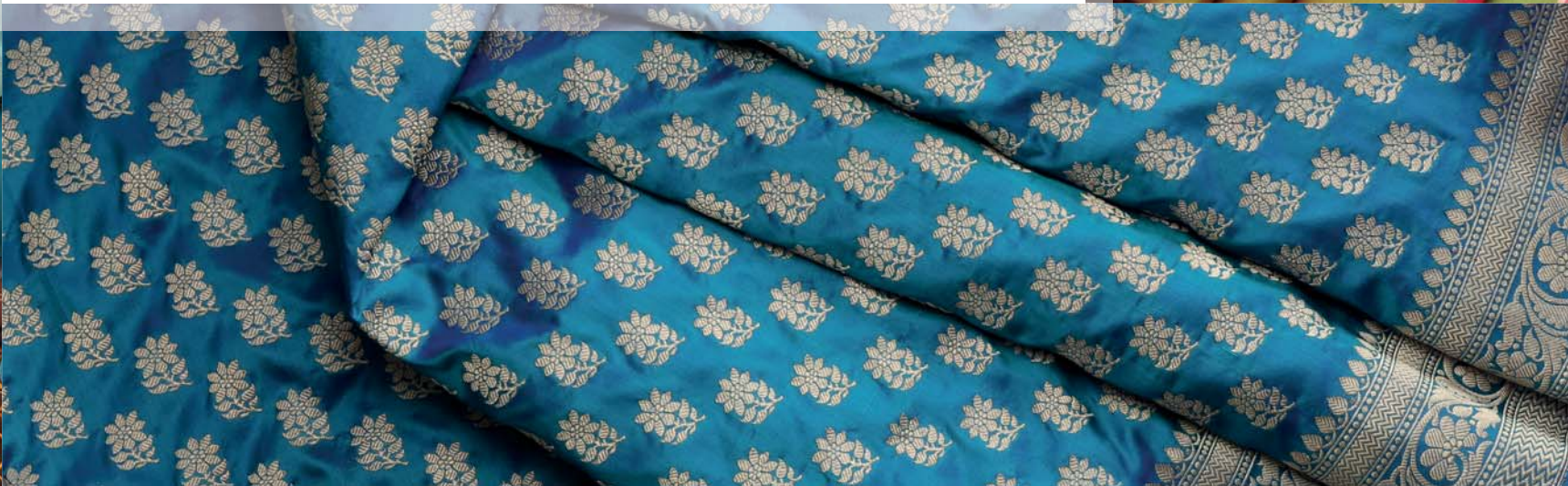




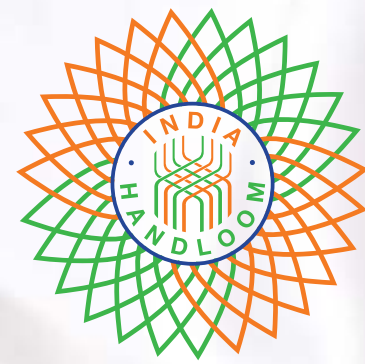
INDIA HANDLOOM

COMFORT | STYLE | FASHION

Brand Manual



BRAND MANUAL

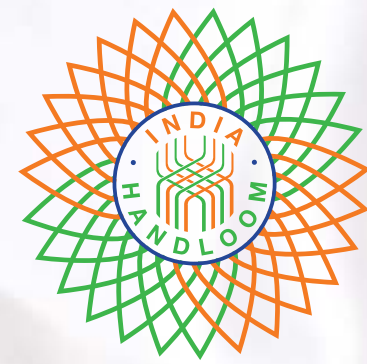


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- Logo specifications and format
- Logotype and variations
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- Colour palette
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- Unacceptable usage of logo or brand colours
- Spacing
- Type of font style, size and usage
- Grids and margins
- Sub-branding
- Type of imagery to be used
- Stationery and Communications –
Letterhead, Envelopes, Business cards, Shipping labels,
Notepads, Binders and Email signatures
- Marketing, Public Relations and Sales –
Presentations, Ads, Trade show and Event displays -
Standee, Banner, Poster, Panel, Fascia, Video
introductions and closings, Media kit, Press releases,
Co-branded ads, Materials, Promotional items,
Point-of-sale displays
- Web – Websites, Blogs, Online ads, Twitter profiles,
Facebook page, other Social Media profiles



BRAND MANUAL



Introduction

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.

