



HINDUSTAN ZINC
Zinc & Silver of India



.....>>>>>>



SAFE |||||



SMART

.....



SUSTAINABLE

Brand Standards Guidelines 2022

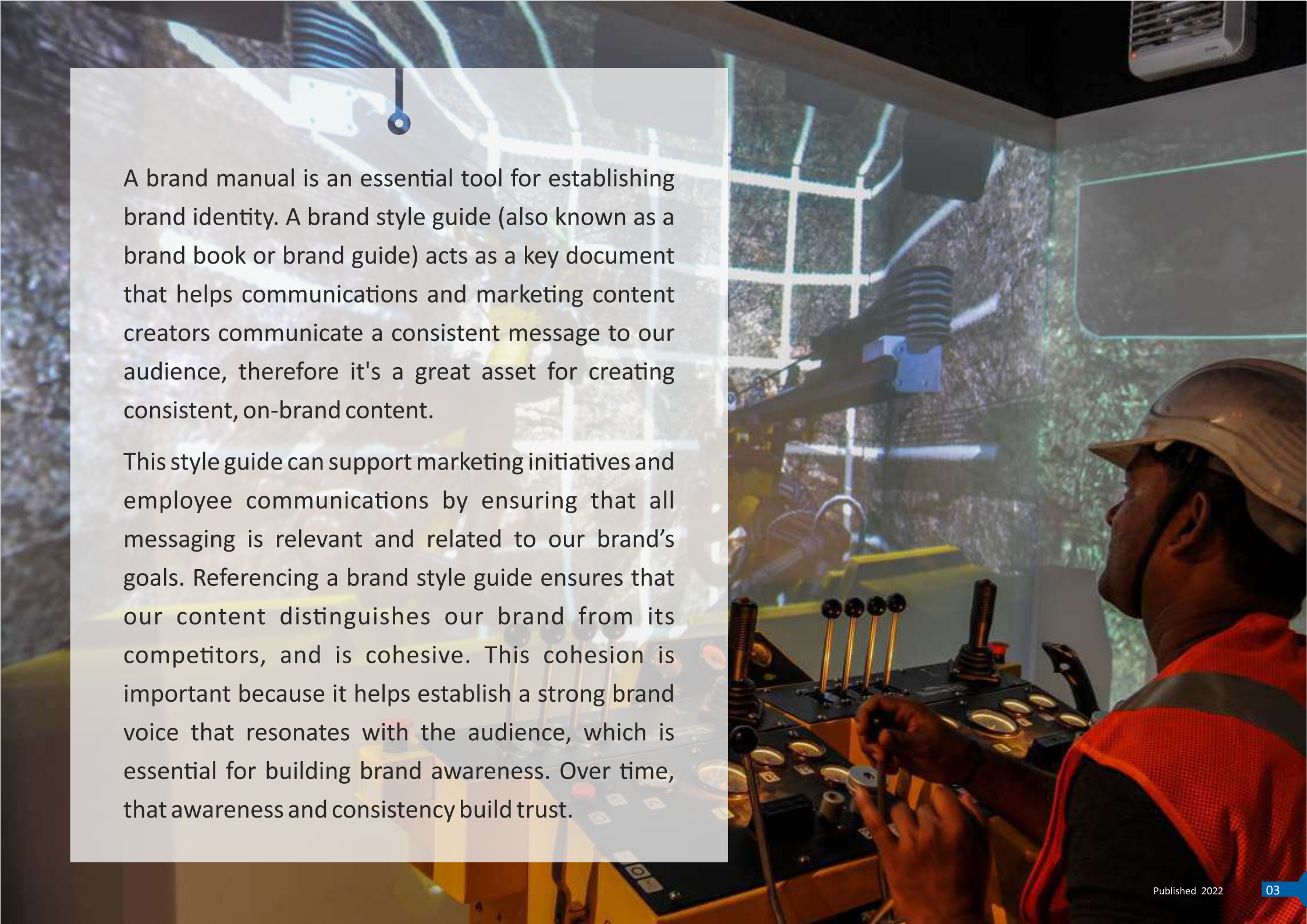


A NEW CHAPTER

In order to strengthen our brand identity and bring clarity and consistency to our communications we now have in place a detailed brand guidelines manual, which will guide our actions as well as clearly lay down rules about HZL's unique visual identity.

We seek your wholehearted support in making this a successful endeavor.





A brand manual is an essential tool for establishing brand identity. A brand style guide (also known as a brand book or brand guide) acts as a key document that helps communications and marketing content creators communicate a consistent message to our audience, therefore it's a great asset for creating consistent, on-brand content.

This style guide can support marketing initiatives and employee communications by ensuring that all messaging is relevant and related to our brand's goals. Referencing a brand style guide ensures that our content distinguishes our brand from its competitors, and is cohesive. This cohesion is important because it helps establish a strong brand voice that resonates with the audience, which is essential for building brand awareness. Over time, that awareness and consistency build trust.

1. Where can I get the soft copies of all the logos and templates?

You can reach out to the corporate communications team for the soft copies of all logos and templates.

2. Can the logo be written in any other font?

No, the logo is not to be recreated in any manner, it should be used as an image as is.

3. What colours can I use the logo in?

The logo is to be used only as the soft copy provided, its colours cannot be changed in any way. Our primary logo is in black with the tagline 'Zinc & Silver of India' on a blue patch. There are specific options provided if the logo is to be used on darker background, only these are the colour options available to use. Please refer to the brand manual.

4. Do I need permission to use the logo?

As long as you are using the logo in the normal course of business for presentations or documents you are free to use the logo. If you are using the logo for branding or for any visibility purposes it would be ideal to run the usage by the corporate communications team for confirming adherence to guidelines.

5. Can I break the logo and use as 2 or more elements?

No, the logo is to be used as is and cannot be broken into separate elements. Only corporate communications can, if needed, due to any constraints use the wordmark or the Sun mnemonic separately.

6. What If I have to put branding on a very small surface?

Please reach out to corporate communications in this case and they will suggest the best way to use the logo.

7. Where can't I use the logo?

Any place that will face lot of wear and tear or misuse should not have the logo if avoidable. Tissue papers, dust bins, dirty walls etc. are to be avoided.

8. Can I write the logo in any other language?

No, the logo is to be used as is and cannot be written in any other language. If due to mandatory reasons regional language has to be used then it should only be used as plain text below the complete prescribed logo.

9. Are there any rules for using the logo on shirts or merchandise?

Yes, all branding including clothing, equipment, gifts, merchandise is to be as per the brand manual.

10. Can the logo be used in an angle?

No, the logo is to be used in a straight line only.

11. Can the logo be used with other establishment logos?

You need to contact corporate communications for the correct placement of the HZL logo with respect to other logos in case of any joint initiatives.

12. What is the brand design element? Where can I use it?

The Brand design element is a unique design element created to emphasise HZL's core philosophy of SAFE, SMART and SUSTAINABLE. The element is to be used as is while proportionately increasing or decreasing its size depending on the space available. You can use it on all internal or external material as a design element.

13. What fonts can I use in communication?

HZL now has a prescribed corporate font that is to be used in all communication including marketing material, presentations etc. For all headlines and headings the font is PRODUCT SANS BLACK, for other content you should use CALIBRI or in case of emails etc ARIAL is preferred. Please refer to the brand manual for details.

14. Are there guidelines for the colours I can use?

Yes, the brand manual lists down the primary and secondary colours for HZL. Do not use any other colours in your communications and presentations.

15. Who will answer my queries regarding the logo and brand guidelines?

You can reach out to the corporate communications team for any information or help.

For any design approvals/designing work (internal mailers, branding, outdoor, safety boards) share it with HZL CC Team

A full-page background image of a worker in a steel mill. The worker is wearing a yellow hard hat, orange gloves, and a dark blue uniform with reflective white stripes. They are bent over, using a long wooden plank to guide or align a row of dark, rectangular steel ingots on a conveyor belt. In the background, large, glowing orange molten metal vessels are visible, along with blue circular signs with white numbers like '6' and '70'.

This brand book covers the following key areas:

- The legacy of our logo
- The logo
- The various versions of our logo, and correct usage
- Fixed Typeface for all Communications
- Tone of Voice
- Brand Graphic
- HZL Culture & Beliefs Illustration
- Stationery and Design templates
- Merchandise designs

- A. This is the standard Hindustan Zinc logo, with the Sun emblem and the name of the company arranged horizontally.
- B. The Sun emblem or mnemonic. This is not to be used separately anywhere other than legal/government documentation. Permission has to be taken from corporate communications.
- C. This is how the horizontal logo format is used in association with any other logo.

A



B



C





These are the reverse and monochromatic logo options allowed as per the guidelines. Detailed instructions are available inside.



HINDUSTAN ZINC
Zinc & Silver of India



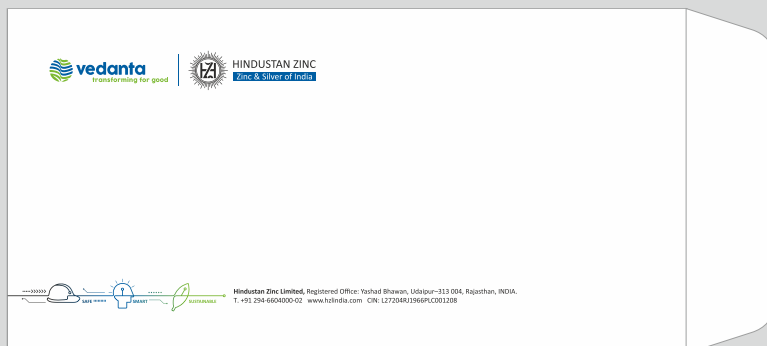
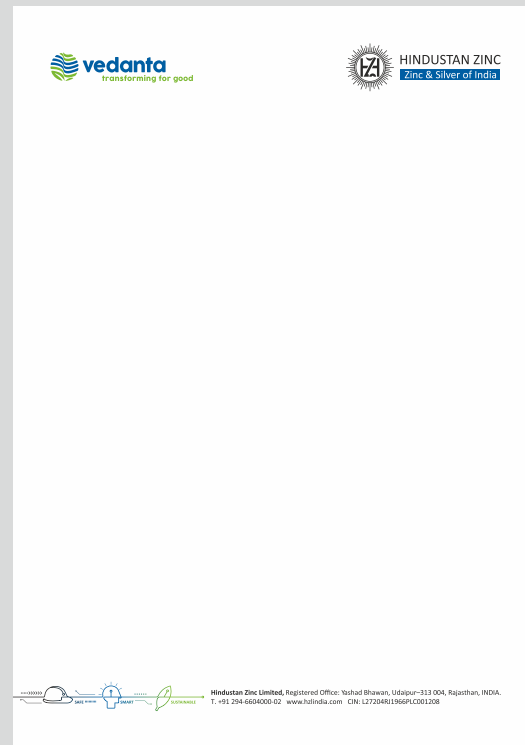
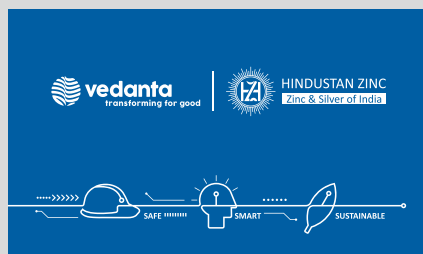
HINDUSTAN ZINC
Zinc & Silver of India



HINDUSTAN ZINC
Zinc & Silver of India



HINDUSTAN ZINC
Zinc & Silver of India



Some examples of Stationery templates as per the guidelines to standardise and strengthen our brand identity in official communications.

