



Orange Plus
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(Parallel to CMH Road)
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Bangalore – 560038

BRIGHTER
GREENER
SMARTER

THE BRAND BOOK | VERSION 1

WHY A BRAND BOOK?

To give our brand every advantage within the competitive arena, we must first establish an identity that is unique and compelling to our customers. We developed a new identity that is destined to distinguish us from our competitors. This brand book constitutes the core elements of Orange Plus. It will help ensure the consistent and effective application. And as our corporate communications adopt our new persona, we will establish a new global identity that is distinct, exclusive and instantly recognizable.

USING THIS BRAND BOOK

In an effort to establish an identity for Orange Plus, a 'blueprint' that strives to encompass the many facets of Orange Plus mission has to be developed. This clarifies and defines the vision and values that propels Orange Plus to the forefront of the consumer electronics industry.

The brand book has two sections. The first section describes the attributes and the second section is on the creative expressions of the brand.

BRAND ATTRIBUTES

- The brand essence that drives our purpose, commitment and actions
- The values that drive our high performing culture
- The attributes that guide us in what we deliver to the customer
- The brand stories where our distinctive competencies and experiences are brought to life

CREATIVE EXPRESSION

- The brand identity is made up of several basic elements
- The elements forming the brand create a memorable and differentiated brand system
- The guide address our needs globally across major businesses
- It ensures that our brand is represented effectively in the marketplace



I. Brand Attributes

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BRAND STORY

Light has always been central to human civilization, casting brightness over the dark and serving as a spiritual touchstone. Today light is being called up to deliver far more, overcoming the limits inherent in conventional technology, and there is a revolution happening at present.

We being one of India's leading fast moving electrical goods company, providing a wide range of world class lighting and electrical products, sees the burgeoning opening for future innovation. Hence, we believe every day we have the opportunity to make things better and smarter. And thus we enable our customers look at the brighter side of life.

We imagine a world where anything is possible. This optimism helps us to lead with brightness and allows us to see ahead. Our quest for innovation helps us identify unique features and qualities that open up completely new possibilities to make the future brighter for everyone.



BRAND PURPOSE

We abide by our promise of continuous innovation that is focused on our customers. Since inception the company has come to epitomize quality and reliability. For us light is future. It should be flexible and adaptable. It must deliver optimum visual precision and performance while consuming minimum environmental resources. We commit the highest quality, design, technical excellence and our absolute passion towards enriching the lives of people around us

BRAND DIFFERENTIATOR

Our technology is not just lighting or electronic application. It's a window, a window of opportunities. It has the potential to efficiently emit light across the industry to bring new and novel forms of technology. Moreover, Orange Plus envisions for a greener and sustainable future. We bring the best; most responsible technologies to market that meet our world's growing need for greener solutions.





PURPOSE OF EXISTENCE

We being the best technology brand offer high quality, affordable and energy efficient electrical and lighting solutions to enlighten your world

BRAND POSITIONING

A successful business environment encompasses values which resonate with the customer when it projects positivity and optimism. These values lead to the attainment of industry goals, leading to a bright and optimized culture.

Brighter:

At Orange Plus we are optimistic about the future and believe that the world can be changed for better.

We lead with brightness and it allows us to see ahead. This asks for a bold physique for the brand, hence our tone of communication and conduct is always optimistic.

Greener:


Today's energy demands on the planet are enormous. Yet everyone has an indisputable right to clean energy. At Orange Plus, we are committed to make our world sustainable. We rethink the way we deal with energy and our research and innovations are focused to be greener and sustainable.

Smarter:

We think, create and deliver our solutions smarter. Our high performing, pragmatic and fast solutions make buildings, cities and our environments efficient. Orange Plus's products enhance their lives with intelligent features, intuitive functionality and exceptional performance.

The typeface used for BRIGHTER. GREENER. SMARTER is Serif LED Board-7

BRIGHTER. GREENER. SMARTER



BOILERPLATE MESSAGING

With a legacy of 22 years, we have been acknowledged as one of the leaders in providing innovative electrical and lighting solutions to the consumers in the industry. Our domain expertise enables us to ensure quality and affordability of energy saving products for our consumers and help them see brightness in their lives.

