STL

The brand topology

Brand Guidelines

Nov 2023

Why our brand matters

Our brand is a mark of trust

For clients, it is why they choose STL and trust us with their most complex network challenges.

For our people, it is why they come to STL and spend meaningful portions of their careers here.

For our stakeholders, it is a commitment of performance, consistency, integrity and vision.

Our brand is a promise that drives us to be our very best.
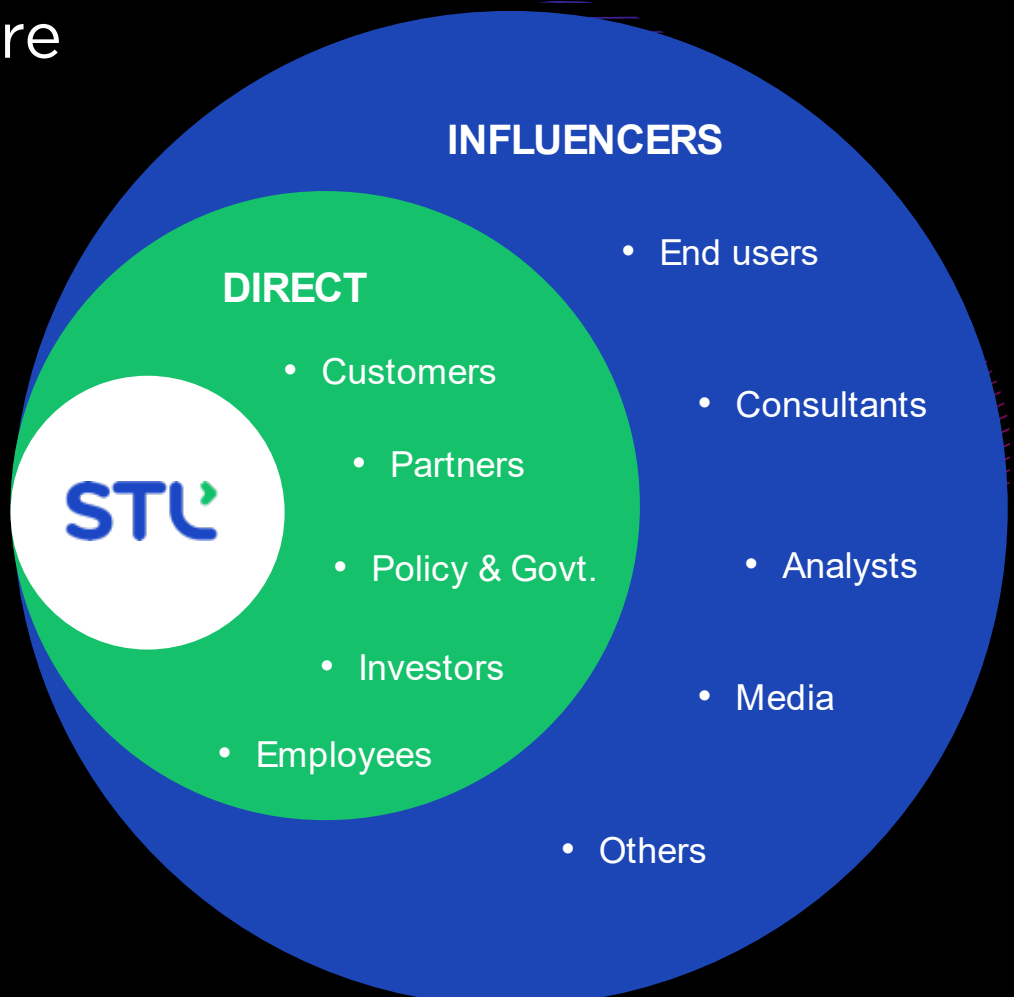
Table of Content

Introduction
to our brand

Building our brand every day

The written word has greater reach than ever before. Thanks to social media and other internet platforms, we can engage with a diverse audience from around the globe. With that comes a responsibility to communicate in a consistent, clear and sensible manner whether online, in print or anywhere else our messages appear.

For whom are we building the brand?

INFLUENCERS

DIRECT

- Customers
- Partners
- Policy & Govt.
- Investors
- Employees

- End users
- Consultants
- Analysts
- Media
- Others

level 0 and level 1: messaging

Level 0

A leading optical and digital solutions company.

Level 1

STL is a leading global optical and digital solutions company providing advanced offerings to build 5G, Rural, FTTx, Enterprise and Data Centre networks. The company, driven by its purpose of 'Transforming Billions of Lives by Connecting the World', designs and manufactures in 4 continents with customers in more than 100 countries. Telecom operators, cloud companies, citizen networks, and large enterprises recognize and rely on STL for advanced capabilities in Optical Connectivity, Global Services, and Digital and Technology solutions to build ubiquitous and future-ready digital networks. STL's business goals are driven by customer-centricity, R&D and sustainability. Championing sustainable manufacturing, the company has committed to achieve Net Zero emissions by 2030. With top talent from 30+ nationalities, STL has earned numerous 'Great Place to Work' awards and been voted as the 'Best Organisation for Women'.

Our Business Units

Optical Networking

Global Services

Digital and Technology Solutions

brand and communication themes

STL

STL Digital

One of the top optical players in the world
- Trusted, agile and flexible partner with global expertise
- End to end optical value chain, Core to edge expertise for large scale deployments
- Ambition to be amongst top 3

New-age, agile digital and software solutions company
- Access to tech talent in India
- Pioneers in IT services at the helm
- Large-scale digital transformation

Co-create tech-enabled solutions for customer success
- Solving complex customer problems through customized solutions and services (fibre automation, 5G cosmos, software services)
- World-class future ready products and services (multicore, high-capacity cables, IBR, Bend insensitive)
- Active voice in the industry, working with industry peers, associations, govt.

A sustainability champion that acts responsibly
- Sustainable in operations for optical (ZWL, ZLD, LCAs)
- Caring about community, environment and our employees

Transforming billions of lives by connecting the world
- Connecting the unconnected
- Simplifying digital, delivering with global impact
- Great place to work and Best organisations for Women

Tone of Voice

Your guide to writing and speaking like a STLer.

Share your voice

The STLer Voice

Employees need "Perspicacity" to succeed.

Of course, you didn't understand what this word, introduced by a prominent Indian parliamentarian, means. The first rule of communication is that it should be clear. The second is that it should have the desired impact on the audience!

As STLers, we are constantly representing STL in external and internal forums. We need to speak about our company in a clear, compelling, consistent, and credible way while communicating with our target audience like customers, investors, analysts , media and talent.

That is why we have something called the STL Tone of Voice. A Tone of Voice document is a guide that steers the different clogs in a grand machinery to speak in unison (in a brand voice). It helps avert confusion, messaging glitches, and other challenges to improve the brand's overall communication.

"10% of conflict is due to difference of opinion and

90% due to delivery and tone of voice"

Anonymous

Ladies and Gentlemen, introducing you to STL's ToV

This Tone of Voice document will outline and elaborate STL's brand's voice. Once you understand STL's ToV, your communication will stand out, create impact and establish authority for the company and your own personal brand.

Who is this ToV meant for? Where is it applied?

The Tone of Voice is for all STLers communicating the brand voice externally and internally. It is applicable across all forms of communication, like thought leadership, advertising, online content, press releases, internal communications, sales conversations et al.

How do we Walk the Talk?

By being....

Intelligent

We are all about technology, science, future. Let's admit it, we are all geeky at heart! Anything that we write or say about the company has to reflect our competence and knowledge. Jargons, half-baked content can do the opposite. So lets avoid it like plague!

Conversational

Great communication "speaks" to the audience, and makes them think or respond. No body likes words and words that do not connect. We should always write like we talk, be engaging and use first person pronouns like 'we', 'us', 'you' more often. Another tip is to be more outside-in than inside-out

Compelling

Apart from our expertise and knowledge, we should be relevant to our audience groups, capture their interest from the word go, give them some food for thought and express our perspective confidently. Just informing or stating the obvious will not cut ice.

Slightly humourous

We all are passionate about the smallest detail about fibre, services, networks, and software. But lets face it, not everybody is. Our intelligent can be somebody's boring. That's why we need to get a little bit of humour and zest in our communications. The word 'little bit' is important here. We are not Netflix or Zomato!

Structure, Style and Sanity - the holy trinity of STL Tone of Voice

Structure

-Have a core message and story in mind

-Gather and articulate proof points that support your core message. These might be data points, case studies, capabilities, images etc.

-Outline first, write later

-Remember that readers are humans, they love taking short cuts. So have different sections with clear section headers, call outs, infographics that summaries the message

-A clear writing framework really helps. The one that we use often at STL is Situation, Complication, Resolution

-Be coherent. Have connections between paragraphs and sections

Style

-Write an opening like your life depends on it. Start with an outside-in analogy, an anecdote, or a shocking fact

-Use short sentences (under 20 words)

-Translate from Geek to Human - use simple worlds, outside-in examples, de-jargonize and don't be too 'writerly'

-Deliver your message in an industry leader tone, with confidence and personality

-Write like you are talking. Put out some questions, use day to day, simple language.

-Most importantly, write with your audience in mind. You cannot write the same thing for a college student and a CTO or for an investment analyst and a customer procurement head

Sanity

-Use the correct company name, description and logo

-Don't (unwittingly) reveal anything sensitive, proprietary or confidential. Think manufacturing process, patented technologies, images of plants and machinery

-Add sources and references for external data points and images

-Do a language and plagiarism check. Use free tools like Grammarly, Quetext or Duplichecker

Errors to Avoid

-Long sentences

-Complex words and jargons

-Negatives and scare tactics

-Passive voice

-Non-sequitur or jumpy content (content that jumps from one point to another without linkages)

-Obvious, run- of-the-mill data points and content

-Impersonal and ambiguous content

-Grammatical errors

Creating deep Impact through our communications

STL

Our communication should make our brand distinctive and give STL an edge in the audience's mind. It should establish authority, and trust, besides making the brand appear human.

We can create deep impact by making our content and communication-

Useful

Useful means that it should add some value to the audience. For this to happen, our communication should have depth. It can be depth of perspective, on the sector, country or a particular problem or depth of technology that positions us as cutting edge or depth of Information, data points and statistics sourced from marquee, credible sources.

Memorable

If you have put so much effort into the communication, it better be memorable! Our communication should follow the STL tone of Voice, should be distinctly recognizable by softer aspects like style, consistency of message, design. We should also summarize our communication so that the gist of it is not lost on the audience.

