

HCL STATIONERY GUIDELINES

The HCL logo is displayed in a bold, blue, sans-serif font. It is positioned on the right side of a thick blue horizontal bar that spans the width of the page.

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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.

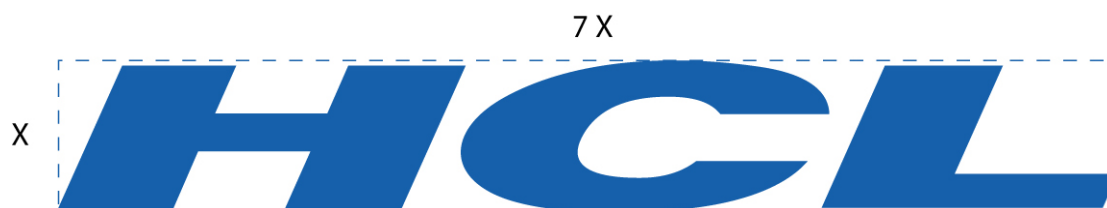
Brand Guidelines

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/. 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

HCL TECHNOLOGIES LTD.

A 10-11, Sector 3, NOIDA 201 301, UP, India.
T: +91 120 2538958, 2520917/937/997 F: +91 120 2526907
www.hcltech.com
www.hcl.in

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www.hcl.in

Abcdefg Uvwxyz
Illustrative Designation

HCL

HCL

HCL

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

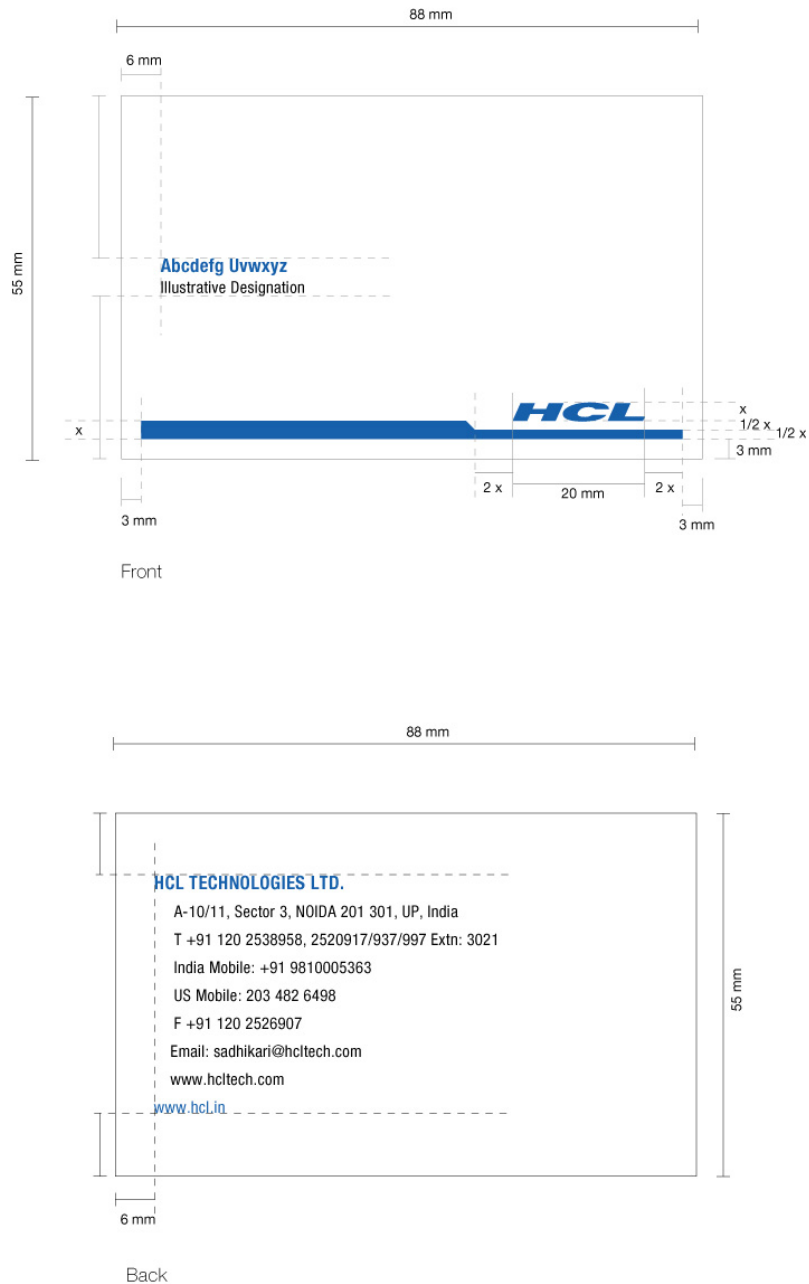
The stationery guidelines lend a consistent visual identity to letterheads, business cards and envelopes across the HCL Enterprise.

