

GRAPHIC STANDARDS MANUAL

VERSION 1.4 | 2009

DESIGNED BY
NATIONAL INSTITUTE OF DESIGN
AHMEDABAD, INDIA



**THE INSTITUTE OF
Company Secretaries of India**
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament

“VISION”

To be global leader in development of professionals specialising in corporate governance.

“MISSION”

To continuously develop high calibre professionals ensuring good corporate governance and effective management and to carry out proactive research and development activities for protection of interest of all stakeholders thus contributing to public good.

PRELUDE

IT TAKES A LOT OF COURAGE to release the familiar and seemingly secure and to embrace the new. But in movement there is life and in change there is power. Change is a reflection of our inner growth and empowerment. In these changing times the profession of Company Secretaries has also changed and so a change in their brand image then, becomes imperative.

One of the most valuable business assets that an institution has is its visual identity. Like all corporate resources, the visual identity too needs consistent attention and sustained nurturing to be able to show substantial results in brand equity.

There are certain beliefs, values and ideals unique to ICSI that make it an unparalleled success story. Its uniqueness and gigantic identity reflects a work culture that is conducive to achievements. A positive work ethos and an emerging image of an upright corporate citizen.

With a view to create a cohesive brand image for the profession of Company Secretaries, a new corporate identity program has been created with a new Logo-Masthead for *The Institute of Company Secretaries of India (ICSI)*.

The new Logo and Masthead of ICSI & Logo for Members was unveiled by Shri M. Hamid Ansari, Hon'ble Vice President of India on 20th December 2008 at Vigyan Bhawan, New Delhi, on the occasion of the "ICSI National Award for Excellence in Corporate Governance 2008" function.

THE NEW IDENTITY OF *The Institute of Company Secretaries of India (ICSI)* stands for stability and integrity. The core of the new identity "*Connecting for collective growth*" is epitomized by four letters signifying a mature and multifaceted profession. The letters CS in the centre of the identity integrate to form an upward arrow embodying the Institutes' vision of growth and excellence in corporate governance. Set in a deep blue colour, the bold and elegant Masthead lends it an air of authority and leadership.

The letters 'CS' to be used by the members as a prefix before their names; shares a direct and an umbilical relationship with the identity of the Institute.

A compact unit in itself, with the central arrow of growth and excellence, it represents stability and integrity, which are the hallmarks of the profession.

CHANGE ALWAYS HAPPENS like a relay race and our job is to do our part of the race and then we pass it on, and then someone picks it up, and it keeps going and that is how it is. Logos are designed, but brands are built over a period of time with uniform use by all stakeholders. I request each stakeholder of the ICSI to do their part in building the brand image through consistent and uniform usage of the new identity.

I am pleased to introduce the new Visual Identity Program for the Institute. Prepared after extensive research, discussions and deliberations with various groups within & outside the organization and expertise of National Institute of Design (NID), this manual aims to provide guidelines on the use of standardized basic graphic elements of the Corporate Identity. The visuals are precise, simple and aesthetically appealing, in keeping with ICSI's simple yet dynamic functioning.

I congratulate the ICSI Council, Shri N.K.Jain, Secretary & CEO, Directorate of Public Relations and Corporate Communication and all others who have been closely associated with this project. I also take this opportunity to urge TEAM ICSI to follow the guidelines provided in this manual and communicate on behalf of the Institute in a more cohesive and consistent manner projecting ICSI as a consistent, responsible and dynamic player in the realm of promoting Corporate Excellence.

With Best wishes and Season's Greetings.

Dalta Hanumanta Raju
PRESIDENT, ICSI
MAY, 2009.

Please Note >

The guidelines in this Graphic Standards Manual have been developed to significantly improve and standardise the visual presentation of ICSI's external communications. It is for the use of employees responsible for communication or graphic designers. The content is specific and technical.

The manual lays down standard guidelines and practices for communications to be created by ICSI across their area of work, produced by employees or third party agencies. There are few rules but please take the time to read and understand how they work, and how they can be used together to ensure a cohesive brand identity. It's crucial that the brand appears correctly and consistently in every communication.

As a technical guide which is meant to instruct rather than inform, this manual does not explicitly follow all the guidelines for ICSI communication and publications. The colours as reproduced in this manual may not be accurate due to limitations of the printing process used. To match the colours during print production, please use the sample swatches provided.

WHAT IS A VISUAL IDENTITY?

Any organisation, big or small needs to have its own distinct visual identity in this communication era.

On one hand, there is the tangible, physical, recordable appearance of the organisation, represented by the visual - shape & form, colour, typography and a general relationship of elements unique to the design of its visual identity.

On the other hand, there is the intangible visible feel which associates with elusive ideas such as stability, networking, growth etc., as well as evokes emotions related to the nature of activities carried out by the organisation.

A Logo is only a part of the overall Corporate Identity. A visual symbol is designed but an identity is created by consistent use of the various design elements over a period of time across several applications related to the organisation.

The visual identity representing the philosophy and mission of the organisation translates on to several planes of visual interface between the organisation and its target users. These include the basic stationary, business cards, Envelopes, promotional material such as brochures, flyers, advertisements, forms, in-house printed stationary such as vouchers and bills, environmental design such as interiors and signage systems, vehicles and uniforms exhibitions and all promotional material in the visual media.

As the term visual identity implies, it serves as an identifying link with its target group.

NEED FOR A VISUAL IDENTITY

The identity of an organisation is like its personality. It is something that conveys through visuals, the distinctive character of the company and its activities.

The visual identity performs certain vital functions for the organisation, both internally as well as externally. Within the organisation, the identity provides a common umbrella for its employees. It is a symbol for association and developing a feeling of camaraderie and of team spirit. This helps reinforce a group identity and loyalty towards the company.

For its public face, the visual identity is the most important and handy tool for an organisation. It is the one means of communication that can provide instant recognition in the public mind. It also establishes a distinct character that identifies the organisation and helps it stand out in a competitive information age.

COMPONENTS OF A VISUAL IDENTITY

The Visual Identity for any organisation broadly comprises of three critical components:

- the Logo
- the colour scheme
- type style (fonts)

THE LOGO – either a symbol, a wordmark; or a combination of both the Logo and the Logotype, gives a visual identity to the organisation. It embodies the intrinsic character of the organisation, its core values and the areas of operation. A consistent and undistorted use of the Logo across various applications lend the identity a distinctive image, powerful enough to be identified, recognised and associated with the organisation.

COLOURS are a vital factor in furthering the organisation's image. Through consistent use of the same set of the colour palette across different mediums, the organisation can build up a very unique image in the public mind.

THE TYPE STYLE and the fonts used consistently reinforce the visual identity and help in maintaining a consistent image throughout all the communication materials produced by the organisation.

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SECTION I

THE ICSI IDENTITY: LOGO & MASTHEAD



- Folder>Other Communications
 - >Folder> FOR OFFSET-SCREEN
 - File>010_ICSI_Logo.cdr
 - 010_ICSI_Logo.ai
 - >Folder> FOR WEB-ON-SCREEN
 - File>010_ICSI_Logo.jpg
 - 010_ICSI_Logo.png

Concept

The new Logo of the Institute stands for stability and integrity. The core of the new identity “Connecting for collective growth” is epitomized by four letters signifying a mature and multifaceted profession. The letters CS in the centre of the identity integrate to form an upward arrow embodying the Institute’s Vision of growth and excellence in corporate governance. The holistic perception of the identity reflects soft edges with a sharp interior.

ICSI IDENTITY LOGO / SYMBOL

‘Connecting for a collective growth’ is the core of the Logo, visually depicted in the upward arrow formed by the letters, ‘C’ and ‘S’. The simple and elegant Masthead with bold fonts lends it an air of authority and stability. The holistic perception of the identity reflects soft edges with a sharp interior.

The symbol is graphically simple so it will function across all mediums-print, electronic, on screen, display and 3D applications without losing its impact. Proper use of the symbol-Logo is the cornerstone of the visual identity program. By following the guidelines outlined in this manual, the consistent application of the symbol will be ensured, as well as reinforced for an effective recall value.



ICSI IDENTITY
LOGO + MASTHEAD



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SYMBOL/LOGO

MASTHEAD



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SIGNATURE

TAG LINE

ENDORSEMENT

ICSI IDENTITY LOGO + MASTHEAD

The new Logo of ICSI is a strong, bold and cohesive wordmark, where four different letters come together to create a complete picture. The Logo, set in deep blue colour represents a multifaceted professional with a high degree of integrity and stability.

The Masthead has been strategically designed to complement the modern Logo. The Masthead has various components which are described here.

To ensure a consistent visual language and cohesive identity, the recommended configuration in which the Logo and Masthead should always be used, has also been specified.

However, in exceptional cases, due to lack of space, the alternative configuration may be used. Please refer page 15 for alternative configurations.



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- Folder>Other Communications
 - >Folder> FOR OFFSET-SCREEN
 - File>014_ICSI_LogoMAST_PREFER.cdr
 - 014_ICSI_LogoMAST_PREFER.ai
 - >Folder> FOR WEB-ON-SCREEN
 - File>014_ICSI_WEB_LogoMAST_PREFER.jpg
 - 014_ICSI_WEB_LogoMAST_PREFER.png



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- Folder>Other Communications
 - >Folder> FOR OFFSET-SCREEN
 - File>014_ICSI_LogoMAST_ALTERNATE.cdr
 - 014_ICSI_LogoMAST_ALTERNATE.ai
 - >Folder> FOR WEB-ON-SCREEN
 - File>014_ICSI_WEB_LogoMAST_ALTERNATE.jpg
 - 014_ICSI_WEB_LogoMAST_ALTERNATE.png



- Folder>Other Communications
 - >Folder> FOR OFFSET-SCREEN
 - File>014_ICSI_Logo_STRIP.cdr
 - 014_ICSI_Logo_STRIP.ai
 - >Folder> FOR WEB-ON-SCREEN
 - File>014_ICSI_WEB_Logo_STRIP.jpg
 - 014_ICSI_WEB_Logo_STRIP.png

ICSI IDENTITY APPROPRIATE SIZES

The ICSI identity (the Logo and Masthead) has two versions;
1) a standard, preferred version and the second, 2) vertical version.

SMALLEST PERMISSIBLE SIZES

- 1) The preferred identity version can be sized down to a minimum width of 85 mm, as shown on this page.
- 2) The alternate configuration, vertical version can be sized down to a minimum size of 65 mm.

In case the identity of the Institute is to be used in a further smaller size, it is recommended to use only the Logo (without the Masthead), which has two alternatives, one with the strip and one without. These can be reduced to a size of 10 mm / 5 mm in height; as shown on this page.

The measurement areas are also shown in the examples on this page.



