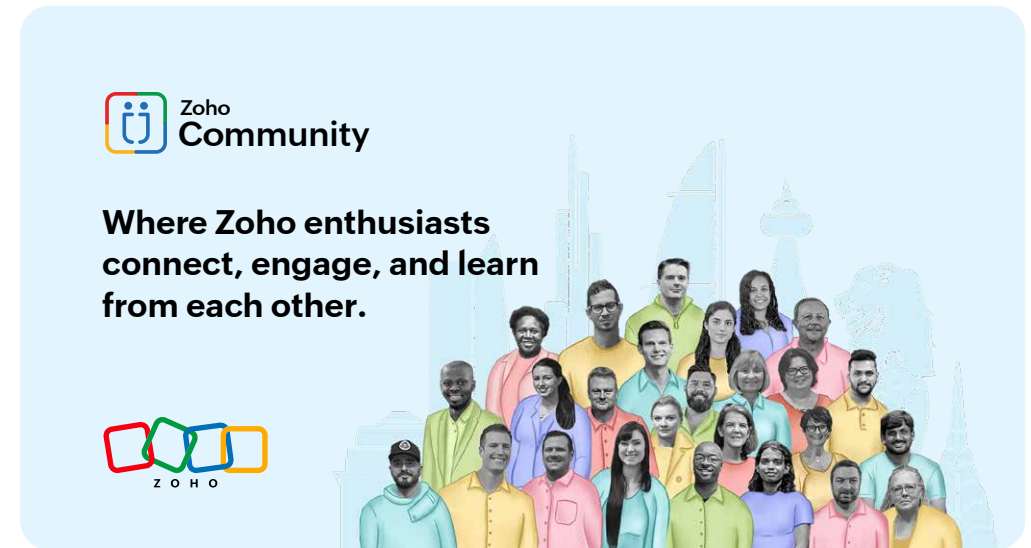


Zoho Affiliate

Want to earn \$100,000 in annual commissions just like our top affiliates?

Commissions you earned
\$12864

The graphic features a man in a suit holding a tablet, with floating dollar bills and a notification bell icon. The Zoho logo is in the bottom left corner.



Zoho Community

Where Zoho enthusiasts connect, engage, and learn from each other.

The graphic shows a diverse group of people in colorful shirts standing in front of a city skyline. The Zoho logo is in the bottom left corner.



Zoho for Enterprise

Intelligent software built for enterprise growth

Monthly sales
\$1.2M

Malinda Anderson
Venture Capitalist
Open Deal

The graphic depicts three business professionals sitting around a table with laptops, set against a background of large blue upward-pointing arrows and a checkered floor. The Zoho logo is in the bottom left corner.

6.2

Simple tips to design a program logo

Only the primary colors present in the Zoho logo can be used in any program logo.



The logo must fit into a square that measures 1024*1024px.

The strokes must have a thickness of 60pt.

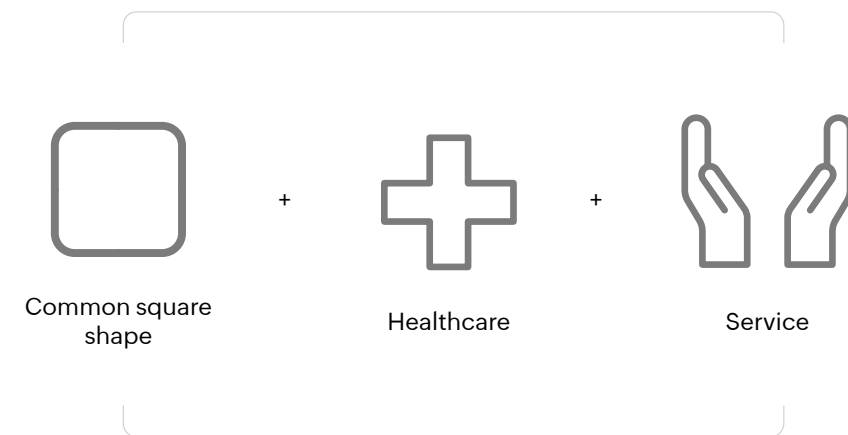
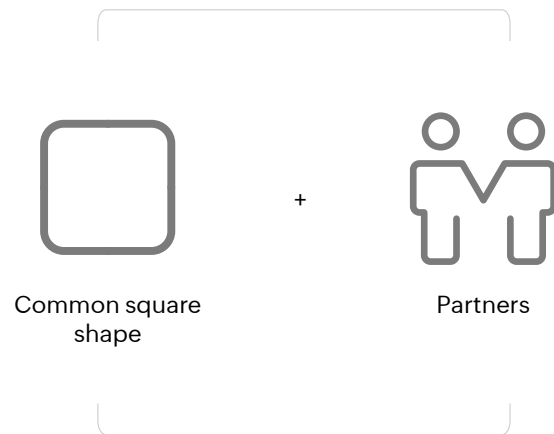


The unique element within each program logo's square must fit within a box that measures 700*700px.

6.3
















Understanding program logos

The program logos were crafted keeping in mind the most prominent and distinct functions of each program. These functions are conveyed through the logo design of each program. Let's take a look at some of them:


















6.4

Program logo catalog

 Zoho Academy	 Zoho for Accountants	 Zoho Affiliate	 Zoho Community
 Zoho EBS	 Zoho CRM for Enterprise	 Zoho for Enterprise	 Zoho Empower
 Zoho for Government	 Zoho for Healthcare	 Zoho Influence	 Zoho Jumpstart
 Zoho Partners	 Zoho for Startups	 Zoho for Universities	

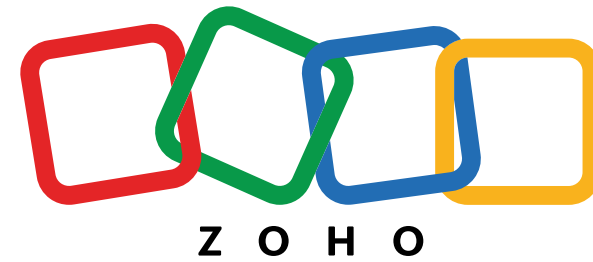
6.4

Program logo catalog

 Zoho Academy	 Zoho for Accountants	 Zoho Affiliate	 Zoho Community
 Zoho EBS	 Zoho CRM for Enterprise	 Zoho for Enterprise	 Zoho Empower
 Zoho for Government	 Zoho for Healthcare	 Zoho Influence	 Zoho Jumpstart
 Zoho Partners	 Zoho for Startups	 Zoho for Universities	

7

Social media



Use the logo in the right size, colors, and placement.

Ensure appropriate placement of all the elements.

7.1 Zoho logo profiles



Zoho
 A unique and powerful software suite to transform the way you work; built by a company that values your privacy.
 Software Development · Chennai, Tamil Nadu · 1M followers · 10K+ employees

Following Invite

Home My Company About Products Posts Jobs People



← **Zoho** 20K posts

Zoho @Zoho
 A unique and powerful software suite to transform the way you work; built by a company that values your privacy. Need help? We've got your back: @ZohoCares.

