



# Bringing the brand to life

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CORPORATE BRANDING MANUAL





# Hello!

You're probably reading this document because you want to communicate a proposition while leveraging the full power of our brands.

Excellent! This document provides a guide that will help you do just that.

This document will guide you through:

- Our Brand Philosophy
- Our Brand Hierarchy
- Our Brand Identities
- Our Brand Architecture
- Brand Usage Guidelines
- Corporate Print Guidelines

So read, enjoy and please share with the agencies that help you to bring our brands to life.

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*ahuja*  
*group*



# BUILDING OUR BRAND

Every day Ahuja Group brands touches millions of people. Through their contact with our products, services and communications people form their impression of our brands and what we stand for.

Our Brand Identity Communication Program ensures that we make the right impression by helping you create touch points that are uniquely Ahuja Group: designed around you, advanced, and easy to experience.

In this role the elements are the building blocks of our brand, and help create our unified brand identity.

## Building Our Brand

Take a close look at the image we present to the world - it is now more important than ever that the Ahuja Group corporate identity **expresses clearly who and what we are**.

Every day, we carry out thousands of business transactions – buying, selling, promoting, advertising, commenting, transporting, manufacturing. Whatever part you play in these transactions, **you will always be presenting Ahuja Group to a variety of audiences**, who will form an opinion of the company from what they see, hear and experience.

Ahuja Groups' audiences overlap and interrelate; **they are all equally important to us**. With such a broad scope of potential audiences, consistency becomes more of a priority, even in the most ordinary, day-to-day communications and interactions.

**A company's identity** is like the tip of an iceberg; it's what happens below the surface that gives the tip its visible, tangible character. If people from outside our organization only ever experience the tip of the Ahuja Group iceberg, we would like it to be no different for them than if they had taken a journey to the very centre of our company.

The Ahuja Groups' identity is a unique expression of who and what we are. This personality is revealed by what we do, what we say and even by what we think, on whatever scale. Sometimes it can be the **very smallest detail** in your communications that sends out an all-important signal.

A carefully controlled corporate identity is one of **the most effective ways** of projecting a powerful image that will help us to succeed in any market, anywhere in the world.

# Building A Proposition

Use the elements to support and build your propositions.

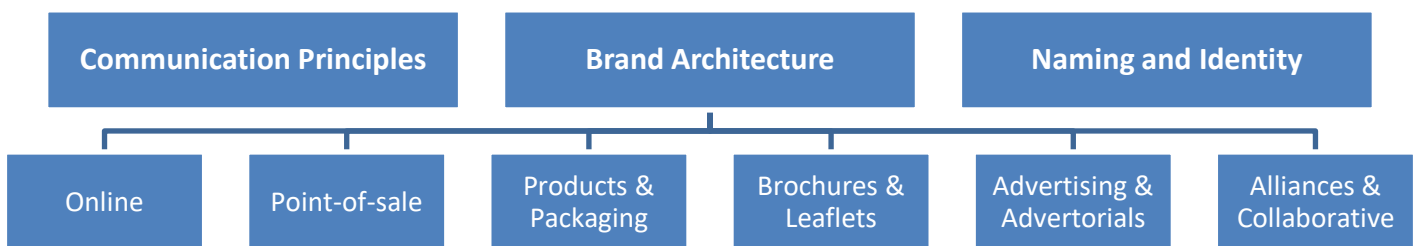
Applying all these elements consistently across touchpoints helps unify your proposition, so that consumers and customers recognize and understand your communication wherever they see it.

*Said simply:* it helps our customers

It's not enough to just apply the elements of our brand as if following a recipe from a cookbook – your message and content must be **'on brand'** first. We express this content through our photography, headlines and copy. These are the key elements that deliver the message.

The ideas and insights for our content come from the value proposition house and creative framework, and show people that we are:

**designed around you,  
unique and advanced,  
and the best quality experience.**



*The good news?*

We've sorted out all the elements in this guide, so you can concentrate on what matters most: **the message.**



# Our Brand Philosophy

At **Ahuja Group** we develop lasting relationships with our customers and communities based on human qualities: an understanding of their needs, integrity in the way we do business, and a passion for exceeding expectations.

This philosophy is embodied in our group tag line: **EXPERIENCE QUALITY BEYOND COMPARE**. The messages we send out should aim to reinforce them by emphasizing **the 3 words - experience, quality and incomparability** of Ahuja Groups' people, products and services; and by demonstrating how we can make a difference to the customer.

**EXPERIENCE.** *EVERY INTERACTION WITH AHUJA GROUP SHOULD BE DESIGNED AS AN EXPERIENCE BY UNDERSTANDING THE CUSTOMER AND THEIR NEEDS.*

**QUALITY.** *EVERY PRODUCT, SERVICE AND INTERACTION SHOULD EARN US A REPUTATION FOR BEST IN CLASS QUALITY, INTEGRITY AND ACCOUNTABILITY IN EVERY SPHERE.*

**UNIQUE.** *INTEGRITY IN THE WAY WE DO BUSINESS AND WITH A PASSION FOR EXCEEDING EXPECTATIONS IS WHAT MAKES US BEYOND COMPARE.*

Every interaction should embody this philosophy of our brand in them:

- ☐ Face to face interactions like between sales staff and customers
- ☐ Interactions in the written word like in emails, letters, etc.
- ☐ In all products produced
- ☐ In all services provided
- ☐ In pictorial and/or audio and/or visual communications like advertisements, catalogues, etc.



# Our Brand Elements

## THE THREE CORNERSTONES

The three cornerstones – **Experience, Quality, Unique** – of our brand philosophy are embodied in all the branding and identity elements which build the Ahuja Group and its bouquet of brands and entities.

All Ahuja Group brands use all or a combination of the **Red, Blue and Gray colours** which each stand for the cornerstones of the Ahuja Group.



### **EXPERIENCE.**

**Excitement, Warmth and Energy –**

The EXPERIENCES from Ahuja Group brands



### **QUALITY.**

**Trust, Dependability and Strength –**

The QUALITIES Ahuja Group brands stand for



### **UNIQUE.**

**Balance, Calm and Sophisticated –**

The UNIQUENESS Ahuja Group brands provide



*ALL ELEMENTS OF THE AHUJA GROUP BRANDING PHILOSOPHY ARE USED ACROSS THE BRAND UMBRELLA TO INCREASE BRAND VISIBILITY AND BRAND RECALL BY ASSOCIATION.*

## THE SIGNATURE

Our signature is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the Ahuja Group or Brand logo symbol and the type style of the tag line – they have a fixed relationship that should never be embellished, outlined, or altered in any way. When using the signature on a computer, never scan it in yourself as it may become inadvertently altered, or modified, or distorted. Always use approved electronic versions.



## TONE OF VOICE

Our tone of voice should reflect the values of Ahuja Group. Our written style must also be flexible. Obviously, the written style of a press release is very different from a product data sheet or an academic paper. But the general principles here will still hold good.

Whatever you are writing, you should always imagine that the readers are looking over your shoulder. You should ask yourself, “will they find this relevant?” and “will they find it believable?”

### EXPERIENCE

We are passionate about helping our customers succeed and giving them an experience not just selling them a product. We know that we can have a dramatic effect on their quality, productivity and profitability. We are not afraid to say so. We should beware of language that is formulaic, clichéd or dull.

### QUALITY

We are truthful in our communications and believe in quality over quantity. We are enthusiasts for our brand, but we never mislead. Our customers expect us to give information rather than withhold it, and we respect this. We are proud of our reputation for honesty, quality and straight talking. And we never undermine our integrity with language that is too pushy or hard-sell.

### UNIQUE

We see things from our readers’ point of view and hence what they experience is unique. We focus on their needs and interests, giving them their unique solution. We avoid barriers to understanding, such as buzzwords, jargon and legalese. We prefer plain words and short sentences. We write the way we speak; or rather, as we would speak if we had time to compose our remarks.

## COLOUR AND TYPOGRAPHY

*Ahuja Group* **Blue** and **Red** on a white background are the primary colors for all our marketing materials.

Our palette consists of a limited range of vibrant colors complementary to the Blue and Red of the Ahuja Group signature. When used with ample white space, this palette creates a bold, contemporary feel.

Tints of our colors may be used for background elements or for charts and graphs. Use black as the primary text color to ensure our material is easy to read.

Consistency in the use of typography enhances communications effectiveness, builds customer familiarity and strengthens the Ahuja Group identity.

**Ubuntu** is the Ahuja Group primary typographic voice use in headlines and short blocks of important text.

**Ubuntu** is a highly versatile sans-serif typeface that is also highly legible. It should be used as the text font for all body copy and long blocks of text.

Use Calibri/Corbel in absence of the main typographic font and for small type. Arial/Verdana, standard fonts on all computers, for all general desktop and internet applications.

## THE MOMENTUM LINE

The segmented multi-colored momentum line is a key design element in our brand standards. It has been developed to bring a distinctive look to our communications.



The momentum line represents the three cornerstone values at the heart of the Ahuja Group brand. It should be used to bring dynamism to layouts, to lead the eye through the page or direct the reader to important features like pictures and headlines.

When designing brand-building materials such as advertising or brochures, they should be used boldly to strongly emphasize the Ahuja Group look and feel. In detailed information-based materials, such as data sheets, they can be used as a secondary element to support the brand in a more subtle, less intrusive way.

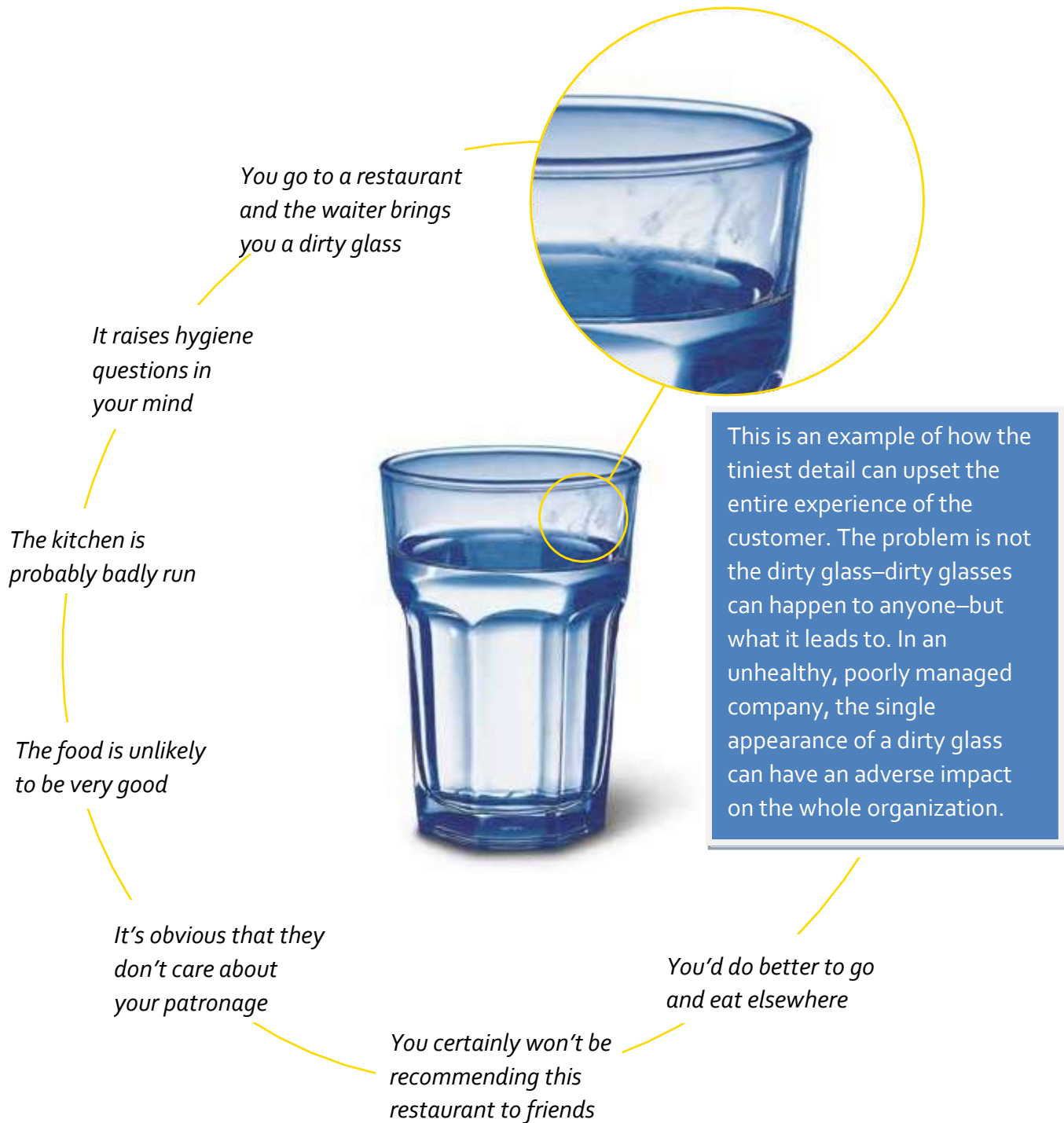
## PHOTOGRAPHY AND GRAPHICS

Selecting the right imagery and graphics is critical to supporting our brand's unique point of view. A powerful image or a powerful graphic helps us make an emotional as well as intellectual connection with our audiences and customers.

Our images should convey our attributes, including integrity, quality, understanding, uniqueness, passion, agility, flexibility, and future focus. Images should be very much of the moment, without the use of models or contrived setups. The imagery chosen should always reflect the innovation of our people and products. Graphics should use the standard color palette and be straightforward and uncomplicated.

This is a style of photography and graphics that captures the very essence of what we're about at Ahuja Group.

# Importance of Identity



Our aim at Ahuja Group is to build lasting relationships with our customers based on human qualities: an understanding of their needs, integrity and honesty in the way we do business with them and a passion to live up to and, wherever humanly possible, to exceed their standards and expectations.

