



CORPORATE IDENTITY STANDARDS

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OVERVIEW

Defining Identity

Identity is fact... the effective sum of the facts that can be used, in the minds of various audiences, to distinguish a given entity from all others. To manage identity is to manage these facts.

Why Standards

The appearance and exposure of the corporate brand *must* be constant. Even the most entrepreneurial corporate culture where "all permissions are granted unless expressly denied," identity must be the great exception, in which *all permissions are denied unless expressly granted*. Otherwise, chaos will rule.

It is imperative the stand out with certain standards that defines corporate style. Corporate style acts as a differentiator and is a key marketing tool. We at Moser Baer adhere to certain communication policy that ensures to maintain the consistency of Moser Baer identity, brand and image. Therefore, the Corporate Communication group offers these clear and concise graphic and communications criteria to assist in your pursuit of that goal.

Close observance of these guidelines will not only increase Moser Baer product's effectiveness, but will also keep it well within the mission of maintaining the image called Moser Baer.

USING THIS MANUAL

The Corporate Identity Standards Manual clearly explains the proper use of Moser Baer's corporate identity and basic communication guidelines, otherwise know as the Corporate Identity Program. It covers proper usage of our logo, design elements, typography, and examples of standard business communications.

Information on any application not discussed in this guide can be obtained from Corporate Communications. Any use of the logo and/or mark not covered in this guide must be approved by Corporate Communication prior to production in order to assure accuracy and consistency.

The Corporate Communication Standards are available on the Intranet. This information is made available to all internal employees and external stakeholders such as partners, resellers, and press. Should you have a question about usage of any piece of the standards, or if an external source has a question, please contact Corporate Communications.

VISION & MISSION STATEMENT

Vision

To be a global leader in the Manufacture of High Technology Products

Mission

To achieve excellence in the manufacture of Optical Data Storage Media for meeting the requirements of Global Customers through Technology, Quality and Cost Leadership

CONTACT

CONTACT INFORMATION

The company's contact information should always be stated as per the following format (space permitting):

Company Name

Address

Tel:

Fax:

Website address

Examples

Moser Baer India Limited.

43 B, Okhla Industrial Estate, Phase III

New Delhi 110020, India

Tel:+91-11-41635201-05, 26911570-74

Fax:+91-11-41635211, 26911860

www.moserbaer.in

Moser Baer Photo Voltaic Limited

43 B, Okhla Industrial Estate, Phase III

New Delhi 110020, India

Tel:+91-11-41635201-05, 26911570-74

Fax:+91-11-41635211, 26911860

www.moserbaer.in

However any communication which requires to mention the Registered Office, the address is as follows

Moser Baer India Limited.

43 A, Okhla Industrial Estate, Phase III

New Delhi 110020, India

Tel:+91-11-41635201-05, 26911570-74

Fax:+91-11-41635211, 26911860

www.moserbaer.in

EMAIL SIGNATURE

Email Signature for MBites

Email signatures should be in 10 point Trebuchet/Arial /Verdana (you can choose either of the three as your stationary for writing documents) and should be formatted as follows:

Every new mail should have the signature in the below mentioned format

- Name | Designation/ Department
- Company Name
- Address
- Phone number, extension number | Fax number (optional)
- Hand phone number (optional)
- Email id * (see below)
- Company website

Correct Example:

Priti Setia |Sr. Associate |Corporate Communications
Moser Baer India Ltd.
43 B, Okhla Industrial Estate, Phase III, New Delhi 110020, India
Tel:+91-11-41635201-05, Extn:338 |Fax:+91-11-41635211
Mob:+91-9811898075
www.moserbaer.in

Incorrect Example:

Priti Setia
Tel:911141635201-05, Extn:338
Fax:911141635211
Mob:9811898075
www.moserbaer.in

* Please note that If you send a message to a distribution list, your own email address may not appear in the e-mail's *From* field and hence it is a good practice to include your email id in the signature.

The text and signature can be changed in Microsoft Outlook as follows

In Microsoft Outlook click on

Tools>> options>> Mail format

In the Mail format screen, you will see Fonts and Signature options.

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

This form of logo should be preferred over other forms when involved in some trade related collaterals. This distinctive form should be used on materials during business transactions, to uniquely identify Moser Baer and its products and services to consumers, from those of other businesses. A trademark representation is a type of industrial property which is owned by Moser Baer.

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

OTHER APPROVED LOGOS



Corporate Logo for International Division



Corporate Logo depicting product range

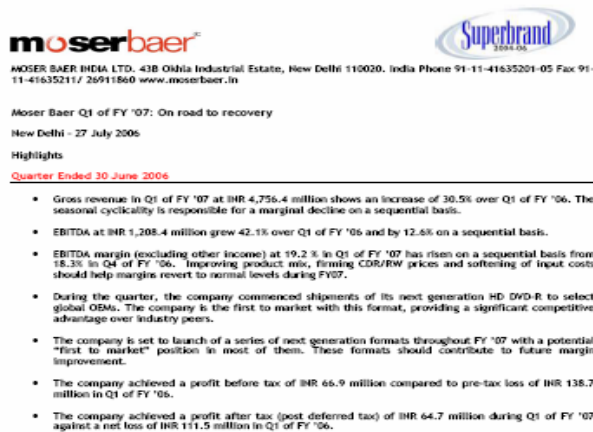
The logos found in this guide are the only approved Moser Baer logos. No other logos are to be created or used internally or externally.

