



Brand Manual

Kaustubha Udyog - Basic Standards



Introduction

As we begin to market our offerings as part of Kaustubha Udyog, we would be using a brand registered in 79 countries around the world and with that there comes the significant responsibility of protecting and strengthening the Orion Instruments Brand. These standards have been developed to help us do that. And consistent use of these standards helps create communications materials that reach our customers and communicate our positioning. In a sense, by using the brand fully and effectively, it does the work for us.

If you have questions or need help with any of the information in this manual, please write to brand@orion-instruments.com

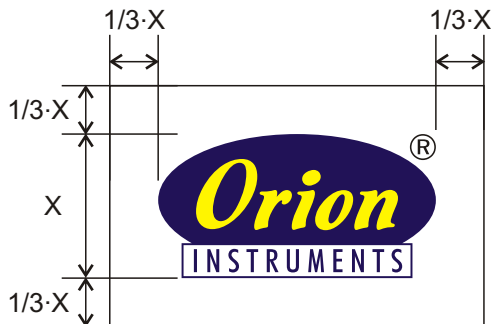
Overview

The primary identification device of Orion is the corporate signature. As such, it only makes sense to use it as effectively as possible and to avoid uses that might diminish its value.

Protected Area

The protected area is the minimum amount of clear space that should surround the Orion corporate signature, separating it from other elements such as headlines, text, imagery, or the outside edge of the document or other application. This protected area preserves the legibility and visual impact of the signature.

The protected area is equal to one third of the height of Orion logo. It adjusts proportionally according to the size of the signature you are using. The protected area shown here should be considered the minimum uninterrupted space surrounding the Orion corporate signature. It is acceptable and usually desirable to allow more clear space, as shown in many of the examples in this manual.



Always maintain a minimum clear space around Orion corporate signature that measures one third the height of the Orion symbol in the signature you're using ($1/3X$).

The preferred clear space surrounding the Orion corporate signature is equal to the height of the Orion symbol (X). It should be used whenever possible.

Protected Area

The protected area can be infringed upon only by Kaustubha Udyog to emphasise or convey important information related to the brand. Any text to convey such information can only be used below or to the right side of the Orion corporate signature.

A few examples of such usage are given below.

 **PRESSURE SWITCHES**

 **ΔP SWITCHES**

 **VACUUM SWITCHES**

 **FLAMEPROOF SWITCHES**

**Orion**
INSTRUMENTS
SINCE 1977

www.orion-instruments.com

MZ
PROCESS
PRESSURE SWITCHES

FC
FLAMEPROOF
PRESSURE SWITCHES

MD
INDUSTRIAL
PRESSURE SWITCHES



The corporate signature may appear in one of the two approved versions. It can also be used as linework in unfilled versions as demonstrated.

Positive and Reverse Versions

There is a positive version of the signature for use on light backgrounds, and there is a reverse version for use on dark background. These two versions contain different drawings of the symbol and must not be interchanged.

Two different versions of the symbol are provided to ensure that close visual similarity is maintained between large and small applications.

Use the Standard version, wherever possible, for the dimension X down to but not including 10 mm.

Use the unfilled version where the dimension X is less than or equal to 10 mm.

The dimension X should never be less than 7 mm.

Standard Positive version



Standard reverse version



Standard unfilled version



Preferable when 'X' is less than or equal to 10mm.

Kaustubha Udyog - Basic Standards



Orion Corporate Signature

Coloration

Correct coloration of the Orion corporate signature is essential to its consistent presentation. It is preferred that the signature only appear in colorations shown here. Any other coloration of the signature must be avoided.

Single - color Versions

On Light backgrounds, use the signature in all black.

Do not use any other single color for the signature on light backgrounds. Be sure it provides sufficient contrast with the background to define the signature clearly.

On dark backgrounds, only use the signature in all white. Remember to use the reverse version.

Single Color Version



Black



Reverse to white

Two Color Version



	Cyan	: 0 %
	Magenta	: 0%
	Yellow	: 100%
	Black	: 0%

	Cyan	: 100 %
	Magenta	: 100%
	Yellow	: 0%
	Black	: 30%

Two - color Versions

Two colour versions should always be used on white background. If it is to be used on any other background, the protected area should be white only.

Acceptable usage is demonstrated below.