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).
- iv. The contact details must end with the enterprise website 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



- 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)

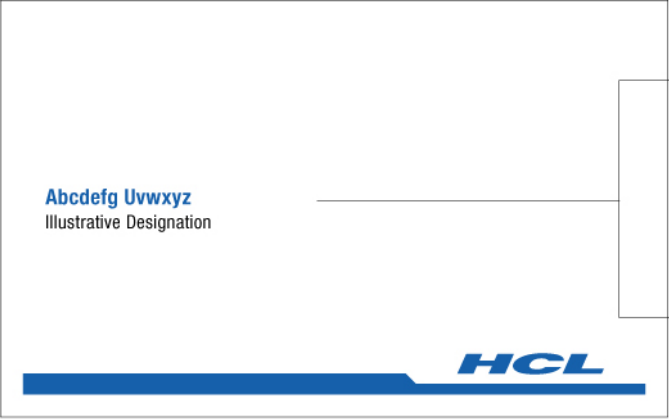
Font: Helvetica Neue
Variant: Company Name: 77 Bold Condensed
Variant: Designation: 57 Condensed
Font Size: Employee Name: 8pt
Font Size: Designation: 7pt
Colour: Name: Pantone 293
Colour: Designation: Black
Leading: 9pt
Kerning: 20pt



VISITING CARD (Back)

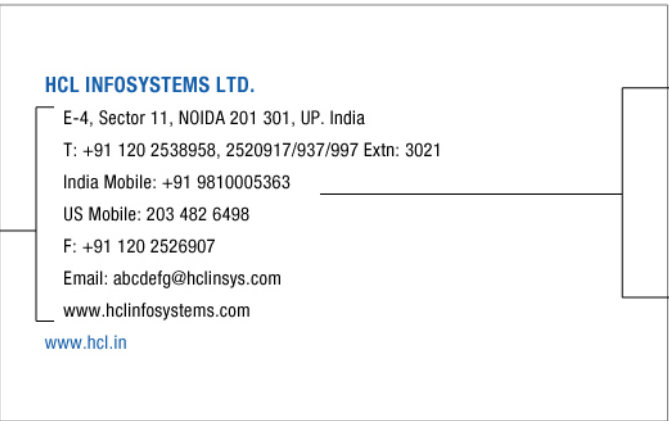
Font: Helvetica Neue
Variant: Company Name: 77 Bold Condensed
Variant: Address/Website: 57 Condensed
Font Size: Company Name: 8pt (All Caps)
Font Size: Website/Address: 7pt
Colour: Company Name/Enterprise Website: Pantone 293
Colour: Address/Email/Contact Details/Secondary Website: Black
Leading: 12pt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

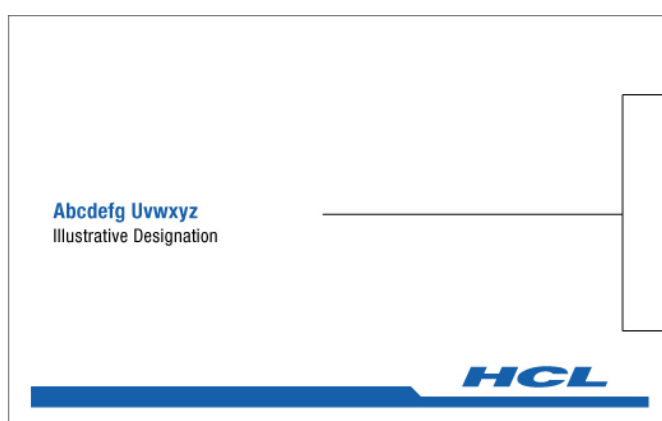


VISITING CARD (Back)

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

Left Indent: 7pt

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



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 (Front)