Examples of branding on merchandise and gifts to be followed going forward.





The Story of the Sun

In 1945, the British surrendered the mining rights over Zawar to the rightful owner, the Kingdom of Mewar. Subsequently the Metal Corporation of India (MCI) obtained the mining lease from the king. In the year 1966, the company Hindustan Zinc Limited was incorporated with major shareholding of the government of India.

The Kingdom of Mewar is in what is now known as Rajasthan, and Udaipur was its capital since 1568 when the then ruler Maharana Udai Singh moved there to better defend his kingdom from the growing attacks of the Mughal army led by emperor Akbar.

In the heraldry of Mewar, the Sun plays a major role as the emblem of the empire, the emblem of the kingdom and the emblem of the Maharana. The royal house of Mewar, belonging to the Rajput Suryavanshi lineage claimed its descent from the sun god 'Surya'.



HINDUSTAN ZINC
Zinc & Silver of India

Hindustan Zinc, a Vedanta Group Company, is one of the world's largest and India's only integrated producer of Zinc-Lead and Silver.

Sustainable development is an integral part of our business philosophy and represents the core commitment of our management and employees. Our focus on conserving resources, improving health, safety, environmental performance and enhancing the quality of life and fostering innovation finds expression in all our brand communication.



The Sun is the symbol of our proud heritage and history, the output from our mines have been putting India on the world map for hundreds of years.

The rays emanating from the sun show its radiance, benevolence and all pervasive nature, similar to what we do here at HZL, it is impossible to imagine any facet of modern life that is not dependent on our offerings.

The two concentric circles establish stability.

The alphabets H and Z, within the circles have been uniquely crafted to give the appearance of the face of Sun god from the royal emblem. The top part of the Z has been curved to denote the 'teeka' on the forehead. The crossbar in letter H has been cut in two equal parts to represent the eyes. The lower bar of Z has been shaped so as to give the appearance of lower part of the face of Sun.

The Sun symbol has been cut into 16 large parts and that has been divided into 4 equal sub parts each.

HINDUSTAN ZINC

The wordmark HINDUSTAN ZINC is written in simple clear text along with the Sun emblem. Together they form the complete logo unit.

Zinc & Silver of India

Zinc & Silver of India is our tagline that appears under the Sun emblem and Hindustan Zinc wordmark. This text is put on a blue patch in reverse to highlight it prominently. HZL is India's only integrated Zinc, Lead and Silver producer and this is a matter of pride and achievement.

OUR LOGO



HINDUSTAN ZINC

Zinc & Silver of India



Brand Mnemonic

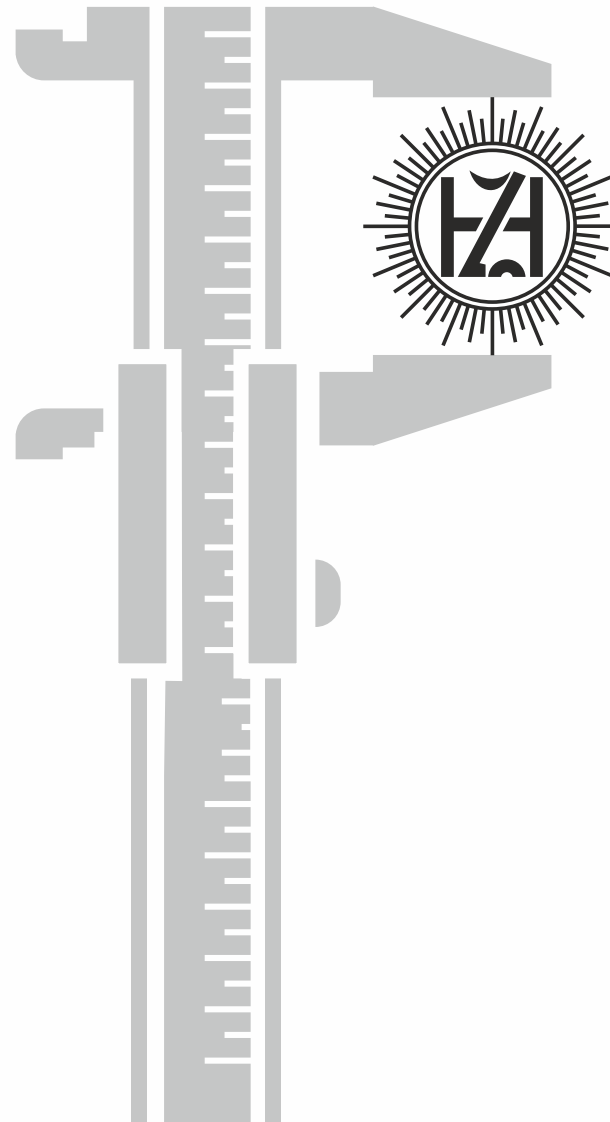
BRAND MNEMONIC

A brand “symbol/mnemonic” serves to promote quick recall of what the brand represents in both tangible and intangible ways. By themselves symbols mean nothing. It is only after we invest them with our values and strengths that they begin to create the emotional and sub-conscious links with stakeholders whose loyalty and commitment alone can protect our future.

SYMBOL (MNEMONIC) REPRODUCTION

The logo symbol (mnemonic) should be used along with the complete logo and not separately without approval from Corporate Communications.

LOGO USAGE



HINDUSTAN ZINC
Zinc & Silver of India



App Icon

BRAND SYMBOL/MNEMONIC FOR APP ICON

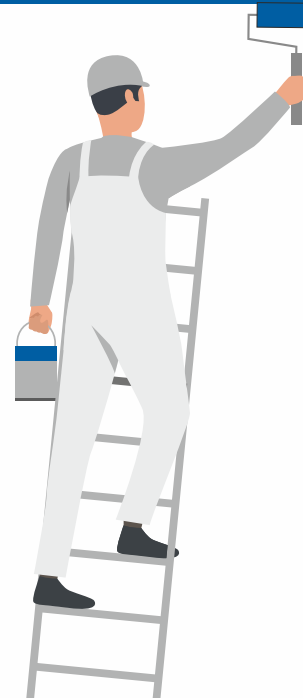
A brand “symbol/mnemonic” serves to promote quick recall of what the brand represents in both tangible and intangible ways. The most easily relatable element of our logo unit is the mnemonic and hence we use this where only icons can be used due to size constraints.

COLORS



HINDUSTAN ZINC

Zinc & Silver of India



PRIMARY COLORS

CORPORATE PRIMARY COLOR PALLETE FOR PRINT AND DIGITAL

Hindustan Zinc's primary colours are Blue, Black and Green. These are the colours to be used prominently while creating any communication related to the brand. Sticking to the primary brand colours brings consistency and easy brand identification as well as recall. The specifications of these colours are shown here.

The 4 color process values to be used for any printing purpose and digital are shown here.

The RGB colour values are only for electronic use. This means colours may appear differently on screen because of monitor calibration.

RGB is specific to digital applications only. This includes mobile devices, computer monitors, laptops, TV and movie screens, games and illuminated signs. HEX use is for website.

COLORS: CMYK and PANTONE are for print. RGB, and HEX are for onscreen.

HZL Blue

4 COLOR OFFSET PROCESS:

C:100 M:62 Y:6 K: 0

PANTONE:

2935 C

RGB:

R:0 G:99 B:167

HEX:

#0063A7

HZL Black

4 COLOR OFFSET PROCESS:

C:0 M:0 Y:0 K: 100

PANTONE:

433 C

RGB:

R:0 G:0 B:0

HEX:

#000000

HZL Green

4 COLOR OFFSET PROCESS:

C:59 M:0 Y:100 K:0

PANTONE:

369 C

RGB:

R:115 G:191 B:68

HEX:

#73BF44

SECONDARY COLOR PALETTE FOR PRINT AND DIGITAL

The secondary palette has tones of Blue and Green to tint. It is primarily used for graphs, charts, diagrams and illustrations.

This palette should not be used for hero designs, e.g brochure covers, a background on a cover, cover of slide presentation, event banners, social media posts, or anything that is used as hero visual.

The RGB colour values are only for electronic use. This means colours may appear differently on screen because of monitor calibration.

RGB is specific to digital applications only. This includes mobile devices, computer monitors, laptops, TV and movie screens, games and illuminated signs. HEX use is for website.

SECONDARY COLORS: CMYK for print. RGB, and HEX are for onscreen.

4 COLOR OFFSET PROCESS: C:65 M:41 Y:4 K:0	RGB: R:103 G:139 B:194	HEX: #678BC2	4 COLOR OFFSET PROCESS: C:48 M:0 Y:81 K:0	RGB: R:173 G:222 B:93	HEX: #ADDE5D
4 COLOR OFFSET PROCESS: C:59 M:37 Y:4 K:0	RGB: R:121 G:150 B:200	HEX: #7996C8	4 COLOR OFFSET PROCESS: C:43 M:0 Y:71 K:0	RGB: R:185 G:227 B:113	HEX: #B9E371
4 COLOR OFFSET PROCESS: C:48 M:30 Y:3 K:0	RGB: R:147 G:168 B:210	HEX: #93A8D2	4 COLOR OFFSET PROCESS: C:35 M:0 Y:59 K:0	RGB: R:205 G:237 B:150	HEX: #CDED96
4 COLOR OFFSET PROCESS: C:39 M:24 Y:2 K:0	RGB: R:169 G:183 B:219	HEX: #A9B7DB	4 COLOR OFFSET PROCESS: C:28 M:0 Y:48 K:0	RGB: R:216 G:240 B:157	HEX: #D8F0AF
4 COLOR OFFSET PROCESS: C:31 M:20 Y:2 K:0	RGB: R:186 G:197 B:227	HEX: #BAC5E3	4 COLOR OFFSET PROCESS: C:23 M:0 Y:39 K:0	RGB: R:227 G:277 B:195	HEX: #E3F7C3
4 COLOR OFFSET PROCESS: C:25 M:16 Y:2 K:0	RGB: R:199 G:207 B:231	HEX: #C7CFE7	4 COLOR OFFSET PROCESS: C:17 M:0 Y:28 K:0	RGB: R:232 G:247 B:207	HEX: #E8F7CF
4 COLOR OFFSET PROCESS: C:21 M:13 Y:2 K:0	RGB: R:209 G:216 B:235	HEX: #D1D8EB	4 COLOR OFFSET PROCESS: C:9 M:0 Y:15 K:0	RGB: R:241 G:252 B:224	HEX: #F1CE0

SPACE AROUND THE LOGO

It is important for the logo to have clear space around it so that it stands out. As shown in the diagram alongside, the logo should have at least as much clear space around it as equals the height of the “HZ” letter in the symbol “SUN”.

THE EXCLUSION ZONE

To ensure clear visibility and recognition all logos require an exclusion zone around them.

The dotted line indicates the minimum exclusion zone around our logo unit. At least this amount of space must be left around the logo for all types of usage. Whenever possible please ensure that more than this prescribed minimum space is maintained between the logo unit and other graphic elements.

TAGLINE

Our tagline "Zinc & Silver of India" is a reflection of our key product attribute. Wherever the logo is to be used with a tagline its usage will be as specified here. It cannot be moved or placed anywhere else.

SPECIFICATIONS

Hindustan Zinc Font: Calibri Normal

Color: 100% Black

Tagline Font: Calibri Normal

Color: Reverse on Blue

The logo files are available with
Corporate Communications team.