Following



Zoho
 183K likes · 189K followers

Liked Message Search

Posts About Mentions Followers Photos Videos More



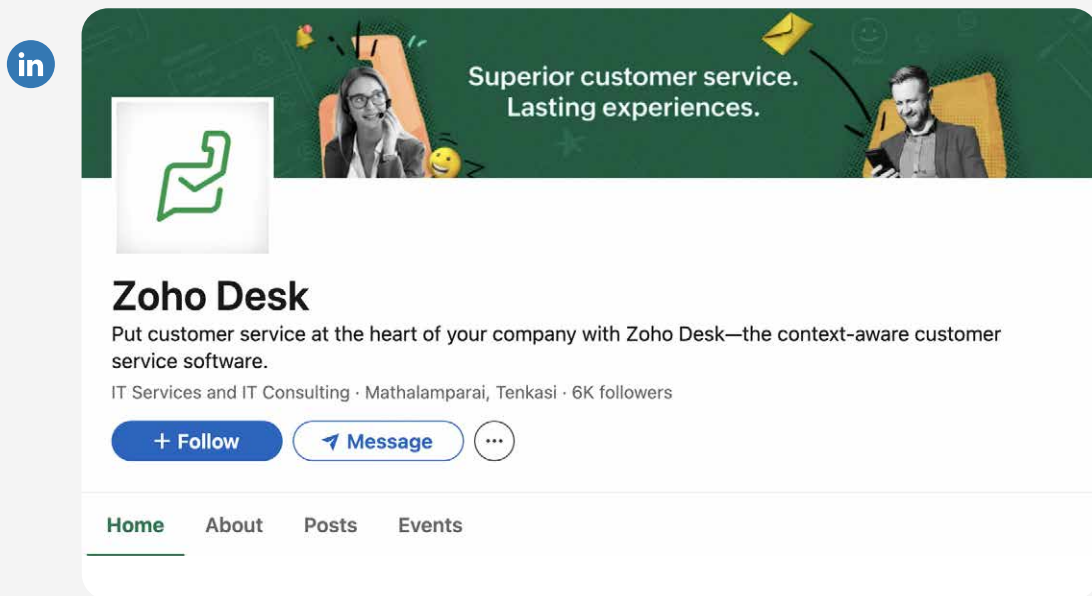
zoho Following Message

1,214 posts 95.2K followers 39 following

Zoho
 @zoho
 A unique and powerful software suite to transform the way you work. Designed for businesses of all sizes; built by a company that values your privacy.
 zoho.to/ZohoWhatsApp + 1
 Followed by meganath_v, k_a_r_t_h_i_k_90, neeraja_rs + 152 more

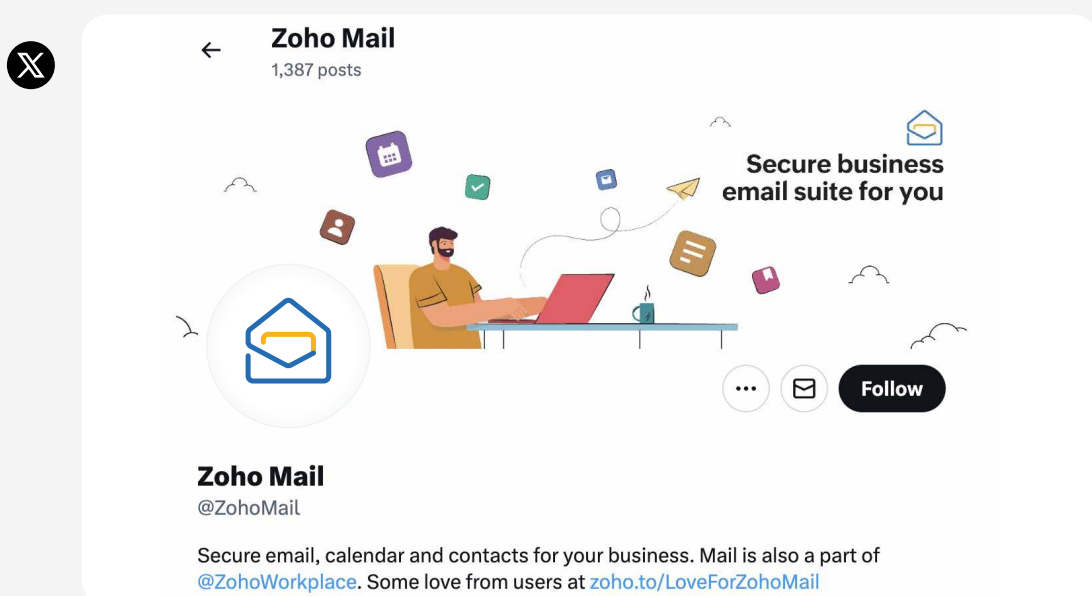
Recognition Our Values Data Privacy Biz Basics Quiz How-To 25 Years

7.2 Product logo profiles



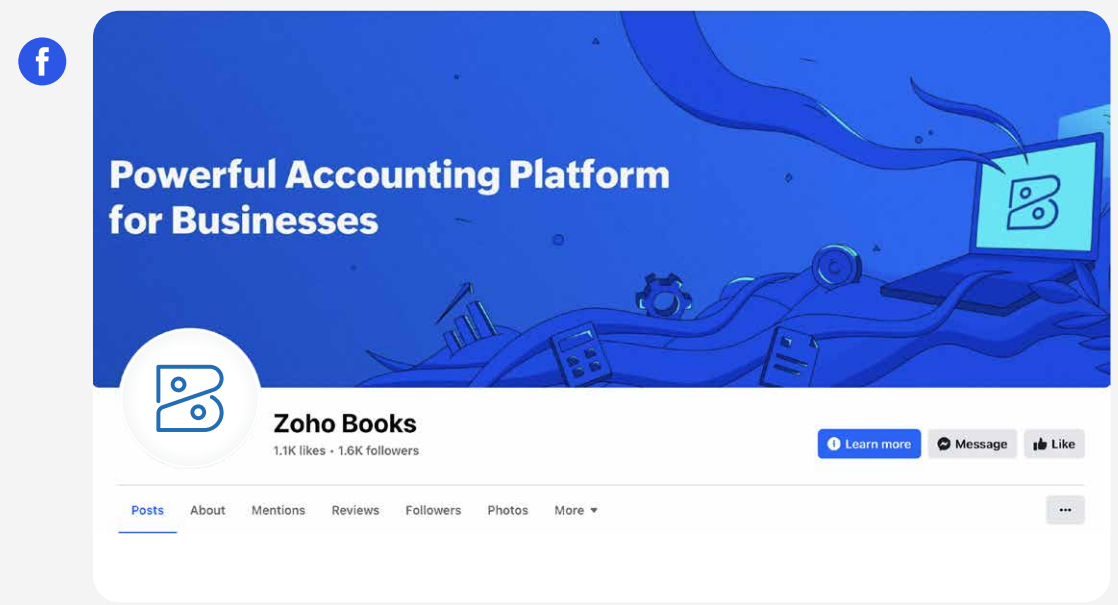
Zoho Desk
 Superior customer service. Lasting experiences.
 Put customer service at the heart of your company with Zoho Desk—the context-aware customer service software.
 IT Services and IT Consulting · Mathalamparai, Tenkasi · 6K followers
 + Follow Message

