



Partner co-branding guidelines

2025 | v1.0

Tennant Company partner co-branding guidelines

Tennant Company and its brands have established comprehensive co-branding guidelines for their partners and distributors. These guidelines ensure consistent and effective representation of both Tennant and partner brands in joint marketing efforts.

By following these guidelines, Tennant and its partners can create cohesive and impactful co-branded marketing materials that respect both brands' identities while clearly communicating their partnership to customers.

Logo placement and lead brand

The order of logos in a co-branded effort depends on who is leading the marketing effort.

When Tennant leads, its logo appears first in the co-brand effort.

- When Tennant is lead brand, preferred location of Tennant logo is in upper left-hand corner of the document. Upper right-hand corner is acceptable when required.
- The partner's logo should appear second visually in the effort and can be referenced in the headline and copy. Do not incorporate the partner's colors, brand elements, or voice into Tennant-led materials.
- If there are space constraints or questions, email marketing@tennantco.com.

When a partner leads, their logo should be first, Tennant's logo should be secondary.

- If partner is lead brand, follow partner's brand guidelines.
- Do not incorporate Tennant's colors, brand elements, or voice into partner-led materials.

This flyer is titled "Did you know...?" and features three columns of text describing the benefits of Tennant's i-mop, T260, and S680 floor scrubbers. The Tennant logo is in the top left corner, and the BSC SOLUTIONS logo is in the top right corner. The footer includes contact information for John Smith and a call to action for a free site assessment.

TENNANT

BSC SOLUTIONS

Did you know...?

...that the i-mop® is
productive - i-mop is 5x more productive than traditional mopping.
as powerful as a floor scrubber - picking up spills and drying floors almost instantly.
highly maneuverable to replace mop and bucket cleaning in bathrooms, lobbies, conference rooms, and more.

...that the T260 is
affordable - you can buy a 20" scrubber for less than \$5k.
easy to maneuver - clean small, congested areas with a compact, easy-to-move design allowing operators high visibility.
here to help increase productivity with a maintenance-free battery that has a 3-hour long battery life on a single charge.

...that the S680
can be as effective as a vacuum, but with less maintenance.
cleans a variety of hard and carpeted floors with non-marking materials and a self-leveling main brush that automatically adapts to surfaces.
maximizes cleaning productivity, allowing for longer cleaning shifts with a large 70 L hopper capacity.

Call us for a free site assessment

John Smith
+1 23.456.7890
john.smith@tennantco.com

PARTNER
LOGO HERE

©2020 The Tennant Company

TENNANT LED EXAMPLE
Tennant product logo is in upper left and Tennant product branding takes the lead. Partner logo is placed in a visually subordinate position.

This flyer is titled "EXAMPLE PARTNER FLYER" and features a large image of a person walking on a polished floor. The partner's logo is in the top right corner, and the Tennant logo is in the bottom right corner. The footer includes contact information for the partner and a call to action for a free site assessment.

PARTNER
LOGO HERE

EXAMPLE PARTNER FLYER

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+1 23.456.7890 office
+1 23.456.7890 mobile

example-email@mail.com
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TENNANT

PARTNER LED EXAMPLE
Partner's colors and brand elements are used and Tennant logo is placed in a visually subordinate position.

Co-branding guidelines

Never use the Tennant Company corporate logo, use only the product brand logos (see [brand guidelines](#)).

Ensure both Tennant and partner logos have equal visual size and clear space.

Use full-color versions of the logo whenever possible. Black and white logos are provided for contrast. When choosing between black and white, select the option that has the greatest contrast.

Partners can use Tennant's logo in their own co-branding template, following their own brand standards.

Any use of Tennant's trademarks should portray Tennant as the owner of the trademarks and the partner as an authorized distributor or partner of Tennant.

When using Tennant's logos or trademarks, do not change colors or proportions, or use any prefix, suffix or abbreviations of the trademark.

You may not use any Trademark to imply Tennant's or a partner's affiliation with or endorsement, sponsorship, or support of a third party product or service without express permission.

DO NOT USE TENNANT COMPANY LOGO



ONLY USE PRODUCT BRAND LOGOS



Co-branding guidelines

Visual elements

When Tennant leads, Tennant’s fonts, templates, and color palette should be used. Partners generally should not be creating Tennant-led materials. When a partner leads, use partner’s fonts, templates, and color palette.

The partner’s colors and brand elements should not be incorporated into Tennant-led materials.



Co-branding guidelines

Things to avoid

Do not modify the Tennant logo or add text/graphics to it. Avoid using outdated logos or the corporate logo. Do not use grayscale versions when full-color logos are available. Ensure ample clear space around logos to avoid crowding.



