



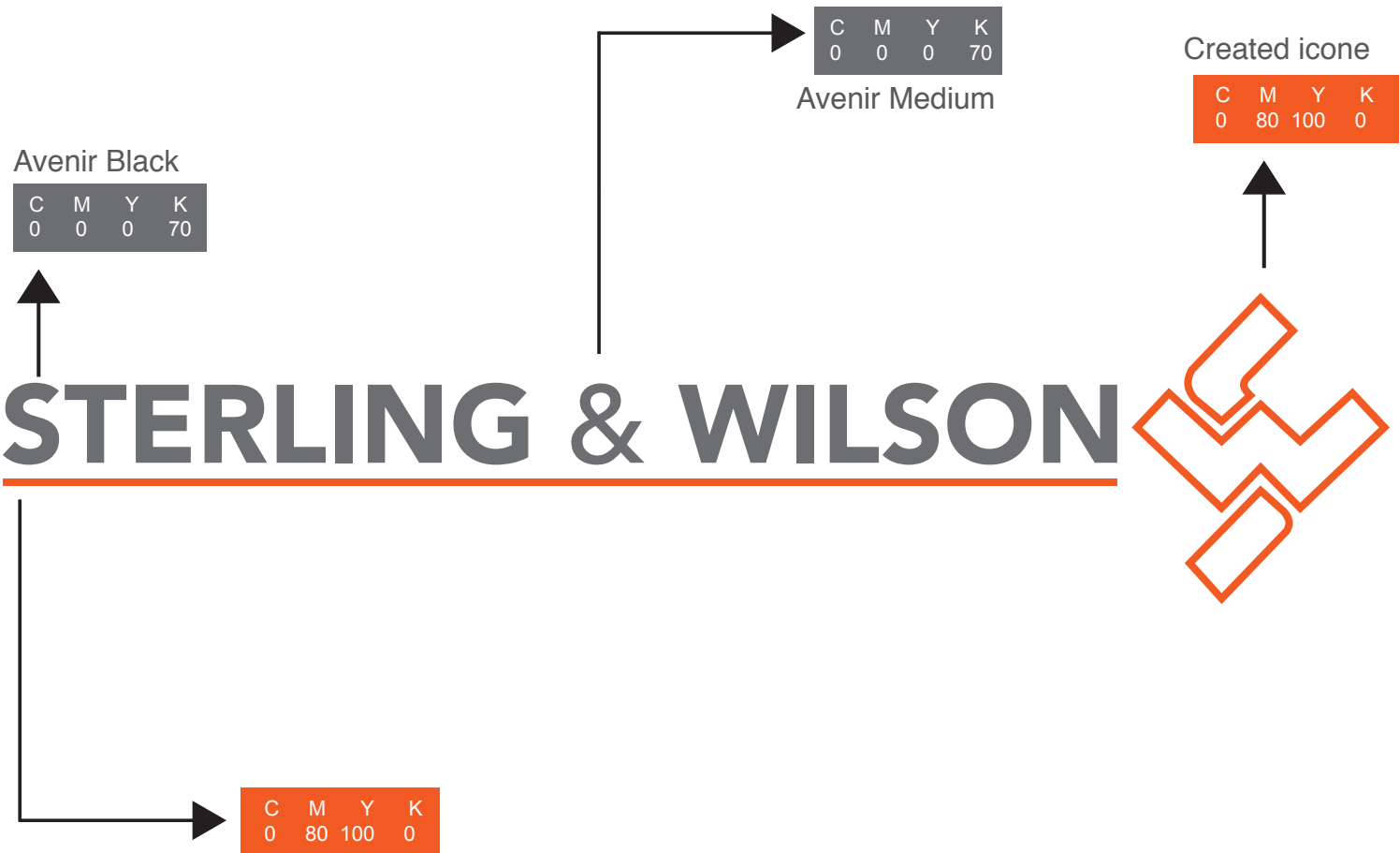
BRAND MANUAL

Brand Identity

Brand Mark

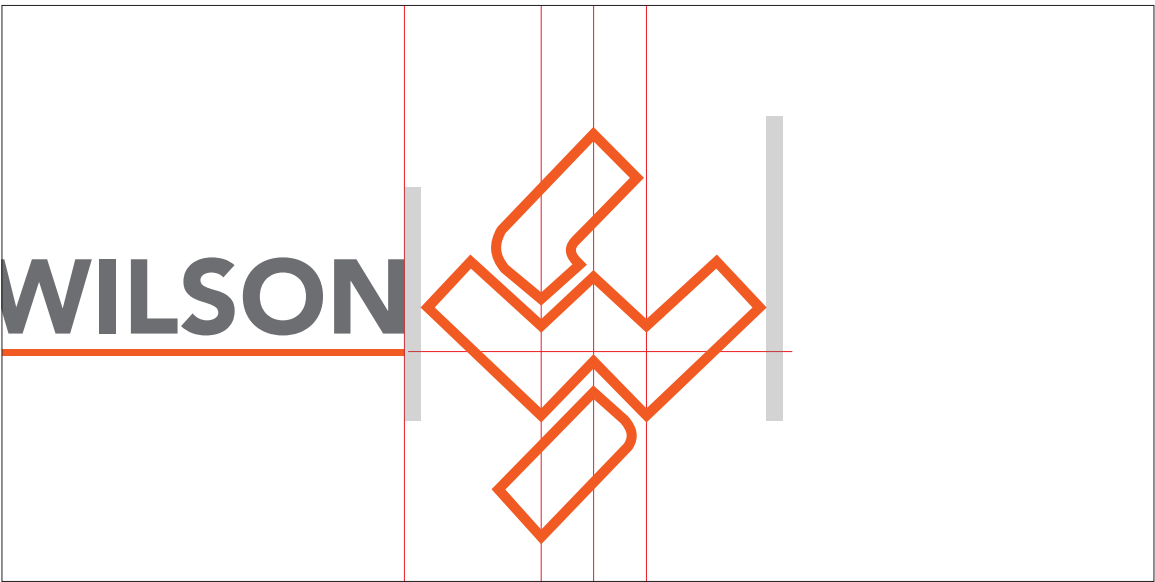
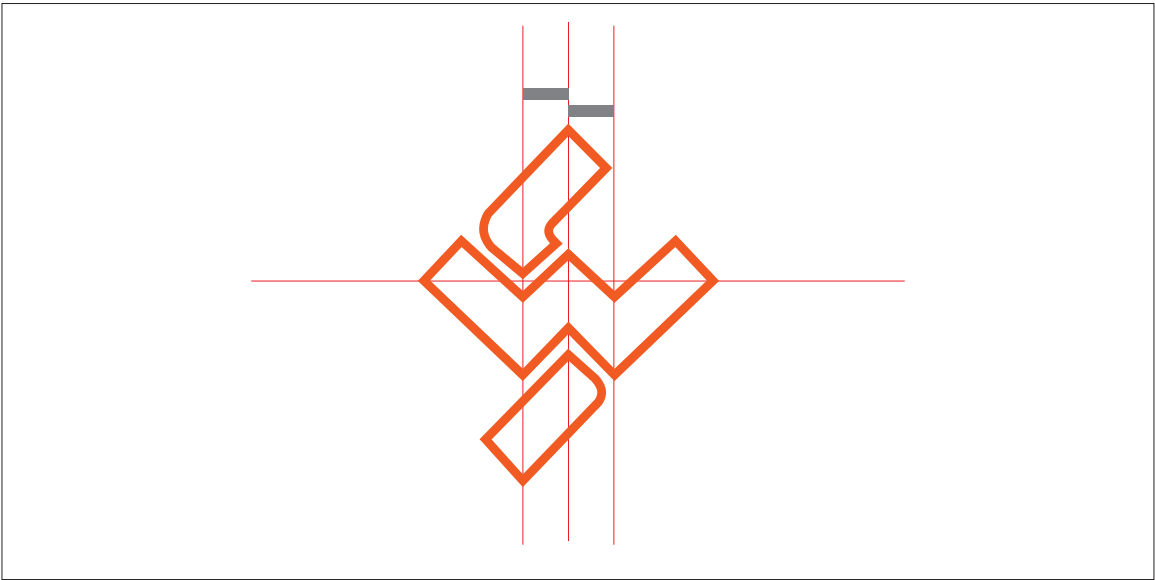
Brand Mark and Band usage

It is important that the logo, band and colours are always depicted in the right manner whenever and wherever they appear.

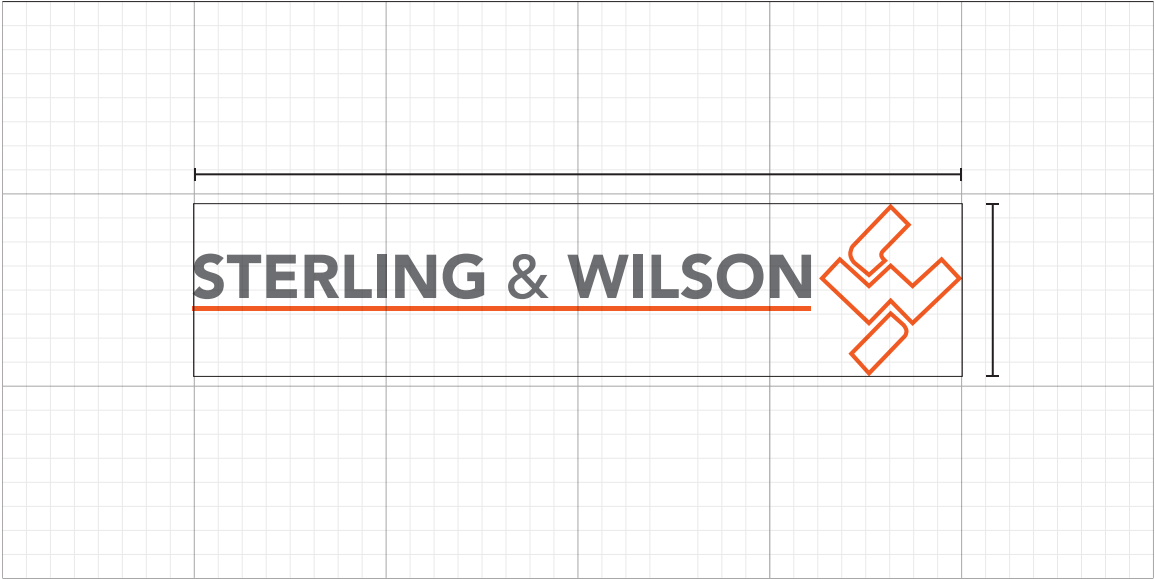


Ratio of Logo Units

Orientation and Alignment



Ratio- 4.45:1



Scaling and minimum size

The logo may be scaled to any size necessary for the application, as long as the minimum size requirements are met.



Minimum Size
Minimum size refers to the smallest allowable logo size.
Logo: 1.5”

1.5 inches

Clear space surrounding the logo

The amount of clear space is shown to ensure that the logo is easily identifiable, as well as visible and legible, wherever it appears. Clear space is the minimum breathing room maintained around our logo. It also defines the minimum distance between the logo and the edge of a printed matter.

The clear space around our logo should be 5mm. Do not position any text, graphic elements or other visual marks inside the recommended clear space.



