TATA STEEL

Brand guidelines for communications
September 2010

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We have developed a set of guidelines for applying Tata Steel branding to specific brand carriers. This document covers mainly print and electronic communications. Details specific to the other major brand carriers are covered in separate documents. All guideline documents are available on Tata Steel Online. If you have any queries, please contact your Brand Facilitator.

The Tata brand

The Tata brand is an extremely valuable asset that is shared, and nurtured, by all of the companies within the Tata Group, including Tata Steel. Ever since the first of these companies was founded in India 140 years ago, the Tata name has been associated with outstanding quality, value creation and social responsibility in equal measure.

Few global corporations can match this distinctive brand equity of "leadership with trust" – of vigorous competitiveness and profitable growth combined with a unique and enduring heritage of philanthropy and corporate citizenship.

In Europe, as in other regions, the values associated with the Tata brand are becoming increasingly familiar and respected as the Group's activities continue to grow globally.

Building a strong brand will help to generate a sense of shared purpose and pride among employees. It will play a powerful role in reinforcing consistent values and standards across the company's diverse activities. It will positively shape the perceptions of our customers and other stakeholders, which in turn will increase their loyalty and trust in our brand.

To ensure that maximum benefit is derived from our uniquely valuable asset, it is vital that our brand guidelines are meticulously applied.

Brand elements

The Tata Group and Tata Steel brand marks

1.1

1.2

We need to respect and present the Tata Group and Tata Steel brand marks with consistency and clarity.

1.1 Tata Group brand mark
The Tata Group composite brand mark is both simple and memorable. At the heart of the Tata Group mark is the letter 'T', enclosed in an oval. Complementing this is the word Tata. This takes the 'T' and 'A' of Tata to their simplest form, creating a clear and unique expression of the Tata name.

Two elements make up this brand mark. They are:
1. The Tata 'T' symbol
2. The Tata wordmark

The elements have a fixed relationship and are not to be used in isolation of each other. The Tata Group brand mark is to be reproduced only from the master artwork provided in digital form.

1.2 Tata Steel brand mark
The Tata Steel brand mark combines the Tata wordmark and the word 'Steel' in capital letters to form the 'Tata Steel' company name.

The elements have a fixed relationship and should never be separated or rearranged. The Tata Steel brand mark is to be reproduced only from the master artwork provided in digital form.

The Tata Group and Tata Steel brand marks

1.3

TATA STEEL TATA STEEL **TATA**

1.41

.25x

x

.25x

.5x

.25x

.25x

TATA

1.42

T

T

TATA STEEL

T

T

1.3 Scale relationship and spacing
The Tata Group and Tata Steel brand marks should be scaled consistently. Both the brand marks should be of equal presence on all brand carriers. Think of this as an equal relationship.

The scale of the brand marks is calculated using the height of the Tata wordmark. The height of the Tata wordmark should be the same in both the Tata Group and Tata Steel brand marks.

The minimum horizontal clear space between the two brand marks is equal to the width of the Tata Steel brand mark.

1.4 Exclusion zones
The shaded areas around the brand marks indicate the minimum exclusion zones into which nothing should intrude. These zones have been designed to ensure that the brand marks never appear cluttered by other graphic material.
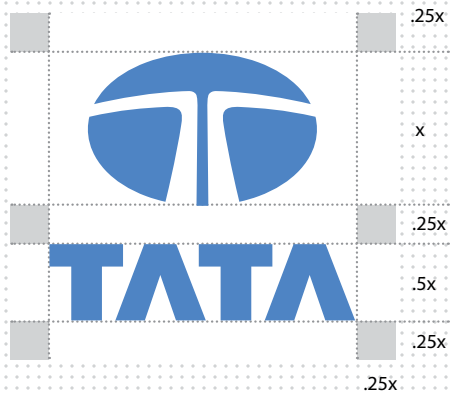
1.41 Tata Group brand mark
The exclusion zone for the Tata Group brand mark is calculated using a division of the height of the Tata 'T' symbol as shown opposite. The exclusion zone is also equal to the space between the Tata 'T' symbol and the Tata wordmark.

1.42 Tata Steel brand mark
The exclusion zone for the Tata Steel brand mark is calculated using the 'T' of the Tata wordmark.

The Tata Group and Tata Steel brand marks

1.5

Basis of measurement

1.51

12mm

1.52

Basis of measurement

Format size	Tata Group brand mark width	Tata Steel brand mark width
Minimum size	12mm	24.4mm
A6	14.5mm	29.5mm
A5	21.6mm	44mm
A4	26mm	53mm
A3 (Poster)	40mm	81.5mm
A3 (Literature)	40mm	81.5mm
A2	Size the brand mark and placement proportionately from A3	
A1	Size the brand mark and placement proportionately from A2	

1.5 Scaling the brand marks
The exact scale of the Tata Group and Tata Steel brand marks is calculated in relation to the size, shape and area of the item it appears on. The size is always calculated using the width of the brand marks.

1.51 Minimum size
Under no circumstances should the Tata Group brand mark ever be reproduced smaller than 12mm wide.

1.52 Sizing chart
To ensure consistency, we have a range of Tata brand mark sizes for common 'A' paper sizes. There may be large-scale exceptions to these rules (for example, on signage and billboards) but wherever possible, use these specific sizes. The sizing chart gives the width of the brand mark required for a particular 'A' size. These sizes apply to both portrait and landscape formats.

The Tata Group and Tata Steel brand marks

1.61

1.62

1.63

1.64

1.65

1.66

1.6 Colour variants of the Tata brand marks
Wherever possible, the brand marks should appear in Tata Blue on a white background, as shown in 1.61. Where this is not feasible, the following variants may be used. Under no circumstances should the brand marks be reproduced in any other colour.

1.61 Tata Blue brand marks
The brand marks appear in Tata Blue on a white background. This is the primary representation of the Tata brand marks, to be used wherever possible.

1.62 Black brand marks
In a limited number of applications, such as faxes, memos or single-colour advertising, a solid black version of the brand marks may be used. Never use tints of black and never substitute another colour for black.

1.63 Image background
When placed on imagery with a light background, the brand marks appear in Tata Blue. They should have a solid area of the image behind them. Ensure that the brand marks are visible and completely legible at all times.

1.64 Reversed colour brand mark
For increased visual impact, the brand marks may appear in reverse white against a Tata Blue background.

1.65 Reversed white brand mark
When there is a dominant dark background, the brand marks appear in reverse white.

1.66 Image background
When placed on imagery with a dark background, the brand marks appear in reverse white. They should have a solid area of the image behind them. Ensure that the brand marks are visible and completely legible at all times.

The Tata Group and Tata Steel brand marks

1.7

TATA STEEL   TATA

1.7 Brand mark arrangement
This illustration shows the preferred positioning of the Tata Group and Tata Steel brand marks for printed communications.

The Tata Group brand mark is positioned top right, aligned to the page margins. The Tata Steel brand mark is positioned to the left, bottom-aligned to the Tata Group mark.

For guidance applying the brand marks to other brand carriers, including stationery, please see the appropriate brand guideline.

The Tata Group and Tata Steel brand marks

1.8
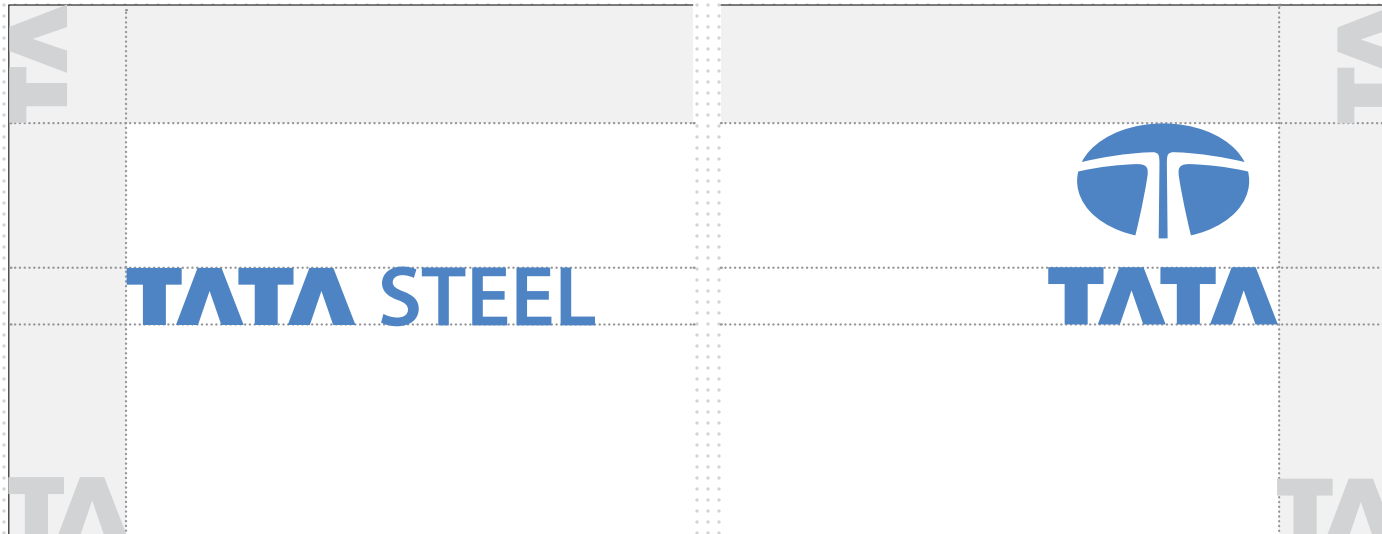
1.8 Margins
The Tata Group and Tata Steel brand marks should aways be positioned with a set distance from the edge of the page on all printed material.

The minimum distance from the pages edge is measured by placing the 'T' and 'A' of the Tata wordmark vertically above the Tata Group brand mark to determine the top margin and horizontally to the left and right of the brand marks to determine the outer margins as illustrated.

Brand marks and endorsers
Brand mark usage

Tata Group brand mark

The Tata Group brand mark is used to represent the whole of Tata. It is a global brand mark, widely respected around the world, and including many different companies, businesses and activities.

Tata Steel brand mark

The Tata Steel brand mark is used to represent the activities that comprise Tata Steel. The intention is to build up the brand of Tata Steel so that it achieves global recognition and respect.

Tata Steel endorsement

LOGO
A Tata Steel Enterprise

The Tata Steel endorser line is used to associate a Tata Steel owned business with the Tata Steel brand.

Brand marks and endorsers

It is our intention to build equity in the Tata Steel brand, while leveraging the strength of the Tata Group brand mark. It is therefore recommended that only two brand marks are ever used within Tata Steel. These are the Corporate mark of Tata Group and the Company mark of Tata Steel. All other references, endorsers and descriptors should be done in type and not presented as a graphic mark. This will help to preserve the strength of the Tata Group and Tata Steel brand marks and avoid dilution.

For the same reason, it is recommended that the creation of marks and graphic devices for Tata Steel products, campaigns, and initiatives be avoided. With two logos already in use for communications, additional devices can become clumsy and incoherent.

There are some activities which do not carry the Tata Group or Tata Steel brand marks. They may be wholly owned parts of Tata Group and/or may not be core steel activities. They may have legacy marks which have legitimate brand equity and communicate within their own house style. Such activities may use the endorser statement "A Tata Steel Enterprise", but do not use either of the Tata brand marks.

Third party use of brand marks

Third parties wishing to use the Tata Group or Tata Steel brand marks must receive authorisation and approved artwork from Group Communications.

Brand marks and endorsers
Endorser logo examples

A Tata Steel Enterprise

A Tata Steel Enterprise

A Tata Steel Enterprise

Endorser logo examples
Shown here are examples of the endorser line applied to the marks of some Tata Steel enterprises.

The endorser line should be set in Myriad Pro Regular and sized so that the length of the line is shorter than the width of the enterprise logo it is endorsing. The endorser line is positioned beneath and aligned to the left edge of the enterprise logo. The distance between the top of the endorser line and the bottom of the logo should be equal to the cap height of the endorser line.

Company descriptors
Writing our name

Communicative

Tata
Tata is a diverse group dealing with many products and services, from cars, to computing, to steel and tea. Tata companies are bound by a common aim, a common way of doing business in an ethical way. The Tata brand stands for leadership with trust.

Tata Steel
Tata Steel is a brand name for Tata Steel Limited, the company which is listed on the Bombay Stock Exchange and part owned by Tata Group. With customers at its core, it aims to build a strong brand to differentiate itself from global steel competitors.

Tata Steel Europe
The European operations of Tata Steel, formerly known as Corus. Used to describe steel activities outside Asia. This term should only be used where it is required to clarify which part of the business is being referred to, such as in Group-wide publications.

Tata Steel Group
An internal descriptor to describe corporate functions operating at a group level. Also a label used to describe the sum of the Tata Steel parts.

Tata Steel Enterprise
A wholly owned part of Tata Steel which does not use the Company or Group mark because it has equity in its own mark, usually as a result of legacy acquisition.

Holding company legal names

Tata Sons Limited

Tata Steel UK Holdings Limited

Tata Steel Netherlands Holdings BV

Operating company legal names

Tata Steel UK Limited

Tata Steel IJmuiden BV

Tata Steel UK Consulting Limited

Tata Steel UK Rail Consultancy Limited

Company descriptors
When referring to Tata Steel activities always ensure you are using the correct descriptor.

In the UK, it is a legal requirement for a company to provide certain information to anyone it has dealings with. Full legal entity names should be used on all forms of business correspondence and documentation. Other jurisdictions may also have specific requirements. If you have any questions, please contact Group Legal or Secretariat.

Company descriptors
Writing our name

Tata Steel not ~~TATA STEEL~~

Tata Steel not ~~TATA~~

Tata Steel not ~~TS or T.S.~~

Tata Steel not ~~TATA Steel~~

Tata Steel not ~~TATA STEEL~~

Tata Steel not ~~tata steel~~

A Tata Steel Enterprise not ~~A TATA STEEL Enterprise~~

A Tata Steel Enterprise not ~~A TATA STEEL ENTERPRISE~~

A Tata Steel Enterprise not ~~A Tata Steel Company~~

Writing our name
The Tata and Tata Steel names should always be set with initial capitals, never in all capitals.

Always write the company name in full.

Never abbreviate Tata Steel to Tata as Tata is a different company from Tata Steel.

Never use acronyms such as TS for Tata Steel.

Never use the Tata Group or Tata Steel brand marks in text or as part of another logo.

Avoid

1.9

Never separate the brand mark. Always keep the symbol and wordmark together.

Never re-draw the brand marks.

Never stretch or distort the brand marks.

Avoid the horizontal arrangement.

Never show the Tata wordmark in any colour or tint other than Tata Blue, black or white.

Never show the Tata symbol in any colour or tint other than Tata Blue, black or white.

Never show the brand mark with a gradient.

Do not place the brand mark on an image background that affects its legibility.

Never show the brand marks locked up. Always observe the minimum clear space when placing the brand marks together.

Do not create lock-ups of the two brand marks.

Never show the brand marks aligned to a division name or Business Unit name.

Never use the brand marks in text or as part of another logo.
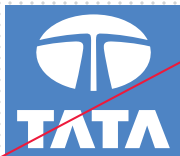
Never place the brand marks within a box and always respect the exclusion zone.
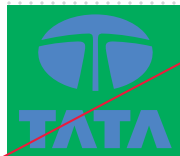
Never place the brand marks on a coloured background that affects their legibility.

Never place the brand marks on a coloured background that affects their legibility.

Never show the brand marks as a keyline.

Tata Group and Tata Steel brand mark do nots
The Tata Group and Tata Steel brand marks should never be distorted or changed in any way. They should always be seen in the colours stated and never in our secondary colour palette or any other colour.

The brand marks should never be aligned to or locked up with business or division names or other brand marks. They should always be clear and visible.

For illustration purposes only the Tata Group brand mark has been used. The principles are the same for both the Tata Group and Tata Steel brand marks.

Primary colours

Tata Blue

Pantone 2727C
C90 **M**40 **Y**0 **K**0
R61 **G**126 **B**219
Hex # 3D7EDB
Dulux 31BB 23/340
RAL 5012

Black and white

The primary palette
As part of the overall visual identity, Tata Steel has a primary palette of three colours. The primary palette consists of Tata Blue (Pantone 2727), black and white.

Tata Blue
Tata Blue signifies our corporate heritage. It is used for reproducing the Tata Group and Tata Steel brand marks. For typographical applications, Tata Blue can be used in headlines, introductory copy and quotes, but should be used discreetly in copy such as captions, headers and footers. It can also be used as a highlight colour on charts and graphics.

There is no identical CMYK colour match for Tata Blue (Pantone 2727). The CMYK value listed has been selected after extensive colour testing as the recommended match, and is adapted from the value used in the Tata Sons guidelines.

Coated and uncoated references.
Different paper finishes will absorb inks differently, so the Pantone inks are formulated slightly differently to compensate for that absorption.

The colours designed for uncoated paper have a 'U' after the number e.g. Pantone 2727U. The colours designed for coated paper have a 'C' after the number e.g. Pantone 2727C.

The PANTONE MATCHING SYSTEM is a worldwide printing, publishing and packaging colour language for the selection, marketing and control of colour. PANTONE is a registered trademark of Pantone, Inc.

The RAL (European Colour Standard) colours are technical colours used in industry and engineering, including transport, for accurately specifying colours and for communicating design intent.

Secondary colours

Yellow

70%

40%

Pantone 137C
C0 **M**50 **Y**100 **K**0
R255 **G**161 **B**0
Hex # FF9900
Dulux 05YY 42/727
RAL 070 70 80

Green

70%

40%

Pantone 361C
C90 **M**0 **Y**90 **K**0
R52 **G**178 **B**51
Hex # 009900
Dulux 43GY 24/566
RAL 140 60 70

Red

70%

40%

Pantone 032C
C0 **M**100 **Y**80 **K**0
R237 **G**41 **B**57
Hex # FF0000
Dulux 16YR 18/587
RAL 030 50 60

Marine

70%

40%

Pantone 314C
C100 **M**5 **Y**14 **K**17
R0 **G**131 **B**169
Hex # 0083A9
Dulux 85RB 09/313
RAL 330 30 30

Neutral

70%

40%

Pantone 7535C
C10 **M**11 **Y**23 **K**19
R190 **G**185 **B**166
Hex # BEB9A6
Dulux 20YY 58/082
RAL 7032

Deep Blue

70%

40%

Pantone 2965C
C100 **M**30 **Y**0 **K**80
R0 **G**43 **B**69
Hex # 002B45
Dulux 10BB 07/150
RAL 250 20 25

Violet

70%

40%

Pantone 261C
C55 **M**100 **Y**0 **K**55
R90 **G**36 **B**90
Hex # 5A245A
Dulux 85RB 09/313
RAL 330 30 30

Silver

70%

40%

Pantone 877C
C0 **M**0 **Y**0 **K**40
R153 **G**153 **B**153
Hex # 999999
Dulux Represented by metal
RAL 9006

The secondary colour palette
The secondary colour palette consists of a group of colours that combine well with one another and complement Tata Blue. At no time is it acceptable to use any colours other than those indicated. The colour breakdowns shown on this page have been tested thoroughly and are definitive. They are bespoke and unique, so please use these specific breakdowns, not the breakdowns generated from applications such as QuarkXPress, InDesign and Illustrator.

Use of tints
Use tints of 70% and 40% only. Tints are only to be used as support colours within layouts in elements such as text boxes, tables and charts and diagrams, if necessary. Do not place tints on front covers, as colour coded options for products or services, or as leading colour statements within a design. As a guide, a tint should cover no more than 30% of a page.

