

## **HCL STATIONERY GUIDELINES**

**HCL**

<b>Version</b>	1.0
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<b>Latest Date for Execution</b>	20 <sup>th</sup> August, 2005

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## **Foreword**

The HCL brand is probably the single most valuable asset we own. It not only symbolizes what we are, but also what we should mean to our stakeholders both internal and external. It also directly impacts our business and consequently our valuation both financial and perceptual.

Over the last year we have set in motion a series of far reaching changes to reinvent HCL in all its dimensions. A significant initiative is the strategy for unifying the HCL brand and providing a single 'Face and Voice' under which we can consolidate, sharply position, and, communicate what HCL stands for to all our stake holders. Our "Fearless" brand campaign touches upon these themes.

A consistent visual identity is integral to developing HCL across all its touch points. We will know we are succeeding in our endeavours, when, an annual report, a brochure, a product ad, a page from our web site, are all instantly recognized as representing HCL. This would be regardless of whether the communication is from HCL Infosystems in India or HCL Technologies in the USA – or any HCL entity anywhere else. We should then truly become one HCL.

One key element of this exercise is unifying our logo.

### ***Logo Unification***



We are rolling out our sharpened new logo. This move is more evolutionary than revolutionary. The changes are seemingly minor but when you begin implementing it across the HCL Enterprise and all our touch points the impact will be immense. You will notice some changes.

The vertical bar in front of the HCL logo is being removed. This seemingly minor change has wide ranging implications. Part of the reason for the vertical bar was to separate HCL from the individual entities. Now that we are referring to ourselves as only HCL, the bar is redundant. Besides it now makes for cleaner visual graphics.

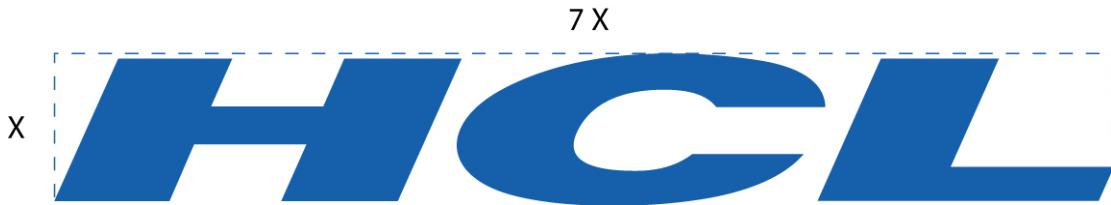
## ***Brand Guidelines***

There should be total discipline and adherence to the way we handle the HCL brand. Hence, the Brand Guidelines will cover all touch points. These are being released in phases with the most critical ones being released first.

Should you need any help, a team and process is in place. The guidelines elucidate this aspect. An audit process is also being implemented, and in some initial cases to ensure uniformity, a pre-audit process, to ensure rigid adherence to brand guidelines.

We step into HCL's 30th year on 11th August 2005, with anticipation and great hope in our future. Let us collectively create an iconic brand –HCL.

