

## IMPORTANT MESSAGE

Dear Readers,

S. Chand has always been at the forefront of Indian academic publishing. During its 70 years of service to the 'Knowledge Community' in the country, the company has published close to unprecedented 7000 titles with support of its approximately coveted authors.

On its 70th anniversary, the company wishes not only to strengthen its relationship with its customers, but wishes to provide them best services and support befitting the knowledge economy of 21st century.

These efforts cannot be carried out in a generic manner and a proper segmentation of market of the customers has to be made in order to identify and service the needs of this particular group. This would enable us to provide focused services and commitment to each category of our market segmentation by separately branding it. This would also provide a clear demarcation for different academic groups in the market both for the benefit of distributors, booksellers, libraries, students & teacher all alike.

The four separate colours have been identified to represent each segment of books as following :

- The **Orange colour** represents the **School Books** segment.
- The **Green colour** represents the **Higher Academic Books** segment.
- The **Brown colour** represents the **Technical & Professional Books**.
- The **Blue colour** represents the **Competition & Reference Books**.

These colours will be mark on the top & bottom of the spine of the book for easier identification.



S. CHAND  
SCHOOL

### SCHOOL BOOKS

This logo brings brightness of Sun, purity of fire, empowerment of light and fun of learning to School Books. This logo lays down the foundation for a continuous learning for young empowering minds for its voyage in the world of knowledge.



S. CHAND  
HIGHER  
ACADEMIC

### HIGHER ACADEMIC BOOKS

This logo of three solid blocks represents solidity, consolidation and the peak. This logo conveys the message to achieve greater and superior heights by using higher academic books of S. Chand by its distinguished authors.



S. CHAND  
TECHNICAL

### TECHNICAL AND PROFESSIONAL BOOKS

This logo represents technology in form of an electronic circuit highlighting the significance of technology and its constantly changing needs, continuously upgrades and revised technical books of S. Chand to meet the demands of 'Knowledge' & 'Industry'.



S. CHAND  
COMPETITION

### COMPETITION AND REFERENCE BOOKS

This logo shows waves/bars that are converging towards a dot. The dot signifies "goal" and the waves/bars denote "focus" that is very much needed in preparation of Competitive Exams. The logo conveys the message that the competition and reference books by S. Chand will help the student to converge their attention towards their ambition.