Shareworthy

Think about it. What would prompt you to share a piece of content with someone? It would largely be because it has an interesting point of view, a new and simply explained content, a supercool graphic or some novel data points.

This is exactly what we need to incorporate in our communication.

Discoverable

The content should be easily discoverable online. We should check with the marketing team on the most searched keywords and include them in our written web-based content to make our content discoverable by the audience.

Examples

STL

Social media posts

- Intro that connects with the audience
- Provides a hook for the audience to read the rest of the post. Also keeps humans at the canter of the story.
- Boosts SEO activities. More visibility for the post
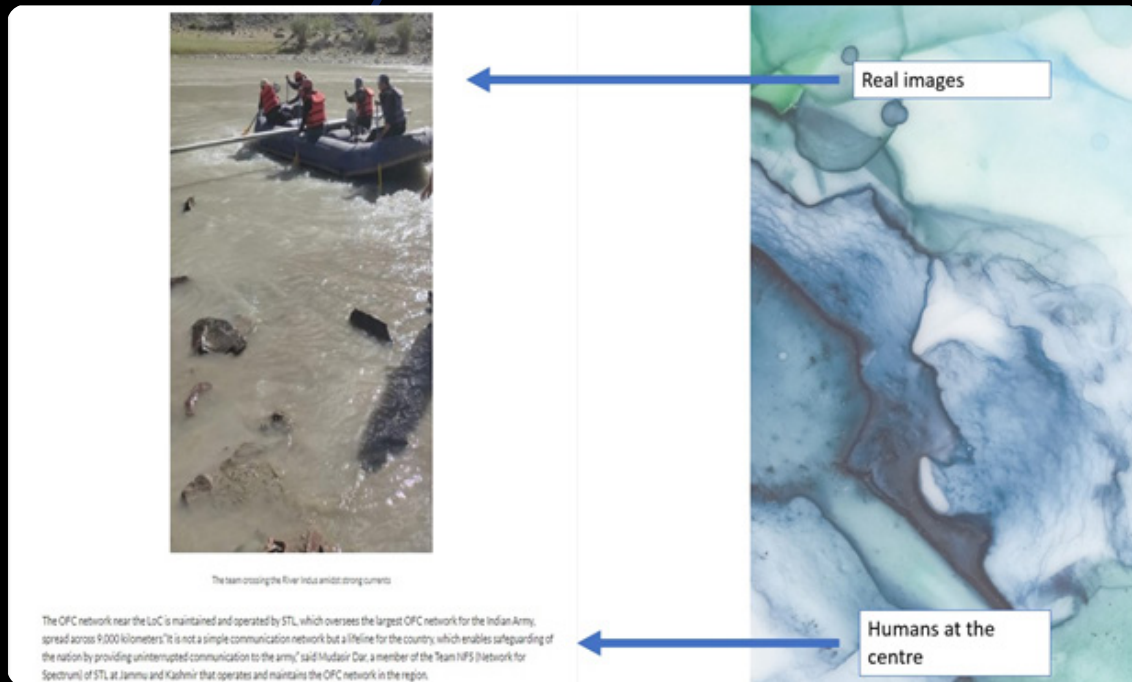- Real images for impact

Social media stories

- Headline that connects with general audience
- Outside-in opening that provides a suspenseful hook

Examples

Social media stories

The team crossing the River Indus amidst strong currents

The OFC network near the LoC is maintained and operated by STL, which oversees the largest OFC network for the Indian Army, spread across 9,000 kilometers "It is not a simple communication network but a lifeline for the country, which enables safeguarding of the nation by providing uninterrupted communication to the army," said Mudasir Dar, a member of the Team NFS (Network for Spectrum) of STL at Jammu and Kashmir that operates and maintains the OFC network in the region.

Real images

Humans at the centre

Media articles

A whacky title that makes the audience curious

Outside-in analogy

Catchphrase/sound byte

Examples

Company press releases

Examples

Company ads

Human imagery making eye contact with audience

A headline that conveys a lofty mission

A simple articulation of STL's business linkages to the creative

Narratives that we should drive

Reveals core message relayed by the company

Relevant examples and justifications

Maintain industry leader tone

Lots of data points to continue the conversation

Examples - print ad

STL

What not to do

Telecom infrastructure deployment services

We provided internet access to villages

Internet is an increasingly important part of the technology landscape now-a-days, and we think the demand will rise up.

As a result, we successfully installed high-speed fibre networks for 250+ villages and gram panchayats across Maharashtra and Telangana.

We can help you too in setting up high-speed fibre.

Vague statement lacking personality and meaning

General statement lacking insight and authority

Generic, client benefit expressed without excitement-long, wordy, lacks a clear focus

Generic statement of STL value, unclear direction

What to do

STL 25
YEARS OF OPTICAL FIBRE

ORDER BOOK
₹**10,705**Cr

Performance for Q2 FY21

EBITDA
₹**212**Cr
GROWTH
61% QoQ▲
Compared to Q1 FY21

REVENUE
₹**1,160**Cr
GROWTH
32% QoQ▲
Compared to Q1 FY21

Optical Interconnect
Virtualised Access
Network Software
System Integration

stl.tech

Capturing the attention with a measurable, positive and humane future

Suggestion of broad horizons, efficient and focused on client benefit

Arresting variation of pace with a provocative question and authoritative industry commentary with a point of view on the future

Examples - digital ad

What to do
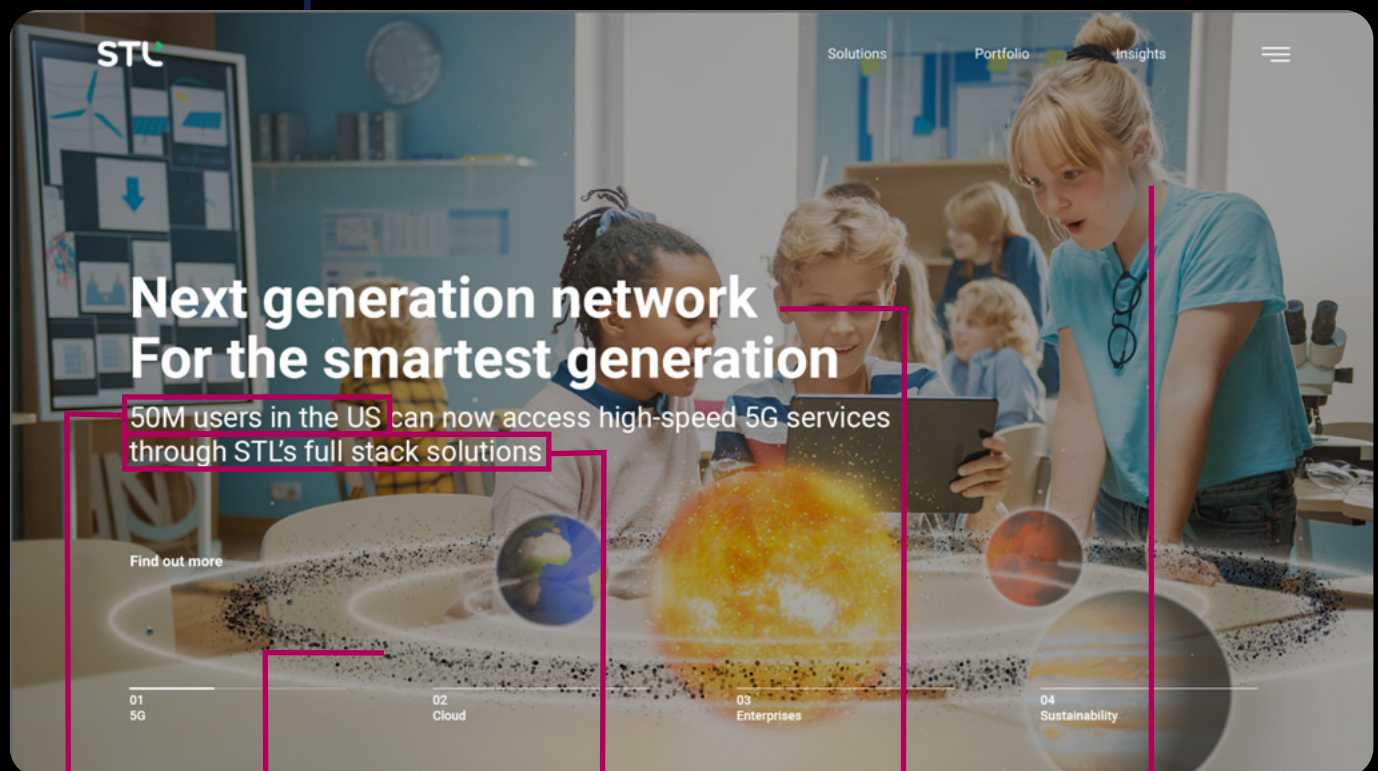
Benefits first

Immersive

Offerings that deliver
the unique benefits

Outside-in storytelling

Human feeling

guideline- writing blogs

Story structure

Situation + Complication + How to Solve it + Answer

Word count

Around 1,000-1,200 words

Heading & sub-heading

Each story should contain at least one major heading/title and four to six sub-headings.

Photos

For photos, please always use Tier-1 research portals, hyperlink the source, and ALWAYS include the image title (Tier-1 portals to use: HBR, Fortune/Consulting Companies/STL/BCG/EnY/PwC/STL Partners/DiamondCluster/Light Reading/Heavy Reading, and the like). Don't use anything else than Tier-1 firms.

Image

We don't need image sourcing just for the sake of it; we need a true piece of information from someplace that fits into the story we're attempting to construct. Images, like keywords, should always be positioned naturally. Please only submit meaningful charts, graphs, frameworks, figures, data in photos, and so-forth.

Summary & paragraphs

The summary and the first paragraphs should stand alone.

Each paragraph should always be related to the plot/theme.

Data and quotes are welcomed (data should come from Tier 1 reports such as Gartner, for example).

Writing style

The writing style should be casual, with short phrases and a simple structure.

If feasible, compare and analyze multiple pieces of data.

Is the title attention-grabbing? Ask yourself, would you open this if it came to your email or social feed?

Remove any jargon, devaluing and generic terms, colloquialisms and acronyms.

Consider if the piece explains who the company is and why it matters. Where does that material belong? If included, make sure it is articulated beyond the company description.