India being a vast country has a populace that follows multi religions and speaks in more than 1,000 languages. But what binds us together is our traditions. We value our traditions, traditions that has been with us for time immemorial. Traditions are reflected in the way we live, dress up on festivals, occasions and in our day-to-day life.

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.



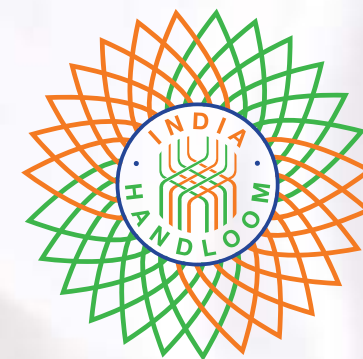




INDIA HANDLOOM

BRAND MANUAL

Logo Specifications and Format



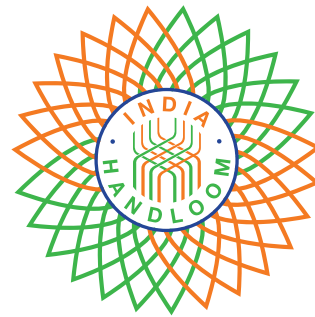
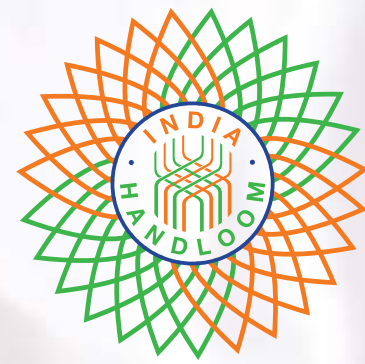
INDIA HANDLOOM

COMFORT | STYLE | FASHION



BRAND MANUAL

Logo Specifications and Format



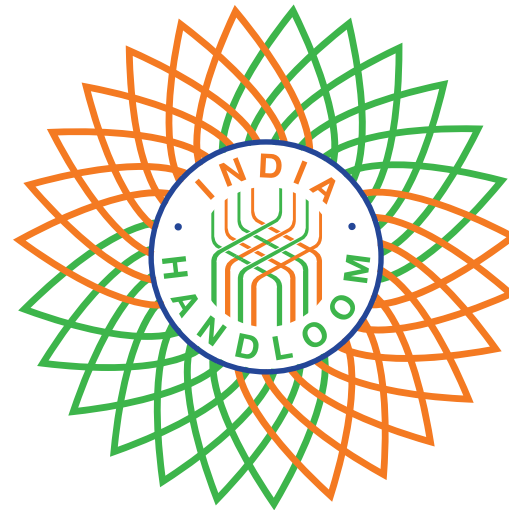
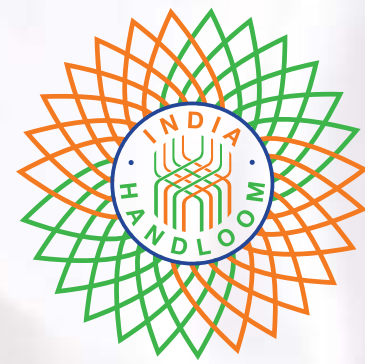
INDIA HANDLOOM