Left Indent: 7pt

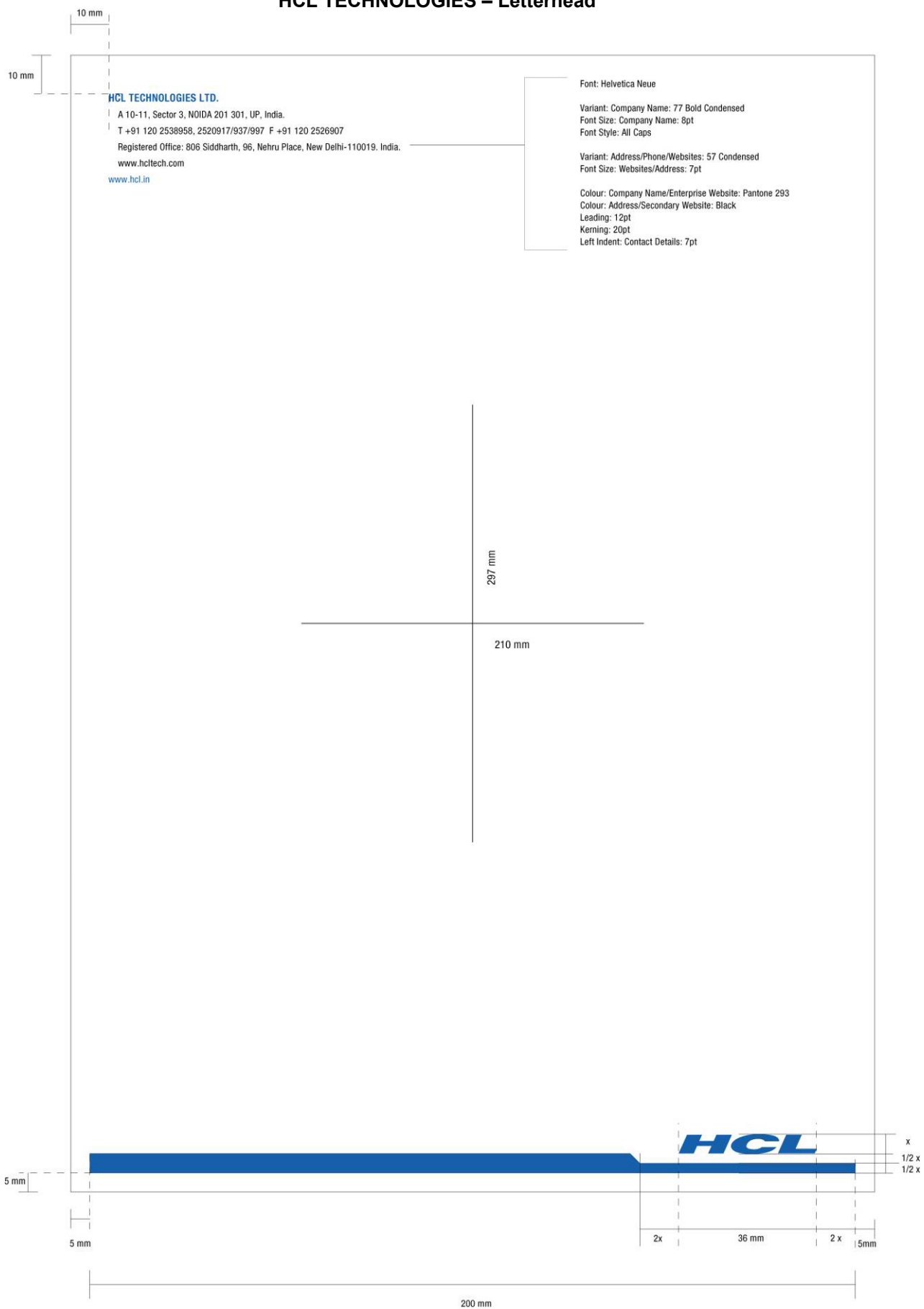
No indent for subsidiary descriptor

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

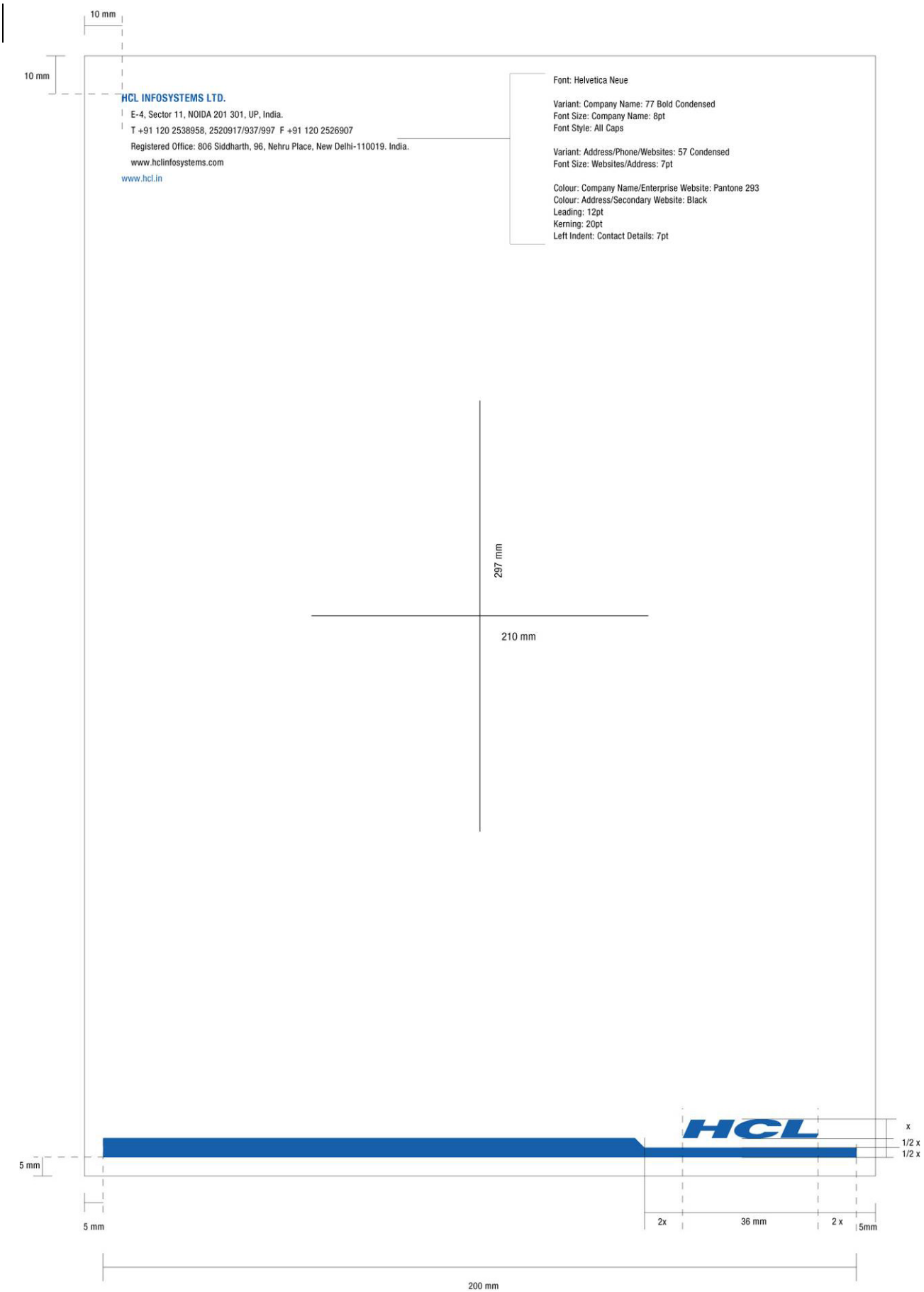
VISITING CARD (Back)

