BESCOM CORPORATE BRAND GUIDELINES

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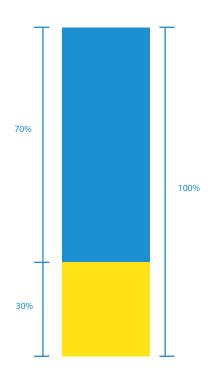
This Brand Manual defines the guidelines for the visual representation of BESCOM through all its communication and collaterals. These definitive guidelines are created for maximum brand recall and should be utilized as per the specifications to maintain consistency and establish a clear presence among all its viewers.

Logo Elements & Color Pallet

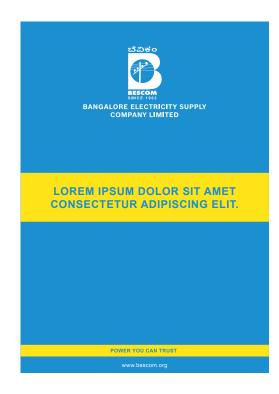
Icon, Typography & Color Values



All collaterals must maintain uniform ratio between BESCOM's Primary Colour (Blue) and Secondary Colour (Yellow). The usage of Secondary Colour must never exceed 30% of the overall collateral.



General Layout



Logo Unit

Positioning in conjunction with other elements; minimum sizes

The minimal space around the logo unit must be maintained always. The minimum space is derived from the upper case 'O' of BESCOM font. In addition the logo must remain in the set proportion always.





27mm

Logo Unit Colour Rules

The logo is to be used in accordance with the following rules

The logo unit can be executed in three ways.

White Background : Logo is used in Primary Colour (Blue)

Revised Version : Logo is used in White Black & White : Logo is used in Black

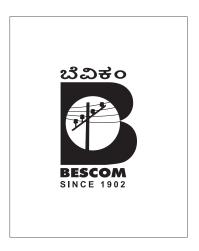
Actual Color



Reversed Version



Black & White



Improper Usage of Logo

The logo must be used as per the guidelines. The representations below are examples of improper usage of the logo.

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- 1. Do not use the Logo without Kannada
- 2. Do not use the Logo without English
- 3. Do not use the Logo with Vertical Text
- 4. Do not use the Logo with increased width
- 5. Do not use a Blue logo on gradient background











Logo with Expanded Text

Usage of logo with different language

Vertical Usage : The expanded BESCOM text, should be centre-aligned to the Logo Unit. The expanded text can be used in either English

or Kannada but not a combination of both.

Horizontal Usage: The expanded BESCOM text, should be centre-aligned to the Logo with a separator present in between. The expanded text

should be used in both languages, with Kannada on top and English at the bottom.



BANGALORE ELECTRICITY SUPPLY COMPANY LIMITED



ಬೆಂಗಳೂರು ವಿದ್ಯುತ್ ಸರಬರಾಜು ಕಂಪನಿ ನಿಯಮಿತ



ಬೆಂಗಳೂರು ವಿದ್ಯುತ್ ಸರಬರಾಜು ಕಂಪನಿ ನಿಯಮಿತ BANGALORE ELECTRICITY SUPPLY COMPANY LIMITED

POWER YOU CAN TRUST

The tagline reinforces the reliability of the company and reassures the consumer. It can be used without being attached to the logo in communications.

CASE : The text should be used in upper case only with use of the selected brand font family (Arial).

ORIENTATION: The text should be used in horizontal orientation only.

CONTINUITY: It must be written as one continuous line with no breaks and no additional marks (e.g. exclamation mark, comma, etc.).

POSITION : It must never be used above the logo on any communication.

Arial Family

All collaterals are to be created using only fonts from the Arial family. The fonts are clearly visible and widely available on any computer system, thereby ensuring consistency across all collaterals.

Arial (Regular)



ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890-(){}.,?/&*#@

Arial (Regular Italic)



ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890-(){}.,?/&*#@

Arial (Bold)



ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890-(){}.,?/&*#@

Arial (Bold Italic)



ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890-(){}.,?/&*#@

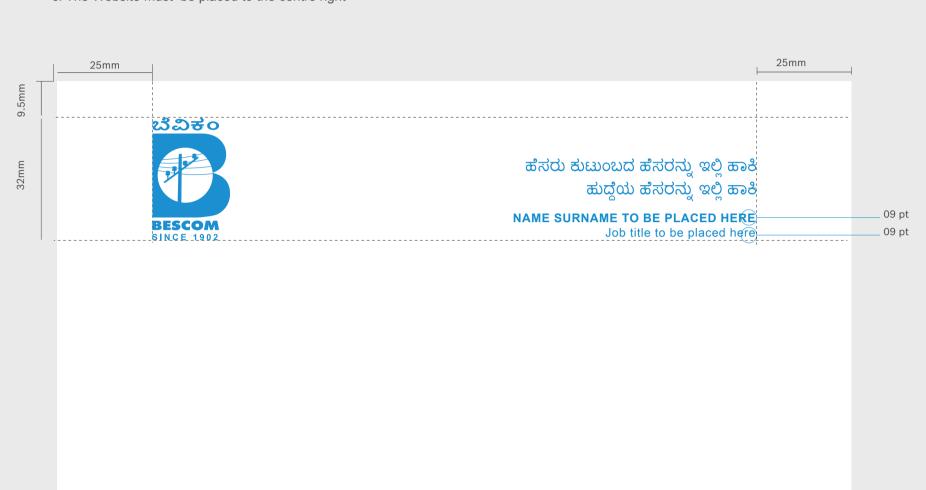
Arial (Black)



ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890-(){}.,?/&*#@

The letterhead must consist of all following elements:

- 1. Logo Unit (Spaced 25mm from the left edge and starting below 9.5mm from the top)
- 2. Name with Surname followed by Designation (First in Kannada followed by English)
 - a. Spaced 25mm from the right edge and bottom aligned with logo
 - b. The Name should be written in 09pt size
 - c. The Designation should be written in 09pt size
- 3. Contact Details (Starting 25mm from the bottom)
 - a. The Address must be centre-aligned and written in 09pt size
 - b. The order of information must be Location with Pincode, followed by Phone Number and Website
 - c. The Website must be placed to the centre right





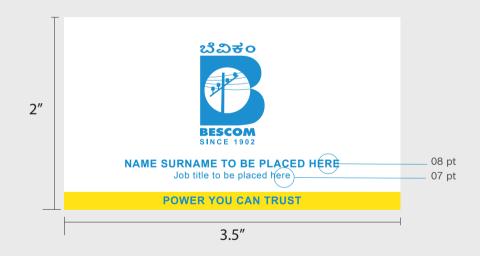
29mm

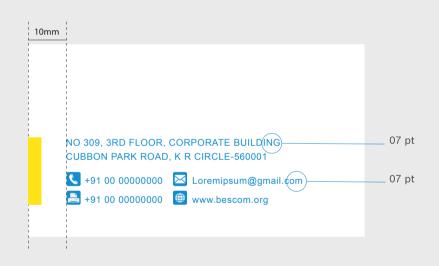
Business Collateral

Visiting Cards

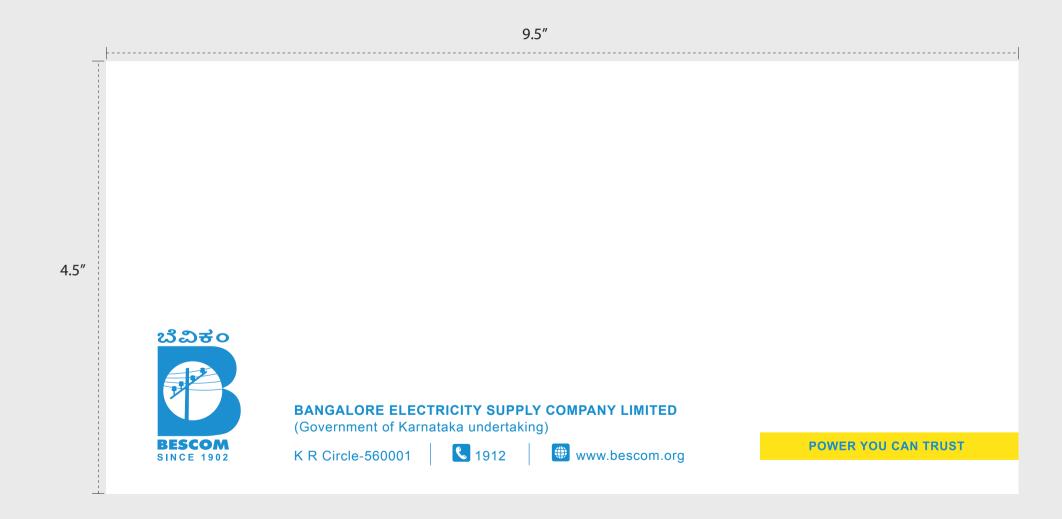
Front: The Logo, Name and Designation should be centre-aligned. The Name should be written in 08pt size and the Designation should be written in 07pt size.

Back: The Address, Phone Number, Fax Number, Email Address and Website should be written in 07pt size with all information starting at 10mm from the left edge.





Standard Envelope



297mm



BANGALORE ELECTRICITY SUPPLY COMPANY LIMITED

(Government of Karnataka undertaking)

www.bescom.org

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