



# Brand Guidelines

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**Updated:**  
March 2024



This brand book is CONFIDENTIAL and should be shared only on a VIEW-ONLY basis with partners working with Redington under NDA.



# The Company Introduction

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## The Design Guidelines

These comprehensive guidelines serve as a blueprint for leveraging the visual identity to intricately weave together the essence of the brand and its diverse verticals, forming a unified narrative that resonates across all aspects of its presence.

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## Guidelines FY24 Updates

- Brand Color Usage
- Logo Placement
- Co - branding Principles
- Redington creative strategy
- Redington Social Media Aspects
- Redington Event Guidelines





# About Redington

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## Boilerplate: About Redington

Redington Limited, an integrated technology solutions provider and a Fortune 500 company, enables businesses in their digital transformation journeys by addressing technology friction – the gap between innovation and adoption. With presence across 40+ markets through 60 subsidiary offices, over 300+ brand associations, and 43,000 channel partners, Redington enables seamless and end-to-end distribution for all categories of IT/ITeS, Telecom, Lifestyle, and Solar products in India, Singapore, South Asia, Middle-East, Africa and Turkey. Through its concentrated focus on technology, innovations, and partnerships, Redington is one of the most trusted distributors of products, services, and solutions across the world.



# Brand Core

## Vision & Mission Statement

### Vision

Be the preferred company for connecting buyers and sellers.

### Mission

Offer a platform using technology to enable seamless flow of products and service.

# Redington Culture | Ethics

## Core Values

### What we believe

Our core values are the fundamental pillars of the Redington culture that guide our behaviours and actions, both within and outside of Redington. They are the principal that set the direction for our vision, mission and goals

think **Trice**



Results Through **Teamwork**



**Customer centricity**



**Respect and Trust**



**Strive for Excellence**



**Uncompromising Integrity**

# Redington Culture | Ethics

## Core Behaviours

### How we Act

Our core behaviours are cemented by our core values and help us stay consistent and effective in our practices

**RESPONSIVE, HAVING A BIAS FOR ACTION**



**STRIVE FOR CONTINUOUS IMPROVEMENT**



**MAKE TIMELY DECISIONS, SHOW URGENCY IN RESOLVING PROBLEMS**



**PRIORITISE ONE REDINGTON**



**COMMIT AND DELIVER WITH TRANSPARENCY AND QUALITY**





# Differentiators

## What Sets Us Apart

### **Future-Ready Mindset:**

Our external focus and data-driven decision-making capability help us remain cognizant of changes in consumer behavior, evolving services-based business models and technology adoption.

### **Outside-In Approach:**

With an outside-in perspective, we adapt, evolve and respond with our ability to recognize and navigate a dynamic technology landscape.

### **Passion to Win Together:**

We believe our success has always been based on long-standing, seamless partnerships and alliances with our customers, vendors and channel partners.

### **Technology-Led Initiatives:**

We invest our time and capital to understand and build cutting-edge platforms that create future-ready infrastructure and services for our customers and stakeholders.

### **Data-Driven Organization:**

Across the ranks of our organization, our mandate is to make our data clean, enhanced and available to everyone.

# Brand Messaging

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# Voice & Tonality

It's not what you say, it's how you say it."

Redington should speak in a tone that is not overtly professional and technical while at the same time does not reduce the impact and relevance of the points that have to be made.

Redington is the advisory that consumers turn to for help in adapting technologies. The following points will help determine Redington's tone of voice:

## Be Conversational

A conversational tone sets us apart from other retailers. We often speak in fragments, so it's fine to use them in your writing. Use personal pronouns (i.e., we, you, our, your).

## Use first person instead of third:

Use "We would love to help" over "Redington would be happy to help".

# Voice & Tonality

## Use a gender-neutral voice:

Ensure that every message sounds the same in a male and female voice.

## Use short sentences:

The more concisely you can put a message across, the better. Instead of "I will provide you with suggestions on your performance so you can overcome the challenges you encounter every day." write "I help you overcome the daily challenges of working, so you feel less stressed.")

## Use contractions:

Make your copy sound more like how real people speak.

## Use periods instead of commas:

Make sentences more easily digestible by using periods instead of commas. "We are here. Whenever you need us

# Ecosystem Connects

Our logo represents **synergy** i.e. how we enable different elements within the ecosystem to come together as a unit. Driven by technology, we want to be platform which provides solutions to multiple players could be:

## Manufacturers of products/technology

Who are looking for solutions to reach or service their customers such as distribution, support, warehousing, marketing etc.

## Service Providers

Who want to be connected more closely with their customers

## Channel Partners

Who are looking for reliable partner who can provide them products that meet their customer needs and services such as warehousing, marketing, training, consulting etc.

The tagline helps position ourselves as a platform that provides solutions for our ecosystem. The statement, 'Seamless Partnerships' is industry agnostic and when used with Redington, it provides context.

# Bridging Divides

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

(awaited content)

 [Page Link](#)



# Visual Identity

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# Logo Usage Guidelines

The vibrant full-color wordmark stands as the cornerstone of the Redington logo. Complementing this primary logo are the one-color and wordmark variations, which serve as tertiary options suitable for diverse backgrounds.

For instances where the full-color logo isn't viable, one-color and reverse renditions are at your disposal.

Rest assured, we provide formats in AI, PNG, and EPS, catering to both RGB (web) and CMYK (print) needs.

 [Page Link](#)

Full-color logo  
(preferred)



Gray scale logo



One-color logo/  
Reverse logo





# Logo Usage Guidelines



Redington



DO

Utilize the approved Redington logo when referring to partnerships with us and our services.



DO

Using our white logo is acceptable for dark backgrounds. However, prioritize the full-colored logo as the first preference, with the white logo being the secondary option.



DON'T

Do not use the Super Icon of the logo as an abbreviation for Redington; its intended purpose does not include such usage.

Super Icon of the logo can be used for watermarks and creative background accordingly.



DON'T

Do not substitute the stand-alone Redington for logo placement in partnerships with Redington. Always use the full-color logo.

# Logo Usage Guidelines



## DON'T

Avoid placing the full-color logo over obstructive images, colors, or patterns. Ensure the logo remains clearly visible, preferably against a solid background.



## DON'T

Please refrain from stacking or rearranging any of the elements within the design.



## DON'T

Do not alter the color of the full-color logo in any way. Maintaining the integrity of the original color scheme is crucial for brand consistency and recognition.



## DON'T

Please refrain from utilizing the grayscale version of the logo in your creatives. Opting for the full-color logo ensures maximum impact and consistency with our brand identity across all platforms and materials.

# Co-branding:

## Organizer Brand

When Redington hosts an event, our brand takes the lead. In such cases, the Partner Logo gracefully concludes the lineup. Conversely, if the partner brand takes the helm, their logo rightfully opens the stage, followed by Redington's.

Redington is the organizer



Our partner is the organizer



**In General :** Redington Logo is positioned at the top right corner to all assets and events in social media.



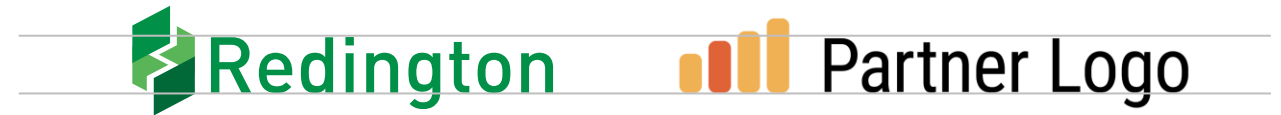
# Co-branding:

## Logo sizing (Horizontal partner logo)

Ensure that the height of the partner's logotype matches that of the Redington Logo.

