

SOLAR S

Brand Guidelines

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The background features abstract, thin-lined geometric shapes in a medium blue color. These shapes include several overlapping rectangles of varying sizes, some with rounded corners, and a series of concentric, slightly irregular circles or swirls on the left side.

01

Brand Overview



BRAND IDEA

Power to Propel

BRAND PURPOSE

Leverage our collective capabilities to develop cutting-edge solutions that help create real momentum for our customer's businesses and their end-customers.

BRAND BELIEFS

- Going above and beyond in everything we do.
- Being enterprising and creating innovation at scale.
- Striking the right balance between experience and experimentation to unlock potential for our clients.
- Using the power of inclusion and diversity to ignite people's passion and inventiveness.

BRAND PERSONALITY

- Courageous
- Energetic
- Agile

The background features abstract, thin-lined geometric shapes in a medium blue color. These shapes include several overlapping rectangles of varying sizes and orientations, some with rounded corners, and several concentric circles or spirals on the left side.

02

Brand Voice

The Collaborative Entrepreneur

In the world of explosives, ammunition and science-powered solutions, that serve wide-ranging purposes, Solar comes across as a cornerstone of expertise, initiative and innovation.

An idea-creator, Solar pushes the envelope in developing products that propel its clients to truly shift the needle in their respective businesses.

Conscious about the role of its people in creating meaningful impact, Solar brings together its diverse people, to work collectively, nurturing their talents and skill. It harnesses the power of collaboration to work with clients, understanding their needs and delivering products promising world class reliability and results.

Powered by its strong desire to do more and do better, Solar works its way through resiliently in the face of any challenge, always willing to learn from its mistakes and going the extra mile, where others may not.

The Collaborative Entrepreneur

↓	People-focussed	↓	Passionate
	Thoughtful		Visionary
	Inclusive		Industrious
	Open		Courageous
	Approachable		Decisive
			Dependable
			Resolute
			Resilient

The Voice Persona

WE BEHAVE WITH

Integrity, confidence and focus

In the pursuit of truly shifting the needle in terms of results for our clients, we deliver what we promise.

With an astuteness and laser-sharp focus on creating solutions that strive to make a difference and achieve progress for many, we challenge the problems with courage and confidence.

WE SHOULD FEEL

Passionate, approachable

We draw people into our world, our journey, with the conviction of purpose – confident about who we are and what we are setting out to do.

Personable, collaborative and conversational in nature, we wear our expertise lightly.

WHAT WE SAY

Inspires energises

We understand that our purpose is in service of something greater – and that requires bringing people along with us, activating them.

We are innovators, looking towards new possibilities and ideas as true visionaries that create meaningful impact.

Voice principles of being the Collaborative Entrepreneur

These are guiding principles that convey the behavioral intent for our voice. A writer can discretionarily use these to guide their writing at different points of interaction for the brand.



Be Inviting



Be Inspiring



Be Authentic



Be Enabling
and
Encouraging

Brand Voice Principles

Be Inviting

Creating conversations that appeal to stakeholders. Our goal is to invite them into Solar's vision and purpose. The brand here uses an informed, down-to-earth tone for engaging its audiences and drawing them into Solar's world.

Brand Voice Principles

We always will:

- Be energetic and positive, speaking in a self-assured way.
- Be thoughtful. Make people feel important. Value their thoughts and opinions.
- Engaging people while establishing interesting conversations about what Solar does and the impact it creates.
- Be approachable, clear.

We will never:

- Sound arrogant in anyway or come across as unprofessional, aggressive.
- Be irreverent, or passive. Use long-winding sentences, resulting in the audience losing interest.

We may consider:

- Showcasing stories of what Solar does and how it does it, in a way that makes it easier for varied target audiences to understand Solar's world.

Brand Voice Principles

Be Inspiring

At Solar, we seek to be a thought-leader, inspiring action in the world, catalyzing a greater effort towards finding solutions that positively impact the business of our clients and the communities around us.

Brand Voice Principles

We always will:

Communicate the higher order purpose and impact of our vision or actions.

Talk about what makes us unique while being humble. Appreciate efforts and good intent, expressing our gratitude for the efforts being made.

Communicate our hunger for positive change. Try to be more than just an advertising message, enable the audience to do or learn something inspiring, informing.

We will never:

Compromise on being relevant.

Use a one-size-fits-all approach or talk down to anyone. Be overly lofty, use words that make us come across as supercilious.

Be mellow. If you are not excited about what you do, no-one will be.

We may consider:

Galvanising people around issues that we care about.

Using an expansive multi-pronged content strategy as a means of strengthening trust with varied audience sets.

For e.g. launch a dedicated opinion section on the website, create different stories around what matters to our vision, that appeal to the younger and older generation.

Brand Voice Principles

Be Authentic

At Solar, we are grounded in our integrity to walk the talk. Genuine in all our dealings, we maintain transparency in our efforts and communications.

Brand Voice Principles

We always will:

Be straightforward in our interactions. Maintain transparency in our communications, always open to a dialogue.

Take a stand based on what we believe is right. Never falter once we do.

Be clear and declarative, when addressing clients needs, concerns.

Leverage the legacy to drive the narrative around our credibility. Use real stories.

We will never:

Be vague or uncertain in our interaction with clients.

Make unrealistic promises or guarantee things we can't deliver on. Use shortcuts or take away from the rigour and diligence.

Hedge our statements with guesses and probabilities.

We may consider:

Providing alternative solutions, where needed, to clients that work better for them, from the standpoint of costs, technology, timing.

Be Enabling and Encouraging

Insightful and perceptive, Solar as an experienced brand makes every effort to inform, enable and support its customers and internal teams towards creating relevant momentum.

Brand Voice Principles

We always will:

Empower our audiences with knowledge.

Speak from being in our audience's shoes, wearing our expertise lightly.

Enjoy sharing our findings with others to help benefit everyone.

Providing practical facts and presenting them in an easily comprehensible way.

We will never:

Be authoritative or prescriptive.

Be caught up in hyperbole, never over-explain or exaggerate.

Be overbearing.

We may consider:

Try adding genuine value as we connect with clients across touchpoints in their journey with Solar.

Help create robust conversations across stakeholders around solving problems and producing solutions.

For example, Solar could provide client mentorship programs that help move the needle in a specific client's business vertical.

A library of words

**This is not a definitive or compulsory list of words or themes that the brand must use.
However, it can serve as a directional library for writing in the Solar brand voice.**

Advance systems	Empower	Power	Opportunity
Solutions	Enable	Tenacity	Creative
Cutting-edge	Committed	Determination	Dedicated
Future-forward	Certain	Bold	Ecosystem of solutions
Smarter	Assured	Will	Tangible
The operating standard	People-first	Belief	Transform
Industry best	Encourage	Brighter	Dependable
Passion	Explore	Reliable	Expert
Drive	Together		

Messaging themes

**This is not a definitive or compulsory list of words or themes that the brand must use.
However, it can serve as a directional library for writing in the Solar brand voice.**

We go the distance

Raising the bar

Always deliver precision, performance, perfection

Powering change

Enabling progress

Seek to look forward, into the future

Shaping the future together

We work harder because it matters

We take ownership, to see things through

Thinking of the next generation

Giving people the ability to do tomorrow what they can't do today

Sample 1: About Us

To evolve is to change. To change is to create something that wasn't there before. This is the remarkable power of the human mind. The ability to see things not as they are, but as they can be.

Every revolution in human civilization has come from such a leap of imagination. From the meeting of minds and the exchange of new ideas.

And we at Solar are poised to be the flagbearers of this revolution for the businesses we serve across the world. We are not here just to proactively deliver high performance products, but we're here to serve as gateways to the future.

At Solar, we harness the power of our creativity and our expertise, working together to create next-generation explosive devices, ammunition, specialty polymers and more. Solutions that propel progress for our clients and this world.

Always moving forward with energy, a sense of purpose to make a meaningful difference. We help businesses and their customers to stay ahead of evolving trends, of change, making progress everyday.

Sample 2: Social media post promoting a new set of offerings

Caption: Remarkable innovation. Real business results.

Body Copy:

Expand mining operations or optimise existing ones.

Enter new markets or lead in your current area. All while finding smarter ways to operate.

We work together with you to realize your ambition and create value beyond expectations.

Experience expert cutting-edge solutions from Solar for all your mining needs.

Sample 3: Emailer to create interest among prospective clients

Headline: Extend your reach. Explore new frontiers.

Body Copy:

Equip your infrastructure business with the benefit of deep domain expertise, operational excellence, leading technology in explosives and strategic capabilities.

Put them all to work as we chart a new course for your ambition.

Create extraordinary value with a partner who amplifies your performance, with enduring precision, everytime.

The background features abstract, thin-lined geometric shapes in a medium blue color. These shapes include several overlapping rectangles of varying sizes, some with rounded corners, and a series of concentric, slightly irregular circles or swirls on the left side.

03

Brand Identity

Identity

The creation of our logo is a story of inspiration and ingenuity. It takes flight from the dynamic shape of propeller wings, a symbol of continued progress and our brand's unique ability to uplift our teams and businesses we work with to greater heights. We call it 'Power to Propel', signifying our role as a catalyst in propelling individuals, businesses, and nations forward.

Our **logomark** takes inspiration from a propeller wings' design and cleverly integrates the letter 'S' suggesting 'Solar' while forming a concentric 'S' shape that emerges from the center, radiating outward like the sun's rays. This design choice captures the essence of perpetual growth and innovation.

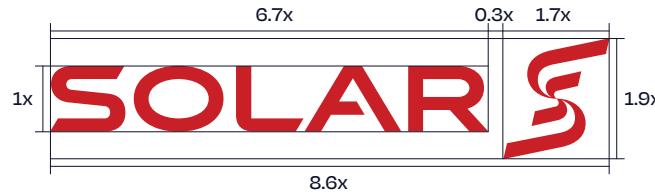
The custom extended **wordmark** is a blend of contemporary elegance and forward-thinking vision. The interplay of curved and chamfered edges adds weight and strength to our logo, drawing inspiration from the revered Indian swastika symbol, known for its auspicious connotations.

Our logo is more than a visual symbol; it's a **combination mark** that harmoniously embodies the very essence of our brand philosophy, guiding us towards a brighter future.



Proportion

The grid on the right shows the correct brand mark proportion. Always ensure to follow this throughout all brand touchpoints.



Clear Space

In order to ensure the prominence and legibility of the identity, a clear space around the identity is required at all times. The 'S' height of the wordmark 'Solar' equals '1x', and the clear space around all four sides of the identity is determined by '1x'.

The line surrounding the identity shown on the right indicates the clear space and is not meant to be printed. This invisible box should remain free from any other elements, such as imagery, typography and graphic elements.



Minimum Size

Figure A - Print shows the identity for print usage. This is the minimum size. The identity is scalable and there is no limit to the maximum size.

Figure B - Digital shows the identity for digital usage. This is the minimum size. The identity is scalable and there is no limit to the maximum size.

Figure A - Print



Figure B - Digital



Identity Usage

Shown here are the permissible background colours for our identity.

Identity on White background



Identity on Solar Red background



White Identity on Black background



Black Identity on White background



Main Identity Background Colours

It is only permissible to use the logo on these backgrounds.

Solar Red Identity on Trust Blue background



Solar Red Identity on Powder Blue background



Light Red Identity on Dark Red background



Solar Red Identity on Grey background



Misuse

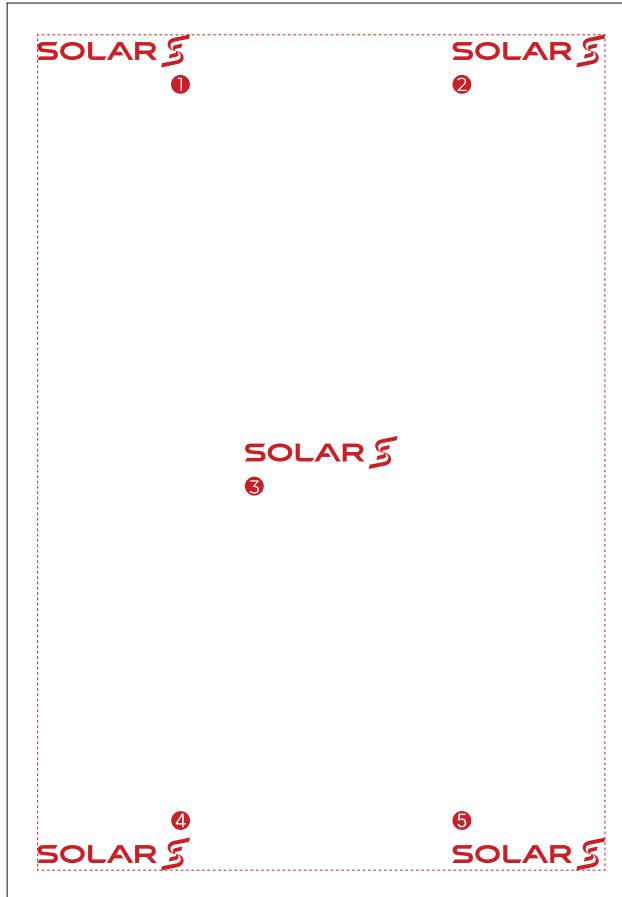
- ① Black Identity cannot be used on a Light Red background
- ② White Identity cannot be used on a Dark Red background
- ③ Powder Blue Identity cannot be used on a Trust Blue background
- ④ Black Identity cannot be used on a Powder Blue background
- ⑤ Powder Blue Identity cannot be used on a White background
- ⑥ Trust Blue Identity cannot be used on a Grey background



