



TATA GLOBAL BEVERAGES

Brand guidelines



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01.

Introduction

Our Brand

Tata Global Beverages is today an integrated beverage business that has set out on a journey to become the global leader in branded 'good for you' beverages. We've evolved from our strong heritage in tea plantations to a marketing and brand-focused organisation, with a strong portfolio of dynamic consumer brands and our own corporate identity.

Our corporate identity is made up of two simple elements – a typographic logo and the Tata Group Composite Mark – demonstrating our pride in our Tata parentage and heritage.

The corporate identity is complemented by a suite of secondary graphic elements which help to illustrate and bring to life the company culture, both internally and externally.

We also have the opportunity to showcase our 'hero' consumer brands by including them in our corporate identity, creating a clear link with our history and demonstrating what it is that we are passionate about.



01.

Introduction

Our story

Who are we?

We are first and foremost a Tata brand and company and one that will achieve growth through excellence and innovation whilst balancing the interests of our shareholders, our employees and the society around us.

Our mission is to make the world a better place through life-enhancing, sustainable hydration.

What do we want to be?

We want to be the leading good for you beverage company.

Quick facts (at December 2011)

- US\$1.3 billion turnover
- Second largest player in tea (with 3.4 per cent market share*) and number six player in total hot drinks (with 1.6 per cent market share*)
- Over 3,000 employees worldwide
- Executive offices and corporate central office for the Group in the UK
- Three sales and marketing regions across the globe
- Significant presence in more than 70 countries

* Source: Euromonitor by retail value

How to use these guidelines

The aim of this brand guidelines document is to introduce the Tata Global Beverages brand identity to everyone who produces communications or uses the logo in any way and to provide guidance for its correct and consistent implementation.

Please take time to read these guidelines to understand the proper way of using the new brand to achieve maximum consistency and impact.

Use of the logo by external parties must be approved by:

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Corporate Communications
Tata Global Beverages
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or

Satya Muniasamy

Corporate Communications
Tata Global Beverages
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2.

02.

Logo



3.

02.

Logo

Primary logo usage

There are two versions of the Tata Global Beverages logo: Primary logo – blue lettering on a white background; and White-out logo – white lettering of a blue background.

Under no circumstances should these logos be modified in any way; always use as per the supplied files.

Primary logo

EPS format:
TGBlogo_CMYK.eps TGBlogo_1col.eps
TGBlogo_blk.eps

JPG format:
TGBlogo_CMYK.jpg
TGBlogo_blk.jpg

PNG format:
TGBlogo_RGB.png
TGBlogo_blk.png

Primary logo

The Primary logo should ideally be used on a white background.



White-out logo

EPS format:
TGBlogo_white.eps

PNG format:
TGBlogo_white.png

White-out logo

The White-out logo should ideally be used on a Tata blue background (see page 26 for more information about the colour specification of Tata blue).



Clearance ('safe') area

Please ensure a sufficient clearance area is given wherever the logo is used (this should be the height of the 'T' of Tata all around).



The logos are available in EPS, JPG (Primary version only) and PNG formats. If you have any questions regarding usage, please email: communication.team@tataglobalbeverages.com

02.

Logo

Primary Logo usage – continued

Minimum size

To avoid illegibility the logo has a minimum size of 45mm wide at which it may be used.

TATA GLOBAL BEVERAGES

Minimum size: 45mm

Incorrect usage

Please do not distort or adjust the logo in any way.



Background graphics

Please allow sufficient contrast when using the logo on a coloured and /or image-based background.



If you have any questions regarding usage, please email communication.team@tataglobalbeverages.com

02.

Logo

Logo variations

While the Primary version of the logo is preferred, in circumstances where horizontal space is limited, it is acceptable to use the stacked variation of the logo.

Primary stacked logo

EPS format:

TGBlogo_stacked_CMYK.eps
TGBlogo_stacked_1col.eps
TGBlogo_stacked_blk.eps

JPG format:

TGBlogo_stacked_CMYK.jpg
TGBlogo_stacked_blk.jpg

PNG format:

TGBlogo_stacked_RGB.png
TGBlogo_stacked_blk.png

Primary stacked logo

The Primary logo should ideally be used on a white background.



Clearance ('safe') area

As with the Primary logos, a clearance area of the height of the 'T' should be maintained.



White-out stacked logo

EPS format:

TGBlogo_stacked_white.eps

PNG format:

TGBlogo_stacked_white.png

White-out stacked logo

The White-out logo should ideally be used on a Tata blue background (see page 26 for more information about the colour specification of Tata blue).



02.

Logo

Logo variations – continued

Minimum size

To avoid illegibility the logo has a minimum size of 19mm wide at which it may be used.



Background graphics

Please allow sufficient contrast when using the logo on a coloured and/or image-based background.



Incorrect usage

Please do not distort or re-layout the logo. This must be used as supplied and must not be modified in any way.



02.

Logo

Consumer Brand logo band

The five current Consumer Brand logos should be used in the order and format as shown below.

EPS format:

ProductLogoBand.eps

JPG format:

ProductLogoBand.jpg

PNG format:

ProductLogoBand.png



Any new Consumer Brand logos that may become part of Tata Global Beverages in the future will be added to the front of the line and a new master Consumer Brand logo band will be provided to ensure that the correct spacing is maintained.

Do not attempt to add the new logo manually to the previous Consumer Brand logo band.

02.

Logo

Consumer Brand logo band – continued

Clearance ('safe') area

The clearance area around the Consumer Brand logo band is determined by the height of the Eight O'Clock Coffee logo.



See page 19

for notes on using the Consumer Brand logo band with the Primary logo.

02.

Logo

Consumer Brand logo band – continued

Minimum size graphic

To avoid illegibility the logo has a minimum size of 55mm wide at which it may be used.



Incorrect usage

Never change the order, layout or spacing of the Consumer Brand logo band.



02.

Logo

Regionalising Consumer Brand logos

In order to make artwork region-specific, please add the specific brand logo (or logos) to the left of the existing Consumer Brand logo band and then shrink the logo set accordingly. The space between the regional brand logo should match to the space between the global brand logos already set.

