

LUPIN LIMITED

BRAND IDENTITY &
BRAND GUIDELINES



THE LUPIN STORY

The company was named after the Lupin flower because of the inherent qualities of the flower and what it personifies and stands for. The Lupin flower is known to nourish the land, the very soil it grows in. The Lupin flower is also known to be tolerant of infertile soils and capable of pioneering change in barren and poor climes. The Lupin flower and bean pods have also long been used as food and sources of nourishment, thus protecting and nurturing life.

Embedded in Lupin was a formula for growth. Forty nine years on, what has stayed with us is that same entrepreneurial spirit, culture of creativity and innovation and pride in belonging to an industry that makes a difference in the lives of people. We are today a fully integrated pharmaceutical company with an unrivaled position in the US, India and Japan. This position is built on a backbone of cutting-edge research, world-class manufacturing facilities and a truly global supply chain. With the building blocks in place, the future looks brighter than its ever been. We are Built to Grow.

THE COMPANY

Lupin is one of the world's largest manufacturers of drugs that combat tuberculosis, bacterial infections and cardiovascular disease. Our portfolio of drugs, manufactured in global-scale USFDA and UKMHRA approved plants, also includes NSAIDS, Cox2 inhibitors and herbal-based phytomedicines. Our products reach more than 100 countries, with significant presence in India, the US, Europe, CIS, SE Asia, Japan, Latin America and China.

THE LOGO

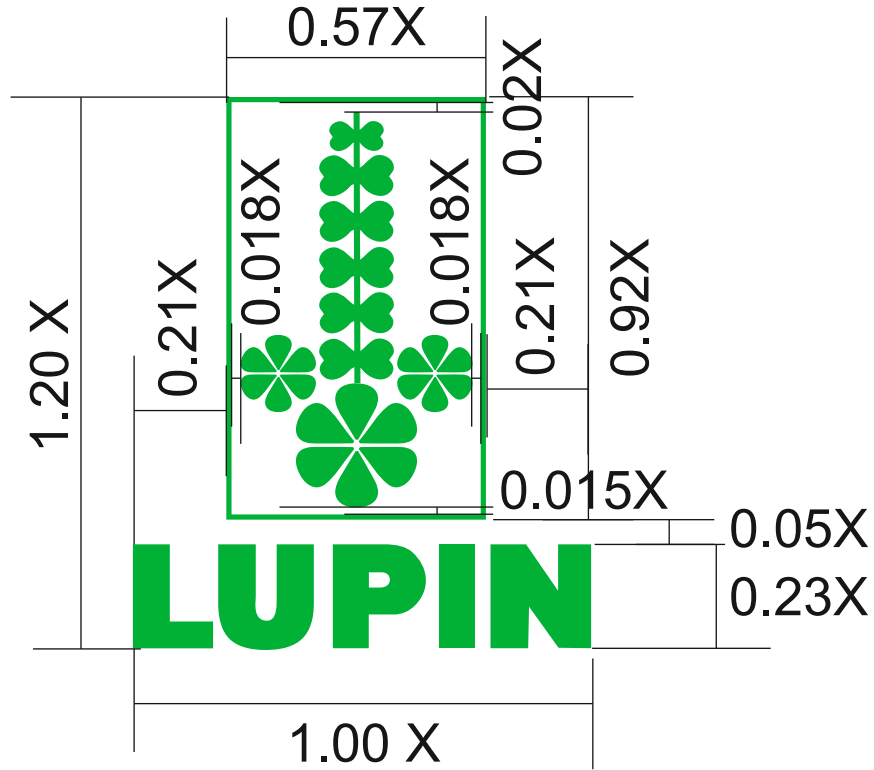


CMYK Color: C:85 M:0 Y:100 K:0

RGB Color: R:0 G:174 B:77

Pantone – PANTONE 354 C

*Kindly ensure CMYK/RGB/PANTONE is never intruded or abused
The font has to be used as it is and should not toyed around with



Logo Dimensions (proportion)

BRAND GUIDELINES

LOGO USAGE

Acceptable Logo Colour Usage

Full Color – Branding (Print, web, presentation etc.)



