

TATA POWER DISCOM

BRAND IDENTITY GUIDELINES

TPC⚡DL | TPN⚡DL | TPS⚡DL | TPW⚡DL

(A Joint Venture of Tata Power and Government of Odisha)

Tata Power DISCOM (Odisha) systematically weaves itself into the fabric of its customer's life. The following visual system illustrates that complete integration. The use of multiples - the Tata Power DISCOM mark or other visual components - evokes the rigour, discipline, and attention to detail from which the best, most certain outcomes emerge.

The following guidelines illustrate how to use the components of our brand, visually. They include directions on how to use our visual identity marks, weave patterns, corporate colours and typefaces, as also the brandline and the bolt unit. These guidelines are based on the recommendation of our brand consultants, and adhere to Tata Power Corporate Identity Guidelines.

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This manual contains essential guidelines and a few implementation rules.
These form the very foundation of our brand identity.

Vision

Enriching lives through safe, reliable, sustainable, affordable and customer-centric energy solutions

Mission

- Keep the customer at the centre of all we do
- Operational excellence through adoption of cutting edge technology & innovation
- Create an empowered, agile and future ready workforce driven by passion & purpose
- Engage with communities to enable sustainable livelihoods
- Leadership with Care' for all stakeholders

Our Values

We derive our core values, from the Tata Group Values. These values underpin everything we do - in the way we all behave, the way we work, and the way we present ourselves in our corporate identity.

Safety

Care

Agility

Learnings

Ethics

Our Visual Identity

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This brand guide book not only outlines the correct but also the incorrect applications of the Tata Power DISCOM Communication Elements. This will enable us to maintain a visual identity and usage consistency across all communication and collaterals.

Tata Power DISCOM (Odisha) Regional Logos

Tata Power DISCOM (Odisha) has four operational zones, viz., Central, Western, Northern and Southern.

Displayed here are the four different regional logos.

The acronym of the name forms the main logo with a green lightning bolt symbolically incorporated into the letter 'O'.

The symbol signifies TATA Power's philosophy of making the world a greener place by providing sustainable power.

Under the acronym, the full name is mentioned with the region (Central/Western/Northern/Southern, as the case may be), highlighted.

The name is followed by the joint venture line.

TPC^{DL}

**TP CENTRAL ODISHA
DISTRIBUTION LIMITED**

(A Joint Venture of Tata Power and Government of Odisha)

TPW^{DL}

**TP WESTERN ODISHA
DISTRIBUTION LIMITED**

(A Joint Venture of Tata Power and Government of Odisha)

TPN^{DL}

**TP NORTHERN ODISHA
DISTRIBUTION LIMITED**

(A Joint Venture of Tata Power and Government of Odisha)

TPS^{DL}

**TP SOUTHERN ODISHA
DISTRIBUTION LIMITED**

(A Joint Venture of Tata Power and Government of Odisha)

**Tata Power DISCOM (Odisha)
Regional Logos (Odia Version)**

Tata Power DISCOM (Odisha) has four operational zones, viz., Central, Western, Northern and Southern.

Displayed here are the four different regional logos.

TPC[⚡]DL

ଟିପି ସେଣ୍ଟ୍ରାଲ ଓଡ଼ିଶା

ଡିଷ୍ଟ୍ରିବ୍ୟୁସନ୍ ଲିମିଟେଡ୍

(ଟାଟା ପାୱାର ଓ ଓଡ଼ିଶା ସରକାରଙ୍କ ଏକ ଯୌଥ ଉଦ୍ୟୋଗ)

TPW[⚡]DL

ଟିପି ୱେଷ୍ଟର୍ଣ୍ଣ ଓଡ଼ିଶା

ଡିଷ୍ଟ୍ରିବ୍ୟୁସନ୍ ଲିମିଟେଡ୍

(ଟାଟା ପାୱାର ଓ ଓଡ଼ିଶା ସରକାରଙ୍କ ଏକ ଯୌଥ ଉଦ୍ୟୋଗ)

TPN[⚡]DL

ଟିପି ନର୍ଦ୍ଦର୍ଣ୍ଣ ଓଡ଼ିଶା

ଡିଷ୍ଟ୍ରିବ୍ୟୁସନ୍ ଲିମିଟେଡ୍

(ଟାଟା ପାୱାର ଓ ଓଡ଼ିଶା ସରକାରଙ୍କ ଏକ ଯୌଥ ଉଦ୍ୟୋଗ)

TPS[⚡]DL

ଟିପି ସଦର୍ଣ୍ଣ ଓଡ଼ିଶା

ଡିଷ୍ଟ୍ରିବ୍ୟୁସନ୍ ଲିମିଟେଡ୍


(ଟାଟା ପାୱାର ଓ ଓଡ଼ିଶା ସରକାରଙ୍କ ଏକ ଯୌଥ ଉଦ୍ୟୋଗ)

Tata Power Discom Brandline

Tata Power Discom believes in always being there for its customers.

The brand line 'For you, with you, always!' connotes the brand's philosophy of placing the consumer's interest at the center of everything.

It communicates its unflinching commitment to provide the best of its service at all times, at every location, no matter what.

For You, With You, Always 

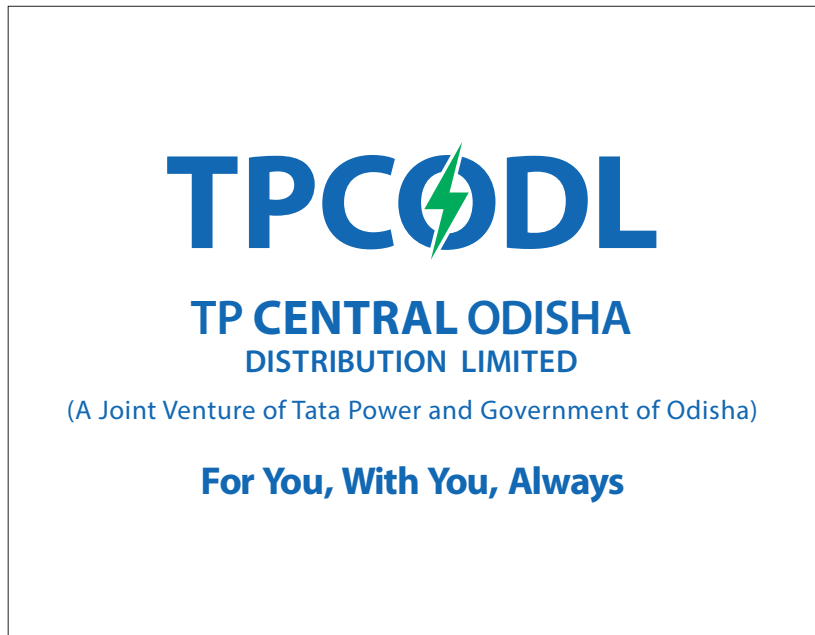
The Brand Line Usage

The brand line can be used with or without the logo.

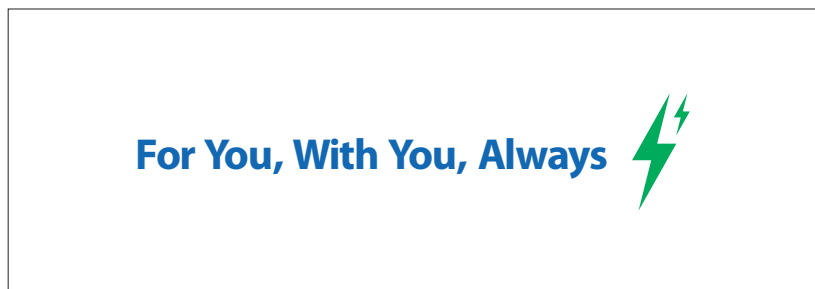
When used with the logo, the brand line should be used under the JV line of the logo in a centre aligned format.

The brand line can be used without the logo as well. When used in isolation, the brand line can be used in a single line or in a stacked form like the reference provided.

When used in isolation, the tagline will be followed by the dual bolt symbol as displayed here. When used with the logo, the tagline will not have the bolt symbol because the logo already carries one.



Brand line with logo



Brand line without logo (option 1)



Brand line without logo (option 2)

Relationship (Size & Positioning) Between The Various Elements Of The Logo

For the composite logo, the size and positioning of different elements of the logo in relation to the others are to be strictly followed.


Here, the size of the full name is the basic reference for all other sizes (henceforth referred to as 'T').

Accordingly, the acronym part will be 2.75 T in size.

The distance between the acronym and the full name should be 1.5 T.

The distance between the name and the JV line is 1 T and the distance between the JV line and the tagline is 1.5 T.

The entire arrangement should be centre aligned.

2 T		
2.75 T	TPC  DL	
1.5 T		
T	TP CENTRAL ODISHA	T
0.5 T		
	DISTRIBUTION LIMITED	
1 T	(A Joint Venture of Tata Power and Government of Odisha)	
1.5 T		
	For You, With You, Always	
2 T		


When the tagline is used in isolation, the following must be kept in mind:

When used in the stacked formation, the distance between the top edge of the bolt and the top edge of the tagline is considered 'X'. In this formation, the tagline composite will be 5X in height and the bolts will be placed on the right side as displayed here.

When used in a single line, if the height of the font is 'F' then the height of the bigger bolt will be 4 F and it will be middle aligned with the line. The height of the smaller bolt will be 1.5 F, and it will be bottom aligned with the upper edge of the tagline.

X

2 X		
5 X	For You With You Always	
X		
2 X		

1.5 F		
1.5 F		
F	For You, With You, Always	F
1.5 F		
1.5 F		

Clear Space/Safe Area/Exclusion Zone Around The Logo


There should be a minimum exclusion zone around the logo as showcased here. This zone which measures as much as twice the height of the letter 'T', on all sides, has been designed to ensure that no other element intrudes the immediate surrounding of the logo.

2 T		2 T
	TPC[⚡]ODL	
	TP CENTRAL ODISHA	T
	DISTRIBUTION LIMITED	
	(A Joint Venture of Tata Power and Government of Odisha)	
	For You, With You, Always	
2 T		2 T

When the tagline is in isolation and in its stacked formation, the safe area around it should be 2 X in size.

2 X		2 X
X	For You With You Always	
		
2 X		2 X

When the tagline is in isolation and is in a single line, the exclusion area around it should be 1.5 F in size.

1.5 F		1.5 F
	For You, With You, Always	
		F
1.5 F		1.5 F

Relationship (Size & Positioning) Between The Various Elements Of The Logo (Odia Version)

For the composite logo, the size and positioning of different elements of the logo in relation to the others are to be strictly followed.

Here, the size of the full name is the basic reference for all other sizes (henceforth referred to as 'X'). Accordingly, the acronym part will be 1.33 X in size.

The distance between the acronym and the full name should be X.

The distance between the name and the JV line is 0.5 X and the distance between the JV line and the tagline is X.

The entire arrangement should be centrally aligned.

1.25 X		
1.33 X	TPC	DL
.75 X		
X	ଟିପି ସେଣ୍ଟ୍ରାଲ ଓଡ଼ିଶା	X
0.25 X		
0.5 X	ଡିଷ୍ଟ୍ରିବ୍ୟୁସନ୍ ଲିମିଟେଡ୍	
	(ଟାଟା ପାୱାର ଓ ଓଡ଼ିଶା ସରକାରଙ୍କ ଏକ ଯୌଥ ଉଦ୍ୟୋଗ)	
X		
	ଆପଣଙ୍କ ପାଇଁ, ଆପଣଙ୍କ ସହିତ, ସର୍ବଦା	
1.25 X		

When the tagline is used in isolation, the following must be kept in mind:

When used in the stacked formation, the distance between the top edge of the bolt and the top edge of the tagline is considered 'X'. In this formation, the tagline composite will be 5X in height and the bolts will be placed on the right side as displayed here.

When used in a single line, if the height of the font is 'X' then the height of the bigger bolt will be 4 X and it will be middle-aligned with the line. The height of the smaller bolt will be 1.5 X, and it will be bottom aligned with the upper edge of the tagline.

2 X		
X		
5X	ଆପଣଙ୍କ ପାଇଁ ଆପଣଙ୍କ ସହିତ ସର୍ବଦା	
X		
2 X		

1.5 X		
1.5 X		
X	ଆପଣଙ୍କ ପାଇଁ, ଆପଣଙ୍କ ସହିତ, ସର୍ବଦା	X
1.5 X		
1.5 X		

Clear Space/Safe Area/Exclusion Zone Around The Logo (Odia Version)

There should be a minimum exclusion zone around the logo as showcased here. This zone which measures as much as 1.25 the height of the letter 'X', on all sides, has been designed to ensure that no other element intrudes the immediate surrounding of the logo.

1.25 X		
1.33 X	TPC<small>⚡</small>ODL	
.75 X		
X	ଟିପି ସେଣ୍ଟ୍ରାଲ ଓଡ଼ିଶା	X
0.25 X		
0.5 X	ଡିଷ୍ଟ୍ରିବ୍ୟୁସନ୍ ଲିମିଟେଡ୍	
	(ଟାଟା ପାୱାର ଓ ଓଡ଼ିଶା ସରକାରଙ୍କ ଏକ ଯୌଥ ଉଦ୍ୟୋଗ)	
X		
	ଆପଣଙ୍କ ପାଇଁ, ଆପଣଙ୍କ ସହିତ, ସର୍ବଦା	
1.25 X		

When the tagline is in isolation and in its stacked formation, the safe area around it should be 2 X in size.

2 X		2 X
	ଆପଣଙ୍କ ପାଇଁ ଆପଣଙ୍କ ସହିତ ସର୍ବଦା	
X		
2 X		2 X

When the tagline is in isolation and is in a single line, the exclusion area around it should be 1.5 X in size.

1.5 X		1.5 X
	ଆପଣଙ୍କ ପାଇଁ, ଆପଣଙ୍କ ସହିତ, ସର୍ବଦା	
1.5 X		1.5 X

Colour Rationale

The preferred colour for the visual identity is “Tata Blue” (and “Tata Green” for the bolt symbol) on a white background.

Where Tata Blue is not available, for example on laser printed documents and black and white advertisements, it may appear in black only.

Where appropriate, it may appear in white on a background of Tata Blue.

Also, refer the Tata Corporate Colour Palette for colour principles.

Tata Blue Pantone 2727 C C 90 M 60 Y 0 K 0 R 58 G 125 B 218 Web 3a7dda	Black
Tata Green Pantone 390 C C 90 M 0 Y 90 K 0 R 0 G 153 B 0 Web 009900	White

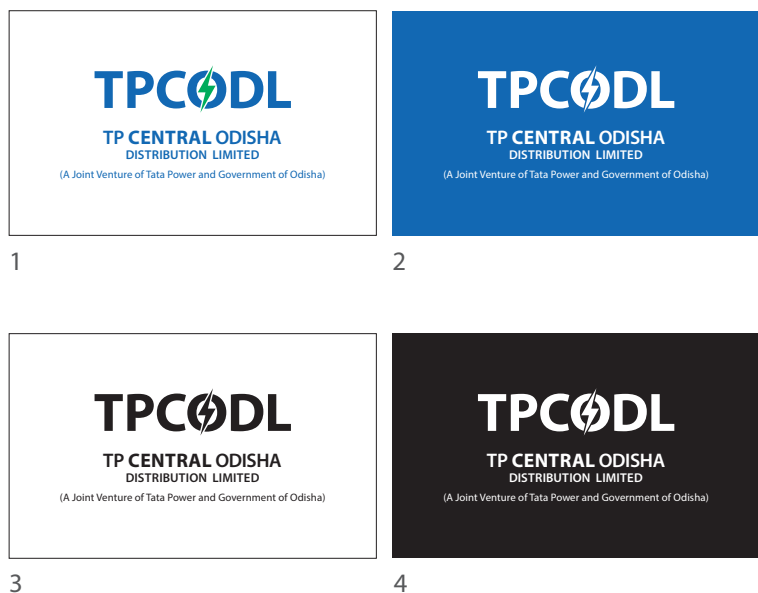
Correct Usage

1. For four colour reproductions on white surfaces, the text will be in Tata Blue colour and the bolt symbol will be in Tata Green colour.

2. For reverse colour reproduction, the background colour must be Tata Blue and both the text and bolt symbol should be in 100% white.

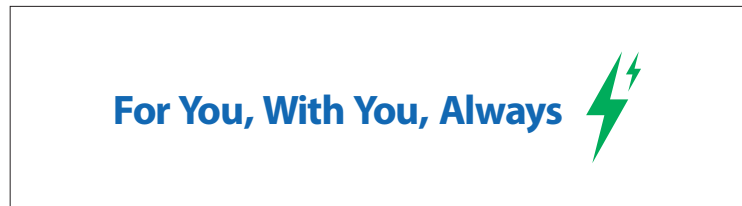
3. For black and white reproduction where the background is white, both the text and the bolt must be in 100% black.

4. For reverse black and white reproduction where the background is black, both the text and the bolt must be in 100% white.

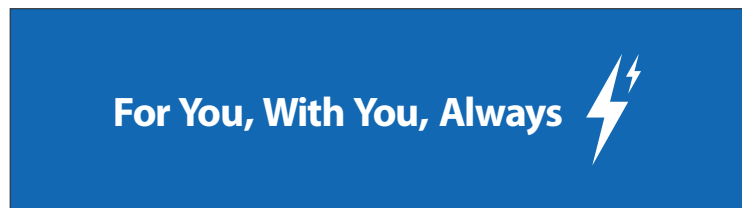


Brand Line Correct Usage

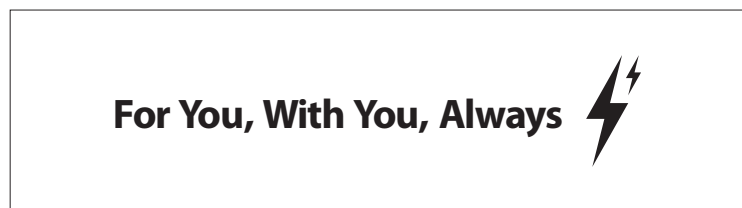
1. For four colour reproductions on white surfaces, the text will be in Tata Blue colour and the bolt symbol will be in Tata Green colour.
2. For reverse colour reproduction, the background colour must be Tata Blue and both the text and bolt symbol should be in 100% white.
3. For black and white reproduction where the background is white, both the text and the bolt must be in 100% black.
4. For reverse black and white reproduction where the background is black, both the text and the bolt must be in 100% white.



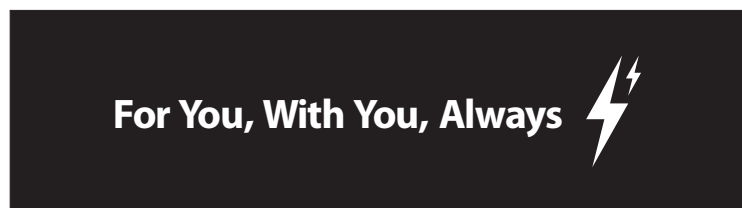
Colour Logo



Colour Logo



Black & White Logo



Black & White Logo

Brand Line Correct Usage

1. For four colour reproductions on white surfaces, the text will be in Tata Blue colour and the bolt symbol will be in Tata Green colour.
2. For reverse colour reproduction, the background colour must be Tata Blue and both the text and bolt symbol should be in 100% white.
3. For black and white reproduction where the background is white, both the text and the bolt must be in 100% black.
4. For reverse black and white reproduction where the background is black, both the text and the bolt must be in 100% white.



Colour Logo



Colour Logo



Black & White Logo



Black & White Logo

Incorrect Brand Line Usage

1. For four colour reproductions on white surfaces, the bolt symbols should not be in Tata Blue.
2. For reverse four colour reproductions, the bolt symbols should not be in Tata Green.
3. The background colour should not be in secondary colours like Tata Green.
4. For four colour reproductions on white surfaces, the text will be in Tata Blue colour and the bolt symbol will be in Tata Green colour. The two colours should not be interchanged.
5. For reverse colour reproduction where the background is Tata Blue, the text and the bolt should not be in Tata Green.

For You, With You, Always 

For You, With You, Always 

For You, With You, Always 

For You, With You, Always 

For You, With You, Always 

Typography

Typography plays a significant role in a company's communication.

Our primary typeface

Similar to Tata Power, the primary font for all the Tata Power DISCOM communications is Myriad in Roman, Italic, Bold and Bold Italic & Myriad MM font family.

Typography for electronic documents

Myriad MM and Verdana should be used for electronic documents. Myriad MM is the preferred type for headings and Verdana for body text.

In the digital world, a serif typeface (such as Times) does not work well. The serifs often get blurred in smaller sizes. So a sans serif typeface, like Verdana and Arial are preferable. A critical factor is that the typeface specified must be available on the computer for the document to be seen correctly, or else the computer will substitute the required font with another.

A a B b C c D d E e F f

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&\$%@?!

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&\$%@?!*

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&\$%@?!**

Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&\$%@?!***

Typography

The following typography is to be followed for all TP DISCOM branding materials. 'tpcentralodisha.com' is used here for reference purposes only.

Brochure front cover specification: A4

Heading option 1	Myriad MM Bold 20/24pt
------------------	---------------------------

Subheading	Myriad MM Light 20/24pt
------------	----------------------------

Brochure back cover specification: A4

tpcentralodisha.com	Myriad MM Bold 20/24pt
---------------------	---------------------------

Legal disclaimer	Myriad MM Regular 7.5/9pt
------------------	------------------------------

Business Unit name	Myriad MM Bold 8.5/12pt
--------------------	----------------------------

Address details	Myriad MM Regular 8.5/12pt
-----------------	-------------------------------

Typography

Inside spread specification:

MESSAGE

Myriad MM Light
Range 36/100pt

Heading 1

Myriad MM Semibold
33/36pt

Heading 2

Myriad MM Semibold
22/24pt

Heading 3

Myriad MM Semibold
16/18pt

Introductory copy

Myriad MM Regular
16/18pt

Heading level 4

Myriad MM Semibold
11/12pt

Heading level 5

Myriad MM Semibold
8.5/12pt

Inside spread specification:

"QUOTE COPY 1"

Myriad MM Regular
20/18pt

"Quote copy 2"

Myriad MM Regular
20/18pt

Body copy

Myriad MM Regular
8.5/12pt

**Caption copy heading
and caption body copy**

Myriad MM Semibold
& Regular 7.5/9pt

Tata Corporate Colour Palette

Principles

As part of the overall visual identity, Tata has a palette of four colours. Tata Blue is the corporate colour, while Tata Yellow, Green and Red are the three secondary colours.

In addition to the Tata marks, the purpose of the colour palette is to give a consistent look and feel providing a common thread to the wide range of applications in use by Tata.

In lieu of the Tata colours specified throughout these guidelines, you may use the PANTONE® colours shown here, the standards for which are shown in the current edition of the PANTONE® Colour Formula Guide.

Tata Blue is used for reproducing the Tata Group Composite Mark, Tata Group Company mark, A Tata Enterprise and A Tata Product. Tata Blue may also be used as a background colour in brochures, as a highlight colour on charts and graphs and may be used in duotone images.

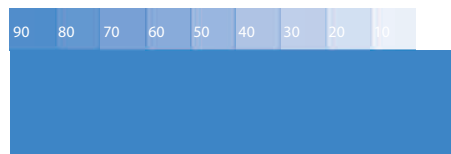
Colour swatches must always be used to match when reproducing the Tata Blue.

Secondary Colours

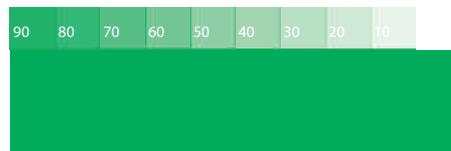
Three secondary colours complementary to the Tata Blue are used to extend the palette. Each colour may be used as a background colour in brochures, website and other publications, as a highlight colour on charts and graphs, as a colour coding device in product brochures and on packaging. Each colour may also be used in the form of a duotone image.

Colour swatches must always be used to match when reproducing the Tata Yellow, Green and Red.

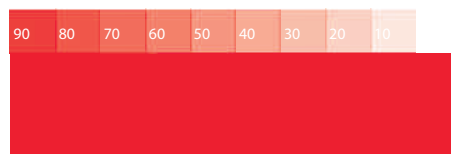
PANTONE® is a registered trademark of Pantone, Inc.



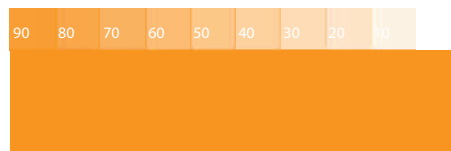
TataBlue
PANTONE 2727 C
C 90 M 60 Y 0 K 0
R 58 G 125 B 218
Web 3a7dda



TataGreen
Pantone 390 C
C 90 M 0 Y 90 K 0
R 0 G 153 B 0
Web 009900



Tata Red
Pantone 032 C
C 0 M 100 Y 90 K 0
R 225 G 0 B 0
Web FF0000



Tata Yellow
Pantone 137 C
C 0 M 50 Y 100 K 0
R 255 G 153 B 0
Web FF9900

Tata Power Colour Palette

The Tata Power core palette comprises of eleven colours - The corporate Tata Blue, Purple, Light Blue, Green, Grey, Black, Orange, Yellow, Navy Blue, Light Green and Chocolate Brown.

An important point to note is the predominant use of the corporate Tata Blue as a primary colour with all the others used in combination (inclusive of the 3 secondary colours in the corporate palette. Refer page 13).

Also, considering the current theme of sustainability, green is to be used as the main secondary colour.

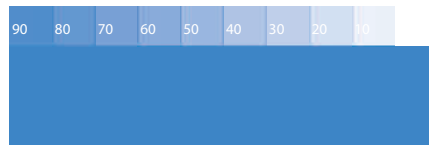
The purpose of the colour palette is to give a consistent look and feel to the wide range of applications in use by TPCODL, along with the other elements of the visual identity.

Printing

Colour Spot colour printing is the preferred option for branding and should be used as often as possible because only these inks can reproduce the full brightness of the signature colours.

Four colour process printing may be used when spot colour reproduction is not available. Many factors can influence accurate colour reproduction: press process, paper stock, line screen, and ink coverage.

- For good quality uncoated paper stock, use a line screen of 150 LPI (lines per inch).
- For high quality brochures or coated art paper, in general 175 LPI or higher is the standard choice.
- For newsprint and silkscreen printing, 85 LPI screen is the standard.



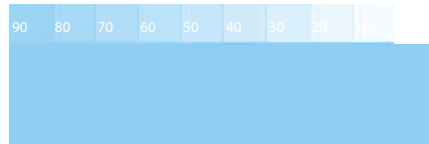
Tata Blue

Pantone 2727 C
C 90 M 60 Y 0 K 0
R 58 G 125 B 218
Web 3a7dda



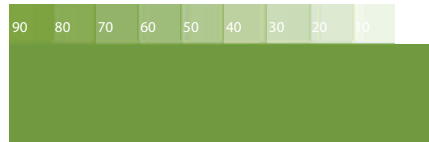
Tata Power Purple

Pantone 267 C
C 80 M 100 Y 0 K 0
R 92 G 45 B 145
Web 5C2D91



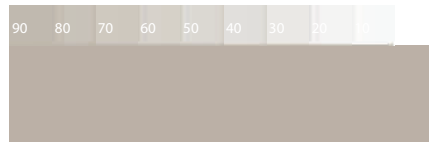
Tata Power Light Blue

Pantone 283 C
C 40 M 5 Y 0 K 0
R 123 G 188 B 232
Web 7BBCE8



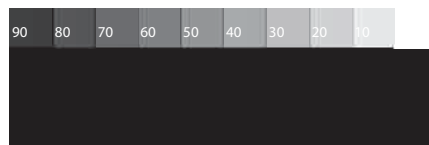
Tata Power Green

Pantone 377 C
C 50 M 5 Y 100 K 23
R 113 G 154 B 49
Web 719A31



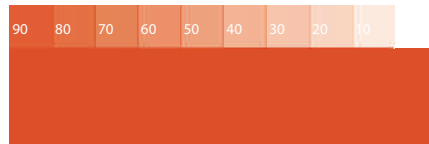
Tata Power Grey

Pantone Warm Grey 6C
C 0 M 6 Y 12 K 31
R 187 G 177 B 165
Web BBB1A5



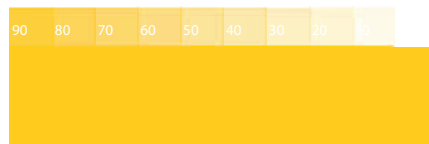
Tata Power Black

Pantone Black
C 0 M 0 Y 0 K 100
R 0 G 0 B 0
Web 000000



Tata Power Orange

Pantone 167 C
C 10 M 85 Y 100 K 0
R 225 G 87 B 22
Web E15716



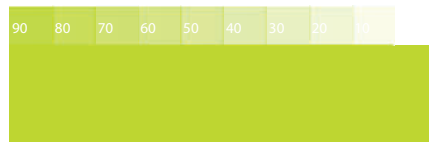
Tata Power Yellow

Pantone 7406 C
C 0 M 20 Y 95 K 0
R 248 G 195 B 0
Web F8C300



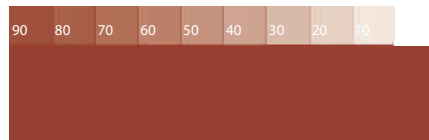
Tata Power Navy Blue

Pantone 2746 C
C 100 M 100 Y 15 K 0
R 50 G 50 B 130
Web 313283



Tata Power Light Green

Pantone 390 C
C 30 M 0 Y 100 K 0
R 157 G 204 B 23
Web 9DCC17

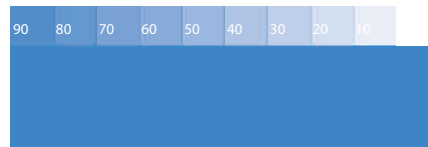


Tata Power Chocolate Brown

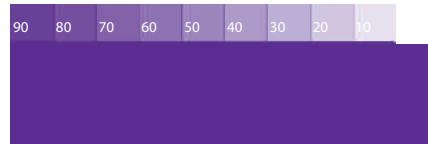
Pantone 174 C
C 45 M 90 Y 100 K 5
R 151 G 63 B 48
Web 973F30

Meaning Of Colours

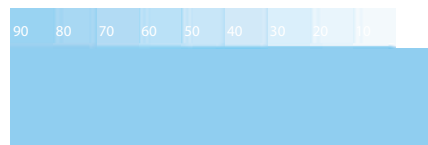
Each colour contained in Tata Power Colour palette has a particular meaning attributed to it. While designing, it must be ensured that the meaning of the used colours are not conflicting with the context of design. One should always choose a colour combination which conveys a meaning contained in the whole communication.



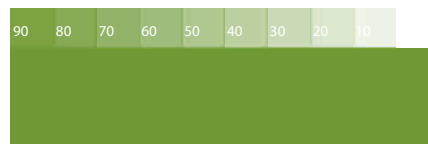
Tata Blue
Peace, Truth, Wisdom,
Serenity, Harmony,



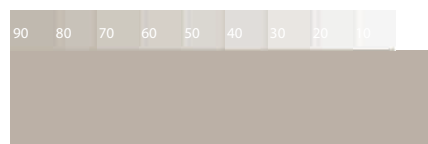
Tata Power Purple
Royal, Precious, Healing,
Spirituality, Meditation,
Judgment, Ceremony



Tata Power Light Blue
Peace, Truth, Wisdom,
Harmony, Calm, Devotion,
introspection



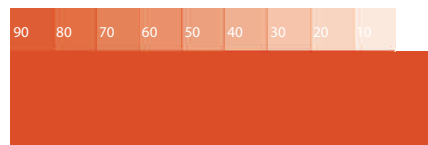
Tata Power Green
Growth, Health, Environment,
Harmony



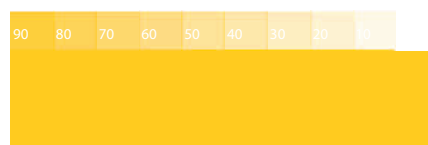
Tata Power Grey
Security, Reliability, Intelligence,
Staid, Modesty, Dignity,
Maturity, Solid,



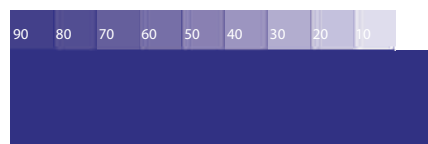
Tata Power Black
Elegance, Formal, Dramatic,
Sophistication, Bold,
Strength, Power



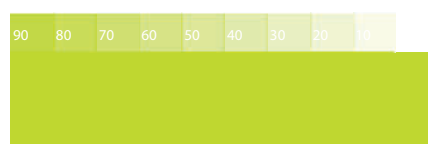
Tata Power Orange
Energy, Warmth, Change,
Self-esteem, Maturity, Kindness



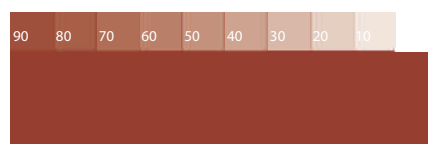
Tata Power Yellow
Happiness, Optimism,
Laughter, Cheerfulness,
Wisdom



Tata Power Navy Blue
Peace, Calmness, Trust,
Loyalty, Honour, Soothing,
Understanding, Sincerity,



Tata Power Light Green
Growth, Health, Environment,
Harmony, Prosperity, Success,
New Beginning



Tata Power Chocolate Brown
Steadfastness, Simplicity,
Friendliness, Dependability,
Health

Tata Power Colour Wheel

Our colour wheel is designed to help in the selection of colour. The arrangement of the colours in the wheel around our primary colour Blue is designed in such a manner that it helps select colours that work well together.



Colour Selection Methods

The maximum number of colours that may be used together is three, excluding white and black. Tata Blue must always be used in all colour selection. It forms the foundation for all the colour sets. We have recommended three approaches towards creating colour sets. Each ensures the right colour combinations are selected.

1. Two colour combination

Tata Blue and any colour from around the wheel

2. Three colour combination

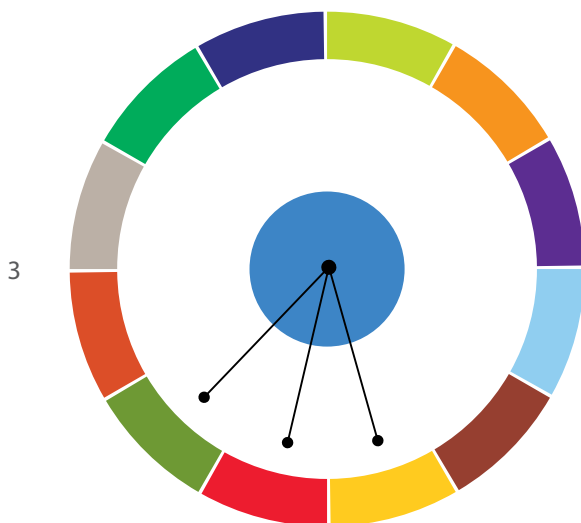
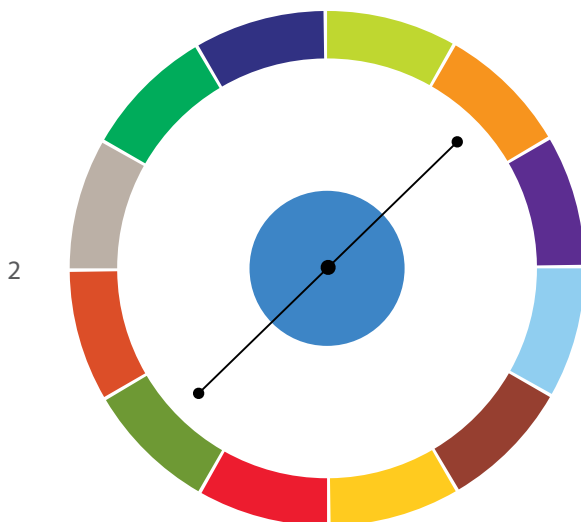
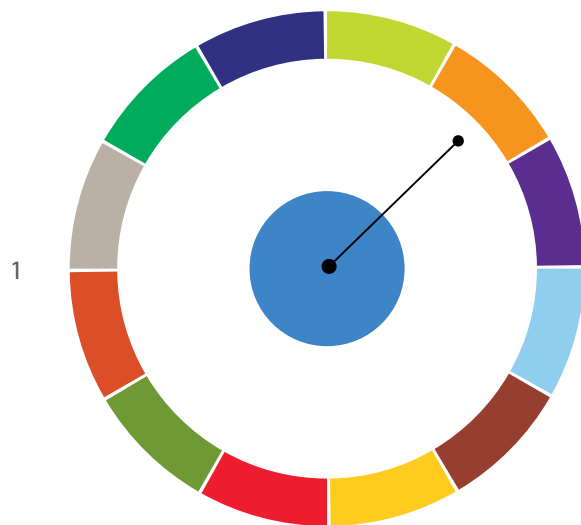
Tata Blue and any two colours opposite to each other around the wheel.

3. Four colour combination with nearest neighbours

- Tata Blue and any three colours sitting next to each other around the wheel.
- Tints of the selected colours may be added if more colours are required.

Colour don'ts:

- At no point of time it is acceptable to use any colour other than those specified.
- Never use tints of blue as it dilutes the impact of our core brand colour.

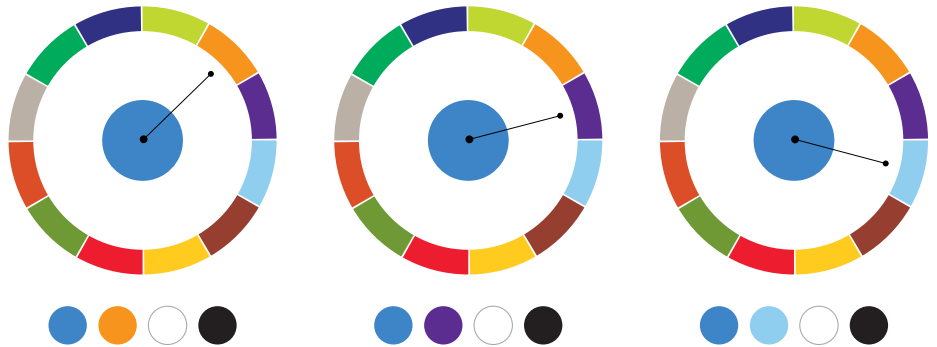


**Examples Of
Colour Selection**

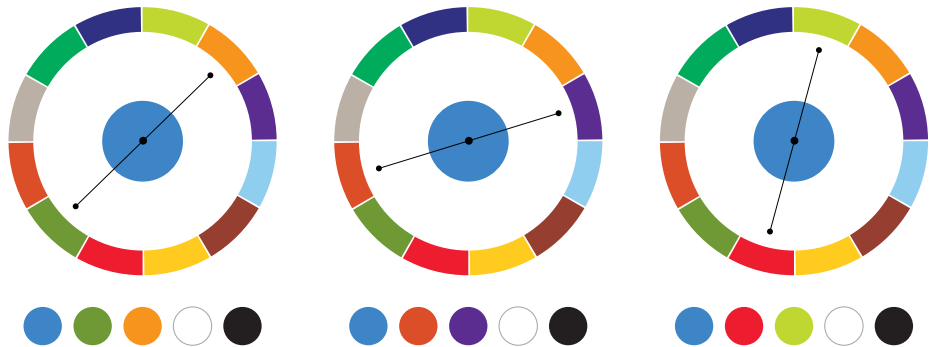
Shown here are just a few of
the colour combinations possible
using our colour wheel.

Although combinations may be used,
the system helps ensure that they are
used consistently and correctly.

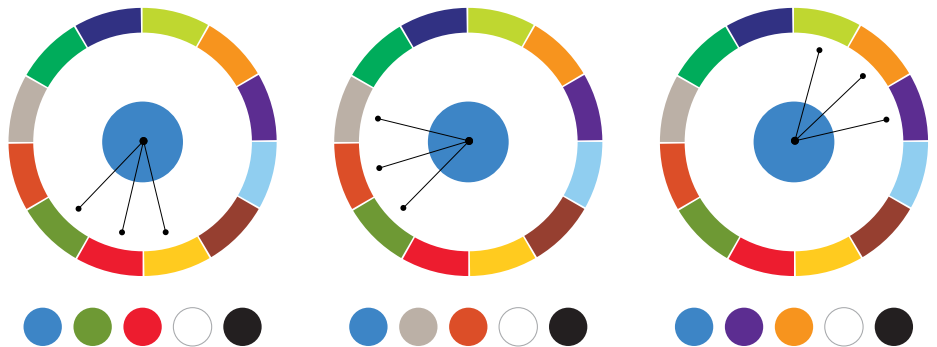
Two Colour



Complementary Opposites



Nearest Neighbours



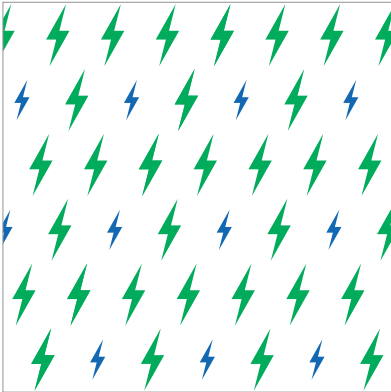
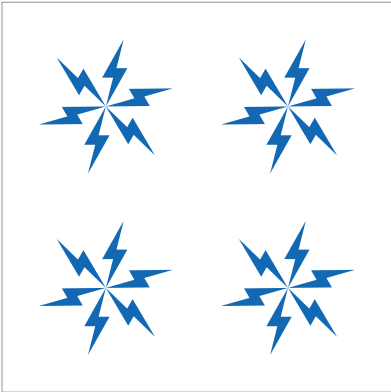
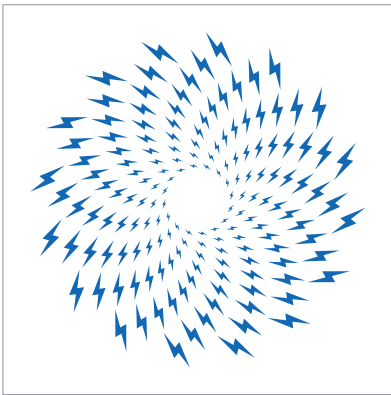
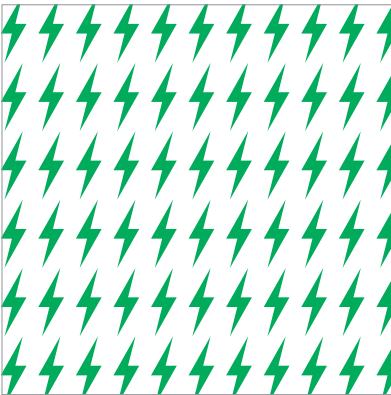
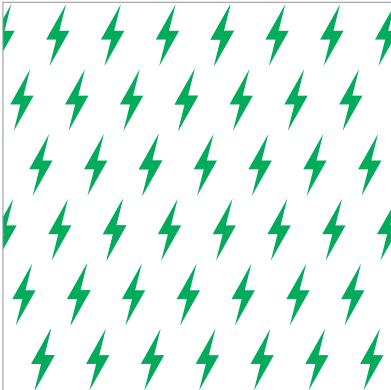
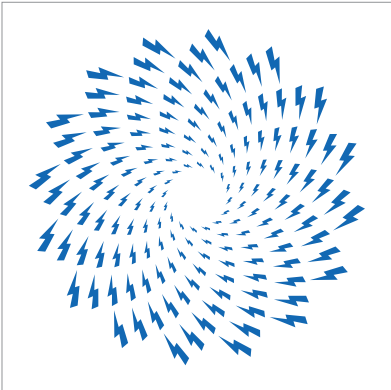
Correct Usage of Patterns

Creative use of the bolt units gives us graphic patterns that can play a major role in building our visual language.

Layering the patterns in spiral, rows, diagonal and disc formats along with the chequered format depicted here can be used to create many design patterns and graphic possibilities. These design patterns can be used in various corporate communications and collaterals while maintaining a constant visual identity.

Such patterns could be used across collaterals like event press kits, mouse pads and festival packaging.

The checkered background consisting of TPCODL logo is an example. Region wise, respective logos should be used.



Incorrect Application of Logo

Incorrect use of the TPCODL identity (used here as reference only) damages the brand image and compromises the effect of a powerful communication tool.

The following examples represent some of the more common identity misrepresentation possibilities. They show unacceptable application of the identity.

shafdg fshgafs ffjh Fsjkhsd gjk
gdhjk gdhg hhjk j j jhhjss dsau
jhskjh **TPCODL** jjwdhgj jll jhkj
gdhjk gdhg hhjk j j jhhjss dsau

shafdg fshgafs ffjh Fsjkhsd gjk
gdhjk gdhg hhjk j j jhhjss dsau
jhskjh **TPCODL** jjwdhgj jll jhkj
gdhjk gdhg hhjk j j jhhjss dsau

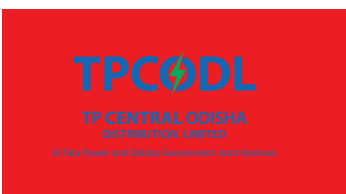
Do not embed the mark in the
body of a text



Do not place the mark over an image



Do not place the mark over a pattern



Do not place the mark over a colour
that makes it indistinguishable

Incorrect Application of Logo

Incorrect use of the TPCODL identity (used here as reference only) damages the brand image and compromises the effect of a powerful communication tool.

The following examples represent some of the more common identity misrepresentation possibilities. They show unacceptable application of the identity.

TPC[⚡]ODL

TP CENTRAL ODISHA
DISTRIBUTION LIMITED

(A Joint Venture of Tata Power and Government of Odisha)

Do not use combinations other than those recommended on earlier pages

TPC[⚡]ODL

TP CENTRAL ODISHA
DISTRIBUTION LIMITED

(A Joint Venture of Tata Power and Government of Odisha)

TPC[⚡]ODL

TP CENTRAL ODISHA
DISTRIBUTION LIMITED
(A Joint Venture of Tata Power and Government of Odisha)

TPC[⚡]ODL

TP CENTRAL ODISHA
DISTRIBUTION LIMITED

(A Joint Venture of Tata Power and Government of Odisha)

Do not fill the mark with a image or a pattern

TPC[⚡]ODL

TP CENTRAL ODISHA
DISTRIBUTION LIMITED

(A Joint Venture of Tata Power and Government of Odisha)

Do not fill the mark with a gradient

TPC[⚡]ODL

TP CENTRAL ODISHA
DISTRIBUTION LIMITED

(A Tata Power and Odisha Government Joint Venture)

Do not distort the mark

TPC[⚡]ODL

TP CENTRAL ODISHA
DISTRIBUTION LIMITED

(A Joint Venture of Tata Power and Government of Odisha)

Do not emboss or add a shadow to the mark

TPC[⚡]ODL

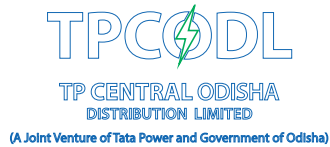
TP CENTRAL ODISHA
DISTRIBUTION LIMITED

(A Joint Venture of Tata Power and Government of Odisha)

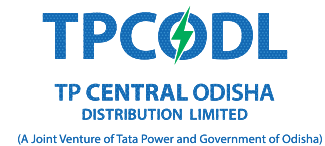
Incorrect Application of Logo

Incorrect use of the TPCODL identity (used here as reference only) damages the brand image and compromises the effect of a powerful communication tool.

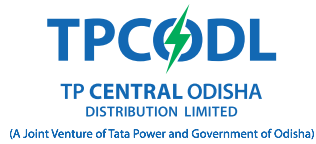
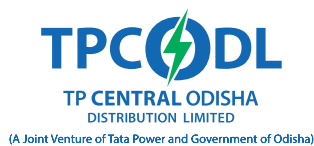
The following examples represent some of the more common identity misrepresentation possibilities. They show unacceptable application of the identity.



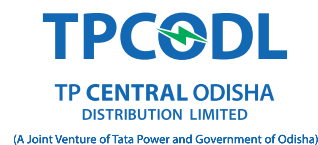
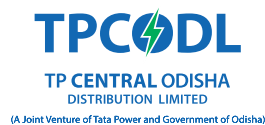
Do not make the mark in outline



Do not fill the mark with a halftone colour



Do not alter the marks, or build other identities around it



Do not use the bolt symbol in different orientation

Reproduction Artwork Formats

Reproduction artworks for the visual identity are available in Ultimatrix. They are available in different file types and formats, depending on intended use. Please check with your professional contractors (printers, designers, signmakers, etc.) as to their requirement. If the branding is to be reproduced in colours other than Tata Blue, the master artwork in black may be used to print. Included are various versions of the Tata and Tata Power Marks in spot (pantone) colour, in process (CMYK) colour, and in black.

EPS

These files have the extension .eps. They are the most commonly used file formats by visual communication professionals. These files are vector graphics, and are capable of effective reproduction at sizes greater than their file dimensions. When placed in desktop publishing packages, they have a transparent background.

CDR

These files have the extension .cdr. They are native to CorelDRAW software. The enclosed files are created using CorelDRAW Version 13.0. These files are vector graphics, and are capable of effective reproduction at sizes greater than their file dimensions.

AI

These files have the extension .ai. They are native to Adobe Illustrator software. The enclosed files are created using Adobe Illustrator - CS3. These files are vector graphics, and are capable of effective reproduction at sizes greater than their file dimensions.

Bitmap Graphics

GIF

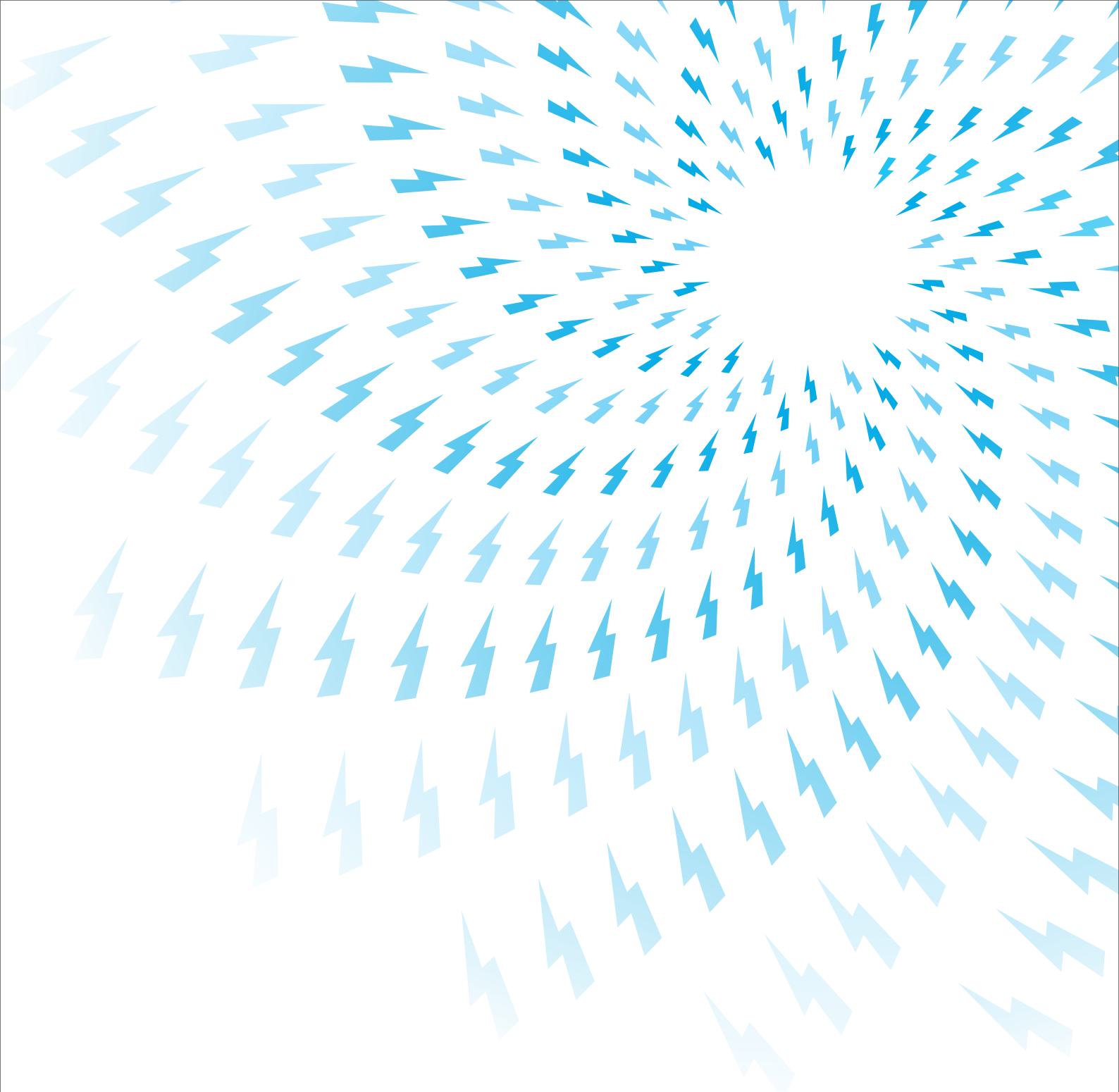
These files have the extension .gif. They are most commonly used for on-screen work (internet, slide presentation, etc.). These files are bitmap graphics, and cannot be used larger than their file dimensions without loss of quality (pixelation).

JPEG

These files have the extension .jpg. They are most commonly used for on-screen work (internet, slide presentation, etc.) or for in-house word processing. These files are bitmap graphics, and cannot be used larger than their file dimensions without loss of quality (pixelation).

TIFF

These files have the extension .tif. They are most commonly used for desktop publishing. These files are bitmap graphics, and cannot be used larger than their file dimensions without loss of quality (pixelation).



TPC⚡ODL

**TP CENTRAL ODISHA
DISTRIBUTION LIMITED**

(A Joint Venture of Tata Power and Government of Odisha)

Corporate Stationery & Collaterals

Correspondence

Business stationery is an important carrier of information relating to the Tata Power DISCOM identity. It informs the recipient of the sender's company name, address, telephone and fax numbers, as well as email and web address. So, all our stationeries like letterheads, envelopes, business cards, and other documents must have a consistent appearance.

Stationery

On Tata Power DISCOM stationery, the Tata Power DISCOM Mark is placed at the top centre. The company's legal name and additional information appear at the bottom centre. The Tata Power DISCOM stationery is a tool for conducting business, and under no circumstances it is to be used for personal use or individual benefit.

Contents

Business Card	34
Letterhead	A4 size	35
	A5 size	37
Personalised Letterhead	A4 size	39
	A5 Size.....	41
Continuation Sheet	A4 size	43
Press Release (colour/b&w)	A4 size	44-47
Envelope	Without window and with window (9.25" X 4.25")	48-55
	Without window (220 mm X 110 mm).....	56-59
	Jumbo (16" X 12")	60-63
	Booklet (12" X 9").....	64-67
Notepad	A4 and A5 size	68-71
Notebook	A4 and A5 size	72-77
Corporate Folder	With flap on one side, and flaps on both sides.....	78-81

Business Card

Dimensions

90 mm X 54 mm

Colours

Tata Blue and Tata Green

Front

TPCODL Mark 8 mm in height, centred to the page, 7 mm from the top.

Text - Size, Leading & Placement

Name of person: Centre aligned | Myriad Pro Bold 9 point | Leading of 8.5 point

Company Position

Centre aligned | Myriad Pro Regular 7 point
Leading of 8.5 point

Legal Company Name

Myriad Pro 9 point | Leading 8.5 point | The word 'central' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 6.5 point | Leading 8.5 point

Address & Contacts

Myriad Pro Regular 6.5 point | Leading 8.5 point, with double word spaces separating information segments. The entire bunch is centre aligned with a total height of 14 mm. There's a distance of 4 mm from the bottom of the texts to the bottom edge of the card.

If required the back side may be used for informations in a second language.

Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

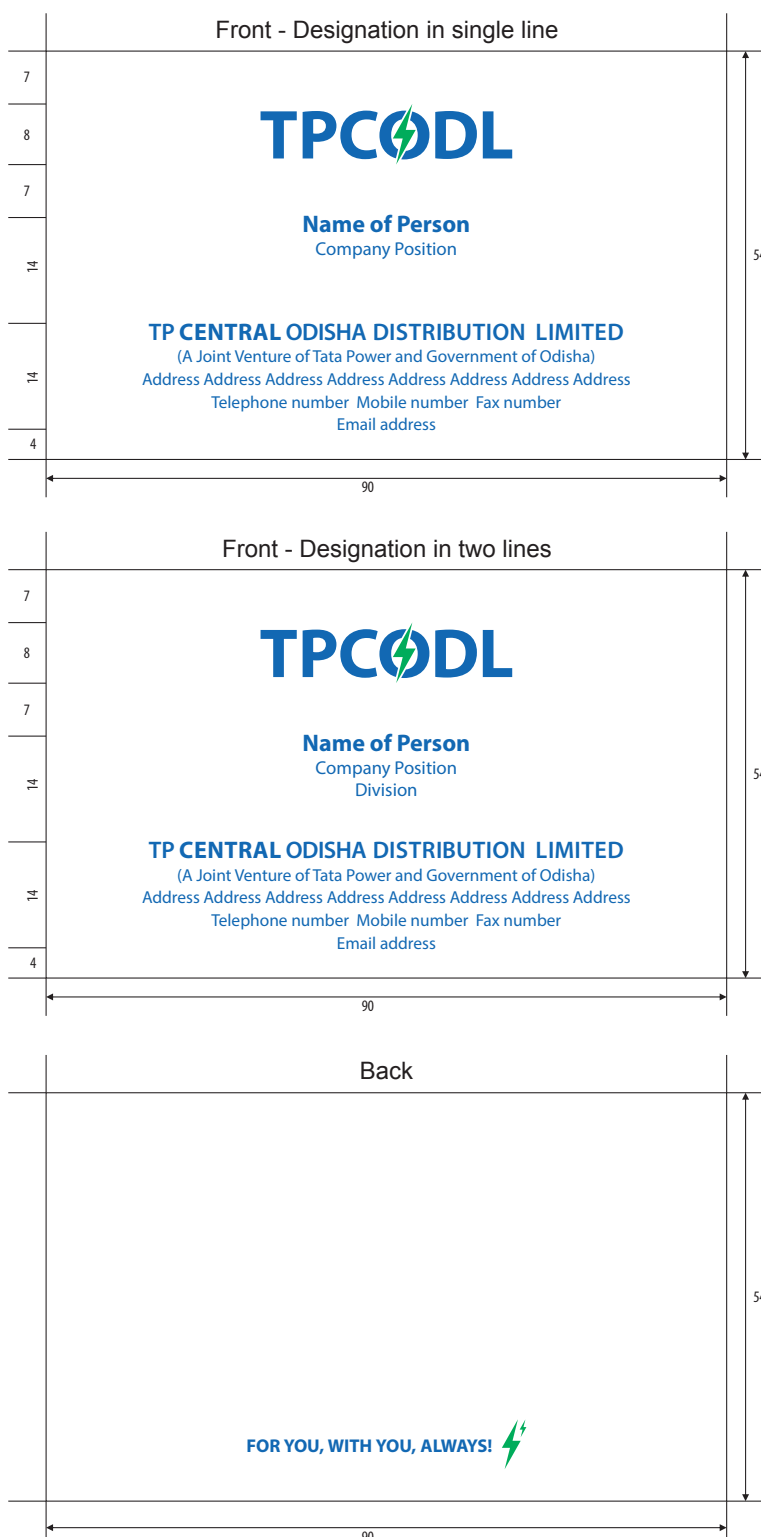
Paper

Galgo Embossed Linen White 220 gsm

Electronic Signatures

When using e-communication tools such as the e-mail, the same information from the business card is to be used in the same order and style.

All measurements on this page are indicated in millimetres.



Letterhead

Dimensions

210 mm X 297 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPCODL Mark 14 mm in height, centred to the page, 14.5 mm from the top.

TPCODL Address Panel 3+13 mm in height, centred to the page, 10 mm from the bottom.

Foldmark dot, placed 6 mm from the left and 99 mm from the top of the page.

Legal Company Name

Myriad Pro 12.5 point | Leading 11.66 point | The word 'central' denoting region of the centre should be in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address & Contacts

Before paragraph space of 3.5 point | Myriad Pro Regular 8 point | Leading 14.4 point, with double word spaces separating information segments.

Body Text Specifications

Arial/Times New Roman 11 point, leading 13 point, ranged left 35 mm, first line on 53 mm baseline from top of the page. Subject headings in bold font.

Paragraphs separated by one line space. Four spaces between close of letter and the sender's name.

Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.

A4 size

The diagram illustrates the A4 size letterhead layout with dimensions in millimeters. The overall dimensions are 210 mm width and 297 mm height. The layout includes a header section with the TPCODL logo (14 mm height, 14.5 mm from top) and a series of fields for the addressee: Name of Addressee, Department Name, Company Name, No. Name of Street, City, and Country. Below these is a date field (00 Month, 2023) and a salutation (Dear Mr Addressee). The main body contains a subject heading, followed by a paragraph of text (Presentation of letters is an important part of corporate identity...), a date and address line (Ranged left 35 mm with first line on 53 mm baseline from top of page...), and a closing (Yours sincerely). The footer section includes the company name (TP CENTRAL ODISHA DISTRIBUTION LIMITED), a joint venture line (A Joint Venture of Tata Power and Government of Odisha), and contact information (Address, Telephone number, Fax Number, e-mail address). Dimensions for margins and text placement are indicated throughout the diagram.

6 29 25

14.5 14 24 8

52.5 28

3 25 10

210

TPCODL

Name of Addressee
Department Name
Company Name
No. Name of Street
City
Country

00 Month, 2023

Dear Mr Addressee

Subject Headings

Presentation of letters is an important part of corporate identity. The letter style requires the type ranged left 35 mm from the left hand edge of the paper and minimum line length of 150 mm

Ranged left 35 mm with first line on 53 mm baseline from top of page.
Point size 11pt on 13 pt leading.

Paragraphs separated by one line space, two spaces between date and addressee name, 4 spaces between close and senders name.

Yours sincerely

Name of person

TP CENTRAL ODISHA DISTRIBUTION LIMITED
(A Joint Venture of Tata Power and Government of Odisha)
Address Address Address Address Address Address Address Address Address
Telephone number Fax Number e-mail address

Letterhead

Dimensions

210 mm X 297 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPCODL Mark 14 mm in height, centred to the page, 14.5 mm from the top.

TPCODL Address Panel 3+13 mm in height, centred to the page, 10 mm from the bottom.

Foldmark dot, placed 6 mm from the left and 99 mm from the top of the page.

Legal Company Name

Myriad Pro 12.5 point | Leading 11.66 point | The word 'central' denoting region of the centre should be in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address & Contacts

Before paragraph space of 3.5 point | Myriad Pro Regular 8 point | Leading 14.4 point, with double word spaces separating information segments.

Body Text Specifications

Arial/Times New Roman 11 point, leading 13 point, ranged left 35 mm, first line on 53 mm baseline from top of the page. Subject headings in bold font.

Paragraphs separated by one line space. Four spaces between close of letter and the sender's name.

Printing Process

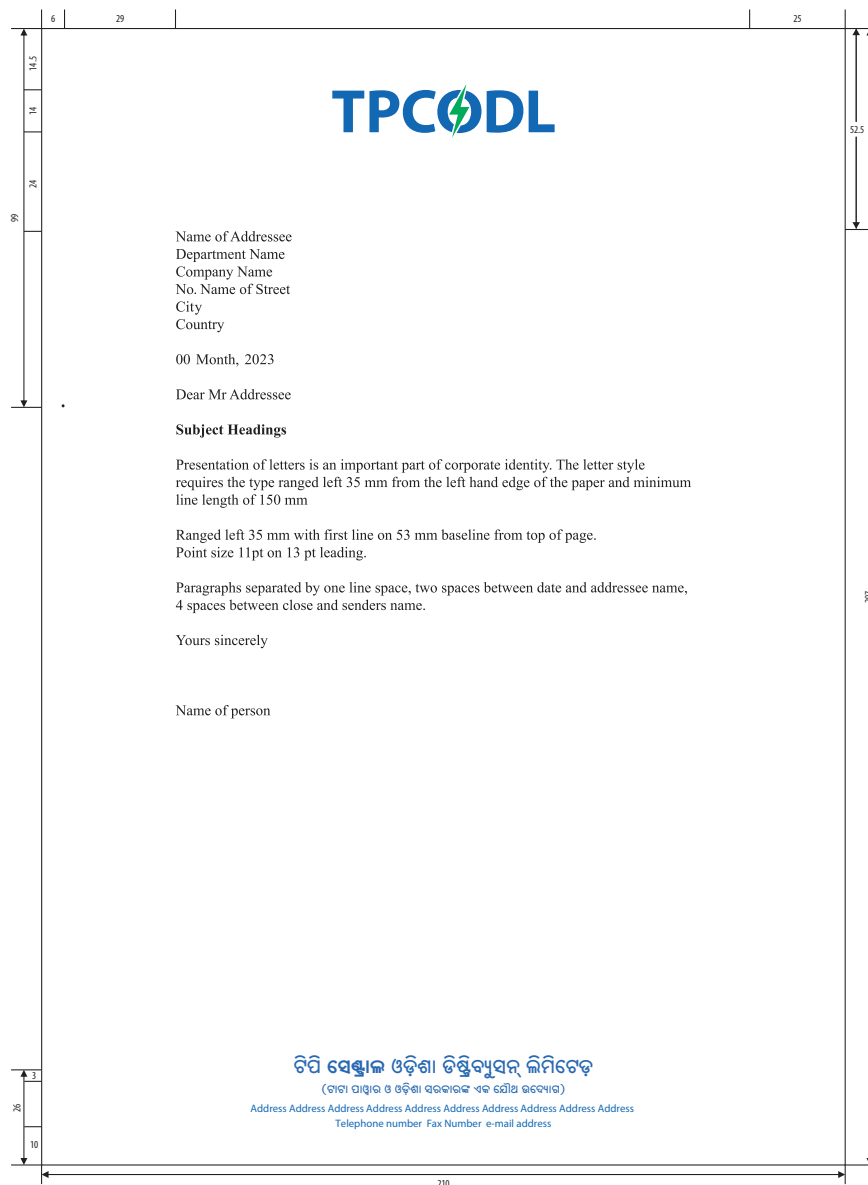
Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.

A4 size



Dimensions

Dimensions

Colours

Text - Size, Leading & Placement

Foldmark dot, placed 6 mm from the left and 70 mm from the top of the page.

Legal Company Name

Myriad Pro 10 point | Leading 10 point | The word 'central' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 10 point

Address & Contacts

Before paragraph space of 3 point | Myriad Pro
Regular 8 point | Leading 10 point, with double
word spaces separating information segments.

Body Text Specifications

Arial/Times New Roman 11 point, leading 13 point, ranged left 25 mm, first line on 35 mm baseline from top of the page. Subject headlines in bold font.

Paragraphs separated by one line space.
Four spaces between close of letter and the sender's name.

Printing Process

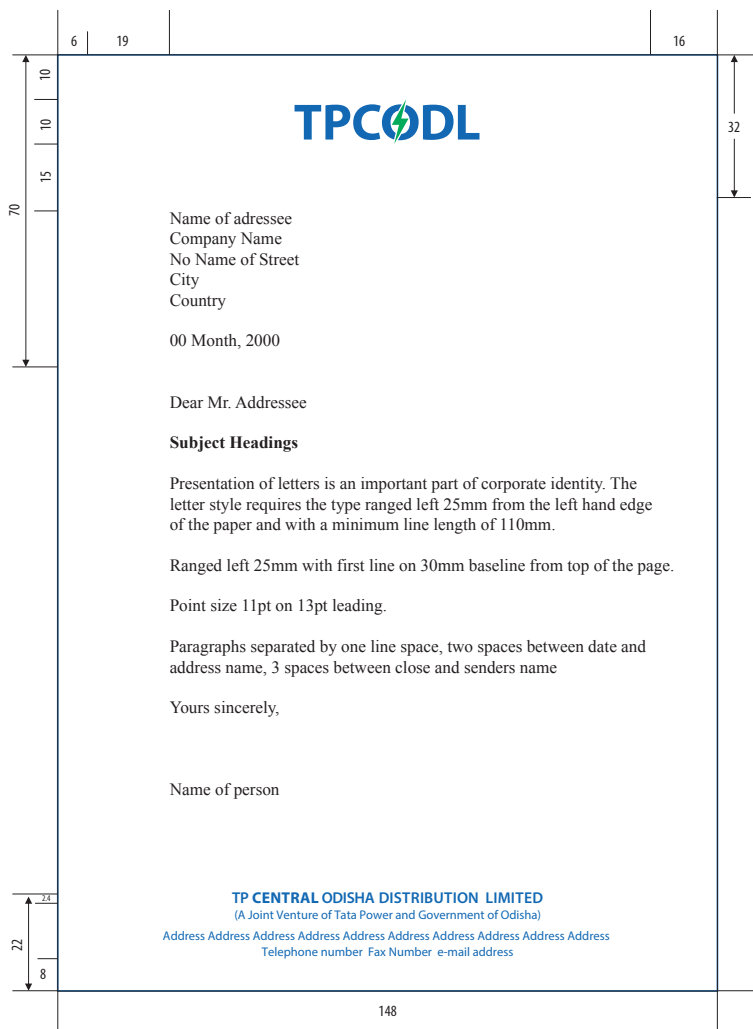
Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine
Superprint 100 gsm.

All measurements are indicated in millimetres.

A5 size



Dimensions

148 mm X 210 mm

Tata Blue and Tata Green

TPCODL Mark 10 mm in height, centred to the page, 10 mm from the top.

TPCODL Address Panel 2.4+11.6 mm in height,
centred to the page, 8 mm from the bottom.

Foldmark dot, placed 6 mm from the left and 70 mm from the top of the page.

Myriad Pro 10 point | Leading 10 point | The word 'central' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Myriad Pro Regular 8 point | Leading 10 point

Before paragraph space of 3 point | Myriad Pro
Regular 8 point | Leading 10 point, with double
word spaces separating information segments.

Arial/Times New Roman 11 point, leading 13 point, ranged left 25 mm, first line on 35 mm baseline from top of the page. Subject headlines in bold font.

Paragraphs separated by one line space.
Four spaces between close of letter and the sender's name.


Screen/offset, using special inks to match the defined PANTONE® shade.

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.

	6	19		16
--	---	----	--	----

70
32



Name of addressee
Company Name
No Name of Street
City
Country

00 Month, 2000

Dear Mr. Addressee

Subject Headings

Presentation of letters is an important part of corporate identity. The letter style requires the type ranged left 25mm from the left hand edge of the paper and with a minimum line length of 110mm.

Ranged left 25mm with first line on 30mm baseline from top of the page.

Point size 11pt on 13pt leading.

Paragraphs separated by one line space, two spaces between date and address name, 3 spaces between close and senders name

Yours sincerely,

Name of person

ଚିପି ସେଣ୍ଟାଲ ଓଡ଼ିଶା ଡିଷ୍ଟ୍ରିବ୍ୟୁସନ୍ ଲିମିଟେଡ୍

(ବାଟା ପାହାଚ ଓ ଟର୍ଜିଆ ସରକାରଙ୍କ ଏକ ଯୋଗଦାନ)

Address Address Address Address Address Address Address Address
Telephone number Fax Number e-mail address

22

148

Personalised Letterhead

Dimensions

210 mm X 297 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPCODL Mark 14 mm in height, centred to the page, 14.5 mm from the top.

TPCODL Address Panel 3+13 mm in height, centred to the page, 10 mm from the bottom.

Foldmark dot, placed 6 mm from the left and 99 mm from the top of the page.

Name of the Person

Myriad Pro Bold 10 point | Leading 12 point ranged 25 mm from right of the page and 52.5 mm from top of the page.

Company Position

Centre aligned | Myriad Pro Regular 8 point | Leading of 12 point

Legal Company Name

Myriad Pro Regular 12.5 point | Leading 11.66 point | The word 'central' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address & Contacts

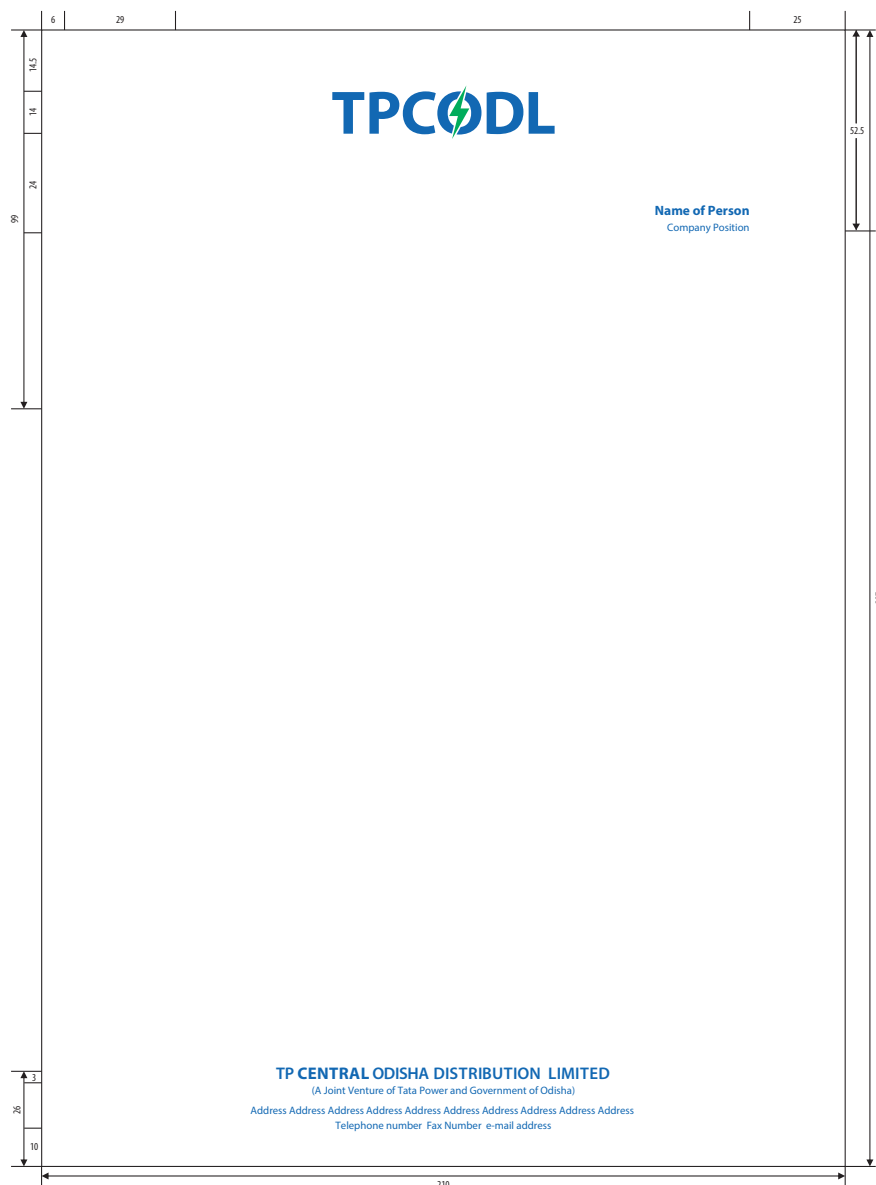
Before paragraph space of 3.5 point | Myriad Pro Regular 8 point | Leading 14.4 point, with double word spaces separating information segments.

Body Text Specifications

Arial/Times New Roman 11 point, leading 13 point, ranged left 35 mm, first line on 53mm baseline from top of the page. Subject headings in bold font.

Paragraphs separated by one line space. Four spaces between close of letter and the sender's name.

A4 size



Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100gsm.

All measurements are indicated in millimetres.

Personalised Letterhead

Dimensions

210 mm X 297 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPCODL Mark 14 mm in height, centred to the page, 14.5 mm from the top.

TPCODL Address Panel 3+13 mm in height, centred to the page, 10 mm from the bottom.

Foldmark dot, placed 6 mm from the left and 99 mm from the top of the page.

Name of the Person

Myriad Pro Bold 10 point | Leading 12 point ranged 25 mm from right of the page and 52.5 mm from top of the page.

Company Position

Centre aligned | Myriad Pro Regular 8 point | Leading of 12 point

Legal Company Name

Myriad Pro Regular 12.5 point | Leading 11.66 point | The word 'central' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address & Contacts

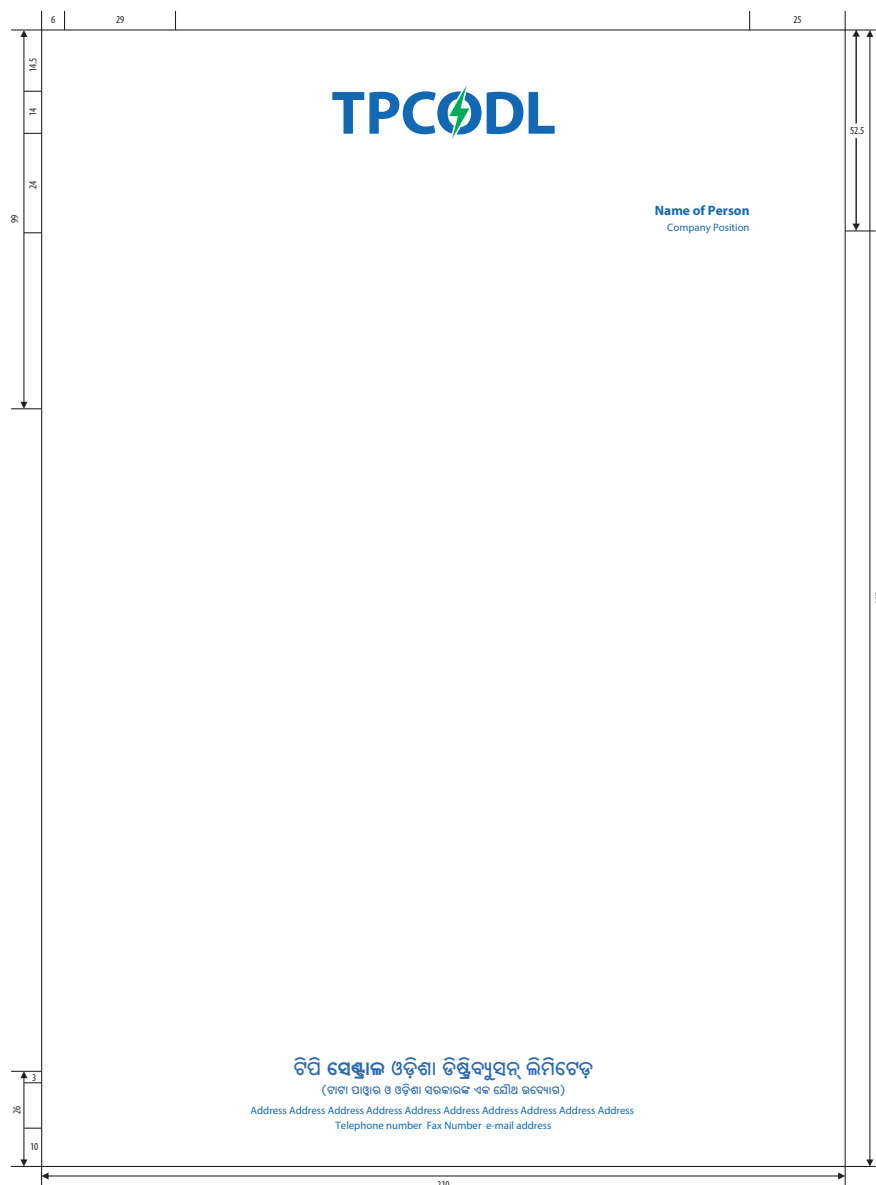
Before paragraph space of 3.5 point | Myriad Pro Regular 8 point | Leading 14.4 point, with double word spaces separating information segments.

Body Text Specifications

Arial/Times New Roman 11 point, leading 13 point, ranged left 35 mm, first line on 53mm baseline from top of the page. Subject headings in bold font.

Paragraphs separated by one line space. Four spaces between close of letter and the sender's name.

A4 size



Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100gsm.

All measurements are indicated in millimetres.

Personalised Letterhead

Dimensions

148 mm X 210 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPCODL Mark 10 mm in height, centred to the page, 10 mm from the top.

TPCODL Address Panel 2.4+11.6 mm in height, centred to the page, 8 mm from the bottom.

Foldmark dot, placed 6 mm from the left and 70 mm from the top of the page.

Name of the Person

Myriad Pro Bold 10 point | Leading 12 point
ranged 16 mm from right of the page and 32 mm from top of the page.

Legal Company Name

Myriad Pro 10 point | Leading 10 point | The word 'central' denoting region of the centre should be in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 10 point

Address & Contacts

Before paragraph space of 3 point | Myriad Pro Regular 8 point | Leading 10 point, with double word spaces separating information segments.

Body Text Specifications

Arial/Times New Roman 11 point, leading 13 point, ranged left 25 mm, first line on 35mm baseline from top of the page. Subject headlines in bold font.

Paragraphs separated by one line space.

Four spaces between close of letter and the sender's name.

Printing Process

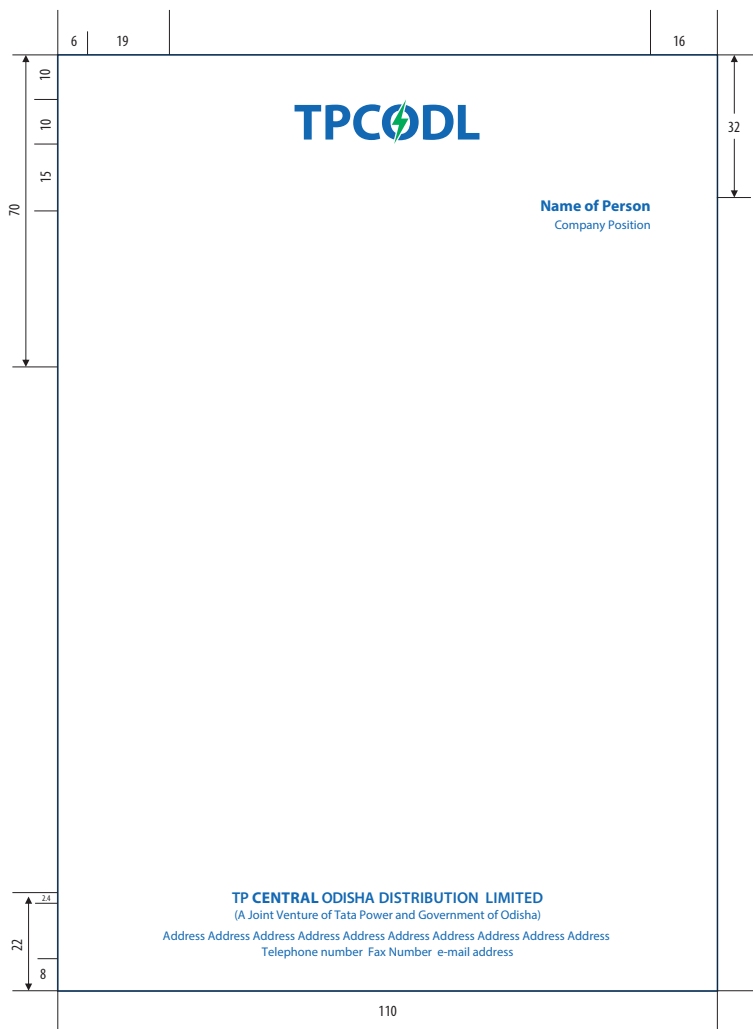
Screen / offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.

A5 size



Personalised Letterhead

Dimensions

148 mm X 210 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPCODL Mark 10 mm in height, centred to the page, 10 mm from the top.

TPCODL Address Panel 2.4+11.6 mm in height, centred to the page, 8 mm from the bottom.

Foldmark dot, placed 6 mm from the left and 70 mm from the top of the page.

Name of the Person

Myriad Pro Bold 10 point | Leading 12 point
ranged 16 mm from right of the page and 32 mm from top of the page.

Legal Company Name

Myriad Pro 10 point | Leading 10 point | The word 'central' denoting region of the centre should be in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 10 point

Address & Contacts

Before paragraph space of 3 point | Myriad Pro Regular 8 point | Leading 10 point, with double word spaces separating information segments.

Body Text Specifications

Arial/Times New Roman 11 point, leading 13 point, ranged left 25 mm, first line on 35mm baseline from top of the page. Subject headlines in bold font.

Paragraphs separated by one line space.

Four spaces between close of letter and the sender's name.

Printing Process

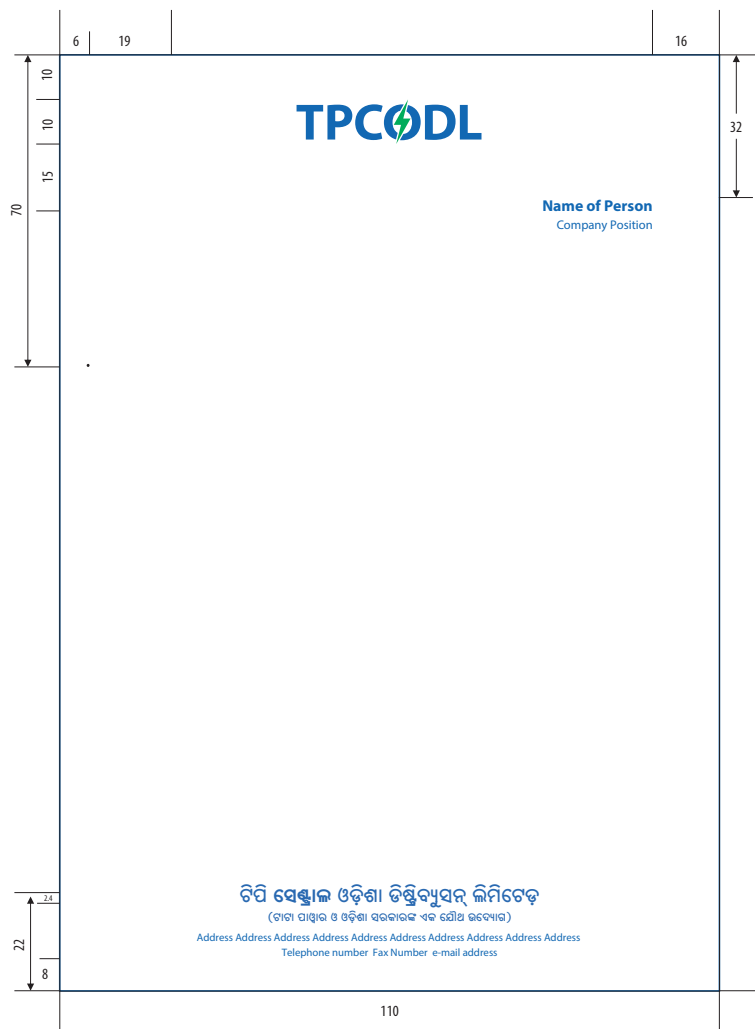
Screen / offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.

