



# HCL Brand Guidelines

Version 1.1.0  
February 2020

# About this manual

The Brand Guidelines have been developed through a collaborative process between leaders and brand custodians of HCL Enterprise and HCL Technologies and are approved for use by all employees of HCL.

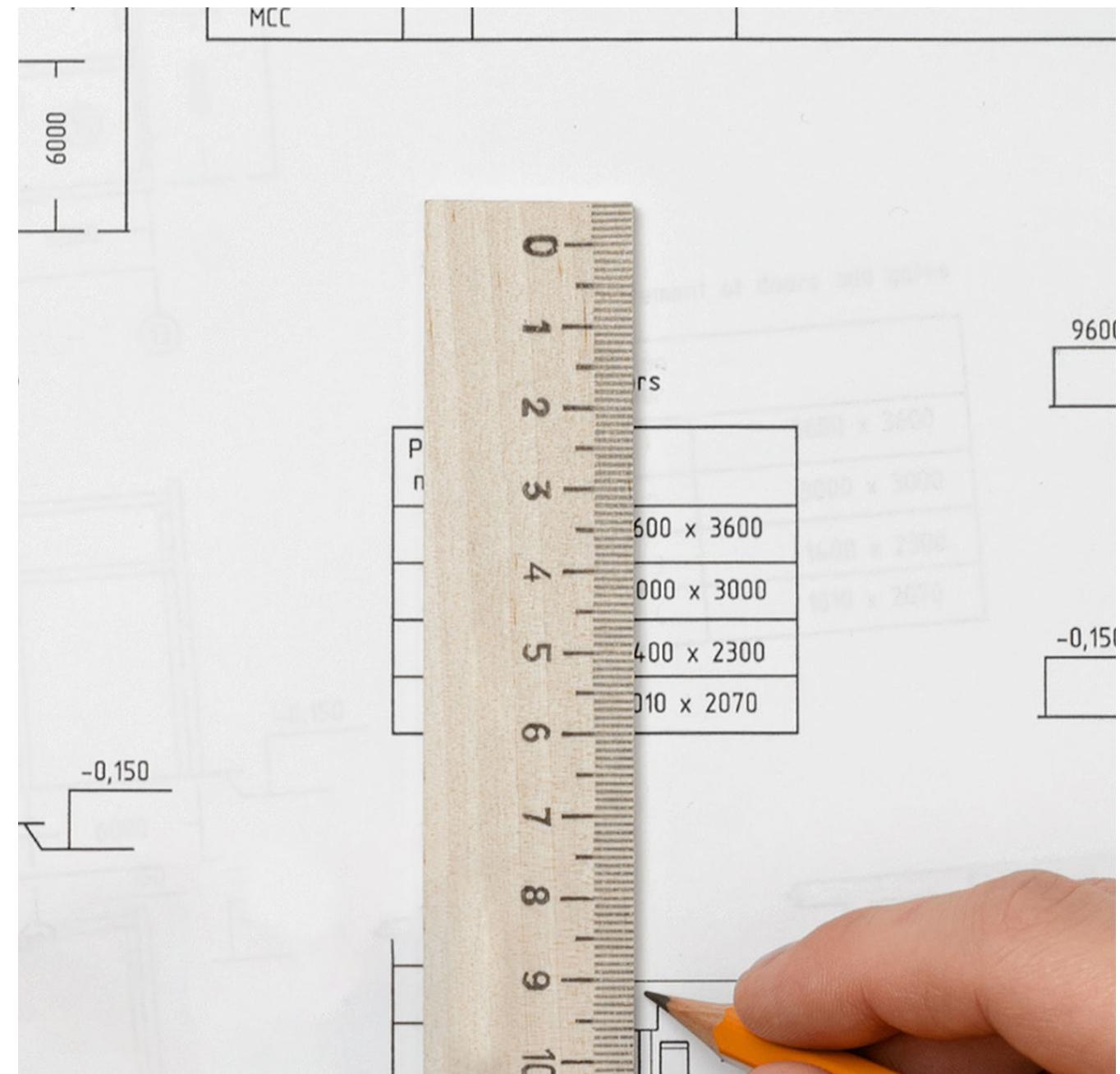
Contained in this manual are the rules, tools and resources to build a consistent HCL brand in our everyday activities. The guidelines in this document ensure the accurate representation of our brand.

Complying with these standards ensure our communications reflect a consistent and cohesive identity across all channels and touchpoints.

Please reach out to the HCL Enterprise and the HCL Technologies Brand teams listed below for any clarifications or guidance required in the execution of these guidelines.

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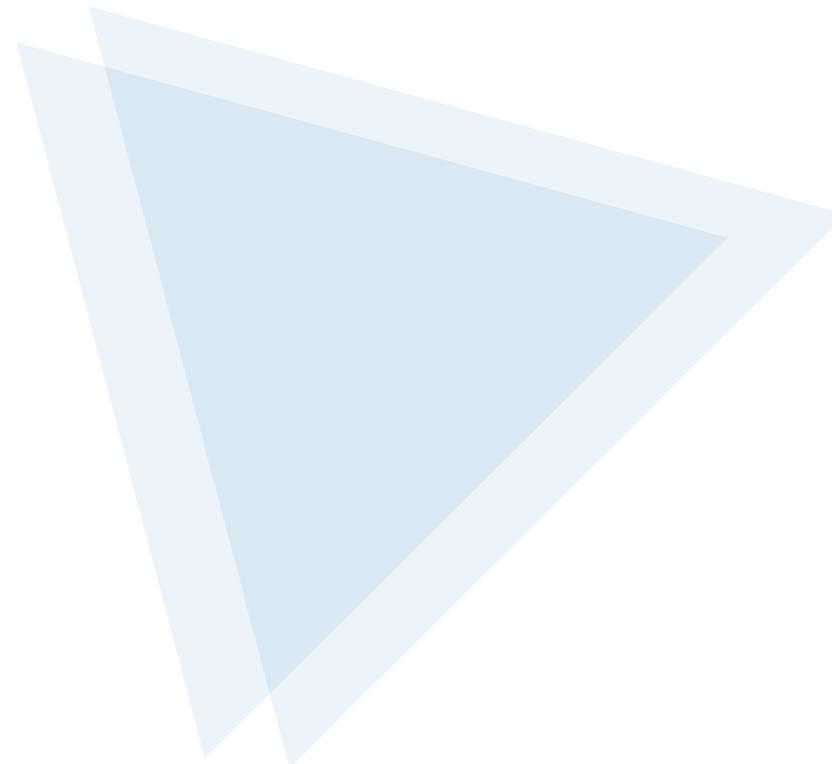


# Who we are

HCL Technologies empowers global enterprises with technology for the next decade today. HCL's Mode 1-2-3 strategy through its deep-domain industry expertise, customer-centricity and entrepreneurial culture of ideapreneurship™ enables businesses transform into next-gen enterprises.

HCL offers its services and products through three business units: IT and Business Services (ITBS), Engineering and R&D Services (ERS) and Products & Platforms (P&P). ITBS enables global enterprises to transform their businesses through offerings in areas of Applications, Infrastructure, Digital Process Operations and next generational digital transformation solutions. ERS offers engineering services and solutions in all aspects of product development and platform engineering while under P&P, HCL provides modernized software products to global clients for their technology and industry specific requirements. Through its cutting-edge co-innovation labs, global delivery capabilities and broad global network, HCL delivers holistic services in various industry verticals, categorized under Financial Services, Manufacturing, Technology & Services, Telecom & Media, Retail & CPG, Life Sciences & Healthcare and Public Services.

As a leading global technology company, HCL takes pride in its diversity, social responsibility, sustainability and education initiatives.



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# The Brand

Brands are not built overnight, but step-by-step over years, with consistent progress and a vision to excel. Today, the HCL enterprise has expanded across technology, health and people.

Our brand does not only symbolize what we are, but what we should mean to our stakeholders, both internal and external. It also directly impacts our business and consequently our valuation, both financial and perceptual.

It is the energy, fuel, passion, and glue that holds us together and makes our people, our customers, and the societies we live in, better every day - and each one of us has a valuable role to play in writing this new chapter in our four decade plus history.

Enshrined here are a set of rules to guide your creative process to building communications that effectively advocate our brand story, while presenting a consistent and cohesive identity across all touchpoints.

As our brand evolves and leads us into the coming decade, so will our identity and creative language. Your participation, adherence and compliance to the following guidelines will ensure that we embark on this journey with our best foot forward.



# Our brand story through the decades.

In 1976, eight entrepreneurs left their secure corporate jobs because they believed a microprocessor had the potential to change the world. 2 years later from their garage, HCL launched one of the world's first 8-bit microcomputers - a product that would reshape the coming decade and beyond. HCL would go on to be the first to democratize home PCs in India and sell over 100,000 units across the decade to come.

HCL then embraced the burgeoning information age in the 1980s with the development of an indigenous RDBMS networking OS, leading to a wave of adoption in the decade that followed. Our UNIX based multiprocessor hit the market 3 years ahead of SUN and HP.

We forged first of its kind alliances, JVs and partnerships in the 90s, building ecosystems before it became a business eventuality, as well as pioneering remote infrastructure management ahead of the internet shaping the new millennium

Our product engineering DNA and agile, start-up mindset have remained central to our ability to architect mission critical technology solutions, products and platforms as we entered the realm of IT Services at the turn of the new millennium.

On the journey to becoming the fastest growth technology brand, we introduced differentiated engagement models and management philosophies that are today taught in classrooms to the technology and business leaders of the future.



# The HCL Enterprise

Founded in 1976 as one of India's original IT garage start-ups, HCL is a pioneer of modern computing with many firsts to its credit, including the introduction of the 8-bit microprocessor-based computer in 1978 well before its global peers. Today, the HCL enterprise has a presence across varied sectors that include technology, healthcare and talent management solutions and comprises three companies - HCL Infosystems, HCL Technologies and HCL Healthcare. The enterprise generates annual revenues of over US \$ 9.6 billion with more than 149,000 employees from 140 nationalities operating across 45 countries.

For further information on the HCL Enterprise, visit  
[www.hcl.com](http://www.hcl.com)

## HCL Technologies

HCL Technologies is a next-generation global technology company that helps enterprises reimagine their businesses for the digital age. Our technology products, services and engineering are built on four decades of innovation, with a strong culture of invention and risk-taking, and a relentless focus on customer relationships. With a worldwide network of R&D, innovation labs and 149,000+ 'Idepreneurs' working in 45 countries, HCL serves leading enterprises across key industries, including 250 of the Fortune 500 and 650 of the Global 2000.

## HCL Infosystems

HCL Infosystems Ltd. is a premier Distribution, IT Solutions and Services Company, enabling organizations attain and sustain competitive advantage by leveraging Information and Communication Technologies. It offers a portfolio of capabilities spanning value-added distribution of technology, mobility and consumer products to IT & System Integration services.

## HCL Healthcare

HCL Healthcare is a nationwide network of multi-specialty clinics with a key focus on corporate health - adopting global best practices for medical quality and training, using evidence-based treatments and integrating advanced technology. Being a trusted long-term care partner, HCL Healthcare is rapidly and constantly evolving to build digitally enabled health solutions for corporate India.

## HCL Foundation

HCL Foundation was established in 2011 as the corporate social responsibility arm of HCL. It is a gold standard not for profit organization that matches the national and international development standards and brings about lasting positive impact in the lives of people through long term sustainable programmes implemented in full engagement with HCL's own employees and partners.

# **One brand. One voice. One face.**

This document prescribes a set of rules that guide the brand's identity. These rules play an indispensable part in the representation of the brand.

The HCL logo is written with an expanded type based on the Helvetica font family. The slanted style and the subtle stretch of the typeface evoke a sense of energy and innovation that HCL stands for. The logo has a modern manifestation, and classic appearance that is timeless. It should be treated with care and respect.



\* The use of the above logo is restricted to HCL Technologies and HCL Infosystems.

# Respect the Logo

## A Logo with a Legacy

The ratio of width to height of the HCL logo is 7:1.

The logo must never be tampered with or altered digitally.

The logo is available in Blue, Black and White colors, and can be presented on corresponding brand colors

## Room to breathe

The HCL logo has an exclusion zone or clear space around it which cannot be shared with any other element or the boundaries of your creative.

 [Download Logo Vectors](#)  
Vector files with clear-space indicators



# Respect the Logo

## Logo colors

The ‘HCL Blue’ logo communicates emotions of trust, reliability and dependability customers have come to expect from us

The black HCL logo provides the greatest contrast on light colored backgrounds, making it easier recognize it at a glance.

The logo can also be presented in white color on permissible solid background colors.



CMYK 100/56/0/0  
RGB 0/107/182  
HEX #006BB6  
Pantone 2935 C



CMYK 10/10/10/100  
RGB 13/13/13  
HEX #ODODOD  
Pantone 433



CMYK 0/0/0/0  
RGB 255/255/255  
HEX #ffffff  
Opaque White



[Download Logo Vectors](#)

Vector files in PDF format

# Respect the Logo

## Logo-Background combinations

The HCL logo can only be placed on solid colors specified here. Permissible logo colors on corresponding background colors are also presented here. These combinations must be used in the prescribed format.

**Note:** When the HCL logo is the only element on the layout, only combinations from Set 1 may be used.

The HCL logo can also be placed on secondary and neutral colors, from Set 2, under special circumstances.

### Permissible logo backgrounds

#### HCL Blue

**HCL**

#FFFFFF

**HCL**

#006BB6

**HCL**

#D2D2D2

**HCL**

#B4E1FA

#### Set 1

**HCL**

#FFFFFF

**HCL**

#FFFFFF

**HCL**

#0DODOD

**HCL**

#006BB6

#### Set 2

**HCL**

#F5F5F5

**HCL**

#D2D2D2

**HCL**

#AAAAAA

**HCL**

#B4E1FA

**HCL**

#F5821E

**HCL**

#FAB914

**HCL**

#EB1946

**HCL**

#F5821E

**HCL**

#00AFBE

**HCL**

#ADD136

**HCL**

#5A23AO

**HCL**

#00AFBE



[Download Logo Vectors](#)

Vector files with approved backgrounds

# Respect the Logo

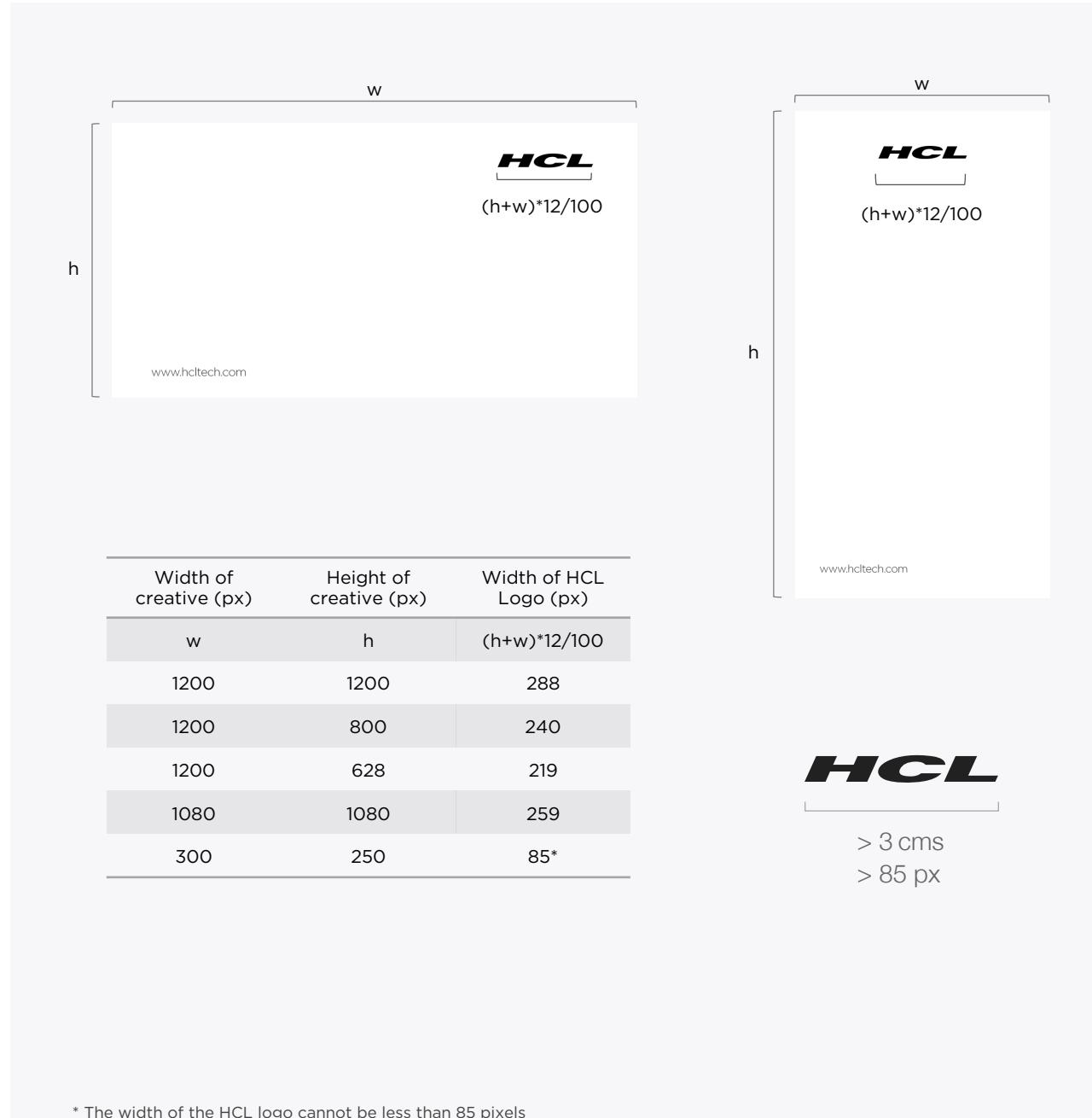
## Bold and Prominent

The width of the HCL logo should be equal to at least 12% of the sum of two adjacent sides of the layout, subject to a minimum width of 3 cm (or 85 pixels).

## Focus of Attention

For horizontal layouts, the logo is always to be placed in the top right corner.

For vertical layouts, the logo can be placed in the horizontal center, on the top. In such cases, all other content will have to be center aligned as well.



