Azure Power ®

Brand Manual

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Our Purpose

"A Brand Is Not Just A Logo, A Website,
Or Your Business Card…
It's an Experience"

Azure Power is a competent, sincere and reliable Solar Power Producer that focusses on excellence in whatever it does. We generate value for our stakeholders by delivering high quality assets. By creating a consistent image, we ensure that we are the most respected brand in our customer's mind-set.

Our Company's Purpose

**Affordable Solar Power For Generations
Our mission is to be the lowest cost power producer in the world.**

It drives our all business decisions and actions which allows to make all our processes efficient. Our values are Excellence, Honesty, Socially Responsibility and Entrepreneurship. We take pride in communicating them, both internally and externally. It is the way we seek to positively influence society broadly and our customers, communities, and stakeholders personally.

Our Positioning

"We offer our Utility, Commercial and Industrial customers reliable solar solutions, because of our vast experience as a solar power producer in building high quality solar assets, while being socially responsible"

Our Brand Personality Traits

It's our job to make sure that all of our communications are consistent with the following brand personality traits. Our brand personality traits describe how we want our customers to perceive our company.
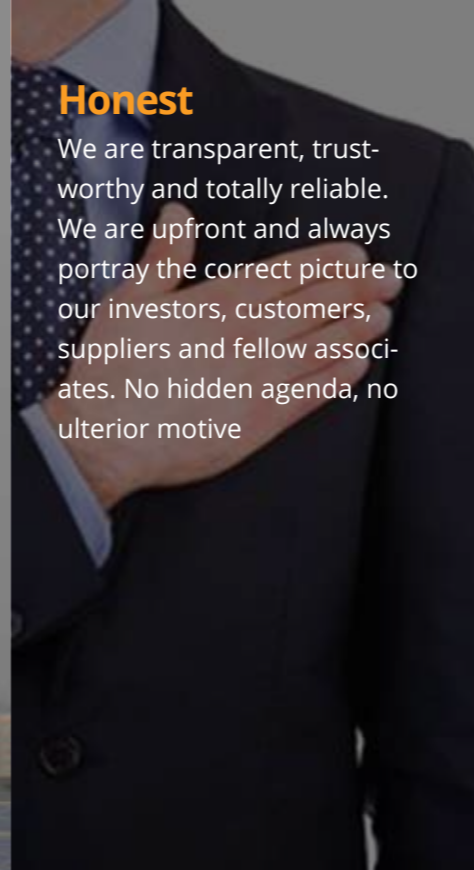
Devout
We are totally committed towards our work. We work hard to deliver our commitments
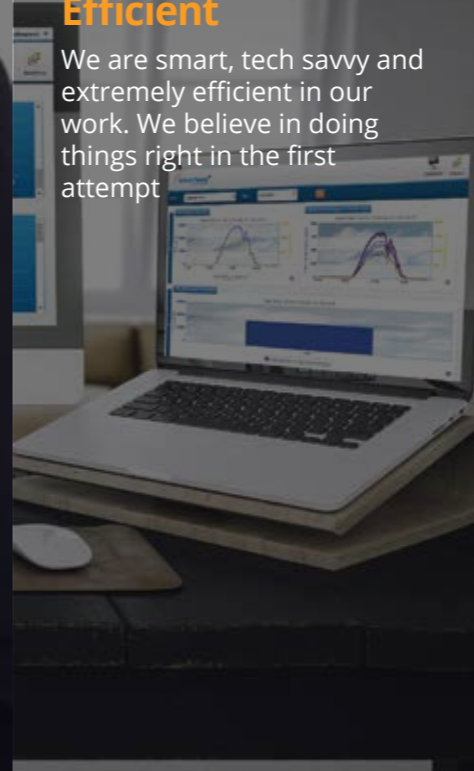
Honest
We are transparent, trust-worthy and totally reliable. We are upfront and always portray the correct picture to our investors, customers, suppliers and fellow associ-ates. No hidden agenda, no ulterior motive
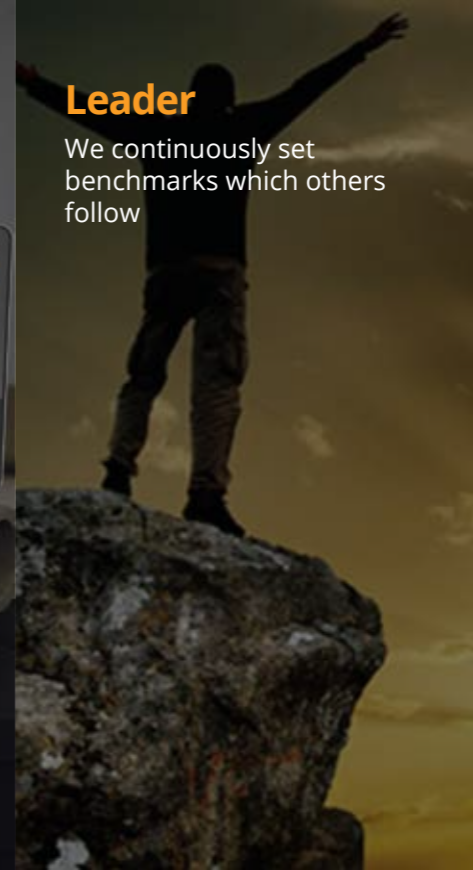
Efficient
We are smart, tech savvy and extremely efficient in our work. We believe in doing things right in the first attempt

