SHAKTI
SUSTAINABLE ENERGY
FOUNDATION

Visual Identity Standards

This manual documents guidelines governing the use and implementation of the Shakti visual identity. It is an aid to establish the Shakti brand. These guidelines must be adhered to for all communications and display. If followed, it will, over time establish a distinct visual identity for the company.

This publication includes a description of the new logo, guidelines for its use, corporate colours, typefaces and extended graphic elements.

Contents

Logo

Elements of the logo

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea com modo consequat.

There are two long versions. The primary logo version is the horizontal logo. The secondary logo version is the vertical logo which is only to be used in applications which restrict the use of the primary horizontal logo.

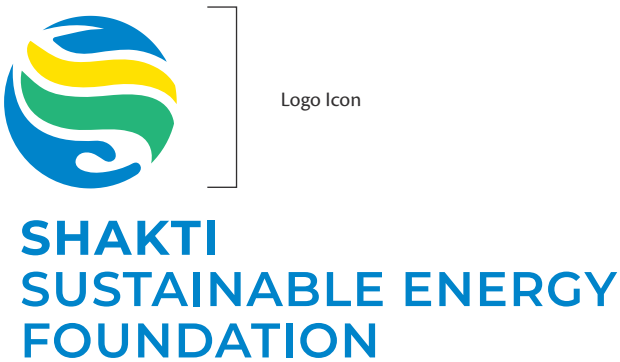By default the primary logo should always be used

Horizontal Logo

Logo Icon

Typemark

Vertical Logo

Logo Icon

Typemark

Versions of the logo

There are four versions of the logo, each optimized for a specific use.

Logo in four colour
for applications where there is not restriction on the number of colours. this includes printed material in four colours, screen presentations and for use online.
this version of the Shakti logo should
be used in most cases. the remaining versions have been devised for rare cases of restricted application.

Logo in one colour
for use on flat colour or graphic backgrounds where all the Shakti colours would not be clearly distinguishable.

Logo in grey Scale
for restricted or one-color applications, the Shakti logo appears in black and grey.

Formats of the logo

The type of file format you need depends on how you intend to use the logo. Sticking with these guidelines will help ensure an accurate, clean, crisp image in your project. EPS and PDF for printed material, print ads, brochures and billboards, where high- resolution and large logo size are crucial. EPS and PDF are the two most widely accepted vector, or line-based format. Most design, word processing or presentation software can use these file formats.

PNG is Perfect for Internet and Web graphics, or for use in presentations for display on a computer screen. the PNG provided has a transparent background, which allows the image to float over other graphic backgrounds. PNG images are not acceptable for print use.

Vertical Logo

Horizontal Logo

Brand
Colours
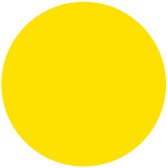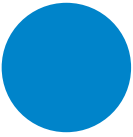
Logo colour specifications
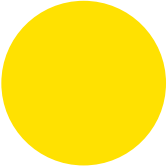
Pantone colours – CMYK coated
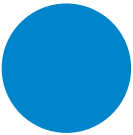
Pantone colours should be specified for

offset printing and screen printing which allows Spot

colour printing.

CMYK colours

CMYK colours should be specified for offset printing where

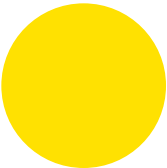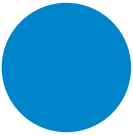it is not possible to specify pantone colours and digital

printing.

RGB colours

RGB colours should be specified for

Web applications

On screen applications

	Shakti Yellow	Shakti Blue	Shakti Green
PANTONE	Pantone P 4-8 C	Pantone P 109-8 C	Pantone 139-6 C
CMYK	C: 0% M: 8% Y: 100% K: 0%	C: 100% M: 35% Y: 0% K: 0%	C: 75% M: 0% Y: 71% K: 0%
RGB	R: 255 G: 224 B: 0	R: 0 G: 123 B: 196	R: 45 G: 173 B: 111

Please note that colour reproduction between Print and Web vary. Print
colours might seem darker/ deeper than on screen. Colour reproduction
might not be exact due to variation in paper and ink

Brand colour specifications

For Web

Apart from the colours used in the logo, different tints and shades (labeled as a number, to avoid confusion) of the primary colours have been provided to help with web applications as well as on any on screen applications.

For Print

For print applications it would be best to only use the primary colours along with the neutral shades.

Please note that using these tints and shades could have a different outcome than desired when printing. For print applications please refer to the points above.

Shakti Yellow 50	#fff7d7	Shakti Blue 50	#cbdbef	Shakti Green 50	#e2f0e4
Shakti Yellow 100	#fff1b3	Shakti Blue 100	#9cbee3	Shakti Green 100	#c1e0c7
Shakti Yellow 200	#ffeb90	Shakti Blue 200	#70a6d7	Shakti Green 200	#9bcea9
Shakti Yellow 300	#ffe66b	Shakti Blue 300	#3a91cd	Shakti Green 300	#6fbd8c

Shakti Yellow 400 (Main)

Pantone: P 4-8 C
CMYK: 0, 8, 100, 0
RGB: 255, 224, 0
Hex: ffe006

Shakti Blue 400 (Main)

Pantone: P 109-8 C
CMYK: 100, 35, 0, 0
RGB: 0, 123, 196
Hex: 007bc4

Shakti Green 400 (Main)

Pantone: P 139-6 C
CMYK: 75, 0, 71,0
RGB: 45, 173, 111
Hex: 2CAD6F

Black

Pantone: P 179-15 C
CMYK: 0, 0, 0, 9
RGB: 51, 49, 50
Hex: 333132

White

Pantone: P 179-1 C
CMYK: 0, 0, 0, 5
RGB: 241, 241, 242
Hex: f1f2f2

Shakti Yellow 500	#f1d745	Shakti Blue 500	#0070ac	Shakti Green 500	#51a474
Shakti Yellow 600	#221f20	Shakti Blue 600	#006195	Shakti Green 600	#49966a
Shakti Yellow 700	#dcc440	Shakti Blue 700	#00507e	Shakti Green 700	#408860
Shakti Yellow 800	#d1bb3d	Shakti Blue 800	#003f67	Shakti Green 800	#377a55
Shakti Yellow 900	#c6b23a	Shakti Blue 900	#003458	Shakti Green 900	#2d6c4b

Brand
Typography

Brand Typography - Primary

Lato is a sans serif typeface family

Which uses classical proportions (particularly visible in the uppercase) to give the letterforms familiar harmony and elegance.

The semi-rounded details of the letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness. Male and female, serious but friendly. With the feeling of the Summer

Lato is to be used for headlines, titles and to highlight parts of text.

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Lato Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Lato Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Brand Typography - Secondary

Cronos is a new sans serif typeface family that embodies the warmth and readability of oldstyle roman typefaces. Because it derives much of its appearance from the calligraphically inspired type of the Italian Renaissance, Cronos has an almost handwritten appearance, setting it apart from most other sans serif designs and making it an effective choice for text composition.

Cronos is to be used for body copy and descriptions

Cronos Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Cronos Pro Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&

Cronos Pro Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Cronos Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Print Applications

Brand Typography - In Use

Web Applications

THE CLEAN POWER
TRANSITION IN INDIA

**How philanthropies
can fill the
financing gap**

THE CLEAN POWER
TRANSITION IN INDIA

**How philanthropies
can fill the
financing gap**

SHAKTI
SUSTAINABLE ENERGY
FOUNDATION

**India's Clean Energy Transition:
Philanthropies fill the gap**

Authors
Raghav Anand
Akanksha Golchha

Reviewed by
Shubhashis Dey
Manu Maudgal
Koyel Mandal

Edited by
Gayatri Ramanathan

Contact
Shubhashis@shaktifoundation.in
Manu@shaktifoundation.in

**About Shakti Sustainable
Energy Foundation**

Shakti Sustainable Energy Foundation is
committed to advancing clean energy and
climate action in India. We work with
decision makers, civil society, think thanks
and the private sector to identify and scale
energy system interventions that will reduce
GHG emissions to align with a 1.5°C future
and address the climate crisis.

We envision a clean and secure energy future
for India. By supporting the transition to
clean energy sources, it is possible to boost
economic development, spur innovation,
deliver social and health gains and protect
our climate-for today and future generations.

Disclaimer
The views/analysis expressed in this report
do not necessarily reflect the views of
Shakti Sustainable Energy Foundation.
The Foundation also does not guarantee
the accuracy of any data included in this
publication nor does it accept any
responsibility for the consequences
of its use.

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Munirka Phase III
New Delhi, 110067

© 2021 Shakti Sustainable Energy Foundation

Titles	Headlines		Titles	Descriptions	Titles	Body Copy
Lato Black	Lato Black		Lato Black	Cronos Pro Semi Bold	Lato Black	Cronos Pro Regular

Logo
Usage

Logo Isolation

It is essential that the Shakti logo maintains the appropriate distance from any other element, and also from the edge of the printed items or screen on which it appears.

A minimum clear space requirement has been established to ensure the prominence and clarity of the Shakti logo.

'x' equals the distance between the symbol and the logotype

'3x' is the minimum white space to be left around each side of the Shakti logo.

3x

3x

3x   x   3x

3x

x

3x

3x   3x

Logo usage with partners

Size

adjacent logos should scaled in a way that they appear to be of the same size as the Shakti logo. this should be judged visually.

Minimum distance

If the isolation area of adjacent logo
is less than 3x, spacing should be calculated from the edge of the partner logo. If the isolation area of adjacent logo exceeds 3x, spacing should be calculated from the edge of the Shakti logo, and not from the edge of the isolation area. Always inspect artworks or printer's proof to ensure that the logo isn't squeezed or expanded.