A5 size



Continuation Sheet

Continuation Sheet

Dimensions

210 mm X 297 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPCODL Mark 14 mm in height, centred to the page, 14.5 mm from the top.

Foldmark dot, placed 6 mm from the left and 99 mm from the top of the page.

Printing Process

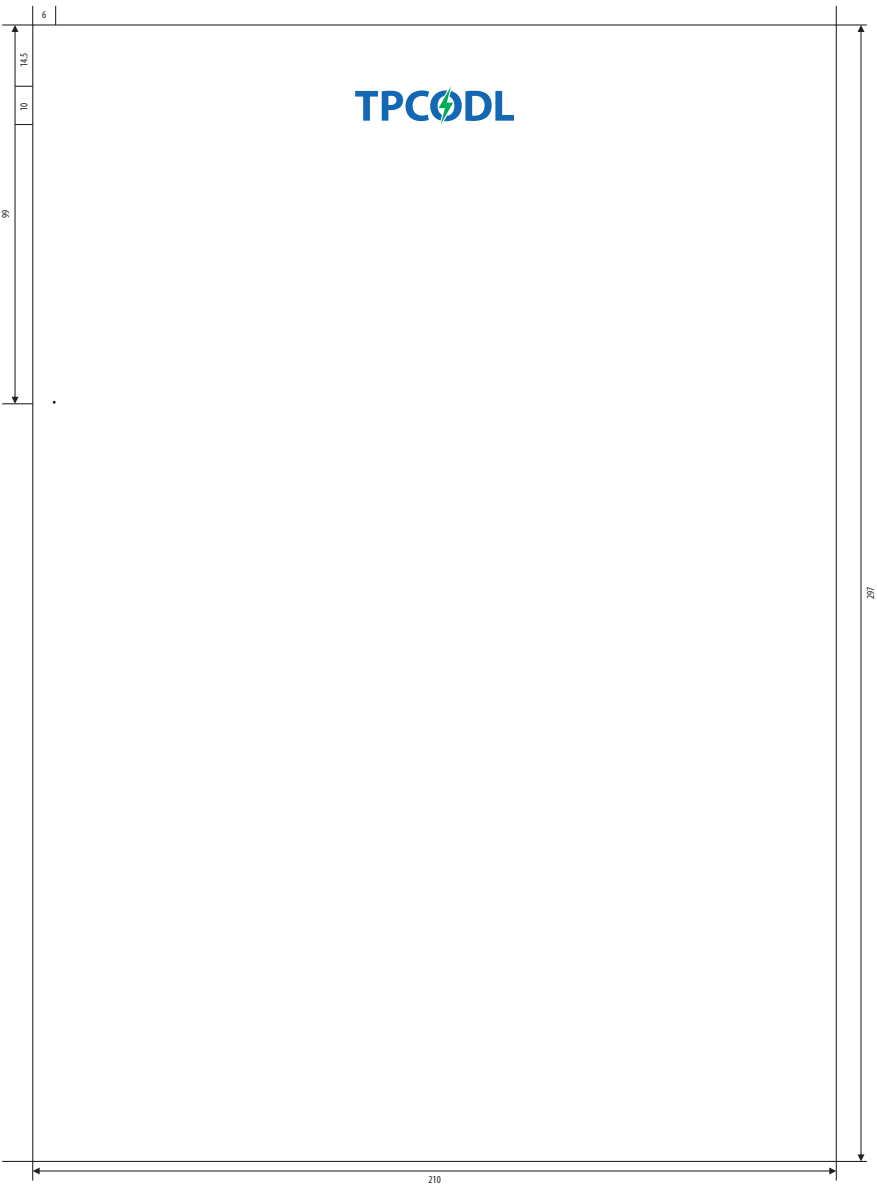
Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or
Sunshine Superprint 100 gsm.

All measurements are indicated
in millimetres.

A4 size



Press Release - Colour

Dimensions

210 mm X 297 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPCODL Mark with the full form and the JV line is right-aligned to the page, 26 mm in height, and 10 mm from the top and right edge of the page.

Tata Power DISCOM Brand Line and Bolts Unit is placed 6 mm from the bottom edge and 8 mm from the right edge of the page. The total height of the unit is 12 mm.

Tata Power DISCOM Blue Strip

A 4 mm blue strip occupies the bottom edge of the page.

Press Release Lettering

Myriad Pro Bold 12.5 point | Leading 20 point appears on solid black block

For Immediate Use Lettering

Myriad Pro Regular 12 point | Leading 20 point

Body Text Times New Roman, 11 point. First line at 73 mm baseline from top of the page. Subject heading Times New Roman bold.

Paragraph Formatting separated by single line space. Double line space between date and addressee name. Four line space between close and senders' name.

Printing Process

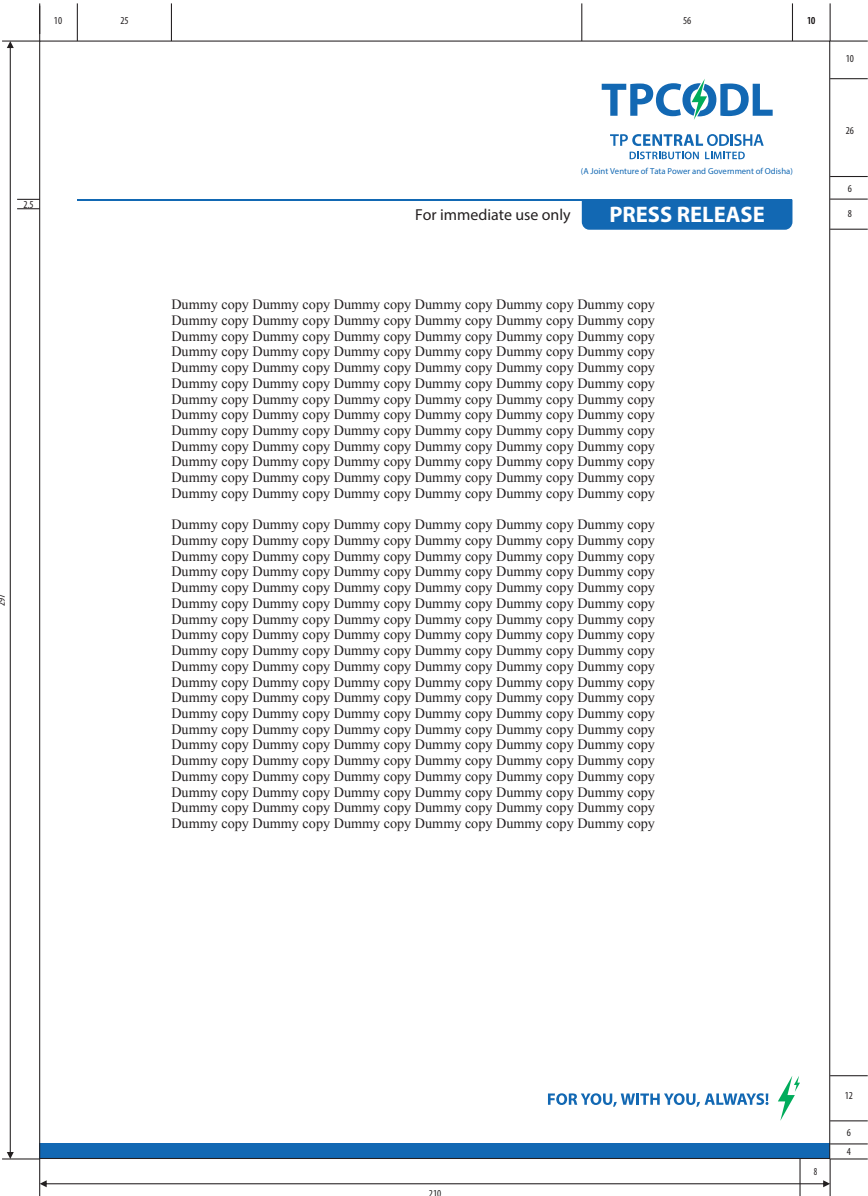
Screen / offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.

A4 size



Press Release - Black & White

Dimensions

210 mm X 297 mm

Colours

Black - Solid and Halftone

Text - Size, Leading & Placement

TPSODL Mark with the full form and the JV line is right-aligned to the page, 26 mm in height, and 10 mm from the top and right edge of the page.

Tata Power DISCOM Brand Line and Bolts Unit will be placed 6 mm from the bottom edge and 8 mm from the right edge of the page. The total height of the unit will be 12 mm.

Tata Power DISCOM Blue Strip

A 4 mm black strip occupies the bottom edge of the page.

Press Release Lettering: Myriad Pro Bold 12.5 point | Leading 20 point appears on solid black block

For Immediate Use Lettering

Myriad Pro Regular 12 point | Leading 20 point

Body Text Times New Roman, 11 point. First line at 73 mm baseline from top of the page. Subject heading Times New Roman bold.

Paragraph Formatting separated by single line space. Double line space between date and addressee name. Four line space between close and senders' name

Printing Process

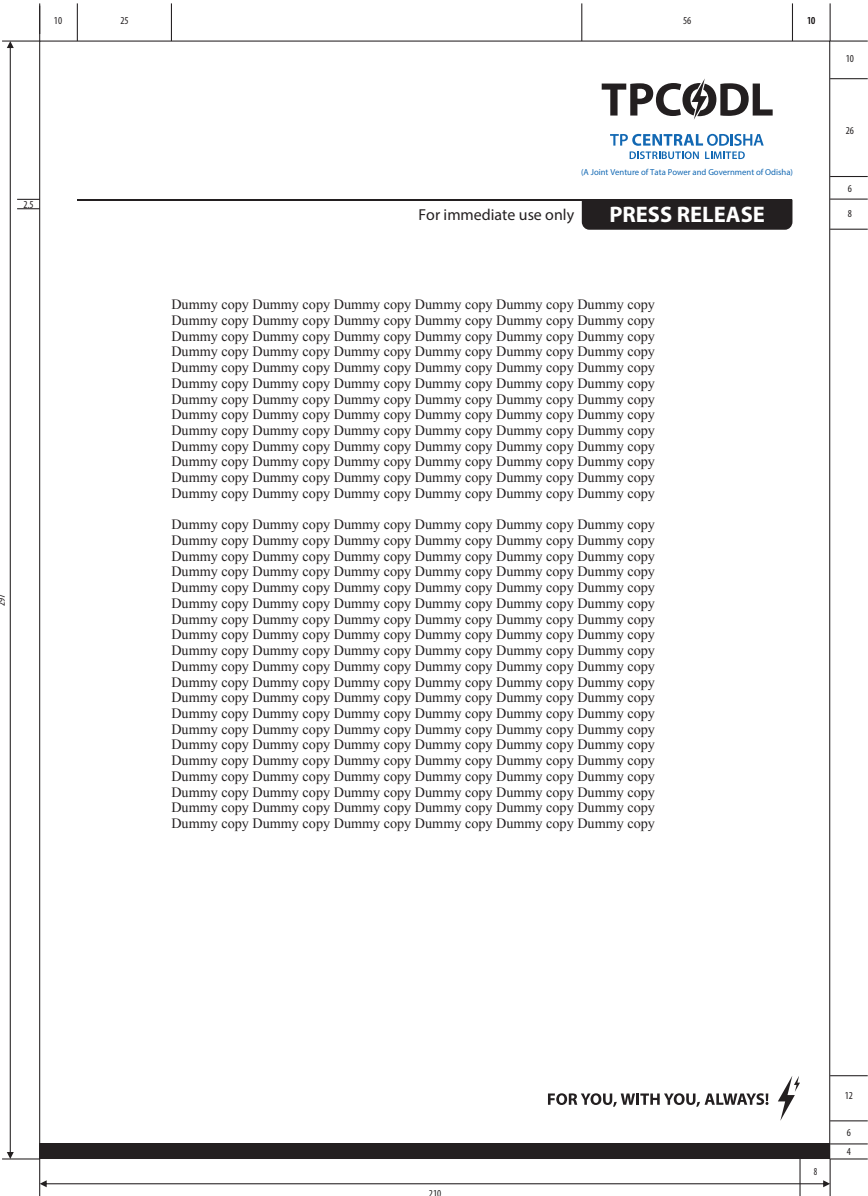
Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.

A4 size



Envelope without window

Dimensions

4.25" X 9.25"

(107.95 mm X 234.95 mm)

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPCODL Mark is 10 mm in height and is placed 12 mm from top and left edges of the envelope. The legal company name unit must be 9 mm to its right.

Legal Company Name

Myriad Pro 11 point | Leading

11 point | The word 'central' denoting region of the centre should be in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

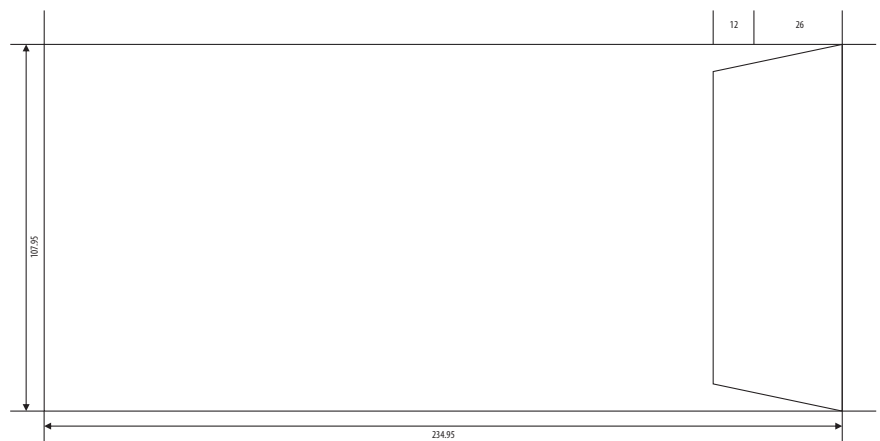
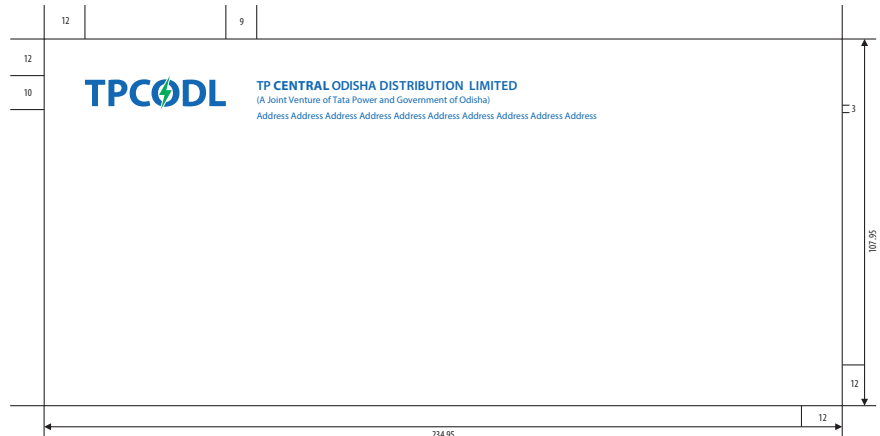
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or
Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Envelope without window

Dimensions

4.25" X 9.25"

(107.95 mm X 234.95 mm)

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPCODL Mark is 10 mm in height and is placed 12 mm from top and left edges of the envelope. The legal company name unit must be 9 mm to its right.

Legal Company Name

Myriad Pro 11 point | Leading

11 point | The word 'central'

denoting region of the centre should be in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading

11 point

Address

Myriad Pro Regular 8 point | Leading

11 point, with double word spaces separating information segments.

Printing Process

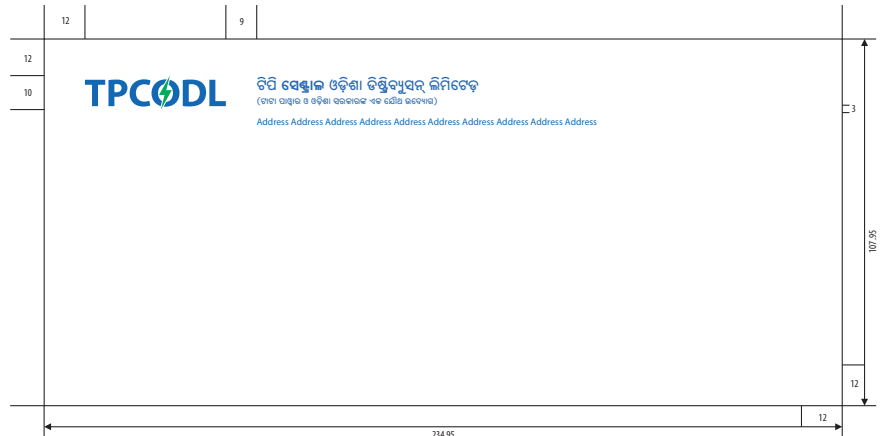
Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or

Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Envelope without window

Dimensions

4.25" X 9.25"

(107.95 mm X 234.95 mm)

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPCODL Mark is 10 mm in height and is placed 12 mm from top and left edges of the envelope. The legal company name unit must be 9 mm to its right.

Legal Company Name

Myriad Pro 11 point | Leading 12 point | The word 'central' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

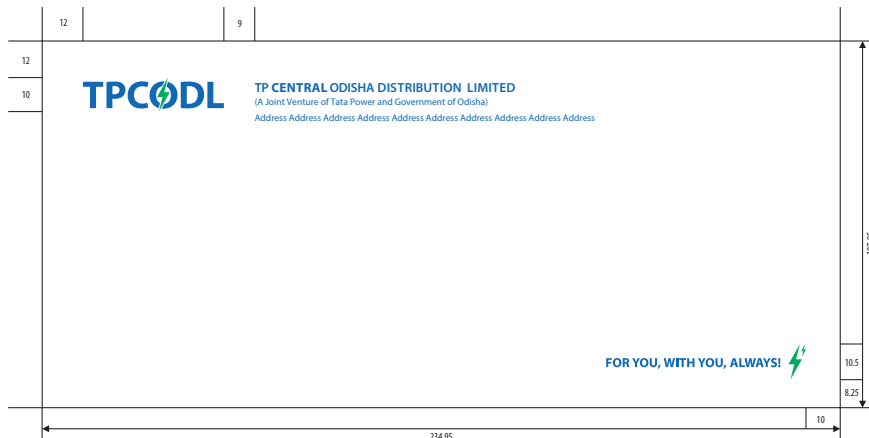
Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

Tata Power DISCOM Brand Line and Bolts Unit will be placed 8.25 mm from the bottom edge and 10 mm from the right edge of the page. The total height of the unit will be 10.5 mm.

Tata Power DISCOM Web Address

Myriad Pro 8 point, leading 10 point, placed at the back flap of the envelope, centred and 12 mm from the bottom of the flap.



Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.

Envelope without window

Dimensions

4.25" X 9.25"

(107.95 mm X 234.95 mm)

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPCODL Mark is 10 mm in height and is placed 12 mm from top and left edges of the envelope. The legal company name unit must be 9 mm to its right.

Legal Company Name

Myriad Pro 11 point | Leading 12 point | The word 'central' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

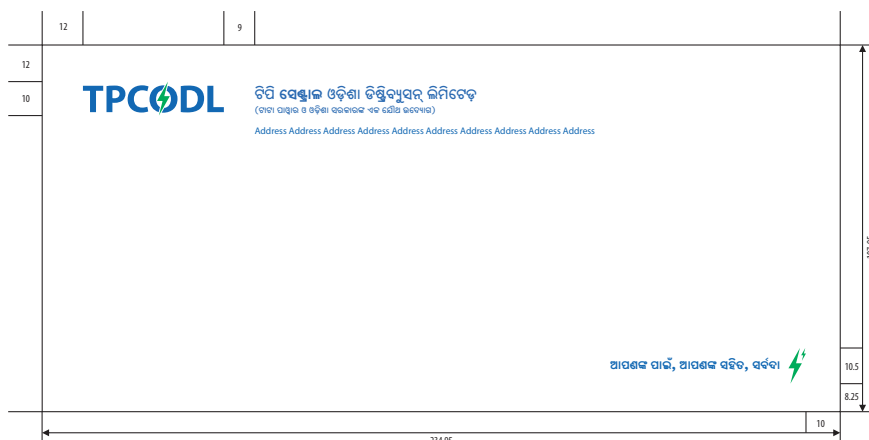
Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

Tata Power DISCOM Brand Line and Bolts Unit will be placed 8.25 mm from the bottom edge and 10 mm from the right edge of the page. The total height of the unit will be 10.5 mm.

Tata Power DISCOM Web Address

Myriad Pro 8 point, leading 10 point, placed at the back flap of the envelope, centred and 12 mm from the bottom of the flap.



Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.

Envelope with window

Dimensions

4.25" X 9.25"

(107.95 mm X 234.95 mm)

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPCODL Mark is 10 mm in height and is placed 12 mm from top and left edges of the envelope. The legal company name unit must be 9 mm to its right.

Legal Company Name

Myriad Pro 11 point | Leading
12 point | The word 'central'
denoting region of the centre is
in bold, while the rest of it is
in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading
11 point

Address & Contacts

Myriad Pro Regular 8 point | Leading
11 point, with double word spaces
separating information segments.

Window

The window will be 30 mm from the
left edge and 12 mm from the base
of the envelope. The height and
width of the window will be 36 mm
and 110mm respectively.

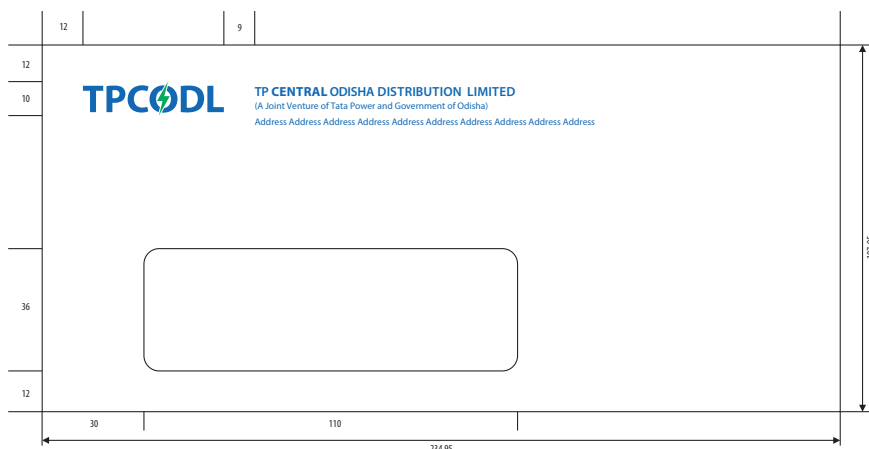
Printing Process

Screen/offset, using special inks to
match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or
Sunshine Superprint 100 gsm.

All measurements are indicated
in millimetres.



Envelope with window

Dimensions

4.25" X 9.25"

(107.95 mm X 234.95 mm)

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPCODL Mark is 10 mm in height and is placed 12 mm from top and left edges of the envelope. The legal company name unit must be 9 mm to its right.

Legal Company Name

Myriad Pro 11 point | Leading
12 point | The word 'central'
denoting region of the centre is
in bold, while the rest of it is
in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading
11 point

Address & Contacts

Myriad Pro Regular 8 point | Leading
11 point, with double word spaces
separating information segments.

Window

The window will be 30 mm from the
left edge and 12 mm from the base
of the envelope. The height and
width of the window will be 36 mm
and 110mm respectively.

Printing Process

Screen/offset, using special inks to
match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or
Sunshine Superprint 100 gsm.

All measurements are indicated
in millimetres.



Envelope with window

Dimensions

4.25" X 9.25"

(107.95 mm X 234.95 mm)

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPCODL Mark is 10 mm in height and is placed 12 mm from top and left edges of the envelope. The legal company name unit must be 9 mm to its right.

Legal Company Name

Myriad Pro 11 point | Leading
12 point | The word 'central'
denoting region of the centre is
in bold, while the rest of it is
in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading
11 point

Address & Contacts

Myriad Pro Regular 8 point | Leading
11 point, with double word spaces
separating information segments.

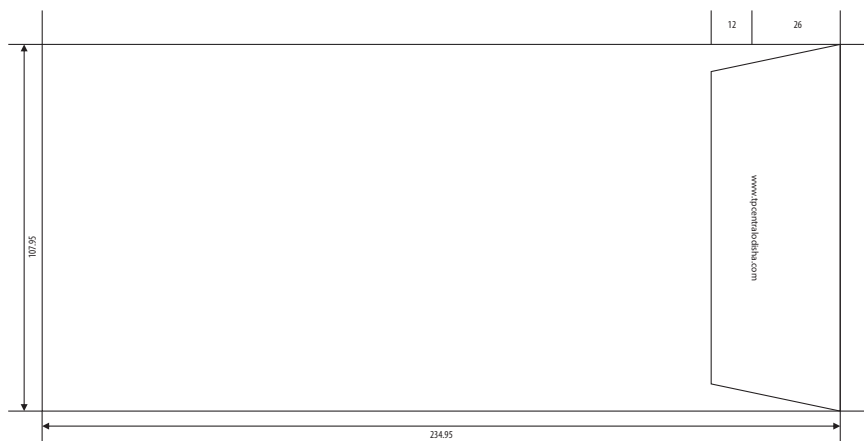
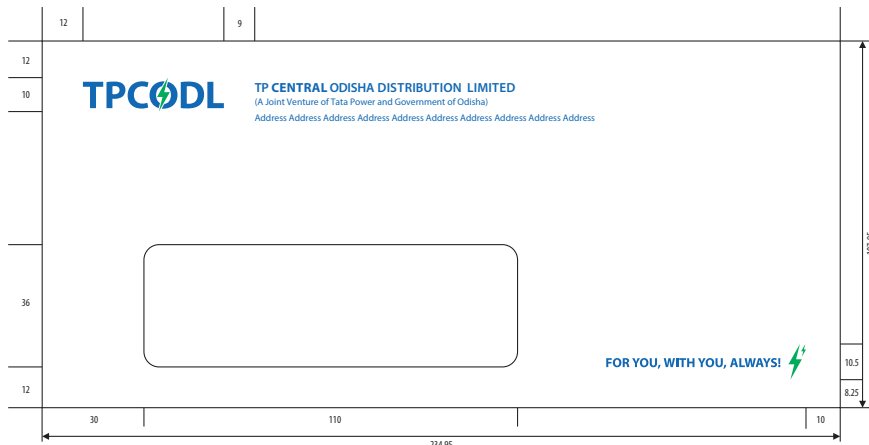
Tata Power DISCOM Brand Line and Bolts Unit is placed 8.25 mm from the bottom edge and 10 mm from the right edge of the page. The total height of the unit is 10.5 mm.

Tata Power DISCOM Web Address

Myriad Pro 8 point, leading
10 point, placed at the back flap of
the envelope, centred and 12 mm
from the bottom of the flap.

Window

The window will be 30 mm from the
left edge and 12 mm from the base
of the envelope. The height and
width of the window will be 36mm
and 110 mm respectively.



Printing Process

Screen/offset, using special inks to
match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or
Sunshine Superprint 100 gsm.

All measurements are indicated
in millimetres.

Envelope with window

Dimensions

4.25" X 9.25"

(107.95 mm X 234.95 mm)

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPCODL Mark is 10 mm in height and is placed 12 mm from top and left edges of the envelope. The legal company name unit must be 9 mm to its right.

Legal Company Name

Myriad Pro 11 point | Leading
12 point | The word 'central'
denoting region of the centre is
in bold, while the rest of it is
in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading
11 point

Address & Contacts

Myriad Pro Regular 8 point | Leading
11 point, with double word spaces
separating information segments.

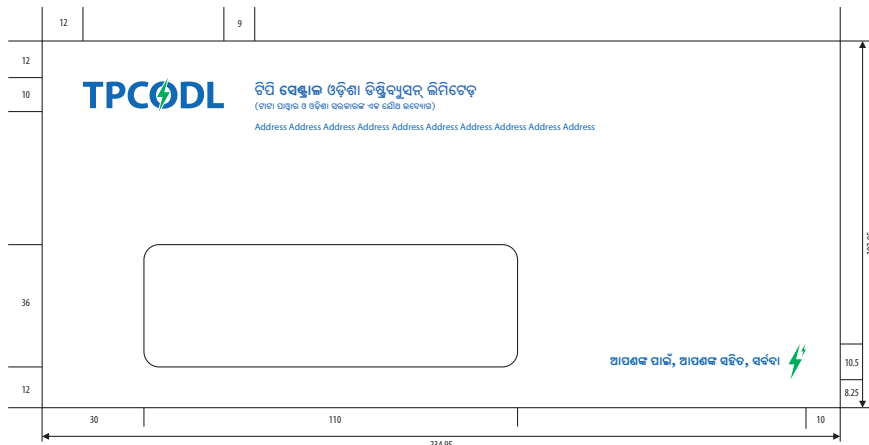
**Tata Power DISCOM Brand Line and
Bolts Unit** is placed 8.25 mm from
the bottom edge and 10 mm from
the right edge of the page. The total
height of the unit is 10.5 mm.

Tata Power DISCOM Web Address

Myriad Pro 8 point, leading
10 point, placed at the back flap of
the envelope, centred and 12 mm
from the bottom of the flap.

Window

The window will be 30 mm from the
left edge and 12 mm from the base
of the envelope. The height and
width of the window will be 36mm
and 110 mm respectively.



Printing Process

Screen/offset, using special inks to
match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or
Sunshine Superprint 100 gsm.

All measurements are indicated
in millimetres.

Envelope

Dimensions

110 mm X 220 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPCODL Mark is 9.35 mm in height and is placed 11 mm from top and left edges of the envelope. The legal company name unit must be 8.5 mm to its right.

Legal Company Name

Myriad Pro 10.5 point | Leading 11 point | The word 'central' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

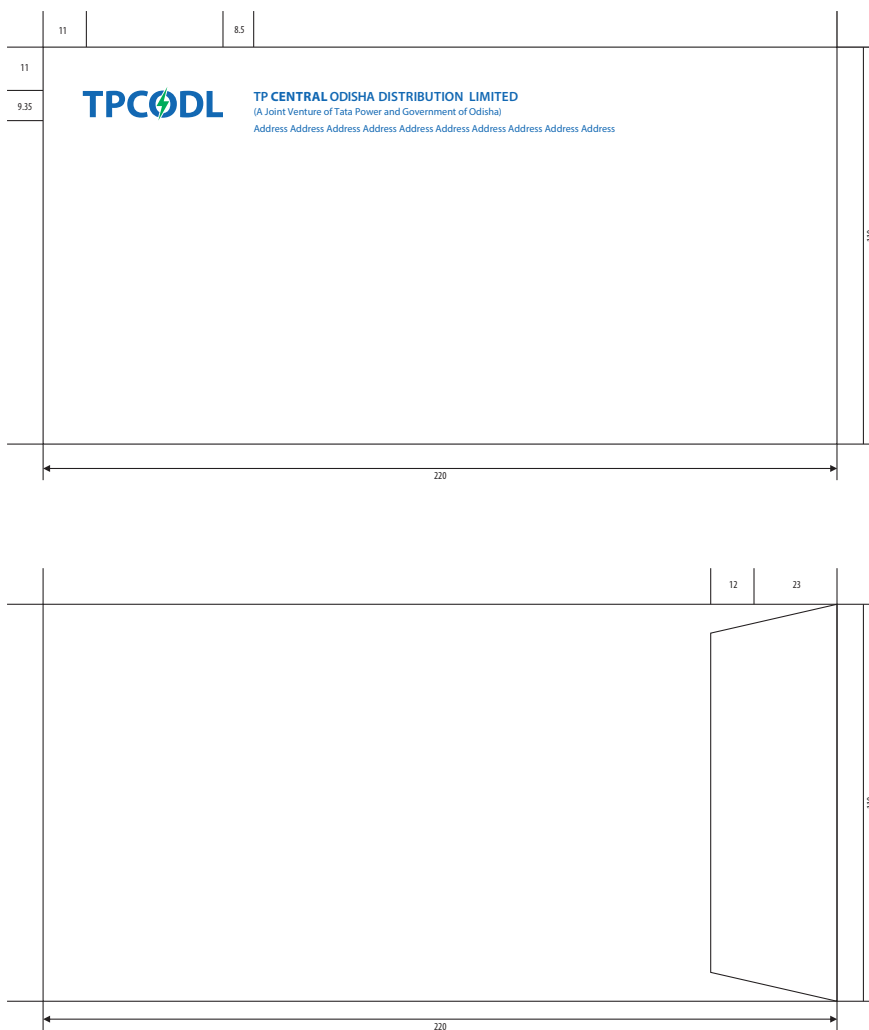
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or
Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Envelope

Dimensions

110 mm X 220 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPCODL Mark is 9.35 mm in height and is placed 11 mm from top and left edges of the envelope. The legal company name unit must be 8.5 mm to its right.

Legal Company Name

Myriad Pro 10.5 point | Leading 11 point | The word 'central' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

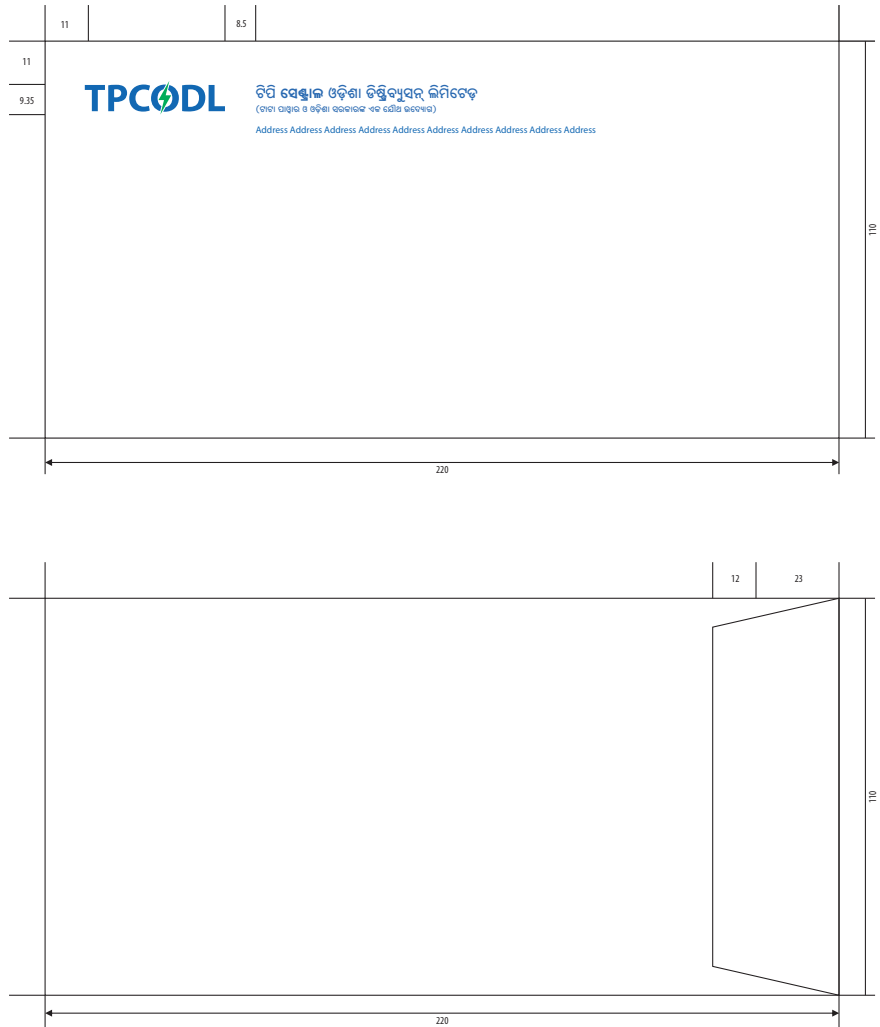
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or
Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Envelope

Dimensions

110 mm X 220 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPCODL Mark is 9.35 mm in height and is placed 11 mm from top and left edges of the envelope. The legal company name unit must be 8.5 mm to its right.

Legal Company Name

Myriad Pro 10.5 point | Leading 11 point | The word 'central' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

Tata Power DISCOM Brand Line and Bolts Unit will be placed 8 mm from the bottom edge and 9.5 mm from the right edge of the page. The total width of the unit will be 55 mm.

Tata Power DISCOM Web Address

Myriad Pro 8 point, leading 10 point, placed at the back of the envelope, centred and 12 mm from the bottom of the flap.

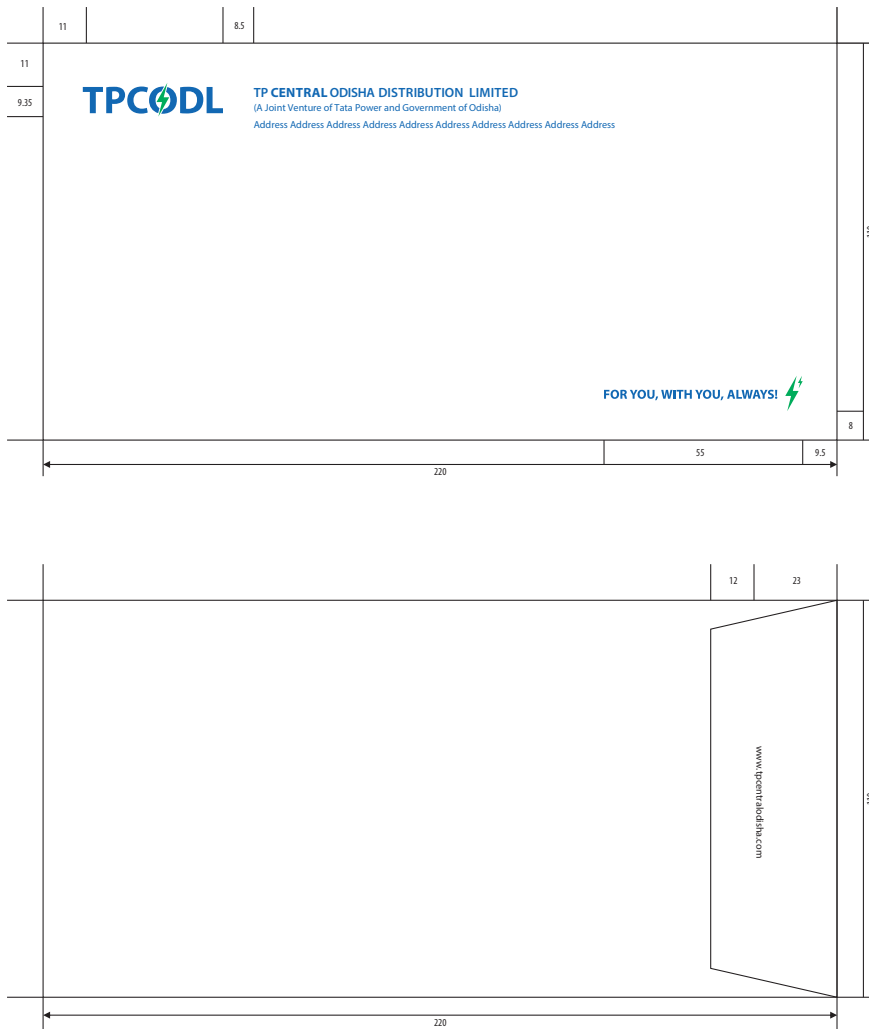
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Envelope

Dimensions

110 mm X 220 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPCODL Mark is 9.35 mm in height and is placed 11 mm from top and left edges of the envelope. The legal company name unit must be 8.5 mm to its right.

Legal Company Name

Myriad Pro 10.5 point | Leading 11 point | The word 'central' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

Tata Power DISCOM Brand Line and Bolts Unit will be placed 8 mm from the bottom edge and 9.5 mm from the right edge of the page. The total width of the unit will be 55 mm.

Tata Power DISCOM Web Address

Myriad Pro 8 point, leading 10 point, placed at the back of the envelope, centred and 12 mm from the bottom of the flap.

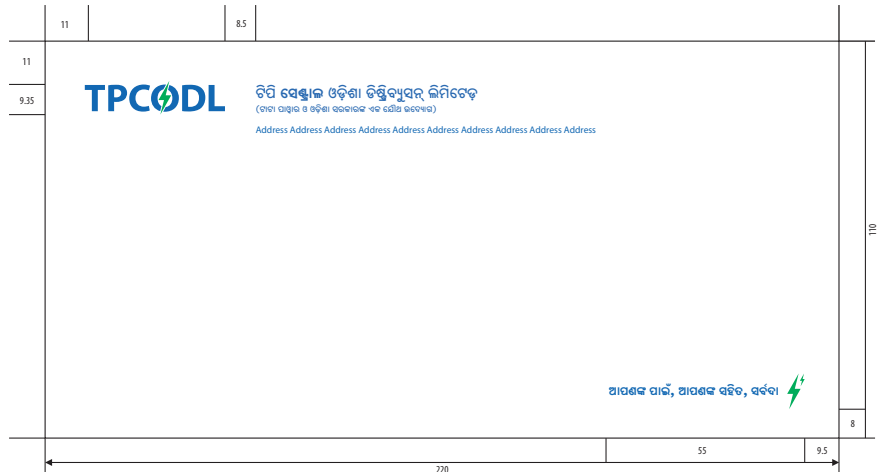
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Jumbo Envelope

Dimensions

16" X 12"

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPCODL Mark is 12 mm in height and is placed 20 mm from top and left edges of the envelope. The legal company name unit must be 11 mm to its right.

Legal Company Name

Myriad Pro 13.5 point | Leading 14 point | The word 'central' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 10.5 point | Leading 14 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

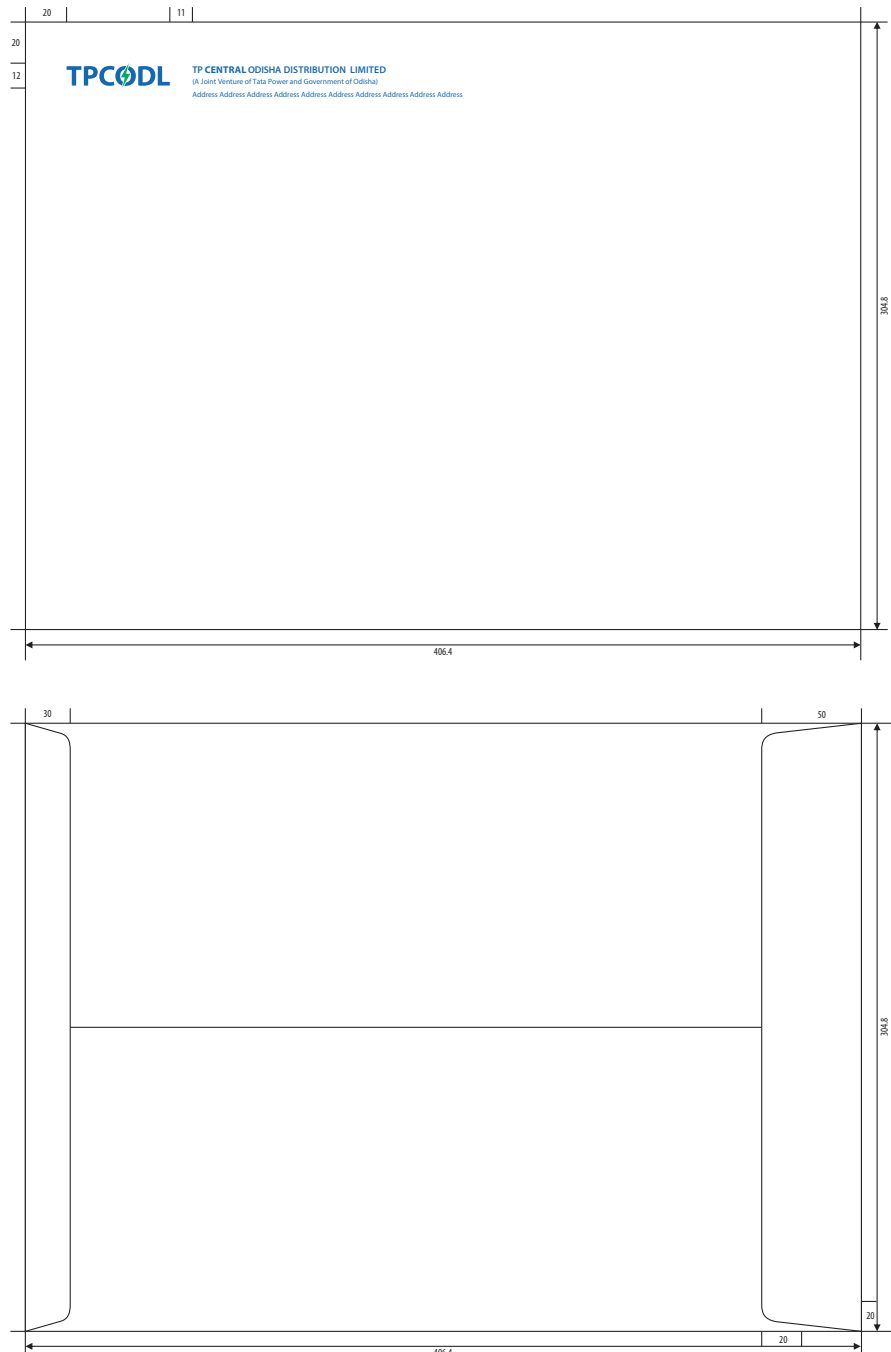
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Jumbo Envelope

Dimensions

16" X 12"

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPCODL Mark is 12 mm in height and is placed 20 mm from top and left edges of the envelope. The legal company name unit must be 11 mm to its right.

Legal Company Name

Myriad Pro 13.5 point | Leading 14 point | The word 'central' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 10.5 point | Leading 14 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

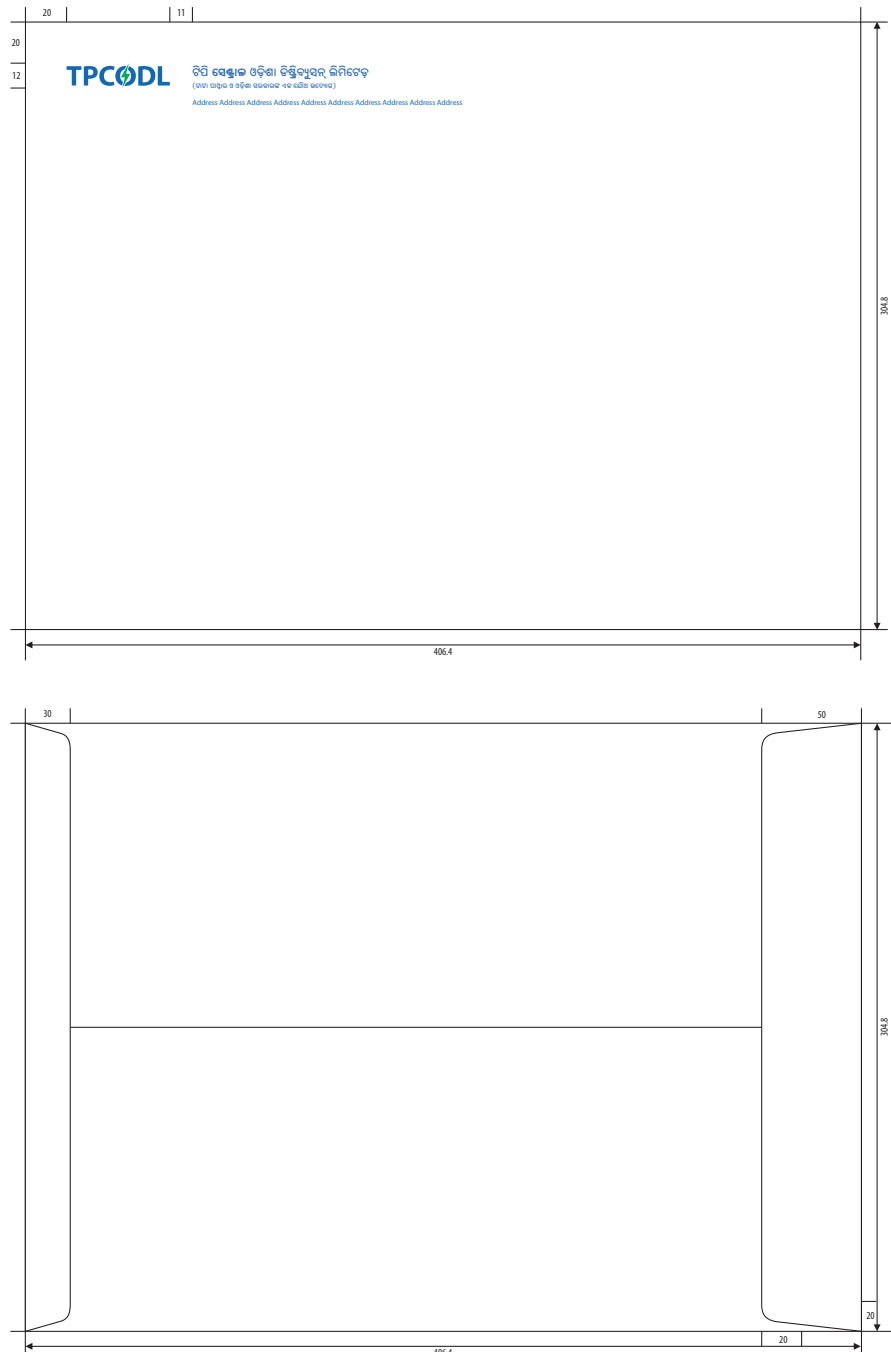
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Jumbo Envelope

Dimensions

16" X 12"

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPCODL Mark is 12 mm in height and is placed 20 mm from top and left edges of the envelope. The legal company name unit must be 11 mm to its right.

Legal Company Name

Myriad Pro 13.5 point | Leading 14 point | The word 'central' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 10.5 point | Leading 14 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

Tata Power DISCOM Brand Line and Bolts Unit will be placed 15 mm from the bottom edge and 17.5 mm from the right edge of the page. The total width of the unit will be 80 mm.

Tata Power DISCOM Web Address

Myriad Pro 12 point, leading 13 point, placed at the back of the envelope, centred and 20 mm from the bottom of the flap.

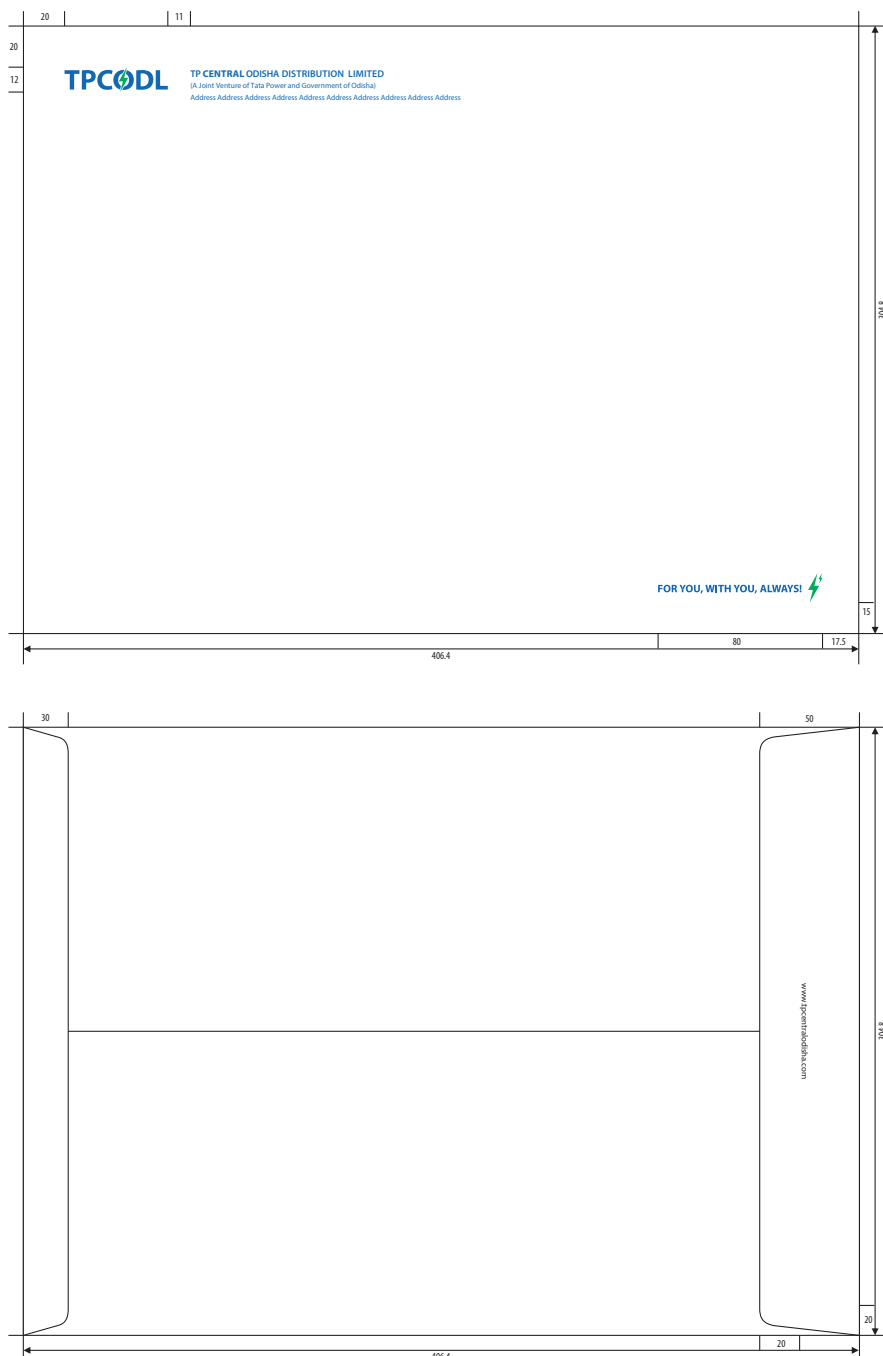
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Jumbo Envelope

Dimensions

16" X 12"

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPCODL Mark is 12 mm in height and is placed 20 mm from top and left edges of the envelope. The legal company name unit must be 11 mm to its right.

Legal Company Name

Myriad Pro 13.5 point | Leading 14 point | The word 'central' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 10.5 point | Leading 14 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

Tata Power DISCOM Brand Line and Bolts Unit will be placed 15 mm from the bottom edge and 17.5 mm from the right edge of the page. The total width of the unit will be 80 mm.

Tata Power DISCOM Web Address

Myriad Pro 12 point, leading 13 point, placed at the back of the envelope, centred and 20 mm from the bottom of the flap.

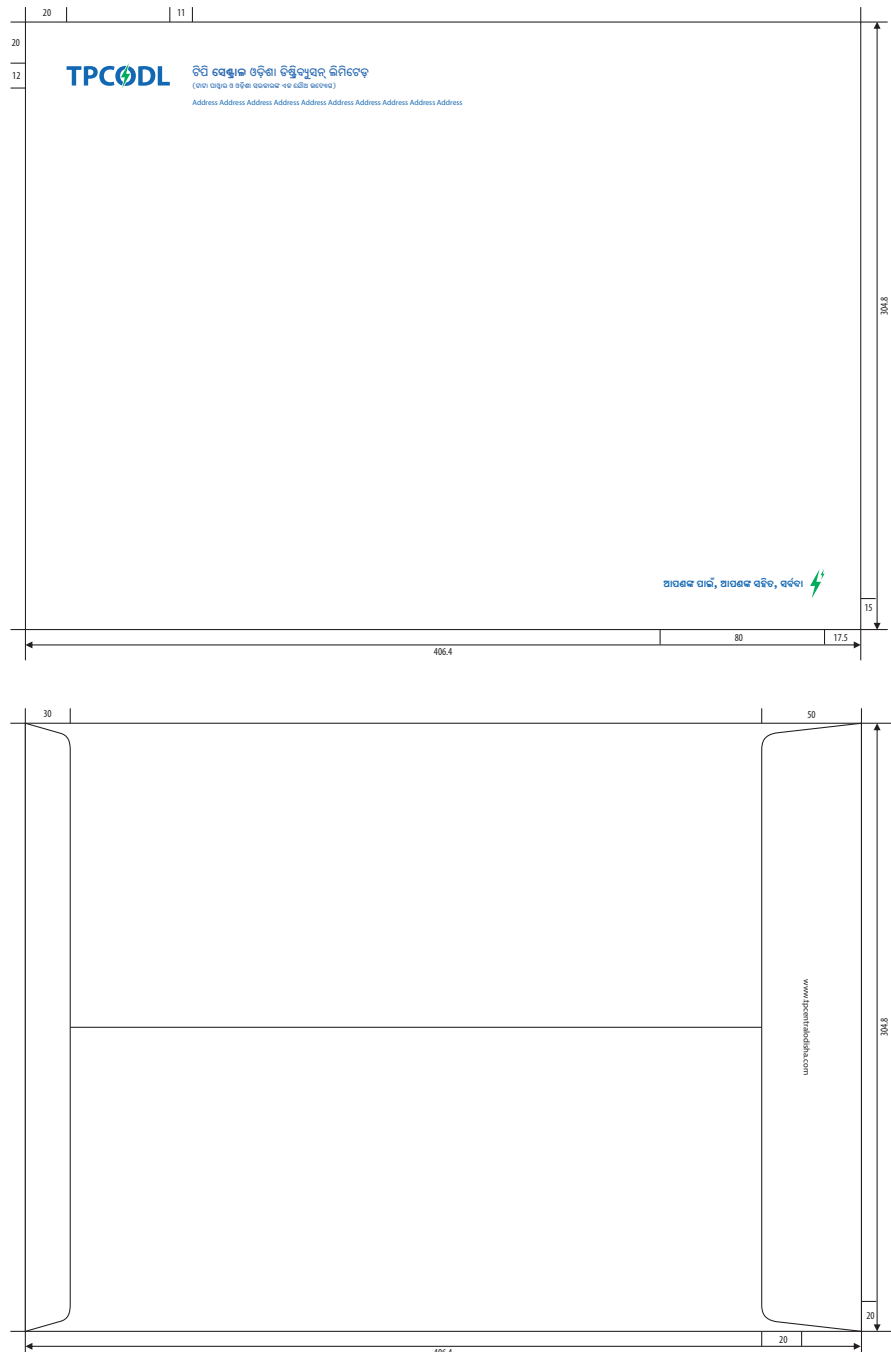
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Booklet Envelope

Dimensions

9" x 12"

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPCODL Mark is 9 mm in height and is placed 15 mm from top and left edges of the envelope. The legal company name unit must be 8.25 mm to its right.

Legal Company Name

Myriad Pro 10 point | Leading 10.5 point | The word 'central' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 10.5 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 10 point, with double word spaces separating information segments.

Addressee's name and address

Arial/Times New Roman 10 point, leading 13 point, aligned left to the Tata Power mark and starting 30mm from the top.

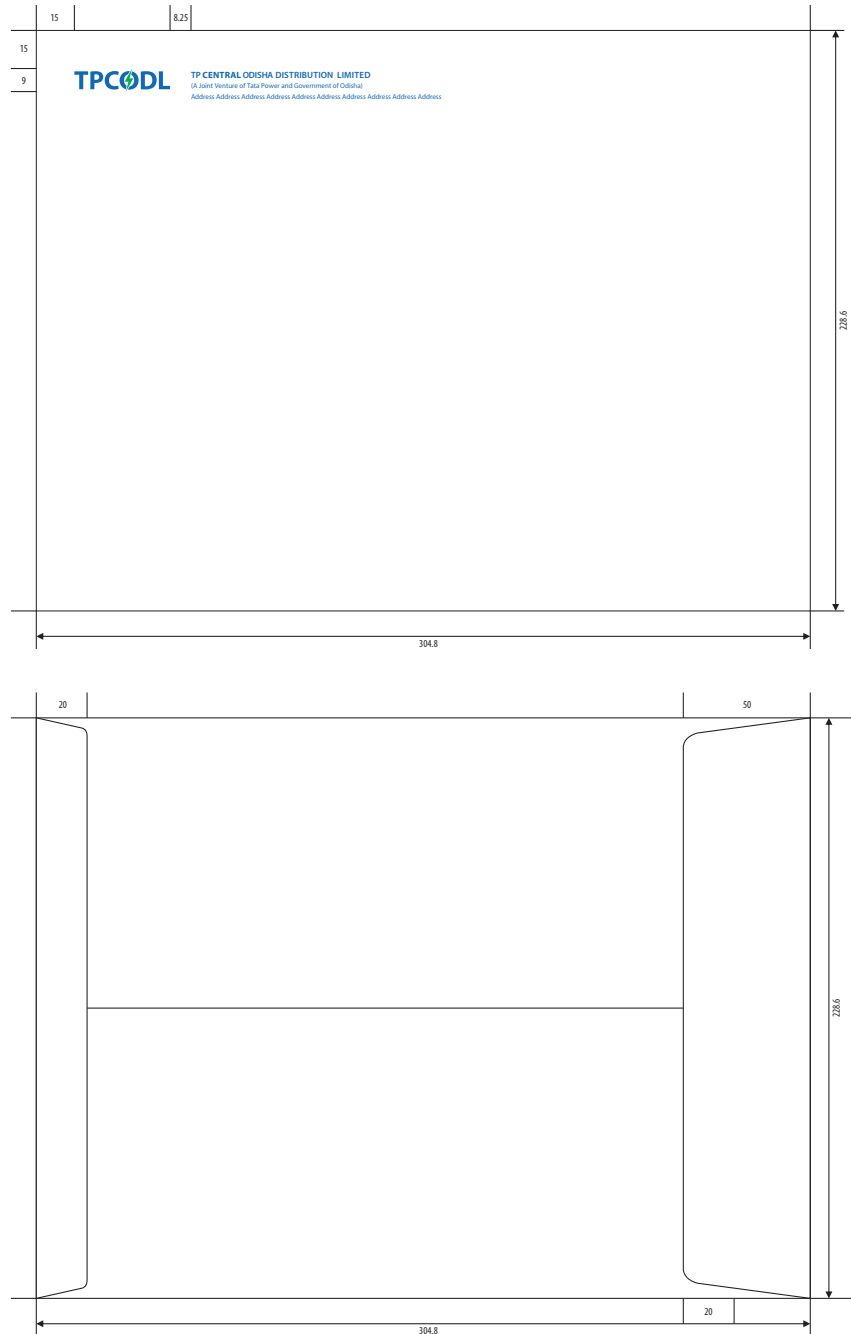
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Booklet Envelope

Dimensions

9" x 12"

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPCODL Mark is 9 mm in height and is placed 15 mm from top and left edges of the envelope. The legal company name unit must be 8.25 mm to its right.

Legal Company Name

Myriad Pro 10 point | Leading 10.5 point | The word 'central' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 10.5 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 10 point, with double word spaces separating information segments.

Addressee's name and address

Arial/Times New Roman 10 point, leading 13 point, aligned left to the Tata Power mark and starting 30mm from the top.

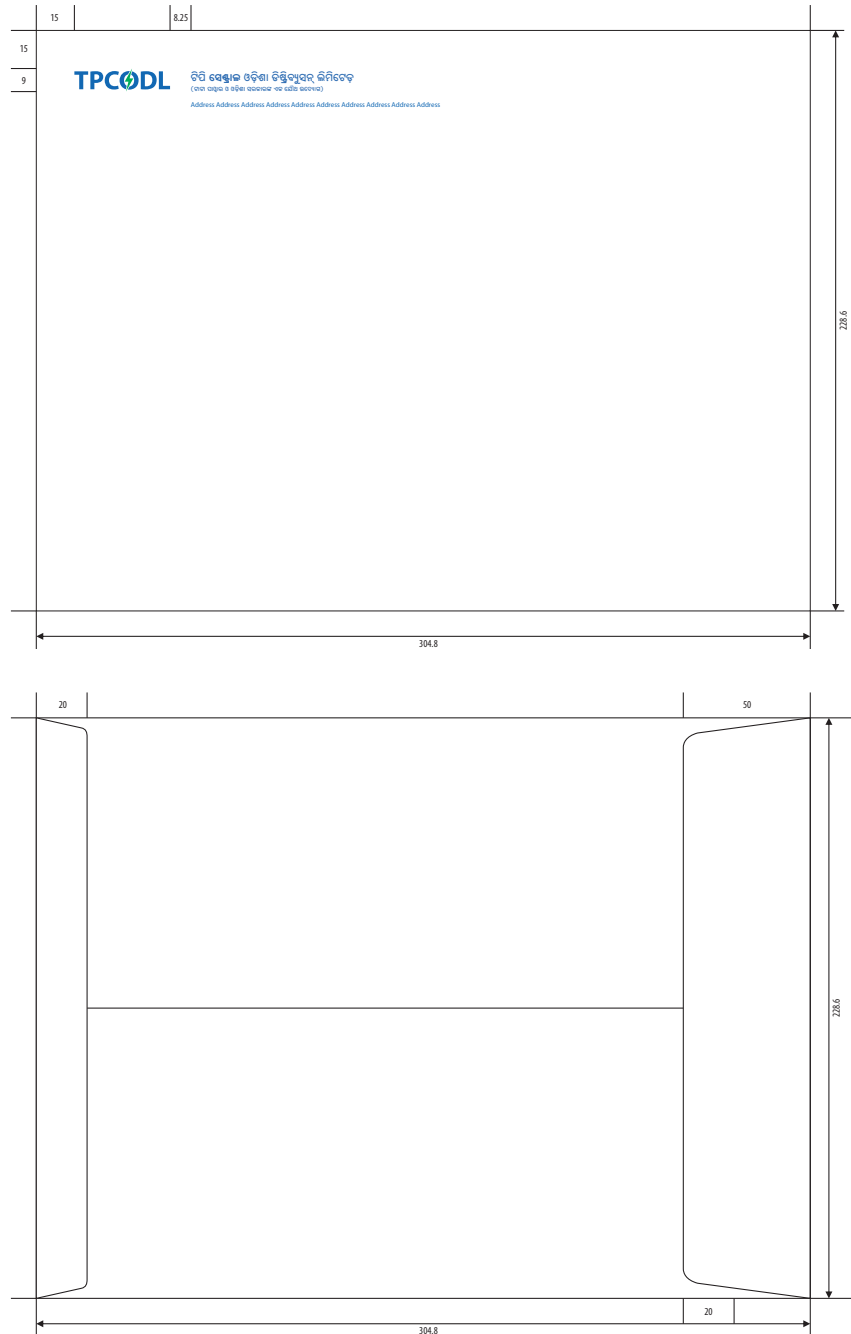
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Booklet Envelope

Dimensions

9" x 12"

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPCODL Mark is 9 mm in height and is placed 15 mm from top and left edges of the envelope. The legal company name unit must be 8.25 mm to its right.

Legal Company Name

Myriad Pro 10 point | Leading 10.5 point | The word 'central' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 10.5 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 10 point, with double word spaces separating information segments.

Tata Power DISCOM Brand Line and Bolts Unit is placed 11.25 mm from the bottom edge and 13 mm from the right edge of the page. The total width of the unit is 60 mm.

Tata Power DISCOM Web Address

Myriad Pro 10 point, leading 13 point, placed at the back of the envelope, centred and 20 mm from the bottom of the flap.

Addressee's name and address
Arial/Times New Roman 10 point, leading 13 point, aligned left to the Tata Power mark and starting 30 mm from the top.

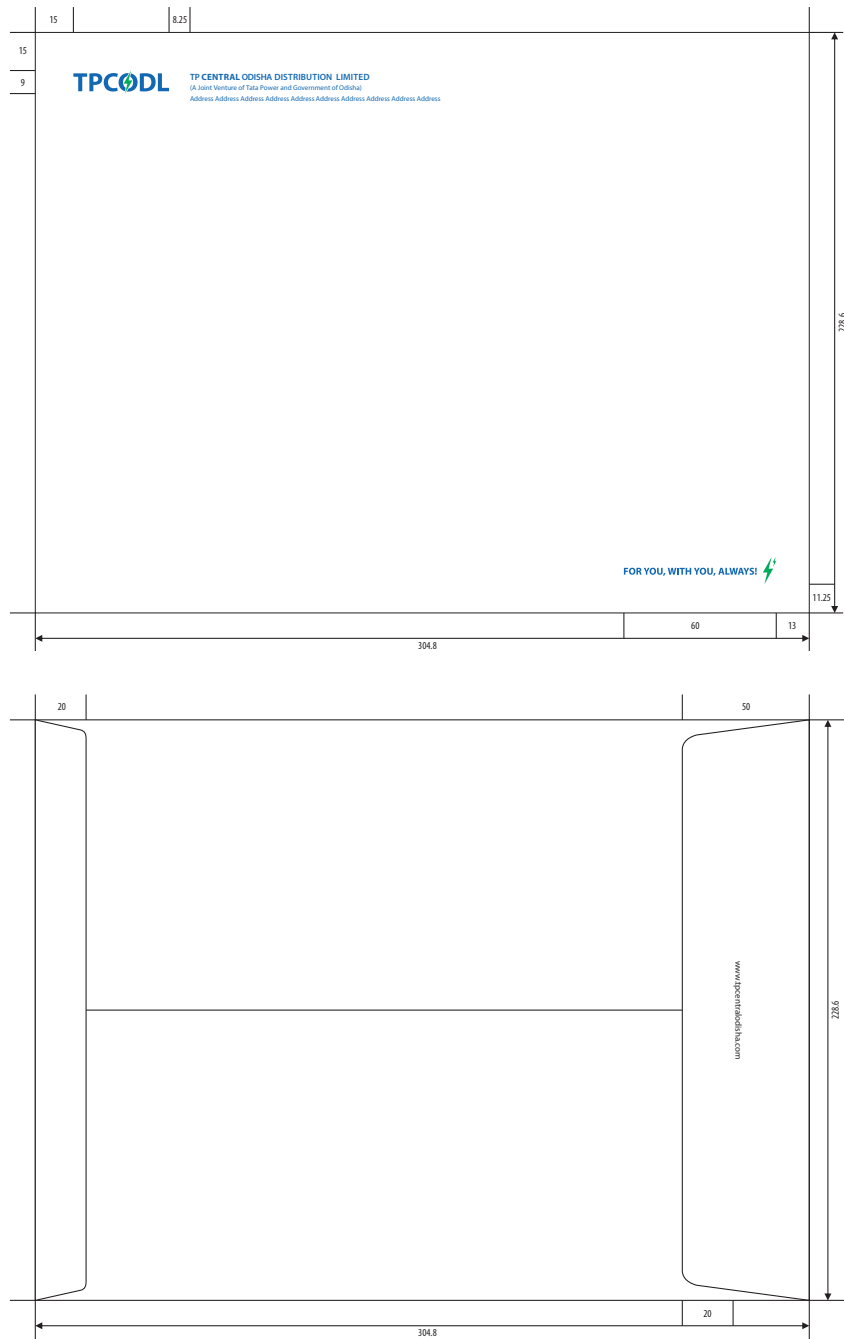
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Booklet Envelope

Dimensions

9" x 12"

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPCODL Mark is 9 mm in height and is placed 15 mm from top and left edges of the envelope. The legal company name unit must be 8.25 mm to its right.

Legal Company Name

Myriad Pro 10 point | Leading 10.5 point | The word 'central' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 10.5 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 10 point, with double word spaces separating information segments.

Tata Power DISCOM Brand Line and Bolts Unit is placed 11.25 mm from the bottom edge and 13 mm from the right edge of the page. The total width of the unit is 60 mm.

Tata Power DISCOM Web Address

Myriad Pro 10 point, leading 13 point, placed at the back of the envelope, centred and 20 mm from the bottom of the flap.

Addressee's name and address
Arial/Times New Roman 10 point, leading 13 point, aligned left to the Tata Power mark and starting 30 mm from the top.

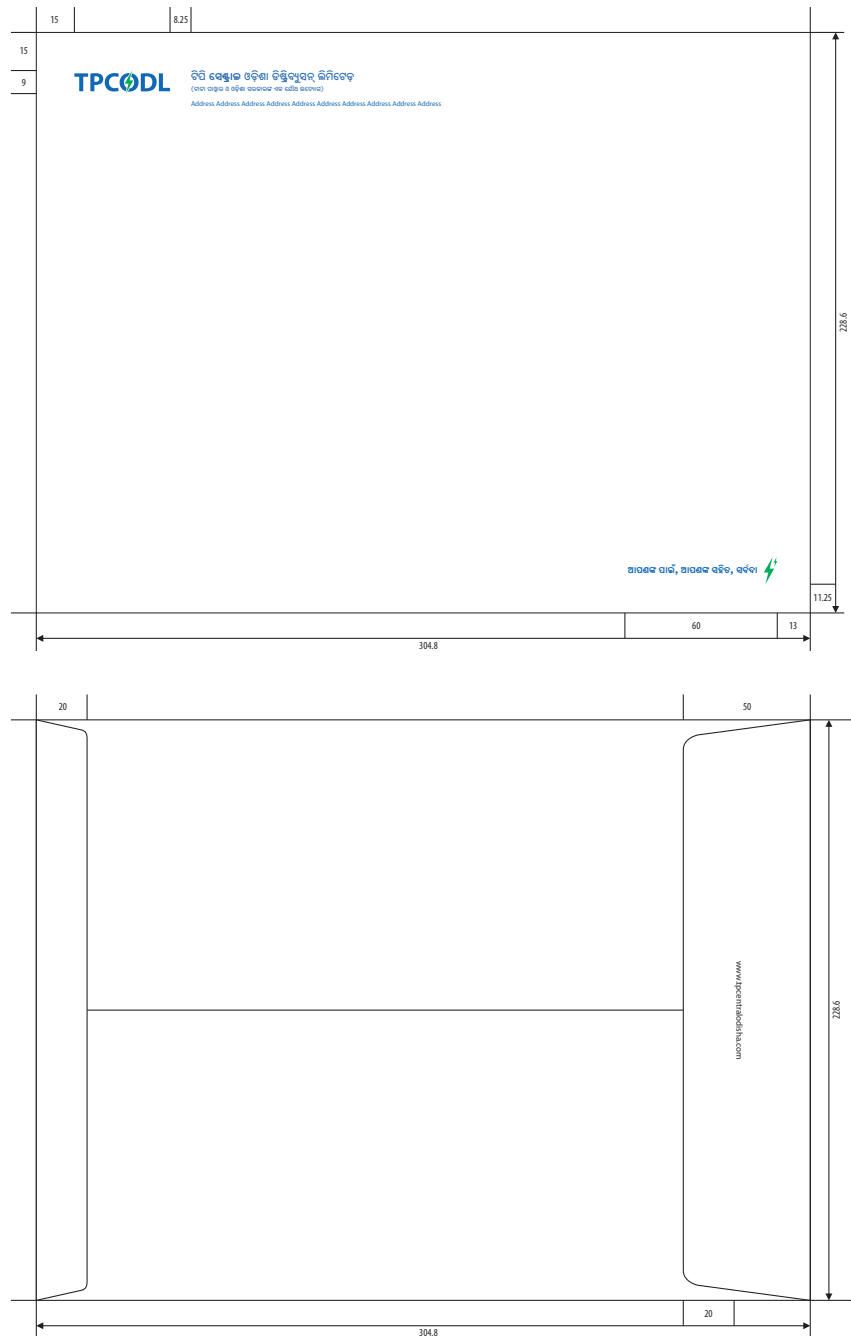
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Notepad A4 size

Dimensions

210 mm X 297 mm

COVER

Colours

Tata Blue

TPCODL Composite Mark is placed centre aligned to the page at a distance of 40 mm from the bottom edge of the page. The height of the unit is 40 mm.

INSIDE

Colours

Tata Blue and Tata Green

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right of the page at a distance of 10 mm and 6.75 mm from the right and bottom edge of the page, respectively. The height of the bolts unit is 15.5 mm.

Printing and Finishing

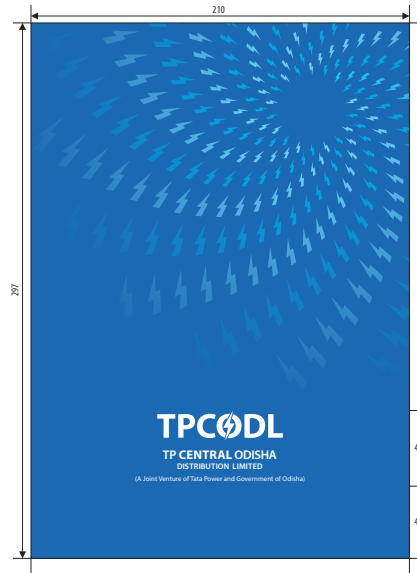
Offset printing using special inks to match the defined PANTONE® shade.

Pad binding with gluing along the top edge and the flap cover.

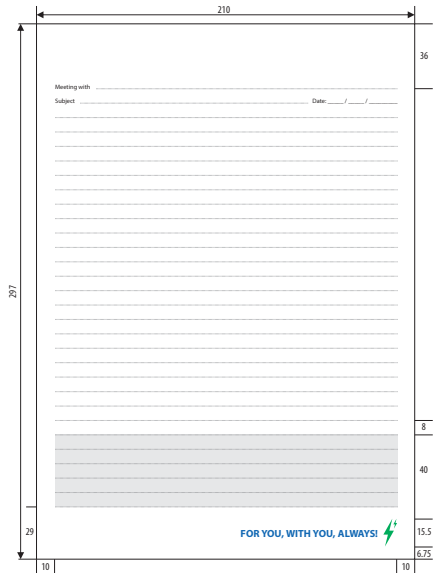
Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

Note Pad - Cover



Note Pad - Inside Layout



Notepad A4 size

Dimensions

210 mm X 297 mm

COVER

Colours

Tata Blue

TPCODL Composite Mark is placed centre aligned to the page at a distance of 40 mm from the bottom edge of the page. The height of the unit is 40 mm.

INSIDE

Colours

Tata Blue and Tata Green

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right of the page at a distance of 10 mm and 6.75 mm from the right and bottom edge of the page, respectively. The height of the bolts unit is 15.5 mm.

Printing and Finishing

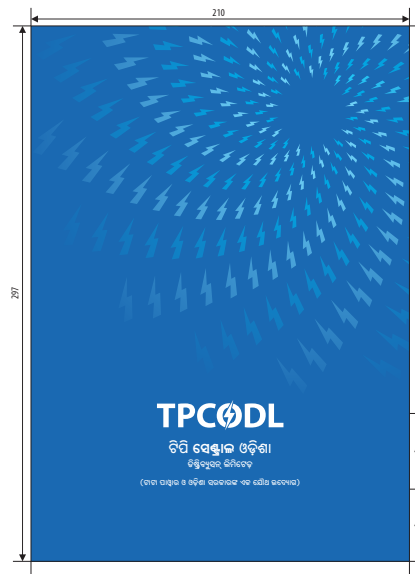
Offset printing using special inks to match the defined PANTONE® shade.

Pad binding with gluing along the top edge and the flap cover.

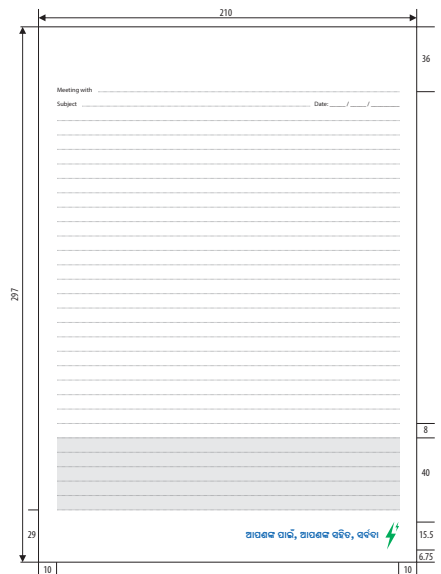
Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

Note Pad - Cover



Note Pad - Inside Layout



Notepad A5 size

Dimensions

148 mm X 210 mm

COVER

Colours

Tata Blue

TPCODL Composite Mark is placed centre aligned to the page at a distance of 30 mm from the bottom edge of the page. The height of the unit is 30 mm.

INSIDE

Colours

Tata Blue and Tata Green

Tata Power DISCOM Blue Strip

A 17 mm blue strip occupies the bottom edge of the page.

Tata Power DISCOM Brand Line and Bolts Unit will be placed at the bottom right of the page, in reverse colour, over the blue strip, at a distance of 10 mm from the right edge of the page. The height of the bolts unit will be 10 mm.

Printing and Finishing

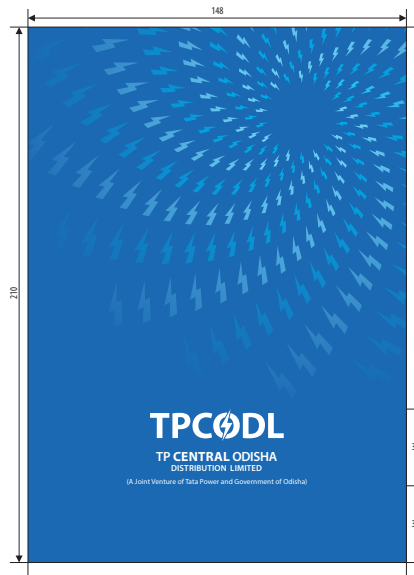
Offset printing using special inks to match the defined PANTONE® shade.

Pad binding with gluing along the top edge and the flap cover.

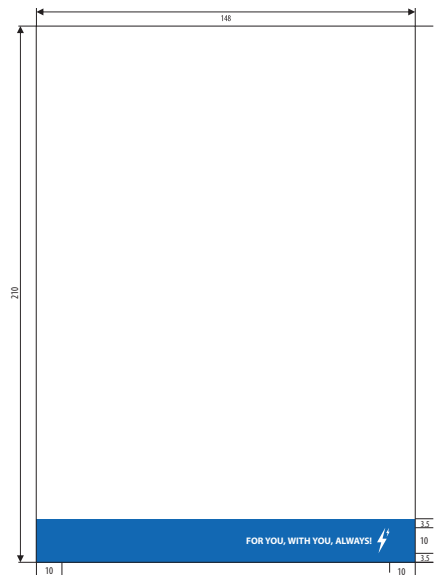
Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

Note Pad - Cover with pattern



Note Pad - Inside Layout



Notepad A5 size

Dimensions

148 mm X 210 mm

COVER

Colours

Tata Blue

TPCODL Composite Mark is placed centre aligned to the page at a distance of 30 mm from the bottom edge of the page. The height of the unit is 30 mm.

INSIDE

Colours

Tata Blue and Tata Green

Tata Power DISCOM Blue Strip

A 17 mm blue strip occupies the bottom edge of the page.

Tata Power DISCOM Brand Line and Bolts Unit will be placed at the bottom right of the page, in reverse colour, over the blue strip, at a distance of 10 mm from the right edge of the page. The height of the bolts unit will be 10 mm.

Printing and Finishing

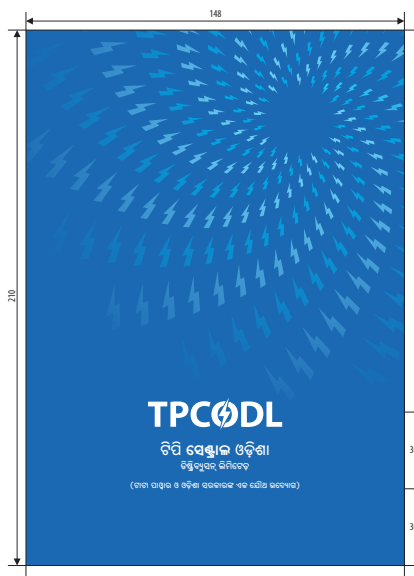
Offset printing using special inks to match the defined PANTONE® shade.

Pad binding with gluing along the top edge and the flap cover.

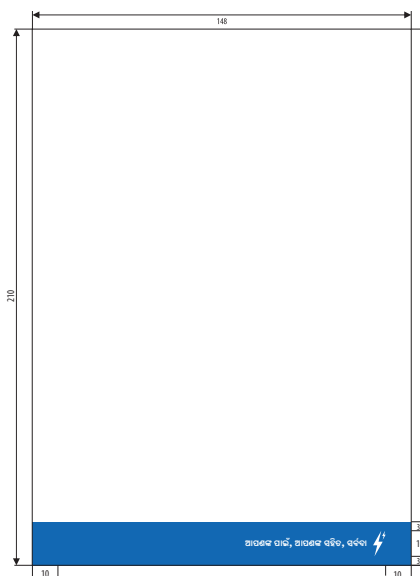
Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

Note Pad - Cover with pattern



Note Pad - Inside Layout



Notebook A4 size

Dimensions

210 mm X 297 mm

COVER

Colours

Tata Blue

TPCODL Composite Mark is placed centre aligned to the page at a distance of 40 mm from the bottom edge of the page. The height of the unit is 40 mm.

BACK

Colours

Tata Blue and Tata Green

TPCODL Composite Mark is placed centre-aligned to the page at a distance of 52.5 mm from the bottom edge of the page. The address panel is placed at a distance of 7 mm from the bottom edge of the logo composite.

INSIDE

Colours

Tata Blue and Tata Green

Left page

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom left side, at a distance of 10 mm from the left and 8.5 mm from the bottom edge of the page. The height of the bolts unit is 12 mm.

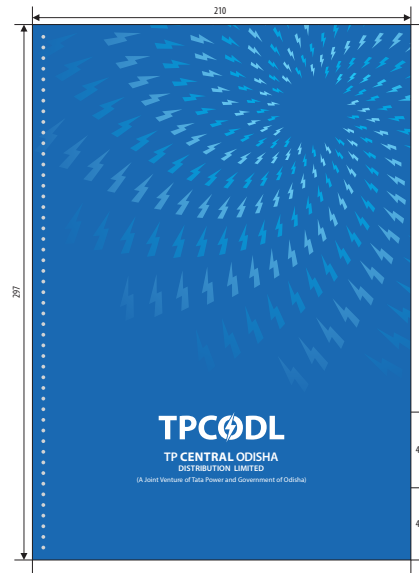
Right page

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right side, at a distance of 10 mm from the right and 8.5 mm from the bottom edge of the page. The height of the bolts unit is 12 mm.

