



BRAND GUIDELINES



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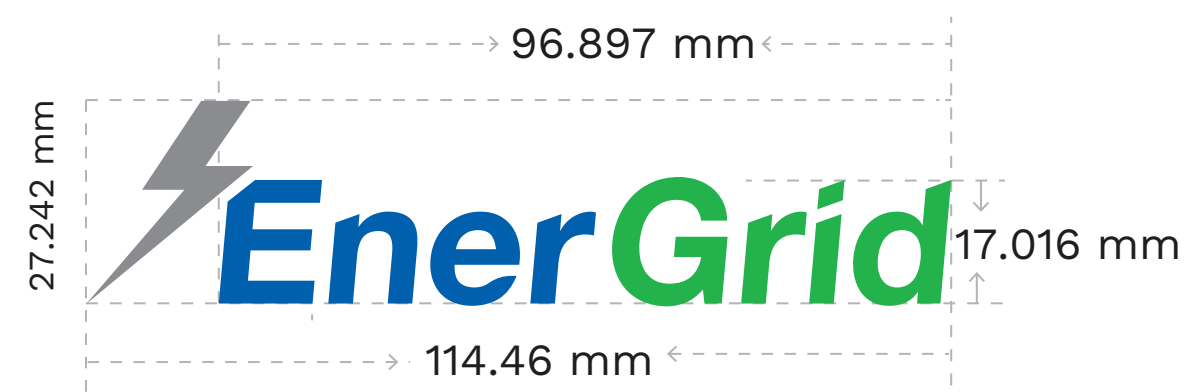
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Standard Logo / Exclusion Zone

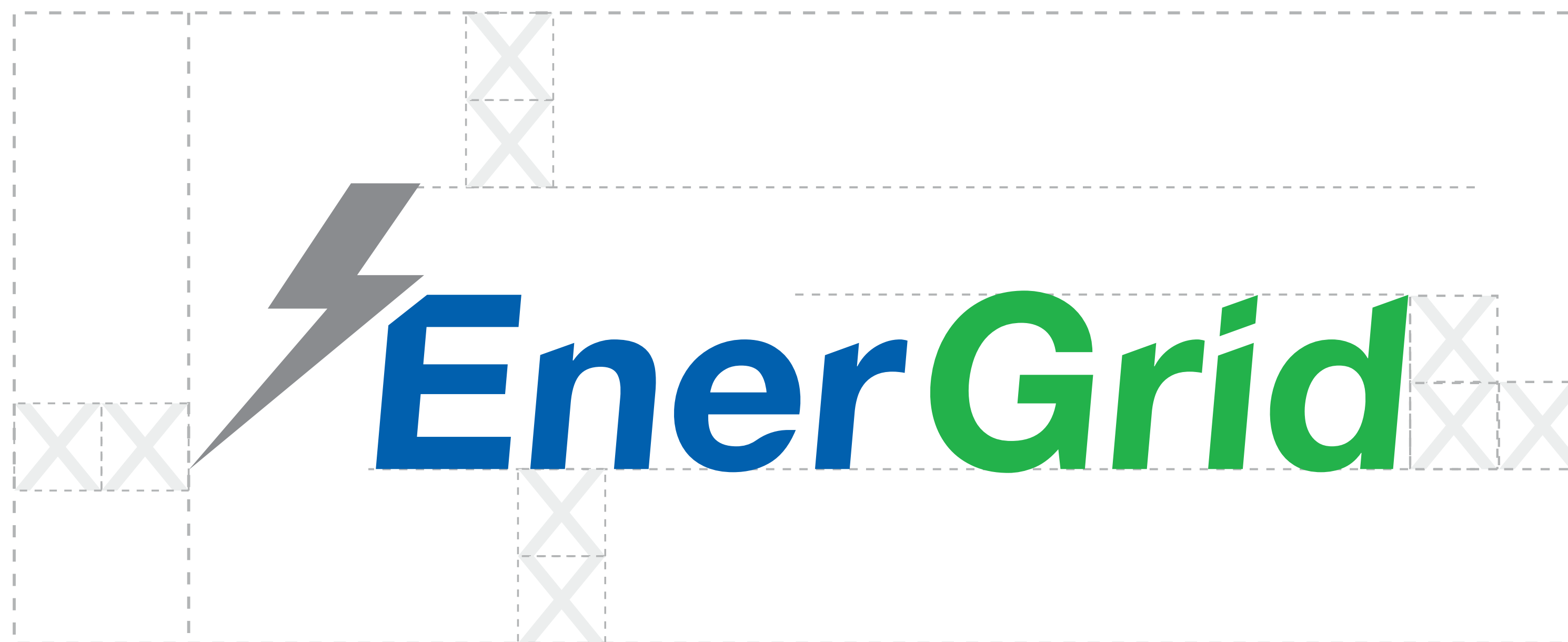
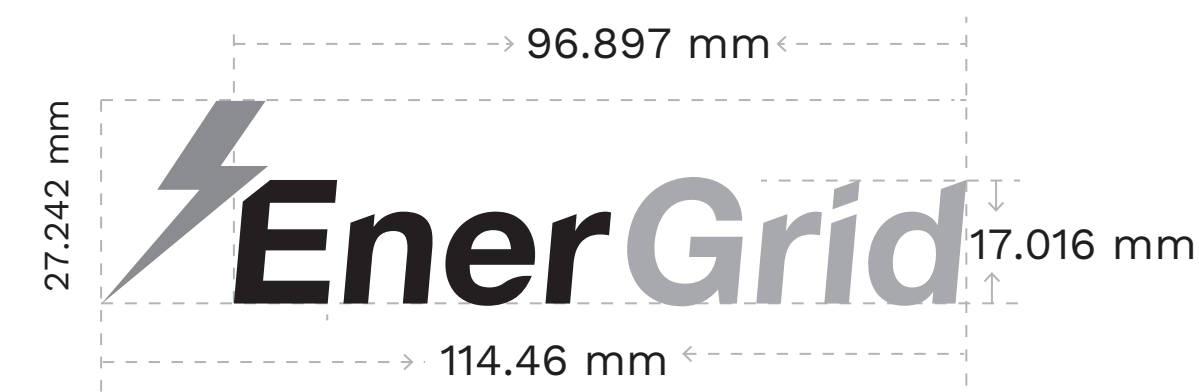
The EnerGrid logo is sacrosanct and it cannot be ungrouped. Hence increase or decrease in size must be done maintaining the same proportions.