Leader
We continuously set benchmarks which others follow

Confident
We know our work, our targets and commitments and have the belief that we will achieve them
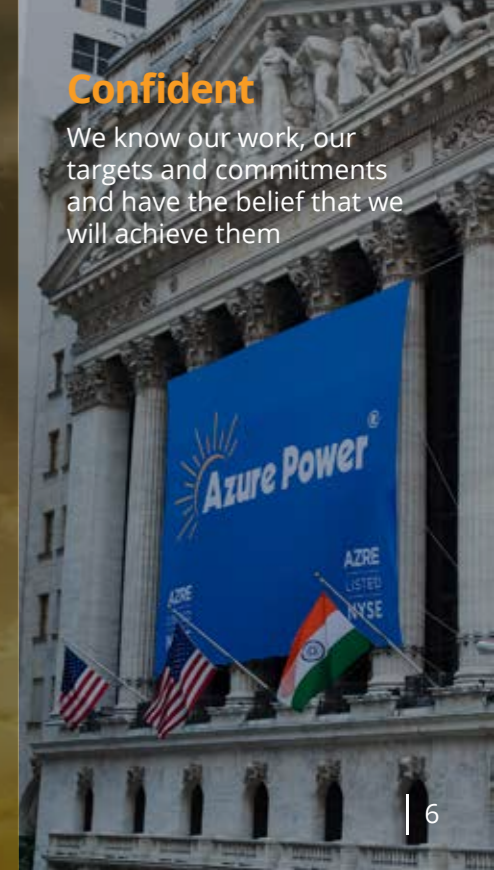
Our Customer Strategy

We are successful because we are committed to deliver

Our Core Identity

We have created a complete set of design guidelines to ensure consistency over just about every instance of customer contact. The core design elements are the essential visual elements of our brand – our logo, colour palette, typography and imagery.

Our Logo

Logo Type

Our Logo type is based on the Geometric 231 Heavy BT

Symbol

Our symbol in a shining 'Sun' that allows us to deliver our customers affordable solar power for generations
The legal mark should be ®

Logo Specifications

Logo Type

Font Name: Geometric 231 Heavy BT
Colour/Pantone: 285 C
CMYK: 100, 40, 0, 0
RGB: 0, 125, 198
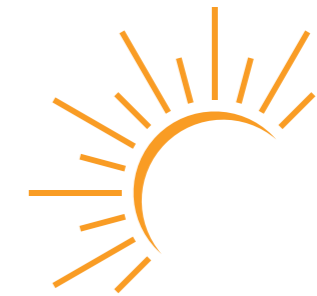**Hex:** #007dc6
Logo Kerning: Manual

