

HCL

HCL Brand Guidelines

Version 1.1.2.1

About this manual

The Brand Guidelines have been developed through a collaborative process between leaders and brand custodians of HCL Enterprise and HCL Technologies and are approved for use by all employees of HCL

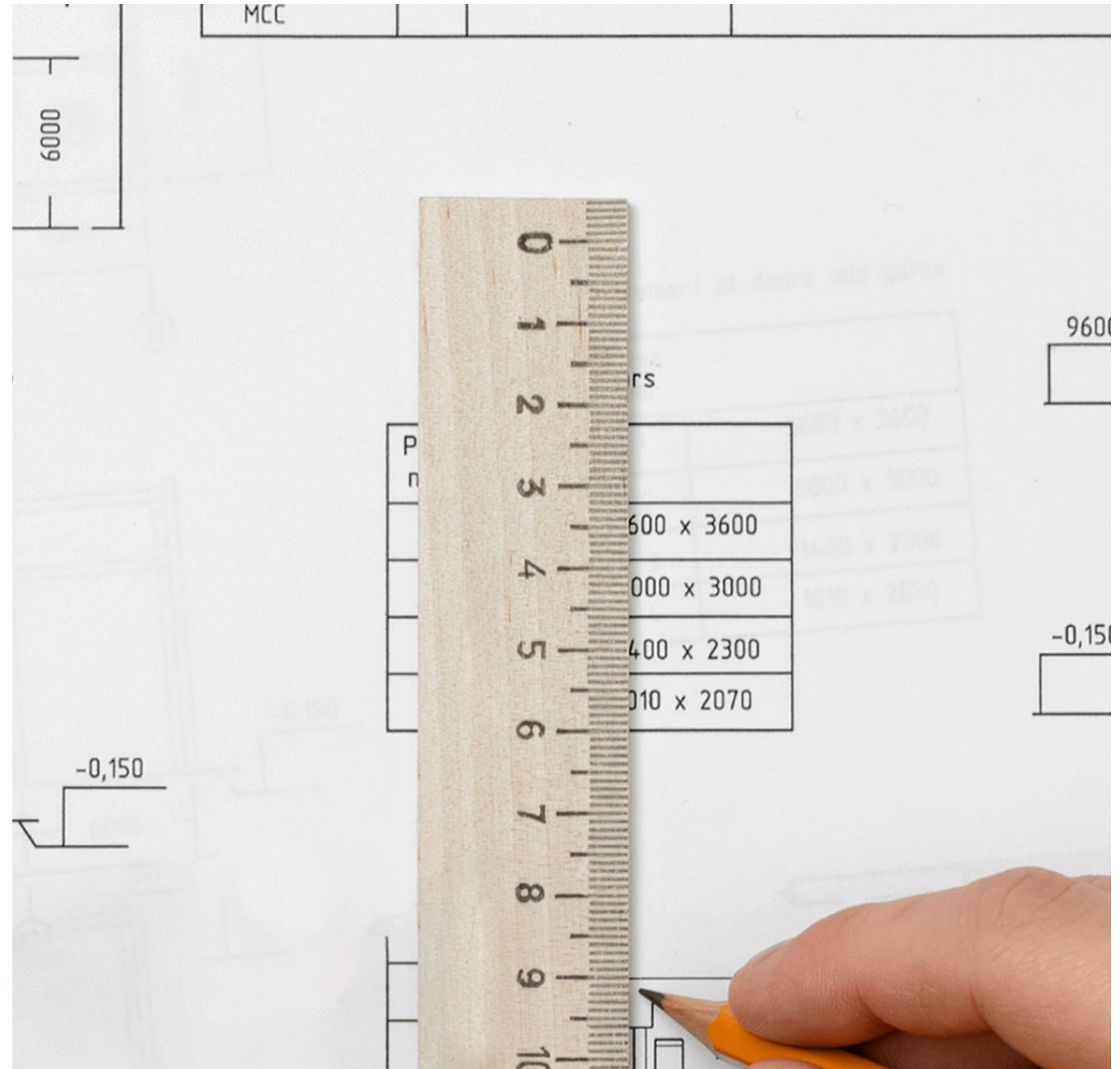
Contained in this manual are the rules, tools and resources to build a consistent HCL brand in our everyday activities. The guidelines in this document ensure the accurate representation of our brand.

Complying with these standards ensure our communications reflect a consistent and cohesive identity across all channels and touchpoints.

Please reach out to the HCL Enterprise and the HCL Technologies Brand teams listed below for any clarifications or guidance required in the execution of these guidelines.

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On behalf of the HCL Enterprise brand team
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Who we are

HCL Technologies empowers global enterprises with technology for the next decade today. HCL's Mode 1-2-3 strategy through its deep-domain industry expertise, customer-centricity and entrepreneurial culture of ideapreneurship™ enables businesses transform into next-gen enterprises.

HCL offers its services and products through three business units: IT and Business Services (ITBS), Engineering and R&D Services (ERS) and Products & Platforms (P&P). ITBS enables global enterprises to transform their businesses through offerings in areas of Applications, Infrastructure, Digital Process Operations and next generational digital transformation solutions. ERS offers engineering services and solutions in all aspects of product development and platform engineering while under P&P, HCL provides modernized software products to global clients for their technology and industry specific requirements. Through its cutting-edge co-innovation labs, global delivery capabilities and broad global network, HCL delivers holistic services in various industry verticals, categorized under Financial Services, Manufacturing, Technology & Services, Telecom & Media, Retail & CPG, Life Sciences & Healthcare and Public Services.

As a leading global technology company, HCL takes pride in its diversity, social responsibility, sustainability and education initiatives.



Contents

[View changelog](#)

- 06** Our story
- 07** The HCL Enterprise
- 08** The logo
 - Logo colors
 - Logo backgrounds
 - Size and position
 - Placement
 - Improper usage examples
 - Secondary logos
- 17** Brand Palette
 - Brand colors
 - Secondary colors
- 21** Additional Guidelines
 - Stationery
 - Vehicle and Facility
 - Merchandise
 - Miscellaneous guidelines

HCL Technologies

- 22** Technology for the next decade, today.
 - Style and usage
- 24** Tone and voice
- 26** Creative architecture
- 27** Deconstructing the design language
- 30** Typography
 - Style and usage
 - Length and grammar
 - Typefaces
 - Font size
 - Font style and alignment
 - Text color
 - Layout examples

41 Visual language

- Three-point device
- Graphics
- Imagery
- Photography
- Illustrations
- Vectors and icons

52 Composition

- Messaging Architecture
- Headlines and sub-headlines
- Dominant color selection
- Backgrounds and gradients
- Calls to action
- Shadow specifications
- Website links and hashtags
- Secondary logo placement

65 Inverse route

67 Videos

68 Brand Assets

The Brand

Brands are not built overnight, but step-by-step over years, with consistent progress and a vision to excel. Today, the HCL enterprise has expanded across technology, health and people.

Our brand does not only symbolize what we are, but what we should mean to our stakeholders, both internal and external. It also directly impacts our business and consequently our valuation, both financial and perceptual.

It is the energy, fuel, passion, and glue that holds us together and makes our people, our customers, and the societies we live in, better every day – and each one of us has a valuable role to play in writing this new chapter in our four decade plus history.

Enshrined here are a set of rules to guide your creative process to building communications that effectively advocate our brand story, while presenting a consistent and cohesive identity across all touchpoints.

As our brand evolves and leads us into the coming decade, so will our identity and creative language. Your participation, adherence and compliance to the following guidelines will ensure that we embark on this journey with our best foot forward.



Our brand story through the decades.

In 1976, eight entrepreneurs left their secure corporate jobs because they believed a microprocessor had the potential to change the world. 2 years later from their garage, HCL launched one of the world's first 8-bit microcomputers - a product that would reshape the coming decade and beyond. HCL would go on to be the first to democratize home PCs in India and sell over 100,000 units across the decade to come.

HCL then embraced the burgeoning information age in the 1980s with the development of an indigenous RDBMS networking OS, leading to a wave of adoption in the decade that followed. Our UNIX based multiprocessor hit the market 3 years ahead of SUN and HP.

We forged first of its kind alliances, JVs and partnerships in the 90s, building ecosystems before it became a business eventuality, as well as pioneering remote infrastructure management ahead of the internet shaping the new millennium

Our product engineering DNA and agile, start-up mindset have remained central to our ability to architect mission critical technology solutions, products and platforms as we entered the realm of IT Services at the turn of the new millennium.

On the journey to becoming the fastest growth technology brand, we introduced differentiated engagement models and management philosophies that are today taught in classrooms to the technology and business leaders of the future.



The HCL Enterprise

Founded in 1976 as one of India's original IT garage start-ups, HCL is a pioneer of modern computing with many firsts to its credit, including the introduction of the 8-bit microprocessor-based computer in 1978 well before its global peers. Today, the HCL enterprise has a presence across varied sectors that include technology, healthcare and talent management solutions and comprises three companies - HCL Infosystems, HCLTech and HCL Healthcare.

For further information on the HCL Enterprise, visit www.hcl.com

 **Download Boilerplate**
For HCL Enterprise

 **Download Boilerplate**
For HCLTech

HCLTech

HCLTech (HCL) empowers global enterprises with technology for the next decade today. HCL offers its services and products through three lines of business - IT and Business Services (ITBS), Engineering and R&D Services (ERS), and Products & Platforms (P&P) and through its cutting-edge co-innovation labs, global delivery capabilities, and broad global network, HCL enables businesses to transform into next-gen enterprises.

As a leading global technology company, HCL takes pride in its diversity, social responsibility, sustainability, and education initiatives. For more information, visit www.hcltech.com

HCL Infosystems

HCL Infosystems Ltd. is a premier Distribution, IT Solutions and Services Company, enabling organizations attain and sustain competitive advantage by leveraging Information and Communication Technologies. It offers a portfolio of capabilities spanning value-added distribution of technology, mobility and consumer products to IT & System Integration services.

HCL Healthcare

HCL Healthcare is a nationwide network of multi-specialty clinics with a key focus on corporate health - adopting global best practices for medical quality and training, using evidence-based treatments and integrating advanced technology. Being a trusted long-term care partner, HCL Healthcare is rapidly and constantly evolving to build digitally enabled health solutions for corporate India.

HCL Foundation

HCL Foundation was established in 2011 as the corporate social responsibility arm of HCL. It is a gold standard not-for-profit organization that matches national and international development standards and brings about lasting positive impact in the lives of people through long term sustainable programs implemented in full engagement with HCL's own employees and partners.

One brand. One voice. One face.

This document prescribes a set of rules that guide the brand's identity. These rules play an indispensable part in the representation of the brand.

The HCL logo is written with an expanded type based on the Helvetica font family. The slanted style and the subtle stretch of the typeface evoke a sense of energy and innovation that HCL stands for. The logo has a modern manifestation, and classic appearance that is timeless. It should be treated with care and respect.

The image shows the HCL logo in a bold, blue, slanted, and expanded typeface. The letters are thick and have a slight curve, giving it a modern and energetic feel. The logo is centered horizontally on a light blue background.

* The use of the above logo is restricted to HCL Technologies and HCL Infosystems.

Respect the Logo

A Logo with a Legacy

The ratio of width to height of the HCL logo is 7:1.
The logo must never be tampered with or altered digitally.

The logo is available in Blue, Black and White colors, and can be presented on corresponding brand colors

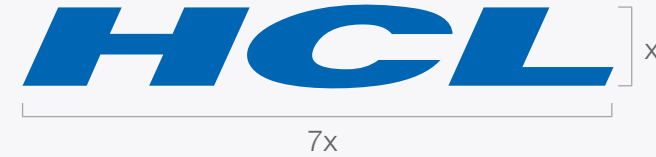
Room to breathe

The HCL logo has an exclusion zone or clear space around it which cannot be shared with any other element or the boundaries of your creative.



Download **Logo Vectors**

Vector files with clear-space indicators



Respect the Logo

Logo colors

The 'HCL Blue' logo communicates emotions of trust, reliability and dependability customers have come to expect from us

The black HCL logo provides the greatest contrast on light colored backgrounds, making it easier to recognize it at a glance.

The logo can also be presented in white color on permissible solid background colors.



CMYK 100/56/0/0
RGB 0/107/182
HEX #006BB6
Pantone 2935 C



CMYK 10/10/10/100
RGB 13/13/13
HEX #0D0D0D
Pantone 433



CMYK 0/0/0/0
RGB 255/255/255
HEX #ffffff
Opaque White



Download **Logo Vectors**

Vector files in PDF format

Respect the Logo

Logo-Background combinations

The HCL logo can only be placed on solid colors specified here. Permissible logo colors on corresponding background colors are also presented here. These combinations must be used in the prescribed format.

Note: When the HCL logo is the only element on the layout, only combinations from Set 1 may be used.

The HCL logo can also be placed on secondary and neutral colors, from Set 2, under special circumstances.



Download **Logo Vectors**

Vector files with approved backgrounds

Permissible logo backgrounds

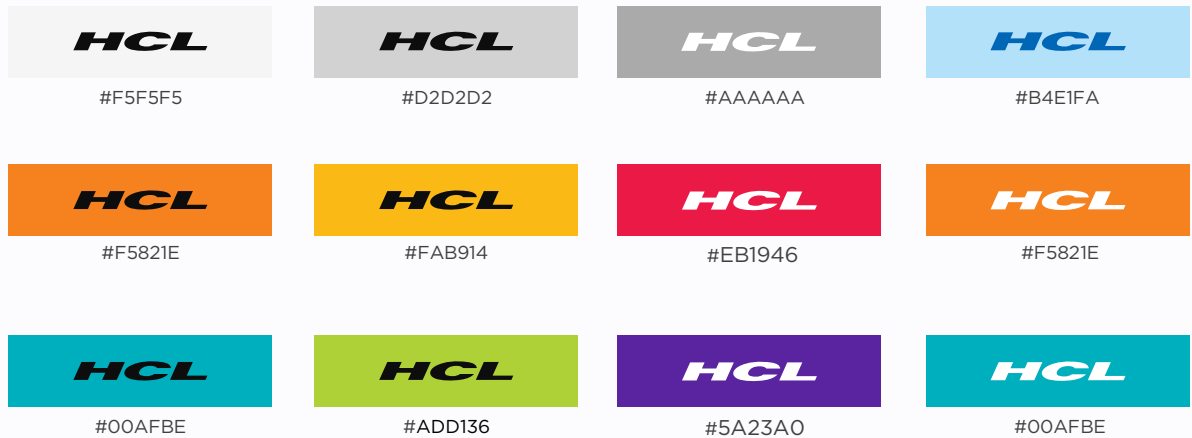
HCL Blue



Set 1



Set 2



Respect the Logo

Bold and Prominent

The width of the HCL logo should be equal to at least 12% of the sum of two adjacent sides of the layout, subject to a minimum width of 3 cm (or 85 pixels).

Focus of Attention

For horizontal layouts, the logo is always to be placed in the top right corner.

For vertical layouts, the logo can be placed in the horizontal center, on the top. In such cases, all other content will have to be center aligned as well.

| Width of creative (px) | Height of creative (px) | Width of HCL Logo (px) |
|------------------------|-------------------------|------------------------|
| w | h | $(h+w)*12/100$ |
| 1200 | 1200 | 288 |
| 1200 | 800 | 240 |
| 1200 | 628 | 219 |
| 1080 | 1080 | 259 |
| 300 | 250 | 85* |

HCL
> 3 cms
> 85 px

* The width of the HCL logo cannot be less than 85 pixels

Respect the Logo

Margins

All elements in the layout must have minimum distance from the edges specified as follows:

Horizontal margin = $2.5 \times$ height of the HCL logo

Vertical margin = $1.5 \times$ height of the HCL logo

The exception to this is images and graphics beginning from the edges for artistic effect.