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.



- 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 selected 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, re-draw, re-create, or distort a logo.
- Never place a logo in headlines, sub heads, or body copy.

TYPOGRAPHY

Typography (font and font size) plays a major role in establishing a consistent image. It is paramount to use similar fonts for all the application and materials.

If other typefaces seem more appropriate for a specific application, please get approval from corporate communications prior to publishing.

Trebuchet (18 bold point for headings; 16, 14 or 12 point for subheads; 10 or 12 point for body)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Heading: Subheading: Body

Arial (18 bold point for headings; 16, 14 or 12 point for subheads; 10 or 12 point for body)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Heading: Subheading: Body

Verdana (18 bold point for headings; 16, 14 or 12 point for subheads; 10 or 12 point for body)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Heading: Subheading: Body

PAPER SYSTEMS

The most visible kind of communication for any organization is its paper system. The letterhead, envelopes, and business cards are often the first projection of our corporate image and identity.

Our current paper system provides a clean, classic look for the corporation. Moser Baer logo with the trademark is the only logo used for all departments within the company. The logo is always justified to the left on the page.

Our paper systems include:

- Business Cards
- Letterhead
- Envelopes

The inventory of the paper system is ordered by the administration department. Any changes made to the paper system will be made and approved only by Corporate Communications.

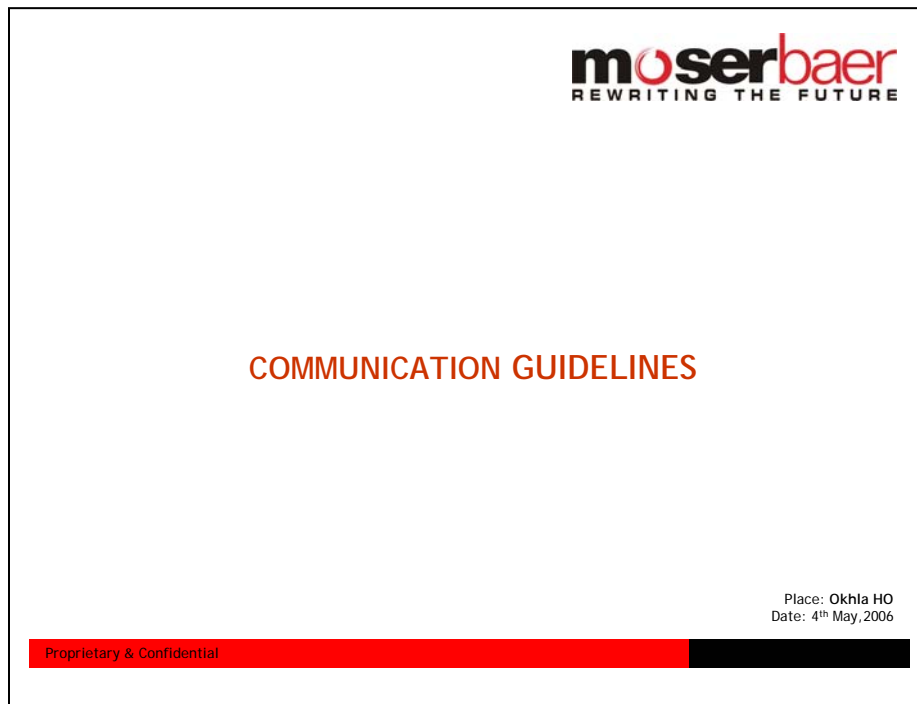
POWER POINT PRESENTATIONS

Cover slide

- The first slide should have a Moser Baer Logo in the centre of the slide
- The subject of the presentation should be in orange
- The venue and the date of the presentation should be mentioned on the extreme right bottom of the slide
- FONTS