## **1. The Unified HCL Logo**



**Ratio:** Width: 7x

Height: 1x

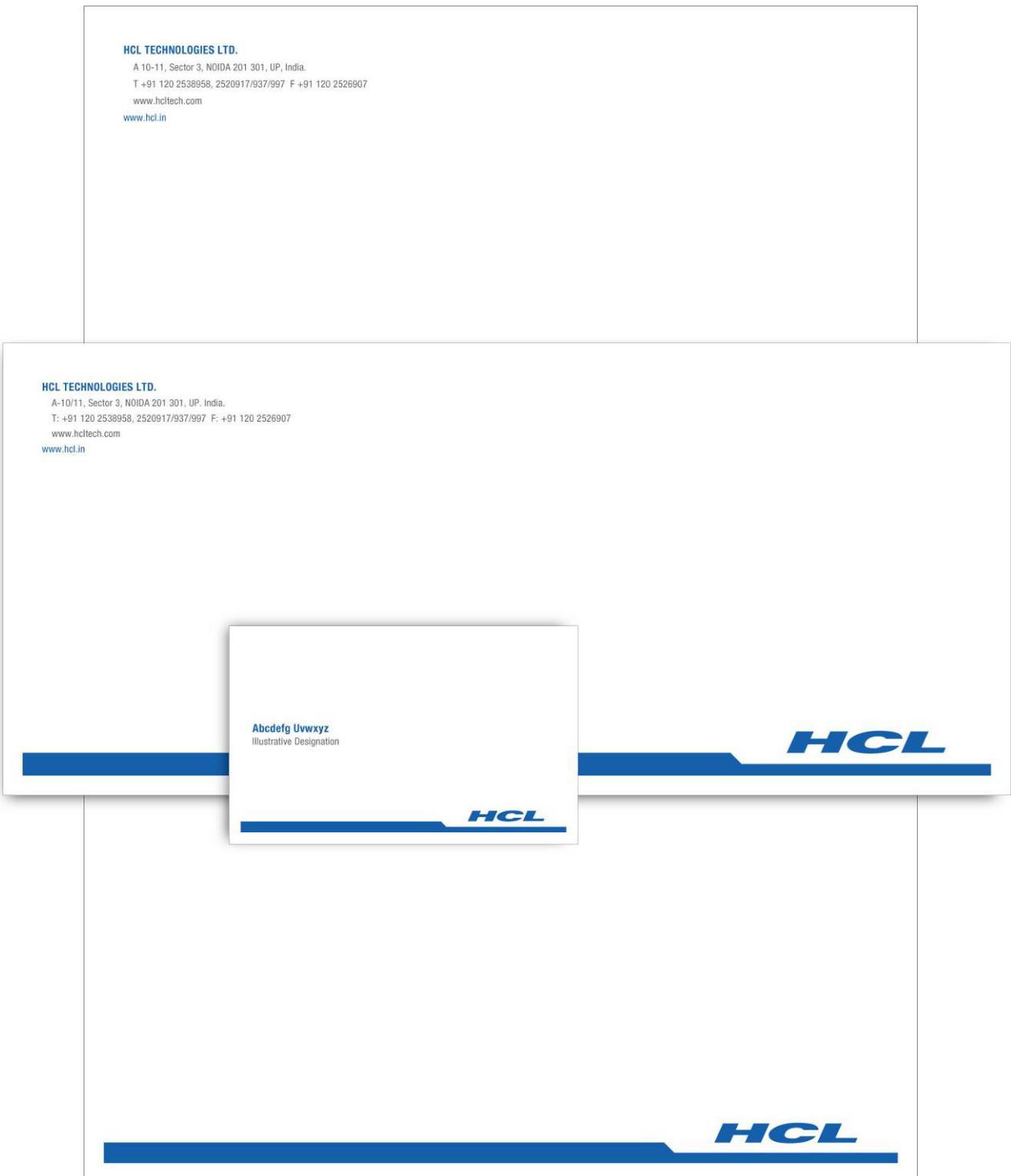
**Logo Color:** Pantone® 293

### **Note:**

- i. The color of the HCL Logo must not be benchmarked against digital printouts from laser/inkjet printers or with a color that appears on the PC monitor.
- ii. There should not be any attempts to create the HCL logo or to edit it. Always use the EPS file from the web resource [www.hcl.in/brandguidelines/](http://www.hcl.in/brandguidelines/). You can also request for the EPS file of the HCL logo using the contact details mentioned in Section-11.

## **2. The New HCL Stationery**

1. Business Cards
2. Letterheads
3. Envelopes – Business & Manila



### **3. Typography / Fonts**

Only 'Helvetica Neue' and its two variants – '57 Condensed' and '77 Bold Condensed' are the designated fonts to be used in the HCL stationery.

Helvetica Neue

57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

**77 BoldCondensed**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

#### **4. Colours**



Pantone® 293

Variants:

Pantone® 293 C (for coated media)

Pantone® 293 U (for uncoated media)



Pantone® Black

Note: While sending out artworks for printing only the Pantone® color must be mentioned.

## **5. Guidelines for the New HCL Stationery**

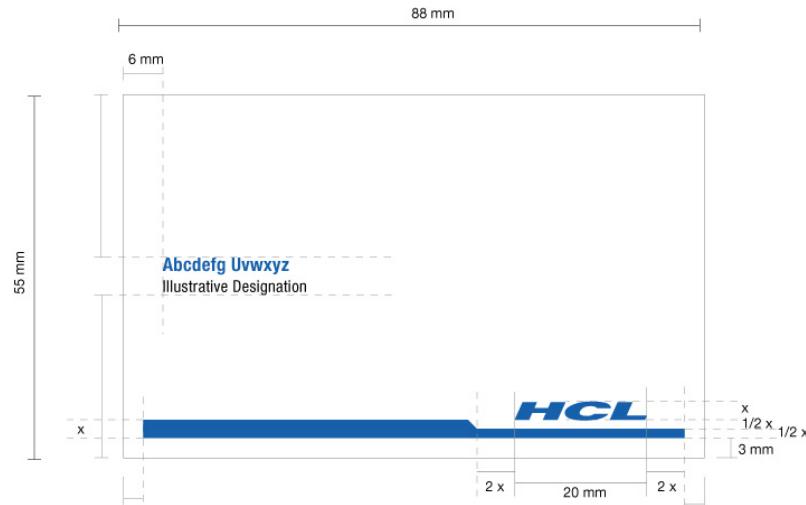
The stationery guidelines lend a consistent visual identity to letterheads, business cards and envelopes across the HCL Enterprise.

Reference artworks in PDF/EPS formats are being made available. A process is in place for availing the reference templates (refer the concluding section)

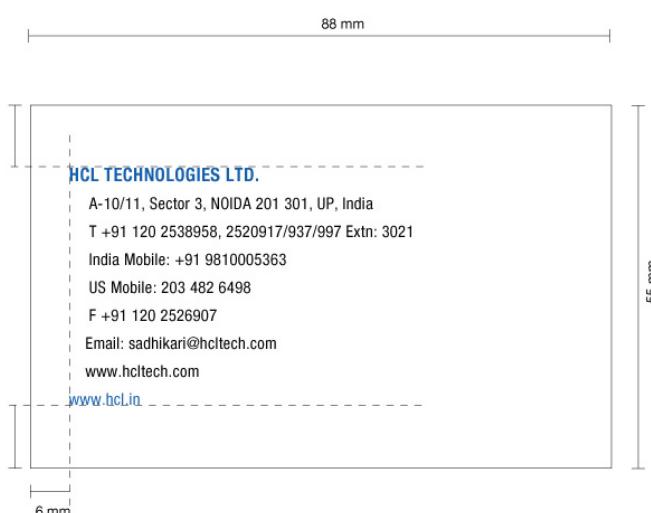
While customizing the business cards, letterheads and envelopes, the following must be adhered to:

- i. There exist only two listed companies in the HCL Enterprise – HCL TECHNOLOGIES LTD. and HCL INFOSYSTEMS LTD. All other entities are subsidiaries, divisions or joint ventures of either of the above.
- ii. Company name must always be written in capital letters (e.g. HCL INFOSYSTEMS LTD.)
- iii. Web site addresses other than the Enterprise website address (e.g. www.hcltech.com / www.hclinsys.com / www.hcltech.com/eai ) to appear immediately after the address details but must precede the enterprise website address ([www.hcl.in](http://www.hcl.in)).
- iv. The contact details must end with the enterprise website [www.hcl.in](http://www.hcl.in) (in Pantone® 293)
- v. In case of a wholly owned subsidiary company, the subsidiary name must be written first (in Pantone® 293) followed by the parent company name in the next line in bracket (in Black). e.g.
  - a. **HCL GREAT BRITAIN LTD.**  
(A subsidiary of HCL TECHNOLOGIES LTD.)
  - b. **HCL INFINET LTD.**  
(A subsidiary of HCL INFOSYSTEMS LTD.)
- vi. It is mandatory to put the registered office address / registration number on letterheads.
- vii. In the case of wholly owned subsidiaries, examples are cited for a subsidiary of HCL TECHNOLOGIES LTD. for illustrative purposes only. The same applies for subsidiaries of HCL INFOSYSTEMS LTD., where the subsidiary descriptor to read as “A subsidiary of HCL INFOSYSTEMS LTD.”