Orange Plus products for commercial, architectural, hospitality, health care, educational and residential applications have always been defined by superior materials, distinctive designs and unparalleled craftsmanship. Our organization is backed by a highly satisfied clientele across the globe.

BRAND VALUES

These are our values that we want everyone at Orange Plus to imbibe and share. These values direct the way we all behave everyday with each other, our customers and partners. It defines our high-performance culture and practices.

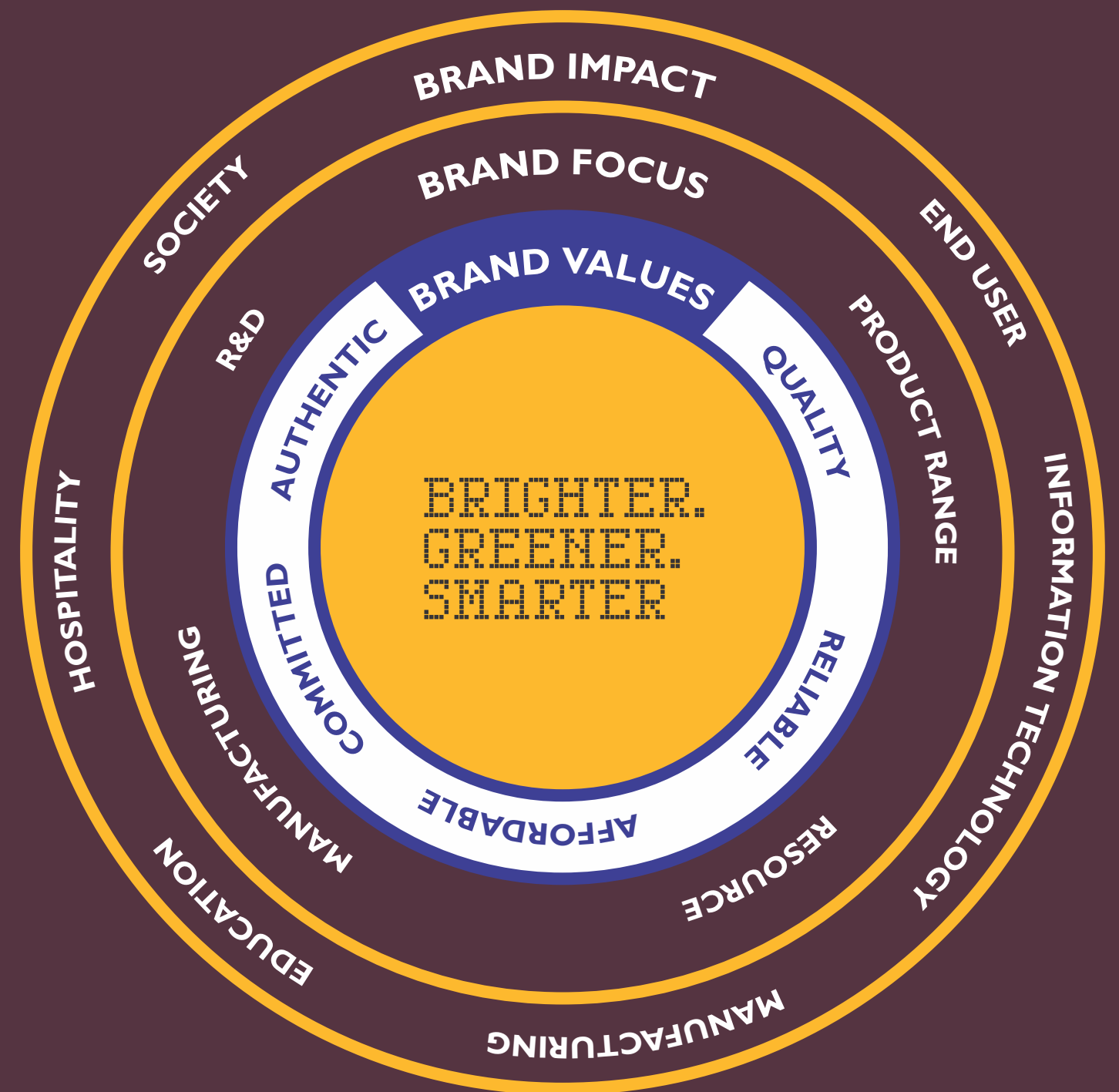
Quality: We will deliver excellence, strive for continuous improvement and respond vigorously to change. Each of us is responsible for the quality of whatever we do

Reliable: We are reliable because we know the market, we are truthful. Our people, products and processes must always meet, or supersede, agreed results.

