



C O R P O R A T E I D E N T I T Y M A N U A L



brand guidelines

To effectively tell the story about Cairn India, certain steps have to be made to ensure that there is consistency within the communication materials developed and published. Consistency in design is key in creating a cohesive image to the external public and internal stakeholders.

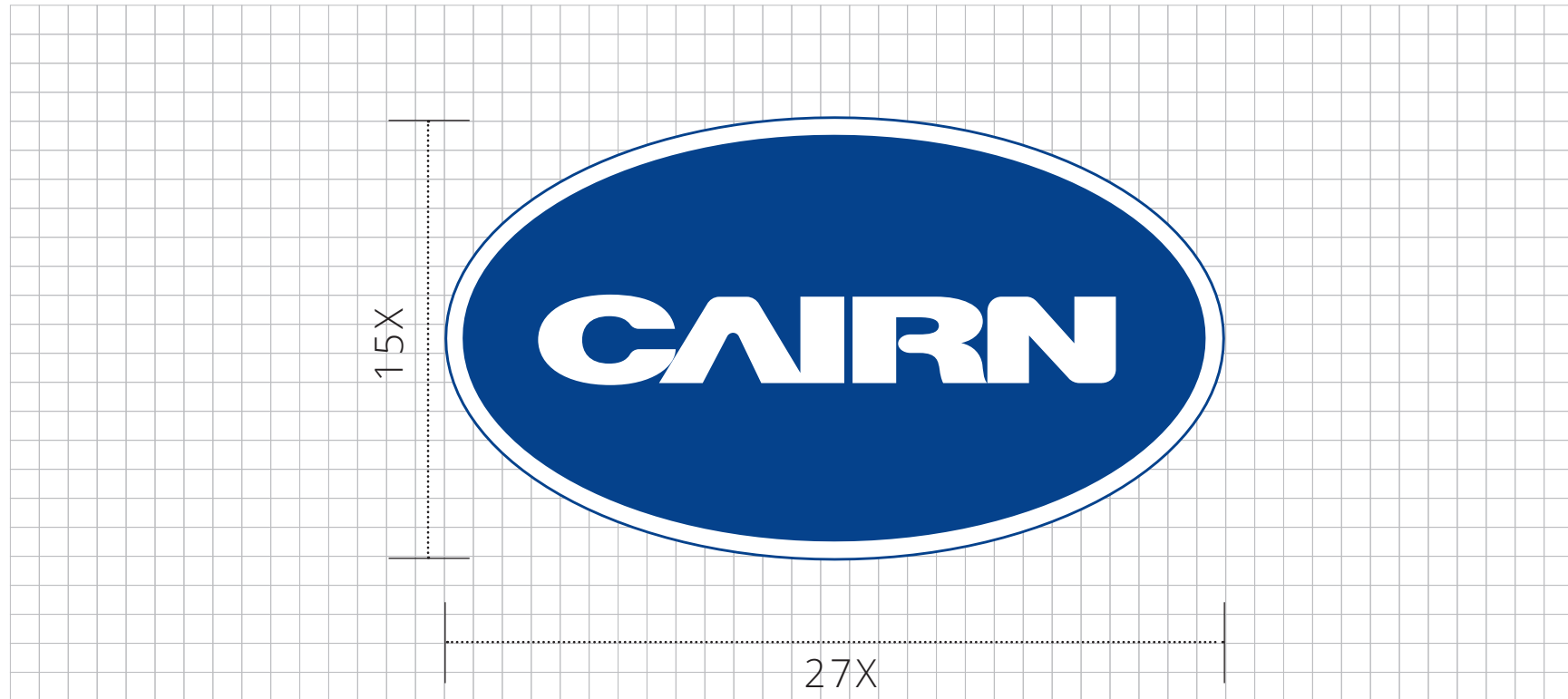
These guidelines aim to detail the best practices for logo usage in communication materials. This is created as an easy-reference tool and instructional guide in developing communications, while ensuring that the company's visual identity is represented in an accurate and honest way.

Adhering to these guidelines will help the brand to develop a strong brand identity in the long run, reflecting its brand positioning and desired image.



corporate logo

corporate logo (ratio)



The Cairn Oval is 9:5 in ratio (W:H)

corporate logo (colours)



-  PANTONE 7687 C
-  C100M78Y0K18
-  R0G69B129
-  WEB SAFE #003366

corporate logo - correct usage



PRIMARY APPLICATION



REVERSE APPLICATION



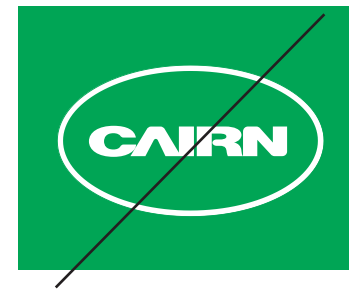
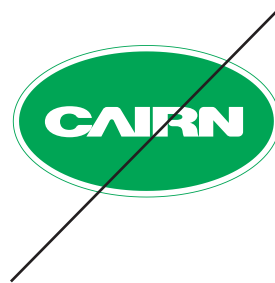
DARK BACKGROUND