7. Letterheads

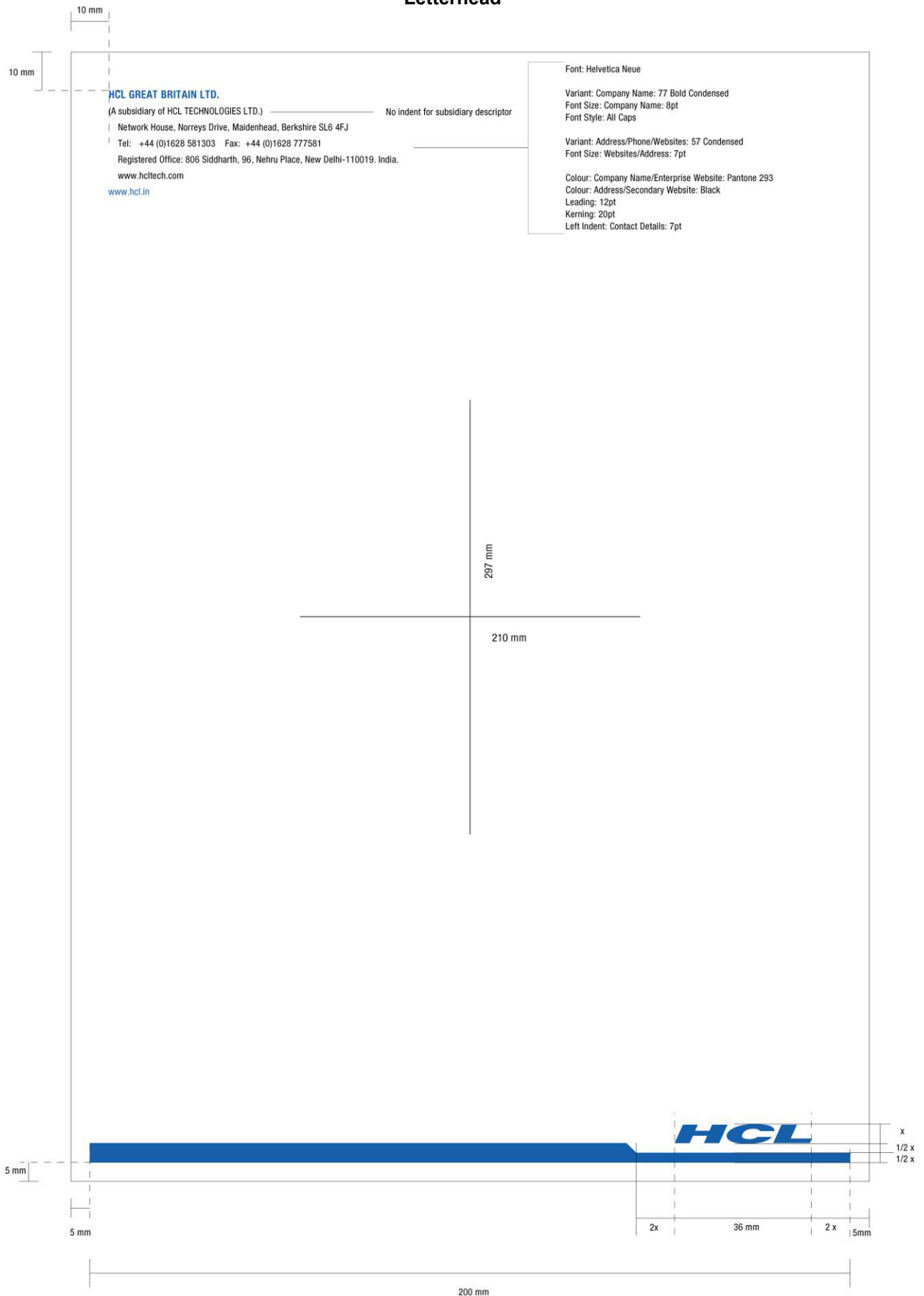
HCL TECHNOLOGIES – Letterhead



HCL INFOSYSTEMS – Letterhead