It's acceptable if the partner's logo extends beyond the boundaries of the Redington type height. In cases where the partner's name is longer, slight adjustments may be necessary to visually align the sizes of both logos.

Also use '|' between the partner branding and the Redington logo.



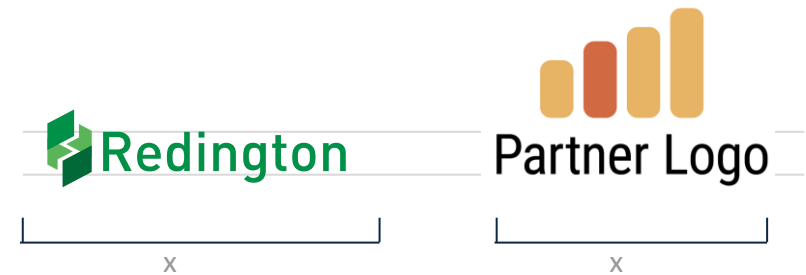
# Co-branding:

## Logo sizing (Visual Logo Weight )

When incorporating a partner's logo in a vertical lock-up or unconventional orientation, it's essential to ensure visual harmony between the logos.

One **helpful technique** is to squint your eyes until the logos blur slightly. Ideally, both logos should appear to possess similar visual weight.

Avoid basing the logos' sizes solely on their actual dimensions. For instance, while the Redington Logo and partner logo may have the same width, they may not appear visually equivalent in size.



# Co-branding:

## Logo alignment (static applications)



DO

Align logos based on their baseline, especially when the partner logo is displayed in a horizontal lock-up.



DO

When the partner logo is presented in a vertical lock-up, it's crucial to center-align the logos for optimal visual balance and alignment.

# Co-branding:

## Logo clear space (static applications)

Ensure a minimum distance, equivalent to the width of the Redington Icon, between logos in static applications such as print ads, digital banners, or emails. Expanding the clear space to twice the width of the Redington Icon, especially when using the "|" separator, is ideal when ample space is available in the creative.

Additionally, ensure there is adequate spacing around the edges of the creative to enhance brand visibility.



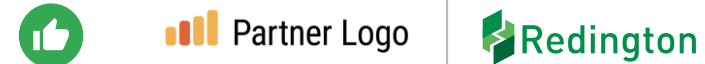
# Co-branding:

## Logo lock-ups



**Switching to Cloud  
has never been easier than with [Partner].**

Large companies all over the world are switching to Google Cloud with the support of [Partner]. From 50 seats to 50,000, our partnership means that your migration...



DO

Our 1<sup>st</sup> preferred positioning is top right corner.

Use the Redington Logo always on first and partner brand logo after our Logo when Redington is the lead player. Expand on specifics of the partnership in supporting copy.



DON'T

Use '|' between the partner branding and the Redington logo.

Don't use elements like '+', 'or' between the partner branding and the Redington logo when Redington is leading. This is dependent on partner brand guidelines.



# Co-branding:

## Logo Stacking



DO

When stacking logos, the minimum height of the clear space should still be of one Redington Icon.



DON'T

**Left Static applications:**  
Left align the stacked logos, and place the Redington logo on top in the designs.



DON'T

**Center Static applications:**  
Center-align the stacked logos according to the design.

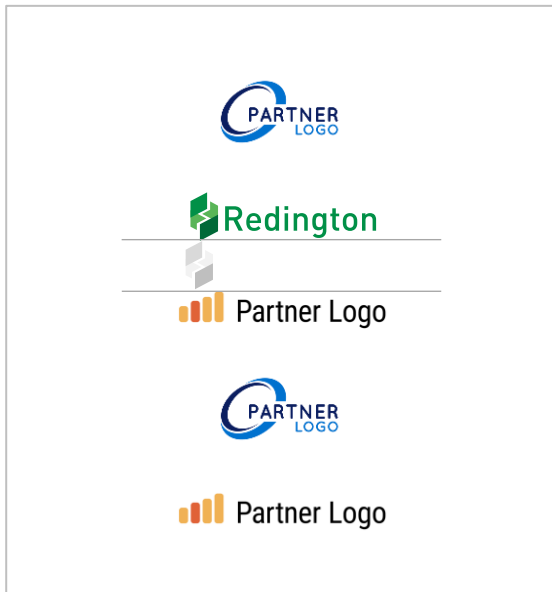
# Co-branding:

## Logo Stacking



DO

When stacking logos, it's essential to maintain a minimum height or width of clear space equivalent to at least one "Redington Icon". This ensures that each logo maintains its visual prominence and clarity within the design.



# Brand Colors

## Primary color | Tints, Tones & Shades

We have 3 brand colors. Tints , tones and shades of each brand color can be used in all kind ko creatives.

#026937

<b>Hex</b>	#026937
<b>RGB</b>	2 150 55

#018A44

<b>Hex</b>	#018A44
<b>RGB</b>	1 138 68

#59B557

<b>Hex</b>	#59B557
<b>RGB</b>	89 181 87

Tints



Tones



Shades



# Brand Colors

Secondary color | Black and white

## Secondary Color

### #13335A

Hex	#13335A
RGB	19 51 90

### Tints

#13335A

#185BA1

#6FA6DF

### Shades

#13335A

#07254A

#091729

## Our Black and White for Fonts and Creatives.

### #15202D

Hex	#15202D
RGB	19 51 90

### #75808E

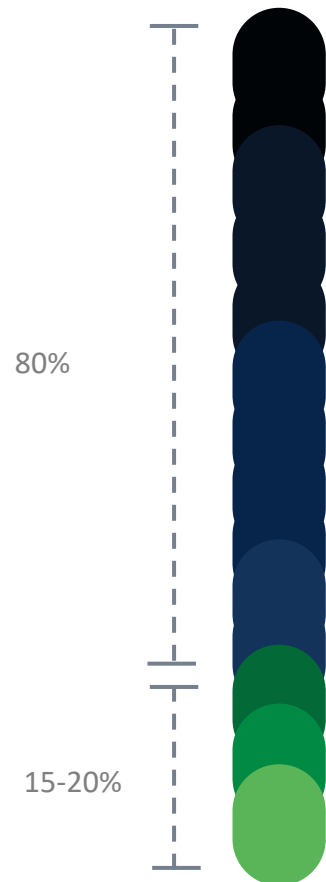
Hex	#75808E
RGB	19 51 90

### #FAFBFB

Hex	#FAFBFB
RGB	19 51 90

# Brand Colors Usage

In Tech Adaption Creatives



Sample

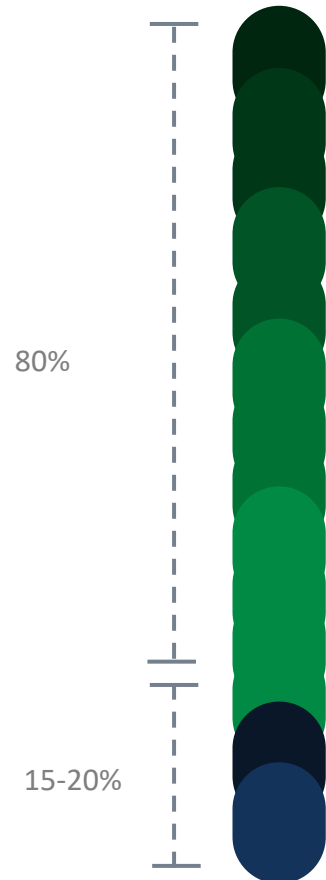


15-20% primary colors 75-80% secondary color.

