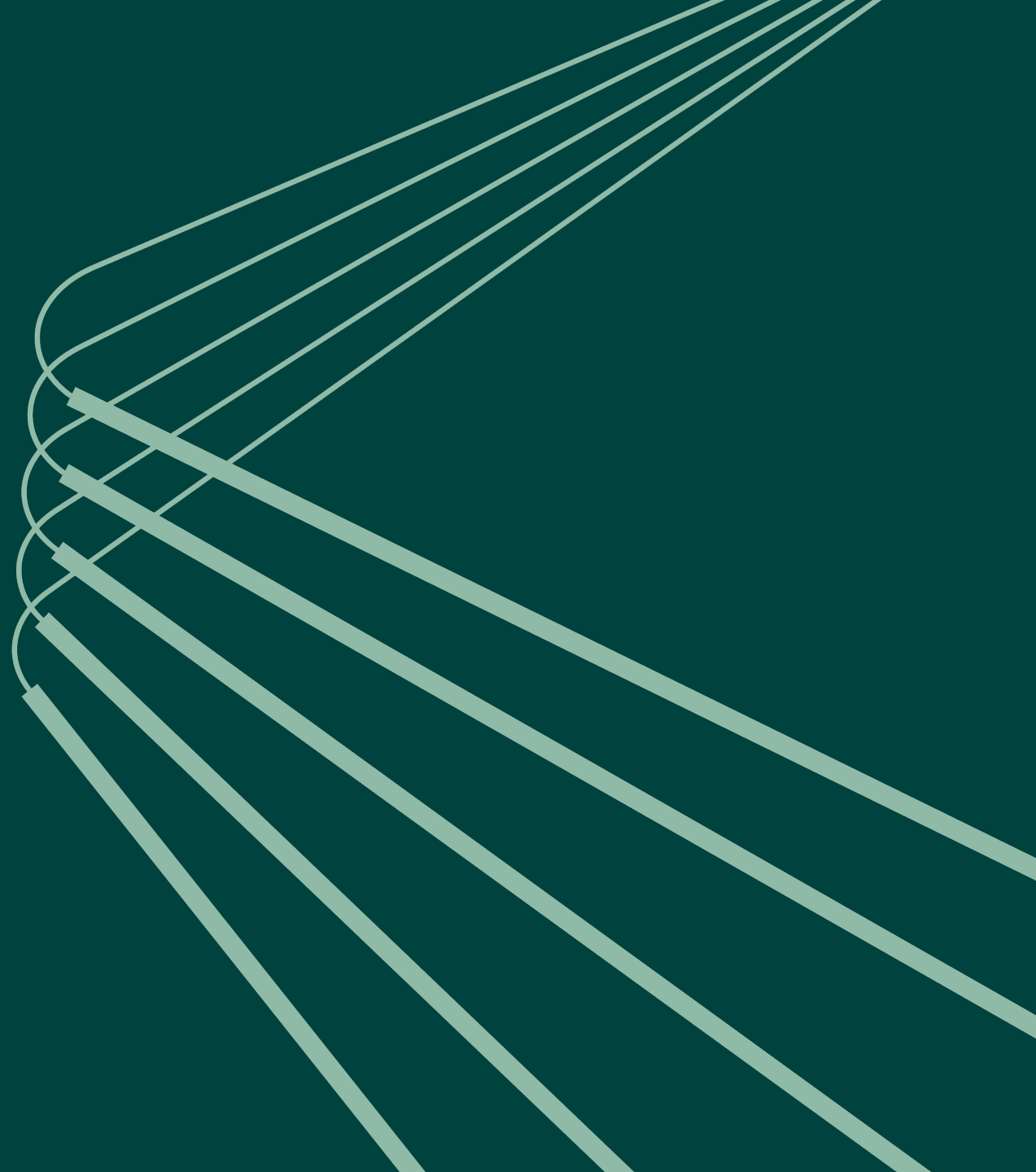


tala[®]

ONLINE BRAND GUIDELINES



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OUR APPROACH

To continue to build Tala's reputation as a high-quality and desirable brand, we have prepared a set of instructions on how you, our Partners, should represent Tala online.

The success of our partnership hinges on your full agreement and application of these guidelines, so please take some time to carefully read them and share with your appropriate marketing teams.



TALA – WHO WE ARE

TALA. THE CREATORS OF BEAUTIFUL, SUSTAINABLE LIGHTING.