Note: For smaller layout the clear space can be 3 mm and for rest all other layouts this clear space ought to be 5 mm.

Logo do's

For colour job



In grey scale



Against orange or black background for single colour printing



Note: On a coloured or busy background, the logo should be placed in a white holding box, where the white area is the minimum breathing area required.



Logo don'ts

Ensure that the logo is clearly recognizable by using it properly and do not alter it under any circumstance. Consider the logo version as well as the background it is placed on, to provide the best legibility. Below are instances of how the logo should not be used.



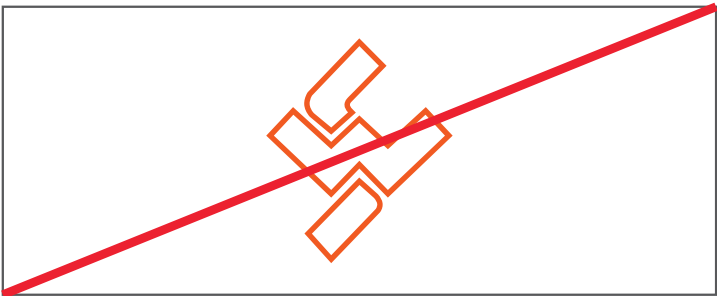
Do not create new logo color variations.



Do not rotate, stretch, skew or distort the logo.



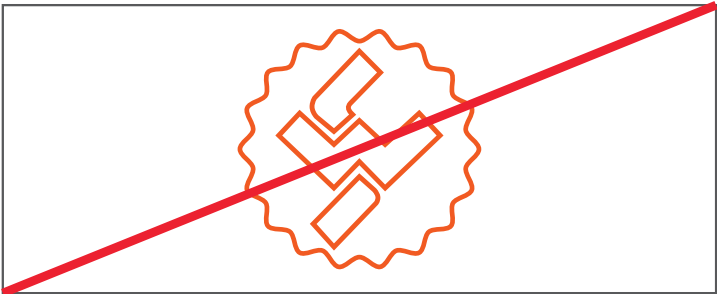
Do not change the positioning of the logo.



Do not use only logo alone.



Do not add drop shadow or other specialty effect to the logo.



Do not use the logo as an illustrative element.



Do not create lockups with the logo.



Do not change the typeface of the logo



Do not use logo on any background except black, white & orange



Do not feature the logo on backgrounds that provide insufficient contrast for legibility.

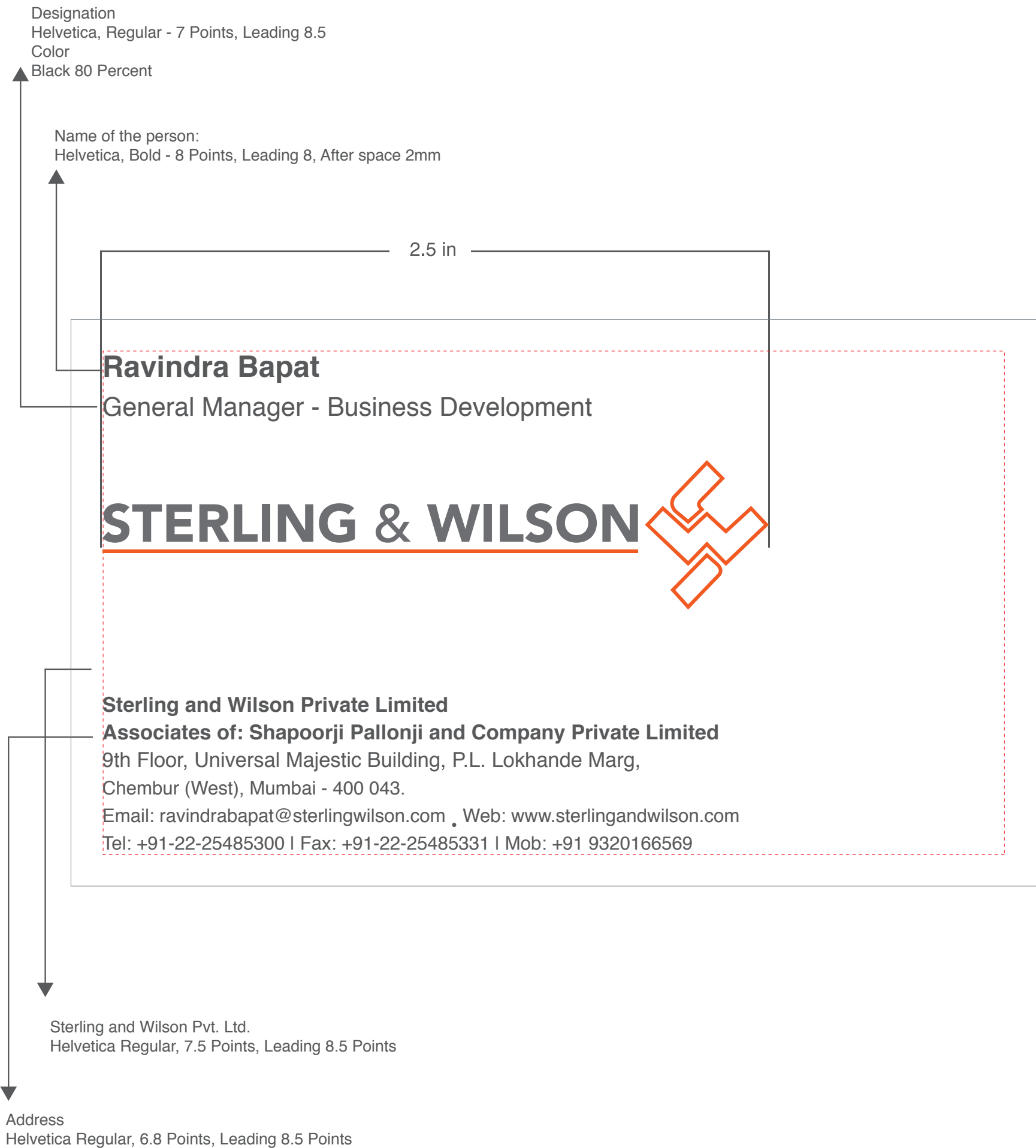
Brand Identity

Stationery

Business card

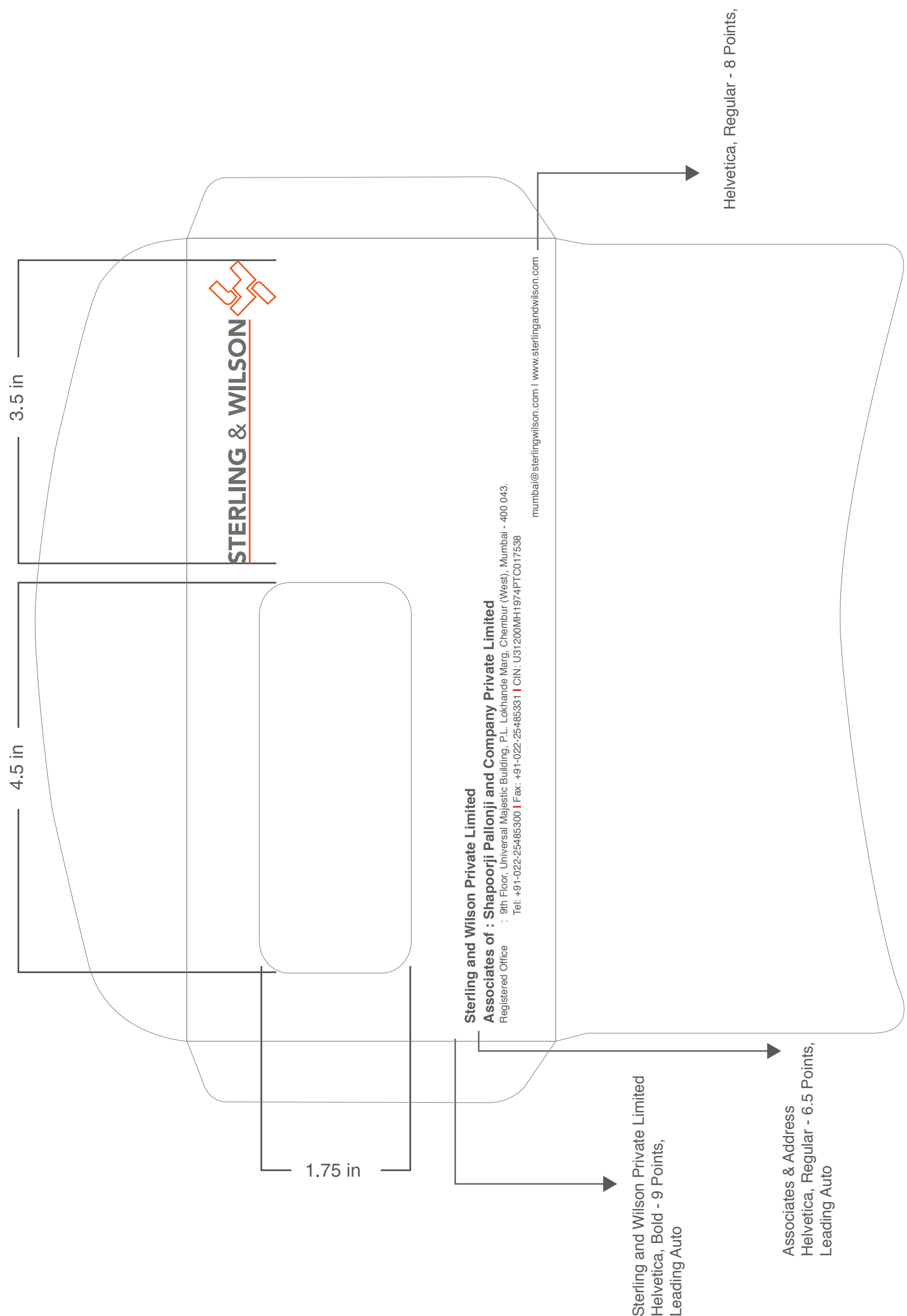
A business card is also the company’s calling card. It must impress as well as inform. To avoid clutter, only essential details with respect to a visiting card are to be mentioned. Only one e-mail address (corporate) is permitted on the visiting card. The provision for providing the cell phone number has been kept optional and only one land line number can be used when the cell phone number is included. If cell phone number is not included, then up to two land line numbers can be added. Mailing addresses should be simplified so that the entire address and telephone details can be accommodated in two lines only.