# Respect the Logo

## Margins

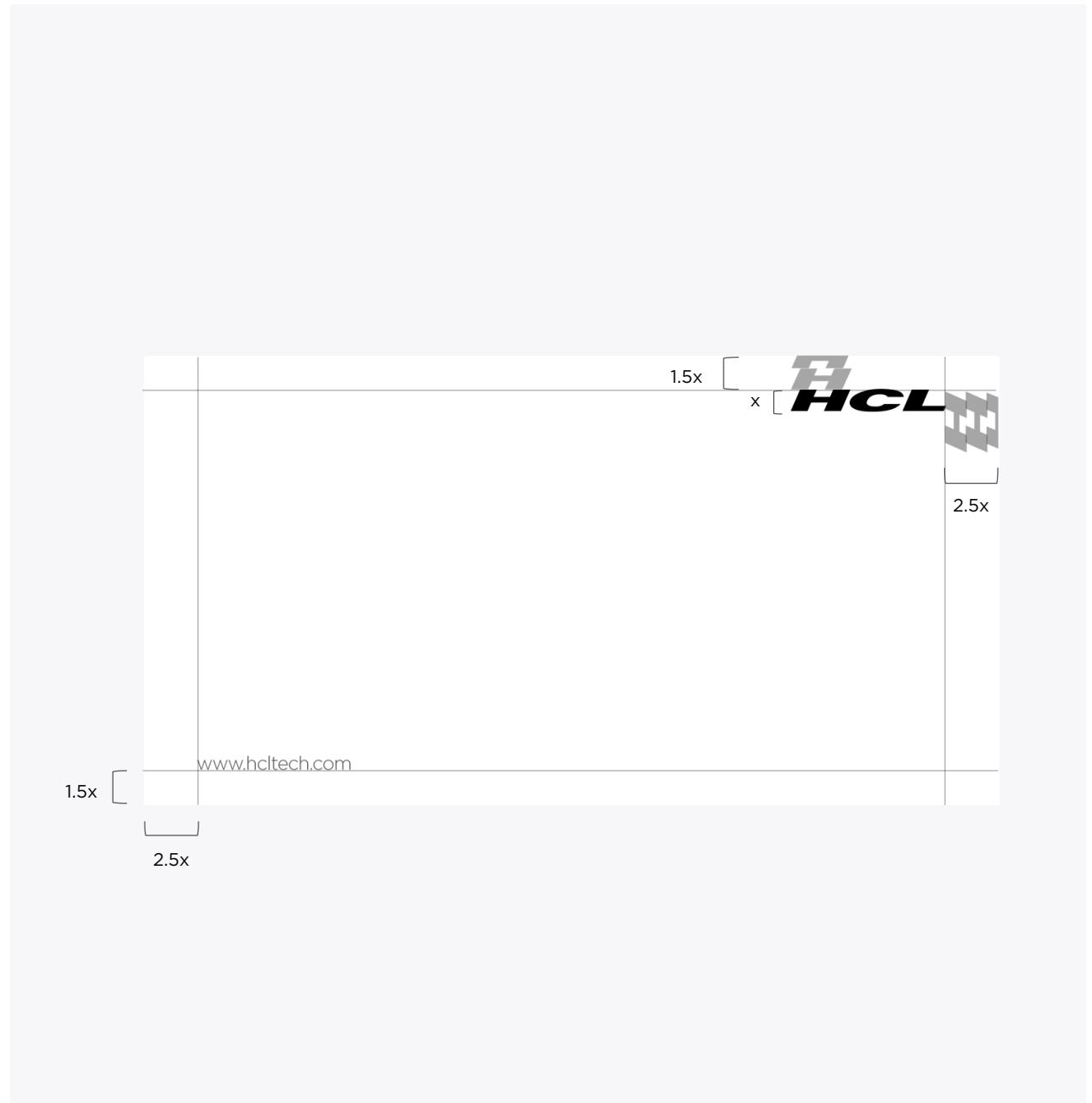
All elements in the layout must have minimum distance from the edges specified as follows:

Horizontal margin	= 2.5 * height of the HCL logo
Vertical margin	= 1.5 * height of the HCL logo

The exception to this is images and graphics beginning from the edges for artistic effect.

**Note:** All text and CTA buttons are to be aligned to the margins.

**Exception:** Layouts with aspect ratio more than 3:1 or less than 1:3.



 [Download Templates](#)  
For margin and logo placement

# Respect the Logo

## Improper usage

- The logo cannot be placed on any colors besides the ones specified in this document
- The logo cannot be placed on a gradient.
- Do not use the logo on top of noisy backgrounds including images, patterns and textures
- The HCL logo is sacrosanct and cannot be tampered with. Do not add effects like drop-shadows, embossing, vignette or gradients to the logo
- The HCL logo is a fixed unit. It cannot be split, spread, stretched, or presented in any other form than those prescribed in this document



# Respect the Logo

## Secondary Logos

The HCL logo must be given a prominent, uncluttered, unrestricted position across communications.

No logo or text units (hashtags, URLs, tags) can occupy the same horizontal as the HCL logo, barring the exceptions below:

- Partner logos - Logos of customers, analysts and advisors, entities awarding recognitions
- Approved logo locks
- Authorized HCL entity sub-brands\*

**Note:** Other logos, including those of internal teams, platforms, campaigns, applications, events, trade shows, or industry forums cannot occupy the same horizontal as the HCL logo. If necessary, such logos can be placed elsewhere in the layout.

Unless specified otherwise, all logos under the HCL brand must follow the visual and typography guidelines specified in this document



Length X Breadth



Length X Breadth

\*At time of documentation restricted to:

- (i) HCL Technologies sub-brands ('By HCL Technologies' notation):  
Sub-brands including IoTWORKS, Digital & Analytics, Cybersecurity and GRC, Cloud Native Services, DRYiCE, Products & Platforms and HCL Software.  
**Note:** This excludes logos of products, offerings, propositions or frameworks
- (ii) HCL Technologies inorganic brands ('An HCL Technologies Company' notation):  
Acquisitions including but not limited to C3i Solutions, H&D, SBE etc.
- (iii) HCL Enterprise initiatives such as Samuday, HCL Grant, Power of One etc.

# Respect the Logo

## Secondary Logos - size

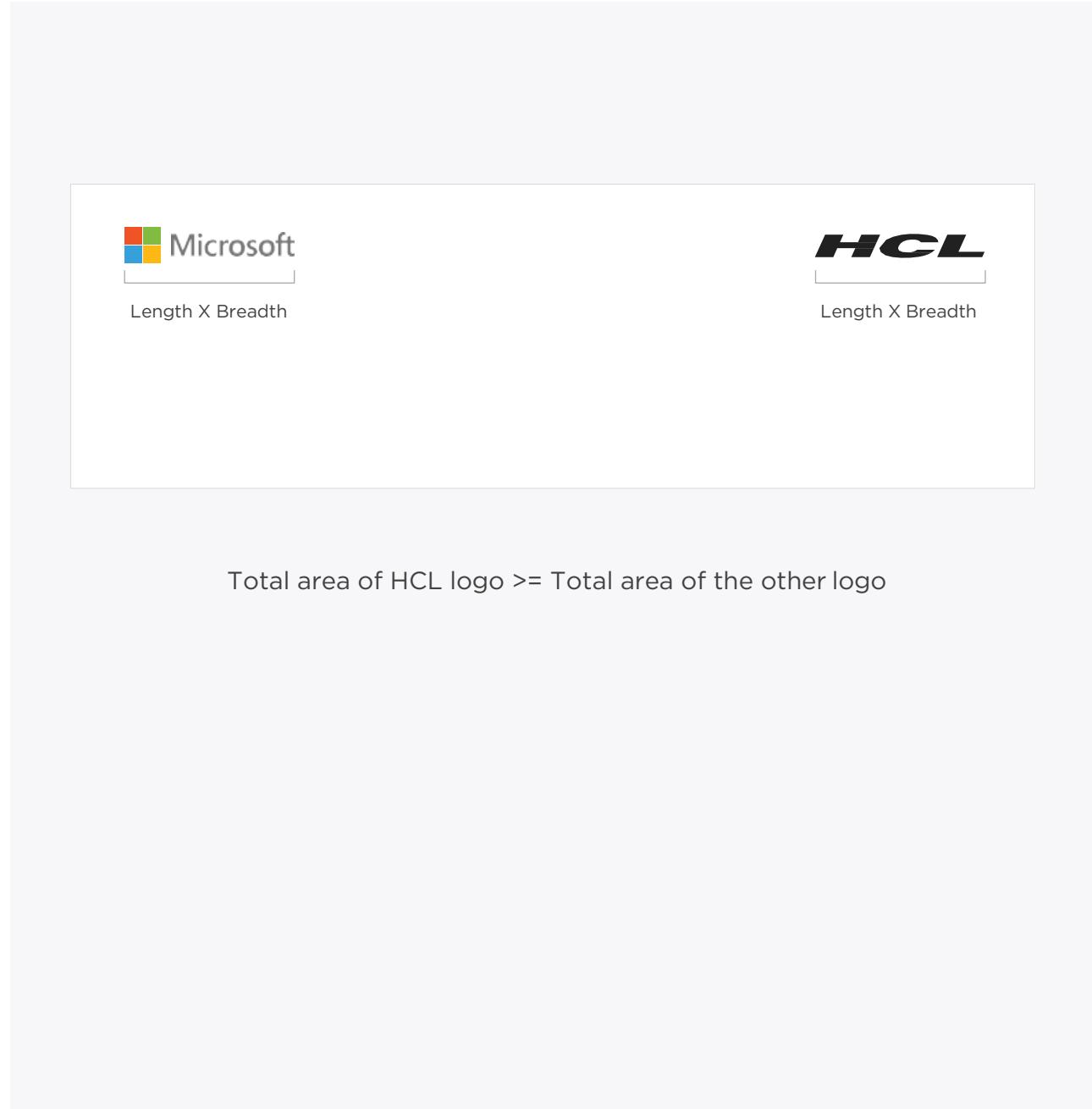
The maximum size of a partner logo should not exceed the size of the HCL logo.

Size is to be measured in terms of area occupied by the logos.

## Partner-brand collaterals

When the HCL logo is placed in a collateral developed by a partner brand, all logo placement rules specified in this document on pages 9-16 must be followed.

Partner brands must obtain written approvals on the usage of the HCL logo in their collaterals from their respective POC at HCL.



Total area of HCL logo  $\geq$  Total area of the other logo

# Brand Palette

## Brand Colors

The color most iconically associated with the HCL Brand is the HCL Blue, which communicates the emotions of trust, reliability and dependability customers have come to expect from us.

Opaque White is used as the primary background color and helps lends a clean look and feel to the creatives

Flat black is used for text-in-focus to ensure legibility across media.

**Note:** The relative size of the color spaces in the diagram indicates how frequently these are to be used.

<p>CMYK 100/56/0/0 RGB 0/107/182 HEX #006BB6 Pantone 2935 C</p>	<p>CMYK 0/0/0/0 RGB 255/255/255 HEX #ffffff Opaque White</p>	<p>CMYK 0/0/0/100 RGB 35/35/35 HEX #232323 Pantone 433</p>
<p>Base Color</p>		
<p>CMYK 60/0/0/0 HEX #5FBEOF Pantone 2995 C</p>	<p>CMYK 3/2/2/0 HEX # F5F5F5</p>	<p>CMYK 74/67/66/84 HEX #0D0D0D</p>
<p>CMYK 85/45/0/0 HEX #0578C3</p>	<p>CMYK 7/5/5/0 HEX #EBEBEB</p>	<p>CMYK 75/68/67/90 HEX #000000</p>
<p>CMYK 70/30/0/0 HEX #4696D2</p>	<p>CMYK 10/8/8/0 HEX #E1E1E1</p>	<p>CMYK 69/63/62/58 HEX #333333</p>
<p>CMYK 55/15/0/0 HEX #69b4E1</p>	<p>CMYK 15/11/12/0 HEX #D6D6D6</p>	<p>CMYK 67/60/59/45 HEX #424242</p>
<p>CMYK 40/0/0/0 HEX #8CD7FA</p>	<p>CMYK 25/20/20/0 HEX #COCOCO</p>	<p>CMYK 62/53/53/24 HEX #5F5F5F</p>
<p>CMYK 25/60/0/0 HEX #B9E6FA</p>	<p>CMYK 35/28/28 HEX #AAAAAA</p>	<p>CMYK 54/45/45/10 HEX #797979</p>

# Brand Palette

## Secondary Colors

A vibrant set of secondary colors can be used to add radiance to the creatives. The evenly-spaced colors provide plentiful options to supplement the images and other elements in your creatives.

Base secondary colors are to be given precedence in layouts, and tints and shades derived from the base colors can be used to enhance visibility and define hierarchy.

**Note:** Preferred color of text units corresponding to each of the background colors is depicted in the figure.

Tints and shades are to be calculated by changing the transparency of the base colors on white or dark backgrounds.

Color guides present in this document indicate the relative prominence of colors used.



[Download Adobe CC libraries](#)

Import these colors into your design workspace

80% tint	65% tint	50% tint	80% tint	65% tint	50% tint	80% tint	65% tint	50% tint
10% tint	20% tint	30% tint	10% tint	20% tint	30% tint	10% tint	20% tint	30% tint
CMYK 0/97/50/0 RGB 235/25/70 HEX #EB1946 Pantone 1925 C			CMYK 0/60/100/0 RGB 245/130/30 HEX #F5821E Pantone 1495 C			CMYK 0/30/100/0 RGB 250/185/20 HEX #FAB914 Pantone 7408 C		
10% shade	25% shade	40% shade	10% shade	25% shade	40% shade	10% shade	25% shade	40% shade
80% shade	70% shade	60% shade	80% shade	70% shade	60% shade	80% shade	70% shade	60% shade

80% tint	65% tint	50% tint	80% tint	65% tint	50% tint	80% tint	65% tint	50% tint
10% tint	20% tint	30% tint	10% tint	20% tint	30% tint	10% tint	20% tint	30% tint
CMYK 38/0/100/0 RGB 173/209/54 HEX #ADD136 Pantone 2292 C			CMYK 90/0/30/0 RGB 0/175/190 HEX #00AFBE Pantone 7466 C			CMYK 80/100/0/0 RGB 90/35/160 HEX #5A23AO Pantone 267 C		
10% shade	25% shade	40% shade	10% shade	25% shade	40% shade	10% shade	20% shade	30% shade
80% shade	70% shade	60% shade	80% shade	70% shade	60% shade	70% shade	60% shade	50% shade

# Brand Palette

## Ensuring consistent colors

Please follow the below guidelines to ensure accurate color reproduction across platforms:

- Use color spaces recommended in this document when creating artwork and always embed color profiles when exporting your artwork.
- Use the correct color codes for your medium. For example, do not use CMYK color codes for creatives meant for digital advertising.
- Ensure print hardware is correctly calibrated before printing.

## Color Profiles

The color codes in this document correspond to the below color spaces.

**RGB:** sRGB IEC61966-2.1

**CMYK:** US Web Coated SWOP v2

Please account for these to ensure accurate color reproduction.

### Medium

#### Digital

Digital banners  
E-mailers  
On-screen billboards

#### Process/offset print (4 ink)

Brochures  
Physical branding  
Standees

#### Spot print

### Color Standard

#### RGB

#### CMYK

#### Pantone

\* When using special inks (more than 4), Pantone codes can also be used if the prints can be calibrated for accurate color reproduction.

Please consult your printer to ensure accurate color reproduction.

# Typography - HCL Enterprise

## Primary Typeface

Helvetica Neue Family is the primary typeface for all traditional media at HCL Enterprise. This is a modern day classic and enables a creative freedom while delivering a consistent graphic voice.

## Secondary Typeface

Secondary fonts can be used for documents, brochures, advertisements, webpages, and other collaterals across media and divisions.

For layouts and designs that require use of a serif font, Georgia is the recommended web-safe font.

### Primary Typeface

## Helvetica Neue

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

### Secondary Typefaces

## Arial

*Sans Serif*

## Lato

*Sans Serif*

## Georgia

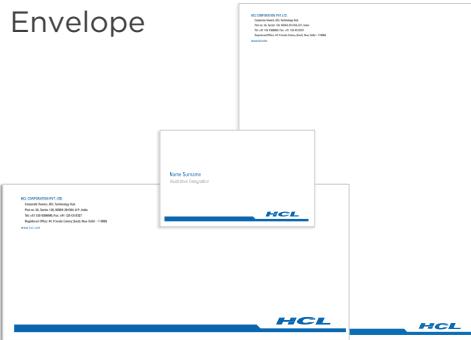
*Serif*

[Click here](#) for typography for HCL Technologies ▶

# Additional guidelines

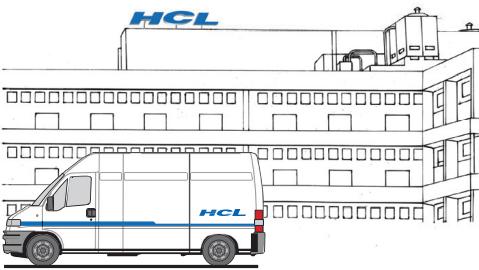
## Stationery

Business card  
Letterhead  
Envelope



## Physical

Vehicle branding  
Facility interior and exterior  
branding



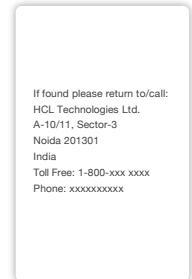
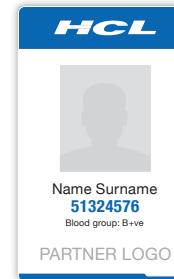
## Merchandise

Gifts  
Giveaways



## Miscellaneous

Identity card  
E-mail signature  
HCL Corp. fact-file



If found please return to/call:  
HCL Technologies Ltd.  
A-10/11, Sector-3  
Noida 201301  
India  
Toll Free: 1-800-xxx xxxx  
Phone: xxxxxxxx

Guidelines for HCL Technologies in subsequent pages ►

# Technology for the next decade, today.

Today, we at HCL stand poised to embrace our ecosystem to debate and design a vision for the coming decade of technology driven disruption. While no one can predict what the future will look like, we believe we are uniquely differentiated as a leading global technology company - with a one of a kind blend of capabilities, legacy, experience and expertise, backed by resolute customer relationships, value centric culture, and entrepreneurial spirit, firmly putting us in pole position to lead the coming decade's societal and tech revolution.

To drive this revolution we've evolved beyond the scope of 'IT Services' to an all-encompassing Technology Solutions organization. Our offerings include a blend of products, platforms and software, a product engineering and R&D mindset to unleash the potential of organic and inorganic IP, and a diverse, global legion of professionals proficient in delivering foundational as well transformative technology services at scale.

- ▶ **Engineering DNA and R&D expertise to build next generation IPs**
- ▶ **Software ecosystem of in-house IP and inorganic products and platforms via partnerships**
- ▶ **Industry leading global technology services that scale transformative solutions across the enterprise.**

# **Technology for the next decade, today.**

## **Style and usage**

The ‘Technology for the next decade, today.’ line can be used in the stylized format illustrated on this page. It can be set in one, two, or three lines in the given format.

The preferred approach is to keep the entire line in bold, but in cases where only word is to be highlighted, ‘today’ would be kept in bold.

The line must be written in sentence case and end with a period. See [typography guidelines](#).

When presented in body copy, it can be written as plain text – Technology for the next decade, today.

Set in a single line

**Technology for the next decade, today.**  
Technology for the next decade, **today**.

Set in two lines

**Technology for the  
next decade, today.**

Technology for the  
next decade, **today**.

Set in three lines

**Technology for  
the next decade,  
today.**

Technology for  
the next decade,  
**today**.

# Tone and Voice

The simplest way to write memorable and differentiated content is by being aware of our tone and voice. While our voice reflects our brand's personality through the way we express ourselves in our communications, our tone is the slight variations in our voice across different contexts and recipients.

## Voice

Our voice is an expression of our brand's personality. It represents core principles that guide our communications – the way our messages ‘sounds and feels’ distinctly as HCL Technologies.

A congruent, recognizable voice supports and complements our uniform and consistent visual identity.