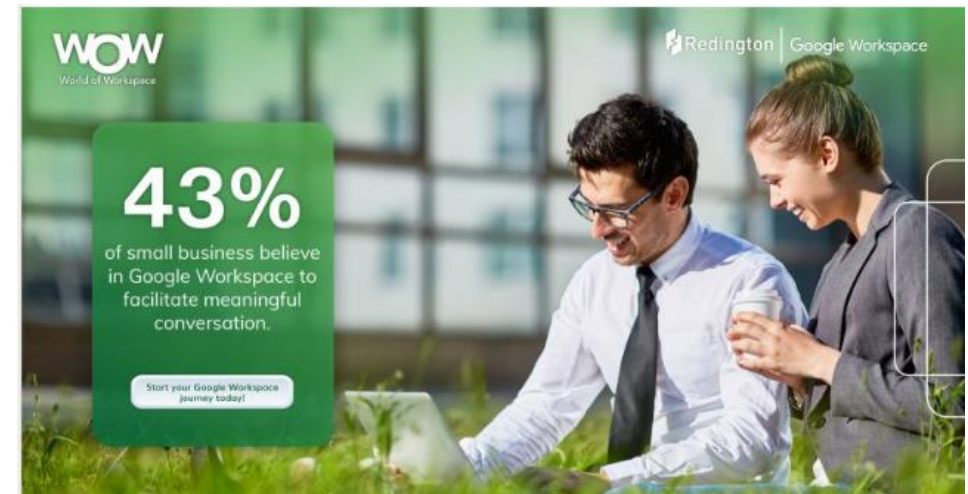
Ratio – 20:80 (10-20% of breathing space)

# Brand Colors Usage

## Humanizing Adaption Creatives



Sample

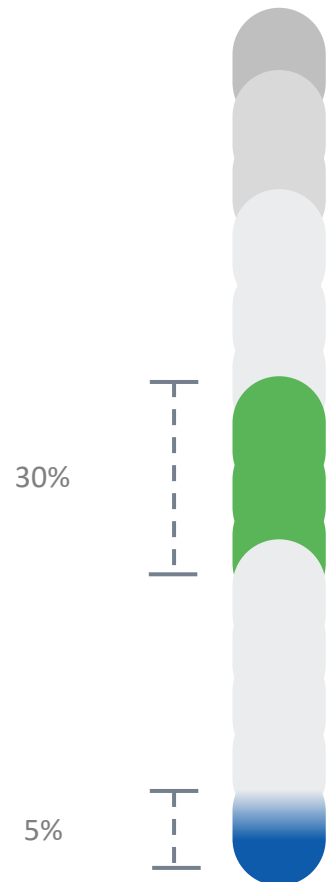


70-80% primary colors 10% secondary color.

Ratio – 80:10 (10-20% of breathing space)

# Brand Colors Usage

Primary Color and White



Sample

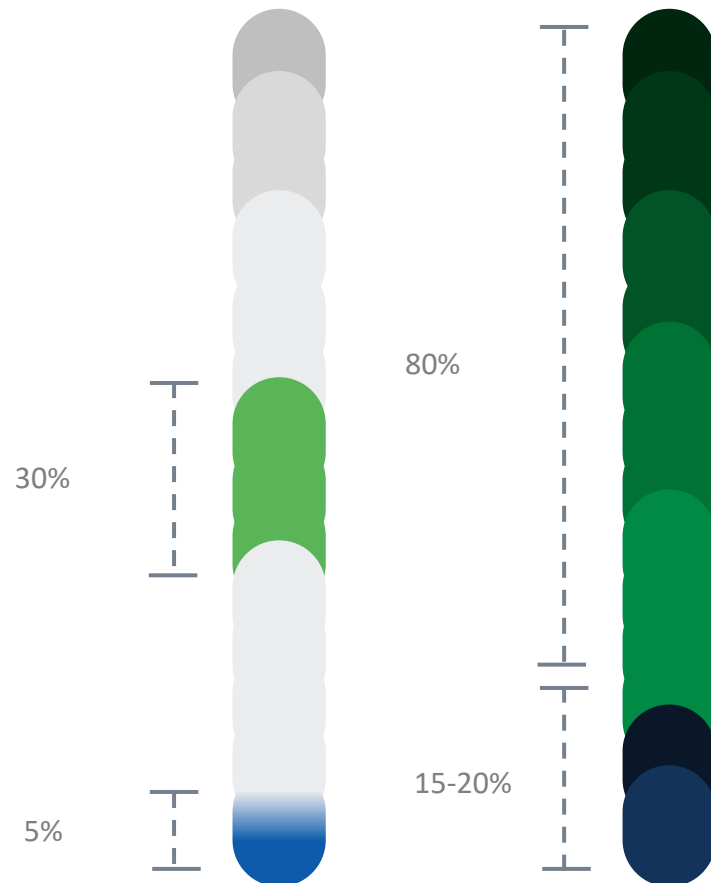


30% primary colors 5% secondary color for fonts and 60% white.

(10-20% of breathing space)

# Brand Colors Usage

## Logo Enhancements Creative



### Sample



Creative made with logo enhancements is approved either on 30-50% Redington Green or 80-100% of Redington green

(10-20% of breathing space)



# Typography

## AvenirNext Font

Aa

AvenirNext Thin

AvenirNext Regular

AvenirNext Bold

Abcdefghijklmn

Opqrstuvwxyz

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890!?

Abcdefghijklmn

Opqrstuvwxyz

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890!?

Abcdefghijklmn

Opqrstuvwxyz

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890!?

# Creative | Graphic Narratives

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# Humanizing Imagery

## Live Samples

**Dell Technologies**  
AUTHORIZED DISTRIBUTOR

**Redington**

**Subheccha Kolkata!**  
Let's ignite innovation together

**Tech Synergy**  
Partnering for Innovation

#ReducingTechnologyFriction™

13 March 2024 | 6:30 p.m. Onwards | The Lalit Great Eastern Kolkata

**LOGIC ERP**  
RETAIL & DISTRIBUTION MANAGEMENT SYSTEM

**Microsoft** | **Redington**

**BRIDGING DIVIDES IN RETAIL**

Together, we are redefining the retail landscape.

**TRAILBLAZERS**  
SCALING SUCCESS TOGETHER

**Redington**

"We are glad to get associated with Redington for Cloud Computing Services. Redington is a constant learning and growth power house. Their team energizes and supports us, making the path of success a smoother one. With programs like Power Week, and partner benefits introduced for Redington Cloud and Google Cloud, we have doubled our sales in last six months and expecting to quadruple the sales in coming six months. We would like to offer Redington team our strong support in their mission to transform the country into the most advanced Cloud Nation globally with a keen focus empowering companies like us, boosting the overall growth of our country."