Colour do nots:
– At no time is it acceptable to use any colours other than those specified.
– Never use tints of Tata Blue as it dilutes the impact of our core brand colour.
– Do not use tints on front covers or as leading design or colour statements.

Using colour

Colour wheel

Neutral

Silver

Violet

Deep Blue

Tata Blue

Red

Marine

Yellow

Green

Colour selection

1

2

3
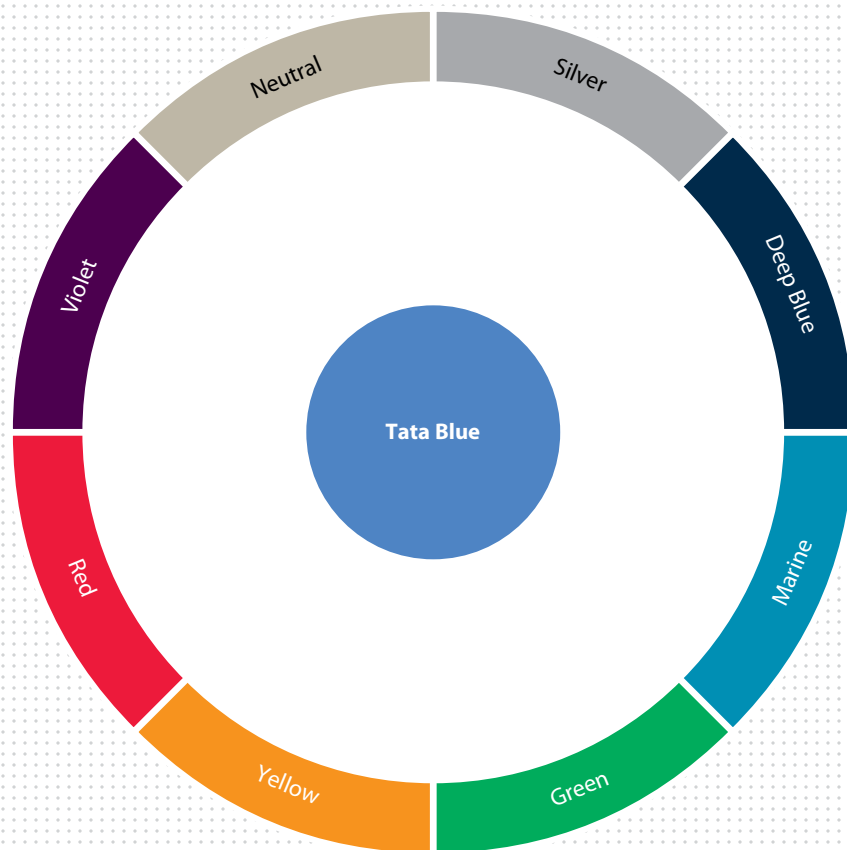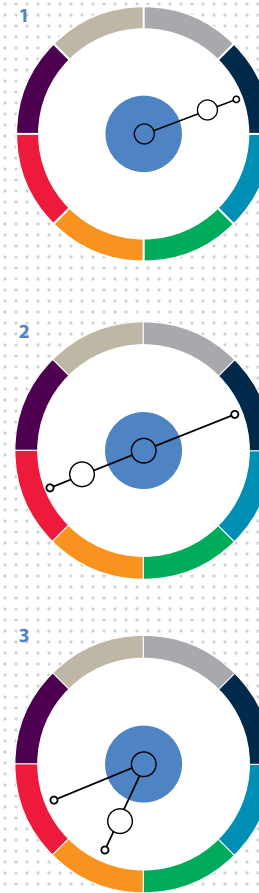
Tata Steel colour wheel
Our colour wheel is designed to help in the selection of colour. The arrangement of the colours in the wheel around our primary colours (Tata Blue and White) is designed so that only colours that work well together are selected.

Colour selection methods
The maximum number of colours that may be used together is three, excluding white and black. This restriction does not apply to diagrams, charts and graphs. Tata Blue must always be considered in all colour selection and forms the foundation for all colour sets. We have three recommended approaches to creating colour sets to ensure that appropriate colour combinations are selected.

1. Tata Blue and any colour from around the wheel.
2. Tata Blue and any colours opposite to each other around the wheel.
3. Tata Blue and any two colours sitting next to each other around the wheel.

Tints of the selected colours may be added if more colours are required.

Colour do nots:
– At no time is it acceptable to use any colours other than those specified.
– Never use tints of Tata Blue as it dilutes the impact of our core brand colour.
– Do not place tints on front covers or as leading design or colour statements.

Using colour

Two colour
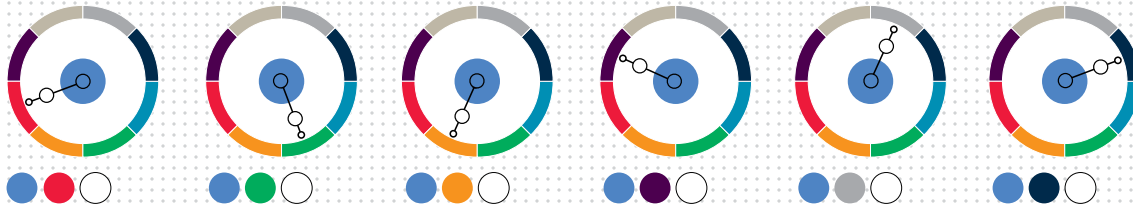
Complimentary opposites
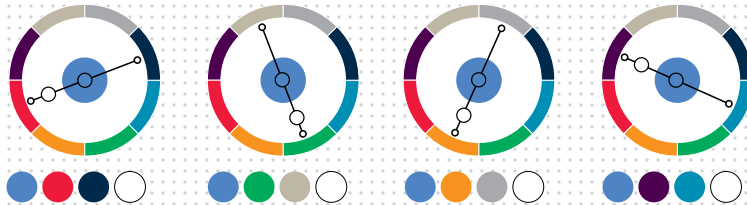
Nearest neighbours
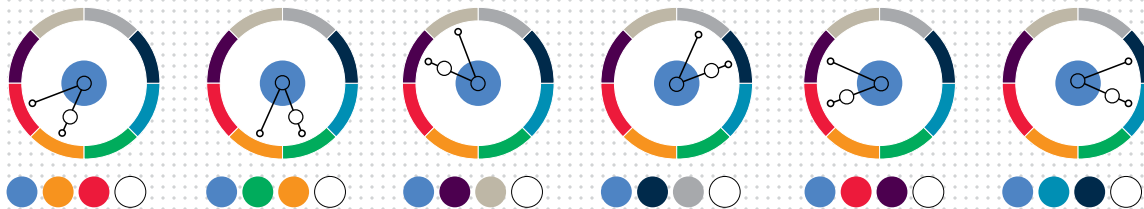
Example colour selection
Shown here are just a few of the colour combinations possible using our colour wheel.

Although other combinations may be used, this system helps ensure colours are used consistently and correctly.

Fonts

Myriad Pro

Aa **Aa**

Arial

Aa **Aa**

Myriad Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,./?()%@

Myriad Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,./?()%@

Myriad Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,./?()%@

Myriad Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,./?()%@

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,./?()%@

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,./?()%@

Fonts
Our fonts are a key element of our brand and help to define us in the same way as colour and layout. Our primary font is Myriad Pro. Myriad Pro is available in a range of weights which are all available for use giving you flexibility and variety.

Myriad Pro Light

Myriad Pro Regular

Myriad Pro Semibold

Myriad Pro Bold

On the following pages, we have set out some basic principles for font usage to ensure our printed communications appear consistent.

Screen fonts
For digital and screen use we have selected Arial as it is widely available and reflects the shapes found in Myriad Pro. PowerPoint presentations should always use Arial even if Myriad Pro is available. This ensures documents do not reflow when opened on a another computer without Myriad Pro installed.

Typography

Brochure front cover specification: A4	
Heading option 1	Myriad Pro Bold 20/24pt
Subheading or secondary information	Myriad Pro Light 20/24pt
SECTOR/BUSINESS UNIT NAME	Myriad Pro Light 20/24pt

Brochure back cover specification: A4	
www.tatasteel.com	Myriad Pro Bold 20/24pt
Legal disclaimer	Myriad Pro Regular 7.5/9pt
Business Unit name	Myriad Pro Bold 8.5/12pt
Address details	Myriad Pro Regular 8.5/12pt
www.alternativedomainname.com	Myriad Pro Bold 8.5/12pt
Language version	Myriad Pro Regular 8.5/12pt

Inside spreads specification: A4	
MESSAGE	Myriad Pro Light Range 36 – 100pt
Heading level 1	Myriad Pro Semibold 33/36pt
Heading level 2	Myriad Pro Semibold 22/24pt
Heading level 3	Myriad Pro Semibold 16/18pt
Introductory copy	Myriad Pro Regular 16/18pt
Heading level 4	Myriad Pro Semibold 11/12pt
Heading level 5	Myriad Pro Semibold 8.5/12pt
"QUOTE COPY OPTION 1"	Myriad Pro Regular 20/18pt
"Quote copy option 2"	Myriad Pro Regular 20/18pt
Body copy	Myriad Pro Regular 8.5/12pt
Caption copy heading and caption body copy	Myriad Pro Semibold & Regular 7.5/9pt
Section header Chapter in Regular	Myriad Pro Semibold & Regular 7.5/12pt

Typographic weights
The Tata Steel typeface and typographic layout give our communications a distinctive and consistent look. To reproduce this distinctive look, always use the weights and sizes specified on the left. Please remember that all text should be ranged left.

We use four faces or cuts of Myriad Pro: Bold, Semibold, Regular and Light. This ensures that there is a clear distinction between type.

Please refer to all the typographic tables as well as spread layouts for detailed type layout, weighting and sizing.

A4 type hierarchy
The table opposite provides sizing and weight rules for the A4 brochure front and back covers and inside spreads. For further detail and examples of type in layouts, please refer to pages 51-62.

A5 and A6 type hierarchy
Due to reduced size of the format the typographic hierarchy has been modified proportionately. The same text rules apply in terms of text ranged left and initial caps. Please refer to pages 63-68 for specific typographic hierarchy.

Typography

LARGE HEADING
ON TWO LINES

Heading level 1 at 33/36pt, Semibold

Editors name , title and division set at 8.5/12pt, Semibold

**Heading level 2 at 22/24pt, Semibold
running over one or two lines**

Heading level 4 at 11/12pt, Semibold

Heading level 5 at 8.5/12pt, Semibold
Ut il ullam aut aliquam velessectet lan henim erostrud eu feum quvat. Elesed andreetuero erci estie mincilit num nulla ate.

Body copy set at 8.5/12pt, regular. Vulput num dolorper sis dolenit wis aliqui essequa. A quis dol sis dolenit wis aliqui essequa mconumsan. Elesed andreetuero erci estie mincilit num nulla ate vulput num dolorper sis dolenit wis aliqui essequa mconumsan ute mincilit num nulla at sis dolenit wis aliqui dolorper sis dolenit wis aliqui an essequ dolobor ip exer sim irit num adip elit lam alisl doloboree.

Ut il ullam aut aliquam velessectet lan henim erostrud eu feum quat. Elesed dolent lorperc ilismolore faccums andreetuero erci estie mincilit num nulla ate vulput num essequa mconumsan ute dolobor.

Heading level 5 at 8.5/12pt, Semibold
Body copy set at 8.5/12pt, regular. Ut il ullam aut aliquam velessectet lan henim erostrud eu feum quvat. Elesed andreetuero erci estie mincilit num nulla ate vulput num dolorper sis dolenit wis aliqui essequa mconumsan ute mincilit num nulla at sis dolenit wis aliqui dolorper sis dolenit wis aliqui an essequ.

Elesed andreetuero erci estie mincilit num nulla ate vulput num dolorper sis dolenit wis aliqui essequa mconumsan ute mincilit num nulla at sis dolenit wis aliqui dolorper sis dolenit wis aliqui an essequ dolobor ip exer sim irit num adip elit lam alisl doloboreet dunt praesect veniat aut or in.

Ut il ullam aut aliquam velessectet lan henim erostrud eu feum quat. Elesed dolent lorperc ilismolore faccums andreetuero erci estie mincilit num nulla at sis dolenit wis aliqui dolorper sis dolenit wis aliqui an essequa mconumsan ute dolobor ip exer sim irit num.

Elesed andreetuero erci estie mincilit num nulla ate vulput num dolorper sis dolenit wis aliqui essequa mconumsan ute mincilit num nulla at sis dolenit wis aliqui dolorper sis dolenit wis aliqui an essequ dolobor ip exer sim irit num adip elit lam alisl doloboreet.

Caption set at 7.5/9pt, Semibold
Caption body copy set at 7.5/9pt, Regular. Elesed andree tuero erci estie mincilit num nulla ate vulput num dolorper sis dolenit wis aliqui essequa.

05

Heading with no tracking applied

Heading with -25 tracking applied

Headings set in Arial Bold

Copy set in Arial. Nullan ver ilit velit acipit laore magnim vel ut in utem il utpat, velendre min er inibh eratumsan ut ipisit vercidunt praesecte minit augiam, conse vulla atue.

Feugait, suscip eliquat, suscil eum illum velesendrem irit autat accum doloborer sed doleseniam, quatio eummy nummodo lessequ iscidunt lortin henisse iurero euisit aliqui.

Typography
Typography plays a key role in creating our brand and should be applied in a clear, consistent and legible way.

Aligning copy to the grid
It is very important to align copy to the grid to ensure that documents are produced consistently and correctly. Each format uses the same dedicated grid structure composed of six vertical columns and ten horizontal rows. We can use this grid to create sophisticated and flexible layouts which use white space, a typographic hierarchy and imagery in a unique way.

Character spacing (tracking)
When typesetting headings and quotations, a tracking value of -25 may be applied to reduce the space between each character. This gives an appearance of sophistication to our typographic layouts.

Digital applications
Always use Arial and Arial Bold for digital applications as our corporate typeface, Myriad Pro may not be available on all computers.

Typography

Main headings set in capitals

CAPITALS ARE USED FOR SHORT HEADLINES

Main headings set in upper and lowercase

Upper and lowercase should be used for longer headings that exceed six words

Main headings

Main headings may be set in any colour from our primary or secondary colour palette using Myriad Pro Light. Text can be set in all capital letters keeping the length of the message to a minimum (where language permits). There should be a maximum of six words used over a maximum of three lines if using capitals. Minimum size for main heading is 36pt. We recommend the use of short headings set in capitals for above the line communications.

Headings longer than 6 words should be set in upper and lowercase. Headings should be kept as short and snappy as possible – long headings are difficult to follow and too 'wordy' for an introduction.

Introductory paragraphs

Introductory paragraphs should set the context of the document or story and can be a bit more descriptive. These should be set in Myriad Pro Regular.

Body text and Subheadings

Try not to fill a page with text. Always allow images and copy to breathe and have a comfortable clear space. Body copy should be set in Myriad Pro Regular.

Intro paragraphs

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Body text and Subheadings

Subheading

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Typography

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Quote caption set at 8.5/12pt, Regular.

"Longer quotes set at 20/18pt upper and lowercase. Ut il ullam aut aliquam veles sectet lan henim ero strud eu feum quat. Elesed andreetuero erci estie mincilit num do consen."

Quote caption set at 8.5/12pt, Regular.

Quotes
As with headings, quotes can be set in capitals if they are kept short and do not exceed 20 words. Longer quotes should be set in upper and lowercase, Myriad Pro Light.

Pullouts
Pullouts can be used to draw attention to important pieces of information in a layout. They can be further emphasised by placing them in a curved colour panel or being held within a keyline curve. They can be ranged right or left depending on the layout and whether they are placed on a right or left hand page.

Pullouts in body copy
Pullouts can also be used to break up columns of body copy to highlight key statements or summarise a lengthy piece of detailed information. They can be set in any colour from our primary or secondary colour palette and are separated from the main body copy by rules above and below the pullout copy.

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Brand expression

To give our communications a distinctive look, we have created unique graphical elements to incorporate into our design system. These are bespoke to Tata Steel and help to portray the human aspects of our brand.

Our photographic style is a powerful visual element in our brand toolkit. It is an emotional medium that can convey more than words. Impressions are made within seconds and lasting perceptions created.

Our photographic styles

People

Lifestyle

Workstyle

Product

World style
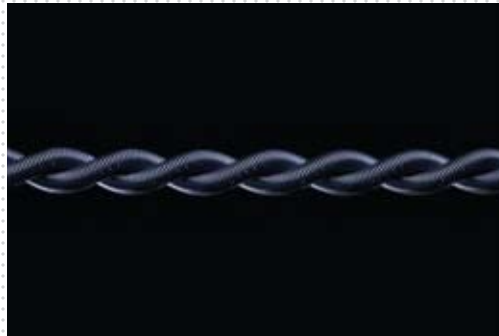
Studio style

Our photographic style
Our photographic style consists of two main areas, People and Product.

People
At the heart of our photography style are the people who our product touches in their daily lives.

Our People photography is divided into two categories:
    Lifestyle
    Workstyle

Product
Our Product imagery is divided into two categories:
    World style
    Studio style

The following photographic sections will explain what defines a 'Tata Steel shot' for each category.

Sourcing images
When sourcing new images from stock libraries, follow the same rules as when commissioning new photography. When purchasing stock photography, please be aware of copyright and licensing agreements and all usage rights. Consider the use of model release forms to secure copyright.

Group Communications manages a company wide image library. Please refer to www.tatasteelonbrand.com

Photographic style
People – lifestyle

Lifestyle
The products we produce find their way into everyday life. They often go unnoticed and can be found in everything from a skyscraper to a child's toy.

The focus of the lifestyle images should be on capturing 'a moment in time' that reflects a world enabled by steel.

Our lifestyle photography should show how 'steel adds value to our life' without being overly emotional. It is important to include objects that are derived from steel.

Cropping images carefully will add a focal point that adds drama and 'value' to the image.

Always consider our market sectors and ensure your images are appropriate and can support a sector if required.

Suggested subjects:
1. Home life
2. City life
3. Work life
4. Leisure time
5. Travel and holidays

Photographic style
People – lifestyle

Capture a moment in time

Use graphic compositions

Real world scenes

Don't use bland images that fail to capture the emotion of an event

Images must always feature people

Don't use staged or faked events

Top tips

1. The composition of the image should be simple but dynamic.
2. Show the value of steel in everyday life
3. Capture a moment in time.
4. Choose interesting viewpoints but avoid 'experimental' photography.
5. Keep the image clear of clutter and the background neutral.
6. Images should feature blue.
7. Ensure images always show people in relationship with steel.

Avoid

1. Images that lack a focal point.
2. Blurred or abstract images.
3. Faked or staged images.
4. Portraits and people looking directly at the camera.
5. Cluttered images that obscure the subject.
6. Featuring a dominant colour that isn't blue.

Photographic style
People – work style

Workstyle
We value the role our people play in our business. Our people photography captures the everyday life of our employees and it demonstrates our dedication to producing the best products. Tata Steel people photography also captures our working relationship with our clients.

Tata Steel people are hardworking professionals who take pride in their work. For this reason, our people must be captured in a sincere and honest way. They should look natural, unposed and relaxed.

People should be engaged in what they are doing and not looking at the camera, giving the images a reportage feel.

The correct Tata Steel workwear should be used where appropriate.*

Health and safety compliance should always be considered when organising photoshoots.

* Workwear featured here is taken from the initial wearability trials as part of the brand transition project.