## **6. Business Cards**



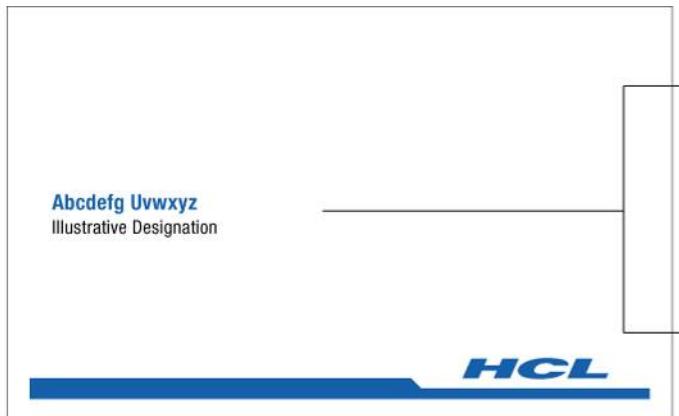
Front



Back

- i. Size of business card is to be: 88mm (width) X 55mm (height).
- ii. All printable matter to be 3mm away from the edges.
- iii. All business cards are to be printed on both sides: Front and Back.
- iv. The front face to carry only the following:
  - a. Employee name
  - b. Designation
- v. The back side to carry the following:
  - a. Company name
  - b. Contact details & website(s)

## HCL TECHNOLOGIES – Business Card



VISITING CARD (Front)

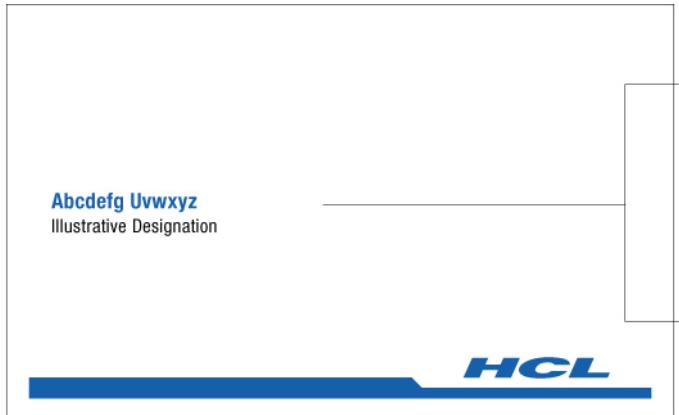
Font: Helvetica Neue  
Variant: Company Name: 77 Bold Condensed  
Variant: Designation: 57 Condensed  
Font Size: Employee Name: 8pt  
Font Size: Designation: 7pt  
Colour: Name: Pantone 293  
Colour: Designation: Black  
Leading: 9pt  
Kerning: 20pt



VISITING CARD (Back)

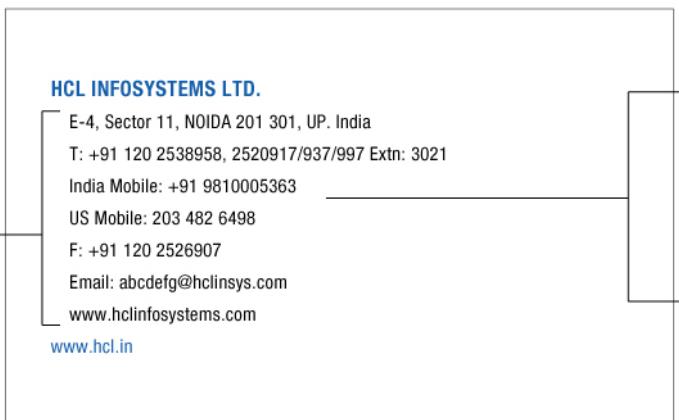
Font: Helvetica Neue  
Variant: Company Name: 77 Bold Condensed  
Variant: Address/Website: 57 Condensed  
Font Size: Company Name: 8pt (All Caps)  
Font Size: Website/Address: 7pt  
Colour: Company Name/Enterprise Website: Pantone 293  
Colour: Address/Email/Contact Details/Secondary Website: Black  
Leading: 12pt  
Kerning: 20pt

## HCL INFOSYSTEMS - Business Card



VISITING CARD (Front)

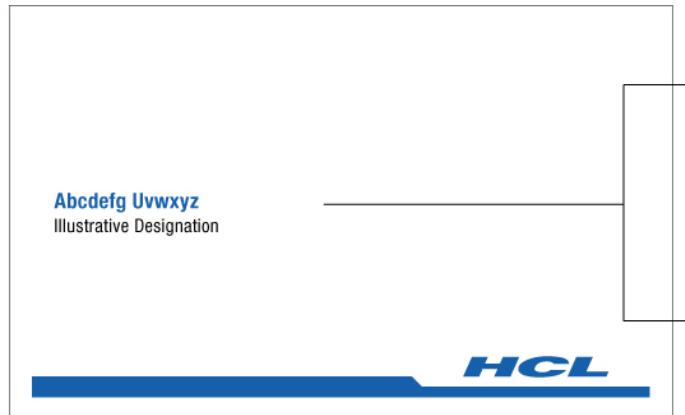
Font: Helvetica Neue  
Variant: Company Name: 77 Bold Condensed  
Variant: Designation: 57 Condensed  
Font Size: Employee Name: 8pt  
Font Size: Designation: 7pt  
Colour: Name: Pantone 293  
Colour: Designation: Black  
Leading: 9pt  
Kerning: 20pt



