



Brand Guidelines



Sarla Master Guidelines

At Sarla, we strive to serve with a humble and caring approach, putting the needs of our clients and society at the forefront of all we do. From our beginnings as a 100% export-oriented unit in 1993 to our evolution into Sarla Performance Fibers Limited, our commitment to providing specialized products of the finest quality has never wavered.

We understand your needs so we are here to provide you with a diverse range of products, including covered yarns, high-tenacity yarns, textured, twisted, and colored yarns, as well as sewing threads, which are all designed with precision and excellence.

Our brand proposition and tagline embody our values and reflect our dedication to providing innovative products and outstanding service. With a focus on quality, affordability, and timely delivery, we have earned a reputation for excellence and are proud to continue serving our clients and society with care and genuine products.

Threading Excellence

Sarla is a multi-faceted brand offering lifestyle basics while working to enrich lives and build a better tomorrow. For every purchase of our products, we contribute a part of the earnings to a humanitarian cause. Sarla gives you the confidence that whatever you wear with those yarns and threads will make you feel good about yourself while also doing good for the community.

Refer to this Identity Brand Manual while working on Sarla Performance Fibers to learn the dos and don'ts. Utilizing it as the core of your communication can assist in producing collateral that is coordinated and, thus, more effective.



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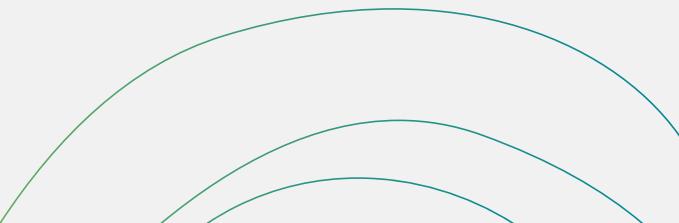
Transport Vehicle

Uniform _1.9



Brand Personality

0.1





Brand Personality

Sarla Performance Fibers Limited is committed to being a trusted growth partner to our customers. We understand that our customers' success is our success, and we prioritize their needs above all else. Our dedication to excellence and innovation has allowed us to evolve from a commodity yarn manufacturer to a producer of specialized, high-value-added yarns. We take great pride in our state-of-the-art facilities, which are equipped to handle custom orders of any size.

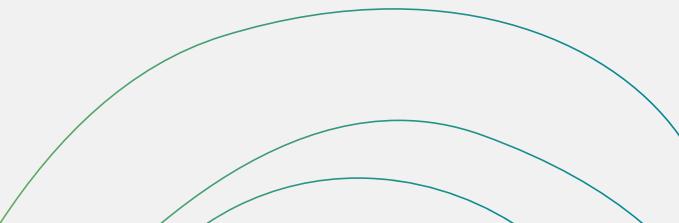
At Sarla, we are constantly innovating and improving for our customers to serve them with the finest quality and modern technology. Our facilities are ISO 9001:2015 certified and we produce an average of 8 new color creations every day, with a color bank of over 5000 hues. We believe in going beyond just being a business and strive to be a trusted partner to our customers, playing a key role in their success.

Every operation of SPFL has evolved a deeply ingrained culture of quality & authenticity. Therefore, it is essential that the design and tone of our communication across platforms and media are consistent. This identity manual aims to outline the aesthetics and ethics that will set the Sarla brand apart from competitors.



Brand Values

1.1





Brand Values

Everything we do as a company is influenced by our vision and mission. These principles and objectives set us apart from the competition and direct us as we develop a successful brand entity.

Vision:

To be a steadfast partner to our valued customers, helping them succeed while also creating a sustainable future that benefits everyone. With our commitment to quality and innovation, we aim to earn the trust and loyalty of our customers for life.

At Sarla Performance Fibers Limited, our vision is to be a caring and compassionate partner, dedicated to the growth and success of our valued customers. We strive to continuously innovate and improve our products and services, to meet the evolving needs of our customers, and to provide a safe and sustainable future for all. With a deep commitment to quality and care, we aim to be the trusted provider of specialty and high-value-added yarns for customers around the world.

Mission:

To manufacture and provide high-quality, value-added nylon and polyester yarns and threads that exceed customer needs for product performance, consistency, delivery, and service.

Our mission is to provide high-quality yarns and threads with a focus on sustainability, innovation, and ethical sourcing. We strive to make a positive impact in the lives of our clients, employees, and the community at large.

At Sarla, we believe that a caring and compassionate approach to business can make a world of difference. We are dedicated to serving our clients with empathy, honesty, and integrity always putting their needs first and striving to be a catalyst for their growth.

