



## Brand Guidelines

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# 1.0

## Brand Overview

## 1.1

## Brand Driver Platform

## WHY WE EXIST

We bring the future forward  
through transformative solutions  
that sustainably enhance mankind

## DISTINGUISHING BELIEFS

We are catalysts of progress

We supply material solutions that enhance  
technologies, create categories, improve the  
environment and actively drive a sustainable future

We mobilise the world to accelerate their sustainability  
journey along with us

In constantly pushing possibilities in every sphere: from  
the most high-tech to the most everyday applications

## BRAND IDEA

*Catalysing  
better futures*

## PERSONALITY

Visionary

Galvanizing

Agile

Champion



## 1.2

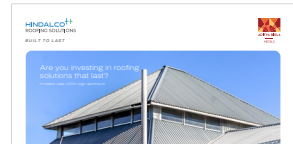
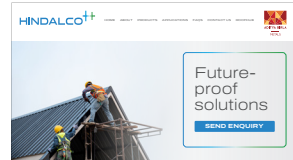
### Tool Kit

To connect with customers, the Hindalco Brand consists of various brand assets such as identity, colour palette, typography, iconography, and a clean imagery style. This overview describes how to combine and apply these elements to develop a strong and consistent visual language.

#### Identity



#### Visual language



#### Typography

ARCHIVO EXPANDED

*Archivo Italic*

Future-  
proof  
solutions  
**SEND ENQUIRY**

Weatherproofing  
solutions  
Install Hindalco  
Roofing Solutions  
*BUILT TO LAST*

MONSERRAT MEDIUM  
MONSERRAT BOLD

HINDALCO<sup>++</sup>  
ROOFING SOLUTIONS

Made with  
**Duranium**

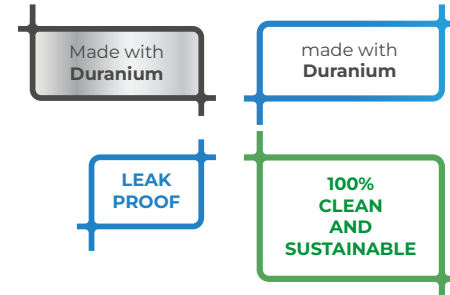
**LEAK  
PROOF**

**100%  
CLEAN  
AND  
SUSTAINABLE**

#### Colour Palette



#### Iconography



# 2.0

## Masterbrand Identity

## 2.1

# Masterbrand Identity

Our Masterbrand Identity reflects the brand positioning effectively through the idea, 'Hindalco Plus'.

Our Identity consists of a wordmark and a symbol.

The symbol can be used as a monogram in isolation for certain applications like an app icon, a favicon, a display picture for social media portals etc. However we must avoid using it on brand communication.

Hindalco is transforming the future by providing value added solutions to its stakeholders. We are enhancing technologies, processes, and our clients' businesses through the multiplicity of our solutions to sustainably enhance mankind. Our symbol thus is an 'H' created with two plus signs with a mettalic gradient standing for our expertise in metal.

We have also taken forward the legacy of the brand with the blue in the indenty, becoming not only brighter but also gradually transforming into a green which stands for a sustainable future.

One Hindalco, Many Solutions.

We lead with      We are supported by

- Solutions
- Performance
- Sustainability
- Innovation

Our wordmark is neat, structured, modern and simple. It has been created using the free font by the Indian type foundry, 'Panchang'. It is ownable, wide, has stature and power to build recall value in the minds of consumers over a period of time.



Improving on the blue from the previous identity to take the legacy of the brand forward.

HINDALCO

## 2.2

### Proportion

The grid on the right shows the correct brand mark proportion. Always ensure to follow this throughout all brand touch-points. We must always scale the identity proportionally.



## 2.3

### Clear Space

In order to ensure the prominence and legibility of the identity, a clear space around the identity is required at all times. If 1 x is the height of 'H' of the Hindalco wordmark, then the clear space around the identity should be 1 x (full the height of 'H').

The specified area surrounding the identity shown on the right indicates the clear space and is not meant to be printed on. This invisible box should remain free from any other elements, such as imagery, typography and graphic elements.





## 2.4

### Minimum Size

Figure A shows the identity for print usage. This is the minimum size. The identity is scalable and there is no limit to the maximum size.

Figure B shows the identity for digital usage. This is the minimum size. The identity is scalable and there is no limit to the maximum size.

Please ensure that the identity is scaled proportionately at all times.

Figure A - Print



Figure B - Digital



## 2.5

### Misuse

- ❶ Do not rotate the identity in any angle
- ❷ Do not add any border to the identity
- ❸ Do not use any special effects
- ❹ Do not change colour
- ❺ Do not distort the identity vertically
- ❻ Do not distort the identity horizontally
- ❼ Do not use outlined version of identity
- ❽ Do not place the identity on colour backgrounds other than those specified in these guidelines
- ❾ Do not place the identity on an image background which compromises the identity's legibility

NOTE: The identity should always appear on a white background.



## 2.6

### Identity In Single Colour

We must use the identity in colour for most applications, however, for instances where the coloured identity cannot be applied, we can use the single colour identity in black or white as shown on the right.

We may also use the single colour version of the identity for applications such as packaging, etching on wood, glass or on metal.



## 2.7

### Masterbrand Identity with Tagline

This version of the identity with the tagline can be used for brand communications, however it should be avoided on brand collaterals that is not consumer facing.

The tagline has been created using the font, Montserrat, Medium weight such that it never exceeds the width of the identity.



## 2.8

### Proportion

The grid on the right shows the correct brand mark proportion with the tagline. Always ensure to follow this throughout all brand touch-points where it is used. We must always scale the identity proportionately.

We must ensure that the width of the tagline does not exceed masterbrand identity ever.

It should always appear on a white background.

The single colour identity should never be used for this version.





# 3.0

## Brand Typography

## 3.1

### Primary Font

The brand typography style and its correct usage can lead to it being memorable in the minds of the customers.

We have chosen the Archivo Expanded font family for all our brand communication except in cases of exceptions. The expanded weight compliments our Hindalco identity, however, we have used multiple weights of this font family to highlight and emphasise different parts of communication. The Archivo font family hence is our brand font.

Archivo is a free Google font. It is a grotesque sans serif typeface family originally designed for highlights and headlines. This family is modern, is available in various weights, has the ability to change its character according to the application. The technical and aesthetic characteristics of the font are both crafted for high performance typography. It was designed to be used simultaneously in print and online platforms and supports over 200 world languages.

The weight and width axes allow a wide variety of styles, from Thin to Black and from ExtraCondensed to Expanded. We will be using some of these weights for our Hindalco sub-brands to create differentiation within the range as well as create synonymity for the brand language system.

We may use this font for headline, sign-offs and body copy as deems fit.

# Archivo

## Font Family

### Condensed

Bringing you avenues to build a legacy that will stand the test of time. Through this generation, and among more to come. In advice, asset selection or investment process, we never compromise on quality.

### Italic

*Bringing you avenues to build a legacy that will stand the test of time. Through this generation, and among more to come. In advice, asset selection or investment process, we never compromise on quality.*

### SemiCondensed

Bringing you avenues to build a legacy that will stand the test of time. Through this generation, and among more to come. In advice, asset selection or investment process, we never compromise on quality.

### SemiExpanded

Bringing you avenues to build a legacy that will stand the test of time. Through this generation, and among more to come. In advice, asset selection or investment process, we never compromise on quality.

### Regular

Bringing you avenues to build a legacy that will stand the test of time. Through this generation, and among more to come. In advice, asset selection or investment process, we never compromise on quality.

### Archivo Expanded

Bringing you avenues to build a legacy that will stand the test of time. Through this generation, and among more to come. In advice, asset selection or investment process, we never compromise on quality.

## 3.2

### Secondary Font

Our secondary font is the Montserrat font family.

It is a functional, free Google font. We can use this font for the product name/product category or tagline with the identity lock-up. The usage of this font is effective as it does not clash with our identity wordmark and should have limited usage. It is not used for our brand communication. We have used this font in uppercase with the identity lock-up as it looks the most aesthetic with our identity wordmark, however we may use multiple weights of this font if required. It has mostly been used in our Dark Grey from our colour palette.

# Montserrat

## Font Family

### Light

Bringing you avenues to build a legacy that will stand the test of time. Through this generation, and among more to come. In advice, asset selection or investment process, we never compromise on quality.

### Regular

Bringing you avenues to build a legacy that will stand the test of time. Through this generation, and among more to come. In advice, asset selection or investment process, we never compromise on quality.

### Medium

Bringing you avenues to build a legacy that will stand the test of time. Through this generation, and among more to come. In advice, asset selection or investment process, we never compromise on quality.

### SemiBold

Bringing you avenues to build a legacy that will stand the test of time. Through this generation, and among more to come. In advice, asset selection or investment process, we never compromise on quality.

### Bold

Bringing you avenues to build a legacy that will stand the test of time. Through this generation, and among more to come. In advice, asset selection or investment process, we never compromise on quality.

### 3.3

## Alternative Font

Our alternative font is the Arial font family.

We may use this font for brand communication or internal usage. This font usage should be permitted only when our brand primary font is unavailable. We may use different weights of this font to highlight or emphasise different parts of information. It is a free font and easily available on all computers.

Arial is a versatile family of typefaces which can be used with equal success for text setting in reports, presentations, magazines etc, and for display use in newspapers, advertising and promotions.

It can be used for internal brand communications like PPT presentations, etc.

# Arial

## Font Family

### Regular

Bringing you avenues to build a legacy that will stand the test of time. Through this generation, and among more to come. In advice, asset selection or investment process, we never compromise on quality.

### Bold

**Bringing you avenues to build a legacy that will stand the test of time. Through this generation, and among more to come. In advice, asset selection or investment process, we never compromise on quality.**

### *Italic*

*Bringing you avenues to build a legacy that will stand the test of time. Through this generation, and among more to come. In advice, asset selection or investment process, we never compromise on quality.*

### ***Bold Italic***

***Bringing you avenues to build a legacy that will stand the test of time. Through this generation, and among more to come. In advice, asset selection or investment process, we never compromise on quality.***

# 4.0

## Brand Colour Palette



## 4.1

## Masterbrand Colour Palette

As shown on the right the identity colour palette is used in the Hindalco identity.

We believe in multiplicity and value-added solutions, and partnerships that sustainably enhance the planet. We are constantly moving towards a greener future.