Link the messaging to the company strengths. Before you begin, consider the company characteristics and advantages and look for opportunities to illustrate the strengths through the story.

guideline- social content

STL

Language

Do not use business language and jargons which you won't use while talking. Use a normal human conversation language, we want people to read our posts, not machines! :)

Hook

Start your post with a cliffhanger. A hooking statement for the reader to go further in the post and go till the end. Write how reader looks at things, not how we do.

Connection

Make better connections between content and the creative. Sad statement cannot go with a happy face.

Question

Ask a question at the end which people can use to engage. Should be involving, broad and natural extension to the post made

In-line videos/blogs

Video and Blogs should be in-situ on the platform and should not click-away the reader. Social platforms do not promote external links.

Real use-case images

Use a mix of designed and real pictures (our people, locations, celebrations, physical products, day to day working colleagues) to show the human side of pur company. All branded posts make the page appear fake and MANAGED.

Keep it short

Sentences need to be short, 10-12 words ideally. Long posts are encouraged on platforms like LinkedIN, go for them and add value to the reader.

Tag people

Tag people relevant to the post, not everyone.

#hashtags

Use relevant hashtags, 2-3 maximum, beyond that it does not solve the purpose.

Visual identity overview

What it is
Our visual identity is a way to communicate our brand's unique character and a plan to attain and sustain a recognizable image in the market place. It integrates and coordinates our logo, typography, color, imagery and layouts across a range of mediums.

Who it's for
Everyone who works for STL, or designs on behalf of STL, should use our visual identity.

Where it's applied
Our visual identity should be applied to everything. Whether you are creating collateral or a PowerPoint presentation, designing an event or a new web page, you should use our visual identity.

Visual identity a glance

Logo

The STL logo is our most valuable visual asset. It's a mark of authenticity that states who we are and sets us apart from the competition.

Primary logo on white/ lighter backgrounds

Primary logo on colored/ darker backgrounds

Logo for metal print on light backgrounds

Logo for metal print on dark backgrounds

Color

Anchored by STL blue, our color palette is made up of a selection of colors that give our system flexibility while maintaining a sense of connectivity.

Primary color

C 88 M 77 Y 00 K 00	R 27 G 71 B 197	#1B47C5

Secondary colors

C 27 M 100 Y 42 K 07	R 175 G 0 B 91	#AF005B
C 69 M 15 Y 00 K 00	R 00 G 173 B 239	#00ADEF
C 62 M 93 Y 00 K 00	R 133 G 05 B 181	#8505B5
C 73 M 00 Y 80 K 00	R 19 G 193 B 107	#13C16B
C 00 M 60 Y 98 K 00	R 247 G 131 B 35	#F78323
C 69 M 66 Y 65 K 73	R 34 G 34 B 34	#222222

Tints you can play from

Typography

We use two typefaces for all communications: Gotham and Arial. Gotham font is distinctive, contemporary, and speaks to the slick and futuristic nature of our system. Arial is flexible and readable, which complements the Gotham font.

Gotham thin

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!£$&@*) 0123456789

Gotham Light

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!£$&@*) 0123456789

Gotham Book

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!£$&@*) 0123456789

Gotham Medium

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!£$&@*) 0123456789

Gotham Bold

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!£$&@*) 0123456789

Gotham Black

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!£$&@*) 0123456789

Arial a*aaa*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 **01234567890**

Gotham - preferred for every creative purpose

Arial - for PPTs and wherever Gotham has restrictions

Photography/Stock-image

Strategic use of our photography/stock images ensures that our brand presents itself consistently and distincty. We use three different styles of photography - candid moments, scenic beauty with golden night lights (Teal and Orange photography) with trick photography and immersiveness of realistic use-case.

Get Power Point Templates, Image bank and many more via a simple QR code scan

We have a few pre-defined formats for multiple ready-made assets which should be used while creating your presentations, case studies, icons and many more. Use our specific templates to ease in your day to day work at STL.

Just scan the QR code to get the access of our Studio website.

Scan to download the PPT Template

Scan to download from our Image bank

Scan to access our Design Studio Website

Layouts

We have ten different layout options, divided into three key groups. Mild, medium and spice. But we urge the creativity not to be limited to these.

digital media/campaign

mild

sales related print collateral designs

medium

advertisement, external branding

spice

logo

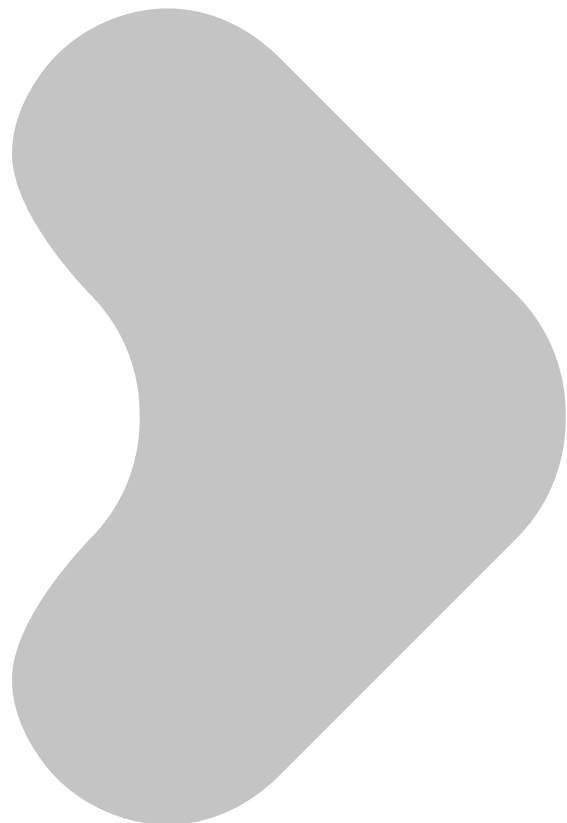The STL identity consists of a Logo. The Logo mark itselfis complete when it is used with intention as the visual focus.

Various qualifiers and signatures may also be used in conjunction with the Logo mark.
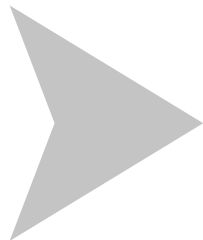
- Energy
- Potential
- Value

- Accelerate
- Progress
- Future

- Acceleration
- Energy
- Transformation
- Innovation

Scan this code to
watch our brand video

logo usage

How we use our logo is crucial in keeping its visual meaning and identity intact. While we can alter certain aspects of the logo without losing impact and recognition, these options are limited. The following guidelines should always be your first option.

Clear Space
When the logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the its importance. The logo must be at least 30% of the logo mark away from illustrations, photographs, rules, page edges, etc.

Preferred Usage
The preferred use of the logo is blue on a white or light background. This application of the logo should always be considered as the first design option.

Reverse logo is white but stride will remains the same color.

1 in

In the rarest of the rare cases, where a single color is required, these monochrome options can be used. This is however the least preferred option.

co-branding

Overview

There are three scenarios to demonstrate how STL can partner with or support another brand. STL Example STL as the host brand This is a STL piece of communication that is supported by a partner's logo or logos.

STL

●Example

STL   Example

Agreed upon style to go here

Example   STL

Partner brand style

STL as the host brand This is a STL piece of communication that is supported by a partner's logo or logos.
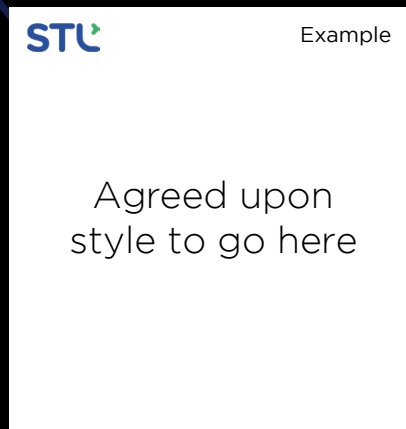
Dual branding This is a shared piece of communication between STL and a partner or partners in which nether brand is considered the host.

STL as a guest brand This is a piece of communication from another brand which is supported by the STL logo or a text-only STL endorsement. Sponsorship fits into this category.

STL as the host brand

When STL leads a partnership or collaboration, the STL visual identity is applied to all materials.

STL logo

The STL logo should be applied in the same position and size as in any piece of STL communication.

Brand identity

For all applications, follow the STL specifications of color, typography, photography, tone of voice and all other design elements.

Partner logo

The partner logo and/ or name should normally appear on the front of a STL application. It does not need to be repeated on every page. The preferred position for the partner logo is on the lower half of the communication, directly above the date and additional copy. It should be left-aligned with the STL logo. It should cover approximately half as much surface area as the STL logo. The partner logo can be in full color, or reversed out-whichever is most legible. Some text may be set next to the partner logo such as "In association with."
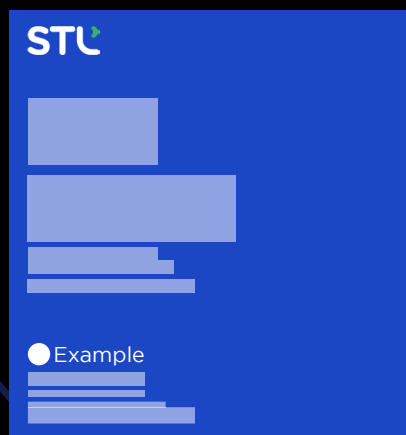
STL as the host brand on a dark photograph
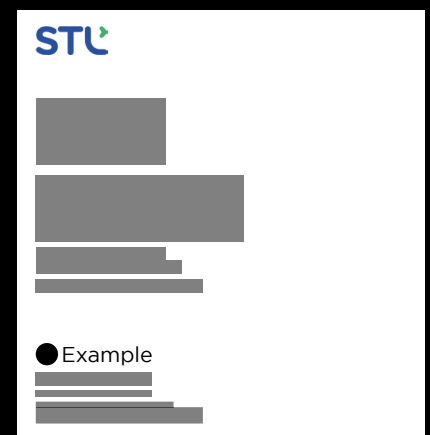
STL as the host brand on a light photograph

Dual branding

When STL shares ownership of a piece of communication with a partner brand, neither brand is considered the host.

Joint displays of logos

The partner logo should cover approximately the same amount of surface area as the STL logo. The STL logo should appear in the top left corner, if possible. If necessary, the STL logo and partner logo may be placed at the bottom of the communication

Brand identity

Each case has to be considered individually. In this way, the style can be agreed on between the marketing staffs of the two brands without compromising either of the brands' visual identity (or creating an off-brand hybrid style). If no style can be agreed upon by the marketing staffs of the brands involved, a vanilla style of white, with logos (obeying exclusion zones) at the same size, should be the default solution. Please refer to the STL Brand team for guidance.