To ensure that the logo is clearly visible, it's important to define prohibited areas around it. These areas should be free of any other graphic elements, text or images that could interfere with the logo's visibility. To achieve this, it is recommended to leave an area around the logo that is half the size of the letters of the EnerGrid logo. As shown in the image on the right.

Colour logo



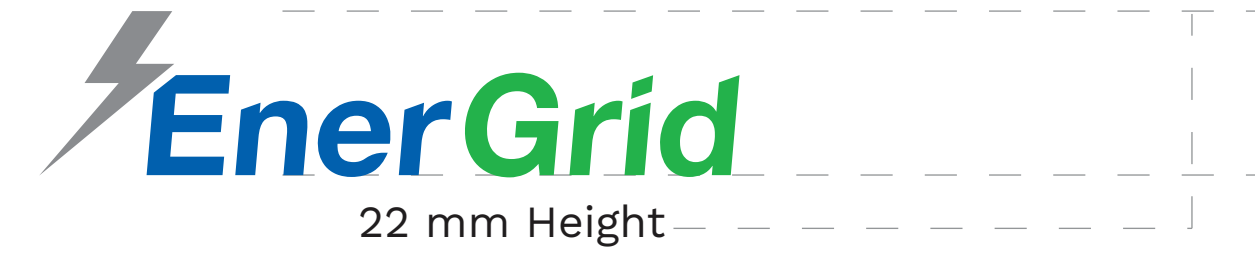
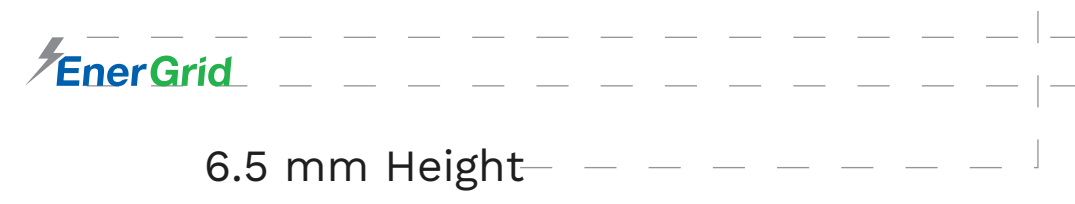
Black & White logo