Home About Posts Events



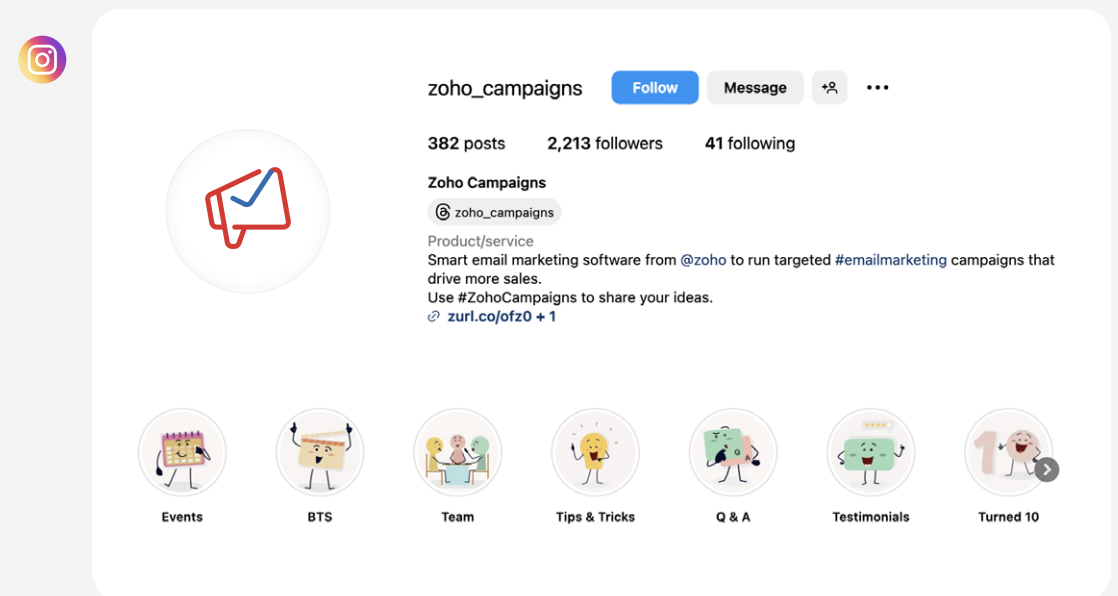
Zoho Mail
 1,387 posts
 Secure business email suite for you
 Follow

Zoho Mail
 @ZohoMail
 Secure email, calendar and contacts for your business. Mail is also a part of @ZohoWorkplace. Some love from users at zoho.to/LoveForZohoMail



Zoho Books
 Powerful Accounting Platform for Businesses
 1.1K likes · 1.6K followers
 Learn more Message Like

Posts About Mentions Reviews Followers Photos More



zoho_campaigns
 Follow Message
 382 posts 2,213 followers 41 following
 Zoho Campaigns
 @zoho_campaigns
 Product/service
 Smart email marketing software from @zoho to run targeted #emailmarketing campaigns that drive more sales.
 Use #ZohoCampaigns to share your ideas.
zurl.co/ofz0+1

Events BTS Team Tips & Tricks Q & A Testimonials Turned 10

7.3

Logo on regional profiles



ZOHOLICS
INDONESIA

Join Zoholics—Zoho's signature user conference, to meet our experts.
29 February, 2024 • Le Meridien, Jakarta

APAC

Zoho APAC

A unique and powerful suite of software to run your entire business. Built by a company that values your privacy.
IT Services and IT Consulting • Singapore, Singapore • 6K followers • 5K-10K employees

+ Follow Visit website

Home About Posts Jobs People



Zoho Canada
338 posts

Canada

Zoho Canada

@ZohoCanada

All things Canada for Zoho - A unique & powerful suite of software to run your entire business. #ZohoCanada
Trusted by 50 million+ users globally. More on @zoho



IT'S TIME TO
DO MORE WITH ZOH

#DoMoreWithZoho

MENA

Zoho Middle East & North Africa

1.8K likes • 2.3K followers

Message Like Search

Posts About Mentions Reviews Followers Photos More



zohoinonesia Follow Message

Indonesia

192 posts 965 followers 20 following

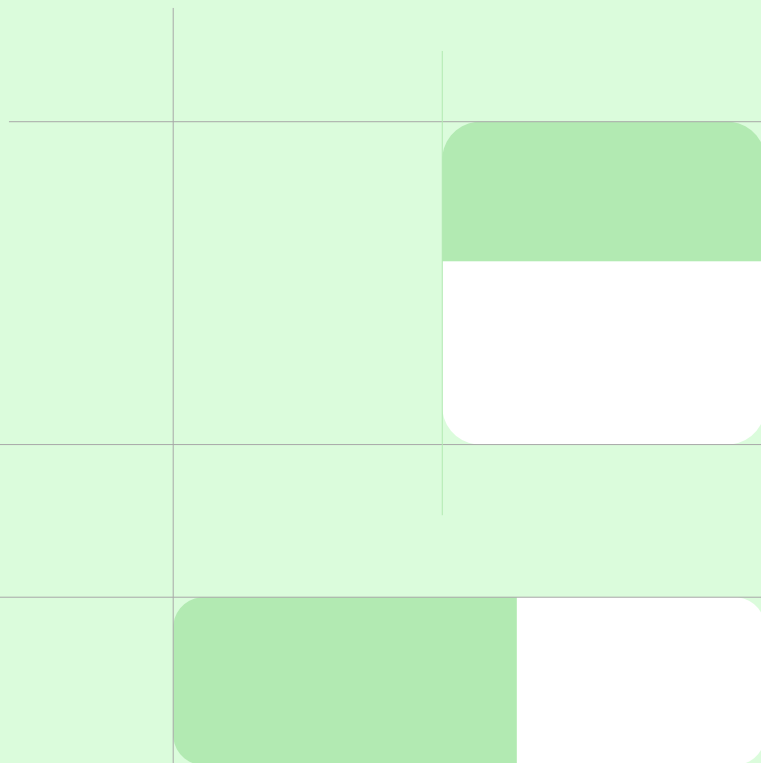
Zoho Indonesia
Software Company
Software Suite untuk mengembangkan bisnis yang dipercaya lebih dari 75 juta pengguna di dunia. Saatnya menjadi lebih efektif dengan #KerjaGayaBaru
linktr.ee/zohoinonesia

Followed by prakashanthekkutte, kuppoo, zohohacks + 4 more

ZBB Vol. 4 Zoho Blogs Buletin Zoho ZBB Vol 3 Zoholics 2023 ZBB Vol 2 Creator Roa...

8

Partner assets



The Zoho suite logos must be accurately and effectively represented on all partner assets.

