

# Brand Merchandise: T-Shirts

## T-SHIRTS

The following T-shirt templates have been provided:

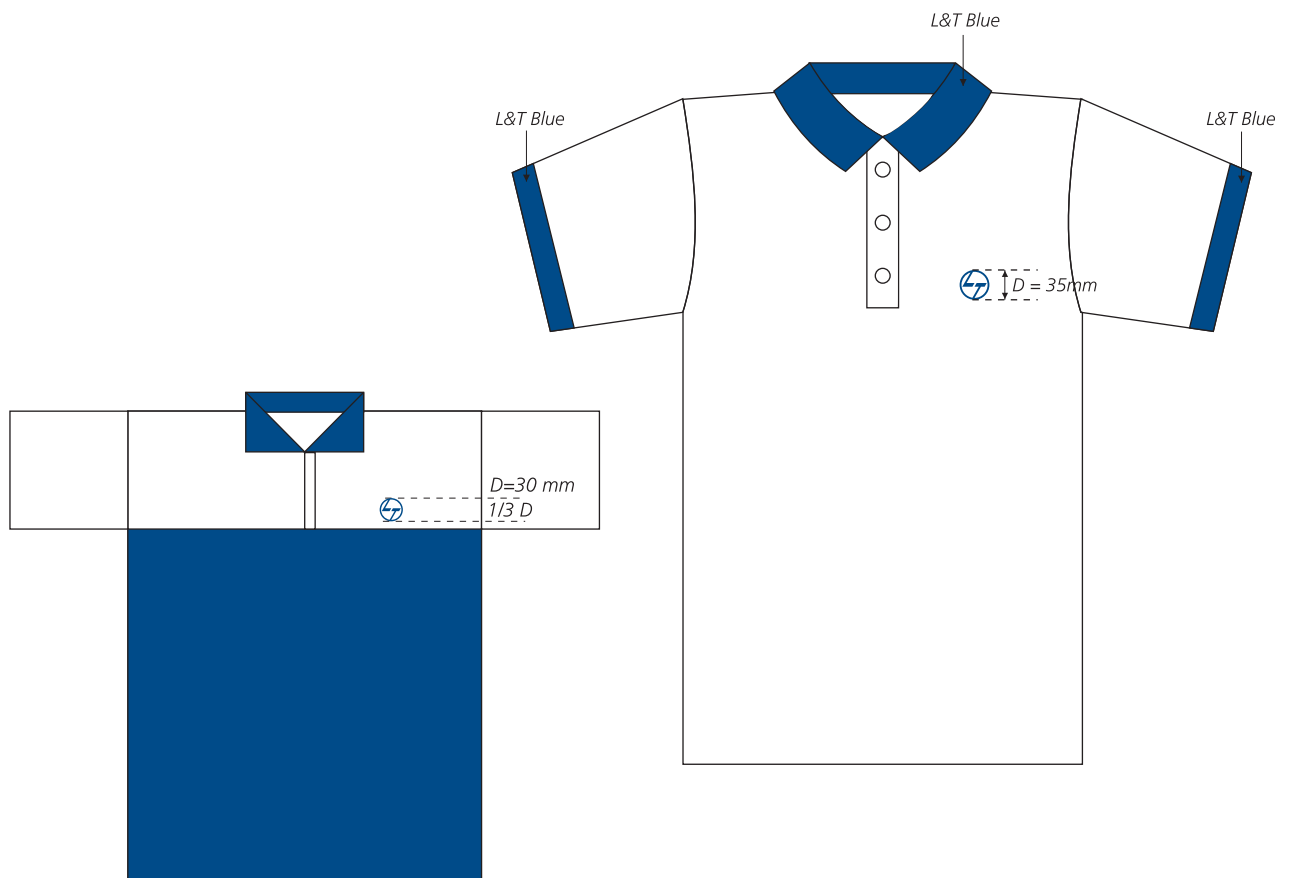
- Corporate (eg. 'Larsen & Toubro')
- Theme (eg. a T-shirt with a message on Corporate Sustainability)
- Sports

These templates focus on providing the basic guidelines on size and composition of the Logo and the placement of other elements, if any. The objective is to ensure uniformity of design

across the L&T Group and maintain aesthetic standards.