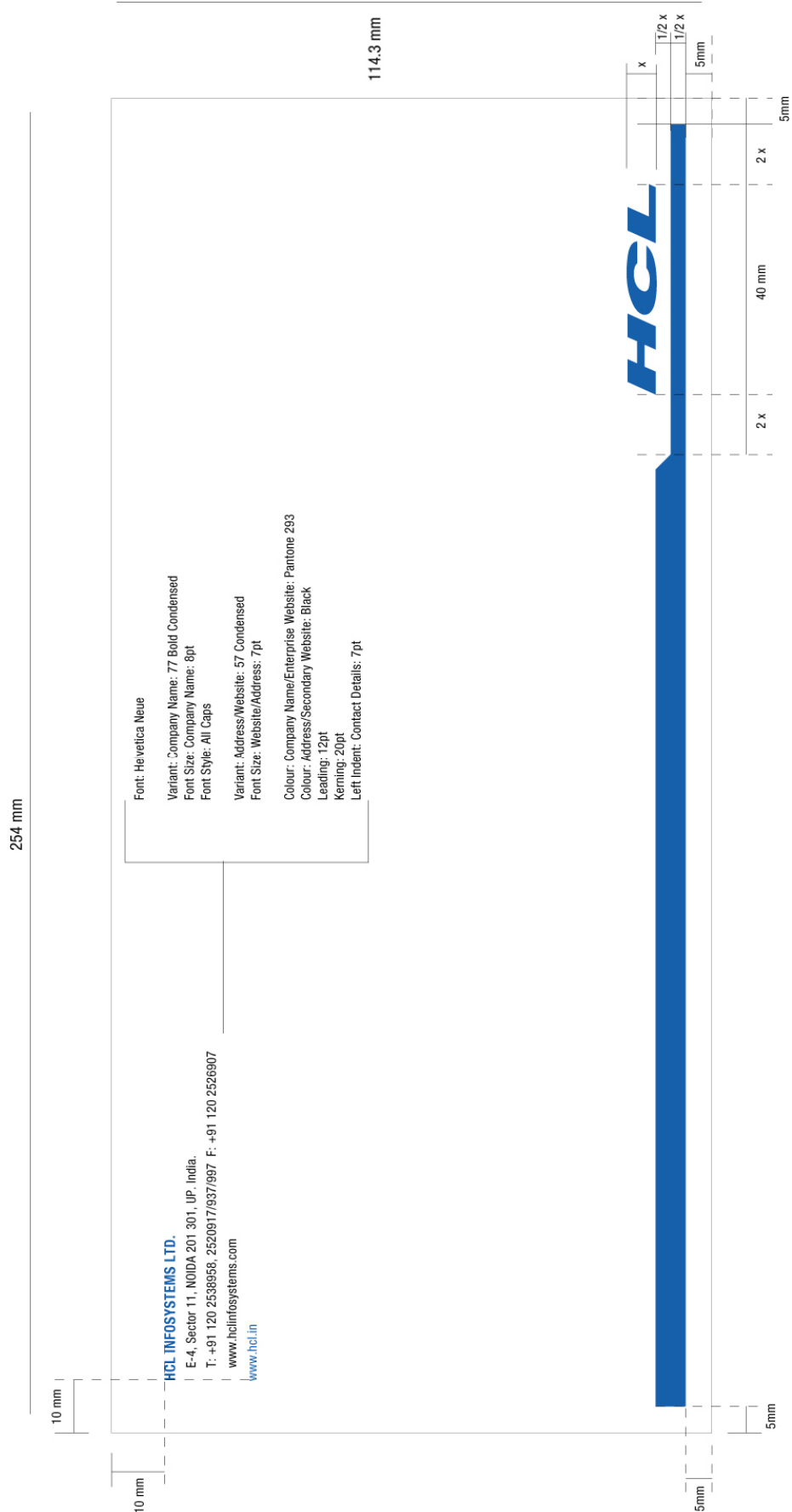
Wholly owned subsidiaries of HCL TECHNOLOGIES and HCL INFOSYSTEMS – Letterhead