Size: 92mm(W) x 54mm(H) Front
Paper: 2CS, Ivory card – 290 GSM
Printing – Digital, Single Side



Envelope

Envelope for letters (White)
Size: W9.25” x H4.25”
Paper: 100 GSM Sunshine or Equivalent
Printing: Screen Printing, Single Side



Envelope

1. White

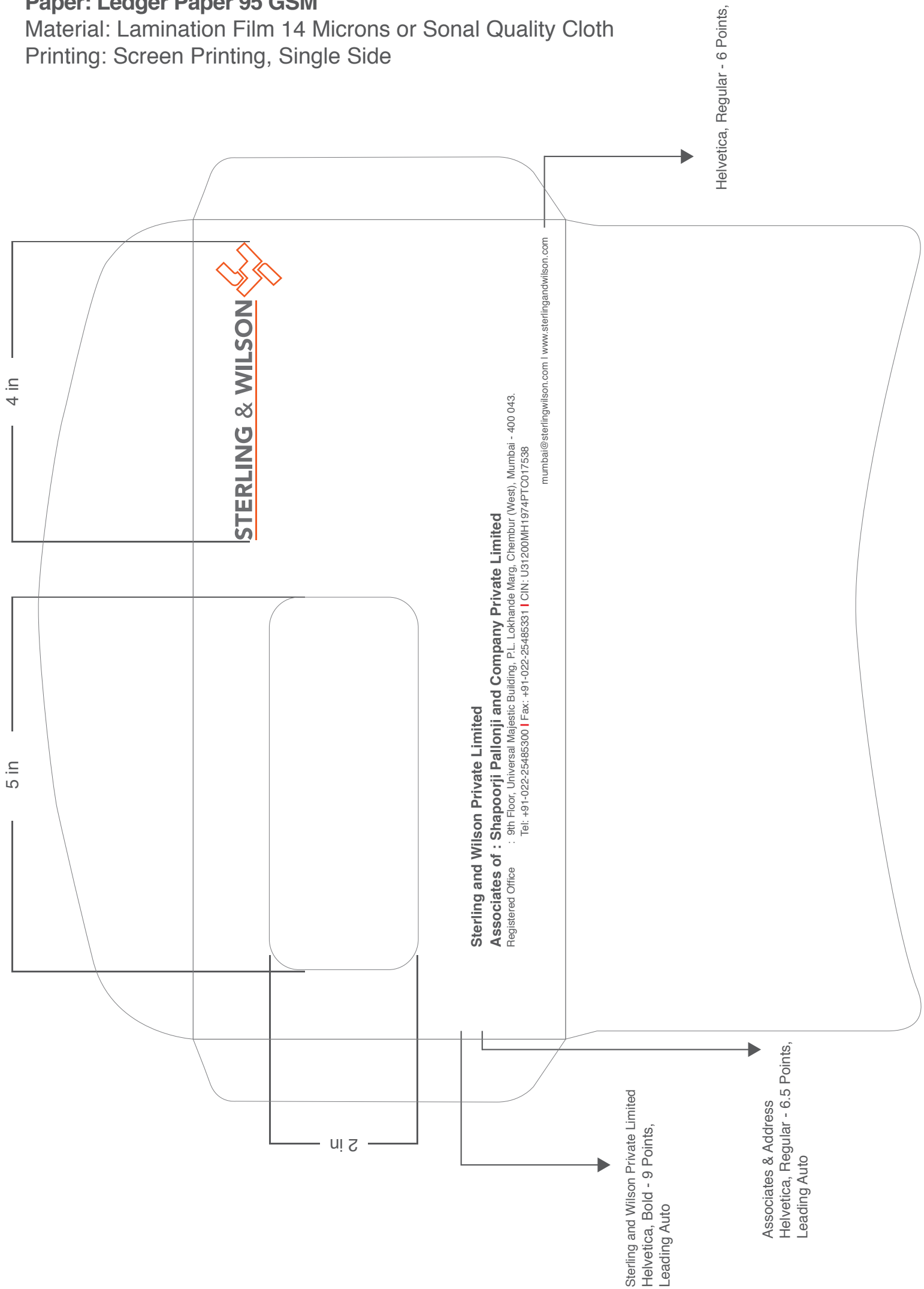
Size: W11” x H5”
Paper: 100 GSM Sunshine or Equivalent
Printing: Screen Printing, Single Side

2. Green and Sonal Cloth

Size: W11” x H5”
Paper: Ledger Paper 95 GSM
Material: Lamination Film 14 Microns or Sonal Quality Cloth
Printing: Screen Printing, Single Side

3. Green and Sonal Cloth

Size: W12” x H10”
Paper: Ledger Paper 95 GSM
Material: Lamination Film 14 Microns or Sonal Quality Cloth
Printing: Screen Printing, Single Side



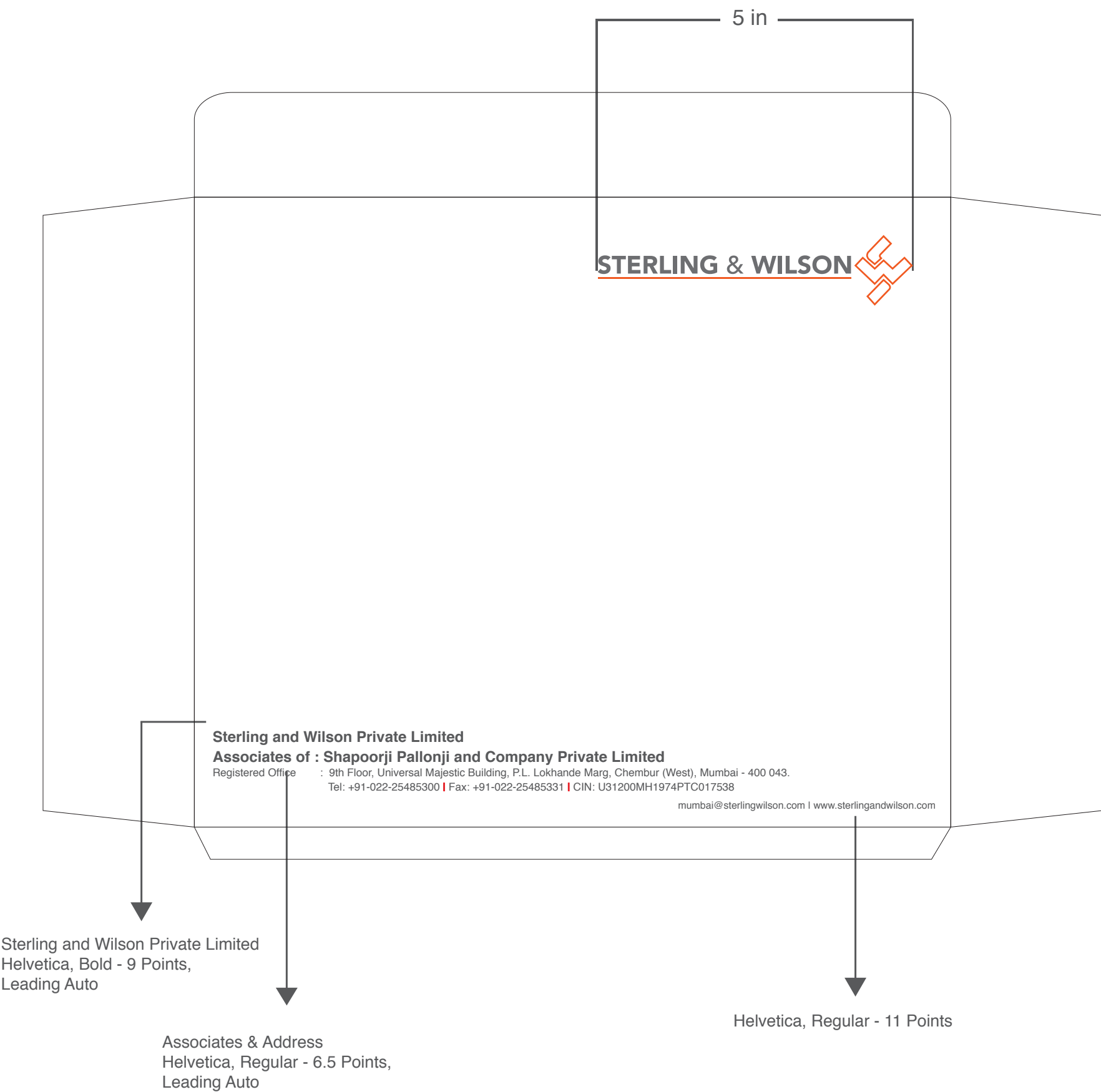
Envelope

1. White

Size: W12” x H10”
Paper: 100 GSM Sunshine or Equivalent
Printing: Screen Printing, Single Side

2. Green and Sonal Cloth

Size: W12” x H10”
Paper: Ledger Paper 95 GSM
Material: Lamination Film 14 Microns or Sonal Quality Cloth
Printing: Screen Printing, Single Side



Envelope

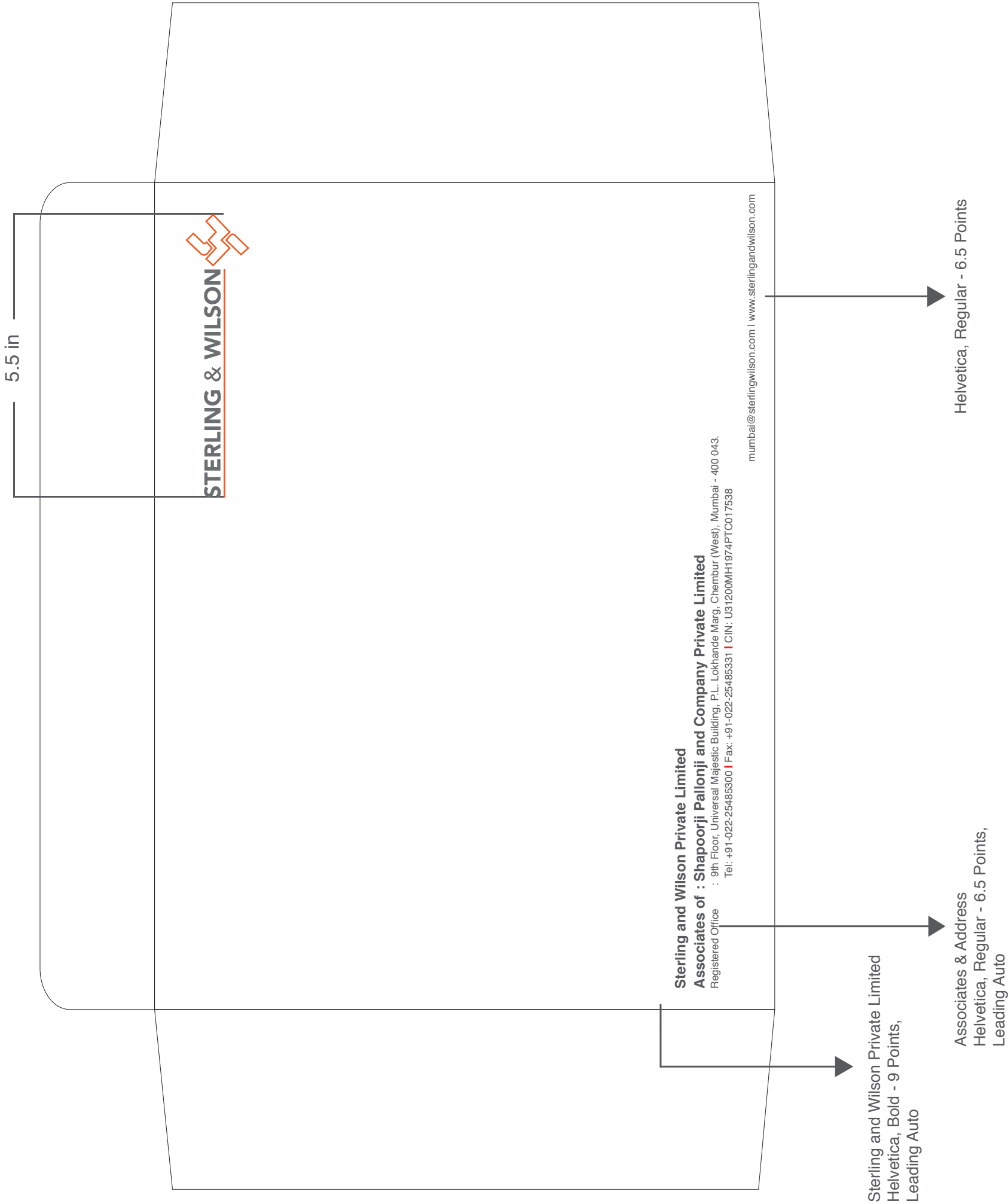
Green and Sonal Cloth

Size: W16” x H12”