Our corporate identity has been designed to project these qualities. The messages we send out should aim to reinforce them by emphasizing the understanding, integrity and passion of Ahuja Group people and by demonstrating how we can make a difference.

We can go a long way towards achieving this through consistent use of photographic and written styles. But on their own, these do not build recognition. That comes from our unique Ahuja Group and individual logotypes, corporate colors, unique graphic symbols, typefaces and layouts which should be used consistently across all our material.

Each individual brand has its own unique identity but utilizing these common branding elements increases recall by association with other group brands, projection of the groups' identity as one and better recall on visualization of parts of brand identity.



*A CAREFULLY CONTROLLED CORPORATE IDENTITY IS ONE OF THE MOST EFFECTIVE WAYS OF PROJECTING A POWERFUL IMAGE THAT WILL HELP US TO SUCCEED IN ANY MARKET, ANYWHERE IN THE WORLD.*



# OUR BRAND HIERARCHY

Ahuja Group consists of many brands and companies, each with their own identity elements. However all have the unifying elements from the umbrella Ahuja Group brand philosophy.

## Our Brand Hierarchy

### AHUJA GROUP ENTITIES

**Ahuja Group**

*ahuja*  
group

Hydraulics & Pneumatics

 **Hydraulics &  
Pneumatics**

Ahuja Corporation

*ahuja*  
corp.

Ahuja Industries

**Ahuja  
Industries**

Ahuja Foundation

*ahuja*  
Foundation

- **AHUJA GROUP**

- *Scope of brand:* UMBRELLA INDENTITY (Non Legal Entity)
- *Address:* B-85, Bais Godam Industrial Area, JAIPUR 302006 INDIA
- *Phone No.:* +91 (141)
- *Website:* [www.ahujagroup.in](http://www.ahujagroup.in)
- *Email:* [contact@ahujagroup.in](mailto:contact@ahujagroup.in)
- 

- **HYDRAULICS & PNEUMATICS**

- *Scope of brand:* RETAIL SALES (Online and Offline)
- *Address:* B-85, Bais Godam Industrial Area, JAIPUR 302006 INDIA
- *Phone No.:* +91 (141)
- *Website:* [www.hpmart.in](http://www.hpmart.in)
- *Email:* [info@hpmart.in](mailto:info@hpmart.in)

- **AHUJA CORPORATION PVT. LTD.**

- *Scope of brand:* MANUFACTURER (Outsourced)
- *Address:* J-1209, Sitapura Industrial Area, Phase III, JAIPUR 302022
- *Phone No.:* +91 (141)
- *Website:* [www.ahujacorp.com](http://www.ahujacorp.com)
- *Email:* [sales@ahujacorp.com](mailto:sales@ahujacorp.com)

- **AHUJA INDUSTRIES**

- *Scope of brand:* MANUFACTURER (Self)
- *Address:* B-85, Bais Godam Industrial Area, JAIPUR 302006 INDIA
- *Phone No.:* +91 (141)
- *Website:* [www.tufit.com](http://www.tufit.com)
- *Email:* [sales@tufit.com](mailto:sales@tufit.com)








- **AHUJA FOUNDATION**

- *Scope of brand:* CORPORATE SOCIAL RESPONSIBILITY
- *Address:* 11, Raj Angan, JAIPUR 302021
- *Phone No.:* +91 (141)
- *Website:* [www.ahujafoundation.com](http://www.ahujafoundation.com)
- *Email:* [contact@ahujafoundation.com](mailto:contact@ahujafoundation.com)



## AHUJA GROUP PRODUCT BRANDS

These are individual product vertical brands of the Ahuja Group.

| Brand      | Logo  | Tag Line  | Details   |
|------------|---|---|---|
| Tufit      |    | <i>Quality<br/>Beyond<br/>Compare</i>             | Brand of Hydraulic Fittings, Industrial Accessories and Spares<br><b>Parent:</b> Ahuja Industries |
| Crackamite |    | <i>Mix It,<br/>Fill It,<br/>Crack It</i>          | Brand of Expansive Cracking Agent<br><b>Parent:</b> Ahuja Corporation                             |
| StackEasy  |   | <i>Handle<br/>With<br/>Ease</i>                   | Brand of Material Handling Equipment<br><b>Parent:</b> Ahuja Corporation                          |
| Recicomp   |  | <i>Performance<br/>When<br/>Needed</i>            | Brand of Reciprocating Air Compressors<br><b>Parent:</b> Ahuja Corporation                        |
| Wudtul     |  | <i>Hard<br/>Working<br/>Tools</i>                 | Brand of Woodworking Tools<br><b>Parent:</b> Ahuja Corporation                                    |
| TufCrimp   |  | <i>Superior<br/>Electrical<br/>Connections</i>    | Brand of Cable Industry Tools<br><b>Parent:</b> Ahuja Corporation                                 |
| MROmart    |  | <i>Your<br/>Industrial<br/>Support<br/>System</i> | Industrial MRO marketplace and franchisee network<br><b>Parent:</b> MROmart India                 |

# What we do

This section provides you with basic copy text for usage in various communication materials. Standardized text for such situations presents a clear and uniform picture to anyone who receives them. Care should be taken to only expand on the copy given here and not added anything not given here.

## HYDRAULICS AND PNEUMATICS

The two words of our name in essence capture what we do, our product and service lines are related to these two words. Hydraulics & Pneumatics has been a leading supplier of industrial maintenance, repair and operations (MRO) products and services in India. We carry one of the widest ranges of industrial solutions, supplies, equipment, tools, parts, spares and accessories under one roof. With over four decades of experience and access to a comprehensive range of diverse manufacturers, our inventory is available online, in our print catalog and at our centrally located store in Jaipur. When you choose us you can be assured of getting world class technical support and after sales service from our experienced team. We ensure that all products we carry come with best in class technologies and quality control; they offer superior reliability, long trouble free service life and optimized value for money.

## AHUJA INDUSTRIES

We have been a trustworthy, world class solution provider for Fluid Conveyance products and services since 1970. Striving to achieve customer delight by providing quality customized products and experienced services through "TEAM TUFIT", each member of the team is motivated by our values and courtesy towards everyone. Today brand TUFIT is a leading manufacturer of hydraulic tube fittings, couplings and accessories as per DIN 2353 / ISO 8434. We have the unique distinction of offering Carbon Steel, Brass and Stainless Steel tube fittings required for hydraulic and pneumatic applications for different pressures, temperatures & vibration conditions. All our products are manufactured in a fully integrated ISO 9001:2000 certified facility with lean and flexible production on CNC's, in-house CAD designing, quality tested in a fully equipped test laboratory and with a ROHS Compliant surface coating facility.

## AHUJA CORPORATION PVT. LTD.

Focused on bringing best-in-class industrial products for diverse industries, we have a wide manufacturing range from material handling equipment, hydraulic tools for woodworking and wires & cables, air compressors, pneumatic system accessories to non-explosive cracking agent for mining and demolition. Our technical tie-up with FLUC GmbH and manufacturing in state-of-the-art facilities ensures that our customers not only get top-of-line technology and quality but also value-for-money. Our extensive sales and service network has helped us gain and retain market leadership, and we look forward to adding more products for our customers to enhance and expand their businesses. We are committed to maximizing safety, efficiency and eco-friendliness for our customers so they can concentrate on their core competencies.

# Who we are

There's more to business than business. At Ahuja Group, we've made a handsome profit for our investors for over four decades, through an enterprise with far and wide reach and impact. But we have to achieve much more than that.



## MORE THAN JUST A BUSINESS

At Ahuja Group we develop lasting relationships with our customers and communities based on human qualities: an understanding of their needs, quality in the way we do business, and a passion for exceeding expectations to provide all a unique experience.

Relationships are the rock on which we've built our organisation. They are rooted in an understanding of the needs and interests of the people who depend on us. Customers. Investors. Our own people. We gain that understanding through dialogue, to arrive at a moment of discovery, for mutual gain.

That's how we've always done it. Listening, understanding, providing—*it's the Ahuja Group way.*

Through motivated, high-performing people who realize their own dreams, we will achieve extraordinary results as a unit.

We offer our people work to challenge them, resources to support them, earnings to reward their effort, and room to spread their wings.

The goal is to serve and satisfy their interests and ours at the same time. Only when we succeed as individuals can we succeed as a team. That's why we look for the most talented people and give them opportunity to grow.

We've also to earn a reputation around the world for integrity and accountability, as a good neighbor and a faithful friend. We have to become a leader in safety and the environment, in sustainable development and community action, in ethical behavior and corporate governance.

This will gain for us the respect of our customers, our suppliers, our investors, our neighbors, and our own people as well. We must remember that we build relationships that stand the test of time. Our enduring values are at the heart of our proud tradition of excellence.



TEAM AHUJA GROUP

# IDENTITY ARCHITECTURE



## Group Identity

### Clarity

Ensure pride of place and maximum visibility through size, position, space and background

### Consistency

Use the fewest possible variations for each application and across different applications

*Our group brand and logo is our most valuable asset. Give it pride of place and present it with clarity and consistency.*



# Our Group Logo

## DO'S AND DON'TS



USE THE GROUP LOGO IN THE SPECIFIED COLOURS AND IN ITS STANDARDIZED FORM ON A WHITE BACKGROUND.

When the word **Ahuja Group** appears in text, such as in this paragraph, you must use the same typeface, style and colour as the rest of the text. Use sentence case (a capital A followed by lowercase letters then a capital G followed by lowercase letters). **Never use capitals only.**



Don't use the group logo in combination with text. The configuration with the brand promise is the only exception to this rule.



Don't combine the group logo with concept/product family logos.



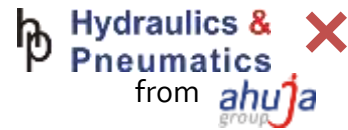
Don't use framing or a specially created background.



Don't use colors different than the specified one or more than the three specific colors.



Don't use abbreviations or abbreviated forms of the group logo.



Don't use the group logo (whole or partial) in combination with another visual element such as a trademark or symbol.



Don't use a different typeface to make the same logo.



Don't change the aspect ratio (ratio of width to height) of the group logo to make it fit a space.



Don't use the group logo as part of text. Use Ahuja Group with an upper case A & G in the running typeface of the text.

**In Short:** Use the logo as specified and in the specified colours. Do not change it in any manner so it is not identifiable even at a considerable distance. *The key is CONSISTANCY and CLARITY.*

## APPLYING THE PRINCIPLE

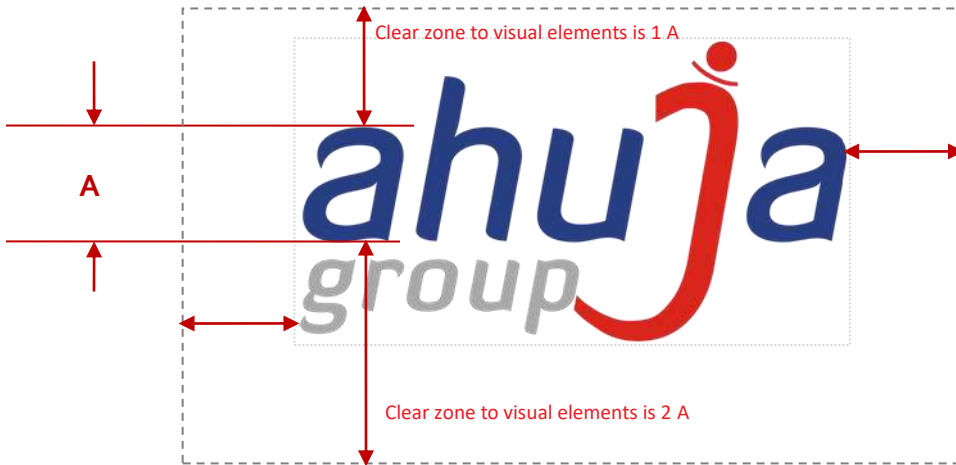
### LOGO CONFIGURATION

For the group logo the clear zone is  $1 \times A$

In conjunction with other trademarks the clear zone is  $2 \times A$

A is the height of the a in the Ahuja Group Logo.

The minimum logo size is 15 mm or 100 pixels wide.



## COLOUR, SIZE AND POSITION

- ✓ Reproduce the Ahuja Group logo in Ahuja blue/red/gray on a white background.
- ✓ The minimum size of the group logo is 15 mm or 100 pixels wide.
- ✓ Do not frame the group logo by adding a specially created background, solid colour frame or any such elements.

### STANDARD COLOURS

| BLUE                   | RED                     | GRAY                  |
|------------------------|-------------------------|-----------------------|
| PANTONE 287            | PANTONE 180             | PANTONE Cool Gray 6   |
| CMYK: C93, M78, Y6, K0 | CMYK: C10, M90, Y85, K0 | CMYK: C0, M0, Y0, K30 |
| RGB: R39, G62, B130    | RGB: R128, G37, B29     | RGB: R170, G169, B169 |
| HTML: #273E82          | HTML: #DA251D           | HTML: #AAA9A9         |
| RAL 5014               | RAL 3024                | RAL 9006              |

For some communication tools it may not be possible to apply Ahuja Group colours.

The exceptions are:

- **Product hardware:** Apply the group logo in the colour of the product graphics. The group logo must have enough contrast with the background; and the background must be an even colour.

- **One-colour printing**, e.g. flexographic packaging, user manuals and some leaflets: The group logo appears in Ahuja blue if possible or black.

## CLEAR ZONE

Maintain a clear zone around the group logo and any other trademarks.

A clear zone is an area that contains no text or symbols of any kind. Note that the clear zone specifications may change according to the application.

## STANDARD USAGE EXCEPTIONS

The rule of thumb is to use the group logo as is on a white background. But for exceptions, use these as thumb rule guidelines.

### SOLID COLOUR BACKGROUNDS

If it needs to be used on a solid colour background, that background should be one of the logo colours and that colour can be replaced by white in the logo. All other applying principles remain the same.