Deviation from the template due to any special requirements must be approved by the Corporate Brand Management &

Communications Department, L&T Group, L&T House - Mumbai.



**D = Outer diameter of the L&T Monogram**

# Brand Merchandise: T-Shirts

## T-SHIRTS

- The L&T Monogram
- L&T Word Mark
- Special elements (like a number in case of a football jersey, or a relevant message in case of a theme T-shirt eg. to promote Corporate Sustainability).

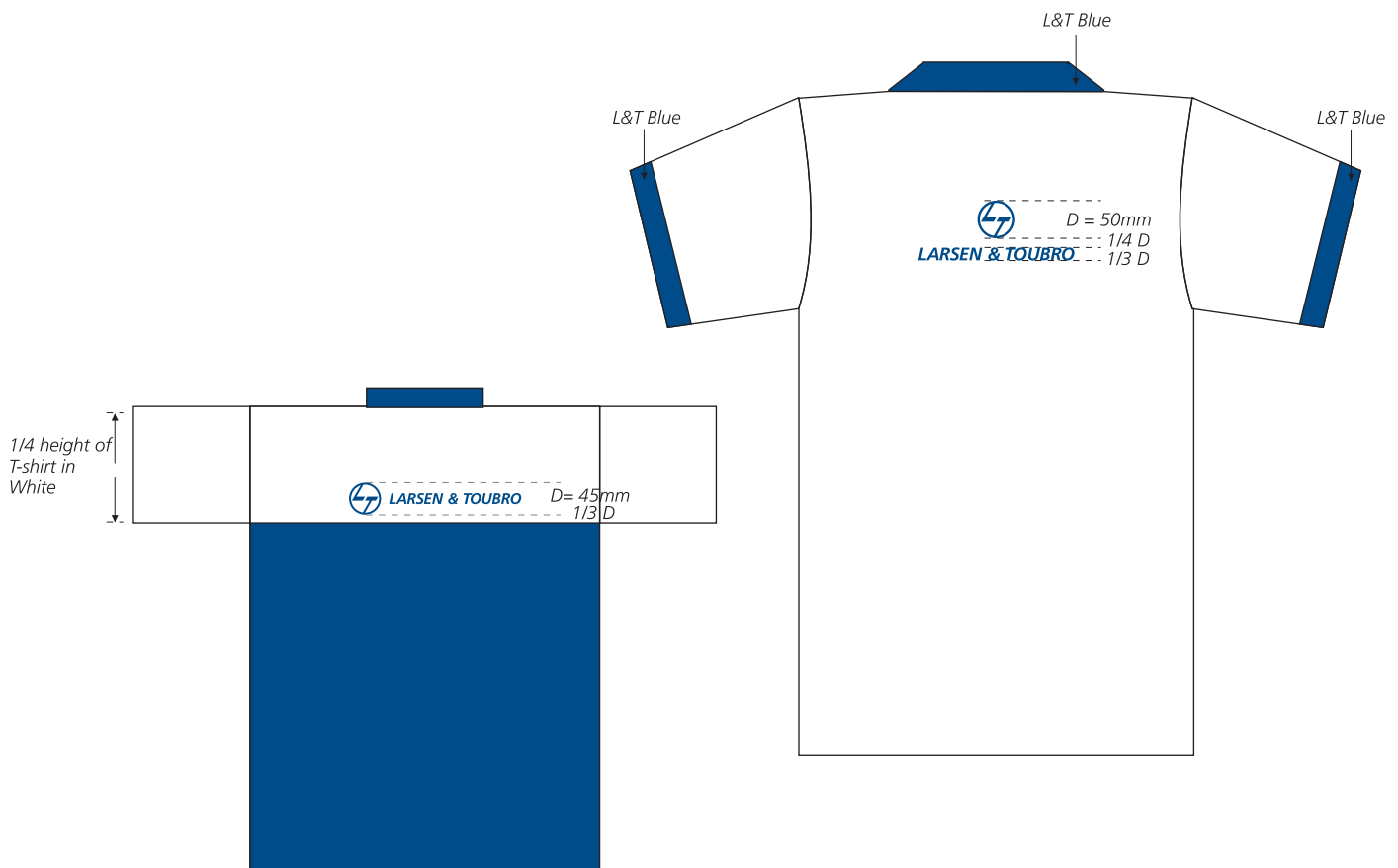
## DESIGN

The measurement unit for all Brand Mark construction and design of applications is the Diameter (D) of the Monogram.