Paper: Ledger Paper 95 GSM

Material: Lamination Film 14 Microns or Sonal Quality Cloth

Printing: Screen Printing, Single Colour, Single Side



Letterhead

Office
Size: W210 x H297 mm
Paper: Executive Bond – 80 GSM
Printing: Screen Printing, Single Side



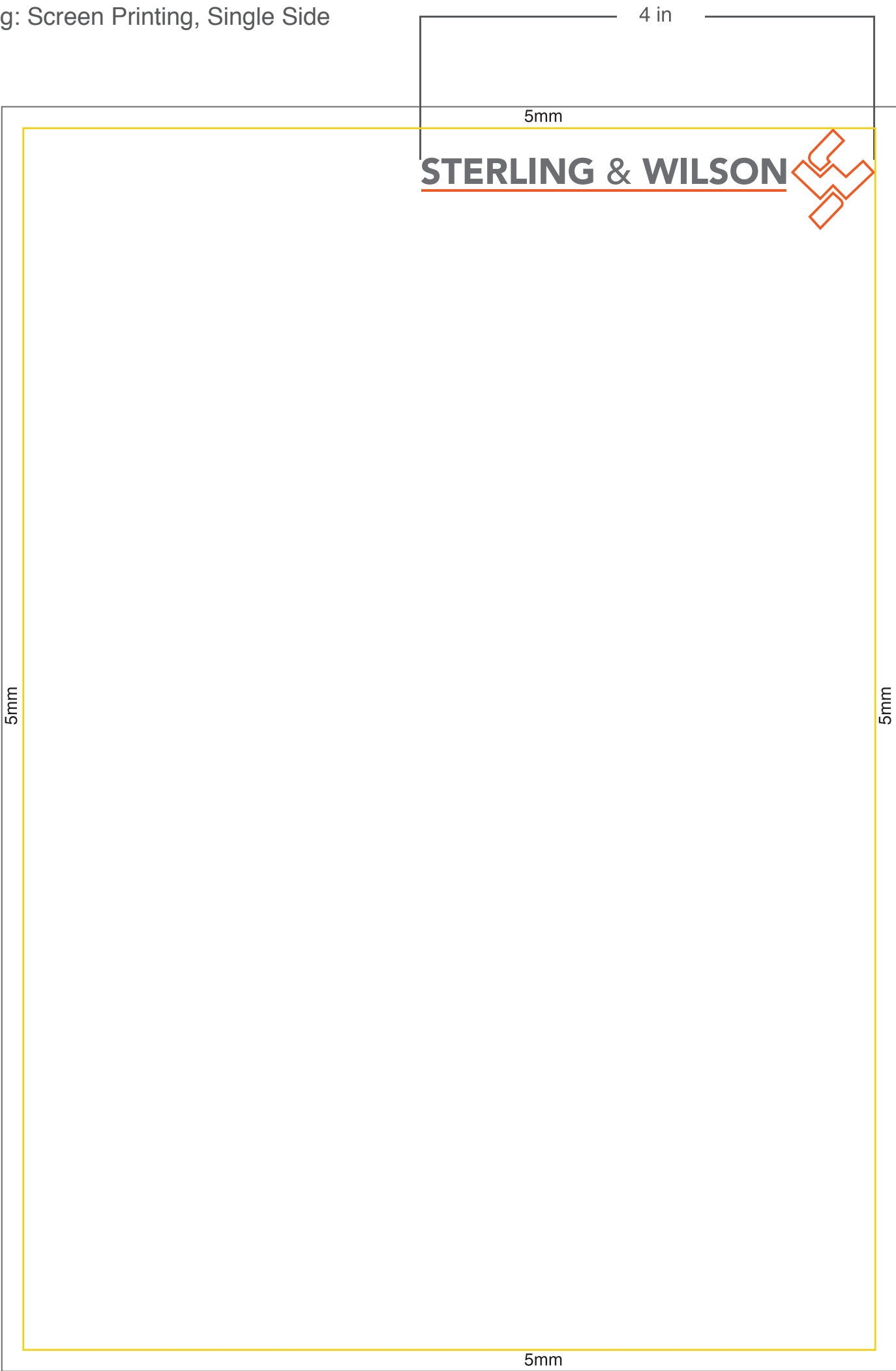
Continuation Sheet

Office & Personal

Size: W210 x H297 mm

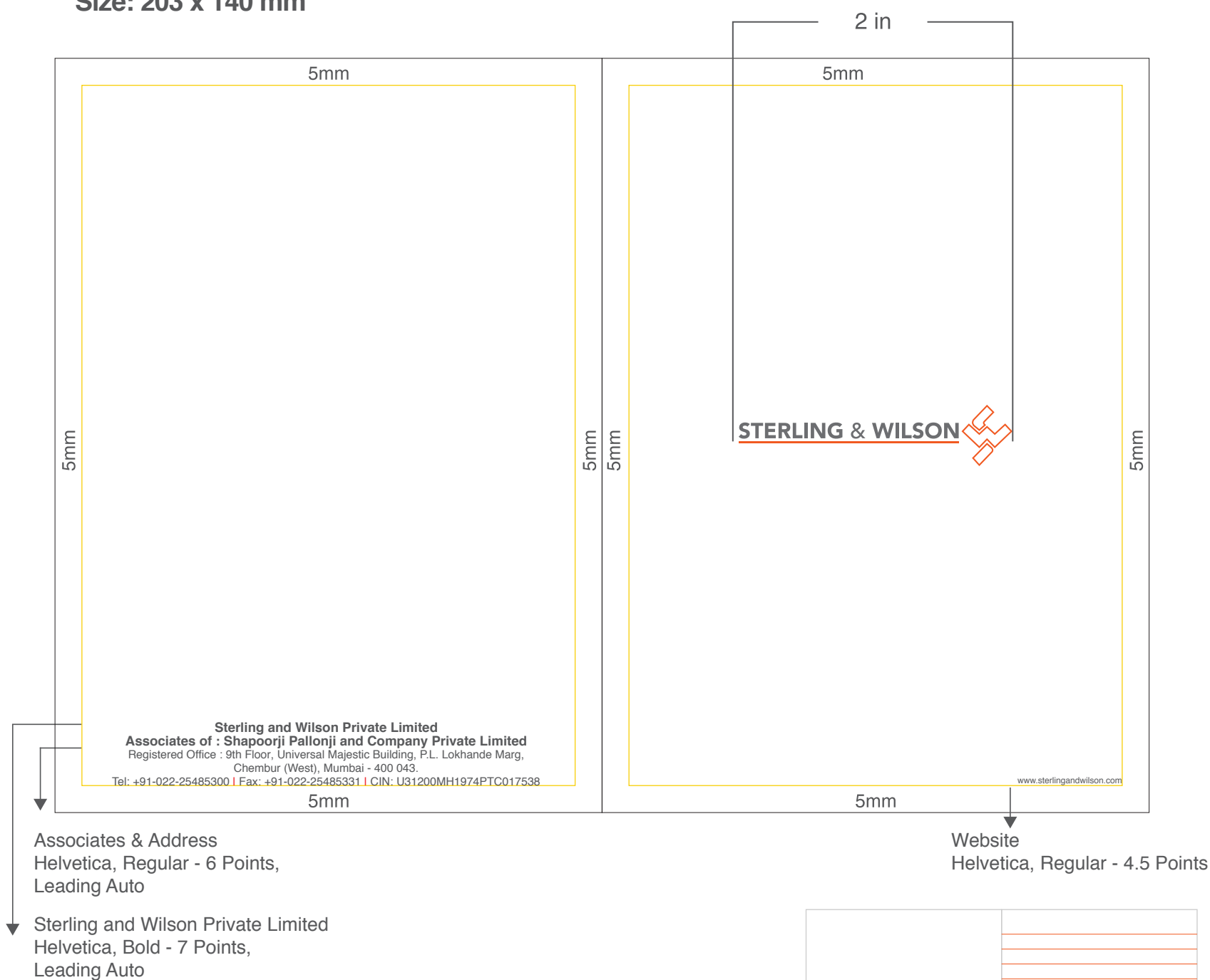
Paper: **Executive Bond – 80 GSM**

Printing: Screen Printing, Single Side



Notepad Cover / Diary

Used by employees, a notepad is often carried by them for meetings. The design here is simple and elegant.
Size: 203 x 140 mm



Notepad inside / Diary

Right side for writing and left side plain for layouts and graphs.