Photographic style
People – work style

Graphic composition and sense of scale

Capture a 'moment in time'

Real world scenes

People not following safety procedures

People looking at the camera
Avoid using direct flash

Images shot against plain backgrounds

Top tips
1. People should be wearing Tata Steel branded clothing wherever possible. Use Tata Steel workwear where appropriate.
2. Expressions should always look sincere.
3. Aim to capture a moment in time rather than a 'pose'.
4. Keep backgrounds simple but not empty.
5. Try to include an element of blue or create a blue hue / bias to the image.
6. Use natural light where possible and ensure images have a good level of contrast.
7. Always observe health and safety protocols, e.g. appropriate personal protective equipment.
8. Focus on good housekeeping, new technology and reinforce the well-invested message.

Avoid
1. Images that lack a focal point.
2. Images that do not feature people at work.
3. Faked or staged scenarios.
4. Using photographer flash unless used to create natural lighting effect.
5. People wearing former company branded workwear.
6. Dirty steel manufacturing processes or images which may have negative environmental or health and safety implications.

Photographic style
Product – world style
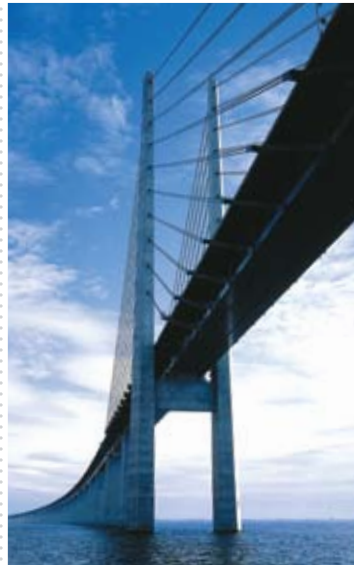
Product showcase
We are proud of how the products we produce find their way into everyday life. Our products have been responsible for making some of the greatest architectural and technological innovations of the 21st Century possible. Our world style images demonstrate the scale and grandeur of our steel being used at its best.

Images should be heroic and create a sense of scale and achievement. They should demonstrate our products being used at their best. They should reflect the quality and reliability of our products.

World style
These images demonstrate the scale of projects our product has been used on. Images should have a blue bias and be directly associated with a project Tata Steel has been used in.

Images should be uncluttered and have a clear focal point. These images will be used to represent projects and support case studies for each of our market sectors.

Photographic style
Product – world style

Interesting subject with modern dynamic architecture

Image captures the scale of the project

Graphic composition and sense of scale

Images must not have obstructions in front of the main subject

Image lacks interest and is too distant

Image does not give any indication of what the project is

Top tips
1. Select only images that have sharp focus and good depth of field.
2. Ensure images have a blue bias.
3. Architectural images should have a sense of scale and dynamism.
4. Keep backgrounds simple but not empty.
5. Use natural light where possible and ensure images have a good level of contrast.
6. Use interesting compositions that add interest.
7. Focus on good housekeeping, new technology and reinforce the well-invested message.

Avoid
1. Images where the subject is obscured by distracting objects such as cranes or other construction machinery.
2. Dirty steel manufacturing processes or images which may have negative environmental or health and safety implications.
3. Busy, cluttered scenes where there is no clear focal point.
4. Images without any blue tones.

Photographic style
Product – studio style

Product showcase
We are proud of how the products we produce find their way into everyday life. Our studio style images demonstrate the detail and precision of our steel being used at its best.

Images should be close up and create a sense of intricacy and attention to detail. They should demonstrate our products being used at their best. They should reflect the quality and reliability of our products.

Studio style images
These images are shot in monochrome and tinted with a blue hue against black and should highlight the quality and precision of our product in use. These images should be shot professionally in a studio and or using controlled lighting.

Studio images will be used to support specific product lines.

Images shown here are available from photo libraries such as Getty Images (www.gettyimages.com) or Corbis images (www.corbisimages.com).

Photographic style
Product – studio style

Clean graphic shot against black background with key light

Clean graphic shot against black background with key light

Clean graphic shot against black background with key light

No concept images
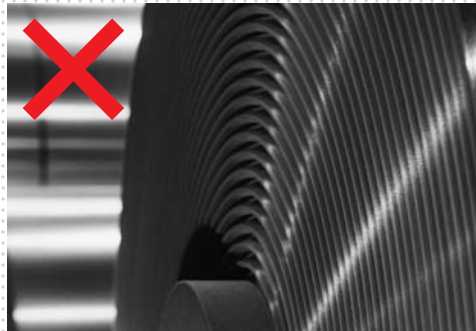
Do not use pure black and white images

Do not cut out images

Top tips
1. Select only images that are have sharp focus and good depth of field.
2. Ensure images have a blue bias.
3. Architectural images should have a sense of scale.
4. Keep backgrounds simple.
5. Ensure the subject is not obscured by distracting objects.

Avoid
1. Do not over complicate imagery. Keep the composition simple.
2. Do not photograph objects or environments that are dirty or old. Focus on clean and modern environments.
3. Avoid unnecessary visual clutter. Focus on what is important within the image with clever cropping.
4. Do not use filters or image manipulation techniques in post-production which make images appear unnatural. Only use filters to subtly enhance the quality of an image.
5. Do not use pure black and white images as these are less dynamic than images shot with blue hues.
6. Do not cut out images or place them against any background other than black.

The Tata Steel horizon line

1.1

1.2

1.3

Yellow

Green

Deep Blue

Marine

Neutral

Red

Violet

Silver
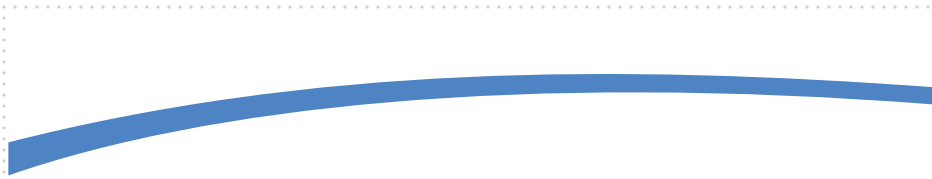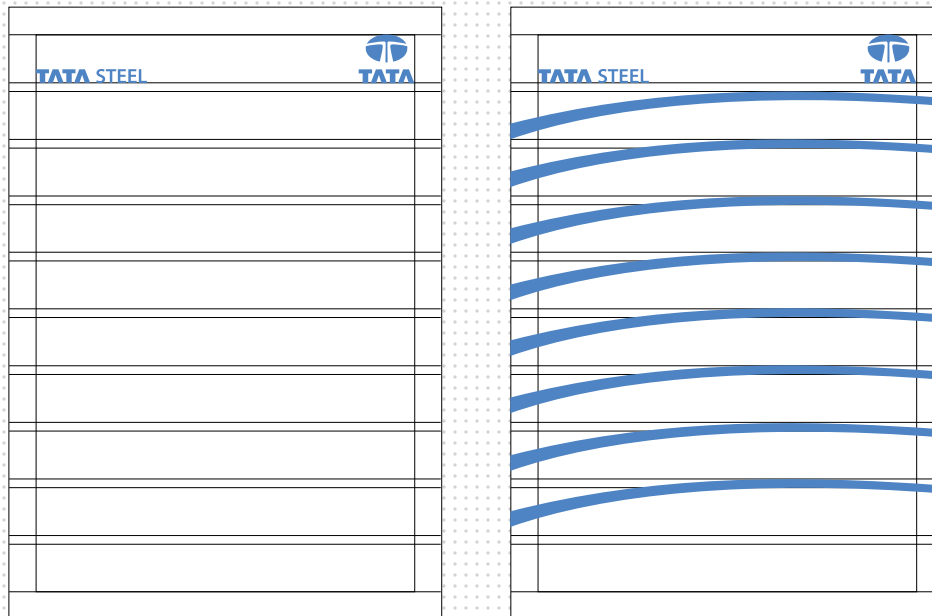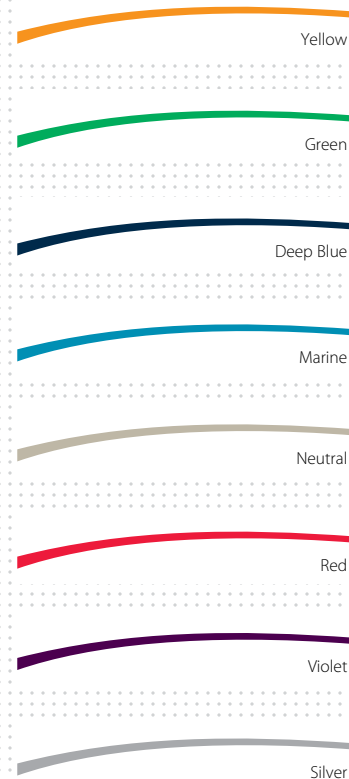
The Tata Steel horizon line
To give our communications a distinctive look and feel we have created a horizon line device. This curved element brings a soft edge to our communications reflecting our customer focused proposition.

It is important that this key brand element is applied consistently and with care.

The following pages of this guideline give clear directions for its use and application.

1.1 Horizon line
A principle element of all Tata Steel communication is our horizon line. Its form is designed to soften our identity and reflect the human aspects of our brand.

Usage
The horizon appears on all document covers. Its use is restricted to front covers as its primary role is to protect the white space around our brand marks. Only one horizon line should be used on any cover page.

Artwork
The horizon line should always be produced using the master artwork. It should never be redrawn, distorted or modified. The artwork for the horizon line is available upon request.

1.2 Grid
The horizon line should be aligned with the document grid. Most documents are divided into 10 horizontal sections. The horizon line can align with the top margin of any of these divisions from the second to eighth one down.

On a few applications where space is at a premium (e.g. magazine covers) the horizon line may be aligned to the bottom margin of the top horizontal row, but avoid placing it this close where possible. Always ensure the minimum clearspace around the marks is observed.

1.3 Colour
The horizon line may be reproduced in any of the Tata Steel primary and secondary palette colours. The principle colour for the line is Tata Blue.

The Tata Steel horizon line
Example applications

Example applications
Here are some examples of how the horizon line is used to create a family look and feel to our printed and digital communications.

Using curves

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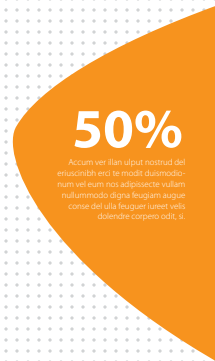
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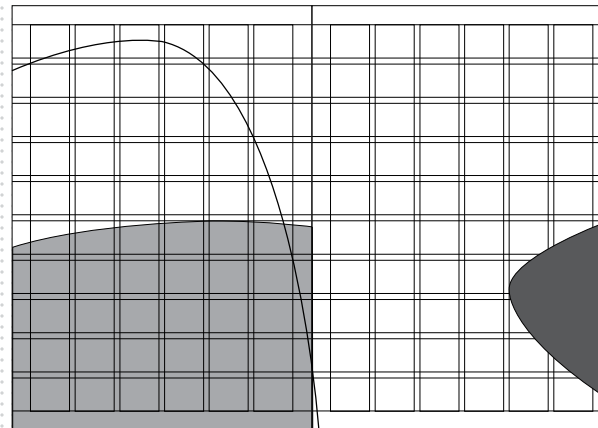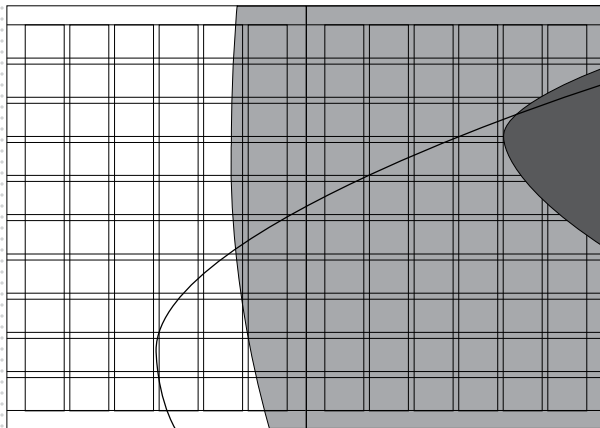
Using curves
We have also incorporated curves into our design
system to compliment the visual style. Their use
is designed to soften our identity and reflect the
human aspects of our brand.

1.1 Tata Steel curves
Usage
Curves can appear on inside spreads of brochures and
other printed and digital communications and may be
used to hold imagery and highlight copy. They should
not be used on covers which are reserved exclusively
for the use of our horizon line.

Artwork
Curves should always be produced using the master
artwork. They should never be redrawn, distorted
or modified. Artwork files for curves are available
upon request.

1.2 Grid
Curves should be used in conjunction with the
document grid to create impactful, visually
appealing layouts.

No more than three curves should be placed on
any given page spread.

Using curves
Example applications

Example applications
Here are some examples of how curves can be used to create a family look and feel to our printed and digital communications.

Illustrations
Technical
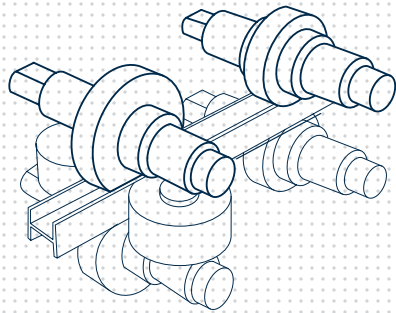
A simple line drawing in a secondary colour
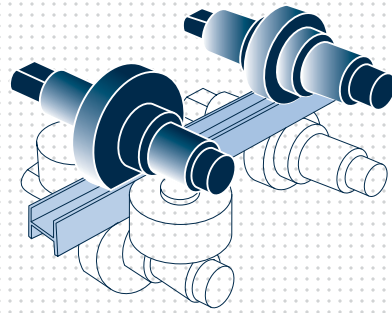
Gradients and solid colour may be used to emphasise form

Illustration title in 8.5pt Myriad Pro Semibold

Annotation
Annotation
Annotation
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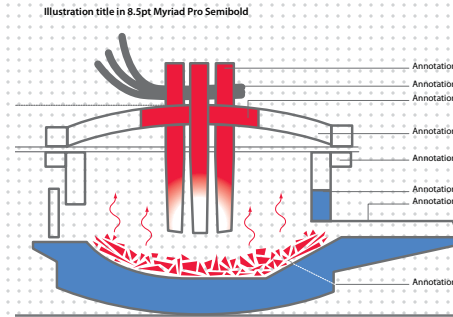
Illustration with heading set in 8.5pt Myriad Pro Semibold and annotations ranged left on the right hand side at 7.5pt Myriad Pro regular
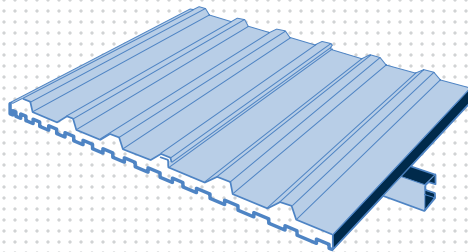
An example of a technical product detail
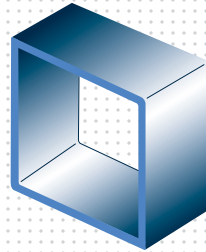
An example of a technical product detail

Technical illustration example on blue background

Technical style
The technical style helps to explain our complicated processes. This is because we want to minimise process photography, which can appear uninteresting and negative. This style enables us to explain complicated processes in a graphical way that is smart, clean and visually appealing.

The technical style is a very simple style. It does not aim to create a realistic impression, but a simplified diagrammatic one. For example, do not create realistic looking steel shavings, rely on simple graphical shapes to represent them. Notice too that the joints and ends of the lines are rounded.

Try to use three different line weights wherever possible. Keylines as well as solid shapes can be used for clarity. Try to limit the number of colours: use the primary colours predominantly, and where possible, use Tata Blue as a key colour. Colours from our secondary palette can be used to visually integrate a technical drawing into a colourful spread.

When using annotations, standardise the arrangement on one particular side of the illustration and place a title either above or below the illustration as shown in the example above left.

Gradients can be used to emphasis form, light and shadow, and a combination of line drawing and gradient is acceptable.

Illustrations
Technical

Technical illustration example

Here is an example of how technical illustrations can be used in literature spreads.

Charts, diagrams and tables

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1.5mm

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Chart figures

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Myriad Pro Semibold, blue, 8.5/12pt

Chart figures copy:
Myriad Pro Semibold, black, 7.5/12pt

Title line:
Stroke weight 0.6pt, 100% black

Horizontal line:
Stroke weight 0.3pt, 70% black

Chart numerals: Myriad Pro Light, 7.5/9pt

Key title: Myriad Pro Semibold, 7.5/9pt

Key descriptors: Myriad Pro Light, 7.5/9pt

Key line: Stroke weight 0.6pt, 100% black

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2008
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2012

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Key

Lorem ipsum   Lorem ipsum dolor

Title of chart
Figures in pound Sterling

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Key

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Sit amet conse	12.6%	Sit amet conse	19.6%
dolor sit amet	22.1%	dolor sit amet	27.1%

Charts 'key titles' and baseline line up when
appearing in a linear arrangement on a page

When you need to communicate complex data in a simple way, consider using charts, graphs, diagrams or tables. They can turn mundane detail into instantly understandable information graphics. For consistency, always base your information graphics on the generic examples given here.

Creating charts
We have three different chart styles: bar (vertical and horizontal), line and pie. Chart titles and key titles appear in 8.5pt Myriad Pro Semibold, and all other copy, numerals and key explanations, appears in 7.5pt Myriad Pro Light.

The title of the chart should align with the baseline grid. Underline the chart title with a black line of stroke weight 0.6pt, 1.5mm below the title, see the diagram on the left. Similarly, the title line should be equidistant to the series of horizontal lines. The horizontal lines in the chart make information easier to understand. These stroke weights are always 0.3pt in 70% black. The key description is framed by two lines, which have a stroke weight of 0.6pt and always appear in black. The joints and ends of the lines are rounded.

Charts should be designed according to column widths in order to fit into layouts comfortably. Use either a single column or one-and-a-half columns width depending on the size of the chart.

If a number of charts appear on the same page in a line, align the keys and baselines of the charts, as shown here.

Colours
Use our range of colours from primary to secondary, trying to combine colours that are visually distinct from one another. Where possible, use blue as the key highlighting or the statement colour.
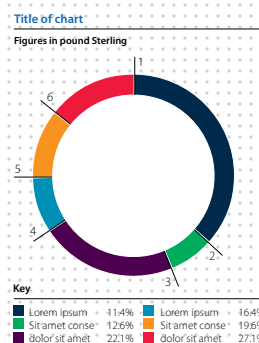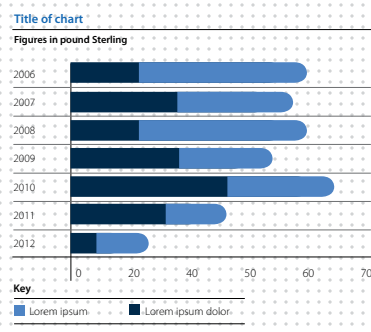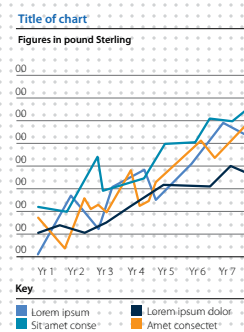
Charts, diagrams and tables

Title of diagram in Myriad Pro Semibold, 8.5pt

Keyword 2

Keyword 1

Keyword 3

Keyword 4A

Keyword 4B

Keyword 4C

Title of diagram in Myriad Pro Semibold, 8.5pt

Step A	Step B	Step C	Step D
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Process diagram heading level 1

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Diagrams

Diagrams use simple geometric shapes to convey step-by-step processes or complex decision trees. They use the primary and secondary colour palette depending on the colour combination of the spread or document. Full-colour and 40% and 70% tints may be used. Try to use Tata Blue as a key or highlighting colour, drawing attention to the key step in the process or the important junctures in the decision tree.