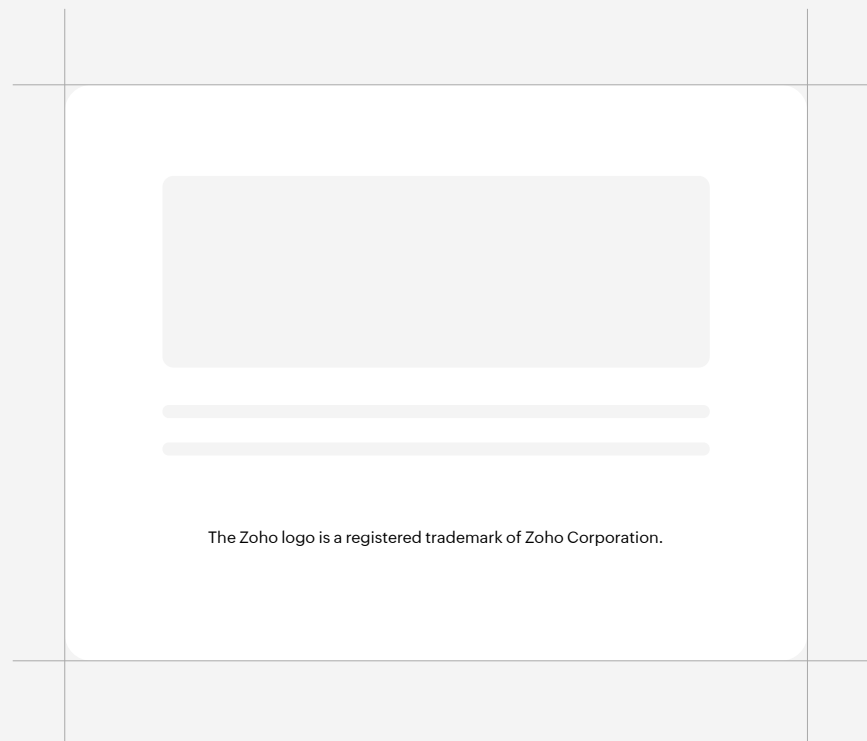
This will help partners create marketing materials that are both impactful and clear.

8.1

Usage of Zoho logo and product logos

All materials must include the following attribution clause:

The Zoho logo is a registered trademark of Zoho Corporation.



Use only the Zoho logo and product logos available in the official branding kit for all website, social media, and print media purposes.

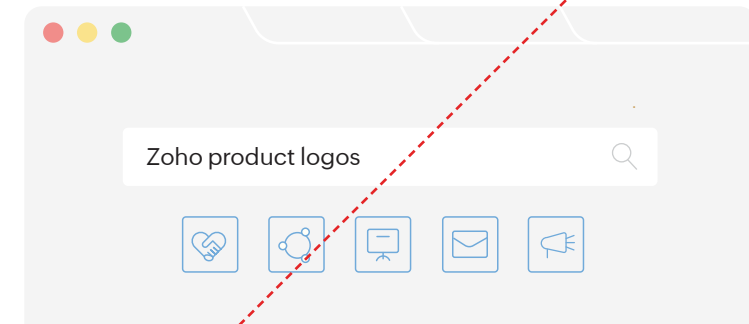
The Zoho logo cannot be used in any manner that suggests Zoho's association, support, or approval of something, except in cases explicitly allowed by the partnership agreement.

8.2

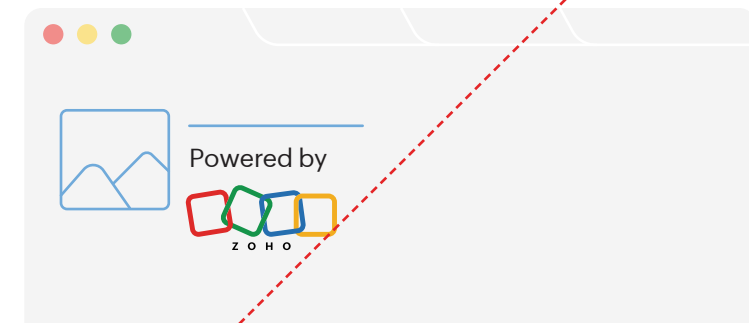
Using the Zoho logo on Partner assets



- ❌ The Zoho logo may not be combined with any other symbols, words, logos, icons, graphics, images, slogans, numbers, or other design elements.



- ❌ Do not use the Zoho logo and product logos from open sources.



- ❌ Your organization logo must not imply Zoho affiliation, sponsorship, or endorsement.

8.3

Partner badges

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

The Zoho Partner badge must be used only by partners authorized by Zoho. Partners must always use the correct badge to indicate their contractual relationship with Zoho rightly. Further, we encourage partners to make use of the Zoho Partner badges available in our media kit instead of replicating the badge through their own design.

Zoho's Partner badges are available in two formats:

Rectangular badge



Square badge

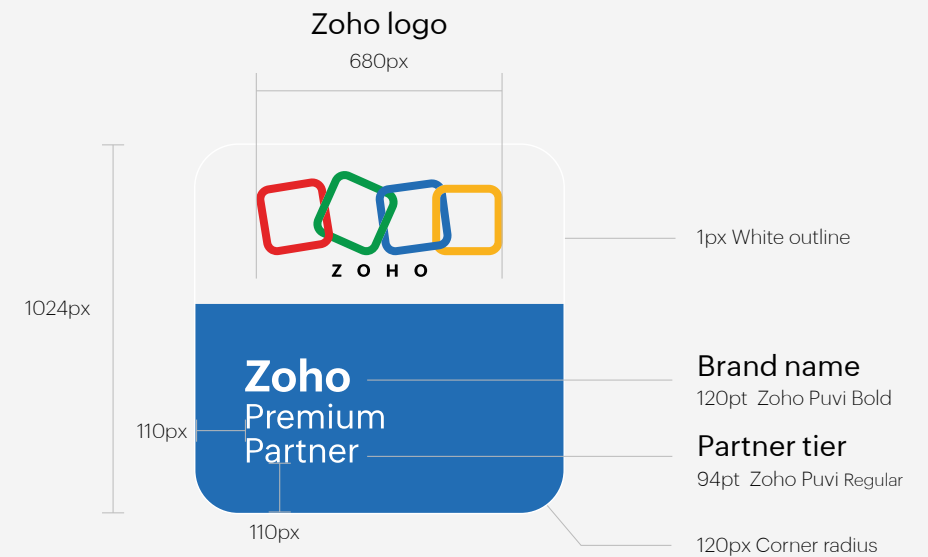
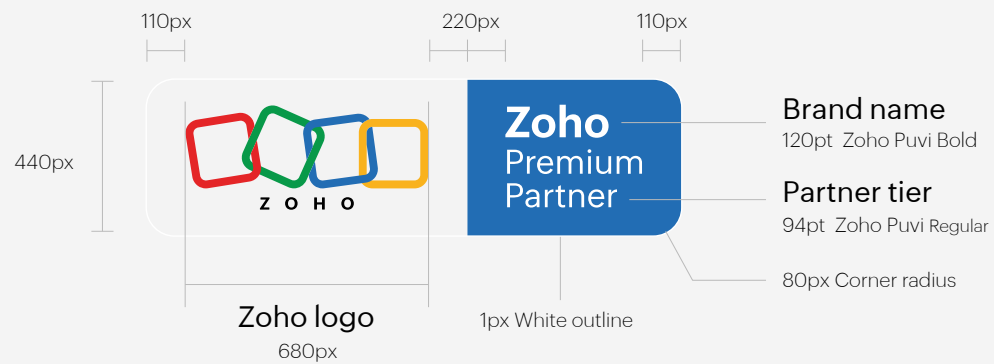


Partners can use any one badge format on their online platforms and other brand collateral to represent their association with Zoho. The choice of format will depend on the space available on your layout.

8.4

Creating a Partner badge

You may use the following measurements to create a Partner badge:



8.5

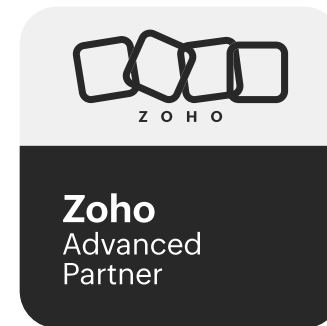
Monochrome

The Zoho Partner badge usually carries the full-color Zoho logo. In case the badge is reproduced using laser engravings or 3D printing, a monochrome logo design may be used.