Affordable: We continually develop our portfolio in keeping with our core values of affordable technology for the betterment of life

Committed: We're committed to putting our customers first by providing excellent products and services and exceptional experiences

Authentic: We follow the method of integrating sustainability and ethics with goals of growth and profitability for the long term success



BRAND FOCUS

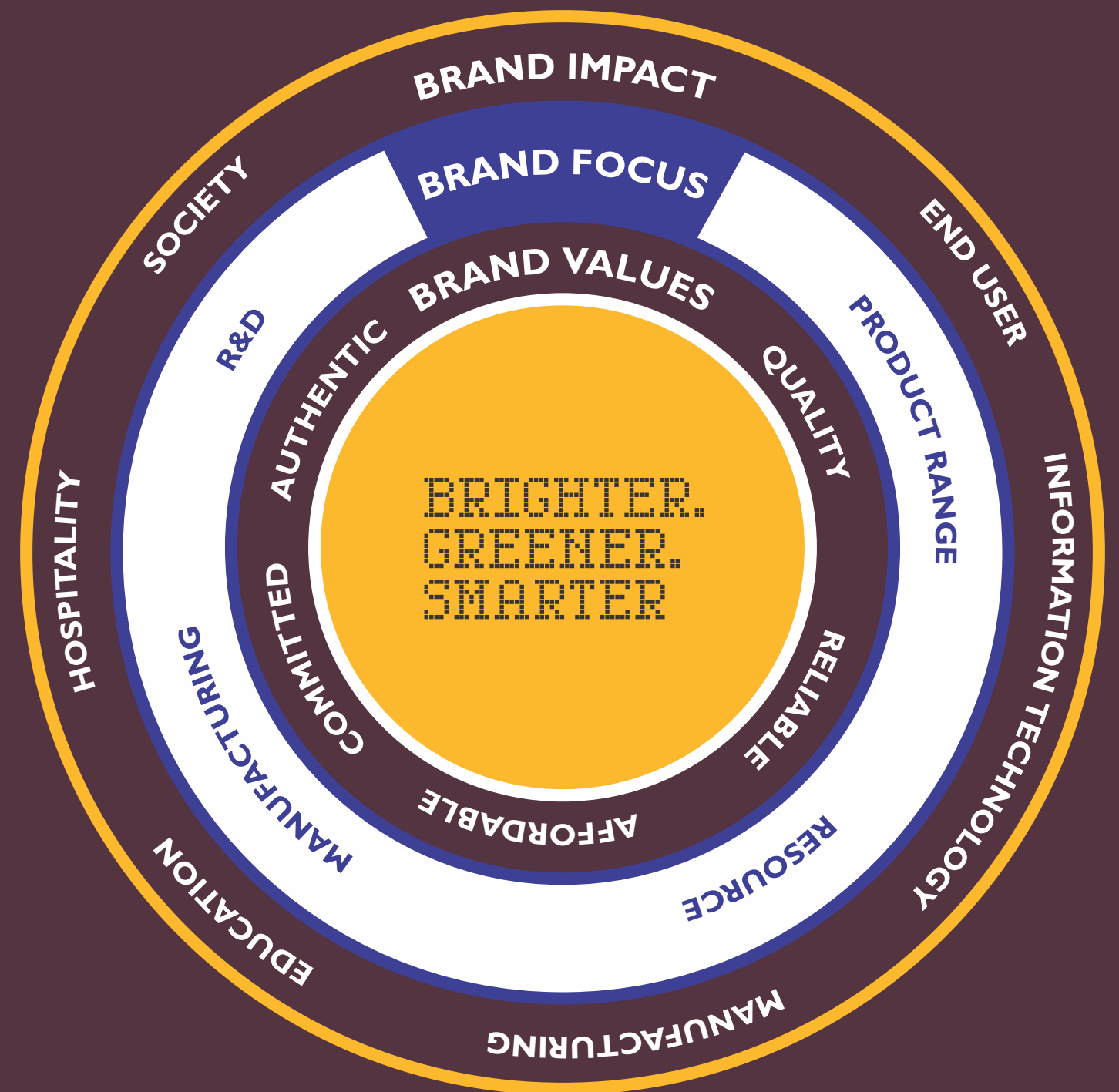
These are the core customer benefits that showcase what we deliver, providing inspiration from our ingenious products and solutions. We rally our collective focus to create competitive brand differentiation with these four core attributes supported by the same consistent brand messaging.