Acceptable usage



Incorrect usage



Kaustubha Udyog - Basic Standards



Orion Corporate Signature

Background Density

There must be sufficient contrast between the Orion corporate signature and any background it appears on, in order to ensure legibility and visual impact.

Maximum Density for Positive Version

single - color positive versions can be used on backgrounds ranging from pure white up to a maximum darkness of 50% black.

Minimum Densities for Reverse Versions

single - color reverse versions can be used on backgrounds ranging from 100% black down to a minimum lightness of 50% black.

Backgrounds for Single -color versions



White



Maximum 50% Black



Minimum 50% Black



100% Black

Unacceptable usage

Shown on this page are some of the most common errors in reproducing the Orion corporate signature.



Kaustubha Udyog - Basic Standards



Signature Sizing Graph

This graph provides recommended minimum sizes for the Orion corporate signature in advertising.

News paper	Ad size	Dimensions	Symbol width
Full size	Full page	13" x 21"	2.50"
	1/2 page (vertical)	6.5" x 21"	2.50"
	1/2 page (horizontal)	10.5" x 13"	2.50"
	1/4 page	10.5" x 6.5"	1.50"
	1/8 page	5.25" x 3.25"	0.75"
Tabloid size	Full page	9.5" x 14"	2.00"
	1/2 page (vertical)	4.75" x 14"	2.00"
	1/2 page (horizontal)	9.5" x 7"	2.00"
	1/4 page	4.75" x 7"	1.25"
	1/8 page	2.375" x 3.5"	0.65"
Magazine	Ad size	Dimensions	Symbol width
Small size	Full page	4.5" x 7"	1.00"
	Full page	5.5" x 7.75"	1.00"
	1/2 page (vertical)	2.25" x 7"	1.00"
	1/2 page (horizontal)	4.5" x 3.5"	1.00"
	1/4 page	2.25" x 3.5"	0.65"
	2 page spread	9" x 7"	2.00"
	1/2 page spread	9" x 3.5"	2.00"
Medium size	Full page	8" x 10"	1.50"
	1/2 page (vertical)	4" x 10"	1.50"
	1/2 page (horizontal)	8" x 5"	1.00"
	1/4 page	4" x 5"	0.65"
	2 page spread	16" x 10"	2.00"
	1/2 page spread	16" x 5"	2.00"
Large size	Full page	10.5" x 13.25"	2.00"
	1/2 page (vertical)	5.25" x 13.25"	2.00"
	1/2 page (horizontal)	10.5" x 6.625"	1.50"
	1/4 page	5.25" x 6.625"	1.50"
	2 page spread	21" x 13.25"	2.50"
	1/2 page spread	21" x 6.625"	2.50"
Outdoor	Type	Dimensions	Symbol width
	30 sheet board	257" x 113"	30.00"
	Painted board (typical)	48' x 14'	6.00'

Typography

Typography brings "personality" to printed messages, and greatly contributes to overall visual consistency. The Futura, Verdana and Arial family of typefaces is used for most Orion communications.

Kaustubha Udyog - Dealer Signature Usage



Overview

Kaustubha Udyog (KU henceforth) welcomes authorised dealers and retailers of its product offerings to use the Orion Instruments dealer or retailer signature in advertising and promotional materials, subject to the following conditions:

- The ad or promotional piece must not give the impression that the dealer or retailer owns the Orion Instruments brand.
- The total area of the dealer or retailer's own identification must be at least two, or in some cases three times the total area of the Orion Instruments dealer signature.
- No form of Orion Instruments identification other than the dealer or retailer signature may be used (except images of products and product marketing).
- Any specific conditions of dealer or retailer's contract with Kaustubha Udyog, apply.
- The dealer or retailer's business must meet the following legal definitions.

Legal Definitions

With respect to a specific Kaustubha Udyog., product or service, a person or entity is a KU "Authorised Dealer" or "Authorised Retailer" for that specific product or service under these guidelines if :

- 1) the person or entity has executed a written contract with Kaustubha Udyog, that expressly grants that status for that product or service; or

- 2) the person or entity has executed a written contract with a Kaustubha Udyog, 'Authorised Dealer' or 'Authorised Retailer' that has express authority by contract from KU to grant such status; and
- 3) the contract is in effect and grants the right to use, in accordance with these guidelines and such other limitations as are contained in the contract, Orion Instruments logo, signature and trademarks in connection with the marketing and sale of that specific product. The written contract may not alter these guidelines or grant more rights to use Orion Instruments logo, signature and trademarks than are expressly set forth in these guidelines. Furthermore, the authorisation to use the Orion Instruments logo, signature and trademarks under these guidelines for one product does not allow use of the Orion Instruments logo, signature and trademarks for any other product.

