

Logo
Colours
Icons
Typography

The brand elements

Brand elements are the building blocks of our visual identity – the logo, the colours, the icons, the typography.

Creativity in design is about combining these elements to create a strong visual representation for the brand.



The brandmark ratio

Our logotype is our brandmark.

The brandmark is the signature of our brand identity.

It is modern, simple, yet recognisable.

The mark is designed to tell the story of integration and act as one.

The brandmark should be used in the gradient version wherever possible.

The brandmark width is 3.16 times its height (X). The letter spacing is $\frac{2}{3}$ rd the width (Y) of the stem of any alphabet in the Adani font.

All versions of the brandmark are collected in a suite.

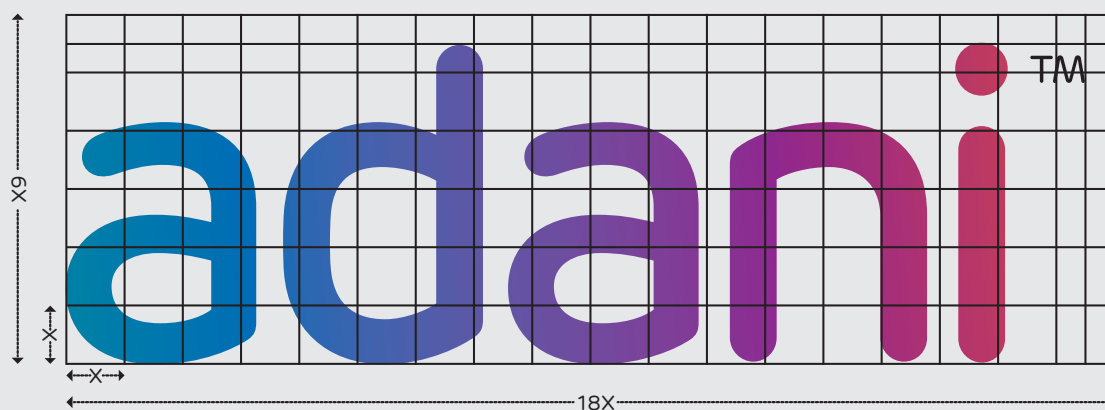


Refer to the artwork library provided

The logo grid

As far as possible, the logo should be reproduced using an electronic artwork. However, in rare manual applications, the proportions should follow the grid indicated below.

The grid is formed using 108 blocks of 1 : 1 proportion. It is divided into 18 blocks horizontally and 6 blocks vertically [proportion of 1 : 3]. The logo begins at the half of the 1st row from top and ends at the half of the 17th column from the left.

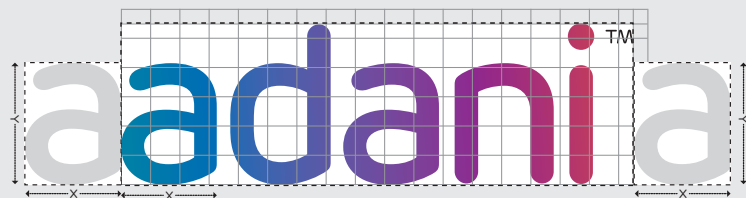


Logo exclusion zone

An exclusion zone is indicative of clear space to be left around the logo. No other element should encroach into this area. The exclusion zone for our logo is marked by the height and width of the 'a' on all four sides as indicated below.



In extreme scenarios , when there is lack of space while placing the logo, vertically or horizontally, please follow the placement as indicated below.



Logo placement & minimum size

The logo should be placed in one of the four corners following the margin of the document when applied on printed materials such as stationery, brochures or any other communication materials.

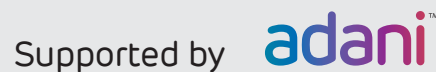
In order to avoid problems with printing limitations and to keep our logo clearly recognisable, please do not use the logo that is smaller than 10mm in width.



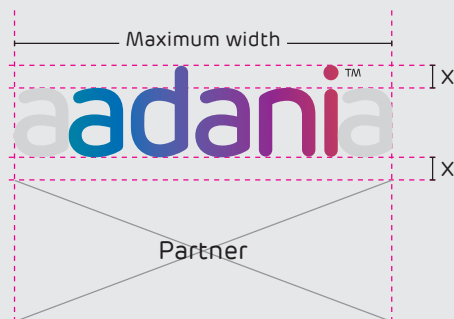
The only instance in which the logo can be placed in the centre is when the logo and the three pmonics are the only design elements present . For example the backdrops, dangles, wobblers etc.

Logo prefix & suffix

Endorsement : In case we endorse another brand, product or service please use the endorsement line as shown in the example on the right hand side.



Partnership : Whenever we engage in business with another brand, we use a lock-up. The partner logo must appear in the specified area as shown in the example on the right hand side. Try to visually balance both logos without compromising either brand.