Logo Symbol

Colour/Pantone: 1235
CMYK: 0, 25, 95, 0
RGB: 225, 194, 32
Hex: #007dc6

Logo Architecture

5x

Azure Power

x x x x · x x x x

y

Note: x = y/4

0.5x
3.5x · ®️ · 5x 6x

16x 14x
8x
15°

Azure Power ®️ 6x 2x

16x * x
8x * x

45°
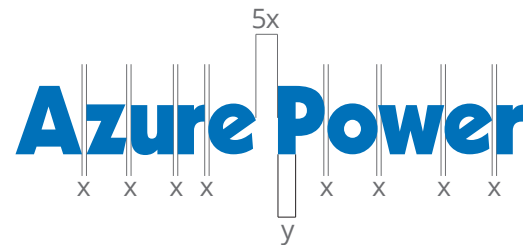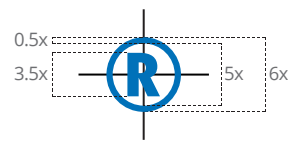
Azure Power ®️ 6x 2x

Logo Variant

Variant I

May be used whenever the available surface width is less than 29mm
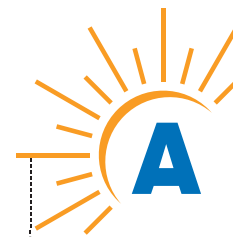
A

Colour/Pantone: 1375 C
CMYK: 0, 45, 96, 0
RGB: 225, 158, 22
Hex: #ff9e16

Azure Power ®️

Colour/Pantone: 285 C
CMYK: 100, 40, 0, 0
RGB: 0, 125, 198
Hex: #007dc6

Variant - I

Variant II

May be used whenever the background colour is merging with the logo

A

Colour/Pantone: 1375
CMYK: 0, 25, 95, 0
RGB: 225, 194, 32
Hex: #007dc6

Colour: White
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
Hex: #ffffff

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Variant - II

Logo Guidelines

- The logo is generally placed in one corner of the layout. Regardless of where it's placed on the page, it should be left, Right, Top & Bottom aligned.
- Maintain the Clear Space around the logo to protect it from distracting graphics or typography
- The minimum clear space should be the height of the character 'P' in power and it should be measured from the extreme of the logo
- Do not draw the logo with the height lesser than the defined minimum logo size
- Never Redraw or alter the logo
- Do not change the kerning of the logo
- Never remove the registered (R) from the logo
- Use only authorized artwork available at www.azurepower.com/brandguidelines.aspx

Logo clear space
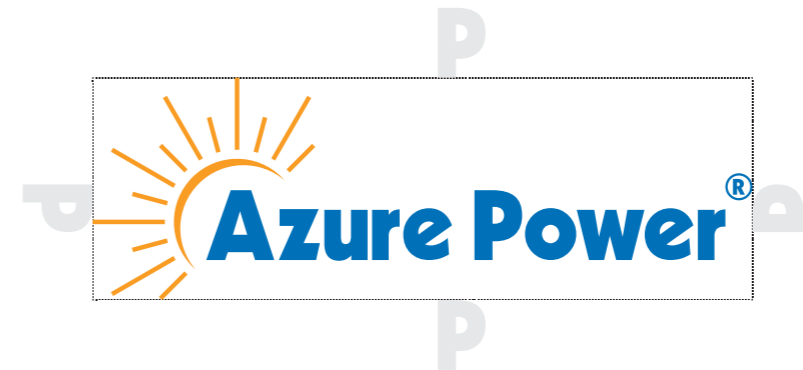
Logo minimum size

10 mm

Minimum logo size
to be 10 mm in height
or 29 mm width

Logo Misuse

I **Do not** stretch logo from sides, always stretch the edges

II **Do not** change the background colour of the logo, or use merging backgrounds

III **Do not** rotate the logo

IV **Do not** change colour

V **Do not** rotate the symbol

VI **Do not** modify the type or break it into two lines

VII **Do not** use the logo without 'R'

VIII **Do not** use the logo without symbol

IX **Do not** change the alignment of the type/logo

(I)   (II)   (III)

(IV)   (V)   (VI)

(VII)   (VIII)   (IX)

Our Colour Palette

Why blue?

