The following guidelines illustrate how to use the components of our brand, visually. They include directions on how to use our visual identity marks, fractals, corporate colors, typefaces and the tagline. These guidelines are based on the recommendations of our brand consultants, and adhere to the Tata Group Identity Guidelines.

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Basic Elements
The Tata Group Mark

The Tata Group Composite Mark or the Tata mark is both simple and memorable.

At the heart of the Tata mark is the letter 'T', enclosed in an oval in a unique and modern interpretation.

Complementing this is a refined way of writing the word Tata. This takes the 'T' and 'A' of Tata to their simplest form, creating a clear and unique expression of the Tata name, one that is both modern and dignified.

The Tata mark appears in blue. It is clean, personal and friendly, while also being professional and corporate. Reflecting the colours of the sea and the sky, it represents the world of Tata.
Our Visual Identity

Tata and Tata Elxsi marks

Our visual identity comprises of two elements, the Tata Group Composite Mark or the Tata mark and the Tata Elxsi mark.

Both these marks are guided by the Tata Group Identity guidelines. Details, if needed, may be accessed from the Tata technical guide sheets.

Tata Group Composite Mark or the Tata mark

Represents the Group as a whole - a symbol for everything that is part of Tata. It is also used to support the Group Company Mark.

The Tata Elxsi Mark

Represents the company. It is used in conjunction with the Tata mark on an application. Please note that the Tata Elxsi mark or the logotype is an image, not a word, and should always be reproduced from an approved artwork or from our own authorised data files.

The preferred Tata Elxsi mark is the horizontal version. If horizontal space is very limited, the use of a second line (Alternative) may be required.

Minimum Size

The minimum height of the Tata mark for any printed application is recommended as 12mm. In exceptional cases, such as on merchandise, the T-height may be reduced to a minimum of 1.5mm, and the Tata mark height would be 5.25mm correspondingly.
Relationship between the two marks – Size

The Tata and the Tata Elxsi marks are always used in conjunction with each other, never appearing in isolation on Tata Elxsi communication.

The height of the letter T of Tata (T-height) is the basic measure for all sizes and proportions.

The roundel measures 2T in height, and is separated from the Tata lettering by a distance of 1/2 T.

The T height of both, the Tata and the Tata Elxsi marks is to be the same, except in exceptional cases on approval from the corporate marketing team.

Relationship between the two marks – Positioning

The two marks can appear stacked, which is the preferred placement, or linear, by the side of one another.

Centre aligned - Stacked (preferred)

Alternative 1

TATA ELXSI
engineering creativity

Alternative 2

TATA ELXSI
engineering creativity

Alternative 3

TATA ELXSI
engineering creativity
Identity Clear space - Safe/Exclusion Zone

The dotted line around the mark indicates the minimum exclusion zone into which nothing should intrude. This zone which measures as much as the height of the letter T, on all sides, has been designed to ensure that the mark never appears cluttered by other graphics.
Colour Rationale

The preferred colour for the visual identity is “Tata blue” on a white background.

Where Tata blue is not available, for example on laser printed documents and black & white advertisements, it may appear in black only.

Where appropriate, it may appear in white on a background of Tata blue.

Also refer the corporate colour palette for colour principles.
The Tata Elxsi Company Tagline

The Tata Elxsi company tagline clearly expresses our brand promise and capabilities.

The Tata Elxsi Tagline Lockup

When combining the Tata Elxsi and Tagline, the space between them should be .5X height and the tagline should begin from E of Elxsi. The height of the tagline should be .75X.

The Tagline Font/Color

Font
DejaVu Sans ExtraLight with stroke.
(Engineering .25pt, Creativity .5pt)

Color
Engineering- 60% K
Creativity- Tata Blue

The Tata Elxsi Tagline Usage

Tata Elxsi and Tagline will be used for all collaterals- internal & external communications. The minimum height of the Tata Elxsi mark for any printed application is recommended as 5mm.

