

TATA ELXSI



Tata Elxsi
Corporate Identity Guidelines

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.

For further information or to obtain necessary artworks, please contact:
Corporate Marcom

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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.

Tata mark - Stacked (Preferred)



Tata Mark - Linear (Alternative)



Tata Elxsi mark - Linear (Preferred)



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



Alternative 2

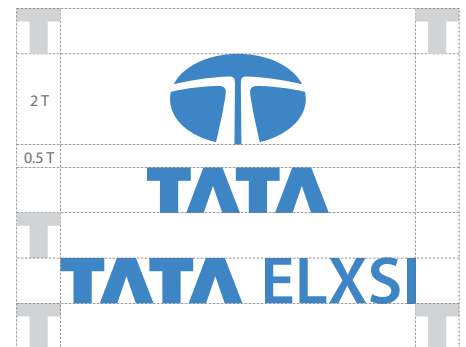


Alternative 3



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.



Colour Rationale

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TATA ELXSI



TATA ELXSI



TATA ELXSI



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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.

A a B b C c D d E e F f

Myriad Roman

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 & \$ % @ ? !

Myriad Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 & \$ % @ ? !

Myriad Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 & \$ % @ ? !

Myriad Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 & \$ % @ ? !

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; green, orange, red, and purple.

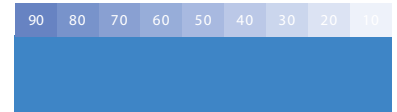
Printing

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.

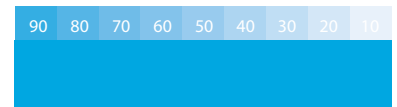
Tata Blue

Pantone 2727CC
75 M 40 Y 0 K 0
R 78 G 132 B 196
Web 4E84C4



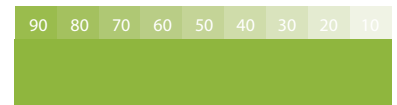
Tata Elxsi Blue

C75 M 15 Y 0 K 0
R 0 G 167 B 225
Web 00A7E1



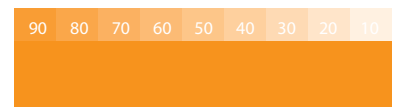
Tata Elxsi Green

C 50 M 10 Y 100 K 0
R 143 G 183 B 62
Web 8FB73E



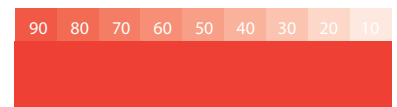
Tata Elxsi Orange

C 0 M 50 Y 100 K 0
R 247 G 148 B 30
Web F7941E



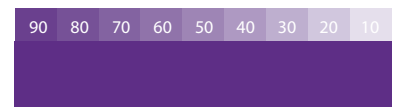
Tata Elxsi Red

C 0 M 90 Y 85 K 0
R 239 G 65 B 54
Web EF4136



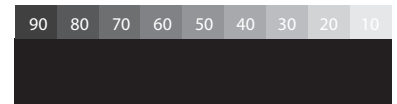
Tata Elxsi Purple

C 80 M 100 Y 10 K 0
R 94 G 46 B 134
Web 5E2E86



Tata Elxsi Black

C 0 M 0 Y 0 K 100
R 0 G 0 B 0
Web 000000



Incorrect Application

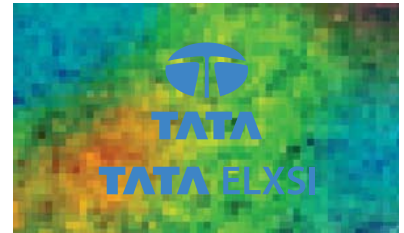
Incorrect use of the Tata Elxsi identity damages the brand image and compromises the effect of a powerful communication tool.

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.

II00XX II00  IIXXOO IIXXOO
 00IIXXIIIX  IIXX00XXIIXX IIXX
 XXII00XX00X IIXX00XX 00XXII
 XX00XXIIXXII **TATA ELXSI**00XX
 00IIXXII XX00IIXX II00XX

Do not place the mark over a texture.



Do not place the mark over an image.