It suggests authority, dignity, security, stability, heritage, and trust.
Blue also communicates image attributes such as "reliable", "trustworthy." Competent, Authority, dignity, security, stability, Darker blues convey "tradition" and "quality," while brighter blues are used to convey and "technology." Blue also combines well with other colours (orange, green, yellow)

Colour/Pantone: 284 C
CMYK: 54, 22, 0, 0
RGB: 109, 171, 228
Hex: #6dabe4

Colour/Pantone: 285 C
CMYK: 100, 40, 0, 0
RGB: 0, 125, 198
Hex: #007dc6

Colour/Pantone: 286 C
CMYK: 100, 85, 11, 3
RGB: 0, 51, 160
Hex: #0033a0

Colour/Pantone: 1235 C
CMYK: 0, 32, 95, 0
RGB: 225, 184, 25
Hex: #ffb819

Colour/Pantone: 1375 C
CMYK: 0, 45, 96, 0
RGB: 225, 158, 22
Hex: #ff9e16

Colour/Pantone: 7413 C
CMYK: 9, 57, 93, 0
RGB: 226, 132, 50
Hex: #e28432

Colour: White
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
Hex: #ffffff

Colour/Pantone: 8 C
CMYK: 48, 40, 38, 4
RGB: 138, 138, 141
Hex: #8a8a8d

Colour: Black
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
Hex: #000000

Our core colours

- With rare exception, use only authorized Azure blue (PANTONE® 285C) for the logo
- Please emphasize the use of Azure blue (PANTONE® 285C) and Azure light blue (PANTONE® 284C) for full fields of colour in marketing communications

Colour matching: PANTONE®

- The appearance of our brand colours will differ from spot colour to a four-Colour process
- There will be slight colour variances when printing on different paper stocks
- Always minimize visual differences by matching to PANTONE® colour swatches
- Ask the printer to adjust the four-Colour process formula to the paper (and other printing conditions)

Don'ts of Colour usage

- **Don't** use low-contrast Colour combinations.
- **Don't** use more than two Colours in a single text grouping.
- **Don't** tint the brand Colours. Choose a Colour from the secondary palette—or white, black, or gray—if the core Colours aren't sufficient.
- **Don't** place the logo over any Colour or background that provides insufficient contrast.

Typeface

Open Sans is our primary typeface used in all communication materials

- Use type size and weight to establish a clear hierarchy of information
- Font Oswald can be used for headings
- Font Garamond to be used for emails and presentations
- Font Sans Serif to be used for gmail as exception
- Don't substitute any other typeface unless you're using Garamond, Oswald for corporate communication
- Printed items being distributed, use Open Sans

Open Open Sans Light

Sans Bold *Italic*

Open Sans Regular

Typographic Style

Use typeface, type size, and type weight wisely to establish a clear hierarchy of information.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 abcdefghijklmnopqrstuvwxyz

Open Sans Light

Open Sans Light is appropriate when a more fashion-forward or "feminine" voice is needed.

Open Sans Regular

Open Sans Regular works well across all media and applications. It's effective when used with large amounts of text reversed out to white.

Open Sans Bold

Open Sans Bold is ideal for headlines and subheads. Open Sans Bold also works well in signage.

Open Sans Italic

Open Sans Italic is used when referring to book, movie, or music titles. It's a workable alternative for instances where a script font might be desired

Typography

Size and weight

Limit type to no more than three sizes.
Use Bold for large headlines.
Use Regular or Semibold for increased
legibility at small sizes or over backgrounds.

Letter spacing

Letter spacing (also known as tracking) is the space
between letters.
In some cases, spacing may need to be adjusted.
Make sure that letters never touch one another.
See the chart at right for tracking guidelines.

Case

Sentence case is our standard for all communications.
Use all-uppercase sparingly—for titles, short headings, or
subheadings, and never for full paragraphs.
Do not use all-lowercase type.

