

The JSW Brand Guidelines document represents our brand in a nutshell. It outlines the ground rules governing the use of the brand mark in various applications thus establishing a consistent look for the brand.

Our identity is a unique design system that comprises several components, which together create our specific visual identity. This document explains each of these pieces in detail.

It also serves as a guide for everyone who designs for the business and manages it. Consistent use of these assets helps our audiences to easily identify our brand across all platforms. It ensures coherence in the look and feel of the JSW brand and increases brand impact and recall.

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THE JSW BRAND

The JSW Vision

The JSW Purpose

The JSW Values

The JSW Positioning

The JSW Drivers

Our Brand on a Page

A single-minded, well defined corporate and brand ethos, once well entrenched in our DNA will not only strengthen our core but also bring organizational synergies, create opportunities and help define future enterprise.

THE JSW VISION

A wide-angle photograph of a sunset over a calm sea. The sky is filled with large, billowing clouds colored in shades of orange, yellow, and pink, which are perfectly reflected in the dark blue water below. The horizon line is low, creating a sense of vastness. The overall atmosphere is serene and inspiring.

Bring positive
transformation to
every life we touch.

THE JSW PURPOSE



THE JSW PURPOSE

We accelerate the growth and prosperity of the communities we live in,

By —

- Building world-class infrastructure, products and solutions
- Deploying world-class capabilities
- Creating inventive solutions
- Nurturing our communities
- Empowering our people



THE JSW VALUES

THE JSW VALUES



CONFIDENCE

Confidence to dream big.

Setting high goals for ourselves and believing that we can do it.



COURAGE

Courage to challenge & spark progress.

Not afraid to try unconventional solutions.

Making a success out of technologies and ideas that others found risky.



COMPASSION

Considering the impact of our actions on our team, the larger society and environment.

Thinking about the big picture, not just the project or task at hand.



COLLABORATION

Working symbiotically with our communities, society and the environment.



COMMITMENT

Committed to staying true to our promises.

Delivering what's promised.

Consistently ensuring results every single time.

Being honest and transparent in our dealings and in our products.

Being responsive to the needs of our stakeholders.

Going by the letter and the spirit of the law.

THE JSW POSITIONING

A BOLD AND UNWAVERING TRANSFORMER

We break the norms to build the future for all.
Through bold ventures we seek to transform
the business landscape.

We persevere to be world-class - in our
abilities and our drive to improve the quality of
life for the communities we work in.

We strongly believe that success requires
everyone to move ahead together. We are
driven to making things better through
continuous positive change.

THE JSW DRIVERS

THE JSW DRIVERS

Tangible

- Innovation
- External Stakeholders' Engagement
- Expertise
- Quality
- Operational Efficiency
- Flexibility



Emotional

- Confidence, Reassurance**
(of product delivery, service, advisory)
- Peace of Mind**
(that comes with quality, best-in-class standards)
- Progress**
(financial, social, career-wise, and of society)

OUR BRAND ON A PAGE



BETTER EVERYDAY

JSW | BRAND GUIDELINES

THE JSW VISION

Bring **positive transformation** to every life we touch

THE JSW PURPOSE

We accelerate the growth and prosperity of the communities we live in,

By -

- Building world-class infrastructure, products and solutions
- Deploying world-class capabilities
- Creating inventive solutions
- Nurturing our communities
- Empowering our people

THE JSW VALUES

Confidence
Courage
Compassion
Collaboration
Commitment

THE JSW POSITIONING

A Bold and Unwavering Transformer

We break the norms to build the future for all. Through bold ventures we seek to transform the business landscape.

We persevere to be world-class – in our abilities and our drive to improve the quality of life for the communities we work in.

We strongly believe that success requires everyone to move ahead together. We are driven to making things better through continuous positive change.

THE JSW PERSONALITY

Empathetic
Optimistic
Bold
Nationalistic

THE JSW DRIVERS

Tangible

Innovation

External Stakeholders' Engagement

Expertise

Quality

Operational Efficiency

Flexibility

Emotional

Confidence, Reassurance (of product delivery, service, advisory)

Peace of Mind (that comes with quality, best-in-class standards)

Progress (financial, social, career-wise, and of society)

1.0

JSW BRAND MARK

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The JSW Identity

The journey of JSW began 35 years ago – a journey marked by bold ambition, scalable growth, adaptive intelligence & indomitable will. As a passionate brand, JSW believes in nothing else but excellence. We believe this is reflected beautifully in our identity.

Our logo is made up of two inseparable elements: the JSW Swoosh and the JSW Word Mark.

The Swoosh is represented in red and reaches upward. It symbolizes the company's passion and courage. The JSW Word Mark is hand-crafted and unique in its rendition. Its solid blue colour lends depth and stability while the italic slant communicates dynamism and agility.

JSW's humble vision of 'bringing positive transformation to every life we touch' continues to lead it down the path of excellence.



Brand Architecture

This section describes the brand architecture that reflects the structure of our organization.

In order to align JSW as a brand, we have organised our brand architecture in a way that defines our Group, Companies, Subsidiaries, Locations, Products, JVs and Channels through a common monolithic architecture.

The brand equity lies in the JSW Group Mark, thus making it an essential part of all our other logos.

Please refer to individual guideline sections for additional information about Brand Architecture, Stationery, Publications, Communication and Merchandising.



Group Mark



Company Mark



Subsidiary Mark



Location Mark



Product Mark



JV Mark



Channel Mark

Elements of the Brand Marks

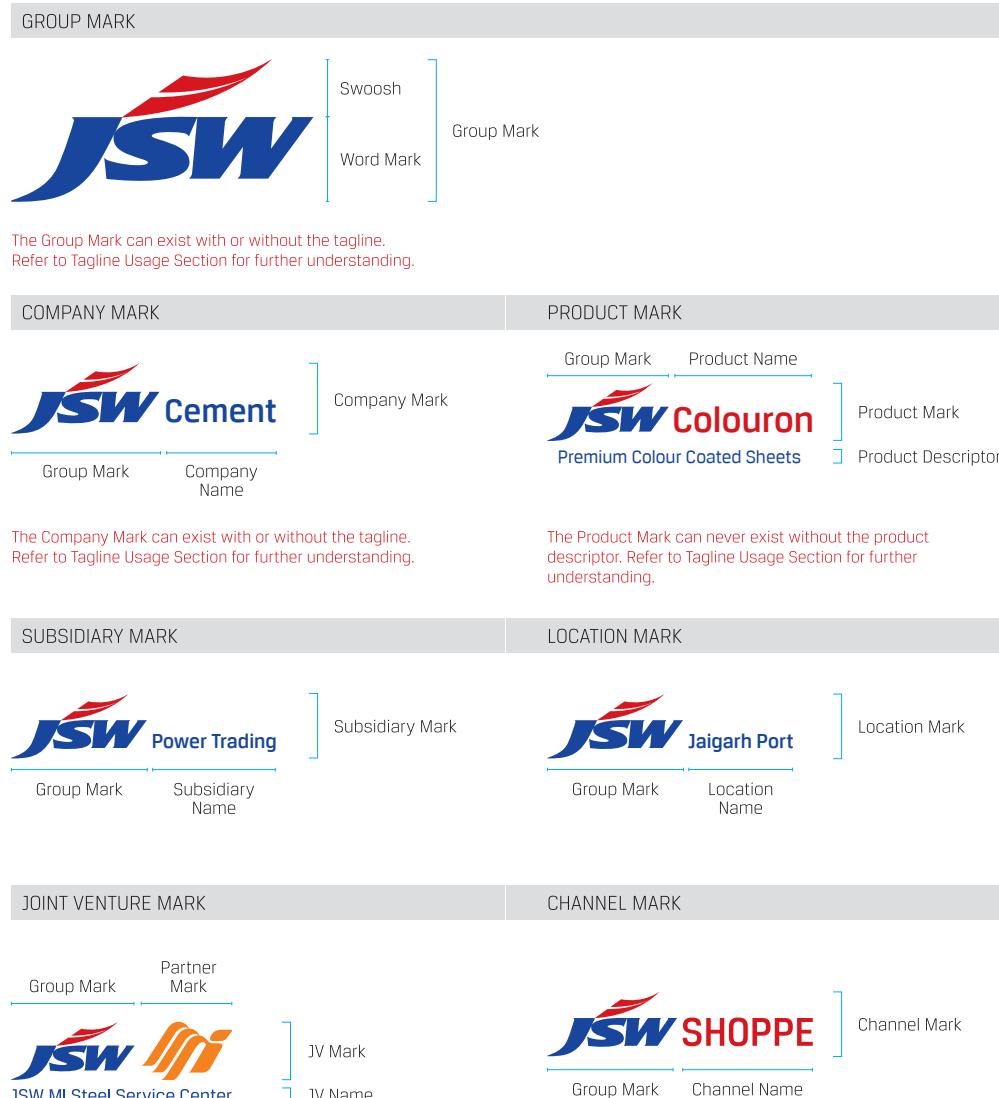
The Brand Marks are core elements of our brand.

Our Brand Marks represent who we are. They symbolize the iconic face of our identity and one must take great care to adhere to the rules governing their usage.

The Group Mark lock-up comprises of two inseparable components - the JSW Swoosh and the JSW Word Mark that have a fixed relationship with each other.

All the other Brand Mark lock-ups comprise of the JSW Group Mark and the name of the group entity they refer to. Both these components have fixed proportions in relationship with each other that must not be altered.

The Brand Marks must always be reproduced from the master artwork files and must not be redrawn, retyped or altered in any way.



1.4

LOCK-UPS & PROPORTIONS

- 1.4.1 Group Mark
- 1.4.2 Company Mark
- 1.4.3 Product Mark
- 1.4.4 Subsidiary Mark
- 1.4.5 Location Mark
- 1.4.6 JV Mark
- 1.4.7 Channel Mark

Lock-ups and Proportions - Group Mark

The Group Mark

To maintain the sanctity of the Group Mark, it is important to set proportions for every element of the logo.

The JSW Group Mark has a fixed proportion and lock-up with the tagline.

The Mark can appear with or without the tagline, however.

x = the height of the letter 'W' in JSW

GROUP MARK WITH TAGLINE



GROUP MARK WITHOUT TAGLINE



Lock-ups and Proportions - Company Mark

The Company Mark

To maintain the sanctity of the Company Mark, it is important to set proportions for every element of the logo.

The Company Mark can be Linear or Stacked. It can be represented with or without the tagline.

In these lock-ups, the relative sizes and positions of the components of the Company Mark are fixed and must not be tampered with. The Company Mark must always be reproduced using the artworks provided.

x = the height of the letter 'W' in JSW

LINEAR COMPANY MARK WITH TAGLINE



STACKED COMPANY MARK WITH TAGLINE



LINEAR COMPANY MARK WITHOUT TAGLINE



STACKED COMPANY MARK WITHOUT TAGLINE



Lock-ups and Proportions - Product Mark

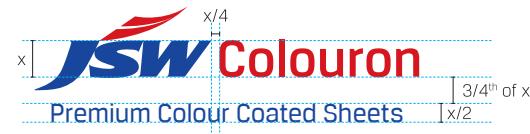
The Product Mark

To maintain the sanctity of the Product Mark, it is important to set proportions for every element of the logo.

The Product Mark can be Linear or Stacked. It can only be represented with the descriptor line.

In these lock-ups, the relative sizes and positions of the components of the Product Mark are fixed and must not be tampered with. The Product Mark must always be reproduced using the artworks provided.

LINEAR PRODUCT MARK



STACKED PRODUCT MARK



x = the height of 'W'

Lock-ups and Proportions - Subsidiary Mark

The Subsidiary Mark

To maintain the sanctity of the Subsidiary Mark, it is important to set proportions for every element of the logo.

The Subsidiary Mark can be Linear or Stacked.

In these lock-ups, the relative sizes and positions of the components of the Subsidiary Mark are fixed and must not be tampered with. The Subsidiary Mark must always be reproduced using the artworks provided.

LINEAR SUBSIDIARY MARK STACKED SUBSIDIARY MARK



x = the height of 'W'

Lock-ups and Proportions - Location Mark

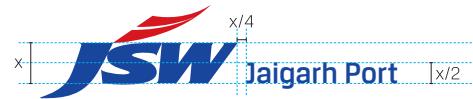
The Location Mark

To maintain the sanctity of the Location Mark, it is important to set proportions for every element of the logo.

The Location Mark can be Linear or Stacked.

In these lock-ups, the relative sizes and positions of the components of the Location Mark are fixed and must not be tampered with. The Location Mark must always be reproduced using the artworks provided.

LINEAR LOCATION MARK



STACKED LOCATION MARK



x = the height of 'W'

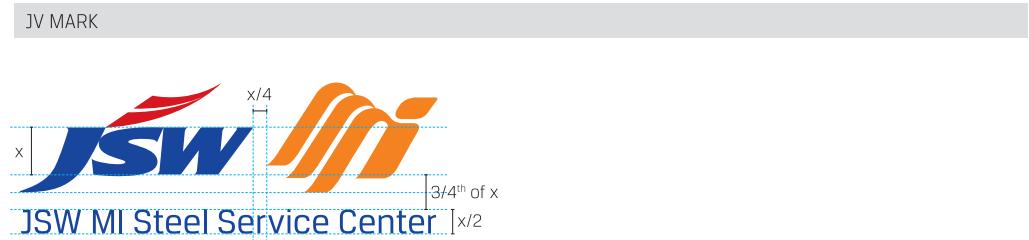
Lock-ups and Proportions - JV Mark

The JV Mark

To maintain the sanctity of the JV Mark, it is important to set proportions for every element of the logo.

The JV Mark can only be linear.

In these lock-ups, the relative sizes and positions of the components of the JV Mark are fixed and must not be tampered with. The JV Mark must always be reproduced using the artworks provided.



x = the height of 'W'

NOTE

JV marks may need unique representations and proportions. They must be created and vetted by the Brand Team only.

Lock-ups and Proportions - Channel Mark

The Channel Mark

To maintain the sanctity of the Channel Mark, it is important to set proportions for every element of the logo.

The Channel Mark can be Linear or Stacked.

In these lock-ups, the relative sizes and positions of the components of the Channel Mark are fixed and must not be tampered with. The Channel Mark must always be reproduced using the artworks provided.

LINEAR CHANNEL MARK STACKED CHANNEL MARK



x = the height of 'W'

1.5

PERMITTED ORIENTATIONS

- 1.5.1 Horizontal
- 1.5.2 Vertical

Permitted Orientations - Horizontal

All the Brand Marks have two permitted orientations:

Horizontal Orientation
Vertical Orientation

Horizontal

The horizontal orientation of the Brand Marks should be used predominantly across all applications.

GROUP MARK WITH TAGLINE



GROUP MARK WITHOUT TAGLINE



LINEAR COMPANY MARK WITH TAGLINE



STACKED COMPANY MARK WITH TAGLINE



LINEAR PRODUCT MARK WITH DESCRIPTOR



STACKED PRODUCT MARK WITH DESCRIPTOR



LINEAR COMPANY MARK WITHOUT TAGLINE



STACKED COMPANY MARK WITHOUT TAGLINE



LINEAR SUBSIDIARY MARK



STACKED SUBSIDIARY MARK



LINEAR LOCATION MARK



STACKED LOCATION MARK



JV MARK



LINEAR CHANNEL MARK



STACKED CHANNEL MARK



Permitted Orientations - Vertical

Vertical

The vertical orientation of only the Linear Brand Marks may be used as an exception in instances where the horizontal space is severely constrained.
Eg. Vertical Banners.

GROUP MARK WITH TAGLINE



GROUP MARK WITHOUT TAGLINE



LINEAR COMPANY MARK WITH TAGLINE



LINEAR COMPANY MARK WITHOUT TAGLINE



LINEAR PRODUCT MARK WITH DESCRIPTOR



LINEAR SUBSIDIARY MARK



- ✗ DO NOT use the stacked logo in a vertical orientation



LINEAR LOCATION MARK



JV MARK



1.6

TAGLINE AND USAGE

- 1.6.1 Group
- 1.6.2 Company
- 1.6.3 Product

Tagline and Usage - Group

Group Mark with Tagline

The Group Mark can be used with the tagline for most collateral as per the table below.

GROUP MARK WITH TAGLINE



Group Mark without Tagline

This version should be used predominantly for enduring applications as mentioned in the table below.

NOTE

The relative size and positions of the components of the Group Mark and tagline are fixed and must not be tampered with.

TAGLINE USAGE - FOR GROUP

	GROUP LOGO	TAGLINE	EXAMPLES
B2B Collateral	•	•	Brochure, PPT Template, Exhibitions, Investor Reports
B2C Collateral	•	•	End Frames for TVCs, Ads, Hoardings, Bus Shelters
Corporate Communication	•	•	Brochure, Press Material
Internal Communication	•	•	Screensavers, Posters, Emailers, Certificates
Enduring Applications	•		Signage, Flag, Uniforms, Vehicles

- Tagline Usage is mandatory

Tagline and Usage - Company

Company Mark with Tagline

The Company Mark can be used with the tagline for most collateral as per the table below.

Company Mark without Tagline

This version should be used predominantly for enduring applications as mentioned in the table below.

LINEAR COMPANY MARK
WITH TAGLINE



STACKED COMPANY MARK
WITH TAGLINE



NOTE

The relative sizes and positions of the components of the Company Mark and tagline are fixed and must not be tampered with.

TAGLINE USAGE - FOR COMPANY			
	COMPANY LOGO	TAGLINE	EXAMPLES
B2B Collateral	•	•	Brochure, PPT Template, Exhibitions, Investor Reports
B2C Collateral	•	•	End Frames for TVCs, Ads, Hoardings, Bus Shelters
Corporate Communication	•	•	Brochure, Press Material
Internal Communication	•	•	Screensavers, Posters, Emailers, Certificates
Stationery	•		Letterhead, Envelope, Business Card, ID Card
Enduring Applications	•		Signage, Flag, Uniforms, Vehicles

- Tagline Usage is mandatory

Tagline and Usage - Product

Product Mark with Descriptor

The Product Mark has to be used with the descriptor for all the collaterals as per the table below.

NOTE

The relative sizes and positions of the components of the Product Mark and descriptor are fixed and must not be tampered with.

LINEAR PRODUCT MARK
WITH DESCRIPTOR



STACKED PRODUCT MARK
WITH DESCRIPTOR



TAGLINE / DESCRIPTOR USAGE - FOR PRODUCT

	PRODUCT LOGO	DESCRIPTOR	EXAMPLES
B2B Collateral	•	•	Product Brochures
B2C Collateral	•	•	Product Brochures, Ads, Hoardings, Bus Shelters, POS
Enduring Applications	•	•	Signage, Flag, Uniforms, Vehicles

- Tagline/Descriptor Usage is mandatory

1.7

EXCLUSION ZONE

1.7.1 Exclusion Zone

Exclusion Zone

Exclusion zone is the free space that is maintained around a mark. The exclusion zone is very important to maintain the sanctity of the mark by not cluttering the space around it.

Care must be taken that no graphic element or text intrudes within this area.

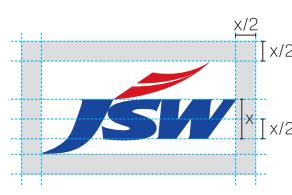
A minimum exclusion zone equal to $1/2$ the height of the letter 'w' in the JSW Brand Mark must be maintained around all the Brand Marks.

x = the height of 'W'

GROUP MARK WITH TAGLINE



GROUP MARK WITHOUT TAGLINE



LINEAR COMPANY MARK
WITH TAGLINE



STACKED COMPANY MARK
WITH TAGLINE



LINEAR PRODUCT MARK
WITH DESCRIPTOR



STACKED PRODUCT MARK
WITH DESCRIPTOR



LINEAR COMPANY MARK
WITHOUT TAGLINE



STACKED COMPANY MARK
WITHOUT TAGLINE



LINEAR LOCATION MARK



STACKED LOCATION MARK



LINEAR SUBSIDIARY MARK



STACKED SUBSIDIARY MARK



JV MARK



LINEAR CHANNEL MARK



STACKED CHANNEL MARK



NOTE

All artworks provided contain the exclusion zone as a part of the artwork file.

1.8

LOGO SIZES

- 1.8.1 Group
- 1.8.2 Company
- 1.8.3 Product
- 1.8.4 Subsidiary & Location
- 1.8.5 JV

Logo Sizes - Group

It is imperative that the Brand Mark is clearly seen while in use.

The Mark should not be reproduced smaller than the minimum size. It can however be scaled proportionately to any large size.

Minimum size for Group Mark with Tagline

The minimum height of the letter 'W' in the JSW Brand Mark is 5 mm for print applications and 14 pixels for digital applications.

Minimum size for Group Mark without Tagline

The minimum height of the letter 'W' in the JSW Brand Mark is 2 mm for print applications and 5.6 pixels for digital applications.

GROUP MARK WITH TAGLINE



GROUP MARK WITHOUT TAGLINE



ACTUAL MINIMUM SIZE



ACTUAL MINIMUM SIZE



NOTE

The Brand Mark can be scaled proportionately to any large size as per requirement.

Logo Sizes - Company

Minimum size for Linear Company Mark with Tagline

The minimum height of the letter 'W' in the JSW Brand Mark is 2.6 mm in height for print applications and 7.5 pixels for digital applications.

Minimum size for Stacked Company Mark with Tagline

The minimum height of the letter 'W' in the JSW Brand Mark is 2.6 mm in height for print applications and 7.5 pixels for digital applications.

Minimum size for Linear Company Mark without Tagline

The minimum height of the letter 'W' in the JSW Brand Mark is 2.6 mm in height for print applications and 7.5 pixels for digital applications.

Minimum size for Stacked Company Mark without Tagline

The minimum height of the letter 'W' in the JSW Brand Mark is 2.6 mm in height for print applications and 7.5 pixels for digital applications.

NOTE

The Brand Mark can be scaled proportionately to any large size as per requirement.

LINEAR COMPANY MARK WITH TAGLINE



LINEAR COMPANY MARK WITHOUT TAGLINE



ACTUAL MINIMUM SIZE



ACTUAL MINIMUM SIZE



STACKED COMPANY MARK WITH TAGLINE



STACKED COMPANY MARK WITHOUT TAGLINE



ACTUAL MINIMUM SIZE



ACTUAL MINIMUM SIZE



Logo Sizes - Product

Minimum size for Linear Product Mark with Descriptor

The minimum height of the letter 'W' in the JSW Brand Mark is 2.5 mm in height for print applications and 7 pixels for digital applications.

LINEAR PRODUCT MARK WITH DESCRIPTOR



STACKED PRODUCT MARK WITH DESCRIPTOR



Minimum size for Stacked Product Mark with Descriptor

The minimum height of the letter 'W' in the JSW Brand Mark is 2.5 mm in height for print applications and 7 pixels for digital applications.

ACTUAL MINIMUM SIZE



ACTUAL MINIMUM SIZE

**NOTE**

The Brand Mark can be scaled proportionately to any large size as per requirement.

Logo Sizes - Subsidiary & Location

Minimum size for Linear Subsidiary & Location Mark

The minimum height of the letter 'W' in the JSW Brand Mark is 3 mm in height for print applications and 8.5 pixels for digital applications.

LINEAR SUBSIDIARY & LOCATION MARK



STACKED SUBSIDIARY & LOCATION MARK



Minimum size for Stacked Subsidiary & Location Mark

The minimum height of the letter 'W' in the JSW Brand Mark is 3 mm in height for print applications and 8.5 pixels for digital applications.

ACTUAL MINIMUM SIZE



ACTUAL MINIMUM SIZE



NOTE

The Brand Mark can be scaled proportionately to any large size as per requirement.

Logo Sizes - JV

Minimum size for JV Mark

The minimum height of the letter 'W' in the JSW Brand Mark is 2.5 mm in height for print applications and 7 pixels for digital applications.

LINEAR JV MARK WITH DESCRIPTOR



2.5 mm
7 pixels

ACTUAL MINIMUM SIZE



NOTE

The Brand Mark can be scaled proportionately to any large size as per requirement.

1.9

BRAND COLOUR PALETTE

- 1.9.1 Primary Colours
- 1.9.2 Secondary Colours
- 1.9.3 Product Legacy Colours
- 1.9.4 Permitted Colours for Brand Marks
- 1.9.5 - 7 Permitted Backgrounds for Brand Marks
- 1.9.8 - 10 Special Representation of the Brand Mark

Primary Colours

Colour plays an important role in establishing a unique brand personality.

Colours set a distinct tone to the entire visual identity system and help evoke the brand values.

The JSW Blue and JSW Red are to be used predominantly to maximize brand recognition.

The primary brand colours are derived from the JSW mother brand palette.

PRIMARY COLOUR PALETTE

JSW Red



Pantone 485 C

C0 M100 Y100 K10

R215 G25 B32

JSW Blue



Pantone 7687 C

C100 M85 Y0 K0

R23 G71 B158

VINYL COLOURS



3M Poppy Red 3630-143



3M 2630-08

NOTE

This guideline applies to all the logo variants of the Group Mark, Company Marks, Product Marks Subsidiary Marks, Location Marks, JV Marks and Channel Marks.

Secondary Colours

The secondary brand colours may be used as accent colours and must not be used predominantly.

SECONDARY COLOUR PALETTE

Warm Grey



Pantone 401 C

C0 M0 Y12 K35

R179 G178 B164

Sky Blue



Pantone 310 C

C45 M0 Y0 K0

R126 G211 B247

Green



Pantone 397 C

C25 M15 Y100 K5

R190 G183 B43

Dark Blue



Pantone 294 C

C100 M90 Y30 K20

R33 G51 B104

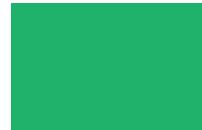
Product Legacy Colours

The Product brand colours are derived from colours that JSW Cement and JSW Steel have chosen to use as their dominant colours.

The Brand Team must be consulted should such a need of choosing secondary dominant colours for other product brands arise.

PRODUCT COLOUR PALETTE

Cement



Pantone 7480 C

C80 M0 Y80 K0

R99 G191 B127

Steel



Pantone 294 C

C100 M90 Y30 K20

R33 G51 B104

NOTE

The product colour palette is an exception for JSW Cement and JSW Steel. No other product brand is permitted a colour of its own. If there is a compelling market need to do so, the Brand Team will need to be consulted for exception handling.