### SINGLE COLOUR USAGE

When the logo has to be used in single colour such as on flexographic printing, packaging tape, laser engraving; the group logo can appear in black or any of the Ahuja Group red/blue/gray as possible. All other applying principles remain the same.



### PICTURE BACKGROUNDS

If the group logo needs to be used on a picture, care should be taken with placement so the logo clearly stands out (as in the section header). Whenever possible such pictures should be chosen which have a white or very light coloured uniform background where the logo can be placed.



If the logo needs to be placed on a busy or multi-coloured or dense background picture, care should be taken that the logo does not lose legibility. Drop shadows or glow can be subtly used for the clarity of the logo and to make it stand out from the busy background





# Supporting Elements

## THE MOMENTUM LINE SYMBOL

Utilized wherever a line for demarcation or decoration is used. Use at bottom of communication material, brochures, leaflets, letterheads, visiting cards, etc. to provide association with the Ahuja Group without usage of the group logo. The proportion of the three Ahuja Group colours is standardized to create the minutest association with the Ahuja Group main identity and its brands.

**Do not:** change the proportions of the colours, the height of the line (except to reduce it on smaller material), the colours of the line sections, the small white space in between the three sections, leave the line hanging (it should end or start at the edge or both without any white space)



## THREES'

Wherever possible words, headline sentences, captions and other graphic elements should be clumped into threes', preferably utilizing the three colours on each individual word, sentence, etc.

**QUALITY BEYOND COMPARE**

**MIX IT, FILL IT, FORGET IT**

# Headlines and Copy

## HEADLINES

ENSURE OUR HEADLINES ARE *SHORT, CLEAR AND RELEVANT*.

*SUPPORTED BY OUR IMAGERY, INSPIRING BELIEF IN OUR PROPOSITION.*

### Clear

- Help people understand we are easy to do business with and our solutions are easy to experience
- Use the headline as a caption to the main photograph; use the main photograph to illustrate the headline

### Relevant

- Communicate from our audience's point of view, with an understanding of their needs
- Talk about key benefit and solution itself, if relevant to the audience

### Inspiring

- Encourage people to believe we design advanced solutions

### EXAMPLE

Hardworking Tools for  
Hardworking People



Providing Performance  
when you need it

Use few words and large letters.

We make the best quality  
tools for woodworking  
industries



Don't use many words and small letters.

### Headline checklist

#### Structure

- ✓ Few words, large letters

#### Style

- ✓ Straightforward language

#### Content

- ✓ Personal: from our audience's point of view
- ✓ Inspiring: communicates advanced solutions
- ✓ Clear: acts together with the main photograph

## COPY WRITING STYLE

OUR WRITTEN COMMUNICATIONS ARE **PERSONAL, CLEAR, VIBRANT AND CREDIBLE**.

BRING OUR BRAND PROMISE TO LIFE THROUGH LANGUAGE THAT IS HUMAN AND COMPELLING.

### Personal

- Encourage people to respond to us by being personal and never aloof

### Clear

- Be clear by focusing only on the essentials, being brief and using straightforward language

### Vibrant

- Engage with our audience by saying things in an original way
- Surprise your reader occasionally to get the point across and stimulate thought

### Credible

- Use natural, unforced style
- Include human insights and realistic examples while avoiding jargon and generalizations

**Writing style** means the words we choose and the way we use them in written communications. Just as the way we speak says a lot about us, so our style of writing leaves a powerful impression on an audience.

Overall, our writing style is founded on our three brand pillars:

- **Experience:** *Be Personal and responsive* - we design for people's needs
- **Quality:** *Be Clear and straightforward* - we are easy to do business with and our solutions are a quality to experience
- **Unique:** *Be Inspiring and interesting* - we design advanced solutions.

The rules on the following pages show how to achieve our writing style and ensure we write with one voice.

### TONE OF VOICE

Tone of voice is the character or overall effect of our writing, and gives the reader an impression of who we are. It ensures we all communicate our brand promise in a unified tone, regardless of who is writing the communication, thus creating a message that is believable and authentic.

### CLEAR LANGUAGE

Your writing will be clear if you are straightforward and explain things in your own words. Obscure or complicated words, clichés and figures of speech get in the way of a message and make us sound bureaucratic and out-of-touch. You will connect with your audience every time if you keep things short and simple.



Begin  
About  
About  
Method  
A year  
Let  
Use  
Show  
End



Commence  
Regarding  
Approximately  
Methodology  
Per annum  
Permit  
Utilize  
Demonstrate  
Terminate

## BE PERSONAL

Companies aren't cold, faceless organizations but using formal, impersonal language certainly gives people that impression. Address yourself to the individual and you will instantly connect with your audience. 'I', 'we', 'our' and 'you' are seldom overused.



We  
You  
Our



Ahuja Group  
Company Name  
The

## SHORT HEADLINES, SENTENCES AND PARAGRAPHS

Short sentences help the reader to understand your meaning. One thought per sentence is enough.

Use paragraphs to build your point. A paragraph should comprise a number of linked thoughts that add up to a bigger idea, just like this.

Avoid sounding repetitious. Occasional use of bullet points, sub-headers and diagrams adds variety and maintains the reader's interest. But too many can be stifling.

## INSPIRE OTHERS

Your audience will be inspired if you tell them something in an interesting way. Before writing, find your 'story': a compelling angle and engaging details illuminating what you have to say. For all but the most routine communications, avoid pre-prepared templates or copying and pasting, as these often produce stale and unconvincing results.



It was a bright  
cold day in  
April, and the  
clocks were  
striking  
thirteen.



It was noon on  
a sunny April  
day.

## AVOID JARGON

Jargon is specialized, technical language understood by only a select group of people. Generally, it is difficult to understand and somewhat alienating for those not 'in the know'. It is therefore rarely the best choice of words for public or internal audiences.

You should always use clear, descriptive terms focusing on a key feature or benefit. Imagine you are writing to someone who is new to your subject. When using an uncommon term is unavoidable, be sure to accompany it with an explanation.



Free software  
Internet address  
Customers  
User  
Approximate  
Self-evident  
Model



Freeware  
URL  
Target market  
End-user  
Ballpark  
WYSIWYG  
Paradigm

## ABBREVIATIONS

Abbreviations for longer words interrupt the flow of your writing and can lead to misunderstanding. Only use abbreviations if they are extremely common and well understood (e.g. cont., etc., photo, bye, plane).



Hours  
Yours  
Administration  
Corporation



Hrs  
Yrs  
Admin  
Corp

## SUPERLATIVES

|            |          |          |            |           |
|------------|----------|----------|------------|-----------|
| Superb     | Ultra    | Superior | Amazing    | Excellent |
| Impressive | Ultimate | Perfect  | Incredible | Extreme   |

Use superlatives sparingly, only for a genuine benefit that stands out from the competition. Since they can seem vague (and even insincere), always use superlatives in combination with words that are meaningful to the consumer.

Also be careful that overuse doesn't imply other products are inferior. These points are particularly important where text plays a prominent role, such as the WOW.

## CAPITAL LETTERS

Use capital letters in these cases:

- At the start of a sentence
- At the start of a bullet point
- For proper nouns (e.g. Monday, January)
- For trademarks like branded feature names (e.g. StackEasy, Quik Change, Non-Explosive Cracking Agent)
- For acronyms (e.g. TV, DVD)
- For titles (e.g. publications, articles, etc. Do not capitalize short prepositions or articles 'the', 'a', or 'an', if they are not the first word of the title)
- For alphanumerics (e.g. 26PW8402)

Never use capital letters in these cases:

- After a colon, semicolon or hyphen
- At the start of each word in a sentence
- All capitals for a word or running text.

There are different rules for units of measure. Use the official ISO standards.

## EMPHASIS

Bold or italics can be used to add emphasis within body text. Underlining must not be used. Use it for links onscreen only. Never use combinations of bold and italics.

## TYPESETTING

Keep your typesetting clear and simple. Use a single space between words and sentences. Use a white line between paragraphs.

There is no space before or after a slash.

Do not use '&' or '+' instead of 'and'.



Play games and music.

Many of the world's most famous brand names are American: Nike; McDonald's; Ford; Microsoft

Brand Architecture and Naming Guide

Please take note: no initial capital after a colon.



Play Games and Music.

MANY OF THE WORLD'S MOST FAMOUS BRAND NAMES ARE AMERICAN: NIKE; MCDONALD'S; FORD; MICROSOFT.

Brand Architecture And Naming Guide

Please take note: No initial capital after a colon.



The tone-of-voice of our writing is **personal, clear, vibrant** and **credible**.



The tone-of-voice of our writing is personal, clear, vibrant and credible.



Be careful. Type setting can really trip you up.



Be careful.  
Type setting can really trip you up.

Word/word

Word / word  
Word / two words  
Two words / word  
Two words / two words

Shoot, share and wear

Shoot, share & wear

**Use bullet points** in body text to make lists easier to read or highlight important information. Do not use more than two levels. You do not need punctuation between bullets or sub-bullets. For bullet points in body text, use a period after the final bullet.

**Exclamation marks** are for emphasis. Use them sparingly and do not use them in articles or features.

**Quotations** are a good way of adding transparency and credibility to your writing.

Double inverted commas should be used for quotations from speech or a text. Commas and periods precede the final quotation mark. Colons, semi-colons, question and exclamation marks are placed as required.

Single inverted commas are for quotes within quotes or when a word is used out of context (i.e. in an unusual way).

- First level
- Second level.

- First level,
- Second level, and
- #Third level.

“We are determined to carry forward the spirit of teamwork and enterprise shown during the year,” says Gerard Kleisterlee, “as we pursue our goal of market leadership.”

“We are determined to carry forward the spirit of team work and enterprise shown during the year” says Gerard Kleisterlee “as we pursue our goal of market leadership”.

Today’s kitchen appliances are ‘smart.’

Today’s kitchen appliances are smart.

# Typography

OUR TYPOGRAPHY IS INVITING AND HIGHLY LEGIBLE AND HAS ENDURING STYLE.

## Inviting

- Our typography has a balanced, clear structure that is accessible
- Uses large headings to add clarity

## Highly legible

- Our typography is easy to read
- Respect the reading experience

## Enduring style

- Ensure our typography is subtle, not overpowering
- Ensure it is timeless, not trendy

## DO'S AND DON'TS

The basic font to be used across Ahuja Group is *UBUNTU*. This unique font's typography symbolizes the Uniqueness, Quality and Experience of the Ahuja Group in its derivation from the popular open-source Linux distribution which too stands for the same. Where this font is unavailable for usage the Arial or Helvetica font should be used.



Ububtu Regular

Ububtu Bold

*Ububtu Italics*

***Ubuntu Bold Italics***



In se perpetuo **Tempuolubile** gyro lam revocat et nobis **Zephyros**, vere tepente, noInduiturque brev Tellus all anreparata iuventam, lamque sgel.

### Exuit invisam

Redeunt in carmina vires, Ingeniumque mihi munere veris ades Munere veris adest, iterumque vigescit ab atque aliquod iam sibi poscit opus. Castalis ante culos, bifid umque cacumen oberrat. Pyrenen somnia nocte ferunt. *Concitaquq arcano fervent mctora*

Range left, unjustified text, regular word/ letter space, spacious leading, clear structure



Helvetica  
Garamond

Times

Bell Gothic

Comic Sans



In se perpetuo Tempuolubile gyro lam revocat Zephyros, vere tepente, noInduiturque brev Tellus reparata iuventam, lamque sgelusibi poscit op

### Exuit invisam

redeunt in carmina vires, Ingeniumque mihi munere veris ades Munere veris adest, iterumque vigescit ab atque aliquod iam sibi poscit opus. Castalis ante culos, bifid umque cacumen oberrat. Pyrenen somnia nocte ferunt. Concitaquq arcano fervent mctora motu, Et furor, et sonitus.dea crimen in ore fatetur, Et mcnos oscius urget equos. Exuit invisam Tellus rediviva senectam, Et an et nobis redeunt in carmina vires, Ingeniumque crimen in ore fatetur, Et mcnos oscius urget equos. Exuit invisam.

Don't use justified text, irregular or extra letter spacing, very little leading.



### Et hinc titulos adiuvat ipsa tuos, polsse

Floribus et erat redimita capillos, taenario placuit diva sicana deo flinti. Nec sine dote tuos temeraria quaerit amores nec optatos poscit egena toros.

Aspice, phoebe tritanium tibi faciles hortantur amores, mellitas veris adest veris adest moventmunere veris adest flamina verna preces. In se perpetuo tempus as revolubile gyro lam revocat zephyros, mihigena novos. Induiturque brev tellus dellecatibus vencte non

Don't use range right, unclear structure, or automatic hyphenation.

Don't use other fonts.

## USING SUBSTITUTE FONTS

### OUR TYPEFACE

For professional designers and mass printing typesetters or in absence of the availability of Ubuntu font, a font with an alternative is available from Monotype for tabular settings.

Also for low font sizes where Ubuntu can cause illegibility or is unavailable , use Corbel or Calibri font types.

### ONSCREEN TYPEFACES

For certain applications such as presentations or correspondence use Arial instead of Ubuntu.

For internet applications use Verdana. Refer to the rules for each onscreen application area.

#### Preferred Alternate Typeface

Corbel Regular

**Corbel Bold**

*Corbel Italic*

***Corbel Bold Italic***

#### Secondary Alternate Typeface

Calibri Regular

**Calibri Bold**

*Calibri Italic*

***Calibri Bold Italic***

#### Onscreen Alternate Typeface

Arial Regular

**Arial Bold**

*Arial Italic*

***Arial Bold Italic***

#### Internet Alternate Typeface

Verdana Regular

**Verdana Bold**

*Verdana Italic*

***Verdana Bold Italic***



# Colour and Layout

WE ARE **COLOURFUL** AND OUR BRAND IS BLUE, RED AND SILVER.

OUR LAYOUTS SERVE OUR COMMUNICATION STRUCTURE.