Core values

- Customer Service
- Innovation
- Consistency
- Collaboration (Partnering)
- Sustainability



Values

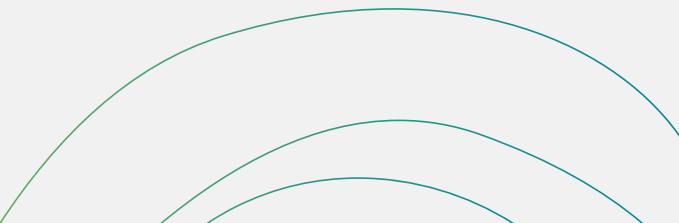
Sarla has a distinct set of fundamental values that support us in accomplishing our mission, and ultimately, our vision. These guiding principles dictate the choices made in shaping our visual identity and should consistently be reflected in all brand communications.

- **Customer Service:** We put you first by truly listening to your needs and always doing what's in your best interest.
- **Innovation:** We bring smart and efficient solutions to the table, by always finding new and creative ways to improve our products and service.
- **Consistency:** No matter the size of your order, you can count on us to deliver the same high-quality products with every batch.
- **Collaboration (Partnering):** We are dedicated to helping you grow and succeed by working closely with you as a true partner.
- **Sustainability:** We believe in doing right by both our business and the environment, working towards a brighter and more responsible future.



Core Brand Assets

1.2





Sarla Performance Logo

The new brand logo is designed with proper logo construction guidelines.

The colours in the logo are kept as it is.

This is combination logo where the font of the logo is custom made.

Here, the blue colour symbolizes the responsibility and professionalism of the brand, while the green colour shows growth, trust and energy. The original logo font style has been refined here by adding an edge of dynamism and curves.

The font style is kept bold and modern to get a minimalistic yet interesting look.

The Logo consists reflects a curvy and angular edge perspective. The logo portrays the values of the company whereas the curve part tells about care & compassion. And, the angular edges reflect the innovation, precision, and commitment.





Recommended Tagline Placement

Preferred are the tagline placements for the logo. This page shows some examples of the kinds of tagline misuse we need to avoid. Always use the correct master artworks in their approved versions only.

Dos



Don'ts



Using tagline above the logo



Using tagline below the logo



Using tagline beside the logo



Using tagline center below the logo



Minimum Clear Space

To make sure that the Sarla Performance Fibers logo is always reproduced with sufficient prominence and legibility, it is surrounded by an area of clear space which remains free of other graphic elements. This area is intended as a minimum only and should be increased wherever possible within the layout of the application.

The logo has a defined 'X' proportion which is equal to the height of the name Sarla. The top margin requires a reduced amount (0.5 'X') due to the space already appearing below the baseline of the 'Sarla' lettering. The minimum clear space area is included in all the master artworks for the Sarla Performance Fibers logo



Digital: 130px



Digital: 40px



Print: 2"



Print: 0.5"



Prevention Of Misuse Of Logo

The Sarla Performance Fibers logo is a specially crafted font. Therefore, you will not find any font that matches the logo font. The sanctity of brand colours should be maintained always. No other combination of brand colours are permissible for the logo. For logo colour, please refer to the colour specification section. The logo should be placed on white and never on a busy or a cluttered image or background.

The intent is to make the identity of the communication stand out, as best as it can. NEVER USE the logo as text or in the middle of a sentence. It trivializes the identity and doesn't get the required attention. NEVER USE the logo to create a new name or unit or abbreviate it for any purpose, whatever. It hampers the sanctity of the unit.

Dos



The preferred background for the logo is white.



Always use the logo in Blue Munsell & Yellow Green.



An exclusion zone is indicative of a clear space to be left around the logo.

Don'ts



Do not compress the logo horizontally.



Do not crop the logo.



Do not produce the logo in grayscale instead of B&W.



Do not change the colour of the logo.



Do not use the brand's logo in single colour.



Do not change the colours of the logo and symbol.



Do not apply transparency to the logo or use as watermark.



Do not resize the monogram.



Do not apply gradients to the logo.



Logo

Dos & Don'ts

This page shows some examples of the kinds of logo misuse we need to avoid. It is important to emphasize that the Sarla Performance Fibers logo is a strong identifier of our brand and not a 'creative' design element.

Used correctly and consistently, our logo will help us build a strong, recognisable brand logo.

Always use the correct master artworks in their approved versions only.

Dos



The preferred background for the logo is white.



Always use the logo in Blue Munsell & Yellow Green.



An exclusion zone is indicative of a clear space to be left around the logo.

Don'ts



Using the logo without changing or morphing the monogram.



Adding shadow to the logo.



Using the logo as part of the text.



Reducing the logo to less than 1" on print.



Combining the logo with a product name.



Using logo without fringe in print communication.





Logo

Dos & Don'ts

This page shows some examples of the kinds of logo misuse we need to avoid. It is important to emphasize that the Sarla Performance Fibers logo is a strong identifier of our brand and not a 'creative' design element. Used correctly and consistently, our logo will help us build a strong, recognizable brand logo.

Always use the correct master artworks in their approved versions only.

Dos



The preferred background for the logo is white.