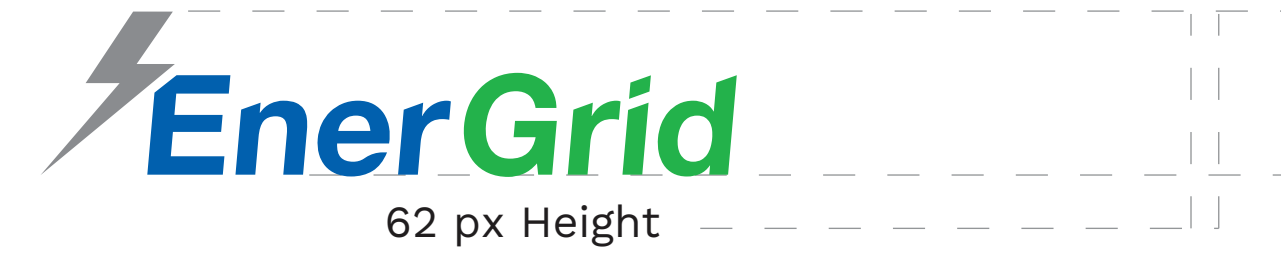
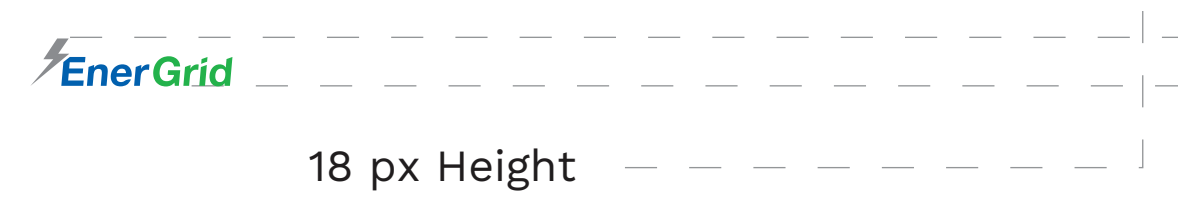
EnerGrid Logo (Orientation and Size)

For print materials, it's important to remember that the logo's height should not be smaller than 6.5mm to ensure clarity and readability. Similarly, for web use, the recommended logo height should not be displayed smaller than 18 pixels. In addition, when adjusting the logo's size, it's crucial to do so proportionally to maintain its integrity. It's important to maintain its proportions to ensure it stays true to the original design. This means that all elements of the logo should be increased or decreased proportionally to maintain its balance and integrity.