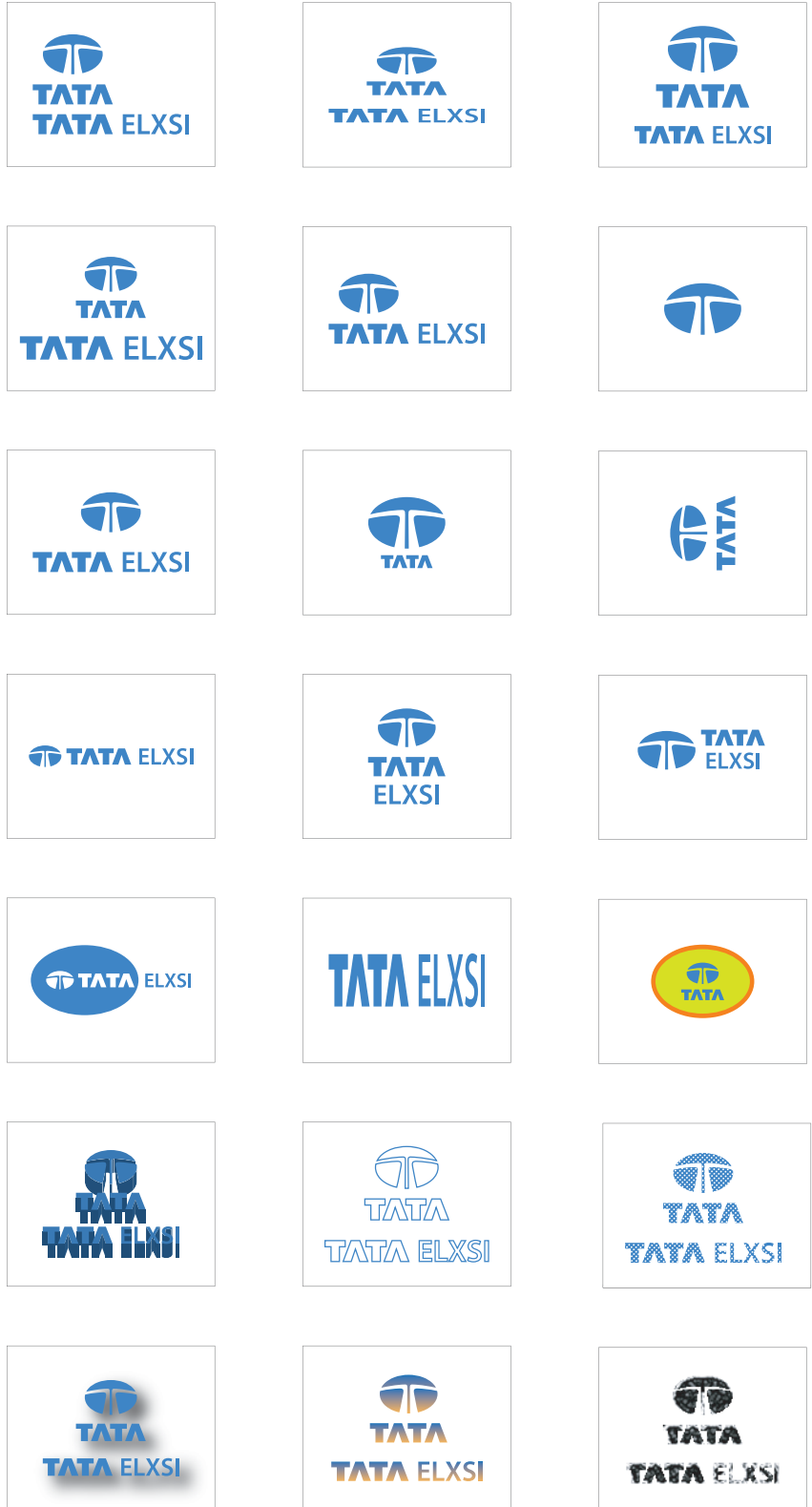
Do not place the mark over a pattern.



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



Incorrect Application



Stationery

Business Card

Dimensions

85mm X 54mm

Colours

All printing in Tata blue.

Text - Size, leading & placement

Name of person

Myriad Pro Bold 9 point/ leading 8.5 point.

Legal company name

Myriad Pro Bold 6.75 point/ leading 8.5 point.

Company address and contacts

Myriad Pro 6.75 point/ leading 8.5 point with double word spaces separating information segments.

The Tata mark, the employee name and title, the Tata Elxsi mark, and all personalized contact information are centre aligned.

Cell phone number is optional and therefore will be included on request.