STL

● Example

Agreed upon style to go here

Preferred dual branding logo placement

Agreed upon style to go here

STL

● Example

Alternate dual branding logo placement

STL as a guest brand

When the partner brand leads a partnership or collaboration, the visual identity of the partner is applied to all materials. A STL presence is achieved by adding one of the following endorsements.

STL white logo

If the background that the STL logo is required to sit on is medium or dark in color, use the STL white logo. The logo should cover approximately half as much surface area as the partner logo.

STL blue logo

If the background that the STL logo is required to sit on is white or very light, use the STL blue logo. Text can be set above the STL logo, for example "In association with STL."

Text-only endorsement

When no version of the STL logo can be reproduced in accordance with our brand identity standards, or use of our logo is not permitted by the partner brand, use a text-only endorsement. For example: "In association with STL."

Placement

The partner's guidelines will dictate where the STL logo will sit.

● Example   STL

Partner brand style

STL blue logo on light background

● Example   STL

Partner brand style

STL white logo on dark background

● Example

Partner brand style

In association with STL

STL Text-only endorsement

logo size relationships

When the STL logo is displayed with another logo, the relative size of the logos should be adjusted to create a visually balanced relationship. Take account of the shape and color of the logos and ensure that the correct balance is found between them.
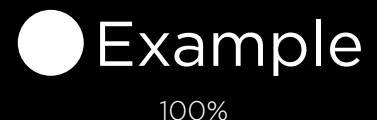
STL as the host brand

The partner logo should cover up approximately half as much surface area as the STL logo.

STL
100%

● Example
50%
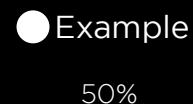
Dual branding

The partner logo should cover approximately the same amount of surface area as the STL logo.

STL
100%

● Example
100%

STL as guest brand

The STL logo should cover approximately half as much surface area as the partner logo.

● Example
100%

STL
50%
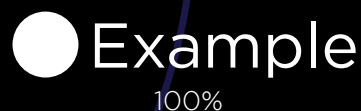
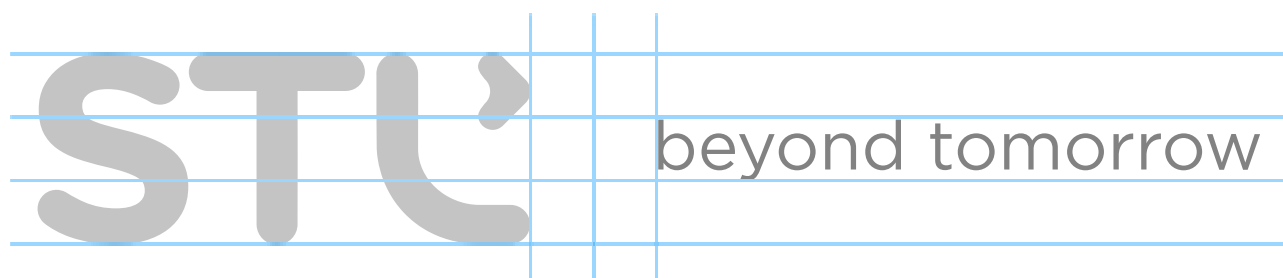# tagline - external & internal
communications

The Tagline may be used in conjunction with Logo mark or on its own

STL | beyond tomorrow
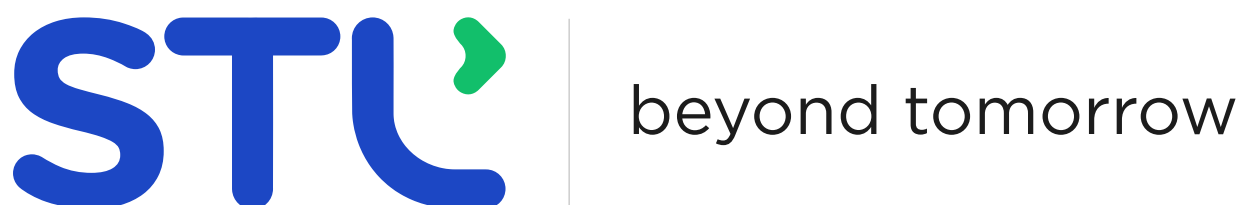
Preffered spacing between the seperator and tagline

STL | beyond tomorrow

Minimum logo width

STL | beyond tomorrow

3 in

STL
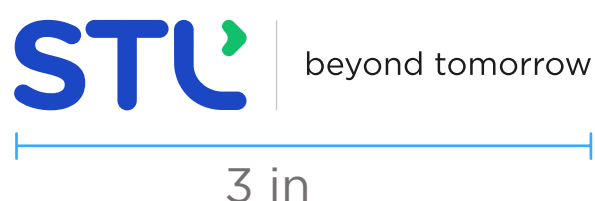
beyond
tomorrow

I am STLer
(read as : stellar)

STLer is what defines the people of STL, defines the
stellar attitude about all of us. Wear your attitude!

I am STLer

integrity of the mark

Don't start making stuff up! This is the logo and it is sacrosanct.
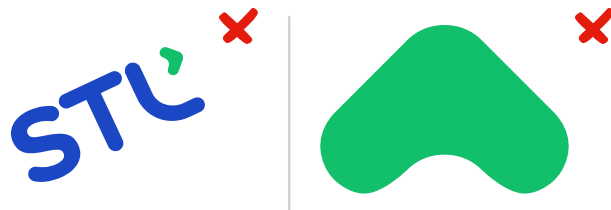
Do not violate the signature clear zone.

Do not skew or scale the width or

Do not rotate the logo or stride to any degree.
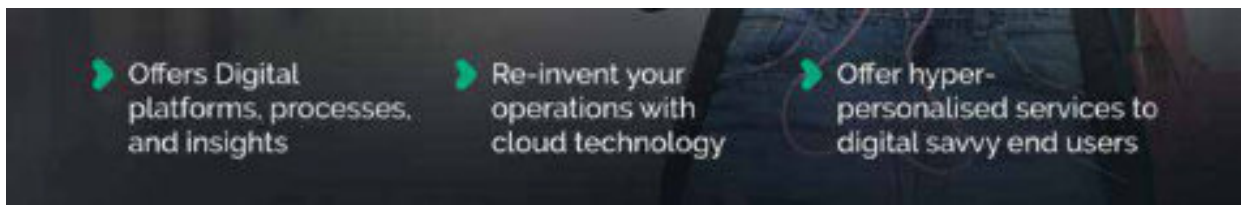
Do not add or change typeface oflogo type.

beyon d tomorrow

Do not alter color from accepted standards.

Don't over shadow the STL logo or stride

STL

Avoid over usage of stride - do not use stride as bullet.

Do not screen the logo on complex photographs or textures that will show through the open spaces of the logo.

Do not overprint the logo on complex photographs or textures that will show through the open spaces of the logo.

Do not use the same stride green color in background.
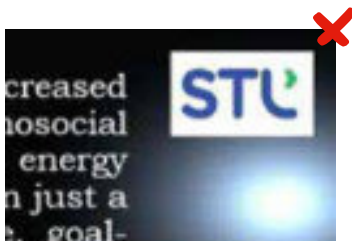
Do not patch the logo

Do not use the dark logo on dark background. (Use reverse color logo)

Do not fall out the object from the stride

Digital
Networks Integrator

Do not use cluttered backgrounds

Stride will remains in the same green color. In both versions dark & white. (For more details check the page no 6)

New ONB Product Taxonomy and Brand Architecture
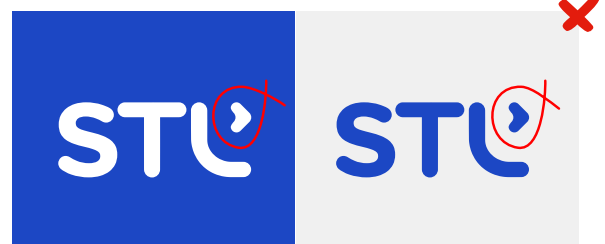
STL

Q: What is a product taxonomy?
A. The taxonomy is the way of organizing the portfolio by "is-ness" to make it easy for your customers
to understand your offering, especially on a website and in product promotional materials such as brochures and catalogs.

Q: What is brand architecture?
A. brand architecture determines how many brands a company will have and their relationship to one another. It also guides decision-making for what will have a brand as the business changes.

Q: Why are we making these changes now?
A. The current Optical Networking portfolio is cluttered with brands that do not help our customers understand and find what they're looking for. The changes will help improve the customer experience, and better align with industry standards, making our product more "findable" when customers and prospects are searching for solutions.

Level 0 Company	STL			
Level 1 Category of Goods		Optical Networking		
Level 2 Product Groups	Optical Fibre	Optical Cable	Optical Connectivity	Specialty Cable
Level 3 Product Sub-groups	stellar	celesta	optotec	estelan

Q: What specifically is changing?

- Retiring "Opticonn" as a brand
- The business unit will be called Optical Networking on all external communications. Not
- Optical Connectivity, Optical Networking Business or Optical Technologies. However, the BU name is generally only referred to in financial reporting, such as earnings and annual reports.
- We will no longer use "optical Interconnect". We will use "optical connectivity" to describe these products.
- Retiring all product sub groups logo units such as Stellar, Celsta, NetXs, etc and replacing them with simple but bespoke type cases with the same name.

optotec — Retire the brand. Adds complexity and competes with our other brands versus helping clarify the portfolio for the customer

OPTICAL INTERCONNECT > OPTICAL CONNECTIVITY (for standard/industry terminology)

stellar, celesta, OPTOTEC by STL, NETxS

stellar
celesta
optotec
estelan

- Replace with simple typeface & standardized product brand personality to ensure our brands look like a collection from STL (versus STL appearing like a distributor)
- Helps in long term (Acquisition brands)

- Creates clarity for the customer
- Efficiency of branding efforts. It's clear. It's simple.
- Industry accepted terminology helps our findability.

Q: What are the benefits of the new Product Taxonomy and Brand Architecture?

A: The new Product Taxonomy and Brand Architecture has:
- A clear and simple classification of products
- A uniform brand design (a simple typeface)
- Use industry-accepted terminology for nomenclature. This would help improve findability of any product or information available on digital assets by using the most searched terms for the product "is-ness"
- It will clarify and define what will call for a new product brand
- Simplify the website structure
- Make it easier to integrate future acquired brands
- Overall will improve efficiency in branding efforts for new products

![STL]

Q: What changes can we expect in the nomenclature (how we speak and write your product names and brands) of our products and brands?
A: The nomenclature will be used below.

