

TCG Lifesciences Private Limited | Corporate Identity Guidelines



TCG
Lifesciences | **CHEMBIOTEK**

Our Corporate Identity

A brand identity helps an organization stand out from the crowd - it creates a personality that will be associated with the organization.

Achieving global impact starts with consistency therefore our identity has to be the same everywhere.

Our message will be louder, more convincing, and better able to be heard and recalled in a distinct and consistent way.

Our Co-branded Logo

TCG Lifesciences Private Limited (formerly “Chembiotek Research International”) is in the phase of co-branding.



Our Co-branded Logo

Our Common and Legal Name

Our common name is TCG Lifesciences or TCGLS. Our legal name is TCG Lifesciences Private Limited.

TCG Lifesciences Brand

The company derives its energy from its logo/signature which is a positive connotation to life. The logo of the company is derived from the Egyptian symbol of an 'Ankh' – which is often referred to as the Key of life because of its creative power.



Our Co-branded Logo

Presently we are using both TCG Lifesciences brand and Chembiotek brand in a combined form, though of our total visual impact space about 70% of space is for the Primary brand TCG Lifesciences and about 30% of space is dedicated to the Chembiotek brand.

The co-branding logo is made up of the two important visual elements. The TCG Lifesciences logo & the Chembiotek.



Logo Elements

Ankh - The Icon

Ankh, the icon of life, an Egyptian icon, a representation of both Physical and Eternal life describes our business most appropriately as we are in the domain of life sciences business.



Logo Elements

TCG Lifesciences logotype

The brand logotype TCG represents The Chatterjee Group. We relate "Life Sciences" in the fields of drug discovery and development. The above two elements should not be separated. Position, size, and color and proportional relationships of these elements are predetermined and should not be altered in any case.



TCG
Lifesciences

The image shows the TCG Lifesciences logotype, which consists of the letters "TCG" in a bold, teal, sans-serif font, positioned above the word "Lifesciences" in a teal, sans-serif font. The entire logotype is enclosed in a thin white rectangular border.

Logo Elements

Chembiotek

Chembiotek, the logotype is retained from the visual identity of our Chembiotek brand. It helps us to draw the lineage with the established visual identity of our Chembiotek brand.

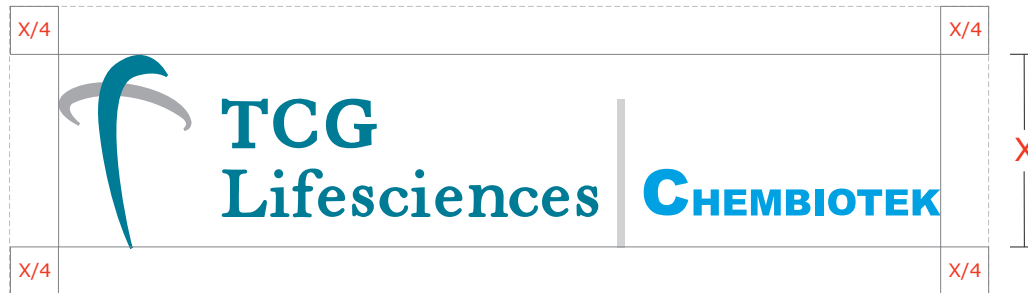


Exclusion Zone

Exclusion zone is the equal free space around the logo. In every instance the exclusion zone should be one half of the logo unit height.

Exclusion zone must remain clear of all graphic imagery, edges, folds and other visual elements that can compete with logo readability – thereby diminishing the effectiveness of the logo. No objects or elements should be placed in this area.

Exclusion Zone










X-height

x is the height of the TCGLS Logo icon 'Ankh'

x/4 - Exclusion zone

Corporate Colour Palette

Our co-branded logo unit colors are Bluegreen, Grey and blue.

The Ankh Grey & Bluegreen		 Grey  Bluegreen
TCG Lifesciences Bluegreen		 Bluegreen
CHEMBIOTEK Blue		 Blue

Corporate Colour Palette

CMYK/Process	RGB/Screen
C100 M30 Y30 K10	R0 G106 B135
C0 M0 Y0 K40	R150 G149 B148
C100 M10 Y0 K0	R0 G135 B207

The colours are shown in the palette. In print applications, the corporate colours should be as per colour references given against each appropriate colour in the colour palette.

Corporate Colour Palette

For the four colour process, the specifications shown in the colour palette should be used.

Given the color limitations of various media, try to visually match to the corporate colours, if still good results cannot be achieved use innovative ways to get corporate colors. To ensure consistent representation of our brand identity always use high-quality vendors and reproduction methods.

Logo Usage

TCGLS four colour application version should always be used in all applications. The co-branded logo should be reproduced in the corporate colours on a white background.

Original Logo



Logo Usage

Whenever possible, the four colour version should be used. For restricted or one-color applications, the TCGLS co-branded logo must appear in black and white.

The black and white logo is the only alternative version of the TCGLS co-branded logo. Use this on white backgrounds only when color printing is not an option.

Logo Usage

Black-and-White Logo (One-Colour)



Incorrect Usage

The Logo/signature should be prominent wherever it appears. Always ensure that there is sufficient contrast between the logo/signature and the background. The preferred background for the signature is white.



Do not give it a background colour.



Do not tilt or distort the logo.

Incorrect Usage



Do not place logo on a background with insufficient contrast.



Do not use a drop shadow.



Do not use it on a busy image.



Do not use the pixelated logo.

Logo Sizes

For Print:

The corporate co-branded logo should not be reproduced any smaller than 8.2 centimeters in length and 1.8 centimeters in height.

Consider the limitations of various media when sizing the co-branded logo.

For Outdoor:

TCGLS co-branded logo should be reproduced in a size that is clearly visible from a distance, the purpose and the viewers should be kept in mind to determine the logo size. Our brand must appear clear from the distance of 25 ft.

Logo Sizes

For Web:

The JPEG logo version should be used for web-based and online material. When placed on a white background, the HEX version logo is to be used. When placed on a dark background, the reverse HEX version logo is to be used. When using the reverse HEX colour logo please ensure the dark background is TCGLS cobranded logo. Any other colour background will require a single colour logo version. The corporate logo should not be reproduced any smaller than 300 x 70 pixels in length and height.

All Logo Formats

When applying the corporate logo, always use the reproduction artwork supplied by TCGLS. The preferred logo can be demanded from the Corporate Affairs Department, email id media@tcgls.com.

File formats - usage and recommendations

Format	Application
EPS	Encapsulated PostScript High Resolution For Print
TIFF	Tagged Image File Format High Resolution For Print
GIF	Graphic Interchange Format For Web
JPEG/JPG	Joint Photographic Experts Group For Web

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