Permitted Colours for Brand Marks

CMYK artworks should be used for offset printing.

Eg. Full colour advertisements, brochure covers, stationery etc.

RGB artworks should be used for digital applications like websites, presentations, emailers etc.

Single colour black artworks should be used for applications where colour reproduction is not possible.

Eg. Black and White newspaper advertisements.

JSW BRAND MARK WITHOUT TAGLINE

CMYK / RGB



BLACK COLOUR



JSW BRAND MARK WITH TAGLINE

CMYK / RGB



BLACK COLOUR



✖ DO NOT change the colours of the Mark



✖ DO NOT use the Mark in only blue



✖ DO NOT use the Mark in only red



✖ DO NOT interchange the colours of the Mark



NOTE

This guideline applies to all the logo variants of the Group Mark, Company Marks, Product Marks, Subsidiary Marks, Location Marks, JV Marks and Channel Marks.

Permitted Backgrounds for Brand Marks

For Group, Company, Subsidiary, Location and JV Mark

The Mark must ideally appear in full colour only on white.

It can be used in reverse for specific applications such as TVC end frames or applications that need a high visual contrast such as signage and merchandise.

The Mark should ideally appear in reverse on a blue background.

However, as exceptions, the Mark may appear on any background colour in either white or black as long as the contrast between the background and the logo is prominent.

JSW GROUP BRAND MARK REVERSED OUT OF JSW BLUE & BLACK

Reversed out of **C100 M85 Y0 K0**



Reversed out of **C0 M0 Y0 K100**



BRAND MARK IN WHITE ON DARK COLOURS



BRAND MARK IN BLACK ON LIGHT COLOURS



NOTE

This guideline applies to all the logo variants of the Group Mark, Company Marks, Product Marks, Subsidiary Marks, Location Marks, JV Marks and Channel Marks.

Permitted Backgrounds for Brand Marks

The Mark may appear in black on brown paper envelopes or green cloth lined envelopes.

As an exception, it may also appear in full colour on the light beige background of financial newspapers.

The red swoosh and the red tagline easily merges with red-yellow-orange-maroon-purple family colours and the blue type face alphabets J.S.W of JSW logo merges in blue-purple-grey-green family colours. Also Red & Blue vibrates with most of the contrasting colours creating visual imbalance.

To ensure logo visibility is not affected, coloured backgrounds are not allowed for primary red-blue coloured version of JSW logo.

NOTE

This guideline applies to all the logo variants of the Group Mark, Company Marks, Product Marks Subsidiary Marks, Location Marks, JV Marks and Channel Marks.

JSW GROUP BRAND MARK ON LIGHT BACKGROUNDS

Mark in black on brown paper envelopes



Mark in black on green paper envelopes



Mark in full colour on tinted financial newspapers



✖ DO NOT place the logo on gradients



✖ DO NOT place the logo on textures and images



✖ DO NOT use the Red Swoosh for reversing the logo



Permitted Backgrounds for Brand Marks

For Product Mark

Product logos can appear in full colour against a white background. However, in instances where white backgrounds are not an option, they can appear in 85% black on light backgrounds or in white against dark backgrounds. Sufficient contrast must be maintained between the logo and the background.

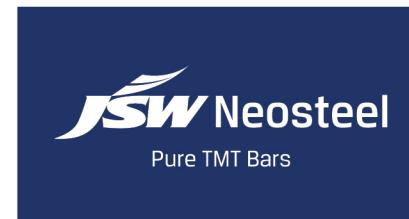
In certain cases, the logo can also be used over an image. Care must be taken that the image in the background is not busy and does not take away from the impact of the logo.

EXAMPLES OF JSW PRODUCT MARK ON PERMITTED BACKGROUNDS

Reversed in white against
Product colour for Cement



C100 M90 Y30 K20 against
Product colour for Neosteel



JSW PRODUCT MARK ON IMAGERY



NOTE

This guideline applies to all the logo variants of the Product Mark.

Special Representation of the Brand Mark

Watermark Version

The JSW Group Mark can be used as a watermark in the following colour values:

CO MO YO K10

The exclusion zone does not need to be followed for a watermark.
Text, graphic elements or images may overlap this Mark.



✗ DO NOT use transparency
of any other tint value

✗ DO NOT use transparency
on the coloured Mark



Special Representation of the Brand Mark

3D Version

The JSW Brand Mark may be created in 3D in one of the following ways:

1. Vinyl print, pasted on cut acrylic
2. Brushed steel

ACRYLIC BRAND MARK



METALLIC BRAND MARK



3D Swoosh

The JSW Swoosh in 3D can be used in two variations as and when required.

3D SWOOSH



Special Representation of the Brand Mark

Brand Mark on Different Substrates

The JSW Brand Mark can be reproduced by using techniques like embossing, debossing, laser cutting etc.

Materials like leather, wood, brushed steel may be used for this.

The logo may also be blind embossed on paper that is white, silver, JSW Blue, any product legacy colour or JSW Warm Grey.

EMBOSSED ON LEATHER



LASER CUT ON WOOD



BLIND EMBOSsing



1.10

EXAMPLES OF MISUSE

1.10.1 Improper Use (Selective Examples)

Improper Use (Selective Examples)

- ✗ DO NOT distort or change the angle of the logo



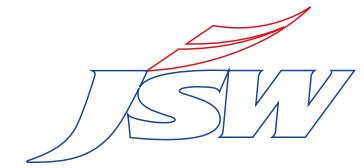
- ✗ DO NOT change the colours of the logo



- ✗ DO NOT use a drop shadow/bevel/emboss/ glow effects



- ✗ DO NOT use outlines for the logo



- ✗ DO NOT use the tagline in any manner not prescribed



- ✗ DO NOT stretch the logo disproportionately



- ✗ DO NOT use the JSW Word Mark without the Swoosh



- ✗ DO NOT change the orientation



- ✗ DO NOT use the logo as part of a sentence

The world of JSW

- ✗ DO NOT crop the logo



- ✗ DO NOT separate the Swoosh from the Word Mark



- ✗ DO NOT reverse the colours of the logo



2.0

VISUAL IDENTITY SYSTEM

2.1	Overview	2.5.6	Indian Language Typefaces
2.2	Colour Palette	2.5.7	Typeface - Usage
2.3	Graphic Anchor	2.6	Tone Of Voice
2.3.1	Introduction to Graphic Anchor	2.6.1 - 2	Overview
2.3.2	Graphic Anchor Size	2.7	Patterns and Textures
2.3.3	Graphic Anchor Usage	2.7.1	Permitted Patterns
2.3.4	Graphic Anchor - Do's and Dont's		
2.4	Image style		
2.4.1	Introduction		
2.4.2 - 3	Image Style Principles		
2.4.4	General Do's and Dont's		
2.5	Typographic Style		
2.5.1 - 2	Primary Typeface		
2.5.3 - 4	Open Source Fonts		
2.5.5	System Default Typeface		

2.1

OVERVIEW

Overview

The JSW Visual Identity System consists of the following elements:

1. The Colour Palette
2. The Graphic Anchor
3. Image Style
4. Typographic Style
5. Tone Of Voice



1
The Colour Palette

2
The Graphic Anchor

3
Image Style

4
Typographic Style

5
Tone Of Voice

2.2

COLOUR PALETTE

Colour Palette

The Primary, Secondary and Product Legacy colours must be used prominently in visual layouts for communication collateral.

PRIMARY

JSW Red



SECONDARY

Warm Grey



PRODUCT LEGACY

Cement



JSW Blue



Sky Blue



Steel



Green



Dark Blue



2.3

GRAPHIC ANCHOR

- 2.3.1 Introduction to Graphic Anchor
- 2.3.2 Graphic Anchor Size
- 2.3.3 Graphic Anchor Usage
- 2.3.4 Graphic Anchor - Do's and Dont's

Introduction to Graphic Anchor

A graphic anchor is a flexible and adaptable device that adds visual interest to the communication. It plays a powerful and important role in creating a recognisable and uniform brand look and feel.

Usually derived from the brand purpose and personality or from elements of the logo, the graphic anchor helps to standardize the communication collateral.



'The Pivot'

The JSW brand is further strengthened by its graphic anchor, 'The Pivot.'

At JSW, our dreams are backed by a vision to bring positive transformation to every life we touch. Over the years, we have continued to ensure that our success rests unwaveringly on sustaining the partnerships and nurturing the communities we serve.

'The Pivot' symbolises the focal point where our dreams of success and sustainability symbiotically meet and grow stronger. The colours of 'The Pivot', inspired from those of the JSW logo, reflect the stability, trust and dynamism of our brand.

Graphic Anchor Size

For better understanding and usage, 'The Pivot' is illustrated with its correct and incorrect usage guides.

USAGE ZONES OF 'THE PIVOT'



✖ TOO THICK

'The Pivot' should NOT be very thick. This will appear heavy and eat into the visual space of the brand communication.



✖ TOO THIN

'The Pivot' should NOT be too thin as it would not make an impact.



✓ RIGHT SIZE

'The Pivot' should always be used with its correct thickness based on the proportion of the communication. It should be impactful and yet not appear overpowering in the brand communication.

Please refer to the guidelines on print and outdoor applications for exact proportions of 'The Pivot.'

Graphic Anchor Usage

'The Pivot' usage is not mandatory for all applications. Kindly refer to the table shown alongside for better understanding on the usage.

'THE PIVOT' USAGE		
	'THE PIVOT'	EXAMPLES
Stationery	Not to be used	Business Cards, Letterheads, Envelopes Email Signature
Electronic Applications	• Only on Header of Website & Cover of PPT template	Website, PPT template
	Not to be used	FB / Twitter / Instagram / Screensavers
Internal Print Communication	May or may not be used. If used, place it only on cover	Diary, Calendar, Internal Magazine
Single Surface Internal Communication	May or may not be used	Posters, Emailers, Certificates, ID Cards
External Print Communication	• Only on Cover	Brochure, Investor Reports, Annual Reports, Flyer, Press Material
External Mass / Outdoor Communication	•	End Frames for TVCs, Ads, Hoardings, Bus Shelters
Events & Promotions	May or may not be used	Exhibitions, Canopy, Event Backdrop
Enduring Applications / Merchandise	Not to be used	Signage, Flag, Uniforms, Vehicles, Merchandise, Trophy, Gift Wrapping Paper and Bags, Packaging

NOTE

To make 'The Pivot' usage flexible across certain collaterals, especially Print & Internal Communication, we have limited the use of 'The Pivot' to only the cover. This allows to break the monotony.

- 'The Pivot' usage is mandatory

Graphic Anchor - Do's and Dont's

There are a few rules that must be followed in order to achieve uniformity across the brand communications.

- 'The Pivot' should either appear at the bottom or right side of the communication unless specified otherwise.
- The red portion of 'The Pivot' should always be 1/3rd of the total length of the graphic anchor.

X DO NOT alter/change the colours of 'The Pivot'



X DO NOT increase the height of 'The Pivot' disproportionately



X DO NOT put text/information within 'The Pivot'



X DO NOT reduce the image space in the brand communication



X DO NOT use 'The Pivot' at unspecified angles.



2.4

IMAGE STYLE

- 2.4.1 Introduction
- 2.4.2 - 3 Image Style Principles
- 2.4.4 General Do's and Dont's



Images that depict the growth and prosperity of the communities that we live in.

Transforming lives

CONFIDENCE | COURAGE | COMPASSION
COLLABORATION | COMMITMENT



Image Style Principles

Imagery plays an important role in the JSW brand graphic style. This is integral in creating a consistent look for the brand.

The imagery must consistently reflect the JSW ideology and personality:

Images that create spaces

Images must have enough free space to incorporate the headline and logo and make the image look enticing.

Images with bright and natural lighting

Refrain from using images that use harsh, high key lighting that looks unreal.

Images with enhanced perspectives

Using an unusual perspective gives a unique and interesting look to the communication.

IMAGES WITH ENHANCED PERSPECTIVES



IMAGES WITH NATURAL LIGHTING



IMAGES THAT CREATE SPACES



Image Style Principles

Images that depict scale

These are aspirational and go a long way in creating impact.

Images that breathe

Images used should not be busy and appear highly cluttered. Breathable spaces within the layout should be used to enhance the look and feel of the communication.

Images that build connections

The subjects within the people images should be evocative, expressive and appear natural. Highly staged images should not be used.

IMAGES THAT DEPICT SCALE



IMAGES THAT BREATHE



IMAGES THAT BUILD CONNECTIONS



General Do's and Dont's



✗ DO NOT use non candid / posed people images



✗ DO NOT use busy or cluttered imagery



✗ DO NOT use clip art images



✗ DO NOT use images with harsh/unnatural lighting



✗ DO NOT use computerised digital renders & images



✗ DO NOT use poorly composed images

2.5

TYPOGRAPHIC STYLE

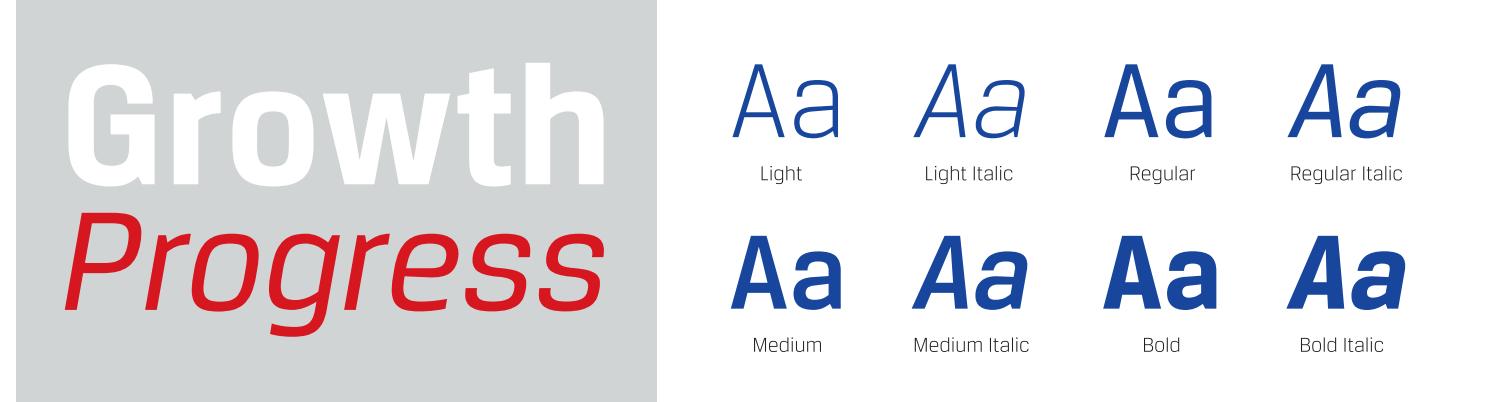
- 2.5.1 - 2 Primary Typeface
- 2.5.3 - 4 Open Source Fonts
- 2.5.5 System Default Typeface
- 2.5.6 Indian Language Typefaces
- 2.5.7 Typeface - Usage

Primary Typeface

The Primary Typeface for the JSW Group is Breuer Text, designed by Silas Dilworth. It offers the distinct aura of technical precision in a personable tone, ideal for body copy and headers.

It is a simple geometric sans serif type with relaxed curves and slightly condensed proportions. It works well for the JSW brand as it is distinctive, approachable, yet structured.

The different weights included in the font family allow for building information hierarchy.



We at JSW believe that no dream is impossible. What we build today, helps you fulfil your dreams tomorrow. Dreams that will go on to become reality so that you can own the future. That's why, we have always lived by the mantra of thinking ahead, being the 'first-mover' and ensuring excellence in execution. Achieving everything, by just nurturing the dreams of a billion Indians.

Primary Typeface

Breuer Text - Font Family

Breuer Text Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Breuer Text Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ.
1234567890

Breuer Text Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Breuer Text Regular Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Breuer Text Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Breuer Text Medium Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ.
1234567890

Breuer Text Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Breuer Text Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

✖ DO NOT use fonts other than the
ones prescribed

Loreum Ipsum Set Dolor
Loreum Ipsum Set Dolor

Roboto, an open source font, must be used for all web applications. It is a neo-grotesque sans serif typeface designed by Christian Robertson.

It is modern, yet approachable and has an emotive visual tone.

This typeface should not be used in any media other than the web.

Different weights of Roboto may be used to create information hierarchy while setting the text.

Roboto

We at JSW believe that no dream is impossible. What we build today, helps you fulfil your dreams tomorrow. Dreams that will go on to become reality so that you can own the future.

Growth *Progress*

Roboto - Font Family

Roboto Thin

abcdefghijklmnoprstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Roboto Thin Italic

abcdefghijklmnoprstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Roboto Light

abcdefghijklmnoprstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Roboto Light Italic

abcdefghijklmnoprstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Roboto Regular

abcdefghijklmnoprstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Roboto Italic

abcdefghijklmnoprstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Roboto Medium

abcdefghijklmnoprstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Roboto Medium Italic

abcdefghijklmnoprstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Roboto Bold

abcdefghijklmnoprstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Roboto Bold Italic

abcdefghijklmnoprstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Roboto Black

abcdefghijklmnoprstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Roboto Black Italic

abcdefghijklmnoprstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

System Default Typeface

Verdana and its different weights and versions must be used as system default typefaces for sharing electronic documents like presentations, spreadsheets etc.

This type should not be used for any application other than shared electronic documents that require to have system default fonts.

verdana

Verdana Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Verdana Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Verdana Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Verdana Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

The Kohinoor font family is available in several Indian languages, and must be used for all local language communication.

Different weights may be used for creating information hierarchy.

This type should not be used for any application other than those that require to have a local typeface.

कोहिनूर

कोहिनूर देवनागरी (Light)

अआइईउएऐओऔअংঅঃক্র

কখগঘড়চছজঝজটঠঢণতথদধনপফবভমযৰলবশষস

হଳକ୍ଷଜ୍ଞ ১২৩৪৫৬৭৮৯০

কोহিনূর দেবনাগরী (Regular)

অআইঈউএঐওঔঅংঅঃক্ৰ

কখগঘড়চছজঝজটঠঢণতথদধনপফবভমযৰলবশষস

হଳକ୍ଷଜ୍ଞ ১২৩৪৫৬৭৮৯০

কোহিনূর দেবনাগরী (Semi Bold)

অআইঈউএঐওঔঅংঅঃক্ৰ

কখগঘড়চছজঝজটঠঢণতথদধনপফবভমযৰলবশষস

হଳକ୍ଷଜ୍ଞ ১২৩৪৫৬৭৮৯০

देवनागरी
Latin
ગુજરાતી
કুমি঳
العربية
ગુરુમુક્ષી
ଓଡ଼ିଆ
କାନ୍ତାରୀ

কোহিনূর দেবনাগরী (Book)

অআইঈউএঐওঔঅংঅঃক্ৰ

কখগঘড়চছজঝজটঠঢণতথদধনপফবভমযৰলবশষস

হଳକ୍ଷଜ୍ଞ ১২৩৪৫৬৭৮৯০

কোহিনূর দেবনাগরী (Demi)

অআইঈউএঐওঔঅংঅঃক্ৰ

কখগঘড়চছজঝজটঠঢণতথদধনপফবভমযৰলবশষস

হଳକ୍ଷଜ୍ଞ ১২৩৪৫৬৭৮৯০

কোহিনূর দেবনাগরী (Bold)

অআইঈউএঐওঔঅংঅঃক্ৰ

কখগঘড়চছজঝজটঠঢণতথদধনপফবভমযৰলবশষস

হଳକ୍ଷଜ୍ଞ ১২৩৪৫৬৭৮৯০

Typeface - Usage

BreuerText family is the Primary Typeface selected for JSW. This typeface must be used widely across all collaterals except for web and electronic communication.

Kindly refer to the table shown alongside for better understanding on the usage.

TYPEFACE USAGE				EXAMPLES
	PRIMARY TYPEFACE	OPEN SOURCE FONTS	SYSTEM DEFAULT TYPEFACE	
Stationery	●			Business Cards, Letterheads, Envelopes, ID Cards
Electronic Communication			●	PPT Templates, Email Signature
Web		●		Websites, Apps
Print Communication	●			Brochure, Investor Reports, Annual Reports, Flyer, Internal Magazine, Press Material
B2C Collateral	●			End Frames for TVCs, Ads, Hoardings, Bus Shelters
Events & Promotions	●			Exhibitions, Canopy, Sponsorship Panel
Internal Communication	●			Posters, Emailers, Certificates
Enduring Applications	●			Signage, Flag, Uniforms, Vehicles, Merchandise, Trophy, Gift Wrapping Paper and Bags, Packaging, Screensavers

● TO BE USED

NOTE

The suggested Indian Language Typeface can be used across Print Communication, B2C Collaterals, Events & Promotions, Internal Communication and Enduring Applications like Signage, Vehicles etc. for better understanding in rural areas.

2.6

TONE OF VOICE

2.6.1 - 2 Overview

Our brand goes beyond our purpose and our promise. Brands are no different from people, and they too have a personality. That personality is expressed through our tone of voice.

But a tone of voice does more than just give our brand a distinct personality. It also helps maintain consistency. By having a well-defined tone of voice, we ensure that no matter when or where our brand communicates, it does so consistently. And in doing so, it ensures a consistent experience for our stakeholders.

The guidelines below are a broad framework to help you craft your specific brand message. Use them as guardrails, rather than rules carved in stone.

Here's why it is -

we are living in an age and time where customers just do not seek a product or a service but an experience. While all organizations/brands seek to be distinctive and different – the key is to be consistent in that too. So, it is not just being different, at a one-off level but it is to be consistently different, always distinctive in what we do. This "consistent distinctiveness" needs to reflect through our communication.

A message has two parts -

the content and the manner in which it is delivered. While the content of the message is informed by our values, the manner in which it is delivered is determined by our personality.

How do we express our personality?

Simply put, by choosing the right words, structure and syntax. It is helpful to imagine a person with the personality traits that JSW has. How would they express themselves?

optimistic
empathetic
nationalistic
bold

how 'optimistic' sounds

Optimism is at the heart of our brand. We express optimism by using positive words in our messaging, instead of using 'no' and 'never'. We strive to see the silver lining, not the clouds. For example, instead of saying, 'our productivity lags the global benchmarks', we might say, 'there is ample scope for improvement of our productivity, when compared to global standards'. Optimism is as much a question of perspectives as it is, about words.

being empathetic

While talking and writing, we show empathy by sounding inclusive. Our messaging is about 'we' rather than 'I'. And it is always in the context of a problem that we understood and went about solving. Being empathetic also means we avoid blowing our own trumpet.

expressing nationalism

At JSW we wear our nationalism proudly. But at the same time, we are not jingoistic. Our nationalism is reflected in our action, as well as the way we contextualize our messaging. The Group and its achievements can never be held above the nation. So, instead of saying, 'The JSW Group restored the Kedarnath site', we'd rather say, 'The JSW Group's belief in building the nation that built us, led us to help restore the Kedarnath site after the devastating floods in 2015.'

how 'bold' sounds

Boldness in our communication is achieved through the use of the active voice. The active voice always sounds more positive and action-oriented. It shows us in our true colors as the doers, the makers of a brighter world around us. So, instead of saying, 'This project was completed in a record time by JSW', we'd rather say, 'JSW completed this project in record time.'

2.7

PATTERNS AND TEXTURES

2.7.1 Permitted Patterns

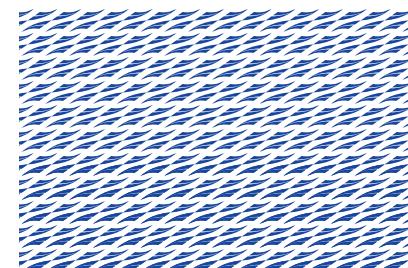
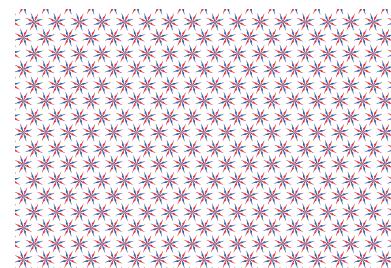
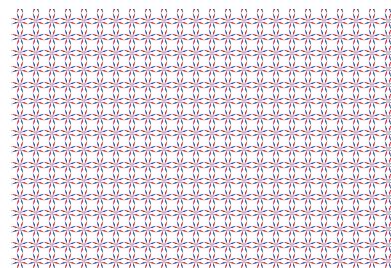
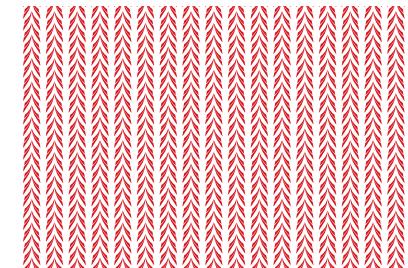
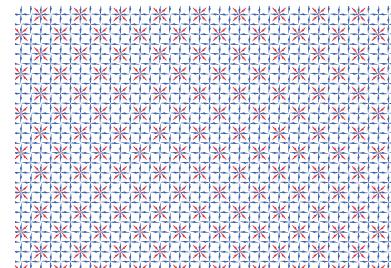
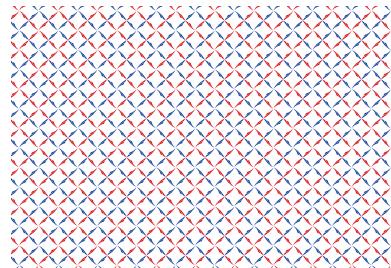
Permitted Patterns

Specific patterns have been created from the graphic anchor- 'The Pivot' and the JSW Swoosh.

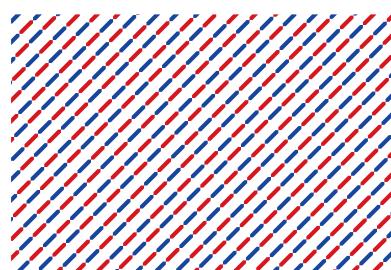
These patterns can be used across brand collaterals that require a seamless background or to create visual textures.

Eg: Gift Wrapping Paper, Wallpapers, Screensavers etc.

PERMITTED PATTERNS WITH THE SWOOSH



PERMITTED PATTERNS WITH THE PIVOT



3.0

BUSINESS/COMPETENCY BLOCK

3.1 Competency Block - Overview
 & Usage

Competency Block - Overview & Usage

A Business/Competency Block is a representation of entities that reflects the business verticals of the JSW Group.