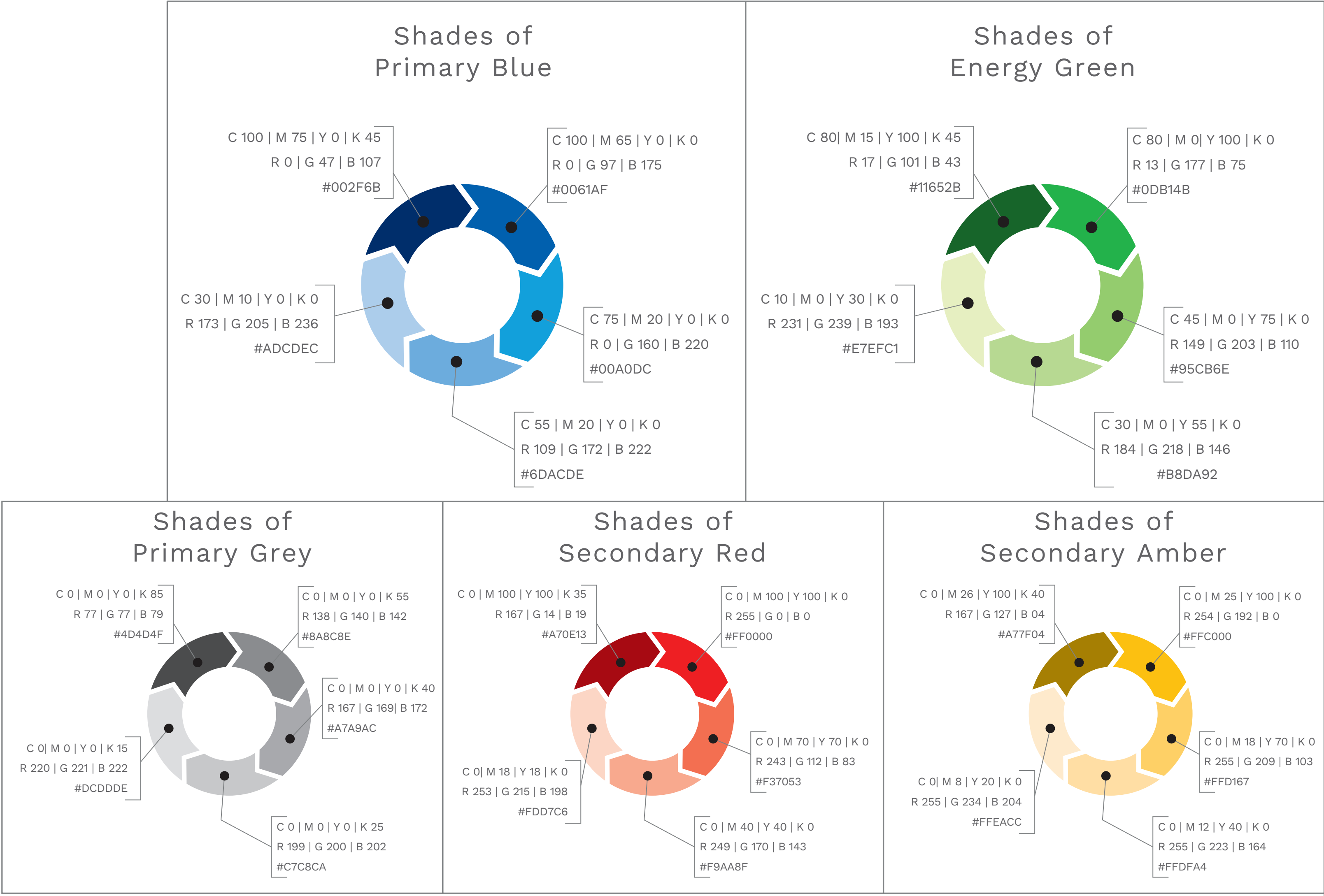
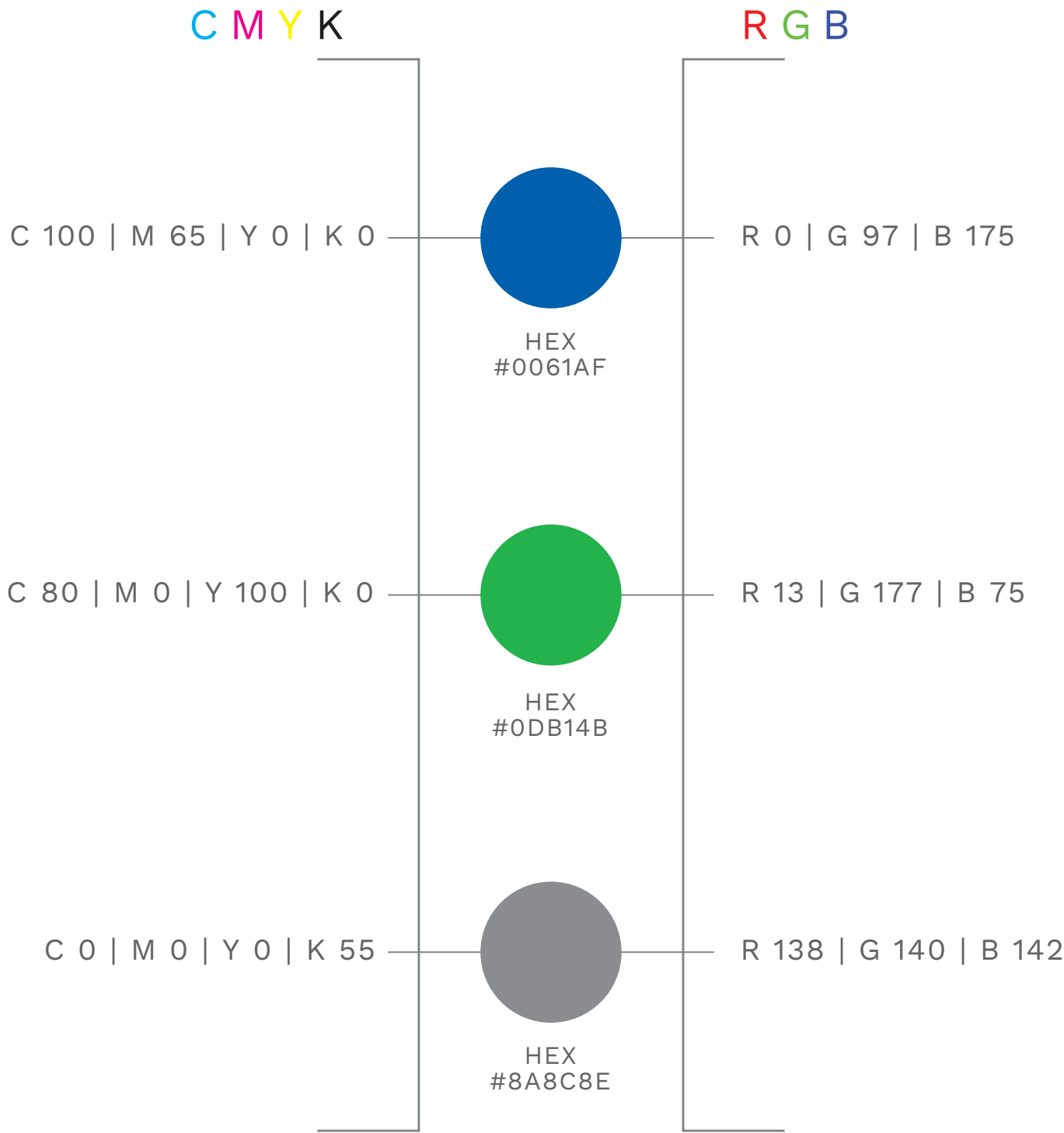
For Print