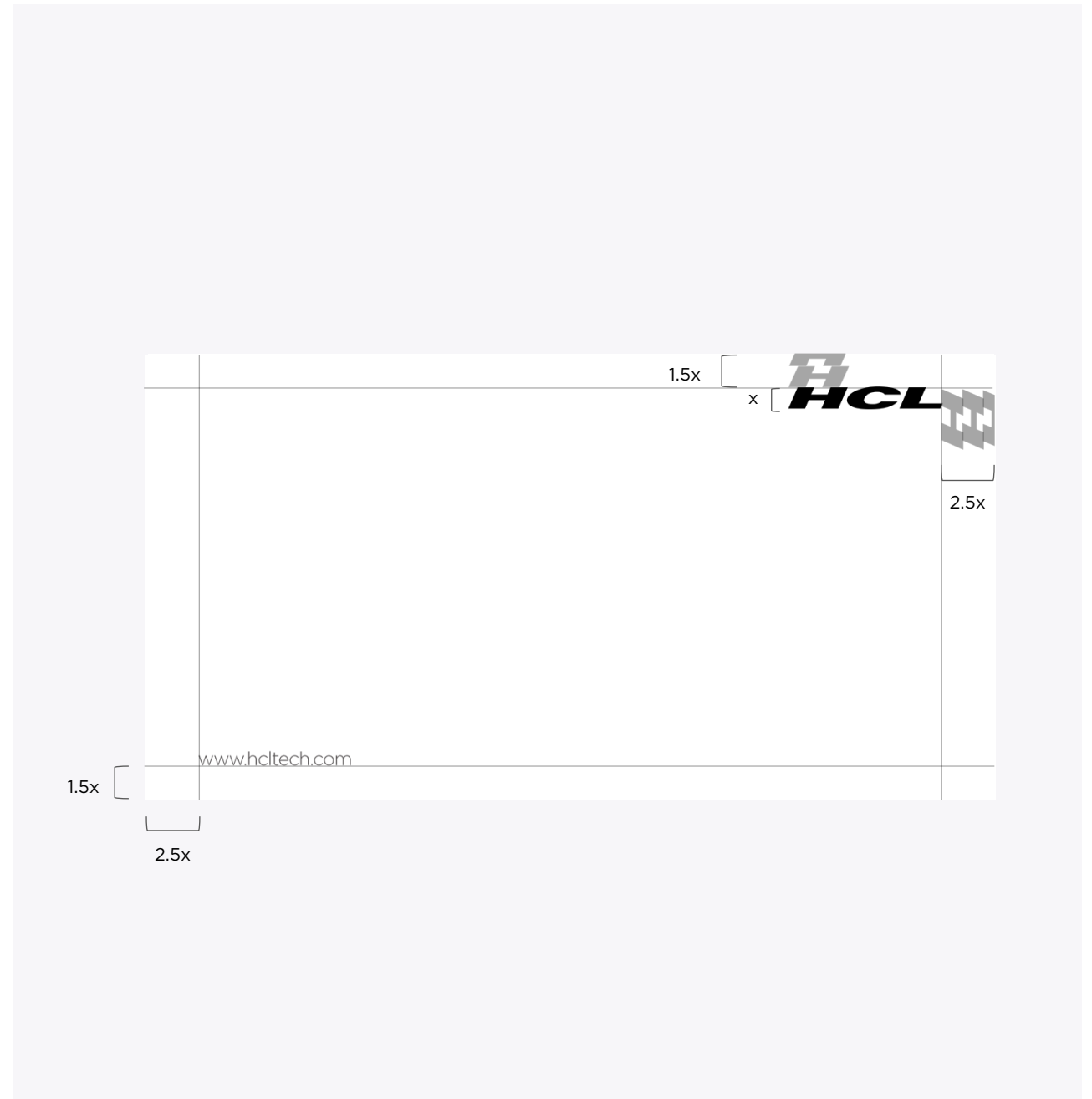
Note: All text and CTA buttons are to be aligned to the margins.

Exception: Layouts with aspect ratio more than 3:1 or less than 1:3.



Download **Templates**

For margin and logo placement



Respect the Logo

Secondary Logos

The HCL logo must be given a prominent, uncluttered, unrestricted position across communications.

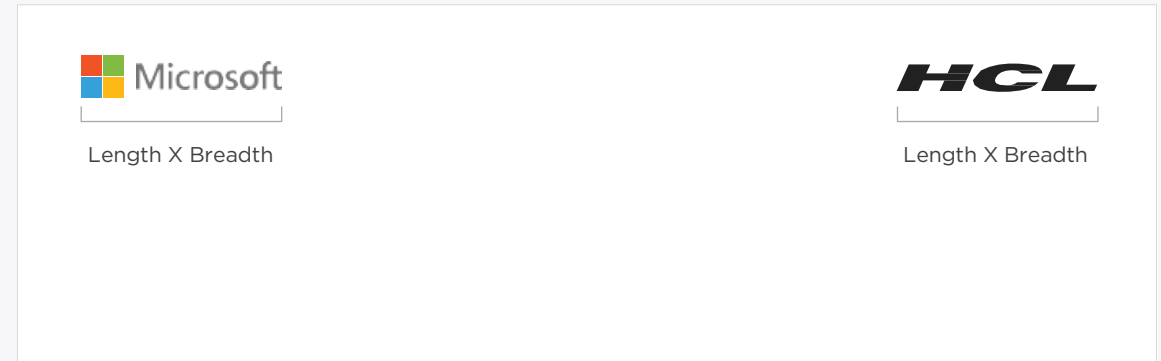
No logo or text units (hashtags, URLs, tags) can occupy the same horizontal as the HCL logo, barring the exceptions below:

- Partner logos - Logos of customers, analysts and advisors, entities awarding recognitions
- Approved logo locks
- Authorized HCL entity sub-brands*

Note: Other logos, including those of internal teams, platforms, campaigns, applications, events, trade shows, or industry forums cannot occupy the same horizontal as the HCL logo. If necessary, such logos can be placed elsewhere in the layout.

Unless specified otherwise, all logos under the HCL brand must follow the visual and typography guidelines specified in this document

[Click here](#) for secondary logo placement for HCL Technologies



*At time of documentation restricted to:

- (i) HCL Technologies sub-brands ('By HCL Technologies' notation):
Sub-brands including IoTWoRKS, Digital & Analytics, Cybersecurity and GRC, Cloud Native Services, DRYiCE, Products & Platforms and HCL Software.
Note: This excludes logos of products, offerings, propositions or frameworks
- (ii) HCL Technologies inorganic brands ('An HCL Technologies Company' notation):
Acquisitions including but not limited to C3i Solutions, H&D, SBE etc.
- (iii) HCL Enterprise initiatives such as Samuday, HCL Grant, Power of One etc.

Respect the Logo

Secondary Logos - size

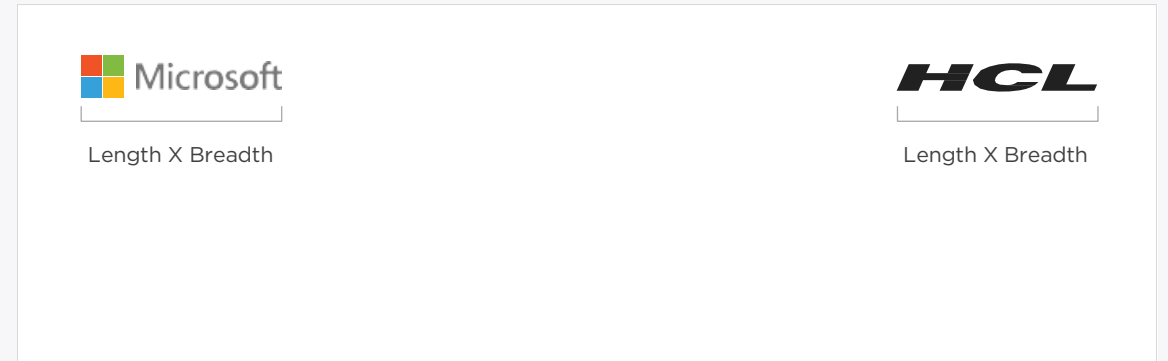
The maximum size of a partner logo should not exceed the size of the HCL logo.

Size is to be measured in terms of area occupied by the logos.

Partner-brand collaterals

When the HCL logo is placed in a collateral developed by a partner brand, all logo placement rules specified in this document on pages 9-16 must be followed.

Partner brands must obtain written approvals on the usage of the HCL logo in their collaterals from their respective POC at HCL.



Total area of HCL logo \geq Total area of the other logo

Brand Palette

Brand Colors

The color most iconically associated with the HCL Brand is the HCL Blue, which communicates the emotions of trust, reliability and dependability customers have come to expect from us.

Opaque White is used as the primary background color and helps lends a clean look and feel to the creatives

Flat black is used for text-in-focus to ensure legibility across media.

Note: The relative size of the color spaces in the diagram indicates how frequently these are to be used.

| | | |
|---|--|--|
| CMYK 100/56/0/0 RGB 0/107/182 HEX #006BB6 Pantone 2935 C | CMYK 0/0/0/0 RGB 255/255/255 HEX #ffffff Opaque White | CMYK 0/0/0/100 RGB 27/27/27 HEX #1B1B1B Pantone 419 C |
| Base Color | | |
| CMYK 60/0/0/0 HEX #5FBEF0 Pantone 2995 C | CMYK 3/2/2/0 HEX #F5F5F5 | CMYK 74/67/66/84 HEX #0D0D0D |
| CMYK 85/45/0/0 HEX #0578C3 | CMYK 7/5/5/0 HEX #EBEBEB | CMYK 75/68/67/90 HEX #000000 |
| CMYK 70/30/0/0 HEX #4696D2 | CMYK 10/8/8/0 HEX #E1E1E1 | CMYK 69/63/62/58 HEX #333333 |
| CMYK 55/15/0/0 HEX #69b4E1 | CMYK 15/11/12/0 HEX #D6D6D6 | CMYK 67/60/59/45 HEX #424242 |
| CMYK 40/0/0/0 HEX #8CD7FA | CMYK 25/20/20/0 HEX #C0C0C0 | CMYK 62/53/53/24 HEX #5F5F5F |
| CMYK 25/60/0/0 HEX #B9E6FA | CMYK 35/28/28/0 HEX #AAAAAA | CMYK 54/45/45/10 HEX #797979 |

Brand Palette

Secondary Colors

A vibrant set of secondary colors can be used to add radiance to the creatives. The evenly-spaced colors provide plentiful options to supplement the images and other elements in your creatives.

Base secondary colors are to be given precedence in layouts, and tints and shades derived from the base colors can be used to enhance visibility and define hierarchy.

Note: Preferred color of text units corresponding to each of the background colors is depicted in the figure.

Tints and shades are to be calculated by changing the transparency of the base colors on white or dark backgrounds.

Color guides present in this document indicate the relative prominence of colors used.



Download **Adobe CC libraries**

Import these colors into your design workspace



Brand Palette

Ensuring consistent colors

Please follow the below guidelines to ensure accurate color reproduction across platforms:

- Use color spaces recommended in this document when creating artwork and always embed color profiles when exporting your artwork.
- Use the correct color codes for your medium. For example, do not use CMYK color codes for creatives meant for digital advertising.
- Ensure print hardware is correctly calibrated before printing.

Color Profiles

The color codes in this document correspond to the below color spaces.

RGB: sRGB IEC61966-2.1

CMYK: US Web Coated SWOP v2

Please account for these to ensure accurate color reproduction.

Medium

Color Standard

Digital

Digital banners
E-mailers
On-screen billboards

RGB

Process/offset print (4 ink)

Brochures
Physical branding
Standees

CMYK

Spot print

Pantone

* When using special inks (more than 4), Pantone codes can also be used if the prints can be calibrated for accurate color reproduction.

Please consult your printer to ensure accurate color reproduction.

Recommended Color Profiles

RGB:

sRGB IEC61966-2.1

CMYK:

US Web Coated SWOP v2

Typography - HCL Enterprise

Primary Typeface

Helvetica Neue Family is the primary typeface for all traditional media at HCL Enterprise. This is a modern day classic and enables a creative freedom while delivering a consistent graphic voice.

Secondary Typeface

Secondary fonts can be used for documents, brochures, advertisements, webpages, and other collaterals across media and divisions.

For layouts and designs that require use of a serif font, Georgia is the recommended web-safe font.

Primary Typeface

Helvetica

Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Secondary Typefaces

Arial

Sans Serif

Lato

Sans Serif

Georgia

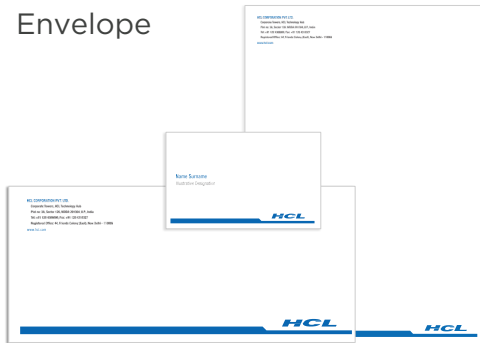
Serif

[Click here](#) for typography for HCL Technologies ►

Additional guidelines

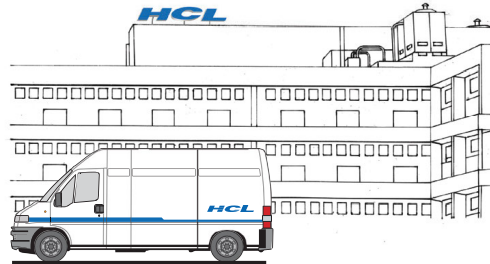
Stationery

Business card
Letterhead
Envelope



Physical

Vehicle branding
Facility interior and exterior branding



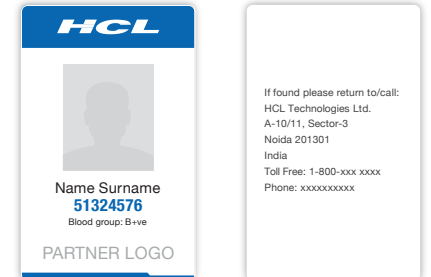
Merchandise

Gifts
Giveaways



Miscellaneous

Identity card
E-mail signature
HCL Corp. fact-file



Guidelines for HCL Technologies in subsequent pages ►

Technology for the next decade, today.

Today, we at HCL stand poised to embrace our ecosystem to debate and design a vision for the coming decade of technology driven disruption. While no one can predict what the future will look like, we believe we are uniquely differentiated as a leading global technology company - with a one of a kind blend of capabilities, legacy, experience and expertise, backed by resolute customer relationships, value centric culture, and entrepreneurial spirit, firmly putting us in pole position to lead the coming decade's societal and tech revolution.

To drive this revolution we've evolved beyond the scope of 'IT Services' to an all-encompassing Technology Solutions organization. Our offerings include a blend of products, platforms and software, a product engineering and R&D mindset to unleash the potential of organic and inorganic IP, and a diverse, global legion of professionals proficient in delivering foundational as well transformative technology services at scale.

- ▶ **Engineering DNA and R&D expertise to build next generation IPs**
- ▶ **Software ecosystem of in-house IP and inorganic products and platforms via partnerships**
- ▶ **Industry leading global technology services that scale transformative solutions across the enterprise.**

Technology for the next decade, today.

Style and usage

The 'Technology for the next decade, today.' line can be used in the stylized format illustrated on this page. It can be set in one, two, or three lines in the given format.

The preferred approach is to keep the entire line in bold, but in cases where only word is to be highlighted, 'today' would be kept in bold.

The line must be written in sentence case and end with a period. See [typography guidelines](#).

When presented in body copy, it can be written as plain text - Technology for the next decade, today.

Set in a single line

Technology for the next decade, today.
Technology for the next decade, **today.**

Set in two lines

Technology for the next decade, today. Technology for the next decade, **today.**

Set in three lines

Technology for the next decade, today. Technology for the next decade, **today.**

Tone and Voice

The simplest way to write memorable and differentiated content is by being aware of our tone and voice. While our voice reflects our brand's personality through the way we express ourselves in our communications, our tone is the slight variations in our voice across different contexts and recipients.

Voice

Our voice is an expression of our brand's personality. It represents core principles that guide our communications – the way our messages 'sounds and feels' distinctly as HCL Technologies.

A congruent, recognizable voice supports and complements our uniform and consistent visual identity.

While the exact tone to be used would depend on the circumstances in consideration, our voice must always be confident, authentic, and simple to understand.

Core Characteristics

Confident

Our wide and deep expertise and proactive approach to learning, unlearning and re-learning, help us boldly tackle our customer's business challenges, into the next decade. Reassuring, optimistic, forward thinking, upbeat and enterprising.

Authentic

Reflecting our inimitable commitment to our extended ecosystem with original ideas for everyday value creation. Warm, personable, conversational, empathetic, grounded, genuine and sincere.

Succinct and simplified

Our stakeholders, look to us for insightful and clear answers to support their goals. Likewise our writing should be crisp, to the point, jargon-light, straight forward and easy to consume.

What it is not

Boastful
Laid-back
Conceited
Irreverent
Overselling

Nonchalant
Presumptuous
Authoritative
Condescending

Speculative
Flippant
Informal
Formulaic

Overpromising
Unoriginal
Robotic
Monotonous

Casual
Convuluted
Dry
Confusing
Vague

Obscure
Complex
Matter-of-fact
Cumbersome
Cryptic

Tone and Voice

Tone of Voice

Our tone represents the specific variation in our voice across circumstances: When crafting communications, you would be likely to have the same voice all the time, but your tone would differ depending on where you are, who you are with and the emotions and expectations of your audiences.

Such slight variations in tone of your communications can make easier for you to connect with your audiences.

The factors which may affect the tone of your communications include, but would not be limited to, the intended audience of the communication (investor vs customer vs employee prospective hire), medium (whitepaper vs website vs print ad vs Instagram post) , and context (welcome mail vs response to a complaint).

Please refer to the range specified for the permissible variations in our tone of voice, depending on the circumstances you face.