While the exact tone to be used would depend on the circumstances in consideration, our voice must always be confident, authentic, and simple to understand.

## Core Characteristics

### Confident

Our wide and deep expertise and proactive approach to learning, unlearning and re-learning, help us boldly tackle our customer’s business challenges, into the next decade. Reassuring, optimistic, forward thinking, upbeat and enterprising.

### Authentic

Reflecting our inimitable commitment to our extended ecosystem with original ideas for everyday value creation. Warm, personable, conversational, empathetic, grounded, genuine and sincere.

### Succinct and simplified

Our stakeholders, look to us for insightful and clear answers to support their goals. Likewise our writing should be crisp, to the point, jargon-light, straight forward and easy to consume.

## What it is not

Boastful	Nonchalant
Laid-back	Presumptuous
Conceited	Authoritative
Irreverent	Condescending
Overselling	

Speculative	Overpromising
Flippant	Unoriginal
Informal	Robotic
Formulaic	Monotonous

Casual	Obscure
Convolute	Complex
Dry	Matter-of-fact
Confusing	Cumbersome
Vague	Cryptic

# Tone and Voice

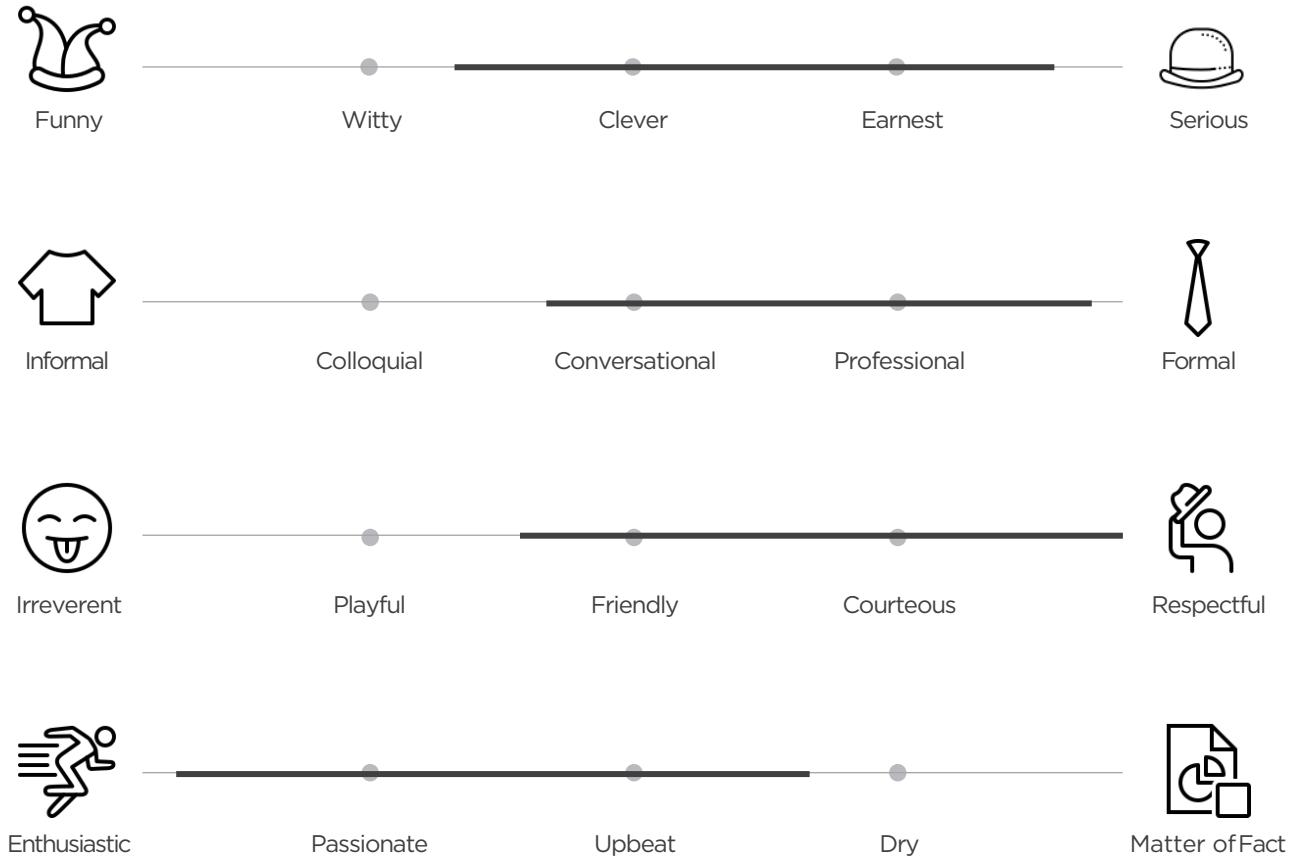
## Tone of Voice

Our tone represents the specific variation in our voice across circumstances: When crafting communications, you would be likely to have the same voice all the time, but your tone would differ depending on where you are, who you are with and the emotions and expectations of your audiences.

Such slight variations in tone of your communications can make easier for you to connect with your audiences.

The factors which may affect the tone of your communications include, but would not be limited to, the intended audience of the communication (investor vs customer vs employee prospective hire), medium (whitepaper vs website vs print ad vs Instagram post) , and context (welcome mail vs response to a complaint).

Please refer to the range specified for the permissible variations in our tone of voice, depending on the circumstances you face.



# Creative architecture for a unified brand

While your creative will often be required to communicate several tiers of competing messaging – the overall brand, our service line sub-brands, vertical units, partnerships and focus geographies, it remains paramount to ensure the primacy of the HCL Brand.

Other logos – identities for HCL sub-brands, internal platforms, co-branding should never dominate the HCL logo.

Our communication competes with hundreds of branded messages every second – cutting through this clutter requires having a distinct and differentiated visual identity that can relay our key messages to the viewer in the shortest time possible.

This is achieved with a clean and minimalist design language that puts the focus on the headline, and minimizes the use of generic, clichéd, redundant visuals that distract and detract from what you want viewers to take away.

The image displays a grid of six promotional cards, each featuring a large, stylized triangle graphic composed of smaller triangles in various colors (red, yellow, blue, green, purple). The HCL logo is consistently placed in the top right corner of each card. The cards represent different HCL sub-brands and services:

- Integrated testing for modern devops**: May 1 - 2, 2019, StarEast 2019, Rosen Hotel, Orlando. Meet us at Booth #24. www.hcltech.com
- Shape your own world**: With HCL Modblocks, you can build your own solution workflow with ease. Learn how. www.hcltech.com
- Reimagine employee engagement**: Workplace Unlimited By HCL Technologies. www.hcltech.com
- Map your blockchain journey**: with CoTrust Platform™. www.hcltech.com
- It's all about augmented intelligence rather than artificial intelligence. You have to start to see it's about human-machine partnership. It's not human or the machine. It's human and the machine.** John Doe, CTO | ACME Corp. www.hcltech.com
- Turning the 5G blueprint into reality**: HCL at the Mobile World Congress. Read more. www.hcltech.com #5GisHere #HCLatMWC
- Join the team leading digital for the world**: Apply now. www.hcltech.com

# Deconstructing the design language

The graphic features a white background with a large Microsoft logo at the top left. Below it, the text "Tech to empower your workforce" is displayed in a large, bold, black font. Underneath this, the event details "Feb 25 - 28, 2019" and "GSMA Innovation City, Barcelona" are shown. A teal button at the bottom contains the white text "Register now". At the bottom left is the website "www.hcltech.com". To the right of the text area is a photograph of a woman with curly hair laughing. The HCL logo is positioned above the photo. A large teal 'X' shape is overlaid on the bottom left of the photo.

## 1. Make HCL the hero

- The HCL logo must always be placed in the top right corner to receive undivided attention

## 2. Creative Architecture

- Additional logo units to cede precedence and prominence to the HCL logo.
- Not all logos are allowed on the top left

## 3. Type that tells a story

- A crisp and to the point headline enhances readability. Move extra text to body copy.
- Keywords in headlines are highlighted using a combination of Gotham Bold and Book fonts
- All copy aligned basis defined margin space

## 4. Clean, Clutter free Copy

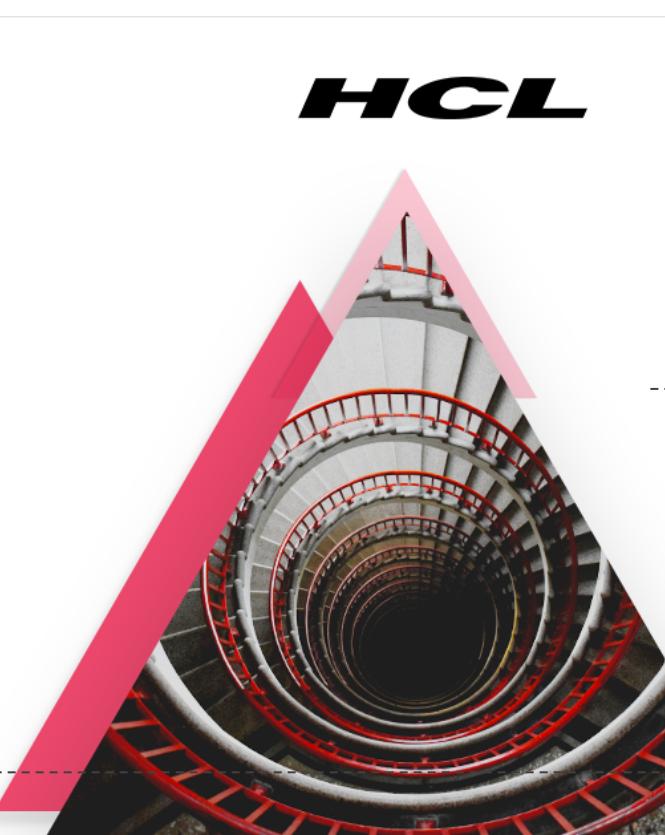
- With a neat, noise free layout and distinct contrast between type and image, icons and labels are redundant

# Deconstructing the design language

Are your employees stuck in an **endless** feedback loop?

**Simplify their journey**

[www.hcltech.com](http://www.hcltech.com)



## 5. Standardized CTA units

- A CTA button lends the ability to interact with your creative and hence is not relevant for all channels
- CTA buttons are standardised in terms of length, font size and alignment.

## 6. Three-point device

- The new triangle based graphic element allows for creative flexibility and is a step towards a uniform design language
- The device is intended to supplement your message and should not dominate the space
- Usage of imagery to be selective and meaningful. Aim to leverage the device itself to support your message

## 7. Background Canvas & Colors

- Canvas composed of light colored solid backgrounds in for a clean and minimalist look
- Vibrant brand colors for design elements direct attention to key information

## 8. Hashtags and URLs

- Creatives are now one unified canvas, and no longer have a distinct footer segment
- Relevant web URL (hcltech.com - External | myhcl.com - Internal) placed on either of the lower corners

**HCL**

Turning the 5G blueprint into reality

HCL at the Mobile World Congress

[Read more](#)

[www.hcltech.com](http://www.hcltech.com)

#5GisHere #HCLatMWC

**HCL**

# Leader in IoT for connected cars

ISG Research Quadrant

[www.hcltech.com](http://www.hcltech.com)

**HCL**

## Augment multi-market success with AI

Panel discussion at GRC 2019

[Learn more](#)

[www.hcltech.com](http://www.hcltech.com)

John Doe  
President and CEO  
ACME Corp

Jane Doe  
CVP and CTO  
ACME Corp

#DecodingAIwithHCL

**HCL**

## Technology to complement your workforce

Workplace Unlimited By HCL Technologies

[Registration desk](#) ➤

[www.hcltech.com](http://www.hcltech.com)

**HCL**

# Reimagine employee engagement

Workplace Unlimited By HCL Technologies

[www.hcltech.com](http://www.hcltech.com)

**HCL**

“It’s all about human-machine partnership”

John Doe CTO | ACME Corp

[www.hcltech.com](http://www.hcltech.com)

**HCL**

“It’s all about augmented intelligence rather than artificial intelligence. You have to start to see it’s about human-machine partnership. It’s not human or the machine. **It’s human and the machine.**”

John Doe, CTO | ACME Corp

[www.hcltech.com](http://www.hcltech.com)

**HCL**

## Transform your customer experience journey

with HCL Digitrak Analytics

[Learn more](#)

[www.hcltech.com](http://www.hcltech.com)

**HCL**

## Fast forward to experiences for the next decade

with technology solutions for connected workspaces

[Visit booth #212 for a demo](#)

[www.hcltech.com](http://www.hcltech.com)

#HCLatDellTechWorld

# Typography

Our typography focuses on communicating crisp and clear information in the simplest possible manner to say more with less.

## Speak, not SHOUT

Our tone and voice is informative and confident, not loud and obnoxious. All copy is to be in sentence case to ensure greater readability.

'ALL CAPS' or 'Uppercase Letters' are allowed only as per the rules of grammar.

## Bold for emphasis

Keywords in the headline can highlighted by using a bolder font. Further emphasis can be added by using the creative's dominant brand color for the highlighted keyword(s).

Only one word or a two-word pair can be highlighted in a headline.

Note: Only keywords in the headline can be highlighted.

## Headline without a highlighted keyword

Highlight **keyword** with bold font

**Keyword** with bold font and color

# Typography

## Focus on the message

In communications in which the copy drives the message and is the key takeaway for the audience, the headline, sub-headline and CTA must be given adequate prominence.

The simplest way to ensure prominence is through size – large and forthright headlines capture attention and effectively convey your message.

When designing a layout, keep the size of the copy as large as you can, without making the layout appear cluttered.

## Case

Sentence case is the standard for all communications

'ALL CAPS' or 'Uppercase Letters' are allowed only as per the rules of grammar.



Prominent copy that takes up adequate space within the layout



Text must be large enough to ensure the layout does not feel 'unoccupied'



The layout must not appear cluttered because of large text size

# Typography

## Length guide

- Headline	- CTA button
Maximum 8 words	Maximum 3 words
Maximum 3 lines	
- Sub-headline	- Non-clickable CTA
Maximum 12 words	Maximum 6 words
Maximum 2 lines	Maximum 1 line

## Phrasing

- Rules of grammar are always to be followed except where bypassing a rule aids the communication.
- HCL is not to be referred to in third person unless more than one party is involved.
- No full stops to be added at the end of headlines or sub-headlines, barring circumstances when the use of full stops aids the communication.

**This headline  
uses three lines,  
no full stop**

Sub-headlines with maximum 12 words set in two lines

**Call to action**

# Typography

Our typography focusses on communicating crisp and clear information in the simplest possible manner to way say more with less.

## Typefaces

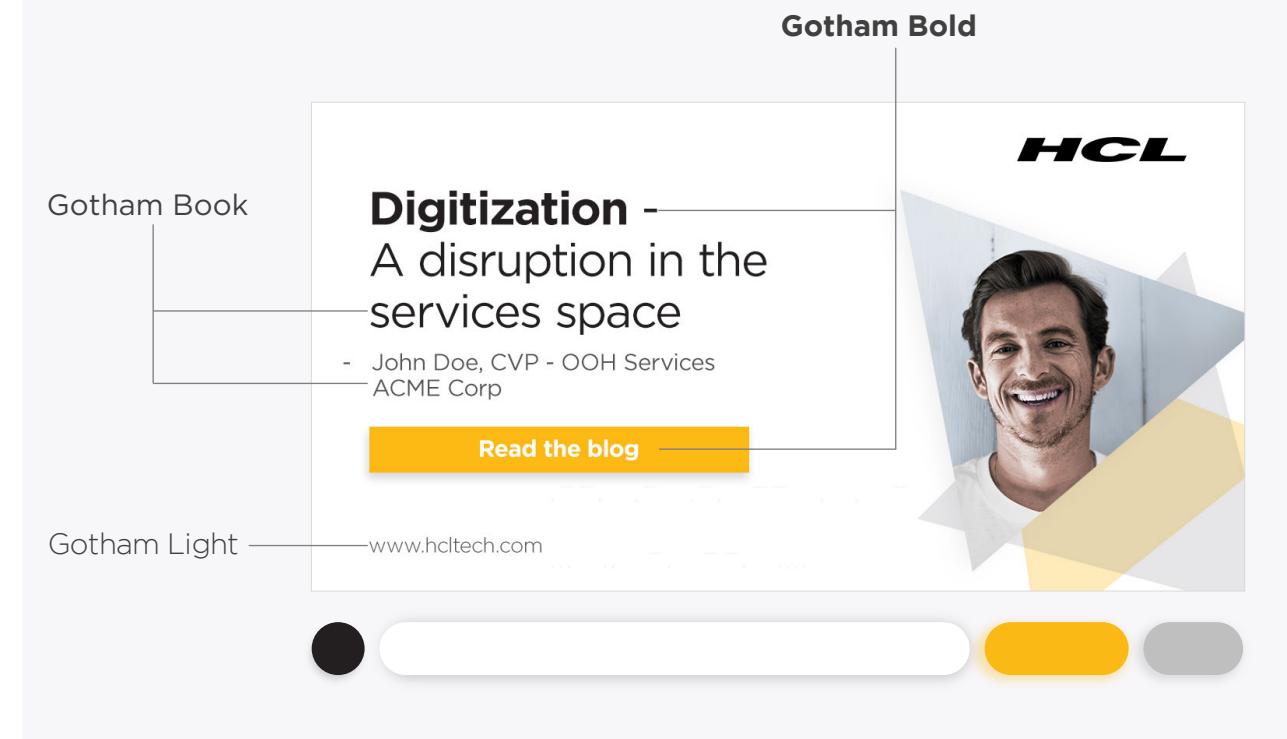
The primary typeface for all purposes is Gotham, but teams have the flexibility to use Arial and Open Sans for business communications and webpages, respectively.

**Note:** Only Gotham can be used for creative artwork, including banners, brochures, social media posts, etc.

No text can be placed on top of other elements, barring exceptions specified in this document.

**Exception:** Mobile applications can use native system fonts.

Primary Font	Business Font	Web Font
<b>Gotham Bold</b>	Arial Bold	<b>Open Sans Bold</b>
<b>Gotham Medium</b>	Arial Regular	<b>Open Sans Semibold</b>
Gotham Book		Open Sans Regular
Gotham Light		Open Sans Light



# Typography

## Font size

The font size of headlines, sub-headlines, and other text elements varies depending on their relative importance.