COLOUR | STYLE | FASHION



BRAND MANUAL

Logotype & Variations



INDIA HANDLOOM

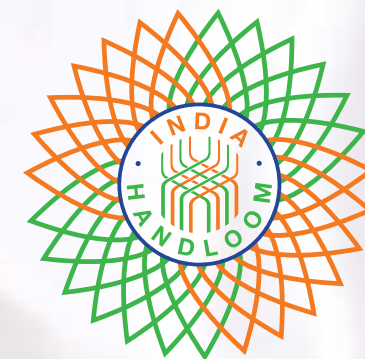
COMFORT | STYLE | FASHION

Primary Brand Colours

	C	M	Y	K
Orange	0	65	100	0
Green	75	0	100	0
Blue	100	85	0	0

	R	G	B
Orange	238	115	11
Green	62	171	55
Blue	43	58	140





BRAND MANUAL

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



2.5 cm

Maximum 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



BRAND MANUAL



Colour Palette

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



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



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

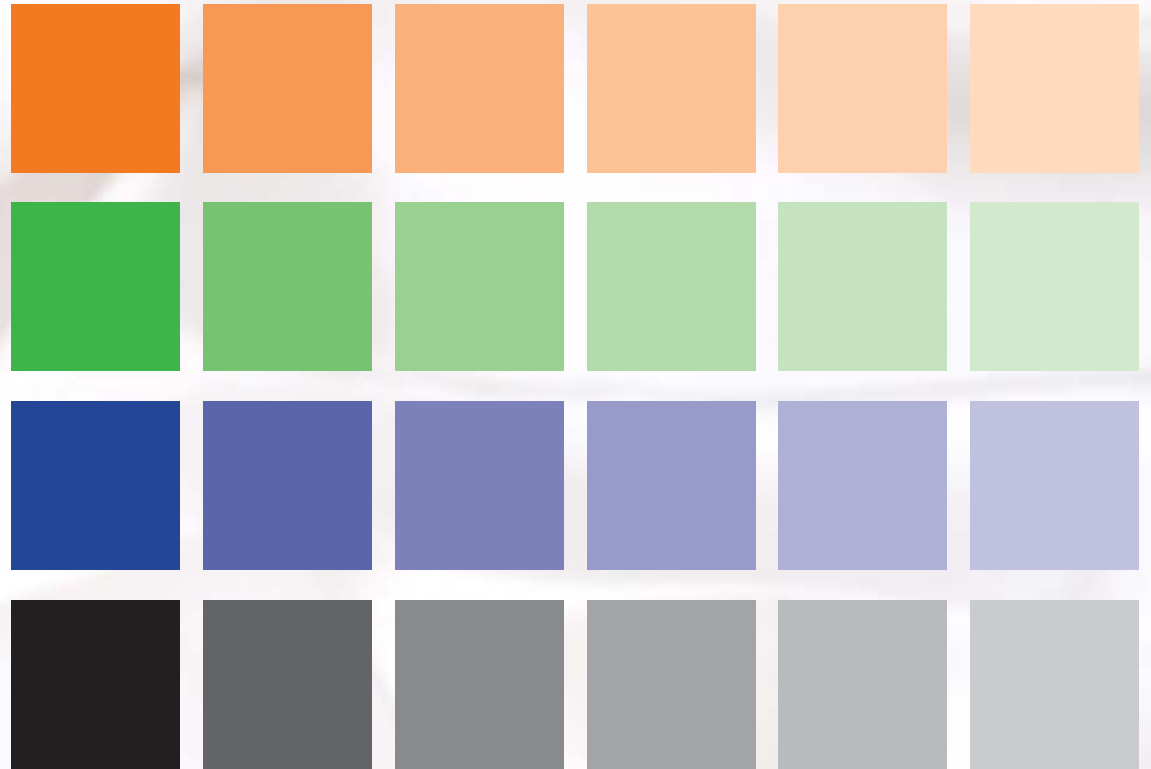


BRAND MANUAL



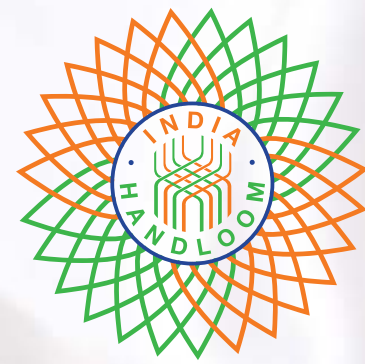
Colour Palette

Brand colours and tints



BRAND MANUAL

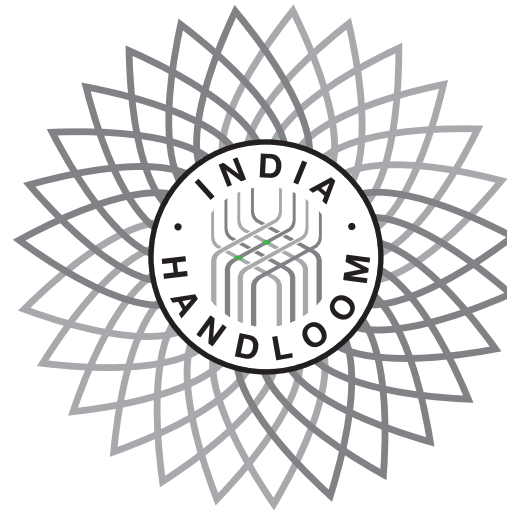
Brand Logo for Greyscale



Grey

K