Product Range: We focus on delivering distinctive products to market whilst building on core capabilities

Resource: We focus on building key resources, which is the most important thing for our business. It plays a direct role in bringing to life our value proposition to our customers.

Manufacturing: The Company has a strong base in production with a core focus on quality.

R&D: Our continuous expansion efforts grow out of a strategic focus on R&D, which has been a core focus of the company



BRAND IMPACT

These are the places where the stories of our distinctive competencies and experiences are brought to life — compelling stories that cover all of our businesses, segments and target audiences. This connection to real customer creates tangible Orange Plus relevance.

- End User (Retail)
- Information Technology
- Manufacturing
- Education
- Hospitality
- Society





BRAND PROMISE

We want all our products, solutions and services to be

Simple | Safe | Innovative | Efficient | Affordable

This is the promise we want to make to our customers about the standards they can expect from Orange Plus products, solutions and services.

TO NE OF VOICE

We are optimistic and pro-active in what we think and do

The thousands of communications we produce must convey this spirit of being optimists, inspiring others to take positive action. These rules and guidelines are here to help you tell our story in the right way.

Every day, we speak to millions of people around the world via emails, advertising, reports and presentations. And, our communications help to build a positive perception of who we are and what we stand for. The communications we produce must also be innovative and impressive. These rules and guidelines are here to help you tell our story in the most compelling way.

CREATE A WRITING BRIEF

Before you start writing, define the key elements involved:

Who are the readers or target audience?

What do they want to gain from the communication?

What are the most important things needed to express to them?

What is to be done to do in order to make the communication appealing and interesting?

What will make this communication speak in the voice of a technology enabler?

USE THE ACTIVE VOICE

PASSIVE: Successful tests have been carried out by the company.

ACTIVE: We have carried out successful tests.

PASSIVE: The research will be presented at the meeting by January.

ACTIVE: We will present the research at the meeting by January.



CREATIVE
EXPERESSIONS

LOGO

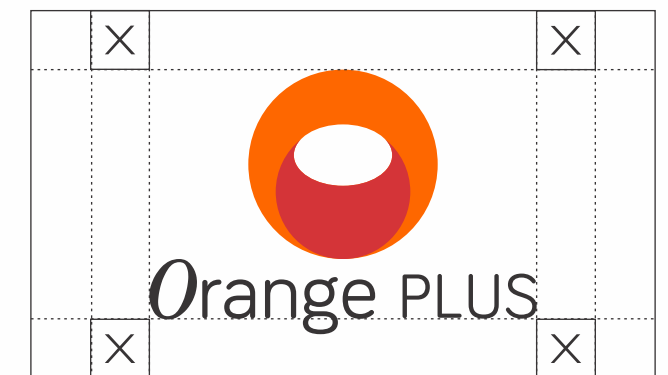
As the visual emblem of the brand, the logo is sum total of the core essence and philosophy of Orange Plus. The logo represents new energies, things, people and opportunities. The main circle being the sun and the other one signifying a star defines an intensely dynamic thought. Our brand is like the sun, we are attracted to the people who strive with warmth and brightness. We empower every relationship; we are all the colours in one at full brightness.

The logo typeface is 'xxxxxxxxxxxx' which symbolizes efficiency and forwardness.



Clear Space

The Value of X is the proportionate size of logo typeface 'O'



Minimum Size

To ensure legibility, we have set the minimum size for the reproduction of the logo



LOGO - DO'S & DON'TS

Brand logo is one of the important facet of the brand identity system.

One should not tamper the brand logo. Having said that, we have discussed here how to use the brand logo in any piece of visual communication.



