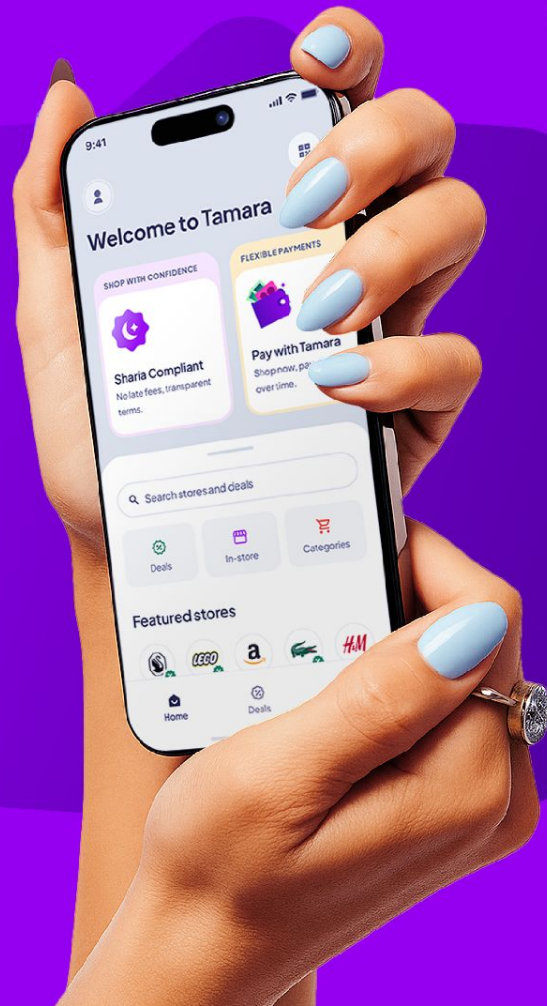


tamara


Branding & Marketing Guidelines



Tamara Proprietary & Confidential.
2025 All Rights Reserved





Tamara unveiled an evolved identity —
modern, fresh, and built for what's next
. This is more than just a new look: it's
about creating a stronger, more trusted
platform for you and your customers.





Our mission

**Helping
people
own their
dreams.**

01

Brand Guidelines

[Download brand assets](#)

[View full branding guidelines](#)



Tamara Proprietary & Confidential.
2025 All Rights Reserved

Our Gradient

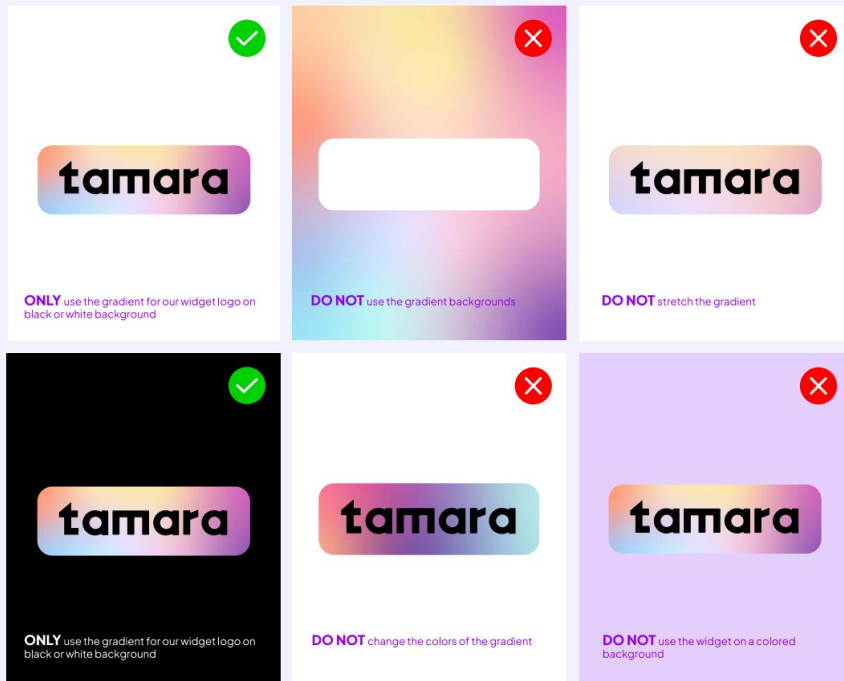
The gradient logo is a distinctive and vibrant element of the Tamara brand. It serves as a powerful visual identifier that reflects our dynamic and modern identity. To maintain brand consistency and integrity, it's essential that the gradient logo is used correctly and in accordance with the provided guidelines. This includes preserving its color transitions, proportions, and clear space to ensure it always appears clean, impactful, and unmistakably Tamara