Email Signature

Name of the person
Helvetica, Bold - 8.5 Points

Designation
Helvetica, Bold - 7 Points,
Leading Auto

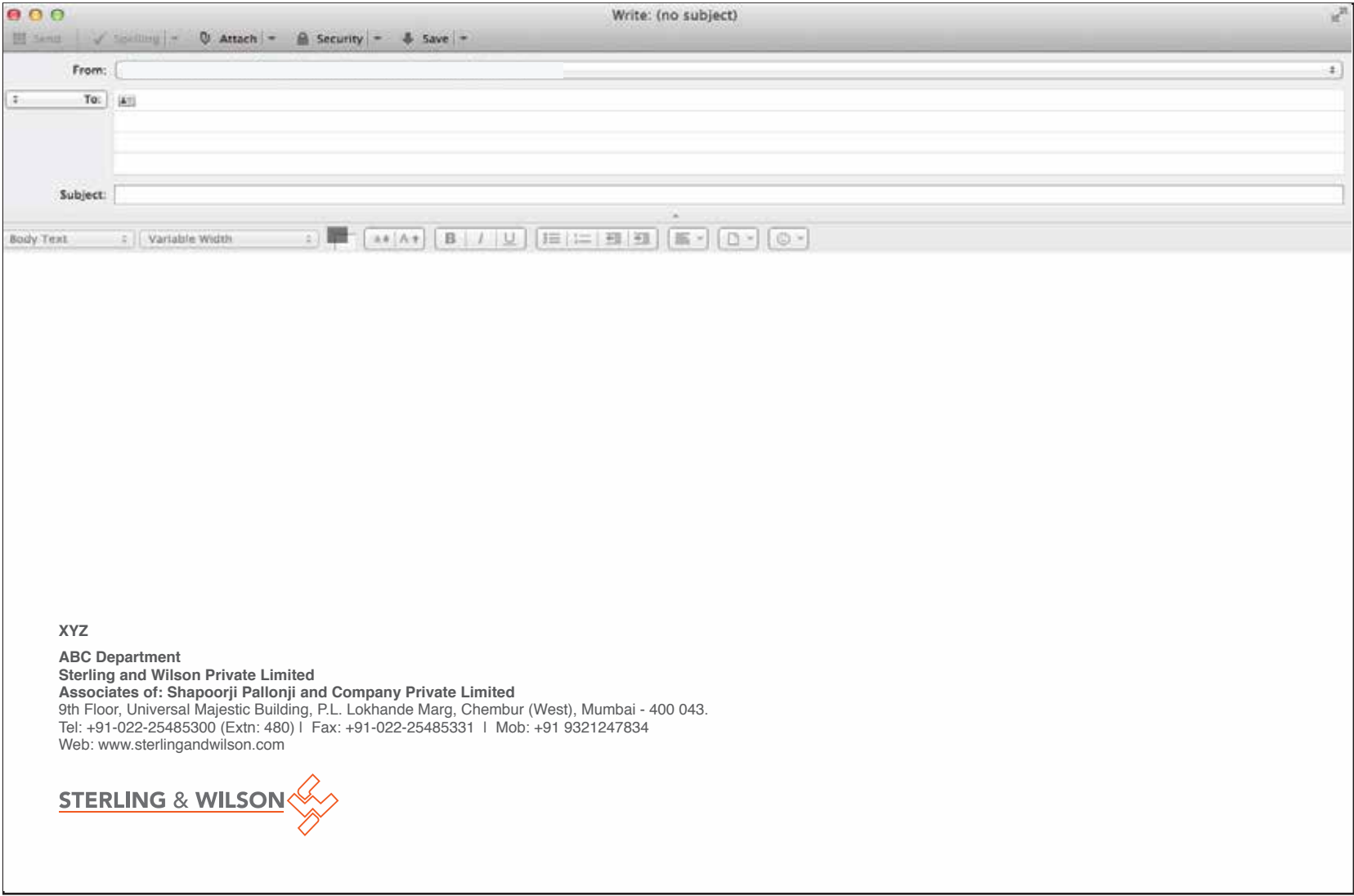
Associates & Address
Helvetica, Regular - 6.5 Points,
Leading Auto

Best Regards,

XYZ

ABC Department
Sterling and Wilson Private Limited
Associates of: Shapoorji Pallonji and Company Private Limited
9th Floor, Universal Majestic Building, P.L. Lokhande Marg, Chembur (West), Mumbai - 400 043.
Tel: +91-022-25485300 (Extn: 480) | Fax: +91-022-25485331 | Mob: +91 9321247834
Web: www.sterlingandwilson.com

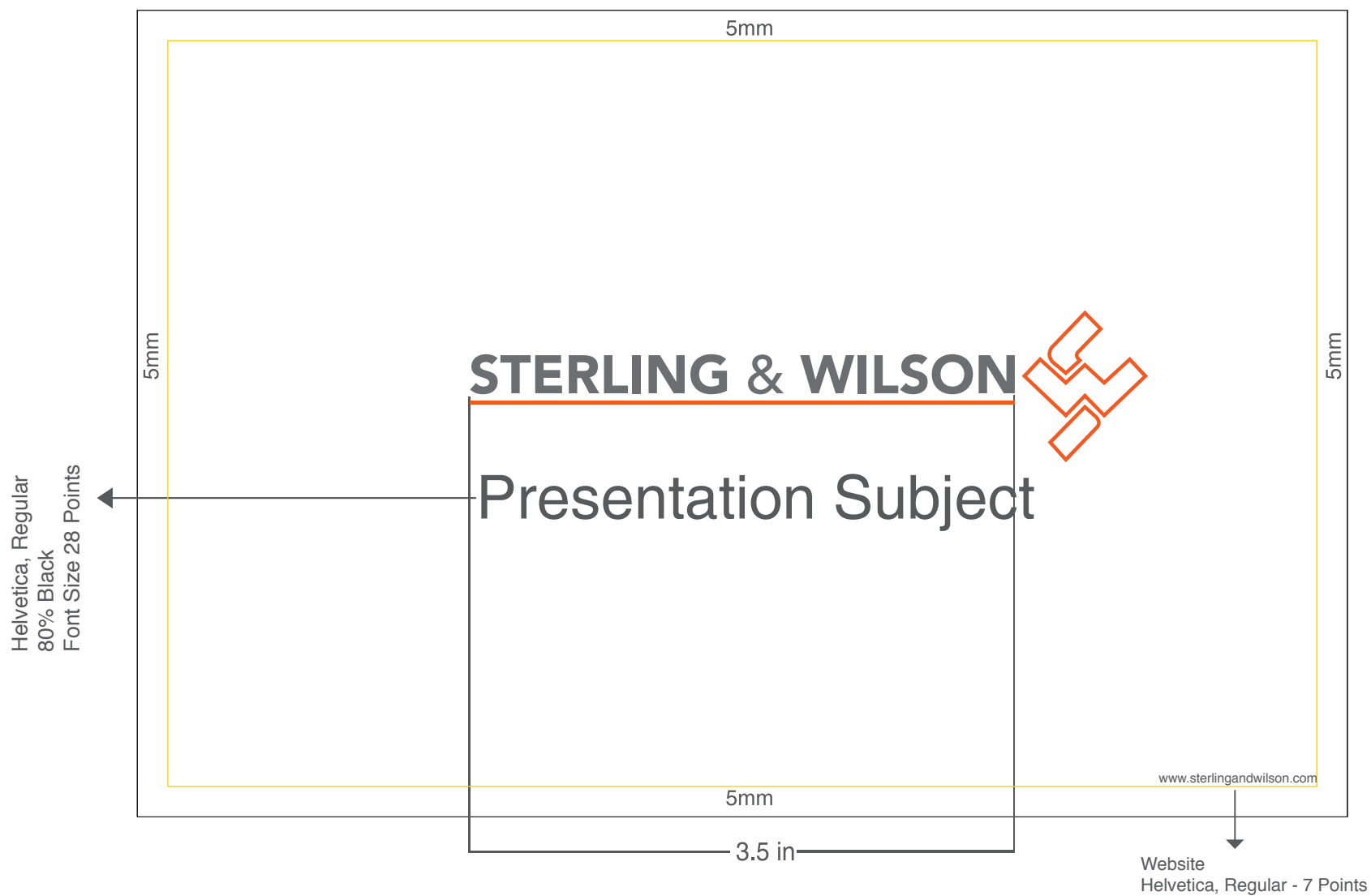
STERLING & WILSON



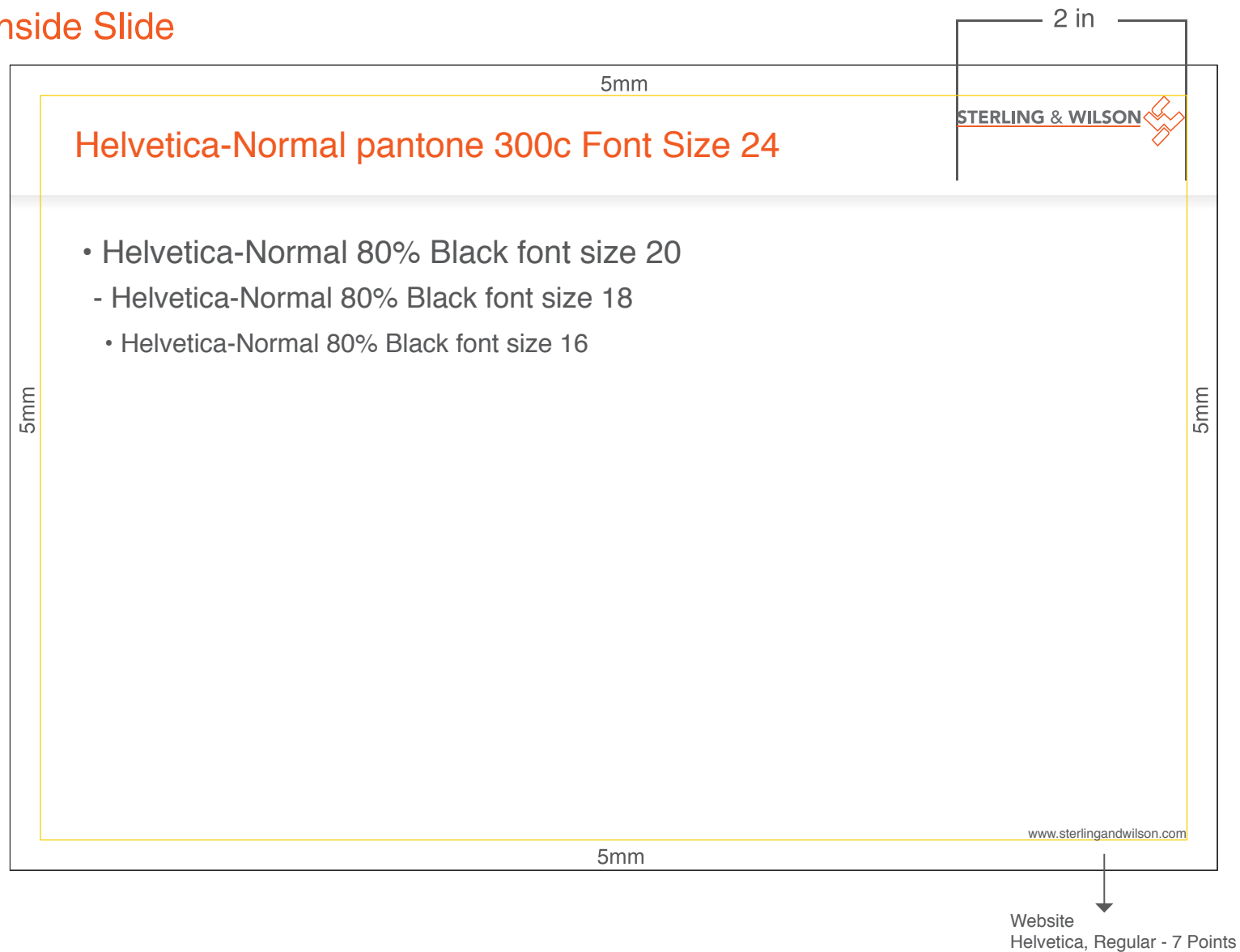
Presentation template

The purpose of a Powerpoint presentation is to give out information. Hence, the templates should have minimal designs to improve the visibility of text. Here are examples which demonstrate the different ways of using the template to make presentations more interesting.