DO'S Brand logo can only be placed against three (3) solid backgrounds shown bellow



DON'TS



Do not alter the logo



Do not give gradation



Do not interchange the logo colors



Do not give outline



Do not stretch the logo



Do not give drop shadow to the logo



Do not disturb the logo



Do not give gradation to the background

BRAND COLORS

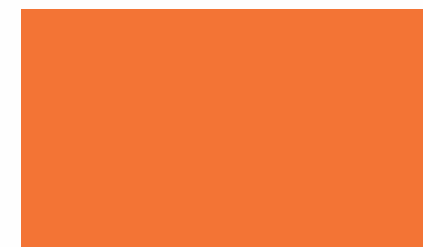
Color is a strong and communicative element of any corporate identity. The color palette of Orange Plus is vivid and dynamic. It takes inspiration from the richness and positive nature of our organization. The harmonious blend of colors provides flexibility and brings vibrancy to all design and communication materials.

PRIMARY COLORS

The color **GREY** showcases reliability, calmness, intelligence, balance of life, professionalism and corporate intelligence.

The color **BURGUNDY** specifies refinement, maturity, experience, determination and prosperity.

The color **GOLDEN YELLOW** conveys authority, loyalty, faith, stability and care.



Grey color background



Logo against Dark Burgundy color background



Logo against Golden Yellow color background



C: 0 | M: 10 | Y: 0 | K: 90



PANTONE
446C



C: 60 | M: 85 | Y: 55 | K: 65



PANTONE
504 C



C: 15 | M: 30 | Y: 100 | K: 0



PANTONE
143 C

BRAND COLORS

Color is a strong and communicative element of any corporate identity.

The color palette of GoldenHammer Interiors & Furniture is vivid and dynamic. It takes inspiration from the richness and diversity of our business. The harmonious blend of colors provide great flexibility and brings vibrance to all communication materials.

SECONDARY COLOR SCHEMES

These colors are used to support the primary colors. Known as 'highlight' or 'accent' colors, they will be used creatively to project the appropriate level of dynamism and optimism in any given communication piece.



C: 0 | M: 5 | Y: 40 | K: 0



PANTONE
1205 C



C: 10 | M: 80 | Y: 80 | K: 10



PANTONE
7418 C



C: 10 | M: 100 | Y: 100 | K: 10



PANTONE
1797 C



C: 80 | M: 100 | Y: 0 | K: 20



PANTONE
269 C



C: 50 | M: 0 | Y: 100 | K: 0



PANTONE
367 C



C: 90 | M: 40 | Y: 0 | K: 0



PANTONE
Process
Blue C

BRAND FONT

The introduction of the font family 'Frugal Sans' helps our communications to be effective, growth-oriented and elegant. We want to be sure that we convey information in a clear and simple way in order to help people understand what we are saying.

PRINT MEDIA | HEADLINE

Serif LED Board-7

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#%&^*()+=_-

PRINT MEDIA | BODY COPY

Gill Sans MT Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#%&^*()+=_-

Gill Sans MT Pro Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#%&^()+=_-*

Gill Sans MT Pro Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#%&^*()+=_-

Gill Sans MT Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#%&^*()+=_-

Gill Sans MT Pro Medium Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#%&^*()+=_-

Gill Sans MT Pro Medium Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#%&^*()+=_-

SUBSTITUTE TYPEFACE

In cases where Frugal Sans font family is not available (such as web or PowerPoint), use the substitute font family Calibri.

Calibri Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#%&^*()+=_-

Calibri Normal-Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#%&^()+=_-*

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#%&^*()+=_-

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#%&^*()+=_-

PICTURE PERFECT

We want our photography to have energy and pace as well as humanity. We want all our photography to show movement of some kind along with human activity.