Line spacing

Type should always be set flush left, ragged right.

Justification

Line spacing refers to the space between lines of type.
See the chart at right for line spacing guidelines.

Spacing Guidelines Chart		
	Leading	Tracking
Body text (<8~14pt)	120% (minimum)	0
Subhead text (14~36pt)	110% (minimum)	-15
Headline text (36~72pt+)	120% (minimum)	-15

Using Type Effectively

Please adhere closely to these guidelines when using the Open Sans typeface. Note: Some natural distortion of type is inevitable when used in a photo or illustration. All the same, please maintain the overall integrity of the typeface.

Dos and Don'ts of typeface usage

- **Do**   use a combination of uppercase and lowercase
- **Do**   use only approved colours
- **Do**   use only the approved Azure Power typefaces
- **Do**   align text in body copy flush left and ragged right
- **Do**   use Garamond font for emails, presentations, excel and word files
- **Do**   avoid using all uppercase
- **Do**   set Garamond as the default font in your mailing client

- **Don't** use special effects to emphasize type
- **Don't** change kerning when setting headlines or copy
- **Don't** distort the typefaces
- **Don't** substitute other typefaces unless you are using Oswald for heading or Garamond for corporate communication

- **Don't**   use hyphenation in general, and especially in headlines.
- **Don't**   kern text too tightly or loosely.
- **Don't**   Use right-aligned type.
- **Don't**   Stretch type horizontally or vertically.
- **Don't**   Use loose line spacing measures.
- **Don't**   Use more than 1 or 2 type styles in close proximity, and try to follow the rule of 3 type sizes per page layout.

Our Imagery

Images

- Natural; not posed or stylized
- High quality
- Showing positive emotional benefits
- Supporting the key personality traits of the brand: Devout, Honest, Efficient, Leader and Confident
- Activity- and/or product-focused
- For Power Plants, try using images that display the scale of the plant
- To display technology, prefer close-up shot

Icons

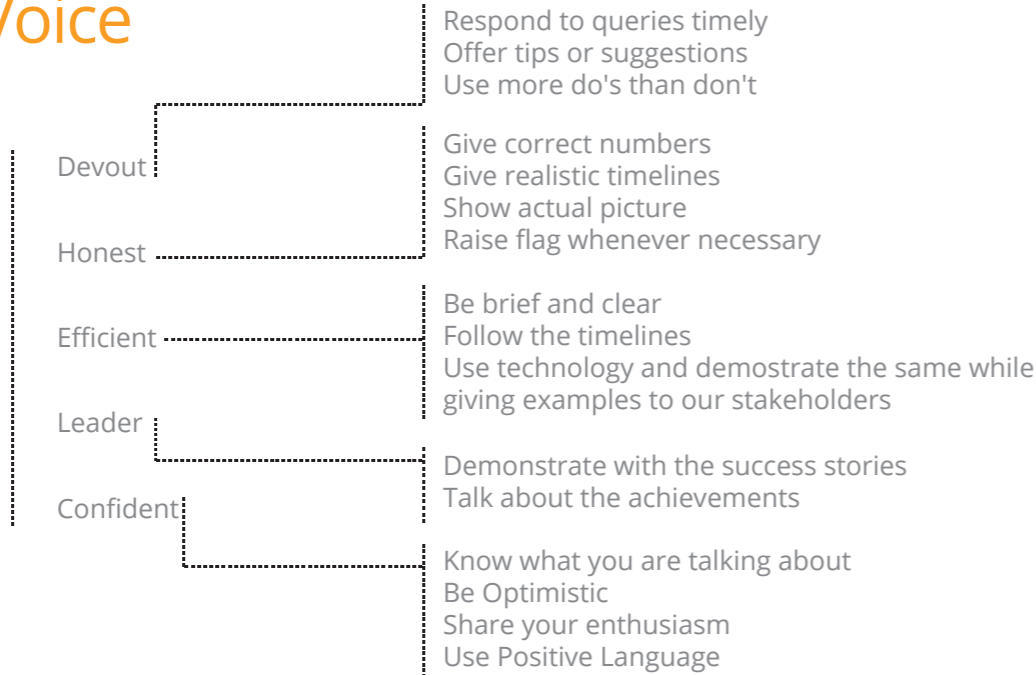- Encourage use of icons as they can be visually pleasing, easy to recognize and consumes lesser space
- Use approved brand colours while selecting the background and border of the icon