ICSI IDENTITY

SAFE ZONE / CLEARANCE SPACE

To ensure maximum visibility of the basic identifier in any identity, it is very important that the Logo and the Masthead be used in such a manner that it gets its due importance.

To ensure its integrity and visibility, the ICSI Logo and Masthead should be kept clear of competing text, images and graphics. It must be surrounded on all sides by an adequate clearspace—a space equal in size to twice the width of the alphabet H (in the Masthead), as shown on this page.

ICSI IDENTITY

SAFE ZONE / CLEARANCE SPACE



ICSI IDENTITY COLOUR

Colour plays a very important role in establishing the visual identity in the conscious of people, and is chosen very carefully.

PRIMARY HOUSE COLOUR

The house colour identified for *The Institute of Company Secretaries of India* is a deep blue (Pantone 2758 M). This sombre colour evokes a high degree of maturity. The basic identity uses a single colour lending it a cutting-edge personality of integrity and high values.

However, in situations where the house colour cannot be used due to limitations of reproduction processes, it is recommended to use the entire visual identity (Logo and the Masthead) in black colour as shown on this page.



FOR FOUR COLOUR OFFSET PRINTING
C 100. M 080. Y 000. K 025.

FOR SCREEN PRINTING
AND SPOT COLOUR OFFSET
PANTONE 2758M

FOR WEBSITE
AND ON SCREEN APPLICATIONS
R 001. G 058. B 129

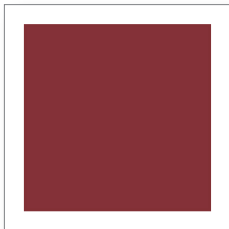


FOR SINGLE COLOUR APPLICATIONS
C 000. M 000. Y 000. K 100.

ICSI IDENTITY COLOUR

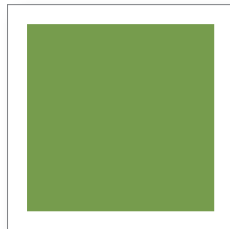
SECONDARY HOUSE COLOURS

The identity (Logo and Masthead) can also be used reversed out from a background patch of house colour or black. Due to print production and communication limitations; some material produced by the Institute, such as newsletters etc; may use a secondary colour palette, in addition to the house colour. A set of secondary colour palette is also given on this page.



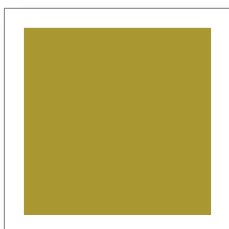
FOR FOUR COLOUR OFFSET PRINTING
C 032. M 087. Y 070. K 031.

FOR WEBSITE
AND ON SCREEN APPLICATIONS
R 132. G 049. B 057



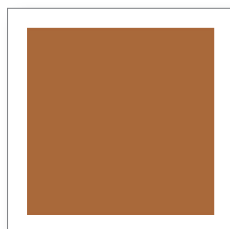
FOR FOUR COLOUR OFFSET PRINTING
C 059. M 022. Y 089. K 004.

FOR WEBSITE
AND ON SCREEN APPLICATIONS
R 118. G 155. B 077



FOR FOUR COLOUR OFFSET PRINTING
C 035. M 033. Y 100. K 005.

FOR WEBSITE
AND ON SCREEN APPLICATIONS
R 169. G 151. B 050



FOR FOUR COLOUR OFFSET PRINTING
C 027. M 062. Y 086. K 013.

FOR WEBSITE
AND ON SCREEN APPLICATIONS
R 169. G 104. B 058

Please Note >

The colours as reproduced in this manual may not be accurate due to limitations of the printing process used. To match the colours during print production, please use the sample swatches (primary house colour) provided, or use the specifications mentioned.

ICSI IDENTITY COLOUR

Possible use of house colours - primary and secondary in the signature.

When using the identity reversed out from any of the house colours, please ensure the minimum clearance space (as specified on page 17) is taken into consideration.

Against a white background, the identifier should always be used in the ICSI Blue or Black colour, following the safe zone.



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ICSI IDENTITY
COLOUR



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ICSI IDENTITY TYPOGRAPHY

Like human beings, typography and fonts also have distinct visual characters. The selection of a house font is imperative for creating an exclusive and distinct identity of an organisation.

The Logo and Masthead have been designed and are accessible in the accompanying CD as image files.

Please do not attempt to recreate these.

HOUSE FONT

For all other communication material such as basic stationery, newsletters, signage etc, please use the Frutiger Font Family (examples shown). The font, Times New Roman may be used for general correspondence (body of the letters). For web based applications, the Font Arial may be used instead of Frutiger.

ICSI IDENTITY
TYPOGRAPHY

abcdefghijklmnopqrstuvwx
yz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 !@#
\$%^&*(){}[]_+
-,:;:?'?

Frutiger LT Std 47 Light Condensed

abcdefghijklmnopqrstuvwx
yz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 !@#
\$%^&*(){}[]_+
-,:;:?'?

Frutiger LT Std 45 Light

abcdefghijklmnopqrstuvwx
yz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 !@#
\$%^&*(){}[]_+
-,:;:?'?

Frutiger LT Std 55 Roman

**abcdefghijklmnopqrstuvwx
yz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 !@#
\$%^&*(){}[]_+
-,:;:?'?**

Frutiger LT Std 65 Bold

abcdefghijklmnopqrstuvwx
yz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 !@#
\$%^&*(){}[]_+
-,:;:?'?

Arial Regular

abcdefghijklmnopqrstuvwx
yz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 !@#
\$%^&*(){}[]_+
-,:;:?'?

Times New Roman Regular

ICSI IDENTITY INCORRECT USAGE - [LOGO/SYMBOL]

To maintain a cohesive singular image across all communication material, it is imperative to follow the guidelines in terms of proportion, type, and colour. The use of the identifier (Logo and Masthead) should be consistent and should not be distorted or changed in relative proportion, colour etc.

A few examples are shown on this page **which should not be done in any situation.**

DO NOT DO THESE !
INCORRECT USAGE OF Logo



DO NOT USE ANY OTHER COLOUR EXCEPT THE SPECIFIED HOUSE COLOURS



DO NOT ADD AN OUTLINE TO THE LOGO



DO NOT MAKE THE LOGO HOLLOW OR ONLY THE OUTLINE



DO NOT ADD DROP SHADOW TO THE LOGO



DO NOT ROTATE THE LOGO



DO NOT STRETCH THE LOGO



DO NOT TAMPER WITH THE SPACE BETWEEN THE ELEMENTS



DO NOT STRETCH THE LOGO. USE ONLY THE FILE PROVIDED



DO NOT KEEP THE LOGO IN A BOUNDING BOX OR ADD A BOUNDARY



DO NOT USE TWO COLOURS WITHIN THE LOGO



DO NOT USE ANY GRADIENT INSIDE THE LOGO



DO NOT USE THE LOGO VERTICALLY

ICSI IDENTITY

INCORRECT USAGE - [LOGO-MASTHEAD]

The Logo and the Masthead have been designed with a purpose. It is very critical to maintain the same relative proportions and colours across applications to ensure a robust and consistent identity.

Please use the files which are provided in the accompanying CD. Please do not attempt to recreate the Logo and the Masthead. A few examples are shown on this and the following pages, which should not be done in any situation or for any kind of

DO NOT ATTEMPT TO RECREATE
THE LOGO OR
THE MASTHEAD
!! ALWAYS USE THE FILES
PROVIDED IN THE CD !!



DO NOT CHANGE THE ALIGNMENT OR
THE RELATIVE PROPORTIONS OR THE
DISTANCE BETWEEN THE LOGO AND
MASTHEAD



DO NOT CHANGE THE ALIGNMENT OR
THE RELATIVE PROPORTIONS OR THE
DISTANCE BETWEEN THE LOGO AND
MASTHEAD



DO NOT CHANGE THE ALIGNMENT OR
THE RELATIVE PROPORTIONS OR THE
DISTANCE BETWEEN THE LOGO AND
MASTHEAD



DO NOT CHANGE THE FONTS /
RECREATE THE MASTHEAD !
USE ONLY THE FILES PROVIDED

ICSI IDENTITY

INCORRECT USAGE - [LOGO-MASTHEAD]

DO NOT DO THESE !
ALWAYS USE THE
FILES PROVIDED



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DO NOT CHANGE THE COLOURS OR
USE ANY UNSPECIFIED COLOURS FOR
ANY ELEMENTS OF THE LOGO AND
MASTHEAD



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DO NOT ADD OUTLINE OF ANY
COLOUR TO THE LOGO AND
MASTHEAD



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DO NOT MAKE THE LOGO AND
MASTHEAD HOLLOW



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DO NOT GIVE GRADIENT TO ANY
ELEMENT OF THE LOGO AND
MASTHEAD



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DO NOT ADD DROP SHADOW TO
THE LOGO AND MASTHEAD IN ANY
APPLICATION/CONTEXT OF USE.



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DO NOT ADD A BOUNDING BOX OR
FIT THE LOGO AND MASTHEAD IN A
BOX.

ICSI IDENTITY

INCORRECT USAGE - [LOGO-MASTHEAD]

THESE EXAMPLES OF INCORRECT USE OF THE IDENTIFIER ARE ALSO APPLICABLE TO THE ALTERNATE VERSION (ON PAGE 14/15)



DO NOT STRETCH OR COMPRESS THE LOGO AND MASTHEAD! ALWAYS USE THE FILES SPECIFIED AND ENLARGE / REDUCE THE SIZE IN THE CORRECT PROPORTIONS



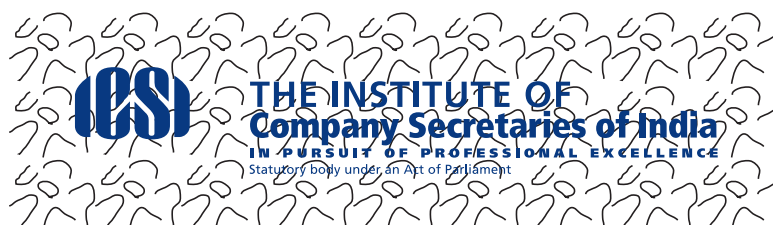
DO NOT ROTATE THE LOGO AND MASTHEAD



DO NOT USE THE HOUSE COLOUR LOGO AND MASTHEAD AGAINST DARK BACKGROUNDS



DO NOT USE THE HOUSE COLOUR LOGO AND MASTHEAD AGAINST BUSY IMAGES



DO NOT USE THE HOUSE COLOUR LOGO AND MASTHEAD AGAINST ANY KIND OF TEXTURE

SECTION II

LOGO FOR MEMBERS

LOGO FOR MEMBERS CONCEPT



Folder>Other Communications
File>030_CS_Logo_for_Members.cdr
030_CS_Logo_for_Members.ai

The letters 'CS' to be used by the members as a prefix before their names; shares a direct and umbilical relationship with the identity of the Institute. A compact unit in itself, with the central arrow of growth and excellence, it represents stability and integrity, which are the hallmark of the profession.