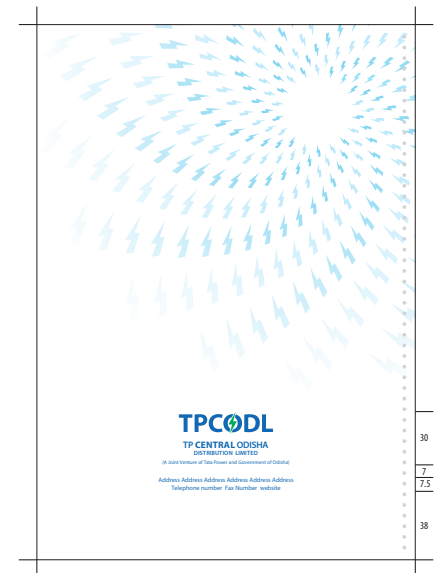
Printing and Finishing

Offset printing using special inks to match the defined PANTONE® shade.

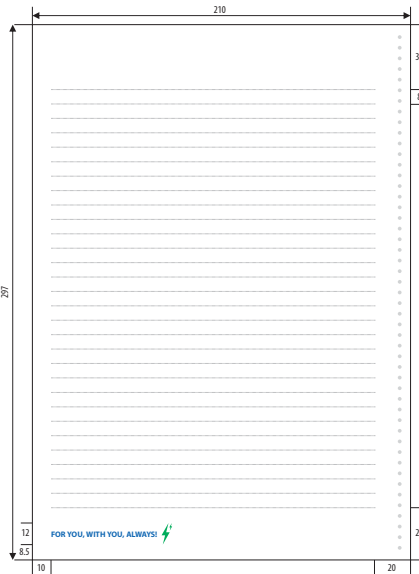
Notebook - Cover



Notebook - Back



Notebook - Left Page



Notebook - Right Page



Spiral binding (comb or circular) along the left edge. Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

Notebook A4 size

Dimensions

210 mm X 297 mm

COVER

Colours

Tata Blue

TPCODL Composite Mark is placed centre aligned to the page at a distance of 40 mm from the bottom edge of the page. The height of the unit is 40 mm.

BACK

Colours

Tata Blue and Tata Green

TPCODL Composite Mark is placed centre-aligned to the page at a distance of 52.5 mm from the bottom edge of the page. The address panel is placed at a distance of 7 mm from the bottom edge of the logo composite.

INSIDE

Colours

Tata Blue and Tata Green

Left page

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom left side, at a distance of 10 mm from the left and 8.5 mm from the bottom edge of the page. The height of the bolts unit is 12 mm.

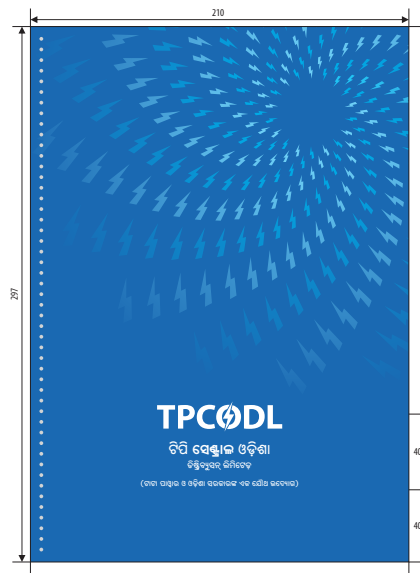
Right page

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right side, at a distance of 10 mm from the right and 8.5 mm from the bottom edge of the page. The height of the bolts unit is 12 mm.

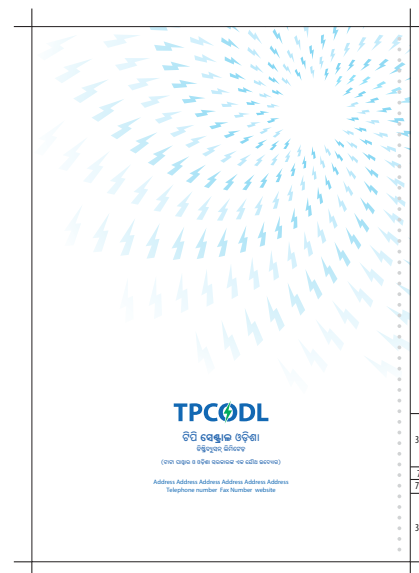
Printing and Finishing

Offset printing using special inks to match the defined PANTONE® shade.

Notebook - Cover



Notebook - Back



Notebook - Left Page



Notebook - Right Page



Spiral binding (comb or circular) along the left edge. Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

Notebook A4 size

Dimensions

210 mm X 297 mm

COVER

Colours

Tata Blue and Tata Green

The top 25% of the page is white in colour and the bottom 75% is Tata Blue coloured. The spiral bolt design is placed over the blue background.

TPCODL Composite Mark is placed at the top right of the page at a distance of 12 mm from the top and 10 mm from right edge of the page. The height of the unit is 30 mm.

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right of the page at a distance of 10 mm from the right and bottom edge. The height of the bolts unit is 14 mm.

BACK

Colours

Tata Blue

TPCODL Composite Mark is placed centre to the page at a distance of 34.5 mm from the bottom edge of the page. The address panel is placed at a distance of 7 mm from the bottom edge of the logo composite.

INSIDE

Colours

Tata Blue

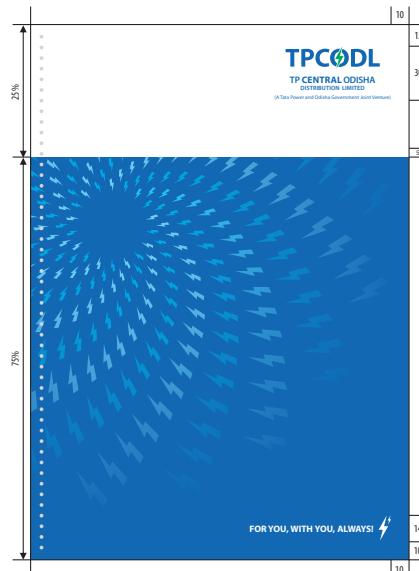
Tata Power DISCOM Blue Strip

A 24mm blue strip occupies the bottom edge of the page.

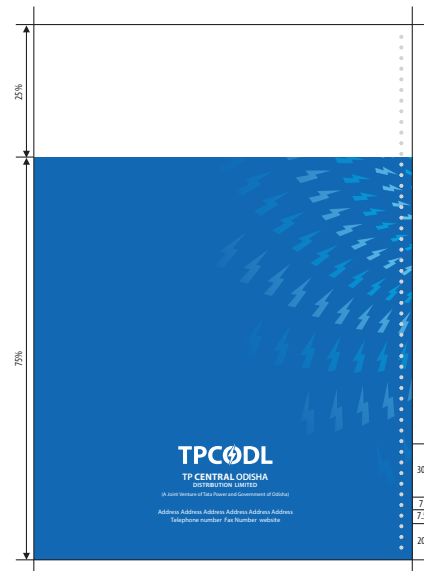
Left page

Tata Power DISCOM brand line and bolts unit is placed at the bottom left of the page, in reverse colour, over the blue strip (middle-aligned), at a distance of 10 mm from the left edge of the page. The height of the bolts unit is 12 mm.

Notebook - Cover



Notebook - Back



Notebook - Left Page



Notebook - Right Page



Right page

Tata Power DISCOM brand line and bolts unit is placed at the bottom right of the page, in reverse colour, over the blue strip (middle-aligned), at a distance of 10 mm from the right edge of the page. The height of the bolts unit is 12 mm.

Printing and Finishing

Offset printing using special inks to match the defined PANTONE® shade.

Spiral binding (comb or circular) along the left edge. Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

Notebook A4 size

Dimensions

210 mm X 297 mm

COVER

Colours

Tata Blue and Tata Green

The top 25% of the page is white in colour and the bottom 75% is Tata Blue coloured. The spiral bolt design is placed over the blue background.

TPCODL Composite Mark is placed at the top right of the page at a distance of 12 mm from the top and 10 mm from right edge of the page. The height of the unit is 30 mm.

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right of the page at a distance of 10 mm from the right and bottom edge. The height of the bolts unit is 14 mm.

BACK

Colours

Tata Blue

TPCODL Composite Mark is placed centre to the page at a distance of 34.5 mm from the bottom edge of the page. The address panel is placed at a distance of 7 mm from the bottom edge of the logo composite.

INSIDE

Colours

Tata Blue

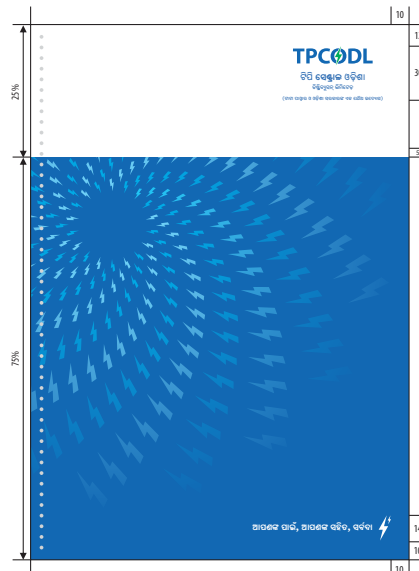
Tata Power DISCOM Blue Strip

A 24mm blue strip occupies the bottom edge of the page.

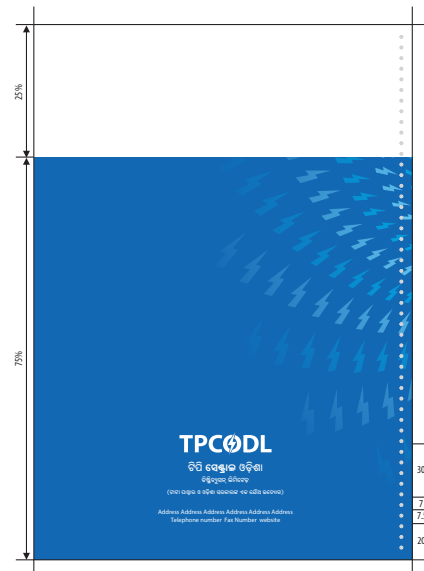
Left page

Tata Power DISCOM brand line and bolts unit is placed at the bottom left of the page, in reverse colour, over the blue strip (middle-aligned), at a distance of 10 mm from the left edge of the page. The height of the bolts unit is 12 mm.

Notebook - Cover



Notebook - Back



Notebook - Left Page



Notebook - Right Page



Right page

Tata Power DISCOM brand line and bolts unit is placed at the bottom right of the page, in reverse colour, over the blue strip (middle-aligned), at a distance of 10 mm from the right edge of the page. The height of the bolts unit is 12 mm.

Printing and Finishing

Offset printing using special inks to match the defined PANTONE® shade.

Spiral binding (comb or circular) along the left edge. Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

Notebook A5 size

Dimensions

148 mm X 210 mm

COVER

Colours

Tata Blue

TPCODL Composite Mark is placed centre-aligned to the page at a distance of 30 mm from the bottom edge of the page. The height of the unit is 30 mm.

BACK

Colours

Tata Blue and Tata Green

TPCODL Composite Mark is placed centre-aligned to the page at a distance of 36.5 mm from the bottom edge of the page. The address panel is placed at a distance of 4.5 mm from the bottom edge of the logo composite.

INSIDE

Colours

Tata Blue and Tata Green

Left page

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom left side of the page at a distance of 8 mm from the left and bottom edge of the page. The height of the bolts unit is 9.5 mm.

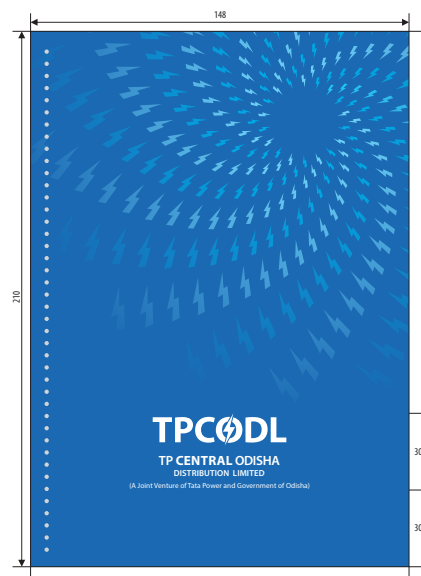
Right page

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right side of the page at a distance of 8 mm from the right and bottom edge of the page. The height of the bolts unit is 9.5 mm.

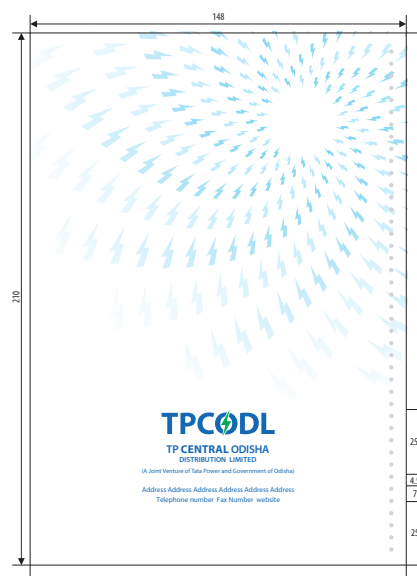
Printing and Finishing

Offset printing using special inks to match the defined PANTONE® shade.

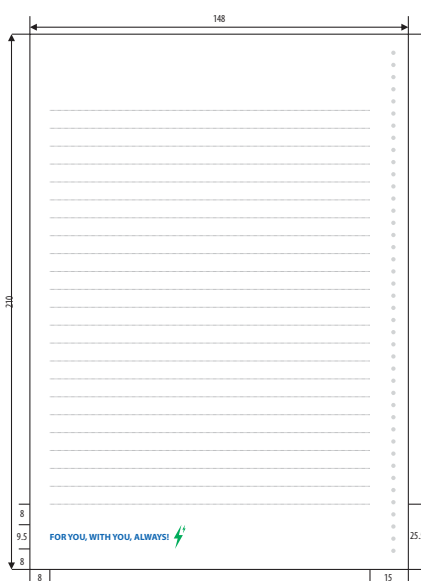
Notebook - Cover



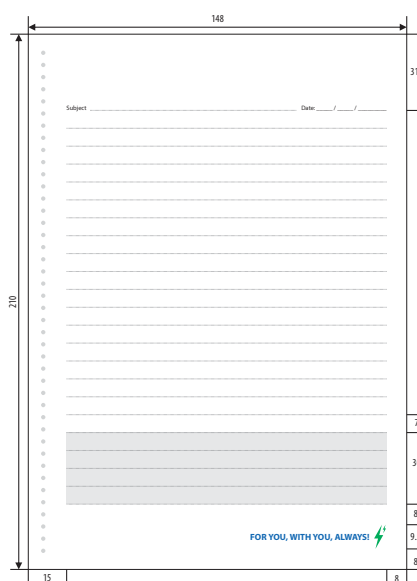
Notebook - Back



Notebook - Left Page



Notebook - Right Page



Spiral binding (comb or circular) along the left edge. Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

Notebook A5 size

Dimensions

148 mm X 210 mm

COVER

Colours

Tata Blue

TPCODL Composite Mark is placed centre-aligned to the page at a distance of 30 mm from the bottom edge of the page. The height of the unit is 30 mm.

BACK

Colours

Tata Blue and Tata Green

TPCODL Composite Mark is placed centre-aligned to the page at a distance of 36.5 mm from the bottom edge of the page. The address panel is placed at a distance of 4.5 mm from the bottom edge of the logo composite.

INSIDE

Colours

Tata Blue and Tata Green

Left page

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom left side of the page at a distance of 8 mm from the left and bottom edge of the page. The height of the bolts unit is 9.5 mm.

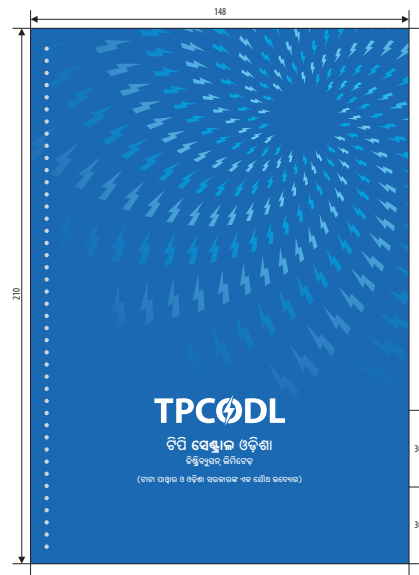
Right page

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right side of the page at a distance of 8 mm from the right and bottom edge of the page. The height of the bolts unit is 9.5 mm.

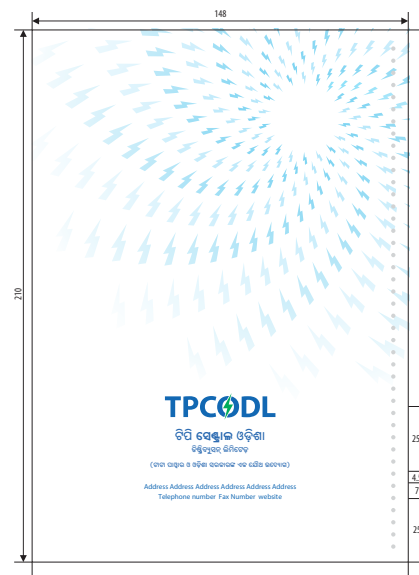
Printing and Finishing

Offset printing using special inks to match the defined PANTONE® shade.

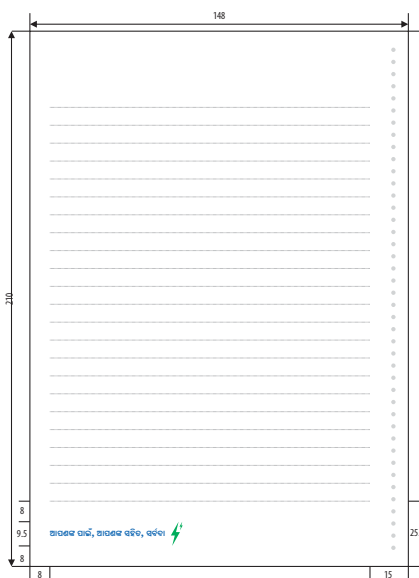
Notebook - Cover



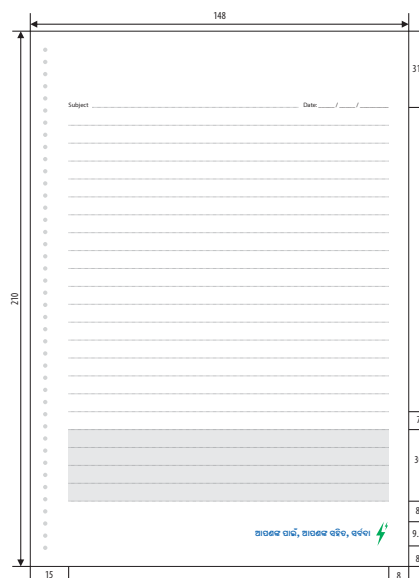
Notebook - Back



Notebook - Left Page



Notebook - Right Page



Spiral binding (comb or circular) along the left edge. Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

Corporate Folder outside

Dimensions

466.834 mm X 317.5 mm

Colours

Tata Blue and Tata Green

The top 25% of the page is white in colour and the bottom 75% is Tata Blue coloured.

Option 1: Plain Design

Front

TPCODL Composite Mark is placed at the top right of the front side at a distance of 16 mm from the top and 14 mm from the right edge. The width of the unit is 70 mm.

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right of the front side at a distance of 16 mm and 11 mm from the right and bottom edge of the page, respectively. The height of the bolts unit is 15 mm.

Back

TPCODL Composite Mark is placed at the back side. It is centre aligned to the page and is in reverse colour on blue background, 46.5 mm above the bottom edge. The address panel is at a distance of 7 mm from the bottom edge of the logo composite.

Option 2: Pattern Design

Exact same formatting like option 1, with the addition of the spiral bolt design element.

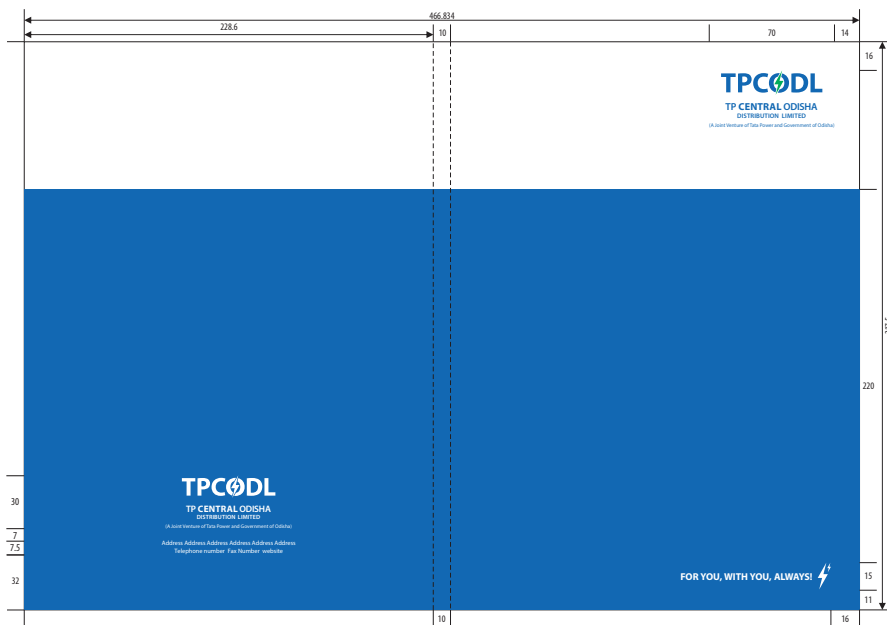
Printing Process

Screen/Offset printing, using special inks to match the defined PANTONE® shade.

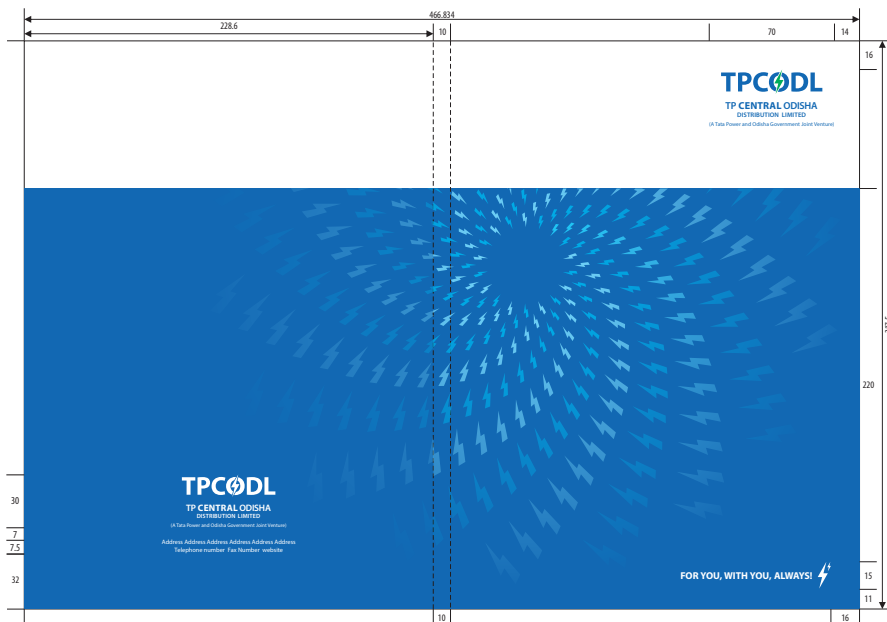
All measurements are indicated in millimeters.

The dotted line is only indicative of the fold, and is not to be printed.

Outside Plain



Outside with Pattern



Corporate Folder outside

Dimensions

466.834 mm X 317.5 mm

Colours

Tata Blue and Tata Green

The top 25% of the page is white in colour and the bottom 75% is Tata Blue coloured.

Option 1: Plain Design

Front

TPCODL Composite Mark is placed at the top right of the front side at a distance of 16 mm from the top and 14 mm from the right edge. The width of the unit is 70 mm.

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right of the front side at a distance of 16 mm and 11 mm from the right and bottom edge of the page, respectively. The height of the bolts unit is 15 mm.

Back

TPCODL Composite Mark is placed at the back side. It is centre aligned to the page and is in reverse colour on blue background, 46.5 mm above the bottom edge. The address panel is at a distance of 7 mm from the bottom edge of the logo composite.

Option 2: Pattern Design

Exact same formatting like option 1, with the addition of the spiral bolt design element.

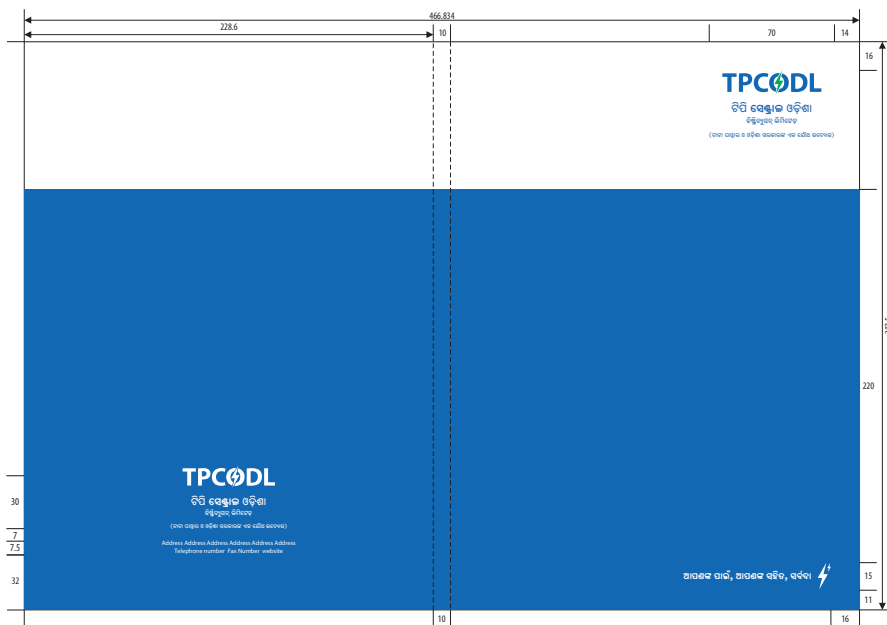
Printing Process

Screen/Offset printing, using special inks to match the defined PANTONE® shade.

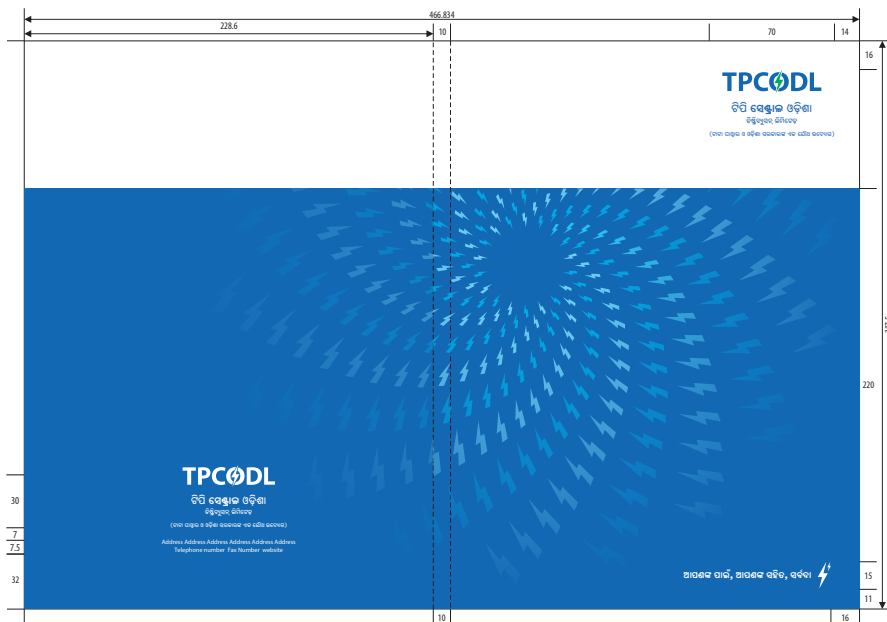
All measurements are indicated in millimeters.

The dotted line is only indicative of the fold, and is not to be printed.

Outside Plain



Outside with Pattern



Corporate Folder inside

Dimensions

466.834 mm X 317.5 mm

Colours

Tata Blue and Tata Green

The top 25% of the page is white in colour and the bottom 75% is Tata Blue coloured.

Option 1: Single Flap

TATA Power DISCOM Brand Line and Bolts Unit is placed at 18.5 mm from the right edge and 13 mm from the bottom edge of the pocket on the right leaf. The height of the bolts unit is 15 mm.

Option 2: Double Flap

TATA Power DISCOM Brand Line and Bolts Unit is placed on both left and right leaf at 18.5 mm from the right edge and 13 mm from the bottom edge of the pockets on each leaf. The height of the bolts units are 15 mm in each.

Printing Process

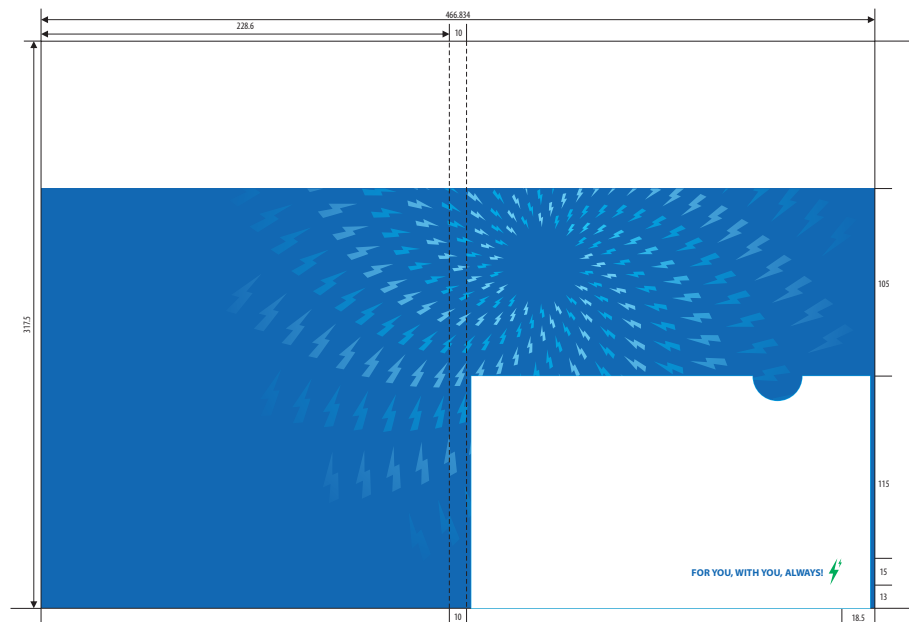
Screen/Offset printing, using special inks to match the defined PANTONE® shade.

All measurements are indicated in millimetres.

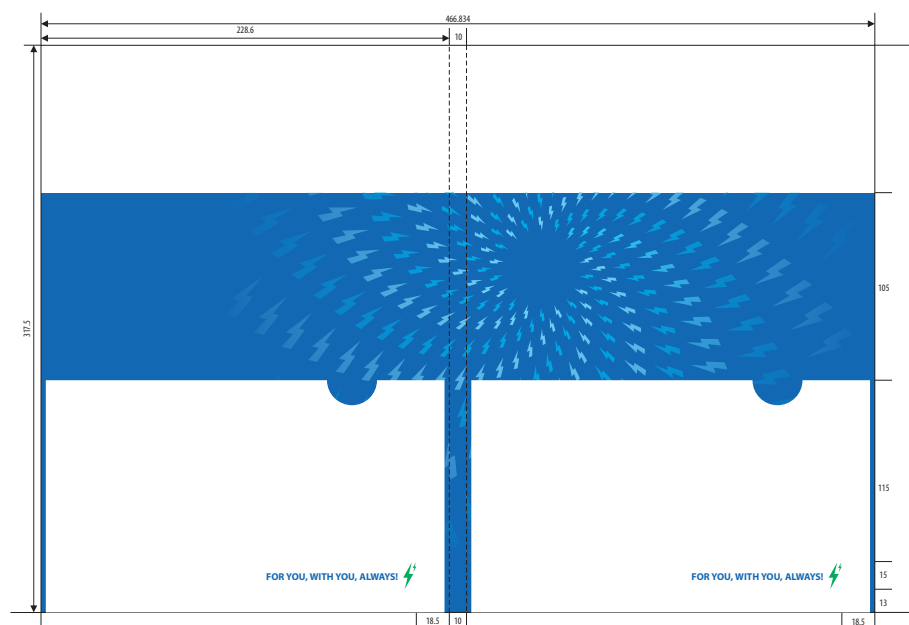
The dotted line is only indicative of the fold, and is not to be printed.

Inside

Single Flap



Double Flap



Corporate Folder inside

Dimensions

466.834 mm X 317.5 mm

Colours

Tata Blue and Tata Green

The top 25% of the page is white in colour and the bottom 75% is Tata Blue coloured.

Option 1: Single Flap

TATA Power DISCOM Brand Line and Bolts Unit is placed at 18.5 mm from the right edge and 13 mm from the bottom edge of the pocket on the right leaf. The height of the bolts unit is 15 mm.

Option 2: Double Flap

TATA Power DISCOM Brand Line and Bolts Unit is placed on both left and right leaf at 18.5 mm from the right edge and 13 mm from the bottom edge of the pockets on each leaf. The height of the bolts units are 15 mm in each.

Printing Process

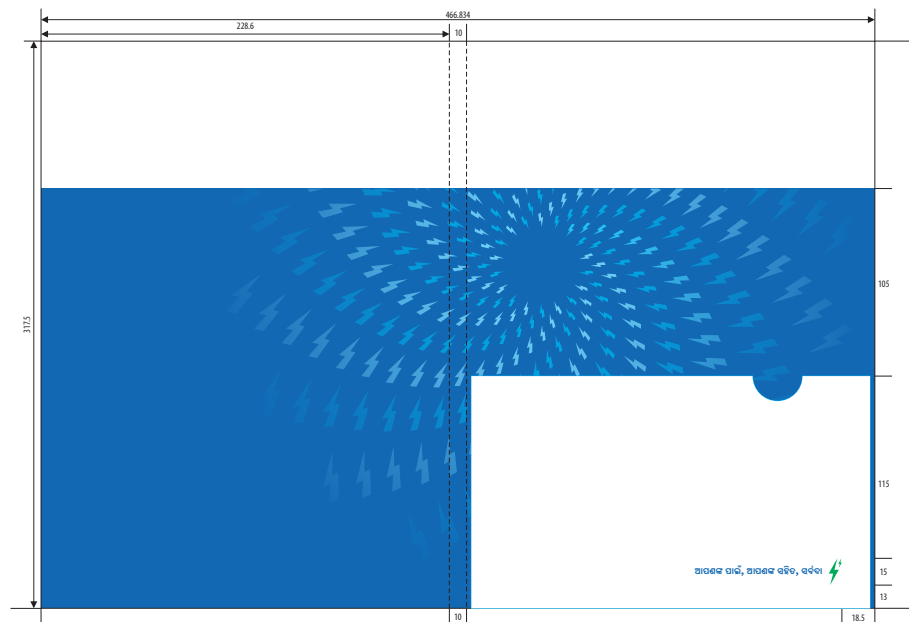
Screen/Offset printing, using special inks to match the defined PANTONE® shade.

All measurements are indicated in millimetres.

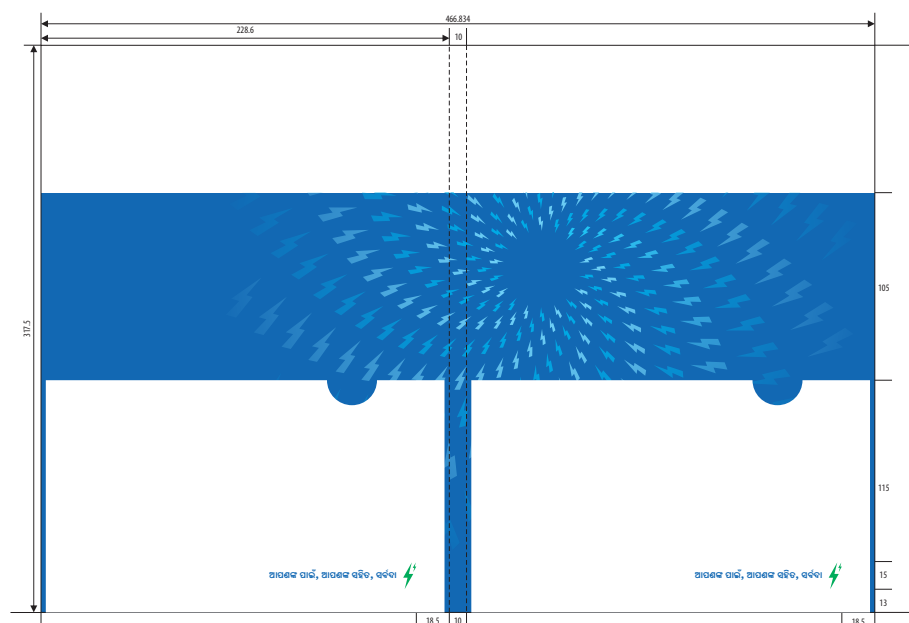
The dotted line is only indicative of the fold, and is not to be printed.

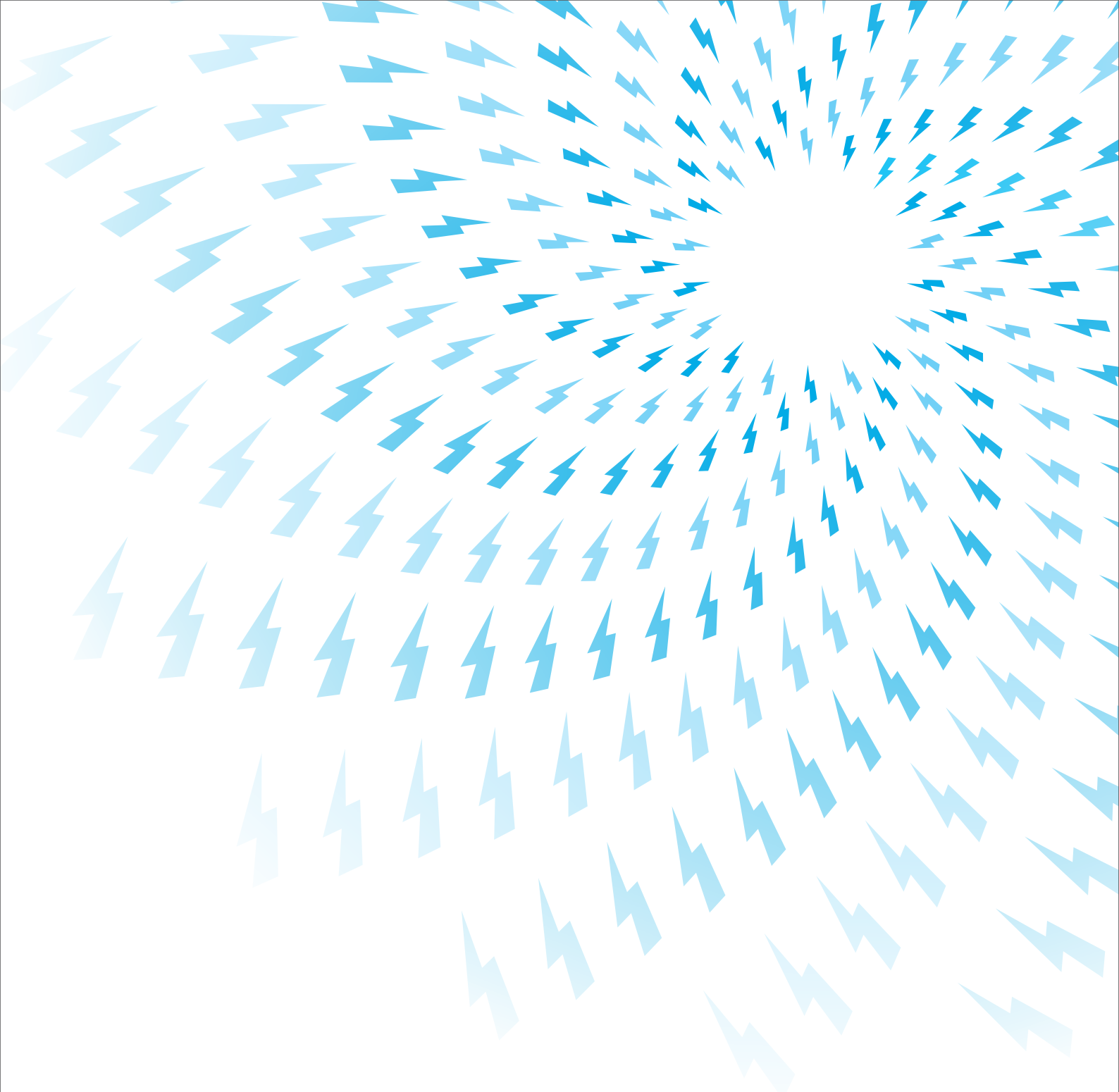
Inside

Single Flap



Double Flap





TPNODL

**TP NORTHERN ODISHA
DISTRIBUTION LIMITED**

(A Joint Venture of Tata Power and Government of Odisha)

Corporate Stationery & Collaterals

Correspondence

Business stationery is an important carrier of information relating to the Tata Power DISCOM identity. It informs the recipient of the sender's company name, address, telephone and fax numbers, as well as email and web address. So, all our stationeries like letterheads, envelopes, business cards, and other documents must have a consistent appearance.

Stationery

On Tata Power DISCOM stationery, the Tata Power DISCOM Mark is placed at the top centre. The company's legal name and additional information appear at the bottom centre. The Tata Power DISCOM stationery is a tool for conducting business, and under no circumstances it is to be used for personal use or individual benefit.

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Business Card

Dimensions

90 mm X 54 mm

Colours

Tata Blue and Tata Green

Front

TPNODL Mark 8 mm in height, centred to the page, 7 mm from the top.

Text - Size, Leading & Placement

Name of person: Centre aligned | Myriad Pro Bold 9 point | Leading of 8.5 point

Company Position

Centre aligned | Myriad Pro Regular 7 point
Leading of 8.5 point

Legal Company Name

Myriad Pro 9 point | Leading 8.5 point | The word 'Northern' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 6.5 point | Leading 8.5 point

Address & Contacts

Myriad Pro Regular 6.5 point | Leading 8.5 point, with double word spaces separating information segments. The entire bunch is centre aligned with a total height of 14 mm. There's a distance of 4 mm from the bottom of the texts to the bottom edge of the card.

If required the back side may be used for informations in a second language.

Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

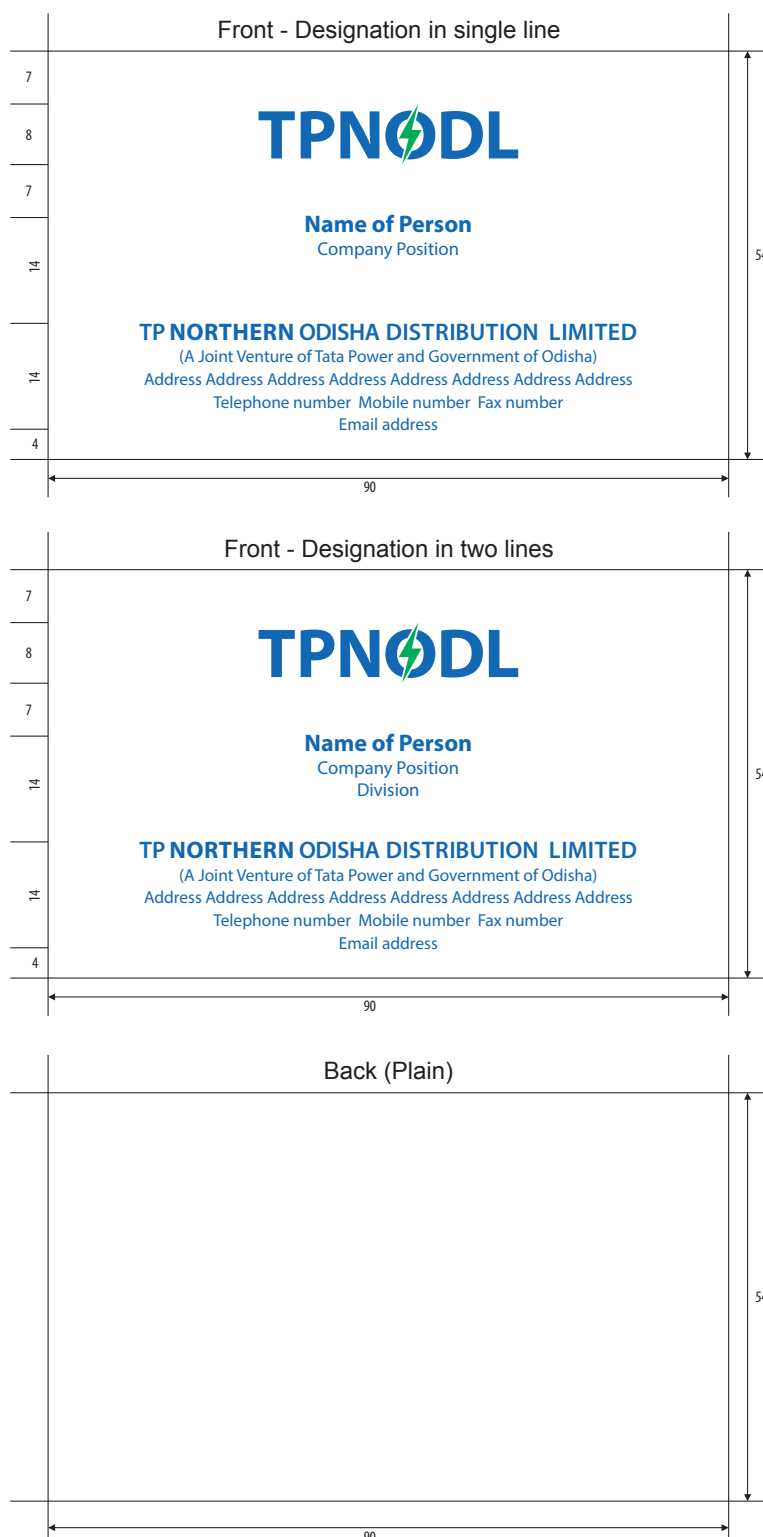
Paper

Galgo Embossed Linen White 220 gsm

Electronic Signatures

When using e-communication tools such as the e-mail, the same information from the business card is to be used in the same order and style.

All measurements on this page are indicated in millimetres.



Letterhead

Dimensions

210 mm X 297 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPNODL Mark 14 mm in height, centred to the page, 14.5 mm from the top.

TPNODL Address Panel 3+13 mm in height, centred to the page, 10 mm from the bottom.

Foldmark dot, placed 6 mm from the left and 99 mm from the top of the page.

Legal Company Name

Myriad Pro 12.5 point | Leading 11.66 point | The word 'Northern' denoting region of the centre should be in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address & Contacts

Before paragraph space of 3.5 point | Myriad Pro Regular 8 point | Leading 14.4 point, with double word spaces separating information segments.

Body Text Specifications

Arial/Times New Roman 11 point, leading 13 point, ranged left 35 mm, first line on 53 mm baseline from top of the page. Subject headings in bold font.

Paragraphs separated by one line space. Four spaces between close of letter and the sender's name.

Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.

A4 size

The diagram illustrates the A4 size letterhead template with dimensions in millimeters. The overall dimensions are 210 mm width and 297 mm height. The layout includes a header section with the TPNODL logo (14 mm height, 14.5 mm from top) and a series of fields for the addressee: Name of Addressee, Department Name, Company Name, No. Name of Street, City, and Country. Below these fields is a date field (00 Month, 2023) and a salutation (Dear Mr Addressee). The main body of the letter contains subject headings and paragraphs, with specific guidelines for line spacing and alignment. The footer section includes the company name (TP NORTHERN ODISHA DISTRIBUTION LIMITED), a note about the joint venture, and contact information (Address, Telephone number, Fax Number, e-mail address). Dimensions for margins and specific elements are provided throughout the diagram.

6 29 25

14.5 14 24 8

52.5 28

210

TPNODL

Name of Addressee
Department Name
Company Name
No. Name of Street
City
Country

00 Month, 2023

Dear Mr Addressee

Subject Headings

Presentation of letters is an important part of corporate identity. The letter style requires the type ranged left 35 mm from the left hand edge of the paper and minimum line length of 150 mm

Ranged left 35 mm with first line on 53 mm baseline from top of page.
Point size 11pt on 13 pt leading.

Paragraphs separated by one line space, two spaces between date and addressee name, 4 spaces between close and senders name.

Yours sincerely

Name of person

TP NORTHERN ODISHA DISTRIBUTION LIMITED
(A Joint Venture of Tata Power and Government of Odisha)
Address Address Address Address Address Address Address Address Address
Telephone number Fax Number e-mail address

3 25 10

Letterhead

Dimensions

210 mm X 297 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPNODL Mark 14 mm in height, centred to the page, 14.5 mm from the top.

TPNODL Address Panel 3+13 mm in height, centred to the page, 10 mm from the bottom.

Foldmark dot, placed 6 mm from the left and 99 mm from the top of the page.

Legal Company Name

Myriad Pro 12.5 point | Leading 11.66 point | The word 'Northern' denoting region of the centre should be in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address & Contacts

Before paragraph space of 3.5 point | Myriad Pro Regular 8 point | Leading 14.4 point, with double word spaces separating information segments.

Body Text Specifications

Arial/Times New Roman 11 point, leading 13 point, ranged left 35 mm, first line on 53 mm baseline from top of the page. Subject headings in bold font.

Paragraphs separated by one line space. Four spaces between close of letter and the sender's name.

Printing Process

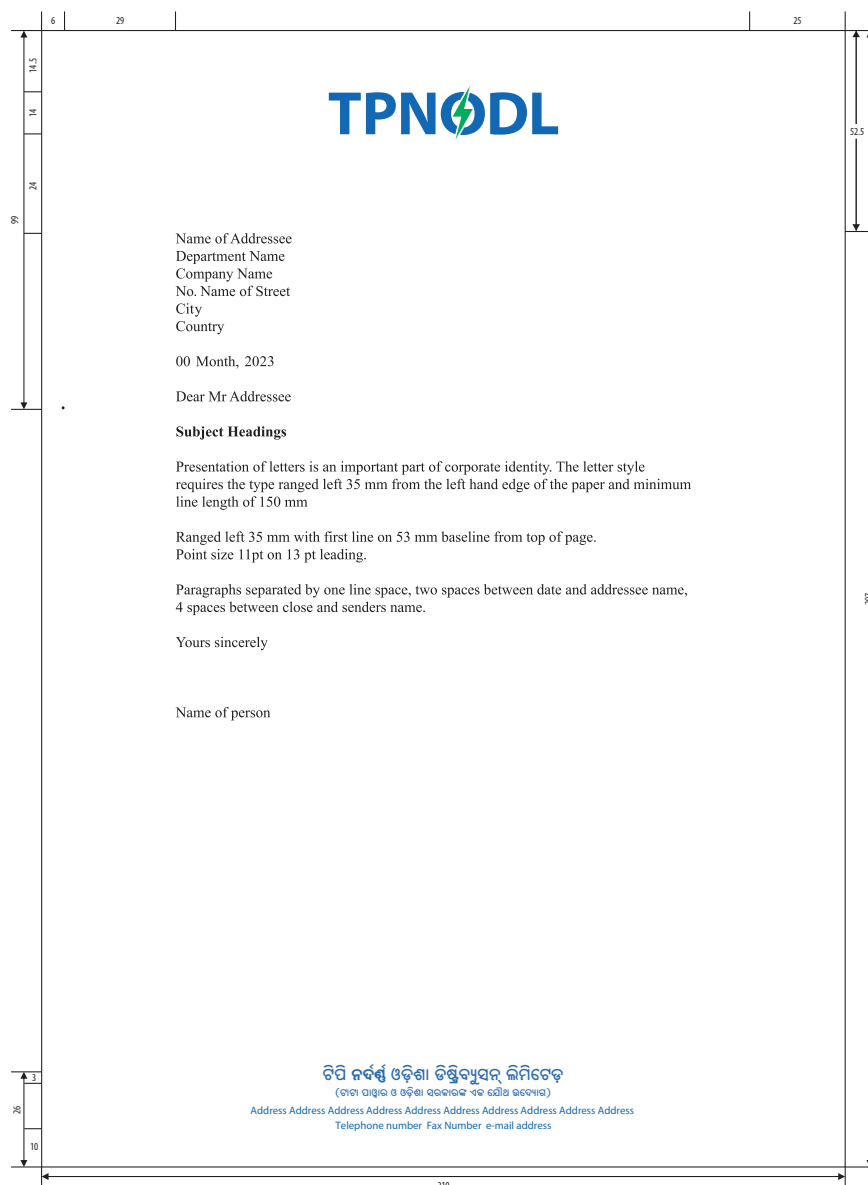
Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.

A4 size



Dimensions

148 mm X 210 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPNODL Mark 10 mm in height, centred to the page, 10 mm from the top.

TPNODL Address Panel 2.4+11.6 mm in height,
centred to the page, 8 mm from the bottom.

Foldmark dot, placed 6 mm from the left and 70 mm from the top of the page.

Legal Company Name

Myriad Pro 10 point | Leading 10 point | The word 'Northern' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 10 point

Address & Contacts

Before paragraph space of 3 point | Myriad Pro
Regular 8 point | Leading 10 point, with double
word spaces separating information segments.

Body Text Specifications

Arial/Times New Roman 11 point, leading 13 point, ranged left 25 mm, first line on 35 mm baseline from top of the page. Subject headlines in bold font.

Paragraphs separated by one line space.
Four spaces between close of letter and the sender's name.

Printing Process

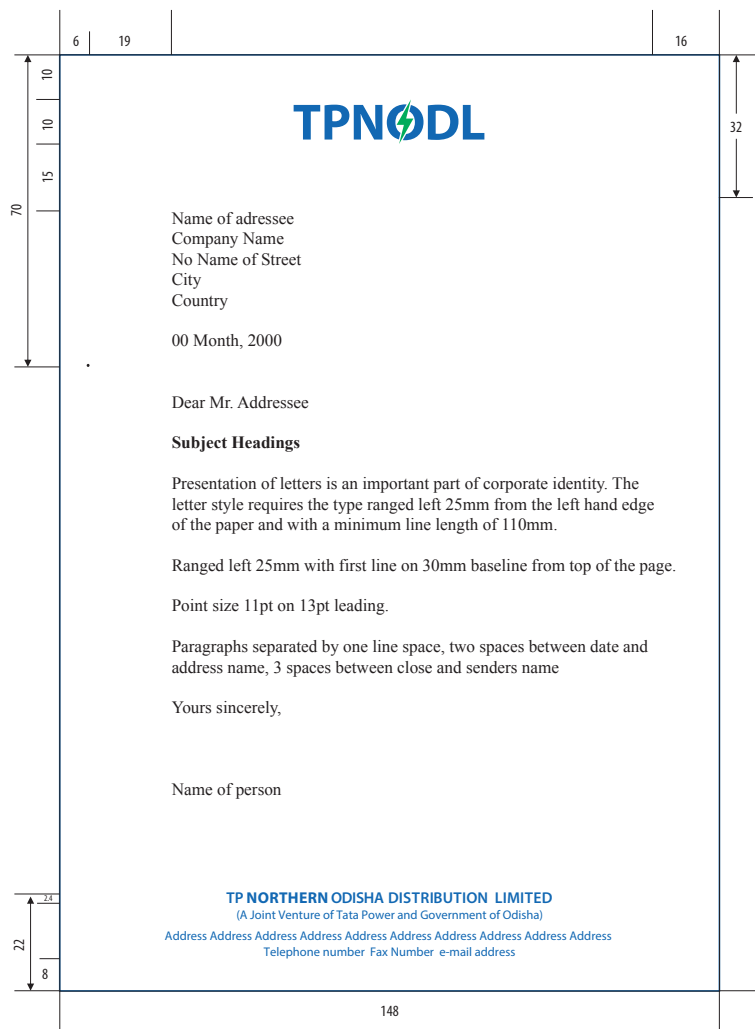
Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine
Superprint 100 gsm.

All measurements are indicated in millimetres.

A5 size



Dimensions

Colours

Text - Size, Leading & Placement

Foldmark dot, placed 6 mm from the left and 70 mm from the top of the page.

Myriad Pro 10 point | Leading 10 point | The word 'Northern' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Myriad Pro Regular 8 point | Leading 10 point

Before paragraph space of 3 point | Myriad Pro
Regular 8 point | Leading 10 point, with double
word spaces separating information segments.

Arial/Times New Roman 11 point, leading 13 point, ranged left 25 mm, first line on 35 mm baseline from top of the page. Subject headlines in bold font.

Paragraphs separated by one line space.
Four spaces between close of letter and the sender's name.

Screen/offset, using special inks to match the defined PANTONE® shade.

German Alabaster 100 gsm or Sunshine
Superprint 100 gsm.

A5 size

6	19		16
---	----	--	----

70

10

10

15

Name of addressee
Company Name
No Name of Street
City
Country

00 Month, 2000

Dear Mr. Addressee

Subject Headings

Presentation of letters is an important part of corporate identity. The letter style requires the type ranged left 25mm from the left hand edge of the paper and with a minimum line length of 110mm.

Ranged left 25mm with first line on 30mm baseline from top of the page.

Point size 11pt on 13pt leading.

Paragraphs separated by one line space, two spaces between date and address name, 3 spaces between close and senders name

Yours sincerely,

Name of person

32

10

22

14

8

ଡିପି ନର୍ବର୍ଣ୍ଣ ଓଡ଼ିଶା ଡିଜିଟାଲ୍ ଲିମିଟେଡ୍

(ବୀର ପାହାଡ଼ ଓ ଡ଼ିଜିଟାଲ୍ ସେକ୍ଟରର ଏକ ଯୋଗଦାନକାରୀ)

Address Address Address Address Address Address Address Address

Telephone number Fax Number e-mail address

Personalised Letterhead

Dimensions

210 mm X 297 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPNODL Mark 14 mm in height, centred to the page, 14.5 mm from the top.

TPNODL Address Panel 3+13 mm in height, centred to the page, 10 mm from the bottom.

Foldmark dot, placed 6 mm from the left and 99 mm from the top of the page.

Name of the Person

Myriad Pro Bold 10 point | Leading 12 point ranged 25 mm from right of the page and 52.5 mm from top of the page.

Company Position

Centre aligned | Myriad Pro Regular 8 point | Leading of 12 point

Legal Company Name

Myriad Pro Regular 12.5 point | Leading 11.66 point | The word 'Northern' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address & Contacts

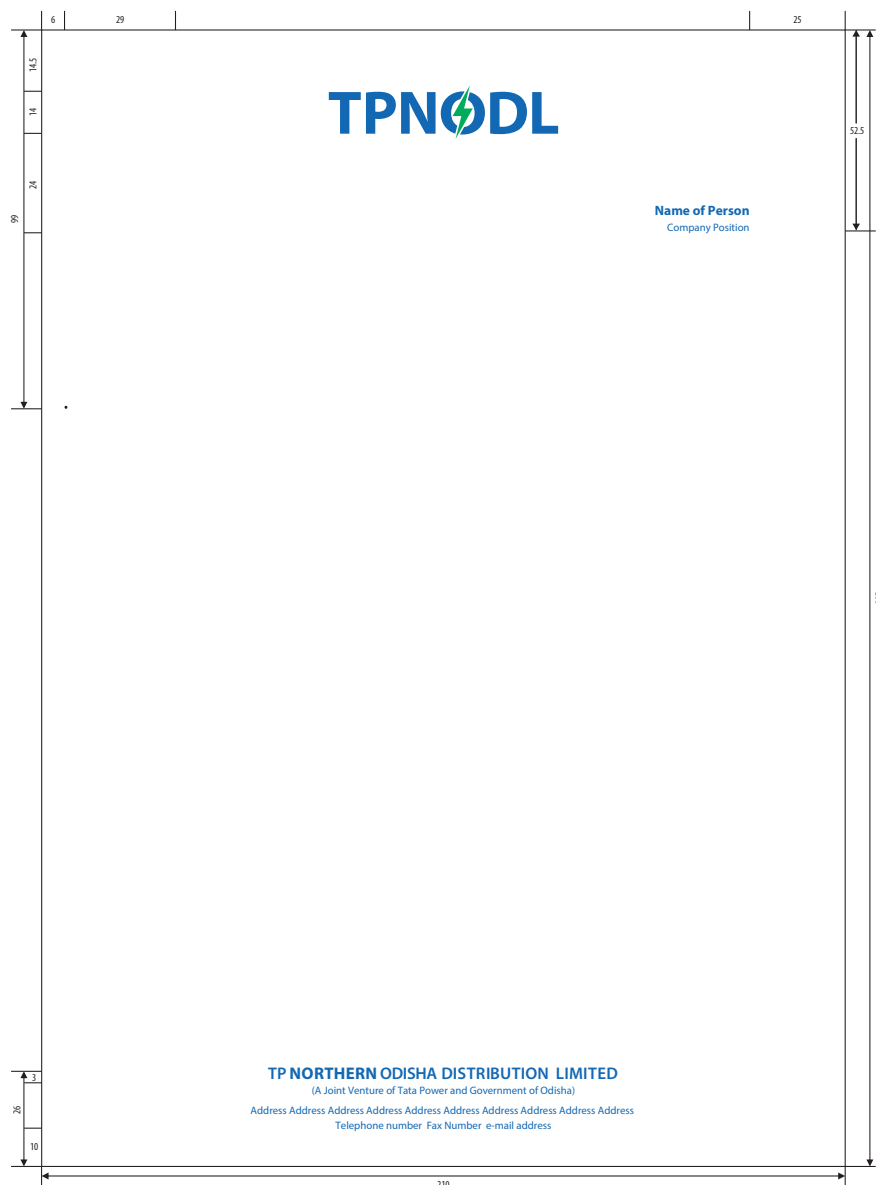
Before paragraph space of 3.5 point | Myriad Pro Regular 8 point | Leading 14.4 point, with double word spaces separating information segments.

Body Text Specifications

Arial/Times New Roman 11 point, leading 13 point, ranged left 35 mm, first line on 53mm baseline from top of the page. Subject headings in bold font.

Paragraphs separated by one line space. Four spaces between close of letter and the sender's name.

A4 size



Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100gsm.

All measurements are indicated in millimetres.

Personalised Letterhead

Dimensions

210 mm X 297 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPNODL Mark 14 mm in height, centred to the page, 14.5 mm from the top.

TPNODL Address Panel 3+13 mm in height, centred to the page, 10 mm from the bottom.

Foldmark dot, placed 6 mm from the left and 99 mm from the top of the page.

Name of the Person

Myriad Pro Bold 10 point | Leading 12 point ranged 25 mm from right of the page and 52.5 mm from top of the page.

Company Position

Centre aligned | Myriad Pro Regular 8 point | Leading of 12 point

Legal Company Name

Myriad Pro Regular 12.5 point | Leading 11.66 point | The word 'Northern' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address & Contacts

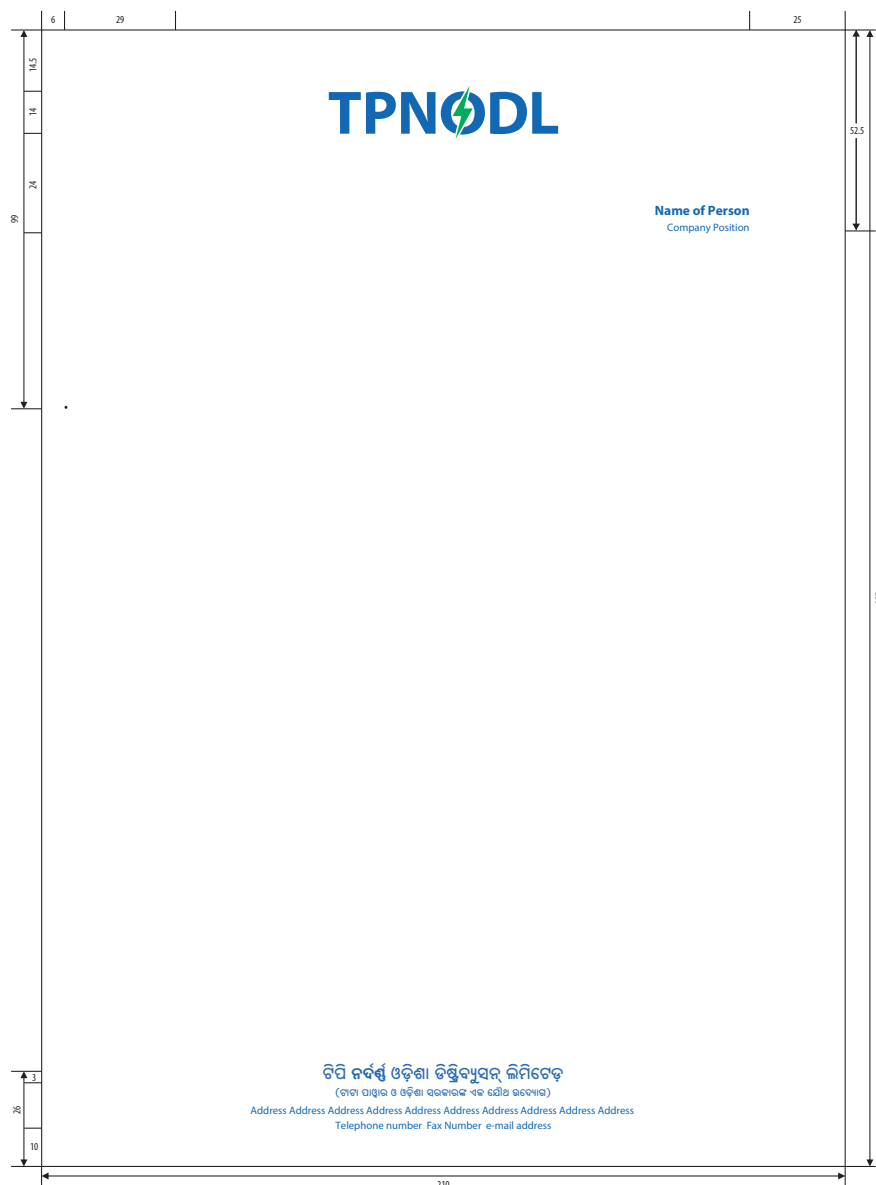
Before paragraph space of 3.5 point | Myriad Pro Regular 8 point | Leading 14.4 point, with double word spaces separating information segments.

Body Text Specifications

Arial/Times New Roman 11 point, leading 13 point, ranged left 35 mm, first line on 53mm baseline from top of the page. Subject headings in bold font.

Paragraphs separated by one line space. Four spaces between close of letter and the sender's name.

A4 size



Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100gsm.

All measurements are indicated in millimetres.

Personalised Letterhead

Dimensions

148 mm X 210 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPNODL Mark 10 mm in height, centred to the page, 10 mm from the top.

TPNODL Address Panel 2.4+11.6 mm in height, centred to the page, 8 mm from the bottom.

Foldmark dot, placed 6 mm from the left and 70 mm from the top of the page.

Name of the Person

Myriad Pro Bold 10 point | Leading 12 point
ranged 16 mm from right of the page and 32 mm from top of the page.

Legal Company Name

Myriad Pro 10 point | Leading 10 point | The word 'Northern' denoting region of the centre should be in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 10 point

Address & Contacts

Before paragraph space of 3 point | Myriad Pro Regular 8 point | Leading 10 point, with double word spaces separating information segments.

Body Text Specifications

Arial/Times New Roman 11 point, leading 13 point, ranged left 25 mm, first line on 35mm baseline from top of the page. Subject headlines in bold font.

Paragraphs separated by one line space.

Four spaces between close of letter and the sender's name.

Printing Process

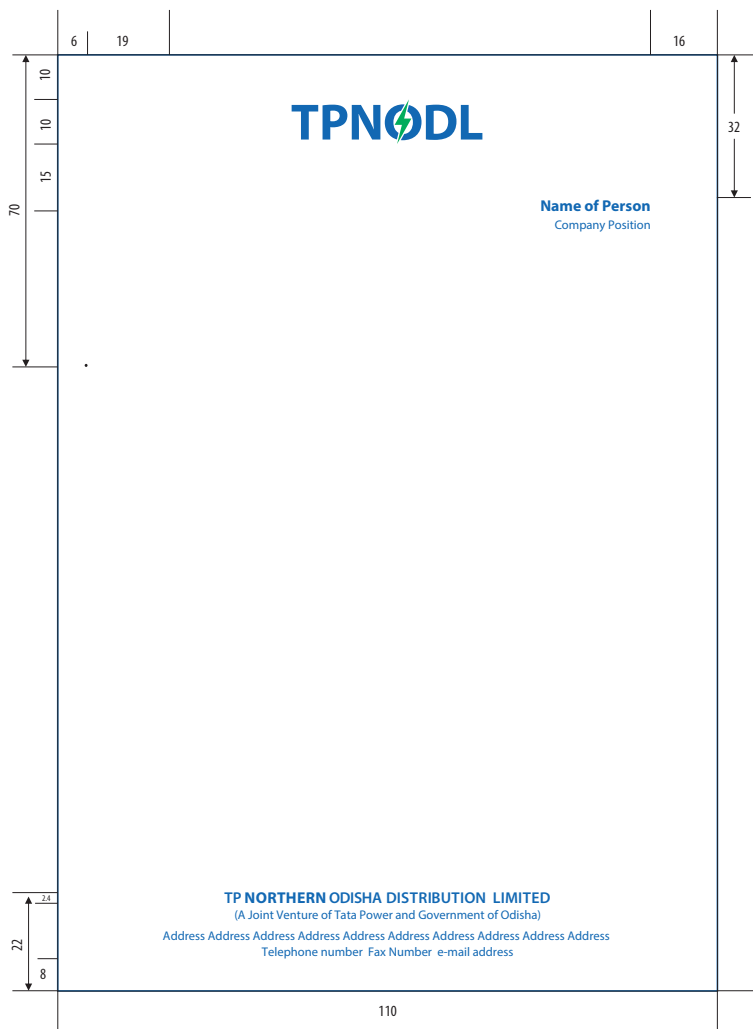
Screen / offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.

A5 size



Personalised Letterhead

Dimensions

148 mm X 210 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPNODL Mark 10 mm in height, centred to the page, 10 mm from the top.

TPNODL Address Panel 2.4+11.6 mm in height, centred to the page, 8 mm from the bottom.

Foldmark dot, placed 6 mm from the left and 70 mm from the top of the page.

Name of the Person

Myriad Pro Bold 10 point | Leading 12 point
ranged 16 mm from right of the page and 32 mm from top of the page.

Legal Company Name

Myriad Pro 10 point | Leading 10 point | The word 'Northern' denoting region of the centre should be in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 10 point

Address & Contacts

Before paragraph space of 3 point | Myriad Pro Regular 8 point | Leading 10 point, with double word spaces separating information segments.

Body Text Specifications

Arial/Times New Roman 11 point, leading 13 point, ranged left 25 mm, first line on 35mm baseline from top of the page. Subject headlines in bold font.

Paragraphs separated by one line space.

Four spaces between close of letter and the sender's name.

Printing Process

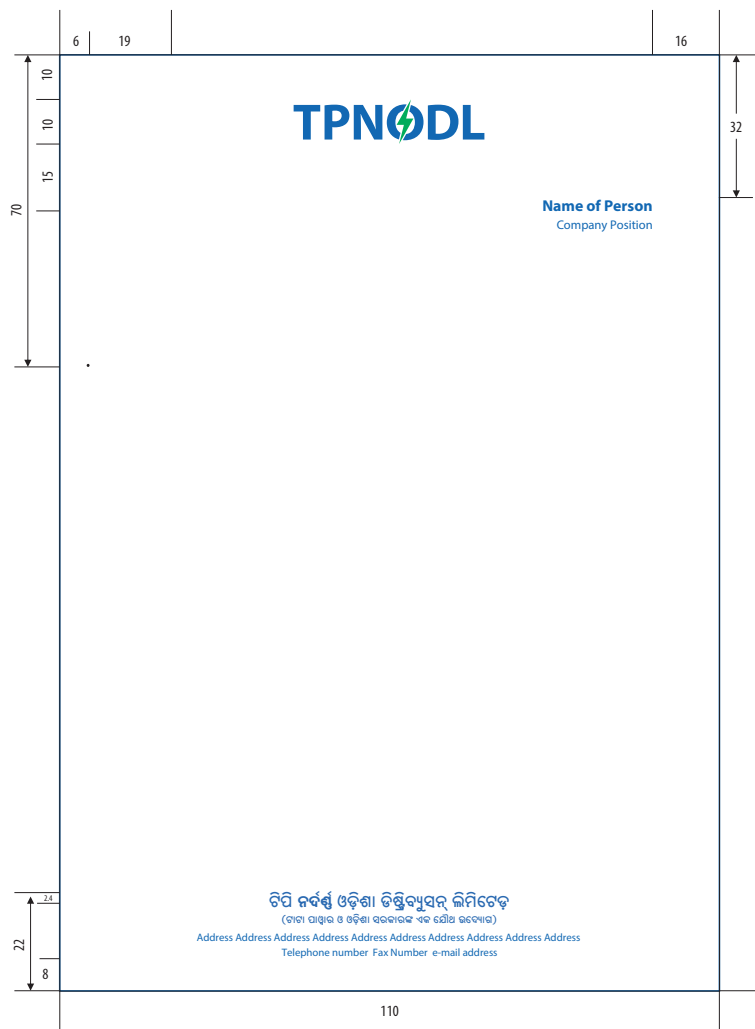
Screen / offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.

A5 size



Continuation Sheet

Continuation Sheet

Dimensions

210 mm X 297 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPNODL Mark 14 mm in height, centred to the page, 14.5 mm from the top.

Foldmark dot, placed 6 mm from the left and 99 mm from the top of the page.

Printing Process

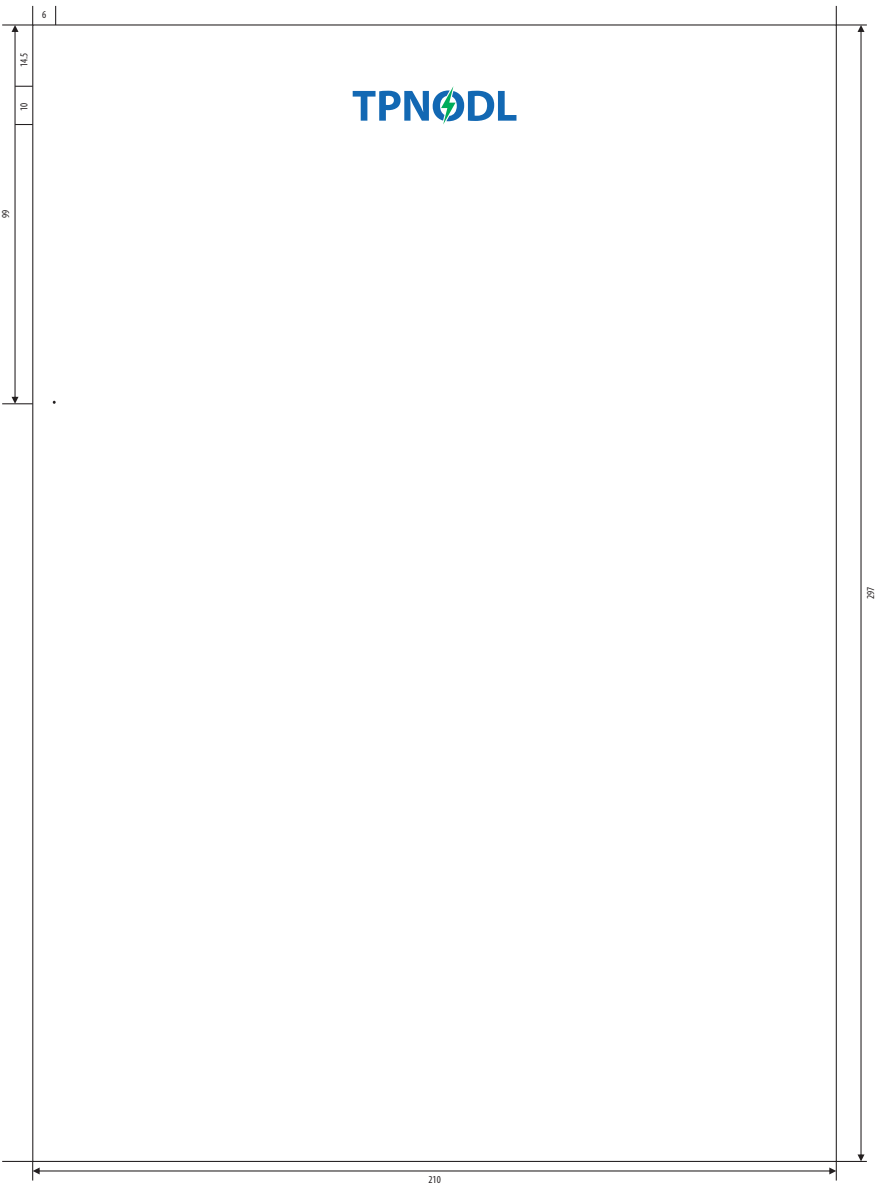
Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or
Sunshine Superprint 100 gsm.

All measurements are indicated
in millimetres.

A4 size



Press Release - Colour

Dimensions

210 mm X 297 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPNODL Mark with the full form and the JV line is right-aligned to the page, 26 mm in height, and 10 mm from the top and right edge of the page.

Tata Power DISCOM Brand Line and Bolts Unit is placed 6 mm from the bottom edge and 8 mm from the right edge of the page. The total height of the unit is 12 mm.

Tata Power DISCOM Blue Strip

A 4 mm blue strip occupies the bottom edge of the page.

Press Release Lettering

Myriad Pro Bold 12.5 point | Leading 20 point appears on solid black block

For Immediate Use Lettering

Myriad Pro Regular 12 point | Leading 20 point

Body Text Times New Roman, 11 point. First line at 73 mm baseline from top of the page. Subject heading Times New Roman bold.

Paragraph Formatting separated by single line space. Double line space between date and addressee name. Four line space between close and senders' name.

Printing Process

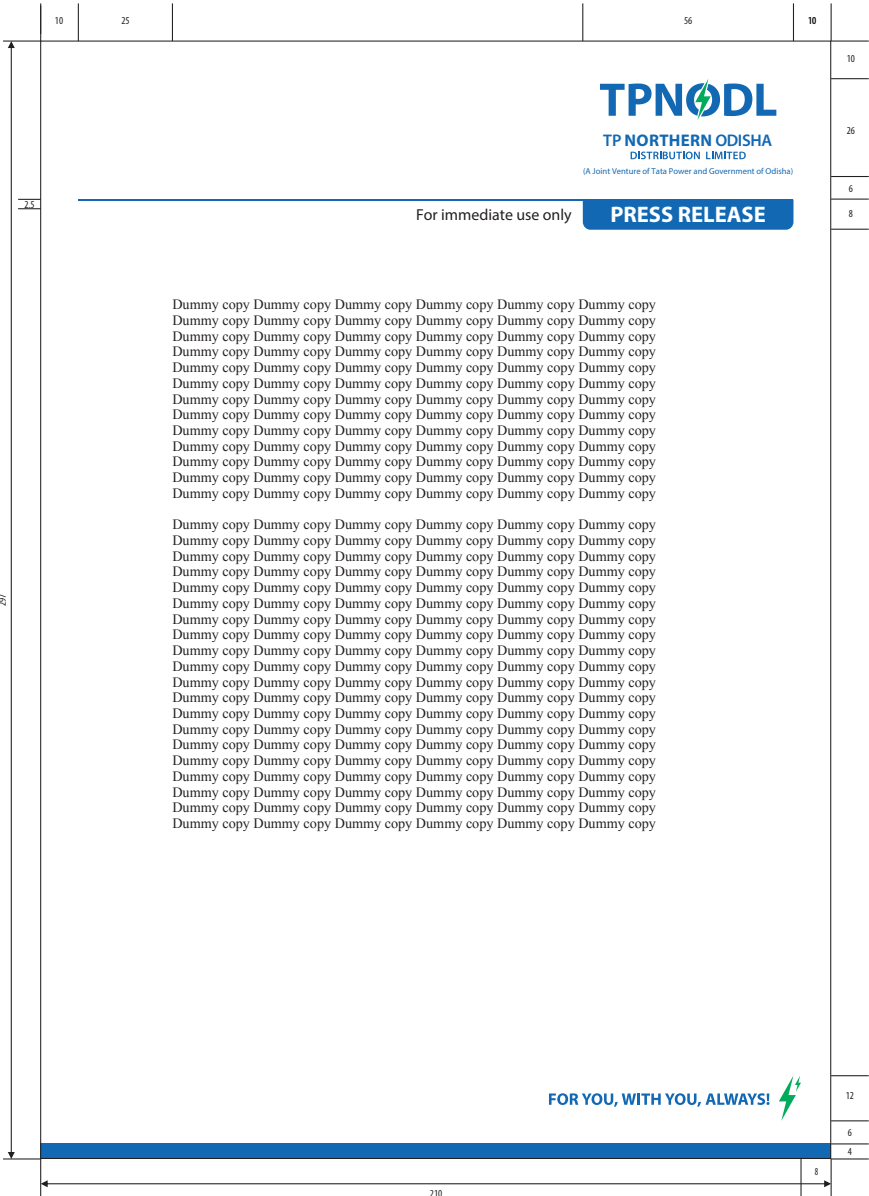
Screen / offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.

A4 size



Press Release - Colour

Dimensions

210 mm X 297mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPNODL Mark with the full form and the JV line is right-aligned to the page, 26 mm in height, and 10 mm from the top and right edge of the page.

Tata Power DISCOM Brand Line and Bolts Unit is placed 6 mm from the bottom edge and 8 mm from the right edge of the page. The total height of the unit is 12 mm.

Tata Power DISCOM Blue Strip

A 4 mm blue strip occupies the bottom edge of the page.

Press Release Lettering

Myriad Pro Bold 12.5 point | Leading 20 point appears on solid black block

For Immediate Use Lettering

Myriad Pro Regular 12 point | Leading 20 point

Body Text Times New Roman, 11 point. First line at 73 mm baseline from top of the page. Subject heading Times New Roman bold.

Paragraph Formatting separated by single line space. Double line space between date and addressee name. Four line space between close and senders' name.

Printing Process

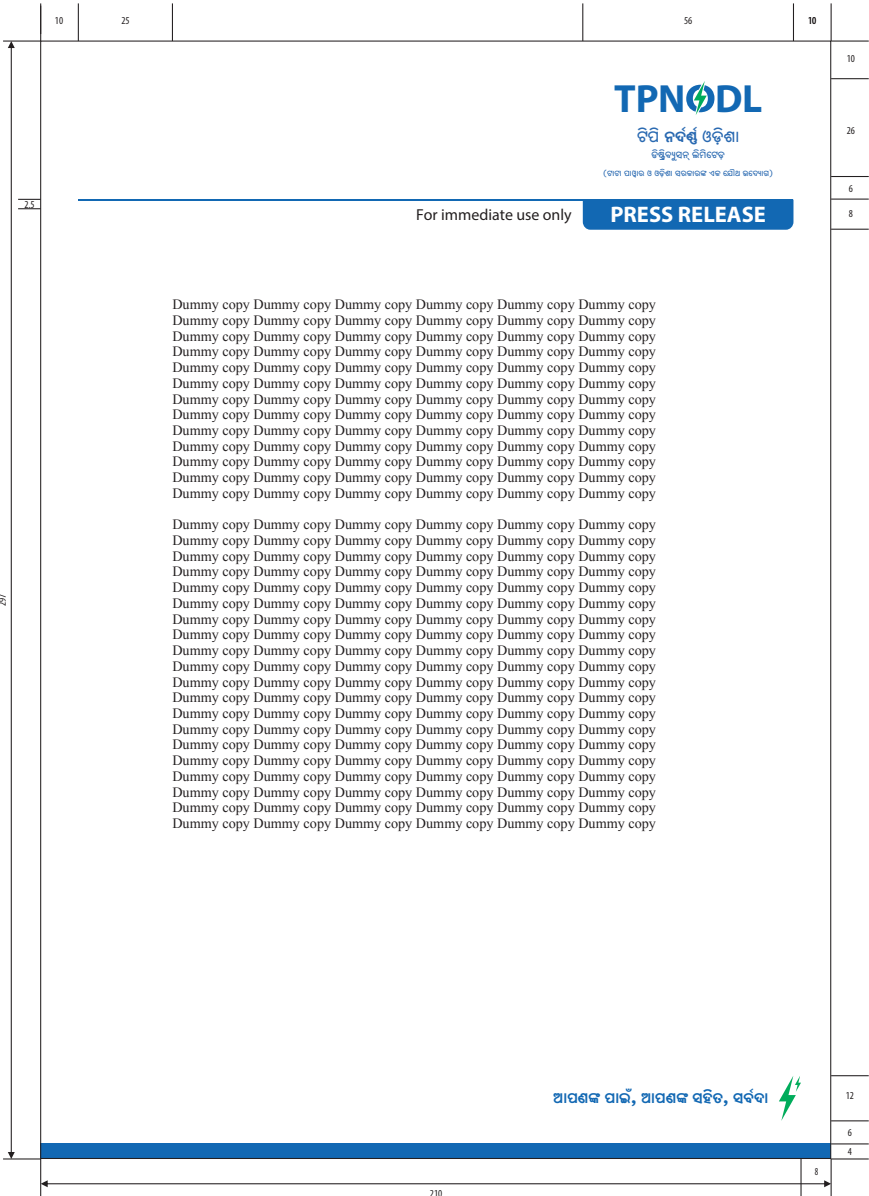
Screen / offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.

A4 size



Press Release - Black & White

Dimensions

210 mm X 297 mm

Colours

Black - Solid and Halftone

Text - Size, Leading & Placement

TPNODL Mark with the full form and the JV line is right-aligned to the page, 26 mm in height, and 10 mm from the top and right edge of the page.

Tata Power DISCOM Brand Line and Bolts Unit will be placed 6 mm from the bottom edge and 8 mm from the right edge of the page. The total height of the unit will be 12 mm.

Tata Power DISCOM Blue Strip

A 4 mm black strip occupies the bottom edge of the page.

Press Release Lettering: Myriad Pro Bold 12.5 point | Leading 20 point appears on solid black block

For Immediate Use Lettering

Myriad Pro Regular 12 point | Leading 20 point

Body Text Times New Roman, 11 point. First line at 73 mm baseline from top of the page. Subject heading Times New Roman bold.