### Constructing and placing the Logo Unit and other elements:

Branding options include the usage of the L&T Monogram as a standalone element or the entire Logo Unit on the front/back of the T-shirt as illustrated.

The other required elements must also be sized and placed within the demonstrated guidelines.

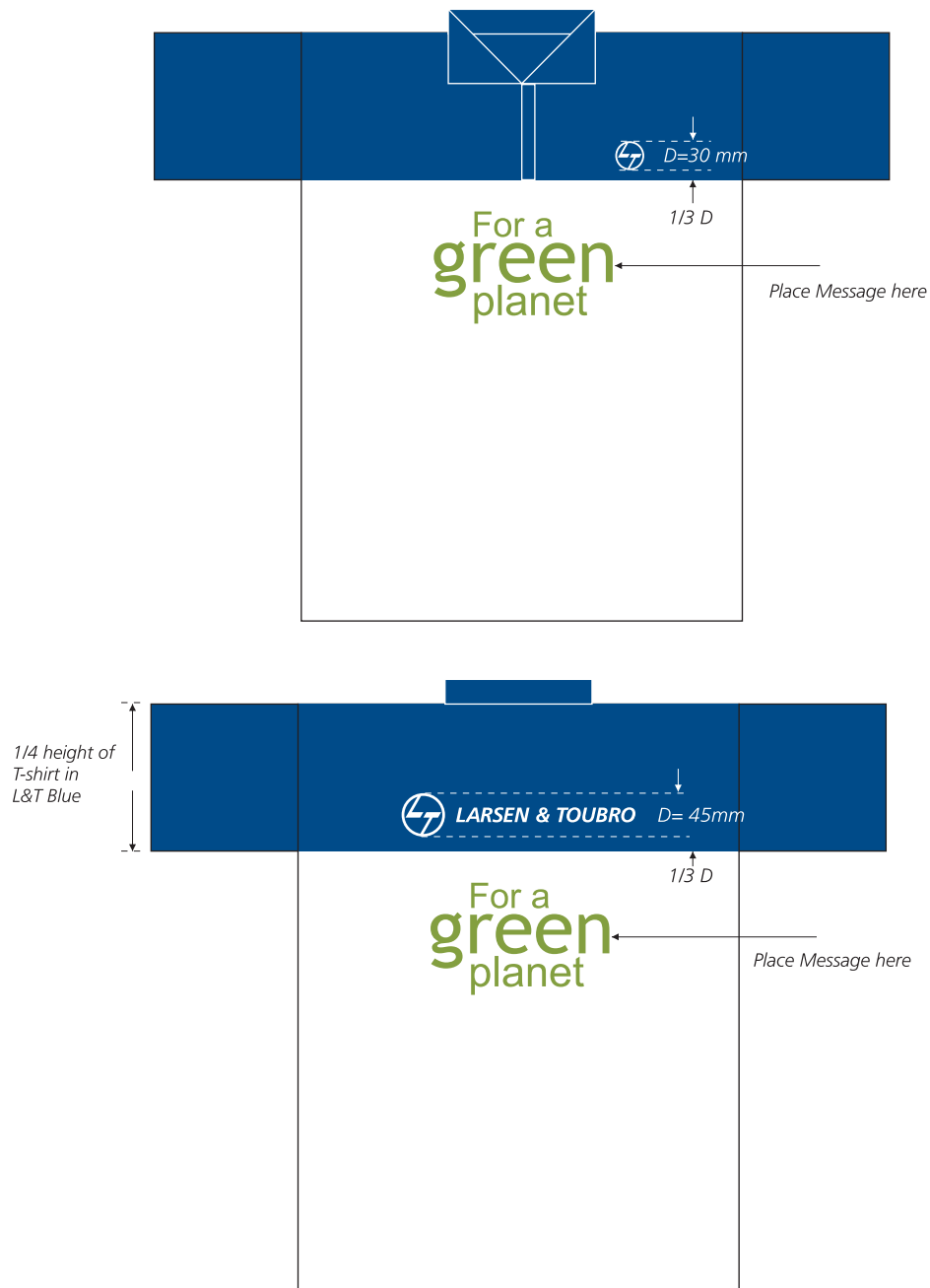


**D = Outer diameter of the L&T Monogram**

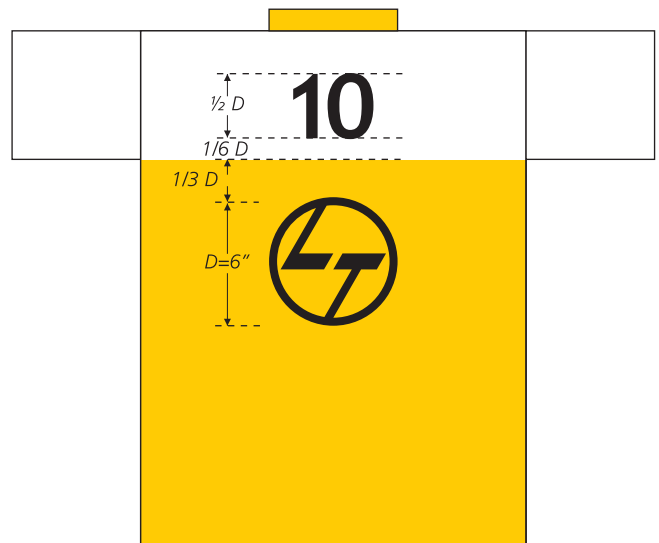
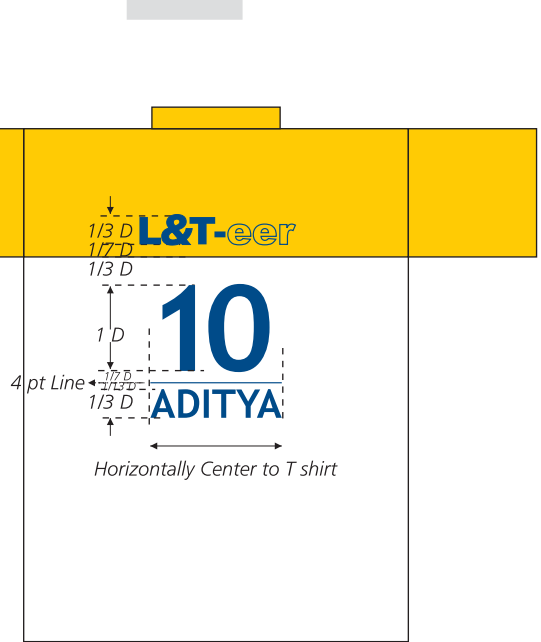