MONO COLOR LOGO USAGE

Where the logo can not be printed in original colors, it is either represented in Green, Blue or Black. When the logo is to be used on dark background, it can be used in single color reverse white as shown in example.

ALTERNATE SPECIFICATION

There is some flexibility for items like certificates and medals, where the entire logo can appear in silver or gold as dictated by the overall design.

The logo can be embossed on leather for company collateral and promotion items.

However, all these should be done tastefully and after approval from Corporate Communications.





The height of the Sun symbol should be 7 times the width of the 'T' in 'HINDUSTAN ZINC'

The distance between Sun symbol and the HINDUSTAN ZINC logo should be equal to the width of 'H' in HINDUSTAN ZINC

The distance between the HINDUSTAN ZINC logo and tagline 'Zinc & Silver of India' should be equal to the height of 'n' in 'Zinc & Silver of India'

The height of the tagline blue strip should be 2 times the height of the 'n' in 'Zinc & Silver of India'

The above measurements are to be followed only in case of hand painting of logo.



DIVERSITY LOGO

Equality, Diversity and Inclusion are important to us. At Hindustan Zinc, we believe a workplace where everyone feels valued for who they are isn't just a powerful moral responsibility - it's also a source of competitive advantage. By having a diverse workforce that represents our society and fostering an inclusive culture, we're building a place where our people can thrive.

This logo is to be used only in context of inclusivity and diversity around special corporate initiatives and cannot be used with specific approval from the Corporate Communications department.



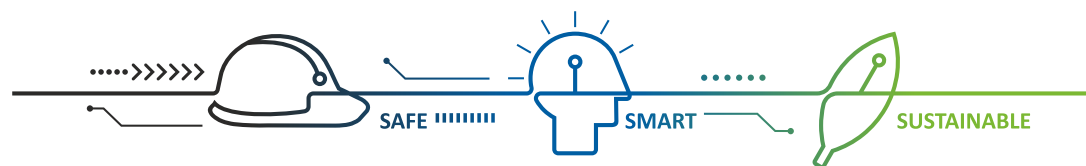
HINDUSTAN ZINC
Zinc & Silver of India

SUPPORTING GRAPHIC AND COLORS

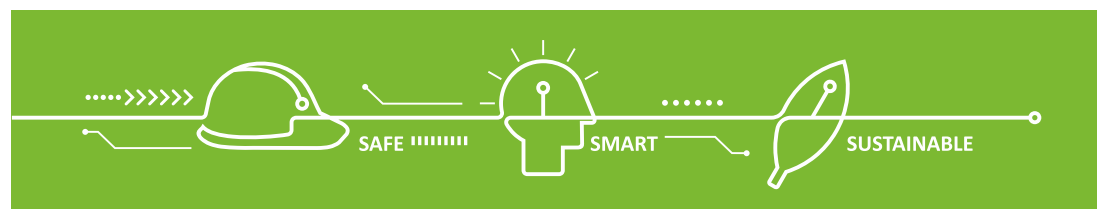
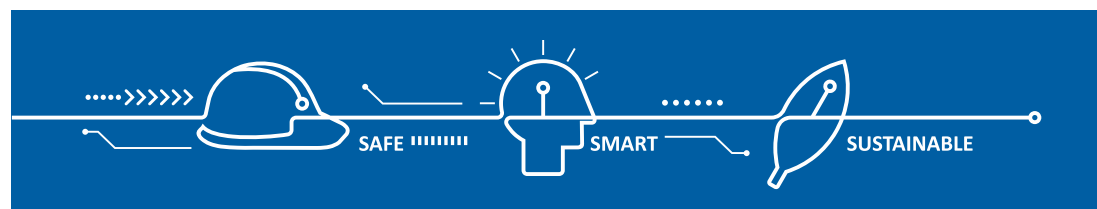
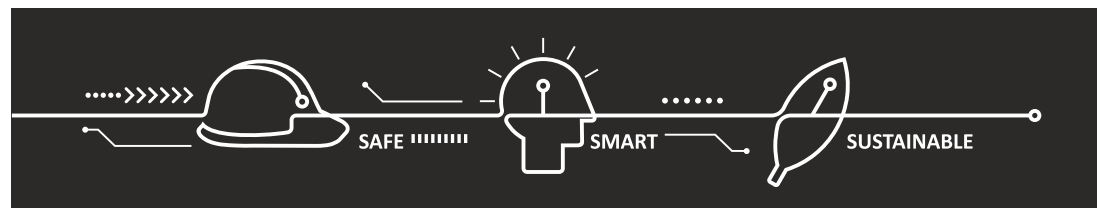
Supporting graphic design for environmental/background branding: In case of a requirement where only the brand colours are to be used the strip design can be used. It is an extension of the HZL brand principal that is used in our communications. This usage effectively strengthens our brand recall with the brand colours as well as the unique shapes. The proportions of the design should be as shown here.

The width of the supporting graphic is variable according to the space available.

This graphic in image form is available with Corporate Communications team.

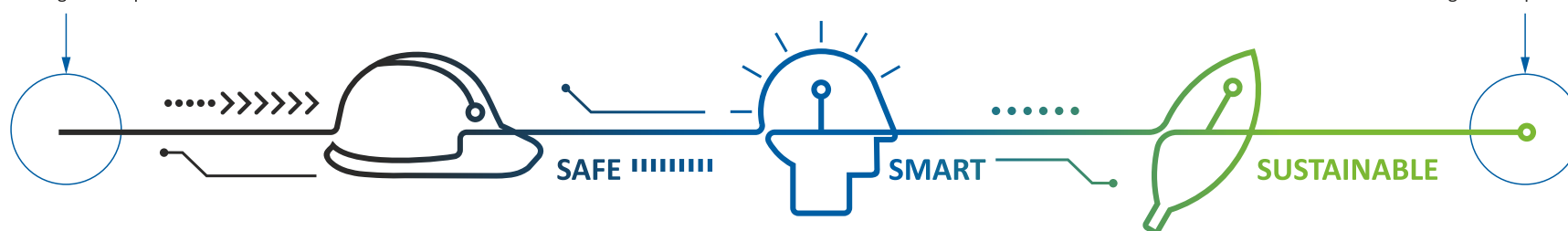


Supporting graphic on white background



Supporting graphic on reverse backgrounds

Extend/reduce this part of Supporting graphic line according to the space available.



Extend/reduce this part of Supporting graphic line according to the space available.

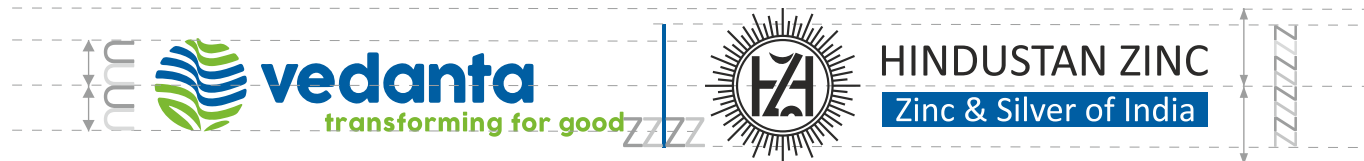
JOINT LOGO WITH HZL LOGO

Hindustan Zinc is a subsidiary of Vedanta and a combined logo will often be used to establish the connection with the parent company. The proportion and the lockup of the two logos will be as shown here. This lockup is to be used as-is and the soft copy of this is available with the corporate communications department. Do not use the two logos together in any other manner.



HINDUSTAN ZINC
Zinc & Silver of India

Hindustan Zinc logo vertically centralized to 'Vedanta' circle symbol



The height of the 'Vedanta' logo should be 4 times the width of the 'U' 'HINDUSTAN ZINC' logo.

The distance between the 'Vedanta' logo and the partition line is the same as the distance between the 'HINDUSTAN ZINC' logo and the separation line which is equal to the width of 'ZZ' in the 'Hindustan Zinc' logo.

The width of the separation line is equal to the width of the 'I' in the 'HINDUSTAN ZINC'

The height of the separation line is equal to 8 times the width of the 'Z' in the 'Zinc & Silver of India'

Separation line color:
C:100 M:62 Y:6 K:0

JOINT LOGO WITH HZA LOGO

In case the HZL logo is used in combination with its subsidiary company then the this is the fixed format to be used. This lockup is to be used as-is and soft copy is available with Corporate Communications.



HZA logo vertically centralized to 'HINDUSTAN ZINC' logo



The height of the 'HINDUSTAN ZINC' logo should be the two time width of the 'Z' in the 'HZA' logo.

The distance between the 'HINDUSTAN ZINC' logo and the partition line is the same as the distance between the 'HZA' logo and the separation line which is horizontally half of the 'A' in the 'HZA' logo.

The width of the separation line is 1/4 part of 'H' thickness in the 'HZA' logo

The height of the separation line is equal to height of the 'HZA' symbol
Separation line color:
C:00 M:00 Y:00 K:50

CO-BRANDING WITH HZL LOGO

HZL logo should always stand out even when alongside partner logo. This is the fixed format to be used. This lockup is to be used as-is and soft copy is available with Corporate Communications.

OEM partner logo
vertically
centralized to
'HINDUSTAN ZINC'
logo



Maximum size of a partner logo

The maximum size of a OEM partner logo should not exceed the size of the HZL logo.
Width of the partner logo should be equal to the width of 'HINDUSTAN' from HINDUSTAN ZINC logo.

The distance between the 'HINDUSTAN ZINC' logo and the OEM partner logo should depend on the space available

CSR partner logo
vertically
centralized to
'HINDUSTAN ZINC'
logo



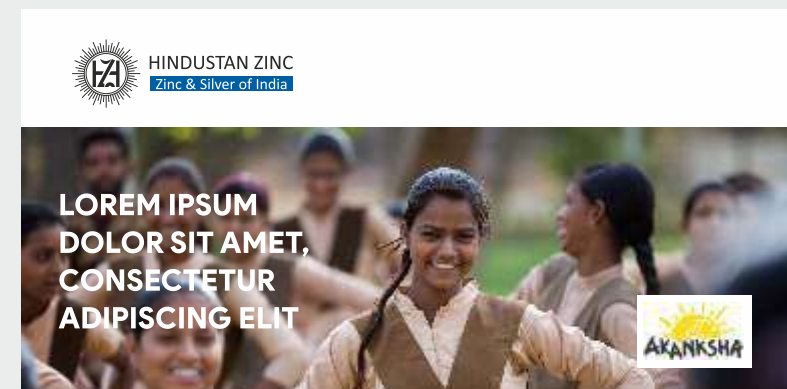
Maximum size of a partner logo

The maximum size of a CSR partner logo should not exceed the size of the HZL logo.
Width of the partner logo should be equal to the width of 'HINDUSTAN' from HINDUSTAN ZINC logo.