Always use the logo in Blue Munsell & Yellow Green.



An exclusion zone is indicative of a clear space to be left around the logo.

Don'ts



Using part of the logo to create a new name or abbreviate the logo.



Changing the design or typeface of the logo.



Using the logo with another visual element e.g. a trademark or symbol.



Using any other color.



Using only fringe as a logo in print communication.



Applying the logo on a cluttered background.



Applying the logo on a cluttered image.



Logo On Background

Sarla Performance Fibers logo should always appear on a white background or with brand colour. Maintain a clear logo exclusion space.

Dos



Don'ts



Do not use the logo on any gradient background colour.



Do not use the logo on any other background colour, texture.



Do not use the grayscale colour background other than white or Munsell Blue & Yellow Green



Do not use lighter colour backgrounds or opacity.

Logo Size

The logo should not be less than 100 pixels when being used in digital mediums and should be at least of 1" width in print medium.



Minimum size of the logo should not be less than 20mm height for print media



Minimum size of the logo should not be less than 20mm height for digital media



Minimum size of the logo should not be less than 6 mm height for print media

Minimum Logo Size



Digital: 130px



Digital: 40px



Print: 2"



Print: 0.5"





Horizontal Logo Size



Minimum size of the logo should not be less than 6 mm height for print media



Logo Orientation

The orientation of the logo, as far as possible, should be horizontal.

The vertical logo unit should only be used in extreme vertical sizes for outdoors like banners, dropdown, pillar branding, etc.





Logo Usage Factory Facade

A branded facade is the identity of a building. It's therefore important that the Sarla logo gets the best prominence.

Dos

When using the Sarla logo in a facade, it should always be the full colour master logo. An exclusion zone of 'X' should always be left around all four sides of the logo.

Don'ts

In a facade, the logo should never be on a material that would hinder the logo's production in its original colour.

For more detailed guidelines on logo usage, refer to logo usage exterior page.



C 75 M 25 Y 30 K 05
R 35 G 90 B A4
HEX #3691A4

C 40 M 00 Y 95 K 00
R 275 G 203 B 39
HEX #AFCB27

Dos



Backlit or Vinyl

Don'ts



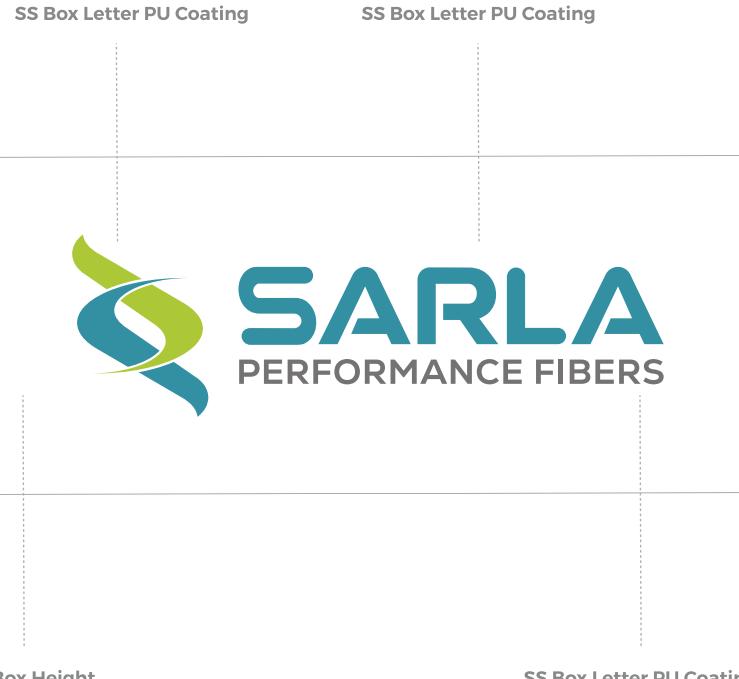


Logo Usage Exterior

Exterior

Artwork Set @ 1:10

Material: Background ACP and Backlit



Top





Logo Usage Interior

Factory Reception

The logo and its purpose are at its strongest when it's at the reception.

Therefore it should always get its due weightage.

Dos

Leave an exclusion zone of 'X' around all sides of the logo. Place the logo at minimum 5 feet above the ground. This lends clear visibility and sanctity to the logo.

Dont's

The logo should never be put on the reception table, as it places the logo below eye level. As a rule, the logo should always be put-up on a wall.



C 75 M 25 Y 30 K 05
R 35 G 90 B A4
HEX #3691A4



C 40 M 00 Y 95 K 00
R 275 G 203 B 39
HEX #AFCB27



Dos



Logo to be 5 ft above ground.