DO NOT condense or stretch



DO NOT change color



DO NOT embellish



DO NOT add a drop shadow



DO NOT rotate



DO NOT delete elements



Guidance for usage of Tennant's marketing materials

Videos

To maintain the quality of videos, **do not** scrape Tennant's videos from YouTube or tennantco.com.

Do not rebrand Tennant's videos with partner logo or branding.

Reach out to your sales rep if you require video assets.



Imagery

Product and parts imagery is available for use. Reach out to your sales rep if there are images you're interested in.

Do not rebrand photos with partner logo or branding.



Guidance for usage of Tennant's marketing materials

Web content

Partners are welcome to use Tennant's web content as inspiration; **do not** copy and paste Tennant's content to your own website.

Do not rebrand any of Tennant's collateral or assets with your own branding.

When speaking about Tennant or its brands, listing Tennant products, or sharing similar content to what is on Tennant's site, the partner should backlink to the relevant page on Tennant's website.



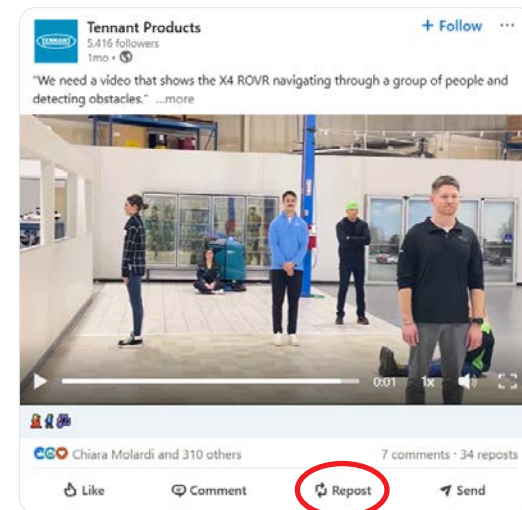
Social media

Posts from Tennant's social media platforms can be re-shared by partners to their own profiles. **Do not** copy and paste Tennant's content to your own profiles.

Tag the appropriate Tennant-branded page when sharing social content.

Do not rebrand any of Tennant's social media content with your own branding.

Do not use the word Tennant or any Tennant product brand in your social media handle (the name of your social media account) or your website domain.



ACCEPTABLE @XYZ_cleaning_equipment
NOT ACCEPTABLE @XYZ_tennant_cleaning

Other digital marketing

Paid search terms

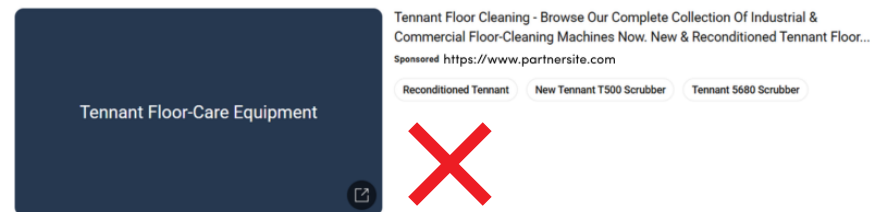
Please avoid using **Tennant Company, Tennant, or any other Tennant trademarks**, as keywords in paid search auction campaigns on any search engine (e.g. Google, Bing, etc.).

Please avoid outbidding such trademarks/keywords and subsequently ranking above Tennant in paid search auction campaigns on any search engine.

While you should not represent yourself or your company as “Tennant,” we encourage you to include “Tennant Distributor” or “Tennant Partner” in your ad text to avoid confusion.

If you are unsure about how to proceed with the elements of your digital campaign, please contact marketing@tennantco.com before using or bidding on keywords or trademarks mentioned above.

Working closely together on paid search marketing campaigns ensures we don't outbid each other on keywords and drive up costs for all parties involved.



Co-branding examples

TENNANT LED EXAMPLES



Drop the Mop
Get a Better Clean
in Tight Spaces



tennantco.com

PARTNER
LOGO HERE 



Bring the A team
to your fleet

PARTNER
LOGO HERE 



i-mop®

LA PRATICITÀ DI UN MOCIO INCONTRA
L'EFFICACIA DI UNA LAVASCIUGA PAVIMENTI.

i-mop® rivoluziona la pulizia: compatto, leggero e potente,
assicura risultati impeccabili con il minimo sforzo.
Basta camminare, lui fa il resto!

Silenzioso,
solo 68 db(A)

Serbatoio di recupero
antimicrobico

PARTNER
LOGO HERE 



IPC
BY TENNANT COMPANY

PARTNER BRAND LED EXAMPLES

PARTNER
LOGO HERE 

EXAMPLE
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BANNER

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CONTACT US



PARTNER
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ONLINE AD

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IPC
BY TENNANT COMPANY



PARTNER
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EXAMPLE
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FLYER

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+1 23 456 7890 office
+1 23 456 7890 mobile

example_email@mail.com
your site goes here.com



Questions?

For any co-branding questions, please contact
marketing@tenantco.com