



Brand Tanla

## **Brand Tanla**

Tanla is poised for tremendous growth in the coming years and is ready to make a name for itself in mobile communications. To customers, investors, partners or employees, Tanla is associated with innovation, futuristic ideas, integrity and excellence.

This equity has to be continuously nurtured, reinforced and more importantly, built upon.

Evolving a brand image cannot be a matter of trial and error. It has to be engineered with clarity of thought and orchestrated after extensive deliberation. This set of guidelines accomplishes that task to ensure consistent success for the brand.

### **Who are we talking to?**

Tanla solutions, products and services are used by our customers to offer better services to their customers. Our communication to our customers will therefore be in the context of their customers.

### **Who are 'their' customers?**

Their customers are upbeat young individuals who are always ready for action. They are creative, experimental and explorative. These are the very qualities that make them confident and unafraid. They are quick, open, clear, and simple in their communication. A savvy lot, who know it all, yet don't come across as being geeky. They are technology savvy, Vibrant, trendy and always eager to widen their knowledge. This gives them the confidence to look up and lead the way.

### **Why guidelines?**

Tone of voice

After intense deliberation and immense diligence 'MATURE, SMARTER, INNOVATIVE AND VIBRANT' has been found to be the perfect tone of voice to communicate to this audience. Additionally, the tone of voice will also reflect the core values of the brand. The brand personality and tone of voice will be in synch with the following values.

- Innovation
- Knowledge and open to ideas
- Skill and experience



- Effective and cost efficient
- Futuristic
- Constant evolution
- Contemporary
- Integrity
- Directness and sincerity
- Facts along with required support
- Honesty and with the confidence of delivering on promises
- Excellence
- Constant quest for quality
- Going the distance to achieve

In short, the key tone of voice elements would be Intelligence, Confidence, Future focus and Sensitivity.



	Print Pantone	CMYK	Web RGB	HEX
 Red	1797 C	6 100 97 1	223 30 41	#df1e29
 Dark red	201 C	18 100 94 9	187 32 42	#bb202a
 Grey	445 C	69 58 56 39	81 84 85	#515455