The distance between the 'HINDUSTAN ZINC' logo and the CSR partner logo should depend on the space available

CO-BRANDING WITH HZL LOGO

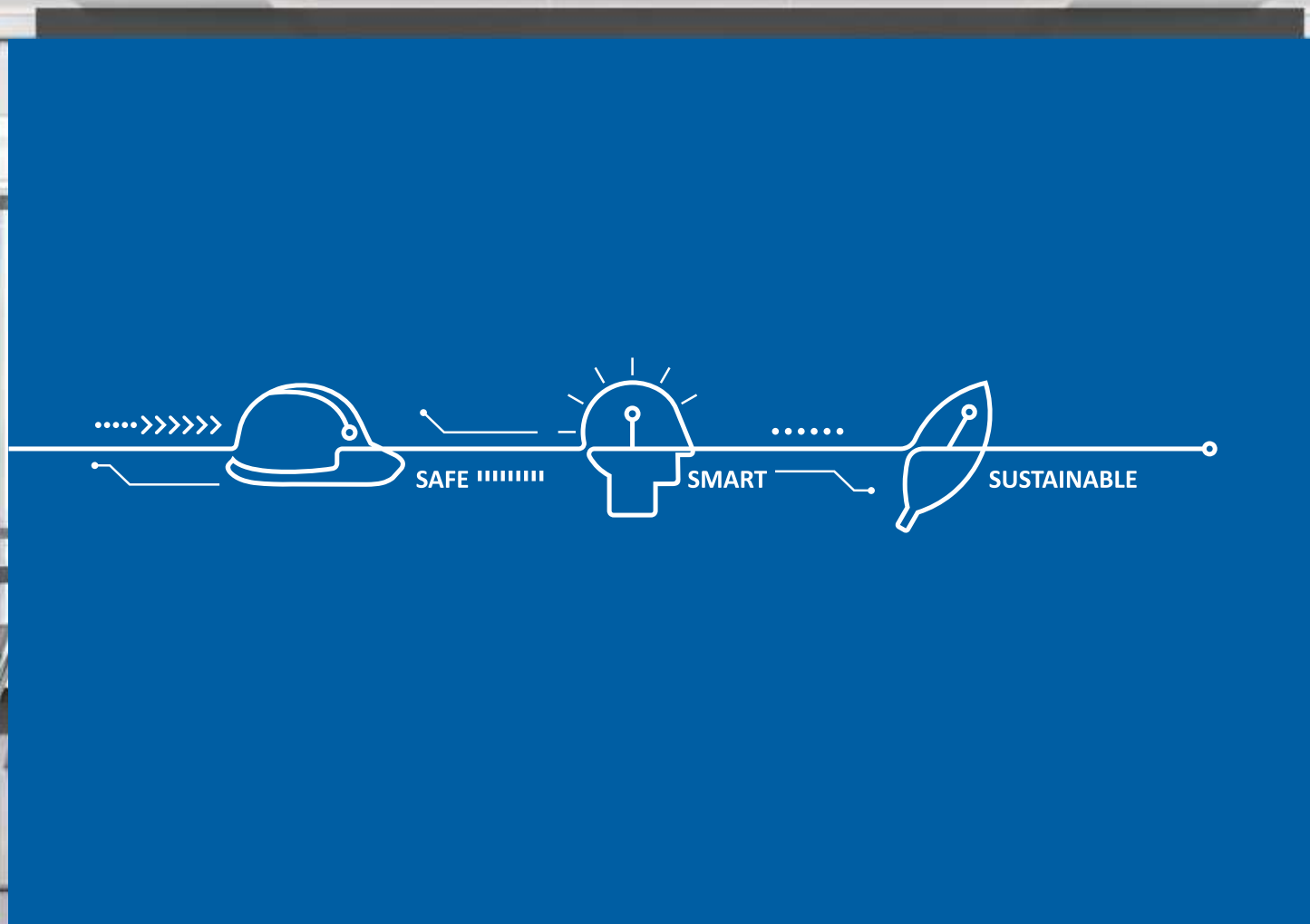
Co-branding example 2





HINDUSTAN ZINC
Zinc & Silver of India





TYPEFACE

Typefaces are graphic elements and are as important a part of the brand identity as the logo and color. Consistent use of the chosen typeface in all communication and display material ensures visual continuity and easy recognition of the brand identity. It is therefore recommended that all communication from the company, including brand stationery and collateral, should be in the brand typeface.

A

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@%\$^&*?><:;+**

Product Sans Black

FONT FOR HEADLINES

Primary headline font for for all brand communication designs and display material, including social media and website. This font is to be used for headlines only.

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@%\$^&*?><:;+**

Calibri Light

Calibri Normal

Calibri Bold

FONT FOR SUBHEAD AND BODY COPY

This font is to be used for the body copy in all brand communication designs and display materials, including social media and website.

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@%\$^&*?><:;+**

Arial Narrow

Arial Regular

Arial Narrow Bold

Arial Bold

Written Brand Communications in Microsoft Word, PowerPoint and Excel should make use of the Arial typeface family.

[Alternative font for soft files](#)

TONE OF VOICE

Our tone of voice is the way in which we write and speak of what we wish to say. It is a part of our personality and helps build our brand. Our 'voice' helps people understand who we are and what we do. It enables them to trust us and build a lasting relationship with us.

Our style is simple. Clear, consistent and compelling communication - with clarity and candour. We offer imaginative solutions and deliver what we promise.

We've summed up our tone of voice as: The Expert Leader

Expert:

We are the leaders in the field, with decades of expertise in what we do. We talk clearly and confidently. We try to lead the way with sincerity and we cherish the trust placed in us.

Leader:

We believe in making things happen. We think out of the box and offer imaginative solutions. We talk intelligently and offer innovative ideas that bring about improvement.

The Expert

What we mean: Clear, uncomplicated, easy to understand and single-minded.

What we don't mean: Patronizing, old or arrogant.

How does an 'Expert' sound?

We are up-front and politely direct. We say it 'as it is' but with honesty and clarity. Expert doesn't mean that we are over-simplifying or being patronizing. It means that we avoid over-complicated terminology and jargon that is exclusive to our business or discipline. We make our language as easy as possible to understand and we don't beat about the bush. We are precise and honest.

Leader

What we mean: Accomplished, confident, and intelligent

What we don't mean: Arrogant, style over substance, over-promising, self-important

How does 'confident' sound?

We talk with intelligence and confidence. We offer solutions and do not present problems. We approach issues directly and smartly and give smart answers. We don't give elaborate speeches and use ornate language. We are accurate and knowledgeable in our communication, and we want our writing to be clear and engaging.

STATIONERY



HINDUSTAN ZINC

Zinc & Silver of India

Name

Designation

Hindustan Zinc Limited

Yashad Bhawan,

Udaipur-313 004, Rajasthan, INDIA.

T: +91 294-6604000-02

email ID: name@hzlindia.com

M: +91 0000 000 000

www.hzlindia.com



HINDUSTAN ZINC

Zinc & Silver of India



vedanta

transforming for good



HINDUSTAN ZINC

Zinc & Silver of India

SAFE

SMART

SUSTAINABLE

VISITING CARD FRONT AND BACK SIDE

Design templates have been provided in the Soft file for visiting cards. Artworks for these should not be manipulated without approval from Corporate office.

The design proportions are marked in the diagram alongside. Technical specifications given below should always be used as a guide for all printing purposes.

SPECIFICATIONS

PAPER

280 gsm Natural Evolution White
(Cordenons)

PRINTING PROCESS

Logo and Tag line: 4 color offset

Name and address: Screen printing

MEASUREMENTS

All measurements are in CMS

Size: W 9.2cms x H 5.4cms

VISITING CARD FRONT SIDE:

TYPOGRAPHY

Typeface used is Calibri

All typography is left aligned

Name: Sentence case

Font: Calibri bold 8pt

Leading: Normal

Designation: Sentence case

Font: Calibri normal 6pt

Company Name: Sentence case

Font: Calibri bold 7pt

Leading: Normal

Addresses: Sentence case

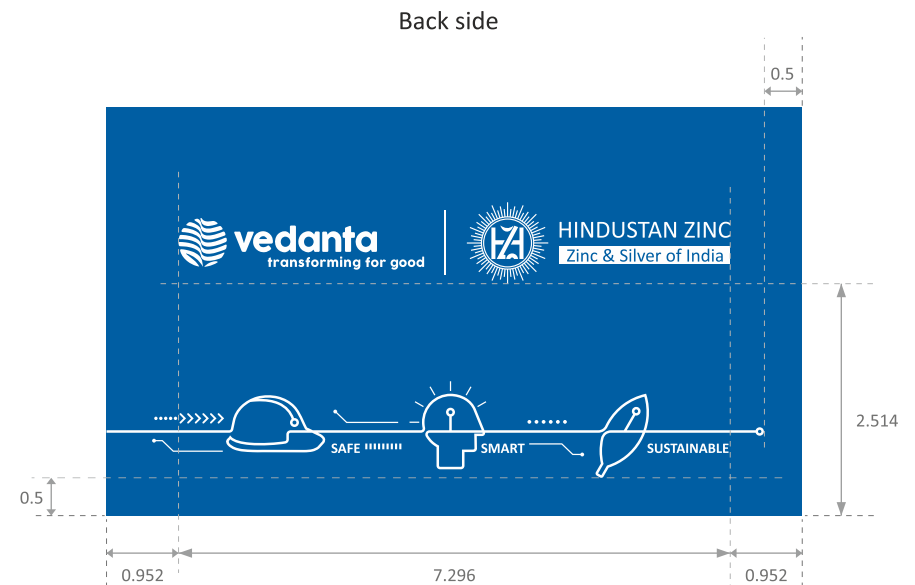
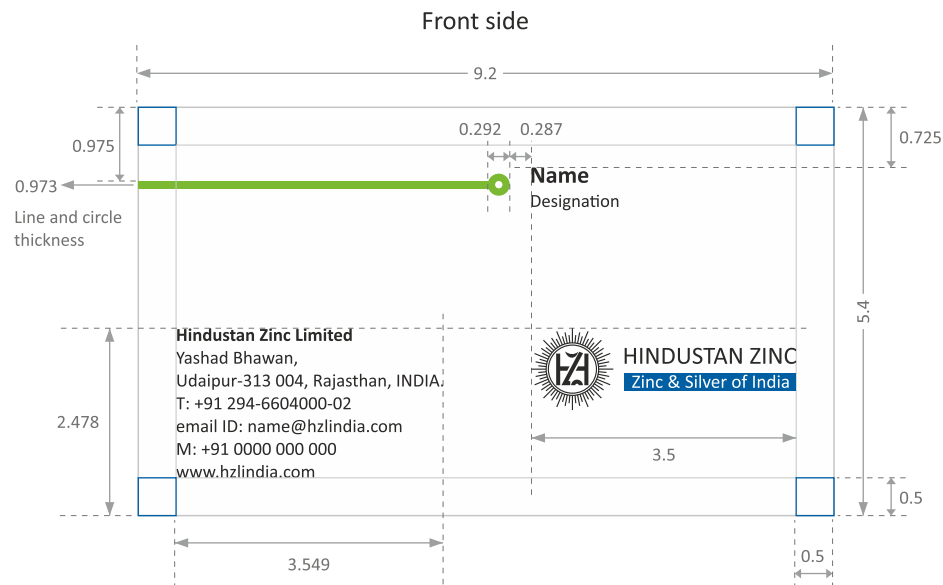
Font: Calibri normal 7pt

Color: 100% Black

VISITING CARD BACK SIDE

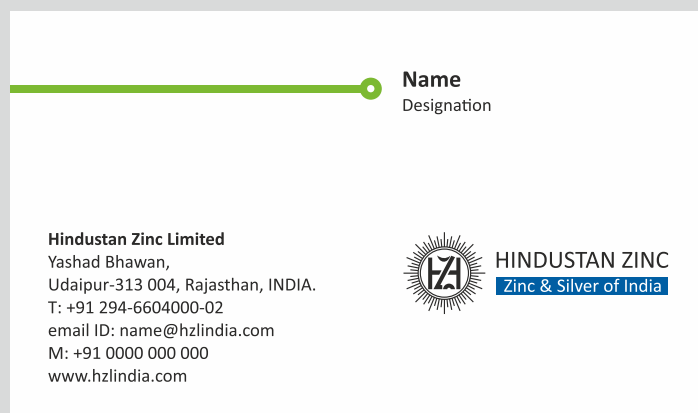
Logo: 4 color offset

*Example shown is not in actual size.