Gradient Usage Guidelines

The following examples show how **not to use** Tamara's gradient. These are provided to guide you in keeping our brand consistent and recognizable.

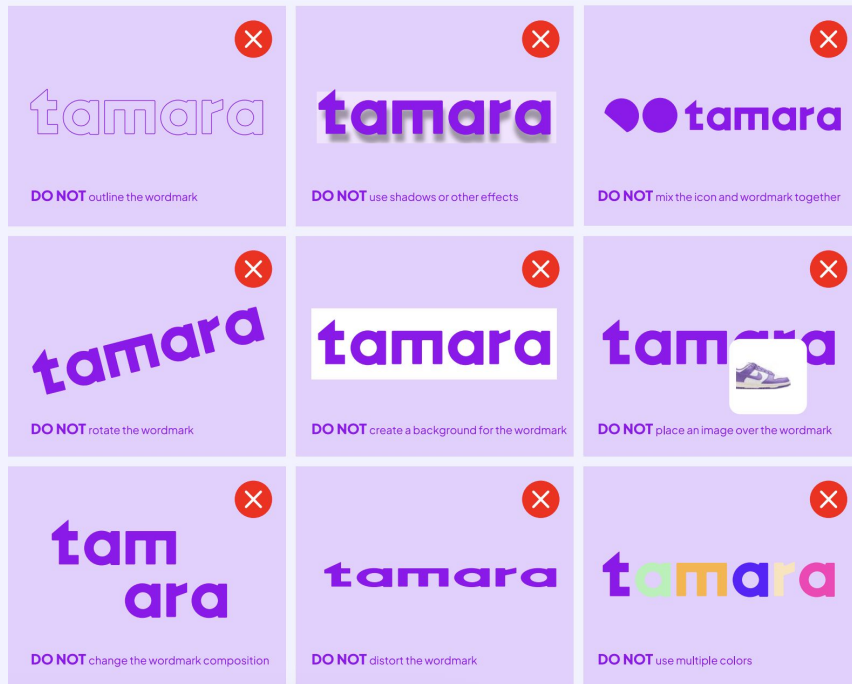
- It is important that the gradient is never altered or modified in any way or form.
- It is essential that the gradient appears in and on the approved colors ,with no visual effects applied.



Wordmark Usage Guidelines

The following example highlights how the wordmark should **not** be used:

- The wordmark should not be altered in any way and always presented consistently.
- It should appear in and on the approved colors with no visual effects applied.



02

Marketing Assets

[Download open files](#)

[Download ready-to-use assets](#)



Tamara Proprietary & Confidential.
2025 All Rights Reserved

Social Media Posts

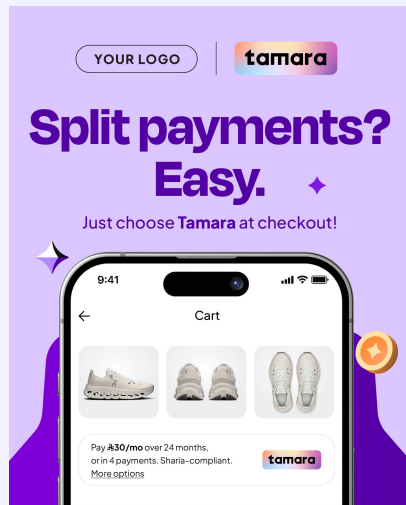
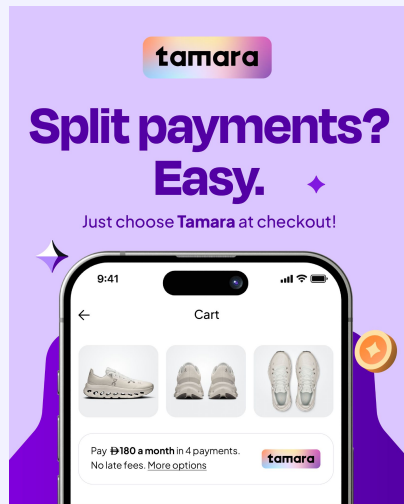
Use these on your social media accounts to announce Tamara's services