The mention of the Competency Block in collateral is a reminder of the scale of the Group.

Business verticals mentioned in the Competency Block may be added or deleted as per guidelines issued by the central brand team.

Competency Block Usage

A Competency Block is only to be used for JSW Group collateral.

COMPETENCY BLOCK USAGE		
	COMPETENCY BLOCK	EXAMPLES
B2B Collateral	•	Brochure, PPT Template, Exhibitions, Investor Reports
B2C Collateral	•	End Frames for TVCs, Ads, Hoardings, Bus Shelters
Corporate Communication	•	Brochure, Press Material
Internal Communication		Screensavers, Posters, Emailers, Certificates
Enduring Applications		Signage, Flag, Uniforms, Vehicles

- Competency Block usage is mandatory

COMPETENCY BLOCK

Steel | Energy | Infrastructure | Cement
Ventures | Foundation | Sports

EXAMPLE



Steel | Energy | Infrastructure | Cement

Ventures | Foundation | Sports

www.jsw.in



4.0

APPLICATIONS

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	Workflow	4.2.3	Poster	4.3.3	Annual Report
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4.7.4	Dumper Truck		
4.7.5	Concrete Truck		

4.1

STATIONERY

- 4.1.1 Introduction
- 4.1.2 Production Workflow
- 4.1.3 Generic Guidelines
- 4.1.4 Adapting the Artwork
- 4.1.5 Business Card
- 4.1.6 Letterhead
- 4.1.7 Continuation Sheet
- 4.1.8 Letterhead & Continuation Sheet - Usage
- 4.1.9 Envelope - 220 mm x 110 mm
- 4.1.10 Envelope - 220 mm x 110 mm (Window)
- 4.1.11 Envelope - A4 Document
- 4.1.12 Email Signature
- 4.1.13 ID Card & Lanyard
- 4.1.14 Presentation Template

Introduction

Stationery items are the most commonly used applications of the Brand Mark.

The design and quality of the stationery items say a lot about the company.

Business Cards from two different offices that have variations only reflect lack of integration and attention to detail. Hence it is very important to remember that consistent use of the brand elements is essential for maximum impact.

In a large and spread out conglomerate like JSW, it becomes all the more important to ensure that there are no variations in colour, type style, placement, paper etc. while reproducing the stationery items.

Guidelines in this section should be strictly followed to ensure consistency in all corporate stationery. Artworks for each stationery item are provided and are available with the Brand Team.

Choosing the printing process

As far as possible, the stationery should be offset printed. In instances when it is commercially unviable to do so (for example when the print run is small), screen printing may be used. It is recommended, however, that the Brand Marks and address details are offset printed in bulk and personal information is screen printed for individuals.

Production Workflow

Step 1

Collect data for stationery from all companies. The data should be typed in the following format:

Name

Designation

Registered name of the company

Building (factory/complex or floor/street if required)

Area (suburb/locality/taluka/district)

City with Pin

Country

Telephone number (preferably only one)

Fax number (only one if very essential)

Mobile number (only one)

Email

Website URL

Step 3

Have a list of approved vendors ready. See to it that they develop the JSW brand colours accurately on the specified papers for offset printing before-hand. These vendors have to be pre-judged for their printing quality and delivery.

Step 4

Send the respective source files, artworks and guidelines to the agency for creating the final artworks for print output.

Step 5

Set up an audit team that would approve the final printed sample with respect to the paper quality and weight, print quality, colours, placement, type etc.

Step 2

Rationalise this information such that the company name, the address and contact details fit into a maximum of 5-6 lines.

Generic Guidelines

1 As far as possible put individual segments of information on separate lines

Eg:

JSW Steel Limited

Dolvi works

Geetapuram

Dolvi

Taluka Pen

District Raigad 402 107

2 If the address is long, two information segments can be placed in one line.

The segments should be separated by commas. However, there should be no comma or full stop at the end of a line

Eg:

JSW Steel Limited

Dolvi works: Geetapuram

Dolvi, Taluka Pen

District Raigad 402 107, India

3 Do not use short forms for address details like Rd. for Road, (W) for West, Dist. for District unless there is a space constraint

4 The address should be typed in title case, i.e. all words should begin with a capital letter.

5 Follow the method of writing pin codes and telephone numbers correctly

Single letter spaces

 Raigad 402 107
 Single 3 mm tab space Single letter spaces

 T +91 21432 76826
 Use + before ISD Code

6 If more than one telephone number needs to be given, it should be represented as follows:

T +91 22 21432 76826 / 3056

7 Email should be written as follows:

E shankara.narayana@jsw.in

8 URLs should be written directly

www.jsw.in

and not as

W www.jsw.in.

9 While typing letters or addresses on envelopes use only Mr. or Ms. for the title. Do not use Shri/Smt/Mrs/Kum etc

10 If the designation is too long it should be divided into two lines

Eg:

Shankara Narayana

Senior Manager

Mechanical (HSM-II Project)

Adapting the Artwork

Method of creating artwork

Step 1

Open the master artwork of the required Group/Company/Subsidiary/JV and required application in Adobe Illustrator. Select the required text with the text cursor in its respective line and re-type the actual text or personnel details.

✖ DO NOT change the pre-set font, colour or line spacing.

Step 2

Convert the file to curves and send it for output.

Step 1 Select only a single line of information segment and re-type the new data.



When more than one information line is chosen at one time and data is re-typed, the text formatting is lost. Note how the newly typed line has been wrongly formatted.



Step 2 Select the next information line and re-type the new data. Do not attempt to select more than one information line at a time as this will erase the formatting of the text.



Business Card

The business card template in Adobe Illustrator is fully editable to accommodate individual requirements.

All text is set in **BreuerText**.

Business Card Size

90 mm X 54 mm

Colours

2 spot colours:

Blue - Pantone 7687 C

Red - Pantone 485 C

Paper

Cordenons: Prestige White ALPHA -

Absolute White - 300 gsm

Printing Process

Offset Printing

NOTE

The relative sizes, placement and proportions of all the elements are fixed and must not be tampered with. The business cards must always be reproduced using the artworks provided.

The address segment should ideally consist of 3 lines, but in case of unavoidable lengthy addresses it can exceed up to a maximum of 5 lines.

BUSINESS CARD (FRONT AND BACK)



Letterhead

The letterhead template in Adobe Illustrator is fully editable to accommodate individual requirements.

All text is set in **BreuerText**.

Letterhead Size

A4 - 210 mm X 297 mm

Colours

2 spot colours:

Blue - Pantone 7687 C

Red - Pantone 485 C

Paper

Premium Version

Cordenons: Prestige White ALPHA -

Absolute White - 100 gsm

Economy Version

Munken Polar Rough - 100 gsm

Printing Process

Offset Printing

NOTE

The relative sizes, placement and proportions of all the elements are fixed and must not be tampered with. The letterheads must always be reproduced using the artworks provided.

The address segment should ideally consist of 4 lines, but in case of unavoidable lengthy addresses it can exceed up to a maximum of 6 lines.

LETTERHEAD

JSW Steel Limited



To
Mr. Name of the Addressee
Address address address
Address address address address
Pin Code 400 056
X
00 Month, 2000

X
Reference This mentions the reference or subject line
X
Dear Mr. Name of the Addressee,
X

The content of the letterhead should be typed in Verdana Regular in size of 10 point and a line spacing of 14 points. The address, date, reference and the name of the addressee should all come above the first fold mark. The main body of the letter should start below this line.

X
Paragraphs should be separated by a single line space. There should be a single line space between the end of the address and the date, between the date and the reference, between the reference and the salutation and between the salutation and the main body of text. There should be a single line space between the end of the letter and the sign off and a three line space for the signature. Line spaces have been indicated by the letter 'x' in blue colour.

X
Thanking you
Yours sincerely
X
X
X
Name of Person

Registered Office
Dohi Works JSW Centre
Gestapuram, Dolvi, Taloja Pan Bandra Kurla Complex
District Raigad 402 107, India Bandra East, Mumbai 400 051
T +91 21432 76626 / 7501 T +91 22 4286 1000
www.jsew.in F +91 22 4286 3000



Continuation Sheet

The continuation sheet must be used in case the content of the letter does not fit in the space provided in the letterhead.

The continuation sheet template in Adobe Illustrator is fully editable to accommodate individual requirements.

All text is set in **BreuerText**.

Continuation Sheet Size

A4 - 210 mm X 297 mm

Colours

2 spot colours:

Blue - Pantone 7687 C

Red - Pantone 485 C

Paper

Premium Version

Cordenons: Prestige White ALPHA -

Absolute White - 100 gsm

Economy Version

Munken Polar Rough - 100 gsm

Printing Process

Offset Printing

NOTE

The relative sizes, placement and proportions of all the elements are fixed and must not be tampered with. The continuation sheets must always be reproduced using the artworks provided.

No address should appear on the continuation sheets.

CONTINUATION SHEET

JSW Steel Limited



Letterhead & Continuation Sheet - Usage

Typing the letter

Step 1

Set the page margin as follows in Microsoft Word.

Left = 30 mm, Right = 26 mm,

Top = 43 mm, Bottom = 50 mm.

Step 2

Type the letter in Verdana in 10 points with a line spacing of 14 points. Single line spaces indicated by 'x' in the diagram alongside should be left at the prescribed places. The main body of the letter should start below the first fold mark as shown in the diagram.

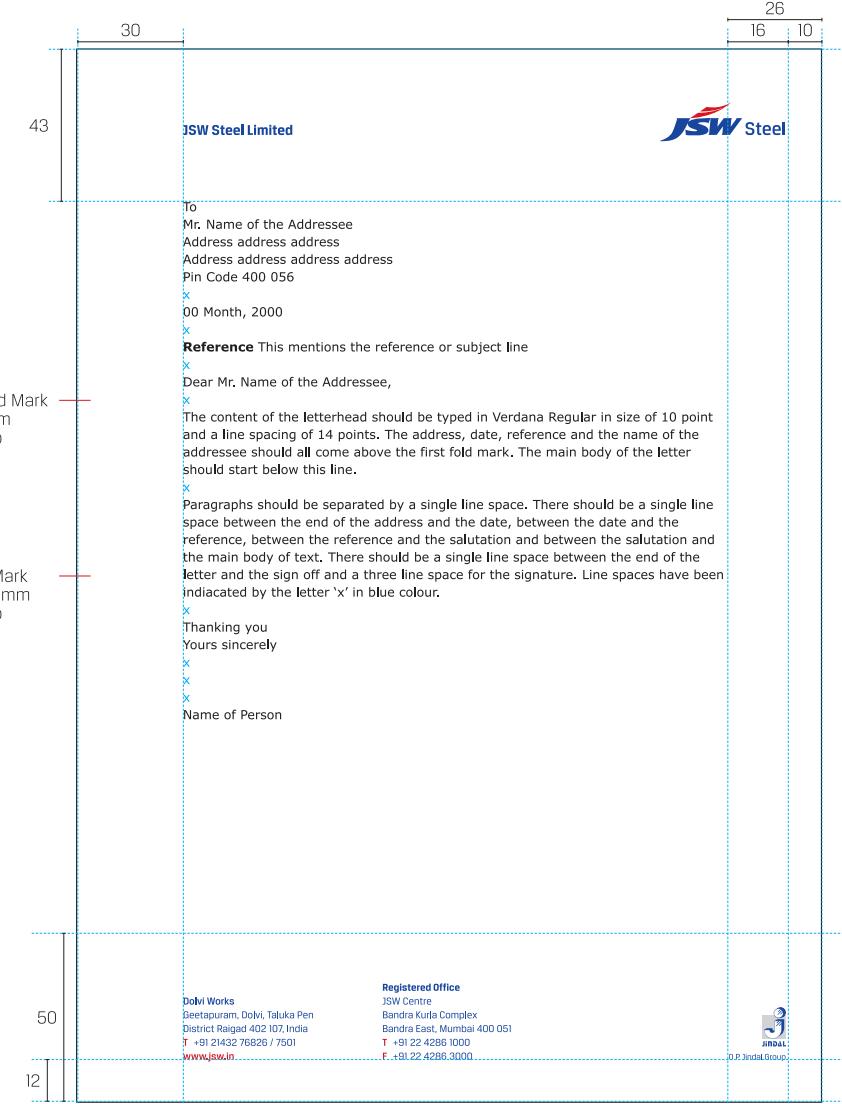
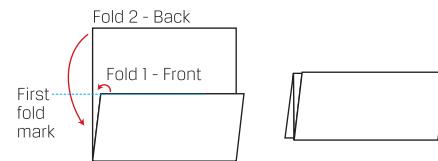
If the content of the letter goes beyond the available space on the page, a continuation sheet should be used.

Step 3

Feed the pre-printed letterhead into the printer and output the file. The letter should preferably be printed on a laser printer.

Folding the letter

The letterhead should be folded as indicated below.



Envelope - 220 mm x 110 mm

The envelope template in Adobe Illustrator is fully editable to accommodate individual requirements.

All text is set in **BreuerText**.

Envelope Size

220 mm X 110 mm

Colours

2 spot colours:

Blue - Pantone 7687 C

Red - Pantone 485 C

Paper

Premium Version

Cordenons: Prestige White ALPHA -
Absolute White - 160 gsm

Economy Version

Munken Polar Rough - 120 gsm

Printing Process

Offset Printing

NOTE

The relative sizes, placement and proportions of all the elements are fixed and must not be tampered with. The envelopes must always be reproduced using the artworks provided.

The address segment should ideally consist of 3 lines, but in case of unavoidable lengthy addresses it can exceed up to a maximum of 4 lines.

ENVELOPE - 220 MM X 110 MM



Envelope - 220 mm x 110 mm (Window)

The envelope template in Adobe Illustrator is fully editable to accommodate individual requirements.

All text is set in **BreuerText**.

Envelope Size

220 mm X 110 mm

Colours

2 spot colours:
Blue - Pantone 7687 C
Red - Pantone 485 C

Paper

Premium Version

Cordenons: Prestige White ALPHA -
Absolute White - 160 gsm

Economy Version

Munken Polar Rough - 120 gsm

Printing Process

Offset Printing

NOTE

The relative sizes, placement and proportions of all the elements are fixed and must not be tampered with. The envelopes must always be reproduced using the artworks provided.

The address segment should ideally consist of 3 lines, but in case of unavoidable lengthy addresses it can exceed up to a maximum of 4 lines.

ENVELOPE - 220 MM X 110 MM (WINDOW)



Envelope - A4 Document

The envelope template in Adobe Illustrator is fully editable to accommodate individual requirements.

All text is set in **BreuerText**.

Envelope Size

A4

Colours

2 spot colours:

Blue - Pantone 7687 C

Red - Pantone 485 C

Paper

Premium Version

Cordenons: Prestige White ALPHA -

Absolute White - 160 gsm

Economy Version

Munken Polar Rough - 120 gsm

Printing Process

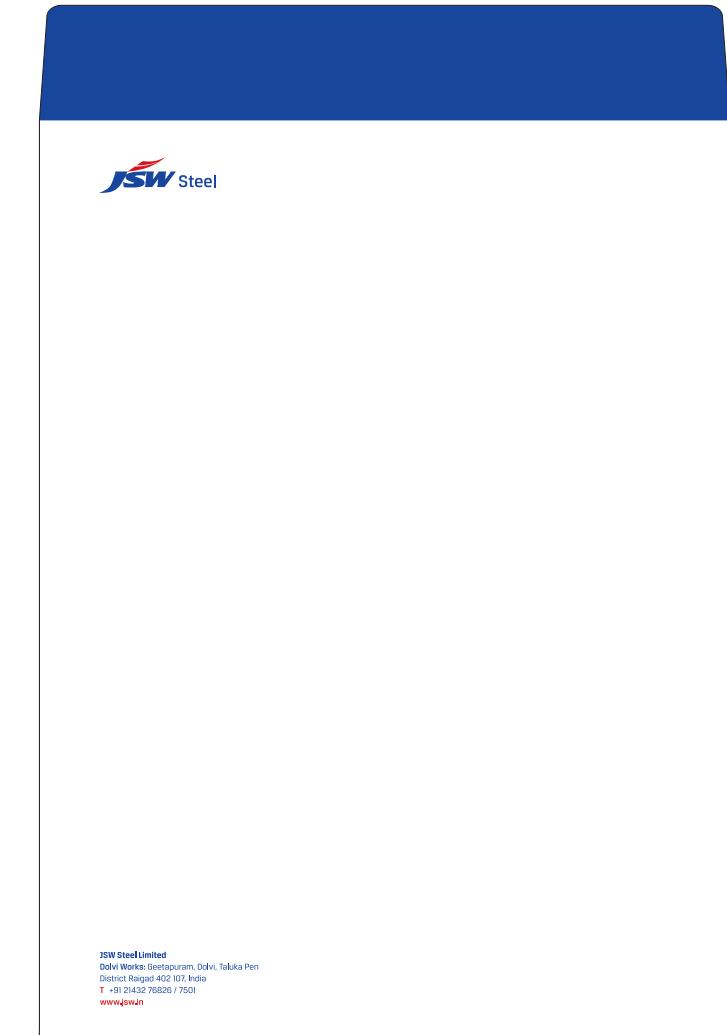
Offset Printing

NOTE

The relative sizes, placement and proportions of all the elements are fixed and must not be tampered with. The envelopes must always be reproduced using the artworks provided.

The address segment should ideally consist of 3 lines, but in case of unavoidable lengthy addresses it can exceed up to a maximum of 4 lines.

A4 DOCUMENT ENVELOPE



JSW Steel Limited
Dabbi Works, Bitternaram, Dabbi, Taluka Pen
District Raigad 402 107, India
T : +91 21432 76926 / 7501
www.jswan.in

The email signature template in Gmail is fully editable to accommodate individual requirements.

All text is set in **Verdana Regular**.

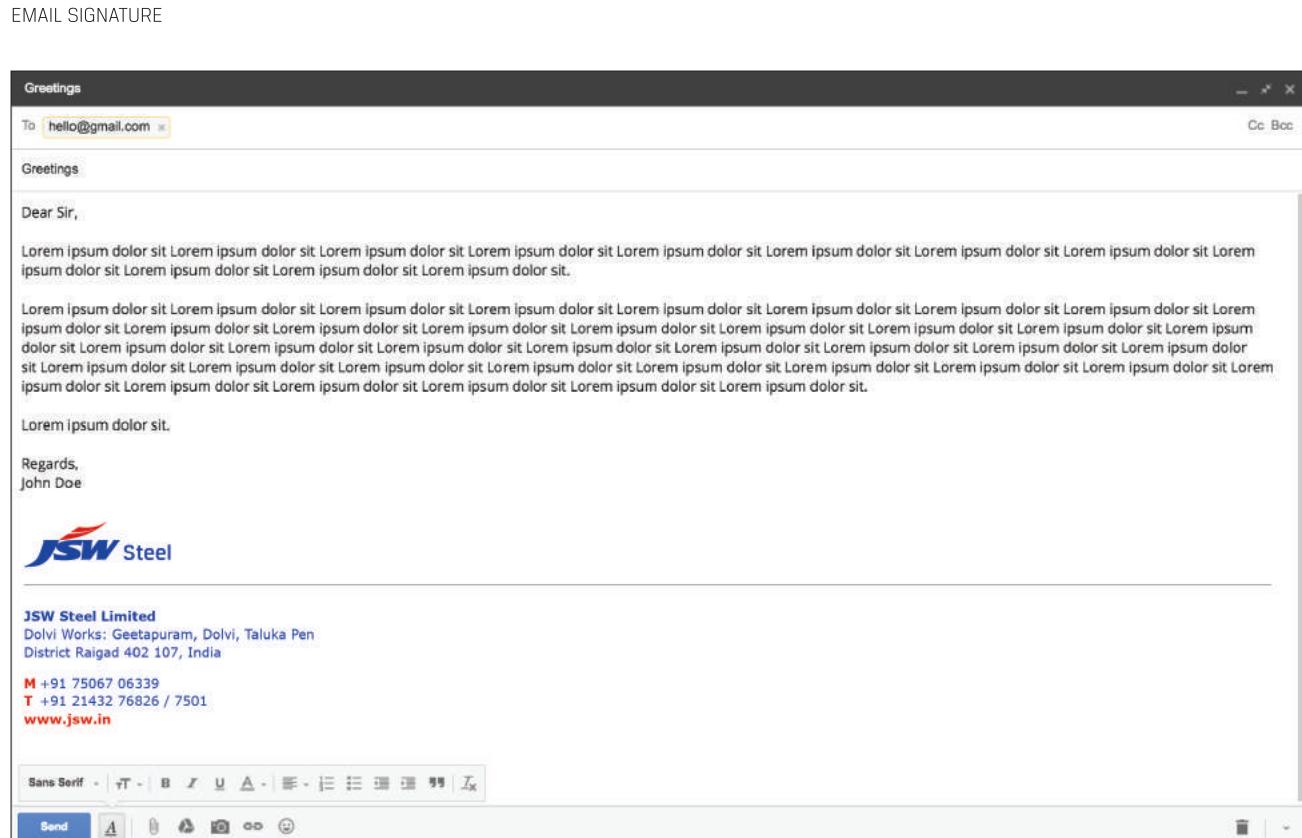
Verdana Bold is used for highlighting the Company Name, 'M' of Mobile, 'T' of Telephone and Website URL.

Colours

To set colours available on Gmail default colour palette:

Blue - R11 G83 B148

Red - R204 GO BO



NOTE

The relative sizes, placement and proportions of all the elements are fixed and must not be tampered with. The email signature must always be reproduced using the template provided.

The address segment should ideally consist of 3 lines, but in case of unavoidable lengthy addresses it can exceed up to a maximum of 5 lines.

ID Card & Lanyard

The ID Card template in Adobe Illustrator is fully editable to accommodate individual requirements.

All text is set in **BreuerText**.

ID Card Size

55 mm X 91 mm

Colours

2 spot colours:

Blue - Pantone 7687 C

Red - Pantone 485 C

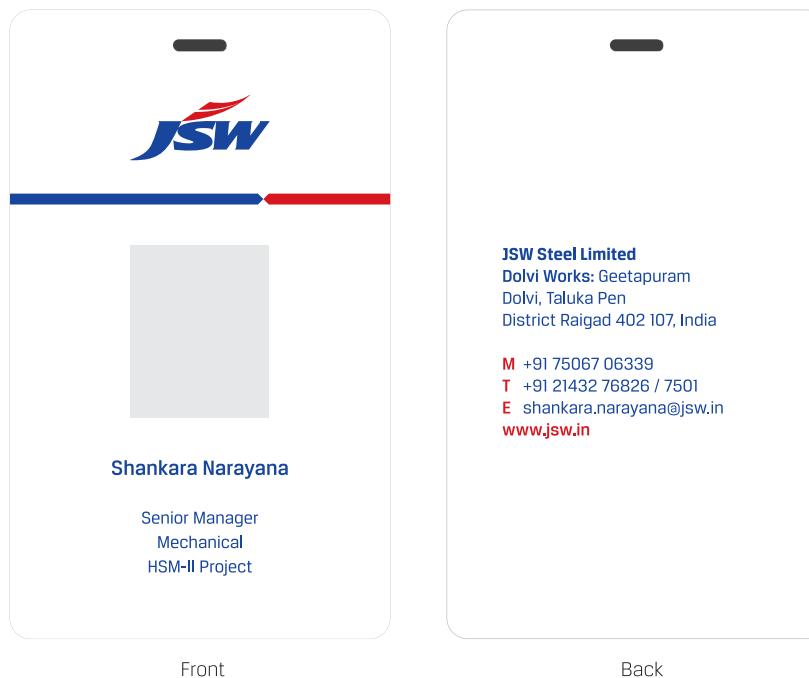
Substrate

Plastic Cards

Printing Process

Digital Printing with matt lamination, if required

ID CARD



Front

Back

LANYARD



NOTE

The relative sizes, placement and proportions of all the elements are fixed and must not be tampered with. The ID cards must always be reproduced using the artworks provided.

The address segment should ideally consist of 4 lines, but in case of unavoidable lengthy addresses it can exceed up to a maximum of 7 lines.

Presentation Template

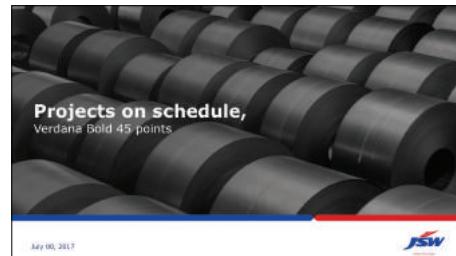
The PPT template in Microsoft PowerPoint is fully editable to accommodate individual requirements.

All text is set in **BreuerText**.

PPT Size

16 x 9 inches

COVER TEMPLATE



SLIDE SEPARATOR



SLIDE SEPARATOR



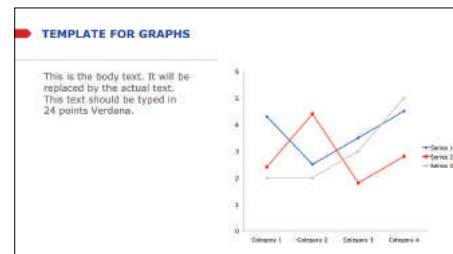
SLIDE SEPARATOR



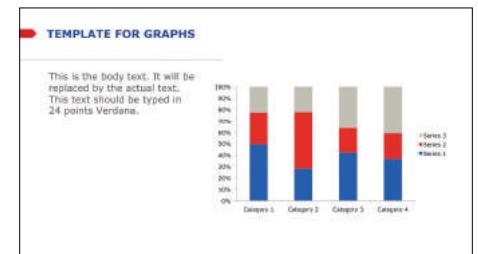
PPT INSIDE PAGE TEMPLATE



PPT INSIDE PAGE TEMPLATE



PPT INSIDE PAGE TEMPLATE



NOTE

Please refer to source file to access other pages.