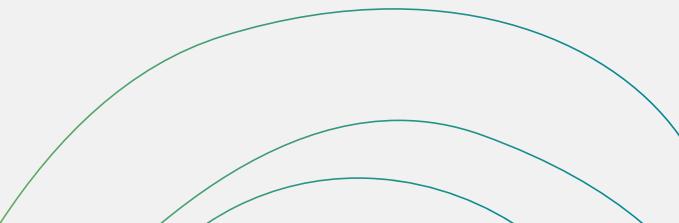
Don'ts





Brand Typeface

1.3





Brand Font Type

Sarla Performance Fibers communication brand typeface is Atmospheric font family. The font's characteristics are modern with an approachable feel. The geometric and highly legible typeface with slightly round edges give a softer feel of the brand category.

The atmospheric font is used for the logo.
The font is custom made.

Nexa is used in performance fibers.
Nexa is made up of 2 weights: Regular, Medium & Bold. For each weight there is also an oblique version. The majority of Performance Fibers communication should be set in Nexa Bold and Regular weights serving as heads and body copy.

ATMOSPHERIC

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
0 1 2 3 4 5 6 7 8 9 ! @ % ^ & * () _ +

Nexa

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

Nexa

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

Nexa

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



Internal Font Type

Sarla Performance Fibers internal communication brand typeface is the Montserrat font family. The font's characteristics are modern, clean and highly legible. Especially for long formats like company letter, emails, powerpoint presentations, etc. It's a google default font easily available across all the machines & versions.

Montserrat is made up of 4 weights: Thin, Regular, Medium & Bold. For each weight there is also an oblique version. The majority of Sarla Performance Fibers internal communication should be set in Montserrat Bold and Regular weights serving as heads and body copy.

Montserrat

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

Montserrat

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

Montserrat

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

Montserrat

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

Colour Palette

1.4

Colour Versions



The Sarla Performance Fibers logo may be reproduced in three different colour versions (Yellow Green, Munsell Blue, Black & White), depending on the background colour onto which the logo is applied.

The Munsell Blue version of the Sarla Performance Fibers logo is the preferred use on a white background. Where the use of Munsell Blue is not possible (e.g. black and white press advertising), the black version may be used.

A reversed white version of the Sarla Performance Fibers logo may be used on (gradient and Munsell Blue) colour backgrounds. Where the use of Sarla colour is not possible (e.g. black and white press advertising), a black background may be used.



Colour Specification

Print and Digital



Blue Munsell



Yellow Green



Grey

Pantone

PANTONE P 120-12 C

PANTONE P 160-8 C

PANTONE P 172-9 C

Process Coated/Uncoated

C 75 M 25 Y 30 K 05

C 40 M 00 Y 95 K 00

C 55 M 49 Y 46 K 13

RGB

R 35 G 90 B A4

R 275 G 203 B 39

R 118 G 114 B 116

HEX

HEX #3691A4

HEX #AFCB27

HEX #767274



Logo In Single Colour





Master Logo Primary Colours

The logo employs an array of a varied colour palette.

There are three versions of the logo that can be used:

Full Colour

This should be the preferred usage of the logo at all times and it will always appear on white background.

Black

The Black logo should be used only when the printing is in Black and White.

White Colour

In extreme cases where we need to put the logo on a coloured/busy/dark background (as they don't lend visibility to the Full Colour logo) then White logo should be used.

Refer to the specifications given below to keep the brand colours consistent.



PANTONE P 120-12 C
Process Colour Reference
C 75 M 25 Y 30 K 05
R 35 G 90 B A4
HEX #3691A4



PANTONE P 160-8 C
Process Colour Reference
C 40 M 00 Y 95 K 00
R 275 G 203 B 39
HEX #AFCB27



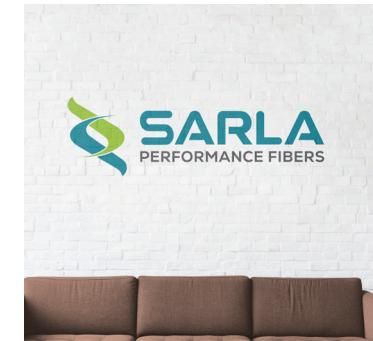
PANTONE P 172-9 C
Process Colour Reference
C 55 M 49 Y 46 K 13
R 118 G 114 B 116
HEX #767274



PANTONE P Process Black C
Process Colour Reference
C 00 M 00 Y 00 K 100
R 35 G 31 B 32
HEX #231f20



Process Colour Reference
C 00 M 00 Y 00 K 100





Colour Palette Overview

Primary

It is the logo that is used for all international communications.

The logo employs a two colour palette - Munsell Blue & Yellow Green.

Secondary

The accent palette should be used to establish the visual identity of individual facilities, create engagement and show diversity.

Neutral

The neutral palette is intended to be used sparingly to organise information.