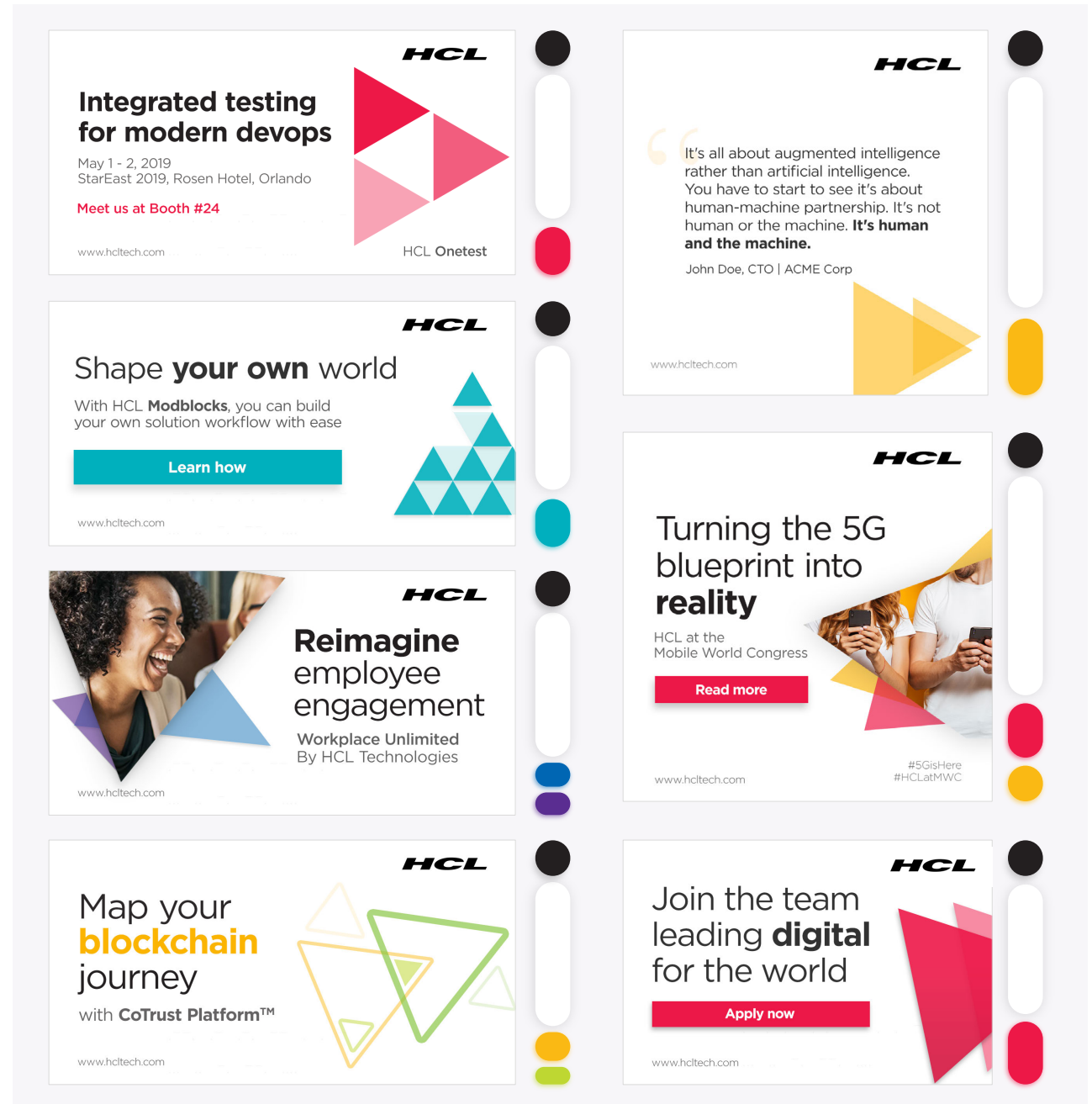
Creative architecture for a unified brand

While your creative will often be required to communicate several tiers of competing messaging – the overall brand, our service line sub-brands, vertical units, partnerships and focus geographies, it remains paramount to ensure the primacy of the HCL Brand.

Other logos – identities for HCL sub-brands, internal platforms, co-branding should never dominate the HCL logo.

Our communication competes with hundreds of branded messages every second – cutting through this clutter requires having a distinct and differentiated visual identity that can relay our key messages to the viewer in the shortest time possible.

This is achieved with a clean and minimalist design language that puts the focus on the headline, and minimizes the use of generic, clichéd, redundant visuals that distract and detract from what you want viewers to take away.



Deconstructing the design language

1. Make HCL the hero

- The HCL logo must always be placed in the top right corner to receive undivided attention

2. Creative Architecture


- Additional logo units to cede precedence and prominence to the HCL logo.
- Not all logos are allowed on the top left

3. Type that tells a story

- A crisp and to the point headline enhances readability. Move extra text to body copy.
- Keywords in headlines are highlighted using a combination of Gotham Bold and Book fonts
- All copy aligned basis defined margin space

4. Clean, Clutter free Copy

- With a neat, noise free layout and distinct contrast between type and image, icons and labels are redundant

 Microsoft

HCL

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Deconstructing the design language

5. Standardized CTA units

- A CTA button lends the ability to interact with your creative and hence is not relevant for all channels
- CTA buttons are standardised in terms of length, font size and alignment.

6. Three-point device

- The new triangle based graphic element allows for creative flexibility and is a step towards a uniform design language
- The device is intended to supplement your message and should not dominate the space
- Usage of imagery to be selective and meaningful. Aim to leverage the device itself to support your message

7. Background Canvas & Colors

- Canvas composed of light colored solid backgrounds in for a clean and minimalist look
- Vibrant brand colors for design elements direct attention to key information

8. Hashtags and URLs

- Creatives are now one unified canvas, and no longer have a distinct footer segment
- Relevant web URL (hcltech.com - External | myhcl.com -Internal) placed on either of the lower corners



HCL

Are your employees stuck in an **endless** feedback loop?

Simplify their journey

www.hcltech.com

HCL

Turning the 5G blueprint into **reality**

HCL at the Mobile World Congress

[Read more](#)



#5GisHere
#HCLatMWC

www.hcltech.com

HCL

Leader in IoT for connected cars

ISG Research Quadrant

www.hcltech.com





HCL

Augment multi-market **success** with AI

Panel discussion at GRC 2019

[Learn more](#)

▶ John Doe
President and CEO
ACME Corp

▶ Jane Doe
CVP and CTO
ACME Corp

www.hcltech.com


#DecodingAIwithHCL

HCL

Technology to complement **your workforce**

Workplace Unlimited
By HCL Technologies

[Registration desk](#) ▶



HCL

Reimagine employee engagement

Workplace Unlimited
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HCL

“It’s all about human-machine **partnership**”

John Doe CTO | ACME Corp

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HCL

“It’s all about augmented intelligence rather than artificial intelligence. You have to start to see it’s about human-machine partnership. It’s not human or the machine. **It’s human and the machine.**”

John Doe, CTO | ACME Corp

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HCL

Transform your customer experience journey

with HCL Digitrak Analytics

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HCL

Fast forward to experiences for the next decade

with technology solutions for connected workspaces

[Visit booth #212 for a demo](#)

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Typography

Our typography focuses on communicating crisp and clear information in the simplest possible manner to say more with less.

Speak, not SHOUT

Our tone and voice is informative and confident, not loud and obnoxious. All copy is to be in sentence case to ensure greater readability.

'ALL CAPS' or 'Uppercase Letters' are allowed only as per the rules of grammar.

Bold for emphasis

Keywords in the headline can be highlighted by using a bolder font. Further emphasis can be added by using the creative's dominant brand color for the highlighted keyword(s).

Only one word or a two-word pair can be highlighted in a headline.

Note: Only keywords in the headline can be highlighted.

Headline without a highlighted keyword

Highlight **keyword** with bold font

Keyword with bold font and color

Typography

Focus on the message

In communications in which the copy drives the message and is the key takeaway for the audience, the headline, sub-headline and CTA must be given adequate prominence.

The simplest way to ensure prominence is through size - large and forthright headlines capture attention and effectively convey your message.

When designing a layout, keep the size of the copy as large as you can, without making the layout appear cluttered.

Case

Sentence case is the standard for all communications

'ALL CAPS' or 'Uppercase Letters' are allowed only as per the rules of grammar.



Prominent copy that takes up adequate space within the layout



Text must be large enough to ensure the layout does not feel 'unoccupied'



The layout must not appear cluttered because of large text size

Typography

Length guide

- **Headline**
Maximum 8 words
Maximum 3 lines
- **CTA button**
Maximum 3 words
- **Sub-headline**
Maximum 12 words
Maximum 2 lines
- **Non-clickable CTA**
Maximum 6 words
Maximum 1 line

Phrasing

- Rules of grammar are always to be followed except where bypassing a rule aids the communication.
- HCL must not be referred to as a 'third person' in cases the communication is presented on behalf of the organization.
Exception: Joint communications or legal/technical requirements
- Period (.) not to be added at the end of headlines or sub-headlines, barring circumstances when the use of a period aids the communication.

**This headline
uses three lines,
no full stop**

Sub-headlines with maximum
12 words set in two lines

Call to action

Typography

Our typography focusses on communicating crisp and clear information in the simplest possible manner to way say more with less.

Typefaces

The primary typeface for all purposes is Gotham, but teams have the flexibility to use Arial and Open Sans for business communications and webpages, respectively.

Note: Only Gotham can be used for creative artwork, including banners, brochures, social media posts, etc.

No text can be placed on top of other elements, barring exceptions specified in this document.

Exception: Mobile applications can use native system fonts.

Primary Font

Gotham Bold

Gotham Medium

Gotham Book

Gotham Light

Business Font

Arial Bold

Arial Regular

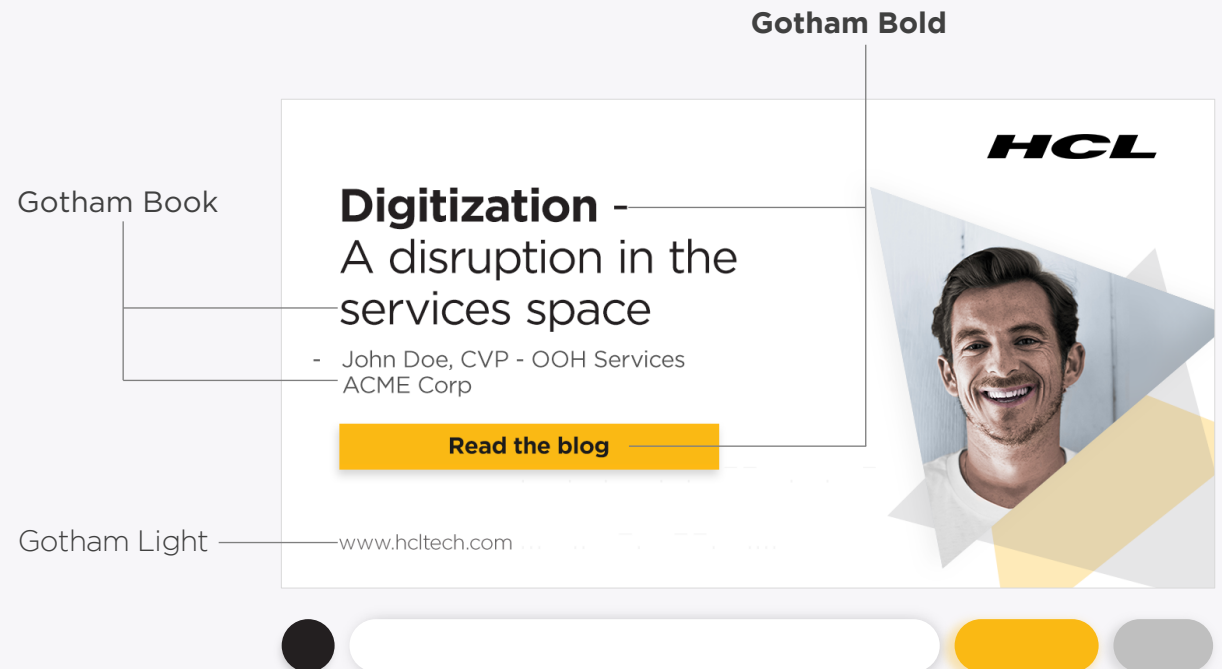
Web Font

Open Sans Bold

Open Sans Semibold

Open Sans Regular

Open Sans Light



Typography

Font size

The font size of headlines, sub-headlines, and other text elements varies depending on their relative importance.

The height of the HCL logo is taken as the base unit, according to which the font sizes are calculated.

The height of any capital letter in the headline is to be between **1.4** and **2.5 times** the base unit.

Within this range, the font size is chosen basis available space, making sure that the layout does not appear 'filled' with content, and there is no noticeable negative space around the text.

The size of the subhead, CTA text, and the body copy is calculated basis the size of the headline.

Note: The font size of the sub-headline must always be larger than the font size of the website link.

The diagram shows a landing page layout with the following elements and their relative dimensions:

- HCL logo: x [**HCL**]
- Headline: **Transform your** customer experience journey. The height of the first few characters is $1.4x \leq z \leq 2.5x$.
- Sub-headline: with real-time analytics and data visualization. The font size is $z/2$.
- CTA: Learn more. The font size is $z/2$.
- Body copy: www.hcltech.com. The font size is $z/2$.

Summary of typography rules:

| | |
|------------------------------|--|
| Height of headline character | = [1.4 * HCL logo height, 2.5 * HCL logo height] |
| Font size of sub-head | = $\frac{1}{2}$ * font size of headline |
| Font size of CTA text | = $\frac{1}{2}$ * font size of headline |
| Font size of body copy | = $\frac{1}{2}$ * font size of sub-headline |
| Width of website link | = width of HCL logo |

Typography

Font style

Typography can be used to create hierarchy through the scale and form of text blocks to indicate degree of importance.

The defined font styles make it easier to emphasise on the most important information, and gradually shift focus to the more granular details within the layout.

Alignment

When the HCL logo is in a corner, all text is to be flush left, ragged right. Text should not be force justified.

When the HCL logo is in the center, text and all other elements are to be centered.

When the text is on the left side of the layout, it is to be aligned with the margin on the left.

Avoid widows, orphans and lines that end with hyphens.

Headline with keyword

- 8 words or less
- Gotham Book for headline
- Gotham Bold for Keyword
- Leading:
 - Optimum: 110% point size
 - Minimum: 101% point size
- Tracking: -20
- Kerning: Optical

Subhead[#]

- 12 words or less
- Gotham Book
- ½ headline point size
- Leading: 110% point size
- Tracking: -20
- Kerning: Optical

CTA button text

- 3 words or less
- Gotham Bold
- ½ headline point size
- Tracking: -20
- Kerning: Optical

Headline without keyword

- Gotham Bold
- 8 words or less
- Leading:
 - Optimum: 110% point size
 - Minimum: 101% point size
- Tracking: -20
- Kerning: Optical

Body copy^{*}

- Gotham Book
- ¼ headline point size
- Leading:
 - Optimum: 140% point size
 - Minimum: 120% point size
- Tracking: -10
- Kerning: optical

Non-clickable CTA text

- Gotham Medium
- 6 words or less in one line
- ½ headline point size
- Tracking: -20
- Kerning: Optical

^{*} Not applicable to emailers and word documents where Arial is to be used.

[#] The size of the subhead must always be larger than the size of the website link.

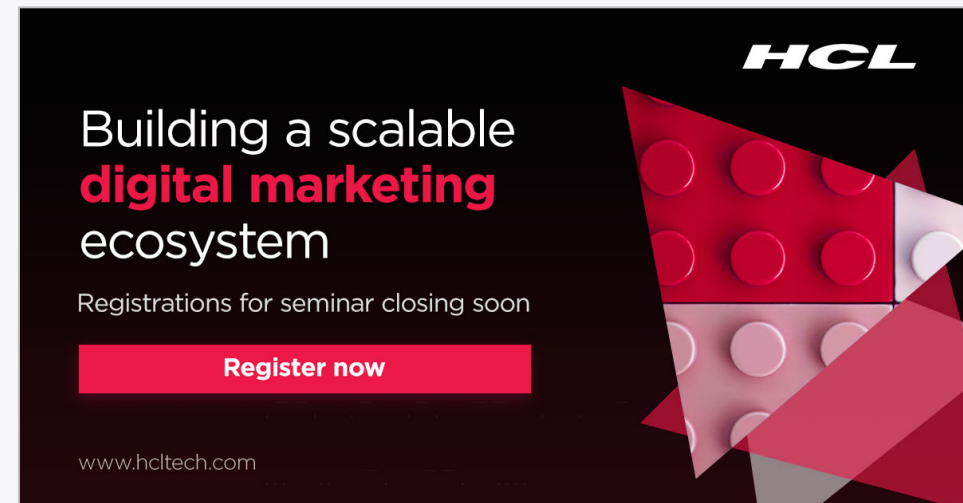
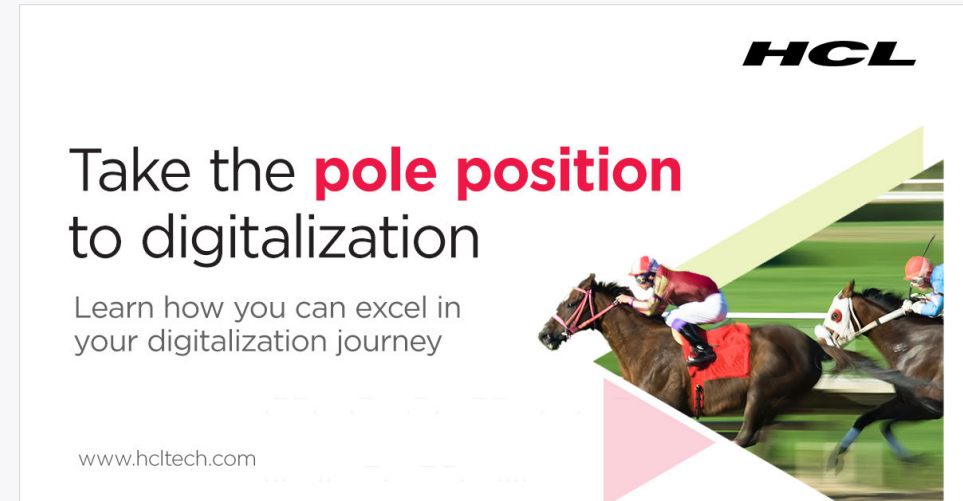
Typography

Text color

- To maximize contrast, the color of all text is set as flat black (K 100 / HEX #1b1b1b) when the text is on a light background, and white when it is on a colored or dark background.
- On light backgrounds, the opacity of sub-headlines and supplementary copy is set to 80%. The opacity of website links and hashtags is set to 75%.
- When the background is either white, or dark, emphasized keywords can be highlighted by changing their text color to the dominant brand color.