Hence, we have chosen a colour palette that not only improves on the blue from the existing identity making the legacy stronger, but also introduced a fresh green which stands for us moving towards a greener future.

It consists of the following colours:

Hindalco Dark Blue  
Hindalco Light Blue  
Hindalco Cool Grey  
Hindalco Dark Green  
Hindalco Light Green

The colours shown above are also used in the gradient in our symbol. The hint of the Cool Grey has been used as a highlight within the transition from blue to green in our symbol which also is indicative of a metallic shine.

NOTE: Hindalco Dark Grey is only used for the text with the identity lockup such as the tagline and the identity lockup for roofing solutions, Extrusions etc.

Masterbrand Identity Colour Palette

<p>Hindalco Dark Blue</p> <p>C M Y K 80 40 0 0</p> <p>R G B 37 129 196</p> <p>Pantone 2143 C</p> <p>Hex #2581c4</p>	<p>Hindalco Light Blue</p> <p>C M Y K 70 10 0 0</p> <p>R G B 45 175 230</p> <p>Pantone 2925 C</p> <p>Hex #2dafa6</p>	<p>Hindalco Cool Grey</p> <p>C M Y K 20 0 10 0</p> <p>R G B 214 236 235</p> <p>Pantone 545 C</p> <p>Hex #d6ebeb</p>
	<p>Hindalco Dark Green</p> <p>C M Y K 85 15 100 0</p> <p>R G B 0 147 58</p> <p>Pantone 7739 C</p> <p>Hex #00933a</p>	<p>Hindalco Light Green</p> <p>C M Y K 70 10 80 0</p> <p>R G B 84 165 89</p> <p>Pantone 7738 C</p> <p>Hex #54a559</p>

Used for Product Name / Product Category / Tagline / Sign-off

<p>Hindalco Dark Grey</p> <p>C M Y K R G B 0 0 0 85 74 74 73</p> <p>Pantone Process Black C 85%</p> <p>Hex #4a4a49</p>	<p>Black</p> <p>C M Y K R G B 0 0 0 100 0 0 0</p> <p>Hex #000000</p>	<p>White</p> <p>C M Y K R G B 0 0 0 0 255 255 255</p>
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# 5.0

## Brand Architecture



## 5.2

### Sub-brand Colour Palette

#### WHEN RANGE BRAND EXISTS

We must create our range or sub-brand identities in the preferred colour palette, that compliments our Hindalco identity. We must refrain from using the non preferred colour palette which consists of harsh, saturated warm tones that might clash with the masterbrand. Any tones or similar hues from the preferred colour palette may be picked for any of the range / sub-brands.

In addition, we should use Dark Grey for the product name or product category.

#### WHEN RANGE BRAND DOES NOT EXIST

We use the Hindalco Dark Grey with the identity lock-up to spell out the product name or the product category.

Masterbrand Identity Colour Palette: Common to both scenarios, when range brand exists and when it does not.

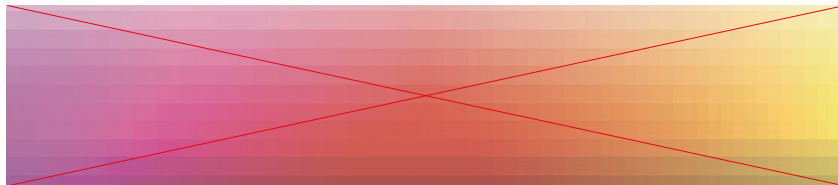


#### WHEN RANGE BRAND EXISTS

For Range / Sub-brand Identity: Preferred colour palette



For Range / Sub-brand Identity: Not preferred colour palette



NOTE: For Product Name / Product Category / Tagline / Sign-off: Hindalco Dark Grey

#### WHEN RANGE BRAND DOES NOT EXIST

Used for Product Name / Product Category

Hindalco Dark Grey

C	M	Y	K
0	0	0	85
R	G	B	
74	74	73	

Pantone

Process Black C 85%

Hex  
#4a4a49

## 5.3

### Font Selection

The Hindalco brand architecture has been organised under a strong system. The schematic below explains what the typography style should be when a range brand exists versus what it would be when a range brand does not exist.

Other guidelines for ratios of these identities with our masterbrand is shown in the following pages.

In both scenarios, there will be a sign-off which should always appear in the primary font but in a way that it does not clash with the identity lock-ups. It should be placed near the identity lock ups on brand applications, keeping in mind the clear space rules for the identities.

#### WHEN RANGE BRAND EXISTS PRIMARY FONT: ARCHIVO FONT FAMILY

## Archivo

### Font Family

#### Condensed

Bringing you avenues to build a legacy that will stand the test of time. Through this generation, and among more to come. In advice, asset selection or investment process, we never compromise on quality.

#### SemiCondensed

Bringing you avenues to build a legacy that will stand the test of time. Through this generation, and among more to come. In advice, asset selection or investment process, we never compromise on quality.

#### Regular

Bringing you avenues to build a legacy that will stand the test of time. Through this generation, and among more to come. In advice, asset selection or investment process, we never compromise on quality.

#### Italic

Bringing you avenues to build a legacy that will stand the test of time. Through this generation, and among more to come. In advice, asset selection or investment process, we never compromise on quality.

#### SemiExpanded

Bringing you avenues to build a legacy that will stand the test of time. Through this generation, and among more to come. In advice, asset selection or investment process, we never compromise on quality.

#### Archivo Expanded

Bringing you avenues to build a legacy that will stand the test of time. Through this generation, and among more to come. In advice, asset selection or investment process, we never compromise on quality.

#### WHEN RANGE BRAND DOES NOT EXIST SECONDARY FONT : MONTERRAT

## Montserrat

### Font Family

#### Light

Bringing you avenues to build a legacy that will stand the test of time. Through this generation, and among more to come. In advice, asset selection or investment process, we never compromise on quality.

#### Regular

Bringing you avenues to build a legacy that will stand the test of time. Through this generation, and among more to come. In advice, asset selection or investment process, we never compromise on quality.

#### Medium

Bringing you avenues to build a legacy that will stand the test of time. Through this generation, and among more to come. In advice, asset selection or investment process, we never compromise on quality.

#### SemiBold

Bringing you avenues to build a legacy that will stand the test of time. Through this generation, and among more to come. In advice, asset selection or investment process, we never compromise on quality.

#### Bold

Bringing you avenues to build a legacy that will stand the test of time. Through this generation, and among more to come. In advice, asset selection or investment process, we never compromise on quality.

NOTE: Font for Product Name / Product Category: Secondary font, MONTERRAT font family



## 5.4

### Typography Style (For Range / Sub-brands)

The schematic below indicates the font weights from our brand font Archivo font family that emote the correct emotion regarding our four sub-segments under which our range brand will be placed.

These wordmarks can be in uppercase or lower case, or even sentence case as per the brand name, however must always be used in the favoured colour palette. (Refer page 20)

The following slides demonstrate how these rules for the brand architecture can be followed by the individual product teams to create their brands, in the form of a schematic.

Font selection for downstream sub-brands (eg. Building & Construction Solutions) when range brand exists: Primary font

#### FONT ATTRIBUTES ACCORDING TO WEIGHTS ASSIGNED TO RANGE brands

GREEN  
Archivo Regular family  
Medium Weight

Green  
STABLE  
friendly  
Clean

CIRCULARITY  
Archivo SemiExpanded Family  
Regular Weight

Solid  
STATURE  
wide  
Grounded

PRECISION ENGINEERING  
Archivo SemiCondensed family  
Bold Weight

Organised  
NEAT  
detailed  
Care

DURABILITY  
Archivo Expanded family  
Black Weight

**Bold**  
**HEAVY**  
**futuristic**  
**Reliable**

NOTE: For the segment of PROTECTION / FRESHNESS - 'Freshwrap' Identity to exist as it is as an exception.

## 5.5

Identity Hierarchy:  
Fixed and Flexible System

The schematic below explains what the architecture would be when a range / sub-brand exists under the sub-segments versus when a range brand does not exist. Some of the elements in the lock-ups will be fixed and some flexible. The hierarchy in both scenarios, masterbrand identity should be the largest in size, the sub-brand identity smaller and the product/category name, the smallest. All identities should always appear on a white background.

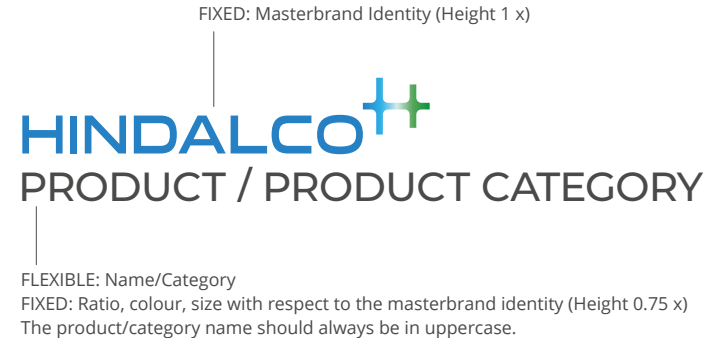
In both scenarios, there will be a sign-off which should always appear in the primary font but in a way that it does not clash with the identity lock-ups. It should be placed near the identity lock ups on brand applications, keeping in mind the clear space rules for the identities and should not be larger than the identity.

The font for sub-brand identities could be in the primary font in upper case, lower case or even a sentence case as long as it is within the weight assigned for the range, however the sub-brand identities should always be left aligned with the master brand in the identity lock up.

## WHEN RANGE BRAND EXISTS



## WHEN RANGE BRAND DOES NOT EXIST



## 5.6 Identity Schematic- For Upstream Brands (eg. Extrusions)

The Hindalco brand architecture has been organised under a strong system. The schematic below explains what the architecture would be when a range brand exists versus does not exist. We have used placeholder text in the schematic below which will be subject to change in case of range brand existing.

In both scenarios, there will be a sign-off which should always appear in the primary font but in a way that it does not clash with the identity lock-up. It should be placed near the identity lock up on brand applications, keeping in mind the clear space rules for the identities and should not be larger than the identity.

