



Dealer's Brand Manual

The purpose of this document is to introduce and drive consistency for the ELGi brand, both internally and externally. Please read and follow these guidelines as you speak, write and communicate the ELGi brand, and whenever you apply our identity to printed, electronic and promotional materials. Consistent use helps strengthen the value of the ELGi brand and enhances our reputation as a world-class company.

01 Logo

Contents

01 LOGO	05
The ELGi Logo	06
The ELGi Logo, TM and Tagline Relationship	08
Clear Space Guide	09
Logo Colours-Primary and Reverse	10
Logo Colour Formats	12
Logo Sizes	18
Logo Incorrect uses	19

The ELGi Logo

ABOUT THE ORIGIN OF ELGi

In the word ELGi, the letters 'L' and 'G' are the operational letters being the initials of the founder. The letters 'E' and 'i' just stylize the initials. The letter 'L' is the initial of the village in which the founder was born and the letter 'G' is the first letter of his name. In the word ELGi, there are two syllables namely 'EL' and 'Gi'. Of these the latter, 'Gi' is more powerful of the two in expression. Because of these two reasons, the letter 'G' has prominence.

OUR LOGO IS ICONIC AND DISTINCT

It signals a consistent foundation – maintaining brand equity while reinforcing brand leadership, confidence, and reliability. Our logo is the face of our brand. It symbolizes our commitment to every interface on which it appears.

The ELGi logo colours were revised to black and red from the original orange and grey. Black signifies strength, stability and trust. Red signifies positivity, energy, and dynamism. Together they create a strong visual impact.

The ELGi logo is designed to exact specifications and is available only in approved electronic files. Always use these approved files. The ELGi logo should never be recreated or altered in any way.

NOTE

ELGi can be written as ELGi whenever used in a sentence. But the company name must be written as either ELGI EQUIPMENTS LIMITED (all caps) 'or' Elgi Equipments Limited (in title casing).



(With Tagline)



Always Better.

The ELGi Logo, Better Band and Tagline Relationship

The ELGi logo can also appear with the tagline, 'Always Better'. The ELGi logo with the tagline is used only when the 'Better Band' (refer page 24 for 'Better Band') is accompanied with it. Usually the ELGi logo with tagline and band is used only for marketing or external communications. For all other purposes ELGi logo to be used without the tagline.



The ELGi Logo, TM and Tagline spacing guide

The ELGi logo is accompanied by the TM mark and the tagline. The relationship between the two has been defined alongside. Please use the approved file provided and avoid recreating the logo, TM and tagline lock-up.

NOTE

The tagline, 'Always Better' can also appear on its own.

TM can be avoided in smaller size logos which are between 5mm to 10mm as it would not be legible.

TM can be also abstained from use in internal communications, signage and logo emboss on parts.

X = Height of logo

B = Distance between letters G and I



(With Tagline)



Logo Clear Space Guide

CLEAR SPACE

Always keep a clear zone around the logo. Space around the logo helps to highlight it, making it clearer and more prominent. This ensures that it is never compromised by any other logo, graphic, typography or imagery. No other visual element should be placed within this zone.

The ELGi Logo clear space is shown alongside. It is based on 1/2 the cap height of the letter 'E' in the ELGi logo represented as 'X'.

X = Height of logo
A = X/2

 Clear Space

(Without Tagline)



(With Tagline)



01 LOGO

Logo Colours-Primary

The ELGi logo appears in two colors, ELGi Red and ELGi Black. The technical specifications of the colours have been provided alongside.



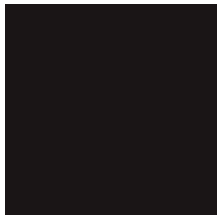
ELGi RED

CMYK 0 95 100 0

RGB 238 49 36

PANTONE 485C

HEXADECIMAL ee3124



ELGi BLACK

CMYK 10 10 10 100

RGB 26 22 23

PANTONE Black C

HEXADECIMAL 1a1617

(With Tagline)

Always Better.