Do not add logos to the right, only to the left-hand side.



For obtaining correct logos to use when making artwork region-specific, please contact: [communication](#).
team@tataglobalbeverages.com

02.

Logo Tata Composite Mark

The stacked version of the Tata Composite Mark is the preferred option, however, the linear version may be used if vertical space is limited.

Stacked mark

EPS format:

TATACompMark_Stacked_CMYK.eps

TATACompMark_Stacked_1col.eps

TATACompMark_Stacked_white.eps

JPG format:

TATACompMark_Stacked_CMYK.jpg

TATACompMark_Stacked_blk.jpg

PNG format:

TATACompMark_Stacked_CMYK.png

TATACompMark_Stacked_blk.png

TATACompMark_Stacked_white.png

Linear mark

EPS format:

TATACompMark_Linear_CMYK.eps

TATACompMark_Linear_1col.eps

TATACompMark_Linear_white.eps

JPG format:

TATACompMark_Linear_CMYK.jpg

TATACompMark_Linear_blk.jpg

PNG format:

TATACompMark_Linear_CMYK.png

TATACompMark_Linear_blk.png

TATACompMark_Linear_white.png

Primary composite mark

Stacked



Linear



02.

Logo Tata Composite Mark – continued

Clearance area

The clearance area around the Tata Composite Mark is determined by the height of the Tata 'T'.



Incorrect usage

Do not change the order, layout or spacing of the Tata Composite Mark and do not use either of the elements without the other. Never apply the Tata Group icon to the Tata Global Beverages logo.



See page 26 for notes on using the Tata Composite Mark with the Primary logo.

13.

02.

Logo

Combining the logo with Consumer Brand logos/Composite Mark

The Tata Global Beverages logo can be used in conjunction with EITHER the band of Consumer Brand logos OR the Tata Composite Mark OR both.

The position of the Tata Composite Mark and the Consumer Brand logo band can be altered depending on the usage.

Apart from corporate stationery (see page 51), the Tata Composite Mark and Consumer Brand logo band should always be used as supportive elements.

Very occasionally (ie. email sign off, small branded premia) the Tata Global Beverages logo can be used on its own, however, in most cases either the Consumer Brand logos, Tata Composite Mark or both should appear with the Primary logo.

Primary logo with Consumer Brand logo band

TATA GLOBAL BEVERAGES



Primary logo with Composite Mark

TATA GLOBAL BEVERAGES



Primary logo with Composite Mark and Consumer Brand logo band

TATA GLOBAL BEVERAGES



02.

Logo

Combining the Tata Global Beverages logo with
only the Composite Mark

The Tata Composite Mark can be used either on the same baseline as the Tata Global Beverages logo ranged right or centred below the Tata Global Beverages logo.

Same baseline

TATA GLOBAL BEVERAGES



Centred below

TATA GLOBAL BEVERAGES



02.

Logo

Combining the Tata Global Beverages logo with only the Composite Mark – continued

If used ranged right, it should not be used right next to the Tata Global Beverages logo – a clearance area of the length of the word ‘GLOBAL’ in the logo should be maintained between the elements. The Tata Composite Mark should only be used as a supportive element.

Minimum distance



Minimum width: 'GLOBAL' length

02.

Logo

Combining the Tata Global Beverages logo with only the Composite Mark – continued

The Tata Composite Mark can be used either on the same baseline as the Tata Global Beverages logo ranged right or centred below the Tata Global Beverages logo (see above).

The linear or stacked version of the Tata Composite Mark can be used when centred under the Tata Global Beverages logo.

Stacked

TATA GLOBAL BEVERAGES



Linear

TATA GLOBAL BEVERAGES



Incorrect usage

The size of the Tata lettering in the Tata Composite Mark should not be bigger than the Tata lettering in the Tata Global Beverages logo.



02.

Logo

Combining the Tata Global Beverages logo with only the Composite Mark – continued

Please note: for corporate stationery, the Tata Composite Mark must always appear above the Tata Global Beverages logo. For further information regarding corporate stationery please refer to Section 8 of this document.

Compliments slip



With compliments

Name of person

TATA GLOBAL BEVERAGES

Parkview, 82 Oxford Road, Uxbridge, Middlesex UB8 1LU T: +44 (0)20 8338 4050
E: enquiries@tataglobalbeverages.com W: www.tataglobalbeverages.com

Letterhead



Business
card



Philippa Brown
Employee Communications Manager

TATA GLOBAL BEVERAGES

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TATA GLOBAL BEVERAGES

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T: +44 (0)20 8338 4000 W: www.tataglobalbeverages.com
Registered in England and Wales No. 3019950 Registered Office: Parkview, 82 Oxford Road, Uxbridge, Middlesex, UB8 1UX, UK

02.

Logo

Combining the Tata Global Beverages logo with only the Consumer Brand logo band

The band of Consumer Brand logos can be used above, below or to the right of the Tata Global Beverages logo.

When used above or below the Tata Global Beverages logo, the band of Consumer Brand logos should not be wider than the width of the Tata Global Beverages logo.

Aligned to the right

TATA GLOBAL BEVERAGES



Aligned below

TATA GLOBAL BEVERAGES



Aligned above

TATA GLOBAL BEVERAGES



02.

Logo

Combining the Tata Global Beverages logo with
only the Consumer Brand logo band – continued

When used to the right of the Tata Global Beverages logo, the Consumer Brand logo band should sit with their horizontal centre line at the same height as the centre line of the Tata Global Beverages logo. A clearance area of the length of the word 'BEVERAGES' in the logo should be maintained between the elements.

Minimum distance



Minimum width: 'BEVERAGES' length

Incorrect usage

The Consumer Brand logo band should not overshadow the Tata Global Beverages logo (they should always be used as a supportive element).



02.

Logo

Combining the Tata Global Beverages logo with
only the Consumer Brand logo band – continued

Pop-up banner



Generic signage



Sign off



02.

