

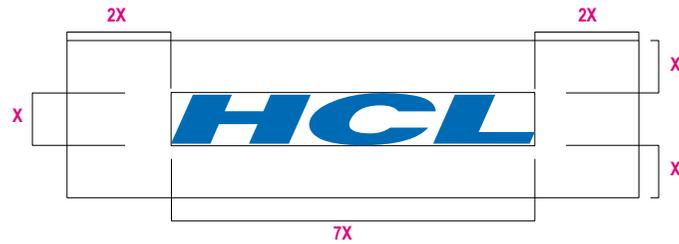
HCL

The HCL logo is blue (Pantone 293) written with an expanded Helvetica font family. The italic and subtle stretch of the typeface serves to give it the energy and innovation that HCL stands for. Though modern, it has a classicism that will not age for years. It should be treated with care and respect.



The Ratio

The ratio of width to height of the HCL logo should be 7:1. In all circumstances, the logo should be used in accordance with the ratio specified. The logo must never be tampered with or re-created digitally.



Size of the Logo and Clear Space

There are no restrictions on the maximum size of the logo. However, the width of the logo should not be less than 3 cms in all aspects of communication. This size excludes the clear space. The HCL logo has an exclusion zone around it which serves to give it a unique identity and this must be adhered to in the ratio specified.

For any clarifications related to the usage of the HCL logo, please check with the Corporate Communications team.



Usage of the HCL logo is not just a big decision, but a huge commitment from each and every one of us as we represent a unified view of HCL. The fact that we work for HCL Technologies, HCL Infosystems or HCL Comnet is immaterial. The HCL logo is never to be used in conjunction with the name of a subsidiary, country, or a product. All efforts must be made to ensure that the correct logo is used.



Colour



Reverse



Black and White



On Gray (K=20)



Reverse (Black & White)



On Gray (K=20) - Black & White



Light Blue (C=35)



On Gray (K=50) - Black & White



Light Yellow (Y=35)

The HCL logo can only appear as shown in these pictures. The colours for the font in the HCL logo are HCL blue, white and black. For a logo in blue font, the background colours can be white, grey, light blue and light yellow. For a logo in white font, the background colours can be blue, black and grey. For a logo in black font, the background colours can be white and grey.



Usage

The HCL logo is not to be changed in any way whatsoever and should never be placed on the left of the page in any collateral or mailer.



The HCL logo has specific font and background colours and can only appear in these specified colours. Any other 'Signature Colour' is not allowed.



Text effects such as outline, shadow, emboss, engrave, gradient and glowing are not to be applied to the HCL logo.



Control of Logo on Different Backgrounds

The logo can be reversed out of the specified solid primary colours - the reversed HCL blue or black (solid print). Background images as shown in the pictures are not allowed.



The Vertical Logo

If the situation demands the usage of the HCL logo in a vertical design - a pennant or a vertical banner, the logo must always be used as depicted in the picture. Here, the norms on logo size and clear space need to be adhered to.