Identity Placement

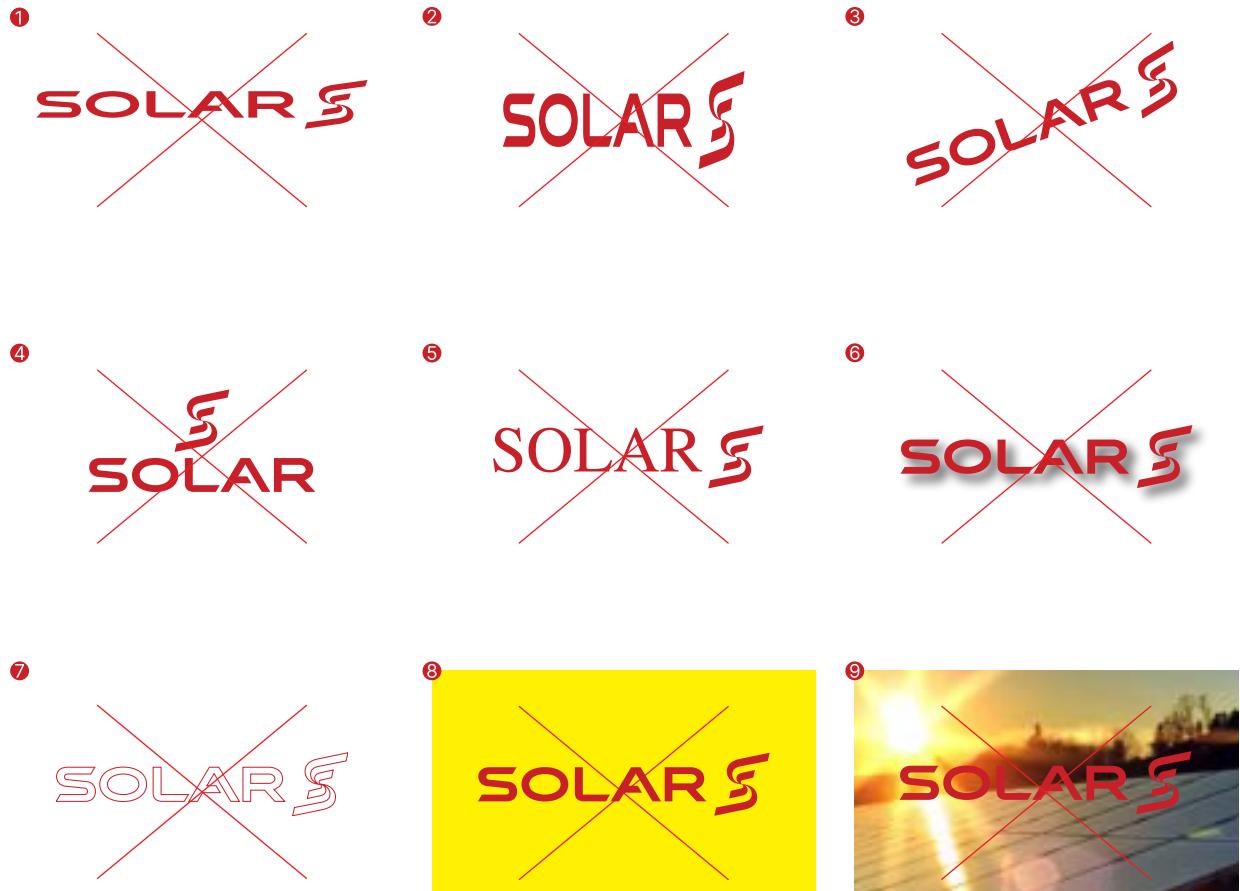
- ① Top left corner
- ② Top right corner
- ③ Centre of page
- ④ Bottom left corner
- ⑤ Bottom right corner

Note: In case of physical applications, do not place the identity on the bottom of the front-facing layouts. Always ensure that the identity is visible and prominent across major touchpoints – preferably at eye level or above waist level.



Misuse of Identity

- ① Do not distort the identity horizontally
- ② Do not distort the identity vertically
- ③ Do not rotate the identity in any angle
- ④ Do not re-arrange the identity
- ⑤ Do not use any other font style
- ⑥ Do not use any special effect
- ⑦ Do not create the outline version for the identity
- ⑧ Do not place the identity on colour backgrounds other than those specified in these guidelines
- ⑨ Do not place the identity on a photographic background which compromises its legibility



The background features abstract, thin-lined geometric shapes in a medium blue color. These shapes include several overlapping rectangles of varying sizes, some with rounded corners, and a large, stylized, multi-layered circle or swirl pattern on the left side.

04

Brand Tagline

Brand Tagline

'Power to Propel' serves as an impactful tagline for Solar that aligns with our brand's strength and legacy. This concise and impactful statement encapsulates our commitment to providing cutting-edge, high-performance products that propel industries forward. The term 'Power' signifies the transformative energy we bring to our clients' operations. 'Propel' emphasizes our dedication to propelling businesses to new heights, leveraging the force of innovation. This tagline aligns with Solar's core values of precision, safety, and efficiency, reinforcing our mission to be the dynamic force behind progress in the explosives and blasting solutions industry.

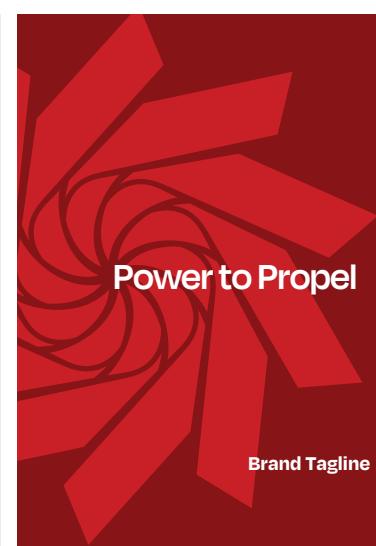
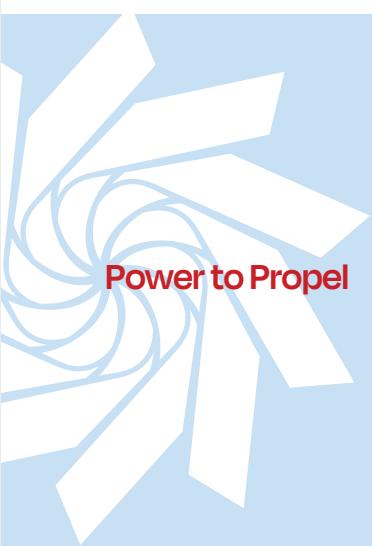
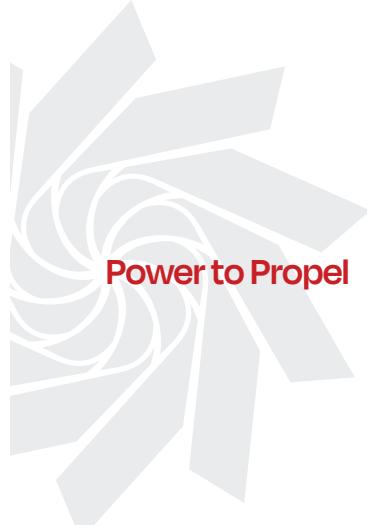
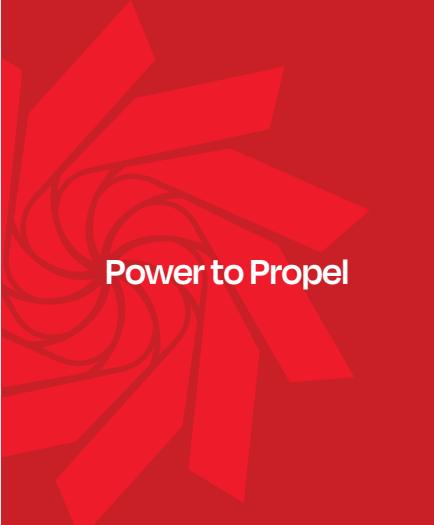
For impactful usage of the tagline, always use it along with the Chakra — which is a brand device. Please follow the placement and alignment shown on the right. This treatment helps us reinforce our tagline and for it to stand out in an effective manner.



Power to Propel

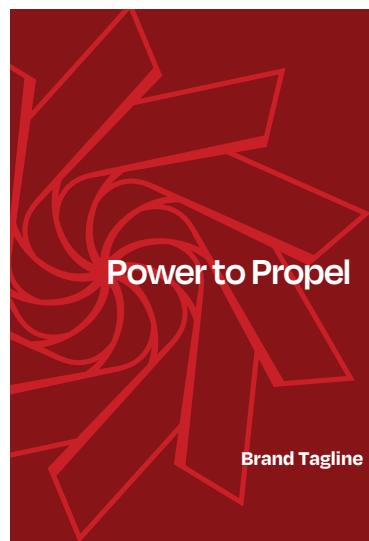
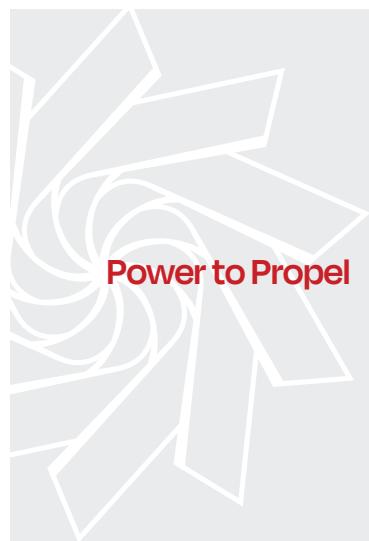
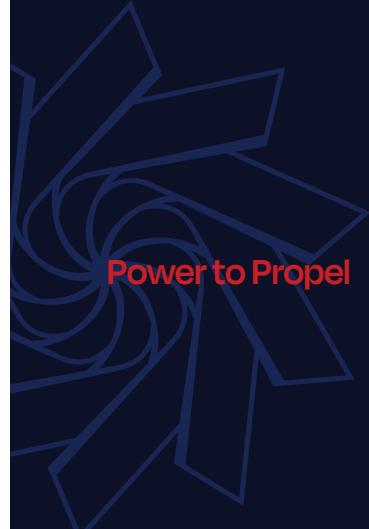
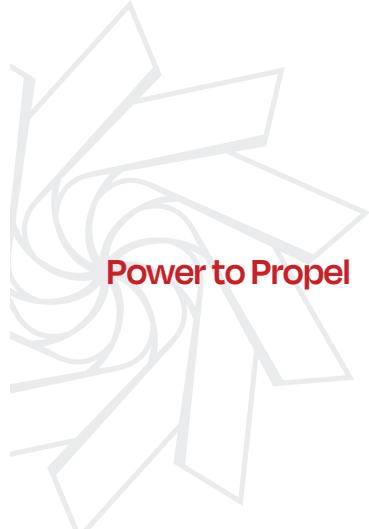
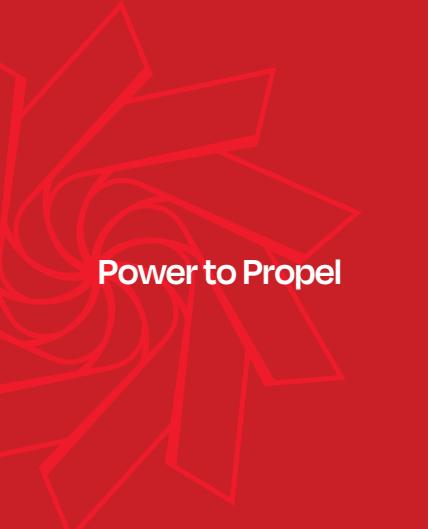
Background Colour Usage: Solid Chakra and Tagline

For precise application of the tagline on our solid Chakra, kindly adhere to the designated colour combinations provided on the right. This ensures a harmonious visual representation and maintains consistency with our brand identity.



Background Colour Usage: Outline Chakra and Tagline

For precise application of the tagline on our outlined Chakra, kindly adhere to the designated colour combinations provided on the right. This ensures a harmonious visual representation and maintains consistency with our brand identity.

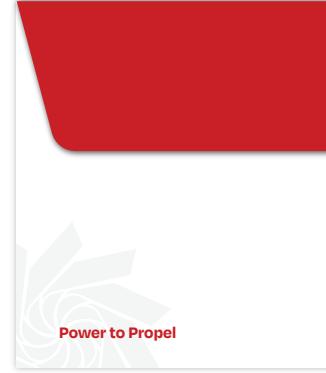


Tagline Usage: Applications

A tagline, akin to a slogan, conveys vital brand messaging, strategically placed on creatives for concise identity expression, engaging the market, and leaving a lasting, nuanced perception within the target audience.

Essential corporate materials such as business cards, letterheads, and envelopes integrate the tagline to foster a collective identity within the company. Simultaneously, it finds placement in external mediums like posters, hoardings, and print advertisements, fortifying brand presence and conveying our values effectively to the customer.

Strategically integrating the brand tagline is crucial; it mustn't clutter the design. While consistently present in key applications, discretion is warranted, especially in focused creatives. The emphasis lies in judicious deployment on collaterals to maximize impact, ensuring seamless integration into our design approach.



powerful explosives manufacturer, combining our extensive experience, expertise and potential founded on our years of experience in the Industrial Explosives segment, we have entered into Defence and setup one of the world's most integrated facilities for Ammunition.

We recognise the value you have added to this project by helping us realise the vision we have for Solar, now all we need is your support and good wishes. To commemorate the launch of our newest offering we invite you to join us for a celebratory event at Address: B18, Nagpur. The date of this event is 24th March 2023. We would be honoured to have your presence at this event.

Eagerly waiting for your supportive gesture and hope to see you soon.

Thanking you,

Regards,
Manish Nuwa

Power to Propel

Solar Industries India Limited
Solar House, Sector 18Chimti,
Kondhawali Road, Nagpur
Maharashtra 440023

solar@solargroup.com
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+91 732 683 4550

SOLAR S

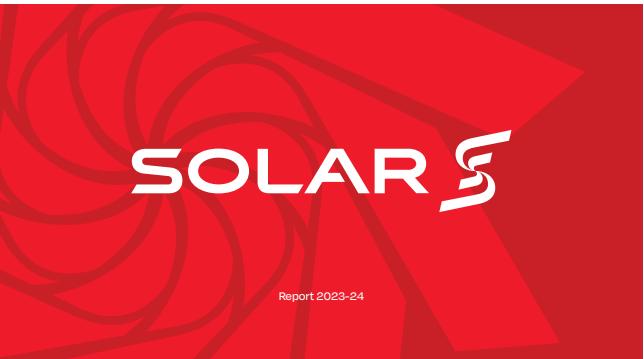
Fostering synergies and advancing businesses

Fostering synergies and advancing businesses on the path to success. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud.

