

**Corporate Identity
Manual
for Polaris**



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With the number of companies mushrooming in any particular sphere of operation, it is becoming imperative for every organization to distinguish itself. To survive in the crowded marketplace, an organization needs to communicate a single consistent identity.

Each time a person sees a piece of communication from the organization it amounts to an exposure. The person could be from within the organization or from an external agency. The image the person has about the organization will be the sum of all these exposures.

If the identity is consistent then the effect created will be much greater than the sum of the exposures. It results in a strong identity, which becomes an invaluable asset to the company.

The aim then is to project a consistent image of Polaris through every piece of communication the organization issues. The dynamic and progressive nature of the organization has to be clearly communicated at every opportunity.

To implement this kind of exercise in a global organization such as Polaris requires an easy reference guide which explains things with clarity. This Corporate Identity Manual aims to serve that purpose.

As you are aware, Polaris has been spreading its reach globally. In order to maintain a consistent identity worldwide it has become critical to develop a Corporate Identity Program.

Polaris, is the name for the North Star, the brightest star visible in the sky. Our organization too reflects this luminosity in terms of people, process and philosophy. And this same spirit is communicated through the baseline "live your dream".

The typography used to depict Polaris in the logo has been specially chosen to reflect progressiveness and dynamism. A small star has been carved out in the letter "A" to further stress our similarity to our namesake celestial body.

There needs to be a cohesive system, which helps communicate our strong identity in a consistent fashion. This Corporate Identity Manual, is a vital part of that system. By adhering to the guidelines in this Manual we will be able to further strengthen the distinctiveness we enjoy in the market.

The Corporate Communications Department at Chennai is already following these guidelines in all communication material. But with the organization growing fast it was felt that the guidelines would have to be recorded for easy reference.

A lot of effort has gone into the preparation of this Manual. Please take care to follow the rules. At the same time the Manual should not be seen as inhibiting creativity. For the success of any program flexibility is a must. Hence if there is a need to move away from the rules you may consult the Corporate Communications Department.



Arun Jain
Chairman and Managing Director.

[**1**]
B a s i c C o m p o n e n t s

Logo

All communication will carry the Polaris logo as shown below. This logotype is the most significant unifying element of the identification system:

Its functions are:

- To build awareness of the organization and its scope of products and activities
- To project the characteristics the corporate wishes to communicate about the organization
- To act as a unifying device, relating all divisions to their products and to the corporation, and to each other.

Logo

POLARIS

Baseline

live your dream

Logo Unit

The logo when accompanied by the base line should appear as shown below. The space between the logo and the base line should always be consistent. The distance from the bottom edge of the letter 'P' and the 'l' in 'live your dream' should always be the height of the letter 'm' in 'live your dream'

POLARIS
live your dream

[2]
C o l o r

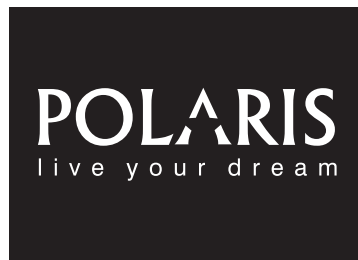
Four-color process

Color serves an important function in all Polaris material. The following are the guidelines for the use of color in the logo. Exact specifications should accompany all orders to printers or any source involved in the reproduction of color.



	<u>Polaris</u> <u>Blue</u>	<u>live.dream</u> <u>Red</u>	<u>your</u> <u>Black</u>
Pantone Process Cyan	100%	-	-
Pantone Process Magenta	-	100%	-
Pantone Process Yellow	--	100%	-
Pantone Process Black		-	100%

If the background color is other than white, the logo is used as shown below in reverse color.



Single Color

If the logo needs to be produced in a single color, the 'Polaris' and the 'your' in 'live your dream' should be in solid black (100%). The 'live' and 'dream' have to be in black (40%).



Although the colors specified above are the recommended colors for the logos, they can also be used in the prescribed black and gray tones as shown below in newspapers / magazines.

Newspaper

While reproducing in newspapers, 'Polaris' and 'your' of 'live your dream' will be in solid black. 'live' and 'dream' will be 65 line screen as shown below.

POLARIS
live your dream

Magazines

Magazines will carry the logo with live and dream in 120 line screen and the 'Polaris' and 'your' in solid black.

POLARIS
live your dream

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Rules

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The logo retains true character in all sizes except in the minimum sizes specified. As long as the logo is not altered in any way there are no maximum size limitations. Minimum sizes may vary with the reproduction techniques employed.

If a size is needed which is not presented in this manual then it can be reduced or enlarged from the nearest available size. Reproducing the logo from secondary printed material should be avoided. Always use original reproduction material.



Enlargement: Logotype can be enlarged to any desired size.

POLARIS
live your dream

A large, clear version of the POLARIS logo, featuring the word "POLARIS" in a bold, blue, sans-serif font with a stylized 'A', and the tagline "live your dream" in a smaller, red, lowercase sans-serif font directly below it.



Do not use in containing shapes of any type.



Do not attach graphic and/or typographic devices to logo. Do not use in close proximity to competing design elements.



Do not position logo at an angle.



Do not reverse colors in logos.



Do not use any other colors for the corporate logo, other than Polaris in Cyan, 'live' and 'dream' in Black and your in Red. Refer: Chapter Two - Colors.



Do not underscore the logos.



Do not use logo in possessive case.



Do not use "The" in front of the logo.



Do not superimpose on background patterns.



Do not stretch or bend.



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Typography

The Polaris logo is a specially created one. The font for Polaris is Albertus Medium and it has been authorized for use in the system. It plays an important role in signatures, on signs, vehicles, packages and stationery.

Albertus Medium

The base line 'live your dream' uses the font Switzerland

Switzerland

The font to be used in various other communications from Polaris will be Gatineau* and variations as specified below. For example Presentations, Reports, News Releases and so on, can use the font variations that are specified in this section.

Gatineau Normal

ABCDEFGHIJKLMN
OP
abcdefghijklmnop

24 PT.

Gatineau Bold

**ABCDEFGHIJKLMN
OP
abcdefghijklmnop**

24 PT.

Gatineau Normal Italic

*ABCDEFGHIJKLMN
OP
abcdefghijklmnop*

24 PT.

Gatineau Bold Italic

***ABCDEFGHIJKLMN
OP
abcdefghijklmnop***

24 PT.

* Gatineau is the typeface employed throughout this manual.

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Division Identity

BankWare™

BankWare™ is a brand under which Polaris rolls out state-of-the-art banking products to meet the need of global clients.

The brand has a unique logo as shown below. It should always be accompanied by TM is superscript to indicate its copy right to Polaris.

Logo



Baseline

MODERNIZING MONEY WITH POLARIS

	<u>Bank Ware</u> <u>Blue</u>	<u>Square</u> <u>Blue</u>	<u>Square</u> <u>Red</u>	<u>Square, Line</u> <u>Yellow</u>	<u>Modernizing Money</u> <u>with Polaris</u> <u>Black</u>
Pantone Process Cyan	100%	100%	-	-	-
Pantone Process Magenta	100%	100%	100%	20%	-
Pantone Process Yellow	--	--	100%	100%	-
Pantone Process Black			-	-	100%

Typography

There are two types used in the logo of BankWare™. The A's and the R use the font ErasBk BT Bold. The rest of the logo uses the Swis721CnBT font. The baseline 'Modernizing 'Money With Polaris' should use the font Switzerland Condensed.

All other rules applying to the Polaris logo with regard to size and use also apply to BankWare™.