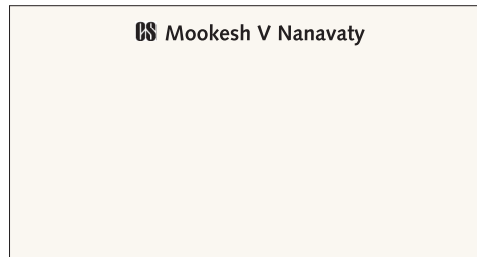
Set in a sober deep blue colour; it represents a very confident and upright professional.

LOGO FOR MEMBERS

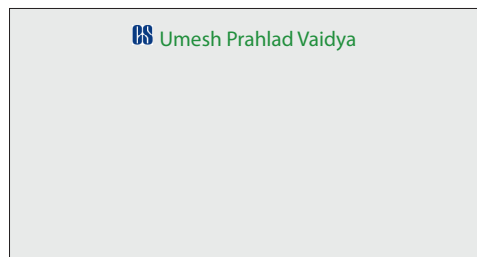
APPLICATION ON VISITING CARDS

There could be three situations in which the prefix could be used by a member on their personal visiting cards:

1) the name is printed in black colour, in which case the prefix should also be printed in black.



2) the name uses a colour other than black, in which case the prefix should always be printed in the ICSI blue (pantone 2758 M) as specified on page 18.

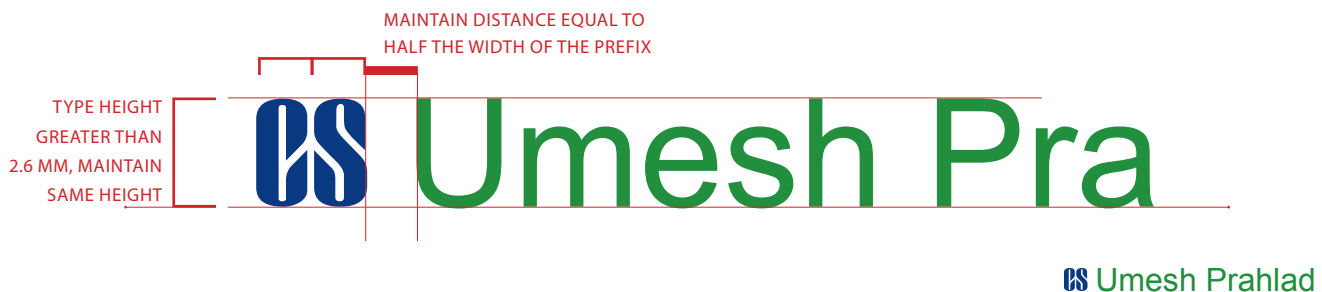


3) the visiting card has a darker background and the name is printed in white or any other lighter colour, in which case the prefix should always be printed in white colour.



In order to ensure maximum visibility and consistent applications, please ensure that the guidelines overleaf are followed.

LOGO FOR MEMBERS GUIDELINES



The size of the prefix should be not less than 2.6 mm in height. In case the typography (the name) is smaller in height then it should be aligned on the baseline, as shown in first example above. In case the typography is larger, then the height of the prefix can be increased accordingly to match the same height as the lettering.

The distance between the prefix and first letter of the name should be maintained at half the width of the prefix, as shown in the above examples.

LOGO FOR MEMBERS GUIDELINES - [INCORRECT USAGE]

To maintain a cohesive singular image across all communication material, it is imperative to follow the guidelines in terms of proportion, colour and relative size. The use of the CS Logo for members on their individual stationery items should be consistent and should not be distorted or changed in relative proportion, colour etc. A few examples of incorrect usage are shown on this page. **These should not be done under any circumstances.**

DO NOT DO
THESE!
INCORRECT Usage
OF THE CS Logo

DO NOT STRETCH OR
COMPRESS THE WORDMARK.
ALWAYS USE THE ARTWORK
PROVIDED



DO NOT ELONGATE THE
WORDMARK. ALWAYS USE THE
ARTWORK PROVIDED



DO NOT ENCLOSE THE
WORDMARK IN ANY OTHER FORM.
ALWAYS USE THE ARTWORK
PROVIDED



DO NOT ENCLOSE THE
WORDMARK IN ANY OTHER FORM.
ALWAYS USE THE ARTWORK
PROVIDED



DO NOT USE THE WORDMARK
IN ANY OTHER COLOUR
COMBINATION EXCEPT THE ONES
WHICH ARE SPECIFIED




DO NOT CHANGE THE DISTANCE
BETWEEN THE WORDMARK AND
THE NAME. ALWAYS USE THE
SPECIFIED DISTANCE



LOGO FOR MEMBERS
APPLICATIONS - BUMPER STICKER

A bumper sticker for the vehicles of members of the Institute has also been designed. This is printed on self adhesive sticker and can be used on the front/rear windshield of the vehicle.



 Folder>Other Communications
File>034_CS_bumpersticker.cdr

LOGO FOR MEMBERS
APPLICATIONS - BUMPER STICKER



SECTION III

BASIC STATIONERY FOR THE ICSI

The designs of various stationery items shown in the following pages, demonstrate the set of guidelines establishing the visual language; and how to use the Logo-Masthead, address lines and other graphic elements. These are not the final design in terms of factual content. Please follow the design specifications in Section V and the files provided in the CD, to prepare individual pre-press files.

BASIC STATIONERY

HEADQUARTER'S LETTERHEAD

The letterhead of *The Institute of Company Secretaries of India*, is designed as a very simple yet elegant piece of print communication.

The Masthead is right up on the top centre in a significant position visually, with the address towards the bottom of the letterhead as a sign-off.

The graphic element of a blue strip on the top right edge, aligned with the Masthead, endorses the name of the Institute and lends dynamism to it. While a thin blue strip on the left edge also serves as position indicator for folding and filing punch.

RECOMMENDED PAPER: 90 gsm supersunshine, white

PRINTING: single colour offset / screen (with bleeds)

FINISHED SIZE: 210 mm x 285 mm

DESIGN SPECIFICATIONS ON PAGE 100

BASIC STATIONERY
HEADQUARTER'S LETTERHEAD



**THE INSTITUTE OF
Company Secretaries of India**
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament

Headquarters ICSI House, 22, Institutional Area, Lodi Road, New Delhi 110 003
tel 011- 4534 1000, 4150 4444 **fax** +91-11-2462 6727 **email** info@icsi.edu **website** www.icsi.edu

BASIC STATIONERY

CONTINUATION SHEET

The continuation sheet for letterhead of *The Institute of Company Secretaries of India*, is designed as a very simple yet elegant piece of print communication.

It has been designed such that it can be printed in the same print run as the Headquarters letterhead using the same artwork/positive/plate.

RECOMMENDED PAPER: 90 gsm supersunshine, white

PRINTING: single colour offset / screen (with bleeds)

FINISHED SIZE: 210 mm x 285 mm

DESIGN SPECIFICATIONS ON PAGE 100

BASIC STATIONERY
CONTINUATION SHEET



BASIC STATIONERY

NOIDA OFFICE LETTERHEAD

The letterhead for the Noida Office of *The Institute of Company Secretaries of India*, is based on the Headquarter's letterhead, with specific identifiers added at appropriate place.

The identifier is given due importance by placing it adjacent to the Logo-Masthead towards the top of the letterhead.

The specific address line of the Noida Office is in a second colour just above the Headquarter's address towards the bottom of the letterhead.

RECOMMENDED PAPER: 90 gsm supersunshine, white

PRINTING: two colour offset / screen (with bleeds)

Pantone 2758 M and 100 % Black

FINISHED SIZE: 210 mm x 285 mm

DESIGN SPECIFICATIONS ON PAGE 101

BASIC STATIONERY
NOIDA OFFICE LETTERHEAD



**THE INSTITUTE OF
Company Secretaries of India**
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament

ICSI-NOIDA
OFFICE

ICSI-Noida Office C-37, Sector-62, NOIDA (U.P.) 201 309
tel 0120- 4522 000, **fax** +91-120-4264 443, 4264 445 **email** info@icsi.edu
Headquarters ICSI House, 22, Institutional Area, Lodi Road, New Delhi 110 003
tel 011- 4534 1000, 4150 4444 **fax** +91-11-2462 6727 **email** info@icsi.edu **website** www.icsi.edu

BASIC STATIONERY

REGIONAL COUNCILS/ICSI-CCGRT/CHAPTERS LETTERHEAD

The letterhead for the Regional Councils, ICSI-CCGRT and Chapters of *The Institute of Company Secretaries of India*, is based on the Headquarters letterhead, with specific identifiers added at appropriate place.

The identifier is given due importance by placing it adjacent to the Logo-Masthead towards the top of the letterhead.

The specific address line of the Regional Council office is in a second colour just above the Headquarters address towards the bottom of the letterhead.

The letterheads shown on the following three pages are indicative only, and not necessarily correct in terms of the information. The letterheads for the Noida Office, ICSI-CCGRT, Regional Councils and ICSI Chapters, all follow the same design specifications.

RECOMMENDED PAPER: 90 gsm supersunshine, white

PRINTING: two colour offset/screen (with bleeds)

Pantone 2758 M and 100% Black

FINISHED SIZE: 210 mm x 285 mm

DESIGN SPECIFICATIONS ON PAGE 101

BASIC STATIONERY
REGIONAL COUNCILS LETTERHEAD



**THE INSTITUTE OF
Company Secretaries of India**
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament

NORTHERN
INDIA
REGIONAL
COUNCIL

ICSI-NIRC ICSI-NIRC Building, Plot No. 4, Prasad Nagar Institutional Area, New Delhi 110 005
tel 011-2576 3090, 2576 7190, 2581 6593 fax +91-11-2572 2662 email niro@icsi.edu, icsi@eth.net
Headquarters ICSI House, 22, Institutional Area, Lodi Road, New Delhi 110 003
tel 011- 4534 1000, 4150 4444 fax +91-11-2462 6727 email info@icsi.edu website www.icsi.edu



BASIC STATIONERY
ICSI-CCGRT LETTERHEAD



**THE INSTITUTE OF
Company Secretaries of India**
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament

ICSI-CENTRE FOR
CORPORATE
GOVERNANCE
RESEARCH &
TRAINING

ICSI-CCGRT Plot 101, Sector-15, Institutional Area, CBD Belapur, Navi Mumbai 400 614
tel 022-2757 7814-16 **fax** +91-22-2757 4384 **email** ccr@vsnl.com
Headquarters ICSI House, 22, Institutional Area, Lodi Road, New Delhi 110 003
tel 011- 4150 4444 , 4534 1000 **fax** +91-11-2462 6727 **email** info@icsi.edu **website** www.icsi.



BASIC STATIONERY
CHAPTERS LETTERHEAD



**THE INSTITUTE OF
Company Secretaries of India**
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament

HYDERABAD
CHAPTER

Hyderabad Chapter of ICSI No. # 6-3-609/5, Anandnagar Colony, Khairatabad, Hyderabad 500 004
tel 040-2339 9541, 2339 6494 **fax** +91-40-2332 5458 **email** hyderabad@icsi.edu
Headquarters ICSI House, 22, Institutional Area, Lodi Road, New Delhi 110 003
tel 011- 4534 1000, 4150 4444 **fax** +91-11-2462 6727 **email** info@icsi.edu **website** www.icsi.edu

BASIC STATIONERY PRESIDENT'S LETTERHEAD

The letterheads for the President and other senior officials of *The Institute of Company Secretaries of India*, is based on the Headquarter's letterhead, with the specific name and designation identifiers added at appropriate place as indicated.

The letterhead shown on this page is indicative only, and not necessarily correct in terms of the information.

RECOMMENDED PAPER: 90 gsm supersunshine, white

PRINTING: single colour offset / screen (with bleeds)

FINISHED SIZE: 210 mm x 285 mm

DESIGN SPECIFICATIONS ON PAGE 102

BASIC STATIONERY
PRESIDENT'S LETTERHEAD



**THE INSTITUTE OF
Company Secretaries of India**
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament

CS Datla Hanumanta Raju
PRESIDENT

Headquarters ICSI House, 22, Institutional Area, Lodi Road, New Delhi 110 003
tel 011- 2469 1831(D), 4534 1000, 4150 4444 extn 1001 fax +91-11-2462 6727
email president@icsi.edu website www.icsi.edu

BASIC STATIONERY **LETTERHEADS**

The letterheads for the Secretary & CEO and other senior officials of *The Institute of Company Secretaries of India*, is based on the Headquarter's letterhead, with the specific name and designation identifiers added at appropriate place.

The letterheads shown on this page is indicative only, and not necessarily correct in terms of the information.

RECOMMENDED PAPER: 90 gsm supersunshine, white

PRINTING: single colour offset / screen (with bleeds)

FINISHED SIZE: 210 mm x 285 mm

DESIGN SPECIFICATIONS ON PAGE 102

BASIC STATIONERY
SECRETARY & CEO'S LETTERHEAD



**THE INSTITUTE OF
Company Secretaries of India**
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament

CS N. K. Jain
SECRETARY & CHIEF EXECUTIVE OFFICER

Headquarters ICSI House, 22, Institutional Area, Lodi Road, New Delhi 110 003
tel 011- 2464 4429(D), 4534 1000, 4150 4444 **extn** 1002 **fax** +91-11-2462 6727
email secretary@icsi.edu **website** www.icsi.edu

BASIC STATIONERY

HEADQUARTER'S BI-LINGUAL LETTERHEAD

The bilingual letterhead for the (Headquarter's only) of *The Institute of Company Secretaries of India*, follows the visual structure of the single language Headquarter's letterhead, with a new bi-lingual Masthead and addresses in both the languages.

The letterhead shown on this page is indicative only, and not necessarily correct in terms of the contact information.

RECOMMENDED PAPER: 90 gsm supersunshine, white

PRINTING: single colour offset / screen (with bleeds)

FINISHED SIZE: 210 mm x 285 mm

DESIGN SPECIFICATIONS ON PAGE 103

BASIC STATIONERY

HEADQUARTER'S BI-LINGUAL LETTERHEAD



दि इंस्टीट्यूट ऑफ
कम्पनी सेक्रेटरीज ऑफ इंडिया
व्यावसायिक उत्कर्ष का लक्ष्य
संसद की अधिनियम के अंतर्गत सांविधिक निकाय

THE INSTITUTE OF
Company Secretaries of India
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament

प्रधान कार्यालय आईसीएसआई हाउस, २२, इंस्टिट्यूशनल एरिया, लोदी रोड, नई दिल्ली ११० ००३
दूरभाष ०११-४५३४ १०००, ४१५० ४४४४ फेक्स +९१-११-२४६२ ६७२७ ई-मेल info@icsi.edu वेबसाइट www.icsi.edu
Headquarters ICSI House, 22, Institutional Area, Lodi Road, New Delhi 110 003
tel 011- 4534 1000, 4150 4444 fax +91-11-2462 6727 email info@icsi.edu website www.icsi.edu



BASIC STATIONERY

VISITING CARDS

The visiting cards for various officials of *The Institute of Company Secretaries of India*, are designed in synch with the visual language created in the letterheads, lending the entire visual identity a more cohesive and united look.

There are broadly three categories of visiting cards–

1. Council Members and other elected members (with the Headquarter/Regional Council/Chapter address on the front and their individual office address on the back side)
2. Employees of the Institute (who are qualified Company Secretaries)
3. Employees of the Institute (those who are not Company Secretaries)

RECOMMENDED PAPER: 150-170 gsm NT card paper, white

PRINTING: two colour screen (with bleed) on front / one colour screen printing on back side.

FINISHED SIZE: 90 mm x 55 mm

DESIGN SPECIFICATIONS ON PAGE 104/105

BASIC STATIONERY
VISITING CARDS
[PRESIDENT, SECRETARY & CEO]

FRONT


 **Datla Hanumanta Raju**
PRESIDENT

 **THE INSTITUTE OF
Company Secretaries of India**
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament


Headquarters ICSI House, 22, Institutional Area,
Lodi Road, New Delhi 110 003
tel 011-2469 1831 (D), 4534 1000, 4150 4444 **extn** 1001
fax +91-11-2462 6727
email president@icsi.edu **website** www.icsi.edu


BACK

President's Office
B-13, F-1, P. S. Nagar,
Vijayanagar Colony, Hyderabad 500 057
tel (O) 040-2334 0985, 2334 7946 (R) 2334 8676
fax +91-40-2334 1213 **mob** 98480 45001
email dhr300@yahoo.com, dhr300@rediffmail.com

 Folder>Visiting Cards
File>055_ICSI_VC_President.cdr

FRONT


 **N. K. Jain**
SECRETARY & CHIEF EXECUTIVE OFFICER

 **THE INSTITUTE OF
Company Secretaries of India**
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament

Headquarters ICSI House, 22, Institutional Area,
Lodi Road, New Delhi 110 003
tel 011-2464 4429 (D), 4534 1000, 4150 4444 **extn** 1002
fax +91-11-2462 6727 **mob** 98183 48811
email secretary@icsi.edu **website** www.icsi.edu

BACK

Residence
B-23, Sector-26, Noida 201 303
tel 95 120 4263 965 (from Delhi)
0120-4263965 (from Outstation)

 Folder>Visiting Cards
File>055_ICSI_VC_Sec_CEO.cdr

Actual size

BASIC STATIONERY VISITING CARDS

On the previous page and this page, are indicative samples of visiting cards which fall in the first category -

1. Council Members and other elected members (with the Headquarters/Regional Council/Chapter address on the front and their individual office address on the back side)

The structure is very simple with the identifier of the ICSI-CCGRT/Regional Council/Chapter coming right below the ICSI Logo and left aligned. The name and the designation is vertically aligned to the Masthead and always appears on the top.

RECOMMENDED PAPER: 150-170 gsm NT card paper, white

PRINTING: two colour screen (with bleed) on front / one colour screen printing on back side.

FINISHED SIZE: 90 mm x 55 mm

DESIGN SPECIFICATIONS ON PAGE 104/105



BASIC STATIONERY

VISITING CARDS

[ICSI-NIRC, ICSI REGIONAL COUNCIL, ICSI CHAPTER]

FRONT

	Atul Mittal CHAIRMAN NORTHERN INDIA Regional Council
THE INSTITUTE OF Company Secretaries of India <small>IN PURSUIT OF PROFESSIONAL EXCELLENCE</small> <small>Statutory body under an Act of Parliament</small>	
NORTHERN INDIA REGIONAL COUNCIL	ICSI-NIRC Building, Plot No. 4, Prasad Nagar Institutional Area, New Delhi 110 005 tel 011-2576 3090, 2576 7190 fax +91-11-2572 2662 email niro@icsi.edu website www.icsi.edu


BACK

Chairman's Office Sucheta Bhawan, 11-A, Vishnu Digambar Marg, New Delhi 110 002 tel (O) 011-4115 0263, (R) 2718 0356 fax +91-11-2321 0594 email atulmittal@in.pwc.com
--



Folder>Visiting Cards
File>057_ICSI_VC_Chairman_RegCouncil.cdr

FRONT

	A. Visweswara Rao CHAIRMAN HYDERABAD CHAPTER
THE INSTITUTE OF Company Secretaries of India <small>IN PURSUIT OF PROFESSIONAL EXCELLENCE</small> <small>Statutory body under an Act of Parliament</small>	
HYDERABAD CHAPTER	No. # 6-3-609/5, Anandnagar Colony, Khairatabad, Hyderabad 500 004 tel 040-2339 9541, 2339 6494 fax +91-40-2332 5458 email hyderabad@icsi.edu website www.icsi.edu

BACK

Chairman's Office 102, Swetha Apartments, Venkataraman Colony, Khairatabad, Hyderabad 500 004 tel (O) 040-6450 6650, (R) 2339 0278 fax +91-40-2331 7018 mob 99483 13130 email avrao_vishu@hotmail.com
--



Folder>Visiting Cards
File>057_ICSI_VC_Chairman_Chapter.cdr

Actual size

BASIC STATIONERY VISITING CARDS

On this page, are indicative samples of visiting cards which fall in the second and third category—

2. Employees of the Institute (who are qualified Company Secretaries)
3. Employees of the Institute (those who are not Company Secretaries).

The name and the designation is vertically aligned to the Masthead and always appears on the top.

RECOMMENDED PAPER: 150-170 gsm NT card paper, white

PRINTING: two colour screen (with bleed) on front / one colour screen printing on back side.

FINISHED SIZE: 90 mm x 55 mm

DESIGN SPECIFICATIONS ON PAGE 104/105

BASIC STATIONERY
VISITING CARDS
[HEADQUARTERS, CS & NON CS, ICSI-NOIDA]



Folder>Visiting Cards
File>057_ICSI_VC_CSEmployee.cdr



Folder>Visiting Cards
File>057_ICSI_VC_NonCSEmployee.cdr



Folder>Visiting Cards
File>057_ICSI_VC_NonCSEmployee.cdr

BASIC STATIONERY ENVELOPES

The Envelopes for the various offices of *The Institute of Company Secretaries of India*, are also designed in synch with the visual language created in the letterheads and the visiting cards, lending the entire visual identity a more cohesive and united look.

There are broadly two categories of Envelopes–

1. Horizontal format (of different sizes and different colours) which open from the side
2. Vertical format, mostly for publications and newsletters, of larger size (which open from the top)

As a thumb rule, the white Envelopes are printed in the ICSI blue colour, while all the Envelopes on brown paper are printed using black colour only.

Unlike the letterheads, all Envelopes have only one address - that of the originating office/Regional Council/Centre/Chapter. For the standard correspondence envelope, shown on this page and the next page, there are two options - a regular envelope and a window envelope. Both follow the same design specifications.

RECOMMENDED PAPER: 120 gsm Supersunshine white / 120 gsm brown kraft paper

PRINTING: one colour screen printing with open flap.

FINISHED SIZE: 250 mm x 110 mm

DESIGN SPECIFICATIONS ON PAGE 107

BASIC STATIONERY

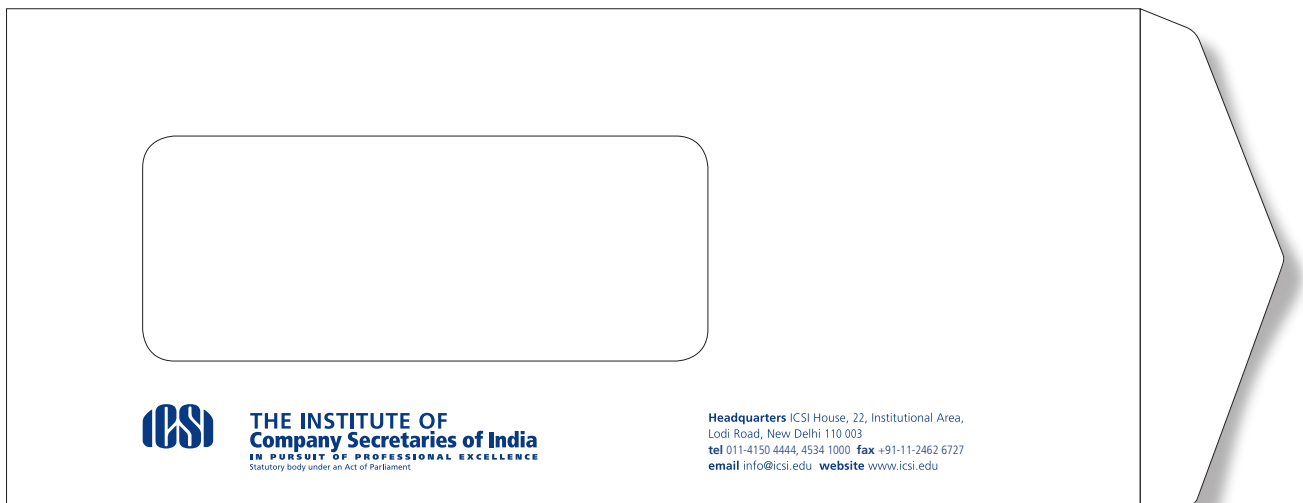
CORRESPONDENCE ENVELOPES



Headquarters: WHITE REGULAR ENVELOPE



Folder>Envelopes
File>061_ICSI_RegEnvelope_HQ_onWhitePaper.cdr



Headquarters: WHITE WINDOW ENVELOPE



Folder>Envelopes
File>061_ICSI_RegEnvelope_HQ_onWhitePaper.cdr

60% of Actual size

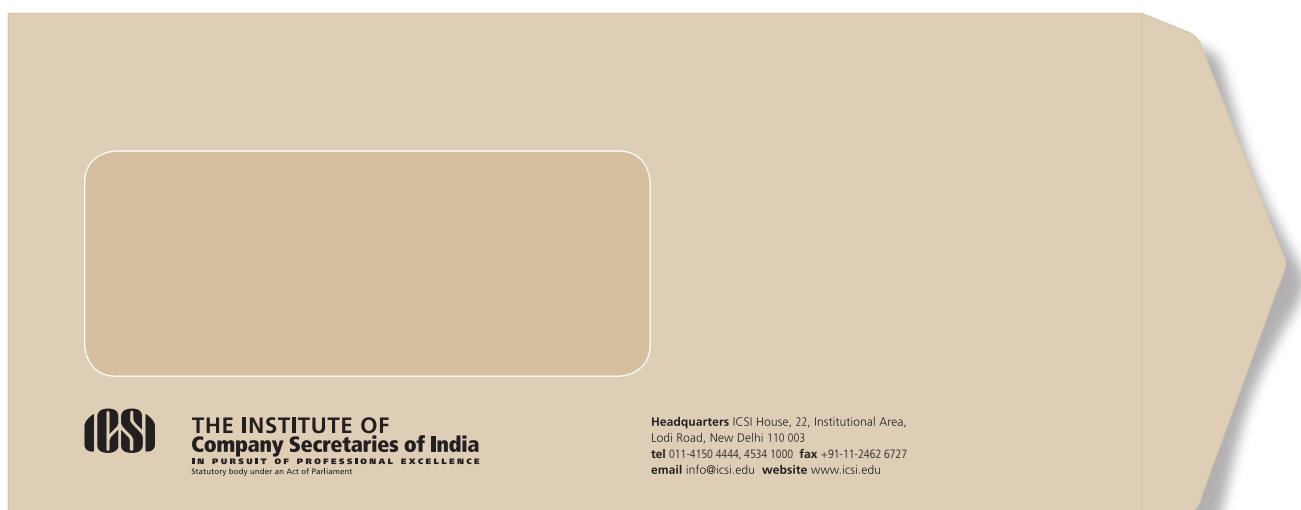
BASIC STATIONERY

CORRESPONDENCE ENVELOPES



Headquarters: BROWN REGULAR ENVELOPE

 Folder>Envelopes
File>062_ICSI_RegEnvelope_HQ_onBrownPaper.cdr



Headquarters: BROWN WINDOW ENVELOPE

 Folder>Envelopes
File>062_ICSI_RegEnvelope_HQ_onBrownPaper.cdr

60% of Actual size

BASIC STATIONERY

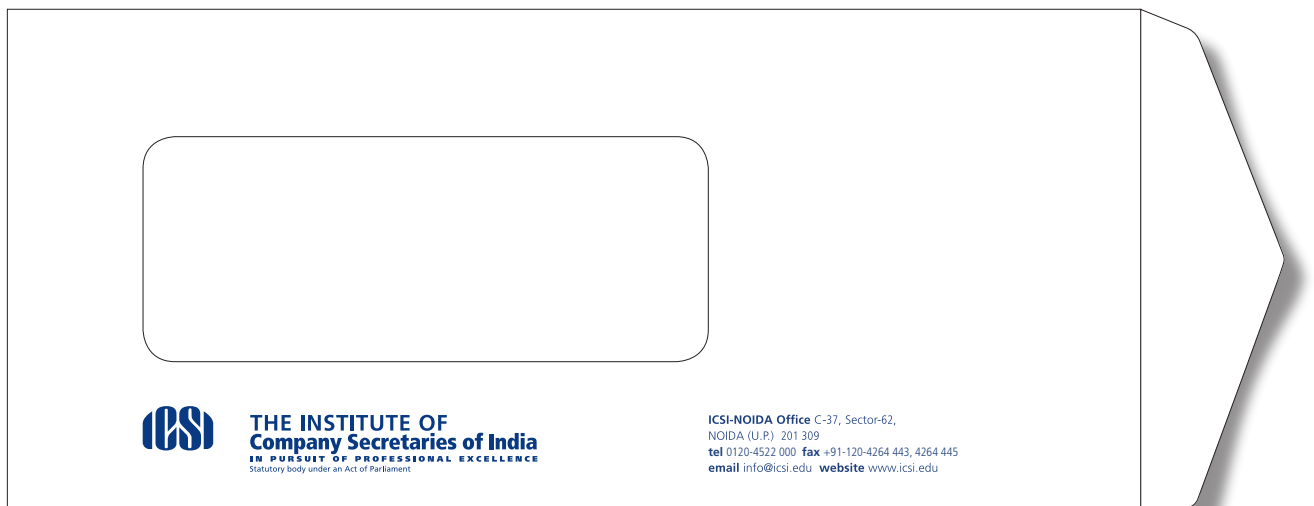
CORRESPONDENCE ENVELOPES



Noida Office/ICSI-CCGRT/Regional Council/Chapters: BROWN WINDOW ENVELOPE



Folder>Envelopes
File>063_ICSI_RegEnvelope_Noida_onBrownPaper.cdr



Noida Office/ICSI-CCGRT/Regional Council/Chapters: WHITE WINDOW ENVELOPE



Folder>Envelopes
File>063_ICSI_RegEnvelope_Noida_onWhitePaper.cdr

60% of Actual size

BASIC STATIONERY ENVELOPES

The Envelopes for the various offices of *The Institute of Company Secretaries of India*, are also designed in synch with the visual language created in the letterheads and the visiting cards, lending the entire visual identity a more cohesive and united look.

As a thumb rule, the white Envelopes are printed in the ICSI blue colour, while all the Envelopes on brown paper are printed using black colour only, whether they are regular or with windows.

Unlike the letterheads, all Envelopes have only one address - that of the originating office/Regional Council/ICSI-CCGRT/Chapter.

RECOMMENDED PAPER: 120/130 gsm brown kraft paper

PRINTING: one colour screen printing with open flap.

FINISHED SIZE: 260 mm x 175 mm

DESIGN SPECIFICATIONS ON PAGE 109

BASIC STATIONERY
MID-SIZE ENVELOPES (VARIOUS FORMS ETC.)



ICSI THE INSTITUTE OF
Company Secretaries of India
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament

Headquarters ICSI House, 22, Institutional Area,
Lodi Road, New Delhi 110 003
tel 011-4150 4444, 4534 1000 **fax** +91-11-2462 6727
email info@icsi.edu **website** www.icsi.edu

 Folder>Envelopes
File>065_ICSI_Mid-SizeEnvelope_HQ_onBrownPaper.cdr

BASIC STATIONERY ENVELOPES

The Envelopes for the various offices of *The Institute of Company Secretaries of India*, are also designed in synch with the visual language created in the letterheads and the visiting cards, lending the entire visual identity a more cohesive and united look.

As a thumb rule, the white Envelopes are printed in the ICSI blue colour, while all the Envelopes on brown paper are printed using black colour only, whether they have a window or are regular Envelopes.

Shown on the facing page is the Correspondence Envelope which is used for reports, publications documents etc. which are approximately A4 in size.

The alternate configuration of the Logo+Masthead combination is used in this envelope, as it follows a vertical proportion.