Do's:

1. Maintain all graphic elements without modifications.
2. Suggested caption: **The new way to pay? It's here.**
Tamara at checkout—exactly what you need 🛒

Don'ts:

1. Don't stretch the banner or the illustrations.
2. Don't stretch Tamara logo or alter the gradient colors.



Social Media Stories

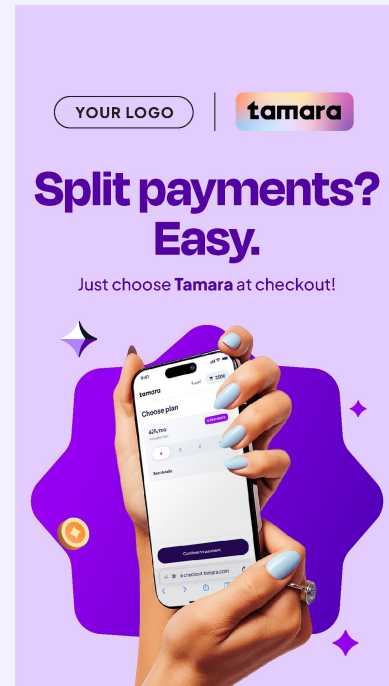
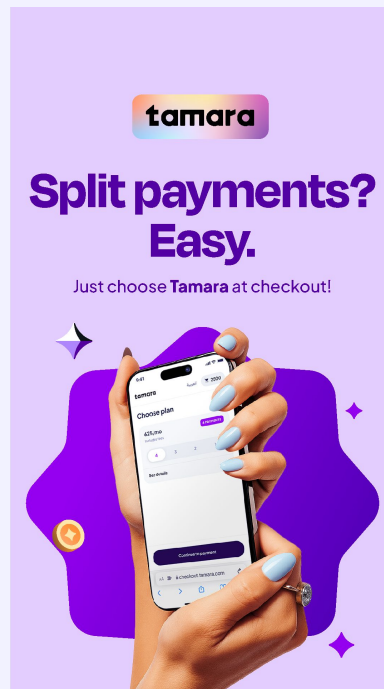
Use these on your social media accounts to announce Tamara's services

Do's:

1. Maintain all graphic elements without modifications.

Don'ts:

1. Don't stretch the banner or the illustrations.
2. Don't stretch Tamara logo or alter the gradient colors.



Website Banners

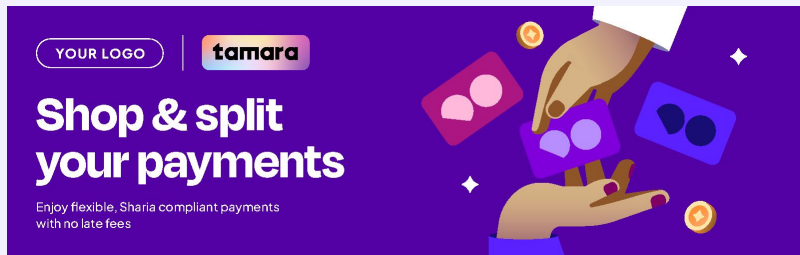
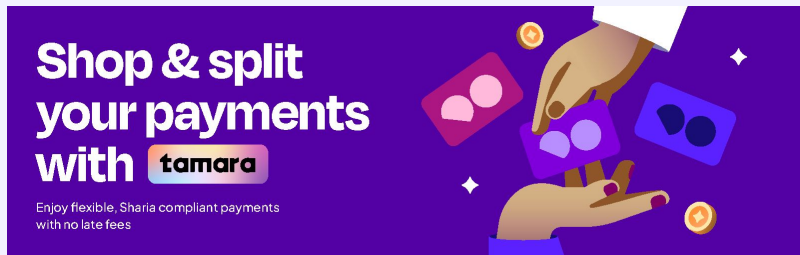
We offer you two banners to choose from, with the following guidelines.