4.2

INTERNAL COMMUNICATIONS

4.2.1 Emailer Template

4.2.2 Internal Magazine

4.2.3 Poster

4.2.4 Standee

4.2.5 Screensaver

4.2.6 Certificate

4.2.7 Flag

4.2.8 Canopy

4.2.9 Merchandise

4.2.9.1 Cap

4.2.9.2 Pen

4.2.9.3 USB

4.2.9.4 Umbrella

4.2.10 Uniforms

4.2.10.1 Tie Pin

4.2.10.2 Cufflinks

4.2.10.3 Helmet

4.2.11 Trophy

4.2.12 Gift Wrapping Paper

4.2.13 Gift Bag

Emailer Template

To create an emailer please use the source file provided.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

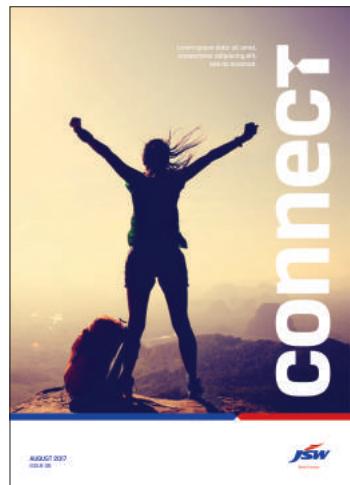


Internal Magazine

To create a layout for an internal magazine, please use the source files provided.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

COVER TEMPLATE



INSIDE PAGE TEMPLATE



INSIDE PAGE TEMPLATE



BACK COVER TEMPLATE



Poster

To create a layout for a poster, please use the source files provided.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

POSTER FOR GROUP



POSTER FOR COMPANY



Standee

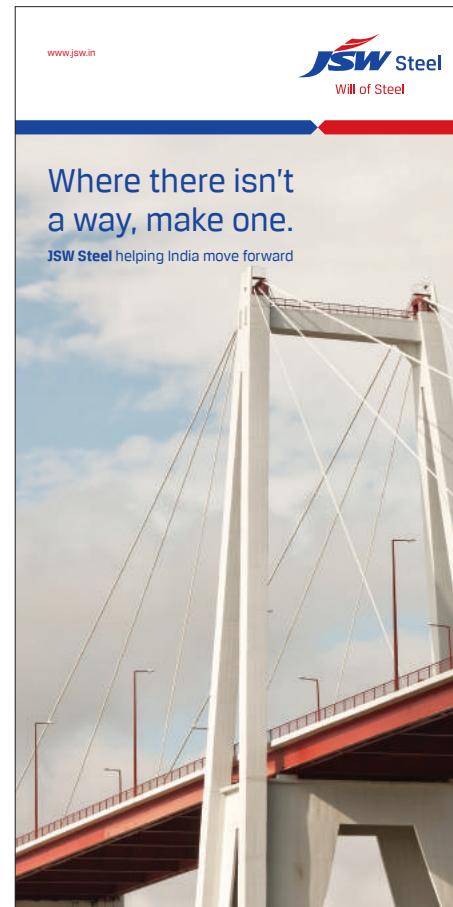
To create a layout for a standee, please use the source files provided.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

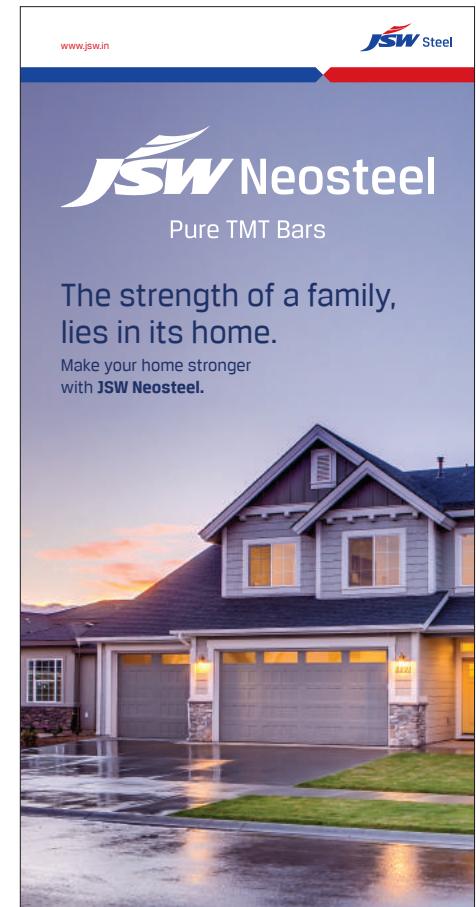
STANDEE FOR GROUP



STANDEE FOR COMPANY



STANDEE FOR PRODUCT



Screensaver

To create a layout for a screensaver, please use the source files provided.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

SCREEN 1



SCREEN 2



SCREEN 3



SCREEN 4



SCREEN 5

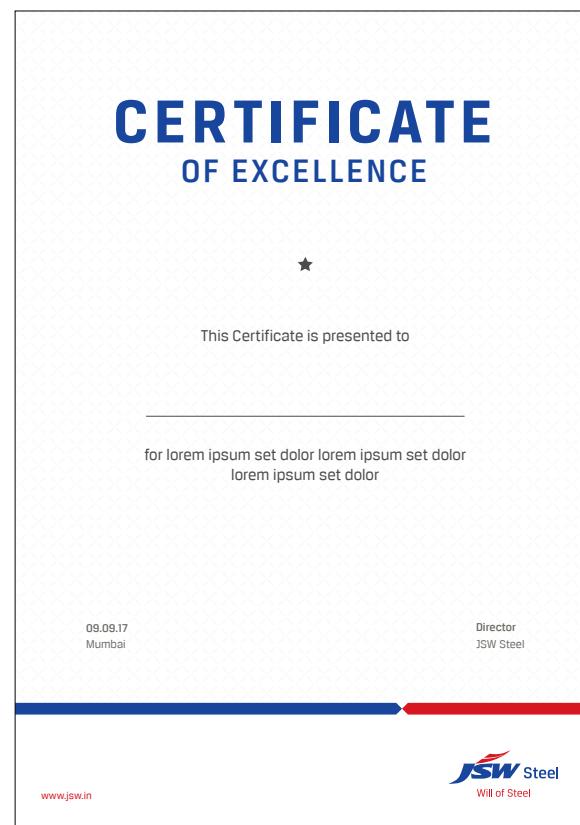


Certificate

To create a layout for a certificate, please use the source files provided.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

CERTIFICATE FOR COMPANY



CERTIFICATE FOR GROUP



Flag

To create a flag for JSW,
please refer to the design shown
alongside.

WHITE FLAG



BLUE FLAG



Canopy

To create a design for a canopy,
please use the reference alongside.



4.2.9

MERCHANDISE

- 4.2.9.1 Cap
- 4.2.9.2 Pen
- 4.2.9.3 USB
- 4.2.9.4 Umbrella

Merchandise - Cap

For Cap, please refer to the design shown alongside.



Merchandise - Pen

For Pen, please refer to the design shown alongside.



Merchandise - USB

For USB, please refer to the artwork shown alongside.



Merchandise - Umbrella

For Umbrella, please refer to the design shown alongside.



4.2.10

UNIFORMS

- 4.2.10.1 Tie Pin
- 4.2.10.2 Cufflinks
- 4.2.10.3 Helmet

Uniforms - Tie Pin

For Tie Pin, please refer to the design shown alongside.



NOTE

Tie Pin is to be worn only for special occasions.

Uniforms - Cufflinks

For Cufflinks, please refer to the design shown alongside.



Uniforms - Helmet

For Helmet, please refer to the design shown alongside.

WHITE HELMET



BLUE HELMET



YELLOW HELMET



Trophy

For Trophy, please refer to the designs shown alongside.

TROPHY 1



TROPHY 2



TROPHY 3



TROPHY 4



Gift Wrapping Paper

For Gift Wrapping Paper, please refer to the designs shown alongside.

The artworks are available as part of the source files provided.

GIFT WRAPPING PAPER 1



GIFT WRAPPING PAPER 2



Gift Bag

For Gift Bag, please refer to the design shown alongside.

The JSW Brand Mark should always be screen printed in Silver using Pantone Silver or be executed using Silver Foiling.

GIFT BAG



4.3

PUBLICATIONS

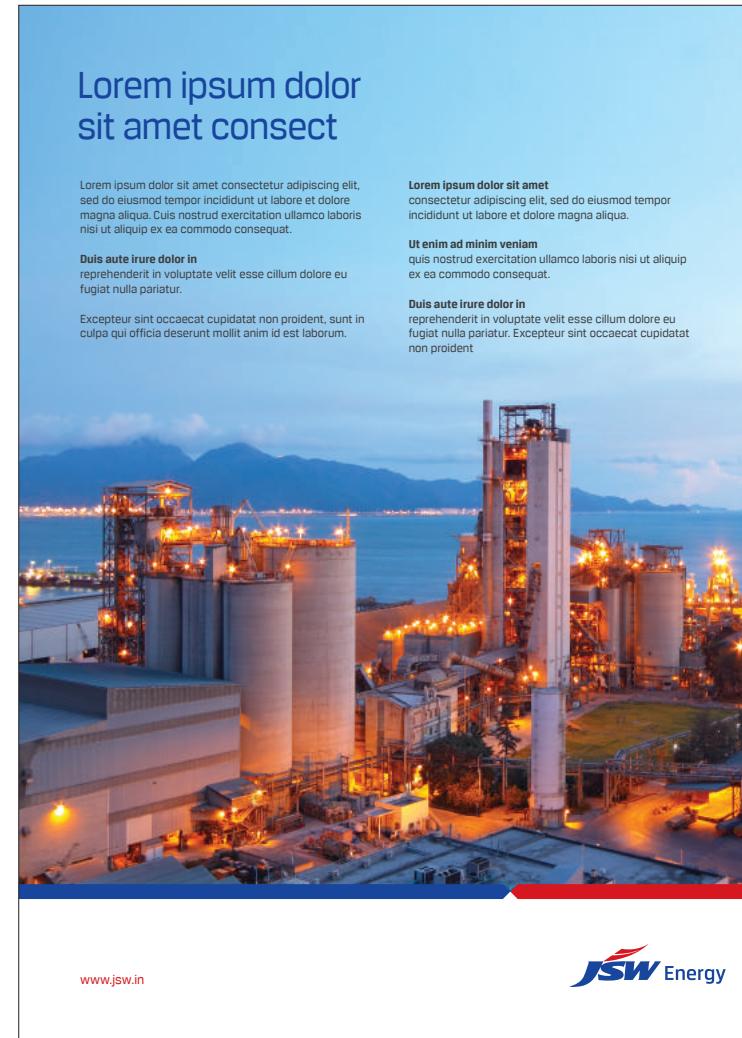
- 4.3.1 Product A4 Flyer
- 4.3.2 Product Brochure
- 4.3.3 Annual Report
- 4.3.4 Investor Report

Product A4 Flyer

To create a product flyer, please use the design provided. The artwork is available in the source files provided.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

PRODUCT A4 FLYER



Product Brochure

To create a product brochure, please use the design provided. The artwork is available in the source files provided.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

COVER TEMPLATE



INSIDE PAGE TEMPLATE



INSIDE PAGE TEMPLATE



HOT ROLL

JSW Steel manufactures Hot Rolled (HR) coils at its state-of-the-art Hot Strip Mills (HSM), at Vijayanagar (Karnataka) and Dolvi (Maharashtra).

Hot Strip Mill (HSM) 2 with 2000 mm width and 1000 mm thickness. This plant has a capacity of 1.2 million tonnes per annum. The plant is equipped with state-of-the-art technology and can produce over 100 types of hot rolled products. The plant has a unique feature of being able to produce various types of hot rolled products in one plant. The plant has a unique feature of being able to produce various types of hot rolled products in one plant. The plant has a unique feature of being able to produce various types of hot rolled products in one plant. The plant has a unique feature of being able to produce various types of hot rolled products in one plant.

Key Features:

- World Class Quality: Hot Strip Mill 2 has a width of 1200 mm and a length of 12000 mm.
- Advanced Line: Line for 1200 mm gauge coil. The coil is produced using advanced technology for better quality and efficiency.
- State-of-the-art: State-of-the-art technology is used for the production of hot rolled products.
- Efficient Production: Efficient production is achieved through the use of advanced technology and automation.
- Quality Control: Quality control is ensured through strict quality checks and monitoring.
- Delivery: Delivery is prompt and reliable, ensuring timely delivery of products.

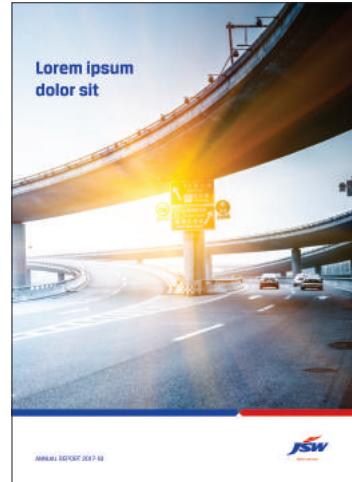
Specifications:

Thickness	Width	Length
12 - 16 mm	1200 mm	12000 mm
18 - 25 mm	1200 mm	12000 mm
30 - 40 mm	1200 mm	12000 mm
45 - 55 mm	1200 mm	12000 mm
60 - 80 mm	1200 mm	12000 mm
90 - 120 mm	1200 mm	12000 mm
130 - 160 mm	1200 mm	12000 mm
170 - 200 mm	1200 mm	12000 mm
210 - 240 mm	1200 mm	12000 mm
250 - 280 mm	1200 mm	12000 mm
290 - 320 mm	1200 mm	12000 mm
330 - 360 mm	1200 mm	12000 mm
370 - 400 mm	1200 mm	12000 mm
410 - 440 mm	1200 mm	12000 mm
450 - 480 mm	1200 mm	12000 mm
490 - 520 mm	1200 mm	12000 mm
530 - 560 mm	1200 mm	12000 mm
570 - 600 mm	1200 mm	12000 mm
610 - 640 mm	1200 mm	12000 mm
650 - 680 mm	1200 mm	12000 mm
690 - 720 mm	1200 mm	12000 mm
730 - 760 mm	1200 mm	12000 mm
770 - 800 mm	1200 mm	12000 mm
810 - 840 mm	1200 mm	12000 mm
850 - 880 mm	1200 mm	12000 mm
890 - 920 mm	1200 mm	12000 mm
930 - 960 mm	1200 mm	12000 mm
970 - 1000 mm	1200 mm	12000 mm
1010 - 1040 mm	1200 mm	12000 mm
1050 - 1080 mm	1200 mm	12000 mm
1090 - 1120 mm	1200 mm	12000 mm
1130 - 1160 mm	1200 mm	12000 mm
1170 - 1200 mm	1200 mm	12000 mm
1210 - 1240 mm	1200 mm	12000 mm
1250 - 1280 mm	1200 mm	12000 mm
1290 - 1320 mm	1200 mm	12000 mm
1330 - 1360 mm	1200 mm	12000 mm
1370 - 1400 mm	1200 mm	12000 mm
1410 - 1440 mm	1200 mm	12000 mm
1450 - 1480 mm	1200 mm	12000 mm
1490 - 1520 mm	1200 mm	12000 mm
1530 - 1560 mm	1200 mm	12000 mm
1570 - 1600 mm	1200 mm	12000 mm
1610 - 1640 mm	1200 mm	12000 mm
1650 - 1680 mm	1200 mm	12000 mm
1690 - 1720 mm	1200 mm	12000 mm
1730 - 1760 mm	1200 mm	12000 mm
1770 - 1800 mm	1200 mm	12000 mm
1810 - 1840 mm	1200 mm	12000 mm
1850 - 1880 mm	1200 mm	12000 mm
1890 - 1920 mm	1200 mm	12000 mm
1930 - 1960 mm	1200 mm	12000 mm
1970 - 2000 mm	1200 mm	12000 mm
2010 - 2040 mm	1200 mm	12000 mm
2050 - 2080 mm	1200 mm	12000 mm
2090 - 2120 mm	1200 mm	12000 mm
2130 - 2160 mm	1200 mm	12000 mm
2170 - 2200 mm	1200 mm	12000 mm
2210 - 2240 mm	1200 mm	12000 mm
2250 - 2280 mm	1200 mm	12000 mm
2290 - 2320 mm	1200 mm	12000 mm
2330 - 2360 mm	1200 mm	12000 mm
2370 - 2400 mm	1200 mm	12000 mm
2410 - 2440 mm	1200 mm	12000 mm
2450 - 2480 mm	1200 mm	12000 mm
2490 - 2520 mm	1200 mm	12000 mm
2530 - 2560 mm	1200 mm	12000 mm
2570 - 2600 mm	1200 mm	12000 mm
2610 - 2640 mm	1200 mm	12000 mm
2650 - 2680 mm	1200 mm	12000 mm
2690 - 2720 mm	1200 mm	12000 mm
2730 - 2760 mm	1200 mm	12000 mm
2770 - 2800 mm	1200 mm	12000 mm
2810 - 2840 mm	1200 mm	12000 mm
2850 - 2880 mm	1200 mm	12000 mm
2890 - 2920 mm	1200 mm	12000 mm
2930 - 2960 mm	1200 mm	12000 mm
2970 - 3000 mm	1200 mm	12000 mm
3010 - 3040 mm	1200 mm	12000 mm
3050 - 3080 mm	1200 mm	12000 mm
3090 - 3120 mm	1200 mm	12000 mm
3130 - 3160 mm	1200 mm	12000 mm
3170 - 3200 mm	1200 mm	12000 mm
3210 - 3240 mm	1200 mm	12000 mm
3250 - 3280 mm	1200 mm	12000 mm
3290 - 3320 mm	1200 mm	12000 mm
3330 - 3360 mm	1200 mm	12000 mm
3370 - 3400 mm	1200 mm	12000 mm
3410 - 3440 mm	1200 mm	12000 mm
3450 - 3480 mm	1200 mm	12000 mm
3490 - 3520 mm	1200 mm	12000 mm
3530 - 3560 mm	1200 mm	12000 mm
3570 - 3600 mm	1200 mm	12000 mm
3610 - 3640 mm	1200 mm	12000 mm
3650 - 3680 mm	1200 mm	12000 mm
3690 - 3720 mm	1200 mm	12000 mm
3730 - 3760 mm	1200 mm	12000 mm
3770 - 3800 mm	1200 mm	12000 mm
3810 - 3840 mm	1200 mm	12000 mm
3850 - 3880 mm	1200 mm	12000 mm
3890 - 3920 mm	1200 mm	12000 mm
3930 - 3960 mm	1200 mm	12000 mm
3970 - 4000 mm	1200 mm	12000 mm
4010 - 4040 mm	1200 mm	12000 mm
4050 - 4080 mm	1200 mm	12000 mm
4090 - 4120 mm	1200 mm	12000 mm
4130 - 4160 mm	1200 mm	12000 mm
4170 - 4200 mm	1200 mm	12000 mm
4210 - 4240 mm	1200 mm	12000 mm
4250 - 4280 mm	1200 mm	12000 mm
4290 - 4320 mm	1200 mm	12000 mm
4330 - 4360 mm	1200 mm	12000 mm
4370 - 4400 mm	1200 mm	12000 mm
4410 - 4440 mm	1200 mm	12000 mm
4450 - 4480 mm	1200 mm	12000 mm
4490 - 4520 mm	1200 mm	12000 mm
4530 - 4560 mm	1200 mm	12000 mm
4570 - 4600 mm	1200 mm	12000 mm
4610 - 4640 mm	1200 mm	12000 mm
4650 - 4680 mm	1200 mm	12000 mm
4690 - 4720 mm	1200 mm	12000 mm
4730 - 4760 mm	1200 mm	12000 mm
4770 - 4800 mm	1200 mm	12000 mm
4810 - 4840 mm	1200 mm	12000 mm
4850 - 4880 mm	1200 mm	12000 mm
4890 - 4920 mm	1200 mm	12000 mm
4930 - 4960 mm	1200 mm	12000 mm
4970 - 5000 mm	1200 mm	12000 mm
5010 - 5040 mm	1200 mm	12000 mm
5050 - 5080 mm	1200 mm	12000 mm
5090 - 5120 mm	1200 mm	12000 mm
5130 - 5160 mm	1200 mm	12000 mm
5170 - 5200 mm	1200 mm	12000 mm
5210 - 5240 mm	1200 mm	12000 mm
5250 - 5280 mm	1200 mm	12000 mm
5290 - 5320 mm	1200 mm	12000 mm
5330 - 5360 mm	1200 mm	12000 mm
5370 - 5400 mm	1200 mm	12000 mm
5410 - 5440 mm	1200 mm	12000 mm
5450 - 5480 mm	1200 mm	12000 mm
5490 - 5520 mm	1200 mm	12000 mm
5530 - 5560 mm	1200 mm	12000 mm
5570 - 5600 mm	1200 mm	12000 mm
5610 - 5640 mm	1200 mm	12000 mm
5650 - 5680 mm	1200 mm	12000 mm
5690 - 5720 mm	1200 mm	12000 mm
5730 - 5760 mm	1200 mm	12000 mm
5770 - 5800 mm	1200 mm	12000 mm
5810 - 5840 mm	1200 mm	12000 mm
5850 - 5880 mm	1200 mm	12000 mm
5890 - 5920 mm	1200 mm	12000 mm
5930 - 5960 mm	1200 mm	12000 mm
5970 - 6000 mm	1200 mm	12000 mm
6010 - 6040 mm	1200 mm	12000 mm
6050 - 6080 mm	1200 mm	12000 mm
6090 - 6120 mm	1200 mm	12000 mm
6130 - 6160 mm	1200 mm	12000 mm
6170 - 6200 mm	1200 mm	12000 mm
6210 - 6240 mm	1200 mm	12000 mm
6250 - 6280 mm	1200 mm	12000 mm
6290 - 6320 mm	1200 mm	12000 mm
6330 - 6360 mm	1200 mm	12000 mm
6370 - 6400 mm	1200 mm	12000 mm
6410 - 6440 mm	1200 mm	12000 mm
6450 - 6480 mm	1200 mm	12000 mm
6490 - 6520 mm	1200 mm	12000 mm
6530 - 6560 mm	1200 mm	12000 mm
6570 - 6600 mm	1200 mm	12000 mm
6610 - 6640 mm	1200 mm	12000 mm
6650 - 6680 mm	1200 mm	12000 mm
6690 - 6720 mm	1200 mm	12000 mm
6730 - 6760 mm	1200 mm	12000 mm
6770 - 6800 mm	1200 mm	12000 mm
6810 - 6840 mm	1200 mm	12000 mm
6850 - 6880 mm	1200 mm	12000 mm
6890 - 6920 mm	1200 mm	12000 mm
6930 - 6960 mm	1200 mm	12000 mm
6970 - 7000 mm	1200 mm	12000 mm
7010 - 7040 mm	1200 mm	12000 mm
7050 - 7080 mm	1200 mm	12000 mm
7090 - 7120 mm	1200 mm	12000 mm
7130 - 7160 mm	1200 mm	12000 mm
7170 - 7200 mm	1200 mm	12000 mm
7210 - 7240 mm	1200 mm	12000 mm
7250 - 7280 mm	1200 mm	12000 mm
7290 - 7320 mm	1200 mm	12000 mm
7330 - 7360 mm	1200 mm	12000 mm
7370 - 7400 mm	1200 mm	12000 mm
7410 - 7440 mm	1200 mm	12000 mm
7450 - 7480 mm	1200 mm	12000 mm
7490 - 7520 mm	1200 mm	12000 mm
7530 - 7560 mm	1200 mm	12000 mm
7570 - 7600 mm	1200 mm	12000 mm
7610 - 7640 mm	1200 mm	12000 mm
7650 - 7680 mm	1200 mm	12000 mm
7690 - 7720 mm	1200 mm	12000 mm
7730 - 7760 mm	1200 mm	12000 mm
7770 - 7800 mm	1200 mm	12000 mm
7810 - 7840 mm	1200 mm	12000 mm
7850 - 7880 mm	1200 mm	12000 mm
7890 - 7920 mm	1200 mm	12000 mm
7930 - 7960 mm	1200 mm	12000 mm
7970 - 8000 mm	1200 mm	12000 mm
8010 - 8040 mm	1200 mm	12000 mm
8050 - 8080 mm	1200 mm	12000 mm
8090 - 8120 mm	1200 mm	12000 mm
8130 - 8160 mm	1200 mm	12000 mm
8170 - 8200 mm	1200 mm	12000 mm
8210 - 8240 mm	1200 mm	12000 mm
8250 - 8280 mm	1200 mm	12000 mm
8290 - 8320 mm	1200 mm	12000 mm
8330 - 8360 mm	1200 mm	12000 mm
8370 - 8400 mm	1200 mm	12000 mm
8410 - 8440 mm	1200 mm	12000 mm
8450 - 8480 mm	1200 mm	12000 mm
8490 - 8520 mm	1200 mm	12000 mm
8530 - 8560 mm	1200 mm	12000 mm
8570 - 8600 mm	1200 mm	12000 mm
8610 - 8640 mm	1200 mm	12000 mm
8650 - 8680 mm	1200 mm	12000 mm
8690 - 8720 mm	1200 mm	12000 mm
8730 - 8760 mm	1200 mm	12000 mm
8770 - 8800 mm	1200 mm	12000 mm
8810 - 8840 mm	1200 mm	12000 mm
8850 - 8880 mm	1200 mm	12000 mm
8890 - 8920 mm	1200 mm	12000 mm
8930 - 8960 mm	1200 mm	12000 mm
8970 - 9000 mm	1200 mm	12000 mm
9010 - 9040 mm	1200 mm	12000 mm
9050 - 9080 mm	1200 mm	12000 mm
9090 - 9120 mm	1200 mm	12000 mm
9130 - 9160 mm	1200 mm	12000 mm
9170 - 9200 mm	1200 mm	12000 mm
9210 - 9240 mm	1200 mm	12000 mm
9250 - 9280 mm	1200 mm	12000 mm
9290 - 9320 mm	1200 mm	12000 mm
9330 - 9360 mm	1200 mm	12000 mm
9370 - 9400 mm	1200 mm	12000 mm
9410 - 9440 mm	1200 mm	12000 mm
9450 - 9480 mm	1200 mm	12000 mm
9490 - 9520 mm	1200 mm	12000 mm
9530 - 9560 mm	1200 mm	12000 mm
9570 - 9600 mm	1200 mm	12000 mm
9610 - 9640 mm	1200 mm	12000 mm

To create an annual report, please use the design provided. The artwork is available in the source files provided.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