Rectangular badge



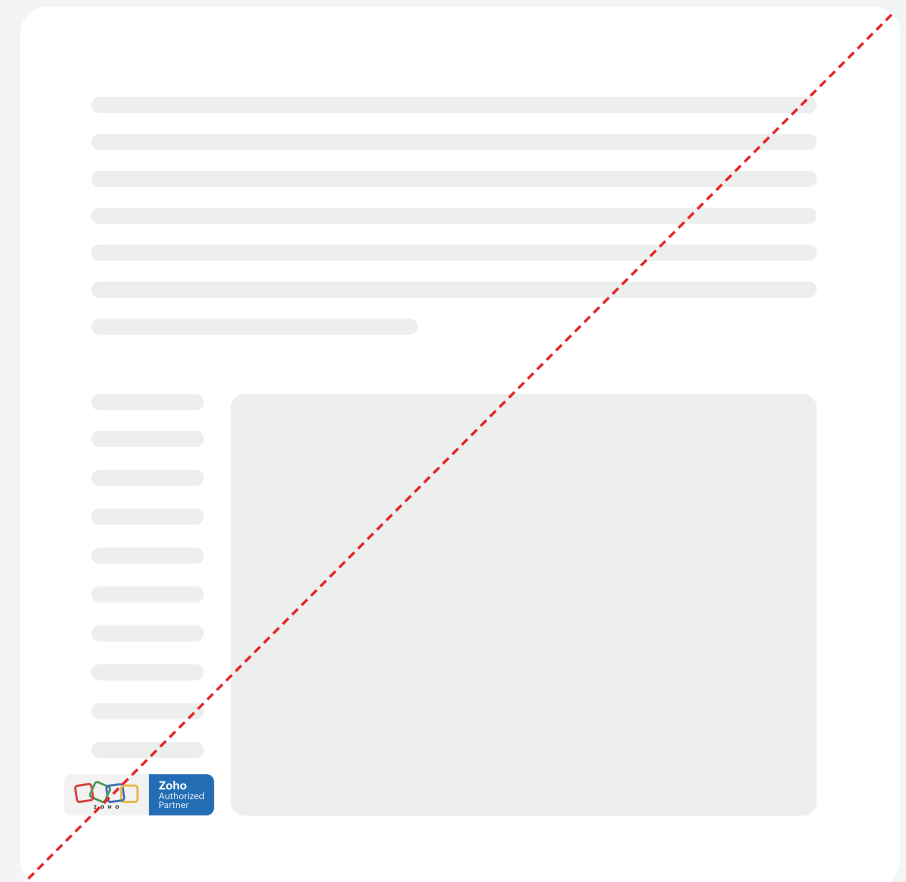
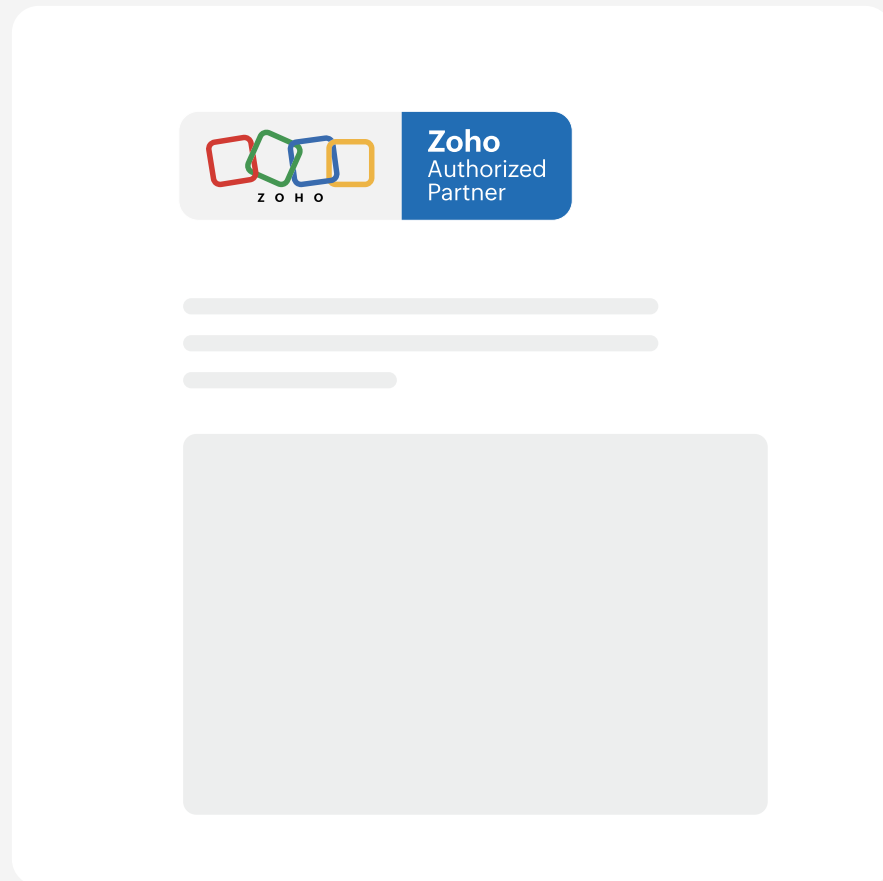
Square badge



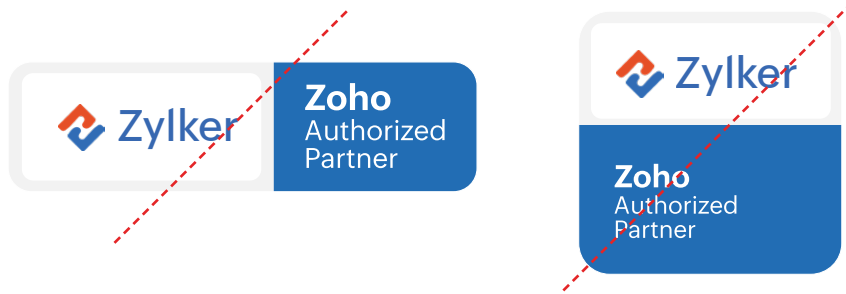
8.6


Using the Partner badge

- ✓ Place the Partner badge in a clean and legible space. It is permissible to adjust the badge size while ensuring that the aspect ratio and badge colors remain unchanged.




- ⊘ Do not place the Partner badge in a visually cluttered space.




 Do not merge the Zoho Partner badge with your company identity.




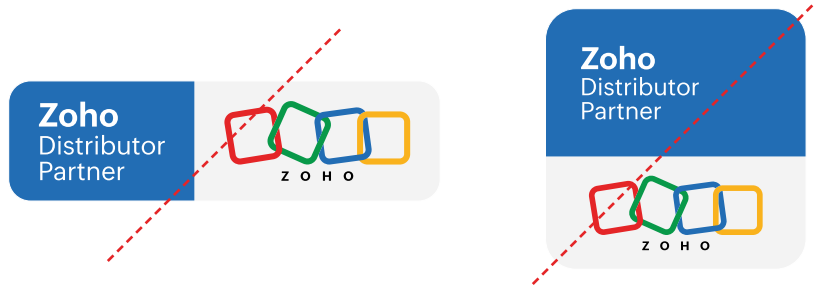
 Do not change the font on the Partner badge.