The title of the diagram appears in 8.5/12pt Myriad Pro Semibold. All other copy uses 7.5/12pt Myriad Pro Regular. Underline the diagram title with a black line of stroke weight 0.6pt, 1.5mm below the title. Any linking lines, horizontal or vertical, may appear in 0.6pt and 0.3pt in 70% black. They may be solid or dotted. The joints and ends of all the lines and arrows are rounded – as with the illustration styles.

Charts, diagrams and tables

Leave a space between title baseline & first line

Baseline grid

Tables lines

Title of table in Myriad Pro Semibold, 8.5pt

Grade	R (N/mm)		Rm (N/mm)	
	Min		Min-Max	
Name 1	185	189	310-450	290-315
Name 2	185	189	310-450	290-315
Name 3	185	189	310-450	290-315
Name 4	185	189	310-450	290-315
Name 5	185	189	310-450	290-315
Name 6	185	189	310-450	290-315
Name 7	185	189	310-450	290-315
Name 8	185	189	310-450	290-315
Name 9	185	189	310-450	290-315
Name 10	185	189	310-450	290-315
Name 11	185	189	310-450	290-315
Name 12	185	189	310-450	290-315
Name 13	185	189	310-450	290-315

1.2mm — Name 2
1.2mm — Name 3
1.2mm — Name 4
Name 5
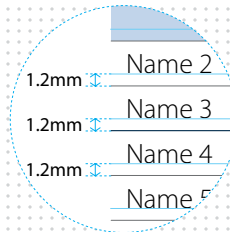
Tables

Tables are generally designed to align with the 6pt baseline grid. Table titles appear at the top of the table in 8.5pt Myriad Pro Semibold. All table body copy appears in 7.5/12pt Myriad Pro Light and aligns with the baseline grid.

Two line weights are used for the horizontal lines: 0.6 and 0.3pt. The thicker line is the same colour as the bar and the thinner lines are coloured grey (70% black). This helps to further differentiate our information. The horizontal lines are placed 1.2mm below the baseline of the text.

Tinted panels can be used to emphasise certain columns or rows. Please note that we never use vertical lines to delineate our columns.

Title of table in Myriad Pro Semibold, 8.5pt

Grade	R (N/mm)		Rm (N/mm)		A (%)				Test A	B (%)			Test B
	Min		Min-Max										
Name 1 name 1 continued	185	189	310-450	290-315	16	20	10	15	652	16	20	10	652
Name 2	185	189	310-450	290-315	16	20	10	15	652	16	20	10	652
Name 3	185	189	310-450	290-315	16	20	10	15	652	16	20	10	652
Name 4 name 4 continued	185	189	310-450	290-315	16	20	10	15	652	16	20	10	652
Name 5 name 5 continued	185	189	310-450	290-315	16	20	10	15	652	16	20	10	652
Name 6	185	189	310-450	290-315	16	20	10	15	652	16	20	10	652

Title of table in Myriad Pro Semibold, 8.5pt

Grade	R (N/mm)		Rm (N/mm)
	Min		Min-Max
Name 1	185	189	310-450
Name 2	185	189	310-450
Name 3	185	189	310-450
Name 4	185	189	310-450
Name 5	185	189	310-450
Name 6	185	189	310-450
Name 7	185	189	310-450
Name 8	185	189	310-450
Name 9	185	189	310-450

Charts, diagrams and tables

Charts, diagrams and tables
Here are some examples of how charts, diagrams and tables can be used in literature spreads.

Document Title Chapter Title

Heading Level 1

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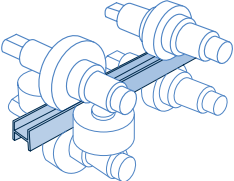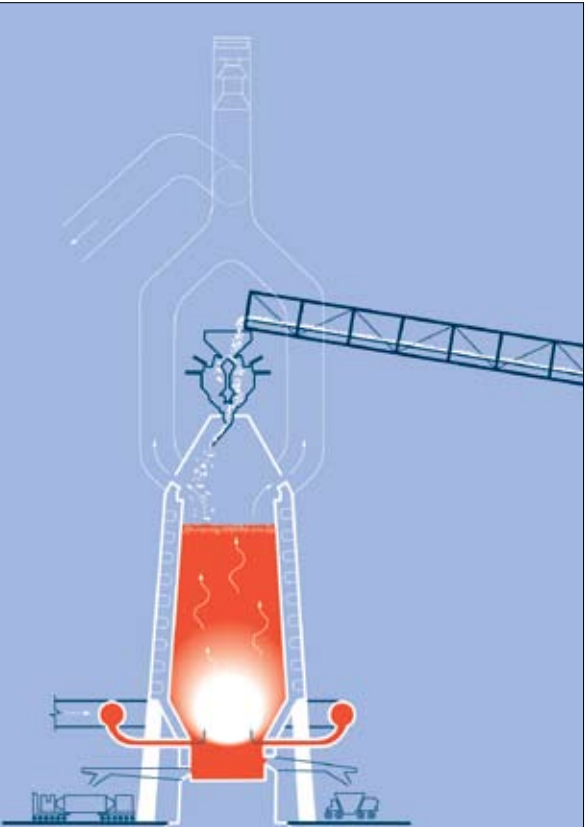
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A quis dol sis dolenit wis aliqui essequa mcomusman orpe faccums andreetuero erci estie minclit num nulla ate vulput num.

Table heading level 1

	Table head level 2		
	Table head Level 1	Table head Level 1	Table head Level 1
Acetic acid (10%)	1	2	1
Acetic acid (glacial)	2	2	2
Acetaldehyde	3	3	3
Acetone	3	3	3
Adipic acid (dry)	3	11	3
Adipic acid (dry)	1	2	1
Alcoholic iodine solution	3	2	1
Alcoholic ammonium sulphide	3	1	2
Aluminium chloride	1	1	1
Aluminium sulphate	1	2	3
Ammonium hydroxide	1	1	1
L880) conc.	3	1	2
Aluminium chloride	1	1	1
Aluminium sulphate	1	2	3
Ammonium hydroxide	1	1	1

Title of chart
Figures in pound Sterling

Key
- Lorem ipsum
- Sit amet conse
- Lorem ipsum dolor
- Amet consectet

Title of chart
Figures in pound Sterling

2006
2007
2008
2009
2010
2011
2012

0   20   40   50   60   70

Key
- Lorem ipsum
- Lorem ipsum dolor

Title of chart
Figures in pound Sterling

Key
- Lorem ipsum 11.4%
- Sit amet conse 12.6%
- dolor sit amet 22.1%
- Lorem ipsum 56.4%
- Sit amet conse 16.6%
- dolor sit amet 27.1%

04

"TATA STEEL HELP US ACHIEVE OUR LONG-TERM GRID SYSTEM STRUCTURAL CHANGES IN RECORD TIME."

A Sample

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Process diagram heading level 1
Heading level 2

05

Tone of voice

These brand guidelines relate to the visual expression of the Tata Steel identity, but the language we use in our communications also has an important impact on how our brand is perceived.

The tone of voice conveyed in all our communications must be clear, precise, convincing and engaging to our stakeholders.

We should choose our words carefully for clarity and simplicity, rather than complexity or undue formality. Wherever possible, we should use the active rather than passive voice. For example, we would say "Tata Steel has introduced a new brand", rather than "A new brand has been introduced by Tata Steel".

Literature

Our literature plays a key role in presenting our brand and tone of voice. The following section showcases our look and feel on printed communications, from brochure covers and spreads to newspapers and advertisements.

To ensure we present a consistent look and feel these guidelines should be followed carefully.

Literature hierarchy

1. Company Level

2. Sector Level

3. Product and services level

4. Site and community communications level

5. Generic documents
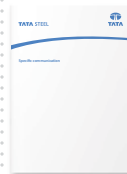
Literature hierarchy
Our literature hierarchy is made up of five levels.

1. Company level
All communications covering the whole business
and services. eg. Corporate brochures, Corporate
advertising, CSR documents, Annual Reports, Investor
communications, Company newsletters and magazines.

2. Sector level
All communications targeted at specific market
sector. All printed communications and advertising
that support sector activity are included in this level.
Documents may have their own sector-specific hierarchy
of communications depending on the needs of the
sector. All documents should be clearly sign posted to
help the customer understand who the intended
audience of a piece of communication is.

3. Product and service level
Product and service communications should focus
on the properties of the specific product range or
service offering.

4. Site and community communications level
All communications produced for a specific site or
community fall under this category. This level of
communication may adopt its own approach within
the parameters of the brand guidelines.

5. Generic documents
Standard Word templates for internally produced
communications.

The Tata Steel grid system
Overview

Format
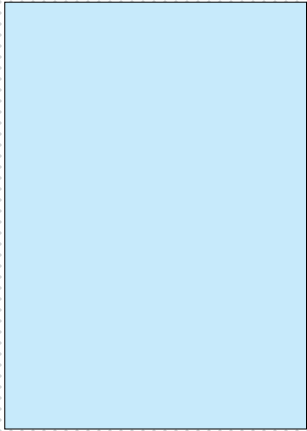
Working area
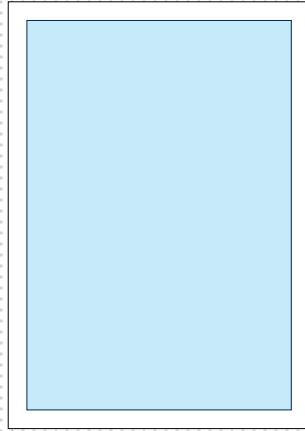
Baseline grid
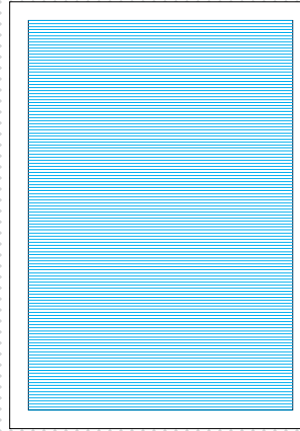
Column grid
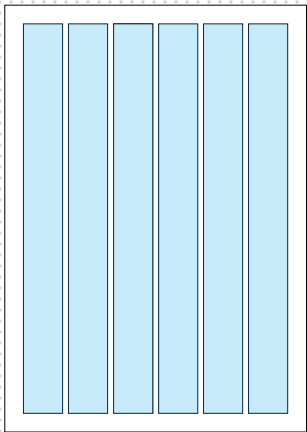
Horizontal grid
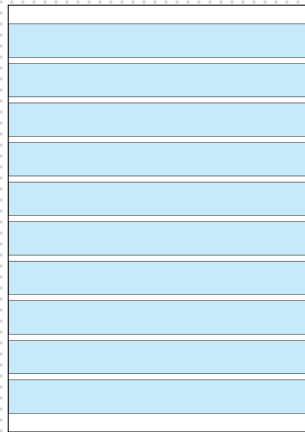
Composite grid
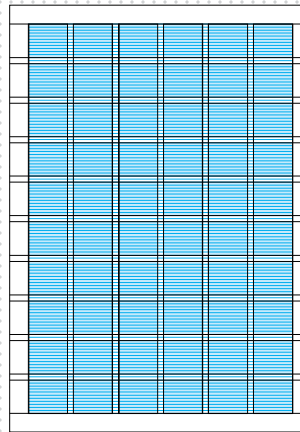
The Tata Steel grid system
All Tata Steel printed communications are built upon a simple design grid. Our grid ensures that documents are produced consistently and correctly.

Each format uses the same dedicated grid structure composed of the following elements:

Format
The format is the size of the overall working area ie. A4 (210x297mm).

Working area
The working area is the size page minus the margins.

Baseline grid
The baseline grid is the incremental measure upon which type sits. All Tata Steel baseline grids are based on a line spacing of 6pt.

Column grid
The column grid is the structure which arranges type into vertical columns. Most Tata Steel literature uses a six column grid.

Horizontal grid
The horizontal grid dissects the page vertically from top margin to bottom. Most Tata Steel literature uses a ten row horizontal grid.

Composite grid
The composite grid is the combination of all the above elements which is used for the placement of all graphic elements.

The Tata Steel grid system

210mm

297mm

13
4.2
4.2
4.2
4.2
4.2
4.2
4.2
4.2
4.2
13

13   4.2   4.2   4.2   4.2   4.2   13

12pt

6pt
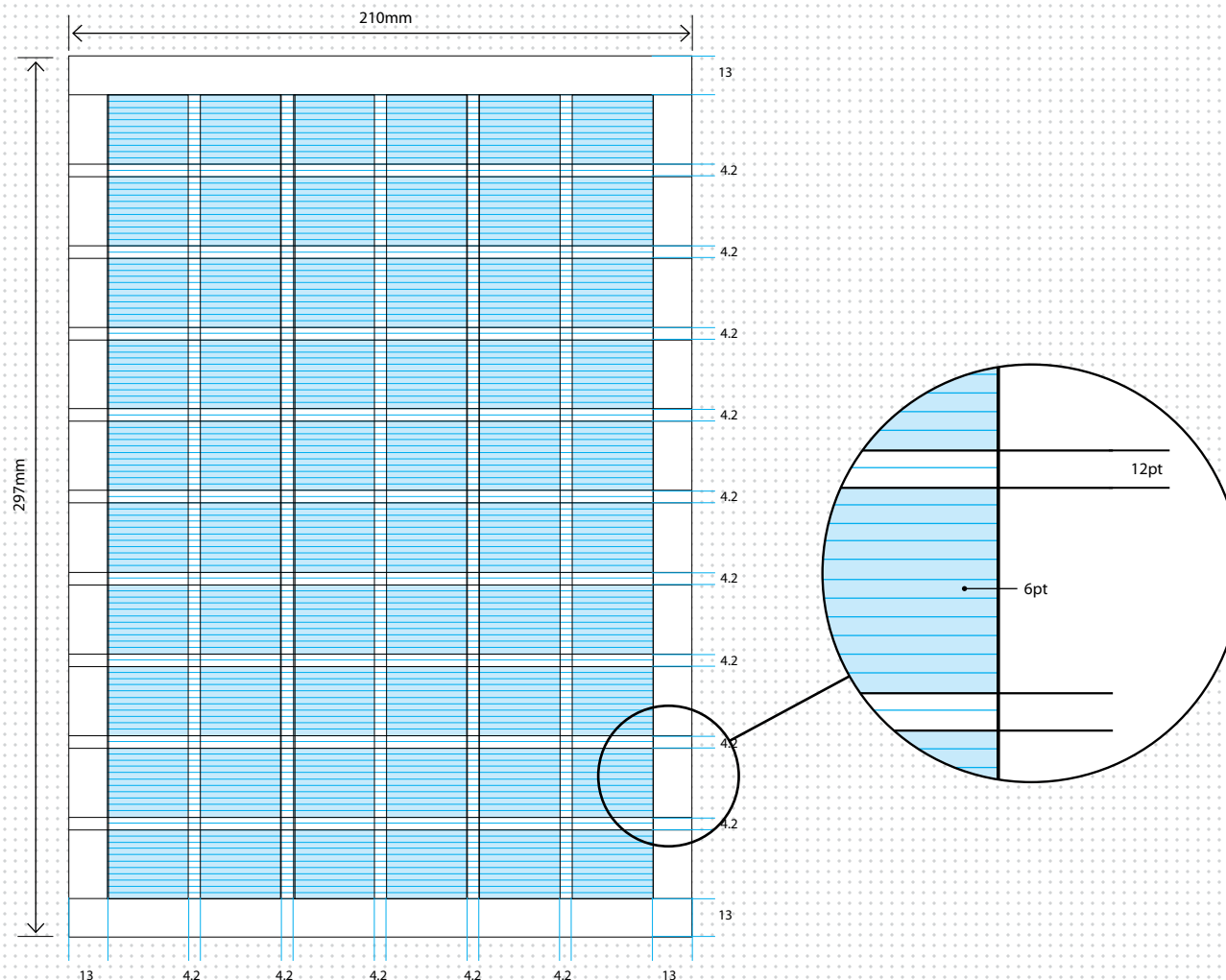
Tata Steel grid system
For simplicity we have one grid that is used for all A4
communications. The grid is designed to work for both
covers and spreads. The grid is broken down using rows
and columns all working off a 6pt baseline grid.

Setting up your document:
In QuarkXpress or InDesign please set the following
document values:

Margins to:
T=13mm L=13mm R=13mm B=13mm

Column grid to set from margins:
Number of columns: 6
Gutter: 12pt or 4.2mm

Vertical grid to set from margins:
Number of rows: 10
Gutter: 12pt or 4.2mm

Baseline grid to:
Start top: 13mm
Increments: 6pt

Grids for A5 and A6 applications can be found
on pages 63-66 of these guidelines.

A4 brochure covers
Key elements
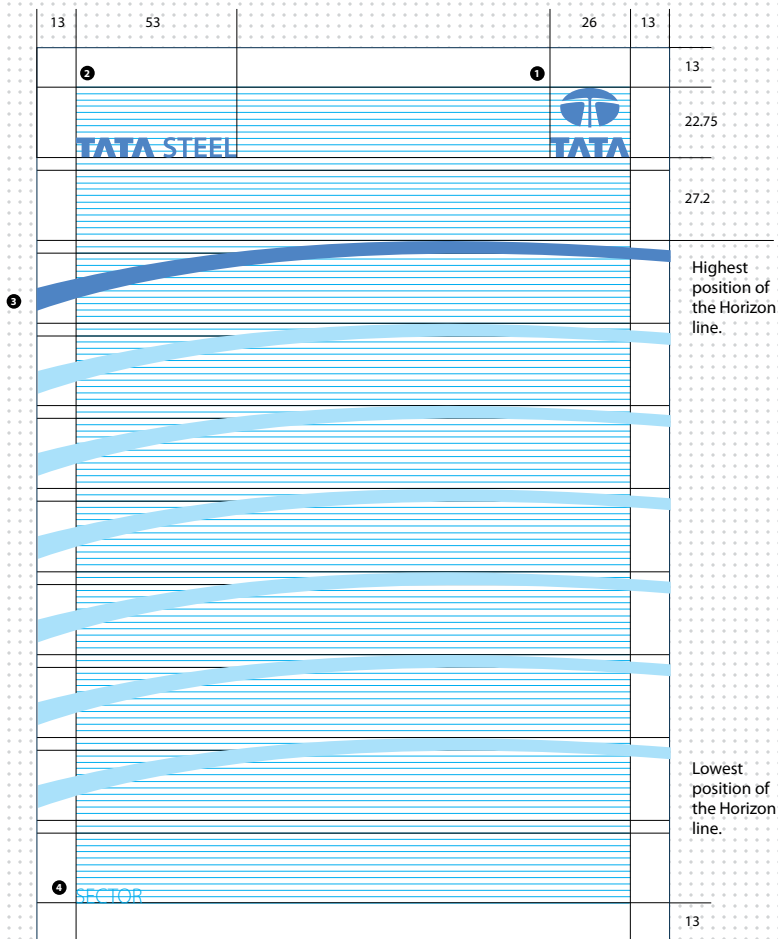
13 53 26 13

❷ ❶

13

TATA STEEL **TATA**

22.75

27.2

❸ Highest position of the Horizon line.

Lowest position of the Horizon line.

❹ SECTOR

13

Applying the brand marks
The Tata Group and Tata Steel brand marks should appear at the top of the page. The Tata Group mark is positioned to the top right of the page, aligned to the page margins. The Tata Steel mark is positioned to the left of the page, aligned to the left margin and bottom aligned to the Tata Group mark.

1. Tata Group brand mark
Always appears in Tata Steel blue on white or reversed white out of photographic background.
Width 26mm.

2. Tata Steel brand mark
Always appears in Tata Steel blue on white or reversed white out of photographic background.
Width 53mm.
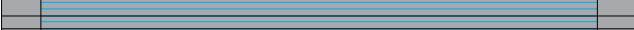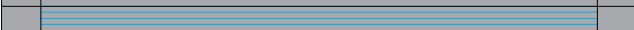
3. Tata Steel horizon line
The position of the horizon line is used to protect the brand marks and create a clear boundary between them and any other content. The illustration left shows the highest and lowest possible positions of the horizon line on brochure covers.

4. Sector descriptor
The sector descriptor is only used on the front of sector-specific publications.

A4 brochure back cover
Key elements

White

13   13

13

❶ www.tatasteel.com

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❸ Business unit / Function / Sector   ❺ Second address   Third address
❹ Operation/product name   Operation/product name   Operation/product name
   Building   Building   Building
   Street   Street   Street
   Town code   Town code   Town code
   Country   Country   Country
   T: +00 (0) 00 0000 0000   T: +00 (0) 00 0000 0000   T: +00 (0) 00 0000 0000
   F: +00 (0) 00 0000 0000   F: +00 (0) 00 0000 0000   F: +00 (0) 00 0000 0000
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❼ Language version

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Tata Blue

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❶ www.tatasteel.com

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❸ Business unit / Function / Sector   ❺ Second address   Third address
❹ Operation/product name   Operation/product name   Operation/product name
   Building   Building   Building
   Street   Street   Street
   Town code   Town code   Town code
   Country   Country   Country
   T: +00 (0) 00 0000 0000   T: +00 (0) 00 0000 0000   T: +00 (0) 00 0000 0000
   F: +00 (0) 00 0000 0000   F: +00 (0) 00 0000 0000   F: +00 (0) 00 0000 0000
   www.alternativedomainname.com   www.alternativedomainname.com   www.alternativedomainname.com
❻ Legal et acincilisi. Ro dolobor seniamet alit, corper aciduis do con heniatum inclit acipit veliscil utate tin ute mod dolobor sisis nim quat ad. Registered No 000000.
❼ Language version

13

Back cover template
We have two back cover layouts to choose from:
white with black text, or Tata Blue with white text.

The following elements should always be displayed:

1. Website URL
Myriad Pro Regular, sentence case, 20pt.

2. Legal disclaimer
Myriad Pro Regular, lowercase, 7.5/9pt.

Following is a sample disclaimer. It may not be
appropriate for all documents where further
qualifications may be required.

"While care has been taken to ensure that the
information contained in this brochure is accurate,
neither Tata Steel Europe Limited nor its subsidiaries
accept responsibility or liability for errors or information
which is found to be misleading."

3. Business unit / Function / Sector
Myriad Pro Bold, sentence case, 8.5/12pt.

4. Address copy
Myriad Pro Regular, sentence case, 8.5/12pt.

5. Additional address copy
Myriad Pro Regular, sentence case, 8.5/12pt.

6. Legal name, registered office and number
Myriad Pro Regular, sentence case,7.5/9pt.

7. Language version copy
Myriad Pro Regular, sentence case, 8.5/12pt.

A4 brochure covers
Company brochure covers

A4 full bleed cover grid

1 & 2. Brand marks
The Tata Group and Tata Steel brand marks should be positioned as specified on page 51. Use the principles on page 7 of this document to determine the colour of the brand marks.

3. Horizon line
The horizon line may be set against the full bleed image in any colour from the Tata Steel colour palette. The choice of colour should create good contrast against the background image or complement the colours found in the image.

The horizon line should always be placed two rows down from the top of the page on company level brochure covers.

4. Image area
When producing company level brochure covers always use the grid detailed here with the image positioned behind all other page elements and bleeding off all four edges.

The horizon line and brand marks should always be clearly visible against the image.

5. Heading
Myriad Pro Bold, sentence case, 20/24pt.

6. Subheading
Myriad Pro Light, sentence case, 20/24pt.

7. Sector descriptor
Myriad Pro Light, capitals, 20/24pt.

Grid callouts:
- ② ①
- ③
- ⑤ Heading 20/24pt, Myriad Pro Bold
- ⑥ Subheading 20/24pt, Myriad Pro Light
- ④
- ⑦ SECTOR

13

Example

TATA STEEL — TATA

A Part of Life

A4 brochure covers
Sector brochure covers

A4 sector brochure cover grid

Example

TATA STEEL

Tomorrow's energy solutions today
Subheading appears here

ENERGY

Heading 20/24pt, Myriad Pro Bold
Subheading 20/24pt, Myriad Pro Light

SECTOR

1 & 2. Brand marks
The Tata Group and Tata Steel brand marks should be positioned as specified on page 51. The brand marks are set in Tata Blue on a white background.

3. Horizon line
The horizon line should always be placed two rows down from the top of the page on sector specific brochure covers.

4. Image area
When producing sector specific brochure covers always use the grid detailed here with the image positioned below the horizon line behind all other page elements and bleeding off the left, right and bottom edges.

5. Document title
Myriad Pro Bold, sentence case, 20/24pt.

6. Document sub title
Myriad Pro Light, sentence case, 20/24pt.

7. Sector descriptor
Myriad Pro Light, capitals, 20/24pt.

A4 brochure covers
Product brochures and case studies

A4 product brochure cover grid

13 ... **13**

13

❷ ❶

TATA STEEL

TATA

❺ **Heading 20/24pt, Myriad Pro Bold**
❻ Subheading 20/24pt, Myriad Pro Light

❸

❹

❼ SECTOR

13

Example

TATA STEEL

TATA

Wires products
Adding strength and durability

SECTOR

1 & 2. Brand marks
The Tata Group and Tata Steel brand marks should be positioned as specified on page 51. The brand marks are set in Tata Blue on a white background.

3. Horizon line
The horizon line should always be placed five rows down from the top of the page on product brochure and case study covers.

4. Image area
When producing product brochure and case study covers always use the grid detailed here with the image positioned below the horizon line behind all other page elements and bleeding off the left, right and bottom edges.

5. Document title
Myriad Pro Bold, sentence case, 20/24pt.

6. Document sub title
Myriad Pro Light, sentence case, 20/24pt.

7. Sector descriptor
Myriad Pro Light, capitals, 20/24pt.

A4 brochure covers
Product fact sheets

A4 product fact sheet grid

Example

1 & 2. Brand marks
The Tata Group and Tata Steel brand marks should be positioned as specified on page 51. The brand marks are set in Tata Blue on a white background.

3. Horizon line
The horizon line should always be placed six rows down from the top of the page on product factsheet covers.

4. Image area
When producing product fact sheets always use the grid detailed here with the image positioned below the horizon line behind all other page elements and bleeding off the left, right and bottom edges.

5. Document title
Myriad Pro Bold, sentence case, 20/24pt.

6. Document sub title
Myriad Pro Light, sentence case, 20/24pt.

7. Sector descriptor
Myriad Pro Light, capitals, 20/24pt.

TATA STEEL

Heading 20/24pt, Myriad Pro Bold
Subheading 20/24pt, Myriad Pro Light

SECTOR

Tube products
Cold form hollow sections

SECTOR

A4 brochure spreads
Grids for all literature

13   13 13   13

13
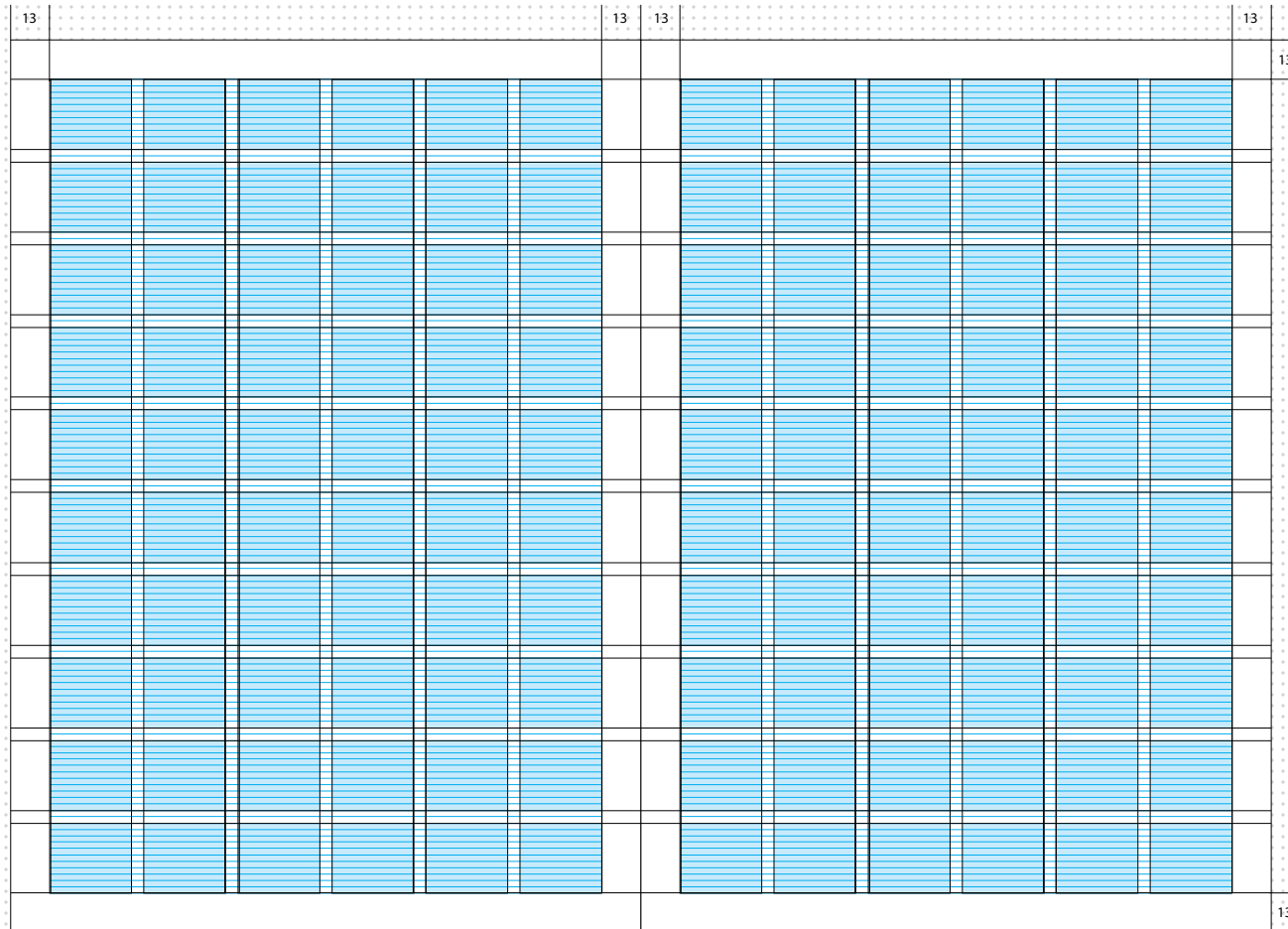
Spreads grid system
The brochure grid has a wide 13mm outer margin and 13mm inner margin. The remaining area is then divided into six equal columns with 12pt (4.2mm) gutters.

Blocks of body copy text align to the dominant three column grid. Images and captions can be aligned throughout the six-column grid to create dynamic layouts.

13

A4 brochure spreads
Grid arrangements

3 column
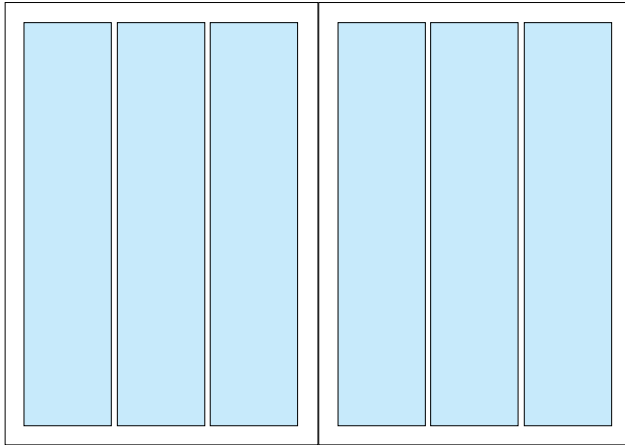
2 column
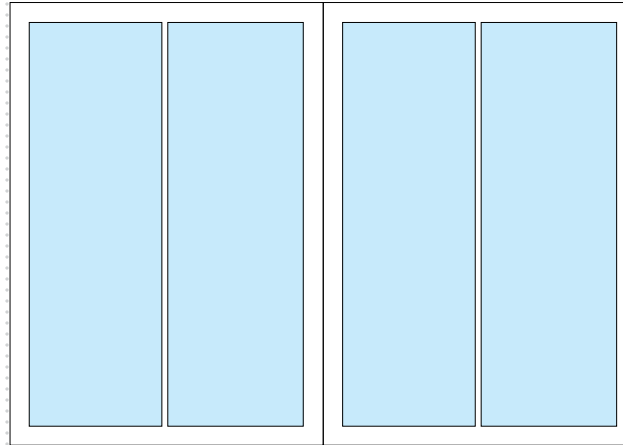
1 column
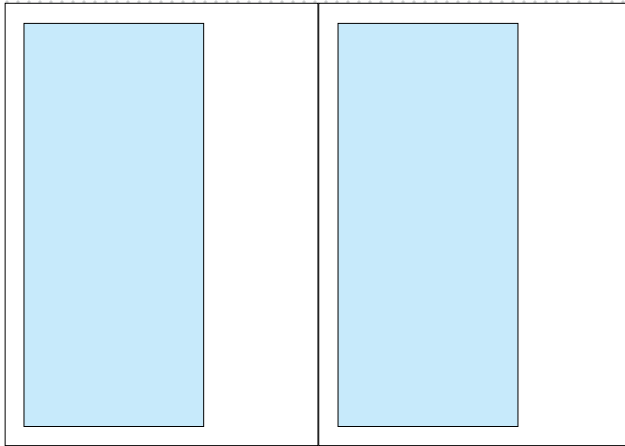
Combined
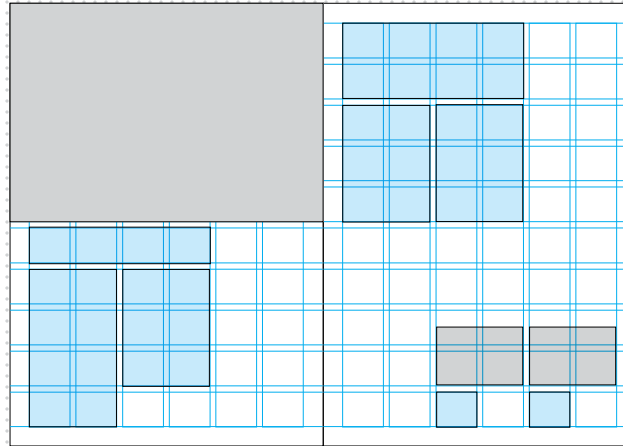
Grid arrangements

The Tata Steel grid can be used as a combination of one, two or three columns. By using a combination of these grids on a single spread it's possible to create a distinctive and dynamic look and feel for our literature.

By using both the horizontal an vertical grids to position key elements on the page, a consistent looking family of literature can be created.

A4 brochure spreads
Typesetting

A4 brochure spread

Document Title Chapter Title

LARGE MASTHEAD SET IN ALL CAPITALS

Introductory copy at 16/18pt. Ut il ullam aut aliquam velessectet lan henim erostrud eu feum quat. Elesed andreetuero erci estie minclit num essequa mconumsan ute dolobor. Met ilit iumsandit velessi tet am quisit augait ate do consent lor es sequa mconumsan ute.

"SHORT QUOTES SET AT 20/18PT, LIGHT, CAPITALS. MAXIMUM 20 WORDS. UT IL ULLAM AUT ALIQUAM VELES SECTET LAN.

Quote caption set at 8.5/12pt, Regular.

"Longer quotes set at 20/18pt sentence case. Ut il ullam aut aliquam veles sectet lan henim ero strud eu feum quat. Elesed andreetuero erci estie minclit num do consent lor"

Quote caption set at 8.5/12pt, Regular.

Heading level 1 at 33/36pt, Semibold

Heading level 2 at 22/24pt, Semibold running over one or two lines

Heading level 3 at 16/18pt, Semibold

Heading level 4 at 11/12pt, Semibold

Heading level 5 at 8.5/12pt, Semibold
Body copy set at 8.5/12pt, regular. Ut il ullam aut aliquam velessectet lan henim erostrud eu feum quwat. Elesed andreetuero erci estie minclit num nulla ate vulput num dolorper sis dolenit wis aliqui essequa mconumsan ute dolobor ip exer sim irit num adip elit lam alisl doloboreet dunt praesectet veniat aut lor in vullum dignim quis dolorpe rciliquat. Pero dio dolum zzrit ilit praessi.

Heading level 5 at 8.5/12pt, Semibold
Body copy set at 8.5/12pt, regular. Ut il ullam aut aliquam velessectet lan henim erostrud eu feum quwat. Elesed andreetuero erci estie minclit num nulla ate vulput num dolorper sis dolenit wis aliqui essequa mconumsan ute dolobor ip exer sim irit num adip elit lam alisl doloboreet dunt praesectet veniat aut lor in vullum dignim quis dolorpe rciliquat. Pero dio dolum zzrit ilit praessi.

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Caption set at 7.5/9pt, Semibold
Caption body copy set at 7.5/9pt, Regular. Elesed andree tuero erci estie minclit num nulla ate vulput num dolorper sis dolenit wis aliqui essequa.

04   05

Our brochure spread style is based on a flexible system which uses white space, typographic hierarchy and imagery in a unique way.

1. The baseline grid
6pt, starting 13mm from the top of the page to align with the upper margin.

2. Page numbers
Myriad Pro Bold, 7.5pt.

3. Section header
The section or document title and chapter title are set in sentence case, 7.5pt Myriad Pro Bold and Regular, respectively. They are placed in the same text box, left aligned and baseline aligned to the top margin of the page. To reduce repetition and clutter, the titles only appear on the left page of a spread.

4. Large masthead in caps
Myriad Pro Light, capitals. Headings can range in size between 36pt to 72pt depending on length.

5. Introductory copy
Myriad Pro Regular, sentence case, 16/18pt.

6. Quote copy
Myriad Pro Light, capitals (for shorter quotes, max 20 words) or sentence case (for longer quotes), 20/18pt. Quote caption or author set in Myriad Pro Regular, sentence case, 8.5/12pt.

7. Heading level 1
Myriad Pro Semibold, sentence case, 33/36pt.

8. Heading level 2
Myriad Pro Semibold, sentence case, 22/24pt.

9. Heading level 3
Myriad Pro Semibold, sentence case, 16/18pt.

10. Heading level 4
Myriad Pro Semibold, sentence case, 11/12pt.

11. Heading level 5 or body heading
Myriad Pro Semibold, sentence case, 8.5/12pt.

12. Body copy
Myriad Pro Regular, sentence case, 8.5/12pt.

13. Caption heading and body
Caption heading Myriad Pro Semibold, sentence case, 7.5/9pt. Caption body follows the same point size but in Myriad Pro Regular.

A4 brochure spreads
Typesetting

Document Title Chapter Title

TOMORROW'S
ENERGY
SOLUTIONS
TODAY

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04

05

Key message
A distinctive feature of our typesetting is the use of all capitals to set key messages. Headings are the largest text size in our specifications and can range between 36pt to 72pt depending on length.

Headings
Main headings can be in three different sizes (16, 22 and 33pt). Try to keep them short and snappy – long headings are difficult to follow and too 'wordy' for an introduction. See 'Tone of voice' on page 45 for more detail.

There are a number of heading levels available for technical copy that needs more typographic differentiation.

Introduction copy
This copy can be a bit more descriptive. It is always the same point size (16/18pt) for brochures. Always start the introduction copy with a 'return space' away from the heading, aligning with the baseline grid, allowing both to stand out.

Body copy
Our body copy is set in Myriad Pro Regular, 8.5/12pt.

Try not to fill a page with text. Always allow images and copy to 'breathe' and have a comfortable clear space.

Quotes
Quotes can appear in different sizes depending on the length of the text and its placement. They can be set in sentence case or appear in capitals to create greater emphasis and stand out. Do not set a quotation in capitals if it runs to more than 20 words.

A4 brochure spreads
Examples

Full bleed image spread

Single page image spread

Left hand 3/4 image spread

Right hand 3/4 image spread

A4 brochure spreads
Examples

A5 covers

A5 front cover

11 44 21.6 11

11

❷ ❶

11

TΛTΛ STEEL TΛTΛ

❸

❺ **Heading 16/18pt, Myriad Pro Bold**
❻ Subheading 16/18pt, Myriad Pro Light

❹

❼ SECTOR

12.7

A5 back cover

11 11

11

❽ **www.tatasteel.com**

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❿ **Business unit / Function / Sector**	**Second address**	**Third address**
Operation/product name	Operation/product name	Operation/product name
⓫ Building	⓬ Building	Building
Street	Street	Street
Town code	Town code	Town code
Country	Country	Country
T: +00 (0) 00 0000 0000	T: +00 (0) 00 0000 0000	T: +00 (0) 00 0000 0000
F: +00 (0) 00 0000 0000	F: +00 (0) 00 0000 0000	F: +00 (0) 00 0000 0000
www.alternativedomainname.com	www.alternativedomainname.com	www.alternativedomainname.com

⓭ Legal et acincilisi. Ro dolobor seniamet alit, corper aciduis con acipit ute sissis quat ad. Registered No 000000.
⓮ Language version

12.7

A5 formats have their own specific typographic hierarchy because of the format size. Please see below for all type specifications.

Brand marks
The Tata Group and Tata Steel brand marks should be positioned as specified on page 51.

1. Tata Group brand mark
Tata Blue on white or reversed white out of photographic background. Width 21.6mm.

2. Tata Steel brand mark
Tata Blue on white or reversed white out of photographic background. Width 44mm.

3. Horizon line
The horizon line should always be placed two rows down from the top of the page.

4. Image area
When producing A5 front covers always use the grid detailed here with the image positioned behind all other page elements and bleeding off all four edges.

5. Document title
Myriad Pro Bold, sentence case, 16/18pt.

6. Document sub title
Myriad Pro Light, sentence case, 16/18pt.

7. Sector descriptor
Myriad Pro Light, capitals, 16/18pt.

8. Website URL
Myriad Pro Regular, sentence case, 16pt.

9. Legal disclaimer
Myriad Pro Bold, lowercase, 7.5/9pt.

10. Business unit/ function/sector
Myriad Pro Bold, sentence case, 7.5/9pt.

11. Address copy
Myriad Pro Regular, sentence case, 7.5/9pt.

12. Additional address
Myriad Pro Regular, sentence case, 7.5/9pt.

13. Legal name, registered office and number
Myriad Pro Regular, sentence case, 7.5/9pt.

14. Language version
Myriad Pro Regular, sentence case, 7.5/9pt.

A5 spreads

A5 spread

❸ **Document Title** Chapter Title

❶

LARGE
MASTHEAD
SET IN ALL
CAPITALS

❺ Introductory copy at 11/12pt. Ut il ullam aut aliquam velessectet lan henim erostrud eu feum quat. Elesed andree tuero erci.

❻ "SHORT QUOTES SET AT 12/12PT CAPITALS. UT IL ULLAM AUT ALIQUAM VELES SECTET LAN HENIM"
Quote caption set at 7.5/9pt, regular.

❻ "Longer quotes set at 12/12pt sentence case. Ut il ullam aut aliquam veles sectet lan henim ero strud eu feum quat. Elesed andreetuero erci estie mincilit num do consent lor."
Quote caption set at 7.5/9pt, regular.

❷ 04

❼ **Heading level 1, 22/24pt, semibold**

❽ **Heading level 2 at 16/18pt, semibold running over one or two lines**

❾ **Heading level 3 at 11/12pt, semibold**

❿ **Heading level 4 at 8.5/12pt, semibold**
Body copy set at 8.5/12pt, regular. Ut il ullam aut aliquam velessectet lan henim erostrud eu feum quwat. Elesed andreetuero erci estie mincilit ❶❶ num nulla ate vulput num dolorper sis dolenit wis aliqui essequa mconumsan ute dolobor ip exer sim irit num adip elit lam alisi doloboreet dunt praesectet veniat aut lor in vullum dignim quis dolorpe rciliquat. Pero dio dolum zzrit ilit praessi essequa mconumsan ute dolobor.

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Heading level 4 at 8.5/12pt, semibold
Body copy set at 8.5/12pt, regular. Ut il ullam aut aliquam velessectet lan henim erostrud eu feum quat. Elesed andreetuero erci estie mincilit num nulla ate vulput num dolorper sis dolenit wis aliqui essequa mconumsan ute dolobor.

❶❷ **Caption set at 7.5/9pt, semibold**
Caption body copy set at 7.5/9pt, regular. Elesed andree tuero erci estie mincilit num nulla ate vulput.

Ut il ullam aut aliquam velessectet lan henim erostrud eu feum quwat. Elesed andreetuero erci estie mincilit num nulla ate vulput num dolorper sis dolenit wis aliqui essequa mconumsan ute dolobor ip exer sim irit num adip elit lam alisi doloboreet dunt.

05

Be aware of white space and layout design on small formats, as the design can very quickly look messy and tight. Use the A4 magazine spread design as inspiration for these layouts but make sure you follow the typographic specifications for A5.

1. The baseline grid
6pt, starting 11mm from the top of the page to align with the upper margin.

2. Page numbers
Myriad Pro Bold, 7.5pt.

3. Section header
The section or document title and chapter title are set in sentence case, 7.5pt Myriad Pro Bold and Regular, respectively. They are placed in the same text box, left aligned and baseline aligned to the top margin of the page. To reduce repetition and clutter, the titles only appear on the left page of a spread.

4. Large masthead in caps
Myriad Pro Light, 36/30pt, capitals.

5. Introductory copy
Myriad Pro Regular, sentence case, 11/12pt.

6. Quote copy
Myriad Pro Light, capitals (for shorter quotes, max 20 words) or sentence case (for longer quotes), 20/18pt. Quote caption or author

set in Myriad Pro Regular, sentence case, 7.5/12pt.

7. Heading level 1
Myriad Pro Semibold, sentence case, 22/24pt.

8. Heading level 2
Myriad Pro Semibold, sentence case, 16/18pt.

9. Heading level 3
Myriad Pro Semibold, sentence case, 11/12pt.

10. Heading level 4 or body heading
Myriad Pro Semibold, sentence case, 8.5/12pt.

11. Body copy
Myriad Pro Regular, sentence case, 8.5/12pt.

12. Caption heading and body
Caption heading Myriad Pro Semibold, sentence case, 7.5/9pt. Caption body follows the same point size but in Myriad Pro Regular.

A6 covers

A6 front cover

8   29.5   14.5   8

8

❷

❶

TATA STEEL

TATA

❸

❹

❺ **Heading 11/12pt, Myriad Pro Bold**
❻ Subheading 11/12pt, Myriad Pro Light

❼ SECTOR

6.6

A6 back cover

8   8

8

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vel dolore minisse tatet, vullam, si.
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dolor sequisi.
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vel utpat. Em zzriurem init verae.

❾ www.tatasteel.com

❿ **Business unit / Function / Sector**   **Second address**
⓫ Operation/product name   Operation/product name
Building   ⓬ Building
Street   Street
Town code   Town code
Country   Country
T: +00 (0) 00 0000 0000   T: +00 (0) 00 0000 0000
F: +00 (0) 00 0000 0000   F: +00 (0) 00 0000 0000
www.alternativedomainname.com   www.alternativedomainname.com
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sissis quat ad. Registered No 000000.
⓮ Language version

6.6

A6 formats have their own specific typographic hierarchy because of the format size. Please see below for all type specifications. Please note that due to the reduced size, A6 communications only have a five row grid.

Brand marks
The Tata Group and Tata Steel brand marks should be positioned as specified on page 51.

1. Tata Group brand mark
Tata Blue on white or reversed white out of photographic background. Width 14.5mm.

2. Tata Steel brand mark
Tata Blue on white or reversed white out of photographic background. Width 29.5mm.

3. Horizon line
The horizon line should always be placed one row down from the top of the page.

4. Image area
When producing A6 front covers always use the grid detailed here with the image positioned behind all other page elements and bleeding off all four edges.

5. Document title
Myriad Pro Bold, sentence case, 11/12pt.

6. Document sub title
Myriad Pro Light, sentence case, 11/12pt.

7. Sector descriptor
Myriad Pro Light, capitals, 11/12pt.

8. Legal disclaimer
Myriad Pro Bold, lowercase, 7/9pt.

9. Website URL
Myriad Pro Regular, sentence case, 12pt.

10. Business unit / Function / Sector
Myriad Pro Bold, sentence case, 7/9pt.

11. Address copy
Myriad Pro Regular, sentence case, 7/9pt.

12. Additional address
Myriad Pro Regular, sentence case, 7/9pt.

13. Legal name, registered office and number
Myriad Pro Regular, sentence case, 7/9pt.

14. Language version
Myriad Pro Regular Sentence case 7/9pt.

A6 spreads

Document Title Chapter Title

Heading level 1, 22/24pt

Heading level 2 at 16/18pt, semibold running over one or two lines

Heading level 3 at 11/12pt, semibold

Heading level 4 at 7.5/9pt, semibold
Body copy set at 7.5/9pt, regular. Ut il ullam aut aliquam velessectet lan henim erostrud eu feum quwat. Elesed andreetu ero erci estie mincilit num nulla ate vulput num dolorper sis dolenit wis aliqui essequa mconumsan ute dolobor ip exer sim irit num adip elit lam alisl doloboreet dunt praesectet veniat aut lor in vullum dignim quis dolorpe rciliquat. Pero dio dolum zzrit ilit praessi.

Heading level 4 at 7.5/9pt, semibold
Body copy set at 7.5/9pt, regular. Ut il ullam aut aliquam velessectet lan henim erostrud eu feum quwat. Elesed andreetu ero erci estie mincilit num nulla ate vulput num dolorper.

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Caption set at 6.5/9pt, semibold
Caption body copy set at 6.5/9pt, regular. Elesed andree tuero erci estie mincilit.

LARGE MASTHEAD SET IN CAPITALS

Introductory copy at 11/12pt. Ut il ullam aut aliquam velessectet lan henim erostrud eu feum quat. Elesed andree tuero erci estie mincilit num essequa conumsan ute.

"SHORT QUOTES SET AT 12/12PT CAPITALS. UT IL ULLAM AUT ALIQUAM VELES SECTET LAN HENIM."
Quote caption set at 7.5/9pt, regular.

"Longer quotes set at 12/12pt sentence case. Ut il ullam aut aliquam veles sectet lan henim ero strud eu feum quat. Elesed andreetuero erci estie mincilit num do consent lor."
Quote caption set at 7.5/9pt, regular.

04   05

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1. The baseline grid
6pt, starting 8mm from the top of the page to align with the upper margin.

2. Page numbers
Myriad Pro Bold, 6.5pt.

3. Section header
The section or document title and chapter title are set in sentence case, 6.5pt Myriad Pro Bold and Regular, respectively. They are placed in the same text box, left aligned and baseline aligned to the top margin of the page. To reduce repetition and clutter, the titles only appear on the left page of a spread.

4. Large masthead in caps
Myriad Pro Light, 36/30pt, capitals.

5. Introductory copy
Myriad Pro Regular, sentence case, 11/12pt.

6. Quote copy
Myriad Pro Light, capitals (for shorter quotes, max 20 words) or sentence case (for longer quotes), 20/18pt. Quote caption or author set in Myriad Pro Regular, sentence case, 7/9pt.

7. Heading level 1
Myriad Pro Bold, sentence case, 22/24pt.

8. Heading level 2
Myriad Pro Semibold, sentence case, 16/18pt.

9. Heading level 3
Myriad Pro Semibold, sentence case, 11/12pt.

10. Heading level 4 or body heading
Myriad Pro Semibold, sentence case, 7.5/9pt.

11. Body copy
Myriad Pro Regular, sentence case, 7.5/9pt.

12. Caption heading and body
Caption heading Myriad Pro Bold, sentence case, 6.5/9pt. Caption body follows the same point size but in Myriad Pro Regular.

1/3 A4 covers

1/3 A4 front cover

10   32.6   16   10

11

② **TATA** STEEL   ① **TATA**

③

④ **Heading 16/18pt, Semibold**
⑤ Subheading 16/18pt, light

⑥ SECTOR

12.7

1/3 A4 back cover

10   10

11

⑦ www.tatasteel.com

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⑨ **Business unit / Function / Sector**   **Second address**
Operation/product name   Operation/product name
⑩ Building   ⑪ Building
Street   Street
Town code   Town code
Country   Country
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F: +00 (0) 00 0000 0000   F: +00 (0) 00 0000 0000
www.alternativedomainname.com   www.alternativedomainname.com

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ute sissis quat ad. Registered No 000000.

⑬ Language version

12.7

Brand marks
The Tata Group and Tata Steel brand marks should be positioned as specified on page 51.

1. Tata Group brand mark
Tata Blue on white or reversed white out of photographic background. Width 17mm.

2. Tata Steel brand mark
Tata Blue on white or reversed white out of photographic background. Width 34.6mm.

3. Horizon line
The horizon line should always be placed two rows down from the top of the page.

4. Document title
Myriad Pro Bold, sentence case, 16/18pt.

5. Document sub title
Myriad Pro Light, sentence case, 16/18pt.

6. Sector descriptor
Myriad Pro Light, capitals, 16/18pt.

7. Website URL
Myriad Pro Regular, lowercase, 16pt.

8. Legal disclaimer
Myriad Pro Bold ,sentence case, 7.5/9pt.

9. Business unit / Function / Sector
Myriad Pro Bold, sentence case, 7.5/9pt.

10. Address copy
Myriad Pro Regular, Sentence case, 7.5/9pt.

11. Additional address
Myriad Pro Regular, Sentence case, 7.5/9pt.

12. Legal name, registered office and number
Myriad Pro Regular, sentence case, 7.5/9pt.

13. Language version
Myriad Pro Regular, Sentence case, 7.5/9pt.

1/3 A4 spreads

1/3 A4 spread

❸ Document Title _Chapter Title_

❹ LARGE MASTHEAD SET IN ALL CAPITALS

❺ Introductory copy at 11/12pt. Ut il ullam aut aliquam velessectet lan henim erostrud eu feum quat. Elesed andree tuero erci estie mincilit num essequa conumsan ute.

❻ "SHORT QUOTES SET AT 12/12PT CAPITALS UT IL ULLAM AUT ALIQUAM VELES SECTET LAN HENIM"

Quote caption set at 7.5/9pt, regular.

❻ "Longer quotes set at 12/12pt sentence case. Ut il ullam aut aliquam veles sectet lan henim ero strud eu feum quat. Elesed andreetuero erci estie mincilit num do consent for."

Quote caption set at 7.5/9pt, regular.

❼ Heading level 1, 22/24pt

❽ Heading level 2 at 16/18pt, semibold over one or two lines

❾ Heading level 3 at 11/12pt, semibold

❿ Heading level 4 at 7.5/9pt, semibold
Body copy set at 7.5/9pt, regular. Ut il ullam aut aliquam velessectet lan henim erostrud eu feum quwat. Elesed andreetu ero erci **⓫** estie mincilit num nulla ate vulput num dolorper sis dolenit wis aliqui essequa mconumsan ute dolobor ip exer sim irit num adip elit lam alisl doloboreet dunt praesectet veniat aut lor in vullum dignim quis dolorpe rciliquat.

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Heading level 4 at 7.5/9pt, semibold
Body copy set at 7.5/9pt, regular. Ut il ullam aut aliquam velessectet lan henim erostrud eu feum quwat. Elesed andreetu ero erci estie mincilit num nulla ate vulpu.

⓬ Caption set at 6.5/9pt, semibold
Caption body copy set at 6.5/9pt, regular. Elesed andree tuero erci estie mincilit num nulla ate vulput num.

Ut il ullam aut aliquam velessectet lan henim erostrud eu feum quwat. Elesed andreetu ero erci estie mincilit num nulla ate vulpu.

❷ 04

05

1/3 A4 is a tall, narrow format so be aware of white space and layout, as the design can very quickly look messy and tight. Allow enough white space around typography and images.

1. The baseline grid
6pt, starting 11mm from the top of the page to align with the upper margin.

2. Page numbers
Myriad Pro Bold, 7.5pt.

3. Section header
The section or document title and chapter title are set in sentence case, 7.5pt Myriad Pro Bold and Regular, respectively. They are placed in the same text box, left aligned and baseline aligned to the top margin of the page. To reduce repetition and clutter, the titles only appear on the left page of a spread.

4. Large masthead in caps
Myriad Pro Light, 36/30pt, capitals.

5. Introductory copy
Myriad Pro Regular, sentence case, 11/12pt.

6. Quote copy
Myriad Pro Light, capitals (for shorter quotes, max 20 words) or sentence case (for longer quotes), 20/18pt.

Quote caption or author set in Myriad Pro Regular, sentence case, 7.5/9pt.

7. Heading level 1
Myriad Pro Semibold, sentence case, 22/24pt.

8. Heading level 2
Myriad Pro Semibold, sentence case, 16/18pt.

9. Heading level 3
Myriad Pro Semibold, sentence case, 11/12pt.

10. Heading level 4 or body heading
Myriad Pro Semibold, sentence case, 7.5/9pt.

11. Body copy
Myriad Pro Regular, sentence case, 7.5/9pt.

13. Caption heading and body
Caption heading Myriad Pro Semibold, sentence case, 6.5/9pt. Caption body follows the same point size but in Myriad Pro Regular.

Advertising

Our advertising plays a key role in presenting our brand and tone of voice. The following section showcases our look and feel for advertising, from corporate to product to recruitment, as well as for poster campaigns.

To ensure we present a consistent look and feel these guidelines should be followed carefully.

Advertising

Corporate

Product/Sector

Recruitment

Categories of advertising
Our advertising can be categorised across three types.

1. Corporate level

2. Product/Sector level

3. Recruitment

Advertising – corporate

A4 Corporate advertising grid

13   13
13

❶

❷ **TATA** STEEL

TATA

❸ HEADLINE MESSAGE SET IN CAPITALS

❹ **Sub heading level, 22/24pt Semibold, running on one or two lines.**

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❼ **For more information contact:**
❽ T: +44 (0) 1234 567890 F: +44 (0) 1234 567890
sales@alternativeemailaddress.com
❾ **www.tatasteel.com**

Corporate

TATA STEEL

TATA

CONNECTING CUSTOMERS WITH STEEL

Sub heading level, 22/24pt Semibold, running on one or two lines.

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For more information contact:
T: +44 (0) 1234 567890 F: +44 (0) 1234 567890
sales@alternativeemailaddress.com
www.tatasteel.com

Applying the brand marks
The Tata Group and Tata Steel brand marks should appear at the top of the page.

The Tata Steel horizon line
The position of the horizon line is used to create a clear boundary between any content and the image area. The lowest position of the Tata Steel horizon line is shown here.

1 & 2. Brand marks
The Tata Group and Tata Steel brand marks should be positioned as specified on page 51.

3. Headline
Set in Myriad Pro Light, capitals, ideally set in 72/60pt. Headings can range in size between 36pt to 72pt depending on length. Headings should be reversed white out of photographic image or set in Tata Blue on a white background.

4. Sub Heading level
Myriad Pro Semibold, sentence case, 22/24pt.

5 & 6. Body text
Introductory copy
Myriad Pro Semibold, 9/12pt, sentence case
Body text
Myriad Pro Regular, 9/12pt, sentence case

7, 8 & 9. Call to action text
For more information contact
Myriad Pro Semibold, 9/12pt, sentence case
Contact numbers and email
Myriad Pro Semibold, 9/12pt, sentence case
URL
Myriad Pro Bold, 9/12pt, lowercase

Advertising – corporate
Examples

Sub heading level, 22/24pt Semibold, running on one or two lines.

Designing with the new system

The grid
The outer margins are 13mm on all sides. The Tata Group and Tata Steel marks are positioned top right and top left as shown. A 6pt baseline grid starts 13mm from the top of the page. A six-column grid with gutters of 4.2mm divides the central space.

Format
The same principles can be applied to an A3 format, using A3 grids, mark sizing and typographic specifications.

Layout
Images fit into four standard positions: the top third, the bottom third, top half or bottom half of the page. They should bleed off the edges of the page. A white panel holds the typography and secondary images if included.

Copy colour
Use Tata Blue as the key statement colour, and white or black for the other copy depending on the background colour of the image.

Body copy
Introductory paragraph set in Myriad Pro Semibold at 9/12pt. Body copy follows at the same size but in Myriad Pro Light. Place the contact details at the end of the body copy in the same size.

Advertising – product/sector

A4 product/sector advert grid

Example

Applying the brand marks
The Tata Group and Tata Steel brand marks should appear at the top of the page.

The Tata Steel horizon line
The position of the horizon line is used to create a clear boundary between any content and the image area. The lowest position of the horizon line is shown.

1 & 2 Brand marks
The Tata Group and Tata Steel brand marks should be positioned as specified on page 51. The brand marks are set in Tata Blue on a white background.

3. Headline
Set in Myriad Pro Light, capitals, ideally set in 72/60pt. Headings can range in size between 36pt to 72pt depending on length. Headings should be reversed white out of photographic image or set in Tata Blue on a white background.

4. Sub Heading level
Myriad Pro Semibold, sentence case, 22/24pt.

5 & 6. Body text
Introductory copy
Myriad Pro Semibold, 9/12pt, sentence case
Body text
Myriad Pro Regular, 9/12pt, sentence case

7, 8 & 9. Call to action text
For more information contact
Myriad Pro Semibold, 9/12pt, sentence case
Contact numbers and email
Myriad Pro Semibold, 9/12pt, sentence case
URL
Myriad Pro Bold, 9/12pt, lowercase

Advertising – product/sector

TATA STEEL   **TATA**

YOU'RE IN SAFE HANDS

With you every step of the way

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For more information contact:
T: +44 (0) 1234 567890 F: +44 (0) 1234 567890
sales@alternativeemailaddress.com
www.tatasteel.com

TATA STEEL   **TATA**

DELIVERING WORLDWIDE

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il utpat, velendre min er inibh eratumsan
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cil eum illum velesendrem irit autat accum.

For more information contact:
T: +44 (0) 1234 567890 F: +44 (0) 1234 567890
sales@alternativeemailaddress.com
www.tatasteel.com

Designing with the new system

The grid
The outer margins are 13mm on all sides. The Tata Group
and Tata Steel marks are positioned top right and top left
as shown. A 6pt baseline grid starts 13mm from the top
of the page. A six-column grid with gutters of 4.2mm
divides the central space.

Format
The same principles can be applied to an A3 format,
using A3 grids, mark sizing and typographic
specifications.

Layout
Images fit into four standard positions: the top third, the
bottom third, top half or bottom half of the page. They
should bleed off the edges of the page. A white panel
holds the typography and secondary images if included.

Heading colour
Use Tata Blue as the key statement colour.

Body copy
Introductory paragraph set in Myriad Pro Semibold at
9/12pt. Body copy follows at the same size but in Myriad
Pro Light. Place the contact details at the end of the body
copy in the same size. All body copy in black.

Advertising – recruitment

TATA STEEL   **TATA**

Job description

£00,000 – £00,000 + benefits
Technical trainees – Chemists and Metallurgists
Opportunities at Location and Location

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For more information please visit:
www.tatasteel.com/careers
or contact HR +44 (0) 1234 567890
careers@tatasteel.com

TATA STEEL   **TATA**

Technical trainees

£00,000 – £00,000 + benefits
Technical trainees – Chemists and Metallurgists
Opportunities at Location and Location

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For more information please visit:
www.tatasteel.com/careers
or contact HR +44 (0) 1234 567890
careers@tatasteel.com

Applying the brand marks
The Tata Group and Tata Steel brand marks should appear at the top of the advertisement.

The Tata Steel horizon line
The position of the horizon line is used to create a clear boundary between any content and the image area. The lowest position of the horizon line is shown here.

1 & 2. Brand marks
The Tata Group and Tata Steel brand marks should be positioned as specified on page 51.

3. Job description
Set in Myriad Pro Light, capitals, 16/17pt.
Headings should be reversed white out of photographic image or in Tata Blue on a white background.

4. Job specification
Salary and job title
Myriad Pro Semibold, sentence case, 7.5/9pt.
Job location
Myriad Pro Regular, 7.5/9pt.

5 & 6. Body text
Introductory copy
Myriad Pro Semibold, 7.5/9pt, sentence case
Body Text
Myriad Pro Regular, 7.5/9pt, sentence case

7 & 8. Call to action text
For more information contact
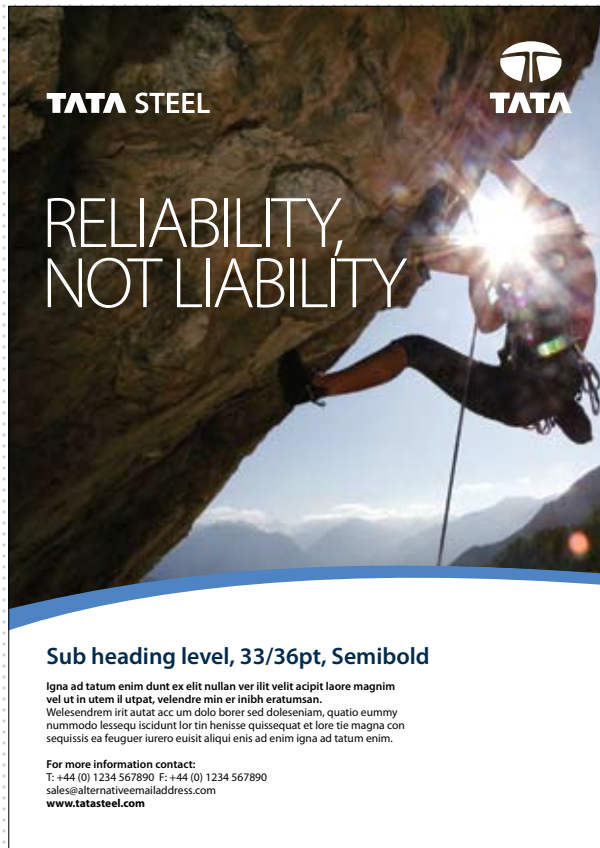Myriad Pro Semibold, 7.5/9pt, lowercase
Contact numbers and email and URL
Myriad Pro Regular, 7.5/9pt, lowercase

9. Image area
Where images are used, they can fit into four standard positions: the top third, the bottom third, the top half or the bottom half of the page.

A3 posters

A3 poster grid
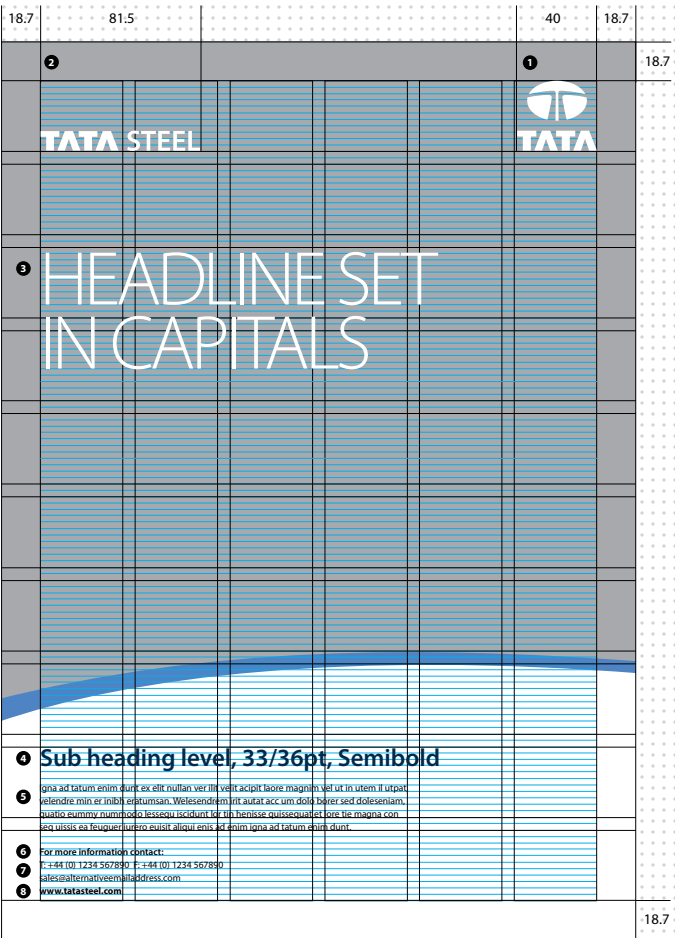
Example

We use posters for a number of purposes, both internal and external, for example to create awareness around campaigns and to communicate key messages.

The Tata Steel horizon line
The position of the horizon line should used to create a clear boundary between any content and the image area. The lowest position of the Tata Steel horizon line is shown here.

1 & 2 Brand marks
The Tata Group and Tata Steel brand marks should be positioned as specified on page 51.

1. Tata Group brand mark
Always appears in Tata Blue on white or reversed white out of photographic background. Width 40mm.

2. Tata Steel brand mark
Always appears in Tata Blue on white or reversed white out of photographic background. Width 81.5mm.

3. Headline
Set in Myriad Pro Light, capitals, ideally set in 72/60pt. Headings can range in size between 36pt to 72pt depending on length. Headings should be reversed white out of photographic image or set in Tata Blue on a white background.

4. Sub Heading level
Myriad Pro Semibold, sentence case, 33/36pt.

5. Body text
Myriad Pro Regular, 16/18pt, sentence case

6/7/8. Call to action text
For more information contact
Myriad Pro Semibold, 16/18pt, sentence case
Contact numbers and email
Myriad Pro Regular, 16/18pt, sentence case
URL
Myriad Pro Bold, 16/18pt, lowercase

A3 posters
Examples

TATA STEEL

RELIABILITY,
NOT LIABILITY

Sub heading level, 33/36pt, Semibold

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For more information contact:
T: +44 (0) 1234 567890 F: +44 (0) 1234 567890
sales@alternativeemailaddress.com
www.tatasteel.com

TATA STEEL

BUILDING A
BETTER FUTURE

Igna ad tatum enim dunt ex elit nullan ver ilit velit acipit laore magnim vel ut in utem il utpat, velendre min er inibh eratumsan. Welesendrem irit autat acc um dolo borer sed doleseniam, quatio eummy nummodo lessequ iscid unt lor tin henisse quissequat et lore tie magna consequissis ea feuguer iurero euisit aliqui enis ad enim igna ad tatum enim dunt.

For more information contact:
T: +44 (0) 1234 567890 F: +44 (0) 1234 567890
sales@alternativeemailaddress.com
www.tatasteel.com

Internal poster style
The internal poster style should be adopted to create awareness around campaigns or recruitment internally.

The grid
The outer margins are 18.7mm on all sides. The Tata Group and Tata Steel marks are positioned top right and top left as shown. A six-column grid with gutters of 8mm divides the central space. If imagery appears, it will fit into four standard positions: the top third, the bottom third, top half or bottom half of the page.

Format A4/A3
The same principles can be applied to an A4 format, using A4 grids, mark sizing and typographic specifications. Similarly an A2 can be created by enlarging this A3 design.

Message text
Try to keep it short, snappy and engaging, and never use more than three lines. Do not extend the heading text across the whole width of the page. An imaginary line from the left edge of the Tata Group brand mark should be the furthest margin for this text.

Subheading or introduction
Always use Myriad Pro Semibold, 33/36pt. The subheading also extends no further across the page than the imaginary line from the left hand edge of the mark.

Body copy
Introductory paragraph set in Myriad Pro Semibold, 16/18pt. The body copy is placed 20mm from the baseline of the heading or subheading. The body copy can appear as either one or two columns. Try to keep the text in the two columns equally aligned.

Colour
Use Tata Blue as the key statement colour, and white or black for the other copy depending on the background colour of the image. When no images are used, illustrations can be incorporated.

Editorial

Our editorial and internal communications play a key role in presenting our brand and tone of voice. The following section showcases our look and feel for editorial communications.

The criteria used when commissioning photography for editorial communications are different from the criteria for brand photography.

Editorial communications

Magazine

Newsletter

Newspaper

Poster

Types of editorial and internal communications
Editorial and internal communications can be presented across a number of touchpoints including:

1. **Magazines**

2. **Newsletters**

3. **Newspapers**

4. **Posters**

Editorial communications
Photography

Editorial photography
The style of photography required for editorial communications has some different characteristics from our main brand photography. The photographs may need more specific relevance to a particular news story or event, such as the opening of a new factory or a community fundraising event that might not otherwise meet our brand photography criteria.

Editorial and internal communications
Photography

Capture the essence of the story

Use graphic compositions

Real world scenes

Don't use bland images that fail to capture the emotion of an event

Consider environmental and health and safety implications of shots

Do not used staged or faked events

Top tips
1. The composition of the image should be simple but dynamic.
2. Keep images natural, honest and as real as possible.
3. Retain the feeling as detailed in our lifestyle photography.
4. Capture the essence of the story or event.
5. Ensure images always show people in situations relevant to the story or event.
6. Choose interesting viewpoints.
7. Images should feature an element of blue where possible.
8. Ensure good housekeeping for clean shots.
9. Consider the impressions your images create.

Avoid
1. Abstract images that don't clearly communicate the story or event.
2. Images that are not relevant to the story or event.
3. Faked or staged images.
4. Portraits and people looking directly at the camera.
5. Cluttered images that obscure the subject.
6. Featuring a dominant colour that isn't blue.
7. Overuse of process shots, especially the heavy end of steelmaking.

A4 magazine covers

A4 internal magazine cover grid (corporate function)

Example

Colour differentiation
Internal and external magazines are key brand carriers. These pages give guidance on how we design our magazines in keeping with the Tata Steel brand.

1 & 2 Brand marks
The Tata Group and Tata Steel brand marks should be positioned as specified on page 8. The brand marks are set in Tata Blue on a white background.

3. Magazine title
Myriad Pro Light, capitals, aligned right with the Tata Group brand mark. Size depends on length of the title.

4. Sector descriptor
Myriad Pro Light, 16/18pt capitals, align right with the Tata Group brand mark. Only used on the front of sector specific publications.

5 & 6. Issue & date
Myriad Pro Light, 11/12pt. Issue in all capitals, date in sentence case. Align left with the Tata Steel brand mark.

7. Inside this issue
Myriad Pro Semibold, sentence case, 20pt.

8. Page numbers & articles
Page numbers Myriad Pro Semibold, sentence case, 10/12pt. Article titles follow the same point size but in Myriad Pro Regular.

A4 magazine covers – internal
Examples

A4 magazine spreads
Typesetting

A4 magazine spread

FEATURE

Heading level 1 at 33/36pt, Semibold

Editors name , title and division set at 8.5/12pt, Semibold

Heading level 2 at 22/24pt, Semibold running over one or two lines

LARGE MASTHEAD IN CAPITALS

Heading level 4 at 11/12pt, Semibold

Heading level 5 at 8.5/12pt, Semibold
Ut il ullam aut aliquam velessectet lan henim erostrud eu feum quuat. Elesed andreetuero erci estie minclit num nulla ate.

Heading level 5 at 8.5/12pt, Semibold
Body copy set at 8.5/12pt, regular. Ut il ullam aut aliquam velessectet lan henim erostrud eu feum quuat. Elesed andreetuero erci estie minclit num nulla ate vulput num dolorper sis

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Caption set at 7.5/9pt, Semibold
Caption body copy set at 7.5/9pt, Regular. Elesed andree tuero erci estie minclit num nulla ate vulput num dolorper sis dolenit wis aliqui essequa

"SHORT QUOTES SET AT 20/18PT, LIGHT, CAPITALS. MAXIMUM 20 WORDS. UT IL ULLAM AUT ALIQUAM VELES SEC TET LAN."
Quote caption set at 8.5/12pt, Regular.

"Longer quotes set at 20/18pt, light, capitals Ut il ullam aut aliquam veles sectet lan henim ero strud eu feum quat. Elesed andreetuero erci estie minclit num do consent lor"
Quote caption set at 8.5/12pt, Regular.

Heading level 3 at 16/18pt, Semibold

Heading level 5 at 8.5/12pt, Semibold
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Body copy set at 8.5/12pt, regular. Vulput num dolorper sis dolenit wis aliqui essequa. A quis dol sis dolenit wis aliqui essequa mconumsan sis dolenit wis aliqui essequa mconumsan orpe faccums andreetuero erci

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04. MAGAZINE TITLE Issue 00 Month 0000 05

10

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1. The baseline grid
6pt, starting 13mm from the top of the page to align with the upper margin.

2. Page numbers
Myriad Pro Bold, 7.5pt.

3. Title, issue and date
Myriad Pro Bold and Regular, sentence case 7.5pt.

4. Feature heading
Myriad Pro Bold, capitals, 24pt, running vertically.

5. Headline
Myriad Pro Light, capitals. Headlines can range in size between 36pt to 100pt depending on length.

6. Introductory copy
Myriad Pro Regular, sentence case, 16/18pt.

7. Quote copy
Myriad Pro Light, capitals (for shorter quotes, max 20 words) or sentence case (for longer quotes), 20/18pt. Quote caption or author set in Myriad Pro Regular, sentence case, 8.5/12pt.

8. Heading level 1
Myriad Pro Semibold, sentence case, 33/36pt.

9. Heading level 2
Myriad Pro Semibold, sentence case, 22/24pt.

10. Heading level 3
Myriad Pro Semibold, sentence case, 16/18pt.

11. Heading level 4
Myriad Pro Semibold, sentence case, 11/12pt.

12. Heading level 5 or body heading
Myriad Pro Semibold, sentence case, 8.5/12pt.

13. Paragraph introductory copy
Myriad Pro Semibold, sentence case, 8.5/12pt.

14. Body copy
Myriad Pro Regular, sentence case, 8.5/12pt.

15. Tramlines
Appear in same colour as quote copy. Stroke weight 0.75pt.

16. Paragraph quote copy
Myriad Pro Regular, sentence case, 11/12pt.

17. Caption heading and body
Myriad Pro Semibold, sentence case, 7.5/9pt. Caption body follows the same point size but in Myriad Pro Regular.

18. Article dividing line
Appears in black. Stroke weight 0.5pt.

A4 magazine spreads
Examples

FEATURE

FOR THE RIDE OF YOUR LIFE

TAKING TO THE SKIES

High powered performance

"ELESED DOLENT LORPERC ILISM OLORE FACCUMS ANDREETUERO ERCI ESTIE MINCIL IT NUM NULLA ATE VULPUT NUM DOLORPER SIS DOLENIT WIS."

