



GUIDELINES - COMPANY NAME & LOGO USAGE

Company Name Usage

Company Full Name



UltraTech Cement Limited

Correct Abbreviated Name



UltraTech

Incorrect Abbreviated Name



UTCL UT

Do Not's : Do not use ALL CAPs while writing Company name



ULTRATECH CEMENT LIMITED



Logo Elements



① ADITYA BIRLA : Group Name

② SUN Symbol

③ UltraTech : Company Name

④ White Space on all four sides

Logo has to be used with all four elements of the logo

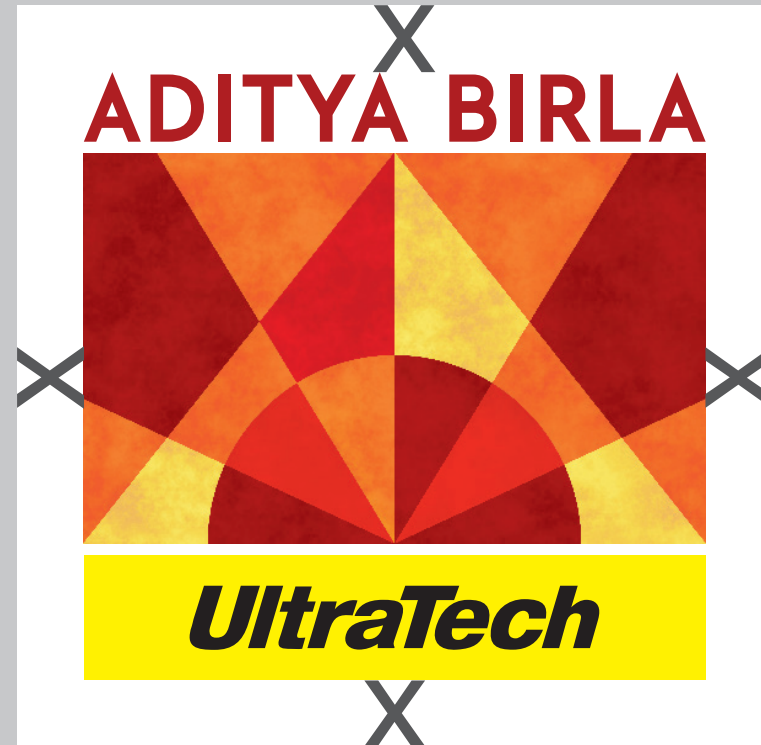
Logo Elements



Logo Clear Space

ADITYA X

The 'X' value is equal
to the height of character 'A'



Logo Color Scheme



Maroon:
C - 20, M - 100, Y - 100, K - 15
Pantone - 1805C



Red:
C - 5, M - 100, Y - 100, K
Pantone - 179C



Orange:
C - 0, M - 70, Y - 90, K - 0
Pantone - 158C



Yellow:
C - 0, M - 15, Y - 75, K - 0
Pantone - 128C



Yellow:
C - 0, M - 5, Y - 90, K - 0
Pantone - 101 C



Black:
C - 0, M - 0 Y - 0, K - 100
Pantone - Black C

Logo for Print – 2D textured logo



Logo Usage

Printed Communications such as :

- Posters
- Banners
- Newspaper Advertisements
- Magazine Advertisements
- Standees
- Backdrops
- Merchandise
- Corporate Policy

Logo for Digital – 3D logo



Logo Usage

Digital Communications such as :

- Powerpoint Presentations
- Official PDF Documents
(eg; Policies)
- Digital Creatives
- Intranet, Company Website
- Internal Microsites
- External Microsites
- Corporate Policy

Corporate Font

Oxygen Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Oxygen Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789