# Brand Merchandise: T-Shirts

## COLOUR

The entire T-shirt or select parts may be either in L&T Blue or in L&T Yellow as illustrated.



D = Outer diameter of the L&T Monogram



**D = Outer diameter of the L&T Monogram**

# Brand Merchandise: Cap

## CAP

### ELEMENTS:

- The L&T Monogram

### DESIGN

The Cap is branded through the usage of a standalone L&T Monogram as illustrated.

### COLOUR

Three colour combinations are permitted.

#### Option 2

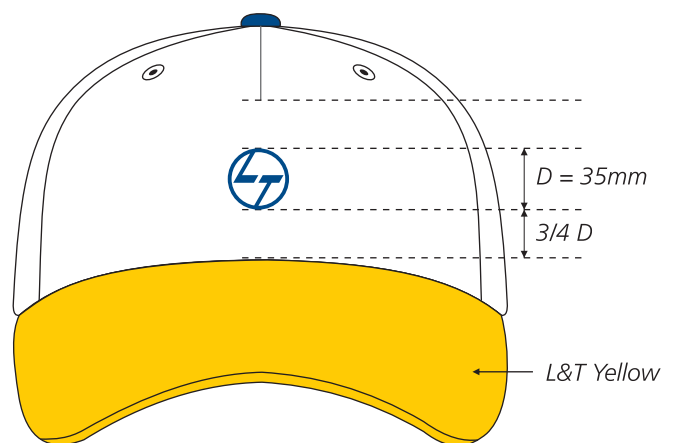
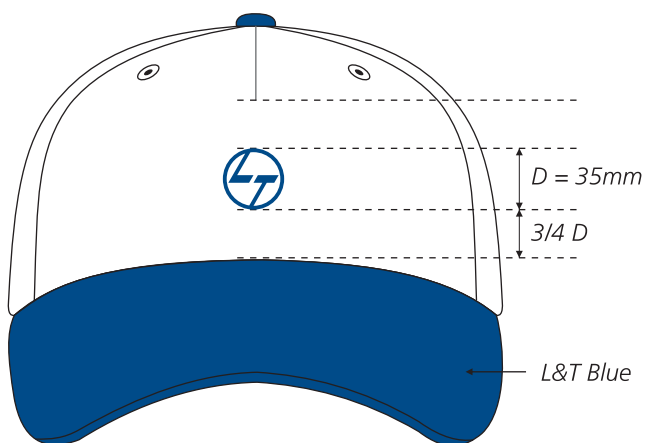
The body of the Cap in L&T Blue or in L&T Yellow and the visor in white.

#### Option 3

The body of the Cap in white and the visor in L&T Blue or in L&T Yellow.

#### Option 1

The entire Cap in L&T Blue or in L&T Yellow with the L&T Monogram in reverse. On blue and in black on Yellow.



**D = Outer diameter of the L&T Monogram**

Brand Merchandise:  
Cap



Name usage only for illustrative purpose



# Brand Merchandise: Mugs

## MUGS

### ELEMENTS:

- The L&T Monogram
- L&T Word Mark
- L&T Blue and Gold bands
- Image or message where applicable

### DESIGN

The measurement unit for all Brand Mark construction and design of applications is the Diameter (D) of the Monogram.

### Three kinds of mugs may be designed:

- Branding only
- Branding with image
- Branding with message

Name usage only for illustrative purpose



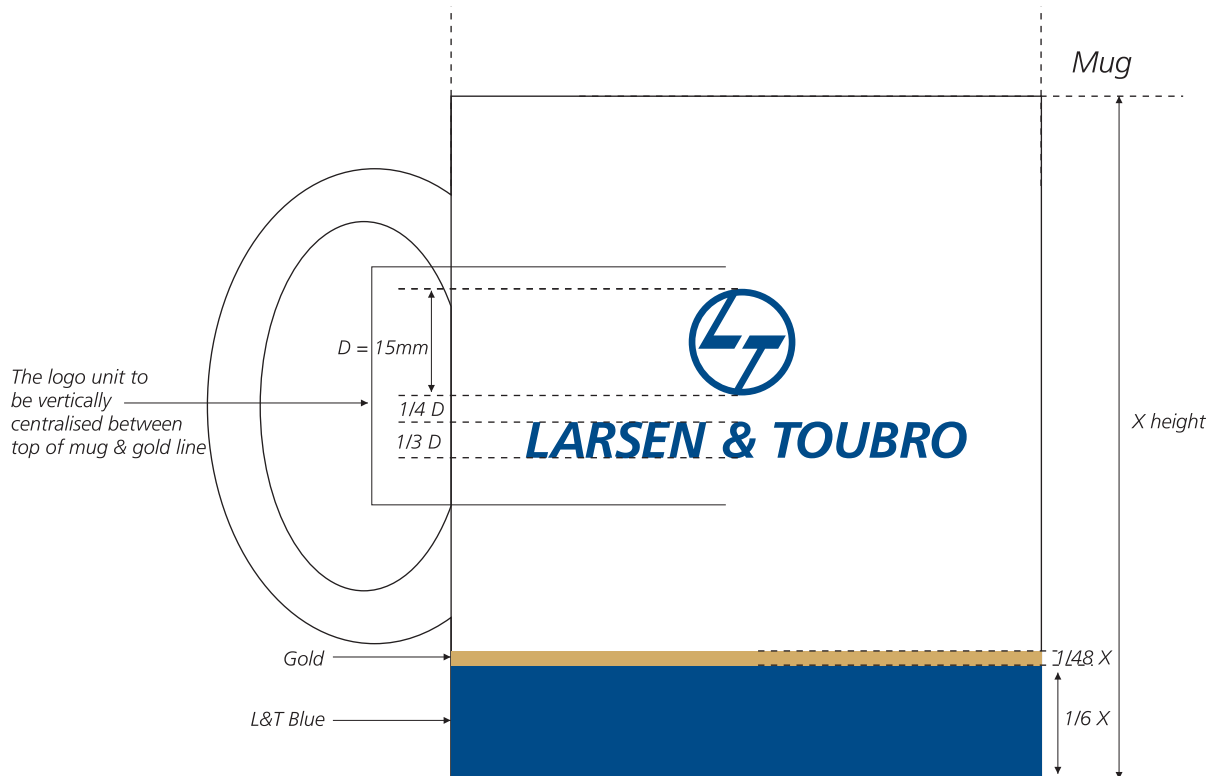
# Brand Merchandise: Mugs

## MUG WITH CORPORATE BRANDING

The diameter of the L&T Monogram must be 10-15 mm. The Word Mark must be placed  $\frac{1}{4} D$  below the L&T Monogram and horizontally centralised to it. The height of the first capital letter in the Word Mark must be equivalent to  $\frac{1}{3} D$ .

The Mug must have a band in L&T Blue  $\frac{1}{6}$  the height of the mug - 'X' running around the bottom edge of the Mug. Above the blue band, place a golden band,  $\frac{1}{48} X$  in height, running around the Mug.

'X' = Height of the Mug.