COVER TEMPLATE



INSIDE PAGE TEMPLATE



INSIDE PAGE TEMPLATE



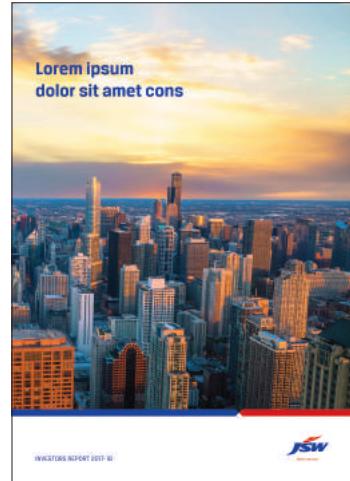
FINANCIAL PAGE TEMPLATE

Investor Report

To create investor report, please use the design provided. The artwork is available in the source files provided.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

COVER TEMPLATE



INSIDE PAGE TEMPLATE

FINANCIAL PAGE TEMPLATE

CASH FLOW STATEMENT For the year ended 31st March, 2017		
	2016-17	2015-16
1. Cash flows from operating activities		
Net profit after tax	1,43,000	1,43,000
Less: Depreciation	10,000	10,000
Less: Amortisation	10,000	10,000
Less: Write-backs	10,000	10,000
Less: Dividends paid	40,000	40,000
Less: Net cash used in investing activities	2,000	20,000
Less: Net increase in working capital	1,20,000	1,20,000
Net cash from operating activities	1,20,000	1,20,000
2. Cash flows from investing activities		
Purchase of property, plant and equipment	10,000	10,000
Purchase of intangible assets	10,000	10,000
Purchase of other assets	10,000	10,000
Sale of property, plant and equipment	10,000	10,000
Sale of intangible assets	10,000	10,000
Sale of other assets	10,000	10,000
Net cash used in investing activities	10,000	10,000
3. Cash flows from financing activities		
Dividend paid	10,000	10,000
Interest paid	10,000	10,000
Interest received	10,000	10,000
Net cash used in financing activities	10,000	10,000
4. Net increase in cash and cash equivalents	10,000	10,000
5. Cash and cash equivalents at beginning of period	10,000	10,000
6. Cash and cash equivalents at end of period	20,000	20,000

FINANCIAL PAGE TEMPLATE

BALANCE SHEET As at 31st March, 2017		
	Rs. Cr.	Rs. Cr.
ASSETS		
1. Current Assets		
Trade receivable	1,10,000	1,20,000
Inventories	1,00,000	1,00,000
Bank balance	1,00,000	1,00,000
Trade payables	10,000	10,000
Other current assets	10,000	10,000
Total current assets	3,20,000	3,30,000
2. Non-current Assets		
Property, plant and equipment	1,00,000	1,00,000
Intangible assets	10,000	10,000
Investments	10,000	10,000
Other non-current assets	10,000	10,000
Total non-current assets	1,20,000	1,20,000
3. Total Assets	4,40,000	4,50,000
LIABILITIES		
1. Current Liabilities		
Trade payables	10,000	10,000
Bank overdraft	10,000	10,000
Other current liabilities	10,000	10,000
Total current liabilities	30,000	30,000
2. Non-current Liabilities		
Long-term borrowings	10,00,000	10,00,000
Deferred income taxes	10,000	10,000
Other non-current liabilities	10,000	10,000
Total non-current liabilities	1,01,000	1,01,000
3. Total Liabilities	1,01,000	1,01,000
4. Net Assets	3,39,000	3,49,000

4.4

ADVERTISING

- 4.4.1 Group - Outdoor
- 4.4.2 Group - Print
- 4.4.3 Company - Outdoor
- 4.4.4 Company - Print
- 4.4.5 Company - Wall Painting
- 4.4.6 Product - Outdoor
- 4.4.7 Product - Print
- 4.4.8 Product - Wall Painting
- 4.4.9 End Frame for Films
- 4.4.10 Recruitment Ad

4.4.1

GROUP - OUTDOOR

Group - Outdoor

Proportion 1:1

To create outdoor communication collateral for the JSW Group, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

GROUP OUTDOOR - PROPORTION 1:1



Group - Outdoor

Proportion 1:1.5 (Vertical)

To create vertical outdoor communication collateral for the JSW Group, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

All vertical proportions from 1:1.1 to 1:1.5 will follow this guideline.

NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

GROUP OUTDOOR - PROPORTION 1:1.5 (VERTICAL)



Group - Outdoor

Proportion 1:2 (Horizontal)

To create horizontal outdoor communication collateral for the JSW Group, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

All horizontal proportions from 1:1.1 to 1:2 will follow this guideline.

GROUP OUTDOOR - PROPORTION 1:2 (HORIZONTAL)



NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

Group - Outdoor

Proportion 1:2 (Vertical)

To create vertical outdoor communication collateral for the JSW Group, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

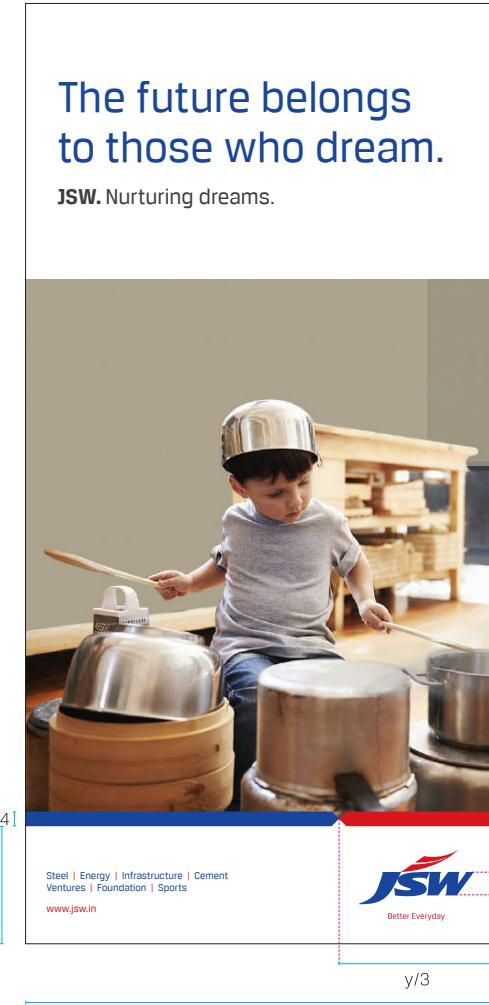
All vertical proportions from 1:1.51 to 1:2 will follow this guideline.

NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

GROUP OUTDOOR - PROPORTION 1:2 (VERTICAL)



Group - Outdoor

Proportion 1:3 (Horizontal)

To create horizontal outdoor communication collateral for the JSW Group, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

All horizontal proportions from 1:2.1 to 1:3 will follow this guideline.

GROUP OUTDOOR - PROPORTION 1:3 (HORIZONTAL)



NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

Group - Outdoor

Proportion 1:3 (Vertical)

To create vertical outdoor communication collateral for the JSW Group, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

All vertical proportions from 1:2.1 to 1:3 will follow this guideline.

Incase of any vertical proportion bigger than 1:3, the same rule of 1:3 proportion should be followed.

NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

GROUP OUTDOOR - PROPORTION 1:3 (VERTICAL)



Group - Outdoor

Proportion 1:4 (Horizontal)

To create horizontal outdoor communication collateral for the JSW Group, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

All horizontal proportions from 1:3.1 to 1:4 will follow this guideline.

GROUP OUTDOOR - PROPORTION 1:4 (HORIZONTAL)



NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

Group - Outdoor

Proportion 1:5 (Horizontal)

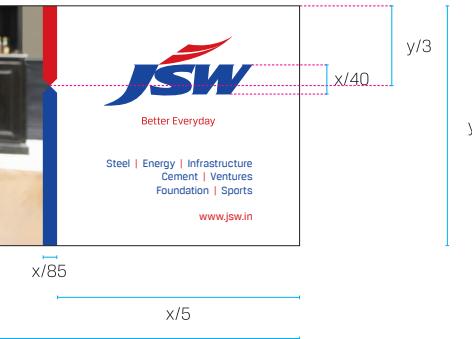
To create horizontal outdoor communication collateral for the JSW Group, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

All horizontal proportions from 1:4.1 to 1:5 will follow this guideline.

Incase of any horizontal proportion bigger than 1:5, the same rule of 1:5 proportion should be followed.

GROUP OUTDOOR - PROPORTION 1:5 (HORIZONTAL)



NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

4.4.2

GROUP - PRINT

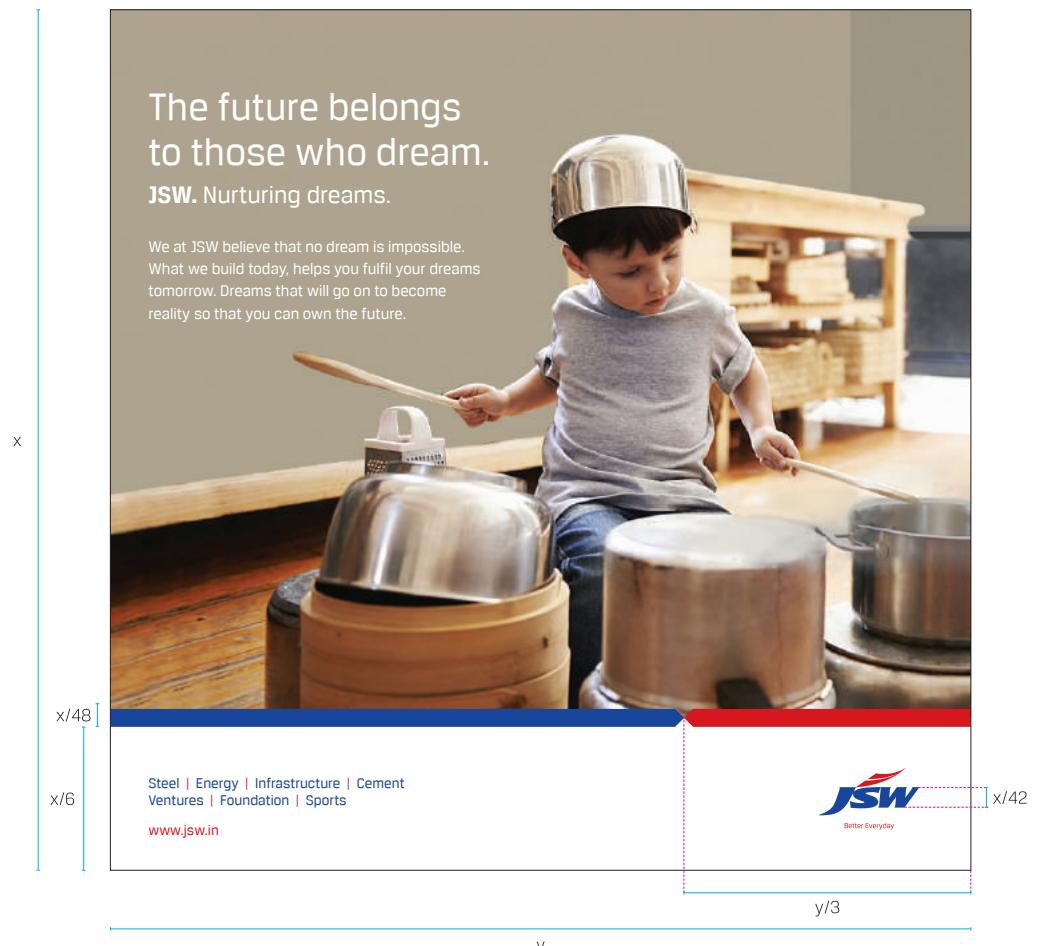
Group - Print

Proportion 1:1

To create print communication collateral for the JSW Group, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

GROUP PRINT - PROPORTION 1:1



NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

Group - Print

Proportion 1:1.41 (A4 - Vertical)

To create vertical print communication collateral for the JSW Group, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

GROUP PRINT - A4



Group - Print

Proportion 1:1.5 (Vertical)

To create vertical print communication collateral for the JSW Group, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

All vertical proportions from 1:1.1 to 1:1.5 will follow this guideline.

NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

GROUP PRINT - PROPORTION 1:1.5 (VERTICAL)



Group - Print

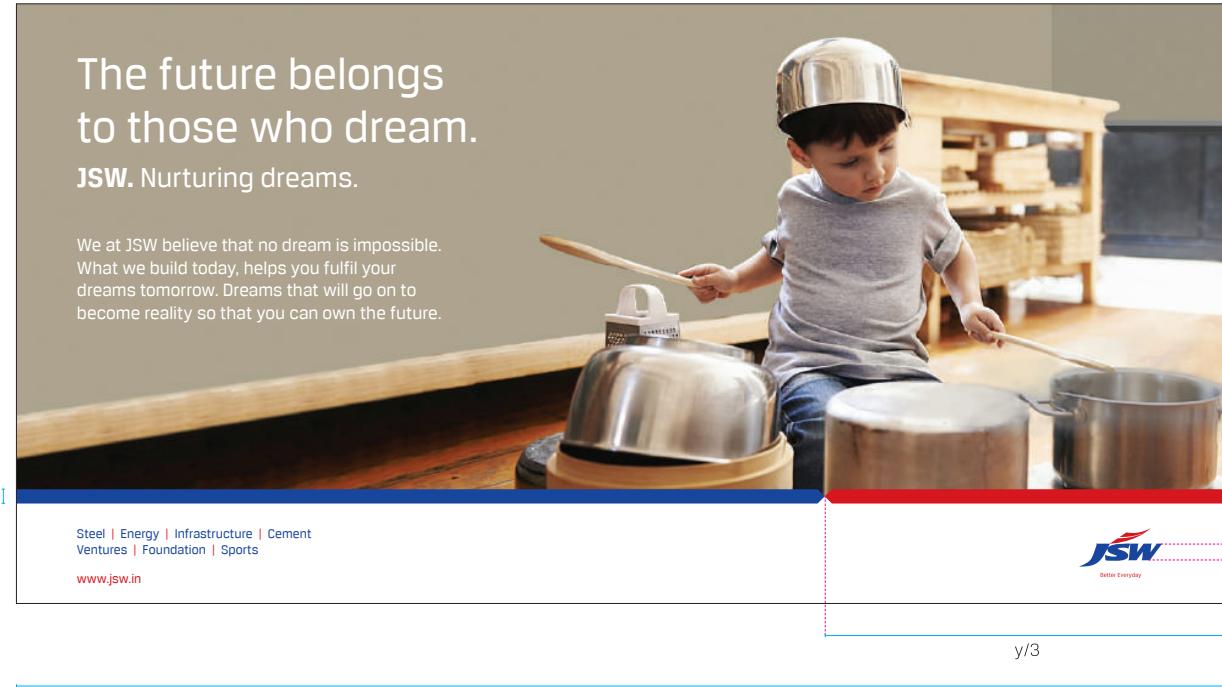
Proportion 1:2 (Horizontal)

To create horizontal print communication collateral for the JSW Group, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

All horizontal proportions from 1:1.1 to 1:2 will follow this guideline.

GROUP PRINT - PROPORTION 1:2 (HORIZONTAL)



NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

Group - Print

Proportion 1:2 (Vertical)

To create vertical print communication collateral for the JSW Group, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

All vertical proportions from 1:1.51 to 1:2 will follow this guideline.

NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

GROUP PRINT - PROPORTION 1:2 (VERTICAL)



Group - Print

Proportion 1:3 (Horizontal)

To create horizontal print communication collateral for the JSW Group, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

All horizontal proportions from 1:2.1 to 1:3 will follow this guideline.

Incase of any horizontal proportion bigger than 1:3, the same rule of 1:3 proportion should be followed.

GROUP PRINT - PROPORTION 1:3 (HORIZONTAL)



NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

Group - Print

Proportion 1:3 (Vertical)

To create vertical print communication collateral for the JSW Group, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

All vertical proportions from 1:2.1 to 1:3 will follow this guideline.

Incase of any vertical proportion bigger than 1:3, the same rule of 1:3 proportion should be followed.

NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

GROUP PRINT - PROPORTION 1:3 (VERTICAL)

The future belongs to those who dream.
JSW. Nurturing dreams.

We at JSW believe that no dream is impossible. What we build today, helps you fulfill your dreams tomorrow. Dreams that will go on to become reality so that you can own the future. That's why, we have always lived by the motto of thinking ahead, being the first-mover and ensuring excellence in execution. Achieving everything, by just nurturing the dreams of a billion Indians.



4.4.3

COMPANY - OUTDOOR

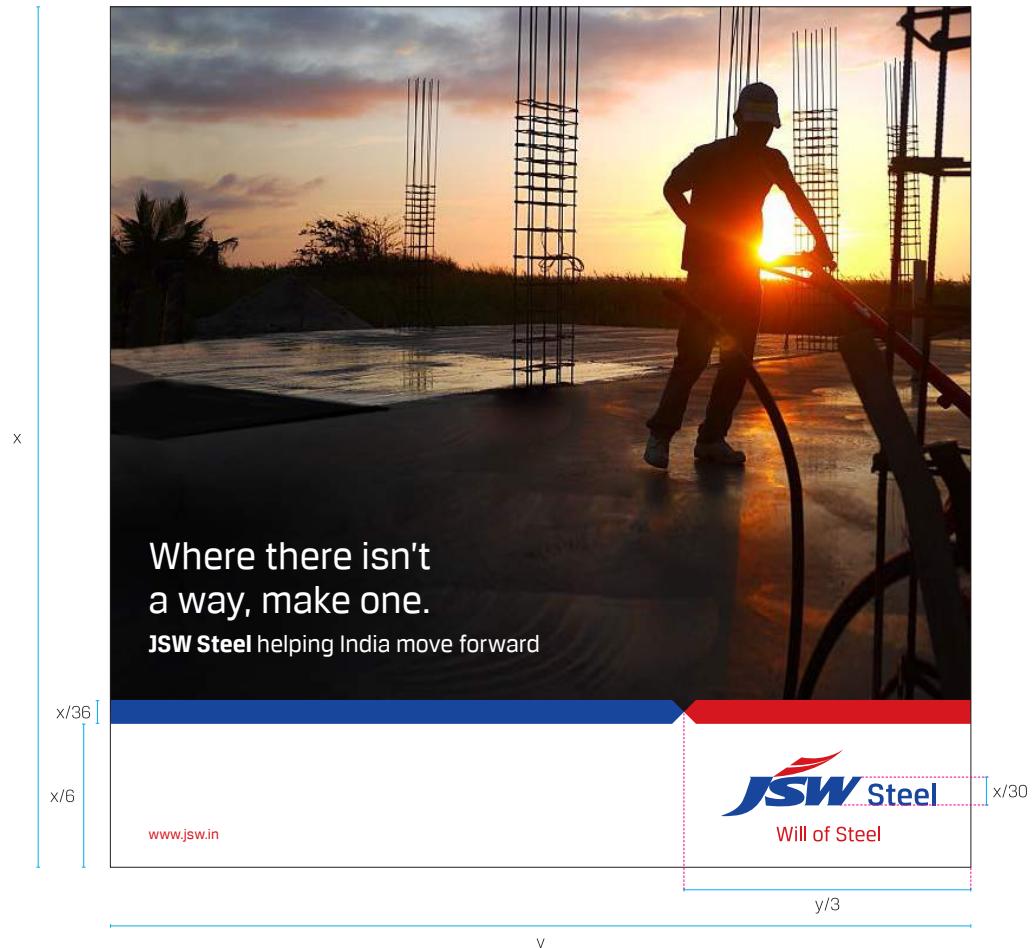
Company - Outdoor

Proportion 1:1

To create outdoor communication collateral for any JSW Company, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

COMPANY OUTDOOR - PROPORTION 1:1



NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

Company - Outdoor

Proportion 1:1.5 (Vertical)

To create vertical outdoor communication collateral for any JSW Company, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

All vertical proportions from 1:1.1 to 1:1.5 will follow this guideline.

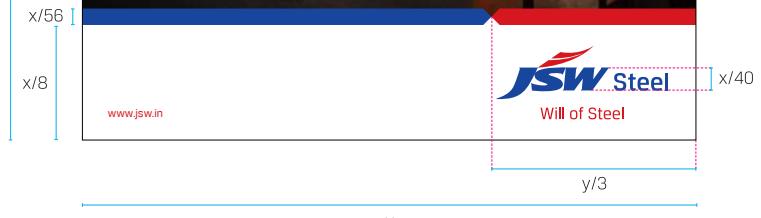
NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

COMPANY OUTDOOR - PROPORTION 1:1.5 (VERTICAL)

**Where there isn't
a way, make one.**
JSW Steel helping India move forward



Company - Outdoor

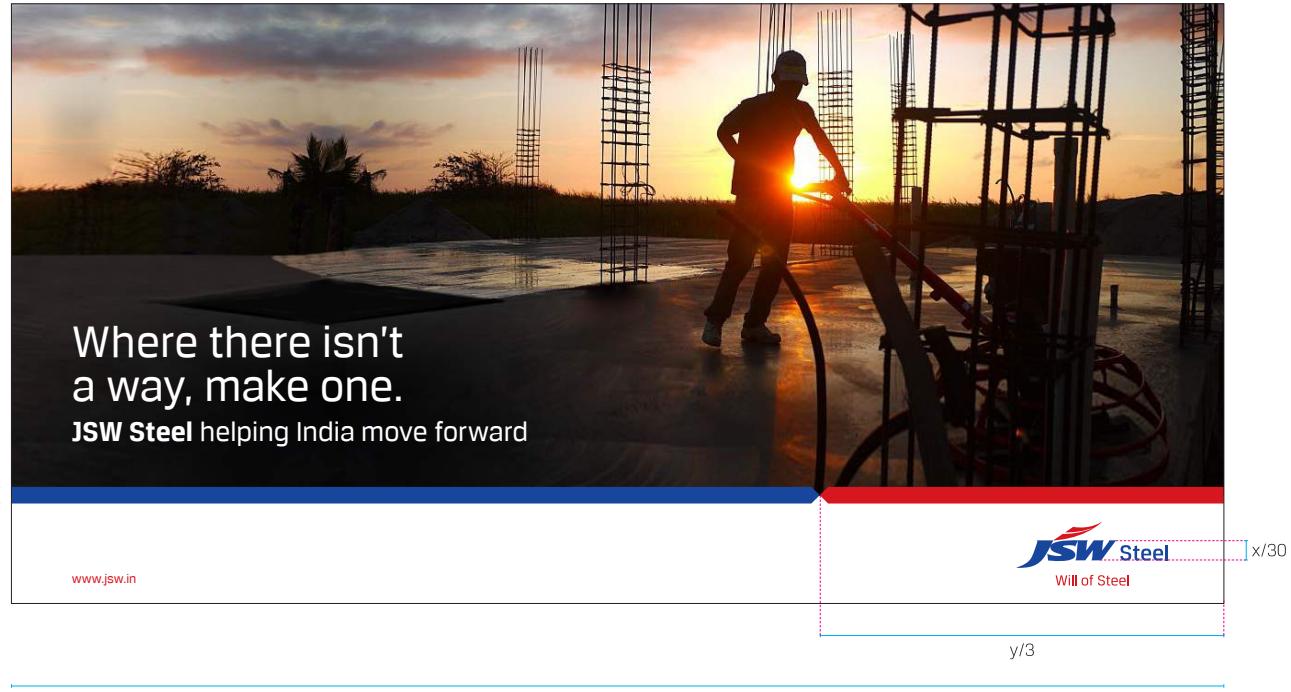
Proportion 1:2 (Horizontal)

To create horizontal outdoor communication collateral for any JSW Company, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

All horizontal proportions from 1:1.1 to 1:2 will follow this guideline.

COMPANY OUTDOOR - PROPORTION 1:2 (HORIZONTAL)



NOTE

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Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

Company - Outdoor

Proportion 1:2 (Vertical)

To create vertical outdoor communication collateral for any JSW Company, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

All vertical proportions from 1:1.51 to 1:2 will follow this guideline.

NOTE

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Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

COMPANY OUTDOOR - PROPORTION 1:2 (VERTICAL)



Company - Outdoor

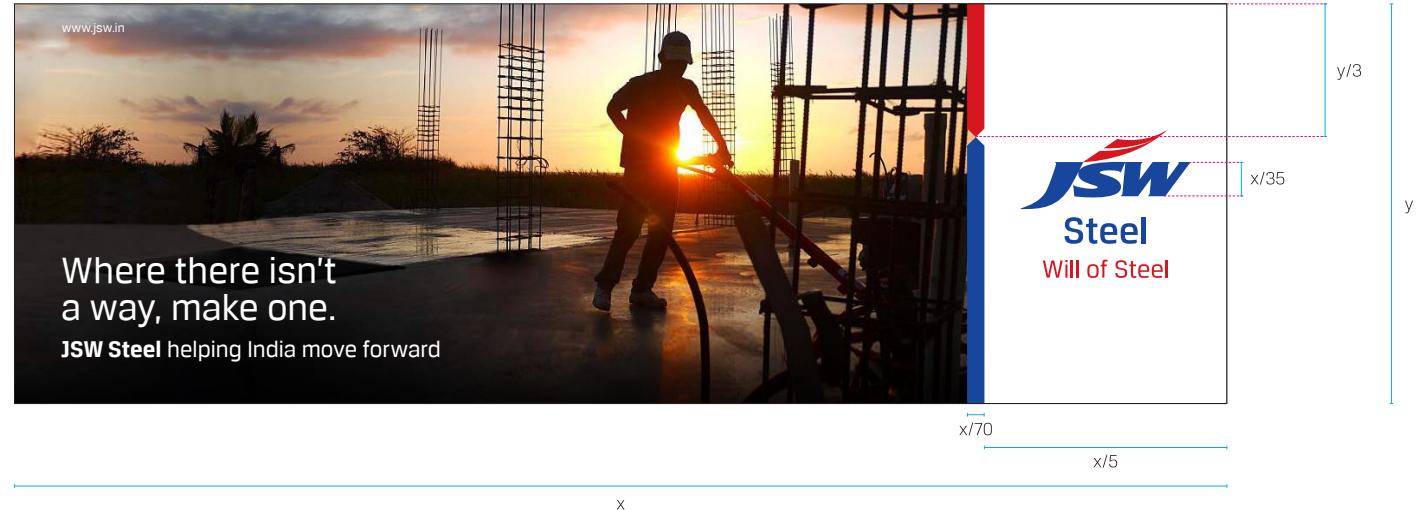
Proportion 1:3 (Horizontal)

To create horizontal outdoor communication collateral for any JSW Company, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

All horizontal proportions from 1:2.1 to 1:3 will follow this guideline.