Q: Where can we find the new Typeface for the product subgroups?
A: The new typeface for product subgroups will be available on Batcave.

Q: How will the new brand architecture affect our customers?
A: The new brand architecture will make it easier for customers to understand our product offerings and navigate our website. It will also help establish a more consistent and recognizable brand across all products. Existing product catalog numbers and SKUs will not be impacted.

STL

Q: What criteria will be used to determine when a new product brand is needed?
A: The criteria for determining when a new product brand will be as follow
- It represents a growing and significant portion of our revenue
- A unique value proposition - Differentiates from existing product brands in the marketplace and possibly within STL if we have a good/best strategy
- Related to the above, it has unique IP associated with the product. Truly market-differentiating.
- It's an essential element in our strategy (backed by investment and high revenue targets)
- The brand helps clarify our portfolio for the customer (versus only adding another detail to know)

Q: What is the timeline for implementing the new brand architecture?
A: The change of new brand architecture will be done in 3 phases.

Phase 1, FY 24 Q1: Communication to customers, changes on collaterals, PPT, datasheets, Use at Events
Phase 2, FY 24 Q2 and Q3: Website, Premise Branding.
Phase 3, FY 24 Q4: Packaging, Product Marking, Technical Documents

We will ensure that all teams have the necessary time and resources to make the transition smooth.

Q: How can we support the implementation of the new brand architecture?
A: We encourage all employees to familiarize themselves with the new product taxonomy and brand architecture and use it consistently in all communications.

STL Design Studio

Scan the QR code to access the website

What's inside:
- Design request form,
- Live design session appointment,
- Brand guide,
- Logos and open files,
- Brand taxonomy,
- Tone of Voice guide,
- Repository of designs,
- Image bank,
- Icons bank,
- Case Study templates,
- Newsletter templates,
- PPT templates,
- Word templates,
- Tutorials on video and photo shoot with phones,
- Guides - Visual selection, Social media and much more....

Brand Colors

STL

Primary color

C 88 **M** 77 **Y** 00 **K** 00	**R** 27 **G** 71 **B** 197	#1B47C5
Pantone 2728 C		

C 27 **M** 100 **Y** 42 **K** 07	**R** 175 **G** 0 **B** 91	#AF005B
Pantone 220 C		

C 69 **M** 15 **Y** 00 **K** 00	**R** 00 **G** 173 **B** 239	#00ADEF
Pantone 2995 C		

C 62 **M** 93 **Y** 00 **K** 00	**R** 133 **G** 05 **B** 181	#8505B5
Pantone 2602 C		

C 73 **M** 00 **Y** 80 **K** 00	**R** 19 **G** 193 **B** 107	#13C16B
Pantone 3405 C		

C 00 **M** 60 **Y** 98 **K** 00	**R** 247 **G** 131 **B** 35	#F78323
Pantone 715 C		

C 69 **M** 66 **Y** 65 **K** 73	**R** 34 **G** 34 **B** 34	#222222
Pantone Black C		

Secondary colors

Tints you can play from

typography

The Gotham type family is our corproate font. Not that any of us wear suits too often. Gotham is a nice, simple font, good for anything from the headlines to text. Use Gotham wherever possible.

Gotham

(For print material, digital, videos etc.)

Gotham Thin

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*
().,/';?<>:"{}[]-+`~=_\

Gotham Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*
().,/';?<>:"{}[]-+`~=_\

Gotham Book

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*
().,/';?<>:"{}[]-+`~=_\

Gotham Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*
().,/';?<>:"{}[]-+`~=_\

Gotham Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*
().,/';?<>:"{}[]-+`~=_\

Gotham Black

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*
().,/';?<>:"{}[]-+`~=_\

Arial

(for PPTs and wherever Gotham has restrictions)

Arial Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*
().,/';?<>:"{}[]-+`~=_\

Arial Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*
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Arial Black

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*
().,/';?<>:"{}[]-+`~=_\

typography principles

While exact type sizes will vary depending on the application, adhering to our basic typographic principles ensures that all communications will be legible, have a clear hierarchy, and be true to the STL brand.

Most communications should use no more than three type sizes.

url
Always at the top right where the name in medium weight and the domain should be in lighter weight.

Headline
Headlines should be large and prominent on the page, and should appear much larger than all other typographic elements. Headlines should be set in sentence case without full stops/periods.

Subhead
Subheads support and add context to the headline. The cap height of the subhead should be approximately 15% of the cap height of the headline. Subheads should be set in sentence case.

Sector and themes
Sector and theme information. should be placed directly underneath the subhead, and should be set in a lighter weight.

Date and copy
Other elements that fall below the headline and subhead in the hierarchy of a communication should be sized accordingly. The cap height of additional elements should be approximately 10% of the cap height of the headline.

STL

STL   100%   30%   **stl**.tech

Connecting the Indian-army

100%

Project Overview
Networking inrastructure

50%

Aug 2020

25%

50%

Lorem ipsum dolor sit amet. Et illum accusamus ut ipsum tempora aut voluptatem molestiae At ducimus expeditavel

25%

photography/stock images-guide

There might be times when you wish to commission your own photography or buy photography from a stock library.

Checklist to choose any stock image:

• Always choose a **full bleed image** covering the entire canvas.

• Does the image feel **natural**, observed and shot on a **real location** (as opposed to in a studio)?

• Use images which can be **clicked via a camera**...every image you select for any creative should have a **photographic sense**...you can use even **trick photography** sense too...Any image which can not be clicked through a camera or doesn't give a feeling of **immersiveness/realism** is a big no for us.

• Try to use an evening tone with a **teal and orange** shade...Google it...you will find numerous examples...This too should be a bit **inclined towards evening tone/dark**...

• Happy image with **smiling faces** and/or **eye contact**. No dark emotions should be picked.

• People in the image should portray to be **engaged in conversation/activity** or focused on the same thing.

• People in the image should feel **approachable**. Humans should be simple human beings with **simple emotions**...like you and I are...mild smiling faces...doing day to day activity...

• Always try to choose the images which **show our end customers** or **our people in action**...never choose extremity...no extreme emotions (Use only if the copy is demanding such), no extreme poorness, no extreme richness...

• **No clutter** in the image....try to have only one element/subject in focus (not multiple elements in an image)

The design should be (Not every pointer below but always try to cover as many as you can):
- Worthy to remember
- Distinctive
- Positively shock
- Repeatable
- Remarkable
- Unique and have the ability to be converted in a theme to get replicated for large campaigns

In the next page we have marked a few example images with keywords tagged to them for the ease of understanding about what we meant of our guide above.

tone of photography

Choosing the right photograph is essential to creating a tone that is appropriate for the brand communication. Keep these principles in mind when choosing a photograph.

Relevant subjects

Make sure that a photograph is directly or metaphorically connected to the subject of a communication.

Natural lighting

Photographs should be clear and vibrant with rich colors and natural lighting. Avoid colors that are unnatural or over-stylized.

Macro and micro

Macro and micro views of subjects offer a unique perspective. Avoid subjects that are shot at a middle distance.

Simplicity

Photographs with a minimal amount of visual clutter communicate our ideas more clearly and effectively.

Trick photography

Trick photography is our favourite. Light trails, glowing edges, golden and teal color ranges excites the viewer.

photography

What to do

natural, candid, approachable, engaged, end-customers, emotive, smile

our people at work,

no clutter, subject/ technology in focus

real-location, photographic sense, orange and teal sense

dark, night, trick photography

What not to do

Posed-model phtography, non-realistic, artificial

no immersiveness, overlap of real and vector elements, head of the human is chopped off

non-realistic representation, impossible in real-life

how to select photos of people

STL

People play a large part in our brand and bring a sense of warmth and humanity to our communications. Follow the principles below when selecting photos of people.

Diversity

Images of people should represent a variety of cultures, genders, ages and disabilities in a natural fashion.

Natural

Avoid using posed or otherwise unnatural images of people.

Scale

People can be shown at a wide variety of scales within the frame, ranging from large and close to small and in the distance.

Cropping

Photos always need to show the entire face or body of the subject. People sometimes can also be photographed from the side or from behind.

Using technology

Photos which portray people who are using technology in their real life.

where to find images

Certain communications may require the use of content photography that does not fit within the category of human or technology use case photography.

Photo library

Image Bank in the Central Design Repository contains all the images previously purchased for global usage. All the images in this folder have been pre-approved and are ready for print.

Key words

when searching for stock photography, try including the following terms to help find images that fit within our system:

People

Candid

Sunset

Technology

Industry 4.0

Radio transmission towers

Cityspace

e-Business

Happiness technology

Fiber optic

STL

photo-manipulation

STL

What to do

establishing a use-case mimicking a real software interface

a believable immersive exerience

What not to do

cheap photoshopping, real and vector element overlap, cluttered

No immersiveness no clear visual message outcome

If you are having trouble finding or selecting an image, use our Image Bank on Central Repository. It contains all the images previously purchased for global usage. All the images on this site have been pre-approved and are ready for print.
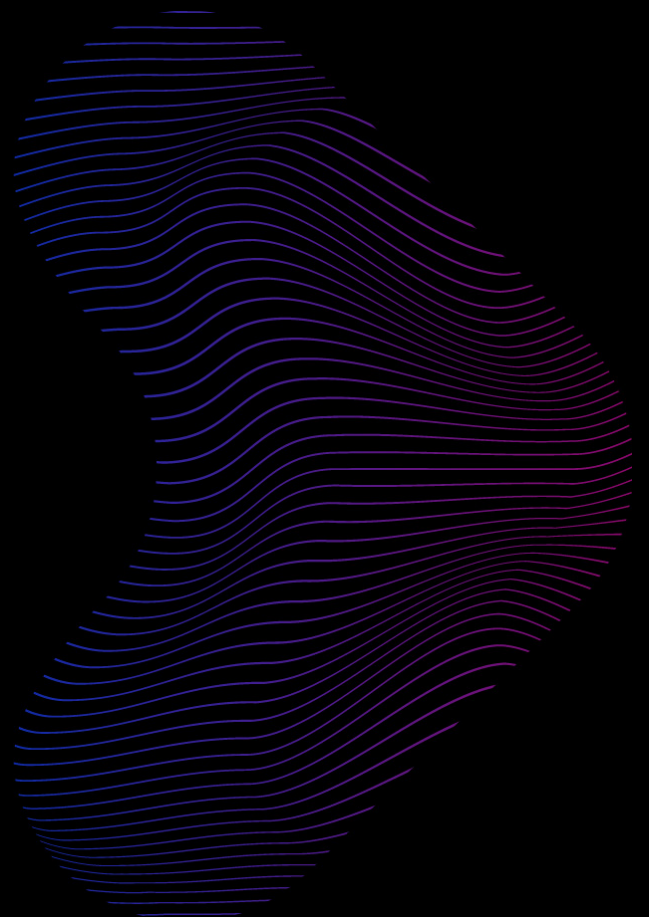
abstracts

We recommend to use vector based abstracts.
When that urge strikes you, then ask choose based on below:

Use vector base abstracts.
Abstracts should be clean and less cluttered.
Abstracts either should match our brand colors or should be in warm tones, gradient colors.