The terms 'Authorised Dealer' and 'Authorised Retailer' do not cover secondary market vendors of used, refurbished or remanufactured products. The principal distinction between an 'Authorised Dealer' or 'Authorised Retailer' on the one hand, and an 'Authorised Sales Agent' on the other hand, is that the 'Authorised Dealer' or 'Authorised Retailer' takes title to the KU product.

For the purpose of this document all examples and illustrations use the "Authorised Dealer" signature only.



Kaustubha Udyog - Dealer Signature Usage

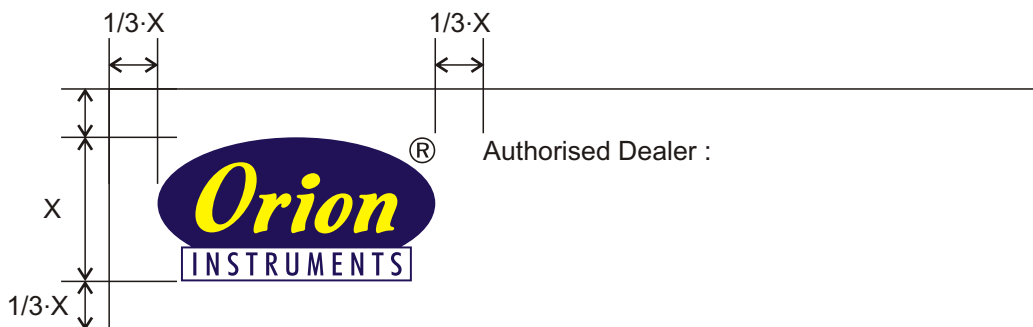
Dealer Signature

An example of the Kaustubha Udyog, dealer signature is shown below. It consists of three elements: the Orion Instruments corporate signature, the text, Authorised Dealer, and the ruled box. The three elements must always hold the exact size and position relationships. The inside of the ruled box is always white.

The signature must be reproduced with all of its elements in black or in two colors, with the lettering Orion in Process Yellow, and all other elements in dark blue.

For reproduction purposes use only authorised cdr or jpg files on the following website :

www.orion-instruments.com



Signature on black background



Signature on light coloured background

Kaustubha Udyog - Dealer Signature Usage



Advertising

In any advertisement, the size and position of the signature must not give the impression that the dealer or retailer owns the Orion Instruments brand. To avoid such an impression, the total area of the dealer or retailer's identification must be at least two times the area of the KU dealer or retailer signature.

Pressure Switches for Machine Tool Applications



DN Hydraulic Pressure Switches



MN Low Range Vacuum Switches

- Suitable for
- Hydraulics
 - Pneumatics
 - Low cost automation
 - Pollution Control equipment
 - Water treatment etc.



HM High Range Pressure Switches

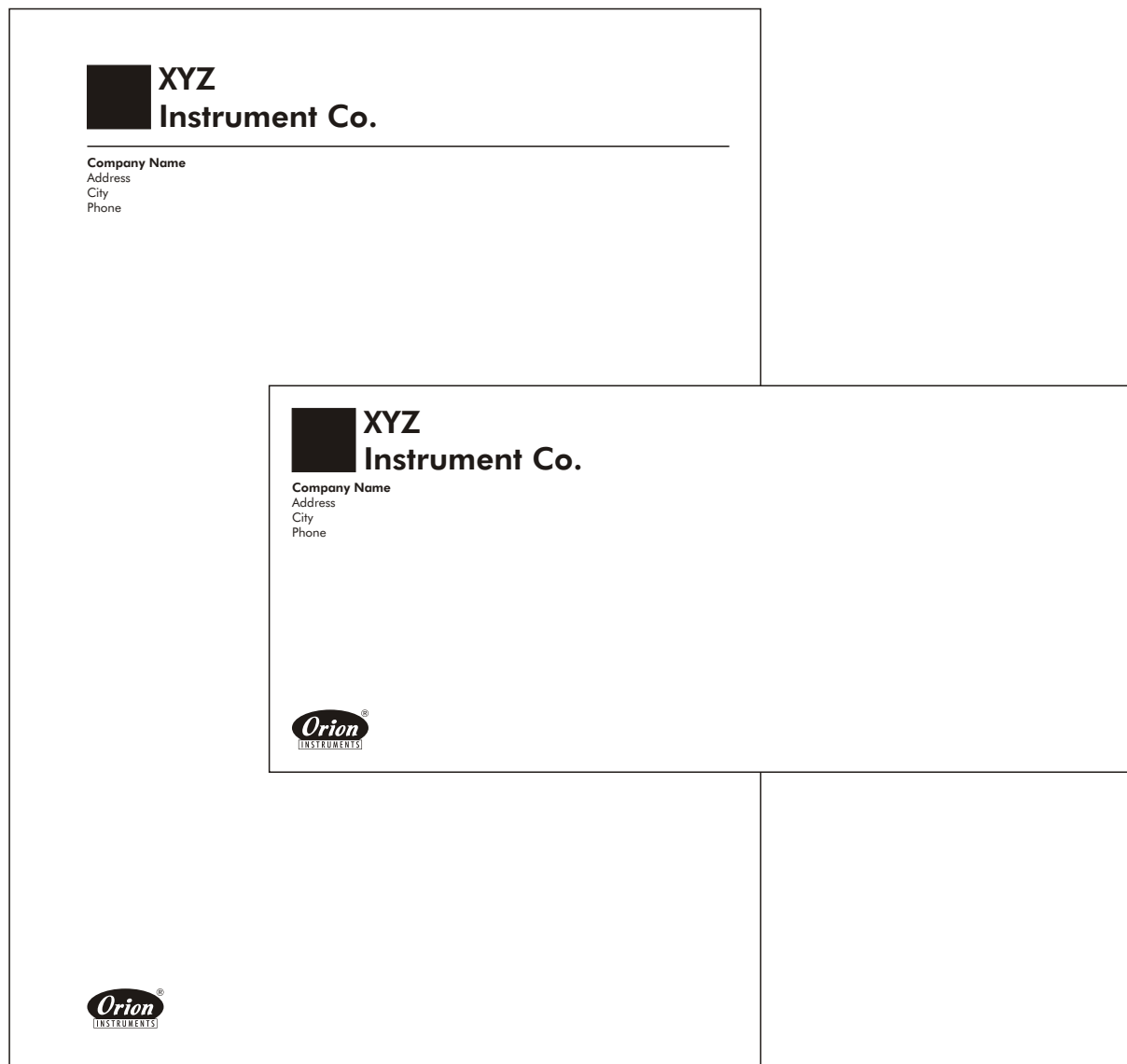


XYZ
Instrument Co.

Stationery and Business Cards

The Orion Instruments dealer or retailer signature may appear on a dealer or retailer's letterhead if the relationship of their identification and the Orion Instruments dealer or retailer signature meets the following conditions:

- The dealer or retailer's stationery must not give the impression that they own the Orion Instruments brand.
- The total area of the dealer or retailer's identification is at least two times the total area of the Orion Instruments dealer or retailer signature.
- The Orion Instruments dealer or retailer signature is positioned at the bottom of the letterhead and envelope, flush left or right, providing a clear separation from the dealer or retailer's identification.





XYZ Instrument Co.

Company Name
Address
City
Phone

XYZ Instrument Co.

Company Name
Address
City
Phone





Kaustubha Udyog - Dealer Signature Usage

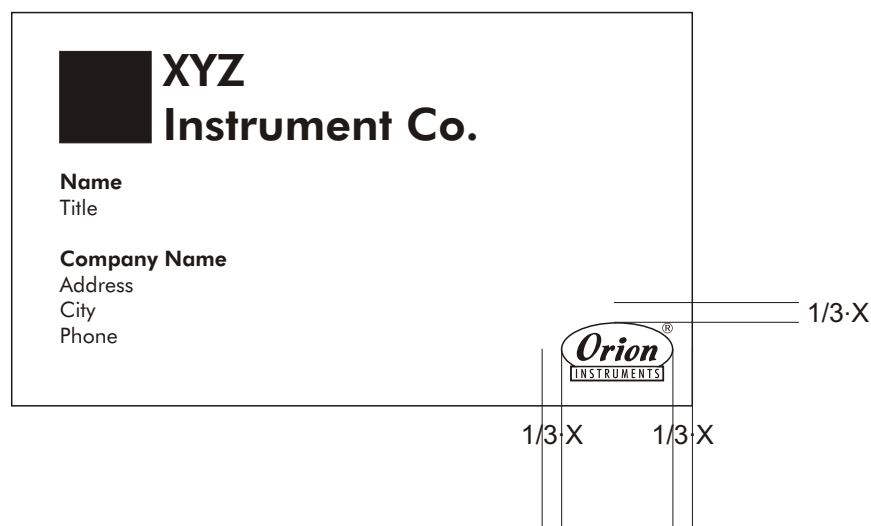


Stationery and Business Cards

Business Cards

The Orion Instruments dealer or retailer signature may appear on dealer or retailer business cards provided it is placed apart from, and is smaller than, the dealer's identification

The Orion Instruments dealer signature must appear in black on business cards.

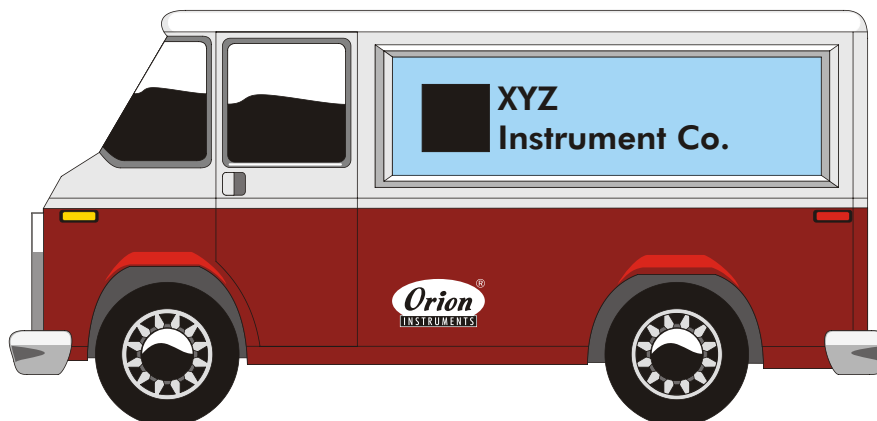


Store and Vehicle Decals

The size of any store window or sales area sign must not give the impression that the dealer or retailer owns the Orion Instruments brand. To avoid such an impression, the total area of the dealer or retailer's identification must be at least two times the area of the Orion Instruments dealer or retailer signature.

Decals should be reproduced in one color.

Decals are available from your KU representative.

A graphic showing a portion of a grey store wall. On the left, there is a black square followed by the text "XYZ Instrument Co." in a bold, black, sans-serif font.

