

**one brand.
one face.
one voice.**

In essence, the Brand Manual is a set of rules followed by the company to maintain the brand's identity. These rules play an indispensable part in the overall representation of the brand. It is the brand guidelines contained in this book that have defined HCL as a brand.

The HCL logo is Blue, (Pantone 293) written with an expanded Helvetica font family. The italic and subtle stretch of the typeface serves to provide it the energy and innovation that HCL stands for. Though modern, it has a classicism that will not age for years. It should be treated with care and respect.

The image shows the HCL logo in a large, bold, blue, italicized font. The letters are set against a light gray background. The 'H' and 'L' are particularly prominent due to their size and the slant of the font.

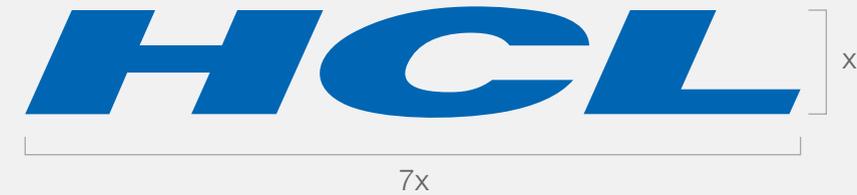
the ratio

The ratio of width to height of the HCL logo should be 7:1. In all circumstances, the logo should be used in accordance with the ratio specified. The logo must never be tampered with or recreated digitally.

size of the logo and clear space

There are no restrictions on the maximum size of the logo. However, the width of the logo should not be less than 3 cms in all aspects of communication. This size excludes the clear space. The HCL logo has an exclusion zone around it which serves to give it a unique identity and this must be adhered to in the ratio specified.

The ratio of width to height of the HCL logo should be 7:1



HCL is an individual entity and stands proud. For this very reason, the main logo has a deliberate exclusion space around it.

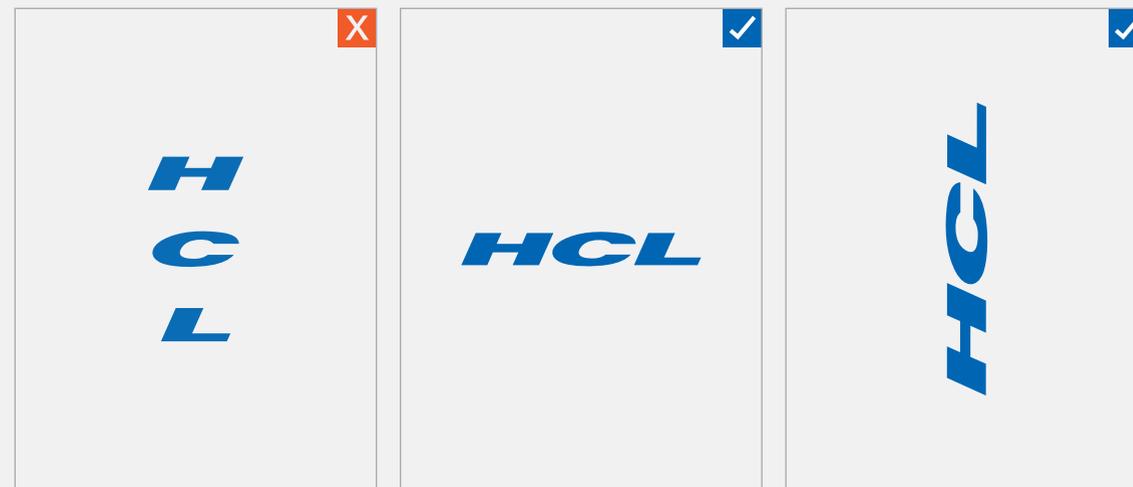


The logo should not be less than 3cms in all aspects of communication.



splitting the letters and vertical usage

As the logo is a fixed unit, it cannot, under any circumstances, be split or spread or written in any other form.



vertical usage

usable backgrounds for the logo

When we use the HCL logo, we must make sure that it is either in HCL Blue, White or Black, as shown in the pictures. When the logo is in HCL Blue, the background colors can be White, Grey or Light Blue. When the logo is in White, the background colors can be Blue, Black or Grey. When the logo is in Black, the background colors can be White or Grey.