LIGHT BACKGROUND

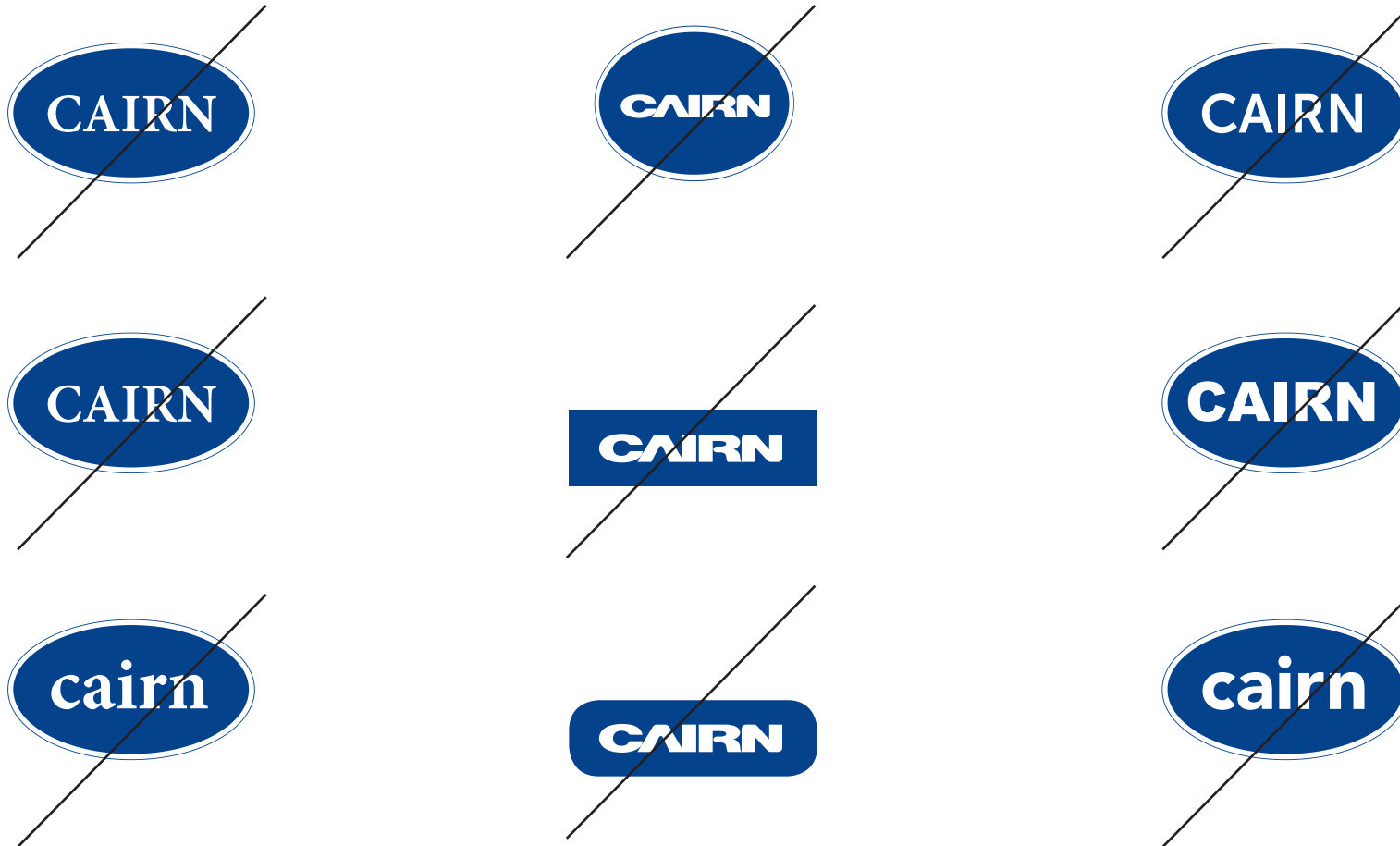
★ Corporate Logo in different backgrounds other than white or Cairn blue is allowed only in specific cases where material/or creative do not blend. Prior approvals are required from Cairn India Corporate Communications Department to implement above applications.

corporate logo - incorrect usage



Incorrect usage of the logo. Cairn corporate logo cannot be used in any other colour than corporate Cairn blue. All the above examples and any resemblances as above should never be used in any circumstance.

corporate logo - incorrect usage



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