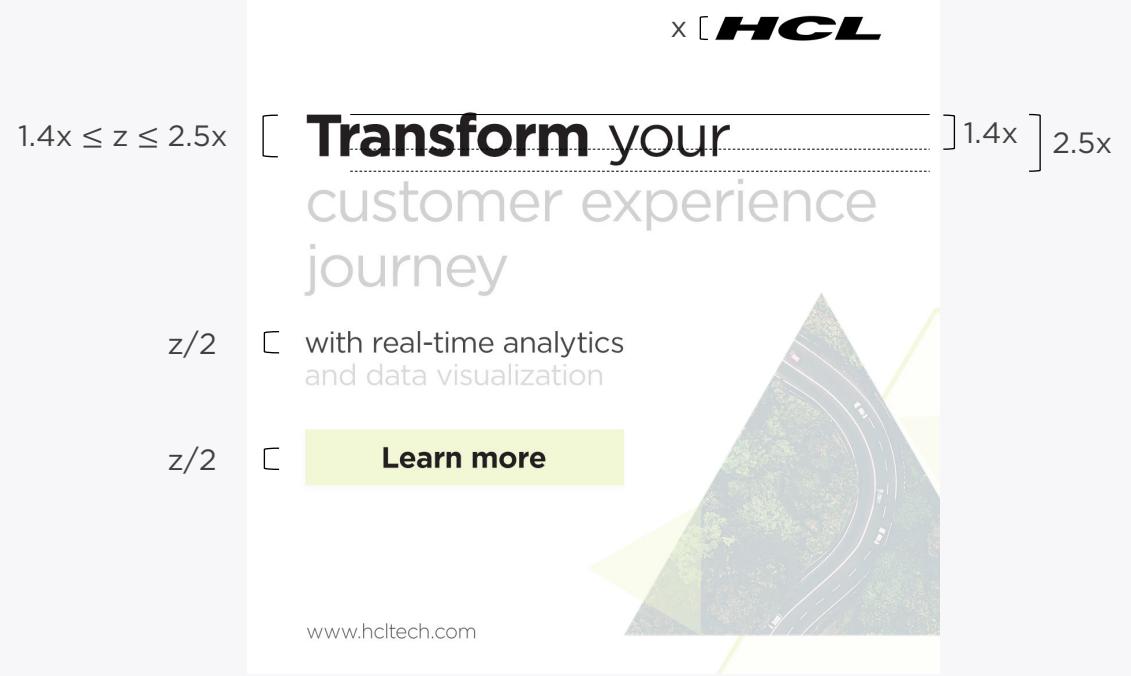
The height of the HCL logo is taken as the base unit, according to which the font sizes are calculated.

The height of any capital letter in the headline is to between **1.4** and **2.5 times** the base unit.

Within this range, the font size is chosen basis available space, making sure that the layout does not appear 'filled' with content, and there is no noticeable negative space around the text.

The size of the subhead, CTA text, and the body copy is calculated basis the size of the headline.

**Note:** The font size of the sub-headline must always be larger than the font size of the website link.



$1.4x \leq z \leq 2.5x$

$z/2$

$z/2$

$] 1.4x [ 2.5x$

**Transform** your  
customer experience  
journey

with real-time analytics  
and data visualization

**Learn more**

www.hcltech.com

Height of headline character

= [ 1.4 \* HCL logo height, 2.5 \* HCL logo height ]

Font size of sub-head

=  $\frac{1}{2} *$  font size of headline

Font size of CTA text

=  $\frac{1}{2} *$  font size of headline

Font size of body copy

=  $\frac{1}{2} *$  font size of sub-headline

Width of website link

= width of HCL logo

# Typography

## Font style

Typography can be used to create hierarchy through the scale and form of text blocks to indicate degree of importance.

The defined font styles make it easier to emphasise on the most important information, and gradually shift focus to the more granular details within the layout.

## Alignment

When the HCL logo is in a corner, all text is to be flush left, ragged right. Text should not be force justified.

When the HCL logo is in the center, text and all other elements are to be centered.

When the text is on the left side of the layout, it is to be aligned with the margin on the left.

Avoid widows, orphans and lines that end with hyphens.

### Headline with keyword

- 8 words or less
- Gotham Book for headline
- Gotham Bold for Keyword
- Leading:
  - Optimum: 110% point size
  - Minimum: 101% point size
- Tracking: -20
- Kerning: Optical

### Headline without keyword

- Gotham Bold
- 8 words or less
- Leading:
  - Optimum: 110% point size
  - Minimum: 101% point size
- Tracking: -20
- Kerning: Optical

### Subhead<sup>#</sup>

- 12 words or less
- Gotham Light
- ½ headline point size
- Leading: 110% point size
- Tracking: -20
- Kerning: Optical

### Body copy\*

- Gotham Book
- ¼ headline point size
- Leading:
  - Optimum: 140% point size
  - Minimum: 120% point size
- Tracking: -10
- Kerning: optical

### CTA button text

- 3 words or less
- Gotham Bold
- ½ headline point size
- Tracking: -20
- Kerning: Optical

### Non-clickable CTA text

- Gotham Medium
- 6 words or less in one line
- ½ headline point size
- Tracking: -20
- Kerning: Optical

\* Not applicable to emailers and word documents where Arial is to be used.

<sup>#</sup> The size of the subhead must always be larger than the size of the website link.

# Typography

## Tracking

Tracking refers to uniformly increasing or decreasing the horizontal spacing between a range of characters. Tracking for all text blocks set in Gotham is to be -20.

Kerning is the space between individual characters and is to be set to ‘optical’ for all text set in Gotham.

## Leading

Leading is the vertical space between two lines of text. For all headlines and sub-headlines, leading is to be set between 110% and 101% the font point size.

For example, if the headline font is 40 pts, the optimal leading would be 44 pts (110% of 40).

## Tracking

## Leading in lines

This text block **follows** tracking specifications

This text block is set in **default** specifications

This text block **follows** leading specifications

This text block **doesn't follow** specifications

# Typography

## Text color

- To maximize contrast, the color of all text is set as black (#1b1b1b) when the text is on a white background, and white when it is on a colored or dark background.
- Opacity of sub-headlines and supplementary copy is set to 80%. Opacity of website links and hashtags is set to 75%.
- When the background is either white, or dark, emphasized keywords can be highlighted by changing their text color to the dominant brand color.

## CTA text color

- When the CTA button is of a brand color, the CTA text can be set in the corresponding neutral color. When the CTA button is white, the CTA text must be the dominant brand color in that creative.
- Non-clickable CTA text can be set in dominant brand color.

The image displays two promotional banners for HCL Technology. The top banner has a white background and features the HCL logo at the top right. The headline "Take the **pole position** to digitalization" is displayed in bold black and red text. Below the headline is a sub-copy "Learn how you can excel in your digitalization journey". A call-to-action button with the text "Get started" and the website "www.hcltech.com" is at the bottom. The background of the banner shows a blurred image of a horse race. The bottom banner has a black background and features the HCL logo at the top right. The headline "Building a scalable **digital marketing** ecosystem" is displayed in bold black and red text. Below the headline is a sub-copy "Registrations for seminar closing soon". A call-to-action button with the text "Register now" and the website "www.hcltech.com" is at the bottom. The background of the banner shows a graphic of red and pink LEGO bricks.

**Note:** Headlines can be of the dominant brand color in brochures and long-form collaterals.

# Typography

## Text Layout

Text blocks must be positioned and scaled to ensure attention is directed to the most important message first.



### Download Templates

Ready-to-use templates with typography samples

**HCL**

## Two line headline, no full stop

$\frac{1}{2}$  the point size of the headline

Sample body copy text set in Gotham Book. This body copy text is  $\frac{1}{2}$  the point size of the sub-headline and  $\frac{1}{4}$  the point size of the headline. The color of body copy is set to #1b1b1b.

*Lorem ipsum dolor sit amet, consectetur  
  adipisicing elit, sed do eiusmod tempor  
  incididunt ut labore et dolore magna*

### Line Width

Each line should have between 40 and 60 characters for optimal readability. This body copy text is left-aligned.

*Lorem ipsum dolor sit amet,  
  consectetur adipisicing elit, sed do  
  eiusmod tempor incididunt ut labore et*

# Typography

## Text Layout

Text blocks can be organized according to relative importance by varying their scale and position.

**HCL**

### This three line headline is set in bold

This subhead is  $\frac{1}{2}$  the point size of the headline

[www.hcltech.com](http://www.hcltech.com)

**HCL**

### This headline is three lines and set in bold

This subhead is  $\frac{1}{2}$  the point size of the headline and set in book

[www.hcltech.com](http://www.hcltech.com)

**HCL**

### This headline is two lines long

This subhead is  $\frac{1}{2}$  the point size of the headline and set in book

[www.hcltech.com](http://www.hcltech.com)

#HashtagSetSameAsLink

# Typography

## Text Layout

Text blocks can be organized according to relative importance by varying their scale and position.

## Date Format

All communications are to follow the expanded date format, and 12-hour time format:

- HH:MM am/pm
- MMMM DD, YYYY

Date and venue in non-descript format must be presented in separate lines.



### Download Templates

Ready-to-use templates with typography samples

**HCL**

## This headline is two lines long

$\frac{1}{2}$  the point size of the headline

**Bold CTA text**

[www.hcltech.com](http://www.hcltech.com)

**HCL**

## This headline is two lines long

May 24 - 29, 2020  
Venue set in book

**Non-clickable CTA set in medium**

[www.hcltech.com](http://www.hcltech.com)

# The Three-Point Device

Triangles are one of nature's most fundamental building blocks - a shape made of minimum possible number of points. From the pyramids to Pythagoras, triangles have been used in fields from construction to navigation.

At HCL we're not unfamiliar with a trio of fundamentals – from the Mode 1-2-3 strategy to our core values of Trust-Transparency and Flexibility. An element that has been part of our visual heritage, the humble triangle is now reborn as the three-point device.

With emphasis on the message and not the visual, the device is meant to minimize clutter and supplement the headline.

You are recommended to first explore leveraging the three-point device in various combinations to support your message, in place of using it as a frame for imagery.

## Principles

- All brand communications should feature the three-point device.
- The device must be used purposefully, not just decoratively.

**Leader** in IoT  
for connected  
cars

ISG Research Quadrant

[www.hcltech.com](http://www.hcltech.com)



**Learn** more about  
connected workplaces

April 29 - May 2, 2019  
The Venetian, Las Vegas

Meet us at ZENO 4805

[www.hcltech.com](http://www.hcltech.com)



Map your  
**blockchain**  
journey

with CoTrust Platform™

[www.hcltech.com](http://www.hcltech.com)



# The Three-Point Device

## Important considerations

- Use of the three-point device should be such that it conveys the message in some form, either through imagery, or placement.
- Each triangular element used should have at least one vertex inside the creative canvas and should look like a triangle.
- The three-point device cannot have rounded edges, barring cases where the device is stroked. Such strokes can have a curve only on the outside. (Set stroke corners to ‘rounded’ and the stroke width must be more than 6 pts)
- No text, icons, or logos can be placed on the three-point device, barring exceptions specified in this document.
- The focus should always be on the message and the three-point device must not take attention away from the headline.
- The three-point device should be used in a manner to ensure that it does not add clutter to the creative.

The image displays three separate promotional banners for HCL Technologies, each featuring a large, stylized three-point device graphic (a triangle composed of smaller triangles) in the background. The banners are arranged vertically on the right side of the slide.

- Banner 1:** Headline: "Technology to complement **your workforce**". Subtext: "Workplace Unlimited By HCL Technologies". Call-to-action: "www.hcltech.com". Includes the HCL logo and decorative vertical bars on the right.
- Banner 2:** Headline: "Shape **your own** world". Subtext: "With HCL **Modblocks**, you can build your own solution workflow with ease". Call-to-action: "Learn how". Subtext: "www.hcltech.com". Includes the HCL logo and decorative vertical bars on the right.
- Banner 3:** Headline: "Digital & Analytics by HCL Technologies". Subtext: "Webinar: Hybrid WAN for the **digital age**". Subtext: "12:30 pm EDT / 9:30 pm PDT March 29, 2019". Call-to-action: "Register now". Subtext: "www.hcltech.com". Includes the HCL logo and decorative vertical bars on the right.

# The Three-Point Device

## Extrusions from the three-point device

Cut-outs from images and illustrations can extrude from the three-point device to ensure the device does not limit the scale and appearance of such content.

**Note:** Such elements may only extrude from only one side of the three-point device and care needs to be taken to ensure that the three-point device is recognizable as a triangle.

## Color of three-point device

Tints or shades derived from the dominant color within the creative can be selected as the color for the three-point device.

Each triangle can have a different opacity of the primary base color, or the secondary color

The image displays two rectangular promotional banners, each featuring a large three-point device (a triangle) on its right side. The top banner is for 'HCL' and the bottom one is also for 'HCL'. Both banners include text, a call-to-action button, and a website URL.

**HCL**

Take the **pole position** to digitalization

Learn how you can excel in your digitalization journey

[www.hcltech.com](http://www.hcltech.com)

**HCL**

Transform your customer experience journey

with HCL Digitrak Analytics

**Learn more**

[www.hcltech.com](http://www.hcltech.com)

On the far right of the page, there is a vertical decorative element consisting of several colored circles and ovals (black, white, red, green, yellow) of varying sizes.

# Graphics

The three-point device offers tremendous potential for storytelling as graphics, without the need for photography, illustrations or imagery.

Feel free to experiment with the position, placement and combination of multiple triangles to complement your message with the three-point device.

**Note:** Minimal curved edges are permissible only for stroked graphical version of the three-point device depictions. Such curves can only be present on the outside of the device

(Set stroke corners to 'rounded' and the stroke width can be between 'medium' and 'thick')

The image displays three separate promotional banners, each featuring a stylized three-point device graphic composed of multiple triangles. To the right of these banners is a vertical column of five colored circles: black, white, orange, yellow, and light green.

- Banner 1: Learn more about connected workplaces**

HCL

**Learn more about connected workplaces**

April 29 - May 2, 2019  
The Venetian, Las Vegas

Meet us at ZENO 4805

[www.hcltech.com](http://www.hcltech.com) #HCLatDellTechWorld
- Banner 2: Map your blockchain journey**

HCL

**Map your blockchain journey**

with CoTrust Platform™

[www.hcltech.com](http://www.hcltech.com)
- Banner 3: Fast forward to experiences for the next decade**

HCL

**Fast forward to experiences for the next decade**

with technology solutions for connected workspaces

Visit booth #212 for a demo

[www.hcltech.com](http://www.hcltech.com) #HCLatDellTechWorld

# Imagery

To remain differentiated and authentic in the face of rising clutter, we should exercise selectiveness in the use of imagery.

Focus should always be on conveying a message through the image. The three-point makes it easier to direct attention – images within the device can have no more than 2 subjects.

## Selecting images

A simple thumb rule is to ask – did someone pose for this image? If the answer is yes, try another image.

Reconsider options that might have been used already by other marketers or risk looking generic or clichéd. Images that appear gimmicky, cliché, or hard to decode are to be avoided.

Our creatives need to look as crisp as our copy so make sure the images you use do not appear pixelated, blurry, noisy, or cluttered.

Sample images



# Imagery

## People

Natural images of people doing something can be effectively used to convey a story.

Images of people that convey their natural emotions can be used as well. Care needs to be taken to ensure that images with exaggerated, artificial or inauthentic reactions or emotions are not used.

Note: Only real-life depictions of people are permissible.

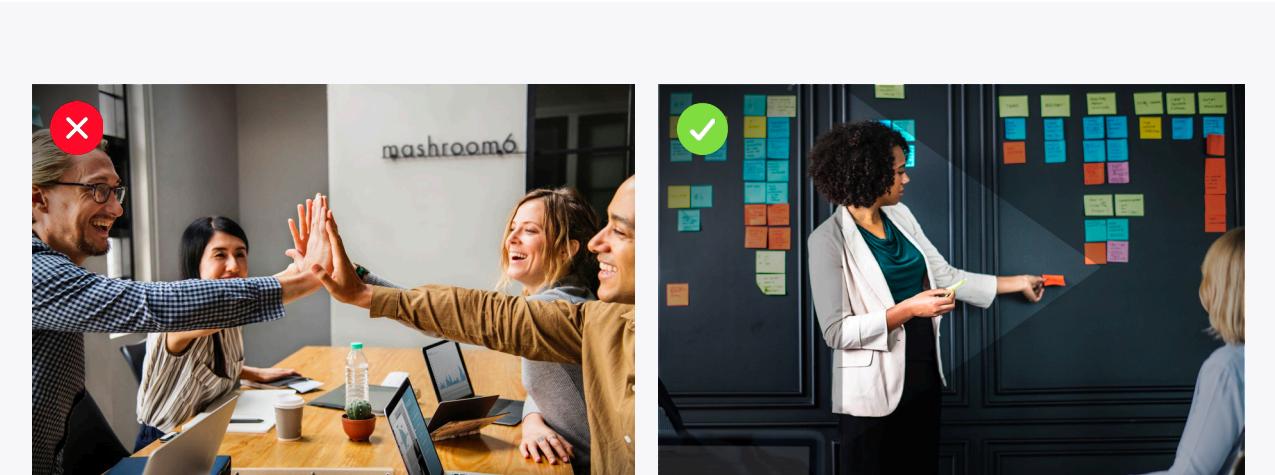


Image of people interacting in an unnatural manner

Photograph of a more natural scene

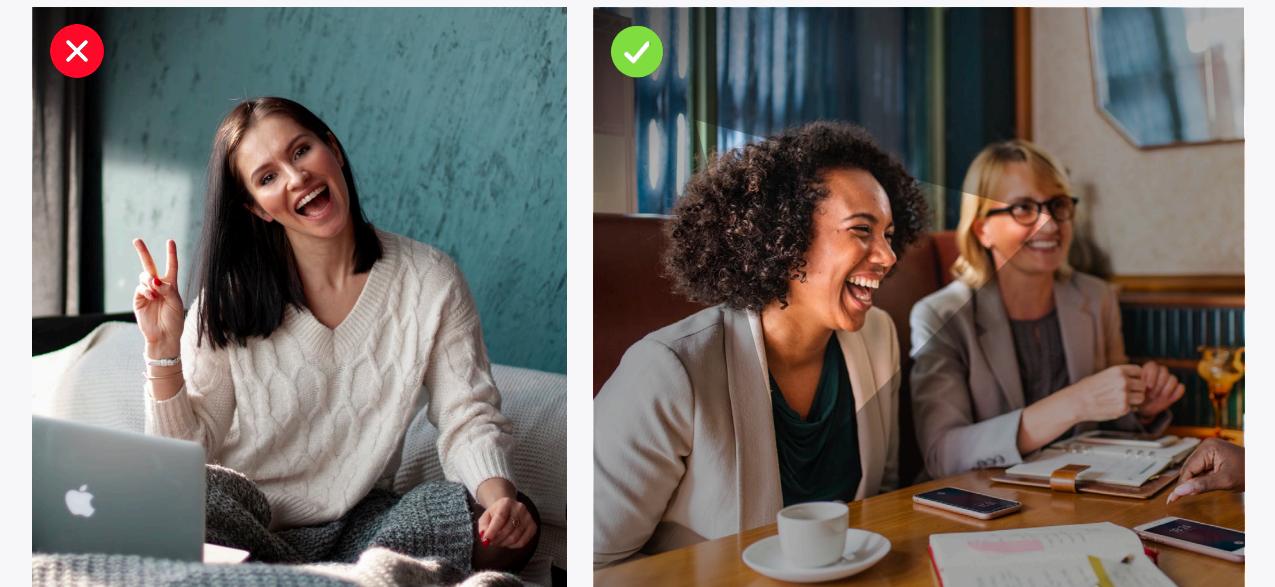


Image with subject posing for the shot

A more natural shot of the subject

# Imagery

## Subject-in-focus

Close-up shots of a specific subject within your composition can be used to depict a story through the image. Such shots need to be easily recognizable and relatable.