Speed color lines-represents fast moving data

Colorful pattern - represents multiple dataflow

Colorful 3D pattern - generic yet beautiful

Represents Fibre - our core product

Big data representation approachable by a human
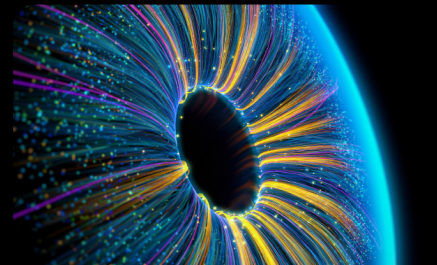
Colorful fibre/light flow - generic yet beautiful

Speed color lines-represents fast moving data
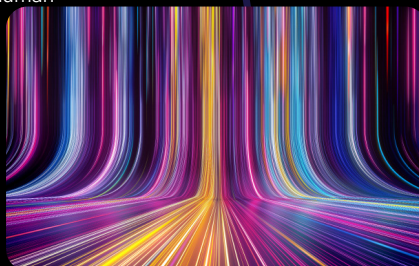
Colorful pattern - represents dataflow through fibre - our product

Colorful fibre/light flow - generic yet beautiful
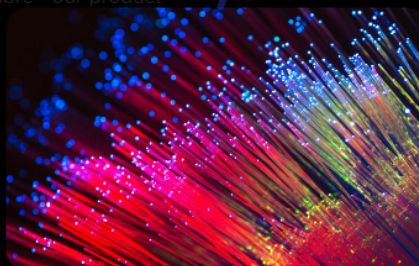
Represents Fibre - our core product

Colorful representation of Fibre - our core product

Colorful representation of Fibre - our core product

abstracts

You can pick the STL's core element 'stride' to fill with your abstract to keep your canvas clutter free for any other textual information.

A few samples:
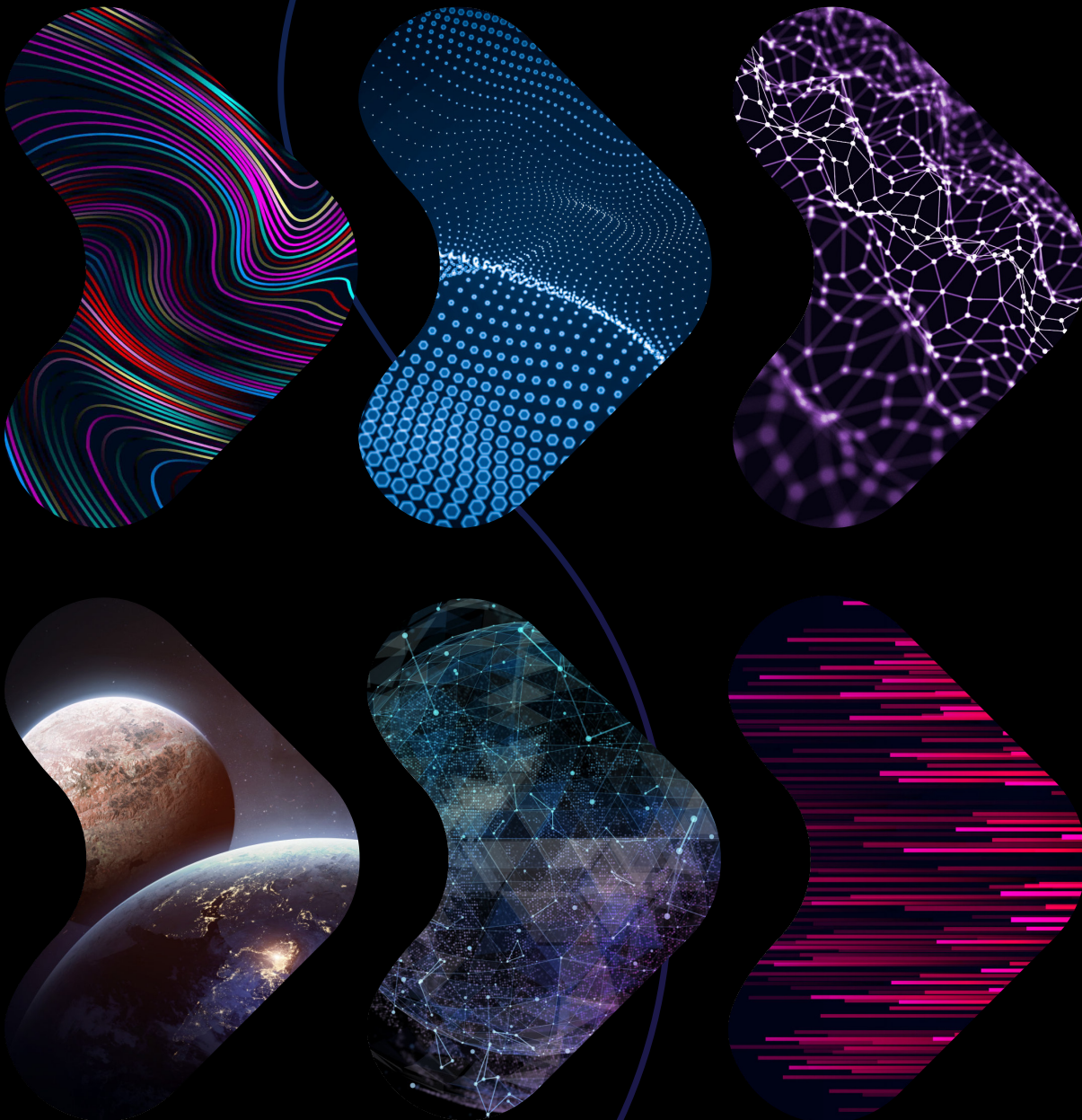
If you are having trouble finding or selecting an image/abstract, use our Image Bank on Central Repository. It contains all the images previously purchased for global usage. All the images on this site have been pre-approved and are ready for print.

Stride is our main design element

We have divided our design style
into three design approaches

1 mild

2 **medium**

3 **spicy**

mild design

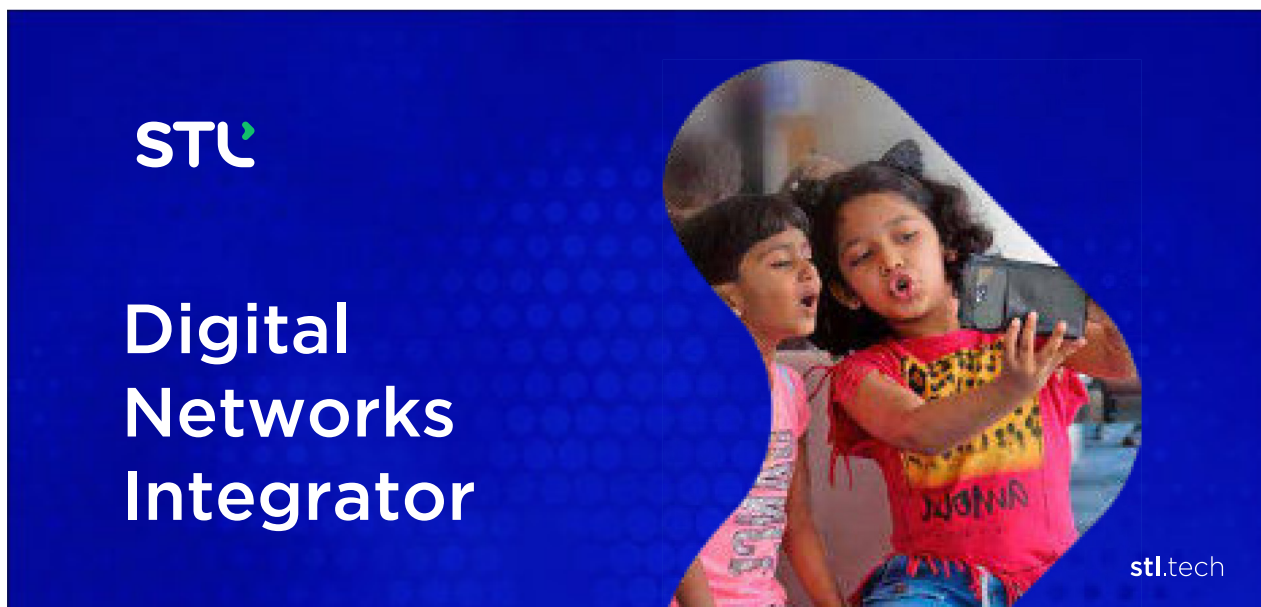Mild design approch is specially for digital campaigns, banners, emailers, display ads, merchandise, etc.

Preferred layouts

STL

LOGO

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Best usage with abstarct

STL

Digital Networks Integrator

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Digital Networks Integrator

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Digital Networks Integrator

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Digital Networks Integrator

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Text heavy emailer samples

STĿ

STĿ
stl.tech

Data Networks
Innovator

Dear [Mr. MDA]
Warm greetings from STL, Sterlite Technologies Limited!

As you may know, STL, the data networks innovator has been at the foref
innovation with cutting-edge 5G Mobility Solutions. With our technology
covering the entire network stack – Optical Connectivity to Network Desi
Virtualisation, AI and Datacenter solutions, we are poised to deliver an ag
responsive digital networks that India needs today. In line with Reliance J
shape the future of India by providing end-to-end digital solutions for bus
institutions and households and seamlessly bridging the rural-urban divid
partner of your choice in making this a reality!

With four innovation centers and 273 technology patents, STL is truly a d
innovator connecting customers with the most innovative future data app
over. With our portfolio of network technology solutions at the display, w
to partner at India Mobile Congress, this October in New Delhi.

It would be an honor for us to host you at our booth at IMC 2019. We cor
to the exclusive launch event of STL Mobility Solutions on 14 October 201
4.10 in Hall 4.