CTA text color

- When the CTA button is of a brand color, the CTA text can be set in the corresponding neutral color. When the CTA button is white, the CTA text must be the dominant brand color in that creative.
- Non-clickable CTA text can be set in dominant brand color.



Note: Headlines can be of the dominant brand color in brochures and long-form collaterals.

Typography

Tracking

Tracking refers to uniformly increasing or decreasing the horizontal spacing between a range of characters. Tracking for all text blocks set in Gotham is to be -20.

Kerning is the space between individual characters and is to be set to 'optical' for all text set in Gotham.

Leading

Leading is the vertical space between two lines of text. For all headlines and sub-headlines, leading is to be set between 110% and 101% the font point size.

For example, if the headline font is 40 pts, the optimal leading would be 44 pts (110% of 40).



Tracking

This text block **follows** tracking specifications

This text block is set in **default** specifications



Leading
in lines

This text block **follows** leading specifications

This text block **doesn't follow** specifications

Typography

Text Layout

Text blocks must be positioned and scaled to ensure attention is directed to the most important message first.



Download **Templates**

Ready-to-use templates with typography samples

Two line headline, no full stop

$\frac{1}{2}$ the point size of the headline

Sample body copy text set in Gotham Book. This body copy text is $\frac{1}{2}$ the point size of the sub-headline and $\frac{1}{4}$ the point size of the headline. The color of body copy is set to #1b1b1b.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna

Line Width

Each line should have between 40 and 60 characters for optimal readability. This body copy text is left-aligned.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et

HCL

Typography

Text Layout

Text blocks can be organized according to relative importance by varying their scale and position.

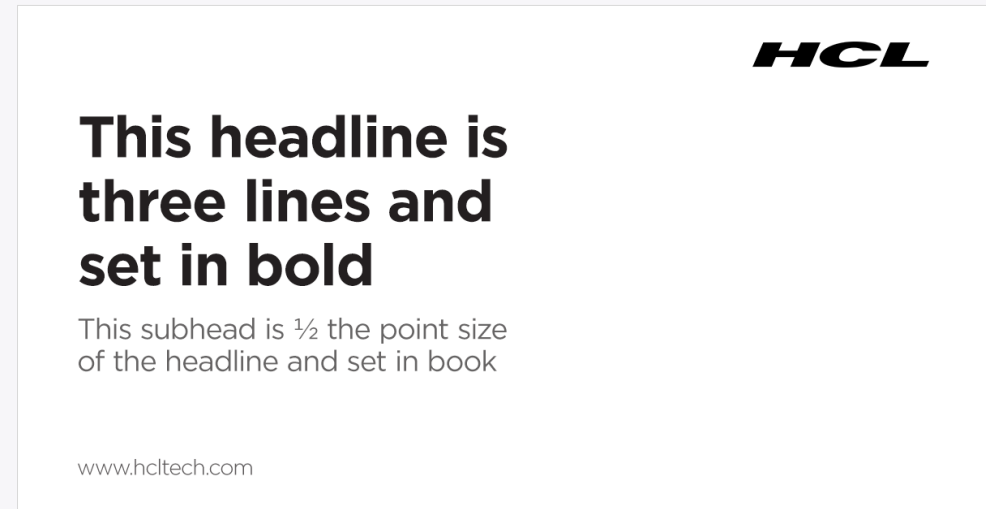


HCL

This three line headline is set in bold

This subhead is ½ the point size of the headline

www.hcltech.com

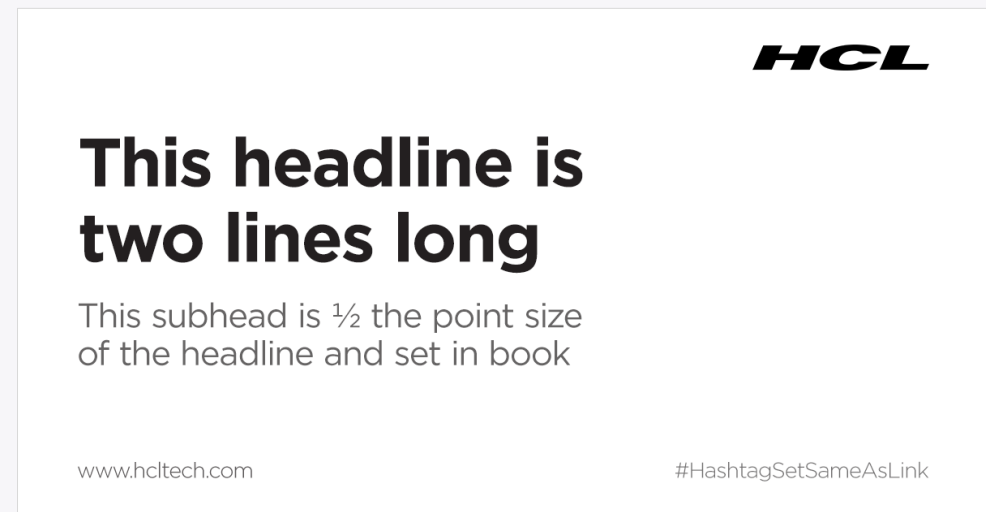


HCL

This headline is three lines and set in bold

This subhead is ½ the point size of the headline and set in book

www.hcltech.com



HCL

This headline is two lines long

This subhead is ½ the point size of the headline and set in book

www.hcltech.com [#HashtagSetSameAsLink](#)

Typography

Text Layout

Text blocks can be organized according to relative importance by varying their scale and position.

Date Format

All communications are to follow the expanded date format, and 12-hour time format:

- HH:MM a.m./p.m.
- MMMM DD, YYYY

Date and venue in non-descript format must be presented in separate lines.



Download **Templates**

Ready-to-use templates with typography samples

HCL

**This headline is
two lines long**

½ the point size of the headline

Bold CTA text

www.hcltech.com

HCL

**This headline is
two lines long**

May 24 - 29, 2020
Venue set in book

Non-clickable CTA set in medium

www.hcltech.com

The Three-Point Device

Triangles are one of nature's most fundamental building blocks – a shape made of minimum possible number of points. From the pyramids to Pythagoras, triangles have been used in fields from construction to navigation.

At HCL we're not unfamiliar with a trio of fundamentals – from the Mode 1-2-3 strategy to our core values of Trust-Transparency and Flexibility. An element that has been part of our visual heritage, the humble triangle is now reborn as the three-point device.

With emphasis on the message and not the visual, the device is meant to minimize clutter and supplement the headline.

You are recommended to first explore leveraging the three-point device in various combinations to support your message, in place of using it as a frame for imagery.

Principles

- All brand communications should feature the three-point device.
- The device must be used purposefully, not just decoratively.



HCL

**Leader in IoT
for connected
cars**

ISG Research Quadrant

www.hcltech.com

The slide features the HCL logo at the top right. The main headline is 'Leader in IoT for connected cars' in a large, bold font. Below it, 'ISG Research Quadrant' is written in a smaller font. At the bottom left, the website 'www.hcltech.com' is listed. On the right side, there is a graphic of a road with light trails, framed by several overlapping triangles in shades of blue and white.



HCL

**Learn more about
connected workplaces**

April 29 - May 2, 2019
The Venetian, Las Vegas

Meet us at **ZENO 4805**

www.hcltech.com #HCLatDellTechWorld

The slide features the HCL logo at the top right. The main headline is 'Learn more about connected workplaces' in a large, bold font. Below it, the event dates and location are listed: 'April 29 - May 2, 2019 The Venetian, Las Vegas'. Further down, 'Meet us at ZENO 4805' is written in a bold font. At the bottom left, the website 'www.hcltech.com' and the hashtag '#HCLatDellTechWorld' are listed. On the right side, there is a graphic of several overlapping triangles in shades of orange and white.



HCL

Map your
blockchain
journey

with **CoTrust Platform™**

www.hcltech.com

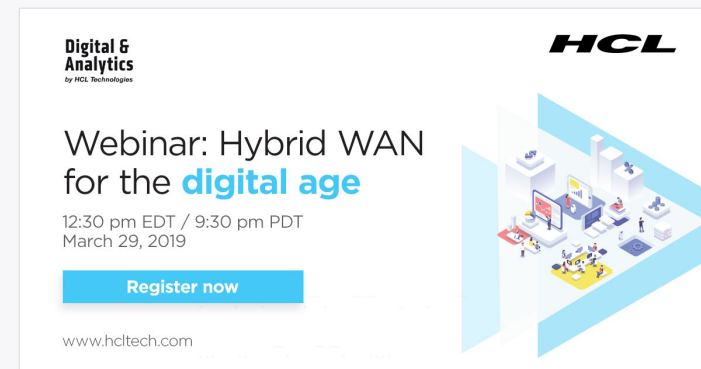
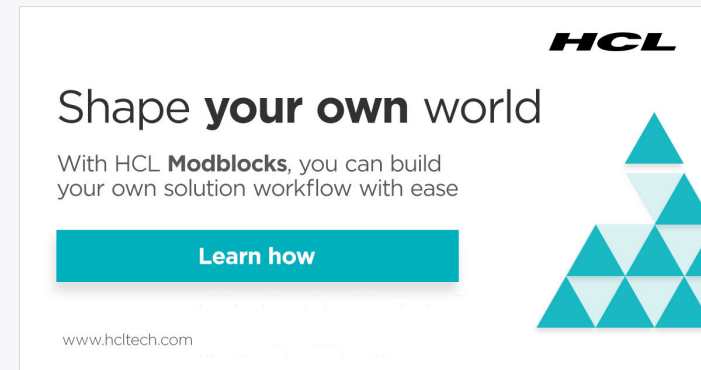
The slide features the HCL logo at the top right. The main headline is 'Map your blockchain journey' in a large, bold font, with 'blockchain' in a yellow color. Below it, 'with CoTrust Platform™' is written in a smaller font. At the bottom left, the website 'www.hcltech.com' is listed. On the right side, there is a graphic of several overlapping triangles in shades of green and white.



The Three-Point Device

Important considerations

- Use of the three-point device should be such that it conveys the message in some form, either through imagery, or placement.
- Each triangular element used should have at least one vertex inside the creative canvas and should look like a triangle.
- The three-point device cannot have rounded edges, barring cases where the device is stroked. Such strokes can have a curve only on the outside. (Set stroke corners to 'rounded' and the stroke width must be more than 6 pts)
- No text, icons, or logos can be placed on the three-point device, barring exceptions specified in this document.
- The focus should always be on the message and the three-point device must not take attention away from the headline.
- The three-point device should be used in a manner to ensure that it does not add clutter to the creative.



The Three-Point Device

Extrusions from the three-point device

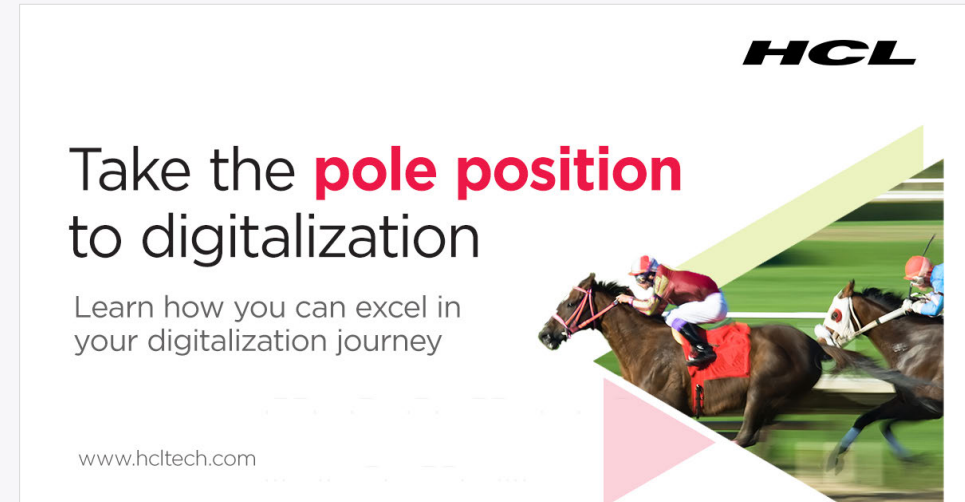
Cut-outs from images and illustrations can extrude from the three-point device to ensure the device does not limit the scale and appearance of such content.

Note: Such elements may only extrude from only one side of the three-point device and care needs to be taken to ensure that the three-point device is recognizable as a triangle.

Color of three-point device

Tints or shades derived from the dominant color within the creative can be selected as the color for the three-point device.

Each triangle can have a different opacity of the primary base color, or the secondary color



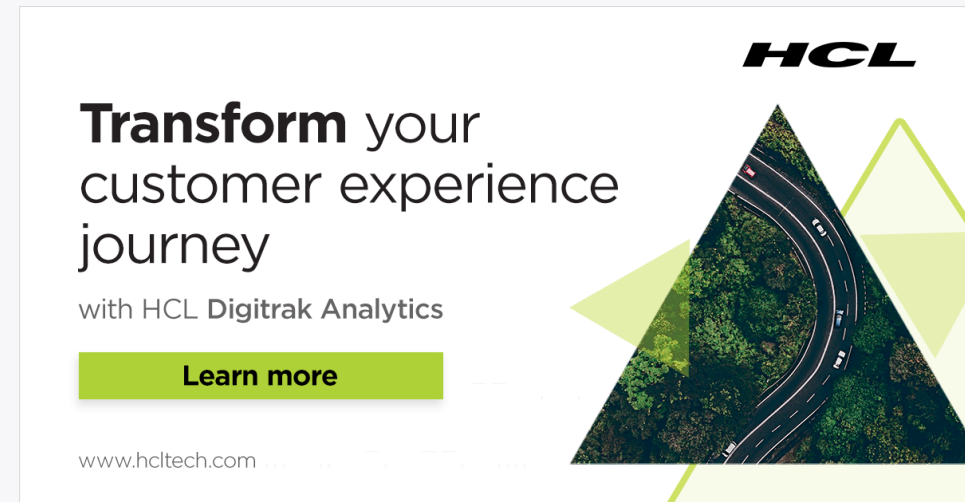
HCL

Take the **pole position** to digitalization

Learn how you can excel in your digitalization journey

www.hcltech.com

This advertisement features a photograph of a horse race. A large, semi-transparent green triangle is overlaid on the right side of the image, pointing towards the left. The text is positioned to the left of the triangle. The HCL logo is in the top right corner. A pink triangle is visible at the bottom left corner of the image area.



HCL

Transform your customer experience journey

with HCL Digitrak Analytics

[Learn more](#)

www.hcltech.com

This advertisement features an aerial photograph of a winding road through a dense forest. A large, semi-transparent green triangle is overlaid on the right side of the image, pointing towards the left. The text is positioned to the left of the triangle. The HCL logo is in the top right corner. A green button with the text 'Learn more' is located below the main text.

Graphics

The three-point device offers tremendous potential for storytelling as graphics, without the need for photography, illustrations or imagery.

Feel free to experiment with the the position, placement and combination of multiple triangles to complement your message with the three-point device.

Note: Minimal curved edges are permissible for stroked graphical version of the three-point device depictions. Such curves can only be present on the outside of the device

(Set stroke corners to 'rounded' and the stroke width can be between 'medium' and 'thick')

HCL

Learn more about
connected workplaces

April 29 - May 2, 2019
The Venetian, Las Vegas

Meet us at **ZENO 4805**

www.hcltech.com #HCLatDellTechWorld

HCL

Map your
blockchain
journey

with **CoTrust Platform™**

www.hcltech.com

HCL

Fast forward to
experiences for
the next decade

with technology solutions for
connected workspaces

Visit booth **#212** for a demo

www.hcltech.com #HCLatDellTechWorld

Imagery

To remain differentiated and authentic in the face of rising clutter, we should exercise selectiveness in the use of imagery.

Focus should always be on conveying a message through the image. The three-point makes it easier to direct attention – images within the device can have no more than 2 subjects.