Care needs to be taken to ensure no more than 2 prominent subjects are visible within the frame

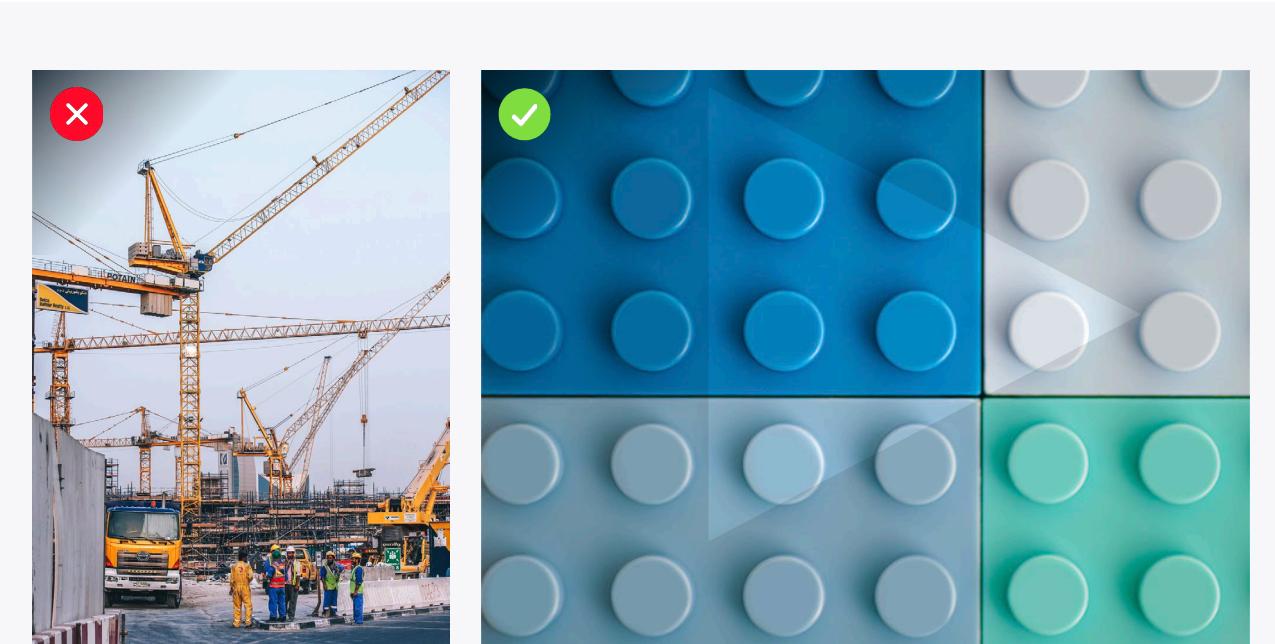
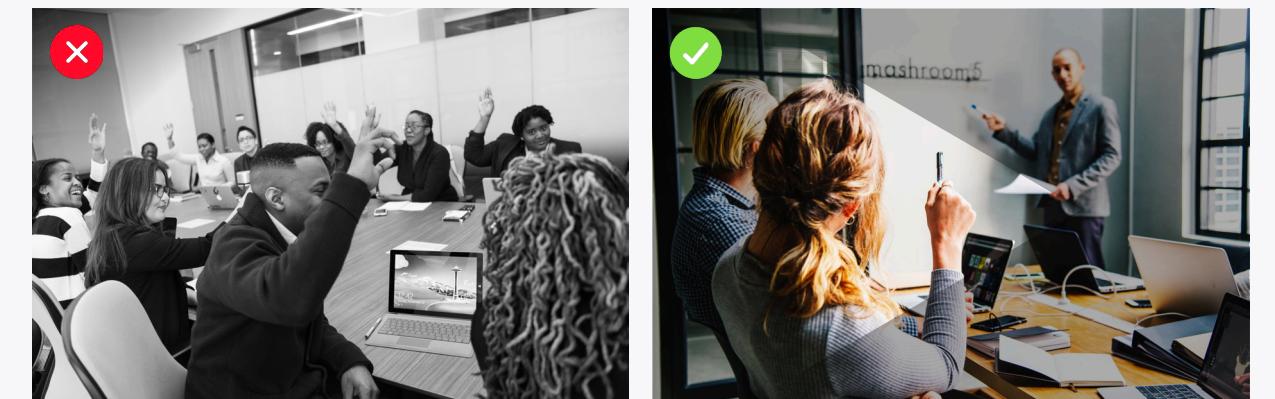


Image with a complex composition and multiple subjects

Image with a relatively simpler composition



Cluttered image with no prominent subject

Image with a relatively prominent subject in focus

# Imagery

## Framing images with the three-point device

The three-point device can be effectively used to direct attention to the subject(s) within your image and tell a unique story with each image.

The selection of imagery and use of the three-point device should be such that they aid the copy within your layout.



Start with an image that complements your copy



Use the three-point device to bring attention to your subject of choice.

The subjects in this example are the mobile phones in use.

A digital advertisement for HCL. At the top right is the HCL logo. Below it is the headline "Turning the 5G blueprint into **reality**". Underneath the headline is a red "Read more" button. At the bottom left is the URL "www.hcltech.com". The central image is the same photograph of the couple from the previous images, but now framed by a large, semi-transparent white triangle that follows the curve of the three-point device. The background of the ad is white.

Add additional triangles with varying opacity to supplement the primary three-point device

# Imagery

## Important considerations

- It is imperative to use high-impact imagery in all circumstances. Use graphical representation of the three-point device to convey your message in cases such imagery is not available.
- Images used within the three-point can have a maximum of 2 subjects
- Images with graphical elements, double exposures, artificial light glares, or excessive visual treatment are not to be used.
- Images with too many colors are to be avoided.
- On colored backgrounds, only images with muted tones can be used.

**Note:** Not all images are to be used within the three-point device. Images inside presentations, brochures, mailer body and other such collaterals are not to be placed within the three-point device.

### Examples of violations



Image with graphical elements



No clear subject in focus



Staged image with subjects looking into the camera



Too many subjects  
Unnatural light flares



Imagery does not add value to the copy



Too many triangles adding clutter

# Photography

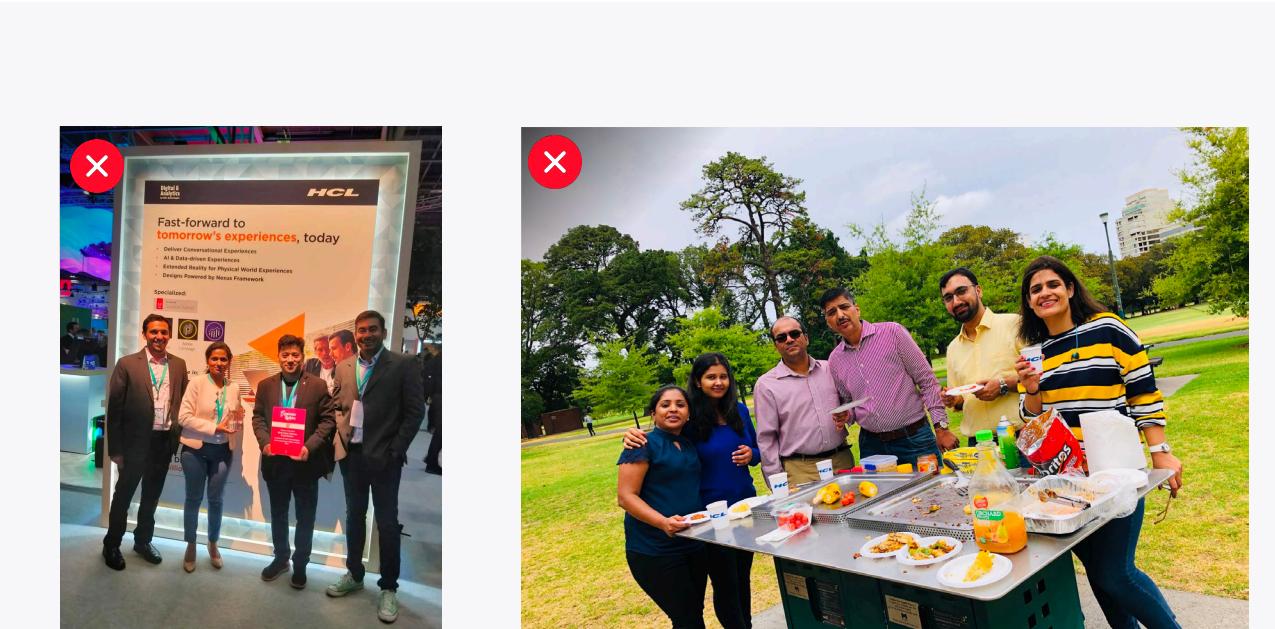
## Images posted as-is

Images can be presented as-is without the use of the three-point device only when such images have no copy, logos or other elements on them.

Care needs to be taken to ensure such images do not appear pixelated, hazy or noisy.

Images must be clicked or edited in post-production to ensure an aesthetically pleasing composition.

Teams are encouraged to shoot such images using professional equipment as against mobile phones or handheld devices.



Avoid clicking pictures from obscure angles

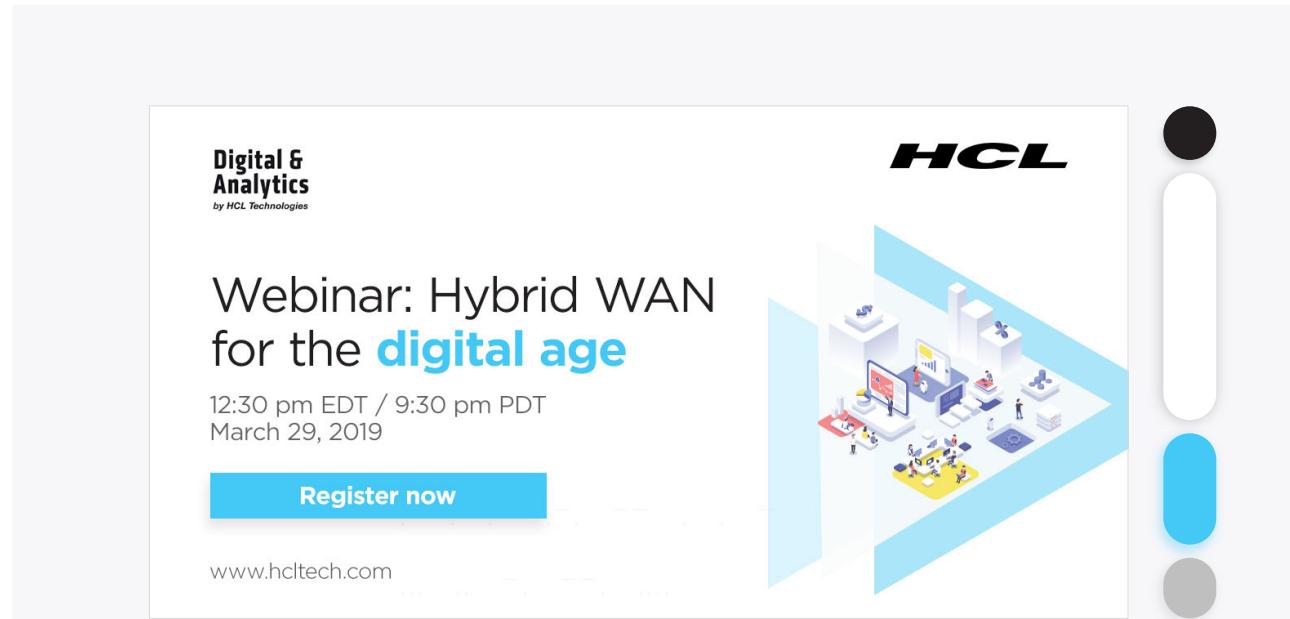


Do not tilt the camera while clicking pictures

# Illustrations

Isometric illustration styles with subtle colors are to be used wherever illustrations are required. Such illustrations can be placed within the three-point device.

When a colorful illustration is used, the primary three-point device is to have a neutral color.



Digital &  
Analytics  
by HCL Technologies

## Webinar: Hybrid WAN for the **digital age**

12:30 pm EDT / 9:30 pm PDT  
March 29, 2019

[Register now](#)

[www.hcltech.com](http://www.hcltech.com)

**HCL**

# Vectors and icons

All vectors and icons are to be 2D, flat, and outlined. Icons need to be minimalist and simplified. The colors used must be from our family of colors.

**Note:** Redundant icons that add clutter such as those for Date, Time, and Location are not allowed.

51 | Technology for the Next Decade, Today

# Composition

Care needs to be taken to present creatives in a way that can be identified as HCL uniquely and consistently. Consistent use of solid brand colours, combined with a minimalistic approach to design can promote instant recognition

Communications need to be crafted carefully to ensure that they appear in a concise and clutter-free manner.

## Margins

All elements in creatives are to have margin spaces from the edge specified as follows:

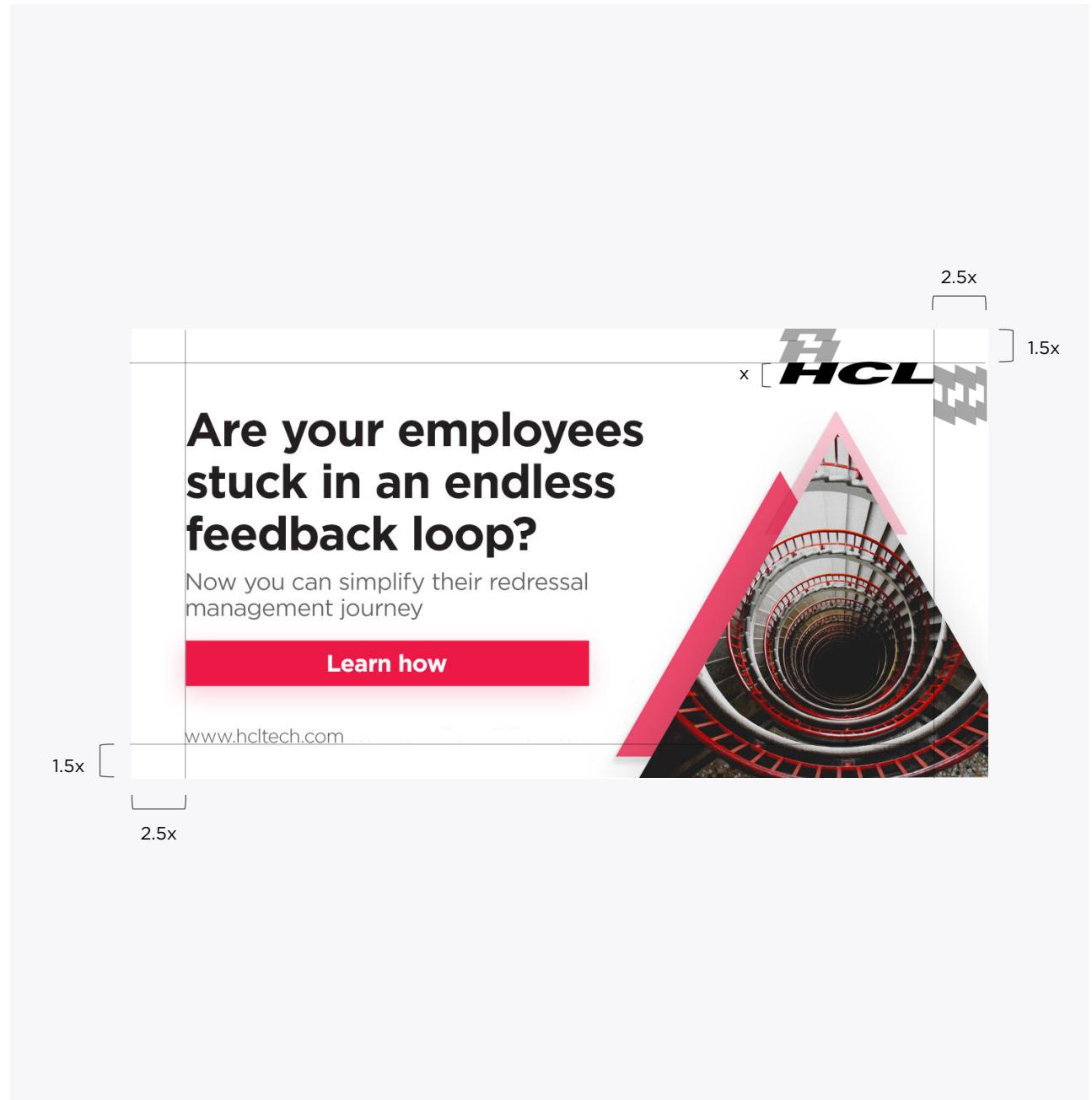
Horizontal margin =  $2.5 * \text{height of the HCL logo}$

Vertical margin =  $1.5 * \text{height of the HCL logo}$

The exception to this is images and graphics beginning from the edges for artistic effect.

**Note:** All text and CTA buttons are to be aligned to the margins.

**Exception:** Layouts with aspect ratio more than 3:1 or less than 1:3.



# Composition

## Messaging Architecture

In the age of shortening attention spans and scarcity of time, too many messages in a single communication can lead to the communication getting ignored altogether.

Therefore, messages for each communication are to be prioritised in order of relevance. Each communication that does not have body copy can have only one primary messaging and a supporting secondary message at the maximum.

Any further messages are to be communicated through the body copy, social media description, or separate communications.

The primary message is to be communicated through the headline and the secondary message through the sub-headline.

Examples of secondary messages include titles of events, benefit to users, name of HCL offerings, date/time/venue etc.

**Note:** Only one such secondary message can be included in one communication.

**Transform your business with cloud**

Seminar on Hybrid Cloud Management at the Cloud Congress 2018

[www.hcltech.com](http://www.hcltech.com)

**Transform your business with cloud**

December 24 - 29, 2018  
The Citadel, Las Vegas, Nevada

**Register now**

[www.hcltech.com](http://www.hcltech.com)

**HCL**



**HCL**



# Composition

## Messaging Architecture

1. Start by understanding the objective of your communication and the primary message that your audiences should receive
2. Think of a headline which would effectively influence your audiences and catch their attention. Your headline should be related to your primary message
3. You can also select a secondary message to complement your headline. This should be your sub-headline.
4. If you want the user to take an action, add a short and crisp CTA button or non-clickable CTA.
5. The visuals in your creative should complement your message and convey a story. You can choose images or illustrations to put within the device, or place the device in a manner that conveys your message.
6. Choose the dominant color and the secondary color basis the dominant color in the image used or the emotion you want to evoke.



### Primary message in headline

Secondary message conveyed through the sub-headline

Concise CTA text

[www.hcltech.com](http://www.hcltech.com)

# Composition

## Clear and Concise headlines

Viewers spend no more than a fraction of a second skimming through the barrage of content available to them.

So it is imperative for your headline to convey the message in the shortest possible time.

Keep your headlines as short as possible – convey only one key message at a time and let supporting messages be relayed through the sub-headline, social-media caption or other creatives.

## Coordinated sub-headlines

Use your sub-headlines to convey additional information while complementing the headline.

An effective headline – sub-headline duo can increase the appeal and effectiveness of your communication.

**Turning the 5G blueprint into reality**

HCL at the  
Mobile World Congress

**Read more**



[www.hcltech.com](http://www.hcltech.com)

#5GisHere  
#HCLatMWC

# Composition

To ensure clean communications that do not appear cluttered, each layout can have only one dominant color, and one secondary color.