Power to Propel

Tagline Usage: Exceptions

There are a few exceptions to the tagline usage. Please adhere to the guidelines mentioned on the right for correct application.



When to use and not use: In certain cases where the Chakra and logo need to be used together for an impactful brand presence or there is more content to be used on the slide, the tagline can be dropped



Size of the tagline with respect to the Chakra: Depending on the canvas size, density of content and layout adjustment — the size of "power to propel" can vary. Please make sure it is still impactful and is in proximity to the logo



Tagline disjoint from Chakra: In exceptional cases with layout restrictions, the tagline can be used separately, disjointed from the Chakra.

The background features abstract, thin-lined geometric shapes in a medium blue color. These shapes include various polygons and organic forms like swirls, all set against a dark navy blue background.

05

Colour Palette

Primary Colour Palette

Our primary color, "Solar Red", is a reflection of our rich legacy, strength, and unwavering passion. It harmoniously complements "Trust Blue," which signifies our brand's steadfast dependability and commitment to trustworthiness.

Solar Red

C 15 M 100 Y 100 K 5
R 205 G 0 B 30
Hex #cd001e
PANTONE 485 C

Trust Blue

C 90 M 80 Y 50 K 70
R 10 G 20 B 40
Hex #0a1428
PANTONE 532 C

Secondary Colour Palette

Solar Red
C 15 M 100 Y 100 K 5
R 205 G 0 B 30
Hex #cd001e
PANTONE 485 C

Our secondary colors play a crucial role in maintaining visual harmony and complementing our primary color palette. They contribute to our overall flexibility and diversity, enhancing our brand's visual appeal and versatility.

Trust Blue
C 90 M 80 Y 50 K 70
R 10 G 20 B 40
Hex #0a1428
PANTONE 532 C

Light Red
C 0 M 100 Y 92 K 0
R 245 G 0 B 40
Hex #f50028
PANTONE 2035 C

White
C 0 M 0 Y 0 K 0
R 255 G 255 B 255

Highlight Blue
C 100 M 94 Y 41 K 55
R 13 G 19 B 58
Hex #0d133a
PANTONE 2757 C

Dark Red
C 25 M 100 Y 100 K 35
R 135 G 0 B 0
Hex #870000
PANTONE 7622 C

Grey
C 8 M 5 Y 5 K 0
R 230 G 230 B 230
Hex #e6e6e6
PANTONE Cool Grey 2 C

Powder Blue
C 20 M 5 Y 0 K 0
R 195 G 220 B 250
Hex #c3dcfa
PANTONE 658 C

The background features abstract, thin-lined geometric shapes in a medium blue color. These shapes include various polygons and organic forms like spirals and swirls, all set against a solid dark navy blue background.

06

Brand Typography

Brand Display Font

In our brand's typography, we proudly feature 'Degular Display' a contemporary sans-serif typeface renowned for its exceptional functionality and distinctiveness. To ensure adaptability across various applications, we provide three distinct variations, promoting versatility and brand consistency.

Degular Display

Semibold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 (; : ? ! @ # \$ % & * -)

Brand Body Copy Font

In our brand's typography, we proudly feature "Degular Display," a contemporary sans-serif typeface renowned for its exceptional functionality and distinctiveness. To ensure adaptability across various applications, we provide three distinct variations, promoting versatility and brand consistency.

Degular

Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 (; : ? ! @ # \$ % & * -)

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 (; : ? ! @ # \$ % & * -)

Brand Font Hierarchy

- ① **Heading** : Regular Display - Semi Bold
(Sentence case)
- ② **Sub heading** : Regular - Bold
(Sentence case)
- ③ **Body copy** : Regular - Medium
(Sentence case)



① **Heading**

② **Lore ipsum is simply dummy text**

③ Lore ipsum is simply dummy text of the printing and typesetting industry. Lore ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing.

System Font

Montserrat is a free font that can be used only in cases where Degerular cannot be used or if someone doesn't have access to the font. It is reserved for specific instances such as external communications or client-facing PowerPoint presentations.

Note: Montserrat is a freely available Google font, which means you can use it without any licensing restrictions or fees.

Link: <https://fonts.google.com/specimen/Montserrat>

Montserrat

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 (; : ? ! @ # \$ % & * -)

Medium

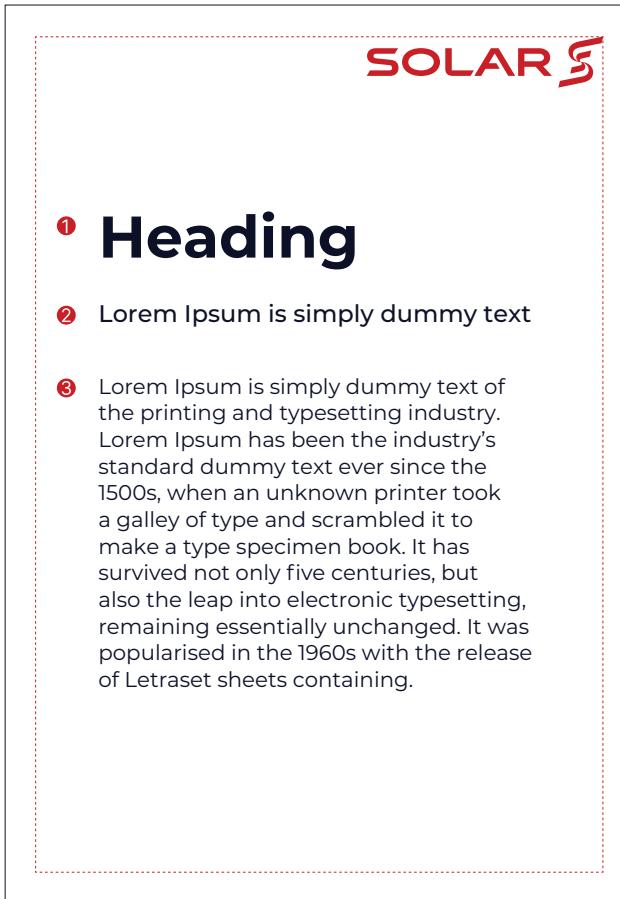
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 (; : ? ! @ # \$ % & * -)

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
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System Font Hierarchy

- ① **Heading** : Montserrat - Bold
(Sentence case)
- ② **Sub heading** : Montserrat - Medium
(Sentence case)
- ③ **Body copy** : Montserrat - Regular
(Sentence case)



The background features abstract, thin-lined geometric shapes in a medium blue color. These shapes include several overlapping circles of varying sizes, some rectangles, and a few triangular forms, all set against a solid dark navy blue background.

07

The Chakra

The Chakra: Concept

The Chakra, drawn from the inspiration of our logomark, serves as a visual element symbolizing Solar's brand vision. It embodies our steadfast commitment to perpetual growth and progress, aligning harmoniously with our core belief in propelling forward towards a brighter and more positive future.

The Chakra is one of our key brand assets and manifests itself in a flat/2D form as well as a 3D form.



Flat Chakra

The Chakra, drawn from the inspiration of our logomark, serves as a visual element symbolizing Solar's brand vision. It embodies our steadfast commitment to perpetual growth and progress, aligning harmoniously with our core belief in propelling forward towards a brighter and more positive future.

The Chakra is one of our key brand assets and manifests itself in a flat/2D form as well as a 3D form.

Red Chakra on White background



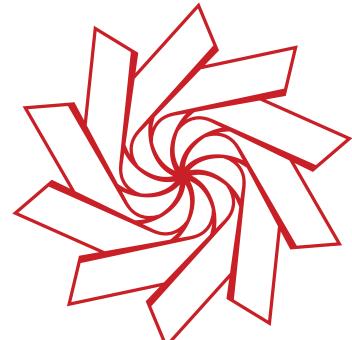
White Chakra on Red background



White Outline Chakra on Red background



Red Outline Chakra on White background



The Chakra

Permitted Colour Combinations

Other than the red and white usage these are the other permitted colour combinations for the Chakra usage.

Light Red Chakra on Red background



Grey Chakra on White background



Light Blue Chakra on Trust Blue background



White Chakra on Powder Blue background



White Chakra on Grey background



Red Chakra on Dark Red background



The Chakra

Permitted Colour Combinations

Other than the red and white usage these are the other permitted colour combinations for the Chakra usage.

Light Red Outline Chakra on Red background



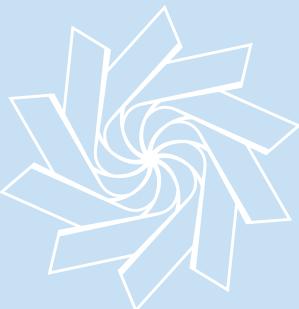
Grey Outline Chakra on White background



Light Blue Outline Chakra on Trust Blue background



White Outline Chakra on Powder Blue background



White Outline Chakra on Grey background



Red Outline Chakra on Dark Red background



The Chakra

Application Usage: Logo, Chakra and Copy

Please refer to the creatives on the right in order to understand usage of logo and type colour when used alongside a Chakra.



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Application Usage: Logo, Chakra and Copy

Please refer to the creatives on the right in order to understand usage of logo and type colour when used alongside a Chakra.

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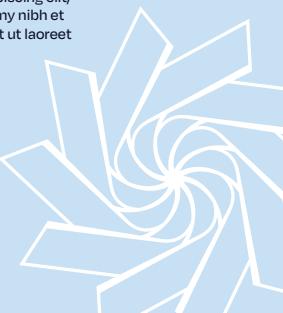
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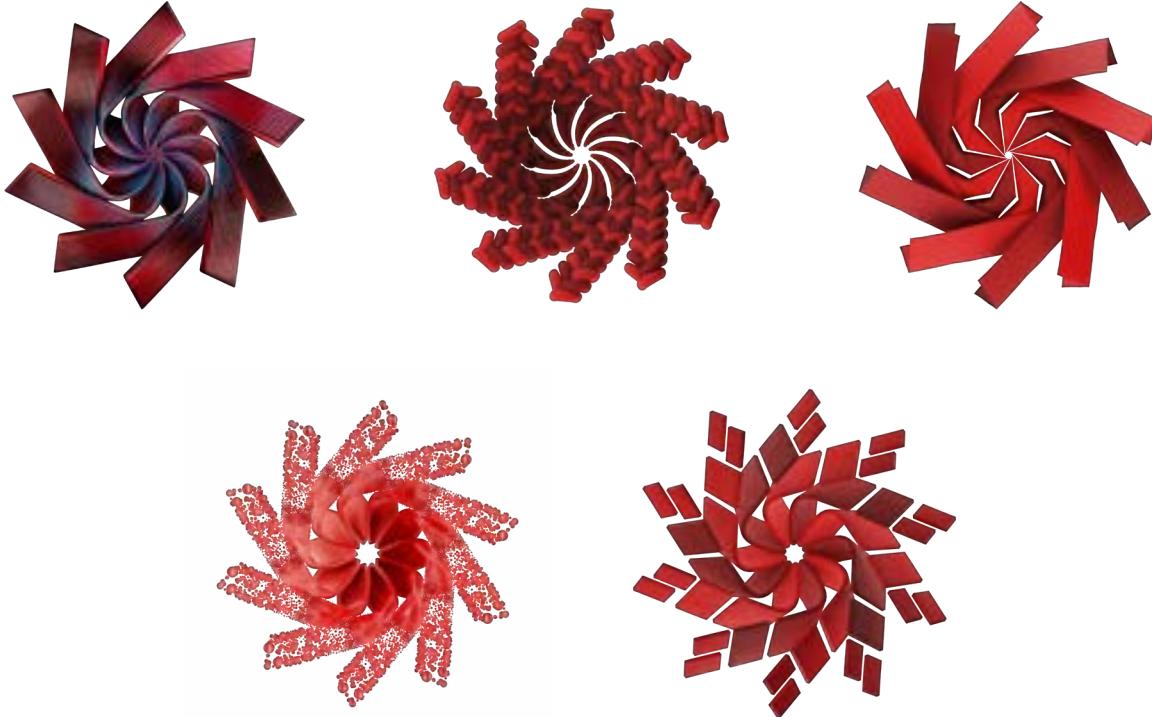
The Chakra

3D Chakras Overview

These five Chakras, representing our core pillars – Innovation, Future, Development, Community, and Partnership – symbolize the heart of our mission. Each Chakra is a key to unlocking a different facet of our vision for the future, each a blade that propels us and the world forward.

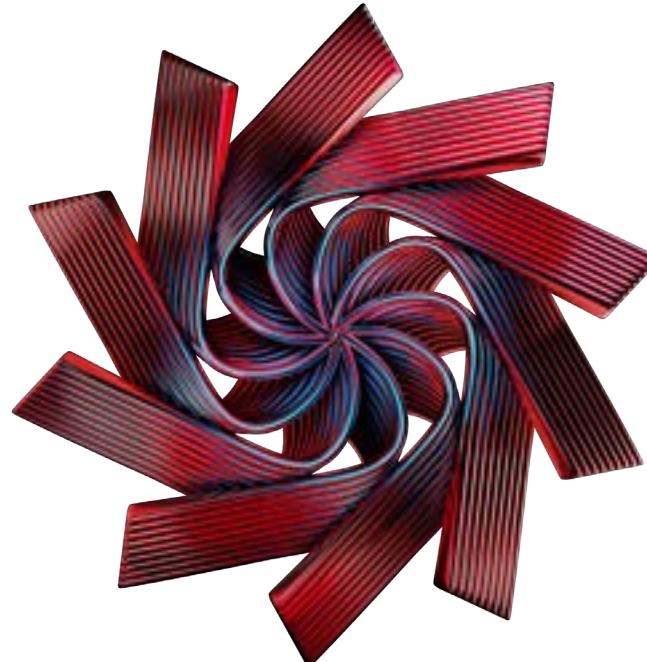
As a catalyst in our industry, we celebrate innovation, embrace foresight, build the infrastructure of tomorrow, nurture communities, and foster partnerships. These Chakras collectively echo our commitment to creating a brighter and more prosperous world, one where progress is not just a goal but a relentless force that drives us every day.

