

LOGO
Overview

Our logo is bolder, sharper reflecting efficiency and precision of technology yet softened by goodness and the textures of nature. The wordmark is custom-made

with clean lines, ready for today's screens and tomorrow's scales.

S U Z L O N

Our logo comes in two versions only:
Primary Version - Teal on beige or light backgrounds
Secondary Version - White on Teal background

Use the Primary version on all forms of communication, use the secondary version only in cases where the primary version absolutely cannot be used.

Primary Version



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Secondary Version



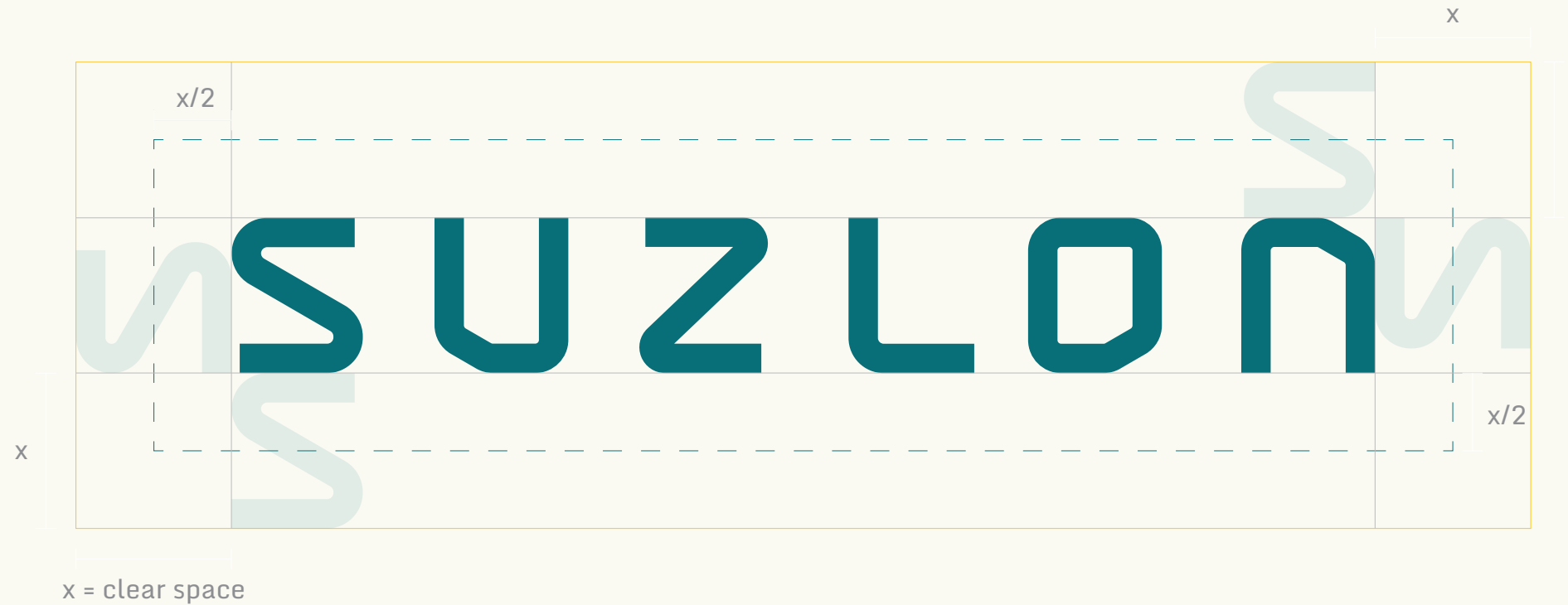
SUZLON

LOGO Clear Space

The logo needs room to breathe.

Always keep a clear zone around it equal to the height of the capital 'S'. No text, graphics, or edges may enter this space on all four sides.

The preferred clear space is to be followed across all applications, and exceptions can be created for tighter spaces - following the minimum clear space guideline.



— Preferred Clear Space

- - - Minimum Clear Space

LOGO
Minimum Size

We keep our mark strong and legible, always.

Print:
Logo: 25 mm width minimum

Digital (72 dpi):
Logo: 72 px width minimum

Never go smaller.
No text, graphics, or edges may enter this space on all four sides.

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|-----|
0.7 inch
50 pixels

Logo

Minimum Size



LOGO
Colourway Matrix

Use the primary logo wherever possible, across beige, extended colours, and imagery. Move to the white logo only when the primary mark does not stand out

clearly against the background, most often on darker images that cannot be adjusted. Clarity should always guide the choice.