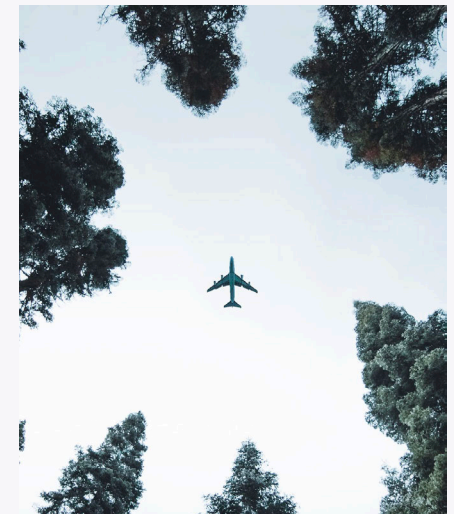
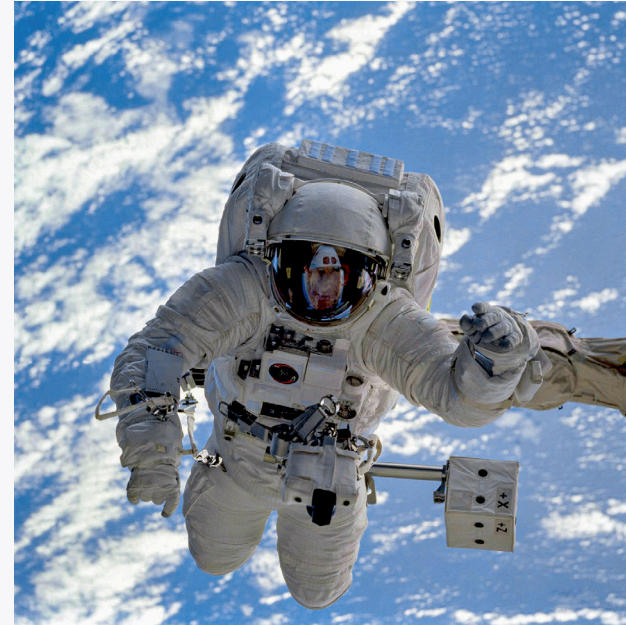
Selecting images

A simple thumb rule is to ask – did someone pose for this image? If the answer is yes, try another image.

Reconsider options that might have been used already by other marketers or risk looking generic or clichéd. Images that appear gimmicky, cliché, or hard to decode are to be avoided.

Our creatives need to look as crisp as our copy so make sure the images you use do not appear pixelated, blurry, noisy, or cluttered.

Sample images



Imagery

People

Natural images of people doing something can be effectively used to convey a story.

Images of people that convey their natural emotions can be used as well. Care needs to be taken to ensure that images with exaggerated, artificial or inauthentic reactions or emotions are not used.

Note: Only real-life depictions of people are permissible. The imagery should be focused on a single individual, with focus on a maximum of two people allowed when depicting collective actions.



Image of people interacting in an unnatural manner



Photograph of a more natural scene

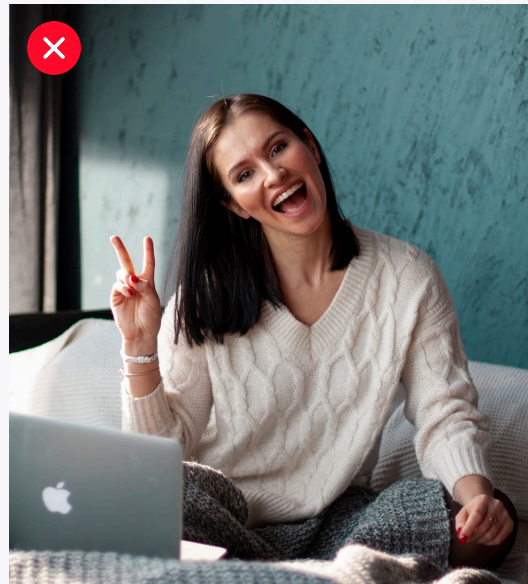


Image with subject posing for the shot



A more natural shot of the subject

Imagery

Subject-in-focus

Close-up shots of a specific subject within your composition can be used to depict a story through the image. Such shots need to be easily recognizable and relatable.

Care needs to be taken to ensure no more than 2 prominent subjects are visible within the frame



Image with a complex composition and multiple subjects

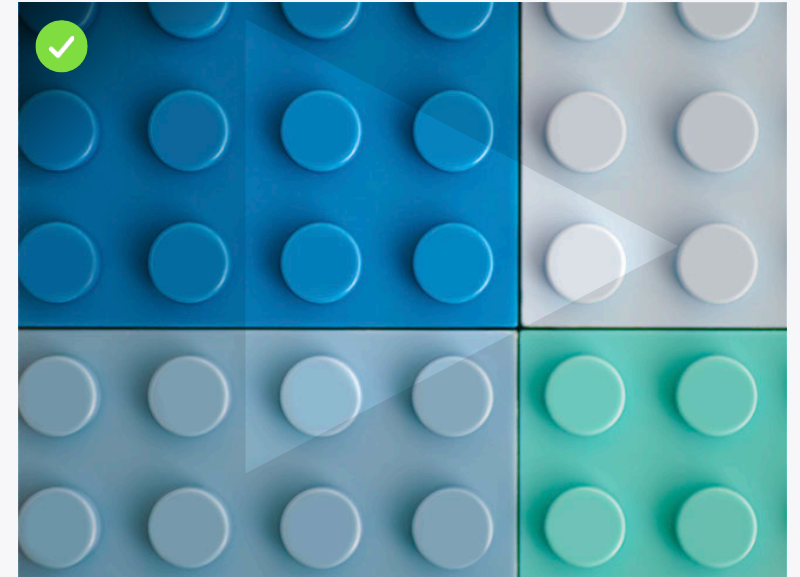


Image with a relatively simpler composition



Cluttered image with no prominent subject



Image with a relatively prominent subject in focus

Imagery

Framing images with the three-point device

The three-point device can be effectively used to direct attention to the subject(s) within your image and tell a unique story with each image.

The selection of imagery and use of the three-point device should be such that they aid the copy within your layout.

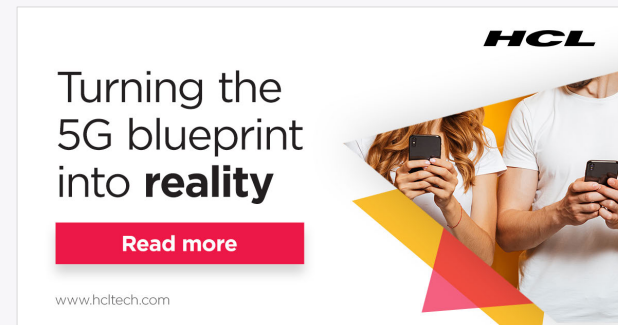


Start with an image that complements your copy

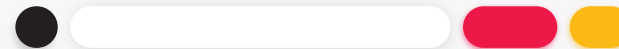


Use the three-point device to bring attention to your subject of choice.

The subjects in this example are the mobile phones in use.



Add additional triangles with varying opacity to supplement the primary three-point device



Imagery

Important considerations

- It is imperative to use high-impact imagery in all circumstances. Use graphical representation of the three-point device to convey your message in cases such imagery is not available.
- Images used within the three-point device can have a maximum of 2 subjects
- Images with graphical elements, double exposures, artificial light glares, or excessive visual treatment are not to be used.
- Images with too many colors are to be avoided.
- On colored backgrounds, only images with muted tones can be used.

Note: Not all images are to be used within the three-point device. Images inside presentations, brochures, mailer body and other such collaterals are not to be placed within the three-point device.

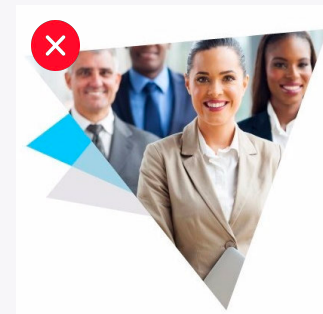
Examples of violations



Image with graphical elements



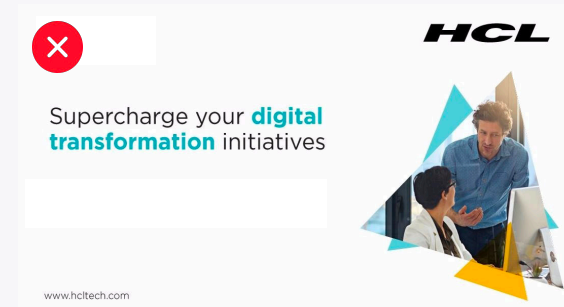
No clear subject in focus



Staged image with subjects looking into the camera



Too many subjects
Unnatural light flares



Imagery does not add value to the copy



Too many triangles adding clutter

Photography

Images posted as-is

Images can be presented as-is without the use of the three-point device only when such images have no copy, logos or other elements on them.

Care needs to be taken to ensure such images do not appear pixelated, hazy or noisy.

Images must be clicked or edited in post-production to ensure an aesthetically pleasing composition.

Teams are encouraged to shoot such images using professional equipment as against mobile phones or handheld devices.



Avoid clicking pictures from obscure angles



Do not tilt the camera while clicking pictures

Illustrations

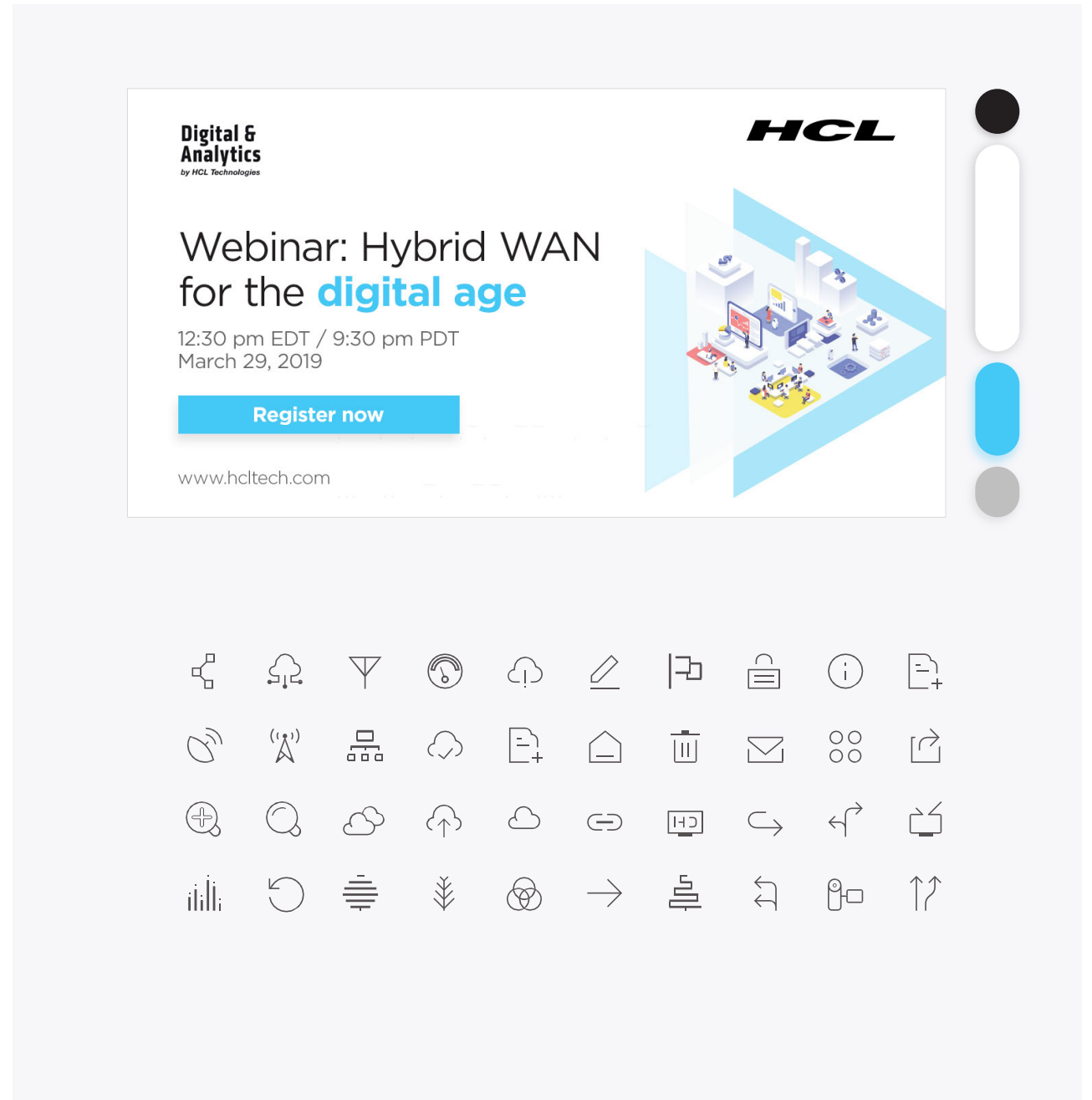
Isometric illustration styles with subtle colors are to be used wherever illustrations are required. Such illustrations can be placed within the three-point device.

When a colorful illustration is used, the primary three-point device is to have a neutral color.

Vectors and icons

All vectors and icons are to be 2D, flat, and outlined. Icons need to be minimalist and simplified. The colors used must be from our family of colors.

Note: Redundant icons that add clutter such as those for Date, Time, and Location are not allowed.



Composition

Care needs to be taken to present creatives in a way that can be identified as HCL uniquely and consistently. Consistent use of solid brand colours, combined with a minimalistic approach to design can promote instant recognition

Communications need to be crafted carefully to ensure that they appear in a concise and clutter-free manner.

Margins

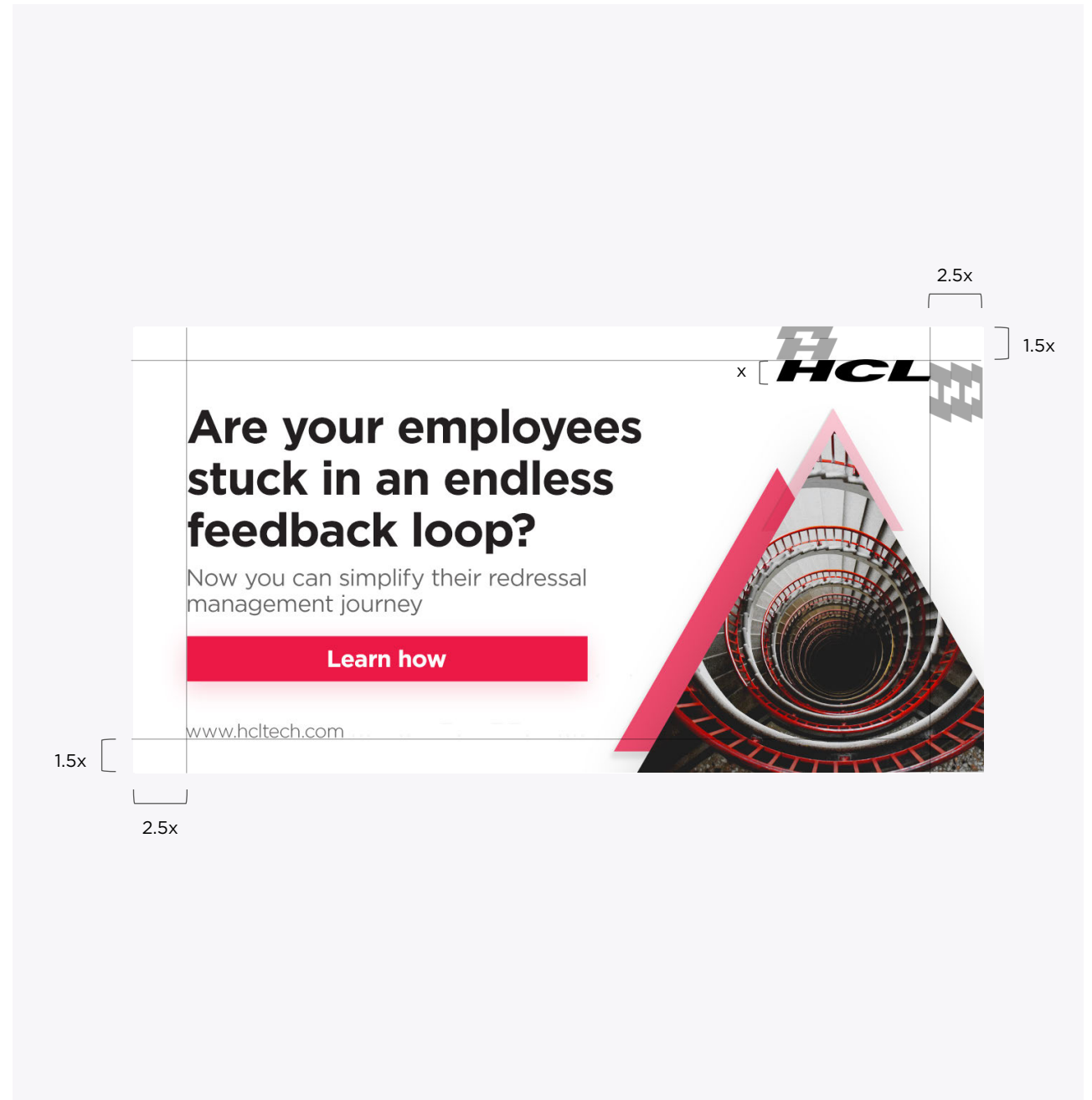
All elements in creatives are to have margin spaces from the edge specified as follows:

Horizontal margin = $2.5 \times$ height of the HCL logo
Vertical margin = $1.5 \times$ height of the HCL logo

The exception to this is images and graphics beginning from the edges for artistic effect.

