



**TATA POWER-DDL**

**TATA POWER DELHI DISTRIBUTION LIMITED**

A Tata Power and Delhi Government Joint Venture

# CORPORATE IDENTITY GUIDELINES

**Corporate Identity Guidelines**

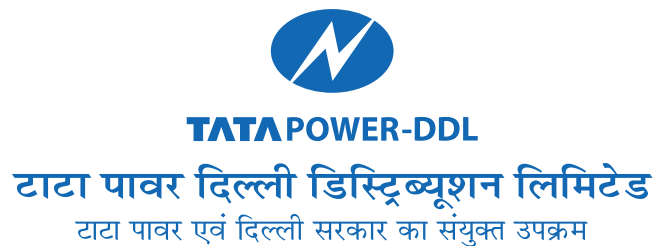
Version 1.0.1

# Tata Power DDL Composite Logo

Our Composite Logo comprises the N symbol, followed by the brand name - Tata Power DDL, our legal name - Tata Power Delhi Distribution Limited, and the JV line - A Tata Power and Delhi Government Joint Venture.

The 'N' symbol connotes power, represented in the form of alphabet N. In order to preserve our legacy, we have retained the 'N' symbol which was used in synchrony with our erstwhile name NDPL (North Delhi Power Limited). The 'N' symbol appears in reverse colour on Tata Power DDL blue (refer to the corporate colour palette) background enclosed within an oval.

The Tata Power DDL Composite logo is today an inseparable part of the organizations identity. Therefore, it is important that the Composite Logo is applied on every communication which is external in nature or on every collateral which is created with the end objective of being used by a consumer.



# Tata Power DDL Brand Logo

## Brand Logo

Our Brand Logo consists of the 'N' symbol, and the name of the organization - Tata Power DDL. When using the Brand Logo Tata Power DDL - is to be written in title case for Tata Power and all caps for DDL with a hyphen(-) in between. It is imperative to follow the identity guidelines laid down in the later pages of this manual. The Tata Power DDL Brand Logo discerns Tata Power DDL from the other Tata Group Power companies by giving it a unique identity and is representative of everything that is part of Tata Power DDL.

Even as the Brand Logo is partially representative of the Composite Logo, never attempt to use it interchangeably with the Composite Logo on any communication intended for external purposes. In external communication the Brand Logo serves the sole purpose of complementing the Composite Logo. Yet, for internal communication, such as internal signages or merchandise to be used internally, only the Brand Logo can be used.

## Brand Name

In principle when writing the name of the of the organization - Tata Power DDL - is to be written in title case for Tata Power and all caps for DDL without a hyphen(-) in between.

Where required the abbreviation of the name TPDDL can be used in place of the complete name. Avoid overusing the abbreviation or using it all when the literature pertains to legal matters.



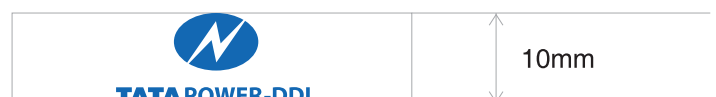
**TATAPOWER-DDL**

Tata Power- DDL Mark (Stacked - Preferred)



**TATAPOWER-DDL**

Tata Power- DDL Mark ( Linear - Alternative)



Minimum Height : 10 mm

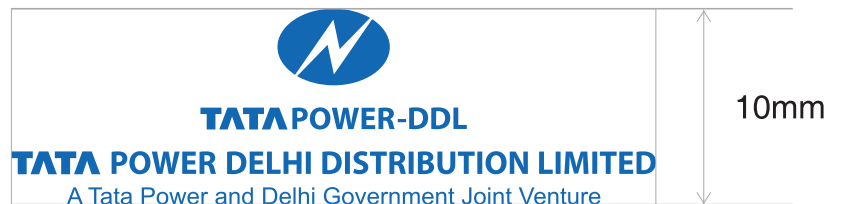


Minimum Height : 6 mm

# Tata Power DDL Composite Logo

## Minimum Height

In order to ensure the Composite Logo is visible and clearly comprehensible for any printed application, the minimum height of the Tata Power DDL composite Logo should be 10mm.