Primary

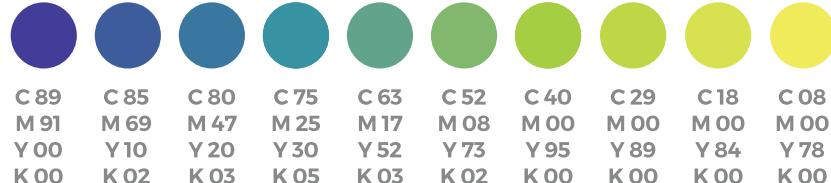


PANTONE P 120-12 C
Process Colour Reference
C 75 M 25 Y 30 K 05
R 35 G 90 B A4
HEX #3691A4



PANTONE P 160-8 C
Process Colour Reference
C 40 M 00 Y 95 K 00
R 275 G 203 B 39
HEX #AFCB27

Secondary



Neutral



C 80 M 64
Y 53 K 44
HEX #2f3e47



C 55 M 40
Y 38 K 04
HEX #7d868c



C 42 M 30
Y 28 K 00
HEX #9ba5aa

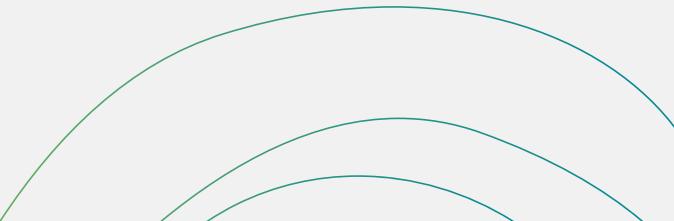


C 17 M 12
Y 12 K 00
HEX #d1d4d5



Design Language

1.5





Design Language

Visual brand language is the unique "alphabet" of design elements such as shape, colour, materials, finish, typography and composition which directly and subliminally communicate a company's values and personality through compelling imagery and the design style.

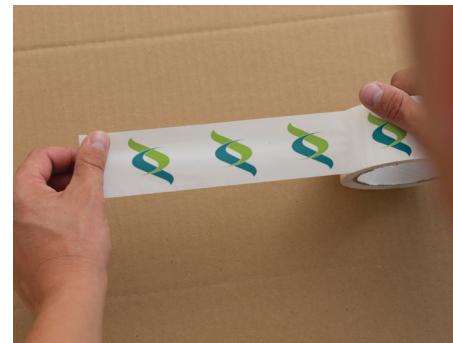
Brand Symbol Design



Print and Digital



Example



Refer to the specifications given below to keep the brand colours consistent.



PANTONE P 120-12 C
Process Colour Reference
C 75 M 25 Y 30 K 05
R 35 G 90 B A4
HEX #3691A4



PANTONE P 160-8 C
Process Colour Reference
C 40 M 00 Y 95 K 00
R 275 G 203 B 39
HEX #AFCB27





Logo on TV Commercial

Full Logo



PANTONE P 120-12 C
Process Colour Reference
C 75 M 25 Y 30 K 05
R 35 G 90 B A4
HEX #3691A4



PANTONE P 160-8 C
Process Colour Reference
C 40 M 00 Y 95 K 00
R 275 G 203 B 39
HEX #AFCB27



PANTONE P 172-9 C
Process Colour Reference
C 55 M 49 Y 46 K 13
R 118 G 114 B 116
HEX #767274