COMPANY OUTDOOR - PROPORTION 1:3 (HORIZONTAL)



NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

Company - Outdoor

Proportion 1:3 (Vertical)

To create vertical outdoor communication collateral for any JSW Company, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

All vertical proportions from 1:2.1 to 1:3 will follow this guideline.

Incase of any vertical proportion bigger than 1:3, the same rule of 1:3 proportion should be followed.

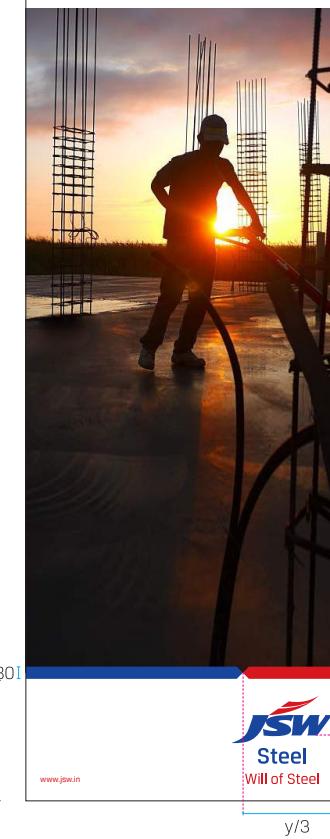
NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

COMPANY OUTDOOR - PROPORTION 1:3 (VERTICAL)

Where there isn't a way, make one.
JSW Steel helping India move forward



Company - Outdoor

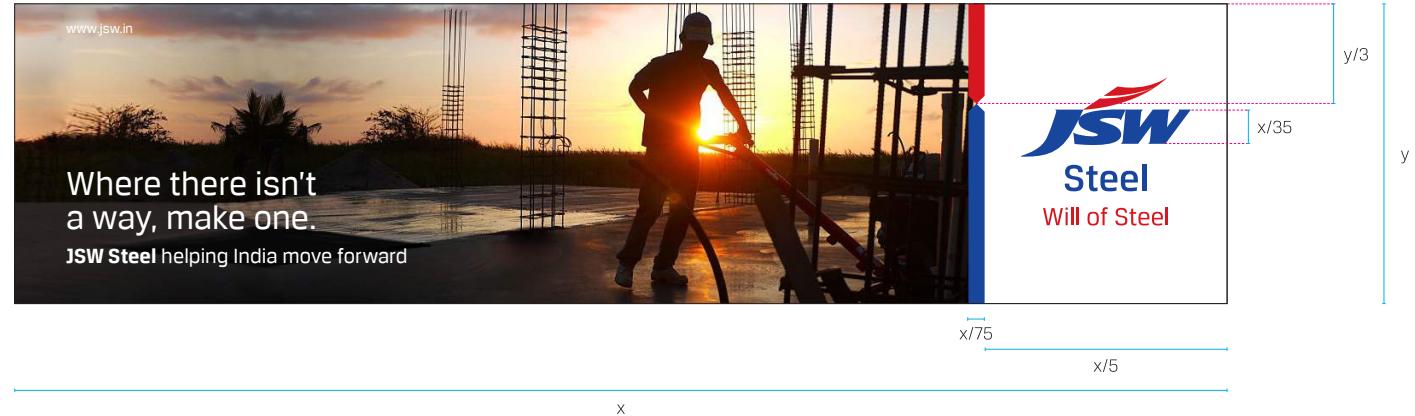
Proportion 1:4 (Horizontal)

To create horizontal outdoor communication collateral for any JSW Company, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

All horizontal proportions from 1:3.1 to 1:4 will follow this guideline.

COMPANY OUTDOOR - PROPORTION 1:4 (HORIZONTAL)



NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

Company - Outdoor

Proportion 1:5 (Horizontal)

To create horizontal outdoor communication collateral for any JSW Company, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

All horizontal proportions from 1:4.1 to 1:5 will follow this guideline.

Incase of any horizontal proportion bigger than 1:5, the same rule of 1:5 proportion should be followed.

COMPANY OUTDOOR - PROPORTION 1:5 (HORIZONTAL)



NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

4.4.4

COMPANY - PRINT

Company - Print

Proportion 1:1

To create print communication collateral for any JSW Company, please follow the proportions mentioned alongside.

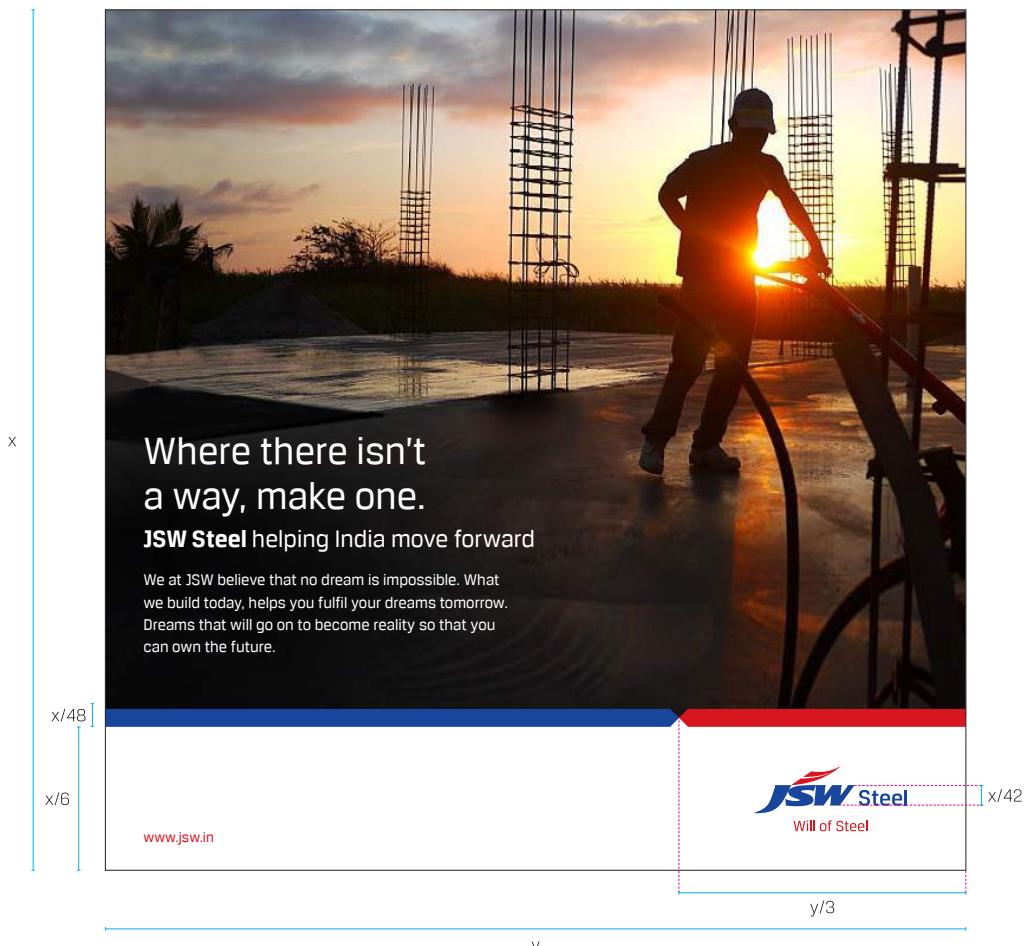
All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

COMPANY PRINT - PROPORTION 1:1



Company - Print

Proportion 1:1.41 (A4 - Vertical)

To create vertical print communication collateral for any JSW Company, please follow the proportions mentioned alongside.

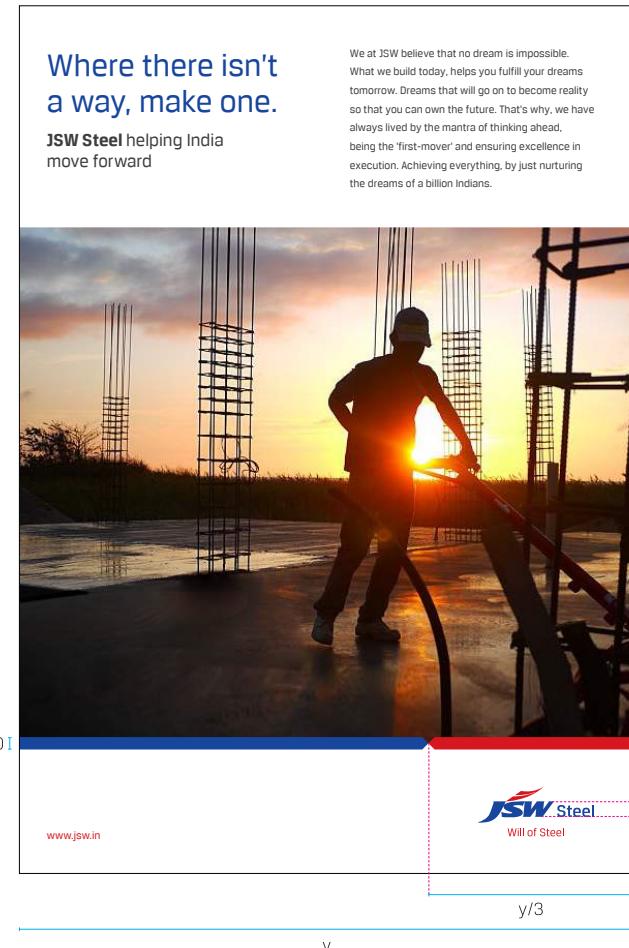
All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

COMPANY PRINT - A4



Company - Print

Proportion 1:1.5 (Vertical)

To create vertical print communication collateral for any JSW Company, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

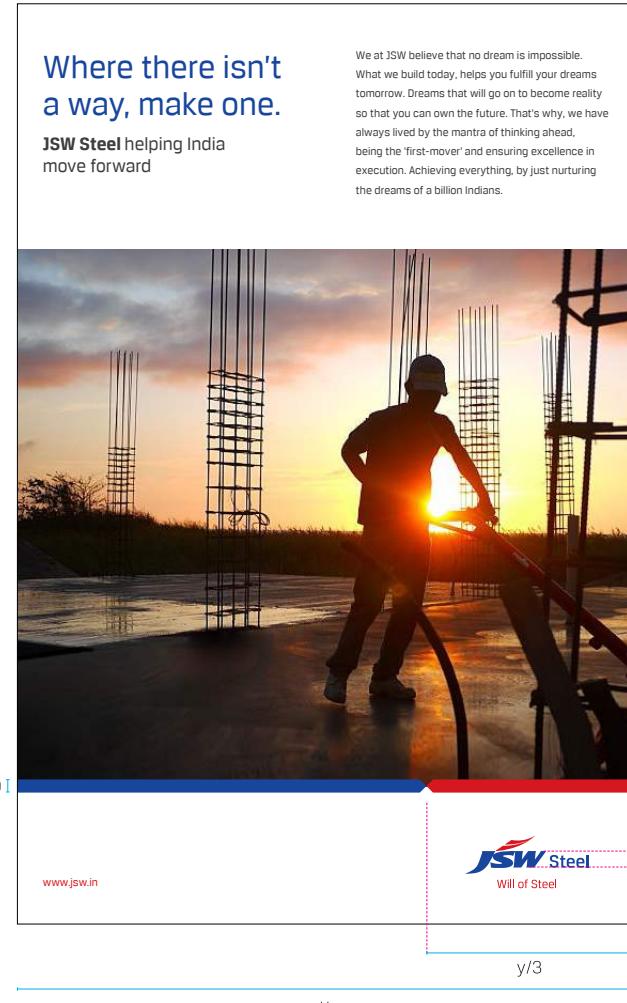
All vertical proportions from 1:1.1 to 1:1.5 will follow this guideline.

NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

COMPANY PRINT - PROPORTION 1:1.5 (VERTICAL)



Company - Print

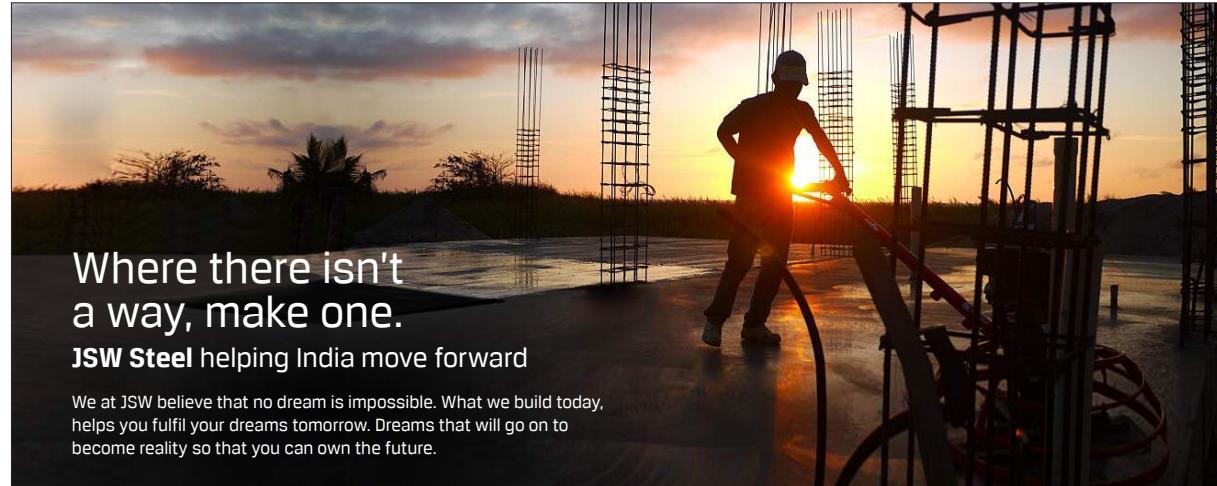
Proportion 1:2 (Horizontal)

To create horizontal print communication collateral for any JSW Company, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

All horizontal proportions from 1:1.1 to 1:2 will follow this guideline.

COMPANY PRINT - PROPORTION 1:2 (HORIZONTAL)



NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

Company - Print

Proportion 1:2 (Vertical)

To create vertical print communication collateral for any JSW Company, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

All vertical proportions from 1:1.51 to 1:2 will follow this guideline.

NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

COMPANY PRINT - PROPORTION 1:2 (VERTICAL)



Company - Print

Proportion 1:3 (Horizontal)

To create horizontal print communication collateral for any JSW Company, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

All horizontal proportions from 1:2.1 to 1:3 will follow this guideline.

Incase of any horizontal proportion bigger than 1:3, the same rule of 1:3 proportion should be followed.

COMPANY PRINT - PROPORTION 1:3 (HORIZONTAL)



NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

Company - Print

Proportion 1:3 (Vertical)

To create vertical print communication collateral for any JSW Company, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

All vertical proportions from 1:2.1 to 1:3 will follow this guideline.

Incase of any vertical proportion bigger than 1:3, the same rule of 1:3 proportion should be followed.

NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

COMPANY PRINT - PROPORTION 1:3 (VERTICAL)



4.4.5

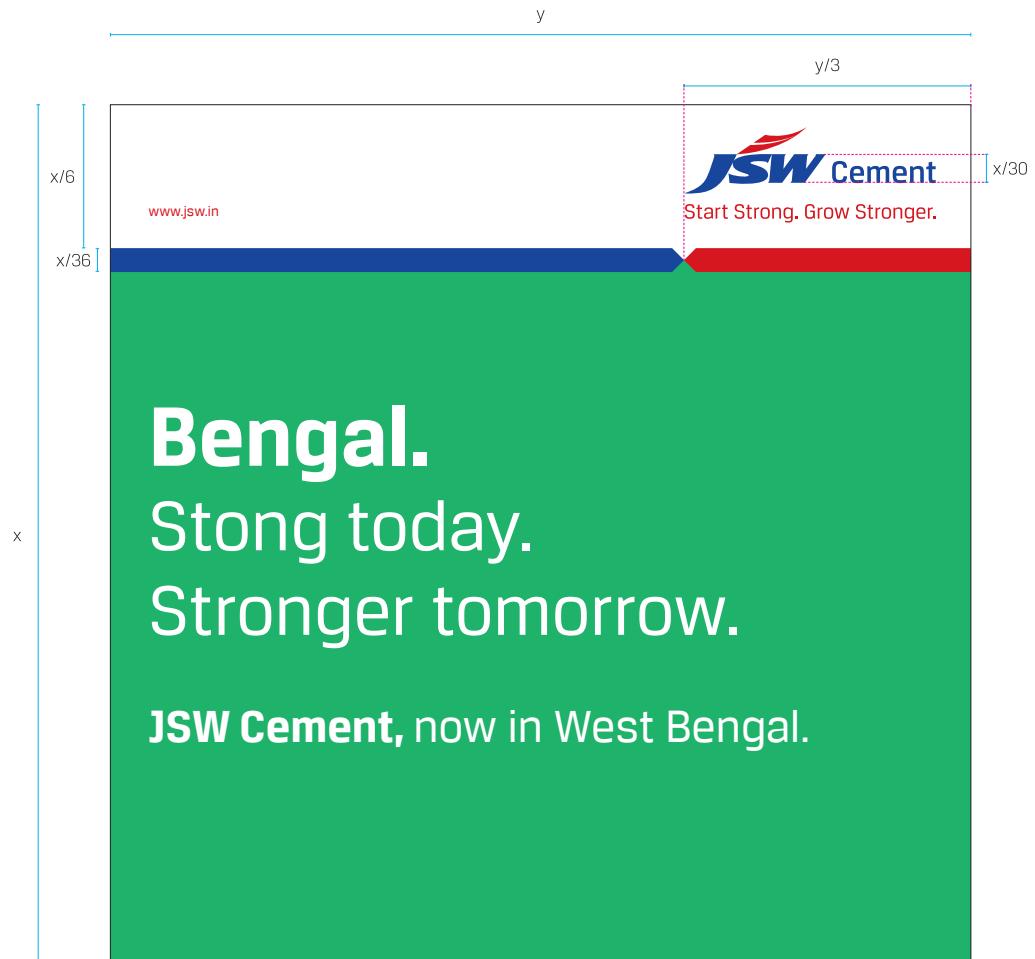
COMPANY - WALL PAINTING

Proportion 1:1

To create wall painting for any JSW Company, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

COMPANY WALL PAINTING - PROPORTION 1:1

**NOTE**

While the size of the logo has been specified, its placement within the white brand area must be done visually.

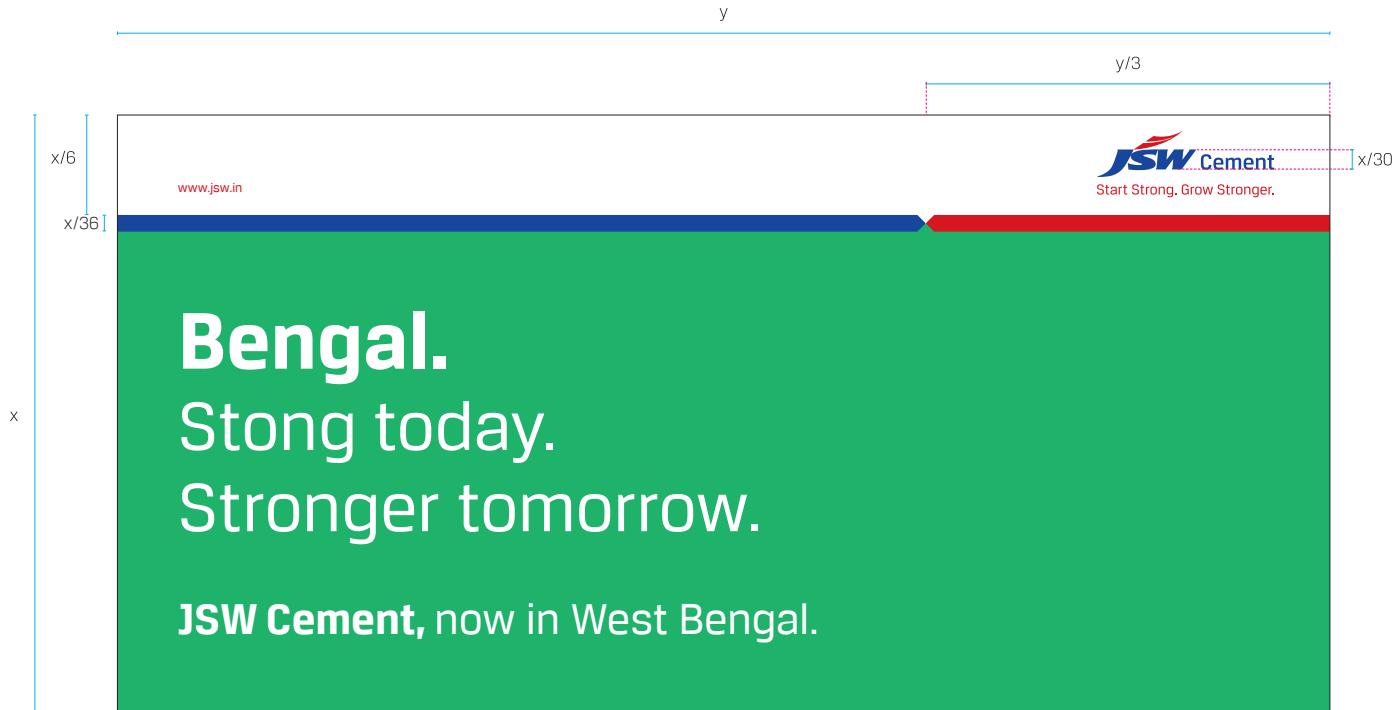
Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

Proportion 1:2 (Horizontal)

To create wall painting for any JSW Company, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

All horizontal proportions from 1:1.1 to 1:2 will follow this guideline.

COMPANY WALL PAINTING - PROPORTION 1:2 (HORIZONTAL)**NOTE**

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

Company - Wall Painting

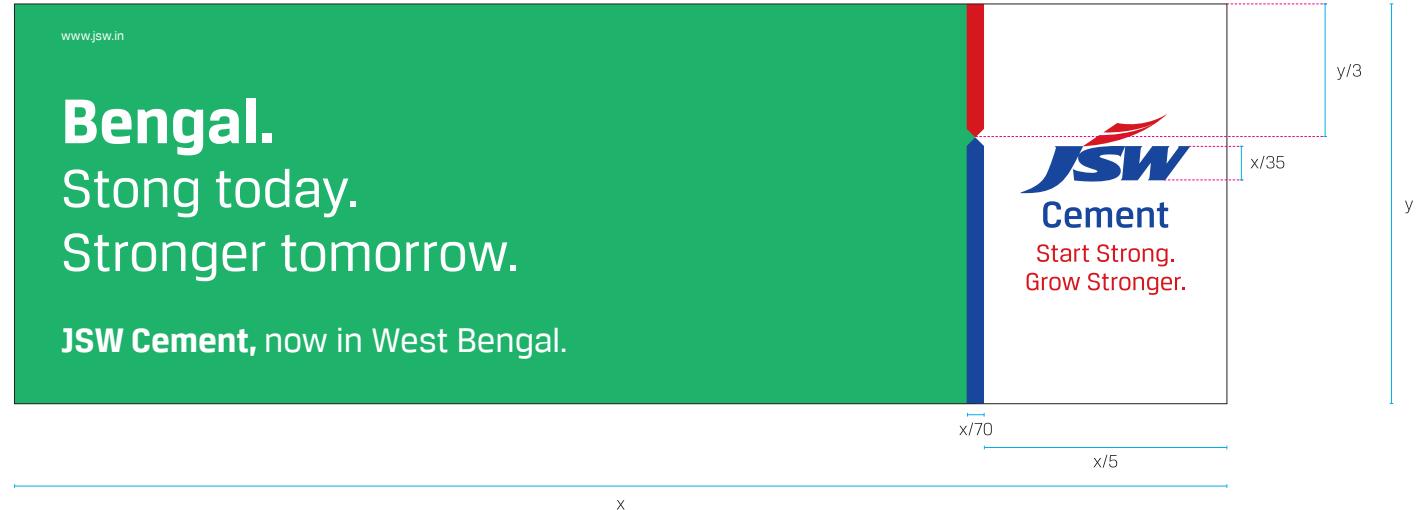
Proportion 1:3 (Horizontal)

To create wall painting for any JSW Company, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

All horizontal proportions from 1:2.1 to 1:3 will follow this guideline.

COMPANY WALL PAINTING - PROPORTION 1:3 (HORIZONTAL)



NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

Company - Wall Painting

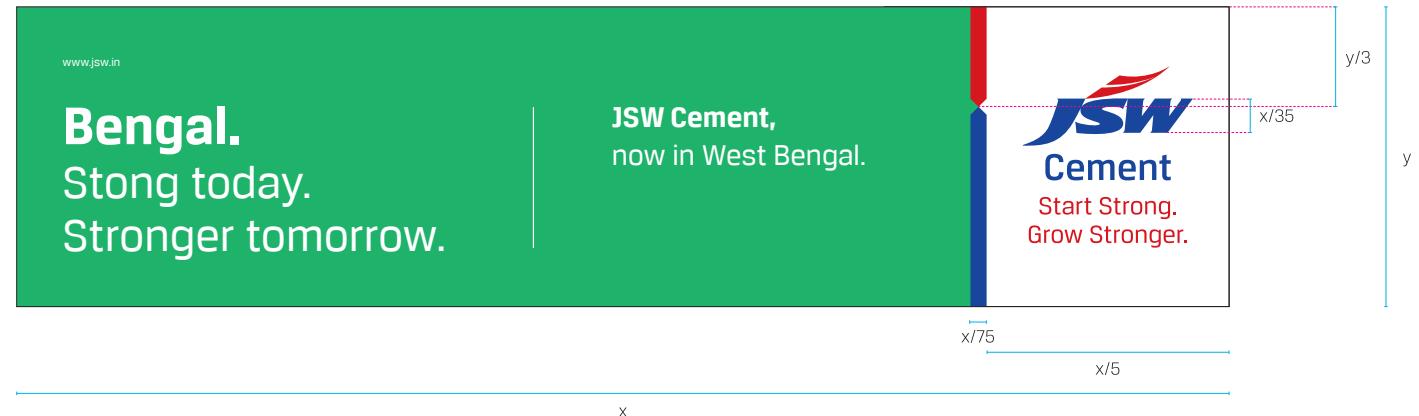
Proportion 1:4 (Horizontal)

To create wall painting for any JSW Company, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

All horizontal proportions from 1:3.1 to 1:4 will follow this guideline.