VISITING CARD (Back)

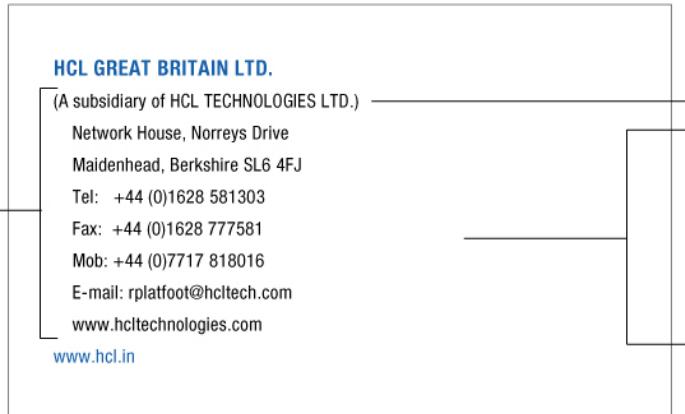
Font: Helvetica Neue  
Variant: Company Name: 77 Bold Condensed  
Variant: Address/Website: 57 Condensed  
Font Size: Company Name: 8pt (All Caps)  
Font Size: Website/Address: 7pt  
Colour: Company Name/Enterprise Website: Pantone 293  
Colour: Address/Email/Contact Details/Secondary Website: Black  
Leading: 12pt  
Kerning: 20pt

**Wholly owned subsidiaries of HCL TECHNOLOGIES and HCL INFOSYSTEMS -**  
**Business Card**



VISITING CARD (Front)