TVC Frame



White



Process Colour Reference
C 00 M 00 Y 00 K 100

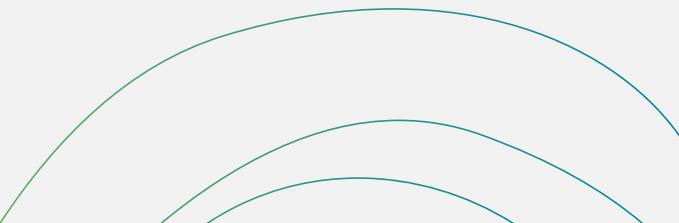
TVC Frame





Stationery

1.6





Business Card

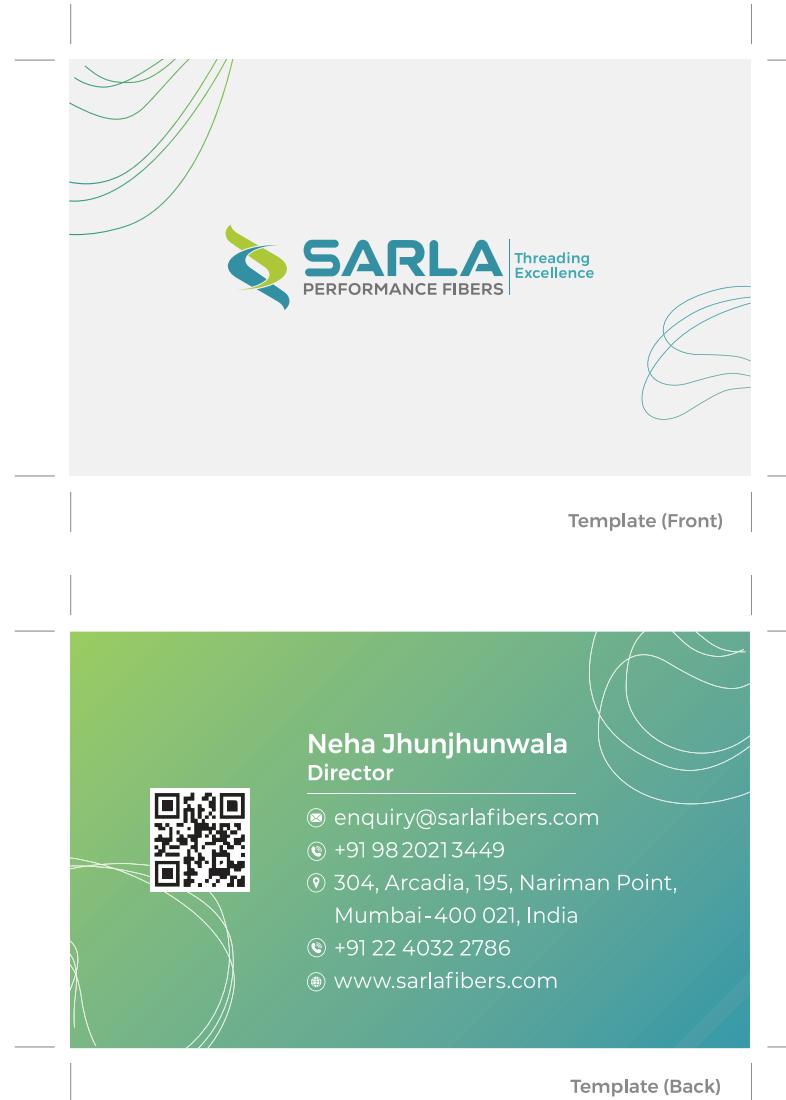
To ensure branding and communication consistency across the organization, the following stationery designs and templates have been developed and must be used. The inclusion of local information has been considered and accommodated.

Business Card

Size: 90mm x 55mm, double-sided.

Example shown is at 100% of final size.

Template



Letterhead

Size: A4 (210mm x 297mm)

Example shown is at 65% of final size.

Template



Sarla Performance Fibers Ltd.

enquiry@sarlafibers.com
 304, Arcadia, 195, Nariman Point,
Mumbai-400 021, India
 +91 22 4032 2786
 www.sarlafibers.com
CIN:L31909DN1993PLC000056

Regd. Off. & Works 1:
Survey No. 59/1/4, Amlı
Piparia Industrial Estate,
Silvassa -396 230,
U.T. Dadra & Nagar

Works 2:
Survey No.
64/2/3/4,61/1,61/2,62/5,63/5,63/7,
Amlı Piparia Industrial Estate,
Silvassa 396 230,
U.T. Dadra & Nagar Haveli

Vapi Works:
Shed No. A1/48,
100 Sheds Area,
GIDC, Vapi - 396 195
(Gujarat)

Works 3:
Survey No. 213/P,
Plot No.11 & 12,
Dadra - 396 191,
U.T. Dadra & Nagar





With Compliment Slips

Size: DL (210mm x 99mm), single-sided.

Example shown is at 65% of final size.

Template



Sarla Performance Fibers Ltd.

304, Arcadia, 195, Nariman Point,
Mumbai-400 021, India

+91 22 4032 2786

enquiry@sarlafibers.com

www.sarlafibers.com



Envelope Design

Size: DL (210mm x 99mm), double-sided

& DLX (235mm x 120mm),

Example shown is at 50% of final size.



Template



Envelope Design

Size: C5 (229mm x 162mm),

double-sided.

Examples shown is at 75% of final size.



Template

Presentation Folder

Cover

Flat Size: 494mm x 398mm, double-sided.

Folded Size: 222mm x 315mm

Example shown is at 38% of final size.



Presentation Folder

Inside

Flat Size: 494mm x 398mm, double-sided.

Folded Size: 222mm x 315mm

Example shown is at 38% of final size.

Template Inside



Electronic Letterhead

Size: A4 (210mm x 297mm)

Format: Microsoft Word (.doc)

All inserted text should sit within the specified margins, left margin is 20mm from edge of page, top margin is 60mm from top edge of page.

Example shown is at 65% of final size.

Template



Sarla Performance Fibers Ltd.

enquiry@sarlafibers.com
 304, Arcadia, 195, Nariman Point,
Mumbai-400 021, India
 +91 22 4032 2786
 www.sarlafibers.com
CIN:L31909DN1993PLC000056

Regd. Off. & Works 1:
Survey No. 59/1/4, Amlı
Piparia Industrial Estate,
Silvassa -396 230,
U.T. Dadra & Nagar

Works 2:
Survey No.
64/2/3/4,61/1,61/2,62/5,63/5,63/7,
Amlı Piparia Industrial Estate,
Silvassa 396 230,
U.T. Dadra & Nagar Haveli

Vapi Works:
Shed No. A1/48,
100 Sheds Area,
GIDC, Vapi - 396 195
(Gujarat)

Works 3:
Survey No. 213/P,
Plot No.11 & 12,
Dadra - 396 191,
U.T. Dadra & Nagar





Signature Design

Size: A4 (210mm x 297mm)

Size: A4 (210mm x 297mm)

Format: Microsoft Word (.doc)

All inserted text should sit within the specified margins, left margin is 20mm from edge of page, top margin is 60mm from top edge of page.