## Dominant color

The dominant color is the color from the brand palette which is most noticeably visible in your layout. This color is chosen basis the most prominent color in your images or the emotion you want to evoke.

## Secondary color

The secondary color complements your chosen dominant color. The secondary color can only be one of the neutral colors, or a color that complements the dominant color.

**Note:** Images do not need to conform to the chosen dominant or secondary color. However, images must be chosen/treated in such a manner to ensure they do not have too many colors.





## Leader in IoT for connected cars

ISG Research Quadrant

[www.hcltech.com](http://www.hcltech.com)





## Tech to empower your workforce

Feb 25 - 28, 2019  
GSMA Innovation City, Barcelona

[Register now](#)

[www.hcltech.com](http://www.hcltech.com)



# Composition

## Background

A clean canvas is the most powerful tool to create attention-grabbing communications. Creatives with a bright backgrounds allow easily directing attention of the users to colored elements within the layout.

Such backgrounds can only be white (preferred), or #F5F5F5 in color.

## Other background colors

In certain situations, a bright background might not be prudent, or desirable. In such cases, you can set the background as black, or as a color from the secondary palette.

Such backgrounds must have a gradient, except for cases where having such gradients can introduce banding. Refer to the [next page](#) for details on usage.

**Note:** No more than 20% of creatives in an organic campaign can have a dark or colored background.

Paid campaigns, website banners, mail headers and cover pages can have dark or colored banners without any restriction.

HCL

**Learn more about connected workplaces**

April 29 - May 2, 2019  
The Venetian, Las Vegas

**Meet us at ZENO 4805**

[www.hcltech.com](http://www.hcltech.com)

#HCLatDellTechWorld

HCL

**Reimagine employee engagement**

**Workplace Unlimited**  
By HCL Technologies

[www.hcltech.com](http://www.hcltech.com)

# Composition

## Background gradients

Background gradients can be used when the background is either dark, or colored.

When used as a **dark background**, the gradient must transition from the permissible black (#0D0D0D) to the darkest tint of any brand color.

When used as a **colored background**, the gradient can only be used to alter the brightness of the background while keeping the hue and the saturation levels constant. The gradient must be applied as a separate layer on top of a solid brand color transitioning from 50% gray to black with blending mode ‘overlay’ and opacity no more than 18%.

**Note:** Gradients with two different hues cannot be used.

The gradients should begin after the HCL logo and care needs to be taken to ensure that the logo is presented only on permissible backgrounds.

The image displays two promotional banners for HCL. The top banner has a black background and features a blue geometric graphic. The text on the banner reads: "HCL", "Building a scalable digital marketing ecosystem", "Registrations for seminar closing soon", "Register now", and "www.hcltech.com". The bottom banner has a red background and features a typewriter graphic. The text on the banner reads: "HCL", "Great stories happen to those who tell them", "Registrations now open for session on 'Digital Storytelling' at Adfest 2019", "Register now", and "www.hcltech.com". Both banners include decorative vertical bars on the right side with white circles at the top and bottom.

# Composition

## Call to Action Buttons

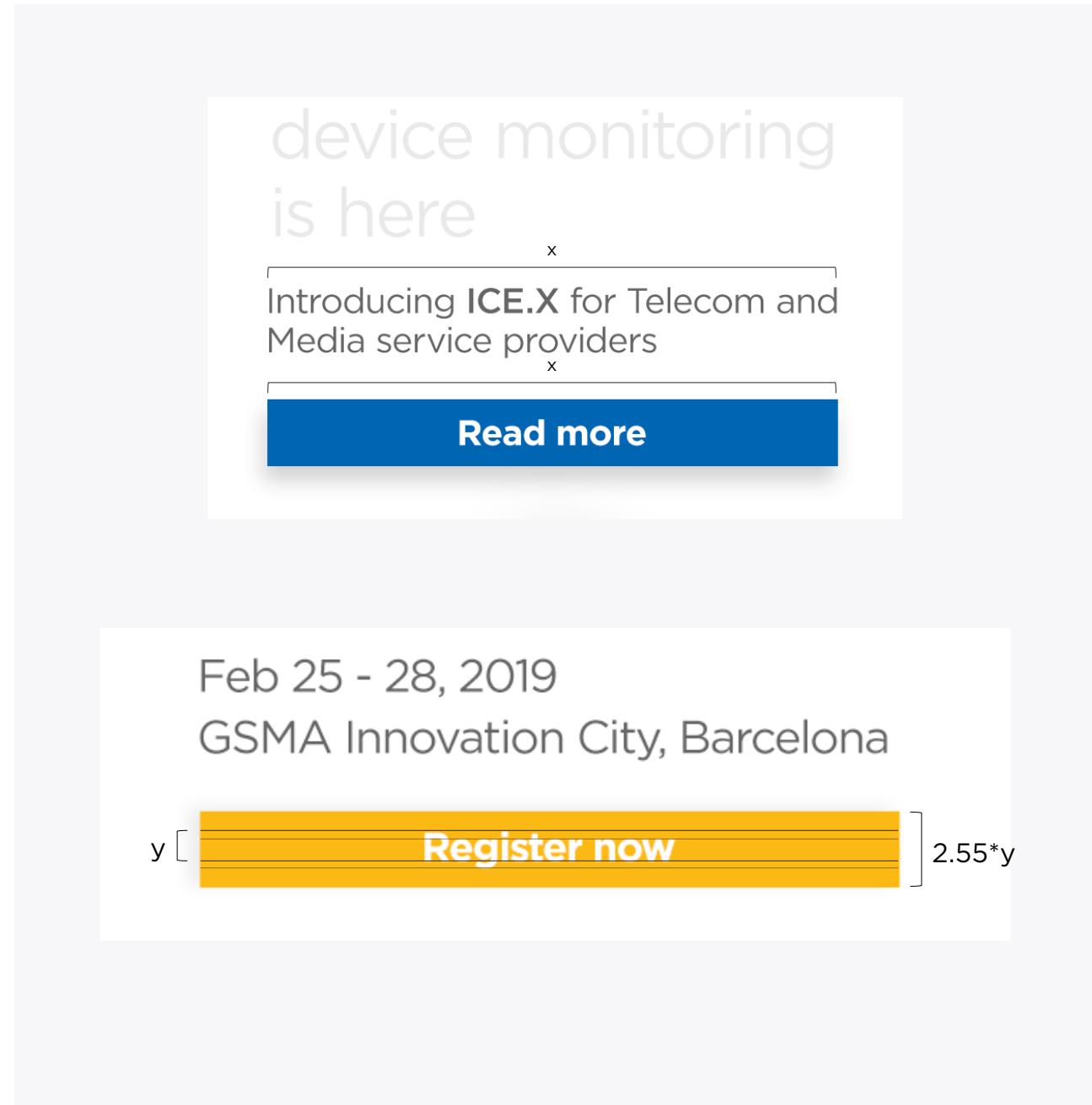
Call to Action buttons can be used to take your users to a destination link through a click on the button.

The CTA button text is set in Gotham Bold and is the same size as the sub-headline. It can only be in sentence case.

The width of the CTA button is to be equal to the width of the longest sub-headline sentence, or the headline in case of absence of sub-headline. The height of the CTA button is to be 2.55 times the height of the CTA text capital letter.

The color of the CTA button is to be the dominant brand color in the creative and the color of the CTA button text must be white, or black.

**Note:** On creatives with a colored background, the color of the button is to be white and that of the text is to be the dominant brand color.



# Composition

## Call to Action Buttons

The CTA button can have a maximum of 3 words.

**Note:** Redundant text such as 'click here', cursors, or any graphical elements cannot be placed on or around the CTA button.

The CTA button is placed beneath a headline/sub-text wherever possible.

**Exception:** When there is no sub-headline and more than 4 words of the headline are in the same line, the width of the CTA button is to be half the width of the headline.

HCL  
Building a **successful**  
Cloud-Native business

Read 4 scenarios for success

[Download 451 report](#)

www.hcltech.com

#FutureProofWithHCL

HCL  
Great stories  
happen to those  
**who tell them**

Registrations now open for session on  
'Digital Storytelling' at Adfest 2019

[Register now](#)

www.hcltech.com



Turning the 5G blueprint into **reality**

[Read more](#)

HCL

www.hcltech.com

HCL at the  
Mobile World Congress  
Turning the 5G  
blueprint into **reality**

[Read more](#)

HCL

www.hcltech.com

# Composition

## Non-Clickable CTA

There may be circumstances when your users are to be given cues to do an action, however such calls to action are such that they do not have a destination link and are unclickable. You can use non-clickable CTAs to indicate such calls.

Non-clickable CTA messages can be conveyed through the sub-headline or placed beneath the sub-headline in cases where a headline and a sub-headline is also present in the layout.

Non-clickable CTAs are set in Gotham Medium and of the dominant color in the layout.

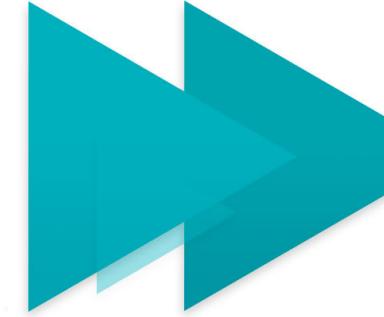
**Note:** When the layout has additional content such as speaker images or technical diagrams that demand substantial space within the creative, either the sub-headline or the non-clickable CTA can be presented.



How can connected workplaces **reduce** employee turnover?

Meet us at ZENO 4805 to find out

www.hcltech.com



**Fast forward** to experiences for the next decade

with technology solutions for connected workspaces

Visit booth #212 for a demo

www.hcltech.com

#HCLatDellTechWorld

# Composition

## Shadows

A drop shadow can add depth to your creative, but too much of it can also clutter your layout.

You can add shadows to the three-point device and the CTA button to the extent that such shadows are ‘barely visible’.

The image displays two separate digital marketing landing pages from HCL, each featuring a prominent three-point device icon and a CTA button, both of which include subtle shadows.

**Top Landing Page:**

- Headline:** Transform your customer experience journey
- Subtext:** with HCL Digitrak Analytics
- Call-to-Action:** Learn more (button with a subtle shadow)
- URL:** www.hcltech.com
- Image:** An aerial view of a winding road through a forest, framed by a large green triangle.

**Bottom Landing Page:**

- Headline:** Join the team leading **digital** for the world
- Call-to-Action:** Apply now (button with a subtle shadow)
- URL:** www.hcltech.com
- Image:** A graphic of overlapping red and grey triangles.

On the right side of the image, there is a vertical decorative element consisting of four colored circles (black, white, light blue, light green) and four corresponding elongated ovals (white, light blue, light green, grey) positioned below them.

# Composition

## Website link

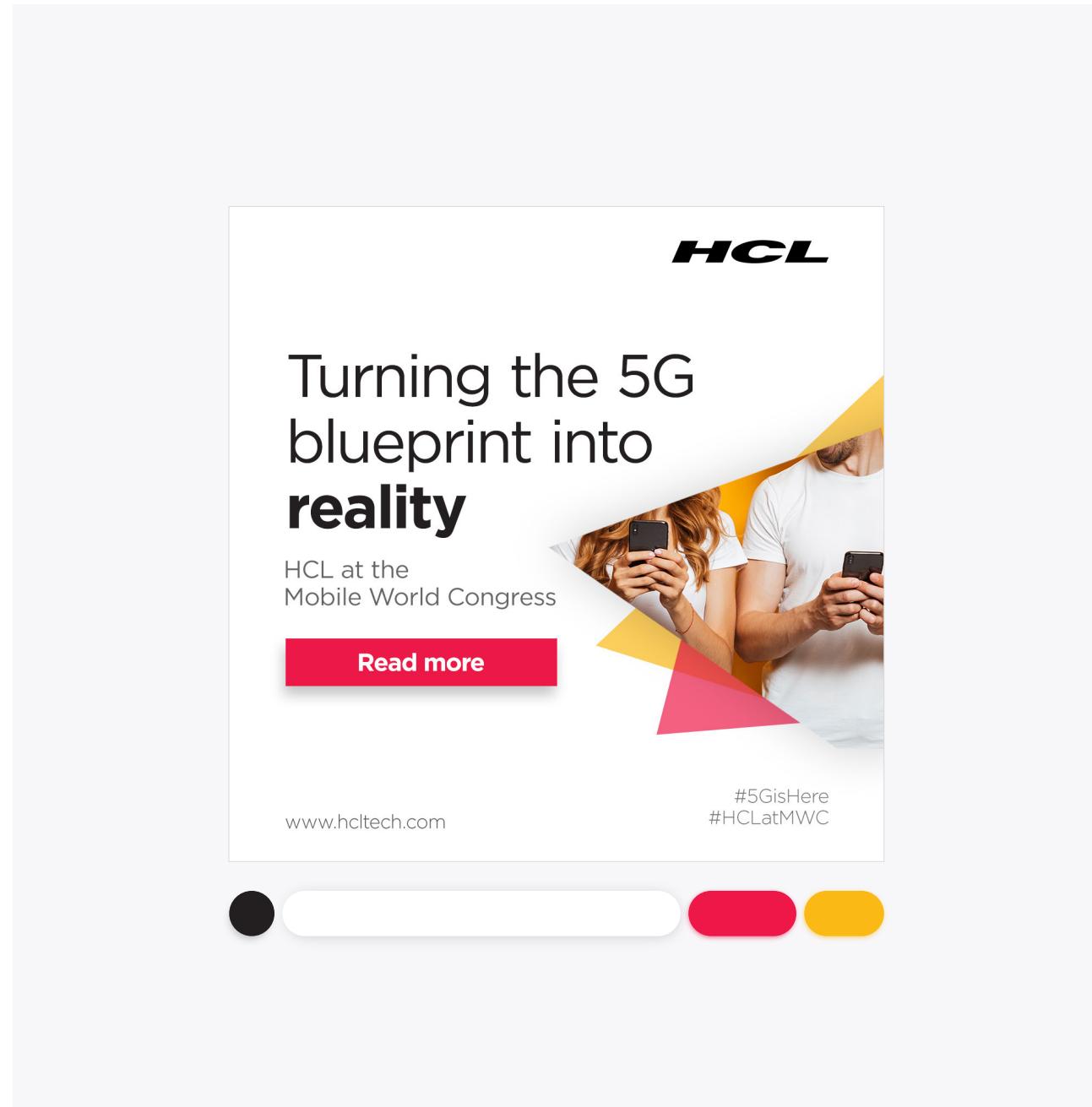
The website link – [www.hcltech.com](http://www.hcltech.com) (or [myhcl.com](http://myhcl.com)) written in Gotham Light is placed on the bottom left (preferably), or on the bottom right. The width of the link should be equal to the width of the HCL logo, and must be placed along the margins.

The opacity of the website link is set to 75%.

## Hashtags

Hashtags can be placed in any vacant bottom corners in the layout along the margins. The hashtags are to have the same font size and style as the website link with opacity 75%.

Multiple hashtags can be placed on top of another up to a maximum of 2 hashtags.



# Composition

## Secondary Logos

No logo or text units (hashtags, URLs, tags) can occupy the same horizontal as the HCL logo, barring the exceptions below:

- Partner logos - Logos of customers, analysts or advisors
- Approved logo locks
- Authorized HCL entity sub-brands

Other logos can be put in either of the bottom corners. In case 2 or more secondary logos are to be put, they can be put together in the same corner, or in either of the two bottom corners in case of internal communications.\*

## Size of logos

The maximum size of a partner logo should not exceed the size of the HCL logo. Size is to be measured in terms of area occupied by the logos.

Total area of HCL logo > Total area of the other logo

\* In presentations and decks, The HCL logo can only be put in the footer on the right

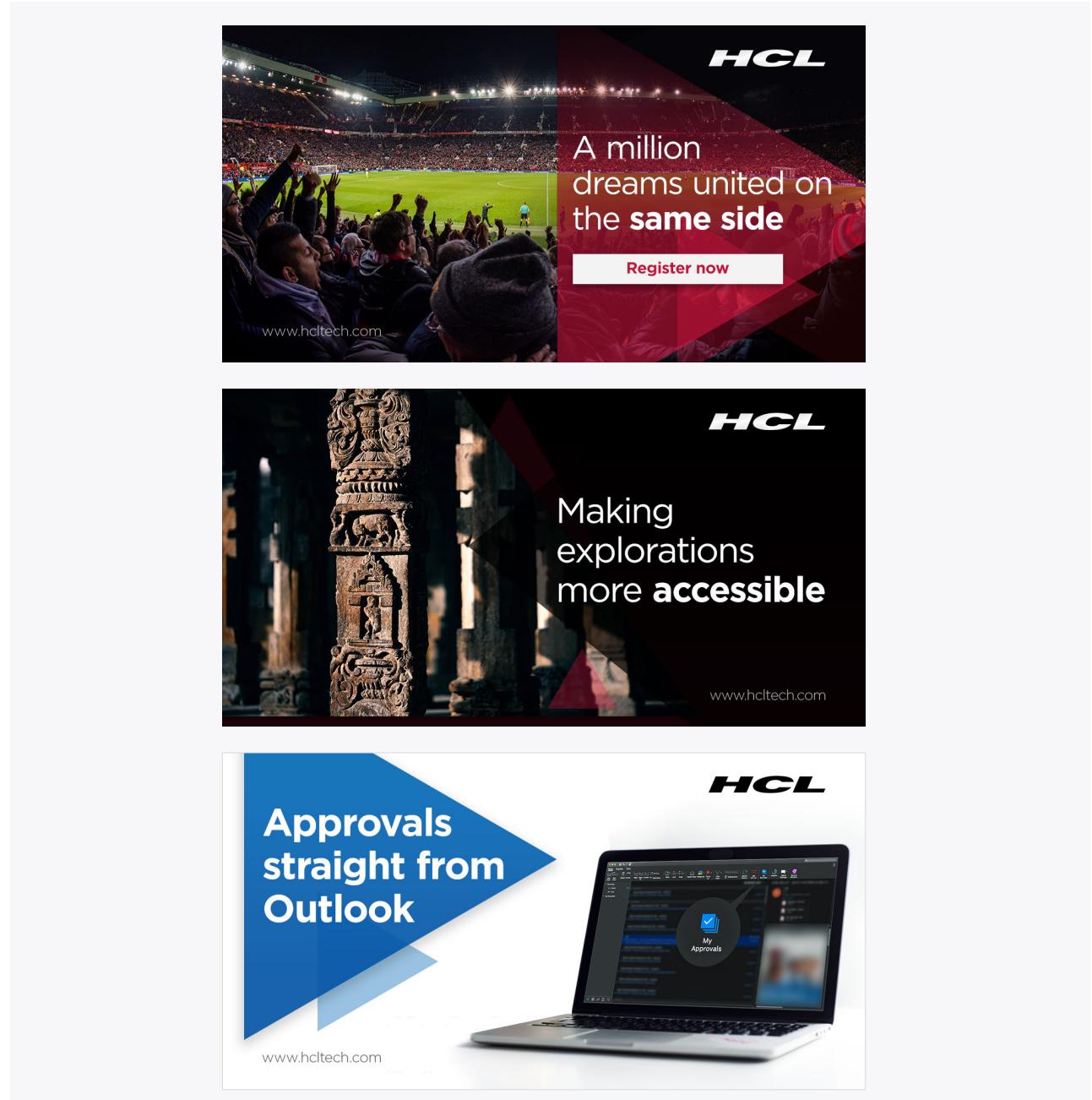
# Inverse route

While in most cases, the copy and the headline would be the most important points of focus in your layout, there may be situations in which the imagery in your layout would take precedence.