Note: All text and CTA buttons are to be aligned to the margins.

Exception: Layouts with aspect ratio more than 3:1 or less than 1:3.



Composition

Messaging Architecture

In the age of shortening attention spans and scarcity of time, too many messages in a single communication can lead to the communication getting ignored altogether.

Therefore, messages for each communication are to be prioritised in order of relevance. Each communication that does not have body copy can have only one primary messaging and a supporting secondary message at the maximum.

Any further messages are to be communicated through the body copy, social media description, or separate communications.

The primary message is to be communicated through the headline and the secondary message through the sub-headline.

Examples of secondary messages include titles of events, benefit to users, name of HCL offerings, date/time/venue etc.

Note: Only one such secondary message can be included in one communication.



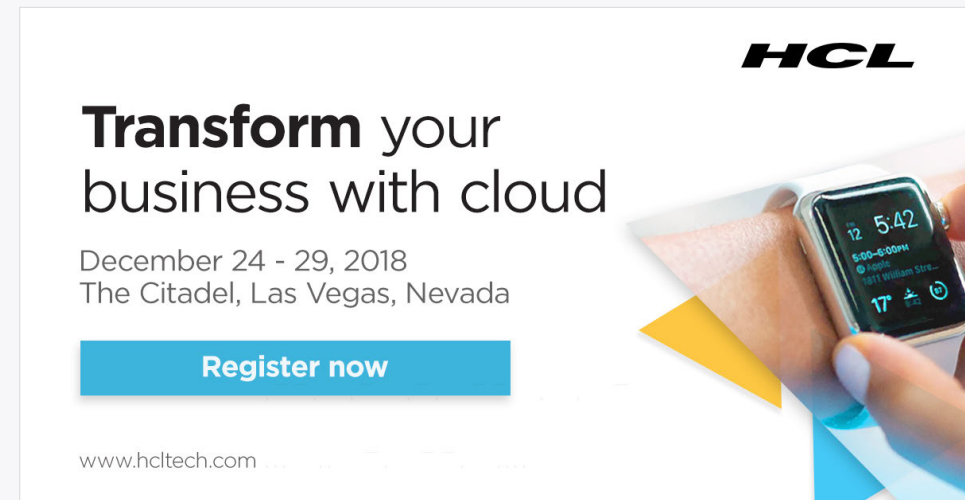
HCL

Transform your business with cloud

Seminar on Hybrid Cloud Management at the Cloud Congress 2018

www.hcltech.com

The banner features a dark background with a hand holding a smartwatch on the right side. The watch screen displays the time 5:42, a date of 12, and a notification for a seminar from 5:00-6:00 PM. The HCL logo is in the top right corner.



HCL

Transform your business with cloud

December 24 - 29, 2018
The Citadel, Las Vegas, Nevada

[Register now](#)

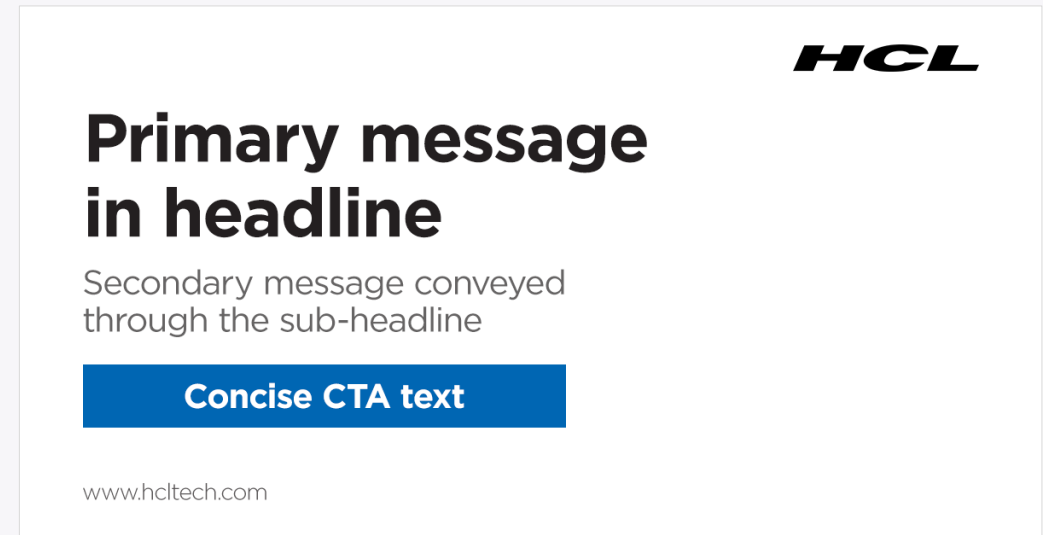
www.hcltech.com

The banner features a light background with a hand holding a smartwatch on the right side. The watch screen displays the time 5:42, a date of 12, and a notification for a seminar from 5:00-6:00 PM. The HCL logo is in the top right corner. A blue button with the text 'Register now' is positioned below the sub-headline.

Composition

Messaging Architecture

1. Start by understanding the objective of your communication and the primary message that your audiences should receive
2. Think of a headline which would effectively influence your audiences and catch their attention. Your headline should be related to your primary message
3. You can also select a secondary message to provide supplementary information. This would be your sub-headline
4. If you want the user to take an action, add a short and crisp CTA button or non-clickable CTA
5. The visuals in your creative should complement your message and convey a story. You can choose images or illustrations to put within the device, or place the device in a manner that conveys your message
6. Choose the dominant color and the secondary color basis the dominant color in the image used or the emotion you want to evoke



Composition

Clear and Concise headlines

Viewers spend no more than a fraction of a second skimming through the barrage of content available to them.

So it is imperative for your headline to convey the message in a simplified manner.

Keep your headlines as short as possible – convey only one key message at a time and let supporting messages be relayed through the sub-headline, body copy, social-media caption or other creatives.

Coordinated sub-headlines

Use your sub-headlines to convey additional information while complementing the headline.

An effective headline – sub-headline duo can increase the appeal and effectiveness of your communication.



HCL

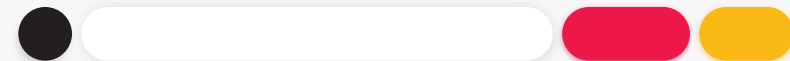
Turning the 5G blueprint into reality

HCL at the
Mobile World Congress

[Read more](#)

www.hcltech.com

#5GisHere
#HCLatMWC



Composition

To ensure clean communications that do not appear cluttered, each layout can have only one dominant color, and one secondary color.

Dominant color

The dominant color is the color from the brand palette which is most noticeably visible in your layout. This color is chosen basis the most prominent color in your images or the emotion you want to evoke.

Secondary color

The secondary color complements your chosen dominant color. The secondary color can only be one of the neutral colors, or a color that complements the dominant color.

Note: Images do not need to conform to the chosen dominant or secondary color. However, images must be chosen/treated in such a manner to ensure they do not have too many colors.

HCL

Leader in IoT for connected cars

ISG Research Quadrant

www.hcltech.com

The advertisement features a dark blue background with a glowing road that curves into the distance, illuminated by light trails in shades of blue and red. The HCL logo is in the top right corner.

Microsoft

Tech to empower your workforce

Feb 25 - 28, 2019
GSMA Innovation City, Barcelona

[Register now](#)

www.hcltech.com

The advertisement features a photograph of a woman with curly hair smiling and looking at a laptop. The Microsoft logo is in the top left, and the HCL logo is in the top right. A teal button with the text 'Register now' is positioned below the event details.

Composition

Background

A clean canvas is the most powerful tool to create attention-grabbing communications. Creatives with a bright backgrounds allow easily directing attention of the users to colored elements within the layout.

Such backgrounds can only be white (preferred), or #F5F5F5 in color.

Other background colors

In certain situations, a bright background might not be prudent, or desirable. In such cases, you can set the background as black, or as a color from the secondary palette.

Such backgrounds must have a gradient, except for cases where having such gradients can introduce banding. Refer to the next page for details on usage.

Note: No more than 20% of creatives in an organic campaign can have a dark or colored background. This restriction would not apply to paid campaigns, website banners, mail headers and cover pages.



Composition

Background gradients

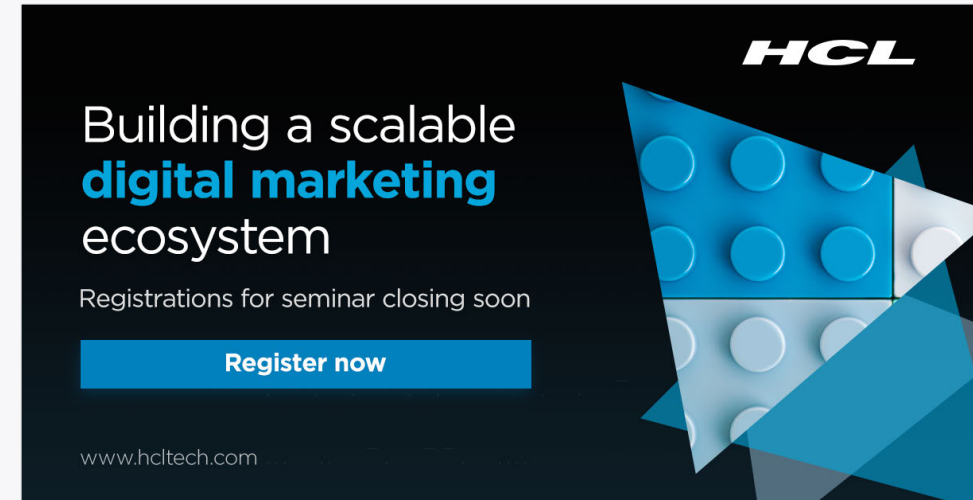
Background gradients can be used when the background is either dark, or colored.

When used as a **dark background**, the gradient must transition from the permissible black (#0D0D0D) to the 90% shade of the dominant brand color.

When used as a **colored background**, the gradient can only be used to alter the brightness of the background while keeping the hue and the saturation levels constant. The gradient must be applied as a separate black layer (#000000) on top of a solid brand color, transitioning from opacity 0% to (up to) 18% with blending mode "overlay" or "multiply".

Note: Gradients with two different hues cannot be used.

The gradients should begin after the HCL logo and care needs to be taken to ensure that the logo is presented only on permissible backgrounds.



Composition

Call to Action Buttons

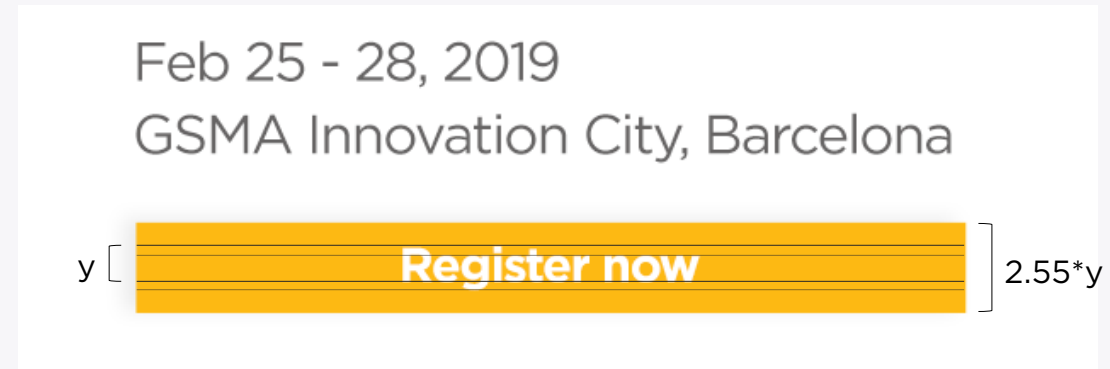
Call to Action buttons can be used to take your users to a destination link through a click on the button.

The CTA button text is set in Gotham Bold and is the same size as the sub-headline. It can only be in sentence case.

The width of the CTA button is to be equal to the width of the longest sub-headline sentence, or the headline in case of absence of sub-headline. The height of the CTA button is to be 2.55 times the height of the CTA text capital letter.

The color of the CTA button is to be the dominant brand color in the creative and the color of the CTA button text must be white, or black.

Note: On creatives with a colored background, the color of the button is to be white and that of the text is to be the dominant brand color or its corresponding shade.



Composition

Call to Action Buttons

The CTA button can have a maximum of 3 words.

Note: Redundant text such as 'click here', cursors, or any graphical elements cannot be placed on or around the CTA button.

The CTA button is placed beneath a headline/sub-text wherever possible.

Exception: When there is no sub-headline and more than 4 words of the headline are in the same line, the width of the CTA button is to be half the width of the headline.



HCL

Building a **successful** Cloud-Native business

Read 4 scenarios for success

Download 451 report

www.hcltech.com #FutureProofWithHCL

This advertisement features a dark background with a blue geometric shape on the right. The headline is in white, with the word 'successful' in blue. The CTA button is a solid blue rectangle with white text.



HCL

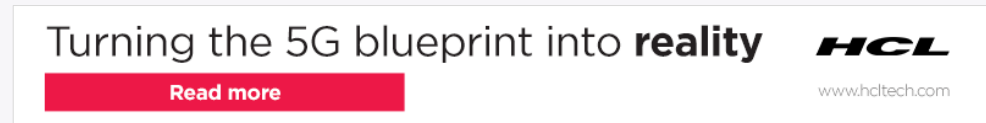
Great stories happen to those **who tell them**

Registrations now open for session on 'Digital Storytelling' at Adfest 2019

Register now

www.hcltech.com

This advertisement features a red background with a white typewriter on the right. The headline is in white, with 'who tell them' in bold. The CTA button is a white rectangle with red text.



Turning the 5G blueprint into **reality**

Read more

www.hcltech.com **HCL**

This advertisement features a white background. The headline is in black, with 'reality' in bold. The CTA button is a red rectangle with white text. The HCL logo and website are in the bottom right.



Turning the 5G blueprint into **reality**

HCL at the Mobile World Congress

Read more

www.hcltech.com **HCL**

This advertisement features a white background. The headline is in black, with 'reality' in bold. The CTA button is a red rectangle with white text. The HCL logo and website are in the bottom right.

Composition

Non-Clickable CTA

There may be circumstances when your users are to be given cues to do an action, however such calls to action are such that they do not have a destination link and are unclickable. You can use non-clickable CTAs to indicate such calls.

Non-clickable CTA messages can be conveyed through the sub-headline or placed beneath the sub-headline in cases where a headline and a sub-headline is also present in the layout.

Non-clickable CTAs are set in Gotham Medium and of the dominant color in the layout.

Note: When the layout has additional content such as speaker images or technical diagrams that demand substantial space within the creative, either the sub-headline or the non-clickable CTA can be presented.



HCL

How can connected workplaces **reduce** employee turnover?

Meet us at **ZENO 4805** to find out

www.hcltech.com

The advertisement features a central image of a blue glass skyscraper against a sky background, framed by a large, light blue arrow pointing upwards and to the right. The HCL logo is in the top right corner. The text is left-aligned, with the main headline in a large, bold font and the sub-headline in a smaller font. The CTA is in a blue font, matching the image's color palette.



HCL

Fast forward to experiences for the next decade

with technology solutions for connected workspaces

Visit booth **#212** for a demo

www.hcltech.com

#HCLatDellTechWorld

The advertisement features a central image of two overlapping teal arrows pointing to the right. The HCL logo is in the top right corner. The text is left-aligned, with the main headline in a large, bold font and the sub-headline in a smaller font. The CTA is in a teal font, matching the image's color palette.

Composition

Shadows

A drop shadow can add depth to your creative, but too much of it can also clutter your layout.

You can add shadows to the three-point device and the CTA button to the extent that such shadows are 'barely visible'.

HCL

Transform your customer experience journey

with HCL Digitrak Analytics

[Learn more](#)

www.hcltech.com

This advertisement features a central image of a winding road through a forest, framed by a large green triangle. The text is positioned to the left of the image. A green button with the text 'Learn more' is located below the text. The entire advertisement is set against a white background with a subtle drop shadow effect.

HCL

Join the team leading **digital** for the world

[Apply now](#)

www.hcltech.com

This advertisement features a central image of abstract red and pink triangles. The text is positioned to the left of the image. A red button with the text 'Apply now' is located below the text. The entire advertisement is set against a white background with a subtle drop shadow effect.

Composition

Website link

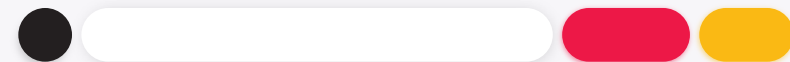
The website link – www.hcltech.com (or myhcl.com) written in Gotham Light is placed on the bottom left (preferably), or on the bottom right. The width of the link should be equal to the width of the HCL logo, and must be placed along the margins.

The opacity of the website link is set to 75%.

Hashtags

Hashtags can be placed in any vacant bottom corners in the layout along the margins. The hashtags are to have the same font size and style as the website link with opacity 75%.