Do's:

1. Maintain all graphic elements without modifications.
2. Resize as needed for your website while maintaining the same aspect ratio. The standard dimension is: 1600x500px

Don'ts:

1. Don't stretch the banner or the illustrations.
2. Don't stretch Tamara logo or alter the gradient colors.



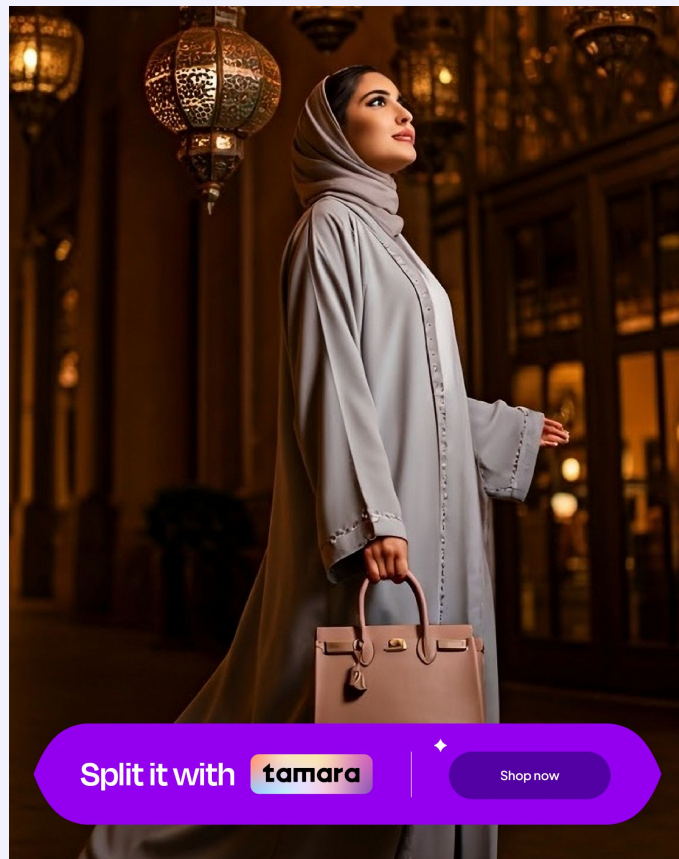
Product Templates

Do's:

1. If you're not adding your logo, simply replace the lifestyle image with your product image.
2. If you want to add your logo, use the other template and incorporate your product or design.
3. Maintain all graphic elements without modifications.

Don'ts:

1. Don't stretch Tamara logo or alter the gradient colors



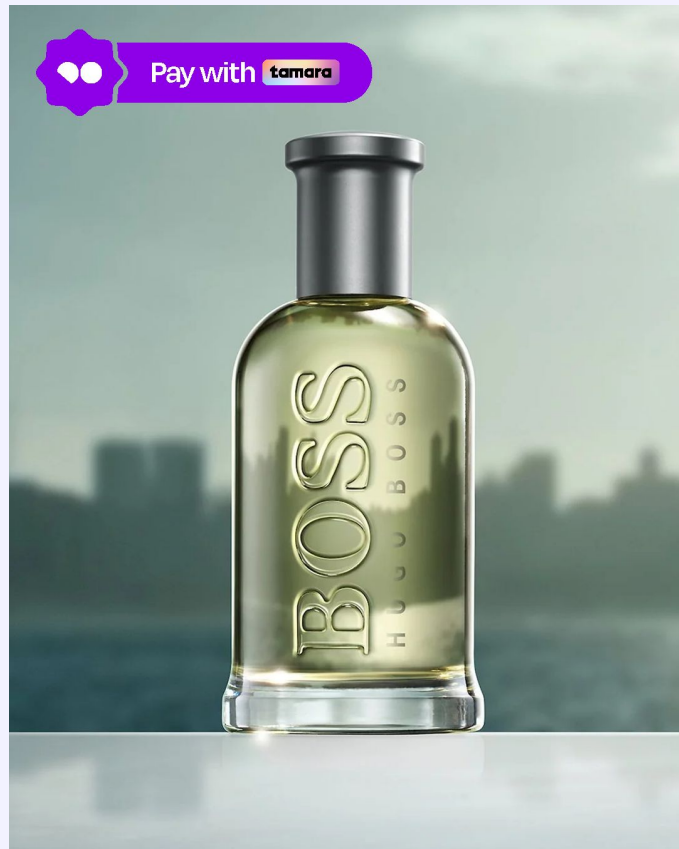
Post Stickers

Do's:

1. Place Tamara logo stickers in the top left corner.

Don'ts:

1. Don't stretch the illustrations.
2. Don't stretch Tamara logo or alter the gradient colors.
3. Don't alter the sticker size.



Email Templates

Do's:

1. Place your logo at the top.
2. Keep the hero image unchanged.
3. Suggested copy:

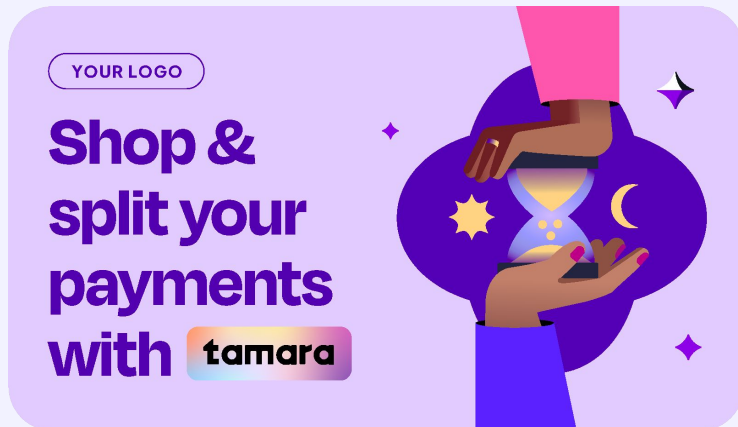
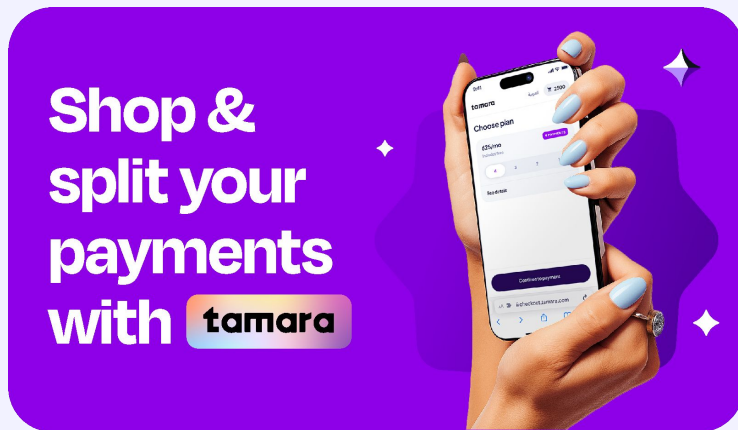
Subject Line: **We've Partnered with Tamara—A New Way to Pay!**

Body: **Dear [Customer Name], We're excited to announce our new partnership with Tamara! You can now split your purchase into easy, interest-free installments. It's a simple way to get what you want, without breaking the bank. Shop now and enjoy the flexibility of Tamara!**

CTA: **Start Shopping**

Don'ts:

1. Don't stretch the illustrations.
2. Don't stretch Tamara logo or alter the gradient colors.



Shop &
split your
payments
with **tamara**

Shop &
split your
payments
with **tamara**

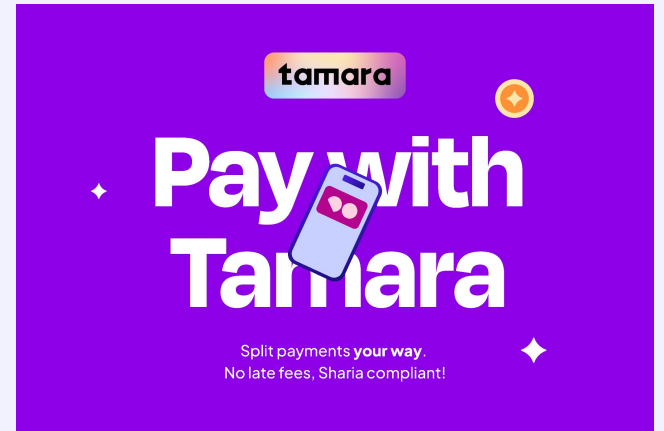
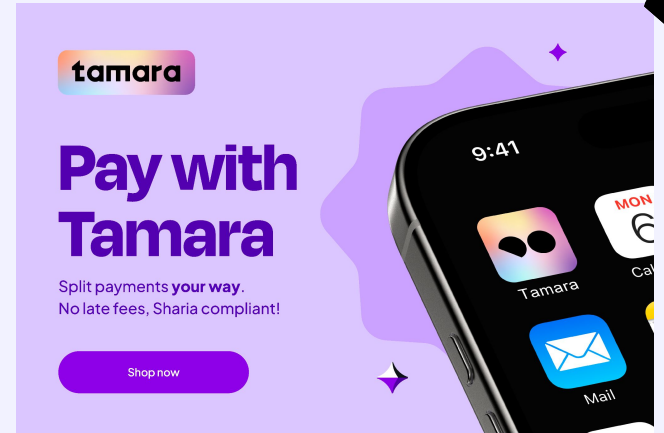
Pop-ups

Do's:

1. Resize to fit your website requirements.

Don'ts:

1. Don't stretch the illustrations.
2. Don't stretch Tamara logo or alter the gradient colors.



03

Checkout

Guidelines

[View Saudi Arabia guidelines](#)



[View United Arab Emirates guidelines](#)



Tamara Proprietary & Confidential.
2025 All Rights Reserved

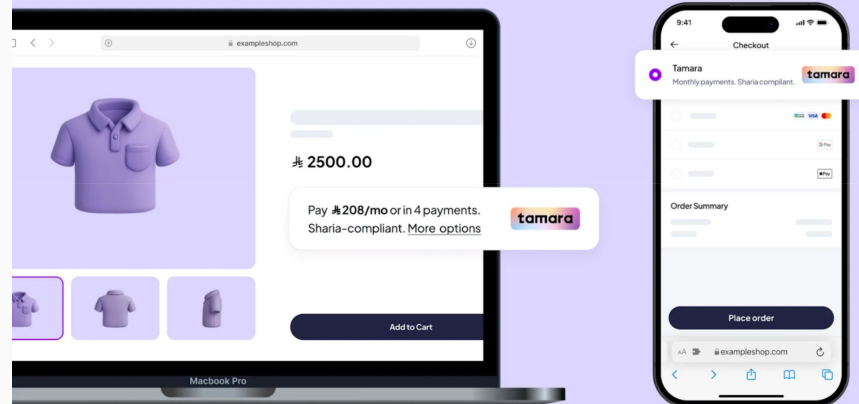
Widget Guidelines

Do's:

1. Replace older Tamara logos with the new version across your website, including footers, banners, carousels, and any in-line brand placements.
2. Use only the official, approved assets from our brand kit.
3. Double-check that messaging and amounts reflect accurate pricing based on product or cart value.

Don'ts:

1. Don't distort, recolor, stretch, or alter the Tamara logo in any way.
2. Don't make the entire text bold, which reduces readability and impact.



Widget Messaging

1. With Tamara's expanding product offerings, our messaging has been refined to better communicate the value of flexible payments. We are updating our messaging to reflect our long-term 12-month offering.
2. The updated widget copy clearly communicates key benefits such as affordability, Sharia-compliance, and ease of use, ensuring consistency across all touchpoints.

Test your widget before you go live [here](#).