Title Slide

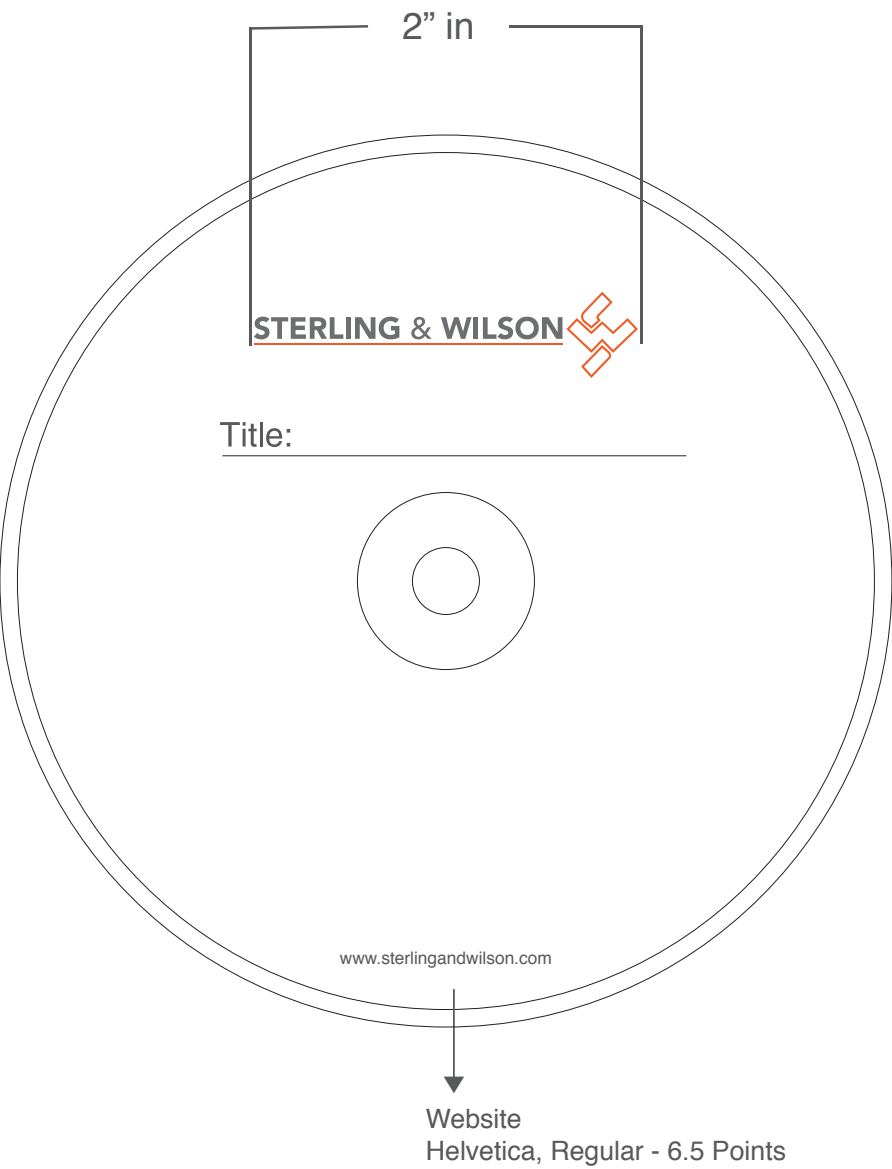


Inside Slide

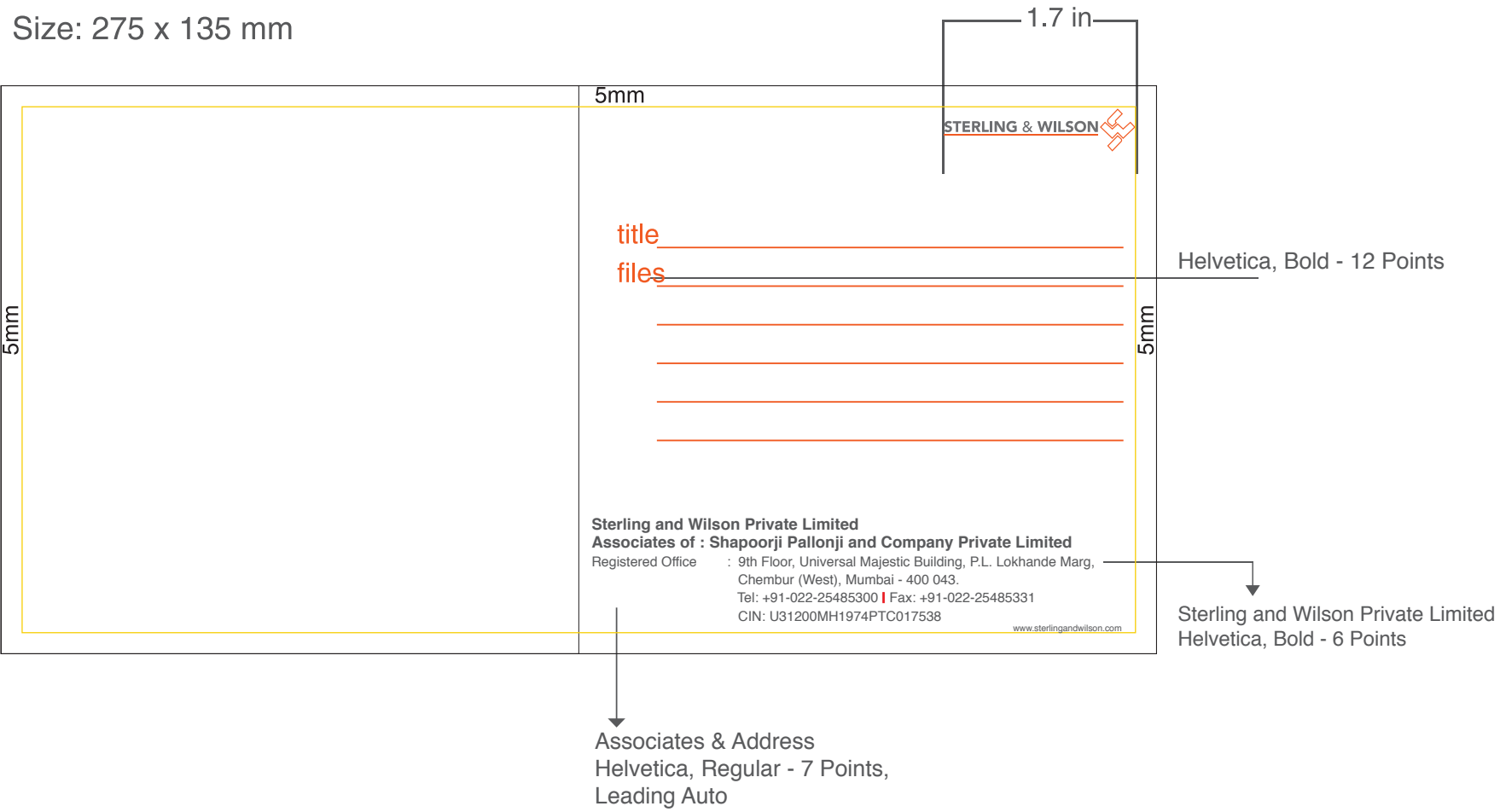


CD Sticker & CD Case

Size: 118 x 118 mm

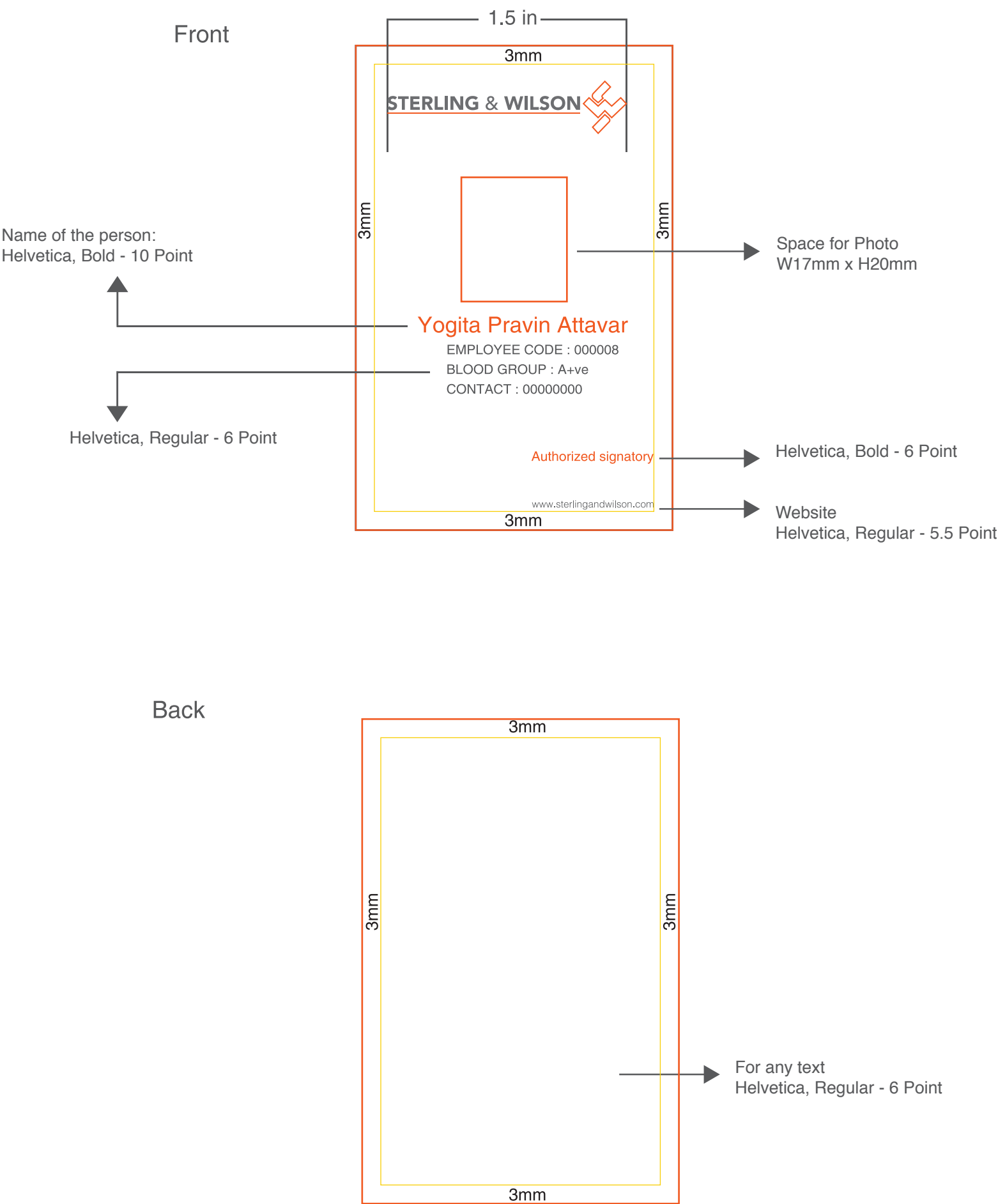


Size: 275 x 135 mm



ID Card Template

Size: 51 x 78 mm



Brand Identity

Marketing Communications

Press advertisement

3 in

STERLING & WILSON

Place for Image

Tag Line
Helvetica
Regular

5mm

Text
Helvetica
Regular

Text Text Text Text Text Text Text Text Text Text

dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu pretium. Int, eleifend ac, enim im, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum.
Nam quam nunc, blandit vel, luctus


5mm

www.sterlingandwilson.com

Website
Helvetica
Regular

Posters

3 in

STERLING & WILSON

Place for Image

dolor sit amet, consectetur adipiscing elit.
Aenean commodo ligula eget dolor.
Aenean massa.