WHEN RANGE BRAND EXISTS

**HINDALCO**   
**WXYZ** EXTRUSIONS

Sign-off

*PRECISION ENGINEERING SOLUTIONS*

WHEN RANGE BRAND DOES NOT EXIST

**HINDALCO**   
**EXTRUSIONS 1020**

*PRECISION ENGINEERING SOLUTIONS*

## 5.7

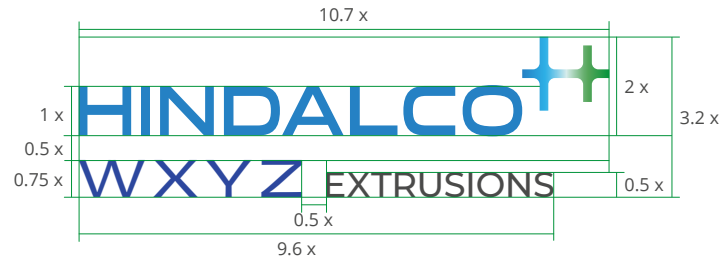
Proportion-  
For Upstream Brands  
(eg. Extrusions)

The schematic below explains what the construction of both identity lock-ups will be. In both cases, the brand will have a sign-off which can be used for brand communication.

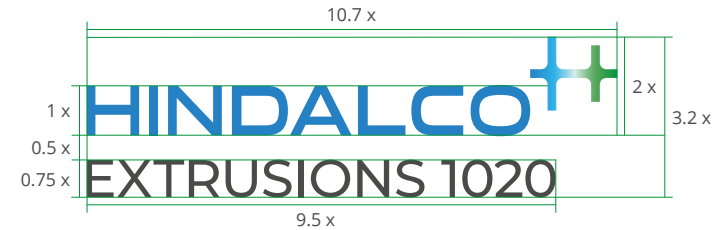
The sign-off should always be used in uppercase and we must ensure it does not overshadow the identity and is placed keeping distance from the identity with a good clear space around the identity lock-up on a communication collateral layout. Examples of application are in the following pages.

We must ensure that the identities in both cases always appear on a white background. We must ensure that the font style is maintained in both cases, where range brand exists or does not. No other other orienation, effects must be used in the identities.

WHEN RANGE BRAND EXISTS



WHEN RANGE BRAND DOES NOT EXIST



H 1x

## 5.8

## Clear Space- For Upstream Brands (eg. Extrusions)

In order to ensure the prominence and legibility of the identity, a clear space around the identity is required at all times.

If 1 x is the height of 'H' of the Hindalco wordmark, then the clear space around the identity should be 1 x.

The specified area surrounding the identity shown on the right indicates the clear space and is not meant to be printed on.

This invisible box should remain free from any other elements, such as imagery, typography and graphic elements.

WHEN RANGE BRAND EXISTS



WHEN RANGE BRAND DOES NOT EXIST



H 1 x

## 5.9 Min Size- For Upstream Brands (eg. Extrusions)

The minimum size of identities should be maintained so that the legibility is not an issue where print or digital applications are concerned.

Figure A shows the identity for print usage. This is the minimum size. The identity is scalable and there is no limit to the maximum size.

Figure B shows the identity for digital usage. This is the minimum size. The identity is scalable and there is no limit to the maximum size.

Figure C shows the identity for print usage. This is the minimum size. The identity is scalable and there is no limit to the maximum size.

Figure D shows the identity for digital usage. This is the minimum size. The identity is scalable and there is no limit to the maximum size.

### WHEN RANGE BRAND EXISTS

Figure A - Print



Figure B - Digital



### WHEN RANGE BRAND DOES NOT EXIST

Figure C - Print



Figure D - Digital



## 5.10

### Identity Schematic- For Downstream Brands (eg. Building & Construction Solutions)

The Hindalco brand architecture has been organised under a strong system. The schematic below explains what the architecture would be when a range brand exists versus does not exist. We have used placeholder text in the schematic below which will be subject to change in case of range brand existing.

In both scenarios, there will be a sign-off which should always appear in the primary font but in a way that it does not clash with the identity lock-up. It should be placed near the identity lock up on brand applications, keeping in mind the clear space rules for the identities and should not be larger than the identity.

WHEN RANGE BRAND EXISTS

**HINDALCO**   
**AAAA** FACADE

Sign-off

*BUILT TO LAST*

WHEN RANGE BRAND DOES NOT EXIST

**HINDALCO**   
**ROOFING SOLUTIONS**

*BUILT TO LAST*

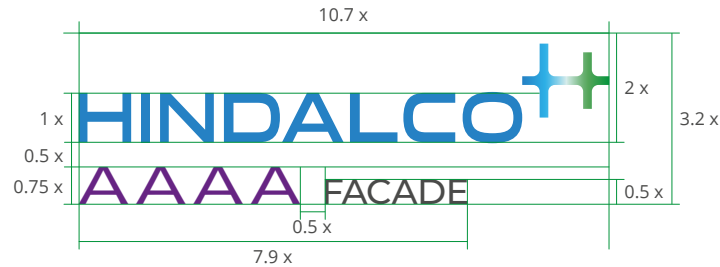
## 5.11

## Proportion- For Downstream Brands (eg. Building & Construction Solutions)

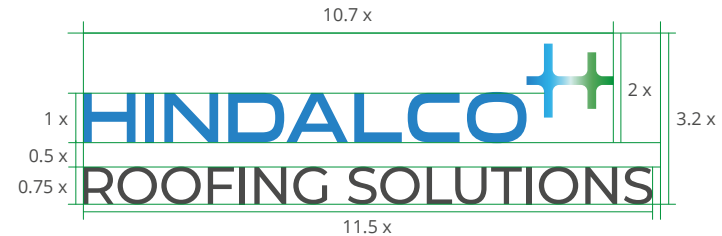
The schematic below explains what the construction of both identity lock-ups will be. In both cases, the brand will have a sign-off which can be used for brand communication. The sign-off should always be used in uppercase and we must ensure it does not overshadow the identity and is placed keeping distance from the identity with a good clear space around the identity lock-up on a communication collateral layout. Examples of application are in the following pages.

We must ensure that the identities in both cases always appear on a white background. We must ensure that the font style is maintained in both cases, where range brand exists or does not. No other other orientation, effects must be used in the identities.

WHEN RANGE BRAND EXISTS



WHEN RANGE BRAND DOES NOT EXIST





## 5.12

## Clear Space- For Downstream Brands (eg. Building & Construction Solutions)

In order to ensure the prominence and legibility of the identity, a clear space around the identity is required at all times. If 1 x is the height of 'H' of the Hindalco wordmark, then the clear space around the identity should be 1 x.

The specified area surrounding the identity shown on the right indicates the clear space and is not meant to be printed on. This invisible box should remain free from any other elements, such as imagery, typography and graphic elements.

WHEN RANGE BRAND EXISTS



WHEN RANGE BRAND DOES NOT EXIST

 1 x

## 5.13

### Min Size- For Downstream Brands (eg. Building & Construction Solutions)

The minimum size of identities should be maintained so that the legibility is not an issue where print or digital applications are concerned.

Figure A shows the identity for print usage. This is the minimum size. The identity is scalable and there is no limit to the maximum size.

Figure B shows the identity for digital usage. This is the minimum size. The identity is scalable and there is no limit to the maximum size.

Figure C shows the identity for print usage. This is the minimum size. The identity is scalable and there is no limit to the maximum size.

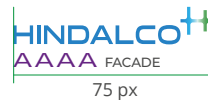
Figure D shows the identity for digital usage. This is the minimum size. The identity is scalable and there is no limit to the maximum size.

#### WHEN RANGE BRAND EXISTS

Figure A - Print



Figure B - Digital



#### WHEN RANGE BRAND DOES NOT EXIST

Figure C - Print



Figure D - Digital



## 5.14

### Do's

The font for all range / sub-brands should be as assigned for the range from the house font, Archivo font family. The fonts for product/ product categories should be maintained along with the ratio guidelines in the preferred colour palette.

### Dont's



01  
No symbol should be used with the sub-brand identity unless it's an exception. Eg: Eternia.



02  
The wordmark should not be a display font, script, stylized or a serif font.



03  
The sub-brand should not be distorted or with a weird orientation.



04  
The ratios between the main brand and sub-brand identity should be maintained.



05  
The sub-brand wordmark should not be in a colour palette that does not compliment the masterbrand.



06  
The wordmark should not have any effects, drop shadows, glow etc.

# 6.0

## Visual Language System

## 6.1

### Group Corporate Brand Identity

The group corporate brand identity should be applied on all brand collaterals and on all sub-brand collaterals, especially the consumer facing applications. This will help our brands become more powerful as the legacy of the group corporate brand is attached to ours. There are two versions of the identity shown below with the segment call out under which our brand Hindalco and its sub-brands fall. We must ensure that the stacked full version identity should always appear on the top right of any layout unless we have space constraints where we will use the horizontal version of the identity without symbol such as phone website.

STACKED FULL VERSION IDENTITY  
(For brand collateral and signages etc.,  
Always to appear on top right corner of the layout  
always on a white background)



**ADITYA BIRLA**  
—  
METALS

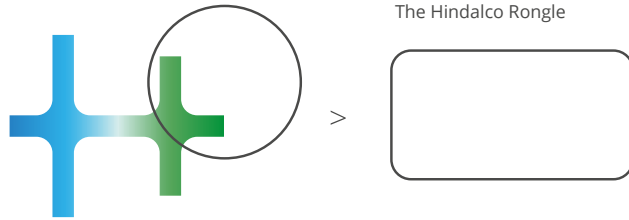
HORIZONTAL VERSION OF IDENTITY WITHOUT SYMBOL  
(For usage on collateral with space constraints, eg.: Phone Website  
in single colour or in reverse)

**ADITYA BIRLA** | METALS

## 6.2

### Visual Language Device: The Rongle

Derived by the soft edges of our identity symbol, we came up with a soft-edged rectangle that becomes our visual language device for the brand. We call it the Hindalco 'Rongle'. This device can help us create a great recall value for the brand. The Rongle can be used as a device for all brand collaterals, internal or consumer facing. It can be used in a flexible manner depending on the dimensions of the collateral's layout. It can be used in an outlined form in our symbol gradient, or colour filled for our sub-brand collaterals in the range/sub-brand colours. We can also use it like a vessel with imagery cropped within it for communication. It can be used as a text box, can be used in a vertical or horizontal orientation and proportionately be scaled according to the layout dimensions. We may use more than one rongle in a layout design. Ways to use it on applications is demonstrated in the pages to follow.