**Jimmy Amlani**  
Managing Director  
Tizzy Cloud Computing Private Limited

**Redington** | **AWS PARTNER**

**Struggling to find the right Cloud Solutions?**  
Discover the endless opportunities with our ready made cloud Bundles

- Virtual Machine Bundle
- Network Bundle
- Greenfield Database Bundle
- Secure Storage Bundle
- Static Website Hosting Bundle

**Get Started With \$300\* AWS Credit**

\*T&C Apply

**Google Cloud** | **Redington**

**PARTNER HANDSHAKE**

13th September 2023  
Mumbai

#BridgingDivides

**Drip Diving Sessions**

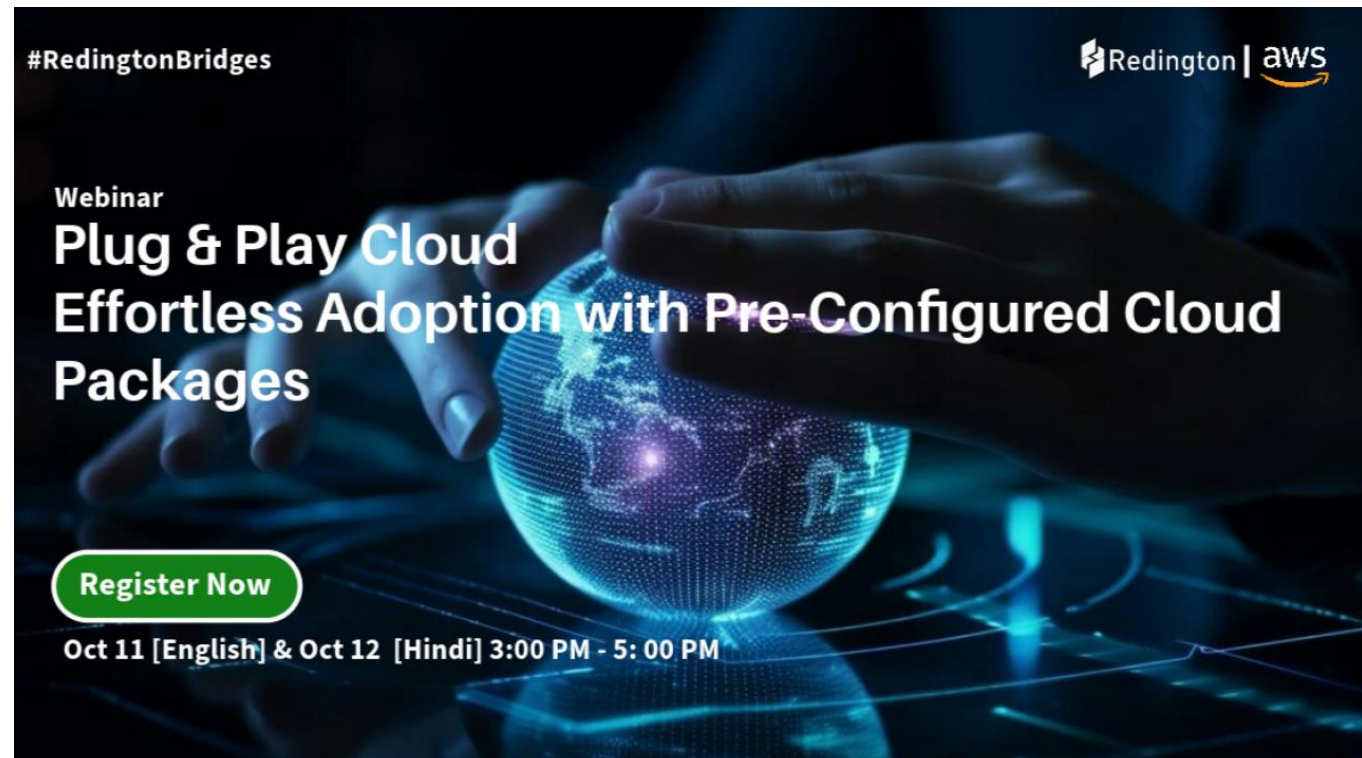
- Redington Journey & Capabilities
- World of Google Workspaces
- Partner Benefits

**Microsoft** | **Redington**

**Upgrade from Tally to D365 Business Central with Redington**

# Tech Adaptions

Live Samples





# Social Media Assets

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# Usage Scenarios



DO

Size the Redington logo to **visually balance** with partner logos, provide ample clear space.



DO

Lead with the partner logo when the partner is leading the initiative.



DO

Redington Logo can be on top right corner as per the design preferences.

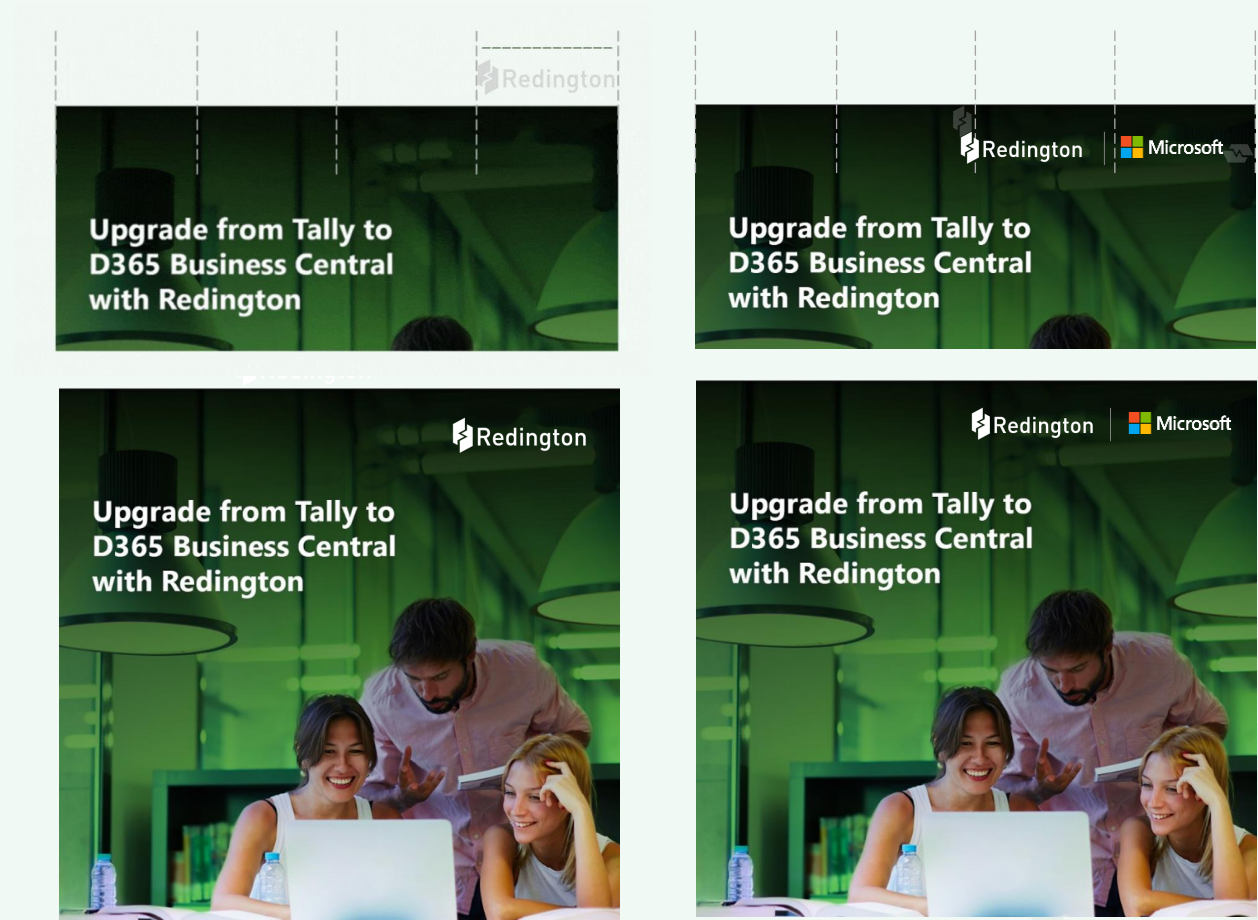
# Usage Scenarios

## Logo sizing

Logo should be 1/4<sup>th</sup> of the square frame creative if using in only Redington logo

A size slightly smaller than one-fourth of the creative can also be considered. However, ensure that the logo remains sufficiently visible and legible, avoiding excessively small sizes.

When incorporating two logos (Redington Logo & Partner Logo), ensure that both logos should not extend beyond half of the square frame creative.



# Usage Scenarios

## Logo sizing

Logo should be slightly smaller than 1/4th of the landscape frame creative if using in only Redington logo

Using three logos consecutively is acceptable. Ensure that all logos are scaled down proportionately so that none extend beyond half of the creative area.





# Usage Scenarios

## Logo spacing around the edges

Place the Redington logo with one Redington icon's space from the edges. Utilize the icon as a guide for positioning the Redington logo.

Observe carefully how icon is positioned from top and right edge. Use same positioning as the guide



## Sample



# Usage Scenarios

## Do's & Dont's



### DON'T

Don't use the full color Redington logo on busy backgrounds. Instead, use the reversed (white) version.



### DON'T

Don't place the logo too much attached with the edges.



### DON'T

Avoid placing excessively small logos, as this diminishes their visibility and importance within the brand hierarchy.



# Event Guidelines

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# Standees

## Logo & Content Placement Rules

We prefer 3 options for logo placement for standee.



**Option 1:** Redington Logo at the top-right corner, Partner Logo on the left.

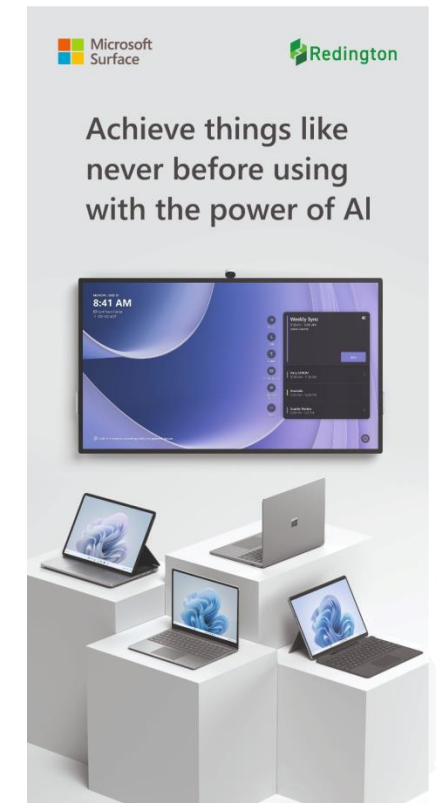


**Option 2:** Both Logos at the top-right corner, with Redington's placed first.



**Option 3:** Both Logos at the center top, with Redington's placed first.

## Sample



# Standees

## Logo & Content Placement Rules

### Sample

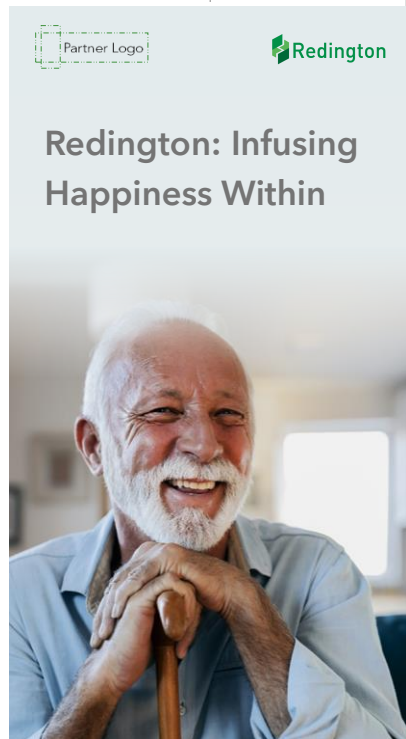


### Principles:

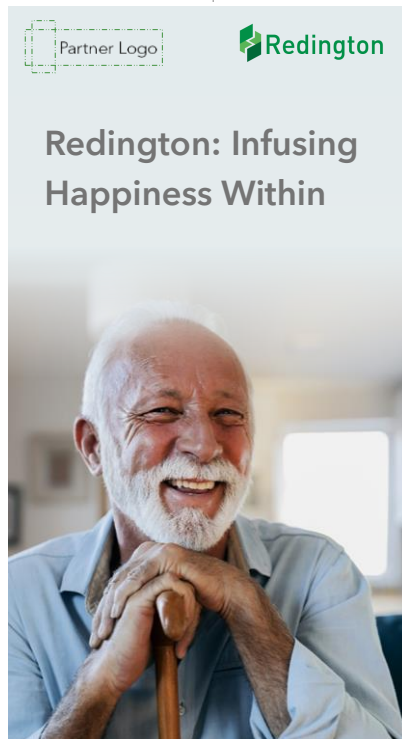
- ✓ Adopt a minimalist approach featuring a headline, subhead, and product image. Refrain from using busy images or illustrations; prioritize clear callouts and product visibility.
- ✓ Keep standee messages short, crisp, and to the point. Avoid lengthy stories; instead, focus on crafting catchy catchphrases to grab the attention of onlookers.
- ✓ When using standees to convey important information, prioritize placing it at the top rather than the bottom. Ensure that the most crucial information, aimed at visitors' attention, is positioned at eye level for optimal visibility.
- ✓ Only use high-quality graphics on your standees and banners. The images and graphics you choose should be pleasing to the eye and should help you get your message across.

# Standees

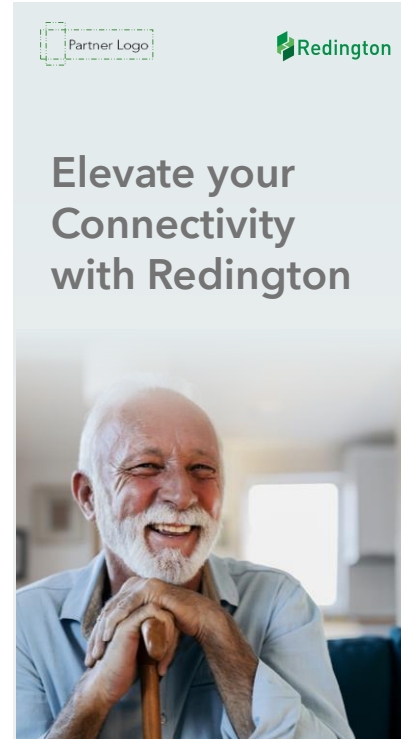
## Logo & Content Placement Rules



Logo should be slightly bigger than 1/4<sup>th</sup> of the width.

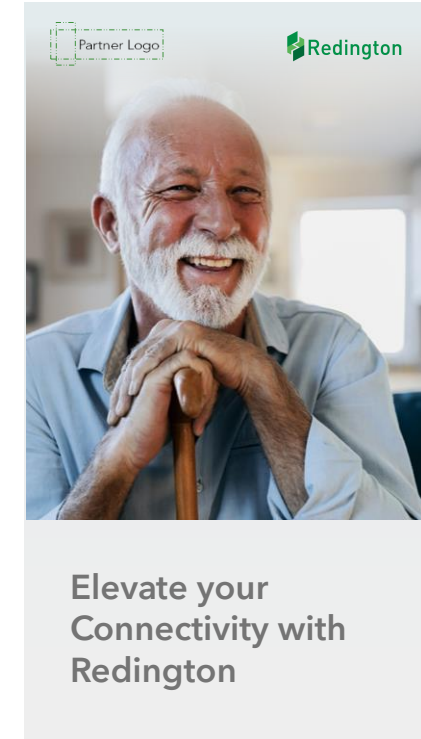


Don't make the logs too big. It effects breathing space.



Important information should be placed on 2/3<sup>rd</sup> part of the standee.