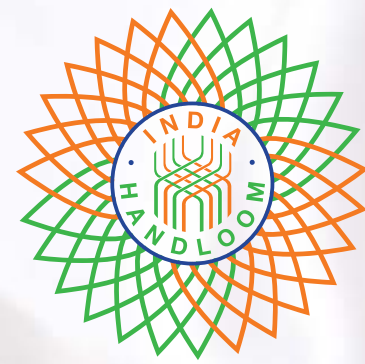
- 60
- 40
- 100



INDIA HANDLOOM

COMFORT | STYLE | FASHION

BRAND MANUAL



Brand Logo for Black & White
and in Reverse

Black & White

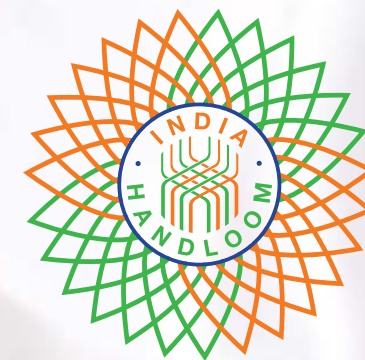
Reverse



K
■ 100

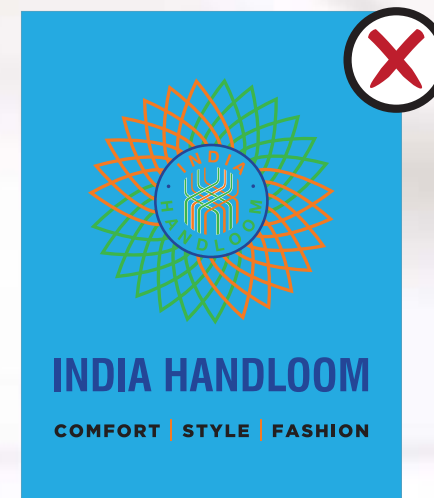
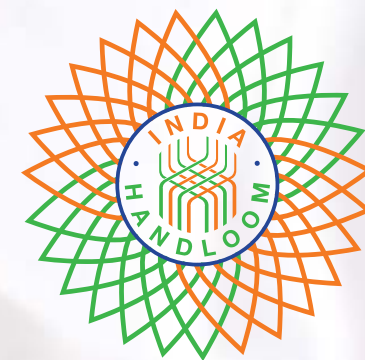
BRAND MANUAL

Unacceptable usage of logo
or brand colours



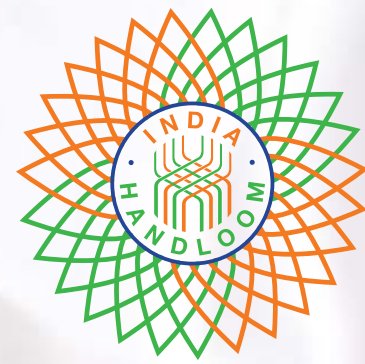
BRAND MANUAL

Unacceptable usage of logo
or brand colours



BRAND MANUAL

Logo Specifications and Format



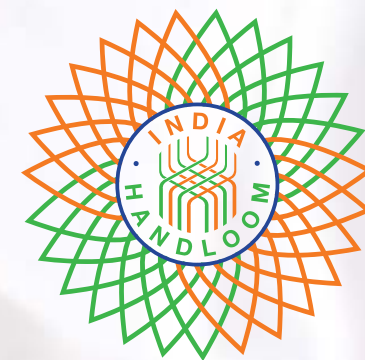
Here 'X' denotes the minimum distance to be maintained





BRAND MANUAL

Logo Specifications and Format



Here 'X' denotes the minimum distance to be maintained



BRAND MANUAL

Font – Style, Size and its Usage



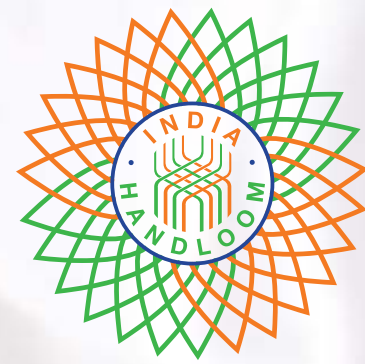
Helvetica Neue Bold
Headlines : 22 points, Leading : Auto