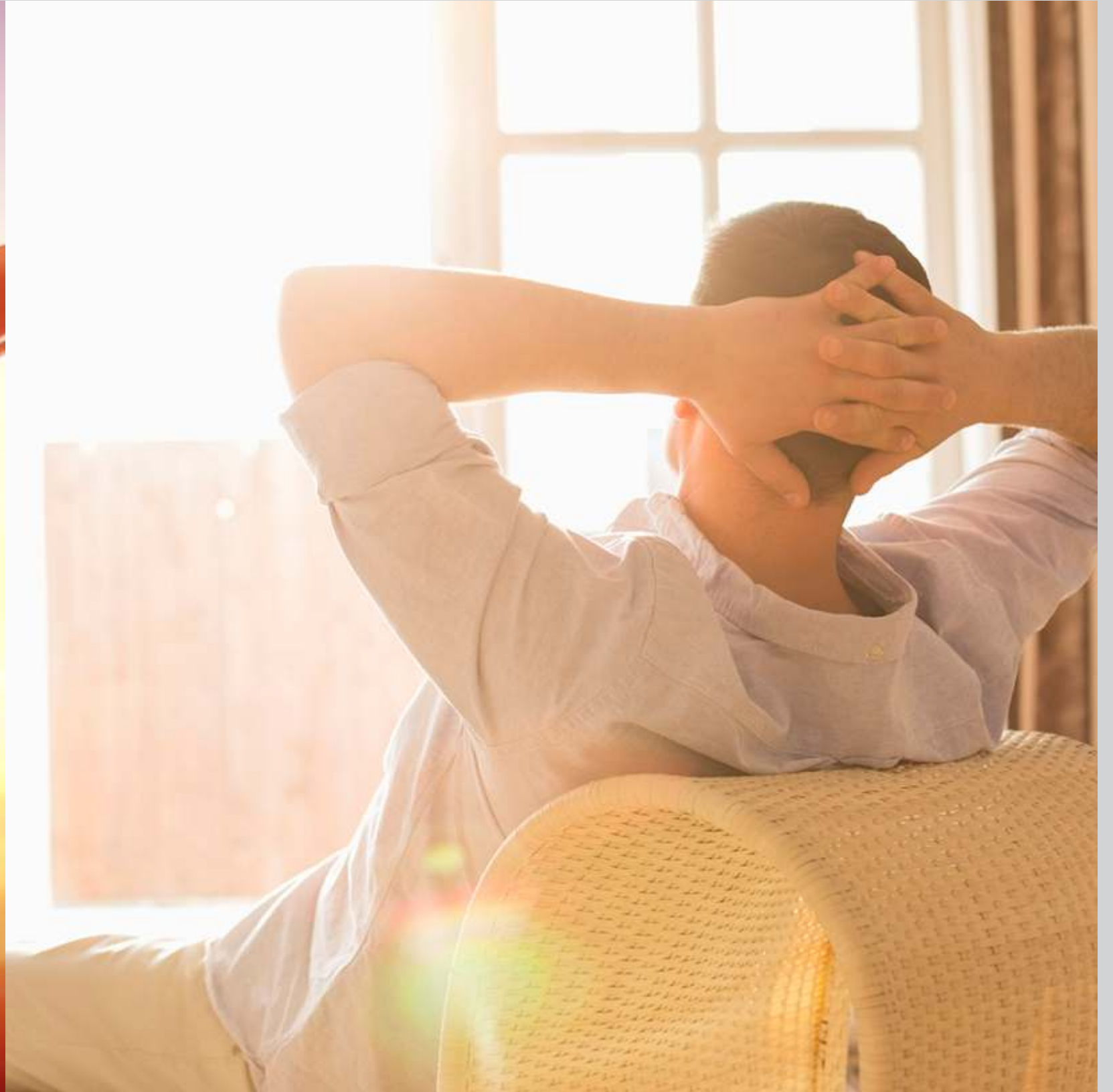
Precise: Images must contain a specific subject that draws attention instantly.

