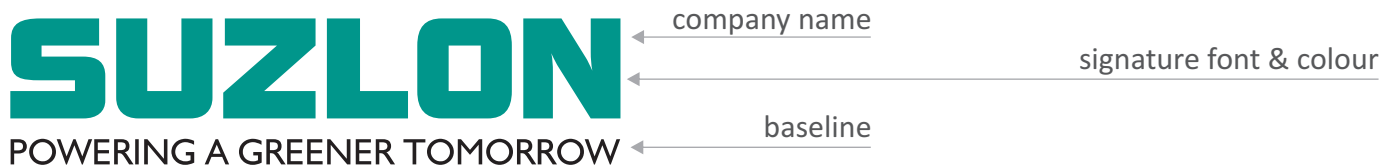## Suzlon signature

The Suzlon brand signature is the most fundamental and visible facet of the brand. It embodies the brand core, higher aim and the business premise of the company.

The brand signature creates the first visual contact with the audiences and hence needs to resonate at various levels and layers of the brand's personality.

The Suzlon signature grid consists of three elements that work together as a whole and form what is commonly termed as the **company logo**.

logo

The Suzlon logo comprises of three elements:

SUZLON ← company name

signature font & colour

POWERING A GREENER TOMORROW ← baseline

(1)   The first element is the group and company name 'SUZLON', in the signature font - BOLT Bd BT.

      This font signifies — strength, boldness and largeness of purpose.

SUZLON
POWERING A GREENER TOMORROW

(2)   The signature colour – Teal green.

The colour green is inherently synonymous with - prosperity, renewable/eco-friendly and progress.

The 'teal' shade of green qualifies the above with responsibility, seriousness, a blend of youth and maturity.

(3)   The baseline – **'POWERING A GREENER TOMORROW'**

Commonly called the brand's promise this baseline underlines the brand's commitment and promise to sustainability and a better future for all.

All three elements will always appear together in the fonts, styles and colours specified to form the official Suzlon logo.

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Usage guidelines

- ## Logo dimensions

In the graph (on the right side) one unit is denoted as 'X', where 'X' denotes 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.

X
(1.00)

0.69 X

0.14 X
0.17 X

4.17 X

X = logo height

- ## 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.

The clear space around the logo should be kept as follows;

Clear space = Half of the logo height i.e. **0.5 X**

0.5 X (Clear Space)

0.5 X
(Clear Space)
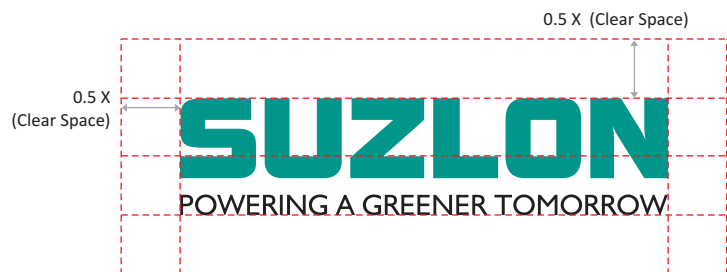
SUZLON
POWERING A GREENER TOMORROW

- **Minimum size**

The logo

Do not use the logo in a size smaller than 8mm in height.

Not less than 8mm

- **Colour variations**

In case there is a requirement to print the logo in single colour, then the same should be in black for light backgrounds. In case the background is dark then the logo should be white in colour (reverse).

- **Background controls**

The logo including the baseline should always appear together.

Always ensure that the logo is offset against a light background. A clear area should be maintained around and beneath the logo when using an image in the background (as shown on the right side).

The single minded purpose behind background control is to enhance visibility and allow easy readability (legibility).

SUZLON
POWERING A GREENER TOMORROW
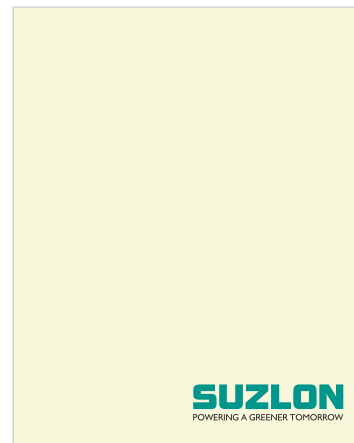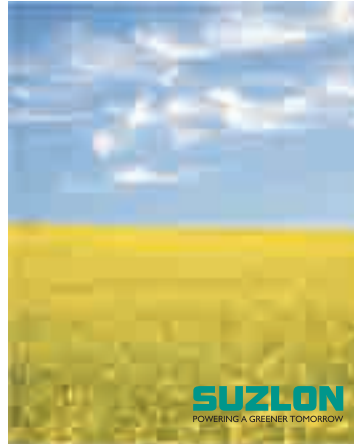
- **Misuses**

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

- Do not place the logo against amorphous and busy backgrounds.

- Use the logo in reverse when placing against dark-coloured and textured backgrounds as they greatly reduce the visual impact of the same.

- However, the logo must never be used in reverse if the background is light-coloured.

- In case of a greyscale creative, the logo is required to be used as a reverse of the background colour e.g. in a black background, the logo will be white and vice-versa.

Do not expand

Do not condense