Logo

Combining the Tata Global Beverages logo with
both the Composite Mark and the Consumer Brand logo band

When all three elements are used together, the Tata Global Beverages logo should always take prominence.

Using stacked Composite Mark

TATA GLOBAL BEVERAGES



Using linear Composite Mark

TATA GLOBAL BEVERAGES



02.

Logo

Combining the Tata Global Beverages logo with both the Composite Mark and the Consumer Brand logo band – continued

The Tata Composite Mark can either sit in line with the Tata Global Beverages logo or the band of Consumer Brand logos or centred below.

The same rules in relation to sizing and positioning as discussed in previous pages should apply.

Aligned with Consumer Brand logo band

TATA GLOBAL BEVERAGES



Aligned with primary logo

TATA GLOBAL BEVERAGES



Incorrect usage

TATA GLOBAL BEVERAGES



TATA GLOBAL BEVERAGES



02.

Logo

Combining the Tata Global Beverages logo with
both the Composite Mark and the Consumer Brand logo band – continued

Pop-up banner



Portrait signage



Generic signage



03.

Colour palette



03.

Colour palette

Primary colour palette

Tata blue

Tata blue can be used liberally throughout any corporate communications material in order to maintain a branded look and feel.



C 90	R 20
M 60	G 104
Y 0	B 179
K 0	

Dark blue

The secondary dark blue colour may be used for body copy as an alternative to black.



C 90	R 0
M 60	G 47
Y 0	B 94
K 60	

Secondary colour palette

The secondary colours complement Tata blue and tie in with the directional theme colour palette.

They add useful highlight colours to the palette. These colours should never be used on the logo.



C 8	R 219
M 99	G 36
Y 96	B 42
K 1	



C 0	R 255
M 25	G 194
Y 98	B 20
K 0	



C 60	R 101
M 20	G 168
Y 10	B 204
K 0	



C 33	R 174
M 87	G 69
Y 0	B 154
K 0	



C 66	R 108
M 0	G 190
Y 99	B 70
K 0	

Tata Group orange

In addition to the Tata Global Beverages colours, there is an orange from the master Tata Group colour palette which may be used as a secondary colour, where appropriate.

This does not tie in with the directional themes and should not be used in conjunction with these.



C 90	R 0
M 60	G 47
Y 0	B 94
K 60	

All colours, in both the primary and secondary palettes, may be used as tints as well as solid colour.

It is important to reproduce the corporate colours as accurately as possible. Please use the colour values specified, using the Pantone Matching System® wherever possible. If it is not possible to use Pantone® colours, then please use the optional colour specifications shown here: CMYK for print and RGB and hexadecimal for electronic use only.

04.

Typography

Just
my
type!



04.

Typography

External usage

Myriad is the Tata Company's corporate font and the main font to be used on any publicity or promotional material, presentations, etc.

There are various weights of Myriad available. Other weights of Myriad can be used where necessary.

The core weights to be used on all Tata Global Beverages communications are Myriad Roman (for body copy) and Myriad Bold (for headings).

Myriad Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%&.,:;

Myriad Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%&.,:;

A secondary font, Clarendon, has been selected to complement the corporate font. This should only be used for items where you need to make a particular impact and create differentiation from the main body text, for example, pull-out quotes or headings.

Various weights of Clarendon are available, although Clarendon Bold is primarily used in Tata Global Beverages materials.

Clarendon should never be used for body text.

Clarendon Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%&.,:;

04.

Typography

Online usage

For online corporate materials such as the corporate website, intranet and any microsites or HTML emails, Georgia has been selected as the primary corporate font.

The core weights to be used on any online communications are Georgia (for body copy) and Georgia Bold (for headings).

Do not use Georgia on any printed materials.

Georgia

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%&.,:;

Georgia Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%&.,:;

04.

Typography Internal usage

If Myriad isn't available for use when producing materials internally,
the complementary brand font is Arial.

Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%&.,:;

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%&.,:;

05.

Tone of voice

Tone
of
voice



05.

Tone of voice

What is our desired tone of voice and how will we deliver it?

Friendly

Our tone is warm, caring and considerate. It reflects our dependence on and respect for each other and our desire to enjoy the journey.

- use a conversational tone
- use familiar terms and phrases
- encourage dialogue and invite your audience to respond

Fresh

Our tone is not simply 'business as usual' but rather reflects a sense of wonder and discovery. We want to share our delight.

- ensure that the key messages 'grab' the attention of the audience
- use descriptions and colour to bring topics to life
- include personal observations

Genuine

We are heartfelt in the way we express ourselves, using human language which connects with others, in a straightforward and honest way.

- avoid 'spin'
- get to the point quickly
- appeal to the heart as well as the head

Energetic

Our words are full of energy and vitality, we show the passion and excitement that runs through the Company.

- use action words
- make your key messages leap off the page
- reflect the passion that we want consumers to feel about our brands

Unafraid

We don't hide behind business jargon, beat around the bush or make apologies for what we are saying but we are respectful and professional and engage people as adults.

- use plain English
- use short and snappy sentences
- 'tell it the way it is'

Irreverent

We are not afraid to push the boundaries and take a different approach – we are light and unexpected in tone, using day-to-day language in a conversational way.

- use humour where appropriate (and culturally sensitive)
- be informal and chatty
- reflect your personality

06.

Editorial guidelines



06.

Editorial guidelines

Style, punctuation, spelling and grammar

To ensure that communications are consistently written, these guidelines have been put in place to give a clear indication as to the usage Tata Global Beverages prefers.

If you are unsure on the exact way to represent a certain word or phrase, the most important thing to remember is to be consistent; however you decide to express this – e.g. if you have used a capital letter on a word once – make sure this is used throughout.

Spelling

Always use UK rather than US spelling conventions (e.g. colour, not color; realise, not realize).

Page titles and subheadings

All titles should be written in sentence case, with a capital letter only on the first word (e.g. Investor relations, not Investor Relations).

Numbers

Numbers should be written out in full between one and ten, with all numbers from 11 upwards written as figures. The only exception to this is within text written exclusively for use online, where all numbers should be written as figures.