Tata Elxsi tagline

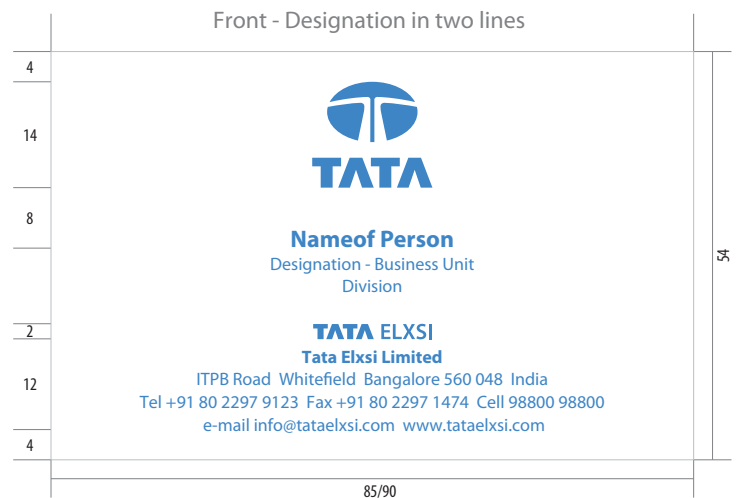
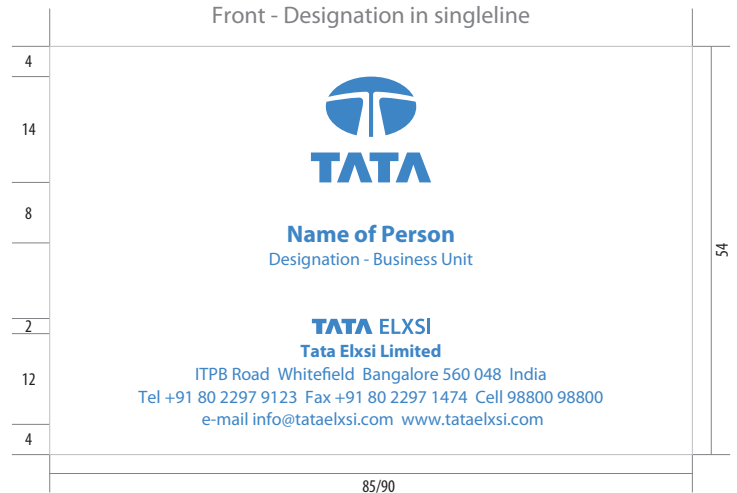
The Tata tagline printed on the back of the business card, at the right bottom corner, Width 35mm, 5mm from the bottom and right edges.

Printing process

Screen/offset, using special inks to match the defined Tata blue.

Paper

Galgo Embossed Linen White
220gsm.



Letterhead

Dimensions

210mm X 297mm

Colours

All printing in Tata blue.

Text - Size, leading & placement

Tata mark

22.5mm in height, centred to the page,
10mm from the top.

Tata Elxsi mark

3mm in height, centred to the page,
23mm from the bottom.

Tata Elxsi tagline

59mm in width, 90° centred to the page,
6mm from the right.

Legal company name

Myriad Pro Bold 8 point/ leading 11
point, placed after the Tata Elxsi mark.

Foldmark

Dot, placed 6mm from the left and
99mm from the top of the page

Company address and contacts

Myriad Pro 8 point/ leading 11 point
with double word spaces separating
information segments.

Body text specifications

Arial/ Times New Roman 11 point,
leading 13 point, ranged left 35mm,
first line on 53mm baseline from top
of the page.

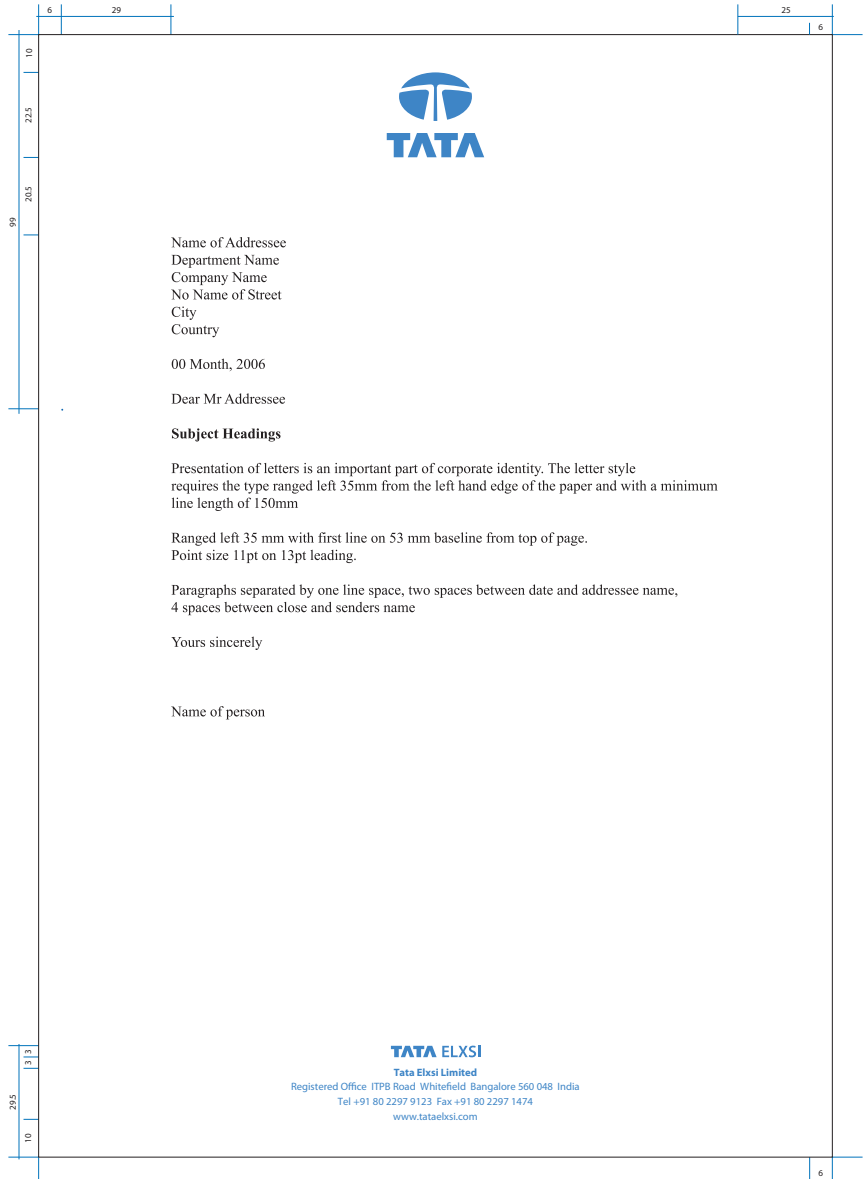
Subject headings in Bold font.
Paragraphs separated by one line
space. Four spaces between
close of letter and the sender's name.