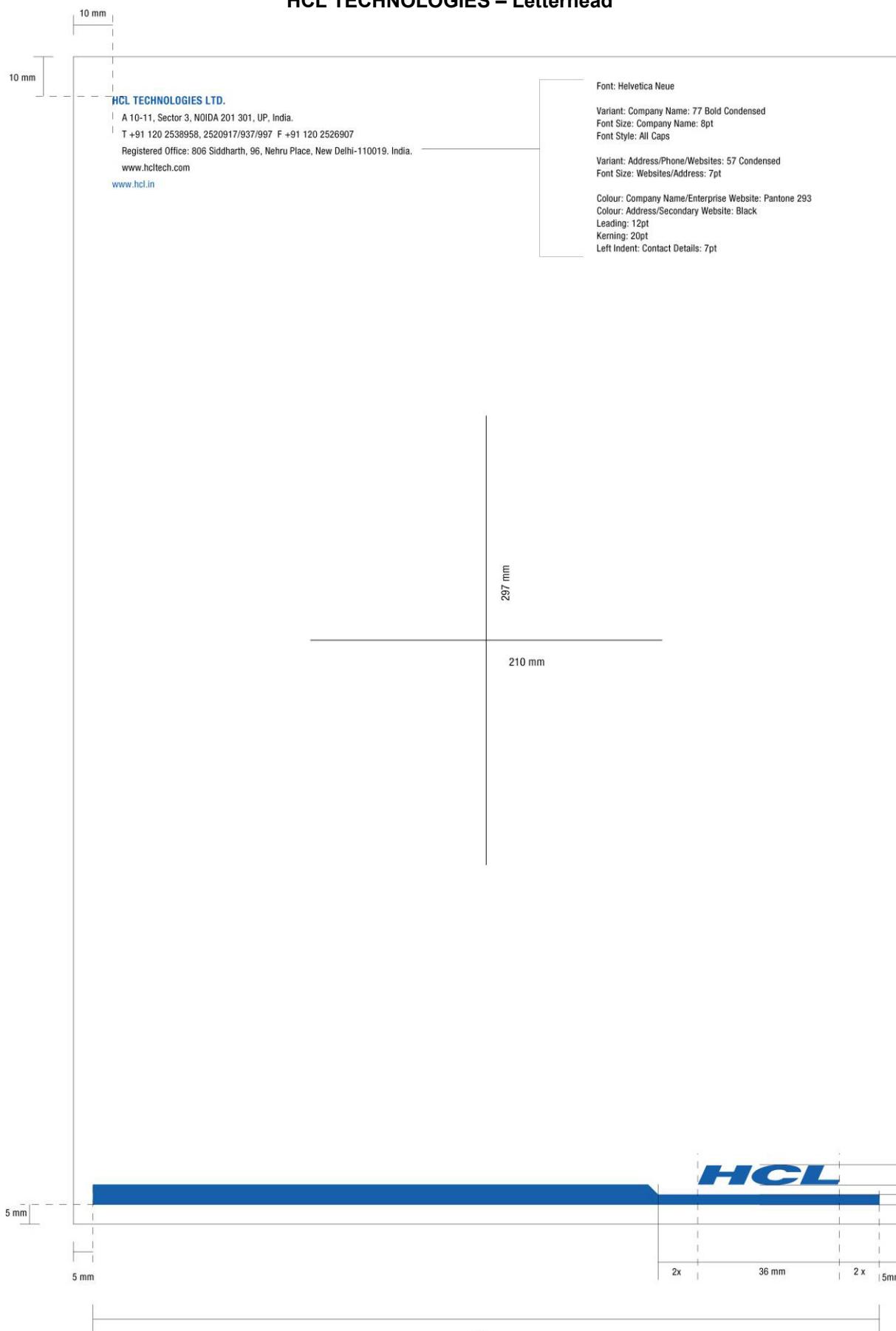
Left Indent: 7pt



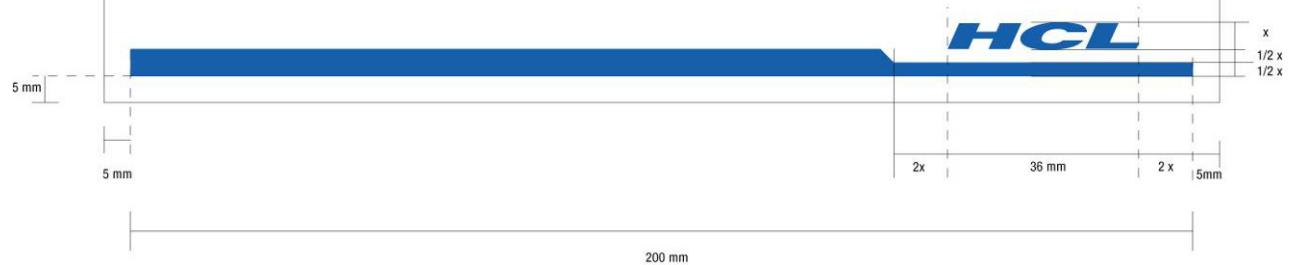
VISITING CARD (Back)