Paragraph Formatting separated by single line space. Double line space between date and addressee name. Four line space between close and senders' name

Printing Process

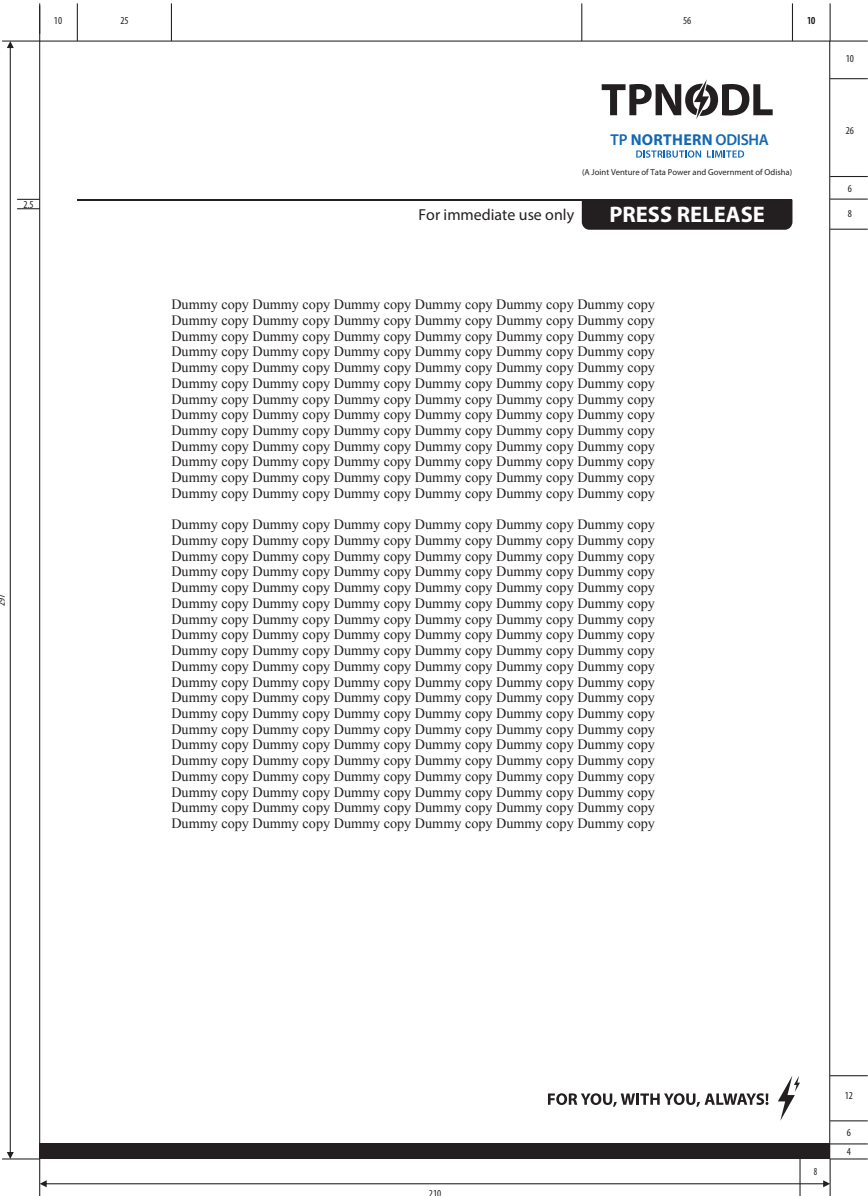
Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.

A4 size



Dimensions

Colours

Text - Size, Leading & Placement

Tata Power DISCOM Blue Strip

Press Release Lettering: Myriad Pro
Bold 12.5 point | Leading 20 point
appears on solid black block

For Immediate Use Lettering

Body Text Times New Roman,
11 point. First line at 73 mm baseline
from top of the page. Subject
heading Times New Roman bold.

Printing Process

Paper

All measurements are indicated in millimetres.

[illegible]

Envelope without window

Dimensions

4.25" X 9.25"

(107.95 mm X 234.95 mm)

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPNODL Mark is 10 mm in height and is placed 12 mm from top and left edges of the envelope. The legal company name unit must be 9 mm to its right.

Legal Company Name

Myriad Pro 11 point | Leading 11 point | The word 'Northern' denoting region of the centre should be in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

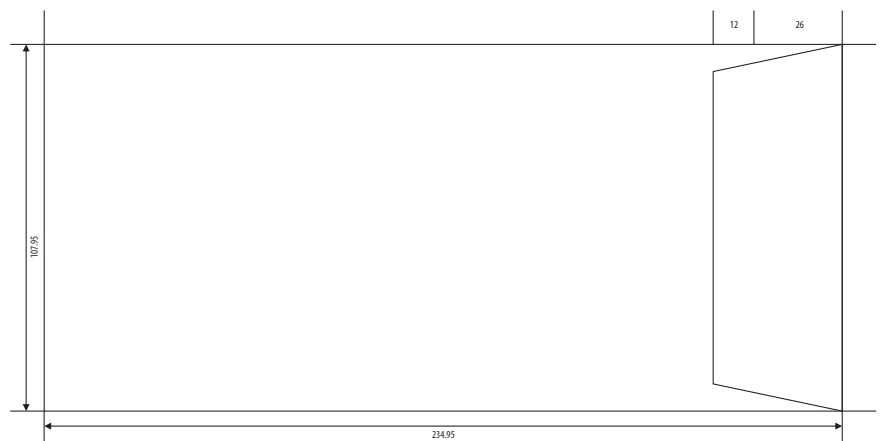
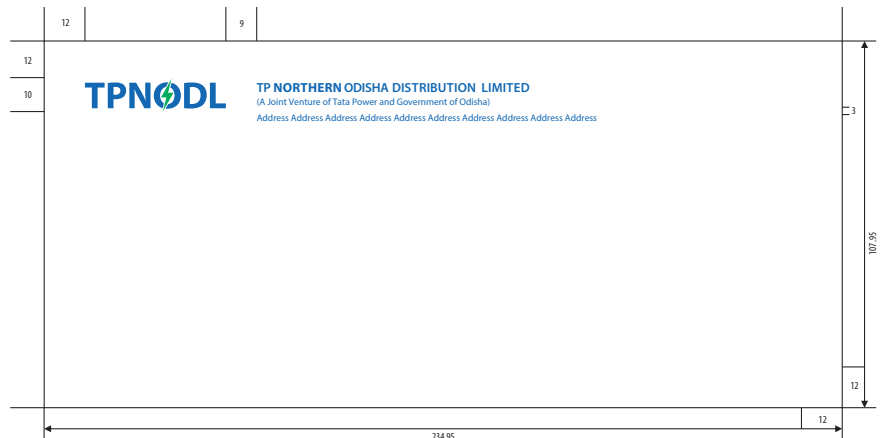
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or
Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Envelope without window

Dimensions

4.25" X 9.25"

(107.95 mm X 234.95 mm)

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPNODL Mark is 10 mm in height and is placed 12 mm from top and left edges of the envelope. The legal company name unit must be 9 mm to its right.

Legal Company Name

Myriad Pro 11 point | Leading 11 point | The word 'Northern' denoting region of the centre should be in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

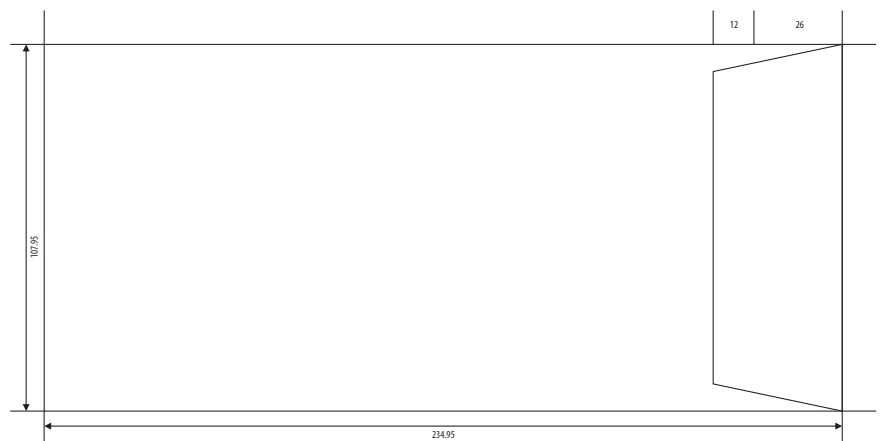
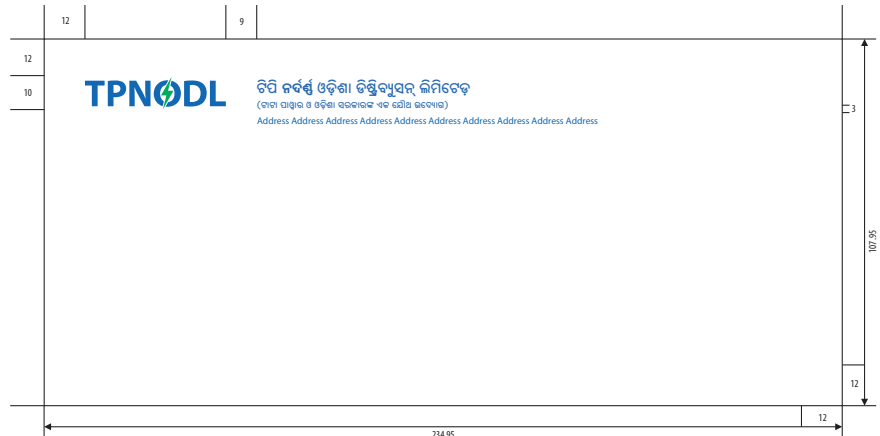
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or
Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Envelope without window

Dimensions

4.25" X 9.25"

(107.95 mm X 234.95 mm)

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPNODL Mark is 10 mm in height and is placed 12 mm from top and left edges of the envelope. The legal company name unit must be 9 mm to its right.

Legal Company Name

Myriad Pro 11 point | Leading 12 point | The word 'Northern' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

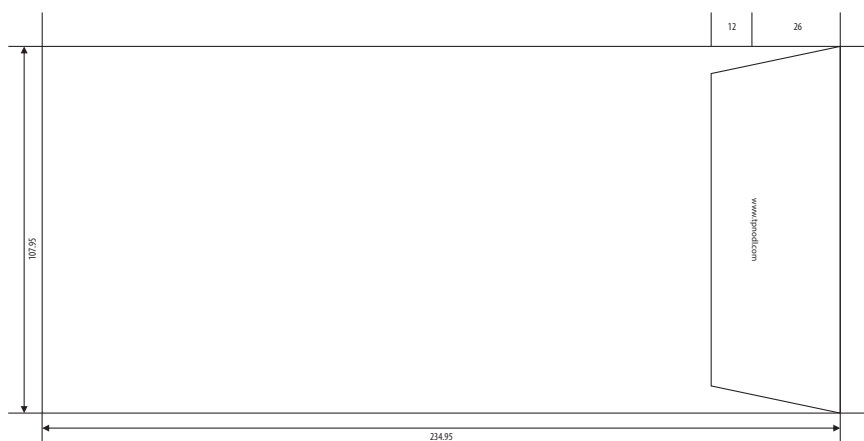
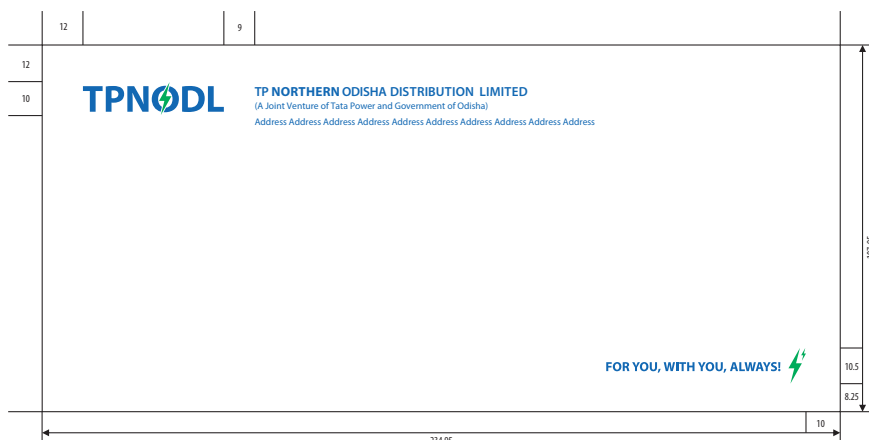
Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

Tata Power DISCOM Brand Line and Bolts Unit will be placed 8.25 mm from the bottom edge and 10 mm from the right edge of the page. The total height of the unit will be 10.5 mm.

Tata Power DISCOM Web Address

Myriad Pro 8 point, leading 10 point, placed at the back flap of the envelope, centred and 12 mm from the bottom of the flap.



Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.

Envelope without window

Dimensions

4.25" X 9.25"

(107.95 mm X 234.95 mm)

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPNODL Mark is 10 mm in height and is placed 12 mm from top and left edges of the envelope. The legal company name unit must be 9 mm to its right.

Legal Company Name

Myriad Pro 11 point | Leading 12 point | The word 'Northern' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

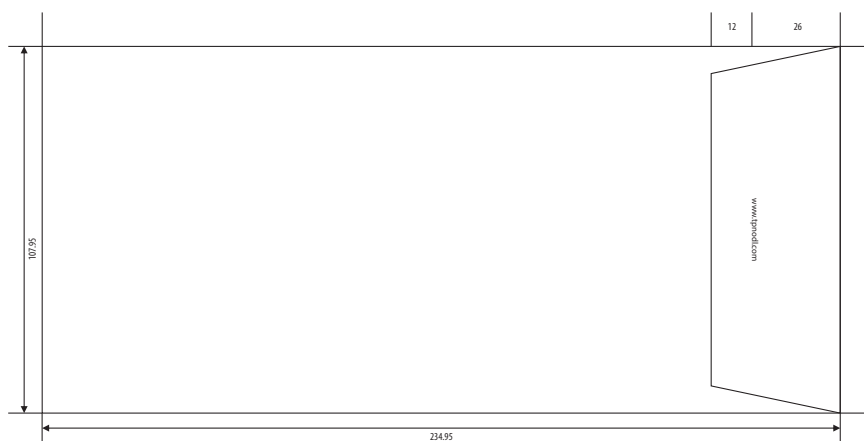
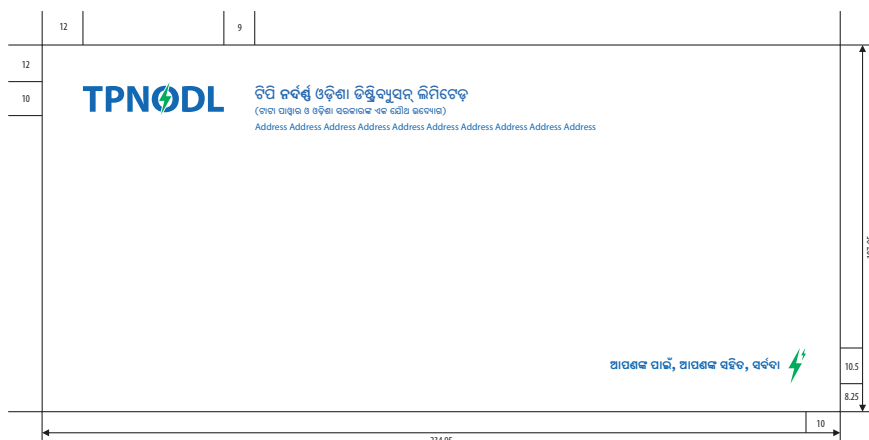
Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

Tata Power DISCOM Brand Line and Bolts Unit will be placed 8.25 mm from the bottom edge and 10 mm from the right edge of the page. The total height of the unit will be 10.5 mm.

Tata Power DISCOM Web Address

Myriad Pro 8 point, leading 10 point, placed at the back flap of the envelope, centred and 12 mm from the bottom of the flap.



Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.

Envelope with window

Dimensions

4.25" X 9.25"

(107.95 mm X 234.95 mm)

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPNODL Mark is 10 mm in height and is placed 12 mm from top and left edges of the envelope. The legal company name unit must be 9 mm to its right.

Legal Company Name

Myriad Pro 11 point | Leading
12 point | The word 'Northern'
denoting region of the centre is
in bold, while the rest of it is
in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading
11 point

Address & Contacts

Myriad Pro Regular 8 point | Leading
11 point, with double word spaces
separating information segments.

Window

The window will be 30 mm from the
left edge and 12 mm from the base
of the envelope. The height and
width of the window will be 36 mm
and 110mm respectively.

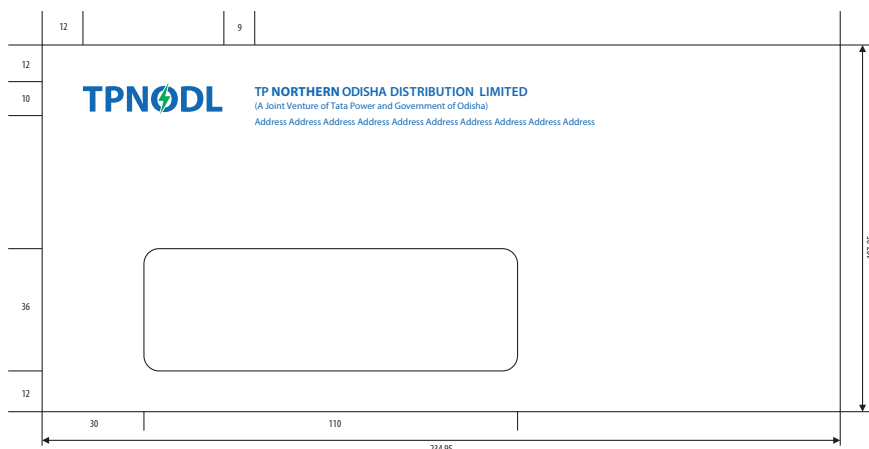
Printing Process

Screen/offset, using special inks to
match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or
Sunshine Superprint 100 gsm.

All measurements are indicated
in millimetres.



Envelope with window

Dimensions

4.25" X 9.25"

(107.95 mm X 234.95 mm)

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPNODL Mark is 10 mm in height and is placed 12 mm from top and left edges of the envelope. The legal company name unit must be 9 mm to its right.

Legal Company Name

Myriad Pro 11 point | Leading
12 point | The word 'Northern'
denoting region of the centre is
in bold, while the rest of it is
in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading
11 point

Address & Contacts

Myriad Pro Regular 8 point | Leading
11 point, with double word spaces
separating information segments.

Window

The window will be 30 mm from the
left edge and 12 mm from the base
of the envelope. The height and
width of the window will be 36 mm
and 110mm respectively.

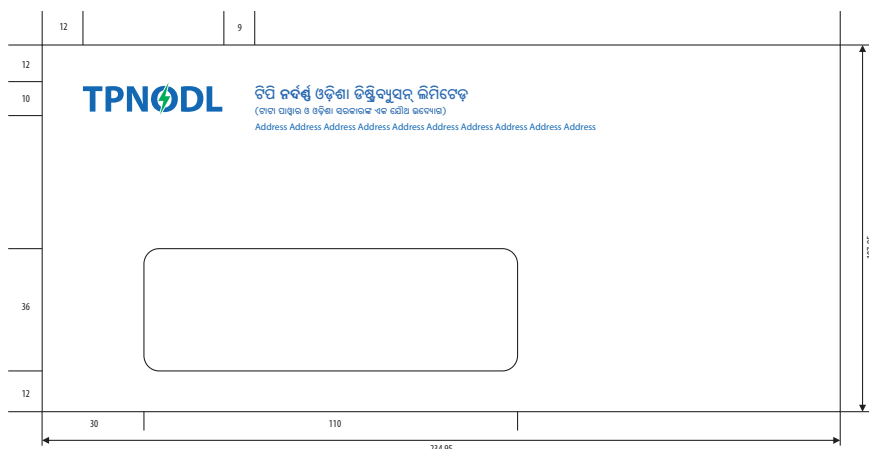
Printing Process

Screen/offset, using special inks to
match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or
Sunshine Superprint 100 gsm.

All measurements are indicated
in millimetres.



Envelope with window

Dimensions

4.25" X 9.25"

(107.95 mm X 234.95 mm)

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPNODL Mark is 10 mm in height and is placed 12 mm from top and left edges of the envelope. The legal company name unit must be 9 mm to its right.

Legal Company Name

Myriad Pro 11 point | Leading
12 point | The word 'Northern' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading
11 point

Address & Contacts

Myriad Pro Regular 8 point | Leading
11 point, with double word spaces separating information segments.

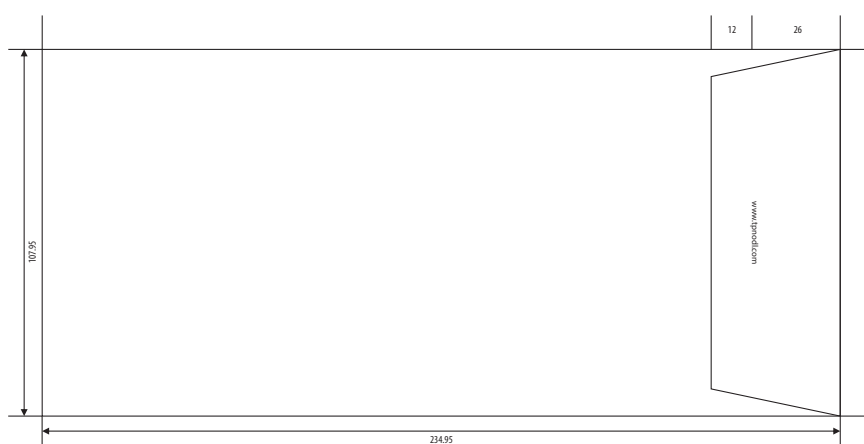
Tata Power DISCOM Brand Line and Bolts Unit is placed 8.25 mm from the bottom edge and 10 mm from the right edge of the page. The total height of the unit is 10.5 mm.

Tata Power DISCOM Web Address

Myriad Pro 8 point, leading
10 point, placed at the back flap of the envelope, centred and 12 mm from the bottom of the flap.

Window

The window will be 30 mm from the left edge and 12 mm from the base of the envelope. The height and width of the window will be 36mm and 110 mm respectively.



Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or
Sunshine Superprint 100 gsm.

All measurements are indicated
in millimetres.

Envelope with window

Dimensions

4.25" X 9.25"

(107.95 mm X 234.95 mm)

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPNODL Mark is 10 mm in height and is placed 12 mm from top and left edges of the envelope. The legal company name unit must be 9 mm to its right.

Legal Company Name

Myriad Pro 11 point | Leading
12 point | The word 'Northern'
denoting region of the centre is
in bold, while the rest of it is
in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading
11 point

Address & Contacts

Myriad Pro Regular 8 point | Leading
11 point, with double word spaces
separating information segments.

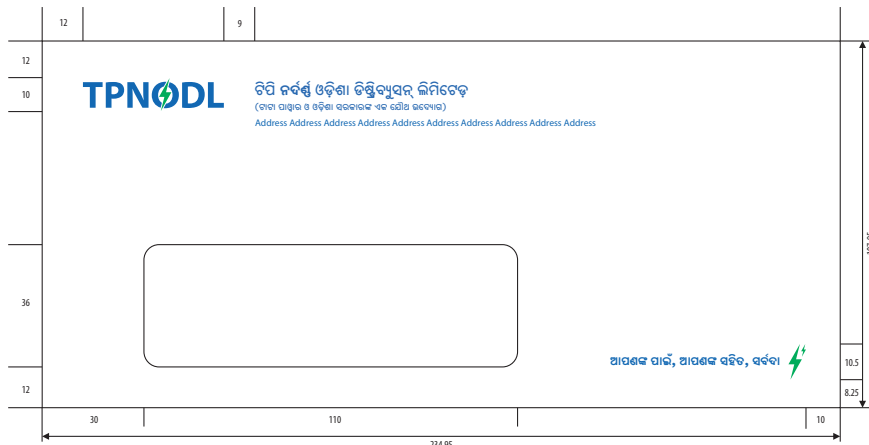
**Tata Power DISCOM Brand Line and
Bolts Unit** is placed 8.25 mm from
the bottom edge and 10 mm from
the right edge of the page. The total
height of the unit is 10.5 mm.

Tata Power DISCOM Web Address

Myriad Pro 8 point, leading
10 point, placed at the back flap of
the envelope, centred and 12 mm
from the bottom of the flap.

Window

The window will be 30 mm from the
left edge and 12 mm from the base
of the envelope. The height and
width of the window will be 36mm
and 110 mm respectively.



Printing Process

Screen/offset, using special inks to
match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or
Sunshine Superprint 100 gsm.

All measurements are indicated
in millimetres.

Envelope

Dimensions

110 mm X 220 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPNODL Mark is 9.35 mm in height and is placed 11 mm from top and left edges of the envelope. The legal company name unit must be 8.5 mm to its right.

Legal Company Name

Myriad Pro 10.5 point | Leading 11 point | The word 'Northern' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

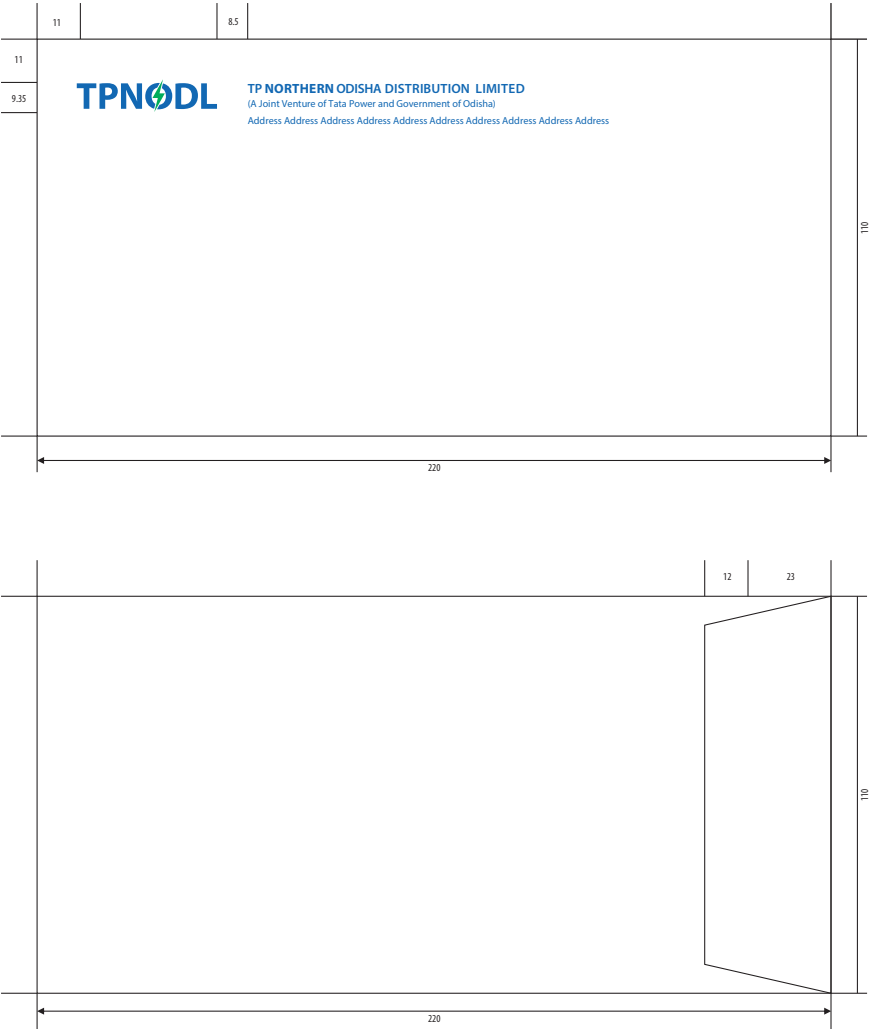
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Envelope

Dimensions

110 mm X 220 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPNODL Mark is 9.35 mm in height and is placed 11 mm from top and left edges of the envelope. The legal company name unit must be 8.5 mm to its right.

Legal Company Name

Myriad Pro 10.5 point | Leading 11 point | The word 'Northern' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

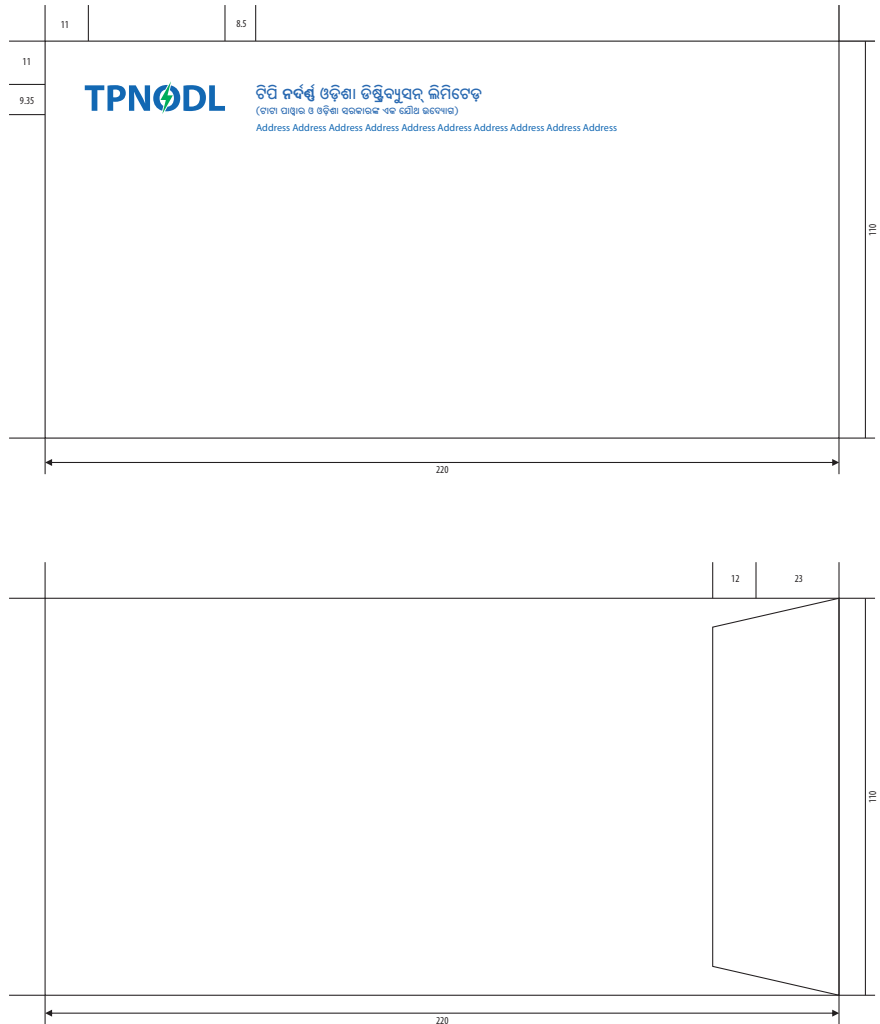
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or
Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Envelope

Dimensions

110 mm X 220 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPNODL Mark is 9.35 mm in height and is placed 11 mm from top and left edges of the envelope. The legal company name unit must be 8.5 mm to its right.

Legal Company Name

Myriad Pro 10.5 point | Leading 11 point | The word 'Northern' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

Tata Power DISCOM Brand Line and Bolts Unit will be placed 8 mm from the bottom edge and 9.5 mm from the right edge of the page. The total width of the unit will be 55 mm.

Tata Power DISCOM Web Address

Myriad Pro 8 point, leading 10 point, placed at the back of the envelope, centred and 12 mm from the bottom of the flap.

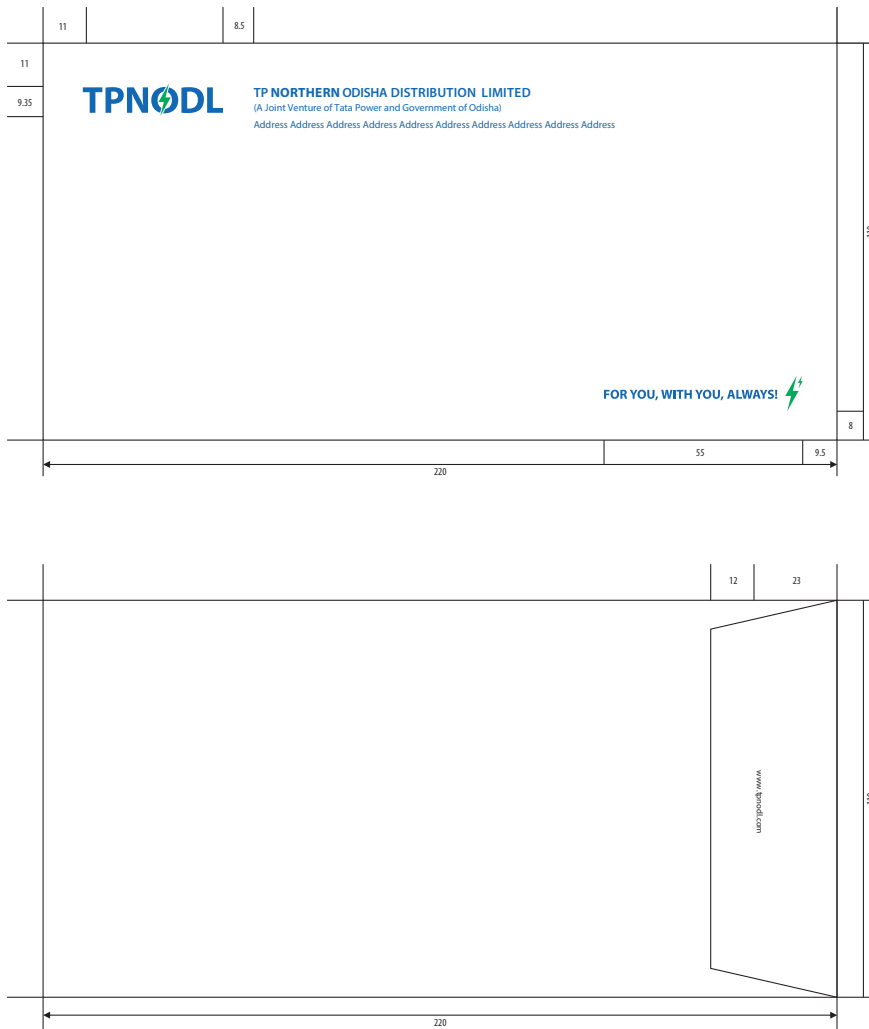
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Envelope

Dimensions

110 mm X 220 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPNODL Mark is 9.35 mm in height and is placed 11 mm from top and left edges of the envelope. The legal company name unit must be 8.5 mm to its right.

Legal Company Name

Myriad Pro 10.5 point | Leading 11 point | The word 'Northern' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

Tata Power DISCOM Brand Line and Bolts Unit will be placed 8 mm from the bottom edge and 9.5 mm from the right edge of the page. The total width of the unit will be 55 mm.

Tata Power DISCOM Web Address

Myriad Pro 8 point, leading 10 point, placed at the back of the envelope, centred and 12 mm from the bottom of the flap.

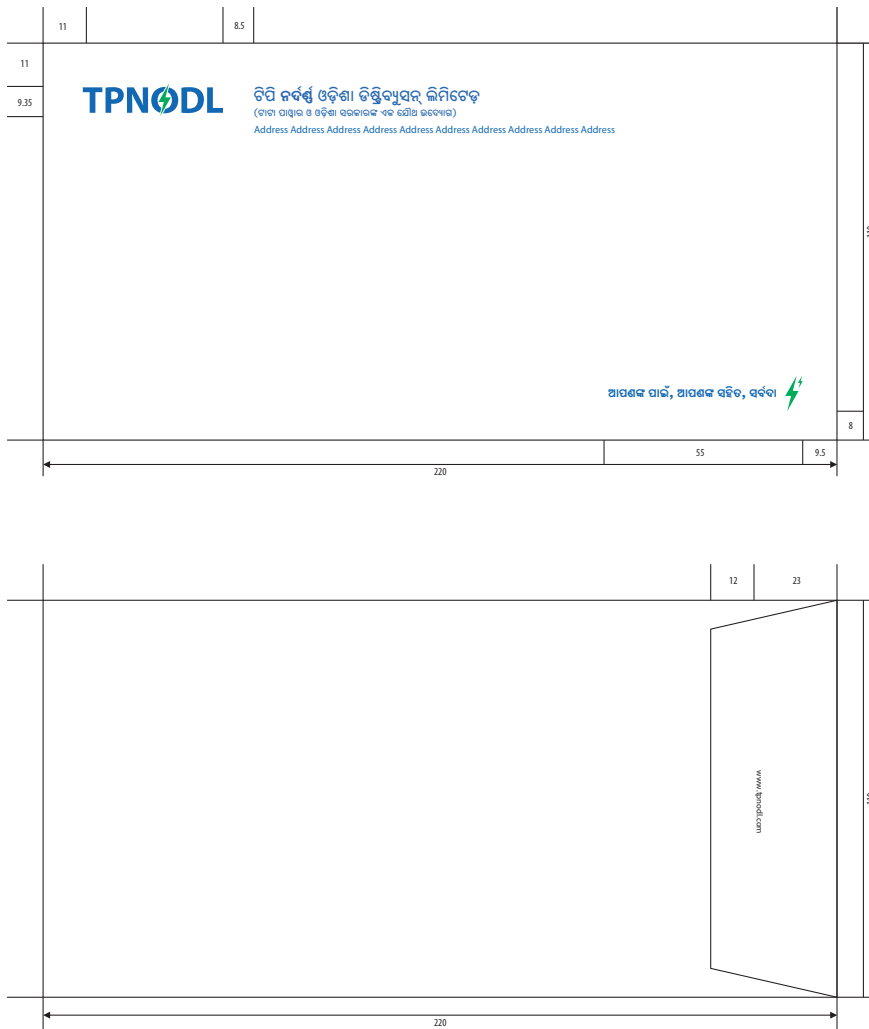
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Jumbo Envelope

Dimensions

16" X 12"

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPNODL Mark is 12 mm in height and is placed 20 mm from top and left edges of the envelope. The legal company name unit must be 11 mm to its right.

Legal Company Name

Myriad Pro 13.5 point | Leading 14 point | The word 'Northern' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 10.5 point | Leading 14 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

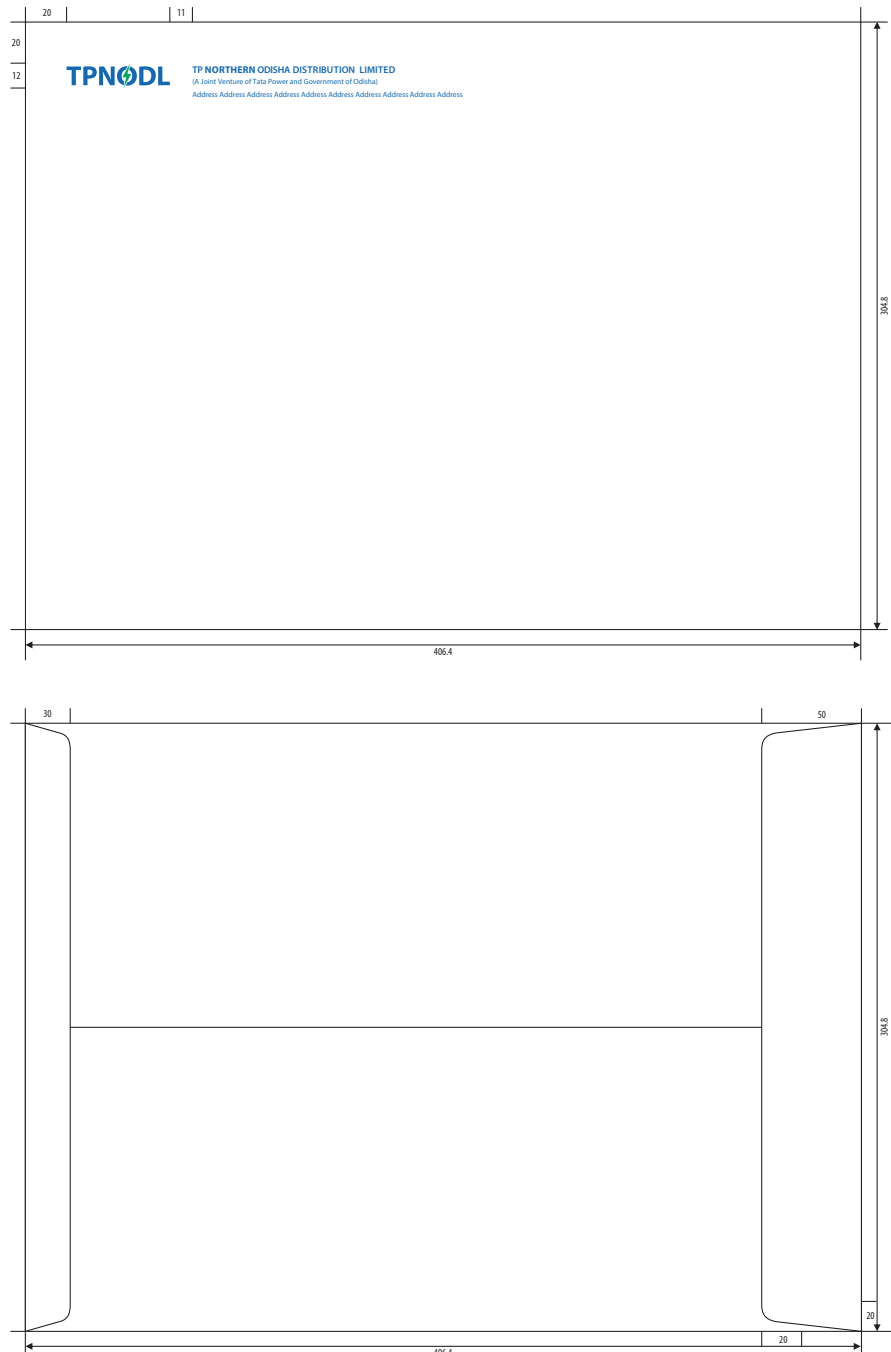
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Jumbo Envelope

Dimensions

16" X 12"

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPNODL Mark is 12 mm in height and is placed 20 mm from top and left edges of the envelope. The legal company name unit must be 11 mm to its right.

Legal Company Name

Myriad Pro 13.5 point | Leading 14 point | The word 'Northern' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 10.5 point | Leading 14 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

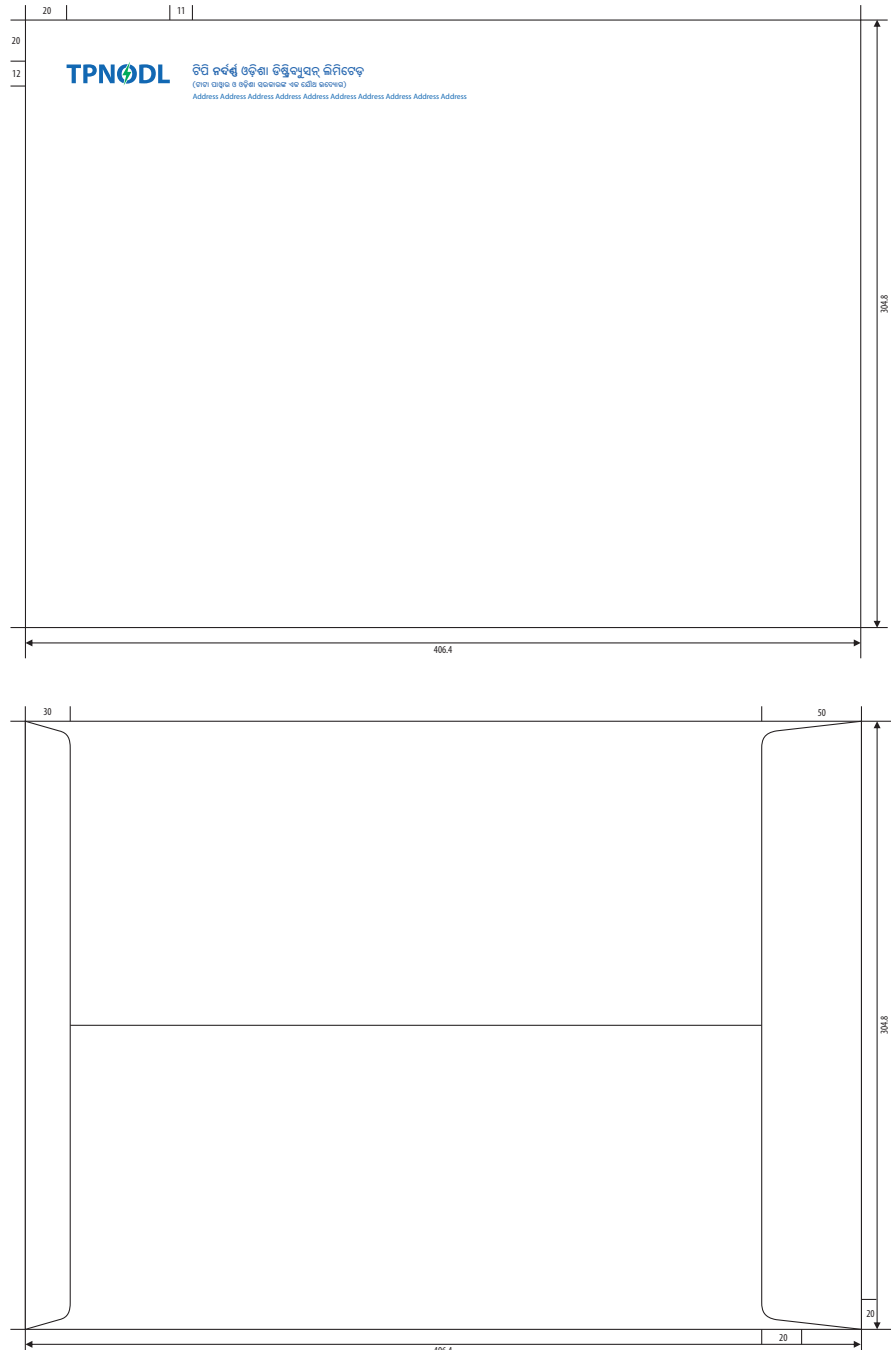
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Jumbo Envelope

Dimensions

16" X 12"

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPNODL Mark is 12 mm in height and is placed 20 mm from top and left edges of the envelope. The legal company name unit must be 11 mm to its right.

Legal Company Name

Myriad Pro 13.5 point | Leading 14 point | The word 'Northern' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 10.5 point | Leading 14 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

Tata Power DISCOM Brand Line and Bolts Unit will be placed 15 mm from the bottom edge and 17.5 mm from the right edge of the page. The total width of the unit will be 80 mm.

Tata Power DISCOM Web Address

Myriad Pro 12 point, leading 13 point, placed at the back of the envelope, centred and 20 mm from the bottom of the flap.

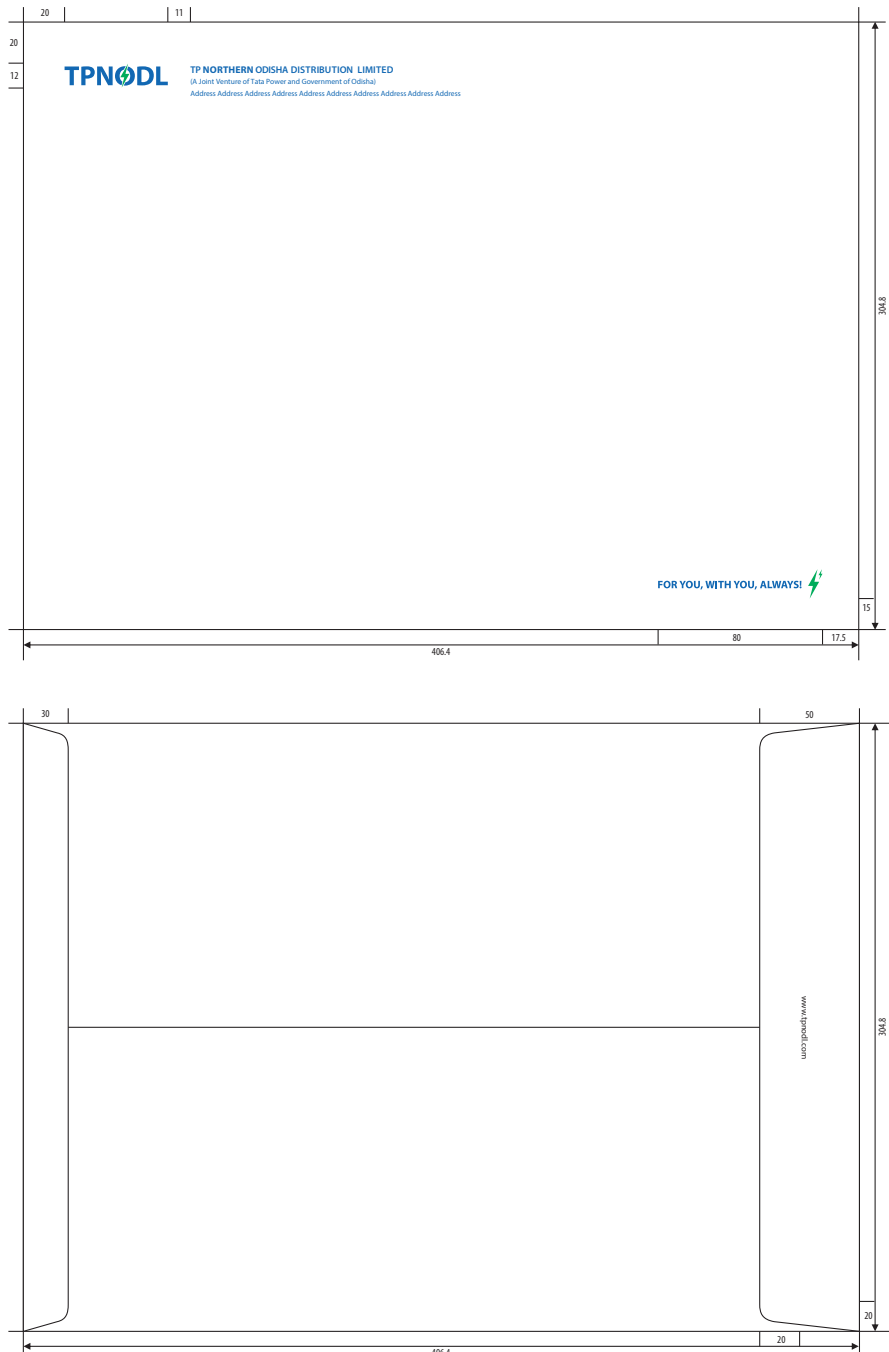
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Jumbo Envelope

Dimensions

16" X 12"

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPNODL Mark is 12 mm in height and is placed 20 mm from top and left edges of the envelope. The legal company name unit must be 11 mm to its right.

Legal Company Name

Myriad Pro 13.5 point | Leading 14 point | The word 'Northern' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 10.5 point | Leading 14 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

Tata Power DISCOM Brand Line and Bolts Unit will be placed 15 mm from the bottom edge and 17.5 mm from the right edge of the page. The total width of the unit will be 80 mm.

Tata Power DISCOM Web Address

Myriad Pro 12 point, leading 13 point, placed at the back of the envelope, centred and 20 mm from the bottom of the flap.

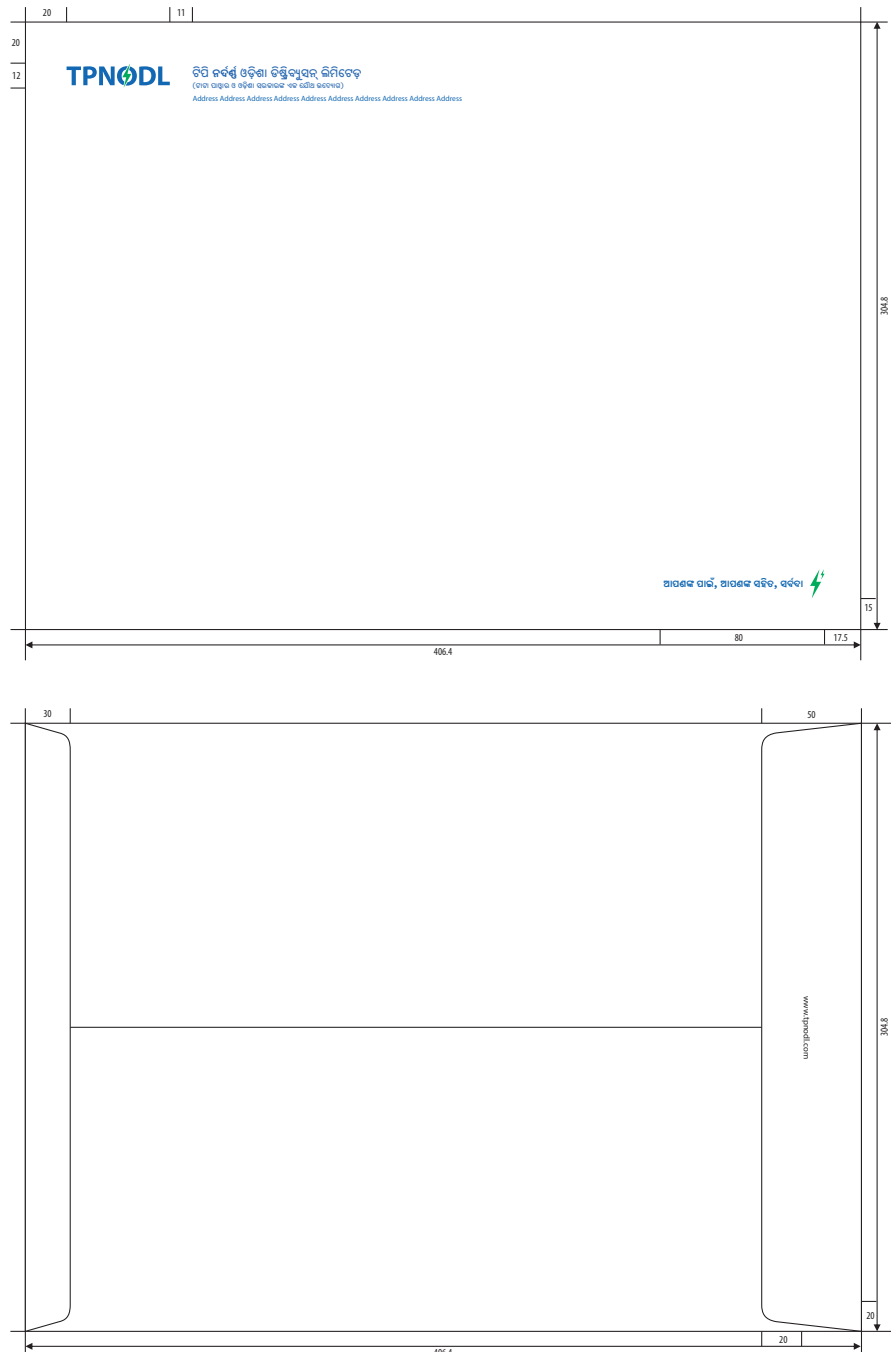
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Booklet Envelope

Dimensions

9" x 12"

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPNODL Mark is 9 mm in height and is placed 15 mm from top and left edges of the envelope. The legal company name unit must be 8.25 mm to its right.

Legal Company Name

Myriad Pro 10 point | Leading 10.5 point | The word 'Northern' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 10.5 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 10 point, with double word spaces separating information segments.

Addressee's name and address

Arial/Times New Roman 10 point, leading 13 point, aligned left to the Tata Power mark and starting 30mm from the top.

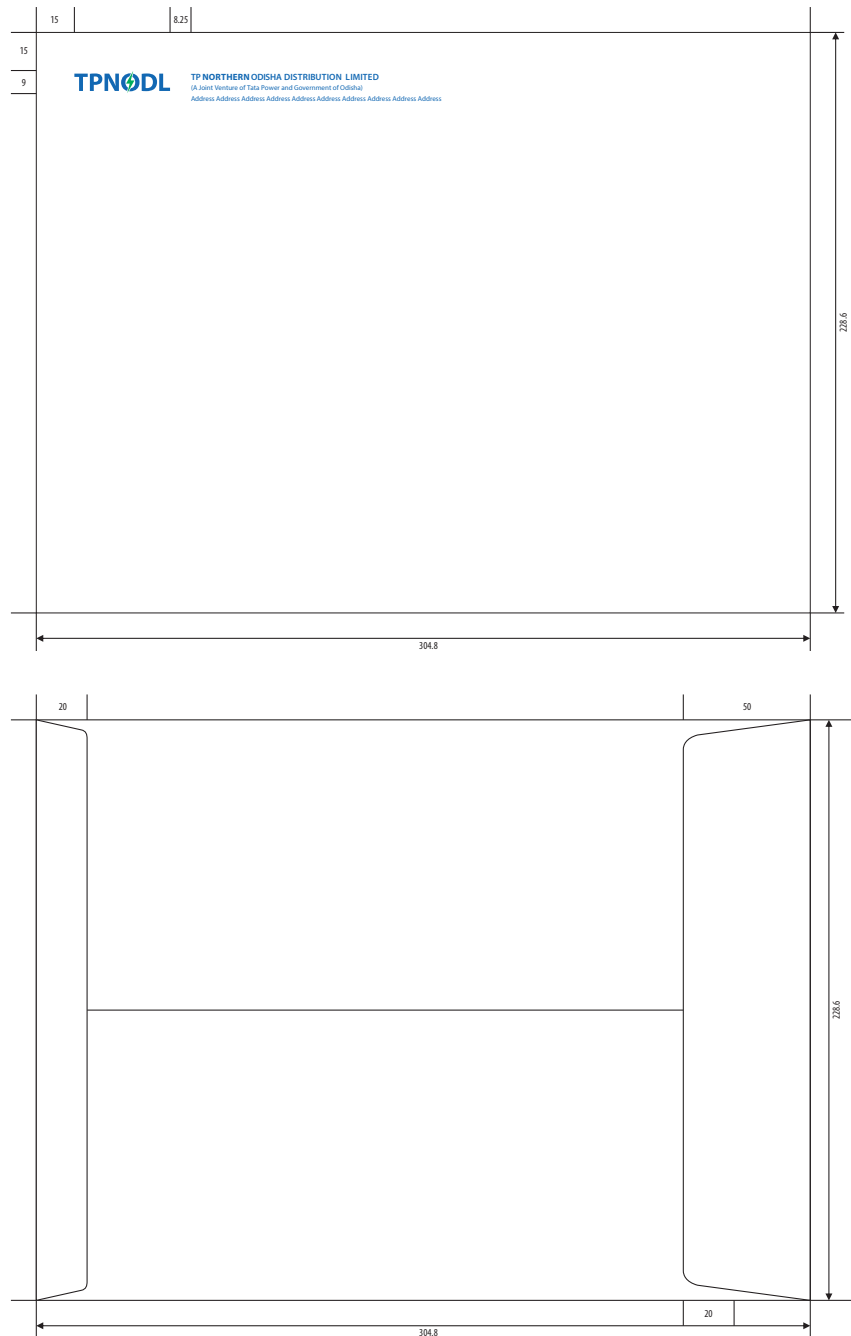
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Booklet Envelope

Dimensions

9" x 12"

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPNODL Mark is 9 mm in height and is placed 15 mm from top and left edges of the envelope. The legal company name unit must be 8.25 mm to its right.

Legal Company Name

Myriad Pro 10 point | Leading 10.5 point | The word 'Northern' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 10.5 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 10 point, with double word spaces separating information segments.

Addressee's name and address

Arial/Times New Roman 10 point, leading 13 point, aligned left to the Tata Power mark and starting 30mm from the top.

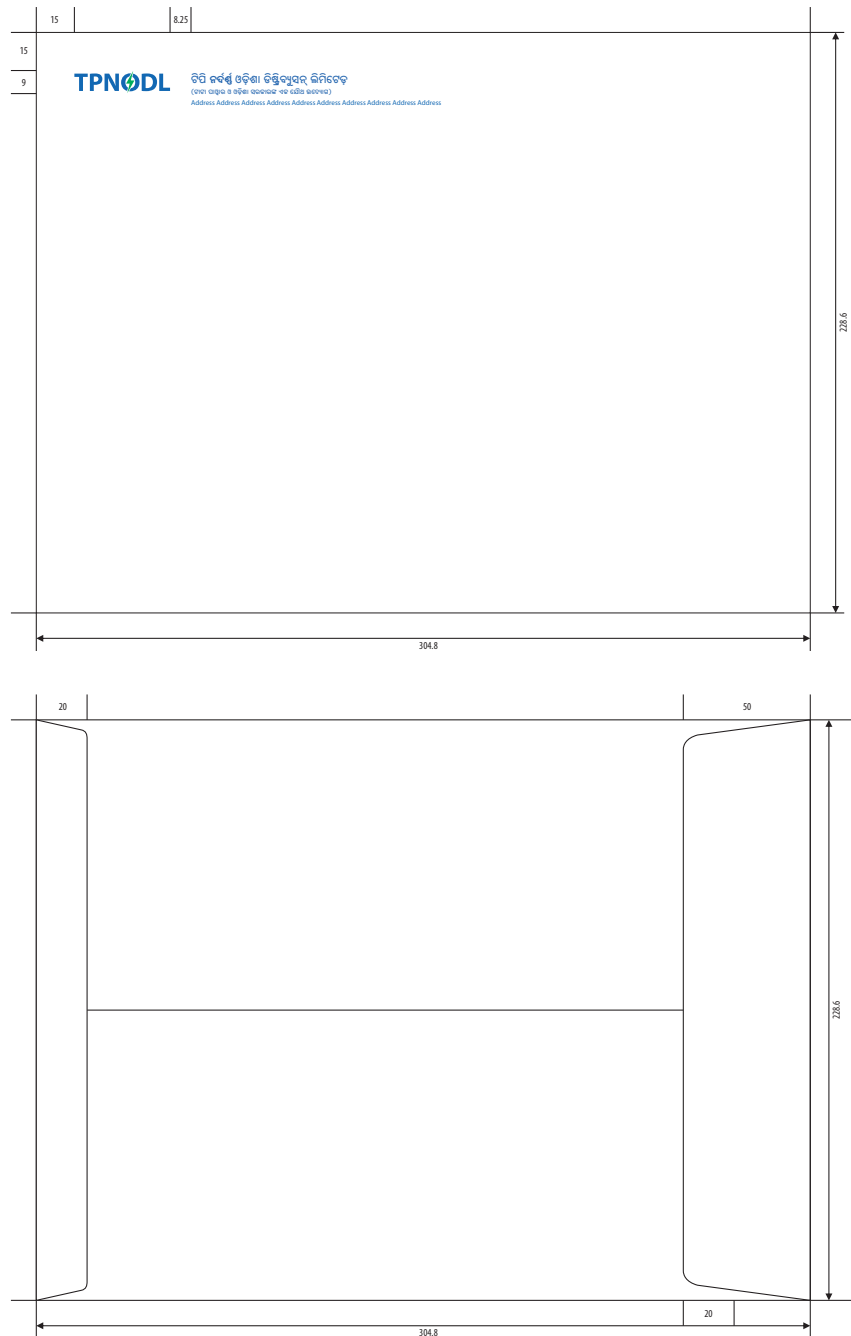
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Booklet Envelope

Dimensions

9" x 12"

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPNODL Mark is 9 mm in height and is placed 15 mm from top and left edges of the envelope. The legal company name unit must be 8.25 mm to its right.

Legal Company Name

Myriad Pro 10 point | Leading 10.5 point | The word 'Northern' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 10.5 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 10 point, with double word spaces separating information segments.

Tata Power DISCOM Brand Line and Bolts Unit is placed 11.25 mm from the bottom edge and 13 mm from the right edge of the page. The total width of the unit is 60 mm.

Tata Power DISCOM Web Address

Myriad Pro 10 point, leading 13 point, placed at the back of the envelope, centred and 20 mm from the bottom of the flap.

Addressee's name and address
Arial/Times New Roman 10 point, leading 13 point, aligned left to the Tata Power mark and starting 30 mm from the top.

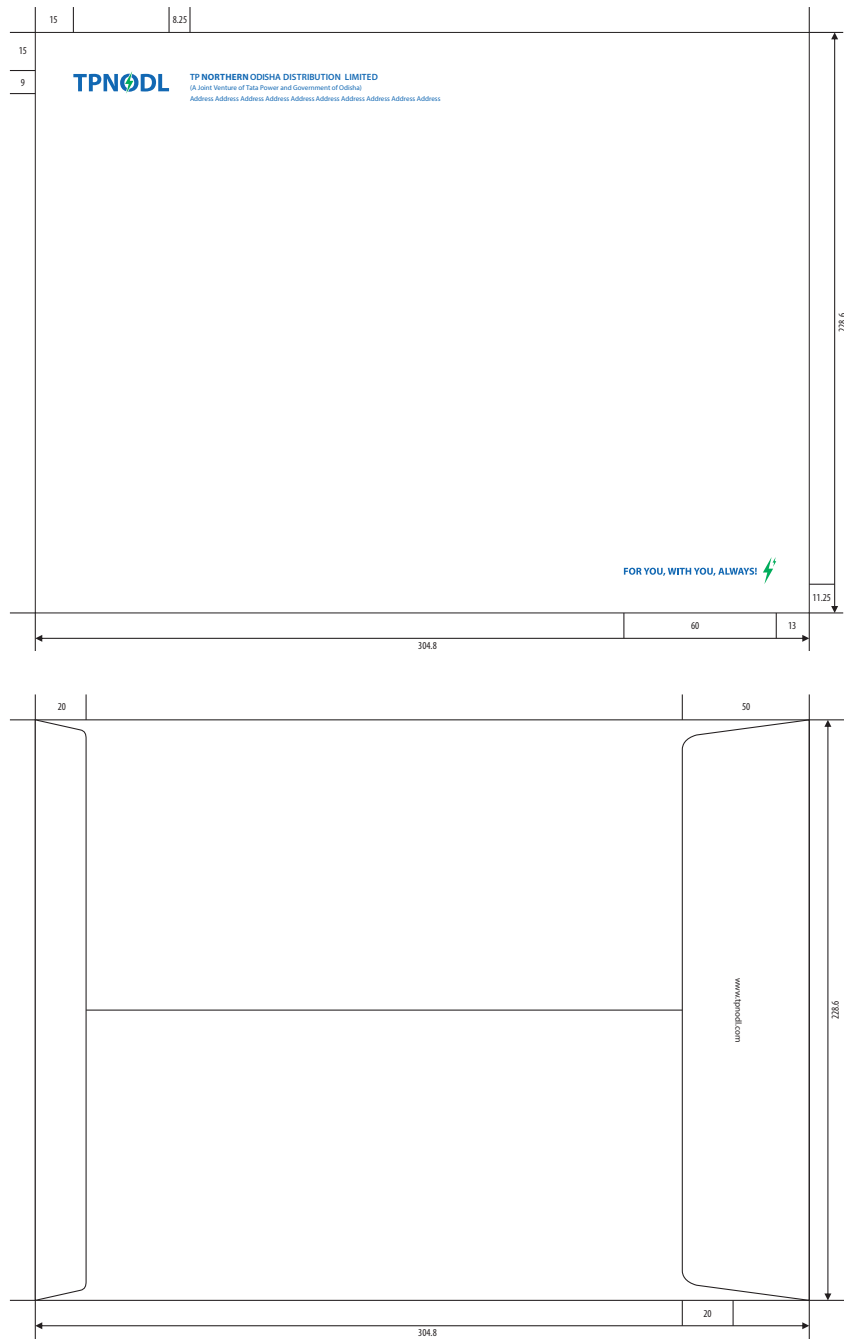
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Booklet Envelope

Dimensions

9" x 12"

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPNODL Mark is 9 mm in height and is placed 15 mm from top and left edges of the envelope. The legal company name unit must be 8.25 mm to its right.

Legal Company Name

Myriad Pro 10 point | Leading 10.5 point | The word 'Northern' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 10.5 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 10 point, with double word spaces separating information segments.

Tata Power DISCOM Brand Line and Bolts Unit is placed 11.25 mm from the bottom edge and 13 mm from the right edge of the page. The total width of the unit is 60 mm.

Tata Power DISCOM Web Address

Myriad Pro 10 point, leading 13 point, placed at the back of the envelope, centred and 20 mm from the bottom of the flap.

Addressee's name and address
Arial/Times New Roman 10 point, leading 13 point, aligned left to the Tata Power mark and starting 30 mm from the top.

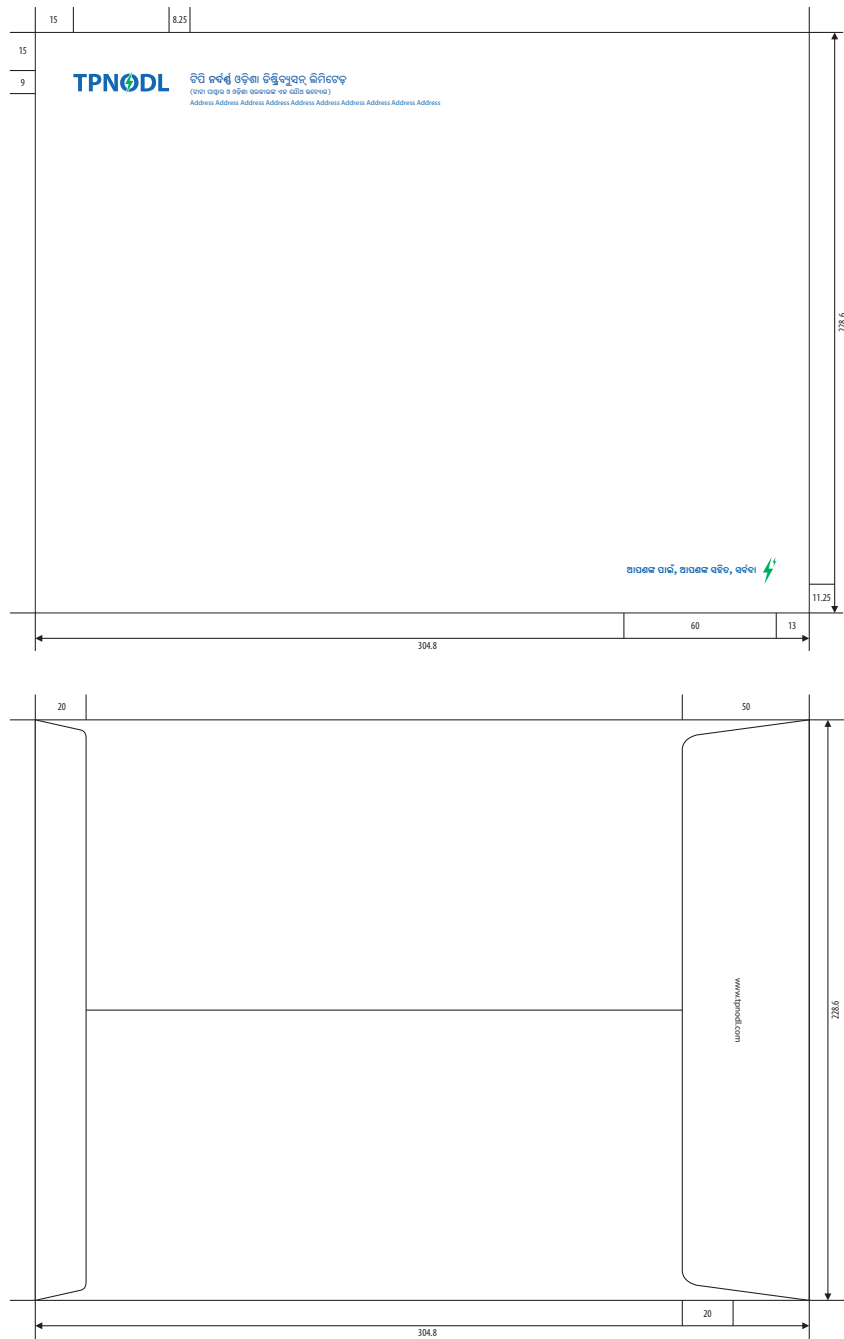
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Notepad A4 size

Dimensions

210 mm X 297 mm

COVER

Colours

Tata Blue

TPNODL Composite Mark is placed centre aligned to the page at a distance of 40 mm from the bottom edge of the page. The height of the unit is 40 mm.

INSIDE

Colours

Tata Blue and Tata Green

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right of the page at a distance of 10 mm and 6.75 mm from the right and bottom edge of the page, respectively. The height of the bolts unit is 15.5 mm.

Printing and Finishing

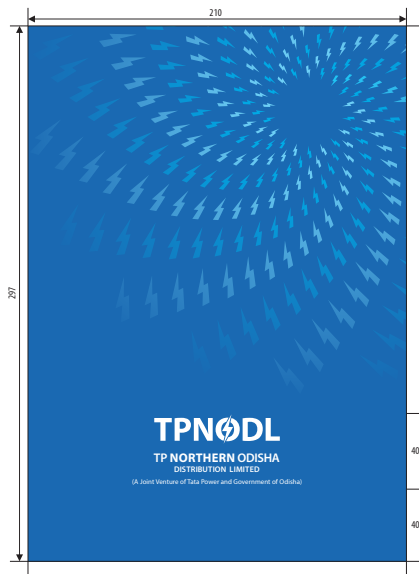
Offset printing using special inks to match the defined PANTONE® shade.

Pad binding with gluing along the top edge and the flap cover.

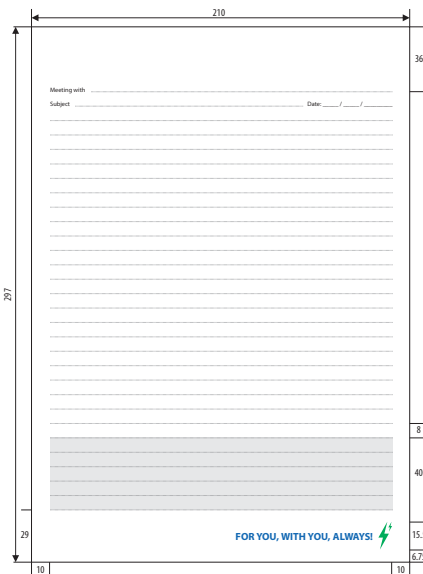
Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

Note Pad - Cover



Note Pad - Inside Layout



Notepad A4 size

Dimensions

210 mm X 297 mm

COVER

Colours

Tata Blue

TPNODL Composite Mark is placed centre aligned to the page at a distance of 40 mm from the bottom edge of the page. The height of the unit is 40 mm.

INSIDE

Colours

Tata Blue and Tata Green

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right of the page at a distance of 10 mm and 6.75 mm from the right and bottom edge of the page, respectively. The height of the bolts unit is 15.5 mm.

Printing and Finishing

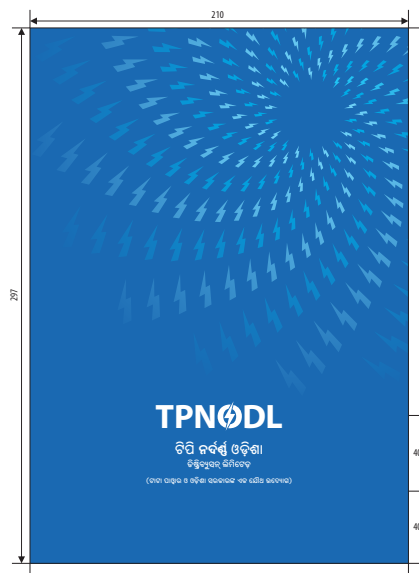
Offset printing using special inks to match the defined PANTONE® shade.

Pad binding with gluing along the top edge and the flap cover.

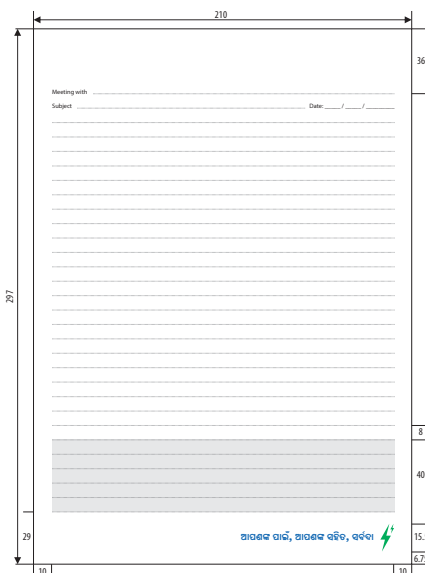
Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

Note Pad - Cover



Note Pad - Inside Layout



Notepad A5 size

Dimensions

148 mm X 210 mm

COVER

Colours

Tata Blue

TPNODL Composite Mark is placed centre aligned to the page at a distance of 30 mm from the bottom edge of the page. The height of the unit is 30 mm.

INSIDE

Colours

Tata Blue and Tata Green

Tata Power DISCOM Blue Strip

A 17 mm blue strip occupies the bottom edge of the page.

Tata Power DISCOM Brand Line and Bolts Unit will be placed at the bottom right of the page, in reverse colour, over the blue strip, at a distance of 10 mm from the right edge of the page. The height of the bolts unit will be 10 mm.

Printing and Finishing

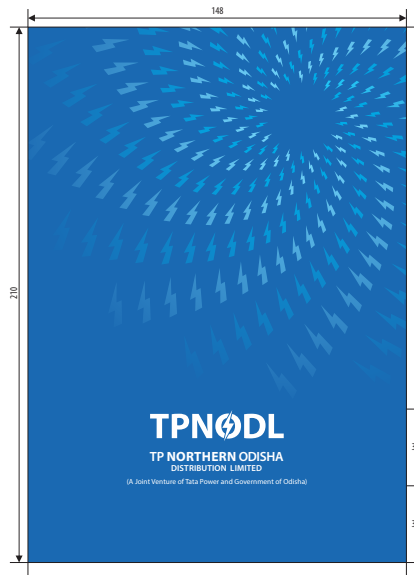
Offset printing using special inks to match the defined PANTONE® shade.

Pad binding with gluing along the top edge and the flap cover.

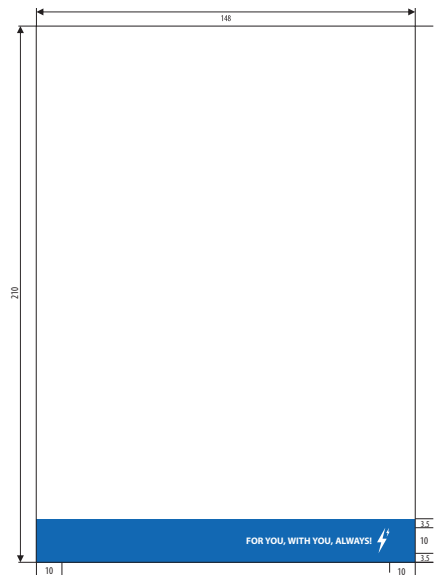
Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

Note Pad - Cover with pattern



Note Pad - Inside Layout



Notepad A5 size

Dimensions

148 mm X 210 mm

COVER

Colours

Tata Blue

TPNODL Composite Mark is placed centre aligned to the page at a distance of 30 mm from the bottom edge of the page. The height of the unit is 30 mm.

INSIDE

Colours

Tata Blue and Tata Green

Tata Power DISCOM Blue Strip

A 17 mm blue strip occupies the bottom edge of the page.

Tata Power DISCOM Brand Line and Bolts Unit will be placed at the bottom right of the page, in reverse colour, over the blue strip, at a distance of 10 mm from the right edge of the page. The height of the bolts unit will be 10 mm.

Printing and Finishing

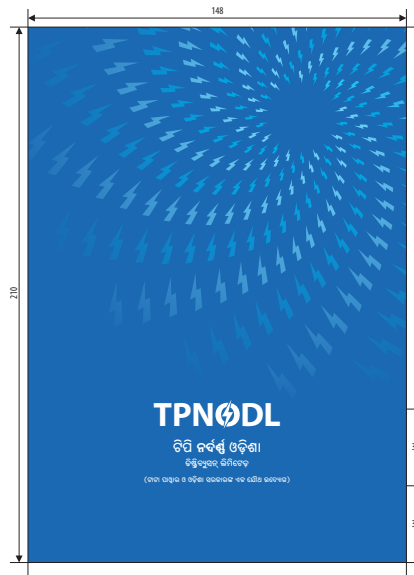
Offset printing using special inks to match the defined PANTONE® shade.

Pad binding with gluing along the top edge and the flap cover.

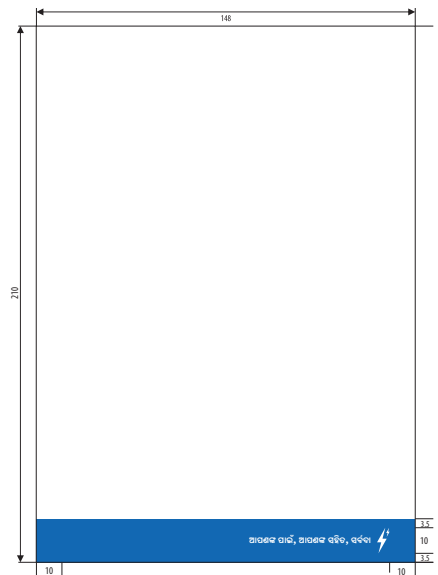
Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

Note Pad - Cover with pattern



Note Pad - Inside Layout



Notebook A4 size

Dimensions

210 mm X 297 mm

COVER

Colours

Tata Blue

TPNODL Composite Mark is placed centre aligned to the page at a distance of 40 mm from the bottom edge of the page. The height of the unit is 40 mm.

BACK

Colours

Tata Blue and Tata Green

TPNODL Composite Mark is placed centre-aligned to the page at a distance of 52.5 mm from the bottom edge of the page. The address panel is placed at a distance of 7 mm from the bottom edge of the logo composite.

INSIDE

Colours

Tata Blue and Tata Green

Left page

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom left side, at a distance of 10 mm from the left and 8.5 mm from the bottom edge of the page. The height of the bolts unit is 12 mm.

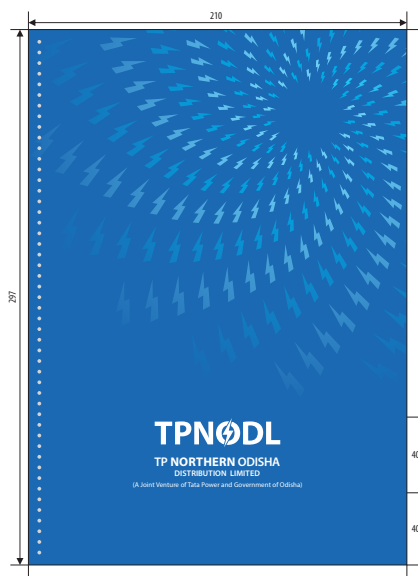
Right page

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right side, at a distance of 10 mm from the right and 8.5 mm from the bottom edge of the page. The height of the bolts unit is 12 mm.

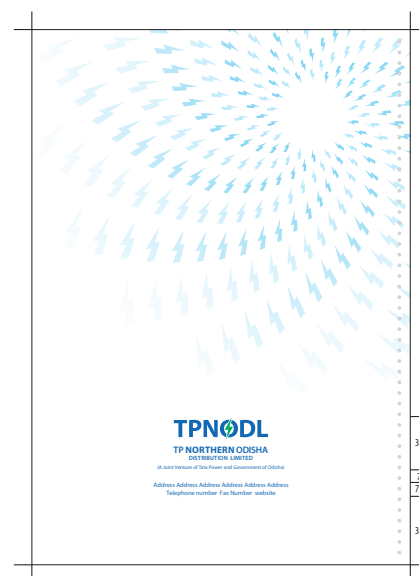
Printing and Finishing

Offset printing using special inks to match the defined PANTONE® shade.

Notebook - Cover



Notebook - Back



Notebook - Left Page



Notebook - Right Page



Spiral binding (comb or circular) along the left edge. Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

Notebook A4 size

Dimensions

210 mm X 297 mm

COVER

Colours

Tata Blue

TPNODL Composite Mark is placed centre aligned to the page at a distance of 40 mm from the bottom edge of the page. The height of the unit is 40 mm.

BACK

Colours

Tata Blue and Tata Green

TPNODL Composite Mark is placed centre-aligned to the page at a distance of 52.5 mm from the bottom edge of the page. The address panel is placed at a distance of 7 mm from the bottom edge of the logo composite.

INSIDE

Colours

Tata Blue and Tata Green

Left page

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom left side, at a distance of 10 mm from the left and 8.5 mm from the bottom edge of the page. The height of the bolts unit is 12 mm.

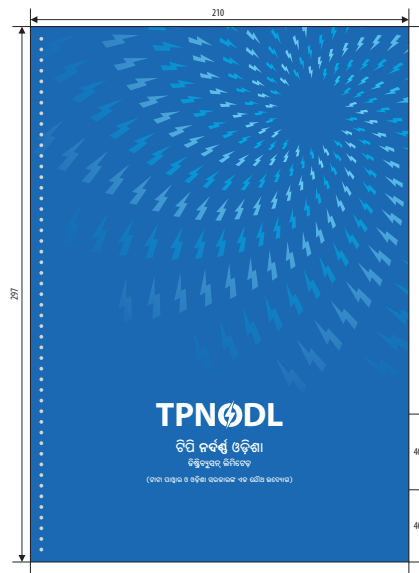
Right page

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right side, at a distance of 10 mm from the right and 8.5 mm from the bottom edge of the page. The height of the bolts unit is 12 mm.

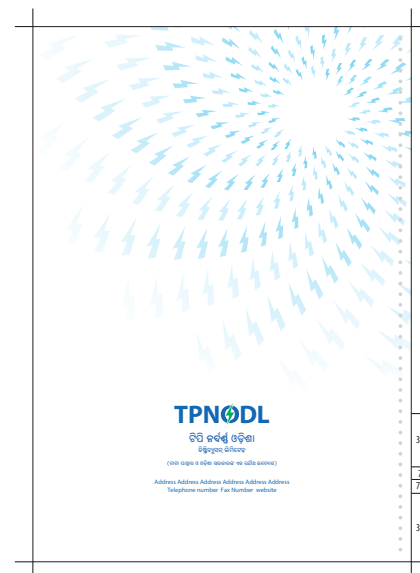
Printing and Finishing

Offset printing using special inks to match the defined PANTONE® shade.

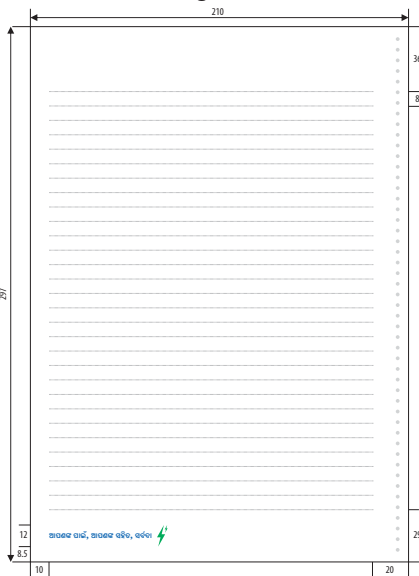
Notebook - Cover



Notebook - Back



Notebook - Left Page



Notebook - Right Page



Spiral binding (comb or circular) along the left edge. Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

Notebook A4 size

Dimensions

210 mm X 297 mm

COVER

Colours

Tata Blue and Tata Green

The top 25% of the page is white in colour and the bottom 75% is Tata Blue coloured. The spiral bolt design is placed over the blue background.

