



BRAND LOGO USAGE GUIDELINES

NOVEMBER 2017

Logo Guidelines



Purpose of document:

Clarify how to use the revised 'Apollo Tyres' logos and the principles for design:

- The existing Apollo guidelines and formatting principles, contained in the 'Apollo brand book' (2013), remain the same
- This document illustrates how to adapt existing logo/formats to the revised logo design - based on the 'Apollo brand book' (2013)

What is changing?



Before and After



BECOMES



BECOMES



BECOMES



GO THE ————— DISTANCE

GO THE ————— DISTANCE

Logo Variants



Revised logo designs available for use:

Corporate



Product



(& Partnership)



Elements only



Logo Principles



Situations for use:



‘**Horizontal logo**’ to be used as the **default**, wherever possible.



‘**Compact logo**’ to be used where space does **not** allow use of horizontal logo.



LOGO CONSTRUCTION

Logo specifications



Colours of elements:



Apollo purple
PMS 2603C

50% Apollo purple

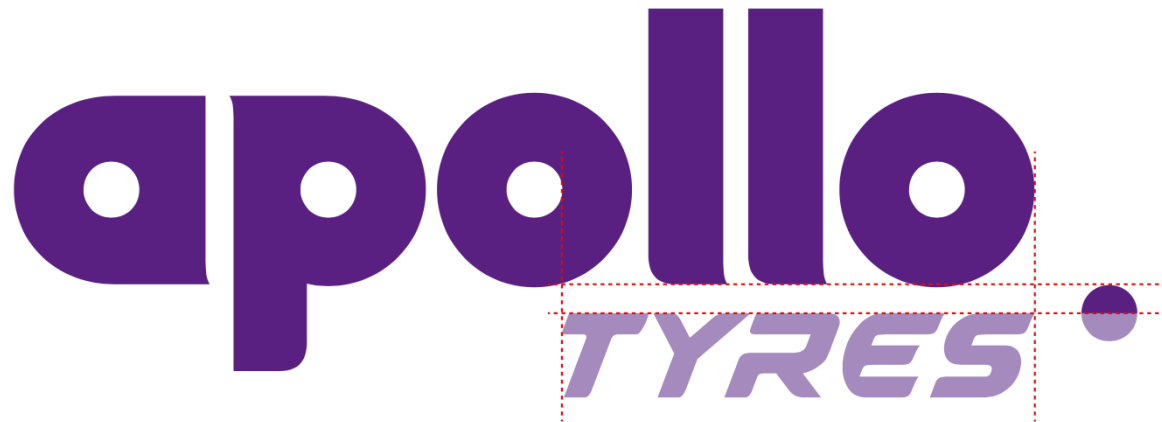
Logo specifications II



Guidelines Apollo Tyres compact logo usage













Tyres should always start at the end of the hole in the 'o' and end with the last 'o' of Apollo.

The space between 'Apollo' and 'Tyres' should be half the width of the hole in the 'o'.













Stationery (Book 3)



	OLD	NEW	APPROVED VARIATIONS
Corporate Letterhead 3.1.9	 front curve	 front curve	
Envelopes 3.1.13	 front curve	 front curve	
Compliments card 3.1.17	 front curve	 front curve	
Certificate 3.1.20	 front curve	 front curve	
Wrapping Paper 3.1.24			
Greeting Card 3.1.32			

























Stationery (Book 3)



	OLD	NEW	APPROVED VARIATIONS
Business Cards 3.1.7	apollo  front Back/curve	apollo TYRES  front Curve/back	
Email Signature 3.1.39	apollo 	apollo TYRES 	apollo TYRES 
Media Release 3.1.40	apollo	apollo TYRES  top curve	apollo TYRES  apollo TYRES  apollo TYRES 
Internal Announcement 3.1.41	apollo	apollo TYRES 	
PowerPoint Presentation 3.1.42	apollo  top curve	apollo TYRES  top curve	apollo TYRES  For product presentations GO THE ——— DISTANCE
Internal/ External Form 3.1.34	apollo  front curve	apollo TYRES  top curve	<i>Black Apollo logo also permissible when available</i>
















Stationery (Book 3)



	OLD		NEW		APPROVED VARIATIONS
Paper folder 3.1.25	 front	 back	 front	 back	
Conference Notepad/book 3.1.27	 front	 Inside	 Front	 Inside	
CD Cover 3.1.26	 top	 bottom	 top	 bottom	
Sticky Pad 3.1.30	 front	 curve	 front	 curve	
Airport Pick-up Sign 3.1.38	 top	 curve	 top	 curve	
Baggage tag 3.2.47	 front	 back	 front	 back	

Stationery (Book 3)



	OLD	NEW	APPROVED VARIATIONS
Runner board 3.2.79	 1st 2nd	 1st 2nd	
Flags (Horizontal) 3.2.56			
Flags (Vertical) 3.2.61	 front back	 front back	
Standee 3.2.77	 main Curve at top	 main Curve at top	
Backdrop 3.2.68			
Uniforms 3.2.65			






























Advertising (Book 4)



	OLD		NEW		APPROVED VARIATIONS
Corporate Print Ad		top curve		top curve	 Plus white/black options permissible
Product Print Ad		top curve		top curve	 Campaign-specific
Product Print Ad (with dealer details)		top curve		top curve	
TV Advertising					 Campaign-specific
Tactical Print Ads (with dialogue box)		top curve		top curve	 Campaign-specific
Billboards		top curve		top curve	 Campaign-specific