Kaustubha Udyog - Dealer Signature Usage

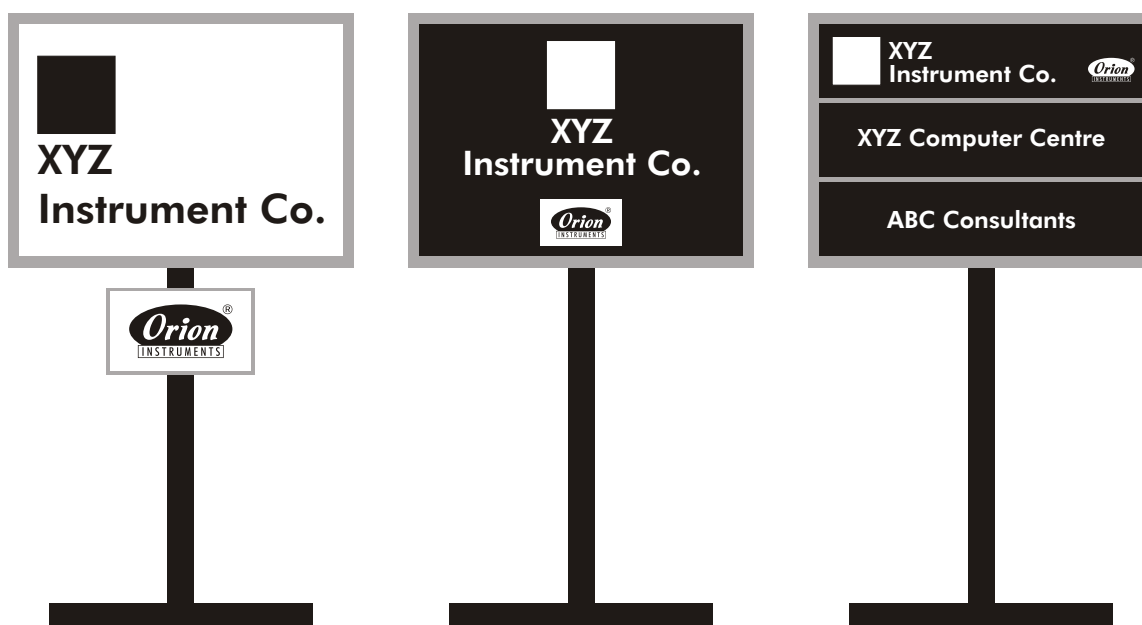


Exterior Signage

The size of any store sign must not give the impression that the dealer or retailer owns the Orion Instruments brand. To avoid such an impression, the total area of the dealer or retailer's identification must be at least two times the area of the Orion Instruments dealer or retailer signature.

In addition, no form of KU identification other than the Orion Instruments authorised dealer or retailer signature may be used, and only one such signature may appear on a given sign surface.

Signs may be reproduced in single color black or in two colors as per basic standards.





Kaustubha Udyog - Dealer Signature Usage

Dealer Signature

This page contains authorised artwork for the dealer signature. Always reproduce directly from the reproduction sheets, exactly as shown.

For reproduction purposes use only authorised cdr or jpg files on the following website :

www.orion-instruments.com



Authorised Dealer

Minimum size dealer signature



Authorised Dealer

Kaustubha Udyog - Dealer Signature Usage

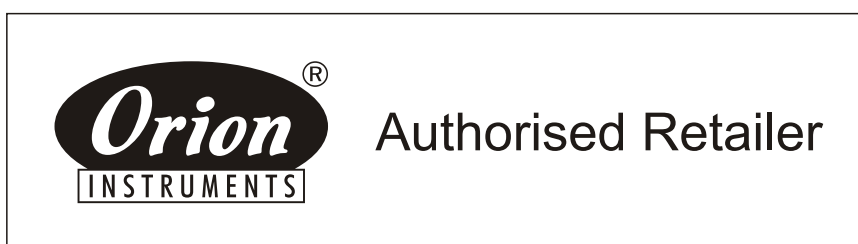


Retailer Signature

This page contains authorised artwork for the retailer signature. Always reproduce directly from the reproduction sheets, exactly as shown.

For reproduction purposes use only authorised cdr or jpg files on the following website :

www.orion-instruments.com



Minimum size retailer signature



Co-Advertising

KU often agrees to co-advertise with other companies, but certain precautions should be observed before displaying the Orion Instruments corporate signature with another company's identification. It is important to consider these questions regarding the other company :

- ❑ Does it have affiliations with KU competitors?
- ❑ Does it do business in areas of the world that KU has chosen not to?
- ❑ Does it support programs or associations that KU does not?
- ❑ Does it have an image or reputation that may be harmful to KU?

If you have any doubts as to the propriety of a co-advertising venture, please check with your KU representative, or write to:


brand@orion-instruments.com.

In all co-advertising, the key concern is the size and position of identification elements for both companies. It is preferred that both identities appear visually equal in size, and are clearly separated in such a way that they don't give the impression of a single company.


The Orion Instruments corporate signature must always be separated from the other company's identity elements by a space equal to two times the dimension 'X' at a minimum.

The examples shown below demonstrate the preferred placements for the identification elements.


Machine Tool Applications



DN Hydraulic Pressure Switches




HM High Range Pressure Switches




MN Low Range Vacuum Switches

Suitable for


- Hydraulics
- Pneumatics
- Low cost automation
- Pollution Control equipment
- Water treatment etc.






XYZ Instrument Co.


Machine Tool Applications



DN Hydraulic Pressure Switches




HM High Range Pressure Switches




MN Low Range Vacuum Switches

Low cost automation

- Pollution Control equipment
- Water treatment etc.





XYZ Instrument Co.



Certificate No.: **FM 72815**

Kaustubha Udyog

AN ISO9001:2000 COMPANY

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