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



BRAND MANUAL

Font – Style, Size and its Usage



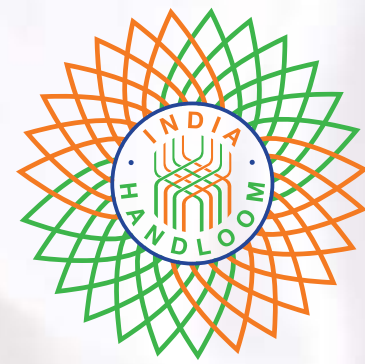
Helvetica Neue Regular
Subhead : 14 points, Leading : Auto

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



BRAND MANUAL

Font – Style, Size and its Usage



Helvetica Neue Light
Subhead : 9.5 points, Leading : Auto

Aa Bb Cc Dd Ee

Ff Gg Hh Ii Kk Ll

Mm Nn Oo Pp

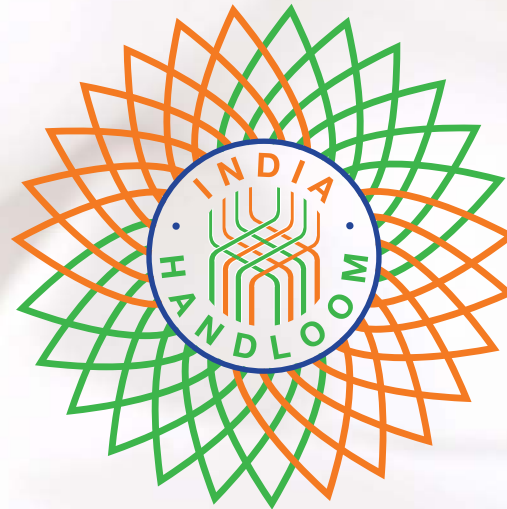
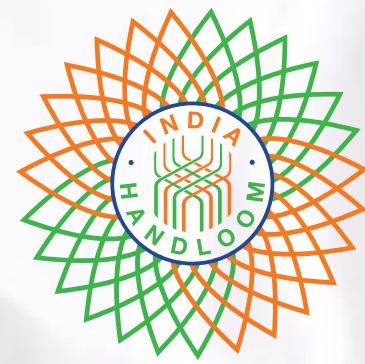
Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz



BRAND MANUAL

Sub-Branding

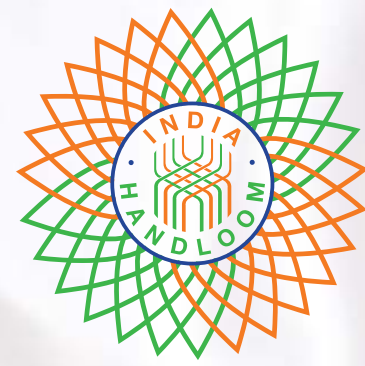


INDIA HANDLOOM

COMFORT | STYLE | FASHION

BANARASI SILK

BRAND MANUAL



Images – Mood and General Style

Please make sure people shown in the images portray cheerfulness



BRAND MANUAL



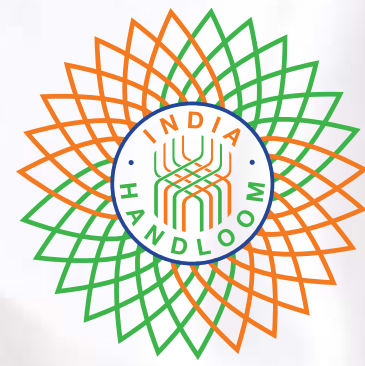
Images – Mood and General Style

Please make sure product images portrayed are shot interestingly

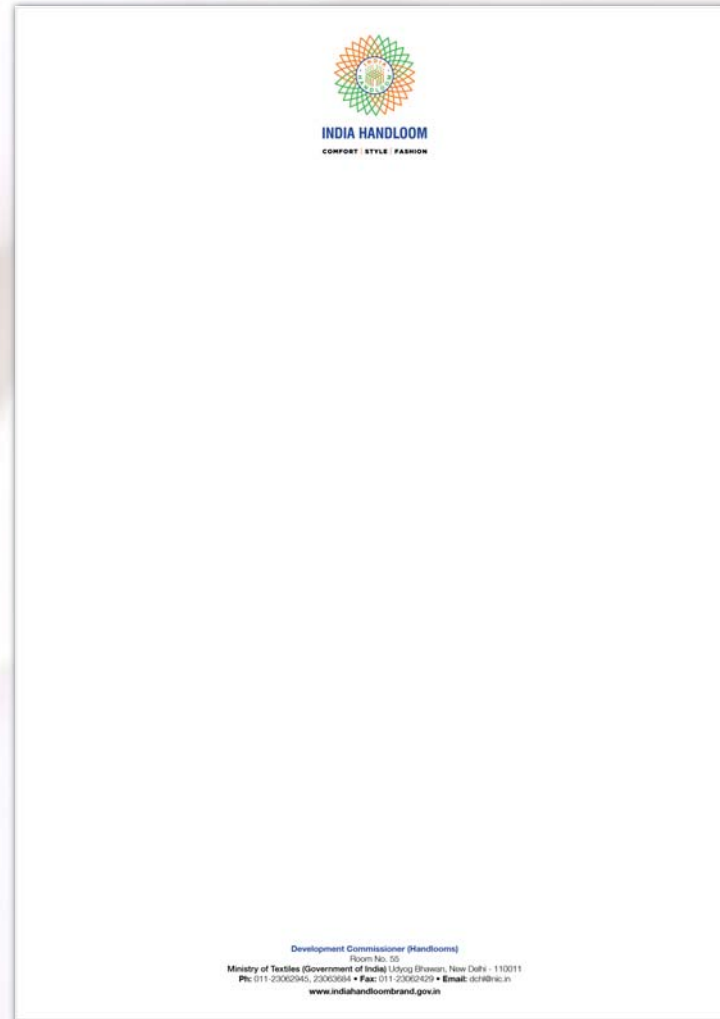


BRAND MANUAL

Stationery

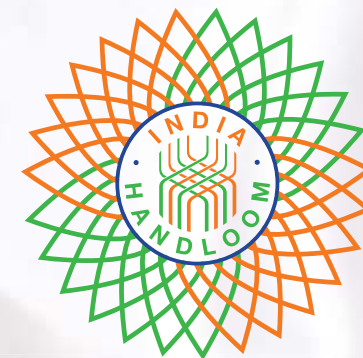


Letterhead



Development Commissioner (Handlooms)
Room No. 55
Ministry of Textiles (Government of India) Udyog Bhawan, New Delhi - 110011
Ph: 011-2300296, 2300368 • Fax: 011-2300429 • Email: dsh@nic.in
www.indiahandloombrand.gov.in

BRAND MANUAL



Stationery

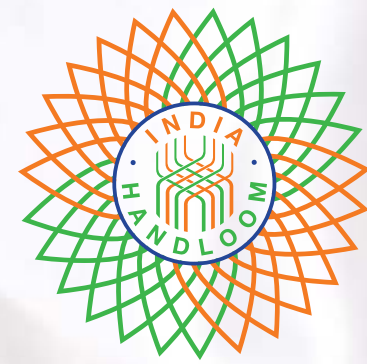
Envelope



Visiting Card



BRAND MANUAL




Stationery

Email Signature

New Message — ↗ ✕

Recipients

Subject



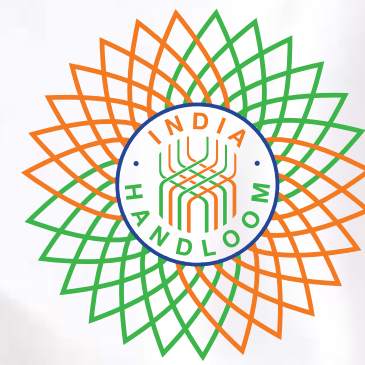
INDIA HANDLOOM
COMFORT | STYLE | FASHION

Dummy Name
This is dummy designation

Development Commissioner (Handlooms)
Room No. 55
Ministry of Textiles (Government of India) Udyog Bhawan, New Delhi - 110011
Ph: 011-23062945, 23063684 • Fax: 011-23062429 • Email: dchl@nic.in
www.indiahandloombrand.gov.in