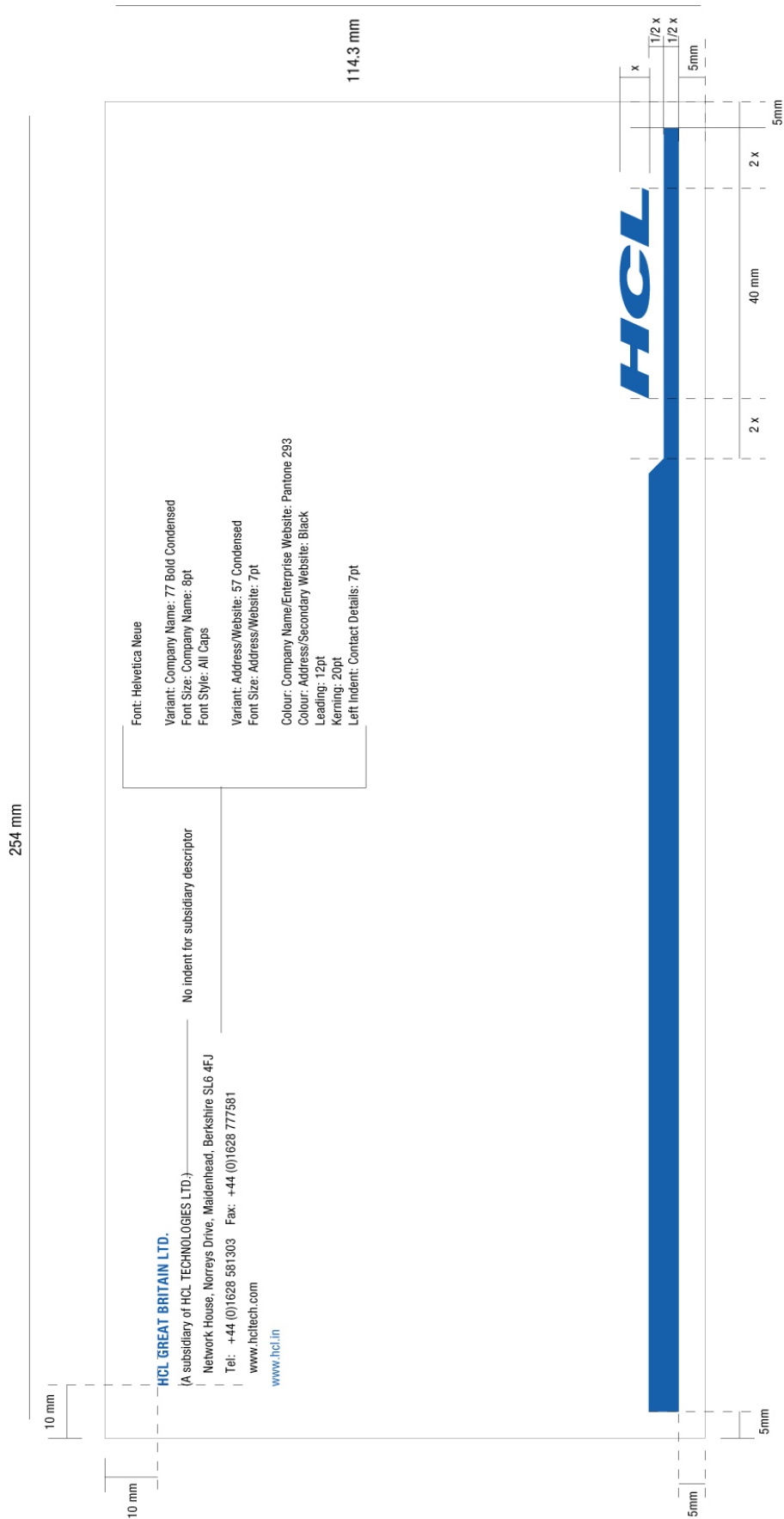
HCL TECHNOLOGIES – Envelope (Business)



HCL INFOSYSTEMS – Envelope (Business)



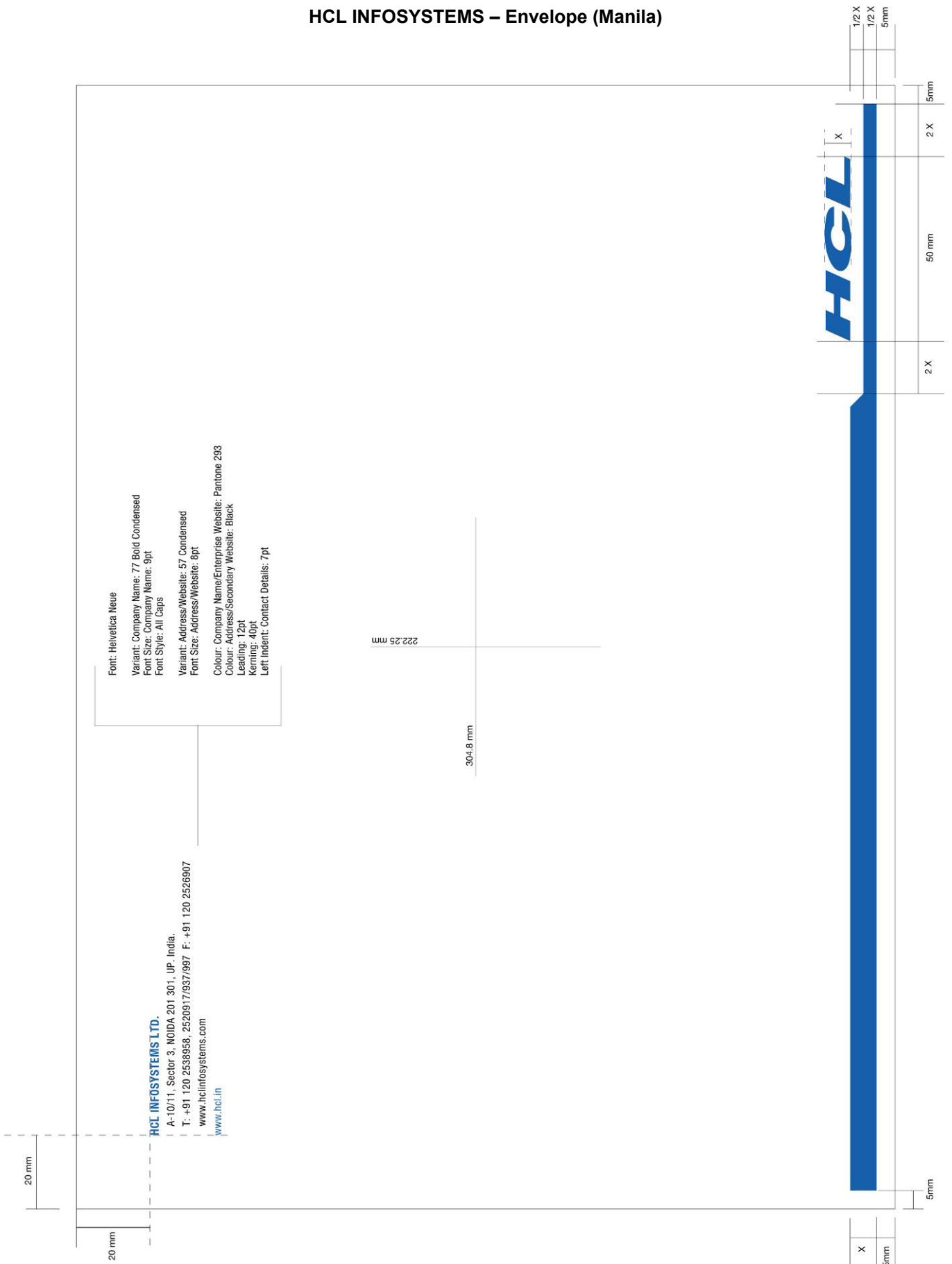
**Wholly owned subsidiaries of HCL TECHNOLOGIES and HCL INFOSYSTEMS –
Envelope (Business)**