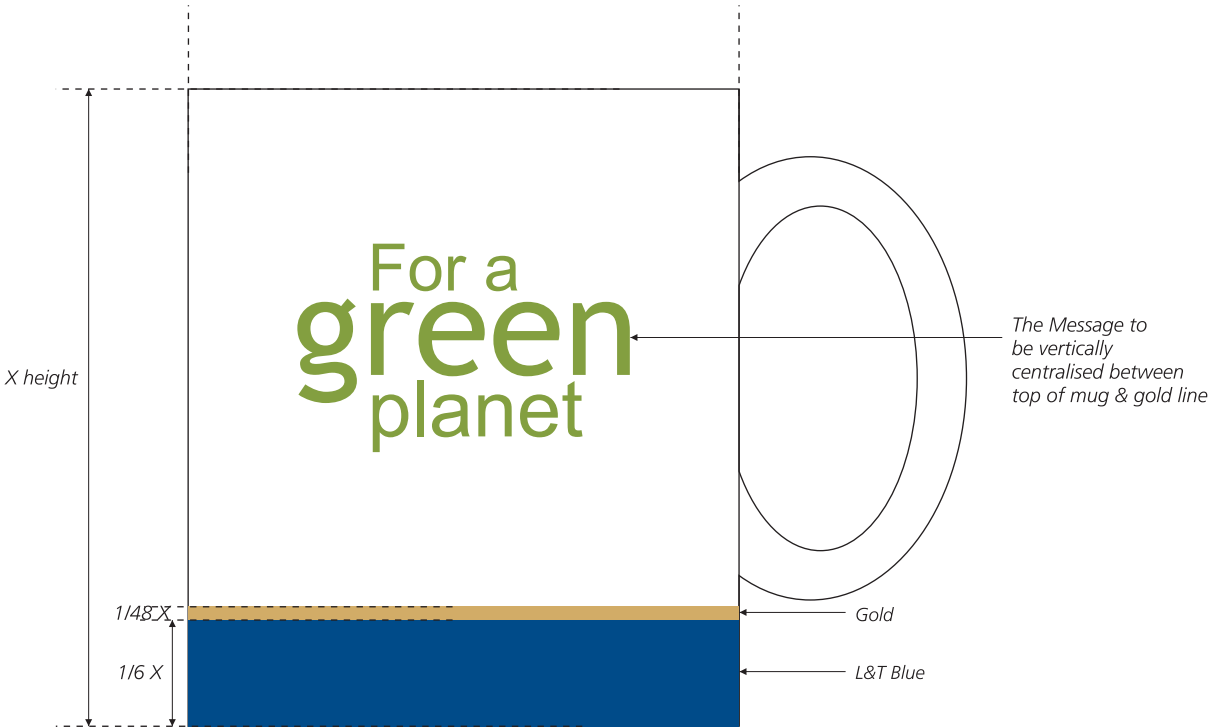
D = Outer diameter of the L&T Monogram



Brand Merchandise:  
Mugs

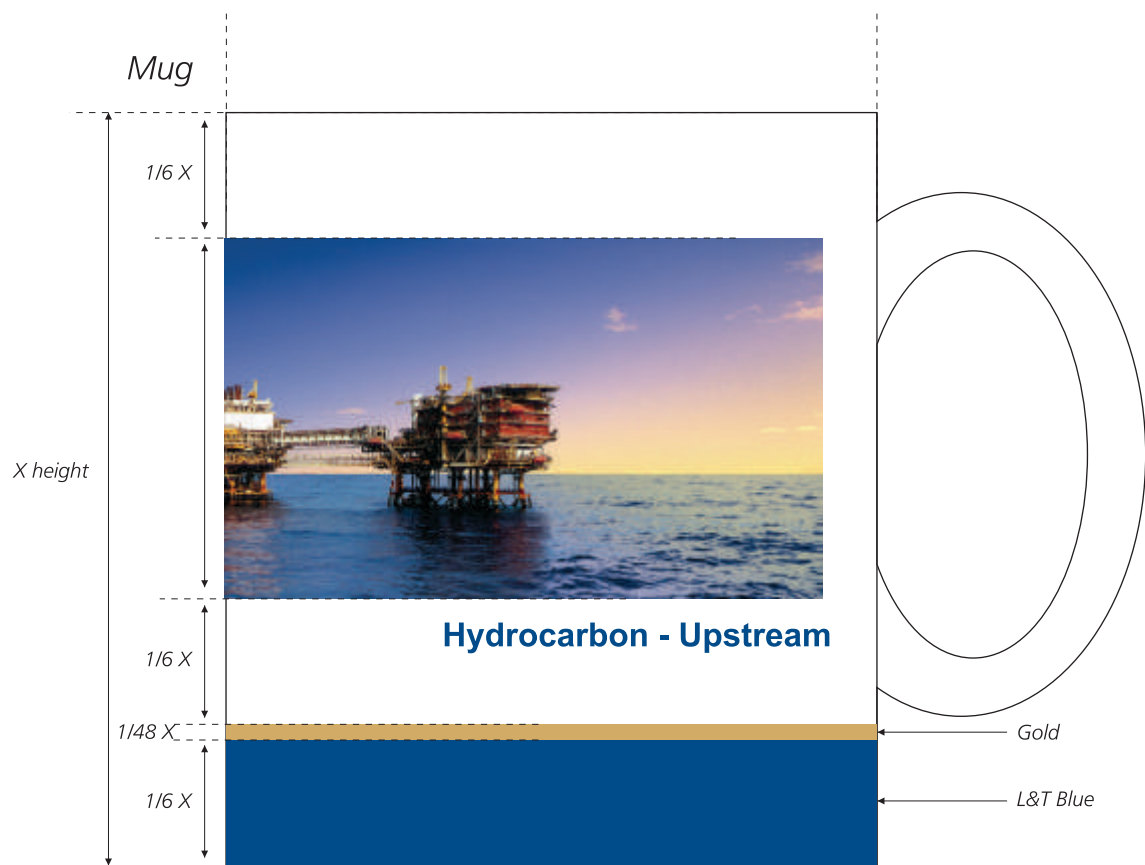


Name usage only for illustrative purpose



# Brand Merchandise: Mugs

Name usage only for illustrative purpose



# Brand Merchandise: Key Chains

## KEY CHAINS

The illustration provided is not indicative of the design of the key Chain. It has been used as a reference to explain the rules regarding branding.

