

YOUR HOME. YOUR RULES.

Make room for your kind of living.

A working brand standard for the people who write, design, photograph and sell Tixa.

Brand foundations + practical design rules

16 September 2026 / Tixa Smart



A home should feel like it knows you.

Thoughtful home automation, built around the way you live.

OUR PURPOSE

Help people make their spaces work around everyday life.

OUR PROMISE

Considered controls. Clear choices. A plan for the room.

OUR POSITION

For homeowners and trade professionals, Tixa brings controls, lighting and selected smart-home products into a room-led conversation.

Show the room and the routine first. Then show the product that makes it possible.

Different briefs. One considered approach.

HOMEOWNERS

Make it feel right.

Lead with comfort, design and a useful next step.

Plan a room or book a demonstration.

DEALERS

Make it easy to explain.

Show the actual product, its distinct use and a clear trade discussion.

Arrange a product meeting.

DESIGNERS + INTERIORS

Make it belong.

Show finishes, icons and lighting alongside a room or material palette.

Bring the room brief and finishes.

ARCHITECTS

Make it fit the project.

Be specific about model, plate format, wall-box checks and coordination.

Confirm the specification with Tixa.

Sound like a helpful person with good taste.

Warm. Clear. Confident. Specific.

ROOM FIRST

Settle into your evening.

Avoid: Revolutionise your living experience.

ONE CLEAR BENEFIT

Choose icons that make sense for your room.

Avoid: Unlimited personalisation for every lifestyle.

AN EASY NEXT STEP

Plan your room. We will check the fit.

Avoid: Unlock the future of seamless technology.

Writing pattern: everyday moment + precise product benefit + one next step. Tixa in prose; TouchX, Mosaic Pro, Retrofit Pro, Smart Hub and USB IR Blaster exactly as named.

Give the mark room.



CLEAR SPACE = 1/2 OF VISIBLE LOGO HEIGHT

Use the supplied artwork. Preserve its proportions, spacing and registration mark. The transparent canvas around the original PNG is not part of the clear-space measurement.

On dark photography, place this black artwork in a separate light signature area. A reversed master should be approved before use.

120 px / 25 mm

Recommended minimum visible width. Check the registration mark at actual size.

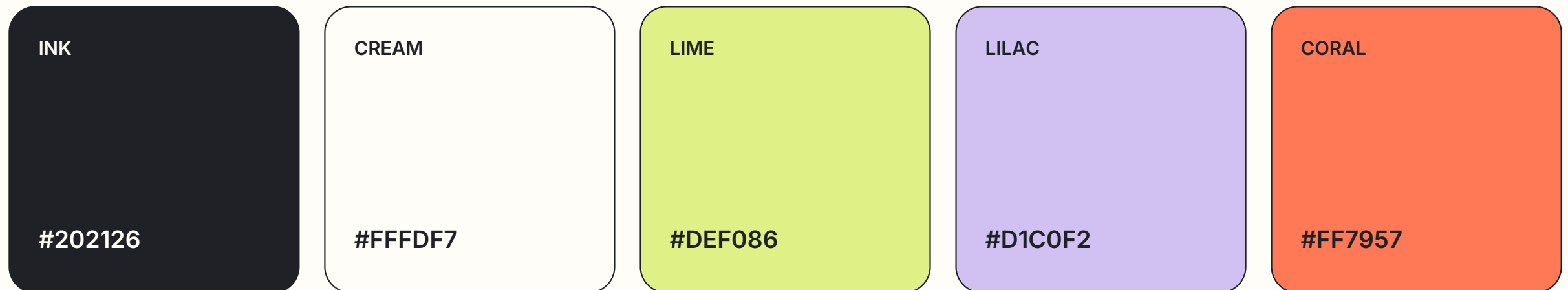
No retyping or stretching

Do not redraw the letters, split colours, crop the mark or add effects.

Ask for the vector master

For large-format production, obtain approved vector artwork. Do not auto-trace.

Warm foundations. A little unexpected energy.



Use ink text on the light colours. Use cream text on ink. White body copy on lime, lilac or coral loses the clarity we want.

Start with cream and photography; add one accent. Suggested balance: 60% cream, 25% photography, 10% accent and 5% ink. Flex to suit the page.

Digital RGB masters from the website. Focus violet #7253A5 supports interactive focus states. Proof print colours with the printer; do not assume a universal CMYK conversion.

Inter. Clear at every scale.

Your home. Your rules.

A short headline. A useful explanation. Enough space for both to breathe.

1080 px social starting sizes: headline 76-110 px, body 32-42 px, labels 24-28 px. Always check on a phone. Arial is the system fallback. Use the supplied logo, never a typed approximation.

HEADLINES

Inter ExtraBold 800

Sentence case. Tight, readable line spacing.

SUBHEADS

Inter SemiBold 600

One idea, clearly labelled.

BODY

Inter Regular 400

Comfortable leading. Plain language.

LABELS

Inter SemiBold 600

Short uppercase phrases; never long paragraphs.

A product. A room. A purpose.