Clearspace/Exclusion Zone

The Tata Elxsi/Tagline must be surrounded by a free zone that is equivalent to T-height from all sides.
Typography

Typography plays a significant role in a company’s communication.

Our primary typeface
The primary font for all Tata Elxsi communications is Myriad in Roman, Italic, Bold and Bold Italic & Myriad Pro family.

Typography for electronic documents
Myriad Pro and Verdana should be used for electronic documents. Myriad Pro is the preferred type for headings and Verdana for body text.

In the digital world, a serif typeface (such as Times) does not work well. The serifs often get blurred in smaller sizes. So a sans serif typeface, like Verdana and Arial are preferable. A critical factor is that the typeface specified, must be available on the computer for the document to be seen correctly. Else the computer will substitute the required font with another.
Imagery

This page illustrates that carefully chosen images, following the above outlined criteria, can be layered together graphically to create sophisticated communication tools that express our personality and capabilities.

Fractal
Fractals represent the seamless combination of creativity with precision which also reflects the dual nature of our business. The use of this pattern plays a major part in building our visual system as it creates a consistent and clear identity. The pattern is to be used as a design motif in all our corporate communications and collaterals. Placing them in different sizes and colours creates limitless graphic possibilities for our Corporate Communications and collaterals while maintaining a constant visual identity.

People
When images of people are necessary and appropriate, choose images that convey a sense of certainty, confidence and intelligence. Use of images with multicultural people will reinforce our global status in our communications.

Object
Choose product images which depict our offerings and capabilities.

Images need to be royalty free and should not be identifiable with a specific brand. Also the quality of the image both in terms of the image type and size needs to be superior.
Colour Palette

Just as important as our corporate colour - Tata blue, are the remaining colours that we use.

Our core palette (which is the predominant colours to be used) comprises of four colours - Tata blue, Tata Elxsi blue, Tata Elxsi gray, and black.

The secondary palette comprises five colours - Tata Elxsi green, orange, red, and purple.

The identified secondary colours are chosen based on their association with the respective divisions. They are to therefore be used pre-dominantly in any creative for that particular division.

- **Green** - Embedded product design
- **Orange** - Industrial design
- **Red** - Visual computing labs
- **Purple** - Systems integration

The purpose of the colour palette is to give a consistent look and feel to the wide range of applications in use by Tata Elxsi, along with the other elements of the visual identity.

Printing

Four colour process printing is recommended for all print production work.

- For good quality uncoated paper stock, use a line screen of 150 lpi (lines per inch).
- For high quality brochures or coated art paper, in general 175 lpi or higher is the standard choice.
- For newsprint and silkscreen printing, 85 lpi screen is the standard.

**Tata Blue**
- Pantone 2727CC
- RGB: 78 132 196
- Hex: #4E84C4

**Tata Elxsi Blue**
- C75 M 15 Y 0 K 0
- RGB: 167 225 0
- Hex: #00A7E1

**Tata Elxsi Green**
- C 50 M 10 Y 100 K 0
- RGB: 143 183 62
- Hex: #8FB73E

**Tata Elxsi Orange**
- C 0 M 50 Y 100 K 0
- RGB: 247 148 30
- Hex: #F7941E

**Tata Elxsi Red**
- C 0 M 90 Y 85 K 0
- RGB: 239 65 54
- Hex: #EF4136

**Tata Elxsi Purple**
- C 80 M 100 Y 10 K 0
- RGB: 94 46 134
- Hex: #5E2E86

**Tata Elxsi Black**
- C 0 M 0 Y 0 K 100
- RGB: 0 0 0
- Hex: #000000
Incorrect Application

Incorrect use of the Tata Elxsi identity damages the brand image and compromises the effect of a powerful communication tool.

The following examples represent some of the more common identity misrepresentation. They show unacceptable application of the identity.

Do not embed the mark in the body of the text.

Do not place the mark over a texture.

Do not place the mark over an image.

Do not place the mark over a pattern.

Do not place the mark over a colour that makes it indistinguishable.
Incorrect Application