OPD_Logo Usage Guidelines

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1.0/ May 10, 2008	Agalya.R	Creation of Base Document	Sumitra Seshan	May 16, 2008	May 28, 2008	May 28, 2008
1.1 /Nov 2008	5G PG Team	Adopted new naming conventions, Added sections on engineering documents etc.,	Sumitra Seshan	Nov 15, 2008	Nov 15, 2008	Nov 15, 2008

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1. Introduction

Logo is the fundamental building block in building a great brand and is referred to as the **Corporate Signature**.

2. Purpose of the document

Purpose of this document is to explain our Logo standards that need to be followed by 5G employees in the Document, Power Point Presentation and Excel Workbook.

3. Logo Standard

The height and width of our Logo is typically different for Documents, Powerpoint Presentations and Excel Sheets and therefore one must use only the specific formats as explained in the following sections.

3.1   Logo in Documents

To include our Logo

- On the **Insert** menu, point to **Picture**, and then click **From File**.
- Browse the path http://192.168.1.102:9073/Mindshare/5gpal/process-templates/corporate/5G logo_word.jpg

3.2   Logo in Powerpoint Presentations

To include our Logo

- On the **Insert** menu, point to **Picture**, and then click **From File**.
- Browse the path http://192.168.1.102:9073/Mindshare/5gpal/process-templates/corporate/5G logo_ppt.jpg

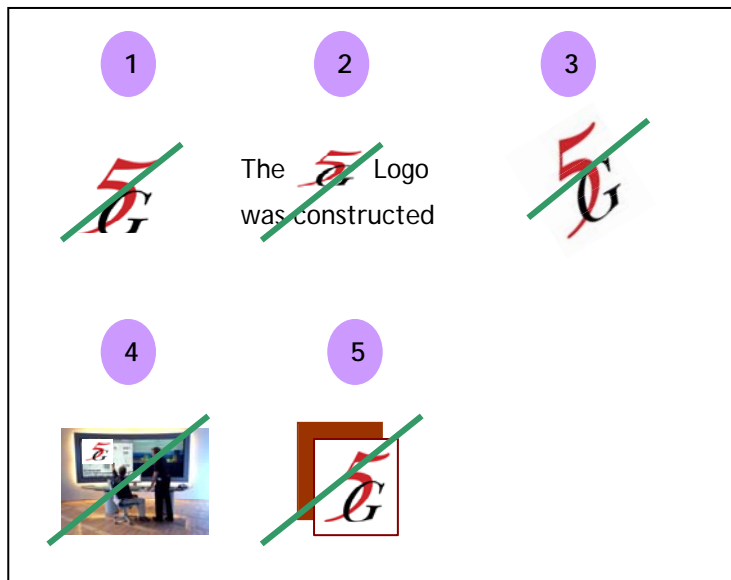## 3.3   Logo in Excel Workbook

To include our Logo

- On the **Insert** menu, point to **Picture**, and then click **From File**.
- Browse the path http://192.168.1.102:9073/Mindshare/5gpal/process-templates/corporate/5G logo_excel.jpg

3.4   Common Errors

In order to maintain a consistent brand image, special attention must be paid to the usage of our Logo. Some common errors that may occur when using our Logo are listed below-

1. **Do not** crop the Logo.
2. **Do not** use the Logo in words or sentences.
3. **Do not** rotate the Logo.
4. **Do not** use the Logo on a photograph in print.
5. **Do not** add shadows to the Logo.

- End of Document -

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