5mm

5mm

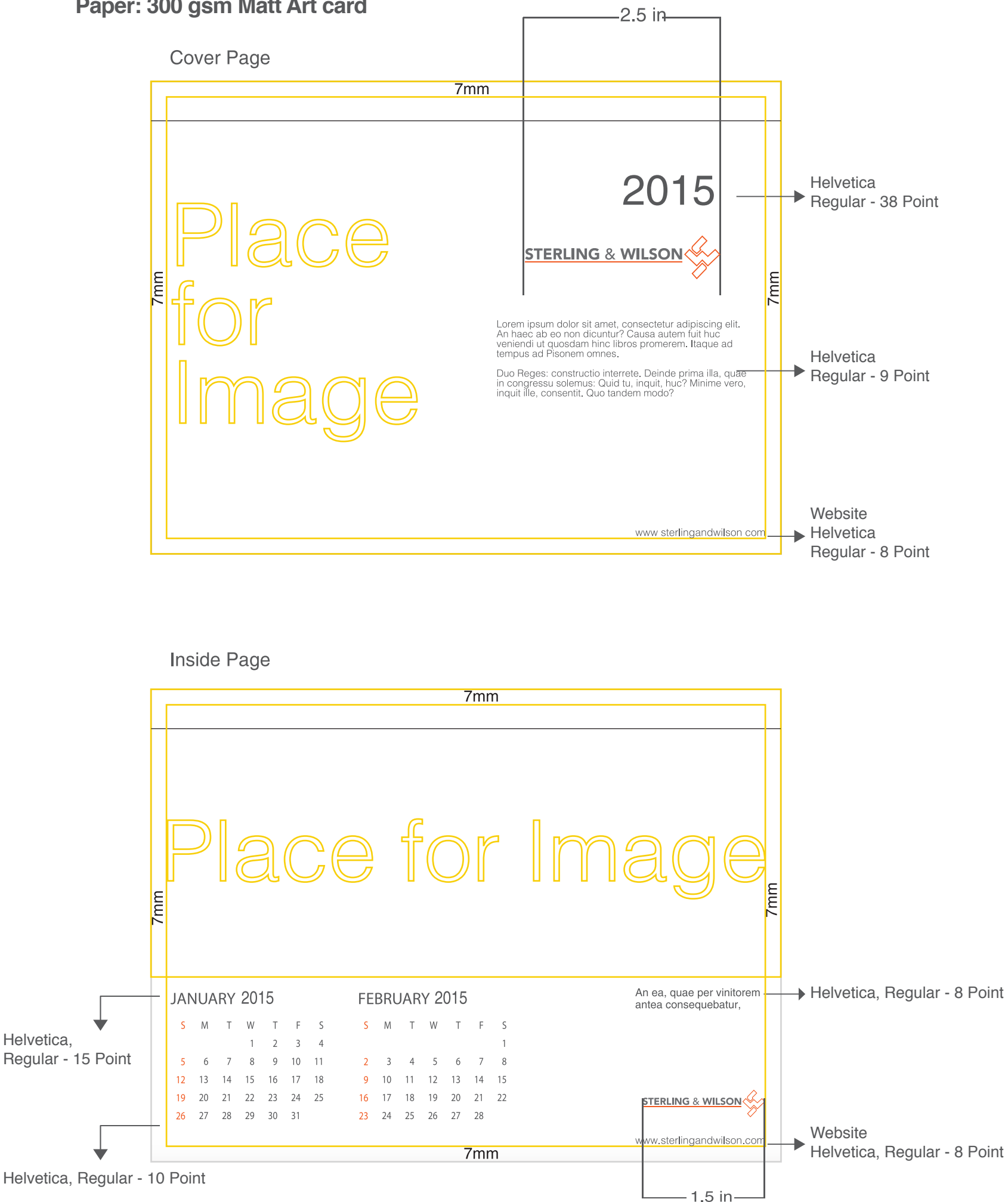
www.sterlingandwilson.com

Text
Helvetica
Regular

Website
Helvetica
Regular

Desk Calender

Size: 8in x 6in
Paper: 300 gsm Matt Art card



Place
for
Image

STERLING & WILSON

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January 2015

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

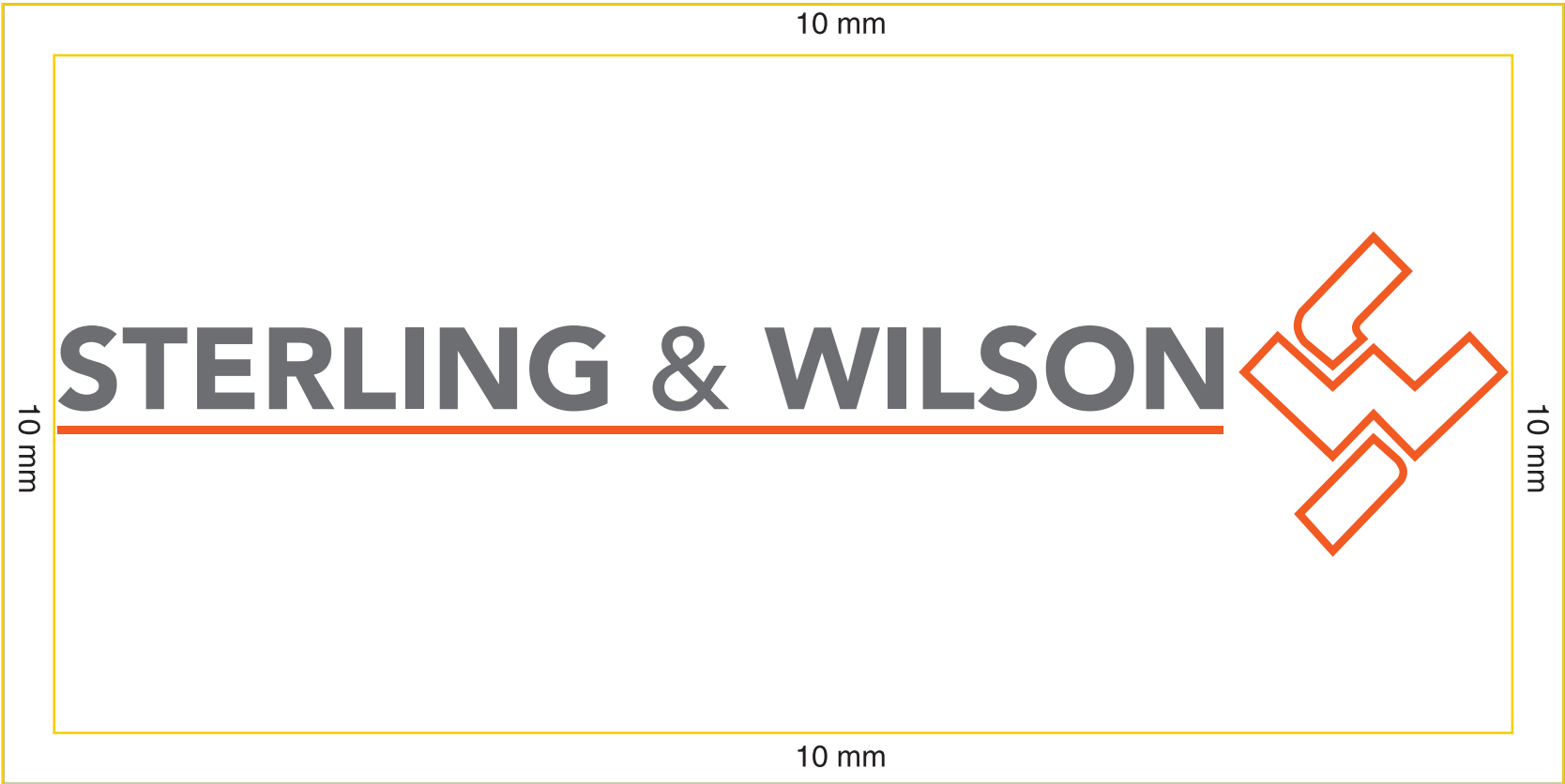
www.sterlingandwilson.com

Website
Helvetica
Regular

Note: Header and Footer of Calendar design should be same as this template even if the inner design changes.