We look forward to the positive confirmation at the launch event.

Sincerely

Anand Agarwal
Group CEO & Whole-time Director, STL

Data
Networks
Innovator

As you may know, STL, the data networks innovator has been at the forefront of
innovation with cutting-edge 5G Mobility Solutions. With our technology solutions
covering the entire network stack – Optical Connectivity to Network Design to
Virtualisation, AI and Datacenter solutions, we are poised to deliver an agile and most
responsive digital networks that India needs today. In line with Reliance Jio's promise to
shape the future of India by providing end-to-end digital solutions for businesses,
institutions and households and seamlessly bridging the rural-urban divide, we are the
partner of your choice in making this a reality!

Display ad samples

STĿ
①
5G is coming,
and we are
already there

STĿ
②
We are the
**Data Networks
Innovator**

STĿ
③
beyond tomorrow
Explore now
stl.tech

GIF frames(1,2,3)

STĿ Billion is a small number
for us to connect

STĿ
5G is
coming,
and we are
already
there

STĿ

Want to
hyperscale
at the speed
of light

News letter samples

STL

Technology. People. Community
We are at the helm of an unprecedented transformation!

New leadership to strenghten Programmable Network capability

Ayush Sharma and Rajesh Gangadhar, 2 key industry leaders are now a part of Sterlite Tech's leadership team. While Ayush will drive innovation through software-enabled programmable solutions for SDN & NFV, Rajesh will head Wireless Broadband initiatives taking innovation to new heights.

Read more

Collaboration with redhat to design software defined "Networks of Tomorrow"

Leveraging Red-hat's open source portfolio, Sterlite Tech will develop software-enabled programmable solutions which will enable communication service providers, enterprises and citizen networks realize network automation and Software Defined Network (SDN) initiatives.

Read more

Touching lives through CSR - Here's "Jeewan Jyoti"

Sterlite Tech is impacting lives not only with technology, bit also through community activities like Jeewan Jyoti. This initiative empowers women from rural India with professional courses like fashion designing, computer programs, and more, enabling them improve their livelihood and instilling a new degree of self-confidence.

Read more

Your all-important thoughts

When planning new offerings for your customers, what takes up your mind space?

- ● Future ready solution
- ○ Affordable pricing
- ○ Enhanced user experience

STL
PULSE JUNE 2019

HELLO THERE!
- from our new refereshed identity

Click here to know more

INTRODUCING
BOW-LITE (E)
Bends like magic!

ADVANCES IN OPTICAL FIBRE DESIGN
The physical layer foundation for an on-point networks game!

Yes, the bandwidth demand is growing incessantly and irrespective of the electronics that you use, your existing optical fibre choice may be limiting your network's potential. You need an optical fibre that is resilient to bends, helps you expand into unreached corners faster and all this at a very optimised cost.

Read More

STL
PARTNERS WITH
SAP   **GitaCloud**

DIGITAL TRANSFORMATION @ STL
You are important to us and with this new tool, we let you know; just how much!

We have partnered with SAP and GitaCloud to build an integrated system that radically shifts customer experience by building robust planning and delivery processes

Read More

Intellza
AI powered business insights

GET INTELLIGENT WITH INTELLZA
Open up new revenue streams with our AI powered Business Intelligence solution

Launched at TM Forum Digital Transformation World 2019 in Nice, France, Intellza, our AI powered business insights and data analytics solution empowers telcos to bring deep personalisation, assess product performance, gauge customers' expectations and introduce new products, with minimal risks.

Read More

"Impressed with Intellza"

"The AI decision engine was used in its vanilla state, and worked very well"- Lucius Gruber, Enterprise Architect at Deutsche Telekom IT GmbH

"It's very pleasant to work with STL. Thank you STL for participating in the Catalyst program"- Arnold Buddenberg, Enterprise Digital Business and IT Transformation Architect at Orange

Mobility Solutions   Access Solutions   Long Haul Connectivity   Network Modernization   Data Centre Solutions

STL

medium design

Medium design approach is specially for print Collaterals - brochures, white papers, data sheet, etc

Preferred layout for whitepaper, brochure and docket folder cover image with picture/abstract

LOGO

Text here
Text here

stl.tech

Preferred whitepaper design usage

Front

Front

Front

Back

Preferred brochure design usage

STL

STL stl.tech

Digital
Networks Integrator

Front

STL stl.tech

Digital
Networks Integrator

Front

STL stl.tech

Digital
Networks Integrator

Front

STL | beyond tomorrow

stl.tech

Back

Mistake to avoid

STL

Do not use the same stride green color in background.

Reverse logo is white but stride will remains the same green color.

Do not use cluttered backgrounds

Don't over shadow the STL logo or stride

Do not use justify text in paragraph

Avoid over usage of colors

Spice design

STL

Spice design approach is specially for editorial ads.
(news paper ads, magazine ads, posters, external branding, annual report, etc.)

Preferred layouts

LOGO

stl.tech

Text here
Text here

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

| Mobility Solutions | Access Solutions | Long Haul Connectivity | Network Modernization | Data Centre Solutions |

Sterlite Technologies Limited

Horizontal Layout

LOGO

stl.tech

Text here
Text here

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

| Mobility Solutions | Access Solutions | Long Haul Connectivity | Network Modernization | Data Centre Solutions |

Sterlite Technologies Limited

Vertical Layout

Preferred design usage with **Translucent Effect**

STL

STL | beyond tomorrow

We deliver on the hyper-fast downloads

STL (previously Sterlite Technologies) is a global leader in end-to-end data network solutions. With customers spanning 100 countries and manufacturing facilities in 3 continents, we are the industry's leading provider for integrated optical fibre and cables, hyper-scale network design, and deployment and network software solutions. Discover more **www.sterlitetech.com**

Sterlite Technologies Limited

STL | beyond tomorrow

We deliver on the hyper-growth potential

We are the Data Network Innovators. We help build the digital communications networks that will stay with us beyond tomorrow.

Visit **www.stl.tech**

ORDER BOOK	EBITDA ₹ 332cr	PAT ₹ 141cr
₹ 9,853cr	GROWTH 32% YoY ▲	GROWTH 17% YoY ▲

Performance for Q1 FY20

Mobility Solutions | Access Solutions | Long Haul Connectivity | Network Modernization | Data Centre Solutions

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Sterlite Technologies Limited

STL | beyond tomorrow

We deliver on the hyper-cost efficiencies

STL is a global leader in end-to-end data network solutions.

We design and deploy high-capacity converged fibre and wireless networks. With expertise ranging from optical fibre and cables, hyper-scale network design, and deployment and network software, we are the industry's leading integrated solutions provider for global data networks. We partner with global telecom companies, cloud companies, citizen networks and large enterprises to design, build and manage such cloud-native software-defined networks.

Visit us at booth A12 & A14, SCaT India | 14-16 Oct 2019

Mobility Solutions | Access Solutions | Long Haul Connectivity | Network Modernization | Data Centre Solutions

stl.tech

Preferred design usage with **Blur Effect**

30% blur

business stationery

STL

Business cards

NAVEEN VERMA
Design Lead - Marketing & Communication

STL

M: +91 9871040770
P: +91 124 6146000

E: naveen.verma@stl.tech
W: www.stl.tech

Sterlite Technologies Limited
IFFCO Tower, 3rd Floor, Plot No.3, Sector 29, Gurgaon 122002, Haryana, India

call me
naveen

Back side of the card with image

call me
naveen

Back side of the card with abstract

STL'

www.stl.tech

Sterlite Technologies Limited
Godrej Millenium 9, Koregaon Road, Pune - 411 001 Maharashtra, India
Registered office: E1, MIDC Industrial Area, Aurangabad - 431 136, Maharashtra, India . CIN - L31300MH2000PLC69261

STL'

Sterlite Technologies Limited
Survey No. 33/1/1, Waghdhara Road, Dadra, UT of Dadra &
Nagar Haveli, Silvassa - 396191, Gujarat, India
www.stl.tech

Office Id & lanyard

STL

Rajesh
NARAYAN GANGADHAR
24903953

Rajesh
NARAYAN GANGADHAR
24903953

Employees

Auditor

Consultant

Vendor

Visitor

Others

Presentation template

STL

Paper bag

Jute bag

STĽ

Sippers & cups

Simplify.
Transform.
Lead.

STĽ

Simplify.
Transform.
Lead.

STĽ

T-shirts & cups

STĽ

STĽ

I am STLer
(read as : stellar)

Option 1

STĽ

Data Networks
Innovator
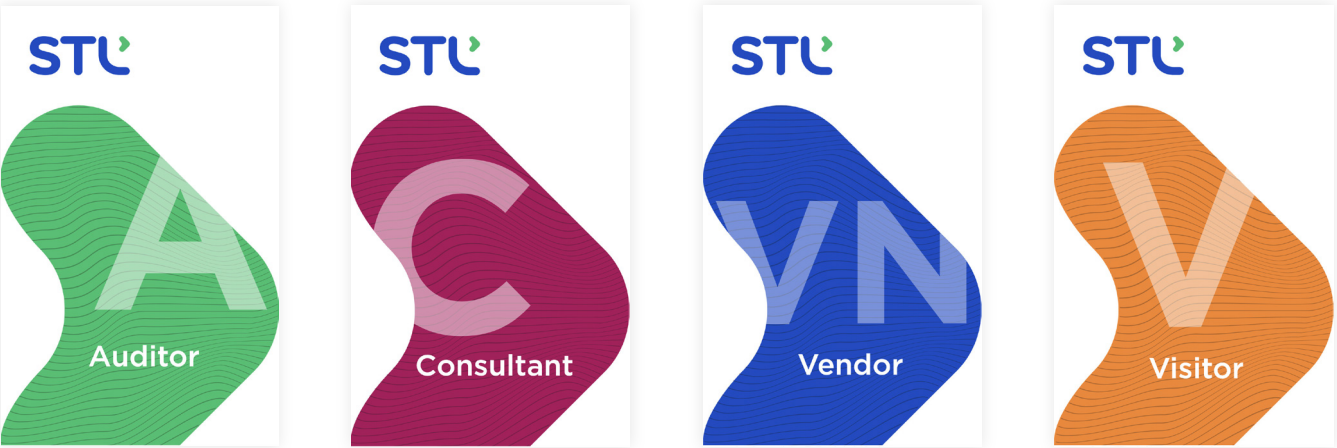
Option 2

t-shirt and bag design

Calendar and cap design

STL

cup design

premise branding

STL

Meeting rooms

explore

invent

transform

connect

VC room backdrops

Simplify.
Transform.
Lead.