Color



Reverse



Black



Grey (K 20)



Reverse Grey (K 50)



Grey (K 20)



Light Blue (C 35)



Reverse Black

improper use of the logo

The HCL logo will be provided to you in a variety of digital formats. These are not to be changed under any circumstances.

control of logo on different backgrounds

A great deal of care must be taken when reversing the logo out of background images. The logo should, under no circumstances, get lost in the background of any design.

01 | color

The HCL logo or the logo background cannot be used in colors other than what have been specified.

02 | gradient

The HCL logo and the logo background cannot have any gradient.

03 | imagery

Do not use logo on top of images.

04 | effects

Do not add drop-shadows, embossings, vignette, etc. to the logo.



01 | color



02 | gradient



03 | imagery



04 | effects



entities

To build a singular brand image, a new representation of logos has been created for entities, subsidiaries, and initiatives under the HCL Enterprise.

vertical logo unit



horizontal logo unit



subsidaries and initiatives

vertical logo unit

HCL
HCL SERVICES

HCL
HCL LEARNING

HCL
HCL FOUNDATION

HCL
HCL CONCERTS

horizontal logo unit

HCL HCL SERVICES

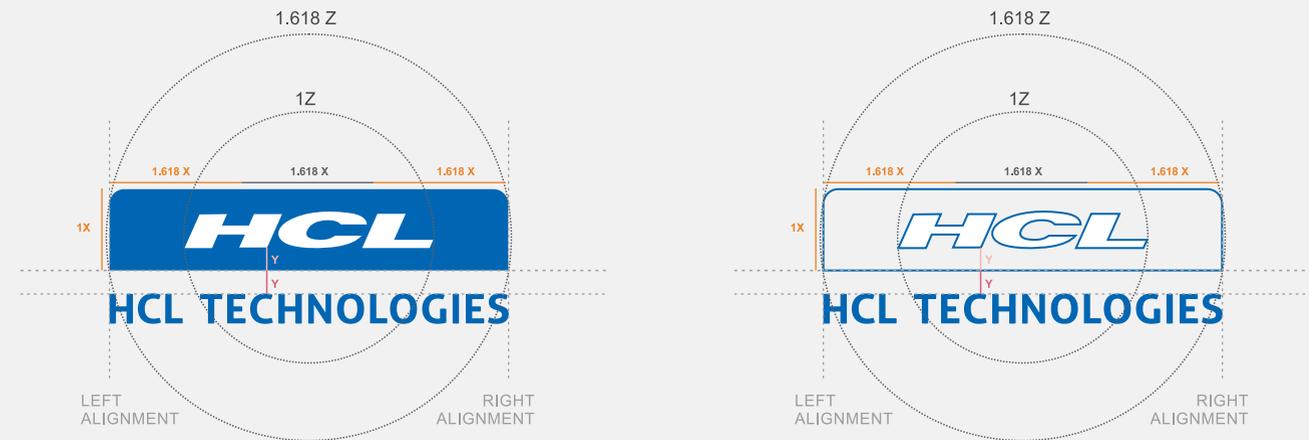
HCL HCL LEARNING

HCL HCL FOUNDATION

HCL HCL CONCERTS

vertical and horizontal unit of entities

The fixed vertical and horizontal unit of the logo will be used basis the golden ratio as mentioned. The usage of the logo has been specified against a white backdrop.



Based on the Golden Ratio $a/b = 1.618$



Based on the Golden Ratio $a/b = 1.618$

usable backgrounds for the logo

Just like the HCL logo, the same set of usable backgrounds apply for these logos. Refer to page 12 for details.



clear space

To ensure visibility of the brand, sufficient clear space needs to be maintained. Type, graphics, and other elements that may add visual clutter, would be kept away to maximize the identity and brand recall. Taking H as X, maintain X space around the logo unit.

horizontal logo unit



vertical logo unit

