

TATA STEEL WIRE DIVISION



TATA
Wiron
baandhe rishton ke taar

BRAND MANUAL

BRAND MANUAL





Dear Friends,

The TATA WIRON Brand Manual has been designed to present a consistent image of the brand across territories and various forms of media communications.

The manual details the way the brand identity shall be portrayed and replicated across various specified mediums. The Brand Manual details the colours, fonts, styles, sizes etc., that have to be used when displaying TATA WIRON. We encourage the use of this manual to extend the identity of TATA WIRON.

This manual has been created exclusively for your reference and kindly treat it as confidential.

As a custodian of the brand in your territory, it is in our mutual interest to protect the goodwill of the brand.

For further clarification or for a copy of the TATA Wiron CD/ Print-outs/ Positives of any particular design, please contact the Industry Manager- Retail at our Mumbai office.

Looking forward for your co-operation.

Best Wishes

Rakesh Sharma
Chief-Marketing & Sales
Tata Steel-Wire Division



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Introduction

Tata Steel Wire Division is a pioneer in the Wire Drawing Industry in India. Keeping with the philosophy of the Tata Group, it imbibes the same commitment to excellence. A commitment that is reflected in what the Company stands for and does. A commitment that fortifies itself in TATA Wiron.

TATA Wiron GI Wires redefines quality in many ways. Better flexibility, uniform zinc coating - inherent strengths that ensure that the buyer has peace-of-mind when he buys TATA Wiron. Even the focused manufacturing technology delivers a product that meets the varied needs of its consumers.

TATA Wiron GI Wires have a distinct brand identity of a valued business partner for its consumers. This Brand Manual is a valuable tool to assist you in maintaining its identity. Be it a wall painting, the décor of the stock point, a promotion meet or a van campaign, the manner and presentation style has got to be uniform across all the communication.

Welcome to the parivar of TATA Wiron GI wires.



The Logo

The TATA Wiron Logo can be used in many different ways, depending on the requirements.

For four colour printing, the Logo should be in colour on a yellow background. The printing should be done with the four process colours in the following ways:

With Background

Cyan:	90%
Magenta:	60%
Yellow:	100%
Black:	100%

Without background

Cyan:	90%
Magenta:	60%
Yellow:	0%
Black:	100%

TATA
Wiron



The Logo

The one colour Logo or B&W Logo should be used, wherever colour printing is not feasible.

For two colour printing, the Logo should be B&W only or on a dark background, it should be reversed.

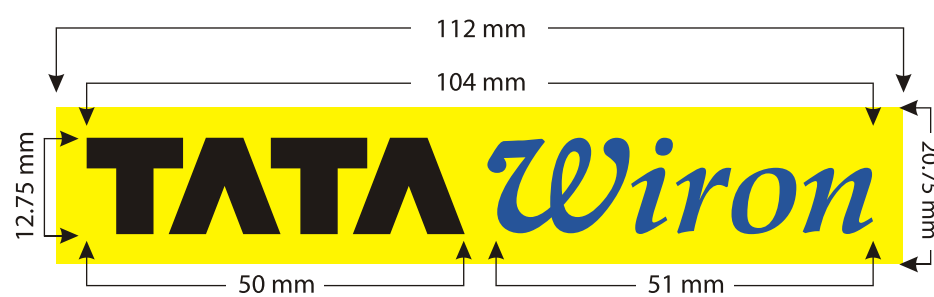
The Logo

The Logo is to be used exactly the way it is shown in the designs alongside.

It is preferable to use the stacked Logo designs (top design).

In case, it is not feasible to use the stacked Logo design, the Logo can be used in one straight line (bottom design).

The proportions of the Logo will strictly follow the dimensions as per the designs only.



The logo consists of the word "TATA" in a bold, black, sans-serif font, followed by "Wiron" in a blue, italicized script font. Both are set against a solid yellow rectangular background.The logo consists of the word "TATA" in a bold, black, sans-serif font, followed by "Wiron" in a blue, italicized script font. The background is white.The logo consists of the word "TATA" in a bold, black, sans-serif font, followed by "Wiron" in a black, italicized script font. The background is white.The logo consists of the word "TATA" in a bold, white, sans-serif font, followed by "Wiron" in a white, italicized script font. Both are set against a solid dark blue rectangular background.