Brand & content fill 2/3<sup>rd</sup>

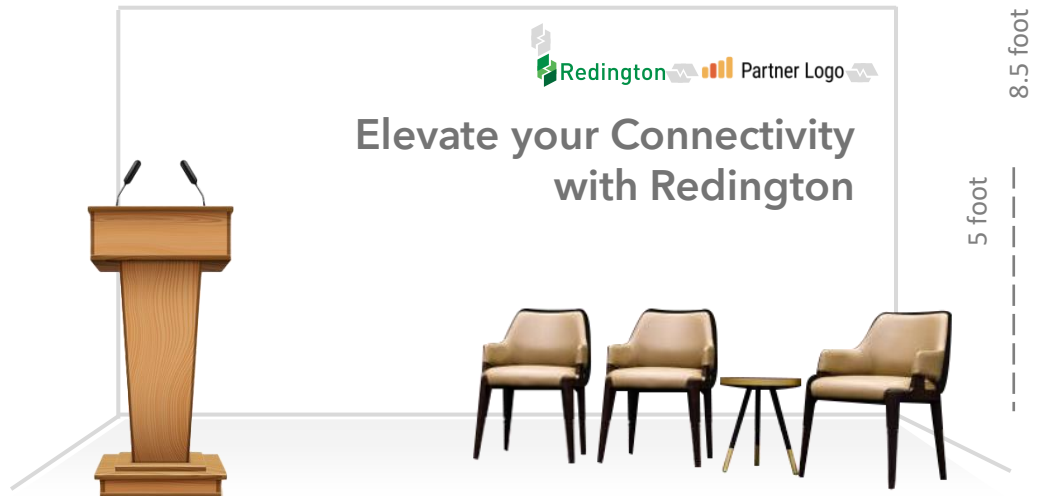


No Information fill 2/3<sup>rd</sup>

# Backdrop

## Logo & Content Placement Rules

We prefer 3 options for logo placement for standee.



**Option 1:** Both logos aligned at the right edge, with Redington's leading. Content also right-aligned, enhancing visibility and stage presence with respect to the elements over the stage.

### Principles:

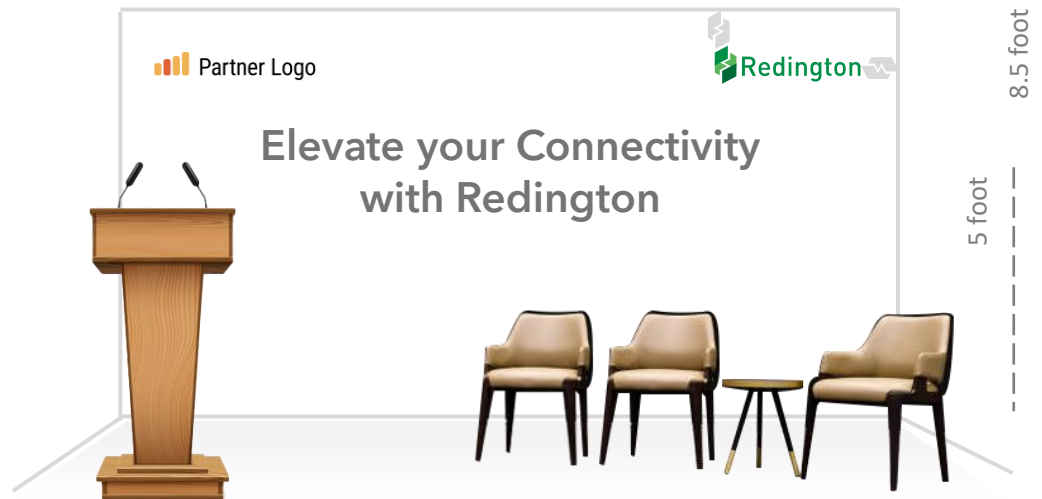
- ✓ Logo of the units is always in a formal position; should be placed at a height of at least 6 feet or more so as not to be covered by the person standing on the stage; dark at the feet;
- ✓ Place the logo with one Redington icon's space each other & more one Redington icon from edges. Utilize the icon as a guide for positioning the Redington logo.
- ✓ The name / main content of the event must be at a height of 5.5 feet or more. Text can be used at the background too in a creative way, according to the design.
- ✓ Text should apply according to the standard identity font of the brand identity. But if it is a special event, you can use fonts that are not in the brand identity guidelines, but best represent the theme, concept of the event



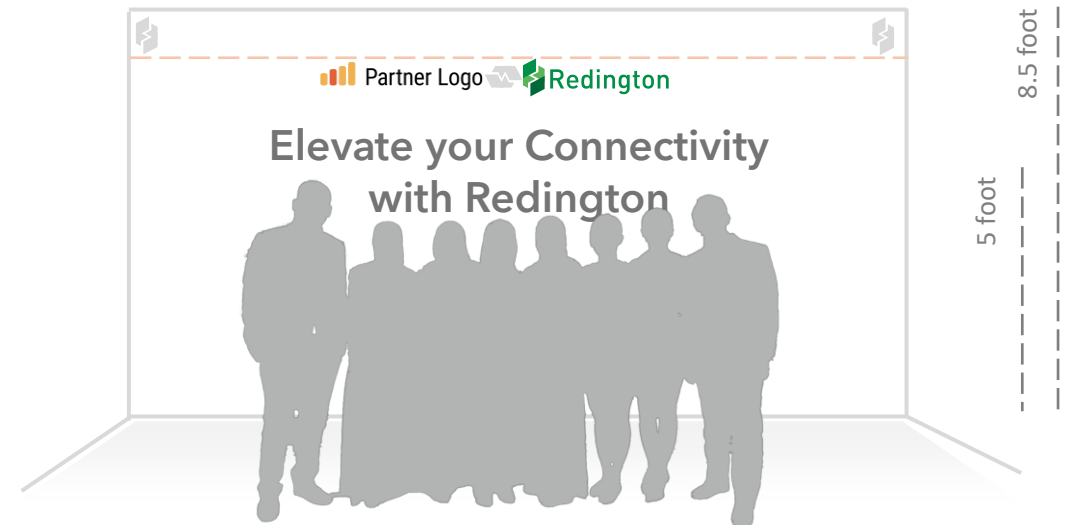
# Backdrop

## Logo & Content Placement Rules

We prefer 3 options for logo placement for standee.



**Option 2:** Both logos aligned at the right edge, with Redington's leading. Content also right-aligned, enhancing visibility and stage presence with respect to the elements over the stage.



**Option 3:** Both logos aligned at the right edge, with Redington's leading. Content also right-aligned, enhancing visibility and stage presence with respect to the elements over the stage.



# Podium

## Branding Rules



### Principles:

- ✓ Logo should be placed on top part of the podium.
- ✓ The Content should end till 2/3rd of the podium. Leave bottom part empty according to the design, as it doesn't give visibility.
- ✓ Better design prefers only brand logos on the podium. Which completely depends on podium design you choose.
- ✓ For partners, sponsors or participants—use all of the logos independently but with equal weight.

# Corporate Gifting

## Branding Rules

This is to express our heartfelt gratitude for our employees, clients and partners unwavering support and dedication. Their contributions have been invaluable, and we're truly grateful for the trust and partnership you've shown us.

### Principles:

- ✓ Embrace a minimalist design ethos with clear logo placement, favoring our full-color logo.
- ✓ Opt for straightforward messaging complemented by creative typography; brand fonts are optional.
- ✓ Minimalistic use of Redington green. Use one darker shade or stroke from Redington green.
- ✓ Prioritize premium and elegant branding over the gifting presentation.