x   3x   Less than 3x

x   3x   3x
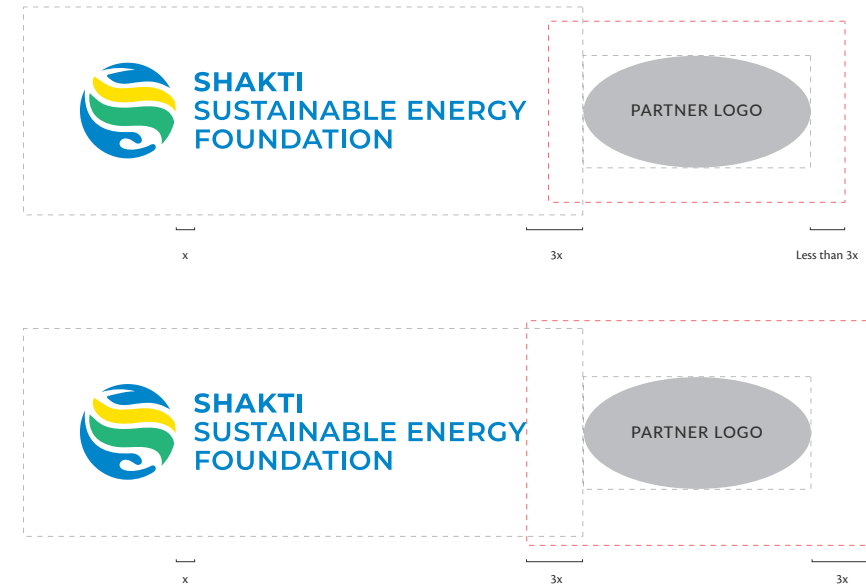
Example

Full colour logo usage

Full Colour Usage

For applications where the Shakti logo appears in Colour,

the logo can be used with the following colours:

Neutral/ White

Neutral/ Black

Primary 50

Secondary/ Yellow 50

Secondary/ Green 50

As a rule of thumb the Shakti full colour logo should only be
used on the colours specified here or light colour tones only.

The only exception to changing the typemark colour is when
the Shakti Logo has to appear on a black background, then
white should be used to ensure better legibility

Shakti White

RGB: 246, 246, 246

Hex: F6F6F6

CMYK: 0, 0, 0, 5

Neutral/ Black

RGB: 46, 45, 44

Hex: 2E2D2C

CMYK: 0, 0, 0, 95

Primary 50

RGB: 211, 226, 245

Hex: D3E2F5

CMYK: 20, 7, 0, 0

Secondary/Yellow 50

RGB: 255, 247, 215

Hex: FFF7D7

CMYK: 0, 2, 20, 0

Secondary/ Green 50

RGB: 219, 236, 223

Hex: DBECE0

CMYK: 15, 0, 14, 0

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Grayscale logo usage

For restricted or grey scale applications, the Shakti logo appears in grey scale. the greyscale logo should ideally be used on a white background. It could also be used between a 3-5% grey background

CMYK: 0, 0, 0, 0

CMYK: 0, 0, 0, 3

CMYK: 0, 0, 0, 5

Black logo usage

For restricted or one-colour applications, the black logo appears can be used against light colours, where the black logo stands out prominently against the background.
the set of colours shown here are examples of combinations that work well (to the left) and those that should be avoided (to the right).

As a rule of thumb the black colour logo should only be used on light colour backgrounds and not colours that contain more than 40% grey

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White logo usage

For restricted or one-colour applications, the white logo appears can be used against dark colours, where the black logo stands out prominently against the background.
the set of colours shown here are examples of combinations that work well (to the left) and those that should be avoided (to the right).

As a rule of thumb the white colour logo should only be used on dark
colour backgrounds and not colours that contain less than 40% grey

Logo usage on graphic backgrounds

In the case of the Shakti logo appearing on a photographic background, the one colour versions should be used.

The logo should be placed in an area of the photograph which has minimum detail, so that the background doesn't compromise its clarity. The space left around the logo should adhere to the Logo Isolation standards.
(detailed on page 14) use logo in black when it is a light coloured photograph and use logo in white when it is a dark coloured photograph.
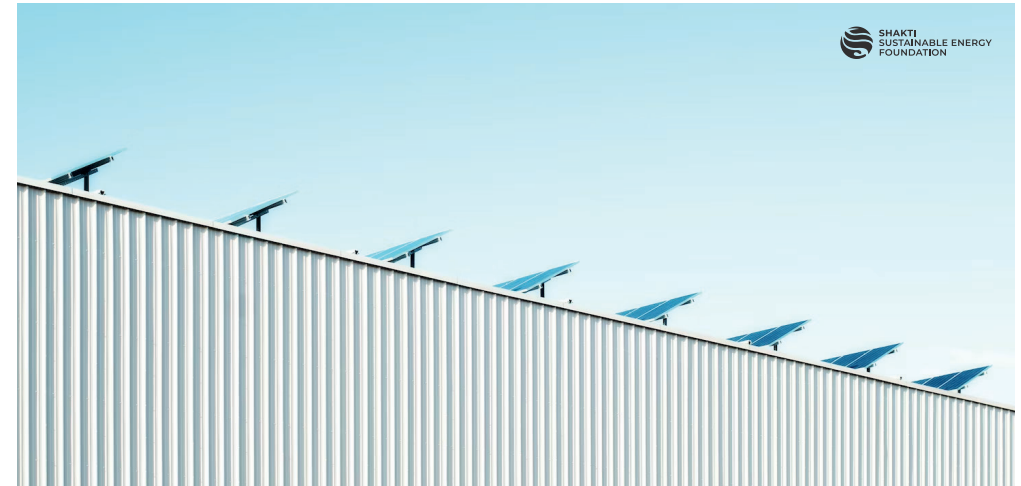
As a rule of thumb the white colour logo should only be used on dark colour backgrounds and the black colour logo on light colour backgrounds

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Minimum size

Minimum size refers to the smallest size at which the Shakti logo may be reproduced to ensure its legibility. The minimum reproduction size of the Shakti logo is

35 mm wide for print applications.