TITLE - Capital letters: BOLD: 36 points of chosen font

Subtitle - 24 points of chosen font

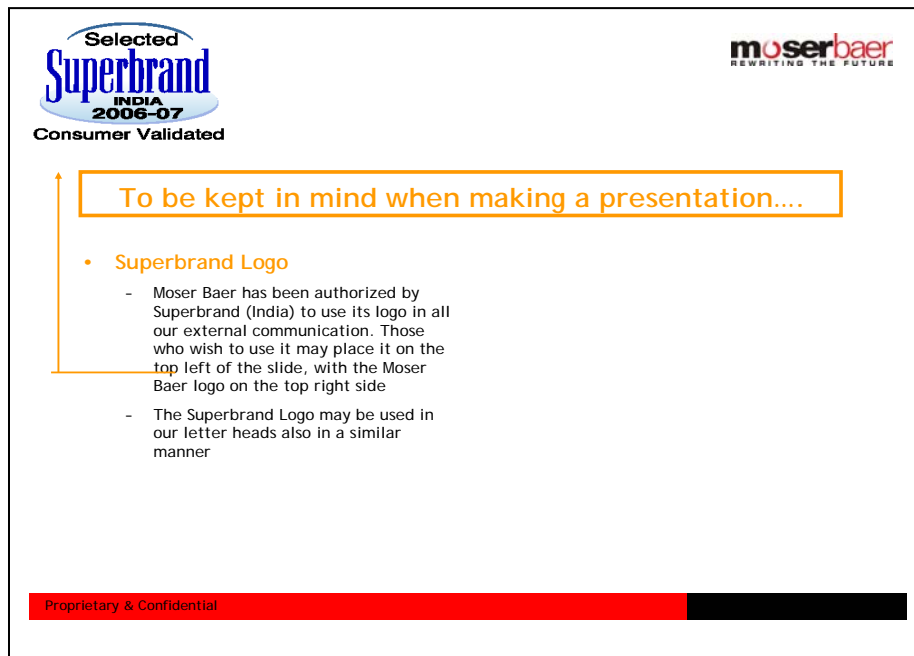


Slide template

- The company logo should come on the right-hand side of each slide
- Moser Baer has been authorized by Superbrand (India) to use its logo in all our external communication. Those who wish to use it may place it on the top left of the slide, with the Moser Baer logo on the top right side

The Superbrand Logo may be used in our letter heads also in a similar manner.

- FONTS
Title- 24 points of Arial/ Verdana/Trebuchet
Subtitle- 16 or 18 points of chosen font
Body- - Text colour-Black: 10 or 12 or 14 point
- CHARTS
Use Times New Roman font for Legends with 10 or 8 points



Source: The template for corporate power point presentation will be available to all the HODs for internal distribution. A copy of same will be available on "MBILINTRA" as well.

Note: Please read the instructions (Annexure 1.0) for Superbrands logo usage before using.

BOILERPLATE

About Moser Baer India Ltd

Moser Baer India Ltd., headquartered in New Delhi, India, was established in 1983 and is the second largest manufacturer of optical media disc in the world with a 16.5% market share of the global recordable optical media market. The Company is a front runner in developing cutting edge technologies for recordable optical media, constantly innovating and introducing new products and processes. Moser Baer India, through its wholly owned subsidiary, Moser Baer Photo Voltaic Limited, is currently in the process of establishing a state of the art unique 80 MW silicon PV manufacturing facility near New Delhi. The company currently has over 5,000 full-time employees and multiple manufacturing facilities in the suburbs of New Delhi.

Do not delete or condense the boilerplate. It should always be used in its entirety.

COPYRIGHT AND DISCLAIMER STATEMENTS

For Emails

The below mentioned set of statements should be used as a disclaimer with all the outgoing emails. In case your emails do not carry this default message at the end of an email, please report the same to your IT department.

This email message along with any attachments is for the exclusive use of the intended recipient/s and may contain proprietary, confidential, or trade secret information. Unauthorized review, use, disclosure, or distribution is prohibited. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message.

For Print Material

All rights reserved. All company names, products, registered and /or unregistered trademarks and copyrights to their respective companies.

CORPORATE KIT

Corporate Kit should be used as a collateral to be given to associates, company guests and stakeholders who are attending meeting, exhibition, seminar, press conferences, analyst meet etc organized by Moser Baer.

Moser Baer corporate kit comprises of

1. Corporate Profile
2. Customized Presentation
3. Current Annual Report
4. Bio Profiles- along with pictures (optional)
5. Top Media Coverage (optional)

All the above listed components should be presented in an electronic version by recording on a CD, and print out of above document enclosed in a corporate folder.

Corporate kit, excluding the customized presentation, will only be prepared by Corporate Communications. The same can be provided electronically or in a hard form on request with a prior intimation of at least 5 days.

Annexure

Annexure 1.0

The guidelines for using the Superbrands

The symbol is in black and white as well as in colour in 300 dpi, CDR (Corel Draw) Version 11.0. The symbol may be used in any form of communication including advertising, packaging, product literature, direct mail, outdoor, films, exhibitions, trade promotions and web sites.

The guidelines for using the Superbrands tribute symbol are as follows:

1. You can use it in communication of any size, provided the symbol itself is not less than 2.5 cms (1 inch) in width (left to right).
2. Nothing in the symbol-- the words, figures, design and colours are to be altered in any way as they are all an integral part.
3. It should be used only in the communication of the category and brand participating in the second edition of Consumer Superbrands. It cannot be used by non-participating brands, even if they belong to the same company.
4. Wherever it has to appear on colour or dark backgrounds, please refer to the file in the CD where examples are given for its correct usage.
5. The validity of your selection as a Superbrand is up till Dec. 2007. You may freely use the symbol up till then in your communication as per the above guidelines.