TPNODL Composite Mark is placed at the top right of the page at a distance of 12 mm from the top and 10 mm from right edge of the page. The height of the unit is 30 mm.

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right of the page at a distance of 10 mm from the right and bottom edge. The height of the bolts unit is 14 mm.

BACK

Colours

Tata Blue

TPNODL Composite Mark is placed centre to the page at a distance of 34.5 mm from the bottom edge of the page. The address panel is placed at a distance of 7 mm from the bottom edge of the logo composite.

INSIDE

Colours

Tata Blue

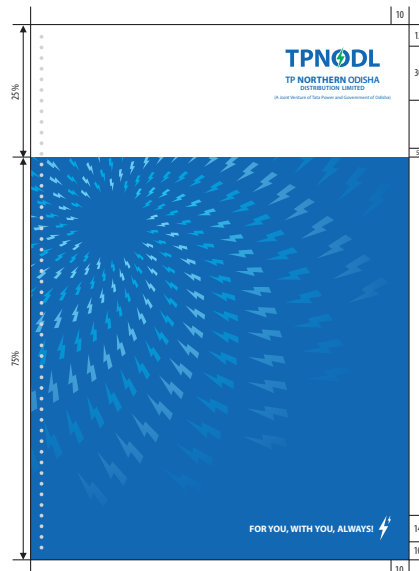
Tata Power DISCOM Blue Strip

A 24mm blue strip occupies the bottom edge of the page.

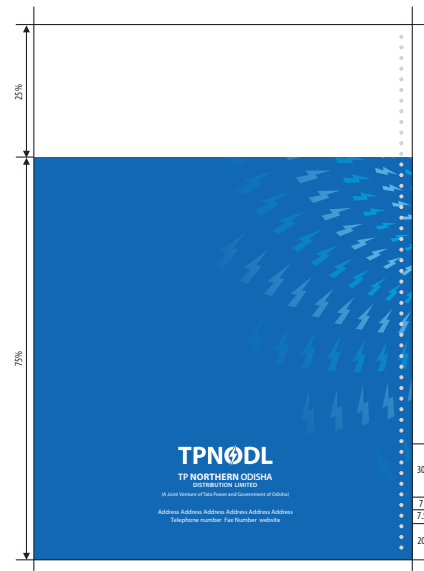
Left page

Tata Power DISCOM brand line and bolts unit is placed at the bottom left of the page, in reverse colour, over the blue strip (middle-aligned), at a distance of 10 mm from the left edge of the page. The height of the bolts unit is 12 mm.

Notebook - Cover



Notebook - Back



Notebook - Left Page



Notebook - Right Page



Right page

Tata Power DISCOM brand line and bolts unit is placed at the bottom right of the page, in reverse colour, over the blue strip (middle-aligned), at a distance of 10 mm from the right edge of the page. The height of the bolts unit is 12 mm.

Printing and Finishing

Offset printing using special inks to match the defined PANTONE® shade.

Spiral binding (comb or circular) along the left edge. Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

Notebook A4 size

Dimensions

210 mm X 297 mm

COVER

Colours

Tata Blue and Tata Green

The top 25% of the page is white in colour and the bottom 75% is Tata Blue coloured. The spiral bolt design is placed over the blue background.

TPNODL Composite Mark is placed at the top right of the page at a distance of 12 mm from the top and 10 mm from right edge of the page. The height of the unit is 30 mm.

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right of the page at a distance of 10 mm from the right and bottom edge. The height of the bolts unit is 14 mm.

BACK

Colours

Tata Blue

TPNODL Composite Mark is placed centre to the page at a distance of 34.5 mm from the bottom edge of the page. The address panel is placed at a distance of 7 mm from the bottom edge of the logo composite.

INSIDE

Colours

Tata Blue

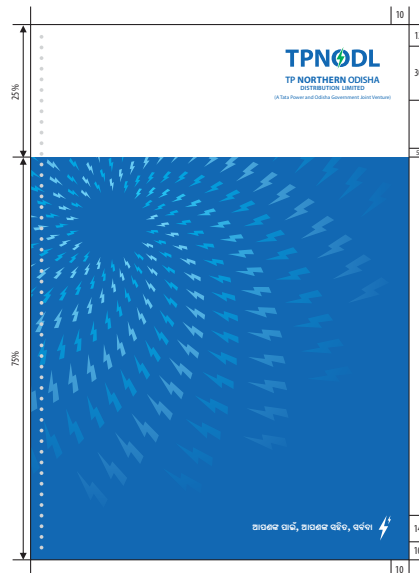
Tata Power DISCOM Blue Strip

A 24mm blue strip occupies the bottom edge of the page.

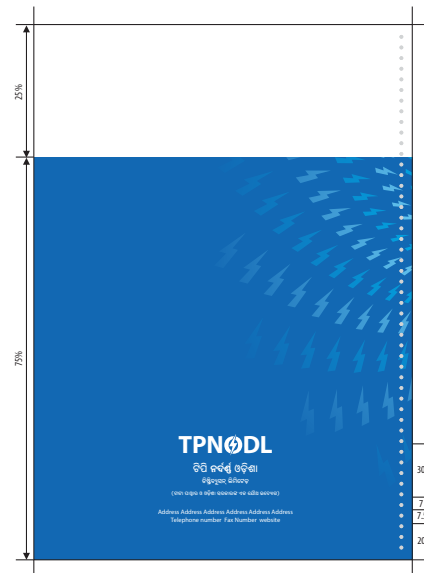
Left page

Tata Power DISCOM brand line and bolts unit is placed at the bottom left of the page, in reverse colour, over the blue strip (middle-aligned), at a distance of 10 mm from the left edge of the page. The height of the bolts unit is 12 mm.

Notebook - Cover



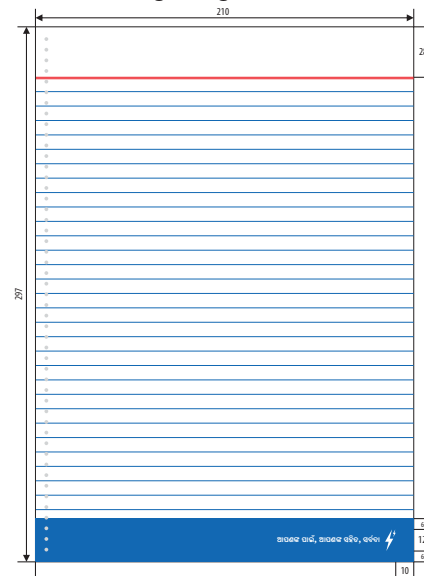
Notebook - Back



Notebook - Left Page



Notebook - Right Page



Right page

Tata Power DISCOM brand line and bolts unit is placed at the bottom right of the page, in reverse colour, over the blue strip (middle-aligned), at a distance of 10 mm from the right edge of the page. The height of the bolts unit is 12 mm.

Printing and Finishing

Offset printing using special inks to match the defined PANTONE® shade.

Spiral binding (comb or circular) along the left edge. Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

Notebook A5 size

Dimensions

148 mm X 210 mm

COVER

Colours

Tata Blue

TPNODL Composite Mark is placed centre-aligned to the page at a distance of 30 mm from the bottom edge of the page. The height of the unit is 30 mm.

BACK

Colours

Tata Blue and Tata Green

TPNODL Composite Mark is placed centre-aligned to the page at a distance of 36.5 mm from the bottom edge of the page. The address panel is placed at a distance of 4.5 mm from the bottom edge of the logo composite.

INSIDE

Colours

Tata Blue and Tata Green

Left page

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom left side of the page at a distance of 8 mm from the left and bottom edge of the page. The height of the bolts unit is 9.5 mm.

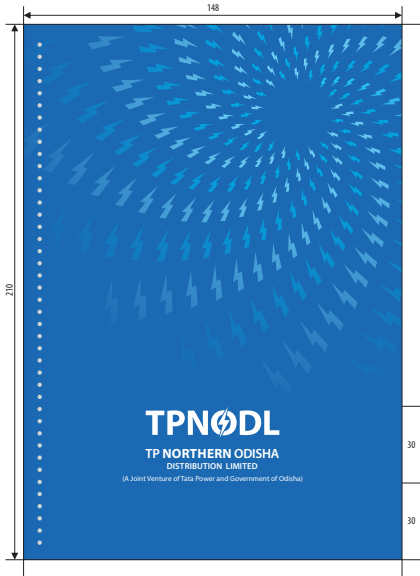
Right page

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right side of the page at a distance of 8 mm from the right and bottom edge of the page. The height of the bolts unit is 9.5 mm.

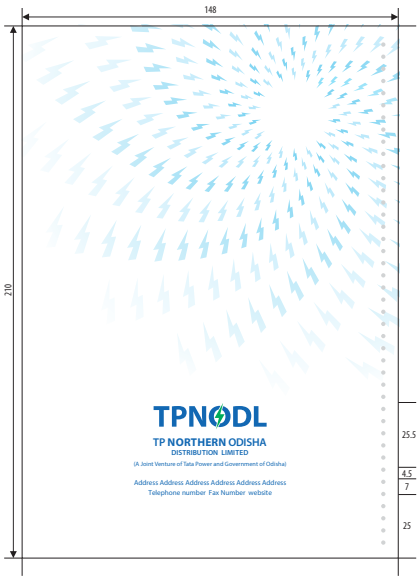
Printing and Finishing

Offset printing using special inks to match the defined PANTONE® shade.

Notebook - Cover



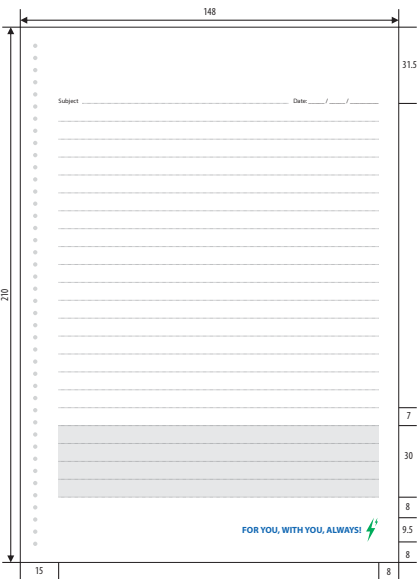
Notebook - Back



Notebook - Left Page



Notebook - Right Page



Spiral binding (comb or circular) along the left edge. Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

Notebook A5 size

Dimensions

148 mm X 210 mm

COVER

Colours

Tata Blue

TPNODL Composite Mark is placed centre-aligned to the page at a distance of 30 mm from the bottom edge of the page. The height of the unit is 30 mm.

BACK

Colours

Tata Blue and Tata Green

TPNODL Composite Mark is placed centre-aligned to the page at a distance of 36.5 mm from the bottom edge of the page. The address panel is placed at a distance of 4.5 mm from the bottom edge of the logo composite.

INSIDE

Colours

Tata Blue and Tata Green

Left page

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom left side of the page at a distance of 8 mm from the left and bottom edge of the page. The height of the bolts unit is 9.5 mm.

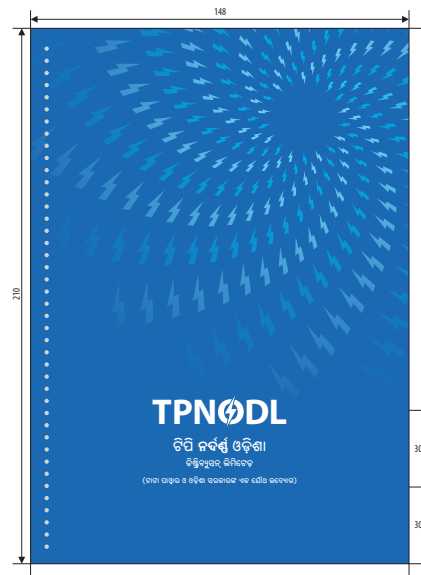
Right page

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right side of the page at a distance of 8 mm from the right and bottom edge of the page. The height of the bolts unit is 9.5 mm.

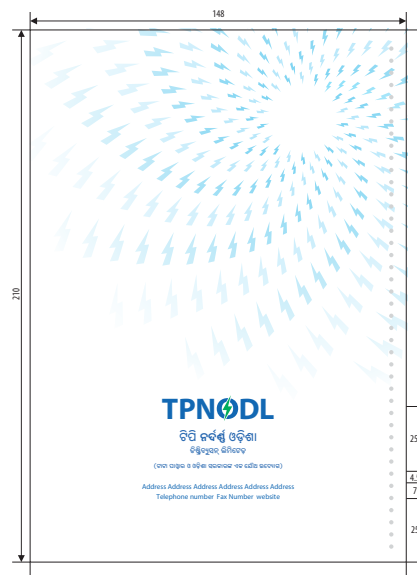
Printing and Finishing

Offset printing using special inks to match the defined PANTONE® shade.

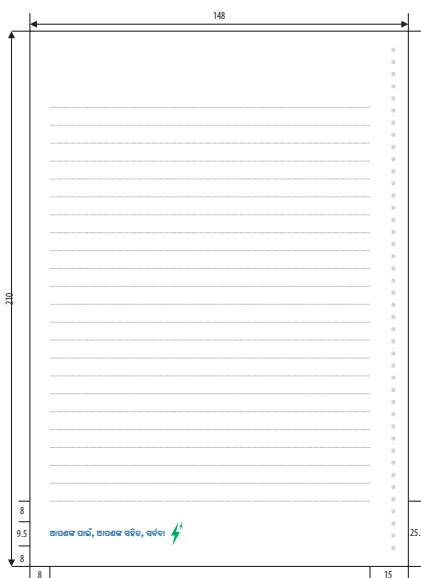
Notebook - Cover



Notebook - Back



Notebook - Left Page



Notebook - Right Page



Spiral binding (comb or circular) along the left edge. Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

Corporate Folder outside

Dimensions

466.834 mm X 317.5 mm

Colours

Tata Blue and Tata Green

The top 25% of the page is white in colour and the bottom 75% is Tata Blue coloured.

Option 1: Plain Design

Front

TPNODL Composite Mark is placed at the top right of the front side at a distance of 16 mm from the top and 14 mm from the right edge. The width of the unit is 70 mm.

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right of the front side at a distance of 16 mm and 11 mm from the right and bottom edge of the page, respectively. The height of the bolts unit is 15 mm.

Back

TPNODL Composite Mark is placed at the back side. It is centre aligned to the page and is in reverse colour on blue background, 46.5 mm above the bottom edge. The address panel is at a distance of 7 mm from the bottom edge of the logo composite.

Option 2: Pattern Design

Exact same formatting like option 1, with the addition of the spiral bolt design element.

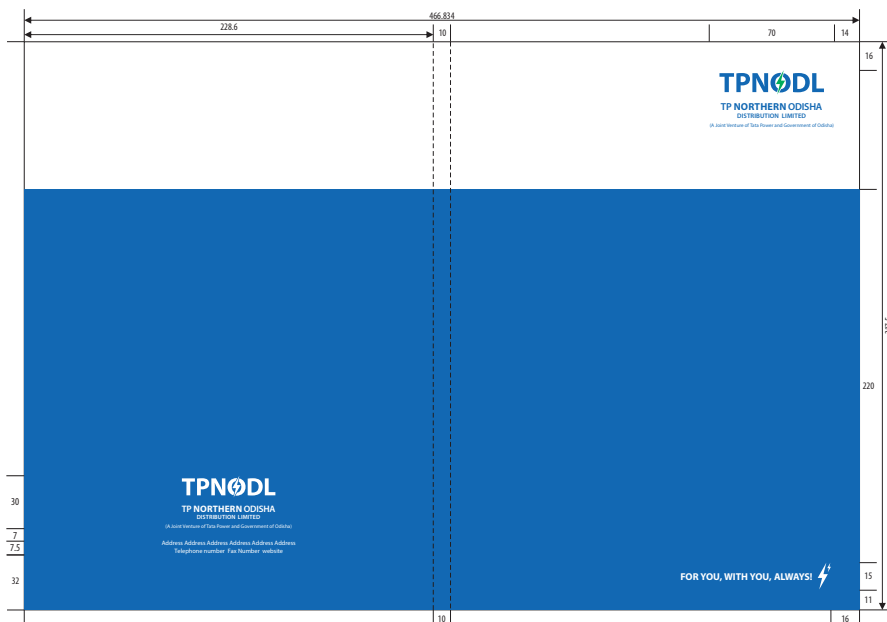
Printing Process

Screen/Offset printing, using special inks to match the defined PANTONE® shade.

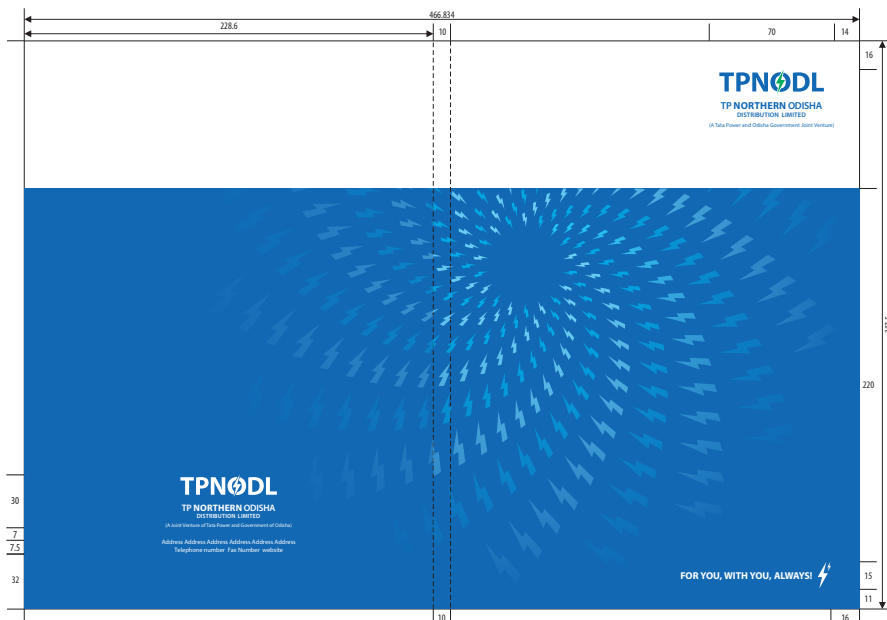
All measurements are indicated in millimeters.

The dotted line is only indicative of the fold, and is not to be printed.

Outside Plain



Outside with Pattern



Corporate Folder outside

Dimensions

466.834 mm X 317.5 mm

Colours

Tata Blue and Tata Green

The top 25% of the page is white in colour and the bottom 75% is Tata Blue coloured.

Option 1: Plain Design

Front

TPNODL Composite Mark is placed at the top right of the front side at a distance of 16 mm from the top and 14 mm from the right edge. The width of the unit is 70 mm.

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right of the front side at a distance of 16 mm and 11 mm from the right and bottom edge of the page, respectively. The height of the bolts unit is 15 mm.

Back

TPNODL Composite Mark is placed at the back side. It is centre aligned to the page and is in reverse colour on blue background, 46.5 mm above the bottom edge. The address panel is at a distance of 7 mm from the bottom edge of the logo composite.

Option 2: Pattern Design

Exact same formatting like option 1, with the addition of the spiral bolt design element.

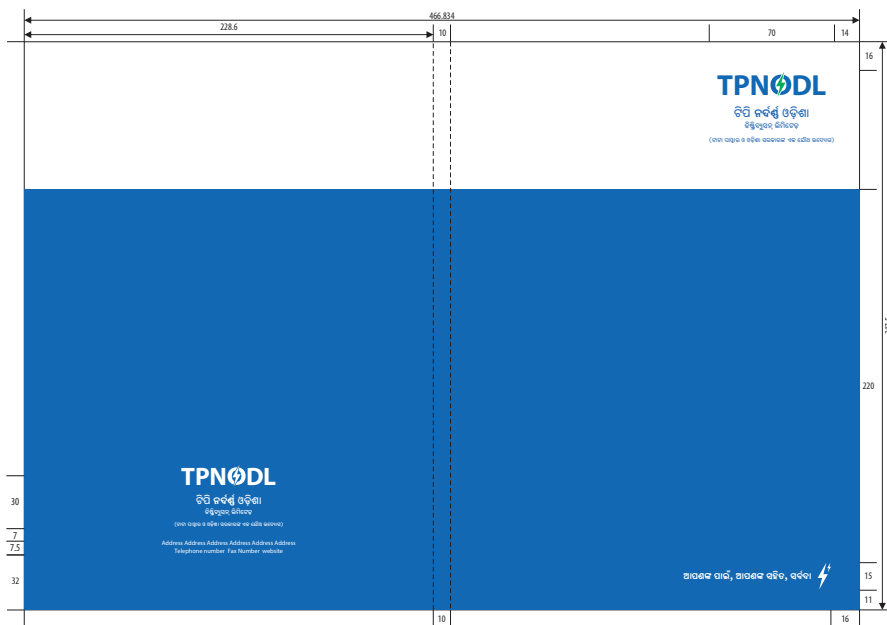
Printing Process

Screen/Offset printing, using special inks to match the defined PANTONE® shade.

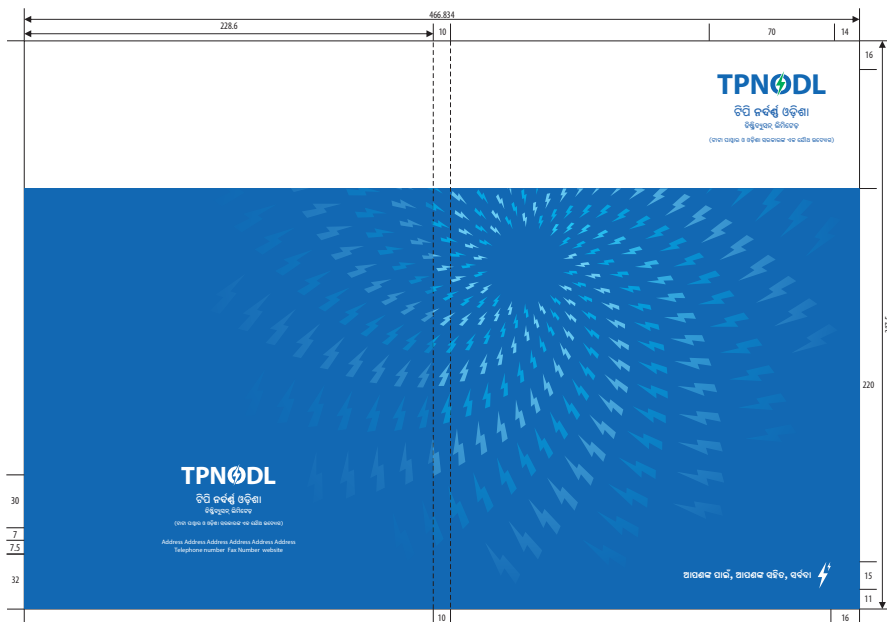
All measurements are indicated in millimeters.

The dotted line is only indicative of the fold, and is not to be printed.

Outside Plain



Outside with Pattern



Corporate Folder inside

Dimensions

466.834 mm X 317.5 mm

Colours

Tata Blue and Tata Green

The top 25% of the page is white in colour and the bottom 75% is Tata Blue coloured.

Option 1: Single Flap

TATA Power DISCOM Brand Line and Bolts Unit is placed at 18.5 mm from the right edge and 13 mm from the bottom edge of the pocket on the right leaf. The height of the bolts unit is 15 mm.

Option 2: Double Flap

TATA Power DISCOM Brand Line and Bolts Unit is placed on both left and right leaf at 18.5 mm from the right edge and 13 mm from the bottom edge of the pockets on each leaf. The height of the bolts units are 15 mm in each.

Printing Process

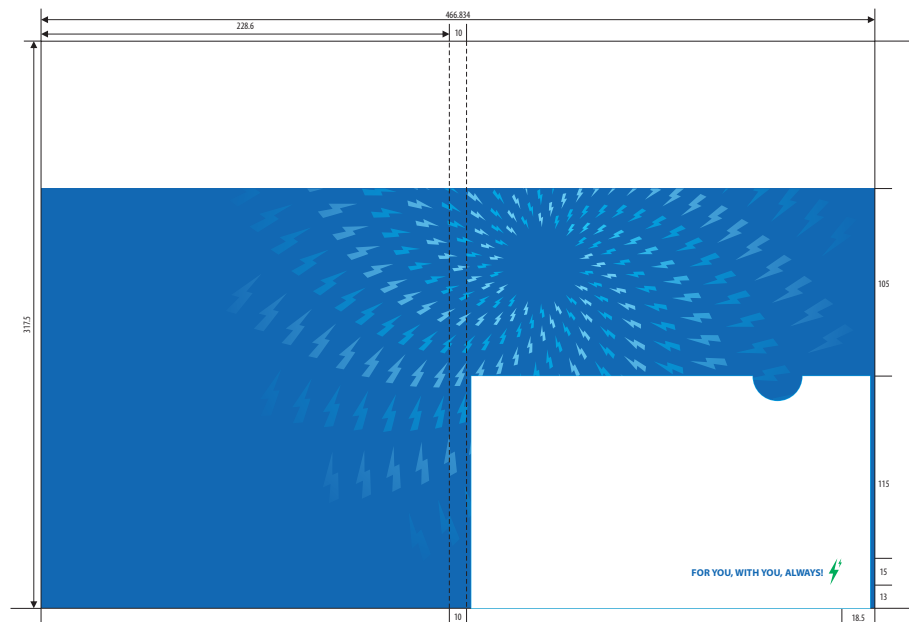
Screen/Offset printing, using special inks to match the defined PANTONE® shade.

All measurements are indicated in millimetres.

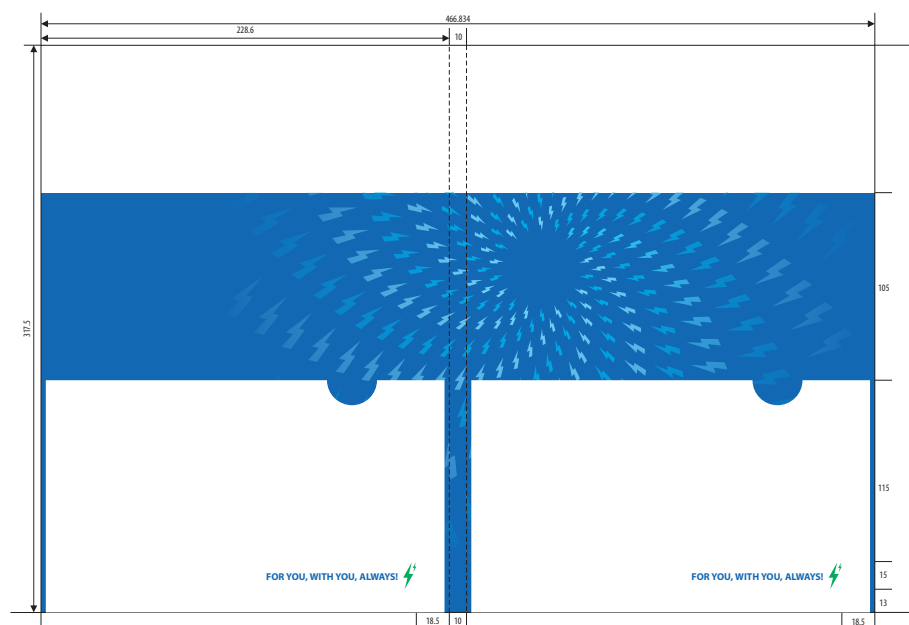
The dotted line is only indicative of the fold, and is not to be printed.

Inside

Single Flap



Double Flap



Corporate Folder inside

Dimensions

466.834 mm X 317.5 mm

Colours

Tata Blue and Tata Green

The top 25% of the page is white in colour and the bottom 75% is Tata Blue coloured.

Option 1: Single Flap

TATA Power DISCOM Brand Line and Bolts Unit is placed at 18.5 mm from the right edge and 13 mm from the bottom edge of the pocket on the right leaf. The height of the bolts unit is 15 mm.

Option 2: Double Flap

TATA Power DISCOM Brand Line and Bolts Unit is placed on both left and right leaf at 18.5 mm from the right edge and 13 mm from the bottom edge of the pockets on each leaf. The height of the bolts units are 15 mm in each.

Printing Process

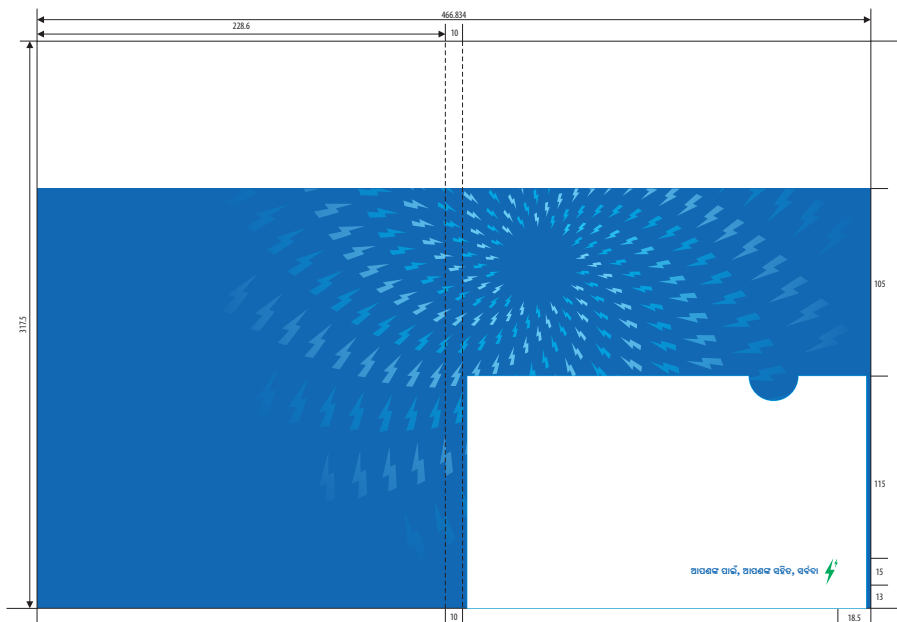
Screen/Offset printing, using special inks to match the defined PANTONE® shade.

All measurements are indicated in millimetres.

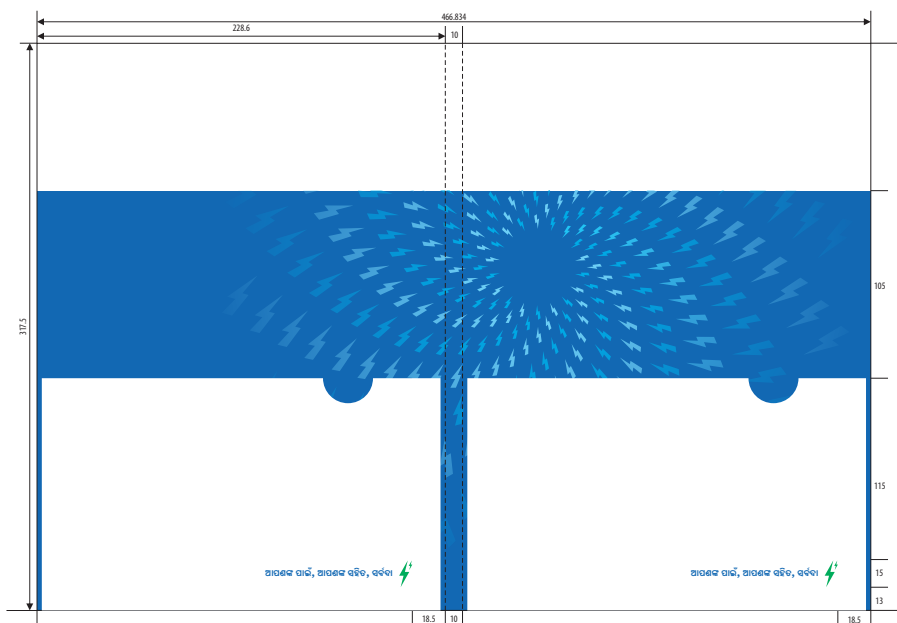
The dotted line is only indicative of the fold, and is not to be printed.

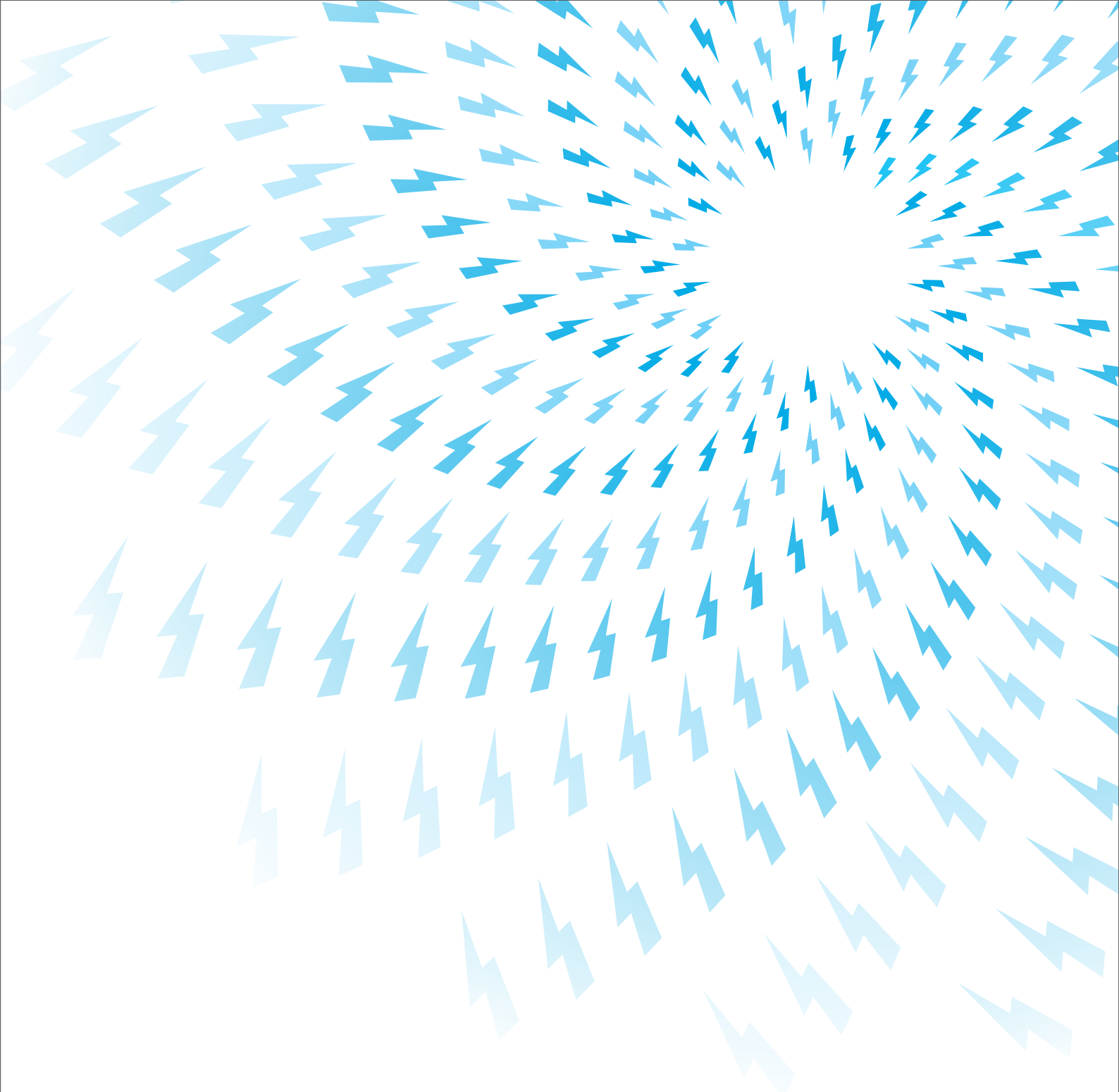
Inside

Single Flap



Double Flap





TPSODL

**TP SOUTHERN ODISHA
DISTRIBUTION LIMITED**

(A Joint Venture of Tata Power and Government of Odisha)

Corporate Stationery & Collaterals

Correspondence

Business stationery is an important carrier of information relating to the Tata Power DISCOM identity. It informs the recipient of the sender's company name, address, telephone and fax numbers, as well as email and web address. So, all our stationeries like letterheads, envelopes, business cards, and other documents must have a consistent appearance.

Stationery

On Tata Power DISCOM stationery, the Tata Power DISCOM Mark is placed at the top centre. The company's legal name and additional information appear at the bottom centre. The Tata Power DISCOM stationery is a tool for conducting business, and under no circumstances it is to be used for personal use or individual benefit.

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Letterhead	A4 size	137
	A5 size	139
Personalised Letterhead	A4 size	141
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	Without window (220 mm X 110 mm).....	158-161
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Notebook	A4 and A5 size	172-177
Corporate Folder	With flap on one side, and flaps on both sides.....	178-181

Business Card

Dimensions

90 mm X 54 mm

Colours

Tata Blue and Tata Green

Front

TPSODL Mark 8 mm in height, centred to the page, 7 mm from the top.

Text - Size, Leading & Placement

Name of person: Centre aligned | Myriad Pro Bold 9 point | Leading of 8.5 point

Company Position

Centre aligned | Myriad Pro Regular 7 point
Leading of 8.5 point

Legal Company Name

Myriad Pro 9 point | Leading 8.5 point | The word 'Southern' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 6.5 point | Leading 8.5 point

Address & Contacts

Myriad Pro Regular 6.5 point | Leading 8.5 point, with double word spaces separating information segments. The entire bunch is centre aligned with a total height of 14 mm. There's a distance of 4 mm from the bottom of the texts to the bottom edge of the card.

If required the back side may be used for informations in a second language.

Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

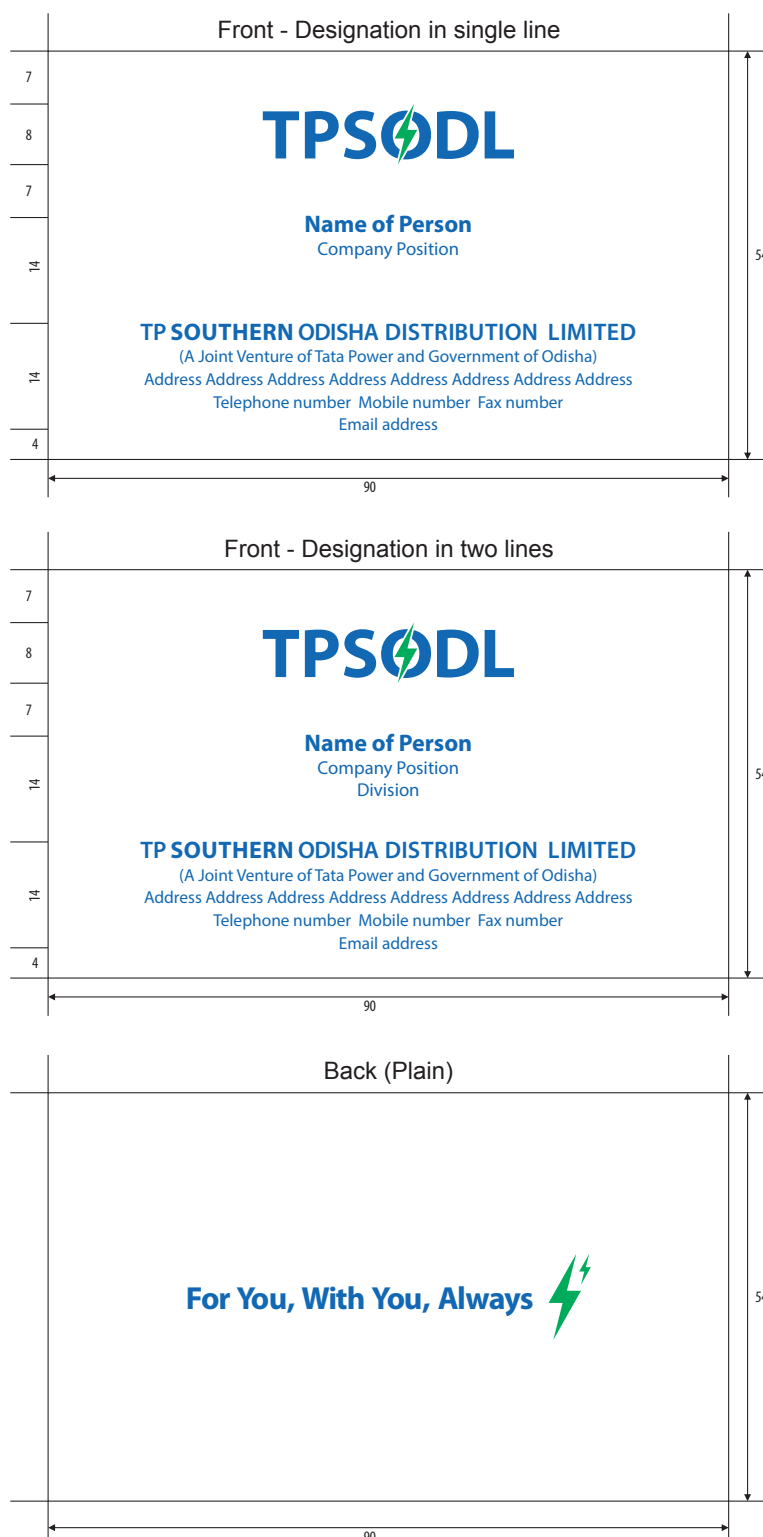
Paper

Galgo Embossed Linen White 220 gsm

Electronic Signatures

When using e-communication tools such as the e-mail, the same information from the business card is to be used in the same order and style.

All measurements on this page are indicated in millimetres.



Letterhead

Dimensions

210 mm X 297 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPSODL Mark 14 mm in height, centred to the page, 14.5 mm from the top.

TPSODL Address Panel 3+13 mm in height, centred to the page, 10 mm from the bottom.

Foldmark dot, placed 6 mm from the left and 99 mm from the top of the page.

Legal Company Name

Myriad Pro 12.5 point | Leading 11.66 point | The word 'Southern' denoting region of the centre should be in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address & Contacts

Before paragraph space of 3.5 point | Myriad Pro Regular 8 point | Leading 14.4 point, with double word spaces separating information segments.

Body Text Specifications

Arial/Times New Roman 11 point, leading 13 point, ranged left 35 mm, first line on 53 mm baseline from top of the page. Subject headings in bold font.

Paragraphs separated by one line space. Four spaces between close of letter and the sender's name.

Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.

A4 size

The diagram illustrates the A4 size letterhead template with dimensions in millimeters. The overall dimensions are 210 mm width and 297 mm height. The layout includes a header section with the TPSODL logo (14 mm height, 14.5 mm from top) and a series of fields for the addressee's details. The body text is separated by one line space, with four spaces between the close of the letter and the sender's name. The footer section contains the company name and contact information.

Dimensions: 210 mm (width), 297 mm (height). Margins: 6 mm (left), 29 mm (top), 25 mm (right), 14.5 mm (bottom). Logo: TPSODL (14 mm height, 14.5 mm from top). Fields: Name of Addressee, Department Name, Company Name, No. Name of Street, City, Country, 00 Month, 2023, Dear Mr Addressee, Subject Headings, Presentation of letters is an important part of corporate identity. The letter style requires the type ranged left 35 mm from the left hand edge of the paper and minimum line length of 150 mm, Ranged left 35 mm with first line on 53 mm baseline from top of page. Point size 11pt on 13 pt leading. Paragraphs separated by one line space, two spaces between date and addressee name, 4 spaces between close and senders name. Yours sincerely, Name of person, TP SOUTHERN ODISHA DISTRIBUTION LIMITED (A Joint Venture of Tata Power and Government of Odisha), Address Address Address Address Address Address Address Address Address Address, Telephone number Fax Number e-mail address.

Letterhead

Dimensions

210 mm X 297 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPSODL Mark 14 mm in height, centred to the page, 14.5 mm from the top.

TPSODL Address Panel 3+13 mm in height, centred to the page, 10 mm from the bottom.

Foldmark dot, placed 6 mm from the left and 99 mm from the top of the page.

Legal Company Name

Myriad Pro 12.5 point | Leading 11.66 point | The word 'Southern' denoting region of the centre should be in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address & Contacts

Before paragraph space of 3.5 point | Myriad Pro Regular 8 point | Leading 14.4 point, with double word spaces separating information segments.

Body Text Specifications

Arial/Times New Roman 11 point, leading 13 point, ranged left 35 mm, first line on 53 mm baseline from top of the page. Subject headings in bold font.

Paragraphs separated by one line space. Four spaces between close of letter and the sender's name.

Printing Process

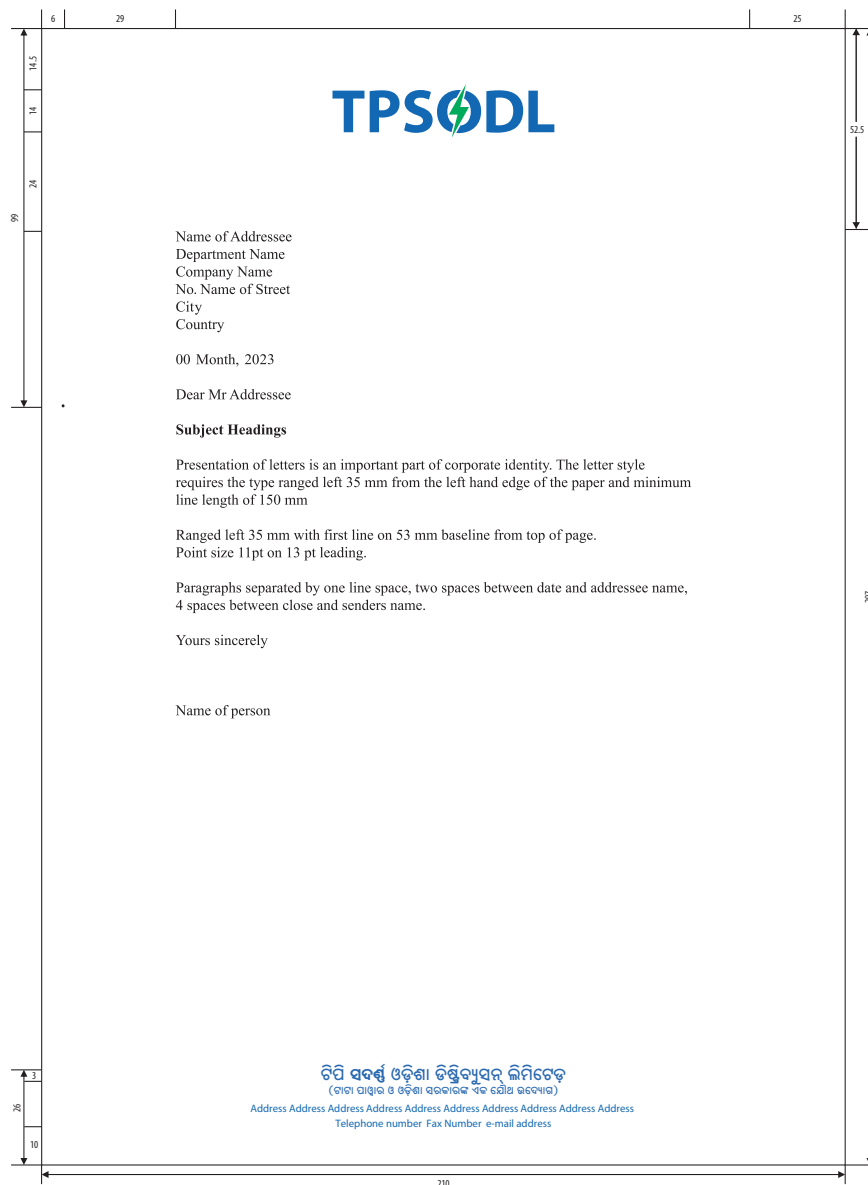
Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.

A4 size



Dimensions

Dimensions

Colours

Text - Size, Leading & Placement

Foldmark dot, placed 6 mm from the left and 70 mm from the top of the page.

Myriad Pro 10 point | Leading 10 point | The word 'Southern' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Myriad Pro Regular 8 point | Leading 10 point

Before paragraph space of 3 point | Myriad Pro
Regular 8 point | Leading 10 point, with double
word spaces separating information segments.

Arial/Times New Roman 11 point, leading 13 point, ranged left 25 mm, first line on 35 mm baseline from top of the page. Subject headlines in bold font.

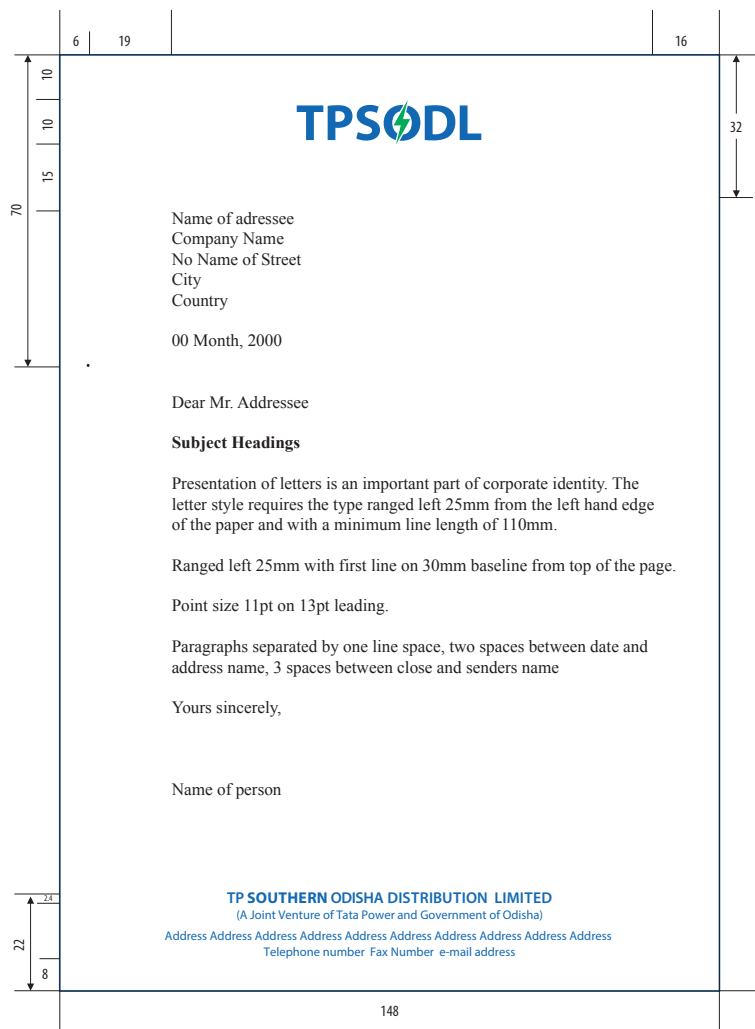
Paragraphs separated by one line space.
Four spaces between close of letter and the sender's name.

Screen/offset, using special inks to match the defined PANTONE® shade.

German Alabaster 100 gsm or Sunshine
Superprint 100 gsm.

All measurements are indicated in millimetres.

A5 size



Dimensions

148 mm X 210 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPSODL Mark 10 mm in height, centred to the page, 10 mm from the top.

TPSODL Address Panel 2.4+11.6 mm in height,
centred to the page, 8 mm from the bottom.

Foldmark dot, placed 6 mm from the left and 70 mm from the top of the page.

Legal Company Name

Myriad Pro 10 point | Leading 10 point | The word 'Southern' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 10 point

Address & Contacts

Before paragraph space of 3 point | Myriad Pro
Regular 8 point | Leading 10 point, with double
word spaces separating information segments.

Body Text Specifications

Arial/Times New Roman 11 point, leading 13 point, ranged left 25 mm, first line on 35 mm baseline from top of the page. Subject headlines in bold font.

Paragraphs separated by one line space.
Four spaces between close of letter and the sender's name.

Printing Process

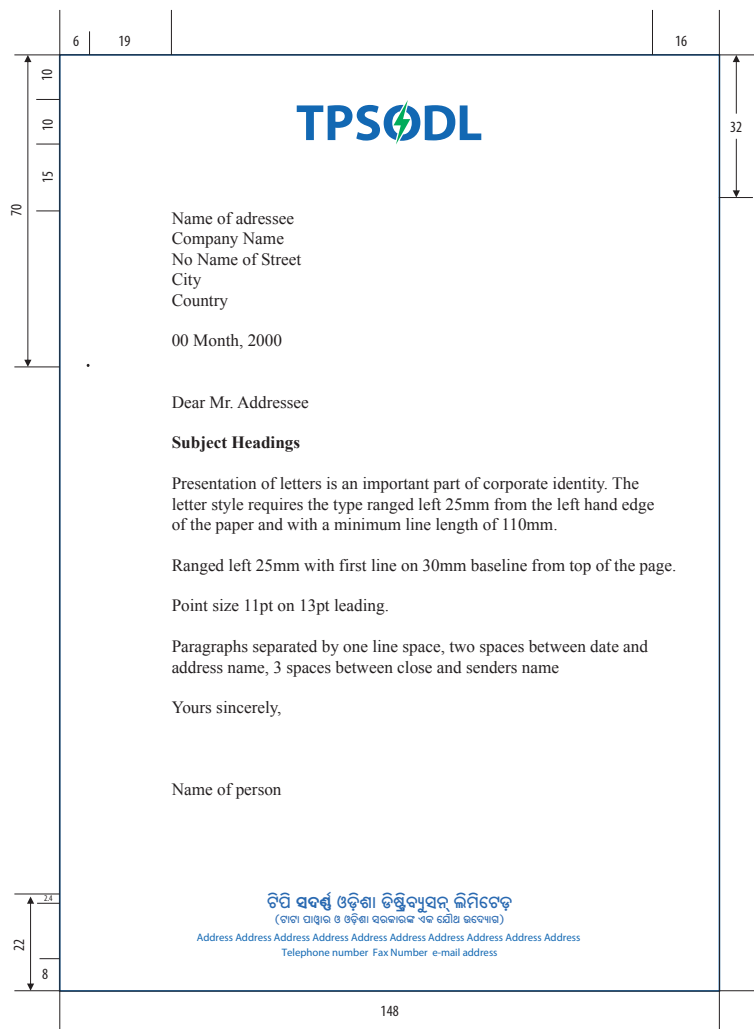
Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine
Superprint 100 gsm.

All measurements are indicated in millimetres.

A5 size



Personalised Letterhead

Dimensions

210 mm X 297 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPSODL Mark 14 mm in height, centred to the page, 14.5 mm from the top.

TPSODL Address Panel 3+13 mm in height, centred to the page, 10 mm from the bottom.

Foldmark dot, placed 6 mm from the left and 99 mm from the top of the page.

Name of the Person

Myriad Pro Bold 10 point | Leading 12 point ranged 25 mm from right of the page and 52.5 mm from top of the page.

Company Position

Centre aligned | Myriad Pro Regular 8 point | Leading of 12 point

Legal Company Name

Myriad Pro Regular 12.5 point | Leading 11.66 point | The word 'Southern' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address & Contacts

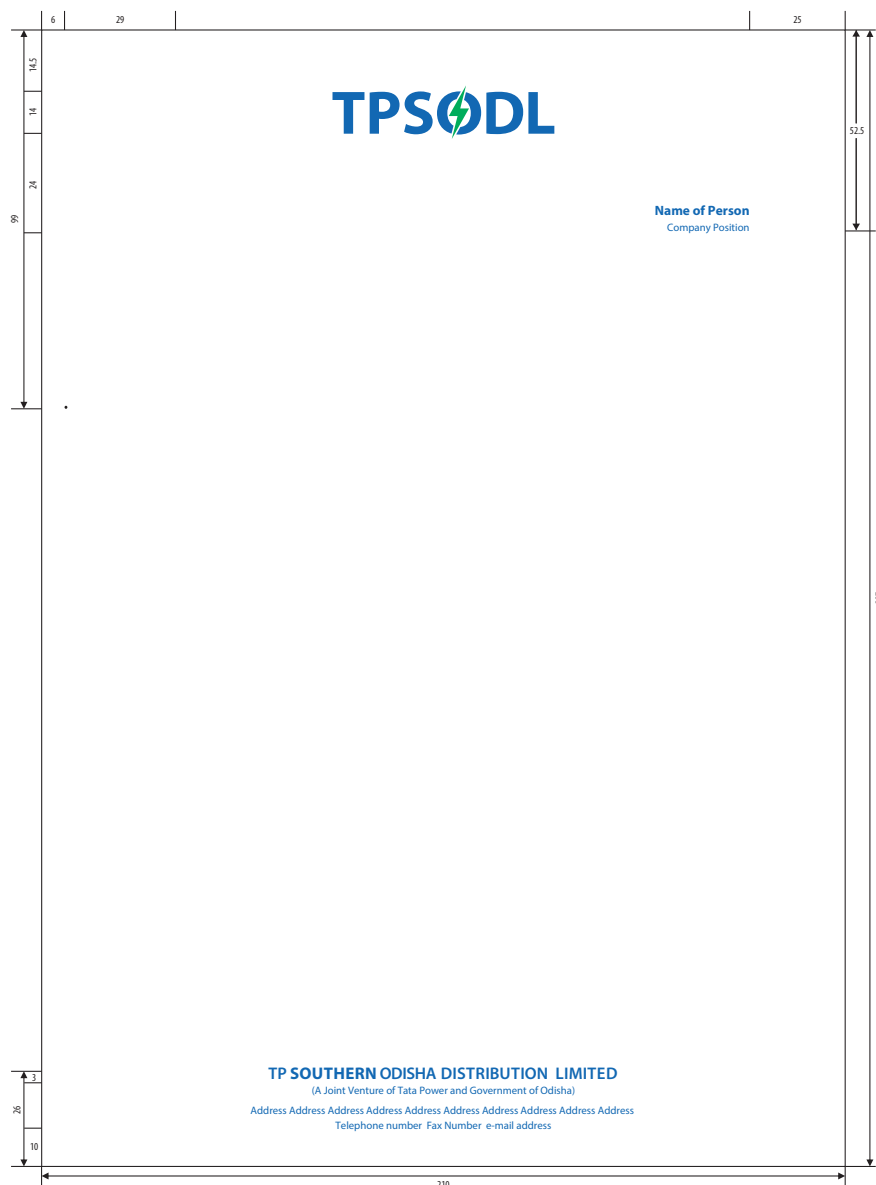
Before paragraph space of 3.5 point | Myriad Pro Regular 8 point | Leading 14.4 point, with double word spaces separating information segments.

Body Text Specifications

Arial/Times New Roman 11 point, leading 13 point, ranged left 35 mm, first line on 53mm baseline from top of the page. Subject headings in bold font.

Paragraphs separated by one line space. Four spaces between close of letter and the sender's name.

A4 size



Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100gsm.

All measurements are indicated in millimetres.

Personalised Letterhead

Dimensions

210 mm X 297 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPSODL Mark 14 mm in height, centred to the page, 14.5 mm from the top.

TPSODL Address Panel 3+13 mm in height, centred to the page, 10 mm from the bottom.

Foldmark dot, placed 6 mm from the left and 99 mm from the top of the page.

Name of the Person

Myriad Pro Bold 10 point | Leading 12 point ranged 25 mm from right of the page and 52.5 mm from top of the page.

Company Position

Centre aligned | Myriad Pro Regular 8 point | Leading of 12 point

Legal Company Name

Myriad Pro Regular 12.5 point | Leading 11.66 point | The word 'Southern' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address & Contacts

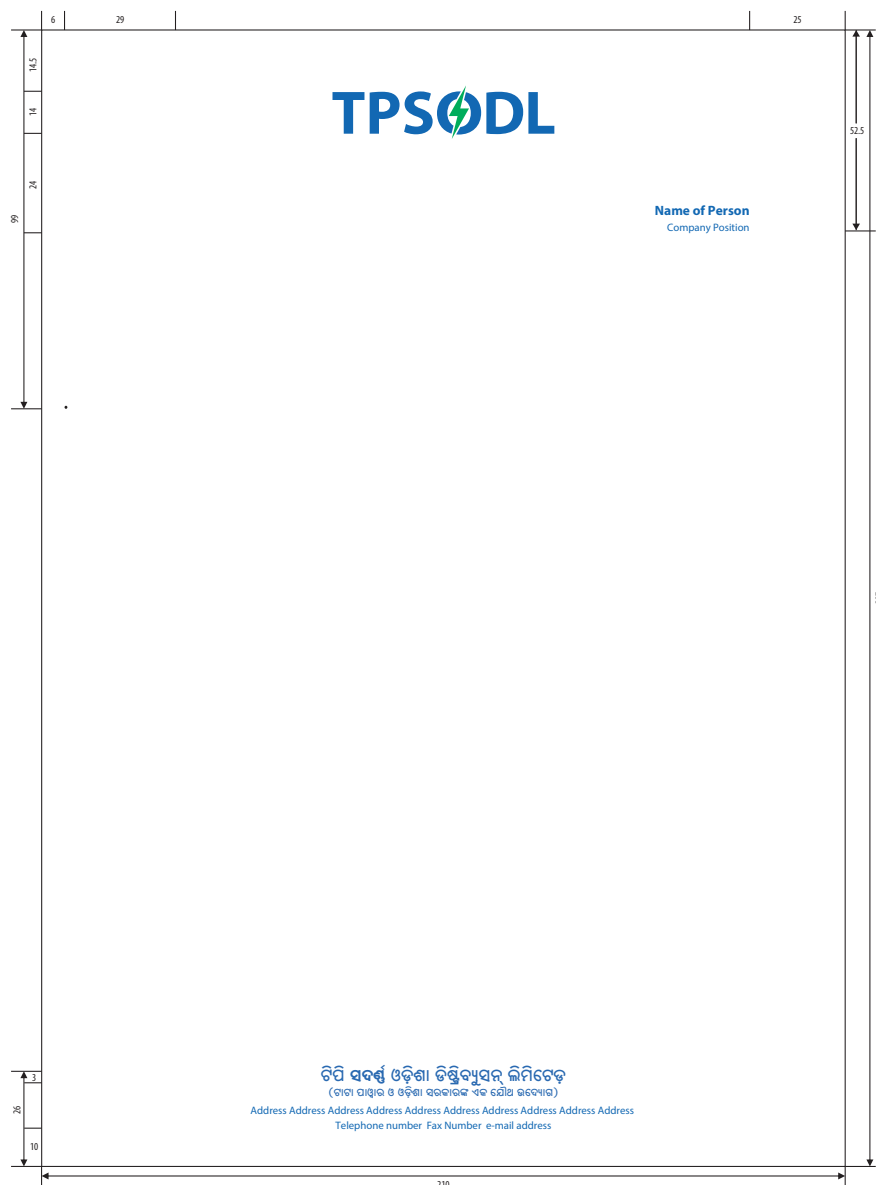
Before paragraph space of 3.5 point | Myriad Pro Regular 8 point | Leading 14.4 point, with double word spaces separating information segments.

Body Text Specifications

Arial/Times New Roman 11 point, leading 13 point, ranged left 35 mm, first line on 53mm baseline from top of the page. Subject headings in bold font.

Paragraphs separated by one line space. Four spaces between close of letter and the sender's name.

A4 size



Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100gsm.

All measurements are indicated in millimetres.

Personalised Letterhead

Dimensions

148 mm X 210 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPSODL Mark 10 mm in height, centred to the page, 10 mm from the top.

TPSODL Address Panel 2.4+11.6 mm in height, centred to the page, 8 mm from the bottom.

Foldmark dot, placed 6 mm from the left and 70 mm from the top of the page.

Name of the Person

Myriad Pro Bold 10 point | Leading 12 point
ranged 16 mm from right of the page and 32 mm from top of the page.

Legal Company Name

Myriad Pro 10 point | Leading 10 point | The word 'Southern' denoting region of the centre should be in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 10 point

Address & Contacts

Before paragraph space of 3 point | Myriad Pro Regular 8 point | Leading 10 point, with double word spaces separating information segments.

Body Text Specifications

Arial/Times New Roman 11 point, leading 13 point, ranged left 25 mm, first line on 35mm baseline from top of the page. Subject headlines in bold font.

Paragraphs separated by one line space.

Four spaces between close of letter and the sender's name.

Printing Process

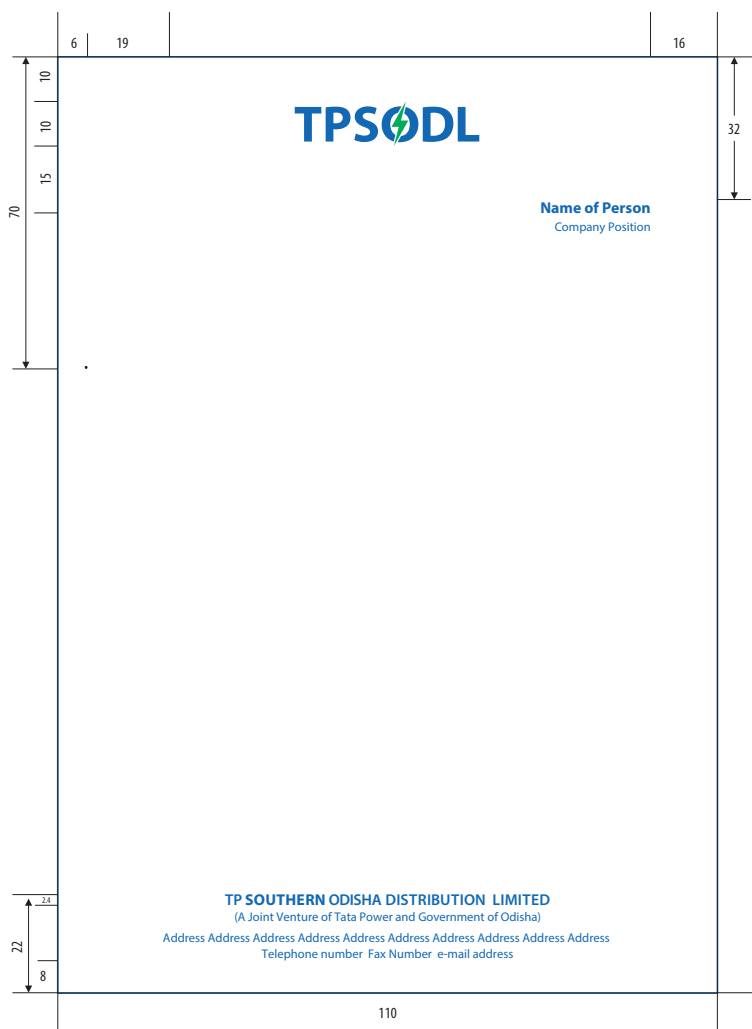
Screen / offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.

A5 size



Personalised Letterhead

Dimensions

148 mm X 210 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPSODL Mark 10 mm in height, centred to the page, 10 mm from the top.

TPSODL Address Panel 2.4+11.6 mm in height, centred to the page, 8 mm from the bottom.

Foldmark dot, placed 6 mm from the left and 70 mm from the top of the page.

Name of the Person

Myriad Pro Bold 10 point | Leading 12 point
ranged 16 mm from right of the page and 32 mm from top of the page.

Legal Company Name

Myriad Pro 10 point | Leading 10 point | The word 'Southern' denoting region of the centre should be in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 10 point

Address & Contacts

Before paragraph space of 3 point | Myriad Pro Regular 8 point | Leading 10 point, with double word spaces separating information segments.

Body Text Specifications

Arial/Times New Roman 11 point, leading 13 point, ranged left 25 mm, first line on 35mm baseline from top of the page. Subject headlines in bold font.

Paragraphs separated by one line space.

Four spaces between close of letter and the sender's name.

Printing Process

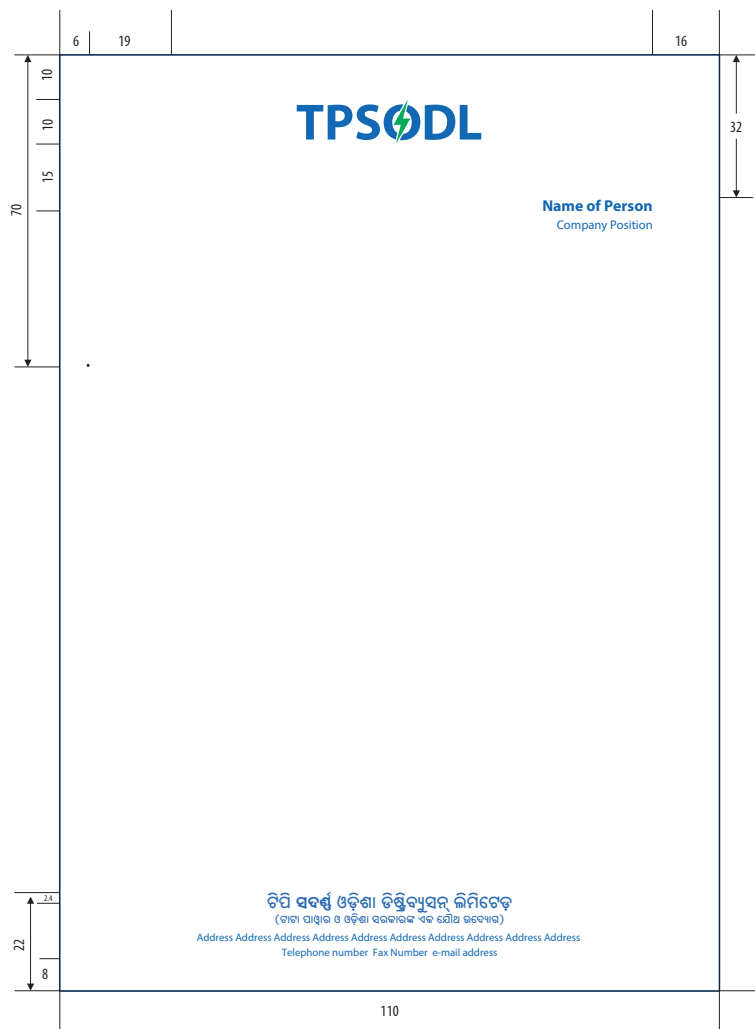
Screen / offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.

A5 size



Continuation Sheet

Continuation Sheet

Dimensions

210 mm X 297 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPSODL Mark 14 mm in height, centred to the page, 14.5 mm from the top.

Foldmark dot, placed 6 mm from the left and 99 mm from the top of the page.

Printing Process

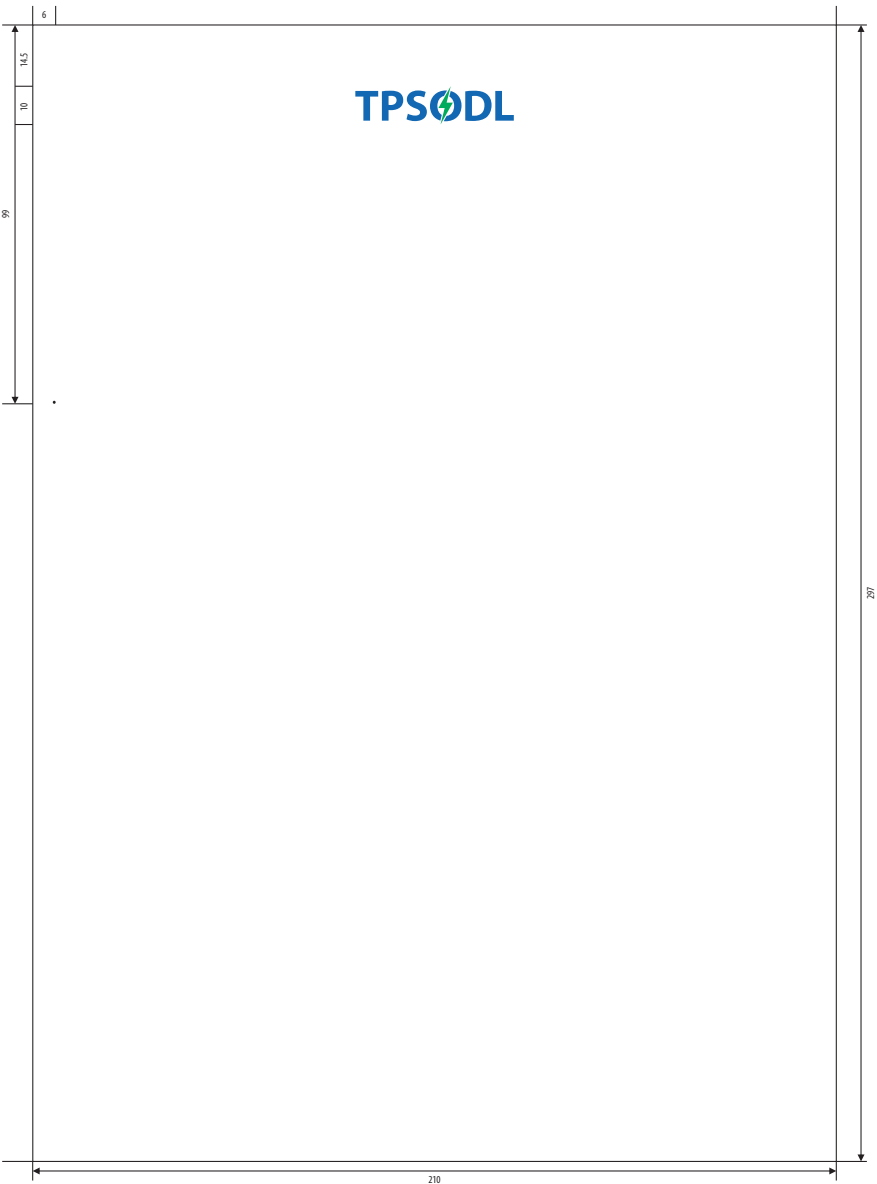
Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or
Sunshine Superprint 100 gsm.

All measurements are indicated
in millimetres.

A4 size



Press Release - Colour

Dimensions

210 mm X 297mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPSODL Mark with the full form and the JV line is right-aligned to the page, 26 mm in height, and 10 mm from the top and right edge of the page.

Tata Power DISCOM Brand Line and Bolts Unit is placed 6 mm from the bottom edge and 8 mm from the right edge of the page. The total height of the unit is 12 mm.

Tata Power DISCOM Blue Strip

A 4 mm blue strip occupies the bottom edge of the page.

Press Release Lettering

Myriad Pro Bold 12.5 point | Leading 20 point appears on solid black block

For Immediate Use Lettering

Myriad Pro Regular 12 point | Leading 20 point

Body Text Times New Roman, 11 point. First line at 73 mm baseline from top of the page. Subject heading Times New Roman bold.

Paragraph Formatting separated by single line space. Double line space between date and addressee name. Four line space between close and senders' name.

Printing Process

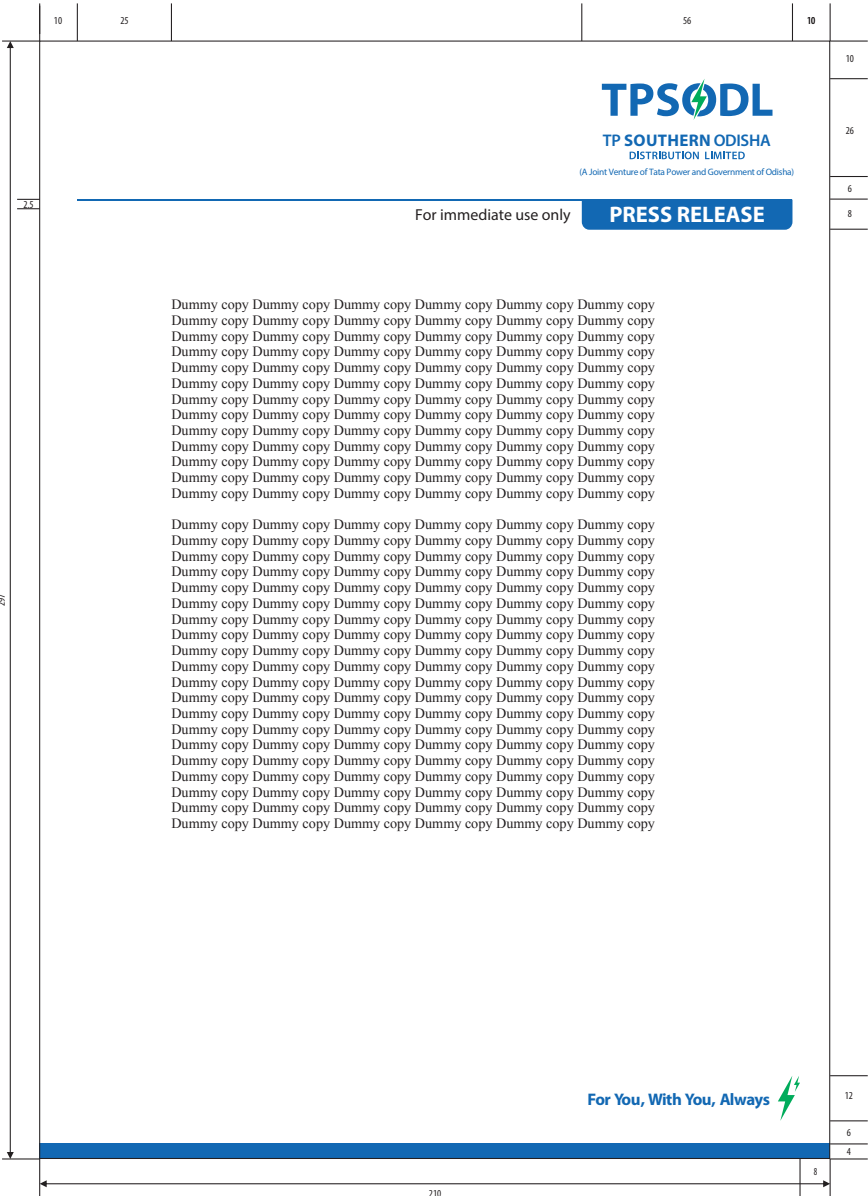
Screen / offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.

A4 size



Press Release - Colour

Dimensions

210 mm X 297mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPSODL Mark with the full form and the JV line is right-aligned to the page, 26 mm in height, and 10 mm from the top and right edge of the page.

Tata Power DISCOM Brand Line and Bolts Unit is placed 6 mm from the bottom edge and 8 mm from the right edge of the page. The total height of the unit is 12 mm.

Tata Power DISCOM Blue Strip

A 4 mm blue strip occupies the bottom edge of the page.

Press Release Lettering

Myriad Pro Bold 12.5 point | Leading 20 point appears on solid black block

For Immediate Use Lettering

Myriad Pro Regular 12 point | Leading 20 point

Body Text Times New Roman, 11 point. First line at 73 mm baseline from top of the page. Subject heading Times New Roman bold.

Paragraph Formatting separated by single line space. Double line space between date and addressee name. Four line space between close and senders' name.

Printing Process

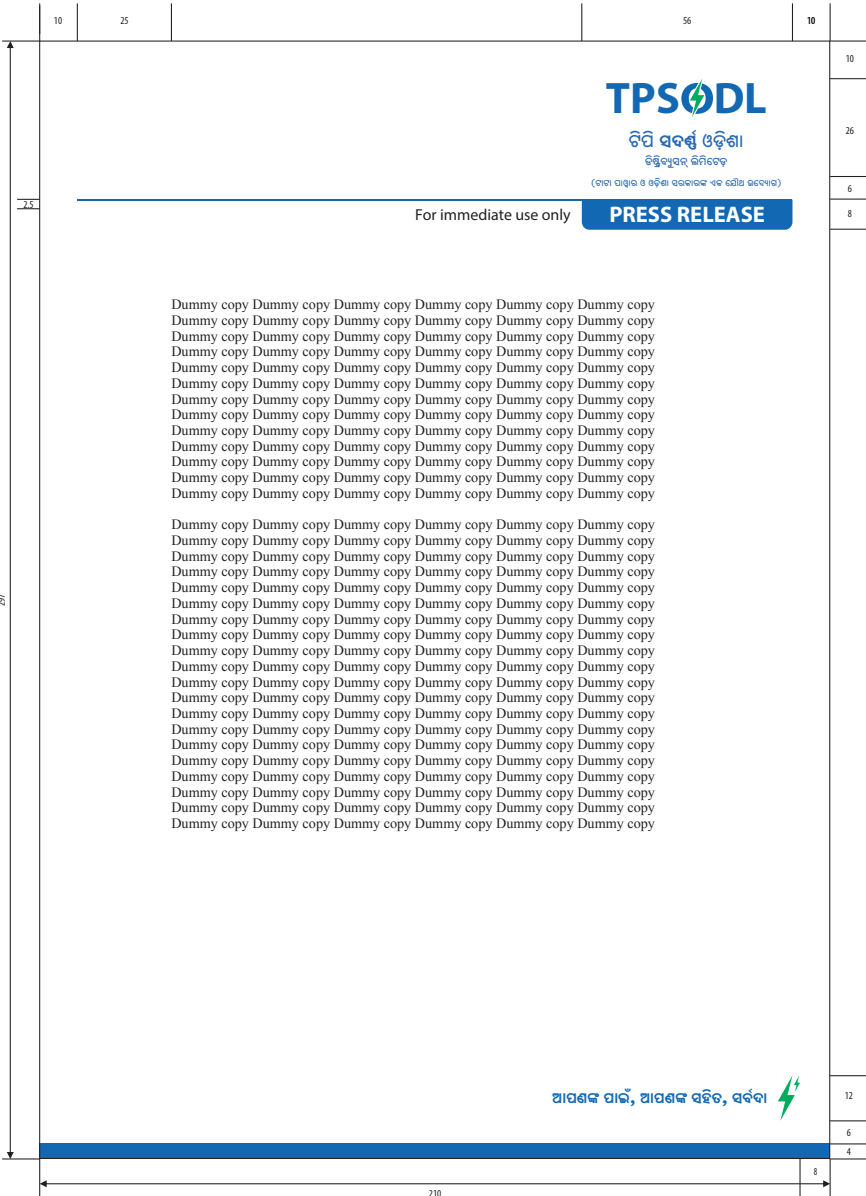
Screen / offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.

A4 size



Press Release - Black & White

Dimensions

210 mm X 297 mm

Colours

Black - Solid and Halftone

Text - Size, Leading & Placement

TPSODL Mark with the full form and the JV line is right-aligned to the page, 26 mm in height, and 10 mm from the top and right edge of the page.

Tata Power DISCOM Brand Line and Bolts Unit will be placed 6 mm from the bottom edge and 8 mm from the right edge of the page. The total height of the unit will be 12 mm.

Tata Power DISCOM Blue Strip

A 4 mm black strip occupies the bottom edge of the page.

Press Release Lettering: Myriad Pro Bold 12.5 point | Leading 20 point appears on solid black block

For Immediate Use Lettering

Myriad Pro Regular 12 point | Leading 20 point

Body Text Times New Roman, 11 point. First line at 73 mm baseline from top of the page. Subject heading Times New Roman bold.

Paragraph Formatting separated by single line space. Double line space between date and addressee name. Four line space between close and senders' name

Printing Process

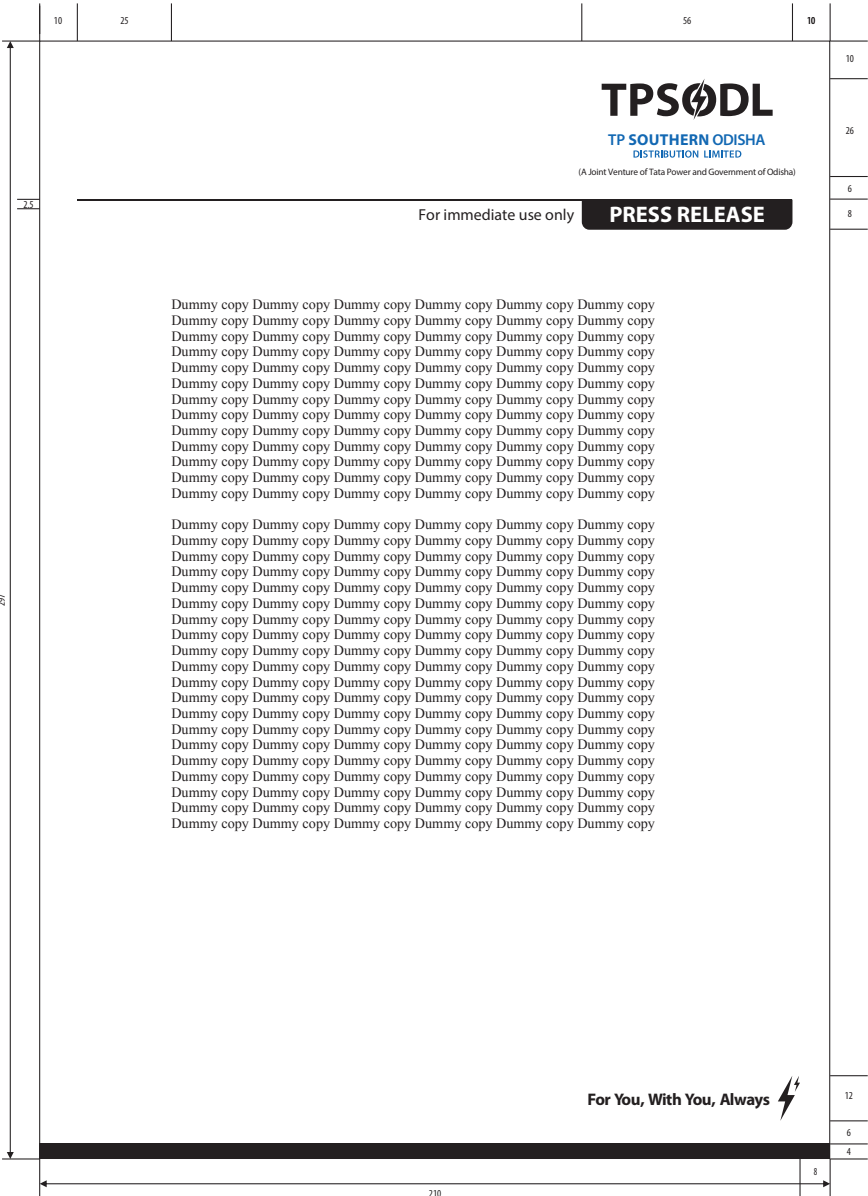
Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.

A4 size



Press Release - Black & White

Dimensions

210 mm X 297 mm

Colours

Black - Solid and Halftone

Text - Size, Leading & Placement

TPSODL Mark with the full form and the JV line is right-aligned to the page, 26 mm in height, and 10 mm from the top and right edge of the page.

