

BHARAT FORGE



KALYANI
DRIVING INNOVATION

BRAND BOOK

www.bharatforge.com

THE PROCESS

Bharat Forge is a strong name associated with challenging the conventional and defying the impossible. With dynamic and groundbreaking values like these, we found it as our responsibility to make the secondary colours palette one that would project just that.

We identified

25 values and 8 scopes

of businesses that we thought suit BFL the best.

On the basis of which, we identified 2 secondary colour palettes that support, project and are associated with these values and industries.

LOGO USAGE WITH BACKGROUNDS

BHARAT FORGE

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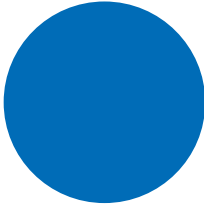
BHARAT FORGE

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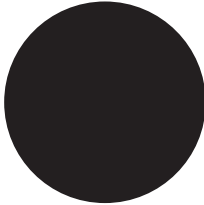
COLOUR PALETTE

PRIMARY PALETTE

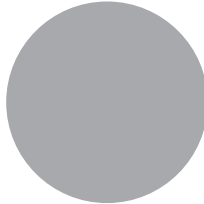
CMYK



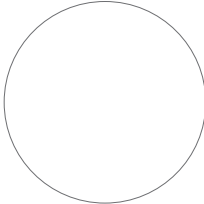
100 55 00 00



00 00 00 100

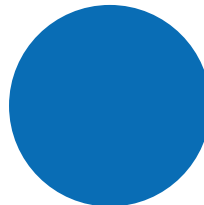


00 00 00 40

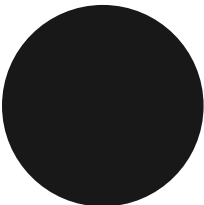


00 00 00 00