The Solar Industries Chakras encapsulate the energy, determination, and spirit that define us. They serve as a constant reminder of our role in advancing not only our business but also the people, enterprises, and nations we serve. With the “Power to Propel,” we are the force that propels progress, making our brand more than just a name – it’s a promise of a brighter future.



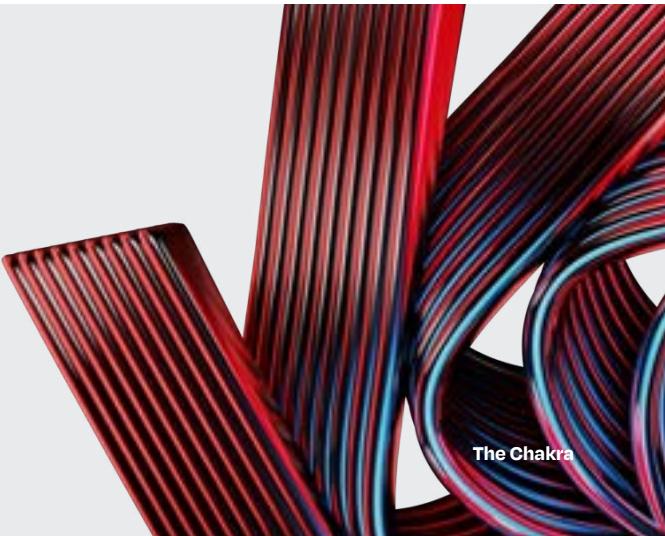
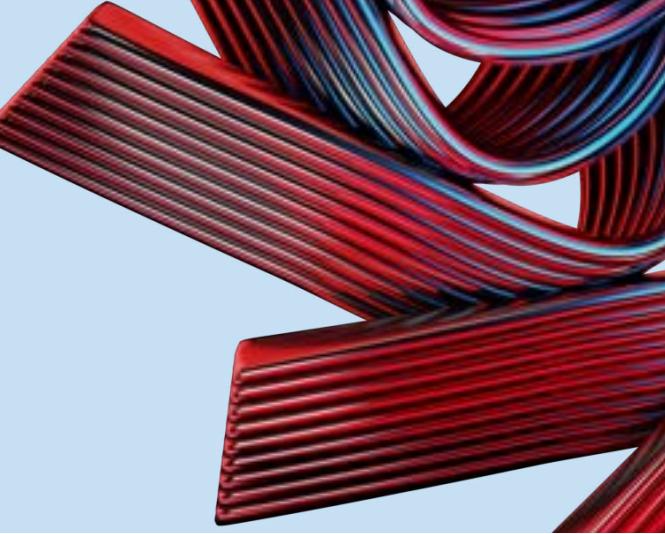
3D Chakras: Future

The Future Chakra serves as a beacon of inspiration, guiding Solar Industries towards a brighter and better tomorrow. Like a lighthouse illuminating the path ahead, this Chakra represents our dedication to long-term thinking and planning. It embodies our capacity to anticipate challenges and adapt to emerging trends. It is a symbol of foresight that reminds us that by planning today, we empower future generations to thrive and prosper.



3D Chakras: Future Cropping and Usage

The Future Chakra serves as a beacon of inspiration, guiding Solar Industries towards a brighter and better tomorrow. Like a lighthouse illuminating the path ahead, this Chakra represents our dedication to long-term thinking and planning. It embodies our capacity to anticipate challenges and adapt to emerging trends. It is a symbol of foresight that reminds us that by planning today, we empower future generations to thrive and prosper.



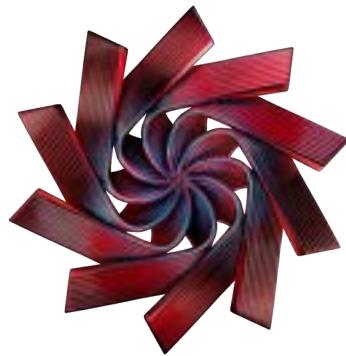
The Chakra

3D Chakras: Future Background Colour Usage

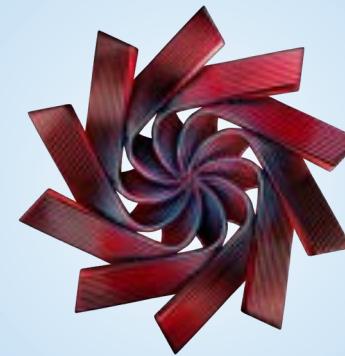
The Future Chakra can be used on the following backgrounds. Please note that the Chakra's are predominantly red in colour and must not be used on a red background.

Note: Use flat Chakra on red backgrounds if needed.

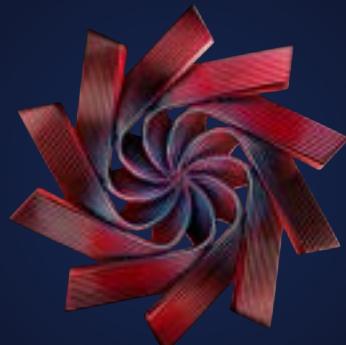
Future Chakra on White background



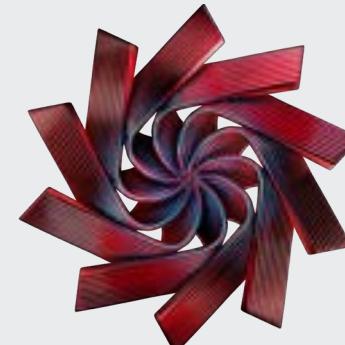
Future Chakra on Powder Blue background



Future Chakra on Trust Blue background



Future Chakra on Grey background



The Chakra

3D Chakras: Future Contextual Application Usage

Contextual usage of the Chakras is very crucial. In order to determine which Chakra is to be used on the creative, please refer to the copy being used. If the copy is pertaining to topics relating to future of the company then the relevant Future Chakra should be used.

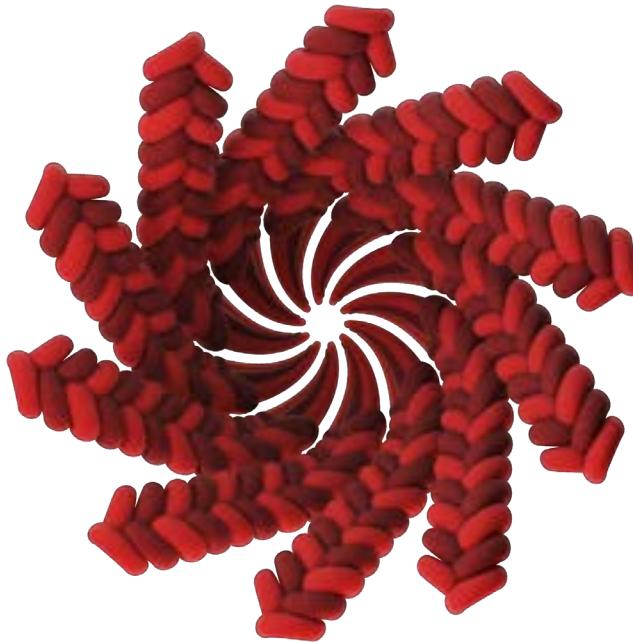
If there is no copy present on the creative then the correct Chakra to be used can be determined by where the creative is going to be placed e.g. research labs will have Innovation Chakra.

For in-general usage on branded material without any specific context, the Future Chakra can be used.



3D Chakras: Partnership

The Partnership Chakra embodies the spirit of collaboration and cooperation that defines Solar Industries. Like the interlocking weaves symbolize the interconnectedness of our global partnerships. It reminds us of the strength that comes from working together, forging alliances, and building synergies. With this Chakra, we celebrate our role as a catalyst for mutually beneficial relationships, creating a world where we all propel each other to success.



3D Chakras: Partnership Cropping and Usage

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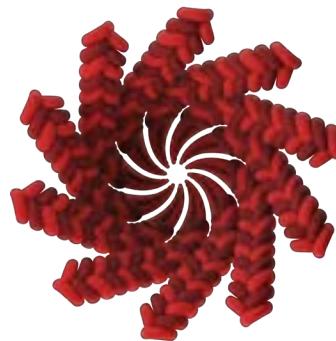


3D Chakras: Partnership Background Colour Usage

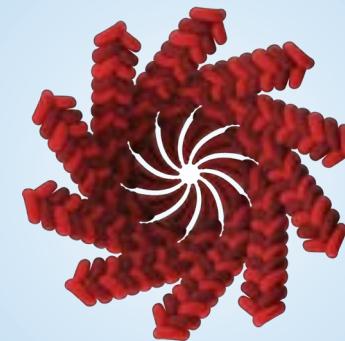
The Partnership Chakra can be used on the following backgrounds. Please note that the Chakra's are predominantly red in colour and must not be used on a red background.

Note: Use flat Chakra on red backgrounds if needed.

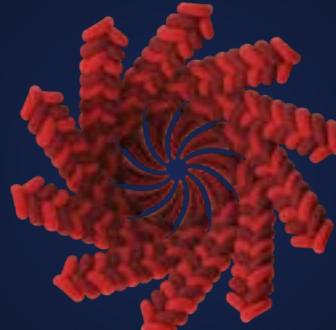
Partnership Chakra on White background



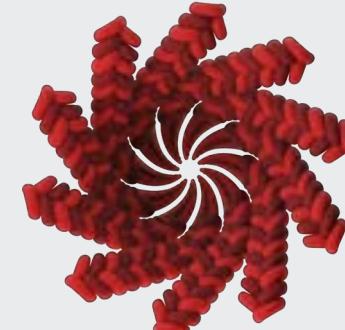
Partnership Chakra on Powder Blue background



Partnership Chakra on Trust Blue background



Partnership Chakra on Grey background



The Chakra

3D Chakras: Partnership Contextual Application Usage

Contextual usage of the Chakras is very crucial. In order to determine which Chakra is to be used on the creative, please refer to the copy being used. If the copy is pertaining to topics relating to future of the company then the relevant Future Chakra should be used.

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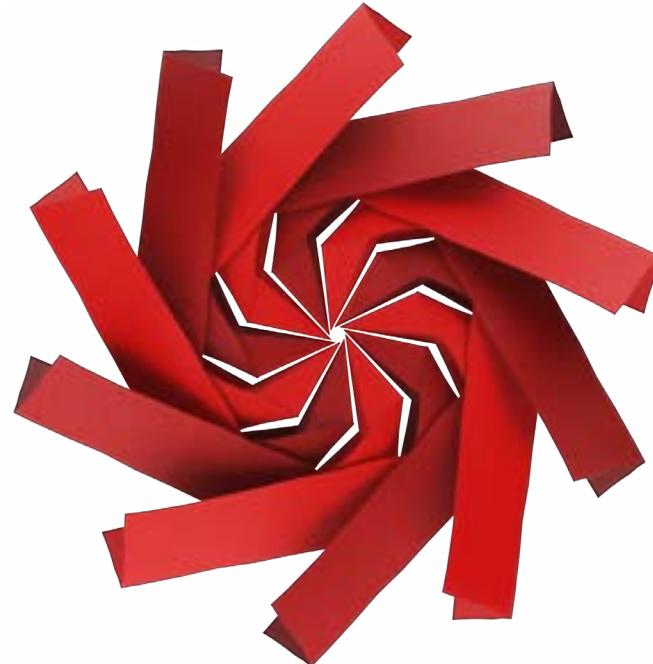
For in-general usage on branded material without any specific context, the Future Chakra can be used.



Our company places a high priority on fostering positive and cooperative relationships with all stakeholders through the establishment of long-lasting partnerships built on trust, loyalty, and social responsibility. Our focus is on meeting the changing needs of our customers, promoting transparency and sustainability within our business, and driving inclusive growth in the communities we serve. We have developed a robust ecosystem that empowers us to deliver on our commitment to creating value for all our stakeholders.

3D Chakras: Community

The Community Chakra reflects our deep-rooted belief in the importance of fostering strong relationships and creating a sense of belonging. Inspired by the wings of a pinwheel, this Chakra represents our dedication to nurturing the communities in which we operate. It signifies the positive impact we have on local economies, the environment, and the people whose lives we touch. With the Community Chakra, we proudly embrace our role as a responsible corporate citizen and a force for good.



3D Chakras: Community Cropping and Usage

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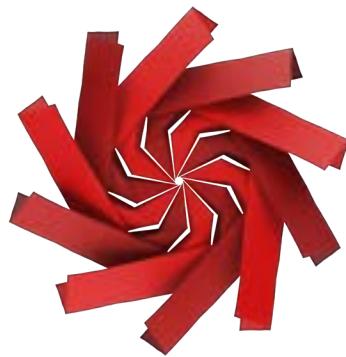


3D Chakras: Community Background Colour Usage

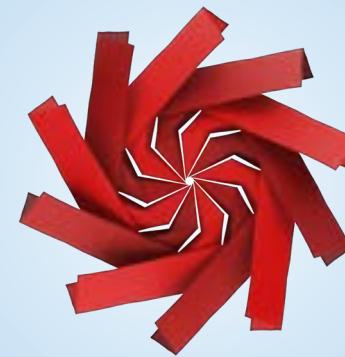
The Community Chakra can be used on the following backgrounds. Please note that the Chakra's are predominantly red in colour and must not be used on a red background.

Note: Use flat Chakra on red backgrounds if needed.