No other visual form of representing endorsement or sponsorship is acceptable.

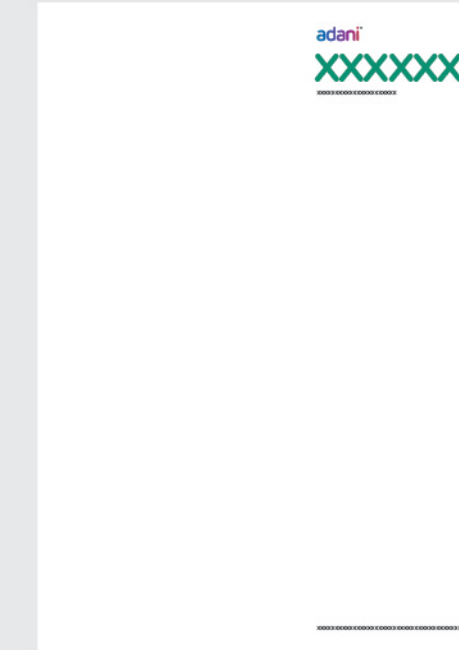
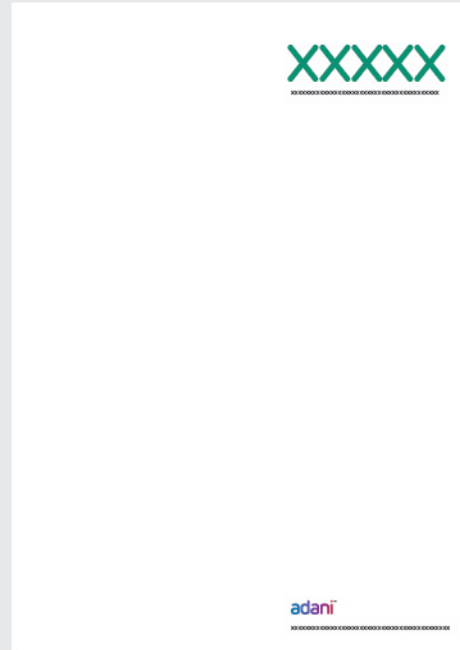
Other venture

In cases where Adani needs to maintain its identity with another brand identity (owned by the Adani group itself) or with somebody in a different category, we need to follow the mentioned below option.



Adani Hospitals
Mundra

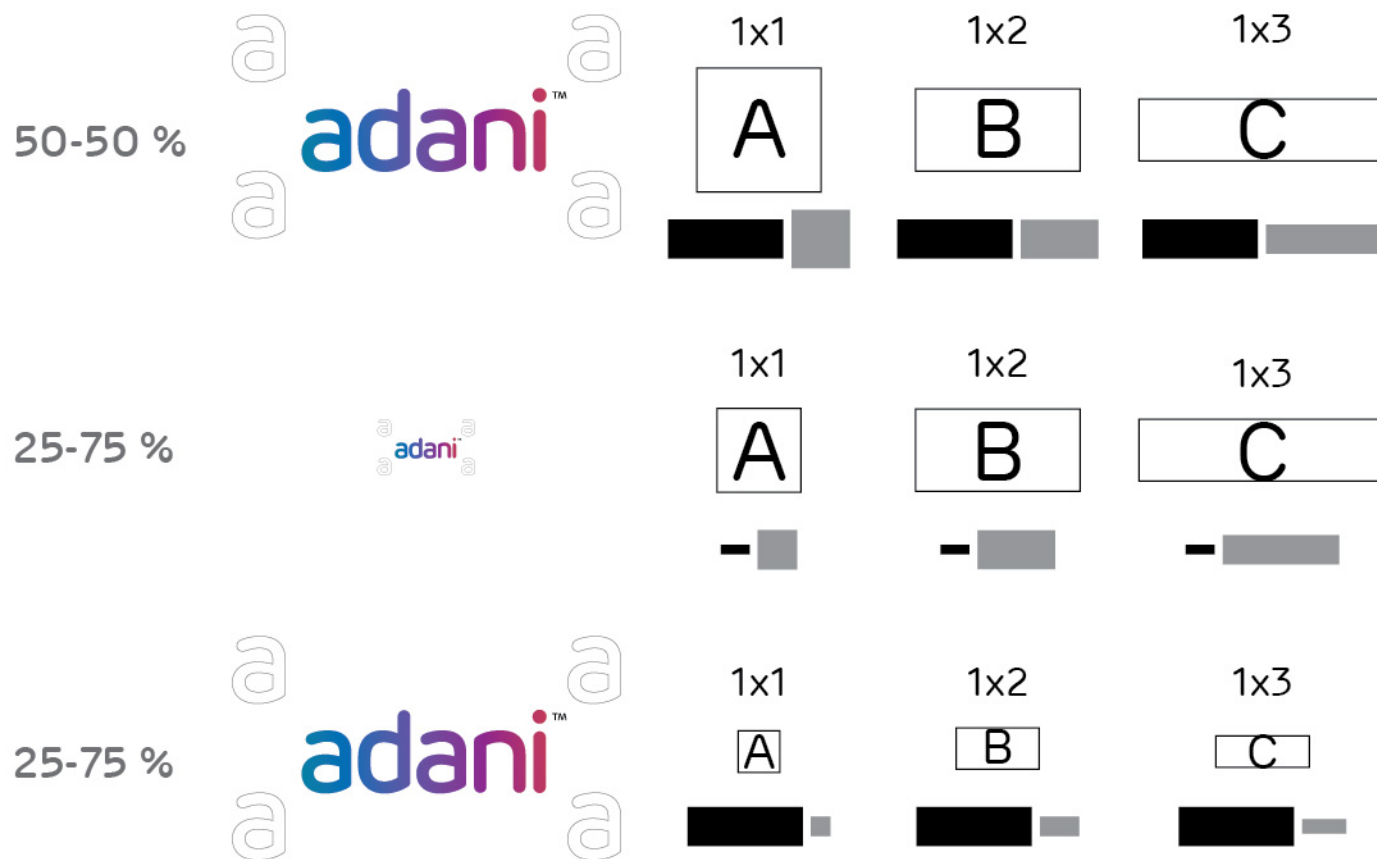
[illegible][illegible]