Before

4 payments of **₪ 75.00/mo** – No late fees, Sharia-compliant. [Learn more](#)

tamara

تمارا

٤ دفعات بقيمة **75.00 ₪ \ شهر** - متوافقة مع الشريعة، وبدون رسوم تأخير! [اعرف أكثر](#)

Now

Pay **₪ 208/mo** or in 4 payments. Sharia-compliant. [More options](#)

tamara

تمارا

ادفع **208 ₪ \ شهرياً** أو على 4 دفعات. متوافقة مع الشريعة الإسلامية. [تعرف على خياراتك](#)

04

In-Store Guidelines

[View Saudi Arabia guidelines](#)



[View United Arab Emirates guidelines](#)



[Download assets](#)



Tamara Proprietary & Confidential.
2025 All Rights Reserved

Acrylic Board

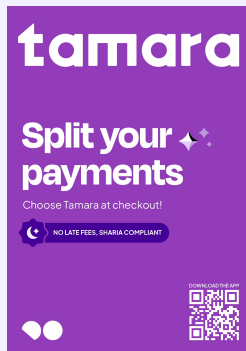
Acrylic boards are a great way to inform potential customers about Tamara and how our service works. They must be placed at the cashier counter for easy access and visibility and not arbitrarily around the store.

Placement > Cashier counter

Value > Attract and educate customers along with retaining their interest

Size > (H22.5 x W16cm)

Artwork



Mockup



Door Sticker

Door stickers help attract customers by showing Tamara is available at the store. The sticker must be placed at eye level, on the entry side of the door near the handle, facing outwards for maximum visibility.

Placement > Storefront & Cashier counter

Value > Xx

Size > Xx

Artwork



Mockup



Mada Stickers

Make use of these stickers to capture the attention of customers and enhance their purchase decision during their visit in your store. It's important to inform customers that you offer Tamara as a payment solution.

Placement > Storefront & Cashier counter

Value > Increase interest and awareness and informs customers that you offer Tamara

Size 01 & 02 > H10 x W14cm

Size 03 > H6.5 x W12.5cm

Artwork

01



02



03



Mockup



POS Sticker

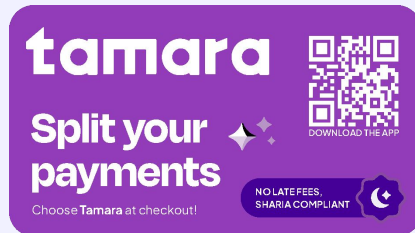
Make use of checkout stickers to capture the attention of customers and enhance their purchase decisions during their visit to your store. Strategically place these stickers in designated areas near the cashier to maximize their impact.

Placement > Cashier counter

Value > Increase interest and awareness and informs customers that you offer Tamara

Size > H4.5 x W8cm

Artwork



Mockup



Wobbler

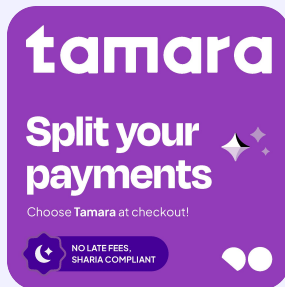
Use wobblers to attract the attention of customers and influence their purchasing decisions while they are in your store. Place them in designated locations throughout your store, such as between shelves and near checkout.

Placement > Store shelves and at checkout – not to be placed next to items out of spending limit

Value > Increase product interest and awareness

Size > 13 cm

Artwork



Mockup



Floor Sign

Position a floor sign near the entrance to attract and motivate customers to visit your store. This will highlight that you offer Tamara as a payment solution.