CMYK Color: C:85 M:0 Y:100 K:0

RGB Color: R:0 G:174 B:77

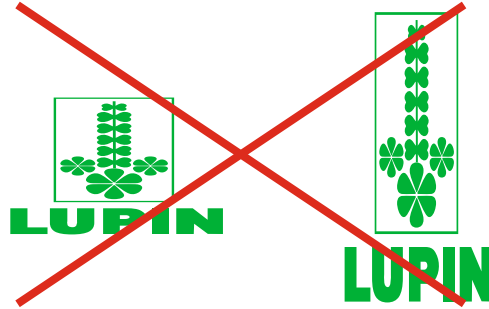
Pantone – PANTONE 354 C

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Unacceptable Logo Usage



Using only flower without name



Stretched logo (vertical or Horizontal)

Unacceptable Logo Usage



Lupin name resized
(Reduced or enlarged)



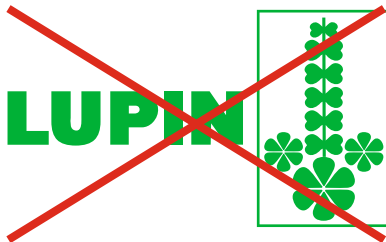
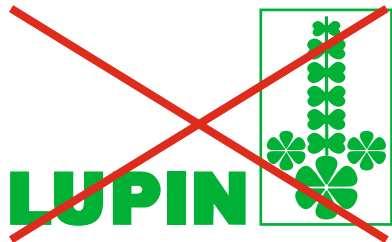
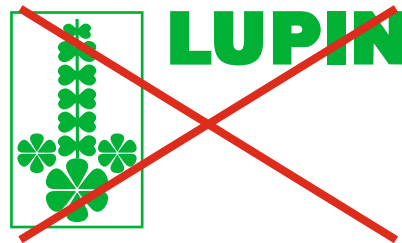
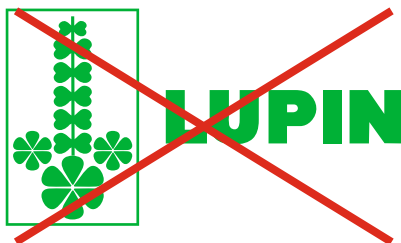
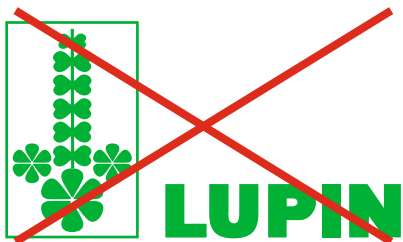
Different font type for Lupin name



Lupin name repositioned
(Left or Right)



Unacceptable Logo Usage



Lupin name repositioned
(Left, Right, Top or Bottom)

Unacceptable Logo Usage



Distorted box size



Different color Usage



Partial different color Usage

**BRAND GUIDELINES
LOGO USAGE
FOR PRODUCT
PACKAGING**

Acceptable Logo Colour Usage

Full Color



CMYK Color: C:85 M:0 Y:100 K:0

RGB Color: R:0 G:174 B:77

Pantone – PANTONE 354 C

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The font has to be used as it is and should not toyed around with

Acceptable Logo Colour Usage

Single Color – Product Packaging

In special cases where the Lupin logo (green) does not visually stand out against the background, for example – black, grey, green, blue, red etc, then only can the logo be changed to white color with prior approval from the Lupin Corporate Communications.



CMYK Color: C:0 M:0 Y:0 K:0

RGB Color: R:255 G:255 B:255

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The font has to be used as it is and should not toyed around with

Acceptable Logo Colour Usage

Single Color – Product Packaging

In special cases where the Lupin logo (green) does not visually stand out against the background, for example – grey, green, blue, red etc, then only can the logo be changed to white color with prior approval from the Lupin Corporate Communications.



CMYK Color: C:0 M:0 Y:0 K:100

RGB Color: R:0 G:0 B:0

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The font has to be used as it is and should not toyed around with

Acceptable Logo Colour Usage

Metallic Color – Product Packaging

Silver Metallic colour permissible in special occasions with prior approval from the Lupin Corporate Communications.



Metallic Silver

Silver colour Printing / Metal Foil Stamping

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Acceptable Logo Colour Usage

Metallic Color – Product Packaging

Golden Metallic colour permissible in special occasions with prior approval from the Lupin Corporate Communications.



Metallic Silver

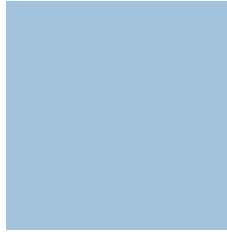
Silver colour Printing / Metal Foil Stamping

*Kindly ensure CMYK/RGB is never intruded or abused
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Lupin Colour Palette (Background / Design)



C:0 M:30 Y:70 K:0
R: 250 G:190 B:96



C:42 M:16 Y:7 K:1
R: 159 G:191 B:219



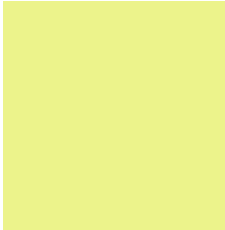
C:4 M:40 Y:13 K:0
R: 238 G:177 B:192



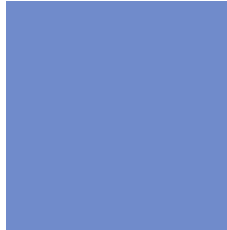
C:0 M:15 Y:50 K:15
R: 226 G:197 B:134



C:40 M:0 Y:100 K:0
R: 176 G:203 B:31



C:20 M:0 Y:60 K:0
R: 219 G:226 B:133



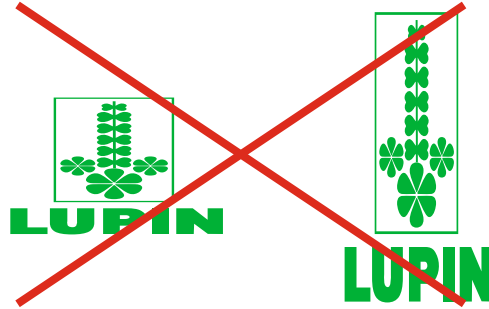
C:65 M:45 Y:0 K:0
R: 107 G:133 B:194

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Unacceptable Logo Usage



Using only flower without name



Stretched logo (vertical or Horizontal)

Unacceptable Logo Usage



Lupin name resized
(Reduced or enlarged)



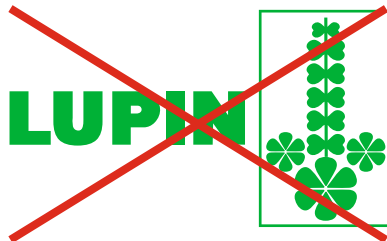
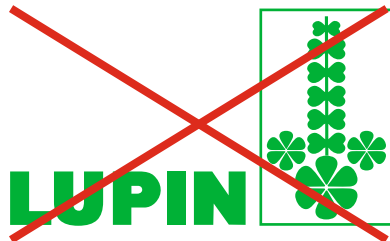
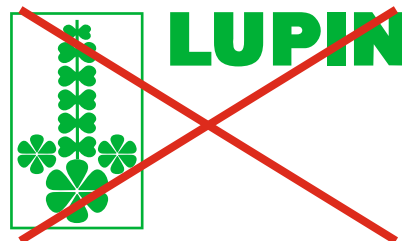
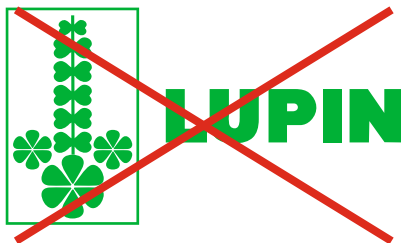
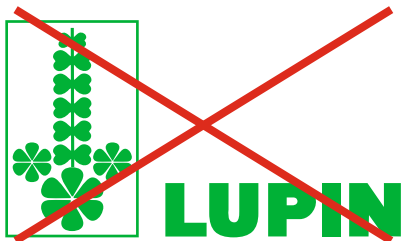
Different font type for Lupin name



Lupin name repositioned
(Left or Right)



Unacceptable Logo Usage



Lupin name repositioned
(Left, Right, Top or Bottom)

Unacceptable Logo Usage



Distorted box size



Different color Usage



Partial different color Usage

BRAND GUIDELINES

FONTS USAGE

Swiss 721 BLK BT

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Swiss 721 BT

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Swiss 721 BLK CN BT

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Swiss 721 Lt BT

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Futura XBlk BT

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Futura Hv BT

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Futura Bk BT

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Humnst 777 Blk BT

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Humnst777 BT Bold

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Humnst777 BT

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Humnst777 Lt BT

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Myriad Pro Bold

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Myriad Pro Bold Italics

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Myriad Pro

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Myriad Pro Italics

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HelveticaNeueLT STD Blk

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HelveticaNeueLT Std Blk Cn

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Helvetica LT Std

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Helvetica 35 Thin

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Lupin Logo must appear on
TOP RIGHT with equidistance
margin from top and right side
of any document (Print,
PowerPoint, Web etc.)

BRAND GUIDELINES

GENERAL BRAND GUIDELINE