01 LOGO

Logo in Reverse



(With Tagline)



01 LOGO

Logo Colour Formats

LOGO IN GREY SCALE

For all grey scale applications, including newspaper and directory advertisements, the grey scale version of the logo should be used.



ELGi™

(With Tagline)



ELGi™
Always Better.

01 LOGO

Logo Colour Formats

LOGO IN SINGLE COLOUR

If you are limited by production parameters, the single colour version of the logo should be used in black or white (reverse). Typical applications where a single colour logo would be used are b/w laser prints, forms, fax sheets etc.

NOTE

The ELGi logo with tagline is not used in single colour format as the 'Better Band' is used only in the ELGi Red colour except grayscale applications.

The image shows the ELGi logo in a bold, black, sans-serif font. The letters 'E', 'L', and 'G' are uppercase and have a thick, blocky appearance. The letters 'i' and 'i' are lowercase and also have a thick, blocky appearance. A small 'TM' trademark symbol is located to the right of the final lowercase 'i'. The logo is centered horizontally on the page.

01 LOGO

Logo Colour Formats

LOGO IN SINGLE COLOUR REVERSE

If you are limited by production parameters, the single colour version of the logo should be used in black or white (reverse). Typical applications where a single colour logo would be used are b/w laser prints, forms, fax sheets etc.

NOTE

The ELGi logo with tagline is not used in single colour reverse format as the 'Better Band' is used only in the ELGi Red colour except grayscale applications.



01 LOGO

Logo Colour Formats

LOGO IN BACKGROUNDS

The ELGi logo can be used over backgrounds. Like the ELGi Black (In Reverse Format), ELGi Grey and ELGi Red (Please refer page 21 for colour specifications).

Reversed Logo



(With Tagline)



01 LOGO

Logo Colour Formats

LOGO IN BACKGROUNDS

Reversed out of ELGi GREY



(With Tagline)



01 LOGO

Logo Colour Formats

LOGO IN BACKGROUNDS

We do not recommend that the ELGi logo appear over a red background unless encased within a white background (as shown). This is because red dot on "i" does not show up against a red background.

NOTE

The ELGi logo with tagline is not used in red colour background as the 'Better Band' would lose its visual prominence in such a composition.

Reversed out of ELGi Red



01 LOGO

Logo Sizes

Height standards ensure that the ELGi logo is always legible and reproduced to the highest standard of quality.

MINIMUM SIZE

Under no circumstances should the ELGi logo ever be reproduced in a way that the height of the logotype is less than 5mm. Exceptions may be made for promotional items. However, any exception must be approved by the ELGi Head - Corporate and Marketing Communication.

MAXIMUM SIZE


There is no limit on the maximum size to which the logo can be used. The logo can be enlarged to any desired size. Large sizes are generally used for applications like billboards, signage etc.

Minimum Size of the Logo



(With Tagline)



 Logo Incorrect Uses

Although the examples shown here do not represent every incorrect use, they illustrate some common mistakes that must be avoided when using the ELGi logo.

Do not use a raster file of the logo for resizing. Always use vector artworks.

Ensure there is adequate contrast between the ELGi logo and background colour.

When placing the logo over photographs, use a one-colour logo (black, reverse, or white).



Always Better.

Do not use logo in any other colours than what is prescribed



Always Better.

Do not change the typeface of the Tagline



Always Better.

Do not change the position of the Tagline



Do not use the logo as a part of a sentence



Always Better.
www.elgi.com

Do not place any other text or elements within the clear space



Always Better.

Do not squeeze or expand the logo disproportionately



Always Better.

Do not use the logo in outline format



Always Better.

Do not apply embellishments like a bevel to the logo



Always Better.

Do not enclose the logo within other shape or outline shapes



Do not use the logo in other background colours



Do not use logo in Image



Do not use the logo against distracting patterns