For Web



Brand Logo Colour



Use of Logo Colour

To ensure the EnerGrid logo is always visible and prominent, use the brand colors for highlighting against any background color. This minimum requirement applies to all logo applications, including print, online, merchandise, and signage.



Incorrect Usage

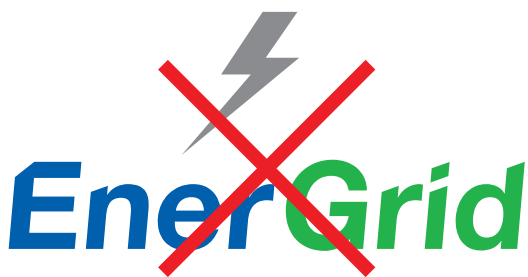
Do not alter or fill the logo by using the image power clip, gradient, texture, grayscale or any other colour.



Do not reduce the gap between company name and the logo



Do not change the EnerGrid Streak position



Do not round or smooth the edges of the logo or company name.



Do not distort the logo or company name, either horizontally or vertically.



Do not alter the company symbol or name's color.



Do not add drop shadows or other effects to the logo



Do not split company name



Do not alter the logo by making it bold or thick.



Do not distort the logo or company name, either horizontally or vertically.



Do not use logo on darker/image background



Presentation Templates

Template ratio (size) 16:9. Example shown here is 18% of actual size





Presentation Title

Sub Title

India Grid Trust

Slide Title



Page No.



Thank You !

Font and Size:

Slide Title	Arial (Bold)
Size	20pt
Slide Content	Arial
Size	12-16pt
Page No.	Arial
Size	12pt



Thank you!

Contact Information

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