In such special cases where the image is essential to convey the message and cannot be contained within the three-point device, you can consider leveraging this route.

This route can only be used if

- your message cannot be communicated effectively without a specific full-bleed photo.
- the image chosen is a powerful high-quality photograph (non-stock imagery: historical, cultural, nature landscapes, panorama shots, sports/action photography, product showcase), represents a contractual requirement from a customer (Partnership assets with associated guidelines), or a high-quality photography of crowds, fans, participants, charity or cause related ventures.
- Subjects featured in the image require their backdrop or setting to fully provide context and cannot be cut out.
- No sub-headline is required



# Important considerations

- The HCL logo must be in the top right corner on a permissible solid background.
- Only one logo besides the HCL logo can be added. Placement rules within this document to be followed.
- The three-point device is placed on top of the image. At least two triangles with varying opacity are to be placed.
- The color of the three-point device can only be a permissible brand color.
- Headline text and CTA buttons can only be placed on top of the three-point device.
- Layouts following this route **cannot have sub-headlines or non-clickable CTAs**.
- Website link and hashtags can be placed on the image.
- There can be only one image in the layout, which would be placed in the background.
- The images should not have any visible color patches on top of it to accommodate the text or the logos.

**Example 1:** Inverse-route creatives cannot have sub-headlines. This image shows a dark background with a central column of Indian architectural carvings. A white triangle overlaps the image, containing the text "Making explorations more accessible". The HCL logo is in the top right. A red 'X' icon is in the top left corner.

**Example 2:** Non-clickable CTAs cannot be used. This image shows a night view of the Las Vegas strip. A large white triangle covers the bottom half, containing the text "Real-time sentiment analysis in Las Vegas" and "Visit booth #2 for a demo". The HCL logo is in the top right. A red 'X' icon is in the top left corner.

**Example 3:** No unnatural patches to accommodate logos or text permissible. This image shows stadium seating. A blue triangle overlaps the image, containing the text "Your front row seats to a digital revolution". The HCL logo is in the top right. A red 'X' icon is in the top left corner.

**Example 4:** Photos of destination venues are not relevant unless your message focusses on the venue and not the content or context of your participation. This image shows the Las Vegas strip at night. A white triangle overlaps the image, containing the text "Learn about strategizing for digital in Las Vegas". The HCL logo is in the top right. A red 'X' icon is in the top left corner.

**Example 5:** Text cannot be placed on the image. This image shows stadium seating. A white triangle overlaps the image, containing the text "The front row seats to digital transformation". The HCL logo is in the top right. A red 'X' icon is in the top left corner.

**Example 6:** Only one logo besides the HCL logo can be added. This image shows a laptop screen displaying Microsoft Outlook. A white triangle overlaps the image, containing the text "Approvals straight from Outlook". The HCL logo is in the top right. The Microsoft logo and the "ENTERPRISE DIGITAL SOLUTIONS" logo are also present. A red 'X' icon is in the top left corner.

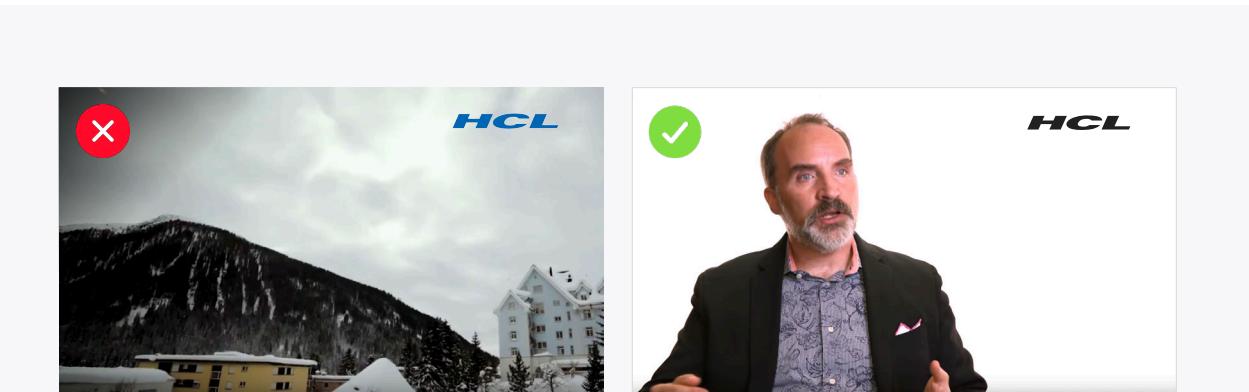
# Videos

All guidelines pertaining to logo placement, colors, and typography styles are to be followed for videos as well.

The HCL logo can only be placed in the video when the background behind the HCL logo is of a permissible solid color.

All videos are to end with the HCL tech video endplate.

Any other logos, text units such as hashtags or URLs added to run the duration of the video should be kept with lowered opacity of 60%



## Video Endplate



### Download Video Endplate

Links available at the end of the document

# Brand Assets

The Brand Assets gallery hosts the latest brand resources which you can use to keep your communications in sync with the brand guidelines outlined in this document.

These pre-approved assets make your contribution towards a stronger and uniform brand through consistent communications effortless, whether you are communicating internally, or with external audiences.

Visit the Brand Assets gallery

[bit.ly/hclbg](https://bit.ly/hclbg)

## Templates & Signatures



PowerPoint Template  
Adobe Illustrator Template  
E-mail Signature



## Logos & Libraries



HCL logo vectors  
Adobe CC libraries



## Footers & Endplates



Mail footer  
Print Boilerplate  
Presentation endplate  
Video endplate



## Images +



## SlideStock +



## Queries?



Contact us

# Stationery guide

The stationery guidelines lend a consistent visual identity to letterheads, business cards, and envelopes across HCL. While customizing stationery, the following must be adhered to:

- The three companies of HCL include HCL Technologies Ltd., HCL Infosystems Ltd. And HCL Healthcare Pvt. Ltd. All other entities are subsidiaries, divisions or joint ventures of either of the above.
- The company name must always be written in capital letters (e.g. HCL Infosystems Ltd.).
- Website addresses other than the enterprise website address (e.g. [www.hcltech.com](http://www.hcltech.com), [www.hclinfosystems.in](http://www.hclinfosystems.in)), should appear immediately after the address details, but must precede the enterprise website address ([www.hcl.com](http://www.hcl.com)).
- The contact details must end with the enterprise website [www.hcl.com](http://www.hcl.com) (in Pantone 293).
- In case of a wholly-owned subsidiary company, the subsidiary name must be written first (in Pantone 293) followed by the parent company name in the next line in brackets (in Black) e.g.

## HCL GREAT BRITAIN LTD.

(A subsidiary of HCL TECHNOLOGIES LTD.)

## HCL INFINET LTD.

(A subsidiary of HCL INFOSYSTEMS LTD.)

**HCL CORPORATION PVT. LTD.**  
Corporate Towers, HCL Technology Hub  
Plot no. 3A, Sector 126, NOIDA 201304, U.P., India  
Tel: +91 120 4306000, Fax: +91 120 4310327  
Registered Office: 44, Friends Colony (East), New Delhi - 110065  
[www.hcl.com](http://www.hcl.com)

Name Surname  
Illustrative Designation



**HCL CORPORATION PVT. LTD.**  
Corporate Towers, HCL Technology Hub  
Plot no. 3A, Sector 126, NOIDA 201304, U.P., India  
Tel: +91 120 4306000, Fax: +91 120 4310327  
Registered Office: 44, Friends Colony (East), New Delhi - 110065  
[www.hcl.com](http://www.hcl.com)



# Stationery guide

## Business cards

The front face of the card to carry the following:

Employee Name

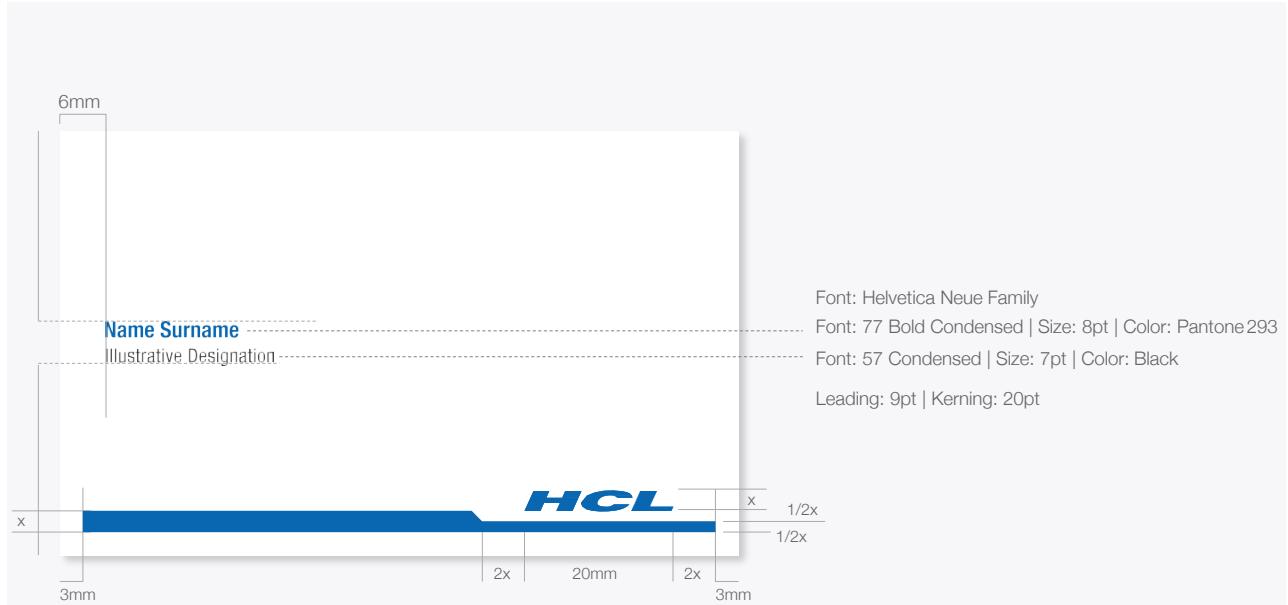
Designation - Team.

The reverse to carry the following:

Company name

Company address

Contact details and website(s)



# Stationery guide

## Envelope

There are two envelope sizes available:

Business size:

114.3mm (height) X 254mm (width)

Manila size:

304.8mm (height) X 222.25mm (width)

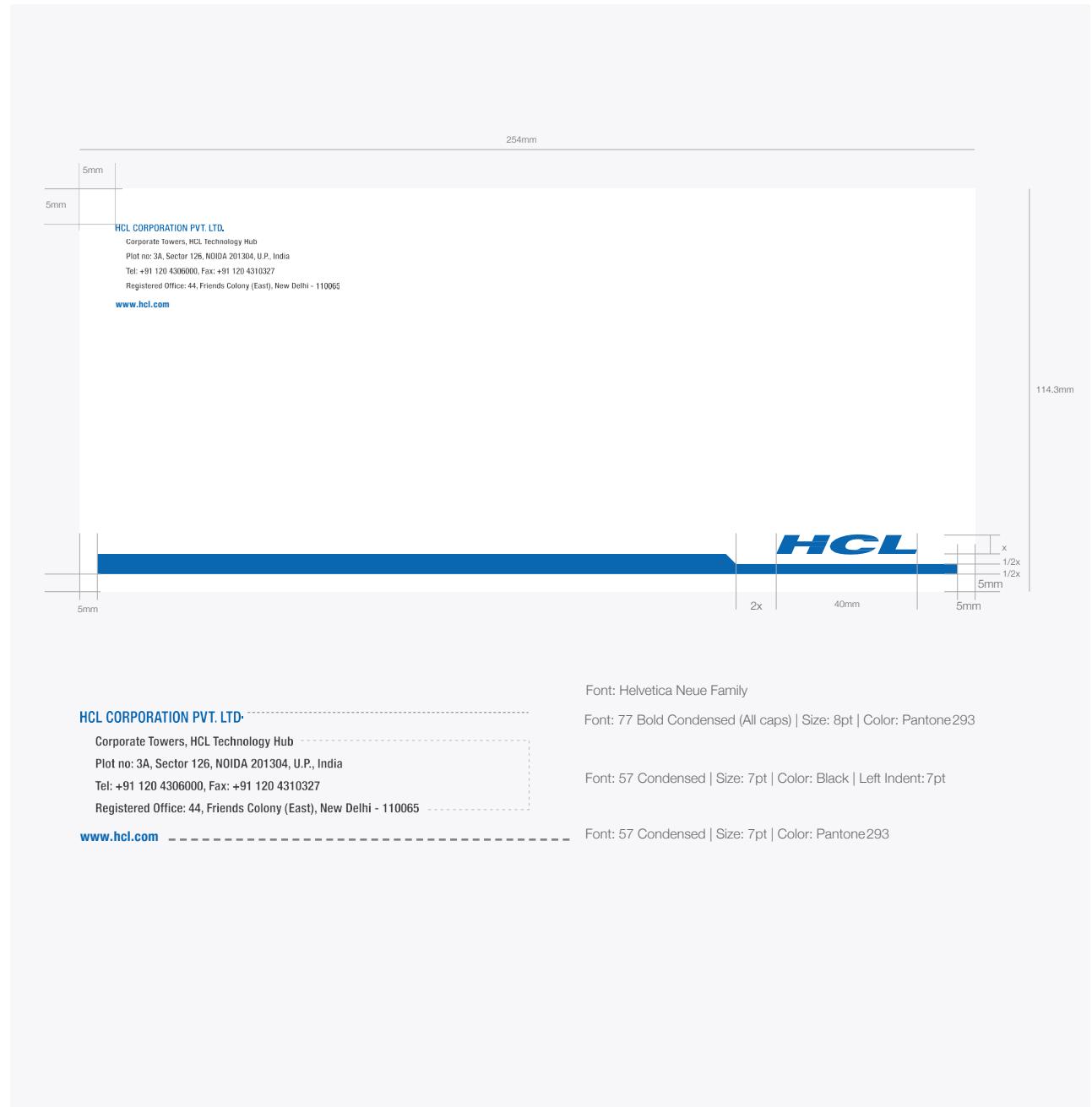
All printable matter to be 5mm away from the edges.

All envelopes should carry the following:

Company name

Company address

Contact details and website(s)



# Stationery guide

## Letterhead

**Size of the letterhead should be**

210mm (width) X 297mm (height)

All printable matter should be 10 mm away from the edges.

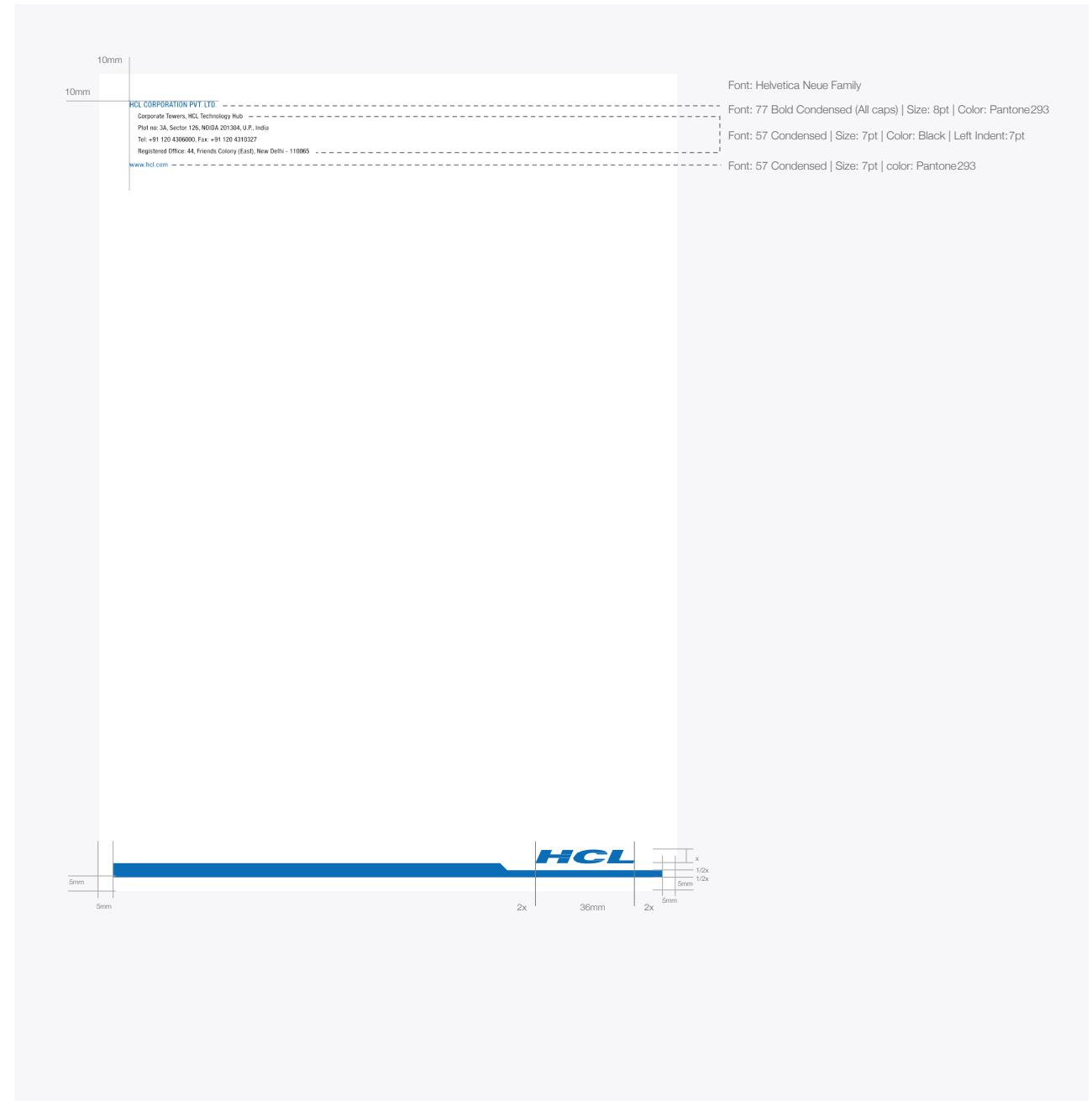
**All letterheads should carry the following:**

Company name

Company address

Contact details and website(s)

It is mandatory to put the registered office address/ registration number on letterheads.



