sales@ttelectricusa.com
1-262-244-0581
www.ttelectricusa.com

2021 Preferred Distributor Branding Guidelines

To qualify for our newly launched Preferred Distributor program and receive a credit on your account, we ask that our T-T Electric brand be represented on your website with all of the guidelines outlined in this document being met.

1. Logo Usage

The T-T Electric logo should only be used in the ways outlined here, and should never be adjusted, modified, cropped, or otherwise changed. The minimum size allowed for the T-T Electric logo is .5 inches tall and 2.05 inches wide, or 48px tall by 196.8px wide. A high resolution download of the T-T Electric logo can be found at https://www.ttelectricusa.com/pref-distributors-downloads

2. Colors

T-T Electric's primary color, 'T-T Blue' should ideally be used as the primary color for the T-T Electric logo & other materials. A black or white version of the T-T Electric logo may be used with prior approval from T-T Electric, and can be provided upon request.

	T-T Blue	R: 0 G: 106 B:180
	Hex #: 006AB4	C: 90 M: 58 Y: 0 K: 0

3. Language

The following approved test must accompany the T-T Electric logo on your website. Any adjustments or modifications to this text should be discussed and approved by the T-T Electric marketing department at the contact information listed below. The required text is as follows:

"Offering DC & AC Square Frame motors up to 3000 HP, DC mill duty motors, NEMA & IEC designs, ATEX motors, full stock of IEC motors in both IE2 and IE3 efficiency levels, motors with IP23 and IP55 ratings, and low inertia high performance designs"

Our brand is dedicated to upholding and maintaining the high standard of excellence that we have become known for across all of the industries that we serve, and we look forward to partnering with you to ensure that standard is met!

If you need assistance with the creation of content or implementation of the above guidelines, please contact our Marketing Specialist; Ally Anderson via email; aanderson@ttelectricusa.com, or call 1-262-244-0581 and we would be happy to assist you.

Once you have implemented the content into your website, send the link for the page to aanderson@ttelectricusa.com or dstetler@ttelectricusa.com for approval. In December of each year, T-T Electric will total up your orders with us from the date of your partnership approval, and will apply a 10% credit to your account with us to be used for future purchases!*

*10% credit will be based on all orders placed with T-T Electric, USA after the date of website approval. Credit will be applied to your account with T-T Electric, USA and cannot be redeemed for cash. 10% credit must be used within 365 days of notice that credit has been applied, and cannot be extended beyond that time period

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