Reception

Simplify.
Transform.
Lead.

Recreation zone

RECREATION ZONE

Gym

Push yourself

Ideation room

Cafeteria

STL

Relax Eat
TIME OUT
Talk Refresh
SNACK Rest
Collaborate

Coffee is Better When We Enjoy it Together ...

Fire wall

Not for the
FIRE
WITHIN
YOU
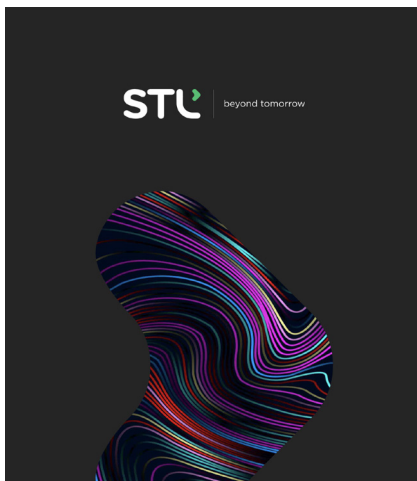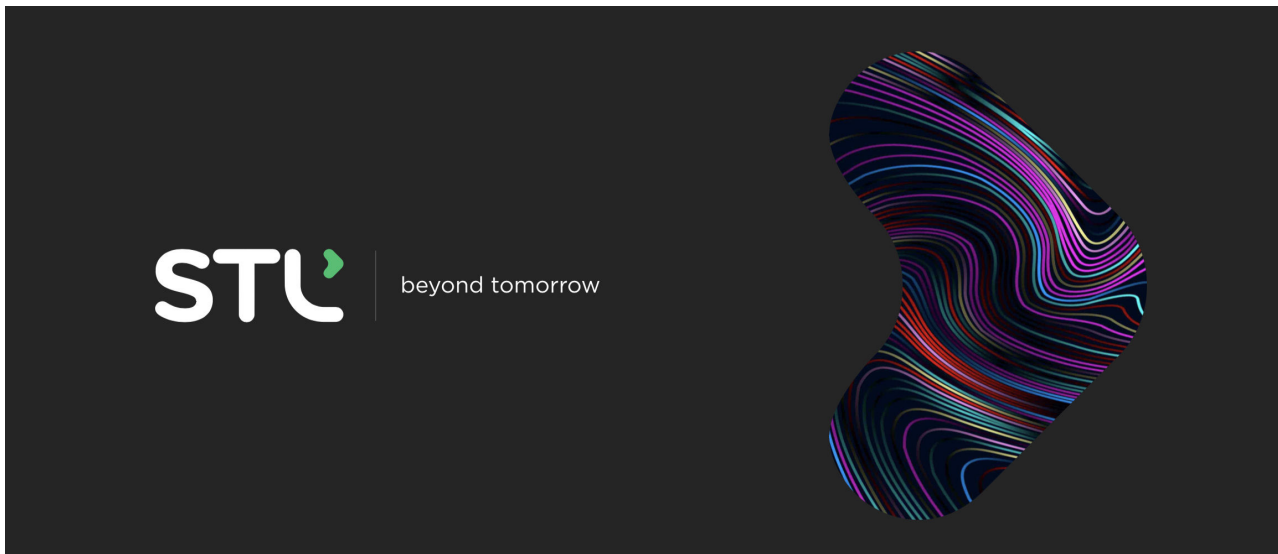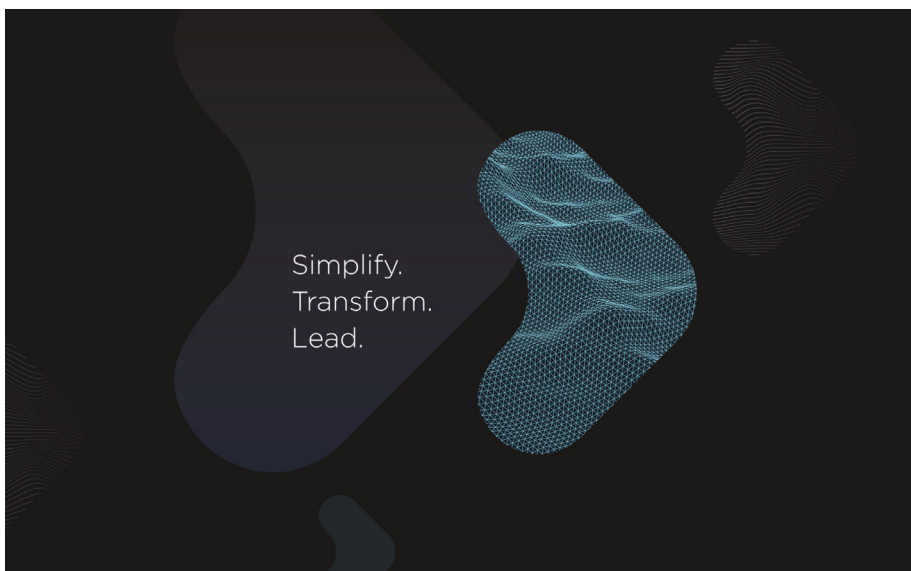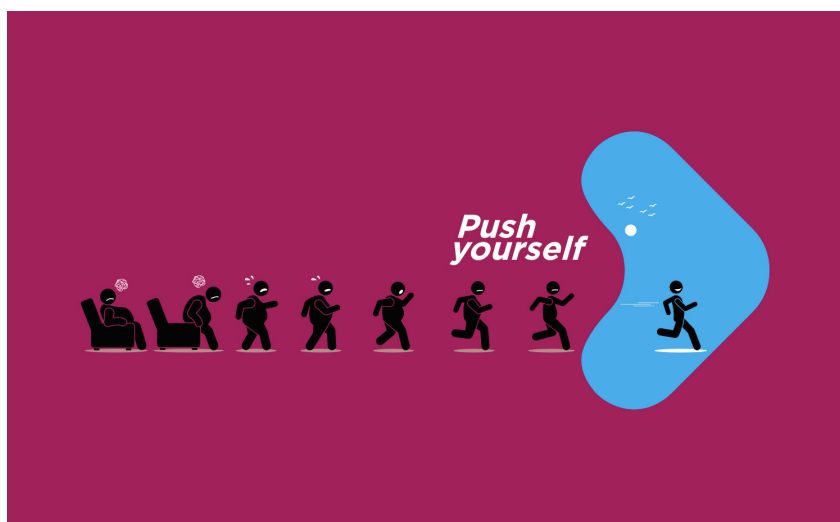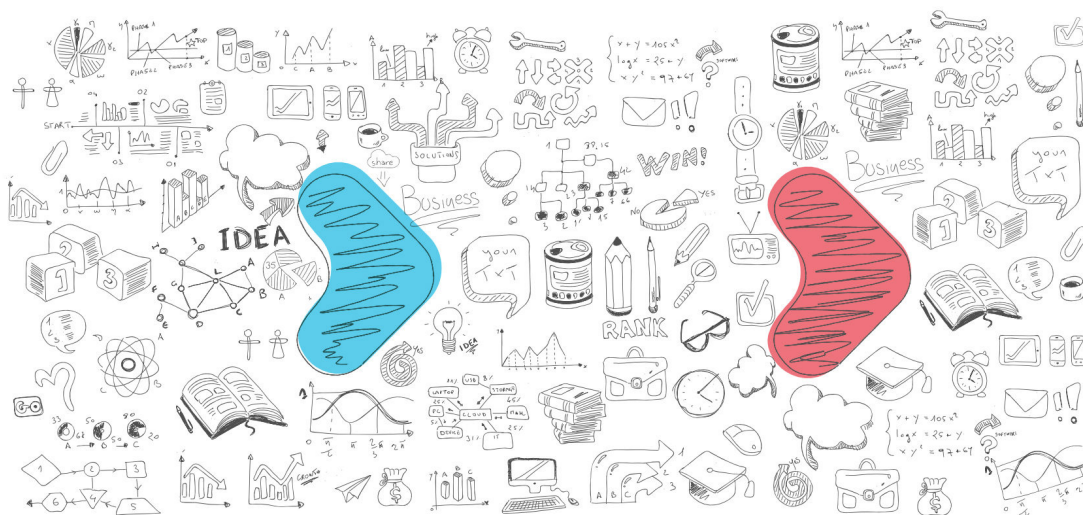
STL stories – photo frames

And God said, let there be light.
Then the order was given to a company from India.

The Vatican City, home of the Catholic Church, picked STL to build out its network.

That's why we are a GPTW certified organisation.

There's a city dedicated to non-violence.
Where one firm has helped reduce crime by 40%.

Gandhinagar asked STL to power its smart city efforts. The results were mind-blowing.

Either it's the abominable snowman.
Or the STL engineer bringing 100 Gbps to Kashmir.

STL worked through sub-zero temperatures to bring high-speed optical networks to J&K.

It's a thrill to wire up fast-moving organizations.
Like the world's 7th largest navy.

The Indian Navy has dozens of establishments guarding 7,500 km of coastline. One STL network connects it all securely.
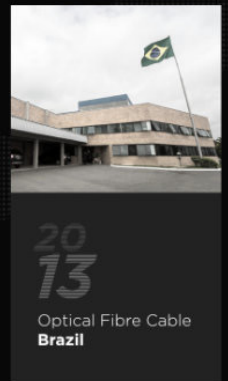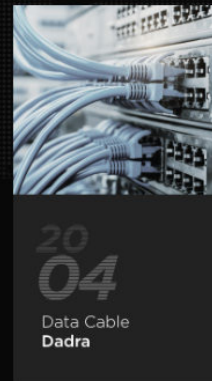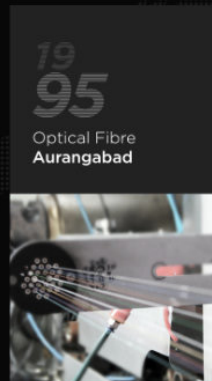
STL

hunger to
learn

keep it
simple

promises
delivered

respect &
empathise

STL

Timeline wall

April 2023

beyond t

1988 Copper Cable **Aurangabad**

1993 Optical Fibre Cable **Silvassa**

1995 Optical Fibre **Aurangabad**

2004 Data Cable **Dadra**

2012 Optical Fibre **China**

2013 Optical Fibre Cable **Brazil**

STL'

beyond tomorrow