



Brand guidelines

SWITCH ON SUSTAINABILITY TM
Skeiron
GROUP

All the guidelines provided in this manual are applicable for all Skeiron business wordmarks.

Wordmark

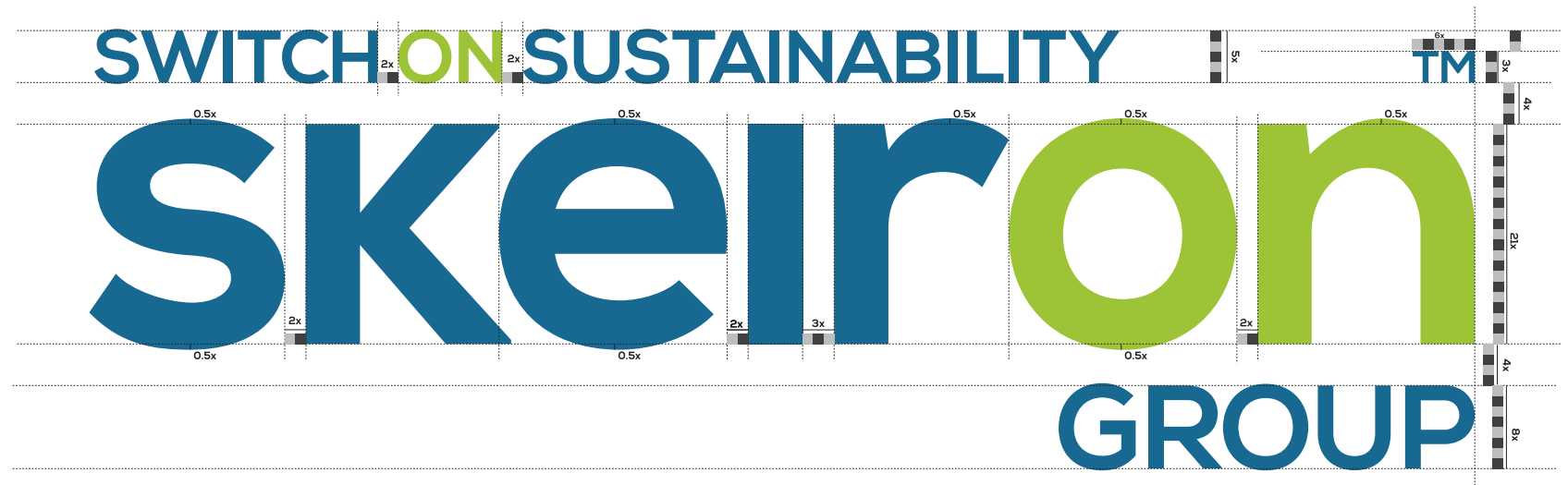
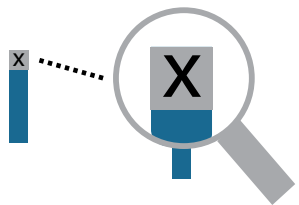
The wordmark is a creative articulation of our group identity and should always be used prominently and consistently to represent the group.

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Proportions

The "X-unit" defines the ratios for the wordmark unit. The size of "X" has been defined from the letter "I" in the tagline that is part of the wordmark unit.

This unit will be considered as the constant that defines the height and the distance of all the letters in the identity.



Exclusion zone

The exclusion zone (the dotted area, X) is the area in which no other graphic elements, images or text can appear and the closest that the wordmark can come to the edge of the page.

X is the height of the letter 'O' in the Skeiron wordmark.



Wordmark variations

These are the primary, reverse and grey scale units.

The width of the unit with the tag-line should not be less than 25mm.

The width of the unit without the tag line should not be less than 20mm.

Use the grey scale units where colour usage is not possible.