Printing process

Screen/offset, using special inks to
match the defined Tata blue.

Paper

German Alabaster 100gsm or
Sunshine Superprint 100gsm.



Electronic signatures

When using e-communication tools such as e-mail, please use the signature format given.

Font Arial Regular Size 9 point

Double word spaces separating information segments.
(No commas/full stops allowed)

Short forms of the divisions and business units names are not allowed

Signature for new messages

Best Regards
Name of Person

Designation - Business Unit | Division
[TATA ELXSI](#)

ITPB Road Whitefield Bangalore 560 048 India
Tel +91 80 2297 9123 Cell +91 12345 12345
www.tataelxsi.com

Signature for replies and forwards

Best Regards
Name of Person

Division
[TATA ELXSI](#)
Tel +91 80 2297 9123 Cell +91 12345 12345

Press Release

Dimensions

210mm X 297mm

Colours

Tata blue and Tata Elxsi Gray.

Text - Size, leading & placement

Tata mark and Tata Elxsi mark appear in a linear manner on the top mast.

Tagline

30mm wide and placed 10mm from right and bottom of the page.

Press release lettering

Myriad Pro 18 point/ leading 20 point appears on solid black block.

For immediate use lettering

Myriad Pro 12.5 point/ leading 20 point.

Body text

Times New Roman, 11 point. First line at 73mm from the top of page.

Subject heading

Times New Roman Bold.

Paragraph formatting

Separated by single line space. Double line space between date and addressee name. Four line space between close and sender's name.

Printing process

Screen/offset, using special inks to match the defined Tata blue.

Paper

German Alabaster 100gsm or Sunshine Superprint 100gsm.



Envelope

Without window

Dimensions

4.25" X 9.25"

Colours

All printing in Tata blue.

Text - Size, leading & placement

Tata mark

14mm height, placed 12mm from top and left edges of the envelope.

Tata Elxsi mark

2mm tall, aligned top to the Tata mark, and at a distance of 8mm from it.

Legal company name

Myriad ProBold 8.5 point, leading 11 point, left aligned to the Tata Elxsi mark.

Company address

Myriad Pro8.5 point, leading 11 point, with double word spaces separating information segments, bottom aligned to the base of the Tata mark, and left to the Tata Elxsi mark.

Tagline

Width 40mm, 12mm from the bottom and right edges of the envelope.

Tata Elxsi web address

Myriad Pro 8.5 point, leading 11 point, placed at the back of the envelope, centred and 12mm from the bottom of the flap.

Printing process

Screen/offset, using special inks to match the defined Tata blue.

Paper

German Alabaster 100gsm or Sunshine Superprint 100gsm.



Envelope

With window

Dimensions

4.25" X 9.25"

Colours

All printing in Tata blue.

Text - Size, leading & placement

Tata mark

14mm height, placed 12mm from top and left edges of the

Tata Elxsi mark

2mm tall, aligned top to the Tata mark, and at a distance of 8mm from it.

Legal company name

Myriad Pro Bold 8.5 point, leading 11 point, left aligned to the Tata Elxsi mark.

Company address

Myriad Pro 8.5 point, leading 11 point, with double word spaces separating information segments, bottom aligned to the base of the Tata mark, and left to the Tata Elxsi mark.

