

LOGO USAGE

As the most fundamental element of our identity, the various forms of Moser Baer corporate logo is the primary symbol of everything for which Moser Baer stands for.

Corporate Logo with Tagline Signature

This form of logo should be used for printed materials, presentations or any other document which exhibits corporate identity largely and is not involved as principal document for trade purpose. This form should be preferred when corporate imagery needs to be expressed explicitly.

An original art file should always be used when placing a logo or signature in a piece and it must never be **distorted or reconfigured**. **Creative variations of the signature dilute the brand and have to be strictly avoided.**

Corporate Logo without Tagline Signature is not be used.

Source: Moser Baer logo and art files can be found on the Moser Baer corporate website for your perusal.

The logos found in this guide are the only approved Moser Baer logos. No other logos are to be created or used internally or externally.

Technical Details

• Correct logo placement

The Logo should be placed on the front cover of a print or web application. ***For Printed material like letter heads, press releases or other business documents***, the corporate logo(without tagline) should be used and must be placed on ***topmost left*** i.e. 2 cm from the top of sheet; Gutter Space:1.5 cm)

For Web Application and Electronic Media

The logo must be in the middle of a front cover, if the document contains no headings. However, if design consideration does not permit, the logo can appear elsewhere on the piece.

• Logo Size

All forms of logo should be used at 100 percent for most print work. The file size can be enlarged or reduced as necessary for other applications but shouldn't be scaled down below

the range 50 percent as tagline and trademark mark gets distorted. In special cases, in conjunction with the design the logo can be shrunken to 25 percent.

View with 50 percent **ALLOWED**

View with 20 percent **NOT ALLOWED**

• Logo Colour

Red & Black are the defined corporate colors of the logo.

In the current form, the colors black & red have been carefully intertwined to present the perfect balance of consistency with dynamism and solid thinking with fiery creativity.

The use of the two colors also subtly reinforces the two individual words 'Moser Baer'. Words, that we believe, will leave an indelible mark on the global and domestic horizon. From the esoteric to the practical, the primary colors black & red have been carefully elected to ensure not just a visually appealing identity but also, to allow for easy reproduction and instant recognition.

Technical Details

• Defining Colour

There are only two possible colour combinations i.e. Red & Black for light backgrounds and White & Red (reverse printing) for thick and solid backgrounds

Moser Baer logo on clear backgrounds

C=30 M=30 Y=30 K=100

M=100 Y=90

Moser Baer logo on solid backgrounds

The reversed (white & red) logo should be used in order to preserve the integrity of the logo against the background on which it is used.

Essentials of Logo Usage

- Consistent usage and placement of the Moser Baer logo on all the materials is critical to preserve the brand identity.
- Always reproduce logos and signatures from original artwork. Never rebuild, redraw, re-create, or distort a logo.
- Never place a logo in headlines, sub heads, or body copy.