### ELEMENTS:

- The L&T Monogram
- L&T Word Mark

### DESIGN

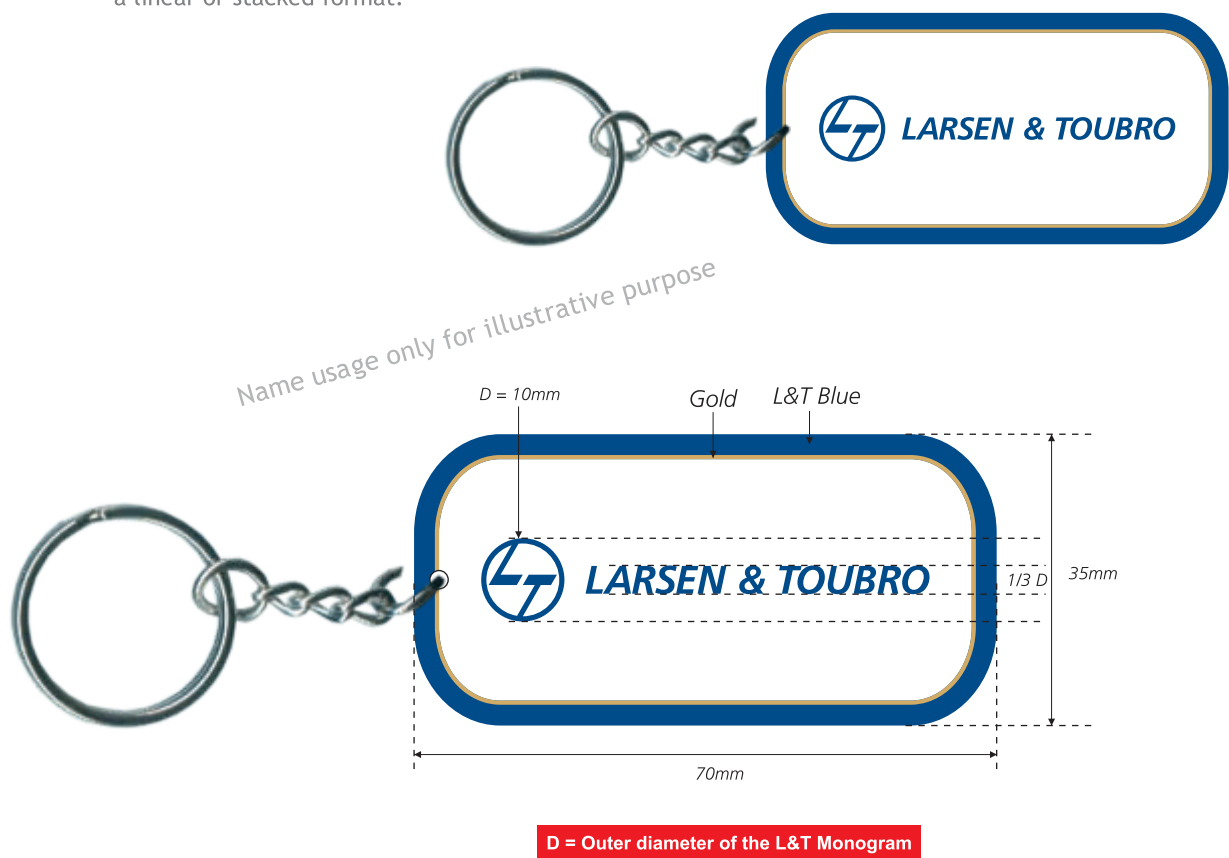
If a Logo Unit is being used, refer section on 'Brand Mark Construction' for the rules of construction. Depending on its dimensions, the branding on the Key Chain may be either in a linear or stacked format.

Ensure that there is a minimum clear space of  $\frac{1}{3} D$ ,  $\frac{1}{4} D$  or between the Logo Unit and the edge of the Key Chain on all 4 sides depending on the available reproduction surface and aesthetics. If there is a border around the Logo Unit, there must be a clear space of  $\frac{1}{3} D$  or  $\frac{1}{4} D$  between the two.

### Two kinds of Key Chains may be designed:

- Stand-alone L&T Monogram
- L&T Monogram with Word Mark

The L&T Monogram and the Word Mark may be etched, embossed or printed depending on the material of the Key Chain.



# Brand Merchandise: Pen

# P

## PEN

The illustration provided is not indicative of the design of the Pen. It has been used as a reference to explain the rules regarding branding.

### ELEMENTS:

- The L&T Monogram
- L&T Word Mark

### DESIGN

Two kinds of branding may be used:

- Stand alone L&T Monogram
- L&T Monogram with Word Mark

If a Logo Unit is being used, refer section on 'Brand Mark Construction' for the rules of construction.

Ensure that there is a clear space of  $\frac{1}{3} D$  between the Logo Unit and the edge of the surface on which it is being reproduced.

The L&T Monogram and the Word Mark may be etched, embossed or printed depending on the material of the Pen.

The Logo Unit must be placed on the body of the pen, in a straight line (i.e. horizontally when the pen is placed flat on a surface - refer illustration.) The logo branding is NOT to be wrapped around the pen.

Name usage only for illustrative purpose



## Brand Merchandise: Bag

### BAG



D = Outer diameter of the L&T Monogram

Brand Merchandise:  
Bag

BAG



Name usage only for illustrative purpose



Minimum 1/3 D Clear space from all side

D = Outer diameter of the L&T Monogram