Tagline

Width 40mm, 12mm from the bottom and right edges of the envelope.

Tata Elxsi

web address Myriad Pro 8.5point, placed at the back of the envelope, centred and 12mm from the bottom of the flap.

Window

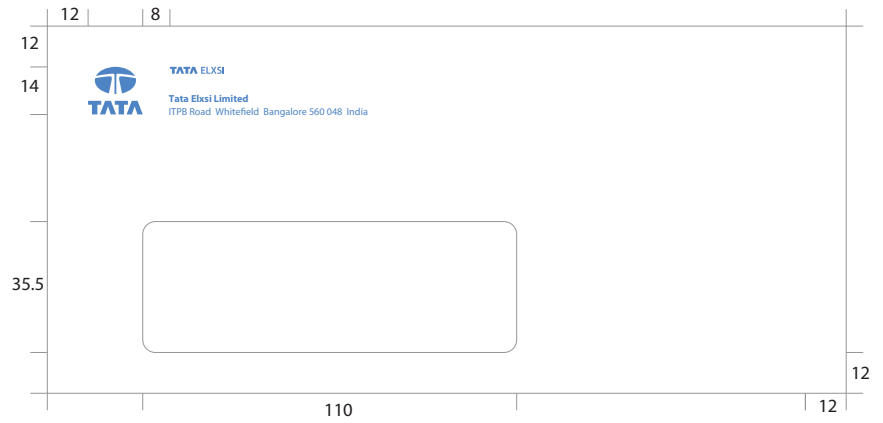
Left edge of window aligned to right edge of Tata mark, and bottom of window at 12mm from the base of the envelope.

Printing process

Screen/offset, using special inks to match the defined Tata blue.

Paper

German Alabaster 100gsm or Sunshine Superprint 100gsm.



Booklet Envelope

Dimensions

9" X 12"

Colours

All printing in Tata blue.

Text - Size, leading & placement

Tata mark

18mm height, placed 15mm from top and left edges of the envelope.

Tata Elxsi mark

2.5mm tall, aligned top to the Tata mark, and at a distance of 12mm from it.

Legal company name

Myriad Pro Bold 9 point, leading 12 point, left aligned to the Tata Elxsi mark.

Company address

Myriad Pro 9 point, leading 12 point, with double word spaces separating information segments, bottom aligned to the base of the Tata mark, and left to the Tata Elxsi mark.

Tagline

Width 60mm, 15mm from the bottom and right edges of the envelope.

Tata Elxsi web address

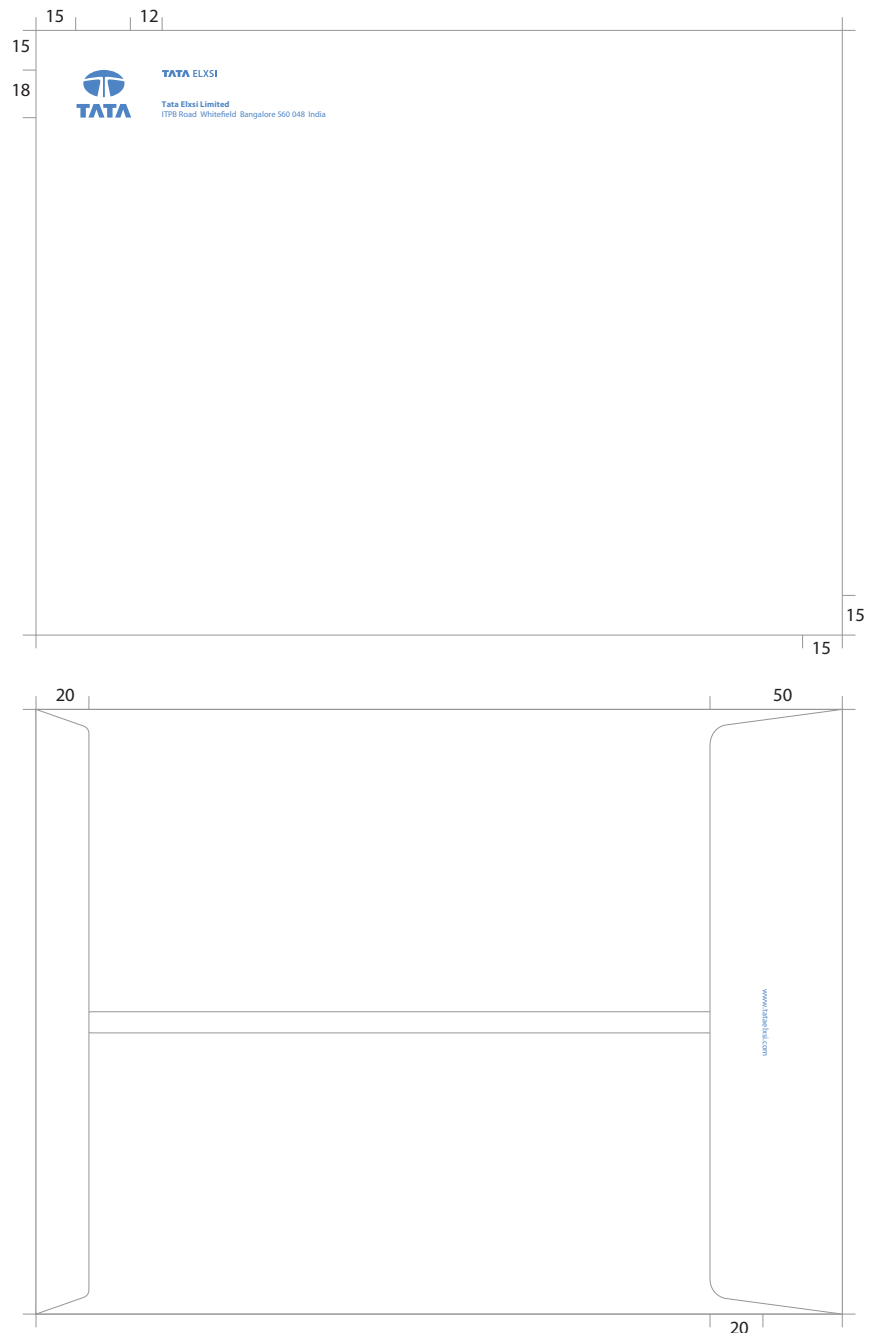
Myriad Pro 9 point, leading 12 point, placed at the back of the envelope, centred, and 23mm from the bottom of the flap.