Office signage

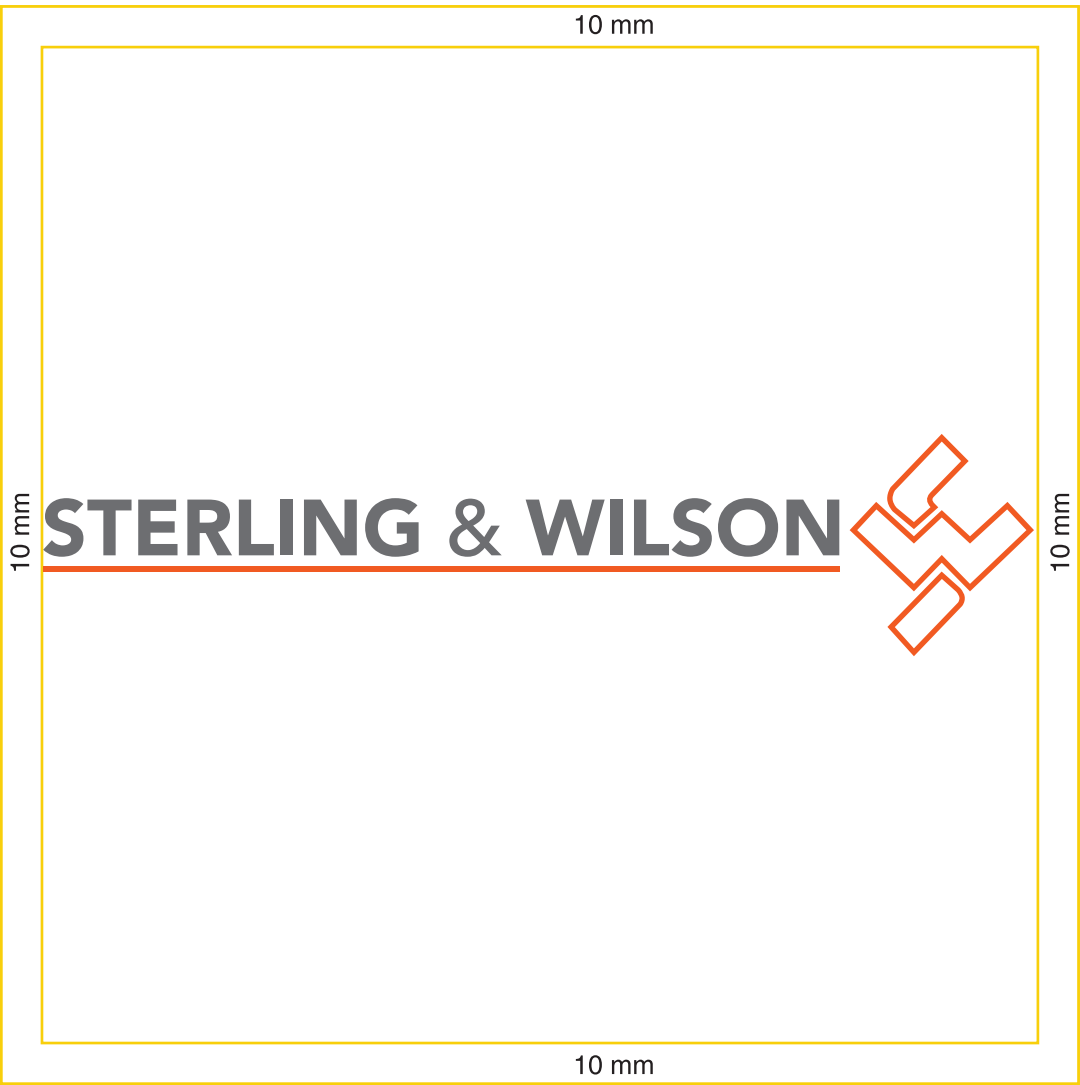
2:1 Ratio



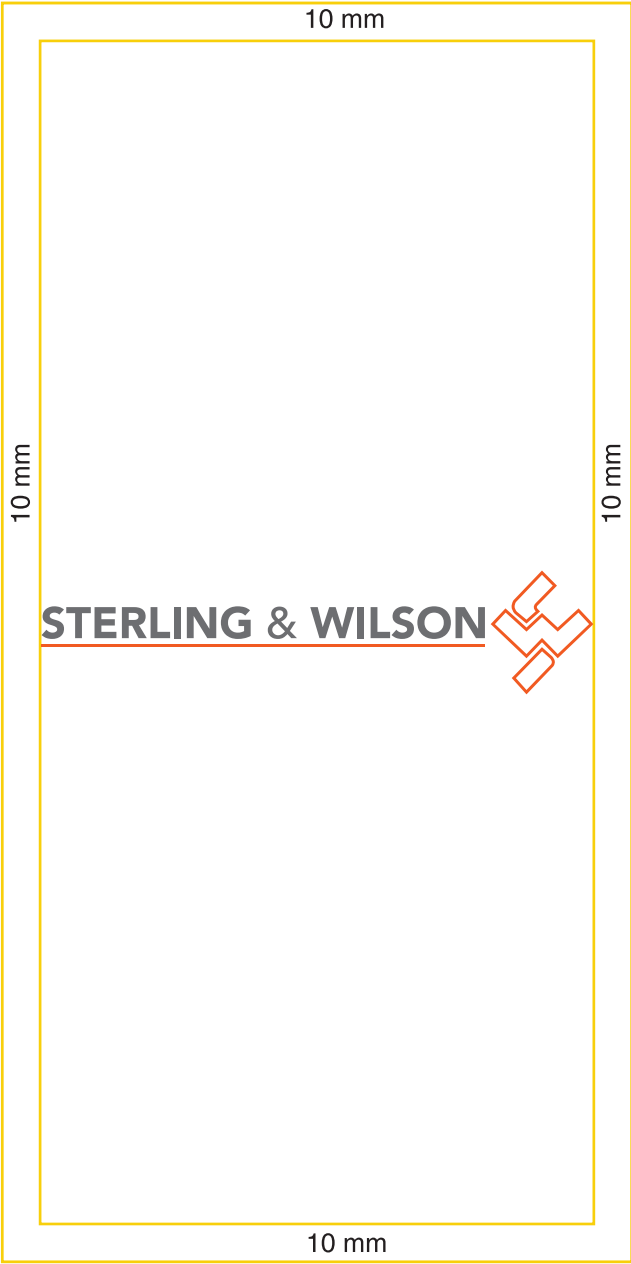
Note: This is a master template for Office Signages. The size of elements can be resized proportionately as per the requirement by following the Brand Guidelines.

Office signage

1:1 Ratio



1:2 Ratio



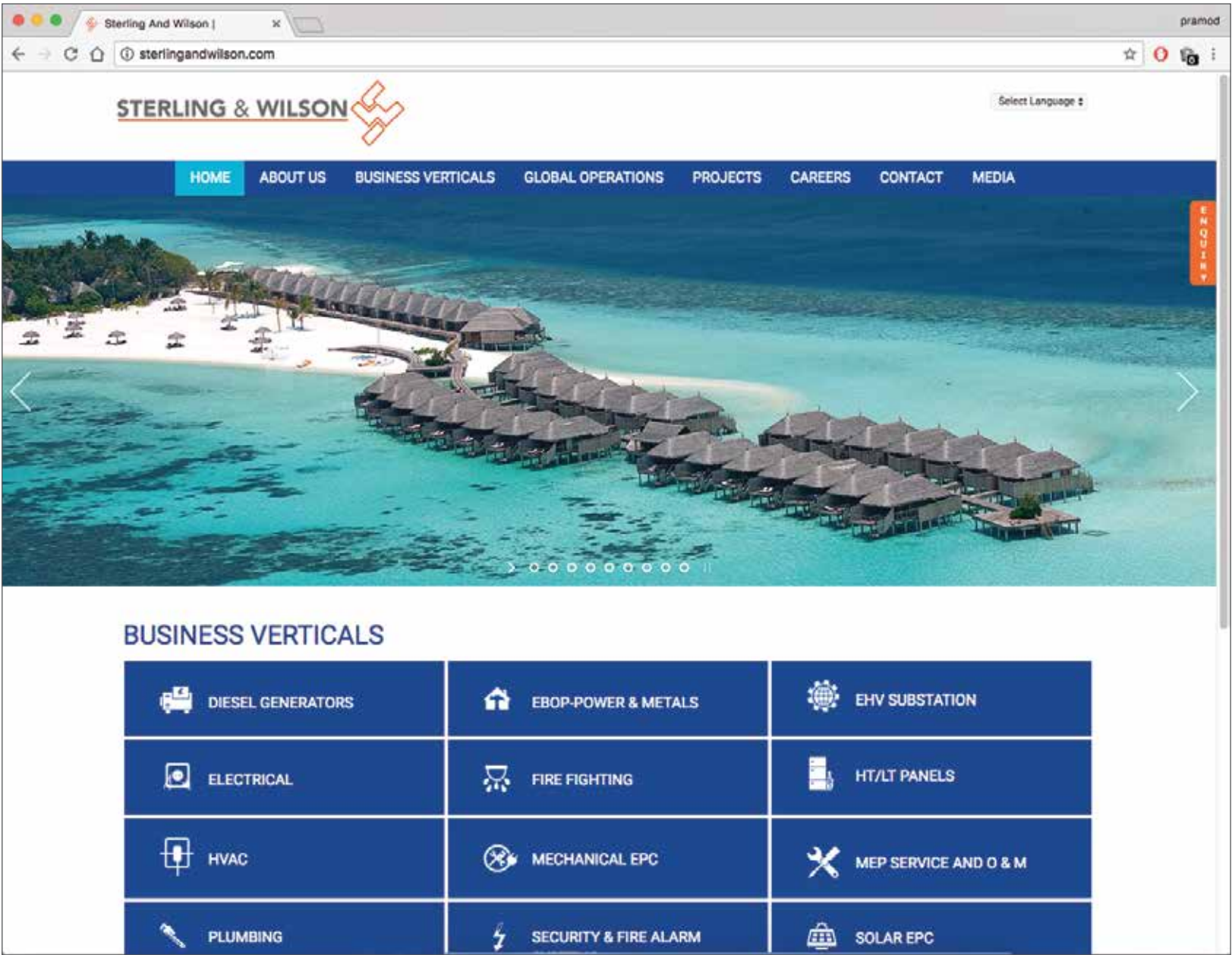
Hoarding



Helvetica
Regular

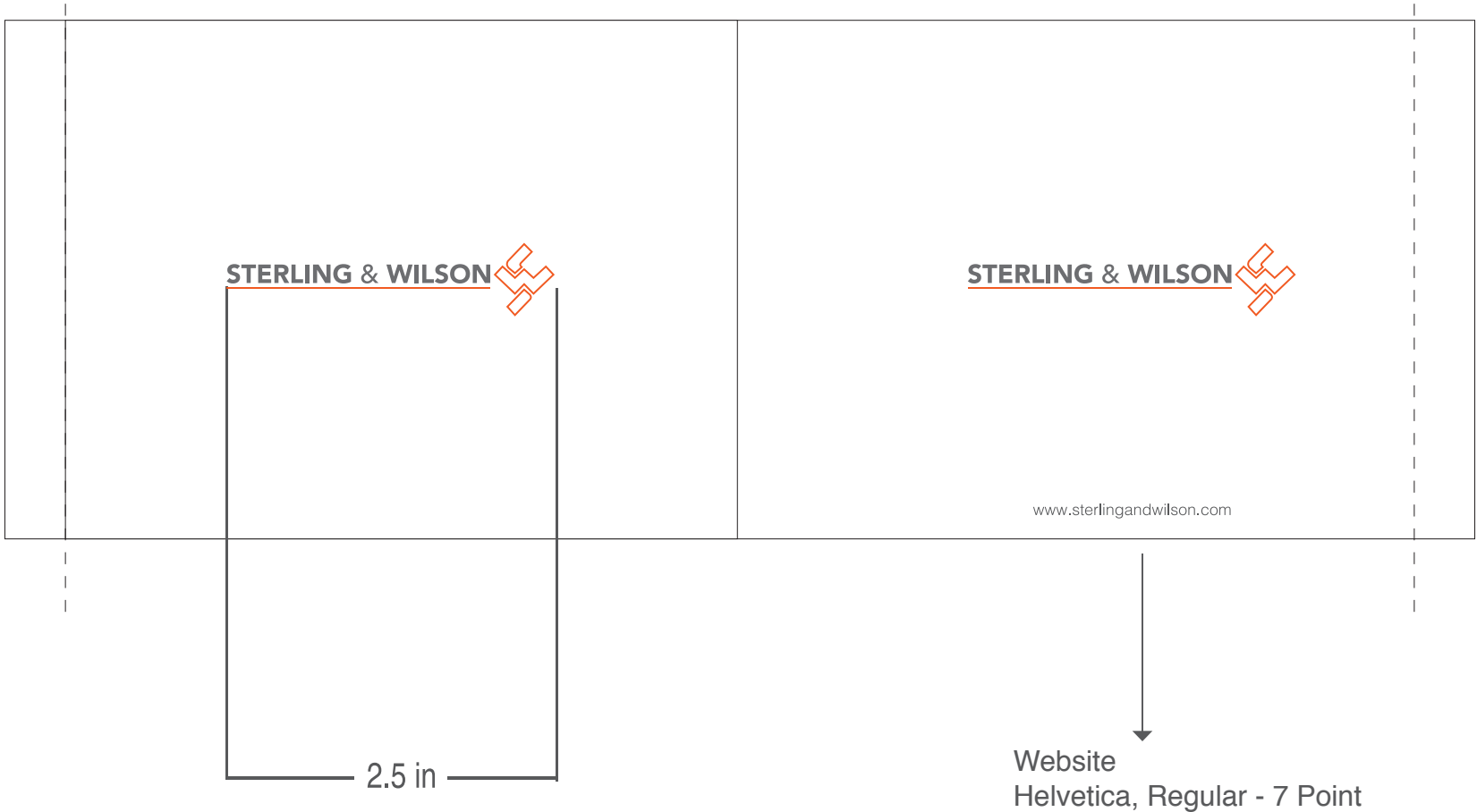
Website

Home Page



Coffee Mug

Size: 255 x 90 mm
Material: Ideally, ceramic





Website
Helvetica
Regular

Thank you