Multiple hashtags can be placed on top of another up to a maximum of 2 hashtags.



Composition

Secondary Logos

No logo or text units (hashtags, URLs, tags) can occupy the same horizontal as the HCL logo, barring the exceptions below:

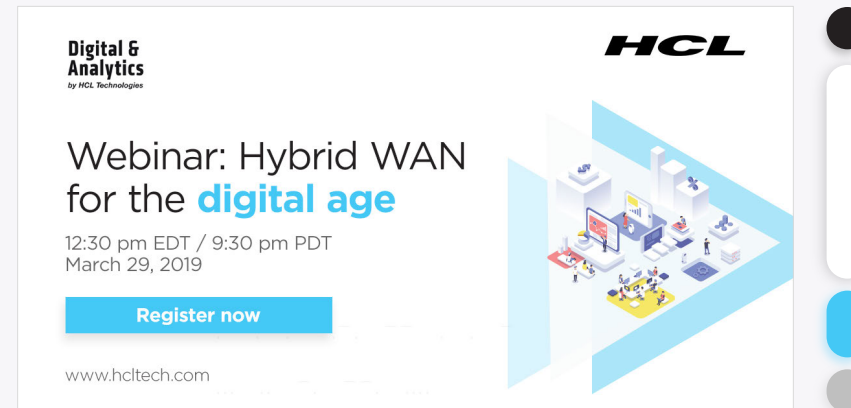
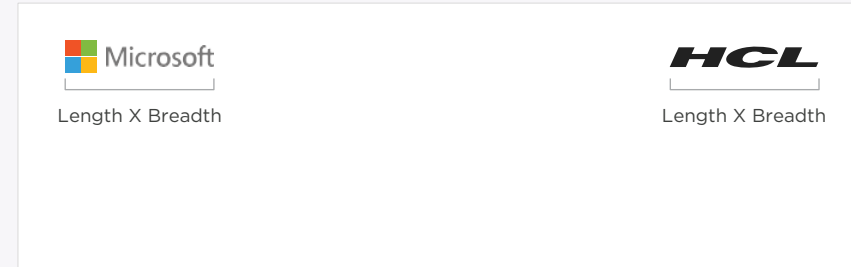
- Partner logos - Logos of customers, analysts or advisors
- Approved logo locks
- Authorized HCL entity sub-brands

Other logos can be placed in either of the bottom corners. In case 2 or more secondary logos are to be presented, they can be placed in the same bottom corner, or in separate corners basis the precedent placement rule and available space.*

Size of logos

The maximum size of a partner logo should not exceed the size of the HCL logo. Size is to be measured in terms of area occupied by the logos.

Total area of HCL logo > Total area of the other logo



* In presentations and slides, the HCL logo can only be put in the footer
**Product logos can be placed after the copy as a replacement for the name of the product in the copy

Inverse route

While in most cases, the copy and the headline would be the most important points of focus in your layout, there may be situations in which the imagery in your layout would take precedence.

In such special cases where the image is essential to convey the message and cannot be contained within the three-point device, you can consider leveraging this route.

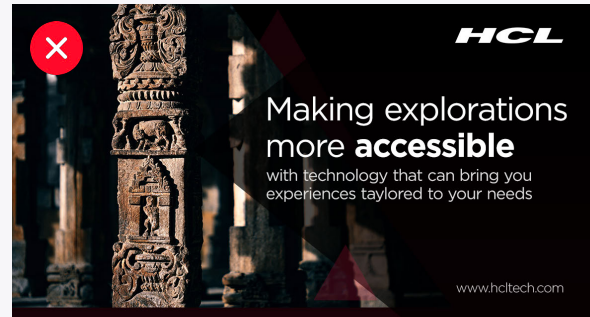
This route can only be used if

- your message cannot be communicated effectively without a specific full-bleed photo.
- the image chosen is a powerful high-quality photograph (non-stock imagery: historical, cultural, nature landscapes, panorama shots, sports/action photography, product showcase), represents a contractual requirement from a customer (Partnership assets with associated guidelines), or a high-quality photography of crowds, fans, participants, charity or cause related ventures.
- Subjects featured in the image require their backdrop or setting to fully provide context and cannot be cut out.
- No sub-headline is required



Important considerations

- The HCL logo must be in the top right corner on a permissible solid background.
- Only one logo besides the HCL logo can be added. Placement rules within this document to be followed.
- The three-point device is placed on top of the image. At least two triangles with varying opacity are to be placed.
- The color of the three-point device can only be a permissible brand color.
- Headline text and CTA buttons can only be placed on top of the three-point device.
- Layouts following this route **cannot have sub-headlines or non-clickable CTAs.**
- Website link and hashtags can be placed on the image.
- There can be only one image in the layout, which would be placed in the background.
- The images should not have any noticeable color patches on top of it to accommodate the text or the logos.



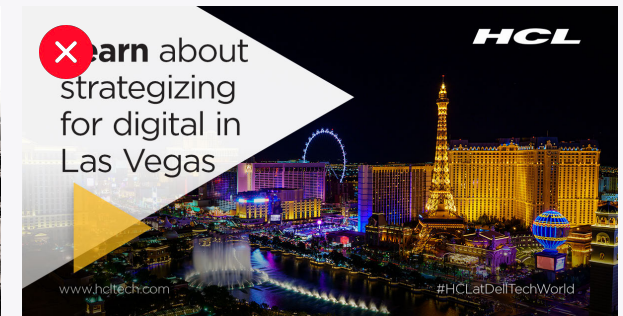
Inverse-route creatives cannot have sub-headlines



Non-clickable CTAs cannot be used



No unnatural patches to accommodate logos or text permissible



Photos of destination venues are not relevant unless your message focusses on the venue and not the content or context of your participation



Text cannot be placed on the image



Only one logo besides the HCL logo can be added

Videos

All guidelines pertaining to logo placement, colors, and typography styles are to be followed for videos as well.

The HCL logo can only be placed in the video when the background behind the HCL logo is of a permissible solid color.

All videos are to end with the HCL tech video endplate.

Any other logos, text units such as hashtags or URLs added to run the duration of the video should be kept with lowered opacity of 60%



Download **Video Endplate**

Links available at the end of the document



Video Endplate



Brand Assets

The Brand Assets gallery hosts the latest brand resources which you can use to keep your communications in sync with the brand guidelines outlined in this document.

These pre-approved assets make your contribution towards a stronger and uniform brand through consistent communications effortless, whether you are communicating internally, or with external audiences.


Visit the Brand Assets gallery

bit.ly/hclbg

↓

Templates & Signatures

PowerPoint Template
Adobe Illustrator Template
E-mail Signature



↓

Logos & Libraries

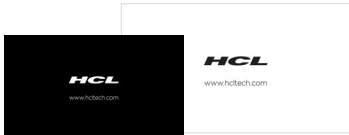
HCL logo vectors
Adobe CC libraries



↓

Footers & Endplates

Mail footer
Print Boilerplate
Presentation endplate
Video endplate



↗

Images +

↗

SlideStock +

↗

Queries?

Contact us

Stationery guide

The stationery guidelines lend a consistent visual identity to letterheads, business cards, and envelopes across HCL. While customizing stationery, the following must be adhered to:

- The three companies of HCL include HCL Technologies Ltd., HCL Infosystems Ltd. And HCL Healthcare Pvt. Ltd. All other entities are subsidiaries, divisions or joint ventures of either of the above.
- The company name must always be written in capital letters (e.g. HCL Infosystems Ltd.).
- Website addresses other than the enterprise website address (e.g. www.hcltech.com, www.hclinfosystems.in), should appear immediately after the address details, but must precede the enterprise website address (www.hcl.com).
- The contact details must end with the enterprise website www.hcl.com (in Pantone 293).
- In case of a wholly-owned subsidiary company, the subsidiary name must be written first (in Pantone 293) followed by the parent company name in the next line in brackets (in Black) e.g.

HCL GREAT BRITAIN LTD.

(A subsidiary of HCL TECHNOLOGIES LTD.)

HCL INFINET LTD.

(A subsidiary of HCL INFOSYSTEMS LTD.)



Stationery guide

Business cards

The front face of the card to carry the following:

- Employee Name
- Designation - Team
- Preferred pronoun (optional)

The reverse to carry the following:

- Company name
- Company address
- Contact details and website(s)

Front (Option 1)

6mm

51mm

3mm

89mm

Font: Helvetica Neue Family

Name Surname 77 Bold Condensed | Size: 8pt | Color: Pantone 2935C

Illustrative Designation 57 Condensed | Size: 7pt | Color: CMYK 0/0/0/100
Leading: 9pt | Kerning: 20

HCL

Front (Option 2 with pronouns)

1/2x

x

Font: Helvetica Neue Family

Name Surname 77 Bold Condensed | Size: 8pt | Color: Pantone 2935C

(They/Them/Their) 57 Condensed | Size: 7pt | Color: Pantone 2935C

Illustrative Designation 57 Condensed | Size: 7pt | Color: CMYK 0/0/0/100
Leading: 9pt | Kerning: 20

HCL

Back

6mm

Font: Helvetica Neue Family

HCL CORPORATION PVT. LTD. 77 Bold Condensed | Size: 8pt | Color: Pantone 2935C

E-4, Sector 11, NOIDA 201 301, U.P. India

T +91 120 2538958 | D +91 120 4321197 | F +91 120 2445969

M +91 9810005363 | E-mail: abcdefg@hcl.com

f /HCLEnterprise 57 Condensed | Size: 7pt | Color: CMYK 0/0/0/100

t @HCLEnterprise

in /HCLEnterprise

www.hcl.com 57 Condensed | Size: 7pt | Color: Pantone 2935C

Back (HCL Technologies)

Font: Helvetica Neue Family

HCL Technologies Ltd. 77 Bold Condensed | Size: 8pt | Color: Pantone 2935C

ODC, 2nd Floor, Tower 5
Technology Hub, SEZ, Sector 126,
Noida - 201301, India

T +91 120 2538958 | D +91 120 4321197 | F +91 120 2445969
M +91 9810005363 | E-mail: abcdefg@hcl.com

f /HCLTechnologies 57 Condensed | Size: 7pt | Color: CMYK 0/0/0/100

t @HCLTech

in /company/hcl-technologies

www.hcltech.com 57 Condensed | Size: 7pt | Color: Pantone 2935C

Stationery guide

Envelope

There are two envelope sizes available:

Business size:

114.3mm (height) X 254mm (width)

Manila size:

304.8mm (height) X 222.25mm (width)

All printable matter to be 5mm away from the edges.

All envelopes should carry the following:

Company name

Company address

Contact details and website(s)

The diagram illustrates the layout of a business envelope. The overall dimensions are 254mm in width and 114.3mm in height. A 5mm margin is specified on the top and left edges. The content area contains the following text:

HCL CORPORATION PVT. LTD.
Corporate Towers, HCL Technology Hub
Plot no: 3A, Sector 126, NOIDA 201304, U.P., India
Tel: +91 120 4306000, Fax: +91 120 4310327
Registered Office: 44, Friends Colony (East), New Delhi - 110065
www.hcl.com

The HCL logo is positioned at the bottom right of the envelope, with a 5mm margin from the right edge. The logo itself is 40mm wide and 2x the height of the text above it. The text above the logo is 5mm high and 1/2x the width of the logo.

Font: Helvetica Neue Family
Font: 77 Bold Condensed (All caps) | Size: 8pt | Color: Pantone293
Font: 57 Condensed | Size: 7pt | Color: Black | Left Indent: 7pt
Font: 57 Condensed | Size: 7pt | Color: Pantone293

Stationery guide

Letterhead

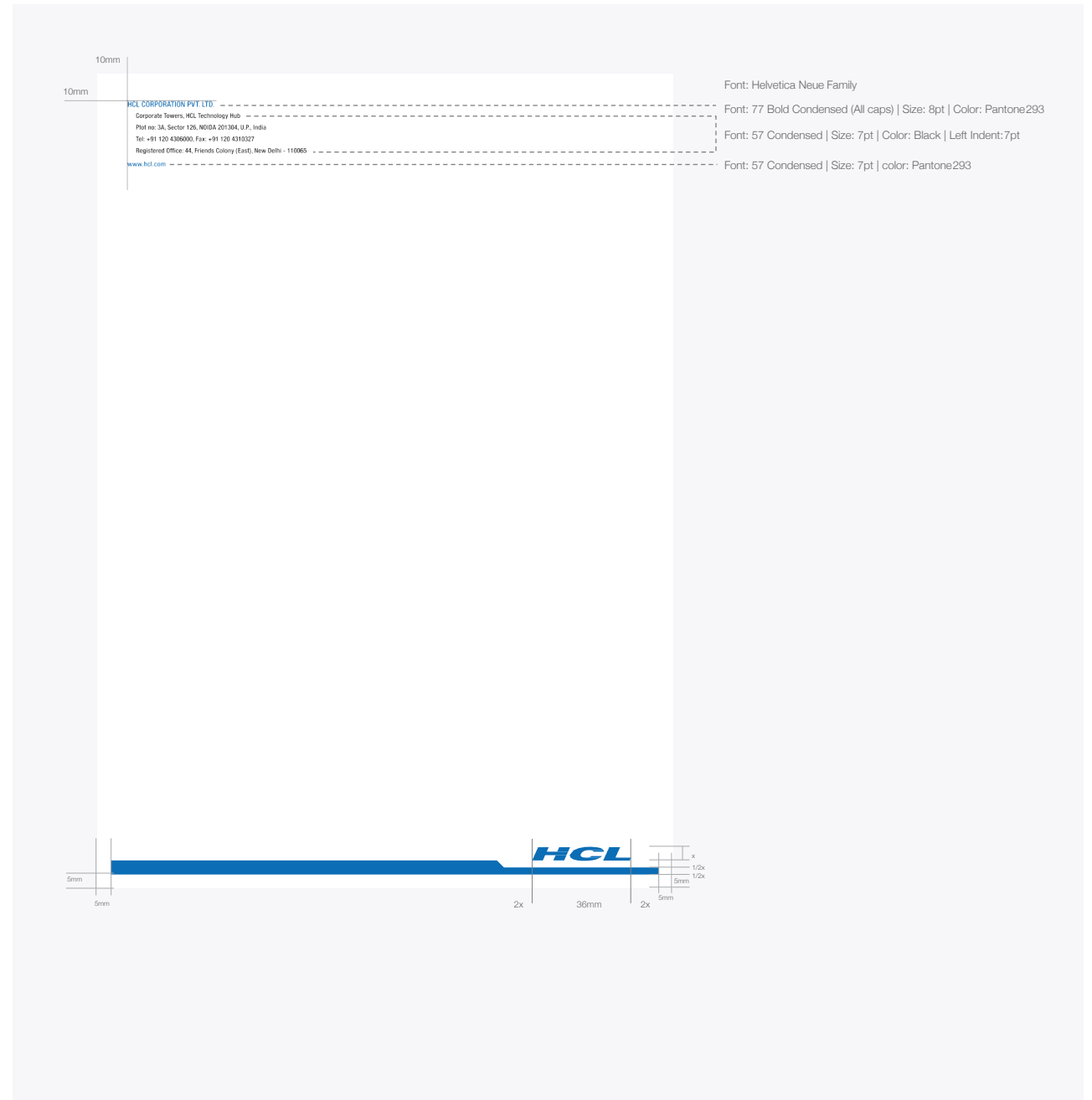
Size of the letterhead should be
210mm (width) X 297mm (height)

All printable matter should be 10 mm away
from the edges.

All letterheads should carry the following:

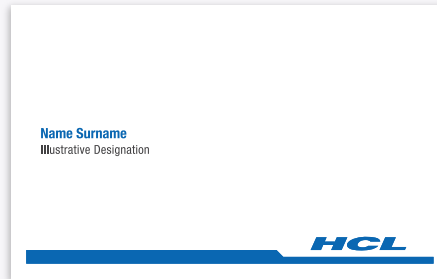
- Company name
- Company address
- Contact details and website(s)

It is mandatory to put the registered office
address/ registration number on letterheads.