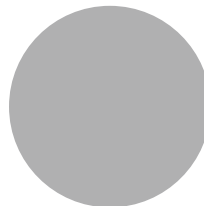
RGB



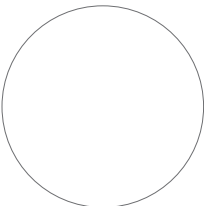
6 108 181
#066CB5



25 25 25
#191919



176 176 176
#B0B0B0



255 255 255
#FFFFFF

SECONDARY PALETTE

00 85 70 00

RED

POWER,
STRENGTH,
PASSION

00 20 90 00

YELLOW

ENERGY,
PURITY

00 65 70 00

ORANGE

SYNERGY,
EARTHY,
HAPPINESS

80 10 65 10

GREEN

TRANQUILITY,
GROWTH,
SUSTAINABILITY,
PROSPERITY

75 15 00 00

BLUE

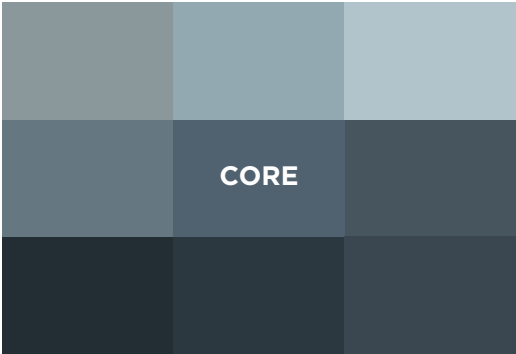
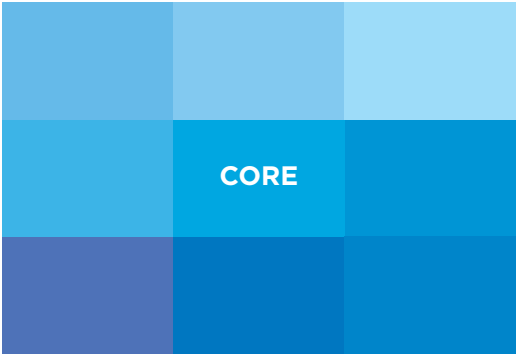
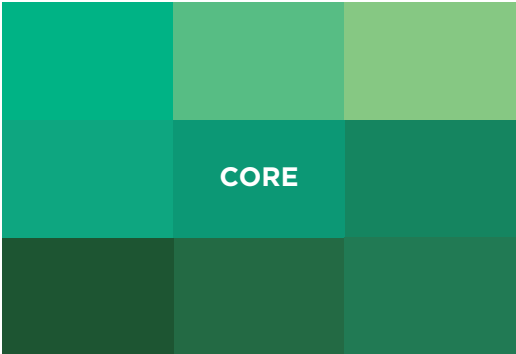
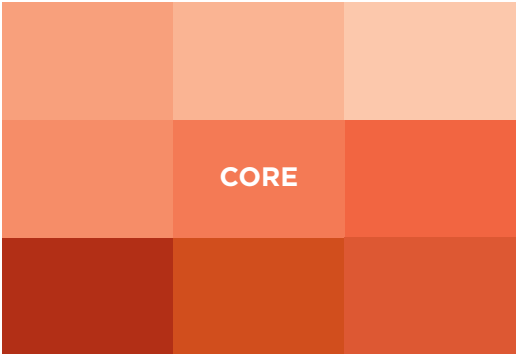
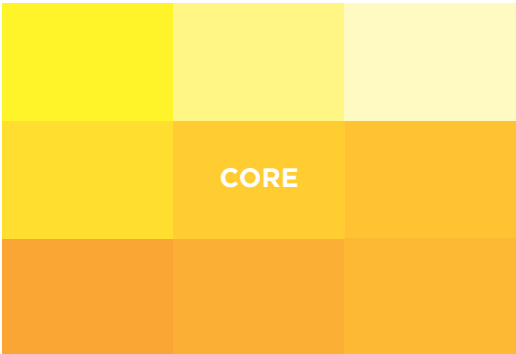
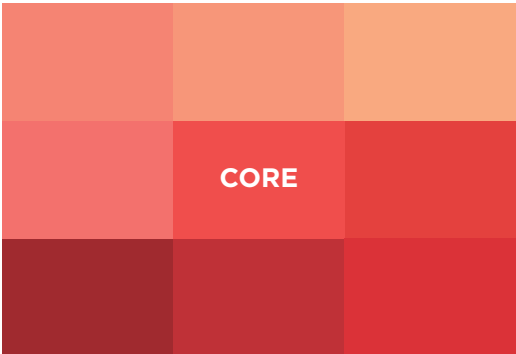
INNOVATION,
MODERN TECHNOLOGY,
SAFETY

65 45 35 30

GREY

ASTUTE,
INTELLIGENCE,
SHARP

SECONDARY PALETTE - SHADES



A TYPEFACE THAT MAKES SENSE

A good typeface for any brand is compatible,
versatile, and importantly legible.

TYPOGRAPHY - PRINT & WEB

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&*()

Lato gives us 9 distinct variations that provide freedom to combine different weights and sizes for a visually stimulating design.