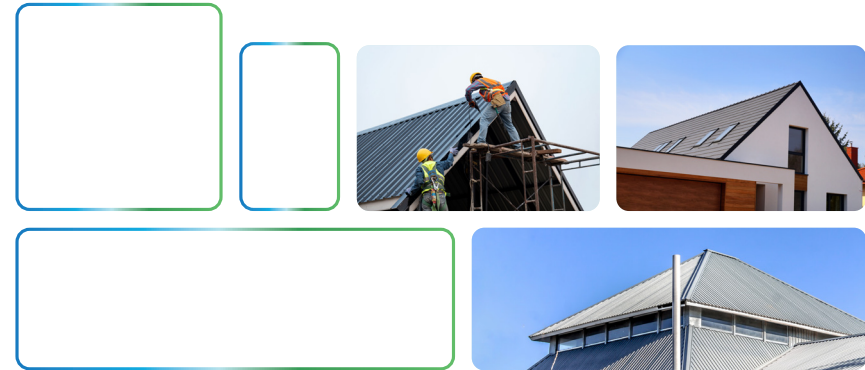


The Hindalco Rongle

USAGE-  
WHEN RANGE BRAND EXISTS



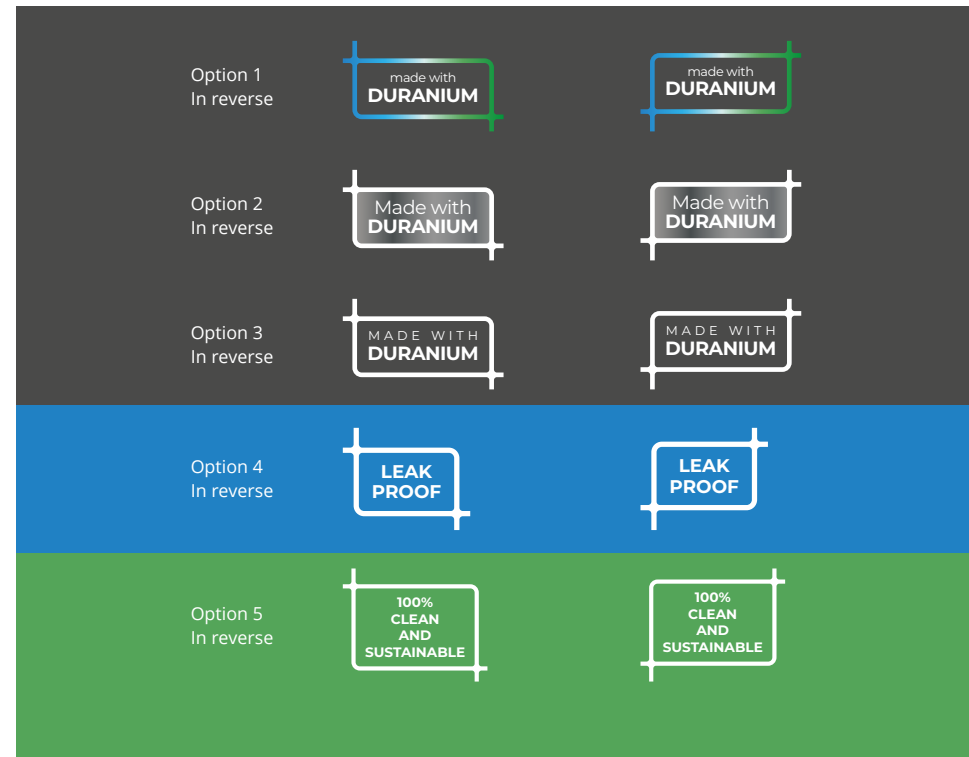
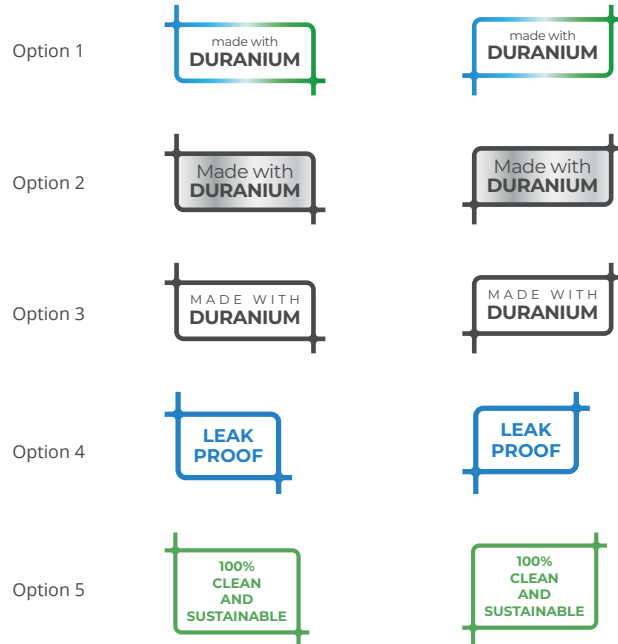
USAGE-  
WHEN RANGE BRAND DOES NOT EXIST



## 6.3 Iconography Style

Our iconography style has been derived from the visual device, the Rongle and our identity symbol. This style is relevant for applications like packaging and communications to represent added values and product USPs. We can use the outline version, the metallic version, and the flat coloured version depending on where they fit best.

### Iconography style



## 6.4

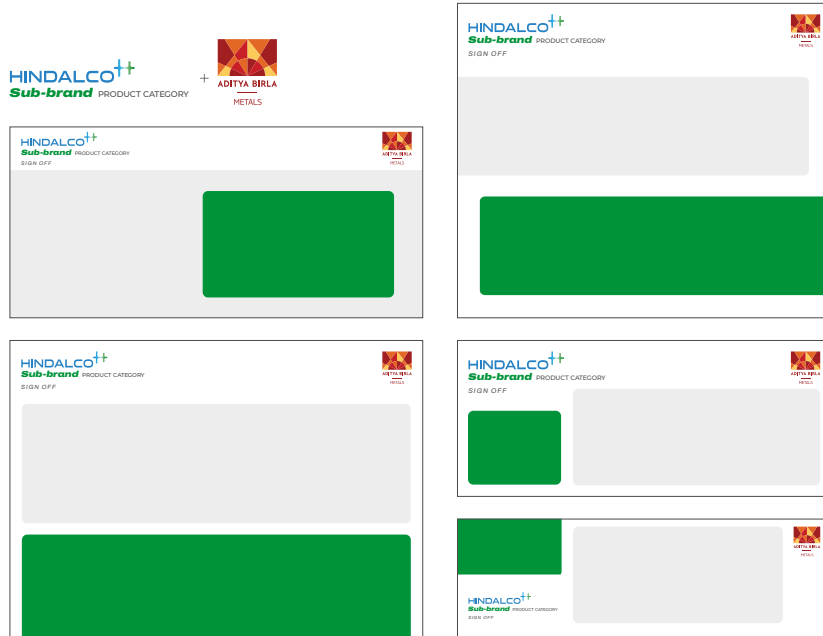
### Visual Language Schematic

The Rongle can be used in our layouts in a flexible manner across our brand collaterals, whether it is for the range brand or just for masterbrand communication. We always must have the Group Identity on the top right of every layout to maintain the legacy of the brand, especially on consumer facing collaterals.

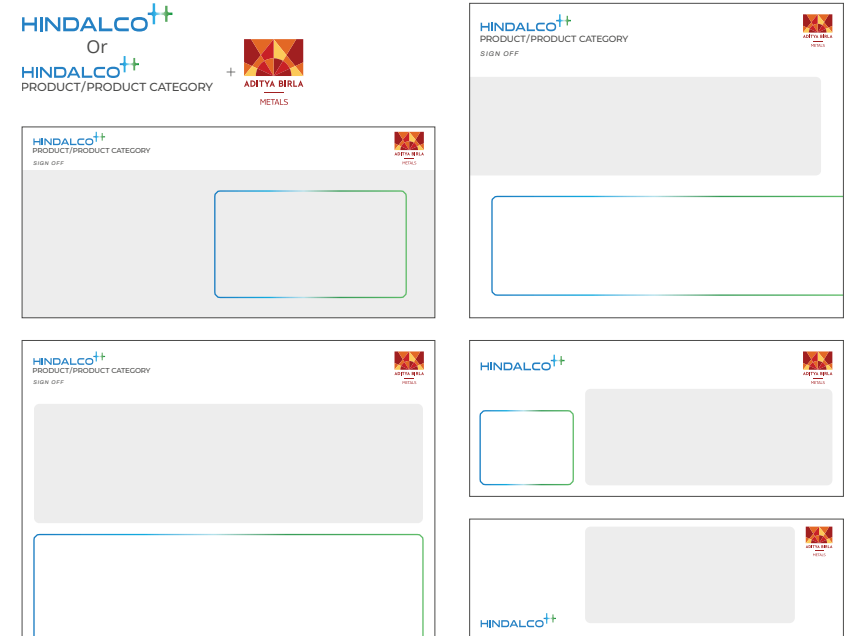
The schematics below clearly demonstrate how the Rongle can be used in the case of sub-brand applications and on the ones for the masterbrand. The sign for each brand should be placed somewhere close to the identity lock-up on the layout.

We must follow the visual system on all brand collaterals except in some exceptional cases.