A dedicated workforce means greater success

Highly specialised materials

Introductory copy at 16/18pt. Ut il ullam aut aliquam velissectet lan henim erostrud eu feum quat. Elesed andreetuero erci estie mincilit num.

FEATURE

STEELY EYED RUNNERS

"HIGH PERFORMANCE STEELS, BACKED BY DEDICATED SUPPORT AND EXPERT ADVICE, FULFIL A WHOLE RANGE OF APPLICATIONS IN THE RENEWABLE ENERGY MARKET."

Total customer solutions

EDITORIAL

First Minister opens new railhead

Contents

POSITIVE FEEDBACK

"ELESED DOLENT LORPERC ILISM OLORE FACCUMS ANDREETUERO ERCI ESTIE MINCIL IT NUM NULLA ATE VULPUT NUM DOLORPER SIS DOLENIT WIS."

A4 newsletter covers

A4 internal magazine cover grid (corporate function)

Example

Newsletters
Newsletters are identified by their masthead. The name/title of your newsletter should be set in the solid area defined here directly below the horizon line. These headers may be set in any of the Tata Steel colours.

1 & 2 Brand marks
The Tata Group and Tata Steel brand marks should be positioned as specified on page 8. The brand marks are set in Tata Blue on a white background.

3. Publication title
Myriad Pro Light, capitals, align right with the Tata Group brand mark. Size depends on title.

4. Sector descriptor
Myriad Pro Light, 16/18pt capitals, range right with the Tata Group brand mark. The sector descriptor is only used on the front of sector specific publications.

5 & 6. Issue & date
Myriad Pro Light, capitals, 11/12pt. Month follows the same point size but in sentence case. Align left with the Tata Steel brand mark.

A4 newsletter covers
Examples

A4 internal newsletter examples

A4 newsletter spreads

A4 internal newsletter page grid

13 · · **13** · **13** · · · **13** · · **13**

Newsletter Issue 00 Month 0000

❸
❶ **Heading level 1, 33/36pt running over two lines**

❹
Heading level 3, 16/18pt

❺ Introductory copy at 16/18pt. Ut il ullam aut aliquam velessectet lan henim erostrud eu feum quat. Elesed andreetuero erci estie minclit num essequa mconumsan ute dolobor.

Heading level 3, 16/18pt over two lines

❿ **Heading level 2 at 22/24pt, Semibold running over one or two lines**

Introductory copy at 16/18pt. Ut il ullam aut aliquam velessectet lan henim erostrud eu feum quat. Elesed andreetuero erci estie minclit num.

Caption set at 7.5/9pt. Semibold Caption body copy set at 7.5/9pt. Regular.

Heading level 5 at 8.5/12pt, Semibold

❻
❼
❽
❾

❶ Heading level 3, 16/18pt
❷ Heading level 4 at 11/12pt, Semibold

Caption set at 7.5/9pt. Semibold Caption body copy set at 7.5/9pt. Regular.

Caption set at 7.5/9pt. Semibold Caption body copy set at 7.5/9pt. Regular.

04 · · · · 05 · · **13**

❷

1. The baseline grid
6pt, starting 13mm from the top of the page to align with the upper margin.

2. Page numbers
Myriad Pro Bold
7.5pt.

3. Title, issue and date
Myriad Pro Bold and Regular, sentence case 7.5pt.

4. Heading level 1
Myriad Pro Semibold, sentence case, 33/36pt.

5. Introductory copy
Myriad Pro Regular, sentence case, 16/18pt.

6. Paragraph introductory copy
Myriad Pro Semibold, sentence case, 8.5/12pt.

7. Body copy
Myriad Pro Regular, sentence case, 8.5/12pt.

8. Tramlines
Appear in same colour as quote copy. Stroke weight 0.75pt.

9. Paragraph quote copy
Myriad Pro Regular, sentence case, 11/12pt.

10. Heading level 2
Myriad Pro Semibold, sentence case, 22/24pt.

11. Heading level 3
Myriad Pro Semibold, sentence case, 16/18pt.

12. Heading level 4
Myriad Pro Semibold, sentence case, 11/12pt.

13. Caption heading and body
Caption heading Myriad Pro Semibold, sentence case, 7.5/9pt. Caption body follows the same point size but in Myriad Pro Regular.

14. Article dividing line
Appears in black. Stroke weight 0.5pt.

15. Copy inside tint box
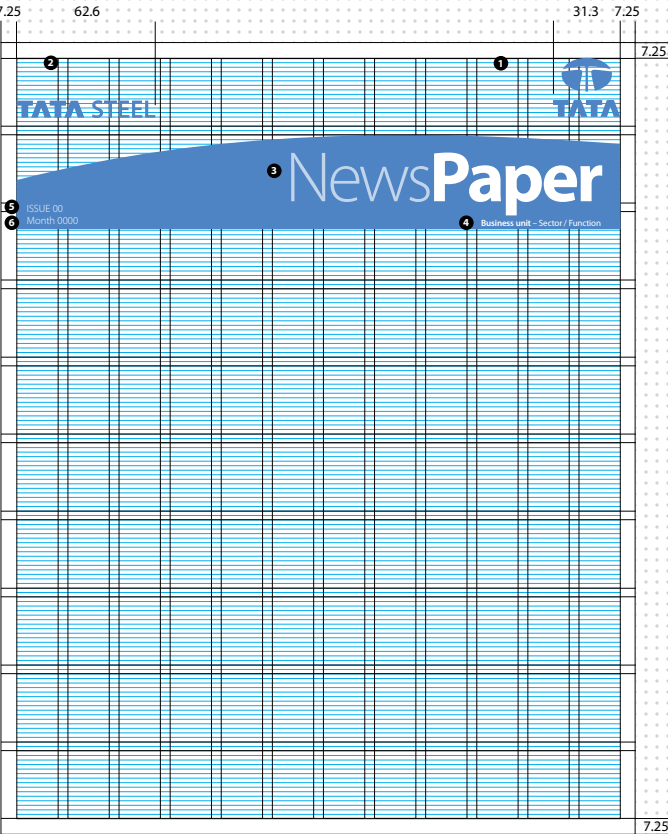Copy follows specifications detailed here but is inset by 2mm left and right from the outer edge of the tint box.

A4 newsletter spreads
Examples

The examples shown here demonstrate the diversity of applications possible using the grid.

A4 newspaper covers

A4 internal newspaper cover grid

7.25 62.6 31.3 7.25

7.25

TATA STEEL

News**Paper**

ISSUE 00
Month 0000

Business unit – Sector / Function

7.25

Example

TATA STEEL

ISSUE 00
Month 0000

News**Paper**

Business unit – Sector / Function

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Page 8

Lutem voloreet praessim
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feugue dolesto ea feuisc.
Page 6

SCHOOLS FIND THE WINNING FORMULA

Regional results: How the teams finished.

TELEPHONE: 00000 000000 email: contact@business.com

Newspapers
Newspapers are identified by their masthead. The name/title of your newsletter should be set in the solid area between the horizon line and the black bar.

1 & 2 Brand marks
The Tata Group and Tata Steel brand marks should be positioned as specified on page 8. The brand marks are set in Tata Blue on a white background.

3. Publication title
Myriad Pro Light, Myriad Pro Bold.
Size depends on title.

4. Sector/descriptor/tagline
Myriad Pro Bold and Myriad Pro Regular, 12pt, sentence case. The sector descriptor is only used on the front of sector specific publications.
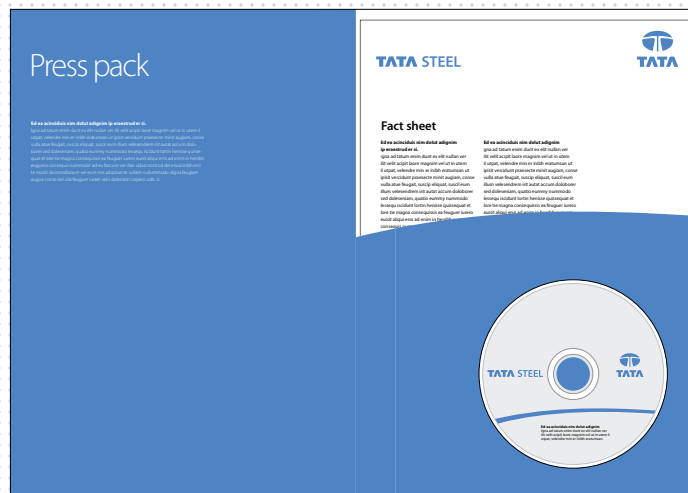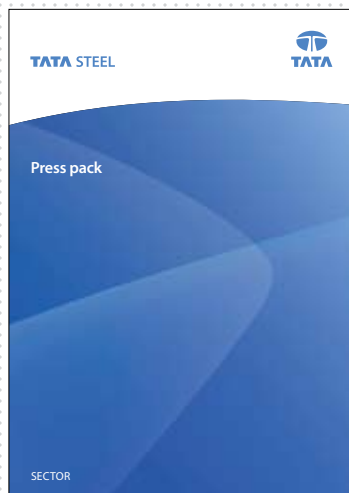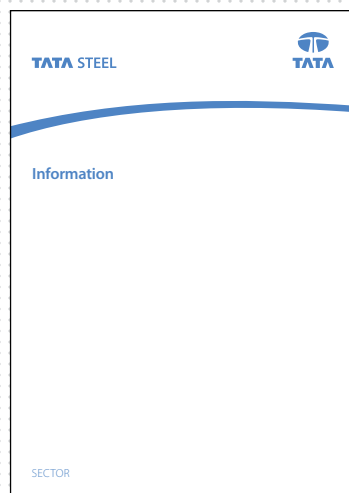
5 & 6. Issue & date
Myriad Pro Light, capitals, 14/17pt. Month follows the same point size but in sentence case.

A4 newspaper covers
Examples

A4 internal newspaper examples

TATA STEEL   TATA

News**Paper**

ISSUE 00
Month 0000

Business unit – Sector / Function

Lutem voloreet praessim quamconse consequ ipisci blan vullamcommy niscipis dolobore feugue dolesto ea feuisc.
Page 8

Lutem voloreet praessim quamconse consequ ipisci blan vullamcommy niscipis dolobore feugue dolesto ea feuisc.
Page 6

BUILDING THE FUTURE

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Site Director, Sean Lyons

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TELEPHONE: 00000 000000 email: contact@business.com

TATA STEEL   TATA

News**Paper**

ISSUE 00
Month 0000

Business unit – Sector / Function

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Page 8

Lutem voloreet praessim quamconse consequ ipisci blan vullamcommy niscipis dolobore feugue dolesto ea feuisc.
Page 6

TATA TRIATHLON WINNERS

Regional results: How the teams finished.

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TELEPHONE: 00000 000000 email: contact@business.com

Folders

Information and Press pack folders

A4 Information and press pack folder examples

PowerPoint

PowerPoint is a commonly used presentation application. It often has the tendency to become over-cluttered with information and therefore complicated and difficult to decipher. Our templates have been modified to help maximise space and achieve consistency.

PowerPoint

Title slide

Colour

Typography
Use Arial and Arial Bold for digital applications, as our corporate typeface, Myriad Pro, may not be available on all computers.

Colour
It is key that our primary colours are dominant, reinforcing the impact of our memorable blue Tata Steel brand.

Tata Blue is dominant in the system while white and black appear as canvas and body copy colours. Secondary colours are included as supporting colours to this primary statement, e.g. in charts and diagrams. PowerPoint templates are available from your IT department.
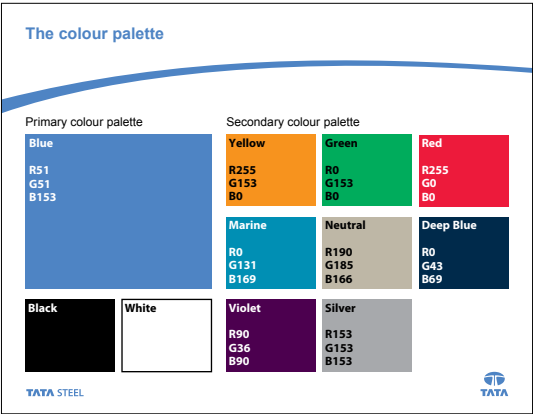
PowerPoint

Title slide 1 with image

Title slide 2 with curve graphic background
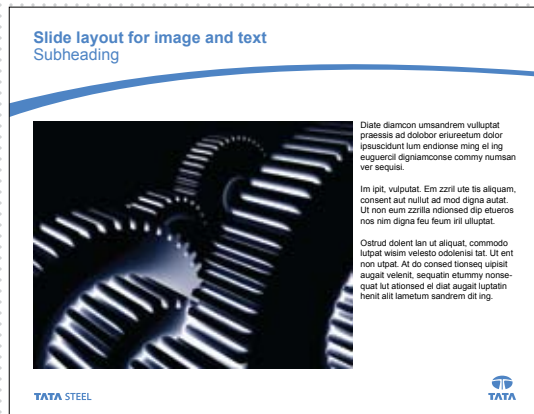
A large image can be placed within the grid as shown, with annotations or caption copy on the left
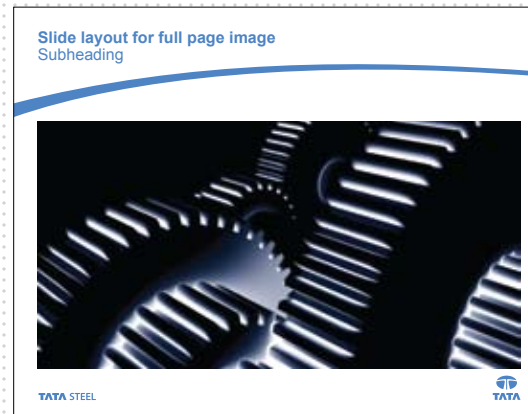
A full image with no captions or annotations can be placed in the content area. Avoid full bleed images for content slides

PowerPoint

Body copy has three levels of bullets
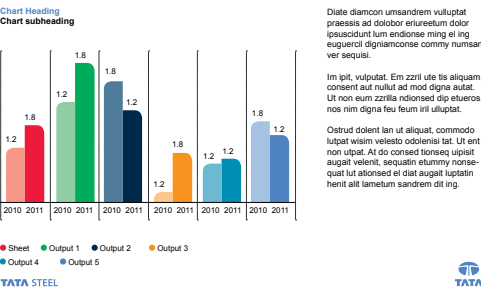
Charts should be placed on the left hand side with body copy on the right

Use Arial regular and bold when creating text charts

Simple diagrams and tables should be created using the primary colours

3D brand marks

DRAFT

3D Tata Group brand mark
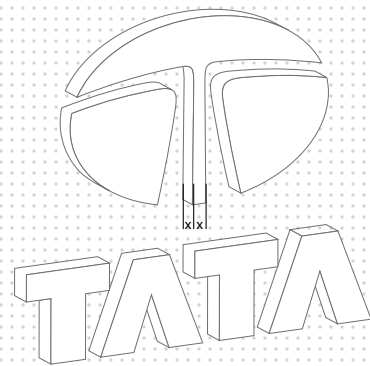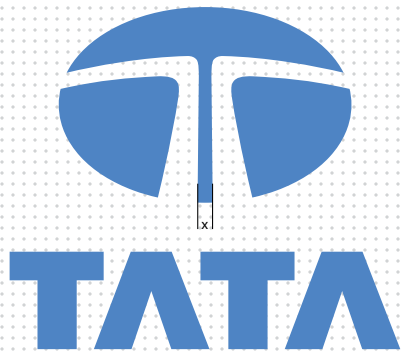
The depth of the 3D form should never be deeper than the measurement taken from the central part of the 'T' in the Tata 'T' symbol

Constructing a 3D Tata Group brand mark
When constructing our brand mark for three dimensional applications it is important that the final product remains true to the original appearance of the printed brand mark.

Most importantly any 3D brand mark that is commissioned should use the solid parts of the 'T' symbol as the solid parts of the final product as in our printed brand mark.

As this will create three separate pieces of the 'T' symbol and the letters that make up the Tata wordmark will create a further four pieces it is essential that the spacing between these elements remains consistent with the original brand mark when applied to any surface.

The depth of any 3D constructed brand mark should never be deeper than the measurement taken from the central part of the 'T' in the 'T' symbol (x). This will ensure that the 3D construction will never be too bulky or change the legibility of the brand mark when viewed from different angles.
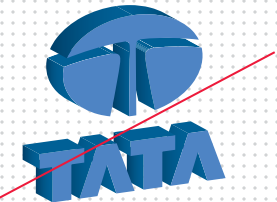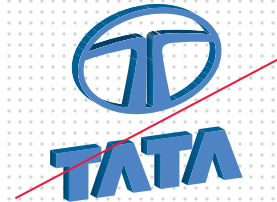
Never construct the 3D brand mark where the depth is greater than the measurement taken from the central part of the 'T' in the Tata 'T' symbol

Never use different materials or colours for the front and extruded parts of the 3D brand mark

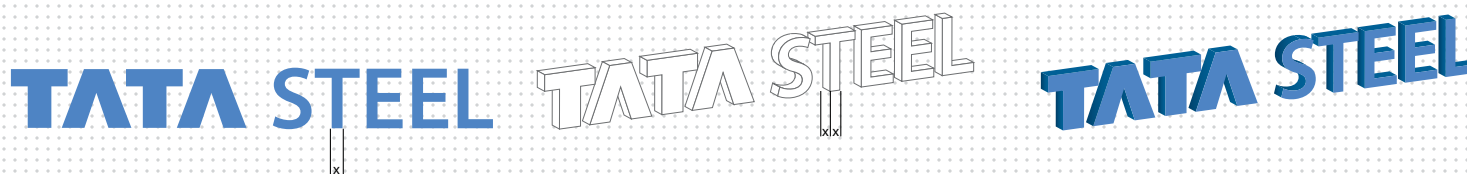Never use bevels or other special effects or finishes when constructing the 3D brand mark

Never construct the 3D brand mark using the negative shapes from the 'T' and the outer oval as the solid parts

3D Tata Steel brand mark

Constructing a 3D Tata Steel brand mark
When constructing our brand mark for three dimensional applications it is important that the final product remains true to the original appearance of the printed brand mark.

The depth of any 3D constructed brand mark should never be deeper than the measurement taken from the central part of the 'T' in the word STEEL (x). This will ensure that the 3D construction will never be too bulky or change the legibility of the brand mark when viewed from different angles.

The depth of the 3D form should never be deeper than the measurement taken from the central part of the 'T' in the word STEEL (x)

Never construct the 3D brand mark where the depth is greater than the measurement taken from the central part of the 'T' in the word STEEL (x)

Never use different materials or colours for the front and extruded parts of the 3D brand mark

Never use bevels or other special effects or finishes when constructing the 3D brand mark

Exhibitions

Exhibitions are an ideal way to reinforce the Tata Steel brand presence, and any space, large or small, should be managed effectively and consistently.

We have created some illustrative examples that can be used as a reference when designing your exhibition stands.

Exhibition stands

Curved twin panel display

COMBINING GLOBAL
EXPERTISE WITH LOCAL
CUSTOMER SERVICE

"The Tata Steel brand
represents a mark
of quality, loyalty
and strength." Alan Other

Standard panel displays

COMBINING GLOBAL
EXPERTISE WITH LOCAL
CUSTOMER SERVICE

"The Tata Steel brand
represents a mark
of quality, loyalty
and strength." Alan Other

Pop-up banners

Exhibition stands
Shown here are some examples of different approaches
to exhibition stands.

www.tatasteel.com