Example shown is at 65% of final size.



Power Point Template

Format: Microsoft PowerPoint (.ppt)

Please see the heading and text levels and refer
to the template document for the page layout.

Example shown is at 40% of final size.

PowerPoint Template (title slide)

**Background graphic (including logo) is locked
and should not be altered. The presentation title
and subtitle are the only editable fields.**



Template Cover

A slide layout with a teal vertical bar on the left containing the Sarla logo. The main content area has a white background. It features a title 'Title of slide' and a heading 'Heading Level 1'. Below the heading is a paragraph of text: 'Sarla Performance Fibers believes in the purity of things and is dedicated to providing the highest quality 100% Nylon and Polyester filament yarns and threads using cutting-edge technologies and collaborative efforts. Every operation of SPFL has evolved a deeply ingrained culture of quality & authenticity.' To the right of this text is another paragraph: 'Therefore, it is essential that the design and tone of our communication across platforms and media are consistent. This identity manual's goal is to outline the aesthetics and ethics that will set the Sarla brand apart from competitors.' At the bottom right of the slide is the number '01'.

Template Inside





Word Document Template

**Size: A4 (210mm x 297mm) Format:
Microsoft Word (.doc)**

All inserted text should sit within the specified margins, left margin is 33mm from edge of page, top margin is 43mm from top edge of page. Please see the heading and text levels below and refer to the template documents for the page layout.

**Example shown is at 21% of final size.
Word Document Template Text Styles:**

Title (Montserrat Bold 22/24pt)

**Body text (Montserrat Regular 10/12pt)
Heading Two (Montserrat Bold 13/15pt)**

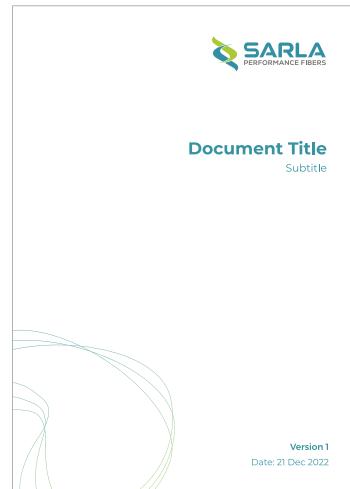
**1. Heading One (Montserrat Bold 14/16pt)
Body text (Montserrat Regular 10/12pt)
1.1.1.1 Heading Four (Montserrat Regular 11/13pt): Body text (Montserrat Regular 10/12pt)**

**1.1.1 Heading Three (Montserrat Bold 12/14pt)
Body text (Montserrat Regular 10/12pt)**

**1.1.1.1 Heading Five (Montserrat Regular Italic 11/13pt)
Body text (Montserrat Regular 10/12pt)**

Word Document Template (Portrait)

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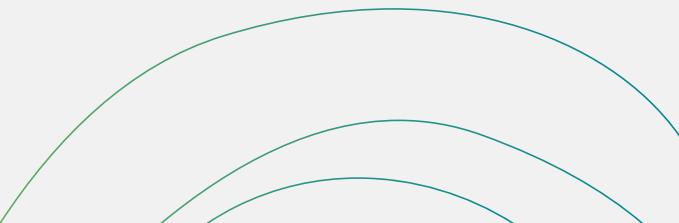
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Merchandising Guidelines

1.7





Promotional Material:

All promotional merchandise carrying the Sarla performance Fibers brand must comply with the brand standards outlined in this guide.

Note: Please keep information on merchandise to a minimum as per the examples provided. Particular attention should be paid to minimum size, colour reproduction and legibility on promotional items.

Sticker



Minimum size of the logo should not be less than 20mm height for print media





Promotional Material:

All promotional merchandise carrying the Sarla performance Fibers brand must comply with the brand standards outlined in this guide.

Note: Please keep information on merchandise to a minimum as per the examples provided. Particular attention should be paid to minimum size, colour reproduction and legibility on promotional items.

Bottle



Minimum size of the logo should not be less than 20mm height for print media





Promotional Material:

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Note: Please keep information on merchandise to a minimum as per the examples provided. Particular attention should be paid to minimum size, colour reproduction and legibility on promotional items.

Mug



Minimum size of the logo should not be less than 30mm height for print media





Promotional Material:

All promotional merchandise carrying the Sarla performance Fibers brand must comply with the brand standards outlined in this guide.