Mar Comms (Book 4)



	OLD		NEW		APPROVED VARIATIONS
Test Car branding (light/dark)	 side	 back/front	 side	 back/front	
Dealer Car Branding (light/ dark)	 side	 back/front	 side	 back/front	
Bus Wraps (light/ dark)	 side & curve	 front  back	 side & curve	 front  back	
Bus Wraps (With creative)	 curve	 curve	 curve	 curve	  Campaign-specific
Container Branding (with dealer)	 curve	 curve	 curve	 curve	
Container Branding (without dealer)	 curve	 curve	 curve	 curve	

In-Shop Display (Book 4)



	OLD		NEW		APPROVED VARIATIONS
Banners with Images	 top	 curve	 top	 curve	   GO THE ————— DISTANCE
Standee with Images	 top	 curve	 top	 curve	   GO THE ————— DISTANCE
Product Label (India)	 top	 curve	 top	 curve	
Product Label (EU)	 top	 curve	 top	 curve	
Product Specification Sheet	 top	 curve	 top	 curve	   GO THE ————— DISTANCE











Office Signage (Book 5)



	OLD	NEW	APPROVED VARIATIONS
Regular Signage (zonal & state offices)	 curve	 curve	
Factory Signage			
Pole Signage (eg Chennai)			
Pylons	 main Top (outside of curve)		

Retail Signage (Book 5)



	OLD	NEW	APPROVED VARIATIONS
Regular Signage (authorised retailer)	 top curve	 top curve	
Tall Format	 main Top (outside of curve)		
Internal Room Signage	 curve	 curve	
Circular Signage			

Co-branding – Internal (Book 6)



	OLD	NEW	APPROVED VARIATIONS
With Product Logo	apollo	apollo <i>TYRES</i>	apollo <i>TYRES</i>
With Internal Programme	apollo	apollo <i>TYRES</i>	apollo <i>TYRES</i>
Runner Board	apollo	apollo <i>TYRES</i>	apollo <i>TYRES</i>
Poster	apollo	apollo <i>TYRES</i>	apollo <i>TYRES</i>
Banner/Standee	apollo	apollo <i>TYRES</i>	apollo <i>TYRES</i>
T-shirt	apollo	apollo <i>TYRES</i>	apollo <i>TYRES</i>

Co-branding – Lead Partner (Book 6)



	OLD	NEW	APPROVED VARIATIONS
Co-branded Logo			
Poster	 top curve	 top curve	
Backdrop (Media)			
Cap/Tshirt			
Pen			
Banner/Standee	 top curve	 top curve	













Co-branding – Equal partners (Book 6)



	OLD	NEW	APPROVED VARIATIONS
Man Utd Lock-up			
Crystal Palace – Lock-up			
Long Horizontal/ Vertical			
Horizontal/ Vertical			
Square			
Circle			

Co-branding – Equal partners (Book 6)



	OLD	NEW	APPROVED VARIATIONS
Backdrop (Media)	 top curve	 top curve	
Poster	 top curve	 top curve	
Cap			
T-shirt			
Standee	 top curve	 top curve	

Merchandise (Book 6)



	OLD	NEW	APPROVED VARIATIONS
Rucksacks	apollo  <i>go the distance™</i> main curve	apollo  <i>go the distance™</i> TYRES main curve	
Wallets	apollo	apollo TYRES	
Water Bottles	apollo  <i>go the distance™</i> front back	apollo  <i>go the distance™</i> TYRES front back	
Pen Drive	apollo	apollo TYRES	
Pen	apollo	apollo TYRES	apollo <i>TYRES</i>
Notebook	apollo	apollo TYRES	

Merchandise (Book 6)



	OLD	NEW	APPROVED VARIATIONS
Shirt	<div><div>apollo</div><div><div>front</div><div>Back</div></div></div> <div><div><div>go the distance™</div></div></div>	<div><div>apollo</div><div><div>front</div><div>back</div></div></div> <div><div><div>TYRES</div></div><div><div>go the distance™</div></div></div>	
Caps	<div><div>apollo</div></div>	<div><div>apollo</div><div><div>TYRES</div></div></div>	
Clothing	<div><div>apollo</div><div><div>front</div><div>Back</div></div></div> <div><div><div>go the distance™</div></div></div>	<div><div>apollo</div><div><div>front</div><div>back</div></div></div> <div><div><div>TYRES</div></div><div><div>go the distance™</div></div></div>	



Digital



	OLD	NEW	APPROVED VARIATIONS
Social Media Accounts	apollo	apollo TYRES go the distance™	
Social Media Posts	apollo	apollo TYRES go the distance™	apollo TYRES GO THE — DISTANCE
Website Homepage	apollo	apollo TYRES	apollo TYRES
Website Web Pages	apollo	apollo TYRES	apollo TYRES GO THE — DISTANCE apollo TYRES
Product Online Banner	apollo	apollo TYRES	apollo TYRES apollo TYRES apollo TYRES go the distance™
Corporate Online Banner	apollo	apollo TYRES go the distance™	apollo TYRES GO THE — DISTANCE

Other



	OLD	NEW	APPROVED VARIATIONS
Exhibitions	apollo	apollo <i>TYRES</i> <small>go the distance™</small>	  apollo <i>TYRES</i>
Name Badges	apollo	apollo <i>TYRES</i>	apollo <i>TYRES</i>
LED Digiboards	apollo <i>TYRES</i>	No change	