USE THEM TO **GRAB, HOLD** AND **DIRECT** ATTENTION TOWARDS OUR HEADLINES AND PROPOSITION.

## Colourful

- Our colours differentiate us from others and project our values
- Our colours are modern and will evolve over time
- Use colour to respect cultures and be effective in categories
- Use colour to organize information
- Use colour to reflect our vitality

## Grab, Hold and Direct

- Use impact to grab attention in the crowd so we are seen and noted
- Use relevance to hold the viewers' attention so they like what they see and spend time with us
- Use hierarchy to direct the viewer via reading paths and label consideration

## COLOUR

Our palette consists of a limited range of vibrant colours complementary to the blue and red of the Ahuja Group signature. When used with ample white space, this palette creates a bold, contemporary feel.

Tints of our colors may be used for background elements or for charts and graphs.

Use black as the primary text color to ensure our material is easy to read. White as text colour is to be only use on solid dark/deep colour backgrounds or on very dark photographs.

### STANDARD COLOUR PALETTE

Use only colours from the standard colour palette built from seven base colours and their shades (including the Ahuja blue, red and silver).

Always check specific applications for how colour is used. Do not use unspecified colours.

*The CMYK values are for print applications, and the RGB and # values for onscreen.*

### Pantone equivalent base colours

These equivalents are for reproduction processes that require Pantone specifications, such as Pantone colours used in printing or exhibition stand text.

## PRIMARY COLOURS

|   |     |
|---|-----|
| <b>AHUJA BLUE</b><br>PANTONE 287<br>C:93 M:78 Y:6 K:0<br>R:39 G:62 B:130<br>HEX: 273e82 | 80% |
|   | 60% |
|   | 40% |

|   |     |
|---|-----|
| <b>AHUJA RED</b><br>PANTONE 180<br>C:10 M:90 Y:85 K:0<br>R:128 G:37 B:29<br>HEX: da251d | 80% |
|   | 60% |
|   | 40% |

## SECONDARY COLOURS

|  |     |  |     |  |     |
|--|-----|--|-----|--|-----|
| <b>AHUJA SILVER</b><br>PANTONE Cool Gray 6<br>C:0 M:0 Y:0 K:30<br>R:170 G:169 B:169<br>HEX: aaa9a9 | 80% | <b>AHUJA ORANGE</b><br>PANTONE 715<br>C:0 M:45 Y:85 K:0<br>R:247 G:150 B:70<br>HEX: f79646 | 80% | <b>AHUJA GREEN</b><br>PANTONE 7489<br>C:32 M:9 Y:81 K:0<br>R:155 G:187 B:89<br>HEX: 9bbb59 | 80% |
|  | 60% |  | 60% |  | 60% |
|  | 40% |  | 40% |  | 40% |

## ACCENT COLOURS

|   |     |   |     |
|---|-----|---|-----|
| <b>AHUJA YELLOW</b><br>PANTONE 7406<br>C:0 M:17 Y:100 K:0<br>R:255 G:203 B:0<br>HEX: ffc000 | 80% | <b>AHUJA AQUA</b><br>PANTONE 632<br>C:60 M:5 Y:15 K:0<br>R:75 G:172 B: 198<br>HEX: 4bacc6 | 80% |
|   | 60% |   | 60% |
|   | 40% |   | 40% |

## COLOUR USAGE

The CMYK values are for print applications, and the RGB and # values for onscreen.

### Deep – Primary Colours

Used for shades and accents in specific applications. These are to be used very sparingly and never near any logo signature. In exceptional cases may be used for headlines and the benefit bars on packaging, such as for value differentiation.

### Base – Secondary Colours

Used mainly for headlines and the benefit bars on printed material. Also used for large solid colour backgrounds for differentiation.

### Tints and soft – Accent Colour and Tints of Base and Deep Colours

Used mainly in graphs and tables. Accents can also be used for demarcation and highlight in the form of thin lines or in graphics.

## LAYOUT

### OVERALL LAYOUT

Layout can be used to draw attention to the important elements of a composition, leading the viewer to the essence of your message. Open and uncluttered layout keeps your message clear.

- Use a large area of white space in relation to the text and visuals and, in the case of three-dimensional design, colour and lighting.
- Be a fierce editor. Use only those words, images and three dimensional forms absolutely essential to the message.

A few specific ways to achieve an uncluttered, dynamic layout style:

- Do the unexpected: combine contrasting sizes of text, images and white space
- Use a sequence of shots to tell a good story
- Use a large font size for important text to keep your message clear
- Combine a large, powerful image with short, concise text and 'frame' them with a good combination of white space and colours
- For three-dimensional compositions, use plenty of space and light and minimize the use of colour
- Keep headlines brief and to the point
- Keep things open and organic by avoiding a grid-like or tight, compact layout
- Avoid symbols. If they must be included, group them to avoid disturbing the overall openness of the layout.



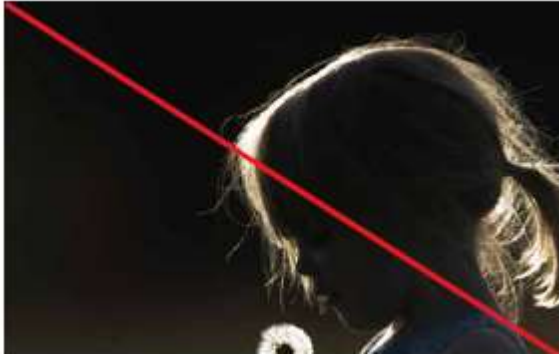
WE INVITE YOU TO

# Experience

Quality Beyond Compare



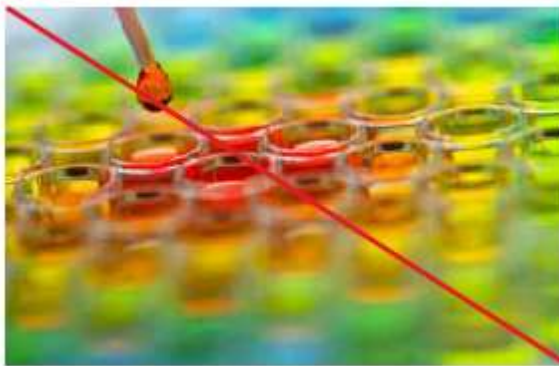
## IMAGERY DON'TS



DO NOT use dark imagery.



DO NOT distort imagery. Maintain the aspect ratio



DO NOT use oversaturated imagery.



DO NOT use depressing or graphic imagery.



DO NOT use imagery with a busy background.



DO NOT overcropped imagery.

## GRAPHIC ELEMENTS

Our graphic elements are *functional* not decorative. Use them to *structure* and organize information.

**Functional:** Make sure the form of our graphic elements is derived from their function

**Structure:** Use structure to emphasize hierarchies and organize information

### Using tables

Use tables to display lists of similar items/data in a structured and accessible way. A table consists of two axes: a vertical listing on the left and a horizontal listing at the top. The results of these are in the middle.

The basic rules for tables are:

- Horizontal, colored bars separate the items on the vertical axes:
  - The top bar is 70% of a base color with white text in Ubuntu. This bar is optional; only use it if you need an extra layer at the top.
  - The second bar is in 100% soft color with white text in Calibri. This bar is fixed. Use this bar also to create sections in a longer table.
  - The following bars alternate from 100% of a tint color to 70% of a tint color. The text is black in Calibri Regular.
- Use the shades of one color for all tables in one application.
- Include the subject of the table, either in the first bar or as a heading above the table.
- Text columns separate the items on the horizontal axes.
- Texts are ranged left. Only if the columns are narrow, they may be centered. The first column must always be ranged left.

|                      |      |      |      |      |      |      |
|----------------------|------|------|------|------|------|------|
| Condimentum aliquam  | ABCD | ABCD | ABCD | ABCD | ABCD | ABCD |
| Mauris eros et pede  |      |      |      |      |      |      |
| Tis mauris dapibus   | 14   | 14   | 20   | 20   | 20   | 20   |
| Eros et pede         | 9    | 9    | 9    | 9    | 9    | 9    |
| Nula aliquam sa      | •    |      | •    |      | •    | •    |
| Condimentum          | 24   | 24   | 24   | 24   | 24   | 24   |
| Dapibus eros et pede | •    | •    |      | •    | •    |      |
| Mauris eros et pede  |      |      |      |      |      |      |
| Tis mauris dapibus   | 45   | 45   | 45   | 45   | 45   | 45   |
| Mauris eros et pede  |      |      |      |      |      |      |
| Tis mauris dapibus   | 17   | 17   | 17   | 17   | 17   | 17   |
| Eros et pede         |      | •    | •    |      | •    | •    |
| Nula aliquam sa      | •    |      | •    | •    |      |      |

## Specifications

Use illustrations to support your message and to highlight characteristics of your product in a functional and clear way. Illustrations must be self-explanatory so that when they appear without text they are clear for our consumers and customers, e.g. on packaging.

## Diagrams

Use diagrams to visualize data as charts, processes and organizations, etc. The basic rules for diagrams are:

- Use flat tints of colour:
  - 100% base, 70% base, 100% soft, 70% soft, 100% tint and 70% tint
- Use colour to group information
- Use lines only if necessary for additional ingredients
- Do not use lines as a frame around a coloured block.



# SUB-BRAND ARCHITECTURE

Individual organisational brands and individual product brands – *sub-brands* - under the Ahuja Group umbrella should have a consistent look and feel, and help demonstrate Ahuja Group's strengths in the respective fields. The following pages show how sub-brands should be expressed using a consistent system that links closely with the Ahuja Group master-brand.

## Sub-Brand Architecture

*EACH SUB-BRAND LOGO ADDS SPECIALITY TO THE AHUJA GROUP BRAND PORTFOLIO WHILE MAINTAINING ITS STRONG RECOGNITION. GIVE IT PRIDE OF PLACE AND PRESENT IT WITH CLARITY AND CONSISTENCY.*

### Clarity

- Ensure pride of place and maximum visibility through size, position, space and background

### Consistency

- Use the fewest possible variations for each application and across different applications

*EACH SUB-BRAND HAS A BRAND PROMISE OF ITS OWN. USE IT CONSISTENTLY AND DO NOT PROVIDE A SUBSTITUTE, EVEN WHEN IT IS NOT USED.*

### Consistently

- Use the brand promise on our communications and other designated communication touch points
- Apply it in a fixed configuration with our sub-brand logo
- Never use an alternative, even when there is no brand promise

*USE THE VERBAL COMPONENTS CLEARLY AND CONSISTENTLY TO COMMUNICATE ESSENTIAL INFORMATION, AIDING PRODUCT/SERVICE NAVIGATION THROUGH SIMPLICITY.*

### Consistently

- Use the naming string components consistently
- Ensure prominence as required so key messages have maximum impact

### Navigation

- Display clearly without adding complexity



## APPLYING THE PRINCIPLES

All the principles explained regarding the use of the Ahuja Group brand architecture remain the same when applied to each individual sub-brand. Wherever required the difference in applicable principles and changes are only highlighted.

Use the previous group brand details for reference when applying these principles.

# Organisational Sub-brands

## HYDRAULICS & PNEUMATICS

Hydraulics & Pneumatics is the industrial maintenance, repair and operations (MRO) products retailer and services provider.

### BRAND SIGNATURE

The Hydraulic & Pneumatics sub-brand signature consists of the HP stylised brand logo in Ahuja Silver colour and the stacked left aligned words Hydraulics and Pneumatics written in Ahuja Blue and the ampersand & in Ahuja Red.



- This brand signature should be used as is wherever possible.
- If needed the HP logo can be used as a standalone as shown.
- If only the wordmark is used then it should be used in manner show. The wordmark should never be in one colour unless and until the situation prevents multi colour like lithographic printing.



### BRAND PROMISE

## Industrial MRO Specialist

Being a retail sub-brand, Hydraulics & Pneumatics has a brand promise which should be used consistently but *never* attached to the brand signature, always separate from it. The font used for the brand promise when used separate from the text matter is Ubuntu.

### CLEAR ZONE

The clear zone for this sub-brand should be measured using the *height of the ampersand (&)* character using the same principles as the main brand.

## TEXT FORMAT

When the Hydraulics & Pneumatics brand name is used in text it should be used as in this sentence with a capital H and a capital P; and with an ampersand character in the middle of the word. *Never* use the words 'and' instead of the ampersand and *never* colour them to brand colours in text. If an abbreviation has to be used the **H&P** should be used and *never* HP.

All other principles of application and verbal communication remain the same as the group brand.

## AHUJA INDUSTRIES

Ahuja Industries is a manufacturer of products in the field of industrial hydraulics with a fully integrated facility with lean & flexible production on CNC's, in-house CAD designing, fully equipped test laboratory and ROHS Compliant surface coating facility.

### BRAND SIGNATURE

The Ahuja Industries sub-brand signature consists of only the wordmark with Ahuja written in Ahuja Red and Industries written in Ahuja Blue, left aligned and stacked one on top with the ending a of Ahuja right flush with the l in industries.

The logo for Ahuja Industries. 'Ahuja' is written in a red, sans-serif font, and 'Industries' is written in a blue, sans-serif font directly below it. The 'a' in 'Ahuja' is right-aligned with the 'l' in 'Industries'. Below the wordmark, the text 'SUB-BRAND WORDMARK' is written in a small, black, sans-serif font.

The **clear zone** will use the height and width of the last letter 'a' in the word Ahuja.

If need is to be used in a **straight line** fashion, then the internal letter spacing in the words will remain the same. The space between Ahuja and Industries shall be equivalent to the clear zone.

The sub-brand does not have a brand promise since it is not a retail brand. All other principles of application and verbal communication remain the same as the group brand.

## AHUJA CORPORATION PVT. LTD.

Ahuja Corporation Pvt. Ltd. Or Ahuja Corp. in abbreviation is a manufacturer of industrial MRO products through OEM outsourcing but with own in-process and post production inspection to ensure product consistency and quality.

### BRAND SIGNATURE

The Ahuja Corporation sub-brand signature consists of only the logo based on the Ahuja Group brand logo since it is the most visible organisation in the Group. The difference with the group logo is the use of corp. instead of group. However, it does not have a brand promise.

The logo for Ahuja Corporation. It features the word 'ahuja' in a blue, lowercase, sans-serif font, with a red stylized 'j' that has a dot above it. Below 'ahuja' is the word 'corp.' in a smaller, grey, lowercase, sans-serif font. Below the logo, the text 'SUB-BRAND LOGO' is written in a small, black, sans-serif font.

All other principles of application and verbal communication remain the same as the group brand as per its similarity with it.



## AHUJA FOUNDATION

Ahuja Foundation is committed towards Ahuja Group's Corporate Social Responsibility, enabling sustainable development and providing health care and education opportunities to the socially deprived sections of the society. We also promote Indian art and culture and work for rescue and rehabilitation of animals.

### BRAND SIGNATURE

The Ahuja Foundation signature consists of the Ahuja group logo without the group left aligned and stacked on top of thin font Foundation written in Ahuja Blue. The ending letter 'a' of Ahuja is aligned to the slanted guideline of the letter 'd' of the word Foundation. The letter 'i' of Foundation as a Ahuja red dot with a three ring increasing sized dots semi circle filling the space between the Ahuja and the letter 'n' of Foundation.



### BRAND PROMISE

enabling • promoting • uplifting

The brand promise should preferably used just under the sub-brand logo but can be used elsewhere also. The font used for the brand promise when used separate from the text matter is Ubuntu and with all the words in lowercase interspaced with the bullet dots in between. The brand promise words should also be used as much as possible in headlines and touchpoints in communication as in the brand detail paragraph above.

All other principles of application and verbal communication remain the same as the group brand as per it similarity with it.

## Product Sub-brands

### TUF CRIMP

TufCrimp is a product brand of Ahuja Group for German Technology hydraulic tools and accessories for the wire and cable industry built to international quality, made to last and with world class support. The product selection includes a full range of hydraulic cable cutting and crimping tools for superior electrical connection with a full selection of accessories and dies.

### BRAND SIGNATURE

The TufCrimp signature consists of only the wordmark in the capital font style in Ahuja red with a Ahuja Yellow small strip behind aligned to the top of the wordmark, cut at the vertical line of the T.



The **clear zone** will use the height and width of the last letter 'T' in the word TufCrimp.

When **used in text**, never use the stylised wordmark but use the sub-brand name as TufCrimp with both the letter T and letter C capitalised without any spacing between Tuf and Crimp.

#### BRAND PROMISE

### Superior Electrical Connections

The brand promise should preferably used just under the sub-brand logo but can be used elsewhere also. The font used for the brand promise when used separate from the text matter is Ubuntu and in Ahuja Silver. If used under the sub-brand, the words should be capitalised and placed under the wordmark, right aligned with the start of flush with the start of the R of the wordmark. The size of the font should be as normal as when placed within the confines, spaced under the wordmark with single line spacing. The brand promise words should also be used as much as possible in headlines and touchpoints in communication as in the brand detail paragraph above.



All other principles of application and verbal communication remain the same as the group brand as per its similarity with it.

#### STACKEASY

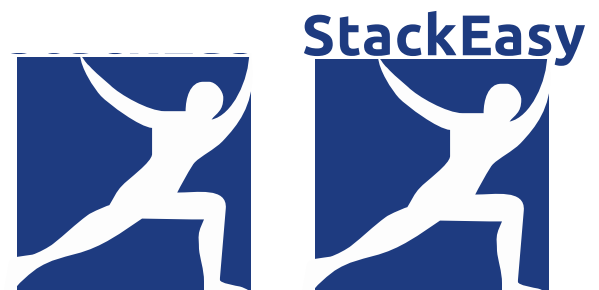
StackEasy is a product brand of Ahuja Group for a range of Material Handling Equipment with German technology and quality supported by a team of world class service engineers for prompt after sales service.

#### BRAND SIGNATURE

The StackEasy signature consists of the logo, the wordmark as well as a combination of both.

The logo of StackEasy consists of a man lifting his arms up negative spaced on an Ahuja Blue box with White outer space as well as one with the words StackEasy written on top.

The signature with the wordmark as well as the logo will have the logo on the left and the words Stack and Easy in Ahuja



SUB-BRAND LOGO



SUB-BRAND SIGNATURE WITH LOGO AND WORDMARK

Blue stacked on top of each other on a Ahuja Silver background with the last letter Y raised so the bottom is aligned with the other letters, the spacing in Easy will be so both edges are aligned. Also the logo will have an invisible outer box in thickness equivalent to the thickness of the letters of the wordmark (as shown below on a black background for understanding, width of invisible box is W)



The sub-brand signature with wordmark only and separate from the logo will contain the word StackEasy in Ahuja Blue as a single word in Ubuntu font with normal spacing, capitalised letters S and E and no alteration of the letter positions. It is preferable to have the wordmark on a Ahuja Silver background, otherwise only on a white background.

#### BRAND PROMISE

### Handle With Ease

The brand promise should preferably used just under the sub-brand wordmark only but can be used elsewhere and under the logo. The font used for the brand promise when used separate from the text matter is Ubuntu and in Ahuja Silver on a white background and White on a Ahuja Silver background.

If used under the sub-brand, the words should be capitalised and placed under the wordmark, left aligned with the start of the wordmark and ending with the edge of the letter E. The size of the font should be as normal as when placed within the confines mentioned and with minimum space between the wordmark and the brand promise.



EXAMPLE SUB-BRAND SIGNATURE WITH SEPARATE LOGO AND WORDMARK AND BRAND PROMISE

All other principles of application and verbal communication remain the same as the group brand as per it similarity with it.

## RECICOMP

Recicomp is a product brand of Ahuja Group for Two Stage Air Compressors, designed for medium pressure application and made of heavy duty components to deliver the maximum performance; made with German technology, built to international quality and supported by a world class team.

### BRAND SIGNATURE

The Recicomp signature consists of the logo and the wordmark.

The logo of Recicomp consists is a Ahuja Blue rounded edges box with curved graphics in White symbolising the compression of air written on top of recicomp in stylised font in White.

The wordmark consists of the only same recicomp written in the stylised font in Ahuja Blue.

The sub-brand signature is also shown with the brand promise for reference



Performance when Needed

SUB-BRAND LOGO

recicomp

Performance when Needed

SUB-BRAND WORDMARK

### BRAND PROMISE

## Performance when Needed

The brand promise should preferably used just under the sub-brand wordmark or logo only but can be used elsewhere also. The font used for the brand promise is Ubuntu and in Ahuja Silver on a white background. When used under the logo, it should span the width of the logo with one character spacing on both sides blank. Under the wordmark, the brand promise should be right aligned with the wordmark and the left edge should be aligned with the left edge of the letter 'e' of the wordmark. The spacing under both logo and wordmark should be equivalent to the thickness of the letters of the wordmark.

All other principles of application and verbal communication remain the same as the group brand as per it similarity with it.

## WUDTUL

Wudtul is a product brand of Ahuja Group for German Technology wood-working pneumatic tools, consumable and accessories at value prices backed with world-class quality and German technology.

### BRAND SIGNATURE

The Wudtul signature consists of only the wordmark.

The Wudtul wordmark consists of the words Wudtul written in stylised font in capitals in Ahuja Blue with three line graphics in Ahuja Red resembling nails on the letter 'W'.

WUDTUL

SUB-BRAND WORDMARK

## BRAND PROMISE

## Hard Working Tools

The brand promise should preferably be used just under the sub-brand wordmark but can be used elsewhere also alone and in conjunction with other words. The font used for the brand promise is Ubuntu and in Ahuja Silver on a white background with all words capitalised. Under the wordmark, the brand promise should be right aligned with the wordmark and the left edge should be aligned with the right edge of the letter 'D' of the wordmark. The spacing under the wordmark should be equivalent to the thickness of the letters of the wordmark.



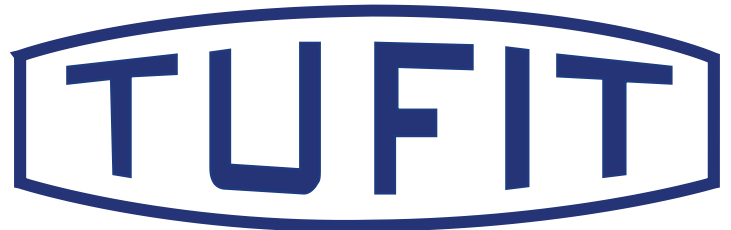
All other principles of application and verbal communication remain the same as the group brand as per its similarity with it.

### TUFIT

Tufit is a product brand of Ahuja Group for hydraulic fluid fittings, connectors and solutions at very competitive prices; manufactured in an integrated facility with CNC machines, in-house designing, fully equipped test laboratory and surface coating facility under Ahuja Industries.

## BRAND SIGNATURE

The Tufit signature consists of only the logo stylised from a wordmark. The Tufit logo consists of the words TUFIT written in stylised font in capitals in Ahuja Blue fit within an outline shaped like a buckle badge with their heights adjusted to look like a convex curved badge. Care should be taken when used on a non-white background that the space within the outline is still White.



SUB-BRAND LOGO

## BRAND PROMISE

## Quality Beyond Compare

The brand promise of the group brand is derived from the brand promise of this first sub-brand of the Ahuja Group due to its visibility. The font used for the brand promise is Ubuntu and in Ahuja Red on a white background.

When used under the logo, it should span the width of the logo edge to edge and the words should be all uppercase. The spacing under the logo should be equivalent to the thickness of the thickest letters of the logo.



**QUALITY BEYOND COMPARE**

All other principles of application and verbal communication remain the same as the group brand as per its similarity with it.

## CRACKAMITE

Crackamite is a product brand of Ahuja Group for a Non-explosive Expansive Silent Cracking Agent suitable for stone breaking, granite and marble quarrying, concrete cutting and demolition. It is safe, environment friendly and a good and viable alternative to explosives and other traditional methods of quarrying and demolition.

### BRAND SIGNATURE

The Crackamite signature consists of only the logo stylised from a wordmark. The Crackamite logo consists of the words CRACKAMITE written in stylised font resembling cracks in capitals in Ahuja Red with two stylised wave-like graphics in Ahuja Blue right aligned on top starting from the left edge of the letter 'M', representing the eco-friendly nature of the product.



### BRAND PROMISE

## Mix it, Fill it, Crack it

The brand promise of the sub-brand is derived from basic three step usage procedure of the product.

The font used for the brand promise is Ubuntu and in Ahuja Blue on a white background. When used under the logo, it can either be right aligned or left aligned, depending of the visual balance to be achieved.



When used right aligned, it should start from the left edge of the letter 'K' of the logo and end at the right edge.

When used left aligned, it should start from the left edge of the logo and end at the right edge of the letter 'K'.



The spacing under the logo should be equivalent to the thickness of the letters of the logo.

All other principles of application and verbal communication remain the same as the group brand as per it similarity with it.

## MROMART

MROmart is a product and services marketplace brand of Ahuja Group for all types of products and services related to Industrial MRO (Maintenance, Repair and Operations) marketplace. The business model entails a mix of online marketplace, multi-level franchise network and independent vendors. Due to its multi-level structure the brand implementation is more complex than other sub-brands.

The MROmart brand system consists of a brand logo, a wordmark, a brand promise and brand signatures along with affiliate usage guidelines. All other sub-elements are similar to other Ahuja Group elements such as the momentum line, brand colours, brand fonts, etc.

#### BRAND LOGO

The MROmart logo consists of the logo stylised from a brand words. The MROmart logo consists of the words MRO written in stylised font resembling industrial outlines in capitals in Ahuja Blue with the small script mart written in Ahuja Red right aligned under the laterally rotated 'O', within the margins created by its edges.



#### BRAND PROMISE

### Your Industrial Support System

The brand promise of the sub-brand is derived from the wide encompassing delivery range of the marketplace and its promise of being a supporting partner to every industry irrespective of vertical. The font used for the brand promise is Corbel in Italics and is in Ahuja Grey on a white background.

#### WORDMARK

This unique brand also has a simpler wordmark to be used wherever the usage of the brand logo is not suitable. It consists of the brand word MROmart with the MRO in stylised lettering in Ahuja Blue as in the logo and the word mart in Ahuja Red written flush in Corbel Italics. The similarity with the logo is maintained with the stylised MRO written as in the logo. DO NOT change the styling to any other font.



#### BRAND SIGNATURE

The brand signature consists of either the logo or the wordmark along with the brand promise used together.

When used with the logo, the brand promise should start from the left edge of the logo and end at the right edge of the logo, proportionately stretched, written in Corbel Italics in Ahuja Grey. The spacing under the logo should be equivalent to the thickness of the letters of the logo.



When used with the wordmark, the brand promise should be in two lines, two words each, stacked and left



aligned written in Corbel Italics in Ahuja Grey. They should be placed on the left of the wordmark, separated with a vertical Ahuja Grey 2pt thick line of the height on the wordmark.



The spacing between the wordmark and the vertical line and the brand promise should be equal and as much as twice the thickness of the wordmark letter thickness.

All other principles of application and verbal communication remain the same as the group brand as per its similarity with it.

#### AFFILIATE BRAND USAGE

Since the MROmart brand also consists of a franchise and service delivery network, affiliate usage guidelines are important to maintain cohesive brand identity across the board while maintaining the separate nature of the affiliate.

#### Affiliate Naming

All affiliates should be named starting with MROmart with some added words preferably indicating the geographical area of operation or size/nature of the affiliate. For example:

- MROmart Jaipur South – indicating MROmart franchisee handling Jaipur south market
- MROmart Express – indicating small affiliate not full level franchisee
- MROmart Bagru – indicating MROmart franchisee handling Bagru industrial area
- MROmart Jaipur – indicating MROmart master franchisee handling all Jaipur franchisees

#### Affiliate Branding

Similar to the affiliate naming, the logo allowed for usage by the affiliate is with the MROmart logo in prominence and the sub-name of the affiliate under the logo in Corbel Bold Italics, appropriately stretched so that the height of the sub-name does not exceed either the height of the mart word in the main logo nor the width of the logo.

Preferably, if the sub-name is a single word, it should fit under the mart work of the logo within its width. Care should be taken that this is the ONLY usage of the logo by the affiliate and no group branding or other forms are used.

As with the logo, signage is also indicated for usage by the affiliate as under.



# COMMUNICATION GUIDELINES

Print media and stationary is the most visible, pervasive and lasting elements of a brand identity.

## Print Media Guidelines

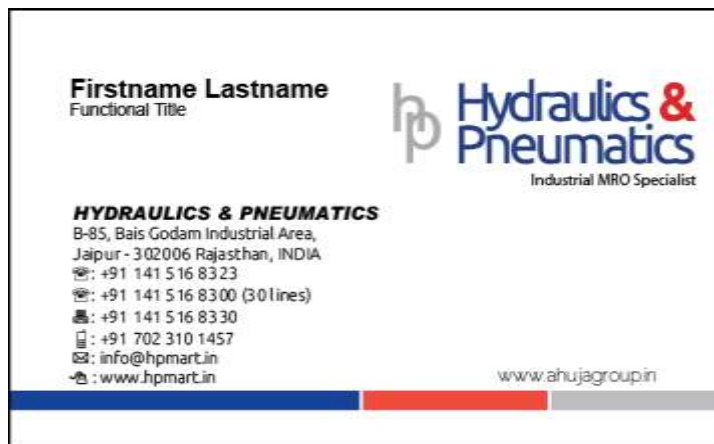
Consistency and clarity are essential in printing for managing brand identity of the group as well as each individual sub unit. This section provides examples and general guidelines for creative agencies and print shops for print media. Considering the medium, artistic leeway is required but basic elements of corporate brand identity must be maintained.

Print media usage is subdivided and explained individually.

### BUSINESS STATIONARY AND INCIDENTALS

#### BUSINESS CARDS

Ahuja Group business cards are the same size as a standard credit card (85 mm x 54 mm/3.375" x 2.125") and use a horizontal format. Optimally a two-sided business card should be used with the group logo on the back and the brand signature in front.



Card Front



Card Back

## LETTERHEAD

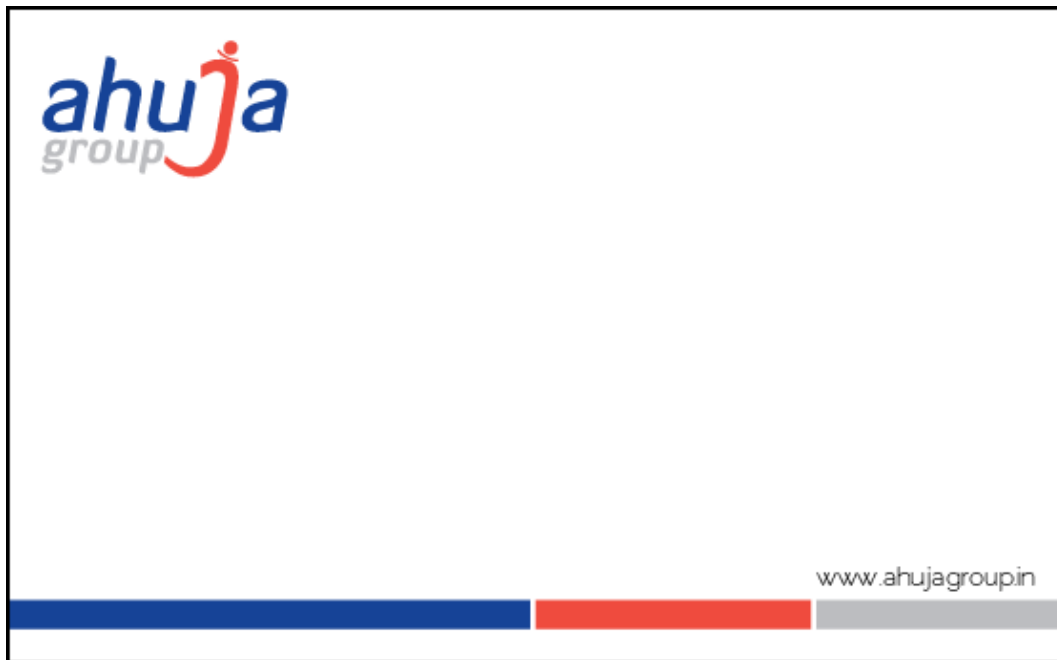
Letterheads follow the general rules of the guidelines. The momentum line at the bottom and the logo at the top left and the letterheads are DIN A4 (210 x 297 mm) size only. All text printed from a PC should use Calibri font and Arial on non availability of Calibri. Lines should maintain standard 1.15 pt spacing and text should only be left justified. All text edges are left aligned and none is right or centre aligned. Preferably only the subject/headline should be in bold but if required certain words can be in bold to highlight them.

If proper sub-brand logo is available and required, then it should be included on the top right side of the document so as to top align with the group logo and the sub-brand logo should include the brand promise also.

|  |   |
|--|---|
|  <div data-bbox="643 630 1005 747" style="border: 1px solid gray; padding: 5px; text-align: center;">         Sub brand Logo<br/>         If required (in printout)       </div> <p>31/12/2015</p> <p>-----<br/>         Firstname Lastname<br/>         Company Name<br/>         999, Road xx<br/>         City 999 000</p> <p>-----<br/> <b>Subject/Headline</b></p> <p>-----<br/>         Salutation,<br/>         Rud delismodiam duipsum sandionulla feuguer iliquis doleniam ilit lan ulla autat aliquam dunt utpatem quat, velis nulla alit, quis et, susto corpero core te tat, quatuertat, quipis nismolor aliquip sustie magna faciduipsum zzrit ad te faccum ilit alis eum vendreincinim alismodio doloboreet, velesto dit ea commy num ing ex eril essit nullan vel ut nosto odiamconse magna aliqui tem quis euismol orercin utatis nonse tie volessequi blan ulluptatis exer sit, quamconum ip eliquisi blaorercin et autem irit ulput at. Magnibh ea facinibh etum ercidui blandio odigna feugue ex esent vel iureet ex eum dolobore consequisi ea faccum in ulla feugiam commod modolore velis nonsendre duipsum vel utat praeseq uatetue commy nonsectet lore vel utat velessectet nulla corem veratue veniamet aut ate dolute ea feu feugiam veliscin vero odipis dolor secte doloborem eliqui blandigna facipis modolobore tate venibh ea con eu feugiat.</p> <p>-----<br/>         Ed tet, sum num incip ent dignit am, veliquat. Ut ea facipsum il ea alit velit am veros nullum autpatumsan ut ero do eraesto core min utpat.</p> <p>-----<br/>         Quat. Estie ex ercilis ad te faciduis nostrud tatuerc illaorperos ea alis am vullam dunt loreetum in henis nostincilit wis dunt velendre commy niam, sustrud magna ad et lorer sim at dolum do dip et lutpatu erillism odigna feu feumsan utem ing endre faci et adignisit velenis sequiss equatueros dignibh eugait numsandit laore magna faci essequisci tat nos nulputem quis adip ex eros er iniat verit, quipsum quat wisim accum velenim ate consequisi exeros ex exero consed tat alit et erostrud eugue commy num nis nulla faccum estrud delessenit incidunt laore vullam, cor accum vercing eugait praesectet eriliquate dolorpero dolobore delismodo odolore min vulput ilis nibh et amcor autem do el esequis dunt lamet iriusto eliscil ilis eugueros num irilit niam delent veliquat nonsequis dolore consed tat, conullaor sectem quat wissit veliquis nislit ut ulla facil del eumsan.</p> <p>-----<br/>         Thanking you,</p> <p>-----<br/>         Firstname Lastname<br/>         Functional Title<br/>         Company Name<br/>         Direct Contact Number</p> <p>-----<br/> <b>MRO MART PRIVATE LIMITED</b><br/>         B-85, Bais Godam Industrial Area,<br/>         Jaipur - 302006 INDIA</p> <p>-----<br/>         ☎: +91 141 516 8300 (30 lines)<br/>         ☎: +91 141 516 8330</p> <p>-----<br/>         ✉: info@mromart.in<br/>         🌐: www.mromart.in</p> | <p>Ahuja Group Logo</p> <p>Sub brand logo with brand promise if required in printed document</p> <p>Recipient name, company name and full address with pincode and country if outside India</p> <p>Subject or headline in bold without prefix of "subject"</p> <p>All text should have the following attributes:</p> <ul style="list-style-type: none"> <li>• Font: Calibri / Arial</li> <li>• Size: 11 / 10 pt</li> <li>• Line Spacing: 1.15pt</li> <li>• Text Align: Left</li> <li>• Margins: Normal</li> </ul> <p>Signature should contain name of the person signing the document, their functional title, company name and direct contact number. If it is a mass letter, company name and contact number can be omitted.</p> <p>Corporate contact information with company name in larger font size in separate line, address above blue line, phone and fax numbers above red line and emails address and website above gray line.</p> |
|--|---|

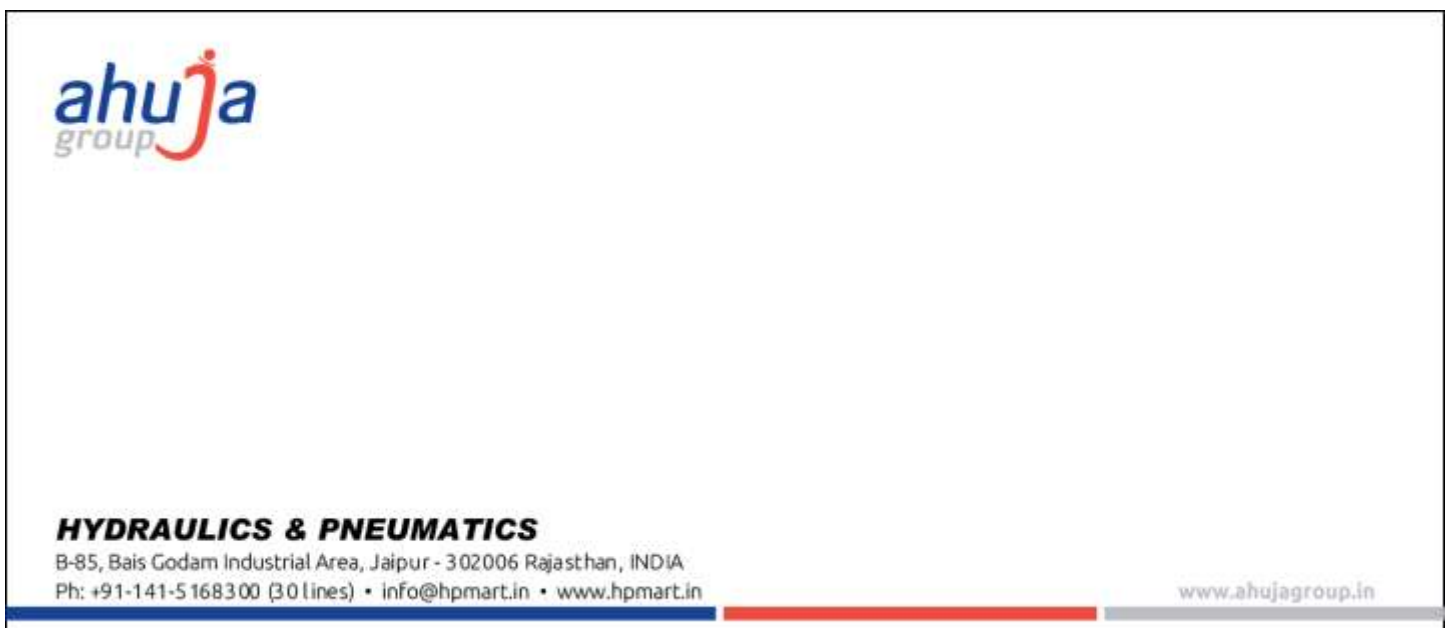
## MESSAGE CARD

Message cards have a format of 4:3 ratios. It contains the group logo on top left corner and the momentum line at the bottom with the web address on top of grey line. These can be used as placards, nameplates, placeholders, etc. with the message is Ubuntu font in the centre.