# Stationery guide for HCL businesses

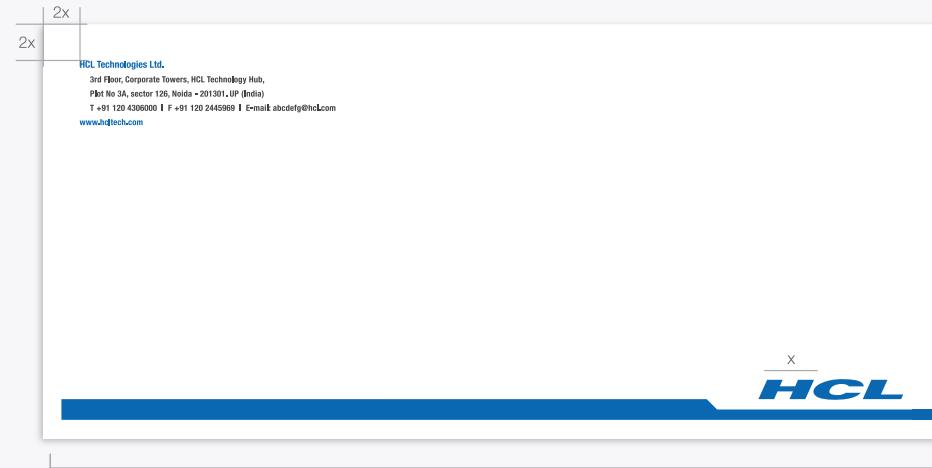
[Download template](#)



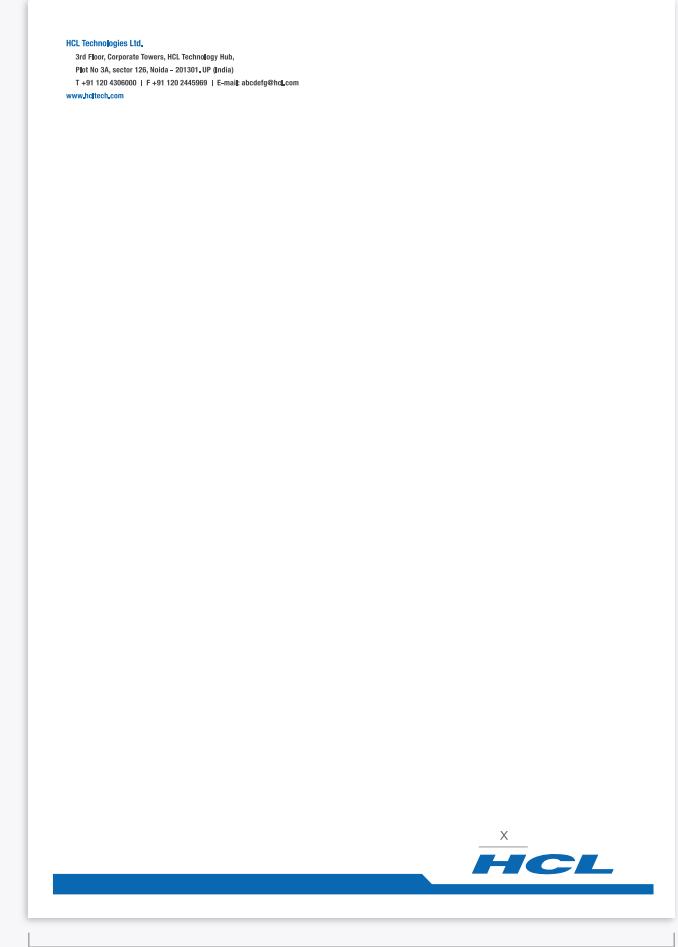
business card



HCL Technologies Ltd.  
3rd Floor Corporate Towers, HCL Technology Hub,  
Plot No 3A, sector 126, Noida - 201301, UP (India)  
T +91 120 4306000 | F +91 120 2445969 | E-mail: abcdefg@hcl.com  
www.hcltech.com



envelope

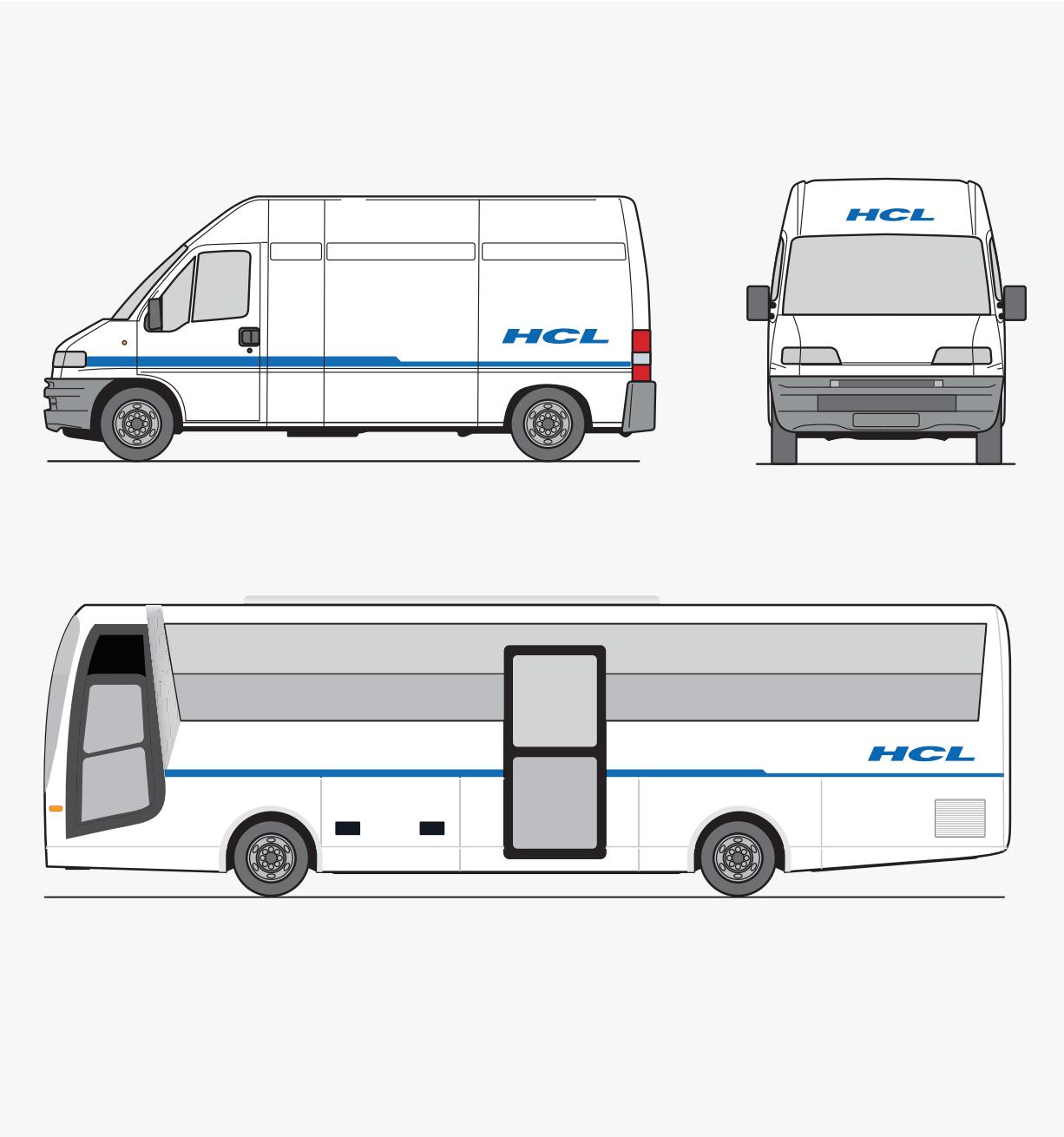


letterhead

# Vehicle branding guidelines

The logo used on the vehicles must follow the established ratio guidelines, including an exclusion zone around the logo.

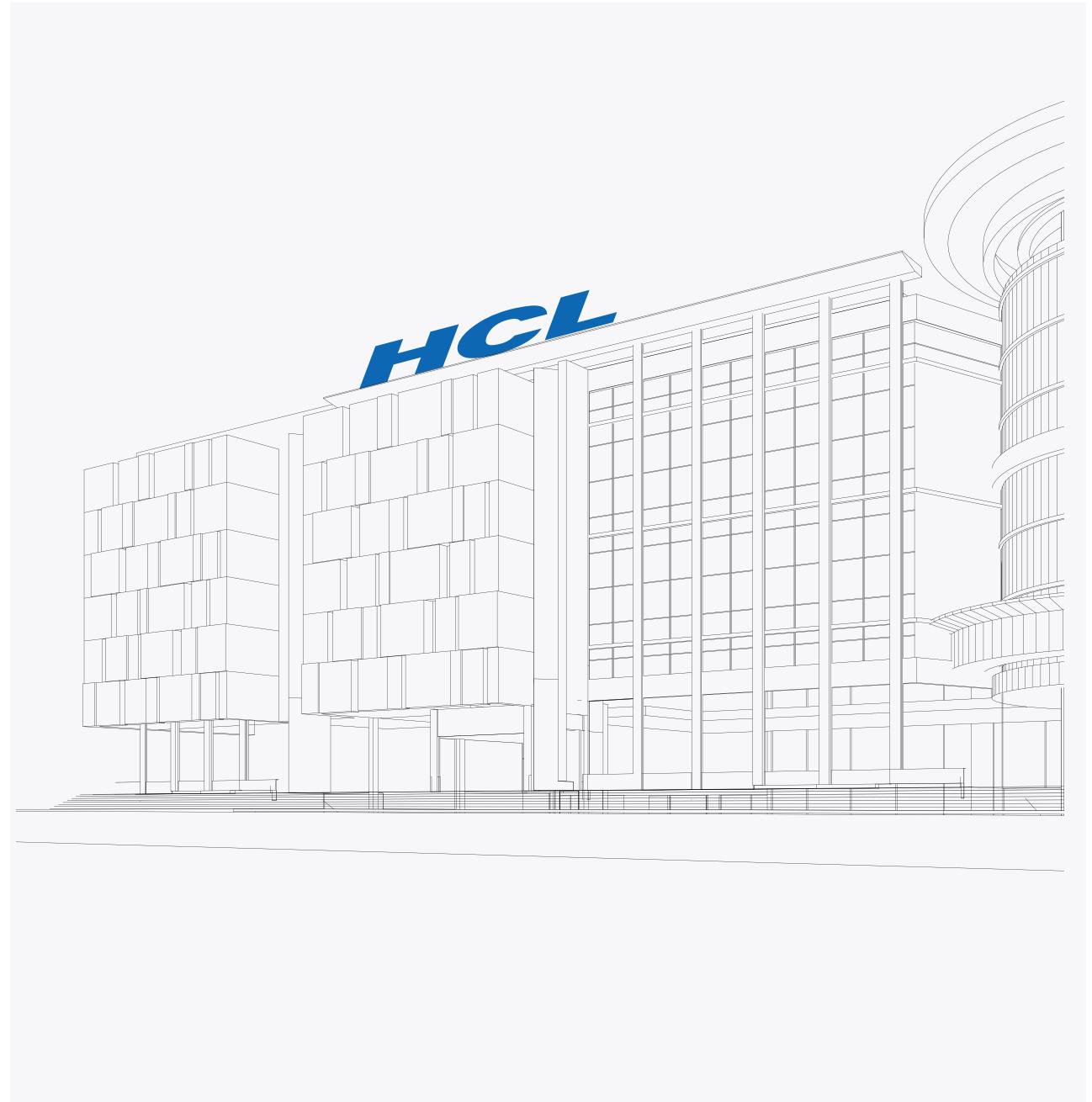
There must be no clutter around the logo, and it must stand out prominently.



# Office branding

## Exterior

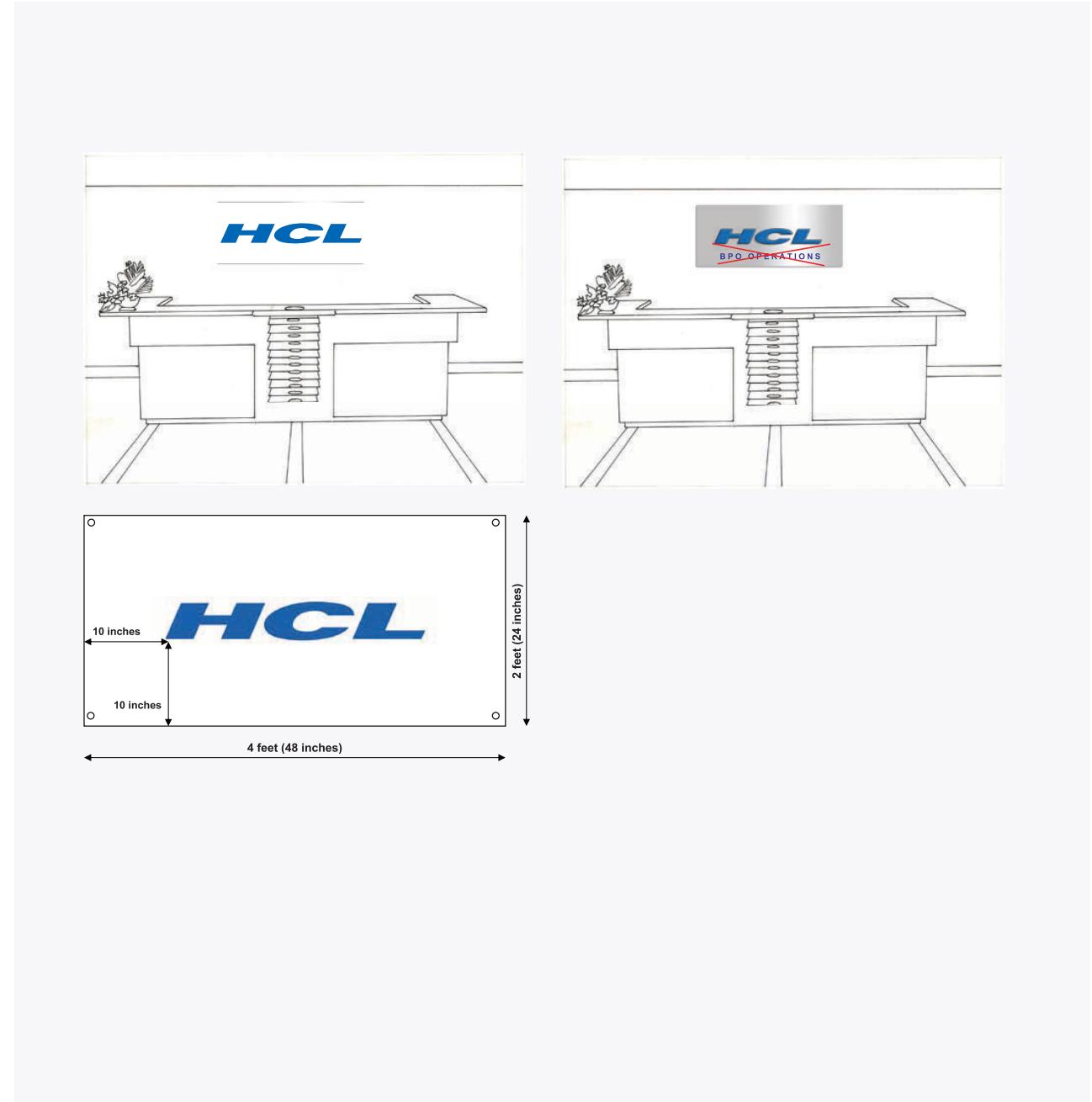
External branding will only have the HCL logo.



# Office branding

## Interior

Interior branding can change according to the HCL Corp entity in consideration.



# Merchandise branding

The branding cannot be more than 50% of the visible space – minimum 25% - Bag, mug, pen, bottle, etc.

According to the collateral, the logo will be used horizontally or vertically.

For merchandize, primary and secondary colors are permitted as backgrounds in permissible combinations.



# Merchandise branding

## Bags and accessories

The branding cannot be more than 50% of the visible space – minimum 25% - Bag, mug, pen, bottle, etc.

According to the collateral, the logo will be used horizontally or vertically.

For merchandize, primary and secondary colors are permitted as backgrounds in permissible combinations.



# Merchandise branding

## Clothing

Below are the only permissible logo and clothing color combinations.

### Permissible combinations



Refer to the [permissible logo backgrounds](#) for more details.



# Identity card

Height 85 mm

Width 54 mm



Employee's photograph: 28 mm (w) X 33 mm (h)

Font: Helvetica Neue Regular | Size: 14pt

Font: Helvetica Neue Bold | Size: 18pt

Font: Helvetica Neue Regular | Size: 9pt

Name Surname

**51324576**

Blood group: B+ve

PARTNER LOGO

If found please return to/call:

HCL Technologies Ltd.

A-10/11, Sector-3

Noida 201301

India

Toll Free: 1-800-xxx xxxx

Phone: xxxxxxxxxxxx

54 mm (w) X 85 mm (h)

Font: Helvetica Neue | Size: 10pt

# E-mail signature

The signature is an extension of the brand HCL with every communication you send out.

The template created here is a corporate mandate and is to be strictly adhered to by all employees.

Teams can add a custom communication in the designated area. Such communications must pertain to the business.

These can only be added as an image and must follow the guidelines specified in this document.

[Download template](#)

To: JohnSmith@hcl.com

Subject: Title of the email

Hello there!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc imperdiet sem eu convallis pellentesque. Fusce vel orci in metus vehicula rhoncus. Vivamus id sapien tellus. Suspendisse dignissim ante vitae posuere tristique. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc imperdiet sem eu convallis pellentesque. Fusce vel orci in metus vehicula rhoncus. Vivamus id sapien tellus.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc imperdiet sem eu convallis pellentesque. Fusce vel orci in metus vehicula rhoncus. Vivamus id sapien tellus. Suspendisse dignissim ante vitae posuere tristique. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc imperdiet sem eu convallis pellentesque. Fusce vel orci in metus vehicula rhoncus. Vivamus id sapien tellus. Suspendisse dignissim ante vitae posuere tristique. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Thanks & Regards,

Name

Designation - Team

[HCL Corporation Pvt. Ltd.](#)

Address line 1,

Address line 2,

Tel: XXXXXXXX Extn: (xxxx) [\(Optional\)](#)

Mob: +91-98XX XX XXXX [\(Optional\)](#)

[www.hcl.com](#)



# Fact file (footer)

For use in RFP documents, mailers, proposals, and other internal communications.

The fact file reflects business performance and would be updated every quarter.

[Download template](#)

## Footer for HCL Tech

[Download template](#)



# Changelog

[Index](#)

All notable changes to this project will be documented here.

## 1.0.2 — September 2019

First official release

## 1.1.0 — February 2020

- Added Typography for HCL Enterprise
- Added logo use guidelines for partner collaterals
- Added recommended digital and print color profiles
- Revised color codes corresponding to recommended color profiles
- Added download buttons in relevant sections
- Minor updates, fixes and reorganization



Remember that our brand story grows stronger with the time and effort that you put towards consistently designed communication.



Our guidelines shall evolve as our brand evolves. The most up to date version of the brand guidelines and brand assets can always be found at Sales Central.

Brand assets tied to our company numbers are updated quarterly following the announcement of our quarterly results.

The guidelines in this document have been reviewed and approved by leadership across HCL Technologies and HCL Enterprise.

This document is maintained by the HCL Technologies brand team. Should you have any additional questions, or suggestions about the brand guidelines and its application in design, please write to us at the address below:

Abhishek.Atre@hcl.com - HCL Technologies  
HCLTBrand@hcl.com

Rajat.Chandolia@hcl.com - HCL Enterprise  
Brand@hcl.com