Printing process

Screen/offset, using special inks to match the defined Tata blue.

Paper

Sunshine Superprint 100gsm.



Jumbo Envelope

Dimensions

16" X 12"

Colours

All printing in Tata blue.

Text - Size, leading & placement

Tata mark

24mm height, placed 20mm from top and left edges of the envelope.

Tata Elxsi mark

3.4mm tall, aligned top to the Tata mark, and at a distance of 16mm from it.

Legal company name

Myriad Pro Bold 9.5 point, leading 14 point, left aligned to the Tata Elxsi mark.

Company address

Myriad Pro 9.5point, leading 14 point, with double word spaces separating information segments, bottom aligned to the base of the Tata mark, and left to the Tata Elxsi mark.

Tagline

Width 60mm, 20mm from the bottom and right edges of the envelope.

Tata Elxsi web address

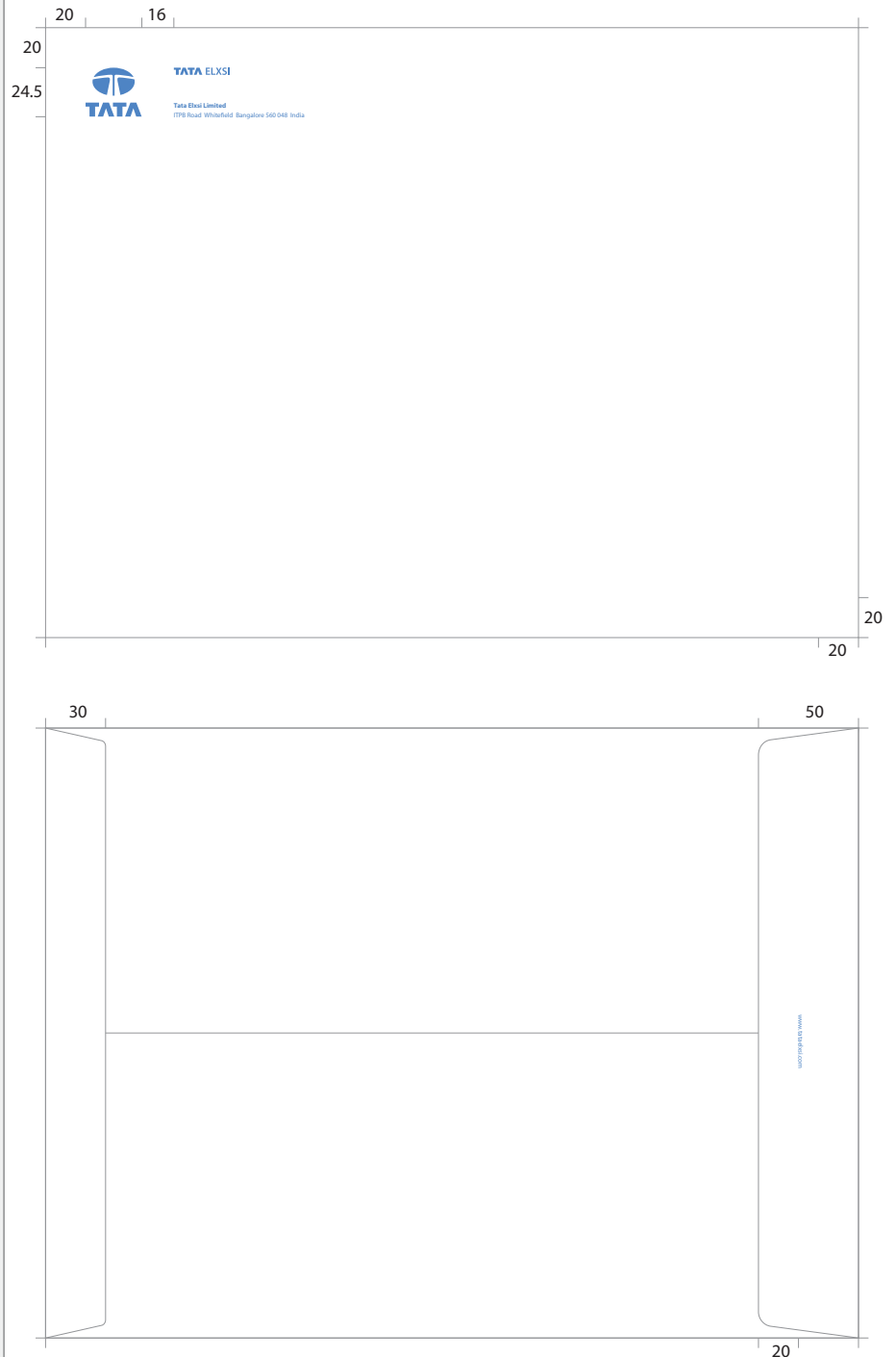
Myriad Pro 9.5 point, leading 14 point, placed at the back of the envelope, centred and 23mm from the bottom of the flap.