#### WHEN RANGE BRAND EXISTS



#### WHEN RANGE BRAND DOES NOT EXIST





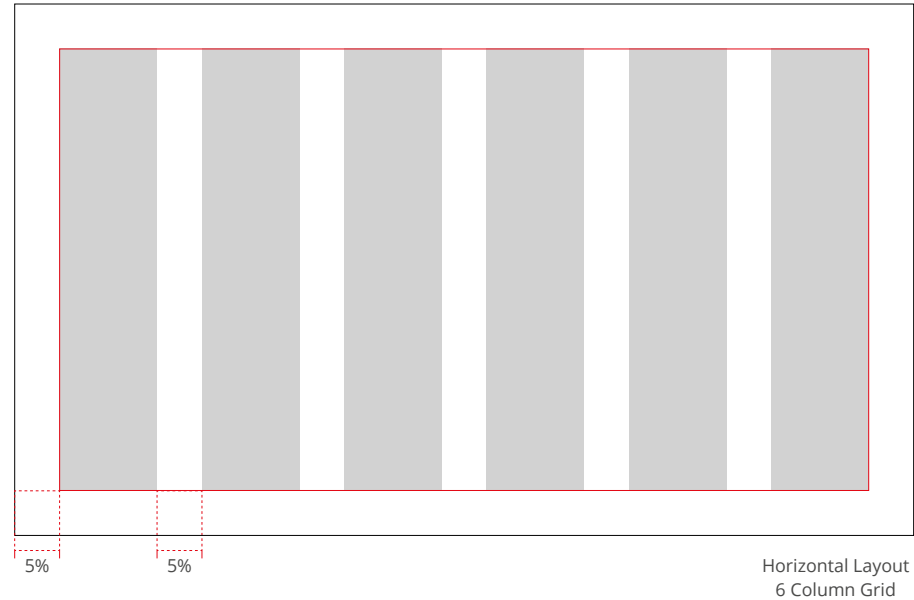
## 6.5 Grid System

X height of the margin = 5% of the diagonal length of the artboard



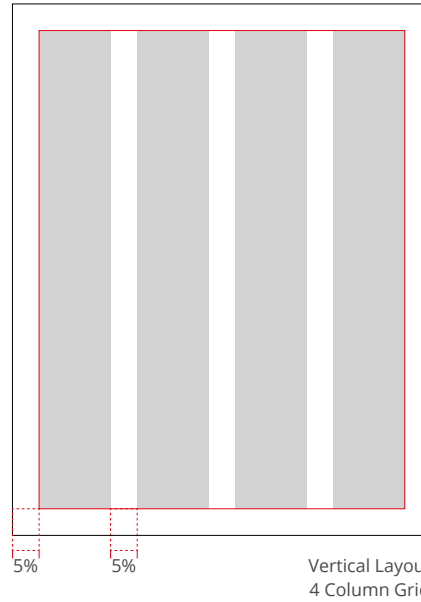
## 6.6 Grid System

X height of the margin = 5% of the diagonal length of the artboard



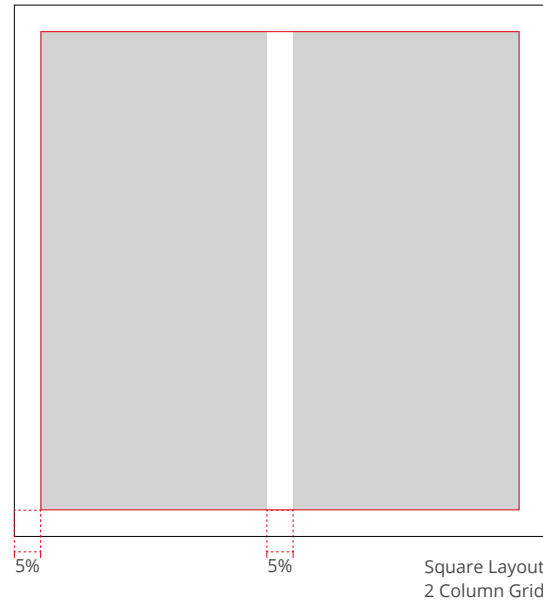
## 6.7 Grid System

X height of the margin = 5% of the diagonal length of the artboard



## 6.8 Grid System

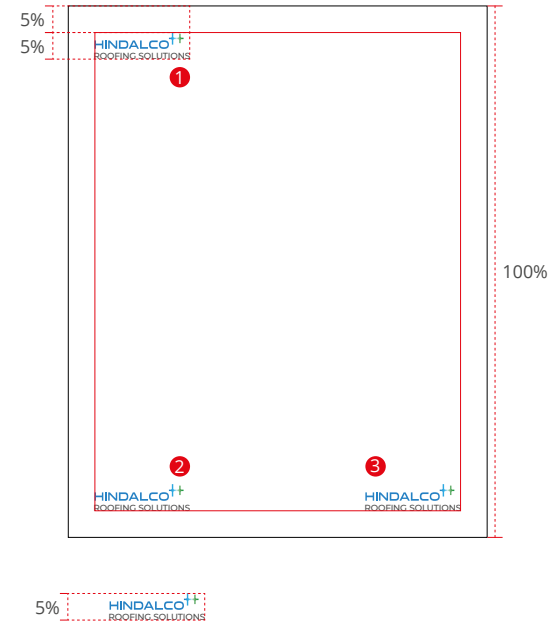
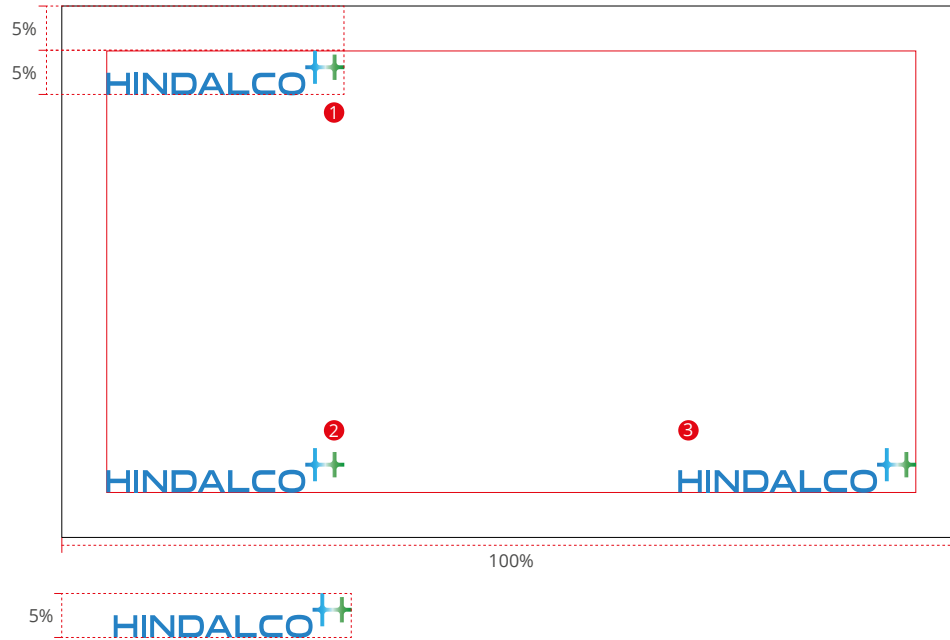
X height of the margin = 5% of the diagonal length of the artboard



## 6.9 Identity Placement

Our identity should always be placed with consistency. It is always placed as below:

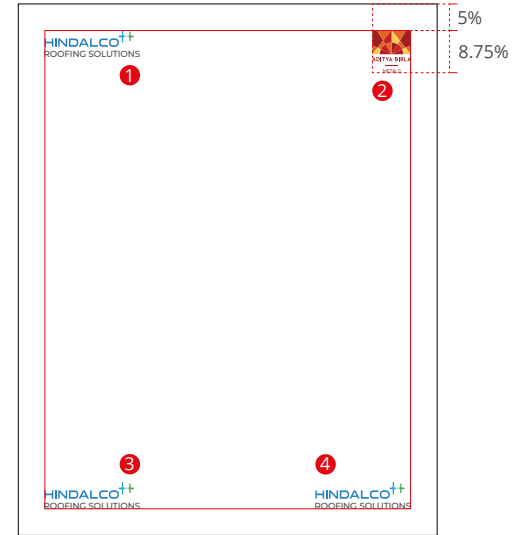
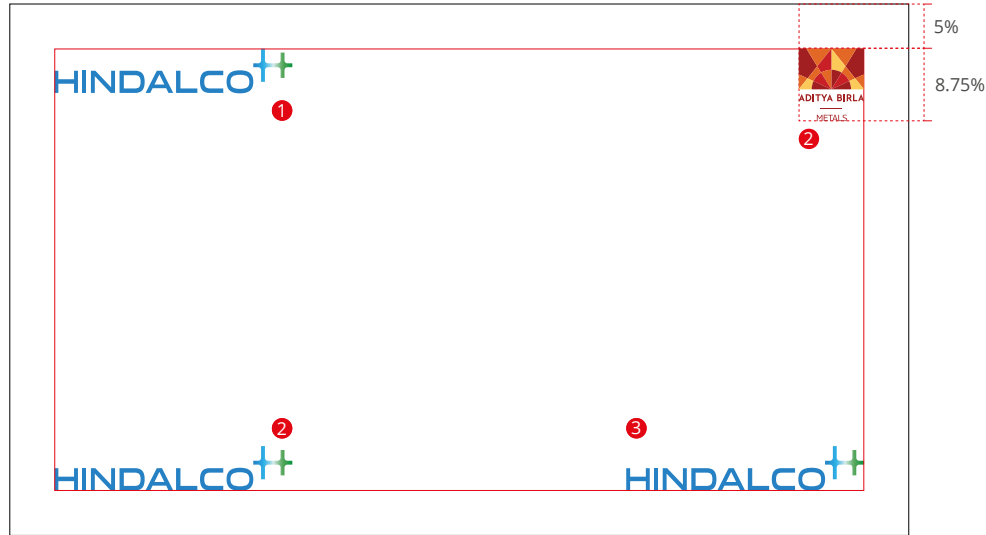
- ❶ Top left corner
- ❷ Bottom left corner
- ❸ Bottom right corner



## 6.10 Identity Placement

Our identity should always be placed with consistency. It is always placed as below:

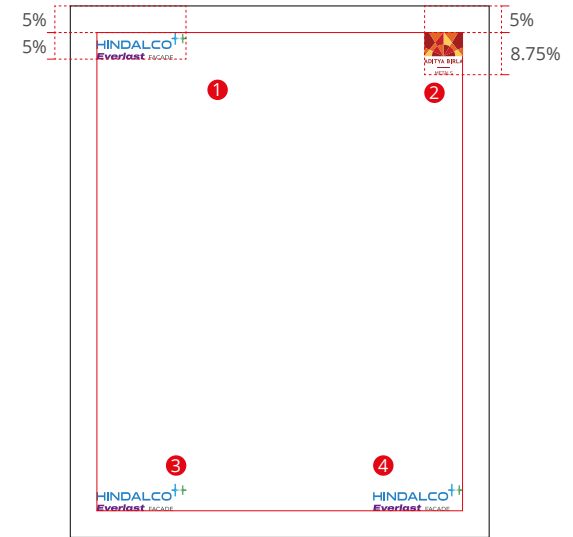
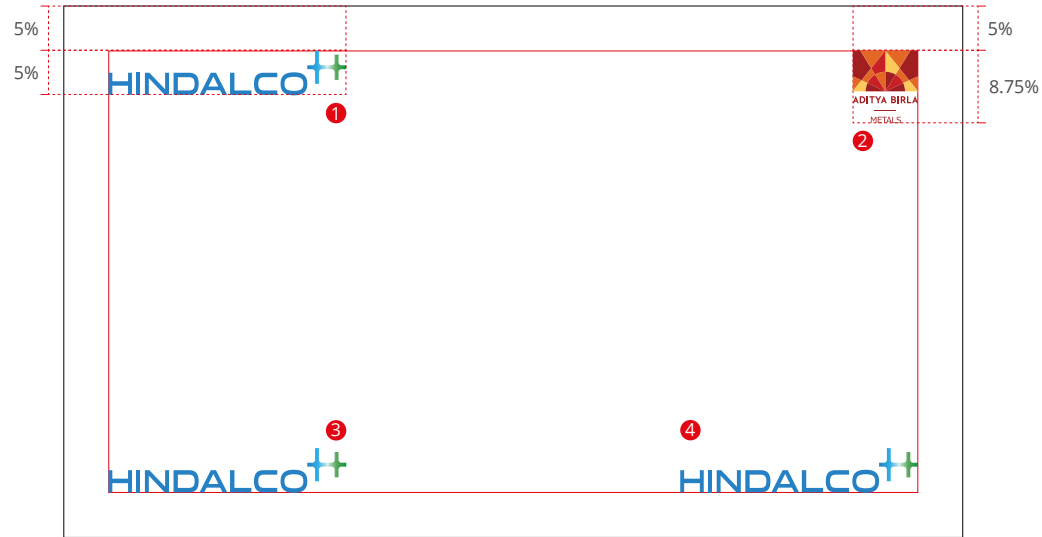
- ① Top left corner
- ② Top right corner
- ③ Bottom left corner
- ④ Bottom right corner



## 6.11 Identity Placement

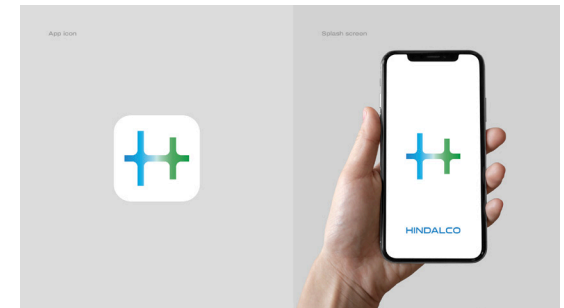
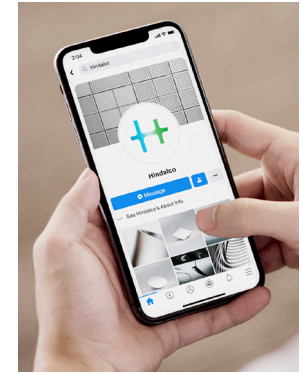
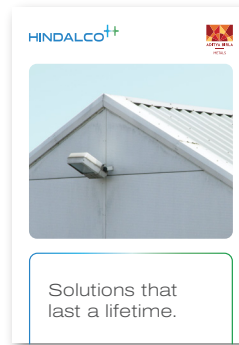
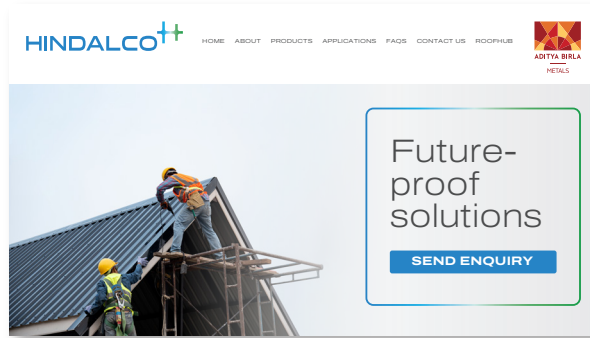
Our identity should always be placed with consistency. It is always placed as below:

- ① Top left corner
- ② Top right corner
- ③ Bottom left corner
- ④ Bottom right corner



## 6.12

### Masterbrand Applications





# 7.0

## Sub-brand Identity

EVERLAST

(WHEN RANGE BRAND EXISTS-  
SUB-SEGMENT: DURABILITY)

## 7.1

### Brand Identity and Sign-Off

We have followed the rules for creating the Everlast identity as shown in the previous slides.

#### Colour Palette:

We have chosen a brand colour from within the preferred colour palette for range/sub-brands.

#### Typography style:

We have used the black italic weight from the font family Archivo Expanded assigned to the range such that it reflects attributes of the 'durability' sub-segment.

#### Ratios and sign-off:

We have followed the correct hierarchy and ratios for the identity lock-ups and maintained rules for the sign-off.

Iconnography and Visual language system:  
(Refer pages 38, 39, 40)



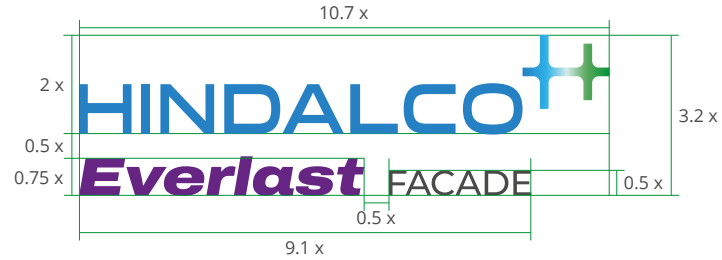
Sign-off

*BUILT TO LAST*

## 7.2

### Proportion

The grid on the right shows the correct brand mark proportion. Always ensure to follow this throughout all brand touch-points. We must always scale the identity proportionally.



## 7.3

### Clear Space

In order to ensure the prominence and legibility of the identity, a clear space around the identity is required at all times. The 'H' height of the identity 'Hindalco Everlast Facade' equals '1 x', which determines the clear space around all four sides of the identity.

The specified area surrounding the identity shown on the right indicates the clear space and is not meant to be printed on. This invisible box should remain free from any other elements, such as imagery, typography and graphic elements.



## 7.4

### Minimum Size

Figure A shows the identity for print usage. This is the minimum size. The identity is scalable and there is no limit to the maximum size.

Figure B shows the identity for digital usage. This is the minimum size. The identity is scalable and there is no limit to the maximum size.

Please ensure that the identity is scaled proportionately at all times.

Figure A - Print



Figure B - Digital



## 7.5 Misuse

- ❶ Do not rotate the identity in any angle
- ❷ Do not add any border to the identity
- ❸ Do not use any special effects
- ❹ Do not change colour
- ❺ Do not distort the identity vertically
- ❻ Do not distort the identity horizontally
- ❼ Do not use outlined version of identity
- ❽ Do not place the identity on colour backgrounds other than those specified in these guidelines
- ❾ Do not place the identity on an image background which compromises the identity's legibility

NOTE: The identity should always appear on a white background.



## 7.6

### Colour Palette

We have chosen a brand colour from within the preferred colour palette for range/sub-brands.

Our range/sub-brand colour palette is a Deep Purple.

The entire identity will be a combination of the masterbrand and the product category, hence, those colour palettes are also mentioned on the right.

Masterbrand Identity Colour Palette



Range / Sub-brand Identity Colour Palette

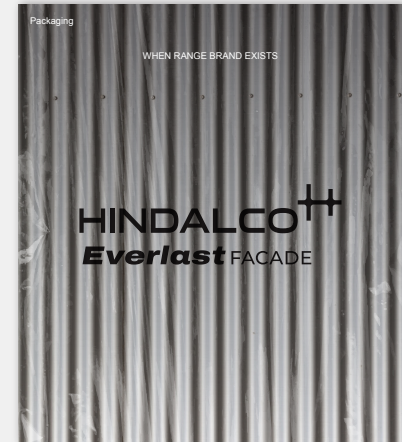
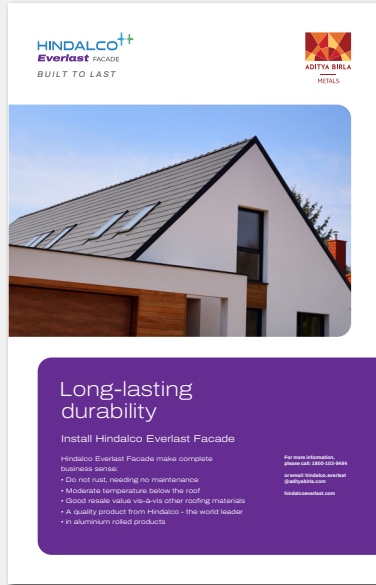


Used for Product Name / Product Category / Tagline / Sign-off

Hindalco Dark Grey	Black	White
C M Y K	C M Y K	C M Y K
0 0 0 85	0 0 0 100	0 0 0 0
R G B	R G B	R G B
74 74 73	0 0 0	255 255 255
Pantone	Hex	Hex
Process Black C 85%	#4a4a49	#000000

## 7.7

## Everlast Applications





# 8.0

## Sub-brand Identity

### ETERNIA

(WHEN RANGE BRAND EXISTS AS AN EXCEPTION  
WITH SEGMENTS WITHIN THE RANGE BRAND  
SUB-SEGMENT: GREEN )

## 8.1

### Brand Identity and Sign-Off

This brand will be treated as an exception. For such instances, we will be using the masterbrand as an endorsement with the identity lock-up as the brand on its own is well established in the minds of the consumers and may lose loyalty from customers if re-developed according to the new brand language.

The Eternia brand under Hindalco is not only popular but also has products laid out within the affordable, premium and economy segments within the range.

#### Colour Palette:

We have not altered the brand identity or the existing colour palette.

#### Typography style:

We have used the secondary font for the endorsement.

#### Iconography and Visual language system:

We can use Options 1, 4 and 5 from the iconography style.  
(Refer pages 38, 39, 40)

#### Sign-off:

We have used the primary font for the sign-off.  
(Refer page 24)



Sign-off

SOLUTIONS THAT INSPIRE

## 8.2

Eternia with Brands  
in all Segments

The Eternia brand under Hindalco is not only popular but also has products laid out within the affordable, premium and economy segments within the range. The following pages demonstrate guidelines for each identity.

