

**Bank of India**  
This is who we are.

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# Our Philosophy

## *Relationship beyond banking*

At Bank of India, we have always dedicated ourselves to understanding customer relationships and catering to their needs in the warmest way possible. We value our customers and have over the years built a bond of faith and trust which is the very basis of every successful relationship.

Our communication has always been real and empathetic.

The use of imagery and the tone of voice is always warm and friendly with insights which people can relate to and remember.

At Bank of India, we believe that our customers are not just an account number but a relationship that we appreciate and nurture.

A relationship that only gets stronger with time.







Logo

Logo



**Our Logo** | Our logo is the identity of our brand. It is our stamp and signifies our adherence to the relationships we share with our customers. We take special care and value every commitment with great reverence and should keep in mind the same while using our logo.



Correct usage

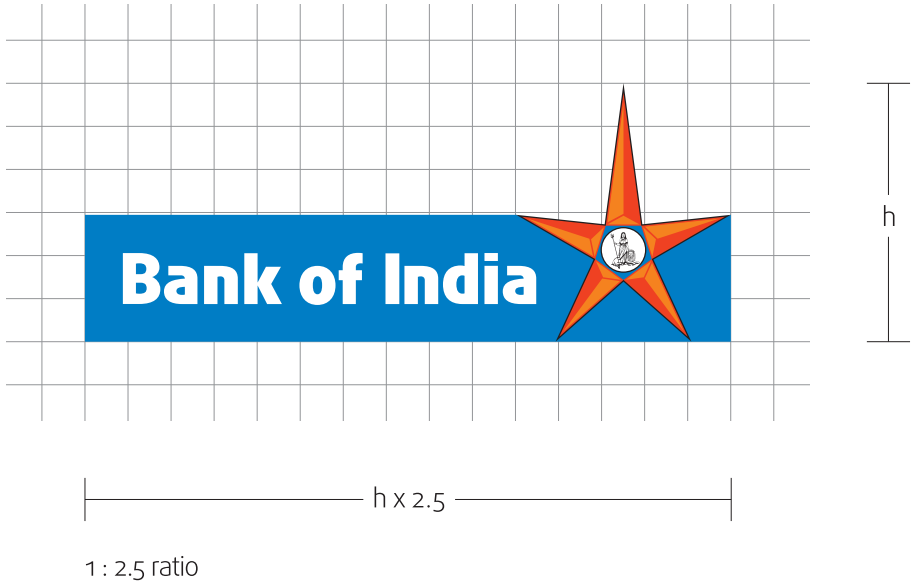


Incorrect usage

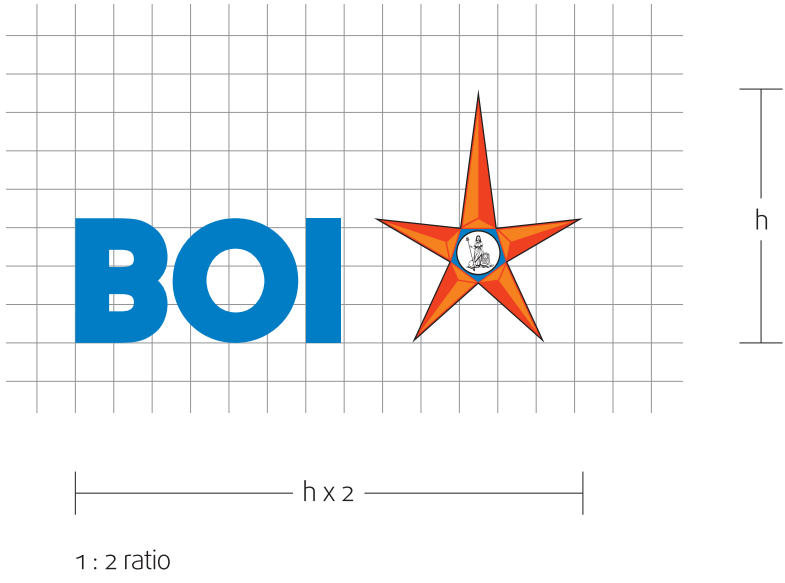
#### Our Logo

Our logo is the identity of our brand. It is our stamp and signifies our adherence to the relationships we share with our customers. We take special care and value every commitment with great reverence and should keep in mind the same while using our logo.

Logo Proportion



The height of the Bank of India logo is equal to the height of the star ( $h$ ).  
The width is 2.5 times the height of the star ( $2.5h$ ).



The height of the BOI Star logo is equal to the height of the star ( $h$ ).  
The width is 2 times the height of the star ( $2h$ ).



#### Clear Space

A minimum clear space helps to highlight the logo, giving it greater prominence. A clearly defined exclusion zone should, therefore, always be maintained around the logo. Ensure that it is never compromised by any graphic, text or imagery. This exclusion zone should be twice the size of the circle inside the star.





**Logo Norms**

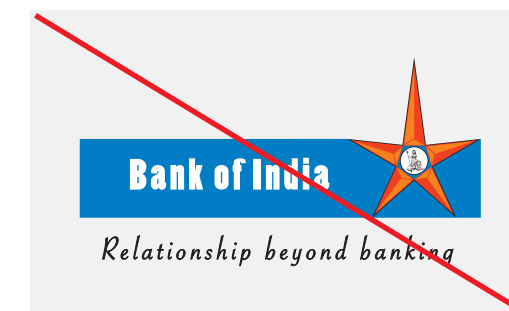
In case of a dark background, we use white for the logo text and the reverse for a lighter background. These abbreviated logo designs can be used for neon signs and billboards.



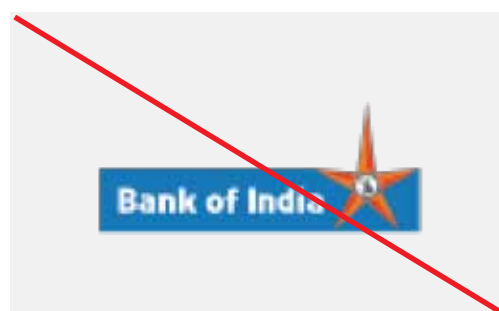
The logo should be enlarged diagonally



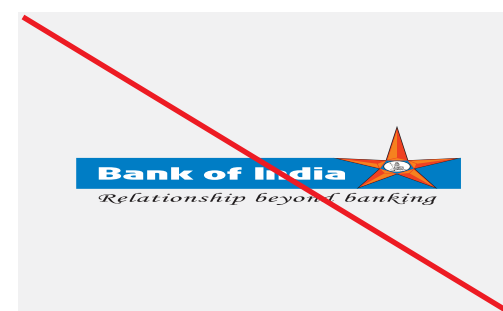
Do not change the position of the symbol with respect to the logotype



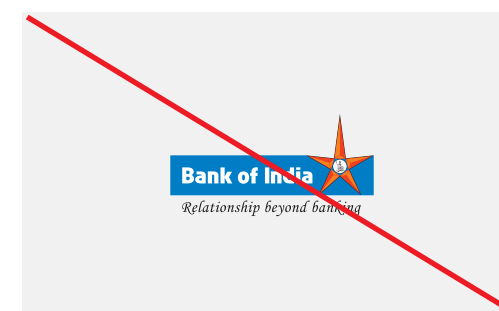
Do not attempt to recreate the logotype or change it's font



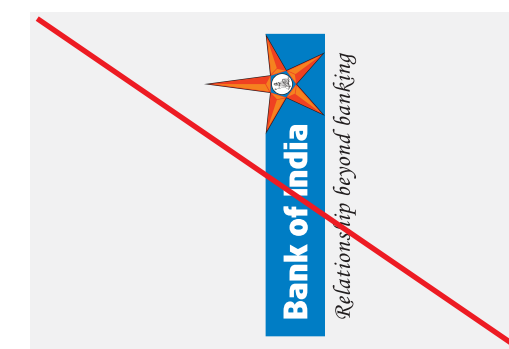
The logo should always be sharp and clear



Do not scale the logo disproportionately



Do not scale the logo smaller than the minimum recommended size



Do not rotate the logo

#### Logo Sizes

The Bank of India logo can be used in any desired size, subject to a minimum width of 40 mm. This is to ensure that the subtle details of the logo are always reproduced clearly.

It must be remembered that re-sizing should be done only by applying proportionate scaling on a vector artwork.

#### Permitted Orientations

Our logo can be used only in the horizontal orientation.



Hindi



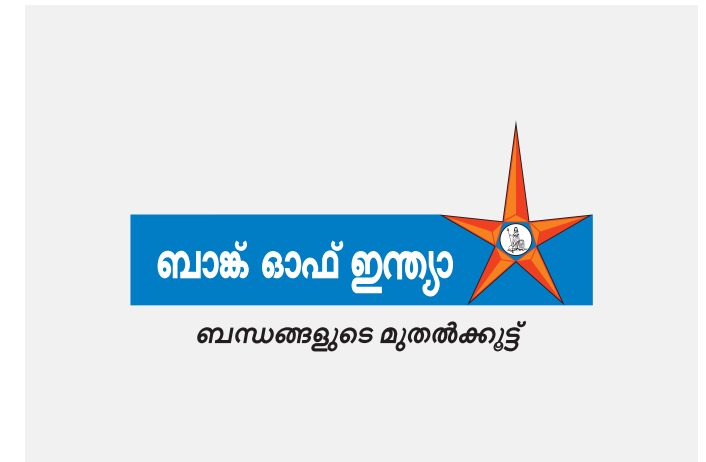
Marathi



Tamil



Telugu



Malayalam

**Regional Language Logos** | The Bank of India logo unit in regional languages.



Oriya



Bengali



Assamese



Gujarati



Punjabi



Kannada

**Regional Language Logos** | The Bank of India logo unit in regional languages.



*Relationship beyond banking*



*Relationship beyond banking*



#### Logo Versions

Wherever possible, try to use the standard version of our logo. However, we must take note of the fact that our logo is applied across a diverse set of interfaces.

The single colour version has been provided for all such instances where the standard version cannot be reproduced. An exception to the rule is when the logo is applied on

materials like glass, wood, metal, cloth etc. by processes like embossing, etching or embroidery. In such cases, it would take the colour of the material.

For the following, use the above version on a white background:

- All black and white applications
- All grayscale applications like magazine advertisements
- Foil stamping and embossing





Colour

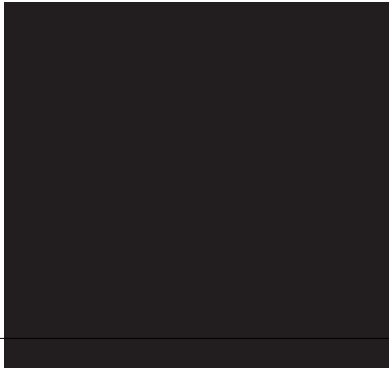




Colours

Colour is an integral part of the brand identity. Colour is specified using a set of codes that differ according to the process and interface. Please refer to the following pages for more details.

**RGB**  
R:35 G:31 B:32  
**CMYK**  
C:0 M:0 Y:0 K:100  
**Pantone**  
Black C



**RGB**  
R:235 G:65 B:35  
**CMYK**  
C:0 M:90 Y:100 K:0  
**Pantone**  
1655 C



**RGB**  
R:245 G:130 B:32  
**CMYK**  
C:0 M:60 Y:100 K:0  
**Pantone**  
151 C

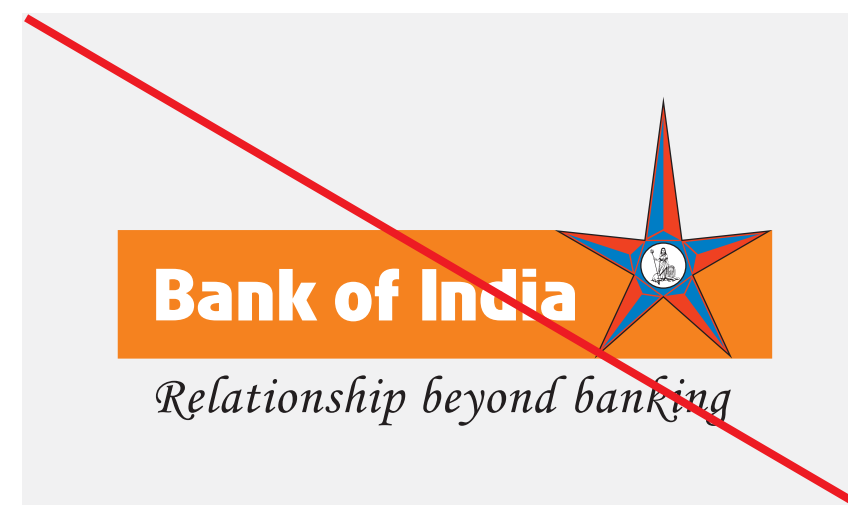


**RGB**  
R:0 G:125 B:197  
**CMYK**  
C:100 M:40 Y:0 K:0  
**Pantone**  
300 C





Do not change the colours of the logo



Do not interchange the colours of the logo

# Typeface



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Typeface

Light

AaBbCcDdEeFfGgHhIijj  
KkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz  
1234567890  
!@#\$%\*()\_+<>{ },.

Medium

AaBbCcDdEeFfGgHhIijj  
KkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz  
1234567890  
!@#\$%\*()\_+<>{ },.

Bold

AaBbCcDdEeFfGgHhIijj  
KkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz  
1234567890  
!@#\$%\*()\_+<>{ },.

Extrabold

AaBbCcDdEeFfGgHhIijj  
KkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz  
1234567890  
!@#\$%\*()\_+<>{ },.

Brand Font

The typeface of a brand plays a vital role in shaping its personality and style. By the appropriate usage of typography, we add character and depth to our brand.

DaxlinePro

We believe that significant visual equity can be built by consistent use of our brand font. We have chosen DaxlinePro, a modern sans serif typeface as the primary font for the logo.





Imagery

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Imagery





### Imagery

The images should symbolize warm relationships between humans, adhering to the ideology of our brand. They should be friendly and connote affection and warmth. The subjects should be photographed in a relaxed mood and should capture the emotional essence of the relationship. The subjects should not look awkward, posed or placed in contrived situations.

**Sometimes, four walls  
can hold your entire world.**

At Bank of India, we understand what a home means to you. It's a bond that can't be described, only felt. Reason why we offer you low interest loans to help you get the home you always dreamt of.

[www.bankofindia.com](http://www.bankofindia.com)

**BOI ★ Home Loans**

**Bank of India** ★  
*Relationship beyond banking*

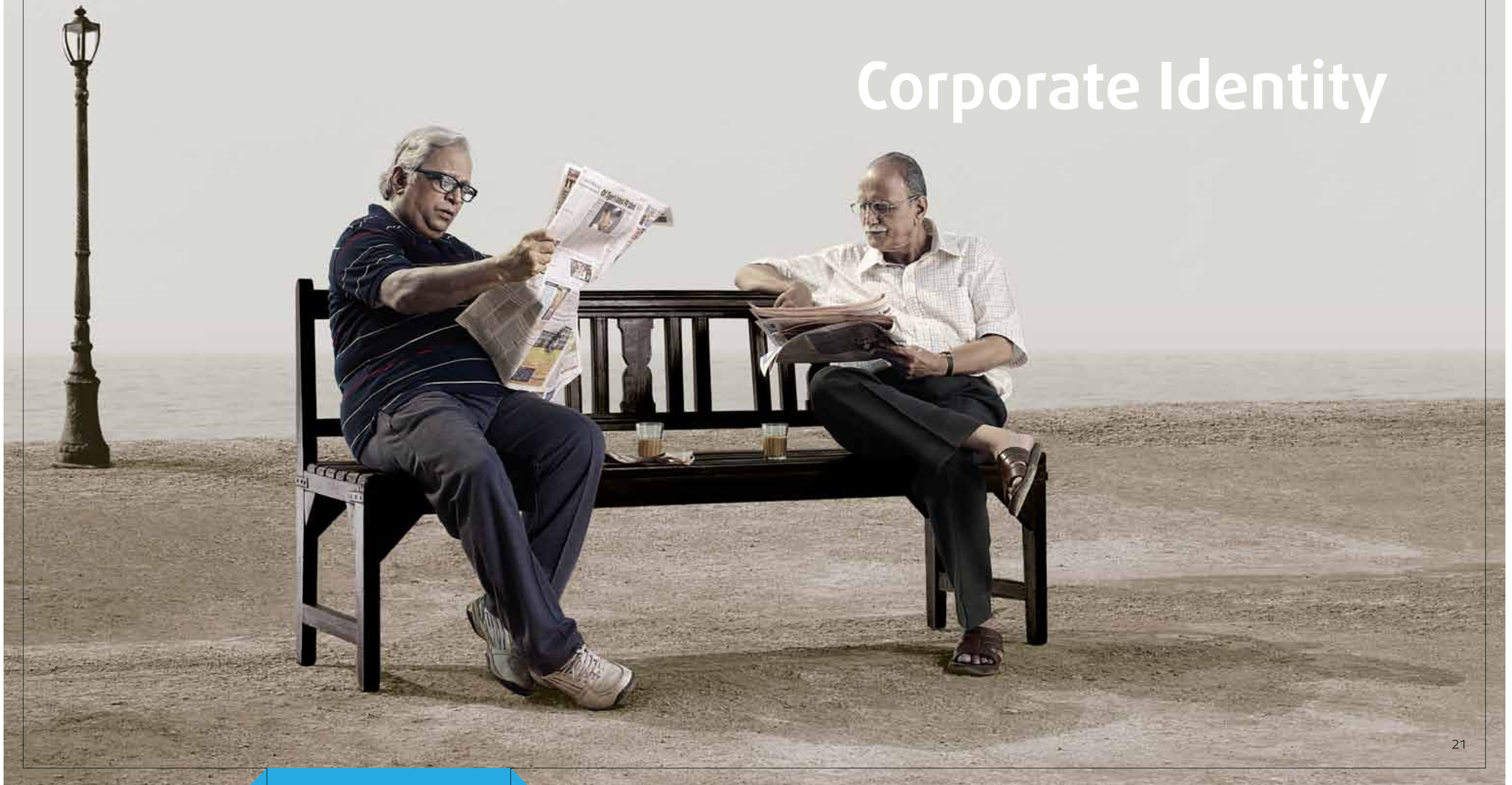


• FLEXIBLE TENURES • ATTRACTIVE INTEREST RATE • CUSTOMISED choose between floating interest rate and fixed interest rate • EASY DOCUMENTATION • QUICK PROCESSING • SWIFT DISBURSEMENT

**Logo Position** | The Bank of India logo position is shown in the above layout.



# Corporate Identity



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Corporate Identity



### Business Card

Business cards with non-standardised designs communicate lack of integration in an organization and demonstrate low quality standards.

All stationery must only be printed by using the digital master artworks which have been provided and under no circumstances must any artwork be recreated at a supplier's site.

Stationery must always be offset printed at a good quality supplier.  
BUSINESS CARD  
DIMENSIONS: 90mm X 53mm  
PRODUCTION: 4-Colour Offset

Please adhere to the shown template for any new Bank of India business cards. Do not try to incorporate any other background colour or material other than the ones specified.





### Letterheads (A4) for selective use

We have 2 letterhead formats (A4) for selective use:

1. Designated
2. General

DIMENSIONS - 297mm X 210mm

PRODUCTION - 4-Colour Offset

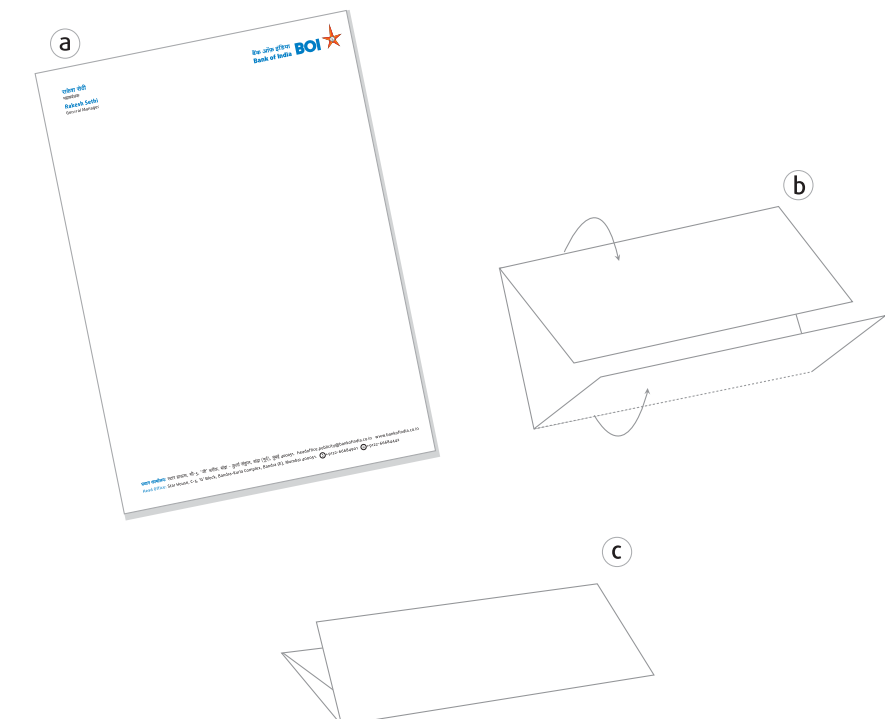
The image displayed on the left is the Designated Letterhead.



The image displayed on the left is the **General Letterhead**.

**NOTE**

1. An MS Word document has been created to enable the correct layout of the printed letter. Always use this file to type out a letter.
2. This image is only representative and not of actual size.
3. Always use the master digital artwork for any reproductions.
4. Fold the letter using the instructions below.





**Letterheads**

For subsequent pages of either Designated or General letterheads, only the BOI Star logo is to be placed at the top right corner.





### Envelopes

DIMENSIONS - 297mm X 210mm

PRODUCTION - 4-Colour Offset

### NOTE

1. Cheque size envelopes do not require the mailing labels. The address could be typed out or handwritten.
2. This image is only representative and not of actual size.
3. Always use the master digital artwork for any reproductions.






**IOM (Inter Office Memorandum)**

The following format should be used for all internal office communication. It should be used at all times to communicate any message (holidays, meetings, urgent notices, etc.) by the management to the employees.

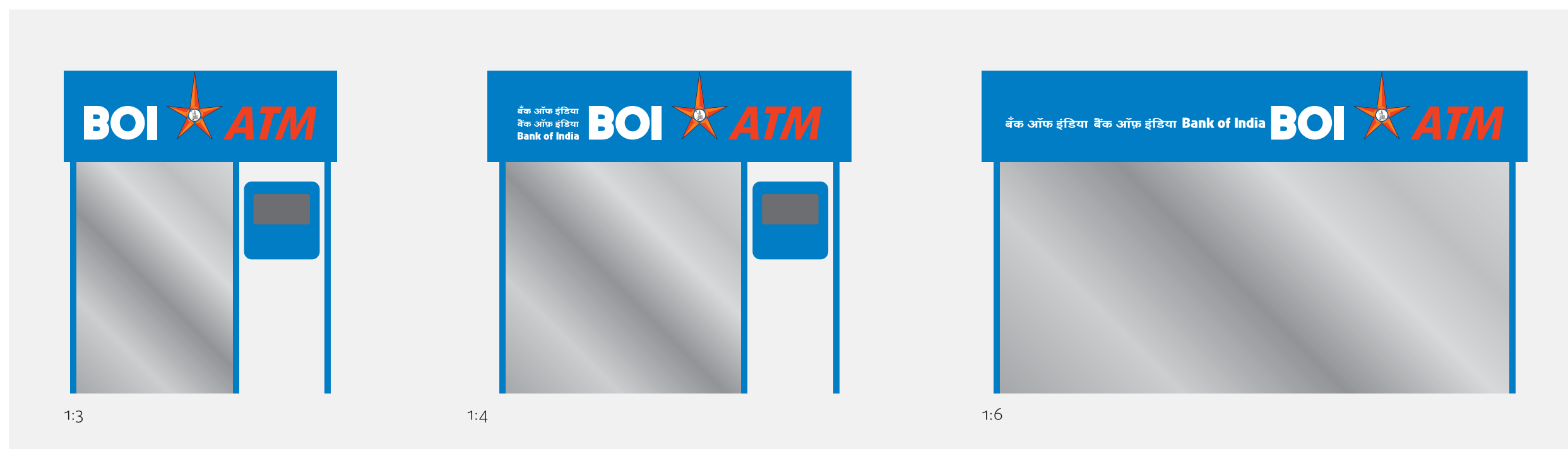


**Bank Signage**

The above 3 are the standard layouts for the signage to be used at any Bank of India branch facade. Please note the placement of the name, logo and star unit according to the different sizes. If you have a non-standard signage size, it is to be adapted accordingly without altering the design.

	<b>RGB</b> R:0 G:125 B:197 <b>CMYK</b> C:100 M:40 Y:0 K:0 <b>Pantone</b> 300 C
	<b>RGB</b> R:235 G:65 B:35 <b>CMYK</b> C:0 M:90 Y:100 K:0 <b>Pantone</b> 1655 C
	<b>RGB</b> R:245 G:130 B:32 <b>CMYK</b> C:0 M:60 Y:100 K:0 <b>Pantone</b> 151 C





### ATM Signage

The above 3 are the standard layouts for ATM signage to be used at any Bank of India branch facade. Please note the placement of the name, logo and star unit according to the different sizes. If you have a non-standard signage size, it is to be adapted accordingly without altering the design.

	<b>RGB</b> R:0 G:125 B:197 <b>CMYK</b> C:100 M:40 Y:0 K:0 <b>Pantone</b> 300 C
	<b>RGB</b> R:235 G:65 B:35 <b>CMYK</b> C:0 M:90 Y:100 K:0 <b>Pantone</b> 1655 C
	<b>RGB</b> R:245 G:130 B:32 <b>CMYK</b> C:0 M:60 Y:100 K:0 <b>Pantone</b> 151 C

# THANK YOU

We thank you for taking the time to refer to our brand book.  
Please look through the accompanying CD to access the  
artwork for signages, stationary and logos.  
For any further queries please contact:

## **Bank of India**

**Head office:** Star House, C5, 'G' Block, Bandra-Kurla Complex, Bandra (E), Mumbai 400051.

☎ +9122-66684448 📠 +9122-66684747 [headoffice.publicity@bankofindia.co.in](mailto:headoffice.publicity@bankofindia.co.in) [www.bankofindia.co.in](http://www.bankofindia.co.in)