Dates

Please write all dates out in full, using the standard UK format of Day Month Year (e.g. 1 January 2010, not January 1, 2010 or 1 Jan 10), wherever possible.

Job titles

Please ensure that all specific job titles use initial caps (e.g. Chief Executive Officer, not Chief executive officer).

Generic titles should not use initial caps (e.g. the directors of the Company, not the Directors of the Company).

Tata Global Beverages

When referring to the Company, always use the full name in the first instance that it appears on the page.

After this, if referring to Tata Global Beverages as a company or group, always use initial caps (e.g. the Company increased its market share by •% last year).

Never abbreviate the Company name to 'TGB'.

Never write the company name in all caps when used in body copy.

Our brands

When referring to a Tata Global Beverages brand, always use the name in full.

Please always ensure that the specific brand conventions are followed with regard to capitalisation and characters (e.g. Tata Gluco +, never Tata Gluco Plus; TEA4KIDZ, never Tea for Kids).

Editorial guidelines

Style, punctuation, spelling and grammar – continued

Regions

When referring to our regions, always ensure that they are written as follows:

Europe, Middle East and Africa (abbreviated to EMEA)

South Asia

Canada, America and Australia (abbreviated to CAA)

Commonly used terms

There are a number of standard terms that are frequently used in our corporate materials. Please always ensure that these are written consistently:

"Good for you" (never good-for-you or "Good-for-you")

Life-enhancing (never life enhancing).

Abbreviations and acronyms

In the interest of clarity, abbreviations and acronyms should be kept to a minimum.

If it is necessary to abbreviate a term or name then always ensure that this is written out in full where it first appears on the page, with the acronym/abbreviation in brackets afterwards (e.g. Tetley is a leading member of the Ethical Tea Partnership (ETP). The ETP is an international alliance...).

Never use full stops within an acronym.

Common acronyms such as UK and USA may be used without explanation of the full name.

Hyphenation

It is important to use hyphens consistently.

As a reminder, the basic rules of thumb are listed below.

Hyphens should be used:

- in fractions (e.g. two-thirds, four-fifths)
- in words that begin with prefixes such as anti, non, neo, post and pre (e.g. non-executive, post-employment)
- to avoid ambiguity (e.g. A little used car could be a small second-hand car, or a car which is seldom used – a hyphen is used to make the sense clear: a little-used car)
- in adjectives formed from two or more words (e.g. year-end results – BUT results at the year end; five-year review – BUT review of the last five years; long-term plans – BUT plans for the long term)
- to separate identical letters (e.g. co-operate, pre-eminent)
- in nouns formed from prepositional verbs (e.g. build-up, round-up)
- in the quarters of the compass (e.g. north-west, south-east)

07.

Design and graphic elements



07.

Design and graphic elements

Directional Themes

Our brand personality has been built around five simple ideas that form our 'Direction':

What are the Directional Themes?

- The consumer is our heartbeat – we have a passion for our brands which we want our consumers to share.
- Disruptively challenging – let's ditch the conventional, forget the tried and tested and think of fresh ways to achieve great things.
- Playfully professional doing business is fun! We can deliver results without taking ourselves too seriously.
- Individually excellent, collectively brilliant – exceptional individuals pulling together. Imagine what we can achieve. No fears. No limits.
- Doing good – making choices that grow our business and help improve the world.

Together these five add up to something unique – our sense of 'Responsible Irreverence' that we apply to all that we do.

How are these represented?

Each theme is available as a full theme, bullet and icon, as pictured on the following pages. When possible, the full theme should be used to allow the strapline to reinforce the theme's meaning.



The bullet offers a compact format, do not use out of context.



The icon can be used without text to support Directional Theme communication.

The Directional Themes are primarily intended for internal use.



37.

07.

Design and graphic elements

Directional Themes – continued

The consumer is our heartbeat

Full theme

EPS format:
CIOH-DTlogo_CMYK.eps

JPG format:
CIOH-DTlogo_CMYK.jpg
CIOH-DTlogo_RGB.jpg

Bullet

EPS format:
CIOH-bullet_CMYK.eps
JPG format:
CIOH-bullet_CMYK.jpg
CIOH-bullet_RGB.jpg

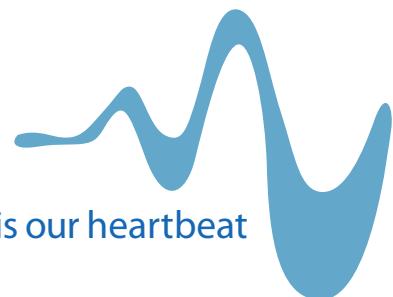
Icon

EPS format:
CIOH-icon_CMYK.eps
JPG format:
CIOH-icon_CMYK.jpg
CIOH-icon_RGB.jpg

How we say it

We don't make drinks, we make special moments in each consumer's day. We have a passion for our brands which we want our customers to share. What will you do today to make that happen?

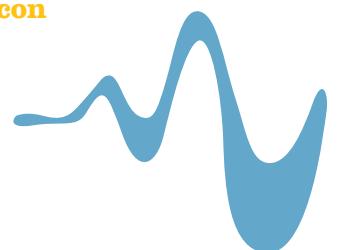
Full theme



Bullet



Icon



What we mean

- We really listen to people, we use our brains (and our hearts), come up with great ideas and make brands that people want and love. Simple.
- Brands aren't just products, they're promises we keep and experiences we deliver.

07.

Design and graphic elements

Directional Themes – continued

Disruptively challenging

Full theme

EPS format:
DC-DTLogo_CMYK.eps

JPG format:
DC-DTLogo_CMYK.jpg
DC-DTLogo_RGB.jpg

Bullet

EPS format:
DC-bullet_CMYK.eps
JPG format:
DC-bullet_CMYK.jpg
DC-bullet_RGB.jpg

Icon

EPS format:
DC-icon_CMYK.eps
JPG format:
DC-icon_CMYK.jpg
DC-icon_RGB.jpg

How we say it

We are not like our competitors, we are different! Let's ditch the humdrum. Forget the tried and tested and think of fresh ways to achieve great things.