## 7. Letterheads

### HCL TECHNOLOGIES – Letterhead

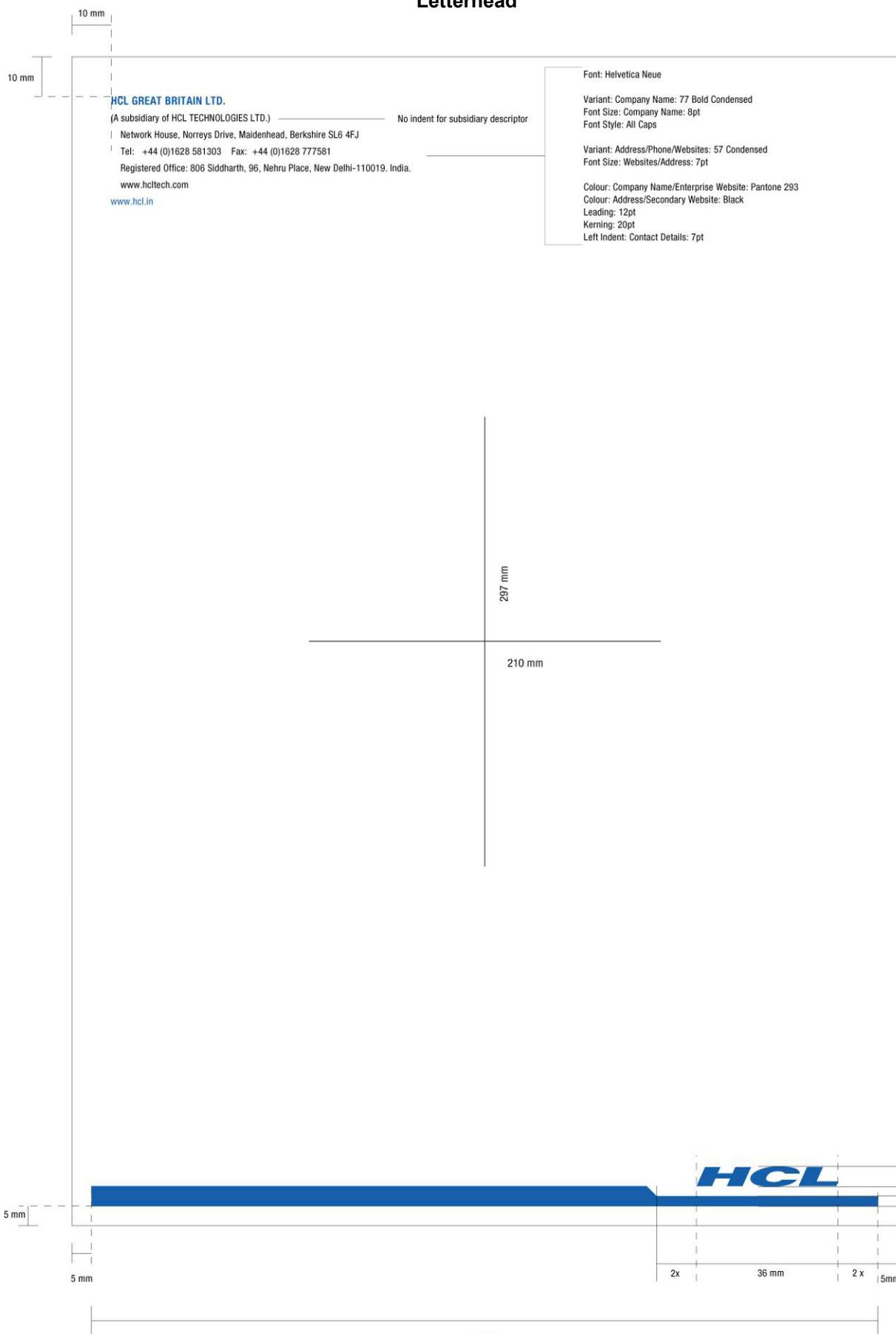


## HCL INFOSYSTEMS – Letterhead



## Wholly owned subsidiaries of HCL TECHNOLOGIES and HCL INFOSYSTEMS –

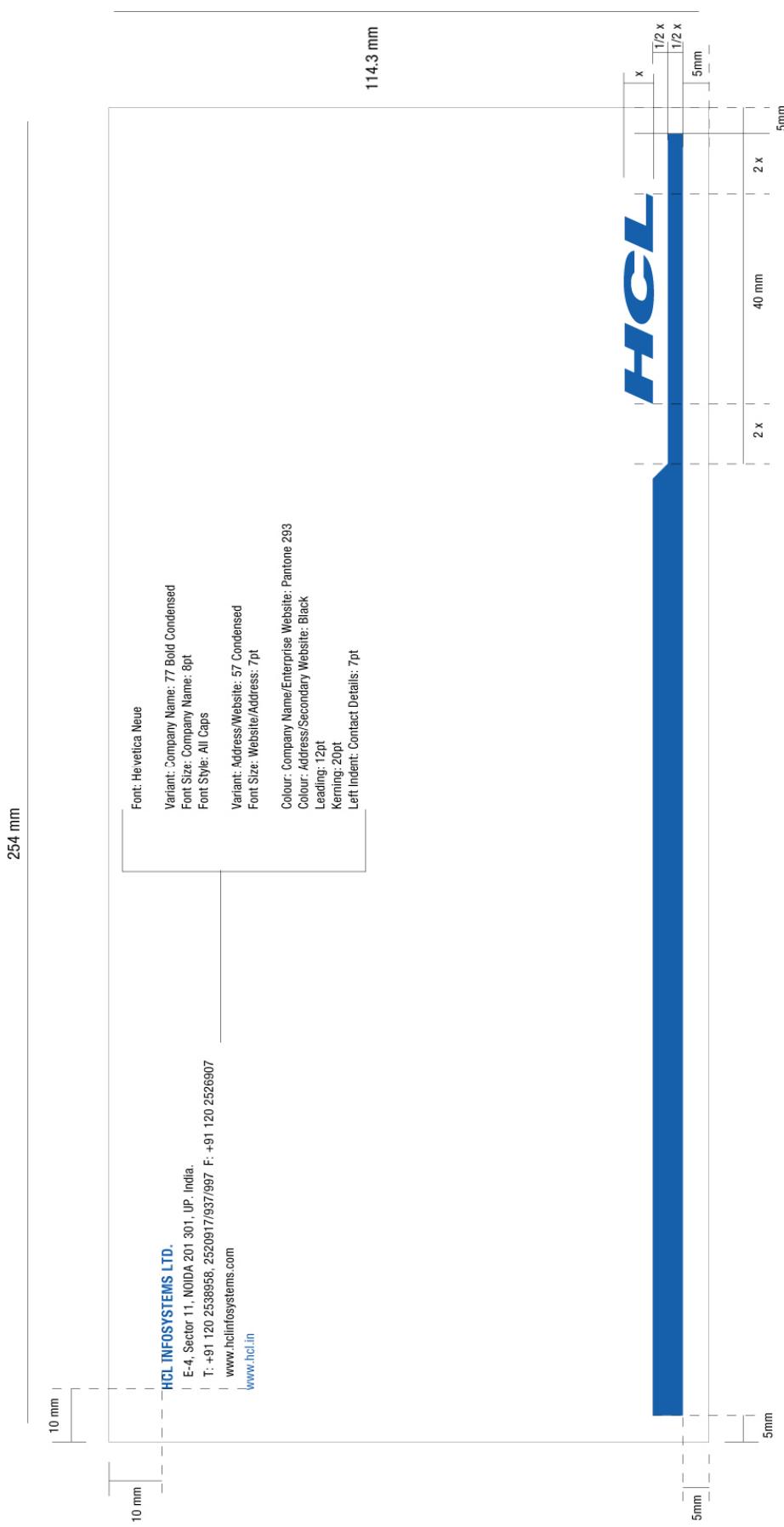