120 pixels wide for web applications

Observe the reproduction size requirements of the identity to avoid poor quality or distortion of the identity.

For Print   **40mm**

For Web   **170px**

Incorrect logo use

Always scale the logo proportionately.

Do not resize different elements of the logo separately

Do not reposition or eliminate any element of the logo

Always inspect artworks or printer's proofs to ensure that

the logo isn't squeezed or expanded.

Symbol Letter Relationship

The proportion, position, alignment, size and spacing of the

lettering unit with respect to the symbol should be kept

constant.

Logo Colours

Do not change the colour of the lettering*

Do not interchange any of the colours in the logo

The logo should be used in the specified colours only.

Please refer to page 15.

*The only exception to changing the typemark colour is when
the Shakti Logo has to appear on a black background, then
white should be used to ensure better legibility
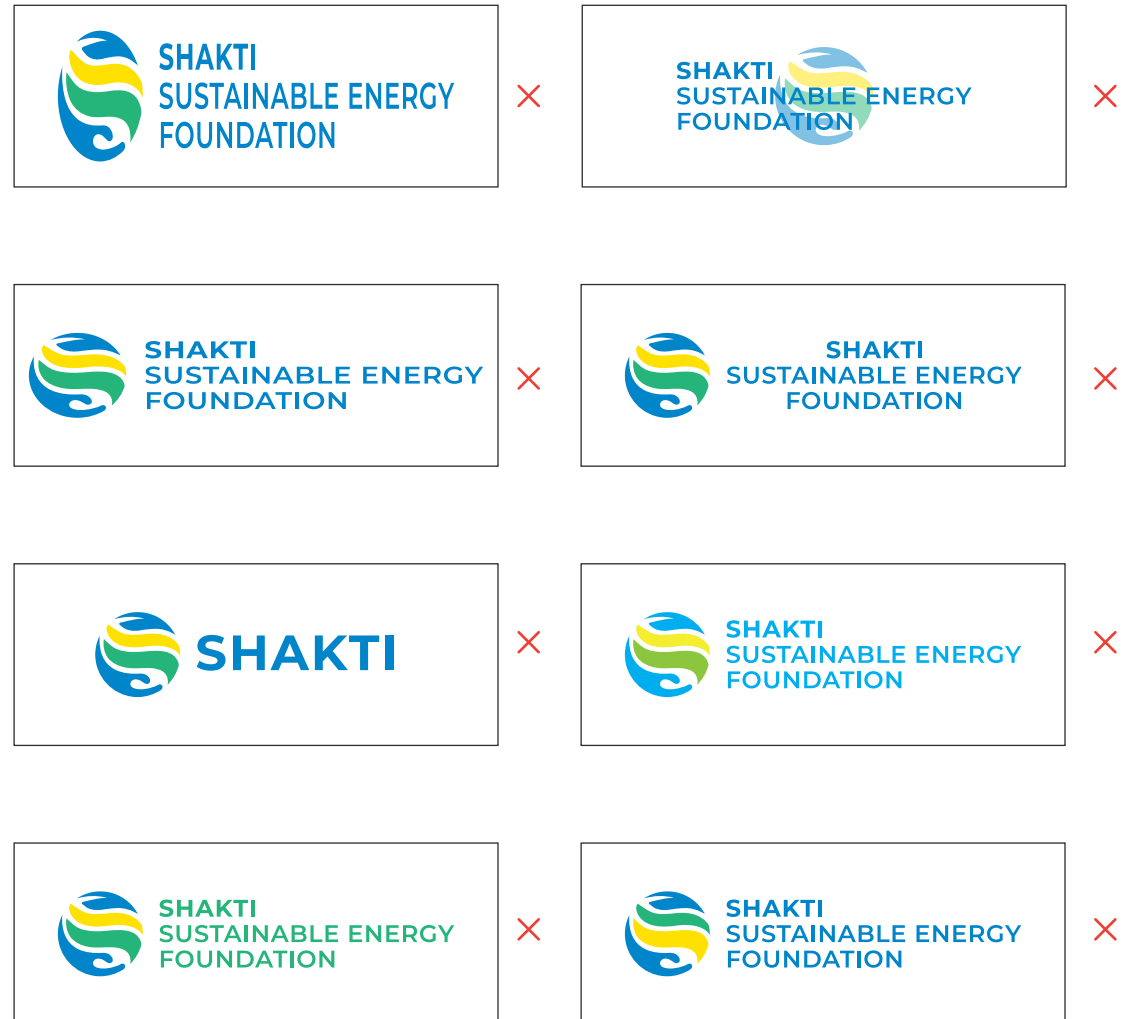
Logo icon and its use

he logo icon in isolation can be used in situations where it
is restricting to use the complete logo. Examples of this use
include:

Favicon

Profile Pictures on social platforms

App Icons

Do not use the logo icon apart from the instances specified
in this manual
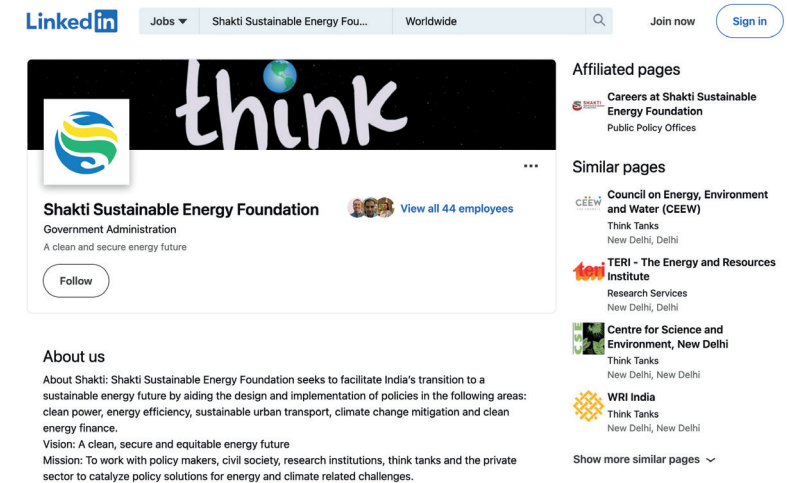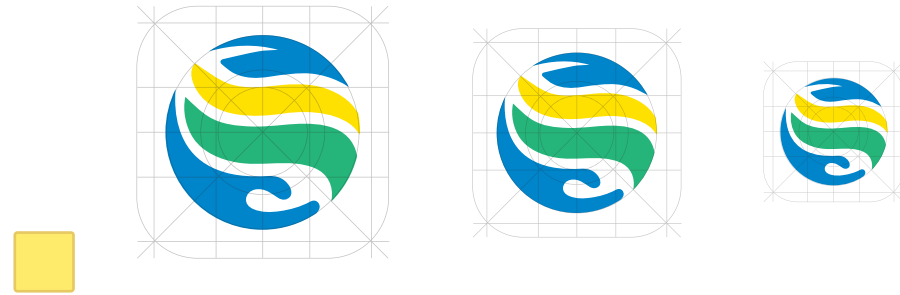
Iconography

Iconogrpahy

The iconography style is an extension of our brand language. It is minimal and bold with rounded edges and solid fill. It will work perfectly on print as well as digital mediums.

Imagery

Imagery

Lifestyle images convey the sense of tangibility and reliability. Images should be light and engaging whether shot during the day or night. Sunlight should flood the scene during the day. Try to select images which feel natural and as close to real life as possible.

Layouts

Layouts

These layouts are meant to provide a starting point for any communication either web or print. The ratio between image and text should be approximately 60:40 respectively.

Please note every piece of communication should be designed keeping in mind its objectives. Layouts should be subject to change based on communication objectives.

Web

SHAKTI
SUSTAINABLE ENERGY
FOUNDATION

LOREM IPSUM DOLOR SIT AMET

Lorem ipsum dolor sit amet, consectetuer adipiscing elit

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh

IMAGE

ICON

Print

SHAKTI
SUSTAINABLE ENERGY
FOUNDATION

LOREM IPSUM DOLOR SIT AMET

Lorem ipsum dolor sit amet, consectetuer adipiscing elit

ICON

ICON

IMAGE

ICON

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Layouts - Digital Background

These backgrounds are to be used during online meetings, regardless of the video chat services (Zoom, Google Meet etc). These ensure Shakti team members are always presented along with the brand.

Please ensure that the subject always occupies the center of the frame and is in a well-lit space.
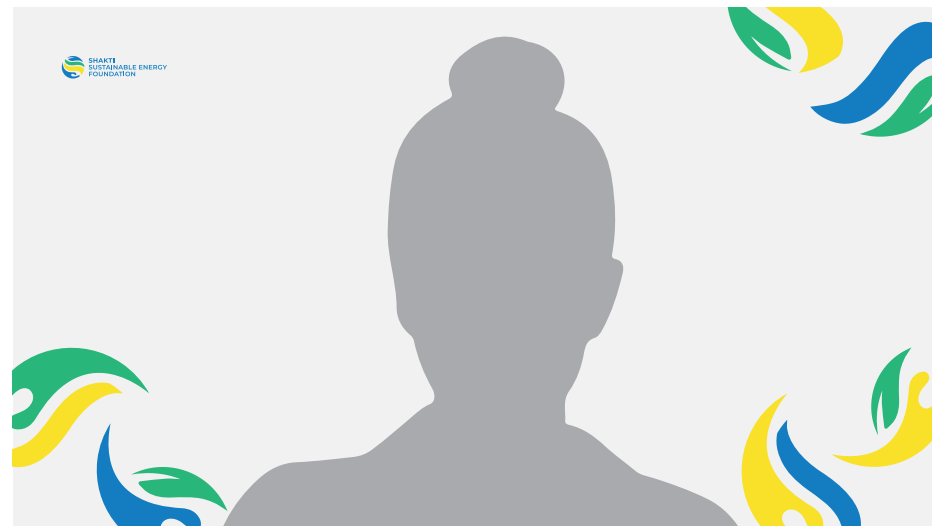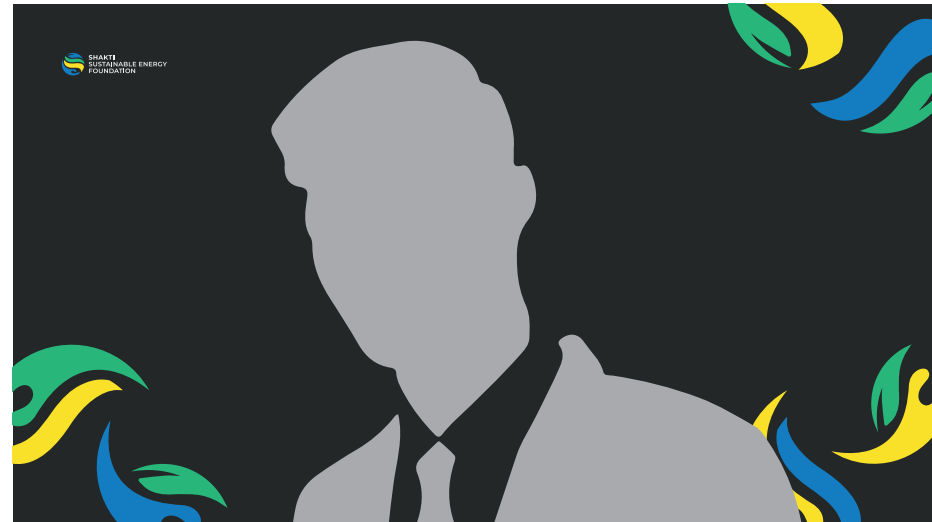
Stationery

Business Cards

To maintain a consistent look across all Shakti internal and external communications, we have created a distinct stationery system.

Guidelines

Always use the colours specified for printing.

Never edit master design i.e. type size, style or colours.

Install brand fonts before opening the file.

Front

Back

**SHAKTI
SUSTAINABLE ENERGY
FOUNDATION**

Name Surname Designation
name.surname@vriksh.com
00000 00000

Shakti Sustainable Energy Foundation
The Capital Court, 104B, 4th Floor, Munirka Phase III,
New Delhi 110067

Letterheads

To maintain a consistent look across all Shakti internal and external communications, we have created a distinct stationery system.

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Lettherhead Front

SHAKTI
SUSTAINABLE ENERGY
FOUNDATION

Shakti Sustainable Energy Foundation
The Capital Court, 104B, 4th Floor, Munirka Phase |||, New Delhi 110067
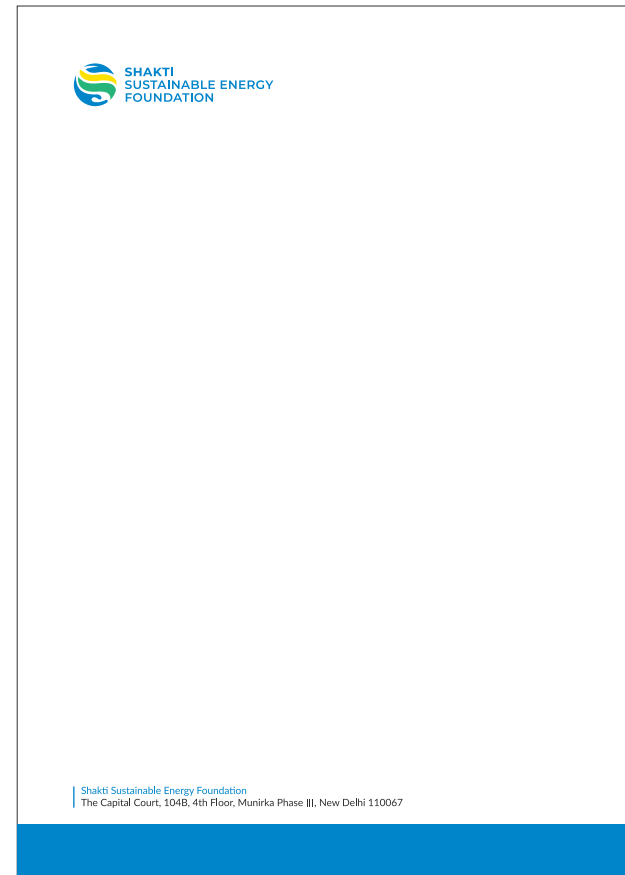
Lettherhead Continuation
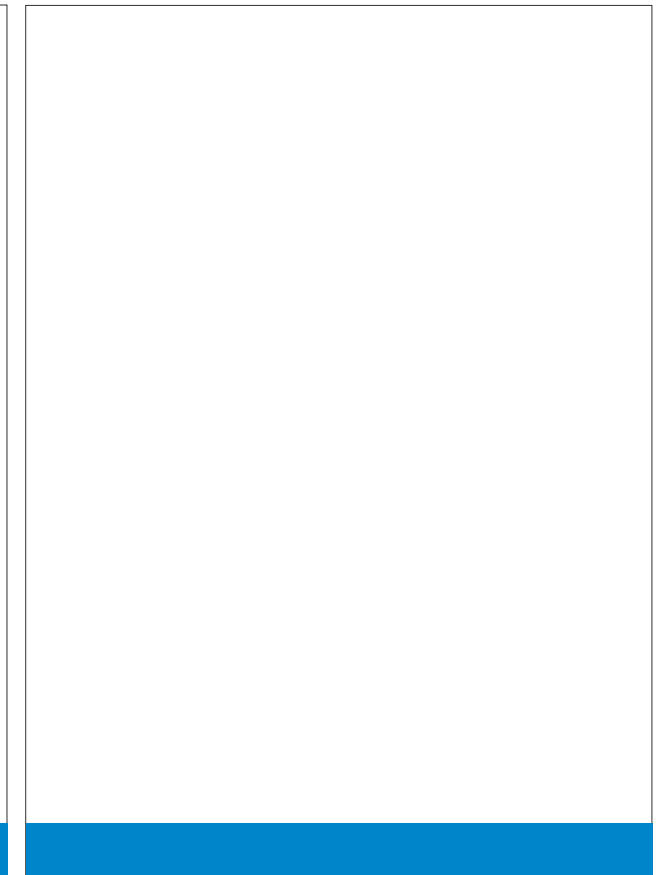
Envelopes