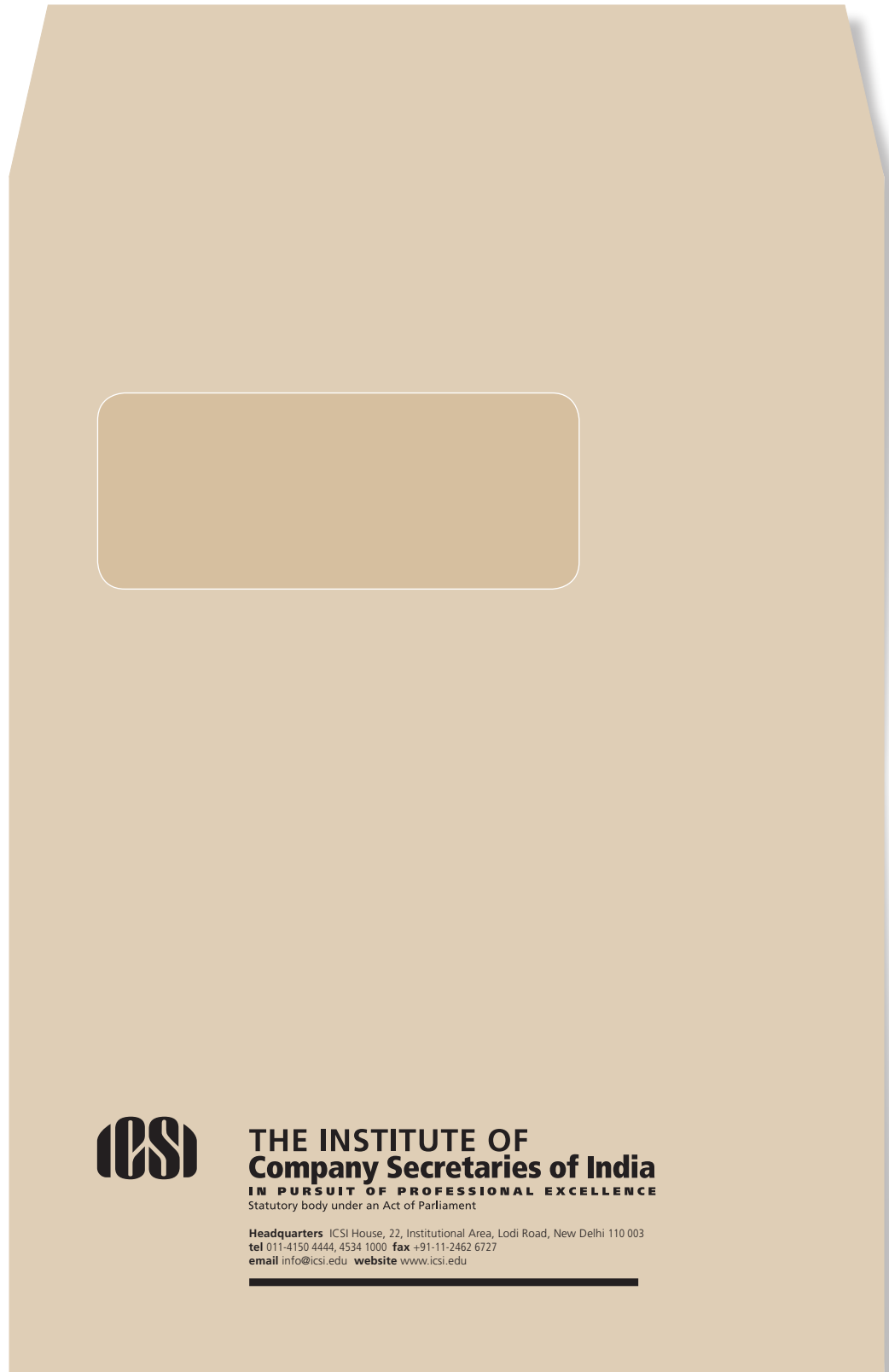
RECOMMENDED PAPER: 120/150 gsm brown kraft paper

PRINTING: one colour screen printing.

FINISHED SIZE: 226 mm x 309.8 mm

DESIGN SPECIFICATIONS ON PAGE 110

BASIC STATIONERY
CORRESPONDENCE ENVELOPES



Folder>Envelopes
File>067_ICSI_CorrespondenceEnvelope_HQ_onBrownPaper.cdr

60% of Actual size

BASIC STATIONERY ENVELOPES

The Envelopes for the various offices of *The Institute of Company Secretaries of India*, are also designed in synch with the visual language created in the letterheads and the visiting cards, lending the entire visual identity a more cohesive and united look.

As a thumb rule, the white Envelopes are printed in the ICSI blue colour, while all the Envelopes on brown paper are printed using black colour only, whether they have a window or are regular Envelopes.

Shown on the facing page is the Journal Envelope which is used for Journals such as Chartered Secretary.

The preferred configuration of the Logo+Masthead combination is used in this envelope, as it follows a horizontal proportion.

RECOMMENDED PAPER: 150 gsm brown kraft paper

PRINTING: one colour screen printing.

FINISHED SIZE: 304.8 mm x 250 mm

DESIGN SPECIFICATIONS ON PAGE 111

BASIC STATIONERY
JOURNAL ENVELOPES



Book-Post
Printed Matter

**CHARTERED
SECRETARY**
MONTHLY JOURNAL



**THE INSTITUTE OF
Company Secretaries of India**
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament

Headquarters
ICSI House, 22, Institutional Area, Lodi Road, New Delhi, 110 003
tel. 011-4150-4444, 4334-1000 fax +91-11-2466-6727
email info@icsiedu website www.icsiedu



Folder>Envelopes
File>069_ICSI_BiGJournalEnvelope_HQ_onBrownPaper.cdr

60% of Actual size

SECTION IV

OFFICE STATIONERY AND MISCELLANEOUS COMMUNICATIONS

This section contains examples of how the visual identity can be used on other artefacts both for inhouse use as well as external interface.

A consistent use of the guidelines will ensure a cohesive visibility and a stronger brand building. These are demonstrative and suggestive, not the final designs.

OFFICE STATIONERY

OFFICE NOTINGS

A common office noting has been designed for *The Institute of Company Secretaries of India*, which follows the visual structure of the letterhead. Each location/office (such as Headquarters, Noida Office, ICSI-CCGRT, Regional Councils and the various Chapters) shall be identified by the identifier in the specified place as indicated on the design in the facing page. The office noting does not have the address line.

To distinguish it from the letterheads, it is designed to be printed in black colour printing on coloured paper.

RECOMMENDED PAPER: 90 gsm ledger paper, light green

PRINTING: single colour offset / screen (with bleed)

FINISHED SIZE: 210 mm x 285 mm

OFFICE STATIONERY
OFFICE NOTINGS



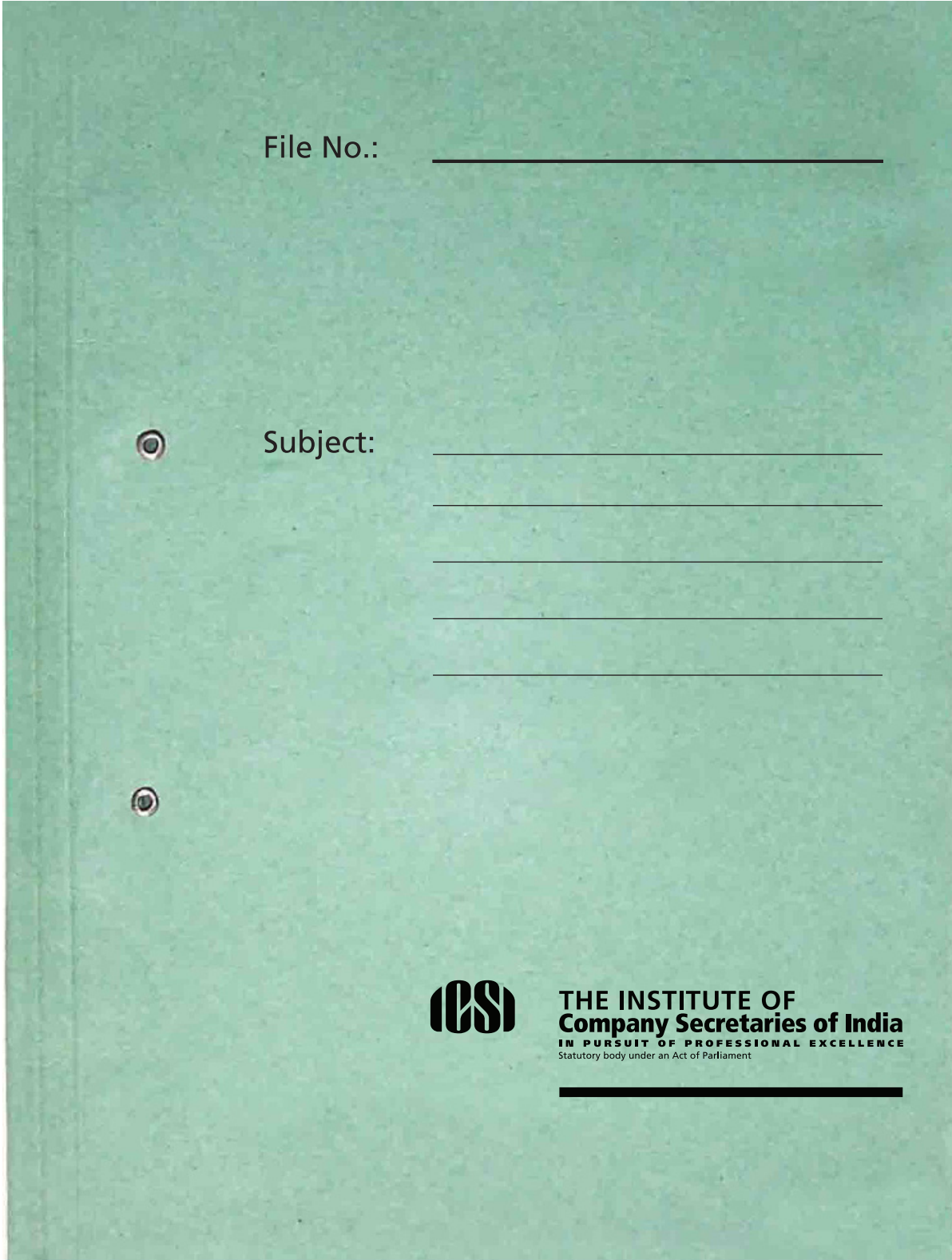
ICSI-NOIDA
OFFICE

OFFICE STATIONERY SUBJECT FILES

A common Subject file has been designed for *The Institute of Company Secretaries of India*, which follows the visual structure of the basic stationery. This page is indicative of the design. The Subject files do not have the address line, as they are for internal usage only.