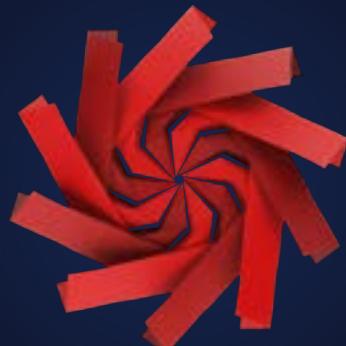
Community Chakra on White background



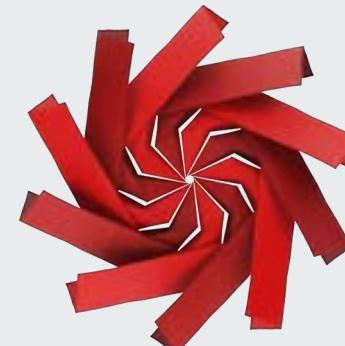
Community Chakra on Powder Blue background



Community Chakra on Trust Blue background



Community Chakra on Grey background



The Chakra

3D Chakras: Community Contextual Application Usage

Contextual usage of the Chakras is very crucial. In order to determine which Chakra is to be used on the creative, please refer to the copy being used. If the copy is pertaining to topics relating to future of the company then the relevant Future Chakra should be used.

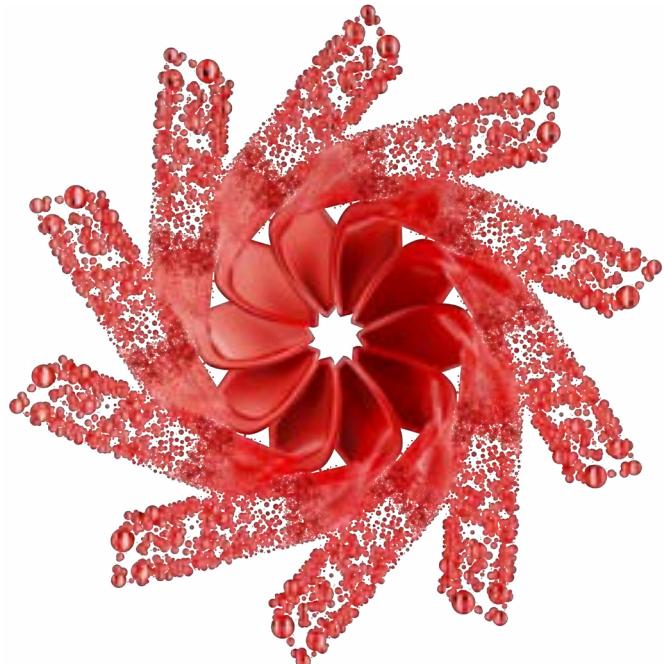
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For in-general usage on branded material without any specific context, the Future Chakra can be used.



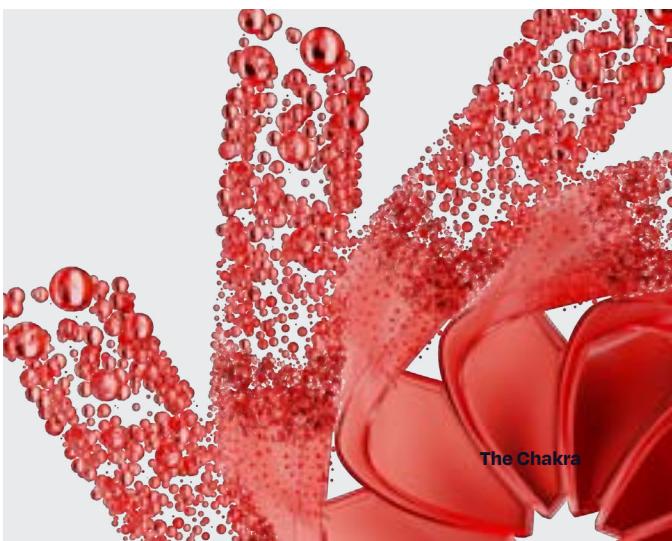
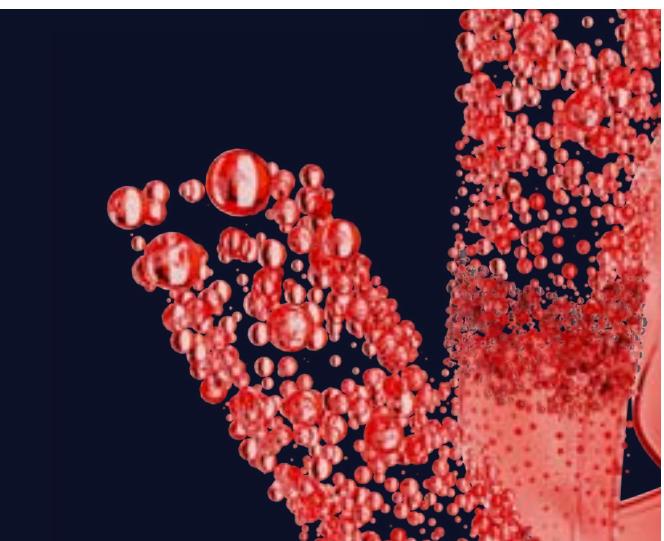
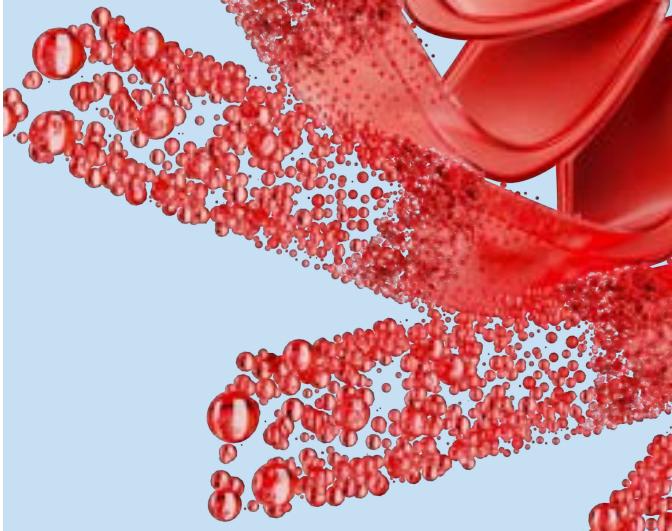
3D Chakras: Innovation

At the heart of Solar Industries' brand identity, the Innovation Chakra stands as a symbol of our unwavering commitment to pushing boundaries and exploring new frontiers. Inspired by minerals, atoms and molecules —this dynamic and visionary element embodies the spirit of innovation that drives our company forward. With the Innovation Chakra, we celebrate the power of ideas and the courage to pursue the uncharted. It serves as a constant reminder of our role as catalysts for change and progress in the explosives and blasting solutions industry.



3D Chakras: Innovation Cropping and Usage

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3D Chakras: Innovation Background Colour Usage

The Innovation Chakra can be used on the following backgrounds. Please note that the Chakra's are predominantly red in colour and must not be used on a red background.

Note: Use flat Chakra on red backgrounds if needed.

Innovation Chakra on White background



Innovation Chakra on Powder Blue background



Innovation Chakra on Trust Blue background



Innovation Chakra on Grey background



The Chakra

3D Chakras: Innovation Contextual Application Usage

Contextual usage of the Chakras is very crucial. In order to determine which Chakra is to be used on the creative, please refer to the copy being used. If the copy is pertaining to topics relating to future of the company then the relevant Future Chakra should be used.

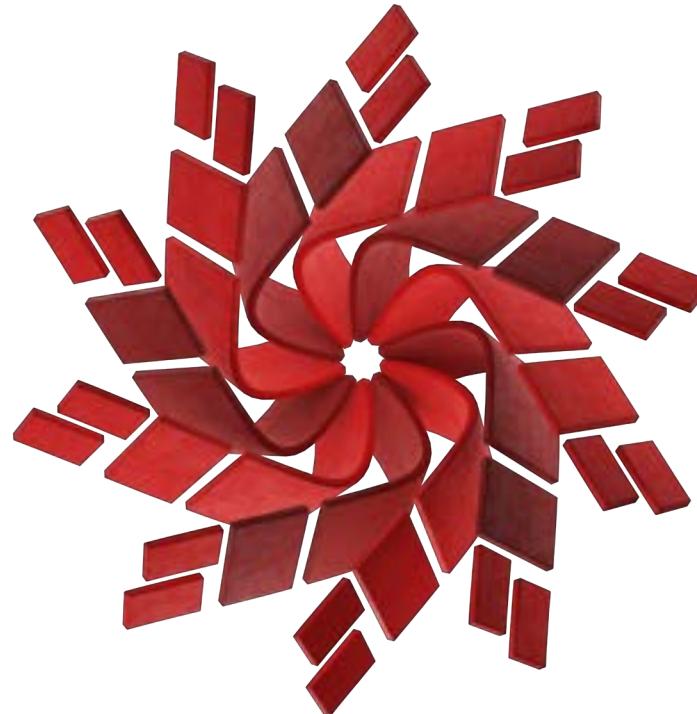
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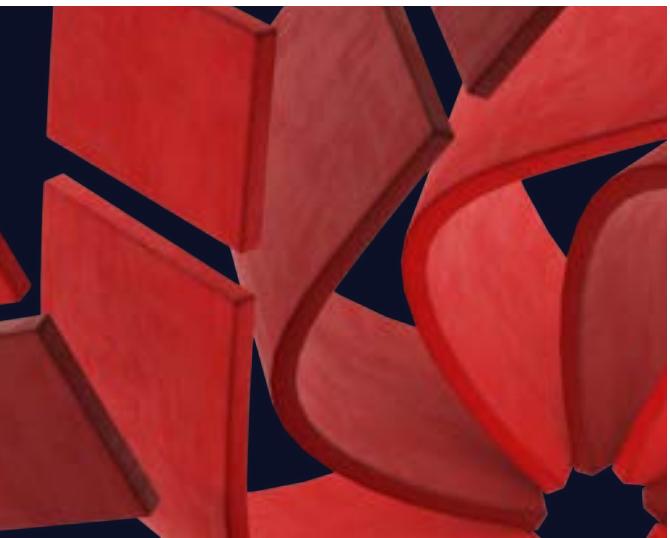
3D Chakras: Development

The Development Chakra symbolizes our commitment to building a strong foundation for progress and prosperity. Inspired by building blocks, it represents Solar powering growth and transformation in infrastructure projects around the world. This Chakra stands as a testament to our role as a key player in shaping the physical and economic landscapes of nations. With it, we reinforce our mission to provide explosive and blasting solutions that propel societies forward.



3D Chakras: Development Cropping and Usage

The Development Chakra symbolizes our commitment to building a strong foundation for progress and prosperity. Inspired by building blocks, it represents Solar powering growth and transformation in infrastructure projects around the world. This Chakra stands as a testament to our role as a key player in shaping the physical and economic landscapes of nations. With it, we reinforce our mission to provide explosive and blasting solutions that propel societies forward.



3D Chakras: Development Background Colour Usage

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Note: Use flat Chakra on red backgrounds if needed.

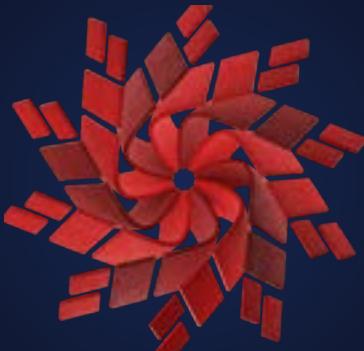
Innovation Chakra on White background



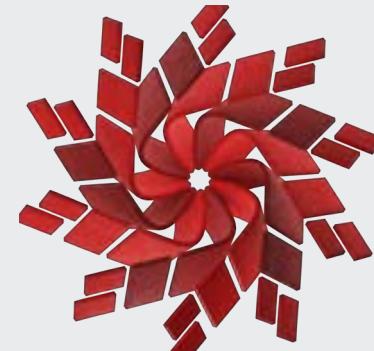
Innovation Chakra on Powder Blue background



Innovation Chakra on Trust Blue background



Innovation Chakra on Grey background



The Chakra

3D Chakras: Development Contextual Application Usage

Contextual usage of the Chakras is very crucial. In order to determine which Chakra is to be used on the creative, please refer to the copy being used. If the copy is pertaining to topics relating to future of the company then the relevant Future Chakra should be used.

If there is no copy present on the creative then the correct Chakra to be used can be determined by where the creative is going to be placed e.g. research labs will have Innovation Chakra.

For in-general usage on branded material without any specific context, the Future Chakra can be used.



The Chakra: Usage Styles

The Chakra can be used in various ways to keep the applications flexible and diverse. Given on the right are 4 distinct usages of the 2D and 3D Chakras that are permitted.

Option 1:
Flat Chakra on solid colour background



Option 2:
3D Chakra on solid colour background



Option 3:
3D Chakra interacting with cropped imagery on solid background colour



Option 4:
3D Chakra purposefully juxtaposed with contextual image



The Chakra Misuse

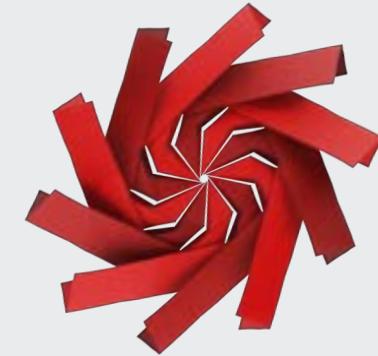
- ① Do not change the colour of the Chakra other than the options given in the guideline
- ② Do not change the orientation or angle of the Chakra
- ③ The Chakra should not be overly obstructed with an object overlapping it. Make sure in such cases atleast 50-60% of the Chakra is visible
- ④ Do crowd the layout with multiple Chakras. Use a contextual option impactfully

Note: These rules apply to both flat Chakra and 3D Chakra

①



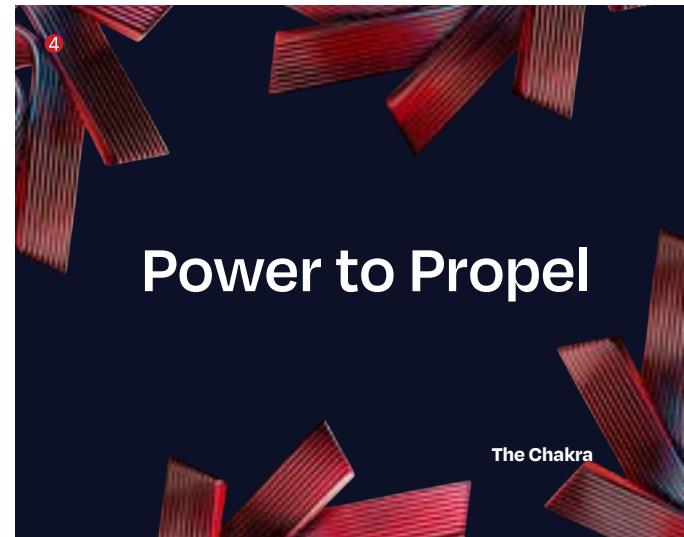
②



③



④



Power to Propel

The background features abstract, thin-lined geometric shapes in a medium blue color. These shapes include several overlapping rectangles of varying sizes and orientations, some with rounded corners, and a series of concentric, slightly irregular circles or spirals on the left side.

08

Brand Photography

Style Overview

Our photography captures the essence of Solar Industries with light and bright imagery. The absence of warm lighting accentuates the neutrality of the shots, allowing our brand colors to shine through vibrantly. The art direction is clear: embrace brightness and clarity to showcase our brand's core principles. Each photograph is a canvas where innovation, future, development, community, and partnership come to life in a brilliant spectrum of colors.



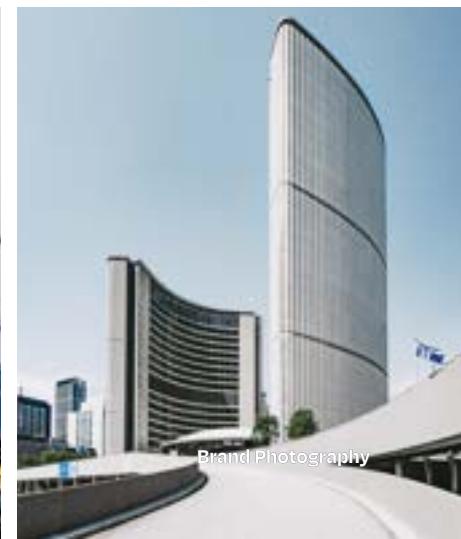
Photography Style: People

Our people are the heartbeat of Solar Industries. In candid moments, whether on-site, in the office, or through leadership portraits, we celebrate their dedication and authenticity. With every click, we aim to capture the faces behind our mission, individuals who bring our values to life. Whether they are looking at the camera or busy with work, the essence of who we are shines through their candid expressions.



Photography Style: Place

Our mining sites, offices, warehouses, and infrastructure speak volumes about our commitment to development. Through the lens, we showcase these spaces in their true light, highlighting the strength, precision, and impact they hold. The locations that embody our vision are depicted with the same neutrality that underscores our brand, allowing them to take center stage.



Photography Style: Product in Transit

Our products are on a journey, just as we are. Whether they're crossing seas or finding their way into warehouses, our photography captures these dynamic moments. Each shot represents the power and energy our products carry, as they move with purpose. The neutral and bright tones illuminate their significance, turning them into symbols of progress and reliability.



Photography Style: Product in Action

In our commitment to sensitivity, we showcase our products as tools of strength, protection, and development. Our explosives and blasting solutions are the backbone of progress, and in action, they signify not destruction but advancement. Through the lens, we celebrate the technology that powers drones, space satellites, fighter planes, and missiles, with a focus on their positive role in shaping a brighter future.



Photography Style: Impact

Our CSR activities are the heart of our commitment to communities, healthcare, defense, and sustainability. Through our impact photography, we shine a light on the lives we touch and the positive change we foster. These images represent the true essence of Solar Industries, where we not only propel nations forward but also extend a helping hand to those in need, with the same light, bright, and neutral tones that characterize our brand.



Photography Style: Editing Instructions

1. Adjust colour balance — cooler tones.
2. Adjust brightness
3. Highlight brand colours

Before



1. BEFORE settings on the colour balance and brightness/contrast

After



1. AFTER settings of edited image. Reduce the warmth to bring it to a neutral tone and bump up the brand colours like blue and red

Misuse of Photography

- ① Do not use overly warm photos.
Solar photography needs to maintain a clear light and bright tone with emphasis on the subject matter and the brand colours
- ② Sensitive usage of imagery in front-facing creatives is crucial especially when it comes to explosives and arms. They should always be portrayed as a sign of strength and protection or tools towards development
- ③ Do not use black and white imagery
- ④ Do not use images with a cluttered background



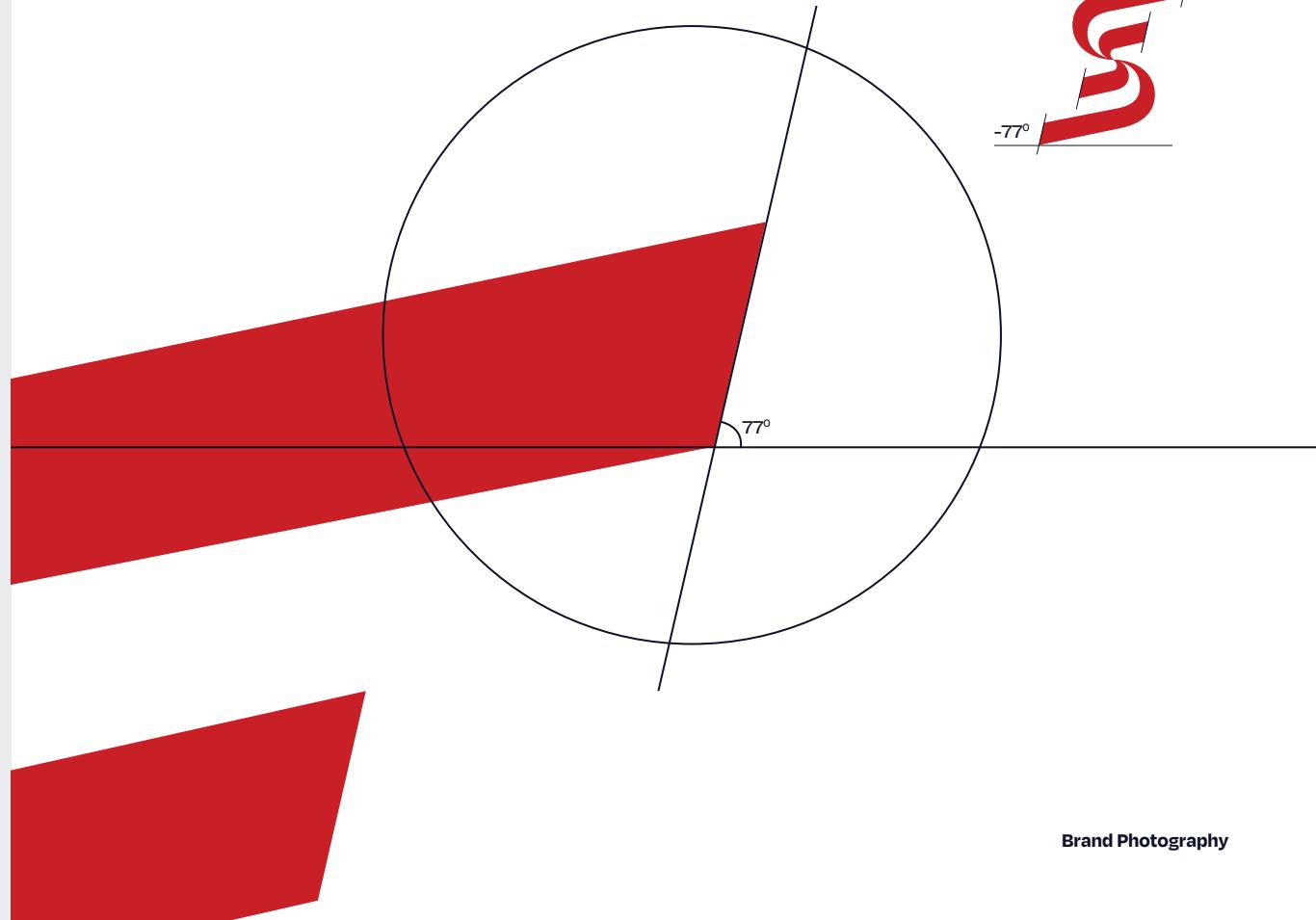
The background features abstract, thin-lined geometric shapes in a medium blue color. These shapes include several overlapping rectangles of varying sizes, some triangles, and a prominent spiral composed of concentric arcs. They are set against a dark navy blue background.

09

Brand Visual Language

Photography Style: Cropping Style 1

The angle at which we crop our images has been borrowed from our logomark. Please use only this angle to crop images.



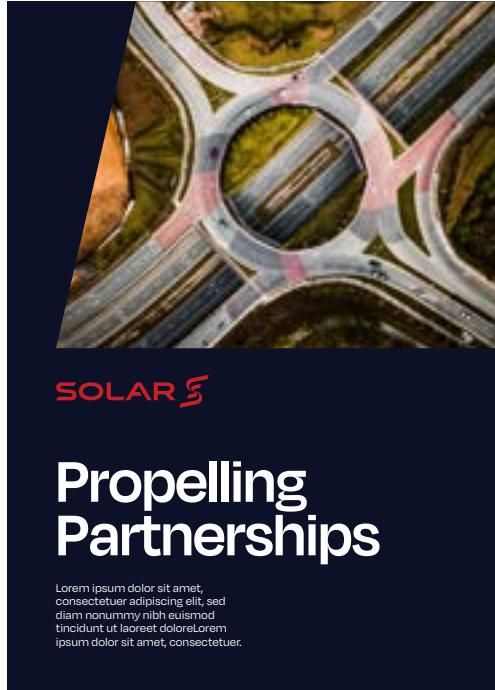
Photography Style: Cropping Style 1

Please refer to these examples as reference of how to crop imagery and use it on applications.



Photography Style: Cropping Style 1

Please refer to these examples as reference of how to crop imagery and use it on applications.



Photography Style: Cropping Style 2

The Juxtaposition Style is a creative technique that allows us to craft diverse visual compositions using the Chakra. In this approach, the Chakra is strategically placed alongside an image that directly relates to its context. This fusion of the Chakra and the image results in a unique and impactful combination, enriching our visual language.

Note: It is essential to ensure that the selected images feature a well-defined focal subject that seamlessly aligns with the boundaries of the Chakra, maintaining a harmonious and coherent visual presentation.

3D Chakra



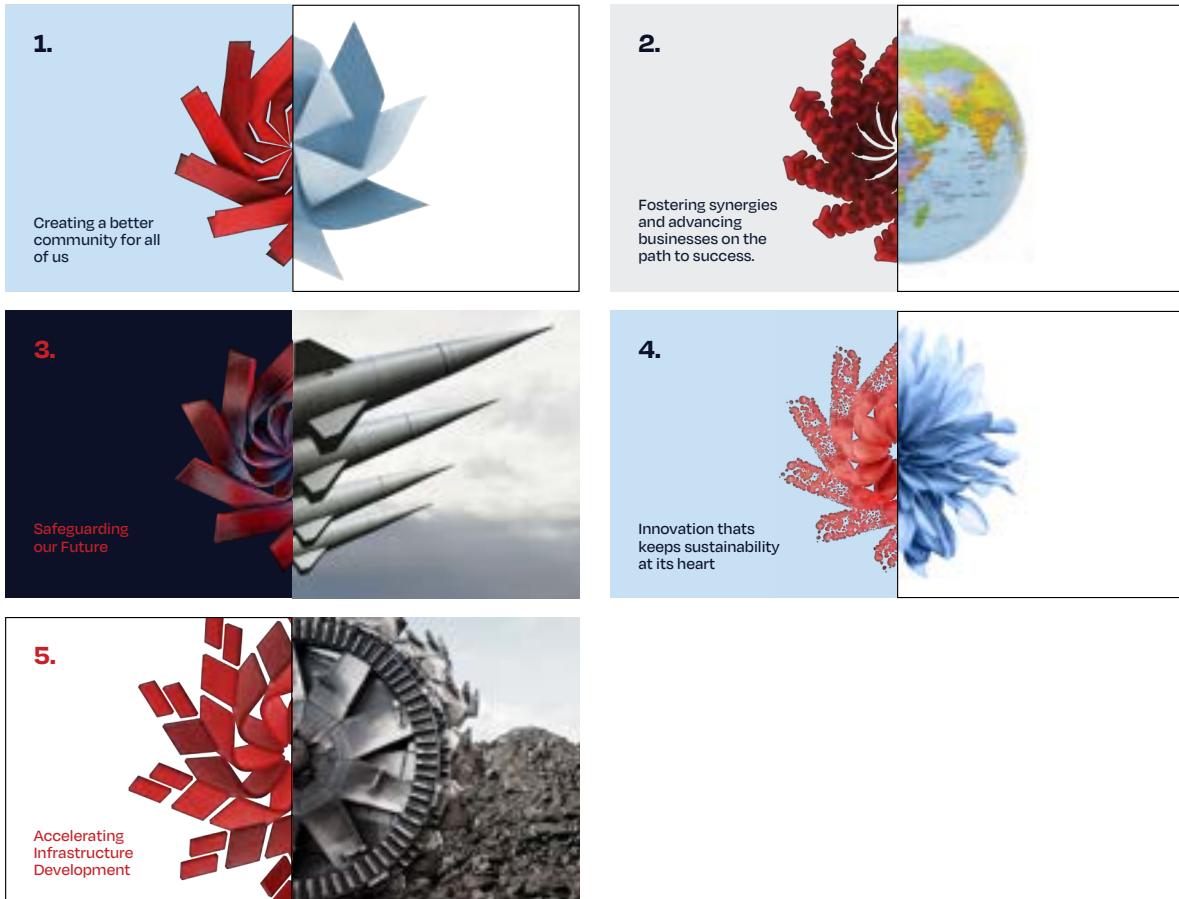
Flat Chakra



Photography Style: Cropping Style 2

The Juxtaposition Style is a creative technique that allows us to craft diverse visual compositions using the Chakra. In this approach, the Chakra is strategically placed alongside an image that directly relates to its context. This fusion of the Chakra and the image results in a unique and impactful combination, enriching our visual language.

Note: It is essential to ensure that the selected images feature a well-defined focal subject that seamlessly aligns with the boundaries of the Chakra, maintaining a harmonious and coherent visual presentation.



Photography Style: Cropping Style 3

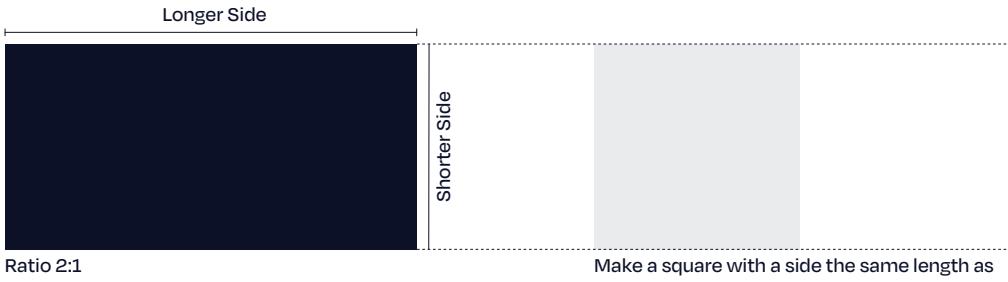
The Chakras can also be used to highlight certain cropped images. Shining as a beacon in conjunction to reinforce for our brand presence and create an impactful visual.



Visual Language: Grids and Margins

Please refer to the instruction on the right to set-up grids and margins for creatives.

Step 1



Step 2



Step 3



Place the two squares on any opposite edges of the canvas and draw a margin that meets both the vertices. This will give you the margin space for your canvas

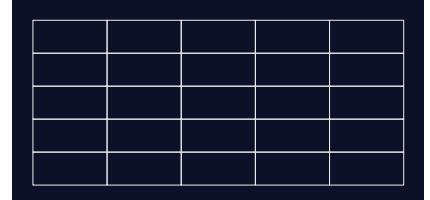
Visual Language: Grids and Margins

Please refer to the instruction on the right to set-up grids and margins for creatives.

Step 4

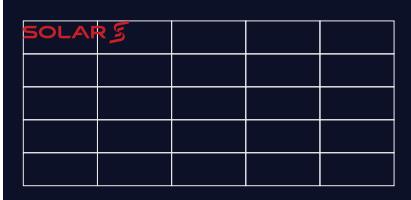


Ratio with 10% margins



Split the layout into a 5 x 5 grid for content placement

Step 5



Ratio 2:1



Based on the requirement and content density the logo can be anywhere between 35-75% of the shorter side

Step 6



Place the rest of the content and imagery using the grids as a guide

Visual Language: Grids and Margins

A few examples of how our grids can be used to create different versions of creatives.

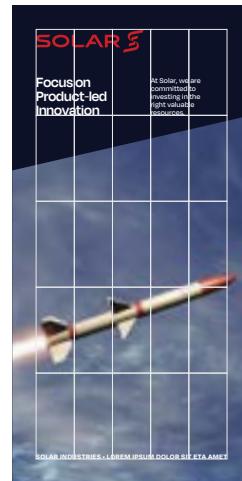
Logo is 65% of the shorter side



Logo is 45% of the shorter side



Logo is 45% of the shorter side



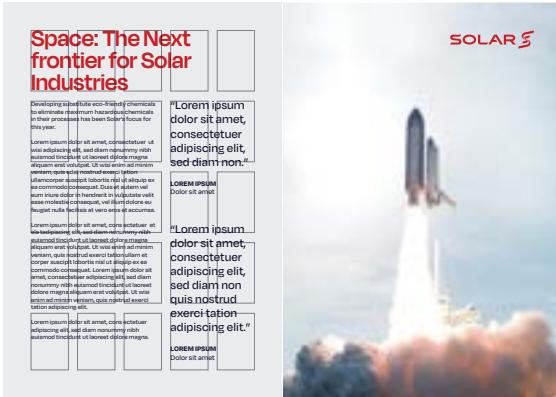
Logo is 75% of the shorter side



Visual Language: Grids and Margins

Magazine and publication usage: Gutter space can be added to the grids in order to create adequate space between columns.

For uses in publication and editorials where column wise distribution of text is required the grids can have gutter space that allows for sufficient spacing between two text columns

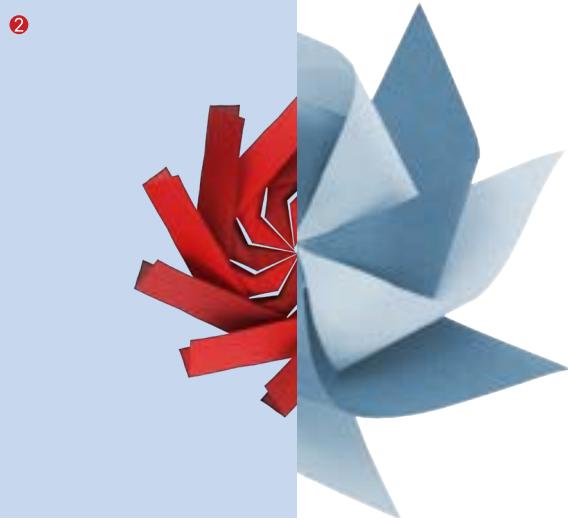


Gutter space should be atleast 35% of the margin



Visual Language: Misuse

- ① Usage of wrong angle for cropping image
- ② Juxtaposition Style: Image subject not aligning with the border of the Chakra
- ③ Do not use an image which covers more than 50% of the Chakra. Place the Chakra strategically for best visual harmony.
- ④ Do not use a Chakra that does not correspond to the content matter



④ Innovation
that's keeps
sustainability
at its heart



The background features abstract, thin-lined blue geometric shapes, including rectangles and spirals, arranged in a dynamic, overlapping pattern.