To maintain a consistent look across all Shakti internal and external communications, we have created a distinct stationery system.

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Shakti Sustainable Energy Foundation
The Capital Court, 104B, 4th Floor, Munirka Phase III, New Delhi 110067

Envelope

Reports

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Install brand fonts before opening the file.
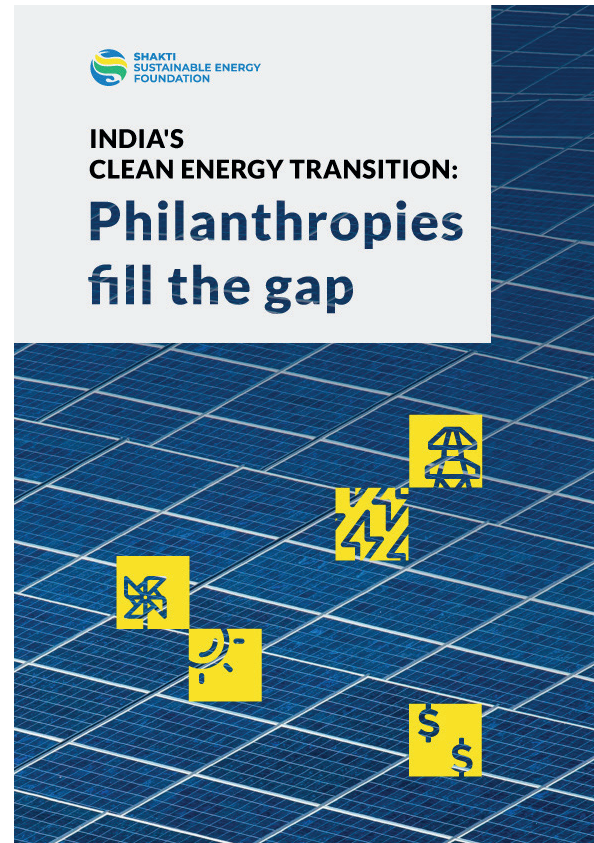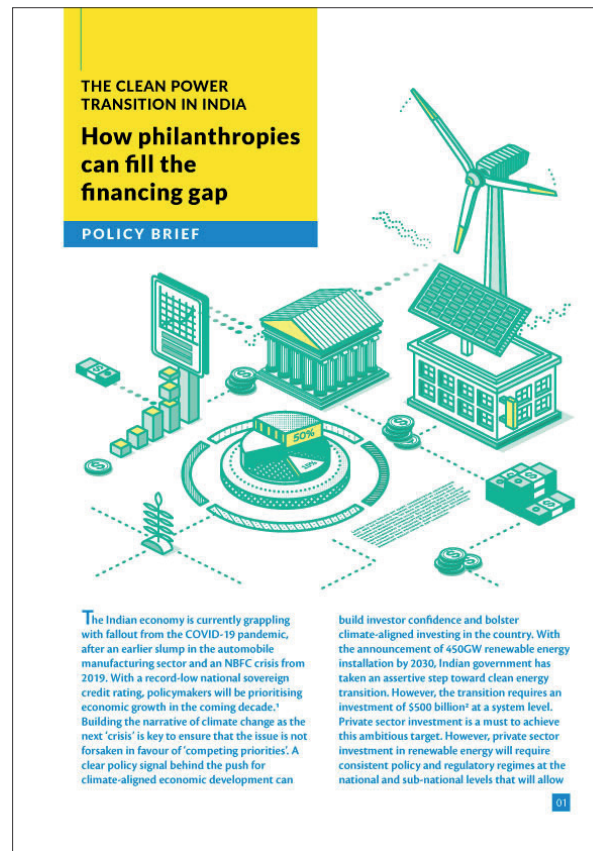

Cover Page

Inside Page

Presentations

To maintain a consistent look across all Shakti internal and external communications, we have created a distinct stationery system.

Guidelines

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Never edit master design i.e. type size, style or colours.

Install brand fonts before opening the file.

Text Slide

Lorem ipsum dolor sit amet con sectetur adipiscing elit.

Phasellus non pharetra risus. Quisque quis sagittis ante. Duis eget lacinia felis. Aenean et tempus purus, bibendum placerat mauris. Vivamus venenatis massa et metus vulputate consectetur. Aenean non tortor purus. Interdum et malesuada fames ac ante ipsum primis in faucibus. Sed magna nibh, pharetra vitae dolor finibus, convallis dignissim felis.