Short version:

Tala is a team of designers, engineers and low-carbon pioneers, united by a belief that great design is the fastest way to a low carbon planet.

Long version:

Tala was founded in 2015 by Josh, Max and William. Three university friends who believed great design was the fastest way to a low-carbon planet. Since then, Tala has become one of the leading lights in designed, sustainable lighting.

A team of engineers, designers and low-carbon pioneers, proud to be creating lights that are gentle on the planet, make homes look great and make life brighter.



THE TALA LIGHTBOX

Why?

DESIGN-LED LIGHTS FOR A BRIGHTER FUTURE.

Tala is supporting the move to low-carbon, one light at a time.

What?

Tala creates high-quality, sustainable LED lights for homes, offices and every space in between. Lights people can be proud to switch on because they look great, lift the soul and are gentle on the planet.

Who?

DESIGNERS. ENGINEERS. LOW-CARBON PIONEERS.

Tala is united by a belief that great design is the fastest way to low-carbon planet.

How?

INNOVATION

Tala LED bulbs are built with performance and impact in mind.

THE NATURAL WORLD

Tala taps into 4.5 billion years of research and development.

SUSTAINABILITY

Tala's mission is to be the definitive zero-carbon lighting brand.

COLLABORATION

Tala works with anyone who believes in the positive power of sustainable lighting.

FOR EVERYONE

Tala lights are customizable, easy to install and get shipped speedily and safely.

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SECTION 01

RULES + GUIDANCE



NEW TERMS OVERVIEW

Inventory requirements

To market and sell Tala products online, Partners must either maintain an inventory of the products they intend to sell or showcase them in a physical retail location or showroom.

Digital marketing restrictions

Use of Tala's trademarks in any form of digital or other marketing, including digital advertisements, is strictly limited unless expressly authorised by Tala.

No international active selling

Partners are expressly requested to not actively sell Tala products to customers in any country beyond the one to which the products are supplied

No third-party online marketplace sales

Active sales of Tala products through third-party online marketplaces, such as Amazon, eBay, and Alibaba, are strictly prohibited.

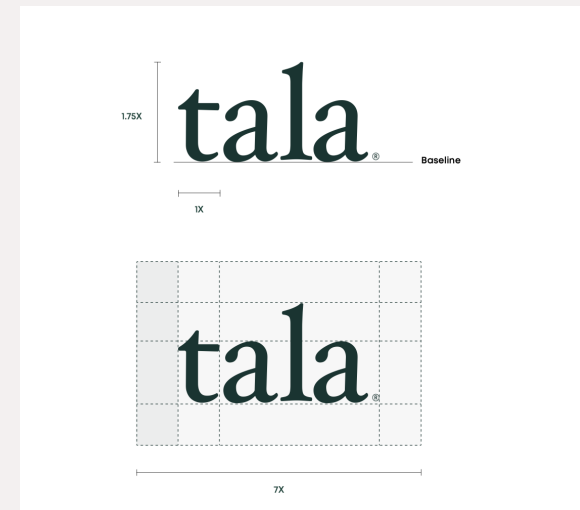
For those Partners who have been granted authorisation to promote Tala products online, it is imperative to comply consistently with our Digital Brand Guidelines.

TRADEMARKS

We are the international trademark holders for Tala. Only authorised Partners are allowed to use this trademark in their advertising efforts.

Google Adwords typically demands the trademark holders' consent for Partners to use a trademark. If such approval is required, please contact your Sales Rep with your Google Adwords ID.

If Partners fail to comply with the guidelines specified in this document, they will forfeit their privilege to use the Tala trademark.



MARKETING MATERIALS – DIGITAL ASSET LIBRARY

Brand resources access points

To ensure Partners have the correct content and marketing tools, Tala has made all brand assets available can be via the Tala website.

Partners are permitted to download product information, CAD files, technical specifications and cut sheets, press releases, and high-resolution images via our simple and easy-to-use Digital Asset Library.