VISITING CARD FRONT AND BACK SIDE

Front side



Back side



LETTERHEAD - VEDANTA AND HZL SOLO LOGO

Design templates have been provided in the soft file format for Registered office letterheads. Artworks for these should not be manipulated without approval from Corporate Communications at Corporate Office. The design proportions are marked in the diagram alongside. Technical specifications printed below should always be used as a guide for all printing purposes.

SPECIFICATIONS

PAPER

120 gsm Natural Evolution White
(Cordenons) or recycle paper available
in the market

PRINTING PROCESS

Printing: 4 color offset

MEASUREMENTS

All measurements are in CMS

Size: W 21 cms x H 29.7 cms

Both Logos and Taglines: 4 color offset

If there are many branches then
address will be: Screen printing

TYPOGRAPHY

Typeface used is Calibri

All typography is left aligned

Company Name: Sentence case

Font: Calibri bold 8.5pt

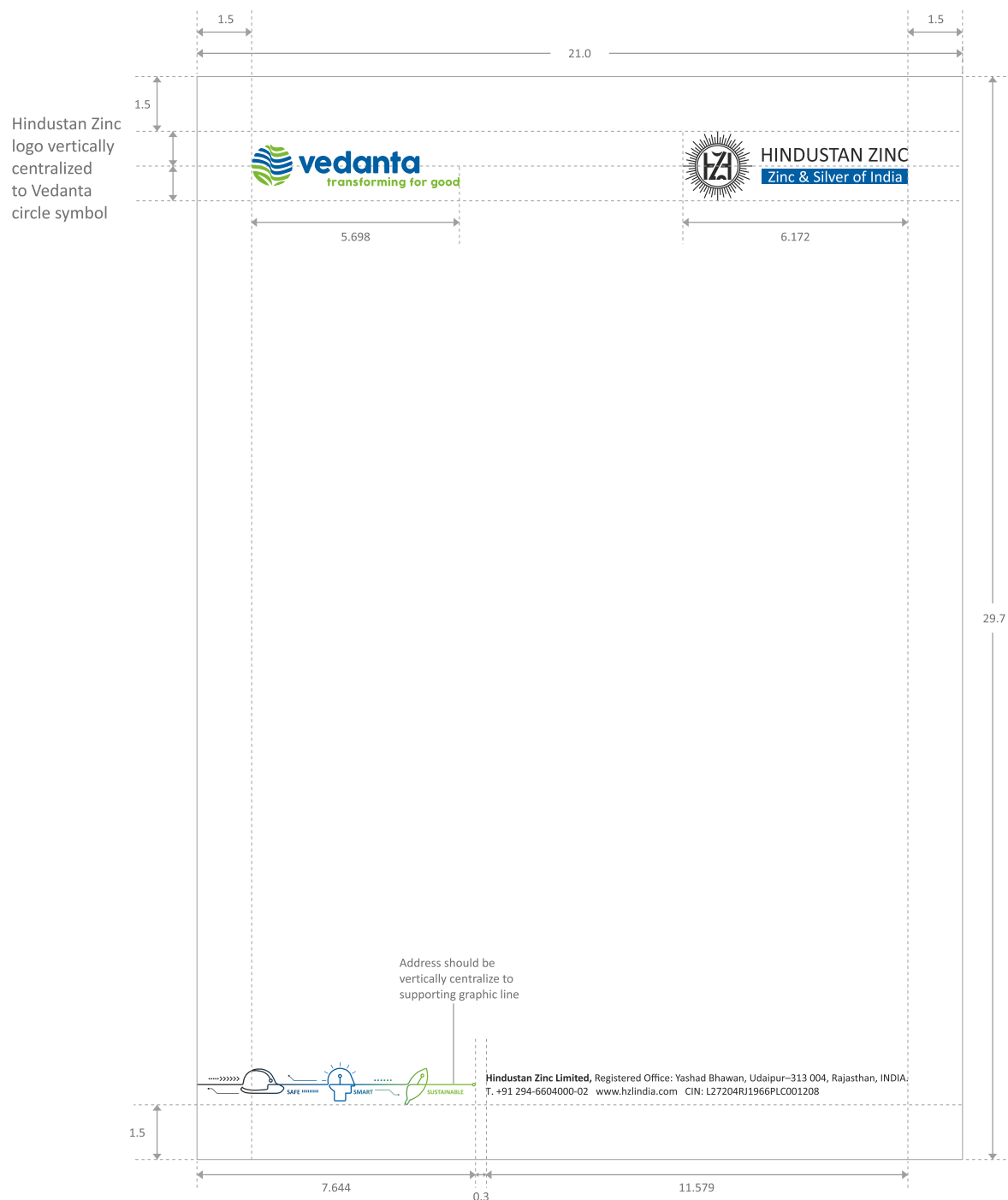
Address: Sentence case, Left aligned

Font: Calibri normal 8.5pt

Leading: Normal

Color: 100K

*Example shown is not in actual size.





LETTERHEAD - VEDANTA AND HZL SOLO LOGO



HINDUSTAN ZINC
Zinc & Silver of India



Hindustan Zinc Limited, Registered Office: Yashad Bhawan, Udaipur-313 004, Rajasthan, INDIA.
T. +91 294-6604000-02 www.hzindia.com CIN: L27204RJ1966PLC001208

ENVELOPE

The following versions provided in the soft file should be used for the regular size envelopes: Horizontal Plain small size Envelope Artworks for these should not be manipulated without approval from Corporate Communications at Corporate Office. The design proportions are marked in the diagram alongside. Technical specifications given below should always be used as a guide for all printing purposes.

SPECIFICATIONS

PAPER

120 gsm Natural Evolution White (Cordenons) or recycle paper available in the market

PRINTING PROCESS

Printing: 4 color offset

MEASUREMENTS

All measurements are in CMS

Size: W 24.5 x H 12.4 cms (Closed)

W 29.14 x H 25.81 cms (Open)

Both Logos and Taglines: 4 color offset

If there are many branches then address will be: Screen printing

TYPOGRAPHY

Typeface used is Calibri

All typography is left aligned

Company Name: Sentence case

Font: Calibri bold 7.5pt

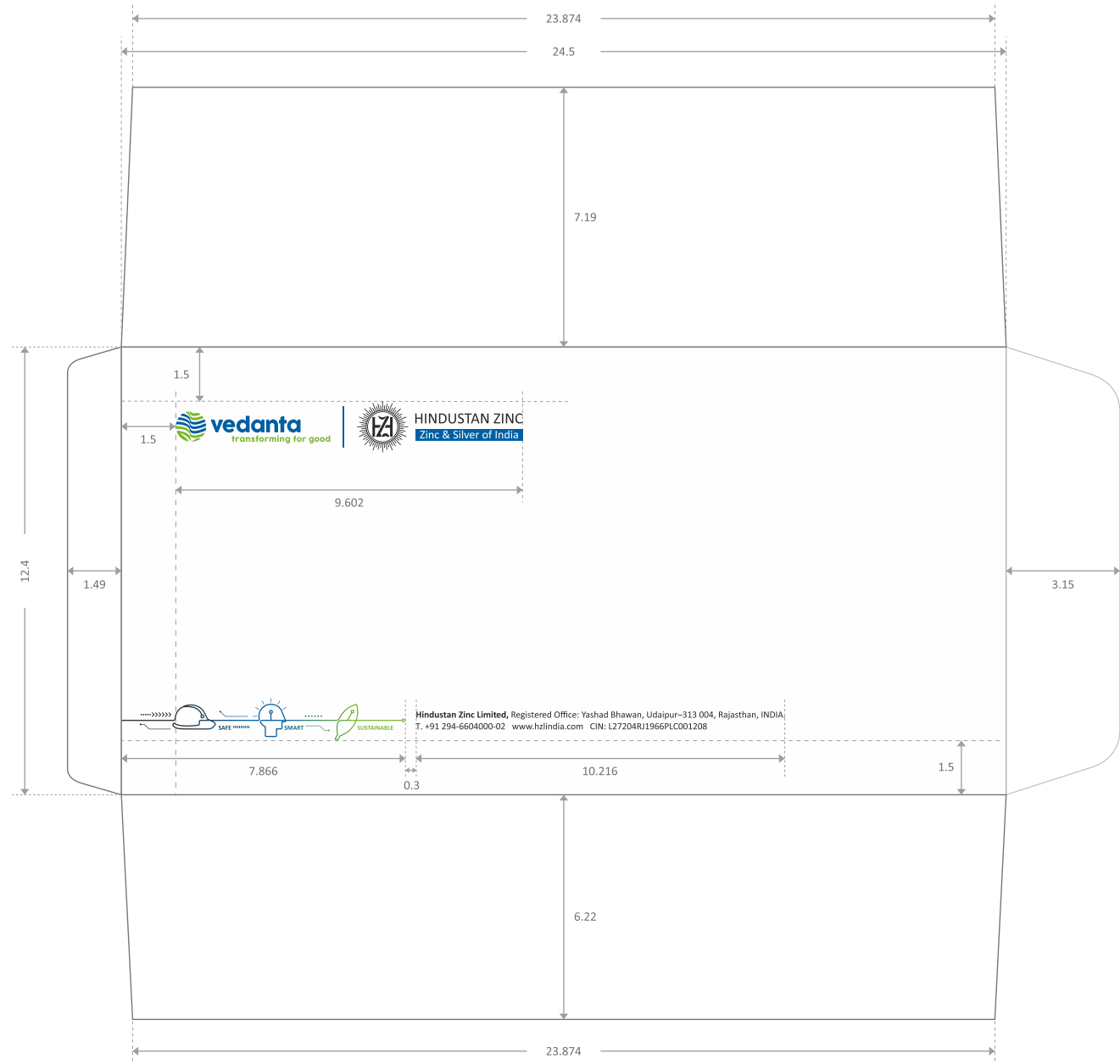
Address: Sentence case, Left aligned

Font: Calibri normal 7.5pt

Leading: Normal

Color: 100K

*Example shown is not in actual size.