* Do not use stock imagery without procuring it
* Use only the images and icons available at our brand depository
* In case you can not find the desired image or icon, contact *corporatemarketing@azurepower.com*

Our Tone and Voice

Communicating in the
Azure Power Voice:
The Role of Our Brand
Personality Traits

Devout

Respond to queries timely
Offer tips or suggestions
Use more do's than don't

Honest

Give correct numbers
Give realistic timelines
Show actual picture
Raise flag whenever necessary

Efficient

Be brief and clear
Follow the timelines
Use technology and demostrate the same while
giving examples to our stakeholders

Leader

Demonstrate with the success stories
Talk about the achievements

Confident

Know what you are talking about
Be Optimistic
Share your enthusiasm
Use Positive Language

1. Be conversational.

A conversational tone sets us apart from others. We often speak in fragments, so it's fine to use them in your writing. Use personal pronouns (i.e., we, you, our, your).

2. Use a gender neutral voice.

Read the message in your head with a female voice and then with a male voice. We're a company of both genders. The voice should reflect that.
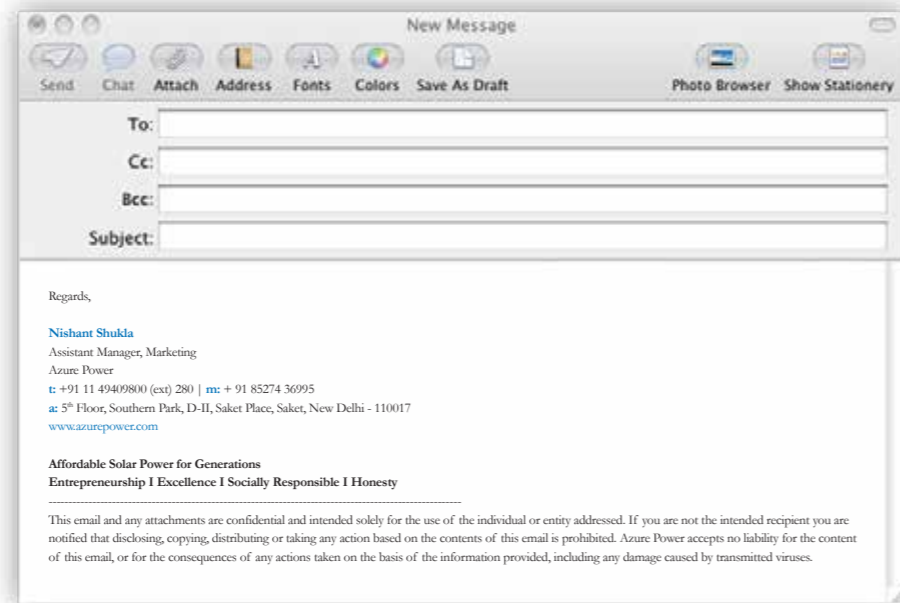
3. Use first person instead of third.

Say "We have the largest portfolio under NSM," instead of "Azure Power has the largest portfolio under NSM" It's not "Azure Power hires from local community," but "We hire from local community"

How it is applied

Formatted email signature sample

Please follow the formatted
sample to create a
signature that reflects our
identity.