## Relationship between Composite Logo elements (size)

The 'N' symbol and name are always used in conjunction with each other, without any exceptions. The height of the letter T of Tata is the basic measure for all sizes and proportions. The height of the 'N' symbol is 3.5T i.e. three and half times the height of the letter 'T' in the name of the organization and the distance between the symbol and the name is 1T.

In the second version i.e. the linear logo, the 'N' symbol and name are placed in a linear manner vertically centered to each other. The height of the 'N' symbol in this case is kept 2T.

## Relationship between Composite Logo elements (position)

The 'N' symbol and the organization name can appear stacked, which is the preferred placement, or linear, by the side of one another.

The T height as used in the name 'Tata' when written as a part of the brand logo, also defines the minimum clear space required on all sides, as well as the distance between the various elements of the composite logo. Hence, the distance between the 'N' symbol and the brand name is kept 1T. Similarly, the distance between the brand name and legal name is kept 1T, while, the distance between the legal name and the JV line is kept 0.5T.



wrong position

## Clear Space

The dotted line around the mark indicates the minimum exclusion zone into which nothing should intrude. This zone which measures as much as 1 'T' on all sides of the Composite Logo. This would ensure that the logo never appears cluttered by other graphics and occupies a position of prominence wherever it is applied.



## Colour Rationale

The 'Tata Power DDL Blue' has been a mark of respect for our highly ethical and professional value-driven culture. The preferred colour for the visual identity in terms of both the Composite and the Brand Logo, therefore, is "Tata Power DDL Blue" on a white background. Where Tata Power DDL Blue is not available, for example on laser printed documents and black and white advertisements, it may appear in black only. Where appropriate, it may appear in white on a background of Tata Power DDL Blue. Also refer the corporate colour palette for colour principles.

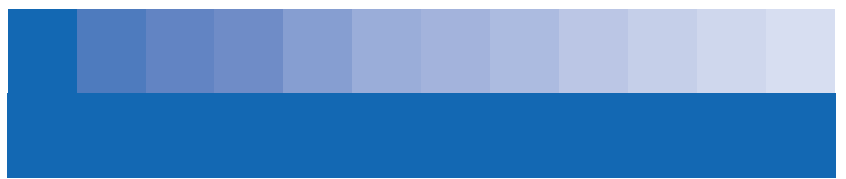


# Tata Power DDL Colour Palette

## Primary & Secondary Color Principles

As part of the overall visual identity, Tata Power DDL has a palette of five colours. Tata Power DDL blue is the primary corporate colour, Tata Power DDL Orange is the secondary corporate colour. In lieu of the Tata Power DDL colours specified throughout the manual, you may use the PANTONE® colours shown here, the standards for which are shown in the current edition of the PANTONE Colour Formula Guide.

Tata Power DDL Blue is used for reproducing the 'Tata Power DDL Composite logo' and the Brandline. Tata Power DDL Blue may also be used as a background colour in brochures, as a highlight colour on charts and graphs and may be used in duotone images.



### Tata Power- DDL Blue

PANTONE 2727 C (Solid Coated)  
C 77 M 56 Y 0 K 0  
R 82 G 117 B 184  
Web #5275B8



### Tata Power- DDL Orange

PANTONE 1575 C (Solid Coated)  
C 00 M 60 Y 80 K 00  
R 245 G 135 B 79  
Web F5874F

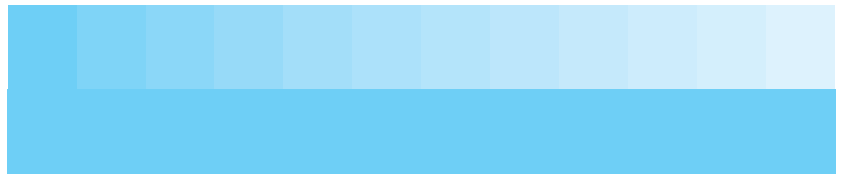


## Tertiary Color

In addition to the corresponding Brand line design element, the secondary colour palette can be used across various collaterals as a part of the text or the imagery used.