The Logo

When the TATA Wiron Logo is to be used in one single line, it can be in the following variations.

It is preferable to use the 4 color printing. In this case, use yellow background with TATA in black & Wiron in blue as per the first design.

or

In four colour printing with white background, TATA will be in black & Wiron in blue as per the second design.

In case of one colour printing, TATA and Wiron should be in black colour as per the third design.

If you are using the blue (dark) background, TATA and Wiron Logo will have to be in reverse, as per the fourth design.

Tagline

When communicating in local languages, the TATA Wiron logo would remain unchanged. The Tagline can be changed to the local language as shown alongside.

Hindi

बांधे रिश्तों के तार

English

Binding relationships

Bengali

বাঁধে সম্পর্কের তার

Punjabi

ਬੰਨ੍ਹੇ ਰਿਸ਼ਤਿਆਂ ਦੇ ਤਾਰ

Marathi

बांधे नाते तारांचे

Gujrathi

બાંધે સંબંધોના તાર...

Malyalam

ബന്ധങ്ങളുടെ കമ്പികൾ കൂട്ടിയിണക്കി

Kannada

ಬೆಸೆಯುತ್ತದೆ ಬಾಂಧವ್ಯದ ತಂತಿ

Telugu

అనుబంధాలకు తీగ

Tamil

உறவை உறுதிப்படுத்தும் கம்பி

Oriya

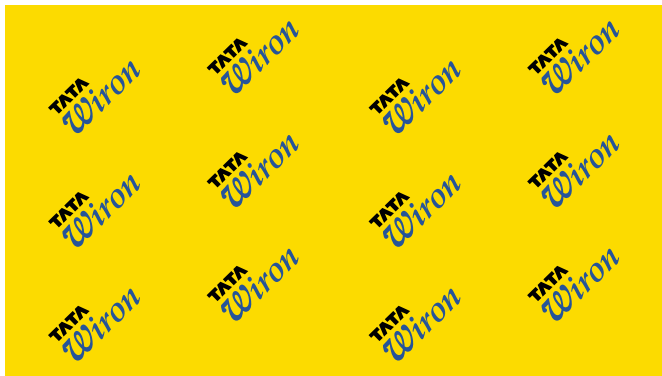
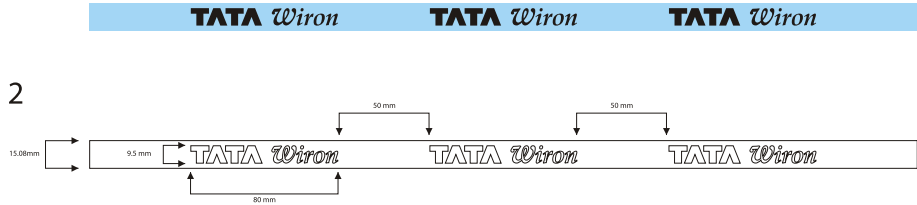
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TATA STEEL WIRE DIVISION

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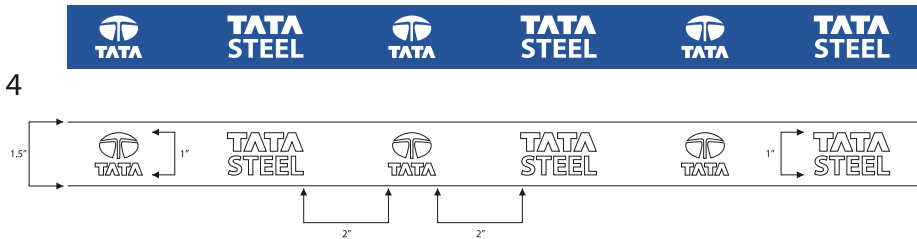
2



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Packaging

The TATA Wiron GI Wires will be strapped and packed in the following sequence: