



*Click. Invest. Grow.*



# VISUAL IDENTITY GUIDELINES

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2021-2022

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We at HDFC securities have created a distinct identity for ourselves and have ensured that our brand always reflects our core values of integrity, quality and innovation.

This brand manual should be used as a guide to -

- Highlight HDFC Securities' unique qualities, advantages and capabilities
- Ensure key themes and elements are present in all communications
- Encourage the communication of this identity with clarity and precision

All advertisement and promotion collateral bearing the HDFC securities corporate logo must adhere to all guidelines on:

- Design usage
- Size
- Colour match
- Placement

All our internal/external communication material are managed by the respective marketing, communication or HR teams and has to meet with their approval.

Material not adhering to the guidelines (whether internal or external) will not be approved for release.

Please do not amend or depart from these specifications.

When in doubt, please refer back to this document to ensure that none of the guidelines are being violated.

***We don't ask for much, just a little respect for our brand.***

**Our logo is our most valuable visual asset, so treat it with utmost respect.**

The solid blue block represents an asset surrounded by four expanding red arrows in the corners representing dynamic growth. To the right of the Expanding block is our brand name HDFC securities typed in white on a blue panel to emphasis foundational strength.

Our tagline is

***Click. Invest. Grow.***

**Click** – Denotes our digitally superior and agile platforms.

**Invest** – Calls for investors to take advantage of our well-researched and service-oriented approach.

**Grow** – Reiterates our aspiration for clients to grow.



We're really proud of our colours! So whenever possible, the logo should be displayed on a white background in full colour.

However, we do understand that there may be circumstances where using these alternate versions are necessary.

- Use the reversed-out logo against dark or black backgrounds.
- Use the single-colour version and the single-colour reversed-out version when printing single-colour applications.

Remember: NEVER use the monochrome version of the logo in any colours other than black or white, we're old fashioned like that.

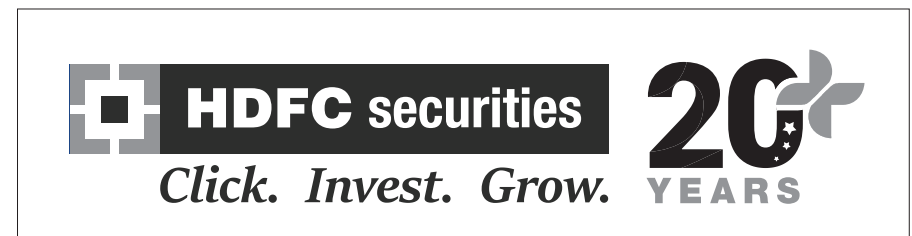
Standard Version



Reverse Version



Black and White Logo



Our colours, HDFC Blue and HDFC Red, reinforce and brand ethos.

**Blue** denotes our trust, wisdom and stability

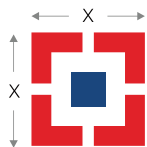
**Red** represents our passion and energy to grow

We strongly believe in unity so the elements of the logo should never be separated from one another.

Our logo likes its breathing space, so always keep a clear zone around the positioning line. The space around the line helps highlight our brand colours, making it clearer and more prominent.

This applies not only to the background, but also to interference from nearby text, photographs and other graphic elements that might compromise the impact of the logo.

To ensure this, an exclusion zone or 'clear space' rule has been established using the central "X" from the logo. This exclusion zone indicates the closest any other graphic message can be positioned in relation to the mark.



Standard Version



Reverse Version



Promary Logo Colour



**HDFC Blue**  
C100 M67 Y0 K23  
R0 G75 B141



**HDFC Red**  
C0 M100 Y100 K0  
R237 G28 B36

We like our logo just the way it is, so altering or embellishing is strictly prohibited!

The master logo templates should always be used as is and should adhere to our guidelines.

The minimum size for all printed material is 35 mm wide (at 72dpi) for digital on-screen use. For large formats such as banners, billboards and signage, the logo should be proportionally balanced to the size of the document.

In all cases, the logo should never:

- Bleed off any edge
- Be cropped in any way

### LOGO SIZE GUIDE



Minimum size for print applications



Minimum size for screen use:  
150 pixels wide at 72dpi



Logo applied to A4 sized document



Logo applied to A3 sized document

It is in our nature to treat everyone with equal respect!

In case of co-branding with other financial brands, make sure that the height of our channel partner’s logo matches the height of our logo; with the width adjusted proportionately





To ensure our brand logo is not the victim of aesthetic vandalism, the general rule to abide by is:

**DO NOT CHANGE, ALTER OR MODIFY ANY PART OF THE LOGO.**

Logo on Backgrounds



Do not place any other active elements within the exclusion zone.



Do not use an orientation other than what is prescribed.



Do not apply embellishments like bevel to the logo.



Do not scale the logo disproportionately.



Do not use the logo against any busy pattern.



Do not use the logo against a background that does not provide sufficient contrast.



Do not use the logo as part of a sentence



Do not use the logotype without the tagline.

Colour is an engaging and vibrant way to display a brand's character and is an integral part of our identity.

Our primary colour palette consists mainly of the HDFC Blue, HDFC Red, Pure Blue and White.

Black is used for body copy over a white or grey background and can be tinted, but no lower than 80% (for text).

It can also be used as headings/sub-headings on lighter backgrounds or visuals.

Our secondary colour palette complements our primary palette. It introduces warmth into charts and diagrams and adds emphasis to headlines and to body copy.

The secondary colours are intended to be used as accents alongside our primary colour palette, for highlighting purposes only.

Do not use them as substitutes for the primary brand colours.

## Primary Colours



**HDFC Blue**  
C100 M67 Y0 K23  
R0 G75 B141



**Pure Blue**  
C100 M0 Y0 K0  
R0 G174 B239



**HDFC Red**  
C0 M100 Y100 K0  
R237 G28 B36



**White**  
C0 M0 Y0 K0  
R255 G255 B255

## Secondary Colours



**Deep Blue**  
C100 M67 Y0 K65  
R0 G35 B84



**Maroon**  
C0 M100 Y100 K75  
R94 G0 B0



**Dark Blue**  
C100 M80 Y0 K0  
RGB



**Deep Yellow**  
C0 M35 Y100 K0  
RGB



**Light Blue**  
C50 M0 Y0 K0  
R109 G207 B246



**Deep Coral**  
C0 M75 Y60 K0  
RGB



**Aqua**  
C50 M0 Y15 K0  
R109 G207 B246



**Grey**  
C0 M0 Y0 K35  
R177 G179 B182

## PRIMARY FONT

Our typeface – Montserrat – is easy to read in, both, print and onscreen

We recommend six weights – Thin, Light, Regular, Medium, Bold, SemiBol, Black and ExtraBlack

## SECONDARY FONT

Lato is a neutral, yet friendly typeface that is best suited for print, web, and mobile interfaces, and has excellent legibility.

We recommend eight weights – Thin, Light, Regular, Medium, Semi-bold, Bold, Heavy and Black.

## MICROSOFT FONT

The standard recommended font for Word and PowerPoint templates is Calibri (a sans serif typeface)

We recommend two weights – Regular and Bold.



## Montserrat

**PRIMARY TYPEFACE** Profesional use on printed collateral Titles, headlines and bodu copy

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890  
 !@#\$\$%^&\*()



## Lato

**SECONDARY TYPEFACE** Digital & print collateral Titles, headlines and body copy for online use

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890  
 !@#\$\$%^&\*()



## Calibri

**SUPPORTING TYPEFACE** For use on Word & PowerPoint documents

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890  
 !@#\$\$%^&\*()

Here are some simple principles to guide HDFC securities typographic layouts

#### SENTENCE CASE AND UPPER CASE

Headlines should be in sentence case. Introduction copy, body copy and captions are also in sentence case.

Upper case can be used with restraint on small areas of navigational text – particularly on text-rich documents to create clear visual differentiation between levels of text.

#### FULL STOPS/PERIODS IN HEADLINES

If the headline is one sentence, do not use a full stop/period.

If the headline is more than one sentence, use full stops/periods.

#### LEADING

To follow a consistent style, set leading to the following:

Headlines: Set to (auto)+/-10% leading

All other text: Set to (auto)+10% leading

#### TRACKING

Always set headlines in Roboto Bold sentence case, with default tracking or +10%.

# Headline Auto Leading in Montserrat Typeface ranging from 30 pts to 36 pts

## Sub-headlines Auto Leading in Montserrat Semi-bold typeface ranging from 14 pts to 16 pts

Body copy is set with Auto Leading in Montserrat Regular typeface ranging from 10 pts to 12 pts

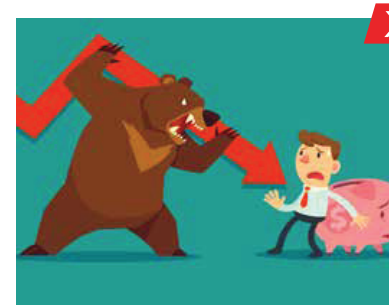
Text for charts, diagrams and tables is set with Auto Leading in Lato Medium typeface ranging from 10 pts to 12 pts

Text for footnotes and caveats is set with Auto Leading in Montserrat Regular typeface ranging from 7 pts to 9 pts. Ideal text colour for these footnotes should be 80% black.

To support the graphic device photography may also be used across digital platforms and printed items. The photographic image style must contain people and express positivity, be engaging and capture emotions.

## DO AND DON'TS: BRAND IMAGERY

- Be action oriented
- Be positive, inspiring and eye-catching
- Be bright and vibrant
- Use professional images
- Capture a moment in time
- Use desaturated images to give a different dimension
- Try to avoid obvious metaphors, subtle metaphors are ok
- Avoid photoshop edited/created images
- Avoid images associated with war, conflict and disasters



## Brand persona and tone & manner while writing:

### Personality:

- Sincere
- Honest
- Unambiguous
- Consumer centric

### Brand values:

- Integrity
- Expertise
- Purposeful
- Progressive

## Tone of voice:

**An expert voice that speaks in a friendly, simplified yet authoritarian and confident tone.**

## While writing for the brand

### Mailers:

Keep it Short and Simple!

- Headlines: 7-9 words
- Subheads: 5-7 words
- Body copy: 20-25 words

*(Exceptions to be made only when basic explanation runs longer, up to 50-60 words.)*

### CTAs :

- Are mandatory and short
- Generally, 2 words
- For eg: Open Account, Apply Now, Subscribe Today, Know More


### Social Media posts:


- Facebook/Twitter: 80% visual, 20% text
- Google Display: 6 words


Adding appropriate disclaimers for every collateral, be it for internal or external circulation, is imperative.

Use the standard disclaimers for all marketing collateral

HDFC securities also has specific disclaimers for some of its products like Equities, Mutual Funds, MTFs and ETFs, that need to be added when creating any collateral for these specific products.

  
 Ask Arya

  
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**HDFC securities** 20 YEARS  
Click. Invest. Grow.

## Hitting the bull's eye!



Bought **500 shares of JTEKT India Ltd.** on May 20, 2021 and sold it on May 21, 2021 based on our research? You must have made a profit of **9.66% in just 1 day.**

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## #SimplySmart StockSIP



Dear Mahendra Gupta,

Here are the returns on investing ₹10,000/month using SIP for 5 years:

Stock Name	Current Value	5 Yrs Annualised Returns*	
<b>Infosys Ltd.</b>	<b>₹13.51 Lacs</b>	<b>33.18%</b>	<a href="#">Start SIP</a>
<b>Reliance Industries Ltd.</b>	<b>₹12.42 Lacs</b>	<b>29.58%</b>	<a href="#">Start SIP</a>

\*Annualised returns as on May 25, 2021 [Read Report](#)

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600 X 1080 (Extendable)





WhatsApp/Facebook/Instagram  
600 x 600 Pixel



1024 x 512Pixel  
Twitter



LinkedIn  
1200 x 628 Pixel



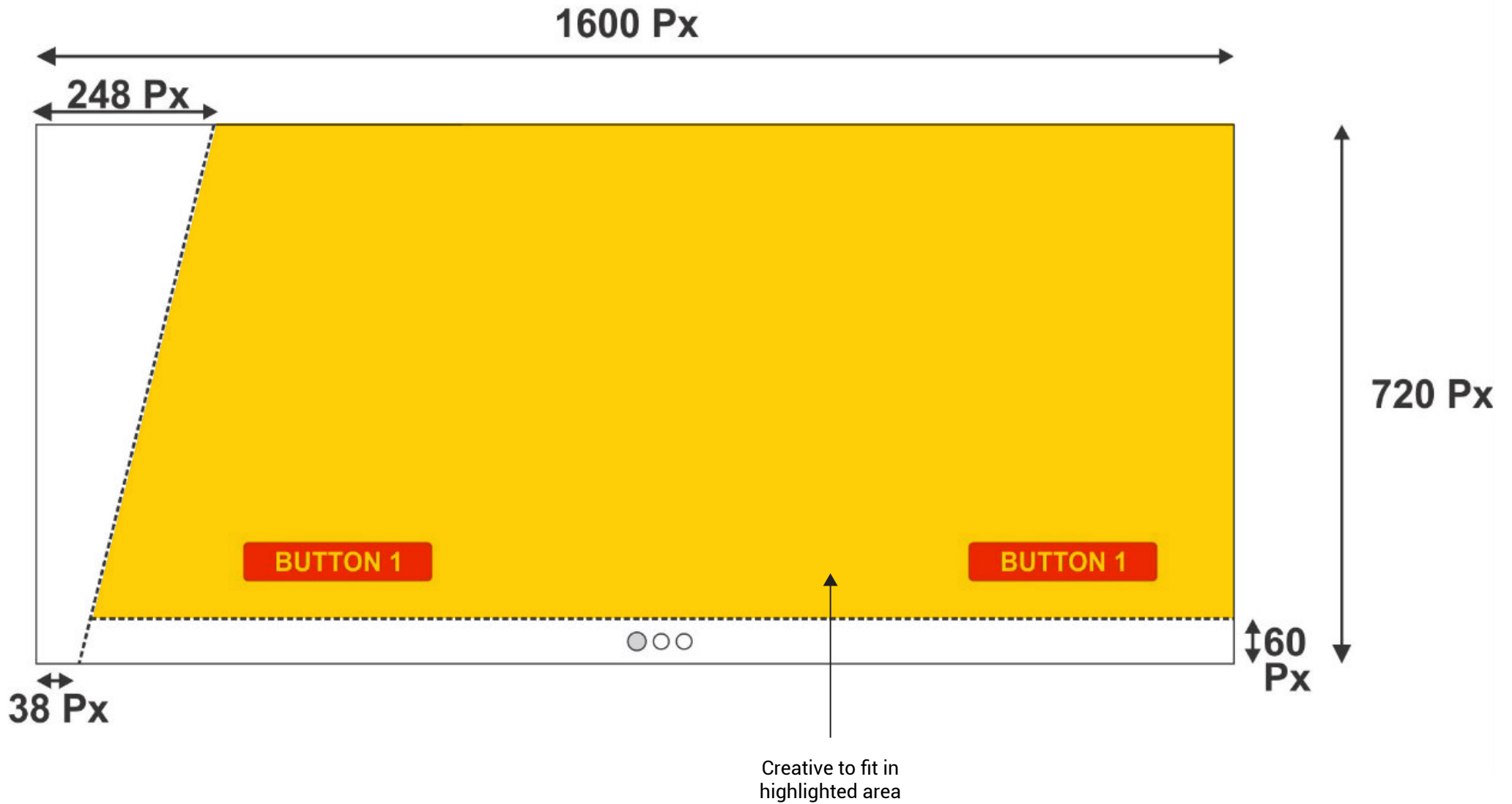
Homepage Banner  
1600 x 720 Pixel

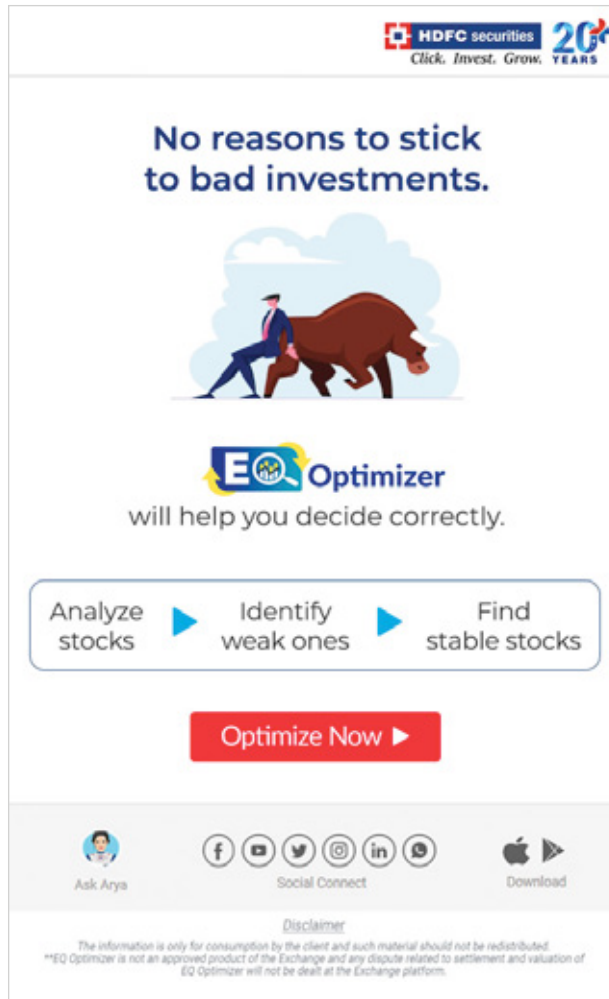


Notification Card  
600 x 300 Pixel




Landing Page Banner  
1366x 300 Pixel





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**No reasons to stick to bad investments.**



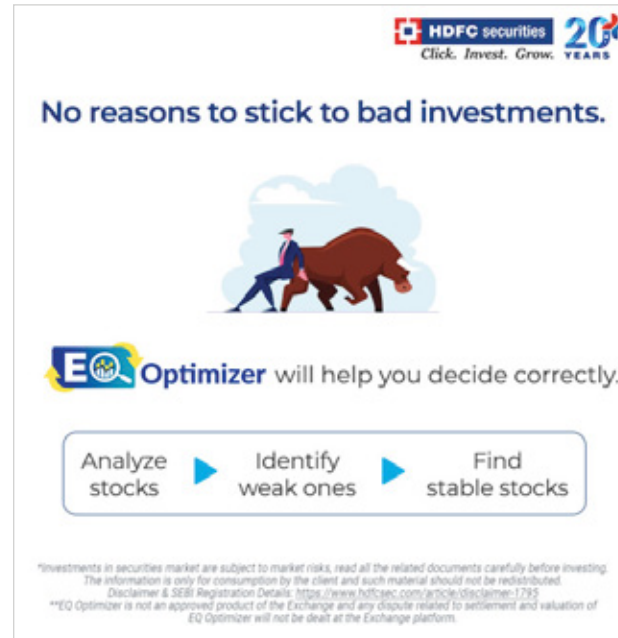
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will help you decide correctly.

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**Optimize Now ▶**


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**No reasons to stick to bad investments.**

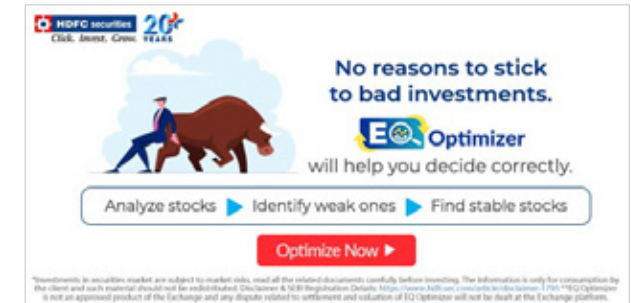


**EQ Optimizer** will help you decide correctly.

Analyze stocks ▶ Identify weak ones ▶ Find stable stocks


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**Optimize Now ▶**

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Notification Card

Mailer





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“Compound interest is the 8<sup>th</sup> wonder of the world.”  
Albert Einstein


Starts Investing at 25

Monthly SIP: ₹5,000

Investment Tenure: 35 years

Total Investment: ₹21 lakh

Retirement Corpus Built: ₹7.34 crore



Starts Investing at 40

Monthly SIP: ₹20,000

Investment Tenure: 20 years

Total Investment: ₹48 lakh

Retirement Corpus Built: ₹2.99 crore

\*Considering Expected Rate of Return @ 15% p.a

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**Thank You!**

### Our Mission

To empower our clients with a one-stop digital solution to all their investment needs and serve them with integrity.

### Our Vision

Dynamic. Innovative. Agile

### Our Values

Operational Excellence. Customer Centric.

### Our Personality

Sincere. Honest. Reliable