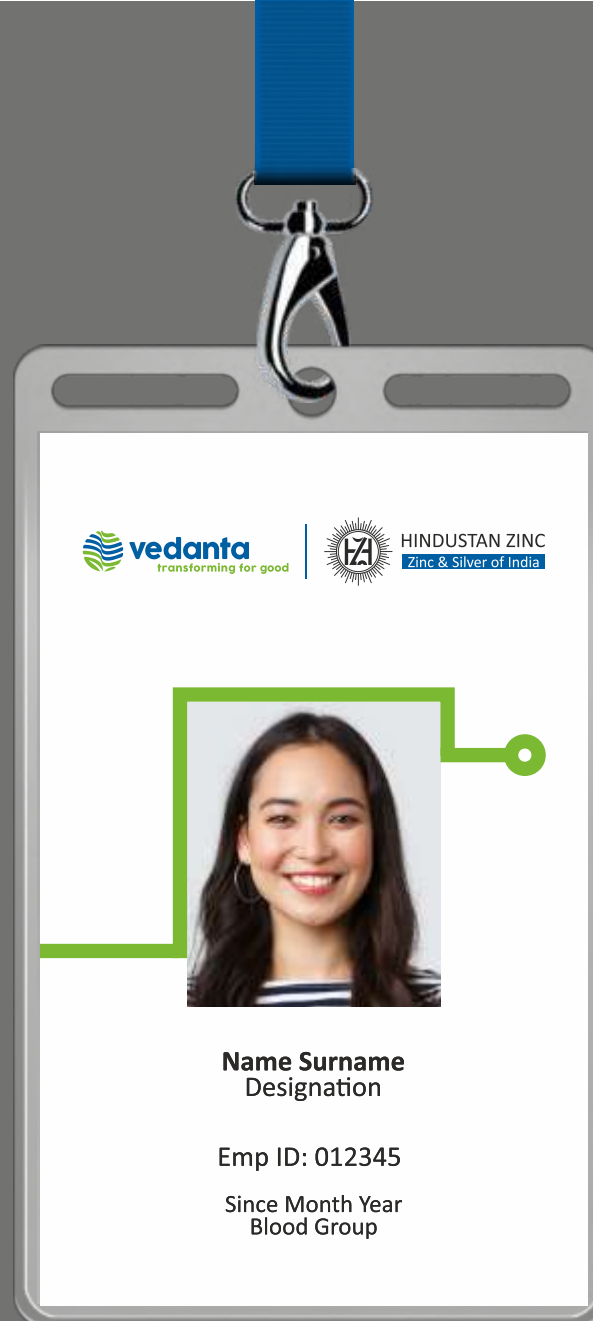




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EMPLOYEE BADGE LANYARD

Design templates have been provided in the Soft file for employee badge card and lanyard Artworks for these should not be manipulated without approval from Corporate office.

The design proportions are marked in the diagram alongside. Technical specifications given below should always be used as a guide for all printing purposes.

SPECIFICATIONS

MEASUREMENTS

All measurements are in CMS

Size: W 8.6cms x H 5.4cms

TYPOGRAPHY

Typeface used is Calibri

All typography is center aligned

Name: Sentence case

Font: Calibri bold 8pt

Leading: 9.6pt

Designation: Sentence case

Font: Calibri normal 8pt

Emp ID: Lower case

Font: Calibri normal 8pt

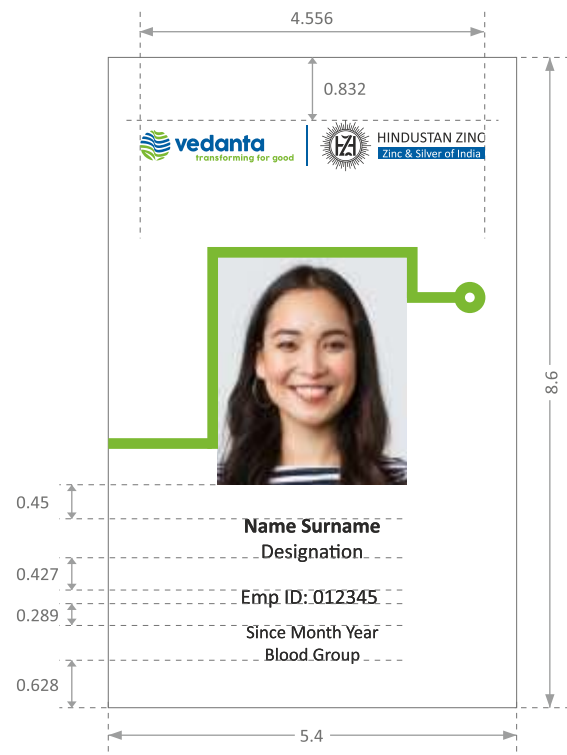
Year & Blood Group: Sentence case

Font: Calibri normal 7pt

Leading: 8.4pt

*Example shown is not in actual size.

Employee Badge front design



HZL Logo horizontally
centralize to the card

Photo size: 3cm height x 2.5 cm width

Green line thickness 4pt

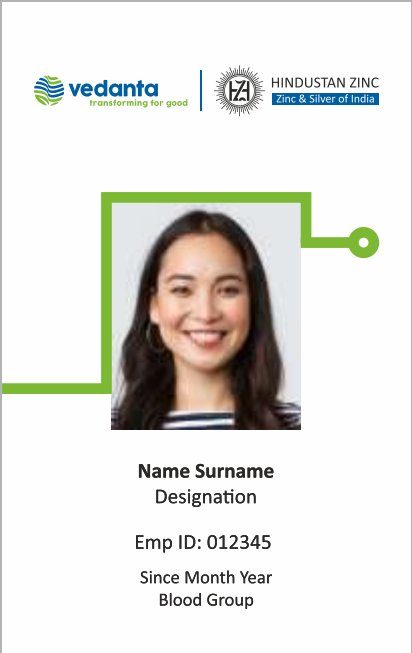


Lanyard design 16mm

EMPLOYEE BADGE



Employee Badge front and Lanyard design



GRID SYSTEM FOR LOGO USAGE



OUR BRAND SUPPORTING LINE AND GRAPHIC

We have a unique brand shape that easily sets our communication apart from the others. This helps in greater recall value amongst our target audience and creates a visual uniformity in our work that will strengthen the brand. The elements also convey our core USP of Safe - Smart - Sustainable.

The shape can be used in different ways as shown in the next few pages to give a particular look to the images that we use and even to text boxes and other design elements.





BRAND
SUPPORTING
LINE
OPTION 1



BRAND
SUPPORTING
LINE
OPTION 2



BRAND SUPPORTING GRAPHIC

GRID SYSTEMS FOR BROCHURE/LEAFLET COVER

With brand supporting line

Border margin
1.5 cm

10x6 Grid
Our 10x6 grid acts as a guide when Vedanta and HZL logo is put in layouts.

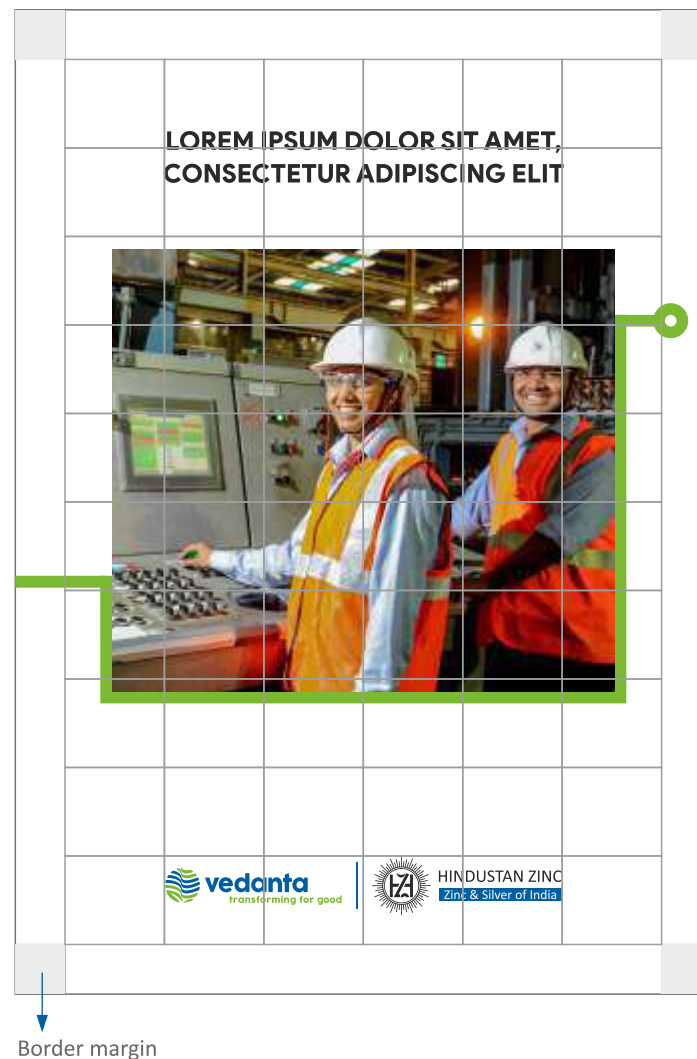
Typography
Typeface used is Product Sans black and Calibri

Headline: Upper case
Font: Product Sans black
Leading: Normal

Sub Head: Sentence case
Font: Calibri normal
Body copy: Sentence case
Font: Calibri normal
Color: 100K

Logo
The logo and margin should follow the established sizing principles.

*Example shown is not in actual size.



GRID SYSTEMS FOR BROCHURE/LEAFLET COVER

With brand supporting graphic



Border margin



GRID SYSTEMS FOR PRINT MEDIA

With brand supporting line

Border margin

There is no rule that dictates the size of the border on a piece of communication.

10x6 Grid

Our 10x6 grid acts as a guide when Vedanta and HZL logo is put in layouts.

Typography

Typeface used is Product Sans black and Calibri

Headline: Upper case

Font: Product Sans black

Leading: Normal

Sub Head: Sentence case

Font: Calibri normal

Body copy: Sentence case

Font: Calibri normal

Color: 100K

Logo

The logo and margin should follow the established sizing principles.

*Example shown is not in actual size.



Border margin

LOREM IPSUM DOLOR SIT AMET,
CONSECTETUR ADIPISCING ELIT

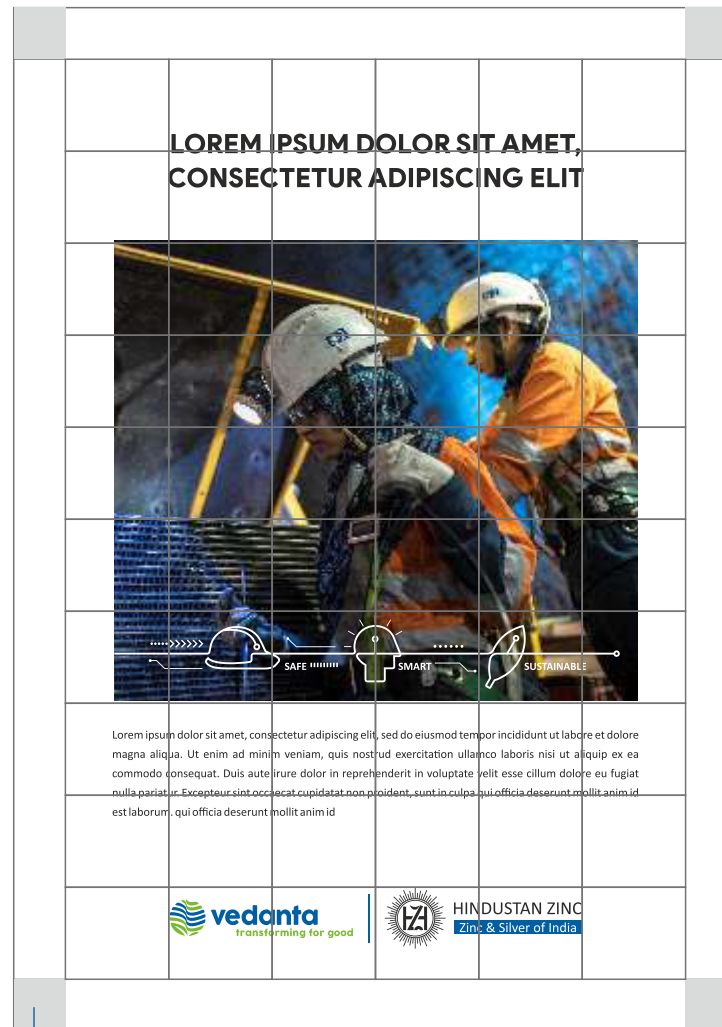


Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. qui officia deserunt mollit anim id



GRID SYSTEMS FOR PRINT MEDIA

With brand supporting graphic



Border margin



GRID SYSTEMS FOR BROCHURE/LEAFLET BACK COVER

Border margin

1.5 cm

10x6 Grid

Our 10x6 grid acts as a guide when Vedanta and HZL logo is put in layouts.