The tertiary colour palette consists of three colours - Tata Power DDL light blue, Tata Power DDL light green and Tata Power DDL Yellow. Together they form the tertiary colour palette for Tata Power DDL. Similar to the secondary colour, the tertiary colours can be used to add the desired vibrancy to the brand. The secondary and tertiary colour palette help break the monotony. Yet, it is important to observe that any form of internal or external communication carries a consistent look and feel and acts as a common thread between a wide range of applications.

Colour swatches must always be used to match to when reproducing any of the Tata Power DDL colours.



**Tata Power DDL Light Blue**  
Pantone 2985 C (Solid Coated)  
C 50 M 0 Y 0 K 0,  
R 113 G 208 B 246  
Web 71D0F6



**Tata Power DDL Light Green**  
PANTONE 367 C (Solid Coated)  
C 40 M 0 Y 100 K 0  
R 168 G 207 B 69  
Web A8CF45



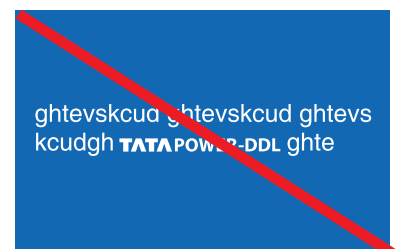
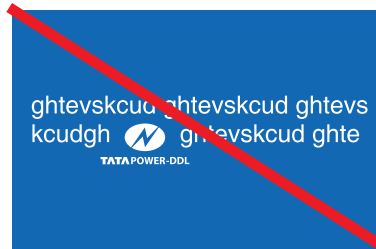
**Tata Power DDL Yellow**  
Pantone 123 C (Solid Coated)  
C 0 M 20 Y 100 K 0  
R 255 G 204 B 41  
Web FFCC29

# Tata Power DDL Logo Incorrect Application

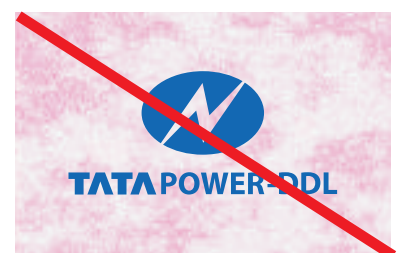
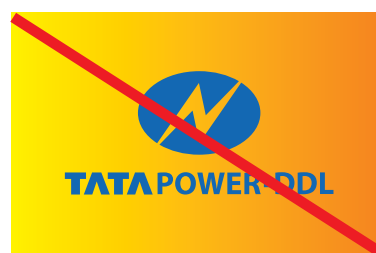
Incorrect use of the Tata Power DDL identity damages the brand image and compromises the effect of a powerful communication tool. The following examples represent some of the more common identity misrepresentation possibilities. They show unacceptable application of the identity. The following guidelines help in ensuring that the logo is applied consistently and correctly across all communication.

- ◆ Never attempt to create your own Tata Power DDL logo
- ◆ Never reproduce logo in non-approved colors
- ◆ Never alter or distort the logo's proportions
- ◆ Never attach anything to the log
- ◆ Never use the Tata Power DDL logo in conjunction with the brand line and its corresponding Power Rays symbol
- ◆ A part of the logo can never replace the unified Tata Power DDL logo. It is an integral unit, always keep it a whole
- ◆ Never use the logo as part of sentence or phrase
- ◆ Never alter the horizontal orientation of the logo
- ◆ Never use the logo in a crowded place
- ◆ Never print on top of the logo
- ◆ Never use a low resolution file or logo that appears to be blurred or distorted in any way

Do not embed the mark in the body of a text



Do not place the mark over a texture



Do not place the mark over an image



Do not place the mark over a color that makes it indistinguishable