THE HUMAN GESTURE

A natural touch on the current glass panel.



THE ROOM FEELING

Warm, plausible light and a recognisable setting.



THE REAL DETAIL

Use the exact model when demonstrating a feature.

Illustrative AI-assisted interiors are mood examples, not evidence of a completed installation. Match scene angles. Do not recolour hardware, invent ports or use a different model as if it were exact. Retain source files and model references.

Bold enough to notice. Simple enough to use.

01

Choose your favourites

One dominant image. One benefit. One next step.

02

Talk it through

Use rounded cards, a dark outline and generous space.

03

Make it happen

Arrows and simple icons guide attention, rather than decorate every gap.

Editorial icons: simple, consistent strokes. Panel icons: use the actual control-symbol library. App and voice-service marks: use official, unmodified artwork. Do not draw lookalike assistant logos or imply certification.

Keep supplier branding and QR codes out of customer-facing Tixa material.

Confidence comes from accuracy.

MAGNETIC TOUCHX	5-year service warranty. Do not turn this into an all-product replacement promise.
IR + SMART HUB	USB IR Blaster: 5V USB and compatible IR control. Smart Hub: IR plus temperature sensing; phase and neutral wiring.
SMART LOCKS	Methods and connectivity vary by model. USB-C on supported locks provides temporary emergency power for unlocking.
APP + VOICE	Supported Alexa / Google Assistant integrations and Siri Shortcuts. Do not replace this with a HomeKit claim.
LIGHTS + FANS	Confirm the driver and control system. RF BLDC fans are not automatically app or voice enabled.
SIZE + PRICES	M is plate format, not switch count or exact dimensions. Use confirmed retail prices; keep supplier costs internal.

Always check the exact model and current terms before releasing a product claim. Use correct model photos; label shared family imagery.

Three families. One recognisable feed.



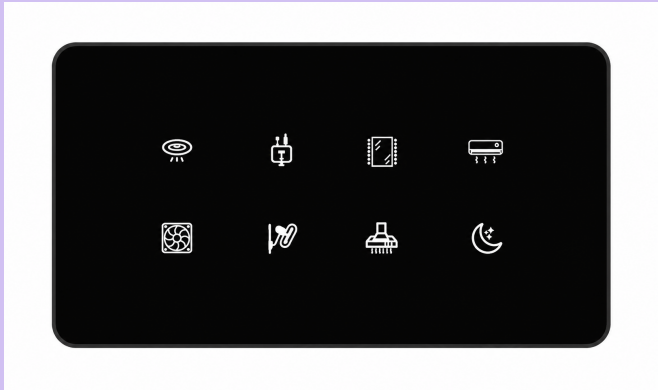
A little atmosphere.

TIXA[®]

Room feeling

01 / Room feeling

Glass to the corners.



TouchX. A detail that belongs with your room.

TIXA[®]

02 / Product detail

THE USEFUL GUIDE

4M does not mean 4 switches.

Plate size and control count are different decisions.

TIXA[®]

03 / Useful guide

Sample layouts, not final posts. Use 1080 x 1350 feed masters and 1080 x 1920 vertical video/Story masters. Preview profile crops and interface overlays in the app.

From inspiration to a real room plan.

01

Discover

A Reel, a useful guide or a room image.

02

Plan

Name rooms. Choose products. Record requirements.

03

Enquire

Add contact details and role. Intentionally submit the form.

04

Discuss

Tixa confirms compatibility, scope and the final quotation.

The website enquiry form saves contact details, role and room-wise quotation information to Tixa's private Google Sheet. DM conversations and PDF downloads are separate actions.

Preferred calls to action: Plan your room. Explore TouchX. Arrange a Hyderabad demonstration. Discuss your project. Give each post one primary action.

Make every piece feel like Tixa.

1

LOOK

Correct logo. Clear space. One accent. Readable type. A crop that works on a phone.

2

PRODUCT

Correct model photo and name. Current specifications. Relevant warranty and compatibility wording.

3

WORDS

A real benefit, plain language and one working next step. No invented superlatives or partner terms.

4

PEOPLE

Consent for homes, people and partner names. Licensed music and images. No customer data in screenshots.

5

HANDOVER

Save artwork, caption, source asset and model reference together. Brand owner reviews new campaigns and exceptions.

For community and festival greetings, keep the message respectful, verify the date and wording, and avoid attaching a product offer.

One source of truth. A consistent next chapter.

This first edition consolidates the existing Tixa website direction and supplied assets. Positioning language, production sizes and social rules are proposed working standards for adoption.

BRAND + CONTACT

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Tixa Experience Center

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Jubilee Hills, Hyderabad 500033.

Call ahead to arrange a visit.

SOURCE + ASSET NOTES

Logo: owner-supplied Main Logo.png.

Palette and type: current Tixa website.

Product and service language: supplied specifications and owner corrections.

Imagery: supplied product visuals and existing illustrative room assets.

Inter font and license: github.com/rsms/inter

Typeface embedded under the SIL Open Font License. The logo is not redrawn. No new logo variants or customer-project claims are introduced.