Tata Power DISCOM Brand Line and Bolts Unit will be placed 6 mm from the bottom edge and 8 mm from the right edge of the page. The total height of the unit will be 12 mm.

Tata Power DISCOM Blue Strip

A 4 mm black strip occupies the bottom edge of the page.

Press Release Lettering: Myriad Pro Bold 12.5 point | Leading 20 point appears on solid black block

For Immediate Use Lettering

Myriad Pro Regular 12 point | Leading 20 point

Body Text Times New Roman, 11 point. First line at 73 mm baseline from top of the page. Subject heading Times New Roman bold.

Paragraph Formatting separated by single line space. Double line space between date and addressee name. Four line space between close and senders' name

Printing Process

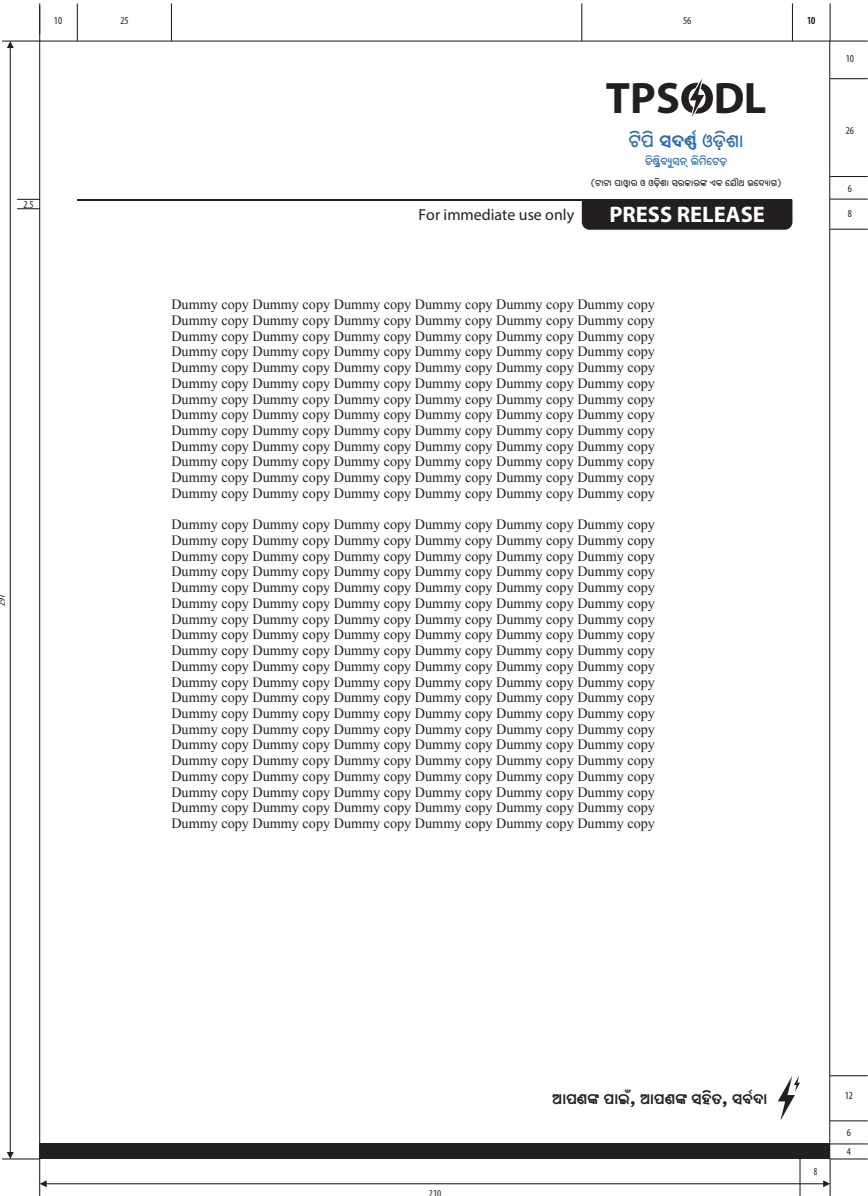
Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.

A4 size



Envelope without window

Dimensions

4.25" X 9.25"

(107.95 mm X 234.95 mm)

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPSODL Mark is 10 mm in height and is placed 12 mm from top and left edges of the envelope. The legal company name unit must be 9 mm to its right.

Legal Company Name

Myriad Pro 11 point | Leading 11 point | The word 'Southern' denoting region of the centre should be in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

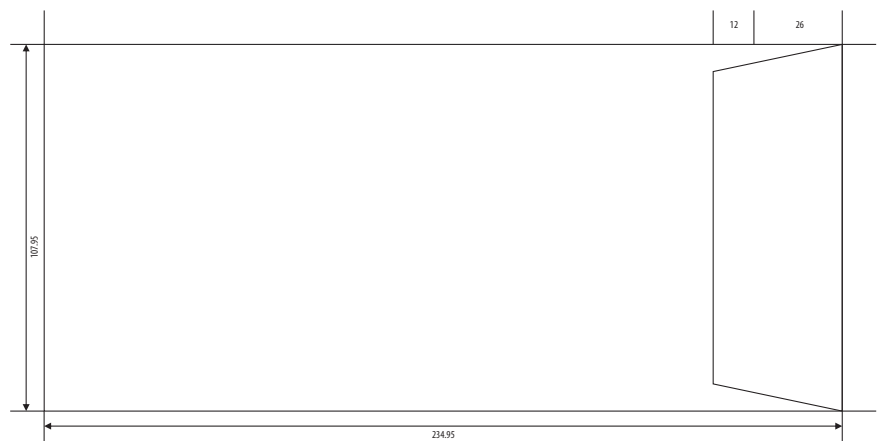
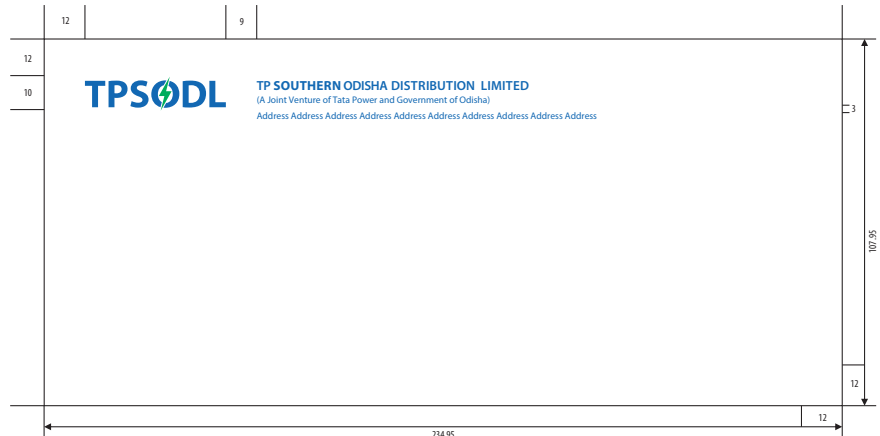
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or
Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Envelope without window

Dimensions

4.25" X 9.25"

(107.95 mm X 234.95 mm)

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPSODL Mark is 10 mm in height and is placed 12 mm from top and left edges of the envelope. The legal company name unit must be 9 mm to its right.

Legal Company Name

Myriad Pro 11 point | Leading 11 point | The word 'Southern' denoting region of the centre should be in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

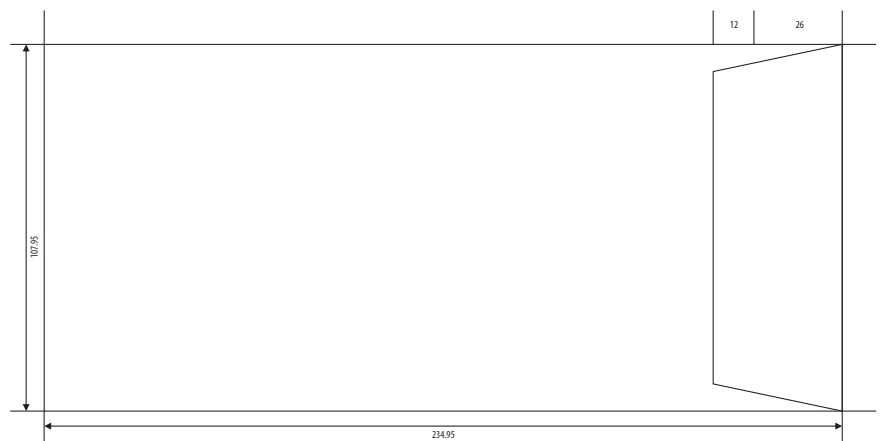
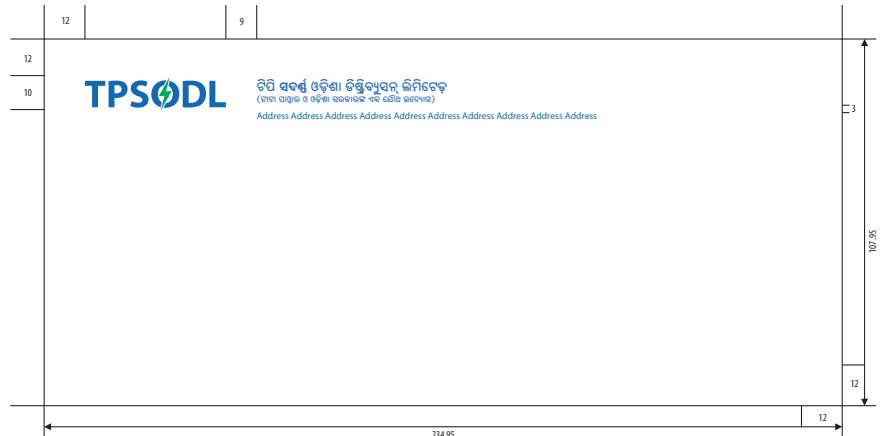
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or
Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Envelope without window

Dimensions

4.25" X 9.25"

(107.95 mm X 234.95 mm)

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPSODL Mark is 10 mm in height and is placed 12 mm from top and left edges of the envelope. The legal company name unit must be 9 mm to its right.

Legal Company Name

Myriad Pro 11 point | Leading
12 point | The word 'Southern'
denoting region of the centre is
in bold, while the rest of it is
in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading
11 point

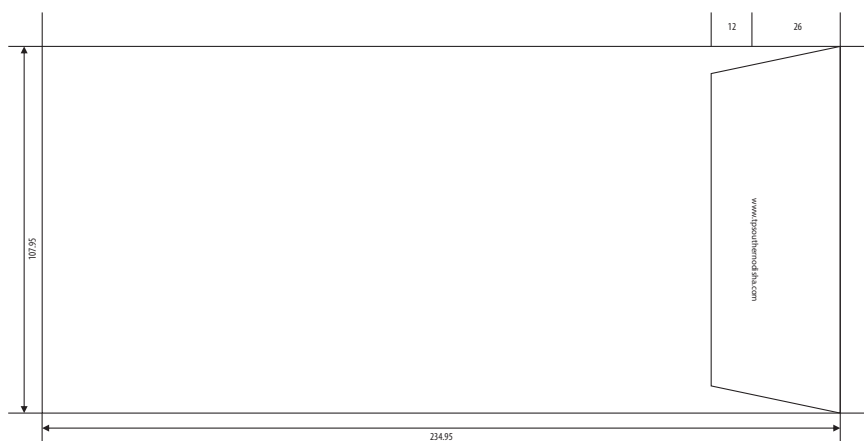
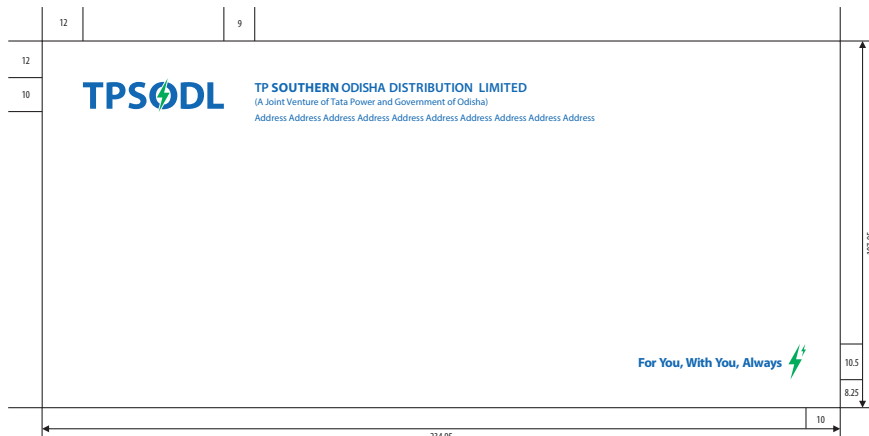
Address & Contacts

Myriad Pro Regular 8 point | Leading
11 point, with double word spaces
separating information segments.

**Tata Power DISCOM Brand Line and
Bolts Unit** will be placed 8.25 mm
from the bottom edge and 10 mm
from the right edge of the page.
The total height of the unit will
be 10.5 mm.

Tata Power DISCOM Web Address

Myriad Pro 8 point, leading
10 point, placed at the back flap of
the envelope, centred and 12 mm
from the bottom of the flap.



Printing Process

Screen/offset, using special inks to
match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or
Sunshine Superprint 100 gsm.

All measurements are indicated
in millimetres.

Envelope without window

Dimensions

4.25" X 9.25"

(107.95 mm X 234.95 mm)

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPSODL Mark is 10 mm in height and is placed 12 mm from top and left edges of the envelope. The legal company name unit must be 9 mm to its right.

Legal Company Name

Myriad Pro 11 point | Leading 12 point | The word 'Southern' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

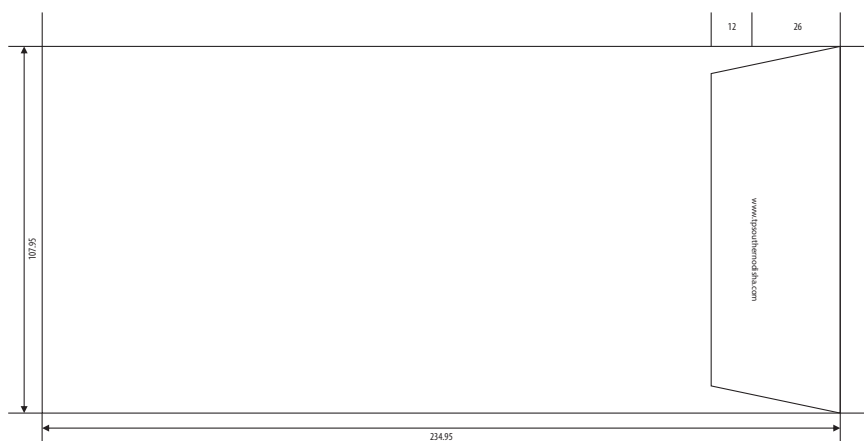
Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

Tata Power DISCOM Brand Line and Bolts Unit will be placed 8.25 mm from the bottom edge and 10 mm from the right edge of the page. The total height of the unit will be 10.5 mm.

Tata Power DISCOM Web Address

Myriad Pro 8 point, leading 10 point, placed at the back flap of the envelope, centred and 12 mm from the bottom of the flap.



Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.

Envelope with window

Dimensions

4.25" X 9.25"

(107.95 mm X 234.95 mm)

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPSODL Mark is 10 mm in height and is placed 12 mm from top and left edges of the envelope. The legal company name unit must be 9 mm to its right.

Legal Company Name

Myriad Pro 11 point | Leading
12 point | The word 'Southern'
denoting region of the centre is
in bold, while the rest of it is
in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading
11 point

Address & Contacts

Myriad Pro Regular 8 point | Leading
11 point, with double word spaces
separating information segments.

Window

The window will be 30 mm from the
left edge and 12 mm from the base
of the envelope. The height and
width of the window will be 36 mm
and 110mm respectively.

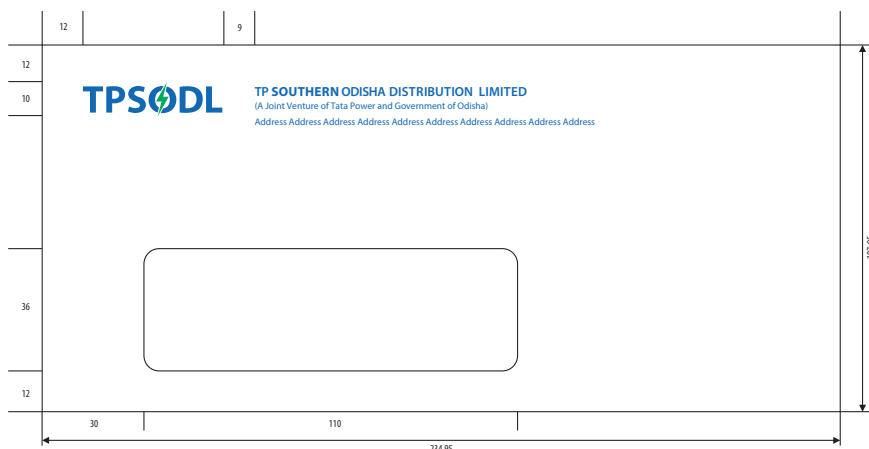
Printing Process

Screen/offset, using special inks to
match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or
Sunshine Superprint 100 gsm.

All measurements are indicated
in millimetres.



Envelope with window

Dimensions

4.25" X 9.25"

(107.95 mm X 234.95 mm)

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPSODL Mark is 10 mm in height and is placed 12 mm from top and left edges of the envelope. The legal company name unit must be 9 mm to its right.

Legal Company Name

Myriad Pro 11 point | Leading
12 point | The word 'Southern'
denoting region of the centre is
in bold, while the rest of it is
in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading
11 point

Address & Contacts

Myriad Pro Regular 8 point | Leading
11 point, with double word spaces
separating information segments.

Window

The window will be 30 mm from the
left edge and 12 mm from the base
of the envelope. The height and
width of the window will be 36 mm
and 110mm respectively.

Printing Process

Screen/offset, using special inks to
match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or
Sunshine Superprint 100 gsm.

All measurements are indicated
in millimetres.



Envelope with window

Dimensions

4.25" X 9.25"

(107.95 mm X 234.95 mm)

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPSODL Mark is 10 mm in height and is placed 12 mm from top and left edges of the envelope. The legal company name unit must be 9 mm to its right.

Legal Company Name

Myriad Pro 11 point | Leading
12 point | The word 'Southern'
denoting region of the centre is
in bold, while the rest of it is
in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading
11 point

Address & Contacts

Myriad Pro Regular 8 point | Leading
11 point, with double word spaces
separating information segments.

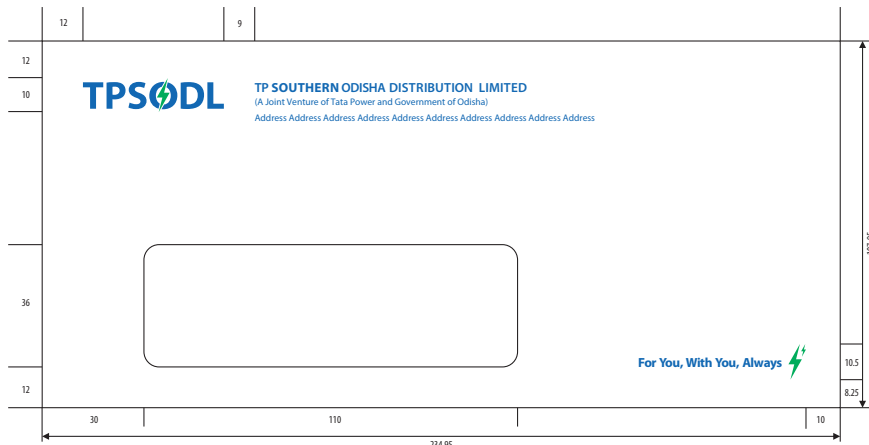
Tata Power DISCOM Brand Line and Bolts Unit is placed 8.25 mm from the bottom edge and 10 mm from the right edge of the page. The total height of the unit is 10.5 mm.

Tata Power DISCOM Web Address

Myriad Pro 8 point, leading
10 point, placed at the back flap of
the envelope, centred and 12 mm
from the bottom of the flap.

Window

The window will be 30 mm from the
left edge and 12 mm from the base
of the envelope. The height and
width of the window will be 36mm
and 110 mm respectively.



Printing Process

Screen/offset, using special inks to
match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or
Sunshine Superprint 100 gsm.

All measurements are indicated
in millimetres.

Envelope with window

Dimensions

4.25" X 9.25"

(107.95 mm X 234.95 mm)

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPSODL Mark is 10 mm in height and is placed 12 mm from top and left edges of the envelope. The legal company name unit must be 9 mm to its right.

Legal Company Name

Myriad Pro 11 point | Leading
12 point | The word 'Southern'
denoting region of the centre is
in bold, while the rest of it is
in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading
11 point

Address & Contacts

Myriad Pro Regular 8 point | Leading
11 point, with double word spaces
separating information segments.

**Tata Power DISCOM Brand Line and
Bolts Unit** is placed 8.25 mm from
the bottom edge and 10 mm from
the right edge of the page. The total
height of the unit is 10.5 mm.

Tata Power DISCOM Web Address

Myriad Pro 8 point, leading
10 point, placed at the back flap of
the envelope, centred and 12 mm
from the bottom of the flap.

Window

The window will be 30 mm from the
left edge and 12 mm from the base
of the envelope. The height and
width of the window will be 36mm
and 110 mm respectively.



Printing Process

Screen/offset, using special inks to
match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or
Sunshine Superprint 100 gsm.

All measurements are indicated
in millimetres.

Envelope

Dimensions

110 mm X 220 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPSODL Mark is 9.35 mm in height and is placed 11 mm from top and left edges of the envelope. The legal company name unit must be 8.5 mm to its right.

Legal Company Name

Myriad Pro 10.5 point | Leading 11 point | The word ‘Southern’ denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

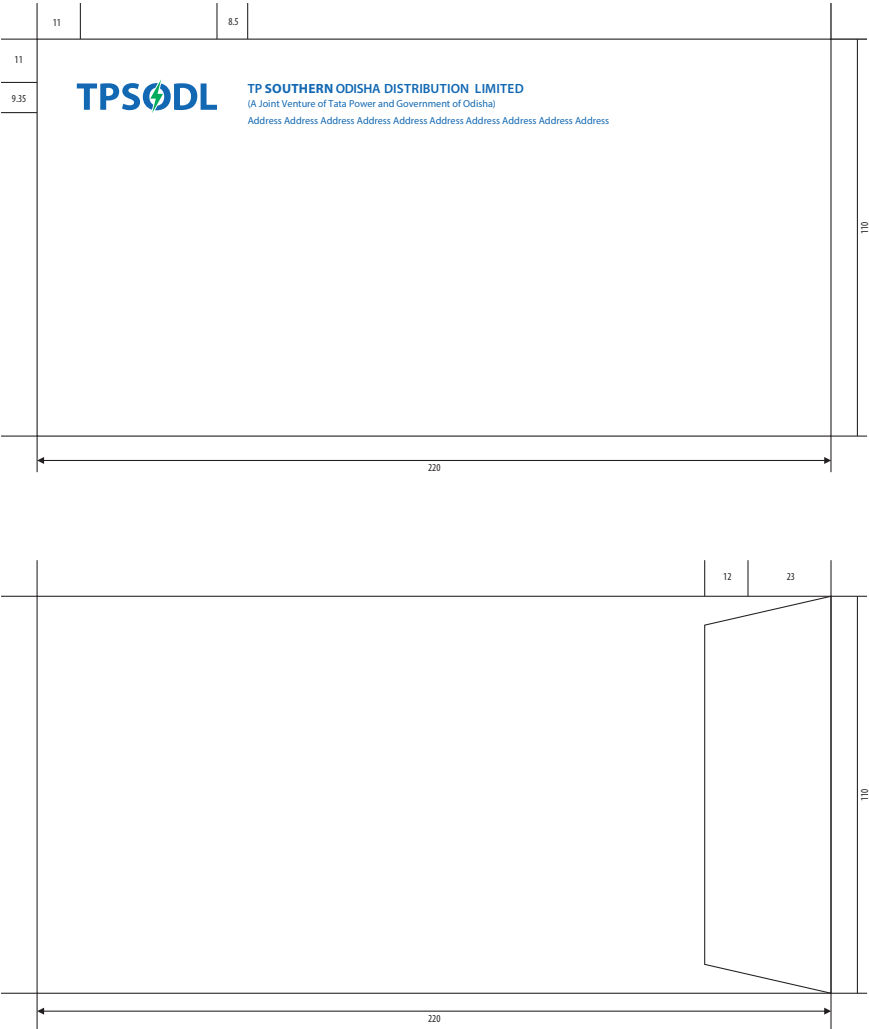
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Envelope

Dimensions

110 mm X 220 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPSODL Mark is 9.35 mm in height and is placed 11 mm from top and left edges of the envelope. The legal company name unit must be 8.5 mm to its right.

Legal Company Name

Myriad Pro 10.5 point | Leading 11 point | The word 'Southern' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

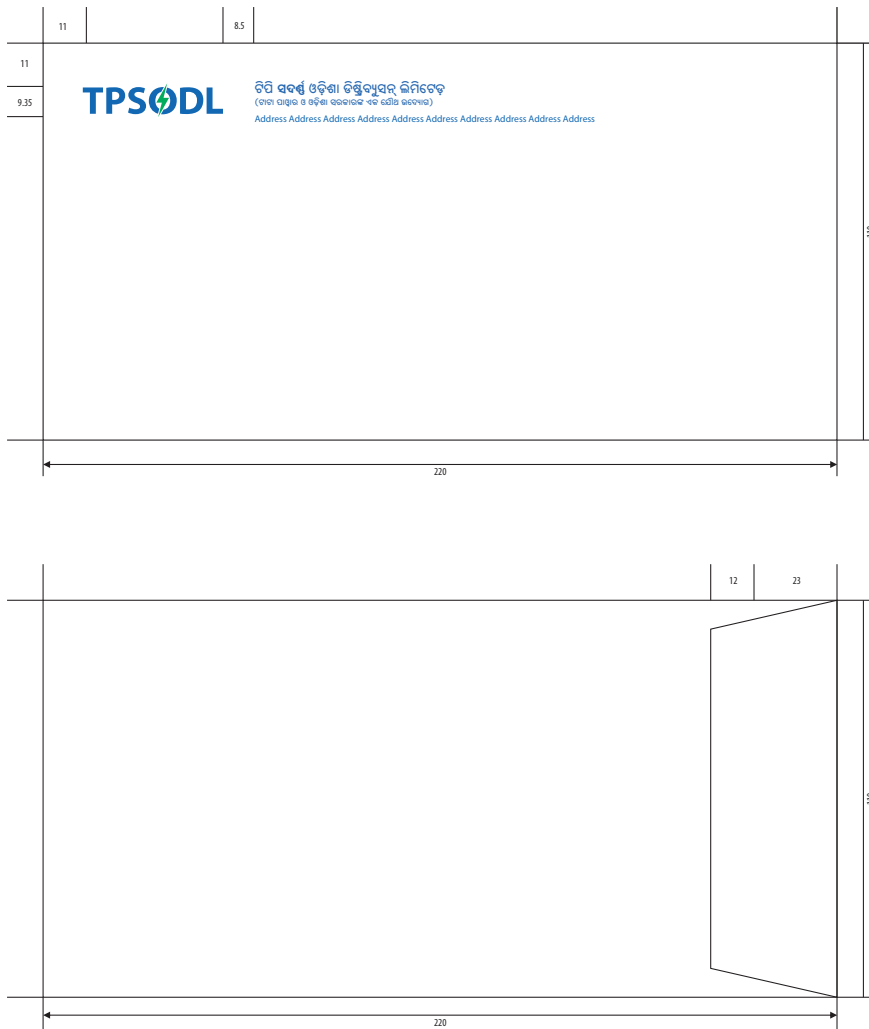
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or
Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Envelope

Dimensions

110 mm X 220 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPSODL Mark is 9.35 mm in height and is placed 11 mm from top and left edges of the envelope. The legal company name unit must be 8.5 mm to its right.

Legal Company Name

Myriad Pro 10.5 point | Leading 11 point | The word 'Southern' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

Tata Power DISCOM Brand Line and Bolts Unit will be placed 8 mm from the bottom edge and 9.5 mm from the right edge of the page. The total width of the unit will be 55 mm.

Tata Power DISCOM Web Address

Myriad Pro 8 point, leading 10 point, placed at the back of the envelope, centred and 12 mm from the bottom of the flap.

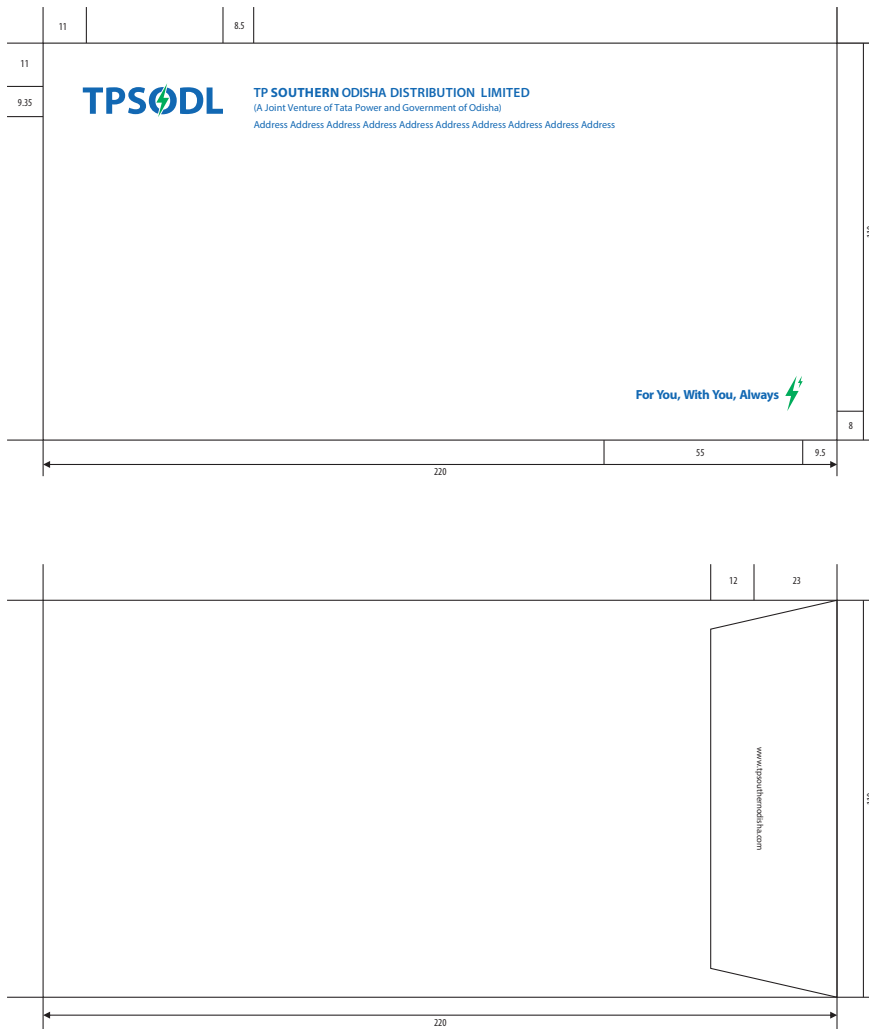
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Envelope

Dimensions

110 mm X 220 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPSODL Mark is 9.35 mm in height and is placed 11 mm from top and left edges of the envelope. The legal company name unit must be 8.5 mm to its right.

Legal Company Name

Myriad Pro 10.5 point | Leading 11 point | The word 'Southern' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

Tata Power DISCOM Brand Line and Bolts Unit will be placed 8 mm from the bottom edge and 9.5 mm from the right edge of the page. The total width of the unit will be 55 mm.

Tata Power DISCOM Web Address

Myriad Pro 8 point, leading 10 point, placed at the back of the envelope, centred and 12 mm from the bottom of the flap.

Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Jumbo Envelope

Dimensions

16" X 12"

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPSODL Mark is 12 mm in height and is placed 20 mm from top and left edges of the envelope. The legal company name unit must be 11 mm to its right.

Legal Company Name

Myriad Pro 13.5 point | Leading 14 point | The word 'Southern' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 10.5 point | Leading 14 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

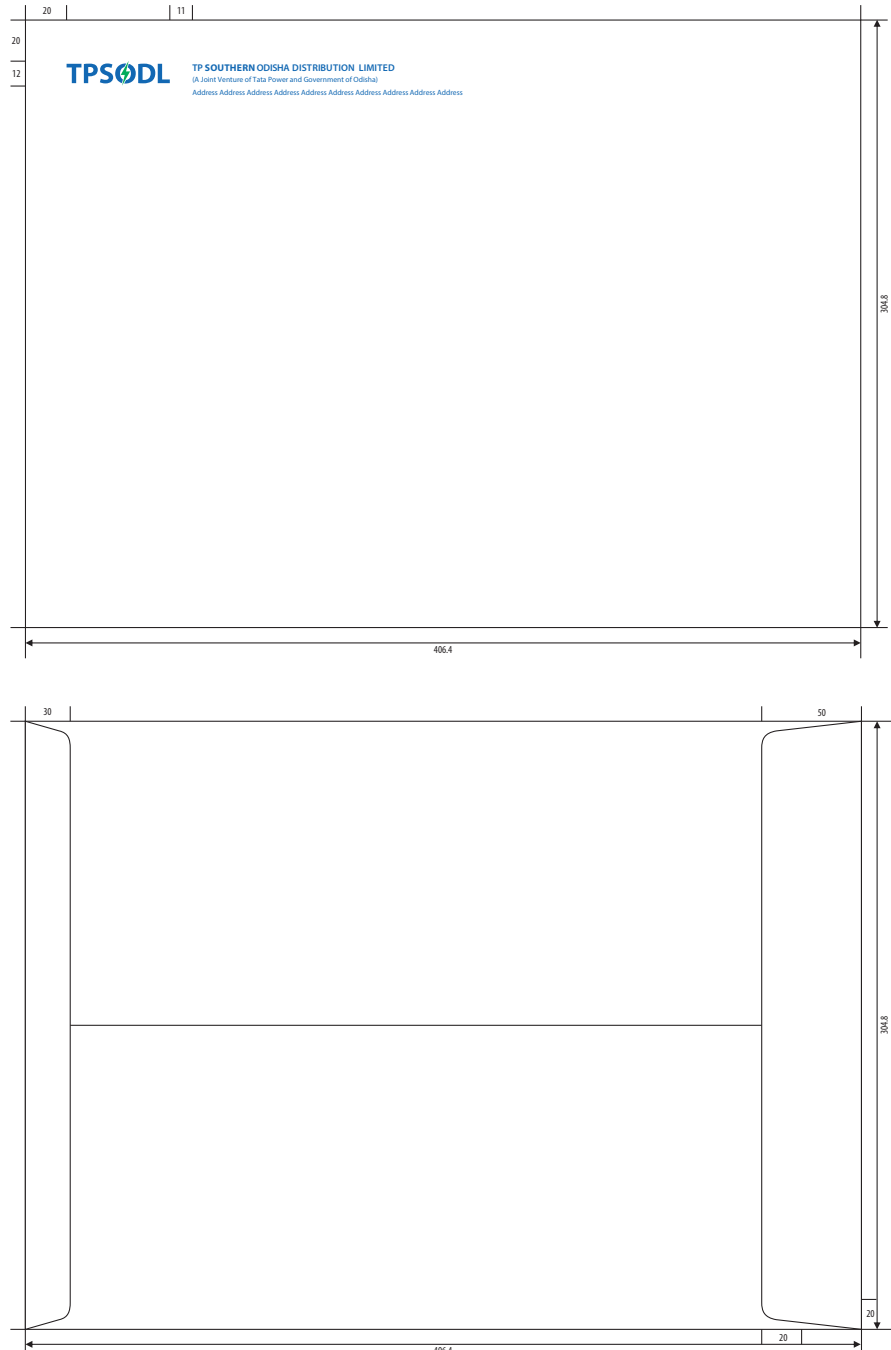
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Jumbo Envelope

Dimensions

16" X 12"

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPSODL Mark is 12 mm in height and is placed 20 mm from top and left edges of the envelope. The legal company name unit must be 11 mm to its right.

Legal Company Name

Myriad Pro 13.5 point | Leading 14 point | The word 'Southern' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 10.5 point | Leading 14 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

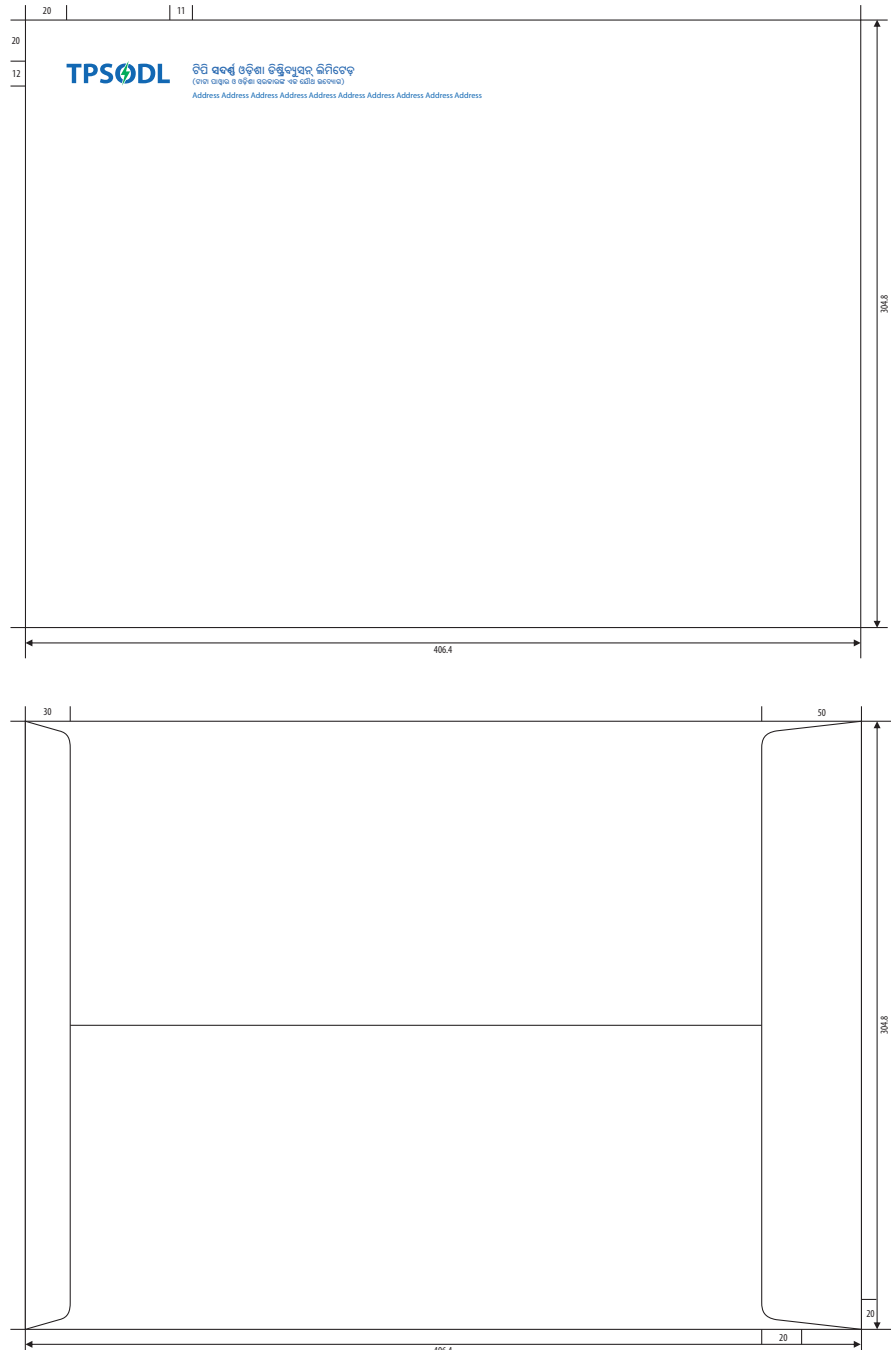
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Jumbo Envelope

Dimensions

16" X 12"

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPSODL Mark is 12 mm in height and is placed 20 mm from top and left edges of the envelope. The legal company name unit must be 11 mm to its right.

Legal Company Name

Myriad Pro 13.5 point | Leading 14 point | The word 'Southern' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 10.5 point | Leading 14 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

Tata Power DISCOM Brand Line and Bolts Unit will be placed 15 mm from the bottom edge and 17.5 mm from the right edge of the page. The total width of the unit will be 80 mm.

Tata Power DISCOM Web Address

Myriad Pro 12 point, leading 13 point, placed at the back of the envelope, centred and 20 mm from the bottom of the flap.

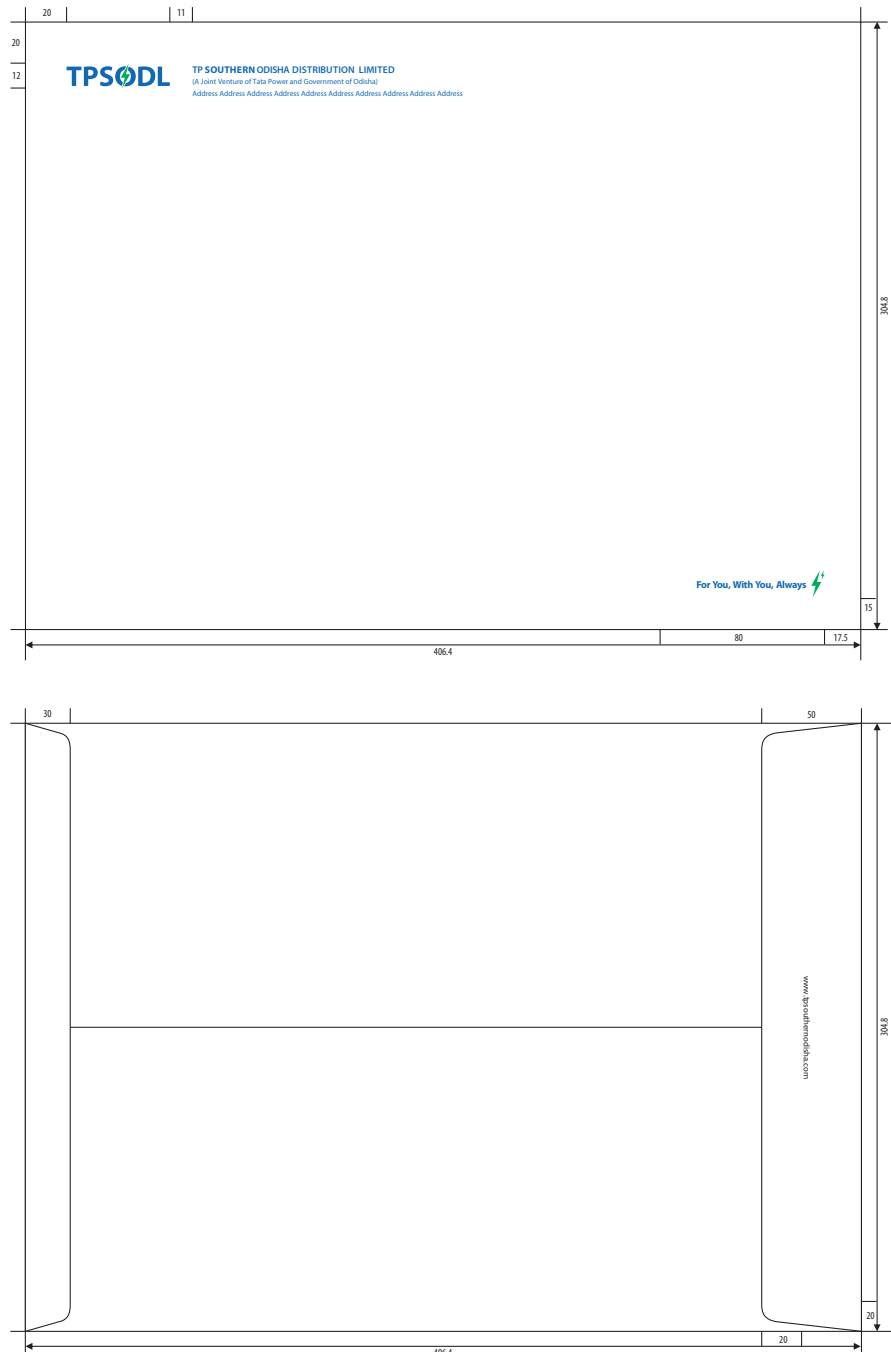
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Jumbo Envelope

Dimensions

16" X 12"

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPSODL Mark is 12 mm in height and is placed 20 mm from top and left edges of the envelope. The legal company name unit must be 11 mm to its right.

Legal Company Name

Myriad Pro 13.5 point | Leading 14 point | The word 'Southern' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 10.5 point | Leading 14 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

Tata Power DISCOM Brand Line and Bolts Unit will be placed 15 mm from the bottom edge and 17.5 mm from the right edge of the page. The total width of the unit will be 80 mm.

Tata Power DISCOM Web Address

Myriad Pro 12 point, leading 13 point, placed at the back of the envelope, centred and 20 mm from the bottom of the flap.

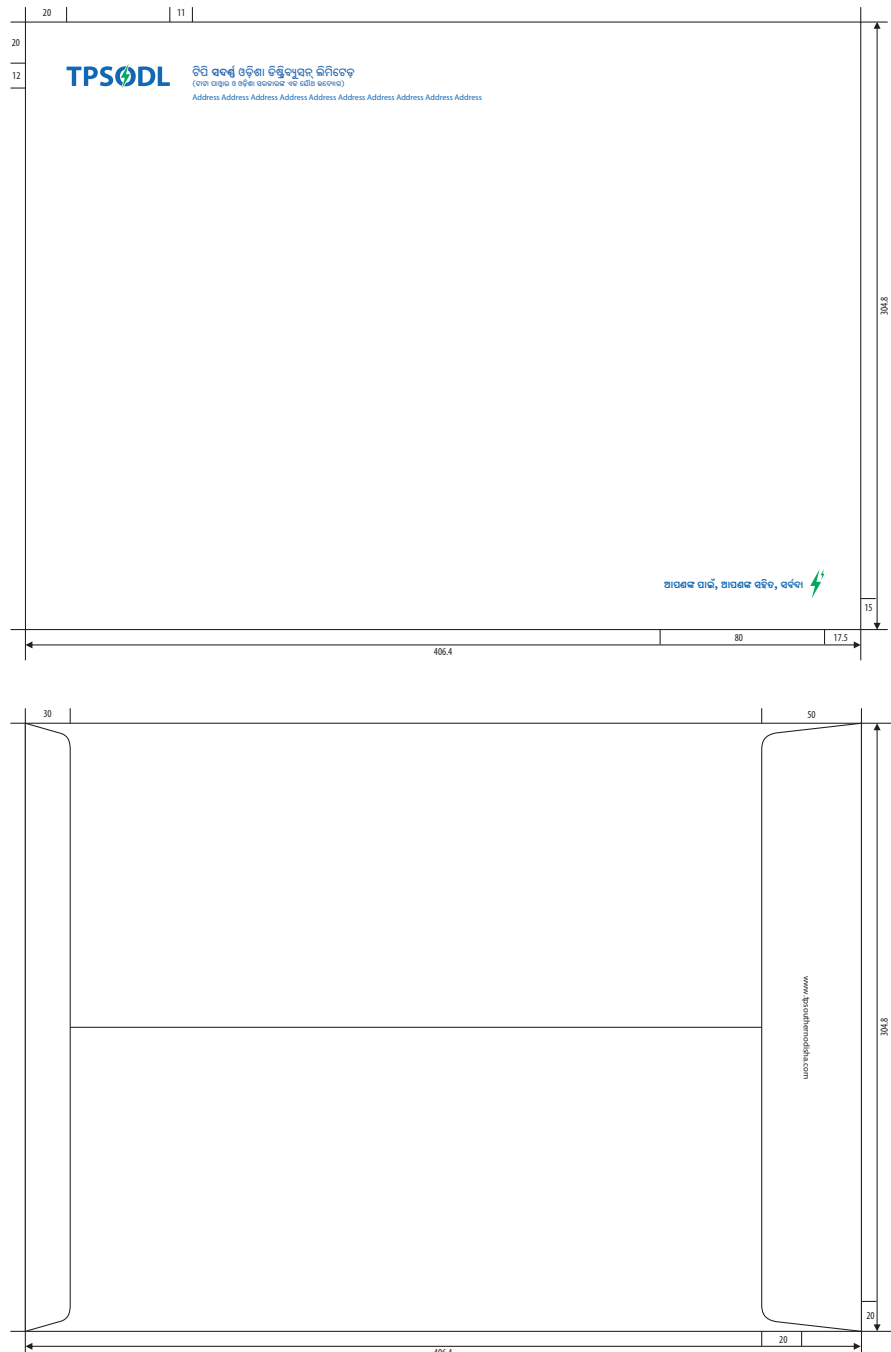
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Booklet Envelope

Dimensions

9" x 12"

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPSODL Mark is 9 mm in height and is placed 15 mm from top and left edges of the envelope. The legal company name unit must be 8.25 mm to its right.

Legal Company Name

Myriad Pro 10 point | Leading 10.5 point | The word 'Southern' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 10.5 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 10 point, with double word spaces separating information segments.

Addressee's name and address

Arial/Times New Roman 10 point, leading 13 point, aligned left to the Tata Power mark and starting 30mm from the top.

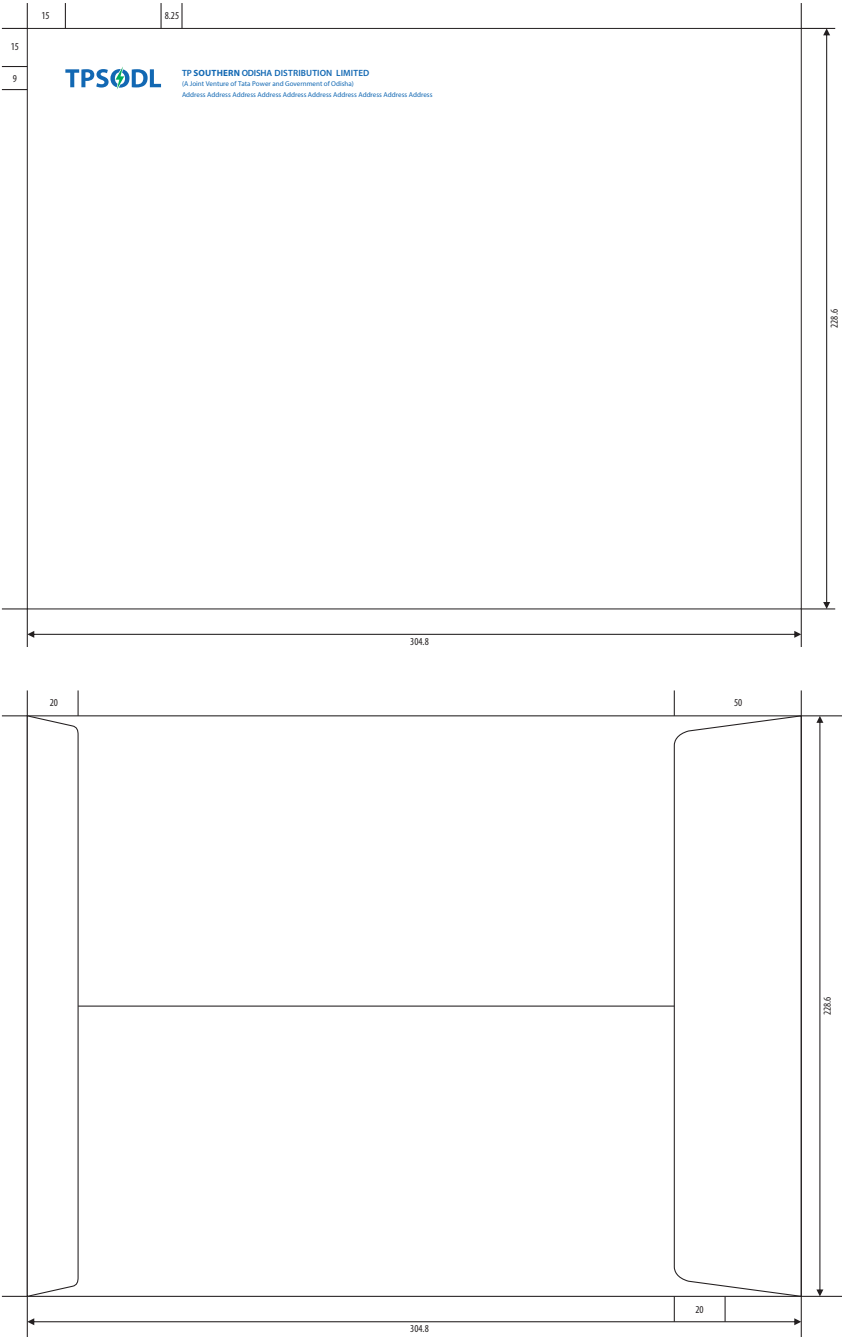
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Booklet Envelope

Dimensions

9" x 12"

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPSODL Mark is 9 mm in height and is placed 15 mm from top and left edges of the envelope. The legal company name unit must be 8.25 mm to its right.

Legal Company Name

Myriad Pro 10 point | Leading 10.5 point | The word 'Southern' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 10.5 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 10 point, with double word spaces separating information segments.

Addressee's name and address

Arial/Times New Roman 10 point, leading 13 point, aligned left to the Tata Power mark and starting 30mm from the top.

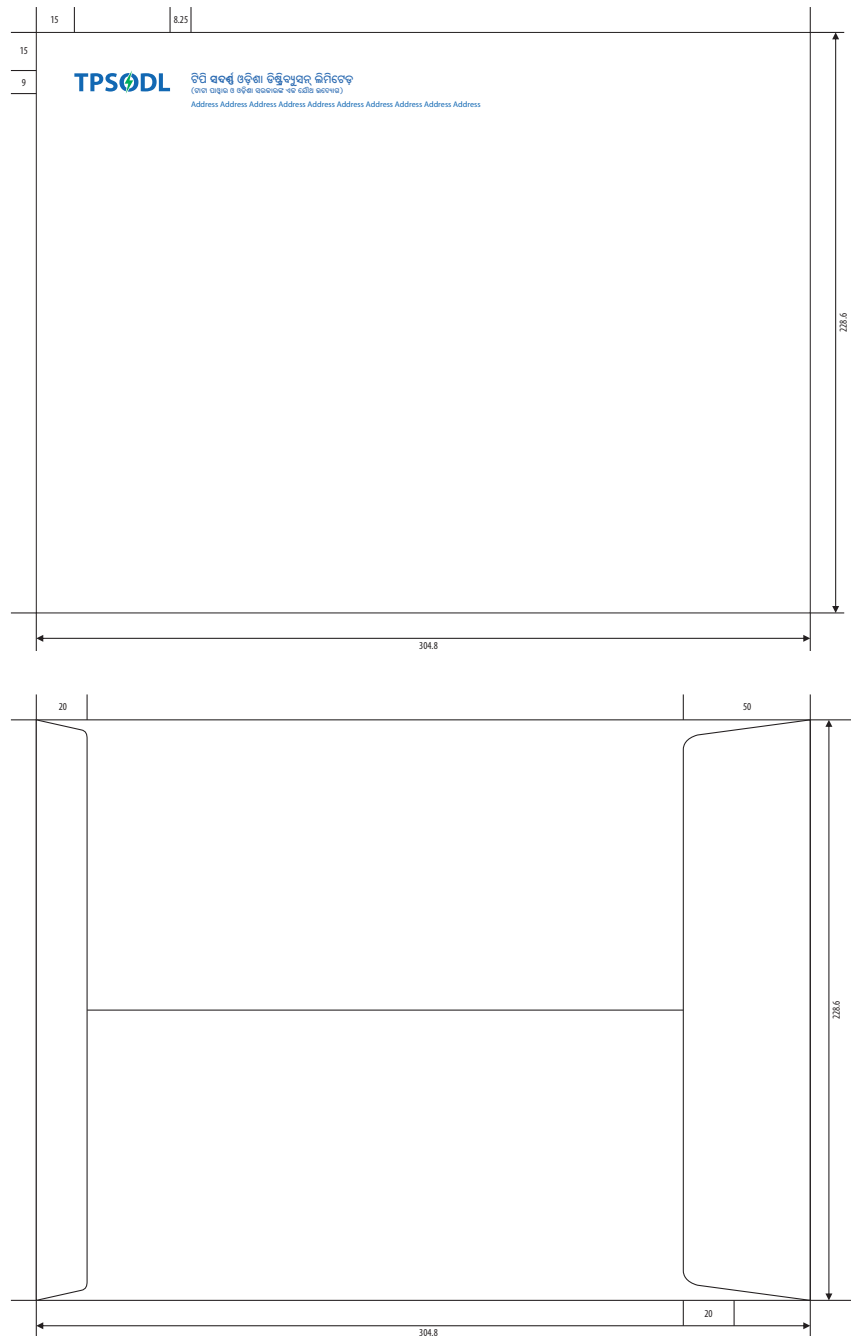
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Booklet Envelope

Dimensions

9" x 12"

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPSODL Mark is 9 mm in height and is placed 15 mm from top and left edges of the envelope. The legal company name unit must be 8.25 mm to its right.

Legal Company Name

Myriad Pro 10 point | Leading 10.5 point | The word 'Southern' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 10.5 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 10 point, with double word spaces separating information segments.

Tata Power DISCOM Brand Line and Bolts Unit is placed 11.25 mm from the bottom edge and 13 mm from the right edge of the page. The total width of the unit is 60 mm.

Tata Power DISCOM Web Address

Myriad Pro 10 point, leading 13 point, placed at the back of the envelope, centred and 20 mm from the bottom of the flap.

Addressee's name and address
Arial/Times New Roman 10 point, leading 13 point, aligned left to the Tata Power mark and starting 30 mm from the top.

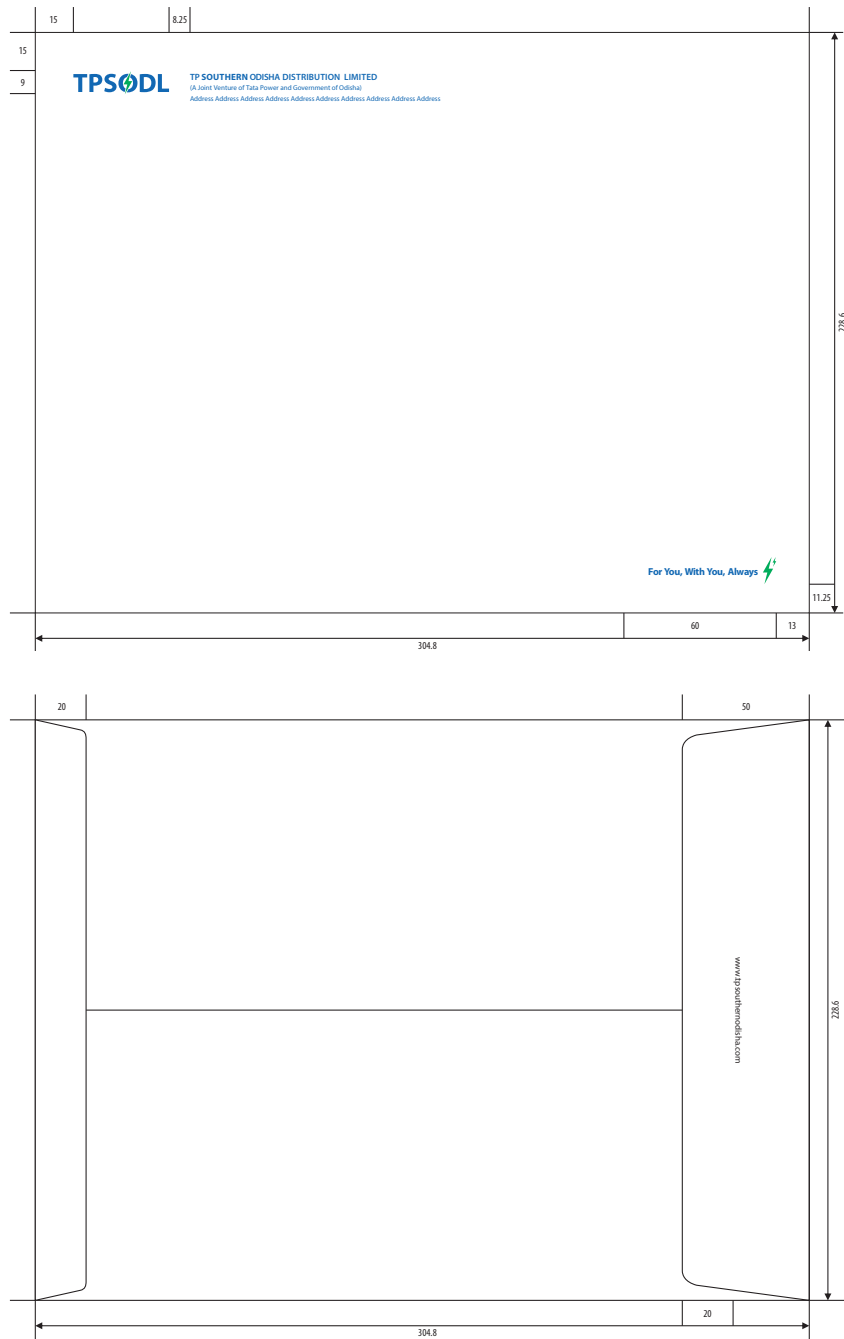
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Booklet Envelope

Dimensions

9" x 12"

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPSODL Mark is 9 mm in height and is placed 15 mm from top and left edges of the envelope. The legal company name unit must be 8.25 mm to its right.

Legal Company Name

Myriad Pro 10 point | Leading 10.5 point | The word 'Southern' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 10.5 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 10 point, with double word spaces separating information segments.

Tata Power DISCOM Brand Line and Bolts Unit is placed 11.25 mm from the bottom edge and 13 mm from the right edge of the page. The total width of the unit is 60 mm.

Tata Power DISCOM Web Address

Myriad Pro 10 point, leading 13 point, placed at the back of the envelope, centred and 20 mm from the bottom of the flap.

Addressee's name and address
Arial/Times New Roman 10 point, leading 13 point, aligned left to the Tata Power mark and starting 30 mm from the top.

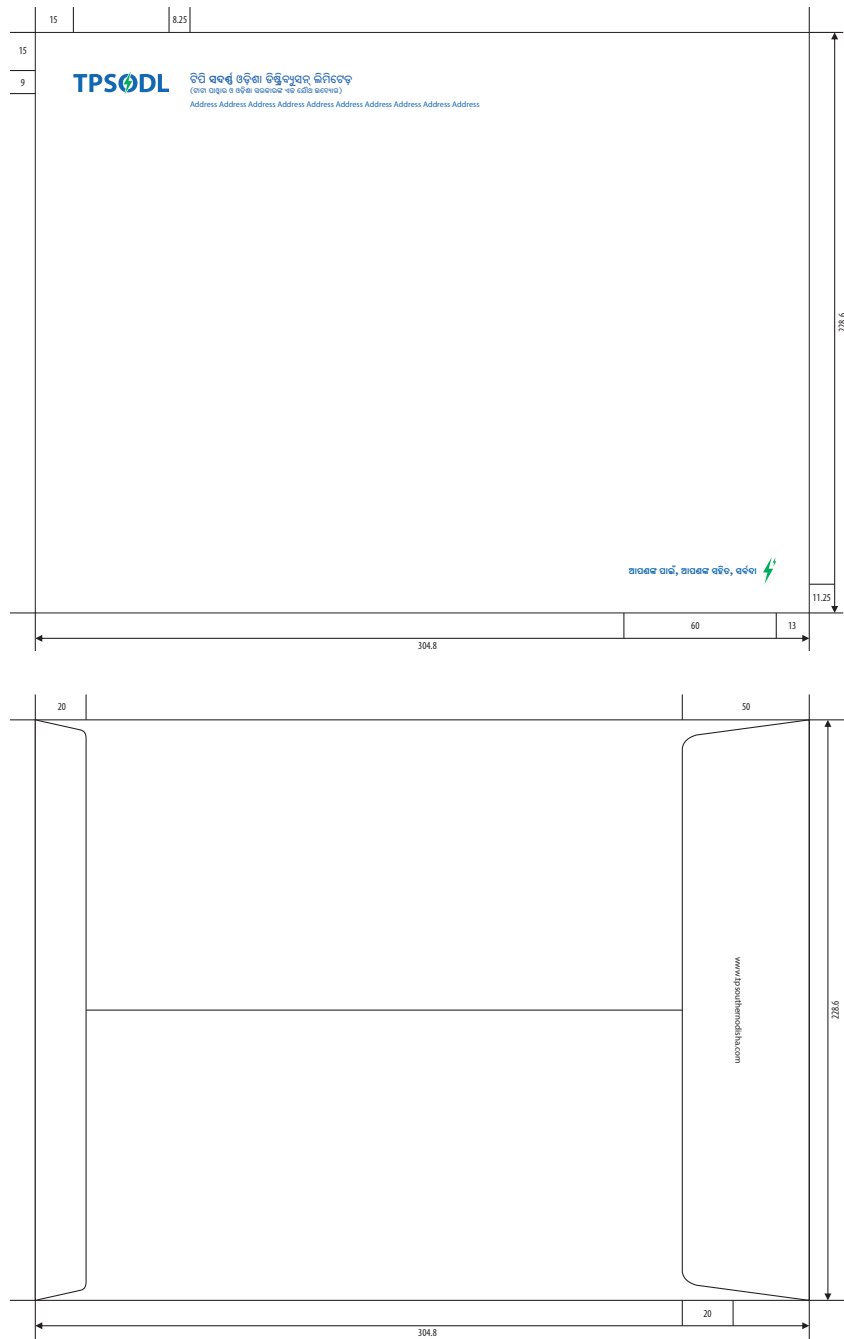
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Notepad A4 size

Dimensions

210 mm X 297 mm

COVER

Colours

Tata Blue

TPSODL Composite Mark is placed centre aligned to the page at a distance of 40 mm from the bottom edge of the page. The height of the unit is 40 mm.

INSIDE

Colours

Tata Blue and Tata Green

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right of the page at a distance of 10 mm and 6.75 mm from the right and bottom edge of the page, respectively. The height of the bolts unit is 15.5 mm.

Printing and Finishing

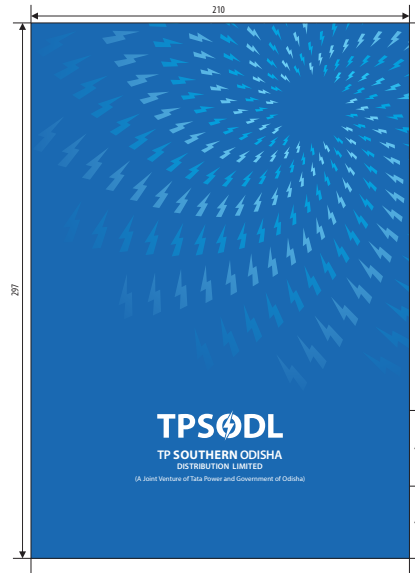
Offset printing using special inks to match the defined PANTONE® shade.

Pad binding with gluing along the top edge and the flap cover.

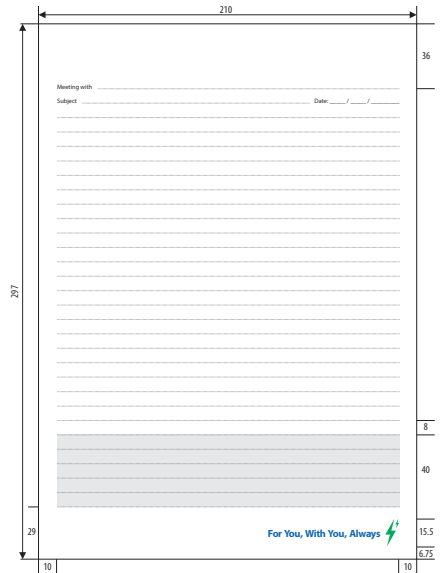
Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

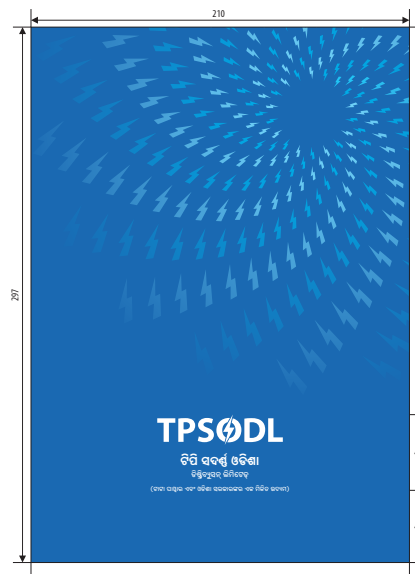
Note Pad - Cover



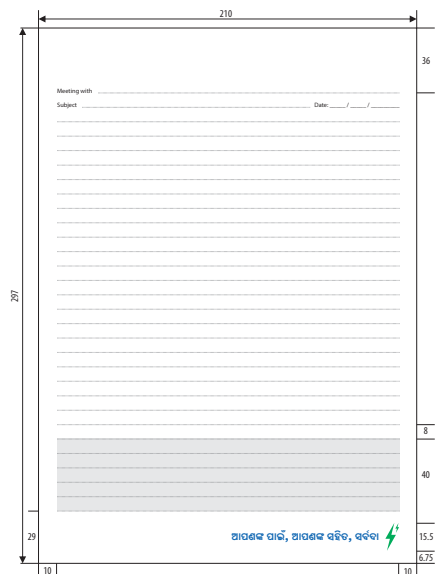
Note Pad - Inside Layout



Note Pad - Cover



Note Pad - Inside Layout



Notepad A5 size

Dimensions

148 mm X 210 mm

COVER

Colours

Tata Blue

TPSODL Composite Mark is placed centre aligned to the page at a distance of 30 mm from the bottom edge of the page. The height of the unit is 30 mm.

INSIDE

Colours

Tata Blue and Tata Green

Tata Power DISCOM Blue Strip

A 17 mm blue strip occupies the bottom edge of the page.

Tata Power DISCOM Brand Line and Bolts Unit will be placed at the bottom right of the page, in reverse colour, over the blue strip, at a distance of 10 mm from the right edge of the page. The height of the bolts unit will be 10 mm.

Printing and Finishing

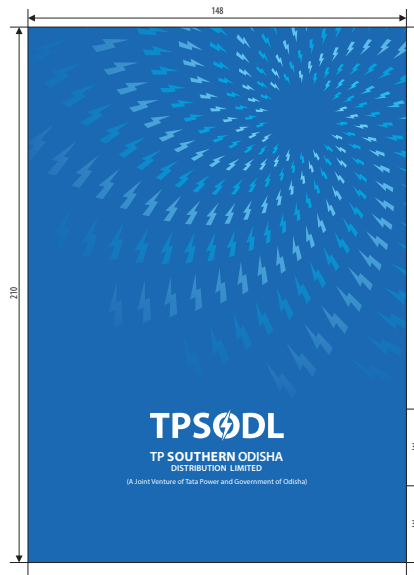
Offset printing using special inks to match the defined PANTONE® shade.

Pad binding with gluing along the top edge and the flap cover.

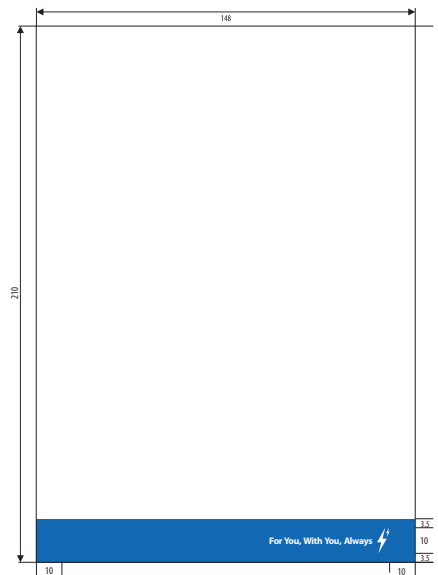
Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

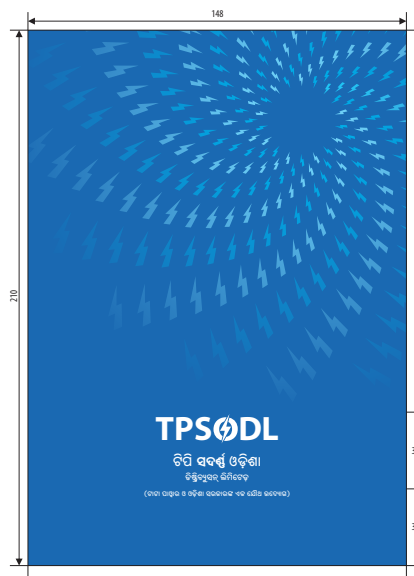
Note Pad - Cover with pattern



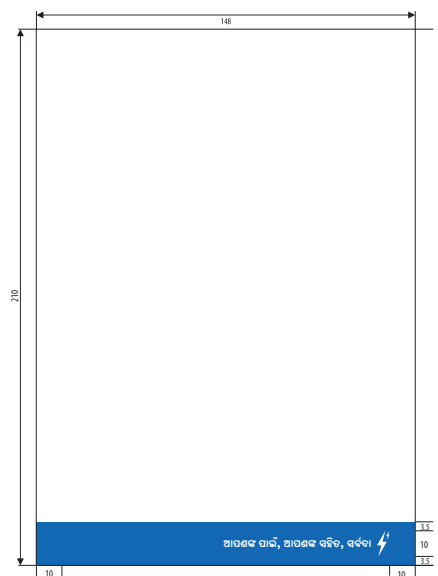
Note Pad - Inside Layout



Note Pad - Cover with pattern



Note Pad - Inside Layout



Notebook A4 size

Dimensions

210 mm X 297 mm

COVER

Colours

Tata Blue

TPSODL Composite Mark is placed centre aligned to the page at a distance of 40 mm from the bottom edge of the page. The height of the unit is 40 mm.

BACK

Colours

Tata Blue and Tata Green

TPSODL Composite Mark is placed centre-aligned to the page at a distance of 52.5 mm from the bottom edge of the page. The address panel is placed at a distance of 7 mm from the bottom edge of the logo composite.

INSIDE

Colours

Tata Blue and Tata Green

Left page

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom left side, at a distance of 10 mm from the left and 8.5 mm from the bottom edge of the page. The height of the bolts unit is 12 mm.

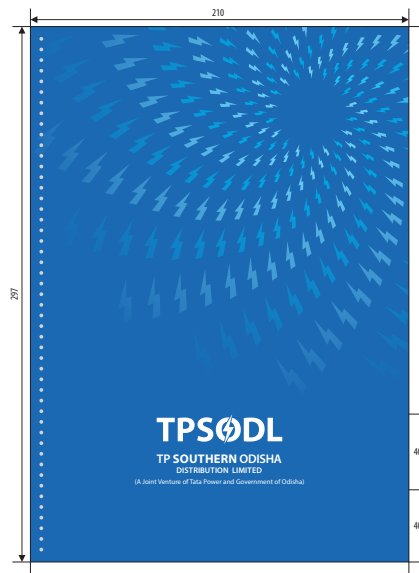
Right page

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right side, at a distance of 10 mm from the right and 8.5 mm from the bottom edge of the page. The height of the bolts unit is 12 mm.

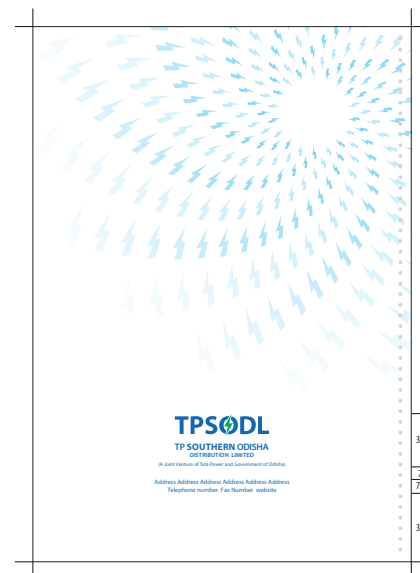
Printing and Finishing

Offset printing using special inks to match the defined PANTONE® shade.

Notebook - Cover



Notebook - Back



Notebook - Left Page



Notebook - Right Page



Spiral binding (comb or circular) along the left edge. Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

Notebook A4 size

Dimensions

210 mm X 297 mm

COVER

Colours

Tata Blue

TPSODL Composite Mark is placed centre aligned to the page at a distance of 40 mm from the bottom edge of the page. The height of the unit is 40 mm.

BACK

Colours

Tata Blue and Tata Green

TPSODL Composite Mark is placed centre-aligned to the page at a distance of 52.5 mm from the bottom edge of the page. The address panel is placed at a distance of 7 mm from the bottom edge of the logo composite.

INSIDE

Colours

Tata Blue and Tata Green

Left page

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom left side, at a distance of 10 mm from the left and 8.5 mm from the bottom edge of the page. The height of the bolts unit is 12 mm.

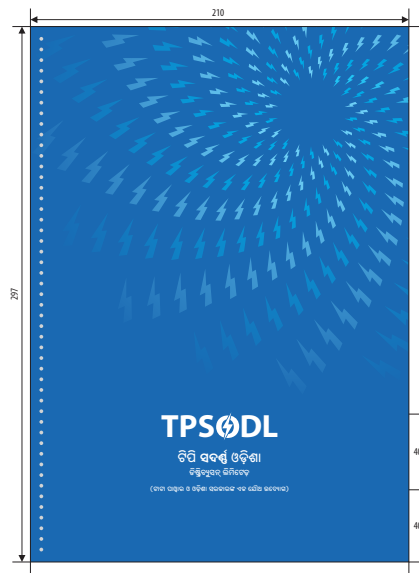
Right page

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right side, at a distance of 10 mm from the right and 8.5 mm from the bottom edge of the page. The height of the bolts unit is 12 mm.

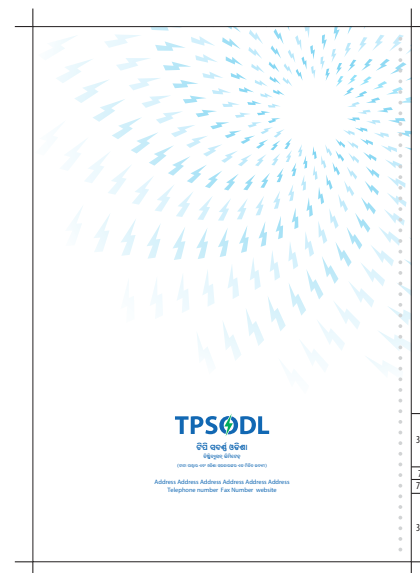
Printing and Finishing

Offset printing using special inks to match the defined PANTONE® shade.

Notebook - Cover



Notebook - Back



Notebook - Left Page



Notebook - Right Page



Spiral binding (comb or circular) along the left edge. Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

Notebook A4 size

Dimensions

210 mm X 297 mm

COVER

Colours

Tata Blue and Tata Green

The top 25% of the page is white in colour and the bottom 75% is Tata Blue coloured. The spiral bolt design is placed over the blue background.

TPSODL Composite Mark is placed at the top right of the page at a distance of 12 mm from the top and 10 mm from right edge of the page. The height of the unit is 30 mm.

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right of the page at a distance of 10 mm from the right and bottom edge. The height of the bolts unit is 14 mm.

BACK

Colours

Tata Blue

TPSODL Composite Mark is placed centre to the page at a distance of 34.5 mm from the bottom edge of the page. The address panel is placed at a distance of 7 mm from the bottom edge of the logo composite.

INSIDE

Colours

Tata Blue

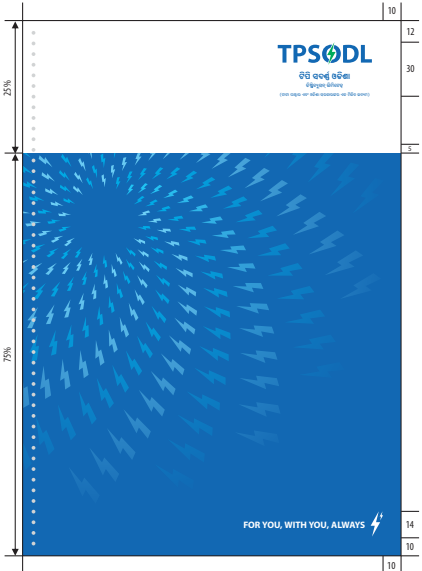
Tata Power DISCOM Blue Strip

A 24mm blue strip occupies the bottom edge of the page.

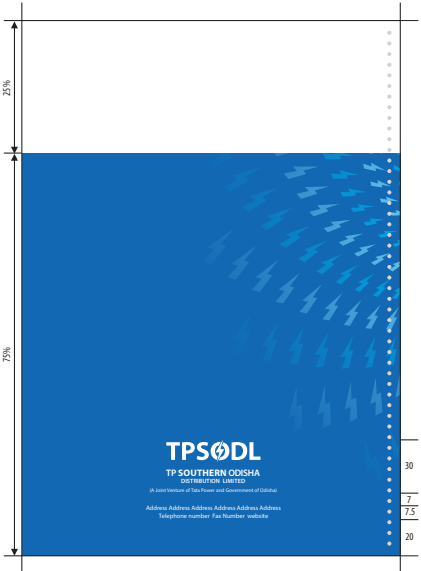
Left page

Tata Power DISCOM brand line and bolts unit is placed at the bottom left of the page, in reverse colour, over the blue strip (middle-aligned), at a distance of 10 mm from the left edge of the page. The height of the bolts unit is 12 mm.

Notebook - Cover



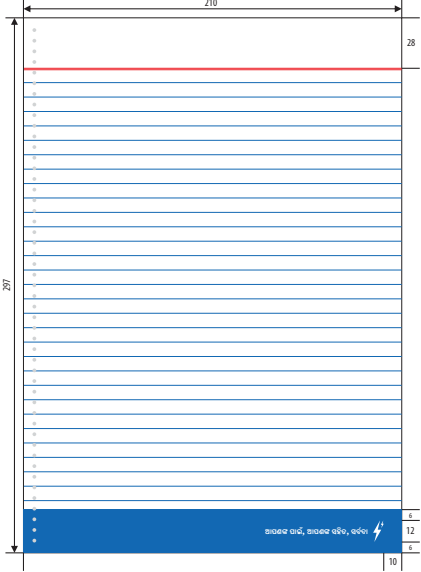
Notebook - Back



Notebook - Left Page



Notebook - Right Page



Right page

Tata Power DISCOM brand line and bolts unit is placed at the bottom right of the page, in reverse colour, over the blue strip (middle-aligned), at a distance of 10 mm from the right edge of the page. The height of the bolts unit is 12 mm.

Printing and Finishing

Offset printing using special inks to match the defined PANTONE® shade.

Spiral binding (comb or circular) along the left edge. Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

Notebook A4 size

Dimensions

210 mm X 297 mm

COVER

Colours

Tata Blue and Tata Green

The top 25% of the page is white in colour and the bottom 75% is Tata Blue coloured. The spiral bolt design is placed over the blue background.

TPSODL Composite Mark is placed at the top right of the page at a distance of 12 mm from the top and 10 mm from right edge of the page. The height of the unit is 30 mm.

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right of the page at a distance of 10 mm from the right and bottom edge. The height of the bolts unit is 14 mm.

BACK

Colours

Tata Blue

TPSODL Composite Mark is placed centre to the page at a distance of 34.5 mm from the bottom edge of the page. The address panel is placed at a distance of 7 mm from the bottom edge of the logo composite.

INSIDE

Colours

Tata Blue

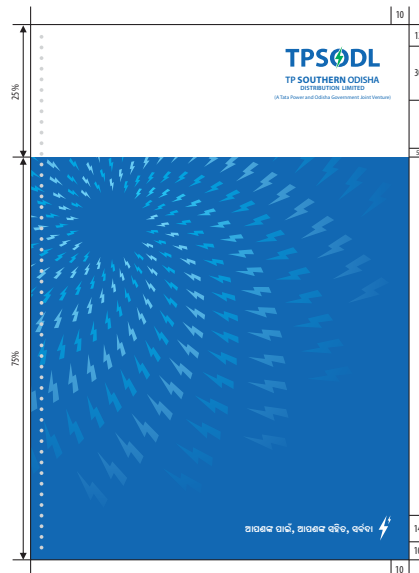
Tata Power DISCOM Blue Strip

A 24mm blue strip occupies the bottom edge of the page.

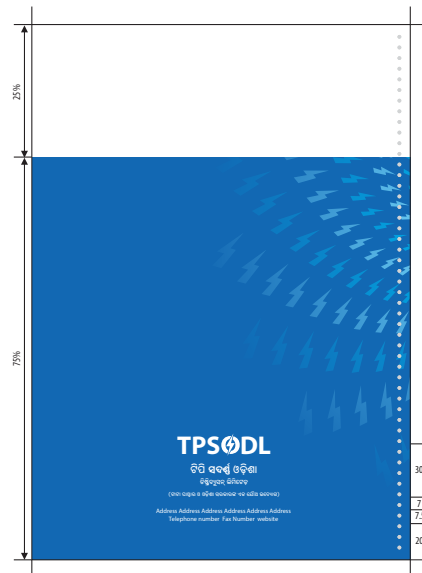
Left page

Tata Power DISCOM brand line and bolts unit is placed at the bottom left of the page, in reverse colour, over the blue strip (middle-aligned), at a distance of 10 mm from the left edge of the page. The height of the bolts unit is 12 mm.

Notebook - Cover



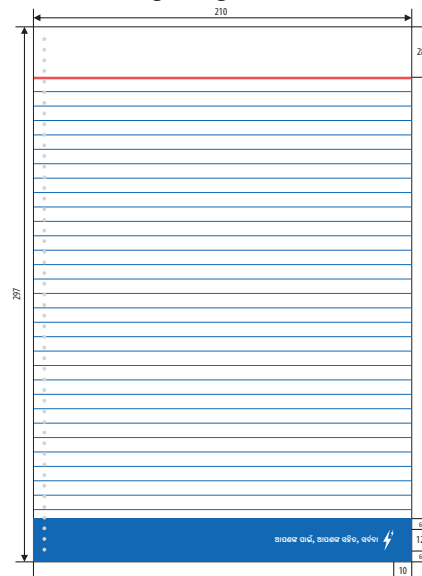
Notebook - Back



Notebook - Left Page



Notebook - Right Page



Right page

Tata Power DISCOM brand line and bolts unit is placed at the bottom right of the page, in reverse colour, over the blue strip (middle-aligned), at a distance of 10 mm from the right edge of the page. The height of the bolts unit is 12 mm.

