BRAND MANUAL

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• Web – Websites, Blogs, Online ads, Twitter profiles, Facebook page, other Social Media profiles
They say clothes makes a man. Does it?
Of course, clothes not only defines a person, it gives a person an edge. We Indians, relate everything to clothes. The social status of a person can be judged by the clothes they wear. It mirrors their inner self. It gives them an identity. Our pride, love, trust, faith, traditions and especially our emotions gets accentuated by the clothes we wear.

Wearing handwoven clothes is just such a tradition that we can not have enough of. The materials used in handwoven clothes suits us to such an extent that it becomes part of our personality. The weather also plays its part.
But the people who have been at the forefront of this tradition, the weavers - have never been acknowledged properly or have never received the accolades that they fully deserve. India Handloom intends to change just that.
Our visionary Prime Minister, Shri Narendra Modi has given a boost to this sector by including this into ‘Make in India’ campaign, and has created a brand which will create a new identity for India’s priceless handloom products and their weaving artisans. And that brand is ‘India Handloom’.

‘India Handloom’ will give a unique quality standard to our high quality handloom products. This will create an unprecedented market for India's handloom products, the world over. The presence of ‘India Handloom’ mark will assure the buyer of its genuineness, and guarantee of the high standards in which it is manufactured. This brand with its rigid quality standards will create a larger export market, and at the same time will be a boost to the weavers with better production facilities and a prosperous future for them & their families.

This brand will enable the Prime Minister’s vision of ‘Zero defect and Zero effect products’. The buyer will have the access to it over the internet 24x7, and for the weaver’s, the world will be at their doorstep to shop.
And this is what we will portray through our logo, designs and communications, then be it in print, radio, TVC or online communications media. This manual will set the guidelines for all the agencies, print or production houses of the various parameters of the design elements to be used.
INDIA HANDLOOM
BRAND MANUAL

Logo Specifications and Format

INDIA HANDLOOM
COMFORT | STYLE | FASHION
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Logo Specifications and Format
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Logotype & Variations

Primary Brand Colours

<table>
<thead>
<tr>
<th></th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orange</td>
<td>0</td>
<td>65</td>
<td>100</td>
<td>0</td>
</tr>
<tr>
<td>Green</td>
<td>75</td>
<td>0</td>
<td>100</td>
<td>0</td>
</tr>
<tr>
<td>Blue</td>
<td>100</td>
<td>85</td>
<td>0</td>
<td>0</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>R</th>
<th>G</th>
<th>B</th>
</tr>
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<tbody>
<tr>
<td>Orange</td>
<td>238</td>
<td>115</td>
<td>11</td>
</tr>
<tr>
<td>Green</td>
<td>62</td>
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</tr>
<tr>
<td>Blue</td>
<td>43</td>
<td>58</td>
<td>140</td>
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</tbody>
</table>
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Minimum size of the logo for any kind of communication

Logo Restrictions
Logos are always to be reproduced in either Adobe Illustrator, InDesign, Corel, Quark Xpress or any such software, from where it is neither pixelised nor gets diffused in any manner whatsoever, for use in various communications.

Minimum size
Take care to keep the logo always in proportion to the design and always keep it in vector format so that it never pixelises.

Maximum size

2.5 cm
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Colour Palette

For **Headlines** always use India Handloom Brand Blue colour

![India Handloom Brand Blue colour](image)

For **Subheads** or highlighting any copy always use these colours

![Subhead colours](image)

For **Body** copy always use 100% Black colour only, no tints ever

![Body colour](image)
Brand colours and tints
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Brand Logo for Greyscale

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Grey
K
- 60
- 40
- 100
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Brand Logo for Black & White and in Reverse

Black & White

Reverse

INDIA HANDLOOM

COMFORT | STYLE | FASHION

K

100
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Unacceptable usage of logo or brand colours
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Unacceptable usage of logo or brand colours
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Logo Specifications and Format

Here ‘X’ denotes the minimum distance to be maintained
Logo Specifications and Format

Here ‘X’ denotes the minimum distance to be maintained.
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Font – Style, Size and its Usage

Helvetica Neue Bold
Headlines : 22 points, Leading : Auto

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Kk Ll
Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
Font – Style, Size and its Usage

Helvetica Neue Regular
Subhead : 14 points, Leading : Auto

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Kk Ll
Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
Helvetica Neue Light
Subhead: 9.5 points, Leading: Auto

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Kk Ll
Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
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Sub-Branding

INDIA HANDLOOM

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BANARASI SILK
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Images – Mood and General Style

Please make sure people shown in the images portray cheerfulness.
Please make sure product images portrayed are shot interestingly.
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Stationery

Letterhead
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Stationery

Envelope

Visiting Card
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Stationery

Email Signature

New Message

Recipients

Subject

Dummy Name
This is dummy designation

Development Commissioner (Handlooms)
Room No. 55
Ministry of Textiles (Government of India), Udyog Bhawan, New Delhi - 110011
Ph: 011-23365940, 23045882 • Fax: 011-2304690 • Email: ouchilum@nic.in
www.indiahandloombrand.gov.in

Send
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Marketing, Public Relations and Sales Collaterals Presentations

Presentations
Please make sure the logo remains always on white background and in proportion to the band, in all the collaterals.

PRESENTATION TITLE

Presentation title
Ad
Whatever the imagery, please ensure that the logo remains in its white background box surroundings and if the background is white itself, please see to it that enough breathing space is maintained, in all the ads.

The logo can be placed in an ad either at the top right corner – as shown below ...

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Marketing, Public Relations and Sales Collaterals Presentations

... or at the bottom right corner, as shown in this example.
In this instance, the copy can be placed parallel to the logo on the left side. Please take care to let logo & copy size gel, as a unit. For the previous option the copy can be placed in reverse or in a translucent box, without disturbing the image (the preferred option for body copy in 100% black).
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Marketing, Public Relations and Sales Collaterals Presentations

Standee
Maintain the logo position on top, right across the standee and on white background. Do not keep any copy at the base of any standee, but let the image continue.
Logo Banner
Please ensure the logo remains in the centre and always on white background, with enough stipulated breathing space all around.
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Marketing, Public Relations and Sales Collaterals Presentations

Logo Banner
Please ensure the message is clear, eye catching & minimalistic on the banner. If possible, keep the background white, if not, maintain the stipulated breathing space all around the logo and let the logo be on white. The logo position can either be top right or bottom right depending on where the banner is to be displayed.
Marketing, Public Relations and Sales Collaterals Presentations

Poster
Please ensure the message is clear and the poster design remains eye catching. Place the copy in interesting position & in bold, with short & crisp headlines. The logo can be placed depending on the quantum of copy, either at the top right corner or bottom right with stipulated breathing space all around the logo.

Option 1: Logo on top
Option 2: Logo at the bottom