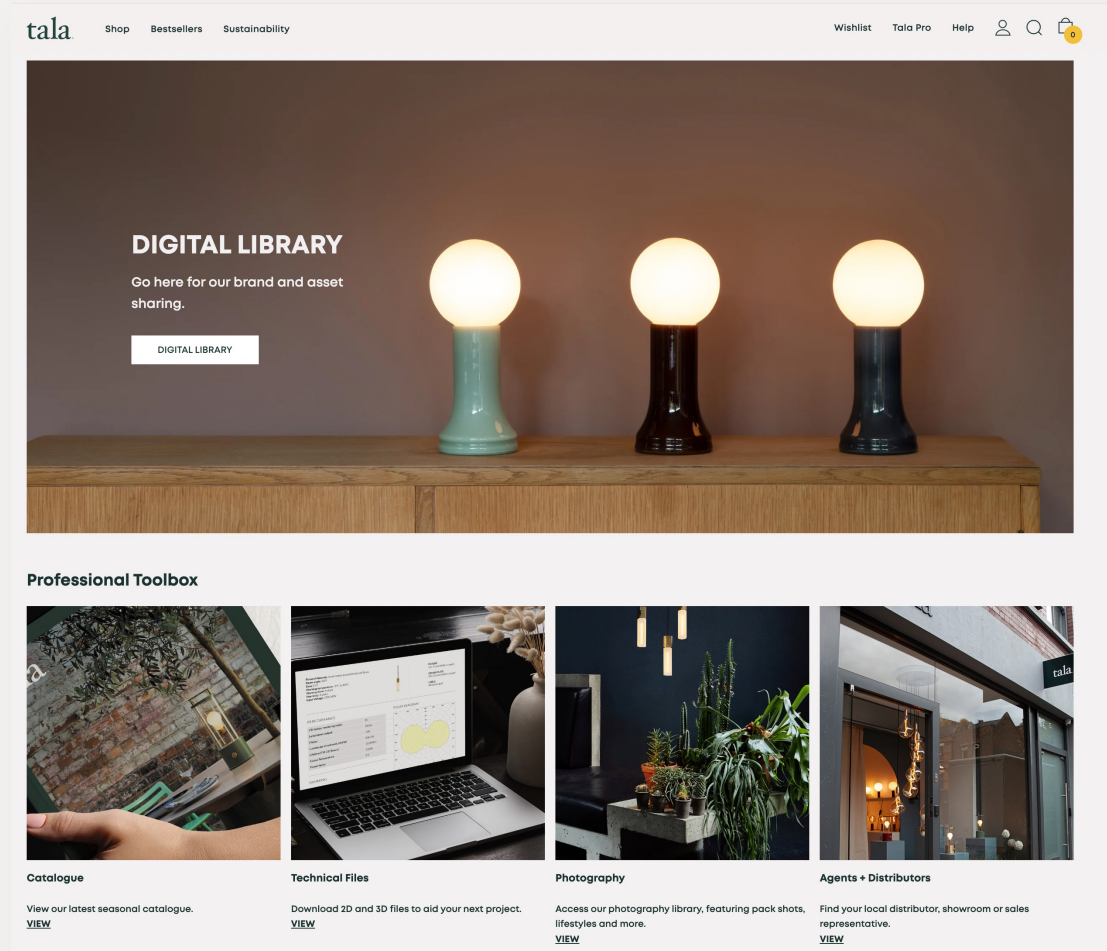
The library allows users to search for specific product assets, streamlining access to key resources.

If you are unable to locate the assets you require, please contact the Marketing team:

Contacts:

Abigail Ball, Trade Marketing Manager: abigail@tala.co.uk

Graeme Campbell, Head of Marketing: graeme@tala.co.uk



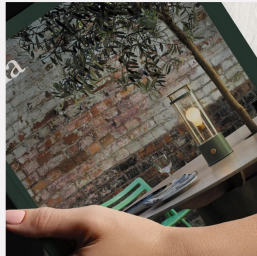
tala Shop Bestsellers Sustainability Wishlist Tala Pro Help

DIGITAL LIBRARY

Go here for our brand and asset sharing.

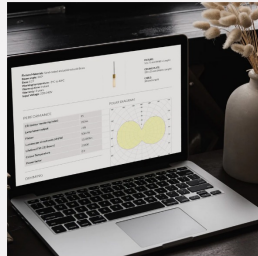
DIGITAL LIBRARY

Professional Toolbox



Catalogue

View our latest seasonal catalogue.
[VIEW](#)



Technical Files

Download 2D and 3D files to aid your next project.
[VIEW](#)



Photography

Access our photography library, featuring pack shots, lifestyles and more.
[VIEW](#)



Agents + Distributors

Find your local distributor, showroom or sales representative.
[VIEW](#)

MARKETING MATERIAL – LANGUAGE GUIDE

Endorsed Terminology:

British, Designer Lighting, Authentic, Practical, Design, Designer, Award-Winning, Sustainable, Decorative, Sculptural

Materials, Materiality, High-Quality, Mouth-Blown Glass, Advanced LED, Dim to Warm

Unapproved Terminology:

Value, Inexpensive, Best Prices, Lowest Price, Official Seller/reseller/store/shop

*For a deeper understanding of our brand's history and persona, please refer to the appendix of this guide or the official Tala Service Manual.