Printing and Finishing

Offset printing using special inks to match the defined PANTONE® shade.

Spiral binding (comb or circular) along the left edge. Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

Notebook A5 size

Dimensions

148 mm X 210 mm

COVER

Colours

Tata Blue

TPSODL Composite Mark is placed centre-aligned to the page at a distance of 30 mm from the bottom edge of the page. The height of the unit is 30 mm.

BACK

Colours

Tata Blue and Tata Green

TPSODL Composite Mark is placed centre-aligned to the page at a distance of 36.5 mm from the bottom edge of the page. The address panel is placed at a distance of 4.5 mm from the bottom edge of the logo composite.

INSIDE

Colours

Tata Blue and Tata Green

Left page

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom left side of the page at a distance of 8 mm from the left and bottom edge of the page. The height of the bolts unit is 9.5 mm.

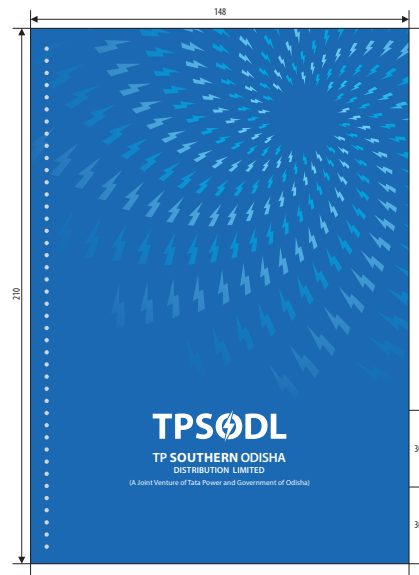
Right page

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right side of the page at a distance of 8 mm from the right and bottom edge of the page. The height of the bolts unit is 9.5 mm.

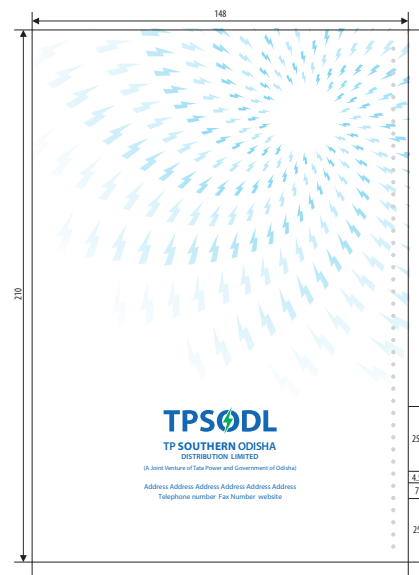
Printing and Finishing

Offset printing using special inks to match the defined PANTONE® shade.

Notebook - Cover



Notebook - Back



Notebook - Left Page



Notebook - Right Page



Spiral binding (comb or circular) along the left edge. Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

Notebook A5 size

Dimensions

148 mm X 210 mm

COVER

Colours

Tata Blue

TPSODL Composite Mark is placed centre-aligned to the page at a distance of 30 mm from the bottom edge of the page. The height of the unit is 30 mm.

BACK

Colours

Tata Blue and Tata Green

TPSODL Composite Mark is placed centre-aligned to the page at a distance of 36.5 mm from the bottom edge of the page. The address panel is placed at a distance of 4.5 mm from the bottom edge of the logo composite.

INSIDE

Colours

Tata Blue and Tata Green

Left page

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom left side of the page at a distance of 8 mm from the left and bottom edge of the page. The height of the bolts unit is 9.5 mm.

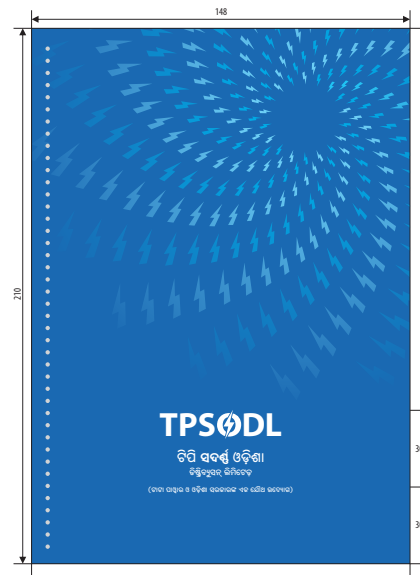
Right page

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right side of the page at a distance of 8 mm from the right and bottom edge of the page. The height of the bolts unit is 9.5 mm.

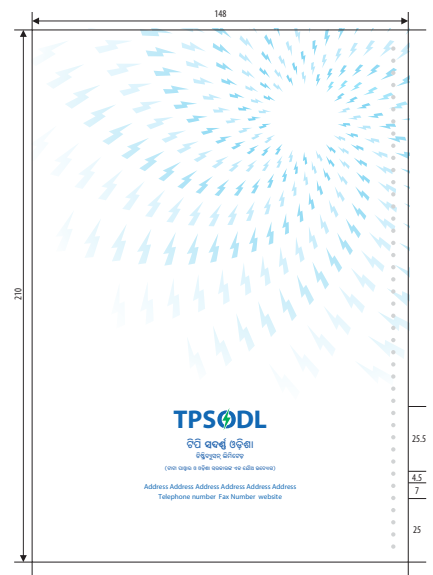
Printing and Finishing

Offset printing using special inks to match the defined PANTONE® shade.

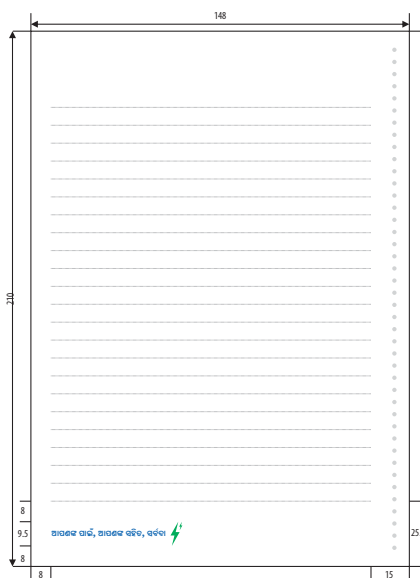
Notebook - Cover



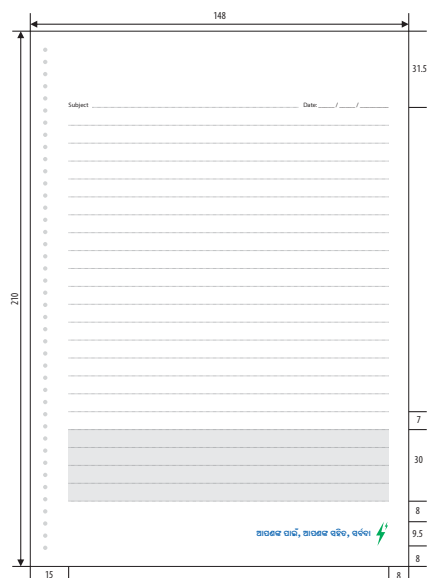
Notebook - Back



Notebook - Left Page



Notebook - Right Page



Spiral binding (comb or circular) along the left edge. Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

Corporate Folder outside

Dimensions

466.834 mm X 317.5 mm

Colours

Tata Blue and Tata Green

The top 25% of the page is white in colour and the bottom 75% is Tata Blue coloured.

Option 1: Plain Design

Front

TPSODL Composite Mark is placed at the top right of the front side at a distance of 16 mm from the top and 14 mm from the right edge. The width of the unit is 70 mm.

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right of the front side at a distance of 16 mm and 11 mm from the right and bottom edge of the page, respectively. The height of the bolts unit is 15 mm.

Back

TPSODL Composite Mark is placed at the back side. It is centre aligned to the page and is in reverse colour on blue background, 46.5 mm above the bottom edge. The address panel is at a distance of 7 mm from the bottom edge of the logo composite.

Option 2: Pattern Design

Exact same formatting like option 1, with the addition of the spiral bolt design element.

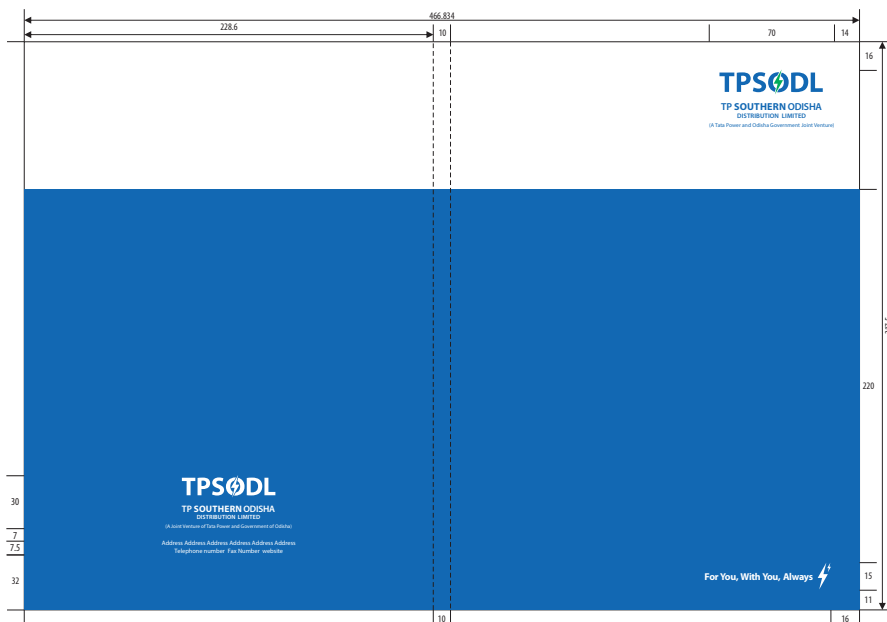
Printing Process

Screen/Offset printing, using special inks to match the defined PANTONE® shade.

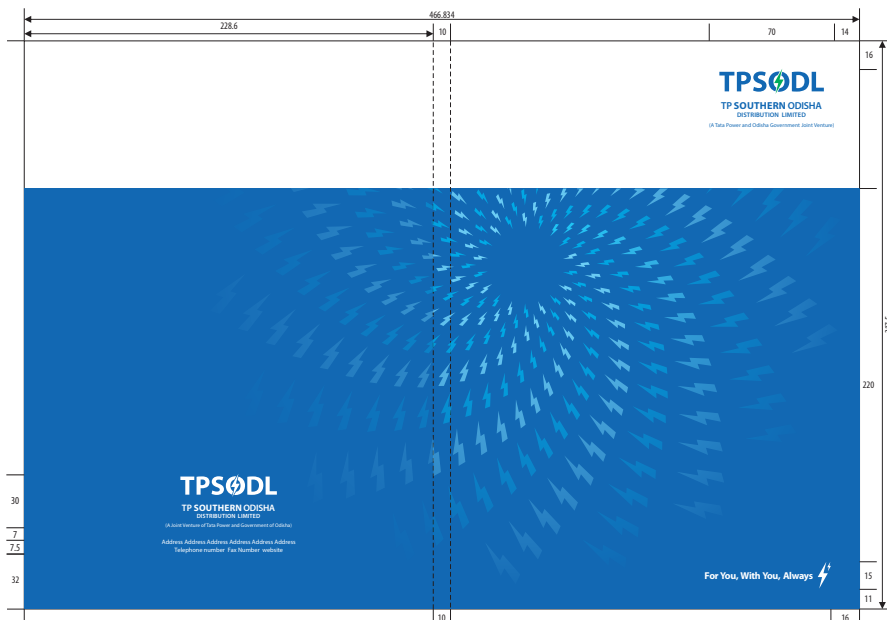
All measurements are indicated in millimeters.

The dotted line is only indicative of the fold, and is not to be printed.

Outside Plain



Outside with Pattern



Corporate Folder outside

Dimensions

466.834 mm X 317.5 mm

Colours

Tata Blue and Tata Green

The top 25% of the page is white in colour and the bottom 75% is Tata Blue coloured.

Option 1: Plain Design

Front

TPSODL Composite Mark is placed at the top right of the front side at a distance of 16 mm from the top and 14 mm from the right edge. The width of the unit is 70 mm.

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right of the front side at a distance of 16 mm and 11 mm from the right and bottom edge of the page, respectively. The height of the bolts unit is 15 mm.

Back

TPSODL Composite Mark is placed at the back side. It is centre aligned to the page and is in reverse colour on blue background, 46.5 mm above the bottom edge. The address panel is at a distance of 7 mm from the bottom edge of the logo composite.

Option 2: Pattern Design

Exact same formatting like option 1, with the addition of the spiral bolt design element.

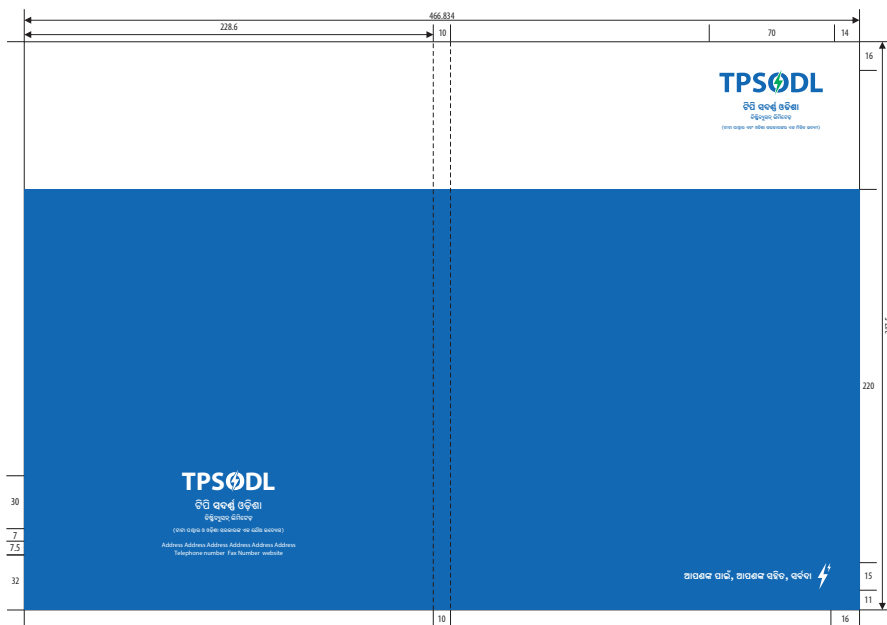
Printing Process

Screen/Offset printing, using special inks to match the defined PANTONE® shade.

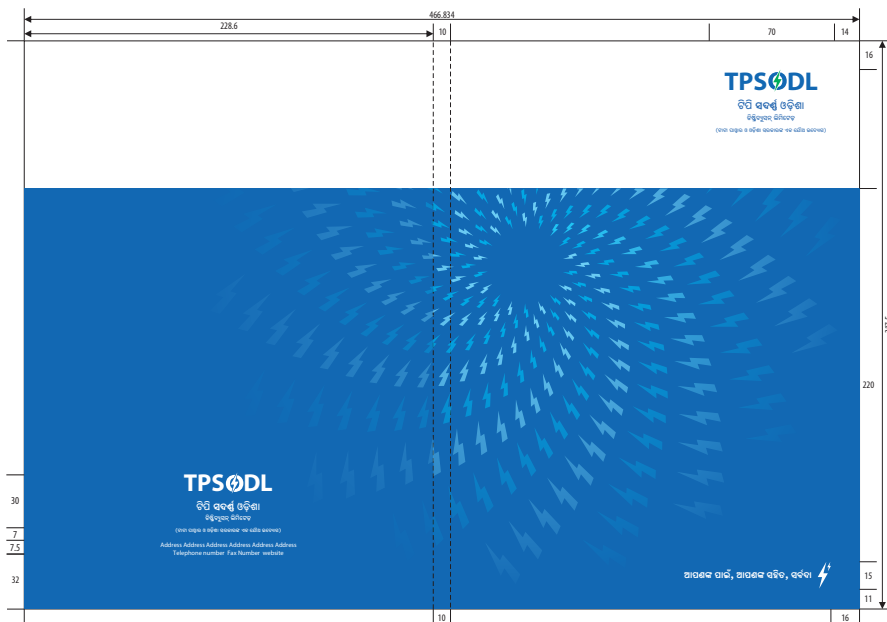
All measurements are indicated in millimeters.

The dotted line is only indicative of the fold, and is not to be printed.

Outside Plain



Outside with Pattern



Corporate Folder inside

Dimensions

466.834 mm X 317.5 mm

Colours

Tata Blue and Tata Green

The top 25% of the page is white in colour and the bottom 75% is Tata Blue coloured.

Option 1: Single Flap

TATA Power DISCOM Brand Line and Bolts Unit is placed at 18.5 mm from the right edge and 13 mm from the bottom edge of the pocket on the right leaf. The height of the bolts unit is 15 mm.

Option 2: Double Flap

TATA Power DISCOM Brand Line and Bolts Unit is placed on both left and right leaf at 18.5 mm from the right edge and 13 mm from the bottom edge of the pockets on each leaf. The height of the bolts units are 15 mm in each.

Printing Process

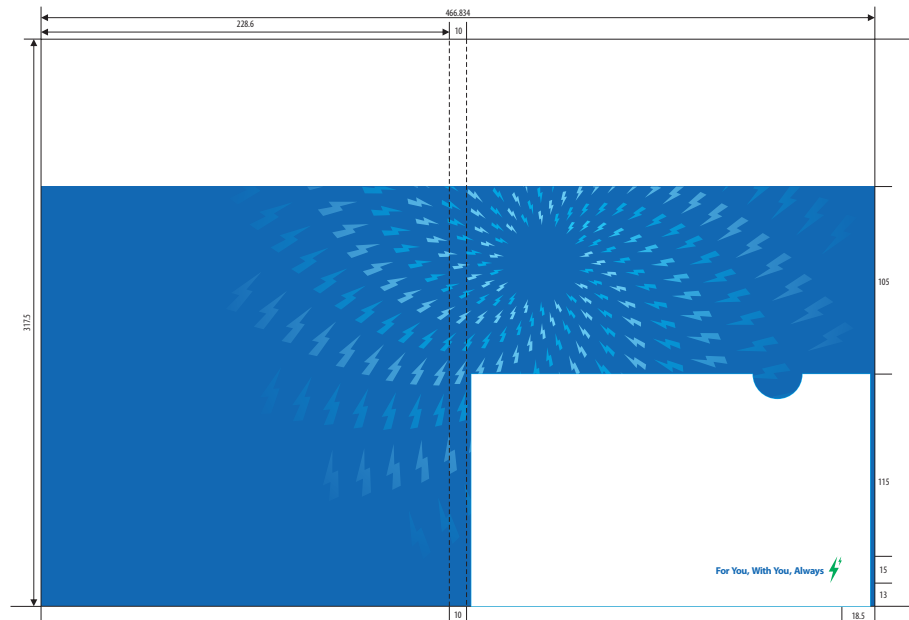
Screen/Offset printing, using special inks to match the defined PANTONE® shade.

All measurements are indicated in millimetres.

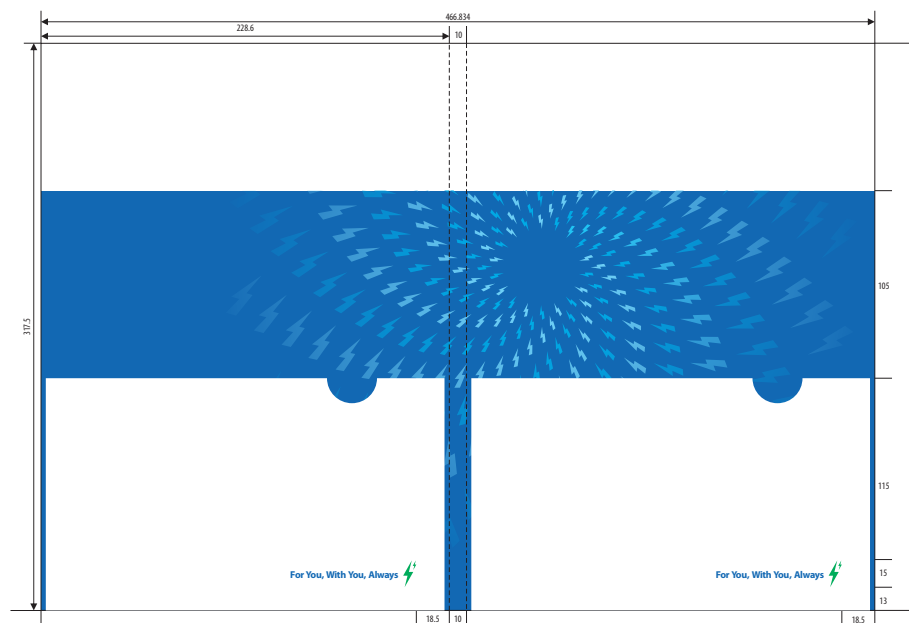
The dotted line is only indicative of the fold, and is not to be printed.

Inside

Single Flap



Double Flap



Corporate Folder inside

Dimensions

466.834 mm X 317.5 mm

Colours

Tata Blue and Tata Green

The top 25% of the page is white in colour and the bottom 75% is Tata Blue coloured.

Option 1: Single Flap

TATA Power DISCOM Brand Line and Bolts Unit is placed at 18.5 mm from the right edge and 13 mm from the bottom edge of the pocket on the right leaf. The height of the bolts unit is 15 mm.

Option 2: Double Flap

TATA Power DISCOM Brand Line and Bolts Unit is placed on both left and right leaf at 18.5 mm from the right edge and 13 mm from the bottom edge of the pockets on each leaf. The height of the bolts units are 15 mm in each.

Printing Process

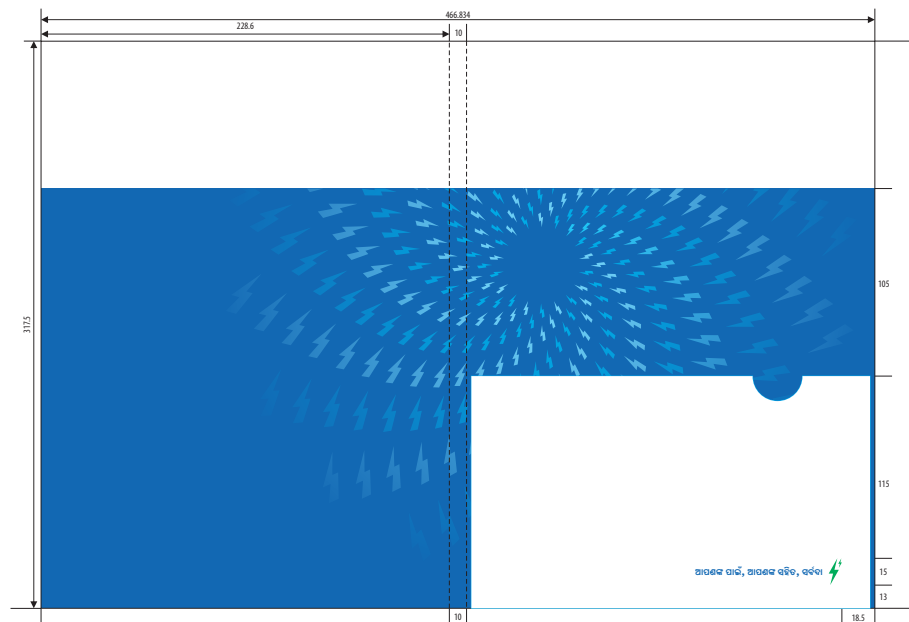
Screen/Offset printing, using special inks to match the defined PANTONE® shade.

All measurements are indicated in millimetres.

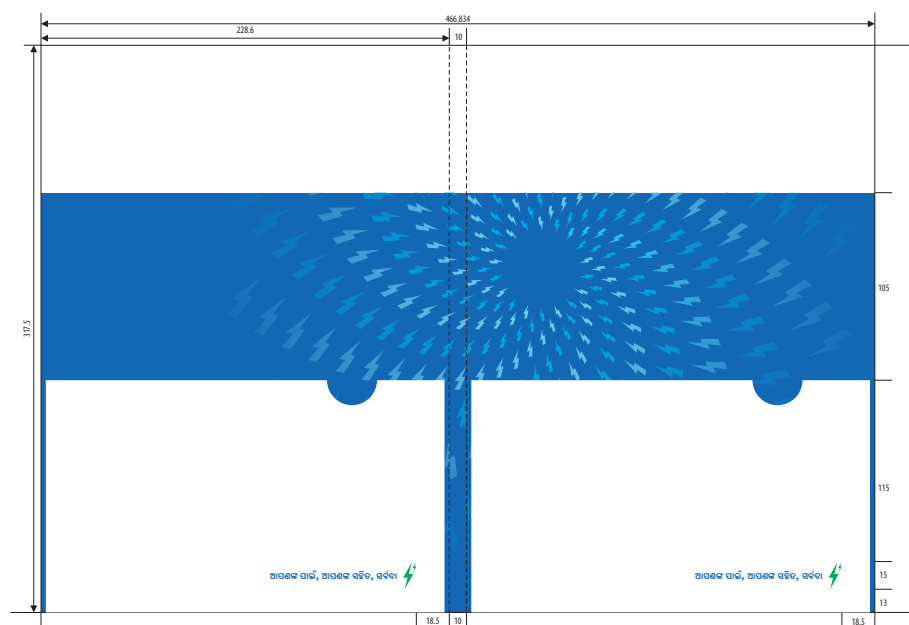
The dotted line is only indicative of the fold, and is not to be printed.

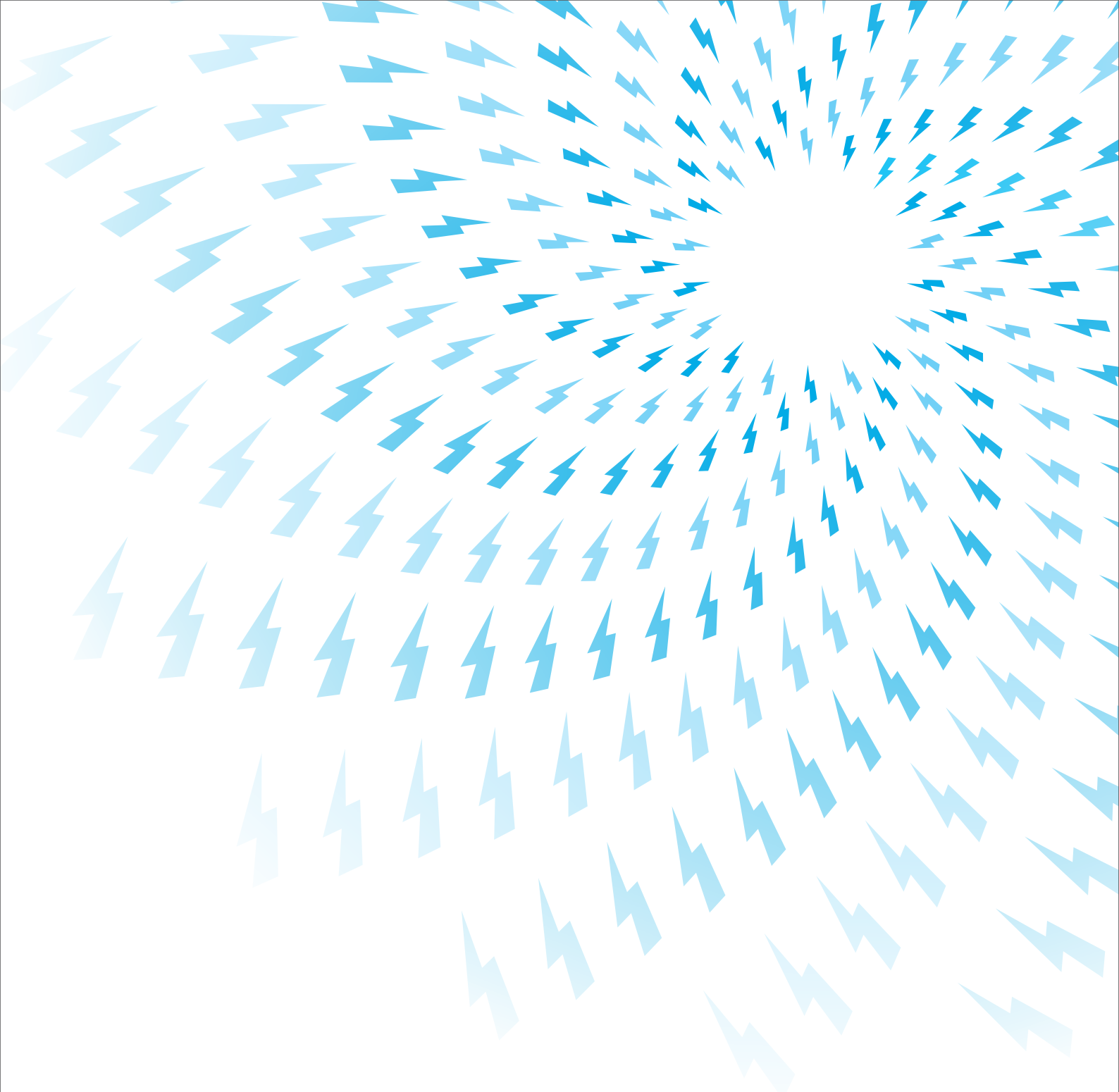
Inside

Single Flap



Double Flap





TPWODL

**TP WESTERN ODISHA
DISTRIBUTION LIMITED**

(A Joint Venture of Tata Power and Government of Odisha)

Corporate Stationery & Collaterals

Correspondence

Business stationery is an important carrier of information relating to the Tata Power DISCOM identity. It informs the recipient of the sender's company name, address, telephone and fax numbers, as well as email and web address. So, all our stationeries like letterheads, envelopes, business cards, and other documents must have a consistent appearance.

Stationery

On Tata Power DISCOM stationery, the Tata Power DISCOM Mark is placed at the top centre. The company's legal name and additional information appear at the bottom centre. The Tata Power DISCOM stationery is a tool for conducting business, and under no circumstances it is to be used for personal use or individual benefit.

Contents

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Corporate Folder	With flap on one side, and flaps on both sides.....	229-232

Business Card

Dimensions

90 mm X 54 mm

Colours

Tata Blue and Tata Green

Front

TPWODL Mark 8 mm in height, centred to the page, 7 mm from the top.

Text - Size, Leading & Placement

Name of person: Centre aligned | Myriad Pro Bold 9 point | Leading of 8.5 point

Company Position

Centre aligned | Myriad Pro Regular 7 point
Leading of 8.5 point

Legal Company Name

Myriad Pro 9 point | Leading 8.5 point | The word 'Western' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 6.5 point | Leading 8.5 point

Address & Contacts

Myriad Pro Regular 6.5 point | Leading 8.5 point, with double word spaces separating information segments. The entire bunch is centre aligned with a total height of 14 mm. There's a distance of 4 mm from the bottom of the texts to the bottom edge of the card.

If required the back side may be used for informations in a second language.

Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

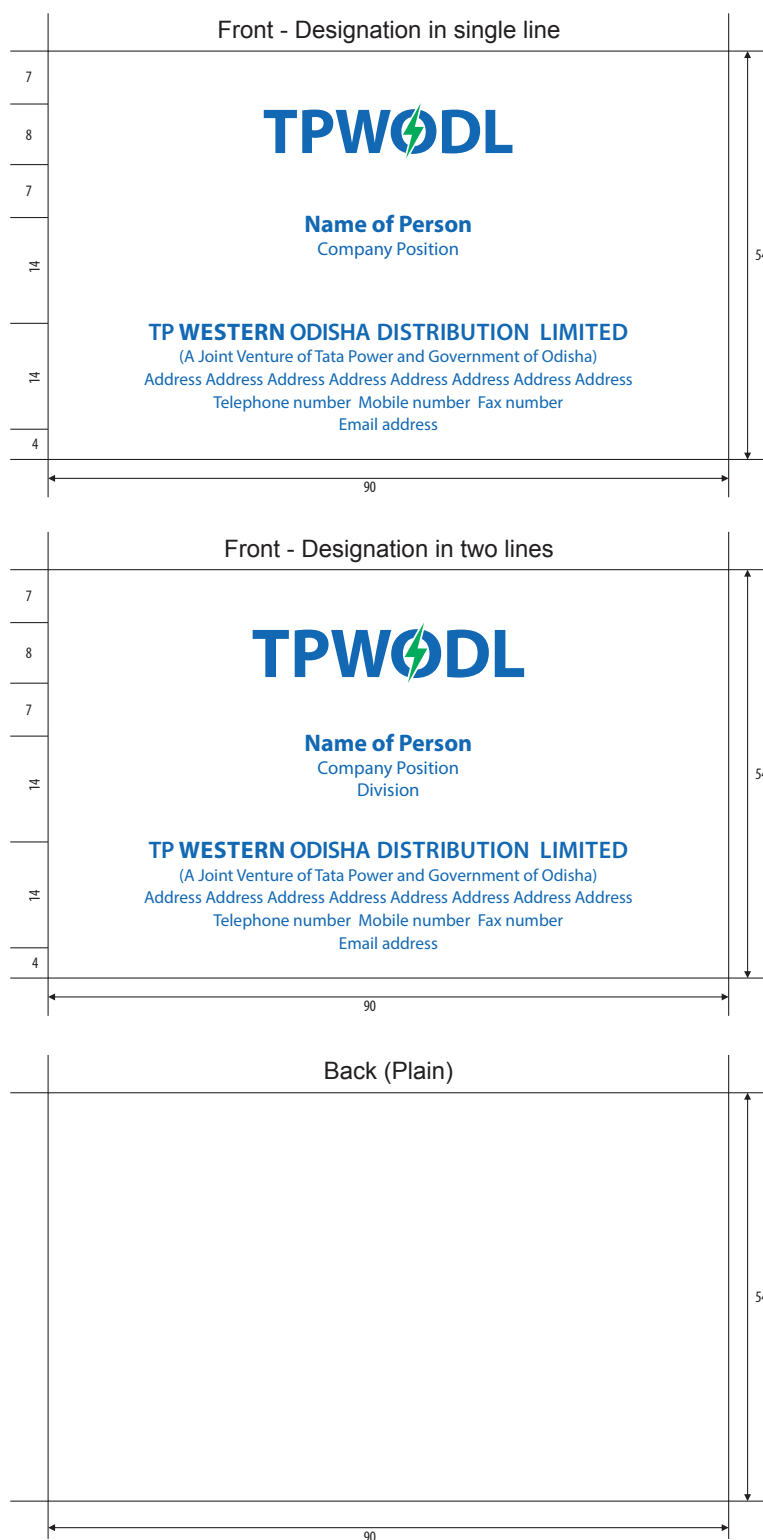
Paper

Galgo Embossed Linen White 220 gsm

Electronic Signatures

When using e-communication tools such as the e-mail, the same information from the business card is to be used in the same order and style.

All measurements on this page are indicated in millimetres.



Letterhead

Dimensions

210 mm X 297 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPWODL Mark 14 mm in height, centred to the page, 14.5 mm from the top.

TPWODL Address Panel 3+13 mm in height, centred to the page, 10 mm from the bottom.

Foldmark dot, placed 6 mm from the left and 99 mm from the top of the page.

Legal Company Name

Myriad Pro 12.5 point | Leading 11.66 point | The word 'Western' denoting region of the centre should be in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address & Contacts

Before paragraph space of 3.5 point | Myriad Pro Regular 8 point | Leading 14.4 point, with double word spaces separating information segments.

Body Text Specifications

Arial/Times New Roman 11 point, leading 13 point, ranged left 35 mm, first line on 53 mm baseline from top of the page. Subject headings in bold font.

Paragraphs separated by one line space. Four spaces between close of letter and the sender's name.

Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.

A4 size

The diagram illustrates the A4 size letterhead template with dimensions in millimeters. The overall dimensions are 210 mm width and 297 mm height. The layout includes a header section with the TPWODL logo (14 mm height, 14.5 mm from top) and a series of text fields for the addressee (Name, Department, Company, No. Name of Street, City, Country). The body text is separated by one line space, with four spaces between the close of the letter and the sender's name. The footer section contains the TP WESTERN ODISHA DISTRIBUTION LIMITED logo and contact information (Address, Telephone number, Fax Number, e-mail address). Dimensions are indicated for various sections: 6 mm for the left margin, 29 mm for the top margin, 25 mm for the right margin, 14.5 mm for the logo height, 14 mm for the logo width, 24 mm for the address panel height, 8 mm for the address panel width, 52.5 mm for the address panel height, 28 mm for the address panel width, 3 mm for the footer height, 25 mm for the footer width, 10 mm for the footer height, and 210 mm for the overall width.

6 29 25

14.5 14 24 8 52.5 28 3 25 10 210

TPWODL

Name of Addressee
Department Name
Company Name
No. Name of Street
City
Country

00 Month, 2023

Dear Mr Addressee

Subject Headings

Presentation of letters is an important part of corporate identity. The letter style requires the type ranged left 35 mm from the left hand edge of the paper and minimum line length of 150 mm

Ranged left 35 mm with first line on 53 mm baseline from top of page.
Point size 11pt on 13 pt leading.

Paragraphs separated by one line space, two spaces between date and addressee name, 4 spaces between close and senders name.

Yours sincerely

Name of person

TP WESTERN ODISHA DISTRIBUTION LIMITED
(A Joint Venture of Tata Power and Government of Odisha)
Address Address Address Address Address Address Address Address Address
Telephone number Fax Number e-mail address

Letterhead

Dimensions

210 mm X 297 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPWODL Mark 14 mm in height, centred to the page, 14.5 mm from the top.

TPWODL Address Panel 3+13 mm in height, centred to the page, 10 mm from the bottom.

Foldmark dot, placed 6 mm from the left and 99 mm from the top of the page.

Legal Company Name

Myriad Pro 12.5 point | Leading 11.66 point | The word 'Western' denoting region of the centre should be in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address & Contacts

Before paragraph space of 3.5 point | Myriad Pro Regular 8 point | Leading 14.4 point, with double word spaces separating information segments.

Body Text Specifications

Arial/Times New Roman 11 point, leading 13 point, ranged left 35 mm, first line on 53 mm baseline from top of the page. Subject headings in bold font.

Paragraphs separated by one line space. Four spaces between close of letter and the sender's name.

Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.

A4 size

The diagram illustrates the A4 size letterhead layout with dimensions in millimeters. The overall dimensions are 210 mm width and 297 mm height. The layout includes a header section with the TPWODL logo (14 mm height, 14.5 mm from top) and a series of text fields for the addressee (Name, Department, Company, Street, City, Country), date (00 Month, 2023), and salutation (Dear Mr Addressee). The main body contains subject headings and paragraphs, with specific guidelines for line spacing and alignment. The footer section includes the sender's name (Name of person) and contact information (Address, Telephone number, Fax Number, e-mail address). Dimensions for margins and text placement are indicated throughout the diagram.

6 29 25

14.5 14 24 8

52.5 28

210

3 25 10

TPWODL

Name of Addressee
Department Name
Company Name
No. Name of Street
City
Country

00 Month, 2023

Dear Mr Addressee

Subject Headings

Presentation of letters is an important part of corporate identity. The letter style requires the type ranged left 35 mm from the left hand edge of the paper and minimum line length of 150 mm

Ranged left 35 mm with first line on 53 mm baseline from top of page.
Point size 11pt on 13 pt leading.

Paragraphs separated by one line space, two spaces between date and addressee name, 4 spaces between close and senders name.

Yours sincerely

Name of person

ତିପ୍ପଣୀ: ଉପରୋକ୍ତ ଡିଜାଇନ୍ ଓ ଟାଇପୋଗ୍ରାଫି ଟିପ୍ପଣୀଗୁଡ଼ିକ ଉପଯୋଗୀ ଅଟେ।
(ଗୋଟିଏ ପାଞ୍ଜିର ଓ ଟାଇପୋଗ୍ରାଫି ଟିପ୍ପଣୀଗୁଡ଼ିକ ଉପଯୋଗୀ ଅଟେ)

Address Address Address Address Address Address Address Address Address Address
Telephone number Fax Number e-mail address

Dimensions

Dimensions

Colours

Text - Size, Leading & Placement

Foldmark dot, placed 6 mm from the left and 70 mm from the top of the page.

Legal Company Name

Myriad Pro 10 point | Leading 10 point | The word 'Western' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 10 point

Address & Contacts

Before paragraph space of 3 point | Myriad Pro
Regular 8 point | Leading 10 point, with double
word spaces separating information segments.

Body Text Specifications

Arial/Times New Roman 11 point, leading 13 point, ranged left 25 mm, first line on 35 mm baseline from top of the page. Subject headlines in bold font.

Paragraphs separated by one line space.
Four spaces between close of letter and the sender's name.

Printing Process

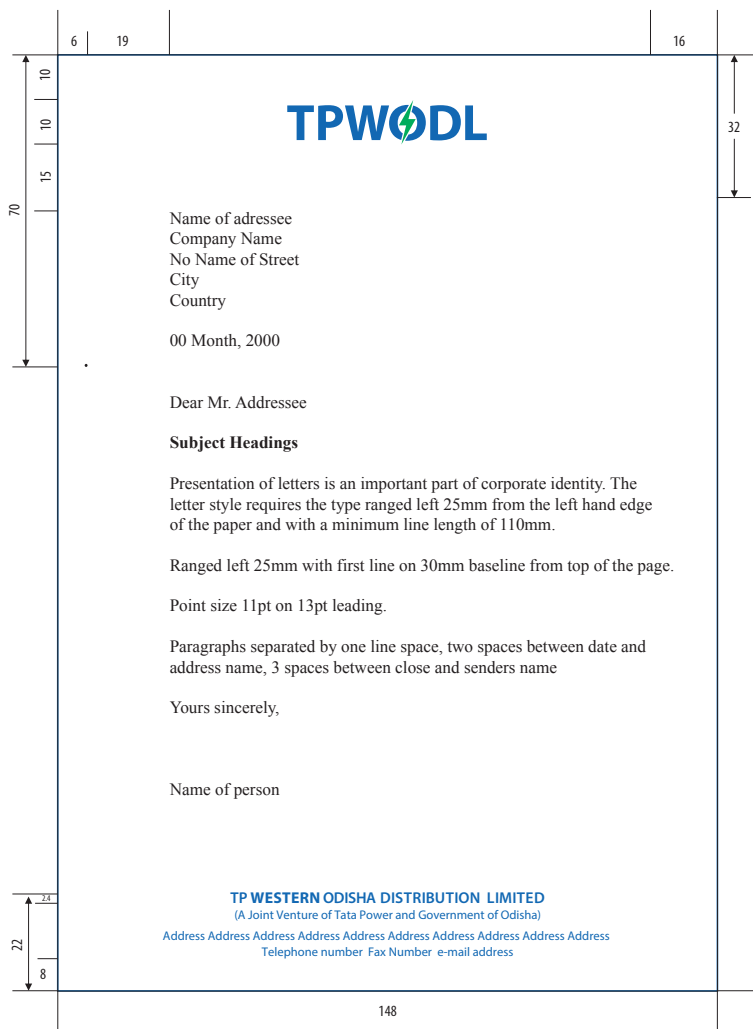
Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine
Superprint 100 gsm.

All measurements are indicated in millimetres.

A5 size



Personalised Letterhead

Dimensions

210 mm X 297 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPWODL Mark 14 mm in height, centred to the page, 14.5 mm from the top.

TPWODL Address Panel 3+13 mm in height, centred to the page, 10 mm from the bottom.

Foldmark dot, placed 6 mm from the left and 99 mm from the top of the page.

Name of the Person

Myriad Pro Bold 10 point | Leading 12 point ranged 25 mm from right of the page and 52.5 mm from top of the page.

Company Position

Centre aligned | Myriad Pro Regular 8 point | Leading of 12 point

Legal Company Name

Myriad Pro Regular 12.5 point | Leading 11.66 point | The word 'Western' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address & Contacts

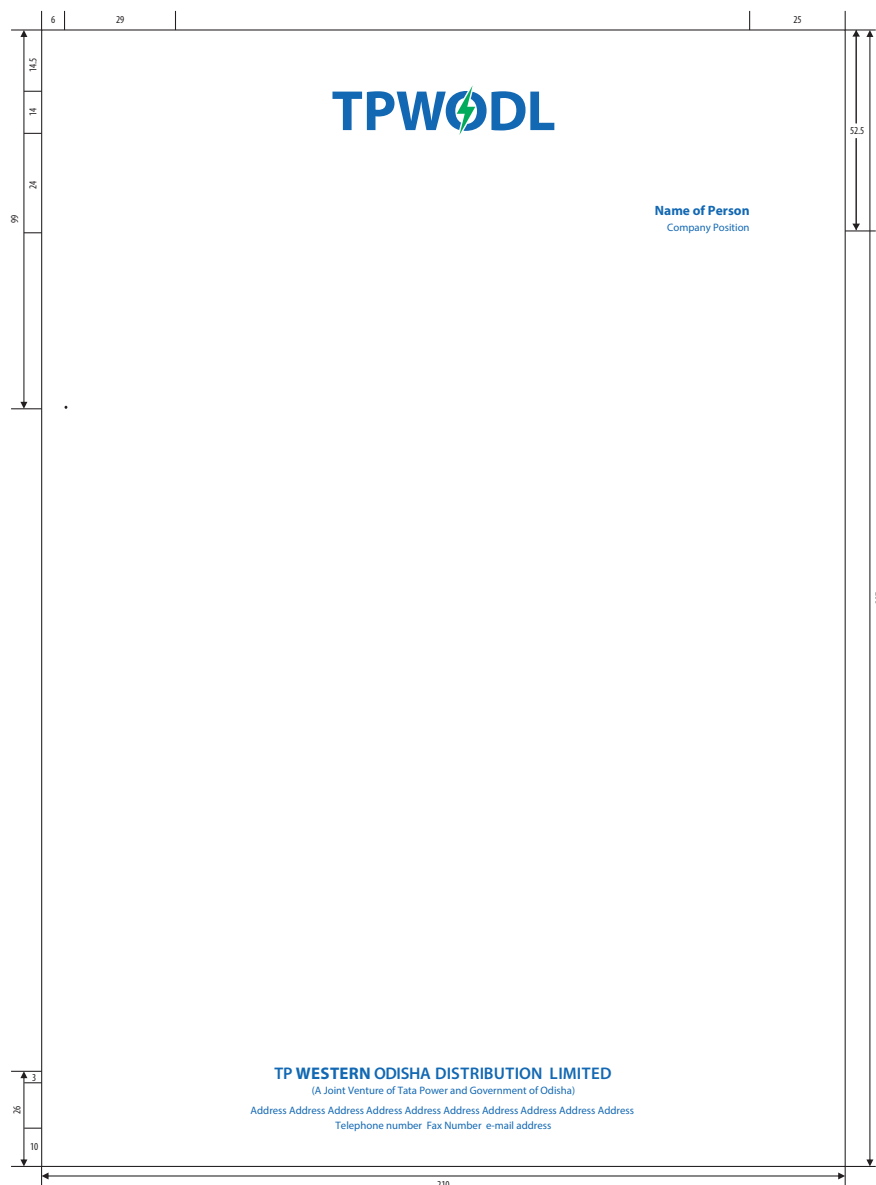
Before paragraph space of 3.5 point | Myriad Pro Regular 8 point | Leading 14.4 point, with double word spaces separating information segments.

Body Text Specifications

Arial/Times New Roman 11 point, leading 13 point, ranged left 35 mm, first line on 53mm baseline from top of the page. Subject headings in bold font.

Paragraphs separated by one line space. Four spaces between close of letter and the sender's name.

A4 size



Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100gsm.

All measurements are indicated in millimetres.

Personalised Letterhead

Dimensions

210 mm X 297 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPWODL Mark 14 mm in height, centred to the page, 14.5 mm from the top.

TPWODL Address Panel 3+13 mm in height, centred to the page, 10 mm from the bottom.

Foldmark dot, placed 6 mm from the left and 99 mm from the top of the page.

Name of the Person

Myriad Pro Bold 10 point | Leading 12 point ranged 25 mm from right of the page and 52.5 mm from top of the page.

Company Position

Centre aligned | Myriad Pro Regular 8 point | Leading of 12 point

Legal Company Name

Myriad Pro Regular 12.5 point | Leading 11.66 point | The word 'Western' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address & Contacts

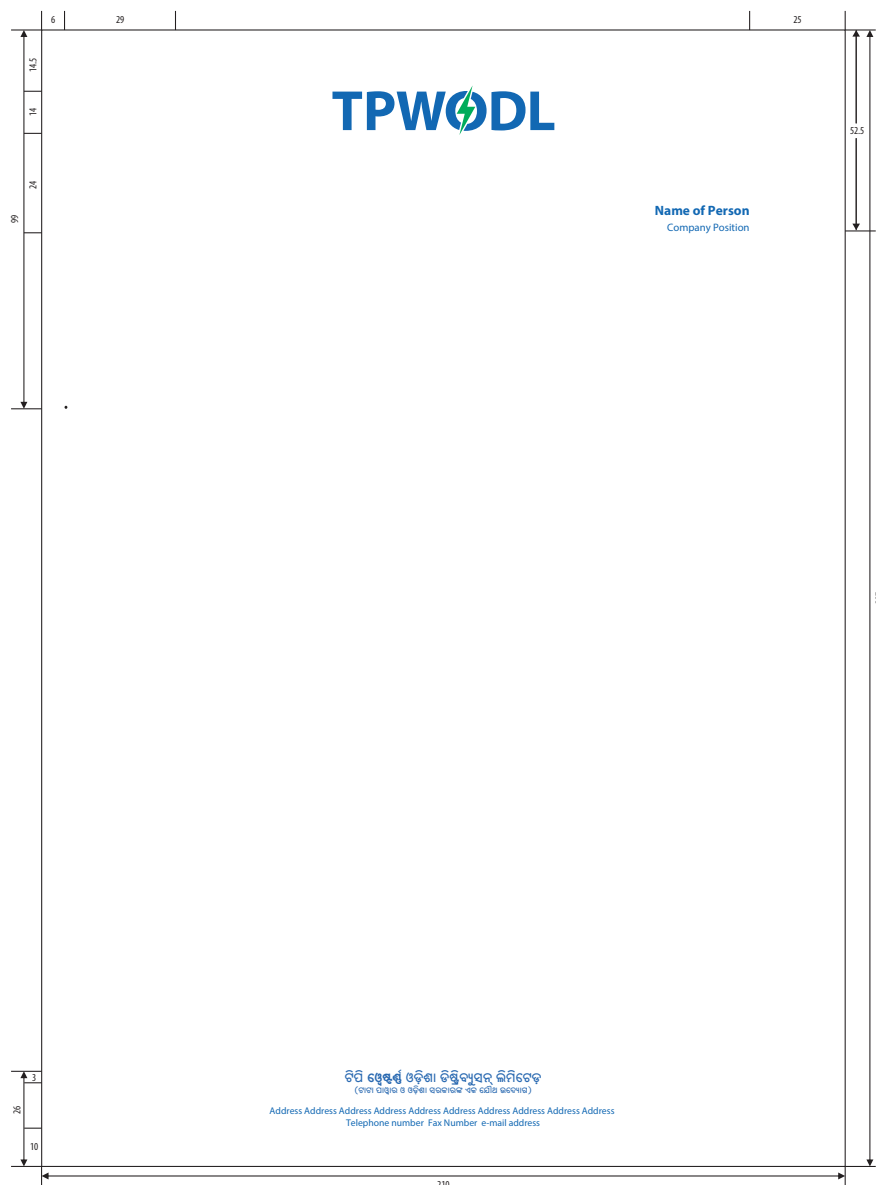
Before paragraph space of 3.5 point | Myriad Pro Regular 8 point | Leading 14.4 point, with double word spaces separating information segments.

Body Text Specifications

Arial/Times New Roman 11 point, leading 13 point, ranged left 35 mm, first line on 53mm baseline from top of the page. Subject headings in bold font.

Paragraphs separated by one line space. Four spaces between close of letter and the sender's name.

A4 size



Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100gsm.

All measurements are indicated in millimetres.

Personalised Letterhead

Dimensions

148 mm X 210 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPWODL Mark 10 mm in height, centred to the page, 10 mm from the top.

TPWODL Address Panel 2.4+11.6 mm in height, centred to the page, 8 mm from the bottom.

Foldmark dot, placed 6 mm from the left and 70 mm from the top of the page.

Name of the Person

Myriad Pro Bold 10 point | Leading 12 point
ranged 16 mm from right of the page and 32 mm from top of the page.

Legal Company Name

Myriad Pro 10 point | Leading 10 point | The word 'Western' denoting region of the centre should be in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 10 point

Address & Contacts

Before paragraph space of 3 point | Myriad Pro Regular 8 point | Leading 10 point, with double word spaces separating information segments.

Body Text Specifications

Arial/Times New Roman 11 point, leading 13 point, ranged left 25 mm, first line on 35mm baseline from top of the page. Subject headlines in bold font.

Paragraphs separated by one line space.

Four spaces between close of letter and the sender's name.

Printing Process

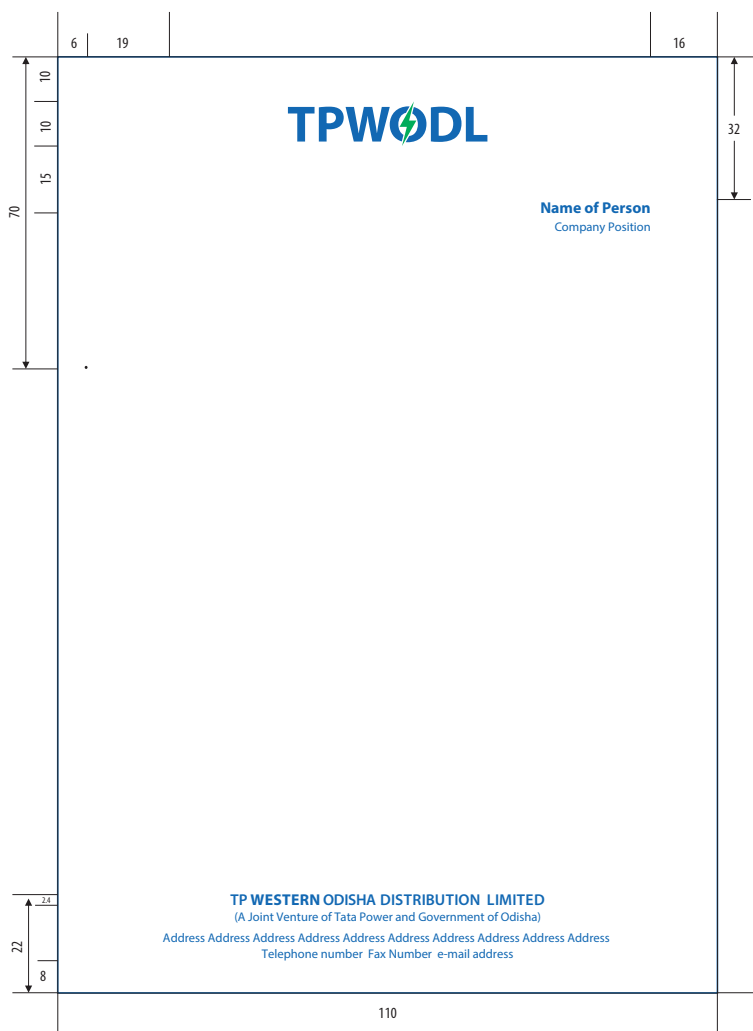
Screen / offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.

A5 size



Continuation Sheet

Continuation Sheet

Dimensions

210 mm X 297 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPWODL Mark 14 mm in height, centred to the page, 14.5 mm from the top.

Foldmark dot, placed 6 mm from the left and 99 mm from the top of the page.

Printing Process

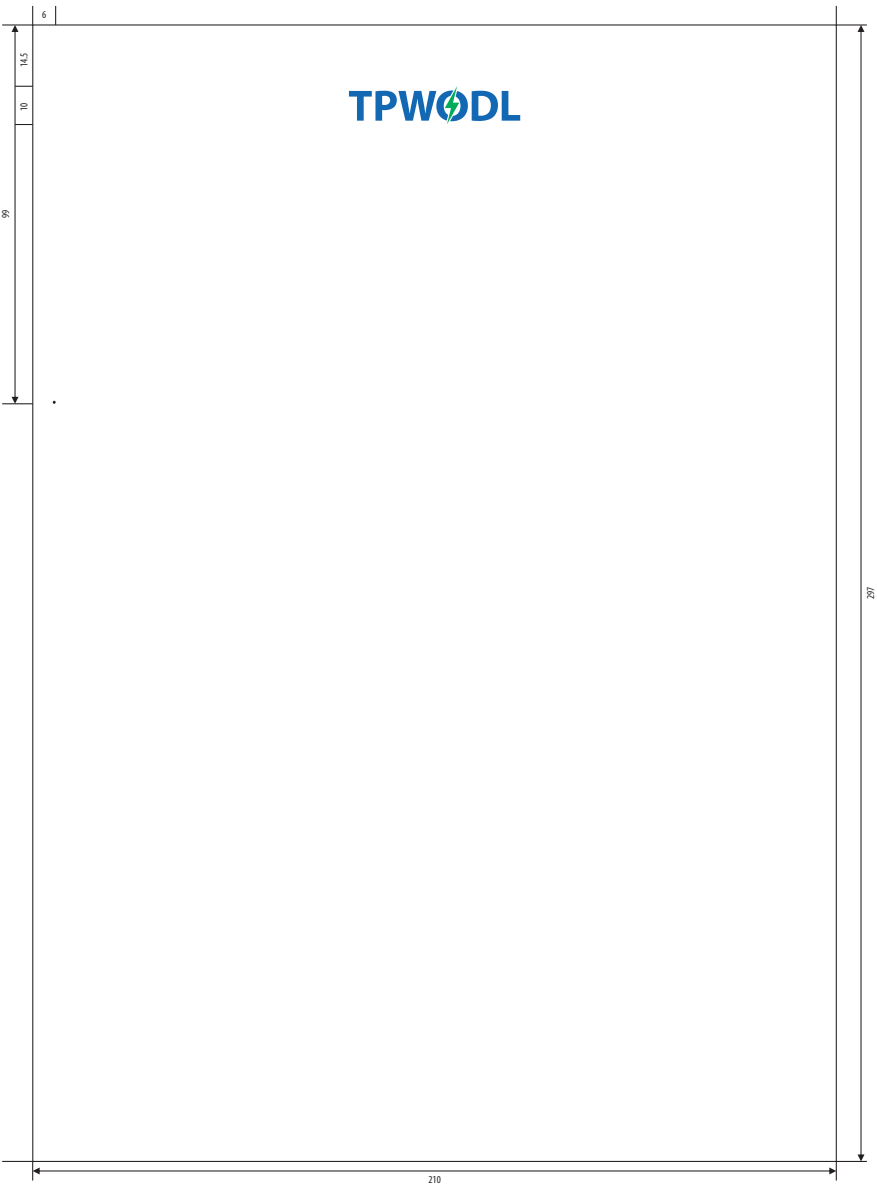
Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or
Sunshine Superprint 100 gsm.

All measurements are indicated
in millimetres.

A4 size



Press Release - Colour

Dimensions

210 mm X 297 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPWODL Mark with the full form and the JV line is right-aligned to the page, 26 mm in height, and 10 mm from the top and right edge of the page.

Tata Power DISCOM Brand Line and Bolts Unit is placed 6 mm from the bottom edge and 8 mm from the right edge of the page. The total height of the unit is 12 mm.

Tata Power DISCOM Blue Strip

A 4 mm blue strip occupies the bottom edge of the page.

Press Release Lettering

Myriad Pro Bold 12.5 point | Leading 20 point appears on solid black block

For Immediate Use Lettering

Myriad Pro Regular 12 point | Leading 20 point

Body Text Times New Roman, 11 point. First line at 73 mm baseline from top of the page. Subject heading Times New Roman bold.

Paragraph Formatting separated by single line space. Double line space between date and addressee name. Four line space between close and senders' name.

Printing Process

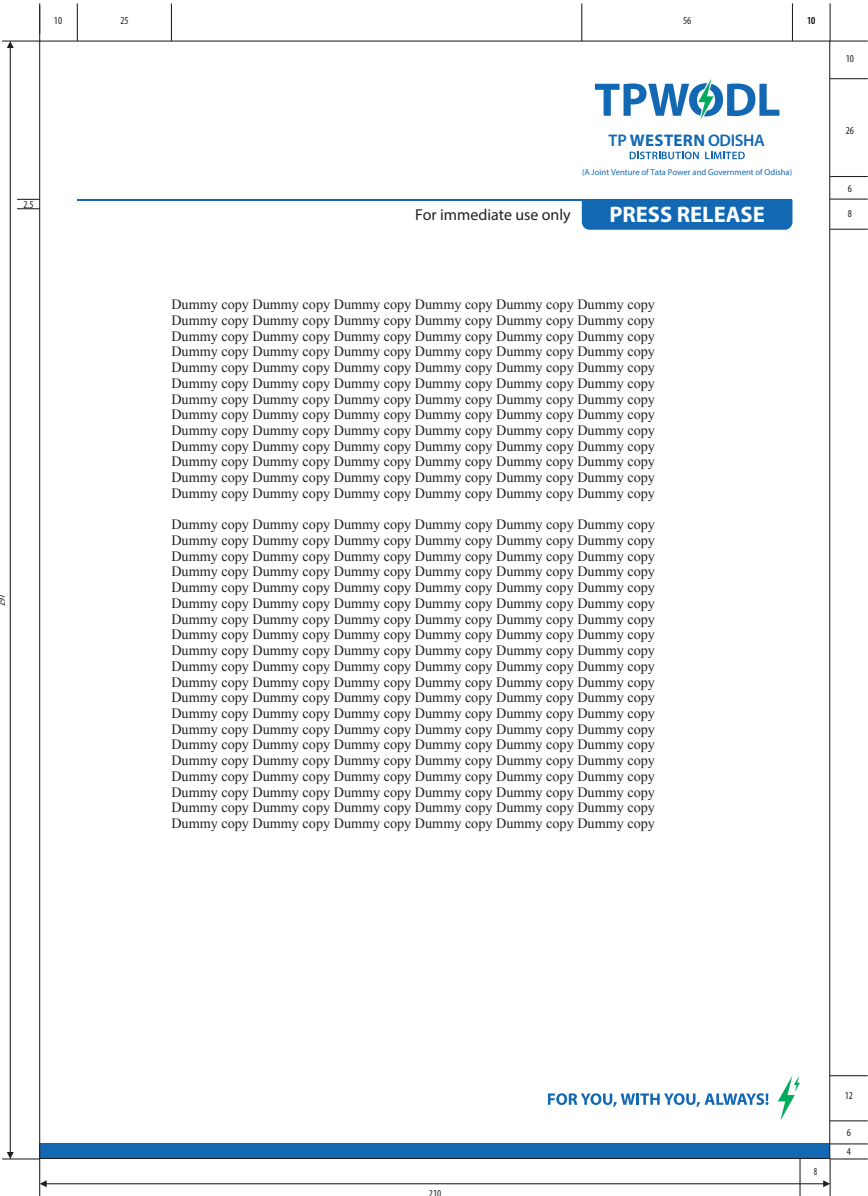
Screen / offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.

A4 size



Press Release - Black & White

Dimensions

210 mm X 297 mm

Colours

Black - Solid and Halftone

Text - Size, Leading & Placement

TPWODL Mark with the full form and the JV line is right-aligned to the page, 26mm in height, and 10mm from the top and right edge of the page.

Tata Power DISCOM Brand Line and Bolts Unit will be placed 6 mm from the bottom edge and 8 mm from the right edge of the page. The total height of the unit will be 12 mm.

Tata Power DISCOM Blue Strip

A 4 mm black strip occupies the bottom edge of the page.

Press Release Lettering: Myriad Pro Bold 12.5 point | Leading 20 point appears on solid black block

For Immediate Use Lettering

Myriad Pro Regular 12 point | Leading 20 point

Body Text Times New Roman, 11 point. First line at 73 mm baseline from top of the page. Subject heading Times New Roman bold.

Paragraph Formatting separated by single line space. Double line space between date and addressee name. Four line space between close and senders' name

Printing Process

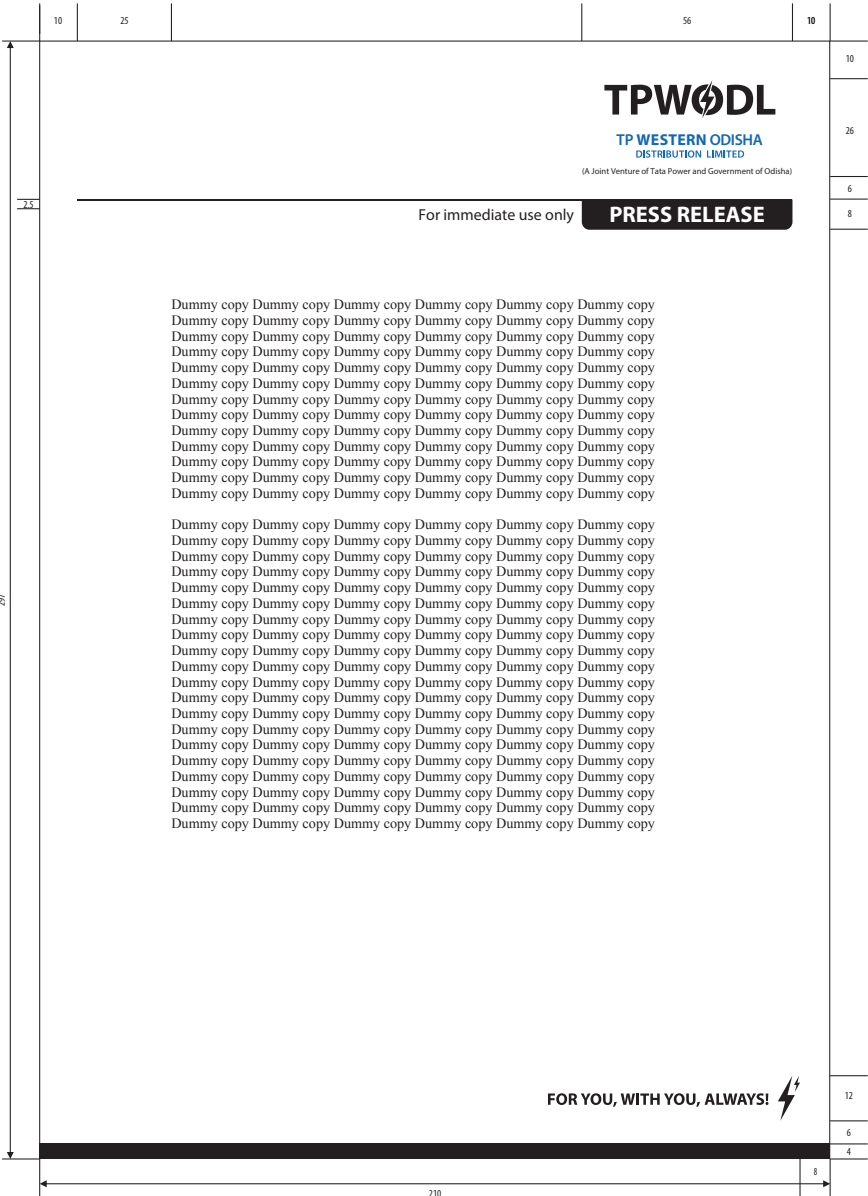
Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.

A4 size



Press Release - Black & White

Dimensions

210 mm X 297 mm

Colours

Black - Solid and Halftone

Text - Size, Leading & Placement

TPWODL Mark with the full form and the JV line is right-aligned to the page, 26mm in height, and 10mm from the top and right edge of the page.

Tata Power DISCOM Brand Line and Bolts Unit will be placed 6 mm from the bottom edge and 8 mm from the right edge of the page. The total height of the unit will be 12 mm.

Tata Power DISCOM Blue Strip

A 4 mm black strip occupies the bottom edge of the page.

Press Release Lettering: Myriad Pro Bold 12.5 point | Leading 20 point appears on solid black block

For Immediate Use Lettering

Myriad Pro Regular 12 point | Leading 20 point

Body Text Times New Roman, 11 point. First line at 73 mm baseline from top of the page. Subject heading Times New Roman bold.

Paragraph Formatting separated by single line space. Double line space between date and addressee name. Four line space between close and senders' name

Printing Process

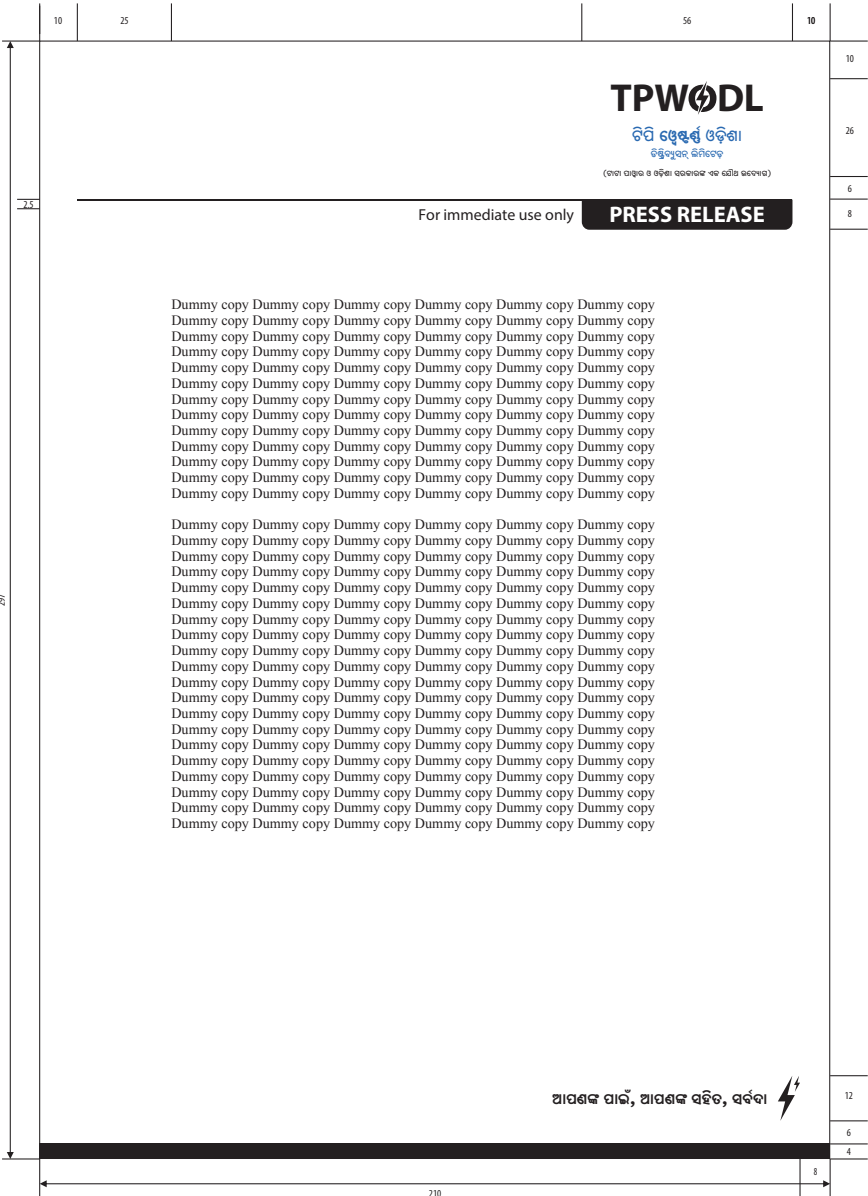
Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.

A4 size



Envelope without window

Dimensions

4.25" X 9.25"

(107.95 mm X 234.95 mm)

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPWODL Mark is 10 mm in height and is placed 12 mm from top and left edges of the envelope. The legal company name unit must be 9 mm to its right.

Legal Company Name

Myriad Pro 11 point | Leading 11 point | The word 'Western' denoting region of the centre should be in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or
Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Envelope without window

Dimensions

4.25" X 9.25"

(107.95 mm X 234.95 mm)

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPWODL Mark is 10 mm in height and is placed 12 mm from top and left edges of the envelope. The legal company name unit must be 9 mm to its right.

Legal Company Name

Myriad Pro 11 point | Leading 11 point | The word 'Western' denoting region of the centre should be in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

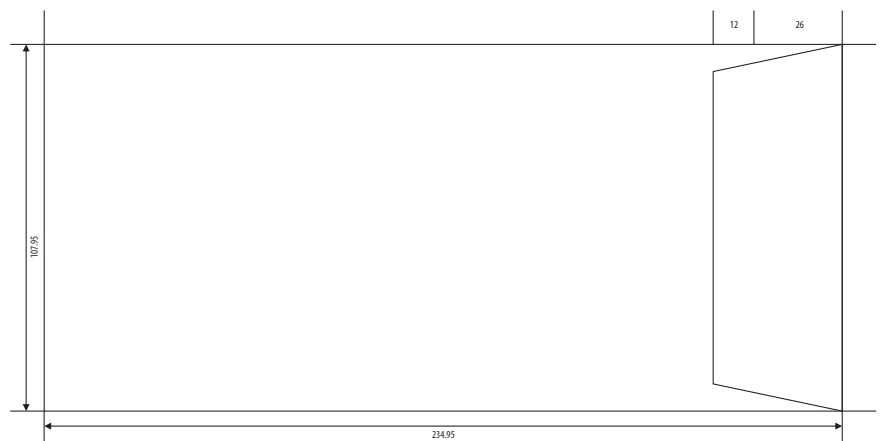
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or
Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Envelope without window

Dimensions

4.25" X 9.25"

(107.95 mm X 234.95 mm)

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPWODL Mark is 10 mm in height and is placed 12 mm from top and left edges of the envelope. The legal company name unit must be 9 mm to its right.

Legal Company Name

Myriad Pro 11 point | Leading 12 point | The word 'Western' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

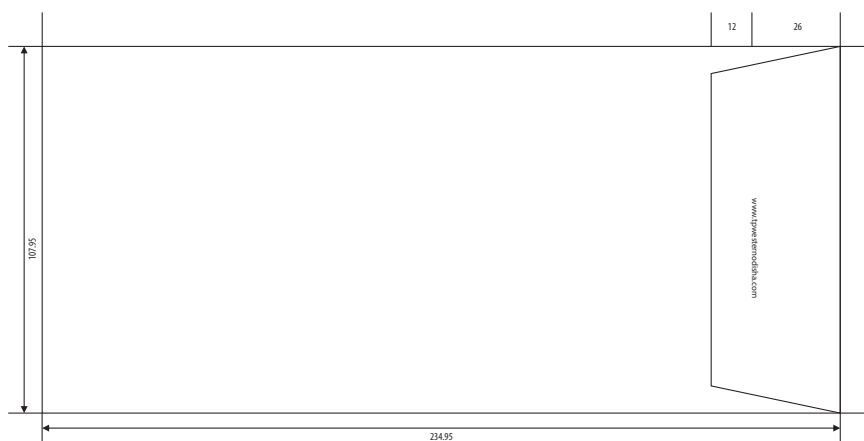
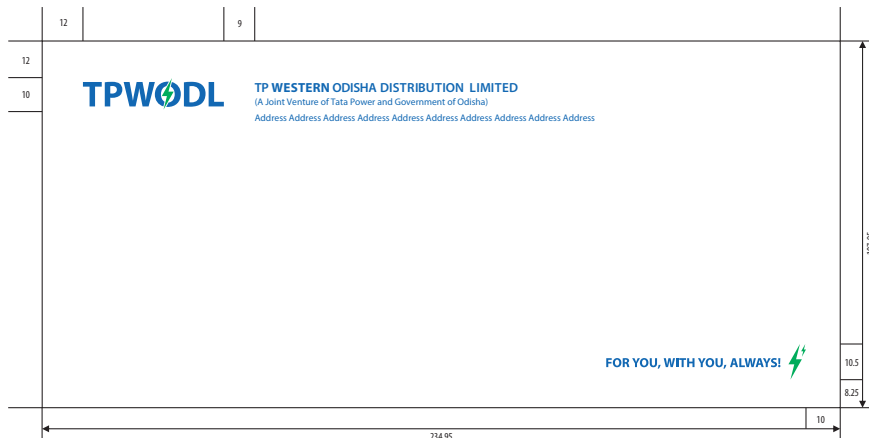
Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

Tata Power DISCOM Brand Line and Bolts Unit will be placed 8.25 mm from the bottom edge and 10 mm from the right edge of the page. The total height of the unit will be 10.5 mm.

Tata Power DISCOM Web Address

Myriad Pro 8 point, leading 10 point, placed at the back flap of the envelope, centred and 12 mm from the bottom of the flap.



Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.

Envelope without window

Dimensions

4.25" X 9.25"

(107.95 mm X 234.95 mm)

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPWODL Mark is 10 mm in height and is placed 12 mm from top and left edges of the envelope. The legal company name unit must be 9 mm to its right.

Legal Company Name

Myriad Pro 11 point | Leading
12 point | The word 'Western'
denoting region of the centre is
in bold, while the rest of it is
in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading
11 point

Address & Contacts

Myriad Pro Regular 8 point | Leading
11 point, with double word spaces
separating information segments.

Tata Power DISCOM Brand Line and Bolts Unit

will be placed 8.25 mm
from the bottom edge and 10 mm
from the right edge of the page.
The total height of the unit will
be 10.5 mm.

Tata Power DISCOM Web Address

Myriad Pro 8 point, leading
10 point, placed at the back flap of
the envelope, centred and 12 mm
from the bottom of the flap.



Printing Process

Screen/offset, using special inks to
match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or
Sunshine Superprint 100 gsm.

All measurements are indicated
in millimetres.

Envelope with window

Dimensions

4.25" X 9.25"

(107.95 mm X 234.95 mm)

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPWODL Mark is 10 mm in height and is placed 12 mm from top and left edges of the envelope. The legal company name unit must be 9 mm to its right.

Legal Company Name

Myriad Pro 11 point | Leading
12 point | The word 'Western'
denoting region of the centre is
in bold, while the rest of it is
in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading
11 point

Address & Contacts

Myriad Pro Regular 8 point | Leading
11 point, with double word spaces
separating information segments.

Window

The window will be 30 mm from the
left edge and 12 mm from the base
of the envelope. The height and
width of the window will be 36 mm
and 110mm respectively.

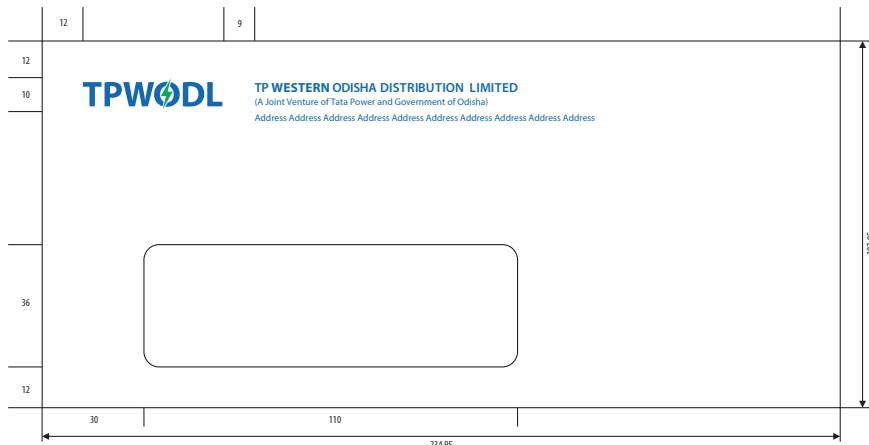
Printing Process

Screen/offset, using special inks to
match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or
Sunshine Superprint 100 gsm.

All measurements are indicated
in millimetres.



Envelope with window

Dimensions

4.25" X 9.25"

(107.95 mm X 234.95 mm)

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPWODL Mark is 10 mm in height and is placed 12 mm from top and left edges of the envelope. The legal company name unit must be 9 mm to its right.

Legal Company Name

Myriad Pro 11 point | Leading
12 point | The word 'Western'
denoting region of the centre is
in bold, while the rest of it is
in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading
11 point

Address & Contacts

Myriad Pro Regular 8 point | Leading
11 point, with double word spaces
separating information segments.

Window

The window will be 30 mm from the
left edge and 12 mm from the base
of the envelope. The height and
width of the window will be 36 mm
and 110mm respectively.

Printing Process

Screen/offset, using special inks to
match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or
Sunshine Superprint 100 gsm.

All measurements are indicated
in millimetres.



Envelope with window

Dimensions

4.25" X 9.25"

(107.95 mm X 234.95 mm)

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPWODL Mark is 10 mm in height and is placed 12 mm from top and left edges of the envelope. The legal company name unit must be 9 mm to its right.

Legal Company Name

Myriad Pro 11 point | Leading
12 point | The word 'Western'
denoting region of the centre is
in bold, while the rest of it is
in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading
11 point

Address & Contacts

Myriad Pro Regular 8 point | Leading
11 point, with double word spaces
separating information segments.

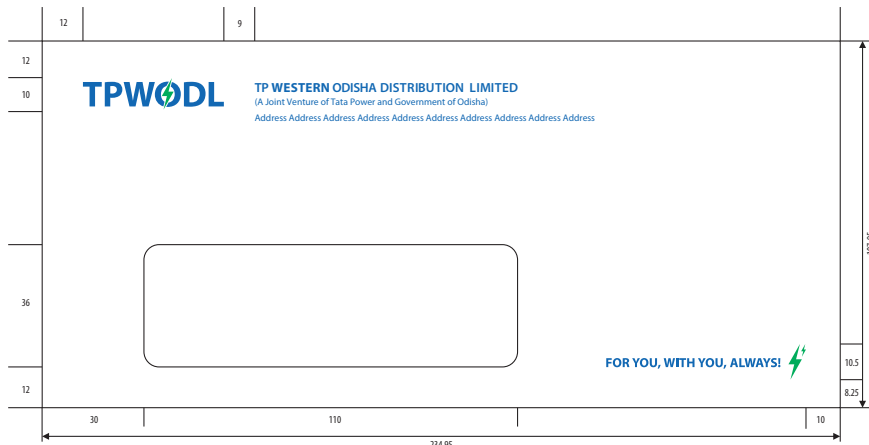
**Tata Power DISCOM Brand Line and
Bolts Unit** is placed 8.25 mm from
the bottom edge and 10 mm from
the right edge of the page. The total
height of the unit is 10.5 mm.

Tata Power DISCOM Web Address

Myriad Pro 8 point, leading
10 point, placed at the back flap of
the envelope, centred and 12 mm
from the bottom of the flap.

Window

The window will be 30 mm from the
left edge and 12 mm from the base
of the envelope. The height and
width of the window will be 36mm
and 110 mm respectively.



Printing Process

Screen/offset, using special inks to
match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or
Sunshine Superprint 100 gsm.

All measurements are indicated
in millimetres.

Envelope with window

Dimensions

4.25" X 9.25"

(107.95 mm X 234.95 mm)

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPWODL Mark is 10 mm in height and is placed 12 mm from top and left edges of the envelope. The legal company name unit must be 9 mm to its right.

Legal Company Name

Myriad Pro 11 point | Leading
12 point | The word 'Western'
denoting region of the centre is
in bold, while the rest of it is
in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading
11 point

Address & Contacts

Myriad Pro Regular 8 point | Leading
11 point, with double word spaces
separating information segments.

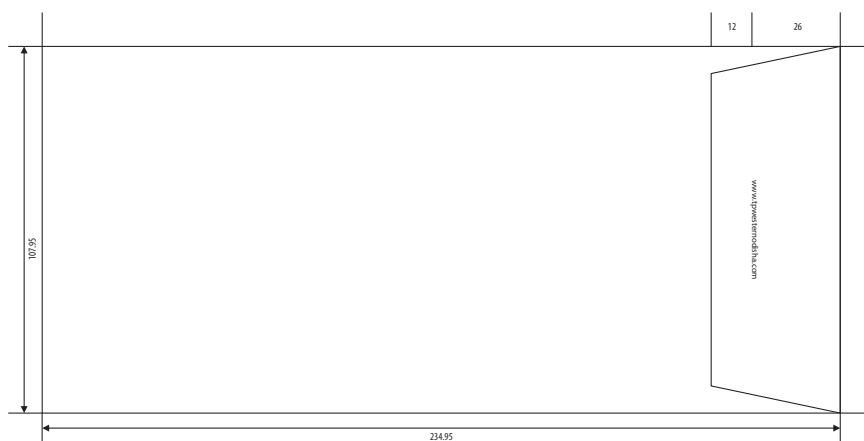
**Tata Power DISCOM Brand Line and
Bolts Unit** is placed 8.25 mm from
the bottom edge and 10 mm from
the right edge of the page. The total
height of the unit is 10.5 mm.

Tata Power DISCOM Web Address

Myriad Pro 8 point, leading
10 point, placed at the back flap of
the envelope, centred and 12 mm
from the bottom of the flap.

Window

The window will be 30 mm from the
left edge and 12 mm from the base
of the envelope. The height and
width of the window will be 36mm
and 110 mm respectively.



Printing Process

Screen/offset, using special inks to
match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or
Sunshine Superprint 100 gsm.

All measurements are indicated
in millimetres.

Envelope

Dimensions

110 mm X 220 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPWODL Mark is 9.35 mm in height and is placed 11 mm from top and left edges of the envelope. The legal company name unit must be 8.5 mm to its right.