10

Brand Applications

Business Card



ID Cards



Visiter Lanyard

Letterhead



Leaflet



Press Docket



Envelope



Magazine Advertisement



Magazine Advertisement



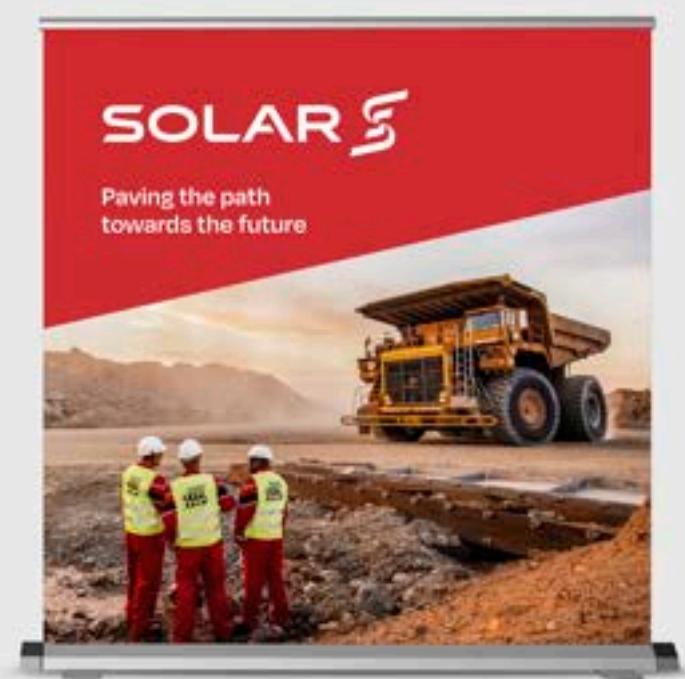
Corporate Media Backdrop



Corporate Backdrop



Corporate Backdrop



Corporate Backdrop



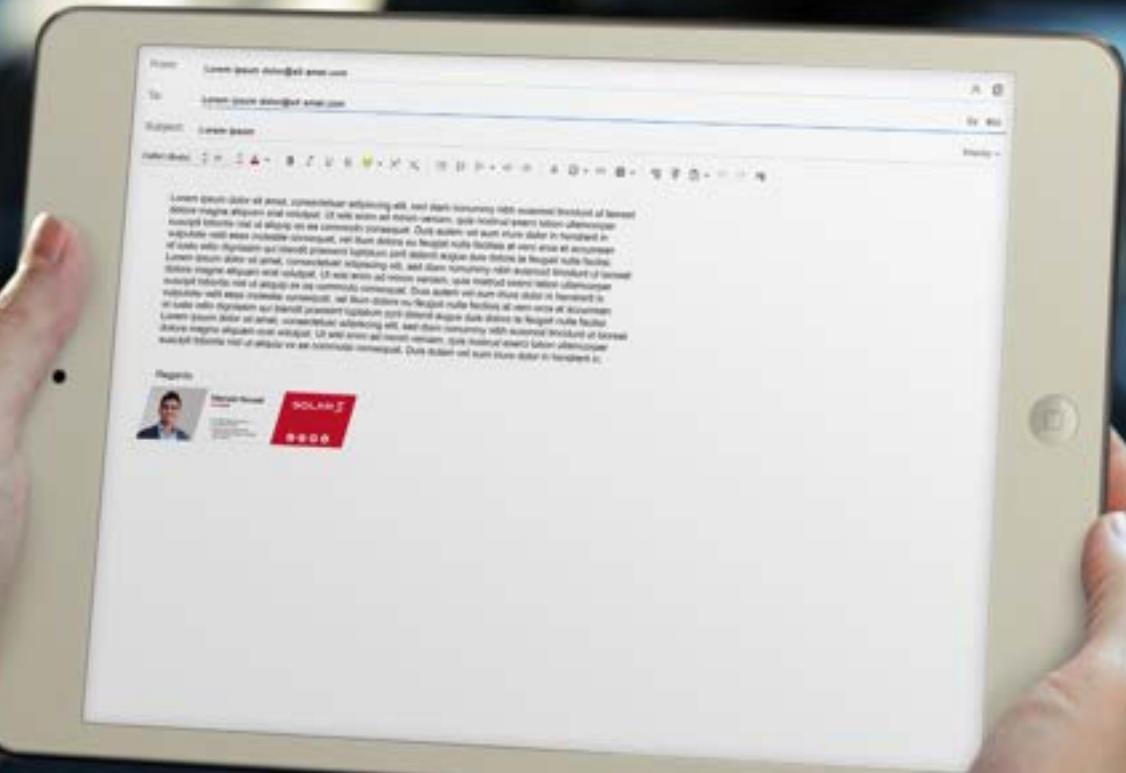
Hoarding



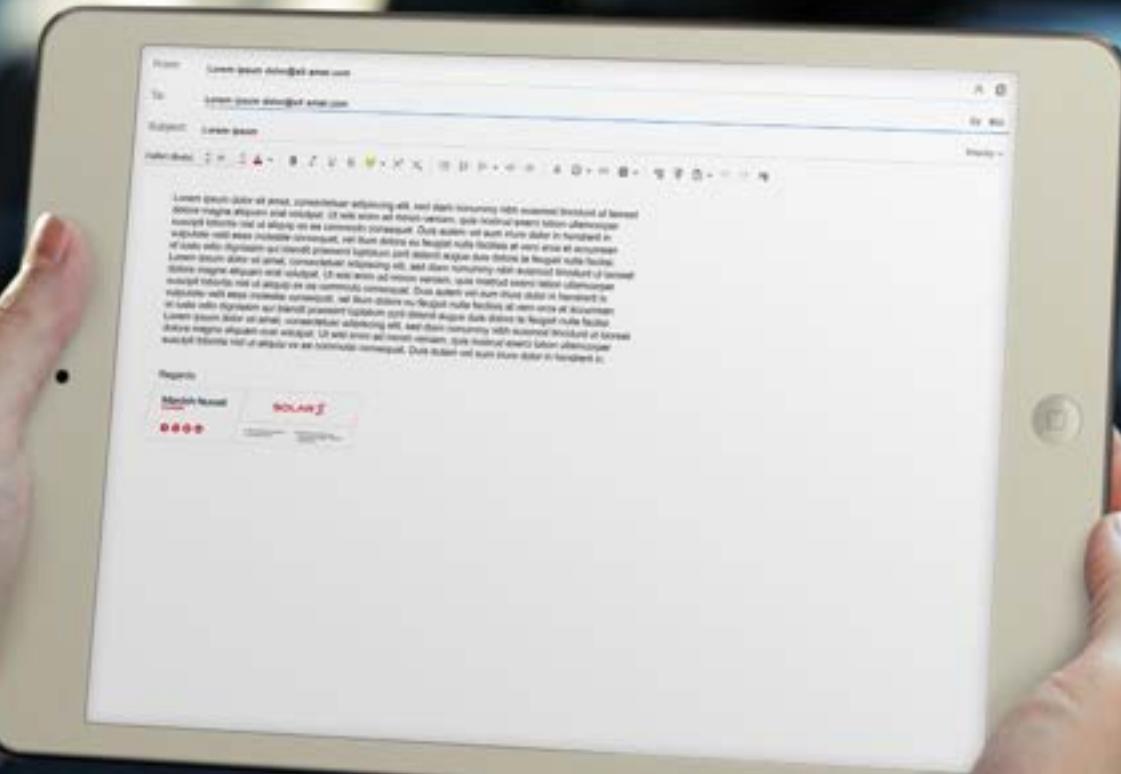
Standee



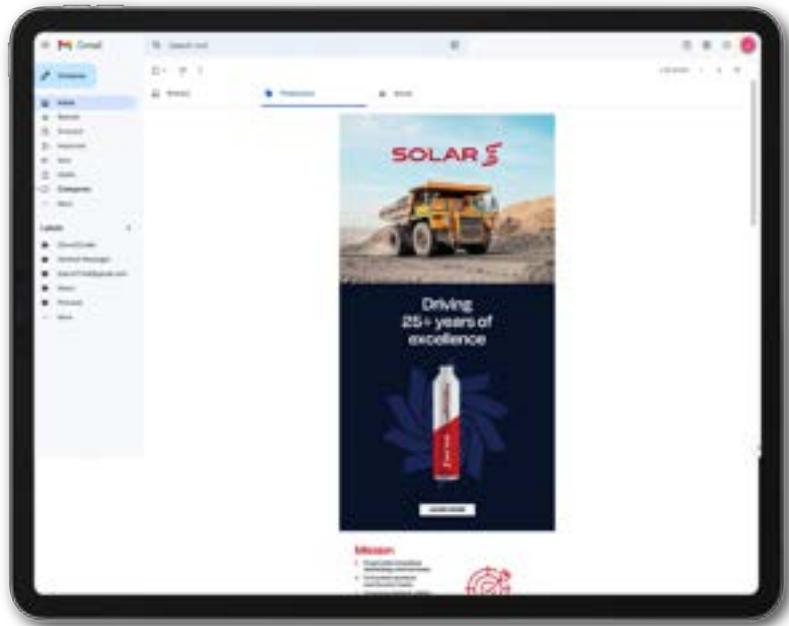
Email Signature



Email Signature



Emailer



Option 1



Option 2



Creative Size:
200 (w) x 875 (h) px

Corporate Profile PPT

Cover Slide



Text Slide



Text Slide



Text Slide



Timeline Slide



Image + Text Slide



Corporate Profile PPT

Image + Text Slide



Text Slide



Text Slide



MD Introduction Slide



Chairman Introduction Slide



Map + Text Slide



Power Point Template

Title Slide



Title Slide



Agenda Slide



Divider Slide



Image + Text Title Slide

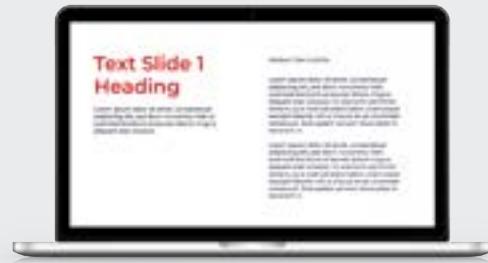


Power Point Template

Image + Text Title Slide



Text Slide



Text Slide



Image Slide



Highlighted Slide



Power Point Template

Four Column Text + Image Slide



Quote Slide



Quote Slide



Highlighted Slide



Graph Slide



Power Point Template

Graph Slide



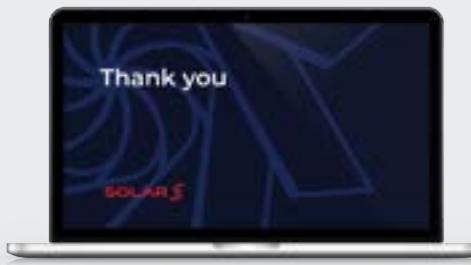
Graph Slide



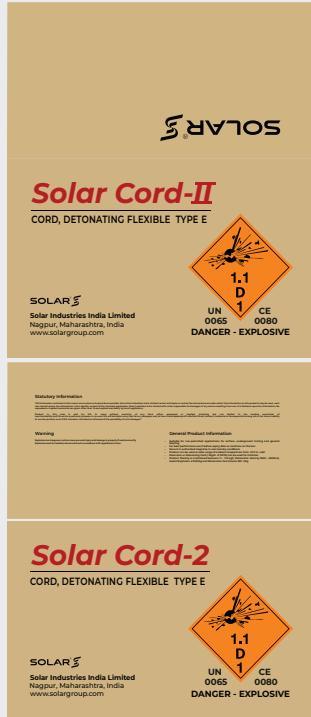
Graph Slide



Thank You Slide



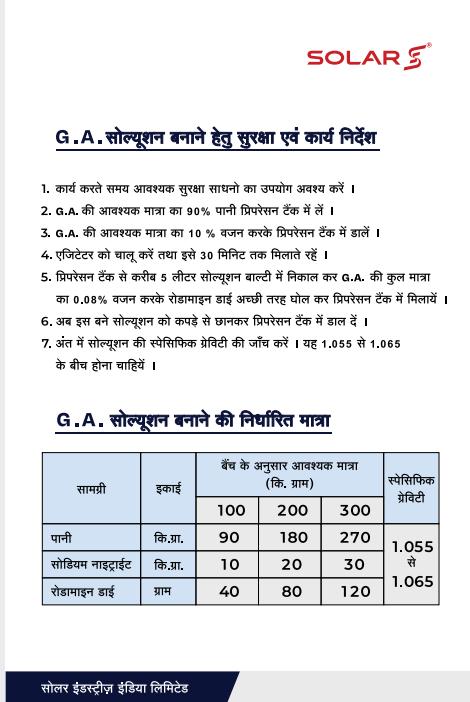
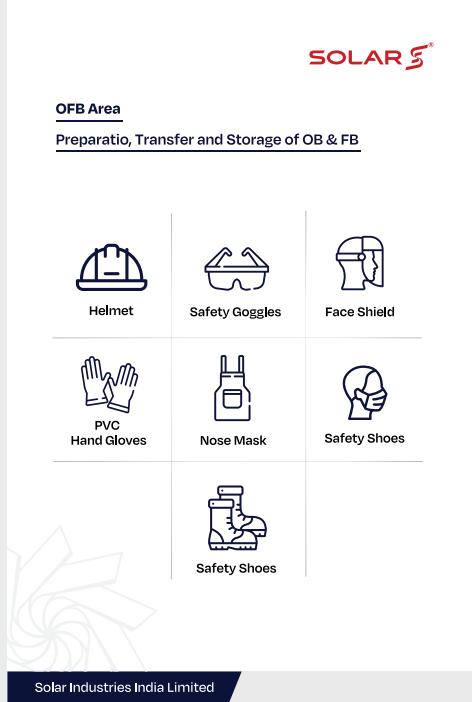
Packaging Box



Packaging



Plant Signage



Building No.	-	PP - 9
Process	-	Emulsion Manufacturing
Licence No.	-	E/HQ/MH/20/7 (E13748)
Explosives Limit	-	1250 KG
Man Limit	-	15+3

Solar Industries India Limited

SOLAR'S

ZONE:	ZONE LEADER :	
	SUB - ZONE :	
	SUB - ZONE LEADER :	
	COUNCIL MEMBERS :	

THIS IS OUR WORK STATION

PLEASE HELP US TO MAINTAIN THIS AREA AS PER 5S

SOLAR'S

Plant Signage



Plant Signage

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मटेरियल सेपटी डेटा शिट - एल्युमीनियम पाउडर (Al)

उचाई पर पड़ने वाला प्रभाव -

- स्थान - गति, अक्ष, और ऊंचाई के साथ जल्द हो सकती है।
स्थान से - स्थान पर के साथ जल्द हो सकती है। जल्द जाती, साथ की चाहिए कामिनी हो सकती है।
हेंड और बाक़ी - एल्युमीनियम बहुत खाली, छाली, और मात्राओं में रेसिफर्डेटर्स के साथ जल्द हो सकती है। जल्द जाती, और ऊंचाई पर जल्द हो सकती है। ऊंचाई पर जल्द हो सकती है। ऊंचाई पर जल्द हो सकती है।

प्राविनिक विकासी -

- स्थान - गति की ओर और अंदर जल्द हो सकती है। अब कैमिकल जल्दी में स्थान हो सकती है कम से कम 15 मिनट के लिए घृणा की जाती हो सकती है। विभिन्नीय जल्दी।
स्थान - गति की जाती हो सकती है। जल्द जाती, जल्दी जाती जाती जाती जाती है। जल्द जाती, जल्दी जाती जाती है।
स्थान से - जल्दी जाती है।
स्थान से - जल्दी जाती है।
हेंड - जल्दी जाती है।
हेंड में जाती है। जल्दी जाती है।
हेंड में जाती है। जल्दी जाती है।
हेंड में जाती है। जल्दी जाती है।

सुखाकारी उपाय -

- स्थान - जुकाम बढ़ते और बेसीज जाती है। जल्दी जाती है। जल्दी जाती है।
स्थान - जुकाम बढ़ते, जल्दी जाती है। जल्दी जाती है।
स्थान से - नींव जाती है। जल्दी जाती है। जल्दी जाती है। जल्दी जाती है।
हेंड में जाती है। जल्दी जाती है। जल्दी जाती है।
हेंड में जाती है। जल्दी जाती है। जल्दी जाती है।
हेंड में जाती है। जल्दी जाती है। जल्दी जाती है।
हेंड में जाती है। जल्दी जाती है। जल्दी जाती है।

अधिकारिक विकासी -

- एल्युमीनियम जल्द जाती है। अंगूष्ठिकल जल्दी हो सकती है। अंगूष्ठिकल जल्दी हो सकती है। अंगूष्ठिकल जल्दी हो सकती है।
एल्युमीनियम जल्द जाती है। अंगूष्ठिकल जल्दी हो सकती है। अंगूष्ठिकल जल्दी हो सकती है।
एल्युमीनियम जल्द जाती है। अंगूष्ठिकल जल्दी हो सकती है। अंगूष्ठिकल जल्दी हो सकती है।
एल्युमीनियम जल्द जाती है। अंगूष्ठिकल जल्दी हो सकती है। अंगूष्ठिकल जल्दी हो सकती है।
एल्युमीनियम जल्द जाती है। अंगूष्ठिकल जल्दी हो सकती है। अंगूष्ठिकल जल्दी हो सकती है।
एल्युमीनियम जल्द जाती है। अंगूष्ठिकल जल्दी हो सकती है। अंगूष्ठिकल जल्दी हो सकती है।
एल्युमीनियम जल्द जाती है। अंगूष्ठिकल जल्दी हो सकती है। अंगूष्ठिकल जल्दी हो सकती है।

हैंडलिंग और स्टोरेज -

- हाथ, जल्दी जाती है। जल्दी जाती है। जल्दी जाती है।
हाथ - जल्दी जाती है। जल्दी जाती है।
हाथ से - नींव जाती है। जल्दी जाती है।
हाथ में - नींव जाती है। जल्दी जाती है।
हाथ से - नींव जाती है। जल्दी जाती है।
हाथ में - नींव जाती है। जल्दी जाती है।
हाथ से - नींव जाती है। जल्दी जाती है।
हाथ में - नींव जाती है। जल्दी जाती है।

सोलार इंडस्ट्रीज इंडिया लिमिटेड

इकोनॉमिक एक्सप्लोसिव लिमिटेड

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क्लिंग टावर की सफाई के समय क्या करें और क्या ना करें

क्या ना करें :

- क्लिंग टावर चालू होने की स्थिति में क्लिंग टावर साफ़ ना करें।
- चाप वाले कोई पंछे बाहर ना हों।
- पंछ को गोंद करने से साफ़ ना करें।
- पानी होने के दिन साफासाफ़ नहीं करें।
- स्टेंकिंग के समय कुछ भी दौड़ा या चुला ना रखें।
- साकार्ता के बाद क्लिंग टावर जारी ना रखें।

क्या करें :

- क्लिंग टावर चालू होने का दौर सिर्फ़ दें नहीं।
- क्लिंग टावर से कारबोर्ड पर जाने के बाहर चालू होने के बाहर चालू होने का दौर।
- जैव बालव चोलार क्लिंग टावर का जारी जारी कर ले।
- क्लिंग टावर के नींव को निकालें।
- चांपेक्स को निकाल कर साफ़ में अच्छे से हिँक कर ले।
- ऐप्ल, फिल्टर्स को निकाल कर साफ़ कर ले।
- क्लिंग टावर के अंदर की जाल को साकार्ता धूसिंह तक कर 5 मिनट छोड़ दें।
- सिर हाथों में दस्ताने पकड़ कर ब्रा से अच्छे से साफ़ करें।
- उसके बाद पानी ब्रा के निर से होने कर ले।
- सिर ब्रोडबैंड पर जाने में लोग पानी को निकाल कर साफ़ करें।
- सिर लोडबैंड पर जाने में लोग पानी को निकाल कर साफ़ करें।
- इन दोनों पर जाने के बाद जाता पानी जल दे।
- इन दोनों पर जाने के बाद जाता पानी जल दे।

सोलार इंडस्ट्रीज इंडिया लिमिटेड

SOLAR[®]

एल्युमीनियम पाउडर सिल्व करने की प्रक्रिया

- कार्ब जल्दी की जाह को अच्छी तरह साफ़ करें।
- मुख्य उचाई पाहें।
- सिल्व जल्दी की जाह को अच्छी तरह से सेक करें।
- कैरिंग बोर्स को अच्छी तरह से सेक करें।
- एल्युमीनियम ड्रू को अच्छी तरह से सेक करें।
- स्टेंकिंग ऐपर को ट्रेन करें।
- ऐपर के ऊपर 62 सी.एस.एस. का रिस्क रखें।
एल्युमीनियम ड्रू की लीन को लोड और चम्प की लावता में 200-250 ग्राम
- एल्युमीनियम पाउडर को निकालें।
- एल्युमीनियम पाउडर सिल्व में डालें।
- एल्युमीनियम पाउडर सिल्व में डालें।
- एल्युमीनियम पाउडर सिल्व में है तब तक धीरे धीरे सिल्व को ट्रेप करें।
- सिल्व धीरा हुआ एल्युमीनियम पाउडर लूप कंट्रोल में डालें।
- लावता 3000-4000 ग्राम होने तक निर से ही ग्रामिया 7 से 11 तक दोहराएं।
- कार्ब जल्दी की जाह को अच्छी तरह से साफ़ करें और इनप्र पाउडर इंटीरी. में जारी के लिए धोएं।
- एल्युमीनियम पाउडर को एल्युमीनियम स्टोर से प्ल-३ ग्रूप में ई-सिल्व की लावता से लेवर आवें।

ए.जैन
सार्वेतर

इकोनॉमिक एक्सप्लोसिव लिमिटेड

Uniform



Truck Signage



Truck Signage



Thank you