Sans Serif ▾ ↑↓ **B** *I* U A ▾ ☰ ☷ ☱ ☲ ☳ ☴ ☵ ☶ ☷ ☹ ☺

Send A 📎 📷 🔄 😊 🗑️ ▾

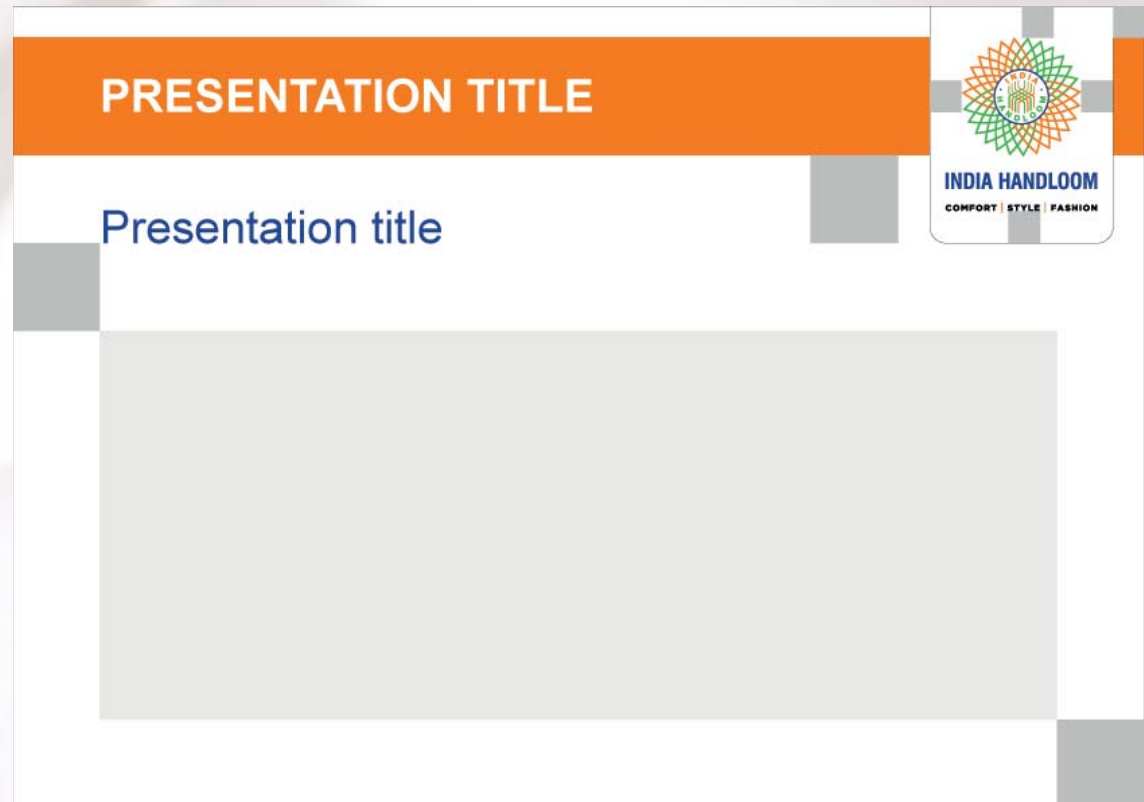


BRAND MANUAL

Marketing, Public Relations and
Sales Collaterals Presentations

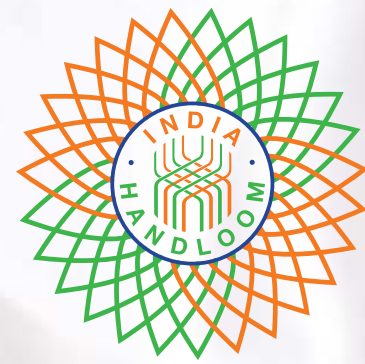
Presentations

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



BRAND MANUAL

Marketing, Public Relations and
Sales Collaterals Presentations



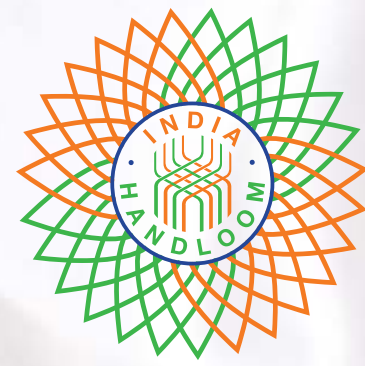
Ad

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 ...