### Letterhead



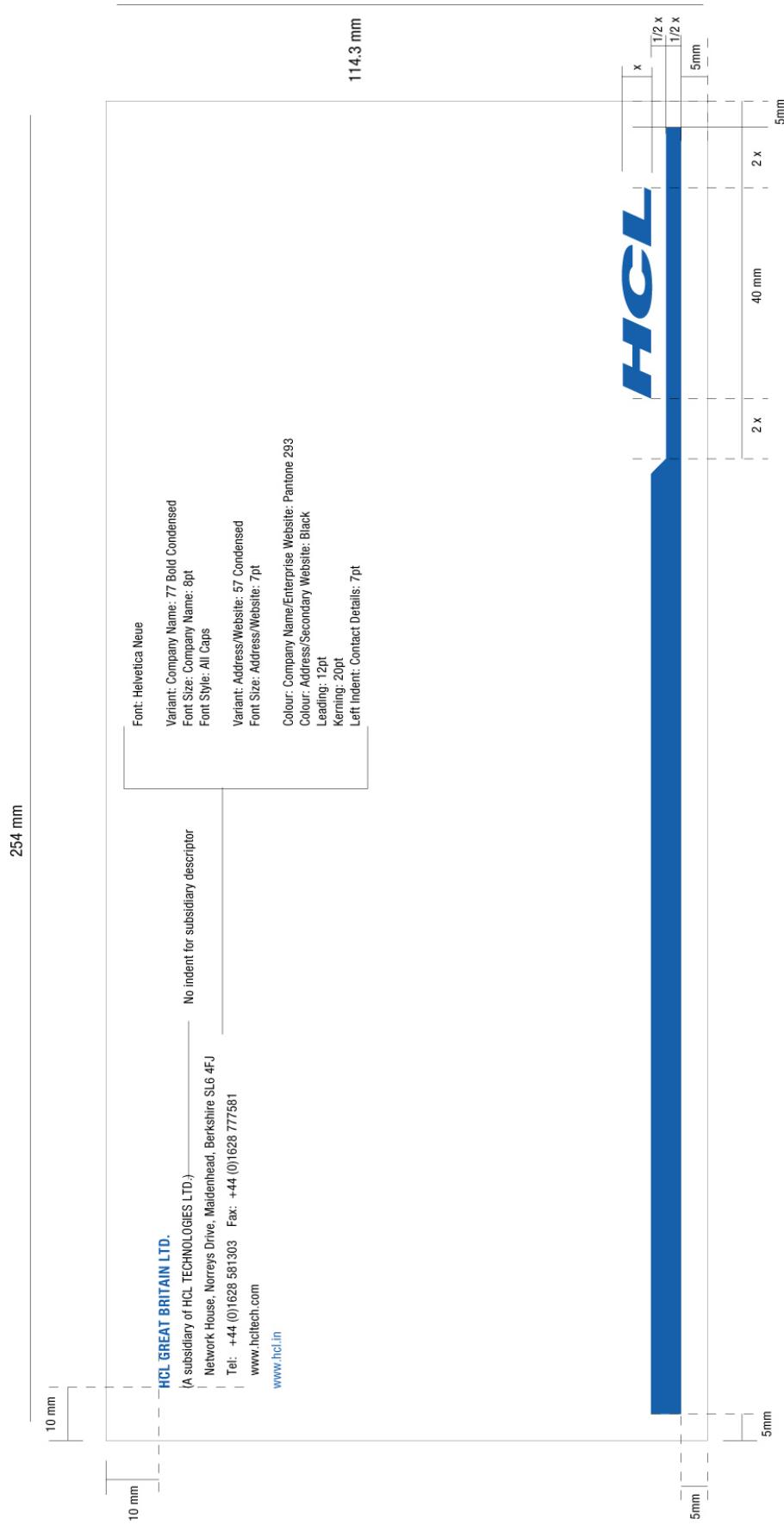
## **8. Envelopes**

HCL TECHNOLOGIES – Envelope (Business)

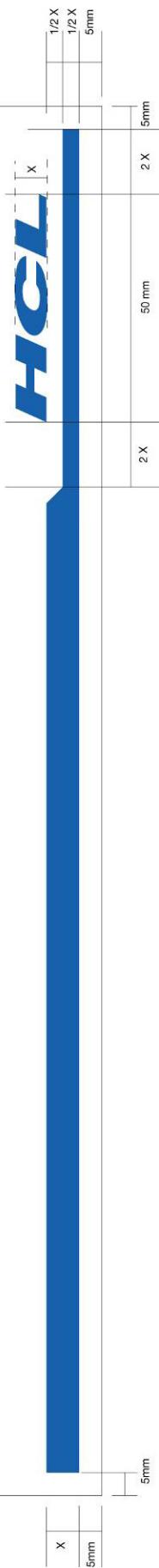
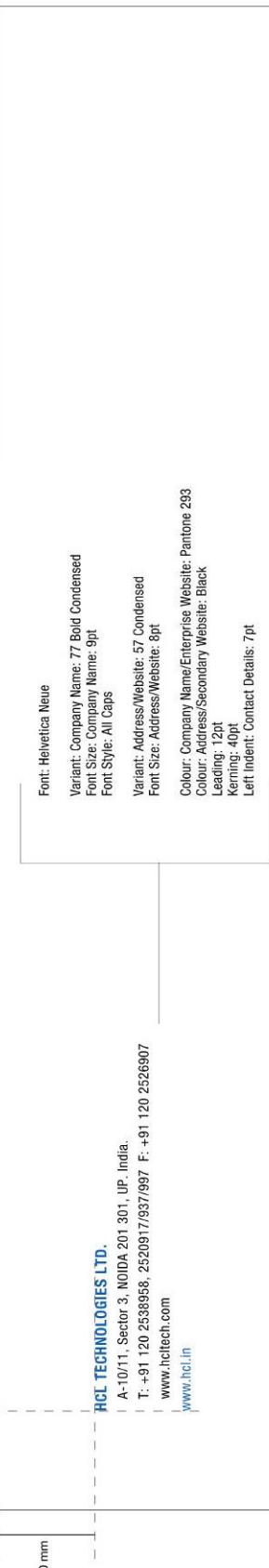
## HCL INFOSYSTEMS – Envelope (Business)