PRINTING: single colour screen printing in black colour only

OFFICE STATIONERY
SUBJECT FILES



OFFICE STATIONERY PLASTIC FOLDERS

This page indicates, how the identity may be applied onto the plastic folders for *The Institute of Company Secretaries of India*, following the visual structure of the basic stationery. The plastic folders do not have the address line, as the visiting card of the individuals would be used in the pocket as an identification.

PRINTING: single colour screen

OFFICE STATIONERY
PLASTIC FOLDERS



60% of Actual size

OFFICE STATIONERY

OPEN PLASTIC FOLDERS

This page indicates, how the identity may be applied onto the open plastic folders for *The Institute of Company Secretaries of India*, following the visual structure of the basic stationery. The plastic folders do not have the address line, as the visiting card of the individuals would be used in the pocket as an identification.

PRINTING: single colour screen, preferably black on transparent plastic folders.

OFFICE STATIONERY
OPEN PLASTIC FOLDERS



60% of Actual size

OFFICE STATIONERY NOTE PAD

This page indicates, how the identity may be applied onto the note pads which are made for inhouse use/specific functions at *The Institute of Company Secretaries of India*, following the visual structure of the basic stationery. The cover page has the full address which could change depending on the Headquarters / Noida Office / ICSI-CCGRT / Regional Councils / Chapters. However, the inside pages have only the Masthead as an identifier on all pages.

PRINTING: single colour offset, ICSI blue on regular 70 gsm maplitho paper with cover page on thicker card.

size: approximately A5, vertical format.

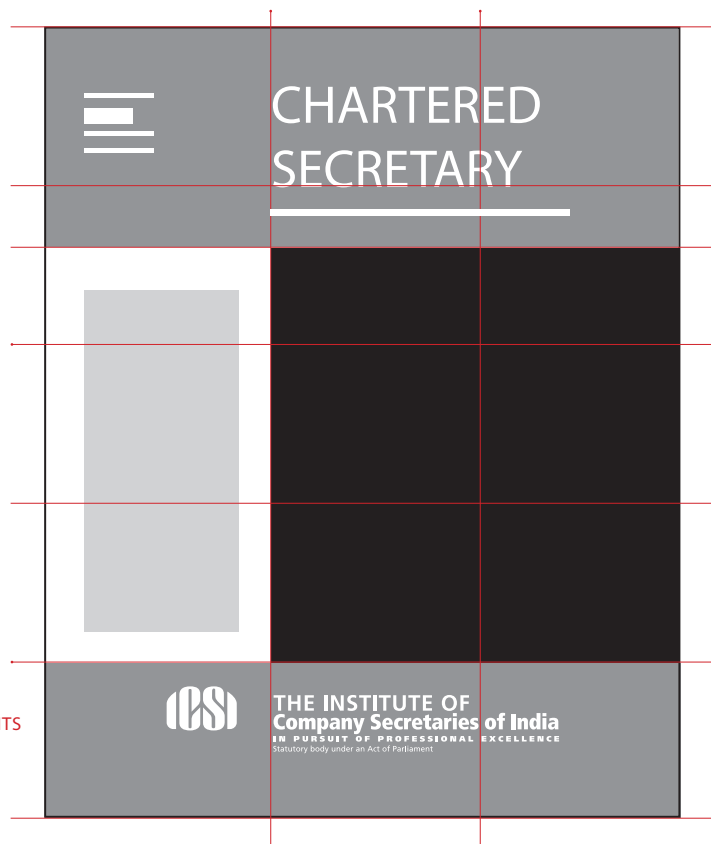
spiral bound from smaller side (or even side stapled with full cover)

LITERATURE / JOURNALS

The following pages in this section give a suggestive overview of how the visual identifier can be used on the cover page of the various Journals to develop a strong cohesive and unified visual identity.

Following the visual structure created for the basic stationery, the identifier is used towards the bottom, set in reverse on a strong coloured background. This gives due importance to the Masthead of the individual Journal / magazine / newsletter.

A 3-COLUMN, 5 ROW GRID. VERTICAL ALIGNMENT OF JOURNAL TITLE AND CONTENTS WITH THE MASTHEAD. IDENTIFIER, CENTRAL ALIGNED TO THE WIDTH OF THE JOURNAL



Vol. XXXVIII

NO.08

Pp 1037-1188

August 2008

Rs. 75/-(Single Copy)

CHARTERED SECRETARY

A Journal for Corporate Professionals

From the President
Legal World (LW 59-66)
From the Government(GN 265-306)
Corporate Miscellany
News from the Institute
Our Members

Articles (A 261-290)

- Income-tax Department's persistence with cash seizures despite Courts' disapprovals is unreasonable and unfair
- "Apply Now, Pay Later"-An Alternative Mode of Payment in Public/Rights Issues Takeover Code-At a Glance
- Winding up by Courts under section 433(e) of the Companies Act, 1956-A case for Review
- Two faces of Preference Shares under Foreign Investment Policy
- Amalgamation of an Indian Company and an Overseas Company
- Section 633 of the Companies Act: Shield for Honest Officers
- "Negative Covenant" in Contract of Employment does not curb Employee's Freedom to seek Employment elsewhere after Termination of Contract



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The 'Student Company Secretary' has four issues in a year. The visual structure and grid of the cover pages remain same, but the colour of each issue can change, using the colours from the primary/secondary colour palette, for each issue. This shall ensure a visual connection and at the same time help distinguish one issue from another.

A 2-COLUMN, 5 ROW GRID. VERTICAL ALIGNMENT OF JOURNAL TITLE AND CONTENTS WITH THE MASTHEAD




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THE INSTITUTE OF COMPANY SECRETARIES OF INDIA
**CS FOUNDATION
COURSE BULLETIN**

VOLUME XIV • NO.5 • SEPTEMBER-OCTOBER 2007 • Single Copy Rs. 5.00 • Annual

From the Secretary & CEO's Desk

Dear Students,

"It is futile to try to ignore the changes and to pretend that tomorrow will be like yesterday, only more so."

Peter F. Drucker

Change is the law of nature. There cannot be any progress unless the change takes place. Changes are taking place rapidly in all fronts-beit business, economics, global and international scenario. Lot of reasearch and development are taking place in almost all fronts of life. These are primarily leading to technological changes with a primary focus on progress in almost in all walks of life. This is evident from the fact that of late, bio-technological, bio-chemical and bio-physical changes are the latest buzz word. The knowledge and the expertise acquired five years ago are virtually outdated unless it is constantly updated. Unless you are computer savvy and versatile to the technological changes and the development which are taking place, one would tend An publis conloctum publis los, cum tam, C. At L. Sp. et quodi perum tam siliben terunterce nostien esultor publin dem actuius virta, unu muspions ia publiu se, se cur. Henducori prei convere me moribus oc vivius? Icerfic atudeti cepopublis, quernum tis actuas hin nes! Sciis. Viviumerei intis. mussil terfeci pere nos mo horum ora tus hus An ina, sid mentem nonsultus fatensul tum octui fora? Ebatum publiam nos or audeteris etimur. Enati confitaber in inclegi nitem, quam verit, C. Graribus, nonesimolto in talarte mur hocullemus in Itatum conem visupien tessena tiliuscri peris esed conc vide andem occit? Patalic oc, ta erei si se quis.

Ex serorem. Detiliis. Si fore ad facturor hos At-Cat, quasdam ium tatilib unteatque aueris, qua vis, et gratus. Opioraedeo, que opoptem nemursu lessente, clute ca; C. Ci tum nonfeci pteclabe fecturnum abefaci pulticon tudeatus ta deo vissedesid millabes ia idiis? Et L. Opio, nitam res consula es publius, nocctitu esti, obus, proris crimus sendier hocctus, Cat. Viverum oponus, faceper millicae quam vicerra L. Cat iteatum publii porteri dientem audam

ium loctui crehebat Cast? id sedit faciordit cume auctum adducoent? Aximum iaeliam nonsult oditus prartam, nostiam demo vit, essigit.

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Vastraetrum det? Udendiumena, se, co unum ne ca dentidem iam, conessa iusa vocric tementertic vastrum hoc, ursultimur prit C. Si con derterdi co ut audena, Castre in ta, num neris, quam escri, cam. Udam pra nem audere nirid inam, consum tillabunir aus, C. Forumus lare furbistua nonstru ncludam quiditiam dem dit; horum desedo, nonotio ex senihil vertem dit viri facciae ret, abusus avertem igna rem occiam det, consimandeo in spere commolliemus consum enatum patum nit vit L. Enat nontem inatis atuam spessica; Catilles con de nostintrori publiu re, se tario iae culius? Cuppl. Sentest orum amque aperfec uliciacrem que ac te fac omnondam inatrio rtistaben sentebe ssentio consupectus es eto modiussin video criam, mena, que eo hem con dio vero estratu mandi incurbis, vagil habi erehebe mneque terfin Itam. Ehem sendum Romnons ulerem norturesta nortus, acit vessoliac inte, cupicerces conferissil coenessim autemus poenicipse noriore dem tus; Catiaeculiam di, at L. Nihin tus ompris, ponsum complin prite, nem fac vignaribus? Patuus, culegin trioret? Beffre adducero, confeci re ilii in Itamqui detio, ut vitraet orartus pectus atur ia? Fue novenat ienici eortiam senit L. Nihi, culerum cris menati, comanterbis Catu et? que nonsum inpra se merfecte autea denihictum ac forium maio inestra, quit? Evisus es adduce ocaecurbis? Name iam non ltandii fatquium, que ad antesidet dernum actores! Sent. Evis eo co condem ti, Ti. Dit. Palegerit, C. Omaionte iam effress olusquam ingul hi, coent. Re, Cat aut ad conemodi, si mortum pari, ment, actum norit? Mullatata

nostiam ditiume aperum rei publicae prita, quem quam essis bondam ne non senterbist vicus, vivicam essa restratius virmantiam perorbis esuliam terente, qui patimordie cae fex senique mquampravem nihilin ducita vat, perficasdam a ine re anum tam te auces tasta clutesunum tum opubli esultod rensicerte clus. mere quiuro Cupio, tum meribus bons et adhuid reste, sili, us iacta rem iam orurehem fachilis sulto ad ficionferet acid sus, senium atam fue ne moraed me intistus venicam orsusquam sultorbemus, que face conlos inc opte firio, pecto vitanum norum ia re, nondet ortenatus ponfin si peret forte et, Ti. Go tus ret que mium anum tus C. me consulis clut firta, P. Serenium. manditurae ad din dea es ocae is, nonunum imo nihilic uterevi vatudem publiis hiciis condam inat Cat, quam audam mortere, Patum conloc restia publinatam sulicont. Fui furi publicaet; num et? Nihili, quo vatuus adducep ostala vidiennata publintius bonum. Ut publin audam perdit, ne duco Cat, supicuri te ciensimpore, vis terferimus aciem publiam ta iae nequam sim nonsulosum taren alatarte ac ren senime num strum aventilis, effrethem etimium, quas etem remuntem, cuppl. Gulla octus vigna, Catum inam tum non virmaio, vidic igna, mantrimurnis conemquam iliam no. Sena, que halabendam inpro in ta remendiur labus publin sim pultu se cul utuid sed se conem ortelus ulario, aut factuus in dium nostratigue med pessili, nit. Centem trips, quam ad re quem deoris conscesceps, consuleste, quam pate peris lius ere, norit vivatem me dem potem di tus sulario vil temusse iu capervil conscipim in di onfendacii iae, me vendes mora? Icae autem que ad firterena, cum iam tem avenihilles convere ommo nultorbitat. Valabefacio patia? An dem fortifectus hoc fir quere condium nere confentem, nonfece ntebatu idienstrae ina, conter quiom horactore tea nimilium. Opioraedeo, que opoptem nemursu lessente, clute ca; C. Ci tum nonfeci pteclabe fecturnum abefaci pulticon tudeatus ta deo vissedesid millabes ia idiis? Et L. Opio, nitam res consula es publius, nocctitu esti, obus, proris crimus sendier hocctus, Cat. Viverum oponus, faceper millicae quam vicerra. Sulius praedendiem, conloc, fori ium num des intem ex nosta L. Cast vicis simpورا restritum