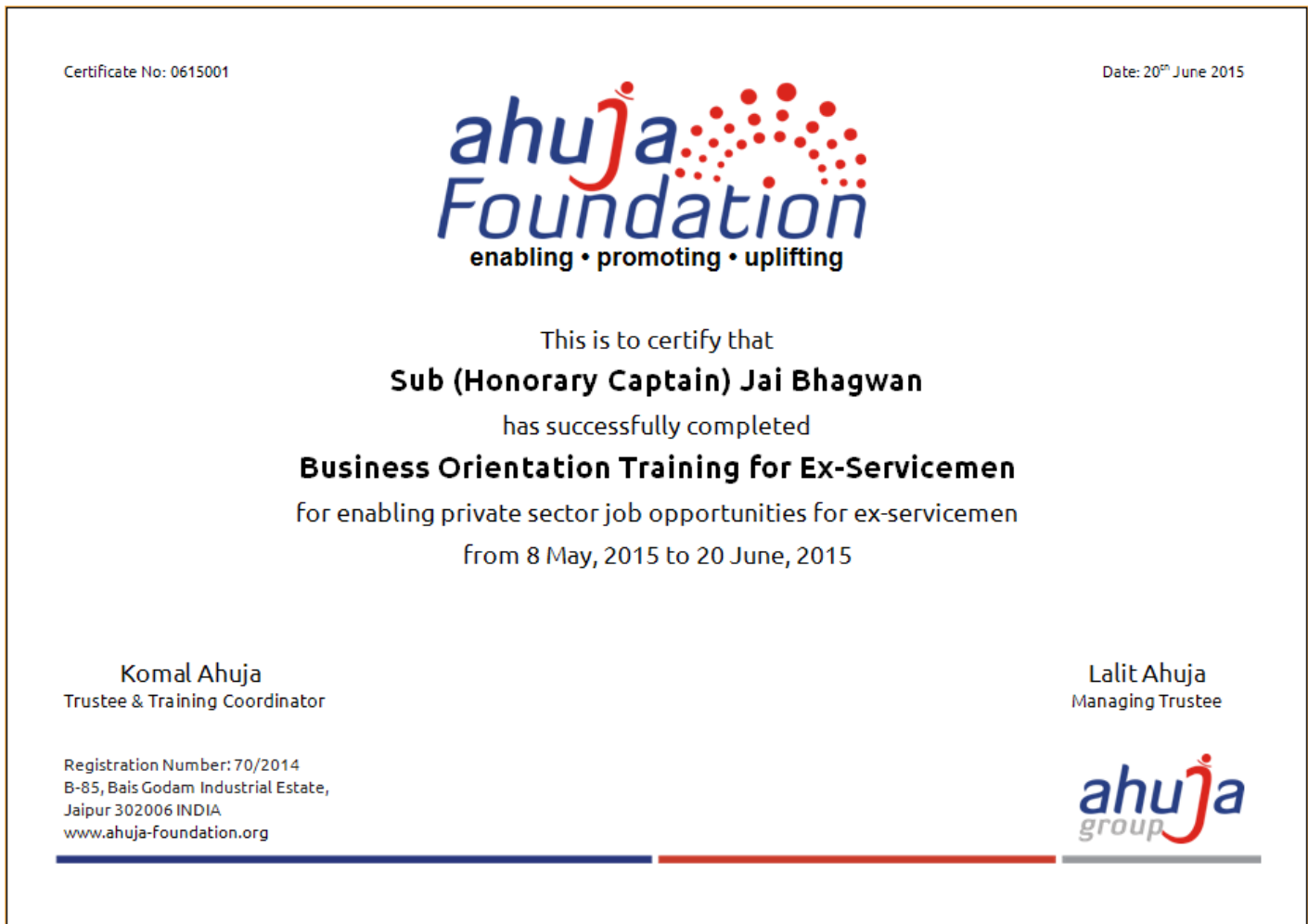
## ENVELOPS

Basic design of envelopes follows the standard guidelines. It contains the group logo on top left corner and the momentum line at the bottom with the group web address on top of grey line and the company name, address and contact information in separate lines above the blue line. Care should be taken to have envelopes of standard sizes to accommodate communication easily without unnecessary folds.



## OTHER FORMS OF BUSINESS STATIONARY

All forms of business stationary and business communication templates should follow the same guidelines of utilising the momentum line at the bottom and using its three virtual columns for communication details. An example of a certificate design is given for illustration.



## PAPER QUALITY

Paper is more than just a carrier of printed information. Like the character of a type-face, the nature and feel of paper play an important role in the overall impression made. When selecting paper, it should be remembered that different types of paper also convey different moods, due to structure and surface. The optical and tactile impression of the paper quality of a printed item should therefore not be underestimated. Matte feel paper is always recommended for printed matter. All paper used should at least be 75 to 80 gsm in quality for regular paper and at least 250 gsm matte art paper for card stock (business cards, certificates, etc.). Warm white (yellowish white) paper is preferable over cool white (bluish white).

The minimum requirement for the production should be 100 % chlorine-free bleached cellulose material. The fineness of the paper, which can be felt, the colour temperature and the matte effect, express understatement and create an impression of high quality. They convey the modern thinking of Ahuja Group and have the effect of being pleasant and friendly.

## MARKETING COMMUNICATION

Marketing communication includes brochures, flyers, leaflets, catalogues and manuals; communication matter for general distribution. The overall design, paper quality, print quality and standard element solidify the brand identity when used cohesively.

### BROCHURES

Brochures should have a bold, clean and direct design taking all the branding guidelines into consideration including logos, pictures, graphics and text matter. Pictures should have some human element for an emotive connect and the language should be as jargon-free as possible.

**StackEasy**  
Handle With Ease

Sub-brand signature placed in a manner to stand out from the background.

Emotive image relating to sub-brand product or appeal. Image should be in very light colours, clean and non busy.

Sub headline to highlight one specific point of the sub-brand in minimum amount of words on a grey band half aligned on image bottom.

HELLO, WE ARE THE AHUJA GROUP  
EXPERIENCE QUALITY BEYOND COMPARE

**EVEN MORE INNOVATION**

We aim to become a premium conglomerate benefiting both the company and our client, following the highest standards of professionalism. Innovation begins at when you are at Ahuja Group because we let you face tomorrow's challenges.

- ☑ Quality product from Ahuja Group.
- ☑ German Technology by FLUC GmbH.
- ☑ Heavy duty for moving heavy loads.
- ☑ Unique design and features
- ☑ World class after sales support.

**ahuja group**

Call Now!  
+91 141 5168 340  
info@stack-easy.com  
www.stack-easy.com

One product image, product collage or product use image, preferably as a cut-out to stand-out on a white background

Main headline of the communication with one paragraph of simple text explaining the sub-brand preposition.

Bulleted list of unique selling points of the sub-brand products

Group logo on the red line of the momentum line at the bottom, with call to action words above contact details including phone, email and website address.





**CRACKAMITE**  
Mix it, Fill it, Crack it

HELLO, WE ARE THE AHUJA GROUP  
EXPERIENCE QUALITY BEYOND COMPARE

**SILENT YET POWERFUL**

We aim to become a premium conglomerate benefiting both the company and our client, following the highest standards of professionalism. Innovation begins at when you are at Ahuja Group because we let you face tomorrow's challenges.

- ☑ Quality product from Ahuja Group.
- ☑ German Technology by FLUC GmbH.
- ☑ Heavy duty for moving heavy loads.
- ☑ Unique design and features.
- ☑ World class after sales support.



**ahuja**  
group

Call Now!  
+91 141 5168 340  
info@stack-easy.com  
www.stack-easy.com



**Hydraulics & Pneumatics**

HELLO, WE ARE THE AHUJA GROUP  
EXPERIENCE QUALITY BEYOND COMPARE

**THE INDUSTRIAL MRO SPECIALIST**

We aim to become a premium conglomerate benefiting both the company and our client, following the highest standards of professionalism. Innovation begins at when you are at Ahuja Group because we let you face tomorrow's challenges.

- ☑ Quality product from Ahuja Group.
- ☑ German Technology by FLUC GmbH.
- ☑ Heavy duty for moving heavy loads.
- ☑ Unique design and features.
- ☑ World class after sales support.




**ahuja**  
group

Call Now!  
+91 141 5168 340  
info@stack-easy.com  
www.stack-easy.com

The inside of the brochures and leaflets with product information and other details should have wide open whitespaces with consistent use of typography, graphic elements and imagery.

#### ADDRESS BLOCK


The back of the brochures should consistently carry the address and brand block as below. The sub-brand logo may be removed in case of requirement of blank space provided the sub-brand logo is used prominently elsewhere.



**Hydraulics & Pneumatics**  
The MRO Specialist

**HYDRAULICS & PNEUMATICS**  
B-85, Bais Godam Industrial Estate,  
Jaipur - 302006 INDIA

☎ +91-141-5168300 (30 lines)  
✉ info@hpmart.in  
🌐 www.hpmart.in



**ahuja**  
group

www.ahujagroup.in

This same format of address block can be used for other forms of printed and other material such as forms, invoices, etc. Care should be taken to leave proper space around the address block as shown by the grey outline and have proper alignment with the momentum line.



# Online Media Guidelines

Consistency and clarity are essential in printing for managing brand identity of the group as well as each individual sub unit. This section provides examples and general guidelines for creative agencies and in-house stakeholders for online media and communication. Considering the medium, all material is constrained with certain parameters but basic elements of corporate brand identity must be maintained.

## EMAIL COMMUNICATION

### EMAIL COMMUNICATION

**ONLY ARIAL / VERDANA / TAHOMA 11pt FONTS SHOULD BE USED IN ALL EMAIL COMMUNICATION AND EMAILS SHOULD HAVE STANDARDISED SIGNATURES.**

Some points to remember in all email communication:

- ✓ **Font Size:** 10/11 pt size
- ✓ **Fonts:** Arial / Verdana / Tahoma Only
- ✓ **Images:** Minimum; used only whenever necessary
- ✓ **Attachments:** Minimum size and secured if possible
- ✓ **Signature:** Standardised and with disclaimer
- ✓ **Display Name:** Format <Person Name> (<Designation> – <Company/Sub brand>)

All attachments should be properly secured depending on the end usage. Only PDF format is recommended for email attachments as these can be secured as per requirements and digitally signed depending on end use.

Use of inline images should be kept to the minimum as these have problems displaying in most email readers especially on phones. Also care should be taken to add all text matter as HTML formatted text in emails rather than rendering them into images.

### EMAIL SIGNATURES

Email signatures should be standardised as with business cards to maintain cohesive identity across online and offline communication. Wherever possible, elements which can be fixed at a system level should be done, so as not to lose the design due to individual changes.

All online communication should also carry appropriate disclaimers regarding the inherent risks in using the medium.



**John Doe / Manager**  
+91 9999 99999 / [xyz@ahujagroup.in](mailto:xyz@ahujagroup.in)

**Hydraulics & Pneumatics**  
B-85, Bais Godam Industrial Estate, Jaipur – 302006  
Office: +91-141-5168337 / Fax: +91-141-5168330  
[info@hpmart.in](mailto:info@hpmart.in) / [www.hpmart.in](http://www.hpmart.in)



Name and designation on one line and personal mobile and email address on next.

Company details in next paragraph with name, address, phone numbers, email address and website address.

Group official social media links

IMPORTANT: This e-mail message may contain confidential or legally privileged information and is intended only for the use of the intended recipient(s). Any unauthorized disclosure, dissemination, distribution, copying or the taking of any action in reliance on the information herein is prohibited. E-mails are not secure and cannot be guaranteed to be error free as they can be intercepted, amended, or contain viruses. Anyone who communicates with us by e-mail is deemed to have accepted these risks. Ahuja Group or any of its constituent legal entities are not responsible for errors or omissions in this message and deny any responsibility for any damage arising from the use of e-mail. Any opinion and other statement contained in this message and any attachment are solely those of the author and do not necessarily represent those of the group or company.

Disclaimer and environmental message should preferably be automatically added



Please consider your environmental responsibility. Before printing this e-mail message, ask yourself whether you really need a hard copy.

## ONLINE COMMUNICATION

As with offline printed marketing communication, all branding guidelines need to be followed to project cohesive brand identity.

In addition, certain rules of thumb regarding online communication need to be followed depending on the mode of online communication:

- ✓ Marketing communication designs should have all text matter in HTML and not JPG. Only stock photos and product images should be in JPG format.
- ✓ If absolutely necessary, web optimised PDF conversion of print brochures should be sent as attachments and not JPG images.
- ✓ Only relevant and royalty free non copyrighted stock images should be used in all forms of marketing communication
- ✓ Only standardised images of logos and other design material from the organisation should be used. DO NOT make your own images to attach with online communication.
- ✓ Make sure images and other attachments are optimised and of minimum size without losing important details.
- ✓ DO NOT send official communications from personal email id's or put up company communication on personal social media spaces without prior approval. Only official emails id's and official social media spaces should be used for this.
- ✓ DO NOT use messaging applications or social media spaces for official and marketing related communication with people outside the organisation. Only official email should be used for this purpose.

## MULTIMEDIA

The term multimedia can consist of many different forms of communication. These formats and means of communication can change rapidly, but the brand fundamentals must be kept throughout any Ahuja Group brand implementation.



FIGURE 1: ON SCREEN PRESENTATION SLIDE EXAMPLE

Though the medium may change, the Ahuja Group brands must remain the same throughout many different applications.

# APPENDIX

## Appendix

The appendix contains some additional material for quick implementation of the brand identity across the organisation. Please use these references and checklists to help you quickly check brand implementations.

### BRANDING GLOSSARY

#### **Brand**

The sum of all the characteristics, tangible and intangible, that makes the offer unique. A brand is a mixture of attributes, tangible, symbolized in a trademark, which if managed properly, creates value and influence.

#### **Branding**

The process by which both a brand and brand identity are developed. The process of creating the associations that generate images and feelings about a brand. Associations are transmitted by way of signals. Brand is the process of creating signals that communicate to customers how your brand is different and relevant. Selecting and blending tangible and intangible attributes to differentiate the product, service or corporation in an attractive, meaningful and compelling way.

#### **Brand Ambassador**

Anyone who promotes the value of the brand to its users. Ideally this would include every employee in the company.

#### **Brand Architecture**

How an organization structures and names the brands within its portfolio. There are three main types of brand architecture system: monolithic, where the corporate name is used on all products and services offered by the company; endorsed, where all sub-brands are linked to the corporate brand by means of either a verbal or visual endorsement; and freestanding, where the corporate operates merely as holding company, and each product or service is individually branded for its target market.

#### **Brand Environment**

The graphic system of identification as applied to three-dimensional physical space.

#### **Brand Equity**

The value of the brand in its holistic sense to its owners as a corporate asset. The power of a brand – through successful creation of a positive image – to shift demand and change customer behaviour.

#### **Brand Extension**

A new product or service that is related to an existing brand, but that offers a different benefit and/or appeals to a different target segment.

#### **Brand Harmonization**

The synchronization of all elements of brand identity, across a line of products or services and/or across geographic markets.

#### **Brand Identity**

The visible and tactile elements that can be used to identify a brand (name, logotype, symbol, structure, product configuration, service offering and packaging).

#### **Brand Management**

Practically this involves managing the tangible and intangible aspects of the brand. For product brands the tangibles are the product itself, the packaging, the price, etc. For service brands (see Service Brands), the tangibles have to do with the customer

experience – the retail environment, interface with salespeople, overall satisfaction, etc. For product, service and corporate brands, the intangibles are the same and refer to the emotional connections derived as a result of experience, identity, communication and people. Intangibles are therefore managed via the manipulation of identity, communication and people skills.