Primary and reverse unit with tag line



Unit without tag line



Unit in grey scale



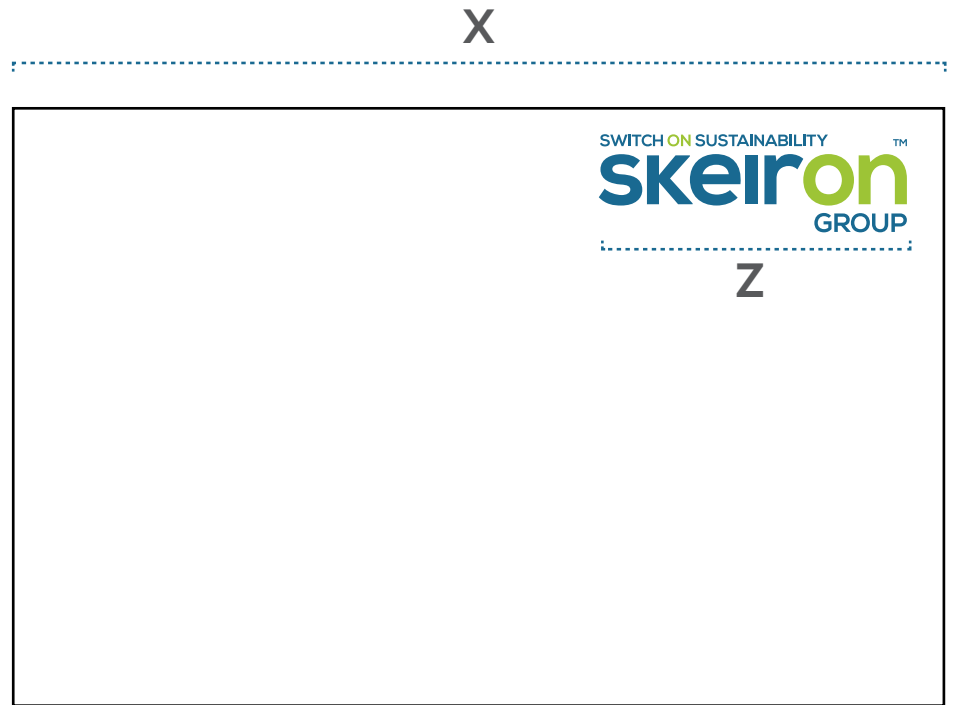
Wordmark size

The size of the wordmark is proportionate to the size of the application.

The width of the wordmark should be 1/5th of the sum of the length and breadth of the application.

Example:

If the paper is 12cm by 20cm the calculation should be as follows
 $12 + 20 = 32$, $32/5 = 6.4$ cm
 Hence the width of the wordmark will be 6.4cm



$$\frac{X + Y}{5} = Z$$

length breadth

Wordmark size

The calculation of the wordmark size will work across applications of all sizes and proportions.

In a vertical strip the wordmark can be used vertically, read bottom to top.

In special applications where the wordmark is the only or the most important element, it can be made larger. For example on a building, in visiting cards, badges etc.

In any special case scenario where this proportion is not followed, approval must be taken from the strategic brand team.



Dos & Don'ts

These are strict guidelines for using the wordmark. No exceptions are permitted .

In-case of deviation from these dos and don'ts an approval from the strategic brand team must be sought.



Do not use the wordmark on any background other than the brand colours.



Do not change the proportions of the wordmark



Do not place any element in the exclusion zone, ensure the exclusion zone is clear



Do not change wordmark alignment or the orientation and position of the text, use artwork provided



Do not use any new colours in the wordmark, always use the colours provided



Do not use the reverse wordmark on busy image background



Do not shift baseline or rotate the wordmark



Do not add shadows to the wordmark



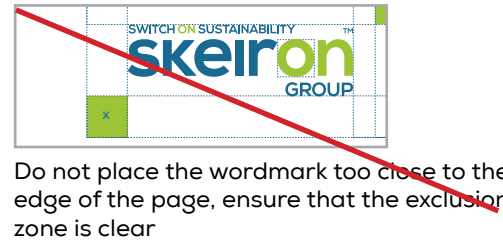
Do not crop the wordmark, make sure that the entire wordmark can be clearly seen

Dos & Don'ts

Do not re-create the wordmark. Use only the original files acquired from the strategic brand team to avoid any discrepancy.



Do not change the relative proportions within the wordmark



Do not place the wordmark too close to the edge of the page, ensure that the exclusion zone is clear



Do not enclose the wordmark in any shape



Do not use the wordmark as a water mark or in transparency. Ensure wordmark is visible in full vibrancy



Do not use any other font in the wordmark



Do not add a descriptor to the wordmark within the safe space



Do not place text within the safe space of the wordmark



Do not give an outline to the wordmark



Avoid using the wordmark in a single colour unless absolutely necessary

DISCLAIMER:

Kindly note that the colours in digital and print may vary.
When matching colours, please refer to the artworks provided.
and match colours from physical printed samples only.

ANY FURTHER INQUIRIES SHOULD BE DIRECTED TO:

Strategic Brand Team,
Godrej Millennium, 5th Floor, 9 Koregaon Park Road,
Pune - 411 001. Maharashtra, India
T: +91 20 66278028
corpcomm@skeiron.com