



### THE MONOGRAM

Company history has it that the L&T Monogram was designed by a Danish engineer, Otto Begtrup-Hansen, in the early 40s when L&T began its foray into manufacturing.

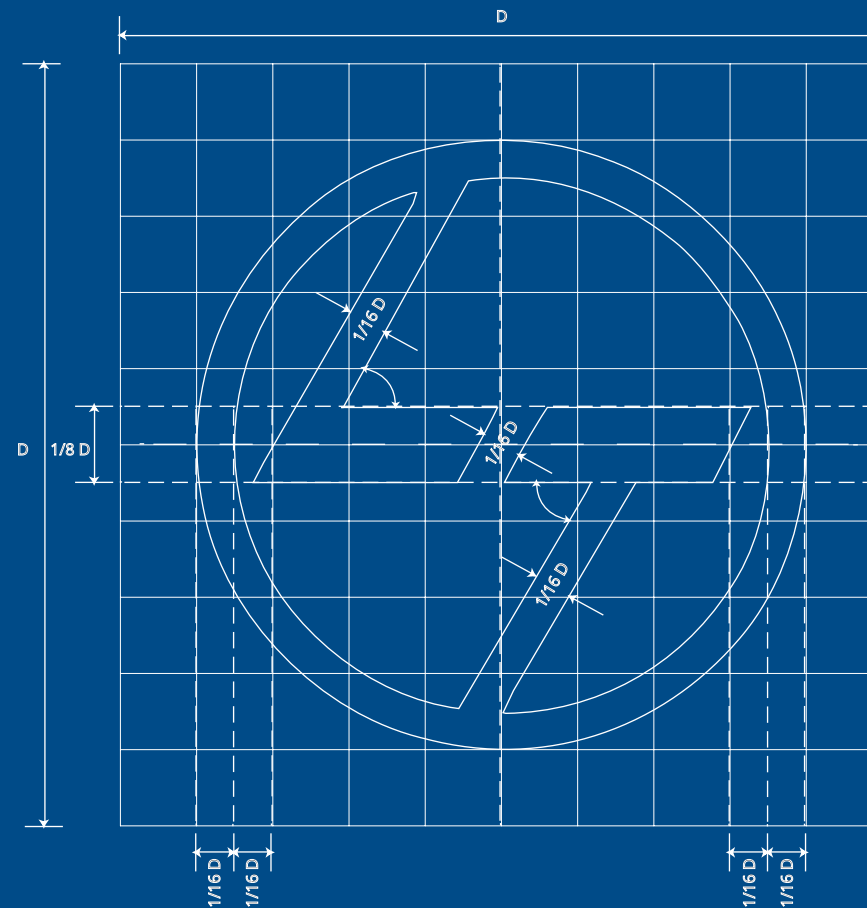
The L&T Monogram is one of the most recognised and respected trademarks in India. Its dimensions are sacrosanct and it is to be used in strict adherence to L&T's brand identity rules in various contexts and applications (as explained in this manual).

The Monogram comprises a stylized, geometrically balanced 'L' and 'T' placed inside a circle. The typographical characteristics of the two letters originate from the mechanical symmetry of the design rather than being inspired by any existing typeface.

The technical specifications for constructing the Monogram are as illustrated:

#### IMPORTANT:

The Monogram must always be sourced from the Corporate Brand Management & Communications Department, L&T Group, Mumbai.



**D = Outer diameter of L&T Monogram**

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# LOGO ASSETS

The corporate brand is most often represented visually by our signature - the L&T Technology Services logo. Placing this logo on external communications, proposals, internal memos, or any other document or online communication instantly communicates a level of importance, seriousness, and commitment.

The brand is also communicated through a combination of secondary elements including other corporate logos, the data stream, color palette, typography, and graphic styles.

## WHEN TO USE THE L&T TECHNOLOGY SERVICES LOGO

The logo should appear on all formal communications where the intention is to deliver information to or request information from a person or an organization, where the communication is sent on behalf of, and/or impacts L&T Technology Services.

## LOGO GUIDELINES

Ensure proper usage and placement of L&T Technology Services logo and associated elements. Follow these guidelines to ensure that the logo is being represented in an appropriate and consistent fashion.

The name 'L&T Technology Services' always appears as a single unit in all communications.



The logo does not include a tagline at this time. No other words or symbols should ever be attached or placed in association with the logo. The logo must never be altered or modified in any way.



## MINIMUM CLEAR SPACE PROTECTION

It is essential that the logo remain free of graphics, photography, typography, and other elements. The logo must always be the most legible and viewable element in any given graphic space.



Minimum  $1/3 D$  Clear space from all side

## THE $1/3 D$ RULE

A simple rule of  $1/3D$  applies to all usage of the logo. If  $D$  is the diameter of the L&T monogram, then a distance of  $1/4D$  must be maintained between the the Tier 1 Secondary Brand Mark of L&T Technology Services and the Monogram.

The Tier 1 Secondary Brand Mark of L&T Technology Services will have a height of  $1/3 D$  with respect to the Monogram. Additionally a minimum of  $1/3D$  clear space is to be maintained on all sides while using the logo.

## PROPORTIONS OF THE LOGO

The logo proportion must never be altered. Particular attention should be given when placing the logo in an application (such as Microsoft Word, or PowerPoint), where the image proportions can be changed by dragging the corners of the picture window box. Hold down the Shift key when dragging a corner to maintain the correct aspect ratio.

# LOGO DOs & DON'Ts

## LOGO USAGE

The Logo is a critical element of L&T Tehnology Services brand identity system, and under no circumstance must it be treated as a design element.

DO NOT use effects on the Logo.

DO NOT add different colour shades to different parts of the logo

DO NOT use abbreviations of the company name

DO NOT stretch the logo

DO NOT change its diametric, skew or angle it.

DO NOT use the Monogram as a design element



## PERMITTED SOLID FILLS

L&T Black, L&T Blue, L&T Grey

## FILLS

DO NOT use fills within the circle of the Monogram.

DO NOT use gradient or vignette fills.

DO NOT use non-prescribed colours.



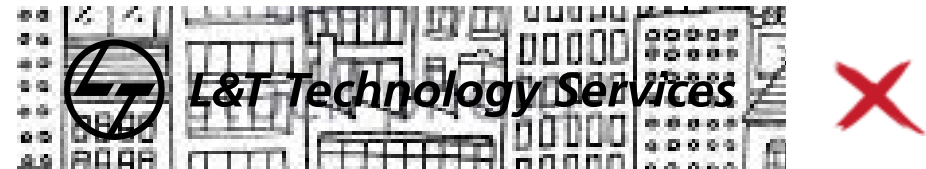
PERMITTED USAGE ON SOLID BACKGROUNDS

L&T Black on L&T Yellow  
White on L&T Blue. White on L&T Black  
L&T Black on Grey (K 30%)



BACKGROUNDS

DO NOT use against a ground that has a gradient fill.  
DO NOT use against textured ground.  
DO NOT use against cluttered ground.



**NOTE:** The Logo or Monogram may be used as a watermark. e.g. on a memo pad. For details please refer to the section on required application.

All examples are indicative of usage rules.