



LOGO Guidelines

Introduction

This Guideline has been created to enable Deepak Fasteners to present a consistent image to the marketplace. It is very important in avoiding confusion created through inconsistent corporate presentation.

These detailed guidelines must be adhered to at all times. This will ensure a consistent corporate image and preserve the large investment made in the brand. Any proposed deviation or area not covered by this manual should be referred to the appropriate person.

The purpose of this manual

This Guideline is for everyone who is associated with or involved in the implementation of the Deepak Fasteners corporate image. These guidelines provide technical or mandatory information and some design information that may be required for the company's image.

Whilst this guideline does not identify and describe every application of the logotype, it does describe in detail the necessary items to implement a successful corporate image. The detailed information in each section should be adhered to and should not be modified in any way.

If the guideline is strictly followed, Deepak Fasteners' corporate image will maintain the necessary quality and consistency throughout.

How to use this manual

Make sure you read through all the sections to fully understand correct logo usage.

It is recommended to show any outside suppliers the sections relating to their particular area of production.

Please ensure that all artwork/ design work is signed off in accordance with this guideline to ensure there is no modification or deviation from the corporate image. If circumstances arise that are not covered in this manual, or for any contact changes and maintenance to various items, **please contact head office at +91-(0)161-391-1111, ext.: 1152.**

Specifications for Logo Reproduction

The DFL brand is over 50 years old and the current version of the logo has been in use since the early 1970's. The logo is a critical part of the Unbrako brand strategy and identity. It is the most fundamental and visible facet of the brand. It embodies the brand core, higher aim and the business premise of the company.

As such, it always must be reproduced faithfully, consistently and accurately. This specification has been prepared with this objective and allows for either colour or black & white reproduction.

Instructions

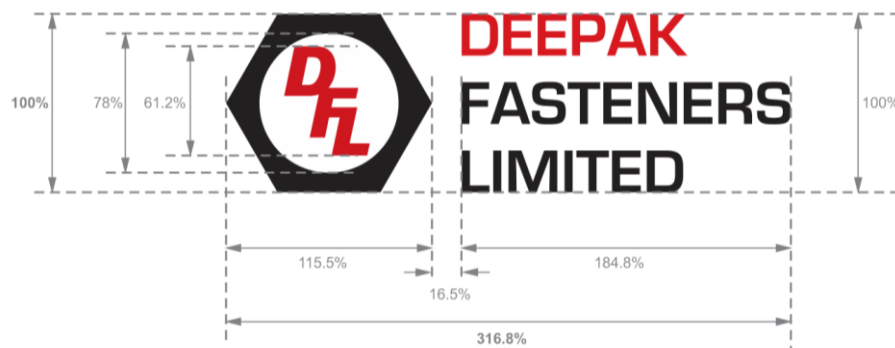
1. The DFL logo consists of red lettering with a white circular background, surrounded by a black hex. The RED colour reference to be used is **CMYK 0,100,100,15**. Logo reproduction must be matched to this reference at all times. Caution: colours displayed on office printers and monitors may not match these standards.
2. For black and white reproduction, black lettering with a black hex is permitted.
3. The logo is to be reproduced directly from the images contained in the electronic files available at www.deepakfasteners.com.
4. The constant width-to-height ratio of the DFL hex logo is always **1.155 to 1** (while the complete logo with the text is 3.168:1). Any distortion or re-sizing of the logo that result in a different ratio is not allowed.
5. There must be a protected (blank) area of at least half of the logo height around the entire logo in all applications.
6. On documents such as letterheads and business cards, the logo should normally be used in the top right hand corner. Its position should not run to the edge of the paper (see para. 5 above).
7. The DFL logo must always be given at least equal sizing to any other company logo used on the same document.
8. The logo must not be incorporated into, or combined with, any other logo.
9. The logo must not be enclosed or underlined by lines of any shape.
10. The logo must not be inserted into text, headlines or signatures.

The Logo

The DFL logo consists of red lettering inside a black hex with white background. *Note:* all the fonts are special and cannot be recreated using standard fonts. Use the logo files as available at www.deepakfasteners.com.

Logo Dimensions

In the image below, all the dimensions are calculated based on the height of the logo. When these values are applied correctly to the ratios of distances between and around the logo, the preferred visual impact is achieved.



Isolation Area

A minimum clear space is required to be left around the logo as shown alongside. This is also known as the isolation area, as no other written or visual element is allowed within the minimum clear space of the logo. This is done to enhance the visibility and maintain a consistency in the brand design as shown below.

Clear space around the logo should be = Half i.e. 50% of the logo height



Minimum Size

Do not use the logo in size smaller than 10mm in height.



Logo Variations

In case there is a requirement to print the logo in a single colour, then the Black & White option maybe used - black lettering with a black hex is permitted.

The logo including the name should always appear together. Always ensure that the logo is offset against a light background. Use the logo type that best enhances visibility and allow easy readability.

Black & White Option



Coloured Option

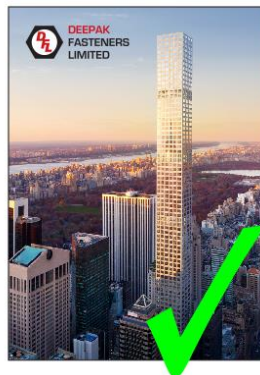
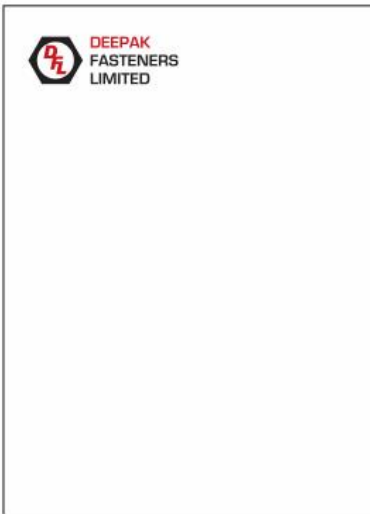


Only DFL



NOTE: The DFL logo maybe used by itself ONLY if there is a space restraint or a design requirement.

To allow legibility of the name 'DEEPAK FASTENERS LIMITED' – either 100% black or white colour maybe used. Do not use any other colours. See some examples below:



NOTE: The white circular background should always be behind the DFL lettering. Do not let the background affect this.

Incorrect Logo Usage

- Do not distort the logo. Do not expand or condense disproportionately.

Do not Expand



Do not Shrink


- Do not recreate or substitute with any other fonts. Each letter has been crafted in a unique way.



- Do not rearrange in any way. Hex should be flat on top. The baseline is placed on the right of the logo signature.



- Do not change the logo colour. DFL should be Red with Black Hex & White Background.




- In case of greyscale creative, the black & white option of the logo maybe used.


- The logo must not be placed too close to other objects/text. Always allow ½ logo height as clear space.



Deepak Fasteners Limited consolidated its position as a major player in the world fastener market with the takeover of Unbrako from SPS Technologies USA in year 2008.
- The logo must not be inserted into text or headlines.

In Fasteners Engineering,
You Name It,  Has It.
- Do not add effects like shadows, dimensions and gradients to the logo.






Colour Guide

The DFL colour references are given below, which must be printed as a spot colour. Logo reproduction must be matched to this at all times.

DFL - Red CMYK 0,100,100,15 RGB 207,48,52 #ce161e	White #FFFFFF	Rich Black CMYK 40,30,30,100 #000000	Dark Grey PMS Cool Gray 9 CMYK 0,0,0,80 #58595b
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Pantone Matching System (PMS):

The Pantone colours specified here are for reproduction on coated (c) paper stock. When printed on uncoated paper stock, colours must be matched to Pantone coated colours. When reproducing colours for various applications (vinyl, paint, fabrics, embroidery cotton, plastics and spot colour printing) the Pantone colours specified must be matched as closely as possible.

4 Colour Process Matching System (CMYK):

When 4 colour process is being used to reproduce the corporate colours the 4 colour process colour breakdowns for each colour must be used.

RGB & Websafe Matching System:

All digital media (TV, websites, PowerPoint, email signatures etc.) should use the RGB or websafe colour values.

Caution: All colours shown in this manual are NOT FOR MATCHING purposes.

Always refer to quoted CMYK colours.

Note: Professional printers should use rich black colour.

Primary Typeface

The primary corporate typeface is MYRIAD PRO. This should be main support typeface in all printed material and advertisements. Different weights maybe used as per requirement. This is important to keep a consistent look to all outgoing documents. Both PC and Mac versions of the font are readily available online.

MYRIAD PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789, .?!@#% ^&*

MYRIAD PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789, .?!@#% ^&*

Secondary Typeface

In instance where Myriad Pro cannot be used, e.g. electronic devices, websites, etc, CALIBRI is an allowed alternative.

CALIBRI

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789, .?!@#% ^&*

In documents where a large amount of data is to be processed, MINION PRO maybe used to allow for easy readability.

MINION PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789, .?!@#% ^&*

NOTE: Preferred Font colour for all documents is Dark Grey (80% Black). Refer to colour guide for more information.