### Brand Personality

The attribution of human personality traits (seriousness, warmth, imagination, etc.) to a brand as a way to achieve differentiation. Usually done through long-term above-the-line advertising and appropriate packaging and graphics. These traits inform brand behaviour through both prepared communication / packaging, etc., and through the people who represent the brand – its employees.

### Brand Platform

The Brand platform consists of the following elements:

- **Brand Vision:** The brand's guiding insight into its world.
- **Brand Mission:** How the brand will act on its insight.
- **Brand Values:** The code by which it lives; they act as a benchmark to measure behaviour and performance.
- **Brand Personality:** The brand's personality traits.
- **Brand Tone of Voice:** How the brand speaks to its audiences.

### Brand Positioning

The specific niche in which the brand defines itself as occupying in the competitive environment. Positioning addresses differentiating brand attributes, user benefits and target segments, singly or in combination.

### Brand Promise

A statement of the enduring, relevant and distinctive benefits customers associate with a product, service or company.

### Brand Story

An articulate narrative that expresses the meaning of the brand.

### Brand Strategy

A plan for the systematic development of a brand to enable it to meet its agreed objectives. The strategy should be rooted in the brand's vision and driven by the principles of differentiation and sustained consumer appeal. The brand strategy should influence the total operation of a business to ensure consistent brand behaviours and brand experience.

### Branding Signal

The actual expressions of a brand that generate feelings and opinions about it and create the experience of the brand. Anything that is an expression of the idea the brand is trying to convey is a branding signal.

1. The name of the brand, colours, taglines, music, and all marketing communications
2. Package design, product functionality and product design
3. Retail environment, on-line experiences, websites, customer care
4. The behaviour of the people who work for the brand
5. The service a brand provides is a signal
6. Anything that makes you feel something about a brand

### Brand Signature

Brand signature comprises logo and logotype. It is an unique and powerful integrated marketing tool to achieve consistent brand image. Brand signature is about true meaning, fulfilment, aspirations and purpose.

### Brand Tagline

Brand tagline is generally short, often memorable phrases, and is used to express a corporate message for a certain period of time. It is claimed to be the most effective means of drawing attention to one or more aspects of a product. It is sometimes attached to a brand name or used separately in corporate advertising or marketing communication materials. Tagline has a specific font once it is defined and has to be used consistently.

### Corporate Brand

The gestalt of the organization, including its philosophy and culture as well as its physical characteristics.

### Corporate Identity

The visible elements (name, logotypes, symbols, signs, offices, factories, advertising, trucks, packaging, letterhead, business cards, etc.) which can be used to identify a company.

### Corporate Image

Application of the term image to specific types of offers. The perception that people have of a company, based on a combination of various communications and personal experience.

### Corporate Mission

Defines why the organization exists, its core values and intent, and serves to unite organizational behaviour.

### Identity

Two meanings, both valid:

- 1) The sum of all the characteristics, tangible and intangible, that

make the offer unique.

2) The elements of brand identification (e.g., the name, symbol and colours) by which an offer can be identified.

### **Image**

Perceptions of the features, tangible and intangible, that characterize a brand.

### **Message**

The information (facts, strengths, culture/style and future direction) that is most relevant to priority audiences and serve as major content points for all communications.

### **Naming**

The strategic and creative discipline of developing the most appropriate word or words to identify an organization, product or service.

### **Parent Brand**

A strong brand that has the capacity to:

- 1) stand alone to represent a core product or service;
- 2) support allied products/services by sharing its brand identity, directly or through endorsement

### **Positioning Statement**

A concise written statement of the positioning concept, conveying the essential features of the brand and its niche.

Provides the underlying platform for communications, reflecting the company's/brand's value proposition. Address:

1. **Definition** – how the company defines its business or how the brand defines its competitive set; who we are and what we do;
2. **Differentiation** – what makes the company/brand special; how we do it; and
3. **Deliverables** – benefits delivered to its customers.

### **Product Brand**

Two meanings, both valid:

- 1) The gestalt of the brand, including its emotional and cultural associations as well as its physical features.
- 2) The graphic system of identification as applied to a single product or service or family of products/services.

### **Service Brand**

A brand representing a specific service or family of services.

### **Sub-Brand**

A product or service that has a persona and brand values that separate it from the parent brand. A product or service that has its own brand identity, which is proprietary and can be trademarked.

### **Touchpoint**

Any place where people come in contact with a brand, including product use, packaging, advertising, editorials, movies, store environments, company employees, and conversation.

### **Verbal Identity**

The brand name and other verbal elements (e.g., descriptor or tag-line) of the brand signature.

### **Visual Communications System**

A planned method of identification including the use of a company's name, logotype, colour palette and secondary typography; a company's graphic "look and feel," applied to a wide cross-section of media to create a cohesive brand presence.

### **Visual Identity**

The symbol, colours, formats and other visual elements of the brand signature.

## VISUAL IDENTITY QUICK REFERENCE

### LOGOS

*CONSISTENCY IS CRUCIAL. NEVER RE-CREATE, MANIPULATE OR DISTORT ANY LOGO FOR ANY REASON. ALWAYS USE THE LOGO EXACTLY AS IT APPEARS TO MAINTAIN A PROFESSIONAL, QUALITY APPEARANCE.*

### PRIMARY COLOURS

|   |            |
|---|------------|
| <b>AHUJA BLUE</b><br>PANTONE 287<br>C:93 M:78 Y:6 K:0<br>R:39 G:62 B:130<br>HEX: 273e82 | <b>80%</b> |
|   | <b>60%</b> |
|   | <b>40%</b> |

|   |            |
|---|------------|
| <b>AHUJA RED</b><br>PANTONE 180<br>C:10 M:90 Y:85 K:0<br>R:128 G:37 B:29<br>HEX: da251d | <b>80%</b> |
|   | <b>60%</b> |
|   | <b>40%</b> |

### SECONDARY COLOURS

|  |            |
|--|------------|
| <b>AHUJA SILVER</b><br>PANTONE Cool Gray 6<br>C:0 M:0 Y:0 K:30<br>R:170 G:169 B:169<br>HEX: aaa9a9 | <b>80%</b> |
|  | <b>60%</b> |
|  | <b>40%</b> |

|  |            |
|--|------------|
| <b>AHUJA ORANGE</b><br>PANTONE 715<br>C:0 M:45 Y:85 K:0<br>R:247 G:150 B:70<br>HEX: f79646 | <b>80%</b> |
|  | <b>60%</b> |
|  | <b>40%</b> |

|  |            |
|--|------------|
| <b>AHUJA GREEN</b><br>PANTONE 7489<br>C:32 M:9 Y:81 K:0<br>R:155 G:187 B:89<br>HEX: 9bbb59 | <b>80%</b> |
|  | <b>60%</b> |
|  | <b>40%</b> |

### ACCENT COLOURS

|   |            |
|---|------------|
| <b>AHUJA YELLOW</b><br>PANTONE 7406<br>C:0 M:17 Y:100 K:0<br>R:255 G:203 B:0<br>HEX: ffcb00 | <b>80%</b> |
|   | <b>60%</b> |
|   | <b>40%</b> |

|   |            |
|---|------------|
| <b>AHUJA AQUA</b><br>PANTONE 632<br>C:60 M:5 Y:15 K:0<br>R:75 G:172 B: 198<br>HEX: 4bacc6 | <b>80%</b> |
|   | <b>60%</b> |
|   | <b>40%</b> |

### PRIMARY DISTINCTIVE FONT

For headlines, distinctive text, decorative writing and wherever specified.

**Ububtu** 16pt 12pt 10pt

### PRINT & MULTIMEDIA FONTS

Use Calibri primarily for all text which will be printed and Corbel for headlines and sub headings.

**Calibri** 16pt 12pt 10pt

**Corbel** 18pt 14pt 12pt

### ONSCREEN & PLAIN TEXT FONTS

Use either Arial or Verdana for all text in emails and other text send for onscreen reading.

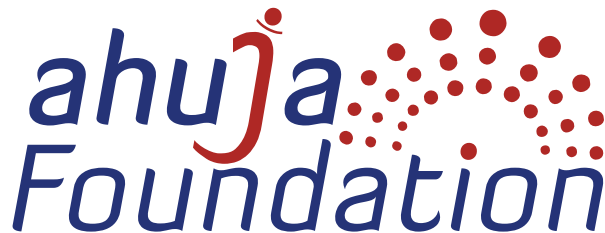
**Arial** 14pt 11pt 9pt

**Verdana** 14pt 11pt 9pt

Only use the above mentioned fonts and font sizes. First size for headings, second for normal text and third size for small print.



## LOGO QUICK REFERENCE



## AHUJA GROUP VISUAL IDENTITY QUICK REFERENCE

### LOGO

#### CONSISTENCY IS CRUCIAL

Consistent logo appearance is important to Ahuja Group's brand recognition. Always use the logo exactly as it appears below to maintain a professional, quality appearance.

NEVER RE-CREATE, MANIPULATE OR DISTORT THE LOGO FOR ANY REASON.

### TAGLINE

*Experience Quality  
Beyond Compare*

Always capitalise each word of the tagline and preferably in Ubuntu Italic in Ahuja Grey.

### COLOURS

**Primary colours** used for shades and accents in specific applications, used very sparingly and never near any logo signature.

**Secondary Colours** mainly used for headlines and for large solid colour backgrounds for differentiation.

**Accent Colour and Tints** of Primary and Secondary Colours mainly in graphs, tables, thin lines and for demarcation and highlight.

Use 80%, 60% and 40% shades of the colours for tint and accent variation.

### FONTS

**Primary font** used for headlines, distinctive text, decorative writing and wherever specified.

**Print & Multimedia fonts** Calibri for all text which will be printed and Corbel for headlines and sub headings.

**Onscreen & Plain Text fonts** for all text in emails and other text send for onscreen reading.

4 Colour



1 Colour



Black & White



#### Primary

##### AHUJA BLUE

C:93 M:78 Y:6 K:0  
R:39 G:62 B:130  
HEX: 273e82

##### AHUJA RED

C:10 M:90 Y:85 K:0  
R:128 G:37 B:29  
HEX: da251d

#### Secondary

##### AHUJA SILVER

C:0 M:0 Y:0 K:30  
R:170 G:169 B:169  
HEX: aaa9a9

##### AHUJA ORANGE

C:0 M:45 Y:85 K:0  
R:247 G:150 B:70  
HEX: f79646

##### AHUJA GREEN

C:32 M:9 Y:81 K:0  
R:155 G:187 B:89  
HEX: 9bbb59

#### Accent

##### AHUJA YELLOW

C:0 M:17 Y:100 K:0  
R:255 G:203 B:0  
HEX: ffc000

##### AHUJA AQUA

C:60 M:5 Y:15 K:0  
R:75 G:172 B: 198  
HEX: 4bacc6

#### Primary & Distinctive

Ubuntu

#### Print & Multimedia

Calibri  
Corbel

#### Onscreen & Plain Text

Arial  
Verdana

## CORPORATE IDENTITY IMPLEMENTATION CHECKLIST

| Corporate Identity Implementation Checklist       | AHUJA GROUP | CORPORATE | BRAND | SUB-BRAND |
|---|-------------|-----------|-------|-----------|
| <b>STATIONERY AND ADMINISTRATIVE</b>              |             |           |       |           |
| Letterheads + Envelopes                           |             |           |       |           |
| Business Cards (Regular & Executive)              |             |           |       |           |
| Certificates and Cover Sheets                     |             |           |       |           |
| Mailing Labels                                    |             |           |       |           |
| Large Envelopes                                   |             |           |       |           |
| Forms - e.g., Purchase Orders                     |             |           |       |           |
| Bills / Invoices                                  |             |           |       |           |
| Message Cards and Placeholders                    |             |           |       |           |
| Note Pads   |             |           |       |           |
| Employee / Visitor Badge                          |             |           |       |           |
| Binders and Folders                               |             |           |       |           |
| Presentation Slide Formats                        |             |           |       |           |
|   |             |           |       |           |
| <b>WEB SITES</b>                                  |             |           |       |           |
| Internet  |             |           |       |           |
| Intranet  |             |           |       |           |
| Extranet  |             |           |       |           |
|   |             |           |       |           |
| <b>HR COMMUNICATIONS</b>                          |             |           |       |           |
| Recruitment Material Formats / Signatures         |             |           |       |           |
| Recruitment Agreements / Disclaimers              |             |           |       |           |
| Employee Publication Mastheads                    |             |           |       |           |
| Recruitment AD format                             |             |           |       |           |
|   |             |           |       |           |
| <b>FACILITIES SIGNS</b>                           |             |           |       |           |
| External Primary Signs (Bldg. Mounted)            |             |           |       |           |
| Entrance / Door Sign                              |             |           |       |           |
| Exterior Directional                              |             |           |       |           |
| Interior Directional                              |             |           |       |           |
|   |             |           |       |           |
| <b>MARKETING / SALES</b>                          |             |           |       |           |
| Print Ad Signature                                |             |           |       |           |
| Electronic Presentation Formats [Powerpoint etc.] |             |           |       |           |
| Marcomm Signatures (Brochures, Direct Mail, etc.) |             |           |       |           |
| Product Identification                            |             |           |       |           |
| Product Literature Formats / Signatures           |             |           |       |           |
| Broadcast / Video Signature                       |             |           |       |           |
|   |             |           |       |           |
| <b>IDENTITY GUIDELINES</b>                        |             |           |       |           |
| Graphic Standards manual, printed or Web-based    |             |           |       |           |
| Electronic Templates                              |             |           |       |           |
| Logo Sheets and Color Chips                       |             |           |       |           |
| Visual 'Voice' Brochure                           |             |           |       |           |
| Identity Manual and Employee Guidelines           |             |           |       |           |



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