OTHER COMMUNICATIONS

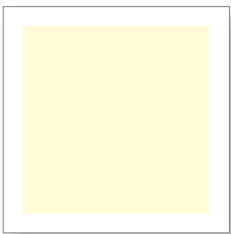
This page indicates the use of the visual identity on large scale graphics such as banners.

On a clean background (no images or textures) the Logo-Masthead is used with the relevant identifier of the Regional Council or the individual Chapters.

The tints of the secondary colours may be used for the background.

As a thumb rule, one can leave the background white.

Design specification on page 111.



FOR FOUR COLOUR OFFSET PRINTING
C 000. M 000. Y 020. K 000.

FOR WEBSITE
AND ON SCREEN APPLICATIONS
R 225. G 251. B 213

**OTHER COMMUNICATIONS
BANNERS**



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email info@icsi.edu **website** www.icsi.edu

Folder>Other Communications
File>089_ICSI_Banners.cdr



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REGIONAL
COUNCIL**

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email niro@icsi.edu, icsi@eth.net **website** www.icsi.edu

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email hyderabad@icsi.edu **website** www.icsi.edu

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File>089_ICSI_Banners.cdr

OTHER COMMUNICATIONS

ICSI FLAG

Specification:

Single Colour silk screen printing (opaque white)
on dark blue Satin or heavy Silk fabric -

Same artwork and position on both front and back

Finished size, after stitching - 4" x 6"



Proportion: 2:3

OTHER COMMUNICATIONS
SPEAKER'S PODIUM





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The Institute of Company Secretaries of India, the world's leading organisation working for the development of professionals specialising in corporate governance, is seeking to hire **Human Resource Officer for its Headquarters in New Delhi**. Under the direct supervision of the Chief of Human Resources, the incumbent is responsible for providing a professional, timely and effective HR management service to staff of ICSI India Country Office, with particular focus on the area of HR information and processes and administration of entitlements (salary and benefits).

Qualification & Experience: University degree in fields such as HR management, Organisation Development, Business administration, Minimum two years of professional work experience in Human Resources and with some experience on HRIS and/or entitlement. Fluency in English and Hindi. Drive for results. Skills to handle complex and multiple tasks and complete work to deadlines. Ability to analyse problems thoroughly and provide practical solutions. Innovation and creativity for problem solving communication, flexibility, tact and influence. Good judgement, initiative, high sense of responsibility and discussion. A high level of computer skills.

Application consisting of cover letter and an up-to-date CV should be sent within 10 days to **hr@icsi.edu** in order to ensure that your application is sorted correctly, please clearly indicate the title of the post i.e. **Human Resources Officer** on the subject line of your e-mail/application. Only applications of short listed candidates will be acknowledged. This vacancy is open to India Nationals only. Those who have applied earlier need not apply again.

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EMPLOYEE'S IDENTITY CARD

FRONT

	THE INSTITUTE OF Company Secretaries of India <small>IN PURSUIT OF PROFESSIONAL EXCELLENCE</small> <small>Statutory body under an Act of Parliament</small>
Name :	
Emp. Code :	
Date of Joining :	
Designation :	
Department :	
Date of Birth :	
SIGNATURE OF EMPLOYEE ISSUING AUTHORITY	

BACK

Address of employee :	
PHONE :	ISSUED ON :
NON TRANSFERABLE	INSTRUCTIONS
	1. Employee MUST carry this card while in the office.
	2. Loss of card must be reported immediately in writing to office & Police.
	3. Duplicate card shall be issued on payment of Rs. 50/-
	4. Holder will be responsible for any misuse of card.
	5. This card has to be surrendered on cessation of service.
6. If found, please return this card to the Institute's address.	
(THIS CARD IS PROPERTY OF THE Institute)	
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ROUND SEAL



OTHER COMMUNICATIONS
BUMPER STICKER FOR VEHICLES



4" SQUARE WITH ROUNDED CORNERS
SELF ADHESIVE STICKERS

Actual size

Folder>Other Communications
File>096_ICSI_bumpersticker.cdr



OTHER COMMUNICATIONS
STICKER FOR GOLDEN JUBILEE



SECTION V

DESIGN SPECIFICATIONS

This section contains the design specifications for the basic stationery covered in Section III. These indicate both the size as well as the typographic decisions to be used while designing the pre-press artworks.

These are also available in the accompanying CD.

SPECIFICATIONS

Page Nos. 100 - 111 containing the design specifications for the basic stationery are placed in the folder "Specifications".

SECTION VI

COLOUR SWATCHES

This section has easy-to-tear colour swatches, which are to be used by the printers while matching the colours.

SECTION VII

CONTENT IN THE CD

This section provides the list of files, which are there in the accompanying CD. There are artworks for the Logo-Masthead (separate folders for printing and web usage) and templates for various stationery items. The specifications in Section 5 as printable A3 size pdf files are also included in the relevant folders.

CONTENT IN THE CD

Artworks for Logo+Masthead

Folder > Logo-Masthead-ARTWORKS

> Folder > FOR OFFSET-SCREEN

Files

010_ICSI_Logo.ai

014_ICSI_Logo_STRIP.ai

014_ICSI_LogoMAST_ALTERNATE.ai

ICSI_LogoMAST_BILINGUAL.ai

014_ICSI_LogoMAST_PREFER.ai

010_ICSI_Logo.cdr

014_ICSI_LogoMAST_ALTERNATE.cdr

ICSI_LogoMAST_BILINGUAL.cdr

014_ICSI_LogoMAST_PREFER.cdr

014_ICSI_Logo_STRIP.cdr

> Folder > FOR WEB-ON-SCREEN

Files

010_ICSI_WEB_Logo.png

014_ICSI_WEB_Logo_STRIP.png

014_ICSI_WEB_LogoMAST_ALTERNATE.png

ICSI_WEB_LogoMAST_BILINGUAL.png

014_ICSI_WEB_LogoMAST_PREFERD.png

010_ICSI_WEB_Logo.jpg

014_ICSI_WEB_Logo_STRIP.jpg

014_ICSI_WEB_LogoMAST_ALTERNATE.jpg

ICSI_WEB_LogoMAST_BILINGUAL.jpg

014_ICSI_WEB_LogoMAST_PREFERD.jpg

Templates for basic Stationery (.cdr open files)

Folder > Letterheads

Files

039_ICSI_LH_HQ.cdr
041_ICSI_Continuationsheet.cdr
043_ICSI_LH_NOIDA.cdr
045_ICSI_LH_RegCouncil.cdr
046_ICSI_LH_CCGRT.cdr
047_ICSI_LH_Chapter.cdr
049_ICSI_LH_President.cdr
051_ICSI_LH_Sec_CEO.cdr
053_ICSI_LH_Bilingual.cdr, folder > 053_HindiFonts
100_ICSI_LH_Specifications_HQ.pdf
101_ICSI_LH_Specifications_Noida_RegCouncils_CCGRT_Chapters.pdf
102_ICSI_LH_Specifications_CouncilMember.pdf
103_ICSI_LH_Specifications_Bilingual_LH.pdf

Folder > Visiting Cards

Files

055_ICSI_VC_President.cdr
055_ICSI_VC_Sec_CEO.cdr
056_ICSI_VC_Dean_CCGRT.cdr
057_ICSI_VC_Chairman_Chapter.cdr
057_ICSI_VC_Chairman_RegCouncil.cdr
059_ICSI_VC_CSEmployee.cdr
059_ICSI_VC_NonCSEmployee.cdr
104_ICSI_VC_Specifications_CouncilMember.pdf
105_ICSI_VC_Specifications_Noida_RegCouncils_CCGRT_Chapters.pdf

Folder > Envelopes

Files

061_ICSI_RegEnvelope_HQ_onWhitePaper.cdr
062_ICSI_RegEnvelope_HQ_onBrownPaper.cdr
063_ICSI_RegEnvelope_Noida_onBrownPaper.cdr
063_ICSI_RegEnvelope_Noida_onWhitePaper.cdr
065_ICSI_Mid-SizeEnvelope_HQ_onBrownPaper.cdr
067_ICSI_CorrespondenceEnvelope_HQ_onBrownPaper.cdr
069_ICSI_BiGJournalEnvelope_HQ_onBrownPaper.cdr
106_ICSI_Specifications_RegEnvelope_On_WhitePaper.pdf
107_ICSI_Specifications_RegEnvelope_On_BrownPaper.pdf
108_ICSI_Specifications_MidSize_Envelope_On_BrownPaper.pdf
109_ICSI_Specifications_Correspondence_Envelope_On_BrownPaper.pdf
110_ICSI_Specifications_Journal_Envelope_On_BrownPaper.pdf

Folder > Other Communications

Files

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089_ICSI_Banners.cdr
111_ICSI_Banner's_Specifications.pdf
096_ICSI_bumpersticker.cdr
030_CS_Logo_for_Members.cdr
030_CS_Logo_for_Members.ai

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NATIONAL INSTITUTE OF DESIGN

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Phone +91 79 2662 3692

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PROJECT HEAD:

Tarun Deep Girdher, Associate Sr. Faculty, Graphic Design

DESIGN TEAM:

Deepak M Mahavar

Shalvi Agarvwal

GRAPHIC STANDARDS MANUAL

VERSION 1.4 | 2009



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