Typography

Typeface used is Product Sans black and Calibri

Headline: Upper case

Font: Product Sans black

Leading: Normal

Sub Head: Sentence case

Font: Calibri normal

Body copy: Sentence case

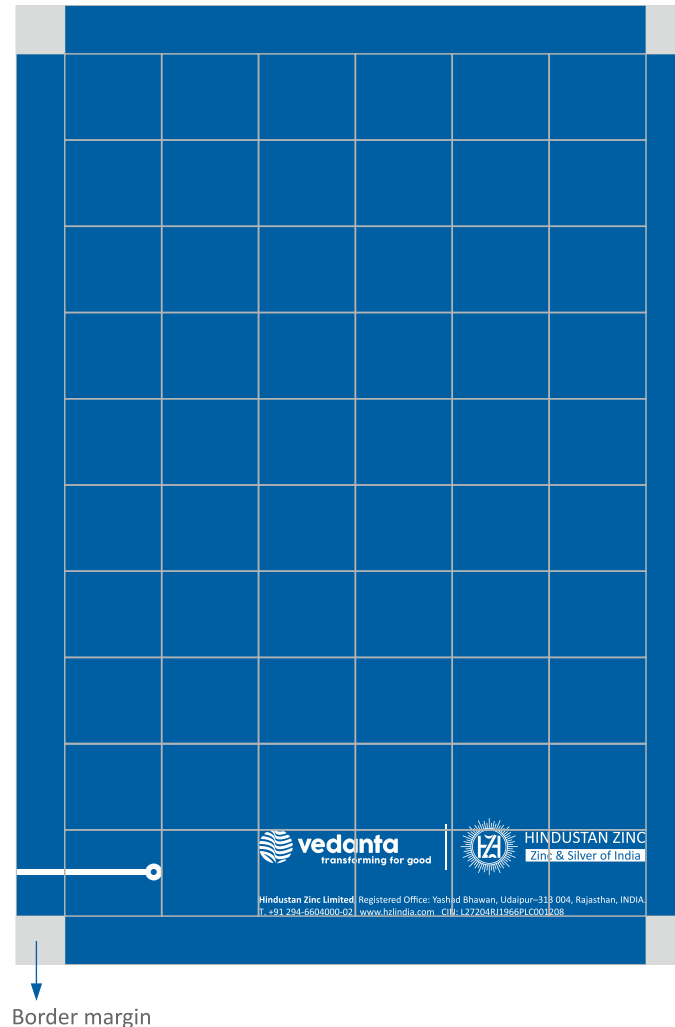
Font: Calibri normal

Color: 100K

Logo

The logo and margin should follow the established sizing principles.

*Example shown is not in actual size.



GRID SYSTEMS FOR POSTER

Border margin

There is no rule that dictates the size of the border on a piece of communication.

10x6 Grid

Our 10x6 grid acts as a guide when Vedanta and HZL logo is put in layouts.

Typography

Typeface used is Product Sans black and Calibri

Headline: Upper case

Font: Product Sans black

Leading: Normal

Body copy: Sentence case

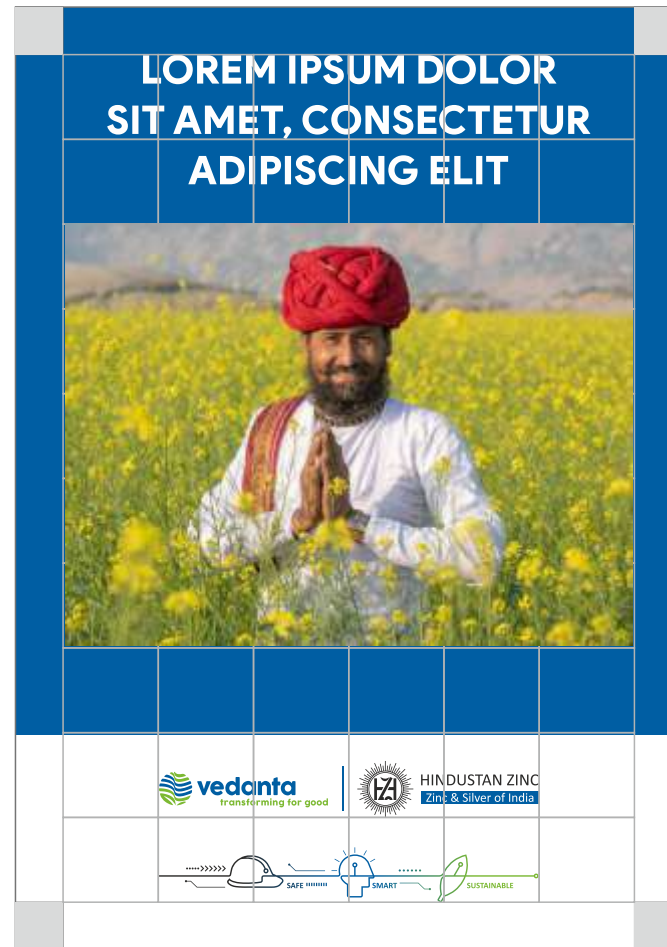
Font: Calibri normal

Color: 100K

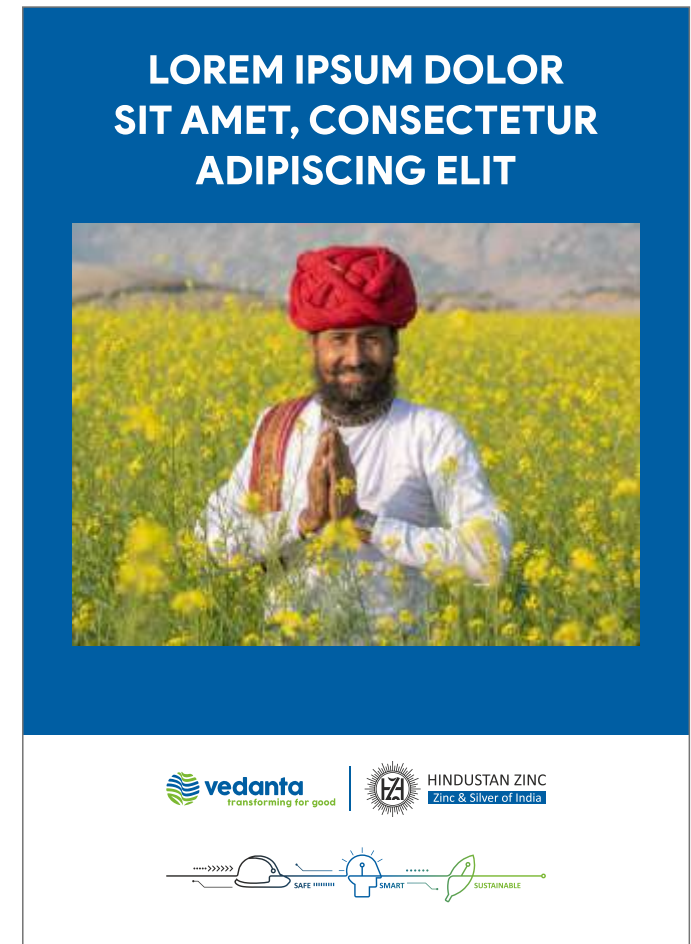
Logo

The logo and margin should follow the established sizing principles.

*Example shown is not in actual size.



Border margin



GRID SYSTEM FOR HINDUSTAN ZINC LOGO WITH ANY GOVERNMENT BODY

In instances where Hindustan Zinc undertakes activities with any government body, the logo positions will be as shown in the example. However, in these instances approval from the corporate communications department is mandatory.

Border margin

There is no rule that dictates the size of the border on a piece of communication.

10x6 Grid

Our 10x6 grid acts as a guide when Vedanta and HZL logo is put in layouts.

Typography

Typeface used is Product Sans black and Calibri

Headline: Upper case

Font: Product Sans black

Leading: Normal

Logo

The logo and margin should follow the established sizing principles.

*Example shown is not in actual size.



Border margin



GRID SYSTEMS FOR OUTDOOR

Border margin

There is no rule that dictates the size of the border on a piece of communication.

10x6 Grid

Our 10x6 grid acts as a guide when Vedanta and HZL logo is put in layouts.

Typography

Typeface used is Product Sans black and Calibri

Headline: Upper case

Font: Product Sans black

Leading: Normal

Sub Head: Sentence case

Font: Calibri normal

Color: 100K

Logo

The logo and margin should follow the established sizing principles.

*Example shown is not in actual size.



Border margin



EMAIL SIGNATURE

The signature is an extension of the brand HZL with every communication you send out. The template created here is a corporate mandate and is to be strictly adhered to by all employees. Implementation for this should not be manipulated without approval from Corporate Communications at Corporate Office. Technical specifications given alongside should always be used as a guide line.

Address and logo combine unit provide in JPG format by Corporate Communications at Corporate Office.

SPECIFICATIONS

TYPOGRAPHY

All typography is left aligned

EMAIL SIGNATURE

A - Name: Sentence case

Font: Arial (Bold) 11pt type by hand

B - Designation: Sentence case

Font: Arial (Normal) 10pt type by hand

C - Division name: Sentence case

Font: Arial (Normal) 10pt type by hand

Leading: Normal

D - Address: Sentence case

Hindustan Zinc Limited font:

Calibri bold 11.762pt

Address font: Calibri normal 10.082pt

Leading: Normal

Color: 100% Black

* Example shown is not in actual size.

Name _____ A

Designation _____ B

Department _____ C

Hindustan Zinc Limited

Yashad Bhawan, Udaipur-313 004, Rajasthan, INDIA.

T. +91 294-6604000-02

www.hzlindia.com



HINDUSTAN ZINC
Zinc & Silver of India



8.721 cm

Name _____ A

Designation _____ B

Department _____ C

Hindustan Zinc Limited

Yashad Bhawan, Udaipur-313 004, Rajasthan, INDIA.

T. +91 294-6604000-02

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SIGNAGE

Application of the logo on signage boards should follow the guidelines specified for space around the logo in this manual. Standard proportions have been illustrated below. It is recommended that approval should always be taken from Corporate Communications at Corporate Office before finalizing design and logo usage on signage.

SPECIFICATIONS

TYPOGRAPHY

Typeface used is Calibri normal

Company Name: Upper case

Font: Calibri normal

Color: 100K

Tagline: Sentence case

Font: Calibri normal

Color: C:100 M:62 Y:6 K:0

*Example shown is not in actual size.