MARKETING MATERIAL – ONSITE LANGUAGE

Please refer to the official Tala Training Manual for approved phrases, descriptions, and key features for each collection in our line.

Examples:

VORONOI

Organic shapes inspired by patterns found in nature.

THE MUSE

A timeless portable light for the home.

BASALT

Evoking nature's magnitude.

ADVERTISING SPECIFICS – BRAND NAME BIDDING

Keyword Bidding Guidelines for Tala

No bidding on our brand name [exact match] i.e. [Tala]

You are permitted to bid on our brand name using (Phrase Match) when associated with products or categories that you have in stock. For example, if you carry the Voronoi Bulb, you may bid on (Tala Voronoi Bulb).

Usage of our Brand Name in Ad Copy

We will grant approved Partners the privilege to use our brand name in their ad copy, provided that said Partner complies with these guidelines and refrains from using it in conjunction with any of the following phrases:

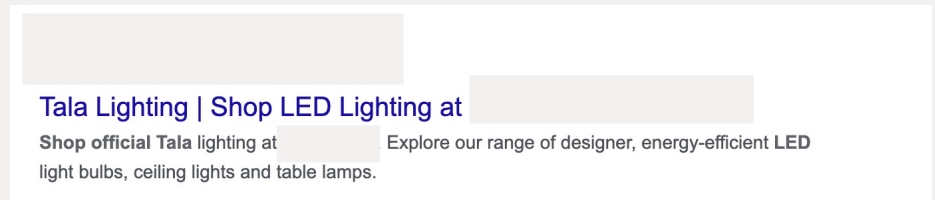
- Official Online Store (or similar)
- Wide Range of Designer Brands (utilizing the Tala brand name to promote other brands)
- Trade Discounts (using the Tala brand name to advertise your own trade offers)

ADVERTISING SPECIFICS

PPC EXAMPLES – GENERIC DON'TS

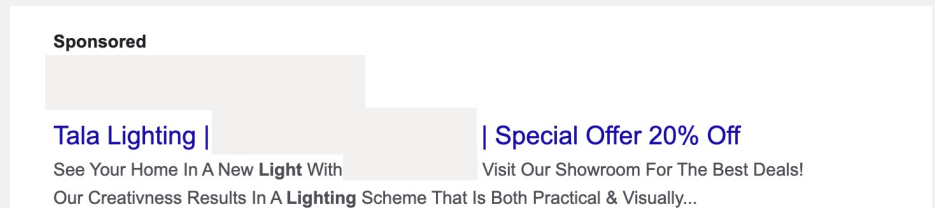
Don't

- Bidding on Tala generic keyword
- Using 'Official' alongside 'online store' or 'shop'
- Stating 'full collection'
- Promoting sales or Trade discounts alongside the Tala brand name



Tala Lighting | Shop LED Lighting at

Shop official Tala lighting at Explore our range of designer, energy-efficient LED light bulbs, ceiling lights and table lamps.



Sponsored

Tala Lighting | **| Special Offer 20% Off**

See Your Home In A New **Light** With Visit Our Showroom For The Best Deals!
Our Creativness Results In A **Lighting** Scheme That Is Both Practical & Visually...

PPC EXAMPLES – GENERIC DON'TS

Don't

- Use language like 'Official Online Store'
- State 'full collection'
- Promote Sale or Trade Discounts and generic lighting products
- Bidding on Generic Tala keyword

Sponsored

[Tala Lighting | Shop LED Lighting at](#)

Shop official Tala lighting at | Explore our range of designer, energy-efficient LED light bulbs, ceiling lights and table lamps.

Sponsored

[Tala Lighting |](#) [| Special Offer 20% Off](#)

Tala Muse Portable Lamp in Farrow & Ball Pleasure Garden. 0 out of 5. Now £275.00 £220.00.



