

From: Bansal Jyoti Kumar

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To: Shenbagam M <mshenbag@tatapower.com>; Bhaskar Sarkar <bhaskar.sarkar@tpnodl.com>; Gajanan Kale <gajanan.kale@tpwesternodisha.com>; Arvind Singh <asingh@tpsouthernodisha.com>

Cc: Banga Sanjay <sanjay.banga@tatapower.com>; Gaur Siddharth <siddharth.gaur@tatapower.com>; Patki Saurabh <saurabh.patki@tatapower.com>; Yevale Kailash <kailash.yevale@tatapower.com>; Gupta Praveen <praveen.gupta@tatapower.com>; Chaurasia Ruchi <ruchi.chaurasia@tatapower.com>; Chive Bhalchandra <bdchive@tatapower.com>

Subject: FW: logo usage guidelines for Internal & External Communications for Odisha

Dear Odisha Discom CEOs

In an effort to standardize the brand visibility and ensure a uniform look and feel to customers and internal & external stakeholders, the Communications and Branding team has created comprehensive documentation to make it easy for you and your teams to use the branding in the correct manner.

Please find attached the logo usage guidelines for Internal & External Communications. The attached files contains two logo types

1. **Composite Logo** comprising Company logo, Company Name & mandatory JV descriptor – To be used in all External Communication/branding (News Paper Ad's, Hoardings, Banners at Customer Care Sites, Branding at Customer Care Centres, Maintenance & Operation Fleet, Companies Offices, Installation, Office Addresses, Letter Heads & Business Cards. This logo is to used ONLY as a composite and **not** as its individual components in any circumstances.
2. **Standalone Discom logo** – for Internal Communication like News Letter for employees, Posters for notice board, certificates, internal emailers & Employee Merchandise. Please note that this is to be used ONLY for internal communications and NOT for any external communications where any non-employee will come in contact with the communication.

Important Don'ts

1. Do not embed the mark in the body of a text
2. Do not place the mark over a texture
3. Do not place the mark over an image
4. Do not place over a pattern
5. Do not place mark over a color that makes it indistinguishable



Request you to kindly cascade this to all the brand custodians/ communication teams / admin/ CSR/ Sustainability teams and creative/advertising agencies. You may also consider circulating the same to all the employees through Internal Communication Sandesh with directions of strict adherence. You may also encourage employees to report any deviation to your respective SPOCS on same.

In case of any doubts / clarifications needed, [@Chaurasia Ruchi](#) and [@Chive Bhalchandra](#) are the contact points in the central team.

Regards,
Jyoti Kumar Bansal
Chief-Branding, Communications, CSR, Sustainability
The Tata Power Company Limited, Carnac Bunder, Mumbai 400 009
Maharashtra, India