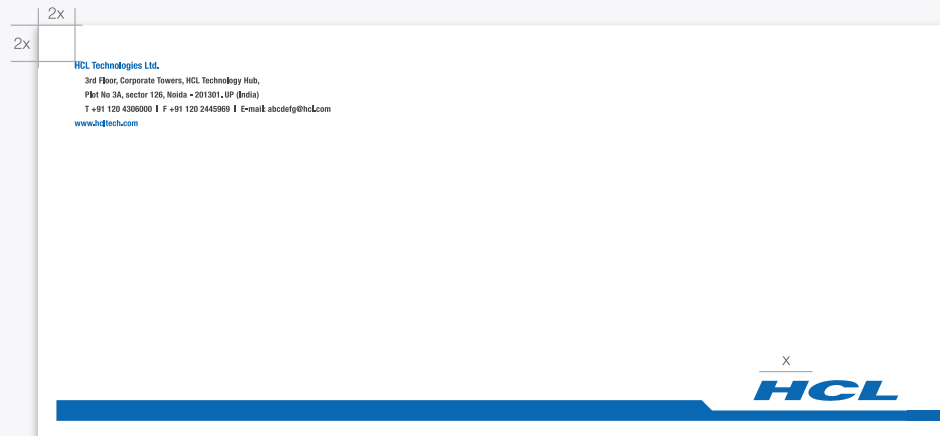


Stationery guide for HCL businesses

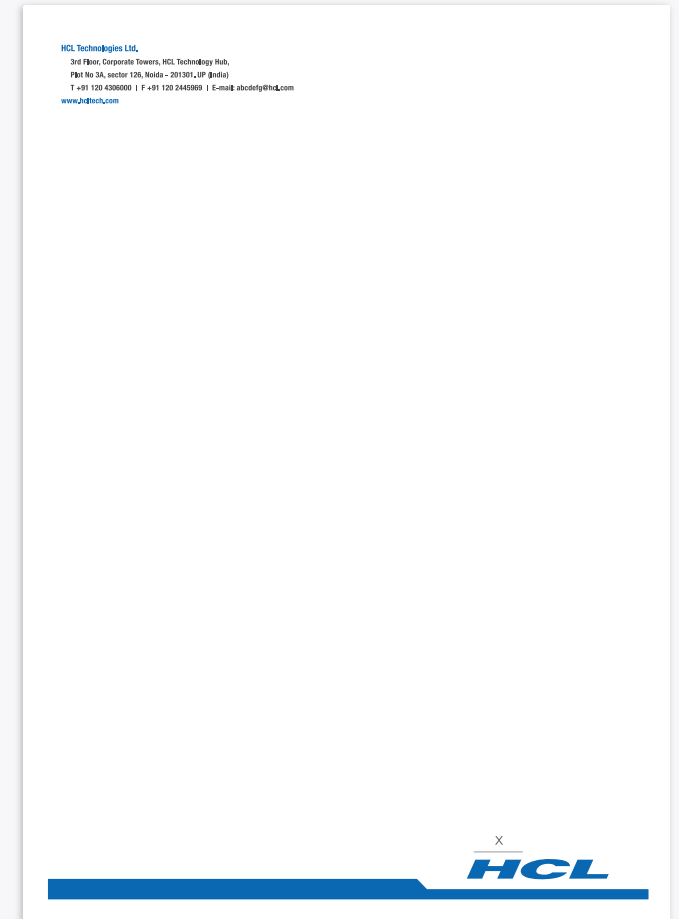
Download template



business card



envelope

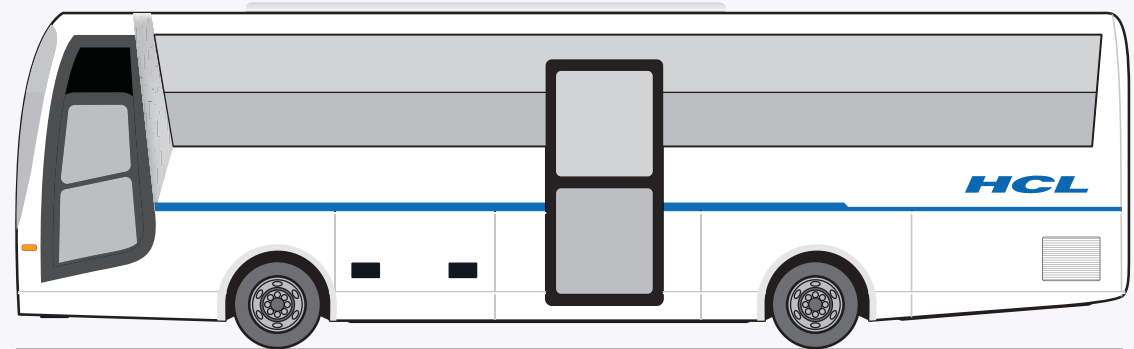
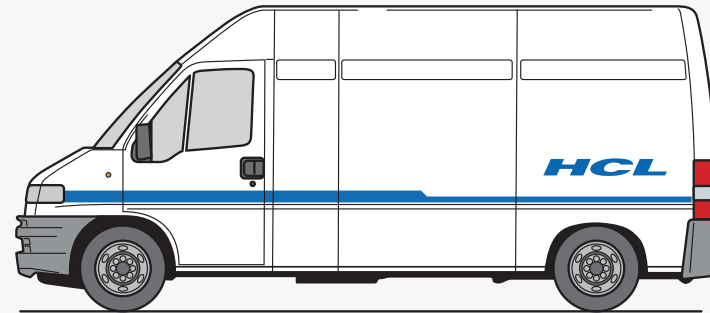


letterhead

Vehicle branding guidelines

The logo used on the vehicles must follow the established ratio guidelines, including an exclusion zone around the logo.

There must be no clutter around the logo, and it must stand out prominently.



Office branding

Exterior

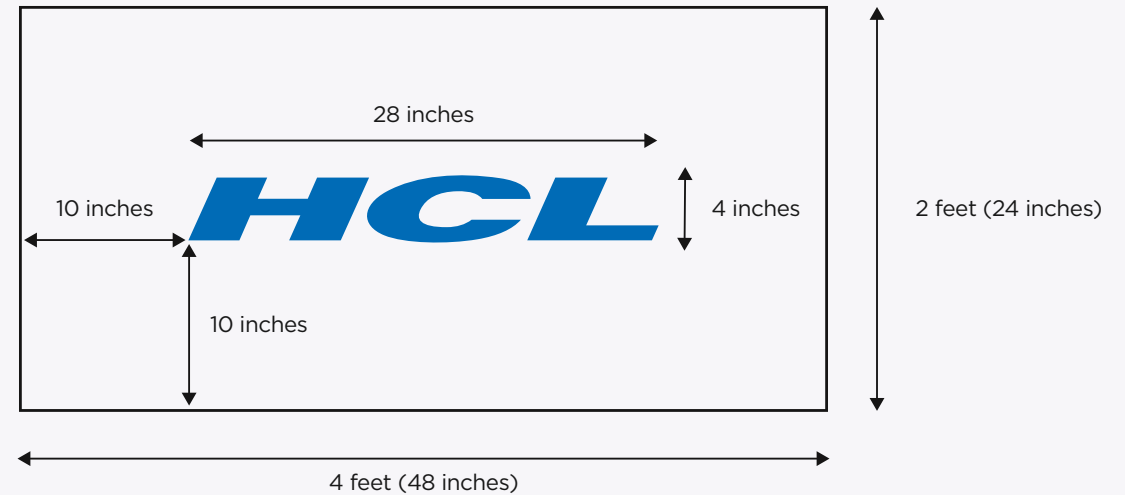
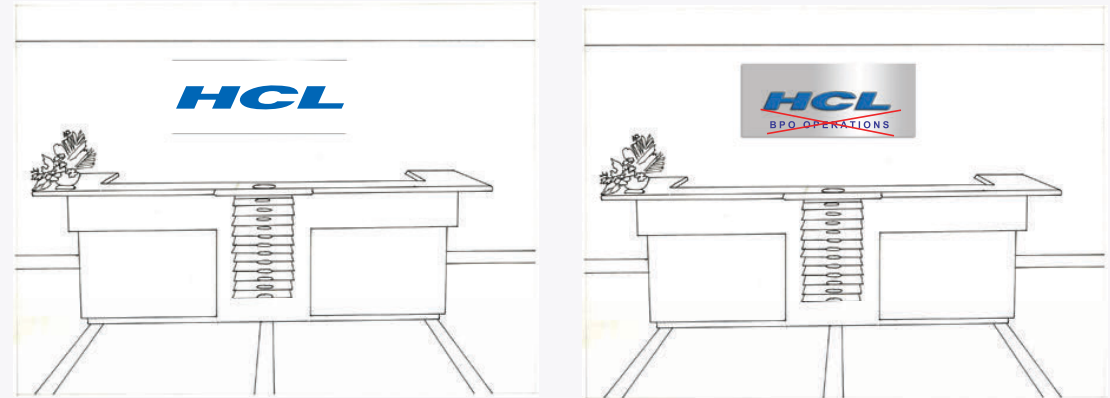
External branding will only have the HCL logo.



Office branding

Interior

Interior branding can change according to the HCL Corp entity in consideration.



Merchandise branding

The branding cannot be more than 50% of the visible space - minimum 25% - Bag, mug, pen, bottle, etc.

According to the collateral, the logo will be used horizontally or vertically.

For merchandise, primary and secondary colors are permitted as backgrounds in permissible combinations.



Merchandise branding

Bags and accessories

The branding cannot be more than 50% of the visible space - minimum 25% - Bag, mug, pen, bottle, etc.

According to the collateral, the logo will be used horizontally or vertically.

For merchandize, primary and secondary colors are permitted as backgrounds in permissible combinations.



Merchandise branding

Clothing

Below are the only permissible logo and clothing color combinations.

Permissible combinations



Refer to the [permissible logo backgrounds](#) for more details.



Identity card

Height 85 mm

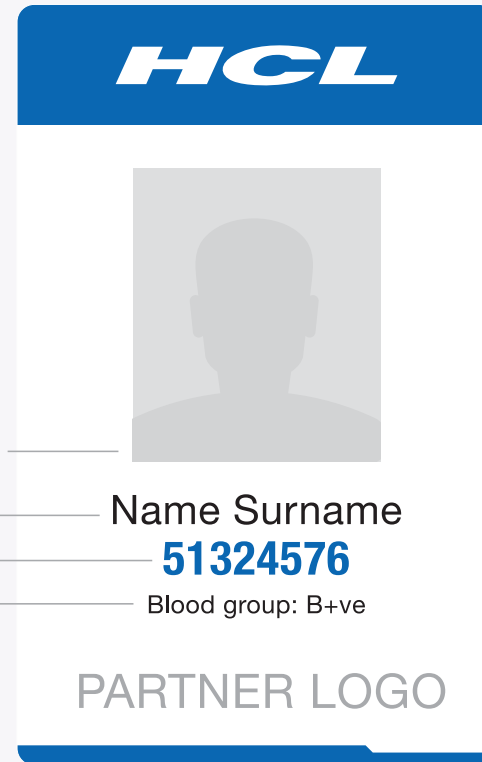
Width 54 mm

Employee's photograph: 28 mm (w) X 33 mm (h)

Font: Helvetica Neue Regular | Size: 14pt

Font: Helvetica Neue Bold | Size: 18pt

Font: Helvetica Neue Regular | Size: 9pt



If found please return to/call:

HCL Technologies Ltd.

A-10/11, Sector-3

Noida 201301

India

Toll Free: 1-800-xxx xxxx

Phone: xxxxxxxxxx

54 mm (w) X 85 mm (h)

Font: Helvetica Neue | Size: 10pt

E-mail signature

The signature is an extension of brand HCL in all your e-mail communications.

This template represents a corporate mandate and is to be strictly adhered to by all employees.

Teams can add a custom communication in the designated area below the HCL logo. Such communications must always pertain to the business.

Customizations can only be added as an image and must follow the guidelines specified in this document.

[Download template](#)

To: JohnSmith@hcl.com

Subject: Title of the email

Hello there!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc imperdiet sem eu convallis pellentesque. Fusce vel orci in metus vehicula rhoncus. Vivamus id sapien tellus. Suspendisse dignissim ante vitae posuere tristique. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc imperdiet sem eu convallis pellentesque. Fusce vel orci in metus vehicula rhoncus. Vivamus id sapien tellus.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc imperdiet sem eu convallis pellentesque. Fusce vel orci in metus vehicula rhoncus. Vivamus id sapien tellus. Suspendisse dignissim ante vitae posuere tristique. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc imperdiet sem eu convallis pellentesque. Fusce vel orci in metus vehicula rhoncus. Vivamus id sapien tellus. Suspendisse dignissim ante vitae posuere tristique. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Thanks & Regards,

Name

Designation - Team

HCL Corporation Pvt. Ltd.

Address line 1,

Address line 2,

Tel: XXXXXXXX Extn: (xxxx) (Optional)

Mob: +91-98XX XX XXXX (Optional)

www.hcl.com

HCL

| x

Area for business communication

<8x

Fact file (footer)

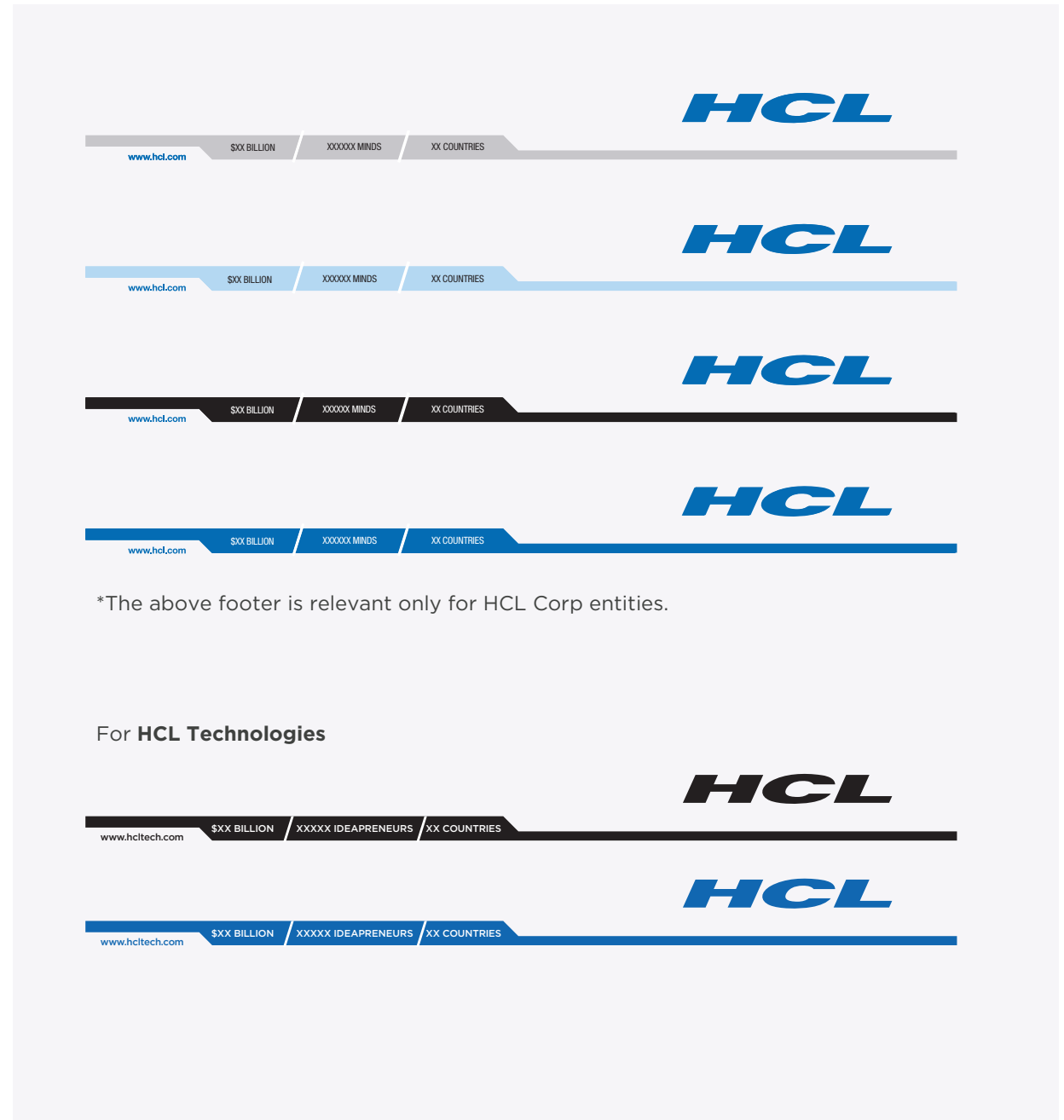
For use in RFP documents, mailers, proposals, and other internal communications.

The fact file reflects business performance and would be updated every quarter.

[Download template](#)

Footer for HCL Tech

[Download template](#)



Changelog

[Index](#)

All notable changes to this project will be documented here.

1.0.2 — September 2019

First official release

1.1.0 — February 2020

- Added Typography for HCL Enterprise
- Added logo use guidelines for partner collaterals
- Added recommended digital and print color profiles
- Revised color codes corresponding to recommended color profiles
- Added download buttons in relevant sections

1.1.1 — May 2020

- Reduced opacity of copy now mandatory only for light backgrounds

1.1.2 — June 2020

- Revised method to apply gradient in colored backgrounds
- Simplified and re-articulated rules
- Minor updates, fixes and reorganization

1.1.2.1 — May 2021

- Changes to business card format to include the employees' preferred pronoun





Remember that our brand story grows stronger with the time and effort that you put towards consistently designed communication.

Our guidelines shall evolve as our brand evolves. The most up to date version of the brand guidelines and brand assets can always be found at Sales Central.

Brand assets tied to our company numbers are updated quarterly following the announcement of our quarterly results.

The guidelines in this document have been reviewed and approved by leadership across HCL Technologies and HCL Enterprise.

This document is maintained by the HCL Technologies brand team. Should you have any additional questions, or suggestions about the brand guidelines and its application in design, please write to us at the address below:

Abhishek.Atre@hcl.com - HCL Technologies
HCLTBrand@hcl.com

Rajat.Chandolia@hcl.com - HCL Enterprise
Brand@hcl.com