Sponsored

[Tala Brass Nine pendant with Voronoi II bulbs |](#)

See what's new in our Outlet! Enjoy up to 40% off timeless Nordic design items. Save up to...

Sponsored

[E27 Voronoi I 2W / 2200K, 100lm - Ø 12.5 x H 17.5 cm - TALA](#)

Buy Original Designer Products, Home Decoration and Lightings! Large Choice of Design Products on N°1 for online Design. High quality products.

Last Sale : -60% off* · Newsletter Offer 10% · Lifestyle · Interior Design · Outdoor Collection

Summer Sale: Up to 60% off Design Brands · Valid 22 Jul - 1 Aug

PPC EXAMPLES – GENERIC DO'S

Do's

- You may only bid for and use generic Tala category keywords if you stock our best-selling products*
- Lead with your brand name and affirm that you carry the Tala collection.
E.g. 'Retailer X | Tala Voronoi LED Bulb Range | Decorative Lighting'
- Use our approved language such as 'Tala – Beautiful, Sustainable Lighting', 'Decorative LED Lighting', 'Responsibly Designed'
- Avoid mentioning alternative brands or collections in same ad copy

*Voronoi, The Muse, Triple Pendants and Nine Pendants (incl. all variations and combinations)

ADVERTISING SPECIFICS – GOOGLE SHOPPING

Shopping Ads

You may only run Google Shopping ads for individual SKUs for which you hold stock.

ADVERTISING DETAILS DISPLAY + SOCIAL MEDIA

Photography Usage

- You are obliged to use the provided packshot/cut-out and lifestyle photography. Avoid adding unapproved colour backgrounds to packshot imagery
- This content must not be used alongside sale or discount-driven messaging
- Official product assets and packshots are made available via our Digital Asset Library
- Additional assets can be made available on request
- Please DO NOT promote a sale on Tala products with Tala assets without prior approval



ADVERTISING SPECIFICS – WHEN ON SALE

Sale Messaging

If you (our Partner) are are running a Sale, then your messaging must lead with your brand name

Do

(Example)

[Partner name] is on Sale | Up to 20% | – Featuring Tala Lighting

Don't

(Example)

Tala Lights | 20% off | Sales Ends Soon

INTERNATIONAL SELLING

No Active International Selling

Partners should abstain from active selling in countries beyond the one stated in your commercial agreement.

If you wish to request permission to actively sell Tala products outside of the agreed territory(s), you will need to meet the following minimum criteria:

- Have a dedicated site for the additional territory, offered in the local language
- Display pricing in the local currency
- Possess a comprehensive service infrastructure to support international fulfillment

While you have the option to request permission to actively sell outside of the agreed territory(s), Tala reserves the right to deny such a request if we believe it isn't in the best interest of the Tala brand.