Lato Thin

Lato ExtraLight

Lato Light

Lato Regular

Lato Medium

Lato SemiBold

Lato Bold

Lato ExtraBold

Lato Black

Lato Thin Italic

Lato ExtraLight Italic

Lato Light Italic

Lato Regular Italic

Lato Medium Italic

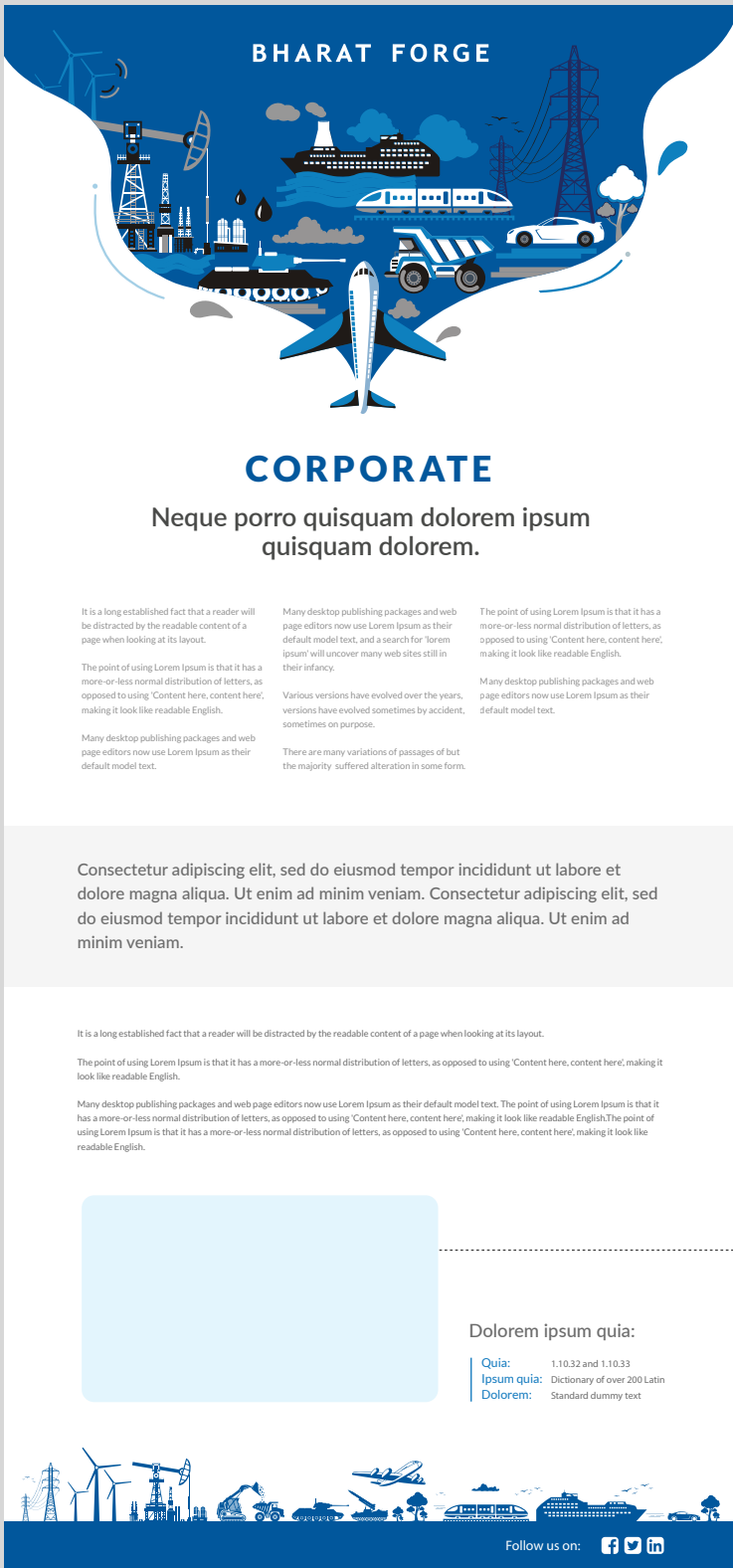
Lato SemiBold Italic

Lato Bold Italic

Lato ExtraBold Italic

Lato Black Italic

MAILER TEMPLATE GUIDELINES



Mailer Dimension
Width (650px) X Height (as per content)

Main Title - Lato (Black) - 46 pt

Headline - Lato (Semi Bold) - 34pt

Body Copy - Lato (Regular) - 12pt

Paragraph 1 - Lato (Medium) - 22 pt

Paragraph 2 - Lato (Regular) - 12pt

Image - If any

Title - Lato (Regular) - 24 pt
Details - Lato (Regular) - 16 pt

Footer (Alongwith the social media icons - Facebook, Twitter, LinkedIn)
Follow us on - Lato (Regular) - 18 pt

PRINT AD TEMPLATE GUIDELINES

TEMPLATE 1



BHARAT FORGE | 
KALYANI

EXCELLENCE, NATURALLY.

Recognized for its world-class automotive products and innovative engineering solutions for diverse industrial sectors, Bharat Forge has always been a force to be reckoned with.

By constantly challenging conventions, applying alternative thinking, developing technologies in-house, adopting improved processes and continually grooming our talent pool, we have excelled in every aspect for over 50 years.

Excellence, now, comes to us naturally. It is never a one-time feat.

A part of the Kalyani Group (\$3 Billion conglomerate)	India's largest manufacturer and exporter of automotive components	A global workforce of 10,000	Transcontinental presence across India, Germany, Sweden, France and North America
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Product 01 Product 02 Product 03 and more...

We are the most preferred development partner across Automotive, Railways, Aerospace, Marine, Oil & Gas, Power, Construction and Mining sectors.



www.bharatforge.com Follow us on:   

Print Ad Dimension
297mm x 210mm

Logo

Placeholder for Image

Headline - Lato (Bold) - 35pt

Body Copy - Lato (Regular) - 10pt

Sub Headline - Lato (Semi Bold) - 11pt

Sub Points - Lato (Regular) - 10pt

Placeholder for Product Images

Imp. Note - Lato (Bold) - 12pt

Footer (Alongwith the social media icons - Facebook, Twitter, LinkedIn)
Follow us on - Lato (Regular) - 10 pt
Website - Lato (Regular) - 10 pt

TEMPLATE 2

BHARAT FORGE



Neque quisquam.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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<p>Lorem 01</p>	<p>Ipsum 02</p>	<p>Lorem 03</p>	<p>and more...</p>
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TEMPLATE 3

BHARAT FORGE



KALYANI

Neque quisquam.

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Lorem 01

Ipsum 02

Lorem 03

and more...

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EXHIBITION PANEL TEMPLATE GUIDELINES

PANEL 1 - VERTICAL



The panel features a blue header with the Bharat Forge logo and the text "Global manufacturing footprint". Below the header is a world map with callouts for various locations: USA (BF-PMT TECHNOLOGIE), Germany (MECANIQUE GENERALE LANGROISE), France (MECANIQUE GENERALE LANGROISE), Sweden (Bharat Forge Kilsta), India (Pune GLOBAL HEADQUARTERS), and others. The body contains four images: an aircraft landing gear, a ship, an industrial plant at night, and an offshore oil rig. The footer has a blue background with white silhouettes of industrial equipment.

Exhibition Panel
8 feet x 3 feet

Logo

Header

Body

Footer

PANEL 2 - VERTICAL

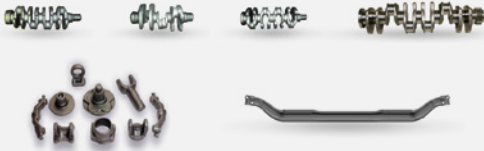
BHARAT FORGE



Expanding horizons

- Largest forging company in the world
- Marquee customers across automotive and industrial sectors
- Full service supplier

Automotive



Aerospace



Closed Die Forgings - 10 to 2500 Kg

Oil & Gas



Closed Die Forgings - 30 to 2500 Kg

Open Die Forgings - 500kg & above

Energy



Open Die, Closed Die, Ring Rolled Forgings

Marine











Closed Die Forgings - 10 to 2500 kg




PANEL 3 - HORIZONTAL

FACTS THAT MATTER

BHARAT FORGE | 

 <p>3,00,000 TPA the largest single-location forging facility in the world at Mundhwa, Pune</p>	 <p>Largest exporter of auto components from India</p>	 <p>Global leadership in powertrain and chassis components</p>	 <p>Green forging one of the few companies in the world with a majority of the power being produced by renewable sources</p>
 <p>Marquee customers virtually every global automotive OEM and tier 1 supplier</p>	 <p>Every 2nd heavy truck in the US carries a front-axle beam manufactured by Bharat Forge Ltd.</p>	 <p>Transformation from an auto component supplier to a preferred technology and engineering driven global partner</p>	



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