Note: In other cases, we can also consider the following above mentioned options.

Joint Venture

Please note, partner logo proportions will depend on the stake they have in the JV.



If partner logo is in proportion of 1x1, we need to maintain it like OptionA.
 If partner logo is in proportion of 1x2, we need to maintain it like OptionB.
 If partner logo is in proportion of 1x3, we need to maintain it like OptionC

Note:

- In a JV, logo proportions mainly depend on the stakes both parties acquire, but that is not the only thing to be considered, it also depends on the consent of both parties.
- Also, while entering the international market, if a national player is planning a merger with an international based company, the later should have higher weightage in the logo.



Adani logo gradient

Our brandmark is carefully crafted. Our primary colour palette is the gradient. The gradient is a symbol of 3 businesses coming together.

It is energetic, active, bright and spirited. Conveying our personality, our colours used singularly and together will build a distinct visual language, that is instantly recognisable and unique.

To ensure consistent usage, please refer to the master artwork provided. Please do not alter or recreate the gradient of the brandmark.

Do not recreate the logo in any form whatsoever.

The use of the gradient should be done sparingly and should not be done on any other word except Adani. The logo is a sacrosanct identity and is not to be used in lieu of the word Adani in company names and documents. Any use of the logo should be undertaken with the consent and knowledge of the communication team member of the respective business or the head corporate communication team of group.

adani™

adani

gradient
angle-10°



0

C-82 / M-0 / Y-80 / K-0
R-0 / G-177 / B-107
HEX : 00B16B



35

C-91 / M-56 / Y-0 / K-0
R-0 / G-109 / B-182
HEX : 006DB6



65

C-52 / M-100 / Y-0 / K-0
R-142 / G-39 / B-143
HEX : 8E278F



90

C-0 / M-86 / Y-100 / K-0
R-240 / G-76 / B-35
HEX : F04C23

Adani colour palette

Background colour:

The Adani logo can be used on a grey background also. Please make sure to use the right value of grey.

Whitespace:

Whitespace is an integral part of our expression. Please make sure to include a high percentage of white in all applications as it supports our clean and simple look and feel.

Secondary colour palette:

We use different colours to colour code different parts of the group :
Green for Resources, Blue for Logistics and Orange for Energy. The colours are applied on top of black and white photography (multiplied) or in various illustrations.

Spectrum colour palette (for individual groups):

The illustration of the integrated model and the icons for Resources, Logistics and Energy use a subtle gradient of colours. Please make sure not to apply this gradient anywhere else.

Adani gradient

CMYK : 82 / 0 / 80 / 0 RGB : 0 / 177 / 107
CMYK : 91 / 56 / 0 / 0 RGB : 0 / 109 / 182
CMYK : 52 / 100 / 0 / 0 RGB : 142 / 39 / 143
CMYK : 0 / 86 / 100 / 0 RGB : 240 / 76 / 35
Angle : 10°