# Communication Assets

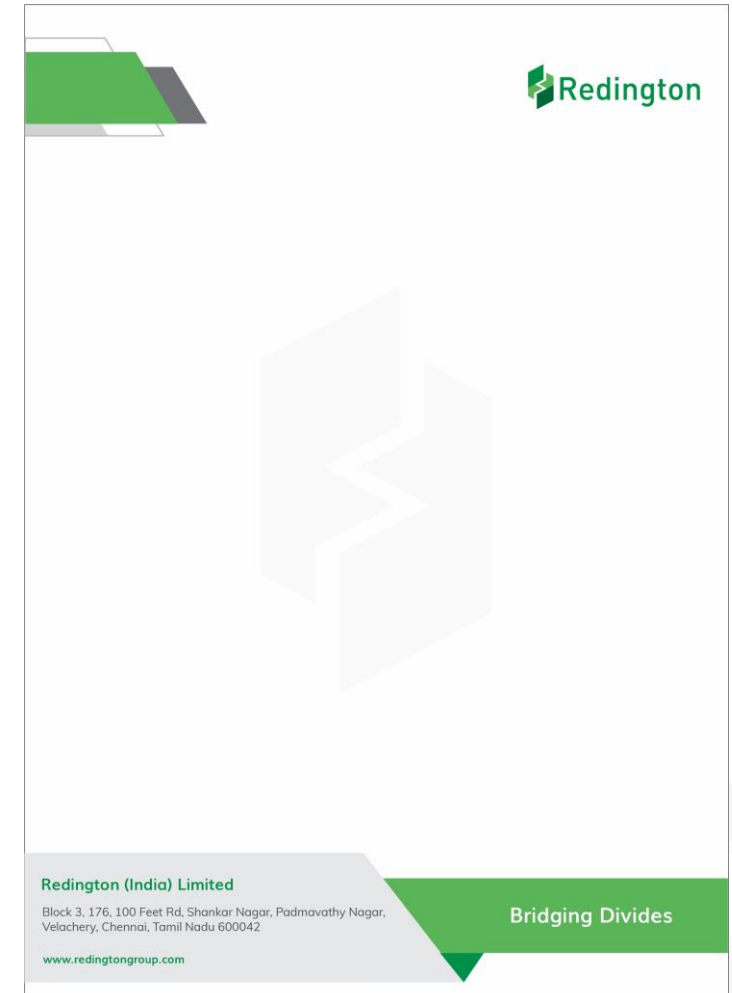
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# Redington Letterhead

## Principles:

- ✓ Logo should be placed prominently at the top of the letterhead, aligned to right.
- ✓ Ensure the logo size is consistent with other brand collateral and maintains legibility.
- ✓ Use brand-approved fonts for all text on the letterhead, including the company name, address, and contact information.
- ✓ Maintain consistency with the brand's color palette.
- ✓ Maintain whitespace around the letterhead edges, at least double the width of the Redington Icon, to uphold a clean and professional appearance..

 [Template Link](#)



## Email signature



Use front facing simple and professional photo. Logo extension is optional.

# Business card



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

## ID card

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



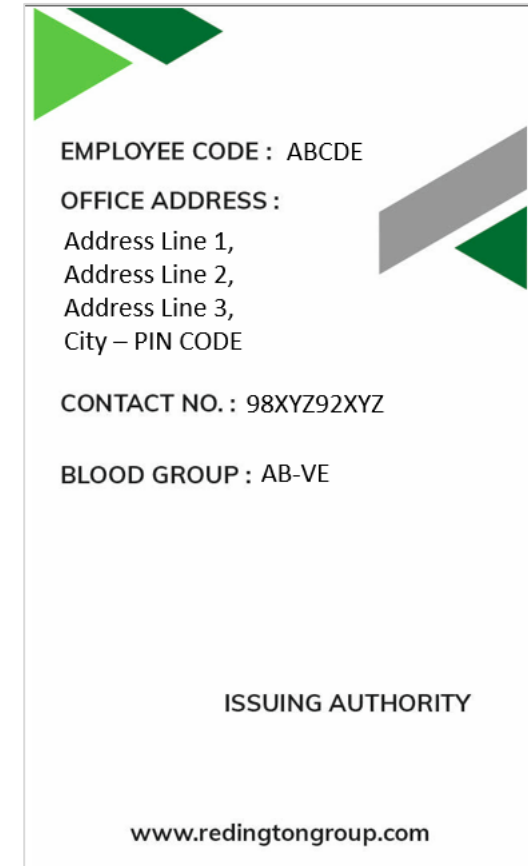
Redington

CROP PIC TO  
SHAPE

PASTE HERE

**F NAME**  
**L NAME**

EMPLOYEE CODE : ABCDE



EMPLOYEE CODE : ABCDE

OFFICE ADDRESS :  
Address Line 1,  
Address Line 2,  
Address Line 3,  
City – PIN CODE

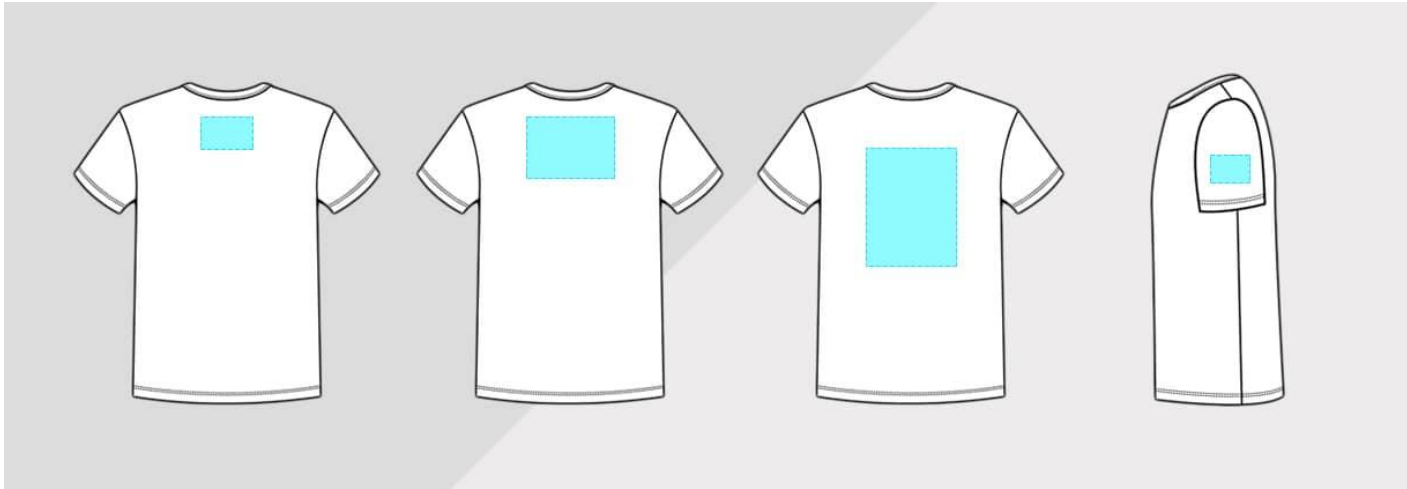
CONTACT NO. : 98XYZ92XYZ

BLOOD GROUP : AB-VE

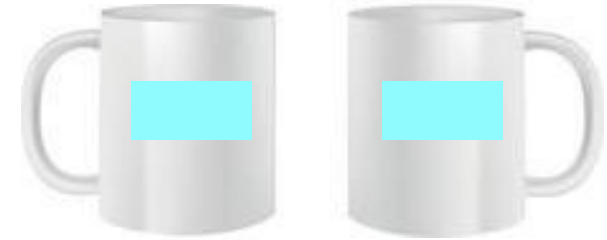
ISSUING AUTHORITY

[www.redingtongroup.com](http://www.redingtongroup.com)

# Merchandise



T - Shirts



Mugs



# Templates & Examples :

Partner slide deck

 [Partner Deck Link](#)



# Templates & Examples :

## EDM templates

### Regular EDM


Create your regular email in with a way.