Legal Company Name

Myriad Pro 10.5 point | Leading 11 point | The word ‘Western’ denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

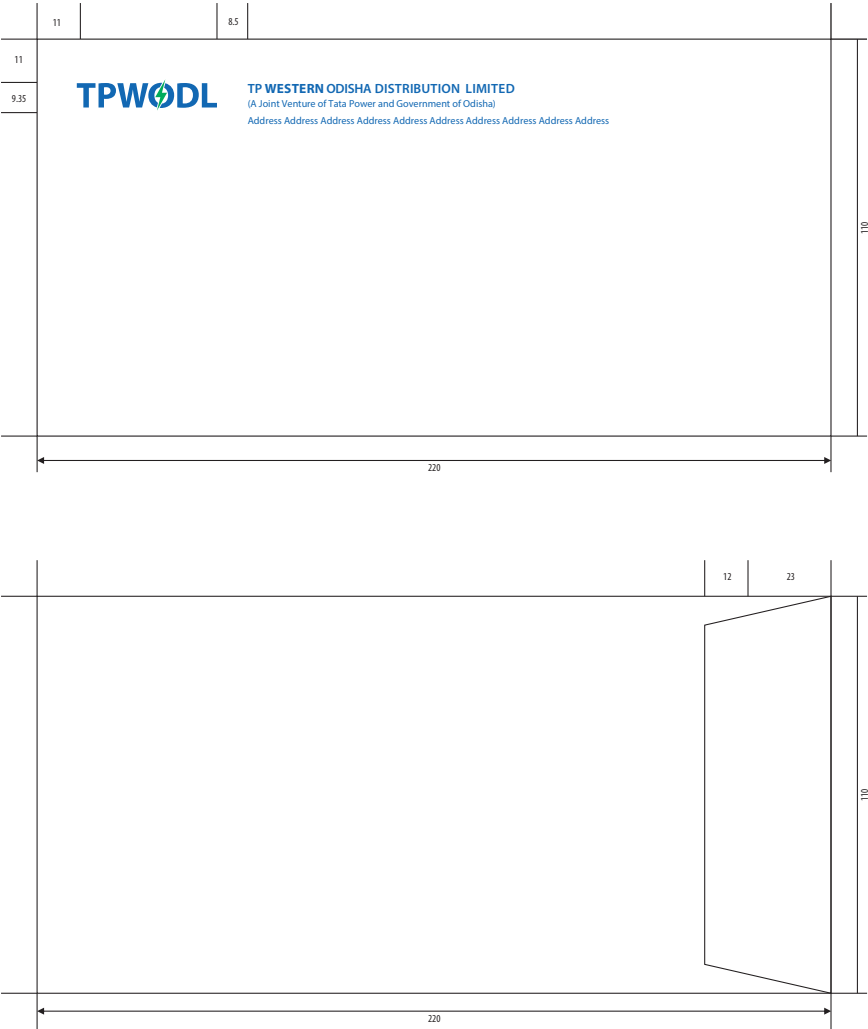
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Envelope

Dimensions

110 mm X 220 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPWODL Mark is 9.35 mm in height and is placed 11 mm from top and left edges of the envelope. The legal company name unit must be 8.5 mm to its right.

Legal Company Name

Myriad Pro 10.5 point | Leading 11 point | The word 'Western' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

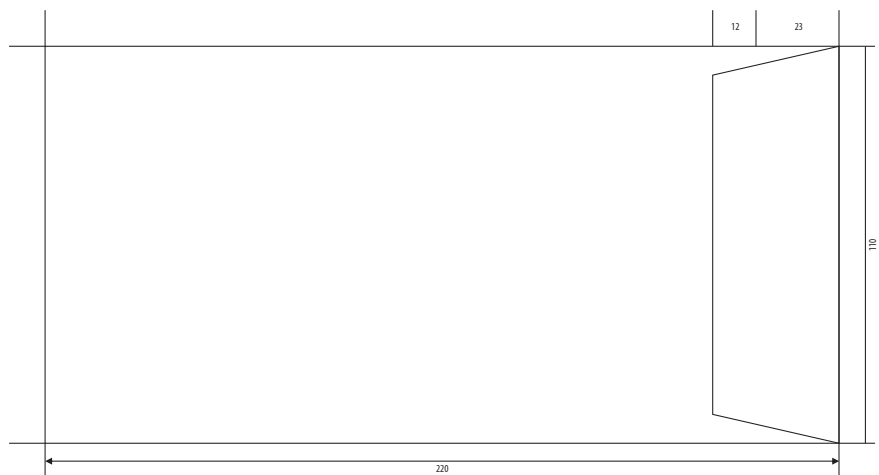
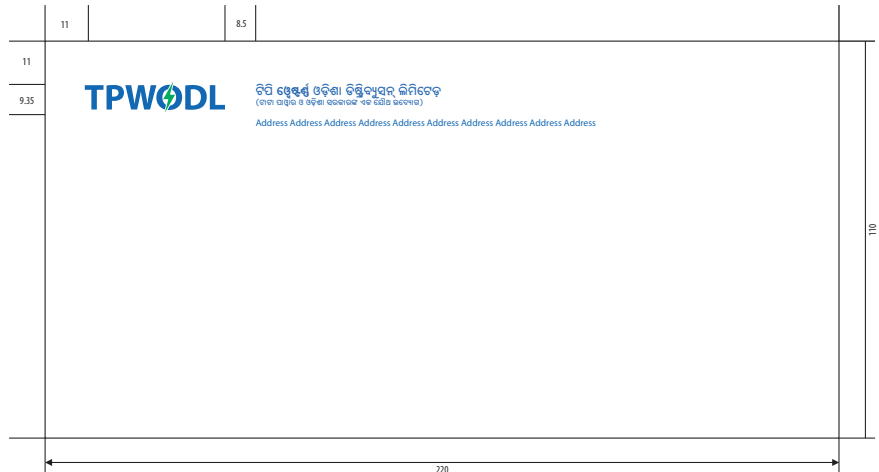
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or
Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Envelope

Dimensions

110 mm X 220 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPWODL Mark is 9.35 mm in height and is placed 11 mm from top and left edges of the envelope. The legal company name unit must be 8.5 mm to its right.

Legal Company Name

Myriad Pro 10.5 point | Leading 11 point | The word 'Western' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

Tata Power DISCOM Brand Line and Bolts Unit will be placed 8 mm from the bottom edge and 9.5 mm from the right edge of the page. The total width of the unit will be 55 mm.

Tata Power DISCOM Web Address

Myriad Pro 8 point, leading 10 point, placed at the back of the envelope, centred and 12 mm from the bottom of the flap.

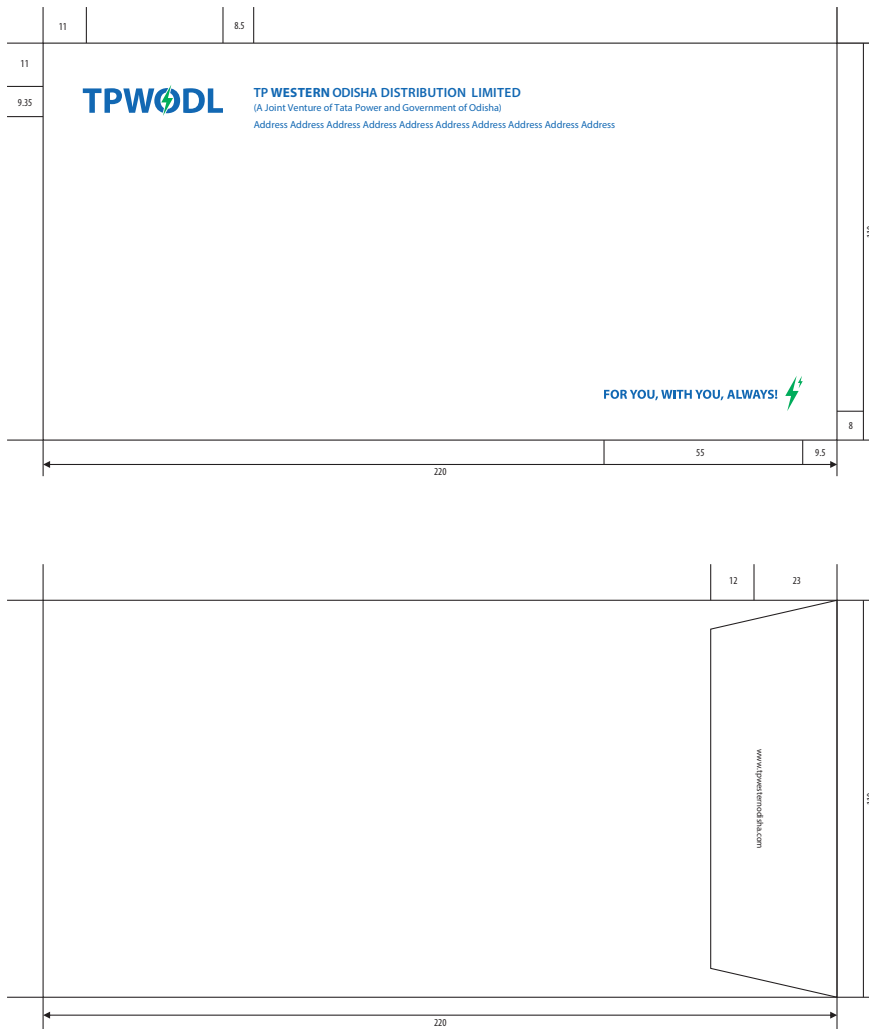
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Envelope

Dimensions

110 mm X 220 mm

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPWODL Mark is 9.35 mm in height and is placed 11 mm from top and left edges of the envelope. The legal company name unit must be 8.5 mm to its right.

Legal Company Name

Myriad Pro 10.5 point | Leading 11 point | The word 'Western' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 11 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

Tata Power DISCOM Brand Line and Bolts Unit will be placed 8 mm from the bottom edge and 9.5 mm from the right edge of the page. The total width of the unit will be 55 mm.

Tata Power DISCOM Web Address

Myriad Pro 8 point, leading 10 point, placed at the back of the envelope, centred and 12 mm from the bottom of the flap.

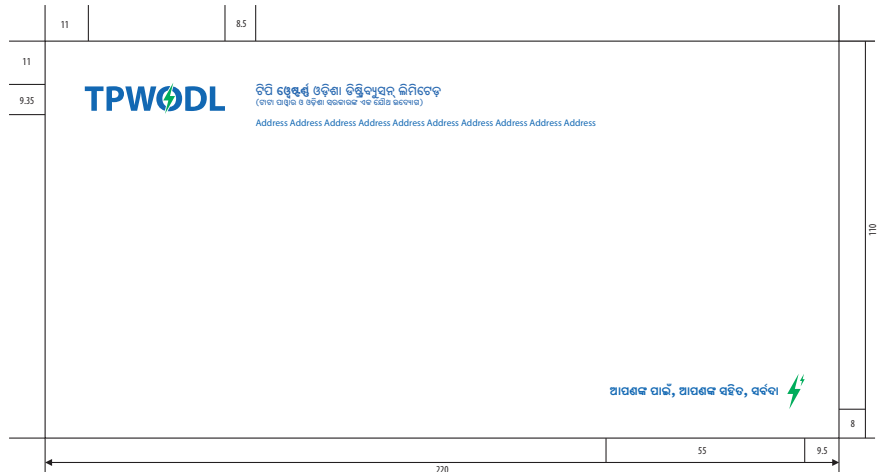
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Jumbo Envelope

Dimensions

16" X 12"

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPWODL Mark is 12 mm in height and is placed 20 mm from top and left edges of the envelope. The legal company name unit must be 11 mm to its right.

Legal Company Name

Myriad Pro 13.5 point | Leading 14 point | The word 'Western' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 10.5 point | Leading 14 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

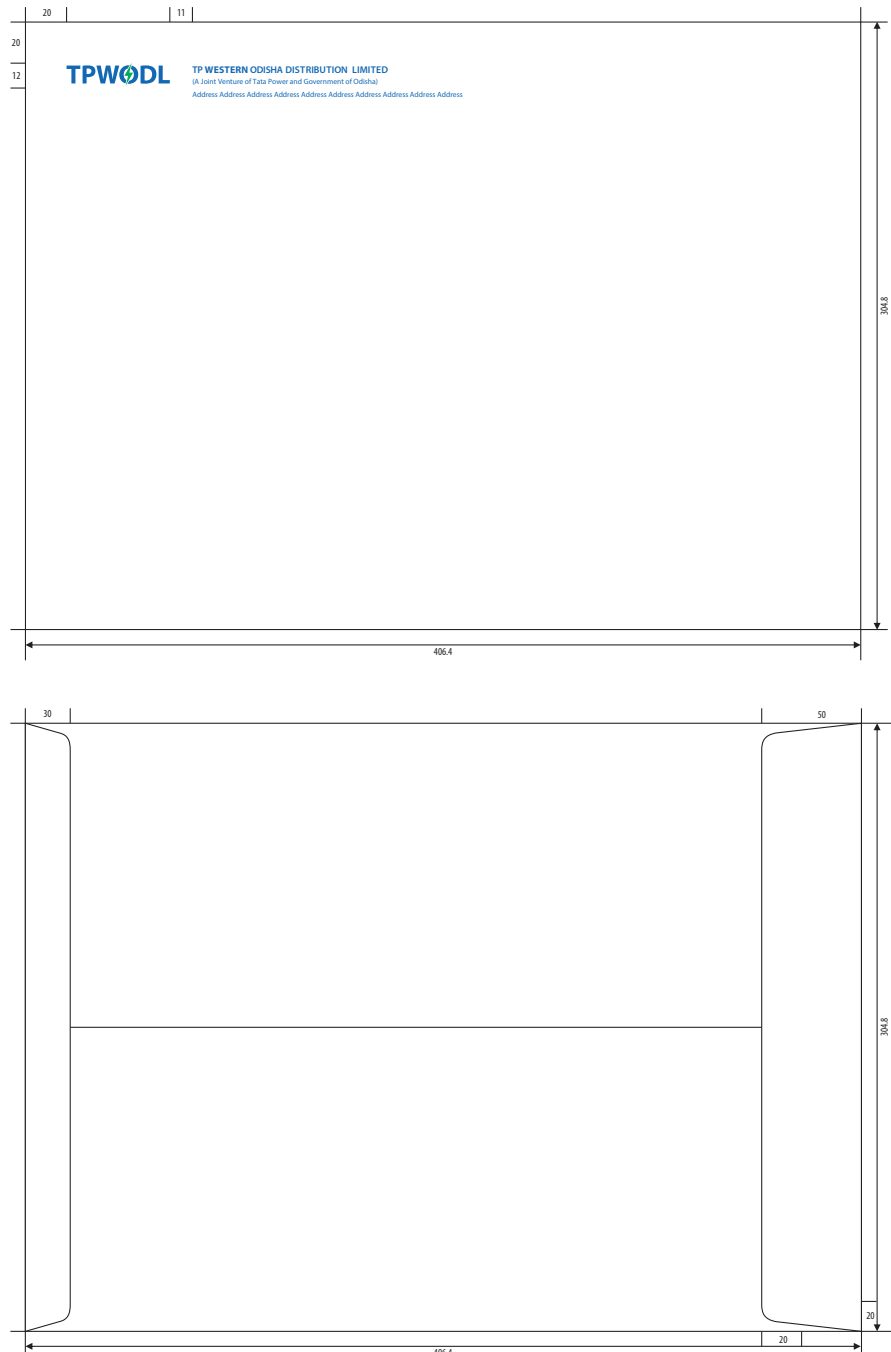
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Jumbo Envelope

Dimensions

16" X 12"

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPWODL Mark is 12 mm in height and is placed 20 mm from top and left edges of the envelope. The legal company name unit must be 11 mm to its right.

Legal Company Name

Myriad Pro 13.5 point | Leading 14 point | The word 'Western' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 10.5 point | Leading 14 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

Tata Power DISCOM Brand Line and Bolts Unit will be placed 15 mm from the bottom edge and 17.5 mm from the right edge of the page. The total width of the unit will be 80 mm.

Tata Power DISCOM Web Address

Myriad Pro 12 point, leading 13 point, placed at the back of the envelope, centred and 20 mm from the bottom of the flap.

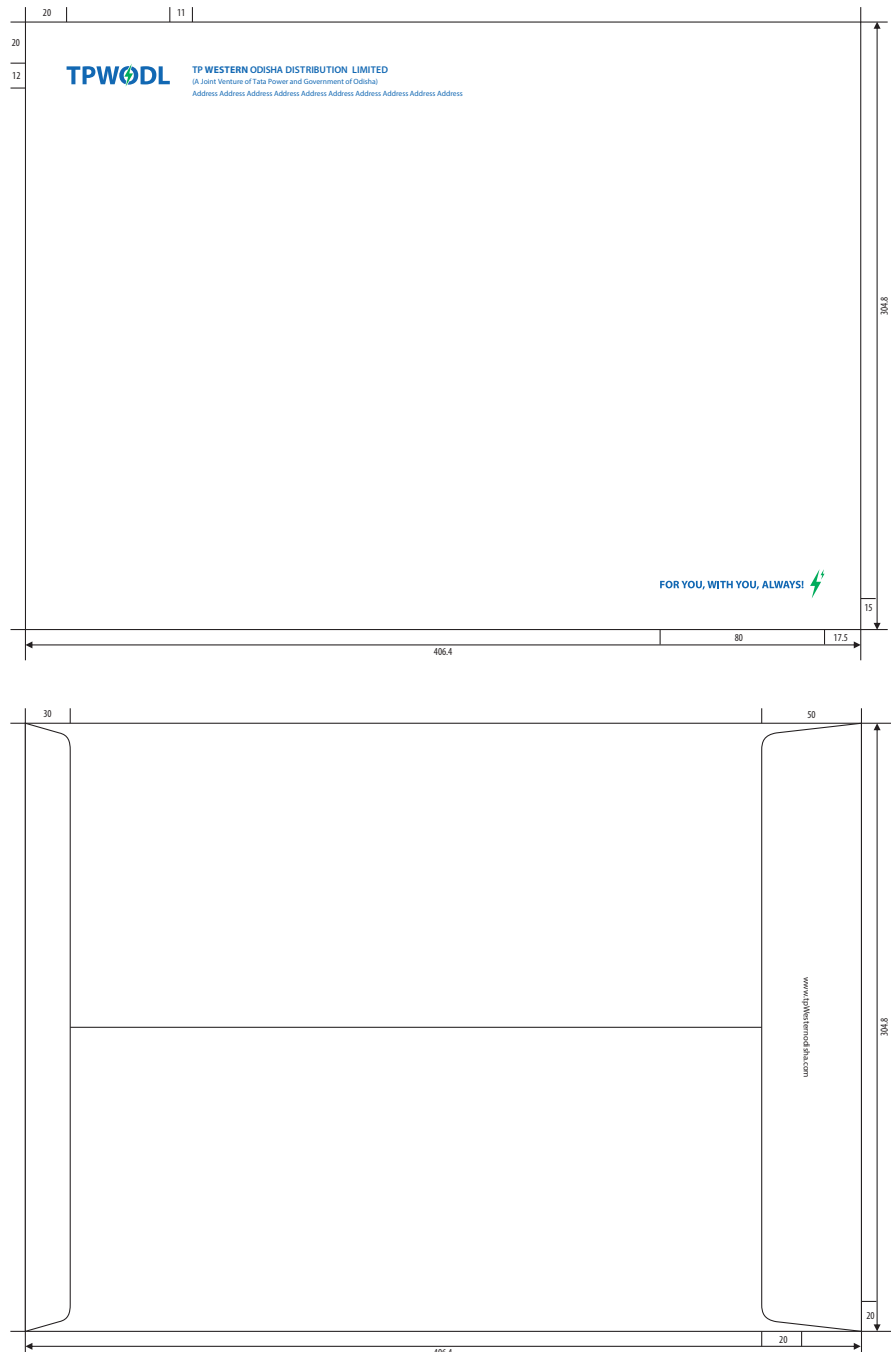
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Jumbo Envelope

Dimensions

16" X 12"

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPWODL Mark is 12 mm in height and is placed 20 mm from top and left edges of the envelope. The legal company name unit must be 11 mm to its right.

Legal Company Name

Myriad Pro 13.5 point | Leading 14 point | The word 'Western' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 10.5 point | Leading 14 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

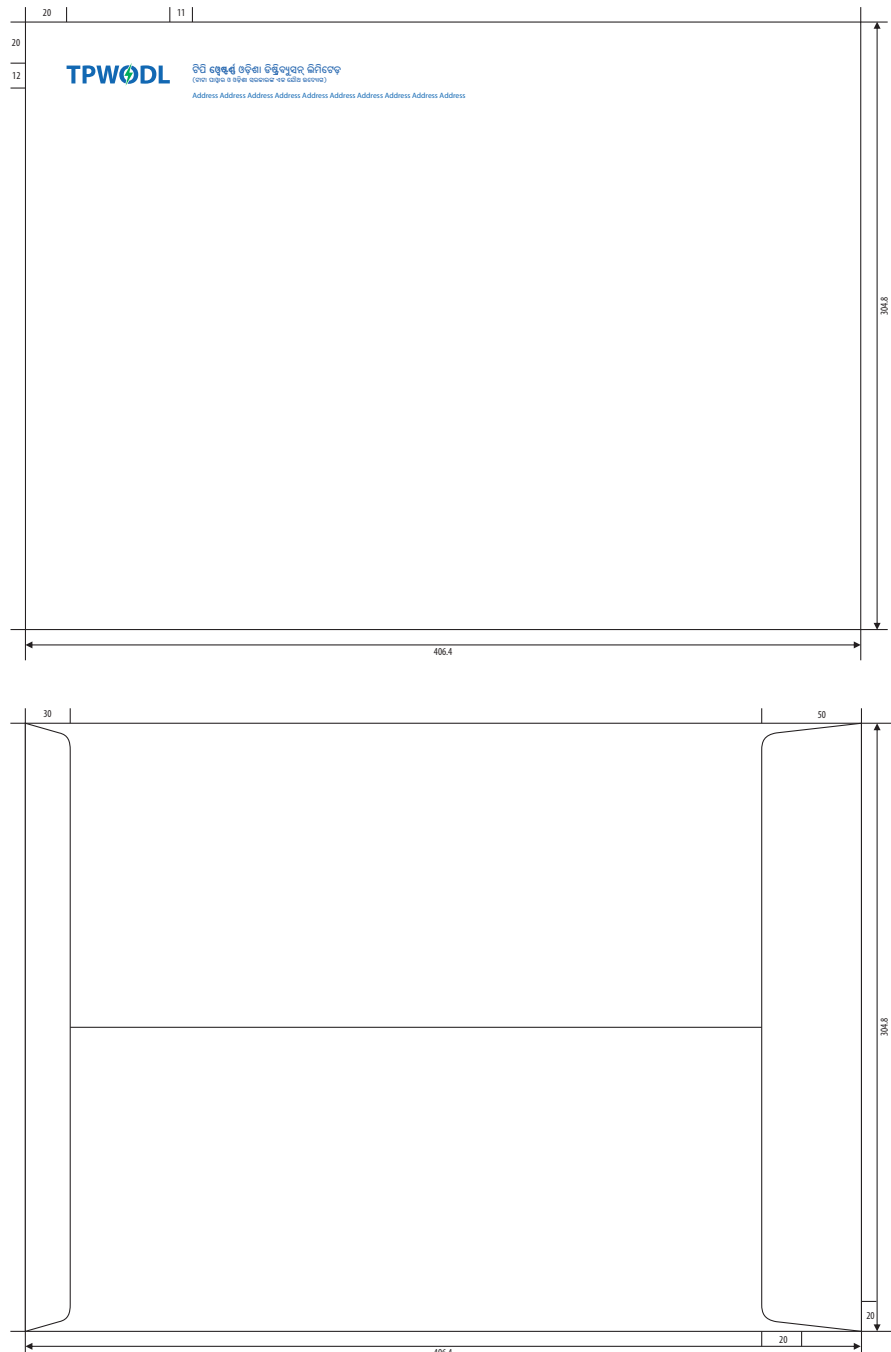
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Jumbo Envelope

Dimensions

16" X 12"

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPWODL Mark is 12 mm in height and is placed 20 mm from top and left edges of the envelope. The legal company name unit must be 11 mm to its right.

Legal Company Name

Myriad Pro 13.5 point | Leading 14 point | The word 'Western' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 10.5 point | Leading 14 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 11 point, with double word spaces separating information segments.

Tata Power DISCOM Brand Line and Bolts Unit will be placed 15 mm from the bottom edge and 17.5 mm from the right edge of the page. The total width of the unit will be 80 mm.

Tata Power DISCOM Web Address

Myriad Pro 12 point, leading 13 point, placed at the back of the envelope, centred and 20 mm from the bottom of the flap.

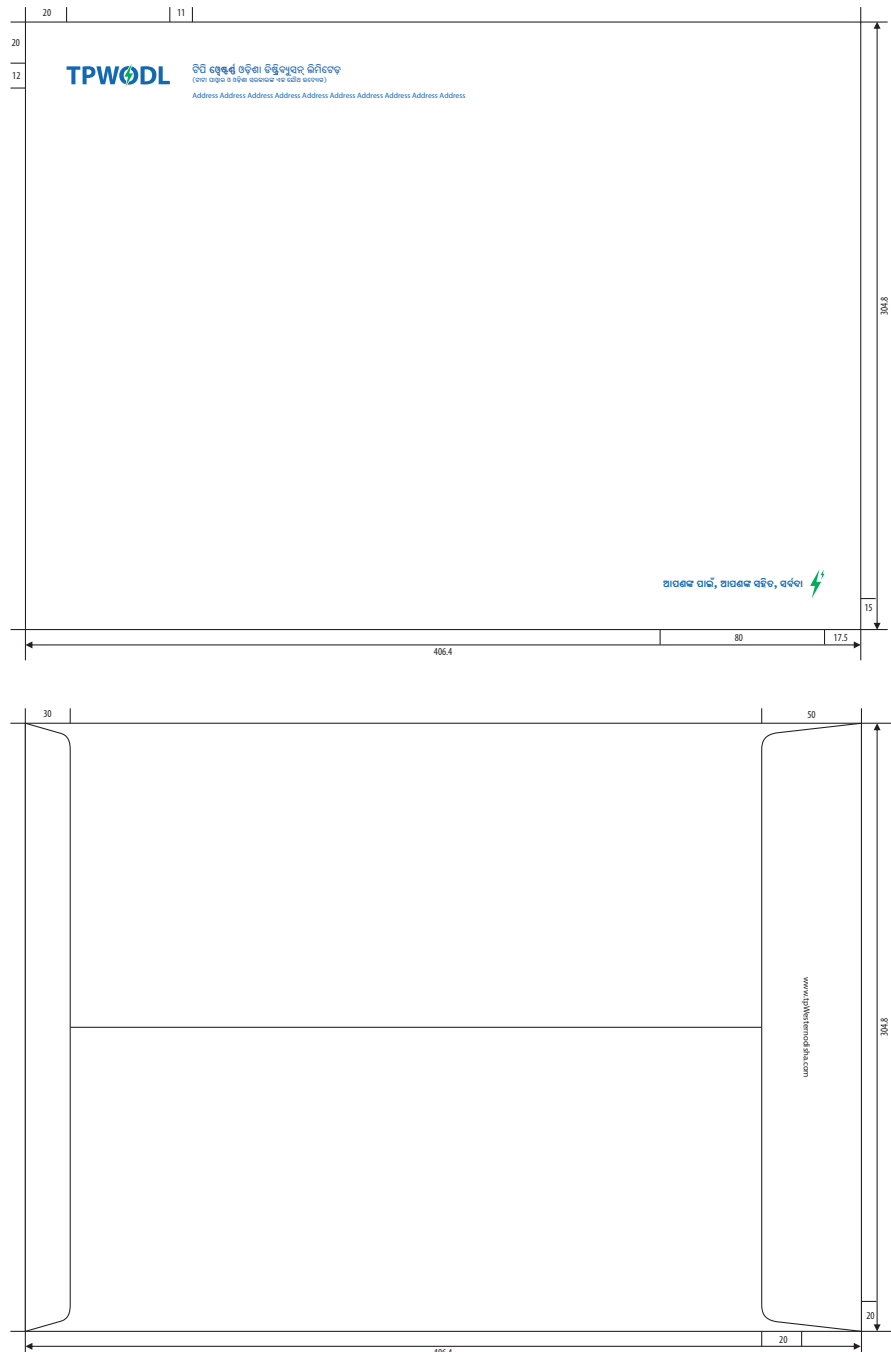
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Booklet Envelope

Dimensions

9" x 12"

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPWODL Mark is 9 mm in height and is placed 15 mm from top and left edges of the envelope. The legal company name unit must be 8.25 mm to its right.

Legal Company Name

Myriad Pro 10 point | Leading 10.5 point | The word 'Western' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 10.5 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 10 point, with double word spaces separating information segments.

Addressee's name and address

Arial/Times New Roman 10 point, leading 13 point, aligned left to the Tata Power mark and starting 30mm from the top.

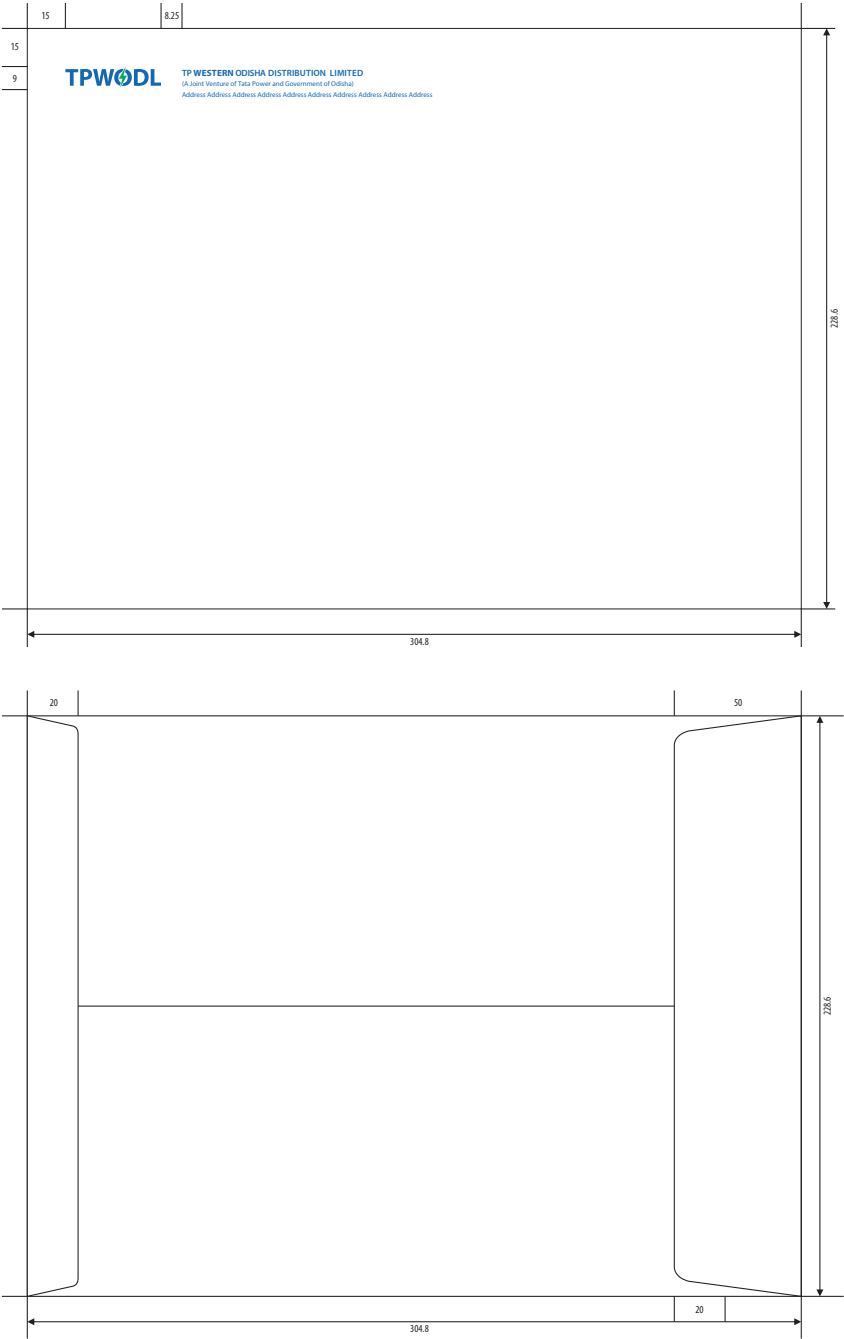
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Booklet Envelope

Dimensions

9" x 12"

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPWODL Mark is 9 mm in height and is placed 15 mm from top and left edges of the envelope. The legal company name unit must be 8.25 mm to its right.

Legal Company Name

Myriad Pro 10 point | Leading 10.5 point | The word 'Western' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 10.5 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 10 point, with double word spaces separating information segments.

Addressee's name and address

Arial/Times New Roman 10 point, leading 13 point, aligned left to the Tata Power mark and starting 30mm from the top.

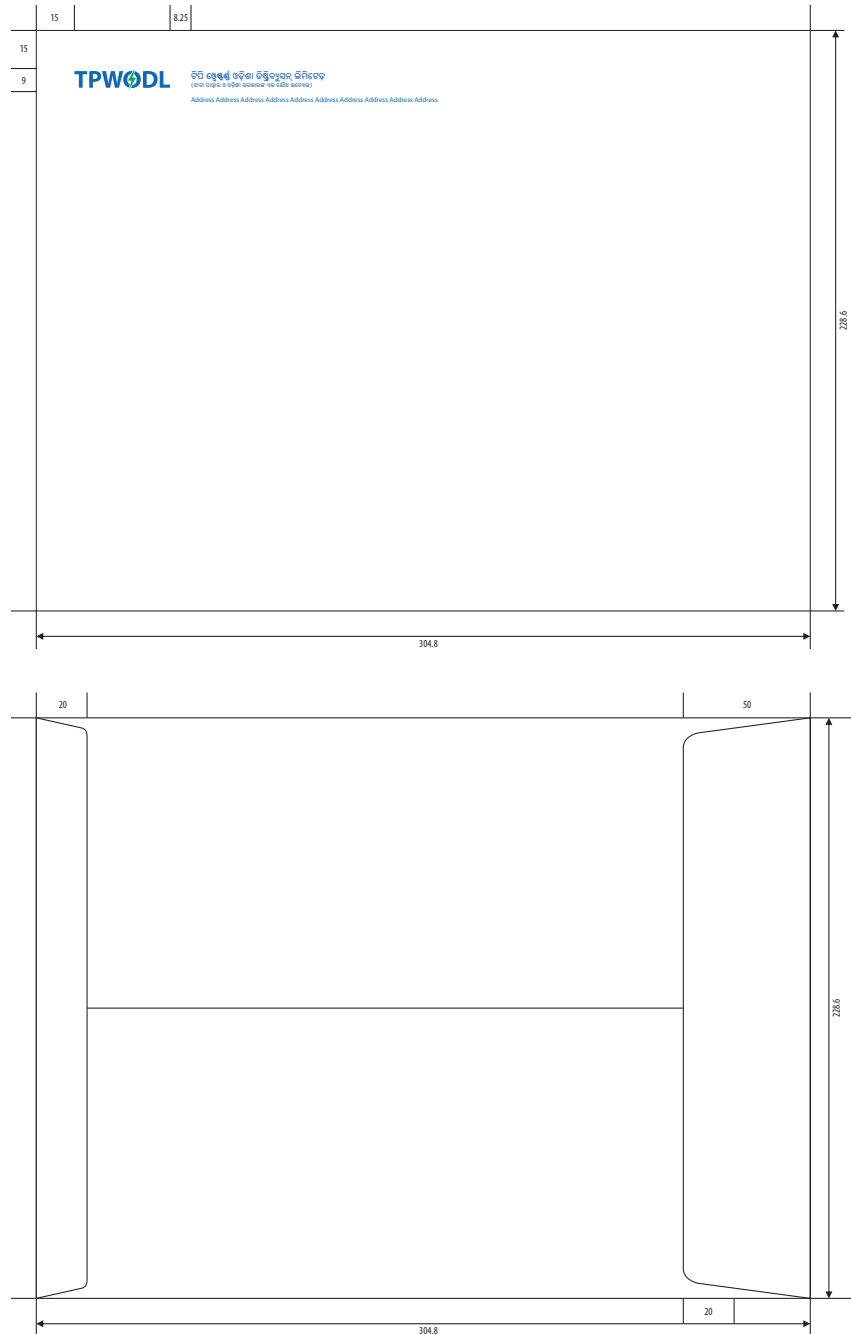
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Booklet Envelope

Dimensions

9" x 12"

Colours

Tata Blue and Tata Green

Text - Size, Leading & Placement

TPWODL Mark is 9 mm in height and is placed 15 mm from top and left edges of the envelope. The legal company name unit must be 8.25 mm to its right.

Legal Company Name

Myriad Pro 10 point | Leading 10.5 point | The word 'Western' denoting region of the centre is in bold, while the rest of it is in semi-bold.

Joint Venture Line

Myriad Pro Regular 8 point | Leading 10.5 point

Address & Contacts

Myriad Pro Regular 8 point | Leading 10 point, with double word spaces separating information segments.

Tata Power DISCOM Brand Line and Bolts Unit is placed 11.25 mm from the bottom edge and 13 mm from the right edge of the page. The total width of the unit is 60 mm.

Tata Power DISCOM Web Address

Myriad Pro 10 point, leading 13 point, placed at the back of the envelope, centred and 20 mm from the bottom of the flap.

Addressee's name and address Arial/Times New Roman 10 point, leading 13 point, aligned left to the Tata Power mark and starting 30 mm from the top.

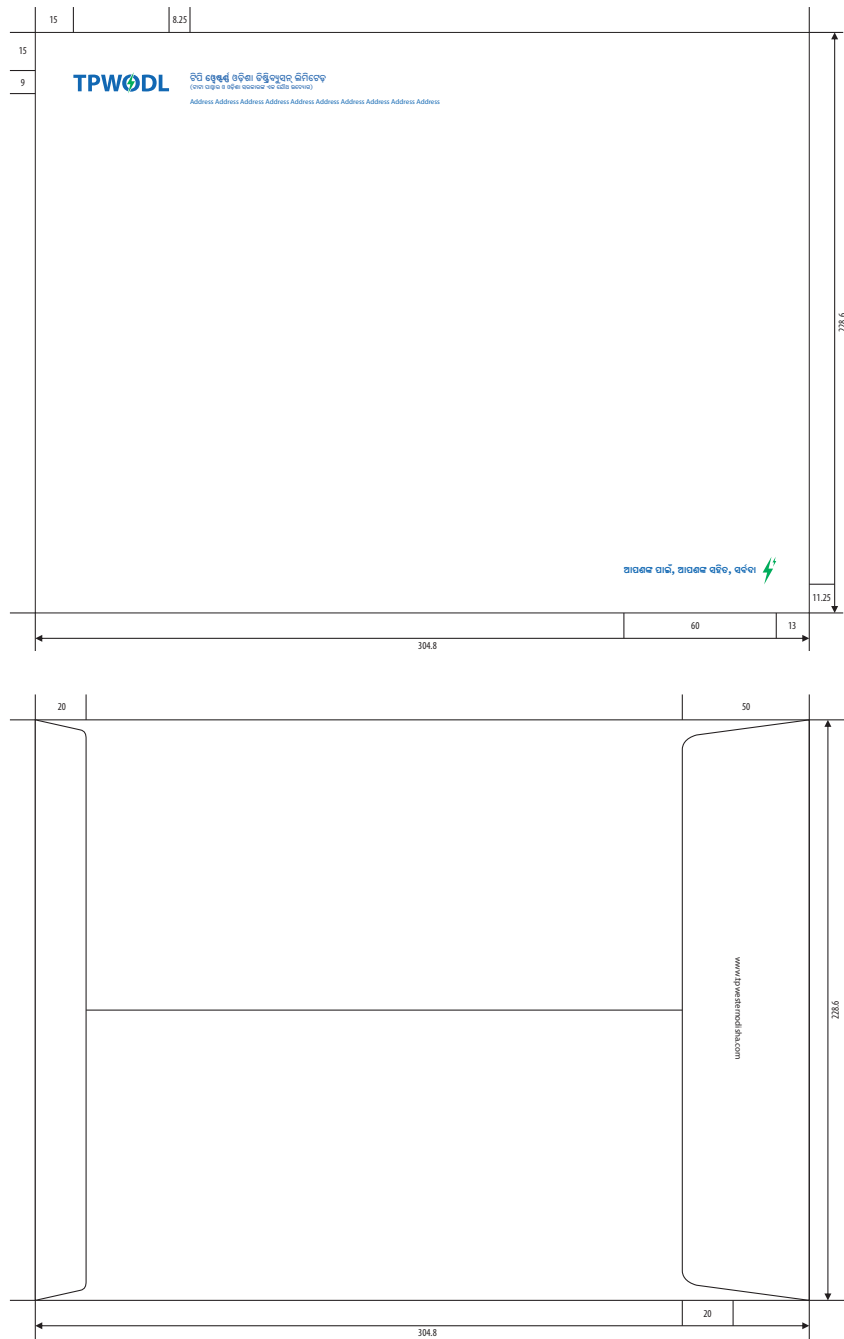
Printing Process

Screen/offset, using special inks to match the defined PANTONE® shade.

Paper

German Alabaster 100 gsm or Sunshine Superprint 100 gsm.

All measurements are indicated in millimetres.



Notepad A4 size

Dimensions

210 mm X 297 mm

COVER

Colours

Tata Blue

TPWODL Composite Mark is placed centre aligned to the page at a distance of 40 mm from the bottom edge of the page. The height of the unit is 40 mm.

INSIDE

Colours

Tata Blue and Tata Green

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right of the page at a distance of 10 mm and 6.75 mm from the right and bottom edge of the page, respectively. The height of the bolts unit is 15.5 mm.

Printing and Finishing

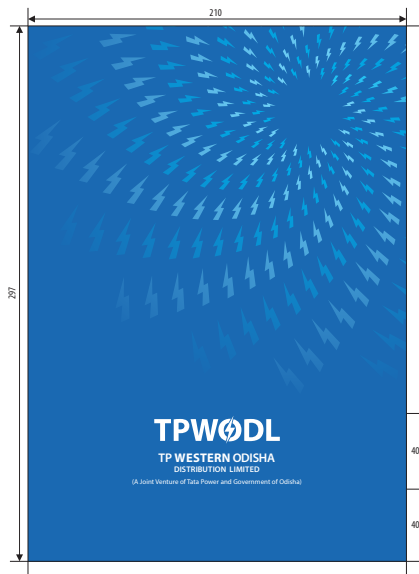
Offset printing using special inks to match the defined PANTONE® shade.

Pad binding with gluing along the top edge and the flap cover.

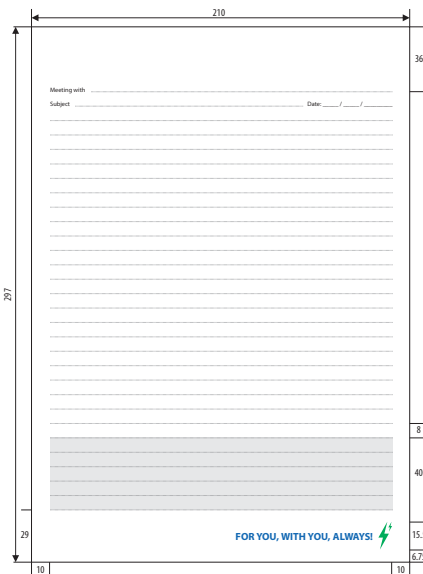
Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

Note Pad - Cover



Note Pad - Inside Layout



Notepad A4 size

Dimensions

210 mm X 297 mm

COVER

Colours

Tata Blue

TPWODL Composite Mark is placed centre aligned to the page at a distance of 40 mm from the bottom edge of the page. The height of the unit is 40 mm.

INSIDE

Colours

Tata Blue and Tata Green

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right of the page at a distance of 10 mm and 6.75 mm from the right and bottom edge of the page, respectively. The height of the bolts unit is 15.5 mm.

Printing and Finishing

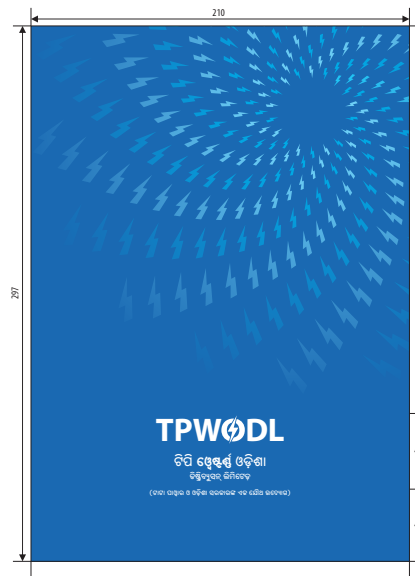
Offset printing using special inks to match the defined PANTONE® shade.

Pad binding with gluing along the top edge and the flap cover.

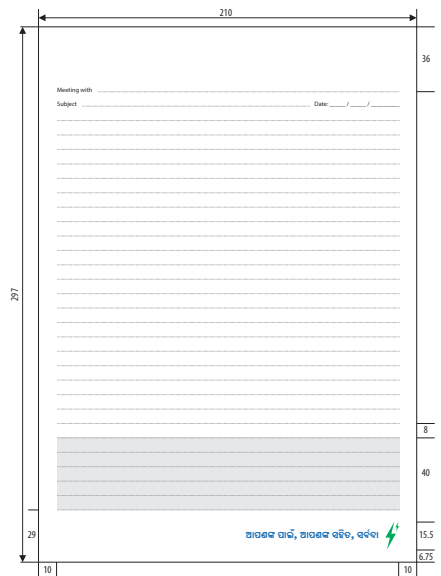
Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

Note Pad - Cover



Note Pad - Inside Layout



Notepad A5 size

Dimensions

148 mm X 210 mm

COVER

Colours

Tata Blue

TPWODL Composite Mark is placed centre aligned to the page at a distance of 30 mm from the bottom edge of the page. The height of the unit is 30 mm.

INSIDE

Colours

Tata Blue and Tata Green

Tata Power DISCOM Blue Strip

A 17 mm blue strip occupies the bottom edge of the page.

Tata Power DISCOM Brand Line and Bolts Unit will be placed at the bottom right of the page, in reverse colour, over the blue strip, at a distance of 10 mm from the right edge of the page. The height of the bolts unit will be 10 mm.

Printing and Finishing

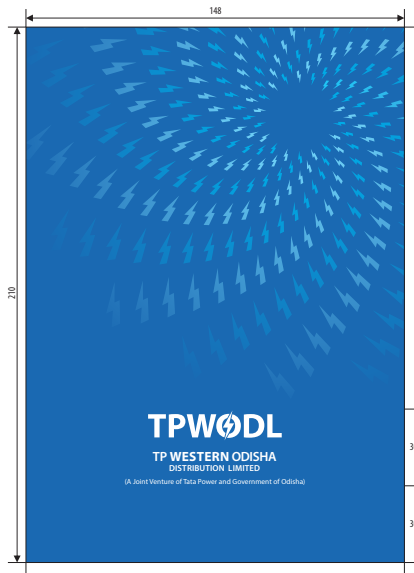
Offset printing using special inks to match the defined PANTONE® shade.

Pad binding with gluing along the top edge and the flap cover.

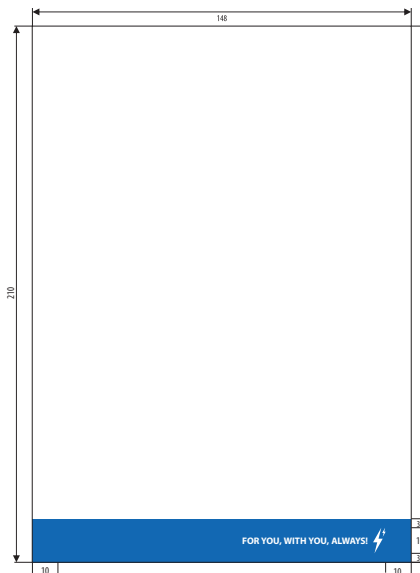
Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

Note Pad - Cover with pattern



Note Pad - Inside Layout



Notepad A5 size

Dimensions

148 mm X 210 mm

COVER

Colours

Tata Blue

TPWODL Composite Mark is placed centre aligned to the page at a distance of 30 mm from the bottom edge of the page. The height of the unit is 30 mm.

INSIDE

Colours

Tata Blue and Tata Green

Tata Power DISCOM Blue Strip

A 17 mm blue strip occupies the bottom edge of the page.

Tata Power DISCOM Brand Line and Bolts Unit will be placed at the bottom right of the page, in reverse colour, over the blue strip, at a distance of 10 mm from the right edge of the page. The height of the bolts unit will be 10 mm.

Printing and Finishing

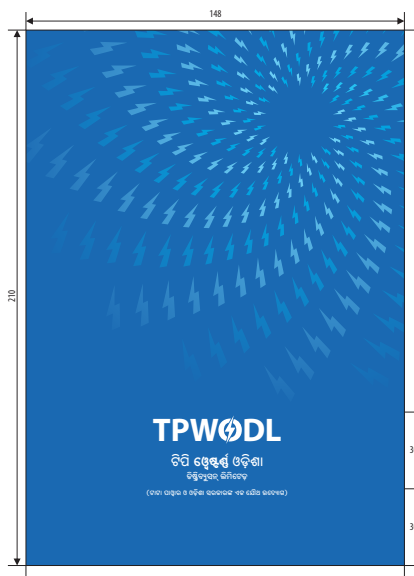
Offset printing using special inks to match the defined PANTONE® shade.

Pad binding with gluing along the top edge and the flap cover.

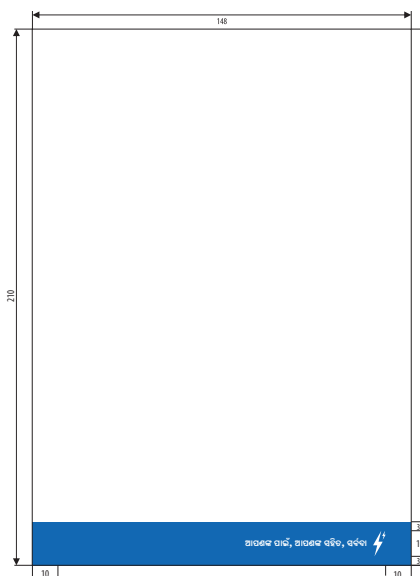
Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

Note Pad - Cover with pattern



Note Pad - Inside Layout



Notebook A4 size

Dimensions

210 mm X 297 mm

COVER

Colours

Tata Blue

TPWODL Composite Mark is placed centre aligned to the page at a distance of 40 mm from the bottom edge of the page. The height of the unit is 40 mm.

BACK

Colours

Tata Blue and Tata Green

TPWODL Composite Mark is placed centre-aligned to the page at a distance of 52.5 mm from the bottom edge of the page. The address panel is placed at a distance of 7 mm from the bottom edge of the logo composite.

INSIDE

Colours

Tata Blue and Tata Green

Left page

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom left side, at a distance of 10 mm from the left and 8.5 mm from the bottom edge of the page. The height of the bolts unit is 12 mm.

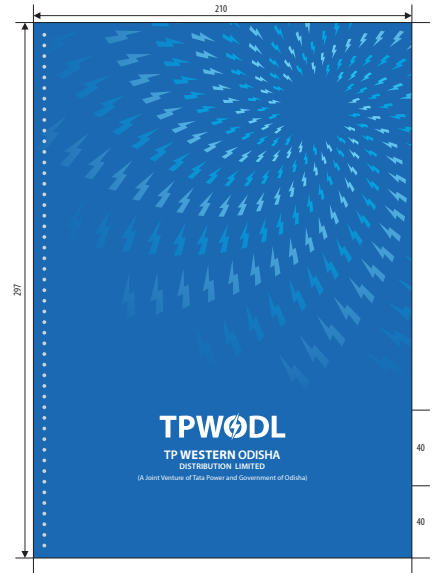
Right page

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right side, at a distance of 10 mm from the right and 8.5 mm from the bottom edge of the page. The height of the bolts unit is 12 mm.

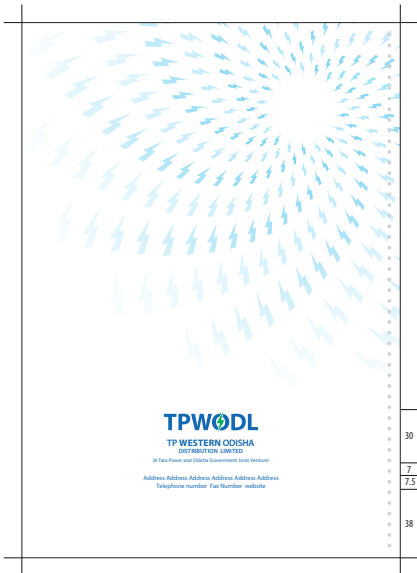
Printing and Finishing

Offset printing using special inks to match the defined PANTONE® shade.

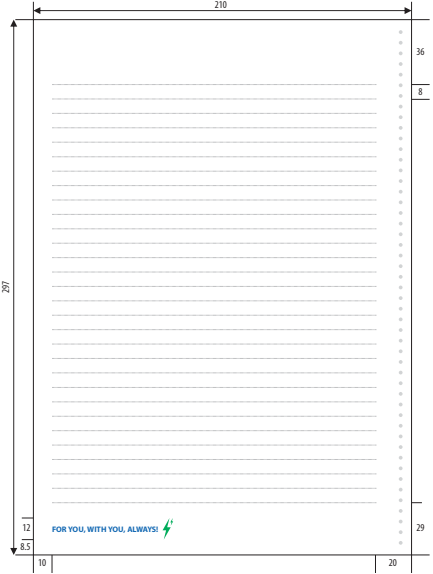
Notebook - Cover



Notebook - Back



Notebook - Left Page



Notebook - Right Page



Spiral binding (comb or circular) along the left edge. Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

Notebook A4 size

Dimensions

210 mm X 297 mm

COVER

Colours

Tata Blue

TPWODL Composite Mark is placed centre aligned to the page at a distance of 40 mm from the bottom edge of the page. The height of the unit is 40 mm.

BACK

Colours

Tata Blue and Tata Green

TPWODL Composite Mark is placed centre-aligned to the page at a distance of 52.5 mm from the bottom edge of the page. The address panel is placed at a distance of 7 mm from the bottom edge of the logo composite.

INSIDE

Colours

Tata Blue and Tata Green

Left page

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom left side, at a distance of 10 mm from the left and 8.5 mm from the bottom edge of the page. The height of the bolts unit is 12 mm.

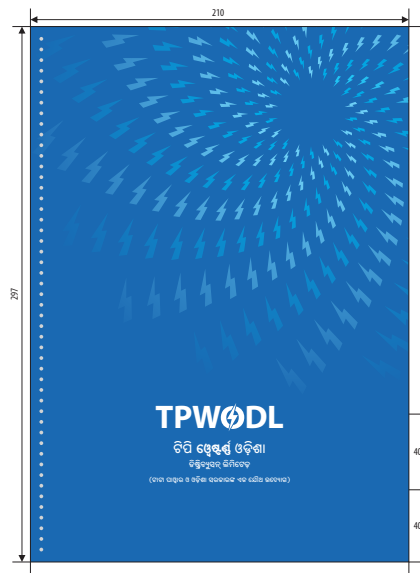
Right page

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right side, at a distance of 10 mm from the right and 8.5 mm from the bottom edge of the page. The height of the bolts unit is 12 mm.

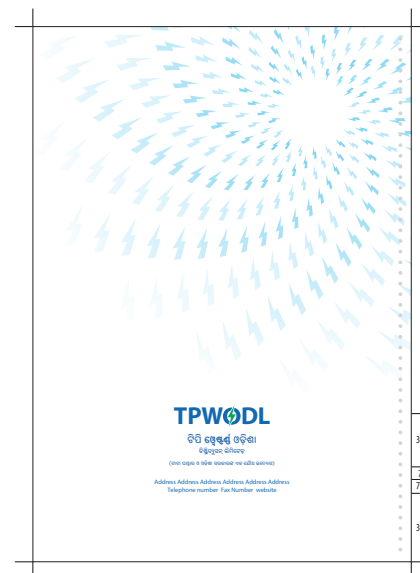
Printing and Finishing

Offset printing using special inks to match the defined PANTONE® shade.

Notebook - Cover



Notebook - Back



Notebook - Left Page



Notebook - Right Page



Spiral binding (comb or circular) along the left edge. Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

Notebook A4 size

Dimensions

210 mm X 297 mm

COVER

Colours

Tata Blue and Tata Green

The top 25% of the page is white in colour and the bottom 75% is Tata Blue coloured. The spiral bolt design is placed over the blue background.

TPWODL Composite Mark is placed at the top right of the page at a distance of 12 mm from the top and 10 mm from right edge of the page. The height of the unit is 30 mm.

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right of the page at a distance of 10 mm from the right and bottom edge. The height of the bolts unit is 14 mm.

BACK

Colours

Tata Blue

TPWODL Composite Mark is placed centre to the page at a distance of 34.5 mm from the bottom edge of the page. The address panel is placed at a distance of 7 mm from the bottom edge of the logo composite.

INSIDE

Colours

Tata Blue

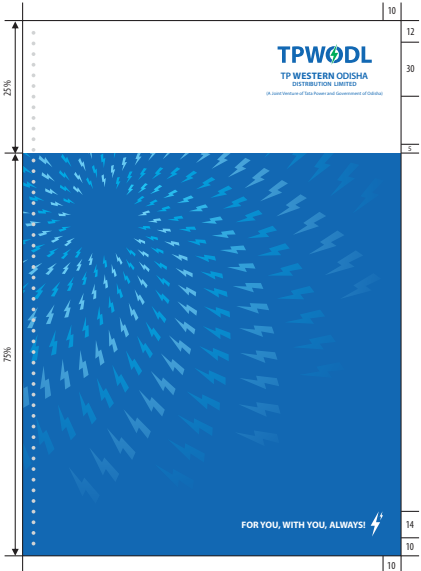
Tata Power DISCOM Blue Strip

A 24mm blue strip occupies the bottom edge of the page.

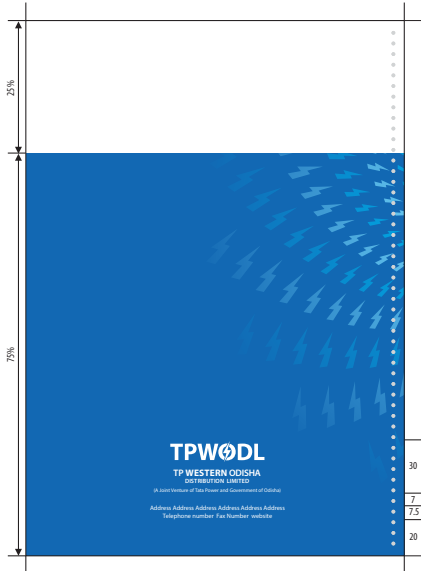
Left page

Tata Power DISCOM brand line and bolts unit is placed at the bottom left of the page, in reverse colour, over the blue strip (middle-aligned), at a distance of 10 mm from the left edge of the page. The height of the bolts unit is 12 mm.

Notebook - Cover



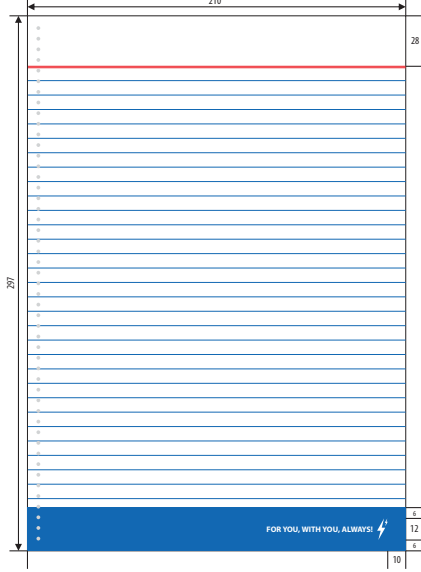
Notebook - Back



Notebook - Left Page



Notebook - Right Page



Right page

Tata Power DISCOM brand line and bolts unit is placed at the bottom right of the page, in reverse colour, over the blue strip (middle-aligned), at a distance of 10 mm from the right edge of the page. The height of the bolts unit is 12 mm.

Printing and Finishing

Offset printing using special inks to match the defined PANTONE® shade.

Spiral binding (comb or circular) along the left edge. Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

Notebook A4 size

Dimensions

210 mm X 297 mm

COVER

Colours

Tata Blue and Tata Green

The top 25% of the page is white in colour and the bottom 75% is Tata Blue coloured. The spiral bolt design is placed over the blue background.

TPWODL Composite Mark is placed at the top right of the page at a distance of 12 mm from the top and 10 mm from right edge of the page. The height of the unit is 30 mm.

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right of the page at a distance of 10 mm from the right and bottom edge. The height of the bolts unit is 14 mm.

BACK

Colours

Tata Blue

TPWODL Composite Mark is placed centre to the page at a distance of 34.5 mm from the bottom edge of the page. The address panel is placed at a distance of 7 mm from the bottom edge of the logo composite.

INSIDE

Colours

Tata Blue

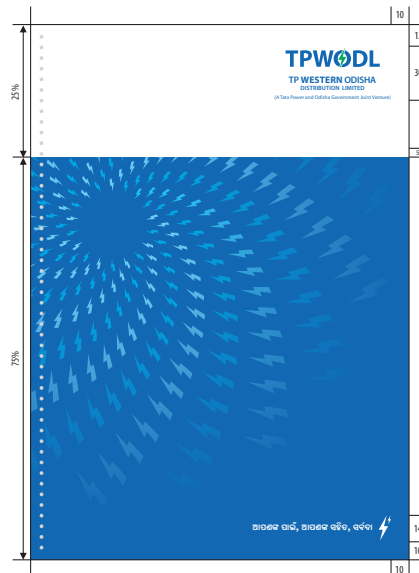
Tata Power DISCOM Blue Strip

A 24mm blue strip occupies the bottom edge of the page.

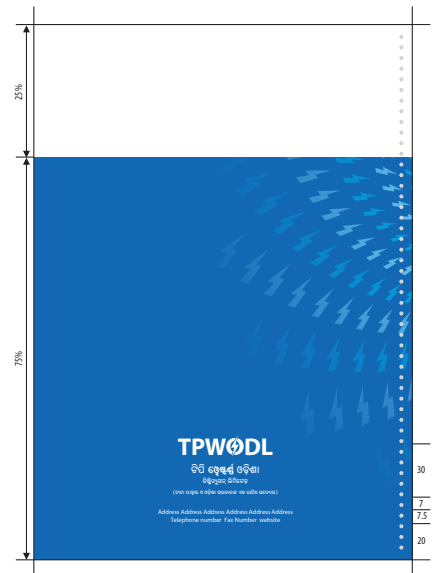
Left page

Tata Power DISCOM brand line and bolts unit is placed at the bottom left of the page, in reverse colour, over the blue strip (middle-aligned), at a distance of 10 mm from the left edge of the page. The height of the bolts unit is 12 mm.

Notebook - Cover



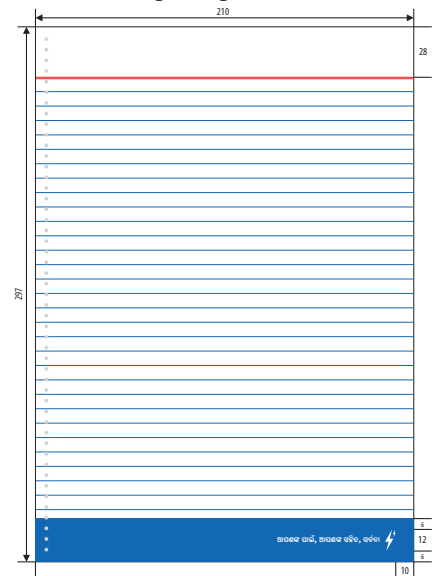
Notebook - Back



Notebook - Left Page



Notebook - Right Page



Right page

Tata Power DISCOM brand line and bolts unit is placed at the bottom right of the page, in reverse colour, over the blue strip (middle-aligned), at a distance of 10 mm from the right edge of the page. The height of the bolts unit is 12 mm.

Printing and Finishing

Offset printing using special inks to match the defined PANTONE® shade.

Spiral binding (comb or circular) along the left edge. Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

Notebook A5 size

Dimensions

148 mm X 210 mm

COVER

Colours

Tata Blue

TPWODL Composite Mark is placed centre-aligned to the page at a distance of 30 mm from the bottom edge of the page. The height of the unit is 30 mm.

BACK

Colours

Tata Blue and Tata Green

TPWODL Composite Mark is placed centre-aligned to the page at a distance of 36.5 mm from the bottom edge of the page. The address panel is placed at a distance of 4.5 mm from the bottom edge of the logo composite.

INSIDE

Colours

Tata Blue and Tata Green

Left page

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom left side of the page at a distance of 8 mm from the left and bottom edge of the page. The height of the bolts unit is 9.5 mm.

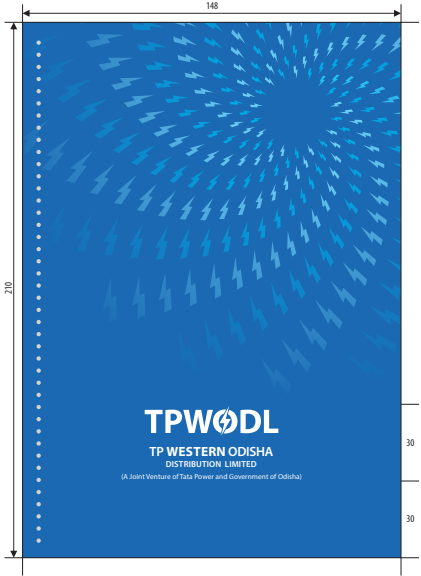
Right page

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right side of the page at a distance of 8 mm from the right and bottom edge of the page. The height of the bolts unit is 9.5 mm.

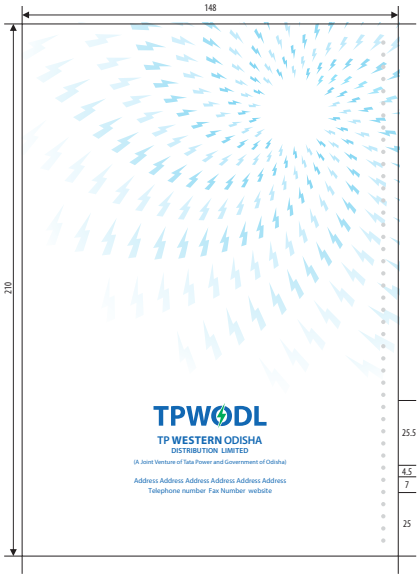
Printing and Finishing

Offset printing using special inks to match the defined PANTONE® shade.

Notebook - Cover



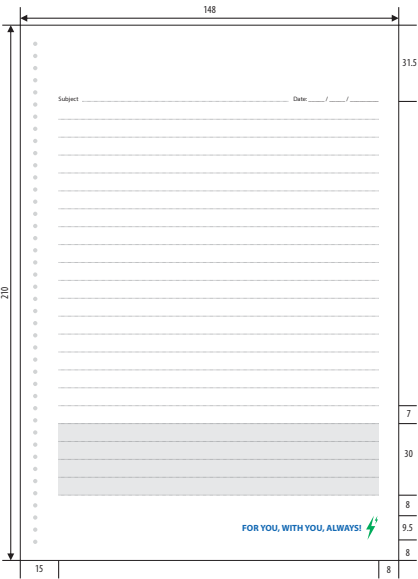
Notebook - Back



Notebook - Left Page



Notebook - Right Page



Spiral binding (comb or circular) along the left edge. Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

Notebook A5 size

Dimensions

148 mm X 210 mm

COVER

Colours

Tata Blue

TPWODL Composite Mark is placed centre-aligned to the page at a distance of 30 mm from the bottom edge of the page. The height of the unit is 30 mm.

BACK

Colours

Tata Blue and Tata Green

TPWODL Composite Mark is placed centre-aligned to the page at a distance of 36.5 mm from the bottom edge of the page. The address panel is placed at a distance of 4.5 mm from the bottom edge of the logo composite.

INSIDE

Colours

Tata Blue and Tata Green

Left page

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom left side of the page at a distance of 8 mm from the left and bottom edge of the page. The height of the bolts unit is 9.5 mm.

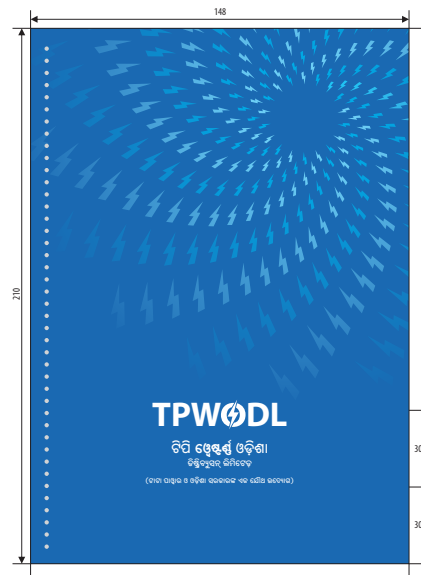
Right page

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right side of the page at a distance of 8 mm from the right and bottom edge of the page. The height of the bolts unit is 9.5 mm.

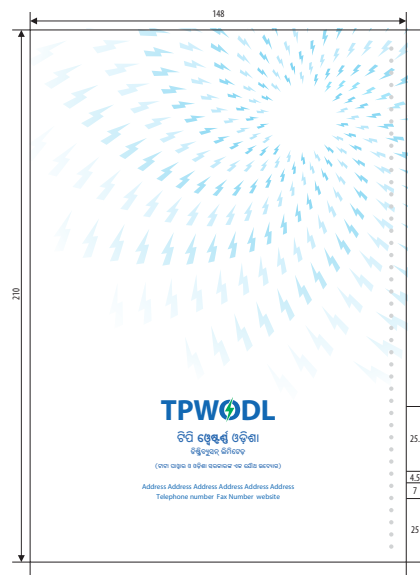
Printing and Finishing

Offset printing using special inks to match the defined PANTONE® shade.

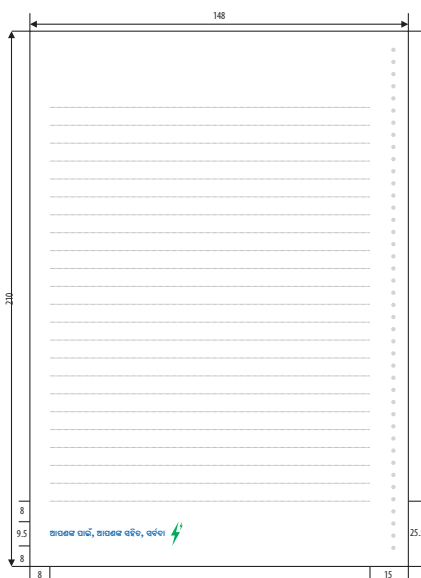
Notebook - Cover



Notebook - Back



Notebook - Left Page



Notebook - Right Page



Spiral binding (comb or circular) along the left edge. Aqueous coating is recommended for the cover.

All measurements are indicated in millimeters.

Corporate Folder outside

Dimensions

466.834 mm X 317.5 mm

Colours

Tata Blue and Tata Green

The top 25% of the page is white in colour and the bottom 75% is Tata Blue coloured.

Option 1: Plain Design

Front

TPWODL Composite Mark is placed at the top right of the front side at a distance of 16 mm from the top and 14 mm from the right edge. The width of the unit is 70 mm.

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right of the front side at a distance of 16 mm and 11 mm from the right and bottom edge of the page, respectively. The height of the bolts unit is 15 mm.

Back

TPWODL Composite Mark is placed at the back side. It is centre aligned to the page and is in reverse colour on blue background, 46.5 mm above the bottom edge. The address panel is at a distance of 7 mm from the bottom edge of the logo composite.

Option 2: Pattern Design

Exact same formatting like option 1, with the addition of the spiral bolt design element.

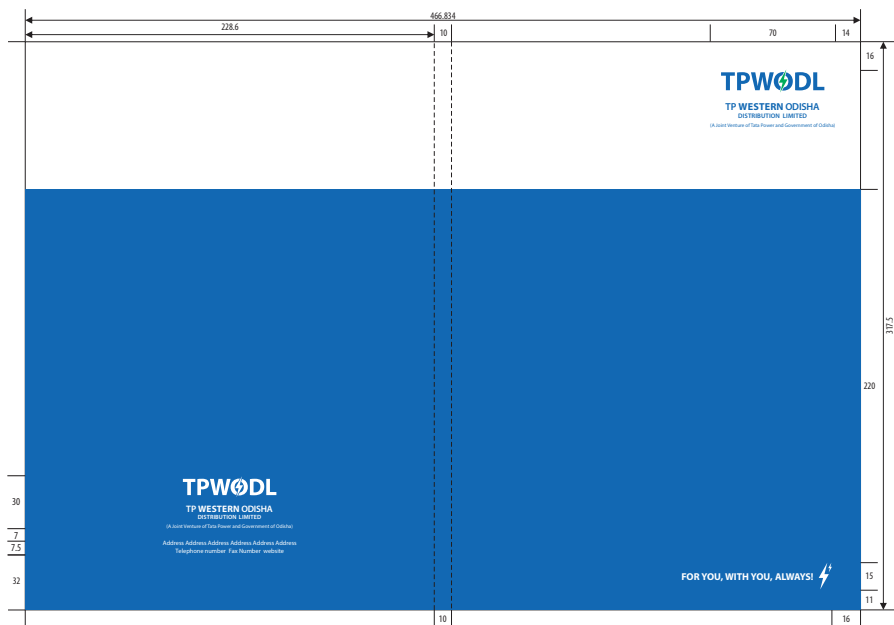
Printing Process

Screen/Offset printing, using special inks to match the defined PANTONE® shade.

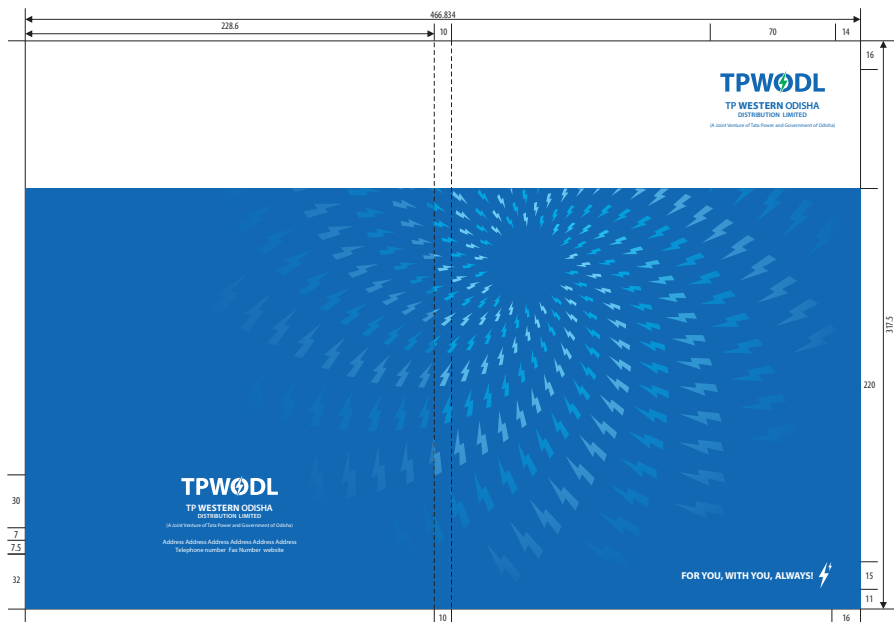
All measurements are indicated in millimeters.

The dotted line is only indicative of the fold, and is not to be printed.

Outside Plain



Outside with Pattern



Corporate Folder outside

Dimensions

466.834 mm X 317.5 mm

Colours

Tata Blue and Tata Green

The top 25% of the page is white in colour and the bottom 75% is Tata Blue coloured.

Option 1: Plain Design

Front

TPWODL Composite Mark is placed at the top right of the front side at a distance of 16 mm from the top and 14 mm from the right edge. The width of the unit is 70 mm.

Tata Power DISCOM Brand Line and Bolts Unit is placed at the bottom right of the front side at a distance of 16 mm and 11 mm from the right and bottom edge of the page, respectively. The height of the bolts unit is 15 mm.

Back

TPWODL Composite Mark is placed at the back side. It is centre aligned to the page and is in reverse colour on blue background, 46.5 mm above the bottom edge. The address panel is at a distance of 7 mm from the bottom edge of the logo composite.

Option 2: Pattern Design

Exact same formatting like option 1, with the addition of the spiral bolt design element.

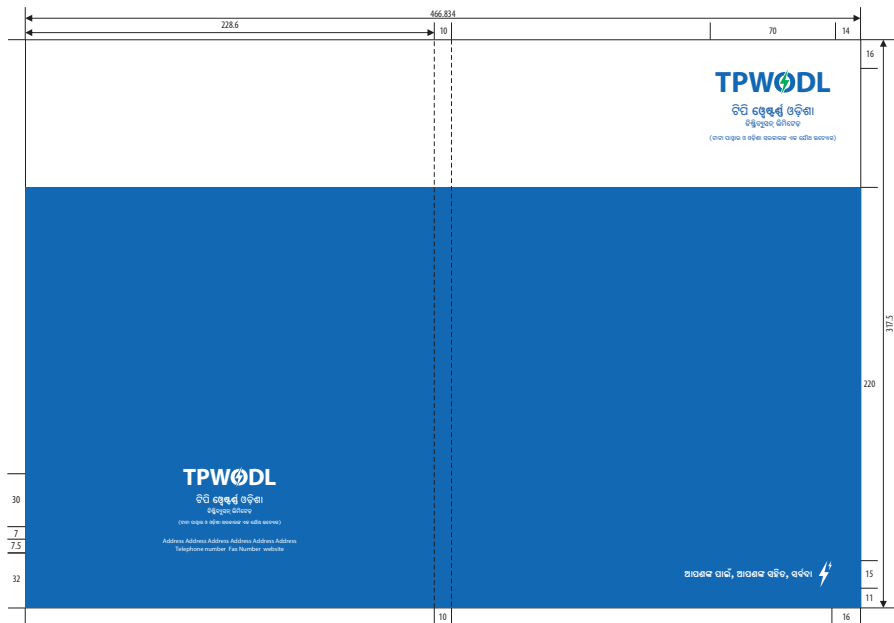
Printing Process

Screen/Offset printing, using special inks to match the defined PANTONE® shade.

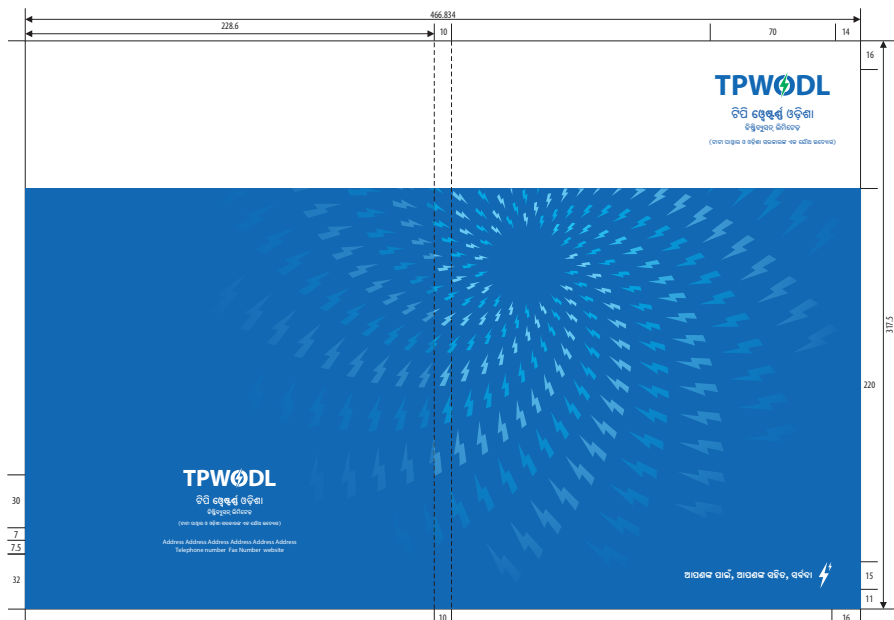
All measurements are indicated in millimeters.

The dotted line is only indicative of the fold, and is not to be printed.

Outside Plain



Outside with Pattern



Corporate Folder inside

Dimensions

466.834 mm X 317.5 mm

Colours

Tata Blue and Tata Green

The top 25% of the page is white in colour and the bottom 75% is Tata Blue coloured.

Option 1: Single Flap

TATA Power DISCOM Brand Line and Bolts Unit is placed at 18.5 mm from the right edge and 13 mm from the bottom edge of the pocket on the right leaf. The height of the bolts unit is 15 mm.

Option 2: Double Flap

TATA Power DISCOM Brand Line and Bolts Unit is placed on both left and right leaf at 18.5 mm from the right edge and 13 mm from the bottom edge of the pockets on each leaf. The height of the bolts units are 15 mm in each.

Printing Process

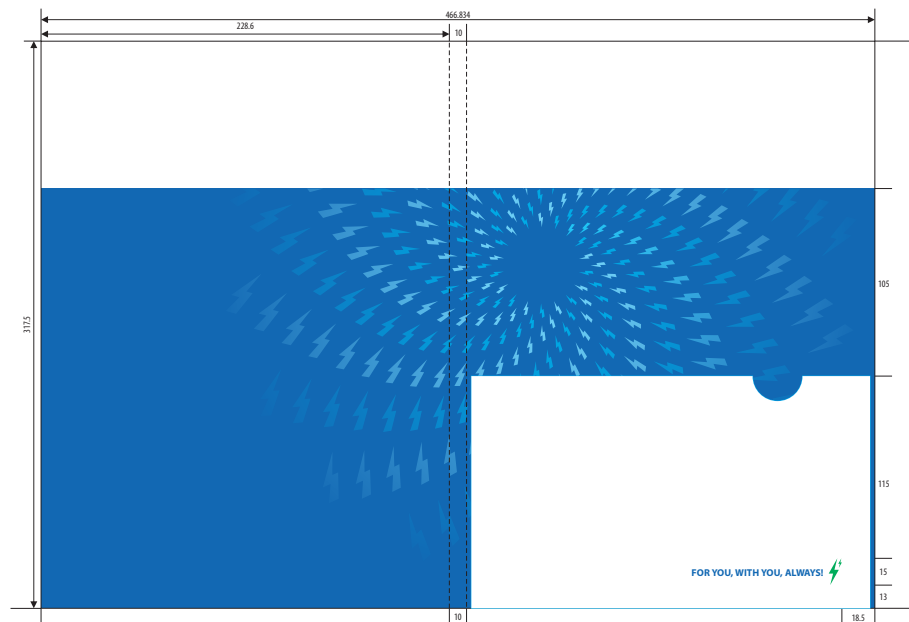
Screen/Offset printing, using special inks to match the defined PANTONE® shade.

All measurements are indicated in millimetres.

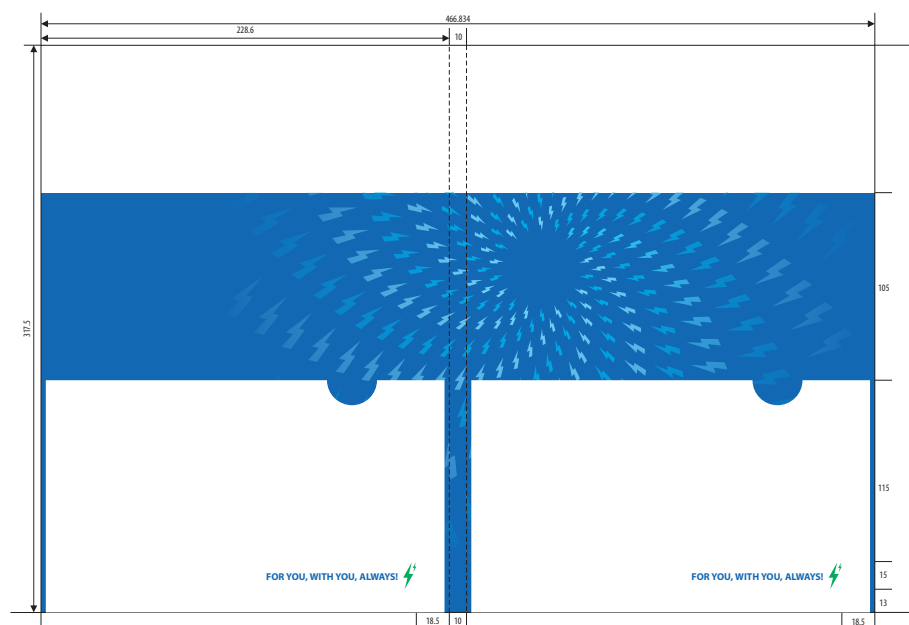
The dotted line is only indicative of the fold, and is not to be printed.

Inside

Single Flap



Double Flap



Corporate Folder inside

Dimensions

466.834 mm X 317.5 mm

Colours

Tata Blue and Tata Green

The top 25% of the page is white in colour and the bottom 75% is Tata Blue coloured.

Option 1: Single Flap

TATA Power DISCOM Brand Line and Bolts Unit is placed at 18.5 mm from the right edge and 13 mm from the bottom edge of the pocket on the right leaf. The height of the bolts unit is 15 mm.

Option 2: Double Flap

TATA Power DISCOM Brand Line and Bolts Unit is placed on both left and right leaf at 18.5 mm from the right edge and 13 mm from the bottom edge of the pockets on each leaf. The height of the bolts units are 15 mm in each.

Printing Process

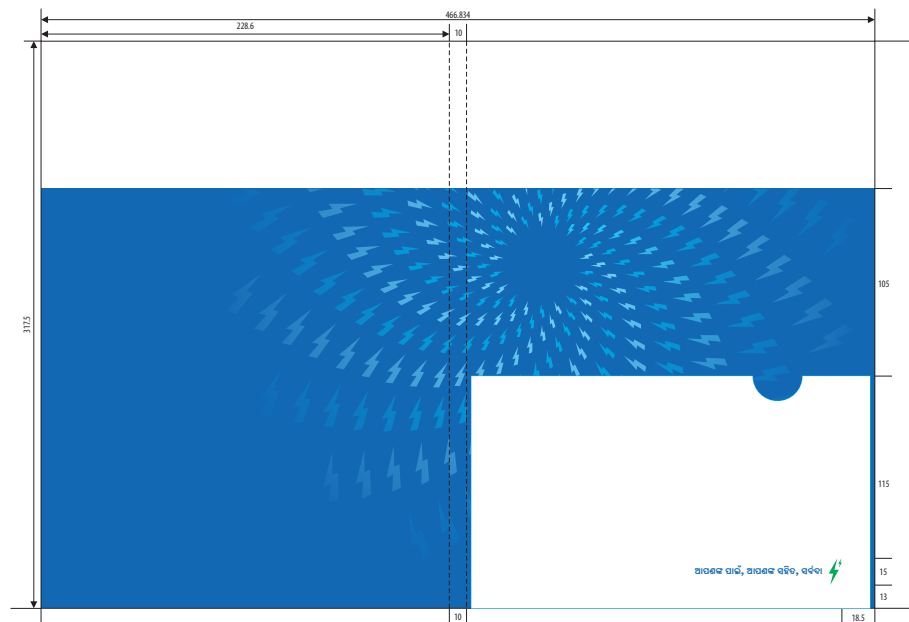
Screen/Offset printing, using special inks to match the defined PANTONE® shade.

All measurements are indicated in millimetres.

The dotted line is only indicative of the fold, and is not to be printed.

Inside

Single Flap



Double Flap