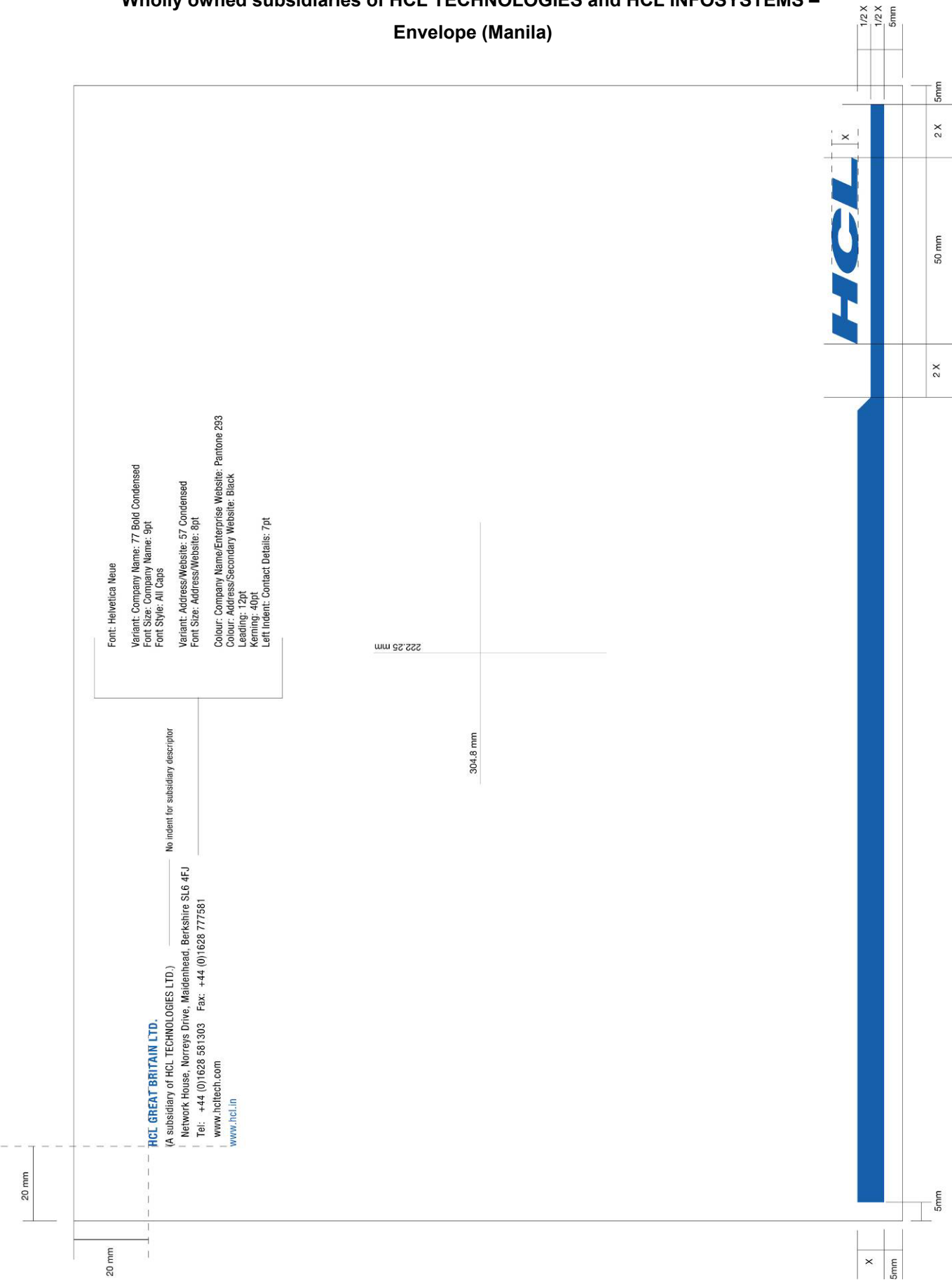
HCL TECHNOLOGIES - Envelope (Manila)



HCL INFOSYSTEMS – Envelope (Manila)



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



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). 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) and Mahalingam Sundararajan (mahalingams@hcl.in) with a CC to Saurav Adhikari (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/. 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.