Background Grey

C-0 / M-0 / Y-0 / K-10
R-230 / G-231 / B-232
HEX : E6E7E8

White space

CMYK : 0 / 0 / 0 / 0
RGB : 255 / 255 / 255
HEX : FFFFFFFF

Secondary colour palette

Resources green

C-55 / M-0 / Y-100 / K-0
R-128 / G-195 / B-66
HEX : 99CC33

Logistics blue

C-85 / M-40 / Y-0 / K-0
R-0 / G-130 / B-198
HEX : 0099CC

Energy orange

C-0 / M-70 / Y-90 / K-0
R-243 / G-112 / B-50
HEX : FF6633

Spectrum colour palette

Resources spectrum

Logistics spectrum

Energy spectrum

Logo in single colour & b/w

Single colour version:

Whenever we face problems due to printing limitations we have to use the single colour version of our logo.

adaniTM

C-52 / M-100 / Y-0 / K-0
R-142 / G-39 / B-143
HEX : 8E278F

Black and white version:

Whenever restrictions apply and it is not possible to use the coloured versions, a black and white version is available.

adaniTM

C-0 / M-0 / Y-0 / K-100
R-35 / G-31 / B-32
HEX : 231F20

Logo in reverse

In case the logo is used on the Adani gradient background, it should be used in white.



In case the spectrum cannot be printed due to printing limitations, the logo can be printed in reverse on the brand colour or black.



C-0 / M-0 / Y-0 / K-100
R-35 / G-31 / B-32
HEX : 231F20



C-52 / M-100 / Y-0 / K-0
R-142 / G-39 / B-143
HEX : 8E278F

Logo on other backgrounds

In case the gradient logo is used, the background should be either white or upto 6% black. In case of business dailies, the gradient logo can be used on the normal newsprint coloured background.



White



6% Black



Coloured background of
business dailies

Logo screen printed

Whenever we face problems due to printing limitations and have to use the screen printing process on materials other than paper, the logo should be used in single colour.

adaniTM



C-52 / M-100 / Y-0 / K-0
R-142 / G-39 / B-143
HEX : 8E278F

The screen printing process can also be used to print the logo in the Adani gradient colour palette on paper. The gradient can be printed using a finer screen of 85 dpi.

adaniTM



CMYK : 82 / 0 / 80 / 0	RGB : 0 / 177 / 107
CMYK : 91 / 56 / 0 / 0	RGB : 0 / 109 / 182
CMYK : 52 / 100 / 0 / 0	RGB : 142 / 39 / 143
CMYK : 0 / 86 / 100 / 0	RGB : 240 / 76 / 35

Angle : 10°

Logo embossed/engraved

Instead of being printed, the logo can also be embossed/engraved in case of some special edition brand merchandise. The logo can be embossed/engraved with a depth of 2-3mm depending on the material used.

Materials



Paper



Leather



Cemented wall

3-dimensional logo

The 3D logo can only be used in colour version on white or grey surface as illustrated below.



Incorrect usage of the logo



Please refer to the master artwork provided for consistent usage. Please do not alter or recreate the identity. Some examples of incorrect usage are demonstrated ahead.

a. Do not stretch

adaniTM

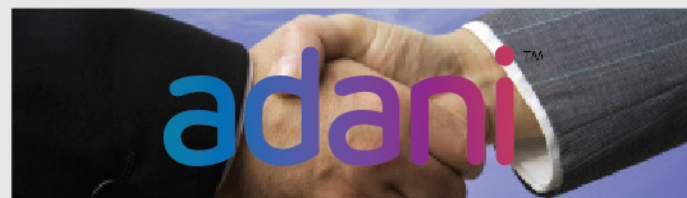
e. Do not place on any coloured backgrounds



b. Do not change the colour

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f. Do not add photographic backgrounds



c. Do not add effects

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g. Do not make any logo language iterations.

अदाणी

Note: When Adani has to be used in a sentence or copy itself, then use 'अ' of Devnagri script not 'न'

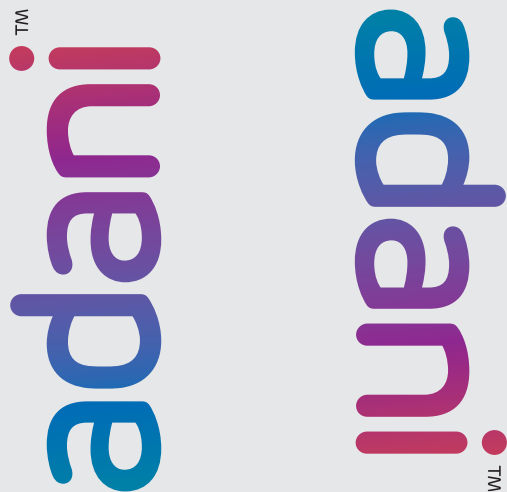
d. Do not rotate or distort the logo

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h. Do not add other elements

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i. Do not place the logo vertically



l. Do not split the alphabets in the logo and place them vertically



j. Do not tilt the orientation of the logo



m. Do not change the entire logo to capital case

ADANI

k. Do not change the case of alphabets in the logo

Adani

n. Do not add other elements to the logo