Full theme



Bullet



Icon



What we mean

- We never accept the norm and make our own rules so we can amaze and astonish the consumer.
- We think differently, we are open to all inspirations, we are fresh and unexpected.
- We punch above our weight because we are hungrier to succeed and quicker to anticipate and respond.

C 8 R 218 Pantone®
M 99 G 36 200
Y 97 B 41
K 1

07.

Design and graphic elements

Directional Themes – continued

Individually excellent collectively brilliant

Full theme

EPS format:
IECB-DTlogo_CMYK.eps

JPG format:
IECB-DTlogo_CMYK.jpg
IECB-DTlogo_RGB.jpg

Bullet

EPS format:
IECB-bullet_CMYK.eps
JPG format:
IECB-bullet_CMYK.jpg
IECB-bullet_RGB.jpg

Icon

EPS format:
IECB-icon_CMYK.eps
JPG format:
IECB-icon_CMYK.jpg
IECB-icon_RGB.jpg

How we say it

Exceptional individuals pulling together. Imagine what we can achieve. There are no limits.

Full theme

Individually excellent



collectively brilliant

Bullet



Icon



What we mean

- We're full of smart people but we know it takes a team to be successful.
- We are doers and achievers.
- We take charge, are resourceful and we make it happen.
- We are leaders and pioneers, but we don't take ourselves too seriously.

C 0 R 255 Pantone®
M 25 G 194 143
Y 98 B 22
K 0

07.

Design and graphic elements

Directional Themes – continued

Playfully professional

Full theme

EPS format:
PP-DTlogo_CMYK.eps

JPG format:
PP-DTlogo_CMYK.jpg
PP-DTlogo_RGB.jpg

Bullet

EPS format:
PP-bullet_CMYK.eps
JPG format:
PP-bullet_CMYK.jpg
PP-bullet_RGB.jpg

Icon

EPS format:
PP-icon_CMYK.eps
JPG format:
PP-icon_CMYK.jpg
PP-icon_RGB.jpg

How we say it

Our business is fun. We can deliver results without taking ourselves too seriously.

Full theme



Bullet



Icon



What we mean

- We are ambitious, confident and energetic.
- We can be commercially successful and have fun at the same time.
- Maybe that's why we come to work with a smile on our face.

07.

Design and graphic elements

Directional Themes – continued

Doing good

Full theme

EPS format:
DG-DTlogo_CMYK.eps

JPG format:
DG-DTlogo_CMYK.jpg
DG-DTlogo_RGB.jpg

Bullet

EPS format:
DG-bullet_CMYK.eps
JPG format:
DG-bullet_CMYK.jpg
DG-bullet_RGB.jpg

Icon

EPS format:
DG-icon_CMYK.eps
JPG format:
DG-icon_CMYK.jpg
DG-icon_RGB.jpg

How we say it

We make responsible choices that help improve the world.

Full theme



C 62 R 108 Pantone®
M 0 G 190 362
Y 99 B 70
K 0

Bullet



Icon



What we mean

- We're fair and honest (with everyone!).
- We respect people and the planet... and inspire others to do the same.
- We act now to protect the future of the environment and the communities where we live and work.

07.

Design and graphic elements

Combining the themes

EPS format:
RIDTlogo_CMYK.eps

JPG format:
RIDTlogo_CMYK.jpg
RIDTlogo_RGB.jpg

Directional Theme

The individual Directional Themes combine to create Responsible Irreverence.

This acts in a supporting role and as such should not be used out of context. This should never be used on external materials.

RESPONSIBLE IRREVERENCE



Header or footer

The header or footer of a document can be set with the above strip to communicate the combined themes.

The strip acts in a supporting role and as such should not be used out of context.
Please use at the top or bottom of the page only.

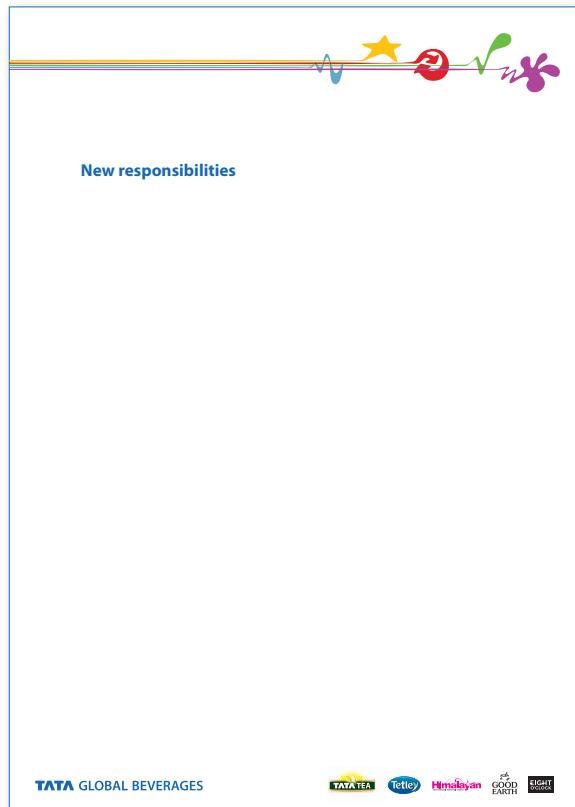


07.

Design and graphic elements

Combining the themes – continued

The combined themes can be featured with the Primary logo and/or Consumer Brand logo band as below example.



07.

Design and graphic elements

External icon variations and usage

A number of icons have been developed for use on external communications and corporate marketing materials that capture the personality of our brand and reflect different parts of the business.

Icon

EPS format:

xxxxxxxxxxxxxx

JPG format:

xxxxxxxxxxxxxx

xxxxxxxxxxxxxx

Icon with textures

EPS format:

xxxxxxxxxxxxxx

JPG format:

xxxxxxxxxxxxxx

xxxxxxxxxxxxxx

Icon options

Each of the icons can be represented in any of the brand colours
(primary and secondary palette)



Icon with textures

Icons can be used flat or with a texture overlay as per below. The supplied texture file is the only texture that should be used, please do not try to create your own.



07.

Design and graphic elements

External icon variations and usage – continued

New icons may be created if required for particular circumstances but these must be sympathetic in style to the master icons and use the same colour palette and texture. Any new icons must be signed off by the Communications Team before use.

Icons should not be recreated by hand or distorted in any way.

Combined icons

Icons can be used individually to create visual interest or combined to 'tell a story', for example:



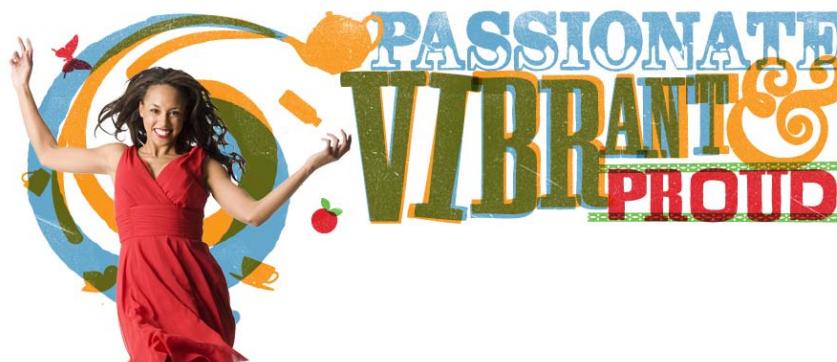
07.

Design and graphic elements

External icon variations and usage – continued

Icons may be used against a flat background or combined with photographic elements. Ensure that enough contrast is maintained between the background colours and icon colours so that the icons are still clearly visible – this should be easily achievable by using the full colour palette available.

Icons and photography



Incorrect usage



Icons and colour



07.

Design and graphic elements

Other graphic devices

A number of other graphic devices are frequently employed in our corporate communications in combination with the icons.

Information boxes

Loose shapes are used to create different sections within a page and to emphasise certain pieces of key content.

The shapes used are irregular and can be created from scratch for each individual item.

Boxes are used as background placeholders and have the texture included within them.

We have a fantastic portfolio of brands and products that we are intensely passionate about. We delight millions of consumers across the world with great tasting beverages every single day.

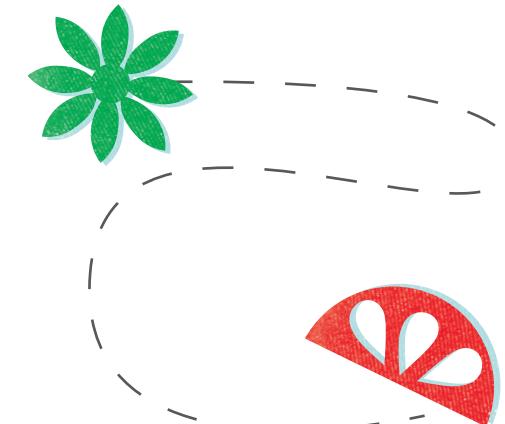
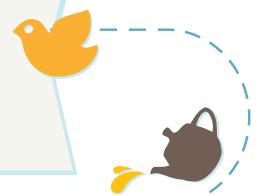
Harchil il molendunt aut molor aut ex et fuga.
Pidissint.Pa pro moluptis qui dipsunt ii

Dashed lines

A curved, free-flowing dashed line can be used as a connector between different information areas as a visual link between content areas and icons as well as showing smooth, flowing hierarchy.

The dashed lines are irregular and can be created from scratch for each individual item.

We are first and foremost a Tata business based on the philosophy of 'leadership with trust', with a bold ambition to build a global footprint by entering new markets and new channels with beverages that taste good, are good for you, good for others and good for the planet.



If in doubt over the precise usage of any of the above items, please contact the [Communications Team](#) for further guidance.

08.

Business materials



08.

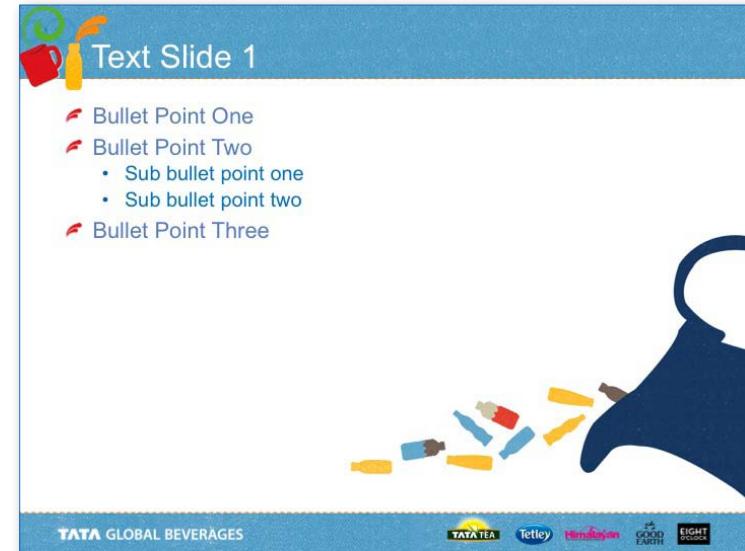
Business materials

PowerPoint graphics

Master title



Master content



There are PowerPoint templates available for your use.
Please contact communication.team@tataglobalbeverages.com for further information.

Please DO NOT create new versions without prior agreement from the Communications Team.

08.

Business materials

Corporate stationery

Business card markup



Please DO NOT create new versions without obtaining permission first.

Please be sure to follow the basic rules for setting out an business card:

- 01. Composite mark:** Always use the correct Tata Composite Mark at 15mm in height and centred
- 02. Name of person:** Type set in Myriad Pro Bold 9pt, 10pt leading and centred
Company position: Type set in Myriad Pro Regular 6.75pt, 10pt leading and centred
- 03. Tata Global Beverages mark:** Always use the correct Tata Global Beverages mark at 2mm in hight and the baseline should be 15mm from bottom of the card
- 04. Company address:** Type set in Myriad Pro Regular 6.5pt, 8.5pt leading, baseline 5mm from bottom of the card and centred

All set in Tata blue - Pantone®2727c

Business cards must always follow the master layout above.

08.

Business materials

Corporate stationery – continued

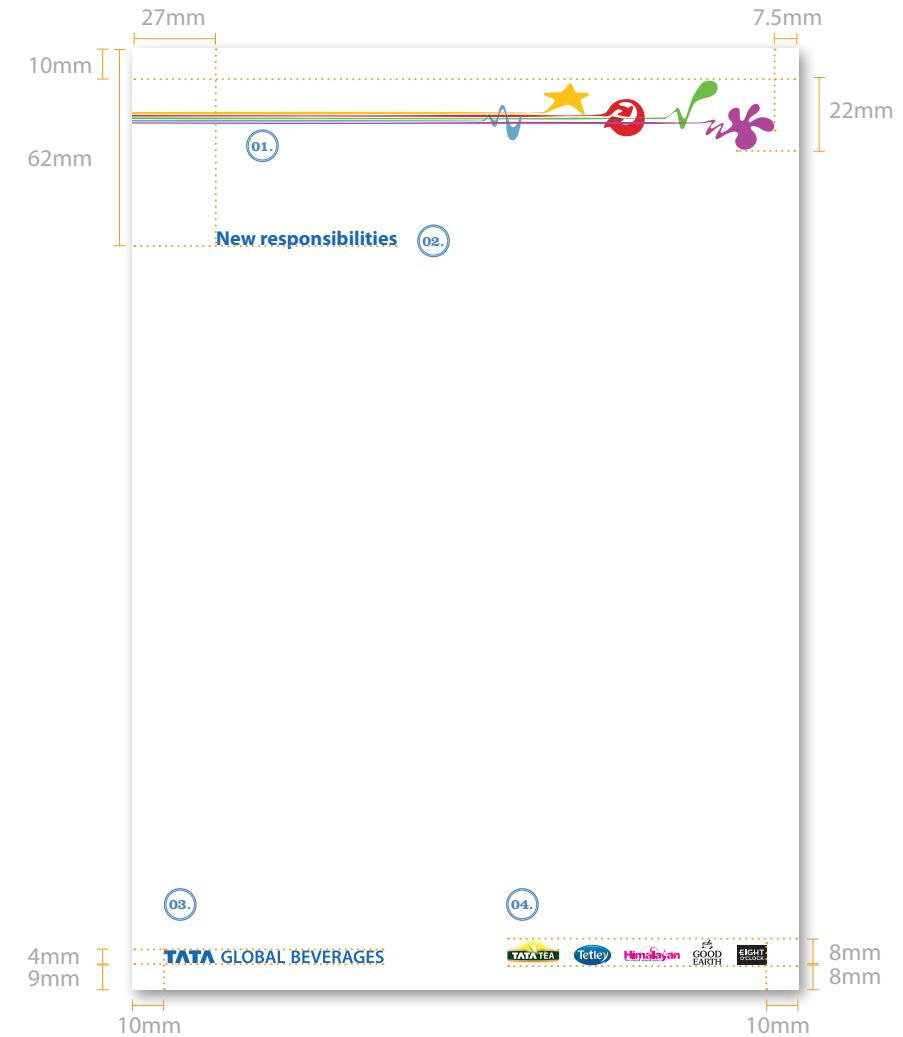
The internal letterhead Word template varies from the external template in that it allows the header strip to be used.

To feature the Tata Global Beverages logo, use the footer.

Internal letterhead template markup

This variation should never be used for any external communication.

- 01. Directional theme header:** Always use the correct directional theme header at 22mm in height, 10mm from top of the page
- 02. Body copy:** Type set in Myriad Pro bold 18pt, 21.5pt leading, text baseline should be 62mm from the top of the page
- 02. Tata Global Beverages mark:** Always use the correct Tata Global Beverages mark at 4mm in height, the baseline should be 9mm from bottom of the page
- 03. Consumer Brand Logo band:** Always use the correct Consumer Brand Logo Band at 8mm in height, the baseline should be 8mm from bottom of the page



08.

Business materials

Corporate stationery – continued

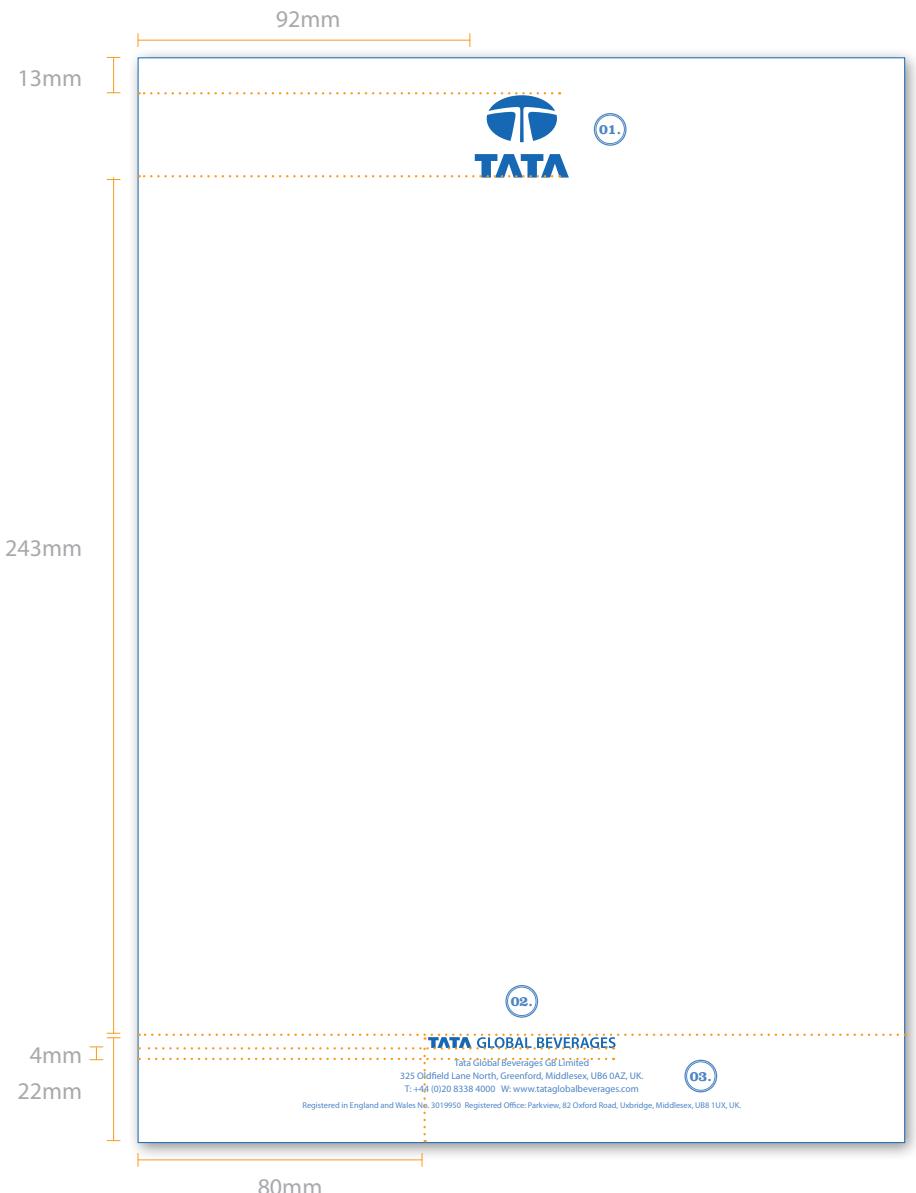
Please be sure to follow the basic rules below for setting out an external letter.

External letterhead template markup

01. The correct Tata logo
02. Centre the correct Tata Global Beverages logo
03. Type: Myriad Pro, Regular, 7.5pt

A Word template is available on the source or from:
communication.team@tataglobalbeverages.com

Please DO NOT create new versions without obtaining permission first



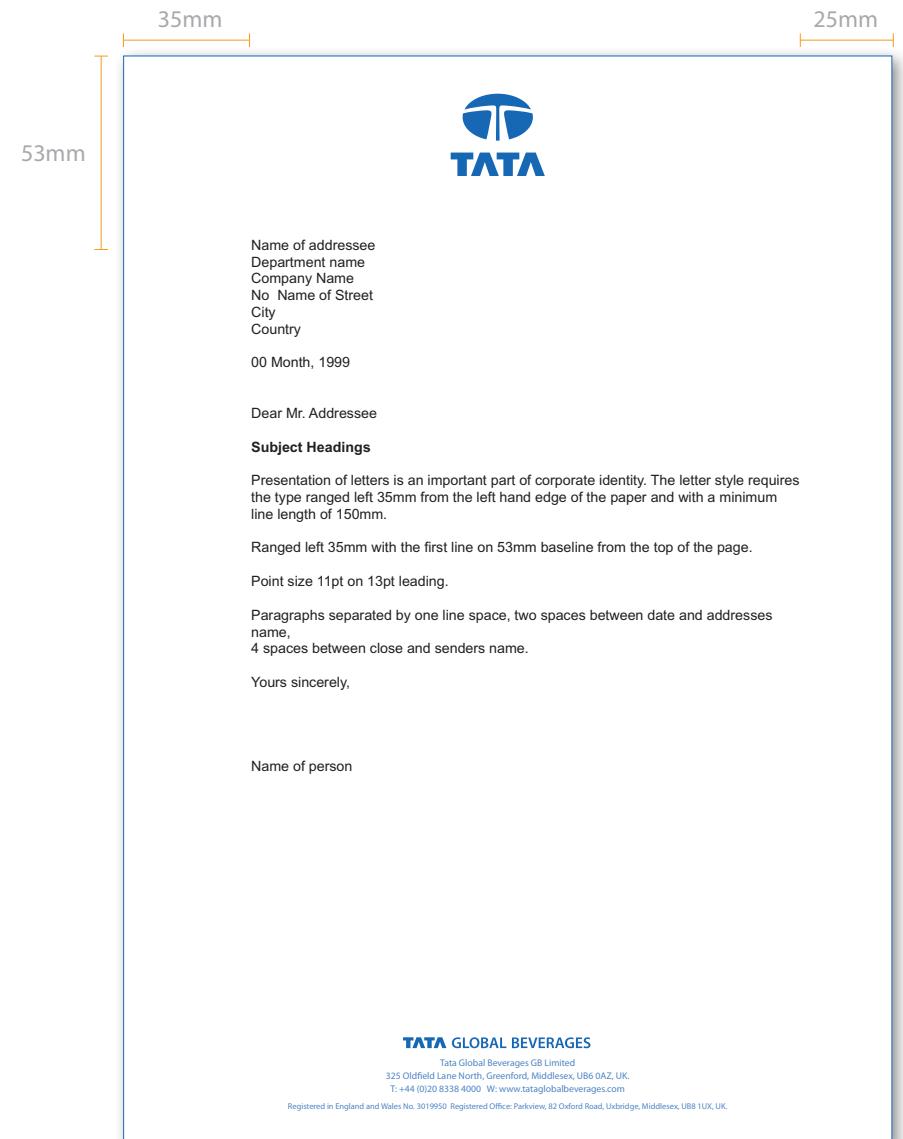
08.

Business materials

Corporate stationery – continued

External letterhead content layout

- The baseline of the name of addressee should be 53mm from top of page
- Body text set in Arial 11pt on 13pt leading
- Subject headings set in Arial Bold 11pt on 13pt leading
- All text should be left aligned, 35mm from left-hand edge of page
- Paragraphs should be separated by a line space and not indented
- Include two line spaces between the date and the addressee's name
- Include four line spaces between the sign off and the sender's name



A Word template is available on the source or from:
communication.team@tataglobalbeverages.com

Please DO NOT create new versions without obtaining permission first