Email Signature

Regards,

Nishant Shukla
Assistant Manager, Marketing
Azure Power
t: +91 11 49409800 (ext) 280 | **m:** + 91 85274 36995
a: 5th Floor, Southern Park, D-II, Saket Place, Saket, New Delhi - 110017
www.azurepower.com

Affordable Solar Power for Generations
Entrepreneurship I Excellence I Socially Responsible I Honesty
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Font: Garamond (Outlook), Sans Serif (Gmail)
Size: 11.5 (Outlook), Normal (Gmail)
Colour: Black(R:0, G:0, B:0)
Font Weight: Regular

Font: Garamond (Outlook), Sans Serif (Gmail)
Size: 11.5 (Outlook), Normal (Gmail)
Colour: Black(R:0, G:125, B:198)
Font Weight: Bold

PowerPoint Templates

Use only the approved Azure Power PowerPoint template whether you're presenting internally or to suppliers or to trade groups — any time you're presenting in an official capacity for Azure Power.
Please write to corporate marketing team for the updated template.

Stationery

Use black and white and PANTONE® 285 C.

For authorized, original artwork for the approved stationery, contact Marketing department.
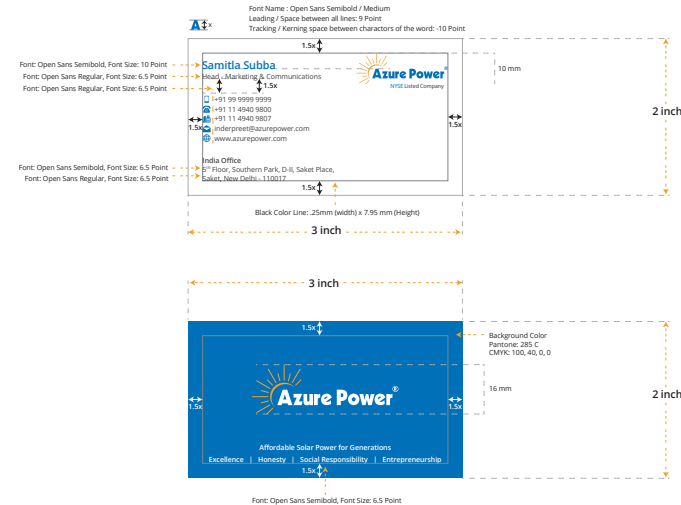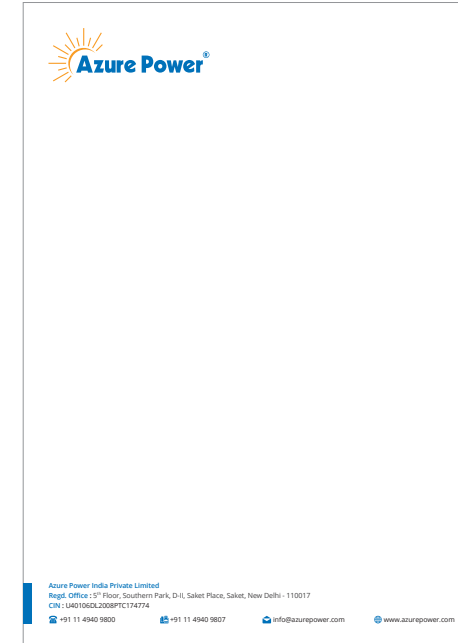
Visiting Card

Front

Back

Visiting Card Guidelines

Font: Open Sans Semibold, Font Size: 10 Point
Font: Open Sans Regular, Font Size: 6.5 Point
Font: Open Sans Regular, Font Size: 6.5 Point

Font Name : Open Sans Semibold / Medium
Leading / Space between all lines: 9 Point
Tracking / Kerning space between characters of the word: -10 Point

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Head - Marketing & Communications

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jinderpreet@azurepower.com
www.azurepower.com

India Office
5ᵗʰ Floor, Southern Park, D-II, Saket Place,
Saket, New Delhi - 110017

Font: Open Sans Semibold, Font Size: 6.5 Point
Font: Open Sans Regular, Font Size: 6.5 Point

10 mm
2 inch

Black Color Line: .25mm (width) x 7.95 mm (Height)

3 inch

3 inch

Background Color
Pantone: 285 C
CMYK: 100, 40, 0, 0

16 mm
2 inch

Font: Open Sans Semibold, Font Size: 6.5 Point

Letterhead, Size A4

Envelope

www.azurepower.com

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Email: corporatemarketing@azurepower.com