COMPANY WALL PAINTING - PROPORTION 1:4 (HORIZONTAL)



NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

Company - Wall Painting

Proportion 1:5 (Horizontal)

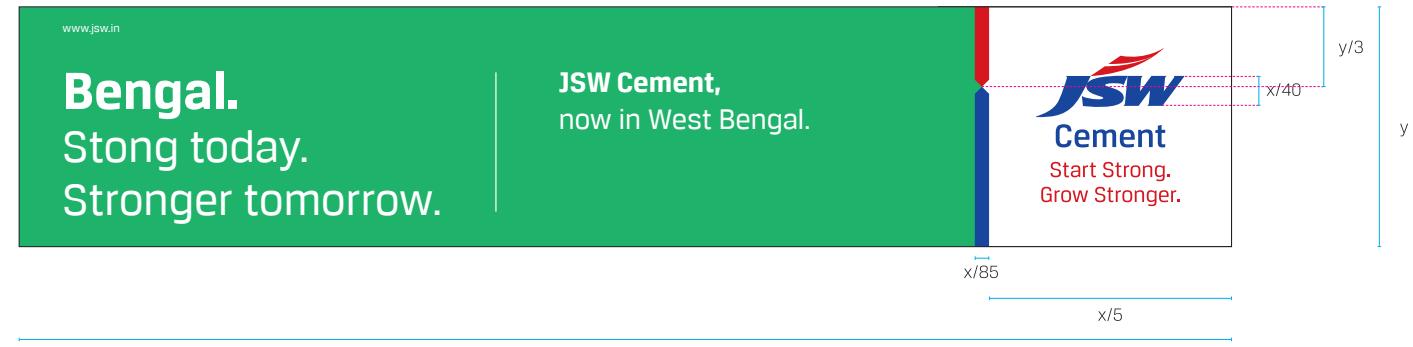
To create wall painting for any JSW Company, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

All horizontal proportions from 1:4.1 to 1:5 will follow this guideline.

Incase of any horizontal proportion bigger than 1:5, the same rule of 1:5 proportion should be followed.

COMPANY WALL PAINTING - PROPORTION 1:5 (HORIZONTAL)



NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

4.4.6

PRODUCT - OUTDOOR

Product - Outdoor

Proportion 1:1

To create outdoor communication collateral for any JSW Product, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

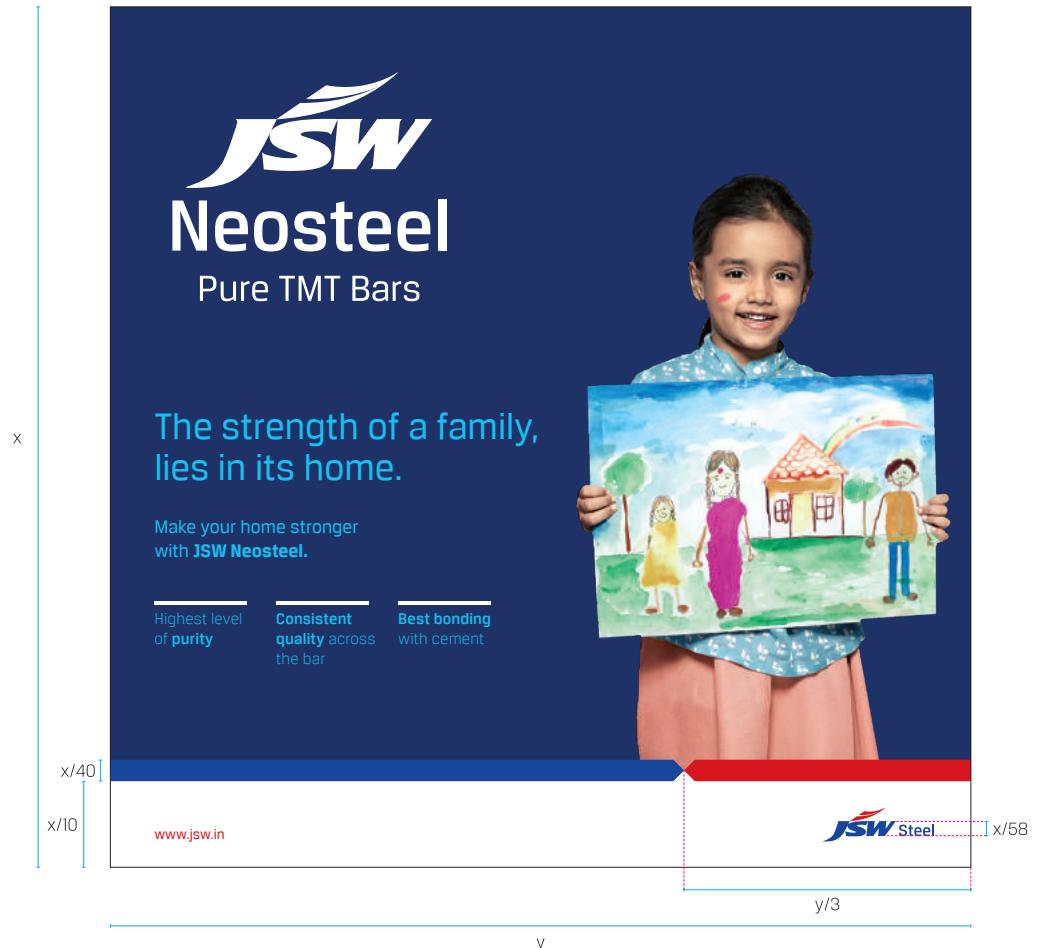
The size of the Product Mark is flexible and may be altered to suit the layout.

NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

PRODUCT OUTDOOR - PROPORTION 1:1



Product - Outdoor

Proportion 1:1.5 (Vertical)

To create vertical outdoor communication collateral for any JSW Product, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

The size of the Product Mark is flexible and may be altered to suit the layout.

All vertical proportions from 1:1.1 to 1:1.5 will follow this guideline.

NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

PRODUCT OUTDOOR - PROPORTION 1:1.5 (VERTICAL)



Product - Outdoor

Proportion 1:2 (Horizontal)

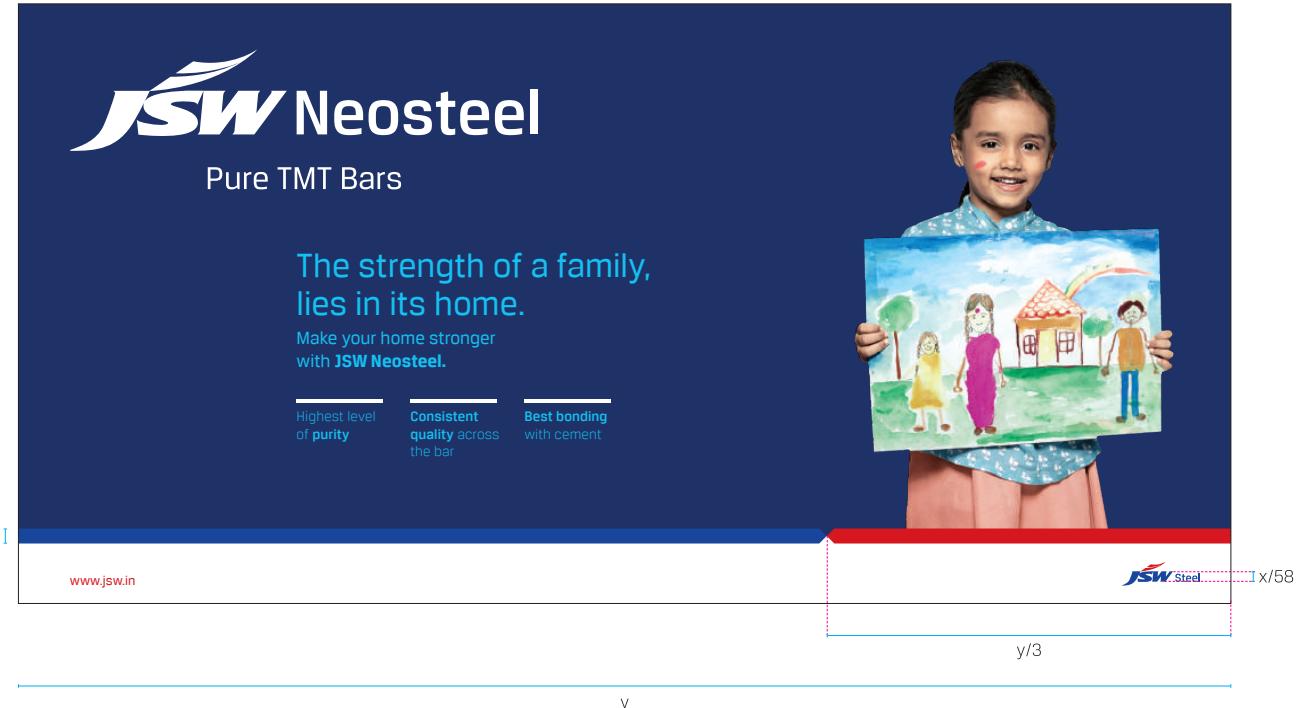
To create horizontal outdoor communication collateral for any JSW Product, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

The size of the Product Mark is flexible and may be altered to suit the layout.

All horizontal proportions from 1:1.1 to 1:2 will follow this guideline.

PRODUCT OUTDOOR - PROPORTION 1:2 (HORIZONTAL)



NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

Product - Outdoor

Proportion 1:2 (Vertical)

To create vertical outdoor communication collateral for any JSW Product, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

The size of the Product Mark is flexible and may be altered to suit the layout.

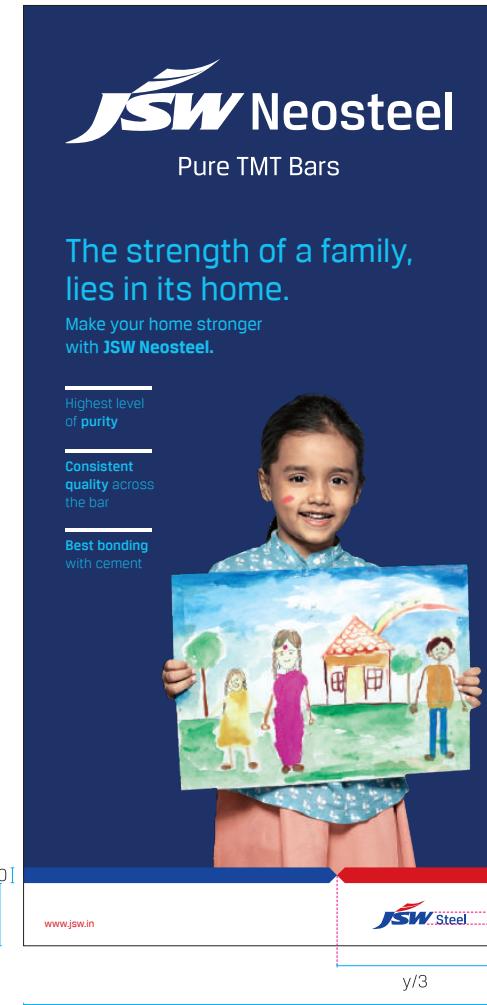
All vertical proportions from 1:1.51 to 1:2 will follow this guideline.

NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

PRODUCT OUTDOOR - PROPORTION 1:2 (VERTICAL)



Product - Outdoor

Proportion 1:3 (Horizontal)

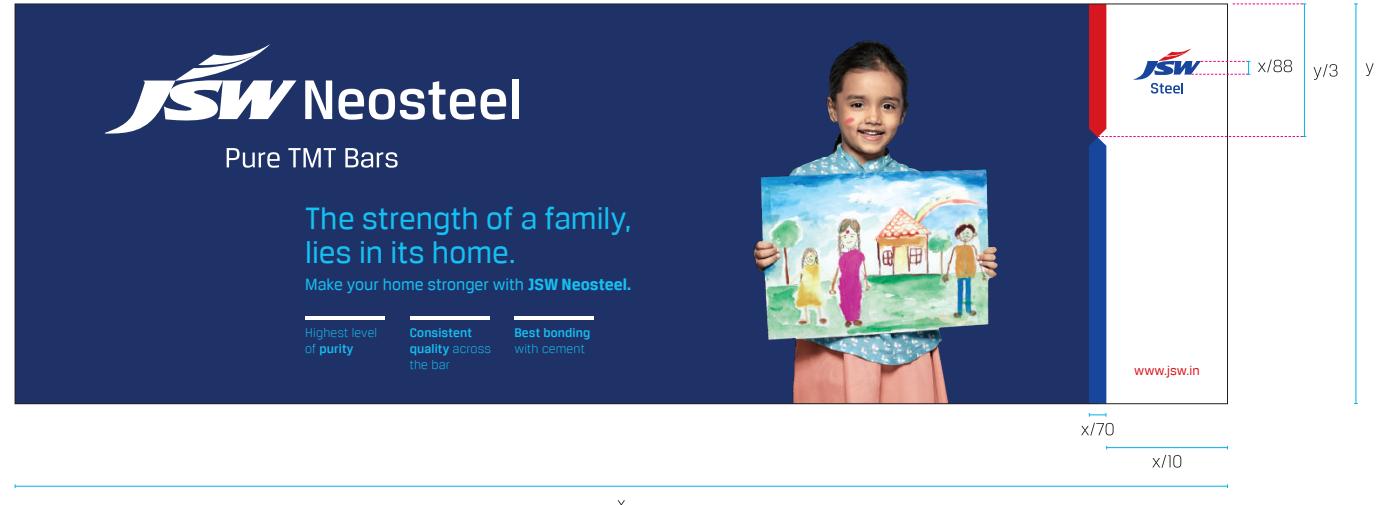
To create horizontal outdoor communication collateral for any JSW Product, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

The size of the Product Mark is flexible and may be altered to suit the layout.

All horizontal proportions from 1:2.1 to 1:3 will follow this guideline.

PRODUCT OUTDOOR - PROPORTION 1:3 (HORIZONTAL)



NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

Product - Outdoor

Proportion 1:3 (Vertical)

To create vertical outdoor communication collateral for any JSW Product, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

The size of the Product Mark is flexible and may be altered to suit the layout.

All vertical proportions from 1:2.1 to 1:3 will follow this guideline.

Incase of any vertical proportion bigger than 1:3, the same rule of 1:3 proportion should be followed.

NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

PRODUCT OUTDOOR - PROPORTION 1:3 (VERTICAL)



x

x/80

y/16

x/108

y/3

y

Product - Outdoor

Proportion 1:4 (Horizontal)

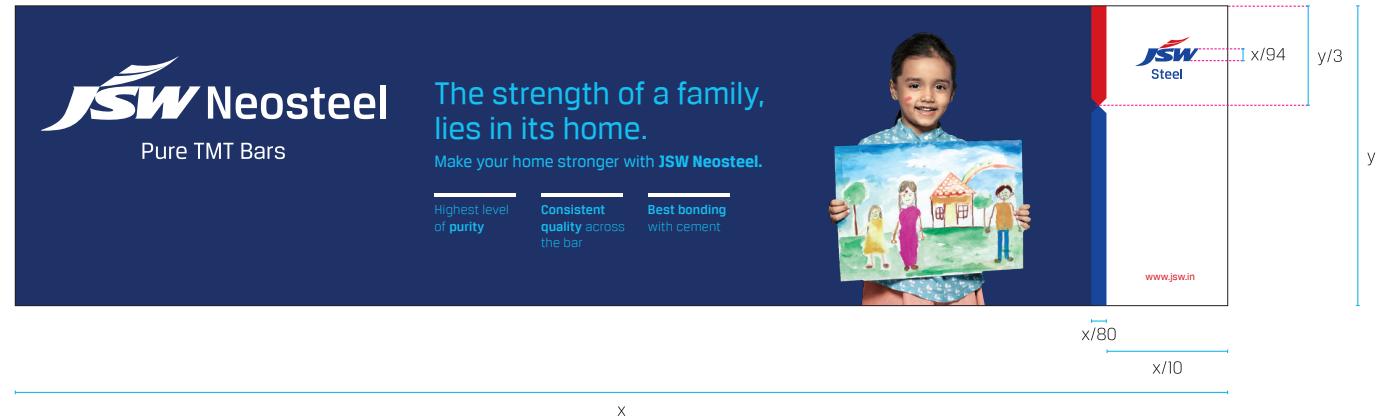
To create horizontal outdoor communication collateral for any JSW Product, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

The size of the Product Mark is flexible and may be altered to suit the layout.

All horizontal proportions from 1:3.1 to 1:4 will follow this guideline.

PRODUCT OUTDOOR - PROPORTION 1:4 (HORIZONTAL)



NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

Product - Outdoor

Proportion 1:5 (Horizontal)

To create horizontal outdoor communication collateral for any JSW Product, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

The size of the Product Mark is flexible and may be altered to suit the layout.

All horizontal proportions from 1:4.1 to 1:5 will follow this guideline.

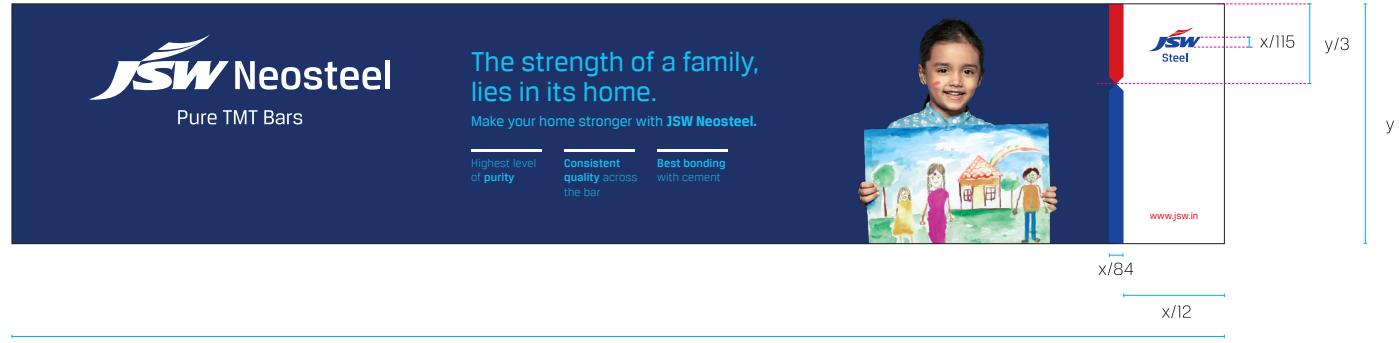
Incase of any horizontal proportion bigger than 1:5, the same rule of 1:5 proportion should be followed.

NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

PRODUCT OUTDOOR - PROPORTION 1:5 (HORIZONTAL)



4.4.7

PRODUCT - PRINT

Product - Print

Proportion 1:1

To create print communication collateral for any JSW Product, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

PRODUCT PRINT - PROPORTION 1:1



Product - Print

Proportion 1:1.41 (A4 - Vertical)

To create vertical print communication collateral for any JSW Product, please follow the proportions mentioned alongside.

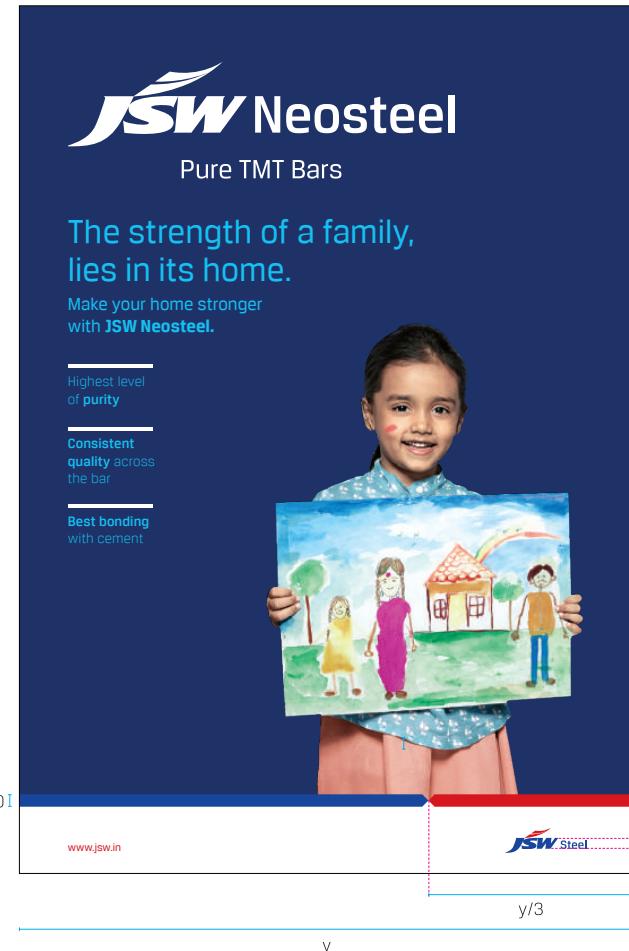
All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

PRODUCT PRINT - A4 (VERTICAL)



Product - Print

Proportion 1:1.5 (Vertical)

To create vertical print communication collateral for any JSW Product, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

All vertical proportions from 1:1.1 to 1:1.5 will follow this guideline.

NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

PRODUCT PRINT - PROPORTION 1:1.5 (VERTICAL)

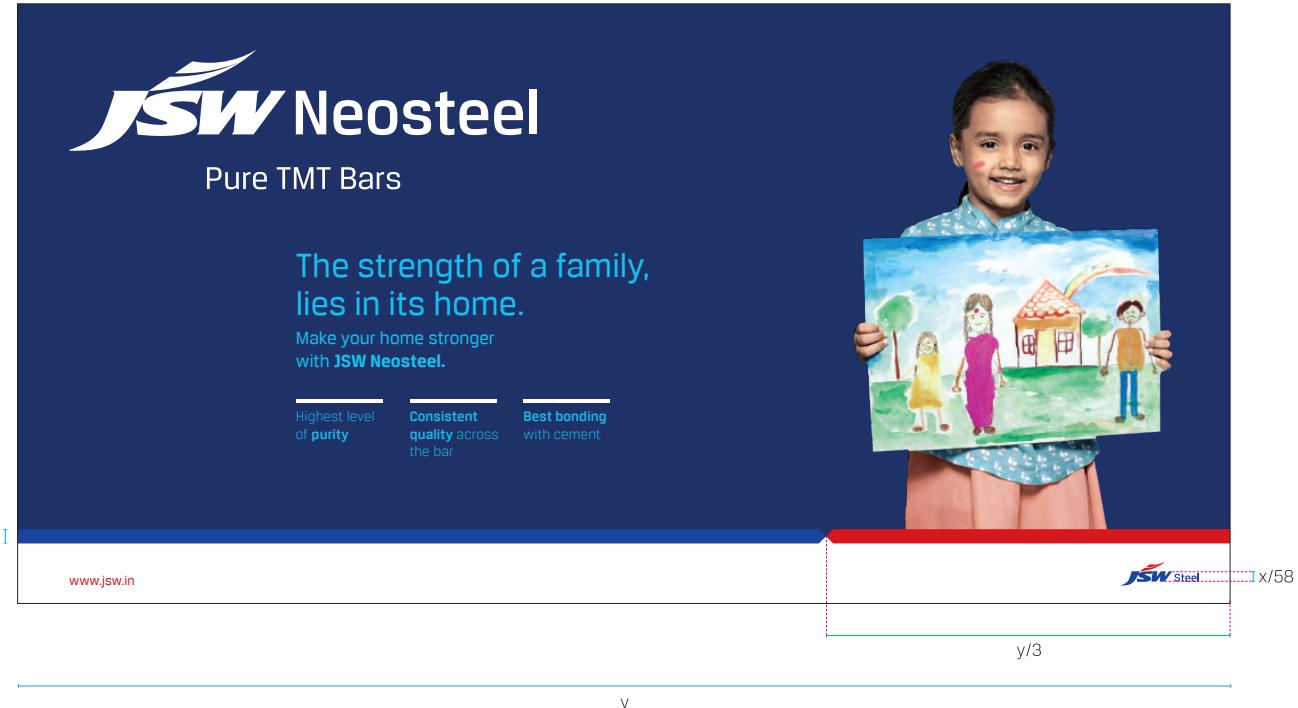


Proportion 1:2 (Horizontal)

To create horizontal print communication collateral for any JSW Product, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

All horizontal proportions from 1:1.1 to 1:2 will follow this guideline.

PRODUCT PRINT - PROPORTION 1:2 (HORIZONTAL)**NOTE**

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

Product - Print

Proportion 1:2 (Vertical)

To create vertical print communication collateral for any JSW Product, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

All vertical proportions from 1:1.51 to 1:2 will follow this guideline.

NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

PRODUCT PRINT - PROPORTION 1:2 (VERTICAL)



Product - Print

Proportion 1:3 (Horizontal)

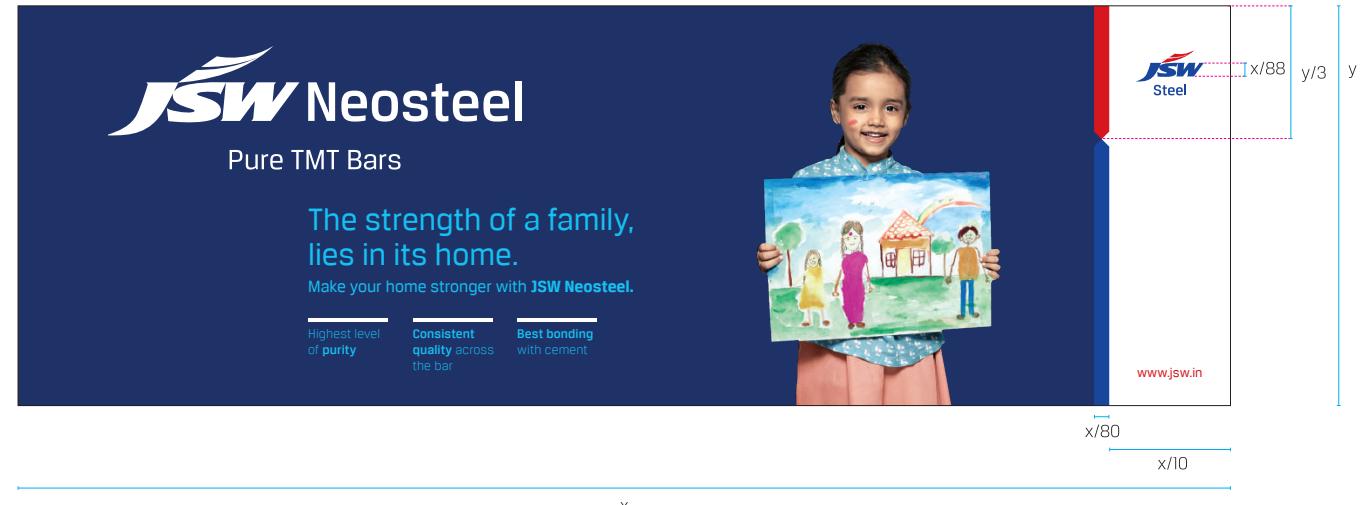
To create horizontal print communication collateral for any JSW Product, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

All horizontal proportions from 1:2.1 to 1:3 will follow this guideline.

Incase of any horizontal proportion bigger than 1:3, the same rule of 1:3 proportion should be followed.

PRODUCT PRINT - PROPORTION 1:3 (HORIZONTAL)



NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

Product - Print

Proportion 1:3 (Vertical)

To create vertical print communication collateral for any JSW Product, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

All vertical proportions from 1:2.1 to 1:3 will follow this guideline.

Incase of any vertical proportion bigger than 1:3, the same rule of 1:3 proportion should be followed.

NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

PRODUCT PRINT - PROPORTION 1:3 (VERTICAL)



4.4.8

PRODUCT - WALL PAINTING

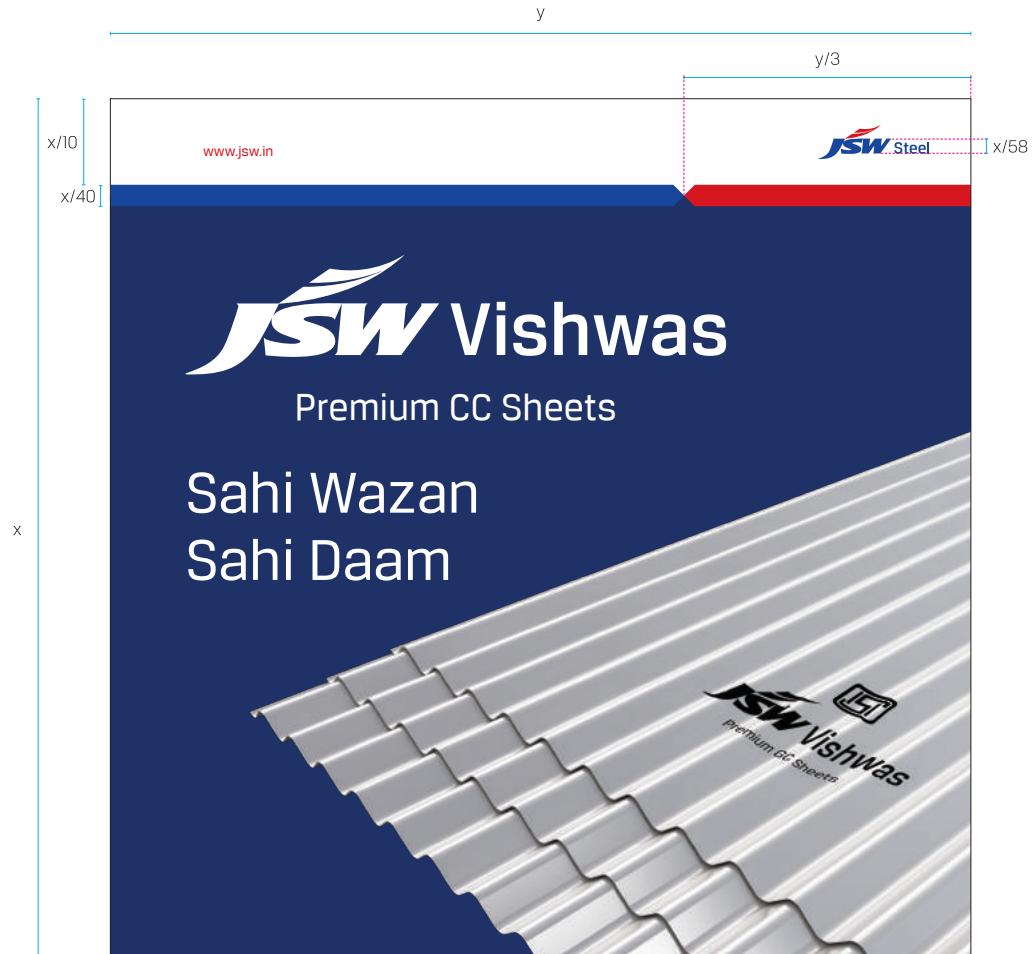
Product - Wall Painting

Proportion 1:1

To create wall painting for any JSW Product, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

PRODUCT WALL PAINTING - PROPORTION 1:1



NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

Product - Wall Painting

Proportion 1:2 (Horizontal)

To create wall painting for any JSW Product, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

All horizontal proportions from 1:1.1 to 1:2 will follow this guideline.

PRODUCT WALL PAINTING - PROPORTION 1:2 (HORIZONTAL)



NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

Product - Wall Painting

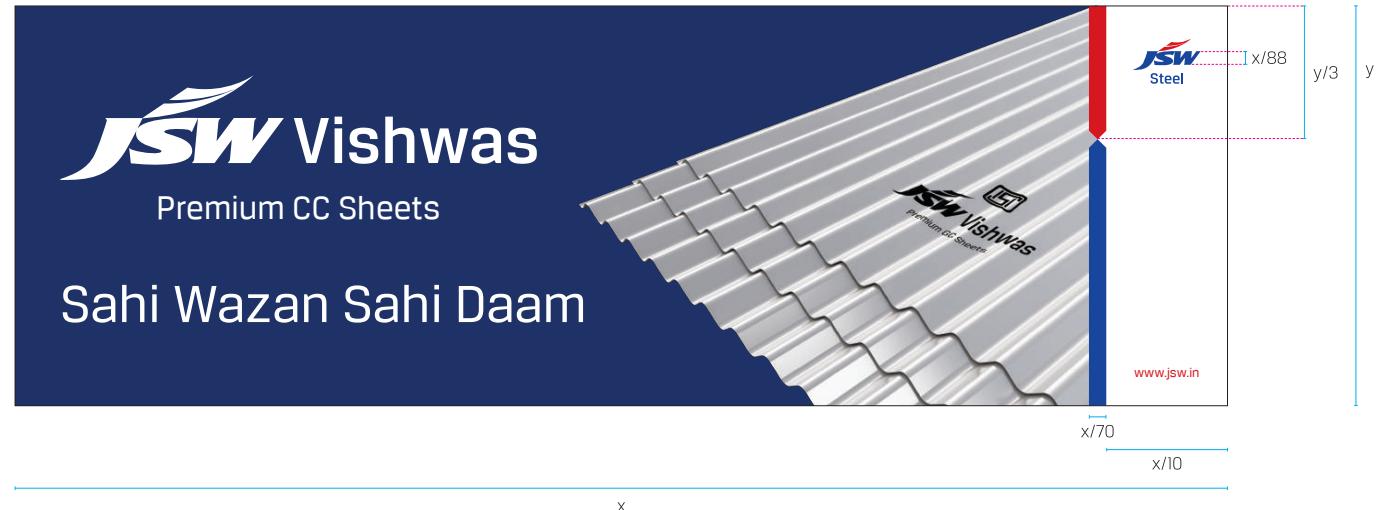
Proportion 1:3 (Horizontal)

To create wall painting for any JSW Product, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

All horizontal proportions from 1:2.1 to 1:3 will follow this guideline.

PRODUCT WALL PAINTING - PROPORTION 1:3 (HORIZONTAL)



NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

Product - Wall Painting

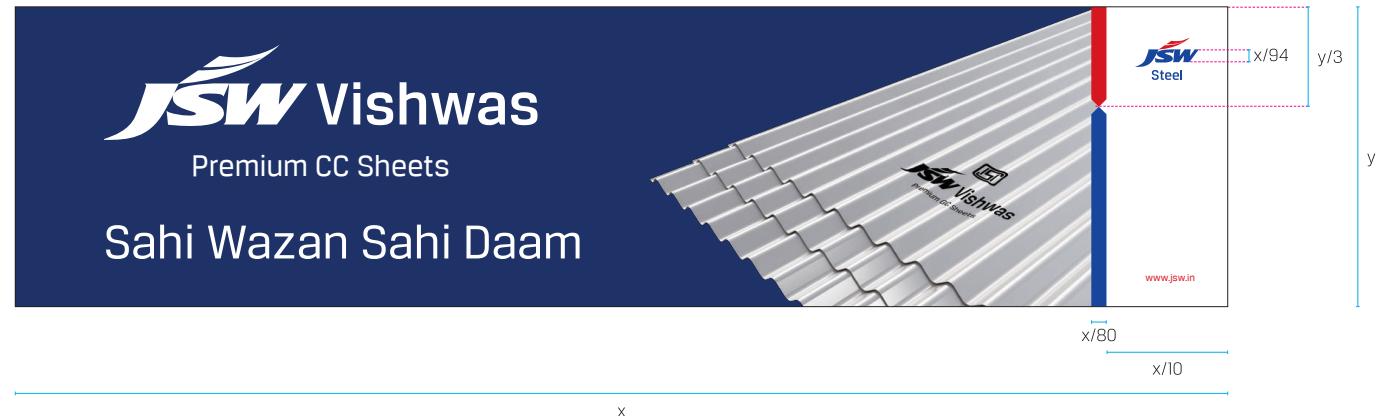
Proportion 1:4 (Horizontal)

To create wall painting for any JSW Product, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

All horizontal proportions from 1:3.1 to 1:4 will follow this guideline.

PRODUCT WALL PAINTING - PROPORTION 1:4 (HORIZONTAL)



NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

Product - Wall Painting

Proportion 1:5 (Horizontal)

To create wall painting for any JSW Product, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

All horizontal proportions from 1:4.1 to 1:5 will follow this guideline.

Incase of any horizontal proportion bigger than 1:5, the same rule of 1:5 proportion should be followed.

PRODUCT WALL PAINTING - PROPORTION 1:5 (HORIZONTAL)



NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

End Frames for Films

The TV End Frame should ideally appear with the Group Mark, Competency Block and 'The Pivot'.

The competency block should always appear below 'The Pivot' so as to leave enough breathing space around the logo.

TV END FRAME



Steel | Energy | Infrastructure | Cement | Ventures | Foundation | Sports

Recruitment Ad

1:1.41 (A4 - Vertical)

To create vertical print communication collateral for any Recruitment Ad, please follow the proportions mentioned alongside.

All text is set in **BreuerText**. Multiple weights may be used to create information hierarchy.

NOTE

While the size of the logo has been specified, its placement within the white brand area must be done visually.

Type size of the website URL must be readable, but must not overpower the brand, or crowd the white brand area.

RECRUITMENT AD - A4 (VERTICAL)



4.5

PACKAGING

4.5.1 - 2 Packaging Design: Key Considerations
4.5.3 Apple Packaging

Packaging Design: Key Considerations

Packaging Design

In today's competitive business environment, packaging design is as crucial as the product itself.

Apart from being visually appealing, the package design has to be practical and follow the brand guidelines.

The key points to be followed are:

- Colour
- Typography
- Visual Style

PRIMARY

JSW Red



SECONDARY

Warm Grey



PRODUCT LEGACY

Cement



JSW Blue



Sky Blue



Dark Blue



Steel



Colour

The JSW primary colours and secondary colours may be used for packaging.

Additional colours may also be used if the product so demands; however the usage of the logo must be correct.

TYPOGRAPHY

Typography

The primary typeface BreuerText should be used.

Breuer Text

Aa Aa Aa Aa Aa Aa Aa

Light

Light Italic

Regular

Regular Italic

Medium

Medium Italic

Bold

Bold Italic

Packaging Design: Key Considerations

Visual Style

The imagery must consistently reflect the JSW ideology and personality.

To follow the image style guide of the brand, basic principles mentioned below should be followed.

- Images that create spaces
- Images with bright and natural lighting
- Images with enhanced perspectives
- Images that depict scale
- Images that breathe
- Images that build connections



Images that depict the growth and prosperity of the communities that we live in.

Transforming lives

CONFIDENCE | COURAGE | COMPASSION
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4.6

SIGNAGE

- 4.6.1 Signage: Overview
- 4.6.2 Fascia Sign
- 4.6.3 Reception Sign
- 4.6.4 Departmental Signage
- 4.6.5 Directional Signage
- 4.6.6 Door Signs
- 4.6.7 Emergency Door Signs
- 4.6.8 Floor Directory
- 4.6.9 Hanging Signage
- 4.6.10 - 11 Informational Signage
- 4.6.12 Statutory Signs
- 4.6.13 Gate Arch Banner

Signage: Overview

There are various types of signage:

1. Fascia Sign
2. Reception Sign
3. Departmental Signage
4. Directional Signage
5. Door Signs
6. Emergency Door Signs
7. Floor Directory
8. Hanging Signage
9. Informational Signage
10. Road Code
11. Statutory Signs
12. Gate Arch Banner

To create signage designs, please use
the source files or visual references
provided.

All text is set in **BreuerText**. Multiple
weights may be used to create
information hierarchy.

Fascia Sign



4.6.3

Reception Sign

JSW | BRAND GUIDELINES



Departmental Signage

To create designs for a departmental signage, please use the source files provided.



Crane Maintenance
Department



Fabrication Shop



Medical Centre

NOTE

These may need to be resized as per requirement.

Directional Signage

To create designs for a directional signage, please use the source files provided.

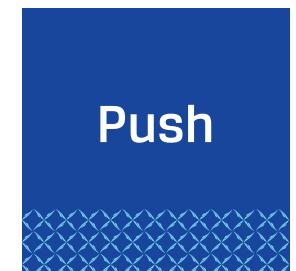


NOTE

These may need to be resized as per requirement.

Door Signs

To create designs for a door sign, please use the source files provided.



NOTE

These may need to be resized as per requirement.

Emergency Door Signs

To create designs for an emergency door sign, please use the source files provided.

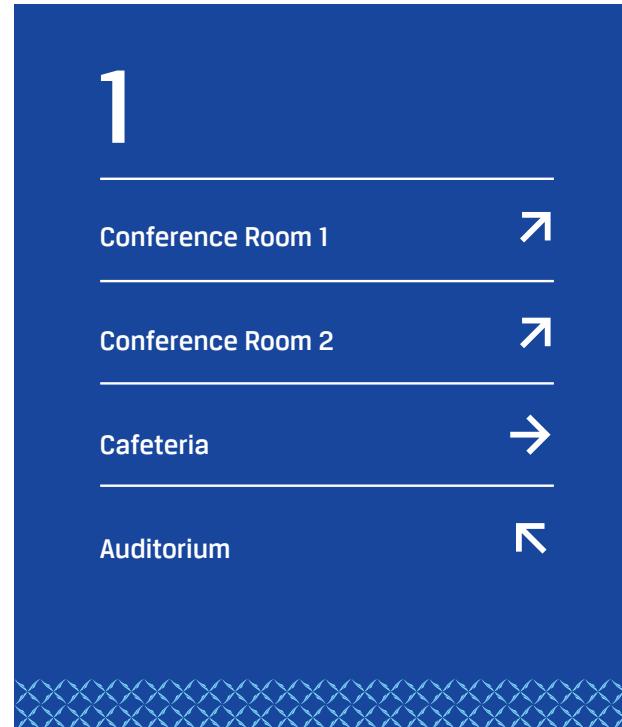


NOTE

These may need to be resized as per requirement.

Floor Directory

To create designs for a floor directory sign, please use the source files provided.

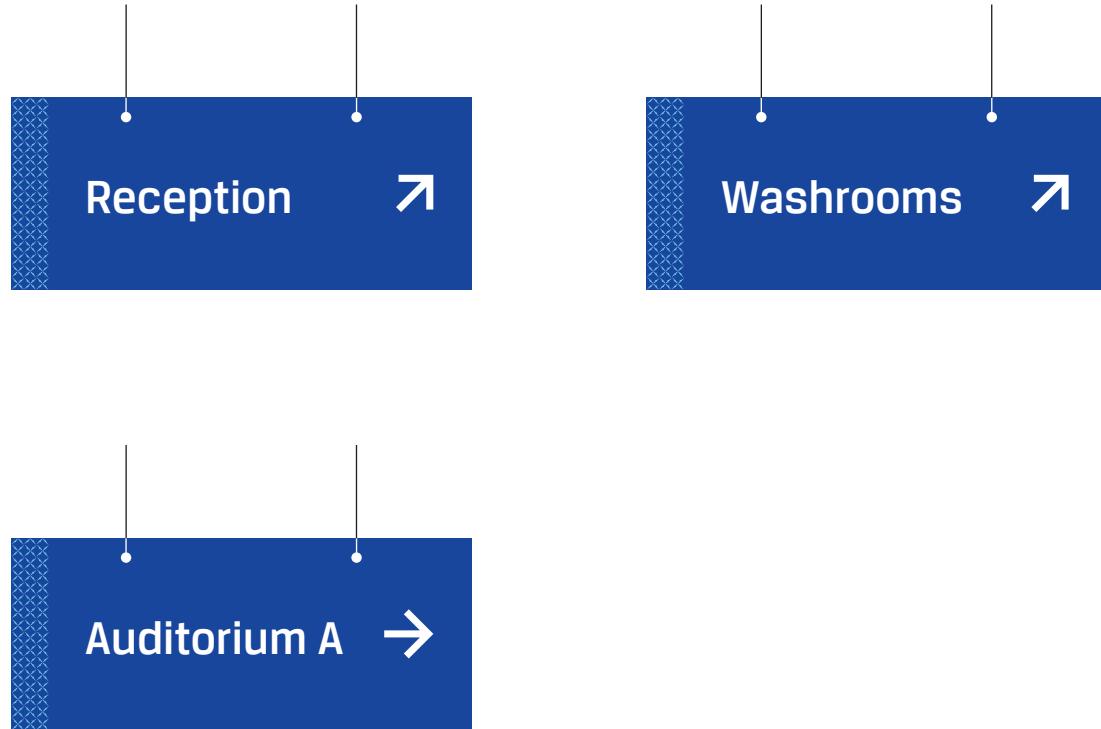


NOTE

These may need to be resized as per requirement.

Hanging Signage

To create designs for a hanging signage,
please use the source files provided.



NOTE

These may need to be resized as per requirement.

Informational Signage

To create designs for an informational signage, please use the source files provided.

Five Cardinal Rules of Safety



Do not override or interfere with any safety provision nor allow anyone else to override or interfere with them



Personal protection equipment (PPE) rules. Applicable to a given task must be adhered to all the time



Isolation and lock out procedures must always be followed



No person may work if under the influence of alcohol



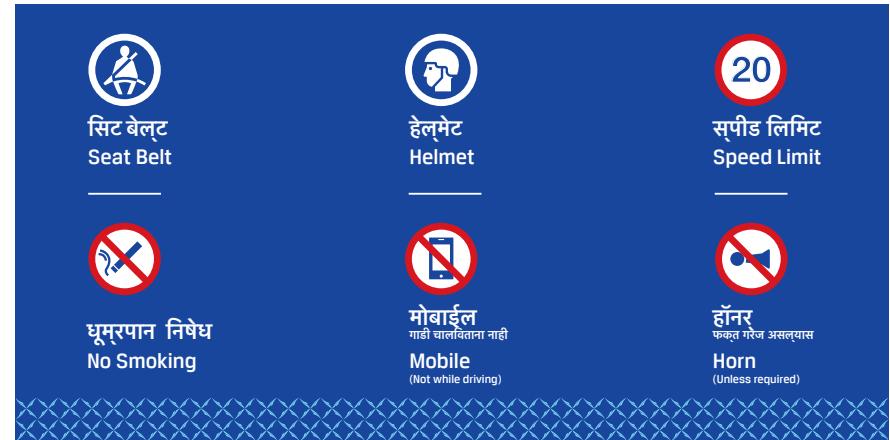
All the injuries and incidents must be reported

NOTE

These may need to be resized as per requirement.

Informational Signage

To create designs for road code signage, please use the source files provided.



NOTE

These may need to be resized as per requirement.

Statutory Signs

To create designs for a statutory sign, please use the source files provided.



NOTE

Additional icons will need to be developed for specific requirements.

Gate Arch Banner

To create designs for a gate arch banner,
please use the source files provided.



4.7

VEHICLE BRANDING

- 4.7.1 Bus
- 4.7.2 Mobile Van
- 4.7.3 Tractor
- 4.7.4 Dumper Truck
- 4.7.5 Concrete Truck

Bus

To create bus graphics for JSW, please refer to the design shown alongside.

Ideally, the bus should always be white with the JSW Brand Mark in full colour.



Mobile Van

To create mobile van graphics, please refer to the design shown alongside.

Ideally, the van should always be white with the JSW Brand Mark in full colour.



Tractor

To create tractor graphics, please refer to the artwork shown alongside.

Ideally, the tractor should always be blue with the JSW Brand Mark reversed out in white.



Dumper Truck

For dumper truck branding, please refer to the design shown alongside.

Ideally, if the dumper is yellow, the JSW Brand Mark should always appear in black.



Concrete Truck

For concrete truck branding, please refer to the artwork shown alongside.

Ideally, if the truck is white then the JSW Brand Mark will always appear in full colour.

A blue truck will always have the Brand Mark in reverse, and a Company truck for JSW Cement, can be painted in the product legacy green colour, where the Company Mark can appear in white.

CONCRETE TRUCK IN WHITE



CONCRETE TRUCK IN BLUE



CONCRETE TRUCK IN GREEN



4.8

EXHIBITION

- 4.8.1 - 4 Exhibition Stalls: Key Considerations
- 4.8.5 Exhibition Uniform

Exhibition Stalls: Key Considerations

Exhibition Displays

Exhibition stalls and displays offer a grand platform for a brand to showcase its product and services.

They play a crucial role in reaching a wider audience by communicating key messages in an engaging and informative way.

The ambience of the space plays a very important role in attracting a large customer base.

The key points that attract interest of the audience are:

- Look and Feel (Colour, Typography, Visual style)
- Technology
- Installations and Fabrication
- Lighting and Ambience

Exhibition Stalls: Key Considerations

Look and Feel - Colour

The JSW Blue along with White should be used widely across the exhibition space. Using white will generate a seamless neat look across the space lending it a sophisticated look.

The JSW Red can be used as a highlight to accentuate certain areas.

Secondary colours may also be used if required.

PRIMARY

JSW Red



SECONDARY

Warm Grey



Green



PRODUCT LEGACY

Cement



JSW Blue



Sky Blue



Dark Blue



Steel



TYPOGRAPHY

Look and Feel - Typography

The primary typeface BreuerText should be used. Different weights may be used to create information hierarchy.

Breuer Text

Aa Aa Aa Aa Aa Aa Aa Aa

Light

Light Italic

Regular

Regular Italic

Medium

Medium Italic

Bold

Bold Italic

Exhibition Stalls: Key Considerations

Look and Feel - Visual Style

The imagery must consistently reflect the JSW ideology and personality.

To follow the image style guide of the brand, basic principles mentioned below should be followed.

- Images that create spaces
- Images with bright and natural lighting
- Images with enhanced perspectives
- Images that depict scale
- Images that breathe
- Images that build connections



Images that depict the growth and prosperity of the communities that we live in.

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Exhibition Stalls: Key Considerations

1. Technology

Incorporate technology by incorporating LED TVs and graphic screens at various touch points for playing videos and films.

Interactive displays are also a great way to keep the customers engaged and interested.

2. Installations & Fabrication

3D installations, sculptures will add aesthetic appeal to the space.

Fabrication quality in exhibition display plays a very crucial role in transforming the brand image.

Podiums of different heights can create a nice visual impact.

3. Lighting and Ambience

Colour temperatures create a warm ambience and can make a huge difference in welcoming the crowd.

Day light is the recommended colour

temperature as it offers an industrial lighting effect without appearing too cold.

4. Other Ideas

A '**Brand Impact Wall**' with different ideas to showcase the brand story, values, vision or philosophy should be created in mid-size and larger spaces. This can be executed with the use of visuals, projections, animations or films on LED TVs. The Brand Impact Wall can be used to showcase latest ideas and concepts of the brand and is of utmost importance to attract the passers-by.

The logo can be executed in 3D acrylic or metal cut-outs.

Warm grey flooring should be used.

NOTE

The logo should not be enclosed in a form or shape.



1
Technology

3
Lighting and Ambience

4a
Brand Impact Wall

4b
3D Acrylic Logo

Exhibition Uniform

Please refer to the designs shown alongside for Uniforms.

The shirts and T-shirts must be white with the JSW branding. Dark blue trousers / skirts or blue denims may be used for the bottoms.

SHIRT



COLLARED T-SHIRT



4.9

EVENTS

4.9.1 - 4 Backdrop

Backdrop

Event Owner - JSW Group

To create a backdrop for events where JSW Group is the event owner, please refer to the design shown alongside.



NOTE

The JSW Mark should ideally always appear on white in full colour.

Backdrop

Event Owner - JSW Steel (Any other JSW Company)

Other Entity - JSW Group

To create a backdrop for events where any JSW Company is the event owner and the other entity is the JSW Group, please refer to the design shown alongside.



Backdrop

Co-Branding - A

When JSW appears with any other brand on an event backdrop wherein the other logo background color is non-white. We use our coloured logo on a white background to ensure optimal visibility. Please refer to the design shown alongside.



Backdrop

Co-Branding - B

When JSW appears with any other brand on an event backdrop wherein the other logo background color is white.

This solution is exercised when the other brand cannot accommodate in any other background color except white.
We create a contrast by using the white version of our logo on a blue background. This brings impact to our brand visibility. Please refer to the design shown alongside.