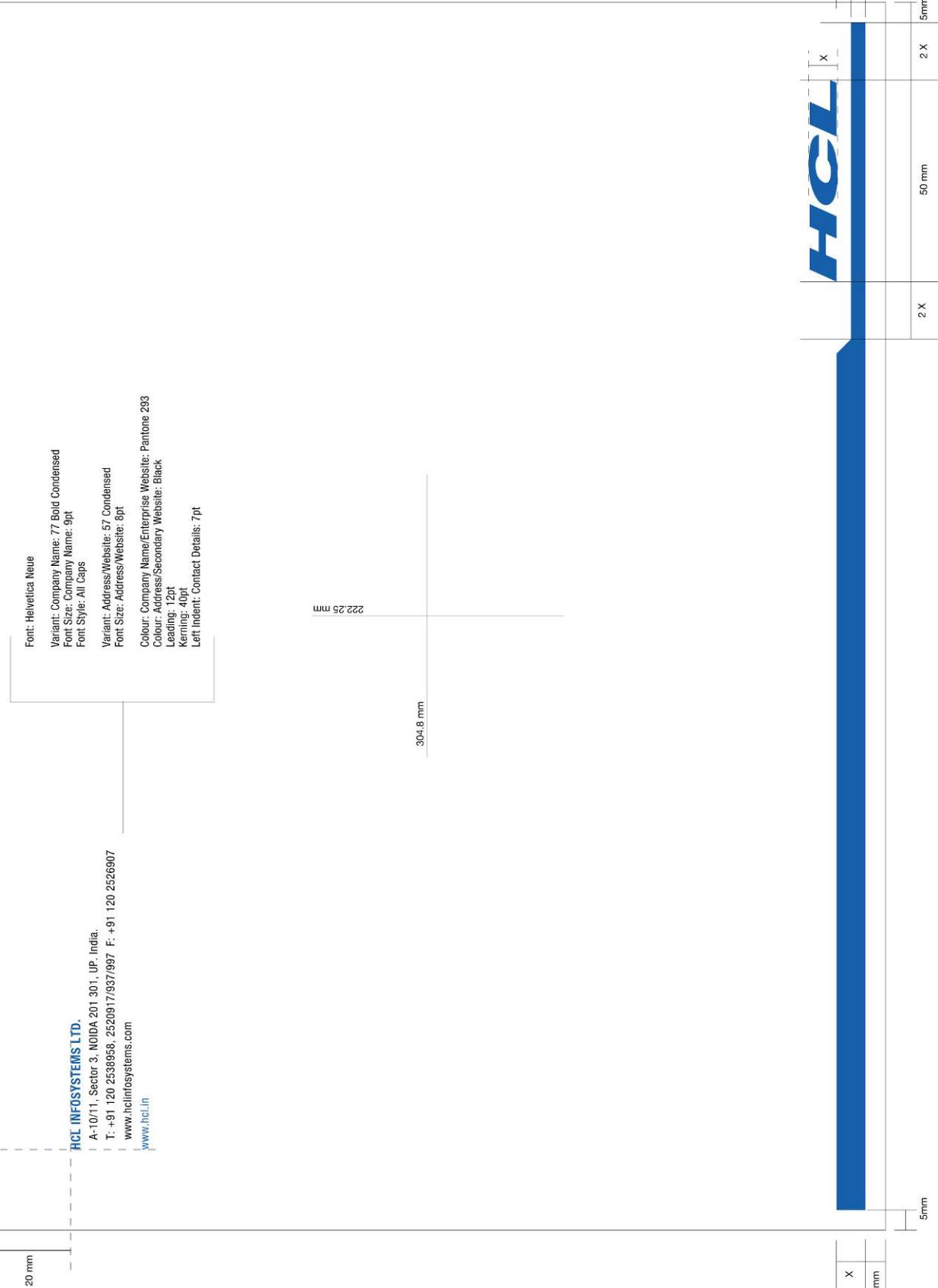
**Wholly owned subsidiaries of HCL TECHNOLOGIES and HCL INFOSYSTEMS –**  
**Envelope (Business)**



## **HCL TECHNOLOGIES - Envelope (Manila)**



## HCL INFOSYSTEMS – Envelope (Manila)



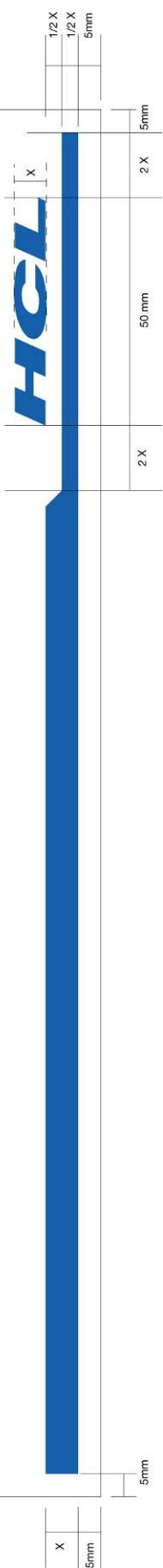
**Wholly owned subsidiaries of HCL TECHNOLOGIES and HCL INFOSYSTEMS –  
Envelope (Manila)**

Font: Helvetica Neue  
Variant: Company Name: 77 Bold Condensed  
Font Size: Company Name: 9pt  
Font Style: All Caps  
Variant: Address/Website: 57 Condensed  
Font Size: Address/Website: 8pt  
Colour: Company Name/Enterprise Website: Pantone 293  
Enterprise Website: Black  
Leading: 12pt  
Kerning: 40pt  
Left Indent: Contact Details: 7pt

**HCL GREAT BRITAIN LTD.**  
(A subsidiary of HCL TECHNOLOGIES LTD.)  
Network House, Norreys Drive, Maidenhead, Berkshire SL6 4FJ  
Tel: +44 (0)1628 581303 Fax: +44 (0)1628 777581  
[www.hcltech.com](http://www.hcltech.com)

222.25 mm

304.8 mm



## **10. Pre-Audit**

For a pre-print audit of the stationery ahead of the final printing, please email the stationery template to Pratibha Dharashiokar ([pratibhad@corp.hcltech.com](mailto:pratibhad@corp.hcltech.com)). The same may be implemented post the pre-audit.

## **11. Your Queries**

We understand that questions or doubts may arise during implementation. Please feel free to write in to Pratibha Dharashiokar ([pratibhad@corp.hcl.in](mailto:pratibhad@corp.hcl.in)) and Mahalingam Sundararajan ([mahalingams@hcl.in](mailto:mahalingams@hcl.in)) with a CC to Saurav Adhikari ([sadhikari@hcl.in](mailto:sadhikari@hcl.in)) with your queries. We would be available to assist you in maintaining the enterprise-wide consistent look and feel for the stationery.

Pratibha Dharashiokar  
Assistant to Mr. Saurav Adhikari - Corporate Vice President (Strategy)  
HCL TECHNOLOGIES LTD.  
A-10/11 Sector 3, NOIDA, India

Please do not forget to attach a soft copy (ideally in JPEG or PDF format) of the communication item in question.

Updates to this version of the stationery guidelines shall be available from time to time. These can also be accessed on the web at [www.hcl.in/brandguidelines/](http://www.hcl.in/brandguidelines/). This web resource would also enable you to access and download the refreshed HCL logo, the reference artworks in EPS/PDF format for the stationery and all fonts that would be required during implementation.