1:1



1:2



1:3





HINDUSTAN ZINC
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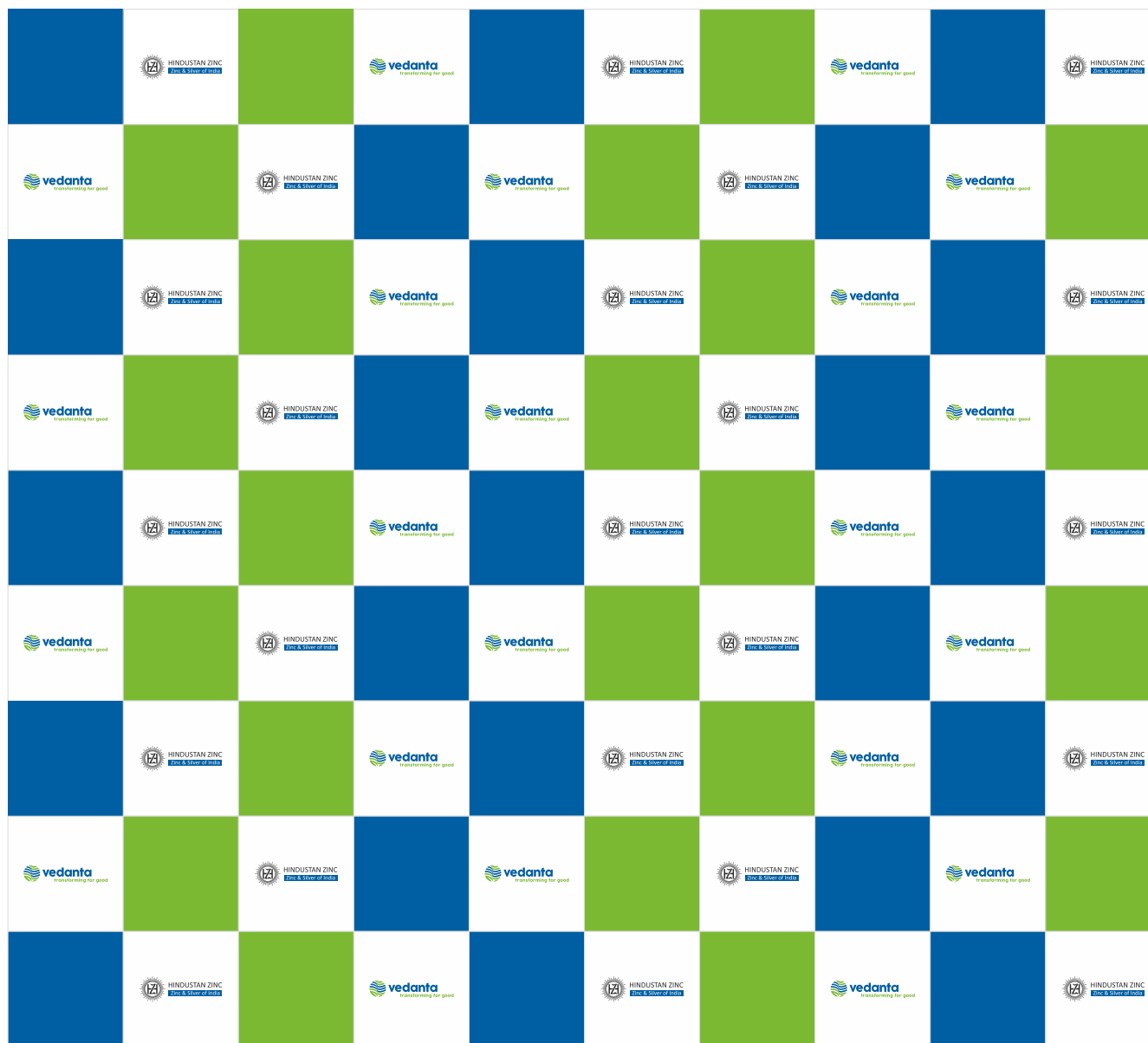
CHECKERED BACKGROUND

A checkered brand backdrop is typically used for events and press conferences etc. to maximize the chances of the brand logo appearing in photographs of the event. This increases the brand's visibility across all media as no matter which angle the photographs are taken from, the logo is always prominently visible.

SPECIFICATIONS

HZL and Vedanta logo: follow logo spacing guidelines

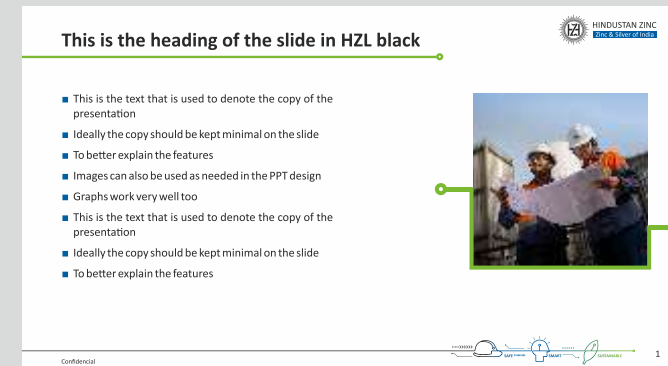
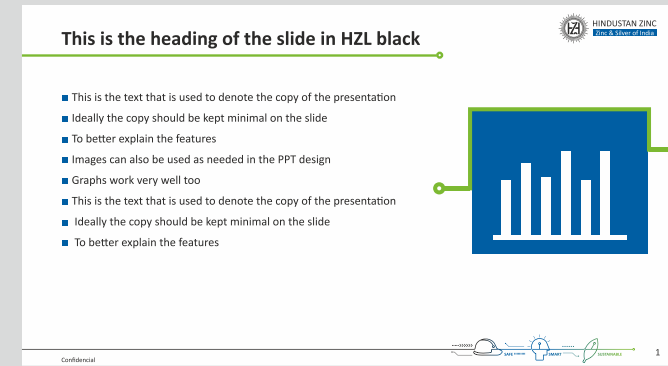
*Example shown is not in actual size.



POWERPOINT TEMPLATE

As an organization, we maintain synergy in our thoughts. In the same way, we ensure synergy in all our communications and presentations. The format shown alongside must be used for any presentation or proposal made. This template has been specially designed for corporate use. The PowerPoint template should not be manipulated without approval from Corporate Communications. PowerPoint presentation soft file available with Corporate Communications.

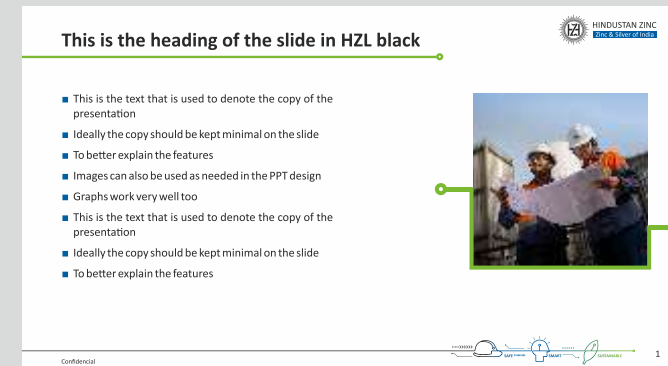
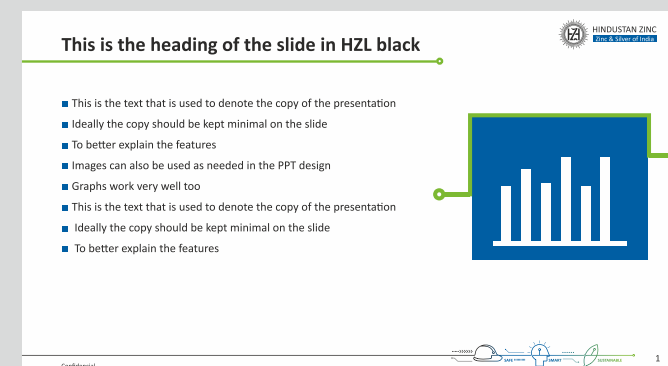
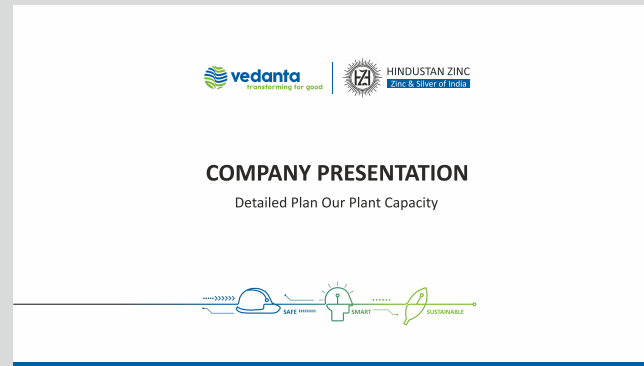
Cover page with colour background



POWERPOINT TEMPLATE

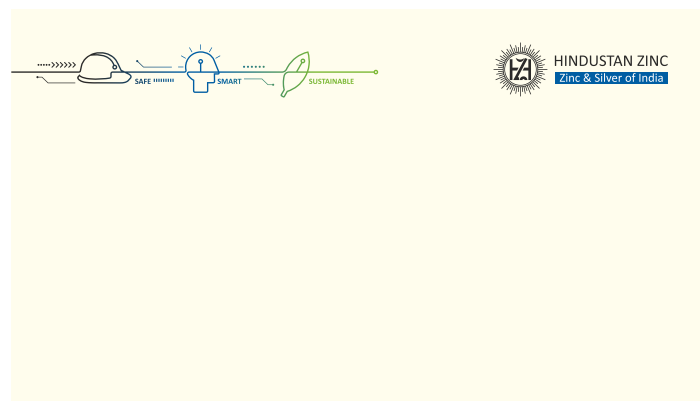
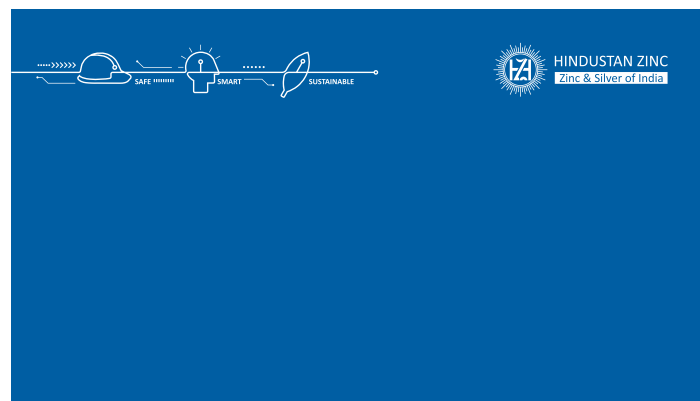
As an organization, we maintain synergy in our thoughts. In the same way, we ensure synergy in all our communications and presentations. The format shown alongside must be used for any presentation or proposal made. This template has been specially designed for corporate use. The PowerPoint template should not be manipulated without approval from Corporate Communications. PowerPoint presentation soft file available with Corporate Communications.

Cover page with white background



VIRTUAL MEETING BACKGROUND SCREEN

As an organization, we maintain synergy in our thoughts. In the same way, we ensure synergy in all our communications and presentations. The format shown alongside must be used for any presentation or proposal made. This template has been specially designed for corporate use. The PowerPoint template should not be manipulated without approval from Corporate Communications at Corporate Office. PowerPoint presentation soft file available with Corporate Communications at the Corporate office.



MERCHANDISING BRANDING



HINDUSTAN ZINC
Zinc & Silver of India



HINDUSTAN ZINC

Zinc & Silver of India

MERCHANDISING BRANDING

Our branded water bottle, mugs, backpack, T-shirt, cap, umbrella, tote bag, pen, pencil and badge will now also carry our corporate identity. and the correct placement of the logo is shown here.

















HINDUSTAN ZINC
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