This can be made with the help of word doc with the help of tables. Sending your important EDM in a presentable layout is a mandate to maintain brand hierarchy.

Learning Guide & Template


 [Page Link](#)

## New Team Member Announcement




Dear Team,

Kickstarting the first week of FY25 with team expansion! I am excited to introduce our two newest colleagues who have joined the marketing team, Manjusha Jha and Lokeshwar Singh Bandral. With the addition of fresh content and design talents to our team, we look forward to amplifying our shared digital synergies for more powerful campaigns, websites, EDMs and communication initiatives. Wishing us all a terrific New Financial Year 2025.



**Manjusha Jha**  
Social Media Content Marketing Specialist

Manjusha Jha comes with good experience in social media copywriting and strategic communication, gained from her tenure at ETV Bharat, Ramoji Film City, Mahindra First Choice Wheels, and The Markups, Pune. Beyond her professional achievements, Manjusha also finds solace in yoga and enjoys singing.



**Lokeshwar Singh Bandral**  
Web Marketing Specialist

Bringing a robust background in web development and SEO, Lokeshwar Singh Bandral excels in crafting responsive websites, enhancing their search engine visibility, and navigating various web development technologies including HTML, CSS, JavaScript, PHP, WordPress, Shopify, and HTML mailers. When he's not coding, Lokeshwar loves to travel and explore new music.

Please join me in extending a warm welcome to Manjusha and Lokeshwar. Let's offer our full support as they embark on this exciting journey with us at Redington.

Best,  
Ira

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# Templates & Examples :

## EDM templates

### Designed EDM

Partner Logo can be placed to top left corner or before Redington logo like social media creative.

T&C should come at the end before footer. Use the footer template accordingly. Refer to next page for specified footer.

[Template Link](#)

**Limited Time Promo**  
on Microsoft Surface Headset

Talk to our team to book  
Mamta +91 9318 467 526

**Limited Offer**  
**Limited Offer**  
**Limited Offer**  
**HURRY!**  
Ends on 30th June'23

8JU-00015  
Microsoft Wireless

8JN-00005  
Microsoft USB-A

16P-00004  
Microsoft USB-C

Long-Lasting Battery

Flip-To-Mute Microphone

On-Ear Call Controls

Superior Audio

**Incentive Slabs**

Slabs (Order billed till 30th June'23)	Incentive Amount (incl. GST)
15 units or more	₹2,000
25 units or more	₹6,000
50 units or more	₹16,000

**How will it work?**

**Example** Partner XYZ sold 105 units to his end-customers and purchased equal unit from Redington within the program period. So, the partner will be eligible to earn an incentive CN of INR 16,000 (incl GST)

**Terms and Conditions**

- Multiple INV numbers will be applicable under this scheme.
- Maximum payout capped on ₹16,000.
- Promo values mentioned above are inclusive of GST.
- Stocks during the program will be allocated on FIFO basis / Stocks Lasts.
- CN will be passed to a partner account in the month of July'23.
- Reversal quantity will be deducted from partner aggregated quantity.
- Redington India Ltd reserves the right to withdraw the offer at a notice of 2 days.
- Redington India Ltd reserves all rights to modify or amend the program during the promotion period or may ask for documents for further clarification.

**Grow with Redington**

House of 290+ trusted brands and a thriving partner community. The Success Matrix for Redington, our partners, and our brands has three pillars - Innovation, Technology, and Partnership.  
Talk to our team for more information.

@redingtonlimited

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# Templates & Examples :

## EDM templates

House of 290+ trusted brands and a thriving partner community. The Success Matrix for Redington, our partners, and our brands has three pillars - Innovation, Technology, and Partnership.

### Featured Brands



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### Grow with Redington

House of 290+ trusted brands and thriving partner community is the core to Redington. Our sole purpose is to help our partners grow.

#### Limitless Opportunity

An unmatched product and solutions portfolio offering for our partners

#### Support

Be it sales, training or marketing support we are there for our partners

#Reducing Technology Friction



#### Revenue Growth

Access to exclusive discounts, promo and incentives.

#### Redington Online

Login and get access to additional product categories, free delivery & multiply your revenue

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### Grow with Redington

House of 290+ trusted brands and a thriving partner community. The Success Matrix for Redington, our partners, and our brands has three pillars - Innovation, Technology, and Partnership. Talk to our team for more information.



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 [Footer Template](#)

# Templates & Examples :

## Social Media Template




“What sets **Redington** apart is their willingness to go the extra mile.

I vividly recall a pivotal moment when, upon a simple request, they opened their office doors on a Sunday to deliver crucial materials we urgently needed.”

**Rishi Pandey**  
Managing Director,  
Sigma E Solution Pvt. Ltd  
Ranchi, Jharkhand

Association with Redington  
**20+ Years**



ENDPOINT SOLUTIONS GROUP




“Redington's partnership has been a game-changer for us, with their exceptional support and unwavering commitment. Their expertise in sales and lead generation has propelled our success, and we eagerly anticipate their continued stellar services.”

**Rozario Lavaniyan.I**  
Director,  
Postiefs Technologies Pvt Ltd.  
Association with Redington:  
**7 Years**



Postiefs




“We are glad to get associated with Redington for Cloud Computing Services. Redington is a constant learning and growth power house. Their team energizes and supports us, making the path of success a smoother one. With programs like Power Week, and partner benefits introduced for **Redington Cloud** and **Google Cloud**, we have doubled our sales in last six months and expecting to quadruple the sales in coming six months. We would like to offer Redington team our strong support in their mission to transform the country into the most advanced Cloud Nation globally with a keen focus empowering companies like us, boosting the overall growth of our country.”

**Jimmy Amlani**  
Managing Director  
**Tizzy Cloud Computing Private Limited**

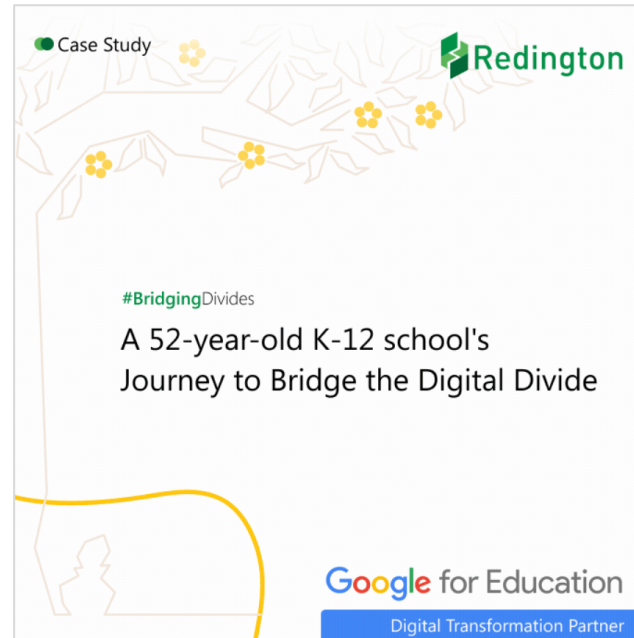




# Templates & Examples :

## Case Study

### Samples



### Principles:

- ✓ Ensure the Redington Logo appears on every page, positioned at the top right corner for consistent branding visibility.
- ✓ Incorporate the logo of the case study brand on the first slide only, with placement tailored to suit the design aesthetic.
- ✓ Include a necessary callout at the end of the case study to provide additional context or key takeaways.