SUB-BRAND IDENTITY  
WITH MASTER BRAND AS AN ENDORSEMENT



SEGMENTS WITHIN THE SUB-BRAND

PREMIUM SEGMENT



ECONOMY SEGMENT



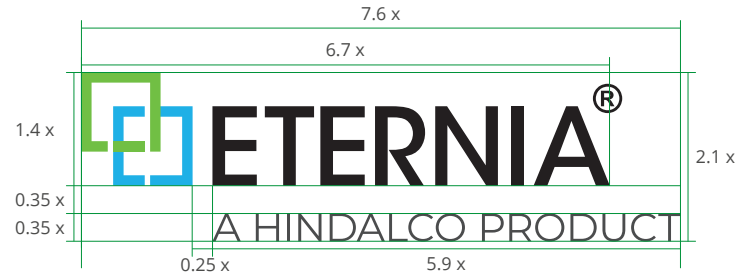
AFFORDABLE SEGMENT (NO ENDORSEMENT)



## 8.3

### Proportion

The grid on the right shows the correct brand mark proportion. Always ensure to follow this throughout all brand touch-points. We must always scale the identity proportionally.



**E** 1 x

## 8.4

### Clear Space

In order to ensure the prominence and legibility of the identity, a clear space around the identity is required at all times. The 'E' height of the identity 'Eternia' equals '1 x', which determines the clear space around all four sides of the identity.

The specified area surrounding the identity shown on the right indicates the clear space and is not meant to be printed on. This invisible box should remain free from any other elements, such as imagery, typography and graphic elements.



**E** 1 x

## 8.5

### Identity - Premium Segment

This is the Identity for the Eternia Premium segment.

It is a graceful wordmark created in the font Bitstream Chianti BT (Note: This is a licensed font).

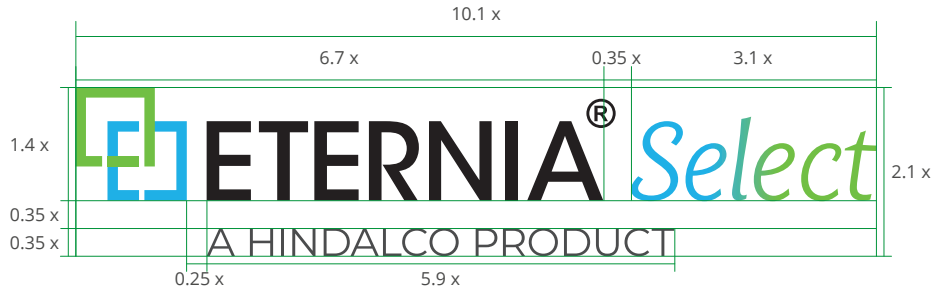
We have created the wordmark in the brand colours, however, in a soft flowy gradient echoing the idea of moving towards a greener, sustainable future.



## 8.6

Identity - Premium  
Segment Proportion

The grid on the right shows the correct brand mark proportion. Always ensure to follow this throughout all brand touch-points. We must always scale the identity proportionally.



**E** 1 x

## 8.7

### Identity - Premium Segment Clear Space

In order to ensure the prominence and legibility of the identity, a clear space around the identity is required at all times. The 'E' height of the identity 'Eternia' equals '1 x', which determines the clear space around all four sides of the identity.

The specified area surrounding the identity shown on the right indicates the clear space and is not meant to be printed on. This invisible box should remain free from any other elements, such as imagery, typography and graphic elements.



**E** 1 x



## 8.8

### Identity - Economy Segment

This is the Identity for the Eternia economy segment.

It is a simple, neat, functional wordmark created in our brand font family, Archivo, but a condensed weight.

We have created the wordmark in the green from our brand colour palette.



## 8.9

Identity - Economy  
Segment Proportion

The grid on the right shows the correct brand mark proportion. Always ensure to follow this throughout all brand touch-points. We must always scale the identity proportionally.



**E** 1 x

## 8.10

Identity - Economy  
Segment Clear Space

In order to ensure the prominence and legibility of the identity, a clear space around the identity is required at all times. The 'E' height of the identity 'Eternia' equals '1 x', which determines the clear space around all four sides of the identity.

The specified area surrounding the identity shown on the right indicates the clear space and is not meant to be printed on. This invisible box should remain free from any other elements, such as imagery, typography and graphic elements.



**E** 1 x

## 8.11

### Identity - Affordable Segment

This is the identity for the Eternia affordable segment.

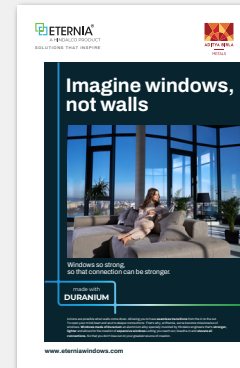
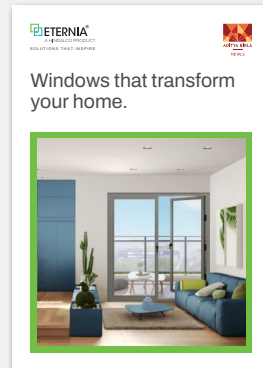
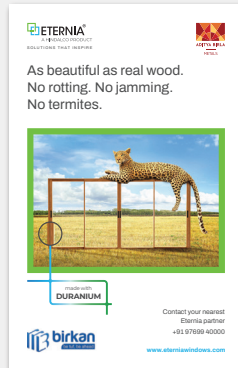
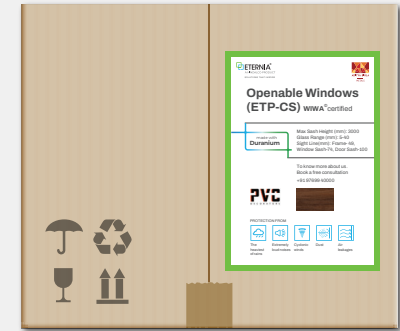
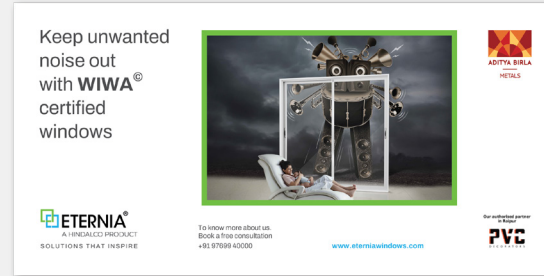
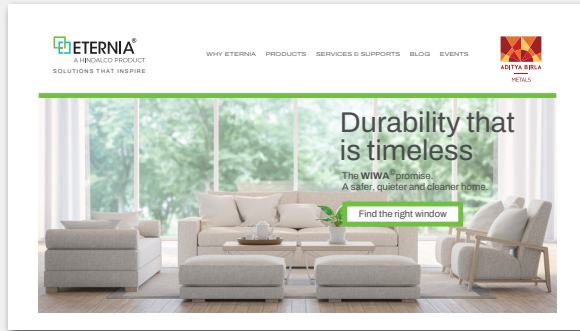
This segment of the brand is well established and famous, as used currently without the Eternia wordmark or the Hindalco endorsement, hence we will treat this as an exceptional case and use it as it currently is.

The identity in this case will not appear with the endorsement.



## 8.12

### Eternia Applications



# 9.0

## Sub-brand Identity

### EcoEdge C

(WHEN RANGE BRAND EXISTS-  
SUB-SEGMENT: CIRCULARITY)

## 9.1

### Brand Identity and Sign-Off

We have followed the rules for creating the EcoEdge C identity as shown in the previous slides.

#### Colour Palette:

We have chosen a brand colour from within the preferred colour palette for range/sub-brands.

#### Typography style:

We have used the bold weight from the font family Archivo assigned to the range such that it reflects attributes of the 'circularity' sub-segment.

#### Ratios and sign-off:

We have followed the correct heirarchy and ratios for the identity lock-ups and maintained rules for the sign-off.

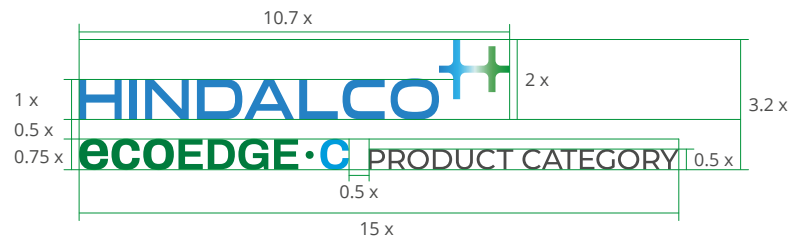
Iconnography annd Visual language system:  
(Refer pages 38, 39, 40)



## 9.2

### Proportion

The grid on the right shows the correct brand mark proportion. Always ensure to follow this throughout all brand touch-points. We must always scale the identity proportionally.





## 9.3

### Clear Space

In order to ensure the prominence and legibility of the identity, a clear space around the identity is required at all times. The 'H' height of the identity 'Hindalco EcoEdge C Product Category' equals '1 x', which determines the clear space around all four sides of the identity.

The specified area surrounding the identity shown on the right indicates the clear space and is not meant to be printed on. This invisible box should remain free from any other elements, such as imagery, typography and graphic elements.



## 9.4

### Minimum Size

Figure A shows the identity for print usage. This is the minimum size. The identity is scalable and there is no limit to the maximum size.

Figure B shows the identity for digital usage. This is the minimum size. The identity is scalable and there is no limit to the maximum size.

Please ensure that the identity is scaled proportionately at all times.

Figure A - Print



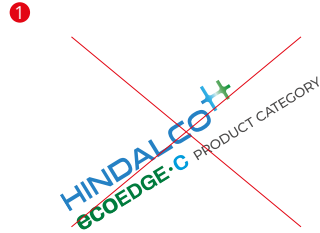
Figure B - Digital



## 9.5 Misuse

- ❶ Do not rotate the identity in any angle
- ❷ Do not add any border to the identity
- ❸ Do not use any special effects
- ❹ Do not change colour
- ❺ Do not distort the identity vertically
- ❻ Do not distort the identity horizontally
- ❼ Do not use outlined version of identity
- ❽ Do not place the identity on colour backgrounds other than those specified in these guidelines
- ❾ Do not place the identity on an image background which compromises the identity's legibility

NOTE: The identity should always appear on a white background.



## 9.6

### Colour Palette

We have chosen a brand colour from within the preferred colour palette for range/sub-brands.

Our range/sub-brand colour palette is a EcoEdge C Dark Green and EcoEdge C Blue.

The entire identity will be a combination of the masterbrand and the product category, hence, those colour palettes are also mentioned on the right.