Note: Please keep information on merchandise to a minimum as per the examples provided. Particular attention should be paid to minimum size, colour reproduction and legibility on promotional items.

Badge



Minimum size of the logo should not be less than 20mm height for print media





Promotional Material:

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Note: Please keep information on merchandise to a minimum as per the examples provided. Particular attention should be paid to minimum size, colour reproduction and legibility on promotional items.

Coaster



Minimum size of the logo should not be less than 30mm height for print media





Promotional Material:

All promotional merchandise carrying the Sarla performance Fibers brand must comply with the brand standards outlined in this guide.

Note: Please keep information on merchandise to a minimum as per the examples provided. Particular attention should be paid to minimum size, colour reproduction and legibility on promotional items.

Pen

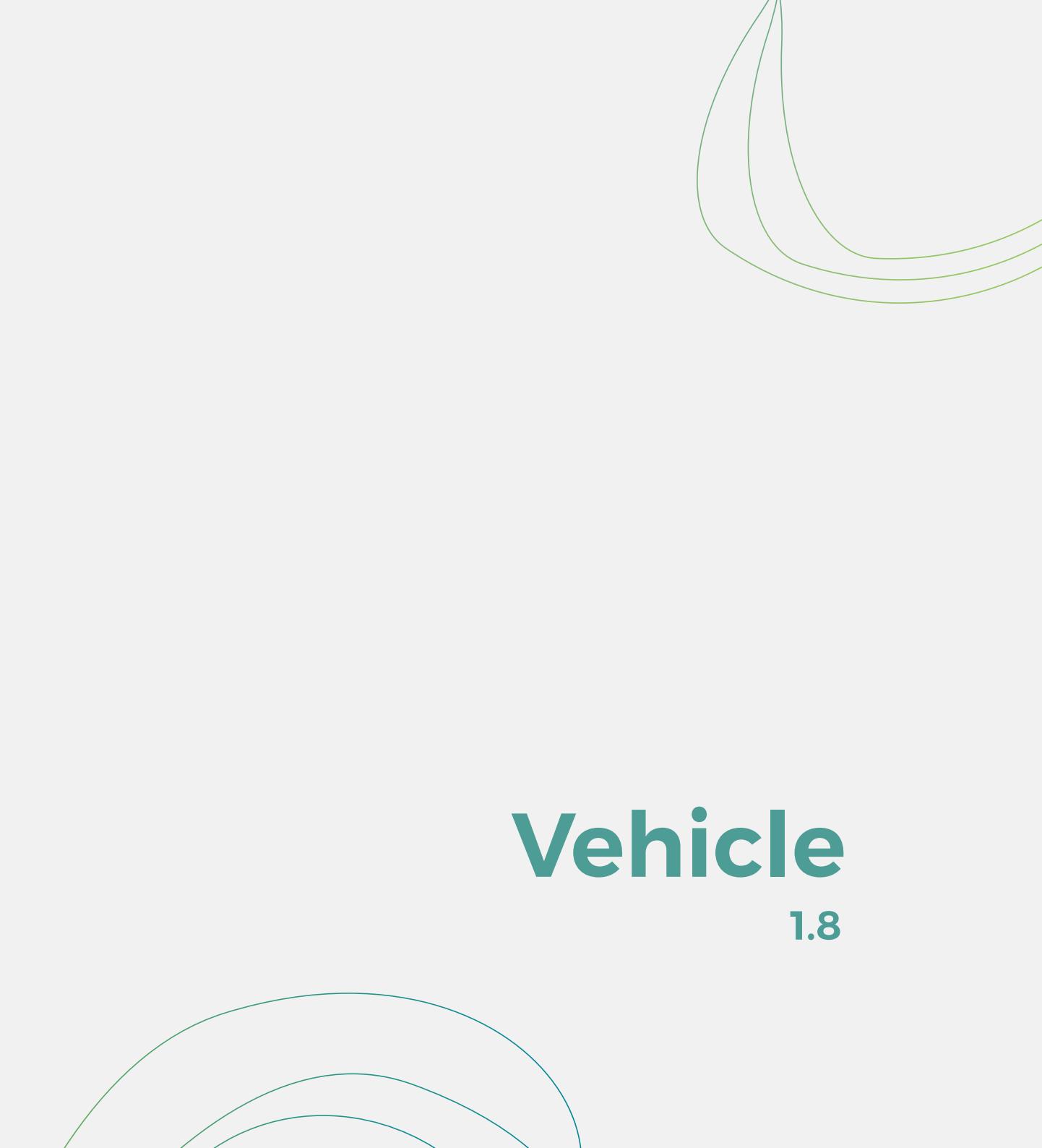


Minimum size of the logo should not be less than 6 mm height for print media





Vehicle 1.8







Uniform 1.9







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 enquiry@sarlafibers.com