Printing process

Screen/offset, using special inks to match the defined Tata blue.

Paper

German Alabaster 100gsm or Sunshine Superprint 100gsm.



Other Applications

Merchandise

Shirt

Option 1



Option 2



Merchandise

T-Shirt

Option 1



Option 2



Signages

Registered Office Signage

Basic Elements

1. The Tata 'T'
2. The word TATA and
3. The TEL mark
4. TEL Limited and registered office address in English
5. TEL Limited and registered office address in the local language script

Specifications

The standard height of the steel plate is 18 inches.

Finishing

The most preferable sign type etched graphics on brush steel plate with black paint.

Note

1. The graphics should be reproduced directly from the artwork provided
2. The median height of the alphabets in the local script and in English should be equal.
3. The company name should be in bold whereas the address should be normal.



Tata Elxsi Limited
Registered Office ITPB Road Whitefield Bangalore 560 048

टाटा ऐलक्सि लिमिटेड
रजिस्टर्ड ऑफिस ITPB रोड वाईटफील्ड 560 048 बंगलौर

Building Signage

Basic Elements

1. The Tata 'T'
2. The word TATA and
3. The TEL mark

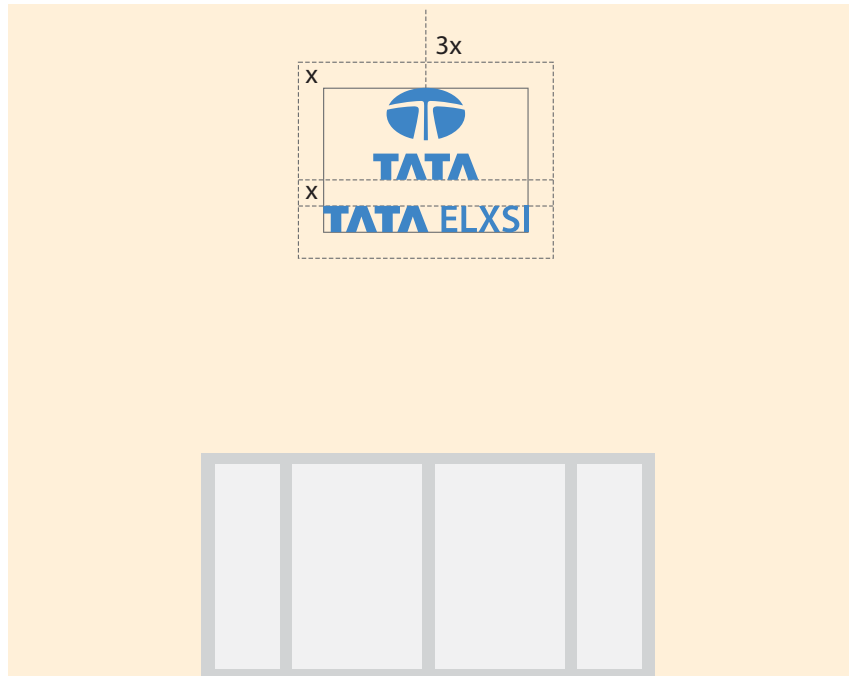
Finishing

The most preferable finish for the building sign is the box type, powder coated metal letters or letters in brush steel finish.