 Do not alter the colors of the Partner badge.




 Do not add any special effects to the Partner badge.




 Do not alter the position of the elements.




 Do not use the product logo on the Partner badge.






 Do not alter the colors of the Partner badge.





 Do not alter the corner radius of the Partner badge.

Here are some examples of the correct usage of a Partner badge on various brand collateral:



CRM Sparrow
Rajasthan, India, (HQ) India
zoho@crmsparrow.com
crmsparrow.com



Pro Futuro Consulting a.s.
We provide implementation of ZOHO applications and connection modules and plugins. We also do a development of cloud based application with ZOHO Creator use.

EXPERIENCE

8
years

LANGUAGES

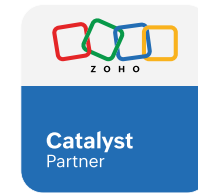
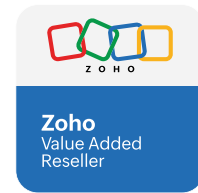
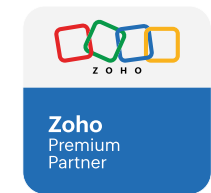
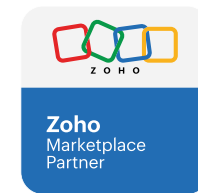
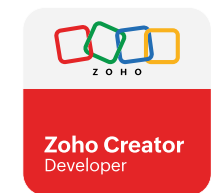
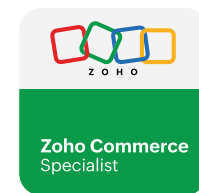
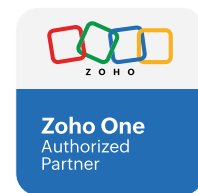
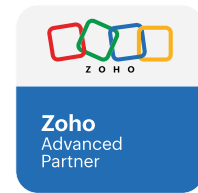
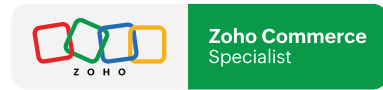
Czech English Hindi Hungarian Polish Romanian Slovak
Spanish

EXPERTISE

CRM Sales Management Marketing Project Management BI & Analytics
One













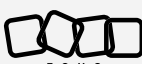
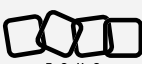



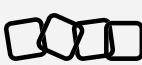
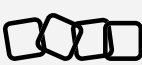










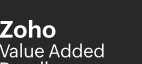



8.7

Partner badges catalog



8.7

Partner badges catalog

 Zoho Advanced Partner	 Zoho Authorised Partner	 Zoho Advanced Partner	 Zoho Authorised Partner	 Zoho Authorized Partner
 Zoho Authorized Partner	 Zoho Analytics Authorized Partner			
 Zoho One Authorized Partner	 Zoho Commerce Specialist	 Zoho Analytics Authorized Partner	 Zoho One Authorized Partner	 Zoho Commerce Specialist
 Zoho Creator Certified Solution Provider	 Zoho Creator Developer	 Zoho Creator Certified Solution Provider	 Zoho Creator Developer	 Zoho Distributor Partner
 Zoho Distributor Partner	 Zoho Indirect Reseller	 Zoho Indirect Reseller	 Zoho Marketplace Partner	 Zoho Premium Partner
 Zoho Marketplace Partner	 Zoho Premium Partner	 Zoho Value Added Reseller	 Zoho Technology Partner	 Catalyst Partner
 Zoho Technology Partner	 Zoho Value Added Reseller	 Zoho Value Added Reseller	 Zoho Technology Partner	 Catalyst Partner
 Catalyst Partner				

9

Marketing



Proper use of our logos is crucial for maintaining brand integrity and recognition on various marketing collateral. We must ensure consistent brand representation and reinforce our visual identity across all collateral and activities.

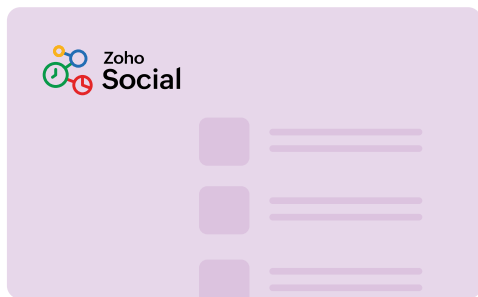
Our logos should be prominently and correctly displayed on signage, booth designs, flyers, banners, merchandise, social media posts, and stage set-ups. This not only enhances cohesiveness across marketing materials but also allows the audience to instantly associate all marketing collateral with our brand.