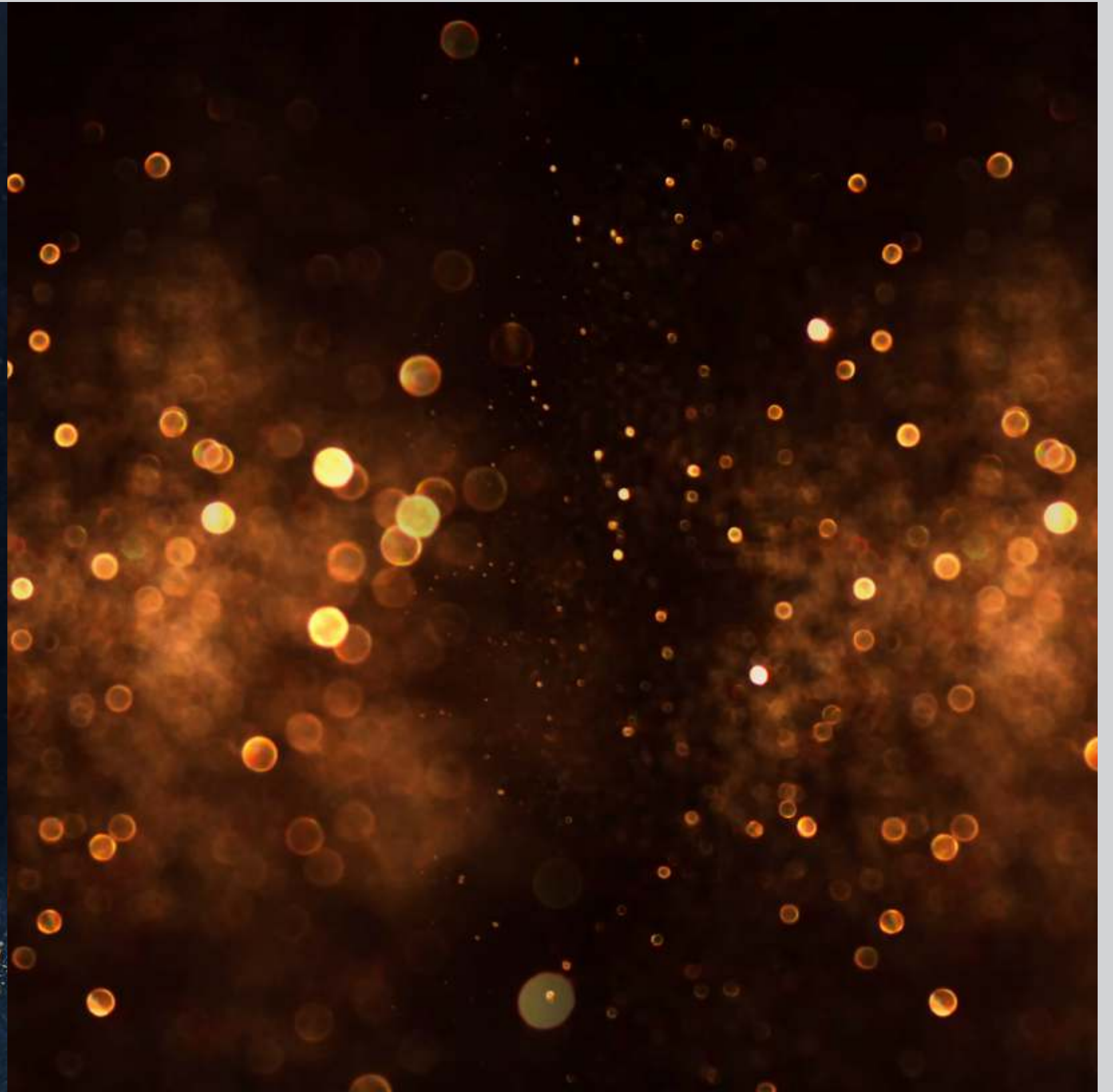
Dynamic: We developed a distinctive photographic style which will help us stand out from competition. A sense of movement in our photography accentuates and reflects our brand positioning of “**Passionate.Doers**”

Focus-driven: Our photography should drive focus to the subject by appropriately using composition and staging techniques.

Real & Metaphysical: Our photography must feel real and at the same time allows us to think the impossible and instill the sense of making it happen.







PICTURE GUIDE

Do's:

- Show people in real life
- Show movement of people
- Show industry with people
- Show people in context within their natural environment.
Use people in context of the wider world

Don'ts:

- Don't show without people, unless a project or product
- Don't show static or exaggerated poses
- Don't show people out of context in artificial environments



Don't show people out of the focus



Don't show without people



Don't show long posed image



Don't show industry without people



Don't show motion blur images



Don't show as static or over posed



Don't show as static or not posed



Don't show industry without people



Don't show people out of context in artificial environment



Don't show people out of context in artificial environment



Do not cut the image



Do not show products without clear purpose



Don't show contrived, over posed or cliched scenarios



Do not show fictional characters

Layout



1x



3x



5x