BRAND MANUAL

Marketing, Public Relations and
Sales Collaterals Presentations



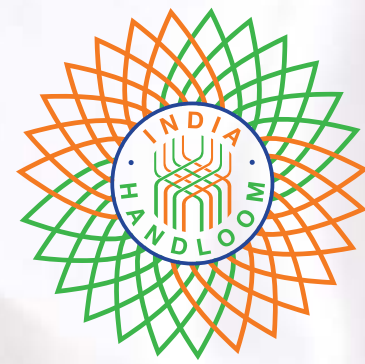
Ad

... 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).

BRAND MANUAL

Marketing, Public Relations and
Sales Collaterals Presentations



INDIA HANDLOOM
COLOUR | STYLE | FASHION

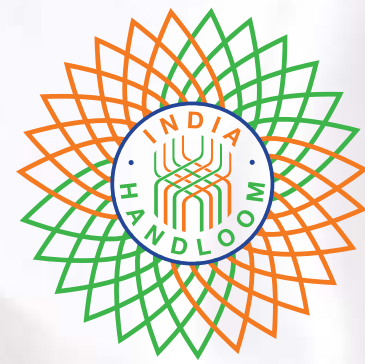


Standee

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.

BRAND MANUAL

Marketing, Public Relations and
Sales Collaterals Presentations



Logo Banner

Please ensure the logo remains in the centre and always on white background, with enough stipulated breathing space all around.

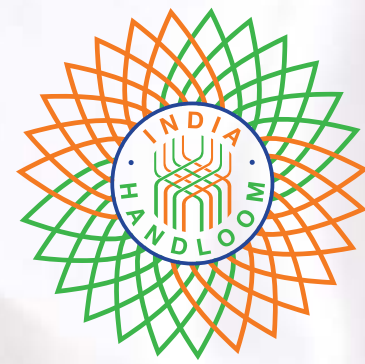


INDIA HANDLOOM

COLOUR | STYLE | FASHION

BRAND MANUAL

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.

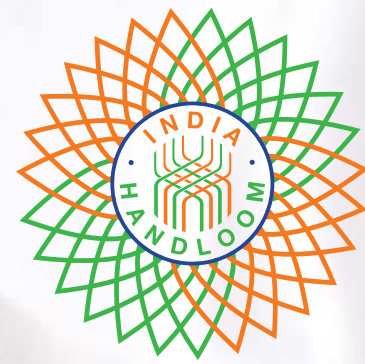


INDIA HANDLOOM

COLOUR | STYLE | FASHION

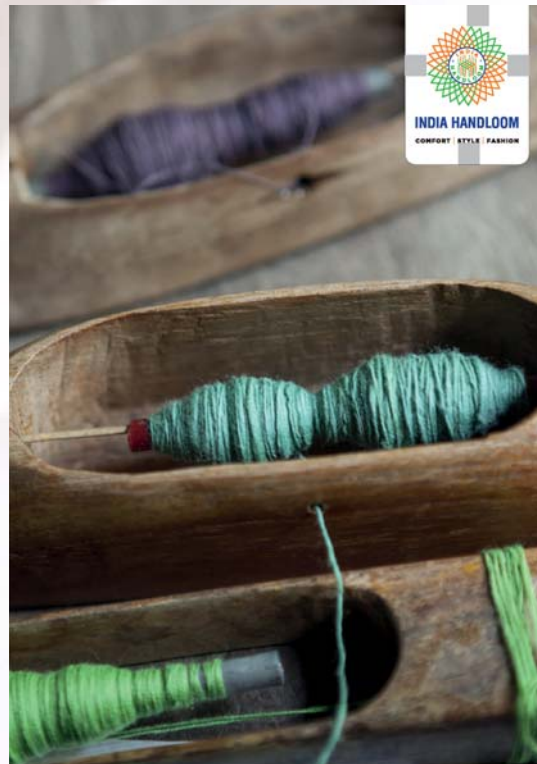
BRAND MANUAL

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