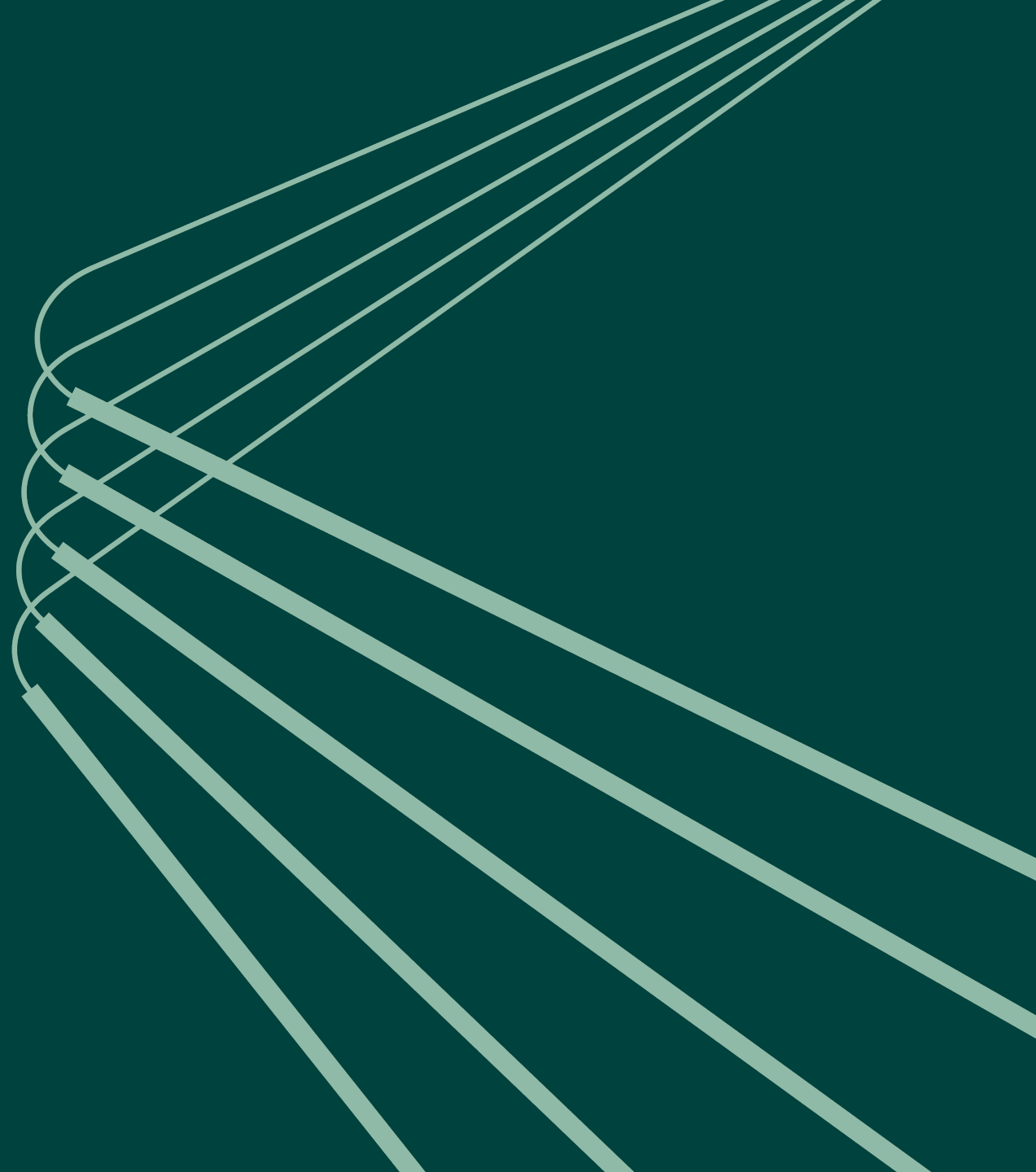
*Please liaise with your Sale Rep regarding approvals



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SECTION 02

TONE OF VOICE



COMMUNICATION TONE OF VOICE

LEADERS IN DESIGN

GENTLE ON THE PLANET

LIFE-BRIGHTENING

PASSIONATE. APPROACHABLE. CONFIDENT.

TONE OF VOICE.

This guide is intended to aid Tala's global partners in producing brand-aligned messaging.

Authentic

Communication should be as genuine as Tala's origin story. Stick to the truth, speak from the heart, and let our core values shine through.

Sustainable

Language should reflect Tala's commitment to the environment. Use words that embody our dedication to going zero-carbon, without compromising on context or facts.

Inspirational

Tala believes in the power of great design to change the world. The tone should inspire and ignite a passion for sustainable, design-led lighting.

Accessible

Tala's mission and products may be complicated, but the communication shouldn't be. Keep the language simple, clear, and jargon-free.

Optimistic

Tala lights brighten up homes and lives, and the language should do the same. Maintain an upbeat, positive tone that mirrors our mission.

Respectful

While we're proud of what Tala has achieved, we understand that we're part of a broader community. Respect for our customers, partners, and the planet should always be evident in communications.

COMMUNICATION – SPECIFICS

Copy about the Tala founders

Any references to the Tala founders should be brief, factual, and direct. While they are integral to the foundation of Tala, over-emphasising their stories could muddy the brand message for the customer.

Social Media copy

We believe less is more; allow the visuals to lead and keep text to a minimum. Our goal with social media communications is to engage and inspire. We don't use this platform for self-aggrandizing or hard-selling.

Copy about a product or product collection

We share genuine, inspiring stories about our products; a few words about the material or manufacturing process will often suffice. If a product or collection has a distinctive element or feature, we recommend trying to encapsulate it in a concise sentence, e.g., "Enno, a fusion of light and elegance" OR "Voronoi, nature's geometry perfected."

Sales

We create opportunities for people to purchase our products; they should never be a hard-sell. We subtly guide customers towards our products, offering captivating stories while always leaving them intrigued and wanting to know more. Always use a personal and engaging tone, with concise and casual messages.

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THANK YOU.

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