9.1 Collateral

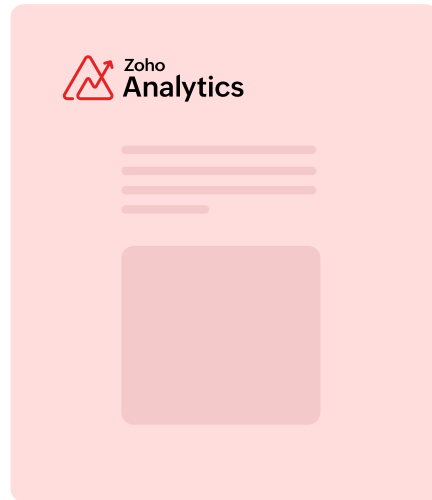
Email headers



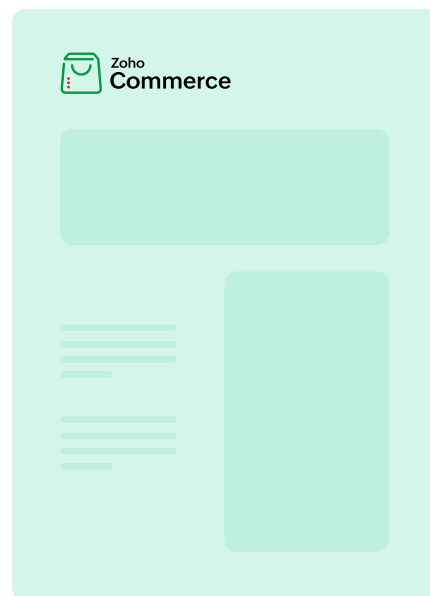
Blog posts



Flyers



Solution briefs or case studies



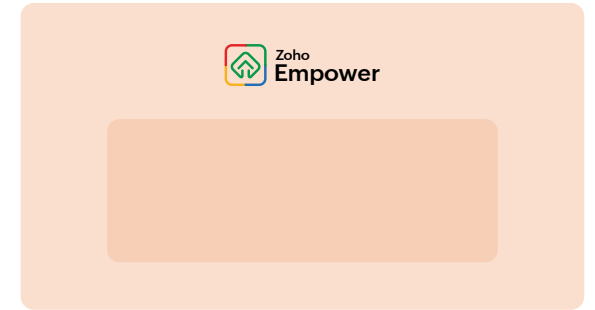
Infopapers



Event signage



Advertising



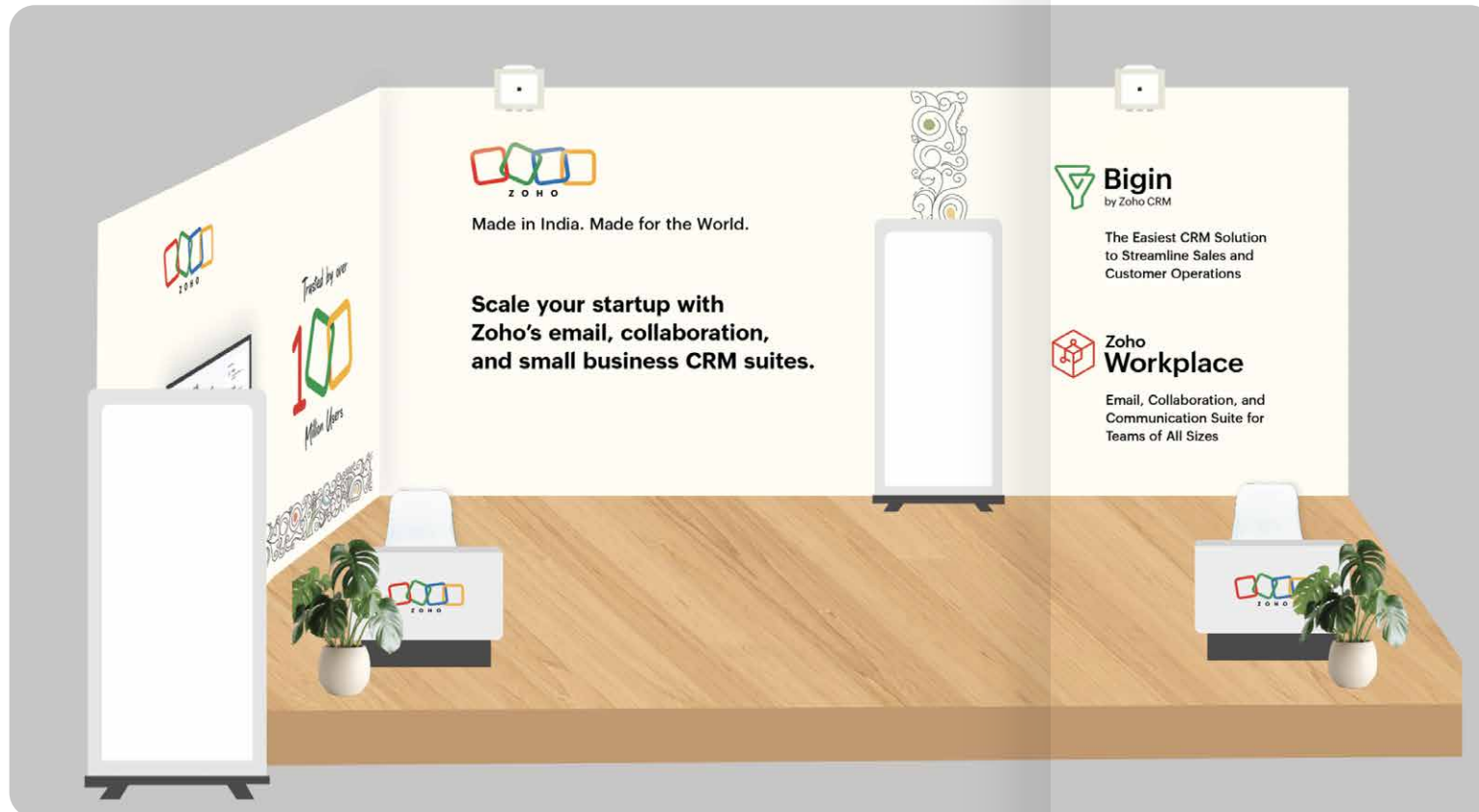
E-books

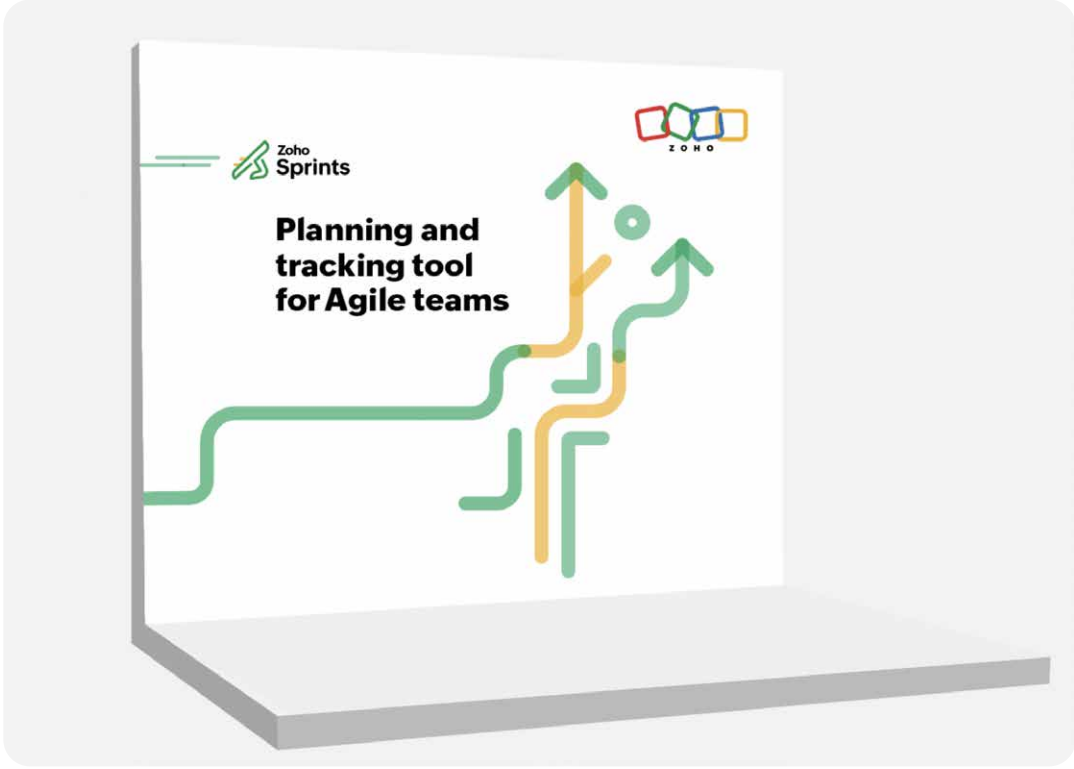


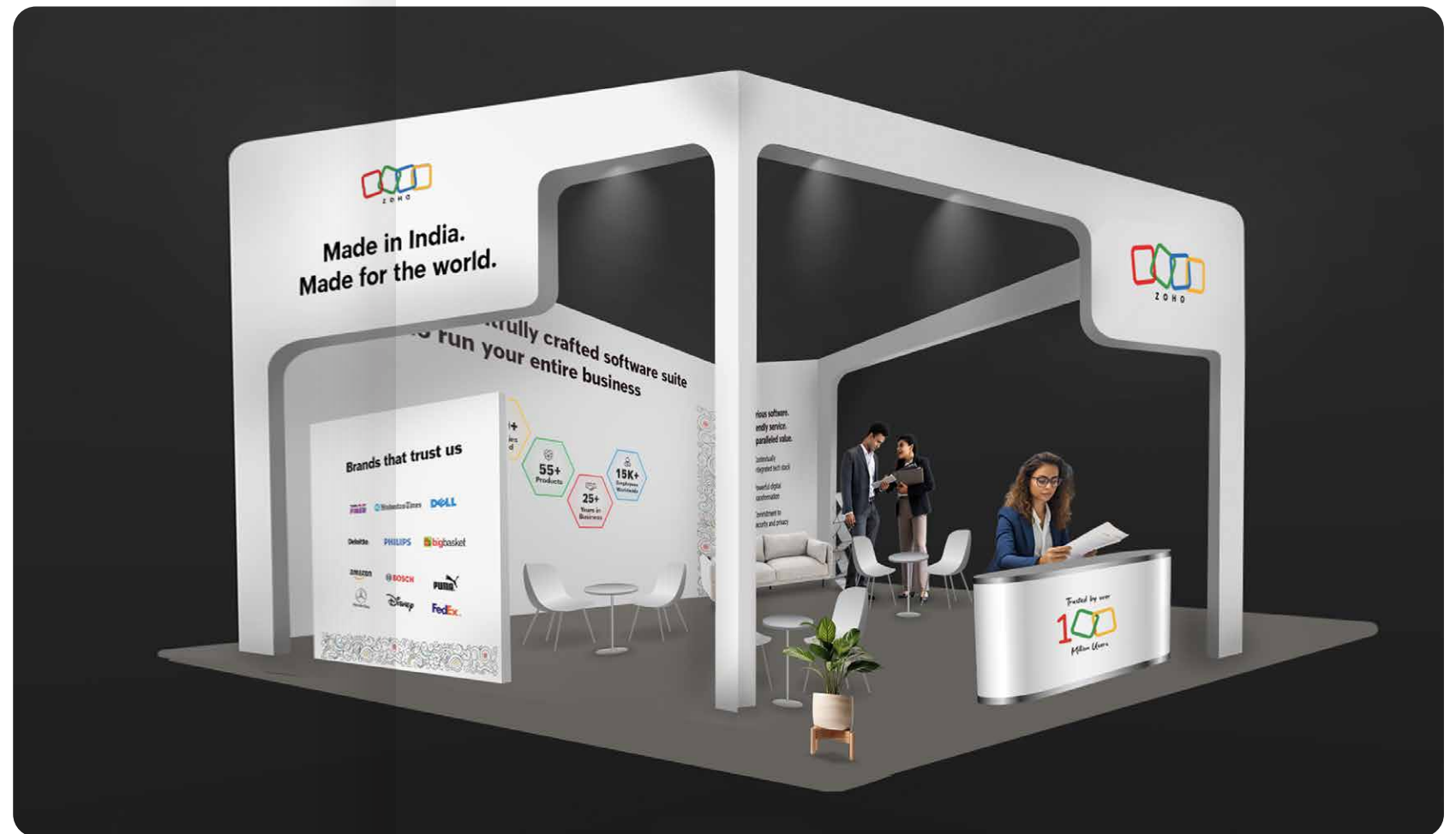
Videos or webinars



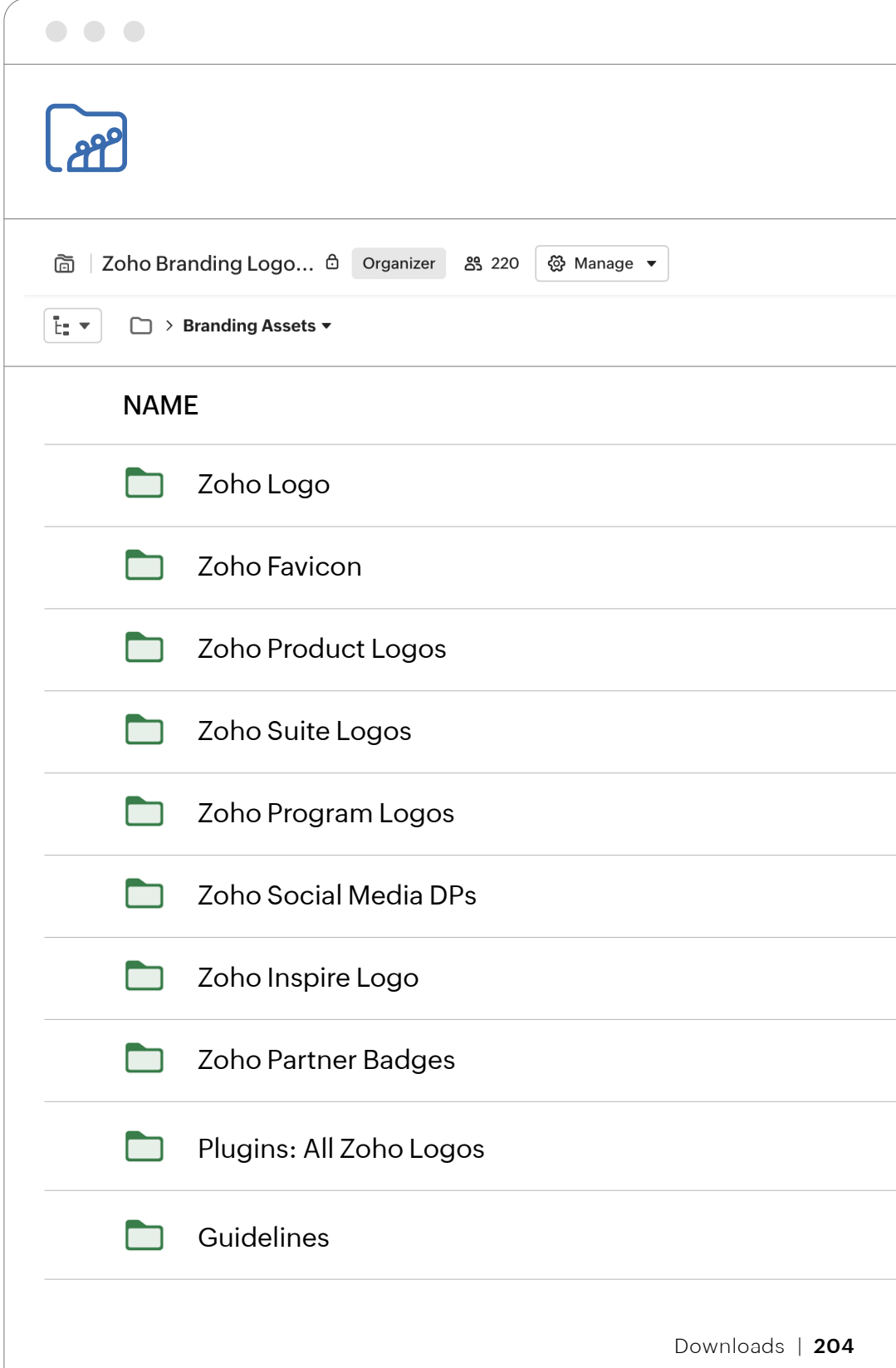
9.2 Events







Click here to download all
Branding Assets



The screenshot shows a file explorer window with a breadcrumb path: WorkDrive > Org Folder > Zoho Branding Logos > Branding Assets. The main content area displays a list of folders under the heading 'NAME':

- Zoho Logo
- Zoho Favicon
- Zoho Product Logos
- Zoho Suite Logos
- Zoho Program Logos
- Zoho Social Media DPs
- Zoho Inspire Logo
- Zoho Partner Badges
- Plugins: All Zoho Logos
- Guidelines



zoho.com

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Chengalpattu District, Tamil Nadu - 603202, India.