Masterbrand Identity Colour Palette



Range / Sub-brand Identity Colour Palette

EcoEdge C Dark Green								EcoEdge C Blue							
C	M	Y	K	R	G	B		C	M	Y	K	R	G	B	
100	30	100	0	0	123	61		85	15	0	0	0	156	220	
				Hex								Hex			
				#007b3d								#009cdc			

Used for Product Name / Product Category / Tagline / Sign-off

Hindalco Dark Grey								Black								White							
C	M	Y	K	R	G	B		C	M	Y	K	R	G	B		C	M	Y	K	R	G	B	
0	0	0	85	74	74	73		0	0	0	100	0	0	0		0	0	0	0	255	255	255	
Pantone				Hex																			
Process Black C 85%				#4a4a49								#000000											

## 9.7

## EcoEdge C Applications



# 10.0

## Sub-brand Identity

### EcoEdge G

(WHEN RANGE BRAND EXISTS-  
SUB-SEGMENT: GREEN)

## 10.1

### Brand Identity and Sign-Off

We have followed the rules for creating the EcoEdge G identity as shown in the previous slides.

#### Colour Palette:

We have chosen a brand colour from within the preferred colour palette for range/sub-brands.

#### Typography style:

We have used the bold weight from the font family Archivo assigned to the range such that it reflects attributes of the 'green' sub-segment.

#### Ratios and sign-off:

We have followed the correct heirarchy and ratios for the identity lock-ups and maintained rules for the sign-off.

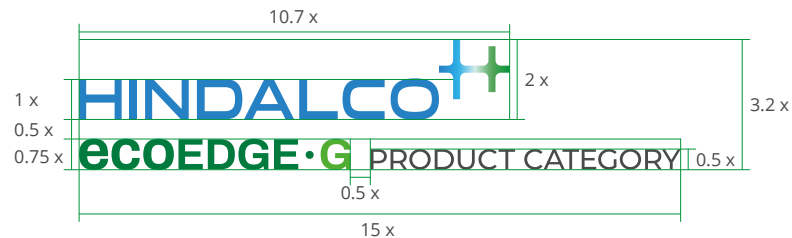
Iconnography annd Visual language system:  
(Refer pages 38, 39, 40)



## 10.2

### Proportion

The grid on the right shows the correct brand mark proportion. Always ensure to follow this throughout all brand touch-points. We must always scale the identity proportionally.





## 10.3

### Clear Space

In order to ensure the prominence and legibility of the identity, a clear space around the identity is required at all times. The 'H' height of the identity 'Hindalco EcoEdge G Product Category' equals '1 x', which determines the clear space around all four sides of the identity.

The specified area surrounding the identity shown on the right indicates the clear space and is not meant to be printed on. This invisible box should remain free from any other elements, such as imagery, typography and graphic elements.



## 10.4

### Minimum Size

Figure A shows the identity for print usage. This is the minimum size. The identity is scalable and there is no limit to the maximum size.

Figure B shows the identity for digital usage. This is the minimum size. The identity is scalable and there is no limit to the maximum size.

Please ensure that the identity is scaled proportionately at all times.

Figure A - Print



Figure B - Digital

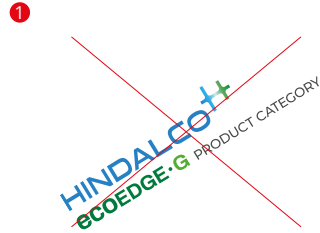


## 10.5

### Misuse

- ❶ Do not rotate the identity in any angle
- ❷ Do not add any border to the identity
- ❸ Do not use any special effects
- ❹ Do not change colour
- ❺ Do not distort the identity vertically
- ❻ Do not distort the identity horizontally
- ❼ Do not use outlined version of identity
- ❽ Do not place the identity on colour backgrounds other than those specified in these guidelines
- ❾ Do not place the identity on an image background which compromises the identity's legibility

NOTE: The identity should always appear on a white background.



## 10.6 Colour Palette

We have chosen a brand colour from within the preferred colour palette for range/sub-brands.

Our range/sub-brand colour palette is a EcoEdge G Dark Green and EcoEdge G Green.

The entire identity will be a combination of the masterbrand and the product category, hence, those colour palettes are also mentioned on the right.

## Masterbrand Identity Colour Palette



Range / Sub-brand Identity Colour Palette

EcoEdge G Dark Green					EcoEdge G Green				
C	M	Y	K		R	G	B		
100	30	100	0		0	123	61		
					Hex				
					#007b3d				

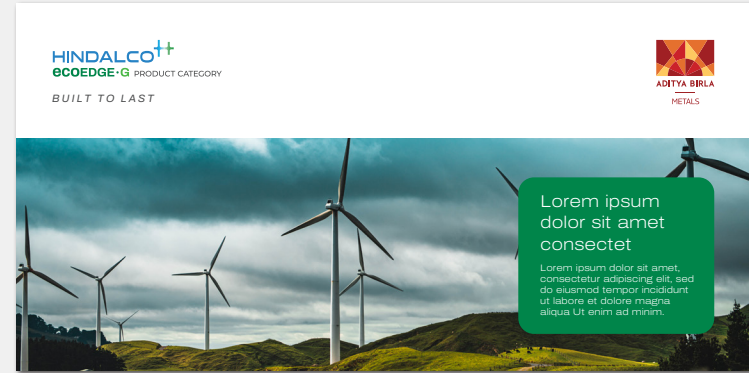
C	M	Y	K		R	G	B		
70	0	100	0		82	174	50		
					Hex				
					#52ae32				

Used for Product Name / Product Category / Tagline / Sign-off

Hindalco Dark Grey							Black							White						
C	M	Y	K	R	G	B	C	M	Y	K	R	G	B	C	M	Y	K	R	G	B
0	0	0	85	74	74	73	0	0	0	100	0	0	0	0	0	0	0	255	255	255
Pantone Process Black C 85%							Hex #4a4a49							Hex #000000						

# 10.7

## EcoEdge G Applications



# 11.0

## Sub-brand Identity

### PrizTec

(WHEN RANGE BRAND EXISTS-  
SUB-SEGMENT: PRECISION ENGINEERING)

## 11.1

### Brand Identity and Sign-Off

We have followed the rules for creating the PrizTec identity as shown in the previous slides.

#### Colour Palette:

We have chosen a brand colour from within the preferred colour palette for range/sub-brands.

#### Typography style:

We have used the black italic weight from the font family Archivo SemiCondensed assigned to the range such that it reflects attributes of the 'precision engineering' sub-segment.

#### Ratios and sign-off:

We have followed the correct heirarchy and ratios for the identity lock-ups and maintained rules for the sign-off.

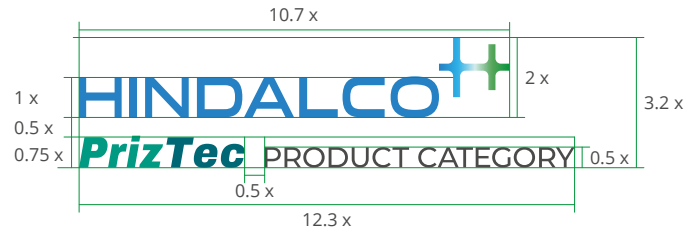
Iconnography annd Visual language system:  
(Refer pages 38, 39, 40)



## 11.2

### Proportion

The grid on the right shows the correct brand mark proportion. Always ensure to follow this throughout all brand touch-points. We must always scale the identity proportionally.





## 11.3

### Clear Space

In order to ensure the prominence and legibility of the identity, a clear space around the identity is required at all times. The 'H' height of the identity 'Hindalco PrizTec Product Category' equals '1 x', which determines the clear space around all four sides of the identity.

The specified area surrounding the identity shown on the right indicates the clear space and is not meant to be printed on. This invisible box should remain free from any other elements, such as imagery, typography and graphic elements.



## 11.4

### Minimum Size

Figure A shows the identity for print usage. This is the minimum size. The identity is scalable and there is no limit to the maximum size.

Figure B shows the identity for digital usage. This is the minimum size. The identity is scalable and there is no limit to the maximum size.

Please ensure that the identity is scaled proportionately at all times.

Figure A - Print



Figure B - Digital



# 11.5

## Misuse

- ❶ Do not rotate the identity in any angle
- ❷ Do not add any border to the identity
- ❸ Do not use any special effects
- ❹ Do not change colour
- ❺ Do not distort the identity vertically
- ❻ Do not distort the identity horizontally
- ❼ Do not use outlined version of identity
- ❽ Do not place the identity on colour backgrounds other than those specified in these guidelines
- ❾ Do not place the identity on an image background which compromises the identity's legibility

NOTE: The identity should always appear on a white background.

❶



❷



❸



❹



❺



❻



❼



❽



❾



## 11.6

### Colour Palette

We have chosen a brand colour from within the preferred colour palette for range/sub-brands.

Our range/sub-brand colour palette is a Hindalco Teal and Hindalco Dark Teal.

The entire identity will be a combination of the masterbrand and the product category, hence, those colour palettes are also mentioned on the right.

Masterbrand Identity Colour Palette



Range / Sub-brand Identity Colour Palette

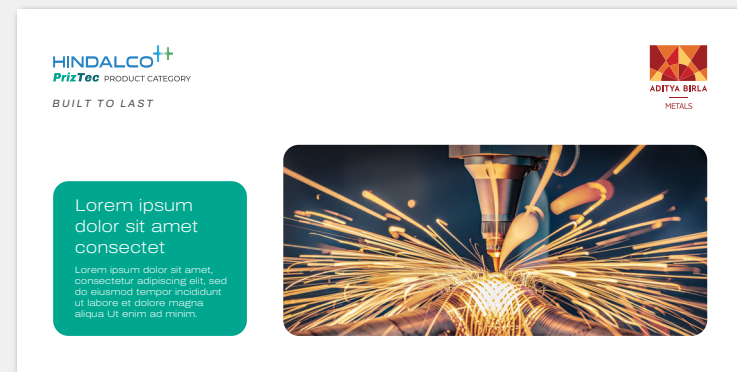
Hindalco Teal								Hindalco Dark Teal							
C	M	Y	K	R	G	B		C	M	Y	K	R	G	B	
100	0	60	0	0	153	130		90	45	45	15	0	103	117	
				Hex								Hex			
				#009982								#006775			

Used for Product Name / Product Category / Tagline / Sign-off

Hindalco Dark Grey								Black								White							
C	M	Y	K	R	G	B		C	M	Y	K	R	G	B		C	M	Y	K	R	G	B	
0	0	0	85	74	74	73		0	0	0	100	0	0	0		0	0	0	0	255	255	255	
Pantone				Hex																			
Process Black C 85%				#4a4a49								#000000											

# 11.7

## PrizTec Applications



Thank you.