On Beige Background



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On Tints



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On Tints



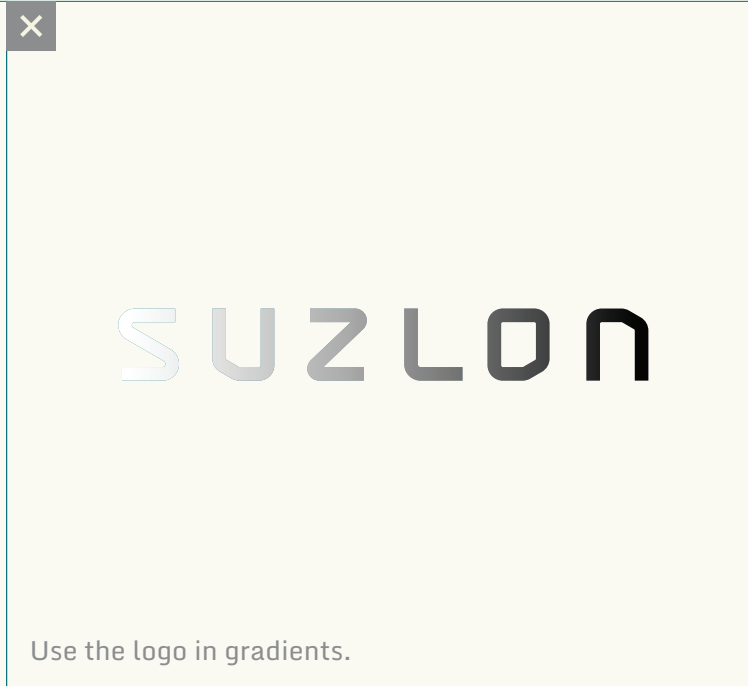
SUZLON



When using the logo, keep the below pointers in mind. Do not-



Add drop shadow or other effects to the logo.



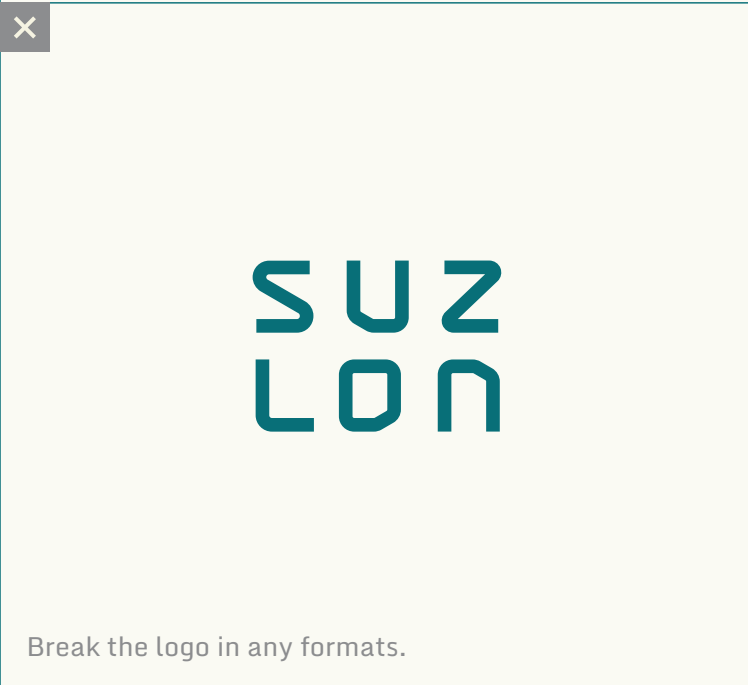
Use the logo in gradients.



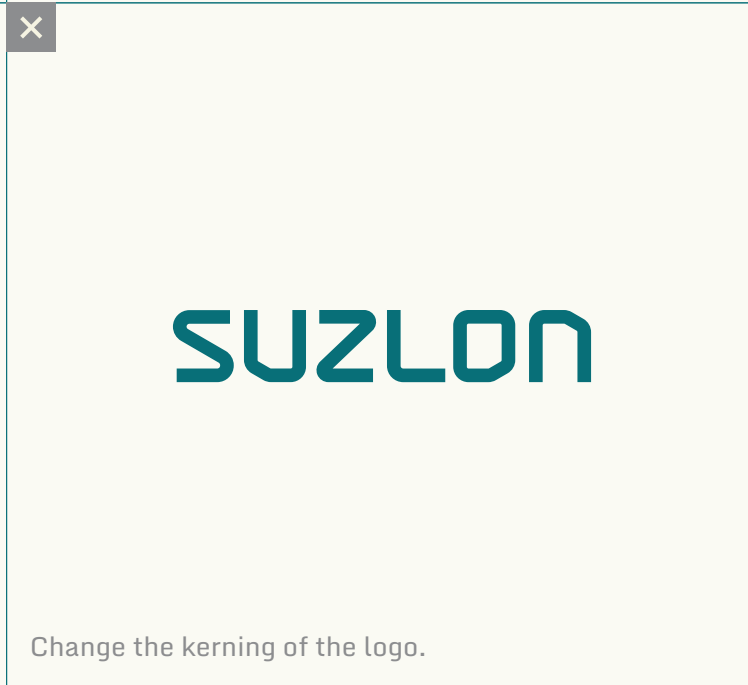
Apply colours other than the primary version.



Tilt or rotate the logo (exception - watermarks).



Break the logo in any formats.



Change the kerning of the logo.