Placement > Store entrance

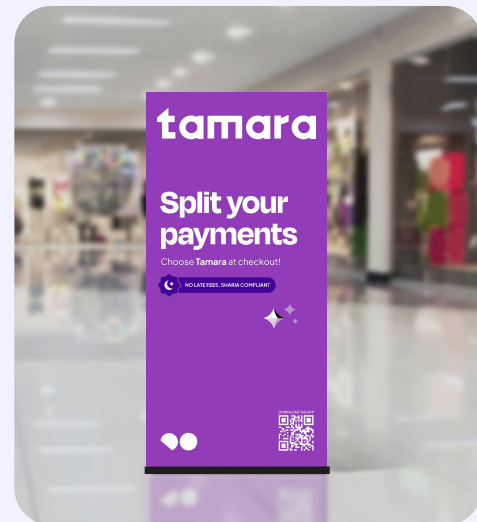
Value > Increase store dwell time

Size > H120 x W58cm

Artwork



Mockup



Ceiling Banner

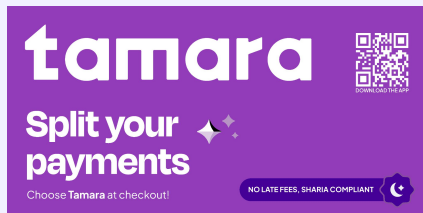
Use ceiling banners to attract the attention of customers and influence their purchasing decisions while in your store. It is important to inform customers that you offer Tamara as a payment solution. Place the banners in strategic locations throughout your store to effectively communicate this information.

Placement > Ceiling

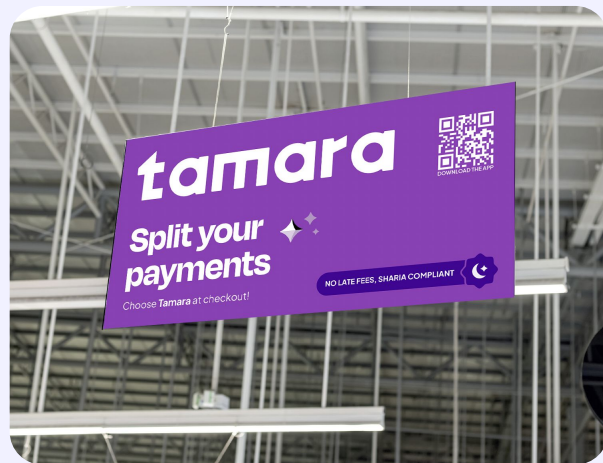
Value > Captures the attention of customers and promotes Tamara as a payment solution that you offer

Size > H200cm x W100cm

Artwork



Mockup



Roll-up Banner

The roll-up banner is an effective way to grab the attention of customers and influence their purchasing decisions while they are in your store. It helps customers make faster purchasing decisions on higher-priced products.

Placement > Strategically placed in open space - next to products that would sell well with Tamara

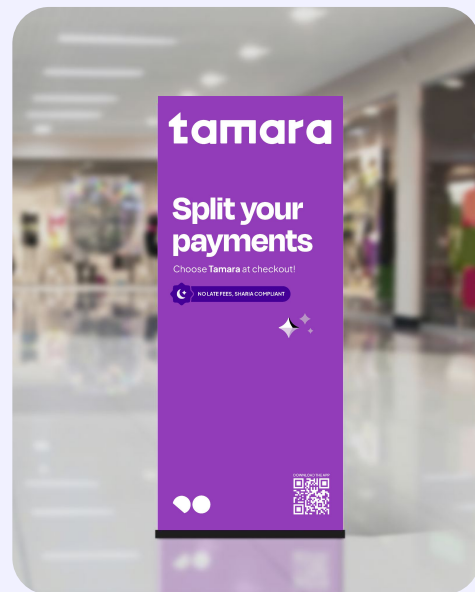
Value > Helps customers make faster purchasing decisions on higher-priced products (within limit)

Size > H200cm x W85cm

Artwork



Mockup



Shopping Cart

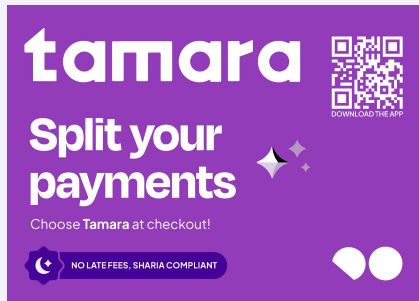
The shopping cart is an effective way to grab the attention of customers and influence their purchasing decisions while they are in your store.

Placement > Inside shopping carts

Value > Increase awareness

Size > H24cm x W17cm

Artwork



Mockup



Download all files

[Download all files](#)



Need help?

For questions or clarifications regarding the Tamara Brand Kit, please don't hesitate to contact your Partner Success manager.

Our team is always ready to support you.

Email us at: merchant.support@tamara.co



tamara