Hasellus non pharetra risus. Quisque quis sagittis ante. Duis eget lacinia felis. Aenean et tempus purus, bibendum placerat mauris. Vivamus venenatis massa et metus vulputate consectetur.

Hasellus non pharetra risus. Quisque quis sagittis ante. Duis eget lacinia felis. Aenean et tempus purus, bibendum placerat mauris. Vivamus venenatis massa et metus vulputate consectetur.

00 November, 2022 | SHAKTI SUSTAINABLE ENERGY FOUNDATION | 01

Column Chart

Chart Title

00 November, 2022 | SHAKTI SUSTAINABLE ENERGY FOUNDATION | 01
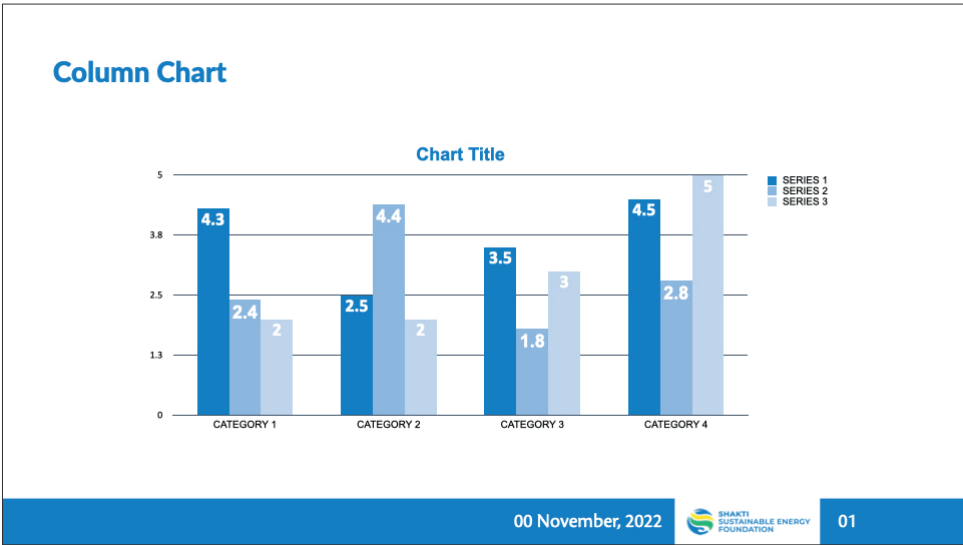
Data slide

Fact Sheet

To maintain a consistent look across all Shakti internal and external communications, we have created a distinct stationery system.

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Install brand fonts before opening the file.

Policy Brief

To maintain a consistent look across all Shakti internal and external communications, we have created a distinct stationery system.

Guidelines

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Install brand fonts before opening the file.

White Paper

To maintain a consistent look across all Shakti internal and external communications, we have created a distinct stationery system.

Guidelines

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Never edit master design i.e. type size, style or colours.

Install brand fonts before opening the file.

**THE CLEAN POWER
TRANSITION IN INDIA**

**How philanthropies
can fill the
financing gap**

SHAKTI
SUSTAINABLE ENERGY
FOUNDATION

**INDIA'S ROAD TO 450GW:
DRIVERS AND OPPORTUNITIES**

**Thermal
Power
Phase-out**

Policymakers and financiers alike are growing sensitive to the transition risk associated with investing in thermal power. States such as Gujarat and Maharashtra have already announced a "No new coal" policy, and a report by the Centre for Financial Accountability shows significant reductions in private debt towards coal power nationally.[18] However, the transition away from thermal power must balance expediency with the need for a just and inclusive approach.

Many thermal power plants operate despite low plant load factors from changing demand patterns and a push towards adoption of cleaner technologies, they assured of revenue from contract-bound Discoms. Discoms continue to pay substantial fixed charges on long-term power purchase agreements (PPAs) for thermal power, posing a challenge to increasing RE mix in the grid. A significant opportunity lies with supporting research to determine plant identification criteria and the costs of decommissioning. There is a need to develop frameworks to rationalise PPAs, provisions for retirement of thermal power plants including assessments of the impacts on regional economy from such decommissioning and/or repurposing.

Effort is further needed to catalyse the arduous process of bringing stakeholders, power producers, Discoms, coal producers, state governments, central government

and others (including the staff and contract workers at these plants and mines) – on to the same page to ensure a swift and just transition. It is important to reinforce the narrative that workers from the coal sector– which employs a significant half million people directly[19]–should ideally be re-skilled and re-employed in clean energy or allied sectors.
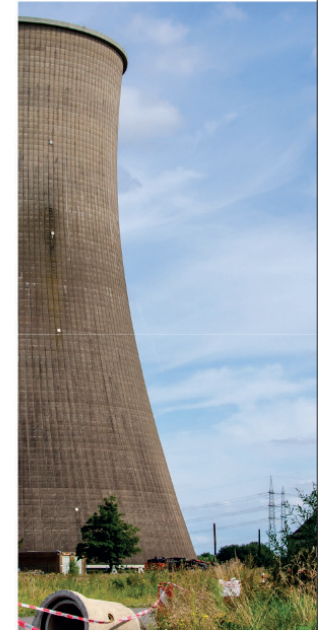
17 Thermal Power Phase-out

Thank You

For any further questions regarding our brand guidelines
please contact us at:

aditi@shaktifoundation.in