Tata blue is the preferred colour for powder coating.

Note

1. All the graphics to be directly used from the artwork provided.
2. Tata mark provided for usage in 3D format should be used.
3. A minimum of x space should be maintained as a safe area from all 4 edges of the graphic.
4. The graphic should be well positioned on such a height that it is clearly visible from a distance.
5. The colour of the signage should provide enough contrast with the background.
6. Wherever it is not possible to mount the signage on walls, a suitable structure should be constructed.



Main Door

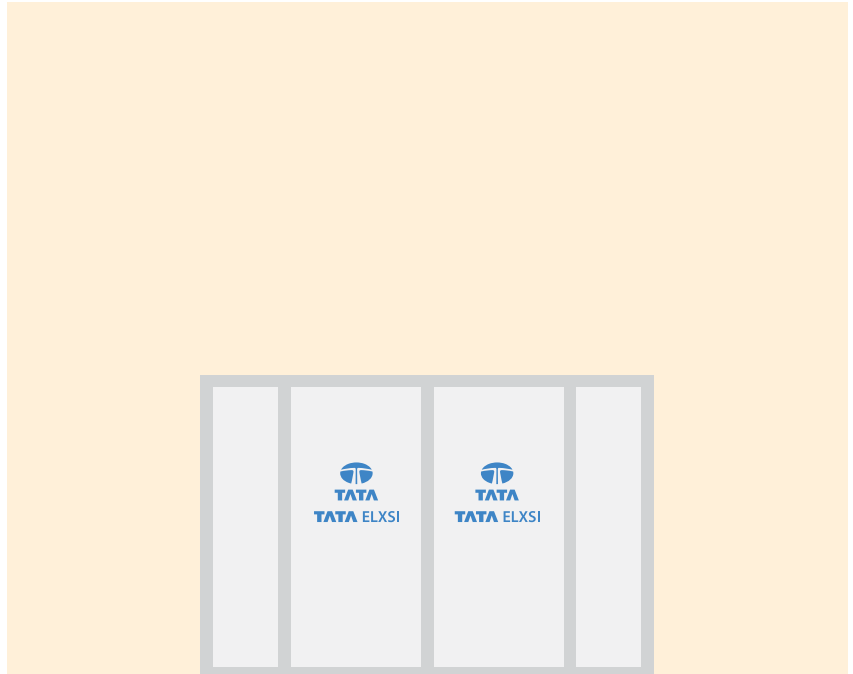
Basic Elements

1. The Tata 'T'
2. The word TATA and
3. The TEL mark

Finishing

The Tata pattern to be printed on transparent vinyl in Tata blue colour.

Tata mark to be cut in frosted vinyl.



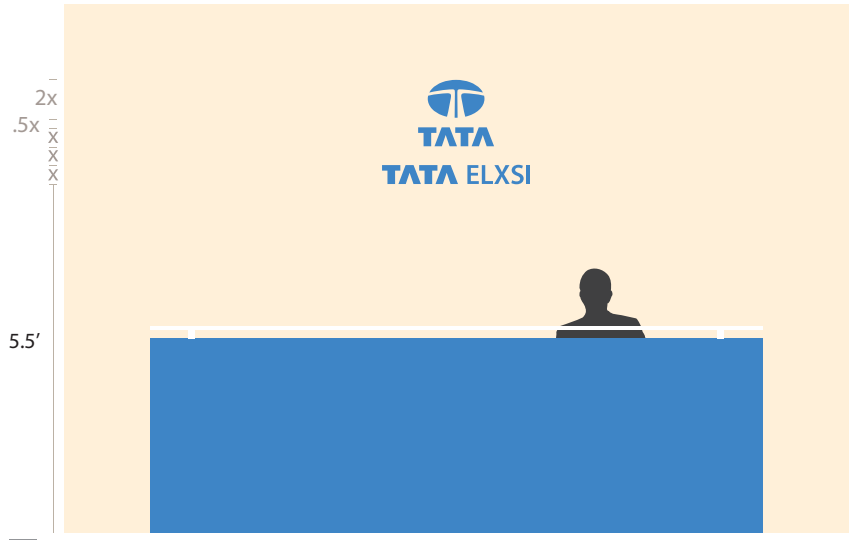
Reception Signage

Finishing

3D brush steel finish is preferred.

Specifications

x height should be minimum 2 inches.



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